

Indicator collection

The Community Area Joint Strategic Needs Assessment contains numerous indicators.

The indicators were collected by a team of analysts from many organisations between October 2019 and February 2020.

Themes

In this infographic set 11 slides depict 11 thematic groups of indicators.

The indicators highlighted here were felt of interest for this community area. More indicators can be found at www.wiltshireintelligence.org.uk

Your Community Bradford on Avon Community Area

Population

Bradford on Avon Community Area has an estimated population of 18,360 persons

0-17 Yrs

20% of people are aged 17 or below

18-64 Yrs

53% of people are of working age, between 18-64 years

65+ Yrs

28% of people are aged over 65 years (1)

Since 2015, Bradford on Avon Community Area population has increased by 0.4%, which is lower than the increase for the population of Wiltshire (2%) (2)

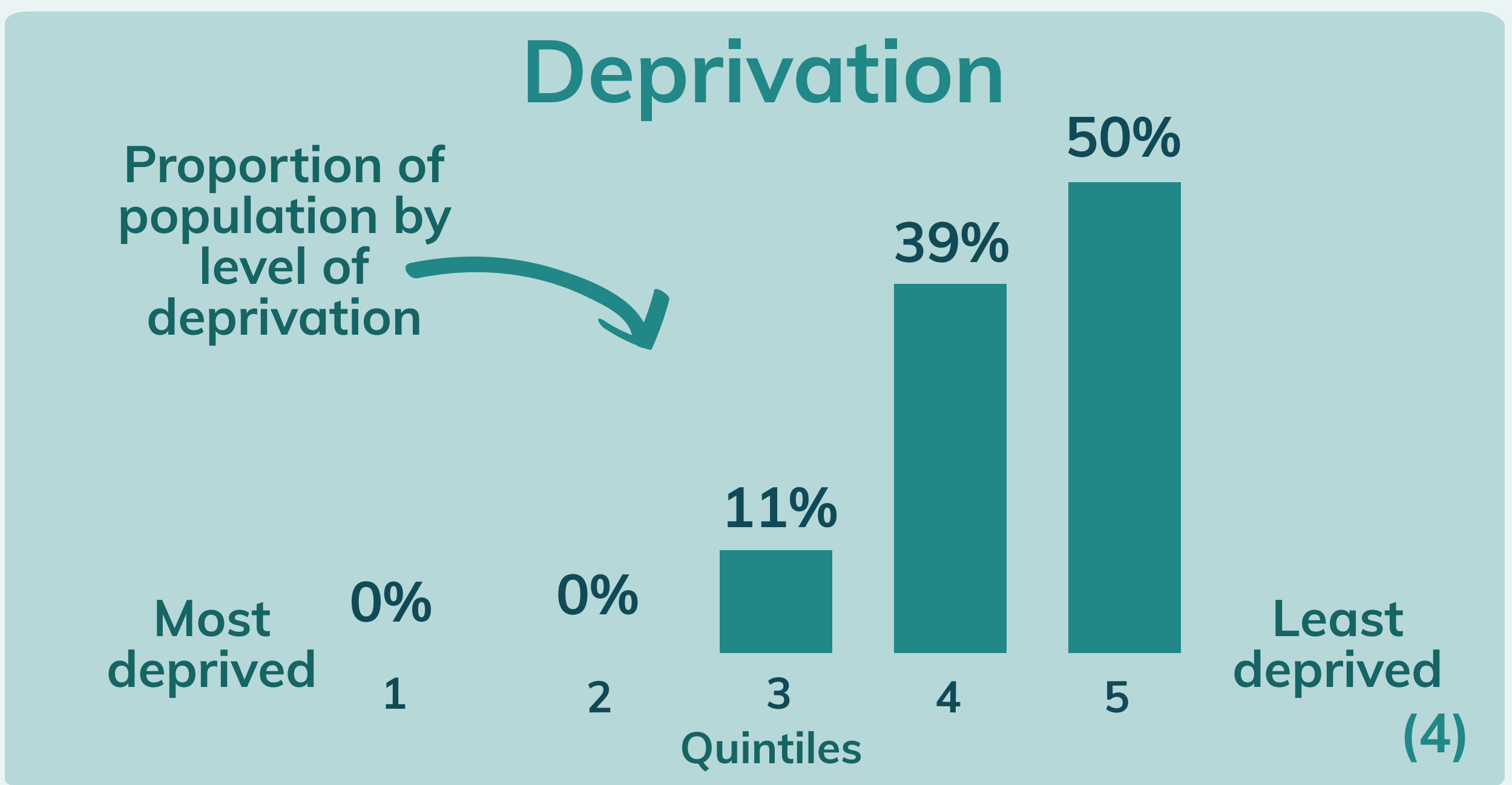
Life Expectancy

Bradford on Avon Community Area 80 Yrs

Wiltshire 81 Yrs

Bradford on Avon Community Area 85 Yrs

