



# Growing Opportunities

## Stratford-on-Avon District Data

Updated March 2025



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# Contextual information

Stratford-on-Avon District's Growing Opportunities Plan 2023-2025 is underpinned by evidence and data. In forming the original data appendix, we were guided in our approach, firstly, by the data metrics that underpin the previous government's 12 Levelling Up missions. These are hosted on the [ONS subnational indicators explorer](#). Where the missions have been used, not all of their metrics are available at the spatial level of a district and borough, and so alternative metrics were used. Furthermore, in some cases, alternative metrics were used which were better felt to capture local circumstances.

The two main sources of evidence which helped generate an overview of Stratford-on-Avon District were:

1. The underpinning metrics behind the Conservative government's Levelling Up white paper, published in February 2022, many of which are hosted on the [ONS subnational indicators explorer website](#). Details about the metrics can be obtained from the [white paper's Technical Annex](#)
2. The [2019 Indices of Deprivation](#) – these indices of deprivation measure relative deprivation in small areas in England called lower-layer super output areas (LSOAs), or neighbourhoods. The Index of Multiple Deprivation, combines information from the seven domains that make up the indices.

This data pack has been updated to inform the updated plan – retaining many of the existing metrics but also adding new data that is potentially of interest.

NOTE: Following Census 2021 three LSOAs in Stratford-on-Avon District have been split due to increasing populations linked

LSOA 2011	LSOA 2021	LSOA 2011	LSOA 2021	LSOA 2011	LSOA 2021
The Avenue	<ul style="list-style-type: none"><li>• Royals, Grains &amp; Oakleigh</li><li>• Bishopton Leys &amp; The Avenue</li></ul>	Wellesbourne East, Walton & Airfield	<ul style="list-style-type: none"><li>• Wellesbourne East</li><li>• Wellesbourne - Mountford Airfield</li></ul>	Quinton	<ul style="list-style-type: none"><li>• Long Marston, Atherstone &amp; Preston on Stour</li><li>• Meon Vale</li><li>• The Quintons</li></ul>

# Headline metrics for the Original Levelling Up missions

Levelling Up Mission	Headline metrics	Period	Stratford	England
Living standards	Gross value added (GVA) per hour worked (£)	2022	39.5	40.3
	Gross median weekly pay (£)	2024	624	619
	Employment rate for 16 to 64 year olds (%)	2023	85.3	76
Transport infrastructure	Average travel time to nearest large employment centre by public transport or walking (minutes)	2019	14.7	11.4
	Average travel time to nearest large employment centre by car (minutes)	2019	8.0	7.6
	Average travel time to nearest large employment centre by cycle (minutes)	2019	11.4	9.9
Digital connectivity	% of premises with gigabit-capable broadband	2024	75.6	82.5
	% of 4G coverage by at least one mobile network operator	2024	100.0	98.7
Education	% of pupils meeting expected standard in reading, writing and maths by end of primary school (KS2)*	2023/24	64	61
	% of young people achieving GCSEs (and equivalent qualifications) in English and maths by age 19	2022/23	86.2	78.0
Skills	Apprenticeship starts (rate per 100,000 population)	2023/24	845	937
	Apprenticeship achievements (rate per 100,000 population)	2023/24	441	492
	Proportion of the population aged 16 – 64 with level 3+ qualifications (%)	2023	77.4	67.4
	19+ further education and skills participation (rate per 100,000 population)	2023/24	3443	5347

Coloured cells indicate where the metric is statistically significantly different from the score of the median local authority ■ = negative ■ = positive. *Source: ONS Subnational Indicator Explorer, March 2023*

# Headline metrics for the Levelling Up missions

Levelling Up Mission	Headline metrics	Period	Stratford	England
Health	Life expectancy at birth – males*	2021-23	81.2	79.1
	Life expectancy at birth – females*	2021-23	84.9	83.1
	% of adults that currently smoke cigarettes	2023	10.4	11.6
	Proportion of children overweight or obese at reception age (aged four to five years) (%)	2023/24	19	22
	Proportion of children overweight or obese at Year 6 age (aged 10 to 11 years) (%)	2023/24	29.2	35.9
	Proportion of adults (18+) overweight or obese (%)*	2022/23	62.6	64
	Proportion of cancers diagnosed at stages 1 and 2 (%)	2021	53.4	54.4
	Under 75 mortality rate from cardiovascular diseases considered preventable (per 100,000 population)	2021-23	20.5	30.5
Wellbeing	Average life satisfaction (rating – score out of 10)	22/23	7.7	7.4
	Average feeling that things done in life are worthwhile (rating – score out of 10)	22/23	7.8	7.7
	Average happiness (rating – score out of 10)	22/23	7.6	7.4
	Average anxiety (rating – score out of 10)	22/23	3.3	3.2
Pride in place	Level of involvement in local community (qualitative rating)*	2022	67.6% involved either 'to some extent' or 'very active'	N/A
Housing	Net additions to the housing stock (rate per 1,000 stock)	2023/24	15	9
Crime	Recorded crime rate for neighbourhood crime (per 1,000 population)*	3/22 – 2/23	60.8	84.5

Coloured cells indicate where the metric is statistically significantly different from the score of the median local authority ■ = negative ■ = positive. *Source: ONS Subnational Indicator Explorer, March 2023*  
 Metrics indicated with an \* are sourced from elsewhere.

# Index of Multiple Deprivation 2019 Stratford-on-Avon District

Summary of data

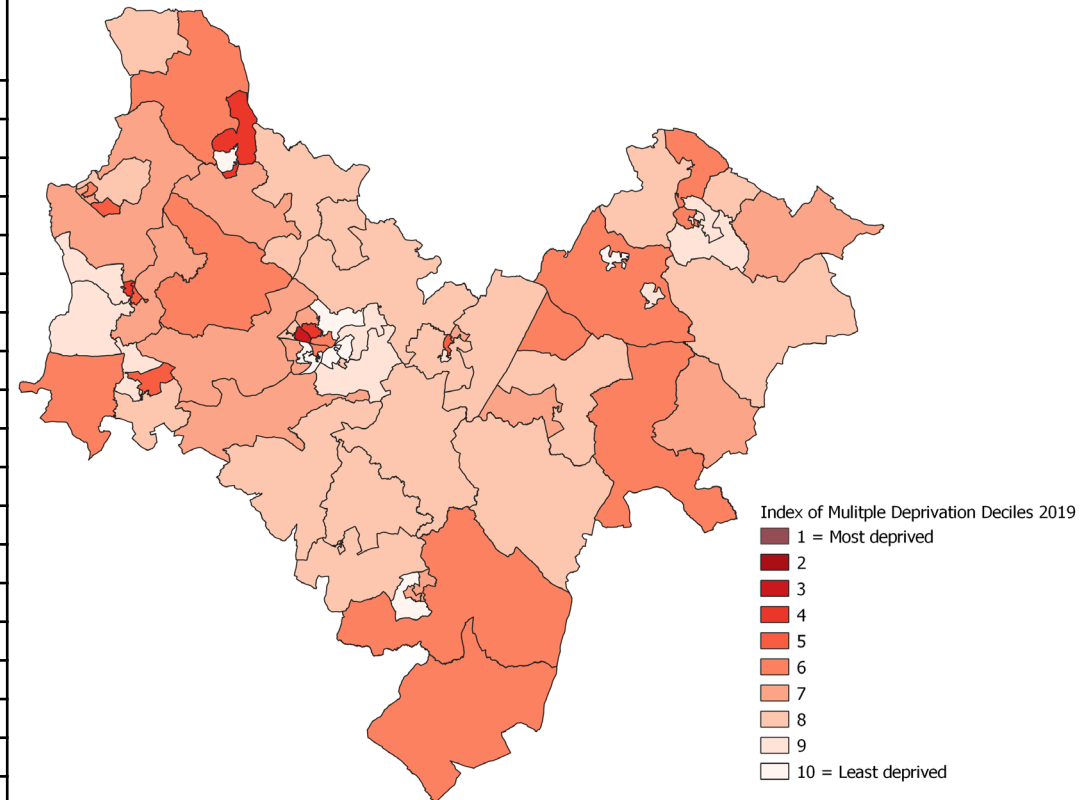
*Note updated IMD data is due to be published in late 2025.*

# Index of Multiple Deprivation (IMD) 2019

- In 2019, there were **73** Lower Super Output Areas (LSOAs) in Stratford-on-Avon District. Of these, **1** was in the **30%** most deprived LSOAs in England. There were no LSOAs in the most deprived 10% or 20% of LSOAs
- In 2015, there were **no** LSOAs in the 30% most deprived LSOAs in England. Between 2015 and 2019, for all LSOAs in Stratford-on-Avon, **37** LSOAs had become relatively more deprived, with **14** LSOAs moving into a more deprived decile.

*The 20 most deprived LSOAs in Stratford-on-Avon District in 2019 and rank in 2015:*

LSOA name	IMD Rank 2019 (1 is most deprived)	IMD Decile 2019 (1 is most deprived 10% of LSOAs)	IMD Rank and Decile 2015		Change 2015 to 2019
Stratford Mount Pleasant East	9,586	3	11,322	4	↑
Alcester North & Conway	12,190	4	11,540	4	↓
Maybird	13,014	4	12,626	4	↓
Henley East & Beaudesert	13,051	4	15,287	5	↑
Studley South	13,226	5	14,213	5	↑
Alcester East & Island	13,537	5	13,284	5	↓
Bidford East, Waterloo & Broom	14,060	5	13,782	5	↓
Wellesbourne West	15,019	5	16,460	6	↑
Deppers Bridge, Chester & Kings	16,796	6	18,817	6	↑
Long Compton	16,846	6	17,027	6	↑
Stratford Old Town & Town Centre South	17,145	6	17,006	6	↓
Dunnington & Salford Priors	17,549	6	19,543	6	↑
Studley North	17,890	6	17,316	6	↓
Lighthorne & Lighthorne Heath	18,039	6	16,444	6	↓
Burton Dassett	18,243	6	20,203	7	↑
Tanworth	18,692	6	21,822	7	↑
Southam West	18,711	6	18,080	6	↓
Long Itchington East	18,772	6	16,897	6	↑
Aston Cantlow	18,991	6	18,339	6	↓
Stratford upon Avon Town Centre North	19,597	6	18,395	6	↓



# Index of Multiple Deprivation (IMD) 2019

- The table summarises the Index of Multiple Deprivation (IMD) for Stratford-on-Avon, showing the 10 most deprived areas for the combined IMD, each individual domain and the two supplementary indices

RANK	Index of Multiple Deprivation (IMD)	Domains and % contribution to Index of Multiple Deprivation							Supplementary Indices	
		Income	Employment	Education, Skills & Training	Health Deprivation & Disability	Crime	Barriers to Housing & Services	Living Environment	IDACI (Income deprivation affecting children)	IDAOP1 (Income deprivation affecting older people)
		-	22.50%	22.50%	13.50%	13.50%	9.30%	9.30%	9.30%	-
1	Stratford Mount Pleasant East	Alcester East & Island	Stratford Mount Pleasant East	Alcester North & Conway	Stratford Mount Pleasant East	Stratford Old Town & Town Centre South	Long Compton	Burton Dassett	Lighthorne & Lighthorne Heath	Alcester North & Conway
2	Alcester North & Conway	Alcester North & Conway	Alcester North & Conway	Studley South	Studley South	Henley East & Beaudesert	Burton Dassett	Brailes	Alcester East & Island	Alcester East & Island
3	Maybird	Stratford Mount Pleasant East	Alcester East & Island	Wellesbourne West	Maybird	Deppers Bridge, Chester & Kings	Ladbroke & Priors	Long Compton	Wellesbourne West	Southam West
4	Henley East & Beaudesert	Henley East & Beaudesert	Maybird	Bidford East, Waterloo & Broom	Wellesbourne West	Earlswood	Brailes	Fenny Compton, Farnborough & Avon Dassett	Henley East & Beaudesert	Henley East & Beaudesert
5	Studley South	Studley South	Henley East & Beaudesert	Stratford Mount Pleasant East	Wellesbourne North	Sambourne	Tanworth	Kineton, Chadshunt & Compton Verney	Studley South	Studley South
6	Alcester East & Island	Maybird	Studley South	Maybird	Henley East & Beaudesert	Tanworth	Bardon	Stratford upon Avon Town Centre North	Studley North	Bidford East, Waterloo & Broom
7	Bidford East, Waterloo & Broom	Studley North	Wellesbourne North	Alcester East & Island	Stratford Old Town & Town Centre South	Stratford Mount Pleasant West	Moreton Morrell, Ashorne & Newbold Pacey	Napton on the Hill	Southam West	Maybird
8	Wellesbourne West	Bidford East, Waterloo & Broom	Studley North	Southam West	Alcester North & Conway	Bardon	Aston Cantlow	Stratford Old Town & Town Centre South	Stratford Mount Pleasant East	Studley North
9	Deppers Bridge, Chester & Kings	Southam West	Bidford East, Waterloo & Broom	Henley East & Beaudesert	Shipston West & Town Centre	Long Itchington East	Hampton Lucy & Fulbrook	Aston Cantlow	Alcester North & Conway	Stratford Mount Pleasant East
10	Long Compton	Wellesbourne West	Studley West & Common	Shipston West & Town Centre	Long Itchington East	Studley North	Vale of the Red Horse	Tanworth	Shipston West & Town Centre	Stratford Old Town & Town Centre South

■ 10% most deprived (decile 1)
 ■ 20% most deprived (decile 2)
 ■ 30% most deprived (decile 3) in England

# IMD 2019 Income Domain

- In the Income domain Alcester East & Island is the most deprived LSOA and is in the 30% most deprived LSOAs in England for this domain. In total, 14 of the LSOAs in the 20 overall most deprived (measured by IMD) are included with six other LSOAs appearing in the 20 most deprived in the income domain. These are highlighted in the table.

