

# Background

# Bradford on Avon Community Area

#### 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

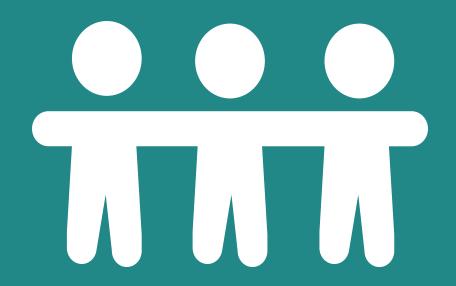


# Your Community

# 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

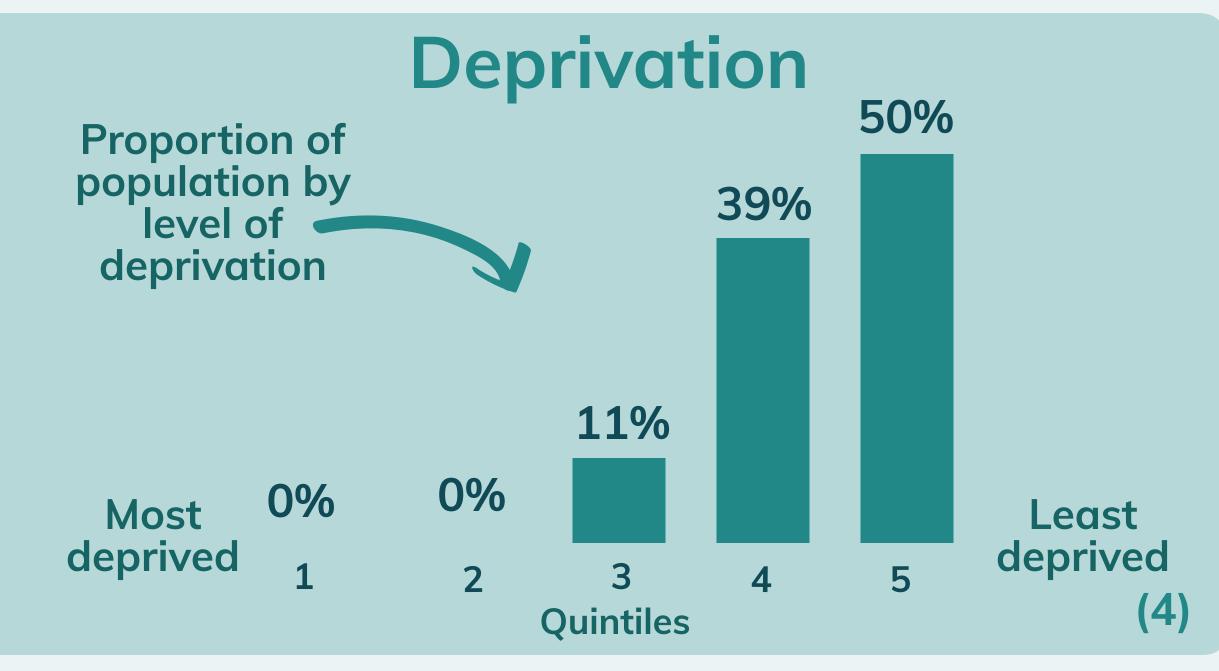
65+ Yrs

28% of people are aged over 65 years

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%)





