

Needs Analysis for Wiltshire and Swindon

January 2021



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Introduction

This report, prepared by Oxford Consultants for Social Inclusion (OCSI) for Wiltshire Community Foundation (WCF), brings together a range of socio-economic data to provide a profile of the key needs and challenges across Wiltshire and Swindon.

In the following sections, the key issues experienced by communities in Wiltshire and Swindon are explored under the following themes:

- The population profile
- Deprivation and inequality
- Economy
- Education skills and training
- Health wellbeing and disability
- Housing
- Children and young people
- Older people
- Community strength
- Accessibility and isolation
- Covid-19

In each of the themes, a series of relevant open datasets are analysed and compared across Wiltshire and Swindon Unitary Authorities¹ (benchmarked against the national and regional average), each of the 14 largest towns in Wiltshire and Swindon² (with a population of greater than 10,000) and Lower layer Super Output Areas (LSOAs)³. Each section starts with an executive summary highlighting the key story and challenges – with a table listing key facts and figures. This is followed by more in-depth analysis of the data. Details of the socio-economic indicators used in the analysis are provided in Appendix A.

¹ Throughout this document, we use the term to Wiltshire and Swindon collectively to refer to the area that covers both the Unitary Authorities of Wiltshire and Swindon. Where we refer to Wiltshire this relates to Wiltshire Unitary Authority. Swindon is both a Unitary Authority (which covers the town of Swindon and surrounding rural areas) and a town in its own right. Generally, when we refer to Swindon in the report – we refer to the Unitary Authority, unless we are comparing performance across major towns in Wiltshire and Swindon, in which case Swindon refers to the town of Swindon (excluding the surrounding rural areas within Swindon Unitary Authority).

² The definition of towns used in this report is based on the Office for National Statistics (ONS) 2011 Census built-up areas geography. 2011 Census built-up areas geography are defined based on the contiguous boundaries of the villages, towns and cities where people live, and allows comparisons between people living in built-up areas and those living elsewhere. See https://www.nomisweb.co.uk/articles/ref/builtupareas_userguidance.pdf for more details of how these are defined.

³ LSOAs are a statistical geography developed as part of the 2001 Census to publish data for equally sized small area neighbourhood geographies of approximately 1,500 people.

Population profile

Population size, structure and composition are crucial elements from which to understand the characteristics and challenges of a community. Looking at trends and patterns in population gives us a better picture of an area's demographic characteristics from which to frame further exploration of local needs.

Executive summary

Wiltshire:

Just over half a million people live in Wiltshire. Wiltshire has experienced relatively fast population increases in recent years – with population growth (7.1%) exceeding the national average (6.8%) over the last 10 years. This is likely to be driven by net internal migration, as more people move into Wiltshire from elsewhere in the UK than move out of the area, as well as rising life expectancies.

However, Wiltshire remains a very rural county – with a population density less than half the national average, and more than 237,000 people living in rural areas 47.5% - compared with 17.1% across England as a whole. Away from the sparsely populated centre, Wiltshire is home to a large number of urban areas, containing 13 settlements with a population of more than 10,000 people. The largest towns in Wiltshire are Salisbury (home to just over 46,000 people), Trowbridge (45,000) and Chippenham (35,000).

Population in the largest towns	
Town	Population 2019
Swindon	196,322
Salisbury	46,292
Trowbridge	44,921
Chippenham	35,469
Melksham	19,618
Warminster	17,824
Devizes	19,097
Calne	18,408
Westbury	18,057
Corsham	15,496
Wootton Bassett	12,943
Amesbury	11,754
Tidworth	11,686
Bulford Camp	10,704

Source: Office for National Statistics (ONS) 2019

Wiltshire has a relatively old population (just under 22% are aged 65 and over – compared with 18.4% across England as a whole) – this is projected to grow to 29.1% of the population by 2040 – as the proportion of people aged 65 is projected to increase by 45% over the next 20 years compared with a 38% rise across England as a whole. This is likely to have implications for service delivery and health and social care support for the communities living in Wiltshire. By contrast, the population aged 0-14 is projected to contract by 7.5% over the same period (a faster fall than the national average (4.2%) – while the working age population is also expected to fall (by 1.5%) in contrast to projected growth expected across England as a whole.

Wiltshire has a relatively small ethnic minority population – less than 4% of the population are from non-white groups, while 93.4% identify as White British – compared with 79.8% of people across England as a whole. However, there are some notable ethnic minority groups in Wiltshire – with the population from Gypsy Traveller communities at double the national average. Some of the towns in Wiltshire are also considerably more diverse than Wiltshire average, including Tidworth (where 14.3% are from a non-White British ethnic group), Trowbridge (10.6%), Bulford Camp (9.2%) and Salisbury (8.7%), which all have higher levels of ethnic diversity than the national average.

Swindon:

Swindon has a population of 222,000 (including 196,000 within the town itself) and has experienced considerable population growth over the last ten years – with the population increasing by 8.7% - outstripping growth in Wiltshire and England as a whole over the same period. This growth is projected to continue over the next 20 years with the population projected to grow to just under 250,000 people by 2040 – an increase of 9.5% - faster than the 7.9% projected increase across England. This is projected to be driven by a doubling of the over 65 population in the borough over the period. This would change the demographics across the borough – which currently has a lower proportion of over 65s (16.3%) than the national average (18.5%).

Population projections by age group			
Population Projections 2020 to 2040	0-14 % change	15-64 % change	65+ % change
Swindon Unitary	-6.1	2.6	54.5
Wiltshire Unitary	-7.5	-1.5	44.8
South West region	-1.3	3.7	39.7
England	-4.2	2.5	38.3

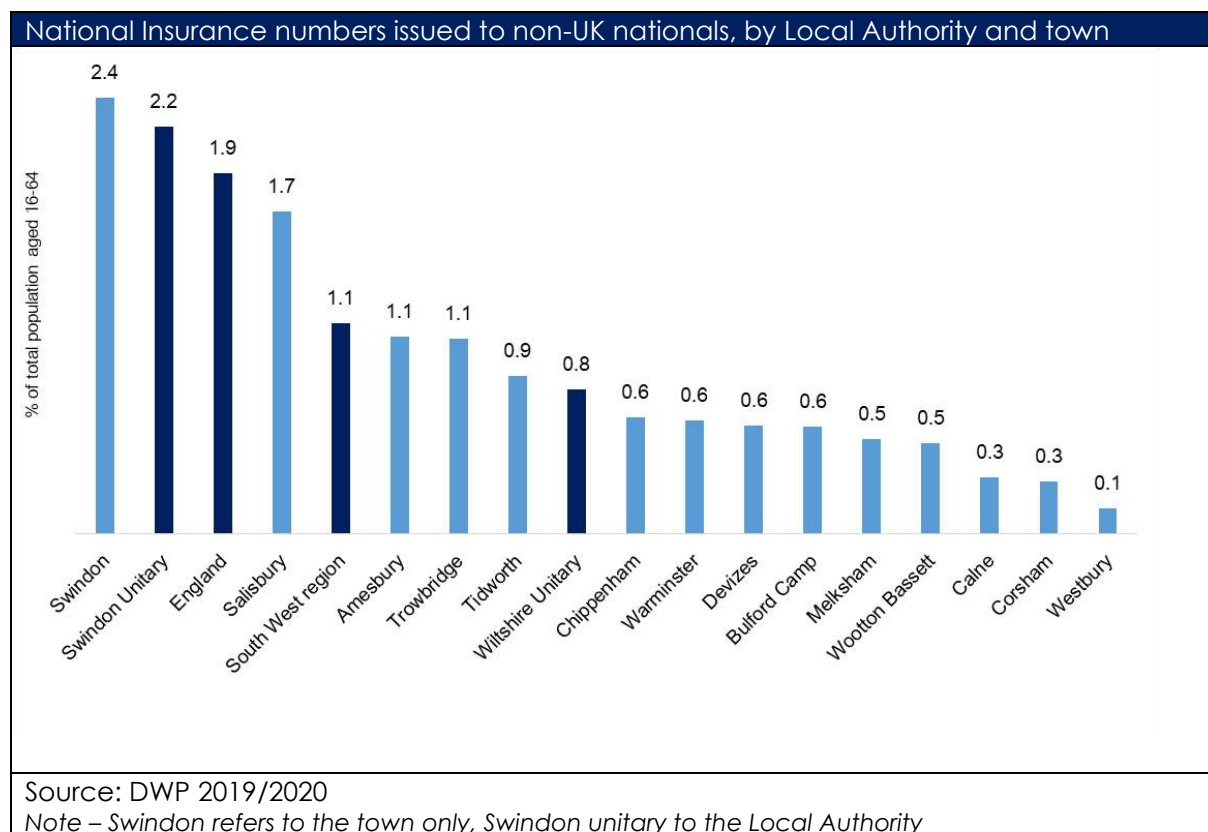
Source: Office for National Statistics (ONS)

Another key demographic shift across the borough is that it is becoming increasingly ethnically diverse. The town of Swindon has the highest proportion of minority ethnic groups of all the towns in Wiltshire – with 16.4% in non-white British ethnic groups – approximately double the regional average (8.2%) – though lower than the average across England as a whole (20.2%).

However, some areas of Swindon are considerably more ethnically diverse, with more than 70% of people in non-white British ethnic minority groups in two areas of the borough (Manchester Road and Bathurst Road). The borough has a particularly large Indian

community – with 3.3% of the population identifying as from Indian ethnic groups – above the national average (2.6%). Again, this is heavily concentrated in the Manchester Road and Bathurst Road areas of the town.

Swindon has also experienced relatively high levels of international migration in recent years – in 2019, over 3,000 people moved into Swindon from overseas, 2.2% of the working age population (above the England average – 1.9%). In three areas in Swindon (Bathurst Road, Lansdown road and Albion Street) more than 10% of the working age population are recently arrived international migrants. The growing, aging and increasingly diverse changes in Swindon’s population are likely to have key implications for the support and service delivery approaches required in the town over the next 20 years.



Population profile: key facts and figures

The total population in Wiltshire in 2019 was 500,024 - a 7.1% increase since 2009 (compared to a 6.8% increase across England).

The total population in Swindon in 2019 was 222,193 - an increase of 8.7% since 2009 (compared to a 6.8% increase across England).

Wiltshire has a higher proportion of older people than the national average, with 21.7% aged 65+ - compared with 18.4% across England. By contrast, Swindon has a relatively youthful population with higher proportions of children and working age adults than the national average.

Swindon is projected to continue to grow at a faster rate (9.5%) than the national average (7.9%), while the population is projected to grow at a slower rate in Wiltshire (7.4%) between 2020 and 2040.

However, both Wiltshire and Swindon are expected to see relatively large increases their older population, while the child population is projected to decrease across Wiltshire and Swindon alike.

Swindon has a higher population density with 9.7 persons per hectare, compared with 2.4 in the South West and 4.3 for England.

Wiltshire has a much lower population density with 1.5 persons per hectare, compared with region (2.4) and England as a whole (4.3).

Most people living in Wiltshire are of *White ethnicity* with a slightly higher proportion of people that identify themselves as *White Gypsy/Traveller ethnicity* (0.2%) compared to the national average (0.1%).

Most people living in Swindon are of *White ethnicity* with a slightly higher proportion of the population that identify themselves as *Indian ethnicity* (3.3%) compared to the national average (2.6%).

Swindon is the most diverse town in the area with 16.4% in non-white British ethnic minority groups (double the regional average though below the average for England 20.2%). A further four towns (Tidworth, Trowbridge, Bulford Camp and Salisbury) have a higher ethnic minority population compared to the regional average.

More people are moving into Wiltshire (from other Local Authorities within England) than are moving out.

Wiltshire is seeing lower levels of international in-migration than the national average.

More people are moving out of Swindon (into other Local Authorities within England) than are moving in.

Swindon is seeing higher levels of international in-migration than the national average – 2.2% of the working age population moved into Swindon from overseas in 2019 – compared with 1.9% across England as a whole.

Population analysis

The population in both Wiltshire and Swindon is increasing at a faster rate than the national average

The total population in Wiltshire in 2019 was 500,024. The population in Wiltshire increased by 7.1% since 2009 (a slightly faster rate of increase than across England as a whole (6.8%) over the same period). The total population in Swindon in 2019 was 222,193. The population in Swindon increased by 8.7% since 2009 (a faster rate of increase than across England as a whole (6.8%) over the same period).

Population in the largest towns	
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Bulford Camp	10,704

Source: Office for National Statistics (ONS) 2019

The table above shows the population in each of the major towns in Wiltshire and Swindon. Looking at the major towns across Wiltshire and Swindon, Swindon (town) has the highest population with 196,322 people – Other large towns include Salisbury, Trowbridge, and Chippenham. In total, 14 towns in Wiltshire have a population of over 10,000.

Just under half of all people in Wiltshire live in rural areas

The table below shows the rural and urban populations of Wiltshire, Swindon and their comparator areas. A higher proportion of people live in rural areas in Wiltshire (47.5%), than across the South West (31.1%) and England as a whole (17.1%). While the majority of people in Swindon Local Authority live in the town of Swindon, more than 23,000 people (10.4%) live in rural areas surrounding the town.

Population living in rural and urban areas

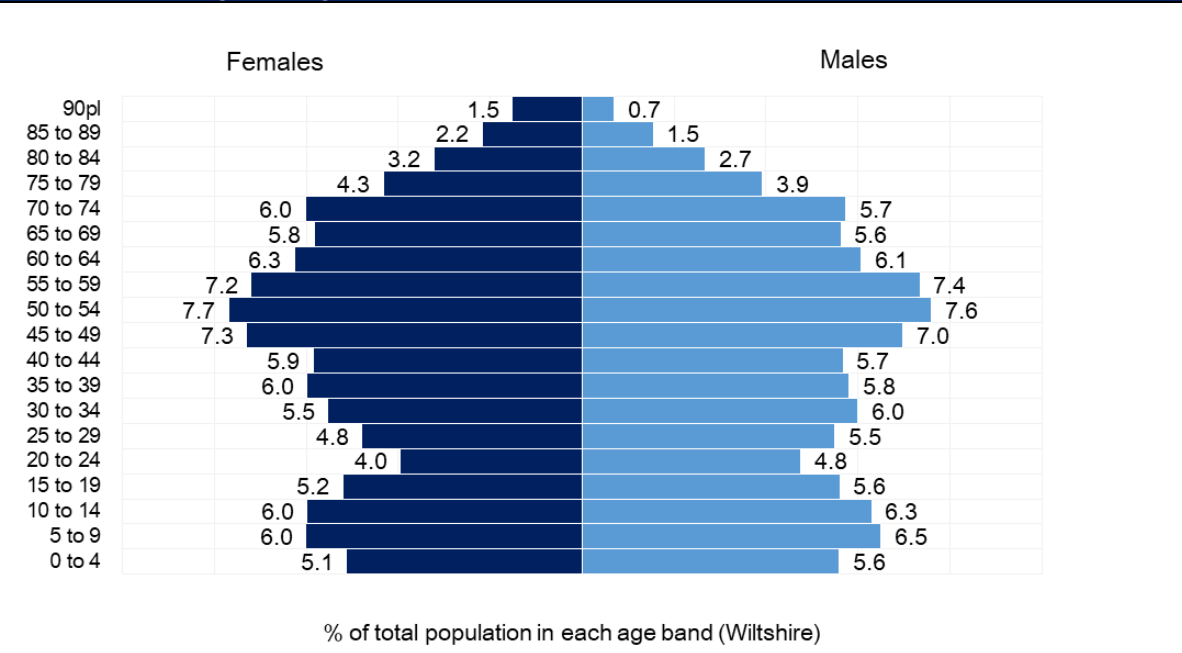
Area	Rural population	% living in rural areas	Urban population	% living in urban areas
Swindon unitary	23,218	10.4	198,975	89.6
Wiltshire unitary	237,379	47.5	262,645	52.5
South West	1,750,948	31.1	3,873,748	68.9
England	9,608,180	17.1	46,678,638	82.9

Source: Office for National Statistics (ONS) 2019

Wiltshire has a higher proportion of older people than the national average

The population pyramid (below) looks at the age and gender profile of the population in Wiltshire by five-year age bands. Just over one-in-five people across Wiltshire are aged over 65 (21.7%), slightly above the national average (18.4%). Wiltshire has a lower proportion of younger people and those in the working-age group compared to the national average.

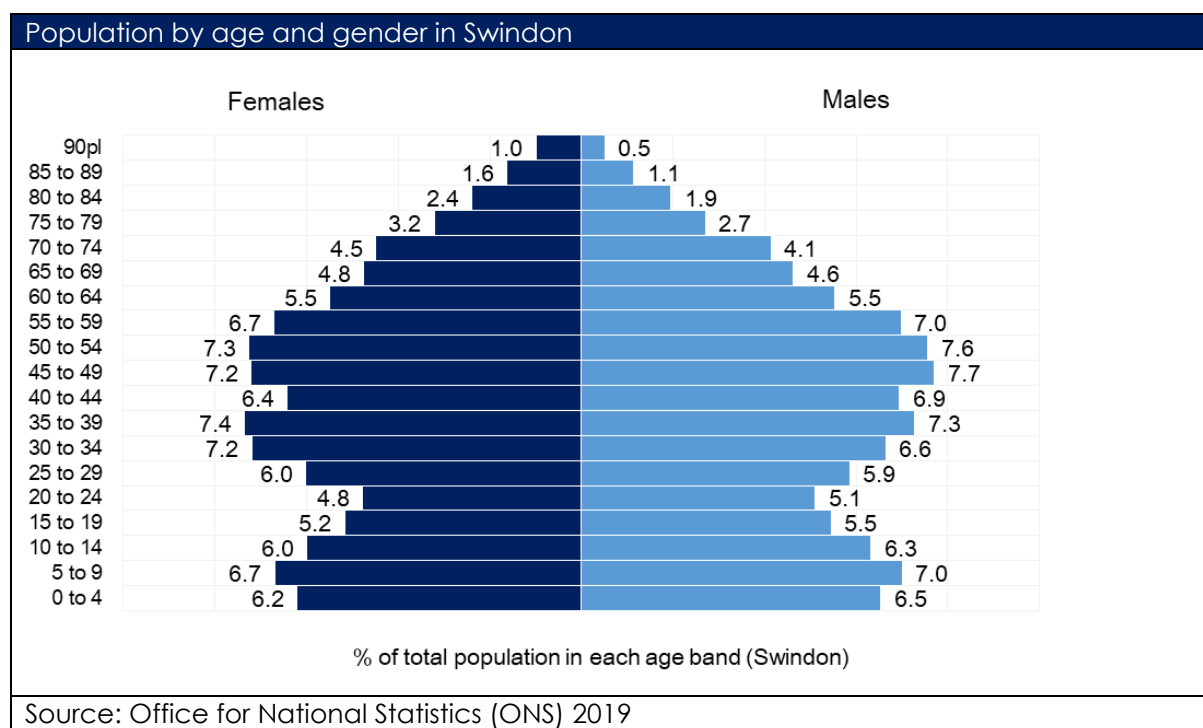
Population by age and gender in Wiltshire



Source: Office for National Statistics (ONS) 2019

Swindon has a higher younger and working-age population than the national average

The population pyramid (below) looks at the age and gender profile of the population in Swindon by five-year age bands. Just over one-in-five people in Swindon are aged 0-15 (20.5%), slightly above the national average (19.2%). Less than two-thirds of people in Swindon are of working-age (63.2%), slightly above the national average (62.4%), however, this has been decreasing in the last decade. Swindon has a slightly lower proportion of its population aged between 16-24 (9.1%) compared to the England average (10.6%). This is likely to be linked to the lack of higher education in the town, with people in this age group moving away from Swindon to attend University.



Within Wiltshire and Swindon, the towns with military bases tend to have the most youthful populations with relatively high proportions of children and working aged adults and relatively low numbers of over 65s

The table below shows the proportion of people by broad age bands across the largest towns in Wiltshire and Swindon.

Age profile of major towns in Wiltshire and Swindon (note – red indicates a higher proportion of the population compared to other areas and green a lower proportion)			
Town	0-15 %	16-64 %	65+%
Swindon	20.8	64.0	15.3
Salisbury	18.6	59.2	22.1
Trowbridge	19.7	61.9	18.3
Chippenham	18.2	63.7	18.1
Melksham	18.5	59.1	22.4
Warminster	16.8	58.8	24.4
Devizes	17.9	59.2	22.9
Calne	20.7	60.6	18.7
Westbury	19.6	60.6	19.8
Corsham	20.1	57.8	22.2
Wootton Bassett	18.7	58.6	22.6
Amesbury	22.1	62.3	15.6
Tidworth	29.2	67.1	3.7
Bulford Camp	28.1	59.9	12.0
Wiltshire unitary	18.9	59.4	21.7
Swindon unitary	20.5	63.2	16.3
England	19.2	62.4	18.4

Source: Office for National Statistics (ONS) 2019

Looking at the major towns across Wiltshire and Swindon, Tidworth has both the largest proportion of young and working-age people, which is above the England average (19.2% and 62.4%). Warminster has the highest population of older people (aged over 65), above the national average (18.4%). The towns with large military populations generally have a lower proportion of older people – this can most clearly be seen in Tidworth, where just 3.7% of people are aged 65+, but it is also evident in Bulford camp and Amesbury.

Neighbourhoods in Wiltshire and Swindon have a high proportion of younger and older people, with rates more than twice the national average

Five of the neighbourhoods with the highest proportion of younger people are located in Wiltshire, Bulford Camp (part) LSOA has the highest proportion of young people with nearly half of its population aged 0-15 (49.3%). Wroughton northwest (Swindon) LSOA has the highest proportion of older people aged over 65 (44.1%) nearly 2.5 times the national average.

LSOAs with the highest and lowest population aged 0-15

Local Authority	Area Name (LSOA)	Highest population aged 0-15	Local Authority	Area Name (LSOA)	Lowest population aged 0-15
Wiltshire	Bulford Camp (part)	49.3	Wiltshire	Edington, Coulston & Bratton - south	11.0
Wiltshire	Tidworth central	35.4	Wiltshire	Warminster East - Woodcock	11.2
Wiltshire	Tidworth north east	34.5	Wiltshire	Warminster East - Henfords Marsh (south)	11.2
Wiltshire	Warminster East - Imber Road	33.5	Swindon	Haydon Wick east	11.2
Wiltshire	Lyneham south	33.4	Wiltshire	Warminster East - central	11.3
Swindon	Penhill north	32.4	Wiltshire	Brokerswood	11.3
Swindon	Penhill central	31.0	Swindon	Haydon Wick central	11.8
Wiltshire	Purton east	30.5	Wiltshire	Devizes North - east	12.0
Swindon	Greater Blunsdon	30.3	Swindon	Haydon Wick central east	12.0
Swindon	Haydon Meadow	29.5	Wiltshire	Salisbury Harnham West - north	12.1

Source: Office for National Statistics (ONS) 2019

LSOAs with the highest and lowest population aged 65+

Local Authority	Area Name (LSOA)	Highest population aged 65+	Local Authority	Area Name (LSOA)	Lowest population aged 65+
Swindon	Wroughton northwest	44.1	Wiltshire	Durrington - Larkhill Camp	0.9
Wiltshire	Salisbury Harnham West - north	40.2	Wiltshire	Bulford Camp (part)	1.1
Wiltshire	Mere (part) & Zeals (part)	39.7	Wiltshire	Tidworth south	1.4
Wiltshire	Warminster East - Henfords Marsh (south)	39.5	Wiltshire	Lyneham south	1.8
Swindon	Haydon Wick east	39.1	Wiltshire	Warminster East - Imber Road	2.1
Wiltshire	Melksham Woodrow - north	38.2	Wiltshire	Tidworth north west	3.2
Swindon	Haydon Wick central east	38.1	Swindon	Haydon west	3.2
Swindon	Wroughton central	37.9	Swindon	Priory Vale west	3.7
Wiltshire	Edington, Coulston & Bratton - south	37.2	Swindon	Haydon Meadow	3.9
Wiltshire	Laverstock (part)	36.6	Swindon	St Andrew central	4.0

Source: Office for National Statistics (ONS) 2019

The population is projected to grow at a slower rate in Wiltshire than the England average over the next 20 years, whilst it is expected to continue growing at a faster rate in Swindon

The population is projected to grow by slightly less in Wiltshire (7.4%) than the England average (7.9%) from 2020 to 2040, with greater rates of increase across Swindon of 9.5%.

Population projection by age band								
Projected Population	Total Population 2020	Total Population 2040	0-14 years 2020	0-14 years 2040	15-64 years 2020	15-64 years 2040	65+ years 2020	65+ years 2040
Swindon unitary	225,353	246,650	43,372	40,729	145,023	148,819	36,958	57,102
Wiltshire unitary	509,964	547,864	90,557	83,755	309,239	304,621	110,169	159,488
South West	5,691,687	6,312,079	941,754	929,823	3,476,754	3,604,036	1,273,179	1,778,220
England	56,678,470	61,157,868	10,240,325	9,806,698	35,932,812	36,824,097	10,505,333	14,527,073

Source: Office for National Statistics (ONS)

Both Wiltshire and Swindon expect to see a greater increase in their older population

The colours in the table below show the greatest % population change across all age groups. The bars show the greatest % change by areas within each age group. It shows that across all areas the 65 and over age group is projected to increase most. The older population in Wiltshire and Swindon are predicted to grow at a faster rate than the regional and national average, with Swindon more than doubling its older population. This is likely to have implications in terms of service delivery with increasing demands on health and social care services to support an aging population.

Swindon has higher projected population growth in the working-age group which is predicted to grow at a slightly faster rate than the England average but is below the regional projection. The working-age population in Wiltshire, however, is projected to decrease.

The younger population is projected to decrease, with Wiltshire and Swindon showing a larger % decrease in the 0-14 age group than the regional and national average. Again, this is likely to have implications for provision of services such as childcare and schooling over the next 20 years.

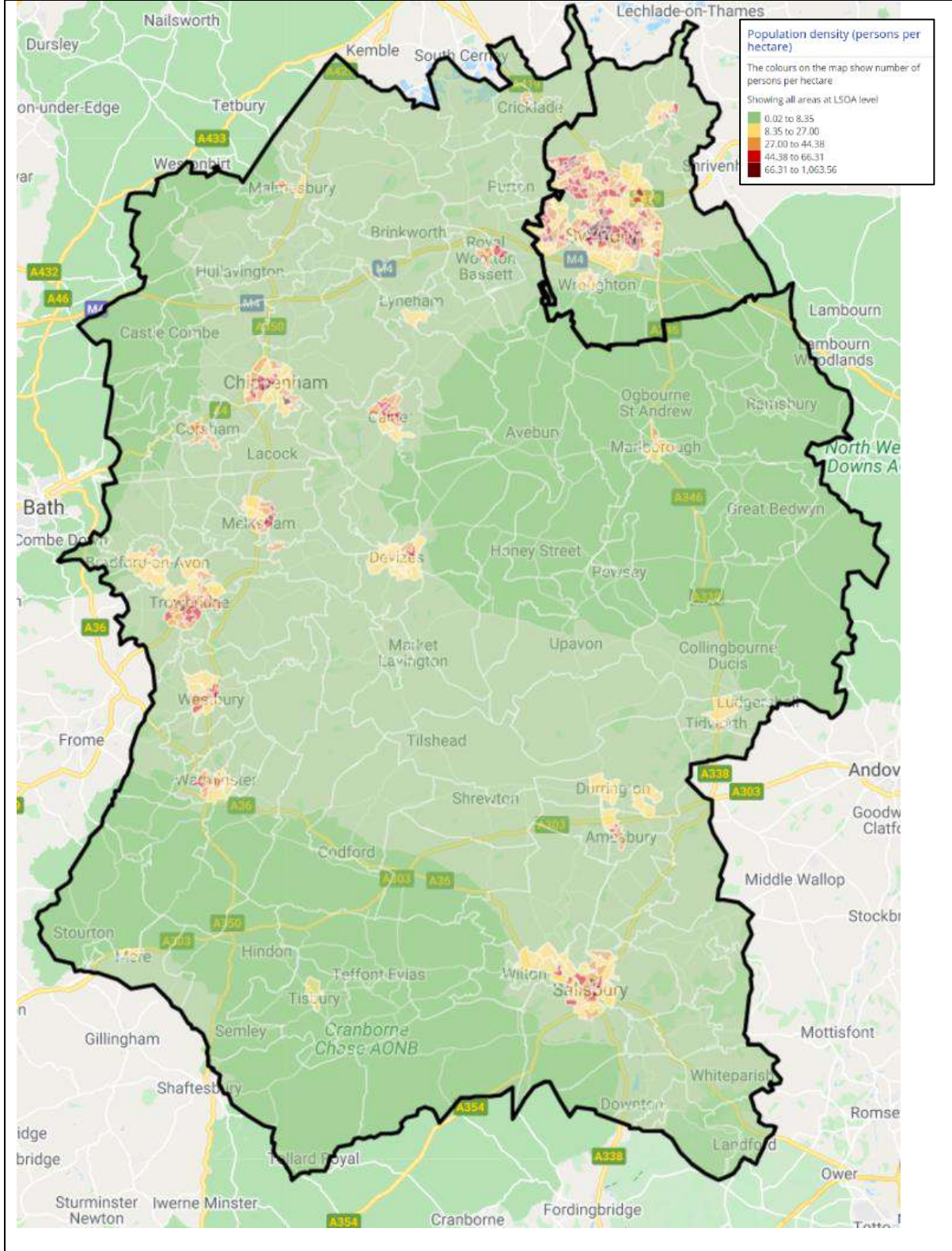
% population change by age band			
Population Projections 2020 to 2040	0-14 % change	15-64 % change	65+ % change
Swindon Unitary	-6.1	2.6	54.5
Wiltshire Unitary	-7.5	-1.5	44.8
South West region	-1.3	3.7	39.7
England	-4.2	2.5	38.3

Source: Office for National Statistics (ONS)

Wiltshire is ranked among the bottom 20% in England based on the density of population, with small pockets of populations concentrated in the major town centres

Wiltshire has 1.5 people per hectare – less than half the average density across England as a whole (4.3 people per hectare). The population in Wiltshire is concentrated in a string of towns in the west and south east of the country whilst the centre of Wiltshire is relatively sparsely populated with large areas of land in the Salisbury plain owned by the Ministry of Defence.

Population density in Wiltshire (persons per hectare)

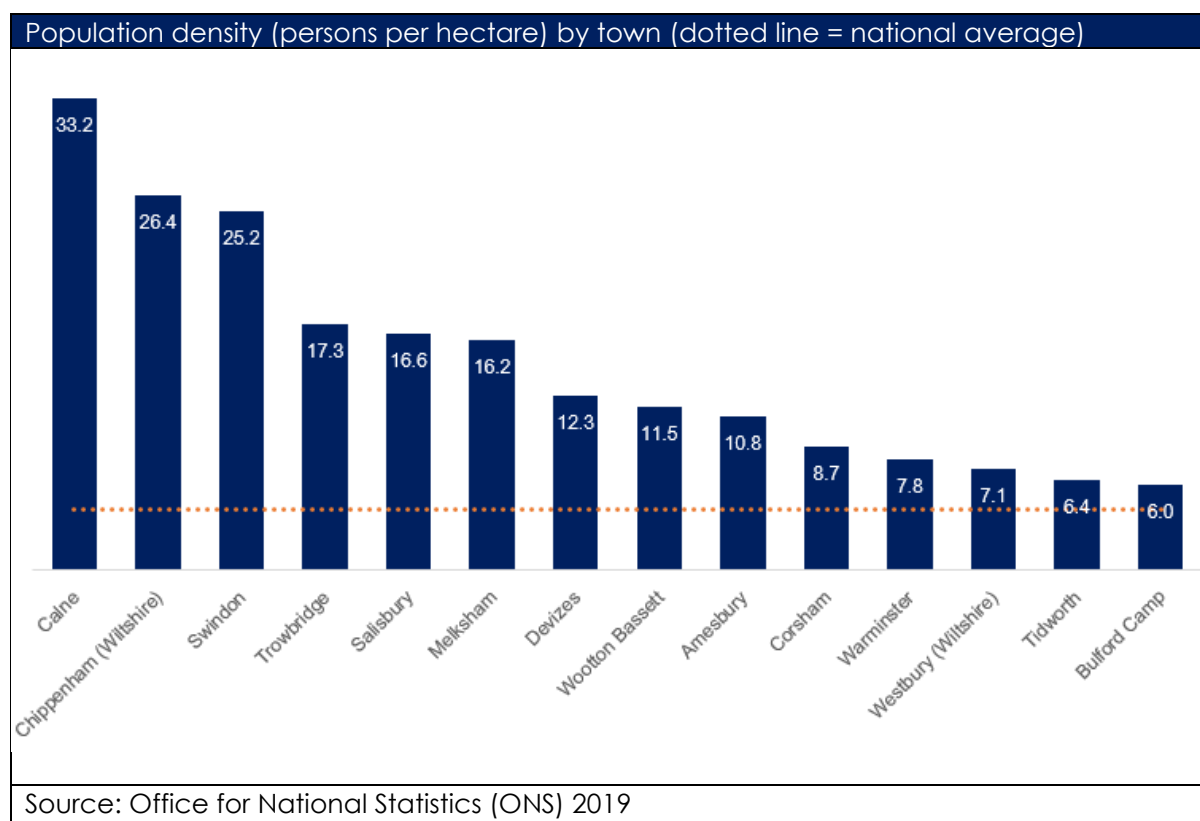


Swindon has a higher population density concentrated in the central urban area

Swindon has 9.7 people per hectare with populations concentrated around the town itself. The central built-up area of Swindon has 25.2 people per hectare.

Calne is the most densely populated town in Wiltshire and Swindon

The chart below shows the most densely populated towns in Wiltshire and Swindon.



The majority of people living in Wiltshire and Swindon are of White British ethnicity

Wiltshire has a less ethnically diverse population than the national average, with 96.6% of people in Wiltshire of *White ethnicity*, compared to 85.4% in England – while 93.4% identify as White British. Swindon has a more diverse population than Wiltshire as a whole, with 89.8% of people identifying their ethnicity as *White* (slightly above the national average but below the average across the South West) – with 84.6% identifying as White British.

The chart below shows the proportion of people from non-white British ethnic groups across Wiltshire, Swindon, the South West and England.

Wiltshire has a higher proportion of people that identify as *White Gypsy ethnicity* (0.2%), compared to the England average (0.1%). Wiltshire has a relatively high number of Gypsy/Traveller caravans, with 543 registered caravans⁴ - 2.7 per 1,000 households, more than double the national average (1.0 per 1,000).

The table below shows the LSOAs in Wiltshire with the highest concentration of households living in caravans and temporary accommodation. There are three neighbourhoods where more than one in ten households live in such accommodation (though two of these – Lyneham and Amesbury- capture temporary accommodation in military bases rather than caravan parks).

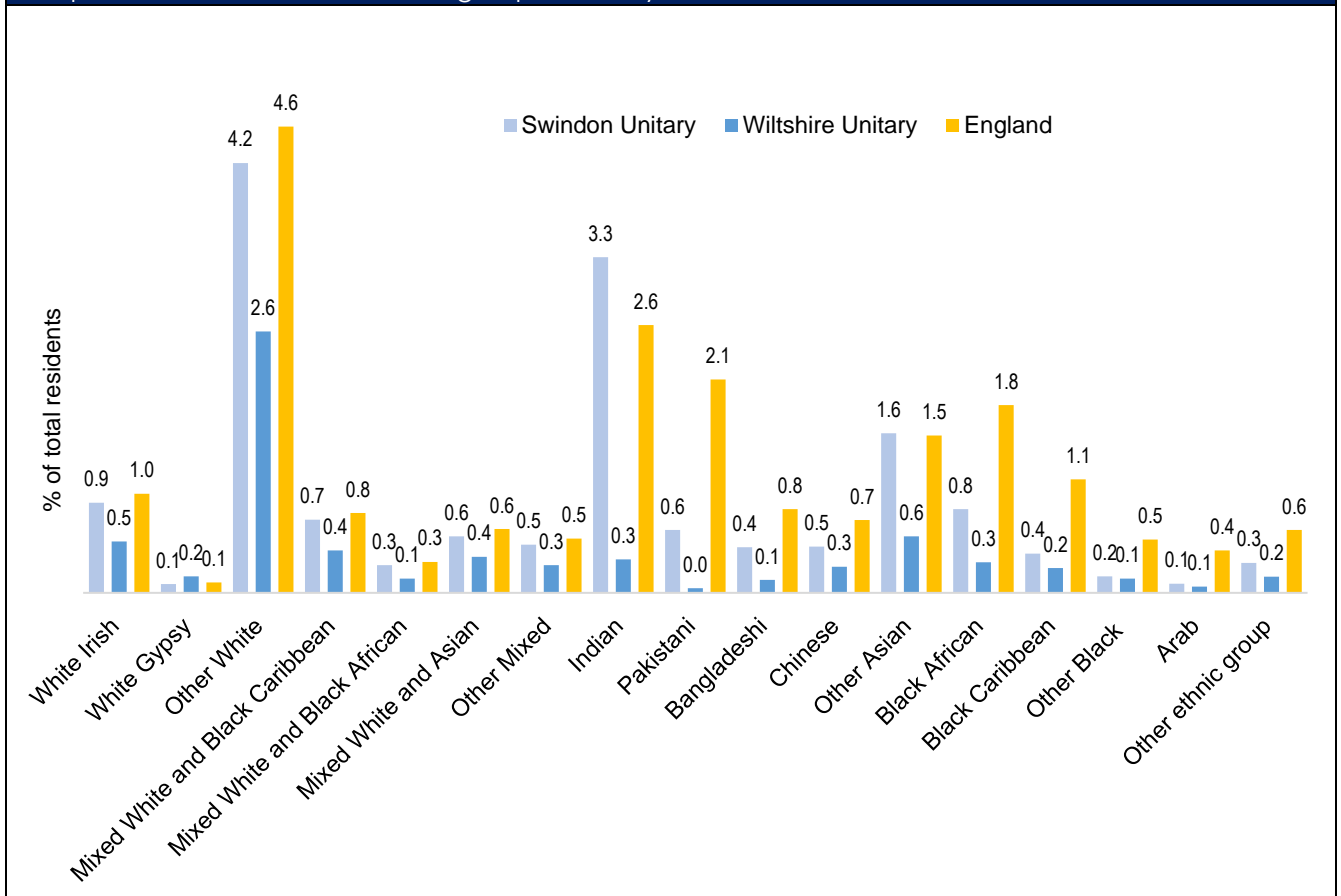
⁴ Count of Traveller Caravans July 2019 - <https://www.gov.uk/government/statistics/traveller-caravan-count-january-2020>

LSOAs with the highest proportion of households living in caravans and other mobile or temporary accommodation in Wiltshire and Swindon

Area Name (LSOA)	Town	% in caravans and other mobile or temporary accommodation
Lyneham north/Bradenstoke		17.1
Trowbridge Park - Green Lane	Trowbridge	15.8
Amesbury East - Boscombe Down	Amesbury	11.6
Warminster East - Cop Heap	Warminster	9.8
Blunsdon St Andrew central	Swindon	9.3
Wichelstowe west and Wroughton north		8.2
Berryfield & Bowerhill (part)		6.7
Broad Town & Hook		6.1
Dinton, Barford St Martin, Chilmark & Fonthill Bishop		5.8
Amesbury East - north central	Amesbury	5.4

Swindon has a relatively large proportion of people from that identify as *Indian ethnicity* (3.3%), this is higher than the England average (2.6%).

People in non-White British Ethnic groups Ethnicity

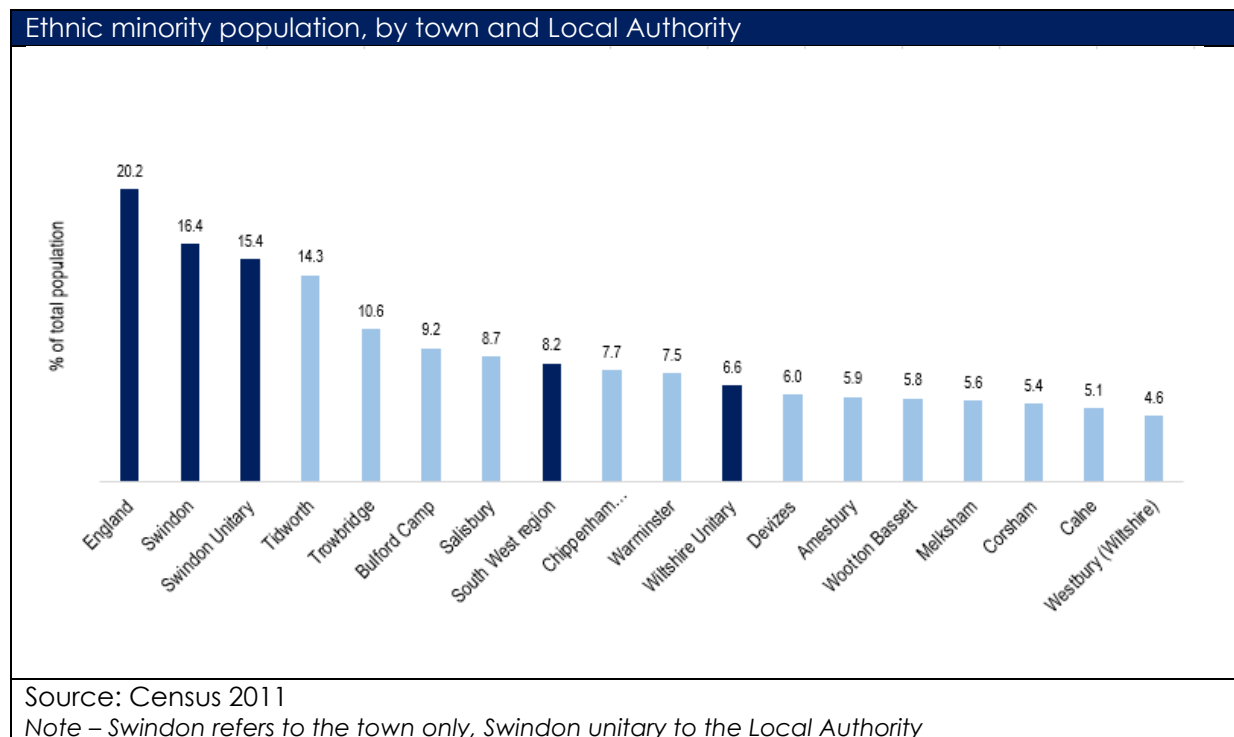


Source: Census 2011

Swindon is the most diverse town in the area, while a further four towns have a higher ethnic minority population compared to the regional average

The chart below shows the proportion of people in minority (non-white British) ethnic groups across major towns in Wiltshire and Swindon

Swindon is the most ethnically diverse town with 16.4% in minority groups, below the national average but approximately double the average across the South West as a whole (8.2%). More than one-in-ten people in Tidworth and Trowbridge are from minority ethnic groups, while Bulford Camp and Salisbury also have a higher proportion of people from minority groups than the regional average. By contrast, Westbury is the least ethnically diverse town in Wiltshire with less than 5% of the population identifying as non-white British.



Neighbourhoods in Wiltshire (predominantly in Swindon), are more ethnically diverse than the national average

Whilst on average Wiltshire has a lower proportion of people from ethnic minorities than across England, there are 24 LSOAs that are more ethnically diverse. Nineteen of these neighbourhoods are located in Swindon. Over a third of the population in six of these areas are from ethnic minorities, Manchester Road, Bathurst Road, Regents Close, New town, Faringdon Road and Eastcott north, located in the Central area of Swindon. Over 70% of the population in Manchester Road and Bathurst Road LSOA are from ethnic minorities. Over half of the population in these two LSOAs are from Asian ethnic groups, much higher than the national average (7.8%).

Neighbourhoods in Swindon have a higher proportion of people that are Indian ethnicity

Swindon has a higher proportion of people that are *Indian ethnicity* and this pattern is mirrored when looking at neighbourhood populations. Over one in ten people identify themselves as *Indian ethnicity* in five LSOAs and nearly half of the population in Manchester Road E01015480 LSOA are in this ethnic group.

Wiltshire has experienced positive net-internal migration (more people moving in to the area than out of the area) with people primarily moving into Wiltshire from neighbouring areas

In Wiltshire, more people moved into the area than out of the area in 2018/19. Excluding Swindon, the most common place of origin for people moving into Wiltshire was Bath and Bath and North East Somerset - with just under 1,400 moving into Wiltshire from Bath and North East Somerset in 2018/19.

By contrast, Swindon has experienced negative internal migration (more people moving out of the area to elsewhere in England than moving into the area from elsewhere in the country)

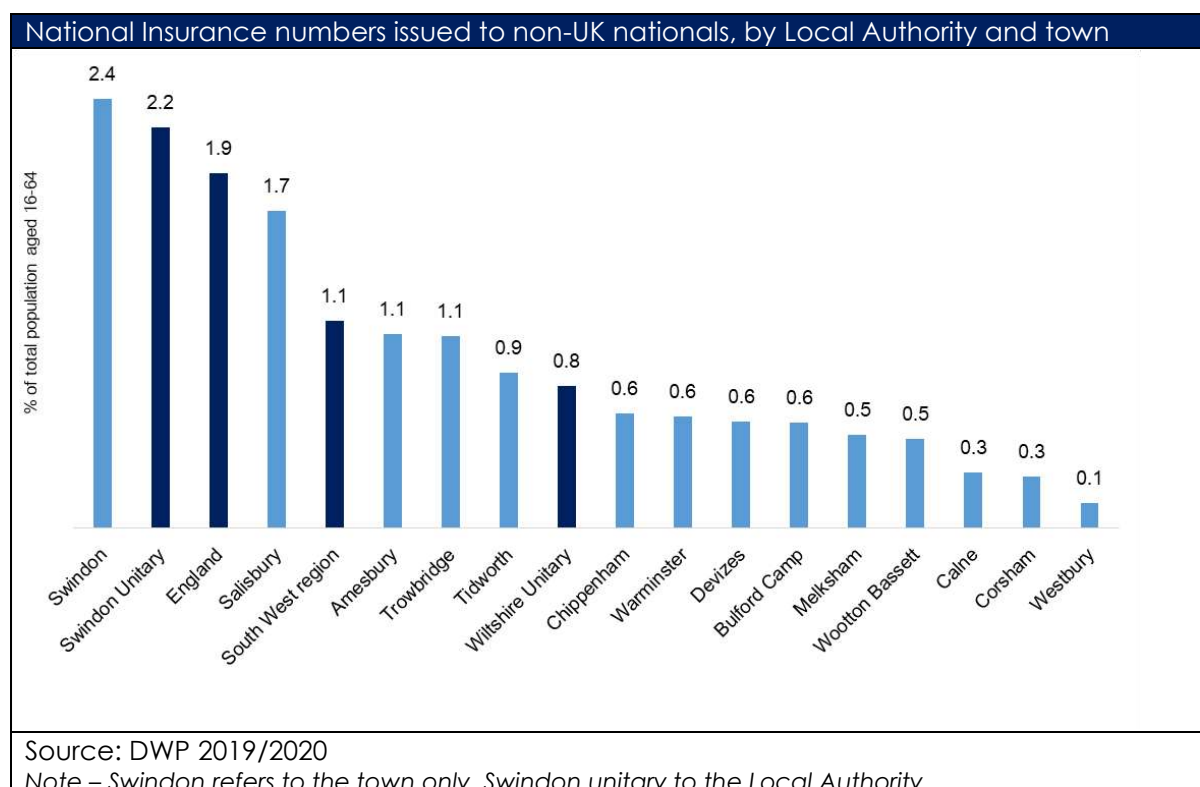
In Swindon, more people moved out of the area than into the area in 2018/19. Excluding Wiltshire, the most common destination for people leaving Swindon was the neighbouring Vale of White Horse authority in South West Oxfordshire – with approximately 400 people moving from Swindon to the Vale of Whitehorse in 2018/19

Whilst internal outflow is highest in Swindon, the authority is seeing relatively high levels of international in-migration

2,318 people moved into the Wiltshire authority in 2019 from overseas (based on National Insurance numbers issued to non-UK nationals)- 0.8% of the total population (below the England average 1.9%). 3,093 people moved into Swindon in 2019 from overseas- 2.2% of the working age population (above the England average – 1.9%).

The chart below shows the proportion of the working age population that are recently arrived international migrants (having applied for national insurance number from overseas in 2019). Of the larger towns in Wiltshire and Swindon, Swindon has a higher rate of overseas migration than other areas. Salisbury has a higher rate of overseas migration (1.7%) than the regional benchmark (1.1%).

There are numerous neighbourhoods that have experienced a higher inflow of international migration. In three LSOAs in Swindon (Bathurst Road, Lansdown Road and Albion Street) more than 10% of the working age population are recently arrived international migrants.



Deprivation

Looking at levels of deprivation and disparity in poverty across Wiltshire and Swindon allows an insight into levels of inequality. This section will have a closer look at how deprivation is changing across Wiltshire and Swindon with a focus on drawing out the areas with hidden needs.

Executive summary

Headline deprivation figures from the Index of Multiple Deprivation 2019 for Wiltshire and Swindon present a complex picture of deprivation in the area. On the one hand, both Local Authorities show relatively low levels of deprivation on average – with both areas ranking among the least deprived 50% of Local Authorities in England.

Index of Multiple Deprivation (IMD) 2019 Local Authority summary measures			
Scores and ranks – (Ranks are out of 317 Local Authorities – where 1 is most deprived and 317 least deprived)	Swindon unitary	Wiltshire unitary	England
Average rank (higher is more deprived)	14,383	11,266	16,422
Rank of average rank	171	231	
Average score	18.6	13.4	21.8
Rank of average score	157	233	
Proportion of LSOAs in most deprived 10% nationally	9.1%	0.4%	10.0%
Rank of proportion of LSOAs in most deprived 10% nationally	86	194	
Rank of extent	134	226	
Rank of local concentration	93	226	

Source: Ministry of Housing Communities and Local Government (MHCLG) 2019

However, both areas perform less well on measures of extent and local concentration of deprivation, suggesting a high degree of inequality within Wiltshire and Swindon, with evidence of pockets of extremely high deprivation. Drilling down to small area level reveals some of these neighbourhood inequalities and deprivation hotspots.

Wiltshire

Wiltshire is a relatively large and diverse Local Authority containing varied communities. Even though Wiltshire has relatively low levels of deprivation on average, there are a considerable number of deprived individuals living within Wiltshire, with more than 38,000 people identified as income deprived and more than 28,000 identified as employment deprived.

The table below shows the 10 most deprived neighbourhoods in Wiltshire on key deprivation measures.

Most deprived LSOAs in Wiltshire on IMD 2019				
LSOA	Index of Multiple Deprivation 2019 (IMD) Score	Index of Multiple Deprivation (IMD) 2019 Rank	% income deprived	% of working age people receiving DWP benefits
Trowbridge John of Gaunt - Studley Green	48.02	2,484	29.0	45.39
Chippenham Queens - east	43.28	3,405	26.7	36.56
Melksham North - south west	37.65	4,988	19.2	36.67
Trowbridge Drynham - Lower Studley	35.42	5,742	21.3	35.33
Melksham North - north east	34.44	6,087	21.7	34.25
Salisbury Bemerton – west	33.85	6,324	21.7	37.81
Salisbury Bemerton – south	33.84	6,328	21.4	38.66
Salisbury St Martin – central	33.32	6,535	19.0	40.44
Westbury Ham – west	32.79	6,761	21.5	37.98
Calne Abberd – south	32.41	6,911	20.8	33.83

Source: Ministry of Housing Communities and Local Government (MHCLG)

Trowbridge John of Gaunt - Studley Green is the most deprived neighbourhood in Wiltshire and the only neighbourhood to be ranked among the most deprived 10% in England. 29% of people in Trowbridge John of Gaunt - Studley Green are income deprived and just under half of all working age people are receiving benefits for low income, poor health, disability, caring responsibilities or worklessness (45.4%). A further seven neighbourhoods in Wiltshire are ranked among the most deprived 20% in England – including three in Salisbury, two in Melksham and one each in Trowbridge and Chippenham.

Melksham is the most deprived town in Wiltshire. Melksham also has the highest proportion of people receiving working age benefits of all the towns in Wiltshire – 23.3%, this is broadly in line with the national average (23.3%) and above the average across the South West as a whole (21.1%).

Wiltshire also performs particularly badly on certain facets of deprivation, most notably geographic barriers to services – reflecting the rural nature of the Local Authority and indoors living environment – reflecting the poor household heating and older housing stock – particularly in rural parts of Wiltshire – where fuel poverty is relatively common. Levels of personal debt are also comparatively high (particularly in some of the military towns), increasing the risk of financial hardship should people lose their jobs.

Wage levels are also comparatively low in Wiltshire for both full-time (£539 per week for those working in Wiltshire – compared with £590 across England) and part time work (£182– compared with £201 across England), with people having to commute outside of Wiltshire to seek better paid employment. This puts those who are unable to afford or access public or private transport at a disadvantage when seeking employment. The relatively high cost of living in Wiltshire (explored in the Housing section below) and scarcity of local well-paid employment or affordable transport options can increase the risk of in-work poverty. This is evident when looking at the make-up of those in poverty across Wiltshire, with people in work making up three quarters of all families in poverty – higher than the average across England as a whole (69.2%) - this data is explored in more detail in the children and young people section.

Swindon

Swindon ranks among the most deprived 30% of Local Authorities in terms of Local Concentration of deprivation (the levels of deprivation among the most deprived neighbourhoods). The town contains 12 neighbourhoods ranked among the most deprived 10% in the country - up from 8 in 2015 suggesting the poorest neighbourhoods in the town are becoming increasingly deprived. The average neighbourhood in Swindon is 500 places more deprived in 2019 than in 2015.

The table below shows the 10 most deprived neighbourhoods in Swindon on key deprivation measures.

Most deprived LSOAs in Swindon on IMD 2019				
LSOA	Index of Multiple Deprivation 2019 (IMD) Score	Index of Multiple Deprivation (IMD) 2019 Rank	% income deprived	% of working age people receiving DWP benefits
Penhill central	62.51	701	40.1	62.59
Pinehurst west	61.30	806	38.5	54.85
Penhill north	59.24	982	36.7	61.56
Penhill east	55.74	1,382	33.4	54.54
Walcot East north west	53.43	1,670	34.1	47.60
Pinehurst south	47.65	2,544	26.2	39.93
Park South central	46.67	2,722	29.1	41.25
Park North north	46.47	2,757	28.3	39.18
Upper Stratton south east	46.38	2,783	25.4	44.2
Park South south west	46.34	2,794	30.0	38.98

Source: Ministry of Housing Communities and Local Government (MHCLG)

The Penhill, Pinehurst, Park and Walcot areas of the town consistently feature among the most deprived neighbourhoods on a range of deprivation measures. Penhill central is the most deprived neighbourhood in the town (and among the most deprived 3% of neighbourhoods in England). More than 40% of people living in Penhill central experience income deprivation while more than 60% of working age people in the neighbourhood are in receipt of benefits due to low income, poor health, disability, caring responsibilities or worklessness. More than half of households are in receipt of these benefits in a further three areas (two in Penhill, one in Pinehurst).

When looking at different facets of deprivation it is evident that Swindon is ranked as especially deprived on the Education domain and subdomains, as well as exhibiting higher than average levels of crime and geographical barriers to services. By contrast, levels of Living Environment deprivation are relatively low, and levels of fuel poverty are considerably below the national average. There is also an evident gap in levels between those working full-time and part-time, with full-time workers earning above the national average (£594.1 per week compared with £589.8 across England), while part-time workers earn below the national average (£184 per week compared with £201.3 across England). Low earnings can be a challenge in the context of relatively high levels of personal debt in the town – with the average per person debt at £896 per head – notably above the national average (£700 per head).

Deprivation: Key facts and figures

Overall levels of deprivation are lower in Wiltshire and Swindon than across England on average - with a score of 13.4 in Wiltshire and 18.6 in Swindon compared to 21.8 for England on the Indices of Multiple Deprivation 2019.

48 out of 417 neighbourhoods (LSOAs) across Wiltshire and Swindon are ranked among the most deprived 30% of neighbourhoods in England (29 in Swindon and 19 in Wiltshire).

Penhill central in Swindon is the most deprived neighbourhood in Wiltshire and Swindon, one of 13 LSOAs in Wiltshire and Swindon ranked among the most deprived 10% in England.

There has been an increase in the number of highly deprived neighbourhoods from 9 in 2015 to 13 in 2019, with four LSOAs in Swindon moving into the most deprived 10% - these include two neighbourhoods in Park South, one in Upper Stratton and one in Walcot East.

Four towns in Wiltshire and Swindon have seen an increase in relative deprivation (Swindon, Salisbury, Corsham and Wootton Bassett) while deprivation has fallen across the other 10 towns in the area from 2015 to 2019.

Neighbourhoods in urban areas are more likely to be deprived in Wiltshire than more rural areas with an IMD score of 14.9 in urban Wiltshire areas and 11.9 in rural Wiltshire.

A large number of deprived people do not live in deprived areas and though rural areas are less deprived than urban areas on average, 34.9% of income deprived people in Wiltshire live in rural areas.

Pinehurst west in Swindon has the highest levels of employment deprivation and second highest level of income deprivation of all neighbourhoods in Wiltshire, with 40% of residents *income deprived* and more than a quarter of adults experiencing employment deprivation.

Wiltshire neighbourhoods show higher levels of deprivation in relation to barriers to housing and geographical barriers to services than other types of deprivation measured on the IMD, whilst deprivation in Swindon is higher in relation to education, crime and health.

Swindon (22.3%) has a higher proportion of working age benefit claimants than Wiltshire (17.3%), though rates are lower in both areas than the national average (23.3%).

Three of the neighbourhoods with the highest rates of working age benefit claimants are around Penhill in Swindon, with Penhill Central recording rates of 62.6%.

There is a higher proportion of people claiming out of work benefits across Swindon (10.8%) than Wiltshire (8.1%), though both areas are below the national average (12.1%).

Three neighbourhoods across Penhill in Swindon have more than 28% of working age people claiming out of work benefits, more than twice the national average.

Swindon has a higher proportion of households with multiple needs and challenges than Wiltshire, with 0.41% compared to 0.25%, both below the average for the South West (0.44%) and England (0.53%).

Warminster West – Westbury Road in Wiltshire is a particular pocket of deprivation for households with multiple needs, with 2.01% of vulnerable households compared to 0.53% nationally.

Fuel poverty is a greater issue across rural areas of Wiltshire (9.6%) where there are a higher proportion of households in fuel poverty than on average across rural Swindon (7.2%).

Rural fuel poverty is a particular issue for households in Wiltshire with 14% of households in Donheads and in Knoyle & Hindon experiencing fuel poverty, compared to the national average of 10.3%.

Personal debt levels for unsecured loans are higher across Swindon (£896) and Wiltshire (£798) than on average across the South West (£656) and England (£700).

All of the largest towns in Wiltshire record higher levels of personal debt than the national average (£700) with the highest rates in Tidworth.

Personal debt levels are nearly twice the national average in St Andrew West in Swindon at £1,640 per person 18+.

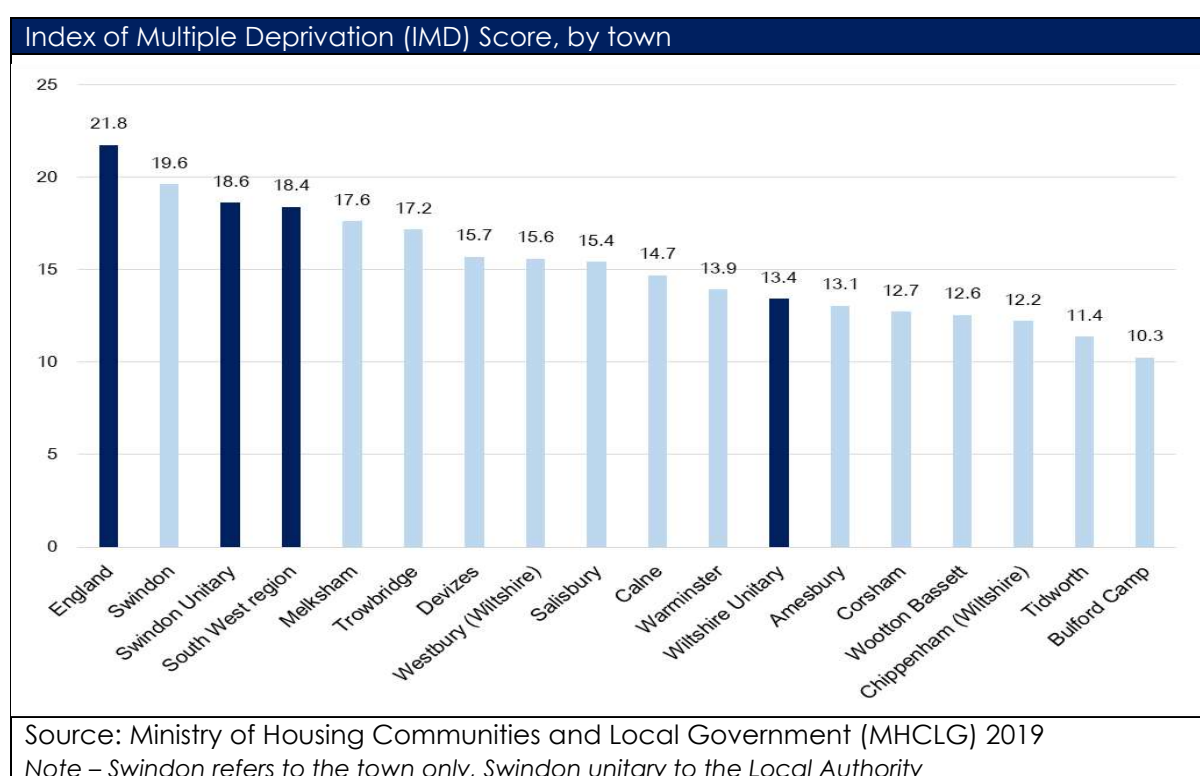
In Swindon part-time workers earn less than national average (£184 compared to £201 nationally) but full-time workers earn more (£594 compared to £590) - whilst in Wiltshire full-time (£539) and part-time (£182) workers earn less than national average.

