JOINT STRATEGIC ASSESSMANT FOR BRADFORD ON AVON COMMUNITY AREA 2011

E X T R A C T S C A T E G O R I S E D BY BOACAN T H E M E S

GENERAL (No specific Theme)

- 2010 Total Population 17,430: relatively high % above retirement age and low % under 16 and working age, which leads to a high dependency of young and old on the middle-aged.
- Population projected to increase by 9.7% by 2026: lower than for Wiltshire (11.2%) and for the South West (14.2%) but will include many more of retired age and less of working age.
- Average life expectancy for men (81.3 yrs) and women (84.9 yrs) is slightly higher than for Wiltshire (79.4 yrs and 83.3 yrs respectively) but not statistically significantly different.
- There are none of 32,000 nationally recognised small areas of multiple deprivation, and only five in the whole of Wiltshire, but some deprivation occurs regarding employment and crime.
- Deprivation is known to be related to life expectancy, health, educational and social development and income, but the % of vulnerable families is the second lowest in Wiltshire.
- Community Cohesion and Social Capital are very high, for instance from people having a sense of belonging, being able to influence local decisions, and doing voluntary work.
- The Resilient Communities Partnership (RCP) aims to assist communities to become more resilient and sustainable, especially by encouraging citizens to become more proactive in addressing their own needs and those of their communities – now labelled the "Big Society".
- Important aspects will be shared visions, joint working between various partners, identifying ways to reduce inequalities, and wider participation in local decision making and action.
- Local features include good levels of unpaid volunteers and of public transport, but declining rural facilities and higher than the county average level of claimants for incapacity benefit.
- Especially in rural areas, an awareness of cultural and religious diversity is important, as well as the needs of minority groups.
- Of 29 facilities in the (national) Rural Facilities Survey, 4 are categorised as "Basic", namely: a primary school, a shop selling foods for daily needs, a Post Office, and public transport for journey to work. In 2008, 4 of 11 local settlements had at least 3 of 4 basic facilities.
- Also important to a rural settlement is a community hall, allowing various activities and bringing the community together.

COMMUNITY SAFETY

- Although Wiltshire is one of the safest parts of the country, the aim is to improve the quality of life for all who live or work in the county in relation to crime, safety, substance abuse, etc..
- KEY ISSUES:
    - Anti-Social Behaviour (ASB), Criminal Damage and Deliberate Fires. ASB often reflects the level of crime in an area, and for BoA the level is 8th of the 20 areas in Wiltshire. Neighbourhood policing helps to identify and tackle ASB and criminality.
    - Road Safety. Wiltshire Community Safety Partnership works alongside others to reduce road deaths, where speed is often a contributing factor. Community Speed Watch teams and local volunteers monitor speeds and pass information to the Police, which often results in warning letters being sent to the registered vehicle keepers.
    - Violence During the Night Time Economy and Domestic Abuse. Excessive alcohol consumption plays a key role in aggressive behaviour and personal assaults. In July

2011, the "Go" order pilot was introduced in Wiltshire to support victims of domestic violence, where national estimates suggest only about 25% of incidents are reported.

- o Substance Misuse (Drugs & Alcohol). Substance misuse has a significant effect on communities through related crime, cost impact, and breakdown of personal and family life. Evidence shows a strong association between drug use and acquisitive crimes such as burglary and shop-lifting. It is also warned that drug offence figures can be representative of levels of Police intervention rather than actual drug use.
- o Integrated Offender Management. Statistics suggest that 10% of active offenders are responsible for 50% of all crime. In April 2011 Integrated Offender Management (IOM) was introduced in Wiltshire, bringing together local agencies to prioritise and co-ordinate interventions, especially to target those offenders causing most concern.

