

INDICES OF
DEPRIVATION
FOR ENGLAND
2025

STRATFORD
-ON-AVON
DISTRICT
RESULTS

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1 What are the Indices of Deprivation?

The Indices of Deprivation (IoD) measure multiple dimensions of deprivation at the neighbourhood level across England. They measure deprivation across seven different 'domains' including:

- Income deprivation
- Employment deprivation
- Education, skills and training deprivation
- Health deprivation and disability
- Crime
- Barriers to housing and services
- Living environment deprivation

Deprivation within each domain is derived from a bundle of six or more individual indicators which are then statistically computed into an overall domain score.

These domain scores are then weighted and computed to form an overall Index of Multiple Deprivation score for each neighbourhood. This single score is used to determine which neighbourhood is the most deprived in England, and how each neighbourhood compares to all the rest across the country.

The indices rank every neighbourhood in England (total neighbourhoods =33,755) according to how deprived they are overall, as well as within each domain of deprivation.

These ranks are then split into 10 deciles, with neighbourhoods allotted a decile from 1-10 according to their score/rank, with the most deprived being in decile 1 while the least deprived in decile 10.

2 What is a neighbourhood?

There are 33,755 neighbourhoods across England. 'Neighbourhoods' refer to small area geographies called Lower Super Output Areas. These are statistical geographies defined by the Office for National Statistics, and are of similar population size, averaging approximately 1,500 residents/650 households. Our District has 77 LSOAs or neighbourhoods.

3 What is deprivation according to the Indices?

Deprivation refers to people's unmet needs, a lack of access to opportunities and resources which we might expect in our society. This is not the same as poverty, which only refers to people's financial resources.

4 The Indices of Deprivation 2025: background information

The latest Indices of Deprivation (IoD) for England were released on 30 October 2025. While this is the seventh release of the Indices (which started in 2000) it has changed its methodology since the last iteration in 2019. No comparisons are therefore able to be drawn between this release and previous ones.

While the IoD for England provide measures of deprivation at LSOA level, there are methods for using this to compute deprivation at other geographical levels, including at the local authority level and ward level.

There are 33,755 LSOAs in England and each are ranked according to their deprivation score, with the most deprived given a rank of 1 and the least deprived a rank of 33,755. At this point, it is worth pointing out that that the IoD is a measure of **relative** deprivation for small areas, and not a quantification of deprivation. It is not possible to say that an LSOA with a rank of 1,000 for overall deprivation is twice as deprived as an LSOA ranking 2,000 for example.

LSOAs are allocated into deciles according to their deprivation ranking, with LSOAs in decile 1 being the 10% *most* deprived neighbourhoods in England, while LSOAs in decile 10 are the 10% *least* deprived neighbourhoods.

5 What indicators make up the 7 domains of deprivation?

The Indices of Deprivation 2025 are based on 55 separate indicators across the 7 distinct domains. For detailed information, please see [English indices of deprivation 2025: technical report](#).

The **income domain** is constructed from: -

- Adults and children in Income Support benefit units.
- Adults and children in income-based Jobseeker's Allowance benefit units.
- Adults and children in income-based Employment and Support Allowance benefit units.
- Adults and children in Pension Credit (Guarantee) benefit units.
- Adults and children in Universal Credit benefit units 'out of work' conditionality categories:
 - No work requirements
 - Planning for work
 - Preparing for work
 - Searching for work
- Adults and children in Universal Credit benefit units 'in-work' conditionality categories:
 - Working with requirements
 - Working – no requirements
- Adults and children in Housing Benefit claimant benefit units with monthly equivalised income below 70% of the national median (after housing costs).
- Adults and children in Tax Credit benefit units with monthly equivalised income below 70% of the national median (after housing costs).
- Asylum seeker adults and children in dispersed accommodation in receipt of support

The **employment domain** is constructed from: -

- Claimants of Jobseeker's Allowance (both contribution-based and income-based)
- Claimants of New Style Jobseeker's Allowance
- Claimants of Employment and Support Allowance (both contribution-based and income-based)
- Claimants of Incapacity Benefit
- Claimants of Severe Disablement Allowance
- Claimants of Carer's Allowance
- Claimants of Income Support
- Claimants of Universal Credit in the *No work requirements* conditionality group
- Claimants of Universal Credit in the *Searching for work* conditionality group
- Claimants of Universal Credit in the *Planning for work* conditionality group
- Claimants of Universal Credit in the *Preparing for work* conditionality group

The **education, skills and training domain** is constructed from: -

- The scaled score of pupils taking Mathematics, English Reading and English Grammar, Punctuation and Spelling SATs
- The average capped points score of pupils taking Key Stage 4 (GCSE or equivalent) exams
- The proportion of authorised and unauthorised absences for pupils attending maintained Primary, Secondary and Special schools
- The proportion of pupils missing 10% or more of possible school sessions
- Young people aged under 21 not entering higher education
- The proportion of working-age adults with no or low qualifications, or who cannot speak English/cannot speak English well

The **health deprivation and disability domain** is constructed from: -

- An age and sex standardised ratio of people receiving Disability Living Allowance, Employment Support Allowance, Attending Allowance, Industrial Injuries Disablement Benefit/Reduced Earnings Allowance, Incapacity benefit, Sever Disablement Allowance, Personal Independence Payment and Universal Credit Health Caseload
- As age and sex standardised rate of 'premature death' defined as death before the age of 75 from any cause
- An age and sex standardised rate of hospital spells starting with an admission in an emergency and lasting more than one calendar day
- A rate of deaths coded as intentional
- A rate of hospital admissions related to mental health
- A rate of patients prescribed pharmaceuticals for mental ill-health
- The number of residents claiming PIP and DLA in disease groupings associated with mental health or behavioural disorders as a proportion of the total population aged 0-66

The **crime domain** is constructed from: -

- Violence with injury rate per 1,000 'at risk' population
- Violence without injury rate per 1,000 'at risk' population
- Stalking and harassment rate per 1,000 'at risk' population
- Burglary rate per 1,000 'at risk' properties
- Theft rate per 1,000 'at risk' population
- Criminal damage rate per 1,000 'at risk' population
- Public order and possession of weapons rate per 1,000 'at risk' population
- Anti-social behaviour rate per 1,000 'at risk' population

The **barriers to housing and services domain** measures the physical and financial accessibility of housing and key local services and is constructed from: -

- A connectivity score based on the Department for Transport Connectivity Tool¹
- Difficulty of access to owner-occupation or the private rental market
- The proportion of households judged to have insufficient space to meet the household's needs
- The rate of acceptances for housing assistance under the homelessness provisions of housing legislation
- Number of households experiencing the most extreme and immediate forms of homelessness
- Average broadband upload and download speed
- Patient-to-GP ratio

The **living environment domain** measures the quality of the local environment and is constructed from: -

- The proportion of social and private homes that fail to meet three components of the Decent Homes standard
- Average energy performance of residential buildings
- Score based on residential properties' access to outdoor space
- A measure of air quality based on emissions rates for four pollutants
- Road traffic accidents involving injury to pedestrians and cyclists
- The percentage of the population exposed to noise pollution greater than or equal to 55dB *Lden*.

6 How is the Index of Multiple Deprivation overall score calculated?

The overall Index of Multiple Deprivation (IMD) score is constructed from seven domains. Each domain is calculated separately, and the overall index is a weighted sum of the domains. The domains and their weights are listed below:

Domain	Weight
Income Deprivation Domain	22.5%
Employment Deprivation Domain	22.5%
Education, Skills and Training Deprivation Domain	13.5%
Health Deprivation and Disability Domain	13.5%
Crime Domain	9.3%
Barriers to Housing and Services Domain	9.3%
Living Environment Deprivation Domain	9.3%

The seven main domains are combined in two stages. Each domain score is standardised by ranking and then transformed to smooth out differences in the distribution and scale of the data in each. The domains are combined using the domain weights set out above. The overall LSOA Index of Multiple Deprivation score is then ranked and split into deciles. The score is the combined sum of the weighted, transformed, domain rank of the domain scores.

¹ [Connectivity Tool - GOV.UK](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/422222/Connectivity_Tool_-_GOV.UK.pdf)

7 Results

7.1 How does our District compare to other local authorities on the Overall Index of Multiple Deprivation (IMD) 2025?

Local authorities can be compared using the overall IMD score as described above, once it has been weighted according to population. Authorities are then ranked from 1st = most deprived to 296th = least deprived local authority.

Using this method, Stratford-on-Avon ranked 253rd out of 296 local authorities across England.

Across the West Midlands, Bromsgrove ranked 262nd and Warwick District ranked 265th (i.e. less deprived).

Figure 1 below summarises our result as an authority overall as well as for each domain of deprivation.

7.2 How does our District compare to other local authorities on the 7 Indices of Deprivation (IoD) Domains?

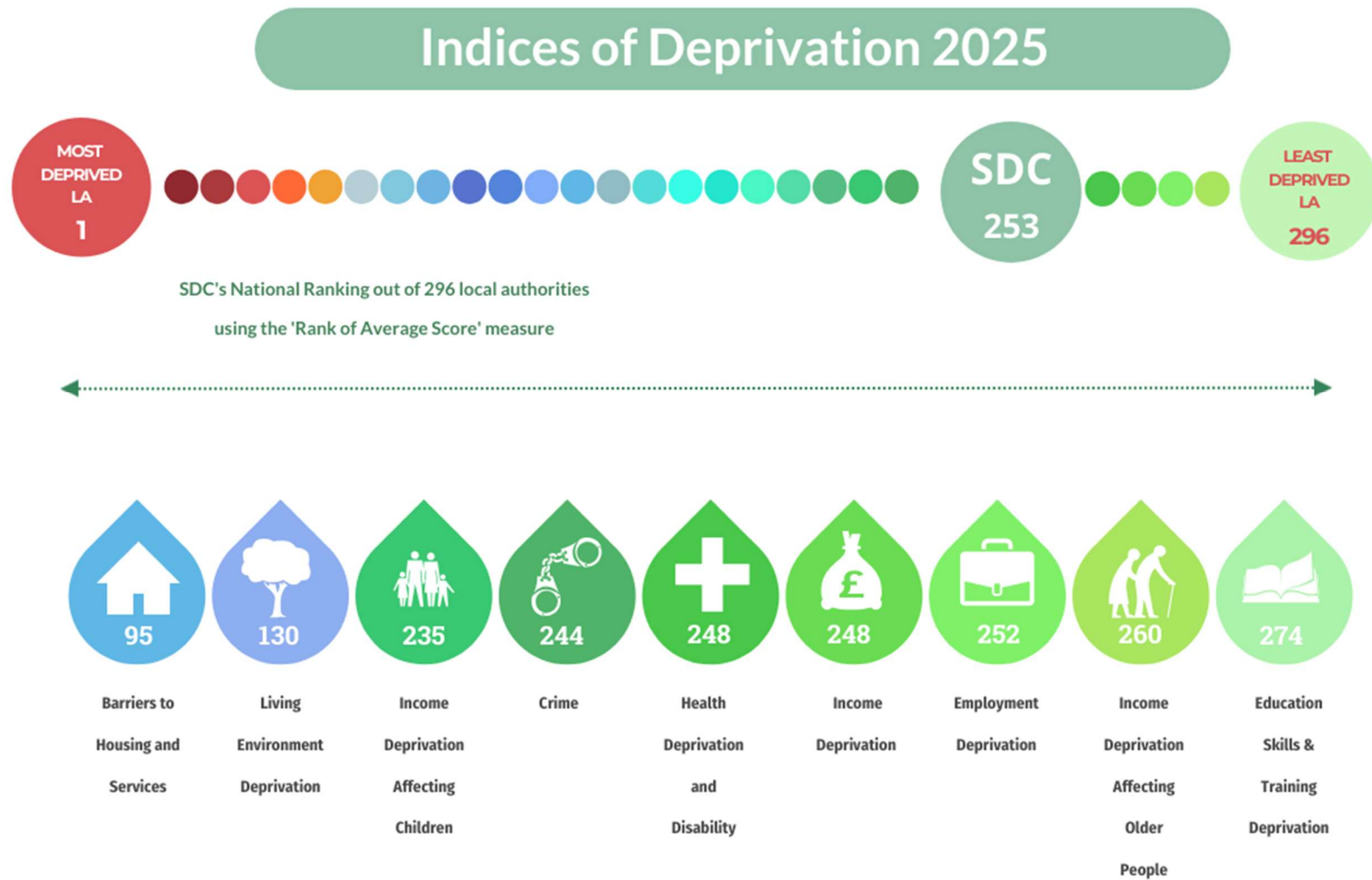
Just as local authorities can be compared on the overall level of deprivation within their authority – the Index of Multiple Deprivation – so they can be compared on each domain of deprivation.

Historically our District has always had comparatively more relative deprivation for both the Barriers to Housing & Services domain and Living Environment domain, and this year is no different. This is no real surprise given the level of rurality which affects our connectivity, thus affecting our Barriers to Housing & Services score, and the age, fabric and nature of our housing stock (including a number of mobile home properties) which affects our Living Environment score. Our rankings compared to other local authorities on each domain can be seen in Figure 1 below.

Interestingly, under the previous iterations of the IoD, our District had seen greater deprivation relating to Income Deprivation Affecting Older People than that Affecting Children; in this year's IoD however the reverse is true: we ranked 235th for Income Deprivation Affecting Children while we rank 260th for Income Deprivation Affecting Older People. As can be seen from Figure 1 below, our ranking for Income Deprivation Affecting Children is our lowest ranking after Barriers to Housing & Services and Living Environment. This has implications for targeting the Council's resources to best support those facing struggles in their financial and social lives, which may be better served by focusing on families with children.

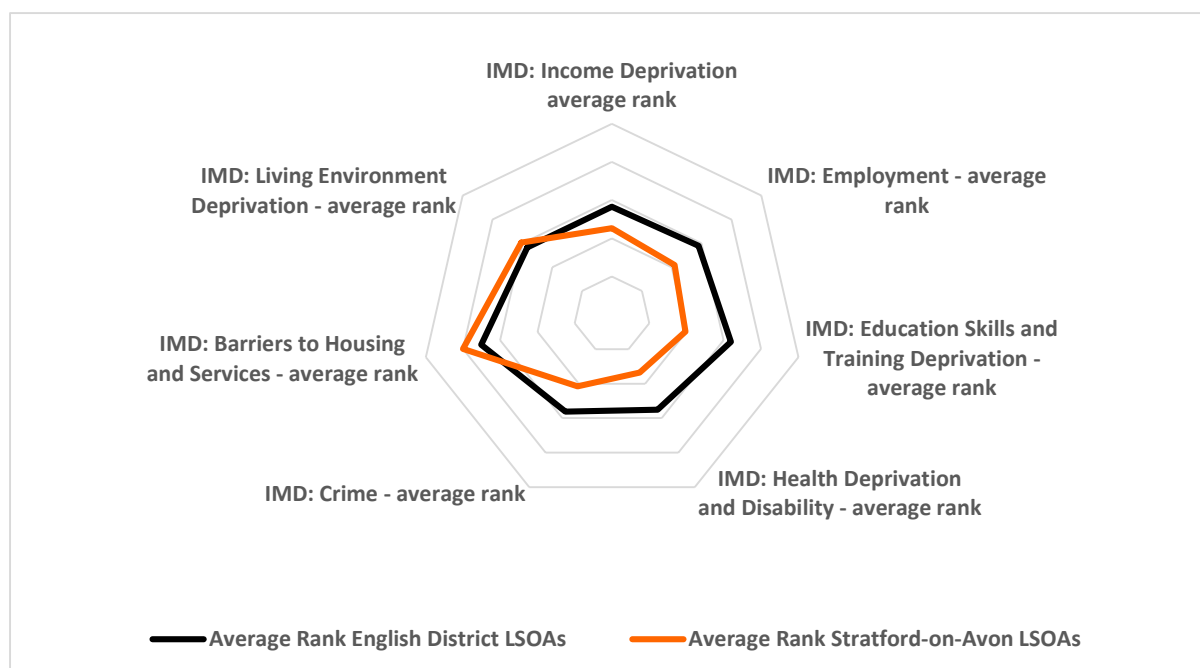
Figure 2 below compares the average rank of each LSOA in our District across the seven domains of deprivation with the average rank of all LSOAs within English Districts. The less deprived the LSOAs are on average, the closer the data point appears to the centre of the chart. We can see that for Income, Employment, Education, Health and Crime domains our LSOAs are on average less deprived than those across English District authorities generally; however, on Barriers to Housing and Living Environment, our LSOAs tend to be more deprived than typically seen across English Districts.

Figure 1



SDC's National Ranking out of 296 local authorities using the 'Rank of Average Score' measure for each Domain of Deprivation: higher is better

Figure 2: Average LSOA rank on each domain of deprivation: comparison of Stratford-on-Avon with the English District authority average (less deprived = closer to centre)



7.3 Where does each Lower Super Output Area within Stratford-on-Avon District rank on the Overall Index of Multiple Deprivation?

Table 1 below shows the ranking of our District’s LSOAs against all LSOAs across England as well as against each other; it also shows the decile that they fell into in terms of their overall IMD scores. LSOAs in England are ranked from 1 = most deprived, to 33,755 = least deprived; deciles are similarly scaled 1 = most deprived 10% LSOAs, 10 = least deprived 10% LSOAs.

Figure 3 below shows the distribution of our LSOAs per decile, highlighting how the vast majority of our LSOAs (88%) place in the 6th decile or higher for overall deprivation. We have no LSOAs which fall into the bottom three deciles (i.e. 30% most deprived LSOAs); two LSOAs appear in the 4th decile. Figure 4 shows the distribution of deciles across our LSOAs in map format.

Table 1: LSOAs rankings within SDC and England, plus deciles

LSOA	SDC Rank	IMD English Rank 2025	IMD Decile
Alcester North & Conway	1	10,532	4
Stratford Mount Pleasant East	2	10,671	4
Stratford - Maybird	3	13,744	5
Alcester East & Island	4	14,466	5
Studley South	5	14,874	5
Wellesbourne West	6	15,539	5
Kineton Castle, Lt. Kineton & Combrook	7	15,560	5

Long Marston, Atherstone & Preston on Stour	8	15,871	5
Tredington & Blackwell	9	16,824	5
Shipston West & Town Centre	10	17,434	6
Meon Vale	11	17,913	6
Henley East & Beaudesert	12	18,149	6
Deppers Bridge, Chester & Kings	13	18,313	6
Long Compton	14	18,345	6
Burton Dassett	15	18,553	6
Studley North	16	18,582	6
Wellesbourne North	17	18,728	6
Brailes	18	19,020	6
Bidford East, Waterloo & Broom	19	19,061	6
Lighthorne & Lighthorne Heath	20	19,084	6
Southam West	21	19,312	6
The Quintons	22	19,374	6
Stratford Town Centre North	23	19,655	6
Moreton Morrell, Ashorne & Newbold Pacey	24	19,671	6
Stratford - Bishopton	25	20,058	6
Wootton Wawen	26	20,213	6
Dunnington & Salford Priors	27	20,223	6
Ladbroke & Priors	28	20,424	7
Stratford Old Town & Town Centre South	29	20,644	7
Aston Cantlow	30	21,135	7
Long Itchington East	31	21,170	7
Shipston North	32	21,423	7
Fenny Compton, Farnborough & Avon Dassett	33	21,684	7
Bardon	34	21,950	7
Shottery North & Racecourse	35	22,007	7
Bidford South, Marlcliff & Barton	36	22,227	7
Wellesbourne East	37	22,540	7
Vale of the Red Horse	38	22,781	7
Stratford - Royals, Grains & Oakleigh	39	23,088	7
Claverdon	40	23,201	7
Tanworth	41	23,795	8
Wellesbourne - Mountford Airfield	42	23,808	8
Kineton, Chadshunt & Compton Verney	43	23,997	8
Newbold-on-Stour, Ilmington East & Whitchurch	44	24,156	8
Ettington	45	24,301	8
Welford	46	24,342	8
Napton on the Hill	47	24,807	8
Sambourne	48	25,077	8
Stratford - Bishopton Leys & The Avenue	49	25,343	8
Southam East	50	25,400	8
Snitterfield & Wolverton	51	25,527	8

Stratford Mount Pleasant West	52	25,620	8
Long Itchington West & Ufton	53	25,652	8
Hampton Lucy & Fulbrook	54	25,654	8
Bridgetown South East	55	25,865	8
Tiddington & Alveston	56	25,967	8
Earlwood	57	26,330	8
Bishops Itchington	58	26,432	8
Studley West & Common	59	26,503	8
Stockton	60	27,206	9
Alcester South, Arrow & Weethley	61	27,682	9
Southam North	62	27,889	9
Studley East & Priory	63	28,493	9
Alveston Hill & Rural	64	28,522	9
Bidford West & Wixford	65	28,698	9
Kinwarton	66	28,887	9
Stratford Old Town	67	28,944	9
Shipston South & Furze Hill	68	29,704	9
Southam South & Town Centre	69	29,728	9
Henley West	70	29,943	9
Harbury	71	30,349	9
Shottery South & Racecourse	72	31,379	10
Alcester - Abbey, Grammar & Kings Coughton	73	31,528	10
Wellesbourne South	74	32,380	10
Bridgetown	75	32,773	10
Clopton & Welcombe Hills	76	33,374	10
Bridgetown North East & Golf Course	77	33,420	10