Wiltshire 84 Yrs (3)



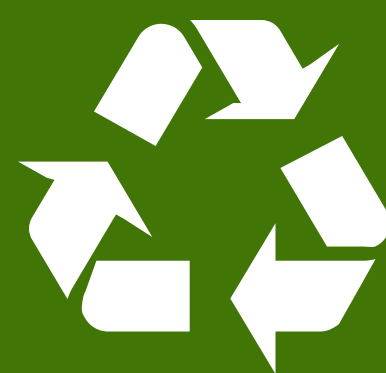
Data Sources (1) Mid Year Population Estimates, Office for National Statistics, 2018, (2) Mid Year Population Estimates, Office for National Statistics, 2015 (3) Mortality extracts (Primary Care Mortality Database, NHS Digital) and Mid Year Population Estimates (Office for National Statistics), 2015-2017 (4) National deprivation quintiles, Indices of Multiple Deprivation, Ministry of Housing, Communities and Local Government, 2019

Top 5 Priorities for Bradford on Avon

Climate change and renewable energies
48.4%



Waste and recycling
31.6%



Air quality
30.1%

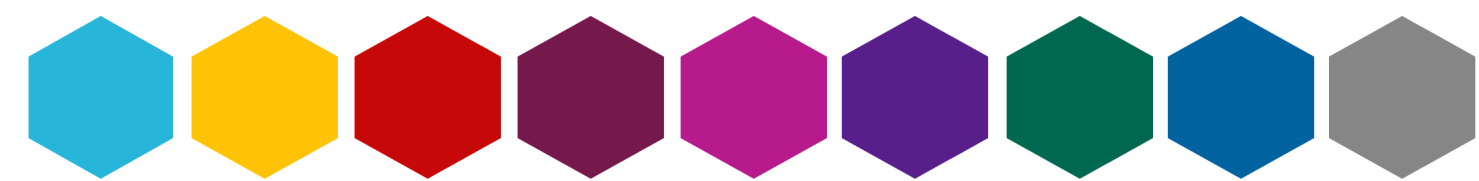


Wildlife and biodiversity
29.8%



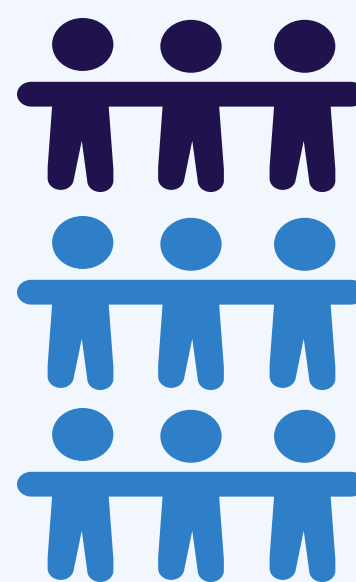
Public transport
23%





Health Improvement

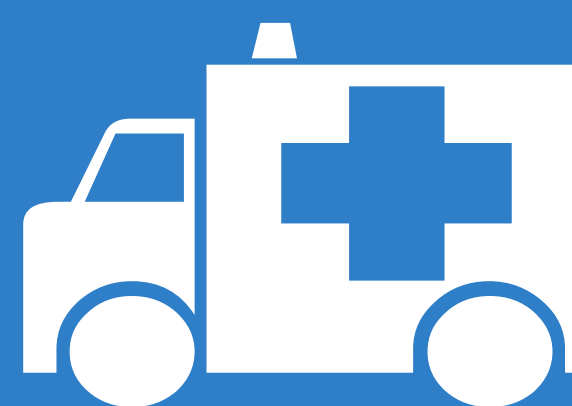
18% of 10-11 year olds in Bradford on Avon Community Area are obese or overweight. This is lower than the Wiltshire average (28%) yet still equates to almost 1 in 5 children in Year 6 (1)



