



# Wiltshire Uncovered Report 2014

We are one of the leading philanthropy organisations in the county of Wiltshire and the Borough of Swindon. We believe that we should all unite around a passion for a fairer Wiltshire.

Our role is threefold. We identify the needs in the county and also those with resources to help. We magnify issues we feel should be addressed and match cause to giver.

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## Peer Reviewers

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## Glossary

**ACRE:** Action with Communities in Rural England – the national body for 38 Rural Community Councils.

**AONBs:** Areas of Outstanding Natural Beauty.

**BME:** Black minority ethnic communities.

**IMD:** Indices of Multiple Deprivation (definitions listed in the appendix).

**NPOs:** National Portfolio Organisations: art organisations funded by the Arts Council.

**ONS:** Office for National Statistics.

**SOAs:** Super Output Areas (SOAs).

**OAs:** Output Area levels – 171,372 areas used in rural deprivation figures.

**LSOAs:** Lower Super Output Areas – 32,844 areas across England that make up Super Output Areas each; LSOA has a population of 1500 people used in IMD figures.

# Methodology

**In preparing this report we used data from many different sources. However the majority of information comes from the 2011 Census. We used the indices of multiple deprivation (IMD) data from Local Futures and we have been given access to rural deprivation reports from Community First and ACRE. We have scoured the Office for National Statistics (ONS) database which is the foundation for many of the interpreted reports that sit above the raw data. The Wiltshire Intelligence Network holds many reports produced by the local authorities. The Joint Strategic Assessments from Wiltshire Council and Swindon Borough Council have been especially helpful.**

This report refers to the county of Wiltshire. The information we have used looks at urban areas, rural areas and Swindon. Swindon needs to be considered separately, as the profile of the city is starkly different to the rest of Wiltshire. Swindon's rural area is a tiny part of the borough so when reporting on rural deprivation, Swindon's rural deprivation is encompassed within the figures for the county as a whole.

In order to ensure our report complements work from other local bodies we have, in most cases, divided the geography of Wiltshire into Area Board areas. These are commonly used in Wiltshire following the formation of Wiltshire's Unitary Authority in 2009.

Rural deprivation does not rank very highly amongst IMD data; this is due to the population numbers being small, generating too small a sample to be recorded as an area of need. The segmentation done by Community First and ACRE is based on Output Areas or individual parishes which give us a much clearer view of needs in rural areas. This source of information has been invaluable to help us understand the challenges of rural communities.

# Executive summary

*Philanthropy is not just about giving money away but solving problems. It requires innovative thinking, and an ability to challenge the status quo. It is entrepreneurial and requires the application of business principles to help make voluntary organisations sustainable and effective. Philanthropy is scalable and involves the combined giving of money, skills and resources. Community philanthropy is about communities helping themselves; this is where community foundations come in. We are uniquely placed to bring together the problem and the solution.*

**We have come a long way since our inception. We have raised over £18 million to support Wiltshire which is in endowment in trust for the future. We have given over £9.5 million to over 5,150 groups and individuals, supporting a network of community action and support, from Swindon to Salisbury, Trowbridge to Tidworth.**

We have established ourselves as an effective local grant maker. We are doing a good job but we could do better, this is why we are developing a strategic approach to our grant making. We want to inform our donors about the issues faced by our communities and how best they might be addressed.

So, are we funding the right projects in the right places? What are the 'needs' of Wiltshire and what help do Wiltshire communities need to respond? Where should we be advising our donors to invest their support? These are some of the questions that lie behind this publication.

This is 'Wiltshire Uncovered'. It is an objective statement of facts which goes beyond the statistics to the people themselves. We believe that this is the first report to give a comprehensive view of issues facing local communities across the entire county of Wiltshire.

The information is drawn mainly from the indices of multiple deprivation (IMD) with additional information provided on rural areas. However, the data alone is not enough to tell the whole story. There are over 7,800 charities in Wiltshire and countless smaller, community groups, too small to be registered with the Charity Commission. We are in contact with many of them and some have also contributed to this report, telling us more about the communities we fund, the challenges they face and the resilience they display. We are uniquely positioned to evaluate the impact of our support on local communities because we assess every group we fund and monitor every grant we make.

# Key findings

**Wiltshire is an outstandingly beautiful county with UNESCO World Heritage sites, 134 acres of Special Scientific Interest, 13 white horses and a thriving arts scene. We have one of the lowest crime rates in the country and a strong economy compared with other areas of the UK.**



## 5%

Significant areas of Wiltshire are in the 5% most deprived in the UK, four wards in Swindon experience very high levels of deprivation. There are two areas in the Wiltshire Local Authority that are in the 5% most deprived, Trowbridge Adcroft and Salisbury Bemerton.

Our county is diverse with great wealth alongside areas of deprivation. We have a large retired population, our children are at a median for achievement at school and overall are reasonably healthy away from deprived areas. However, the deprivation in urban areas is clearly visible, especially in our market towns. This contrasts sharply with the hidden deprivation in our rural areas where there are high levels of poverty and very limited access to services.

- ▶ Significant areas of Wiltshire are in the 5% most deprived in England. In urban areas, four wards in Swindon experience very high levels of deprivation and there are two areas in the Wiltshire Local Authority that are in the 5% most deprived, Trowbridge Adcroft and Salisbury Bemerton.
- ▶ The worst child poverty is in Swindon. 45% of children in Penhill, 45% of children in Parks and 42% of children in Walcot live in child poverty. Child wellbeing is lowest in Swindon and West Wiltshire. Rates of teenage conception, obesity, mental health problems and alcohol and drug misuse remains stubbornly high.
- ▶ We have a large and ageing older population. Our population of 65+ and 80+ year-olds is expected to double by 2035. 31% of Wiltshire's population will be over 65 by 2035, 11% of those will be over 80 years old. This will result in a significant increase in demand for services related to ageing and the need for care at home.
- ▶ Housing in Wiltshire is unaffordable for many. The average house costs approximately 8.6 times the average wage of low income people.
- ▶ Rural poverty is hidden but significant. The cost of living in rural areas is significantly higher than in urban areas. Housing is less affordable and services are harder to access. The distance to the nearest shop is often much further and the cost of basic services often higher.
- ▶ Transport networks don't work for those without private transport. In rural Wiltshire, 10,900 people do not have access to a car or van, 6,810 of these are pensioners. Journeys can take over two hours by bus to reach amenities in some areas.
- ▶ People with a learning or sensory disability have little to occupy them after the age of 18, although the provision of services for them up to the age of 18 is very good, especially in Swindon.
- ▶ The military population in the county will increase by 4,000 soldiers plus their families by 2018. They will be housed in areas with poor infrastructure and an underdeveloped voluntary sector.
- ▶ Raising the aspirations of our young people to achieve their academic and working potential is the key to a thriving economy. Our median academic performance, which is significantly lower in deprived areas, remains a challenge for the future wealth and prosperity of our county.
- ▶ Deprived people do not necessarily live in deprived areas. The majority of people claiming benefits do not live in areas identified as disadvantaged. Pockets of serious deprivation exist within apparently wealthy communities, but are statistically invisible and therefore services and facilities are not provided for them.

The county of Wiltshire has two local authorities: Wiltshire Council and Swindon Borough Council. In order to ensure our report complements work from other local bodies, we have combined the data for Wiltshire into Area Board areas. Area Boards are commonly used in Wiltshire following the formation of Wiltshire's Unitary Authority in 2009.

# Population overview





The total population of Wiltshire is 680,137 according to the 2011 Census. Of these, 470,981 live in Wiltshire, 209,156 in Swindon. Swindon's population accounts for 30.75% of those living in Wiltshire.

Area Board Name	Population number (2011)	Population %
Amesbury	32,874	7
Bradford on Avon	17,869	4
Calne	23,196	5
Chippenham	45,337	10
Corsham	20,660	4
Devizes	36,326	7
Malmesbury	19,448	4
Marlborough	22,935	4
Melksham	24,079	5
Pewsey	13,939	3
Royal Wootton Bassett and Cricklade	23,755	5
Salisbury	41,682	9
Southern Wiltshire	21,860	5
South West Wiltshire	22,037	6
Tidworth	19,234	4
Trowbridge	41,715	9
Warminster	24,454	5
Westbury	19,581	4
<b>Total</b>	<b>470,981</b>	<b>100</b>
<b>County of Wiltshire</b>	<b>680,137</b>	<b>100</b>
<b>Swindon</b>	<b>209,156</b>	<b>31</b>
<b>Wiltshire</b>	<b>470,981</b>	<b>69</b>

Swindon is the largest town in Wiltshire. The next largest towns in Wiltshire (as opposed to Area Boards) are Salisbury, Chippenham and Trowbridge with between 30,000 and 42,000 residents each.

### Urban and rural population

Using the rural and urban area classification developed by Government in 2004, it is possible to categorise those areas of Wiltshire and Swindon which are rural and those which are urban. The table below shows that people living in rural areas of Wiltshire make up approximately half the total population, whilst in Swindon, 10.5% of the population is rural.

#### Rural-urban population breakdown in Wiltshire and Swindon

Area	Total population	Rural population	Urban population
<b>Wiltshire and Swindon</b>	<b>680,137</b>		
Wiltshire	470,981	222,303 (47.2%)	248,677 (52.8%)
Swindon	209,156	21,961 (10.5%)	187,194 (89.5%)



The Rosemary Goddard Centre in Mere.

## Older people

Older people make up a quarter of the population of Wiltshire. There is a slightly higher percentage of 65+ and 75+ people in Wiltshire than in the rest of England. Swindon is slightly below the England average for both population groups. The table below shows the percentage of older people by Area Board in Wiltshire with Swindon shown separately. The southern half of the county has the highest percentage of older people within Southern Wiltshire and South West Wiltshire Areas Boards. Tidworth's age profile is notably lower because of the military presence.

Area	Population aged 65+ (%) (2011)	Population aged 75+ (%) (2011)
Amesbury	16	8
Bradford on Avon	23	12
Calne	16	7
Chippenham	15	7
Corsham	18	8
Devizes	20	9
Malmesbury	19	9
Marlborough	20	9
Melksham	20	9
Pewsey	20	10
Royal Wootton Bassett and Cricklade	18	9
Salisbury	19	9
Southern Wiltshire	23	11
South West Wiltshire	25	12
Tidworth	10	4
Trowbridge	16	7
Warminster	21	10
Westbury	17	8
Swindon	13.8	7.1
<b>Wiltshire average</b>	<b>18.15</b>	<b>9.46</b>
<b>Wiltshire and Swindon average</b>	<b>15.97</b>	<b>8.32</b>
<b>South West average</b>	<b>22.26</b>	<b>11.9</b>
<b>England and Wales</b>	<b>16.45</b>	<b>7.79</b>

## Population change

Wiltshire and Swindon's population of over 65s and over 80s is set to double by 2035. In 2014 we have 97,600 over 65s in Wiltshire Local Authority, this is set to rise to 155,800 by 2035. In Swindon there are 32,500 over 65s in 2014 and this is set to rise to 57,300. The numbers of over 80s over the same time period are: 26,800 in Wiltshire, rising to 56,200 in 2035; 9,000 in Swindon, rising to 18,600 in 2035.

### Percentage change for the older population

	2014	2035	2014	2035
	% of 65+	% of 65+	% of 80+	% of 80+
<b>Wiltshire</b>	20.71	30.90	5.69	10.85
<b>Swindon</b>	15.37	22.47	4.26	7.27

## Children and young people

Wiltshire's younger population broadly reflects the national pattern.

Area	Population aged 0–14 (%) (2011)
Amesbury	19
Bradford on Avon	16
Calne	20
Chippenham	19
Corsham	19
Devizes	17
Malmesbury	18
Marlborough	17
Melksham	18
Pewsey	17
Royal Wootton Bassett and Cricklade	17
Salisbury	17
Southern Wiltshire	17
South West Wiltshire	16
Tidworth	20
Trowbridge	19
Warminster	16
Westbury	19
Swindon	18.5
<b>Wiltshire average</b>	<b>17.6</b>
<b>Wiltshire and Swindon average</b>	<b>18.05</b>
<b>South West</b>	<b>16</b>
<b>England and Wales</b>	<b>18</b>



Community Transport South Wiltshire.

## People with a disability

Disability Living Allowance is paid to adults who need assistance with looking after themselves, covering care and mobility. Statistics from the ONS – November 2013, show that there were 9,230 adult claimants in Swindon and 17,680 adult claimants in Wiltshire.

