Council

14 October 2024

Title:	**State of the District**
Lead Officer:	**Melanie Jeffery, Consultation and Insight Officer (melanie.jeffery@stratford-dc.gov.uk)**
Portfolio Holder/ Lead Member:	**Councillor S Juned**

Summary

The State of the District needs to be assessed by the Council. This report summarises the events of the past year, along with an outline of future proposals. It also provides information on the current economic, social and environmental profile of the District.

Recommendation

That the State of the Stratford-on-Avon District is noted and the issues raised are considered as part of the budget-making process for 2025/26.

---

1 Background/Information

1.1 Stratford-on-Avon District Council's Constitution stipulates that the Council will debate the State of the District at the Council Meeting in the autumn.

1.2 The Constitution states that the Leader will decide the form of the debate.

1.3 The results of the debate will be:

a) disseminated as widely as possible within the community;

b) considered by the Leader in proposing the Budget and Policy Framework to the Council for 2025/26; and

c) considered in the shaping of the Council's future policies and strategies.

2 2024 Approach

2.1 The report contains the current State of the District in terms of data and contains information from different sources. It covers many different areas from health to the economy, not all of which Stratford-on-Avon District Council (SDC) can influence. It is important to note that the figures included in the report are from the most recent data available, and reference to events happening at the Council refer to the year ending 31 March 2024 for the most part. Desk research has been undertaken using a variety of information sources.

2.2 **Appendix 1** contains a summary of the State of the District in the form of an infographic.

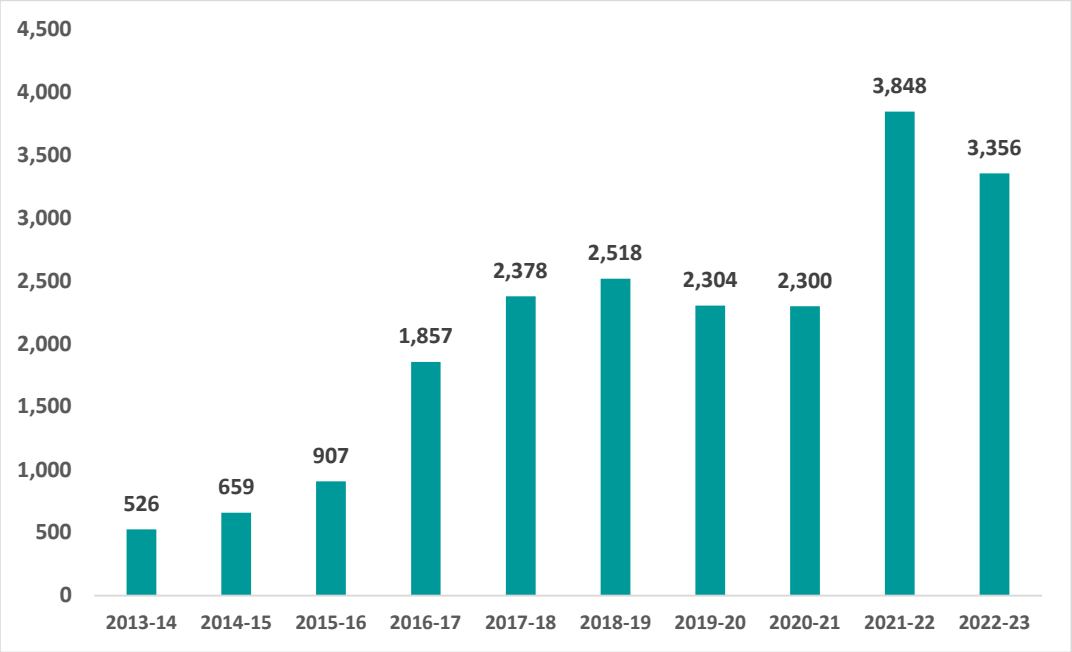
3 Population

Key Facts	
Population Estimate 2023	141,929
Median Age	48.3 years
Density	145 people per km²

3.1 Population Size and Profile

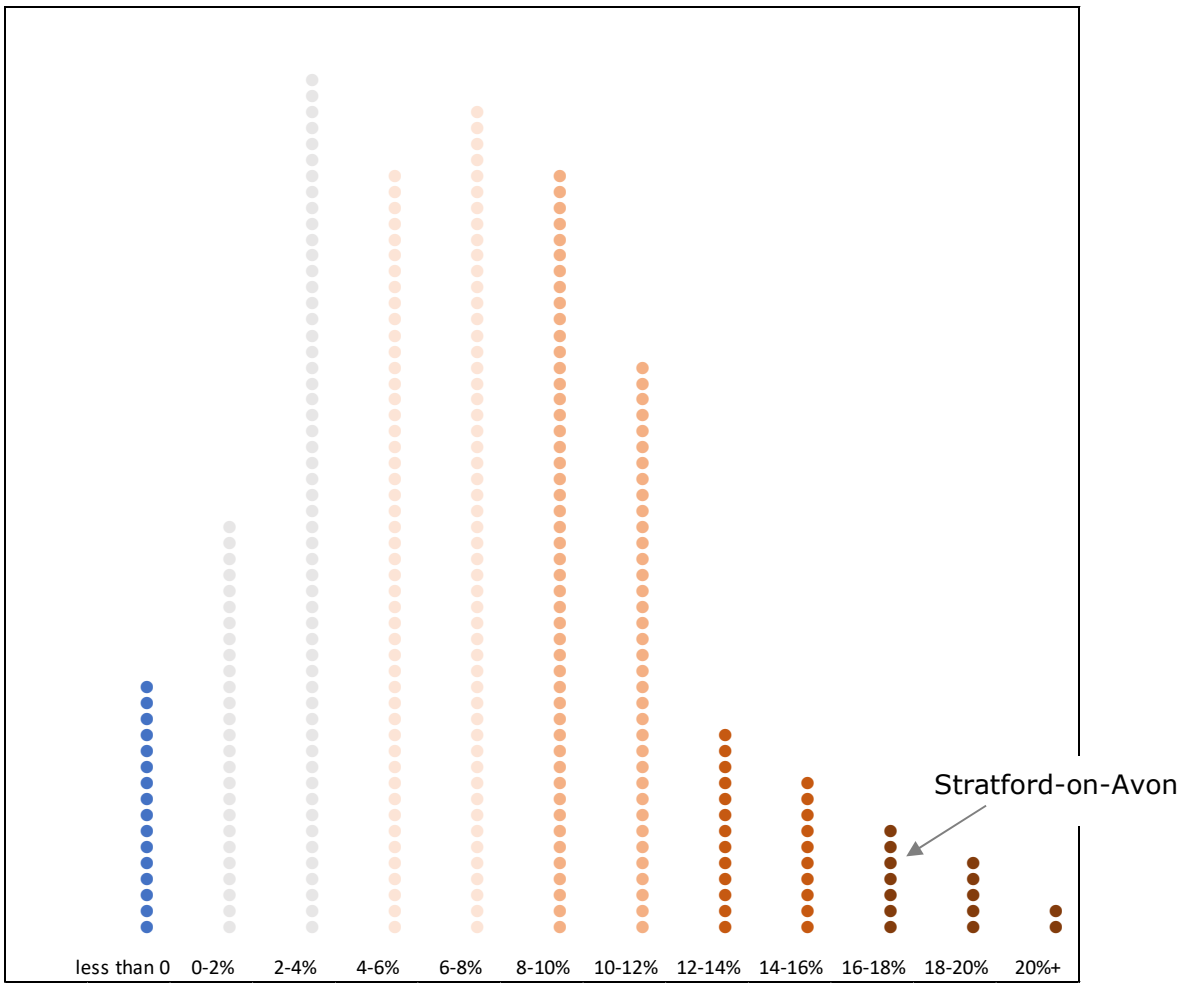
3.1.1 According to the most recent population estimate by ONS the population of Stratford-on-Avon District in mid-2023 was 141,929.[1]

Figure 1: Population increases each year



3.1.2 The population of Stratford-on-Avon District is estimated to have increased by 16.8% between 2013-2023[2]. This is the 12th highest growth seen out of all local authorities in England and Wales, with the average growth being 6.9%. It was also the largest growth seen across West Midlands authorities; Rugby saw the second highest at 15.5%, with Wychavon third with 14.6% population growth. Figure 2 below shows the distribution of the estimated population growth of all 319 local authorities in England and Wales.

Figure 2: Where our District sits compared to other authorities in terms of estimated % change in population from 2013-2023



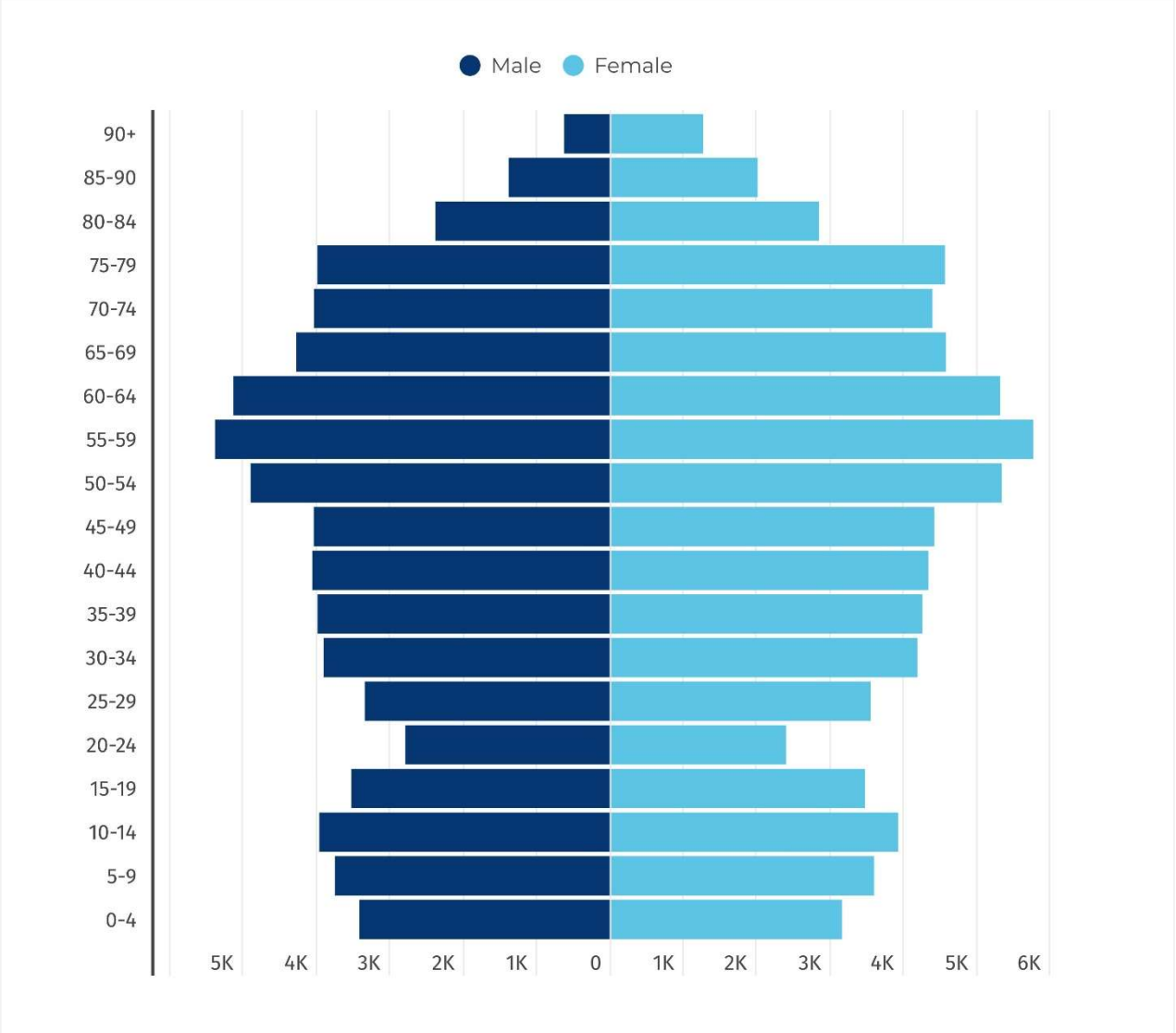
3.1.3 The area of Stratford-on-Avon District is 978km², therefore population density mid-2023 was estimated to be 145 people per km². This places SDC in the 20% least densely populated local authorities[3].

