

Joint Strategic Assessment

Wiltshire

2012/13



A single version of the truth





Electronic copies of this JSA and also JSA's for all the community areas are available on the Wiltshire and Swindon Intelligence Network:

www.intelligencenetwork.org.uk

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Introduction

Welcome to the second Joint Strategic Assessment (JSA) for Wiltshire. I am delighted the Wiltshire Public Services Board commissioned a second version of this strategic assessment. The assessment brings together into one report issues facing Wiltshire from across the local partnerships. It covers everything from health and wellbeing, housing, community safety and children and young people, to economic and environmental factors. This creates an important and useful assessment of Wiltshire - a single version of the truth. It is a tool for partners to use to ensure services are commissioned based on evidence and need.



The programme has continued to develop since the first JSA for Wiltshire was produced in 2010. Last year JSAs for each of our twenty community areas were published and presented at community events. Several partnerships have produced detailed assessments to support the JSA for Wiltshire, including the State of the Environment report and JSA for Crime and Policing. We have also published a clinically focused JSA for the new clinical commissioning group. This programme is focusing on producing high-quality intelligence about Wiltshire, and where feasible, sharing this via the Intelligence Network. Working with a range of partners, including NHS Wiltshire, Wiltshire Council, Wiltshire Police, Wiltshire Wildlife Trust and local voluntary organisations, we have enhanced the range and quality of available intelligence.

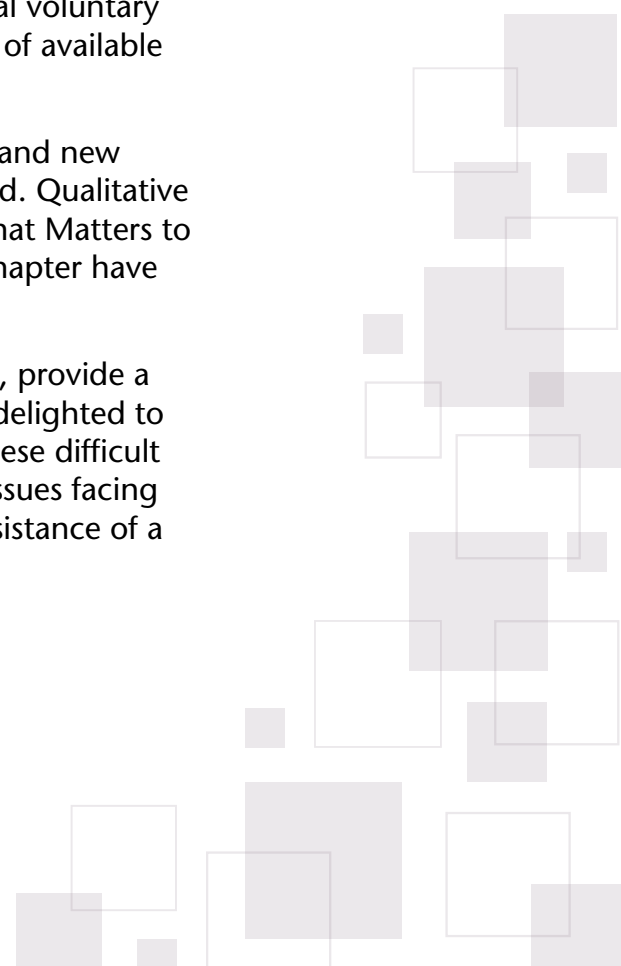
Feedback from the first JSA for Wiltshire was listened to and new sections on arts, libraries, culture and leisure are included. Qualitative information from local surveys, including the recent 'What Matters to You?' survey, and a 'what's changed?' section in each chapter have been incorporated into the new JSA.

I hope these developments, along with a revised format, provide a comprehensive assessment for Wiltshire 2012/13. I am delighted to continue to lead this assessment for Wiltshire. During these difficult times it is even more important to understand the key issues facing Wiltshire. I would not be able to do this without the assistance of a number of people and partners to whom I am grateful.

I hope you enjoy reading the JSA for Wiltshire 2012/13.

A handwritten signature in black ink that reads "Maggie Rae". The signature is written in a cursive, flowing style.

Maggie Rae
Corporate Director
Wiltshire Council



Acknowledgements

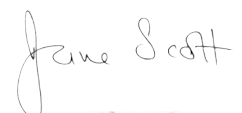
We are grateful to the following members of the Wiltshire Public Services Board (WPSB) who have committed their support to the Joint Strategic Assessment programme:

Organisation

Member

Wiltshire Council

Jane Scott
Leader and Chairman of WPSB



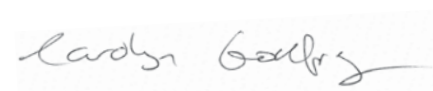
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Carolyn Godfrey
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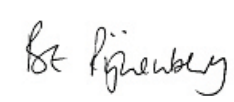


Wiltshire Probation Trust

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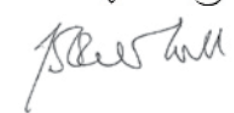


Liz Rijnenberg
Chief Executive

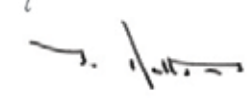


Wiltshire and Swindon Fire Authority

Brigadier Robert Hall
Chairman



Simon Routh-Jones
Chief Fire Officer and Chief Executive



Ministry of Defence

Brigadier Piers Hankinson
Commander 43 (Wessex) Brigade

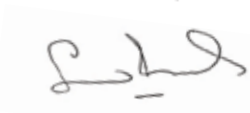


Wiltshire Clinical Commissioning Group

Debbie Fielding
Designate Accountable Officer



Dr Steve Rowlands
Chairman



Foreword

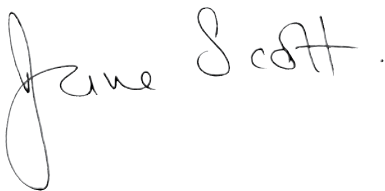
Our first JSA for Wiltshire was published in 2010. It led the way in establishing one agreed evidence base for the county – what we call one version of the truth. Earlier this year the Wiltshire Public Services Board commissioned a refresh of JSA for Wiltshire to show what has changed since 2010.

The new JSA for Wiltshire 2012/13 also identifies new issues for each chapter providing a clear evidence base for future plans and strategies designed to deal with these issues. As you all know it is important we understand our community, especially in these difficult times, the JSA provides both qualitative and quantitative data about Wiltshire to help us do this.

The year of celebration, 2012 has provided an opportunity to build a real legacy for Wiltshire and we can use the JSA as a platform to engage with communities to help them improve and grow stronger.

Since the first JSA for Wiltshire, we have developed the JSA programme further having also published JSAs for each of our community areas and other partnership specific JSAs such as the **JSA for Crime and Policing**, **JSA for the Environment (State of the Environment)** and **JSA for Health and Wellbeing**. These assessments are shared via the Wiltshire Intelligence Network website and together ensure that our decision makers are furnished with the best and latest evidence on which to make informed policies for the benefit of all of Wiltshire's population.

I hope you find the JSA useful to your organisation or partnership



Jane Scott OBE
Wiltshire Council Leader
and Chairman of WPSB



Key facts

Health and wellbeing

In Wiltshire, at the age of 65, men can expect to live for another 11.7 years free of disability and women 12.0 years.¹

Economy

The economy of Wiltshire has demonstrated a good level of economic resilience compared to the South West and England during the recession and post recession period, but there are some areas of concern, such as youth unemployment, which need to be addressed through concerted and targeted partnership working.

Children and young people

At any one time there are approximately 1400 children and young people being helped by services through a common assessment framework and another 2200 children and young people being supported by social care.

Community safety

Violent crime accounts for 20% of all crime in Wiltshire and is, therefore, a key priority. There has been a reduction in volume year-on-year which exceeds the reduction in all crime. Overall, there has been a reduction of 22% in violent crime in the last year.

Housing

In 2011/12 we managed to deliver a total of 626 new affordable homes against a target of 450.

Transport

Speeding vehicles was the most frequently selected problem in the 'What Matters to You?' survey 2012.

Environment

Carbon emissions per person are consistently higher in Wiltshire than in England as a whole – 18% higher in 2009.

Resilient communities

Voluntary and community sector spend in the local economy is estimated at £353m per annum.

Leisure

The cost of physical inactivity in England is estimated to cost over £8 billion a year.

Arts and culture

Participation in cultural activities in Wiltshire is above the national average with 48.1% of adults engaging in the arts, 53.3% visiting museums and galleries and 45.5% visiting libraries.

¹ Sub-national Disability-free life expectancy (DFLE) for men and women at age 16 and at age 65: England, 2007–2009 (experimental statistics). Office for National Statistics.

Issues matrix

The issues raised in each of the thematic chapters of this document are summarised below:

Health and wellbeing	Complex / vulnerable families	Drugs and alcohol	Long term conditions	Mental health	Long term social care / care home placements
Economy	Economic climate affecting business start-up and survival rates		Youth unemployment and percentage of NEET	Infrastructure development	Access to funding
Children and young people	Prevention and early intervention		Raising aspirations and narrowing the gaps		Promoting healthy lifestyles
Housing	Delivery of affordable housing	Prevention of homelessness	Rural housing	Making best use of existing stock	Impact of Welfare Reform
Environment	Water	Impact of people on the environment	Climate change adaptation and mitigation	Wildlife	Health and wellbeing
Community safety	Violent crime		Working with partners		High risk people
Transport	Facilitating economic and development growth	Reducing transport's carbon emissions	Improving road safety	Providing access to essential services	Enhancing people's quality of life
Resilient communities	Developing a strong and vibrant voluntary and community sector		Addressing inequalities and promoting inclusion		Promoting local involvement in decision making
Leisure	Increasing levels of participation	Volunteering	Improving health of children and young people	Maintaining and improving the range and quality of formal outdoor recreation	Improving health and wellbeing of residents
Culture	Broadening participation in cultural activities	Strengthening and protecting the heritage and cultural asset base		Increasing satisfaction with the cultural offer	Supporting the growth of the creative economy
Wiltshire Core Strategy	Housing delivery	Economic development	Service provision and transportation	Natural and built environment	Climate change, flooding and resource management

Background

- Population

Introduction

Understanding the size and structure of Wiltshire's population is fundamental if the council and its partners are to have the ability to prioritise and deliver services efficiently across the authority. In light of the current national economic situation this statement carries considerably greater weight than it has done for decades.

The Department for Communities and Local Government (DCLG) allocates funding to all local authorities in England based on population size and structure information. The primary sources of information are the Census and midyear population estimates produced by the Office for National Statistics (ONS) each year. Whilst the Census provides a wealth of detail on different aspects of the population and provides information for very small geographical areas known as 'Output Areas', the mid-year estimates provide a relatively up-to-date picture of the age-sex structure of the UK population

between censuses. The mid-year estimates are produced for local authority geographies and typically have a one year lag. Results for mid-year 2011 are Census 2011 based and were released in September 2012.

The ONS, recognising the need to understand the likely size and structure of the population in future years, also produces national projection and sub-national projections for England. These projections are based on observed demographic trends and demographic assumptions about future fertility, mortality and migration. They show how population levels and structure will change if those trends continue and assumptions are realised.

In order to arrive at detailed population projections Wiltshire Council uses a DCLG owned population modelling tool called Popgroup.

Popgroup allows us to generate our own population projections based on ONS and other administrative datasets. There are numerous benefits to be had in using this population model, not least being able to produce single year of age by sex population projections for bespoke geographies within Wiltshire such as community areas.

Users of population data and demographic information produced by Wiltshire Council include the various service areas of the council, community area partnerships, community area boards, NHS Wiltshire, Wiltshire Police and the Wiltshire Fire & Rescue Service. The information is also used in the public domain, by parish councils, local businesses and organisations and many more. Ensuring clear and easily accessible routes to this information helps improve decision-making for these bodies.



The bigger picture

On Census evening, 27 March 2011, Wiltshire Council had an estimated total population of 471,000 persons, making it the fifth largest authority in the South West. Over the period Census 2001 to Census 2011, Wiltshire's population growth was 8.8%, higher than England's at 7.9% and higher still than the South West's growth at 7.3%. Wiltshire's growth rate was the fourth largest in the region and, with only Swindon, Bristol and Bournemouth in the region having higher growth rates, the highest of any of the rural authorities in the South West.