In Wiltshire and Swindon there are 132,353 0–15 year olds and 70,489 16–24 year olds according to the 2011 Census. Approximately 20% of those children and young people, (40,568) would be expected to need support for additional needs of some kind and 7% of the total (14,198) would have more complex needs or disabilities.

Estimates would currently suggest there are approximately 8,575 people with a learning disability living in Wiltshire. In June 2013, Wiltshire Council was providing services to 4,198 physically disabled people and was in contact with a further 12,539. These figures exclude those with sensory impairments.

In Wiltshire approximately 60,000 adults are estimated to have a common mental disorder; in Swindon there are approximately 29,000.

**In Wiltshire according to the 2011 Census, there are 47,608 unpaid carers. The 2011 Census showed the prevalence of unpaid care rose in England between 2001 and 2011. The burden has fallen disproportionately on women between the ages of 50 and 64. An ageing population also increases the likelihood of a person becoming an informal carer, especially during their working years.**

## Carers

As stated on the left, such care provision has even been shown to have an unfavourable impact on a carer's health and can affect labour market participation. Women providing unpaid care at age 50 are important to focus on because if caring for a parent, the parent is likely to be in their seventies or eighties. Both carer and the person receiving care are at risk of illness or injury due to the higher age profile. The average time spent by carers in the 50–64 year old age range caring for older relatives is between 4 and 6.6 years.

The 2011 Census identified at least 175,000 young carers identified in the UK; 13,000 of whom provided care for more than 50 hours per week. In Wiltshire there were 969 young carers up to the age of 18, identified but this figure is likely to be an underestimate.

Young carers are identified as a vulnerable group who may be at significant risk of being disadvantaged compared with other children their age. A national study by The Carers Trust showed that 27% of young carers (aged 11–15) miss school or experience educational difficulties. 68% of young carers report they have been bullied or feel isolated. Ofsted highlighted they are one group who are more likely to fall into not being in education, employment or training (Ofsted, 2010, NEET: 'What works and why'). Similarly the Audit Commission found young carers are more than twice as likely as their peers to be NEET (Audit Commission, 2010: 'Against the Odds').

Locally, Youth Action Wiltshire asked 45 young carers, newly referred, aged 10–18 years to clarify the most difficult educational issues that they face: 80% said they were not able to access extra after school activities or courses that would enrich their CVs or help them decide what career path to take. They also felt that most young carers don't succeed and this makes it hard to find a role model and raise levels of aspiration.

## Black minority ethnic communities (BME)

### Wiltshire local authority

According to the 2011 Census and the follow up report 'Wiltshire's Diverse Communities' published by Wiltshire Council, the key points from the Census are as follows:

- ▶ The majority of the usual resident population in Wiltshire, 439,725 people (93.4%) reported their ethnic group as White; English/Welsh/Scottish/Northern Irish/British (this is considerably higher than the England and Wales figure of 80.5%). Any Other White was the second highest group with 12,108 people (2.57%).
- ▶ Any Other Asian was the next largest ethnic group with 2,611 people (0.55%) followed by Irish (2,381, 0.51%). The latter two statistics are not consistent with the England and Wales figures which feature Indian and Pakistani as the third and fourth largest ethnic groups.
- ▶ Comparing Census data from 2001 and 2011 shows how much more ethnically diverse Wiltshire has become. The White UK population now represents 93.4% of the total population whilst in 2001 this figure was higher at 96.2%.
- ▶ The nature of Wiltshire's minority ethnic population is changing from a largely Asian or Asian British grouping to an Eastern European grouping where Polish migrants feature prominently.



Swindon Sea Cadets.

- ▶ In recent years anecdotal evidence has suggested that people arriving in the UK from EU accession countries (e.g. Poland) have been practising 'turnstile' immigration. However, the Census recorded only 532 Wiltshire residents as Short Term Migrants (STU). Whether many of the EU migrants had already returned to their own countries at the time the Census was taken or whether migrants arrive intending to stay on a long-term basis but then return for one reason or another is difficult to ascertain.
- ▶ The number of those classifying themselves as from a 'mixed' background increased from 2,845 (0.7%) in 2001 to 5,568 residents in 2011 (1.2%).
- ▶ There were substantial numbers of discrete ethnic groups associated with Wiltshire's special geography. These were:
  - 803 Filipinos
  - 908 Nepalese
  - 569 Polynesian
  - 757 Gypsy Traveller.
- ▶ The Black African population grew relatively significantly in size since the 2001 Census mainly due to the military presence; from 290 to 1,418.
- ▶ The military areas of Tidworth and Amesbury and the larger urban settlements of Trowbridge, Chippenham and Salisbury were the most diverse. The presence of both the military and EU Accession countries heavily influenced the ethnic make-up of these community areas.
- ▶ Some traditional communities were still dominant in some areas especially those from North Africa. The Moroccan population, while relatively small in absolute numbers, were mainly found in just a few community areas with the largest concentration in Trowbridge community area. This has remained largely the same since 2001.
- ▶ The Indian, Pakistani and Bangladeshi communities tended to feature in all our largest urban settlements. In Wiltshire the largest by far of these three groups was the Indian population with 1,547.
- ▶ Around 11,700 people (aged 3 and over) living in Wiltshire did not speak English as their main language. About 2,000 either could not speak English well or could not speak it at all. Amongst the main languages spoken (aside from English) were Polish, Nepalese and German. These were the top three main languages.

**Swindon Borough Council's Joint Strategic Needs Assessment 2012 states the following regarding their BME communities: the Central ward has the highest number of ethnic minorities with 37% of the population being Asian (the largest group), black African or Chinese (in much smaller numbers) and 63% of the population is white.**

## Swindon

The table shows Swindon Borough Council's population according to broad ethnic group. In 2009 a total of 14.3% of the Borough's resident population belonged to BME communities compared to 17.2% for England as a whole.

**Population by broad ethnic group, Swindon BC and England, 2009.**

Ethnic Group	Estimated population	Proportion of Swindon's total population	Proportion of England's total population
White British	170,300	85.7%	82.8%
White Irish	2,100	1.1%	1.1%
White Other	8,500	4.3%	3.6%
Mixed	3,500	1.8%	1.8%
Asian	7,900	4.0%	6.1%
Black	3,400	1.7%	2.9%
Chinese/Other	3,000	1.5%	1.6%
<b>Total</b>	<b>198,700</b>	<b>100%</b>	<b>100%</b>

Source: ONS



# 70.1%

The most recent estimates of the population according to religious group are those from the 2001 Census. In total, 70.1% of people reported being Christian, 1.0% Muslim, 0.6% Hindu, 0.6% Sikh, 0.3% Buddhist, and 0.1% Jewish. About a fifth (19.1%) reported themselves as not identifying with any religion.

More information can be found in the annual schools survey, which includes data on the ethnicity of children attending Swindon schools. The 2010 survey found that the proportion of primary school pupils from BME groups had increased from 14% in 2007 to 17% in 2010, with the corresponding figure for secondary schools increasing from 11% to 15%. The same survey found that 11% of Swindon school pupils have English as a second language (up from 7% in 2010), with a total of 104 languages being spoken.

### **Military communities**

Wiltshire has the largest number of military personnel in the South West. The South West has the largest number of military personnel in the UK. Military personnel constitute around 3.3% of Wiltshire's total population, with around 15,000 personnel stationed at sites across the county. Military personnel and dependants are estimated to constitute over 20% of the total population in Tidworth, Bulford, Durrington, Upavon, Warminster East, Lyneham, Nettleton and Colerne wards, with this figure reaching 75% in Tidworth. The population in the most strongly military-influenced wards is dominated by younger adults (particularly males) and these areas also show higher than average proportions of pre-school and primary school children.

The Army Basing Review announced by the Secretary of State for Defence on 5 March 2013 stated that an additional 4,000 military personnel and their dependants will be relocated into Tidworth, Ludgershall (specifically Perham Down), Bulford, and Larkhill. Between 2014 and 2019, the bulk of this relocation will enable the withdrawal of units from Germany. While this is welcomed, particularly as it will bring economic opportunity to Wiltshire, if not planned effectively it could adversely affect existing communities.

The Government has committed £1.8 billion to the new Army Basing Plan, of which £1 billion will be spent on new service accommodation with the remainder spent on technical infrastructure. Of the £1.8 billion committed to Army Basing, over £800 million will be spent in the Salisbury Plain Training Area.

We believe that with the influx of a further 4,000 troops and their families expected by 2018 to the Salisbury Super Garrison Area, the impact on this community and Tidworth in particular is significant enough to warrant particular attention.

The population of Tidworth in 2001 was just over 7,000. In 2010 the population had grown to more than 16,693, 10,700 of these are military personnel. The Tidworth Community Area, according to the 'Tidworth Community Area Joint Strategic Needs Assessment – March 2010' include two Super Output Areas (SOAs) that lie in the 20% most deprived SOAs in Wiltshire.

This population growth has not been matched by community development and infrastructure. A film was made by Wiltshire Council called Wiltshire Voices – Tidworth Army Wives <http://truevisiontv.com/tidworth-voices---army-wives> which sets out what it is like to live in Tidworth.

Tidworth is a town that has supermarkets and a leisure centre but little else. Shopping takes place in Andover or Salisbury. A return bus fare to Salisbury is £15 for an adult and two children, and £10 to Andover return. A return taxi to Andover is £45. Those without access to a car are very limited in what they can do. Army pay for enlisted men is relatively low: a soldier leaving basic training will earn £17,945 a year. This goes up in increments unless the soldier is promoted: After five years, and promotion to the rank of Corporal earnings rise to £27,000. Many army wives do not work because of the lack of jobs available locally, the cost of travelling to work in larger towns and their childcare responsibilities.



*British military.*

The voluntary sector in Tidworth is very limited. There are a number of groups catering for small children but little for older children or the families themselves. Transience is a contributing factor. Many soldiers only stay for 2-3 years before being posted. This will change with the advent of super garrisons as soldiers will be based in one place for much longer.

There are 1,900 married quarters in Tidworth. These range from small flats to large officers' quarters. Though housing is subsidised for the military, repairs can take weeks or months and being rehoused is very difficult and takes a long time, this can adversely affect quality of life. Families have good access to health services but are extremely isolated due to soldiers being away on operations.

Divorce is twice as likely in an Army family due to long periods of separation, being far from family and friends and the pressure on wives of raising a family as a single parent for long periods. When a couple go through difficulties, the husband can declare he is single and move into barracks, and the wife is given 93 days to leave their quarter.

The 'Tidworth Community Area Joint Strategic Needs Assessment – March 2010' report states that Tidworth Community Area has the highest teenage pregnancy rate (61.4 per 1,000 girls aged under 18) in the county, the national figure is 27.9 per 1,000 girls. It has the second highest rate of hospital inpatient admissions due to alcohol related causes, ranking 19th out of 20 community areas. Only Trowbridge has more admissions. Tidworth ranks fourth worst for childhood obesity, third worst for smoking and second worst for domestic violence.

Mental health is a concern in the military communities. A small but significant number of military personnel are affected by post-traumatic stress disorder and seek medical assistance on return from deployment on combat operations. Combat Stress has seen a rapid rise in young men and women who have served in Iraq and Afghanistan seeking their help. They state there is an average 12% rise in demand for their services year-on-year. More widely across the county, many veterans settle in Wiltshire. Some veterans are affected by mental health conditions related to their military service, but this can take years to be acknowledged as a problem that requires treatment. The isolation of military families can also cause common mental health disorders such as depression and anxiety.

Wiltshire has a strong economy. Of the 378 districts in the economic productivity score, a category in the Local Futures database, Wiltshire is ranked 121, placing it in the top 40% of districts nationally. Swindon is ranked 46, placing it in the top 20% of districts nationally.

# Economy







### Employment

Wiltshire's unemployment rate is very low at 2% county wide. Gross weekly earnings are higher in Swindon at £516 placing it in the top 20%. Wiltshire's gross weekly earnings are low at £431 placing it in the bottom 40% of districts. Average weekly wages are £504 nationally.

The number of employees in Wiltshire grew by 0.85% (between 2011 and 2012), demonstrating a moderate level of economic growth. In Swindon, the number of employees over the same period dropped by 3.14%, reflecting a very weak level of economic growth by national standards.