Deprivation analysis

Overall levels of deprivation are lower in Wiltshire and Swindon than across England on average - with a score of 13.4 in Wiltshire and 18.6 in Swindon compared to 21.8 for England on the Indices of Multiple Deprivation 2019

Wiltshire and Swindon both have a lower score on the Index of Multiple Deprivation (IMD) than the average across England, with a score of 13.4 in Wiltshire and 18.6 in Swindon compared to 21.8 for England.

However, Swindon has a slightly higher score than the average for the South West region (18.4). Nonetheless, there is a lot of variation in deprivation across Wiltshire. The chart below shows the average IMD score across each of the largest towns in Wiltshire.



Swindon is the most deprived town in Wiltshire and Swindon based on the Index of Multiple Deprivation 2019 (IMD) with a deprivation score of 19.6, followed by Melksham (17.6) and Trowbridge (17.2). The least deprived town in Wiltshire and Swindon is Bulford Camp with a deprivation score of 10.3.

Nevertheless, solely focusing on average levels of deprivation, masks the fact that there are significant pockets of neighbourhood deprivation across Wiltshire.

48 out of 417 neighbourhoods (LSOAs) across Wiltshire and Swindon are ranked among the most deprived 30% of neighbourhoods in England (29 in Swindon and 19 in Wiltshire)

Drilling down to neighbourhood level reveals hidden pockets of deprivation in Wiltshire. The table below shows the number of LSOAs in Wiltshire and Swindon, ranked among the most deprived 30% in England on the Indices of Deprivation 2019. Swindon contains the highest number of deprived neighbourhoods, with 22% of neighbourhoods ranked among the most deprived 30%, compared to 6.6% of neighbourhoods in Wiltshire.

Number of LSOAs ranked among the most deprived 30% nationally, grouped by Local Authority		
Local Authority	Number of LSOAs in most deprived 30% nationally	% of LSOAs in most deprived 30% nationally
Swindon	29	22
Wiltshire	19	6.6

Source: Ministry of Housing Communities and Local Government (MHCLG) 2019

Penhill central in Swindon is the most deprived neighbourhood in Wiltshire and Swindon, one of 13 LSOAs ranked among the most deprived 10% in England

Most deprived LSOAs in Wiltshire and Swindon on IMD 2019				
Local Authority	LSOA	IMD 2019 Score	IMD 2019 Decile (where 1 is most deprived 10% of LSOAs)	IMD 2019 Rank
Swindon	Penhill central	62.51	1	701
Swindon	Pinehurst west	61.30	1	806
Swindon	Penhill north	59.24	1	982
Swindon	Penhill east	55.74	1	1,382
Swindon	Walcot East north west	53.43	1	1,670
Wiltshire	Trowbridge John of Gaunt - Studley Green	48.02	1	2,484
Swindon	Pinehurst south	47.65	1	2,544
Swindon	Park South central	46.67	1	2,722
Swindon	Park North north	46.47	1	2,757
Swindon	Upper Stratton south east	46.38	1	2,783
Swindon	Park South south west	46.34	1	2,794
Swindon	Walcot East south west	45.22	1	3,016
Swindon	Walcot East east	45.19	1	3,022
Wiltshire	Chippenham Queens - east	43.28	2	3,405
Swindon	Park South north west	42.42	2	3,612
Swindon	Pinehurst central	42.06	2	3,701
Swindon	Stokesay Drive	39.44	2	4,442
Swindon	Park North central	39.38	2	4,460
Wiltshire	Melksham North - south west	37.65	2	4,988
Swindon	Moredon west	36.38	2	5,402

Source: Ministry of Housing Communities and Local Government (MHCLG) 2019

The table above shows the 20 most deprived LSOAs in Wiltshire and Swindon on the IMD 2019, listed in order of highest deprivation score, alongside their rank nationally (where 1 is the most deprived LSOA in England) and the decile they fall into (where decile 1 is the most deprived 10% LSOAs in the country). The most deprived neighbourhood in Wiltshire and Swindon is Penhill central in the Swindon - three of the five neighbourhoods with the highest levels of deprivation across Wiltshire and Swindon are in Penhill.

There has been an increase in the number of highly deprived neighbourhoods from 2015, with four LSOAs in Swindon moving into the most deprived 10% - these include two neighbourhoods in Park South, one in Upper Stratton and one in Walcot East

The table below shows the total number of LSOAs in each deprivation decile in the Indices of Deprivation 2015 and 2019. There has been an increase in the number of neighbourhoods

ranked in the most deprived 10% in England from 9 in IMD 2015 to 13 in IMD 2019, with the following LSOAs in Swindon moving into the top 10% of most deprived areas in England: Park South central, Park South south west, Upper Stratton south east and Walcot East south west. However, there has been a slight decrease in the number of LSOAs in the most deprived 30% of areas in the country, with 48 LSOAs in deciles 1 to 3 in 2019 compared to 50 in 2015.

Number of LSOAs in Wiltshire and Swindon in each decile of the IMD 2015 and 2019 (where 1 is most deprived 10% of LSOAs)

IMD Decile	2019	2015
1	13	9
2	15	22
3	20	19
4	27	28
5	45	34
6	53	54
7	56	56
8	71	77
9	71	77
10	46	41

Source: Ministry of Housing Communities and Local Government (MHCLG) 2019

Four towns in Wiltshire and Swindon have seen an increase in relative deprivation (Swindon, Salisbury, Corsham and Wootton Bassett) while deprivation has fallen across the other 10 towns in the area 2015 to 2019

The table below shows the average LSOA rank on the Index of Multiple Deprivation 2015 and 2019 across each of the 14 largest towns in Wiltshire and Swindon. Each town is given an average rank based on the LSOAs within it (where the least deprived LSOA in England is given the rank of 1 and the most deprived LSOA is given the rank of 32,482). The table shows a mixed picture across towns in Wiltshire, with four towns showing an increase in relative deprivation and 10 towns showing a decrease.

Four towns have seen increases in deprivation with lower average ranks on the IMD in 2019 than in 2015: Swindon, Salisbury, Corsham and Wootton Bassett - with Swindon experiencing the greatest worsening in relative deprivation - the average neighbourhood in Swindon is ranked 556 places more deprived in 2019 than in 2015.

Average LSOA Rank over time, by town (where 1 is most deprived and 32,482 is least deprived)

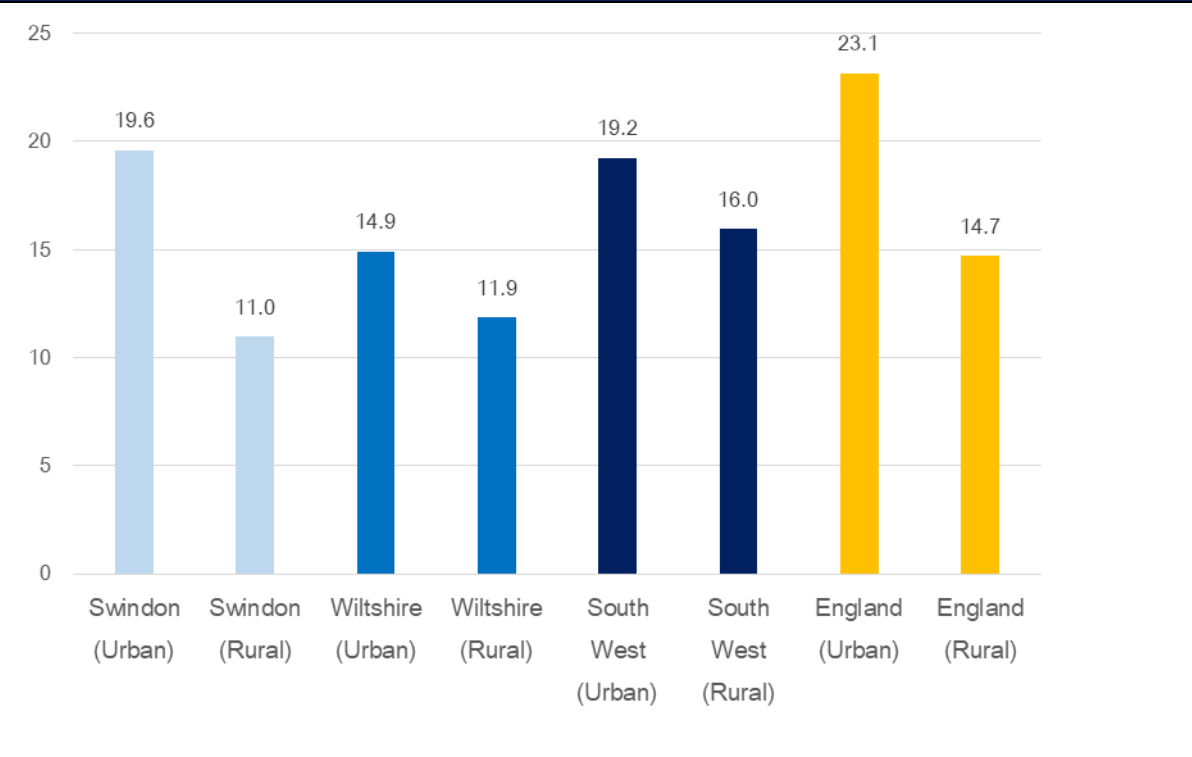
Area	2019	2015	Difference 2015 to 2019 (negative number = increasing deprivation)
Swindon	17,790	18,346	- 556
Melksham	17,940	17,702	238
Trowbridge	18,809	18,665	144
Westbury	19,375	18,236	1,139
Devizes	19,400	18,899	501
Salisbury	19,931	20,238	- 307
Calne	20,219	20,177	42
Warminster	20,706	20,623	83
Amesbury	21,563	20,183	1,380
Corsham	22,017	22,539	- 522
Wootton Bassett	22,747	23,055	- 308
Chippenham	23,498	22,855	643
Tidworth	23,550	23,213	337
Bulford Camp	24,488	23,462	1,026
Wiltshire Unitary	21,558	21,419	139
Swindon Unitary	18,439	18,935	- 496
South West region	18,038	17,882	156
England	16,356	16,311	45

Source: Ministry of Housing Communities and Local Government (MHCLG) 2019

Neighbourhoods in urban areas are more likely to be deprived in Wiltshire than more rural areas with an IMD score of 14.9 in urban Wiltshire areas and 11.9 in rural Wiltshire

The chart below shows the IMD 2019 score for Wiltshire, Swindon and comparators split by urban/rural classification. It shows that neighbourhoods in urban areas are more likely to have higher levels of deprivation than rural areas. Wiltshire has slightly higher levels of rural deprivation than Swindon with scores of 11.0 in Swindon rural areas compared to 11.9 in Wiltshire rural areas. Both Wiltshire and Swindon record lower levels of rural deprivation than the rural England average of 14.7.

IMD score 2019 by rural/urban classification



Source: Ministry of Housing Communities and Local Government (MHCLG) 2019

A large number of deprived people do not live in deprived areas and though rural areas are less deprived than urban areas on average, 34.9% of income deprived people in Wiltshire live in rural areas

Although Wiltshire contains a relatively low number of neighbourhoods ranked among the most deprived in a national context, it is important to be aware that not all deprived individuals live in those areas identified as deprived. Even though Wiltshire has relatively low levels of deprivation on average, there are a considerable number of deprived individuals living within Wiltshire, with more than 28,000 people identified as income deprived in Swindon and 38,075 in Wiltshire and more than 28,000 identified as employment deprived across both Local Authorities in Wiltshire and Swindon. Though rural areas are less deprived than urban areas on average, more than one-third (34.9%) of income deprived people in Wiltshire live in rural areas.

Whilst all of the largest towns have on average lower rates of income and employment deprivation than the England average, 86 out of 417 LSOAs in Wiltshire and Swindon have higher rates of employment deprivation and 73 neighbourhoods have above average rates of income deprivation.

The table below shows the LSOAs across Wiltshire that are in the top 20 of LSOAs in Wiltshire in terms of the highest proportion of adults experiencing income deprivation and the highest proportion of adults experiencing employment deprivation.

Pinehurst west in Swindon has the highest levels of employment deprivation and second highest level of income deprivation of all neighbourhoods in Wiltshire, with 40% of residents income deprived and more than a quarter of adults experiencing employment deprivation

A further four neighbourhoods in Swindon (three in Penhill and one in Walcot) show more than one in three people experiencing income deprivation and just under one in four adults experiencing employment deprivation. Trowbridge John of Gaunt - Studley Green has the

highest levels of income and employment deprivation of all LSOAs in Wiltshire, with 22% of working age adults employment deprived and 29% of residents income deprived.

Area name	Local Authority	IoD 2019 Employment Score %	IoD 2019 Income Score %
Pinehurst west	Swindon	27.1	38.5
Penhill east	Swindon	24.8	33.4
Penhill north	Swindon	24.4	36.7
Penhill central	Swindon	24.0	40.1
Walcot East north west	Swindon	22.7	34.1
Trowbridge John of Gaunt - Studley Green	Wiltshire	21.9	29.0
Upper Stratton south east	Swindon	21.1	25.4
Chippenham Queens - east	Wiltshire	20.5	26.7
Park South central	Swindon	19.9	29.1
Park South south west	Swindon	19.8	30.0
Pinehurst south	Swindon	19.3	26.2
Pinehurst central	Swindon	19.2	22.9
Park North north	Swindon	19.2	28.3
Walcot East east	Swindon	18.0	26.3
Stokesay Drive	Swindon	17.9	24.3
Park North central	Swindon	17.7	23.1
Walcot East south west	Swindon	17.5	25.7
Freshbrook south	Swindon	16.9	22.2
Chippenham Hill Rise - north west	Wiltshire	16.9	22.2
Swindon Unitary		8.2	10.9
Wiltshire Unitary		6.5	7.8
South West region		8.8	10.6
England		9.9	12.9

Source: Ministry of Housing Communities and Local Government (MHCLG) 2019:

Wiltshire neighbourhoods show higher levels of deprivation in relation to barriers to housing and geographical barriers to services than other types of deprivation measured on the IMD, whilst deprivation in Swindon is higher in relation to education, crime and health

The table below shows the average LSOA rank for Wiltshire and Swindon across each of the additional domains and sub-domains of the IMD 2019. It shows that Swindon is ranked as especially deprived on the education domain and subdomains, as well as exhibiting higher than average levels of crime and geographical barriers to services. By contrast, levels of Living Environment deprivation are relatively low.

Wiltshire has higher levels of deprivation in relation to geographical barriers (reflecting the relatively rural nature of Wiltshire, while education deprivation for children and young people and levels of indoors living environment deprivation are broadly in line with the national average. By contrast, Wiltshire is ranked as less deprived than the national average on health deprivation and crime measures.

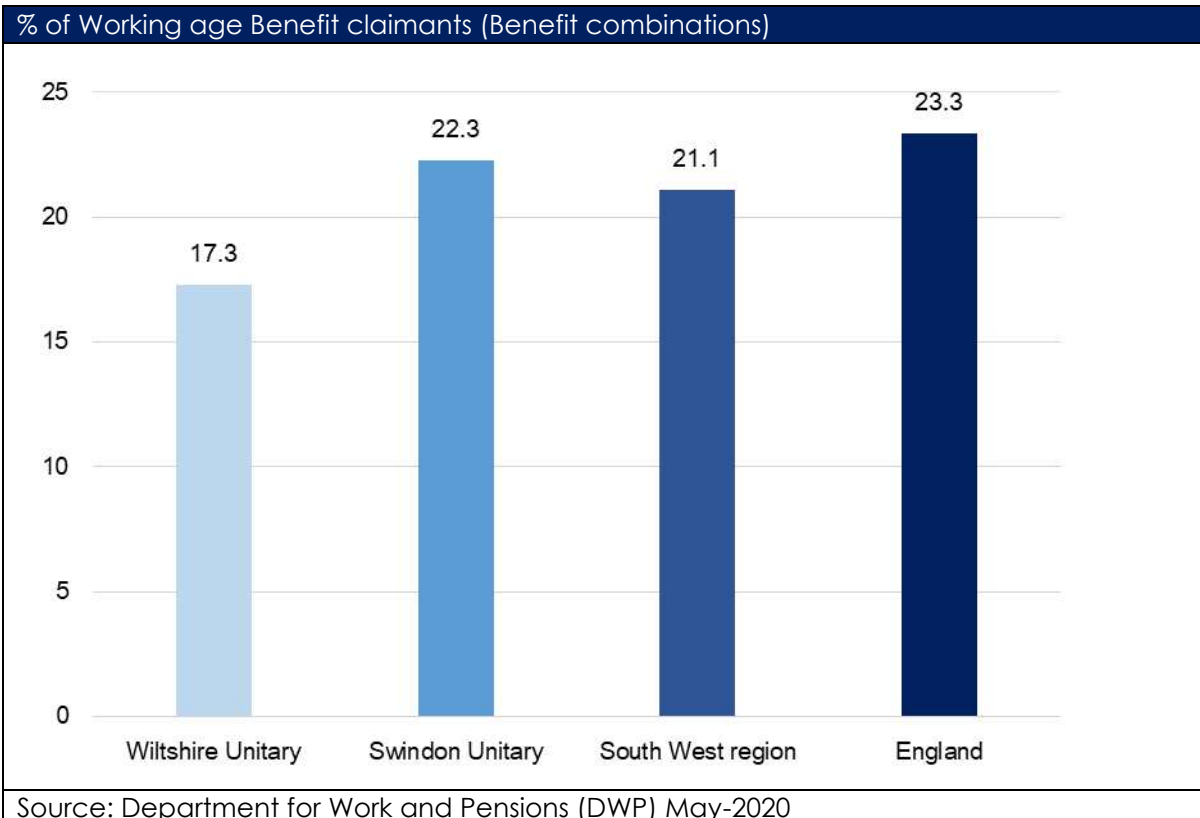
Average LSOA Rank by domain and sub-domain, a lower rank indicates that an area is experiencing high levels of deprivation

Indicator	Swindon Unitary	Wiltshire Unitary	South West region	England
Index of Multiple Deprivation (IMD) 2019 Rank	18,439	21,558	18,038	16,356
IoD 2019 Health Deprivation and Disability Rank	16,369	23,546	18,543	16,567
IoD 2019 Education, Skills and Training Rank	14,415	18,656	16,946	16,446
IoD 2019 Children and Young People Sub-domain Rank	13,768	16,664	15,277	16,433
IoD 2019 Adult Skills Sub-domain Rank	14,973	20,633	18,522	16,474
IoD 2019 Crime Rank	14,029	23,009	20,331	16,326
IoD 2019 Barriers to Housing and Services Rank	18,421	13,813	16,139	16,123
IoD 2019 Geographical Barriers Sub-domain Rank	14,662	9,447	13,131	16,490
IoD 2019 Wider Barriers Sub-domain Rank	17,963	20,716	18,946	16,162
IoD 2019 Living Environment Rank	21,408	18,986	16,580	16,158
IoD 2019 Indoors Sub-domain Rank	21,119	16,628	13,657	16,170
IoD 2019 Outdoors Sub-domain Rank	17,458	21,523	24,703	16,391

Source: Ministry of Housing Communities and Local Government (MHCLG) 2019

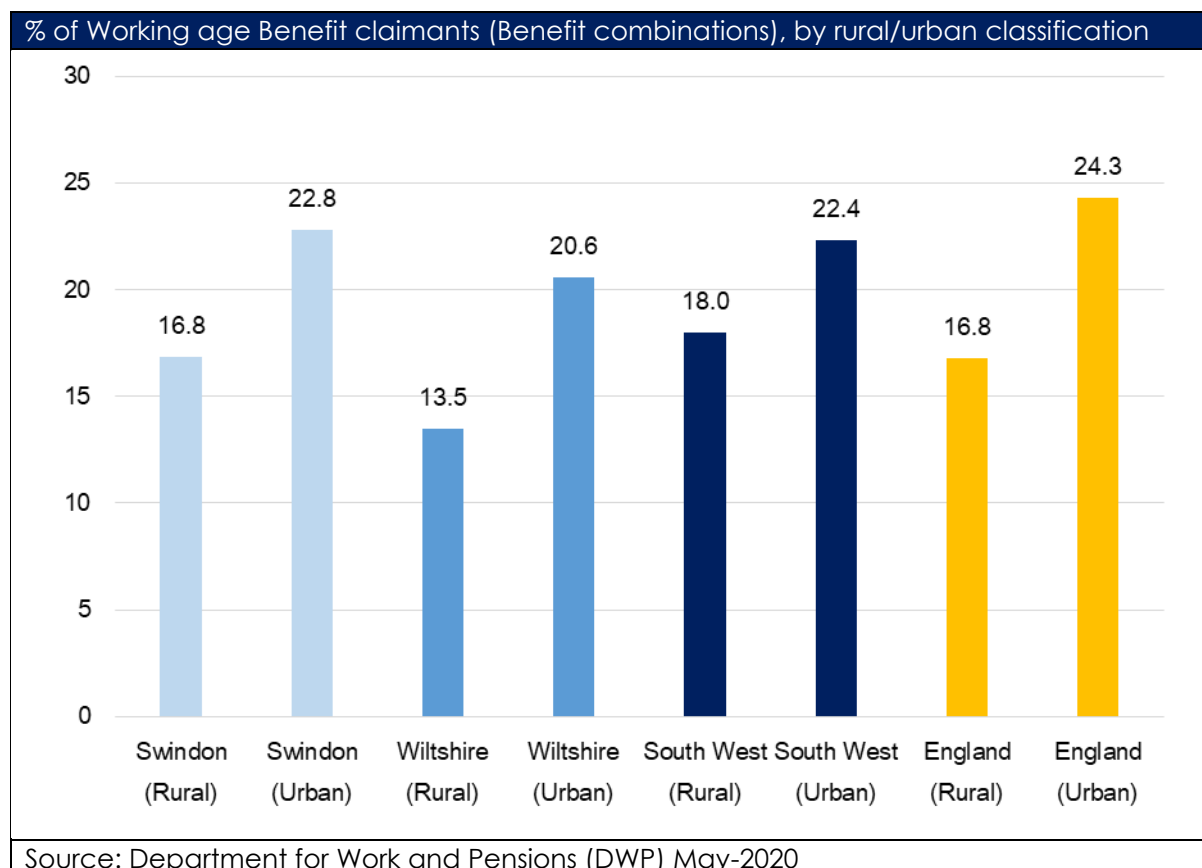
Swindon (22.3%) has a higher proportion of working age benefit claimants than Wiltshire (17.3%), though rates are lower in both than the national average (23.3%)

The chart below compared proportion of people receiving benefits that are payable to all people of working age (16-64) who need additional financial support due to low income, worklessness, poor health, caring responsibilities, bereavement or disability.



17.3% of working age people in Wiltshire are in receipt of these benefits, below the average for England of 23.3%. Swindon has a slightly higher proportion of working age benefit claimants than the Wiltshire and South West average, with 22.3% compared to 21.1% across the South West.

Across all areas and comparators, rates of working age benefit claimants are higher on average in urban settings than rural, likely linked to the lower levels of overall deprivation observed above. Rural Swindon areas record higher levels of rural working age benefit claimants (16.8%) than rural Wiltshire (13.5%), with similar rates to the England rural average also of 16.8%.



All of the largest towns across Wiltshire and Swindon have lower proportions of working age benefit claimants than the England average (23.3%), with the highest rates (above the South West average 21.1%) in Melksham (23.26%), Swindon (22.94%) and Trowbridge (22.53%).

Working age benefit claimants (%) in the largest towns in Wiltshire and Swindon

Area	% working age benefit claimants
Melksham	23.26
Swindon	22.94
Trowbridge	22.53
Calne	21.69
Salisbury	21.42
Devizes	21.13
Westbury	21.03
Amesbury	19.48
Warminster	19.44
Chippenham	18.44
Corsham	18.30
Wootton Bassett	17.61
Bulford Camp	13.74
Tidworth	11.62
Wiltshire Unitary	17.3
Swindon Unitary	22.3
South West region	21.1
England	23.3

Source: Department for Work and Pensions (DWP) May-2020

Three of the neighbourhoods with the highest rates of working age benefit claimants are around Penhill in Swindon, with Penhill Central recording rates of 62.6%

The table below shows the 10 LSOAs with the highest proportion of working age benefit claimants. Nine of the 10 neighbourhoods are in Swindon – including three in Penhill and three in Walcot and one in Trowbridge (John of Gaunt - Studley Green) – the most deprived neighbourhood in Wiltshire.

There is a strong overlap between benefit claimant rate and deprivation, with each of the top 10 areas also ranked among the most deprived 10% in England on the Indices of Deprivation. In four of the neighbourhoods, more than half the working age population are in receipt of benefits. Three of the neighbourhoods with the highest rates are around Penhill, with Penhill Central recording rates of 62.6%.

10 LSOAs with highest % working age benefit claimants

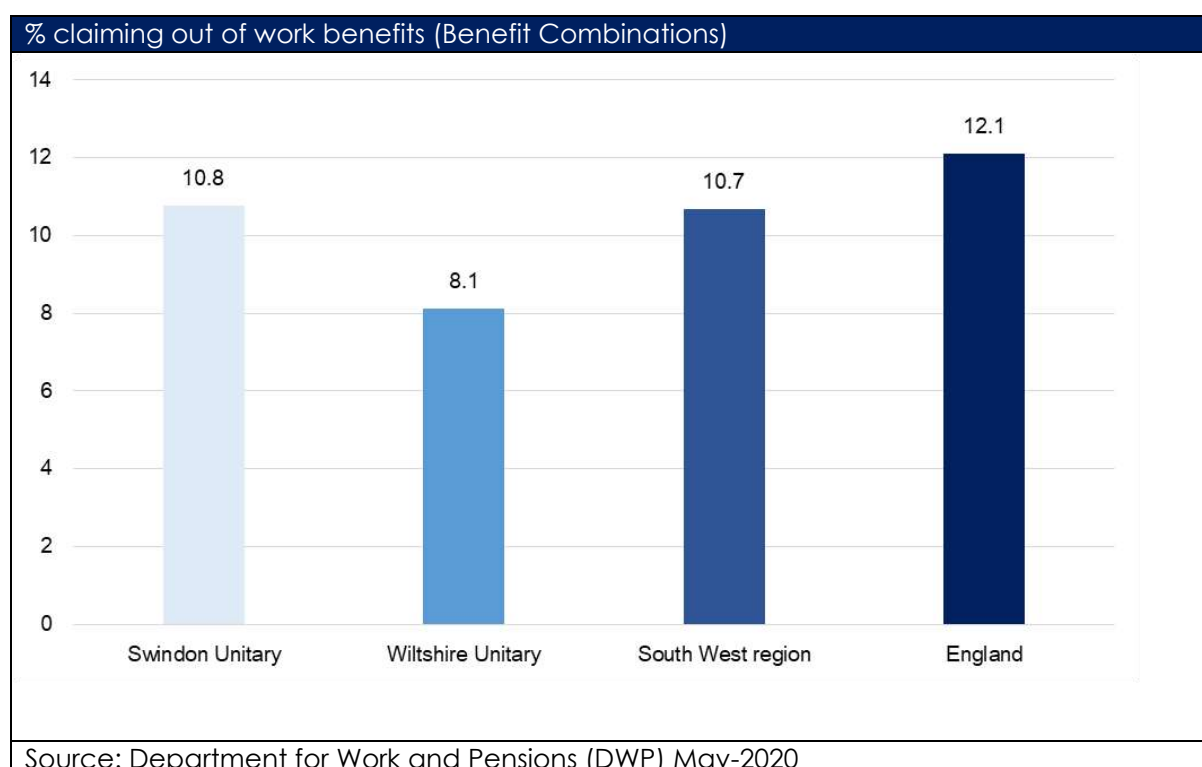
LSOA	Local Authority	% working age benefit claimants
Penhill central	Swindon	62.59
Penhill north	Swindon	61.56
Pinehurst west	Swindon	54.85
Penhill east	Swindon	54.54
Walcot East north west	Swindon	47.60
Trowbridge John of Gaunt - Studley Green	Wiltshire	45.39
Walcot East east	Swindon	44.95
Upper Stratton south east	Swindon	44.27
Walcot East south west	Swindon	41.99
Park South central	Swindon	41.25

Source: Department for Work and Pensions (DWP) May-2020

As shown above, Pinehurst West records high rates of income and employment deprivation, following very high proportions of vulnerable people of working age claiming benefits (54.9%).

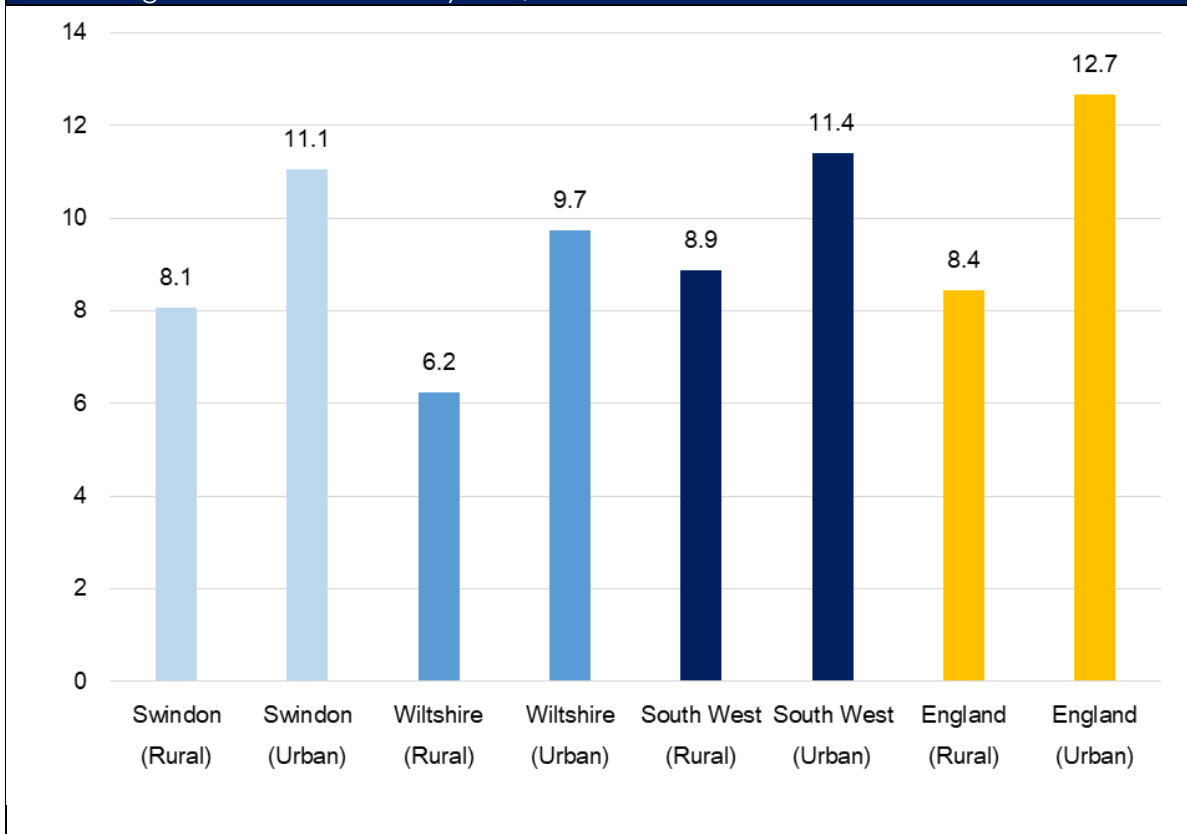
There is a higher proportion of people claiming out of work benefits across Swindon than Wiltshire, though both areas are below the national average

Wiltshire has a lower proportion of people of working age receiving out of work benefits, 8.1% of working age people in Wiltshire claim out of work benefits, below the average for England of 12.1%. Swindon has a slightly higher proportion of working age out of work benefit claimants than the Wiltshire and South West average, with 10.8% compared to 10.7% across the South West.



Again, on average working age people are more likely to be claiming out of work benefits across urban areas than rural areas. 8.1% of working age people are claiming out of work benefits in rural Swindon, compared to 6.2% in rural Wiltshire. Below the average in urban Swindon of 11.1% and urban Wiltshire of 9.7%.

% claiming out of work benefits by rural/urban classification



Source: Department for Work and Pensions (DWP) May-2020

Three neighbourhoods across Penhill in Swindon have more than 28% of working age people claiming out of work benefits, more than twice the national average

Despite this, there are pockets of neighbourhoods across Wiltshire and Swindon with very high proportions of working age people claiming out of work benefits, with rates of more than double the national average (12.1%) across five areas in Swindon including three across Penhill - where more than 28% of working age people are claiming out of work benefits.

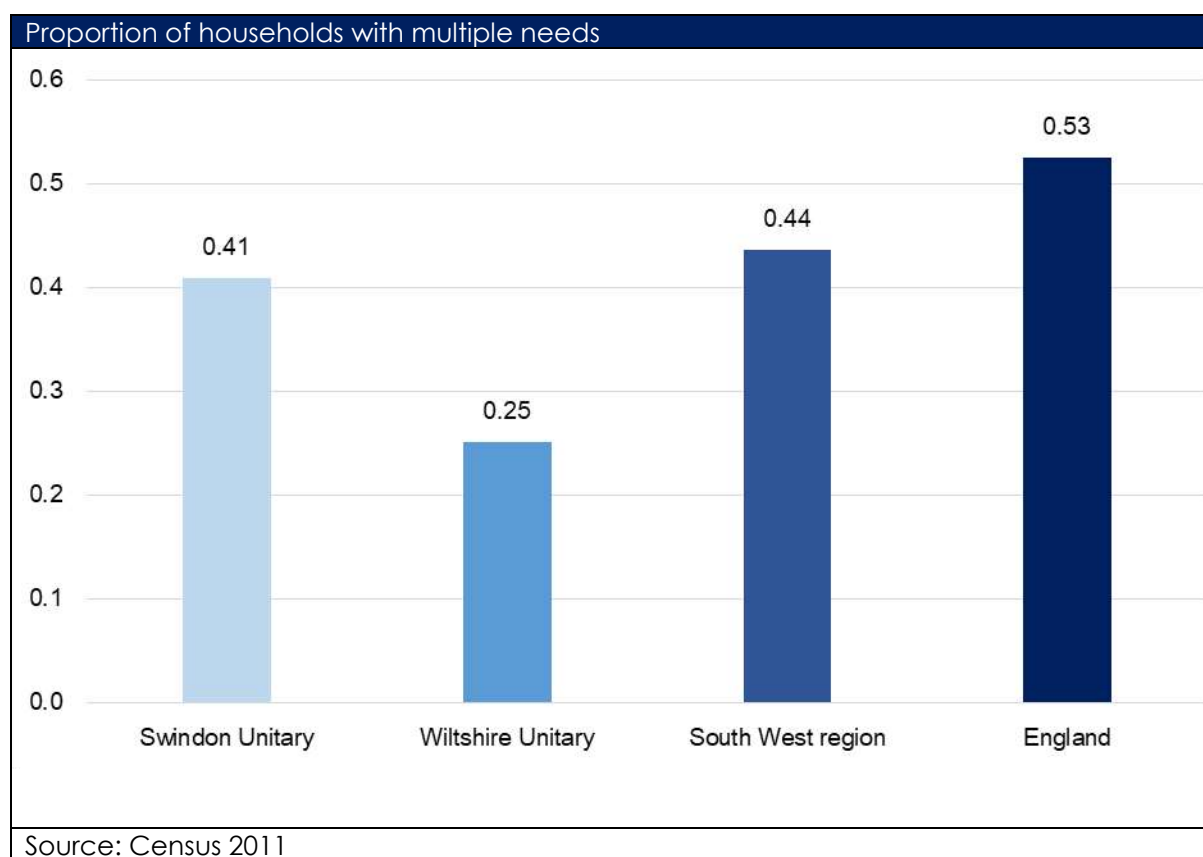
10 LSOAs in Wiltshire and Swindon with highest % claiming out of work benefits

LSOA	Local Authority	% claiming out of work benefits
Penhill north	Swindon	31.91
Penhill east	Swindon	28.78
Penhill central	Swindon	28.21
Walcot East north west	Swindon	26.33
Pinehurst west	Swindon	25.99
Park South central	Swindon	23.48
Pinehurst south	Swindon	23.36
Salisbury St Martin – central	Wiltshire	23.04
Walcot East east	Swindon	22.89
Trowbridge John of Gaunt - Studley Green	Wiltshire	21.91

Source: Department for Work and Pensions (DWP) May-2020

Swindon has a higher proportion of households with multiple needs and challenges than Wiltshire, with 0.41% compared to 0.25%, both below the average for the South West (0.44%) and England (0.53%)

The chart below shows the proportion of households with multiple needs. Households are identified as having multiple needs if a household has each of the following four deprivation characteristics: a) Employment: Any member of the household aged 16-74 who is not a full-time student is either unemployed or permanently sick; b) Education: No member of the household aged 16 to pensionable age has at least 5 GCSEs (grade A-C) or equivalent AND no member of the household aged 16-18 is in full-time education c) Health and disability: Any member of the household has general health 'not good' in the year before Census or has a limiting long term illness d) Housing: The household's accommodation is either overcrowded; OR is in a shared dwelling OR does not have sole use of bath/shower and toilet OR has no central heating.



As shown in the table below, all of the largest towns in Wiltshire and Swindon also show lower proportions of households with multiple needs than the England average, with urban areas recording higher rates than rural areas on average.

Households with multiple needs in largest towns	
Area	% households multiple needs
Swindon	0.43
Salisbury	0.41
Westbury	0.41
Warminster	0.40
Trowbridge	0.37
Wootton Bassett	0.35
Melksham	0.33
Amesbury	0.32
Devizes	0.32
Chippenham	0.30
Corsham	0.21
Calne	0.18
Bulford Camp	0.13
Tidworth	0.00
Swindon (Urban)	0.44
Swindon (Rural)	0.11
Wiltshire (Urban)	0.35
Wiltshire (Rural)	0.14
South West region	0.44
England	0.53

Source: Census 2011

Warminster West – Westbury Road in Wiltshire is a particular pocket of deprivation for households with multiple needs, with 2.01% of vulnerable households compared to 0.53% nationally

Despite this, there are some particular hotspots of deprivation in relation to households with multiple needs across Wiltshire. The table below shows the 10 LSOAs across Wiltshire and Swindon with the highest proportion of households with multiple needs, with the highest rates in these areas up to three times the national average (3 in Wiltshire and 7 in Swindon).

Warminster West - Westbury Road in Wiltshire in particular shows very high levels of households with multiple needs, recording 2.01% of households and the highest of all neighbourhoods across Wiltshire and Swindon.

10 LSOAs with highest % households with multiple needs

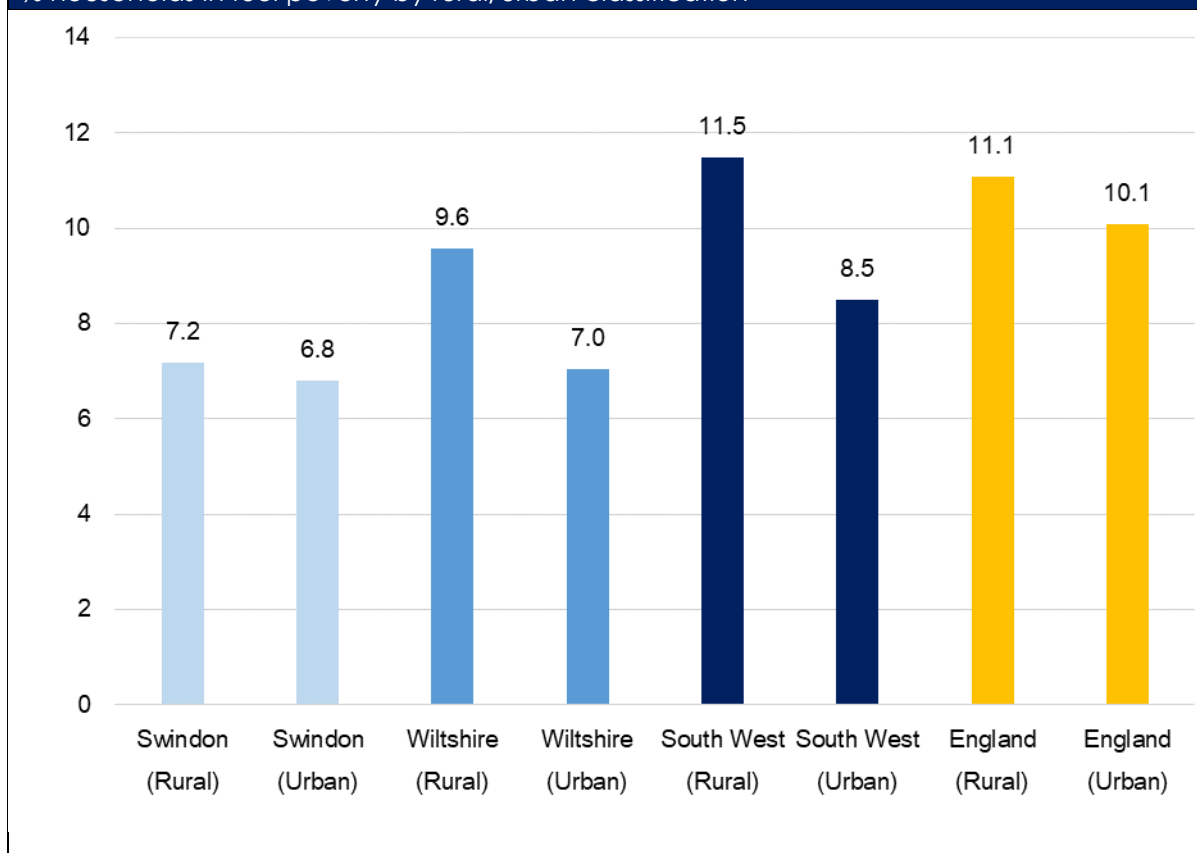
LSOA	Local Authority	% households multiple needs
Warminster West - Westbury Road	Wiltshire	2.01
Faringdon Road	Swindon	1.92
Walcot East north west	Swindon	1.64
Pinehurst south	Swindon	1.63
Salisbury Bemerton - west	Wiltshire	1.62
Pinehurst west	Swindon	1.55
Park South south west	Swindon	1.44
Penhill north	Swindon	1.43
Pinehurst central	Swindon	1.42
Melksham North - north east	Wiltshire	1.38

Source: Census 2011

Fuel poverty is a greater issue across rural areas of Wiltshire where there is a higher proportion of households in fuel poverty than on average across Swindon

Fuel poverty is a large challenge in some rural parts of Wiltshire, particularly across the far west of Wiltshire. Whilst the proportion of households in fuel poverty is lower in Wiltshire (8.2%) and Swindon (6.9%) than the England average (10.3%), rates are higher in rural areas with particular pockets of need across rural areas in Wiltshire.

% households in fuel poverty by rural/urban classification



Source: Department for Business, Energy and Industrial Strategy 2018

9.6% of households are in fuel poverty in rural areas in Wiltshire, compared to 7% of urban areas and compared to 7.2% of rural areas in Swindon.

Rural fuel poverty is a particular issue for households in Wiltshire with 14% of households in Donheads and in Knoyle & Hindon experiencing fuel poverty, compared to the national average of 10.3%

The table below shows the 10 neighbourhoods with the highest levels of fuel poverty. Nine of the ten neighbourhoods are located in rural Wiltshire. The highest levels of fuel poverty are found in the south west with 14.4% of households in the neighbourhood of Donheads and 14.2% of households in Knoyle & Hindon experiencing fuel poverty, compared to the national average of 10.3%.

10 LSOAs with highest % of households in fuel poverty		
Local Authority	LSOA	% households in fuel poverty
Wiltshire	Donheads	14.39
Wiltshire	Knoyle & Hindon	14.15
Wiltshire	Tisbury	13.74
Wiltshire	Heywood & Bratton - north	13.38
Wiltshire	Horningsham & Deverills south	13.34
Wiltshire	Chitterne & Codfords	12.83
Swindon	Walcot East north west	12.83
Wiltshire	Chalke Valley	12.81
Wiltshire	Chapmanslade & Corsley	12.80
Wiltshire	Sherston west, Luckington & Sopworth	12.74

Source: Department for Business, Energy and Industrial Strategy 2018

Personal debt levels for unsecured loans are higher across Swindon (£896) and Wiltshire (£798) than on average across the South West (£656) and England (£700)

Personal debt levels are higher across Wiltshire and Swindon than on average across the South West and England. Personal debt for unsecured loans is £896 per person aged 18+ in Swindon unitary, compared to £798 in Wiltshire and £700 across England.

Personal debt per person aged 18+ (£)



Source: UK Finance March-2020

All of the largest towns in Wiltshire record higher levels of personal debt than the national average (£700) with the highest rates in Tidworth

The table below shows levels of personal debt for the largest towns across Wiltshire.

Personal debt in largest towns

Area	Personal debt (unsecured loans) per person aged 18+
Tidworth	£1,154
Bulford Camp	£1,095
Amesbury	£1,087
Swindon	£912
Calne	£874
Melksham	£862
Wootton Bassett	£852
Westbury	£833
Trowbridge	£808
Devizes	£807
Warminster	£765
Corsham	£726
Chippenham	£723
Salisbury	£707
Wiltshire unitary	£798
Swindon unitary	£896
England	£700

Source: UK Finance March-2020

Levels of personal debt are higher on average in Tidworth at £1,154 per person aged 18+. Conversely debt levels are lowest in Salisbury with £707 per person. However, each of the largest towns in Wiltshire all records higher levels of personal debt than the national average (£700).

Personal debt levels are nearly twice the national average in St Andrew West in Swindon at £1,640 per person 18+

The table below shows the ten LSOAs in Wiltshire and Swindon with the highest rates of personal debt for unsecured loans. Personal debt levels are nearly twice the national average in St Andrew West in Swindon at £1,640 per person 18+.

10 LSOAs with highest personal debt per person aged 18+		
Local Authority	LSOA	Personal debt £
Swindon	St Andrew west	£1,640
Swindon	Priory Vale west	£1,630
Swindon	St Andrew central	£1,610
Swindon	Priory vale north west	£1,544
Swindon	St Andrew south	£1,494
Swindon	Greater Blunsdon	£1,471
Swindon	Orbital north	£1,461
Wiltshire	Bulford Camp (part)	£1,447
Swindon	Blunsdon St Andrew central	£1,368
Swindon	Haydon Meadow	£1,329

Source: UK Finance March-2020

In Swindon part-time workers earn less than national average (£184 per week, compared to £201 nationally) but full-time workers earn more (£594 compared to £590) - whilst in Wiltshire full-time (£539) and part-time (£182) workers earn less than national average

The table below shows weekly earnings for full-time and part-time employee jobs based on place of residence and place of work.

Full-time and part-time weekly pay				
Weekly pay (£)	Wiltshire Unitary	Swindon Unitary	South West	England
Full-time employee jobs by place of residence	574.9	594.1	558.4	589.8
Part-time employee jobs by place of residence	192.7	184	196.5	201.3
Full-time employee jobs by place of work	539.4	595.2	550.1	589.9
Part-time employee jobs by place of work	182	194.9	196.4	200.9

Source: Annual Survey of Hours and Earnings (ASHE) 2020

It shows that on average part-time workers across Swindon earn less than the national average based on place of residence and place of work. This is particularly the case when comparing resident earnings; Part-time earnings in Swindon based on place of residence are £184 per week compared to £201 nationally. However, full-time weekly earnings by place of residence in Swindon are slightly above the national average, £594 compared to £590

nationally. This suggests that there is likely to be a high degree of income inequality between those working full-time and part-time living in Swindon.

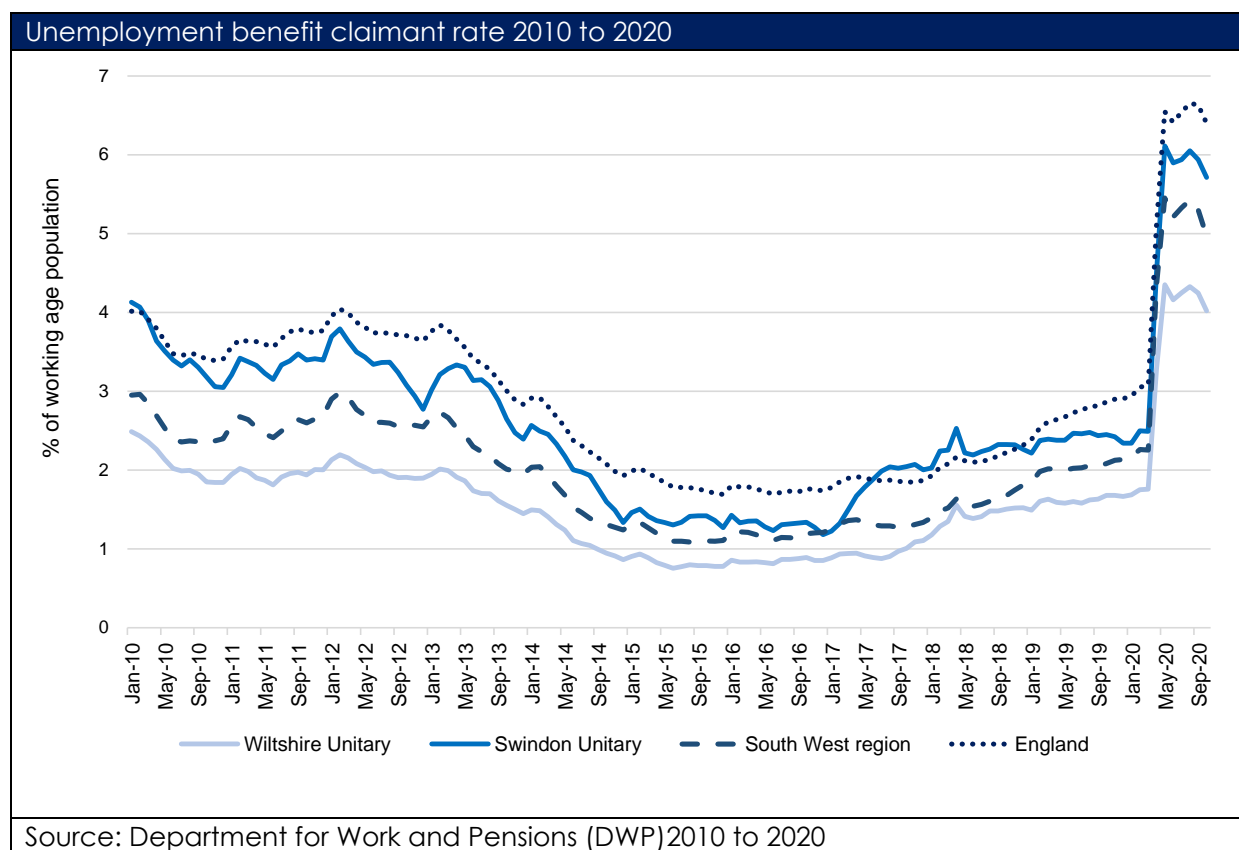
By contrast, Wiltshire records lower weekly earnings for both full-time and part-time employee jobs, particularly based on place of work. Average full-time weekly earnings in Wiltshire based on place of work are £539 compared to £590 across England, with part-time weekly earnings based on place of work in Wiltshire at £182 compared to £201 nationally. Resident earnings are notably higher than workplace earnings in Wiltshire, suggesting that people need to leave Wiltshire to seek better paid employment – which is likely to be a barrier for those with limited access to public or private transport.

Economy

This section looks at the economy in Wiltshire and Swindon, focusing in on areas where unemployment and economic factors have implications for vulnerability and poverty. Looking at these characteristics in detail will provide insight into where there are hidden needs and challenges.

Executive summary

Wiltshire has a lower rate of unemployment (4%) compared with the regional (5%) and national (6.4%) average. Swindon has a higher rate (5.7%) with unemployment levels above regional figures but below the national average. The chart below shows the change in the Unemployment Benefit claimant rate for across Wiltshire and Swindon, benchmarked against the regional and national averages.



The most striking feature of the unemployment trend since 2010 has been the large increase in unemployment in the most recent period, with unemployment rates more than doubling across Wiltshire, Swindon and the comparator areas alike since the March 2020 lockdown.

Wiltshire has generally mirrored the national and regional trends over the period. By contrast Swindon has shown greater fluctuations in unemployment – in 2010 (during the tail-end of the financial crises) Swindon had a higher unemployment rate than the national average. However, unemployment fell at a faster rate and remained consistently below the national average until it saw a spike during 2017 and 2018 before levelling off and remaining below the England average ever since.

However, unemployment is notably higher in some parts of Wiltshire (4%) and Swindon (5.7%), with 74 LSOAs having unemployment rates at above the national average (6.4%) – including 10 neighbourhoods where more than one-in-ten working age adults are in receipt of unemployment benefits. The table below shows the 10 areas with the highest unemployment rates.

LSOAs with the highest unemployment rate in Wiltshire			
	Local Authority	Area Name (LSOA)	Unemployment benefit %
	Swindon	Penhill north	15.8
	Swindon	Penhill central	15.2
	Swindon	Penhill east	12.5
	Wiltshire	Salisbury St Martin - central	12.4
	Swindon	Walcot East north west	12.3
	Swindon	Pinehurst west	11.2
	Wiltshire	Devizes North - east	10.5
	Swindon	Park South north west	10.3
	Swindon	Park North north	10.3
	Wiltshire	Chippenham Avon - east	10.3

Source: Department for Work and Pensions (DWP) Oct-2020

These are largely concentrated in the Penhill area of Swindon (in neighbourhoods ranked among the most deprived in England) with isolated pockets of unemployment spread across the larger towns in Wiltshire: Salisbury, Devizes and Chippenham.

Economy: Key facts and figures

Unemployment rates have been increasing in Wiltshire with a sharp rise since the Covid-19 pandemic where rates have more than doubled in some areas.

Both Wiltshire (4%) and Swindon (5.7%) have a lower rate of unemployment than the national average (6.4%), where Swindon is higher than the regional average (5%).

Six of the towns in Wiltshire and Swindon have a higher unemployment rate than the regional average. Swindon has the highest unemployment rate of all of the major towns.

More than one in ten people are unemployed in neighbourhoods across Wiltshire and Swindon. The highest rates of unemployment are concentrated predominantly in neighbourhoods in Swindon where one neighbourhood (Penhill north) has 2.5 times the national average Unemployment Benefit claimants.

Swindon (15.3%) has a higher proportion of people claiming Universal Credit than the national average (14.3%).

Swindon (16%), Devizes (14.9%), Trowbridge (14.6%) and Salisbury (14.4%) also have a relatively high proportion of people claiming Universal Credit.

The highest rates of Universal Credit claimants are concentrated predominantly in neighbourhoods in Swindon with two neighbourhoods (Penhill central and Penhill north) with more than three times the England average.

People claiming Universal Credit in Swindon are less likely to be claiming because of unemployment, however the number of Universal Credit claimants 'Searching for work' has increased since the Covid-19 pandemic.

A higher proportion of Universal Credit claimants that are 'Searching for work' are concentrated in the hidden pockets of income-deprived areas.

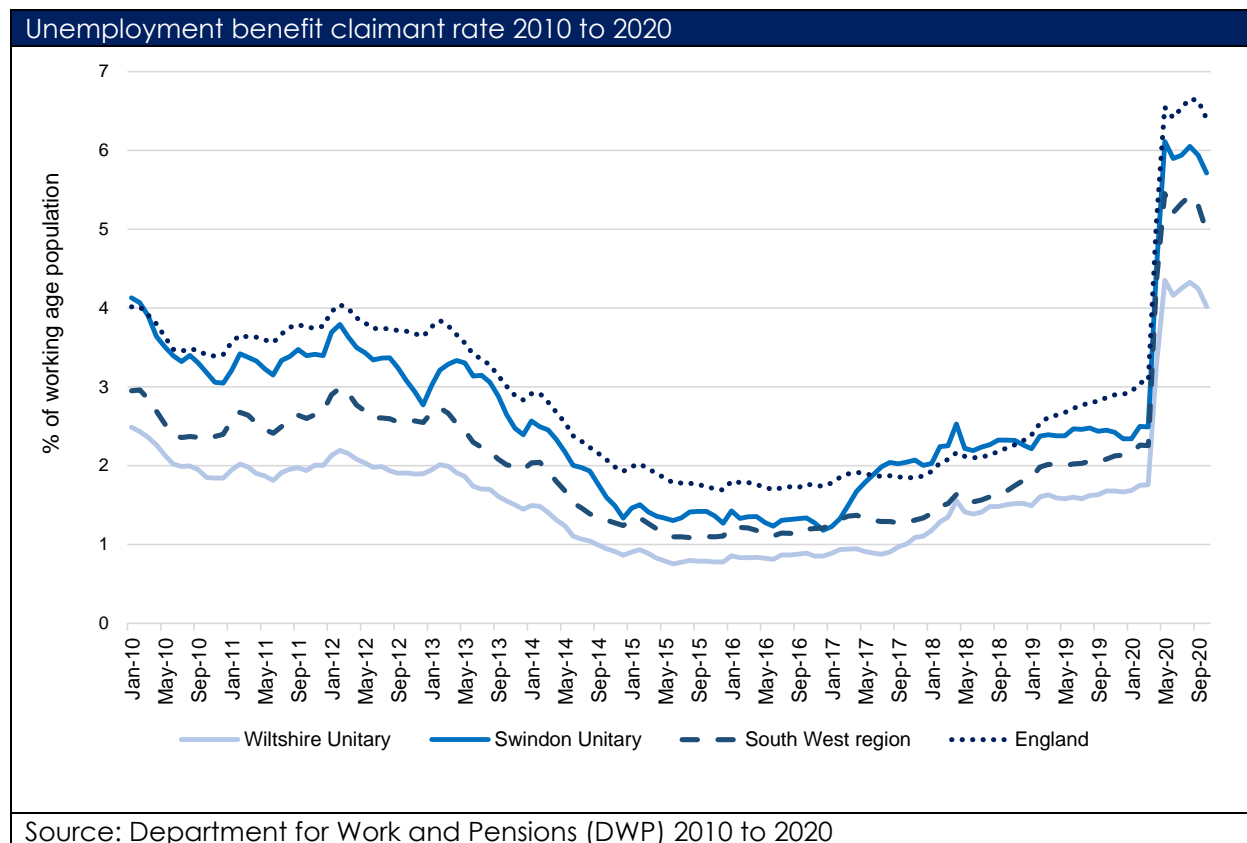
Nine of the larger towns in Wiltshire and Swindon have a higher proportion of Universal Credit claimants that are not expected to work, and may have health or caring responsibilities.

151 out of 417 LSOAs have a higher proportion of Universal Credit claimants that are not expected to work and may have health or caring responsibilities ('No work requirements') compared to the national average.

Economy analysis

Unemployment rates have been on the rise in Wiltshire and Swindon and have more than doubled since the Covid-19 pandemic

Wiltshire has a lower rate of unemployment (4%) compared with the regional (5%) and national (6.4%) average. Swindon has a higher rate (5.7%) with unemployment levels above regional figures but below the national average. The chart below shows the change in the Unemployment Benefit claimant rate for Wiltshire and Swindon, benchmarked against the regional and national averages.

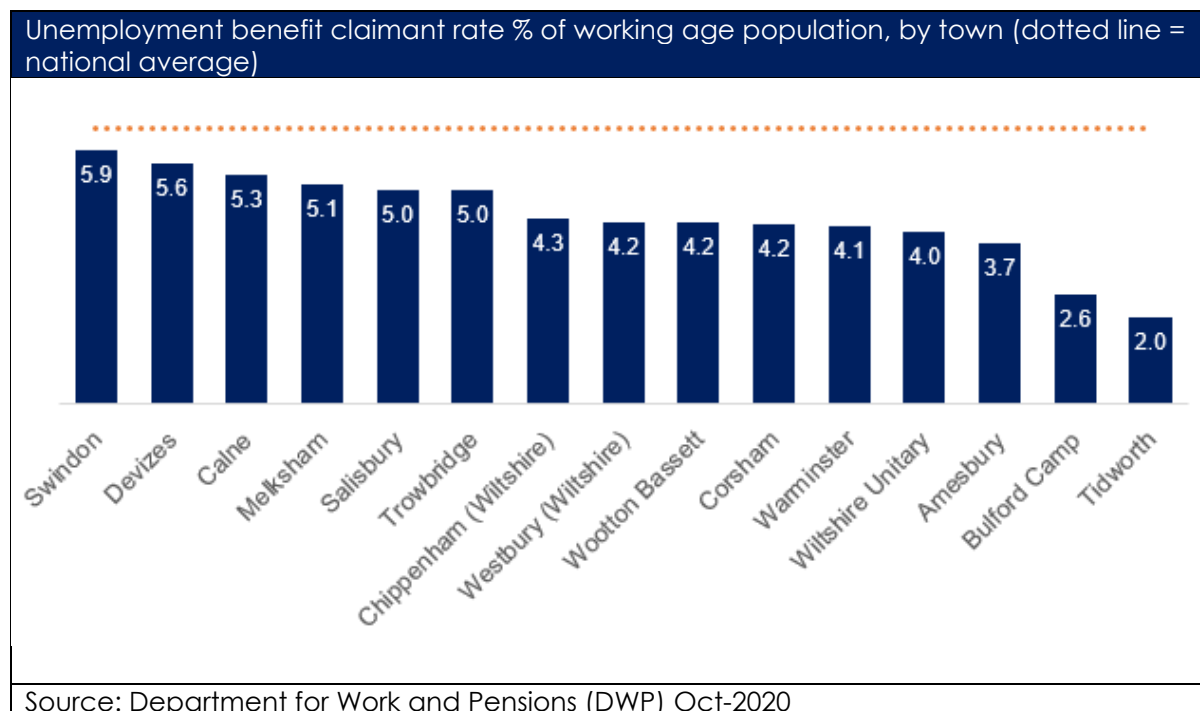


The chart shows that all areas have seen fluctuating unemployment rates over the period, with a gradual fall from 2010, a steady rise from 2017 and a sharp rise following the lockdown in March. Swindon has experienced consistently higher levels of unemployment compared to Wiltshire and the South West as a whole. The relationship with England has been more complex. In 2010 (during the tail-end of the financial crises), Swindon had a higher unemployment rate than the national average. However, unemployment fell at a faster rate and remained consistently below the national average until it saw a spike during 2017 and 2018 before levelling off and remaining below the England average ever since.