*The 20 most deprived LSOAs in the Income Domain in Stratford-on-Avon District in 2019:*

LSOA name	Income Rank (where 1 is most deprived)	Income Decile (where 1 is most deprived 10% of LSOAs)
Alcester East & Island	9,498	3
Alcester North & Conway	9,969	4
Stratford Mount Pleasant East	9,970	4
Henley East & Beaudesert	10,833	4
Studley South	11,663	4
Maybird	12,146	4
Studley North	12,225	4
Bidford East, Waterloo & Broom	12,429	4
Southam West	13,135	4
Wellesbourne West	13,884	5
Shipston West & Town Centre	14,359	5
Lighthorne & Lighthorne Heath	14,639	5
Kineton Castle, Lt Kineton & Combrook	16,806	6
The Avenue	17,543	6
Stratford Old Town & Town Centre South	17,602	6
Dunnington & Salford Priors	17,931	6
Bridgetown South East	18,404	6
Wellesbourne North	18,425	6
Shipston North	18,544	6
Deppers Bridge, Chester & Kings	18,725	6



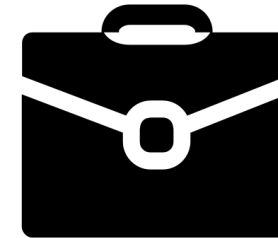
The Income Domain measures the proportion of the population experiencing deprivation relating to low income  
Makes up 22.5% of IMD

# IMD 2019 Employment Domain

- In the Employment domain Stratford Mount Pleasant East is the most deprived LSOA and is in the 20% most deprived in England, Alcester North & Conway is in the 30% most deprived. In total, 13 of the LSOAs in the 20 overall most deprived (measured by IMD) are included. Seven other LSOAs appear in the 20 most deprived in the employment domain. These are highlighted in the table.

*The 20 most deprived LSOAs in the Employment Domain in Stratford-on-Avon District in 2019:*

LSOA name	Employment Rank (where 1 is most deprived)	Employment Decile (where 1 is most deprived 10% of LSOAs)
Stratford Mount Pleasant East	5,275	2
Alcester North & Conway	8,978	3
Alcester East & Island	9,915	4
Maybird	10,650	4
Henley East & Beaudesert	12,671	4
Studley South	13,396	5
Wellesbourne North	13,827	5
Studley North	13,920	5
Bidford East, Waterloo & Broom	14,117	5
Studley West & Common	16,398	5
Long Itchington East	16,456	6
Shipston North	16,691	6
Deppers Bridge, Chester & Kings	16,874	6
Stratford Old Town & Town Centre South	17,230	6
Kineton Castle, Lt Kineton & Combrook	17,686	6
Wellesbourne West	17,878	6
Shottery North & Racecourse	18,066	6
Lighthorne & Lighthorne Heath	18,407	6
Bishopston	18,701	6
Shipston West & Town Centre	18,763	6



The Employment Domain measures the proportion of the working age population in an area involuntarily excluded from the labour market. Makes up 22.5% of IMD.

# IMD 2019 Education, Skills and Training Domain

- In the Education, Skills and Training domain, Alcester North & Conway is the most deprived LSOA and is in the 20% most deprived in England along with Studley South. A further five LSOAs are in the 30% most deprived. In total 13 of the LSOAs in the 20 overall most deprived (measured by IMD) are included. Seven other LSOAs appear in the 20 most deprived in the education, skills and training domain. These are highlighted in the table.

***The 20 most deprived LSOAs in the Education, Skills and Training Domain in Stratford-on-Avon District in 2019:***

LSOA name	Education, Skills and Training Rank (where 1 is most deprived)	Education, Skills and Training Decile (where 1 is most deprived 10% of LSOAs)
Alcester North & Conway	5,137	2
Studley South	6,153	2
Wellesbourne West	7,741	3
Bidford East, Waterloo & Broom	8,852	3
Stratford Mount Pleasant East	9,316	3
Maybird	9,538	3
Alcester East & Island	9,826	3
Southam West	13,468	5
Henley East & Beaudesert	14,306	5
Shipston West & Town Centre	15,362	5
Studley North	17,337	6
Studley East & Priory	17,661	6
Deppers Bridge, Chester & Kings	17,719	6
Shipston North	17,866	6
The Avenue	18,532	6
Dunnington & Salford Priors	19,243	6
Southam North	20,340	7
Stockton	20,621	7
Bishopton	20,638	7
Lighthorne & Lighthorne Heath	20,711	7



The Educational, Skills and Training Domain measures the lack of attainment and skills in the local population  
Makes up 13.5% of IMD

# IMD 2019 Health Deprivation and Disability

- In the Health Deprivation and Disability domain Stratford Mount Pleasant East is the most deprived LSOA and is in the 20% most deprived LSOAs in England. In total, 13 of the LSOAs in the 20 overall most deprived (measured by IMD) are included. Seven other LSOAs appear in the 20 most deprived in the Health Deprivation and Disability domain. These are highlighted in the table.

*The 20 most deprived LSOAs in the Health Deprivation and Disability Domain in Stratford-on-Avon District in 2019:*

LSOA name	Health Deprivation and Disability Rank (where 1 is most deprived)	Health Deprivation and Disability Decile (where 1 is most deprived 10% of LSOAs)
Stratford Mount Pleasant East	6,368	2
Studley South	10,514	4
Maybird	10,788	4
Wellesbourne West	12,547	4
Wellesbourne North	12,597	4
Henley East & Beaudesert	12,714	4
Stratford Old Town & Town Centre South	14,266	5
Alcester North & Conway	14,760	5
Shipston West & Town Centre	15,041	5
Long Itchington East	16,173	5
Studley North	16,364	5
Bidford East, Waterloo & Broom	17,127	6
Alcester East & Island	17,474	6
Lighthorne & Lighthorne Heath	17,554	6
Dunnington & Salford Priors	17,622	6
Studley West & Common	18,544	6
Shipston North	18,691	6
Stockton	20,411	7
Kineton Castle, Lt Kineton & Combrook	20,912	7
Fenny Compton, Farnborough & Avon Dassett	21,480	7



The Health Deprivation and Disability Domain measures the risk of premature death and the impairment of quality of life through poor physical or mental health. Makes up 13.5% of IMD

# IMD 2019 Crime Domain

- In the Crime domain Stratford Old Town & Town Centre South is the most deprived LSOA and is in the 40% most deprived in England. Eleven of the LSOAs in the 20 overall most deprived (measured by IMD) are included. Nine other LSOAs appear in the 20 most deprived in the Crime domain. These are highlighted in the table.

*The 20 most deprived LSOAs in the Crime Domain in Stratford-on-Avon District in 2019:*

LSOA name	Crime Rank (where 1 is most deprived)	Crime Decile (where 1 is most deprived 10% of LSOAs)
Stratford Old Town & Town Centre South	10,860	4
Henley East & Beaudesert	11,562	4
Deppers Bridge, Chester & Kings	13,213	5
Earlswood	13,667	5
Sambourne	13,669	5
Tanworth	14,423	5
Stratford Mount Pleasant West	14,425	5
Bardon	14,779	5
Long Itchington East	15,387	5
Studley North	15,814	5
Stratford upon Avon Town Centre North	15,882	5
Maybird	17,018	6
Southam West	17,086	6
Studley East & Priory	17,349	6
Bridgetown South East	18,322	6
Shottery North & Racecourse	18,468	6
Bidford South, Marcliff & Barton	18,548	6
Stratford Mount Pleasant East	18,603	6
The Avenue	18,849	6
Alcester East & Island	19,014	6



The Crime domain measures the risk of personal and material victimisation at local level. Makes up 9.3% of IMD

# IMD 2019 Barriers to Housing and Services Domain

- In the Barriers to Housing and Services domain Long Compton is the most deprived LSOA and is in the **1%** most deprived in England, a further **11** LSOAs are in the most deprived **10%** of LSOAs. Only four of the LSOAs in the 20 overall most deprived (measured by IMD) are included. Sixteen other LSOAs appear in the 20 most deprived in the Barriers to Housing and Services domain. These are highlighted in the table.

*The 20 most deprived LSOAs in the Barriers to Housing and Services Domain in Stratford-on-Avon District in 2019:*

LSOA name	Barriers to Housing and Services Rank (where 1 is most deprived)	Barriers to Housing and Services Decile (where 1 is most deprived 10% of LSOAs)
Long Compton	138	1
Burton Dassett	748	1
Ladbroke & Priors	1,181	1
Brailes	1,280	1
Tanworth	1,722	1
Bardon	1,754	1
Moreton Morrell, Ashorne & Newbold Pacey	2,018	1
Aston Cantlow	2,121	1
Hampton Lucy & Fulbrook	2,170	1
Vale of the Red Horse	2,637	1
Ettington	2,703	1
Snitterfield & Wolverton	2,922	1
Claverdon	3,324	2
Tredington & Blackwell	3,595	2
Newbold-on-Stour, Ilmington East & Whitchurch	3,789	2
Wellesbourne South	3,967	2
Long Itchington West & Ufton	4,312	2
Sambourne	4,316	2
Earlswood	4,399	2
Welford	5,513	2



The Barriers to Housing and Services domain measures the physical and financial accessibility of housing and local services. Makes up 9.3% of IMD

# IMD 2019 Barriers to Housing and Services – Geographical sub-domain

- In the Barriers to Housing and Services – Geographical sub-domain Long Compton is the most deprived LSOA and is in the **1%** most deprived in England, a further **22** LSOAs are in the most deprived **10%** of LSOAs . Only four of the LSOAs in the 20 overall most deprived (measured by IMD) are included. Sixteen other LSOAs appear in the 20 most deprived in the Barriers to Housing and Services – Geographical sub-domain. These are highlighted in the table.

*The 20 most deprived LSOAs in the Barriers to Housing and Services Domain in Stratford-on-Avon District in 2019:*

LSOA name	Barriers to Housing and Services Rank (where 1 is most deprived)	Barriers to Housing and Services Decile (where 1 is most deprived 10% of LSOAs)
Long Compton	88	1
Burton Dassett	399	1
Tanworth	693	1
Brailes	703	1
Ladbroke & Priors	792	1
Aston Cantlow	881	1
Bardon	897	1
Hampton Lucy & Fulbrook	1,042	1
Ettington	1,098	1
Moreton Morrell, Ashorne & Newbold Pacey	1,162	1
Claverdon	1,232	1
Vale of the Red Horse	1,272	1
Snitterfield & Wolverton	1,370	1
Newbold-on-Stour, Ilmington East & Whitchurch	1,424	1
Wellesbourne South	1,475	1
Tredington & Blackwell	1,516	1
Sambourne	1,578	1
Earlswood	1,625	1
Long Itchington West & Ufton	1,769	1
Welford	2,418	1



The Barriers to Housing and Services – Geographical sub-domain relates to the physical proximity of local services. Makes up 9.3% of IMD along with the ‘Wider barriers’ sub-domain.

# IMD 2019 Living Environment Domain

- In the Living Environment domain Burton Dassett is the most deprived LSOA and is in the 10% most deprived in England along with six other LSOAs. An additional nine LSOAs are in the most deprived 20%. Just eight of the LSOAs in the 20 overall most deprived (measured by IMD) are included. Twelve other LSOAs appear in the 20 most deprived in the Living Environment domain. These are highlighted in the table.

*The 20 most deprived LSOAs in the Living Environment Domain in Stratford-on-Avon District in 2019:*

LSOA name	Living Environment Rank (where 1 is most deprived)	Living Environment Decile (where 1 is most deprived 10% of LSOAs)
Burton Dassett	1,543	1
Brailes	2,130	1
Long Compton	2,458	1
Fenny Compton, Farnborough & Avon Dassett	2,560	1
Kineton, Chadshunt & Compton Verney	2,619	1
Stratford upon Avon Town Centre North	2,942	1
Napton on the Hill	3,605	2
Stratford Old Town & Town Centre South	3,792	2
Aston Cantlow	4,122	2
Tanworth	4,311	2
Dunnington & Salford Priors	4,349	2
Quinton	4,361	2
Welford	5,348	2
Wootton Wawen	6,057	2
Vale of the Red Horse	6,118	2
Sambourne	7,523	3
Deppers Bridge, Chester & Kings	7,741	3
Bardon	8,328	3
Newbold-on-Stour, Ilmington East & Whitchurch	8,337	3
Ettington	8,470	3



The Living Environment domain measures the quality of both the 'indoor' and 'outdoor' local environment. Makes up 9.3% of IMD

# IMD 2019 Living Environment – Indoor sub-domain

- In the Living Environment – Indoor sub-domain Burton Dassett is the most deprived LSOA and in total ten LSOAs are in the 10% most deprived in England. Eight of the LSOAs in the 20 overall most deprived (measured by IMD) are included. Twelve other LSOAs appear in the 20 most deprived in the Living Environment – indoor sub-domain. These are highlighted in the table.

*The 20 most deprived LSOAs in the Living Environment Indoor Sub-domain in Stratford-on-Avon District in 2019:*

LSOA name	Living Environment Rank (where 1 is most deprived)	Living Environment Decile (where 1 is most deprived 10% of LSOAs)
Burton Dassett	1,180	1
Brailes	1,300	1
Long Compton	1,358	1
Fenny Compton, Farnborough & Avon Dassett	1,717	1
Stratford upon Avon Town Centre North	1,911	1
Kineton, Chadshunt & Compton Verney	2,209	1
Quinton	2,374	1
Stratford Old Town & Town Centre South	2,510	1
Aston Cantlow	2,683	1
Welford	2,936	1
Napton on the Hill	3,418	2
Vale of the Red Horse	4,251	2
Wootton Wawen	4,355	2
Tanworth	4,558	2
Kinwarton	4,606	2
Lighthorne & Lighthorne Heath	4,691	2
Newbold-on-Stour, Ilmington East & Whitchurch	5,008	2
Ettington	5,134	2
Sambourne	5,493	2
Dunnington & Salford Priors	5,525	2



The Living Environment - Indoor sub-domain measures the quality of housing and includes houses that do not have central heating and homes that fail to meet the Decent Homes standard. Combined with the outdoor sub-domain, makes up 9.3% of IMD.

# IMD 2019 Living Environment – Outdoor sub-domain

- In the Living Environment -Outdoor sub-domain Dunnington & Salford Priors is the most deprived LSOA and in the 20% most deprived in England. Just seven of the LSOAs in the 20 overall most deprived (measured by IMD) are included. Thirteen other LSOAs appear in the 20 most deprived in the Living Environment domain. These are highlighted in the table.