The Government's drive to build a knowledge-based economy for future prosperity has led to significant investment in Local Enterprise Partnerships to help build the workforce of the future. A knowledge based economy is focussed on knowledge based production, (aerospace, electrical machinery manufacture, printing, publishing, chemicals and energy) and knowledge based services (telecommunications, computing, research and development, finance and business services and recreational and cultural services). Against the 378 districts nationally, Swindon ranks 46 performing in the top 20%, whilst Wiltshire is ranked 155 for knowledge based economic performance.

### Occupational, skills and labour market profile

Occupations	Wiltshire	Swindon	Wiltshire & Swindon	National
<b>Ranked out of 378 districts</b>	94	215		
<b>Knowledge workers</b>	51.48%	42.52%	48.32%	44.33%
<b>Elementary occupations</b>	11.02%	13.63%	11.59%	11.15%
<b>Lower skilled occupations</b>	27.54%	35.65%	31.44%	32.9%
<b>Skilled occupations</b>	27.77%	23.83%	27.05%	25.61%
<b>Managerial occupations</b>	33.68%	26.88%	29.92%	30.34%



Wiltshire has a high percentage of knowledge workers, skilled occupations and managerial occupations and a very low percentage of lower skilled occupations. Swindon has an average percentage of knowledge workers, high numbers of elementary and lower skilled occupations

Skills	Wiltshire	Swindon	Wiltshire & Swindon	National
Ranked out of 378 districts	116	223		
Below NVQ Level 1	16.69%	17.7%	17.02%	15.35%
NVQ Level 2	19.28%	23.76%	20.74%	20.65%
NVQ Level 3 (2 A levels or equivalent)	19.09%	21.46%	19.87%	19.43%
NVQ Level 4 (Degree or equivalent)	38.18%	28.11%	34.88%	35.25%
Managerial occupations	33.68%	26.88%	29.92%	30.34%

Labour Market	Wiltshire	Swindon	Wiltshire & Swindon	National
Ranked out of 378 districts	139	119		
Working age in employment	75%	76%	76.04%	71.5%
Unemployed claiming JSA	1.4%	2.5%	1.83%	2.9%
Long term unemployed	21.77%	20.36%	21.13%	29.13%
Employment rate	Up 3.85%	Up 2.81%		-1.52%
Managerial occupations	33.68%	26.88%	29.92%	30.34%

Wiltshire and Swindon have very low unemployment compared with national figures.

### Nearest neighbours

The overall scores received for Wiltshire's economic performance can be compared to other districts across the country. There are 10 areas that most closely match our profile and can be our direct comparators.



Wiltshire	Place Name	Sub Region
1	Wycombe	Milton Keynes, Oxfordshire and Bucks
2	Ipswich	Suffolk
3	Croydon	London South
4	Cheshire West and Chester	Cheshire and Warrington
5	Northampton	Northamptonshire
6	Warwick	Coventry and Warwickshire
7	Oxford	Milton Keynes, Oxfordshire and Bucks
8	Stevenage	Hertfordshire
9	Trafford	Greater Manchester
10	Basingstoke and Deane	Hampshire and the Isle of Wight

Swindon	Place Name	Sub Region
1	Bromley	London South
2	Barnet	London North
3	Bedford	Bedfordshire and Luton
4	North Somerset	West of England
5	Croydon	London South
6	Cheshire West and Chester	Cheshire and Warrington
7	Portsmouth	Hampshire and the Isle of Wight
8	Colchester	Essex
9	Poole	Bournemouth, Dorset and Poole
10	Bath and North East Somerset	West of England

# 5th/ 16th

*Of 352 business areas nationally, Wiltshire is ranked the 5th most attractive, followed by Swindon in 16th place.*

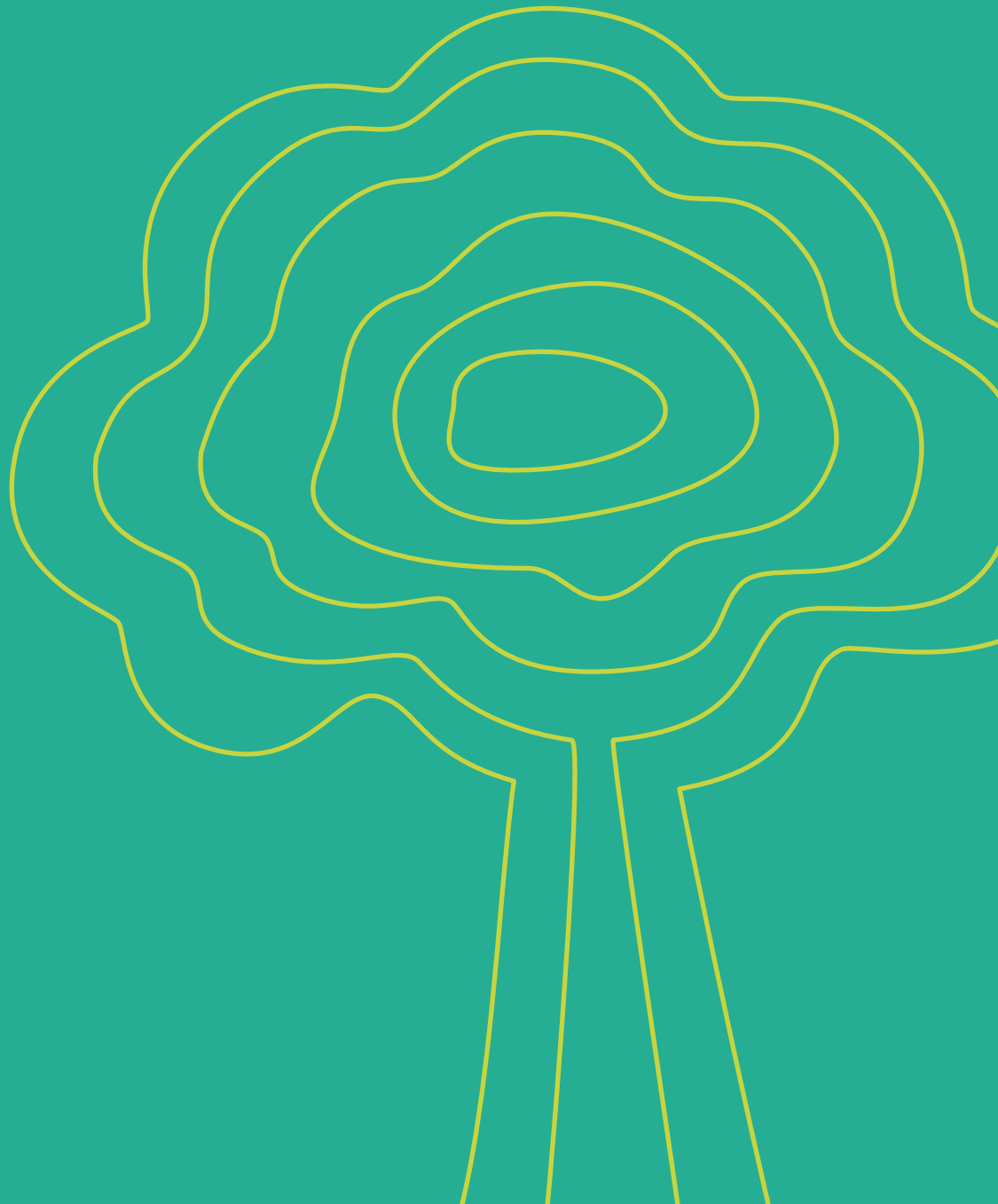
### A great place to invest

Wiltshire and Swindon are two of the more attractive places in England for business to invest according to the Inward Investment Guide on Local Futures. Scores are comprised of the following elements: business and enterprise, economic scale, growth in business stock, skills and qualifications, knowledge workers, working age change, economically active, labour market, commercial and industrial floorspace and floorspace change, operating costs, connectivity and quality of life. Of 325 business areas nationally, Wiltshire is ranked the 5th most attractive, followed by Swindon in 16th place.

**Wiltshire's environmental assessment  
is based on the following criteria:**

- ▶ Housing affordability
- ▶ Transport and connectivity
- ▶ Amenities
- ▶ The natural environment
- ▶ Arts and heritage

# Environment





*Penhill Orchard, Swindon.*

## Housing affordability

Housing is considered in terms of affordability (assessed on the basis of the ratio between average earnings and average house prices), tenure and housing condition information.

The BBC reported on 19 August 2014 that there were 60 areas in England where housing was less affordable than in London. Wiltshire was ranked 37th most expensive out of 103 rural areas. Wiltshire is ranked 278 out of 346 districts according to Local Futures' affordability score, indicating that the area is in the bottom 20% of districts nationally in terms of affordability. By comparison, Swindon is ranked 86th on Local Futures database indicating that the area is in the top 40% of districts for affordability. An average Wiltshire house costs approximately 8.6 times the average wage of the lowest quartile of its working residents which is higher than the South West region (8.2) or England (6.7). First time buyers are particularly affected in both Wiltshire and Swindon due to the restricted availability of credit.

The proportion of households that were owner occupied in Wiltshire in the 2011 Census was 67.5% and Swindon 65.53%. This compares to a national figure of 63.57%. The figure for households renting property was 30.15% in Wiltshire and 32.31% in Swindon. The proportion of housing stock considered non-decent is 2.25% in Wiltshire and 3.05% in Swindon. A dwelling is defined as 'decent' if it meets the statutory minimum standard, provides a reasonable degree of thermal comfort, is in a reasonable state of repair and has reasonably modern facilities. These figures will appear much higher when reviewing the rural picture later in this report as most of the non-decent homes are in rural areas. In both areas, there has been a comparatively small increase in house price since 2003. Against the national average of a 50.2% increase there has been a 25.13% increase in Wiltshire and 24.6% increase in Swindon. As Swindon expands, the need for additional housing grows. The Wiltshire and Swindon Structure Plan 2016, published in 2006 identified the need for 23,000 new homes by 2011; of these 13,185 have been built and a further 5,650 have been committed to.

Wiltshire Council's primary housing concern is the delivery of affordable housing according to the Joint Strategic Assessment for Wiltshire 2012/2013. Affordable housing is also a concern for Swindon. According to the 'Swindon Borough Council Housing Needs Survey, November 2011', the Swindon housing market is excluding many families and single person households who are currently seeking access to local housing. Access to home ownership is beyond the reach of 83% of the new and concealed households. Concealed households are family units or single adults living within 'host' households, who need a place of their own. The private rented sector is small, making little contribution to access to affordable housing and almost certainly underlies the problem of concealment that exists in Swindon. Concealed households form a significant element of housing need, and 90% of concealment relates to children in existing households.

Provision of additional affordable housing is a critical issue across the county of Wiltshire. Both Local Authorities have set a target for 30% of new developments to be affordable housing, accessible through either shared ownership, or as rented accommodation.

### Across rural Wiltshire:

- ▶ 4,500 rural households lack central heating, 5.2% of all such households
- ▶ 2,335 rural households are overcrowded, 2.7% of all such households
- ▶ There are 11,335 households living in social rented accommodation in rural areas, 13% of all social rented accommodation across Wiltshire

### Across rural Swindon:

- ▶ 330 rural households lack central heating, 3.4% of all such households
- ▶ 285 households are overcrowded, 2.9% of all such households
- ▶ There are 1,415 households living in social rented accommodation in rural areas, 14.5% of all social rented accommodation Swindon

### Across rural England:

- ▶ 239,340 rural households lack central heating, 6.3% of all such households
- ▶ 111,325 rural households are overcrowded, 2.9% of all such households
- ▶ There are 445,020 households living in social rented accommodation in rural areas, 11.7% of social rented accommodation across rural England

## Housing – the rural picture

Nationally, rural housing is more likely to be in non-decent condition than housing in urban areas. Across England, the percentage of households living in ‘non-decent homes’ is 34% in rural areas, compared with 28% in urban areas.

However there is no published data on the number of non-decent homes in rural Wiltshire. Data on those households lacking central heating and overcrowded households can give an indication of where housing conditions may play a role in exclusion (see left).