3.1.4 Figure 3 shows the estimated demographic breakdown of the District population mid-2023[4]. This shows clearly that the population is heavily weighted towards the older ages groups, with almost half the district's population – 47% - aged 50 or older (the over-65s making up just over 25% of the population and those aged 50-65 making up a further 22%). This is much higher than the figure of 38% aged 50 or over for England and Wales as a whole.

3.1.5 The median age of the District in mid-2023 was 48.3 years, while the England and Wales median average age was 40.5 years[5]. This places SDC at 42nd oldest authority for median age population, out of 319 authorities across England and Wales, and fifth highest in the West Midlands after Malvern Hills District Council (51.1 years), Herefordshire (49.2 years), Staffordshire Moorlands (50.2 years) and Shropshire (49 years). The oldest authority is North Norfolk, with a median age of 55.6 years.

3.1.6 The male to female ratio across the population is estimated to be 48.5%:51.5%.

Figure 3: Female vs male populations at different age bands, mid-2023 population estimate



3.2 **Population Projections**

3.2.1 The most recent population projections were published by ONS in March 2020, and are due to be renewed in early 2025. At the time they projected that the District's population would rise to 164,750 by 2043. However, their projection also forecast a population of 137,193 in 2023, almost 5,000 under the recent estimate. The projections could therefore be significantly understated if building rates were to continue at the current pace.[6]

4 Housing

Key facts

Housing Facts	
Number of dwellings	66,405
Median house price	£375,000
Owner occupied	71%
Number of new dwellings	1,435

4.1 Number of Dwellings

4.1.1 According to the Valuation Office list, there were 66,405 properties in the District at the end of March 2024. Of these, the most common dwelling type is a detached house.

4.1.2 The housing stock available does not follow the same pattern as Warwickshire or England, as seen in Figure 4. Stratford-on-Avon has more detached houses and fewer flats/maisonettes than the Warwickshire or English average.

Figure 4: Comparison of breakdown of house types, 2023



4.2 House Prices

4.2.1 When looking at house sale prices and rental costs, we use the median rather than the mean average. This is because the mean can be distorted by the very high sales and rental prices at the upper end of the market, which would lead to a less representative average. The median is preferred, particularly when looking at trends over time and ratio of prices to earnings.

4.2.2 The median house price for the District was £375,000 in the year to end-March 2023, 27% above the Warwickshire median of £295,000, and 29% above the England median of £290,000.[7]

4.2.3 The median house price in the District has risen £130,000 or 53% over ten years since the end of March 2013. In comparison, according to the Bank of England inflation calculator, inflation over that ten year period is estimated to total 34%.

4.2.4 The average median house price increase between 2013 and 2023 across all England and Wales authorities was 65%; Stratford-on-Avon therefore saw below-average median house price growth, falling in the bottom quarter of all authorities: only Telford and Wrekin and Newcastle-under-Lyme had lower growth in the West Midlands. The highest median house price growth across England and Wales– 117% - was seen in Barking and Dagenham.

4.2.5 However, Stratford's actual real terms growth of £130,000 was the third highest in the West Midlands, with only Bromsgrove and Warwick seeing greater real terms growth (£135,000 and £133,650 respectively).

4.2.6 The lower quartile house price for the District in the year to end-March 2023 was £270,000 (25% of houses were below this price, 75% above). This is higher than the lower quartile for England of £190,000, and that for Warwickshire of £215,000.[8]

4.2.7 The tenth percentile price for the District in the year to end-March 2023 was £189,500 (10% of houses were below this price, 90% above). This is higher than the tenth percentile price of £125,000 for England and £155,000 for Warwickshire[9].

4.2.8 Figure 5 and Table 1 shows the median house prices for different house types within the District and the median average for Warwickshire and England[10].

4.2.9 The median detached price in Stratford-on-Avon is 16% higher than the Warwickshire median average and 18% higher than the England median.

4.2.10 The median semi-detached price in Stratford-on-Avon is 19% above the Warwickshire median and 21% above the England median.

4.2.11 The median terraced house price in Stratford-on-Avon is 15% above the Warwickshire and England median average.

Figure 5: Median house prices for different house types

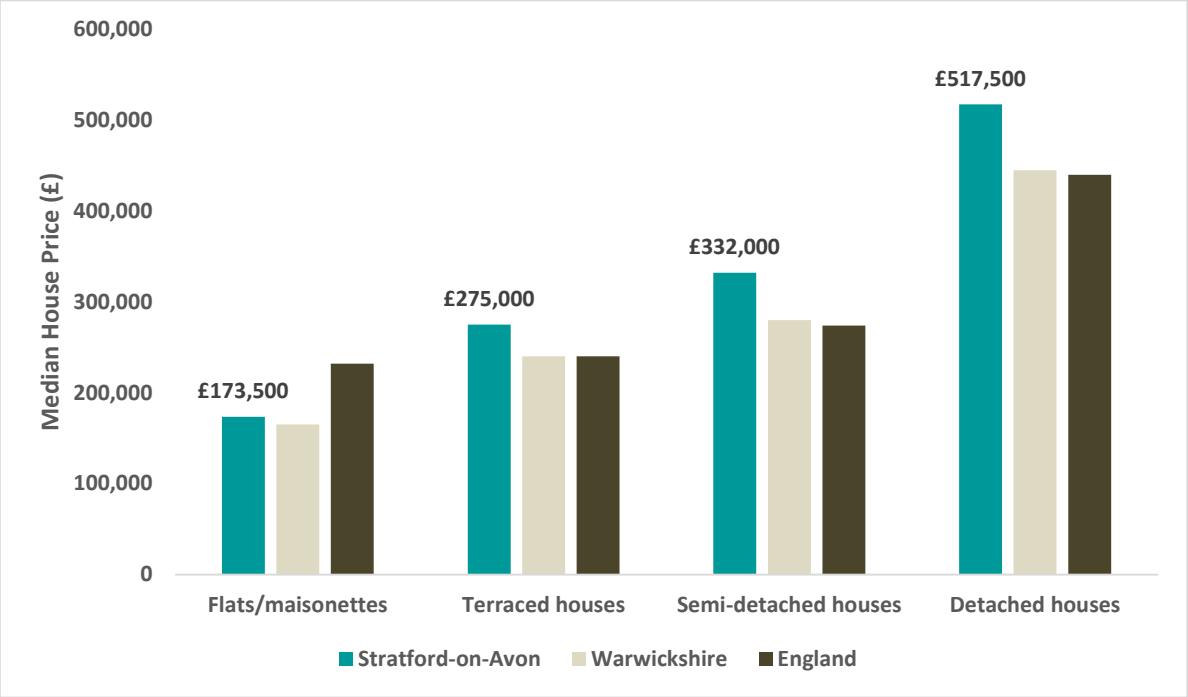


Table 1: Median house prices for different house types

	Stratford-on-Avon	Warwickshire	England
Flats/Maisonettes	£173,500	£165,000	£232,000
Terraced	£275,000	£240,500	£240,000
Semi-Detached	£332,000	£280,000	£274,000
Detached	£517,500	£445,000	£440,000

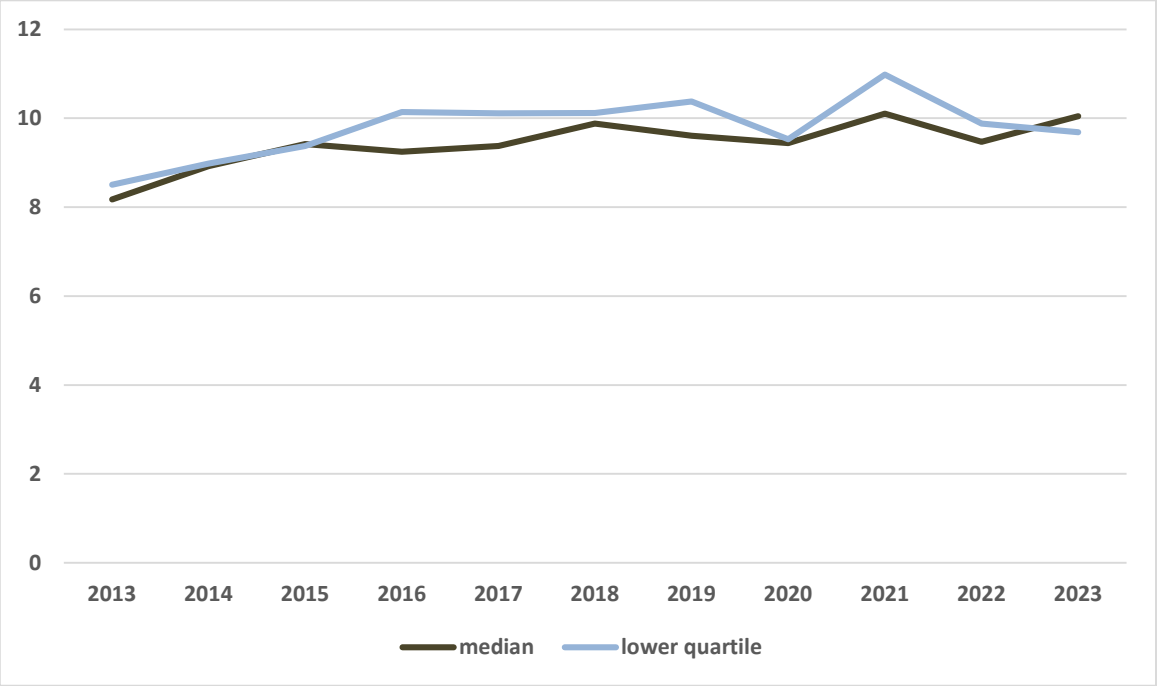
4.3 Ratio of House Prices to Earnings

4.3.1 The median house price to median earnings ratio in the District stood at 10.05 in 2023[11]. This was the highest ratio in the West Midlands region. By comparison, the ratio for Warwickshire was 8.25 and that for England was 8.26.

4.3.2 The lower quartile house price to lower quartile earnings ratio in the District was 9.69 in 2023[12]. This was the highest ratio for the West Midlands region. By comparison, the lower quartile house price to earnings ratio for Warwickshire was 7.86 and for England was 7.12.

4.3.3 Figure 6 below shows that. While the lower quartile price to earnings ratio largely stayed ahead of the median ratio over the previous nine years, meaning those in the lower income bracket were affected worse than those with median income by house price rises, 2023 saw that trend reverse.

Figure 6: Change in the median and lower quartile price to earnings ratio over time.



4.4 Rents

4.4.1 The median overall monthly private rent payable in the District in the year to end-March 2023 was £875. This was the third highest rent across the West Midlands, with Solihull and Warwick higher at £950 and £945 respectively.[13] Median rent has increased by £100, or 13%, since 2019.

4.4.2 Figure 7 shows the median monthly rents for different property types as of September 2023. Renters of three-bedroomed properties were in particular paying prices above the national average.

4.4.3 The lower quartile overall monthly private rent payable in the District in the year to end-March 2023 was £775. This was the second highest rent across the West Midlands, with only Solihull higher at £795.

4.4.4 Figure 8 shows the lower quartile rents for different property types as of September 2023. This shows that renters of all property types except studios were paying more than those in the lower quartile rent category across England or Warwickshire.