Since the Covid-19 pandemic, unemployment rates have more than doubled across Wiltshire and Swindon and its comparators alike, with unemployment rates remaining in similar positions relative to their regional and national comparators. The impacts of the pandemic on the unemployed will be explored in greater detail in the Covid-19 section below.

Six of the largest towns in Wiltshire and Swindon have a higher unemployment rate than the regional average

All of the major towns across Wiltshire and Swindon have a lower proportion of unemployed people compared to the national average (6.4%). Swindon, Devizes, Calne, Melksham, Salisbury and Trowbridge have higher unemployment rates than the regional average (5%).



More than one in ten people are unemployed in 10 neighbourhood areas across Wiltshire

74 out of 417 LSOAs in Wiltshire and Swindon have a higher Unemployment Benefit claimant rate than the national average (42 of these LSOAs are in Swindon and 32 in Wiltshire). The table below shows the LSOAs with the highest unemployment rates (where more than one in ten people are unemployed). The highest rate of unemployment is in the Penhill area in Swindon which is nearly 2.5 times the national average. Penhill central E01015546 (the second highest), is also ranked as the most deprived LSOA in Wiltshire. Other unemployment hotspots are spread across the larger towns in Wiltshire: Salisbury, Devizes and Chippenham.

LSOAs with the highest unemployment rate in Wiltshire and Swindon

Local Authority	Area Name (LSOA)	Unemployment benefit %
Swindon	Penhill north	15.8
Swindon	Penhill central	15.2
Swindon	Penhill east	12.5
Wiltshire	Salisbury St Martin - central	12.4
Swindon	Walcot East north west	12.3
Swindon	Pinehurst west	11.2
Wiltshire	Devizes North - east	10.5
Swindon	Park South north west	10.3
Swindon	Park North north	10.3
Wiltshire	Chippenham Avon - east	10.3

Source: Department for Work and Pensions (DWP) Oct-2020

Swindon has a higher proportion of people on Universal Credit than the national average

Swindon has a higher rate (15.3%) of people claiming Universal Credit than both the regional (12.9%) and England average (14.3%). This contrasts with the Wiltshire which has seen a lower rate (11.1%) of Universal Credit claimants than both the regional and national average.

People in Swindon are less likely to be claiming Universal Credit for reasons related to unemployment

A relatively large proportion of Universal Credit claimants in Swindon unitary fall under the conditionality category of 'Working - no requirements', (3.9% of the working age population) which is higher than the England average (3.1%). These are claimants that are in work where their individual or household earnings are above the level at which conditionality applies. The claimant is required to inform the DWP of changes of circumstances, particularly if at risk of decreasing earnings or losing a job. Swindon also has a higher rate of Universal Credit claimants that fall under the conditionality 'No work requirements' (2.9%), slightly above the national average (2.5%). These are claimants that are not expected to work at present where health or caring responsibilities may prevent the claimant from working or preparing for work. Swindon has a slightly lower rate of Universal Credit claimants that are 'Searching for Work' (5.1%) compared to the England average (5.7%). This suggests that unemployment is not the main driver for claiming Universal Credit in Swindon.

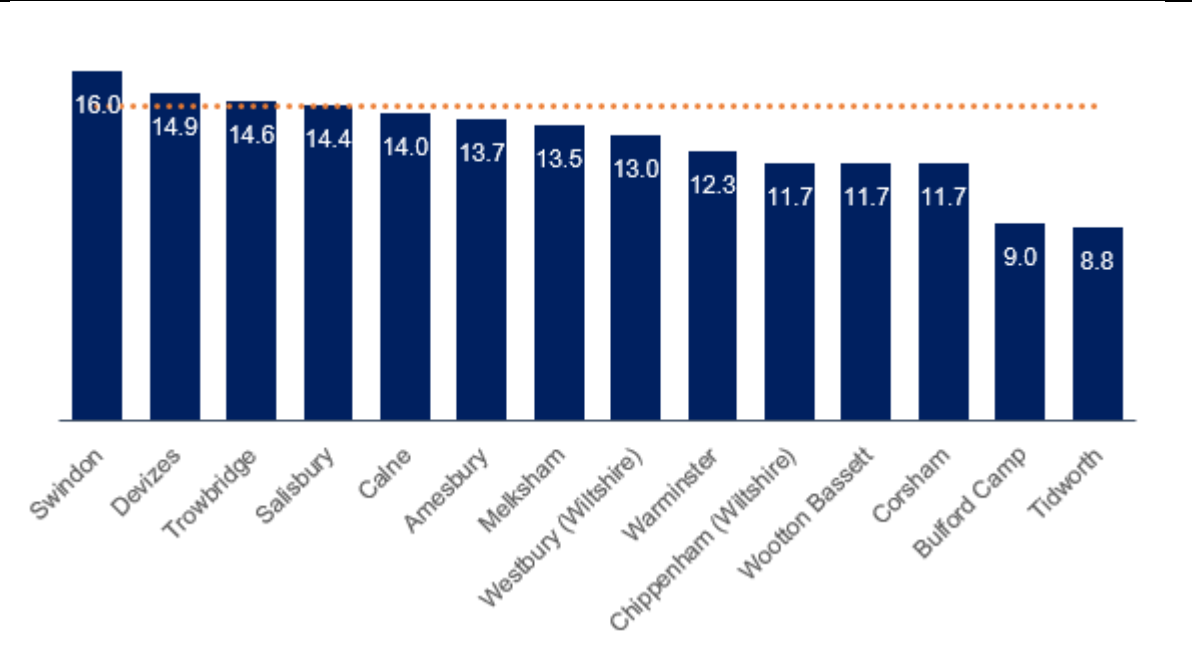
Since the Covid-19 pandemic, Swindon unitary has seen its greatest increase in Universal Credit claimants in the conditionality 'Searching for Work', suggesting that unemployment is becoming more of an issue. However, research from the Resolution Foundation suggests that the increase in people in this category since the start of the lockdown may reflect an easing of conditionality (steps people need to take to prove they are actively seeking work) and a lack of contact with work coaches⁵ which may have placed more workers in this category than would previously have been eligible.

Four large towns have a Universal Credit claimant rate higher than the national average

Swindon, Devizes, Trowbridge and Salisbury have higher Universal Credit claimant rates than the national average (14.3%). Nine of the larger towns in Wiltshire and Swindon have a higher proportion of Universal Credit claimants that are not expected to work, and may have health or caring responsibilities ('No work requirements'): Devizes, Swindon, Trowbridge, Calne, Salisbury, Melksham, Westbury, Warminster and Amesbury, indicating that health and caring responsibilities may be driving worklessness in these areas – this will be explored further in the health section below.

⁵ See <https://www.resolutionfoundation.org/publications/the-truth-will-out/>

Universal Credit claimant rate % of working age population, by town (dotted line = national average)



Source: Department for Work and Pensions (DWP) Oct-2020

Education, skills and training

Improving the level of education and skills present within a local population remains an important policy objective. The task of implementing initiatives to improve life-long learning and enhance individual development (and employability) represents a significant and essential challenge. This section explores educational disadvantage both in terms of the educational performance of children in Wiltshire and Swindon, and the skill levels of the adult population.

Executive summary

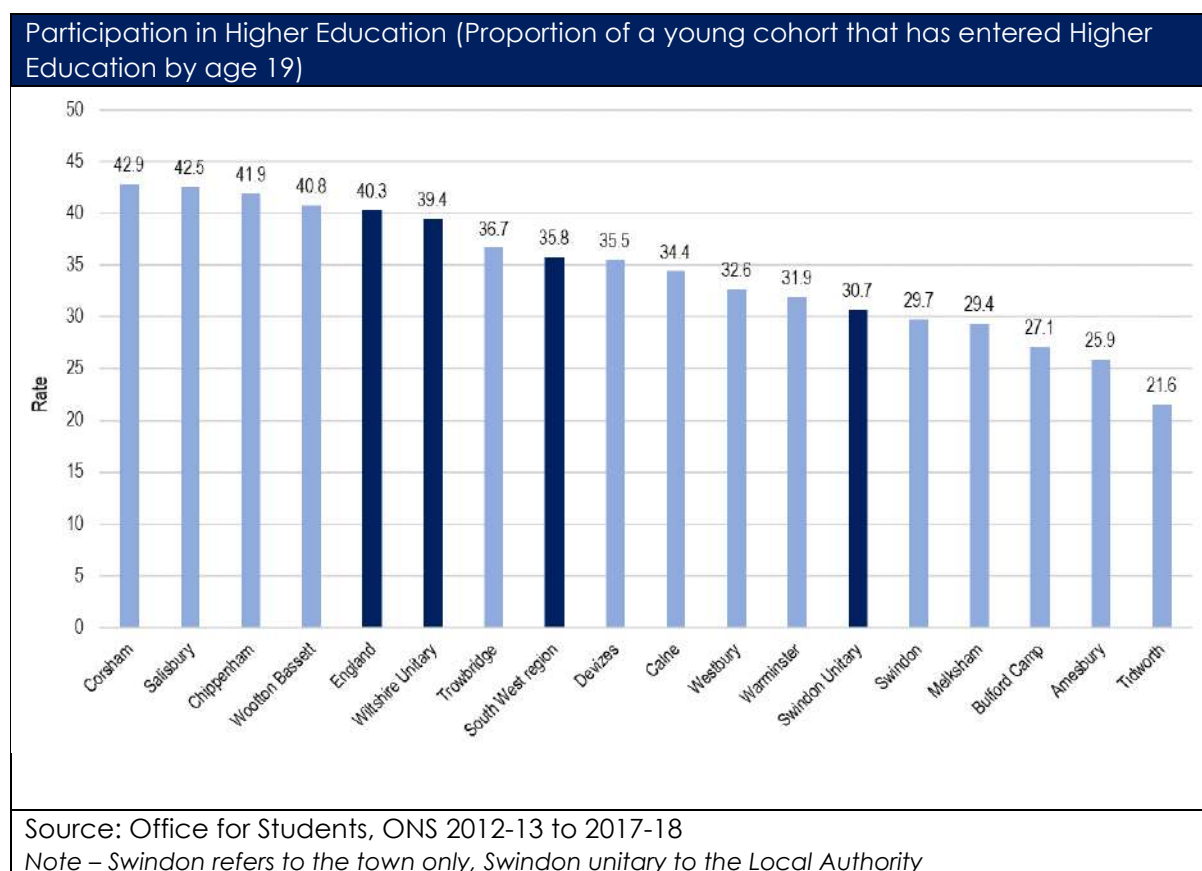
Whilst educational attainment levels for children in Wiltshire and Swindon are relatively high on average, the aggregate figures mask relatively high levels of inequality. Evidence from the Social Mobility Index suggests Wiltshire and Swindon has among some of the lowest social mobility outcomes in early years and young adult age cohorts. Moreover, the attainment gap for disadvantaged pupils vs non-disadvantaged pupils is notably greater than the regional and national average with disadvantaged pupils fairing less well than disadvantaged pupils elsewhere in England.

Attainment and outcomes at Key Stage 4 for disadvantaged and non-disadvantaged pupils– 2018/19				
	Swindon unitary	Wiltshire unitary	South West	England
% of disadvantaged pupils achieving grade 9-5 in both English and mathematics GCSEs	25.0	20.3	20.2	24.8
% of non-disadvantaged pupils achieving grade 9-5 in both English and mathematics GCSEs	43.4	51.7	48.6	50.1
Disadvantaged/ non-disadvantaged pupils achieving grade 9-5 in both English and mathematics GCSEs – Attainment Gap	18.4	31.4	28.4	25.4
% of disadvantaged pupils achieving grade 9-4 in both English and mathematics GCSEs	45.5	41.2	40.3	44.9
% of non-disadvantaged pupils achieving grade 9-4 in both English and mathematics GCSEs	79.8	81.8	82.0	88.3
Disadvantaged/ non-disadvantaged pupils achieving grade 9-4 in both English and mathematics GCSEs – Attainment Gap	34.3	40.7	41.7	43.5
Average Attainment 8 score per pupil - disadvantaged pupils	36.1	34.2	34.0	36.8
Average Attainment 8 score per pupil - non disadvantaged pupils	47.8	51.5	50.1	50.5
Gap in Attainment 8 score between disadvantaged/ non-disadvantaged pupils	11.7	17.3	16.1	13.7

Source: Department for Education (DfE) 2018/2019

There is also evidence of persistent low educational attainment – most notably in the housing estates of the major towns (Melksham, Trowbridge, Salisbury and Chippenham). One area of Melksham North ranks as the 23rd most deprived on Child/Young people’s Educational outcomes in England as a whole (out of 32,844 neighbourhoods).

Young adults are slightly less likely to go on to higher education, with a lower proportion entering higher education in 10 of the 14 largest towns in . There are relatively high proportions of adults in urban Wiltshire with low or no qualifications and comparatively lower proportions of adults with degree level qualifications. Melksham and Tidworth in particular have populations with low qualifications. By contrast, Salisbury, Corsham and much of rural Wiltshire have relatively high skills profiles.



There is more widespread evidence of educational disadvantage across Swindon, which shows consistently lower than national average attainment from early years, through to Key Stages 2-4; leading to lower participation in higher education and lower adult skill levels overall. Educational disadvantage is most evident in the Penhill and Walcot estates where the majority of residents have no or low qualifications. However, Swindon outperforms Wiltshire on the majority of indicators in the Social Mobility Index, with disadvantaged children in Swindon generally performing better than those elsewhere in Wiltshire. Swindon also outperforms the national average at Key Stage 1 and on some early years measures, suggesting the educational challenges are greater among the older age groups across the Local Authority.

Education, skills and training: Key facts and figures

Early years outcomes in Wiltshire are slightly above the national average with just under three-quarters of pupils achieving a good level of development.

However, Wiltshire performs relatively poorly in terms of social mobility outcomes in early years settings, ranked among the 20% of Local Authorities with the lowest level of social mobility at this learning stage.

Educational attainment at primary school is mixed. Pupils in Swindon are outperforming national and regional comparators at Key Stage 1 but below average at Key Stage 2, while pupils in Wiltshire are performing slightly below average across both key stages 1 and 2.

However, Wiltshire outperforms the national average in terms of secondary school attainment with a higher proportion of people achieving benchmark targets at GCSE – with an attainment 8 score of 48.2 compared with 46.9 across England.

There are pockets of very high educational deprivation among children and young people, with 14 neighbourhoods in Wiltshire and Swindon ranked among the most deprived 10% in England on the Children and Young People Education deprivation domain.

Pupils from disadvantaged backgrounds perform particularly badly across Wiltshire both relative to non-disadvantaged pupils and compared to disadvantaged pupils elsewhere in the country.

Education analysis

The tables below summarise the educational attainment across different stages of children's education from early years to Key Stage 4 across Wiltshire and Swindon. The figures are based on where the pupils live rather than where they attend school and cover pupils in the state sector only.

Early years outcomes in Wiltshire are slightly above the national average...

Attainment and outcomes at Early Years Foundation Stage			
	Average total point score	% achieving at least expected level across all early learning goals	% achieving a good level of development
Swindon unitary	35.2	70.0	71.2
Wiltshire unitary	34.9	71.4	72.4
South West	34.8	71.3	72.0
England	34.6	70.7	71.8

Source: Department for Education (DfE) 2018-19

The table above shows the proportion of children achieving Early Years Foundation Stage targets in Wiltshire, Swindon and regional and national comparators. Wiltshire performs better than the national and regional average across all measures. The performance of Swindon is more mixed, outperforming Wiltshire, the South West and England in terms of average point score but seeing a lower proportion of pupils achieving benchmark targets than the average across the region and England as a whole.

...however, Wiltshire performs relatively poorly in terms of social mobility outcomes in early years settings

Despite the relatively high attainment levels, Wiltshire ranks among the 20% of Local Authorities with the lowest level of social mobility in Early Years - 282 out of 324 (where 324 is the lowest levels of Social Mobility). This is driven by low proportions of pupils eligible for free school meals achieving 'a good level of development' – 35.7% in Wiltshire, compared with 44.8% in Swindon.

The Department for Education no longer publishes data on Early Years performance at below Local Authority level, so it is not possible to determine neighbourhood level variations in performance in recent years. However, data from the 2013/14 Early Years Foundation profile highlighted hotspots of educational disadvantage in both Wiltshire and Swindon. The table below shows the LSOAs with the lowest average point score on the Early Years Foundation stage.

Average Point Score at Early Years Foundation Stage for the worst performing LSOAs in Wiltshire and Swindon

LSOA	Town	LA	Average total point score
Trowbridge Adcroft - Seymour	Trowbridge	Wiltshire	26.50
Cricklade central	Cricklade	Wiltshire	26.90
Warminster East - Woodcock	Warminster	Wiltshire	27.00
Salisbury St Edmund - south	Salisbury	Wiltshire	27.80
Trowbridge Park - central	Trowbridge	Wiltshire	28.40
Upper Stratton south east	Swindon	Swindon	28.60
Westbury Laverton - central	Westbury	Wiltshire	29.30
Trowbridge Adcroft - Canal Road	Trowbridge	Wiltshire	29.30
Malmesbury north west	Malmesbury	Wiltshire	29.50
Corsham east	Corsham	Wiltshire	29.60

Source: Department for Education (DfE) 2013/14

Three of the ten lowest performing neighbourhoods were found in Trowbridge, with eight of the remaining ten located in small towns across Wiltshire. Only one of the ten worse performing wards was located in Swindon. This supports the findings above that while early years attainment across Wiltshire as a whole is above average, more deprived children and communities across the Local Authority perform less well than across deprived communities in Swindon and elsewhere in England.

Educational attainment at primary school is mixed - Pupils in Swindon are outperforming national and regional comparators at Key Stage 1 but below average at Key Stage 2, while pupils in Wiltshire are performing slightly below average across both key stages 1 and 2

The table below compares pupil attainment on a selected set of Key Stage 1 indicators across Swindon, Wiltshire and comparator areas.

Attainment and outcomes at Key Stage 1

	Swindon unitary	Wiltshire unitary	South West	England
Reading: % Reaching the expected standard	75	75	75	75
Reading: % working at greater depth	26	25	26	25
Writing: % Reaching the expected standard	70	68	69	69
Writing: % working at greater depth	16	13	14	15
Maths: % Reaching the expected standard	77	74	75	76
Maths: % working at greater depth	23	20	21	22
Science: % Reaching the expected standard	83	83	83	82

Source: Department for Education (DfE) 2018/19

Swindon outperforms the national average on all Key Stage 1 measures with a higher proportion of pupils achieving expected grades for Writing, Maths and Science.

However, performance in Wiltshire is generally in line or below the national and regional average. This may reflect some of the challenges in early years outcomes identified above, with those disadvantaged groups in early years falling further behind as school years progress. However, it is difficult to conclude too much from the aggregate data, particularly

as attainment outcomes do not differ greatly from the national average. There are also considerable differences in attainment across neighbourhoods in Wiltshire.

The table below shows the 10 LSOAs with the lowest average point score at Key Stage 1 in 2013/14 (the most recent year at which neighbourhood data was published).

Average Point Score at Key Stage 1 for the worst performing LSOAs in Wiltshire and Swindon (2013/14)			
LSOA	Town	LA	Average total point score
Calne Abberd - south	Calne	Wiltshire	11.30
Toothill west	Swindon	Swindon	12.60
Dorcan central	Swindon	Swindon	12.80
Park South south west	Swindon	Swindon	13.30
Durrington - north	Durrington	Wiltshire	13.30
Chippenham Hill Rise - north west	Chippenham	Wiltshire	13.40
Berryfield & Bowerhill (part)	Melksham	Wiltshire	13.40
Trowbridge John of Gaunt - Studley Green	Trowbridge	Wiltshire	13.60
Warminster East - Boreham	Warminster	Wiltshire	13.60
Chippenham Queens - east	Chippenham	Wiltshire	13.70

Source: Department for Education (DfE) 2013/14

Again, this shows that low performing neighbourhoods are found in towns across Wiltshire and Swindon rather than concentrated in specific areas.

The table below compares pupil attainment on a selected set of Key Stage 2 indicators across Swindon, Wiltshire and comparator areas.

Attainment and outcomes at Key Stage 2 – 2018/19				
	Swindon unitary	Wiltshire unitary	South West	England
Reading: % Reaching the expected standard	62	64	64	65
Reading: % working at greater depth	9	10	10	11

Source: Department for Education (DfE) 2018/19

Wiltshire and Swindon both have a lower proportion of pupils achieving the expected and higher standard at Key Stage 2. Again, there is some variation at neighbourhood level as shown in the table below which lists the 10 LSOAs with the lowest average point score at Key Stage 2 in 2013/14 (the most recent year at which neighbourhood data was published).

Average Point Score at Key Stage 2 for the worst performing LSOAs in Wiltshire and Swindon

LSOA	Town	LA	Average total point score
Salisbury Bishopdown - south	Salisbury	Wiltshire	24.4
Melksham North - north east	Melksham	Wiltshire	24.5
Trowbridge Adcroft - Seymour	Trowbridge	Wiltshire	24.7
Salisbury St Martin - central	Salisbury	Wiltshire	24.9
Heytesbury & Mid Wylde south		Wiltshire	24.9
Westbury Ham - west	Westbury	Wiltshire	24.9
Pinehurst south east	Swindon	Swindon	25.1
Calne Abberd - north	Calne	Wiltshire	25.5
Melksham North - south west	Melksham	Wiltshire	25.7
Trowbridge John of Gaunt - Studley Green	Trowbridge	Wiltshire	25.7

Source: Department for Education (DfE) 2013/14

These are predominantly located in Wiltshire, with nine of the 10 lowest performing neighbourhoods found in Wiltshire, including two in Trowbridge (neighbourhoods which also featured among the LSOAs with the lowest EYFS and Key Stage 1 attainment levels), two in Melksham and two in Salisbury. Only one LSOA in Swindon featured among the LSOAs with the lowest attainment levels at key stage 2.

However, Wiltshire outperforms the national average in terms of secondary school attainment with a higher proportion of people achieving benchmark targets at GCSE

The table below compares pupil attainment on a selected set of Key Stage 4 indicators across Swindon, Wiltshire and comparator areas.

Attainment and outcomes at Key Stage 4

	Swindon unitary	Wiltshire unitary	South West	England
Average Attainment 8 score of all pupils	46.5	48.2	46.7	46.9
Percentage of pupils achieving grades 5 or above in English and Mathematics GCSEs	42.4	45.6	42.6	43.5
Percentage of pupils achieving grades 4 or above in English and Mathematics GCSEs	65.3	67.7	65.1	65.0
Average Progress 8 score per pupil	-0.1	0.1	-0.1	0.0

Source: Department for Education (DfE) 2018/19

Wiltshire outperforms the national and regional average on each of the key measures as well as showing above average progress from Key Stage 2 to Key Stage 4. By contrast, Swindon performs less well and pupils show less progress. This suggests that on average, while pupils in Wiltshire are behind the national average in primary education, they tend to catch up at secondary and perform better than the national average, while those in Swindon fall further behind.

Again it is important to emphasise that this represents the average performance across each Local Authority and there is strong evidence that certain neighbourhoods perform particularly badly.

The table below shows the 10 LSOAs in Wiltshire and Swindon with the lowest average point score at Key Stage 4 in 2013/14 (the most recent year at which neighbourhood data was published).

Average Point Score at Key Stage 4 for the worst performing LSOAs in Wiltshire and Swindon			
LSOA	Town	LA	Average total point score
Park South central	Swindon	Swindon	226.9
Pinehurst west	Swindon	Swindon	233.5
Moredon west	Swindon	Swindon	258.1
Upper Stratton south east	Swindon	Swindon	262.7
Rodbourne south	Swindon	Swindon	266.1
Pinehurst north	Swindon	Swindon	272.3
Bradford on Avon South – east	Bradford-on-Avon	Wiltshire	272.5
Shalbourne, Grafton & Chute	Shalbourne	Wiltshire	275.0
Trowbridge Adcroft – Seymour	Trowbridge	Wiltshire	275.3
Marlborough East – north	Marlborough	Wiltshire	275.3

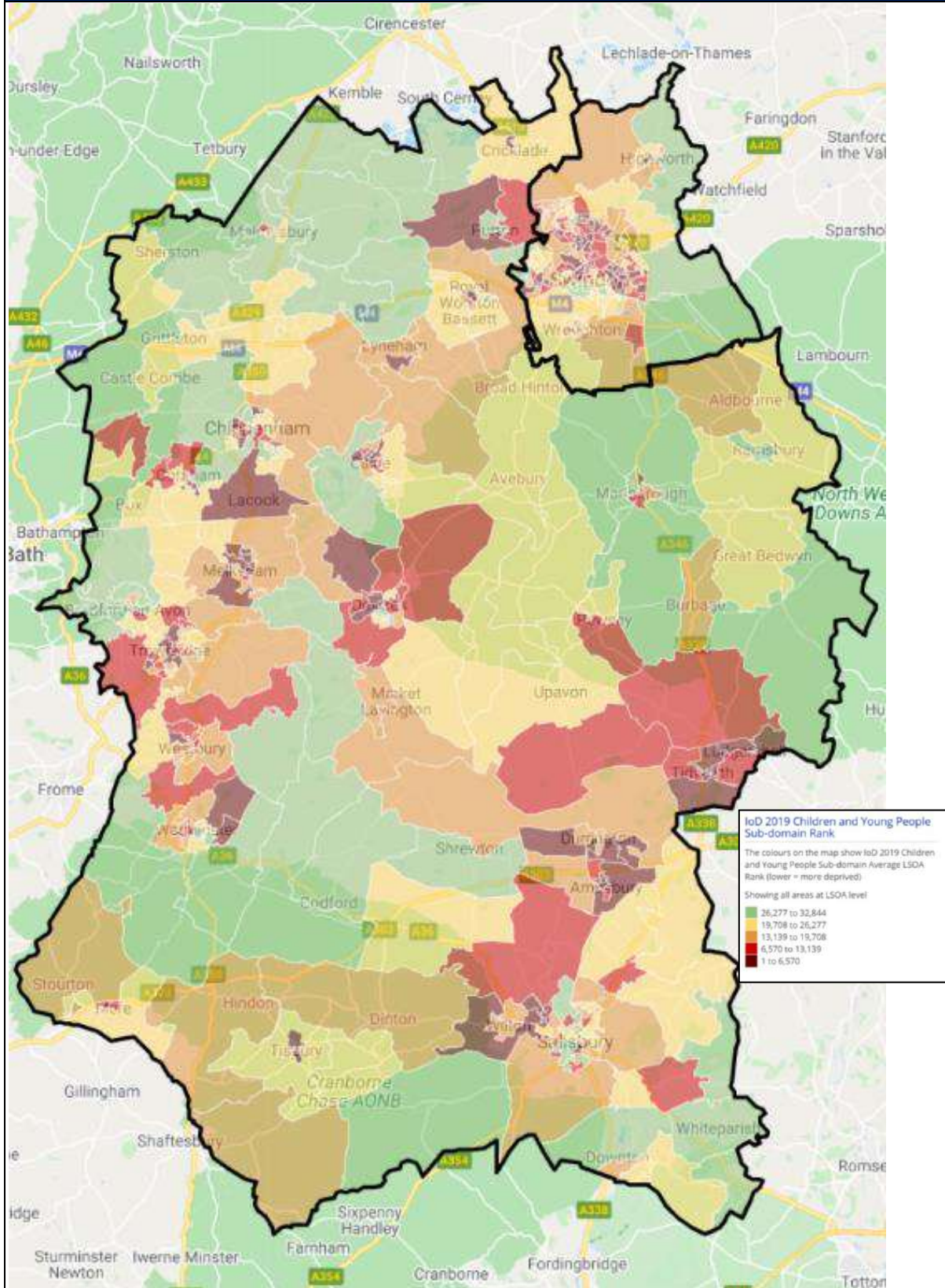
Source: Department for Education (DfE) 2013/14

Neighbourhoods in Swindon feature more prominently among the lowest performing neighbourhoods, with each of the six lowest performing neighbourhoods located in the town. This reflects the Local Authority picture where Swindon performs relatively poorly compared with Wiltshire at Key Stage 4. Nevertheless, there is also evidence of neighbourhoods in Wiltshire performing poorly on this measure, most notably Trowbridge Adcroft – Seymour, which features among the 10 LSOAs with the lowest educational attainment at Early Years Foundation Stage, Key Stage 2 and Key Stage 4.

There are pockets of very high educational deprivation among children and young people, with 14 neighbourhoods in Wiltshire and Swindon ranked among the most deprived 10% in England on the Children and Young People Education deprivation domain

Many of these neighbourhoods also perform badly in a national context. The Indices of Deprivation (ID) 2019 Children and Young People subdomain can be used to identify hotspots of educational disadvantage across neighbourhoods in Wiltshire and Swindon. The Children and Young People sub domain is a composite measure, which combines data on pupil attainment at Key Stage 2 and 4, pupil absence, staying on at school rates and information on pupils not entering Higher Education. The map below shows the distribution of neighbourhoods across Wiltshire and Swindon with the highest levels of deprivation on the 2019 Children Young People sub domain – with areas shaded brown identified as those ranked among the most deprived 20% in England on the measure.

ID 2019 Children and Young People sub-domain



32 neighbourhoods in Swindon and 53 neighbourhoods in Wiltshire are ranked among the most deprived 20% in England on this indicator, including seven in Melksham, five in Trowbridge, five in Salisbury, three in Calne, three in Chippenham and three in Amesbury.

Three neighbourhoods rank as extremely deprived on this measure – among the most deprived 1% of LSOAs in England:

- Melksham North - north east (ranked 23rd most deprived of 32,844 LSOAs in England – where 1 is most deprived in the country)
- Trowbridge John of Gaunt - Studley Green (ranked 122nd most deprived of 32,844 LSOAs in England)
- Penhill central (ranked 158/32,844)

Pupils from disadvantaged backgrounds perform particularly badly across Wiltshire both relative to non-disadvantaged pupils and compared to disadvantaged pupils elsewhere in the country

A similar pattern can be seen in the table below which compares the performance of 'disadvantaged' and non-disadvantaged pupils across Wiltshire and Swindon and the regional and national average. Pupils are defined as disadvantaged if they are known to have been eligible for free school meals in the past six years (from year 6 to year 11), if they are recorded as having been looked after for at least one day or if they are recorded as having been adopted from care.

Attainment and outcomes at Key Stage 4 for disadvantaged and non-disadvantaged pupils– 2018/19				
	Swindon unitary	Wiltshire unitary	South West	England
% of disadvantaged pupils achieving grade 9-5 in both English and mathematics GCSEs	25.0	20.3	20.2	24.8
% of non-disadvantaged pupils achieving grade 9-5 in both English and mathematics GCSEs	43.4	51.7	48.6	50.1
Disadvantaged/ non-disadvantaged pupils achieving grade 9-5 in both English and mathematics GCSEs – Attainment Gap	18.4	31.4	28.4	25.4
% of disadvantaged pupils achieving grade 9-4 in both English and mathematics GCSEs	45.5	41.2	40.3	44.9
% of non-disadvantaged pupils achieving grade 9-4 in both English and mathematics GCSEs	79.8	81.8	82.0	88.3
Disadvantaged/ non-disadvantaged pupils achieving grade 9-4 in both English and mathematics GCSEs – Attainment Gap	34.3	40.7	41.7	43.5
Average Attainment 8 score per pupil - disadvantaged pupils	36.1	34.2	34.0	36.8
Average Attainment 8 score per pupil - non disadvantaged pupils	47.8	51.5	50.1	50.5
Gap in Attainment 8 score between disadvantaged/ non-disadvantaged pupils	11.7	17.3	16.1	13.7

Source: Department for Education (DfE) 2018/2019

The table shows that there is a notable attainment gap between disadvantaged and non-disadvantaged pupils across Swindon, Wiltshire, the region and England alike. However, the attainment gap between pupils from disadvantaged backgrounds and non-disadvantaged backgrounds is considerably greater in Wiltshire than across Swindon, the regional and the national average. Disadvantaged pupils perform worse than disadvantaged pupils

elsewhere in England on all key measures, while non-disadvantaged pupils outperform pupils elsewhere. This suggests that while Wiltshire on average performs better than the national average, deprived students are falling further behind. This can also be seen when performance is compared against the performance across Swindon – the overall performance of students in Swindon is lower than in Wiltshire – however, disadvantaged pupils in Swindon outperform disadvantaged pupils in Wiltshire across all benchmark measures.

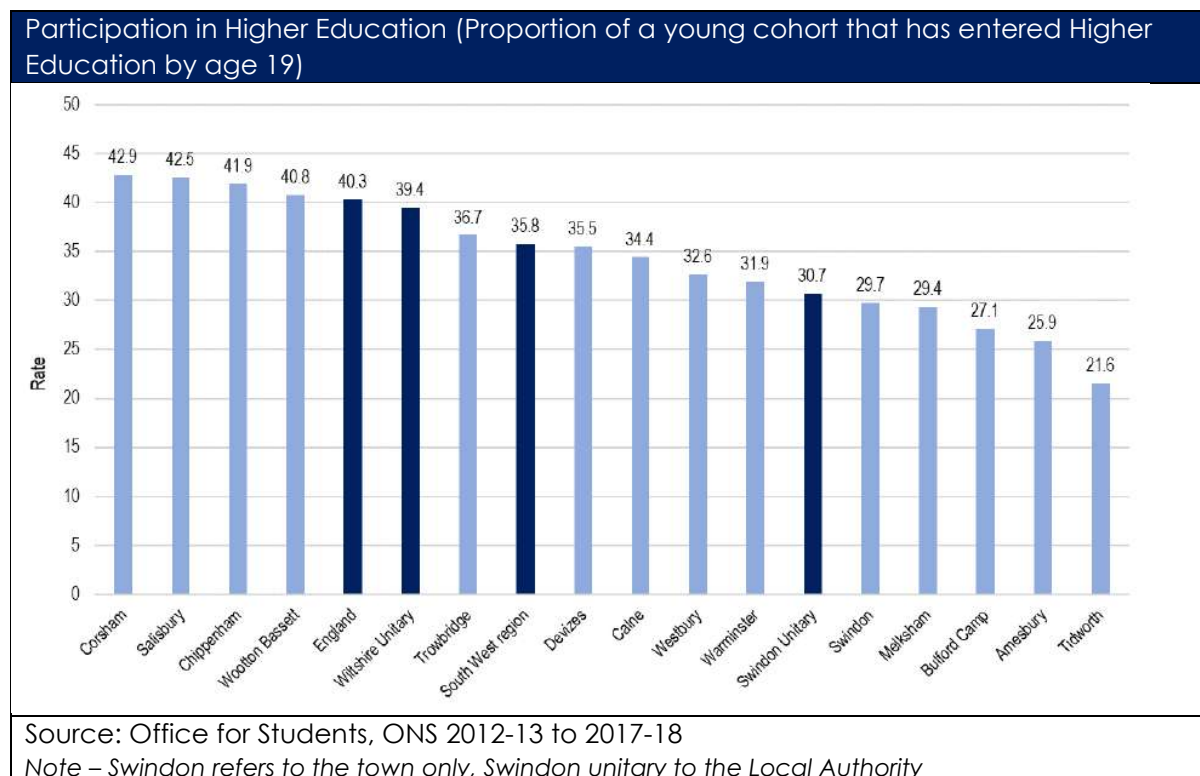
Both Wiltshire and Swindon are ranked among the bottom quartile of Local Authorities for social mobility among young adults...

The challenges identified in educational outcomes for disadvantaged children can also be seen for older age groups as evidenced in the Social Mobility Index – ‘Youth’ domain, which tracks outcomes for disadvantaged young adults across Local Authorities in England in terms of entry to higher education and prevalence of young adults Not in Education, Employment or Training (NEET). Both Wiltshire and Swindon perform relatively poorly on these measures (ranked 251 and 254 respectively out of 324 Local Authorities – where 324 = lowest levels of social mobility) indicating challenges among this age group across the area.

...with young adults living in Wiltshire and Swindon less likely to progress to Higher Education than the national average

A relatively low proportion of young people progress to Higher Education, with 39.4% of the 14-17 cohort participating in Higher Education by the time they turned 19 in Wiltshire and 30.7% in Swindon – lower than the average across England as a whole (40.3%). This is likely to be linked to a combination of the low levels of educational attainment across all Key Stages in Swindon and some of the larger towns and the lack of higher educational provision in the area leading to people travelling further to access higher education.

This is particularly evident when looking at higher education participation at town level – as shown in the chart below.



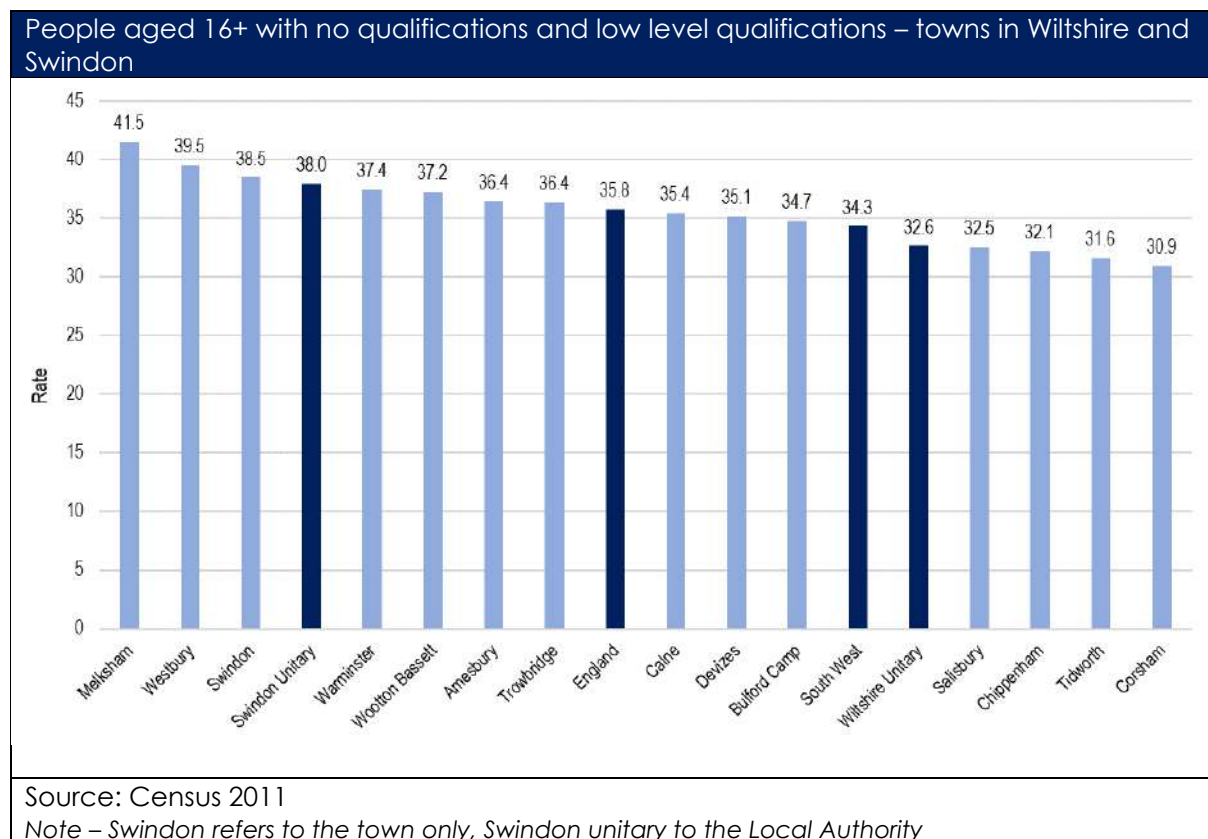
Ten of the 14 largest towns in Wiltshire have a lower proportion of people attending Higher Education than the national average. Tidworth has the lowest proportion of children going on to Higher Education (with 20% of young adults participating in Higher Education by age 19) – approximately half the national average. Melksham, Swindon and Amesbury also feature among the towns with the lowest levels of Higher Education participation – reflecting the relatively high levels of child education deprivation (identified in the Indices of Deprivation map above) in these towns.

A relatively low proportion of adults have no qualifications across Wiltshire and Swindon, however the proportion with 'low' qualifications is above the regional and national average

The chart below shows the proportion of people with no qualifications and low qualifications (highest qualifications at level 1 – equivalent of 1+O level passes, 1+CSE/GCSE any grades, NVQ level 1, Foundation GNVQ) across Wiltshire and Swindon and regional and national averages.

A comparatively low proportion of people have no qualifications at all – 18.6% in Wiltshire and 20.5% in Swindon, compared with 20.7% in the South West and 22.5% across England. By contrast, a relatively high proportion of people have low qualifications - 17.6% in Swindon and 14% in Wiltshire, compared with 13.6% in the South West and 13.3% in England – this group is likely to face additional challenges in the labour market.

Breaking the data down to town level reveals that a higher proportion of people have no or low qualifications (compared with the national average) in seven of the 14 major towns. Melksham has the highest proportion with no or low qualifications (41.5%), followed by Westbury (39.5%).



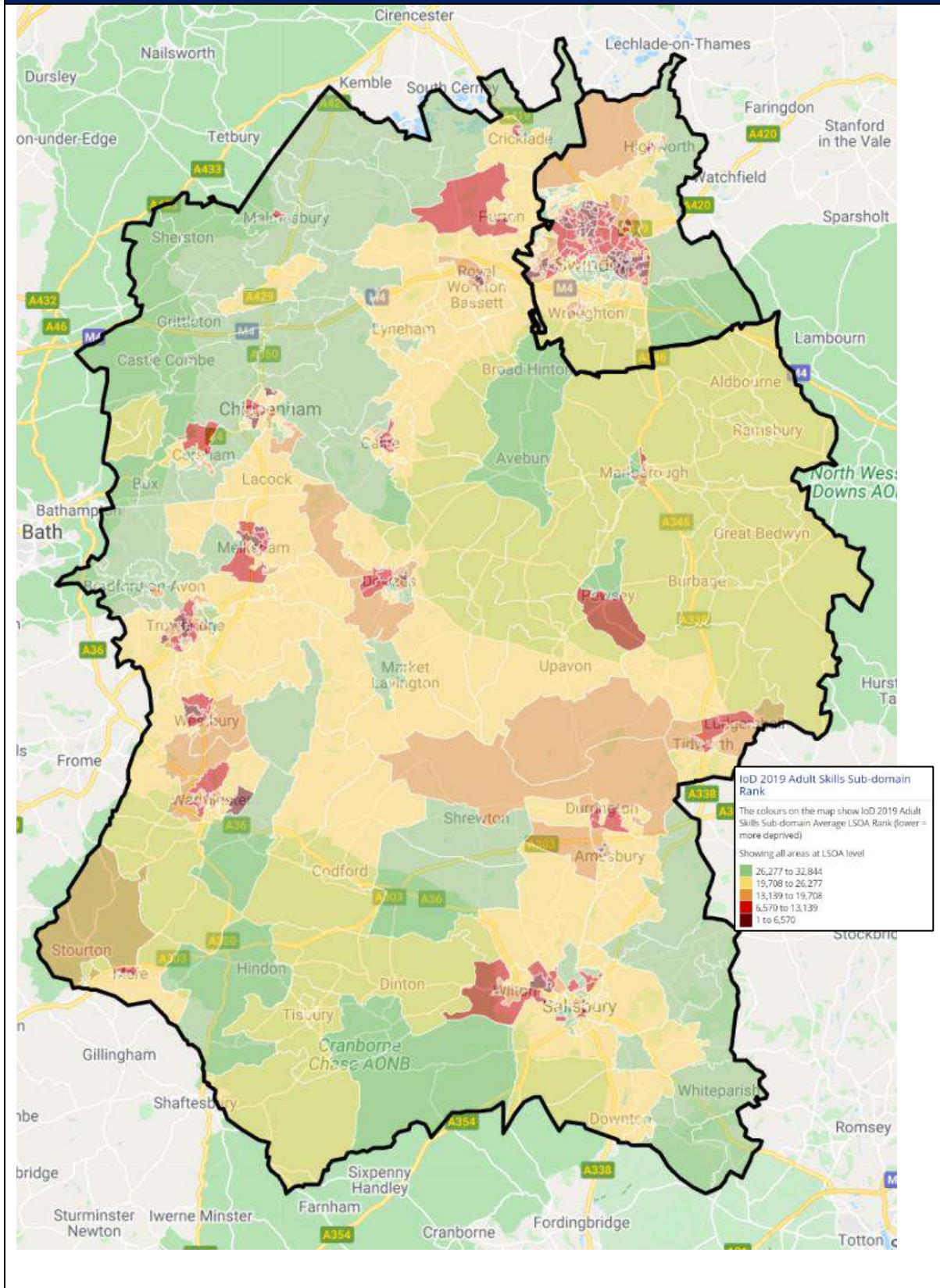
In 32 neighbourhoods across Wiltshire and Swindon more than half of all residents have no or low qualifications

Drilling down further to neighbourhood level reveals 32 neighbourhoods where more than half of all adults have low or no qualifications. The majority of these neighbourhoods are concentrated in Swindon (23 of the 32 neighbourhoods) - with low qualifications particularly evident in the Penhill and Walcot areas of the town.

In total, 42 neighbourhoods (27 in Swindon and 15 in Wiltshire) fall within the most deprived 20% in England on the Indices of Deprivation (ID) 2019 Adult Skill subdomain – which measures the proportion of people with either no or low qualifications or low or no proficiency in English.

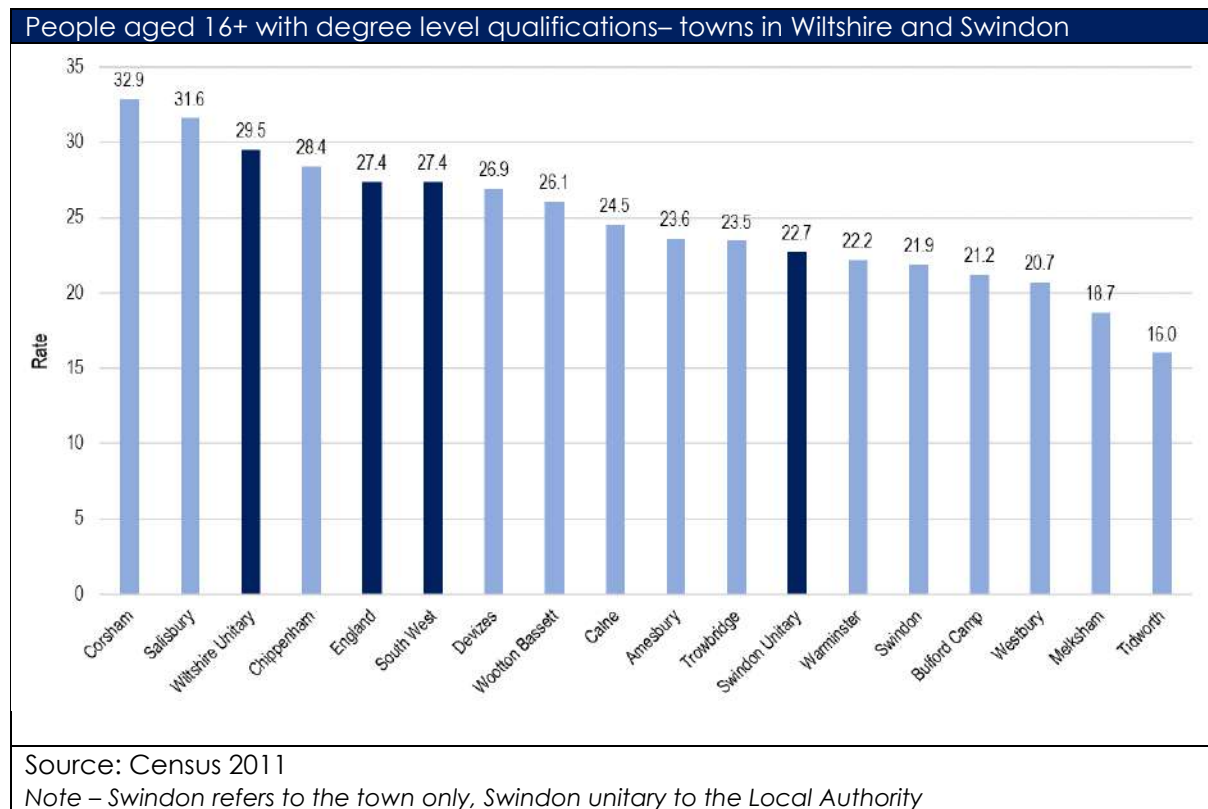
The map below shows the distribution of neighbourhoods across Wiltshire and Swindon with the highest levels of deprivation on the 2019 Adult skills sub domain– with areas shaded brown identified as ranked among the most deprived 20% in England on the measure. It is evident from the map that there are high concentrations in the outlying housing estates in Swindon and the larger towns in Wiltshire.

ID 2019 Adult skills sub domain



There are relatively low proportions of people with 'high level qualifications' across the major towns in Wiltshire and Swindon - 10 of the 14 largest towns have a lower proportion of degree educated residents than the national average.

The chart below shows the proportion of people with level 4 (degree level qualifications) or above across the 14 largest towns in Wiltshire and Swindon.



The chart reveals that of the 14 major towns in Wiltshire and Swindon, only three – Corsham, Salisbury and Chippenham have a higher proportion of degree educated residents than the national average (27.7%). In the case of Salisbury this may reflect the town's status as a historic county town, while Corsham and Chippenham are relatively well positioned for commuting to Bath and Bristol. By contrast, less than one in five residents in Melksham and Tidworth are educated to degree level. This is likely to be linked to the low levels of participation in higher education among young people in these neighbourhoods and suggests that the educational challenges experienced in these towns spread across all age groups from children to young people and on into adulthood. The lack of higher education provision in Wiltshire may provide a barrier to attracting graduates to some of the major towns. However, rural areas are relatively well qualified, with 33.3% of people living in rural Wiltshire educated to degree level, compared with 29.7% across rural England as a whole.

Health, wellbeing and disability

Information on health and wellbeing is essential to understanding the needs and services required by people living in local areas across Wiltshire and Swindon.

Executive summary

People in Wiltshire and Swindon live, on average healthier lives than across England as a whole, with higher life expectancies and lower levels of long-term illness or disability.

However, this overall picture masks high levels of inequality across the area. This is particularly evident when comparing inequalities in life expectancy across the area – people living in the Adcroft area of Trowbridge can expect to live between 10 and 13 years less than in other parts of Wiltshire and Swindon. Gaps in healthy life expectancy are even greater for people living in the Park, Penhill and Walcot areas of Swindon –with people on average expected to live less than 18 years of healthy life compared to those living in parts of rural Wiltshire; and where more than one-in-five working age adults has a limiting long-term illness or disability in the worst affected areas within these Swindon neighbourhoods.

However, there are pockets of high health needs throughout Wiltshire and Swindon, with 36 neighbourhoods ranked among the most deprived 20% in England in terms of levels of working age people with a limiting long-term illness – spread across nine towns in the area.

This has impacted on labour market participation in these areas, with 22 neighbourhoods in Wiltshire and Swindon (16 in Swindon 6 in Wiltshire) showing more than double the rate of worklessness from health related conditions than the national average – in the most acutely affected areas of Penhill in Swindon – one in five working age adults were unable to work due to sickness and disability.

LSOAs with the highest proportion of people claiming out of work benefits due to long term illness or disability in Wiltshire and Swindon

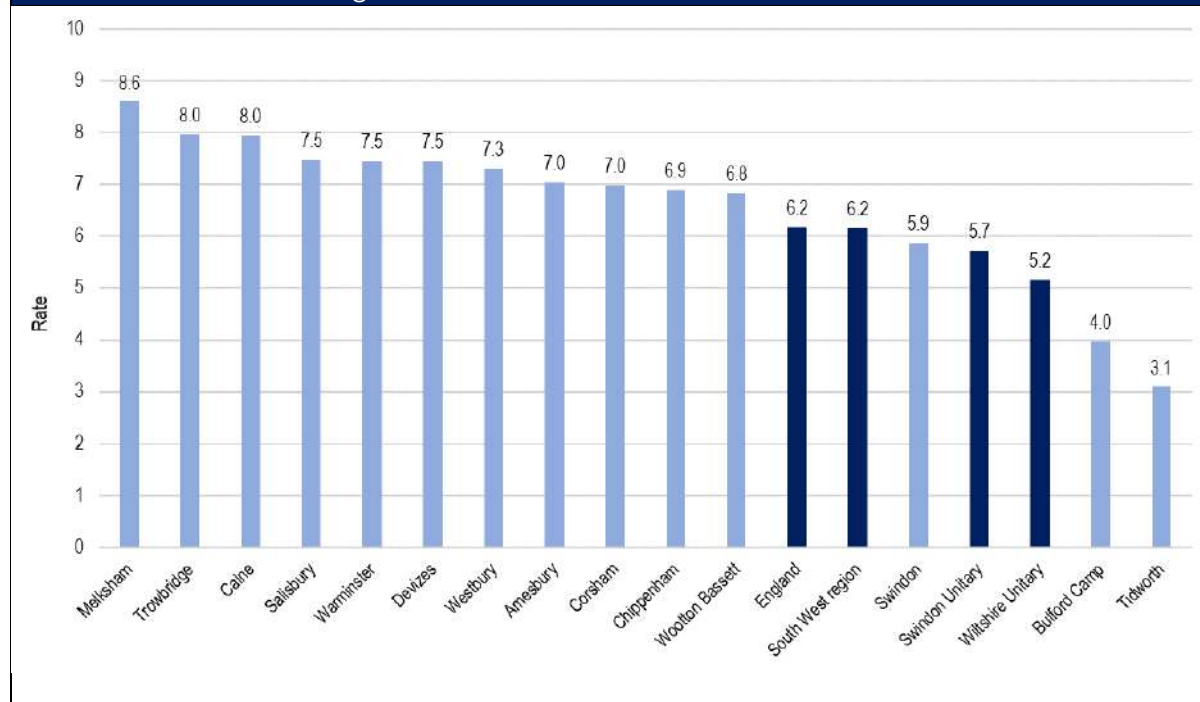
Area Name (LSOA)	Town	People receiving out of work sickness benefits (%)
Penhill east	Swindon	19.8
Penhill central	Swindon	19.5
Penhill north	Swindon	19.1
Pinehurst west	Swindon	18.8
Pinehurst south	Swindon	17.5
Stokesay Drive	Swindon	16.4
Chippenham Queens - east	Chippenham	16.0
Trowbridge John of Gaunt - Studley Green	Trowbridge	15.9
Park South central	Swindon	15.6
Pinehurst central	Swindon	14.4

Source: Department for Work and Pensions (DWP) May-2020

A relatively high proportion of these benefit recipients are claiming due to Mental health conditions. A large number of these neighbourhoods ranking in the most deprived 10% in England with the highest concentration of mood and anxiety disorders.

There is also widespread evidence of social care challenges arising from poor health and disability, with the proportion of people claiming Disability Living Allowance or Personal Independence payments above the national average in Melksham, Trowbridge, Calne, Salisbury, Warminster, Devizes, Westbury, Amesbury, Corsham, Chippenham and Wootton Bassett. Amesbury and Salisbury also had relatively high levels of older people with social care needs (receiving Attendance Allowance).

Proportion of people (aged under 65) claiming disability benefits to support their social care needs across the largest towns in Wiltshire and Swindon



Source: Department for Work and Pensions (DWP) May-2020

Mental health challenges were also widespread across Wiltshire with 11 of the 14 largest towns in Wiltshire containing at least one LSOA ranked among the most deprived 20% in England on the Indices of Deprivation Mood and Anxiety Disorder.

This is further evidenced by a relatively high proportion of people across Wiltshire and Swindon being admitted to hospital for self-harm. The highest rate of admissions is in Swindon itself, where residents are 80% more likely to self-harm, but admission rates were high across Wiltshire as a whole with 10 of the 14 large towns in Wiltshire exhibiting admission rates at above the national average. Furthermore, evidence from GP prescription records suggests that prevalence of depression was higher than the national average in seven towns across the area, including Swindon. Swindon also had additional specific health challenges with higher rates of obesity than the national average and higher mortality rates from dementia.

Health, wellbeing and disability: Key facts and figures

There is a high degree of inequality in life expectancy across Wiltshire and Swindon, with males in Winterslow and Alderbury living more than 10 years longer than in Trowbridge Adcroft; and females in Trowbridge Adcroft living nearly 13 years less than those in parts of Swindon (Blunsdon St Andrew).

The gaps in healthy life expectancy are even greater with some areas of Swindon expected to have 18 years lower healthy life expectancy than in areas of rural Wiltshire.

Wiltshire and Swindon have lower than average proportions of people workless due to sickness or disability; however, rates in 16 neighbourhoods in Swindon and 6 in Wiltshire are more than double the national average with just under one in five working age adults receiving sickness benefits in parts of Penhill.

The majority of large towns (11 out of 14) in Wiltshire and Swindon have a higher proportion of people receiving disability benefits to support their social care needs than the national average.

Wiltshire and Swindon have a marginally lower rate of people over the age of 65 who have social care needs and are claiming Attendance Allowance (10.9% and 10.8% respectively) compared to the national average (12.5%). However, Amesbury (14.4%) and Salisbury (12.7%) have higher levels of older people with social care needs (claiming Attendance Allowance) than the England average.

Swindon has the highest concentrations of people with poor mental health conditions with 11 LSOAs ranked among the most deprived 10% in England on the Indices of Deprivation Mood and Anxiety Disorders Indicator.

People in Wiltshire and Swindon are more likely to be admitted to hospital for self-harm than the national average, while Swindon also shows above expected levels of alcohol-related hospitalisations.

Suicide rates in Wiltshire (8.1 per 100,000) and Swindon (7.4 per 100,000) are below the national and regional average.

Swindon has a higher mortality rate from dementia (963.2 per 100,000) than the national average (904 per 100,000).

Health analysis

Life expectancy

There is a high degree of inequality in life expectancy across Wiltshire and Swindon, with males in Winterslow and Alderbury living more than 10 years longer than in Trowbridge Adcroft; and females in Trowbridge Adcroft living nearly 13 years less than those in parts of Swindon (Blunsdon St Andrew)

Male and female life expectancy at birth is higher across Wiltshire (81 for males and 84 for females) than across England as a whole (79 and 83 respectively) – while Swindon is in line with the national average.

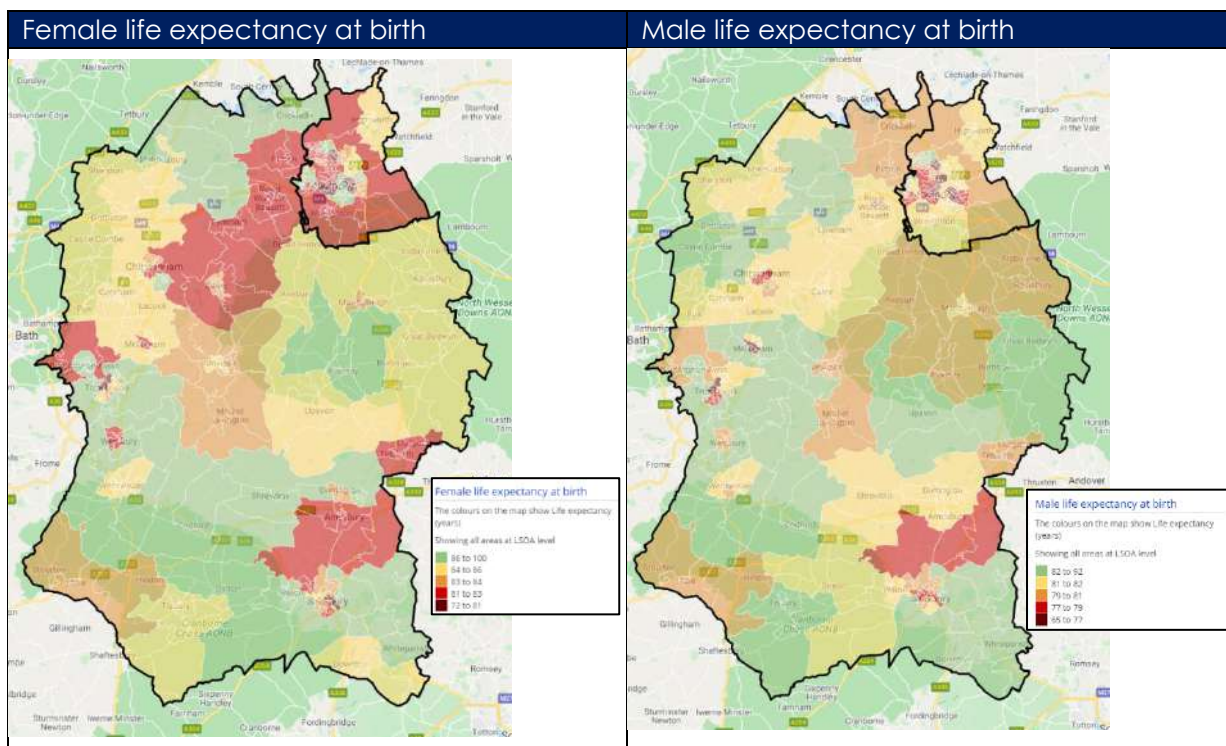
Life expectancy and healthy life expectancy for males and females in Wiltshire and Swindon				
	Life Expectancy		Healthy Life Expectancy	
	Females	Males	Females	Males
Swindon	83.0	79.7	65.2	64.4
Wiltshire	84.1	80.9	68.0	67.0
South West	83.7	80.0	66.7	65.1
England	83.1	79.5	64.8	63.5

Source: Office for National Statistics (ONS) 2013-2017 (Healthy life expectancy 2009-2013)

However, there is a degree of inequality across the area, with a 10 year age gap between male life expectancy in Trowbridge Adcroft (the neighbourhood with the lowest male life expectancy – 75.1) and Winterslow and Alderbury (the areas with the highest male life expectancy – 85.2). Trowbridge Adcroft also has the lowest female life expectancy and the inequality gap is even wider for female life expectancy, with females in Blunsdon St Andrew in Swindon living 12.8 years longer than females in Trowbridge Adcroft (90.8 compared with 78).