Housing – The rural share in Wiltshire and Swindon	Wiltshire – rural		Swindon – rural		England – rural	
	No.	% share	No.	% share	No.	% share
All households	87,035		9,770		3,807,445	
Overcrowded households	2,335	2.7	285	2.9	111,325	2.9
Households lacking central heating	4,500	5.2	330	3.4	239,340	6.3
Council Tax band A	9,585	10.0	1,160	11.0	665,835	15.6
Social rented housing	11,335	13.0	1,415	14.5	445,020	11.7
Housing Benefit and Council Tax Benefit claimants	9,785	11.2	1,270	13.0	534,755	14.1
Fires attended by Fire and Rescue Services	380	0.4	55	0.6	20,030	0.5

‘Share’ refers to the proportion of the total population (on an indicator) that live in rural areas.

Both Wiltshire and Swindon have higher percentages of social rented houses than the national average, but due to the lack of affordable housing this number is considered insufficient by the local authorities.

## Transport and connectivity

Wiltshire is a large county divided by Salisbury Plain, a military training area located in the centre of the county. The main routes across Wiltshire are the M4, A350 and A36. Journeys across the county from East to West or vice versa are straight forward. Journeys North to South and vice versa are reasonable in the West of the county. Any other journey is long and difficult. There are two rail lines to London which reach Paddington from Chippenham and Swindon and Waterloo from Salisbury. To reach other stations in Wiltshire, a change in Bath is often required.

Most journeys are taken by car. Public transport in Swindon is well used and being a large town, it has a high usage rate for buses, bicycles and walking as a route to work. Bus services are subsidised by the local authorities and pressure on local government funding has resulted in services being cut. Public transport in Wiltshire, particularly in rural areas is poor, therefore underused.

Reliance on the private car and lorry has resulted in busier more congested roads, reducing air quality, especially in towns that do not have bypasses. Wiltshire Local Authority has 9 Air Quality Management Areas in Calne, Marlborough, Devizes, Salisbury, Westbury and Bradford on Avon.

## The key problems according to Wiltshire Council's joint strategic assessment 2012/2013 are:

- ▶ Economic growth is being compromised by an increasingly unreliable and congested transport network
- ▶ Emissions by transport of carbon dioxide and other greenhouse gasses are having a detrimental effect on climate change
- ▶ There are still too many deaths and serious injuries on Wiltshire's roads although this varies across the county
- ▶ Lack of transport to services, facilities and employment results in a degree of inequality for some Wiltshire residents
- ▶ The built and natural environment in some areas is being adversely affected by traffic

In comparison, the Swindon Transport Strategy 2009 sets out the following issues facing Swindon:

*"Whilst large scale development within Swindon has occurred over the last 50 years, Swindon has gradually grown from a small railway town to its current size since the 1800s. This has meant that much of the development that has occurred has been delivered on the basis of national design and planning guidance was focussed mainly on the needs of the private car. This included the development of business parks and industrial zones in a dispersed nature across the town, which further encouraged the use of the car as the main means of achieving mobility.*

*This historic approach to the development of Swindon has resulted in a poor environment for pedestrians and cyclists, further encouraging the use of the private car. However, despite these factors consideration must be given to the success story of relatively high and increasing public transport usage. This demonstrates that, with careful land use and transport planning, the delivery of an attractive and sustainable Swindon is a real possibility."*

Access to a car is therefore very important in Wiltshire but less so in Swindon even though Swindon, is considered to provide a poor environment for pedestrians and cyclists. Rural communities are the most affected when transport links are poor. The distances involved in getting to the shops, a GP or dentist, the workplace or school are much greater. For those reliant on public transport, these trips take planning, expense and time.

Across the county, 11,575 rural households have no car or van. 68,295 households are more than 10km away from principal job centres. Of the 12,625 people travelling more than 10km to work across the county, 6,010 people live in rural areas. By comparison there are 16,480 people working from home in rural areas.

Lack of transport disproportionately affects the elderly, the infirm and those looking for work. Isolation is unavoidable.

ACRE's 'Access to Services in Wiltshire' report March 2011 highlights the following:

- ▶ There are 6,810 pensioner households in rural areas in Wiltshire with no access to a car or van. These people are likely to face particular challenges to accessing key health services and amenities.
- ▶ There are 3,850 people with a limiting long-term illness in rural areas in Wiltshire with no access to a car or van. These people are likely to face particular challenges in accessing key health services.
- ▶ There are 300 people in rural areas in Wiltshire who are unemployed and lack access to a car or van. In addition, there are 680 who are out of work due to permanent sickness or disability and lack access to a car or van. These people are likely to face particular challenges looking for work as they will be less able to travel to job centres or areas of employment.

## The impact of lack of transport in rural areas

The 'Access to Services' report mentioned in the previous section has a useful table that shows the time it would take to access an employment centre, a Further Education college, hospital, secondary school, supermarket or town centre by public transport or by walking. Three areas, All Cannings, Lyneham, The Lydiards and Broad Town all take

120+ minutes to travel to any of the previously mentioned destinations. 10 areas are more than 120+ minutes from a town centre and 8 areas are more than 120+ minutes from a hospital or secondary school.



### Internet connectivity

The Wiltshire Online organisation, states that:

*"In 2011, there were an estimated 68,000 adults in Wiltshire who had never been online. That equates to nearly 15% of our population. A more recent study by Age UK indicates that in Wiltshire, a massive 64.4% of over 65s are not online."*

A study was conducted by the Centre for Economics and Business Research on behalf of the Keep Me Posted campaign stated that:

*"Households without internet access pay an average of £440 more a year for goods and services. Its findings are particularly relevant for rural households because isolated communities are among those most likely to lack internet access. The campaign is calling on service providers to give their customers the choice of receiving their bills and statements on paper at no extra charge. The additional amount of £440 per year paid for goods and services is equivalent to 4.4% of average household income. This equates to 5.4 % of the average household income for older people aged 65 plus and the most vulnerable people in society. Households that cannot take advantage of lower energy and telecoms tariffs for switching to online-only services miss out on a potential annual saving of £139. Some 7 million people in the UK have never used the internet, with the vast majority (72%) being the poorest 10% in society."*

### Natural Wiltshire

Three Areas of Outstanding Natural Beauty (AONBs) fall partly within Wiltshire: Cranbourne Chase and West Wiltshire Downs; the North Wessex Downs; and the Cotswolds. Approximately 44% of Wiltshire Council's area is designated as AONB and is testament to the county's scenic beauty.

Wiltshire is notable for its pre-Roman archaeology. The Mesolithic, Neolithic and Bronze Age people that occupied southern Britain built settlements on the hills and downlands that cover Wiltshire. Stonehenge and Avebury are the most famous Neolithic sites in the UK.

Salisbury Plain is the main training area of the British Army, covering 300 sq miles or 780 sq km. 20,000 hectares of Salisbury Plain are designated Sites of Special Scientific Interest and Special Areas of Conservation, and the whole of Salisbury Plain is a Special Protection Area for birds.

### Arts and heritage

The Arts provide real benefit to communities and the economy. Wiltshire has a thriving arts scene. Arts organisations develop new and upcoming artists and work with communities, encouraging those with little experience of the arts to become involved.

There are a multitude of festivals running across the county, many galleries and performance organisations. The largest arts organisations are in Salisbury and include the Salisbury International Arts Festival, Salisbury Playhouse and the Salisbury Arts Centre. There is also the Pound Arts Centre in Corsham and the Wiltshire Music Centre in Bradford on Avon. Swindon is sometimes referred to as a cultural



desert in the press, perhaps unfairly. There is the Wyvern Theatre offering both commercial and local theatre. The Swindon Arts Centre hosts the Swindon Music Festival, the Literature Festival and the Swindon Film Society.

All organisations involved in arts and heritage are finding the funding climate difficult. The Arts Council have reduced their funding across the country. They now fund only seven organisations in Wiltshire and Swindon.

The Wiltshire organisations which are part of the Arts Council National portfolio in 2015/18 are:

- ▶ Salisbury Arts Centre (St Edmunds Arts Trust)
- ▶ Salisbury International Festival
- ▶ Salisbury Playhouse
- ▶ The Pound Arts Trust
- ▶ The Wiltshire Music Centre

The Swindon organisations which are part of the Arts Council National portfolio in 2015/18 are:

- ▶ Sixth Sense Theatre for Young People
- ▶ Swindon Dance



*Reach Inclusive Arts, Swindon.*

The Arts Council funded organisations are in a much better financial position than community arts organisations and have professional staff that can put bids together for funding. The Community Arts organisations operate very much hand to mouth.

Swindon Borough Council has a budget of £3.1m for arts and leisure (which includes sports centres). This was cut by £500k in 2014 with further cuts planned across the whole of the Council's spending as they need to save a further £15m to cover their budget gap in 2014/2015. Wiltshire Council is also facing significant budget cuts. They have recently had a £250k cut in their budget and now fund the five National Portfolio Organisations in Wiltshire and 11 other smaller groups to develop community arts activities.

Wiltshire Council's funding for museums is tiny. Their £200k budget held in 2012 has been cut by £70k in 2013/2014. The remaining £130k should be used to support the 56 free museums in the county however they fund three museums in the county: Salisbury Museum, Wiltshire Museum and the Trowbridge Museum

Most of our arts organisations use their art to help people move on with their lives. There are schemes which help raise aspirations and confidence in the young, singing for the brain sessions for dementia patients, using the arts to teach young parents how to relate to their children, special productions for those with autism and other special educational needs, and music for young carers to give them an outlet for their creativity which may not be possible with their other responsibilities. These are just a few examples of how the arts reach beyond their 'production of art' remit to be true community organisations.

Funding the arts in its pure sense is often seen as a luxury and one that few prioritise in the regions. A new perspective on the arts and their role in early intervention work may raise the position of arts organisations on the competitive funding ladder.

# Deprivation



To take a view of deprivation in our county, we have used the Indices of Multiple Deprivation (IMD). This measure takes into account a number of factors that can affect a community and ranks the 32,844 Lower Super Output Areas (LSOAs) across England in order of deprivation.

The lower the rank the more deprived an area is deemed to be. LSOAs are made up of approximately 1,500 people. This means that it is a good indicator in urban areas but less accurate in rural areas due to the low population density. To offer a true picture of our county which is approximately 50% rural, we have separated the urban and rural deprivation and added information to provide a more accurate picture of our most deprived areas.

The following factors measured are weighted to give the rank:

- ▶ 22.5% Income
- ▶ 22.5% Employment
- ▶ 13.5% Health and disability
- ▶ 13.5% Education skills and training
- ▶ 9.3% Barriers to housing and services
- ▶ 9.3% Living environment
- ▶ 9.3% Crime levels

See the Appendix on page 44 for a detailed description of each domain. IMD statistics can only be used as a broad indicator. Due to the weighting of the IMD statistics, issues that can plague a community may not be a strong enough indicator when the others are taken into account, to offer a true picture. Additional information must be layered onto the statistics to make up a valid interpretation.

Nationally, the most deprived of the 32,844 areas is a ward in Tendering District Council which covers Jaywick in Essex, the least deprived is Three Rivers in Rickmansworth.



*The Open Blue Trust provides a mobile community centre for deprived rural areas.*

## Urban deprivation rankings

The following table shows the 22 wards of Swindon and their levels of deprivation. It is important to note that there are four wards in the Swindon top five percentage of most deprived wards nationally.



Rank	Ward 2011		IMD score (2010)	National Rank
1	Penhill	Swindon	230.21	173
2	Parks	Swindon	191.11	434
3	Walcot	Swindon	155.47	928
4	Gorse Hill and Pinehurst	Swindon	146.30	1078
5	Central	Swindon	107.70	2076
6	Moredon	Swindon	95.63	2503
7	Toothill and Westlea	Swindon	87.96	2830
8	Eastcott	Swindon	77.29	3340
9	Dorcan	Swindon	74.56	3505
10	Western	Swindon	74.35	3516
11	St Philip	Swindon	71.46	3698
12	Freshbrook and Grange Park	Swindon	59.62	4576
13	Wroughton and Chiseldon	Swindon	51.56	5252
14	Blunsdon	Swindon	46.85	5690
15	Highworth	Swindon	45.13	5845
16	St Margaret	Swindon	43.79	5961
17	Ridgeway	Swindon	38.85	6371
18	Covingham and Nythe	Swindon	37.99	6434
19	Old Town and Lawn	Swindon	34.97	6655
20	Haydon Wick	Swindon	32.00	6873
21	Shaw and Nine Elms	Swindon	26.36	7227
22	Abbey Meads	Swindon	22.52	7418

Wiltshire's figures have been combined into Area Board areas to show how urban deprivation is spread across the county. If interspersed with the Swindon figures, Trowbridge Area Board would be ranked 8th most deprived of the combined areas.