*The 20 most deprived LSOAs in the Living Environment – Outdoor Sub-domain in Stratford-on-Avon District in 2019:*

LSOA name	Living Environment Rank (where 1 is most deprived)	Living Environment Decile (where 1 is most deprived 10% of LSOAs)
Dunnington & Salford Priors	5,399	2
Napton on the Hill	9,666	3
Tanworth	7,753	3
Deppers Bridge, Chester & Kings	6,631	3
Kineton, Chadshunt & Compton Verney	12,315	4
Alveston Hill & Rural	12,081	4
Burton Dassett	15,201	5
Wootton Wawen	15,465	5
Sambourne	14,936	5
Bardon	13,610	5
Fenny Compton, Farnborough & Avon Dassett	18,197	6
Stratford upon Avon Town Centre North	18,996	6
Stratford Old Town & Town Centre South	18,567	6
Aston Cantlow	19,008	6
Vale of the Red Horse	16,495	6
Bidford South, Marlcliff & Barton	19,362	6
Ladbroke & Priors	16,516	6
Hampton Lucy & Fulbrook	17,494	6
Long Itchington West & Ufton	19,671	6
The Avenue	19,351	6



The Living Environment - outdoor sub-domain contains measures of air quality and road traffic accidents.

Combined with the indoor sub-domain, makes up 9.3% of IMD.

# IMD 2019 Supplementary Index - IDACI

- In the Income Deprivation Affecting Children Index (IDACI) Lighthorne & Lighthorne Heath is the most deprived LSOA and is in the 30% most deprived LSOAs in England along with Alcester East & Island and Wellesbourne West. Twelve of the LSOAs in the 20 overall most deprived (measured by IMD) are included. Eight other LSOAs appear in the 20 most deprived in the IDACI. These are highlighted in the table.

*The 20 most deprived LSOAs in the IDACI in Stratford-on-Avon District in 2019:*

LSOA name	Income Deprivation Affecting Children Index (IDACI) Rank (where 1 is most deprived)	Income Deprivation Affecting Children Index (IDACI) Decile (where 1 is most deprived 10% of LSOAs)
Lighthorne & Lighthorne Heath	7,542	3
Alcester East & Island	7,832	3
Wellesbourne West	9,203	3
Henley East & Beaudesert	10,526	4
Studley South	11,515	4
Studley North	11,523	4
Southam West	12,220	4
Stratford Mount Pleasant East	12,342	4
Alcester North & Conway	12,501	4
Shipston West & Town Centre	12,810	4
Bridgetown South East	13,549	5
Maybird	13,771	5
The Avenue	13,830	5
Bidford East, Waterloo & Broom	15,284	5
Kineton Castle, Lt Kineton & Combrook	15,461	5
Bishopton	15,741	5
Dunnington & Salford Priors	17,421	6
Stratford Mount Pleasant West	17,960	6
Shipston North	18,013	6
Kinwarton	18,202	6



The IDACI measures the proportion of all children aged 0 to 15 living in income deprived families

# IMD 2019 Supplementary Index - IDAOPI

- In the Income Deprivation Affecting Older People Index (IDAOPI) Alcester North & Conway is the most deprived LSOA and along with four other LSOAs is in the 40% most deprived in England. Thirteen of the LSOAs in the 20 overall most deprived (measured by IMD) are included. Seven other LSOAs appear in the 20 most deprived in the IDACI. These are highlighted in the table.

*The 20 most deprived LSOAs in the IDAOPI in Stratford-on-Avon District in 2019:*

LSOA name	Income Deprivation Affecting Older People (IDAOPI) Rank (where 1 is most deprived)	Income Deprivation Affecting Older People (IDAOPI) Decile (where 1 is most deprived 10% of LSOAs)
Alcester North & Conway	10,213	4
Alcester East & Island	11,912	4
Southam West	12,302	4
Henley East & Beaudesert	12,536	4
Studley South	12,922	4
Bidford East, Waterloo & Broom	13,530	5
Maybird	14,093	5
Studley North	14,139	5
Stratford Mount Pleasant East	14,956	5
Stratford Old Town & Town Centre South	15,020	5
Shipston West & Town Centre	15,424	5
Dunnington & Salford Priors	17,464	6
Wellesbourne North	17,529	6
Bidford South, Marcliff & Barton	18,600	6
Studley East & Priory	19,083	6
Kineton Castle, Lt Kineton & Combrook	19,200	6
Wellesbourne West	19,203	6
Shipston North	19,409	6
Stratford upon Avon Town Centre North	19,532	6
Bishopton	19,926	7

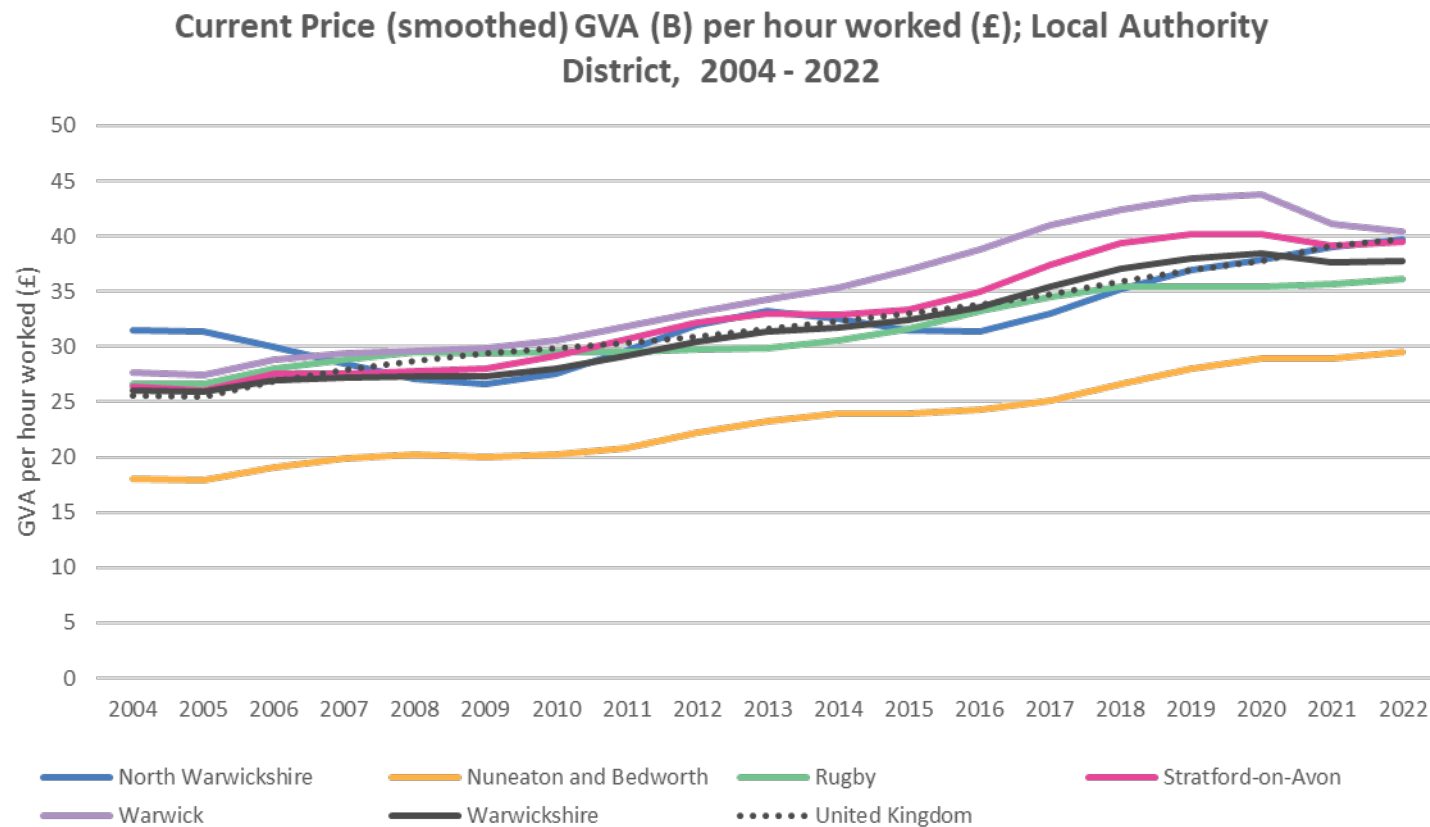


The IDAOPI measures the proportion of those aged 60+ who experience income deprivation

# Communities of Interest Stratford-on-Avon District

# Living standards – GVA per hour worked

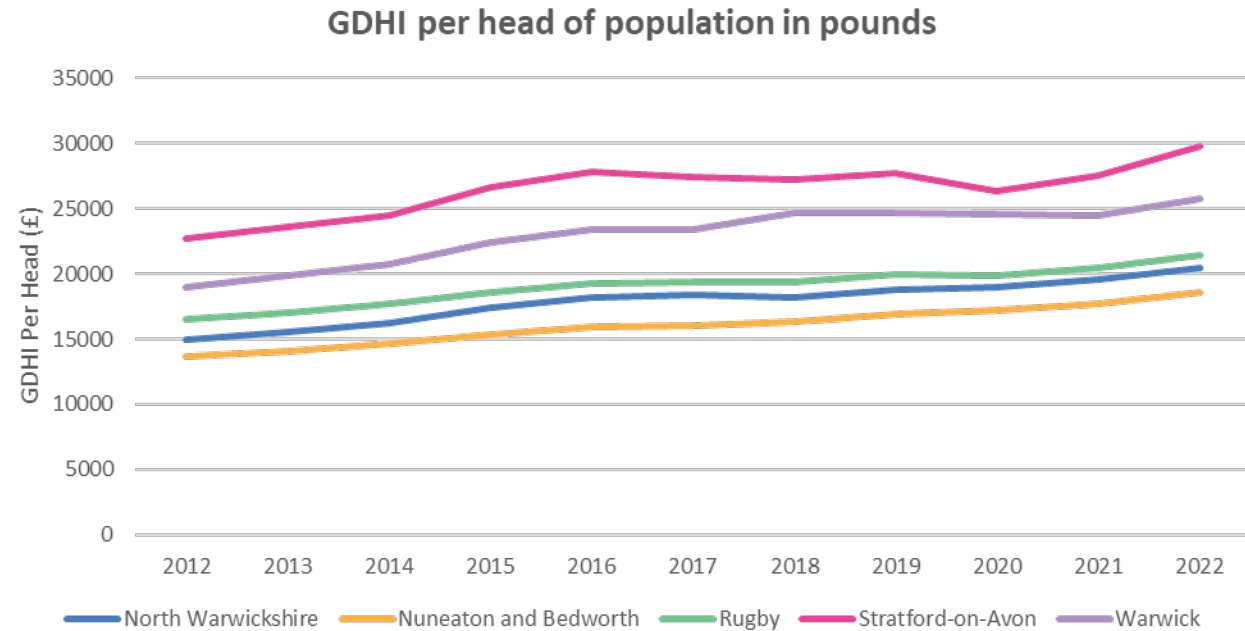
- GVA per hour worked is the preferred measure of labour productivity. In 2022 GVA per hour worked was £39.50 in Stratford on Avon District. This was similar to the UK (£39.70) but higher than Warwickshire (£37.70) (ONS, 2022).



# Living standards – Income

- **Gross Disposable Household Income (GDHI)** is the amount of money an individual person has left for saving or spending after expenditure associated with income (such as taxes and social contributions, property ownership and future pension provision). GDHI is a concept that is seen to reflect the “material welfare” of the household sector.

- In 2022, compared to the Warwickshire average (£23,659) households in Stratford-on-Avon District had **£6,082 more** GDHI per head (£29,741).
- GDHI per head in the district increased by **£2,204** compared to 2021. This was the highest increase of all Warwickshire local authorities.



**In 2024, the Annual Survey of Hours and Earnings (AHSE) provides information about earnings of employees living in an areas:**

- The **median gross weekly pay** for all employee jobs in Stratford-on-Avon District was **£623.90** – this compared to £618.70 in England and £582.90 in the West Midlands.
- 20% of jobs had a gross weekly pay below **£314.20** and 20% had a gross weekly pay above **£984.50**.
- The gross median weekly pay for **males was £726.20** and for **females was £468.50** (for all workers). For full time workers, this was **£815.40 for males** and **£702.70 for females**.