6% of those aged 17+ are diagnosed with diabetes in Bradford on Avon Community Area, compared with 7% across Wiltshire (2)

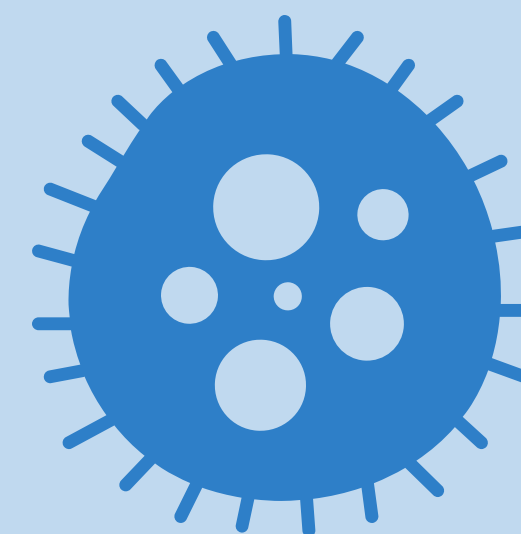
Hospital Admissions

The rate of hospital admissions as a result of accidental injury in Bradford on Avon Community Area is 121 per 10,000 persons, compared to 140 per 10,000 persons in Wiltshire



The rate of hospital admissions as a result of self harm in Bradford on Avon Community Area equates to 32 per 10,000 persons, higher than the Wiltshire rate of 27 per 10,000 (3)

Health Protection



In 2018/19, 49% of people at particular risk from the impact of flu in Bradford on Avon Community Area received the flu vaccination (4)

92% of 5 year olds in Bradford on Avon Community Area have received the 2nd dose of MMR vaccination (5)

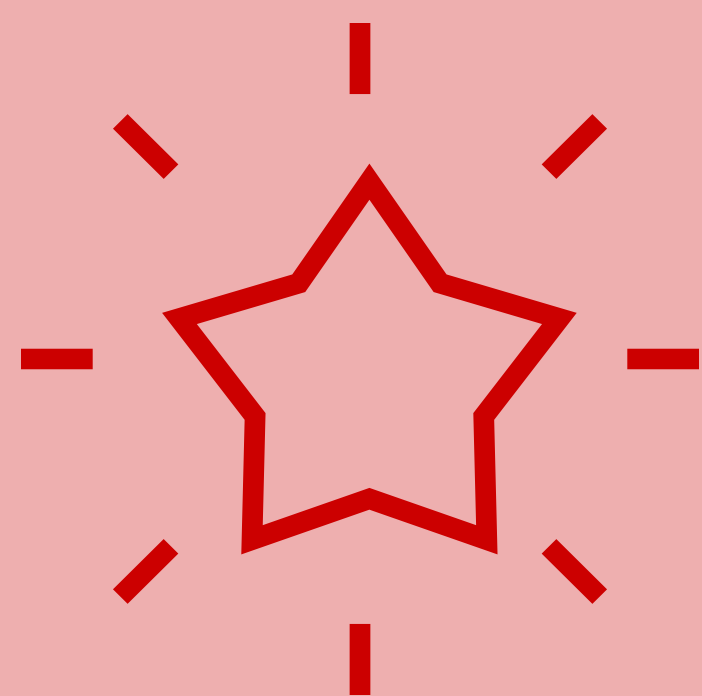
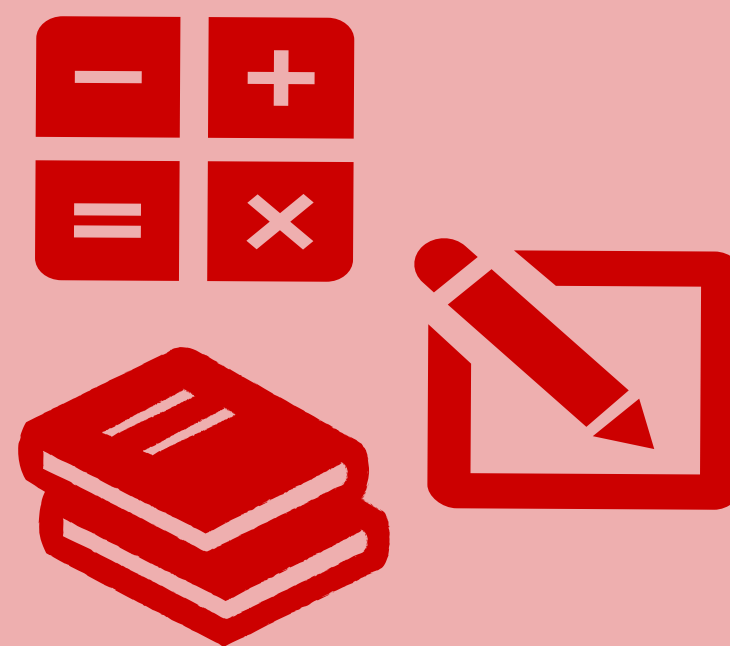