Figure 7: Median rents for different sized properties, 2023

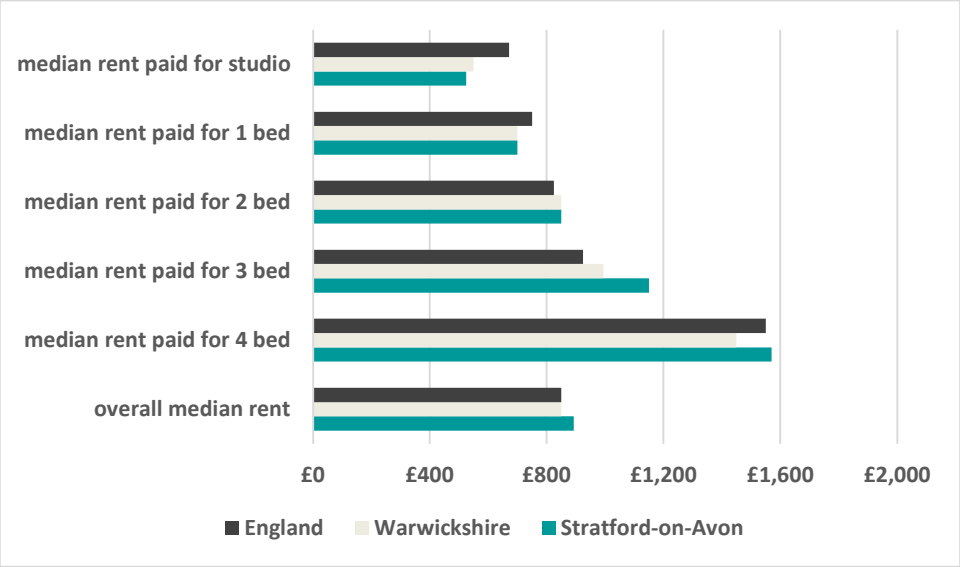
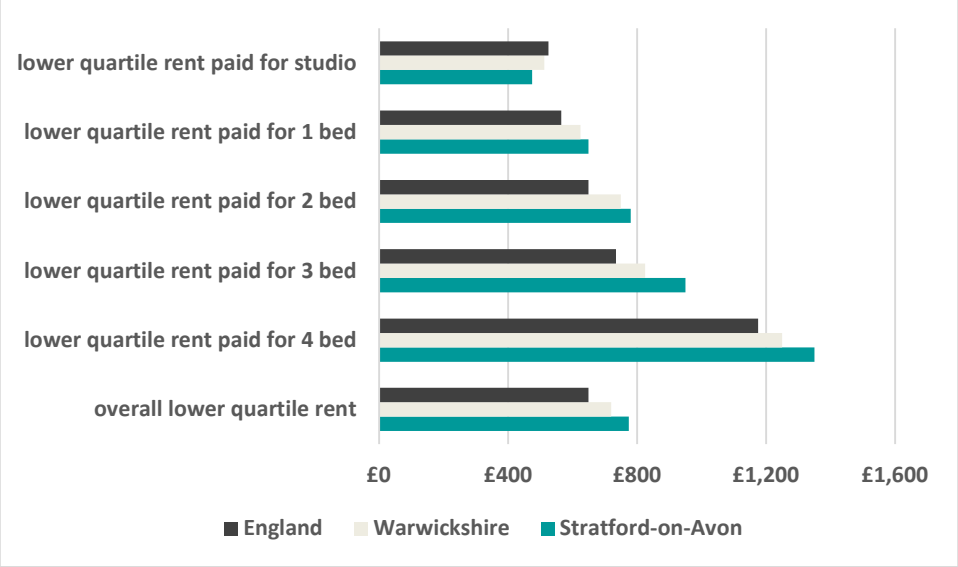


Figure 8: Lower quartile rents for different sized properties, 2023



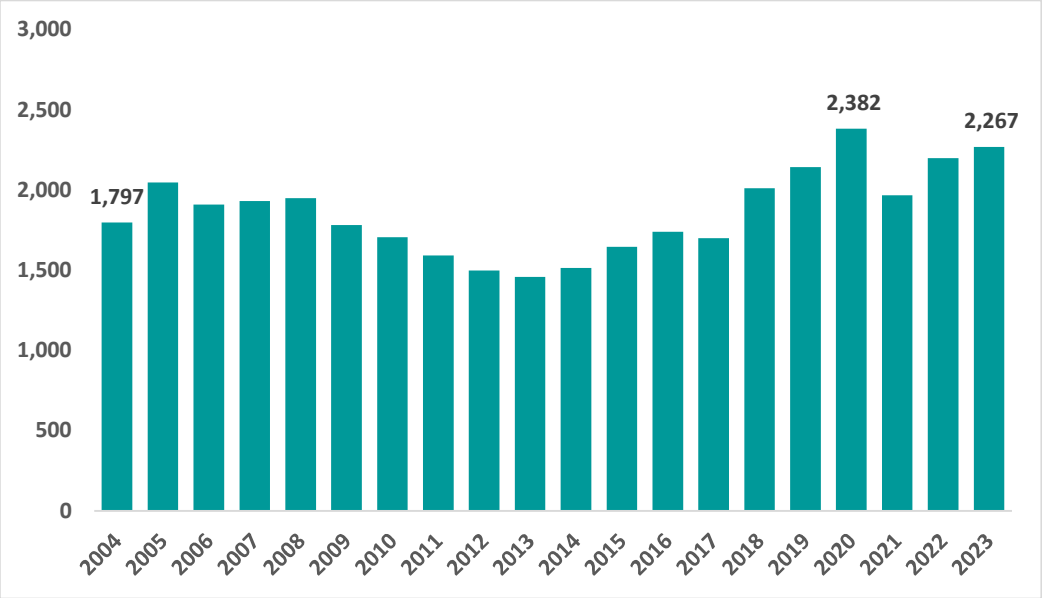
4.5 Housing Occupancy

4.5.1 Approximately 2,267 dwellings were thought to be vacant across the District in October 2023.[14] The number of vacant properties in the District has fluctuated over the last 18 years, but as can be seen in Figure 9 below, 2018 saw numbers rise significantly to over 2,000, and have remained at this higher level since.

4.5.2 996 (44%) of all vacant properties were classed as 'long-term vacant'. This is a rise of 2% - or 79 properties - on last year.

4.5.3 129 (6%) of all vacant properties were owned by a Private Registered Provider (Housing Association); of these 85 (or 66% total vacant properties owned by a Private Registered Provider) were classed as 'long-term vacant'. This is an increase of 47 properties from last year. So, while Housing Associations only owned a small proportion of the vacant properties in the District, the majority of these were 'long-term vacant'.

Figure 9: Number of vacant properties across the district 2004-2023

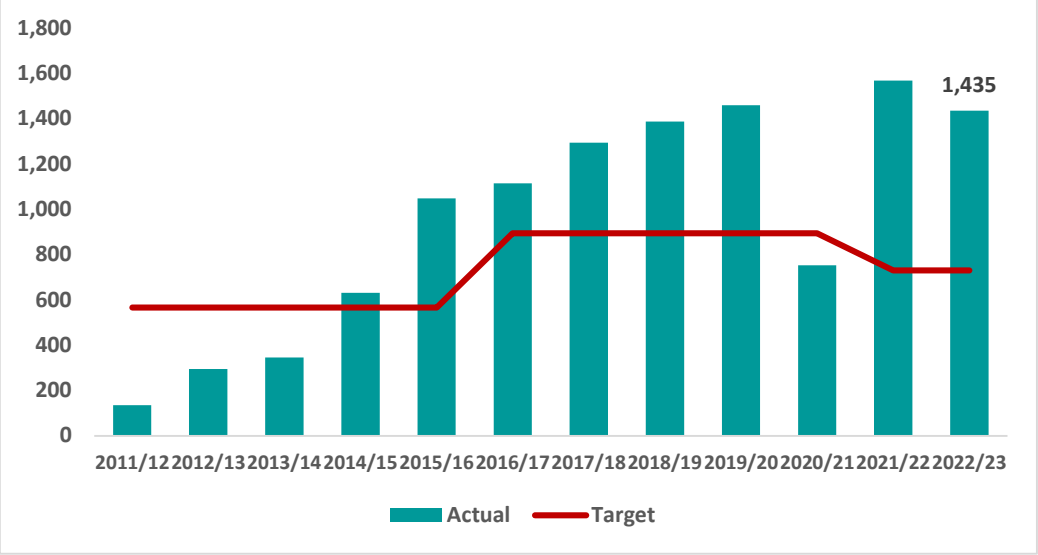


4.6 House Building

4.6.1 A total net of 1,435 new dwellings were added to the housing stock in 2022/23[15]. This represented 197% of the target for total new dwelling completions in 2022/23, 705 over the target of 730 (see Figure 10). The target housing requirement is set by the District Core Strategy, based on an objective assessment of housing needs for the Coventry and Warwickshire Housing Market Area. This identified a need for 14,600 new homes within our District over a 20 year period, 2011-2031, with the majority of these needed to house people moving into the district due to assumptions about an increase in the numbers of jobs over that same period.

4.6.2 This was the highest figure of net completions of all district authorities in 2022-23. South Cambridgeshire was second with 1,320 completions.

Figure 10: Number of actual new homes completed vs target, 2011/12-2022/23.



4.6.3 Figure 11 shows the net dwelling completions per settlement type over the past ten years[16]. There has been a definite change over this time in where new dwellings are being built. Main rural centres saw the greatest proportion of new homes over the year to 2021-22, with 31% all new homes built there. These main rural centres comprise Alcester, Bidford-on-Avon, Henley-in-Arden, Kineton, Shipston-on-Stour, Southam, Studley and Wellesbourne. New settlements accounted for an increasing proportion, up 4% to 23% all net completions. Stratford-upon-Avon town accounted for 29% net completions.

4.6.4 Figure 12 shows the size of new dwellings completed over the past ten years (some new builds are unaccounted for as size is unknown)[17]. In 2022/23 two and three bed homes made up 70% of completions, with four+ beds accounting for approximately 21%. One bed homes made up 8.5% of the total, although the preferred percentage would lie between 9-14%.