Average IMD Score by Area Board			
Trowbridge	80.10	Pewsey	55.11
Salisbury	74.55	Chippenham	55.00
South West Wiltshire	67.83	Amesbury	54.79
Westbury	63.27	Corsham	50.74
Melksham	61.32	Calne	50.43
Devizes	59.64	Southern Wiltshire	48.59
Tidworth	58.46	Marlborough	48.09
Warminster	58.03	Malmesbury	38.29
Bradford on Avon	56.37	Royal Wootton Bassett & Cricklade	38.24

## The 10 most deprived wards

Higher score indicates greater deprivation. See the Appendix on page 44 for a detailed description of each domain.

Area Name	IMD score	Income	Employment	Health	Education	Housing	Environment	Crime
Penhill	230.21	0.35	0.19	0.60	73.43	14.88	45.39	1.00
Parks	191.11	0.28	0.18	0.59	57.35	11.62	45.24	0.59
Walcot	155.47	0.24	0.15	0.33	41.67	9.26	42.04	0.40
Gorse Hill and Pinehurst	146.30	0.20	0.13	0.25	49.33	10.90	29.70	1.02
Trowbridge Adcroft	140.95	0.19	0.15	0.27	49.76	21.18	17.01	0.40
Salisbury Bemerton	138.37	0.18	0.12	0.42	51.08	25.52	8.24	0.56
Trowbridge Park	121.83	0.21	0.13	0.10	36.19	19.59	9.78	0.59
Central	107.70	0.13	0.10	-0.02	26.35	15.81	37.53	0.73
Chippenham Hardens and England	97.56	0.16	0.11	0.17	29.4	13.84	9.87	0.21
Devizes North	95.79	0.15	0.13	0.25	19.12	14.15	15.55	-0.01

■ Swindon ■ Wiltshire

Looking at the top five deprived wards in Swindon; Penhill, Parks, Walcot, Gorse Hill and Pinehurst and Central and comparing them to the top five wards in Wiltshire; Trowbridge Adcroft; Salisbury Bemerton, Trowbridge Park, Chippenham Hardens and England and Devizes North, we can draw the following conclusions:

- ▶ Income deprivation is extremely high for both children and older people in all five of the Swindon wards and Trowbridge Park.
- ▶ Poor educational attainment is consistently high for all 10 areas; Penhill, Parks, Salisbury Bemerton, Trowbridge Adcroft being the most deprived.
- ▶ Employment inequality is consistent across all 10 areas.
- ▶ The living environment is significantly worse in the Swindon wards with only Trowbridge Adcroft and Devizes North in Wiltshire achieving scores of 17 and 15 respectively.
- ▶ Health indicators are consistent across the 10 areas.
- ▶ Barriers to housing and services are worst in Salisbury Bemerton followed by Trowbridge Adcroft, Trowbridge Park, Central Swindon, Penhill, Devizes North, Chippenham Hardens and England, Parks, Gorse Hill and Pinehurst and lastly Walcot.

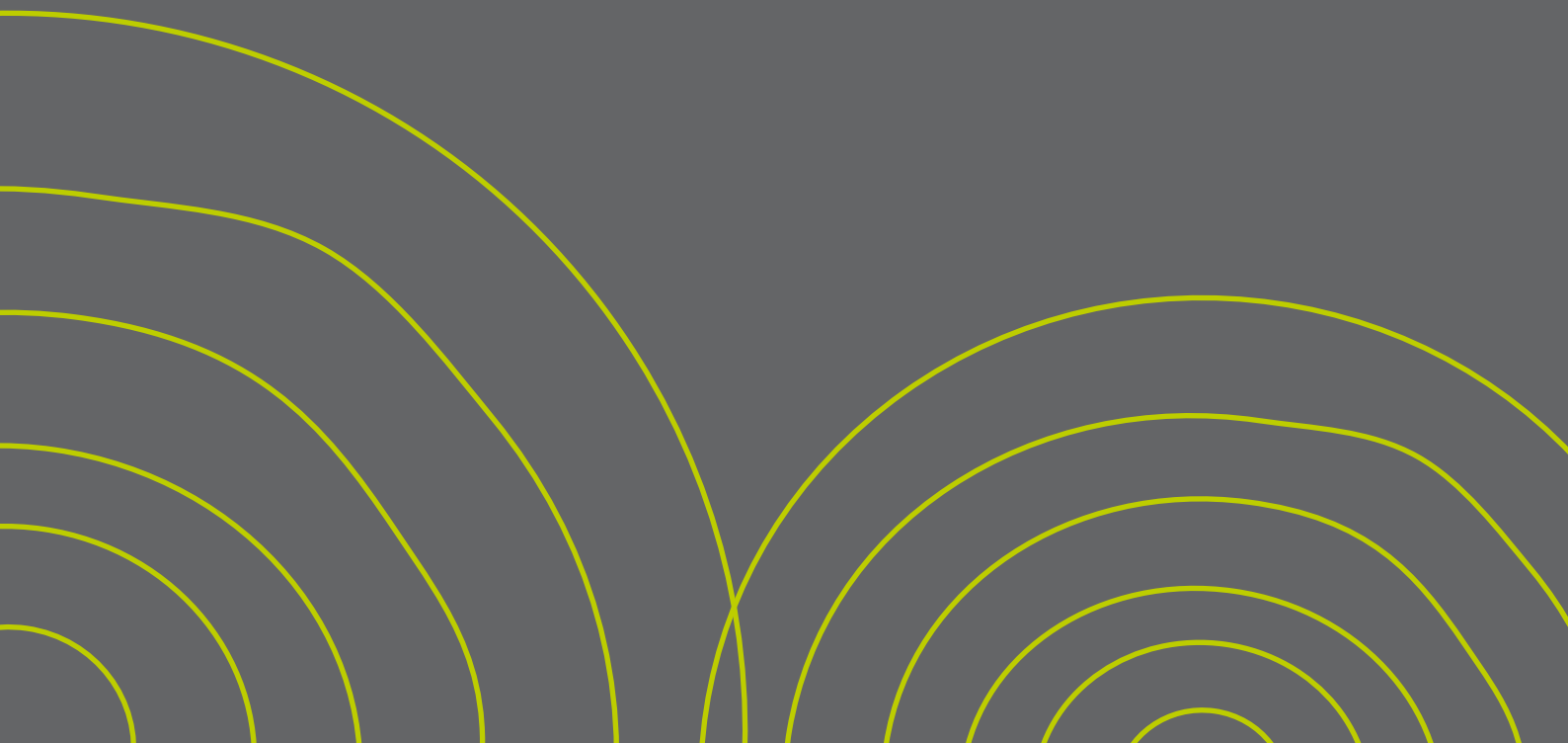
## Child poverty

Area Name	% of children living in poverty
Penhill	45.39
Parks	45.24
Walcot	42.04
Central	37.53
Gorse Hill and Pinehurst	29.70
Trowbridge Adcroft	17.01
Devizes North	15.55

Area Name	% of children living in poverty
Chippenham Hardens and England	9.87
Trowbridge Park	9.78
Salisbury Bemerton	8.24
South West Region Average	25%
National Average (12 regions)	27%
London (highest % nationally)	37%
Wales (second highest % nationally)	31%

In order to identify pockets of deprivation in rural areas, ACRE have statistically modelled key datasets to Output Area level using 171,372 areas rather than using the larger Lower Super Output Areas (LSOAs) that have 32,844 areas. This helps examine rural deprivation issues at a finer level of detail than previously possible.

# Rural deprivation



The 'rural share' of deprivation in terms of people, is substantially larger than might be expected from analysis of the most deprived small areas. In other words, rural areas are more deprived based on calculations using the location of deprived people, than when based on calculations using the location of deprived areas.

For this report we have combined the rural data for Wiltshire and Swindon. Swindon has a much smaller rural community, but the issues remain the same for both areas:

- ▶ The most deprived Output Area in Wiltshire is Amesbury East. This area is ranked among the most deprived 30% of areas across England as a whole. There are 11 rural Output Areas in Wiltshire ranked in that 30%.
- ▶ The most deprived Output Area in Swindon is Wroughton and Chiseldon. This area is ranked among the most deprived 30% of areas across England as a whole. There are five rural Output Areas in Swindon ranked in that 30%.

Rural deprivation affects single pensioner households and lone parent households disproportionately. Around 50% of these households live in social housing. Whilst the number of unemployed people is low, the number of economically inactive people is more significant. At over 40%, the number of adults with no qualifications is significant and the number of households without a car or van is high at 10,090. Health and disability problems are prevalent.

## Wiltshire

Key indicators	Wiltshire - deprived rural hotspots		Wiltshire - rural		Wiltshire - overall	
	Number	%	Number	%	Number	%
<b>Household composition</b>						
Single pensioner households	205	66.40	11,525	53.20	24,450	56.10
Lone parent households	95	31.30	3,395	13.00	8,390	15.90
<b>Housing type and tenure</b>						
Owner occupied	455	41.40	61,180	70.30	127,205	72.00
Social housing	500	45.70	11,335	13.00	25,345	14.30
Private-rented housing	85	7.90	7,365	8.50	13,925	7.90
Overcrowded	75	6.90	2,335	2.70	6,475	3.70
Housing with no central heating	65	6.20	4,500	5.20	8,825	5.00
<b>Employment and worklessness</b>						
Unemployed people	60	3.60	2,780	1.80	6,050	2.00
Economically inactive people	655	38.50	44,630	28.20	86,275	27.80
<b>Education and skills</b>						
Adults with no qualifications	715	41.70	34,400	21.70	73,025	23.60
Adults with degree qualification+	140	8.50	36,795	23.20	63,805	20.60
<b>Health and disability</b>						
Limiting long-term illness	630	25.30	31,235	14.20	65,260	15.10
People providing unpaid care	240	9.50	20,900	9.50	39,920	9.20
<b>Access to services</b>						
Households with no car/van	335	30.40	10,090	11.60	28,435	16.10

Swindon

Key Indicators	Swindon – deprived rural hotspots		Swindon – rural		Swindon	
	Number	%	Number	%	Number	%
<b>Household composition</b>						
Single pensioner households	265	68.00	1,380	56.10	8,935	57.80
Lone parent households	100	32.80	400	13.90	4,350	19.00
<b>Housing type and tenure</b>						
Owner occupied	390	35.80	7,445	76.20	55,335	73.60
Social housing	605	55.30	1,415	14.50	18,800	17.00
Private-rented housing	40	3.80	500	5.10	4,870	6.50
Overcrowded	65	6.10	285	2.90	4,390	5.80
Housing with no central heating	50	4.50	330	3.40	6,160	8.20
<b>Employment and worklessness</b>						
Unemployed people	60	3.70	280	1.60	3,230	2.50
Economically inactive people	630	37.90	4,855	27.90	33,610	25.6
<b>Education and skills</b>						
Adults with no qualifications	695	41.80	4,400	25.30	35,625	27.20
Adults with degree qualification+	170	10.10	3,620	20.80	21,195	16.20
<b>Health and disability</b>						
Limiting long-term illness	580	23.00	3,750	15.60	27,475	15.30
People providing unpaid care	250	9.90	2,395	10.00	15,745	8.70
<b>Access to services</b>						
Households with no car/van	370	33.70	1,485	15.20	16,615	22.10



The Community Foundation's strategic plan sets out our ambition for individuals:

- ▶ Improved life opportunities through a more level playing field
- ▶ Financial independence through education, work and enterprise
- ▶ Raised aspirations
- ▶ Strong Wiltshire and Swindon roots through links to the wider community including employers and volunteering opportunities

# Quality of life for individuals



The following areas highlight what life is like for older people families and children in the county. The majority of the population does very well in our county. For some however, things are considerably more difficult.

### Older people

Most people will go through two phases: the young elderly – those recently retired and in good health, and the frail elderly – those who need far more support to remain independent. Ageing well is important. From our research, we have found the following issues significantly affect older people.



*Purton Lunch Club, Swindon.*

**Isolation and loneliness:** Older people can easily become emotionally isolated. We believe there are very few opportunities for intergenerational contact. For those living in rural areas, physical isolation is also a reality. Our rural deprivation research shows that there are 10,900 households without access to a car or van (private transport), over 6,000 of these householders are pensioners. National statistics state that 7.4% of people aged 60 or over frequently feel lonely.