The map below shows the variation in male and female life expectancy across Wiltshire and Swindon, with areas shaded brown ranked among the 20% of neighbourhoods in England with the lowest average life expectancy and areas shaded green among the 20% of neighbourhoods with the highest average life expectancy. As can be seen in the maps below, areas with the lowest average life expectancy are concentrated in the major towns (Swindon, Trowbridge Melksham and Salisbury). This is particularly the case for male life expectancy, while a relatively large number of neighbourhoods in rural Wiltshire have lower female life expectancy than the national average, particularly in the north of Wiltshire. In total 36 neighbourhoods in Wiltshire and Swindon – spread across nine towns – are ranked among the 20% of areas with the highest levels of limiting long-term illness in England.

One outcome of this is that there are 22 areas in Wiltshire and Swindon where people are more than twice as likely to be out of work due to sickness or disability as the national average. This is a particular issue in the Penhill area of Swindon where approximately one in five working age adults are unable to work due to sickness or disability.



The gaps in healthy life expectancy are even greater with some areas of Swindon expected to have 18 years lower healthy life expectancy than in areas of rural Wiltshire

Male and female healthy life expectancy - the average number of years that an individual might expect to live in "good" health in their lifetime is higher in Wiltshire and Swindon than the national average as illustrated in the table above.

However, there are high levels of inequalities within Wiltshire and Swindon with evidence of low levels of healthy life expectancy across parts of Swindon (particularly the Walcot, Park and Penhill areas). Males living in Walcot East could expect to live 54.5 years of healthy life expectancy - approximately 10 years less than the national average (65) and more than 16 years less than the average across Alderbury in rural Wiltshire. The gap in healthy life expectancy is even larger for females – with females in the Walcot East area estimated to have an average healthy life expectancy of 55.7 years, compared with 73.7 in the Alderbury area – a gap of 18 years.

Limiting long-term illness and disability

Wiltshire and Swindon have a lower proportion of people with a limiting long-term illness than on average across England, but there are 101 neighbourhoods where the proportion is above average

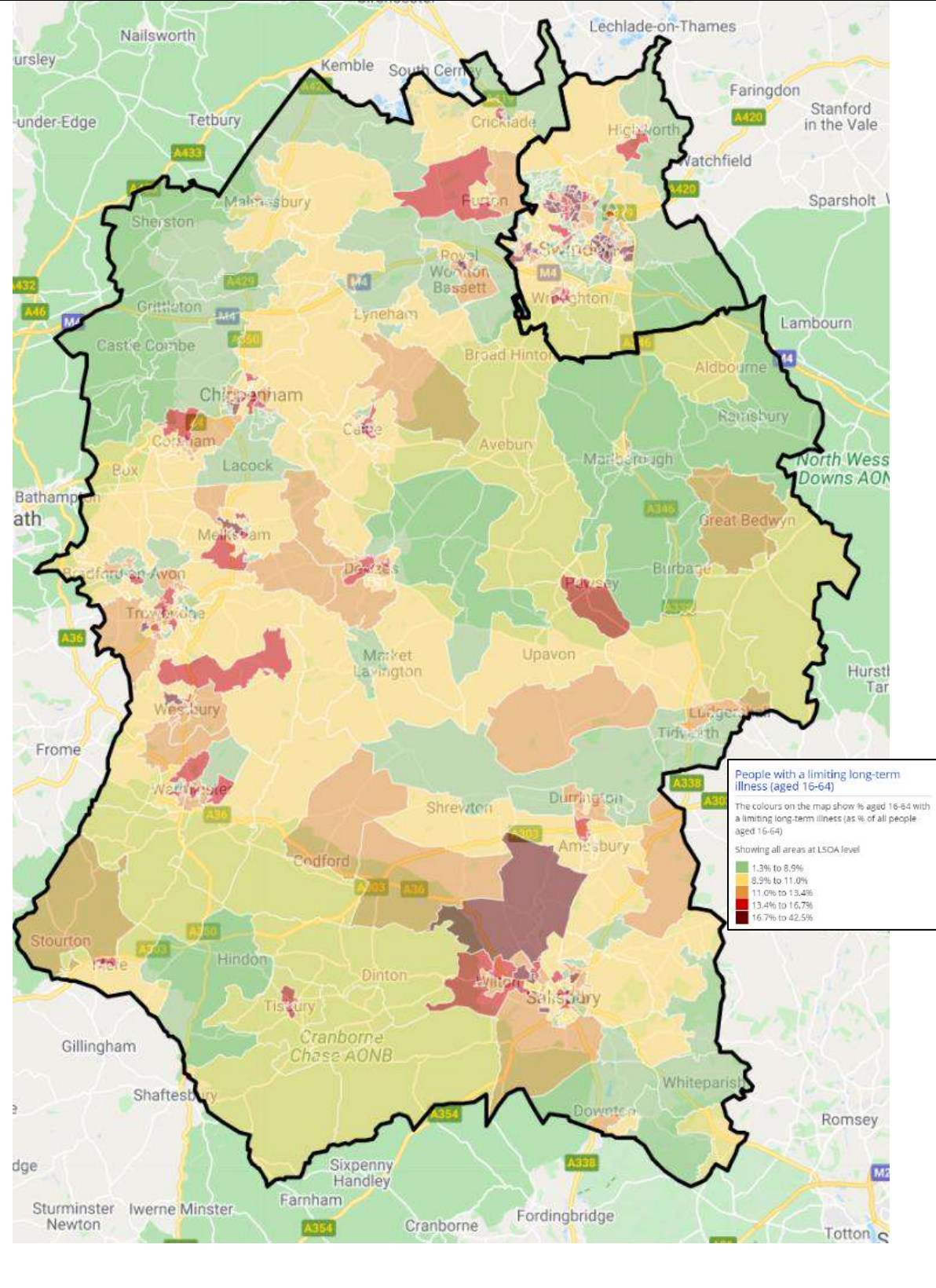
In terms of long-term health conditions, Wiltshire and Swindon have a lower proportion of people with a limiting long-term illness than the national average, with 10.7% and 11.3% of 16-64 years olds self-reporting that they have a long-term illness compared to 12.7% across England as a whole. However, there are 101 neighbourhoods within Wiltshire and Swindon, with a higher proportion of working age people with a long-term illness than the average across England. In four areas, more than one-in-five working age adults have a limiting long-

term illness: Pinehurst west (21.9%), Park North north (21.5%) Penhill east (20.5%) and Chippenham Queens - east (20.9%).

The map below shows the neighbourhoods with the highest prevalence of working age adults (aged 16-64) with a limiting long-term illness. Areas shaded brown are ranked among the 20% of neighbourhoods in England with the highest proportion of people with a limiting long-term illness.

Swindon contains the highest number of neighbourhoods ranked among the 20% with the highest levels of limiting long-term illness in the country (with 25 neighbourhoods ranked in the most deprived 20%). However, high levels of limiting long-term illness are also evident across Wiltshire, with 11 neighbourhoods ranked among the top 20% in England, dispersed across Salisbury, Westbury, Trowbridge, Wootton Bassett, Chippenham, Calne and in rural areas north of Salisbury (South Newton, Great Wishford, Durnford & Woodfords).

Limiting long-term illness (aged 16-64)



Wiltshire and Swindon have lower than average proportions of people workless due to sickness or disability; however, rates in 22 neighbourhoods are more than double the national average with just under one in five working age adults receiving sickness benefits in parts of Penhill

4.9% of people in Wiltshire and 6.3% of people in Swindon are receiving out of work benefits due to sickness or disability⁶, compared with 6.7% across England as a whole.

22 neighbourhoods in Wiltshire and Swindon (16 in Swindon 6 in Wiltshire) have more than double the national average of the working age population claiming benefits due to sickness/disability. The table below lists the ten LSOAs with the highest rates in Wiltshire and Swindon by town. Eight of the top 10 are located in Swindon, with the three highest proportions found in the Penhill area of the town (where just under one in five working age adults are in receipt of out of work benefits due to sickness and disability).

LSOAs with the highest proportion of people claiming out of work benefits due to long term illness or disability in Wiltshire and Swindon		
Area Name (LSOA)	Town	People receiving out of work sickness benefits (%)
Penhill east	Swindon	19.8
Penhill central	Swindon	19.5
Penhill north	Swindon	19.1
Pinehurst west	Swindon	18.8
Pinehurst south	Swindon	17.5
Stokesay Drive	Swindon	16.4
Chippenham Queens - east	Chippenham	16.0
Trowbridge John of Gaunt - Studley Green	Trowbridge	15.9
Park South central	Swindon	15.6
Pinehurst central	Swindon	14.4

Source: Department for Work and Pensions (DWP) May-2020

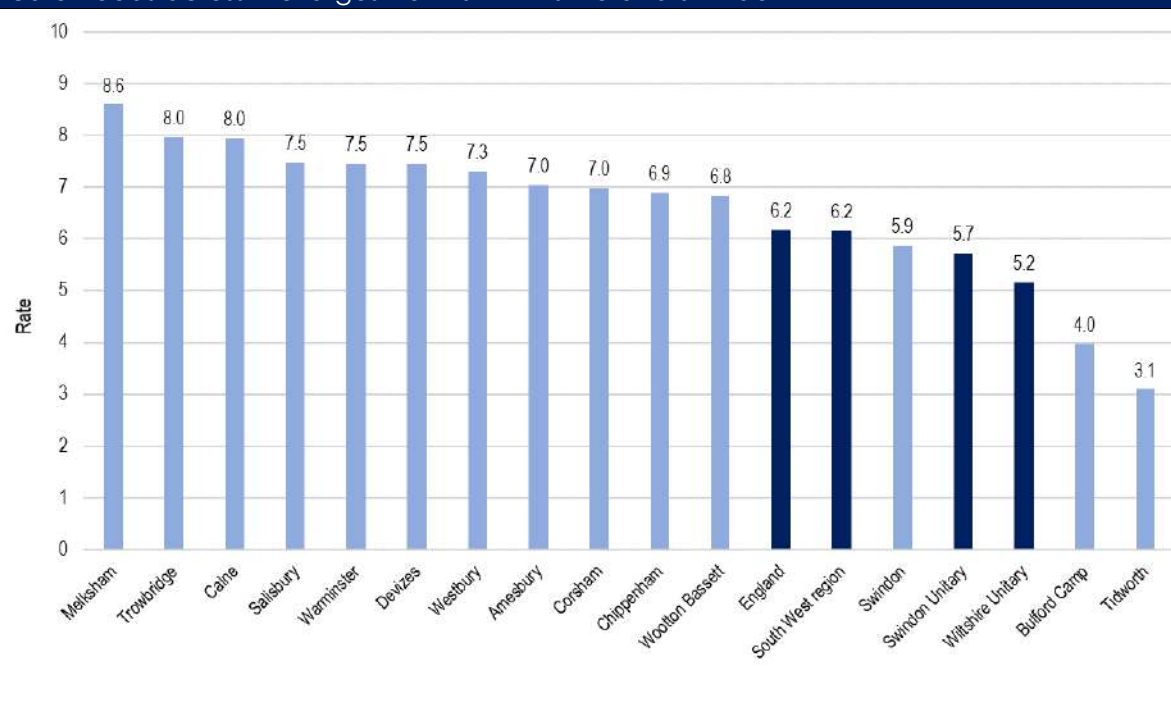
The majority of large towns in Wiltshire and Swindon have a higher proportion of people receiving disability benefits to support their social care needs than the national average

The chart below shows the proportion of people aged under 65 claiming disability benefits⁷ in Wiltshire, Swindon and each of the 14 largest towns in Wiltshire and Swindon – these are benefits payable to people to provide social care or mobility support to manage their disabling condition (regardless of their financial circumstances). Wiltshire and Swindon have lower proportions of people – 5.2% and 5.7% respectively, compared with 6.2% across England. However, concentrations are relatively high in a number of towns – with 11 of the 14 largest towns having a higher proportion of disability benefit claimants than the national average (5.7%). Melksham (8.6%) has the highest proportion of such claimants.

⁶ Employment and Support Allowance, Incapacity Benefit, Severe Disablement Allowance and Universal Credit in the no work requirement group

⁷ Disability Living Allowance/Personal Independence Payment

Proportion of people (aged under 65) claiming disability benefits to support their social care needs across the largest towns in Wiltshire and Swindon



Source: Department for Work and Pensions (DWP) May-2020

Note – Swindon refers to the town only, Swindon unitary to the Local Authority

There are fourteen neighbourhoods within Wiltshire and Swindon where the proportion of people claiming disability benefits is approximately double the national average (6.2%), with more than 12% of the working age population claiming disability benefits. These are shown in the table below.

LSOAs with the highest proportion of people (aged under 65) claiming disability benefits to support their social care needs in Wiltshire and Swindon

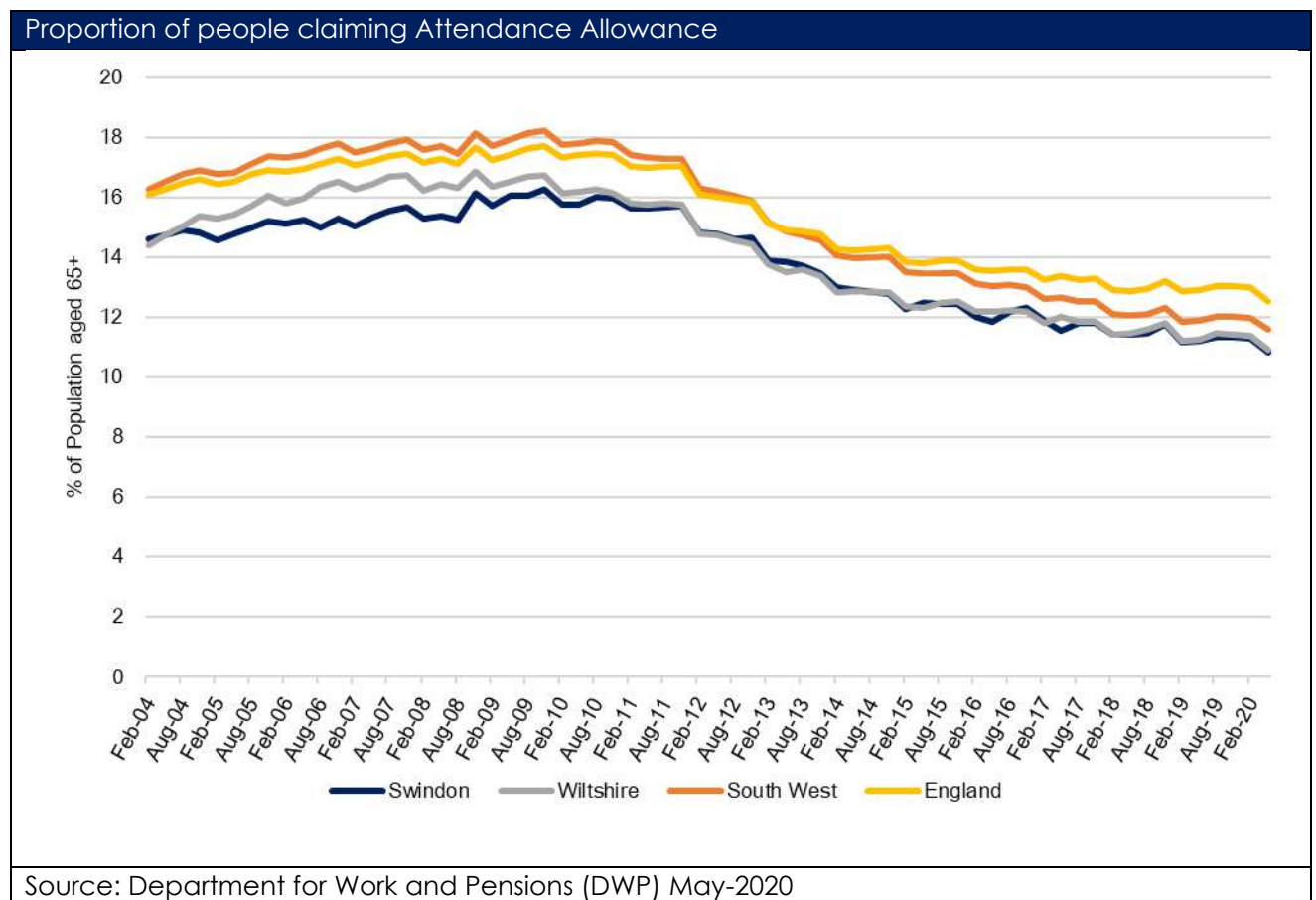
Area Name (LSOA)	Town	People receiving DLA, PIP < 65 (%)
Upper Stratton south east	Swindon	16.5
Pinehurst west	Swindon	15.2
Trowbridge John of Gaunt - Studley Green	Trowbridge	14.3
Chippenham Queens - east	Chippenham	13.8
Walcot East north west	Swindon	13.7
Park South central	Swindon	13.5
Pinehurst south	Swindon	12.8
Chippenham Hill Rise - north west	Chippenham	12.6
Penhill north	Swindon	12.6
Penhill east	Swindon	12.5
Moredon west	Swindon	12.4
Westbury Ham - west	Westbury	12.3
Pinehurst central	Swindon	12.3
Moredon central	Swindon	12.3

Source: Department for Work and Pensions (DWP) May-2020

Ten of the 14 areas are located in Swindon (predominantly in the Pinehurst and Penhill areas of the town) two in Chippenham (Queens – east and Hill Rise - north west) one in Trowbridge (John of Gaunt - Studley Green) and one in Westbury (Ham – west). Eight of the areas also featured among the 10 neighbourhoods with the highest proportion of people out of work due to sickness or disability.

Wiltshire and Swindon have a marginally lower rate of people over the age of 65 who have social care needs and are claiming Attendance Allowance compared to the national average

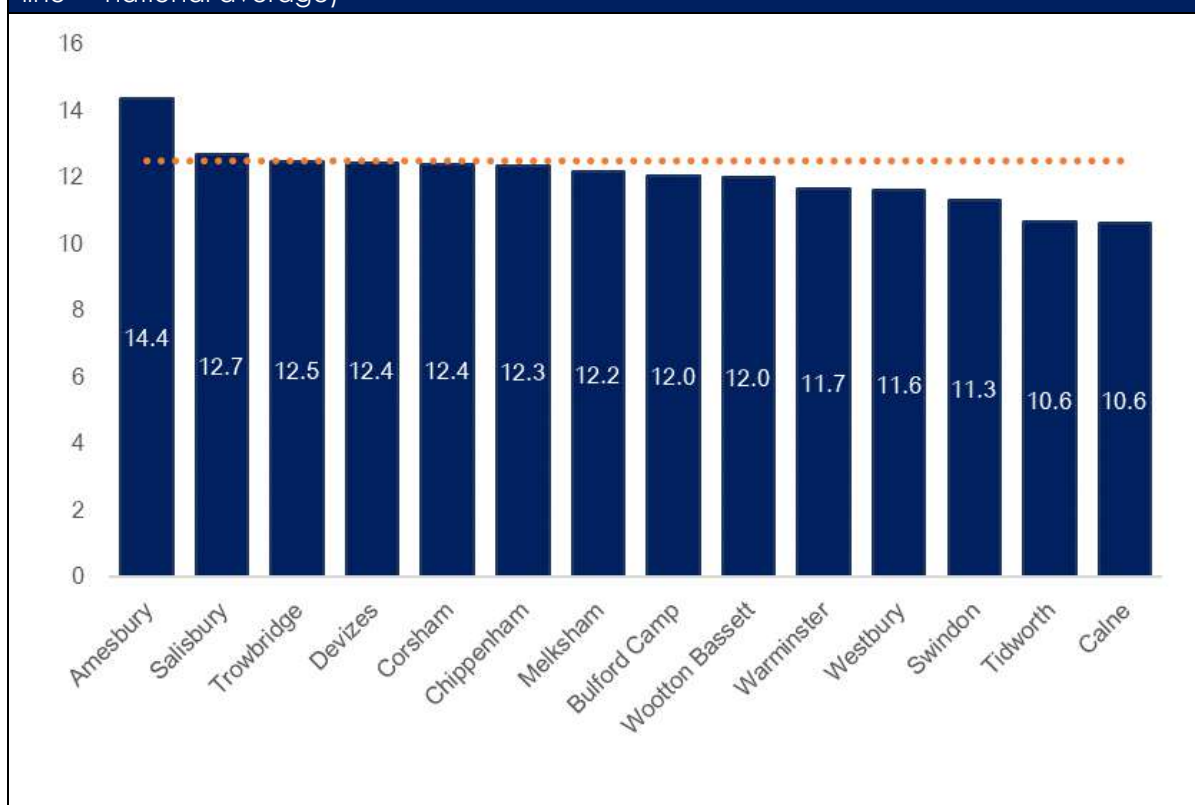
Attendance Allowance is payable to older people with high social care needs due to poor health or disability. The chart below tracks Attendance Allowance claimant rates across Wiltshire, Swindon and comparator areas. The chart shows Attendance Allowance claimant rates across Wiltshire and Swindon has mirrored the trend across the South West and England as a whole since 2004 though claimant rates have been consistently below the national average.



However, Amesbury and Salisbury have higher levels of older people with social care needs (claiming Attendance Allowance) than the England average

The chart below shows the towns in Wiltshire and Swindon ranked in terms of proportion of people aged 65+ claiming Attendance Allowance. Amesbury (14.4%) has the highest rate of Attendance Allowance claimants across Wiltshire and Swindon.

Proportion of people claiming Attendance Allowance (% of population aged 65+) (dotted line = national average)



Source: Department for Work and Pensions (DWP) May-2020

The table below shows the 10 LSOAs with the highest Attendance Allowance claimant rates. In each of these neighbourhoods more than 20% of those aged 65+ are receiving Attendance Allowance. The LSOAs are relatively dispersed rather than concentrated in any one area.

LSOAs with the highest proportion of people (aged 65+) claiming Attendance Allowance in Wiltshire and Swindon

Area Name (LSOA)	Town	Attendance Allowance claimants (%)
Trowbridge Adcroft - Stallard	Trowbridge	29.8
Chippenham Avon - east	Chippenham	27.5
Melksham North - south west	Melksham	25.7
Wootton Bassett South - central	Wootton Bassett	24.5
Lavingtons south		23.5
Victoria road	Swindon	22.1
Queen Elizabeth Drive south	Swindon	21.7
Warminster West - east central	Warminster	20.6
Salisbury Bishopdown - central	Salisbury	20.6
Okus central	Swindon	20.5

Source: Department for Work and Pensions (DWP) May-2020

The highest rates of provision of unpaid care are concentrated predominantly around neighbourhoods in Swindon

Despite relatively high levels of identified social care need across Wiltshire and Swindon (particularly for older people as identified above), a lower proportion of people provide informal care for friends and family in Wiltshire and Swindon than across the country on a whole. 2.0% of people in Wiltshire and 2.1% in Swindon provide intensive unpaid care (50+ hours a week), compared to 2.4% for England. Calne and Wootton Bassett (2.5%) have the highest proportion of people providing intensive unpaid care of all towns, slightly above the national average.

LSOAs with the highest proportion of people providing unpaid care for more than 50 hours per week in Wiltshire and Swindon

Area Name (LSOA)	Town	% intensive unpaid care
Park South central	Swindon	4.5
Park North central	Swindon	4.1
Salisbury Harnham West - south	Salisbury	4.1
Penhill east	Swindon	4.1
Haydon Wick east	Swindon	4.0
Amesbury East - north	Amesbury	4.0
Pinehurst central	Swindon	3.9
Warminster East - Boreham	Warminster	3.9
Chippenham London Road - east	Chippenham	3.8
Upper Stratton south east	Swindon	3.8

Source: Census 2011

The highest rates of provision of intensive unpaid care can be seen in neighbourhoods in Swindon (particularly in the Park area) while areas of Salisbury, Amesbury, Warminster and Chippenham also feature among the areas with the highest rates of unpaid care provision.

Mental Health

Swindon has the highest concentrations of people with poor mental health conditions across Wiltshire

The Indices of Deprivation (ID) 2019 *Mood and anxiety disorder* indicator is a broad measure of levels of mental ill health in the local population. The indicator is modelled from three sources: GP prescriptions for people with a mental health condition; hospital admissions for mental health conditions and suicide mortality.

The table below shows the LSOAs in Wiltshire and Swindon with the highest deprivation rank on the ID 2019 *Mood and anxiety disorder* indicator.

LSOAs ranked among the most deprived 10% in England on the Indices of Deprivation 2019 Mood and anxiety disorders indicator

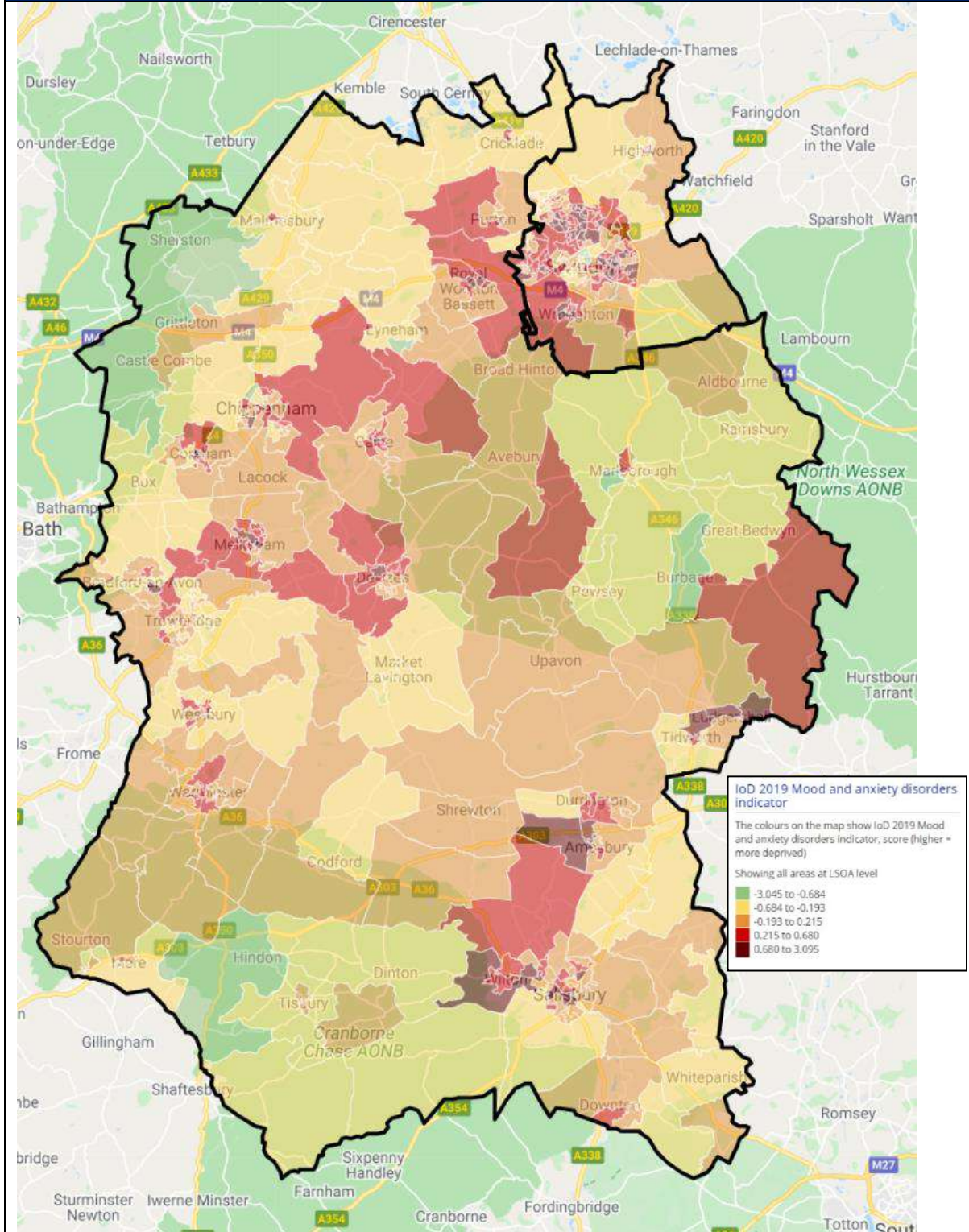
LSOA	Town	Rank (out of 32,844 LSOAs in England – where 1 is most deprived)
Park South central	Swindon	1,197
Stokesay Drive	Swindon	1,619
Park North north	Swindon	1,943
Devizes North - east	Devizes	2,001
Haydon Wick central	Swindon	2,074
Pinehurst north	Swindon	2,082
Wroughton south	Swindon	2,243
Penhill east	Swindon	2,565
Penhill central	Swindon	2,925
Upper Stratton south east	Swindon	2,981
Walcot East south west	Swindon	3,006
Calne Abberd - south	Calne	3,064
Pinehurst central	Swindon	3,219

Source: Ministry of Housing Communities and Local Government (MHCLG) 2019

The table shows that 13 areas are ranked among the most deprived 10% in England on the *Mood and anxiety disorder* indicator. There are relatively high concentrations of people with mental health challenges across Swindon, with 11 of the 13 LSOAs with the highest *Mood and anxiety disorder* deprivation scores located in Swindon including two in Park, two in Pinehurst and two in Penhill.

The map below shows the neighbourhoods with the highest prevalence of mental health related challenges measured using the ID 2019 *Mood and anxiety disorders* indicator. LSOAs shaded brown are ranked among the 20% of neighbourhoods in England with the highest levels of mood and anxiety disorders. As seen in the table above, the highest concentrations are found in Swindon and in towns concentrated in the South East of Wiltshire (Salisbury, Amesbury, and Tidworth) however, 11 of the 14 largest towns in Wiltshire and Swindon contain at least one LSOA ranked among the most deprived 20% in England.

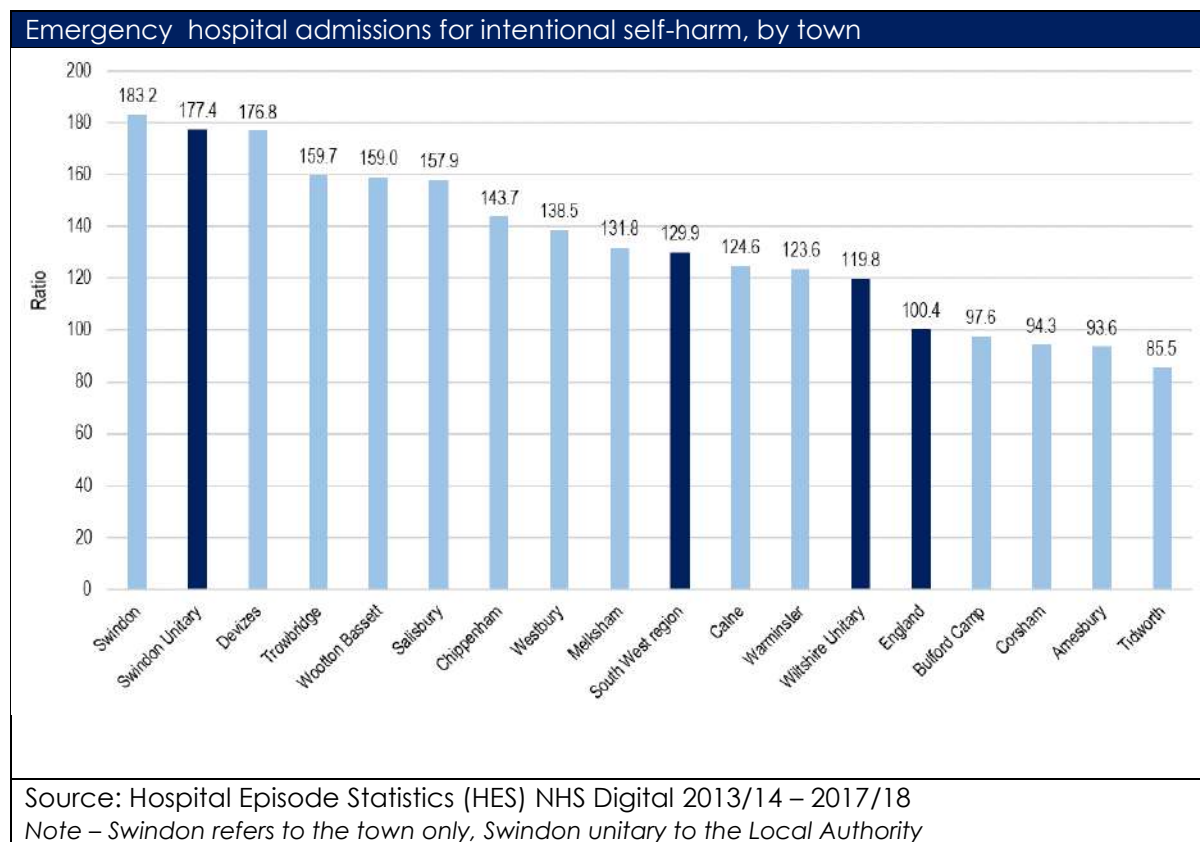
Indices of Deprivation 2019 Mood and anxiety disorders indicator



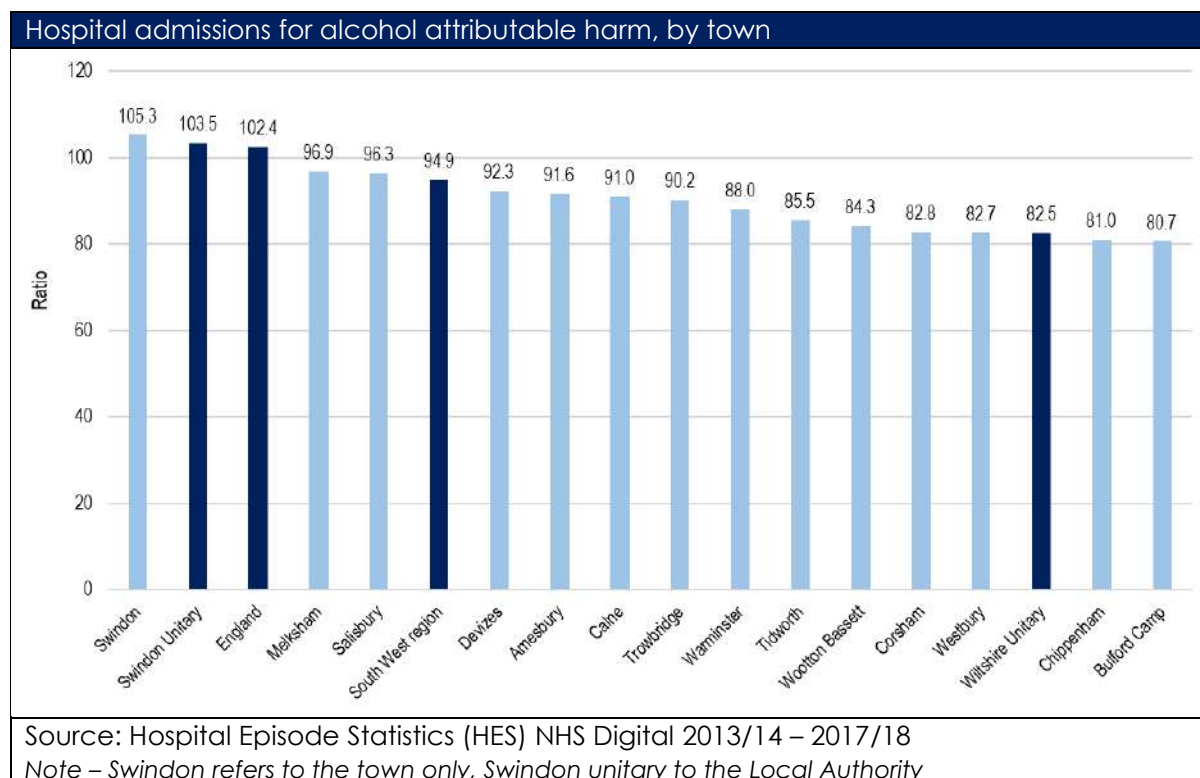
People in Wiltshire and Swindon are more likely to be admitted to hospital for self-harm than the national average

The chart below shows the standardised emergency admission ratio (SAR) for hospital stays due to intentional self-harm. An SAR of 100 indicates that the area has average emergency admission rate, higher than 100 indicates that the area has higher than average emergency admission rate, lower than 100 indicates lower than average emergency admission rate.

10 of the 14 largest towns in Wiltshire and Swindon have higher rates of emergency hospital admissions for self-harm than the national average. The highest rate of admissions is in Swindon itself, where residents are 80% more likely to self-harm.



Swindon also shows above expected levels of alcohol-related hospitalisations



The chart above shows the standardised emergency admission ratio (SAR) for hospital stays where the primary diagnosis or any of the secondary diagnoses contain an alcohol-attributable condition. An SAR of 100 indicates that the area has average emergency admission rate, higher than 100 indicates that the area has higher than average emergency admission rate, lower than 100 indicates lower than average emergency admission rate.

Swindon is the only town with higher than expected levels of hospitalisations due to alcohol-attributable harm in a national context (105.3 – compared with an average of 102.4 across England) – though admissions rates in Melksham (96.9) and Salisbury (96.3) are above the regional average (94.9).

Suicide rates in Wiltshire and Swindon are below the national and regional average

There were 104 deaths due to suicide in Wiltshire and 43 in Swindon between 2017-19 (8.1 and 7.4 per 100,000 age standardised population respectively), compared to 11.3 for the South West and 10.1 across England.

Levels in Wiltshire have been consistently below the region and England as a whole over the period. However, there have been large fluctuations across Swindon, with rates notably higher than the national average in 2002-2004 before falling sharply over the following three years and then rising to above the average again in 2011-2013 before finally falling over the last six years.

Suicide mortality rate (per 100,000 population)						
	2002-2004	2005-2007	2008-2010	2011-2013	2014-2016	2017-2019
Swindon unitary	14.1	6.1	8.4	10.4	9.0	7.4
Wiltshire unitary	9.3	9.5	8.5	8.9	8.9	8.1
South West	10.5	9.8	10.5	11.3	10.8	11.3
England	10.2	9.4	9.4	9.8	9.9	10.1

Source: Office for National Statistics (ONS) 2017-2019

Incidence of specific health conditions

Prevalence of health issues varies greatly across Wiltshire

The table below looks at the prevalence of key health conditions in each major town in Wiltshire and Swindon – collected from GP register records. Levels of dementia prevalence are largely in-line with the national average though are higher in a number of towns – most notably Warminster. Levels of depression are particularly high in Westbury and above the national average in a number of towns. There is generally less variation in prevalence of adults with learning disabilities. Obesity levels are higher across a number of towns (particularly in the east of Wiltshire) with the highest levels seen in Amesbury. However, Wiltshire as a whole has similar or lower prevalence across all key conditions and Swindon has similar or lower prevalence across all selected conditions with the exception of obesity.

Prevalence rates for key health conditions (based on GP register records)					
Area	Dementia prevalence	Depression prevalence	Learning Disabilities prevalence	Obesity prevalence	Palliative Care prevalence
Swindon	0.7	10.2	0.5	11.0	0.2
Wiltshire	0.9	9.2	0.5	9.0	0.2
Amesbury	0.8	10.3	0.5	12.2	0.2
Bulford Camp	0.8	12.1	0.3	11.9	0.3
Calne	0.7	9.6	0.4	9.7	0.1
Chippenham	0.9	8.0	0.6	9.2	0.3
Corsham	1.1	7.5	0.3	9.5	0.2
Devizes	0.8	9.9	0.7	10.7	0.3
Melksham	0.9	9.9	0.4	10.2	0.2
Salisbury	1.0	9.2	0.5	7.9	0.3
Tidworth	0.6	12.0	0.3	11.1	0.2
Trowbridge	0.7	10.3	0.7	8.7	0.2
Warminster	1.4	10.3	0.6	9.5	0.3
Westbury	0.8	13.0	0.6	9.9	0.2
Wootton Bassett	1.0	8.5	0.4	10.0	0.2
South West	0.9	10.1	0.5	9.3	0.3
England	0.8	9.9	0.5	9.8	0.4

Source: House of Commons Library 2017/18

Swindon has a higher mortality rate from dementia than the national average

Dementia and Alzheimer's are the leading cause of death among people in England (accounting for 12.8% of all deaths in 2018 – 69,478 people)⁸.

The table below looks at the prevalence of dementia (percentage of patients (aged 65+) with dementia as recorded on all open and active GP practice disease registers) and the standardised mortality rate from dementia (deaths from dementia taking into account the age profile of the population) across Wiltshire and Swindon, the South West and England as a whole.

Dementia prevalence and mortality				
	Prevalence of people aged 65+ with dementia (2019)		Mortality of people with dementia aged 65+ (2018)	
	No.	%	No.	Directly age standardised rate per 100,000
Swindon unitary	1,307	3.6	334	963.2
Wiltshire unitary	4,662	4.2	928	853.4
South West	51,676	4.1	10,813	841.0
England	456,958	4.3	93,381	904.0

Source: House of Commons Library 2017/18

⁸

<https://www.ons.gov.uk/peoplepopulationandcommunity/birthsdeathsandmarriages/deaths/bulletins/deathsregisterinenglandandwalesseriesdr/2017>

Just under 6,000 people aged 65+ in Wiltshire and Swindon were diagnosed with dementia in 2019. Wiltshire has a slightly higher prevalence of people aged 65+ with dementia (4.2%) than the regional average (4.1%) and slightly lower than the national (4.3%) average. By contrast Swindon has a lower diagnosis rate (likely to be linked to the younger age profile of the 65+ aged population in the town). However, once the age profile of the population is taken into account, people living in Swindon are more likely to die of dementia than the regional and national average.

Housing

Information on housing and homelessness allows us to identify areas where people may be at risk of social exclusion due to lack of access to adequate housing. Challenges related to affordability and lack of appropriate, comfortable or secure housing stock can lead to people living in unsuitable accommodation or an increased risk of homelessness. Issues of poor housing condition and lack of appropriate heating can increase the risk of fuel poverty and exacerbate a range of health conditions.

Executive summary

Rural and urban areas of Wiltshire and Swindon experience distinct challenges concerning accessing appropriate housing.

Wiltshire

In Wiltshire, housing costs are relatively high (particularly in rural areas - average property prices in rural Wiltshire (£451,786) are considerably above the average for England as a whole (£304,430), while wages are relatively low, which is preventing younger people and those on lower incomes from accessing affordable accommodation. This is exacerbated by relatively high levels of second home ownership, with 21,000 second homes in Wiltshire (44.1 per 1,000 households) above the average across England as a whole (27.7) – further limiting the housing stock for local residents. One social impact of this is that while homeless levels are not especially high across Wiltshire, households at risk of homelessness are more likely to cite losing rental accommodation as a key reason for homelessness (accounting for 27.1% of statutory homeless cases, compared with 25.3 % across England).

There are also challenges concerning housing condition in Wiltshire, with just under one-quarter of homes in poor condition – above the national average (20%). This is more of an issue in rural areas (where 31% of the housing stock is in poor condition). Related to this, a relatively large number of households in rural Wiltshire are not connected to the gas network (53%) – suggesting that not only are the homes older and harder to heat but that heating is likely to be more costly leading to greater risk of fuel poverty among low income residents.

Swindon

Swindon experiences a different set of challenges. While housing is relatively affordable across Swindon (with an average property price of £237,957, notably below the national average - £304,430) – 11 neighbourhoods in the town rank among the most deprived 20% in England on the Indices of Deprivation Housing Affordability measure – identifying neighbourhoods where young people find it difficult to access affordable housing to rent or own.

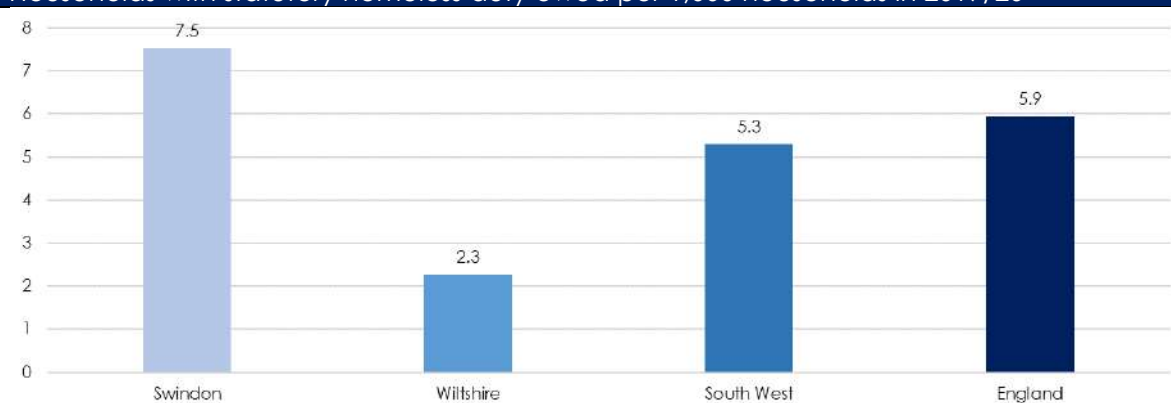
Areas ranked among the most deprived 20% in England on the Indices of Deprivation 2019 Housing Affordability indicator

Area Name (LSOA)	Town	Rank on the Housing Affordability Indicator (where 1 is most deprived in England and 32,844 least deprived)
Trowbridge John of Gaunt - Studley Green	Trowbridge	4,982
Faringdon Road	Swindon	5,263
Chippenham Queens - east	Chippenham	5,444
Calne Abberd - south	Calne	5,731
Walcot East south west	Swindon	5,807
Penhill east	Swindon	5,836
Pinehurst west	Swindon	5,880
Penhill north	Swindon	5,954
Park North north	Swindon	5,971
Walcot East north west	Swindon	6,112
Marlborough West - south	Marlborough	6,212
Salisbury Bemerton - west	Salisbury	6,296
Westbury Ham - west	Westbury	6,348
Marlborough East - north	Marlborough	6,466
Penhill central	Swindon	6,483
Devizes South - west	Devizes	6,548
Park South south west	Swindon	6,555
Upper Stratton south east	Swindon	6,566
Salisbury St Martin - central	Salisbury	6,675
Park South central	Swindon	6,773
Corsham (Pickwick) north	Corsham	6,796

Source: MHCLG 2019

An impact of this is that the proportion of people being assessed as at risk of or experiencing homelessness across the town is 7.5 per 1,000 households - above the national average (5.9).

Households with statutory homeless duty owed per 1,000 households in 2019/20



Source: MHCLG 2019

Housing: Key facts and figures

There is a lack of affordable housing across rural areas of Wiltshire and Swindon, with average property prices in rural Wiltshire (£451,786) considerably above the average for England as a whole (£304,430).

However, the neighbourhoods experiencing relatively high barriers to accessing housing are located in urban areas. 21 LSOAs are ranked among the most deprived 20% in England on the Indices of Deprivation 2019 Housing Affordability indicator - 11 in Swindon, two in Salisbury and Marlborough and one each in Trowbridge, Chippenham, Calne, Westbury, Devizes and Corsham.

There are just under 21,000 second homes in Wiltshire (44.1 per 1,000 households) above the average across England as a whole (27.7).

Swindon has higher levels of homelessness (7.5 per 1,000 households) compared with Wiltshire (2.3), the South West (5.3) and England as a whole (5.9).

People in Wiltshire are more likely to be homeless due to the end of tenancy agreements (27.1% of all cases, compared with 25.3% across England). In Swindon, a relatively high proportion of cases concerned breakups with partners (23.8% of cases), compared with 17.1% across England as a whole.

More than one-quarter of households in parts of central Swindon (Regents Close, Manchester Road, Faringdon Road, Bathurst Road) live in overcrowded conditions.

Just under one-quarter of homes in Wiltshire are in poor condition – above the national average (20%). This is more of an issue in rural areas (where 31% of the housing stock is in poor condition).

Households in Wiltshire are more than twice as likely to have no connection to the gas network than the national average, with more than half of households in rural Wiltshire lacking access to main gas (compared with 14.3% of households in England as a whole)

Housing analysis

There is a lack of affordable housing across rural areas of Wiltshire and Swindon, but housing is relatively affordable across the majority of towns in the area

Average house prices in Wiltshire (£341,739) are above the national average (£304,430). Given the relatively low wages across Wiltshire (explored in the deprivation section above) this can present a challenge in terms of accessing affordable housing. Access to affordable housing is a particular challenge in rural areas of Wiltshire where the average house price is £451,786. By contrast, average house prices in urban Wiltshire (£271,872) and urban Swindon (£236,042) are below the national average.

However, evidence from the Indices of Deprivation 2019 Housing Affordability indicator (measuring the inability to afford to enter owner-occupation or the private rental market locally) suggests that it is in urban areas of Wiltshire and Swindon that people face the greatest barriers to accessing affordable housing.

However, the 21 neighbourhoods experiencing relatively high barriers to accessing housing are located in urban areas

The table below lists the 21 LSOAs ranked among the most deprived 20% in England on the Indices of Deprivation 2019 Housing Affordability indicator – i.e. the areas where residents face the greatest barriers to renting or buying in the local housing market. This measure takes into account earnings as well as costs of buying and renting property locally.

Areas ranked among the most deprived 20% in England on the Indices of Deprivation 2019 Housing Affordability indicator

Area Name (LSOA)	Town	Rank on the Housing Affordability Indicator (where 1 is most deprived in England and 32,844 least deprived)
Trowbridge John of Gaunt - Studley Green	Trowbridge	4,982
Faringdon Road	Swindon	5,263
Chippenham Queens - east	Chippenham	5,444
Calne Abberd - south	Calne	5,731
Walcot East south west	Swindon	5,807
Penhill east	Swindon	5,836
Pinehurst west	Swindon	5,880
Penhill north	Swindon	5,954
Park North north	Swindon	5,971
Walcot East north west	Swindon	6,112
Marlborough West - south	Marlborough	6,212
Salisbury Bemerton - west	Salisbury	6,296
Westbury Ham - west	Westbury	6,348
Marlborough East - north	Marlborough	6,466
Penhill central	Swindon	6,483
Devizes South - west	Devizes	6,548
Park South south west	Swindon	6,555

Upper Stratton south east	Swindon	6,566
Salisbury St Martin - central	Salisbury	6,675
Park South central	Swindon	6,773
Corsham (Pickwick) north	Corsham	6,796

Source: MHCLG 2019

Each of the 21 neighbourhoods ranked among the most deprived 20% were located in urban areas. These include 11 in Swindon, two in Salisbury and Marlborough and one each in Trowbridge, Chippenham, Calne, Westbury, Devizes and Corsham. Many of the areas where people struggle to access affordable housing also have relatively high proportions of people experiencing income deprivation, suggesting relatively low incomes in parts of Wiltshire are a key barrier to accessing suitable housing.

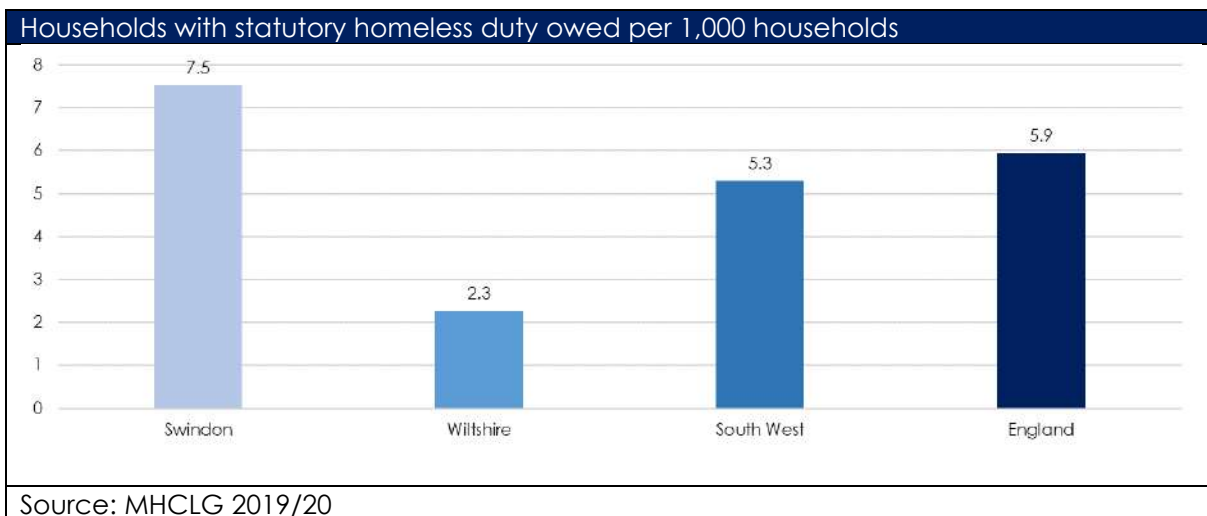
There are just under 21,000 second homes in Wiltshire (44.1 per 1,000 households) above the average across England as a whole (27.7)

Another barrier to accessing housing is the number of second homes present in an area. 20,754 people live in Second homes in Wiltshire (44.1 per 1,000 households) more than double the rate across Swindon (4,449 – second homes, 21.3 per 1,000 households) and above the average for the South West (37.4) and England as a whole (27.7).

28.5% (5,885) of these had a usual residence elsewhere in the Wiltshire. The most common origin outside Wiltshire for those with second homes was Bristol with (680 people from Bristol having second homes in Wiltshire. This is likely to be related to the lack of better paid employment in Wiltshire, with people living and working in Bristol as a primary residence and retreating to Wiltshire for weekends and holidays. The large proportion of second homes is likely to have an impact on the sustainability of services and amenities locally with people absent for large periods.

Swindon has higher levels of homelessness than the national average

In 2019/20 there were 1,579 households in Wiltshire and 890 households in Swindon assessed as owed a statutory homeless duty (households who are homeless or threatened with homelessness who have sought legal support from their Local Authority). The chart below compares the levels of households owed a statutory homeless duty (per 1,000 households) across Wiltshire, Swindon, the South West and England as a whole.



The chart shows that Swindon has a higher proportion of households threatened with or experiencing homeless (7.5 per 1,000 households) compared with Wiltshire (2.3), the South West (5.3) and England as a whole (5.9).

The table below compares the principle reasons for requiring a statutory homeless duty across Wiltshire, Swindon, the South West and England as a whole.

Principle reasons for being at risk of or experiencing homelessness				
Reason for loss of last settled home	Wiltshire	Swindon	South West	England
Family or friends no longer willing or able to accommodate	25.8%	25.5%	20.8%	25.7%
End of private rented tenancy - assured shorthold	21.0%	15.7%	23.7%	20.0%
Domestic abuse	8.5%	12.2%	9.3%	9.2%
Non-violent relationship breakdown with partner	9.1%	11.6%	9.5%	7.9%
End of social rented tenancy	6.1%	2.8%	4.9%	5.3%
Eviction from supported housing	6.5%	5.2%	5.1%	3.7%
End of private rented tenancy - not assured shorthold	1.6%	1.9%	2.7%	2.2%
Other violence or harassment	0.9%	0.6%	1.7%	2.2%
Left institution with no accommodation available	0.9%	3.0%	2.0%	2.2%
Required to leave accommodation provided by Home Office as asylum support	0.0%	1.5%	0.5%	1.8%
Other reasons / not known	19.4%	20.0%	19.8%	19.9%

Source: MHCLG 2019/20

People in Wiltshire are more likely to be homeless due to the end of tenancy agreements, while a relatively high proportion of homeless applications were due to relationship breakdown in Swindon

The most common stated reason in both Wiltshire and Swindon for families requiring statutory homeless support was family or friends no longer willing or able to accommodate – accounting more than one-quarter of all cases - broadly in line with the national average. However, Wiltshire and Swindon differed from the national average on other risk factors.

Households in Wiltshire were more likely to become homeless due to the end of a rented tenancy (27.1% of all cases, compared with 25.3 % across England) – likely to be linked to the relative lack of affordable rental accommodation.

In Swindon, a relatively high proportion of cases concerned breakups with partners (both due to domestic abuse or non-violent breakup) with 23.8% of cases caused by partnership breakup, compared with 17.1% across England as a whole.

More than one-quarter of households in parts of central Swindon live in overcrowded conditions

Levels of overcrowding provide a further indicator of barriers to suitable housing in the local area. Household overcrowding is lower in Wiltshire (4.5%) and Swindon (7.9%) than in England as a whole (8.7%). However, overcrowding is above the national average in 59 of the 417 LSOAs in Wiltshire and Swindon than the England average. The table below shows the 10

LSOAs with the highest levels of overcrowding across Wiltshire and Swindon. Eight of the 10 areas with the highest levels of overcrowding are located in Swindon and two in Trowbridge. In the most overcrowded neighbourhood (Regents Close in Swindon town centre) more than one in three households live in overcrowded conditions.

% of households living in overcrowded conditions		
Area Name (LSOA)	Town	Overcrowded households (%)
Regents Close	Swindon	33.1
Manchester Road	Swindon	30.8
Faringdon Road	Swindon	26.8
Bathurst Road	Swindon	25.6
Trowbridge Adcroft - Seymour	Trowbridge	24.0
Victoria road	Swindon	17.6
Eastcott north	Swindon	16.4
Trowbridge Park - central	Trowbridge	14.5
Pinehurst south	Swindon	14.5
Park South south west	Swindon	14.3

Source: Census 2011

Just under one quarter of homes in Wiltshire are in poor condition – above the national average

Wiltshire has a higher proportion of homes in poor condition (23%) than across Swindon (15%), the South West (21%) and the national (20%) average. A property is defined as in poor condition if it fails the Decent Homes Standard by failing to meet any one of the four separate components: 1) Housing Health and Safety Rating System 2) Disrepair 3) Modernisation 4) Thermal comfort.

Housing in poor condition is a greater issue in rural areas of Wiltshire than urban areas

31% of homes in rural Wiltshire are identified as being in poor condition, above the average for urban areas (15%) and above the average across rural England (29%). There were 15 neighbourhoods in Wiltshire (all in rural areas) where more than 50% of housing was classified as in poor condition (as shown in the table below)

LSOAs in Wiltshire and Swindon with the highest proportion housing in poor condition – Indices of Deprivation 2019 Housing in Poor Condition indicator

LSOA	Housing in poor condition (%)
Nettleton, Grittleton & North Wraxall	68.1
Donheads	66.4
Chitterne & Codfords	65.1
Horningsham & Deverills south	64.2
Knoyle & Hindon	57.7
Heytesbury & Mid Wylde south	57.5
Chapmanslade & Corsley	54.9
Brinkworth	54.4
Tisbury rural & Ansty	53.8
Milton Lilbourne, Easton & Wootton Rivers	53.2
Charlton & Hankerton	53.2
Dinton, Barford St Martin, Chilmark & Fonthill Bishop	53.1
Sherston west, Luckington & Sopworth	51.5
Chalke Valley	51.2
Shalbourne, Grafton & Chute	51.2

Source: MHCLG 2019

Households in Wiltshire are more than twice as likely to have no connection to the gas network than the national average, with more than half of households in rural Wiltshire lacking access to main gas

Households in Wiltshire are likely to face additional heating costs due to a lack of access to the gas network, with 30% of households not connected – notably above the average across Swindon (9.3%), the South West (23.7%) and England as a whole (14.3%). This is a particular issue in rural areas where 53% of households lack access to mains gas. This is likely to contribute to the relatively high levels of fuel poverty observed in rural Wiltshire (see the deprivation section above).

There are 40 LSOAs in Wiltshire with no access to mains gas (listed in the table below).

LSOAs in Wiltshire where no households are connected to the gas network			
LSOA Names			
All Cannings, Chirton, Patney & Marden	Collingbournes & Everleigh	Ludgershall east & Faberstown	Sherston west, Luckington & Sopworth
Ashton Keynes	Crudwell & Oaksey	Ludgershall north	Shrewton & Winterbourne Stoke
Avebury, Broad Hinton & Winterbournes	Dinton, Barford St Martin, Chilmark & Fonthill Bishop	Middle Winterslow, West Dean & Farley	Somerfords
Bedwyn	Firsdawn, Pitton & West Winterslow	Minety	Sutton Veny
Brinkworth	Fovant, Sutton Mandeville & Swallowcliffe	Nettleton, Grittleton & North Wraxall	Tisbury
Burbage	Heytesbury & Mid Wylde south	Pewsey north	Tisbury rural & Ansty
Chalke Valley	Hilmarton & Compton Bassett	Pewsey south	Upavon, Manningford, Rushall & Wilsford
Charlton & Hankerton	Knogle & Hindon	Potterne	Urchfont & Easterton
Cheverells, Worton & Marston	Lavingtons north	Seend & Poulshot	West Overton, Woodborough, Alton & Stanton St Bernard
Chitterne & Codfords	Lavingtons south	Shalbourne, Grafton & Chute	Wylde & Langfords

Source: Department for Business, Energy & Industrial Strategy 2019

Children and young people

Executive summary

Children and young adults face a number of challenges across Wiltshire and Swindon. The table below compares unemployment and deprivation for children and young adults compared with all age groups across Swindon, Wiltshire and comparators.