Figure 11: Location of new dwelling completions 2011 onwards

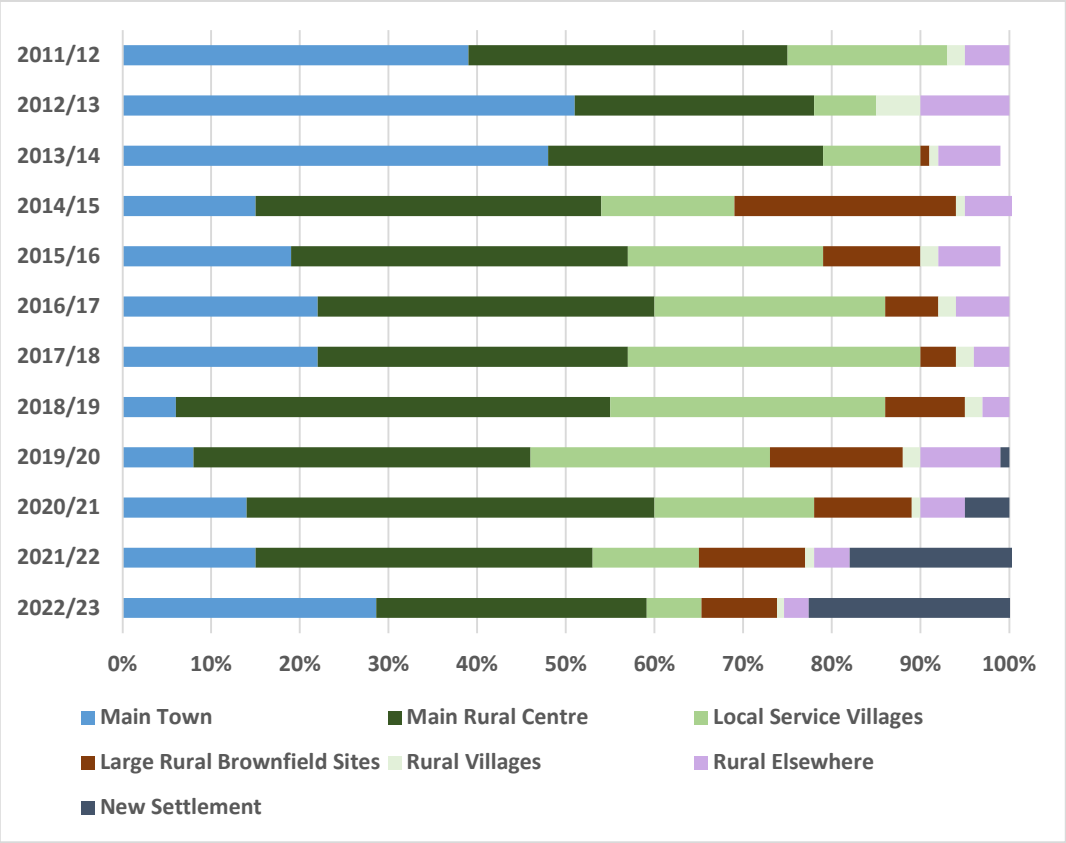
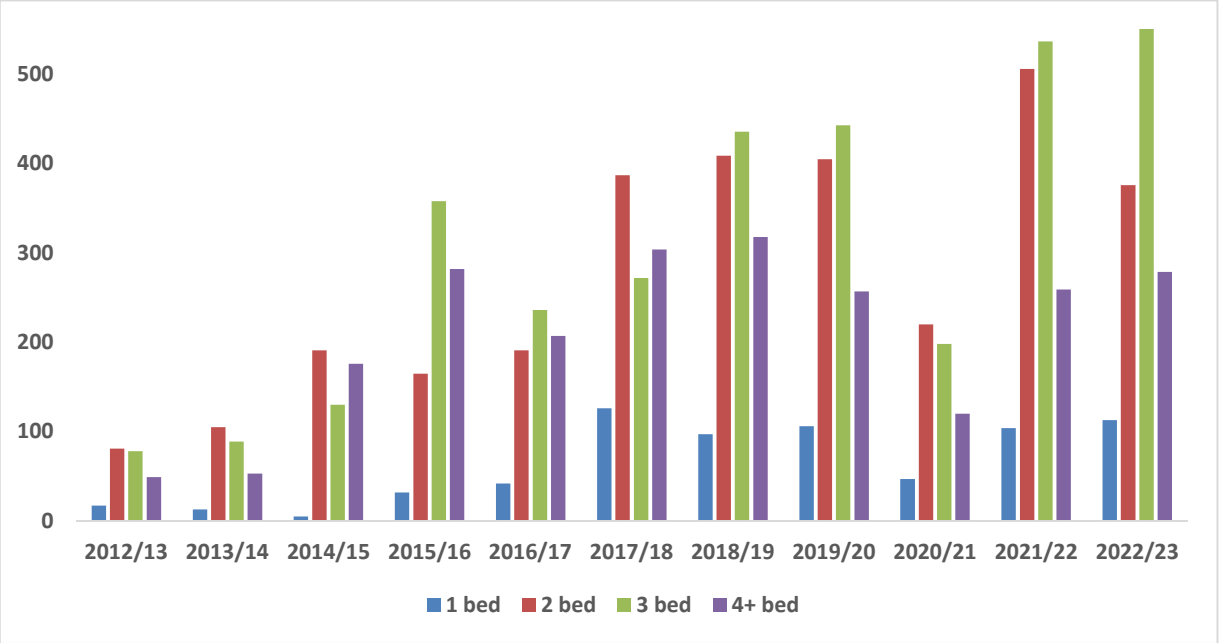


Figure 12: Size of new dwelling completions since 2012/13



4.7 Affordable Housing

4.7.1 Affordable Housing is defined by the National Planning Policy Framework (which sets out the government's planning policies for England and how it is expected to be applied) as housing for eligible households whose needs are not met by the market[18]. As such it encompasses a number of different schemes and ways of buying/renting a property to live in. These include Social Rent; Affordable Rent; Build to Rent and Rent to Buy; Discount Market homes; First Homes; Shared Ownership; and Shared equity.

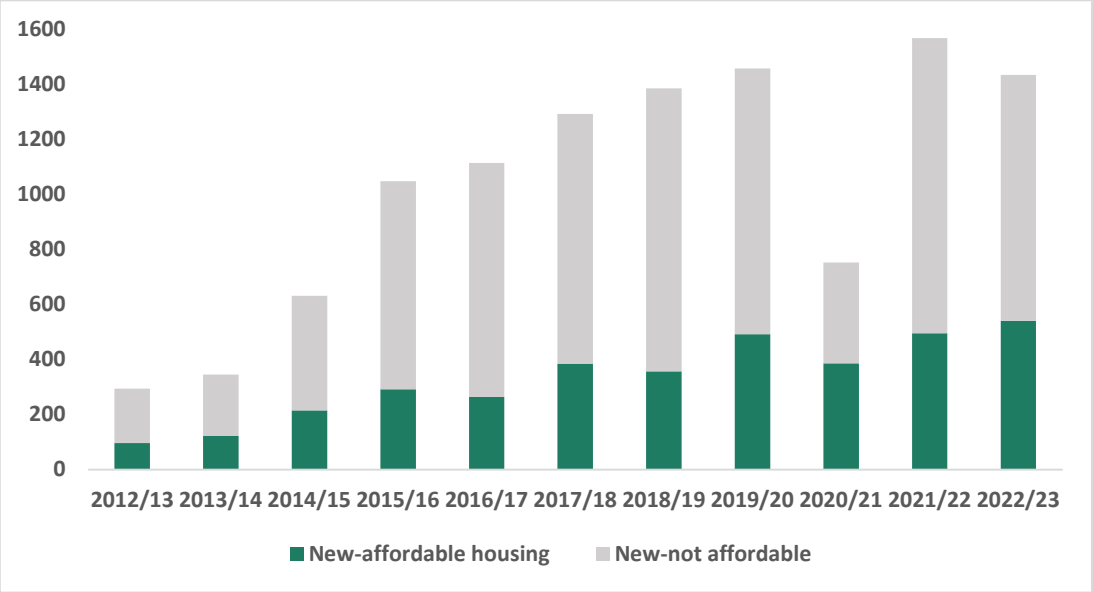
4.7.2 Discount market homes are homes sold for a discount of *at least* 20% below local market value. Affordable houses for rent are where the rent is set in accordance with the Government's rent policy for Social Rent or Affordable Rent or is *at least* 20% below local market rents (including service charges where applicable).[19]

4.7.3 Affordable Housing is usually provided as a proportion of homes (i.e. 35% as set out in the Core Strategy) on eligible general housing sites (also known as s106 sites) but can also be delivered through affordable housing schemes. 'Low cost' market homes, whilst may arguably be actually more affordable, do not fall within the NPPF definition.

4.7.4 Affordable housing has made up an average of 33% of all new dwellings completed since 2012[20]. In 2022/23, affordable housing made up 38% of net new dwellings, corresponding to 540 out of a total of 1,435 net new dwellings (see Figure 13 below for the proportion of affordable versus non-affordable since 2012/13).

4.7.5 2022/23 saw the highest amount of affordable homes completed since monitoring began, at 540. This is due to a 100% affordable housing scheme and larger sites now delivering their affordable housing quota.[21].

Figure 13: Number of net new dwellings completed which are affordable vs not affordable.



5 Crime

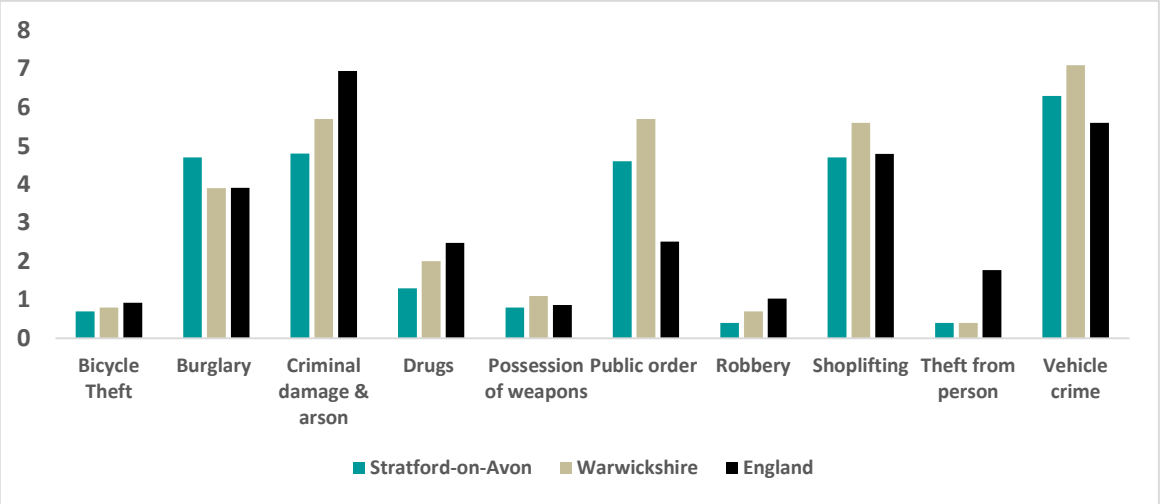
5.1 Recorded Crimes

5.1.1 The total number of recorded crimes in the District in the year to July 2024 was 7,904[22]. This is a rate of 60 crimes per 1,000 people, which is the lowest rate across Warwickshire. This reflects a slight fall on the previous year when the rate was 63 crimes per 1,000 people.

5.1.2 The most prevalent crimes in the District were violent and sexual offences, with a rate of 24.4 per 1,000 people. This is lower than the same rate across Warwickshire (29.1) and England (31.9).

5.1.3 Figure 14 below shows all other crimes, which were significantly lower than that for violent and sexual crime. The second most prevalent crime was vehicle crime, with a rate of 6.3 per 1,000 people. This is higher than the rate for England (5.6) but lower than the Warwickshire average of 7.1.

Figure 14: Crime rate per 1,000 population, year to July 2024



6 Employment and Qualifications

6.1 Employment

6.1.1 In March 2024, there were approximately 63,500 'economically active' people aged between 16 and 64 years. This represents 86% of the total population aged between 16-64 years who live in the District (based on Census 2021 figures)[23]. The remaining 14% population aged between 16-64 years was classed as 'economically inactive' i.e. not in work or looking for work, due to retirement, being a student, being too sick to work or some other reason.

6.1.2 The number of people classed as 'economically active' has fallen by almost 5,000 on the year to March 2024, down from 68,200.

6.1.3 Of the economically active population, 60,400 (95%) were classed as in employment, either as an employee or self-employed. This is a fall of 6,000 on the year to March 2023.

6.1.4 Approximately 1,800, or 2.9% were classed as Unemployed as at March 2024.

6.1.5 Over three quarters of people in employment were classed as employed (77%), while 23% were classed as self-employed. The number of people working as employees in the District was 46,400 in March 2024, a fall of over 7,000 in a year. The number classed as self-employed conversely rose by just over 2,000, up to 14,000.

6.1.6 The number of males who were in employment, either as an employee or self-employed was 33,100 in March 2024. This was higher than the number of females, which stood at 27,300.

6.1.7 9,700 males (approximately 28% economically active males) were self-employed compared to 4,900 females (approximately 15% economically active females). The rates of self-employment seen in the District are much higher than those for Warwickshire or Great Britain as a whole, with over twice the proportion of men being self-employed than the average, and just under twice the proportion of women.

6.2 Unemployment Benefit Claims

6.2.1 In August 2024 there were 1,740 residents claiming unemployment benefit in the District[24]. These were evenly split between males and females.

6.2.2 Younger adults had a higher rate of claiming unemployment benefit than headline rate: 2.8% of all those aged 18-24 years (3% those aged 18-21 years) in the District claimed benefit compared to 2.7% those aged 25-49 and 1.6% those aged 50+.

6.3 Earnings - Residents

6.3.1 The median gross weekly earnings in 2023 for full time workers who live in the District (not necessarily working in the District) was £725.40[25]. This was higher than the average for the West Midlands at £651.60, and that for Great Britain at £682.60. However, while both the West Midlands and Great British average wages have risen since 2023, those in Stratford-on-Avon have fallen slightly.

6.3.2 The weekly median for full time men was £803.70 while that for full time women was £636.90. Women's weekly median pay is therefore 79% that of men.

6.3.3 While men's full time median wages have increased almost £40 on 2023, women's wages have decreased approximately £35. Therefore we can see that the decrease in median wages for the District is driven by a fall in full-time women's wages over the past year.

6.3.4 The median hourly wage for full time males living in the District was £20.33 while that for full time females was £16.60.