**Poverty:** 15,873 households in Wiltshire or 8.3% of the population live in fuel poverty. Through our Surviving Winter Campaign, we have supported over 1,000 households with grants for those in fuel poverty. The applications we receive often come from people who have incomes as low as £6k a year for those only receiving the state pension. Financial pressures on the elderly can often mean making the choice between heating their homes and buying food.

**Social Contact:** Day centres and lunch clubs are still the mainstay of social contact for many older people. Many of these clubs are run by elderly people who don't consider themselves elderly. However, as the new generation of older people go through the system, the likelihood that this type of social provision would be appropriate is low. We have not seen the innovation that we would like to see from the voluntary sector yet. For example pub lunch clubs may be more appropriate than meeting in a community centre.

**Dementia and other issues related to ageing:** With the population of older people being set to double by 2035, Wiltshire faces the same issue as the rest of the country. It is estimated that there are around 6,500 people with dementia in Wiltshire and 2,014 with dementia in Swindon. These figures are set to double by 2030.

How are we going to look after an ageing population with the dignity and respect that they deserve in a climate of reduced government funding? Ideally most people would die in their own homes, however, this will require a significant number of people to join the caring industries, be properly trained and not be paid at minimum wage. Many will rely on their families for care; we know from our review of Carers that the group left with the care responsibilities tend to be women in the over 50 age bracket. Additional support for carers or a different societal solution will be needed to meet the needs of our ageing population.

The ageing population is putting the local authorities and health authorities funding under considerable strain. Both Wiltshire Council and Swindon Borough Council are working toward maintaining people in their homes for longer and to reduce preventable hospital admissions.

## Child wellbeing

The world surrounding children and young people is complex. The statutory authorities focus on education, health and social care. Each organisation looks at the child individually, focusing on each individual need. Many voluntary organisations have been formed to help young people tackle some of the challenges they face, achieving varying results. However a child's needs are interdependent. Without a strong family or strong role models to fall back on, a reasonable standard of living and a level playing field where each child can achieve his or her potential, the outcomes expected for that child will not be attained.



*Playing on the Open Blue Bus.*

Child poverty, for example, cannot be addressed by simply focusing on the child. Wider issues such as unemployment, few or no educational qualifications, poor physical and/or mental health in the parents can often lead to family breakdown, low attainment at school and low self-esteem. This can in itself lead to low aspirations, bullying or being bullied, obesity and mental health issues in the child.

The issues that children face are closely linked to deprivation in their families and wider communities. This does not mean that children from more affluent homes do not face difficulties, but the statistics show that higher numbers of children with problems come more from deprived areas.

There are always families where no amount of intervention will make a difference. However, there are also many in which, with the right support at the right time, the outcome for the whole family can be greatly improved.

Both Local Authorities are using a multi-agency approach to tackle issues affecting their residents in need. The problems both Wiltshire and Swindon have identified are the same: prevention and early intervention; raising aspirations and narrowing gaps and promoting healthy lifestyles.

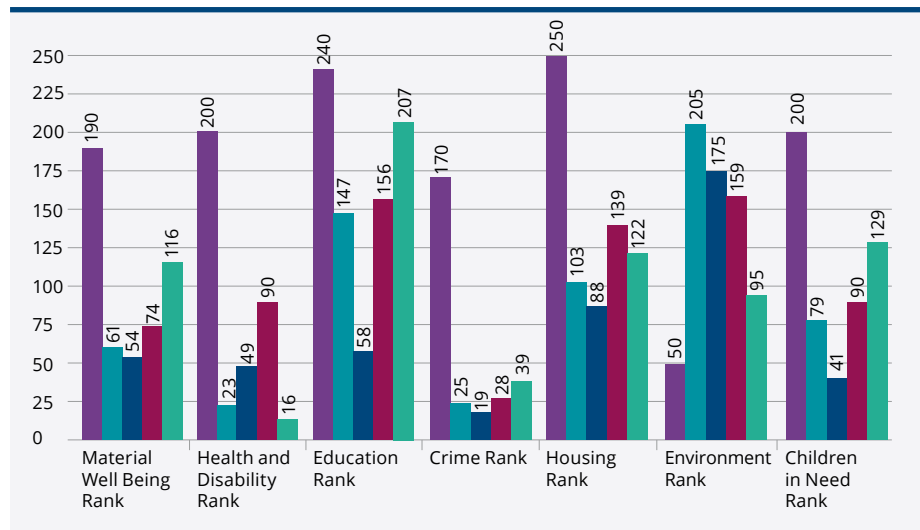
## Child Wellbeing Index

The Child Wellbeing Index with data from 2009 ranks 354 Local Authorities across the country, with a score of 1 being the best and 354 being the worst. In 2009, Wiltshire still had District Councils. We have left the data allocated to the old district council areas because it shows more clearly the variation in different parts of the county. Swindon is reported on as a single Local Authority.

### Wiltshire District Council Boundaries 2009



## Child Wellbeing Index 2009



■ Swindon ■ Kennet ■ North Wiltshire ■ Salisbury ■ West Wiltshire

What is surprising about this graph is not that Swindon ranks as having the highest need, this can be explained by the very high levels of child poverty in its five most deprived wards, but that West Wiltshire ranks so poorly. Due to the nature of the district council areas, those with large rural components will score far higher on the environment deprivation scale, due to the distance to school and leisure activities. See the table below.

### Vulnerable families (No comparative data available for Swindon)

The Vulnerable Families Survey, (Health Visitor Team Report, Wiltshire 2010 revised in June 2011) sets out the number of vulnerable families by areas in the county of Wiltshire. As of November 2010 there were 61.4 Full Time Equivalent (FTE) Health visitors working in Wiltshire. There are 9 Health Visitor Team bases located across the county with the largest team based jointly in Chippenham and Corsham.

The definition of a vulnerable family is one that experiences 4 or more surveyed factors (out of 34 indicators), or where there is a child(ren) at risk of significant harm. 19,848 families were surveyed and 2,311 families have been rated as vulnerable (11.6% of all families).

Health Visitor Team	Number of FTE health visitors	Number of families	Case load per FTE HV	Number of vulnerable families	Caseload of vulnerable families per FTE Health Visitor	% of families that are vulnerable	Average score of families	Average score of vulnerable families
Westbury, Warminster	5.5	1,772	322	244	44	13.8	1.5	5.7
Corsham, Chippenham	8.87	2,980	336	309	35	10.4	1.1	6.1
Trowbridge, Bradford on Avon	7.55	2,752	365	275	36	10	1.2	6.5
Wootton Bassett, Malmesbury	5.84	1,871	320	195	33	10.4	1.3	5.6
Marlborough, Calne	6.3	2,025	321	112	18	5.5	0.6	6.9
Melksham, Devizes	6.76	2,334	345	184	27	7.9	0.9	6.3
Southwest*	4.32	1,132	268	190	45	16.8	1.7	5.8
City (Salisbury)	7.6	2,143	282	404	53	18.9	1.9	6.9
Solstice**	8.71	2,839	326	398	46	14	1.9	5.2
<b>Total</b>	<b>61.4</b>	<b>19,848</b>	<b>323</b>	<b>2,311</b>	<b>38</b>	<b>11.6</b>	<b>1.3</b>	<b>6.1</b>

Source: NHS Wiltshire Vulnerable Families Survey 2010 \* Southwest – the main towns are: Wilton, Codford, Whiteparish, Tisbury, Mere and Downton

\*\* Solstice – the main towns are: Larkhill, Bulford, Amesbury, Durrington, Tidworth, Ludgershall

To make a comparison between the Child Wellbeing Index and the Vulnerable Families data we have grouped the Health Visitor Teams into similar catchments as the 2009 District Council areas.

#### West Wilts

- ▶ Westbury/Warminster HVT: One parent families, behavioural problems, developmental delay, separation and divorce.
- ▶ Trowbridge/Bradford on Avon HVT: Parents with mental illness, difficulties with spoken English.

#### North Wilts

- ▶ Corsham/Chippenham HVT: One parent families.
- ▶ Wootten Bassett/Malmesbury HVT: Parent away for long periods, social isolation; gypsy or traveller family.

#### Kennet

- ▶ Marlborough/Calne HVT: No common issues.
- ▶ Melksham/Devizes HVT: Parents literacy problems.

#### Salisbury

- ▶ Southwest HVT: Low income, benefit dependent, parent(s) smoke, parent has mental illness, children with SE/medical needs, behavioural problems, parenting difficulties, violence in family, disabled adult within family, has named professional support, bereavement in family, in temporary accommodation, child with Common Assessment Framework (CAF).
- ▶ City HVT: Low income, benefit dependent, parent(s) smoke, parent has mental illness, one parent family, behavioural problems, parenting difficulties, major wage earner unemployed, difficulties with spoken English, poor housing, violence in family, separation/divorce, disabled adult within family, extra monitoring, has named professional support, in temporary accommodation, parents in care/abused, parents literacy problems, failed to follow up advice, children at risk of significant harm, parents abuse alcohol, children at risk of significant harm, parents with learning difficulties, parents abuse drugs, child with Common Assessment Framework (CAF).
- ▶ Solstice HVT: Parents smoke, parent away for long periods, social isolation, children with SE/medical needs, developmental delay.



*The Rise Trust, Chippenham.*

### **Educational attainment**

Children in Wiltshire are reaching national averages for educational attainment. However, the gaps in attainment between children in vulnerable groups and their peers are too large and should be narrowed. We have provided high level data on children in the county below, however, if drilled down to ward level, educational attainment would be significantly worse in deprived areas of the county.

#### The local issues

- ▶ GCSE attainment: Swindon is significantly worse than the average for England with just under 50% achieving 5+GCSEs or equivalent A\* to C including English and Maths (England average is 55.2%). Wiltshire children achieve 60.5% 5+ GCSEs.
- ▶ The number of young people who are not in education, employment or training (NEET) is decreasing.

	16-18 year olds known to the local authority	16-18 year olds NEET		% whose activity is not known
		Estimated number	%	
<b>2013</b>				
Swindon	7,738	420	5.4%	11.8%
Wiltshire	14,474	680	4.7%	18.2% [1]
<b>2012</b>				
Swindon	7,947	500	6.3%	12.5%
Wiltshire	14,850	920	6.2%	30.9% [1]

[1] The proportion of 16-18 year olds whose current activity is not known is more than 50% above the England average of 9.2%. As a result, it is possible that the number and proportion NEET will be inaccurate - Department of Education - 28 May 2014



### Child health

Across the two local authorities four key areas have been identified:

- ▶ Reducing teenage conception for 15-17 year olds
- ▶ Reducing childhood obesity
- ▶ Improving child mental health
- ▶ Reducing alcohol and drug misuse

### Teenage conception

The Office for National Statistics (An Analysis of Under 18 Conceptions and their Links to Measures of Deprivation, England and Wales, 2008-2010, report 14 February 2013) shows strong links between the numbers of teenage conceptions and deprivation. In particular, child poverty and underemployment seem to be significant factors. They found that these indicators particularly affect the under 16 year-old conception rates. Therefore, younger children living in deprivation are at risk of becoming pregnant.

For children born to young mothers, there are increased risks of:

- ▶ Having a low birth weight
- ▶ Having congenital abnormalities
- ▶ Having low life expectancy
- ▶ Having low life expectations
- ▶ Having lower educational achievement
- ▶ Growing up in poverty
- ▶ Having an increased likelihood of infant mortality
- ▶ Having an increased likelihood of behavioural problems
- ▶ Not having their father involved in their life due to relationship breakdown

The rate of teenage conception in Wiltshire and Swindon has reduced over the last decade plus, but not as fast as the national reduction. Swindon's figures remain higher than national rates.

Teenage Conception per 1,000 girls 15-17 yrs	1998	2008	2010
Wiltshire	32.1 pregnancies	30.9 pregnancies	26.4 pregnancies
Swindon	53.5 pregnancies	33.6 pregnancies	30 pregnancies
National	46.6 pregnancies	39.7 pregnancies	27.9 pregnancies

## Childhood obesity

Childhood obesity is a prevailing problem across the county of Wiltshire. Obesity in children is a health risk that has an impact not only on physical health but emotional health and life prospects. Obese children often become the targets for bullying and have poor social skills and depression.