The Census 2011 estimates show that compared to averages in the South West and England, Wiltshire has a higher percentage (18.0%) of its total population under the age of 15 years. It also shows that, compared to England, Wiltshire has a relatively high percentage of its total population at retirement age and above (21.5%), although slightly less than the South West average (23.1%). The combination of these two facts means that Wiltshire has a relatively low percentage of its population at working age (60.4%). As a result of this Wiltshire has a dependency ratio of 65.44, higher than the South West at 65.15 and England at 58.89.

As the ratio increases there is an increased pressure on the economically active part of the population to maintain the welfare of the economically dependent. This is, to a large extent, a national issue in terms of education, health service and pension provision. Parliament, however, note that for our 'older' populations: "the greater part of care and support is provided by carers such as spouses, partners, family members, friends and neighbours. Informal care and support is, therefore, especially important in Wiltshire.

Wiltshire's population is set to increase by 48,800 persons between Census 2011 and 2026, an increase of just over 10.4%. However, it is the composition of such growth that is going to pose what is likely to be the greatest challenge to Wiltshire over the forthcoming decades: an ageing population.

Issues 2012/13

- 1 Accurate population data
- 2 The ageing population
- 3 Armed Forces population

Key fact

**Wiltshire's Census
2011 population
– 471,000**

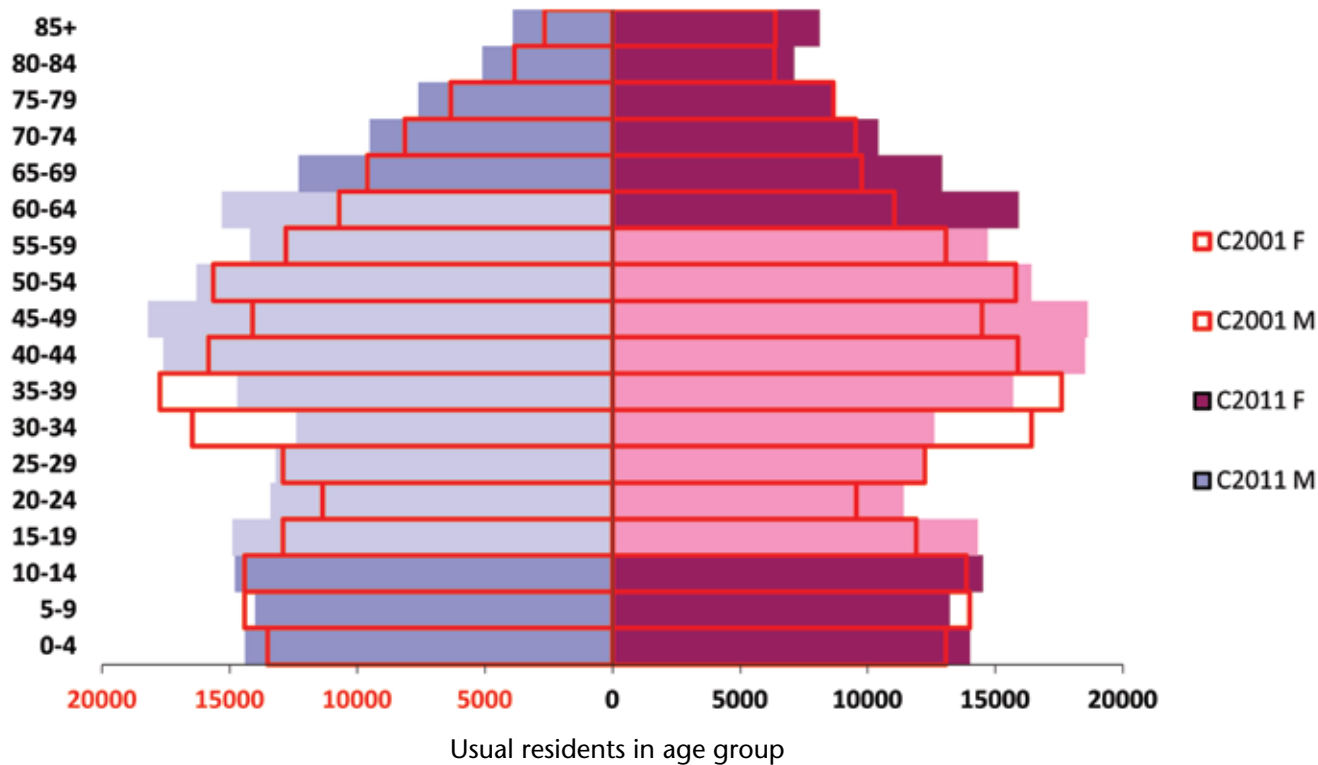
Figure 1.1: Total population at Census 2011

	Total population	Children 0-14		Working age 15-64M/59F		Retirement age 65+M/60+F	
		Persons	%	Persons	%	Persons	%
England	53,012,500	9,372,000	17.7	33,364,500	62.9	10,275,600	19.4
South West	5,288,900	865,700	16.4	3,202,700	60.6	1,220,700	23.1
Wiltshire UA	471,000	84,900	18.0	284,700	60.4	101,400	21.5

Source: Office for National Statistics



Figure 1.2: Census 2001 and Census 2011 Population, Wiltshire



Source: ONS Census 2011, Wiltshire Population 2012

What's changed?

1. Wiltshire has a robust methodology for producing population estimates and projections at community area geographies. This was used to publish 'Wiltshire Population 2011 – Wiltshire and Community Area Population Estimates and Projections 2001 to 2026: trend-based' in July 2011.
2. The Census 2011 has taken place and Wiltshire had a very successful census programme, involving much stakeholder and community engagement, resulting in an excellent 96% overall response rate.
3. We now have the Census 2011 first data release and this puts Wiltshire's estimated total population at 471,000 people, some 7,600 persons higher than previously thought by the ONS.¹

This higher Census 2011 estimate of Wiltshire's total population renders the current Wiltshire Population 2011 document and data an underestimate of the true present and future demographic picture for Wiltshire, which will need to be addressed.

¹ The total number of people in Wiltshire is likely to be higher as the ONS has admitted that some of our military personnel in communal establishments may not be included in the published census returns



Issue one:

Accurate population data



Summary

Wiltshire needs robust population estimates and projections in order to satisfy current and future demands for such information, and drive policy formulation.

Key points

Despite having the first release of Census 2011 estimates, all Census 2011 data containing the necessary level of detail required for producing population projections for Wiltshire and the county's 20 community areas will not be available until July 2013. The main issue for Wiltshire is to improve the reliability and accuracy of its population evidence base and to ensure that projections can be utilised with confidence.

There is a need to produce a new set of population projections reflecting all the very latest data from the Census 2011, and subsequent Census 2011 based data produced by the ONS and DCLG. These new 'Wiltshire and Community Area Census 2011 based Population Estimates and Projections 2001 to 2026' will include accurate population data by single year of age and sex for all 20 community areas, as well as Wiltshire as a whole. They will incorporate housing policy as set out in the Wiltshire Core Strategy. There is further need to improve and update our locally derived information systems which feed into the population modelling process.



Issue two: The ageing population



Summary

Wiltshire's Retirement-Age Population (RAP) is anticipated to account for 109.4% of Wiltshire's projected 48,800 population growth between Census 2011 and mid-year 2026.

Key points

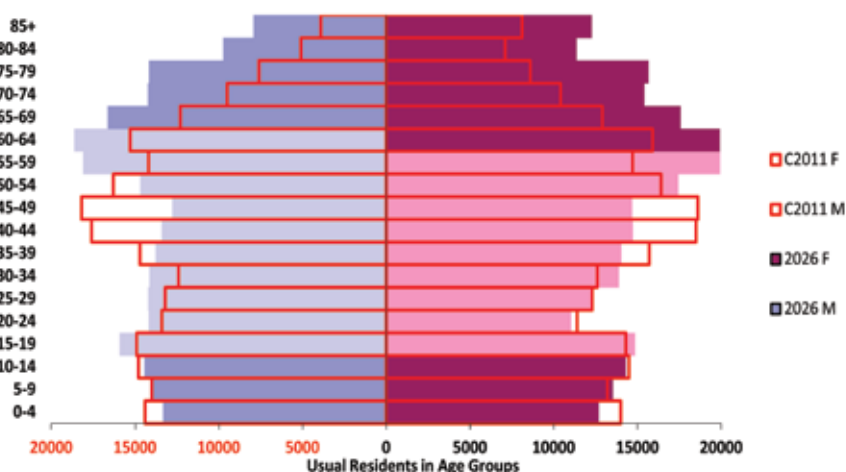
Wiltshire's population is projected to increase to 519,810 persons by 2026. The under 15 years of age population is projected to decrease from 84,900 to 82,350 persons, whilst the working age population, aged 15 to 64 for males and 16 to 59 for females, is projected to decrease slightly from 284,700 persons to 282,670 persons.

Wiltshire's projected 10.4% total population increase over the next 15 years at 109.4% is accounted for by increases in our retirement age population. This poses Wiltshire with an extremely significant 'ageing population' challenge.

Much of Wiltshire's retired population will live active and healthy lives, contributing to their communities for many years. However, it must be noted that the fastest population increase has been, and will continue to be, in the number of people aged 85 years and over. There are currently more than twice as many females as males in this population group. The number of males aged 85 years and over is projected to increase by 103.2% during the period Census 2011 to 2026, compared to an increase of only 51.2% for females of the same age group over the same period. In total, the number of Wiltshire's residents aged over 85 years is projected to increase from 12,000 persons at Census 2011 to 20,180 persons by 2026.

The cost of adult social care is known to rise significantly for this population group. Wiltshire's Working-Age Population (WAP) is projected to decrease from 60.4% to 54.4% of total population but Wiltshire's Retirement-Age Population (RAP) is projected to increase by almost half again from 21.5% to 29.8% by 2026. This will result in enormous pressure on public sector resources to care for Wiltshire's older population in the future.

Figure 1.3: Census 2011 and mid-year 2026 population projection, Wiltshire



Source: ONS Census 2011, Wiltshire Population 2012



Issue three:

Armed Forces population



Summary

Overall, numbers of military personnel stationed in Wiltshire increased from around 15,000 in 2006 to around 17,800 in 2010. From this peak level, the total numbers have decreased somewhat to around 16,600 in 2012.

Key points

Military personnel constitute around 3.5% of the total population and the total number of military personnel and their dependants is estimated to be around 30,000 (6.4%). A number of changes to this military presence have occurred over the past few years, including:

- the number of personnel stationed around Salisbury Plain has increased by around 2,500 from 2006 through to 2011.
- numbers of personnel stationed at RAF Lyneham have decreased and the site will be closed in its current form by the end of 2012.
- HQ Land Forces has relocated from Wilton to Hampshire.

The military presence is never static and the developments expected over the coming years are highlighted below:

- The re-use of Lyneham as a key defence technical training site:
 - The first tranche of moves onto the site will not commence before 2014.
 - There are currently expected to be around 1,510 military and 525 civilians employed on the site when it opens in 2015, with this figure increasing significantly over the subsequent five to seven years.
- The ongoing transformation of the Army under the 'Army 2020' concept:
 - Overall, the size of the Regular Army is reducing. Some units are merging or being disbanded including two based in Wiltshire: 2nd Battalion the Royal Welsh is being absorbed into the rest of the Royal Welsh by autumn 2013 and 2 Royal Tank Regiment (RTR) is merging with 1RTR by April 2014². The military has stressed that soldiers serving with the units to be disbanded or merged are no more or less likely to be selected for redundancy than others with similar skills and service record.
 - The number of Army Reserves will be increased and become more integrated with the Regular Army. This will require a change in relationship between the Army, its reservists and their employers and will require the establishment of a framework of strategic partnerships with private and public sector employers.
 - By 2020, the Army will be predominantly UK-based. The current plan is for the 'Reaction Forces' to be centered on the Salisbury Plain Training Area³, which is expected to result in a significant increase in personnel numbers in this area.

The detail of these changes and their implications for Wiltshire are being examined by Wiltshire's Military Civilian Integration Partnership⁴.



² www.army.mod.uk/news/24264.aspx

³ Transforming the British Army, July 2012. Army 2020 Brochure.