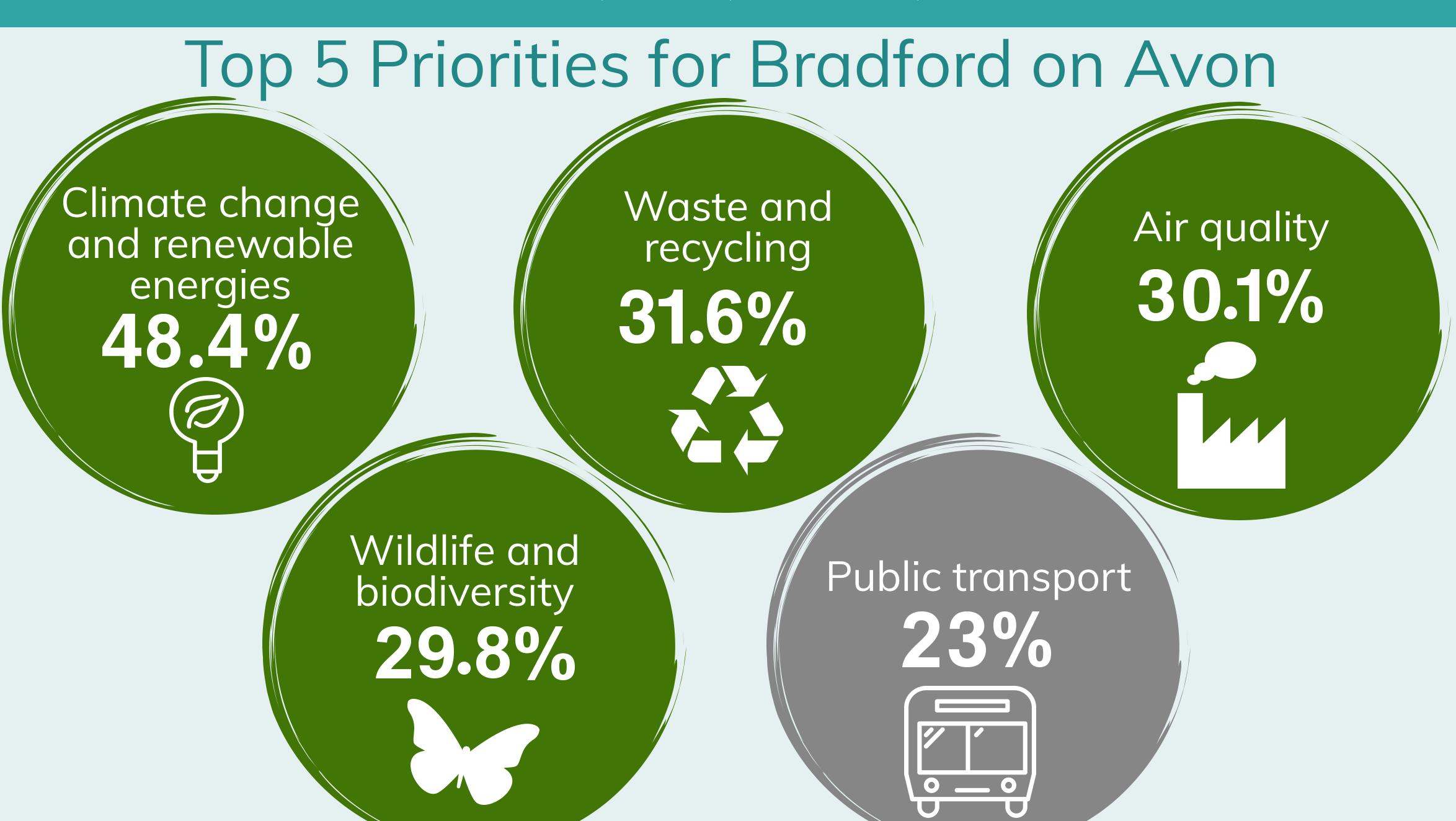


Data Sources (1) Mid Year Population Estimates, Office for National Statistics, 2018, (2) Mid Year Population Estimates, Office for National Statistics, 2015 (3) Mortality extracts (Primary Care Mortality Database, NHS Digital) and Mid Year Population Estimates (Office for National Statistics), 2015-2017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





Wiltshire CAJSNA 2020 Community Survey Results by Area: Bradford on Avon





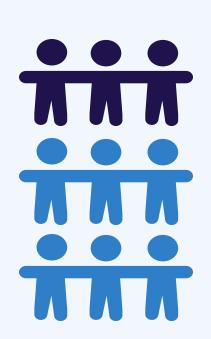


# Health and Wellbeing

# Bradford on Avon Community Area

#### Health Improvement

18% of 10-11 year olds in Bradford in 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

