



## Your Community

## Chippenham Community Area

### Population

Chippenham Community Area has an estimated population of 45,543 persons



**0-17 Yrs**

22% of people are aged 17 or below

**18-64 Yrs**

61% of people are of working age, between 18-64 years

**65+ Yrs**

17% of people are aged over 65 years

(1)

### Life Expectancy



Chippenham Community Area 80 Yrs

Wiltshire 81 Yrs



Chippenham Community Area 84 Yrs

Wiltshire 84 Yrs

(2)

### Deprivation

4% of Wiltshire residents live in some of the most deprived areas nationally.

6% of residents in Chippenham Community Area live in areas of high deprivation

30% of Wiltshire residents live in some of the least deprived areas nationally.

43% of residents in Chippenham Community Area live in areas of very low deprivation

(3)



### Health Improvement

In 2014/15, 27% 10-11 year olds in Chippenham Community Area were obese or overweight. This is lower than England (33%) yet equates to over 1 in 4 children in Year 6 (1)



### Health Protection

In 2014/15 94% of 5 year olds in Chippenham Community Area received the 2nd dose of MMR vaccination. This is below the national coverage target of 95% (3)

### Mortality

The mortality rate from cardiovascular disease in under 75 year olds at 56 per 100,000 in Chippenham Community Area is slightly higher than the Wiltshire rate of 53 per 100,000 persons(2)

The mortality rate from cancer in under 75 year olds at 115 per 100,000 in Chippenham Community Area is higher than the Wiltshire rate of 110 per 100,000 persons (2)

In 2015/16, 44% of people at particular risk from the impact of flu and 40% of pregnant women in Chippenham Community Area received the flu vaccination (4)



### NHS Health Check

53% of 40-74 year olds offered and NHS Health Check received one 2013/14 - 2015/16 in Chippenham Community Area compared with 48% in Wiltshire (5)





## Children and Young People

## Chippenham Community Area

### Children in Need

10.4% of children and young people under 20 in Chippenham Community Area live in low income families. This is similar to the Wiltshire average of 10.6% (1)



The rate of 0-18 year olds supported by a Common Assessment Framework (CAF) in Chippenham Community Area in 2015 was 26 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 Chippenham Community Area in 2016 was 261 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 higher in Chippenham Community Area (84%) than that 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 higher in Chippenham Community Area (66%) than across Wiltshire (61%) (5)





## Older People

## Chippenham Community Area

### Older People



41% of the population over the age of 65 in Chippenham Community Area are at a higher risk of social isolation compared to 35% across Wiltshire (1)

# 85+ Years

2.4% of the population of Chippenham Community Area are over the age of 85 years. 36% are male, 64% are female (4)

63% of persons estimated to have Dementia in Chippenham Community Area have been diagnosed with the condition. This is lower than the Dementia diagnosis rate throughout Wiltshire (67%) (2)

In 2014/15, the rate of hospital admissions due to falls in persons over the age of 65 in Chippenham Community Area (1,585 per 100,000 persons) was lower than Wiltshire as a whole (1,880 per 100,000) (3)



### Carers



11 per 1,000 persons under 65 in Chippenham Community Area are unpaid carers. This is similar to Wiltshire as a whole (11 per 1,000)

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



(5)



## Community Safety

## Chippenham Community Area

### Safer Communities



In 2015/16, the rate of reported anti social behaviour in Chippenham Community Area was 18 reports per 1,000 persons. This is slightly lower than across Wiltshire (19 per 1,000) (1)

In 2015/16 74 referrals to Community Resolution, a mechanism used to manage cases of anti social behaviour, were made from Chippenham Community Area (2)



In 2015/16, the rate of reported domestic abuse in Chippenham Community Area was 5 incidents per 1,000 persons. This is slightly lower than that across Wiltshire over the same time frame (7 per 1,000) (3)