Mortality

The mortality rate for causes considered preventable in Bradford on Avon Community Area is 107 per 10,000 persons. This is lower than the Wiltshire rate of 147 per 10,000 (6)

Education and Pupil Achievement

65% of children in Bradford on Avon Community Area achieve the expected standard in reading, writing and mathematics at the end of primary school. This is similar to the Wiltshire average of 64% (1)



The average Attainment 8 score for Bradford on Avon Community Area is 53.4, higher than the Wiltshire average of 48.7 (2)

Attainment 8 measures the achievement (1-9) of a pupil across 8 qualifications

100% of schools in Bradford on Avon Community Area are engaged with the Healthy Schools programme. This is notably higher than the Wiltshire average of 56% (3)



Vulnerable Children

13% of pupils in Bradford on Avon Community Area have either an Education, Health and Care Plan or Special Educational Needs. This is equal to the Wiltshire average (4)



6.9% of 0-19 year olds in Bradford on Avon

Community Area are thought to be living in poverty. This is lower than across Wiltshire (9.4%) (5)



Health Protection



73% of people aged 65+ received the flu vaccination in Bradford on Avon Community Area in 2018/19, compared with 75% for Wiltshire (1)

In Bradford on Avon Community Area 73% of people aged 40-74 who were offered an NHS Health Check, also received one. This is higher than the Wiltshire average of 51% (2)



Falls

The rate of hospital admissions due to falls for people aged 65+ in Bradford on Avon Community Area is 1,988 per 100,000 persons, compared with 2,135 per 100,000 persons for Wiltshire (3)



Care

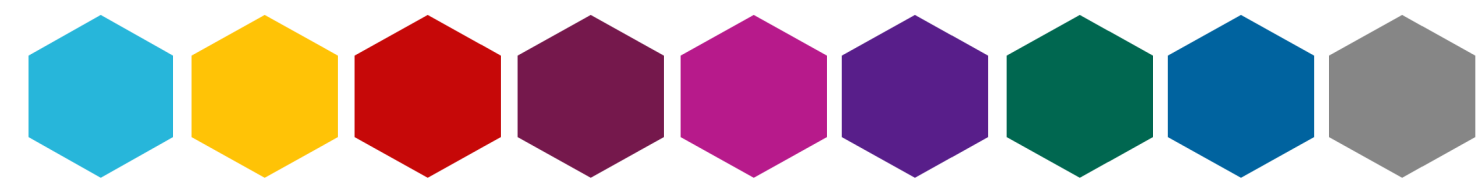
In Bradford on Avon Community Area, the rate of carers aged 65+ known to Carers Support Wiltshire is 35 per 1,000 persons (4)



Across Wiltshire, only 13.4% of adult carers aged 65+ feel that they have as much social contact as they would like (5)

The rate of people aged 65+ supported to live independently in Bradford on Avon Community Area is 33 per 1,000 persons. This is lower than Wiltshire's average of 45 per 1,000 (6)





Community Safety Bradford on Avon Community Area

Safer Communities



The rate of reported anti-social behaviour incidents in Bradford on Avon Community Area is 10 reports per 1,000 persons. This is lower than across Wiltshire (14 per 1,000) (1)

13 violent offences were recorded per 1,000 persons in Bradford on Avon Community Area, compared with 18 per 1,000 in Wiltshire (2)



Bradford on Avon Community Area has a rate of reported domestic abuse offences of 5 per 1,000 persons. This is lower than that across Wiltshire (8 per 1,000) (3)

Substance Misuse

The rate of alcohol related hospital admissions in Bradford on Avon Community Area is 2,116 per 100,000 persons. This is higher than the rate for Wiltshire of 1,827 per 100,000 (4)



Road Safety

Between 2016 - 2018, almost 3,000 road traffic collisions causing injury were recorded on Wiltshire roads.