6.4 Earnings – Those who work in the District

6.4.1 The median gross weekly earnings in 2023 for full time workers who worked within the District (not necessarily living in the District) was £637.50[26]. This is lower than the median average for the West Midlands (£650.70) and for Great Britain (£682.60). Jobs in our District therefore pay lower on average than jobs across the region/country.

6.4.2 The median weekly earnings for a full time male worker in the District was £697.70, while that for a female was £577.30, meaning that females working in the District earned 83% what males earned.

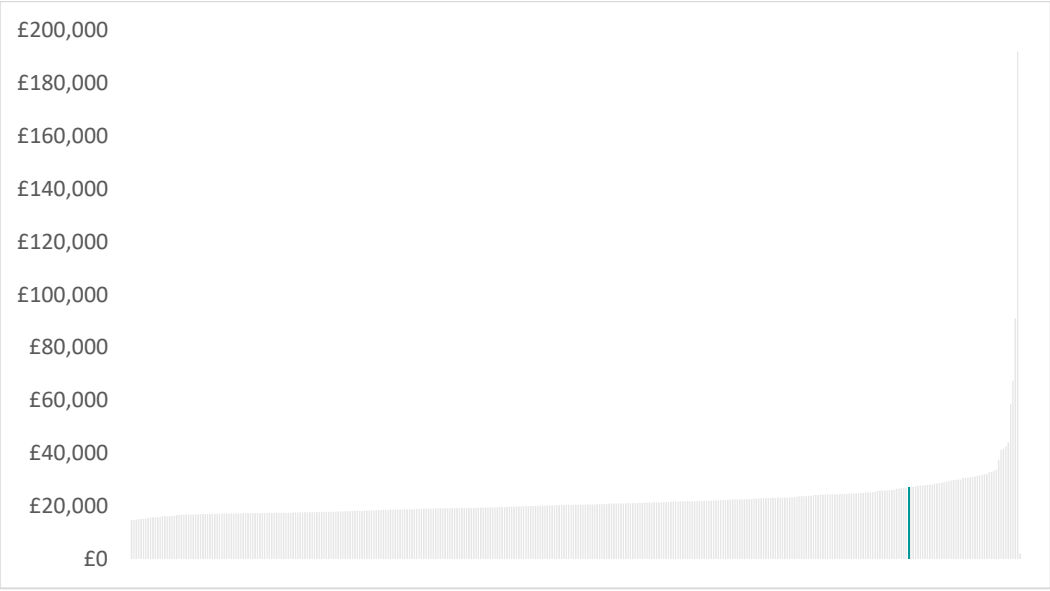
6.4.3 Female median weekly earnings for those working in the District have risen by over £70 on 2022; male earnings have remained fairly static over the past year.

6.4.4 The median hourly wage for full time males working in the District was £16.62, while that of full time females was £14.55.

6.5 Disposable Income

6.5.1 In 2021 the average amount of gross disposable income (income after taxes and benefits) per person was £26,872. This placed Stratford-on-Avon 47th out of all 374 local authorities across Great Britain (see figure 15). The median average was £20,425.

Figure 15: Amount of gross disposable income per person: local authorities across GB



6.6 Qualifications

6.6.1 In 2023, 60% of adults aged 16-64 years in the District possessed an NVQ4 qualification or higher (NVQ4 is equivalent to an HNC, NVQ6 is equivalent to an undergraduate degree, NVQ3 is equivalent to A Level)[27]. The average for England is 47%, while for West Midlands it is 43%.

6.7 Apprenticeships

6.7.1 Stratford-on-Avon saw 882 apprenticeship starts in 2022-23. This places the District 184th out of 296 local authorities across England (there are 41 authorities with missing data). The median was 946.

6.7.2 In 2022-23 there were 434 apprenticeship completions, placing the District 170th out of 295 English local authorities. The median number of completions was 455.

6.8 Jobs by Industry

6.8.1 In 2022 there were 86,000 jobs in the District of which there were an estimated 73,000 employee jobs[28]. 51,000 were full-time and 22,000 were part-time.

6.8.2 Job-density was therefore roughly 1.08 jobs per working-age person. This compares to 0.83 across the West Midlands and 0.87 across Great Britain. A high job-density reflects a place acting as an employment centre to which people commute for work; a low job-density reflects a place with fewer jobs, out of which people commute to find work.

6.8.3 Table 2 shows the breakdown of the number of jobs in our District in 2022 by industry sector[29], not including those performed by people classed as self-employed. Manufacturing accounts for the largest number of jobs at 13,000, representing 17.8% total jobs in the district. This is a higher proportion of jobs than the average for both West Midlands (11.3%) and Great Britain (7.6%). This represents an increase of 1,000 jobs on 2021.

6.8.4 The wholesale and retail trade/repair of motor vehicles and motorcycles was the next largest sector in terms of jobs, with 9,000, representing 12.3% total jobs in the district This is the lower than the West Midlands and Great Britain averages of 15% and 14% respectively. The number is estimated to have dropped 1,000 on 2021.

6.8.5 Tourism-related jobs are an important part of the District services sector. According to the 2022 Tourism Economic Impact assessment, there were 7,154 tourism-related jobs in the District, accounting for approximately 10% all jobs in the District.

6.8.6 Accommodation and food service jobs have risen from 6,000 in 2020 to an estimated 8,000 in 2022. Financial and Insurance jobs have risen from an estimated 2,500 in 2021 to 3,500 in 2022. Real estate jobs have risen from an estimated 1,250 in 2021 to 2,250 in 2022. Professional, scientific and technical jobs have risen from an estimated 6,000 in 2021 to 7,000 in 2022. Administrative and support service job have also risen by an estimated 1,000 on 2021 to 5,000 in 2022.

Table 2: Number of employee jobs within Stratford-on-Avon District by industry, 2022 (green shows growth on 2021, pink shows decline)

	No.jobs	***%***
Agriculture, mining, electricity, gas, water and waste	No data	
Manufacturing	13,000	*17.8%*
Construction	3,000	*4.1%*
Wholesale and retail trade	9,000	*12.3%*
Transportation and Storage	2,000	*2.70%*
Accommodation and Food service	8,000	*11%*
Information and communication	2,500	*3.4%*
Financial and insurance	3,500	*4.8%*
Real estate	2,250	*3.1%*
Professional, scientific and technical	7,000	*9.6%*
Administrative and support services	5,000	*6.8%*
Public administration and defence	900	*1.2%*
Education	4,500	*6.2%*
Health and social work	7,000	*9.6%*
Arts, entertainment and other recreation	2,250	*3.1%*
Other services	2,250	*3.1%*

7 Business and Economy

7.1 Productivity: Gross Value Added (GVA)

7.1.1 The total estimated GVA of the District in 2022 was £5.02billion. This is an estimated increase of £111 million on 2021.

7.1.2 Table 3 shows the breakdown of £GVA by industry sector and per job[30]. Manufacturing now accounts for just under a quarter of all £GVA in the district – amounting to £1,246,000,000; previously it had accounted for over a third of all the District's GVA.

7.1.3 Other industries saw a small rise in the proportion of total £GVA they accounted for: notably, Accommodation and Food which accounted for 2.40% £GVA in 2021 in 2022 represented 4.18% total £GVA. Information and Communication which had accounted for 3.55% in 2021 rose to 5.34% in 2022.

7.1.4 A number of industries saw substantial increases in the amount of GVA per job produced. Notably, Information and Communication rose from £69,000 to £107,200 per job.

7.1.5 However, a handful of industries saw a fall in GVA per job, with Manufacturing seeing the most significant fall from £130,583 to £95,846.

Table 3: Breakdown of £GVA by industry 2022

Sector	GVA 2022		GVA per job
	GVA £m	%	
Agriculture, mining, electricity, gas, water and waste	153	*3.05%*	**No data**
Manufacturing	1,246	*24.83%*	**£95,846**
Construction	304	*6.06%*	**£101,333**
Wholesale and retail trade	429	*8.55%*	**£47,667**
Transportation and Storage	49	*0.98%*	**£24,500**
Accommodation and Food service	210	*4.18%*	**£26,250**
Information and communication	268	*5.34%*	**£107,200**
Financial and insurance	348	*6.93%*	**£99,429**
Real estate	798	*15.90%*	**£354,667**
Professional, scientific and technical	254	*5.06%*	**£36,286**
Administrative and support services	242	*4.82%*	**£48,400**
Public administration and defence	66	*1.32%*	**£73,333**
Education	217	*4.32%*	**£54,250**
Health and social work	211	*4.20%*	**£30,143**
Arts, entertainment and other recreation	60	*1.20%*	**£26,667**
Other services	159	*3.17%*	**£70,667**

7.2 Business Numbers

7.2.1 In December 2023, the number of businesses in the District stood at 8,555[31]. 89.9% of these were classed as micro-businesses (0-9 employees), with a further 8.6% being small (10-49 employees). There were 105 medium businesses (50-249 employees), up 5 on 2022; and there were 15 large businesses (over 250 employees), the same figure as in 2022.

7.2.2 The break-down of businesses by size reflected the averages for Warwickshire and England as a whole, as can be seen in Table 4 below. Stratford-on-Avon has proportionally more micro businesses and fewer small-medium-large businesses than seen across Warwickshire or England on average.

Table 4: Number of businesses by size

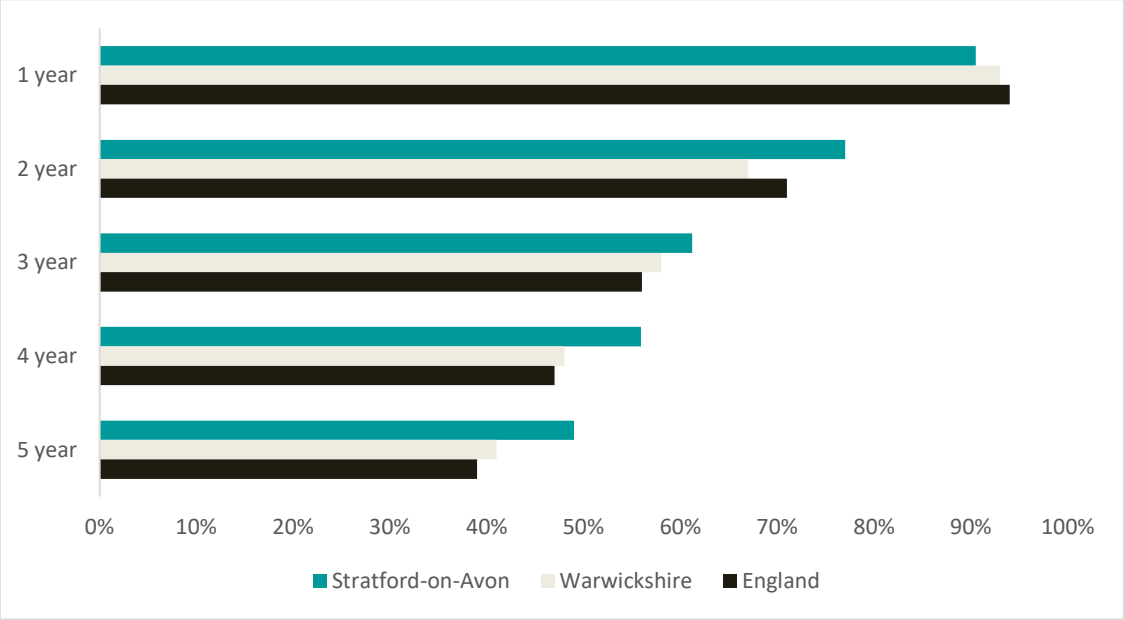
Size	Stratford-on-Avon		Warwickshire		England	
	Count	*%*	*Count*	*%*	*Count*	*%*
Large (250+)	15	*0.2*	115	*0.4*	9,630	*0.4*
Medium (50-249)	105	*1.2*	415	*1.5*	37,305	*1.6*
Small (10-49)	735	*8.6*	2,375	*8.8*	209,555	*8.8*
Micro (0-9)	7,695	*89.9*	24,105	*89.2*	2,113,640	*89.2*
Total	**8,555**	***100***	**27,010**	***100***	**2,370,125**	***100***

7.2.3 The business density ratio for the district was 602 per 10,000 people, using population estimates and business counts from 2023[32]. This was the highest density in the West Midlands; Herefordshire was second with a density of 558 per 10,000 population.