CULTURE & CREATIVITY

- ➢ There is a commitment to promote community resilience through wider participation in local decision-making and community action, as well as greater involvement in the arts

EDUCATION & SKILLS

- ➢ Regarding Key Stage 2, L4+ Endlish and Maths, Offsted reports show 83% of primary schools are judged as being good or outstanding, indicating higher than national average.
- ➢ Percentage of pupils gaining Key Stage 4 (5 x A*-C @ GCSE) is one of the two best performing areas in the county and higher than National comparators.
- ➢ The number of young people not engaged in education, employment or training (NEET) is not comparatively large and mainly caused by pregnancy, ill health, being a carer or parenthood.

HEALTH & WELLBEING

- ➢ The Health Improvement Partnership aims to support independent and fulfilling lives, provide strong foundations for development and enable improved long-term health and wellbeing.
- ➢ Among the interventions which help to increase life expectancy are smoking cessation, statin therapy, use of anti-hypertensives and early detection of cancer.
- ➢ As well as specific effects on certain groups (eg. disabled, elderly), other factors which may influence health are rurality, transport deprivation, service deprivation, housing deprivation.
- ➢ In Wiltshire approx 1% of children are admitted to hospital annually following unintentional or deliberate injury, and each case can affect the whole family and/or impact the child's future.
- ➢ Mental ill-health can have implications for the health of the wider family, not just the individual.
- ➢ The Health and Social Care Bill will require setting up health and wellbeing boards to deliver a local health and wellbeing agenda, including the integration of services to meet needs better.
- ➢ KEY ISSUES:
  - o Tackling Major Sources of Mortality. Deaths from cardiovascular disease and cancer are statistically lower than average for the county, admissions to hospital for strokes and asthma are higher, but admissions for alcohol related causes are lower.

- o Encouraging Beneficial Lifestyle Choices. Alcohol misuse and smoking are both less obvious than elsewhere; breastfeeding, which benefits both babies and mothers, is significantly higher; and on a Household Survey 80% claimed to be in good health.
- o Improving Children's Health. Obesity can be a factor, but is lower than elsewhere.
- o Preventing Unintentional Injuries. Falls are a major factor, especially in the elderly, and falls prevention is a major public health priority.

HERITAGE & BUILT ENVIRONMENT

- ➢ The vision of the Wiltshire Local Transport Plan 2011-2026 is: "To develop a transport system which ...will be sensitive to the built..environment,.(&)..the need to reduce carbon emissions".
- ➢ The proposed historic core zone will reduce the visual and physical clutter in the town centre.

HOUSING

- ➢ Housing makes an important contribution to social and environmental objectives such as reducing health inequalities, better education, improved economy and social cohesion.
- ➢ 13.3% of all local dwellings are managed by social landlords, principally Selwood Housing.
- ➢ KEY ISSUES:
  - o Delivery of Affordable Housing. Although the demand for affordable housing is relatively low, in 2011/2012 there were 30 now units added and 370 families on the housing register seeking affordable homes, within which the highest level of requirement was 217 for one-bedroom units, then102 for two-bedroom units.
  - o Prevention of Homelessness. Wiltshire Council has a statutory duty to provide temporary accommodation where appropriate, but as there are no relevant units in the BOA Area, those involved have to be placed temporarily in another area.
  - o Making Best Use of Existing Stock. This means addressing a range of factors, for instance 54 homes fitted with alarm systems monitored by Care Connect, which allows people to stay in their own home. Housing stock needs to be managed to high standards. Rates of overcrowding are relatively low, but under-occupancy is high.
  - o Fuel Poverty. This is defined as where more than 10% of total income is spent on total fuel use to heat the home to an adequate standard. An estimated 33% of private homes are thought to be below "decent home" standard, which is higher than the county average, but the number in fuel poverty (6.4%) is slightly lower than average.
  - o Rural Housing. Increased cost of housing in rural areas is compounded by the tendency for lower incomes. Therefore provision of affordable housing is a key element, but planning permission requires the demonstration of clear needs. Rural housing needs surveys are one way of obtaining relevant up-to-date information.

LOCAL ECONOMY

- ➢ The economy provides employment and skills opportunities and thereby economic wellbeing.