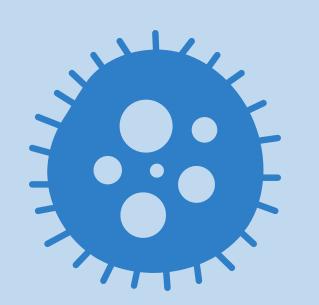
The rate of hospital admissions as a result of accidental injury in Bradford on Avon Community Area is 121 per 10,000 persons, compared to 140 per 10,000 persons in Wiltshire



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)

Data Sources: (1) National Child Measurement Programme, 2016/17-2018/19 (2) Quality and Outcomes Framework, NHS Digital 2018/19 (3) Hospital Episode Statistics, NHS Digital, 2018/19 (4) Flu Vaccination Data, NHS Immform, 2018/19 (5) MMR Vaccination data, NHS Immform, 2018/19 (6) Primary Care Mortality Database, NHS Digital, 2015-2017.



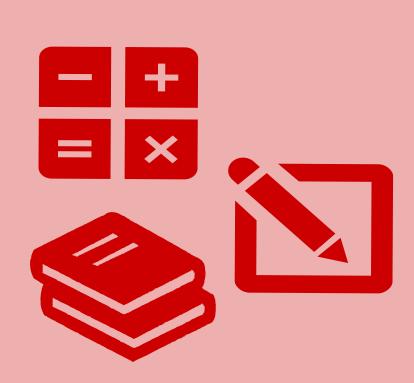


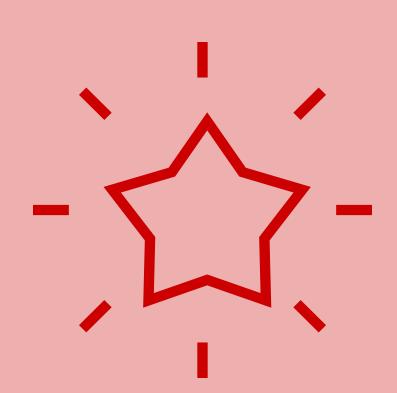
# Children and Young People

# Bradford on Avon Community Area

#### **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)



Data Sources: (1) Percentage of key stage 2 pupils reaching the expected standard in reading, writing and Data Sources: (1) Percentage of key stage 2 pupils reaching the expected standard in reading, writing and maths, Wiltshire Council, 2019 (2) Average Attainment 8 Score, DFE, 2018/2019 (3) Engagement and accreditation of Wiltshire Council 2019 (4) Taken from the School Census and schools with the Healthy Schools programme, Wiltshire Council, 2019 (4) Taken from the School Census and Alternative Provisions Census, Wiltshire Council, 2019 (5) Percentage of under 20 year olds living in poverty, HMRC, 2016





#### Older People

# Bradford on Avon Community Area

#### **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**

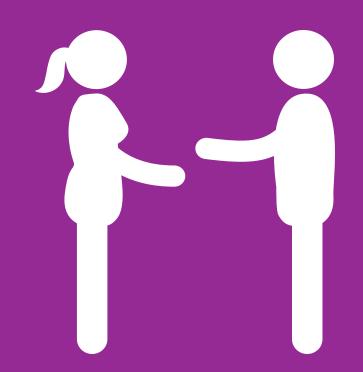
The rate of hospital admissions due to falls for people aged 65+ in Bradford on Avon Community Area is 1,988 per 100,000 persons, compared with 2,135 per 100,000 persons for Wiltshire (3)



#### 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)



Data Sources (1) Flu Vaccination data, NHS Immform, 2018/19 (2) NHS Health Check Data, 2018/19 (3) Hospital Episode Statistics, NHS Digital, 2018/19 (4) Carers Support Wiltshire, January 2020 (5) Adult Social Care Users Survey and Personal Social Services Carers Survey, NHS Digital, 2018/19 (6) Wiltshire Council Adult Social Care Team, 2018/19





#### 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

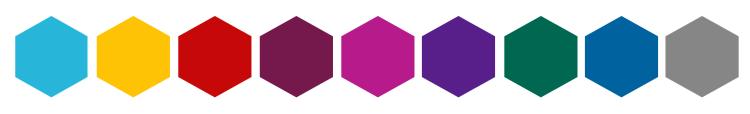


Between 2016 - 2018, almost 3,000 road traffic collisions causing injury were recorded on Wiltshire roads.