There are links to increased obesity in more deprived areas, however this is not always the case, and obesity is more of a societal issue. There is strong evidence that parents can't recognise when their child is obese because obesity has become more normal. Lifestyles also exacerbate the problem with lower levels of general activity, fewer children walking to school or playing outside.

Schools play a critical part in tackling childhood obesity. The local authorities have put many programmes in place to address understanding and practical skills to promote healthy eating and to encourage more exercise for example through free swimming lessons and cycling.

Childhood Obesity	Age 4/5	Age 10/11
Wiltshire	8%	16.5%
Swindon	8.6%	17.3%
National figures	9.25%	18.9%

Source: ONS 2011

# 10%

*Mental health issues cover a wide range of conditions and affect approximately 10% of the population at any one time. Mental health conditions can be physiological like schizophrenia or autism or have multiple causes like depression and anxiety.*

## Children's mental health

Mental health issues cover a wide range of conditions and affect approximately 10% of the population at any one time. Mental health conditions can be physiological like schizophrenia or autism or have multiple causes like depression and anxiety.

An indicator for children's mental health is self-harm. It is measured and is a common expressible symptom of a child's mental wellbeing. Both local authorities measure admission rates to hospital for young people with self-harm and both have significantly higher than the national level for this indicator. Swindon's rate is particularly high.

Self-harm is divided into two categories:

- ▶ Self-injury is the term used to describe the deliberate act of hurting one's self. This may be cutting, burning, head banging, pulling out your own hair etc.
- ▶ Self-harming behaviour includes acts that cause short and long-term damage e.g. over/under eating, drug abuse, binge drinking, smoking and other things that may impact on one's life later on. The biggest difference is that self-harm is seen as being more socially acceptable – it is easier to talk about a smoking habit or difficulties losing weight than it is to talk about cutting or injuring yourself. The term self-harm is more widely used than self-injury.

	Population 0-15	% with mental health issues	Self-harm hospital admission rates per 100,000
Wiltshire	84,415	10% or 8,441	172.9
Swindon	37,200	9% or 3,348	243.7
National figures			158.8



The Clivey supporting young people in Swindon.

## Children – Alcohol and drugs

As stated in the Swindon Joint Strategic Assessment:

*“Child health profiles suggest that 10% of Swindon’s children and young people aged 10–15 reported being drunk, one or more times in the previous four weeks. This is lower than the England average of 15%, however, Swindon has a high rate of hospital admissions for alcohol specific conditions (94.9 admissions per 100,000 aged under 18, compared with 61.8 for England). Swindon’s admission rate was significantly higher than the England average.”*

“In Wiltshire there may be at least 1,306 children at risk of drug-related harm from their parent or parents in Wiltshire, and at least 8,000 affected by parental alcohol abuse.” The crude rate of alcohol specific admissions to hospital for under 18 year olds, per 100,000 is 74.9, again over the national average. Stated in the Wiltshire Joint Strategic Assessment.

## Children’s social care

The latest available data we found relates to 2010/2011 and is listed in the Joint Strategic Assessments for both local authorities

Children’s Social Services 2010/2011	(90,968 0–15 year olds)	(41,385 0–15 year olds)
	Wiltshire 2011/2012 (estimated)	Swindon 2010/2011 (actual)
Referrals to Children’s Social Services	4,000	1,855
Young people involved with social care services	2,000	1,180
Child Protection Plans	220	94
Children in Care	420	235

Wiltshire and Swindon have relatively low numbers of children in care, though there are many more at risk, under the watch of social services. Bearing in mind what we already know about the impact deprivation has on families, their health, prosperity, approach to alcohol and drugs and the prevalence of mental health issues and teenage pregnancies, if these indicators worsen, one can expect the number of children in care to increase. The impact on communities of not addressing the issues these families face with or without the support of the voluntary sector is considerable.

Health assessments have been introduced for looked after children. Children in care now have a complete health assessment every year from the age of 5 years old. This identifies issues that may require additional interventions. The assessments cover physical, mental and emotional health and as a preventative measure may alleviate some of the mental health admissions to hospital.



### **'The Who cares? Trust' highlights the outcomes for children in care**

Children who spend time in the care system are less likely than other children to achieve academic success or benefit from stable relationships. They are more likely to have problems with crime, drugs and mental health than their peers:

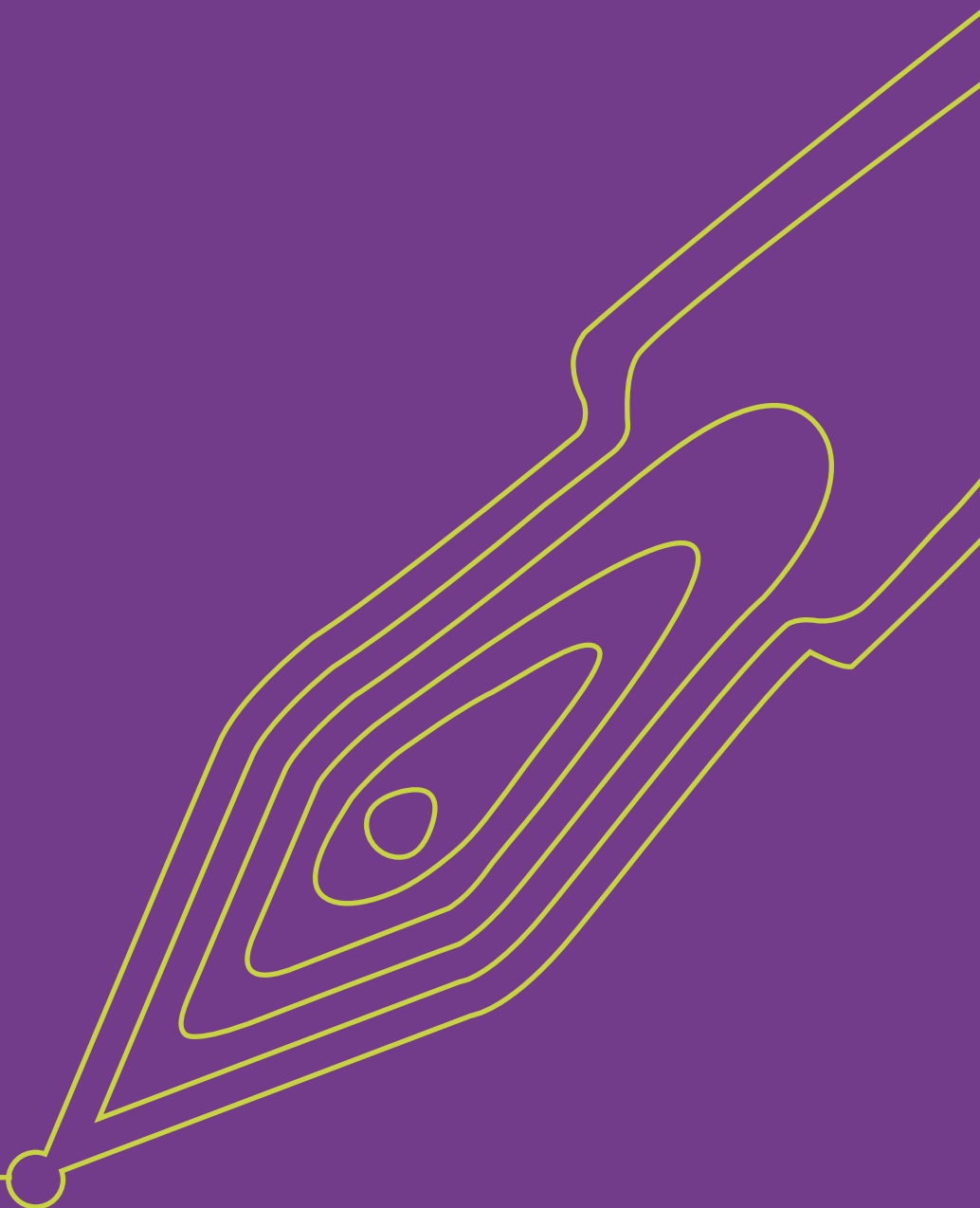
- ▶ When they leave primary school, 43% of children in care will have reached the national curriculum test level expected for their age – compared with 74% of all children
- ▶ Almost one third of children in care leave school with no GCSEs or vocational tests like GNVQs
- ▶ Only 13.2% of children in care obtain five good GCSEs – compared with 57.9% of all children
- ▶ Only 6% of care leavers go to university – compared with 38% of all young people
- ▶ One third of care leavers are not in education, employment or training – compared with 13% of all young people
- ▶ More than one in 10 children had three or more placements in 2010
- ▶ 23% of the adult prison population has been in care and almost 40% of prisoners under 21 were in care as children (only 2% of the general population spend time in prison)
- ▶ A quarter of young women leaving care are pregnant or already mothers, and nearly half become mothers by the age of 24.

Young people leaving care are right to fear homelessness – 30% of homeless people have been in the care system. For the majority who do stay housed, there is the challenge of balancing college or work with the need to be completely self-reliant.



The overriding message of this report is that Wiltshire is a great place to live – if you can afford it. What it tells us is that disadvantage is not just about deprived places but also deprived people, wherever they live in Wiltshire.

# Conclusion





**In some areas nearly half the children are living in poverty. There are high proportions of older people living alone, isolated and in poverty. It shows the health of children in Wiltshire is a cause for concern and that public, private and voluntary sector services are sparse in rural areas. Those who can afford it will travel to take up the services they want but those without transport remain isolated.**

It will take time and planning to formulate a sensible response to the issues highlighted. We will prioritise where we feel we can make the most impact, carry out additional research and liaise with the voluntary sector groups working in those fields.

The strength of the 7,800 voluntary groups in our county is their independence. However, the weakness is their fragmentation, each a specialist in their own area, competing for funding. We have, in the past, responded individually to each group's application, this is because we have traditionally been reactive. In future, whilst retaining our traditional approach to the funding of groups, we will also look to make larger grants in response to the issues identified in our report. This funding may be dependent on greater co-operation between the groups working on the ground, the stakeholders, beneficiaries and funders. We believe that by opting for a strategic approach to our grant making, we will be able to have a much greater impact on the problems our county faces.

Some of the issues identified in 'Wiltshire Uncovered' may seem too large and long-standing to be solved solely by charitable giving alone. The involvement of local and national government, the public and private sectors will also be needed.

Wiltshire Community Foundation cannot change deep-rooted and structural disadvantage but we can invest in the people and groups working to mitigate deprivation and help them to address the problems faced by their communities. We believe that flexible, local community responses are the best way of meeting the needs in communities. A thriving network of local community groups not only supports those in immediate need but gives other people opportunities to volunteer and participate locally. It is only by enabling a community itself to be strong and supportive, that we can create long term solutions.

We want to ensure this report's findings influence the way we make a difference to peoples' lives in Wiltshire. We will continue to support people to build strong and resilient communities – wherever they are in Wiltshire.