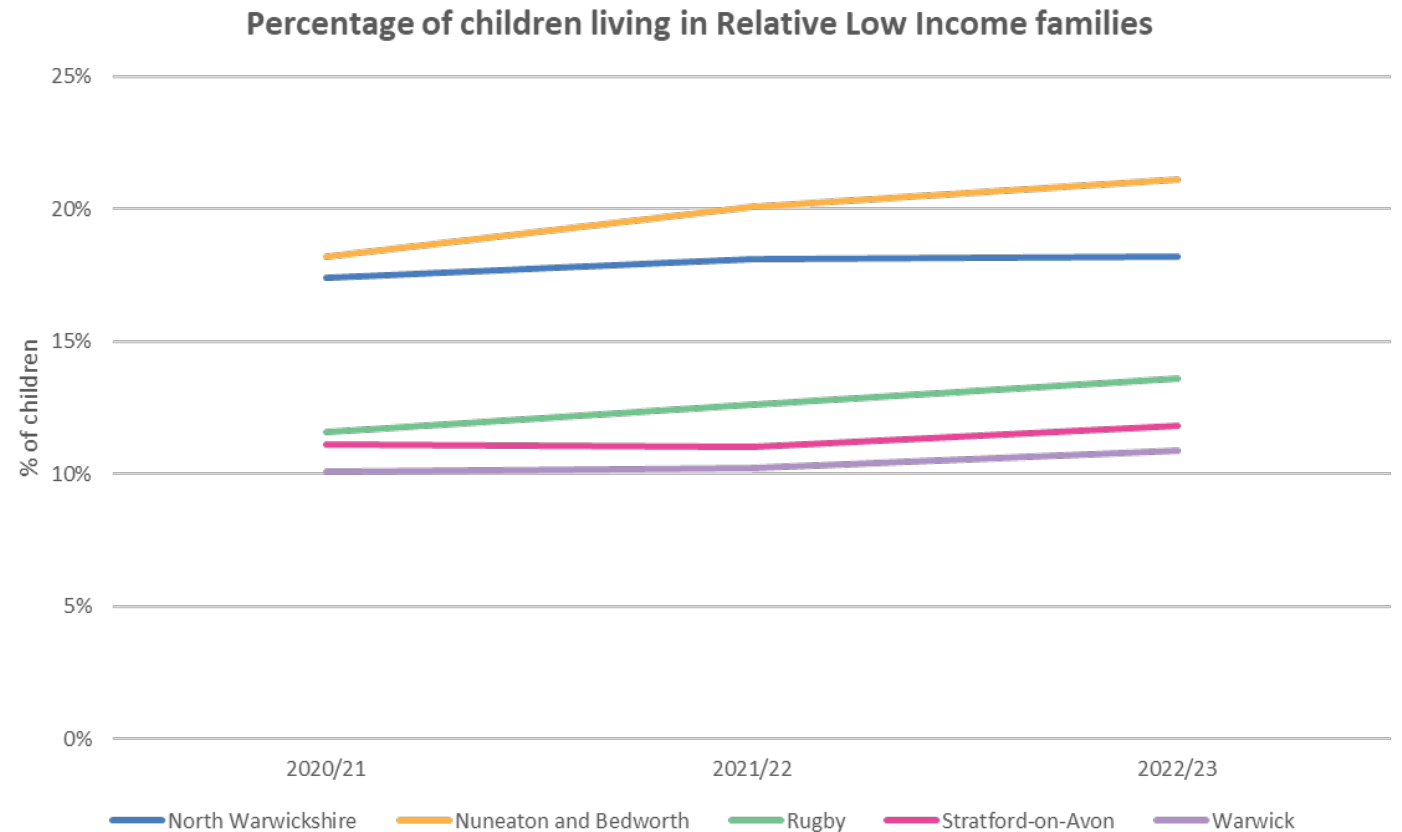
# Living standard – income

## Children living in low income households (Department for Work and Pensions)

In 2022/23, in Stratford-on-Avon District, 11.8% children aged under 16 were living in relative low income families. This proportion was higher than Warwick, but lower than all other districts and boroughs in Warwickshire. The proportion has increased from 11.1% in 2020/21.

The LSOAs (2011) with the highest proportions of children in relative low-income households in 2022/23 were:

LSOA	%	No.
Alcester North & Conway	31.0%	71
Studley South	24.5%	73
Moreton Morrell, Ashorne & Newbold Pacey	21.6%	50
Stratford - Bishopton	20.4%	46
Lighthorne & Lighthorne Heath	18.8%	50
Bridgetown South East	18.8%	48
Wellesbourne West	18.1%	32
Stratford Mount Pleasant East	17.5%	40
Alcester East & Island	17.5%	42
Aston Cantlow	17.3%	39

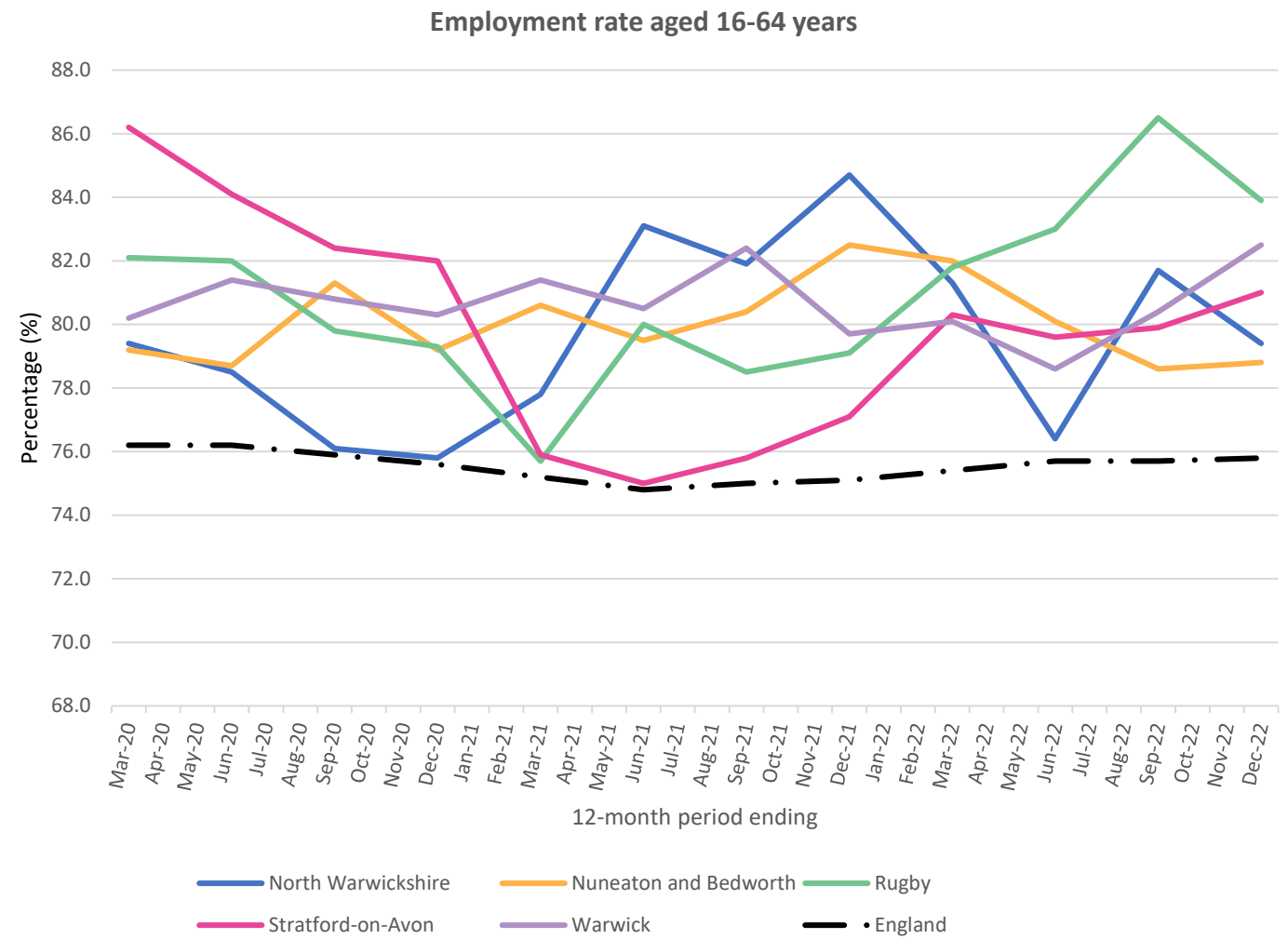


# Living standards – employment

Between October 2023 – September 2024, the **annual employment rate** in Stratford-on-Avon was 83.1%. This decreased from the 12-month average between October 2022 – September 2023 of 85.2%.

The percentage of residents aged 16-64 who were **economically inactive** between October 2023 – September 2024 was **14.2%**. This has increased from the 12-month average between October 2022 – September 2023 of **11.7%**.

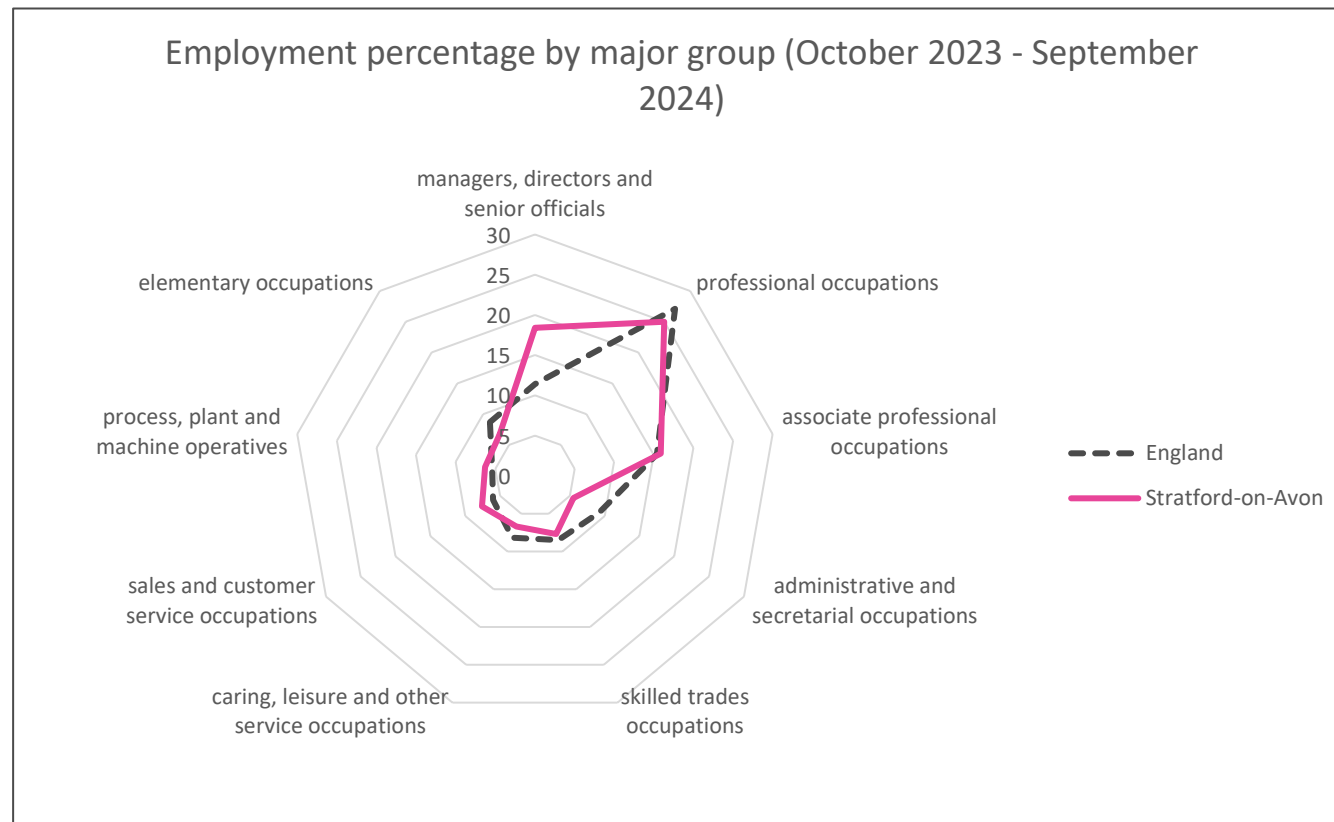
Key employment sectors in 2023 in Stratford-on-Avon were Professional, Scientific and Technical activities (21.3%), Wholesale and retail trade; repair of motor vehicles and motorcycles (13.3%), Accommodation and food service activities (10.7%) (ONS Business Register and Employment Survey)



Source: Nomis, Annual population survey, 2025

# Living standards - employment

- Between October 2023 – September 2024, in Stratford-on-Avon District **67%** of people employed were in skilled employment (SOC 1-3,5). This is higher than the Warwickshire (60.7%) and England (62.4%) average.
- An estimated **6.8%** of those in employment were in an occupation classed as an elementary occupation.

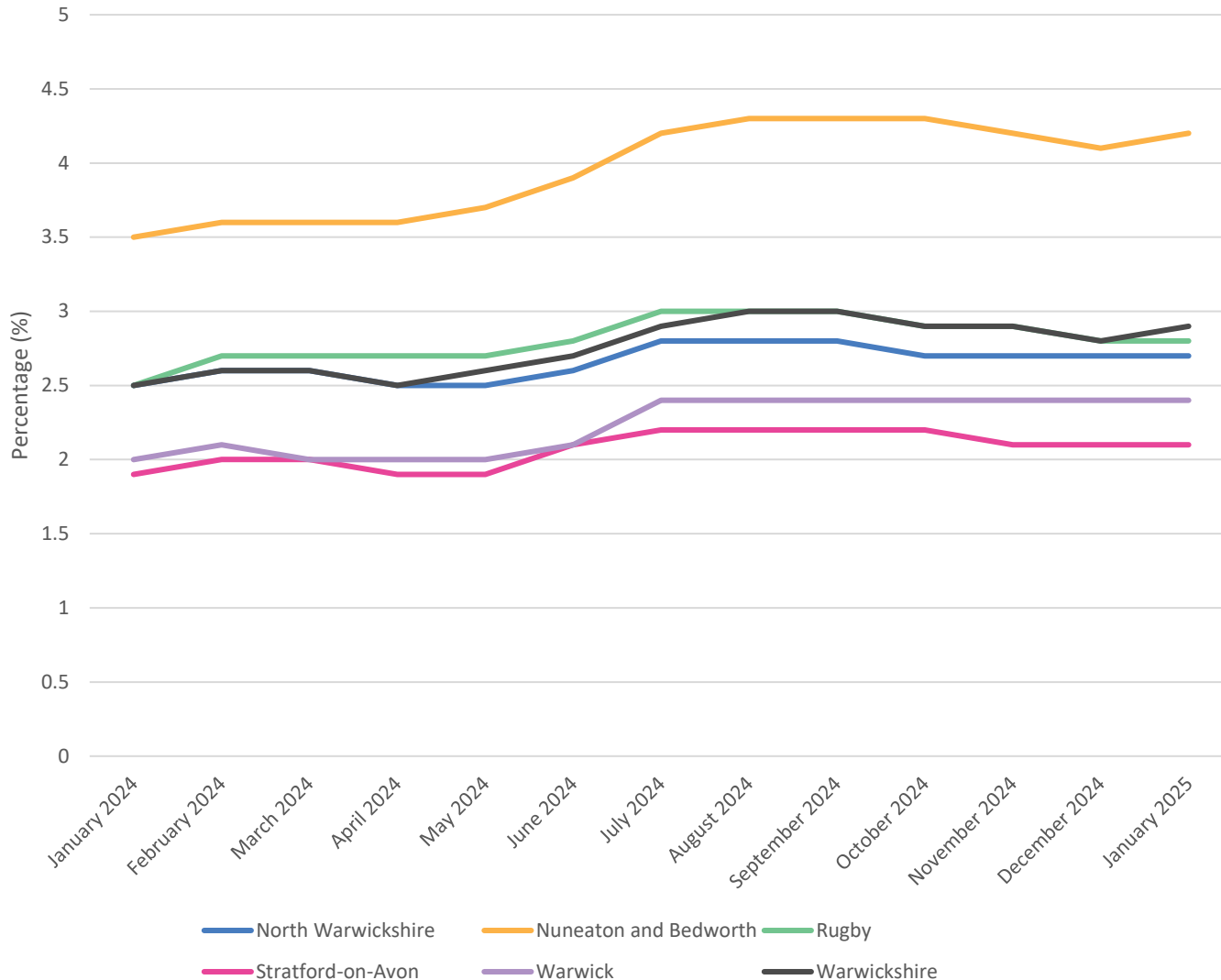


Source: Annual Population Survey 2025

See IMD 'Employment' and 'Education, training and skills' domain for related LSOA data