Figure 3: Distribution of LSOAs across deciles for overall deprivation

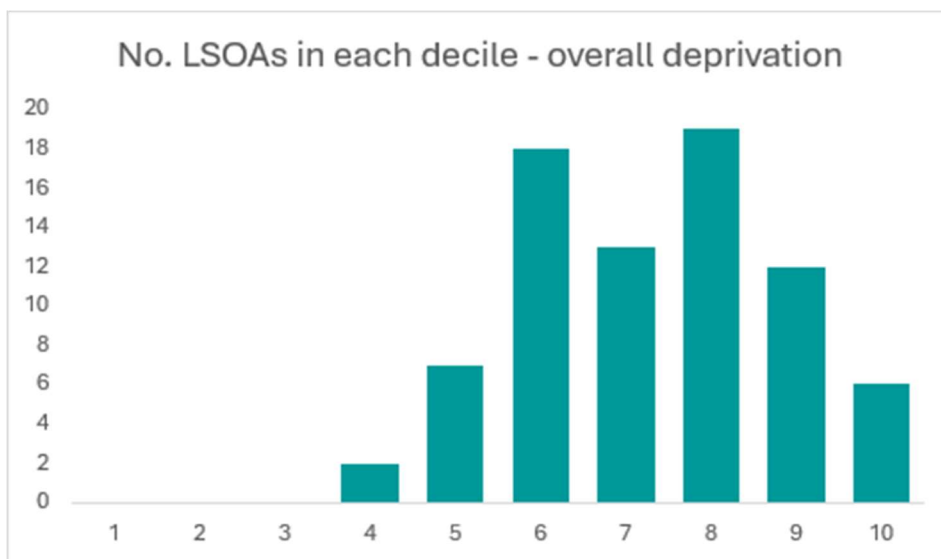
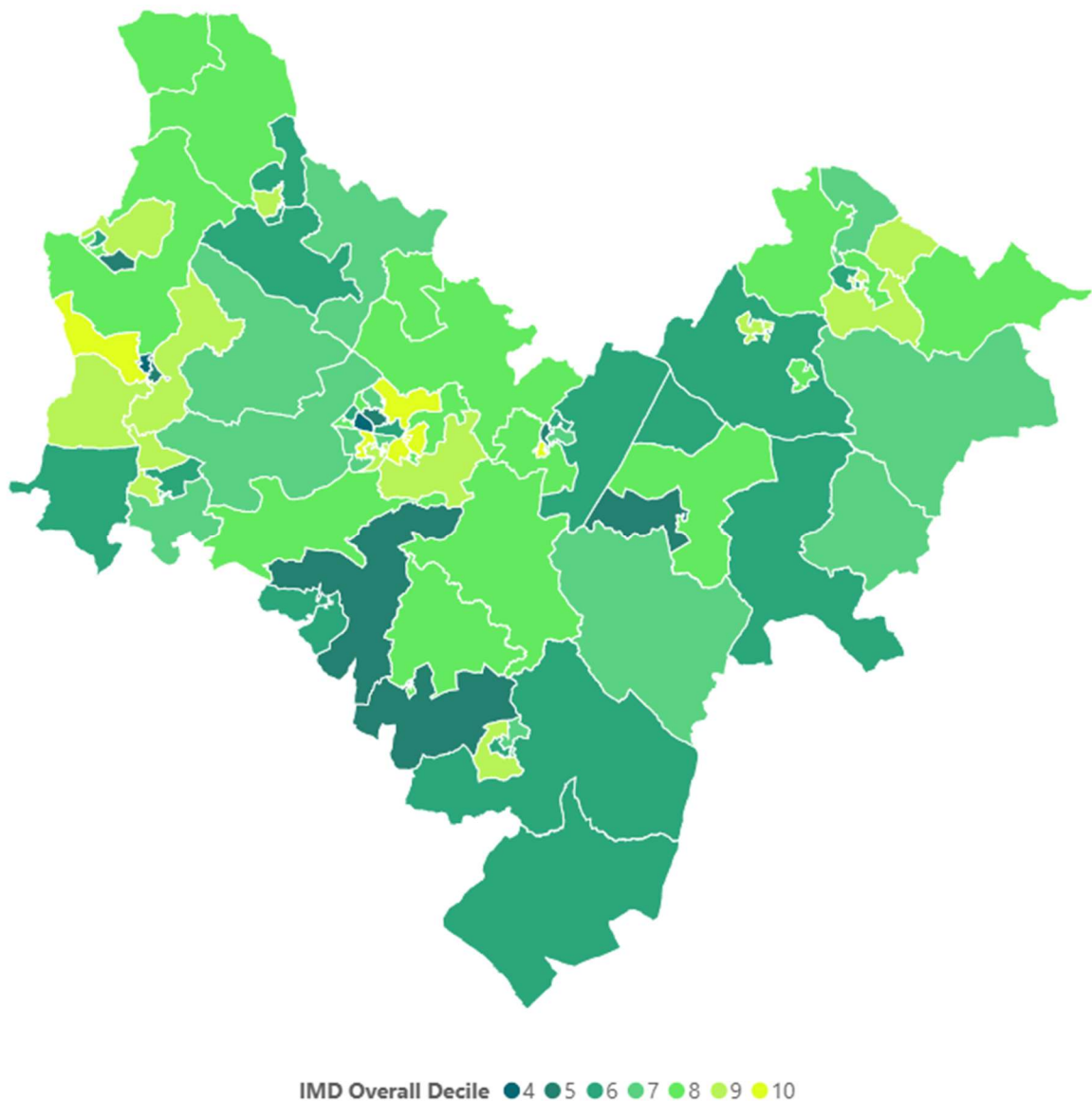


Figure 4: IMD Deciles - LSOAs



7.4 How deprived are our LSOAs within each domain of deprivation? Distribution of our District's LSOAs across the deciles

Tables 2-8 show the number of our District's LSOAs which fall into each decile for each of the seven domains of deprivation, while Figures 4-10 show the distribution of LSOAs across the deciles for each domain. For most domains our LSOAs fall mostly into the upper deciles (less deprived). As previously mentioned, we tend to have more deprivation relating to Barriers to Housing & Services and Living Environment.

Table 2: Income Deprivation

Decile	No LSOAs
1	0
2	0
3	2
4	7
5	7
6	16
7	8
8	17
9	13
10	7

Table 5: Health

Decile	No LSOAs
1	0
2	0
3	1
4	3
5	7
6	7
7	10
8	9
9	22
10	18

Table 6: Crime

Decile	No LSOAs
1	0
2	2
3	2
4	1
5	6
6	12
7	10
8	20
9	16
10	8

Table 3: Employment

Decile	No LSOAs
1	0
2	1
3	2
4	5
5	8
6	11
7	10
8	9
9	24
10	7

Table 7: Barriers to Housing & Services

Decile	No LSOAs
1	9
2	18
3	9
4	7
5	5
6	4
7	6
8	9
9	4
10	6

Table 4: Education, training & skills

Decile	No LSOAs
1	0
2	0
3	2
4	2
5	8
6	9
7	9
8	22
9	18
10	7

Table 8: Living Environment

Decile	No LSOAs
1	5
2	12
3	6
4	2
5	8
6	6
7	9
8	9
9	6
10	14

Figure 5: Income

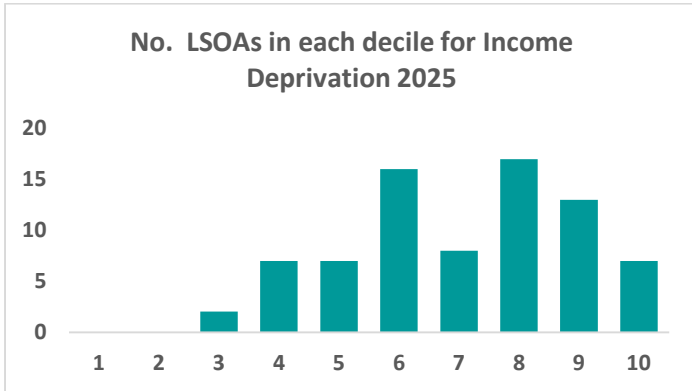


Figure 9: Crime

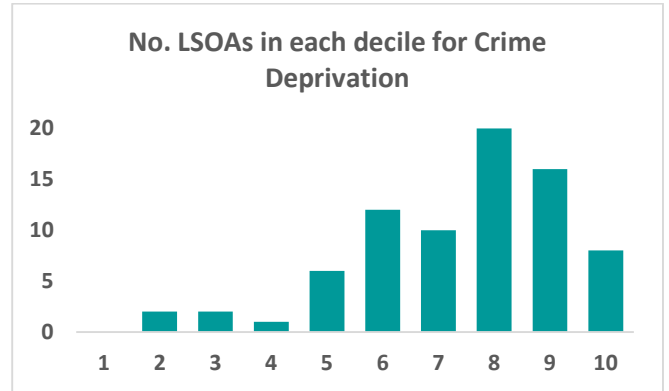


Figure 6: Employment



Figure 10: Barriers to Housing/Services

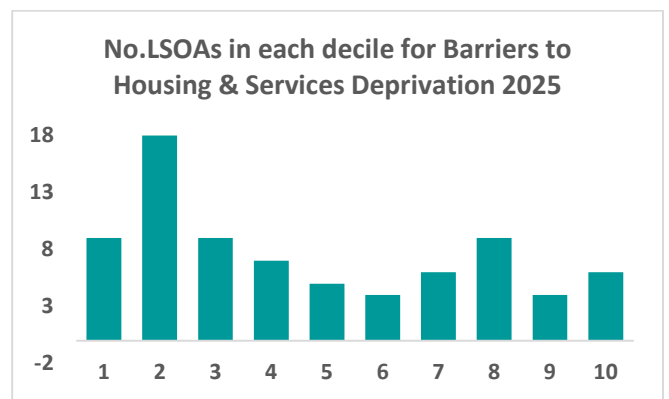


Figure 7: Education

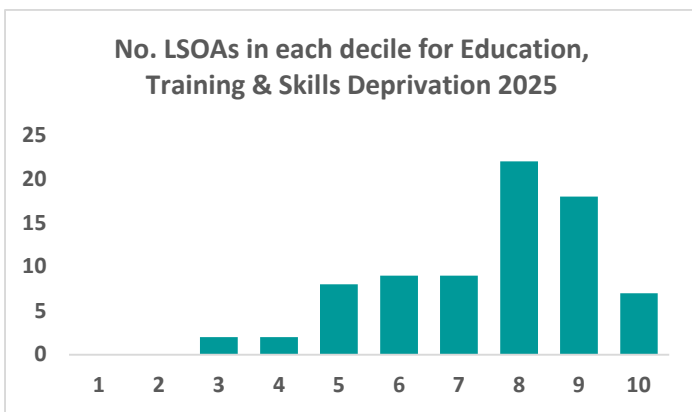


Figure 11: Living Environment

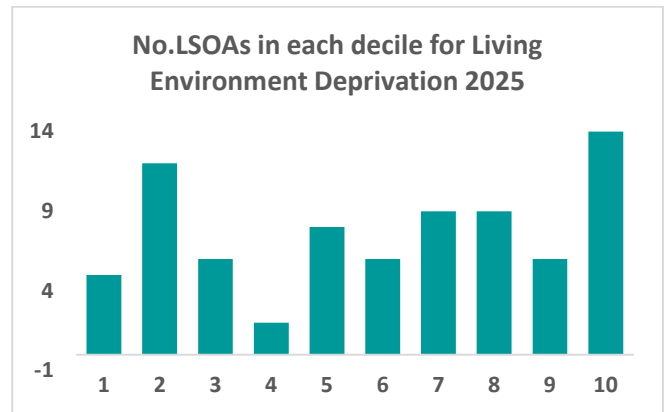


Figure 8: Health

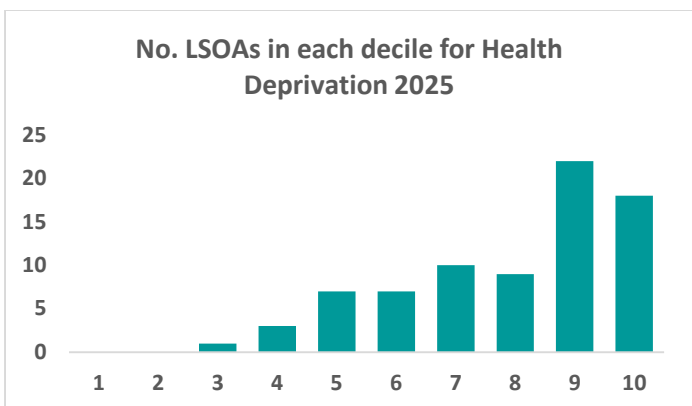


Table 9 below shows the ten most deprived LSOAs in our District and which decile they fall into on each domain of deprivation. This gives us an idea of whether some LSOAs are deprived across the entire range of domains of deprivation or are particularly deprived on just one or two.

We can see that the five most deprived LSOAs are relatively more deprived over the domains comprising Income, Employment, Education, Health and Crime. Kineton, Long Marston and Tredington are, however, relatively more deprived over Barriers to Housing and Living Environment. So there is a split in terms of the types of deprivation experienced by our most deprived LSOAs, with some more deprived on social and economic aspects of life, and others more deprived on physical environment.

Table 9: The 10 most deprived LSOAs: Domains of Deprivation Deciles

LSOA Name	Overall IMD	Income Domain	Employment Domain	Education, Training & Skills Domain	Health Domain	Crime Domain	Barriers to Housing Domain	Living Environment Domain
	Alcester North & Conway	4	3	3	3	4	5	6
Stratford Mount Pleasant East	4	3	2	3	3	3	10	9
Stratford - Maybird	5	4	4	5	4	2	9	7
Alcester East & Island	5	4	3	5	4	5	7	8
Studley South	5	4	4	4	5	5	6	8
Wellesbourne West	5	4	4	4	6	6	4	6
Kineton Castle, Lt. Kineton & Combrook	5	5	6	7	6	6	3	2
Long Marston, Atherstone & Preston on Stour	5	7	4	8	5	8	1	5
Tredington & Blackwell	5	6	5	7	7	9	2	2
Shipston West & Town Centre	6	4	5	5	6	6	5	7

7.5 How do Lower Super Output Areas within Stratford-on-Avon District compare with each other across the 7 domains of deprivation?

Table 10 below shows the decile which each LSOA falls into for each of the seven domains of deprivation as well as the overall IMD measure.

Table 11 below shows the rankings for each of our District's LSOAs against each other across the different domains. There are 77 LSOAs within our District; the lower the ranking, the more deprived that particular LSOA is. For example, an LSOA ranked 5 would be comparatively more deprived than an LSOA ranked 25.

Table 10: Deciles which each LSOA falls into for the 7 domains of deprivation (1=most deprived 10% LSOAs in England, 10 = least deprived 10%)

LSOA	Income	Employment	Education/ skills & training	Health & Disability	Crime	Barriers to Housing and services	Living environment	Overall IMD Decile
Alcester North & Conway	3	3	3	4	5	6	10	4
Stratford Mount Pleasant East	3	2	3	3	3	10	9	4
Stratford - Maybird	4	4	5	4	2	9	7	5
Alcester East & Island	4	3	5	4	5	7	8	5
Studley South	4	4	4	5	5	6	8	5
Wellesbourne West	4	4	4	6	6	4	6	5
Kineton Castle, Lt. Kineton & Combrook	5	6	7	6	6	3	2	5
Long Marston, Atherstone & Preston on Stour	7	4	8	5	8	1	5	5
Tredington & Blackwell	6	5	7	7	9	2	2	5
Shipston West & Town Centre	4	5	5	6	6	5	7	6
Meon Vale	4	6	6	6	6	2	10	6
Henley East & Beaudesert	4	5	6	5	7	5	8	6
Deppers Bridge, Chester & Kings	6	6	5	8	5	2	8	6
Long Compton	8	9	9	10	9	1	1	6
Burton Dassett	8	9	9	10	8	1	1	6
Studley North	5	5	6	5	6	9	6	6
Wellesbourne North	6	4	7	5	7	5	7	6
Brailes	9	9	8	10	10	1	1	6
Bidford East, Waterloo & Broom	5	6	5	6	6	4	10	6
Lighthorne & Lighthorne Heath	6	7	6	7	10	2	3	6
Southam West	5	5	5	5	6	7	9	6
The Quintons	6	7	6	8	8	2	3	6
Stratford Town Centre North	5	6	8	7	3	10	3	6
Moreton Morrell, Ashorne & Newbold Pacey	8	6	8	8	9	2	2	6
Stratford - Bishopston	5	5	5	5	6	8	10	6
Wootton Wawen	9	9	8	9	10	3	1	6
Dunnington & Salford Priors	7	6	7	8	8	2	5	6
Ladbroke & Priors	8	9	8	10	8	1	2	7
Stratford Old Town & Town Centre South	7	7	9	7	2	10	2	7
Aston Cantlow	8	8	9	9	9	2	2	7
Long Itchington East	6	7	7	7	6	3	9	7
Shipston North	6	5	6	7	7	6	6	7

Fenny Compton, Farnborough & Avon Dassett	9	9	9	9	9	1	2	7
Bardon	5	8	8	9	7	2	6	7
Shottery North & Racecourse	6	5	8	7	4	8	7	7
Bidford South, Marlcliff & Barton	6	7	8	9	5	3	7	7
Wellesbourne East	6	6	7	6	8	5	7	7
Vale of the Red Horse	9	9	8	10	10	1	2	7
Stratford - Royals, Grains & Oakleigh	6	6	5	9	6	8	10	7
Claverdon	8	9	10	10	9	1	2	7
Tanworth	10	10	8	10	8	2	2	8
Wellesbourne - Mountford Airfield	6	7	6	10	8	3	10	8
Kineton, Chadshunt & Compton Verney	10	10	9	9	8	3	1	8
Newbold-on-Stour, Ilmington East & Whitchurch	8	9	8	9	8	1	4	8
Ettington	9	9	10	10	8	2	2	8
Welford	8	9	10	9	9	2	2	8
Napton on the Hill	8	9	10	8	8	2	5	8
Sambourne	8	8	8	9	7	3	4	8
Stratford - Bishopton Leys & The Avenue	6	8	6	8	5	7	10	8
Southam East	6	7	8	8	8	5	10	8
Snitterfield & Wolverton	8	9	9	9	10	2	5	8
Stratford Mount Pleasant West	6	7	7	7	8	8	10	8
Long Itchington West & Ufton	9	9	9	10	7	2	5	8
Hampton Lucy & Fulbrook	9	9	9	9	9	2	3	8
Bridgetown South East	6	6	8	6	8	8	10	8
Tiddington & Alveston	7	8	9	7	8	4	9	8
Earlswood	9	10	9	10	7	2	3	8
Bishops Itchington	9	8	8	9	9	2	8	8
Studley West & Common	7	6	8	7	9	8	8	8
Stockton	9	8	7	9	9	3	7	9
Alcester South, Arrow & Weethley	8	9	9	8	7	8	3	9
Southam North	8	8	6	9	6	7	8	9
Studley East & Priory	7	9	8	9	7	9	6	9
Alveston Hill & Rural	7	8	8	10	7	6	10	9
Bidford West & Wixford	8	9	9	9	9	4	8	9
Kinwarton	9	9	8	9	9	4	5	9
Stratford Old Town	8	7	8	8	8	10	5	9
Shipston South & Furze Hill	7	10	7	10	9	4	10	9
Southam South & Town Centre	9	9	8	9	8	7	6	9
Henley West	9	9	9	9	8	7	5	9

Harbury	10	10	9	9	9	3	7	9
Shotton South & Racecourse	8	7	9	10	8	10	9	10
Alcester - Abbey, Grammar & Kings Coughton	8	9	9	10	9	8	7	10
Wellesbourne South	10	10	9	9	10	4	10	10
Bridgetown	10	9	10	10	6	10	8	10
Clopton & Welcombe Hills	10	9	10	10	10	9	9	10
Bridgetown North East & Golf Course	10	10	10	10	10	8	10	10

Table 11: LSOA rankings against each other (1-77; 1 = most deprived, 77 = least deprived) on the 7 domains of deprivation

LSOA	Income	Employment	Education/ skills & training	Health & Disability	Crime	Barriers to Housing and services	Living environment	Overall IMD Rank
Alcester North & Conway	1	2	1	2	9	49	67	1
Stratford Mount Pleasant East	2	1	2	1	4	72	61	2
Stratford - Maybird	7	5	5	3	1	70	45	3
Alcester East & Island	3	3	6	4	11	57	51	4
Studley South	6	4	3	5	8	51	57	5
Wellesbourne West	8	8	4	14	18	42	39	6
Kineton Castle, Lt. Kineton & Combrook	12	17	24	12	21	29	11	7
Long Marston, Atherstone & Preston on Stour	36	6	31	7	38	7	30	8
Tredington & Blackwell	32	11	26	27	56	14	10	9
Shipston West & Town Centre	5	12	11	13	22	48	47	10
Meon Vale	4	26	20	15	13	24	76	11
Henley East & Beaudesert	9	13	15	11	28	46	50	12
Deppers Bridge, Chester & Kings	18	22	8	31	6	22	55	13
Long Compton	50	67	65	76	62	2	3	14
Burton Dassett	46	61	61	73	47	3	4	15
Studley North	10	9	21	6	20	68	36	16
Wellesbourne North	17	7	23	10	27	45	48	17
Brailes	62	52	49	67	72	4	2	18
Bidford East, Waterloo & Broom	13	18	9	16	16	38	73	19
Lighthorne & Lighthorne Heath	22	30	14	25	76	23	23	20
Southam West	11	15	10	9	12	56	63	21
The Quintons	29	34	13	35	41	26	19	22
Stratford Town Centre North	16	19	33	26	3	76	21	23
Moreton Morrell, Ashorne & Newbold Pacey	44	21	36	29	57	16	17	24
Stratford - Bishopton	14	10	12	8	19	62	70	25

Wootton Wawen	70	64	39	45	75	31	1	26
Dunnington & Salford Priors	33	24	25	30	46	15	28	27
Ladbroke & Priors	52	68	42	64	48	1	12	28
Stratford Old Town & Town Centre South	35	29	58	24	2	77	13	29
Aston Cantlow	42	38	59	55	68	12	7	30
Long Itchington East	20	31	27	23	17	28	60	31
Shipston North	25	16	17	21	31	52	38	32
Fenny Compton, Farnborough & Avon Dassett	63	65	67	52	65	5	6	33
Bardon	15	40	45	38	26	27	34	34
Shotton North & Racecourse	31	14	50	19	5	61	42	35
Bidford South, Marlcliff & Barton	23	28	34	40	10	35	43	36
Wellesbourne East	26	27	22	17	39	44	46	37
Vale of the Red Horse	66	54	47	72	74	6	9	38
Stratford - Royals, Grains & Oakleigh	19	20	7	43	14	67	71	39
Claverdon	55	58	74	63	59	8	14	40
Tanworth	72	76	48	61	42	10	8	41
Wellesbourne - Mountford Airfield	21	35	16	62	43	33	72	42
Kineton, Chadshunt & Compton Verney	71	71	70	54	35	30	5	43
Newbold-on-Stour, Ilmington East & Whitchurch	48	57	51	49	50	9	25	44
Ettington	64	69	72	66	49	11	15	45
Welford	57	53	75	50	66	18	16	46
Napton on the Hill	43	56	71	33	40	19	26	47
Sambourne	47	43	40	58	25	36	24	48
Stratford - Bishopston Leys & The Avenue	28	42	18	34	7	58	66	49
Southam East	24	33	38	32	34	47	69	50
Snitterfield & Wolverton	41	55	60	51	73	17	27	51
Stratford Mount Pleasant West	30	32	28	22	37	60	65	52
Long Itchington West & Ufton	60	60	64	65	30	13	29	53
Hampton Lucy & Fulbrook	67	51	55	53	64	20	22	54
Bridgetown South East	27	25	43	18	52	59	75	55
Tiddington & Alveston	34	39	57	20	53	39	58	56
Earlswood	69	72	56	77	32	25	20	57
Bishops Itchington	58	41	37	56	54	21	49	58
Studley West & Common	37	23	35	28	58	64	53	59
Stockton	61	44	30	41	61	34	40	60
Alcester South, Arrow & Weethley	53	59	53	37	33	65	18	61
Southam North	51	45	19	39	15	55	56	62
Studley East & Priory	40	47	52	42	24	69	35	63

Alveston Hill & Rural	38	46	32	68	29	50	64	64
Bidford West & Wixford	45	49	54	46	67	37	52	65
Kinwarton	65	48	46	59	60	41	32	66
Stratford Old Town	56	37	44	36	44	75	33	67
Shipston South & Furze Hill	39	75	29	75	55	43	74	68
Southam South & Town Centre	59	62	41	44	36	53	37	69
Henley West	68	50	62	48	45	54	31	70
Harbury	74	73	69	57	69	32	41	71
Shottery South & Racecourse	54	36	68	69	51	74	59	72
Alcester - Abbey, Grammar & Kings Coughton	49	66	66	71	63	63	44	73
Wellesbourne South	77	77	63	47	77	40	77	74
Bridgetown	75	63	77	74	23	73	54	75
Clopton & Welcombe Hills	73	70	73	70	71	71	62	76
Bridgetown North East & Golf Course	76	74	76	60	70	66	68	77

7.6 Looking at each domain of deprivation in detail: how relatively deprived are our LSOAs?

The next sections look at each domain of deprivation in turn to look a bit closer at the deprivation patterns across our LSOAs and understand where pockets of deprivation may lie. Each section contains:

- A breakdown of the measures used to calculate the domain
- A top 10 and bottom 10 list of LSOAs in the District showing the least deprived and the most deprived LSOAs respectively
- A map showing the LSOAs by decile for the District for each domain
- A chart showing the number of LSOAs in each decile in the District for each domain

7.6.1 Income

The income domain is calculated by summing:

