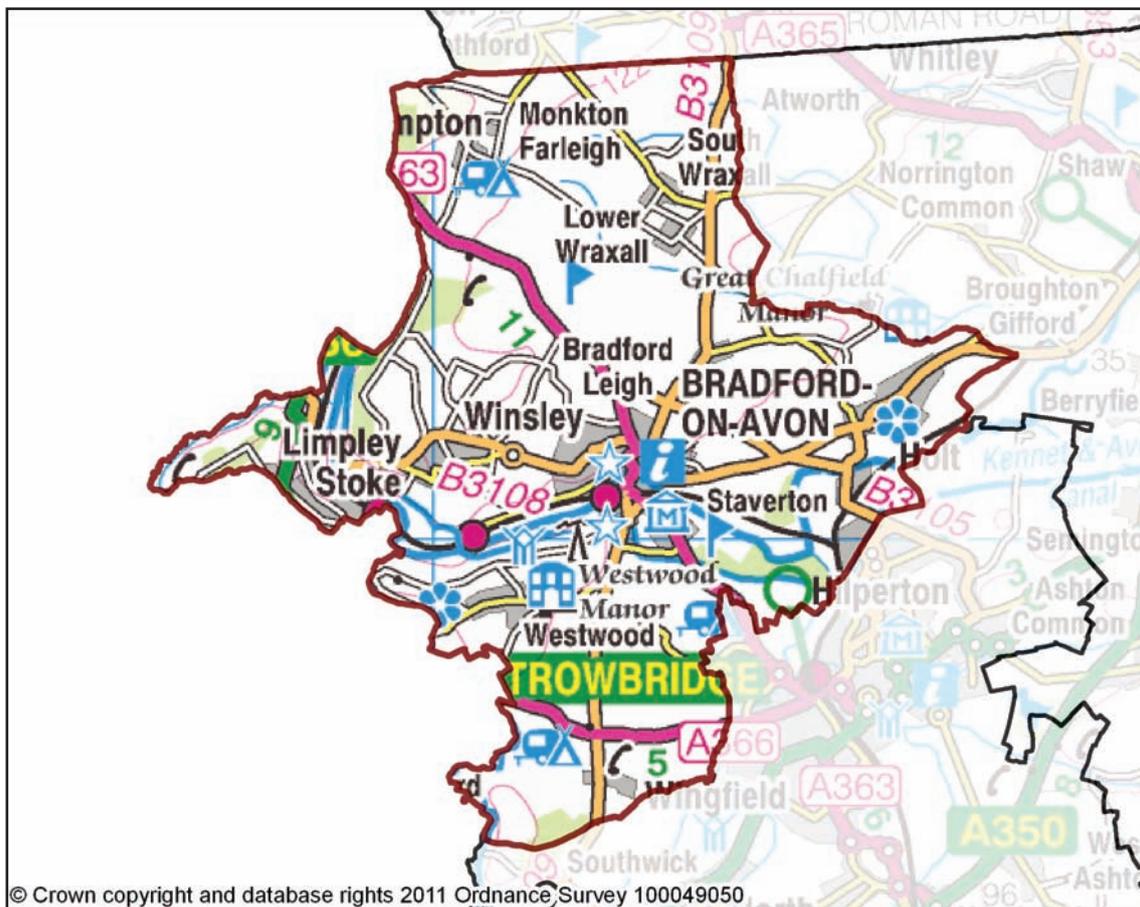


Map of Bradford on Avon Community Area



For further information please contact the Knowledge Management Team on 0300 456 0100 or research@wiltshire.gov.uk

For the full report please visit www.intelligencenetwork.org.uk

Foreword and introduction

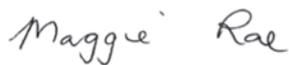
This is the executive summary of the Joint Strategic Assessment (JSA) for the area. This important document sets out the strategic issues for the community area for the next three years based on data information and knowledge about Bradford on Avon Community Area.