7.2.4 Figure 16 shows the business survival rates for Stratford-on-Avon compared to the Warwickshire and English average[33]. While businesses in our District have a slightly lower chance of survival in their first year than on average across Warwickshire or England, once they reach their second year their chances of survival are greater.

7.2.5 In 2022, there were 1,050 business starts, while there were 1,165 business deaths.

Figure 16: Business survival rates 2022



7.3 Businesses by Industry

7.3.1 Table 5 shows the number of businesses within each industry sector in the District in 2023, and the proportion of total businesses which each sector accounts for, along with the Warwickshire and England averages[34].

Table 5: Number and Proportion of businesses by industry sector 2023

Sector	SOA	SOA	Warks	England
	Count	***%***	*%*	*%*
1: Agriculture, forestry & fishing (A)	750	*8.8%*	*5.2%*	*3.9%*
2: Mining, quarrying & utilities (B)	0	*0.0%*	*0.0%*	*0.0%*
3: Manufacturing (C)	445	*5.2%*	*5.8%*	*4.9%*
4: Electricity, gas, steam and air conditioning (D)	5	*0.1%*	*0.2%*	*0.2%*
5: Water supply; sewerage, waste management etc (E)	25	*0.3%*	*0.3%*	*0.3%*
6: Construction (F)	980	*11.5%*	*11.8%*	*13.9%*
7: Wholesale/retail trade; repair of motor vehicles and motorcycles (G)	1,060	*12.4%*	*13.5%*	*14.8%*

Sector	SOA	SOA	Warks	England
	Count	***%***	*%*	*%*
8: Transport & storage (inc. postal) (H)	220	*2.6%*	*6.8%*	*4.8%*
9: Accommodation & food services (I)	455	*5.3%*	*5.8%*	*6.2%*
10: Information & communication (J)	465	*5.4%*	*6.4%*	*7.3%*
11: Financial & insurance (K)	150	*1.8%*	*1.6%*	*2.3%*
12: Property (L)	415	*4.9%*	*4.3%*	*4.3%*
13: Professional, scientific & technical (M)	1,515	*17.7%*	*17.0%*	*15.7%*
14: Business administration & support services (N)	1,105	*12.9%*	*9.7%*	*8.5%*
15: Public administration & defence (O)	55	*0.6%*	*0.5%*	*0.3%*
16: Education (P)	155	*1.8%*	*1.8%*	*1.8%*
17: Health (Q)	235	*2.7%*	*3.3%*	*4.0%*
18: Arts, entertainment and recreation (R)	245	*2.9%*	*2.2%*	*2.7%*
19: Other service activities (S)	275	*3.2%*	*3.7%*	*4.0%*

7.3.2 In 2023, the largest number of businesses in the District were within the professional, scientific and technical services industry, accounting for just under 18% of all businesses, a slightly higher proportion than the Warwickshire and England averages.

7.3.3 Business administration and support services accounted for 12.9%, significantly higher than the county and national averages.

7.3.4 Agriculture, forestry and fishing accounted for just under 9% all business, a higher proportion than either the Warwickshire average (5.2%) or national average (3.9%).

8 Health

8.1 Overview

8.1.1 People in Stratford-on-Avon District are generally in better health than average. Life expectancy in 2022 was 85.2 years for women (Warwickshire = 83.3y; England = 83.2y) and for men it was 80.9years (Warwickshire = 79.3y; England = 79.3y)[35].

8.2 Disease, Death and Injury

8.2.1 Mortality rates for cancer, respiratory disease, circulatory disease and stroke are much lower in the District than the West Midlands' average[36].

8.2.2 In 2021/22 65.1% of adults in the District were classed as overweight or obese, compared to 66.9% across the West Midlands and 63.8% across England[37].

8.2.3 In 2022/23, 19.4% of Reception-aged children (4-5 years) were classed as overweight/obese compared to 21% in England; this had risen to 31.5% by Year 6 (10-11 years) compared to 37% in England.

8.2.4 In 2022, 70.5% of adults said that they were active for at least 30 minutes per week compared to 62.9% across the West Midlands and 63.4% across England.

8.2.5 Child hospital admissions (aged 0-14 years) caused by unintentional and deliberate injuries were 94 per 10,000 children, which was significantly higher than the English average of 84 and West Midlands average of 81.

8.2.6 The rate of diabetes diagnosis in August 2022 was 61.6%. This is the estimated percentage of people with diabetes who are actually diagnosed with it: in other words, 61.6% people with diabetes in the district received a diagnosis, meaning that 38.4% people who have diabetes are undiagnosed. This is under the West Midlands average rate of 80.3%, meaning that fewer people with diabetes in our District got a diagnosis than average across the region[38].

8.2.7 The rate of dementia diagnosis in 2024 was 51.2%. This is the estimated percentage of people with dementia who are actually diagnosed with it: in other words, 51.2% people with dementia in the district received a diagnosis, meaning that 48.8% people who have dementia are undiagnosed. This is under the West Midlands average rate of 62.1%, meaning that fewer people with dementia in our District got a diagnosis than average across the region[39]

8.2.8 Suicide rates were similar to that across the West Midlands and nationally in 2023: 11.4 per 100,000 people in our District compared to 10.7 in West Midlands and across England.[40]

9 Poverty/Cost of Living Crisis

9.1 Risk Factors for Poverty

9.1.1 There are a number of indicators which can mean that an individual is at risk of living in poverty. They include, but are not restricted to:

- Living in fuel poverty
- Receiving unemployment or low-income benefits
- Renting privately (in conjunction with another of the above).

9.2 Fuel Poverty[41]

9.2.1 16.5% of households in the District were in fuel poverty according to the latest data for 2022, compared to 16.2% in Warwickshire and 13.1% in England.[42]

9.2.2 The proportion of those in fuel poverty has risen over the past three years, from 13.3% in 2020, 15.6% in 2021 to 16.5% in 2022.

9.2.3 There was huge variation across the District in the proportion of households in fuel poverty, ranging from 28% in Dunnington & Salford Priors LSOA to 6.1% in Stratford Bishopton LSOA. 18 LSOAs saw a rate of 20% or more.

9.3 Claimant Counts

9.3.1 In August 2024 there were 9,312 people claiming Universal Credit in the District, of which 4,004 were in employment[43].

9.3.2 Quinton ward had the highest number of claimants at 565, while Wootton Wawen had the fewest claimants at 40 (see Table 6 below).

Table 6: Universal Credit Claimants by Ward, August 2024

Ward	No. of people on Universal Credit (Aug 24)	No. of people in employment on UC (July 24)	% UC claimants in employment (July 24)
Alcester East	369	157	*43.1*
Alcester West	203	98	*50.8*
Bidford East	442	203	*47.8*
Bidford West	112	57	*51.4*
Bishop's Itchington, Fenny Compton & Napton	341	136	*40.5*
Brailes & Compton	182	71	*40.6*
Claverdon & Snitterfield	150	62	*42.8*
Gaydon, Kineton & Upper Lighthorne	461	184	*41*
Harbury	287	123	*44.4*
Henley-in-Arden	196	80	*41.2*
Kinwarton	192	65	*34.6*
Quinton	565	255	*45.6*
Salford Priors & Alcester Rural	136	41	*30.6*
Shipston North	310	139	*46.3*
Shipston South	96	35	*39.3*
Southam East, Central & Stockton	78	31	*40.8*
Southam North & Long Itchington	200	85	*42.3*
Southam South	226	103	*46.4*
Southam West	380	173	*47*
Stratford Avenue	383	173	*46.1*
Stratford Bishopton	250	120	*48.6*
Stratford Clopton	310	133	*43.9*
Stratford Guildhall & Bridgetown	152	73	*49.3*
Stratford Hathaway	222	91	*41.7*
Stratford Orchard Hill	283	142	*51.6*
Stratford Shottery	308	132	*44.9*
Stratford Tiddington	168	84	*48*
Stratford Welcombe	273	119	*43.6*
Studley North	327	141	*43*
Studley South	249	103	*41.7*
Tanworth-in-Arden	88	48	*54.5*
Tredington	232	70	*31*
Tysoe	80	17	*21.8*
Welford-on-Avon	378	159	*43.6*
Wellesbourne East & Rural	281	128	*45.2*
Wellesbourne North & Rural	238	85	*35*
Wellesbourne South	144	58	*43.3*
Wootton Wawen	40	20	*54.1*

10 Stratford-on-Avon District Council Residents Survey

10.1 The *Stratford-on-Avon District Council Residents' Survey 2024* undertaken from June to July 2024 with 1,669 responses concluded that:

- National research, that includes a number of questions used by SDC, has seen satisfaction levels in the public sector fall broadly in line with the results in our survey.
- 83% of those surveyed are satisfied with their local area as a place to live, down three percentage points on 2022 and the lowest score in the last ten years.
- Residents were asked to say what were the five most important things making somewhere a good place to live. The top five in the District were: the level of crime (62%); health services (60%); access to the countryside (35%); clean streets (33%) and road and pavement repairs (32%). Health services were considered the most important factor in two of the six localities: Alcester/Bidford and Shipston. Level of crime was considered the most important factor in the other four: Henley/Studley, Southam, Stratford and Wellesbourne/Kineton.
- Residents were asked to think about their local area and indicate up to five things that most need improving. The top five improvements were: road and pavement repairs (63%); the level of traffic congestion (49%); activities for teenagers (32%); public transport (32%) and the level of crime (31%). Road and pavement repairs were the factor requiring most improvement in Alcester/Bidford, Henley/Studley, Shipston, Southam and Wellesbourne/Kineton localities, with the level of traffic congestion in Stratford being most important.
- 73% of respondents felt very or fairly strongly that they belong to their immediate neighbourhood, up one percentage point on 2022.
- 50% of respondents tend to or definitely agree that their local area is a place where people from different backgrounds get on well together, four percentage points down on 2022.
- 67% of respondents felt that their local area economy was OK or better, while 33% felt it could be better or was really struggling. This is a much worse picture than 2019, when 79% thought their local economy was OK or better, and 21% felt it could be better or was really struggling. The most mentioned issue on the economy, highlighted by over a fifth of responses, was that of shop closures, and the associated empty shops.
- The percentage of respondents who felt they could influence decisions fell again to another ten-year low, with 26% agreeing they could influence local decision-making. 12% of respondents agreed that they can influence housing or business development within their local area, the same proportion as in 2022.
- 55% of respondents are fairly or very satisfied with the way Stratford-on-Avon District Council runs things, down six percentage points on 2022.

- 44% of respondents tend to or strongly agree that Stratford-on-Avon District Council provides value for money. This is a slight increase on 2022.
- 58% of respondents agree a great deal or to some extent that Stratford-on-Avon District Council is making the local area a better place to live. This is down five percentage points on 2022, and the lowest figure seen over the past ten years.
- 45% of respondents agree a great deal or to some extent that Stratford-on-Avon District Council is working to make the area safer, nine percentage points lower than in 2022.
- 54% of residents agree a great deal or to some extent that Stratford-o-Avon District Council is working to make the area cleaner and greener, a fall of four percentage points on 2022, and 13 percentage points lower than 2014.
- 54% of respondents felt that the Council were making a great deal of progress or were making progress to some extent in tackling climate change. This is an increase of 18 percentage points on 2022.
- 25% of respondents felt that SDC had improved town centres in the local area a great deal or to some extent. This in a fall of 10 percentage points on 2022 and the lowest level seen over the past ten years.
- 31% agreed a great deal or to some extent that SDC involves residents when making decisions – a slight drop on 2022.
- 33% of respondents felt agreed that SDC acts on residents' concerns a great deal or to some extent, one percentage point lower than in 2022.
- 44% of respondents felt that SDC keeps residents very or quite well informed about services and benefits. This is a drop of 13 percentage points on 2022.
- Only 20% of residents felt very or quite well informed about how they can get involved in decision making. This is the lowest result for the last ten years.
- 43% felt very or fairly well informed on what the Council spends its money on. This is a three-percentage point drop on 2022, and the lowest score over the last ten years.
- Overall, 27% found it very easy or quite easy to find news and updates about the Council and 20% found it quite difficult or every difficult.
- 57% of respondents said that they were very or fairly satisfied with the way SDC kept public land clear of litter and refuse. Satisfaction levels have been dropping continuously over the last ten years. 70% of residents were very or fairly satisfied with doorstep recycling, a drop of 12 percentage points on 2014. 79% of residents were very or fairly satisfied with refuse collection in the district. While still being high, this is a drop on the consistent scores of 90% seen across surveys between 2012-2019.