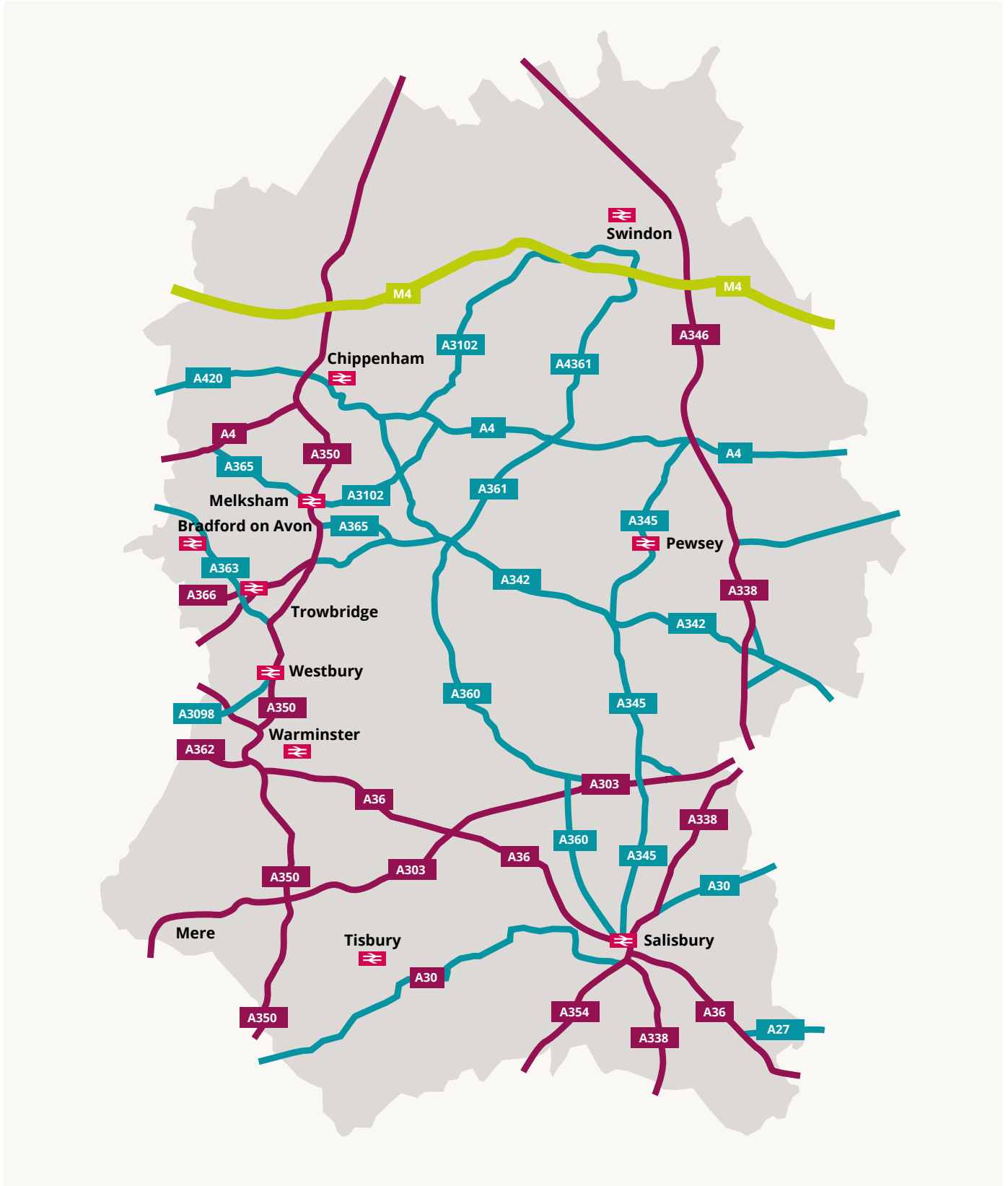
To view the 'Wiltshire Uncovered' report in full, please go to our website [www.wiltshirecf.org.uk](http://www.wiltshirecf.org.uk)

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**We want to use the findings in this report to develop our grant making programmes and ensure we are travelling in the right direction.**

# The county of Wiltshire

## Main Transport Routes



# Wiltshire Area Boards and Swindon Borough Council

## Wiltshire's Area Boards



## Swindon Borough and main transport routes



# Appendix



*One Degree More student.*

## **Definitions, sources and references:**

- ▶ **ACRE:** Action with Communities in Rural England – the national body for 38 Rural Community Councils
- ▶ **Air Quality Management Areas:** areas notified by the local authority to DEFRA as exceeding normal limits of air pollution
- ▶ **Census:** a national survey that is renewed every 10 years last completed in 2011
- ▶ **Concealed households:** family units or single adults living within ‘host’ households who need a place of their own
- ▶ **Housing affordability:** the ratio between average earnings and average house price
- ▶ **LEPs:** Local Enterprise Partnerships are partnerships between local authorities and businesses. They decide what the priorities should be for investment in roads, buildings and facilities in the area
- ▶ **Non-decent dwellings:** for a home to be considered ‘decent’ it must meet the statutory minimum standard, provide a reasonable degree of thermal comfort, be in a reasonable state of repair and have reasonably modern facilities
- ▶ **NPOs:** National Portfolio Organisations: art organisations funded by the Arts Council
- ▶ **SOAs:** Super Output Areas (SOAs) were designed to improve the reporting of small area statistics and are built up from groups of output areas (OAs)
- ▶ **OAs:** Output Area level – a lower level of using 171,372 areas used in rural deprivation figures
- ▶ **LSOAs:** Lower Super Output Areas – 32,844 areas across England that make up Super Output Areas each LSOA has a population of 1500 people used in IMD figures

## **IMD**

The findings in this report are drawn from the 2010 Index of Multiple Deprivation (IMD) scores for very small geographical areas (‘lower layer super output areas’ or LSOAs). There are 32,482 LSOAs in England. The overall IMD score for an LSOA combines deprivation indicators across seven distinct weighted domains: income 22.5%; employment 22.5%; health and disability 13.5%; education, skills and training 13.5%; barriers to housing and services 9.3%; crime 9.3% and living environment 9.3%. This section explains how the IMD is collated and defined.



Swindon 105.5 community radio station.

### a) Income deprivation domain

This domain measures the proportion of the population in an area that live in income-deprived families. The definition of income deprivation adopted here includes both families that are out of work and families that are in work but who have low earnings (and who satisfy the respective means tests).

#### The indicators

A combined count of income deprived individuals per lower layer super output area (LSOA) is calculated by summing the following five indicators:

- ▶ adults and children in Income Support families
- ▶ adults and children in income-based Jobseeker's Allowance families
- ▶ adults and children in Pension Credit families
- ▶ adults and children in Child Tax Credit families (who are not claiming Income Support, income-based Jobseeker's Allowance or Pension Credit) whose equivalised income (excluding housing benefits) is below 60% of the median before housing costs
- ▶ asylum-seekers in England in receipt of subsistence support, accommodation support, or both.

The combined count of income-deprived individuals per LSOA forms the numerator of an income deprivation rate which is expressed as a proportion of the total LSOA population.

### b) Employment deprivation domain

This domain measures employment deprivation conceptualised as involuntary exclusion of the working-age population from the world of work. The employment-deprived are defined as those who would like to work but are unable to do so through unemployment, sickness or disability.

Worklessness is regarded as a deprivation in its own right, and not simply a driver for low income. Attachment to the labour market confers a number of social and psychological advantages and it is therefore important to measure the deprivation experienced by people who are detached from the labour market.

#### The indicators

A combined count of employment deprived individuals per LSOA is calculated by summing the following seven indicators:

- ▶ claimants of Jobseeker's Allowance (both contribution-based and income-based)
- ▶ women aged 18–59 and men aged 18–64
- ▶ claimants of Incapacity Benefit aged 18–59/64
- ▶ claimants of Severe Disablement Allowance aged 18–59/64
- ▶ claimants of Employment and Support Allowance aged 18–59/64 (those with a contribution-based element)
- ▶ participants in New Deal for 18–24s not claiming Jobseeker's Allowance
- ▶ participants in New Deal for 25+ not claiming Jobseeker's Allowance
- ▶ participants in New Deal for Lone Parents aged 18 and over (after initial interview).

The combined count of employment-deprived people per LSOA forms the numerator of an employment deprivation rate which is expressed as a proportion of the working-age population (women aged 18–59 and men aged 18–64) in the LSOA.

### **c) Health deprivation and disability domain**

This domain measures premature death and the impairment of quality of life by poor health. It considers both physical and mental health. The domain measures morbidity, disability and premature mortality but not aspects of behaviour or environment that may be predictive of future health deprivation.

Health deprivation and disability is included as one of the seven domains because ill health is an important aspect of deprivation that limits a person's ability to participate fully in society. Because it is generally accepted that the risk of ill health and death becomes greater as a person ages and that this increase is not seen as socially unjust, this domain aims to capture unexpected deaths or levels of ill health by using age- and sex-standardised data. This means that the expected levels of health in small areas, given their age and sex composition, are compared, rather than the absolute levels of health.

#### **The indicators**

- ▶ years of potential life lost: an age- and sex-standardised measure of premature death
- ▶ comparative illness and disability ratio: an age- and sex-standardised morbidity/disability ratio
- ▶ acute morbidity: an age- and sex-standardised rate of emergency admission to hospital
- ▶ mood and anxiety disorders: the rate of adults suffering from mood and anxiety disorders

### **d) Education, skills and training deprivation domain**

This domain captures the **extent** of deprivation in education, skills and training in an area. The indicators fall into two sub-domains: one relating to children and young people and one relating to adult skills. These two sub-domains are designed to reflect the 'flow' and 'stock' of educational disadvantage within an area respectively. That is, the children and young people sub-domain measures the attainment of qualifications and associated measures (flow), while the skills sub-domain measures the lack of qualifications in the resident working age adult population (stock).

#### **The indicators**

Sub-domain: children and young people:

- ▶ Key Stage 2 attainment: the average points score of pupils taking English, maths and science Key Stage 2 exams
- ▶ Key Stage 3 attainment: the average points score of pupils taking English, maths and science Key Stage 3 exams
- ▶ Key Stage 4 attainment: the average capped points score of pupils taking Key Stage 4 (GCSE or equivalent) exams
- ▶ secondary school absence: the proportion of authorised and unauthorised absences from secondary school
- ▶ staying on in education post-16: the proportion of young people not staying on in school or non-advanced education above age 16
- ▶ entry to higher education: the proportion of young people aged under 21 not entering higher education

Sub-domain: skills

- ▶ adult skills: the proportion of working age adults aged 25–54 with no or low qualifications





### e) Barriers to housing and services domain

This domain measures the physical and financial accessibility of housing and key local services. The indicators fall into two sub-domains: 'geographical barriers', which relate to the physical proximity of local services, and 'wider barriers' which includes issues relating to access to housing such as affordability.

Barriers to housing and services is included as one of the seven domains because accessibility of suitable housing and local amenities are significant determinants of quality of life. People who cannot afford to enter owner occupation, live in overcrowded homes or are classed as homeless are deprived of the safety and stability of a home that is appropriate to their household's needs. People who have to travel long distances to access key local services are also disadvantaged.

#### The indicators

Sub-domain: geographical barriers:

- ▶ road distance to a GP surgery: a measure of the mean distance to the closest GP surgery for people living in the LSOA
- ▶ road distance to a food shop: a measure of the mean distance to the closest supermarket or general store for people living in the LSOA
- ▶ road distance to a primary school: a measure of the mean distance to the closest primary school for people living in the LSOA
- ▶ road distance to a post office: a measure of the mean distance to the closest post office or sub post office for people living in the LSOA

Sub-domain: wider barriers

- ▶ household overcrowding: the proportion of all households in an LSOA which are judged to have insufficient space to meet the household's needs
- ▶ homelessness: the rate of acceptances for housing assistance under the homelessness provisions of housing legislation
- ▶ housing affordability: the difficulty of access to owner-occupation, expressed as a proportion of households aged under 35 whose income means that they are unable to afford to enter owner occupation

### f) Crime domain

Crime is an important feature of deprivation that has major effects on people and communities. The purpose of this domain is to measure the rate of recorded crime for four major crime types: violence, burglary, theft and criminal damage, representing the risk of personal and material victimisation at a small area level.

#### The indicators

- ▶ violence: the rate of violence (19 recorded crime types) per 1,000 at-risk population
- ▶ burglary: the rate of burglary (4 recorded crime types) per 1,000 at-risk properties
- ▶ theft: the rate of theft (5 recorded crime types) per 1,000 at-risk population
- ▶ criminal damage: the rate of criminal damage (11 recorded crime types) per 1,000 at-risk population



# 16 yrs

**NB.** Child Poverty Indicator – Children living in families with income deprivation. Measured by the amount of children in each area that live in families with claims for income support: job seekers allowance, working families' tax credit or disabled person's tax credit. Children are those under the age of 16.



## g) Living environment deprivation domain

This domain measures the quality of individuals' immediate surroundings both within and outside the home. The indicators fall into two sub-domains: the 'indoors' living environment, which measures the quality of housing, and the 'outdoors' living environment which contains two measures relating to air quality and road traffic accidents.

### The indicators

Sub-domain: indoors living environment:

- ▶ housing in poor condition: the proportion of social and private homes that fail to meet the decent homes standard.
- ▶ houses without central heating: the proportion of houses that do not have central heating.

Sub-domain: outdoors living environment:

- ▶ air quality: a measure of air quality based on emissions rates for four pollutants.
- ▶ road traffic accidents: a measure of road traffic accidents involving injury to pedestrians and cyclists among the resident and workplace population.

### Sources

The majority of the data for this report was taken from Local Futures, a research consultancy that provides a geographical perspective on economic, social and environmental change. They provide a range of online services, which collate data from a vast range of public sources.

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The two primary sources of data for this report have been the Indices of Multiple Deprivation and the 2011 Census.

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