



Your Community

RWB and Cricklade Community Area

Population

RWB and Cricklade Community Area has an estimated population of 29,831 persons



0-17 Yrs

20% of people are aged 17 or below

18-64 Yrs

59% of people are of working age, between 18-64 years

65+ Yrs

21% of people are aged over 65 years

(1)

Life Expectancy



RWB and Cricklade Community Area 81 Yrs

Wiltshire 81 Yrs



RWB and Cricklade Community Area 83 Yrs

Wiltshire 84 Yrs

(2)

Deprivation

4% of Wiltshire residents live in some of the most deprived areas nationally. No residents in RWB and Cricklade Community Area live in areas of high deprivation

30% of Wiltshire residents live in some of the least deprived areas nationally. In RWB and Cricklade Community Area, 43% of residents live in areas of very low deprivation

(3)



Health Improvement

In 2014/15, 30% 10-11 year olds in RWB and Cricklade Community Area were obese or overweight. This is lower than England (33%) but still equates to almost 1 in 3 children in Year 6 (1)



46% of infants in the Community Area were partially or totally breastfed at 6-8 weeks in 2015/16 compared to 50% across Wiltshire (2)

54% of 40-74 year olds offered an NHS Health Check received one 2013/14 - 2015/16 compared to 48% in Wiltshire (3)

**NHS
Health
Check**



The incidence of skin cancer in the Community Area, at 36 per 100,000 persons, is above the Wiltshire rate of 28.5 per 100,000(4)

Health Protection

In 2014/15, 93% of 5 year olds in RWB and Cricklade Community Area received the second dose of the MMR vaccination. This is below the national coverage target of 95% (5)



In 2015/16, 70% of people aged over 65 in RWB and Cricklade Community Area received the flu vaccination. This is below the national coverage target of 75%(6)

Mortality

The mortality rate from cardiovascular diseases in under 75 year olds at 70 per 100,000 persons in RWB and Cricklade Community Area is higher than the Wiltshire rate of 53 per 100,000 persons



(7)



Children and Young People

RWB and Cricklade Community Area

Children in Need

9.9% of children and people under 20 in RWB and Cricklade Community Area live in low income families. This is lower than the Wiltshire average of 10.6% (1)



The rate of 0-18 year olds supported by a Common Assessment Framework (CAF) in RWB and Cricklade Community Area in 2015 was 23 per 10,000 compared to 34 per 10,000 across Wiltshire (2)

The rate of 0-25 year olds supported by Children's Social Care (CSC) in RWB and Cricklade Community Area in 2016 was 203 per 10,000 compared with 282 per 10,000 in Wiltshire (3)

Education and Pupil Achievement



In 2015, the percentage of children achieving level 4 or above in reading, writing and mathematics at the end of primary school was lower in RWB and Cricklade Community Area (77%) than across Wiltshire (80%) (4)

In 2015, the percentage of young people achieving 5 or more GCSE's including English and Maths at grades A*-C at the end of secondary school was lower in RWB and Cricklade Community Area (58%) than across Wiltshire (61%) (5)





Older People

RWB and Cricklade Community Area

Older People



37% of the population over the age of 65 in RWB and Cricklade Community Area are at a higher risk of social isolation compared to 35% across Wiltshire (1)

85+ Years

2.6% of the population in RWB and Cricklade Community Area are over the age of 85 years. 34% are males, 66% are females.(4)

71% of persons estimated to have Dementia in RWB and Cricklade Community Area have been diagnosed with the condition compared with 67% in Wiltshire (2)

In 2014/15, the rate of hospital admissions due to falls in persons over the age of 65 in RWB and Cricklade Community Area (2,002 per 100,000 persons) was higher than in Wiltshire (1,880 per 100,000) (3)



Carers



9 per 1,000 persons under 65 in RWB and Cricklade Community Area are unpaid carers compared with 11 per 1,000 across Wiltshire

28 per 1,000 persons over 65 in the Community Area are unpaid carers compared with 39 per 1,000 in Wiltshire



(5)



Community Safety

RWB and Cricklade Community Area

Safer Communities



In 2015/16, the rate of reported anti social behaviour in RWB and Cricklade Community Area was 10 reports per 1,000 persons. This is lower than Wiltshire (19 per 1,000) and is a reduction when compared to 2014/15 (13 per 1,000) (1)

In 2015/16 less than 20 referrals to Community Resolution, a mechanism used to manage cases of anti social behaviour, were made from RWB and Cricklade Community Area (2)



In 2015/16, the rate of reported domestic abuse in RWB and Cricklade Community Area was 5 incidents per 1,000 persons. This is slightly lower than Wiltshire (6 per 1,000) yet a rise when compared to 2014/15 (4 per 1,000) (3)



Substance Misuse



There are over 1,500 premises licensed to sell alcohol in Wiltshire, 6% of them (97 premises) are in RWB and Cricklade Community Area (4)

In 2014/15, rates of alcohol related hospital admissions were lower in RWB and Cricklade Community Area (1,803 per 100,000 persons) than across Wiltshire (1,905 per 100,000) (5)



Road Safety

Reported road traffic collisions in Wiltshire have risen by almost 30% between 2010-2014.