- ➤ The new single benefit system, Universal Credit, which replaced the previous variety of allowances, may lead to "loser" groups (possibly lone parents) and "winner" groups (possibly couples with or without children).
- ➤ KEY ISSUES
  - o Employment Profile. This draws on data from National statistics. The main areas of employment are: accommodation and food services (16.9%), health services (12.4%), scientific and technical (12.4%), retail (11.2%), education (8.7%), arts and entertainment (7.6%). The total % in these areas is higher than the county average.
  - o Claimant Count. This reflects the numbers entitled to, and claiming, unemployment benefits. It is below the county average and not a significant issue in this area.
  - o Income Deprivation. This involves a possible multiplicity of measurements and causes. No area is ranked in the lowest 30% nationally or lowest 10% in the county, although there were some 1,330 people considered to be income deprived in 2010.
  - o Employment Deprivation. This relates to those who would like to work but are unable to do so through unemployment, sickness or disability. It is estimated that there were 581 such persons in 2010, for whom the situation is a severe reality and may also be allied to social and psychological disadvantages, often requiring additional support.

NATURAL ENVIRONMENT

- ➤ The vision of the Wiltshire Local Transport Plan 2011-2026 is: "To develop a transport system which..will be sensitive to the..natural environment.(&).the need to reduce carbon emissions".
- ➤ Following the realisation of a county-wide lack of local community based data, and In order to enable more informed decisions at the local level, this is a key area for future development.
- ➤ BoA Community Area is relatively low (6.6%) in Wildlife Rich Areas which, by definition, include Sites of Special Scientific Interest (SSSI) of which there are 4 and County Wildlife Sites (CWS) of which there are 45 – the former are legally protected but the latter are not.
- ➤ Carbon emissions are higher than the SW or UK, and renewable energy generation is low.
- ➤ KEY ISSUES:
  - o Biodiversity and the Natural Environment. We need to tackle the causes of biodiversity decline, seek ways to make more space for nature, and increase resilience to such threats as climate change and pollution. Community areas can play a leading role in re-creating, re-connecting and restoring natural habitats.
  - o Energy Consumption. West Wiltshire has had relatively high energy consumption, particularly by the industrial and commercial sector, but consumption was shown to fall by 11% from 2005 to 2008, partly due to closure of Westbury Cement Works.
  - o Waste. In 2010/11 household waste production fell in West Wiltshire by 3.1%. The trend continued with the change to fortnightly collections and will be further helped by a range of recycling services in place by March 2012. The county recycling and composting rate increased in 2010/11, with the Western area highest for composting.
  - o Water Quality. Wiltshire's chalk streams are highly valuable and internationally important, but suffer from various negative factors such as over abstraction. The Environment Agency constantly monitors open water, especially in relation to its ecological quality. Local water is generally low quality and ranks badly in the county.

o Flooding. Climate change and extreme weather could increase flooding problems, especially in populated areas, but emergency planning procedures are in place.

SOCIAL CARE & WELFARE

- ➢ Expect extra pressure on care resources from the projected increase in the older population.
- ➢ All pre-school age children, if registered with a Wiltshire GP, have a named health visitor.
- ➢ Proposed older people strategy includes an 80-bed nursing home and 18 extra care units.
- ➢ Grants towards energy efficiency and disabled facilities help people stay in their own homes.