⁴ www.wiltshire.gov.uk/communityandliving/militarycivilianintegrationpartnership.htm



Further information

Office for National Statistics – Census 2011:

www.ons.gov.uk/ons/guide-method/census/2011/index.html

Office for National Statistics – Population:

www.ons.gov.uk/ons/taxonomy/index.html?nscl=Population

Wiltshire Intelligence Network – Population:

www.intelligencenetwork.org.uk/population-and-census

Wiltshire Intelligence Network – The Military in Wiltshire:

www.intelligencenetwork.org.uk/community

Author

Doug Anderson Researcher, Demography, Wiltshire Council

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Background

- Mortality, life expectancy and inequality

Introduction

Mortality

In 2010, there were 4,124 people resident in Wiltshire who died; 31% of these died from circulatory disease and 29.5% from cancer. In those aged under 75 cancer was the biggest killer; it accounted for 47% of deaths in this age group.

All-age and under-75 mortality rates have declined in the last 10 years nationally and in Wiltshire. The rates for Wiltshire continue to be lower than those for England.

Mortality rates in both infants and under-15s have risen in Wiltshire since 2005-2007. National and regional rates for these indicators have decreased over the same period. However, Wiltshire remains below the national rates and similar to the South West.

Life expectancy

Life expectancy in England has increased over the last century and this general trend is continuing, at a Wiltshire and national level, as health services and the wider determinants of health generally improve.

In Wiltshire in 2008-2010, life expectancy was 79.6 years for males and 83.7 years for females. These figures are higher, for both males and females, than those for England and the South West.

Health inequalities

People with higher socio-economic positions have a greater array of life chances and more opportunities to lead a flourishing life, they also have better health. The two are linked: the more favoured people are, socially and economically, the better their health. This link between social conditions and health is not a footnote to the 'real' concerns with health – health care and unhealthy behaviours – it should become the main focus¹.

In 2006-2010, life expectancy was 6.6 years lower for men and 3.8 years lower for women in the most deprived areas of Wiltshire than in the least deprived areas². The gaps for males and females have widened since 2001-2005.

Every year health inequalities cost the taxpayer in Wiltshire £281 million in productivity losses, £229 million in lost taxes and higher welfare payments and in excess of £48 million in additional NHS healthcare costs.

Many major conditions are strongly correlated to deprivation as are the lifestyles that contribute to them. Among the interventions that are evidenced to reduce the life

expectancy gap are smoking cessation; statin therapy³, use of anti hypertensives⁴ and early detection of cancer⁵.

The Public Health Outcomes Framework for England, 2013-2016⁶ outlines the overarching vision for public health as: "to improve and protect the nation's health and wellbeing, and improve the health of the poorest fastest". The focus on inequalities is evidenced by one of two high-level outcomes: "Reduced differences in life expectancy and healthy life expectancy between communities". Additionally, reducing health inequalities is included in the objectives for each of the four domains.

It is, therefore, clear that work to reduce health inequalities will be everybody's business and that efforts need to be directed at not only the causes of health inequalities, but also the 'causes of causes'.

¹ Fair Society, Healthy Lives: A Strategic Review of Health Inequalities in England Post-2010. Published by The Marmot Review, February 2010. ISBN 978-0-9564870-0-1 url: <http://www.instituteofhealthequity.org/Content/FileManager/pdf/fairsocietyhealthylives.pdf>

² Health Inequalities Indicators for Local Authorities, Slope Index of Inequality for Life Expectancy by Deprivation Deciles, 2006-10: Wiltshire UA (00HY). Association of Public Health Observatories, January 2011.

³ A class of drug used to lower cholesterol levels.

⁴ A class of drug used to treat hypertension (high blood pressure).

⁵ Tackling Health Inequalities: 2004-06 data and policy update for the National Target, Department of Health, Health Inequalities Unit, Dec 2007

⁶ Department of Health http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_132358

Issue one: Mortality



Summary

In 2010, there were 4,124 people resident in Wiltshire who died. Figure 1 shows the underlying cause of death as recorded on the death certificate.

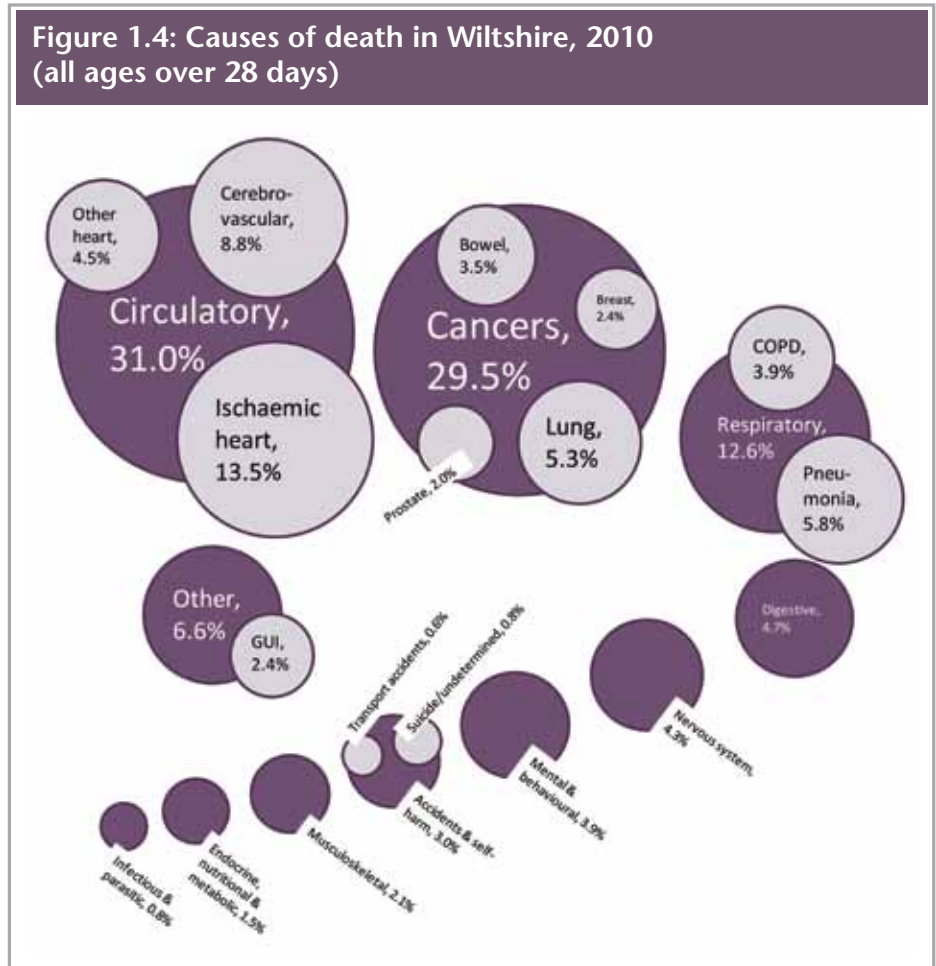
All-cause mortality rates have declined in the last 10 years nationally and in Wiltshire.

Mortality rates⁷ in under-15s have risen in Wiltshire in recent years from 37.8 per 100,000 in 2006-2008, to 43.6 per 100,000 in 2008-2010⁸.

Mortality causes

In 2010, there were 4,124 people resident in Wiltshire who died. Figure 1.4 shows the underlying cause of death as recorded on the death certificate.

Figure 1.4: Causes of death in Wiltshire, 2010 (all ages over 28 days)



Source: ONS Vital Statistics (table 3), 2010

Circulatory disease was the biggest killer, closely followed by cancer and, along with respiratory deaths, makes up 73% of all deaths. Of particular interest are causes of death amongst the under 75s, because deaths in this age group are defined as premature. In 2010, there were 1,272 deaths under the age of 75, representing 31% of all deaths in the county. The two major causes of premature death nationally, and in Wiltshire, are cancer and circulatory disease (including coronary heart disease and stroke) and these accounted for 47% and 24% of premature deaths in Wiltshire in 2010 respectively. Accidents and self-harm was the cause of death in 6% of premature deaths.



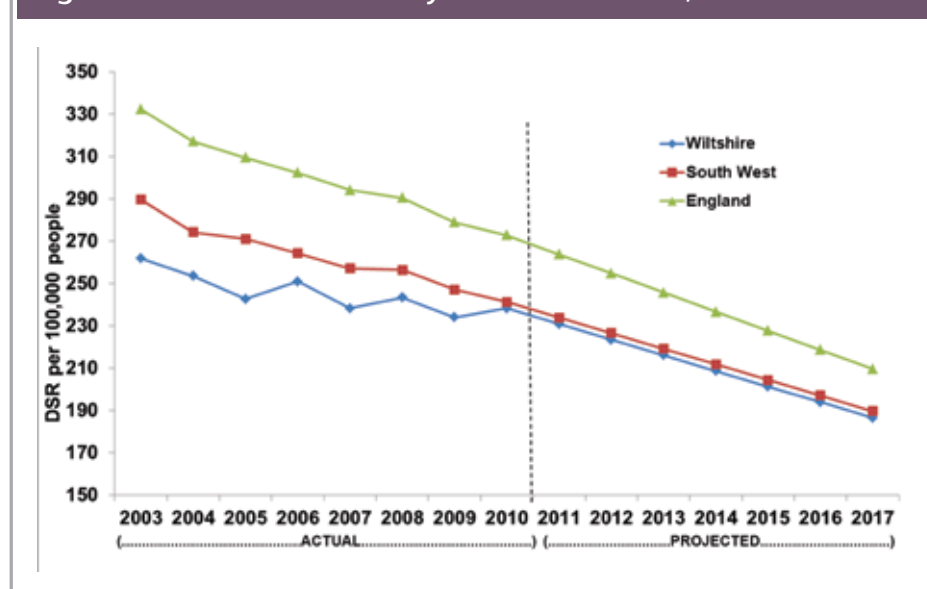
⁷ The NHS Information Centre for health and social care. © Crown Copyright.

⁸ Directly standardised for age using the European Standard population

Mortality trends

All-cause mortality rates have declined in the last 10 years nationally and in Wiltshire. Figure 1.5 shows this decline in deaths under 75 and the same trend exists in the all age rate. Linear projections show how these trends may continue into the future. Decreases in mortality rates have been largely driven by reductions in the numbers dying (particularly at early ages) from the biggest killers, i.e. cancer and circulatory disease.

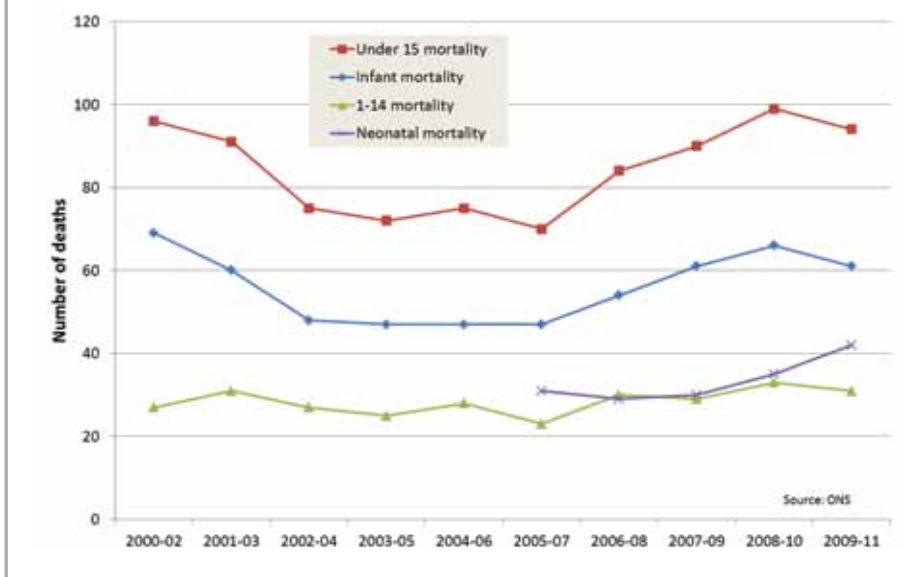
Figure 1.5: All-cause mortality rate in under-75s, 2003-2017



Source: The NHS Information Centre for health and social care. © Crown Copyright; 2010 www.nchod.nhs.uk



Figure 1.6: Childhood mortality trends in Wiltshire



Source: ONS, Vital Statistics. 2009-2011 includes provisional data for 2011

Mortality rates⁷ in under-15s have risen in Wiltshire in recent years from 37.8 per 100,000 in 2006-2008, to 43.6 per 100,000 in 2008-2010⁸. This places Wiltshire below the national rate (45.5 per 100,000) but above the rate for the South West (38.0 per 100,000) but not significantly different in either case. However, national and regional rates have been decreasing between 2006-2008 and 2008-2010.