- 47% of residents were very or fairly satisfied with sport/leisure facilities, a slight fall on 2022 and the same level as seen in 2014. 69% of residents felt very or fairly satisfied with the parks and open spaces provided by SDC, a slight fall of two percentage points on 2022. Satisfaction/dissatisfaction with play areas remained static, with the same proportions as in 2022 feeling satisfied (59%) and dissatisfied (12%). 38% of respondents were satisfied with car parking provided by SDC, a ten-year low and eight points down on 2022. 33% of those surveyed were satisfied with the public toilets provided by SDC, down six points on 2022 and the lowest level seen over the past ten years. 48% of respondents were satisfied with grass cutting, down nine percentage points on 2022 and the lowest score seen over the past five surveys. 20% felt satisfied with the processing of planning applications by SDC, the lowest level seen over ten years.
- 66% said they felt either fairly or very safe after dark, down three percentage points on 2022. 89% of residents felt fairly or very safe during the day, down four points on 2022 and the lowest level seen over the past ten years.
- Four in ten felt unsafe at or around bus stops/train stations or taxi ranks. 38% indicated open spaces and 36% in car parks across the District.
- The biggest problems in terms of anti-social behaviour were fly tipping and rural crime, with both seeing 39% of respondents saying that they were a very or a fairly big problem.
- 74% of residents confirmed that they found it fairly or very easy to access SDC services in the last 12 months, down two percentage points on 2022, and down five points on 2017.
- 72% of residents were fairly or very satisfied with the service they received the last time they made contact with the Council, up three points on 2022.
- The most popular choice for how residents would like to contact the Council in the future was via email (70%), followed by telephone (51%). 42% would like to use the Council website/internet.
- Asked how much trust and confidence respondents have in the Council managing their personal data effectively, exactly a third at a lot of trust, 38% a little amount of trust and 9% had none at all. 20% of respondents had not contacted the Council.
- For climate change, re-use and recycle as much as possible was the most implemented action already taken, with 92% saying that they have done this compared to 88% in 2022 and 91% in 2019. The main barrier they have encountered to implementing sustainable changes and how the Council could help to overcome this was that of the cost of implementing the different actions.
- 73% of respondents are interested in the planting of tress and enhancement of biodiversity. 45% would like to see more information about the investment in local renewable energy generation and 44% wanted details on planning policies to require low carbon homes and buildings to be built.

11 Achievements/Key Events During 2023/24

11.1 The key document that provides the strategic direction for the activities of Stratford on Avon District Council is the Council Plan. During 2022/23 it was agreed that the duration of the existing plan 2019-2023 would be extended for a period up to the end of September 2023. The purpose of this extension was to provide an opportunity following the all-out elections in May 2023 for the administration to determine a new plan for the period up to March 2027.

11.2 When reviewing progress against the delivery of the Council Plan therefore in 2023/24 the majority of this performance will be related to the previous plan. Under this plan the vision and priorities for the Council were as follows:

Stratford-on-Avon District Council Vision

We are ambitious for the future of the District as an excellent place to live, work, learn, visit, and invest.

The plan sets out our vision for Stratford-on-Avon District as a place in 2030 and for local government in 2030.

The core of the plan is a set of ambitions and actions for the Council over the next four years under five key objectives:

- Working on regional, national, and international stages
- Responding to the climate emergency
- Enhancing the quality of Stratford-on-Avon as place
- Nurturing a thriving, innovative and inclusive economy
- Putting residents and communities centre stage.

11.3 In delivering against the Council Plan during 2023/24 a set of specific actions were agreed by The Cabinet at their meeting on 5 September 2022, these included actions for delivery to September 2023.

11.4 To assist in the development of the new Council Plan 2023-27 a series of workshops were held with the Members of the Cabinet and the Management Team. In addition, throughout the process there was extensive engagement with stakeholders including staff, other elected Members, businesses and other parts of the public sector. When the draft Council Plan has been prepared there was then a period of full and meaningful consultation before the Plan was ultimately approved by Council in December 2023.

11.5 Following the approval of the Council Plan the budget for 2024/25 was prepared to assist with the delivery of the overall objectives and a series of specific actions were prepared. At the meeting of The Cabinet on 4 March 2024 the Council Plan action plan for 2024/25 was approved. This was followed up in June 2024 with the allocation of £1.6m of resources to assist with the delivery of the action plan. The monitoring of the action plan will be undertaken using the Council's agreed performance management arrangements.

11.6 Whilst there are obviously similarities with the previous Council Plan, the vision and priorities of our new guiding document is as follows:

We are an ambitious, fair, inclusive, and responsible organisation which will put our communities at the heart of everything we do.

The Council will be recognised as a leader for supporting the health and wellbeing of our residents, protecting our environment, delivering sustainability, and innovation.

By proactively working with our partners the Council will strive to deliver cohesive communities that are well built, in the right place and served by appropriate infrastructure.

The Council will support existing business to thrive and seek to attract new businesses to create valued jobs and opportunities.



11.7 In March 2024 the Council invited the Local Government Association to undertake a Corporate Peer Challenge (CPC) for the Council. The last review had been undertaken in 2017. The CPC was extremely positive and made comments including:

"The peer team found that overall there has been a smooth transition to the new Liberal Democrat led administration after the elections in May 2023. The Council has developed its new Council Plan 2023-2027 and priorities in parallel with political and officer changes - and this has been delivered successfully with a clear vision and focus on the future ambitions of SDC. The emphasis for the Council is now on delivering the Plan and ensuring wider strategies are linked to this and follow through to SDC's operational activity"

11.8 The CPC review team proposed 10 recommendations for improvements within the Council. These recommendations have been accepted and an action plan developed, this plan itself is being actively monitored by the Cabinet.

11.9 In relation to the Council's finances this continues to be a challenging period with a further single year settlement for 2023/24 and then again for 2024/25. There is real uncertainty about the longer-term position of the Council's finances and whilst in the short term the Council is benefiting from non-recurring increases in investment income, inflationary pressures including the pay award make medium term financial planning extremely difficult.

11.10 The Council is responsible for ensuring that its business is conducted in accordance with the law and proper standards, that public money is safeguarded and properly accounted for, and used economically, efficiently and effectively.

11.11 The Council also has a duty under the *Local Government Act 1999* to make arrangements to secure continuous improvements in the way in which its functions are exercised, having regard to a combination of economy, efficiency and effectiveness.

11.12 The Annual Government Statement identifies the framework that comprises the systems, processes, culture and values, by which the Council is directed and controlled and its activities through which it accounts to, engages with and leads the community. It enables the Council to monitor the achievement of its strategic priorities and to consider whether those priorities have led to the delivery of appropriate, cost-effective services.

11.13 The roles and responsibilities of the executive, non-executive, scrutiny and officer functions, along with the delegations from The Cabinet and the Council are set out in the Constitution. In addition, there are member role profiles and an officer/member protocol that sets out the respective responsibilities and relationships of officers and members. The Constitution is kept under regular review, overseen by the Audit and Standards Committee and the document is fully reviewed every three years. A revised Leader's Statement has been developed which summarises all of the executive delegations which are currently in place.

11.14 A risk management framework is reviewed annually which is supported by the County Council. The provision of such advice is now built into the service level agreement for audit services. Operational risks form part of the service plans, and high-level risks are identified in the strategic risk register, which is periodically reviewed by the Management Team.

11.15 2023/24 saw the following achievements.

- Neighbourhood Development Plans adopted for Fenny Compton, Long Itchington, Hampton Lucy, Southam, Tredington, Beaudesert & Henley-in-Arden.
- Rural businesses in Stratford-on-Avon benefitted from an increased share of a fund following a successful bid for funds by Stratford-on-Avon District Council.
- May 2023 Local Elections held for Stratford-on-Avon District Council.
- Leisure centres in the Stratford-on-Avon District offered free swimming for those living with dementia and their carers, during Dementia Action Week, 15th - 21st May 2023.
- Stratford-on-Avon District Council provided a lifeline for Stratford Town Trust's community hub by offering it a new temporary home at Venture House.
- Innovative and high-growth businesses in South Warwickshire came together at a roundtable event in Stratford-on-Avon District, to discuss the challenges and barriers to scaling up in the area.
- Businesses and communities in Stratford-on-Avon District benefitted again from funding secured by Stratford-on-Avon District Council through the UK Shared Prosperity Fund (UKSPF) and Rural England Prosperity Fund (REPF).
- Stratford-on-Avon District Council's Cabinet backed a plan to support the long-term growth of the University of Warwick Innovation Campus Stratford-upon-Avon at Wellesbourne.
- Stratford-on-Avon District Council welcomed the exciting news that Shakespeare's England is partnering with Destination Coventry to form the Coventry & Warwickshire Destination Partnership.
- A joint operation took place between Stratford-on-Avon District Council's Licensing team and the City of Wolverhampton's Compliance Department following concerns about UBER operators in Stratford-upon-Avon.
- Free TAGactive was available in the summer at Stratford Leisure Centre, for children and young people eligible for free school meals.
- Changes to Stratford-on-Avon District Council's rubbish and recycling collections introduced a year ago have been a success, with figures showing a reduction in the amount of rubbish being disposed of and residents recycling more than two-thirds of all household waste collected in the District.
- Stratford-on-Avon District Council planted a Coronation Walkway of trees on the Welcombe Hills and Clopton Park Local Nature Reserve in Stratford-upon-Avon to mark the coronation of King Charles III.
- Stratford-on-Avon and Warwick District Councils launched a new service to help residents to recycle used coffee pods in partnership with Podback, a not-for-profit recycling organisation.
- Stratford-on-Avon District Council's concessionary parking permit for residents of state pension age has been available since 1 October 2023, at a cost of £50 per year.

- Stratford-on-Avon District Council's The Cabinet approved funding of £100k to address the climate emergency.
- Winter warmth grants available from Stratford-on-Avon District to help keep homes warm and reduce the cost of energy bills.
- Three new support programmes for businesses in South Warwickshire. A new partnership with the Coventry and Warwickshire Chamber of Commerce to deliver three programmes through the new UK Shared Prosperity Fund (UKSPF), which ran until March 2024.
- Shopmobility transferred to Active Mobility to improve and continue services.
- Four new CCTV cameras were installed in Stratford-upon-Avon as a part of the Home Office Safer Streets Initiative.
- Stratford-on-Avon District Council's The Cabinet approved in principle the development of a new community and medical facility in Upper Lighthorne, a joint project with the NHS Coventry and Warwickshire Integrated Care Board (ICB) and Warwickshire Police.
- In January, Stratford-on-Avon District Council's The Cabinet approved in principle, the use of hydrotreated vegetable oil (HVO) for the refuse collection fleet.
- As part of last year's Sustainable Warmth funding, which included the Home Upgrade Grant and Local Delivery Scheme, Stratford-on-Avon District Council and its delivery partners have successfully delivered 45 energy efficient measures for residents across Stratford-on-Avon District.
- Stratford-on-Avon District Council expanded online access to its meetings.
- Stratford-on-Avon District Council's Rural Crime Advisors were recognised by Warwickshire Police for their ongoing contribution to reducing rural crime by receiving a Neighbourhood Policing Award.
- Stratford-on-Avon and Warwick District Councils approved the South Warwickshire Economic Development Strategy, implementation from 1 April 2024.
- Stratford-on-Avon District Councillors approved the new Council Plan which sets its priorities for the District for the next four years.
- Councillors from Stratford-on-Avon District Council approved the adoption of the 'Growing Opportunities Plan 2023-2025' for Stratford-on-Avon District in December.
- A Community Safety Partnership Plan was created for South Warwickshire which detailed the approach taken to reducing crime and disorder across the District until 2025.
- Residents in Stratford-on-Avon District are still some of the best recyclers in England, as the District Council reaches 5th in the top ten Councils for reuse, recycling, and composting**.** With a recycling rate of 60.0% for last year (2022/23).
- Calls opened for project applications for the UK Shared Prosperity Fund (UKSPF) Year 3 and Rural England Prosperity Fund (REPF) Year 2.
- Stratford-on-Avon District Council carried out a 7-week Public Space Protection Order (PSPO) consultation in Stratford-upon-Avon town centre.