Proportion of people and children experiencing income deprivation and working age adults and young adults experiencing unemployment across Wiltshire and Swindon				
Area	Income deprivation affecting children (%)	Income deprived (%)	Youth unemployment - 18-24 receiving JSA or Universal Credit (%)	Unemployment - working age adults receiving JSA or Universal Credit (%)
Swindon	14.9	10.9	10.3	5.7
Wiltshire	10.2	7.8	8.1	4.0
South West	14.1	10.6	7.4	5.0
England	17.1	12.9	9.3	6.4

Source: ID 2019 Income Deprivation Affecting Children Index (IDACI), ID 2019 Income Domain – MHCLG, Unemployment/Youth Unemployment (DWP – October 2020)

Children are more likely to be in low-income households and young adults are more likely to be unemployed than wider population. There is a greater difference between the outcomes of young adults in Wiltshire and Swindon than across the region and England as a whole. Young adults are approximately twice as likely to be out of work compared with the working age population as a whole in both Wiltshire and Swindon. Swindon has a higher youth unemployment rate (10.3%) than the national average (9.3%) despite having a lower overall unemployment rate (5.7% compared with 6.4% across England). Similarly, Wiltshire has a higher youth unemployment rate (8.1%) than the average for the South West (7.4%) despite having lower overall unemployment (4% compared with 5% across the region).

Eight towns in Wiltshire and Swindon have a higher youth unemployment rate than the national average: Calne (13.2%), Devizes (12.6%), Chippenham (11.0%), Wootton Bassett (10.9%), Melksham (10.2%), Trowbridge (10.1%) Salisbury (9.9%) and Corsham (9.4%). In addition, there are 10 neighbourhoods in Wiltshire where more than one-in-five young adults are unemployed (including 4 in Chippenham) – these are shown in the table below.

LSOAs in Wiltshire with high levels of youth unemployment

Local Authority	LSOA name	Youth unemployment %
Wiltshire	Bradford on Avon North - west	27.0
Wiltshire	Melksham North - north east	26.3
Wiltshire	Chippenham Queens - east	25.6
Wiltshire	Devizes East - central	21.7
Wiltshire	Chippenham Hill Rise - north west	21.5
Wiltshire	Bradford on Avon South - south	21.3
Wiltshire	Melksham Spa - central	21.3
Wiltshire	Chippenham Audley - south	21.1
Wiltshire	Calne Lickhill - north	20.3
Wiltshire	Devizes East - north	20.2
Wiltshire	Chippenham Redland - south	20.0
Wiltshire	Hilmarton & Compton Bassett	20.0

Source: Department for Work and Pensions (DWP) October 2020

Swindon also has a higher youth unemployment rate (10.3%) than the national average (9.3%) and contains 11 neighbourhoods where more than one-in-five young adults are unemployed (including three in Penhill).

LSOAs in Swindon with high levels of youth unemployment

Local Authority	LSOA name	Youth unemployment %
Swindon	Eldene north	26.8
Swindon	Westmead south	24.1
Swindon	Penhill east	23.8
Swindon	Park South east	22.9
Swindon	Okus east	22.7
Swindon	Penhill north	22.3
Swindon	Penhill central	21.1
Swindon	Pinehurst west	20.8
Swindon	Pinehurst south	20.5
Swindon	Walcot East east	20.3
Swindon	Park North north	20.1

Source: Department for Work and Pensions (DWP) October 2020

High levels of youth unemployment are likely to be linked with low levels of higher education participation and low educational attainment of disadvantaged pupils across Wiltshire and Swindon. This suggests that the young adult cohort should be a key focus of efforts to address socio-economic challenges across both areas.

Approximately one-in-four children living in Wiltshire (23.8%) and Swindon (25.2%) are in poverty once housing costs are taken into account. Poverty rates are below the national average (30.6%) however, there is some variation across the area. Salisbury Bemerton has the highest child poverty rate, with more than 40% of children living in poverty, while a further five wards in Swindon and two in Trowbridge have higher child poverty rates than the national average.

Wards with higher levels of child poverty than the national average

Ward	Town	Local Authority	Child poverty rate (after housing costs)
Salisbury Bemerton	Salisbury	Wiltshire	40.9
Walcot and Park North	Swindon	Swindon	38.1
Trowbridge Lambrok	Trowbridge	Wiltshire	37.7
Penhill and Upper Stratton	Swindon	Swindon	32.7
Liden, Eldene and Park South	Swindon	Swindon	32.4
Trowbridge Drynham	Trowbridge	Wiltshire	32.3
Central	Swindon	Swindon	32.1
Gorse Hill and Pinehurst	Swindon	Swindon	30.8

Source: End Child Poverty 2017/18

There are a range of wider social challenges experienced by children in Wiltshire and Swindon.

Both Wiltshire and Swindon have a higher proportion of births to teenage mothers than the national average (1.6% of all births in Wiltshire and 1.4% in Swindon – compared with 1.36% in England as a whole), with relatively high levels in Salisbury (3.1%), Chippenham (2.3%), Trowbridge (2.3%), Warminster (2.3%), Melksham (2.2%) and the Pinehurst area of Swindon (4.5%).

Swindon has a higher proportion of children providing unpaid care than the national average, with a relatively high concentration of child carers in the Gainsborough Way north (4.3%) and Highworth North east (3.9%) areas of the Borough.

Areas of Swindon have relatively high levels of child obesity, with just under one-in-three children in reception year in Penhill (32.9%) and Walcot East (32.5%) identified as obese (compared with 22.1% across England as a whole). This is likely to be related to relatively low levels of physical activity among children across the borough – with 33.5% of people reporting less than 30 minutes of physical activity a day, compared with 29% across England as a whole.

Children in Swindon are more likely to be identified as *in need* due to their parents having a disability or illness (11 per 10,000 children) or their family being in acute stress (32.1 per 10,000) than the national average (7.8 and 27.3 respectively).

Swindon also has higher proportion of pupils with Special Educational Needs (SEN) than the average for Wiltshire where there are 17.3% of SEN pupils in Swindon compared to 16.3% in Wiltshire – both above the national average of 15.3%.

Children and young people: Key facts and figures

Youth unemployment rates have remained consistently higher on average across Swindon with 10.3% of young people aged 18-24 claiming unemployment benefit in Swindon as of October 2020, compared to 8.1% in Wiltshire and 9.3% across England.

Of the largest towns in Wiltshire and Swindon, Calne shows the highest rates of youth unemployment (13.2%).

The percentage of children in poverty (after housing costs) is lower in Wiltshire (23.8%) and Swindon (25.2%) than nationally (30.6%) - with rates in Swindon similar to the South West (25.2%).

Salisbury Bemerton in Wiltshire and Walcot and Park North in Swindon record the highest rates of child poverty after housing costs are taken into consideration with 40.9% and 38.1% of children in poverty in these areas.

There is a lower proportion of children living in low-income families in Wiltshire and Swindon compared to the average across the South West and England - Wiltshire has the lowest rates of 7.7%, followed by 10.4% in Swindon and higher average rates across the South West (10.8%) and England (14.9%).

A larger proportion of low income families are headed by a lone parent in Wiltshire (47.1%) and Swindon (47%) than across the South West (39.8%) and England (40.1%).

A higher proportion of low income families in Wiltshire are in employment - 75.1% of low income families in Wiltshire have at least one adult working, compared with 67% of low income families in Swindon, 72.3% in the South West and 69.2% in England as a whole.

More than one third of children (aged 0-19) live in relative low income families in Penhill north - nearly double the national average.

There is a higher proportion of children providing unpaid care in Swindon (1.33%) than on average across Wiltshire (1.07%), the South West (1.21%) and England (1.11%).

Rural Swindon shows a higher proportion of children providing unpaid care than across other areas - 1.62% of children provide unpaid care, above the average across other rural areas in Wiltshire (1.01%) the South West (1.24%) and England (1.14%).

Swindon has a similar rate of childhood obesity as the national average, whereas rates are lower in Wiltshire - 33.5% of children in year 6 are overweight or obese in Swindon, compared to 28.4% in Wiltshire and 33.6% in England.

Looking more closely at neighbourhood level shows that areas in Penhill, Walcot East and Pinehurst in Swindon face the greatest challenges regarding child obesity – with more than 30% of children overweight or obese in reception year.

Rates of births to teenage mothers are relatively high in Swindon and parts of Wiltshire - 1.56% of all births were to mothers aged 12-17 in Wiltshire, compared to 1.4% in Swindon, 1.3% in the South West and 1.4% nationally.

Children in Wiltshire and Swindon are less likely to be considered physically 'active' than the national average.

Based on the 'Children in Need' census, there are 2,517 children in need in Wiltshire and 1,457 children in need in Swindon - Wiltshire (283.3 per 10,000 children) and Swindon (291.9) have lower levels of Children in Need than the national average (323.8).

Wiltshire and Swindon have lower proportions of pupils eligible for and receiving free school meals (8.5% and 12.5% respectively) than on average across England (13.6%).

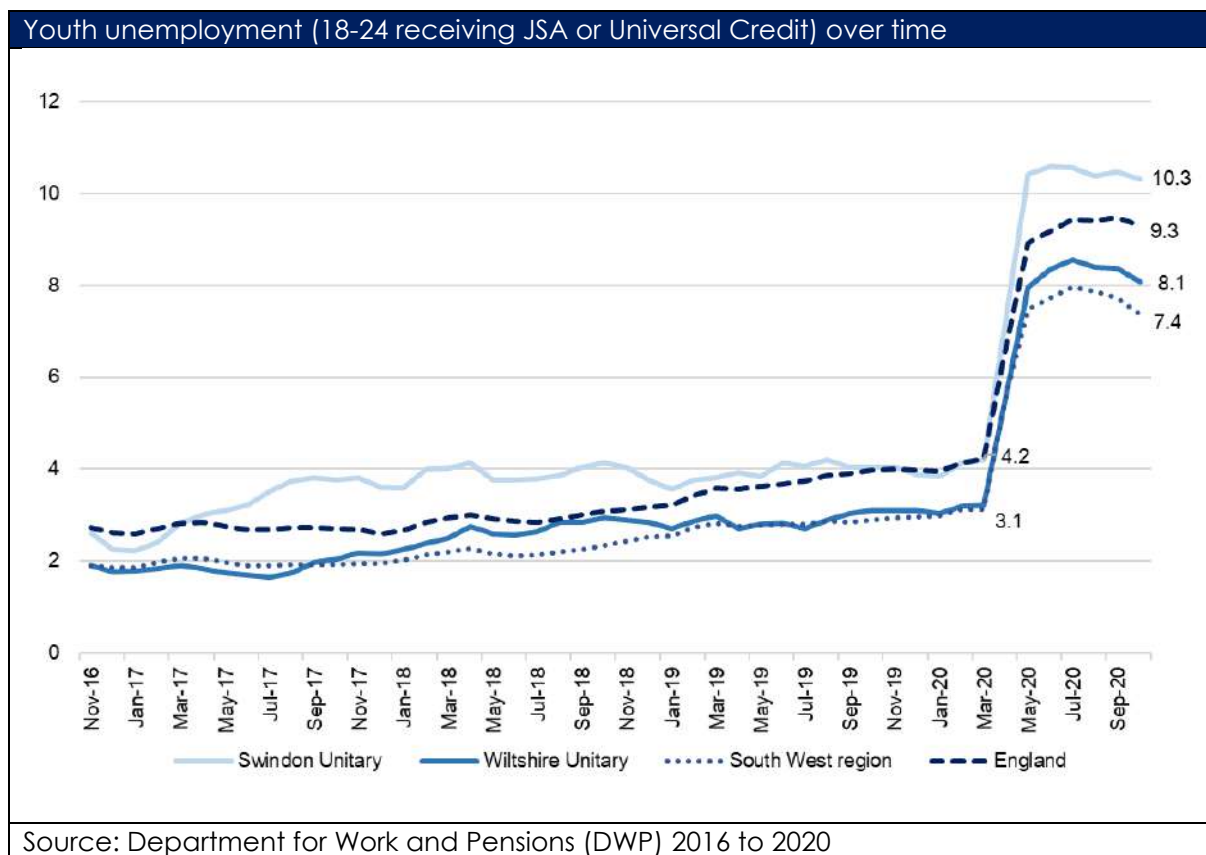
Swindon has three times the rate of pupils with a language known or believed to be other than English than areas across Wiltshire - 19.7% compared to 6% - similar to the national average of 19.5%

Both Wiltshire and Swindon have a higher proportion of pupils with Special Educational Needs than the South West and national average - 17.3% of SEN pupils in Swindon compared to 16.3% in Wiltshire – both above the national average of 15.3%.

Children and young people analysis

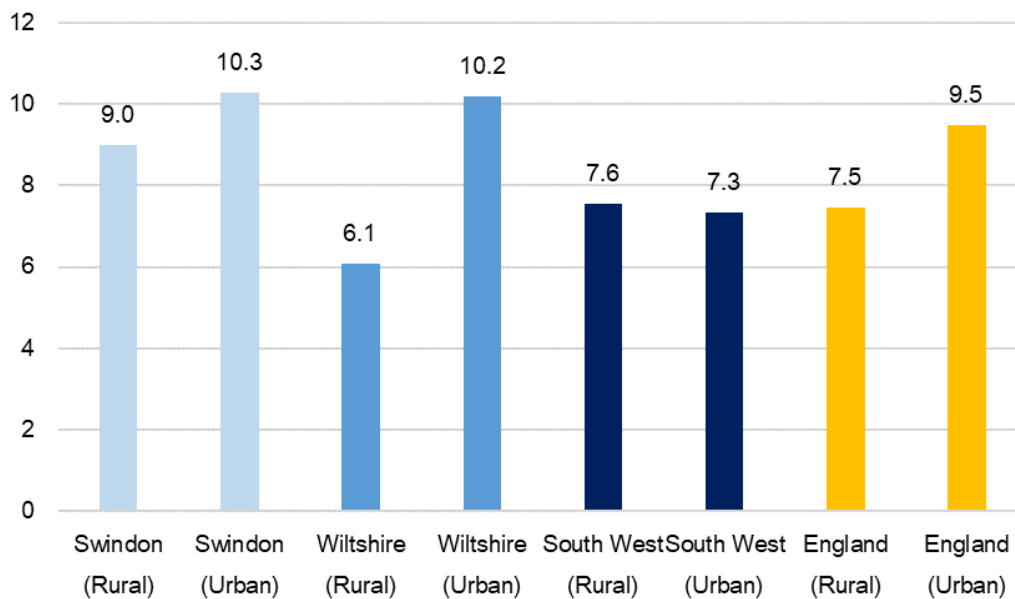
Youth unemployment rates have remained consistently higher on average across Swindon with 10.3% of young people aged 18-24 claiming unemployment benefit in Swindon as of October 2020, compared to 8.1% in Wiltshire and 9.3% across England

Youth unemployment claimant rates have risen across both Wiltshire and Swindon since the beginning of the Covid-19 pandemic following trends across the country. However, rates have remained consistently higher on average across Swindon, with 10.3% of young people aged 18-24 claiming unemployment benefit in Swindon as of October 2020, compared to 8.1% in Wiltshire and 9.3% across England. This equates to an increase of 6.1 percentage points in Swindon and 5.0 percentage points in Wiltshire since the first Covid-19 lockdown in March 2020. Overall, there were 1,580 young people claiming unemployment benefit in Swindon Unitary in October 2020 and 2,440 claimants in Wiltshire Unitary.



On average, urban areas in Wiltshire and Swindon have higher rates of youth unemployment than rural areas, with urban areas in Swindon recording 10.3% youth unemployment in October 2020; similar to the average in urban Wiltshire 10.2%, both above the national average for urban areas of 9.5%. Rural areas of Swindon (9%) also show higher levels of youth unemployment than the average for rural areas in England (7.5%).

Youth unemployment % 18-24 receiving JSA or Universal Credit



Source: Department for Work and Pensions (DWP), October 2020

Calne shows the highest rates of youth unemployment

The table below shows the largest towns in Wiltshire and Swindon, ranked based on highest rates of youth unemployment claimant rates. Eight towns have higher levels of youth unemployment than the national average. The highest rates can be seen in Calne, Devizes and Swindon.

Youth unemployment by town

Area	Youth unemployment %
Calne	13.2
Devizes	12.6
Chippenham	11.0
Wootton Bassett	10.9
Swindon	10.4
Melksham	10.2
Trowbridge	10.1
Salisbury	9.9
Corsham	9.4
Amesbury	9.0
Westbury	8.8
Warminster	7.6
Bulford Camp	4.4
Tidworth	2.3
Swindon Unitary	10.3
Wiltshire Unitary	8.1
South West region	7.4
England	9.4

Source: Department for Work and Pensions (DWP), October 2020

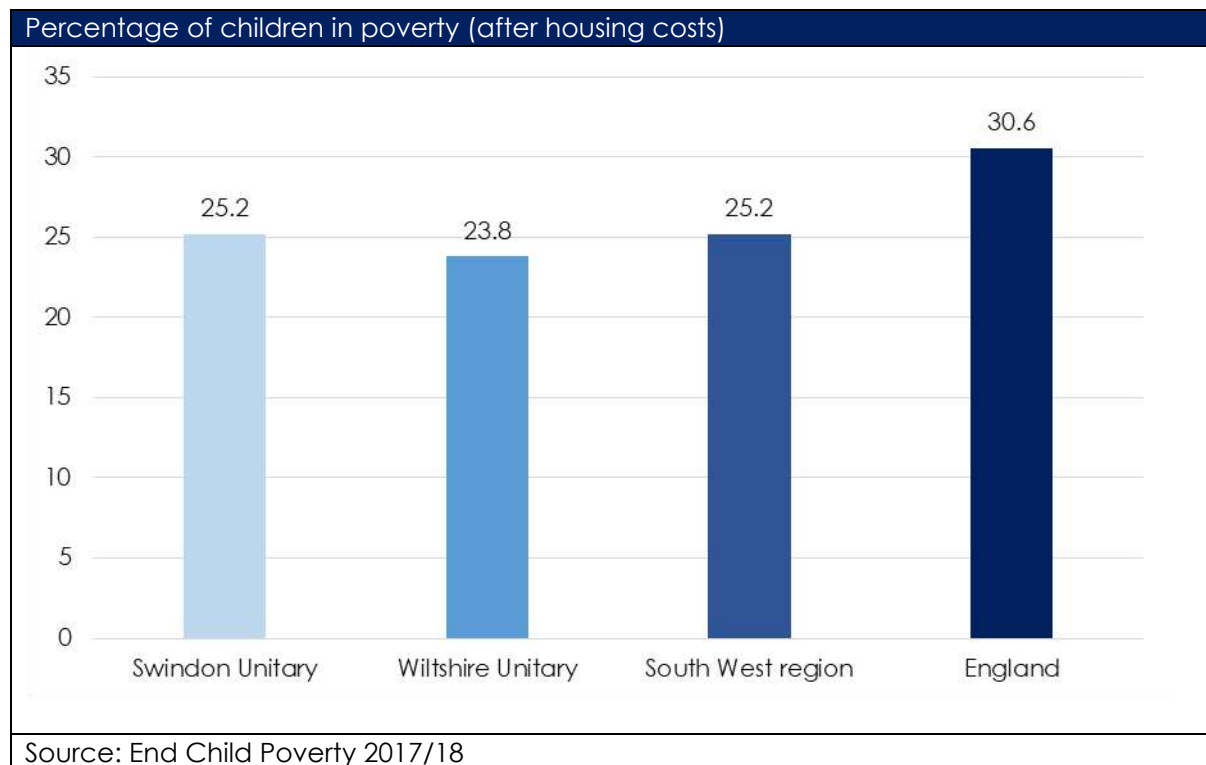
The table below shows the 20 LSOAs across Wiltshire (10) and Swindon (10) with the highest rates of youth unemployment. Each of these areas have rates that are more than double the national average (9.3%).

Youth unemployment by LSOA in Wiltshire and Swindon		
Local Authority	LSOA name	Youth unemployment %
Wiltshire	Bradford on Avon North - west	27.0
Swindon	Eldene north	26.8
Wiltshire	Melksham North - north east	26.3
Wiltshire	Chippenham Queens - east	25.6
Swindon	Westmead south	24.1
Swindon	Penhill east	23.8
Swindon	Park South east	22.9
Swindon	Okus east	22.7
Swindon	Penhill north	22.3
Wiltshire	Devizes East - central	21.7
Wiltshire	Chippenham Hill Rise - north west	21.5
Wiltshire	Bradford on Avon South - south	21.3
Wiltshire	Melksham Spa - central	21.3
Swindon	Penhill central	21.1
Wiltshire	Chippenham Audley - south	21.1
Swindon	Pinehurst west	20.8
Swindon	Pinehurst south	20.5
Swindon	Walcot East east	20.3
Wiltshire	Calne Lickhill - north	20.3
Wiltshire	Devizes East - north	20.2

Source: Department for Work and Pensions (DWP), October 2020

The table shows that youth unemployment is a particular issue in certain pockets of West Wiltshire, where more than a quarter of young people are unemployed in Bradford on Avon North – west (27%), Melksham North – north east (26.3%) and Chippenham Queens – east (25.6%). Youth unemployment is also very high across some neighbourhoods in Swindon, with more than one quarter of young people unemployed in Eldene north (26.8%).

The percentage of children in poverty (after housing costs) is lower in Wiltshire (23.8%) and Swindon (25.2%) than nationally (30.6%) - with rates in Swindon similar to the South West (25.2%)



The percentage of children in poverty (after housing costs) is lower in Wiltshire than comparator areas with 23.8% of children in poverty after housing costs compared to 30.6% nationally and 25.2% in the South West. Swindon shows similar rates to the South West with just over one-quarter of children are in poverty after housing costs (25.2%).

Each of the largest towns in Wiltshire record lower rates of child poverty after housing costs than the England average (30.6%), with rates close to national levels in Amesbury (30%), Tidworth (28.9%) and Trowbridge (28.2%).

Child poverty (after housing costs) is also higher on average in urban areas than rural areas in both Wiltshire and Swindon. 25.8% of children are in poverty in urban Swindon, compared to 20.3% in rural areas, whilst 24.9% of children are in poverty after housing costs in urban Wiltshire compared to 22.6% in rural Wiltshire.

Children in poverty after housing costs by town	
Area name	% children in poverty (after housing costs)
Amesbury	30.0
Tidworth	28.9
Trowbridge	28.2
Westbury	27.3
Calne	27.0
Melksham	26.0
Swindon	25.8
Devizes	25.5
Bulford Camp	24.4
Warminster	23.9
Salisbury	22.4
Chippenham	22.4
Corsham	22.2
Wootton Bassett	21.0
Swindon (Urban)	25.8
Swindon (Rural)	20.3
Wiltshire (Urban)	24.9
Wiltshire (Rural)	22.6
South West (Urban)	25.5
South West (Rural)	24.1
England (Urban)	31.9
England (Rural)	24.1

Source: End Child Poverty 2017/18

Salisbury Bemerton in Wiltshire and Walcot and Park North in Swindon record the highest rates of child poverty after housing costs are taken into consideration with 40.9% and 38.1% of children in poverty in these areas

Despite this, more than one-third of children are in poverty (after housing costs) across parts of Wiltshire and Swindon and child poverty is a real concern in pockets of deprived neighbourhoods in Swindon.

Salisbury Bemerton records the highest rates of child poverty after housing costs are taken into consideration with 40.9% of children in poverty in this area of Wiltshire. Walcot and Park North (38.1%) in Swindon and Trowbridge Lambrok (37.7%) in Wiltshire also have more than one-third of children living in poverty after housing costs. Of the 20 wards with the highest proportion of children in poverty in Wiltshire and Swindon, 14 are in Wiltshire and 6 are in Swindon.

Children in poverty after housing costs by ward

Ward name	Local Authority	%
Salisbury Bemerton	Wiltshire	40.9
Walcot and Park North	Swindon	38.1
Trowbridge Lambrok	Wiltshire	37.7
Penhill and Upper Stratton	Swindon	32.7
Liden, Eldene and Park South	Swindon	32.4
Trowbridge Drynham	Wiltshire	32.3
Central	Swindon	32.1
Gorse Hill and Pinehurst	Swindon	30.8
Amesbury East	Wiltshire	30.0
Amesbury West	Wiltshire	30.0
Trowbridge Central	Wiltshire	29.1
Ludgershall and Perham Down	Wiltshire	28.9
Tidworth	Wiltshire	28.9
Calne Chilvester and Abberd	Wiltshire	28.7
Calne North	Wiltshire	28.7
Westbury North	Wiltshire	28.6
Westbury West	Wiltshire	28.6
Lydiard and Freshbrook	Swindon	28.3
Melksham North	Wiltshire	28.0
Trowbridge Park	Wiltshire	27.8

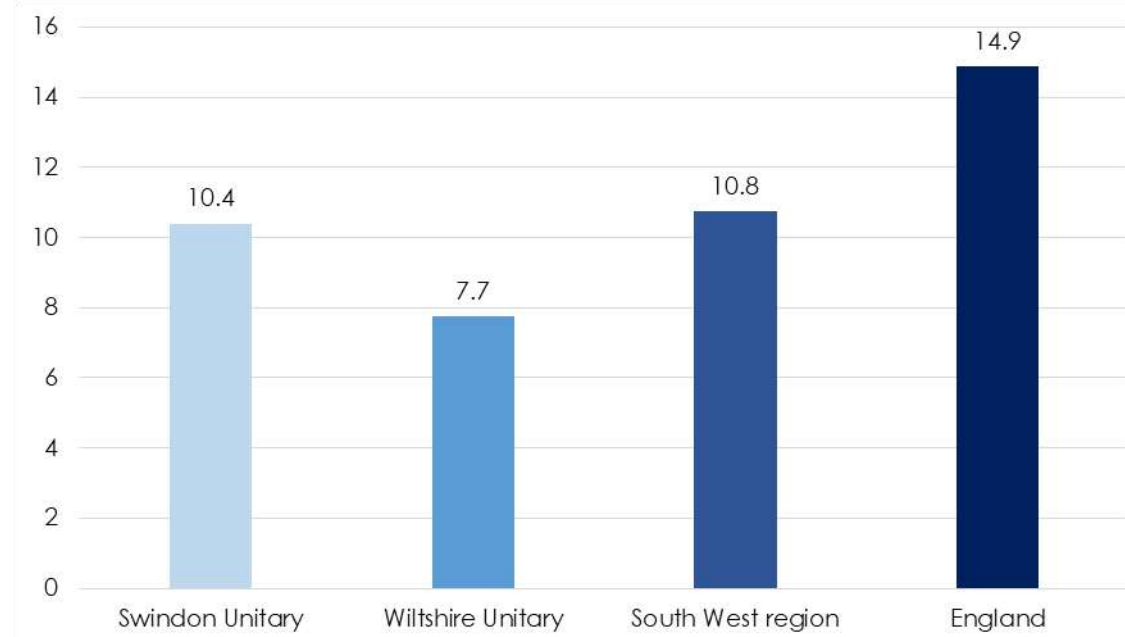
Source: End Child Poverty 2017/18

There is a lower proportion of children living in low-income families in Wiltshire (7.7%) and Swindon (10.4%) compared to the average across the South West (10.8%) and England (14.9%)

Relative low income is defined as a family in low income before housing costs (BHC). A family must have claimed one or more of Universal Credit, Tax Credits or Housing Benefit at any point in the year to be classed as low income in these statistics.

The chart below shows the % of children aged 0-15 living in relative low-income families. It shows that Wiltshire has the lowest rates of 7.7%, followed by 10.4% in Swindon and higher average rates across the South West (10.8%) and England (14.9%).

% of children aged 0-15 in relative low-income families



Source: Department for Work and Pensions (DWP) 2018/19

A larger proportion of low income families are headed by a lone parent in Wiltshire (47.1%) and Swindon (47%) than across the South West (39.8%) and England (40.1%)

As shown in the table below, Wiltshire and Swindon areas have a higher proportion of low-income lone parent families than across the South West and nationally – 47% of relative low-income families in Swindon areas are lone parent, compared with 41.7% in Wiltshire, 39.8% in the South West and 40.1% across England.

Children 0-19 in relative low-income families by type (as % of all in relative low income families)

Area	Couple families	Lone parent families	In-work families	Out of work families
Wiltshire Unitary	58.4	41.7	75.1	25.0
Swindon Unitary	53.1	47.0	67.0	33.0
South West region	60.2	39.8	72.4	27.6
England	59.2	40.8	69.3	30.7

Source: Department for Work and Pensions (DWP) 2018/19

A higher proportion of low income families in Wiltshire are in employment - 75.1% of low income families in Wiltshire have at least one adult working, compared with 67% of low income families in Swindon, 72.3% in the South West and 69.2% in England as a whole

As shown in the table above, more than three quarters (75.1%) of low income families in Wiltshire have at least one adult working, compared with 67% of low income families in Swindon, 72.3% in the South West and 69.2% in England as a whole. This is likely to be linked to the relatively low wages in Wiltshire (explored in the deprivation section above).

More than one third of children (aged 0-19) live in relative low incomes families in Penhill north - nearly double the national average

The table below shows the 20 LSOAs in Wiltshire (3) and Swindon (17) with the highest proportion of children aged 0-19 in relative low-income families.

Penhill North has the highest proportion of children in relative low-income families, with - nearly double the national average proportion of children aged 0-19 living in relative low-income families (36.2%) compared to 18.2% across England. Seventeen of the top 20 areas are located in Swindon, with five areas in Park, three in Penhill and three in Pinehurst featuring in the top 20. Outside of Swindon, the Bemerton area of Salisbury contains two neighbourhoods with relatively high levels of children in low income families.

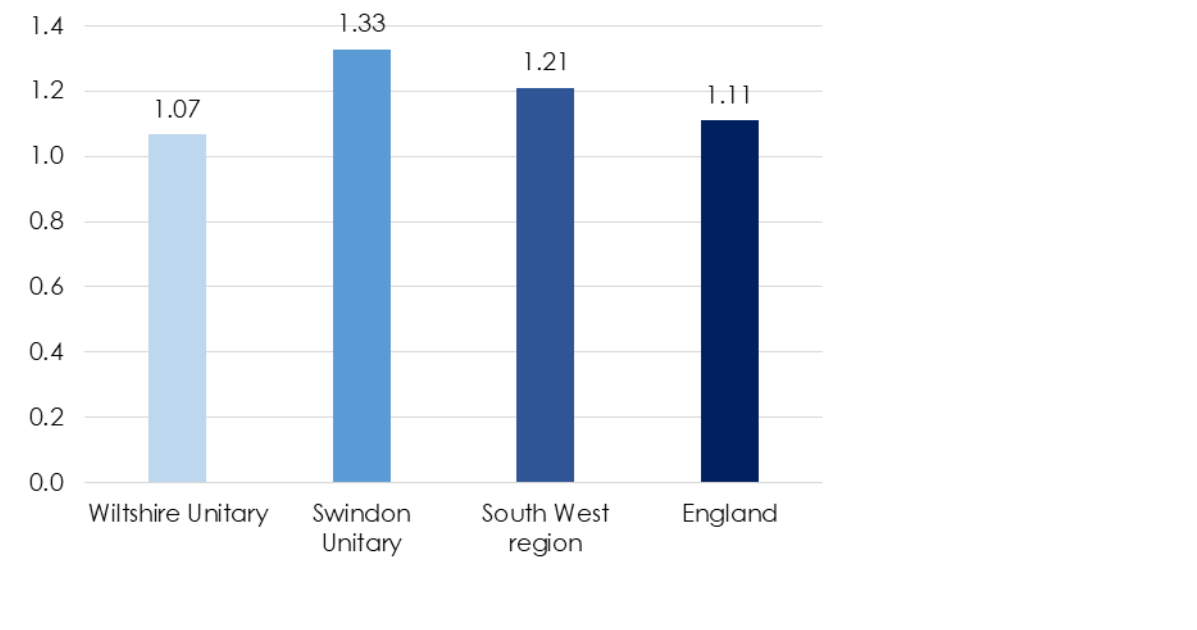
Children aged 0-19 in low-income families by LSOA		
LSOA name	Local Authority	% children 0-19 low-income families
Penhill north	Swindon	36.22
Walcot East north west	Swindon	31.64
Park North north	Swindon	31.58
Walcot East east	Swindon	30.69
Pinehurst west	Swindon	29.63
Penhill east	Swindon	29.63
Toothill north	Swindon	29.35
Penhill central	Swindon	29.09
Pinehurst north	Swindon	25.00
Park South east	Swindon	24.41
Salisbury Bemerton - west	Wiltshire	24.32
Park South south west	Swindon	24.00
Park South central	Swindon	23.61
Stokesay Drive	Swindon	23.38
Park South north west	Swindon	23.36
Pinehurst south	Swindon	23.35
Moredon west	Swindon	22.70
Upper Stratton south east	Swindon	21.90
Salisbury Bemerton - south	Wiltshire	21.79
Devizes North - east	Wiltshire	21.46

Source: Department for Work and Pensions (DWP) 2018/19

There is a higher proportion of children providing unpaid care in Swindon (1.33%) than on average across Wiltshire (1.07%), the South West (1.21%) and England (1.11%)

As shown in the chart below, 1.33% of children provide unpaid care in Swindon, compared to 1.07% in Wiltshire and 1.11% nationally.

% of children aged 0-15 providing unpaid care

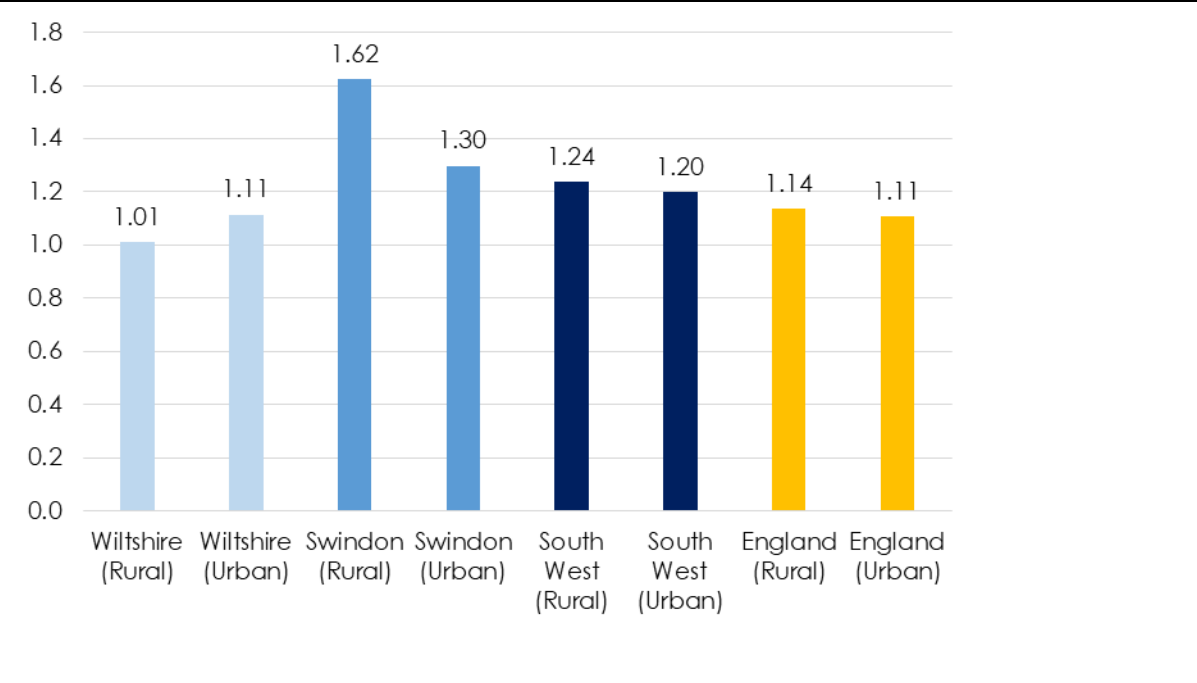


Source: Census 2011

Rural Swindon shows a higher proportion of children providing unpaid care than across other areas

This is a bigger issue in rural Swindon areas where 1.62% of children provide unpaid care, above the average across other rural areas in Wiltshire (1.01%) the South West (1.24%) and England (1.14%).

% of children aged 0-15 providing unpaid care



Source: Census 2011

The table below shows the 20 LSOAs in Wiltshire and Swindon with the highest percentage of children providing unpaid care. Unpaid care is an issue across various areas in Wiltshire with particularly high levels of children providing unpaid care in Gainsborough Way north (4.3%)

and Highworth North east (3.9%) in Swindon and Salisbury Bemerton – west in Wiltshire (3.8%) - all with rates more than three times the national average (1.1%)

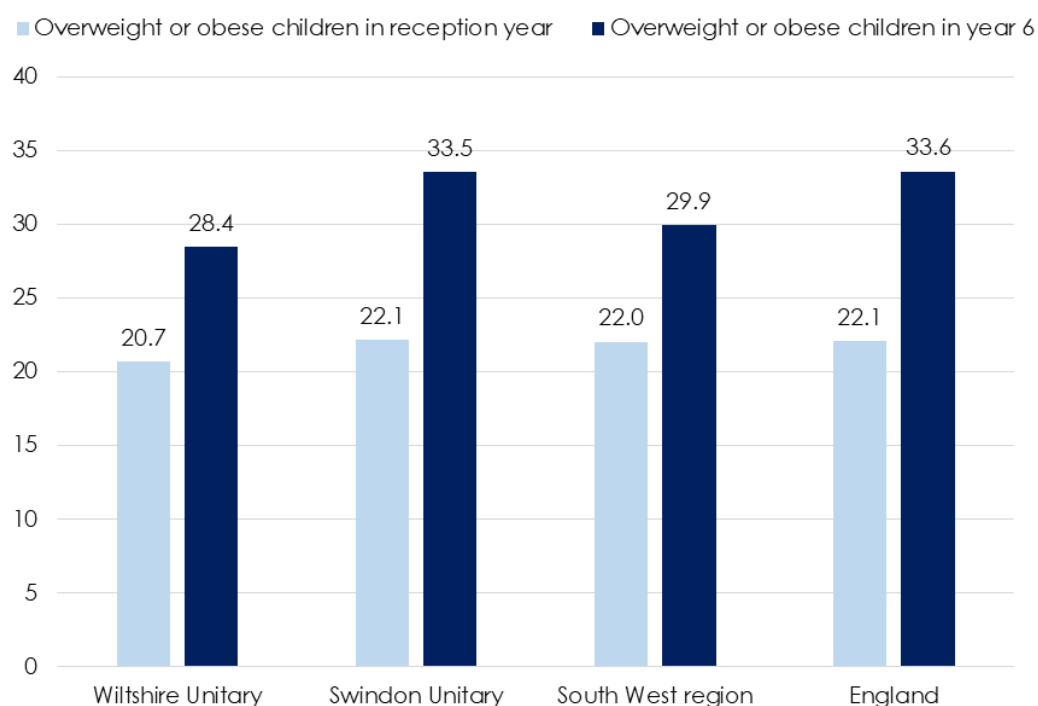
Children providing unpaid care by LSOA		
LSOA name	Local Authority	% child unpaid care
Gainsborough Way north	Swindon	4.3
Highworth North east	Swindon	3.9
Salisbury Bemerton - west	Wiltshire	3.8
Pinehurst west	Swindon	3.6
Milton Lilbourne, Easton & Wootton Rivers	Wiltshire	3.5
Victoria road	Swindon	3.5
Wootton Bassett North - north west	Wiltshire	3.3
Freshbrook east	Swindon	3.3
Westbury Ham - west	Wiltshire	3.3
Haydon Wick central east	Swindon	3.3
Upper Stratton north west	Swindon	3.2
Salisbury Harnham East - south	Wiltshire	3.1
Salisbury Harnham West - north	Wiltshire	3.1
Box west	Wiltshire	3.0
Rodbourne south	Swindon	3.0
Calne Abberd - south	Wiltshire	2.9
Stokesay Drive	Swindon	2.9
Chippenham Allington - north	Wiltshire	2.9
Upper Stratton south east	Swindon	2.8
Rodbourne north east	Swindon	2.8

Source: Census 2011

Swindon has a similar rate of childhood obesity as the national average, whereas rates are lower in Wiltshire

33.5% of children in year 6 are overweight or obese in Swindon, compared to 28.4% in Wiltshire and 33.6% in England. Levels of child obesity are lower at reception age across all areas, though Swindon again has rates similar to the national average, whilst rates across Wiltshire are slightly lower - 20.7% compared with 22.1% across England as a whole.

Overweight or obese children



Source: National Child Measurement Programme, NHS Digital 2015/16-2017/18

The table below shows the largest towns in Wiltshire and Swindon ordered by rates of overweight and obesity in reception year children.

Overweight and obesity in reception year children by town

Area name	Overweight or obese children in reception year (%)
Tidworth	25.4
Calne	24.5
Warminster	24.2
Westbury	23.5
Amesbury	23.2
Swindon	22.6
Trowbridge	22.5
Wootton Bassett	21.8
Melksham	21.6
Devizes	21.1
Salisbury	20.5
Bulford Camp	20.3
Chippenham	20.1
Corsham	16.9
Wiltshire Unitary	20.7
Swindon Unitary	22.1
South West region	22.0
England	22.1

Source: National Child Measurement Programme, NHS Digital 2015/16-2017/18

Seven towns in the area have child obesity rates at above the national average. Tidworth has the highest rates of child obesity where just over one-quarter of children in reception year are overweight or obese, whereas Corsham has the lowest rates of child obesity of all of the largest towns in Wiltshire and Swindon with 16.9%.

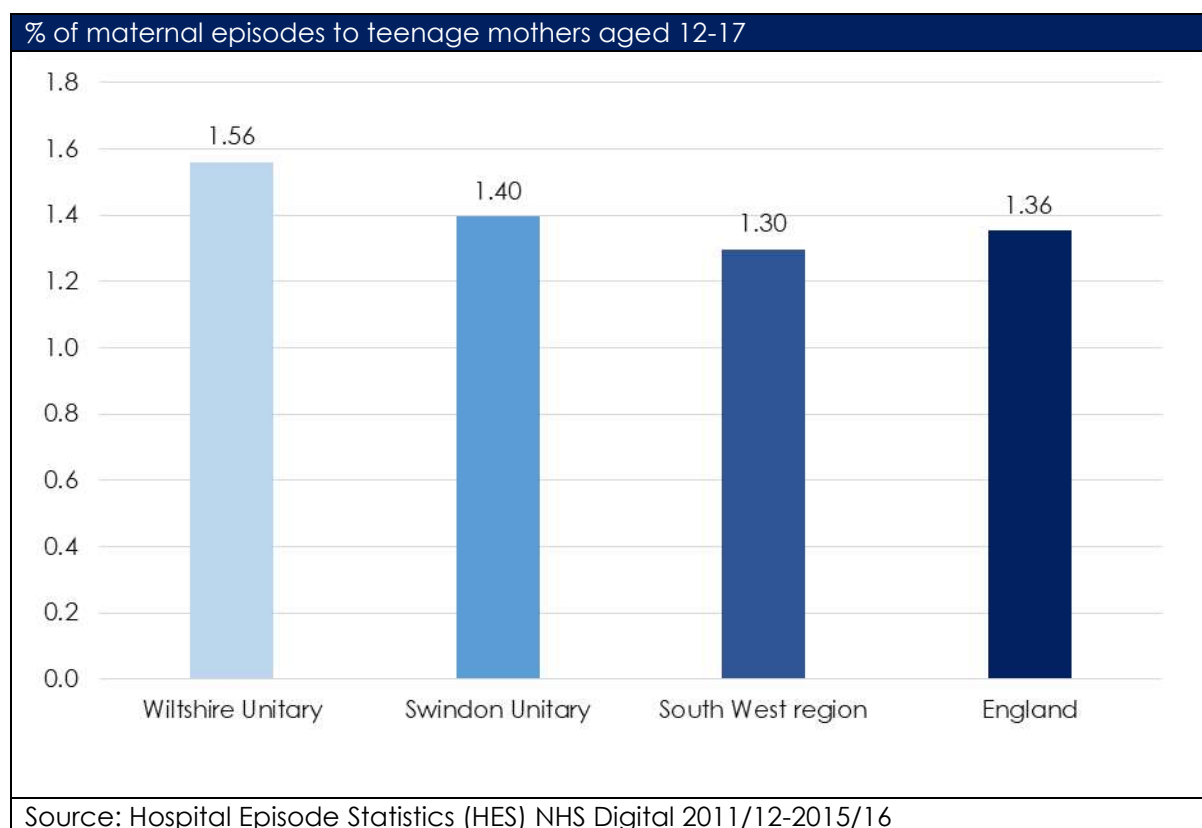
Looking more closely at neighbourhood level shows that areas in Penhill, Walcot East and Pinehurst in Swindon face the greatest challenges regarding child obesity – with more than 30% of children overweight or obese in reception year

The table below shows the 10 neighbourhoods with the highest rates of child obesity in Wiltshire and Swindon (4 in Wiltshire and 6 in Swindon). 32.9% of children are classified as overweight or obese in reception year in Penhill and more than 30% in Walcot East and Pinehurst - with these parts of Swindon recording the highest rates of all areas across Wiltshire and Swindon.

Overweight or obese children in reception year by MSOA		
MSOA name	Local Authority	Overweight or obese children in reception year
Penhill - Swindon 003	Swindon	32.9
Walcot East - Swindon 016	Swindon	32.5
Pinehurst - Swindon 007	Swindon	30.9
Freshbrook South & Toothill - Swindon 022	Swindon	28.6
Moredon - Swindon 006	Swindon	27
Park North & Park South - Swindon 020	Swindon	27
Warminster East - Wiltshire 042	Wiltshire	26.9
Salisbury Bemerton - Wiltshire 052	Wiltshire	25.9
Tidworth & Ludgershall - Wiltshire 041	Wiltshire	25.4
Devizes West - Wiltshire 026	Wiltshire	25.2

Source: National Child Measurement Programme, NHS Digital 2015/16-2017/18

Rates of births to teenage mothers are relatively high in both Wiltshire and Swindon



There were a higher proportion of births to teenage mothers in Wiltshire than across Swindon and other comparators, with 1.56% of all births being to mothers aged 12-17 in Wiltshire, compared to 1.4% in Swindon, 1.3% in the South West and 1.4% nationally.

The table below shows the proportion of births to teenage mothers across the largest towns in Wiltshire and Swindon. Using this more granular data on teenage mothers, based on % of maternal episodes to teens aged 12-17, allows a closer look at lower levels of geography with the highest rates. Of the largest towns in Wiltshire and Swindon, Salisbury has the highest % of births to teenage mothers with 3.1% - well above the England average (1.36%).

Births to teenage mothers by town

Area name	% of births to teenage mothers
Salisbury	3.1
Chippenham	2.3
Warminster	2.3
Trowbridge	2.3
Melksham	2.2
Calne	1.9
Devizes	1.8
Swindon	1.8
Westbury	1.2
Tidworth	1.1
Amesbury	0.8
Wootton Bassett	0.0
Bulford Camp	0.0
Corsham	0.0
Wiltshire Unitary	1.56
Swindon Unitary	1.40
South West region	1.30
England	1.36

Source: Hospital Episode Statistics (HES) NHS Digital 2011/12-2015/16

When looking at neighbourhood level, areas of Swindon show particularly high proportions of teenage mothers, where rates are more than twice the national average across neighbourhoods in Pinehurst – with 4.5% of maternal episodes to teenagers aged 12-17. Of the ten neighbourhoods with the highest rates of teenage mothers, 6 are in Wiltshire and 4 are in Swindon.

Births to teenage mothers by MSOA

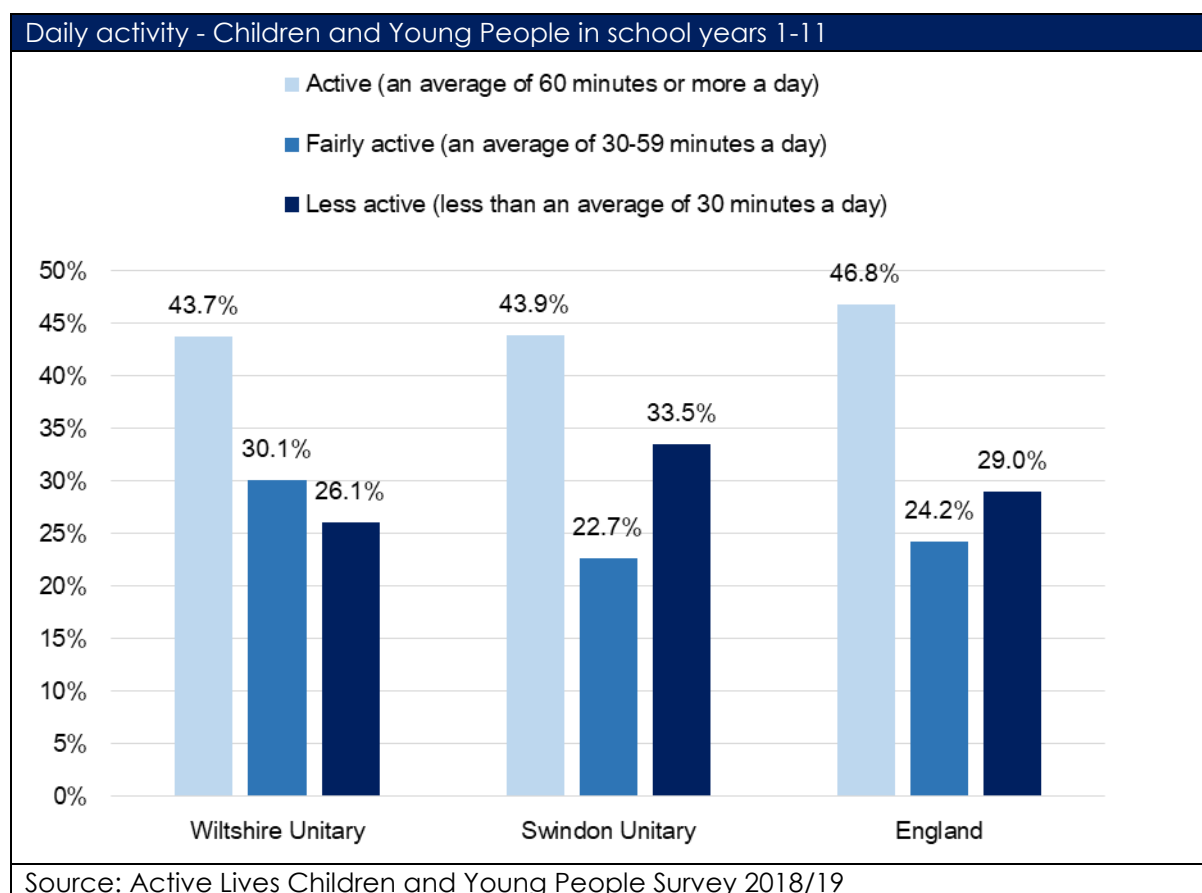
MSOA name	Local Authority	% teenage mothers
Pinehurst - Swindon 007	Swindon	4.5
Covingham - Swindon 013	Swindon	3.3
Trowbridge West - Wiltshire 033	Wiltshire	3.2
Salisbury Bemerton - Wiltshire 052	Wiltshire	3.1
Salisbury Cathedral & Harnham - Wiltshire 058	Wiltshire	3
Trowbridge North - Wiltshire 031	Wiltshire	2.5
Eldene & Dorcan - Swindon 023	Swindon	2.4
Warminster East - Wiltshire 042	Wiltshire	2.4
Park North & Park South - Swindon 020	Swindon	2.3
Chippenham South & East - Wiltshire 011	Wiltshire	2.3

Source: Hospital Episode Statistics (HES) NHS Digital 2011/12-2015/16

Children in Wiltshire and Swindon are less likely to be considered physically 'active' than the national average

Swindon shows similar rates of physically 'active' children to Wiltshire, both with 44% of children averaging 60 minutes or more of activity a day, slightly below the England average of 46.8%.

However, following the patterns with child overweight and obesity, Swindon has a slightly higher proportion of children who are categorised as 'less active' than in Wiltshire and England – 33.5% recorded less than 30 minutes activity a day, compared to 26.1% across Wiltshire and 29% nationally.



Based on the 'Children in Need' census, there are 2,517 children in need in Wiltshire and 1,457 children in need in Swindon

Children in Need statistics are derived from information collected in the [children in need census](#). A child in need is defined under the Children Act 1989 as a child who is unlikely to reach or maintain a satisfactory level of health or development, or their health or development will be significantly impaired without the provision of children's social care services, or the child is disabled. Figures are based on those assessed as being in need during 2019/20.

The table below shows the number of children classified as in need across Wiltshire, Swindon the South West and England. Wiltshire (283.3 per 10,000 children) and Swindon (291.9) have lower levels of Children in Need than the national average (323.8).

However, children in Swindon are more likely to be in need due to their parents having a disability or illness (11 per 10,000 children) or their family being in acute stress (32.1 per 10,000) than the national average (7.8 and 27.3 respectively). The primary reason for being considered 'in need' is for children experiencing abuse or neglect (accounting for 65% of cases in Wiltshire and 40% of cases in Swindon).

Indicator	Wiltshire Unitary		Swindon Unitary		South West	England
	N	Rate	N	Rate	Rate	Rate
Children in Need	2,517	238.3	1,457	291.9	280.9	323.8
Children in Need who are experiencing Abuse or neglect	1,628	154.2	576	115.4	154.8	180.9
Children in Need with a disability of illness	343	32.5	128	25.6	20.1	26.6
Children in Need whose parents have a disability or illness	21	2.0	55	11.0	9.1	7.8
Children in Need with a family in acute stress	124	11.7	160	32.1	31.6	27.3
Children in Need experiencing family dysfunction	264	25.0	179	35.9	36.8	45.6
Children in Need experiencing absent parenting	86	8.1	29	5.8	8.5	13.3

Source: Department for Education 2020

Wiltshire and Swindon have lower proportions of pupils eligible for and receiving free school meals than on average across the South West and England - in Wiltshire 8.5% of pupils are receiving free school meals, with lower rates of free school meal take up than in Swindon where 12.5% of pupils receive free school - below the average nationally of 13.6%

In Wiltshire there are 5,955 pupils receiving free school meals and 7,626 known to be eligible for free school meals, this makes up 8.5% and 10.9% of pupils respectively, with lower rates of free school meal take up in Swindon. 4,434 pupils are eligible for free school meals in Swindon and 7,626 are known to be eligible, this accounts for 12.5% of pupils receiving free school meals and 15.3% known to be eligible, below the average across England as a whole of 13.6% receiving and 17.3% eligible.

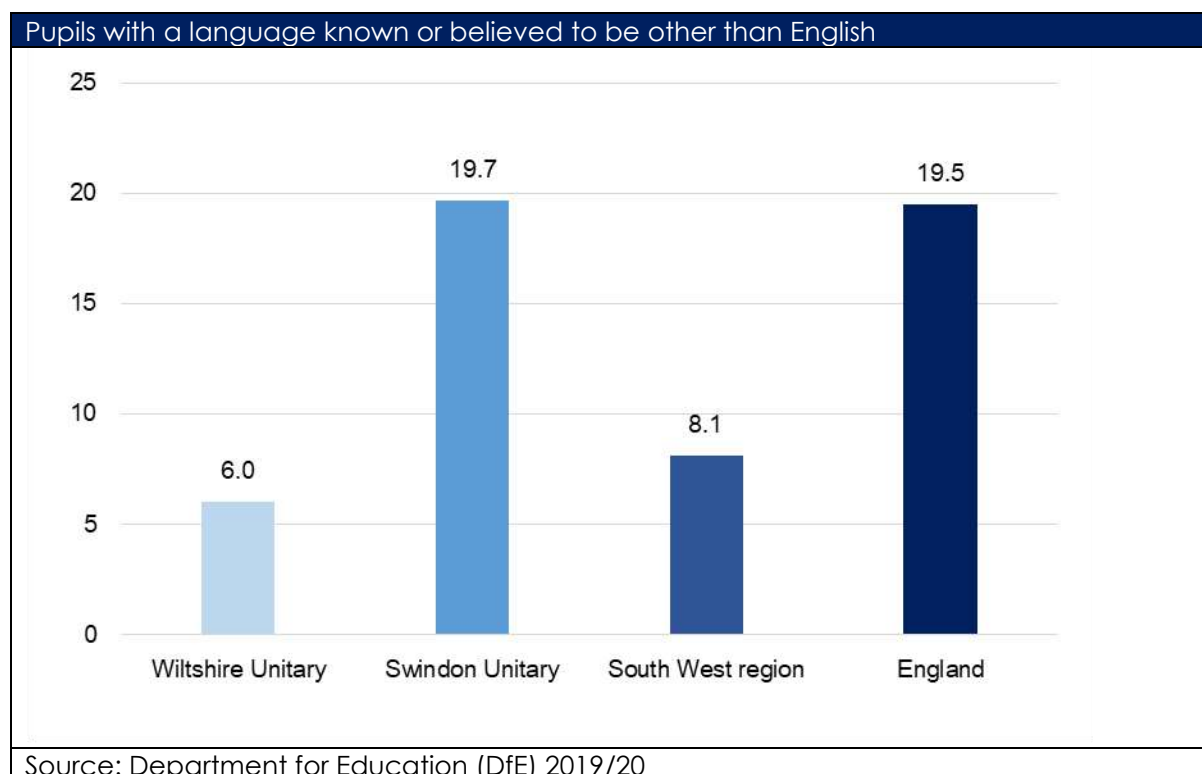
Whilst data on free school meals is a useful indication of child inequality and vulnerability in an area, there is an absence of more granular data on this measure. See the above sections on child poverty and low-income families as measures of child inequality at neighbourhood level across Wiltshire and Swindon.

	Pupils eligible for and receiving Free School Meals		Pupils known to be eligible for free school meals	
	Count	Rate	Count	Rate
Wiltshire Unitary	5,955	8.5	7,626	10.9
Swindon Unitary	4,434	12.5	5,434	15.3
South West region	84,689	11.1	111,036	14.6
England	1,134,288	13.6	1,440,788	17.3

Source: Department for Education (DfE) 2019/20

Swindon has three times the rate of pupils with a language known or believed to be other than English than areas across Wiltshire - 19.7% compared to 6% - similar to the national average of 19.5%

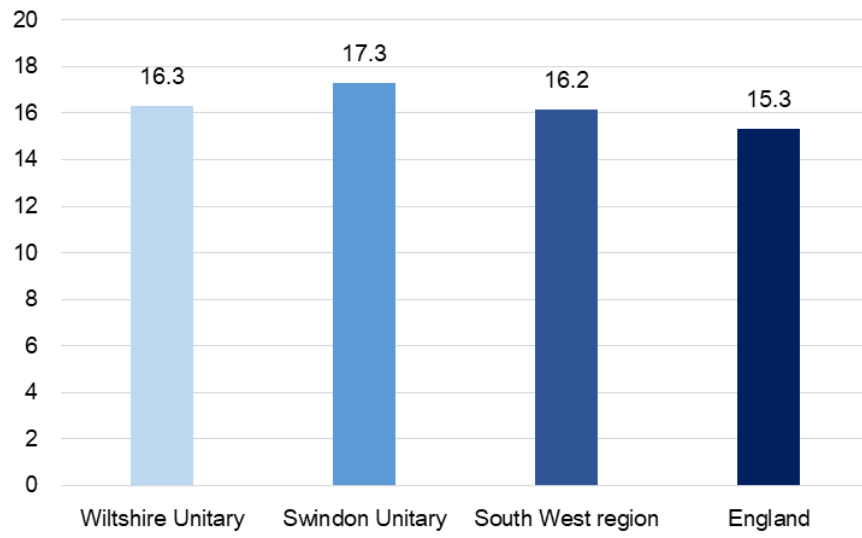
There are 4,220 pupils with a language known or believed to be other than English in Wiltshire and 6,993 in Swindon. Swindon has more than three times the proportion of pupils with a language other than English than the average for Wiltshire, 19.7% compared to 6% - similar to the national average of 19.5%. This is likely to be linked to the relatively large and growing ethnic minority population observed in Swindon (as explored in the population section above) and the relatively high levels of international migration into the borough.



Both Wiltshire and Swindon have a higher proportion of pupils with Special Educational Needs than the South West and national average - 17.3% of SEN pupils in Swindon compared to 16.3% in Wiltshire – both above the national average of 15.3%

Swindon also has higher proportion of pupils with Special Educational Needs (SEN) than the average for Wiltshire where there are 17.3% of SEN pupils in Swindon compared to 16.3% in Wiltshire – both above the national average of 15.3%.

% of pupils with Special Educational Needs



Source: Department for Education (DfE) 2019/20

Older people

Looking at the older population in detail across Wiltshire and Swindon will provide insight into where the greatest areas of need are for this part of the population. This section covers socio-economic characteristics of the older population, and how that is changing and varies across Wiltshire to highlight areas with hidden needs.

Executive summary

Wiltshire has a higher proportion of people aged 65 and over than the national average (18.4%). Warminster (24.4%), Devizes (22.9%), Wootton Bassett (22.6%) Melksham (22.4%), Corsham (22.2%) and Salisbury (22.1%) as well as rural areas in Wiltshire (22.9%) all have larger proportions of people aged 65+ than the national average.

Pensioner poverty is a key challenge in some communities in Wiltshire and Swindon. The table below shows the LSOAs in Wiltshire and Swindon with the highest levels of Income Deprivation Affecting Older People.