Mortality rates⁹ in infants (children under one) have also risen in Wiltshire in recent years. The infant mortality rate in 2008-2010 was 4.1 per 1,000 live births and has increased in each period since an historical low point of 3.2 per 1,000 in 2005-2007. Again, this places Wiltshire below the national rate (4.6 per 1,000) but above the rate for the South West (3.7 per 100,000) but not significantly different in either case. However, as for under-15s, the national and regional rates have been decreasing between 2005-2007 and 2008-2010.



⁷ The NHS Information Centre for health and social care. © Crown Copyright.

⁸ Directly standardised for age using the European Standard population

⁹ The NHS Information Centre for health and social care. © Crown Copyright.

Issue two: Life expectancy



Summary

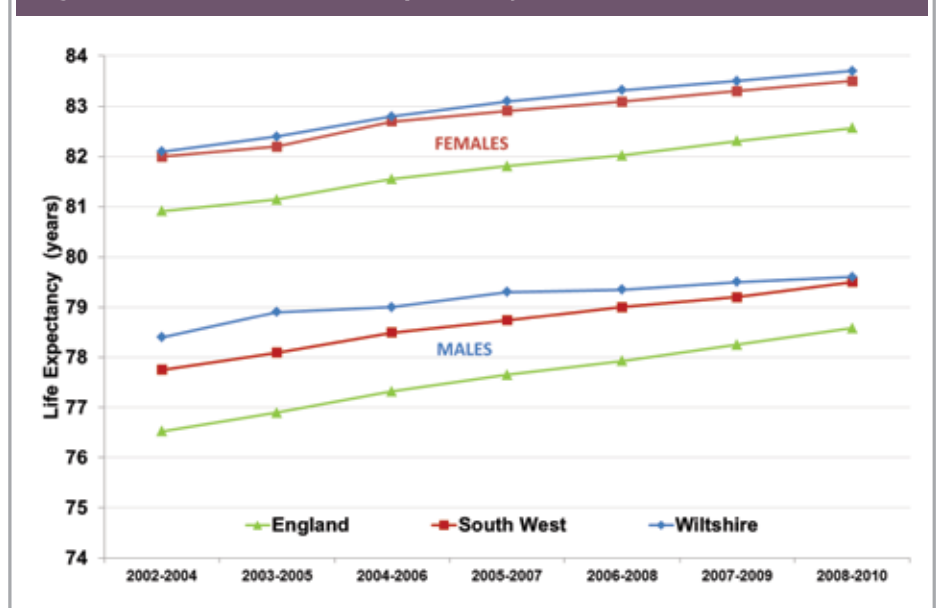
Life expectancy in England has increased over the last century and this general trend is continuing as health services and the wider determinants of health generally improve. This pattern is also reflected in Wiltshire.

Life expectancy in Wiltshire (2008-2010) is 79.6 years for males and 83.7 years for females.

In Wiltshire between 2000-2002 and 2007-2009, disability-free life expectancy increased by 27.4% in males over the age of 65, and 22.8% in females.

Life expectancy at birth is often used as a measure of the health of a population. It is calculated as the average number of years a new-born baby might be expected to live based on current trends. Life expectancy in England has increased over the last century and this general trend is continuing as health services and the wider determinants of health generally improve. This pattern is also reflected in Wiltshire as seen in Figure 1.7.

Figure 1.7: Trends in life expectancy at birth, 2002-2010



Source: ONS, October 2011

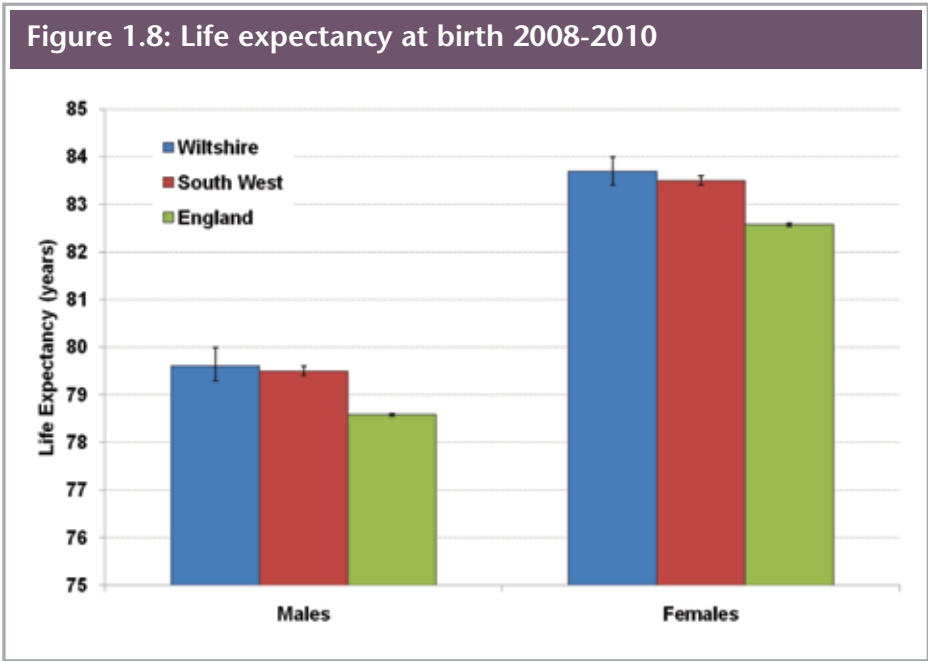
Life expectancy calculations are based on current mortality information. Analysis of trends in mortality in the UK has allowed the chance of living to 100 depending on age and gender to be calculated¹⁰. The results show that 25.7% of boys and 33.4% of girls born in the UK in 2011 are projected to live to at least 100. Similarly, a male aged 50 in 2011 is projected to have an 11.1% and a female a 16.7% chance of living to 100.

Figure 1.5 and Figure 1.8 show that the life expectancy figures for Wiltshire for 2008-2010 are higher, for both males and females, than those for England and the South West. Life expectancy in Wiltshire (2008-2010) is 79.6 years for males and 83.7 years for females. Wiltshire's higher figures are due to a combination of factors, many of which are linked to the county's relative affluence compared to England overall.



¹⁰ Number of Future Centenarians by Age Group, Department for Work and Pensions, April 2011

Figure 1.8: Life expectancy at birth 2008-2010



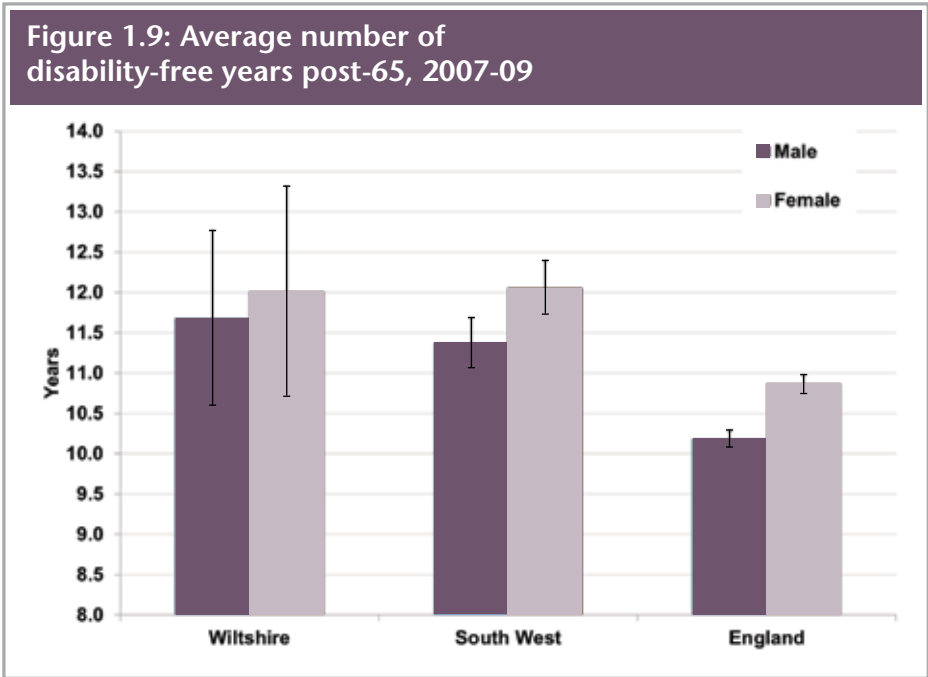
Source: ONS, October 2011

Years free from disability

Disability-free life expectancy is the number of future years, from a given point, that a person can expect to live without a disability. In England and in Wiltshire inequalities between the sexes are improving in terms of disability-free life expectancy after age 65.

In Wiltshire between 2000-2002 and 2007-2009, disability-free life expectancy increased by 27.4% in males over the age of 65, and 22.8% in females. The figures for 2007-2009 comparing Wiltshire with England and the South West are shown in Figure 1.9.

Figure 1.9: Average number of disability-free years post-65, 2007-09



Source: ONS <http://www.statistics.gov.uk/StatBase/Product.asp?vlnk=12964>

If these trends continue to 2014-2016 then males in Wiltshire reaching age 65 would expect 12.6 years of disability-free life, and females would expect 12.9 years.



Issue three: Health inequalities



Summary

The Marmot Review, 'Fair Society Healthy Lives'¹¹, calculated that every year health inequalities cost the taxpayer in England:

- productivity losses of £31-33 billion
- lost taxes and higher welfare payments in the range of £20-32 billion
- additional NHS healthcare costs well in excess of £5.5 billion.

Every year health inequalities cost (pro-rata) the taxpayer in Wiltshire*:

- productivity losses of £281 million
- lost taxes and higher welfare payments in the range of £229 million
- additional NHS healthcare costs well in excess of £48 million.

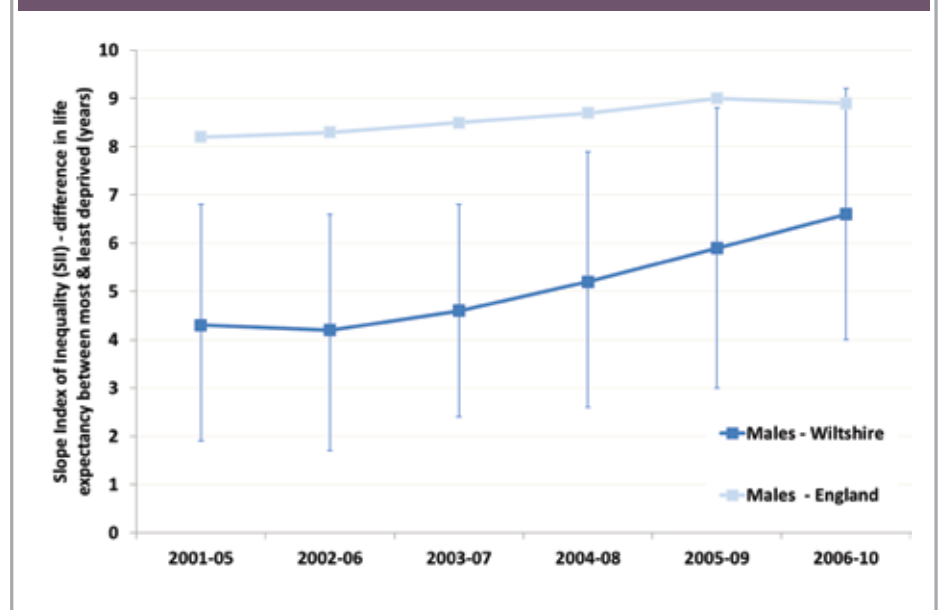
* Pro-rata to Wiltshire's population 2010.