In 2015, 82 road traffic collisions were reported in RWB and Cricklade Community Area, the fifth highest number of RTCs reported across all 20 Community Areas (6)



Housing

RWB and Cricklade Community Area

Local Housing

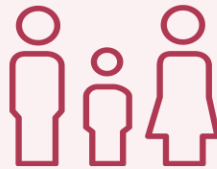


10.9% of households in RWB and Cricklade Community Area are socially rented compared to 14.7% across Wiltshire (1)



Between April 2013 and March 2016, 238 affordable homes were completed in RWB and Cricklade Community Area (4)

In September 2016 there were 110 families in the Community Area awaiting social housing. There is a higher demand for 1 bedroom properties from persons on the housing register in this area (55% of requests) compared to Wiltshire as a whole (52%) (2)



Between 2014-16, over 400 homes were adapted to help older residents and persons with disabilities live independently in their own homes, 8% of these were in RWB and Cricklade Community Area (5)



It is estimated that the number of households affected by the 2016 Benefit Cap will be lower in RWB and Cricklade Community Area (9 per 10,000 households, than across Wiltshire (19 per 10,000 households) (3)

Property Prices



The average house price in RWB and Cricklade Community Area is £242,000, higher than the Wiltshire average of £230,000 (6)



Wildlife Rich Areas



6% of RWB and Cricklade Community Area is classified as either as a Site of Scientific Interest or a County Wildlife Site.

Wiltshire has 168 SSIs and 1,560 County Wildlife Sites, covering 15% of the Local Authority Area (1)

Risk of Flooding



A large area in the north of the RWB and Cricklade Community Area has high chance of flooding.

Local Emergency Plan



A community resilience workshop in RWB and Cricklade Community Area brought people together to consider local emergency plans. Since then 3 local parish plans have been completed (2)

Waste and Recycling



In 2015/16, over 770 kgs of waste was collected per household from the North Area Collection Zone incorporating RWB and Cricklade, Calne, Chippenham, Corsham and Malmesbury Community Areas.

Almost 45% of this was either recycled or composted (3)



Transport

RWB and Cricklade Community Area

Local Roads



In 2015/16, 1% of principal roads (motorways and A roads) in RWB and Cricklade Community Area were identified as requiring treatment compared to 3% across Wiltshire

6% of non principal roads (B roads) in RWB and Cricklade Community Area were identified as requiring treatment in 2015/16 compared with 4% across Wiltshire as a whole



In 2015/16, the cost of re-surfacing roads in RWB and Cricklade Community Area was £3,655 per km compared to an average of £2,397 per km throughout Wiltshire

(1)

Local Traffic

Average daily traffic has increased by almost 3% in RWB and Cricklade Community Area since 2007 (2)



Parking

The usage of car parks owned by Wiltshire Council in RWB and Cricklade Community Area was 63.5% in 2015. This is higher than the average usage across Wiltshire (52.9%) (3)





Employment



According to a 2014 survey of local businesses, the biggest two employment sectors in RWB and Cricklade Community Area are wholesale/retail (including motor repairs) and health/social work(1)

0.8% of people of working age in RWB and Cricklade Community Area receive Jobseekers Allowance. This is similar to Wiltshire (0.8%) but lower than England (1.8%) (2)



18-24

1.4% of people aged 18- 24 yrs in RWB and Cricklade Community Area receive Jobseekers Allowance. This is lower than in Wiltshire (1.7%) and England (2.5%) 65% of this group are young men (2)

Retail



In 2015/16, 8% of retail units in RWB and Cricklade Community Area were vacant compared to 12.4% nationally

60% of units in RWB and Cricklade Community Area are shops - this does not include restaurants, pubs, or professional services



(3)

Local Developments



Manor House Enterprise Centre is operating successfully and provides workspace and support for local business. A draft Neighbourhood Plan was published in February 2016.

(4)



Culture

RWB and Cricklade Community Area

Cultural Assets



RWB and Cricklade Community Area is home to 4 museums, 31 scheduled monuments, 440 listed buildings and 21 venues hosting cultural programmes



The Community Area also has 7 Sites of Special Scientific Interest and 94 County Wildlife Sites.

(1)

Your Library



38% of residents in RWB and Cricklade Community Area are currently members of a local library compared with 41% across Wiltshire. A total of 90,935 visits to the 4 libraries in the Community Area were recorded in 2015/16

Over 800 volunteers help out at libraries across Wiltshire including 134 in RWB and Cricklade Community Area

(2)



Local Engagement



2.2% of working people in RWB and Cricklade Community Area are employed in the arts, entertainment and recreation sector (3)

Local clubs and organisations promote cultural activities alongside news and events on the RWB and Cricklade 'Our Community Matters' website which was accessed over 480,000 times in 2015/16. Across Wiltshire local information held on these sites was accessed almost 4 million times(4)