- adults and children in income support families
- adults and children in income-based Jobseeker's Allowance families
- adults and children in income-based Employment and Support Allowance families
- adults and children in Pension Credit (Guarantee) families
- adults and children in Working Tax Credit and Child Tax Credit families not already counted and whose income is below 60 per cent of the median before housing costs
- asylum seekers in England in receipt of subsistence support, accommodation support, or both
- adults and children in Universal Credit families where no adult is in 'working – no requirements' conditionality regime

Table 12: 10 most deprived LSOAs - Income

LSOA	Ranking (out of 33,755)	Decile (1=most deprived)
Alcester North & Conway	7,397	3
Stratford Mount Pleasant East	8,622	3
Alcester East & Island	11,273	4
Meon Vale	12,182	4
Shipston West & Town Centre	12,224	4
Studley South	12,301	4
Stratford - Maybird	12,309	4
Wellesbourne West	12,937	4
Henley East & Beaudesert	13,003	4
Studley North	14,167	5

Table 13: 10 least deprived LSOAs - Income

LSOA	Ranking (out of 33,755)	Decile (1=most deprived)
Henley West	29,656	9
Earlswood	29,721	9
Wootton Wawen	30,018	9
Kineton, Chadshunt & Compton Verney	30,441	10
Tanworth	30,842	10
Clopton & Welcombe Hills	31,537	10
Harbury	31,645	10
Bridgetown	32,007	10
Bridgetown North East & Golf Course	32,508	10
Wellesbourne South	33,018	10

Figure 12: LSOAs by decile: Income 2025

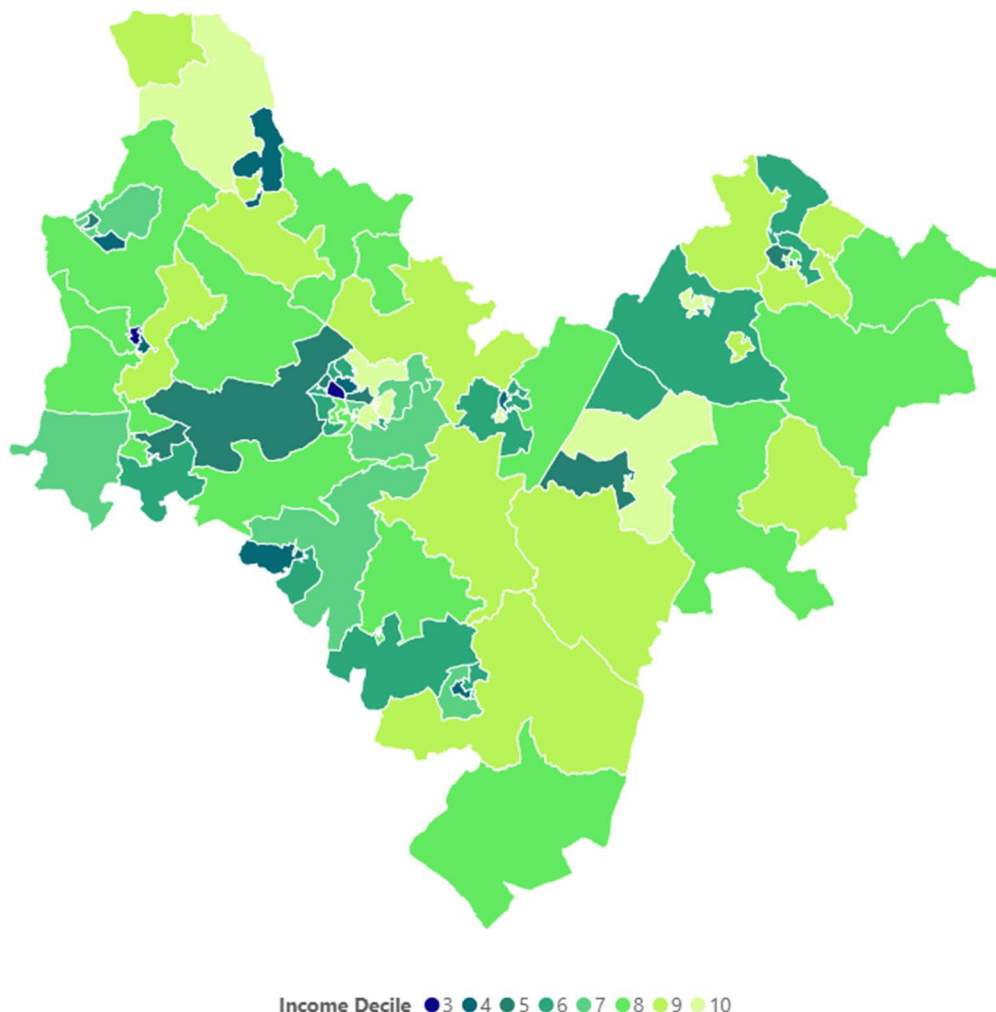
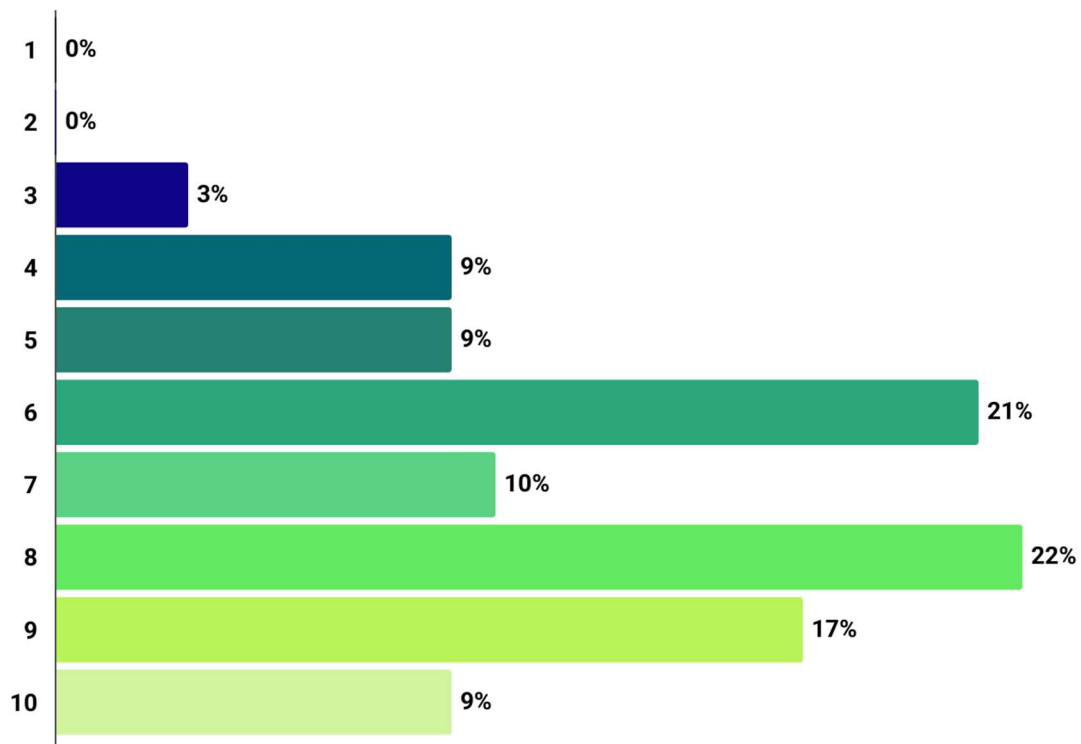


Figure 13: Proportion of LSOAs in each decile: Income



Two LSOAs fell into the 3rd decile for Income deprivation: Alcester North and Conway and Stratford Mount Pleasant East. This domain is calculated by summing the number of people who fell into the criteria as mentioned above and calculating that as a proportion of the total population. While the two LSOAs did not have the largest total of people who met the income criteria, their lower populations meant that the percentage of the population who met the criteria was greater.

Income Deprivation has been further broken down into two subdomains – Income Affecting Children and Income Affecting Older People – which offer interesting views on potential pockets of deprivation affecting different types of households. These are explored below.

Income Affecting Children

As a subset of the Income Domain, the IoD also produces the Income Affecting Children subdomain, which focuses on those criteria which particularly affect families with children. This subdomain is constructed by counting the number of children aged 0-15 years who are dependent on an adult falling into the Income deprivation criteria as mentioned above and calculating this as a proportion of all children in that LSOA.

When looking at this subdomain, 1 LSOA - Alcester North and Conway - falls into the 2nd decile, while another - Shipston West and Town Centre - falls into the 3rd decile. See Figure 13 below for the distribution of LSOAs per decile.

The majority of the LSOAs which had larger numbers of people suffering from greater relative deprivation in Income Affecting Children did not also have larger numbers of people suffering from Income Affecting Older People, and vice versa. There were 10 LSOAs

which had 130 children or more affected by Income deprivation, which can be seen in Table 14 below.

Figure 14: Proportion of LSOAs in each decile: Income Affecting Children

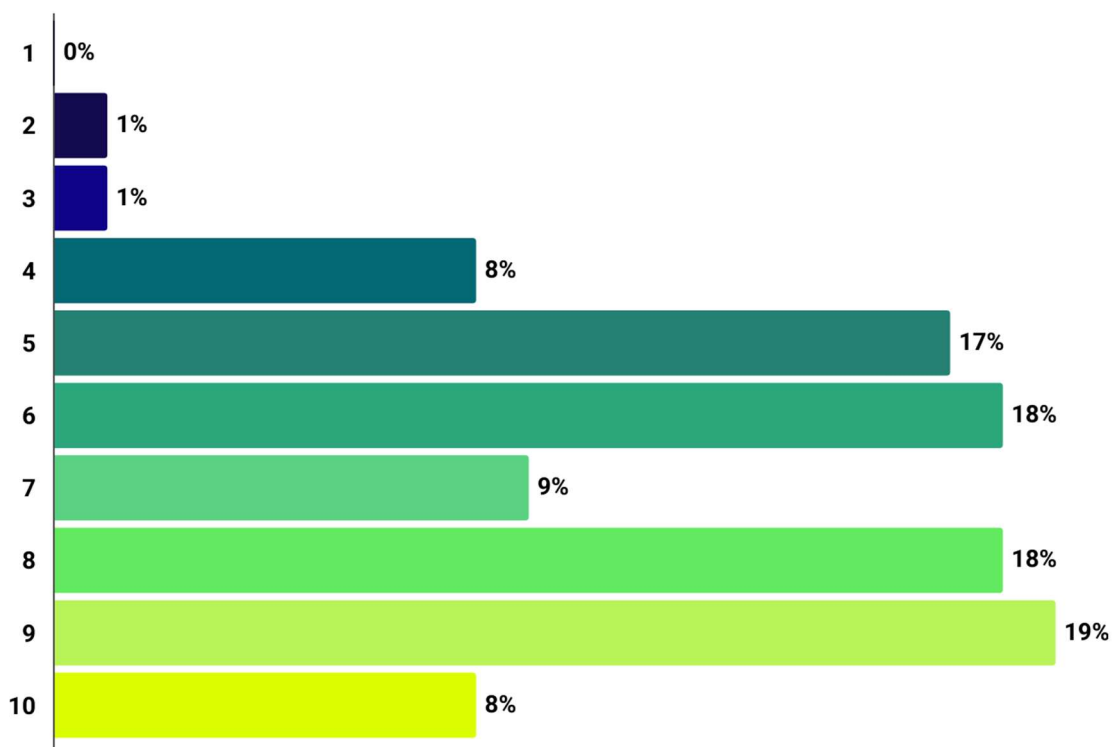


Table 14: Income Affecting Children – number of children in each LSOA affected, 10 greatest

LSOA	Number of children affected	Decile (1=most deprived)
Meon Vale	225	5
Bardon	185	4
Bidford East, Waterloo & Broom	165	6
Bidford South, Marlcliff & Barton	160	5
Stratford - Maybird	160	4
Wellesbourne - Mountford Airfield	150	6
Deppers Bridge, Chester & Kings	140	5
Southam East	140	6
Alcester North & Conway	140	2
Shipston South & Furze Hill	130	6

Income Affecting Older People

The IoD also produces the Income Affecting Older People subdomain, which focuses on those criteria which particularly affect people over the age of 60 years.

1 LSOA fell into the 3rd decile for Income Affecting Older People deprivation – Alcester North and Conway.

As stated above, the majority of the LSOAs which had larger numbers of people suffering from greater relative deprivation in terms of Income Affecting Older People did not also have larger numbers of people suffering from Income Affecting Children. 6 LSOAs had 130 or more people affected by Income Affecting Older People deprivation, which can be seen in Table 15 below.

Figure 15: Proportion of LSOAs in each decile: Income Affecting Older People

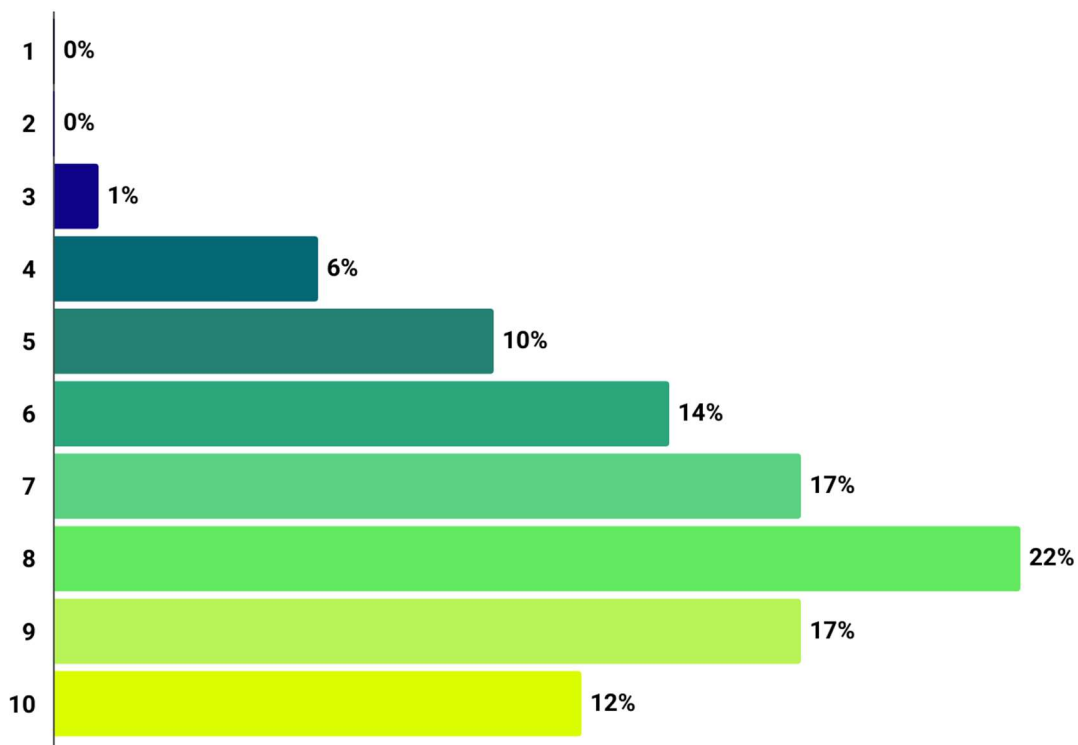


Table 15: Income Affecting Older People – number of people in each LSOA affected, 10 greatest

LSOA	Number of people affected	Decile (1=most deprived)
Stratford Town Centre North	165	4
Alcester East & Island	140	4
Stratford Old Town & Town Centre South	135	5
Alcester North & Conway	130	3
Shipston West & Town Centre	130	5
Henley East & Beaudesert	130	4

7.6.2 Employment

The **employment domain** is constructed from: -

- Claimants of Jobseeker's Allowance (both contribution-based and income-based)
- Claimants of New Style Jobseeker's Allowance
- Claimants of Employment and Support Allowance (both contribution-based and income-based)
- Claimants of Incapacity Benefit
- Claimants of Severe Disablement Allowance
- Claimants of Carer's Allowance
- Claimants of Income Support
- Claimants of Universal Credit in the *No work requirements* conditionality group
- Claimants of Universal Credit in the *Searching for work* conditionality group
- Claimants of Universal Credit in the *Planning for work* conditionality group
- Claimants of Universal Credit in the *Preparing for work* conditionality group

Table 16: 10 Most deprived LSOAs - Employment

LSOA	Ranking (out of 33,755)	Decile (1=most deprived)
Stratford Mount Pleasant East	6,251	2
Alcester North & Conway	7,737	3
Alcester East & Island	10,118	3
Studley South	11,817	4
Stratford - Maybird	11,868	4
Long Marston, Atherstone & Preston on Stour	11,922	4
Wellesbourne North	12,737	4
Wellesbourne West	13,212	4
Studley North	14,050	5
Stratford - Bishopton	15,284	5

Table 17: 10 least deprived LSOAs - Employment

LSOA	Ranking (out of 33,755)	Decile (1=most deprived)
Ladbroke & Priors	30,232	9
Ettington	30,242	9
Clopton & Welcombe Hills	30,314	9
Kineton, Chadshunt & Compton Verney	30,550	10
Earlswood	30,638	10
Harbury	30,684	10
Bridgetown North East & Golf Course	31,027	10
Shipston South & Furze Hill	31,646	10
Tanworth	32,022	10
Wellesbourne South	32,986	10

Figure 16: LSOAs by decile: Employment 2025

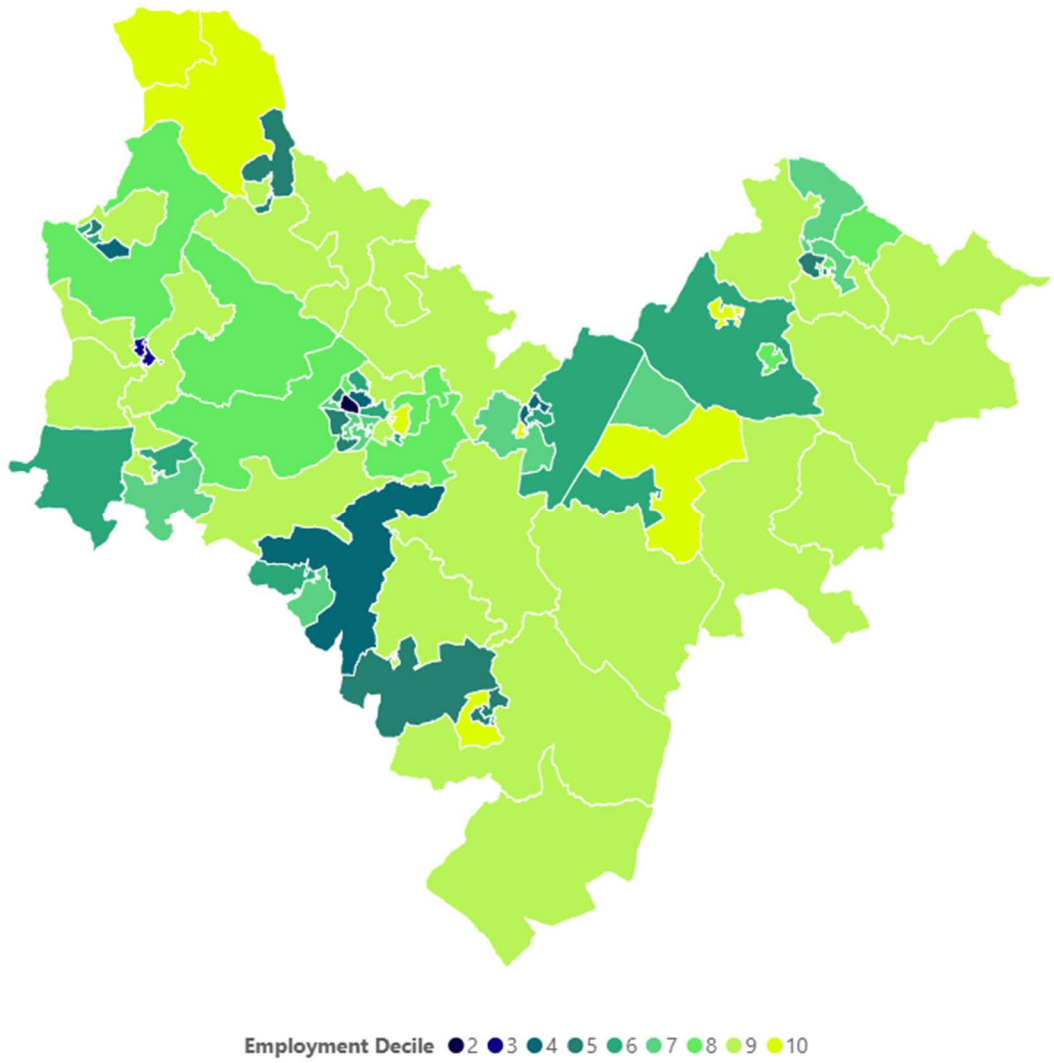
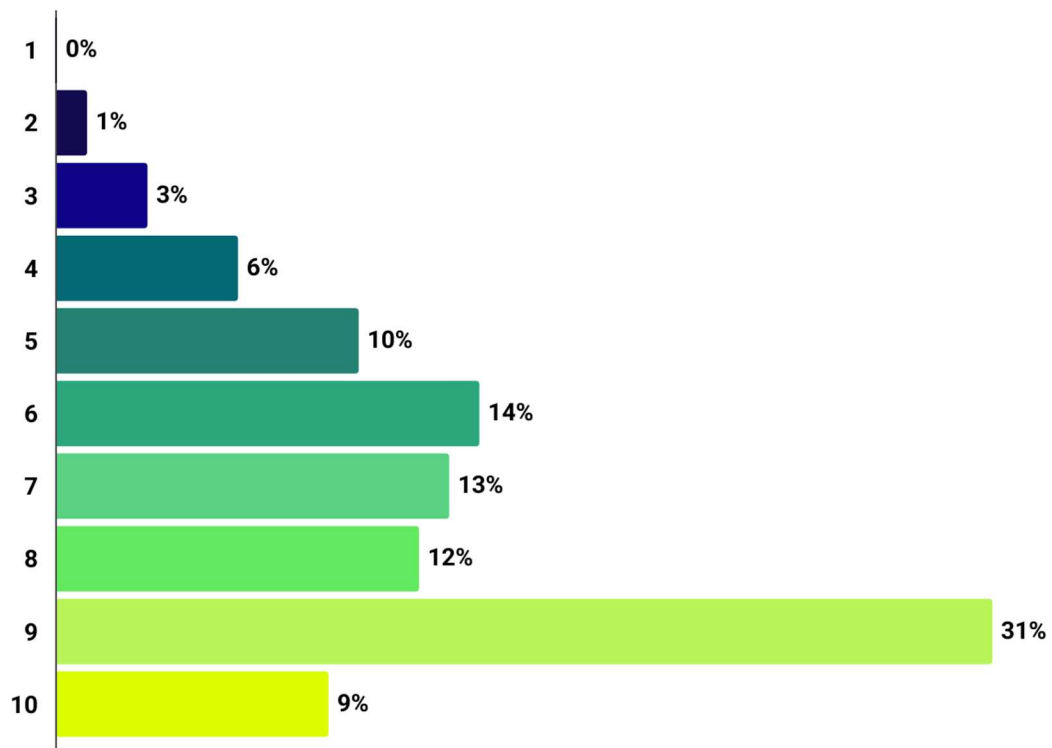


Figure 17: Proportion of LSOAs in each decile: Employment



7.6.3 Education, Skills And Training

The **education, skills and training domain** is constructed from: -

- The scaled score of pupils taking Mathematics, English Reading and English Grammar, Punctuation and Spelling SATs
- The average capped points score of pupils taking Key Stage 4 (GCSE or equivalent) exams
- The proportion of authorised and unauthorised absences for pupils attending maintained Primary, Secondary and Special schools
- The proportion of pupils missing 10% or more of possible school sessions
- Young people aged under 21 not entering higher education
- The proportion of working-age adults with no or low qualifications, or who cannot speak English/cannot speak English well