Inequalities in life expectancy

Health inequalities can be defined as differences in health status or in the distribution of health determinants between different population groups¹². They are often measured by looking at differences in life expectancy figures for different populations. The conventional method is to calculate the gap in life expectancy between the most deprived 10% and the least deprived 10% of the population using the Slope Index of Inequality (SII).

For males in Wiltshire, the SII gap has widened slightly, increasing from 5.9 to 6.6 years from 2005-2009 to 2006-2010. Since 2001-2005 the gap has increased by 2.3 years.

Figure 1.10: Trend in the gap in life expectancy at birth, males, Wiltshire and England



Trend in Slope Index of Inequality (males)



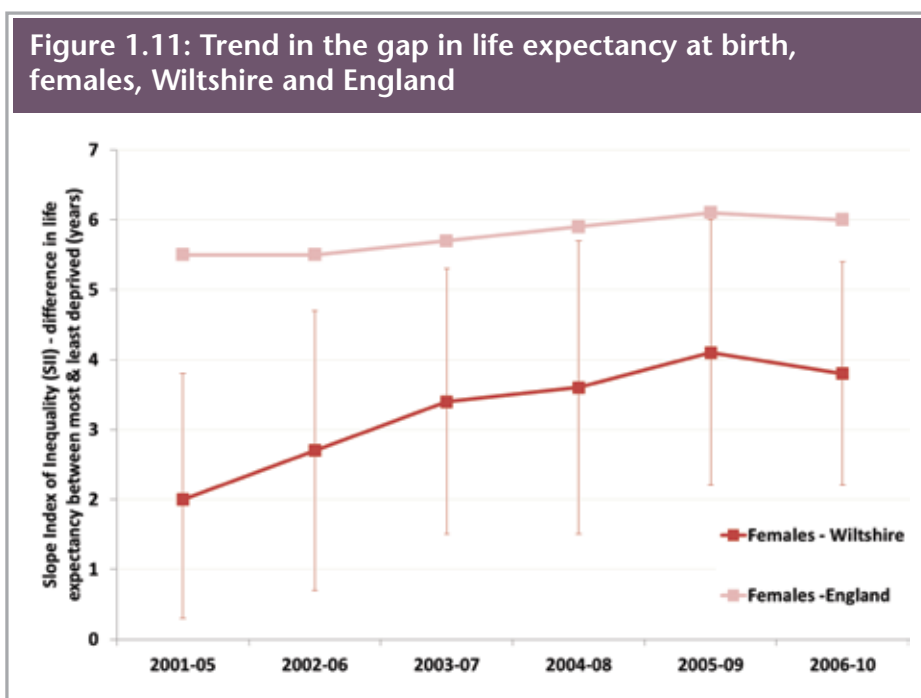
¹¹ Fair Society, Healthy Lives: A Strategic Review of Health Inequalities in England Post-2010. Published by The Marmot Review, February 2010. ISBN 978-0-9564870-0-1 url: <http://www.instituteofhealthequity.org/Content/FileManager/pdf/fairsocietyhealthylives.pdf>

¹² WHO Health Impact Assessment: glossary of terms. url: <http://www.who.int/hia/about/glos/en/index1.html> (accessed 18/07/2012)

Females in Wiltshire experienced a shrinking of the SII gap from 4.1 years in 2005-2009 to 3.8 years 2006-2010. However, the overall trend since 2001-2005 shows the female gap has increased by 1.8 years.



Figure 1.11: Trend in the gap in life expectancy at birth, females, Wiltshire and England



Trend in slope index of inequality (females)

For both males and females, Wiltshire was in the best performing national quintile over 2006 - 2010, a pattern repeated in every previous five-year rolling period.

Inequalities occur within community areas in the same fashion that they do within Wiltshire. However, as the geographical area under consideration becomes smaller the amount of data to assess the extent of this variability or inequality diminishes.

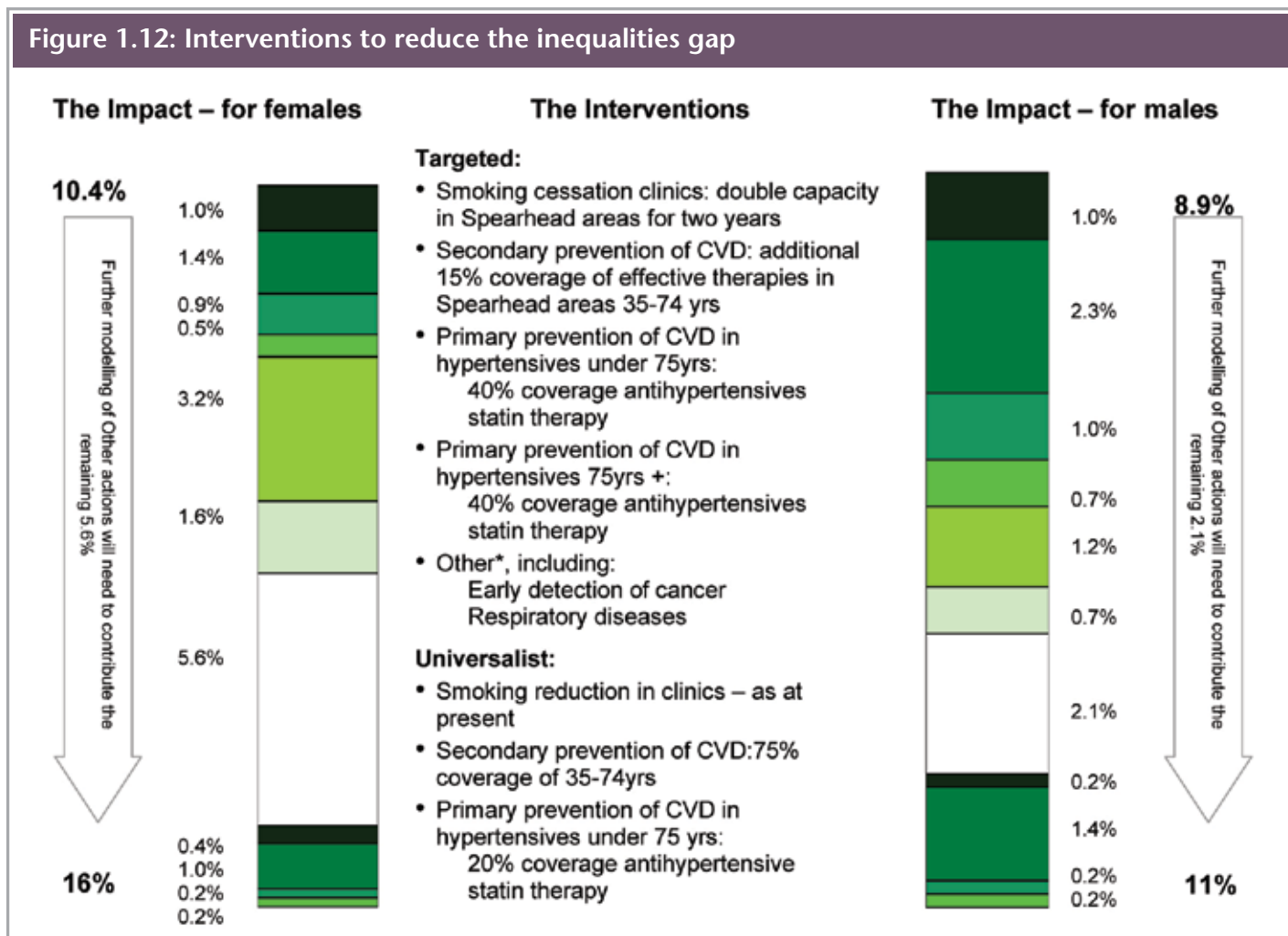
The 2011 Joint Strategic Assessments for Community Areas¹³ used the difference in life expectancy between the most deprived 20% of a community area compared to the least deprived 20% of a community area. This analysis has been updated using data from 2004 to 2009 and four community areas were found to have statistically significant lower life expectancies in their most deprived areas compared to their least deprived areas. In other words, these differences were unlikely to be chance observations. The four community areas were:

- Melksham
- Salisbury
- Trowbridge
- Royal Wootton Bassett and Cricklade

¹³ <http://www.intelligencenetwork.org.uk/local-area-profiles/>

Interventions to reduce the life expectancy gap

There is evidence that actions targeting causes of early death, particularly those related to health inequalities, can contribute to improving life expectancy. Figure 1.12 illustrates this.



Source: Tackling Health Inequalities: 2004-2006 data and policy update for the National Target, Department of Health, Health Inequalities Unit, December 2007

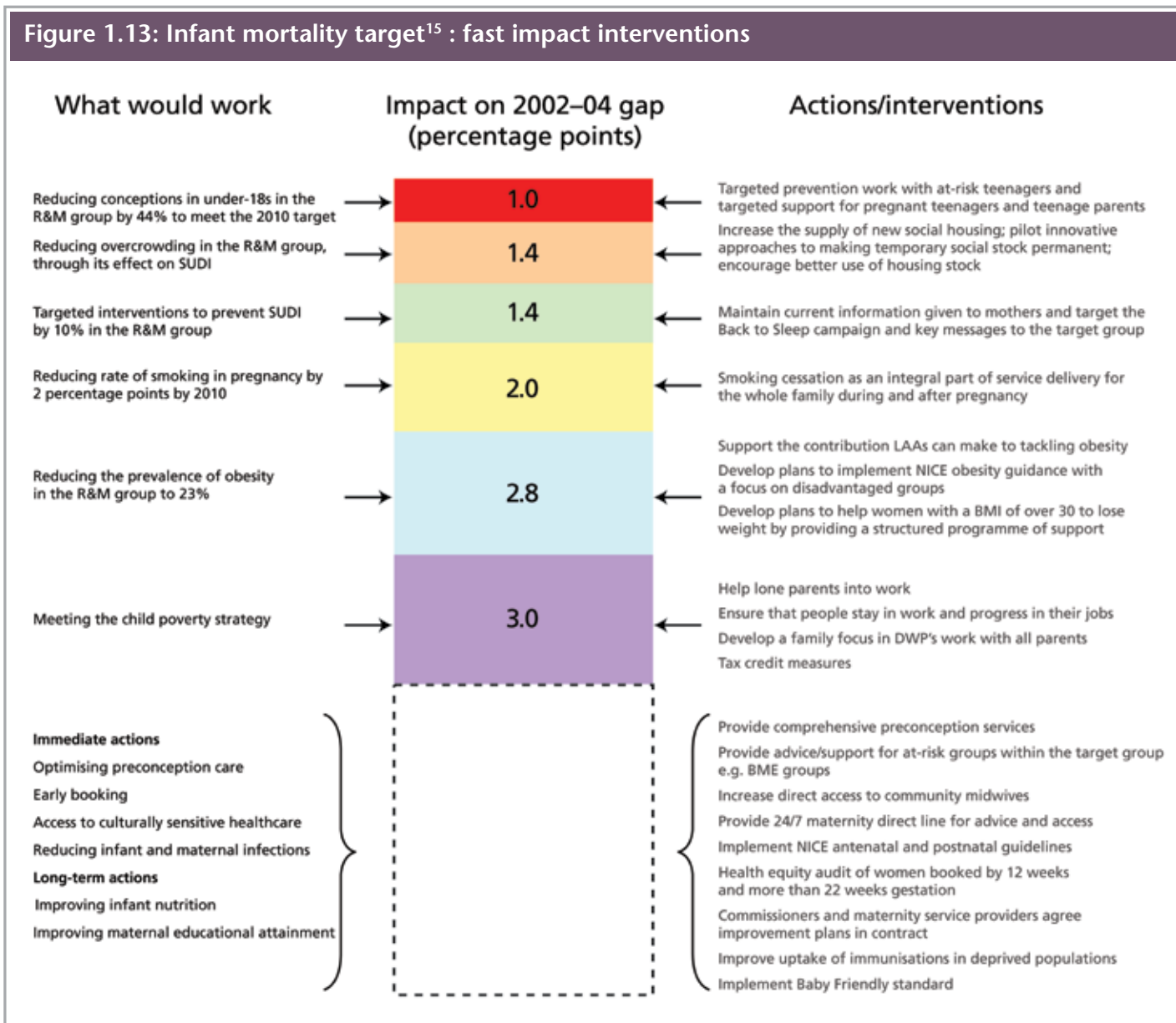
There is a range of wider determinants of health that impact on inequalities including rurality, transport deprivation, service deprivation and housing deprivation. The increased needs of particular groups such as families, young people, the elderly, disabled persons and carers¹⁴, the military, prisons, black and minority ethnic groups and Gypsies and Travellers and the way these are met can also affect the inequality gap.