SPORT

TOURISM

TRAFFIC & TRANSPORT

- ➢ The vision of the Wiltshire Local Transport Plan 2011-2026 is: "To develop a transport system which helps support economic growth across Wiltshire's communities, giving choice and opportunity for people to safely access essential services. Transport solutions will be sensitive to the built and natural environment, with a particular emphasis on the need to reduce carbon emissions".
- ➢ The Wiltshire Core Strategy Consultation Document (June 2011) sets out a number of key transport-related challenges, including the aspiration to become carbon-neutral by 2050.
- ➢ Four important areas were highlighted in the Wiltshire JSA as follows: unreliable and congested traffic compromises economic growth; transport emissions detrimentally affect climate change; there are still too many road deaths and serious injuries; and inequality comes to some residents through lack of transport to services, facilities and employment.
- ➢ KEY ISSUES:
  - o Traffic Volume and Congestion. Narrow streets, the single river crossing, the A363 through route, and convergence of various roads in the town all contribute to the problems. Being a tourist town unfortunately exacerbates, and poor air quality is one of the side effects. As yet there is no realistic and fundable remedy for the issues.
  - o Reducing the Dominance of Vehicular Traffic. In December 2009 transport consultants Colin Buchanan were appointed to develop a historic core zone with a high quality public realm and effective traffic management. Pedestrians, particularly, will benefit and the aesthetics will improve by reducing the visual and physical clutter in the town centre. The proposals should help to reduce the dominance of vehicular traffic and to encourage more sustainable modes of transport such as cycling.
  - o Danger and Intimidation for Pedestrians and Cyclists. It is suggested that initiatives to address pedestrian intimidation in the town centre, such as the proposed historic core zone, should precede further housing development. Other initiatives are the developed cycle network and a proposed additional footbridge across the river.
  - o Poor Air Quality. An Air Quality Management Area (AQMA) covering Masons Lane, Market Street, Silver Street and St.Margaret's Street, was declared in 2001. Although monitoring was carried out at specific locations until 2010, and a number of remedial schemes considered, none have been implemented, on grounds of adverse impact or funding constraints. There is still a compelling need to address the air quality issue.

CHILDREN AND YOUNG PEOPLE

- ➢ Outcomes for most children and young people are comparatively good. The indicators (below) give a broad view of some of the outcomes linked to wellbeing and achievement.
- ➢ KEY ISSUES:
    - o Child Poverty. Children and young people living in an area of deprivation are more at risk of not achieving good outcomes. Evidence suggests a slightly lower than average number of such children.
    - o Childhood Obesity. Reducing levels of obesity in the Reception year is a key factor.
    - o Key Stage 2, L4+ Endlish and Maths. Offsted reports show 83% of primary schools are judged as being good or outstanding, indicating higher than national average.
    - o Key Stage 4 5 A*-C including English and Maths (KS4). One of the two best performing areas in the county and higher than National comparators.
    - o Young people not education, employment or training (NEETs). Not comparatively large and mainly caused by pregnancy, ill health, being a carer or parenthood.
    - o Accidental/Non-accidental Injuries. Accidents are the second commonest cause of child death after the first year. In Wiltshire approx 1% of children are admitted to hospital annually following unintentional or deliberate injury, and each case can affect the whole family and/or impact the child's future.

RESILIENT COMMUNITIES

- ➢ The Resilient Communities Partnership (RCP) aims to assist communities to become more resilient and sustainable, especially by encouraging citizens to become more proactive in addressing their own needs and those of their communities – now labelled the "Big Society".
- ➢ Important aspects will be shared visions, joint working between various partners, identifying ways to reduce inequalities, and wider participation in local decision making and action.
- ➢ Local features include good levels of unpaid volunteers and of public transport, but declining rural facilities and higher than the county average level of claimants for incapacity benefit.
- ➢ KEY ISSUES:
    - o Out-of-Work Benefits. The new single benefit system, Universal Credit, which replaced the previous variety of allowances, may lead to "loser" groups (possibly lone parents) and "winner" groups (possibly couples with or without children).
    - o Index of Multiple Deprivation (IMD). This is not a problem in the community area.
    - o Community Cohesion and Social Capital. These factors are very high in the area, for instance from people having a sense of belonging, being able to influence local decisions, and doing voluntary work. Especially in rural areas, an awareness of cultural and religious diversity is important, as well as the needs of minority groups.
    - o Rural Facilities. Of 29 facilities in the (national) Rural Facilities Survey, 4 are categorised as "Basic", namely: a primary school, a shop selling foods for daily needs, a Post Office, and public transport for journey to work. In 2008, 4 of 11 local settlements had at least 3 of 4 basic facilities. Also important to a rural settlement is a community hall, allowing various activities and bringing the community together.