In Bradford on Avon Community Area, the rate of these collisions is 179 per 100,000 persons, lower than the rate of 196 per 100,000 persons across Wiltshire (5)

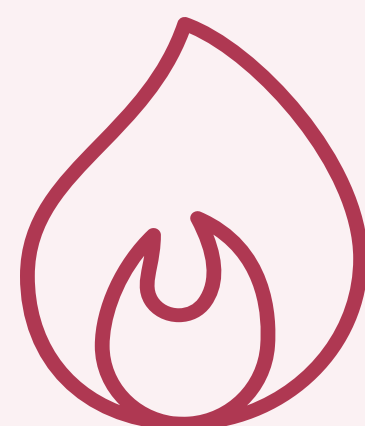
Property Prices



The average house price in Bradford on Avon Community Area is £346,250, higher than the Wiltshire average of £272,000 (1)

Fuel Poverty

In Bradford on Avon Community Area, 9.3% of homes are considered to be in fuel poverty, which is equal to the average across Wiltshire (2)



Affordable Housing Need



In November 2019, there was demand in Bradford on Avon Community Area for 47 affordable one bedroom homes, 27 affordable two bedroom homes, and 18 affordable three or more bedroom homes (3)

New Homes



Between 2016/17 and 2018/19, 167 new homes were completed in Bradford on Avon Community Area

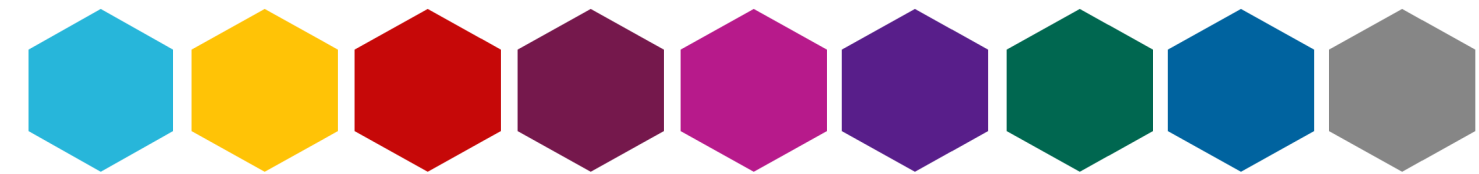
27 new affordable homes were completed in Bradford on Avon Community Area between 2016/17 and 2018/19



(4)



There are 780 new homes planned in Bradford on Avon Community Area in the current plan period of 2006-2026 (5)



Environment

Bradford on Avon Community Area

Wildlife Rich Areas

7% of Bradford on Avon Community Area is classified as either a Site of Special Scientific Interest (SSI) or a County Wildlife Site (CWS) (1)



The primary habitat of Bradford on Avon Community Area's CWS is broadleaved woodland



2,500 individual species have so far been recorded in Bradford on Avon Community Area

Energy Efficiency

61% of Energy Performance Certificates issued to homes in Bradford on Avon Community Area have a rating of D-G (low efficiency), compared to 56% in Wiltshire



Waste and Recycling



Less than 16% of Wiltshire's waste went to landfill in 2018/19

89% of Wiltshire's recycled, composted and reused waste is now being handled in the UK



(4)