Tackling health inequalities (including infant and child mortality) requires local service providers to work in partnership to address the wider determinants of health such as poverty, employment, poor housing and poor educational attainment. It is the responsibility of PCTs and local authorities as key partners to drive this change locally. The Department of Health has examined the interventions that work in reducing infant mortality (see Figure 1.13).



¹⁴ People looking after or giving help or support to family members, friends, neighbours or others because of long-term physical or mental ill health or disability or because of problems associated with old age.

Figure 1.13: Infant mortality target¹⁵ : fast impact interventions



Source: Department of Health

¹⁵ DH (2007) Implementation Plan for Reducing Health Inequalities in Infant Mortality: A Good Practice Guide. HMSO: London

Further information

ONS mortality or Life Expectancy pages:
www.ons.gov.uk

Author

Tom Frost Public Health Scientist, Wiltshire Public Health

Background

- Deprivation

Introduction

Whilst Wiltshire is considered to be a generally prosperous area, there are pockets of deprivation that are often hidden in official statistics. Deprivation is a key determinant of health and wellbeing and an understanding of deprivation is important in order to assess relative needs and develop local services and priorities.

The 'English Indices of Deprivation', produced by the DCLG, provide a vital tool for identifying where deprivation exists in Wiltshire and measuring its severity. The Indices measure relative levels of deprivation in small areas of England called Lower Super Output Areas (LSOAs), which have an average population of 1,500. Seven different domains of deprivation are measured, namely:

- Income
- Employment
- Health deprivation and disability
- Education, skills and training
- Barriers to housing and services
- Crime
- Living environment.



The bigger picture

The Indices provide scores and ranks for all 32,482 LSOAs in England for the seven deprivation domains and for a combined Index of Multiple Deprivation (IMD). This ranking allows relative levels of deprivation in Wiltshire to be compared with the rest of England. The LSOAs are ranked with 1 being the most deprived and 32,482 being the least. Wiltshire compares well against the rest of the country in terms of overall deprivation; the average IMD rank for Wiltshire's LSOAs in the Indices of Deprivation 2010 is 22,229.

What's changed?

The Indices of Deprivation 2010 (ID 2010) provides an update of earlier versions of the Indices from 2004 and 2007. This time series allows changes in relative deprivation in the county to be assessed. The ID 2010 is based mainly on data from 2008; the ID 2007 mainly on data from 2005 and the ID 2004 mainly on data from 2001.

1. Whilst Wiltshire continues to compare favourably against the national benchmark, the county has seen an increase in relative deprivation since the ID 2004.
2. For the first time, Wiltshire now has one LSOA in the 10% most severely deprived in England; Salisbury St Martin - central. This area is now also in the 10% most deprived in England with regards to health deprivation and disability.
3. The ID 2010 indicates that the total number of income deprived people in Wiltshire was around 39,100 as at 2008. This represents an increase from around 6.9% of the total population for the ID 2004 to 8.6% of the population for the ID 2010. The majority of this increase took place between the ID 2004 and 2007 i.e. between the years 2001 and 2005 and so prior to the onset of the recession.
4. Wiltshire's unemployed population stood at around 16,600 people in the ID 2010 data, with a moderate increase of around 2,200 people from the ID 2004. Unlike the income deprived population, the majority of this increase occurred between the ID 2007 and ID 2010; a time period that included the start of the economic downturn.

Issues 2012/13

- 1 Increasing relative levels of deprivation
- 2 Barriers to housing and services
- 3 Education, skills and training deprivation

Key fact

Whilst Wiltshire is generally less developed than England as a whole, the county has seen an increase in relative deprivation and in 2010, for the first time, had one Lower Super Output Area (LSOA) in the 10% most deprived in England: Salisbury St Martin - central.



Issue one:

Increasing relative levels of deprivation



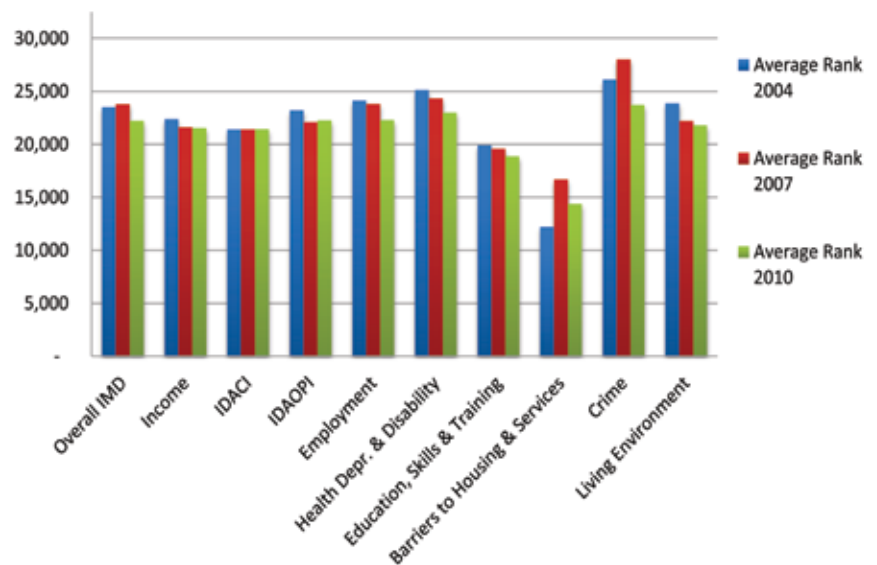
Summary

Whilst Wiltshire generally shows low levels of relative deprivation, the increasing trend shown through the ID 2004, 2007 and 2010 is of concern.

Key points

- As well as the overall IMD there has been an increase in average deprivation amongst Wiltshire's LSOAs from the ID 2004 to ID 2010 in all but one of the seven deprivation domains.
- The degree of change is generally fairly small with the greatest increases in average relative deprivation being for the crime, health deprivation and disability and living environment domains. These three domains do, however, still rank favourably when compared to the national average.
- Wiltshire now has one LSOA in the 10% most deprived in England, as set out above, along with a total of five LSOAs in the 20% most deprived nationally (an increase of one LSOA from the ID 2004 to ID 2010) and 14 LSOAs in the 30% most deprived (an increase of five LSOAs).

Figure 1.14: Wiltshire LSOAs: Average Rank



Source: Deprivation in Wiltshire



Issue two:

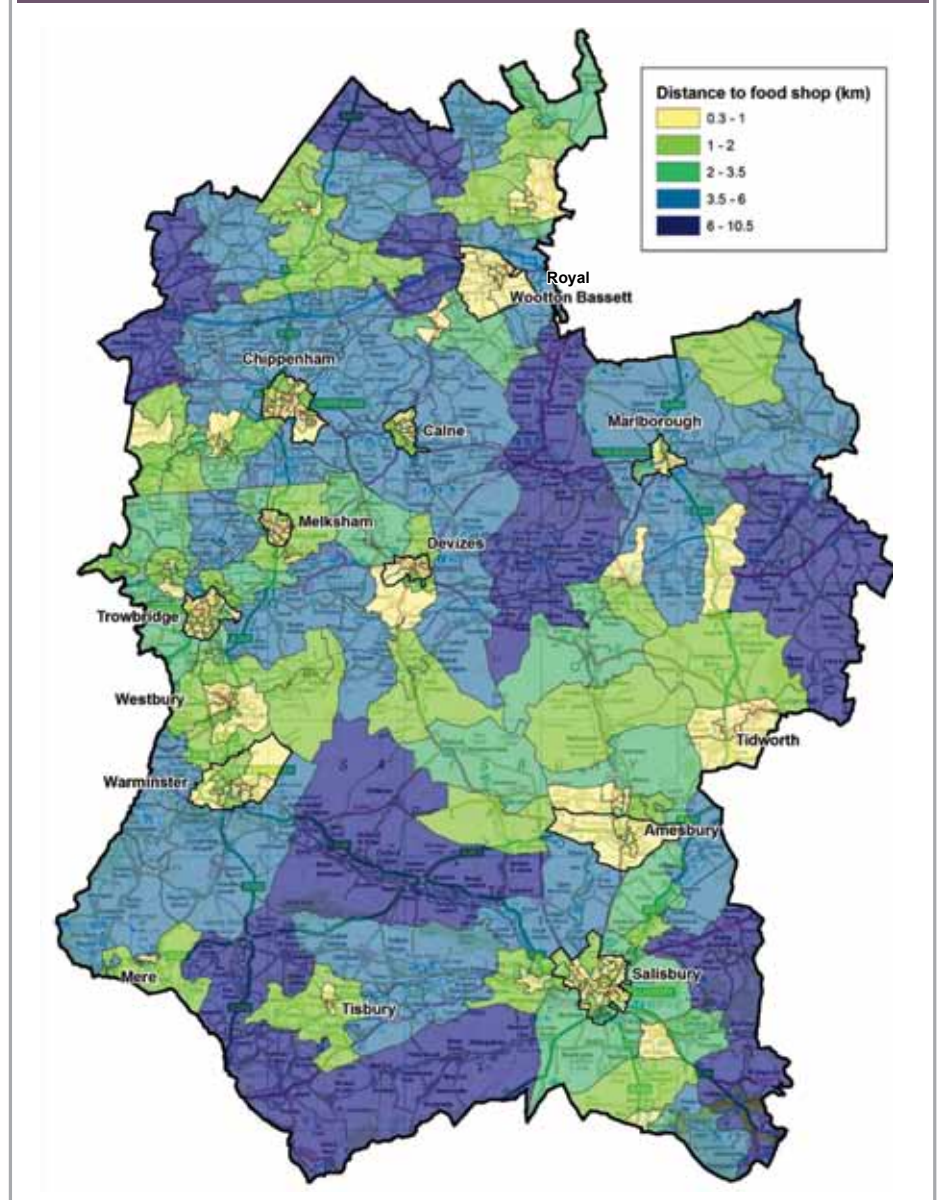
Barriers to housing and services



Summary

Wiltshire shows high levels of relative deprivation with regards to barriers to housing and services, reflecting the rural nature of the county.

Figure 1.15: ID 2012 - Barriers to Housing and Services Domain: Geographical barriers; road distance to a food shop



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Key points

- The indicators comprising the barriers to the housing and services deprivation domain are structured into two groups, representing 'geographical barriers' and 'wider barriers'. Geographical barriers are generally the greater issue in Wiltshire.
- 78 of Wiltshire's 281 LSOAs (28%) are within the 10% most deprived in England for geographical barriers and 12 of Wiltshire's LSOAs (4%) are within the 1% most deprived in England for this theme.



- Within the 10 most deprived LSOAs in Wiltshire for the barriers to housing and services domain, all 10 are among the 5% most deprived in England for road distance to a food shop; nine out of the 10 are among the 5% most deprived for road distance to a GP; eight out of the 10 are among the 5% most deprived nationally for road distance to a primary school and six of the LSOAs are in this category for road distance to a Post Office.
- Barriers to housing and services deprivation is, however, the only one of the Indices domains to have seen a reduction in relative deprivation from the ID 2004 to ID 2010; the Wiltshire average LSOA rank has increased and the county had 20 fewer LSOAs in the 30% most deprived in England in the ID 2010 compared to the ID 2004.