There are over 1,500 premises licensed to sell alcohol in Wiltshire, 10% of them (153 premises) are in Chippenham Community Area (4)

In 2014/15, rates of alcohol related hospital admissions were higher in Chippenham Community Area (2,063 per 100,000 persons) than that 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, 115 road traffic collisions were reported in Chippenham Community Area, the highest number of RTCs reported across all 20 Community Areas (6)





## Housing

## Chippenham Community Area

### Local Housing



14% of households in Chippenham Community Area are socially rented. This is similar to Wiltshire as a whole (14.7%) (1)



Between April 2013 and March 2016, 57 affordable homes were completed in Chippenham Community Area (4)

In September 2016 there were 207 households in the Community Area awaiting social housing. Over half of the requests from people on the housing register in this area are for 1 bedroom properties (53% of requests). This is similar 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, 11% of these were in Chippenham Community Area (5)



It is estimated that the number of households affected by the 2016 Benefit Cap will be slightly lower in Chippenham Community Area (16 per 10,000 households), than across Wiltshire (19 per 10,000 households) (3)

### Property Prices



The average house price in Chippenham Community Area is £183,000, lower than the Wiltshire average of £230,000 (6)



## Environment

## Chippenham Community Area

### Wildlife Rich Areas



5% of Chippenham 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

Chippenham Community Area currently has one Country Park Volunteer Team



(1)

### Local Emergency Plans



A community resilience workshop in Chippenham Community Area brought people together to consider local emergency plans. Since then 5 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 Chippenham, Calne, Corsham, Malmesbury and Royal Wootton Bassett and Cricklade Community Areas.



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

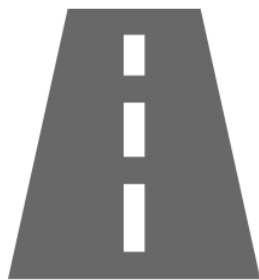


### Local Roads



In 2015/16, 1% of principal roads (motorways and A roads) in Chippenham Community Area were identified as requiring treatment. This is lower than across Wiltshire (3%)

7% of non principal roads (B roads) in Chippenham Community Area were identified as requiring treatment in 2015/16. This is higher than that across Wiltshire as a whole (4%)



In 2015/16, the cost of re-surfacing roads in Chippenham Community Area was £1,878 per km compared to an average of £2,397 per km throughout Wiltshire

(1)

### Local Traffic



Average daily traffic has increased by over 7% in Chippenham Community Area since 2007 (2)

### Parking

The usage of car parks owned by Wiltshire Council in Chippenham Community Area was 61.3% in 2015. This is higher than the average usage across Wiltshire (52.9%) (3)







# Economy

# Chippenham Community Area

## Employment

According to a 2014 survey of local businesses, the biggest two employment sectors in Chippenham Community Area are wholesale/retail and health and social care (1)



0.9% of people of working age in Chippenham Community Area receive Jobseekers Allowance. This is similar to Wiltshire (0.8%) yet lower than England as a whole (1.8%) (2)



2.1% of people aged 18- 24 yrs in Chippenham Community Area receive Jobseekers Allowance. This is higher than Wiltshire (1.7%) and slightly lower than England (2.5%) (2)

# 18-24

## Retail



In 2015/16, 9% of retail units were vacant in Chippenham Community Area compared with 12.4% nationally (3)

57% of retail units in Chippenham Community Area are shops - this does not include restaurants, pubs or professional services (3)



## Local Developments

Further improvements to the A350 Chippenham Bypass are scheduled to commence in 2017.

These improvements are funded via the Swindon and Wiltshire Growth Deal (4)



Data Sources; (1) Business Register and Employment Survey (BRES; excludes MOD) Data, Office for National Statistics, 2014 (2) Official Labour Market Statistics, Nomisweb, Office for National Statistics, 2014 (3) Action for Market Towns (AMT-I) Data 2015/16 (4) Wiltshire Council, 2016