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)

Data Sources (1) Anti-social behaviour incidents, Wiltshire Police Business Intelligence Team, 2018/19 (2) Violent offences, Wiltshire Police Business Intelligence Team, 2018/19 (3) Domestic abuse offences, Wiltshire Police Business Wiltshire Statistics, 2018/19 (4) Hospital Episode Statistics, NHS Digital, 2017/18 and Mid Year Population Estimates, Office for National Statistics, 2017 (5) Road accidents and safety statistics, Department for Transport, 2016-2018





#### Housing

# Bradford on Avon Community Area

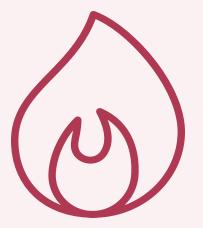
#### **Property Prices**



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



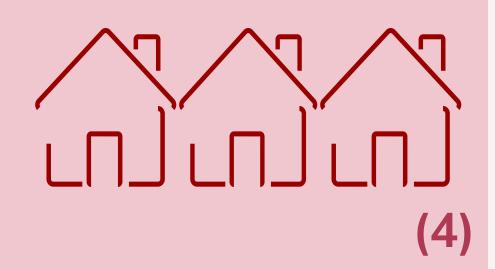
In November 2019, there was demand in Bradford on Avon Community Area for 47 affordable one bedroom homes, 27 affordable two bedroom homes, and 18 affordable three or more bedroom homes (3)

#### **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





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





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)



Data Sources: (1) Natural England Open Data Geoportal, November 2019, Wiltshire and Swindon Biological Records Centre, April 2019 (2) Wiltshire and Swindon Biological Records Centre, January 2020 (3) https://epc.opendatacommunities.org/, 2016-2018 (4) Wiltshire Council, Waste and Recycling Team, 2018/19 (5) Wiltshire Council, Highways and Environment, 2018/19 (6) http://www.wiltshireairquality.org.uk/, January 2020





#### Transport

# Bradford on Avon Community Area

#### **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)

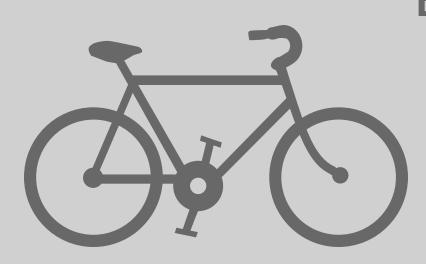
# Public and Alternative Transport



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 and Economy

# Bradford on Avon Community Area

#### **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)

Data Sources; (1) Mid year population estimates, Office for National Statistics, 2018 (2) Department for Work and Pensions, February 2019 (3) Business Register and Employment Survey Data, 2018 (4) Wiltshire Council, 2018/19 (5) https://www.ukfinance.org.uk/data-and-research/data/household-finance/personal-loans-within-uk-postcodes, Q2 2019 (6) Local Welfare Provision, 2016/17-2018/19

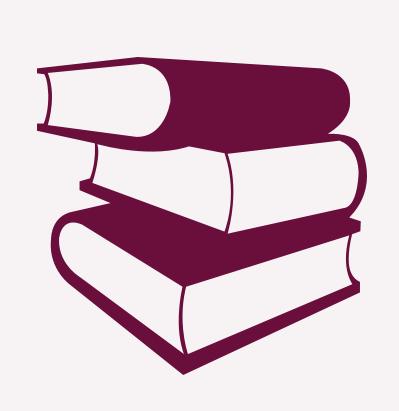




#### Arts, Culture and Leisure

# Bradford on Avon Community Area

# 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)

#### 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)



#### **Cultural Assets**



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

# 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)

Data Sources: (1) Wiltshire Council, April 2019 (2) Wiltshire Council,2018/19 (3) Wiltshire Council, 2018/19 (4) Wiltshire Council, as of January 2019 (5) The Business Register and Employment Survey (BRES), extracted from NOMIS https://www.nomisweb.co.uk/ in December 2019, the data refers to 2018