# Living standards – claimant count

% of those aged 16-64 in receipt of out-of-work benefits

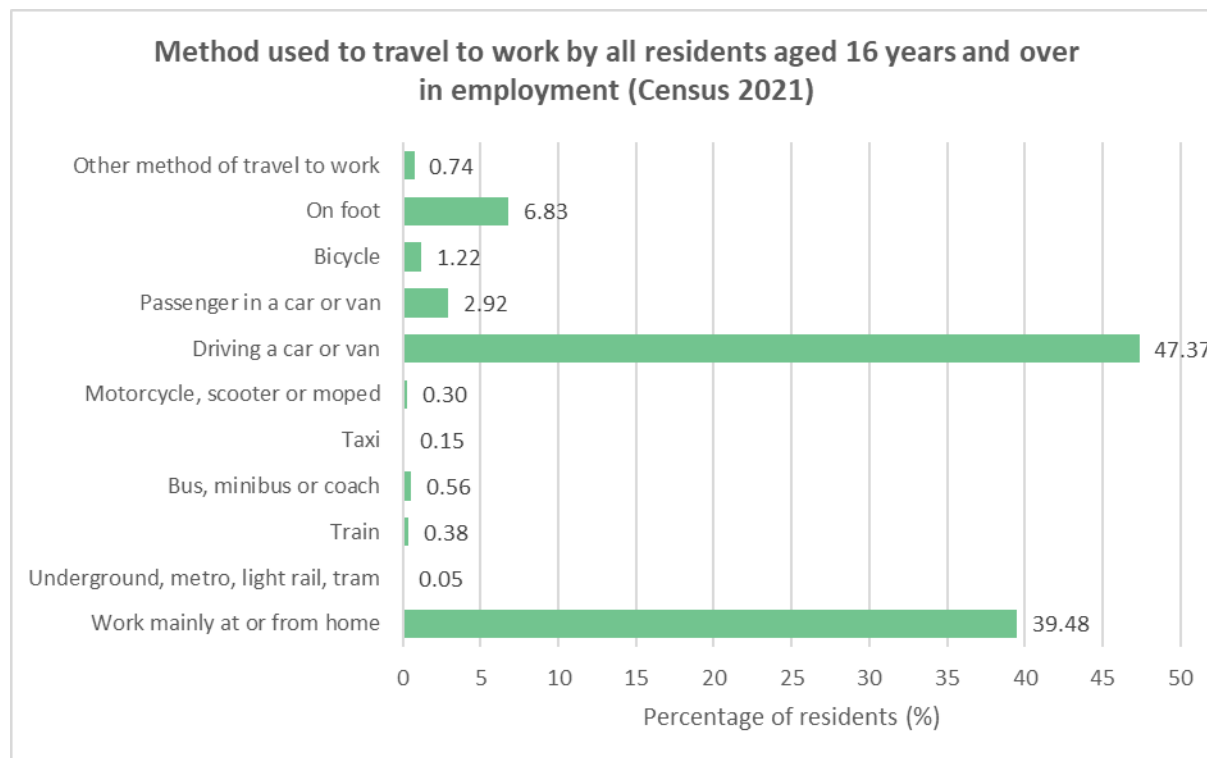


In January 2025, 2.1% (1710) of people in Stratford-on-Avon were receiving out of work benefits. The numbers of males (860) and females (850) were very similar.

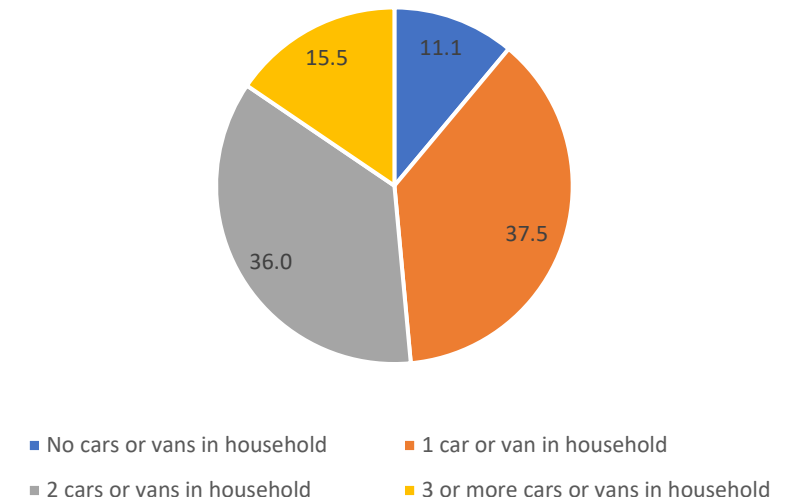
Over the previous year, the proportion in Stratford-on-Avon has remained stable, with a slight increase from 1.9% in January 2024 to 2.1% in January 2025. Stratford-on-Avon had the lowest proportion of 16-64 year olds receiving out of work benefits, out of all Warwickshire districts and boroughs.

# Transport infrastructure - connectivity

- **Communities with poor transport links to large employment centres and local facilities** – ONS data\* suggest Stratford-on-Avon District is worse than the median for all local authorities across the UK for travel to employment centres with 500 to 4,999 jobs by public transport or walking (14.7 mins), and in line with the median for cycling (11.4 mins) and driving (8.0 mins) to employment centres with 500 to 4999 jobs. Note this data is for 2019
- Information from the 2021 Census showed that almost half of residents in employment in the district (**47.4%**) **used a car or van to travel to work** with 39.5% mainly working from home. This was at the time of the census so is likely to have changed since with more workers returning to the office. **11.1%** of households had **no cars or vans** in the household.



Car or van availability (%) - all household in Stratford-on-Avon District (Census 2021)



# Digital connectivity

In July 2024 digital connectivity data for Stratford-on-Avon was as follows:

## Fixed Broadband Coverage

- 67% of premises (n= 47,538) had coverage of Full Fibre broadband (which was the same as England)
- 76% of premises (n=53,417) had coverage of a gigabit-capable service (compared to 83% for England)
- 77% of premises (n=54,264) had coverage of Ultrafast broadband with a download speed of at least 300 Mbit/s (compared to 83% for England)
- 1.0% of premises (n=658) were not able to receive decent broadband with at least 10Mbit/s download and 1 Mbit/s upload
- 96 premises were eligible to request a 'decent' broadband connection under the broadband universal service obligation.

## Mobile Coverage

- 100% of premises had 4G signal outdoors and 99% had 4G signal indoors from at least 1 operator, compared to 100% for both outdoor and indoor in England.
- 91.6% was the percentage of geographic areas with 5G signal outdoors from at least 1 operator, compared to 76.2% for England

# Connectivity – social isolation

- **Those at risk of social isolation** – social isolation relates to social contacts and interactions. There is very little data available on social isolation at a local authority/LSOA level. We can use other data as a proxy:
  - A [Warwickshire Joint Strategic Needs Assessment on Loneliness and Social Isolation](#) in 2015 used an index developed with Experian Mosaic data to identify areas with higher proportions of the population vulnerable to social isolation and loneliness. There were several areas at risk of loneliness and social isolation in Stratford-on-Avon – see map. However, fewer than in other areas in Warwickshire
  - The IMD Barriers to Housing and Services Domain measures the physical and financial accessibility of housing and local services. The indicators fall into two sub-domains- geographical barriers relate to the physical proximity of local services. In Stratford-on-Avon District in 2019 there were **23 LSOAs** in the 10% most deprived for the geographical barriers domain, over 30% of LSOAs in SoA District. This is the highest number/percentage in Warwickshire and makes up 7% of the LSOAs in England that are in the 10% most deprived for this domain (see IMD Barriers to Housing and Services - Geographical sub-domain slide)

Each square is 2.5km by 2.5km. The map shows the percentage of households at risk of loneliness in these areas

Percentage of households at risk of loneliness and social isolation (all identified residents) in Stratford-on-Avon







Map 6: Number of households at risk of loneliness and social isolation, Stratford-on-Avon

# Education

## Closing the Gap: 2024 Headlines

A = All Pupils | D = Disadvantaged Pupils | O = Other (non-disadvantaged) Pupils | Gap = Warwickshire disadvantaged minus National Other

	Best Start: We will secure the very best start for all children in the county				Strong System: We will operate as a systems leader to influence, facilitate and develop high quality education provision that is inclusive and accessible to all											
	 EYFSP				 Phonics Year 1				 Key Stage 2 - Expected Standard				 Key Stage 4			
	% Good Level of Development				% Working At or above expected level				% Combined Reading, Writing and Maths				% Grade 5 or above in E&M GCSEs			
	A	D	O	Gap	A	D	O	Gap	A	D	O	Gap	A	D	O	Gap
National (state funded schools)	68%	52%	72%	-20%	80%	68%	84%	-15%	61%	46%	68%	-22%	46%	26%	53%	-27%
West Midlands	66%	54%	71%	-18%	80%	71%	83%	-13%	60%	48%	67%	-20%	42%	26%	50%	-28%
<b>Warwickshire</b>	<b>68%</b>	<b>45%</b>	<b>73%</b>	<b>-27%</b>	<b>79%</b>	<b>63%</b>	<b>84%</b>	<b>-21%</b>	<b>60%</b>	<b>40%</b>	<b>67%</b>	<b>-28%</b>	<b>49%</b>	<b>22%</b>	<b>56%</b>	<b>-32%</b>
<i>2023</i>	69%	50%	74%	-22%	79%	62%	83%	-20%	60%	40%	67%	-27%	49%	22%	56%	-30%
North Warwickshire	65%	49%	69%	-23%	79%	66%	83%	-17%	57%	46%	62%	-22%	39%	20%	44%	-34%
Nuneaton and Bedworth	65%	47%	70%	-25%	78%	68%	82%	-16%	60%	43%	69%	-25%	44%	22%	52%	-32%
Rugby	70%	51%	73%	-21%	78%	58%	84%	-26%	54%	37%	60%	-31%	51%	29%	58%	-25%
Stratford on Avon	70%	42%	75%	-30%	81%	59%	86%	-24%	64%	41%	71%	-27%	62%	28%	68%	-25%
Warwick	71%	39%	75%	-33%	82%	61%	86%	-22%	62%	31%	70%	-37%	51%	18%	59%	-36%
	Warwickshire in line with National and above West Midlands by 2ppts				Warwickshire behind National and West Midlands by 1ppt				Warwickshire is behind National by 1ppt and in line with West Midlands				Warwickshire is above National by 3ppts and above West Midlands by 7ppts			
	Gap is wider than National at -27 ppts				Gap is wider than National at -21ppts				Gap is wider than National at -28ppts				Gap is wider than National at -32ppts			
	Disadvantaged pupil results below peers Nationally and across the region				Disadvantaged pupil results below peers Nationally and across the region				Disadvantaged pupil results below peers Nationally and across the region				Disadvantaged pupil results below peers Nationally and across the region			
Top performing District/Borough:																
All Pupils	Warwick				Warwick				Stratford on Avon				Stratford on Avon			
Disadvantaged Pupils	Rugby				Nuneaton and Bedworth				North Warwickshire				Rugby			
Widest Gap	Warwick				Rugby				Warwick				Warwick			
Smallest Gap	Rugby				Nuneaton and Bedworth				North Warwickshire				Rugby			

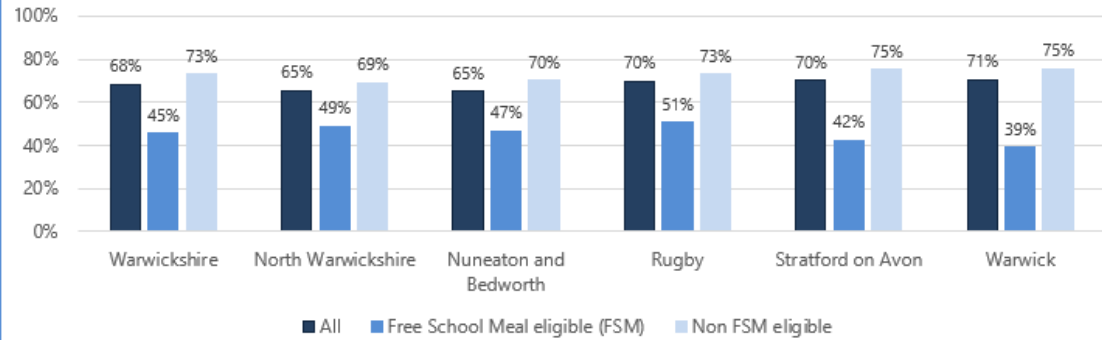
Source: WCC, Business Intelligence Team, 2025

# Education



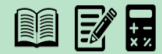
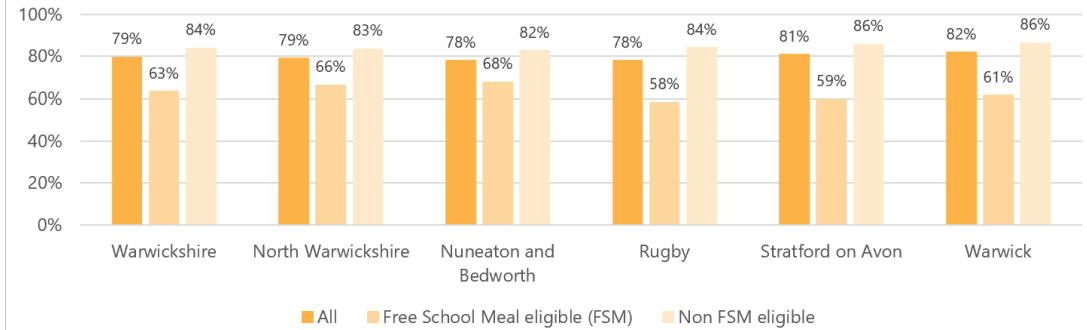
## 2024 - Early Years Foundation Stage Profile: % of pupils achieving a Good Level of Development