Table 18: 10 most deprived LSOAs: Education, Skills and Training

LSOA	Ranking (out of 33,755)	Decile (1=most deprived)
Alcester North & Conway	8,335	3
Stratford Mount Pleasant East	9,934	3
Studley South	12,518	4
Wellesbourne West	12,582	4
Stratford - Maybird	13,544	5
Alcester East & Island	14,411	5
Stratford - Royals, Grains & Oakleigh	14,481	5
Deppers Bridge, Chester & Kings	14,838	5
Bidford East, Waterloo & Broom	14,934	5
Southam West	15,337	5

Table 19: 10 least deprived LSOAs: Education, Skills and Training

LSOA	Ranking (out of 33,755)	Decile (1=most deprived)
Shottery South & Racecourse	30,161	9
Harbury	30,162	9
Kineton, Chadshunt & Compton Verney	30,213	9
Napton on the Hill	30,825	10
Ettington	30,849	10
Clopton & Welcombe Hills	30,892	10
Claverdon	31,272	10
Welford	31,349	10
Bridgetown North East & Golf Course	32,657	10
Bridgetown	33,248	10

Figure 18:LSOAs by decile: Education, Skills & Training 2025

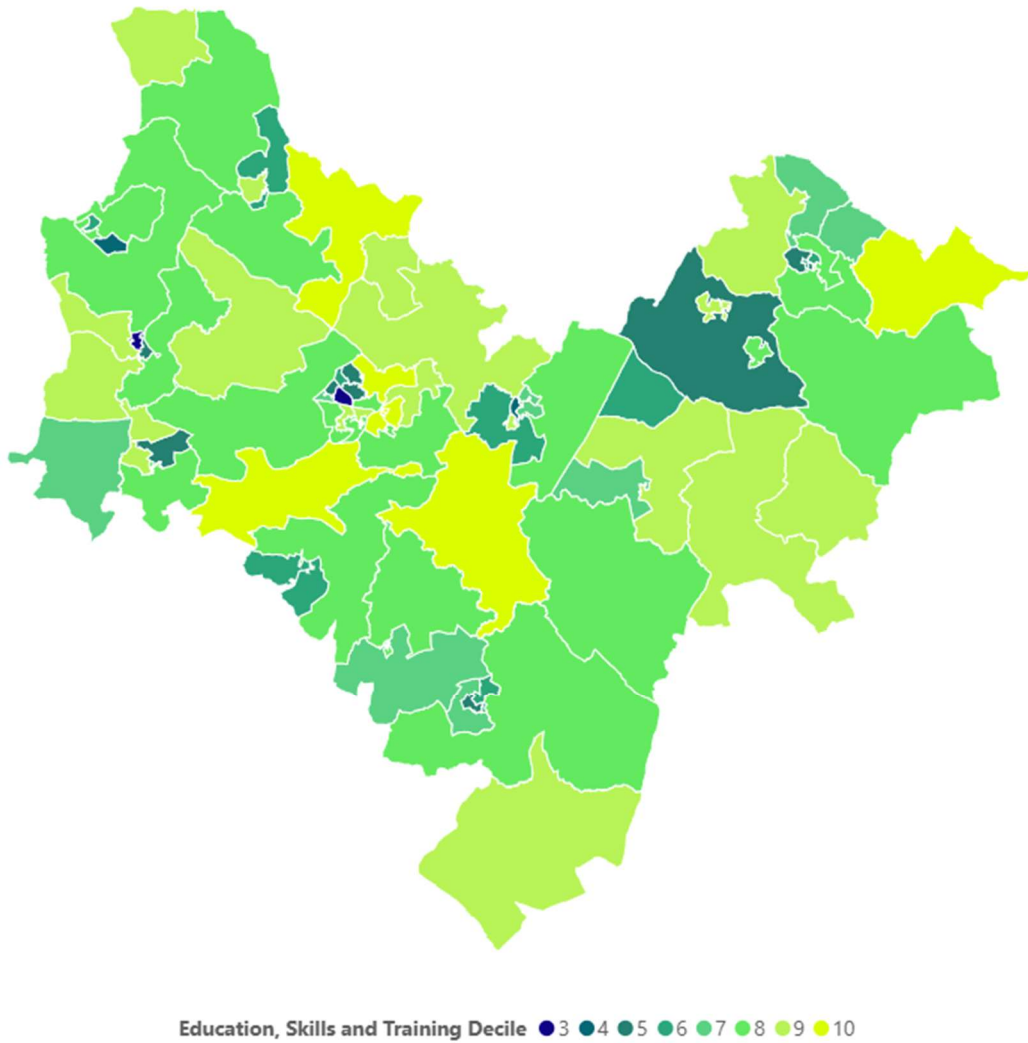
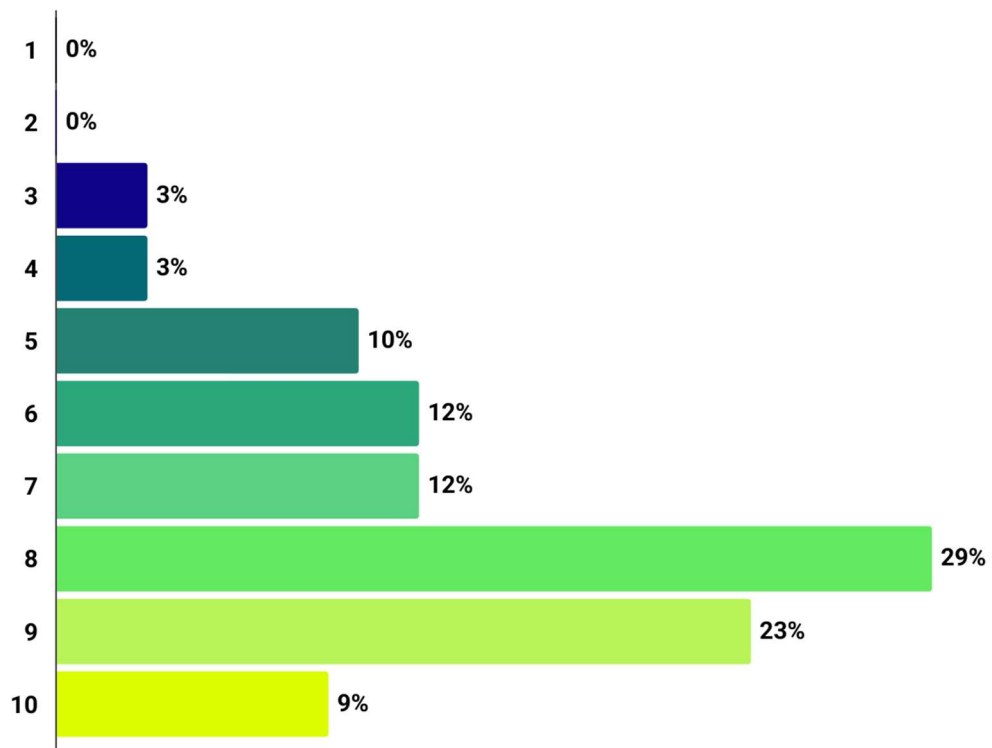


Figure 19: Proportion of LSOAs in each decile: Education, Skills & Training



7.6.4 Health Deprivation And Disability

The **health deprivation and disability domain** is constructed from: -

- An age and sex standardised ratio of people receiving Disability Living Allowance, Employment Support Allowance, Attending Allowance, Industrial Injuries Disablement Benefit/Reduced Earnings Allowance, Incapacity benefit, Sever Disablement Allowance, Personal Independence Payment and Universal Credit Health Caseload
- As age and sex standardised rate of 'premature death' defined as death before the age of 75 from any cause
- An age and sex standardised rate of hospital spells starting with an admission in an emergency and lasting more than one calendar day
- A rate of deaths coded as intentional
- A rate of hospital admissions related to mental health
- A rate of patients prescribed pharmaceuticals for mental ill-health
- The number of residents claiming PIP and DLA in disease groupings associated with mental health or behavioural disorders as a proportion of the total population aged 0-66

Table 20: 10 most deprived LSOAs: Health

LSOA	Ranking (out of 33,755)	Decile (1=most deprived)
Stratford Mount Pleasant East	10,024	3
Alcester North & Conway	10,224	4
Stratford - Maybird	12,217	4
Alcester East & Island	12,566	4
Studley South	13,529	5
Studley North	15,576	5
Long Marston, Atherstone & Preston on Stour	15,688	5
Stratford - Bishopton	15,913	5
Southam West	16,055	5
Wellesbourne North	16,076	5

Table 21: 10 least deprived LSOAs: Health

LSOA	Ranking (out of 33,755)	Decile (1=most deprived)
Alveston Hill & Rural	31,606	10
Shottery South & Racecourse	31,635	10
Clopton & Welcombe Hills	31,712	10
Alcester - Abbey, Grammar & Kings Coughton	31,803	10
Vale of the Red Horse	32,208	10
Burton Dassett	32,618	10
Bridgetown	32,643	10
Shipston South & Furze Hill	32,706	10
Long Compton	32,781	10
Earlswood	32,843	10

Figure 20: LSOAs by decile: Health 2025

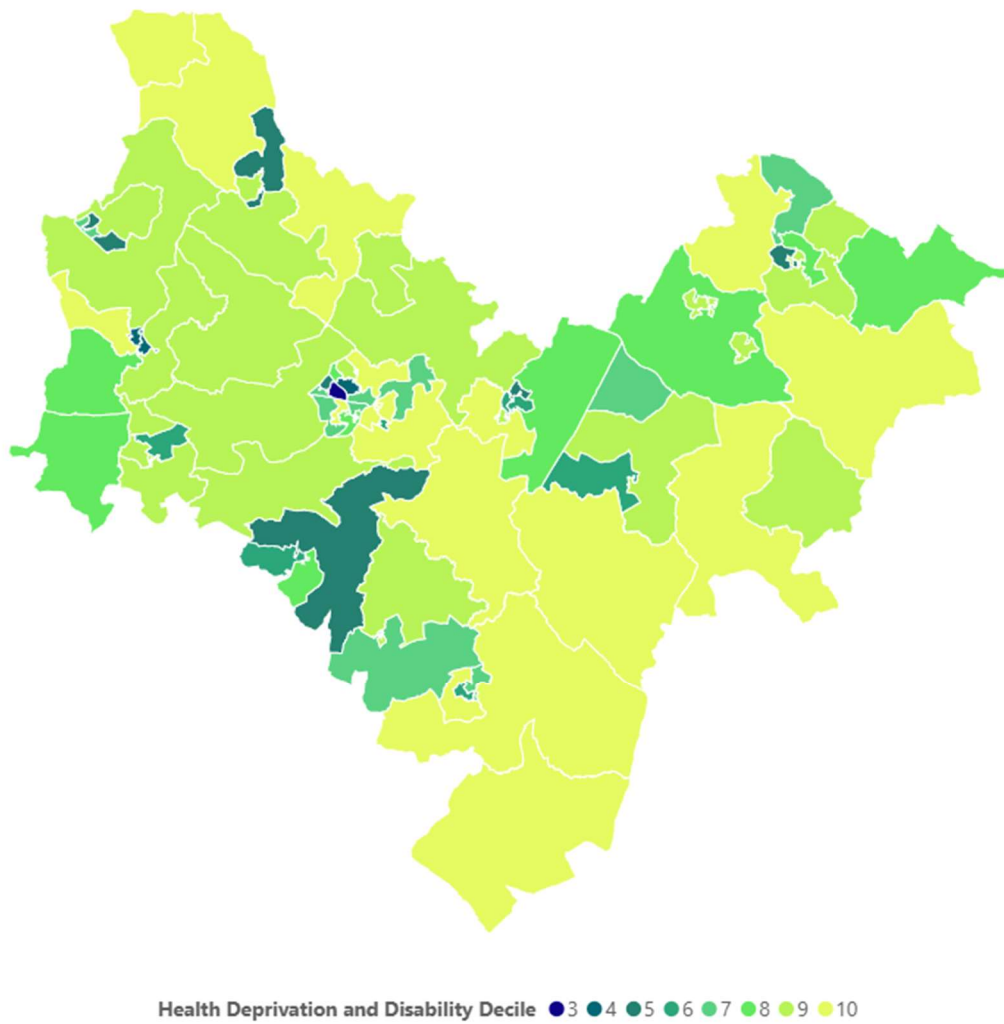
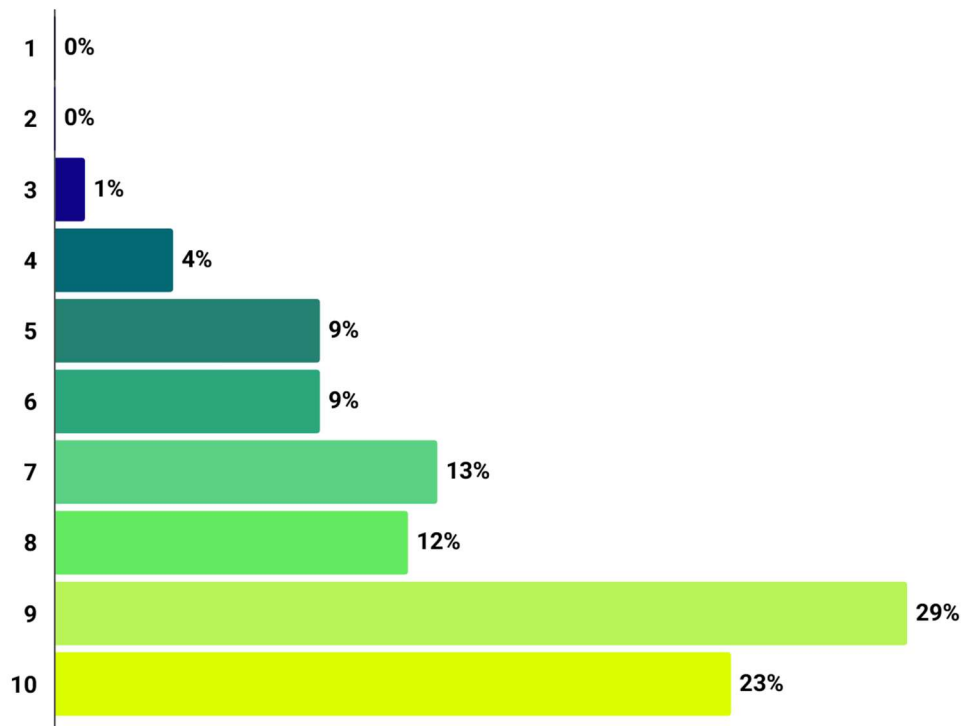


Figure 21: Proportion of LSOAs in each decile: Health



7.6.5 Crime

The **crime domain** is constructed from: -

- Violence with injury rate per 1,000 'at risk' population
- Violence without injury rate per 1,000 'at risk' population
- Stalking and harassment rate per 1,000 'at risk' population
- Burglary rate per 1,000 'at risk' properties
- Theft rate per 1,000 'at risk' population
- Criminal damage rate per 1,000 'at risk' population
- Public order and possession of weapons rate per 1,000 'at risk' population
- Anti-social behaviour rate per 1,000 'at risk' population

Table 22: 10 most deprived LSOAs: Crime

LSOA	Ranking (out of 33,755)	Decile (1=most deprived)
Stratford - Maybird	5,457	2
Stratford Old Town & Town Centre South	6,411	2
Stratford Town Centre North	8,847	3
Stratford Mount Pleasant East	9,911	3
Shottery North & Racecourse	12,490	4
Deppers Bridge, Chester & Kings	13,705	5
Stratford - Bishopton Leys & The Avenue	14,462	5
Studley South	14,521	5
Alcester North & Conway	15,893	5
Bidford South, Marlcliff & Barton	15,950	5

Table 23: 10 least deprived LSOAs: Crime

LSOA	Ranking (out of 33,755)	Decile (1=most deprived)
Aston Cantlow	30,158	9
Harbury	30,324	9
Bridgetown North East & Golf Course	30,443	10
Clopton & Welcombe Hills	30,818	10
Brailes	30,879	10
Snitterfield & Wolverton	31,751	10
Vale of the Red Horse	31,798	10
Wootton Wawen	32,356	10
Lighthorne & Lighthorne Heath	33,142	10
Wellesbourne South	33,408	10

Figure 22:LSOAs by decile: Crime 2025

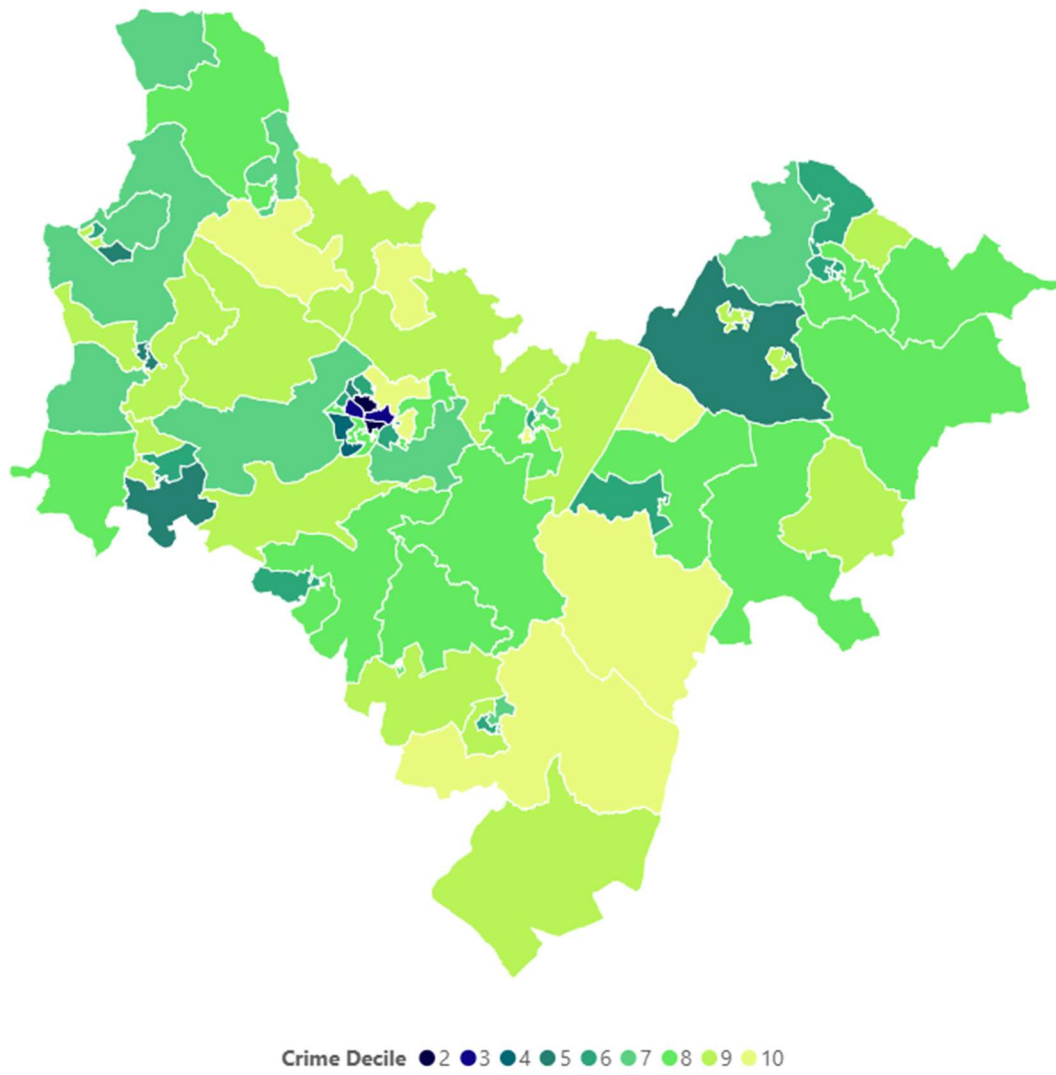
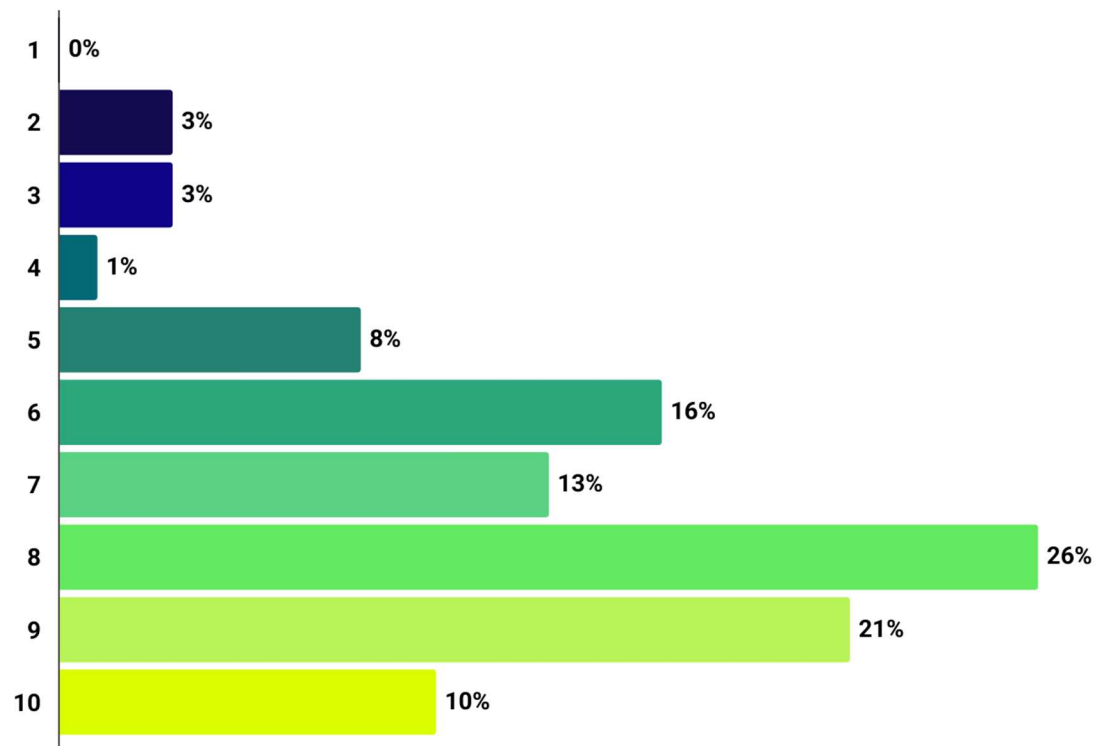


Figure 23: Proportion of LSOAs in each decile: Crime



7.6.6 Barriers To Housing and Services

The **Barriers to Housing and Services domain** measures the physical and financial accessibility of housing and key local services and is constructed from: -

- A connectivity score based on the Department for Transport Connectivity Tool²
- Difficulty of access to owner-occupation or the private rental market
- The proportion of households judged to have insufficient space to meet the household's needs
- The rate of acceptances for housing assistance under the homelessness provisions of housing legislation
- Number of households experiencing the most extreme and immediate forms of homelessness
- Average broadband upload and download speed
- Patient-to-GP ratio