IoD 2019 Income Deprivation Affecting Older People (IDAOP) by LSOA		
Area name	Local Authority	IoD 2019 Income Deprivation Affecting Older People (IDAOP) Score (rate)
Walcot East south west	Swindon	51.20
Manchester Road	Swindon	49.60
Pinehurst west	Swindon	40.00
Tidworth north west	Wiltshire	38.30
Faringdon Road	Swindon	37.10
Bathurst Road	Swindon	36.40
Park South central	Swindon	34.60
Penhill east	Swindon	33.90
Walcot East north west	Swindon	33.50
Albion Street	Swindon	33.10
Freshbrook south	Swindon	32.90
Penhill central	Swindon	31.00
Penhill north	Swindon	31.00
Walcot East east	Swindon	31.00
Park South south west	Swindon	30.80
Regents Close	Swindon	30.30
Park North north	Swindon	29.30
Park North central	Swindon	28.70
Stokesay Drive	Swindon	27.90
Pinehurst south	Swindon	27.50
England		14.20
Swindon Unitary		13.06
South West region		11.39
Wiltshire Unitary		8.69

Source: Ministry of Housing Communities and Local Government (MHCLG) 2019

99 LSOAs out of 417 in Wiltshire (53) and Swindon (46) have higher levels of income deprivation among the older population compared to the national average. Nineteen of the top 20 areas are located in Swindon – including four in Park, three in Walcot, three in Pinehurst and three in Penhill. The most deprived neighbourhood in Wiltshire is Walcot East south west in Swindon where over half of its population aged over 60 are likely to be income deprived.

Another challenge experienced by older people is social isolation – with more than half of all pensioner households comprised of a pensioner living alone – with Salisbury (62.8%) and Tidworth (60.9%) having a larger proportion of lone pensioner households than the national average (59.6%).

Having a relatively older age profile also has an impact on health and social care demand across Wiltshire and Swindon. This can be seen by the relatively high proportion of older people receiving Attendance Allowance (payable to those who are so severely disabled, physically or mentally, that they need a great deal of help with personal care or supervision). 123 out of the 417 LSOAs in Wiltshire and Swindon have higher rates of Attendance Allowance claimants above the national average (12.5%). Attendance Allowance claimant rates are above the national average across Amesbury (14.4%) and Salisbury (12.7%).

The table below lists the ten LSOAs in Wiltshire and Swindon with the highest rates, most of which are concentrated in urban areas. Trowbridge Adcroft - Stallard in Wiltshire has the highest rate, with nearly three in ten (29.8%) people aged 65 and over in receipt of Attendance Allowance.

LSOAs with the highest Attendance Allowance claimant rate in Wiltshire and Swindon			
Local Authority	Area Name (LSOA)	Attendance Allowance %	
Wiltshire	Trowbridge Adcroft - Stallard	29.8	
Wiltshire	Chippenham Avon - east	27.5	
Wiltshire	Melksham North - south west	25.7	
Wiltshire	Wootton Bassett South - central	24.5	
Wiltshire	Lavingtons south	23.5	
Swindon	Victoria road	22.1	
Swindon	Queen Elizabeth Drive south	21.7	
Wiltshire	Warminster West - east central	20.6	
Wiltshire	Salisbury Bishopdown - central	20.6	
Swindon	Okus central	20.5	

Source: Department for Work and Pensions (DWP) May-2020

Older people: Key facts and figures

Wiltshire has a larger older population than Swindon.

Older people are less likely to be lonely in Wiltshire. Despite this, 114 out of 417 neighbourhoods have a higher probability of loneliness amongst the older population.

Overall, the rate of income deprivation affecting older people has decreased across all areas. Despite this, 99 out of 417 LSOAs in Wiltshire (53) and Swindon (46) have higher levels of income deprivation among older people compared to the national average.

Walcot East south west in Swindon has the highest level of older people experiencing income deprivation in Wiltshire and Swindon, with over half of its population aged over 60 income deprived.

Swindon (11.5%) has a higher instance of pensioner poverty than Wiltshire (7.6%), however rates are below the national average (12.4%) in both areas.

Overall, pensioner poverty is lower in Wiltshire (7.6%). However, two of the major towns Tidworth (19.4%) and Swindon (14.7%) are experiencing levels above the England average (12.4%).

The highest rates of pensioner poverty are concentrated predominantly in neighbourhoods in the Walcot and Central areas of Swindon. Walcot East south west has the highest rate of pensioner poverty where nearly half of its older population are claiming Pension Credit.

Wiltshire has fewer older people with social care needs, with a lower rate of Attendance Allowance claimants (10.9%) than regional (11.6%) and national (12.5%) average. However, the larger towns of Amesbury (14.4%) and Salisbury (12.7%) may experience greater challenges with a higher rate of Attendance Allowance claimants.

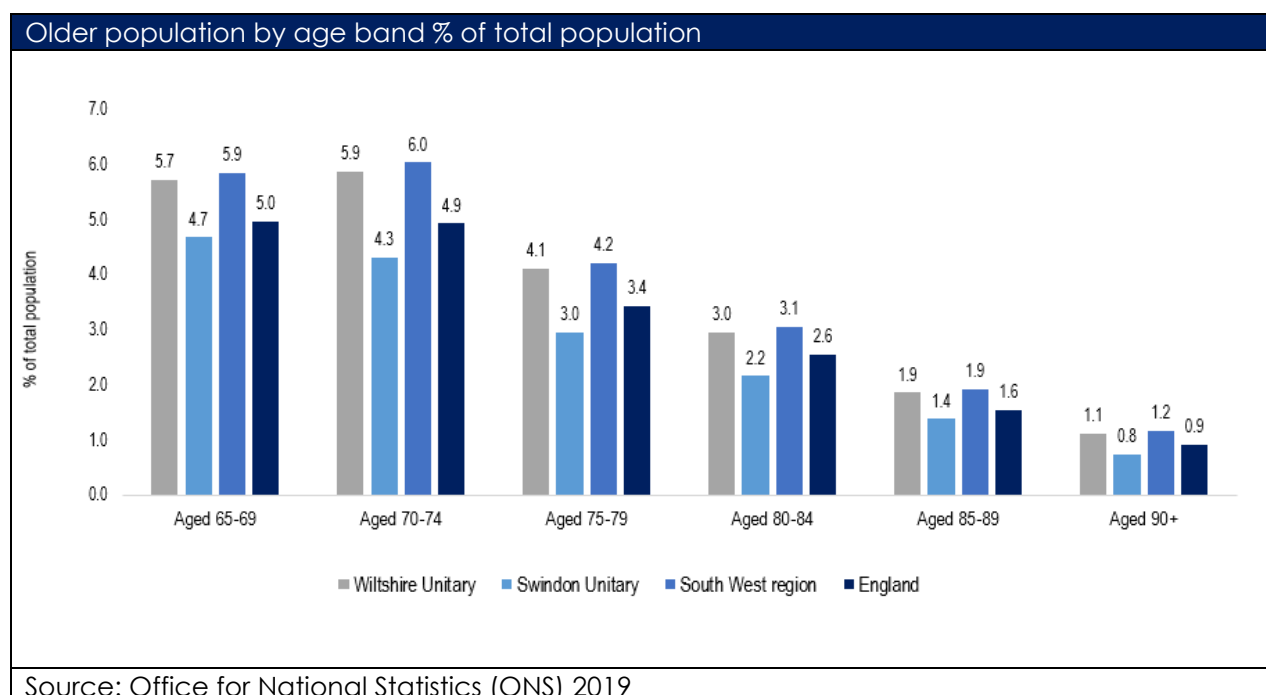
Neighbourhoods in Wiltshire and Swindon may have greater levels of need with a higher proportion of older people with social care needs claiming Attendance Allowance. 123 out of 417 LSOAs have higher rates of Attendance Allowance claimants than the national average, Trowbridge Adcroft - Stallard has the highest rate.

Older people analysis

Wiltshire has a larger older population than Swindon

The chart below shows the proportion of people aged 65 and over in Wiltshire, Swindon and comparators broken down by five year age bands. The chart shows that Wiltshire has a higher proportion of people aged over 65 than the national average (however, it is lower than the regional average) and this pattern holds across all five year age bands. There are a higher proportion of 70-74 years olds than other older age groups across Wiltshire (5.9%), the South West (6.0%) and England as a whole (4.9%) - reflecting the “baby boom” generation born just after the second world war. The older population then declines in each subsequent five-year age band with just 1.1% of people in Wiltshire aged 90+). Swindon, has a lower proportion of those over 65 than the regional and national average across all six age-bands and sees a higher share of its older population aged 65-69 (4.7% of the population).

Some of the larger towns have relatively high proportions of older people in certain age bands. Wootton Bassett (6.3%), Warminster (6%) and Corsham (5.9%) have a higher proportion of those aged 65-69 than the regional (5.9%) and national (5%) average. Looking at those in the 90 and over bracket, Salisbury (1.5%), Warminster (1.4%) and Wootton Bassett (1.2%) have a higher proportion of people in this age band compared with the regional (1.2%) and national (0.9%) average.



Pensioners are less likely to be living alone in Wiltshire

Wiltshire has a lower proportion of lone pensioner households (55%), compared to the regional (57%) and national (59.6%) average. A higher proportion of pensioners are likely to be living alone in Swindon (58.3%) compared to the regional average, but this is lower than the national average. Despite this, two of the larger towns in Wiltshire and Swindon – Salisbury, and Tidworth, have a higher proportion of pensioners living alone than the national average. Pensioners living alone are likely to be at increased risk of loneliness – this is likely to

especially the case during lockdown where interaction with people outside of the immediate household is prohibited.

149 out of 417 neighbourhoods have a higher proportion of lone pensioner households

LSOAs with the highest % of lone pensioner households in Wiltshire and Swindon		
Local Authority	Area Name (LSOA)	Pensioner living alone (as % of all pensioner households)
Swindon	Orbital north	100.0
Swindon	Haydon east	100.0
Wiltshire	Durrington - Larkhill Camp	87.5
Swindon	Victoria road	84.4
Swindon	Stokesay Drive	80.9
Wiltshire	Melksham North - south west	80.2
Wiltshire	Trowbridge Park - central	80.0
Swindon	Pinehurst west	80.0
Wiltshire	Salisbury St Edmund - south	79.9
Swindon	Faringdon Road	79.8

Source: Census 2011

Looking at neighbourhood level, there are 149 areas (86 in Wiltshire and 63 in Swindon) which have higher levels of lone-pensioner households than the national average – where loneliness in older age may be more of an issue. The table above shows the LSOAs with the highest % of pensioner households that are comprised of one person aged over 65 living alone. Four out of five pensioner households in these neighbourhoods are one person households.

Older people in Wiltshire and Swindon have a lower prevalence of loneliness than the national average

The Loneliness Index was developed by Age UK to predict of the prevalence of loneliness amongst usual residents, living in households, aged 65 and over. A score closer to zero indicates higher levels of predicted loneliness among older age groups.

Wiltshire has a lower predicted prevalence of loneliness for those aged 65 and over (-4.2%), compared to the regional (-4%) and national (-3.9%) average (a value closer to 0 predicts greater prevalence of loneliness amongst those aged over 65). Swindon has a slightly higher probability of loneliness among those aged over 65 (-4%) than the regional average, but lower than the national average. All of the larger towns in Wiltshire and Swindon follow a similar pattern with lower predicted scores of the prevalence of loneliness amongst people aged 65 and over.

114 Neighbourhoods in Wiltshire and Swindon have a greater risk of loneliness amongst older people

114 out of 417 LSOAs in Wiltshire (61) and Swindon (53) have a higher probability of loneliness in those aged over 65 than the England average. The table below shows the LSOAs with the highest probability of loneliness for those aged 65 and over. Seven of the 10 areas are located in Swindon. Warminster East - Imber Road in Wiltshire has the highest predicted prevalence of loneliness amongst older people.

LSOAs with the highest probability of loneliness in those aged over 65 in Wiltshire and Swindon

Local Authority	Area Name (LSOA)	Probability of loneliness for those aged 65 and over (closer to zero = higher probability of loneliness)
Wiltshire	Warminster East - Imber Road	-2.9
Swindon	Stokesay Drive	-3.3
Swindon	Penhill east	-3.3
Swindon	St Andrew central	-3.3
Swindon	Walcot East south west	-3.3
Wiltshire	Bulford Camp (part)	-3.4
Swindon	Faringdon Road	-3.4
Swindon	Penhill central	-3.4
Wiltshire	Chippenham Queens - east	-3.4
Swindon	Penhill north	-3.4

Source: AgeUK 2011

Tidworth was higher levels of income deprivation affecting older people than the national average while deprivation levels are lower in the other towns in the area

Deprivation affecting older people is defined as those adults aged 60 or over receiving Income Support or income-based Jobseekers Allowance or income-based Employment and Support Allowance or Pension Credit (Guarantee) families as a proportion of all those aged 60 or over. Swindon has a higher level of income deprivation among older people (13.1%) than Wiltshire (8.7%) and the region (11.4%), both are below the national average (14.2%).

The table below shows the proportion of older people experiencing income deprivation in major towns in Wiltshire and Swindon.

IoD 2019 Income Deprivation Affecting Older People (IDAOP) Score by town	
Area name	IoD 2019 Income Deprivation Affecting Older People (IDAOP) Score (rate)
Tidworth	19.06
Swindon	13.81
Calne	11.61
Westbury	11.06
Melksham	10.46
Trowbridge	10.29
Warminster	10.24
Salisbury	10.12
Devizes	10.05
Amesbury	9.86
Chippenham	9.54
Wootton Bassett	9.29
Corsham	9.16
Bulford Camp	8.37
Swindon Unitary	13.06
Wiltshire Unitary	8.69
South West region	11.39
England	14.20

Source: Ministry of Housing Communities and Local Government (MHCLG) 2019

The table shows that the majority of towns have lower levels of income deprivation than the national average, with the exception of Tidworth where 19.1% of older people experience income deprivation.

99 LSOAs out of 417 in Wiltshire (53) and Swindon (46) have higher levels of income deprivation among the older population compared to the national average – with more than half of older people in is Walcot East south west experiencing income deprivation

The table below shows the 20 LSOAs in Wiltshire and Swindon that have the highest levels of older people experiencing income deprivation. Nineteen of the top 20 areas are located in Swindon – including four in Park, three in Walcot, three in Pinehurst and three in Penhill. The most deprived neighbourhood on this measure is Walcot East south west in Swindon, where more than half of those aged over 60 are income deprived. This LSOA also has the highest level of Pension Credit claimants in Swindon.

IoD 2019 Income Deprivation Affecting Older People (IDAOP) Score by LSOA

Area name	Local Authority	IoD 2019 Income Deprivation Affecting Older People (IDAOP) Score (rate)
Walcot East south west	Swindon	51.20
Manchester Road	Swindon	49.60
Pinehurst west	Swindon	40.00
Tidworth north west	Wiltshire	38.30
Faringdon Road	Swindon	37.10
Bathurst Road	Swindon	36.40
Park South central	Swindon	34.60
Penhill east	Swindon	33.90
Walcot East north west	Swindon	33.50
Albion Street	Swindon	33.10
Freshbrook south	Swindon	32.90
Penhill central	Swindon	31.00
Penhill north	Swindon	31.00
Walcot East east	Swindon	31.00
Park South south west	Swindon	30.80
Regents Close	Swindon	30.30
Park North north	Swindon	29.30
Park North central	Swindon	28.70
Stokesay Drive	Swindon	27.90
Pinehurst south	Swindon	27.50
England		14.20
Swindon Unitary		13.06
South West region		11.39
Wiltshire Unitary		8.69

Source: Ministry of Housing Communities and Local Government (MHCLG) 2019

Pensioner poverty rates in Wiltshire are below the national average and have been falling in recent years

The chart below compares the proportion of older people receiving Pension Credit (payable to older people who need additional financial support due to a lack of income or savings) across Wiltshire, Swindon and comparators.

Pension Credit claimant rate 2010 to 2020

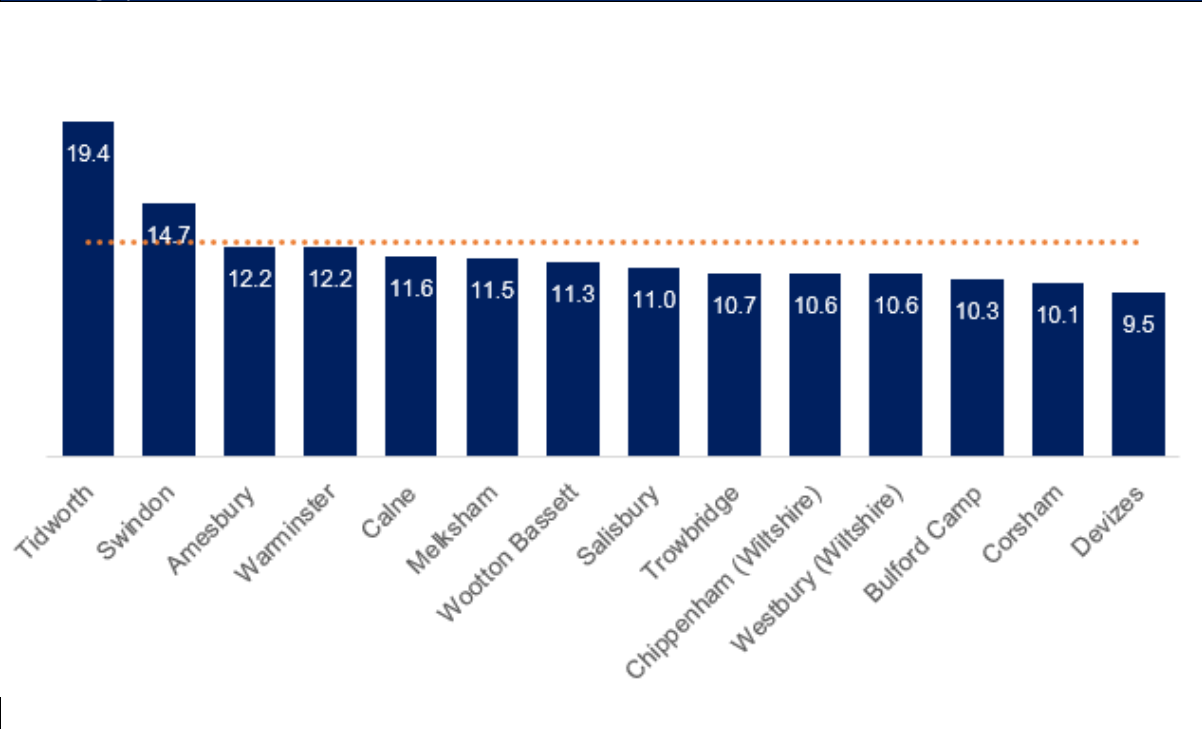


Source: Department for Work and Pensions (DWP) May-2020

Wiltshire has a lower proportion of people receiving Pension Credit (7.6%) than both the regional (10%) and the national average (12.4%). Swindon has a higher proportion of Pension Credit claimants (11.5%) than the regional average but this is below the national average.

Despite this, looking at the major towns and built up areas across Wiltshire and Swindon, Tidworth (19.4%) and Swindon (town) (14.7%) have a higher pensioner poverty rate than the England average (12.4%).

Pension Credit claimant rate % of population 65+, by town (dotted line = national average)



Source: Department for Work and Pensions (DWP) May-2020

104 out of 417 Neighbourhoods in Wiltshire and Swindon have high pensioner poverty

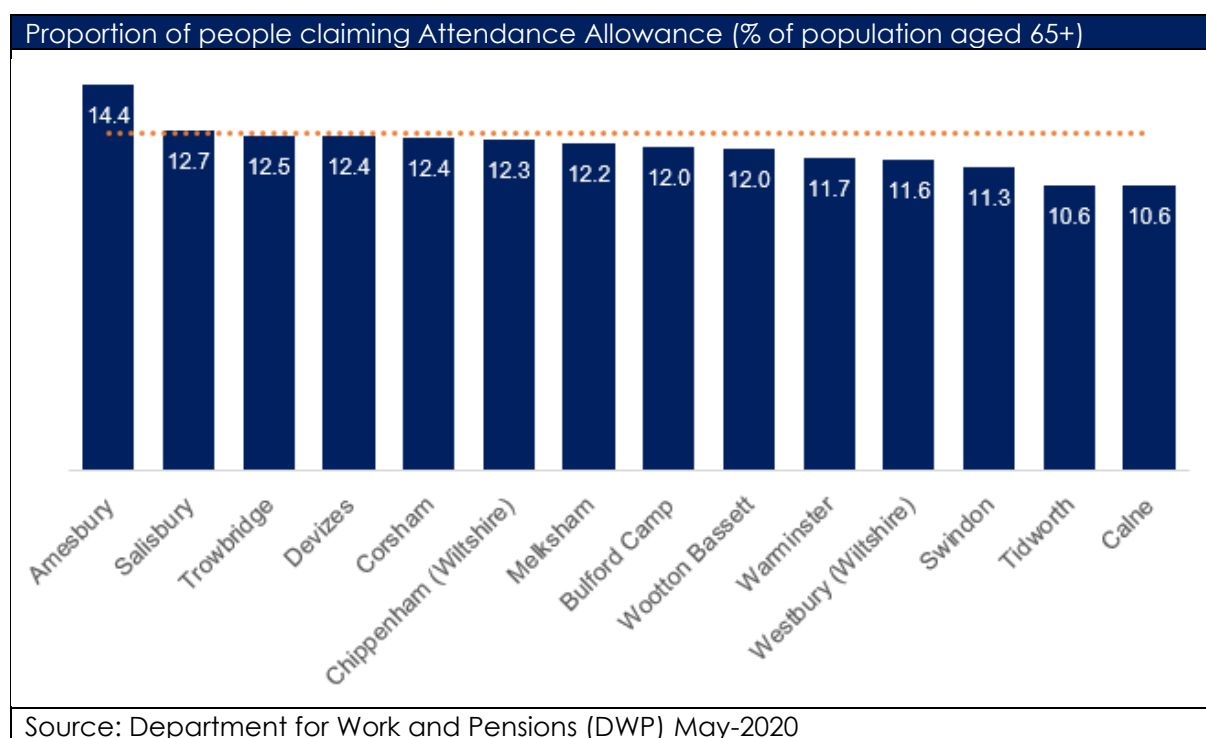
The story is different at a neighbourhood level, where 104 LSOAs in Wiltshire (55) and Swindon (49) have a higher proportion of Pension Credit claimants than the national average. The table below shows the LSOAs with the highest pensioner poverty rates in Wiltshire. In each of these areas, more than three in ten older people are claiming Pension Credit, which is 2.5 times the national average. Nine of the ten of the highest LSOAs are located in Swindon, where most are concentrated in the Walcot and Central areas, three of which have two in five older people claiming Pension Credit. Walcot East south west has the highest rate of pensioner poverty where nearly half of its older population are claiming Pension Credit.

LSOAs with the highest Pensioner Poverty rate in Wiltshire and Swindon		
Local Authority	Area Name (LSOA)	Pension Credit %
Swindon	Walcot East south west	48.6
Swindon	Manchester Road	47.4
Swindon	Faringdon Road	40.2
Swindon	Bathurst Road	39.3
Swindon	Pinehurst west	36.5
Swindon	Park North central	30.4
Swindon	Walcot East north west	30.3
Swindon	Albion Street	30.3
Swindon	Penhill central	30.2
Wiltshire	Calne Abberd - south	30.1

Source: Department for Work and Pensions (DWP) May-2020

The proportion of older people with very high social care needs is lower in both Wiltshire and Swindon, though Amesbury and Salisbury have a higher proportion of Attendance Allowance claimants than the national average

Both Wiltshire (10.9%) and Swindon (10.8%) have a lower proportion of Attendance Allowance claimants (payable to older people with social care needs) than across the South West (11.6%) and England as a whole (12.5%). The chart below compares the Attendance Allowance claimant rate across major towns in Wiltshire and Swindon.



Amesbury and Salisbury have a higher rate of people claiming Attendance Allowance than England average (12.5%, presented by the orange dotted line).

The story varies more at a neighbourhood level where 123 out of 417 neighbourhoods in Wiltshire (80) and Swindon (43) have higher social care needs in the older population than the national average

In total, 123 out of the 417 LSOAs in Wiltshire and Swindon have higher rates of Attendance Allowance claimants which is above the national average (12.5%) (80 in Wiltshire and 43 in Swindon). Three LSOAs have Attendance Allowance claimant rates that are double the national average. The table below lists the ten LSOAs in Wiltshire and Swindon with the highest rates, most of which are concentrated in the urban areas of Wiltshire. Trowbridge Adcroft - Stallard E01032085 in Wiltshire has the highest rate, with nearly three in ten (29.8%) people aged 65 and over in receipt of Attendance Allowance in the LSOA.

LSOAs with the highest Attendance Allowance claimant rate in Wiltshire and Swindon			
	Local Authority	Area Name (LSOA)	Attendance Allowance %
	Wiltshire	Trowbridge Adcroft - Stallard	29.8
	Wiltshire	Chippenham Avon - east	27.5
	Wiltshire	Melksham North - south west	25.7
	Wiltshire	Wootton Bassett South - central	24.5
	Wiltshire	Lavingtons south	23.5
	Swindon	Victoria road	22.1
	Swindon	Queen Elizabeth Drive south	21.7
	Wiltshire	Warminster West - east central	20.6
	Wiltshire	Salisbury Bishopdown - central	20.6
	Swindon	Okus central	20.5

Source: Department for Work and Pensions (DWP) May-2020

Community strength

Measures of engagement with the local area and community cohesion provide an insight into the sense of wellbeing people receive from where they live. This section looks at the level of community and civic participation in Wiltshire and Swindon, as well as the strength of the voluntary sector and existence of civic assets.

Executive summary

The Community Needs Index attempts to capture overall levels of civic and community strength, the density of civic assets, the presence of an active and engaged community, a well-developed third sector and connectedness to key amenities that can help build a sense of community.

The table below lists the 10 wards in Wiltshire and Swindon with the highest levels of Community Need (7 in Wiltshire and 3 in Swindon).

Community need by ward		
Ward	Local Authority	Rank (across England where 1 is highest need and 7,433 lowest need)
Priory Vale	Swindon	427
Tidworth	Wiltshire	469
Ludgershall and Perham Down	Wiltshire	802
Mere	Wiltshire	1,030
St Andrews	Swindon	1,140
Durrington and Larkhill	Wiltshire	1,256
Salisbury Bemerton	Wiltshire	1,441
Amesbury East	Wiltshire	1,461
Liden, Eldene and Park South	Swindon	1,819
Tisbury	Wiltshire	2,231

Source: OCSI/Local Trust 2019

There are a number of areas in Wiltshire and Swindon that have high levels of community need – most notably in the garrison towns of Wiltshire (Tidworth, Amesbury and Bulford Camp) and some of the outlying housing estates in Swindon (Priory Vale and St Andrews) and Salisbury (Bemerton) and rural areas of Wiltshire (Mere and Durrington and Larkhill). These areas are not necessarily the most economically deprived areas, but they are areas lacking in community and civic infrastructure and active participation. This can be seen in the relatively low concentration of active charities, low voter turnout and low levels of grants from major grant funders issued to community projects in these areas.

The table below shows levels of voter participation, density of charities and concentration of charitable grants in the four towns with the highest identified community need across Wiltshire and Swindon. Tidworth performs less well than the national average on each of these key benchmark indicators, while Amesbury, Bulford and Swindon perform less well on two of three key measures.

Voter participation, charities and grants in towns with high community needs			
Town	Total registered charities , per 1,000 population	Voter turnout at Local elections (%)	Total count of grants from major grant funders
Tidworth	0.78	16.7	0.9
Amesbury	1.58	28.1	8.5
Bulford Camp	2.04	34.1	0.9
Swindon	1.74	33.7	7.0
England	2.82	33.0	7.9

Source: OCSI/Local Trust 2019

Community strength: Key facts and figures

Swindon has higher levels of community need than Wiltshire, with a score of 58.9 compared to 44.2; however, both have the lower levels of need than the national average (68.4).

Tidworth, Amesbury and Bulford Camp show the highest levels of community need of all the largest towns in Wiltshire.

Devizes, Calne and Corsham show the greatest levels of community need regarding connectedness.

Priory vale in Swindon and Tidworth in Wiltshire are ranked highest in terms of neighbourhoods facing community needs challenges and among the 10% of wards in England with the highest levels of community need.

Wiltshire (4.4) has more than double the proportion of registered charities than across Swindon (2.0) and more than the South West (3.6) and England (2.8).

Devizes has the highest proportion of charities per population in Wiltshire (5.74), whilst Tidworth has the lowest with less than 1 per 1,000 people.

Voter turnout at local elections is higher across Wiltshire (36%) than Swindon (33.7%), with higher turnout rates also than the region (35.9%) and nationally (33%).

Despite this, Wiltshire neighbourhoods make up the bulk of neighbourhoods with low voter engagement, with particularly low levels of engagement with local elections in pockets of Tidworth with a voter turnout rate of 16.7%.

Swindon has received relatively low levels of grant funding – despite the relatively high needs across the town – with 6.6 grants per 10,000 people, compared with 7.9 grants per 10,000 population in Wiltshire and 7.9 across England as a whole.

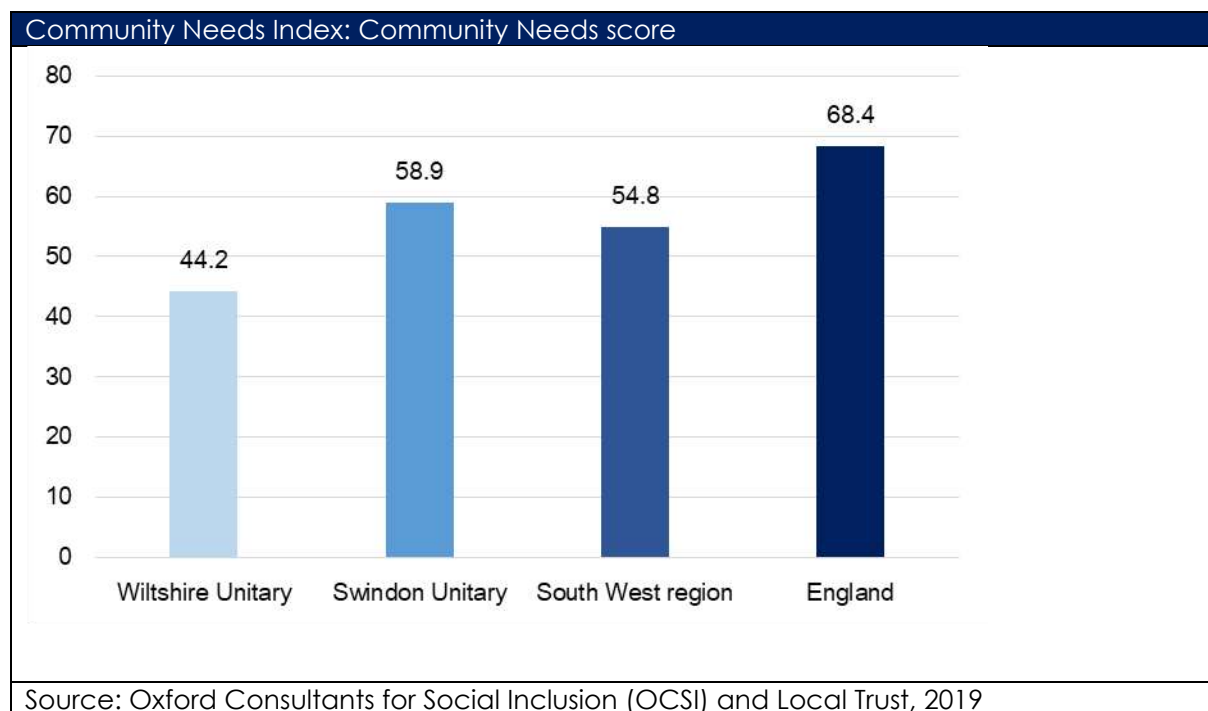
Salisbury, Devizes, Trowbridge and Melksham received the largest share of grants, each with more than 10 per 10,000 population. Bulford Camp and Tidworth each received less than 1 grant per 10,000 population with the lowest rates of grant giving across the largest towns in Wiltshire and Swindon.

Community Strength analysis

Swindon has higher levels of community need than Wiltshire

The Community Needs Index was developed to identify areas experiencing poor community and civic infrastructure, relative isolation and low levels of participation in community life. The index was created by combining a series of 19 indicators, conceptualised under three domains: Civic Assets, Connectedness and Active and Engaged Community. A higher score indicates that an area has higher levels of community need.

The chart below shows the Community Needs Index score for Wiltshire, Swindon and comparators. Swindon has higher levels of community need than Wiltshire, with a score of 58.9 compared to 44.2, with both showing lower levels of community need than the national average (68.4).



Tidworth, Amesbury and Bulford Camp show the highest levels of community need all the largest towns in Wiltshire

The table below shows the Community Needs Index scores across each of the domains for the largest towns in Wiltshire and Swindon. It includes ranks by town where 1 is the town with the highest levels of community need and 14 is the town with the lowest levels of community need.

Community Needs Index scores – Ranked across largest towns in Wiltshire and Swindon

Largest towns in Wiltshire	Community Needs Score		Active and Engaged Community score		Civic Assets score		Connectedness score	
	Score	Rank	Score	Rank	Score	Rank	Score	Rank
Tidworth	125.0	1	48.1	1	75.8	1	1.0	14
Amesbury	83.3	2	24.5	3	51.5	3	7.2	10
Bulford Camp	77.3	3	21.2	4	55.0	2	1.0	13
Swindon	60.0	4	31.5	2	19.9	6	8.6	7
Calne	52.8	5	11.5	11	25.9	5	15.3	2
Wootton Bassett	50.1	6	10.0	12	32.3	4	7.8	9
Westbury	43.8	7	19.0	5	16.5	9	8.3	8
Chippenham	41.4	8	12.8	10	17.4	8	11.2	4
Corsham	39.2	9	7.5	13	19.3	7	12.4	3
Warminster	36.1	10	14.8	7	10.3	11	11.0	5
Melksham	34.9	11	13.4	9	15.0	10	6.5	12
Trowbridge	34.2	12	18.0	6	9.2	13	6.9	11
Devizes	33.0	13	6.7	14	10.3	12	16.0	1
Salisbury	32.0	14	13.4	8	9.0	14	9.5	6

Source: Oxford Consultants for Social Inclusion (OCSI) and Local Trust, 2019

The garrison towns tend to perform less well on these measures compared with some of the more historic market towns in Wiltshire. Tidworth has the highest levels of community need of all towns in Wiltshire and Swindon, also with the greatest levels of need regarding active and engaged communities and civic assets. Amesbury and Bulford Camp are also ranked highly across each of these categories of community need.

The Active and Engaged Community score measures the levels of third sector civic and community activity and barriers to participation and engagement. It shows whether charities are active in the area, and whether people appear to be engaged in the broader civic life of their community. The Civic Assets score measures the presence of key community, civic, educational and cultural assets in a close proximity of the area. These include pubs, libraries, green space, community centres and swimming pools – facilities that provide things to do often, at no or little cost, which are important to how positive a community feels about its area.

Devizes, Calne and Corsham show the greatest levels of community need regarding connectedness

Devizes, Calne and Corsham show the greatest levels of community need regarding connectedness. This domain measures the connectivity to key services, digital infrastructure, isolation and strength of the local jobs market. It looks at whether residents have access to key services, such as health services, within a reasonable travel distance. It considers how good public transport and digital infrastructure are and how strong the local job market is.

Priory vale in Swindon and Tidworth in Wiltshire are ranked among the 10% of wards in England with the highest levels of community need

At neighbourhood level, the area with the greatest community need in Wiltshire and Swindon is in Swindon – Priory Vale with a community needs index score of 127.8. Tidworth in Wiltshire also ranks highly in terms of community need with a score of 125.

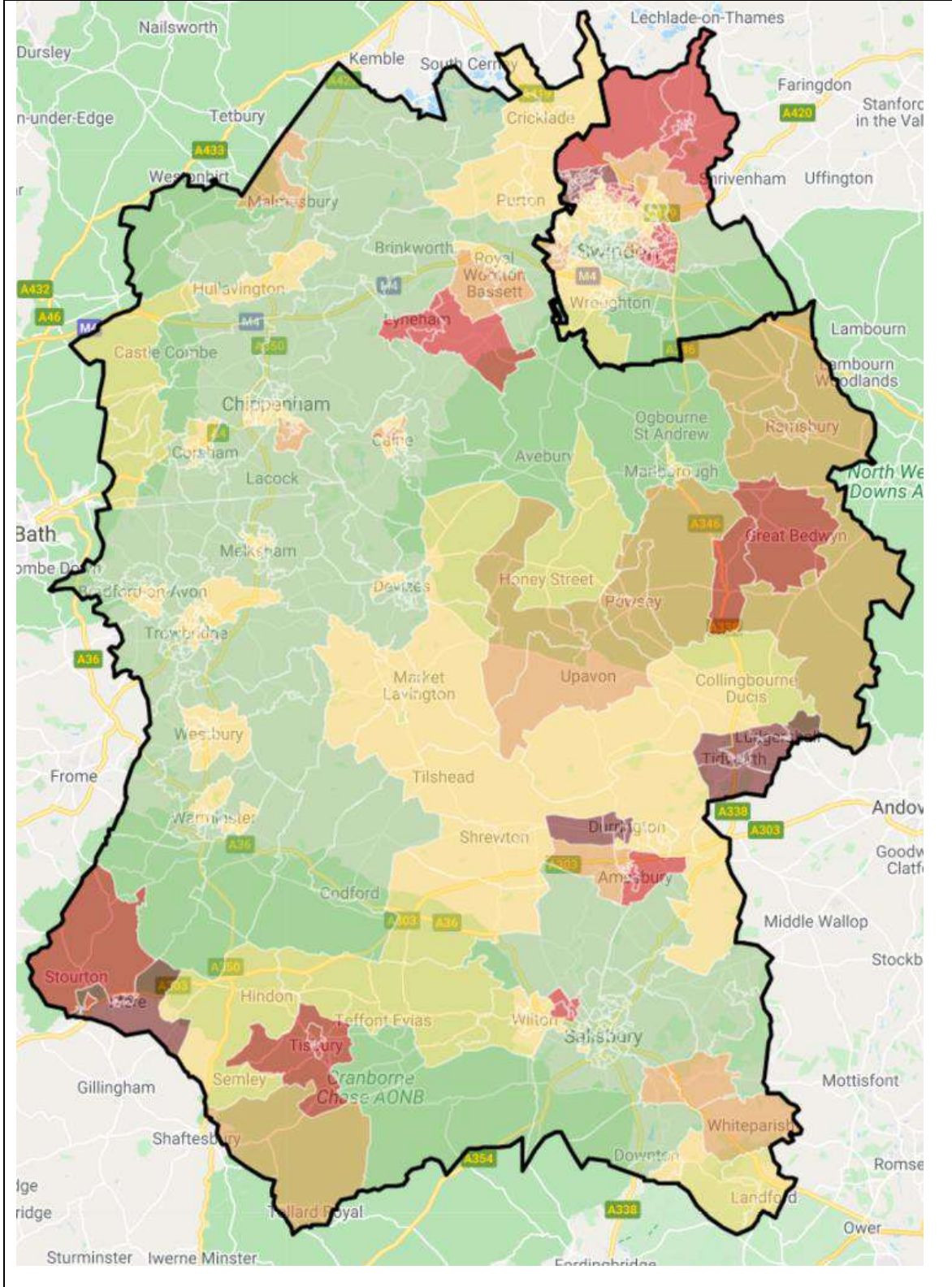
Community Needs Index score across wards in Wiltshire and Swindon with the highest needs

Ward	Local Authority	Rank (across England where 1 is highest need and 7,433 lowest need)
Priory Vale	Swindon	427
Tidworth	Wiltshire	469
Ludgershall and Perham Down	Wiltshire	802
Mere	Wiltshire	1,030
St Andrews	Swindon	1,140
Durrington and Larkhill	Wiltshire	1,256
Salisbury Bemerton	Wiltshire	1,441
Amesbury East	Wiltshire	1,461
Liden, Eldene and Park South	Swindon	1,819
Tisbury	Wiltshire	2,231

Source: OCSI/Local Trust 2019

The map below shows how neighbourhoods across Wiltshire and Swindon score on the Community Needs Index - dark red shows where need is highest, whilst green shows where need is lowest.

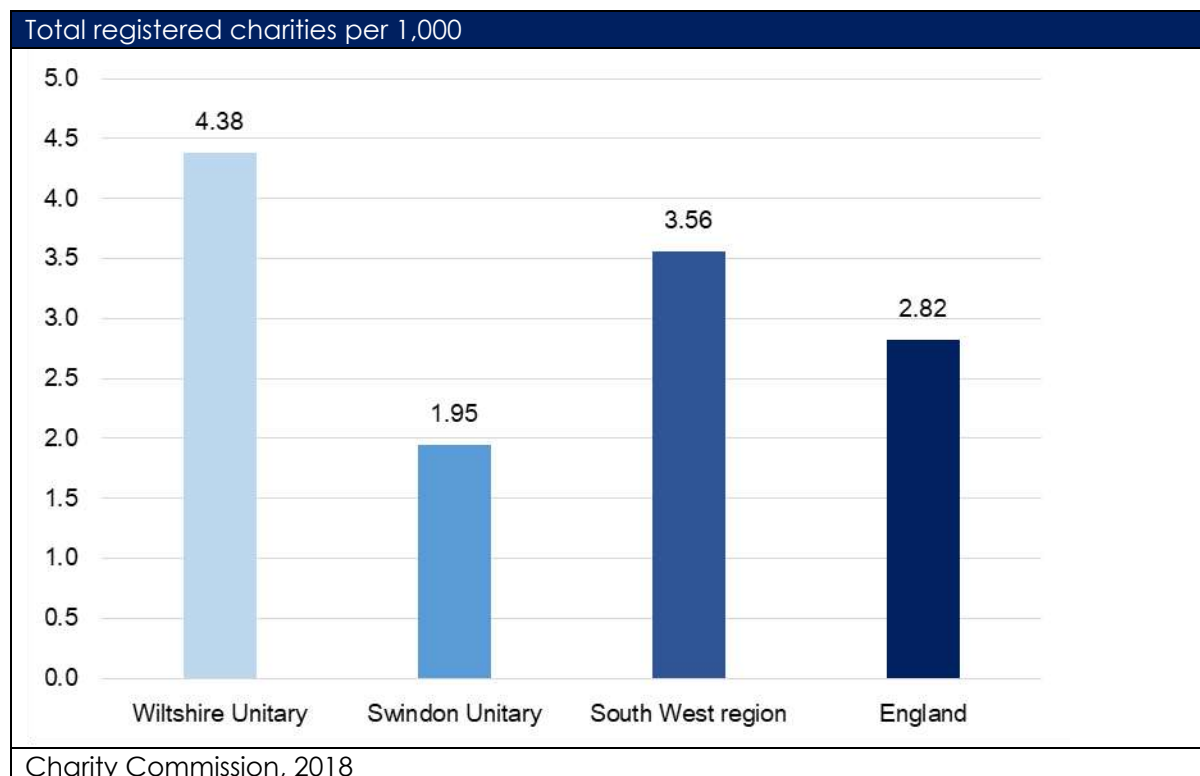
Community Needs Score across neighbourhoods in Wiltshire and Swindon



Source: OCSI/Local Trust 2019

Wiltshire (4.4) has more than double the proportion of registered charities than across Swindon (2.0) and more than the South West (3.6) and England (2.8)

The chart below shows the proportion of registered charities per 1,000 population across Wiltshire, Swindon and comparators. It shows that Wiltshire has a relatively high proportion of charities per head (4.38) compared with 1.95 across Swindon and 2.82 nationally.



Devizes has the highest proportion of charities per population in Wiltshire (5.74), whilst Tidworth has the lowest with less than 1 per 1,000 people

Registered charities by town

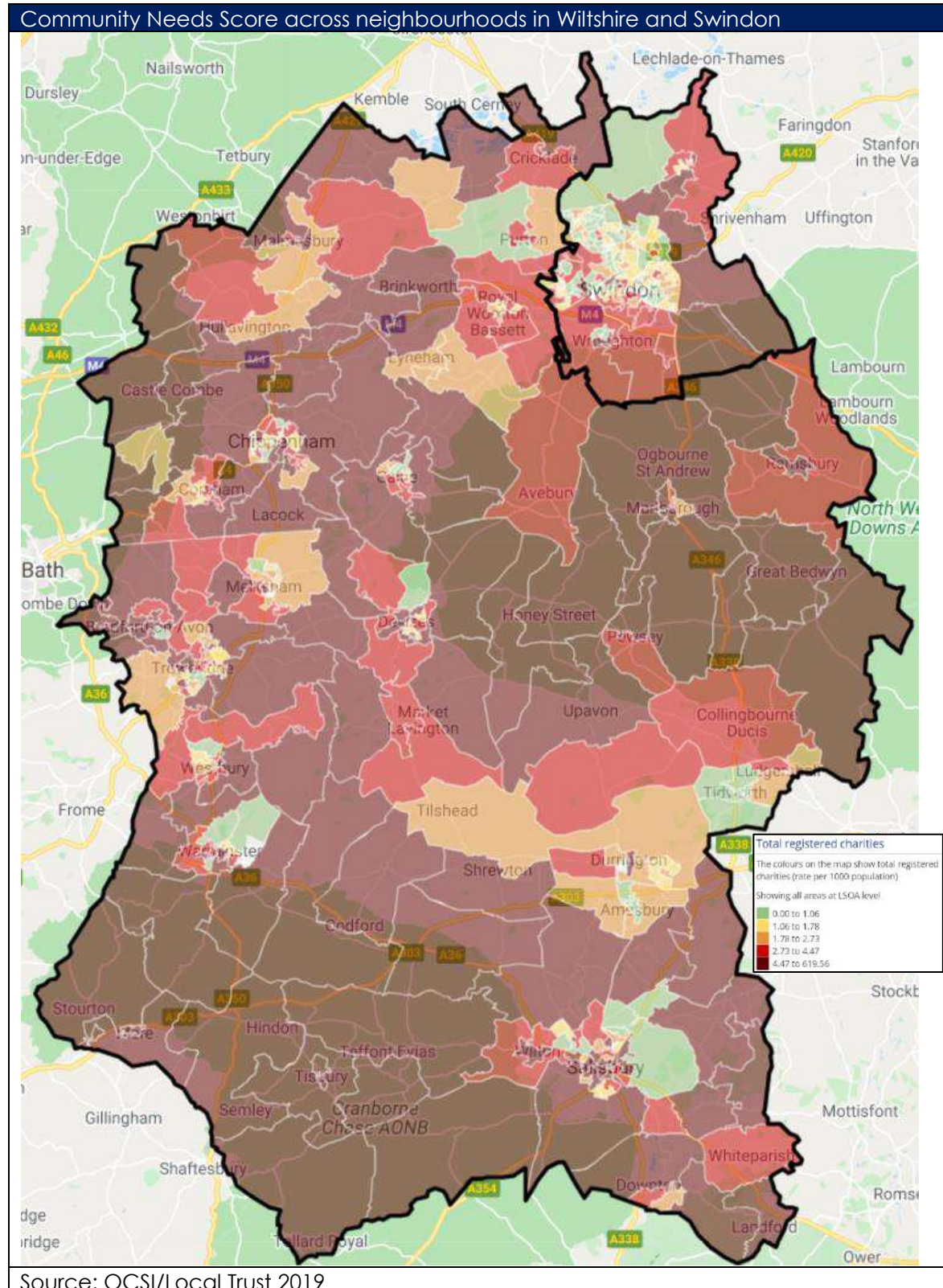
Town	Total registered charities
Devizes	5.74
Salisbury	4.83
Trowbridge	3.54
Corsham	3.46
Chippenham	3.28
Warminster	3.02
Calne	2.86
Wootton Bassett	2.79
Westbury	2.74
Melksham	2.32
Bulford Camp	2.04
Swindon	1.74
Amesbury	1.58
Tidworth	0.78

Source: Charity Commission 2018

The table above shows the total registered charities per head by largest towns in Wiltshire and Swindon. Devizes has the highest proportion of charities per population in Wiltshire (5.74), with high proportions of charities also in Salisbury at 4.83 per 1,000 population. Tidworth has

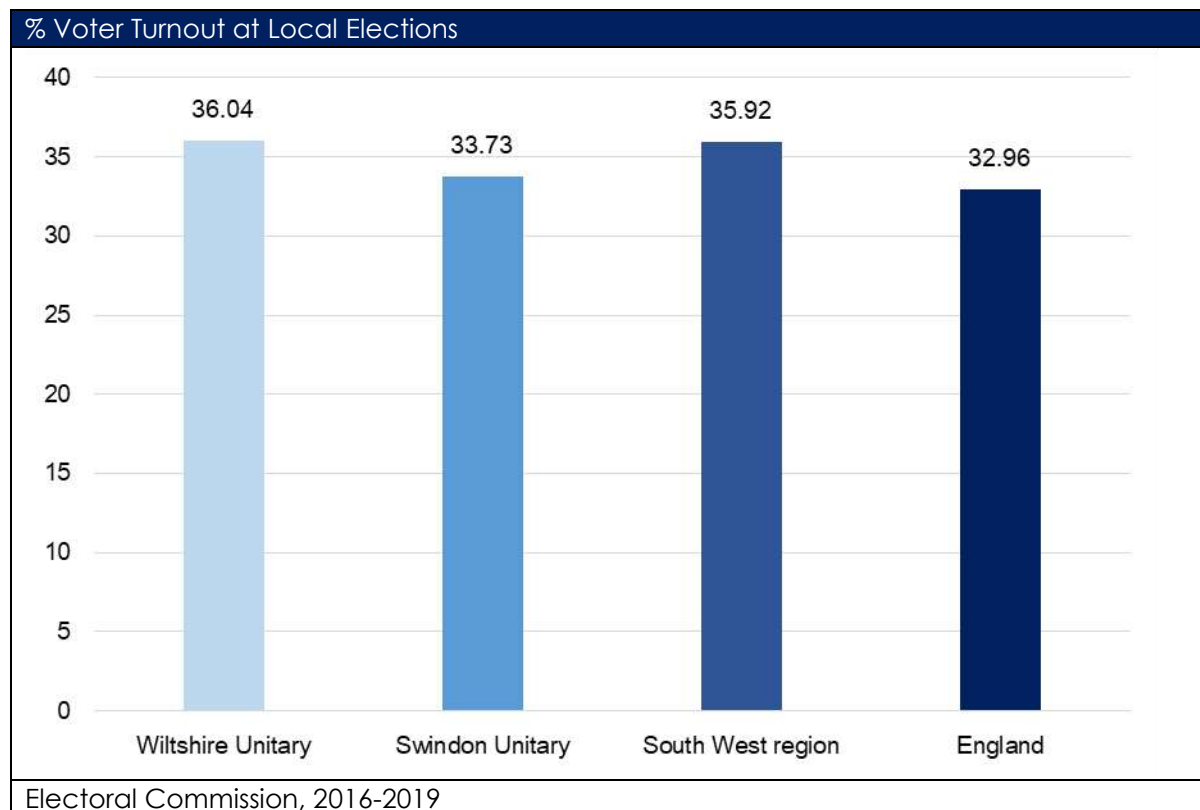
the lowest proportion of registered charities with less than 1 per 1,000 people. This correlates with the relative levels of community need seen in the section above.

The map below shows how registered charities are dispersed, with the darker red areas showing greater proportions of charities per head and the green areas showing lower. Many charities are concentrated in rural parts of Wiltshire.



Voter turnout at local elections is higher across Wiltshire (36%) than Swindon (33.7%), with higher turnout rates also than the region (35.9%) and nationally (33%)

Voter turnout in Wiltshire was 36% at local elections, above the national average of 33% - whilst turnout in Swindon is slightly lower than the Wiltshire average and the South West (35.9%) at 33.7%.



There are particularly low levels of engagement with local elections in pockets of Tidworth with a voter turnout rate of 16.7%

The table below shows the 10 wards in Wiltshire and Swindon with the lowest voter turnout rate, suggesting lower engagement in the local community in these areas (8 in Wiltshire and 2 in Swindon).

Voter turnout by ward

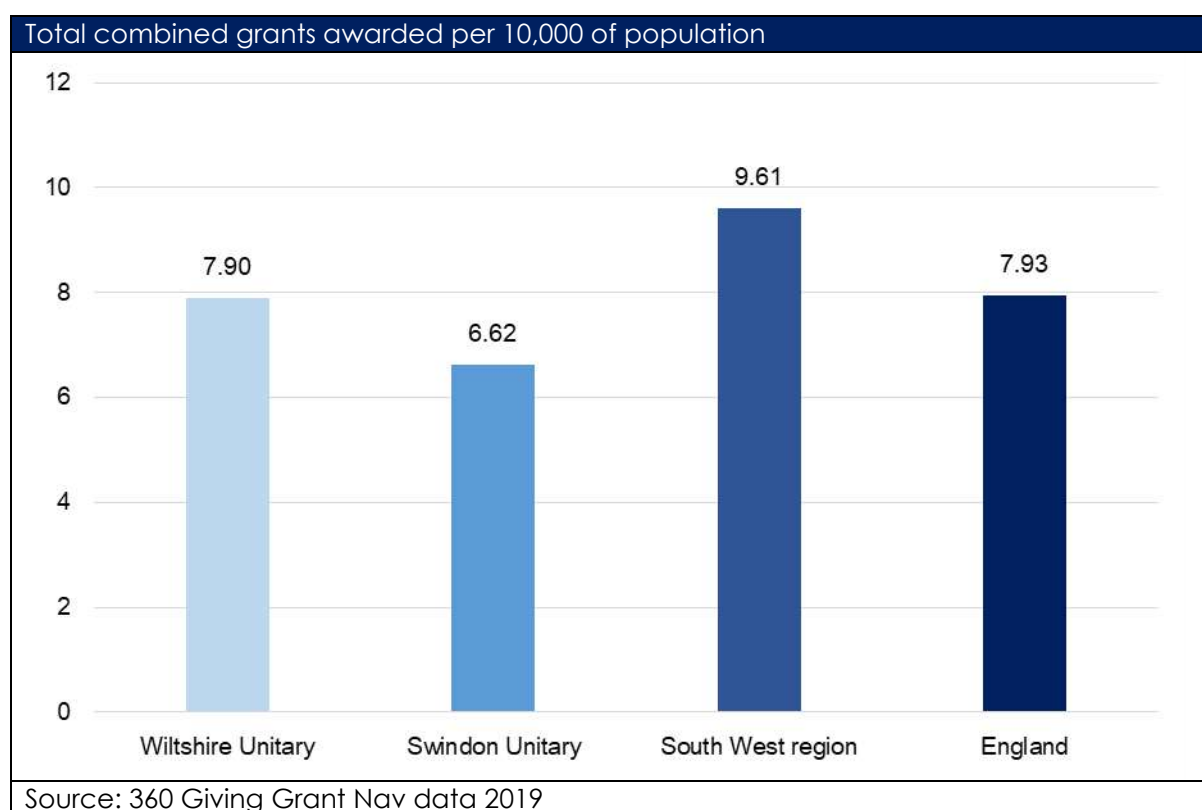
Ward name	Local Authority	Voter turnout
Tidworth	Wiltshire	16.7
Ludgershall and Perham Down	Wiltshire	24.3
Westbury West	Wiltshire	25.0
St Margaret and South Marston	Swindon	25.5
Salisbury Bemerton	Wiltshire	25.7
Warminster West	Wiltshire	26.3
Westbury North	Wiltshire	26.7
Wroughton and Wichelstowe	Swindon	26.9
Trowbridge Lambrok	Wiltshire	26.9
Amesbury East	Wiltshire	27.3

Electoral Commission, 2016-2019

Tidworth, Ludgershall and Perham Down in Wiltshire record the lowest rates of voter turnout.

Swindon has received relatively low levels of grant funding – despite the relatively high needs across the town – with 6.6 grants per 10,000 people, compared with 7.9 grants per 10,000 population in Wiltshire and 7.9 across England as a whole

The table below shows the total number of grants awarded by grant giving organisations to social projects and charities across Swindon, Wiltshire, the South West and England. The chart reveals that Swindon has relatively low levels of grant funding having received 6.6 grants per 10,000 people, compared with 7.9 grants per 10,000 population in Wiltshire, – this is below the average number of grants received across the South West (9.6) and England as a whole (7.9).



Salisbury, Devizes, Trowbridge and Melksham received the largest share of grants, each with more than 10 per 10,000 population. Bulford Camp and Tidworth each received less than 1 grant per 10,000 population with the lowest rates of grant giving across the largest towns in Wiltshire and Swindon

The table below shows how these grants break down across the largest towns in Wiltshire and Swindon. It shows that Salisbury, Devizes, Trowbridge and Melksham received the largest share of grants, each with more than 10 per 10,000 population. Bulford Camp and Tidworth each received less than 1 grant per 10,000 population with the lowest rates of grant giving. This is likely to be linked to a less well developed third sector in these areas evidenced by the relatively low numbers of charities and low scores on the active and engaged community measures.

Grant giving by town

Town	Total count of grants from major grant funders
Salisbury	11.7
Devizes	11.0
Trowbridge	10.9
Melksham	10.2
Corsham	9.7
Amesbury	8.5
Westbury	7.2
Calne	7.1
Swindon	7.0
Chippenham	5.6
Wootton Bassett	3.9
Warminster	2.2
Bulford Camp	0.9
Tidworth	0.9

Source: 360 Giving Grant Nav data 2019

Accessibility and isolation

Understanding issues around access to services within a local area is essential to planning where service provision and infrastructure could be improved. This section looks at areas with challenges around access to services, facing both geographical barriers and issues with digital exclusion.

Executive summary

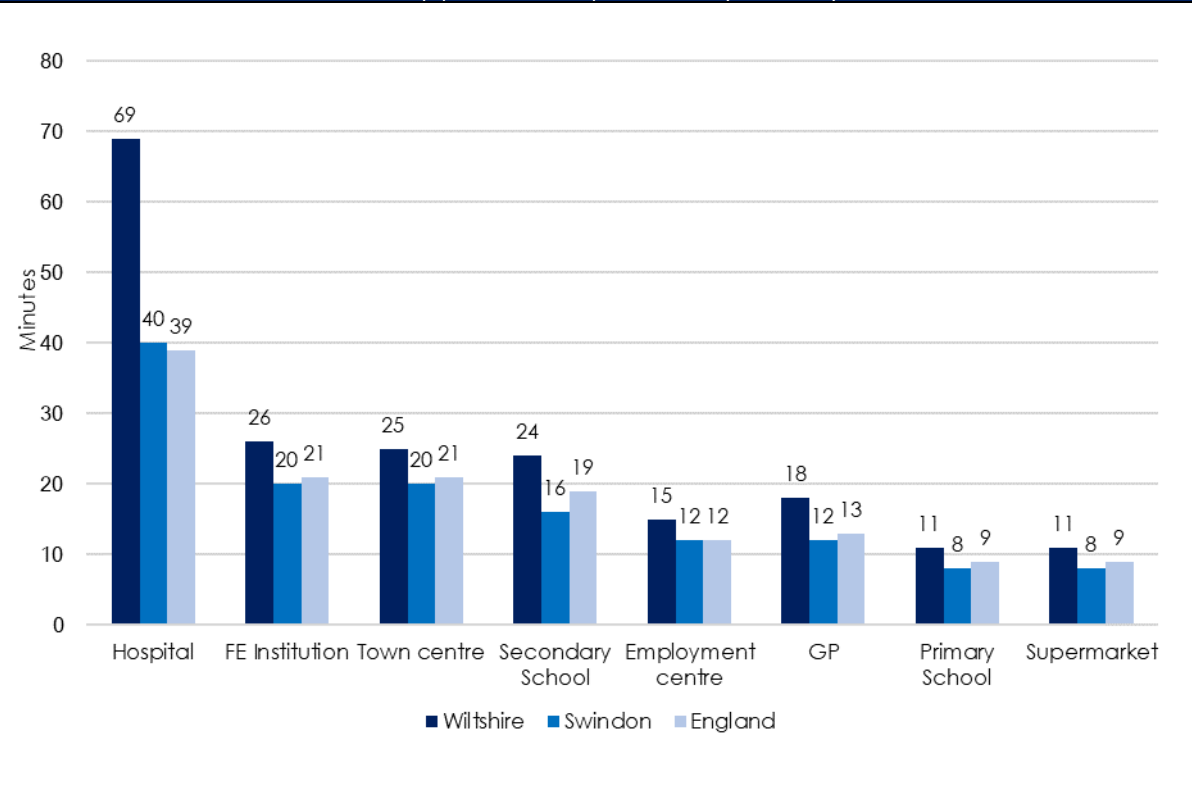
Wiltshire is a largely rural county and generally experiences longer travel times to key services than the national average. 11 areas in rural Wiltshire rank among the most deprived 1% in England on the Indices of Deprivation 2019 Geographical Barriers domain (which measures average road distance to four key services). These are shown in the table below.

Indices of Deprivation 2019 Geographical Barriers domain most deprived LSOAs in Wiltshire		
LSOA name	Local Authority	LSOA rank (where 1 is most deprived and 32,844 is least deprived)
Brinkworth	Wiltshire	28
Donheads	Wiltshire	42
Hilmarton & Compton Bassett	Wiltshire	119
Wylve & Langfords	Wiltshire	140
All Cannings, Chirton, Patney & Marden	Wiltshire	146
West Overton, Woodborough, Alton & Stanton St Bernard	Wiltshire	148
Chapmanslade & Corsley	Wiltshire	175
Nettleton, Grittleton & North Wraxall	Wiltshire	193
Shalbourne, Grafton & Chute	Wiltshire	209
Chalke Valley	Wiltshire	245
Avebury, Broad Hinton & Winterbournes	Wiltshire	295

Ministry of Housing Communities and Local Government (MHCLG), 2019

Both rural and urban areas in Wiltshire and Swindon show higher levels of deprivation on this measure than the national average suggesting that access to services is not just a challenge in rural parts of Wiltshire. Long distance to services is exacerbated by poor public transport provision. The chart below shows average travel time in minutes to key services by public transport/walking in Swindon, Wiltshire and England. It shows that Wiltshire records longer travel times on average than England across all identified services. The difference is particularly notable for hospitals and further education institutions (the two services with the longest identified travel times) as well as for GPs and Secondary Schools, highlighting a challenge with accessing health and educational institutions across Wiltshire. Despite being a predominantly urban Local Authority, Swindon has longer travel times to the nearest hospital (40 minutes) than the national average (39) and relatively similar travel times across all other key services.