The first Joint Strategic Assessment for Bradford on Avon Community Area is a development from the Joint Strategic Assessment programme for Wiltshire, which was adopted by the Wiltshire Public Services Board in April 2011.

The community area JSAs represent a milestone in our journey to a full understanding of the needs of the county's population and will be used to inform strategy and plans, including the community area planning process. This year's work has been made possible through further consolidating and expanding a strong partnership of collaborative working between local partners, including Wiltshire's Community Area Partnerships, Wiltshire Council, NHS Wiltshire, Wiltshire Police, local voluntary organisations and a range of other stakeholders in our community.

On behalf of Wiltshire Public Services Board and our Cabinet Member, Councillor Humphries, we would like to thank everyone who has been involved in the development of the first Joint Strategic Assessment for Bradford on Avon Community Area. We hope the data and information within it will enable Bradford on Avon Community Area to plan identify local priorities, deliver local improvements for the area and make a real difference for our residents.

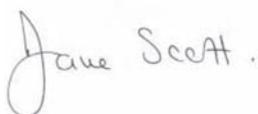
The full Joint Strategic Assessment for Bradford on Avon Community Area is available on the Wiltshire Intelligence Network web site at www.intelligencenetwork.org.uk or by phoning 0300 456 0100, or emailing research@wiltshire.gov.uk



Maggie Rae. Director of Public Health and Public Protection



Keith Humphries. Cabinet Member for Public Health and Protection Services



Jane Scott OBE. Chair of Public Services Board

Facts about Bradford on Avon Community Area

Background	<ul style="list-style-type: none"> • Total land area: 59.2km² • Total population: 17,430 (mid-year 2010); population density 294 people per km² • Life expectancy: 81.3 years (male); 84.9 years (female) • Inequality in life expectancy: gap in life expectancy between most and least deprived is 2.7 years • Vulnerable families: 4.5% of surveyed families can be classified as vulnerable • No Lower Super Output Areas are in the most deprived 20% in Wiltshire
Health and wellbeing	<ul style="list-style-type: none"> • One in 82 people are admitted to hospital for alcohol related causes
Economy	<ul style="list-style-type: none"> • 4,700 people were employed in Bradford on Avon Community Area, 2009
Children and young people	<ul style="list-style-type: none"> • Pupils achieving Key Stage 4 5 A* - C grades: 76%
Community safety	<ul style="list-style-type: none"> • Number of Anti-social behaviour incidents April 2010 to March 2011: 395
Housing	<ul style="list-style-type: none"> • Average house price, 2010: £286,177
Transport	<ul style="list-style-type: none"> • 79% of rural addresses within 800m of buses running hourly or better on weekdays 9am - 5pm
Environment	<ul style="list-style-type: none"> • Four Sites of Special Scientific Interest (SSSI)
Resilient communities	<ul style="list-style-type: none"> • 85.5% of people agree that people of different backgrounds get along in their local area
Wiltshire Core Strategy	<ul style="list-style-type: none"> • Homes proposed to be built 2006 – 2026: 670

Executive summary

Health and wellbeing

- Deaths per year from cardiovascular disease and cancers in Bradford on Avon Community Area are below the Wiltshire average.
- Alcohol related admissions for people in Bradford on Avon Community Area are significantly below the Wiltshire average.
- Obesity in children measured in reception year is below the Wiltshire average.
- The number of falls among those over 65 in Bradford on Avon Community Area is around the Wiltshire average.
- Bradford on Avon Community Area has a lower incidence of smokers and the lowest rate of admissions to hospital for coronary heart disease. However, the area has the third highest rate of admissions for asthma and a higher than average rate of admissions for stroke.

Economy

- Bradford on Avon Community Area has a fairly broad-based employment profile, which is not really dominated by any particular sector. However, the largest employment sector in accommodation and food services.
- Bradford on Avon Community Area has a relatively low Claimant Count rate (the percentage of the working age

population claiming Jobseeker's Allowance).