Table 24: 10 most deprived LSOAs: Barriers to Housing & Services

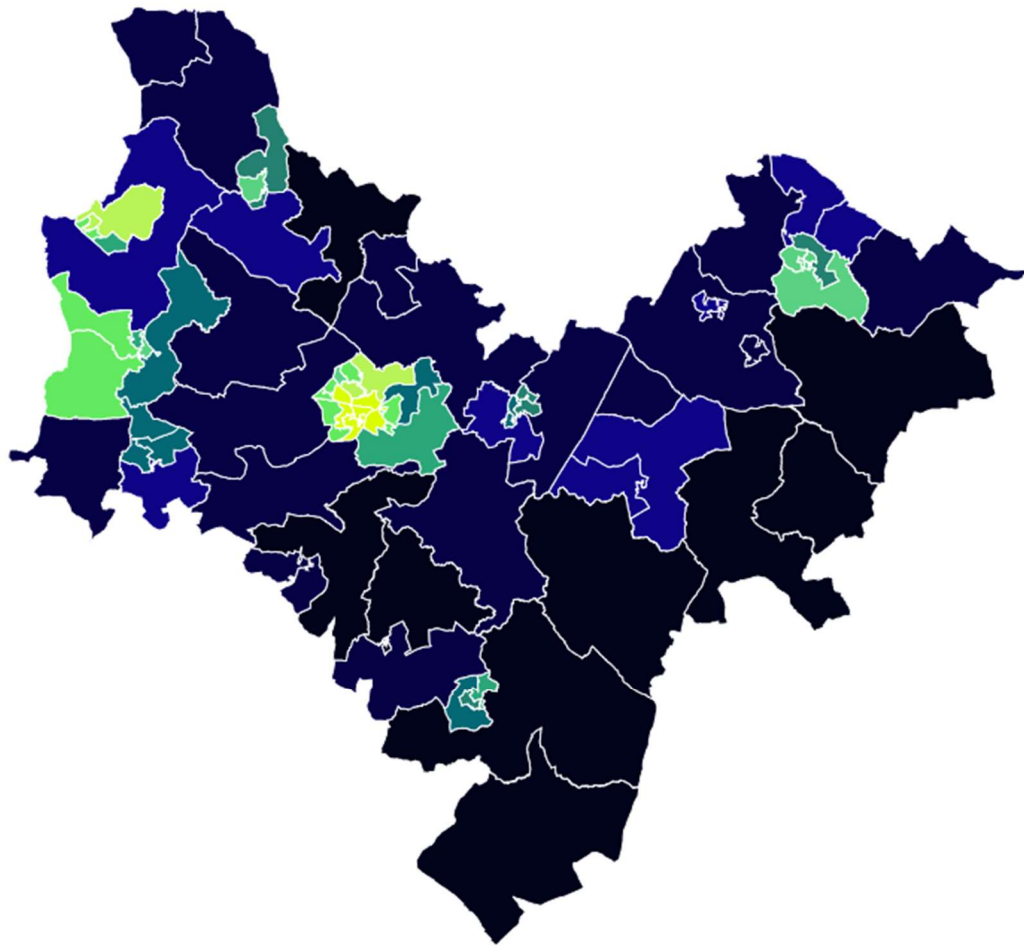
LSOA	Ranking (out of 33,755)	Decile (1=most deprived)
Ladbroke & Priors	898	1
Long Compton	918	1
Burton Dassett	1,014	1
Brailes	1,799	1
Fenny Compton, Farnborough & Avon Dassett	2,154	1
Vale of the Red Horse	2,168	1
Long Marston, Atherstone & Preston on Stour	2,366	1
Claverdon	2,787	1
Newbold-on-Stour, Ilmington East & Whitchurch	3,313	1
Tanworth	3,376	2

Table 25: 10 least deprived LSOAs: Barriers to Housing & Services

LSOA	Ranking (out of 33,755)	Decile (1=most deprived)
Studley North	27,490	9
Studley East & Priory	27,623	9
Stratford - Maybird	28,921	9
Clopton & Welcombe Hills	29,862	9
Stratford Mount Pleasant East	30,643	10
Bridgetown	31,811	10
Shottery South & Racecourse	31,923	10
Stratford Old Town	32,353	10
Stratford Town Centre North	33,230	10
Stratford Old Town & Town Centre South	33,452	10

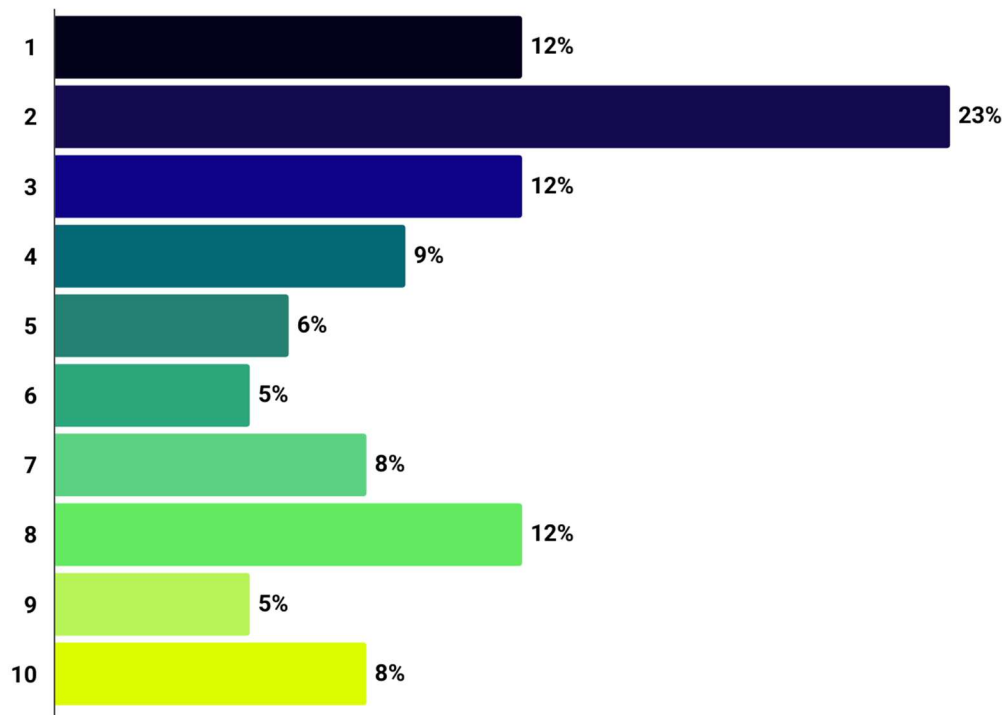
² [Connectivity Tool - GOV.UK](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/442222/Connectivity_Tool_-_GOV.UK.pdf)

Figure 24:LSOAs by decile: Barriers to Housing & Services 2025



Barriers to Housing and Services Decile ● 1 ● 2 ● 3 ● 4 ● 5 ● 6 ● 7 ● 8 ● 9 ● 10

Figure 25: Proportion of LSOAs in each decile: Barriers to Housing and Services



9 LSOAs fell into the 1st decile and a further 18 fell into the 2nd decile for the Barriers to Housing and Services Domain.

The main driver of this level of relative deprivation was 'connectivity': this is the amount of time it takes to travel to 'retail, education, health, employment and leisure/entertainment destinations by walking, cycling and public transport', which is measured using the Department for Transport Connectivity Tool. This metric does not take account of the level of car ownership or use amongst the population. The rurality of our District, particularly the eastern side of it, means that almost 50% our LSOAs (35 out of 77) fall into the 1st decile for this particular measure. In other words, the high levels of deprivation are mainly due to geographic barriers to services rather than relating to affordability of housing.

7.6.7 Living Environment

The **living environment domain** measures the quality of the local environment and is constructed from: -

- The proportion of social and private homes that fail to meet three components of the Decent Homes standard
- Average energy performance of residential buildings
- Score based on residential properties' access to outdoor space
- A measure of air quality based on emissions rates for four pollutants
- Road traffic accidents involving injury to pedestrians and cyclists
- The percentage of the population exposed to noise pollution greater than or equal to 55dB *Lden*.

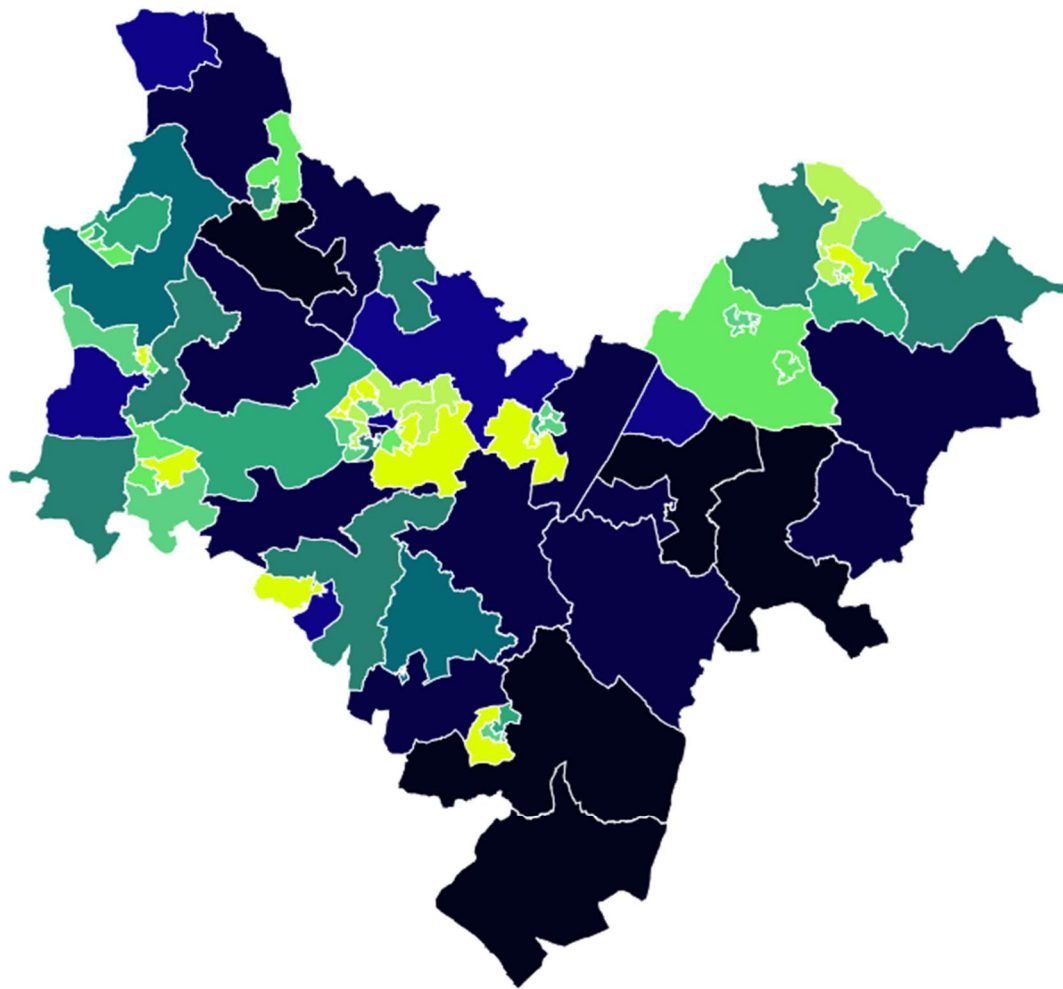
Table 26: 10 most deprived LSOAs: Living Environment

LSOA	Ranking (out of 33,755)	Decile (1=most deprived)
Wootton Wawen	144	1
Brailes	1,187	1
Long Compton	1,369	1
Burton Dassett	1,931	1
Kineton, Chadshunt & Compton Verney	2,378	1
Fenny Compton, Farnborough & Avon Dassett	3,376	2
Aston Cantlow	4,307	2
Tanworth	5,022	2
Vale of the Red Horse	5,438	2
Tredington & Blackwell	5,459	2

Table 27: 10 least deprived LSOAs: Living Environment

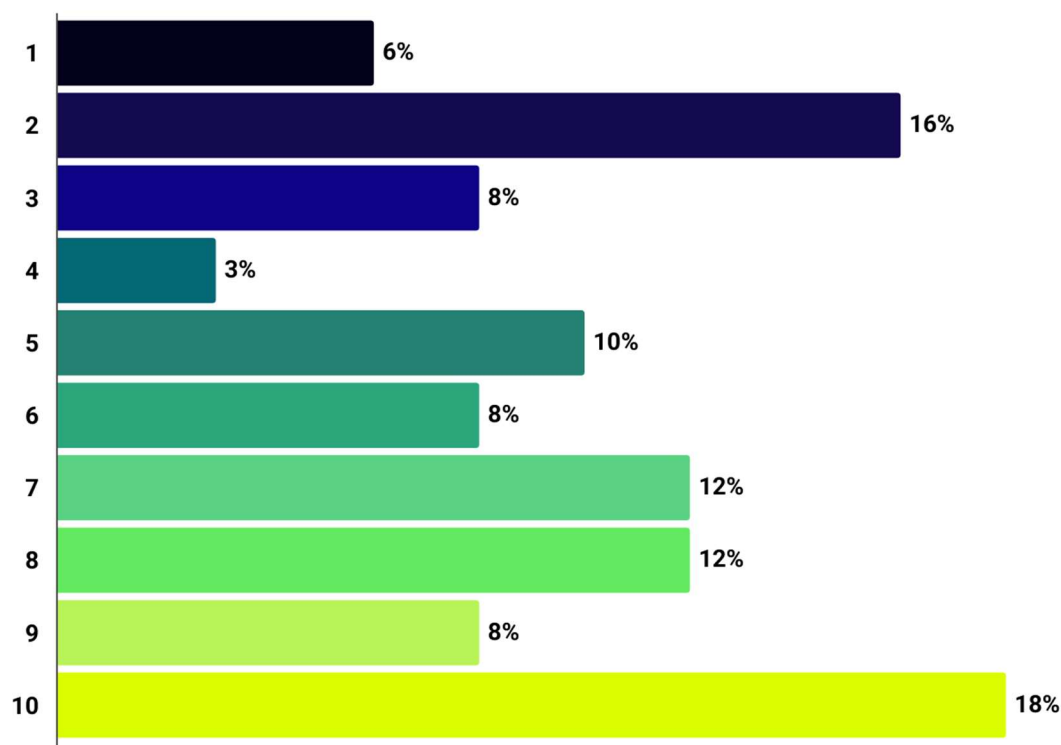
LSOA	Ranking (out of 33,755)	Decile (1=most deprived)
Bridgetown North East & Golf Course	32,117	10
Southam East	32,404	10
Stratford - Bishopton	32,448	10
Stratford - Royals, Grains & Oakleigh	32,824	10
Wellesbourne - Mountford Airfield	32,850	10
Bidford East, Waterloo & Broom	33,349	10
Shipston South & Furze Hill	33,357	10
Bridgetown South East	33,375	10
Meon Vale	33,610	10
Wellesbourne South	33,614	10

Figure 26:LSOAs by decile: Living Environment 2025



Living Environment Decile ● 1 ● 2 ● 3 ● 4 ● 5 ● 6 ● 7 ● 8 ● 9 ● 10

Figure 27: Proportion of LSOAs in each decile: Living Environment



5 LSOAs fall into the 1st decile for Living Environment, and a further 12 LSOAs fell into the 2nd decile. The main drivers of the level of relative deprivation within these 17 LSOAs appear to be: Housing in Poor Condition; EPC ratings; Houses lacking outdoor space; and noise pollution, but particularly the first two of these.

The housing in poor condition indicator is a modelled estimate of the proportion of social and private homes that fail to meet three components of the Decent Homes standard comprising Housing Health and Safety (the number of hazards in the home); Disrepair; and Modernisation. These components are calculated through modelled data from three sources - the English Housing Survey, Experian dwelling level data and Ordnance Survey data. However, being a model rather than actual data relating to specific homes, data is only an estimate: in areas with great housing variety the model may not be as accurate as in areas of greater housing homogeneity.

The most deprived LSOA for Living Environment was Wootton Waven, which ranked 144th out of the total 33,755 LSOAs in England for most deprivation in the Living Environment Domain. Digging into why this is the case, Wootton Waven LSOA has a very high proportion of mobile homes: roughly 1/3 all households live in one. This means it will rank relatively low on the Housing in Poor Condition, EPC and outdoor space measures which make up part of the overall Living Environment Domain.

7.7 Summary of IMD Scores for Stratford District Council Wards

IMD by Ward within Stratford-on-Avon District (2025)

Because the Indices of Deprivation use Lower Super Output Areas as their base geography, working out deprivation at ward level involves some amount of approximation due to the two geographies not being completely congruent. However, they give a good indication.

Comparing our district with all districts across England on the overall IMD measure we ranked 130 out of all 164 districts.

On the overall Index of Multiple Deprivation measure (IMD), the three most deprived wards in our District are:

- Stratford Hathaway
- Alcester East
- Quinton

The three least deprived wards are:

- Shipston South
- Alcester West
- Stratford Orchard Hill

Figure 27 and Table 28 below show the ward rankings on the overall IMD measure, from greatest to least deprivation.

Figure 28: Relative overall deprivation across wards of Stratford-on-Avon, greatest to least

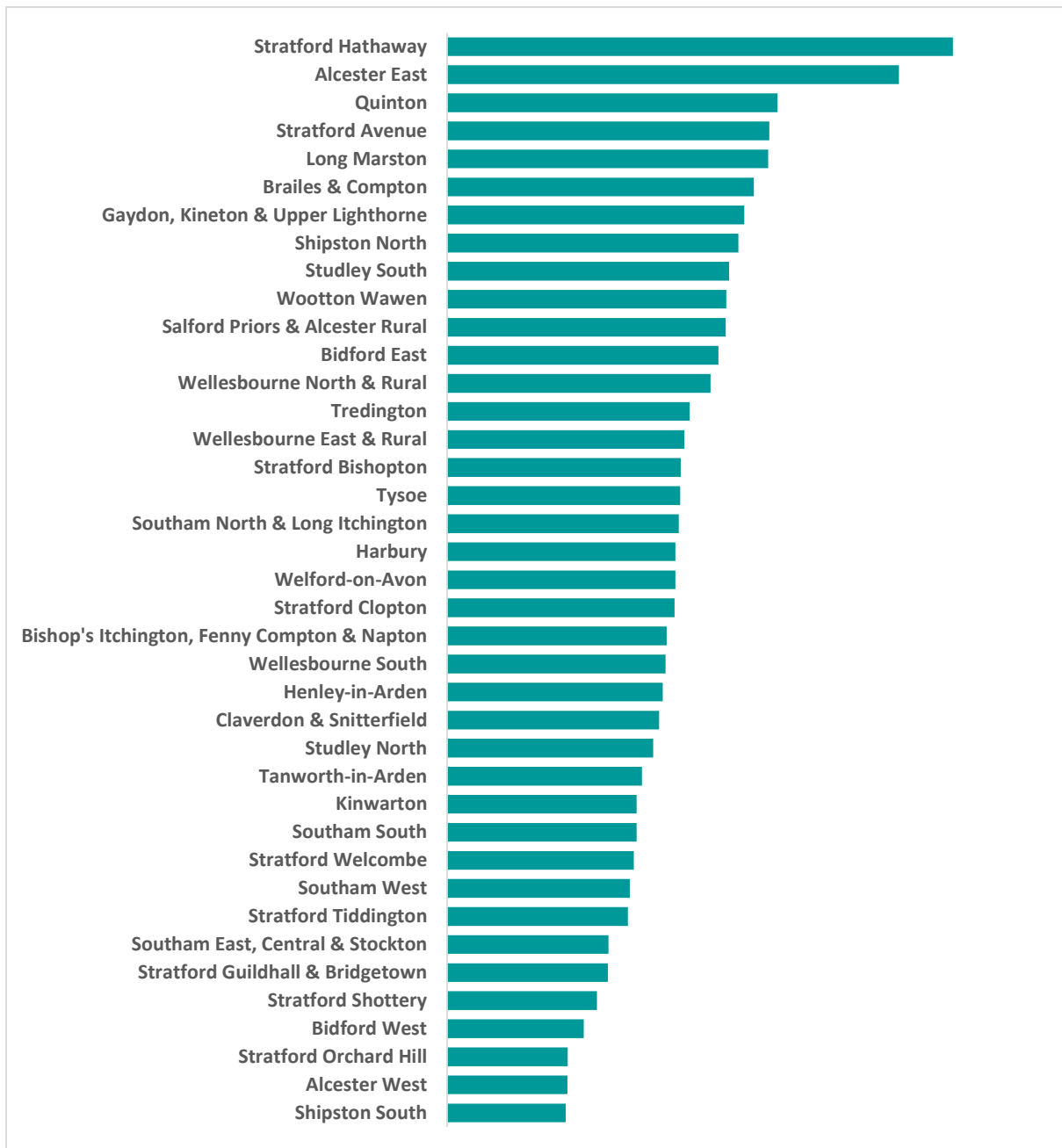


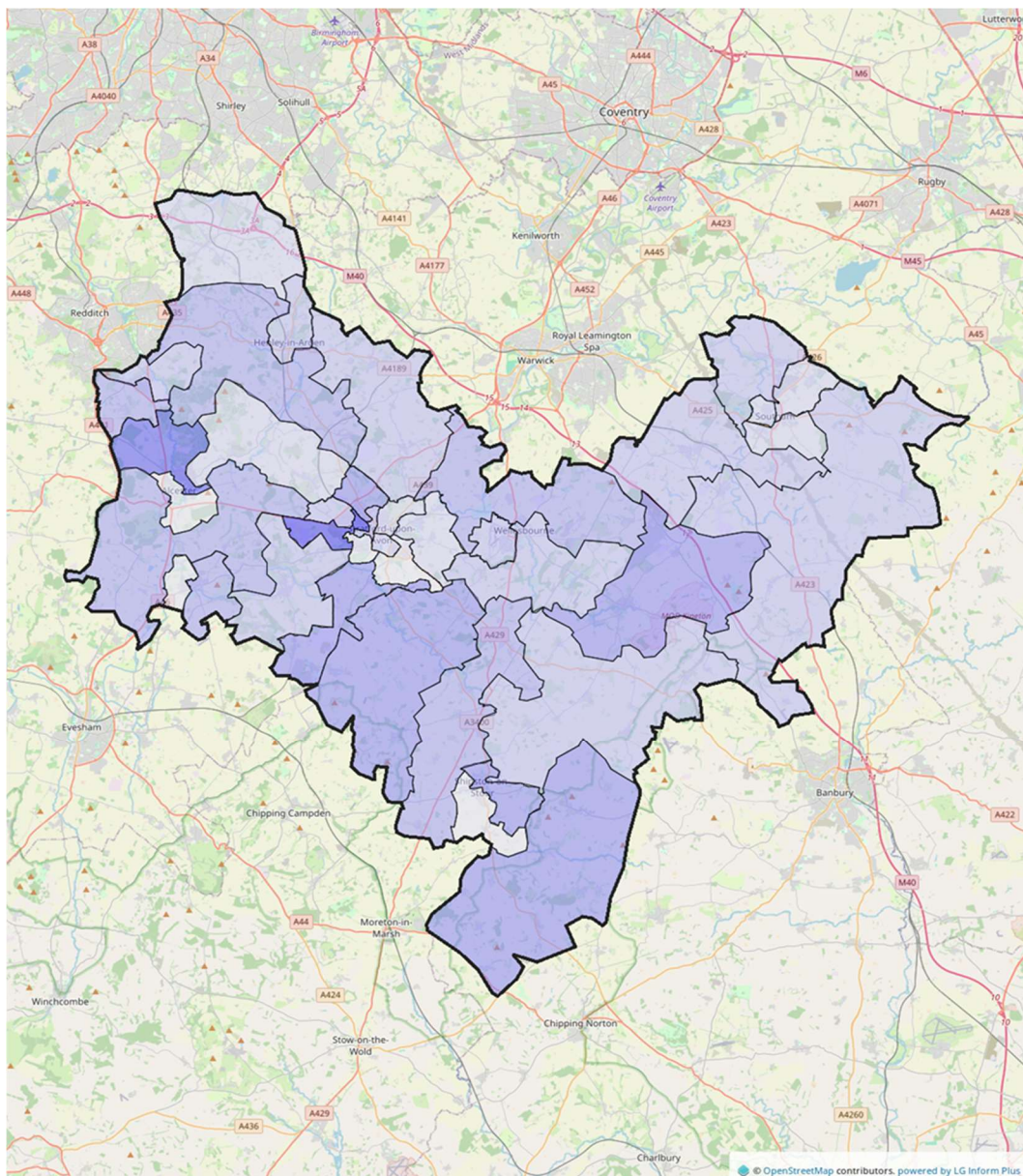
Table 28: All Wards IMD score and ranking within Stratford-on-Avon District (Most deprived first)