EYFSP: % achieving a Good Level of Development (GLD)



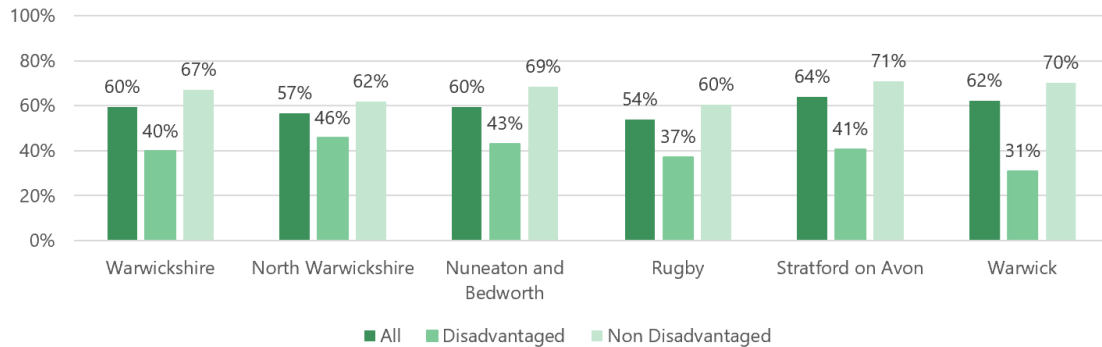
## 2024 - Year 1 Phonics: % of pupils working at or above the threshold

Y1 Phonics: % achieving the expected threshold



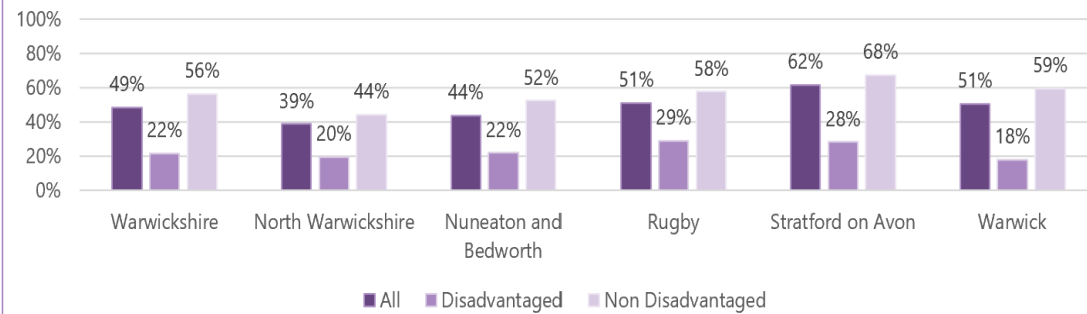
## 2024 - Key Stage 2: % of pupils achieving the Expected Standard

KS2: % achieving the expected standard in Reading, Writing and Maths



## 2024 - Key Stage 4: % of pupils achieving grades 5 or above in English and mathematics GCSEs

KS4: % achieving grades 5 or above in English and mathematics GCSEs



# Education

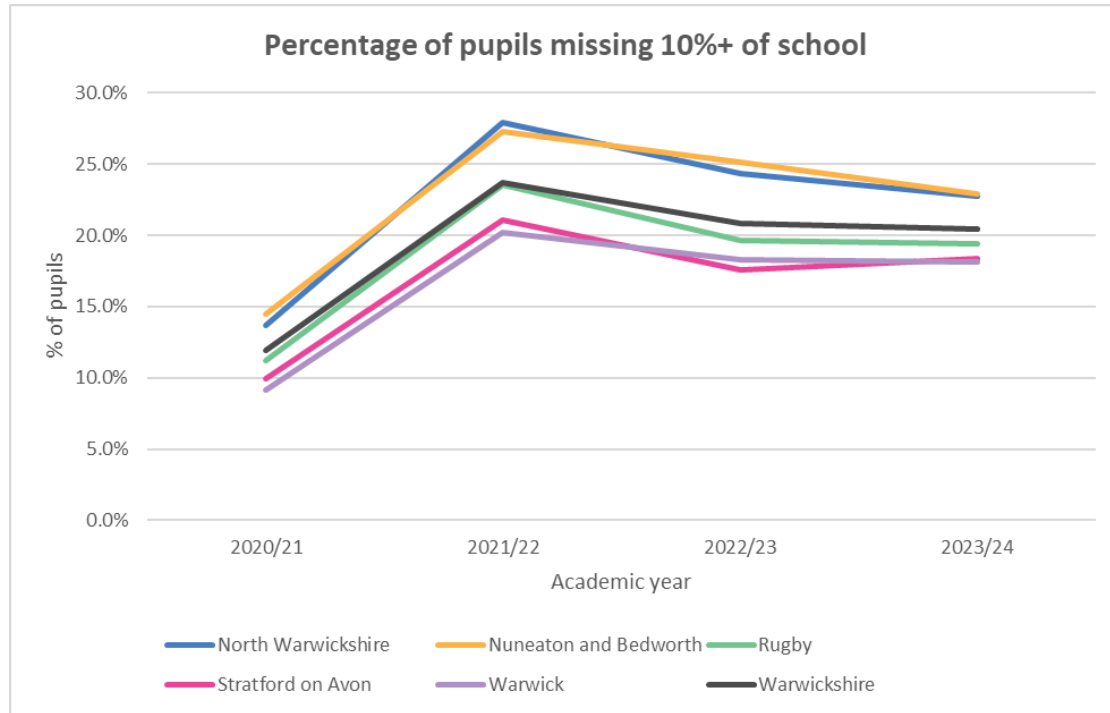
In January 2024 there were seven LSOAs in Stratford on Avon District where **80% or fewer** of pupils residing there attended an **Ofsted judged 'good' or 'outstanding' school**:

LSOA (2021)	Total number of school age children ( <i>in schools that have been Inspected</i> ) in Good or Outstanding schools (Nursery to Y13+)	Total number of school age children ( <i>in schools that have been Inspected</i> ) (Nursery to Y13+)	Proportion of children %
Fenny Compton, Farnborough & Avon Dassett	91	136	66.9%
Dunnington & Salford Priors	129	180	71.7%
Hampton Lucy & Fulbrook	101	130	77.7%
Aston Cantlow	132	167	79.0%
Alcester East & Island	155	196	79.1%
Southam North	146	184	79.3%
Alcester North & Conway	156	196	79.6%

# Education

## School aged children who are missing 10%+ of possible school sessions.

- In the 2023/24 academic year, 18.4% (n=2,727) of school aged children in Stratford-on-Avon District attending state-funded schools missed 10% or more of school sessions.



LSOAs (2021) that had the highest proportion of pupils missing 10%+ of sessions in 2023/24	No. of pupils	% of pupils
Tredington & Blackwell	30	30.9%
Bishopton Leys & The Avenue	69	27.9%
Shipston North	41	26.8%
Henley East & Beaudesert	41	26.6%
Wellesbourne West	33	26.6%
Southam West	66	26.2%
Dunnington & Salford Priors	41	24.6%
Shipston West & Town Centre	47	24.5%
Southam East	102	24.3%
The Quintons	39	23.8%
Henley West	30	23.4%
Stratford Town Centre North	34	23.3%

Source: WCC Business Intelligence, 2025

# Skills

Stratford-on-Avon District is **better than the median** for aged **16 to 64 years level 3 or above qualifications**, with the average of all local authorities being 66.9%, and Stratford-on-Avon being 77.4% (ONS, 2023). In 2021, the census found that, there were 16,230 (**14.4%**) residents aged 16 years and over with **no qualifications**, whilst **56.0%** had **level 3 qualifications and above**.



Stratford-on-Avon District is **worse than the median** for **aged 19 years and over further education and skills participation** (**3,443 per 100,000** population in 2023/24, compared to 5,006 as the average of all local authorities) (ONS, 2023). This measure covers learners who are studying courses in a FE College, with a training provider or within their local community, and employees undertaking an apprenticeship or other qualification in the workplace. It does not include 'higher education', such as undergraduate or graduate degrees, unless undertaken as part of an apprenticeship programme.

Apprenticeship start rates in 23/24 are **lower** in Stratford-on-Avon district (**845 per 100,000** population) than England (**937 per 100,000** population) but in-line with the median.

See IMD 'Employment' and 'Education, training and skills' domain for related LSOA data

# Health – General Health & Disability

The tables below show the LSOAs (2021) in Stratford-on-Avon District with the highest proportion of residents indicating in the 2021 Census that:

## 1. They have bad health or very bad health

LSOA	Bad health (%)	Very bad health (%)	Combined (%)
Studley North	6.4	2.0	8.4
Stratford Old Town & Town Centre South	6.2	2.0	8.2
Stratford Mount Pleasant East	6.1	1.4	7.5
Alcester East & Island	5.5	1.5	7
Wootton Wawen	5.6	1.2	6.8
Henley East & Beaudesert	5.1	1.6	6.7
Alcester North & Conway	4.8	1.7	6.5
Shipston West & Town Centre	5.2	0.9	6.1
Studley South	4.3	1.7	6
Kinwarton	4	1.8	5.8

## 2. They are disabled under the Equality Act

LSOA	Day-to-day activities limited a lot (%)	Day-to-day activities limited a little (%)	Combined (%)
Stratford Old Town & Town Centre South	13.2	14.3	27.5
Alcester East & Island	11.0	12.9	23.9
Shipston West & Town Centre	10.1	13.1	23.2
Studley North	11.6	10.8	22.4
Alcester North & Conway	9.8	12.6	22.4
Stratford Mount Pleasant East	9.5	12.2	21.7
Studley South	9.5	11.7	21.2
Henley East & Beaudesert	8.5	11.9	20.4
Shipston North	7.4	13.0	20.4
Wootton Wawen	7.6	12.7	20.3

Source: ONS, Census 2021

# Health – Life expectancy

- The table below shows the differences in life expectancy at birth for both males and females depending on place of residence in Warwickshire for the period 2021-23 and the difference in years between the most and least deprived areas (Inequality in life expectancy) for the period 2018-2020. In Stratford-on-Avon, in 2018-2020, females in the most deprived areas were at birth expected to live 4.4 years less than those in the least deprived areas, whereas for males the difference is less at 3.5 years.

Area	Females		Males	
	Life expectancy (yrs) (2021-23)	Inequality in life expectancy (yrs) (2018-20)	Life expectancy (yrs) (2021-23)	Inequality in life expectancy (yrs) (2018-20)
North Warwickshire	82.1	5.8	78.2	5.7
Nuneaton & Bedworth	82.0	5.8	78.1	9.9
Rugby	82.9	3.2	79.4	6.8
Stratford-on-Avon	84.9	4.4	81.2	3.5
Warwick	83.7	7.3	79.9	7.7
Warwickshire	83.3	6.3	79.5	8.3
England	83.1	7.9	79.1	9.7

Source: Office for Health Improvement and Disparities, *Fingertips*, 2025

# Health – overweight and obesity

- Overweight and obese adults and children
  - ONS data suggests Stratford-on-Avon is in line with the UK median for overweight and obese adults, and children at reception age.
  - In 2022/23, **62.6% of adults were classed as overweight or obese** (England average – 64%)
  - Data on overweight and obesity in children is collected by the National Child Measurement Programme. In **2023/24**, levels of overweight and obesity were lower than the England average for **children in reception (4-5 years) (20.6%)** and for **children in Year 6 (10-11 years) (29.2%)**.
  - Information is also available at a Middle Super Output Area (MSOA) level – for reception and year 6 children, the prevalence of being overweight or obese was similar to the median or better in all MSOAs in the period between 21/22 – 23/24.

# Health

Adults at risk of chronic health conditions such as cardiovascular and respiratory disease

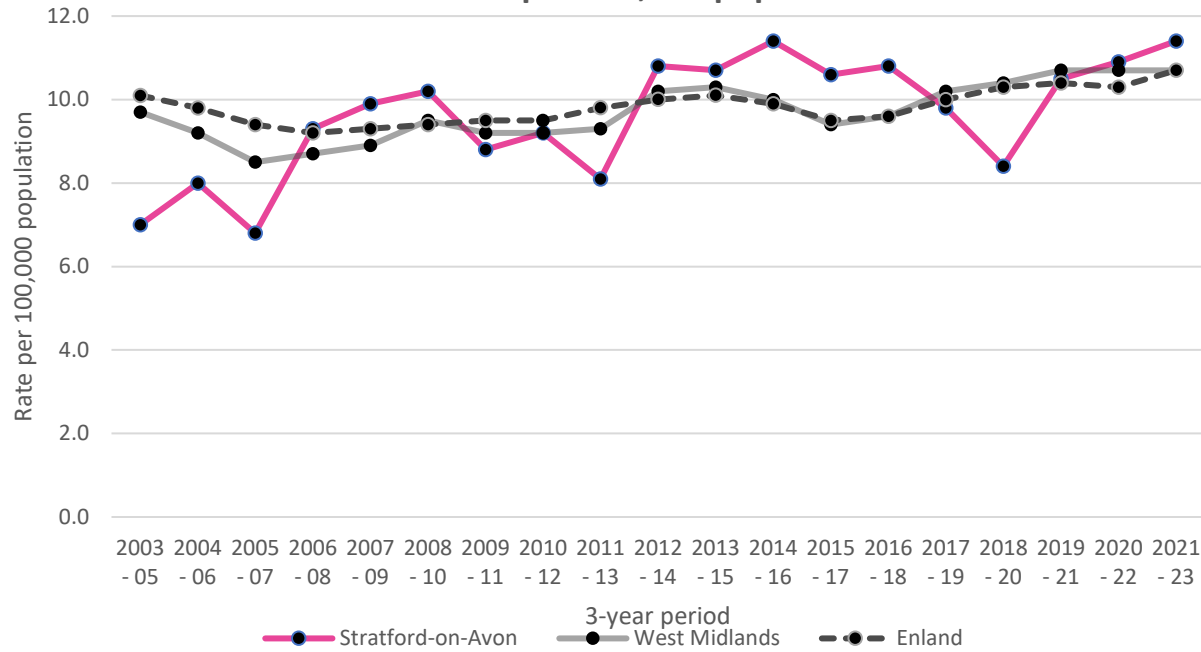
- The under 75 mortality rate from all causes, from cardiovascular disease and respiratory disease is better for persons in Stratford-on-Avon District compared to the England average.
- The ONS subnational explorer shows that in 2021 **cancer diagnosis at stage 1 and 2** was **similar** than the local authority median at **53.4%** (England 54.4%).