Issue three:

Education, skills and training deprivation



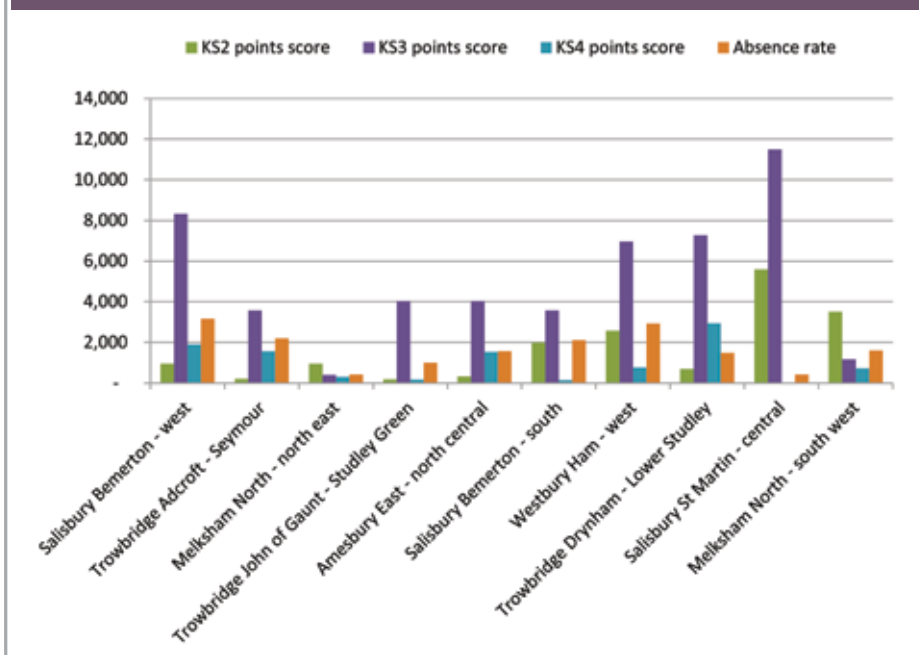
Summary

Education, skills and training deprivation is the second most prominent form of deprivation in Wiltshire (average Wiltshire LSOA rank 18,884 in the ID 2010). The domain measures both educational deprivation among children and young people and also a lack of skills and qualifications among the working age population.

Key points

- Relatively high levels of education, skills and training deprivation in Wiltshire are primarily due to educational deprivation among children and young people, rather than adult skills; 64 of Wiltshire's 281 LSOAs are within the 30% most deprived in England for the children and young people deprivation sub-domain, compared to 38 for the adult skills sub-domain.
- The main drivers of high relative deprivation for this domain appear to relate to achievement at Key Stages 2 and 4 and also the secondary school absence rate.
- The education, skills and training domain saw the largest increase in the number of Wiltshire LSOAs in the most deprived 20% and 30% nationally between the ID 2004 and ID 2010; an increase of 12 LSOAs within the 20% most deprived and 18 LSOAs within the 30% most deprived in England.

Figure 1.16: Education, skills and training - most deprived LSOAs in Wiltshire



Source: Deprivation in Wiltshire





Further information

Deprivation in Wiltshire: Indices of Deprivation 2010. June 2011

Deprivation in Wiltshire: Key issues in Wiltshire's most deprived areas. August 2012

www.intelligencenetwork.org.uk/community

Author

Dr Sally Hunter Senior Researcher, Wiltshire Council

Health and wellbeing

Introduction

Health and Wellbeing Board

A Health and Wellbeing Board (HWB) has been established in Wiltshire, as a result of the NHS reforms. The Health and Wellbeing Board is running in shadow form until 1st April 2013 when it becomes formally constituted. The Board will be the focal point for high-level decision making about the health and wellbeing needs of the local community, and will set the direction and priorities for local commissioning arrangements. The Board members will collaborate to understand their local community's needs, agree priorities and encourage commissioners to work in a more joined up way. The Boards will help give communities a greater say in understanding and addressing their local health and social care needs.

The Health and Wellbeing Board will also take on responsibility for the Joint Health and Wellbeing Strategy from April 2013. This strategy will be informed by the refresh of the health and wellbeing chapter of the JSA during 2012-13.

Health Improvement Partnership

The Health Improvement Partnership provides the main forum for the strategic overview and planning to reduce inequalities and enable improvements in the health and wellbeing of the population of Wiltshire. The Partnership has a lead role in progressing health improvement in Wiltshire, through policy and strategy development, working collaboratively with other multi agency partnerships and linking to evidence presented in the JSA. The Partnership has an overview of health improvement indicators and local targets, and will work with relevant groups to implement action plans and oversee effectiveness of health improvement and health inequality programmes.

Issues 2012/13

- 1 Complex/vulnerable families
- 2 Drugs and alcohol
- 3 Long-term conditions
- 4 Mental health
- 5 Long-term social care/care home placements

Key fact

In Wiltshire, at the age of 65, men can expect to live for another 11.7 years free of disability and women 12.0 years. *

* Sub-national Disability-free life expectancy (DFLE) for men and women at age 16 and at age 65: England, 2007-2009 (experimental statistics). Office for National Statistics.



The bigger picture

Figure 2.1, The Health Profile for Wiltshire (2012), provides a summary of the health of the people of Wiltshire compared to other areas.

Health summary for Wiltshire

E06000054

The chart below shows how the health of people in this area compares with the rest of England. This area's result for each indicator is shown as a circle. The average rate for England is shown by the black line, which is always at the centre of the chart. The range of results for all local areas in England is shown as a grey bar. A red circle means that this area is significantly worse than England for that indicator; however, a green circle may still indicate an important public health problem.

- Significantly worse than England average
- Not significantly different from England average
- Significantly better than England average



Domain	Indicator	Local No. Per Year	Local Value	Eng Avg	Eng Worst	England Range	Eng Best
Our communities	1 Deprivation	8571	1.9	19.8	83.0	[Grey bar, red circle]	0.0
	2 Proportion of children in poverty ‡	10945	12.6	21.9	50.9	[Grey bar, red circle]	6.4
	3 Statutory homelessness ‡	240	1.3	2.0	10.4	[Grey bar, red circle]	0.0
	4 GCSE achieved (5A*-C inc. Eng & Maths)	3113	60.3	58.4	40.1	[Grey bar, green circle]	79.9
	5 Violent crime	4144	9.1	14.8	35.1	[Grey bar, red circle]	4.5
	6 Long term unemployment	497	1.7	5.7	18.8	[Grey bar, red circle]	0.9
Children's and young people's health	7 Smoking in pregnancy ‡	721	14.2	13.7	32.7	[Grey bar, yellow circle]	3.1
	8 Breast feeding initiation ‡	4180	82.3	74.5	39.0	[Grey bar, green circle]	94.7
	9 Obese Children (Year 6) ‡	721	16.4	19.0	26.5	[Grey bar, green circle]	9.8
	10 Alcohol-specific hospital stays (under 18)	68	66.7	61.8	154.9	[Grey bar, yellow circle]	12.5
	11 Teenage pregnancy (under 18) ‡	274	28.8	38.1	64.9	[Grey bar, green circle]	11.1
Adults' health and lifestyle	12 Adults smoking ‡	n/a	18.5	20.7	33.5	[Grey bar, green circle]	8.9
	13 Increasing and higher risk drinking	n/a	24.2	22.3	25.1	[Grey bar, yellow circle]	15.7
	14 Healthy eating adults	n/a	30.9	28.7	19.3	[Grey bar, green circle]	47.8
	15 Physically active adults ‡	n/a	14.8	11.2	5.7	[Grey bar, green circle]	18.2
	16 Obese adults ‡	n/a	25.2	24.2	30.7	[Grey bar, yellow circle]	13.9
Disease and poor health	17 Incidence of malignant melanoma	80	17.0	13.6	26.8	[Grey bar, red circle]	2.7
	18 Hospital stays for self-harm ‡	1082	268.9	212.0	509.8	[Grey bar, red circle]	49.6
	19 Hospital stays for alcohol related harm ‡	9114	1580	1895	3276	[Grey bar, green circle]	910
	20 Drug misuse	1117	3.8	8.9	30.2	[Grey bar, green circle]	1.3
	21 People diagnosed with diabetes ‡	18693	5.0	5.5	8.1	[Grey bar, green circle]	3.3
	22 New cases of tuberculosis	14	3.1	15.3	124.4	[Grey bar, green circle]	0.0
	23 Acute sexually transmitted infections	2270	494	775	2276	[Grey bar, green circle]	152
	24 Hip fracture in 65s and over ‡	521	441	452	655	[Grey bar, yellow circle]	324
Life expectancy and causes of death	25 Excess winter deaths ‡	293	22.8	18.7	35.0	[Grey bar, yellow circle]	4.4
	26 Life expectancy – male	n/a	79.6	78.6	73.6	[Grey bar, green circle]	85.1
	27 Life expectancy – female	n/a	83.7	82.6	79.1	[Grey bar, green circle]	89.8
	28 Infant deaths ‡	22	4.1	4.6	9.3	[Grey bar, yellow circle]	1.2
	29 Smoking related deaths	652	167	211	372	[Grey bar, green circle]	125
	30 Early deaths: heart disease and stroke ‡	287	52.7	67.3	123.2	[Grey bar, green circle]	35.5
	31 Early deaths: cancer ‡	552	102.2	110.1	159.1	[Grey bar, green circle]	77.9
	32 Road injuries and deaths ‡	247	54.1	44.3	128.8	[Grey bar, red circle]	14.1

‡ Substantially similar to indicator proposed in the Public Health Outcomes Framework published January 2012

Indicator Notes

1 % people in this area living in 20% most deprived areas in England, 2010 2 % children (under 16) in families receiving means-tested benefits & low income, 2009 3 Crude rate per 1,000 households, 2010/11 4 % at Key Stage 4, 2010/11 5 Recorded violence against the person crimes, crude rate per 1,000 population, 2010/11 6 Crude rate per 1,000 population aged 16-64, 2011 7 % mothers smoking in pregnancy where status is known, 2010/11 8 % mothers initiating breast feeding where status is known, 2010/11 9 % school children in Year 6 (age 10-11), 2010/11 10 Persons under 18 admitted to hospital due to alcohol-specific conditions, crude rate per 100,000 population, 2007/08 to 2009/10 (pooled) 11 Under-18 conception rate per 1,000 females aged 15-17 (crude rate) 2008-2010 12 % adults aged 18 and over, 2010/11 13 % aged 16+ in the resident population, 2008/2009 14 % adults, modelled estimate using Health Survey for England 2006-2008 15 % aged 16 and over, Oct 2009-Oct 2011 16 % adults, modelled estimate using Health Survey for England 2006-2008 17 Directly age standardised rate per 100,000 population, aged under 75, 2006-2008 18 Directly age sex standardised rate per 100,000 population, 2010/11 19 Directly age sex standardised rate per 100,000 population, 2010/11 20 Estimated users of opiate and/or crack cocaine aged 15-64, crude rate per 1,000 population, 2009/10 21 % people on GP registers with a recorded diagnosis of diabetes 2010/11 22 Crude rate per 100,000 population, 2008-2010 23 Crude rate per 100,000 population, 2010 (chlamydia screening coverage may influence rate) 24 Directly age and sex standardised rate for emergency admissions, per 100,000 population aged 65 and over, 2010/11 25 Ratio of excess winter deaths (observed winter deaths minus expected deaths based on non-winter deaths) to average non-winter deaths 1.08.07-31.07.10 26 At birth, 2008-2010 27 At birth, 2008-2010 28 Rate per 1,000 live births, 2008-2010 29 Directly age standardised rate per 100,000 population aged 35 and over, 2008-2010 30 Directly age standardised rate per 100,000 population aged under 75, 2008-2010 31 Directly age standardised rate per 100,000 population aged under 75, 2008-2010 32 Rate per 100,000 population, 2008-2010

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Wiltshire

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What's changed?

Children and young people

Mortality rates¹ in infants (children under one) have risen in Wiltshire in recent years. The infant mortality rate in 2008 - 2010 was 4.1 per 1,000 live births and has increased in each period since an historical low point of 3.2 per 1,000 in 2005-07. This places Wiltshire below the national rate (4.6 per 1,000) but above the rate for the South West (3.7 per 100,000) but not significantly different in either case. However, as for under 15s, the national and regional rates have been decreasing between 2005-2007 and 2008-2010.

In line with national trends, the birth rate in Wiltshire has risen steadily in the past decade. In Wiltshire this rise was greater than that projected by the Office of National Statistics (ONS). ONS projected there to be around 5,000 births in 2010², however, in fact there were 5,468 births³. There is also an increase in complex and high risk pregnancies. Higher numbers of older women, women with a high Body Mass Index (BMI) and women with pre-existing medical conditions means that there are fewer women experiencing a low-risk pregnancy⁴.