Ward	Score	Rank within all Stratford-on-Avon Wards
Stratford Hathaway	25.692	1
Alcester East	22.952	2
Quinton	16.778	3
Stratford Avenue	16.365	4
Long Marston	16.316	5
Brailes & Compton	15.59	6
Gaydon, Kineton & Upper Lighthorne	15.092	7
Shipston North	14.795	8
Studley South	14.333	9
Wootton Wawen	14.179	10
Salford Priors & Alcester Rural	14.162	11
Bidford East	13.789	12
Wellesbourne North & Rural	13.388	13
Tredington	12.322	14
Wellesbourne East & Rural	12.054	15
Stratford Bischopton	11.873	16
Tysoe	11.84	17
Southam North & Long Itchington	11.766	18
Harbury	11.608	19
Welford-on-Avon	11.603	20
Stratford Clopton	11.563	21
Bishop's Itchington, Fenny Compton & Napton	11.153	22
Wellesbourne South	11.107	23
Henley-in-Arden	10.957	24
Claverdon & Snitterfield	10.77	25
Studley North	10.478	26
Tanworth-in-Arden	9.898	27
Kinwarton	9.632	28
Southam South	9.627	29
Stratford Welcombe	9.484	30
Southam West	9.293	31
Stratford Tiddington	9.196	32
Southam East, Central & Stockton	8.207	33
Stratford Guildhall & Bridgetown	8.177	34
Stratford Shottery	7.614	35
Bidford West	6.947	36
Stratford Orchard Hill	6.14	37
Alcester West	6.122	38
Shipston South	6.033	39

Distribution across deciles: IMD

In the map each ward in Stratford-on-Avon has been allocated to one of ten equal groups based on its score across all wards in England. Those shaded darkest are in the 10 per cent most deprived wards in England and those shaded lightest are in the 10 per cent least deprived wards. (Please note, on the maps the legend may show fewer than 10 deciles as we rarely had a ward falling into the 1st or 2nd decile for most measures)

Figure 29: IMD deciles by ward (darker = more deprived)



IMD: Overall - score (2025)

- $\geq 23.361 < 28.333$
- $\geq 19.757 < 23.361$
- $\geq 14.458 < 16.903$
- $\geq 12.270 < 14.458$
- $\geq 10.071 < 12.270$
- $\geq 7.637 < 10.071$
- $\geq 1.330 < 7.637$

Income Domain

The three most deprived wards are:

- Stratford Hathaway
- Alcester East
- Long Marston

The three least deprived wards are:

- Tanworth-in-Arden
- Wootton Wawen
- Tysoe

Stratford-on-Avon District is ranked number 126 out of all 164 districts for Income.

Table 29: Top 10 Most deprived wards within Stratford-on-Avon - Income

Ward	IMD: Income Deprivation - score	
	2025	
	Score	Rank within Stratford-on-Avon Wards
Stratford Hathaway	0.319	1
Alcester East	0.304	2
Long Marston	0.252	3
Stratford Avenue	0.212	4
Shipston North	0.203	5
Studley South	0.192	6
Bidford East	0.183	7
Stratford Bishopston	0.176	8
Stratford Clopton	0.176	8
Southam South	0.166	10

Table 30: Top 10 Least deprived wards within Stratford-on-Avon - Income

Ward	IMD: Income Deprivation - score	
	2025	
	Score	Rank within Stratford-on-Avon Wards
Claverdon & Snitterfield	0.102	30
Alcester West	0.097	31
Bishop's Itchington, Fenny Compton & Napton	0.095	32
Stratford Guildhall & Bridgetown	0.093	33
Brailes & Compton	0.091	34
Kinwarton	0.091	34
Southam East, Central & Stockton	0.086	36
Tysoe	0.074	37
Wootton Wawen	0.070	38
Tanworth-in-Arden	0.068	39

Figure 30: Relative Income deprivation across wards of Stratford-on-Avon, greatest to least

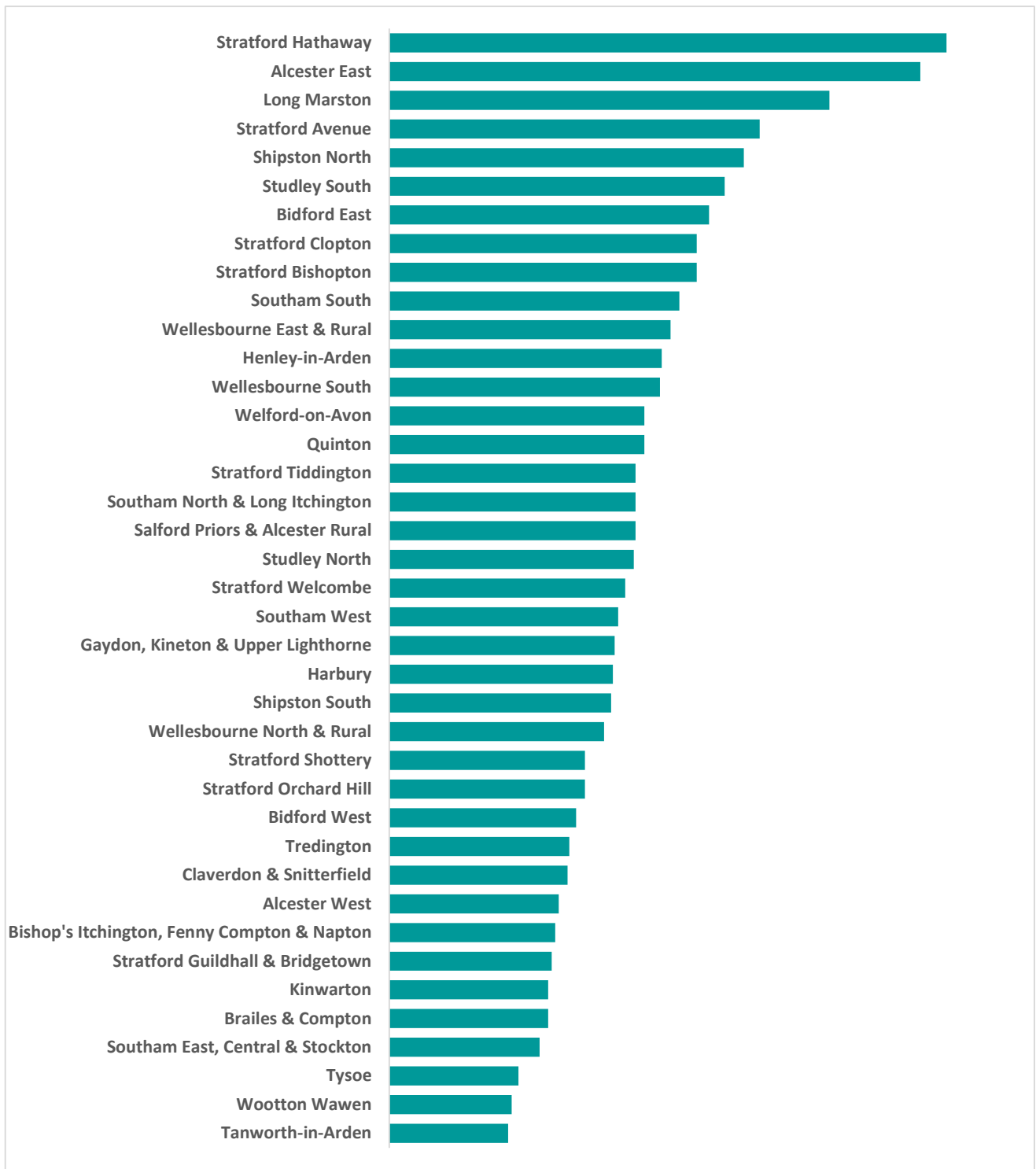
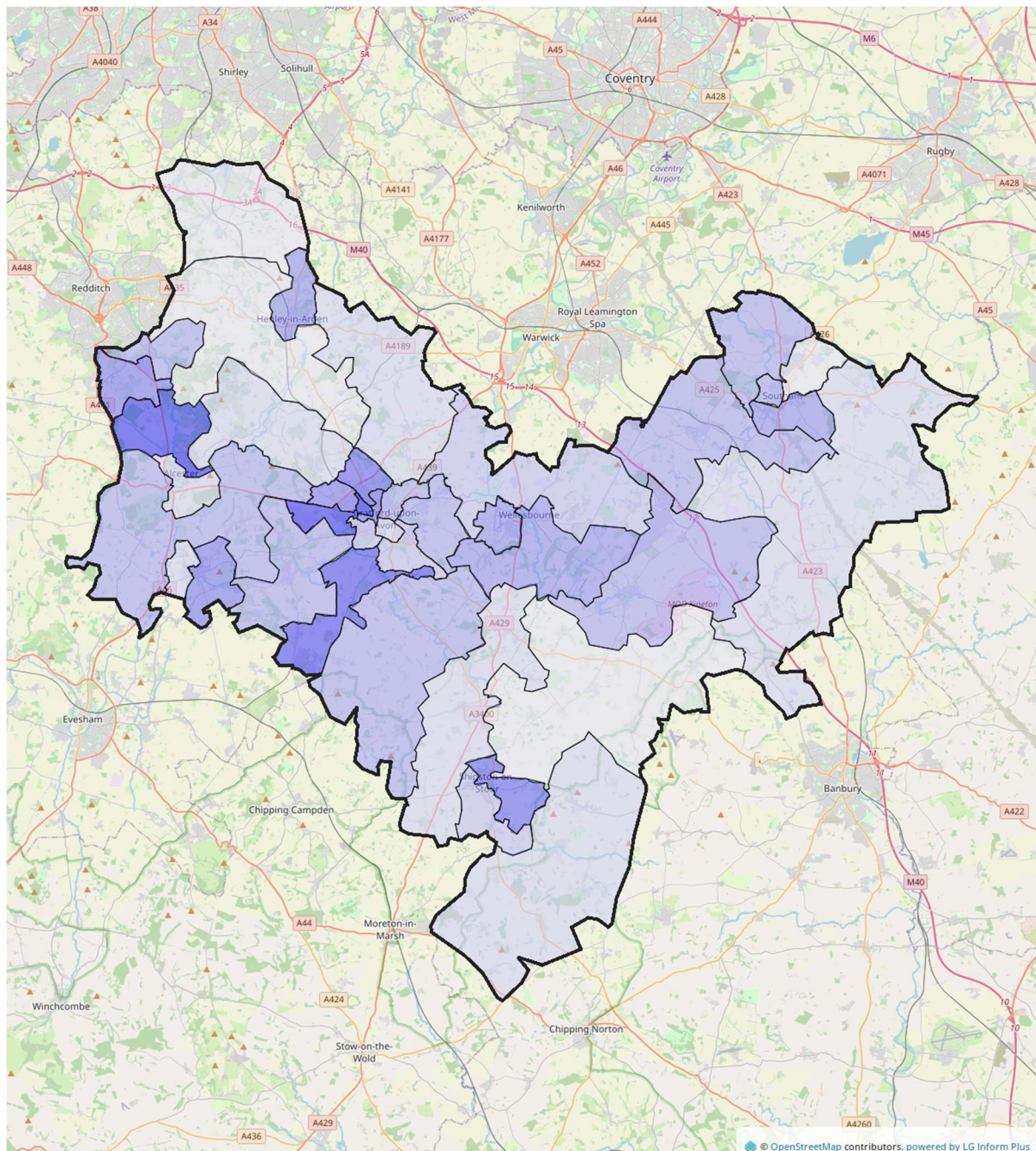


Figure 31: Income deciles by ward (darker = more deprived)



IMD: Income Deprivation - score (2025)

- $\geq 0.297 < 0.377$
- $\geq 0.245 < 0.297$
- $\geq 0.203 < 0.245$
- $\geq 0.174 < 0.203$
- $\geq 0.149 < 0.174$
- $\geq 0.128 < 0.149$
- $\geq 0.108 < 0.128$
- $\geq 0.087 < 0.108$
- $\geq 0.013 < 0.087$

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Employment Domain

The three most deprived wards for Employment are:

- Stratford Hathaway
- Alcester East
- Studley South

The three least deprived wards for Employment are:

- Shipston South
- Tanworth-in-Arden
- Wootton Wawen

Stratford-on-Avon District is ranked number 129 out of all 164 districts for Employment.

Table 31: Top 10 Most deprived wards within Stratford-on-Avon - Employment

Ward	IMD: Employment - score	
	2025	
	Score	Rank within Stratford-on-Avon Wards
Stratford Hathaway	0.206	1
Alcester East	0.174	2
Studley South	0.122	3
Shipston North	0.114	4
Stratford Avenue	0.114	4
Quinton	0.113	6
Stratford Bishopton	0.104	7
Stratford Clopton	0.104	7
Wellesbourne North & Rural	0.102	9
Bidford East	0.099	10

Table 32: Top 10 Least deprived wards within Stratford-on-Avon - Employment

Ward	IMD: Employment - score	
	2025	
	Score	Rank within Stratford-on-Avon Wards
Welford-on-Avon	0.067	30
Bidford West	0.061	31
Bishop's Itchington, Fenny Compton & Napton	0.060	32
Tysoe	0.059	33
Claverdon & Snitterfield	0.057	34
Brailes & Compton	0.056	35
Alcester West	0.055	36
Wootton Wawen	0.053	37
Tanworth-in-Arden	0.046	38
Shipston South	0.044	39

Figure 32: Relative Employment deprivation across wards of Stratford-on-Avon, greatest to least

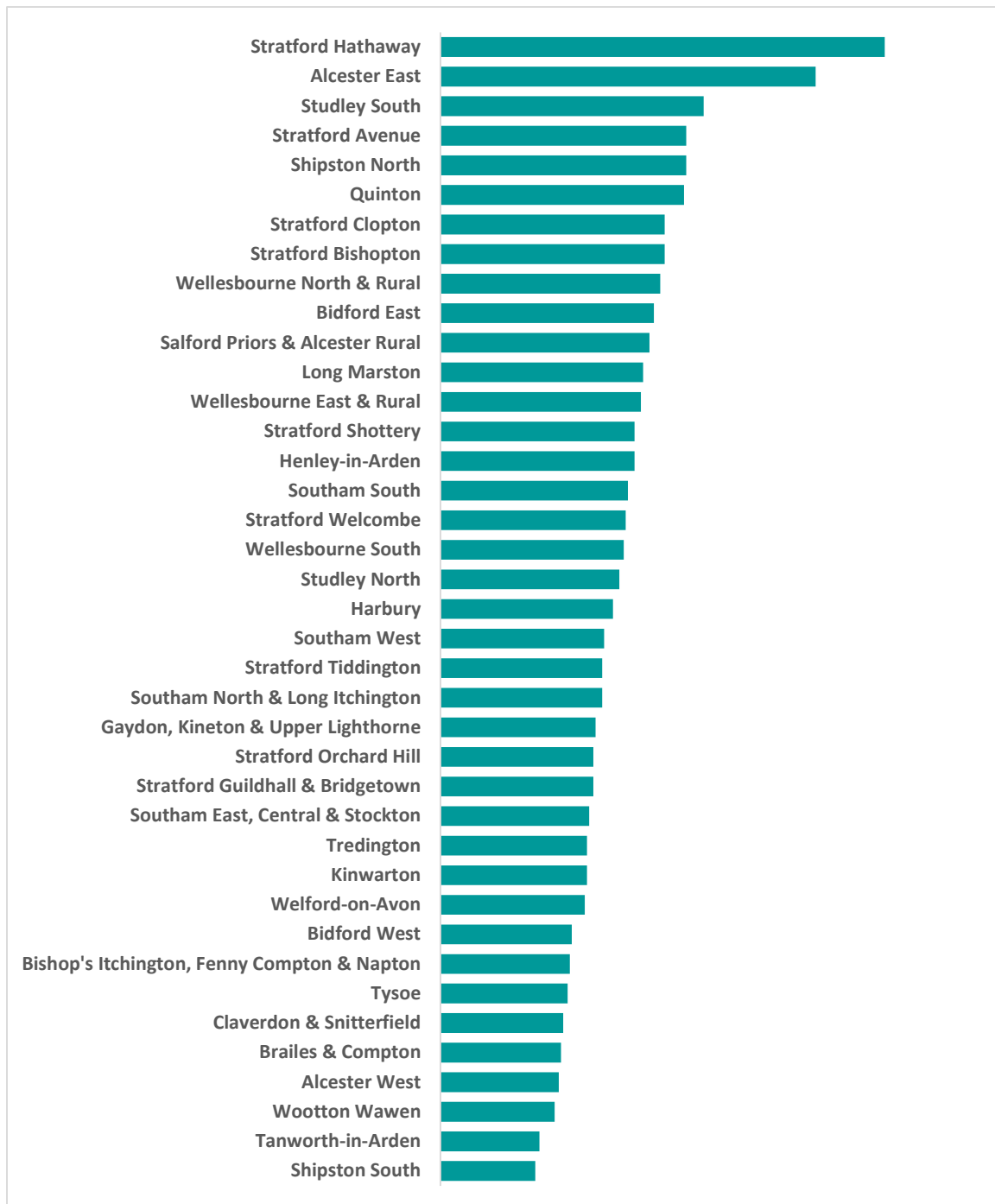
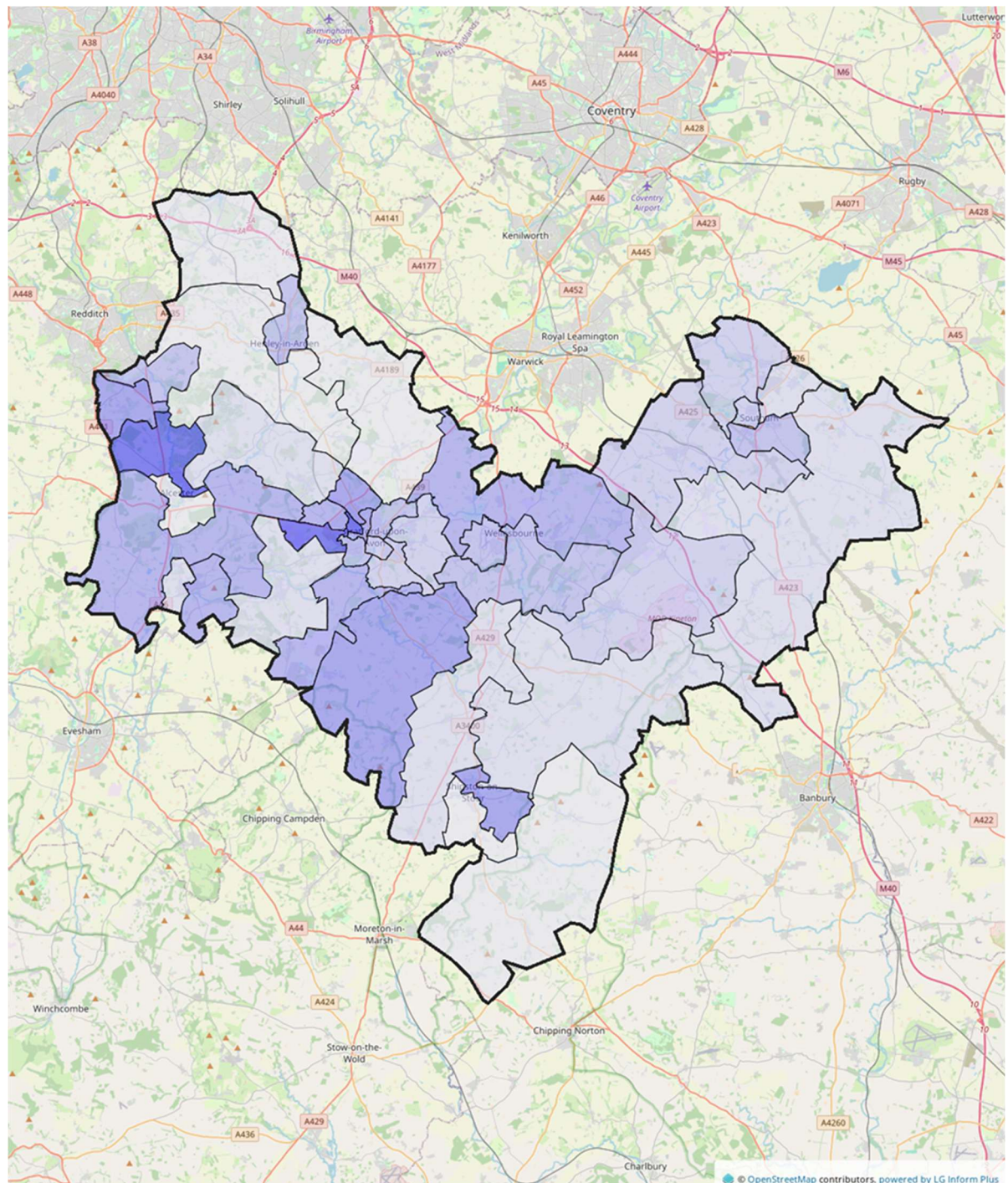


Figure 33: Employment deciles by ward (darker = more deprived)



IMD: Employment - score (2025)

- $\geq 0.170 < 0.213$
- $\geq 0.108 < 0.124$
- $\geq 0.094 < 0.108$
- $\geq 0.082 < 0.094$
- $\geq 0.071 < 0.082$
- $\geq 0.059 < 0.071$
- $\geq 0.006 < 0.059$

Education, Skills and Training Domain

The three most deprived wards for Education, Skills and Training are:

- Stratford Hathaway
- Alcester East
- Stratford Clopton

The three least deprived wards for Education, Skills and Training are:

- Stratford Guildhall & Bridgetown
- Claverdon & Snitterfield
- Welford-on-Avon

Stratford-on-Avon is ranked number 152 out of all 164 districts for Education, Skills and Training.