Travel time to nearest services by public transport/walk (minutes)



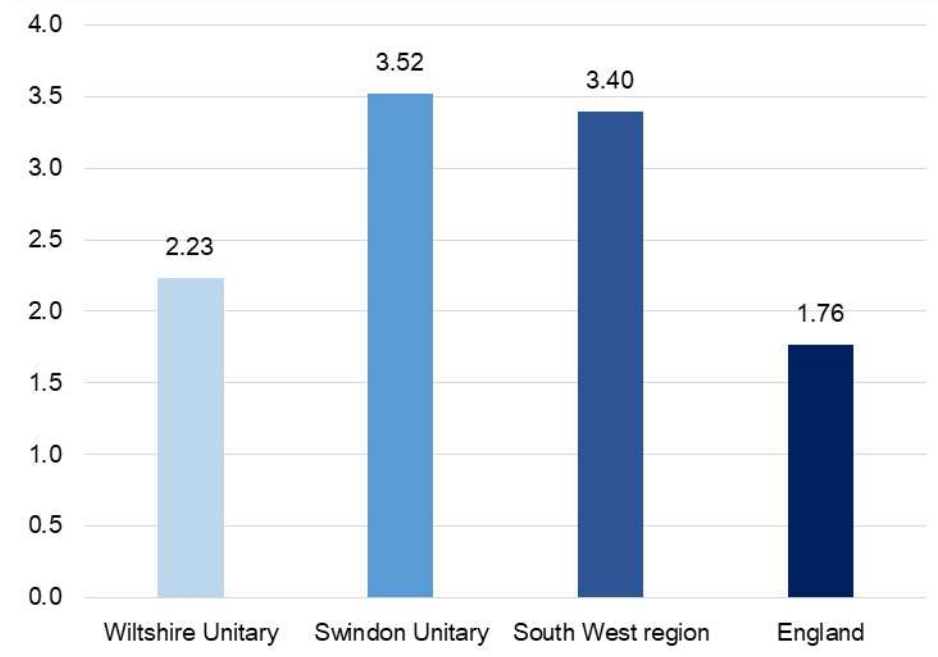
Department for Transport 2017

These accessibility challenges are likely to be a particular issue in areas with low car ownership. No towns in Wiltshire have lower levels of car ownership than the national average, but several have relatively low car ownership in a regional context. Salisbury (24.2%), Swindon (22.6%), Devizes (19.8%), Warminster (19.7%) and Trowbridge (19.1%) have higher proportions of households with no car than the regional average (18.9%). This is likely to be a particular challenge in Devizes which is the largest town in Wiltshire with no rail station. There are three neighbourhoods in Swindon where more than 50% of households have no car – Farrington Road, Penhill Central and Penhill north.

However, there are also some smaller neighbourhoods in Wiltshire and Swindon which face dual barriers of poor geographical access to services and low levels of car ownership. Walcot East east and Park South south west in Swindon and Trowbridge John of Gaunt - Studley Green in Wiltshire have above national average levels of geographical barriers to services (on the Indices of deprivation measure) and more than 40% of households lacking access to a car.

As well as physical and transport barriers, there is some evidence that areas of Wiltshire and Swindon experience digital barriers to accessing services. Swindon has twice the England average proportion of premises that fail to meet broadband standards with 3.5%, compared to 1.7% nationally. Wiltshire (2.2%) also exhibits a higher proportion of premises with low broadband speed than the national average.

% premises with broadband speeds below the Universal Service Obligation (USO)



Source: Ofcom 2019

Accessibility and isolation: Key facts and figures

Rural and urban areas of Wiltshire and Swindon alike face greater geographical barriers to accessing services than the national average.

Brinkworth and Donheads in Wiltshire face the greatest geographical barriers to services of all neighbourhoods in Wiltshire and Swindon.

Swindon has a higher proportion of households with no car (21.6%) than Wiltshire (14.8%) and the South West average (18.9%) but lower than the average across England as a whole (25.8%).

Salisbury (24.2%), Swindon (22.6%), Devizes (19.8%), Warminster (19.7%) and Trowbridge (19.1%) have higher proportions of households with no car than the regional average (18.9%).

In three neighbourhoods in Swindon (Farringdon Road, Penhill Central and Penhill north) more than 50% of households have no access to a car.

Walcot East east and Park South south west in Swindon and Trowbridge John of Gaunt - Studley Green in Wiltshire also face the dual disadvantage of high levels of no car ownership (with more than 40% of households lacking access to a car) and above national average levels of geographical barriers to services.

Average broadband data usage is far higher across Swindon than Wiltshire and nationally - average data usage (upload and download) for connections were 4,212 mbps in Swindon compared to 1,581 in Wiltshire and 1,503 nationally.

Swindon has twice the England average proportion of premises that fail to meet broadband standards with 3.5%, compared to 1.7% nationally. Wiltshire (2.2%) also exhibits a higher proportion of premises with low broadband speed than the national average.

Whilst more neighbourhoods in rural Wiltshire face challenges around access to good quality broadband, there are also neighbourhoods in Swindon with high instances of poor digital infrastructure – and in Stanton Fitzwarren 60.5% of premises fail to meet broadband standards.

Swindon has a higher proportion of disengaged internet users than across Wiltshire (0.4%) and England (8.8%) - with 9.8% of neighbourhoods classified as *e-withdrawn* according to the Internet User Classification.

Accessibility analysis

Rural and urban areas of Wiltshire and Swindon alike face greater geographical barriers to accessing services than the national average

The Indices of Deprivation (IoD) 2019 Geographical Barriers sub-domain measures the physical accessibility and proximity of local services. The following indicators are included: Road distance to a post office: A measure of the mean distance to the closest post office for people living in the Lower-layer Super Output Area; Road distance to a primary school: A measure of the mean distance to the closest primary school for people living in the Lower-layer Super Output Area; Road distance to a general store or supermarket: A measure of the mean distance to the closest supermarket or general store for people living in the Lower-layer Super Output Area; Road distance to a GP surgery: A measure of the mean distance to the closest GP surgery for people living in the Lower-layer Super Output Area.

The table below shows the average Geographical Barriers Sub-domain rank for Wiltshire and Swindon, rural and urban areas within these Local Authorities and the national and regional average - a lower rank indicates that an area is experiencing high levels of deprivation.

Wiltshire and Swindon are both more deprived than the regional and national average on this measure. Both rural and urban areas in Wiltshire have greater accessibility challenges than the average for rural and urban areas respectively across England as a whole – indicating particular accessibility challenges in Wiltshire.

IoD 2019 Geographical Barriers Sub-domain Rank	
Area name	Average LSOA rank
Wiltshire (Rural)	6,612
Wiltshire (Urban)	11,996
Wiltshire Unitary	9,447
Swindon (Rural)	10,962
Swindon (Urban)	15,100
Swindon Unitary	14,662
South West region	13,131
England	16,490

Ministry of Housing Communities and Local Government (MHCLG), 2019

Brinkworth and Donheads in Wiltshire face the greatest geographical barriers to services of all neighbourhoods in Wiltshire and Swindon

The table below shows the LSOA rank for the 20 LSOAs in Wiltshire which have the highest levels of deprivation on the geographical barriers sub-domain of the Indices of Deprivation 2019. A lower rank means higher levels of deprivation. Each of the top 20 neighbourhoods are ranked among the top 2% of neighbourhoods in England in terms of geographical barriers to services. All of the neighbourhoods with the highest levels of geographical barriers to services are in rural Wiltshire.

Indices of Deprivation 2019 Geographical Barriers domain most deprived LSOAs in Wiltshire

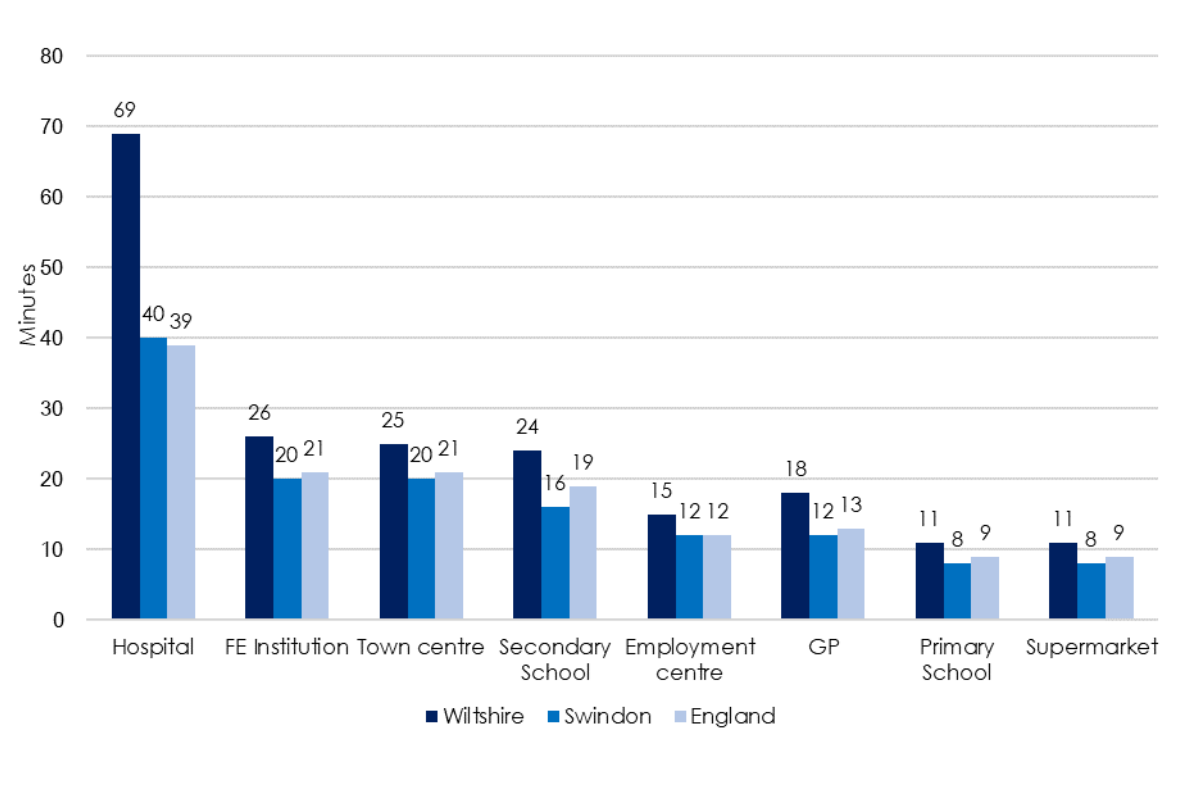
LSOA name	Local Authority	LSOA rank
Brinkworth	Wiltshire	28
Donheads	Wiltshire	42
Hilmarton & Compton Bassett	Wiltshire	119
Wylve & Langfords	Wiltshire	140
All Cannings, Chirton, Patney & Marden	Wiltshire	146
West Overton, Woodborough, Alton & Stanton St Bernard	Wiltshire	148
Chapmanslade & Corsley	Wiltshire	175
Nettleton, Grittleton & North Wraxall	Wiltshire	193
Shalbourne, Grafton & Chute	Wiltshire	209
Chalke Valley	Wiltshire	245
Avebury, Broad Hinton & Winterbournes	Wiltshire	295
Ogbournes, Mildenhall & Fyfield	Wiltshire	337
Zeals (part), Maiden Bradley, Kilmington & Stourton	Wiltshire	349
Horningsham & Deverills south	Wiltshire	362
Lyneham east, Tockenham & Clyffe Pypard	Wiltshire	385
South Newton, Great Wishford, Durnford & Woodfords	Wiltshire	455
Charlton & Hankerton	Wiltshire	469
Milton Lilbourne, Easton & Wootton Rivers	Wiltshire	501
Dinton, Barford St Martin, Chilmark & Fonthill Bishop	Wiltshire	509
Fovant, Sutton Mandeville & Swallowcliffe	Wiltshire	588

Ministry of Housing Communities and Local Government (MHCLG), 2019

Wiltshire has longer travel times to key health, employment and education services than the national average

The chart below shows average travel time in minutes to key services by public transport/walking in Swindon, Wiltshire and England. The chart shows that Wiltshire records longer travel times on average than England across all identified services. The difference is particularly notable for hospitals and further education institutions (the two services with the longest identified travel times) as well as for GPs and Secondary Schools, highlighting a challenge with accessing health and educational institutions across Wiltshire. Despite being a predominantly urban Local Authority, Swindon has longer travel times to the nearest hospital (40 minutes) than the national average (39) and relatively similar travel times across all other key services.

Travel time to nearest services by public transport/walk (minutes)

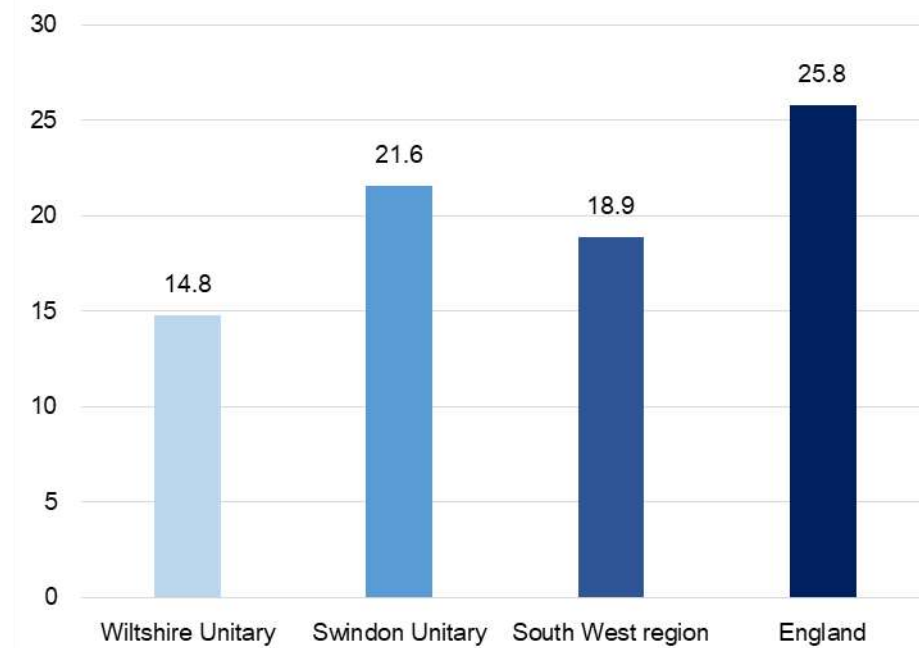


Department for Transport 2017

Swindon has a higher proportion of households with no car (21.6%) than Wiltshire (14.8%) and the South West average (18.9%) but lower than the average across England as a whole (25.8%)

The chart below compares the proportion of households with no access to a car or van across Swindon, Wiltshire and regional and national comparators. 14.8% of households in Wiltshire have no car, lower than the proportion in Swindon of 21.6%. However, both areas have below the national average proportion of households without a car (25.8%)

% of households with no car



Source: Census 2011

Car ownership is lowest in Salisbury and Swindon

The table below shows the largest towns in Wiltshire and Swindon in order of the highest proportion of households with no car. Salisbury has the highest proportion of households with no access to a car - nearly a quarter of households in Salisbury are without a car, followed by the town of Swindon where 22.6% of households have no car - however, this is still below the national average of 25.8%. Devizes also has lower levels of car ownership than the regional average despite being the largest town in Wiltshire with no access to a rail station. Residents in Devizes are therefore likely to experience additional challenges in accessing services.

Household with no car by town

Town	Households with no car
Salisbury	24.2
Swindon	22.6
Devizes	19.8
Warminster	19.7
Trowbridge	19.1
Chippenham	17.6
Calne	16.2
Westbury	15.9
Melksham	15.9
Wootton Bassett	15.8
Corsham	15.4
Amesbury	15.3
Tidworth	13.4
Bulford Camp	13.3

Source: Census 2011

In three neighbourhoods in Swindon (Farringdon Road, Penhill Central and Penhill north) 50% of households have no access to a car

The table below shows the 20 LSOAs with the highest proportion of households without a car (5 in Wiltshire and 15 in Swindon). Neighbourhoods in Swindon are far more likely to have no access to a car. There are three neighbourhoods in Swindon where more than 50% of households have no car – Farringdon Road, Penhill Central and Penhill north.

However, there are also some smaller neighbourhoods in Wiltshire which face dual barriers of poor geographical access to services and low levels of car ownership. The following areas in Wiltshire show particularly high rates of households without a car - Salisbury St Martin – central, Devizes North – east and Trowbridge John of Gaunt - Studley Green, all above 40% of households with no car.

Walcot East east and Park South south west in Swindon and Trowbridge John of Gaunt - Studley Green in Wiltshire also face the dual disadvantage of having above national average levels of geographical barriers to services.

Households with no car by LSOA		
LSOA name	Local Authority	Households with no car
Farringdon Road	Swindon	54.2
Penhill central	Swindon	52.5
Penhill north	Swindon	49.6
Penhill east	Swindon	47.8
Manchester Road	Swindon	47.5
Walcot East south west	Swindon	46.9
Walcot East north west	Swindon	46.6
Park North north	Swindon	46.1
Salisbury St Martin - central	Wiltshire	45.8
Bathurst Road	Swindon	45.8
Regents Close	Swindon	43.7
Park South north west	Swindon	43.2
Walcot East east	Swindon	43.0
Devizes North - east	Wiltshire	43.0
Park South south west	Swindon	42.7
Salisbury St Edmund - south	Wiltshire	42.5
Trowbridge Adcroft - Seymour	Wiltshire	42.2
Pinehurst west	Swindon	42.1
Trowbridge John of Gaunt - Studley Green	Wiltshire	42.0
Moredon west	Swindon	41.2

Source: Census 2011

Average broadband data usage is far higher across Swindon than Wiltshire and nationally - average data usage (upload and download) for connections were 4,212 mbps in Swindon compared to 1,581 in Wiltshire and 1,503 nationally

Average data usage (upload and download) for connections were 4,212 mbps in Swindon compared to 1,581 in Wiltshire and 1,503 nationally.

However, there are neighbourhoods across Wiltshire that are digitally excluded and not engaging in the internet in the same way.

The table below shows the 10 LSOAs in Wiltshire and Swindon with the lowest average broadband data usage (4 in Wiltshire and 6 in Swindon). Whilst the lowest average data use is in Warminster East – Woodcock in Wiltshire, some neighbourhoods in Swindon also show low data use and lack of digital engagement, particularly Highworth North east, Liden and Eldene north. This may be partly linked to the age profile of some of these areas – with Warminster recording an older age profile than elsewhere in Wiltshire and Swindon.

Broadband data usage by LSOA		
LSOA name	Local Authority	Broadband data usage
Warminster East - Woodcock	Wiltshire	529
Highworth North east	Swindon	535
Liden	Swindon	542
Eldene north	Swindon	581
Westbury Laverton - east	Wiltshire	583
Mannington south	Swindon	583
Brokerswood	Wiltshire	585
Wroughton northwest	Swindon	595
Haydon Wick central	Swindon	600
Hilmarton & Compton Bassett	Wiltshire	613

Source: Ofcom June 2017

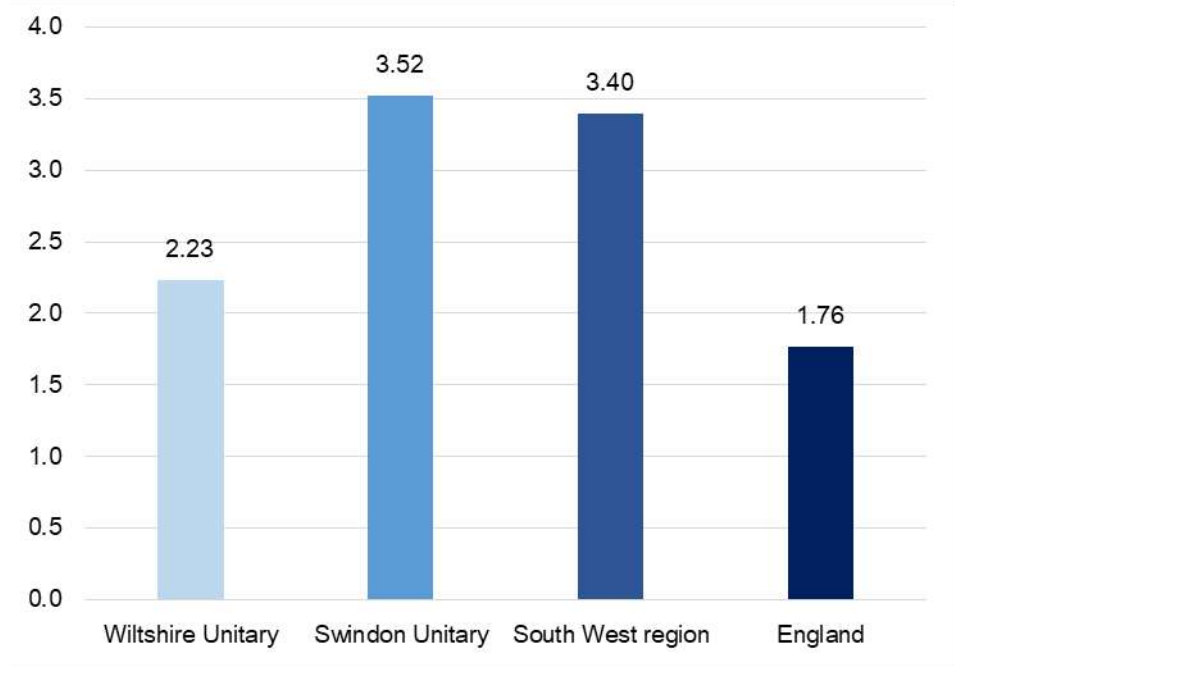
Swindon has twice the England average proportion of premises that fail to meet broadband standards with 3.5%, compared to 1.7% nationally. Wiltshire (2.2%) also exhibits a higher proportion of premises with low broadband speed than the national average

Digital exclusion can also be seen across Wiltshire and Swindon when looking at quality of broadband provision and the proportion of premises with broadband speeds below the Universal Service Obligation (USO).

The Universal Service Obligation (USO) is set to improve broadband availability by giving homes and businesses the legal right to request a decent and affordable broadband connection. Decent broadband is defined as a download speed of at least 10Mbit/s and an upload speed of at least 1Mbit/s. People who do not have access to a decent service will be able to request one under the USO.

The chart below shows that Swindon has twice the England average proportion of premises that fail to meet the USO with 3.5%, compared to 1.7% nationally. Wiltshire (2.2%) also exhibits a higher proportion of premises with low broadband speed than the national average.

% premises with broadband speeds below the Universal Service Obligation (USO)



Source: Ofcom 2019

The table below shows the 20 LSOAs across Wiltshire and Swindon with the highest proportion of premises that fail to meet the universal service obligation. 10 out of 20 of these areas are in rural Wiltshire, suggesting that parts of rural Wiltshire face greater challenges around digital exclusion and access to Broadband services. However, it is neighbourhoods in Swindon that face the greatest challenges around broadband standards as Stanton Fitzwarren has the highest proportion of premises failing to meet broadband standards with 60.5% below the obligation, followed by Ridgeway south west (44.4%).

Households below universal service obligation		
LSOA name	Local Authority	% below USO
Stanton Fitzwarren	Swindon	60.49
Ridgeway south west	Swindon	44.44
Hilmarton & Compton Bassett	Wiltshire	43.42
Ridgeway north east	Swindon	33.24
Overtown and Burderop	Swindon	32.48
Charlton & Hankerton	Wiltshire	28.97
Rodbourne south	Swindon	25.80
Wichelstowe west and Wroughton north	Swindon	21.39
Broad Town & Hook	Wiltshire	21.17
Ogbournes, Mildenhall & Fyfield	Wiltshire	20.46
Kingshill	Swindon	20.25
Shalbourne, Grafton & Chute	Wiltshire	19.22
Inglesham & Sevenhampton	Swindon	18.50
Knogle & Hindon	Wiltshire	18.26
Somerfords	Wiltshire	17.18
Fovant, Sutton Mandeville & Swallowcliffe	Wiltshire	17.12
Brinkworth	Wiltshire	16.89
Calne Abberd - north	Wiltshire	16.50
Calne Priestley - north east	Wiltshire	16.06
Sherston east, Norton & Easton Grey	Wiltshire	15.55

Source: Ofcom 2019

Swindon has a higher proportion of disengaged internet users than across Wiltshire (0.4%) and England (8.8%) - with 9.8% of neighbourhoods classified as e-withdrawn according to the Internet User Classification

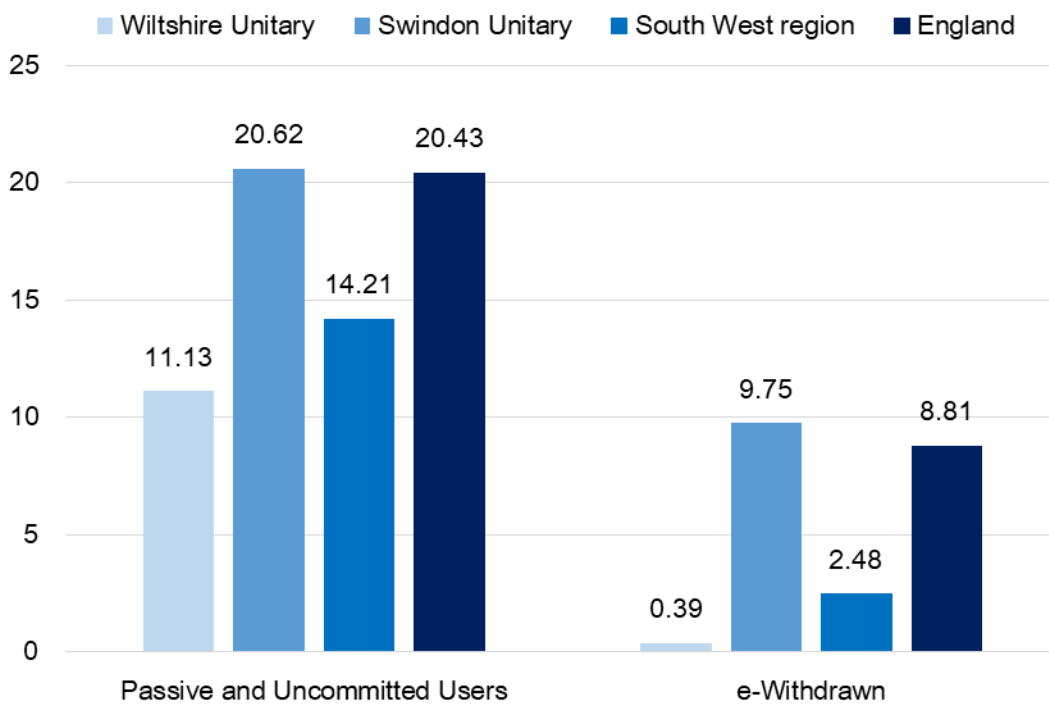
The IUC is a bespoke classification that describes how people living in different parts of Great Britain interact with the Internet.

The chart below shows the % of people classified as passive and uncommitted or e-withdrawn internet users based on the Internet User Classification.

Swindon has a higher rate of users classified as e-Withdrawn with 9.8% compared to 0.4% in Wiltshire and 8.8% nationally. Users in the eWithdrawn group are mainly characterised by individuals who are the least engaged with the Internet.

Swindon also has a higher rate of Passive and Uncommitted internet users with 20.6% compared to 20.4% nationally – this group comprises individuals with limited or no interaction with the Internet. They tend to reside outside city centres and close to the suburbs or semi-rural areas.

% Passive and Uncommitted Users and eWithdrawn users



Source: Alexiou, A. and Singleton, A. (2018). The 2018 Internet User Classification. ESRC Consumer Data Research Centre; Contains National Statistics data Crown copyright and database right (2017); Contains Ofcom data (2016). Contains CDRC data from Data Partners (2017) - 2017

Covid-19

This section summarises the latest socio-economic data to identify high level challenges experienced in Wiltshire and Swindon arising from the COVID-19 pandemic. Challenges are explored both in terms of health impacts and clinical vulnerability and economic impacts and presence of vulnerable groups.

There is a growing body of evidence showing that the pandemic has not impacted on all communities equally, with evidence that deprived communities are being more greatly affected both in terms of exposure to the virus⁹ and the economic and social impacts arising from the pandemic and the measures introduced to contain it¹⁰.

Executive summary

This section explores the clinical and economic impacts of the Covid 19 pandemic on communities in Wiltshire and Swindon.

The British Red Cross vulnerability index has identified that Wiltshire and Swindon are less vulnerable to impacts of the pandemic than the national average. This is currently reflected in both clinical and economic outcomes, with lower caseload, lower mortality and lower increases in worklessness or furloughing in both Wiltshire and Swindon.

However, drilling deeper into the data reveals specific challenges and risk factors across both Wiltshire and Swindon presented by the pandemic.

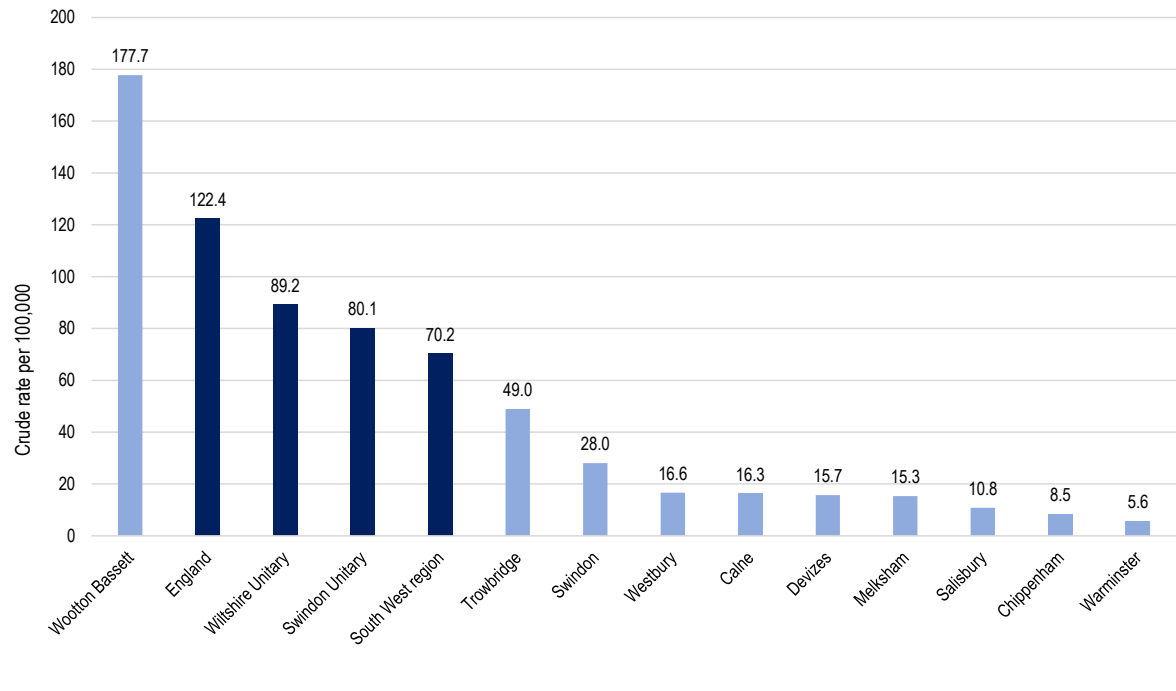
While average figures across Wiltshire show that it has been less impacted by the health impacts of the pandemic than other parts of the country, there is some evidence to suggest that some towns within Wiltshire and Swindon have been particularly affected – most notably Wootton Bassett, which has recorded a very high mortality rate, while some of the garrison towns in Wiltshire including Tidworth, Amesbury and Bulford Camp have seen high numbers of people testing positive for Covid-19.

⁹ See ONS

<https://www.ons.gov.uk/peoplepopulationandcommunity/birthsdeathsandmarriages/deaths/bulletins/deathsinvolvedbyCOVID19bylocalareasanddeprivation/deathsoccurringbetween1marchand31may2020#english-index-of-multiple-deprivation>

¹⁰ https://www.improvementservice.org.uk/_data/assets/pdf_file/0013/16402/Poverty-inequality-and-COVID19-briefing.pdf

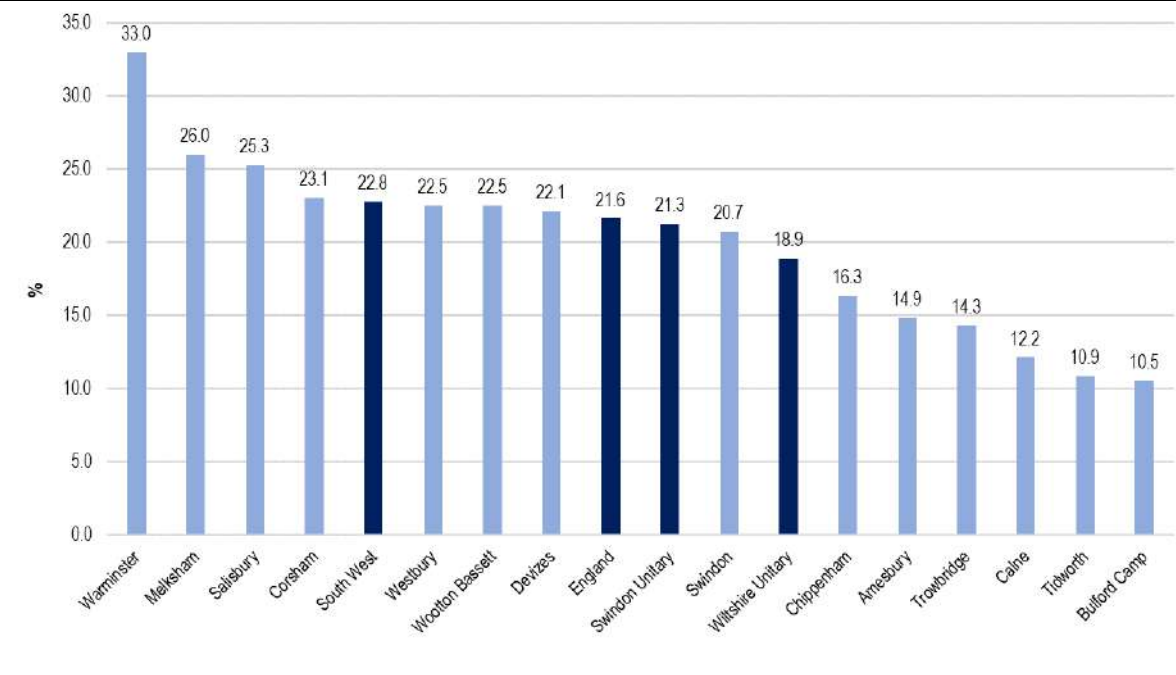
COVID-19 Crude death rate per 100,000 population



Office for National Statistics (March 2020-December 2020 combined)
 Note – Swindon refers to the town only, Swindon unitary to the Local Authority

There is also some evidence to suggest areas of Wiltshire and Swindon are particularly vulnerable to the social, health and economic impacts of the pandemic. Seven of the 14 largest towns have been identified as more vulnerable than the national average on the British Red Cross vulnerability index – most notably Warminster.

COVID-19 Vulnerability Index



Source: British Red Cross 2020
 Note – Swindon refers to the town only, Swindon unitary to the Local Authority

Looking at more specific metrics of vulnerability, Wiltshire as a whole has been identified as having high levels of food insecurity with a higher overall score on the Red Cross Food Vulnerability Index – with a large number of areas in Salisbury identified as especially vulnerable. Generally, Wiltshire has been less affected by rises in unemployment – largely due to low rises in areas with high military populations, however, the towns of Melksham and Devizes have seen larger increases in unemployment than the regional average.

In the case of Swindon, there is some evidence of clinical vulnerability, with the town experiencing an additional wave of Covid cases which were not mirrored in the country at large during the summer months and an especially large spike over Christmas which may indicate a particular vulnerability to the spread – this could be linked to the employment profile of the town with relatively high concentrations in sectors where it is difficult to work from home (including retail and manufacturing). Once the age profile of the population is taken into account, mortality from Covid-19 is approximately double the regional average in Swindon and approaching the levels seen nationally. Swindon has a relatively high prevalence of people with obesity, asthma and diabetes who could be considered clinically vulnerable. Like much of the country, Swindon has seen unemployment levels more than double since the first lockdown with increases larger than the regional average, though broadly in line with the national average. The relatively high levels of employment and jobs in retail may have contributed to this rise.

Covid-19: Key facts and figures

Swindon is identified as among the 40% of Local Authorities with the highest levels of vulnerability, while vulnerability levels in Wiltshire are below the national median.

Warminster, Melksham, Salisbury and Corsham are identified as more vulnerable to the impacts of Covid-19 than the regional and national average.

Both Swindon (3,863 per 100,000) and Wiltshire (2,459 per 100,000) have a lower Covid-19 prevalence rate than the national average (5,316 per 100,000) – though Swindon is above the regional average (2,970 per 100,000). However, Swindon experienced a considerably higher caseload over the summer period.

The prevalence rates are reflected in overall mortality rates, with Swindon (125.7 per 100,000) and Wiltshire recording a lower mortality from Covid-19 (90.2 per 100,000) than the national average (140.3)– though above the average for the South West (64.6).

However, Wootton Bassett has had relatively high numbers of deaths from Covid-19 (177.7 per 100,000).

People in Wiltshire and Swindon are also more likely to have specific 'high risk' health conditions with higher levels of cancer, heart disease and asthma in Wiltshire and asthma, diabetes and obesity in Swindon than the national average.

There have been sharp rises in unemployment across all areas of England, while Swindon has seen sharper rises than Wiltshire and the South West region as a whole - increasing from 2.5 to 5.7% - an increase of 3.2 percentage points, compared with a 2.2 percentage point increase in Wiltshire and 2.7 percentage point increase across the South West over the same period.

There are wider labour market impacts, with more than 5% of workers currently furloughed.

People in Swindon are more likely to be working in the 'at risk' retail sector (18.1%) – compared with 15.9% across England.

Wiltshire is at greater risk of food vulnerability than the national average with concentrations of need in Salisbury and rural areas of Wiltshire.

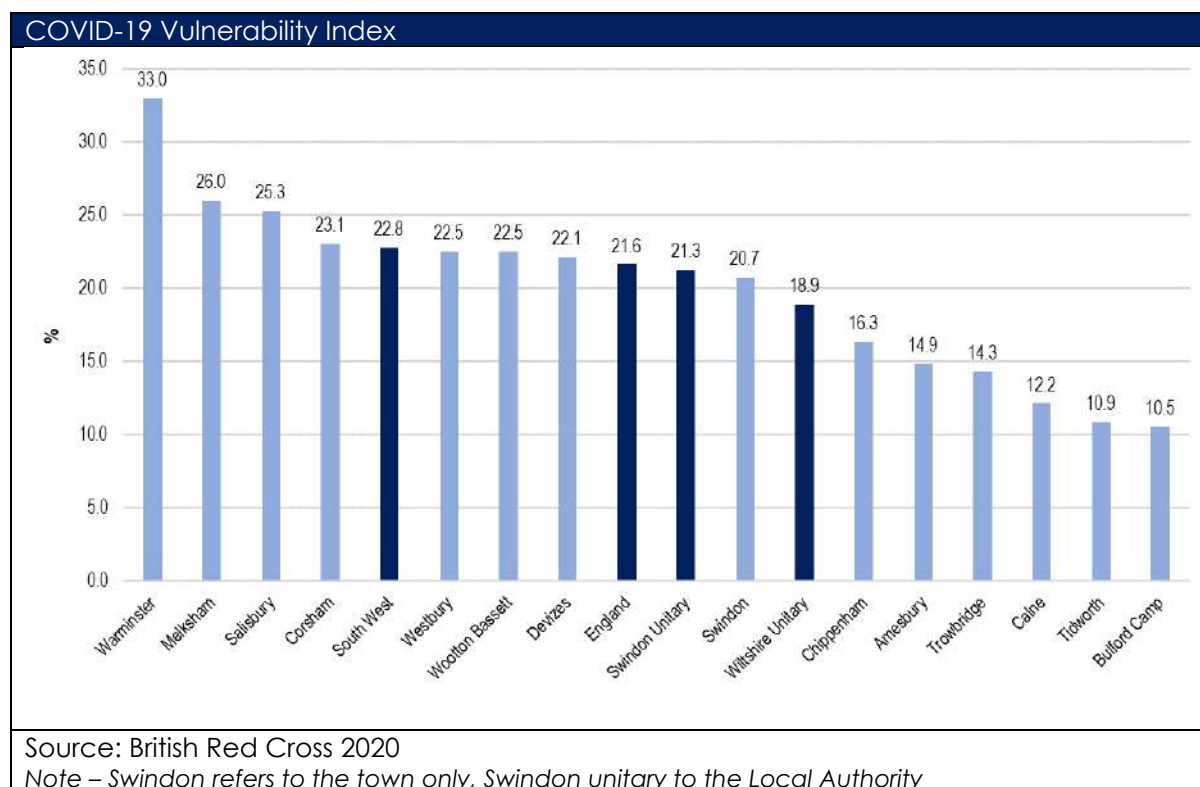
Covid-19 analysis

Swindon is identified as among the 40% of Local Authorities with the highest levels of vulnerability to Covid-19, while vulnerability levels in Wiltshire are below the national median

British Red Cross have produced a COVID-19 vulnerability index¹¹ which aims to capture some of the likely impacts of the pandemic by bringing together data on clinical vulnerability, demographic vulnerability, social vulnerability and health inequalities to identify neighbourhoods 'at risk' from the effects of COVID-19.

Swindon ranks 199 out of the 382 Local Authorities in the UK on the COVID-19 Vulnerability Index (where 382 is the most at-risk) placing it among the top 40% most vulnerable areas. By contrast, Wiltshire ranked ranks 81 out of the 382 Local Authorities – among the 30% least vulnerable.

The chart below compares the COVID-19 vulnerability index across towns in Wiltshire and Swindon, in the context of the South West and England as a whole. The data presented is a score, with higher scores indicating an area has higher levels of vulnerability.



Warminster, Melksham, Salisbury and Corsham are identified as more vulnerable to the impacts of Covid-19 than the regional and national average

As can be seen in the chart – Wiltshire is identified as less 'vulnerable' to the impacts of COVID-19 when compared against England as a whole – however, seven of the 14 largest towns in the region are identified as more vulnerable than the national average. Warminster is identified as the most vulnerable town in Wiltshire and Swindon, while Melksham, Salisbury,

¹¹ See Appendix A for details of the indicators included in the Index. For more details see https://docs.google.com/document/d/1aWpzgVLKGEF5Ay_xVps17nnbT1zIEki7RGIIJXL5APo/edit#

Corsham, Westbury, Wootton Bassett and Devizes all have higher identified needs than the national average.

The table below shows the most vulnerable MSOAs across Wiltshire and Swindon (6 in Wiltshire and 4 in Swindon).

MSOAs with the highest levels of Covid-19 vulnerability across Wiltshire and Swindon				
LSOA	Town	Local Authority	Covid Vulnerability Index score	Decile
Park North & Park South	Swindon	Swindon	41.0	10
Lower Stratton	Swindon	Swindon	40.1	10
Walcot East	Swindon	Swindon	39.3	10
Warminster Central	Warminster	Wiltshire	36.1	9
Warminster East	Warminster	Wiltshire	35.1	9
Salisbury Stratford	Salisbury	Wiltshire	34.2	9
Melksham South	Melksham	Wiltshire	34.2	9
Penhill	Swindon	Swindon	34.2	9
Wylve Valley		Wiltshire	33.9	9
Mere & East Knoyle		Wiltshire	33.7	9

Source: British Red Cross 2020

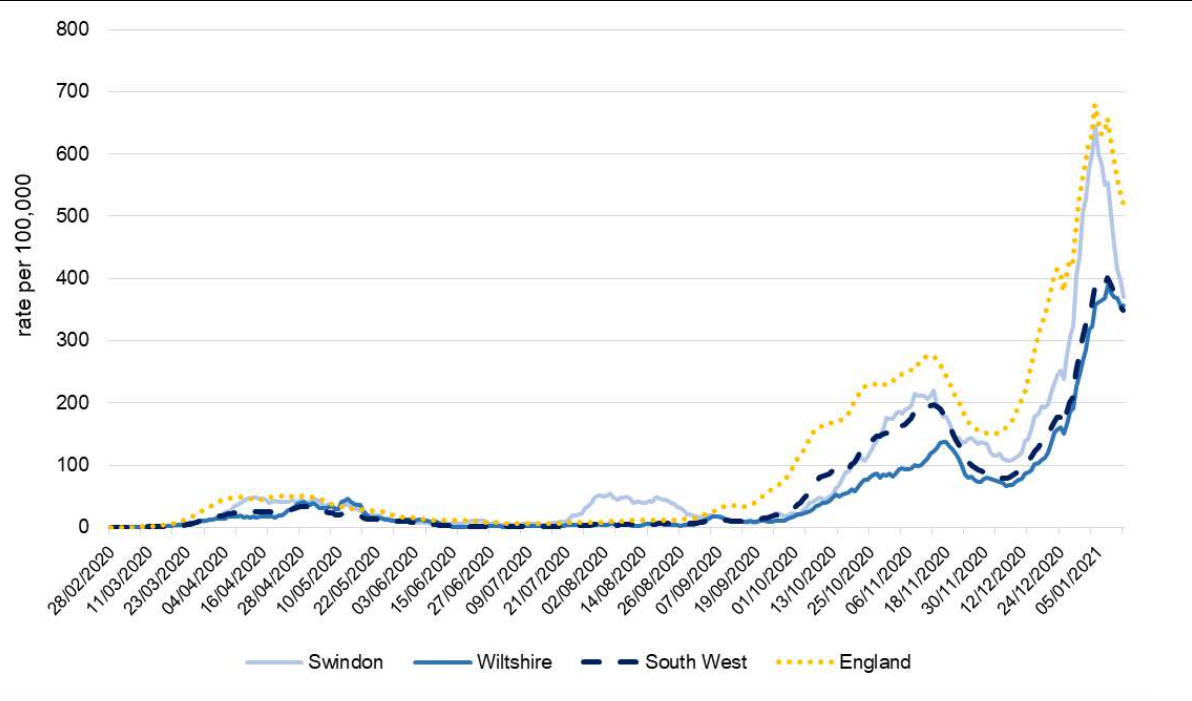
Three MSOAs are ranked among the most vulnerable 10% in the UK – all in Swindon. Warminster also features prominently among the most vulnerable neighbourhoods with the two most vulnerable neighbourhoods in Wiltshire located in Warminster. There are also two rural MSOAs ranked among the 10 most vulnerable areas – both located in the south west of Wiltshire.

However, in order to understand the specific challenges faced by these communities it is important to explore the underlying issues of vulnerability captured in the index in greater detail, to determine the extent to which Wiltshire and Swindon are particularly 'at risk' or require specific support in addressing the clinical and economic challenges arising from the pandemic.

Both Wiltshire and Swindon have a lower Covid-19 prevalence rate than the national average – though Swindon is above the regional average

There have been 12,297 positive cases of Covid-19 in Wiltshire (a rate of 2,459 per 100,000) - less than half the average prevalence across England as a whole - 5,316 per 100,000. Swindon also has a lower prevalence of positive cases - 8,583 positive cases (3,863 per 100,000) – however, this is above the case rate across the South West as a whole - 2,970. The chart below tracks the rate of positive cases across Wiltshire and Swindon, the South West and England as a whole since the start of the pandemic – figures are presented as positive cases per 100,000 population.

Covid case rate across Wiltshire and Swindon and comparator areas



Source: Public Health England (PHE)

Notably, Swindon experienced a considerably higher caseload over the summer period

Looking at changes in caseload over the period reveals a more complex picture. One notable feature is that Swindon experienced a second spike in Covid cases during the summer months when caseloads were relatively low across the country as a whole. At its peak in early August, caseloads in Swindon were more than five times the national average. This may be attributed to the relatively high proportion of people who are unable to work from home due to the nature of their occupation – with a higher proportion of people employed in manufacturing (11.3%) and retail (18.1%) than the national average (8.8% and 15.9% respectively)¹².

The other notable observation from the trend data is that whole Covid-19 caseloads have been rising rapidly across Swindon, Wiltshire and England alike from September. However, the rise was later and smaller in Swindon, Wiltshire and the South West in general than across elsewhere in England. Nonetheless, Swindon saw a larger rise than the regional average and has had a consistently higher rate of new cases than across the South West since late October – rising particularly rapidly during the Christmas period to just under the national average.

The chart also demonstrates that it is difficult to draw conclusions regarding the overall clinical impact of Covid-19 at a snapshot point in time, while the pandemic is still spreading, as spikes can occur in different areas at different points. Nevertheless, it is useful to drill down into the data to identify neighbourhoods that have been particularly acutely affected.

The table below lists the 10 neighbourhoods that have had the highest prevalence of Covid-19 within Wiltshire and Swindon over the last 12 months.

¹² Census 2011 Industry by place of residence
<https://www.nomisweb.co.uk/query/construct/submit.asp?menuopt=201&subcomp=>

MSOAs with the highest number of Covid-19 cases across Wiltshire and Swindon			
LSOA	Town	LA	Covid cases – 13 th January 2021
Central North	Swindon	Swindon	642
Tidworth & Ludgershall	Tidworth	Wiltshire	437
Rodbourne & Cheney Manor	Swindon	Swindon	393
Wroughton, Wichelstowe & Chiseldon	Swindon	Swindon	381
Broad Blunsdon, South Marston & Wanborough	Swindon	Swindon	371
Central South & Eastcott	Swindon	Swindon	368
Amesbury	Amesbury	Wiltshire	347
Larkhill, Shrewton & Bulford Camp	Bulford Camp	Wiltshire	345
Lower Stratton	Swindon	Swindon	333
Upper Stratton	Swindon	Swindon	321

Source: Public Health England (PHE)

Seven of the 10 areas with the highest number of cases are located in Swindon – reflecting the relatively high prevalence in the town. The other three are all located in towns with a relatively large military population – in communities where home working is less common. They are all also located in the East of Wiltshire closer to the relatively more densely populated areas of South East England where caseloads are higher.

The prevalence rates are reflected in overall mortality rates, with Wiltshire and Swindon recording a lower mortality from Covid-19 in than the national average – though above the average for the South West

The table below shows the age standardised mortality (taking into account the age profile of the population) rates for across Wiltshire and Swindon, the South West and England as a whole.

Age standardised mortality across Wiltshire and Swindon		
	Deaths	Age standardised mortality (per 100,000)
Swindon	177	125.7
Wiltshire	395	90.2
South West	3,263	64.6
England	58,068	140.3

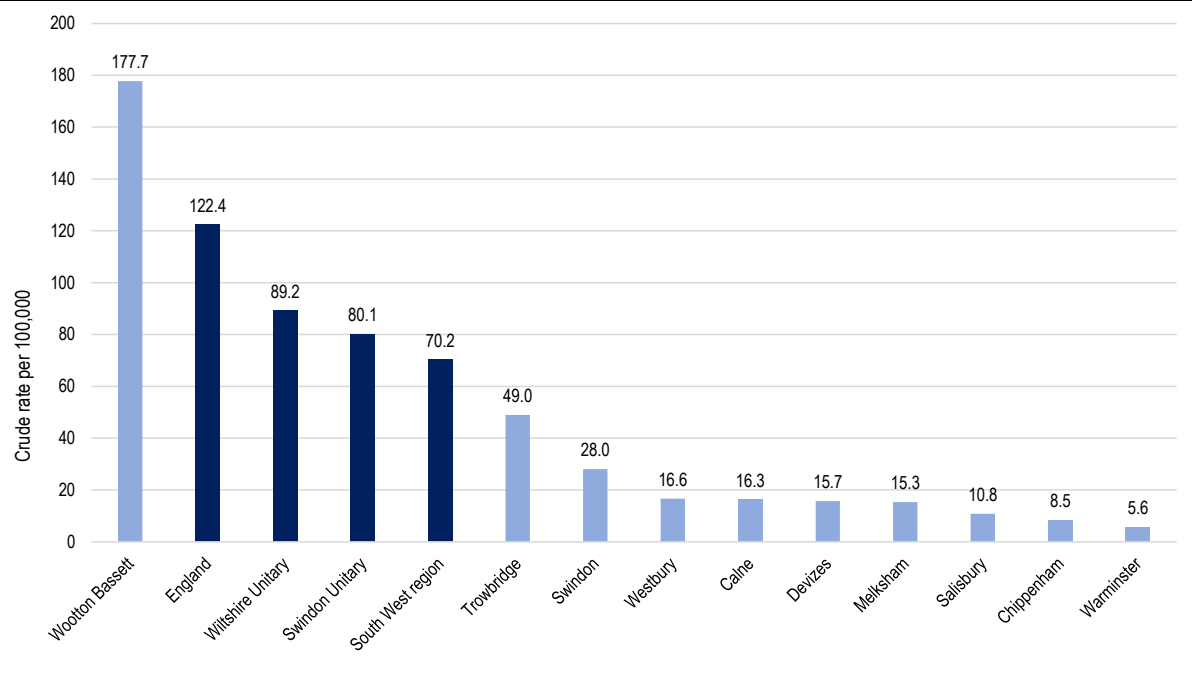
Source: Office for National Statistics (ONS)

However, Wootton Bassett has had relatively high numbers of deaths from Covid-19

The table shows that death rates were higher in the Swindon – 125.7 per 100,000 than across Wiltshire (90.2) reflecting the higher overall prevalence in Swindon.

The chart below compares the crude mortality rate across major towns (with a recorded death) in Wiltshire and Swindon – based on recorded deaths between March and December 2020 – where COVID-19 was recorded on the death certificate. This figure includes deaths in all settings including hospitals, care homes and the community based on place of residence and is a crude death rate (number of deaths per 100,000 population).

COVID-19 Crude death rate per 100,000 population



Office for National Statistics (March 2020-December 2020 combined)
 Note – Swindon refers to the town only, Swindon unitary to the Local Authority

The chart shows that mortality rates have been below the national average across the majority of towns in Wiltshire and Swindon, with the notable exception of Wootton Bassett which has recorded 177.7 deaths per 100,000 population – above the national average (122.4). This may be partially attributable to the relatively older population profile across Wootton Bassett – with 22.6% of people aged 65+, compared with 18.4% across England as a whole¹³.

People in Wiltshire and Swindon are also more likely to have specific ‘high risk’ health conditions

People with disabilities and long-term health conditions are at increased risk during the COVID-19 pandemic – both in terms of clinical outcomes (where aspects of their disability or health condition put them in a higher risk category should they contract the virus) and also in terms of the pressures on the health and social care services impacting on their ability to provide the support they require¹⁴.

¹³ ONS Mid Year Population estimates 2019

¹⁴ See for example <https://www.apa.org/topics/COVID-19/research-disabilities>

NHS England¹⁵ has identified a series of health conditions which make people 'clinically vulnerable' or 'clinically extremely vulnerable' to COVID 19:

Risk level	Condition
People at high risk (clinically extremely vulnerable)	<ul style="list-style-type: none"> • have had an organ transplant • are having chemotherapy or antibody treatment for cancer, including immunotherapy • are having an intense course of radiotherapy (radical radiotherapy) for lung cancer • are having targeted cancer treatments that can affect the immune system (such as protein kinase inhibitors or PARP inhibitors) • have blood or bone marrow cancer (such as leukaemia, lymphoma or myeloma) • have had a bone marrow or stem cell transplant in the past 6 months, or are still taking immunosuppressant medicine • have been told by a doctor they have a severe lung condition (such as cystic fibrosis, severe asthma or severe COPD) • have a condition that means they have a very high risk of getting infections (such as SCID or sickle cell) • are taking medicine that makes them much more likely to get infections (such as high doses of steroids or immunosuppressant medicine) • have a serious heart condition and are pregnant
People at moderate risk (clinically vulnerable)	<ul style="list-style-type: none"> • are 70 or older • have a lung condition that's not severe (such as asthma, COPD, emphysema or bronchitis) • have heart disease (such as heart failure) • have diabetes • have chronic kidney disease • have liver disease (such as hepatitis) • have a condition affecting the brain or nerves (such as Parkinson's disease, motor neurone disease, multiple sclerosis or cerebral palsy) • have a condition that means they have a high risk of getting infections • are taking medicine that can affect the immune system (such as low doses of steroids) • are very obese (a BMI of 40 or above) • are pregnant

This section explores variations in the prevalence of some of these conditions¹⁶ across Wiltshire and Swindon, *other deprived areas* and England as a whole.

The table below looks at the estimated proportion of people with some of these conditions¹⁷ across Wiltshire and Swindon and comparators based on the number of people listed on GP registers who are recorded as having the relevant health conditions.

¹⁵ <https://www.nhs.uk/conditions/coronavirus-COVID-19/people-at-higher-risk/whos-at-higher-risk-from-coronavirus/>

¹⁶ We are constrained by data availability for key health conditions at neighbourhood level

¹⁷ We are constrained by data availability for key health conditions at neighbourhood level

People with 'at risk' health conditions in Wiltshire and Swindon and comparators								
	Asthma %	Cancer %	COPD %	Diabetes %	Coronary Heart Disease %	Heart Failure %	Chronic Kidney Disease %	Obesity %
Swindon Unitary	6.46	2.51	1.77	7.79	2.90	0.76	3.69	11.03
Wiltshire Unitary	6.45	3.42	1.77	6.45	3.34	0.94	4.16	8.96
South West	6.52	3.29	1.99	6.48	3.53	0.96	5.05	9.35
England	5.92	2.75	1.92	6.78	3.15	0.84	4.14	9.79

Source: NHS Digital – from GP registers 2017/18

The table shows that those living in Wiltshire and Swindon have a higher prevalence of specific 'at risk' health conditions than the national average. Wiltshire has higher levels asthma, cancer and heart conditions, while Swindon has higher levels of asthma, diabetes and obesity than the average across England as a whole.

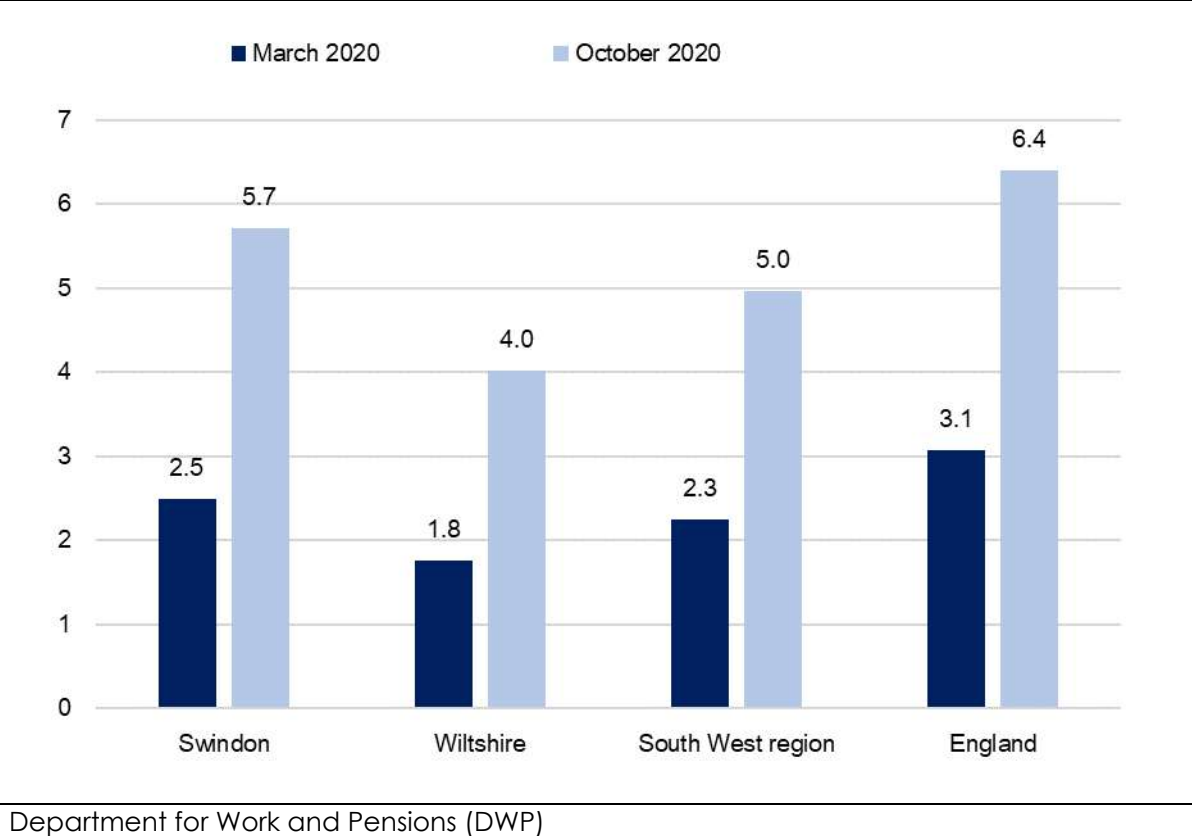
There have been sharp rises in unemployment across all areas of England

The unemployment claimant count data provides a strong indication of the economic impacts of COVID-19. The claimant data refer to the number and proportion of working-age people receiving benefits payable to those who are unemployed (economically active but out of work) – Jobseeker's Allowance and Universal Credit for those who are out of work and actively seeking work.