Also see IMD Health Deprivation and Disability domain for LSOAs data on the risk of premature death and the impairment of quality of life through poor physical or mental health.

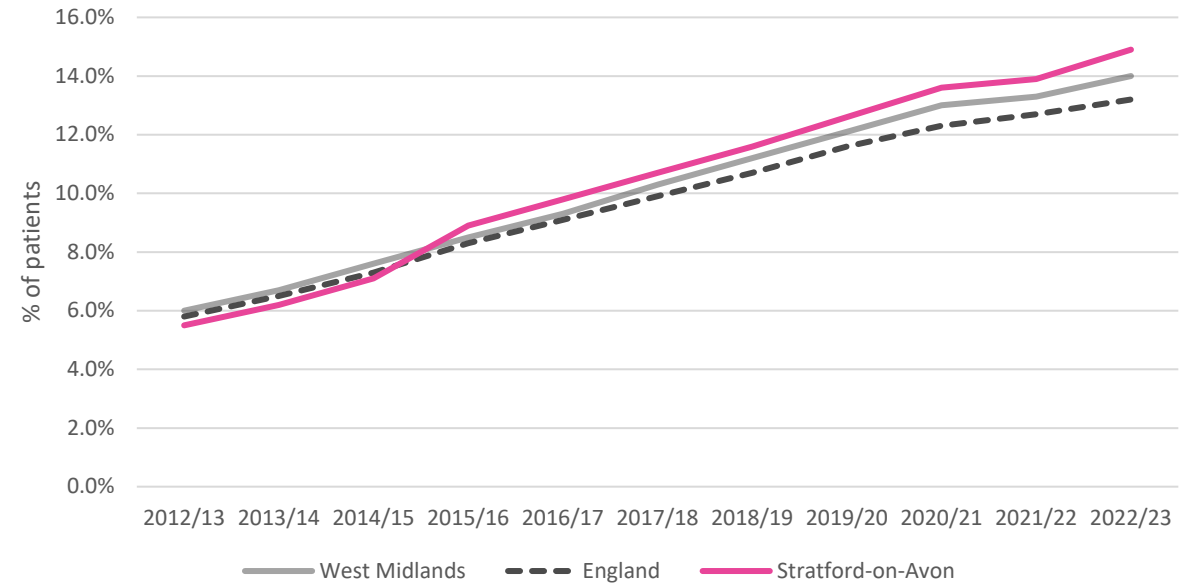
# Wellbeing – mental health

There is limited current data on the prevalence of mental health conditions at a local authority level. Data is provided below on measures where data is available for Stratford-on-Avon District or NHS South Warwickshire CCG (now superseded by ICB)

Suicide rate per 100,000 population



The percentage of patients aged 18 and over with depression, as recorded on practice disease registers.



## Emergency Hospital Admissions for Intentional Self-Harm (2023/24)

Stratford-on-Avon District – 106.0 per 100,000

West Midlands – 107.8 per 100,000

England - 117 per 1,00,000

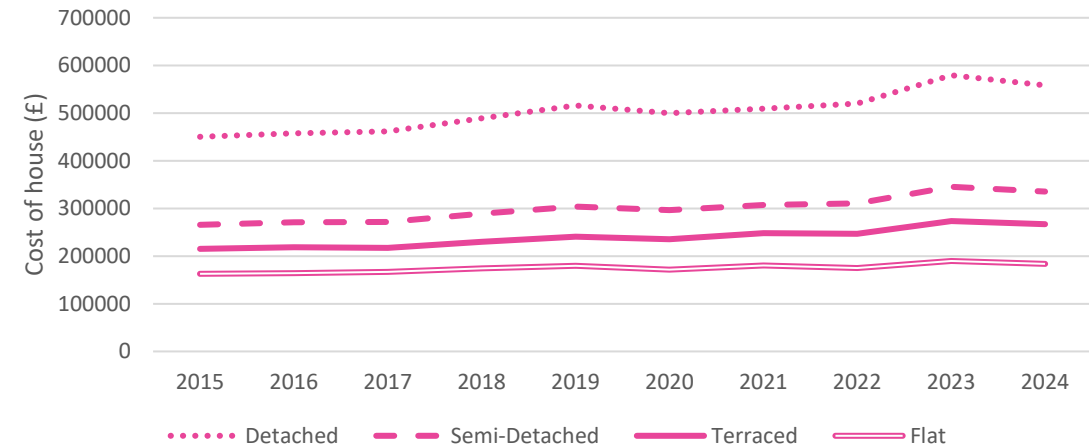
Source: Office for Health Improvement & Disparities, Fingertips, 2025

# Housing – median house prices

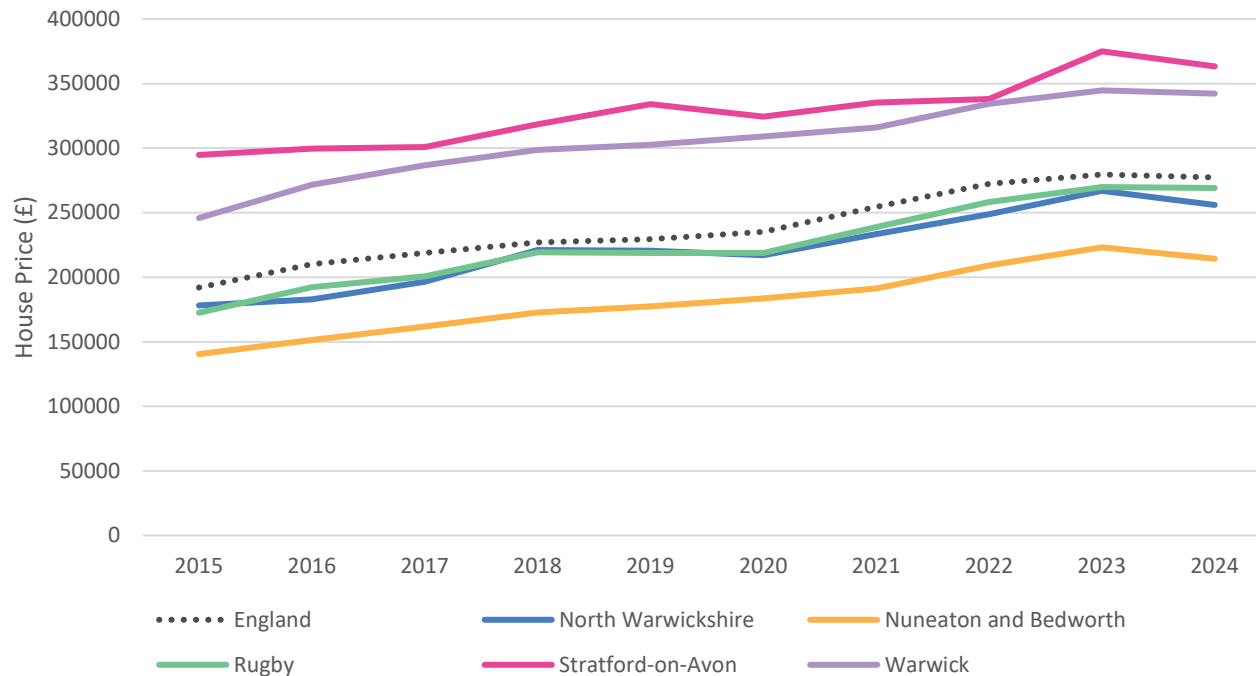
Summary statistics for housing transactions by local authority in England and Wales, are reported on an annual basis and updated quarterly using HM Land Registry Price Paid Data.

House prices in all areas have increased since 2015. Average house prices in Stratford-on-Avon and Warwick are higher than Rugby, Nuneaton and Bedworth and North Warwickshire. In Stratford-on-Avon District looking at trends for house types – prices for all types of properties have followed a similar pattern, with a gradual increase over the previous 10 years, and a slight decrease between 2023 and 2024. *Source: House Price Index, GOV.UK, March 2025*

Median house prices, by house type, in Stratford-on-Avon



House prices in March, by area and year



In the year ending March 2023, the LSOAs with the highest median prices paid for residential properties in Stratford-on-Avon District were:

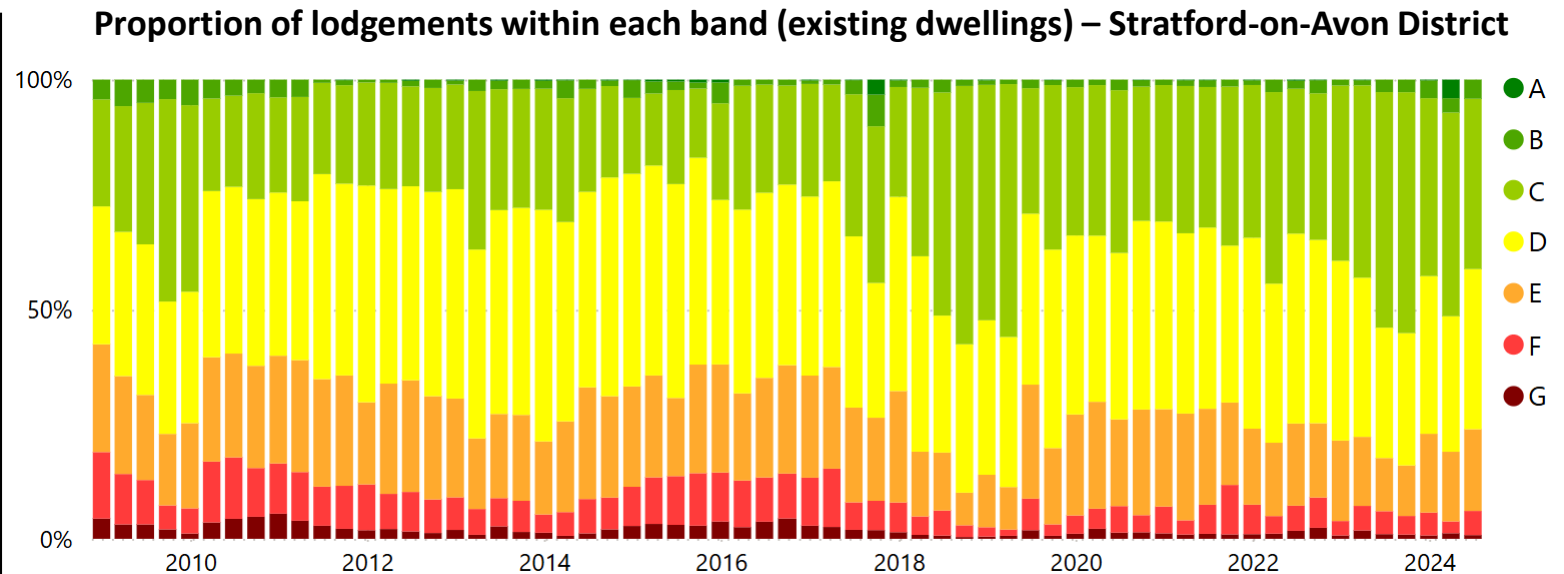
- Claverdon (£860,000)
- Earlswood (£782,500)
- Bridgetown North East & Golf Course (£725,000)
- Snitterfield & Wolverton (£687,500)
- Ladbroke & Priors (£675,000)
- Tanworth (£640,000)
- Long Compton (£621,873)
- Tredington & Blackwell (£618,750)

# Housing - Energy Performance Certificates & Fuel Poverty

- An EPC is produced following an energy survey that looks at indicators such as the type of heating, lighting and insulation within a property to generate a score which identifies the *current* energy efficiency rating. A, B and D and an energy efficiency rating (EER) of 67 is the national average (A is the most energy efficient, G the least). A second score is also generated to give the *potential* energy efficiency rating, based on recommendations made to improve the property.
- In Stratford-on-Avon District for the period December 2008 to June 2024:
  - There were **72,032** EPCs lodged on the Register.
  - **47.9%** of EPCs were at band C and above compared to **42.7%** for England and Wales.
  - **32,533** (45.2%) EPCs were a D or E EER
  - **4,995** (6.9%) EPCs were an F or G EER

The LSOAs (2011) with the highest proportion of fuel poor households in 2022 were:

- Dunnington & Salford Priors (26.1%)
- Brailes (25.2%)
- Ladbroke & Priors (24.2%)
- Long Compton (21.9%)
- Tredington & Blackwell (21.6%)
- Aston Cantlow (21.5%)
- Claverdon (21.4%)
- Tanworth (21.4%)
- Newbold-on-Stour, Ilmington East & Whitchurch (20.4%)
- Vale of the Red Horse (20.3%)