Table 33: Top 10 Most deprived wards within Stratford-on-Avon - Education, Skills and Training

Ward	IMD: Education Skills and Training Deprivation - score	
	2025	
	Score	Rank within Stratford-on-Avon Wards
Stratford Hathaway	27.868	1
Alcester East	25.394	2
Stratford Clopton	19.855	3
Stratford Avenue	17.854	4
Shipston North	16.412	5
Studley South	15.593	6
Wellesbourne South	14.707	7
Stratford Bishopton	13.960	8
Bidford East	13.805	9
Long Marston	12.797	10

Table 34: Top 10 Least deprived wards within Stratford-on-Avon – Education, Skills and Training

Ward	IMD: Education Skills and Training Deprivation - score	
	2025	
	Score	Rank within Stratford-on-Avon Wards
Tredington	5.768	30
Bidford West	5.609	31
Stratford Tiddington	5.403	32
Stratford Shottery	5.381	33
Bishop's Itchington, Fenny Compton & Napton	5.360	34
Brailes & Compton	5.230	35
Alcester West	4.874	36
Welford-on-Avon	4.634	37
Claverdon & Snitterfield	3.410	38
Stratford Guildhall & Bridgetown	2.887	39

Figure 34: Relative Education deprivation across wards of Stratford-on-Avon, greatest to least

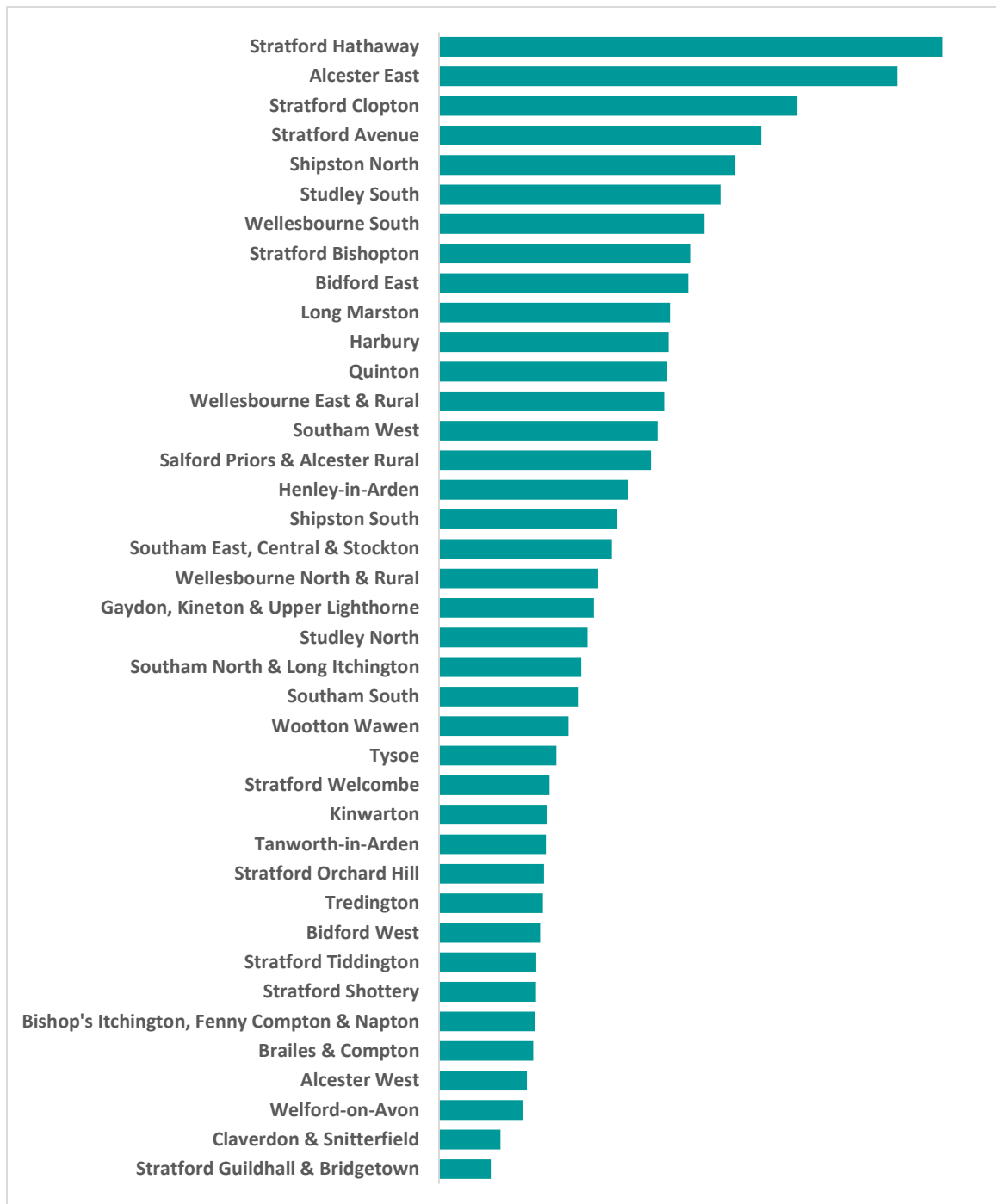
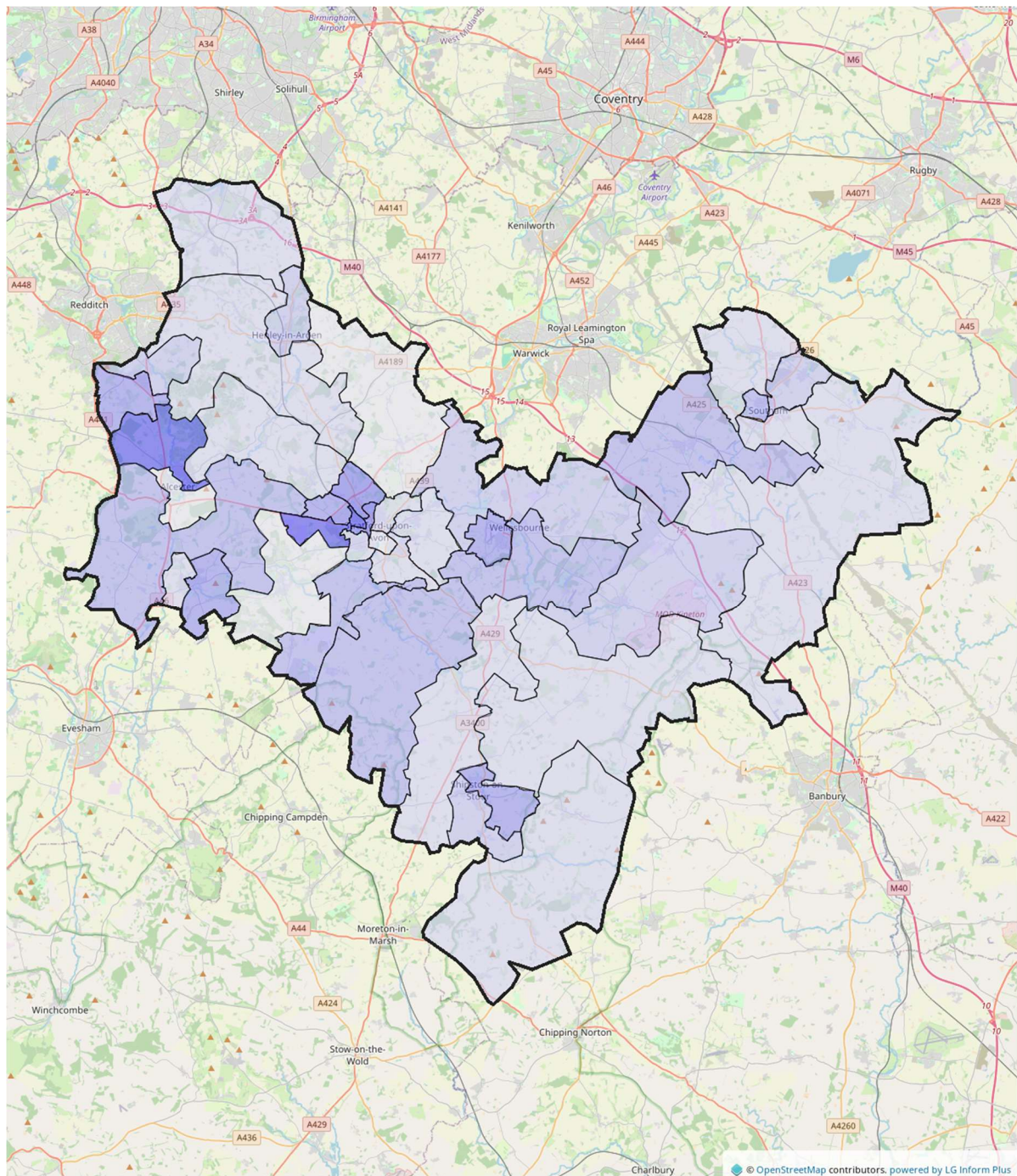


Figure 35: Education deciles by ward (darker = more deprived)



IMD: Education Skills and Training Deprivation - score (2025)

- $\geq 24.914 < 31.040$
- $\geq 16.750 < 20.391$
- $\geq 13.620 < 16.750$
- $\geq 10.866 < 13.620$
- $\geq 7.958 < 10.866$
- $\geq 5.144 < 7.958$
- $\geq 0.004 < 5.144$

Crime Domian

The three most deprived wards for Crime are:

- Stratford Avenue
- Stratford Hathaway
- Stratford Guildhall & Bridgetown

The three least deprived wards for Crime are:

- Wootton Wawen
- Tysoe
- Claverdon & Snitterfield

Stratford-on-Avon as a whole is ranked number 124 out of all 164 districts for Crime.

Table 35: Top 10 Most deprived wards within Stratford-on-Avon - Crime

Ward	IMD: Crime - score	
	2025	
	Score	Rank within Stratford-on-Avon Wards
Stratford Avenue	0.556	1
Stratford Hathaway	0.473	2
Stratford Guildhall & Bridgetown	0.250	3
Alcester East	0.045	4
Bidford East	-0.020	5
Long Marston	-0.081	6
Stratford Clopton	-0.092	7
Stratford Welcombe	-0.145	8
Southam North & Long Itchington	-0.222	9
Studley North	-0.233	10

Table 36: Top 10 Least deprived wards within Stratford-on-Avon - Crime

Ward	IMD: Crime - score	
	2025	
	Score	Rank within Stratford-on-Avon Wards
Bishop's Itchington, Fenny Compton & Napton	-0.745	30
Wellesbourne South	-0.808	31
Shipston South	-0.831	32
Southam East, Central & Stockton	-0.904	33
Kinwarton	-0.966	34
Bidford West	-1.019	35
Brailes & Compton	-1.027	36
Claverdon & Snitterfield	-1.029	37
Tysoe	-1.294	38
Wootton Wawen	-1.405	39

Figure 36: Relative Crime deprivation across wards of Stratford-on-Avon, greatest to least

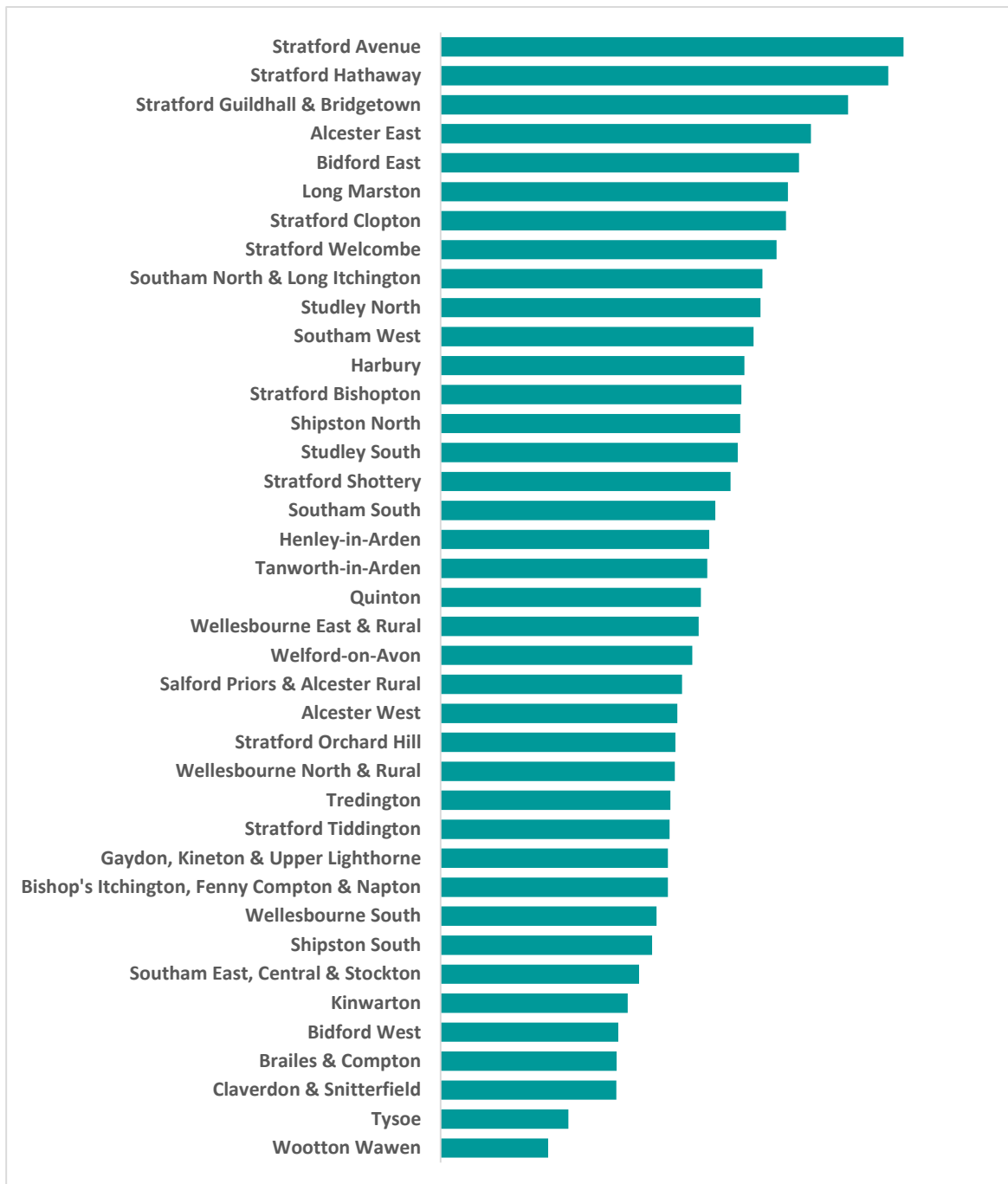
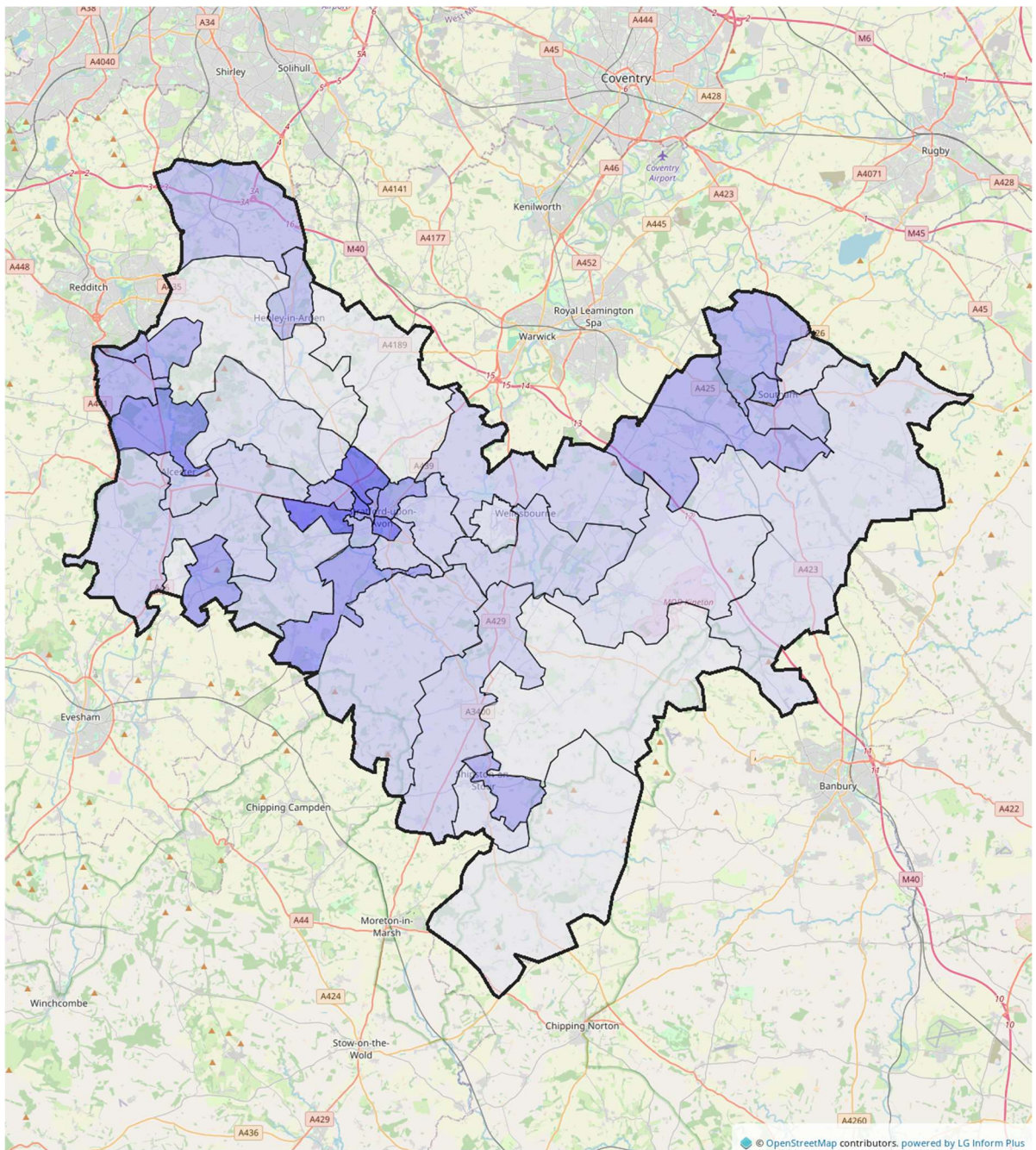


Figure 37: Crime deciles by ward (darker = more deprived)



IMD: Crime - score (2025)

Dark Blue	$\geq 0.468 < 0.774$
Dark Blue	$\geq 0.234 < 0.468$
Medium-Dark Blue	$\geq 0.007 < 0.234$
Medium Blue	$\geq -0.188 < 0.007$
Medium-Light Blue	$\geq -0.368 < -0.188$
Light Blue	$\geq -0.547 < -0.368$
Very Light Blue	$\geq -0.740 < -0.547$
Lightest Blue	$\geq -0.984 < -0.740$
Lightest Blue	$\geq -2.220 < -0.984$

Health and Disability Domain

The three most deprived wards for Health and Disability are:

- Stratford Hathaway
- Alcester East
- Stratford Avenue

The three least deprived wards for Health and Disability are:

- Shipston South
- Brailes & Compton
- Tysoe

Stratford-on-Avon as a whole is ranked number 130 out of all 164 districts for Health and Disability.

Table 37: Top 10 Most deprived wards within Stratford-on-Avon – Health and Disability

Ward	IMD: Health Deprivation and Disability - score	
	2025	
	Score	Rank within Stratford-on-Avon Wards
Stratford Hathaway	0.471	1
Alcester East	0.358	2
Stratford Avenue	-0.069	3
Long Marston	-0.111	4
Studley South	-0.132	5
Stratford Bishopton	-0.134	6
Wellesbourne East & Rural	-0.177	7
Shipston North	-0.196	8
Quinton	-0.264	9
Stratford Tiddington	-0.285	10

Table 38: Top 10 Least deprived wards within Stratford-on-Avon – Health and Disability

Ward	IMD: Health Deprivation and Disability - score	
	2025	
	Score	Rank within Stratford-on-Avon Wards
Bishop's Itchington, Fenny Compton & Napton	-0.949	30
Stratford Guildhall & Bridgetown	-0.972	31
Tredington	-0.987	32
Alcester West	-1.033	33
Kinwarton	-1.075	34
Claverdon & Snitterfield	-1.088	35
Tanworth-in-Arden	-1.401	36
Tysoe	-1.443	37
Brailes & Compton	-1.464	38
Shipston South	-1.587	39

Figure 38: Relative Health deprivation across wards of Stratford-on-Avon, greatest to least

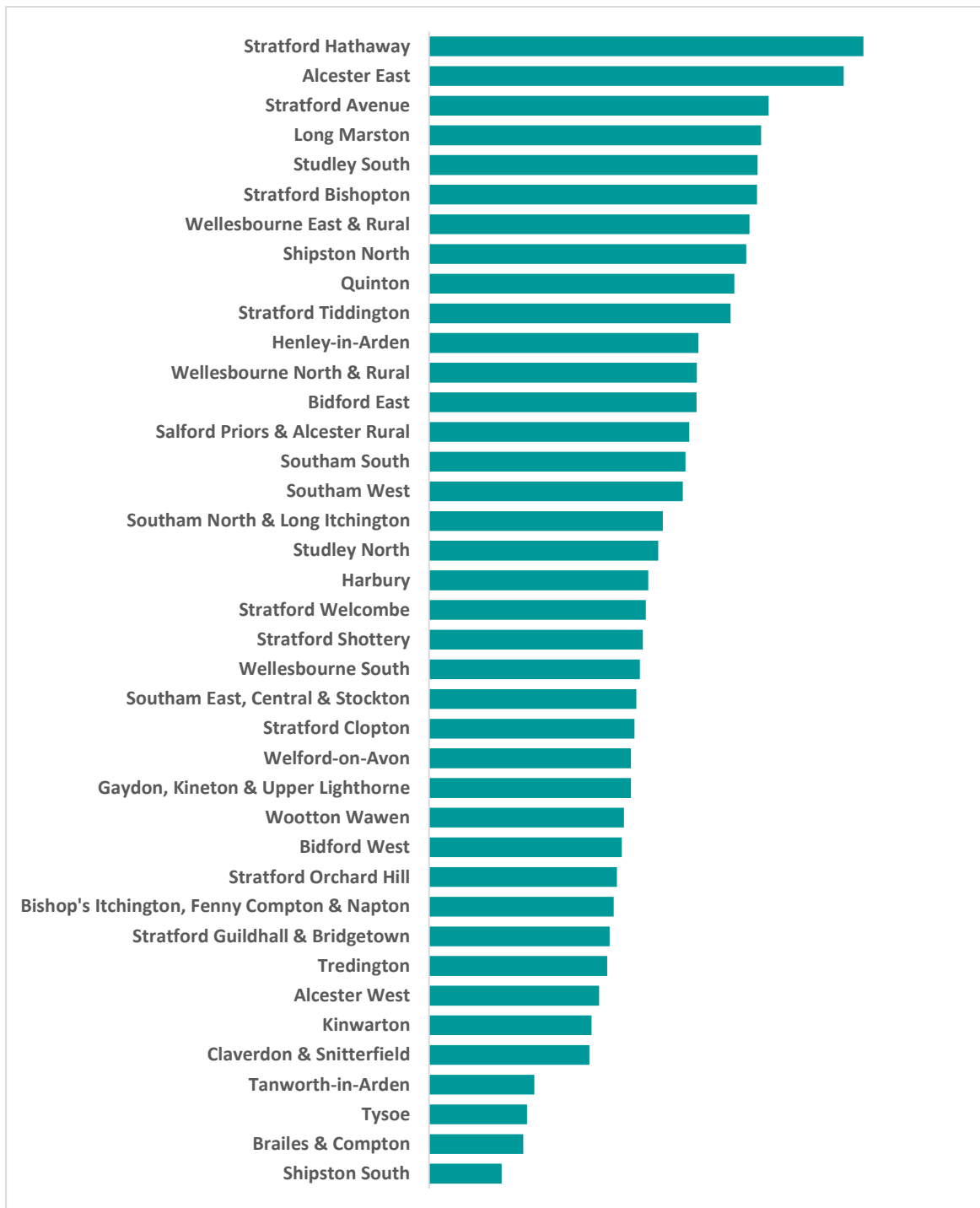
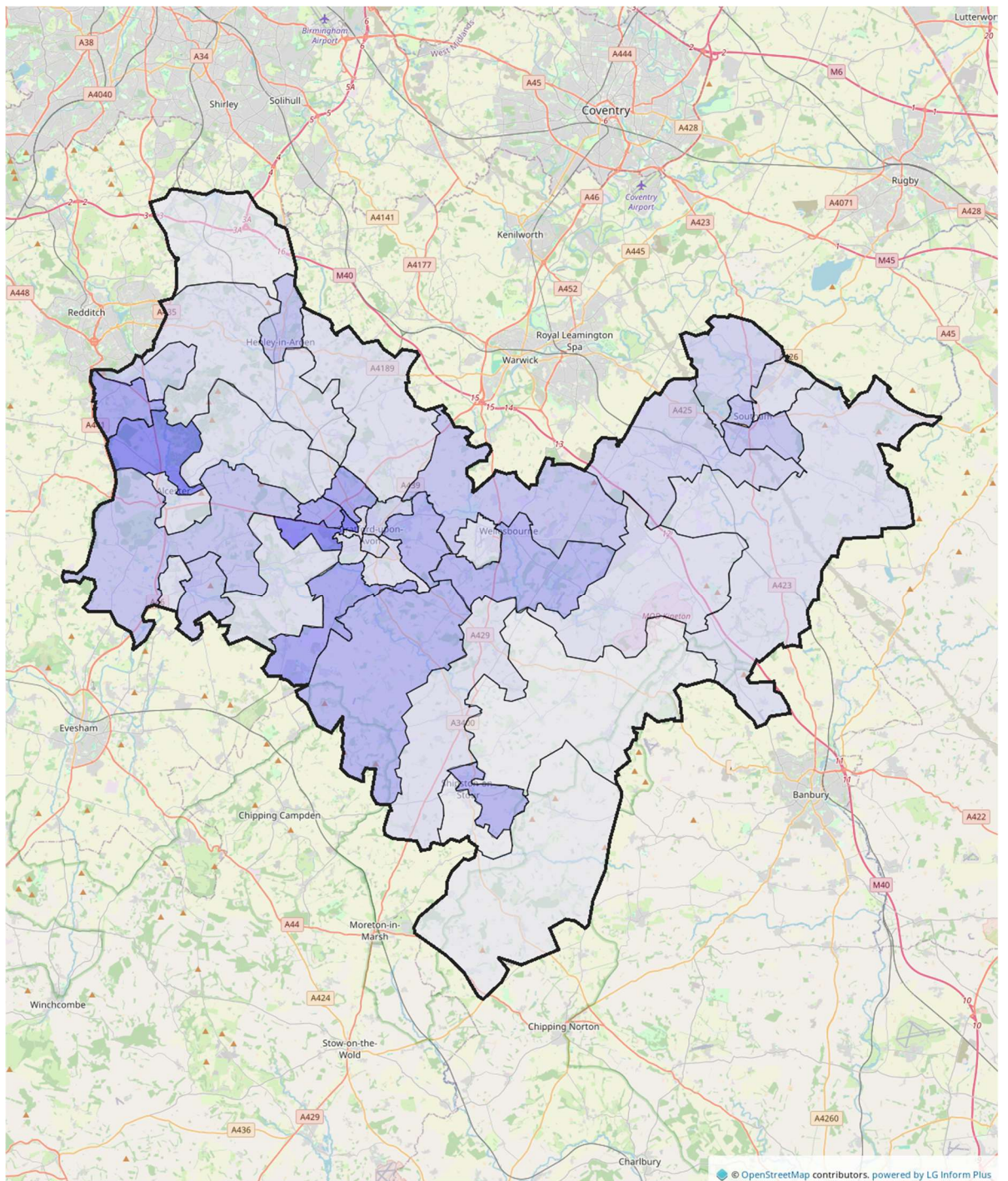