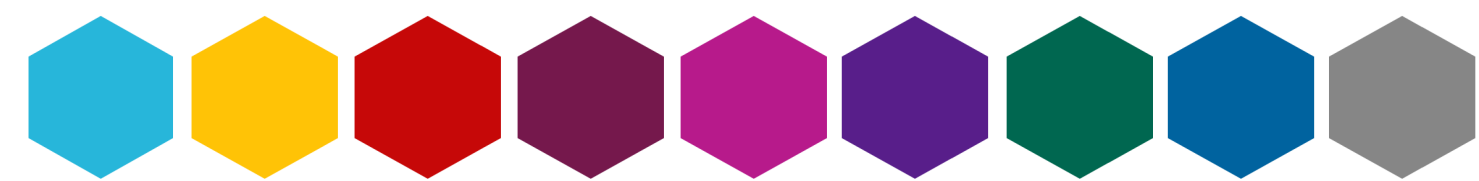


In 2018/19, there were 67 reported incidences of fly tipping in Bradford on Avon Community Area (5)

Air Quality

Bradford on Avon Community Area has one Air Quality Management Area (6)





Local Roads

Bradford on Avon Community Area has a total road network of 149kms



The committed spend for road resurfacing in Bradford on Avon Community Area in 2019/20 was £375,958. This is 3% of the total committed spend for Wiltshire

(1)

Local Traffic

Between 2012-2017, there was an estimated 0.1% increase in traffic flow on roads in Bradford on Avon Community Area (2)



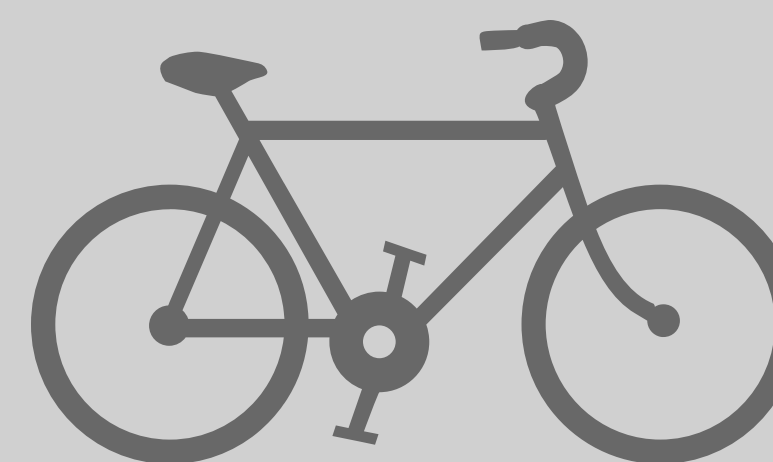
2 out of 26 speed surveys that were conducted in Bradford on Avon Community Area between 2017-2019 were eligible for Community Speed Watch initiatives (3)

Public and Alternative Transport



In 2017/18, the number of bus passenger journeys in Wiltshire decreased by 0.5%, compared to a decrease of 1.9% in England (4)

Community First provides a support service to 4 community transport schemes in the Bradford on Avon Community Area (5)



Between September 2019 and February 2020, 60 children in Bradford on Avon Community Area completed Bikeability training (5)

Employment

The percentage of working age population in Bradford on Avon is 55%, compared with 60% in Wiltshire (1)

16 - 64
Years



6% of the working age population in Bradford on Avon are on out of work benefits (2)

According to a 2018 survey of local businesses, the biggest two employment sectors in Bradford on Avon Community Area are human health and social work activities, and accommodation and food services (3)



Apprenticeships

Bradford on Avon Community Area has a rate of 52 apprenticeships per 10,000 people aged 16+. This is lower than the Wiltshire rate of 139 per 10,000 (4)



Loans

The average estimated personal loan amount per person for those in Bradford on Avon Community Area is £697.02, which is lower than the Wiltshire average of £796.23 (5)



Local Welfare Provision

There were 113 awarded claims through the local welfare provision scheme in Bradford on Avon Community Area between 2016/17 and 2018/19 (6)

Your Library



43% of residents in Bradford on Avon Community Area are currently members of the local libraries compared with 34% across Wiltshire (1)

A total of 81,965 visits to libraries in Bradford on Avon Community Area were recorded in 2018/19 (2)

Cultural Assets



In Bradford on Avon Community Area, there are 21 venues hosting Cultural Activities. There are 414 in total across Wiltshire (4)

Leisure

In 2018/19, there were 140,024 visits to Wiltshire Council owned leisure centres, swimming pools, or health and wellbeing centres in Bradford on Avon Community Area (3)



Local Engagement



4.2% of working people in Bradford on Avon Community Area are employed in the arts, entertainment and recreation sector, compared with 2.5% across Wiltshire (5)