Source: Ministry of Housing, Communities & Local Government, March 2025

## MoRiLE\* Risk Bands for Stratford-on-Avon District 2024

Stratford on-Avon District MoRiLE Thematic Area by Risk Band, 2024	Banding Comments
<b>Serious Violence</b>	Highest risk score and Catastrophic risk gradings for victim; moderate risk to the organisation; Very high public interest
<b>SOC (incorporating County Lines)</b>	Highest risk score and Catastrophic risk gradings for victim; High risk to the organisation but not as high public interest as serious violence.
<b>Domestic Abuse</b>	High risk scores to victim and organisation; Critical risk gradings, very large volumes, but no catastrophic gradings
<b>Substance Misuse</b>	High risk scores to victim, high to organisation; Critical risk gradings
<b>Rape and Sexual Offences</b>	High risk scores to victim and organisation; Critical risk grading and very high public interest
<b>Exploitation - including child exploitation and MSHT</b>	High risk scores to victim and organisation; Critical risk grading and very high public interest
<b>Road Traffic Collisions - Killed and Seriously Injured</b>	High risk score to victim, moderate risk to organisation; critical gradings
<b>ASB - Environmental</b>	Moderate risk score to victim, medium risk to organisation; no critical gradings but very large volumes
<b>Business crime (including shop lifting)</b>	Moderate risk score to victim, medium risk to organisation; no critical gradings, increases in volumes
<b>Hate Crime</b>	Moderate risk score to victim, medium risk to organisation; no critical gradings
<b>Cyber Fraud</b>	low risk score to victim, high risk to organisation; no critical gradings
<b>Harmful Practices (FGM, HBV, FM)</b>	Low risk score to victim, high risk to organisation; Critical risk grading but low public interest.
<b>Residential Burglary (Dwelling)</b>	Low risk score to victim, low risk to organisation; no critical gradings, very high public interest but low risk to management of issue
<b>ASB - Nuisance</b>	low risk score to victim, high risk to organisation; no critical gradings, very large volumes
<b>ASB - Personal</b>	low risk score to victim, medium risk to organisation; no critical gradings but trend increase.
<b>DSFs</b>	low risk score to victim, low risk to organisation; no critical gradings
<b>Vehicle Crime</b>	low risk score to victim, low risk to organisation; no critical gradings
<b>Personal Robbery</b>	low risk score to victim, low risk to organisation; no critical gradings

The themes in the high risk bands show equal or higher risk scores than that of the overall county risk score

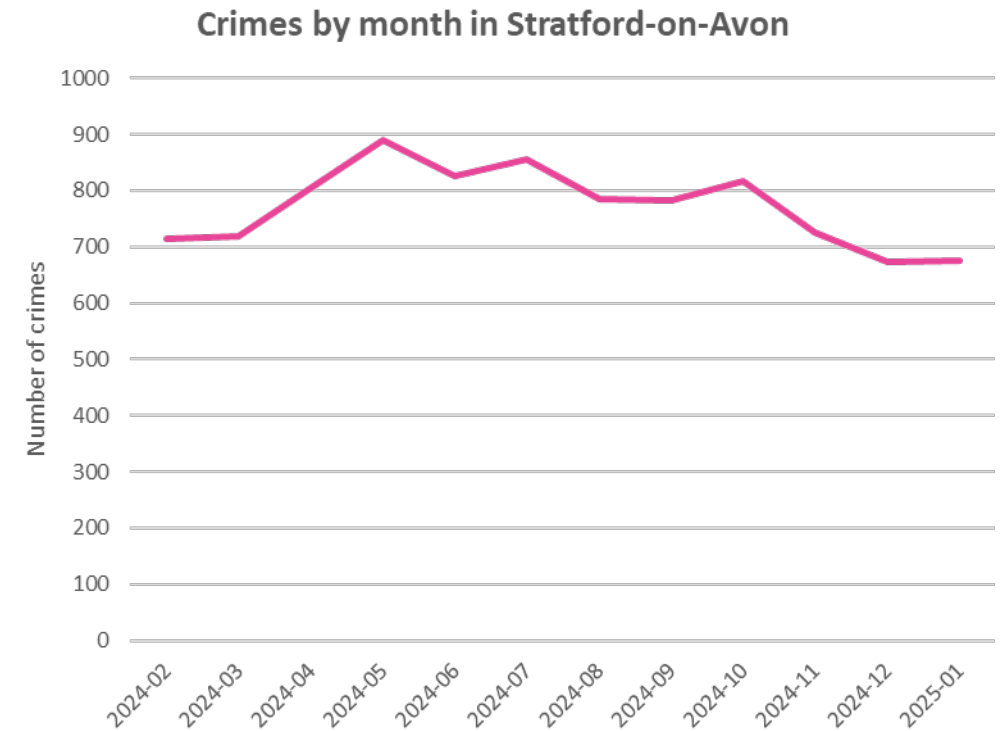
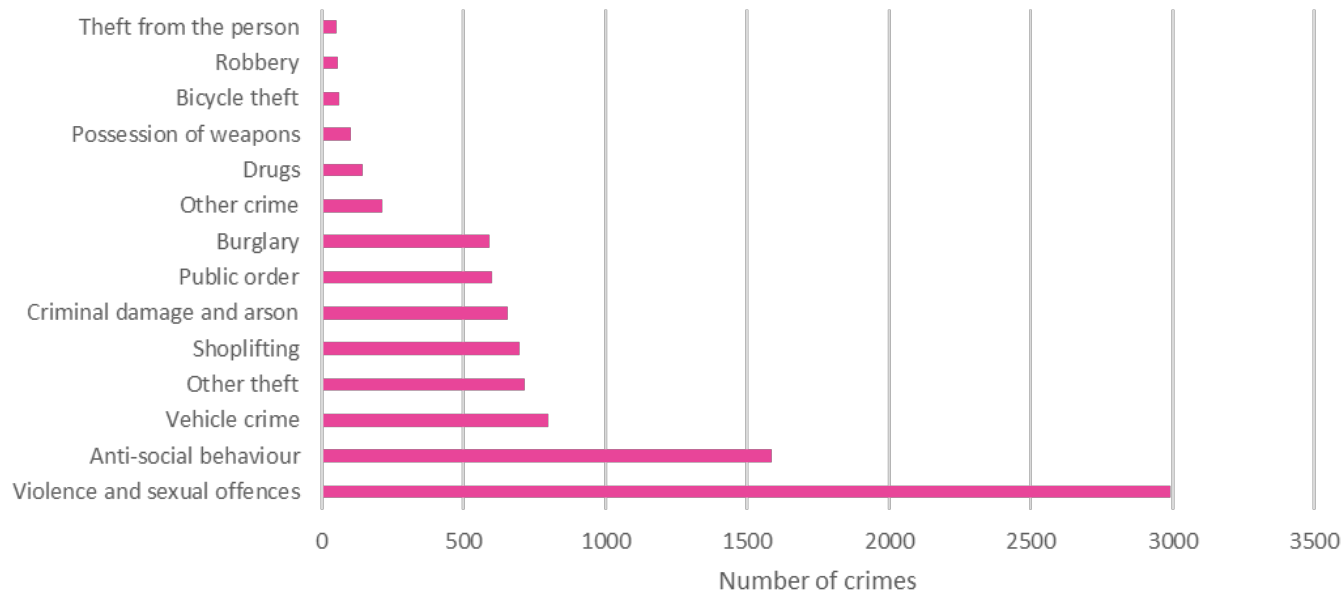
CSP Thematic Guidance for MoRiLE, Risk Gradings Table <i>(adopted from Devon and Cornwall CSPs, 2020)</i>	
<b>High</b>	There is an expectation that the High Level Threats will be prioritised by community safety partnerships and all partners, with an explicit response prioritised through local Partnership Plans and reflected appropriately in other strategies and plans.
<b>Moderate</b>	It is important that community safety partnerships continue to be proactive in managing Moderate Level Threats; working together to manage the risks, address identified problems and prevent new problems developing. As part of the development of local Partnership Plans, community safety partnerships may also wish to review these issues where elements of the response are considered to impede effective management.
<b>Standard</b>	Standard Level Threats are areas that are being managed as 'business as usual' and/or not placing much additional demand on services. Community safety partnerships should monitor these issues to ensure that we continue to manage them well.

\*MoRiLE - Management of Risk in Law Enforcement  
Source: WCC Business Intelligence, March 2025

# Crime

From February 2024 to January 2025, in Stratford-on-Avon, the most prevalent category of crime was violence and sexual offences, followed by anti-social behaviour. During this period, the lowest number of crimes occurred in the month of January 2025 (675), and the most in May 2024 (889).

Crime type for crimes in Stratford-on-Avon between February 24 and January 2025



In the year August 2024-July 2024, the crime rate per 1,000 population was 55.3. This was the lowest rate compared to other districts and boroughs in Warwickshire. The Warwickshire average was 64.8 per 1,000.

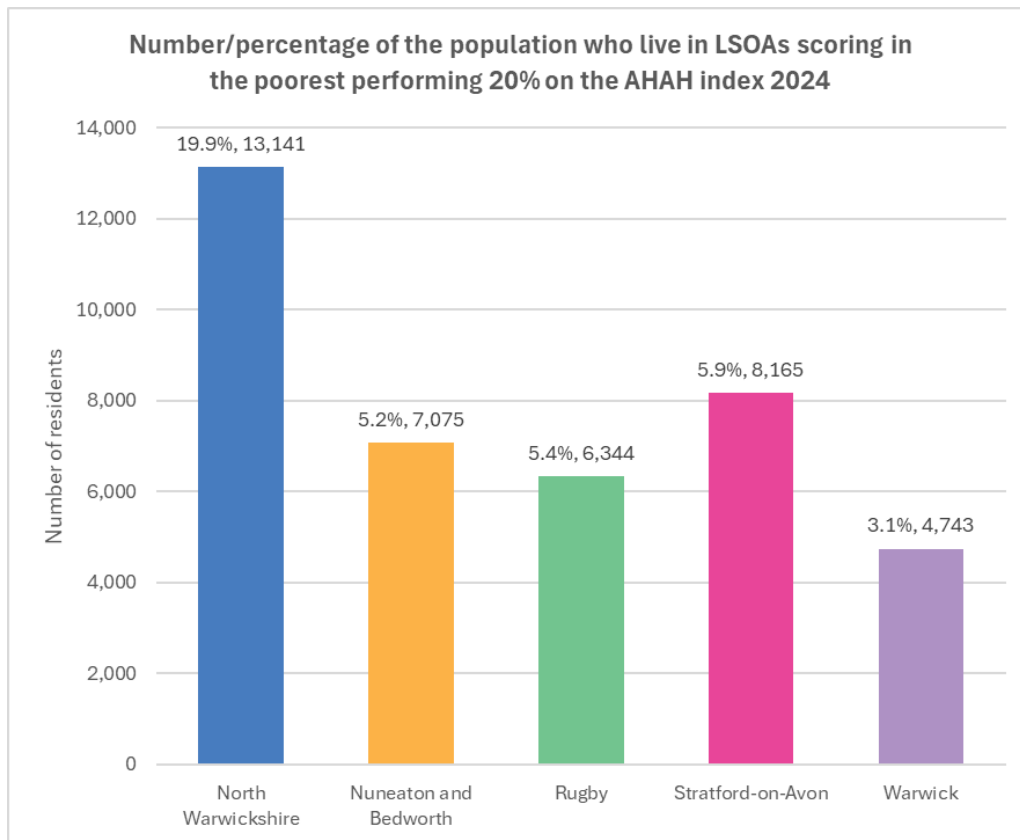
# New data Stratford-on-Avon District

# Access to Healthy Assets & Hazards (AHAH) (version 4 - 2024)

The AHAH (the index of 'Access to Healthy Assets and Hazards') is a multi-dimensional index developed by the Consumer Data Research Centre for Great Britain measuring how 'healthy' neighbourhoods are. The AHAH index combines indicators under four different domains of accessibility:

- Retail environment (access to fast food outlets, pubs, tobacconists, gambling outlets),
- Health services (access to GPs, hospitals, pharmacies, dentists, leisure services),
- Physical environment (Blue Space, Green Space - Passive), and
- Air quality (NO<sub>2</sub>, PM10, SO<sub>2</sub>).

<https://data.cdrc.ac.uk/dataset/access-healthy-assets-hazards-ahah>



**LSOAs with the lowest ranking scores (where 1= healthiest neighbourhood) in Stratford-on-Avon District**

LSOA 2021	LSOA Name	Rank out of 42,648 LSOAs
E01035035	Meon Vale	41,120
E01031247	Vale of the Red Horse	38,472
E01035036	The Quintons	36,944
E01031209	Long Compton	35,923
E01031214	Shipston South & Furze Hill	34,548
E01031222	Southam South & Town Centre	34,075
E01031193	Brailes	34,003
E01035031	Wellesbourne - Mountford Airfield	33,949

# Hyper-Local Need Measure (OCSI, March 2025)

The measure is a new way to assess deprivation and community challenges at a neighbourhood level and has been created in order to demonstrate the ways in which complex and multiple social and economic disadvantages cluster in particular communities around the country. It is aligned with Labour’s five mission objectives ([see Methodology Report](#)).

Dimension	Sub-dimensions
Kickstart economic growth	Employment and worklessness in the local economy, quality of jobs, economic, productivity and local infrastructure
Make Britain a clean energy superpower	Carbon footprint, fuel poverty and energy efficiency in housing
Take back our streets	Crime deprivation and high crime rates in local areas
Break down barriers to opportunity	Child education and barriers to learning, educational opportunities, quality of education, settings and adult skills outcomes
Build an NHS fit for the future	Disability and social care needs in local areas, general health, access to services and mortality

## Ten LSOAs in Stratford-on-Avon District with the highest need according to the Hyper-local Need Measure

LSOA (WCC local name)	Dimension rank (1=highest need)					
	Hyper-local need measure	Kickstart economic growth	Make Britain a clean energy superpower	Take back our streets	Break down barriers to opportunity	Build an NHS fit for the future
Stratford Old Town & Town Centre South	13,781	11,894	5,965	11,202	30,384	10,832
Studley North	15,077	11,757	7,260	16,303	23,948	11,600
Long Compton	15,902	19,821	325	31,242	23,697	12,369
Wootton Wawen	16,477	17,001	416	21,352	28,930	18,303
Ladbroke & Priors	16,535	28,386	50	31,244	21,522	13,040
Aston Cantlow	16,657	19,011	554	21,396	20,294	22,483
Tanworth	16,744	29,317	393	14,875	23,160	20,184
Brailes	17,459	20,036	458	26,958	24,386	17,045
Moreton Morrell, Ashorne & Newbold Pacey	17,660	28,373	306	24,789	19,475	18,485
Alcester East & Island	17,744	8,458	21,134	19,610	24,700	13,427

Source:  
<https://www.neighbourhoodcommission.org.uk/report/hyper-local-need-measure/>

# Rural Urban Classification (2021-based)

Stratford is classed as Majority rural: Majority nearer to a major town or city

Number of LSOAs in each Rural Urban classification  
in Stratford -on-Avon