Figure 39: Health deciles by ward (darker = more deprived)



IMD: Health Deprivation and Disability - score (2025)

- $\geq 0.254 < 0.530$
- $\geq -0.174 < 0.030$
- $\geq -0.363 < -0.174$
- $\geq -0.558 < -0.363$
- $\geq -0.778 < -0.558$
- $\geq -1.088 < -0.778$
- $\geq -3.100 < -1.088$

Barriers to Housing and Services Domain

The three most deprived wards for Barriers to Housing and Services are:

- Brailes & Compton
- Tysoe
- Bishop's Itchington, Fenny Compton & Napton

The three least deprived wards for Barriers to Housing and Services are:

- Stratford Guildhall & Bridgetown
- Stratford Welcombe
- Stratford Hathaway

Stratford-on-Avon District is ranked number 56 out of all 164 districts for Barriers to Housing and Services.

Table 39: Top 10 Most deprived wards within Stratford-on-Avon - Barriers to Housing and Services

Ward	IMD: Barriers to Housing and Services - score	
	2025	
	Score	Rank within Stratford-on-Avon Wards
Brailes & Compton	43.294	1
Tysoe	39.817	2
Bishop's Itchington, Fenny Compton & Napton	36.868	3
Claverdon & Snitterfield	36.224	4
Tredington	35.643	5
Quinton	34.903	6
Gaydon, Kineton & Upper Lighthorne	34.492	7
Salford Priors & Alcester Rural	33.807	8
Tanworth-in-Arden	33.597	9
Southam North & Long Itchington	31.810	10

Table 40: Top 10 Least deprived wards within Stratford-on-Avon - Barriers to Housing and Services

Ward	IMD: Barriers to Housing and Services - score	
	2025	
	Score	Rank within Stratford-on-Avon Wards
Studley South	16.897	30
Stratford Orchard Hill	16.476	31
Stratford Bishopston	15.087	32
Alcester West	14.452	33
Stratford Avenue	13.204	34
Stratford Clopton	13.081	35
Stratford Shottery	9.766	36
Stratford Hathaway	9.456	37
Stratford Welcombe	7.320	38
Stratford Guildhall & Bridgetown	6.251	39

Figure 40: Relative Barriers to Housing & Services deprivation across wards of Stratford-on-Avon, greatest to least

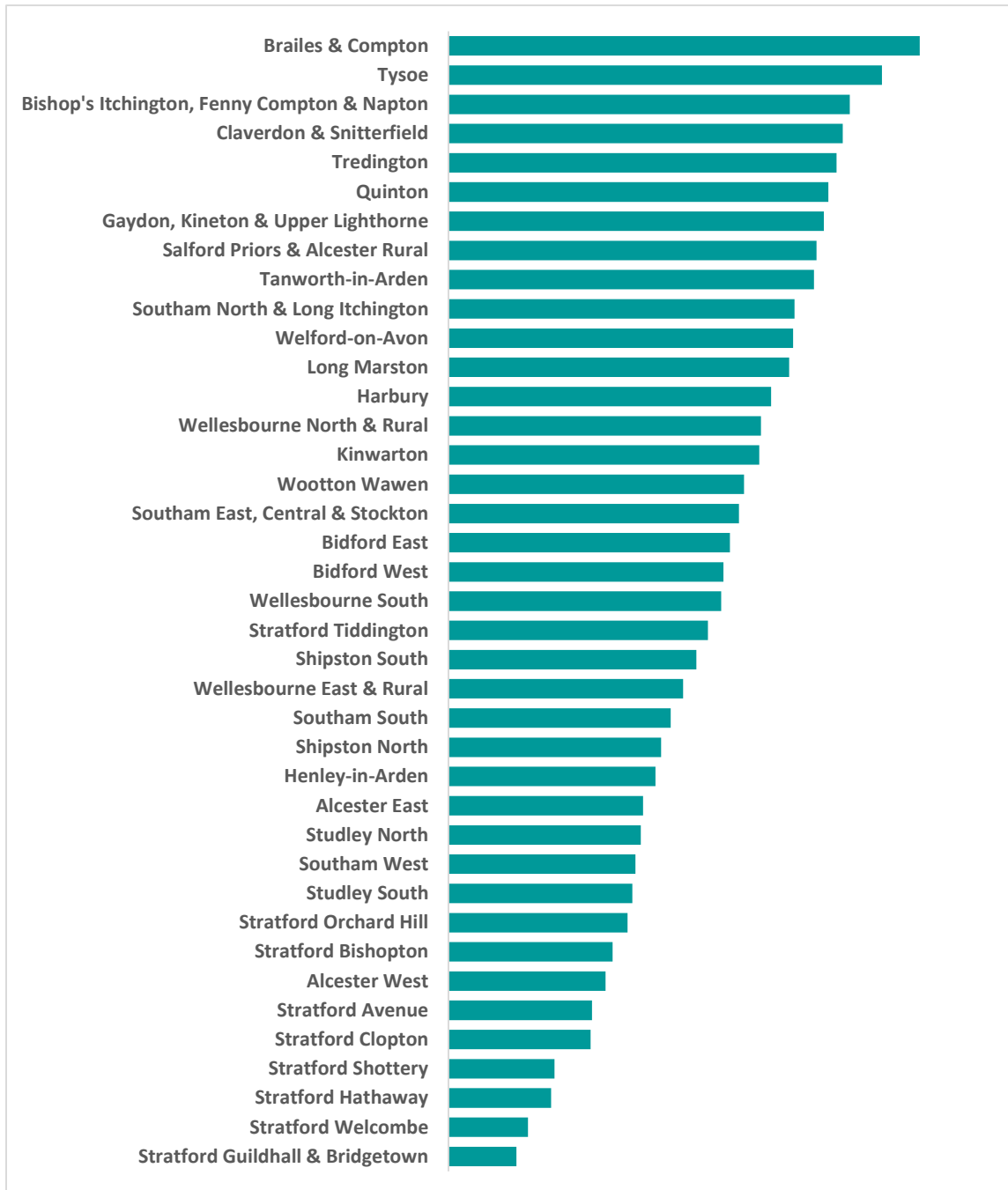
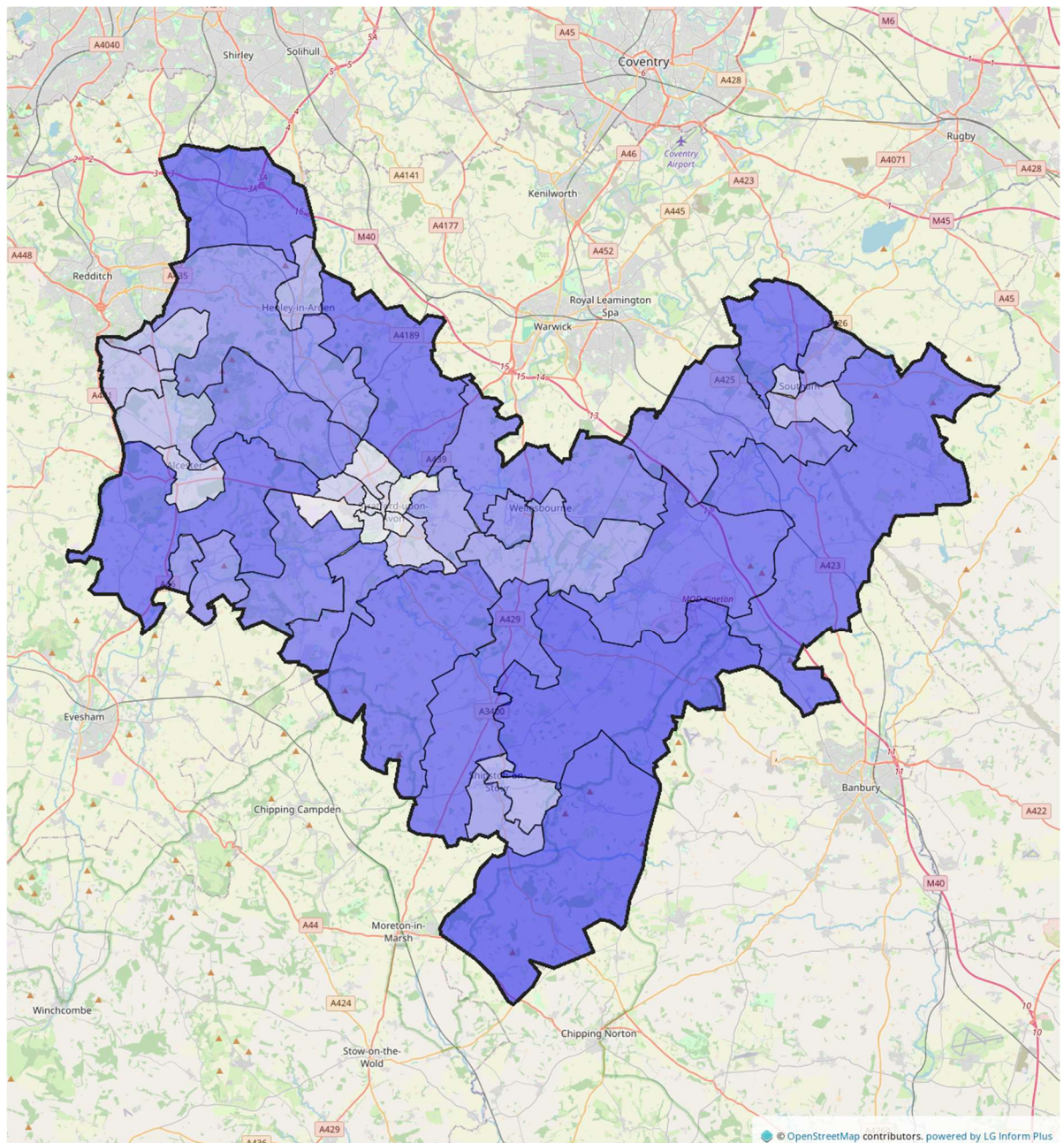


Figure 41: Barriers to Housing & Services deciles by ward (darker = more deprived)



IMD: Barriers to Housing and Services - score (2025)

- $\geq 37.846 \leq 59.291$
- $\geq 31.702 < 37.846$
- $\geq 27.290 < 31.702$
- $\geq 24.055 < 27.290$
- $\geq 21.251 < 24.055$
- $\geq 18.953 < 21.251$
- $\geq 16.530 < 18.953$
- $\geq 14.178 < 16.530$
- $\geq 11.234 < 14.178$
- $\geq 2.425 < 11.234$

Living Environment Domain

The three most deprived wards for Living Environment are:

- Wootton Wawen
- Brailes & Compton
- Gaydon, Kineton & Upper Lighthorne

The three least deprived wards for Living Environment are:

- Long Marston
- Shipston South
- Stratford Clopton

Stratford-on-Avon as a whole is ranked number 44 out of all 164 districts for Living Environment.

Table 41: Top 10 Most deprived wards within Stratford-on-Avon – Living Environment

Ward	IMD: Living Environment Deprivation - score	
	2025	
	Score	Rank within Stratford-on-Avon Wards
Wootton Wawen	72.683	1
Brailes & Compton	56.139	2
Gaydon, Kineton & Upper Lighthorne	43.355	3
Tysoe	38.616	4
Tanworth-in-Arden	34.591	5
Tredington	34.127	6
Claverdon & Snitterfield	31.415	7
Kinwarton	29.010	8
Bishop's Itchington, Fenny Compton & Napton	26.992	9
Welford-on-Avon	26.076	10

Table 42: Top 10 Least deprived wards within Stratford-on-Avon – Living Environment

Ward	IMD: Living Environment Deprivation - score	
	2025	
	Score	Rank within Stratford-on-Avon Wards
Bidford East	6.580	30
Alcester East	6.189	31
Wellesbourne South	4.823	32
Stratford Hathaway	4.434	33
Stratford Bishopton	2.781	34
Stratford Orchard Hill	2.719	35
Southam South	2.286	36
Stratford Clopton	1.853	37
Shipston South	1.102	38
Long Marston	0.628	39

Figure 42: Relative Living Environment deprivation across wards of Stratford-on-Avon, greatest to least

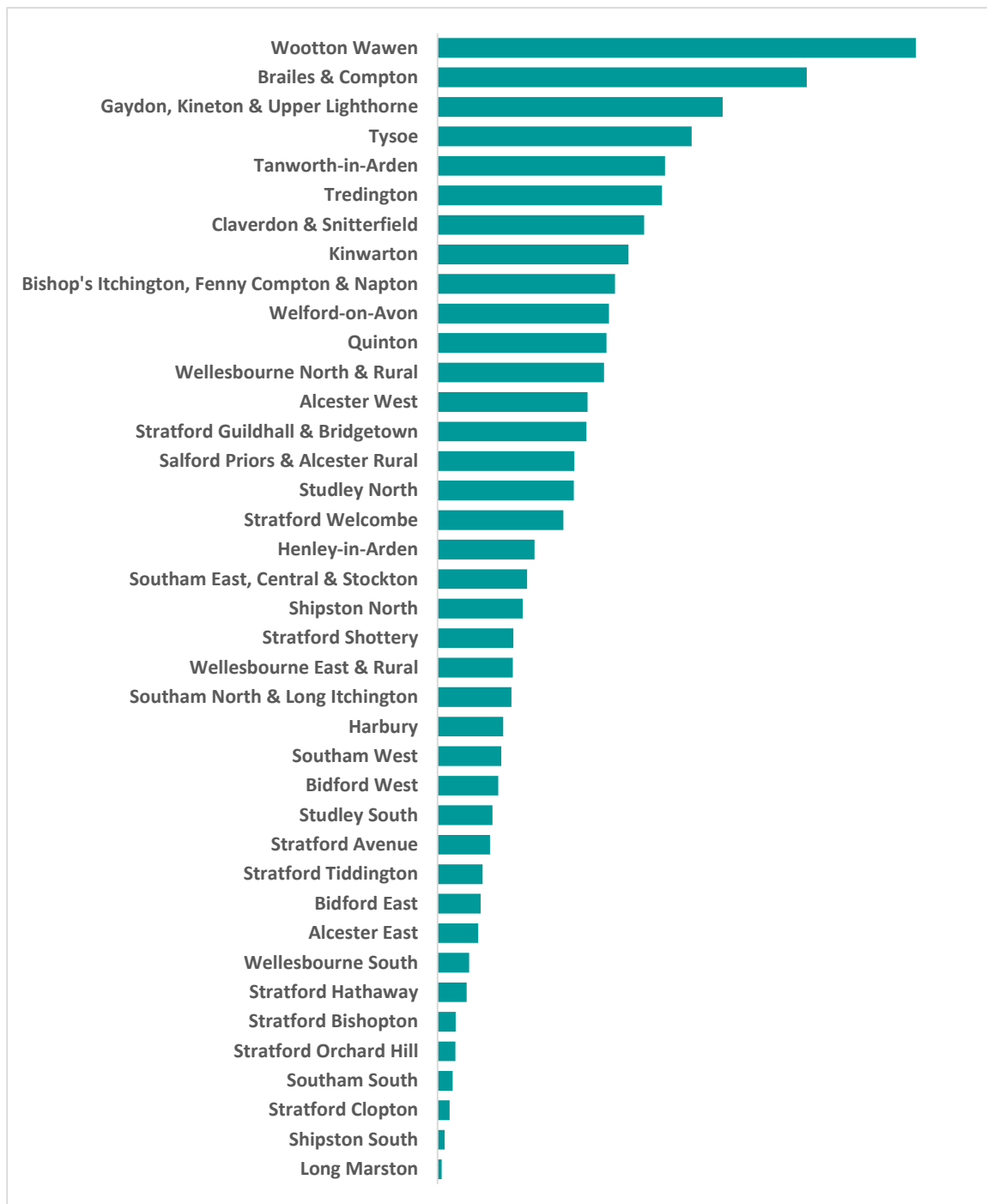
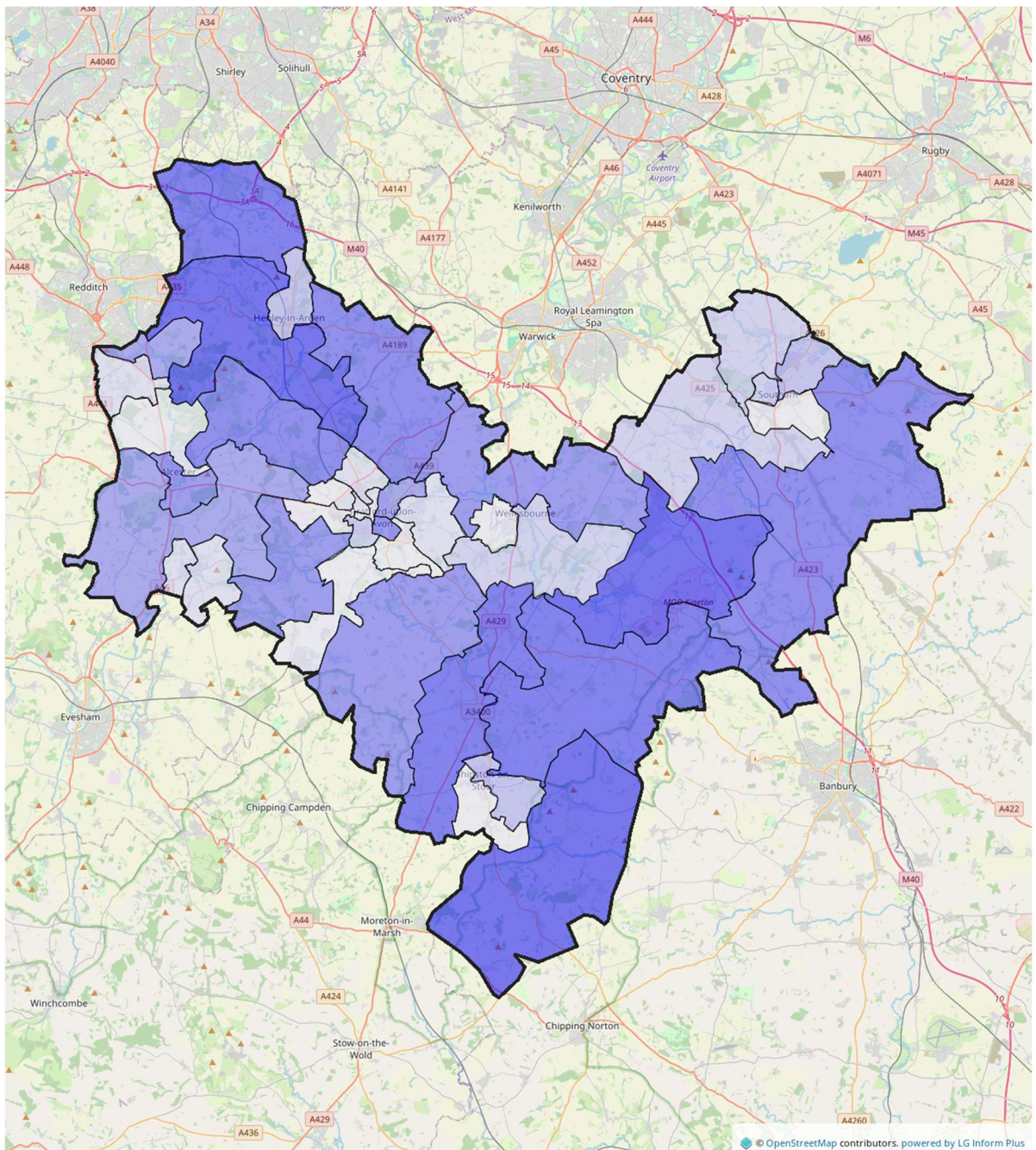


Figure 43: Living Environment deciles by ward (darker = more deprived)



IMD: Living Environment Deprivation - score (2025)

- $\geq 40.551 \leq 75.033$
- $\geq 32.969 < 40.551$
- $\geq 26.737 < 32.969$
- $\geq 21.900 < 26.737$
- $\geq 17.956 < 21.900$
- $\geq 11.965 < 14.769$
- $\geq 9.361 < 11.965$
- $\geq 6.412 < 9.361$
- $\geq 0.407 < 6.412$