- Following a successful tender exercise, Stratford-on-Avon District Council has awarded a new contract to carry out grounds maintenance across the District from 1 April 2024.

11.16 We continue to develop our relationships at a regional level, where we play a full role as non-constituent members of the West Midlands Combined Authority (WMCA). The Council is represented at the WMCA Board and participates in groups including the Housing and Land Board.

11.17 During 2023/24 significant work was undertaken with the WMCA in relation to the procurement of the Gateway site in Stratford upon Avon. This site has now been secured and the Cabinet agreed in December 2023 to enter into a collaboration agreement with the WMCA to oversee the development of this crucial town centre site.

12 Key Issues and Targets

12.1 As previously mentioned, during 2022/23 it was agreed that the duration of the existing plan 2019-2023 would be extended for a period up to the end of September 2023. This was the position of the previous plan at the end of September 2023, with only the outstanding objectives included at that point.

Priority 1 –Working on regional, national and international stages.

- Raise the District's profile nationally and regionally to deliver benefits for residents.
- Work ever more closely with Warwickshire County Council, regional authorities and institutions, neighbouring districts and town and parish councils on shared priorities.

Progress 2023/24:

- SDC formally endorsed the creation of a Coventry and Warwickshire LVEP. Work was continuing including regarding new financial and governance arrangements.
- The development of a Stratford-on-Avon District Council prospectus was still to be undertaken along with Shakespeare's England.
- Public consultation on the development of the Gateway Masterplan was approved.

Priority 2 – Enhancing the quality of Stratford-on-Avon as a place.

- Promote, enhance and protect the cultural, heritage and natural assets of the District.
- Improve the health and wellbeing of all residents.
- Increase the level and quality of broadband coverage.

Progress 2023/24:

- Public consultation approved for the Gateway Masterplan.
- Continuation of work to enhance the British Motor Museum attraction for the wider benefit of the District.

- Continuation of the work on the biodiversity elements of the SWLP.
- Continued development of the Active Social Inclusion Strategy.
- Engagement underway at officer and member level and ECO4 (Route3) Project in development with health system under the South Warwickshire Place Partnership.
- Promotion of Community Fibre programme rollout – monthly meetings with BDUK/BT Openreach to monitor and encourage scheme take up across the District - Meetings with OpenReach continue and assistance provided to local parishes / groups who are trying to access the Gigabit Voucher Scheme.

Priority 3 – Nurturing a thriving, innovative and inclusive economy.

- Obtain maximum benefit for the district from the implementation of the West Midlands Local Industrial Strategy.
- Enable the growth of businesses in key sectors, including automotive & transport, agricultural technologies and medical sectors.

Progress 2023/24:

- New South Warwickshire Economic Strategy continued to be developed.
- Venture House - Stratford Town Trust taken temporary lease of ground floor. Funding agreement ends 2025.
- South Warwickshire Local Plan – Work to revise timetable and agree work programme underway following commitment to continue preparation. Some uncertainty in lighting of Government proposed changes to national planning system. New timetable expected by end of 2023.

Priority 4 – Responding to the Climate Change Emergency

- Take action to adapt to the impact of climate change.

Progress 2023/24:

- A report proposing the establishment of a Community Climate Change fund together with the spend criteria for the Climate Change fund was to be presented to Cabinet in November. This will enable funding of the updated action plan that was being developed.

Priority 5 – Putting residents and communities centre stage.

- Ensure that residents are confident that the council will convene focussed and timely discussions on issue of concern to them.
- Communicate actively with residents and respond quickly to customers.
- Be on the front foot in our media and communications activities.

Progress 2023/24:

- Statement of Community Involvement was out for consultation and adoption expected by March 2024.
- Technical work was being undertaken for the implementation of the Public Open Space Policy.

- Public consultation event carried out and highways assessment in progress in respect of the Wellesbourne Mountford Airfield.
- Review to be undertaken for the future of the View magazine.
- Communications Strategy review and Digital Strategy review still to be undertaken.

Priority 6 – We will become a more agile and resilient council.

- Be recognised as a champion of diversity and inclusion.

Progress 2023/24:

- The Council has worked positively in supporting the Homes for Ukraine Scheme, seeking the settlement of Afghan refugees through the Local Authority Housing Fund and with those individuals' seeking asylum
- Carry out an inclusion audit including exploration of potential external accreditation – was to be considered as part of the Staff strategy to be considered in November 2023.

12 Options available to Council

12.1 None.

13 Evidence Base

13.1 All the evidence is contained within the report.

14 Consultation and Members' Comments

14.1 Comments from the Leader of the Council are contained within this report.

15 Implications of the Proposal

15.1 ***Legal Implications***

15.1.1 There are no direct implications arising from this report.

15.2 ***Financial***

15.2.1 There are no direct implications arising from this report.

15.3 ***Council Plan***

15.3.1 There are no direct implications arising from this report.

15.4 ***Environmental/Climate Change Implications***

15.4.1 There are no environmental or climate change implications arising from this report.

15.5 ***Analysis of the effects on Equality***

15.5.1 There are no direct implications arising from this report.

15.6 ***Data Protection***

15.6.1 There are no direct implications arising from this report.

15.7 ***Health and Wellbeing***

15.7.1 There are no direct implications arising from this report.

15.8 ***Human Resources/Staffing***

15.8.1 There are no direct implications arising from this report.

16 Risk Assessment

16.1 The evidence provided in this report, either through insight or public opinion, must be taken into account in the decision-making processes, when setting the budget and formulating strategy/policies. This report has therefore been produced to support and inform local decision-making and the setting of priorities.

17 Conclusion/Reasons for the Recommendation

17.1 The report outlines the past year's actions and future proposals for 2025/26.

Councillor Susan Juned

LEADER OF THE COUNCIL

Background papers:
None.

Supporting documents:
Information Sources

REFERENCES

[1] ONS

Estimates of the population for England and Wales - Office for National Statistics (ons.gov.uk)

[2] ONS

Estimates of the population for England and Wales - Office for National Statistics (ons.gov.uk)

[3] ONS

Estimates of the population for England and Wales - Office for National Statistics (ons.gov.uk)

[4] ONS

Estimates of the population for England and Wales - Office for National Statistics (ons.gov.uk)

[5] ONS

Estimates of the population for England and Wales - Office for National Statistics (ons.gov.uk)

[6] ONS

Population projections for local authorities: Table 2 - Office for National Statistics

[7] ONS

Median house prices for administrative geographies: HPSSA dataset 9 - Office for National Statistics (ons.gov.uk)

[8] ONS

Lower quartile house prices for administrative geographies: HPSSA dataset 15 - Office for National Statistics (ons.gov.uk)

[9] ONS

Tenth percentile house prices for administrative geographies (existing dwellings): HPSSA dataset 20 - Office for National Statistics (ons.gov.uk)

[10] ONS

Median house prices for administrative geographies: HPSSA dataset 9 - Office for National Statistics (ons.gov.uk)

[11]ONS

House price to residence-based earnings ratio - Office for National Statistics (ons.gov.uk)

[12] ONS

Housing affordability in England and Wales: Lower Quartile 2023 - Office for National Statistics (ons.gov.uk)

[13] ONS

Private rental market summary statistics in England - Office for National Statistics (ons.gov.uk)

[14] ONS

Live tables on dwelling stock (including vacants) - GOV.UK (www.gov.uk)

[15] Stratford-on-Avon District Council

AMR 2023 FINAL.pdf (stratford.gov.uk)

[16] Stratford-on-Avon District Council

AMR 2023 FINAL.pdf (stratford.gov.uk)

[17] Stratford-on-Avon District Council

AMR 2023 FINAL.pdf (stratford.gov.uk)

[18] NPPF

National Planning Policy Framework - Annex 2: Glossary - Guidance - GOV.UK (www.gov.uk)

[19] NPPF

National Planning Policy Framework - Annex 2: Glossary - Guidance - GOV.UK (www.gov.uk)

[20] Stratford-on-Avon District Council

AMR 21 22 Final Draft.pdf (stratford.gov.uk)

[21] Stratford-on-Avon District Council

AMR 21 22 Final Draft.pdf (stratford.gov.uk)

[22] InstantAtlas Warwickshire

Crime - LTLA | Stratford-on-Avon | Report Builder for ArcGIS (warwickshire.gov.uk)

[23] Nomis

Labour Market Profile - Nomis - Official Census and Labour Market Statistics (nomisweb.co.uk)

[24] Nomis

Labour Market Profile - Nomis - Official Census and Labour Market Statistics (nomisweb.co.uk)

[25] Nomis

Labour Market Profile - Nomis - Official Census and Labour Market Statistics (nomisweb.co.uk)

[26] Nomis

Labour Market Profile - Nomis - Official Census and Labour Market Statistics (nomisweb.co.uk)

[27] Nomis

Nomis - Official Census and Labour Market Statistics - Nomis - Official Census and Labour Market Statistics (nomisweb.co.uk)

[28] Nomis

Labour Market Profile - Nomis - Official Census and Labour Market Statistics (nomisweb.co.uk)

[29] Nomis

Labour Market Profile - Nomis - Official Census and Labour Market Statistics (nomisweb.co.uk)

[30] ONS

Regional gross value added (balanced) by industry: local authorities by ITL1 region - Office for National Statistics (ons.gov.uk)

[31] Nomis

Labour Market Profile - Nomis - Official Census and Labour Market Statistics (nomisweb.co.uk)

[32] Nomis

Population Estimates & Labour Market Profile data

[33] ONS

Business demography, UK - Office for National Statistics (ons.gov.uk)

[34] Nomis

Nomis - Official Census and Labour Market Statistics - Nomis - Official Census and Labour Market Statistics (nomisweb.co.uk)

[35] InstantAtlas Warwickshire

Health - LTLA | Stratford-on-Avon | Report Builder for ArcGIS (warwickshire.gov.uk)

[36] LGInform

An Overview of Health and Wellbeing in Your Area | LG Inform (local.gov.uk)

[37] LGInform

An Overview of Health and Wellbeing in Your Area | LG Inform (local.gov.uk)

[38] LGInform

An Overview of Health and Wellbeing in Your Area | LG Inform (local.gov.uk)

[39] Office for Health Improvements and Disparities - Fingertips

Public Health Outcomes Framework - Data - OHID (phe.org.uk)

[40] Office for Health Improvements and Disparities - Fingertips

Public Health Outcomes Framework - Data - OHID (phe.org.uk)

[41] The Department for Business, Energy and Industrial Strategy

Fuel poverty factsheet, England, 2020 (publishing.service.gov.uk)

[42] The Department for Business, Energy and Industrial Strategy

2024_Sub-Regional_Tables_Final.xlsx (live.com)

[43] LGInformPlus

Report Information Sheet

Please complete and submit to Democratic Services with report.

Committee / Date	Council / 14 October 2024
Title of report	State of the District

Consultee	Date	Name
Ward Members(s)		
Portfolio Holder/Committee Chair	01/10/24	Councillor Susan Juned
Financial Services		
Legal Services		
Other Services		
Chief Executive (if applicable)	01/10/24	David Buckland
Respective Head of Service		
Other organisations		

Final decision by Council?	Yes
Contrary to Policy / Budget framework?	No
Does this report contain exempt info/Confidential? **If so, which paragraph(s)?**	No
Does this report relate to a key decision (referred to in the Cabinet Forward Plan)?	No