Seven months of unemployment claimant count data has been released since the first lockdown was implemented in March 2020 (for April to October 2020). The chart below compares the percentage point change¹⁸ between 12th March 2020 (the last reference period before the UK went into lockdown) and the 14th of October 2020 (the most recent reference period).

¹⁸ For guidance regarding interpretation of percentage point please see <https://sciencing.com/difference-between-percent-percentage-point-8409115.html>

Unemployment claimant rate: March and October 2020

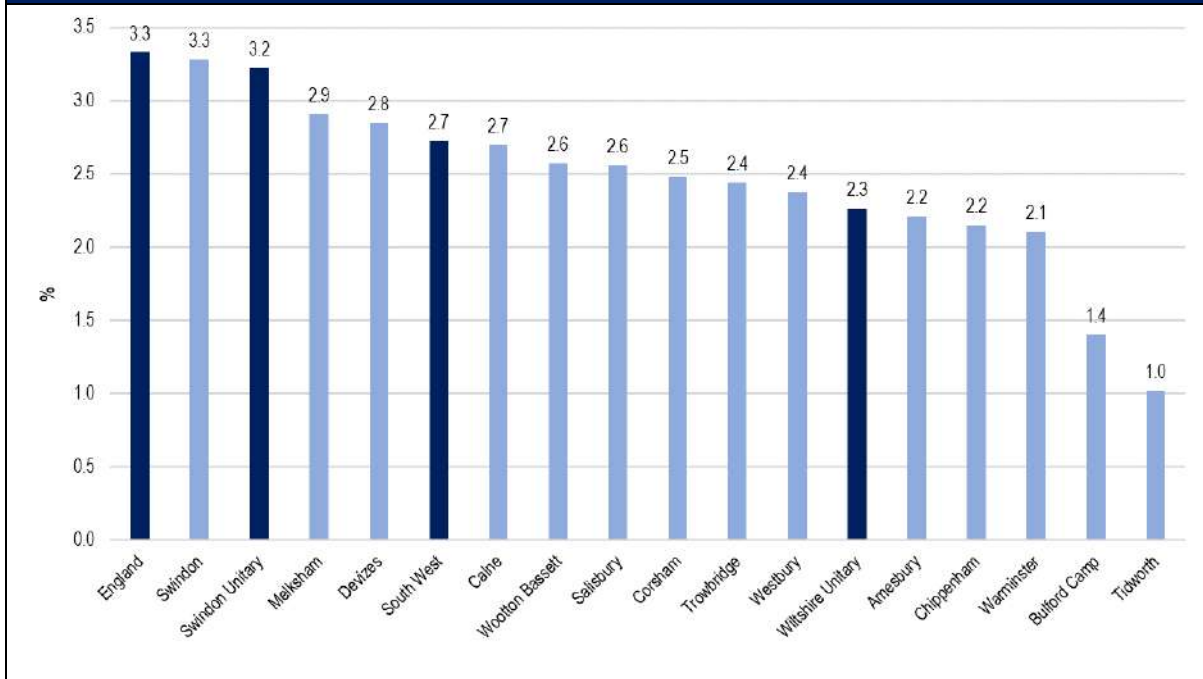


Swindon has seen sharper rises than Wiltshire and the South West region as a whole

The chart shows that there has been a notable increase in unemployment across Wiltshire and Swindon, the South West and England alike between March and October 2020. Swindon has seen a greater rise than across Wiltshire and the South West region as a whole, increasing from 2.5 to 5.7% - an increase of 3.2 percentage points, compared with a 2.2 percentage point increase in Wiltshire and 2.7 percentage point increase across the South West over the same period. The increase across Swindon is broadly in line with the average increase across England as a whole – where the proportion of people receiving unemployment benefit rose by 3.3 percentage points over the period.

The chart below shows the towns in Wiltshire and Swindon with the largest percentage point increases in unemployment between March and October 2020 – compared against the Local Authority, regional and national averages.

Percentage point increase in unemployment in towns in Wiltshire (and Swindon) between March and October 2020



Office for National Statistics (March 2020-December 2020 combined)
 Note – Swindon refers to the town only, Swindon unitary to the Local Authority

All of the towns in Wiltshire and Swindon experienced a smaller increase in unemployment than the national average. The smallest increases were seen in the garrison towns which are less likely to be impacted by the lockdown, compared with vulnerable sectors such as retail, hospitality, aerospace and entertainment. Swindon, Melksham and Devizes have all experienced larger unemployment increases than the regional average.

However, some caution should be applied when interpreting increases in unemployment

Research from the Resolution Foundation has identified a couple of factors which may have led to the unemployment claimant count being overestimated in LBAs.

- 1) The large increases that have been experienced since the pandemic have coincided with the roll-out of Universal Credit and the replacement of legacy benefits. The rapid change in labour market status in the context of the pandemic has increased the pace of the rollout leading to more people being captured in the Claimant Count, including those who would have previously only claimed Child Tax Credits and Housing Benefit, and claimants that are awaiting a health assessment.
- 2) There has been an easing of conditionality (steps people need to take to prove they are actively seeking work) and a lack of contact with work coaches and as a result, many new UC recipients have not had their work status accurately updated as quickly as they otherwise would. This had led to some furloughed workers making an out-of-work UC claim that will have placed them in the claimant count, even when they were subsequently moved on to the Coronavirus Job Retention Scheme (JRS). In other words, some furloughed workers and some economically inactive people are currently being captured in the claimant count figures – slightly inflating the count. Resolution Foundation suggests that more than a quarter of the unemployed figures

are furloughed workers, or Self-Employment Income Support Scheme (SEISS) grant recipients¹⁹.

There are wider labour market impacts, with more than 5% of workers currently furloughed

While areas are already experiencing a notable rise in unemployment, another impact on the labour market is the number of people who are furloughed. While some of these roles are likely to return as the lockdown eases and businesses are able to reopen – not all businesses will survive the forecast recession and a number of these jobs are likely to be lost in the future. Understanding variations in furloughing data can help us to anticipate future shocks in the labour market and risk of unemployment.

HM Revenue and Customs have produced data on the number of employees who are furloughed and supported by the Coronavirus Job Retention Scheme (CJRS).

The table below shows the number and proportion of working age people furloughed across Swindon, Wiltshire, the South West and England.

Furloughing levels in Wiltshire and Swindon		
	Count	%
Swindon	6,700	5.6
Wiltshire	13,300	5.7
South West	160,000	6.4
England	1,897,400	7.4

Source: HMRC Oct-2020

As of October 2020 – there were approximately 20,000 people furloughed across Wiltshire and Swindon – this was greater than the number of people unemployed and receiving Universal Credit or Jobseeker’s Allowance (19,955) over the same period.

We have taken ONS data on furloughing to produce modelled estimates of jobs ‘at risk’ at a more granular level to provide an estimate of the extent of risk across Wiltshire and Swindon and their comparators. We have used furloughing data at Local Authority level and apportioned down to Output Area based on the jobs profile of each Output Area²⁰ for each major industry sector²¹ and matched these against the jobs profile for each Output Area in England, adjusted to estimate furloughing rates across each town in Wiltshire and Swindon²². The chart below compares the furloughing rates across each major town.

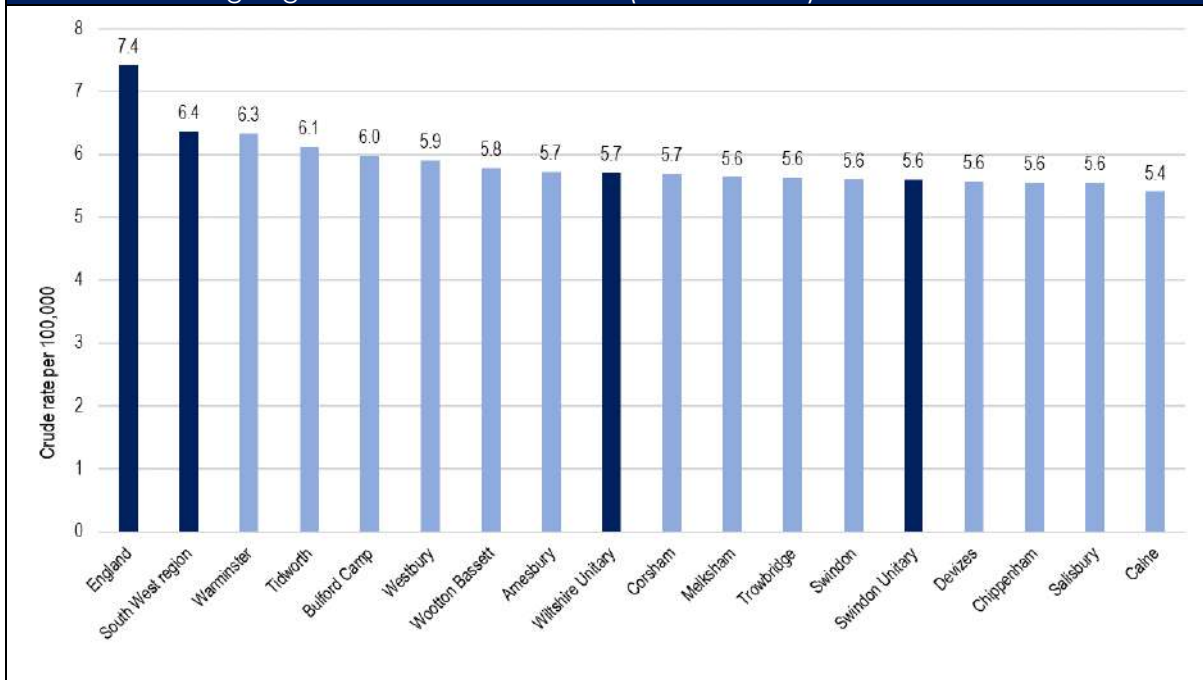
¹⁹ See <https://www.resolutionfoundation.org/publications/the-truth-will-out/>

²⁰ From Census 2011 Industry of employment statistics <https://www.nomisweb.co.uk/query/construct/submit.asp?menuopt=201&subcomp=>

²¹ From HMRC Coronavirus Job Retention Scheme (CJRS) statistics <https://www.gov.uk/government/statistics/coronavirus-job-retention-scheme-statistics-december-2020>

²² See <https://ocsi.uk/2020/04/29/which-local-labour-markets-are-most-'at-risk'/> for detailed methodology

Estimated furloughing rates in towns in Wiltshire (and Swindon) October 2020



HMRC Coronavirus Job Retention Scheme (CJRS) modelled to town level using Census 2011 data

Note – Swindon refers to the town only, Swindon unitary to the Local Authority

Each of the major towns in Wiltshire and Swindon have lower furloughing rates than the regional and national average, with Warminster experiencing the highest furloughing rates overall.

People in Swindon are more likely to be working in the 'at risk' retail sector

Drilling down to look at specific jobs 'at risk', the table below shows the number of people, jobs and businesses in the three sectors most 'at risk' of furloughing across Wiltshire and Swindon and England as a whole.

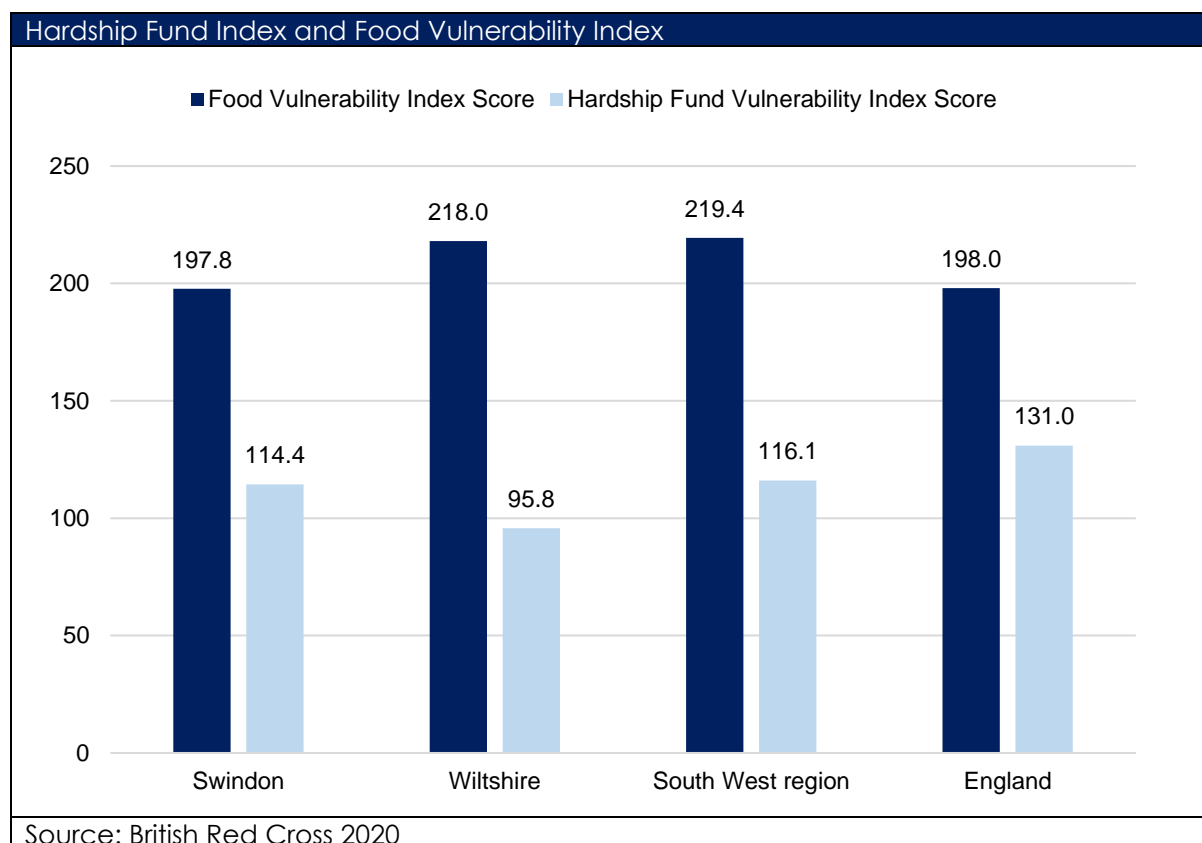
	Swindon			Wiltshire			England		
	Jobs (%)	Employees (%)	Businesses (%)	Jobs (%)	Employees (%)	Businesses (%)	Jobs (%)	Employees (%)	Businesses (%)
Retail	10.4	18.1	5.6	9.6	14.9	5.6	9.2	15.9	7.6
Accommodation, food & hospitality	6.1	4.9	5.0	8.6	5.1	4.9	7.5	5.6	5.6
Arts and entertainment	4.3		5.4	3.8		6.8	4.5		6.3

Source: Business Register and Employment Survey (BRES)/ONS 2019/2020

Swindon has more jobs and businesses and employees working in the retail sector than the national average, but the economy is less dependent on accommodation or arts industries. The picture in Wiltshire is more complex. More jobs are supported in the retail and accommodation sectors, but there are fewer employees living in Wiltshire that are dependent on these sectors.

As a result of economic pressures, people in Wiltshire and Swindon are at a higher risk of financial hardship

The increase in unemployment and widespread furloughing are leading to increasing levels of economic stress. In response to this, British Red Cross have pulled together two bespoke Indices aimed at identifying areas 'at risk' of financial hardship. The Hardship Fund Index aims to target the most economically vulnerable areas, according to eligibility criteria developed for the British Red Cross's Hardship Fund²³. The Food Vulnerability Index measures risk of food insecurity across neighbourhoods in England²⁴. For both indices, results are presented as a score with higher values indicating higher levels of vulnerability.



Wiltshire is at greater risk of food vulnerability than the national average with concentrations of need in Salisbury and rural areas of Wiltshire

The chart shows that Wiltshire is at greater risk of food insecurity than the national average. This is likely to be related to the relatively rural nature of Wiltshire – as the measure incorporates both low income and access to food services. However, urban areas in Wiltshire also have higher levels of food vulnerability (216.9) than the national average.

The table below shows the 10 LSOAs in Wiltshire and Swindon with the highest levels of food vulnerability (8 in Wiltshire and 2 in Swindon).

MSOAs with the highest levels of Food vulnerability across Wiltshire and Swindon

²³ See https://docs.google.com/document/d/1aWpzgvlKGEF5Ay_xVps17nbnT1zIEki7RGIIJXL5APo/edit#heading=h.6576u7_dtopmw for details of how the index is constructed and component indicators

²⁴ See https://docs.google.com/document/d/1aWpzgvlKGEF5Ay_xVps17nbnT1zIEki7RGIIJXL5APo/edit#heading=h.6576u7_dtopmw for details of how the index is constructed and component indicators

MSOA	Town	LA	Food Vulnerability Index score
Pewsey & Lockeridge		Wiltshire	361.2
Trowbridge West	Trowbridge	Wiltshire	329.7
Salisbury Churchfields	Salisbury	Wiltshire	329.5
Salisbury East Harnham	Salisbury	Wiltshire	325.2
Marlborough	Marlborough	Wiltshire	321.8
Warminster Central	Warminster	Wiltshire	314.5
Wroughton, Wichelstowe & Chiseldon		Swindon	310.4
Corsham, Bowerhill & Lacock		Wiltshire	305.9
Abbey Park	Swindon	Swindon	302.2
Salisbury Cathedral & Harnham	Salisbury	Wiltshire	295.5

Source: British Red Cross 2020

Six of the 10 areas with the highest levels of food insecurity are located in urban areas (including three in Salisbury) with the remaining four in rural areas.

Both Wiltshire and Swindon have lower levels of financial hardship vulnerability; however, there are a number of areas with high levels of Hardship Vulnerability (5 of the areas with the highest scores are in Wiltshire and 5 in Swindon).

MSOAs with the highest levels of Covid-19 vulnerability across Wiltshire and Swindon

MSOA	Town	Local Authority	Hardship Vulnerability Index score
Steeple Ashton, North Bradley & Southwick		Wiltshire	209.7
Downton & Morgan's Vale		Wiltshire	199.3
Pinehurst		Swindon	191.4
Warminster East	Warminster	Wiltshire	190.1
Salisbury Bishopsdown	Salisbury	Wiltshire	189.6
Walcot East	Swindon	Swindon	166.4
Central South & Eastcott	Swindon	Swindon	160.6
Penhill	Swindon	Swindon	157.1
Upper Stratton	Swindon	Swindon	155.9
Salisbury East Harnham	Salisbury	Wiltshire	151.9

Source: British Red Cross 2020

Again rural areas feature prominently, with Steeple Ashton, North Bradley & Southwick identified as the MSOA with the highest vulnerability. Swindon and Salisbury also contain multiple neighbourhoods identified as having relatively high levels of vulnerability on this measure.

Appendix A – Indicators used in this report

Population Indicators

Indicator name	Indicator details
Mid-Year Population Estimates	Shows total population of the area. Age and gender breakdowns (by broad age band - 0-15, working age, pensionable age are also provided) Office for National Statistics (ONS), 2001-2019
Subnational Population Projections	This dataset provides estimates of future population levels in local areas for each year from 2016 until 2041 broken down by gender and single year age band. They take into account results from the Mid-Year Estimates and project the population forward using as a set of underlying demographic assumptions regarding fertility, mortality and migration based on the last five years of local trends. ONS, 2020-2040
Population density (persons per hectare)	Population density is based on the local population size and geographical area. The ONS has details of the area in hectares of all standard geographical boundaries. The population density figure is calculated by dividing the total population (taken from mid-year population estimates) by the area in hectares for the relevant boundary. ONS, 2019
Rural population based on ONS Rural Urban classification	The Rural Urban Classification is an Official Statistic used to distinguish rural and urban areas. The Classification defines areas as rural if they are outside settlements with more than 10,000 resident population. ONS, 2011
Country of Birth	Shows the proportion of people by country of birth, based on self-reported responses to the country of birth question in Census 2011. The following breakdowns are proposed: <ul style="list-style-type: none"> • Born in England • Born in Northern Ireland • Born in Scotland • Born in Wales • Born in United Kingdom not otherwise specified • Born in Ireland • Born in EU • Born in EU Accession countries • Born in non-European countries Census, 2011
Ethnicity	Shows the proportion of people by ethnicity, based on self-reported responses to the ethnicity question in Census 2011. Census, 2011
Religion	This information was created from responses to the religion question in the 2011 Census. Census, 2011

People moving into and out of the district	Residential moves between different districts within the UK based on internal migration data sourced from the NHS Patient Register, the NHS Central Register (NHSCR) and the Higher Education Statistics Agency (HESA). Shows the number of people moving from one district to another. ONS, June 2018
National Insurance numbers issued to non-UK nationals	The total number of people registering with a National Insurance number who have come from overseas. This is a measure of the number of people who have migrated to the UK from overseas to work, who have moved into the local area. Department for Work and Pensions (DWP), 2019/20

Deprivation and inequality indicators

Indicator name	Indicator details
Index of Multiple Deprivation (IMD)	This is an overall measure of multiple deprivation experienced by people living in an area and is calculated for every Lower layer Super Output Area (LSOA) in England. The English Indices of Deprivation 2019 are based on 37 separate indicators, organised across seven distinct domains of deprivation which are combined, using appropriate weights, to calculate the Index of Multiple Deprivation 2019 (IMD 2019) Ministry of Housing Communities and Local Government (MHCLG), 2019
ID 2019 Income Domain	The Indices of Deprivation (ID) 2019 Income Deprivation Domain measures the proportion of the population in an area experiencing deprivation relating to low income. The definition of low income used includes both those people that are out-of-work and those that are in work but who have low earnings (and who satisfy the respective means tests). The following indicators are included: Adults and children in Income Support families; Adults and children in income-based Jobseeker's Allowance families; Adults and children in income-based Employment and Support Allowance families Adults and children in Pension Credit (Guarantee) families; Adults and children in Working Tax Credit and Child Tax Credit families not already counted that is those who are not in receipt of Income Support income-based Jobseeker's Allowance income-based Employment and Support Allowance or Pension Credit (Guarantee) and whose equivalised income (excluding housing benefit) is below 60% of the median before housing costs; Asylum seekers in England in receipt of subsistence support accommodation support or both. A higher score indicates that an area is experiencing high levels of deprivation. Ministry of Housing Communities and Local Government (MHCLG), 2019
ID 2019 Employment Domain	The Indices of Deprivation (ID) 2019 Employment Deprivation Domain measures the proportion of the working age population in an area involuntarily excluded from the labour market. This includes people who would like to work but are unable to do so due to unemployment sickness or disability or caring responsibilities. The following indicators are included: Claimants of Jobseeker's

	<p>Allowance (both contribution-based and income-based) women aged 18 to 59 and men aged 18 to 64; Claimants of Employment and Support Allowance aged 18 to 59 / 64; Claimants of Incapacity Benefit aged 18 to 59 / 64; Claimants of Severe Disablement Allowance aged 18 to 59 / 64; Claimants of Carer's Allowance aged 18 to 59 / 64. A higher score indicates that an area is experiencing high levels of deprivation.</p> <p>Ministry of Housing Communities and Local Government (MHCLG), 2019</p>
ID 2019 Education, Skills and Training Domain	<p>The Indices of Deprivation (ID) 2019 Education Skills and Training Domain measures the lack of attainment and skills in the local population. 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'). A higher score indicates that an area is experiencing high levels of deprivation.</p> <p>Ministry of Housing Communities and Local Government (MHCLG), 2019</p>
ID 2019 Health Deprivation and Disability Domain	<p>The Indices of Deprivation (ID) 2019 Health Deprivation and Disability Domain measures the risk of premature death and the impairment of quality of life through poor physical or 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. The following indicators are included: 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: A composite based on the rate of adults suffering from mood and anxiety disorders hospital episodes data suicide mortality data and health benefits data. A higher score indicates that an area is experiencing high levels of deprivation.</p> <p>Ministry of Housing Communities and Local Government (MHCLG), 2019</p>
ID 2019 Crime Domain	<p>Crime is an important feature of deprivation that has major effects on individuals and communities. The Indices of Deprivation (ID) 2019 Crime Domain measures the risk of personal and material victimisation at local level. The following indicators are included: Violence: The rate of violence per 1000 at-risk population; Burglary: The rate of burglary per 1000 at-risk properties; Theft: The rate of theft per 1000 at-risk population; Criminal Damage: The rate of criminal damage per 1000 at-risk population. A higher score indicates that an area is experiencing high levels of deprivation.</p> <p>Ministry of Housing Communities and Local Government (MHCLG), 2019</p>
ID 2019 Barriers to Housing and Services Domain	<p>The Indices of Deprivation (ID) 2019 Barriers to Housing and Services Domain measures the physical and financial accessibility of housing and local services. The indicators fall into two sub-domains:</p>

	<p>'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. A higher score indicates that an area is experiencing high levels of deprivation.</p> <p>Ministry of Housing Communities and Local Government (MHCLG), 2019</p>
ID 2019 Living Environment Domain	<p>The Indices of Deprivation (ID) 2019 Living Environment Deprivation Domain measures the quality of the local environment. The indicators fall into two sub-domains. The 'indoors' living environment measures the quality of housing; while the 'outdoors' living environment contains measures of air quality and road traffic accidents. The Indoors sub-domain contains the following indicators: Houses without central heating: The proportion of houses that do not have central heating; Housing in poor condition: The proportion of social and private homes that fail to meet the Decent Homes standard. The Outdoors sub-domain contains the following indicators: Air quality: A measure of air quality based on emissions rates for four pollutants; Road traffic accidents involving injury to pedestrians and cyclists: A measure of road traffic accidents involving injury to pedestrians and cyclists among the resident and workplace population. A higher score indicates that an area is experiencing high levels of deprivation.</p> <p>Ministry of Housing Communities and Local Government (MHCLG), 2019</p>
ID 2019 Income Deprivation Affecting Children Index (IDACI)	<p>The Indices of Deprivation (ID) 2019 Income Deprivation Affecting Children Index comprises children aged 0 to 15 living in income deprived families. For the Indices of Deprivation 2019 income deprived families are defined as families that either receive Income Support or income-based Jobseekers Allowance or income-based Employment and Support Allowance or Pension Credit (Guarantee) or families not in receipt of these benefits but in receipt of Working Tax Credit or Child Tax Credit with an equivalised income (excluding housing benefit) below 60 per cent of the national median before housing costs. The Indices of Deprivation (ID) 2019 Income Deprivation Affecting Children Index is expressed as the proportion of all children aged 0 to 15 living in income deprived families. A higher score indicates that an area is experiencing high levels of deprivation.</p> <p>Ministry of Housing Communities and Local Government (MHCLG), 2019</p>
ID 2019 Income Deprivation Affecting Older People (IDAOP)	<p>The Indices of Deprivation (ID) 2019 Income Deprivation Affecting Older People Index captures deprivation affecting older people defined as those adults aged 60 or over receiving Income Support or income-based Jobseekers Allowance or income-based Employment and Support Allowance or Pension Credit (Guarantee) families as a proportion of all those aged 60 or over. A higher score indicates that an area is experiencing high levels of deprivation.</p> <p>Ministry of Housing Communities and Local Government (MHCLG), 2019</p>
Households with multiple needs	<p>Multiply deprived households refers to households with each of the following four deprivation characteristics: a) Employment: Any member of the household aged 16-74 who is not a full-time student is</p>

	<p>either unemployed or permanently sick; b) Education: No member of the household aged 16 to pensionable age has at least 5 GCSEs (grade A-C) or equivalent AND no member of the household aged 16-18 is in full-time education c) Health and disability: Any member of the household has general health 'not good' in the year before Census or has a limiting long term illness d) Housing: The household's accommodation is either overcrowded; OR is in a shared dwelling OR does not have sole use of bath/shower and toilet OR has no central heating. These figures are taken from responses to various questions in census 2011</p> <p>Census 2011</p>
Households in poverty (60% median income)	<p>Shows the number of households with an income that falls below the nationally defined threshold for households in poverty. Households are defined as in poverty if their equivalised income (income after size of household is taken into account) is below 60% of the median income (after housing costs). These figures are model-based estimates, taking the regional figures from the Family Resources Survey and modelling down to neighbourhood level based on characteristics of the neighbourhood obtained from census and administrative statistics. In 2013/2014 a household's net equivalised weekly income (before housing costs) would need to be below £272 for it to be classified as in poverty.</p> <p>ONS, 2016</p>
Households in Fuel Poverty	<p>Shows an estimate of the number of households in Fuel Poverty. The definition of fuel poverty is based on the Low Income High Costs framework, where a household is in fuel poverty if a) their required fuel costs are above average (the national median level), and b) were they to spend that amount they would be left with an income below the official poverty line. The indicator is estimated using regional data from the English Housing Survey and modelling down to local areas based on characteristics of the local area.</p> <p>Department for Energy and Climate Change, 2018</p>
Working age Benefit claimants (Benefit combinations)	<p>Shows the proportion of people of working age receiving DWP benefits. Working age DWP Benefits are benefits payable to all people of working age (16-64) who need additional financial support due to low income, worklessness, poor health, caring responsibilities, bereavement or disability. The following benefits are included: Universal Credit, Bereavement Benefit, Carers Allowance, Incapacity Benefit/Severe Disablement Allowance, Income Support, Jobseekers Allowance, Pension Credit and Widows Benefit. The aim of these statistics is to provide Working Age statistics on the number of individuals claiming a DWP benefit in total (i.e. only counting each individual claimant once). These are Experimental Statistics and should only be used for looking at the whole, combined picture for DWP benefits. The data shows benefits as at quarterly snapshots points.</p> <p>DWP, May 2020</p>
Resident earnings	<p>Weekly pay for full-time employee jobs by place of residence. This data set provides information about earnings of employees who are living in an area, who are on adult rates and whose pay for the survey pay-period was not affected by absence. The Annual Survey of Hours and Earnings (ASHE) is conducted in April each year to</p>

	<p>obtain information about the levels, distribution and make-up of earnings and hours worked for employees. ASHE is based on a sample of employee jobs taken from HM Revenue & Customs PAYE records. Information on earnings and hours is obtained in confidence from employers. ASHE does not cover the self-employed nor does it cover employees not paid during the reference period. ASHE is based on a one per cent sample of employee jobs taken from HM Revenue & Customs (HMRC) PAYE records. Information on earnings and hours is obtained from employers and treated confidentially.</p> <p>Annual Survey of Hours and Earnings (ASHE), 2020</p>
Workplace earnings	<p>Weekly pay for full-time employee jobs by place of work. This data set provides information about earnings of employees who are working in an area, who are on adult rates and whose pay for the survey pay-period was not affected by absence. The Annual Survey of Hours and Earnings (ASHE) is conducted in April each year to obtain information about the levels, distribution and make-up of earnings and hours worked for employees. ASHE is based on a sample of employee jobs taken from HM Revenue & Customs PAYE records. Information on earnings and hours is obtained in confidence from employers. ASHE does not cover the self-employed nor does it cover employees not paid during the reference period. SHE) is based on a one per cent sample of employee jobs taken from HM Revenue & Customs (HMRC) PAYE records. Information on earnings and hours is obtained from employers and treated confidentially. ASHE does not cover the self-employed nor does it cover employees not paid during the reference period.</p> <p>Annual Survey of Hours and Earnings (ASHE), 2020</p>
Personal debt (unsecured loans) per person aged 18+	<p>The total amount of borrowing outstanding on customer accounts for unsecured personal loans divided by the population aged 18+ (ONS 2017).</p> <p>The data have been modelled from postcode sector to Output Areas using a weighted lookup built from the numbers of shared postcodes between a postcode sector and Output Area in combination with the working age population per Output Area.</p> <p>UK Finance March 2020</p>

Economy indicators

Indicator name	Indicator details
Unemployment benefit (JSA and Universal Credit)	<p>The proportion of people receiving benefits payable to people who are unemployed - receiving either Jobseekers Allowance (JSA) or Universal Credit for those who are out of work. This has replaced the number of people claiming Jobseeker's Allowance as the headline indicator of the number of people claiming benefits principally for the reason of being unemployed and is sometimes referred to as the monthly claimant count. JSA is payable to people under pensionable age who are out of work and available for, and actively seeking, work of at least 40 hours a week</p> <p>October 2020, Department for Work and Pensions (DWP)</p>
Universal Credit claimants	<p>Universal Credit provides a single payment based upon the circumstances of the household to provide support for housing costs, children and childcare costs and additions for disabled people and</p>

	<p>carers. The following benefits will be abolished as Universal Credit rolls out, Income-based Jobseekers Allowance, Income-related Employment and Support Allowance, Income Support, Working Tax Credit, Child Tax Credit and Housing Benefit. The main differences between Universal Credit and the current welfare system are: Universal Credit is available to people who are in work and on a low income, as well as to those who are out-of-work, Most people will apply online and manage their claim through an online account, Universal Credit will be responsive as people on low incomes move in and out of work, they will get ongoing support. Most claimants on low incomes will still be paid Universal Credit when they first start a new job or increase their part-time hours, Claimants will receive a single monthly household payment, paid into a bank account in the same way as a monthly salary, support with housing costs will usually go direct to the claimant as part of their monthly payment.</p> <p>DWP, 2020</p>
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Education, skills and training indicators

Indicator name	Indicator details
Social Mobility Index	<p>The Social Mobility Index compares the chances that a child from a disadvantaged background will do well at school and get a good job across each of the 324 local authority district areas of England. It examines a range of measures of the educational outcomes achieved by young people from disadvantaged backgrounds and the local job and housing markets to shed light on which are the best and worst places in England in terms of the opportunities young people from poorer backgrounds have to succeed</p> <p>The aim of the Social Mobility Index was to look at the impact of where a disadvantaged young person grows up on their chances of doing well as an adult. The index uses a suite of indicators that are related to the chances of experiencing upward social mobility.</p> <p>The focus is on two types of outcome:</p> <ol style="list-style-type: none"> 1) Educational attainment of those from poorer backgrounds in each local area – from the early years, through primary and secondary school, to post-16 outcomes and higher education participation. This reflects the academic literature that suggests that this is the most important driver of a child's life chances. 2) Outcomes achieved by adults in the area – average income, prevalence of low paid work, availability of professional jobs, home ownership and the affordability of housing. This measures the prospects that people have of converting good educational attainment into good adulthood outcomes. <p>Given the aims of the index, the majority of data explores the outcomes achieved by young people from disadvantaged backgrounds, using eligibility for free school meals as the main metric of disadvantage. The data on educational outcomes is produced on the basis of where young people live rather than where young people attend nursery, school or college. Data on adulthood outcomes produced on the basis of where people who live in the local area work.</p> <p>Social Mobility Commission 2017</p>

People with no qualifications	Shows the proportion of adults (aged 16+) with no academic, vocational or professional qualifications. The highest level of qualification variable was derived from responses in the 2011 Census to both the educational and vocational qualifications question, and the professional qualifications question. Census 2011
Highest level of qualification: Level 4/5 (degree or higher) qualifications	Shows the proportion of adults (aged 16+) with qualification levels at level 4 or higher. The highest level of qualification variable was derived from responses in the 2011 Census to both the educational and vocational qualifications question, and the professional qualifications question. Level 4+ qualifications include Level 4/5: First degree, Higher degree, NVQ levels 4 and 5, HNC, HND, Qualified Teacher status, Qualified Medical Doctor, Qualified Dentist, Qualified Nurse, Midwife, Health Visitor Other qualifications/level unknown: Other qualifications (e.g. City and Guilds, RSA/OCR, BTEC/Edexcel), Other Professional Qualifications. Census 2011
Pupil attainment at Key Stage 1 – Achieving expected grade in Reading, Writing, Maths and Science	Shows the proportion of pupils in maintained schools who reach the expected standard in Reading, Writing, Maths and Science at Key Stage 1 (tests for people in year 2). Pupils take tests (commonly referred to as SATs) in reading and maths and receive a teacher assessment (TA) in reading, writing, maths and science. The data that is reported is based only on TA in these statistics because test data is not submitted to the Department for Education. Figures are based on postcode of the pupils residence rather than where they attend school and are derived from the School Census. Department for Education (DfE), 2019
Pupil attainment at Key Stage 2 – Achieving expected standard in Reading, Writing and Maths	Shows the proportion of pupils in maintained schools who reach the expected standard in reading, writing and maths at Key Stage 2 (tests for people in year 6). The combined reading, writing, and maths measure uses the reading and maths test results along with the outcome of the writing teacher assessment (TA). To reach the expected standard in all of reading, writing and maths, a pupil must achieve a scaled score of 100 or more in reading and maths tests and an outcome of 'reaching the expected standard' or 'working at greater depth' in writing TA. Together, these subjects give a broad measure of pupil attainment. Figures are based on postcode of the pupils residence rather than where they attend school and are derived from the School Census. Department for Education (DfE), 2019
Key stage 4 attainment	Shows the headline performance of pupils in maintained schools at Key Stage 4 (year 11) on key measures – Attainment 8, English and Maths grade 9-5 and English and Maths grade 9-4. Attainment 8 measures the average achievement of pupils in up to 8 qualifications including English (double weighted if the combined English qualification, or both language and literature are taken), maths (double weighted), three further qualifications that count in the English Baccalaureate (EBacc) and three further qualifications that can be GCSE qualifications (including EBacc subjects) or any other non-GCSE qualifications on the DfE approved list. The attainment in English and maths (9-5) measure looks at the percentage of pupils achieving a grade 5 or above in both English and maths. Pupils can achieve the

	<p>English component of this with a grade 5 or above in English language or literature. The attainment in English and maths (9-4) measure looks at the percentage of pupils achieving grade 4 or above in both English and maths. Pupils can achieve the English component of this with a grade 4 or above in English language or literature. There is no requirement to sit both exams.</p> <p>Figures are based on postcode of the pupils residence rather than where they attend school and are derived from the School Census.</p> <p>Department for Education (DfE), 2019</p>
<p>ID 2019 Children and Young People Sub-domain Rank</p>	<p>The Indices of Deprivation (ID) 2019 Children and Young People sub-domain measures the lack of attainment in the local population. The following indicators are included: Key Stage 2 attainment: The scaled score of pupils taking Mathematics, English reading and English grammar, punctuation and spelling Key Stage 2 exams; Key Stage 4 attainment: The average capped points score of pupils taking Key Stage 4; 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 and Entry to Higher Education: The proportion of young people aged under 21 not entering Higher Education. Data shows Average LSOA Rank, a lower rank indicates that an area is experiencing high levels of deprivation.</p> <p>Ministry of Housing Communities and Local Government (MHCLG) 2019</p>
<p>Participation in Higher Education (Proportion of a young cohort that has entered Higher Education by age 19)</p>	<p>Shows the combined participation rates of those who entered Higher Education between the academic years 2009-10 and 2013-14 if they entered aged 18, or between 2010-11 and 2014-15 if they entered aged 19 as a proportion of the whole young person population cohort during those years. More information on the geographical classification can be found in the POLAR4 report on the HEFCE website. The numerator in this participation rate calculation is the combined cohort young entrant estimate entering Higher Education aged 18 in 2009-10 and 2013-14 and 19 in 2010-11 and 2014-15 (taken from HESA student records / Individualised Learner Records supplied by the Data Service / FES data provided by the Scottish Funding Council). The denominator is the total combined cohort young population estimate during the same year. Data is estimated at MSOA level and then converted to other geographies. Due to the inherent variability involved in the estimation of MSOA-level entrants and populations 130 MSOAs have participation rates which are estimated to be greater than 100 per cent. The rates in these MSOAs have been capped at 100 per cent. Entrant estimates along with population and participation rates for MSOAs with populations of less than 20 or less than 10 entrants have been omitted to prevent the identification of individuals.</p> <p>Office for Students (OFS) (https://www.officeforstudents.org.uk/data-and-analysis/polar-participation-of-local-areas/) Source: Office for Students, ONS 2012-13 to 2017-18</p>

Health, wellbeing and disability indicators

Indicator name	Indicator details
Life Expectancy	<p>Life Expectancy data is calculated using mortality rates by single age bands and is a measure of the age a person being born today can expect to live until. Data is broken down by gender</p> <p>ONS, 2013-2017</p>
Healthy life expectancy	<p>Healthy life expectancy (HLE) is the average number of years that an individual might expect to live in "good" health in their lifetime. The 'good' health state used for estimation of HLE was based on self-reports of general health at the 2011 Census; specifically, those reporting their general health as 'very good' or 'good' were defined as in 'Good' health in this context. The HLE estimates are a snapshot of the health status of the population, based on self-reported health status and mortality rates for each area in that period. They are not a guide to how long someone will actually expect to live in "good" health, both because mortality rates and levels of health status are likely to change in the future, and because many of those born in an area will live elsewhere for at least part of their lives.</p> <p>ONS, 2009-2013</p>
Disability-free life expectancy (DFLE)	<p>Disability-free life expectancy (DFLE) is the average number of years that an individual might expect to live free from a limiting persistent illness or disability in their lifetime. The prevalence of disability free health is derived from self-rated assessment of how health problems limit an individual's ability to carry out day-to-day activities. This information was collected as part of the 2011 Census. The DFLE estimates are a snapshot of the health status of the population, based on self-reported health status and mortality rates for each area in that period. They are not a guide to how long someone will actually expect to live free from disability, both because mortality rates and levels of health status are likely to change in the future, and because many of those born in an area will live elsewhere for at least part of their lives.</p> <p>ONS, 2009-2013</p>
People receiving Disability Benefits (Disability Living Allowance, Personal Independence Payment) aged under 65	<p>The proportion of people receiving Disability Living Allowance or Personal Independence Payment (PIP). PIP helps with some of the extra costs caused by long-term disability, ill-health or terminal ill-health. From 8th April 2013 DWP started to replace Disability Living Allowance (DLA) for working age people with PIP. DLA is payable to children and adults who become disabled before the age of 65, who need help with personal care or have walking difficulties because they are physically or mentally disabled. People can receive DLA whether they are in or out of work. It is non-means tested and is unaffected by income or savings of the claimant. DLA provides support for paying with additional care or mobility requirements associated with a disability</p> <p>2020, Department for Work and Pensions (DWP)</p>
Prevalence of key health conditions (GP health prevalence)	<p>Prevalence of key health conditions. The estimate is calculated based on the number of people listed on GP registers in 2017/18, and the number of people recorded as having the relevant health conditions. The data from England's GP practices was published by NHS digital.</p> <p>NHS digital, 2017/18</p>

People receiving out of work benefits due to sickness/disability (Employment Support Allowance, Incapacity Benefit and Universal Credit (for those with no work requirements))	<p>The proportion of people who are out of work and receiving benefits relating to poor health: Incapacity Benefit (IB) / Employment Support Allowance (ESA)/Universal Credit no work requirements (UCNWR). IB, ESA and UCNWR are workless benefits payable to people who are out of work and have been assessed as being incapable of work due to illness or disability and who meet the appropriate contribution conditions. ESA replaced IB and Income Support paid on the grounds of incapacity for new claims from 27th October 2008. From March 2016 Universal Credit began to replace ESA for new claims</p> <p>May 2020, Department for Work and Pensions (DWP)</p>
Suicides in England by district	<p>Deaths from Suicide - suicide is defined as deaths given an underlying cause of intentional self-harm or injury/poisoning of undetermined intent. The following International Classification of Diseases (ICD) codes are used in this dataset - X60-X84 Intentional self-harm, Y10-Y341 Injury/poisoning of undetermined intent.</p> <p>Office for National Statistics (ONS), 2017-2019</p>
People with mental health issues (receiving IB/ESA)	<p>The figures for the number and proportion of people with mental health issues are based on the claimants of Incapacity Benefit who are claiming due to mental health related conditions. Incapacity Benefit is payable to persons unable to work due to illness or disability. Note, since March 2016, ESA is being replaced by Universal Credit for new claimants.</p> <p>DWP, May-19</p>
People receiving Carer Allowance	<p>Shows the proportion of working age people receiving DWP benefits due to caring responsibilities. Figures are derived from 100% sample of administrative records from the Work and Pensions Longitudinal Study (WPLS), with all clients receiving more than one benefit counted only by their primary reason for interacting with the benefits system (to avoid double counting). The majority of those receiving benefits will be eligible for Income Support or Carer Allowance.</p> <p>DWP, Feb-19</p>
Older people with social care needs receiving Attendance Allowance	<p>The proportion of people aged 65+ who have social care needs and are receiving Attendance Allowance (AA). AA is payable to people over the age of 65 who are so severely disabled, physically or mentally, that they need a great deal of help with personal care or supervision</p> <p>November 2018, Department for Work and Pensions (DWP)</p>
People providing intensive unpaid care	<p>The proportion of people providing unpaid care for 50 or more hours per week. Figures are based on self reported responses to the 2011 Census. A person is a provider of unpaid care if they give any help or support to family members, friends, neighbours or others because of long-term physical or mental health or disability, or problems related to old age. The figures include all people of all ages providing unpaid care</p> <p>Census 2011</p>
The Indices of Deprivation (ID) 2019 Mood and anxiety disorders indicator	<p>The Indices of Deprivation (ID) 2019 Mood and anxiety disorders indicator is a broad measure of levels of mental ill health in the local population. The definition used for this indicator includes mood (affective), neurotic, stress-related and somatoform disorders. The indicator is a modelled estimate based on three separate sources: prescribing data; hospital episodes data; suicide mortality data; and health benefits data. A higher score indicates that an area is experiencing high levels of deprivation. Prescribing data captures the</p>

	<p>number of patients within a particular GP practice with mental health problems will be estimated using information on the conditions for which particular drugs are prescribed and their typical dosages. Hospital episode data is used to estimate the proportion of the population suffering severe mental health problems relating to depression and anxiety, based on all those who have had an inpatient spell for reason of mental ill health. The indicator will be an annual count of those suffering at least one severe mental health inpatient spell during the year, an 'annual incidence of hospitalisation'. Suicide mortality data is not a direct measure of mental health but is highly associated with depression where it is implicated in a majority of cases.</p> <p>Ministry of Housing Communities and Local Government (MHCLG)</p>
Hospital stays for intentional self harm	<p>The standardised emergency admission ratio (SAR) for hospital stays for intentional self harm (ICD10 code X60 to X84). An SAR is a measure of how more or less likely a person living in that area is to have an emergency admission to hospital compared to the standard population, in this case England. The SAR is a ratio of the actual number of emergency admissions in the area to the number expected if the area had the same age specific admission rates as England, multiplied by 100. An SAR of 100 indicates that the area has average emergency admission rate, higher than 100 indicates that the area has higher than average emergency admission rate, lower than 100 indicates lower than average emergency admission rate.</p> <p>Hospital Episode Statistics (HES) NHS Digital http://www.localhealth.org.uk/ 2013/14 – 2017/18</p>
Hospital admissions for alcohol attributable harm	<p>Standardised emergency Admission Ratio (SAR) for hospital stays where the primary diagnosis or any of the secondary diagnoses contain an alcohol-attributable condition (http://www.lape.org.uk/downloads/Lape_guidance_and_methods.pdf, page 7). Children under 16 were only included if they had an alcohol-specific diagnosis i.e. where the alcohol-attributable fraction (AAF) equalled one, meaning that alcohol consumption was a contributory factor in all cases. For other conditions, the AAF estimates were not available for children.. An SAR is a measure of how more or less likely a person living in that area is to have an emergency admission to hospital compared to the standard population, in this case England. The SAR is a ratio of the actual number of emergency admissions in the area to the number expected if the area had the same age specific admission rates as England, multiplied by 100. An SAR of 100 indicates that the area has average emergency admission rate, higher than 100 indicates that the area has higher than average emergency admission rate, lower than 100 indicates lower than average emergency admission rate.</p> <p>Hospital Episode Statistics (HES) NHS Digital http://www.localhealth.org.uk/ 2013/14 – 2017/18</p>
Dementia: Recorded prevalence (aged 65 years and over)	<p>The percentage of patients (aged 65+) with dementia as recorded on all open and active GP practice disease registers.</p> <p>NHS Digital 2018</p>
Direct standardised rate of mortality: People with dementia (aged 65 years and over)	<p>Directly age standardised rate of mortality in persons (aged 65+) with a recorded mention of dementia per 100,000 population. Number of deaths with a mention of dementia (classified as either underlying cause of death or contributory cause) recorded as ICD codes F00-F04 and</p>

	G30-G31 registered in the respective calendar years, in people aged 65+ grouped into quinary age bands for age standardisation.
Hospital admissions for mental health conditions in children	Recorded hospital admissions from Hospital Episode statistics for children aged 10-17 with mental health conditions – presented as a crude rate per 100,000 populations. Hospital Episode Statistics, Office for National Statistics, 2017/18

Housing and homeless indicators

Indicator name	Indicator details
Average house price	Average house-price for all properties (and broken down by type - detached, semi-detached, flat, terraced house), over the last 12 months. The Land Registry collect data on all housing transactions, published by individual property and date. Community Insight presents this for your neighbourhoods, averaged over a 12-month period. Land Registry, September-19 to August-20
Indices of Deprivation 2019 Housing Affordability indicator	This indicator is a measure of the inability to afford to enter owner occupation or the private rental market. The indicator is made up of two components relating to housing affordability: one component which measures difficulty of access to owner-occupation, and one component which measures difficulty of access to the private rental market. The private rental component considers whether people can afford to rent in the market without assistance from Housing Benefit. The two components are constructed separately. The indicator is a modelled estimate based on house prices and rents in the relevant Housing Market Area and modelled incomes at Lower-layer Super Output Area level. The main data sources are the Family Resources Survey and/or Understanding Society Survey for household incomes and composition, the Regulated Mortgage Survey/Land Registry for house prices, and the Valuation Office Agency for market rents. Other sources include a range of Census and other published data at Lower-layer Super Output Area level, and indicators at district level including the Annual Population Survey and the Annual Survey of Hours and Earnings. The target group is households aged up to 40, which aims to capture the cohort of households entering the housing market based on the recognition that most first time buyers are in the younger adult age group.
Homeless duty owed	The rate of acceptances for housing assistance under the homelessness provisions of housing legislation. Homelessness is defined as applications made to local housing authorities under the homelessness provisions of housing legislation where a decision has been made and the applicant has been found to be eligible for assistance (acceptances). MHCLG, 2019/20
Overcrowded households	The proportion of households living in overcrowded conditions, using the Census 2011 'occupancy rating' measure. The 'occupancy rating' measure provides a measure of whether a household's accommodation is overcrowded or under-occupied.

	<p>There are two measures of occupancy rating, one based on the total number of rooms in a household's accommodation, and one based only on the number of bedrooms. The household overcrowding indicator uses the occupancy rating based on rooms. This relates the actual number of rooms in a dwelling to the number of rooms required by the household, taking account of the ages of, and relationships between, household members. The room requirement used in the occupancy rating states that every household needs a minimum of two common rooms, excluding bathrooms, with bedroom requirements that reflect the composition of the household.</p> <p>Census, 2011</p>
ID 2019 households in poor condition indicator	<p>The Indices of Deprivation (ID) 2019 housing in poor condition indicator is a modelled estimate of the proportion of social and private homes that fail to meet the Decent Homes standard. A property fails the Decent Homes Standard if it fails to meet any one of four separate components: 1) Housing Health and Safety Rating System 2) Disrepair 3) Modernisation 4) Thermal comfort. Each of these components was modelled separately, using data from the 2015 English Housing Survey at national level, in combination with a commercial dataset that provides information on the age, type, tenure and occupant characteristics of the housing stock at individual dwelling level. A higher score indicates that an area is experiencing high levels of deprivation.</p> <p>MHCLG, BRE 2015</p>
Households not connected to the gas network	<p>Shows the proportion of households without mains gas. These estimates are based on the difference between the number of households and the number of domestic gas meters as published in the sub-national gas consumption data.</p> <p>Department for Energy and Climate Change (DECC) https://www.gov.uk/government/statistics/lsoa-estimates-of-households-not-connected-to-the-gas-network 2019</p>

Children and young people indicators

Indicator name	Indicator details
Children providing unpaid care	<p>Children (aged 0-15) providing informal unpaid care. Figures are based on self reported responses to the 2011 Census. A person is a provider of unpaid care if they give any help or support to family members, friends, neighbours or others because of long-term physical or mental health or disability, or problems related to old age</p> <p>Census 2011</p>
Children in poverty	<p>The children in poverty measure shows the proportion of children (aged 0-15) in families in receipt of out of work benefits, or in receipt of tax credits where their reported income is less than 60% of the median income. Out of work means-tested benefits include: Income-Based Jobseekers Allowance, incapacity benefits and Income Support</p> <p>2016, HM Revenue and Customs/Department for Work and Pensions (DWP)</p>

Percentage of children in poverty (after housing costs)	<p>The percentage of children estimated to be in poverty after housing costs. The Centre for Research in Social Policy makes these annual estimates for the End Child Poverty Coalition of the number of children in poverty in each ward, district and parliamentary constituency in the UK. This local data is calculated by classifying children (aged under 16) as in poverty if they live in families in receipt of out of work benefits or in receipt of in-work tax credits where their reported family income is less than 60 per cent of median income (reported for August 2014 by HMRC). Figures are then updated, taking into account Labour Force Survey data on the number of children in non-working households (reported for the third quarter of 2017). Child Benefit data are used to count the total number of children in each area. These estimates are not accurate counts of how many children are in poverty in each area. Rather, they use the best local data available to give an indication of where child poverty is particularly high, and therefore where there needs to be the strongest efforts to tackle it</p> <p>July to September 2017, End Child Poverty</p>
Youth unemployment	<p>Shows the proportion of people receiving Jobseekers Allowance (JSA) or Universal Credit for those who are out of work (in the 'searching for work' conditionality group) aged 18-24 (as a % of all 18-24 year olds). This has replaced the number of people claiming Jobseeker's Allowance as the headline indicator of the number of people claiming benefits principally for the reason of being unemployed and is sometimes referred to as the monthly claimant count. JSA is payable to people under pensionable age who are out of work and available for, and actively seeking, work of at least 40 hours a week.</p> <p>Please note, there are differences in conditionality rules and eligibility criteria between Universal Credit and Jobseeker's Allowance. The phased roll-out of Universal Credit across the country, means that these differences in eligibility and conditionality affect geographical places differentially depending on how advanced the roll out is in that area. Until Universal Credit is fully rolled out, it is not possible to get a consistent measure of unemployment benefit claimant rate. Furthermore, the Universal Credit 'searching for work' conditionality group includes some individuals who would not have been previously eligible for Jobseeker's Allowance under the old benefits system e.g. those with work limiting illness awaiting a Work Capability Assessment - see https://www.gov.uk/government/consultations/proposals-for-a-new-statistical-series-to-count-unemployed-claimants for more details.</p> <p>October 2020, DWP</p>
Children in Need	<p>This indicator captures children who have been referred to children's social care due to vulnerabilities or risk. The statistics are derived from information collected in the children in need census.</p> <p>2020, Department for Education</p>

Older people indicators

Indicator name	Indicator details
Pensioners living alone	The proportion of households that are comprised of one person aged 65+ living alone. Figures are self-reported and taken from the household composition questions in the 2011 census Census 2011
Pension Credit	Pension Credit provides financial help for people aged 60 or over whose income is below a certain level set by the law. May 2020, Department for Work and Pensions (DWP)
Older people with social care needs receiving Attendance Allowance	The proportion of people aged 65+ who have social care needs and are receiving Attendance Allowance (AA). AA is payable to people over the age of 65 who are so severely disabled, physically or mentally, that they need a great deal of help with personal care or supervision November 2018, Department for Work and Pensions (DWP)

Communities indicators

Indicator name	Indicator details
Community Needs Index	The Community Needs Index was developed to identify areas experiencing poor community and civic infrastructure, relative isolation and low levels of participation in community life. The index was created by combining a series of 19 indicators, conceptualised under three domains: Civic Assets, Connectedness and Active and Engaged Community. A higher score indicates that an area has higher levels of community need. OCSI/Local Trust, 2019
Charities based in the Local Area	Registered charities in England by postcode. This is based on location of Charities rather than areas where they operate. Charities Commission, 2020
Grant funding in local areas	Combined grant funding from grant giving organisations whose data has been subject to the 360giving standard. 360 Giving, 2020
Voter Turnout at Local Elections	Shows the valid voter turnout (%) at the most recent Local Council Elections. Electoral commission, 2020

Access to services indicators

Indicator name	Indicator details
Households with no car	<p>Shows the proportion of households who do not have a car or van. Figures are based on responses to the 2011 Census car ownership question which asks information on the number of cars or vans owned, or available for use, by one or more members of a household. It includes company cars and vans available for private use. The count of cars or vans in an area is based on details for private households only. Cars or vans used by residents of communal establishments are not counted.</p> <p>Census, 2011</p>
Travel time to key services	<p>These statistics are derived from the analysis of spatial data on public transport timetables; road, cycle and footpath networks; population and key local services. The data shows the average minimum travel time - the shortest travel time by walking and public transport, averaged over the LSOA. Where the shortest journey is by public transport, an average of five minutes is added to allow for a margin for catching the service, but if a quicker walking journey is available, this will be used with nothing added.</p> <p>DfT, 2016</p>
Internet User Classifications	<p>The IUC is a bespoke classification that describes how people living in different parts of Great Britain interact with the Internet. It provides aggregate population profiles of Internet use and engagement at the Lower Super Output Area (LSOA) level. It has been developed in order to update and expand to the previous (2014) IUC and as such includes wider and more comprehensive data, built from a range of consumer, survey and open data collected by the CDRC. Input data for the 2018 IUC includes the British Population Survey (BPS), supplied by DataTalk, which provides, among other, behavioural characteristics of the population regarding various aspects of Internet use. Online retailers provide transactional data for the online shopping behaviour of populations. These datasets are supplied by the CDRC and are available for access through its secure facilities. Infrastructure characteristics, such as average download speed per postcode, were supplied by Ofcom. Finally, administrative and Census data from the ONS were used as secondary data in order to train models providing predictions at the small-area level.</p> <p>Alexiou, A. and Singleton, A. (2018). The 2018 Internet User Classification. ESRC Consumer Data Research Centre; Contains National Statistics data Crown copyright and database right (2017); Contains Ofcom data (2016). Contains CDRC data from Data Partners (2017)</p>
Broadband speeds and proportion of low download connections	<p>Shows the average broadband download linespeed (Mbit/s) for connections in the area and the proportion of low speed download connections.</p> <p>Ofcom, 2019</p>
Travel time to key services by walking and public transport	<p>Travel times in minutes to a service by public transport/walking and cycling. These statistics are derived from the analysis of spatial data on public transport timetables; road, cycle and footpath networks; population and key local services. The data shows the average minimum travel time - the shortest travel time by walking and public</p>

	<p>transport, averaged over the LSOA. Where the shortest journey is by public transport, an average of five minutes is added to allow for a margin for catching the service, but if a quicker walking journey is available, this will be used with nothing added.</p> <p>Department for Transport 2017</p>
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Covid-19 indicators

Indicator name	Indicator details
Covid-19 Deaths	<p>Deaths (numbers) by Covid-19, for deaths that occurred up to 20th November 2020 but were registered up to 28th November 2020</p> <p>ONS</p>
Covid-19 Cumulative caseload	<p>Cases of people testing positive for Covid-19</p> <p>Public Health England</p>
Food Vulnerability Index Score	<p>Shows the food vulnerability index score, where higher is more vulnerable. Food insecurity has been identified as a massive immediate vulnerability. Studies of food insecurity in the UK (e.g. Smith et al. 2018) model this using a combination of benefits claims and household-level insecurity (e.g. living alone as an older person or person with low income, especially with dependent children). For this bespoke Food Vulnerability Index, Redcross have combined these indicators with others that are relevant to food insecurity during Covid-19. These include: Frailty, Living alone, Distance to services, Digital exclusion, Income deprivation, Income Support families, Income-based Jobseeker's Allowance families, Income-based Employment and Support Allowance families, Pension Credit (Guarantee) families, Working Tax Credit and Child Tax Credit families not already counted, Universal Credit families where no adult is in 'Working - no requirements' conditionality regime, Asylum seekers in England in receipt of subsistence support, accommodation support, or both.</p> <p>British Red Cross 2020</p>
Hardship Fund Vulnerability Index Score	<p>Shows the hardship fund vulnerability index score, where higher is more vulnerable. This analysis aimed to target the most economically vulnerable Local Authorities, according to eligibility criteria developed for the British Red Cross's Hardship Fund. Using the following underlying indicators: People working in arts, entertainment, recreation and other services, accommodation and food services (hospitality), retail; Adults and children in Income Support families, Adults and children in income-based Jobseeker's Allowance families, Adults and children in income-based Employment and Support Allowance families, Adults and children in Pension Credit (Guarantee) families, Adults and children in Working Tax Credit and Child Tax Credit families not already counted, Adults and children in Universal Credit families where no adult is in 'Working - no requirements' conditionality regime, Asylum seekers in England in receipt of subsistence support, accommodation support, or both, Proportion of people aged 70+, Homelessness (measured as rate of acceptances for housing assistance under the homelessness provisions of the 1996 Housing Act), People living alone (as a proxy for social isolation, in the absence of more specific isolation</p>

	<p>measures), Asylum seekers are included in the 'income deprivation' indicator, CACI Financial Vulnerability score.</p> <p>British Red Cross 2020</p>
<p>COVID-19 vulnerability index</p>	<p>The COVID-19 vulnerability index combines multiple sources of (mostly) open data to identify vulnerable areas and groups within Local Authorities and neighbourhoods (MSOAs). The Index currently maps clinical vulnerability (underlying health conditions), demographic vulnerability (over-70s, people seeking asylum), social vulnerability (barriers to housing and services, poor living environment, living in "left-behind" areas, loneliness, digital exclusion), and health inequalities. Other vulnerabilities which will be added include: Mental health, Economic vulnerability, Social isolation and Physical isolation from supermarkets, pharmacies.</p> <p>British Red Cross 2020</p>