- There are no LSOA's in Bradford on Avon Community Area that feature in the 30% most deprived in Wiltshire for income.

Children and young people

- Bradford on Avon Community Area has a below average rate of children living in poverty.
- There are pockets of deprivation hidden within the area.
- Education results at Key Stage 2 L4+ in English and maths are well above the Wiltshire and national averages.
- Education results at Key Stage 4 5A*- C GCSE including English and maths are well above the Wiltshire and national averages. Bradford on Avon Community Area is the highest performing community area.
- Bradford on Avon Community Area saw a relatively large proportional increase in the number of 16 to 18 year olds not in employment, education or training (NEETS) from 2010 to 2011, but this was from a very low base (only 2.3% of Wiltshire's NEET population).
- Admission rates for accidental and non accidental injuries to people under 18 within the Bradford on Avon Community Area are well below the average in Wiltshire.

Community safety

- Bradford on Avon ranks 8th lowest out of all 20 community areas for anti-social behaviour and criminal damage per 1,000 population.
- The rate of domestic violence in Bradford on Avon ranks 9th lowest when compared to all the community areas.
- Bradford on Avon ranks 7th lowest of all the community areas in Wiltshire for drug offences.

Housing

- Bradford on Avon Community Area has comparatively low levels of social rented accommodation.
- Demand for affordable housing is also low compared to other community areas.
- The proportion of homes in the Bradford on Avon Community Area classified as non-decent is slightly higher than the average for Wiltshire, with an estimated 33% of private sector homes not meeting the definition of a decent home.
- The number of homes experiencing some form of fuel poverty is slightly below the Wiltshire average.
- Rates of under occupancy within the housing stock are well above the Wiltshire average and overcrowding rates are low.

Transport

- There is a need to reduce the dominance of vehicular traffic within the town centre and a new historic core zone development is designed to tackle this.
- The traffic volume and congestion within the town centre has a major impact on local communities and there is a very high level of out commuting.
- Air quality along Masons Lane, Market Street, Silver Street and St Margaret's is a cause for concern and subject to an ongoing air quality management area.
- Growth in traffic flows on major roads has experienced a general stabilisation since 2003 with the exception of the A363 which has seen a marked increase since the opening of the Batheaston bypass and B3105 at Staverton.

Environment

- Bradford on Avon Community Area has a relatively low proportion of wildlife rich areas compared with Wiltshire as a whole.
- Since 2005 the largest single consumer of energy in Wiltshire is the industrial and commercial sector in the former west Wiltshire district area.
- Bradford on Avon Community Area as part of the western area hub has a higher recycling rate than the Wiltshire average and a higher composting rate.
- The water quality of rivers and streams in the Bradford on Avon Community

Area ranks poorly within Wiltshire with none of the open water surveyed having a good ecological condition.

- There is a large number of flood risk zones associated with the River Avon, which bisects the area.

Resilient communities

- At present the Bradford on Avon Community Area has a slightly lower percentage of people on out of work benefits than the Wiltshire average.
- There were no LSOAs in the Bradford on Avon area in the 20% most deprived in Wiltshire; it was one of only three community areas in Wiltshire to be rated so well.
- Bradford on Avon Community Area is well above the average when it comes to the percentage of people who say they feel they belong to their immediate neighbourhood. The level of volunteering is also very high, with the second highest proportion of people per community area who participate in unpaid voluntary work.
- There has been a slight decline in rural facilities as measured by the rural facilities survey particularly in the number of primary schools, post offices and general stores.

Wiltshire Core Strategy

- Average house prices are 10% above the average in Wiltshire.
- The historic loss of employment land in the area has limited the employment on offer and contributed to the very high levels of out commuting.
- Traffic congestion and delays in the town centre are still major issues.
- There is a need to improve infrastructure such as a new sewer system, gas mains replacement and pedestrian improvements.



A Bradford on Avon street



Wiltshire Council

Where everybody matters