Against this backdrop three examples of areas where data and intelligence have highlighted potential problems and have led to action are presented:

Teenage conceptions

The official statistics for 2010 show that the teenage conception rate in Wiltshire is now 26.4 per 1,000 girls aged 15-17. This is down from 30.9 per 1,000 in 2008 and reflects the on-going work of the Wiltshire Teenage Pregnancy Commissioning Board.⁵

Improved completion of health assessments for looked-after children

- The standard for review health assessments is that each child in care aged five years of age and over receives an annual health assessment and children in care under five years of age receive a six monthly health assessment.
- In 2011/12 98% of children in care who were eligible for an annual health assessment had this undertaken. This is up from 87% in 2010/11, largely due to an exceptional reporting system set up by the health provider to ensure reasons are fully understood as to why children are failing to undergo assessment. The national standard is 80%.

Healthy weight

- A Breastfeeding Strategy for Wiltshire is in place. Breastfeeding peer support training has run in areas where it is known that there is a low prevalence of breastfeeding.
- The National Childhood Measurement Programme (NCMP) data for 2010/11 show levels of obesity in Wiltshire at 8% for Reception

¹ The NHS Information Centre for health and social care. © Crown Copyright.

² ONS, 2008 based sub-national population projections

³ ONS live births by area of usual residence, 2010.

⁴ Commissioning Maternity Services, A Resource Pack to support Clinical Commissioning Groups, July 2012, NHS Commissioning Board

⁵ Under 18 conception (numbers and rates) and outcome 1998-2010. Office for National Statistics



pupils (age 4/5) and 16.4% for Year 6 pupils (age 10/11). These levels have remained largely unchanged over the past three years and continue to be below the national values (9.4% obesity in England for Reception and 19% obesity in Year 6).

- Healthy cooking classes have been commissioned for the nine children's centres with the highest level of obesity in Wiltshire, according to NCMP 2008-11. Delivery of these classes started in June 2012, with each programme lasting six weeks.
- The Mind Education Nutrition and Do it (MEND) programme has been commissioned in Wiltshire. MEND will initially take place in Trowbridge, Chippenham, Warminster and Salisbury (the areas with highest levels of child obesity). The 10 week programme accepts parents/carers with an overweight child age 7-13. The first programme started in September 2012.
- Free swimming for under 16s during the school holidays was launched in April 2012 and saw a 100% increase in attendances during first holiday period. This programme is being expanded to target obese/overweight children and their families from September 2012.
- As of June 2012, 'Bike It Plus' had engaged 13 selected primary schools in Trowbridge, Chippenham and Calne. The three year project (which started in September 2011) encourages children (and parents) to walk, cycle and scoot more. Bike It Plus will expand to other towns in Wiltshire, as it progresses.
- A Slimming on Referral scheme has been established in Wiltshire, enabling GPs to make a direct referral for patients to Weight Watchers or Slimming World.

Cancer and Cardiovascular Disease (CVD)

The Health Profile for Wiltshire (2012) shows that premature (under-75) mortality rates from heart disease and stroke continued to decrease in Wiltshire in the latest time period (2009) but that those from cancer have remained relatively similar between 2004 and 2009.

Cancer: Improving access to local cancer services

- Providing services at community level where possible is an important objective of the cancer strategy. This has been achieved in respect of chemotherapy services with the support of the Help for Tomorrow charity which has provided a mobile chemotherapy unit for the people of Wiltshire. The unit was launched in May 2012 and is operated jointly by Salisbury Foundation Trust (three days a week) and Great Western Hospital in Swindon (two days a week). Referrals to the Unit will be made by the hospital staff and will be focused on those most likely to benefit from reduced travelling times.



Bowel cancer screening programme

- The national bowel cancer screening programme has been operational in Wiltshire since 2009. The most recent figures, for 2011, indicate that 27,000 patients (aged 60-69) from Wiltshire were invited for screening with a take-up rate of 61% (surpassing the national standard of 60%) and positivity of 2.1%. This is an increase from the 2010 rates of 59% for uptake and 1.8% for positivity. The positivity rate is as expected from national data, where two people in 100 are expected to receive an abnormal result ⁶.

Between January and March 2012, Wiltshire supported the national bowel cancer information campaign. This resulted in a large increase in referrals from GPs for suspected bowel cancer and while there was no increase in the number of cases of cancer diagnosed, there was obviously considerable impact on people's awareness of the symptoms of bowel cancer.

In the course of 2012, the bowel cancer screening programme in Wiltshire will be extended to those aged up to 75 years.

Cardiovascular disease:

NHS Health Check

- The NHS Health Check programme is a preventative programme sponsored by Public Health. It is intended to help people stay healthy for longer by providing an assessment of CVD risk to all aged 40-74. The NHS Health Check assesses an individual's risk of developing heart disease, stroke, type-2 diabetes and kidney disease, and provides simple, practical and realistic steps to help reduce that risk and stay healthy. In Wiltshire, this service is provided by all GP practices.

The initial risk assessment uses: age, gender, smoking status, physical activity, family history, ethnicity, height, weight, Body Mass Index (BMI), blood pressure, and cholesterol to determine individual 10 year CVD risk. Patients are also assessed to see if further tests for diabetes are required. Individuals are offered appropriate advice to help them to manage their CVD risk, with some patients requiring further tests.



⁶ www.cancerscreening.nhs.uk/bowel/result-mean.html

Abdominal Aortic Aneurysm (AAA) screening programme

- In 2005 there were almost 5,000 deaths in England and Wales due to AAA, over 95% of which occurred in people aged 65 and over. As part of the national AAA screening programme, and in accordance with the wishes of Wiltshire GPs, Public Health has worked with NHS Dorset to provide an AAA screening service for Wiltshire. This service will start screening male patients aged 65 in 2013.



Cardiac rehabilitation

- Following a stay in hospital, and prior to leaving hospital, people suffering from coronary heart disease are offered a programme of cardiac rehabilitation. The aim of the programme is to reduce their risk of subsequent cardiac problems and to promote their return to a full and normal healthy life. Cardiac rehabilitation supports patients' return to work, improves their functional capacity and physical activity status and perceived quality of life, and supports the development of self-management skills.
- Wiltshire Public Health has continued to build on the success of the community-based cardiac rehabilitation programme provided in Westbury. This nurse-led programme is now also offered on a regular basis in Chippenham, again provided by the RUH. This year also sees the start of a county-wide enhancement to cardiac rehabilitation, with patients being offered the option of a Heart Manual Service. This option enables individuals to exercise and progress at their own pace with the support of a cardiac rehabilitation nurse, but without having to attend regular classes.

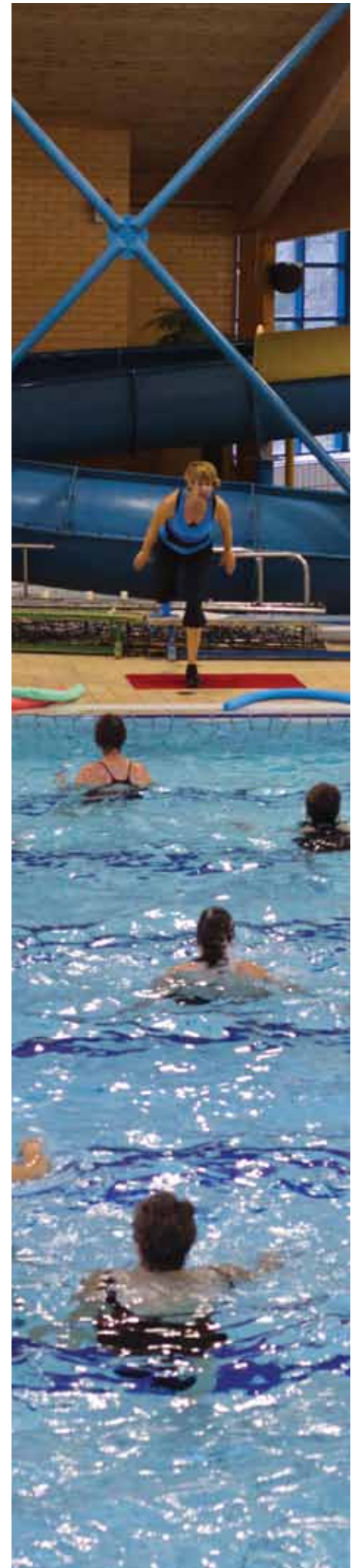
Lifestyle choices

Wiltshire Public Health have developed the already successful Wiltshire Stop Smoking Service to incorporate the wider range of lifestyle issues that can be influenced at this point in time. The lifestyle service will provide:

- service delivery through a multitude of providers, recognising the vast range of lifestyle interventions that Public Health and other Wiltshire Council departments deliver
- a clear access point/pathway, led by public need and open for both self and professional referral for Wiltshire patients and the public
- good access and coverage in terms of geographical spread.

Since the 2010/11 JSA more recent lifestyle data has become available and is summarised below:

- The Health Profile for Wiltshire (2012) shows that in 2010/11, 18.5% of adults in Wiltshire smoked. This is significantly lower than England and shows improvement from the 2006-2008 data presented in the 2010 profile which showed Wiltshire as similar to England.



- The profile also shows that 24.2% of those aged 16 plus were classified as increasing and higher risk drinkers in 2008/09. This is a slightly higher percentage than the figure for England.
- 30.9% of adults were found to be eating healthily according to 2006-2008 data. This is significantly higher than England and shows improvement from the data presented in the 2010 profile which showed Wiltshire as similar to England.
- 14.8% of adults were classed as physically active in data from October 2009 to October 2011. This is significantly higher than England, as it was in 2008/09 in the 2010 profile.
- 25.2% of adults were considered obese according to 2006-08 data. In both the 2010 and 2012 profiles Wiltshire's figures were slightly higher than England's.

Health inequalities

Health inequalities can be defined as differences in health status or in the distribution of health determinants between different population groups⁷. They are often measured by looking at differences in life expectancy figures for different populations. Please refer to the mortality, life expectancy and inequality section in the background chapter for analysis of the gap in life expectancy between the most and least deprived areas in Wiltshire.

The Public Health Outcomes Framework for England, 2013-2016⁸ outlines the overarching vision for public health as: "to improve and protect the nation's health and wellbeing, and improve the health of the poorest fastest". The focus on inequalities is evidenced by one of two high-level outcomes: "Reduced differences in life expectancy and healthy life expectancy between communities". Additionally reducing health inequalities is included in the objectives for each of the four domains. It is therefore clear that work to reduce health inequalities will be everybody's business and that efforts need to be directed at not only the causes of health inequalities but also the 'causes of causes'. There are a number of projects which show how Wiltshire has tackled inequalities, a small selection are summarised below.

Health trainers

Health trainers help people to develop healthier behaviour and lifestyles in their own local communities. They offer practical support to change their behaviour to achieve their own choices and goals.

Probation:

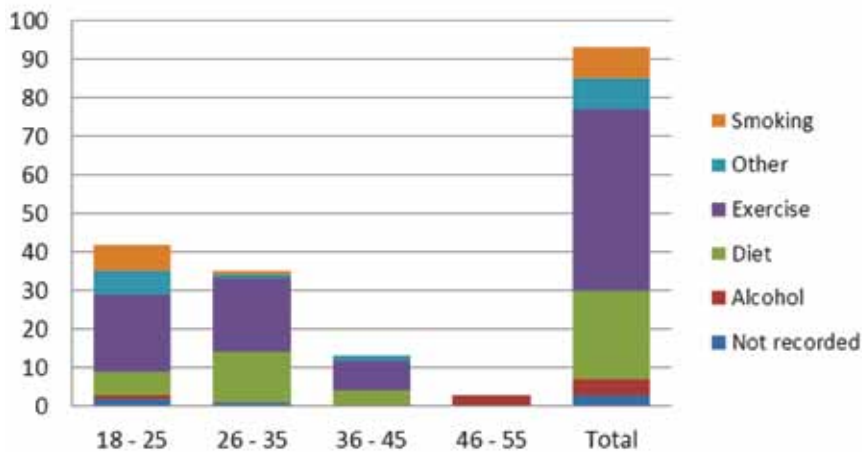
- Working in partnership with Wiltshire and Swindon Probation Trust a successful health trainer service was launched in August 2011 employing two part time health trainers.
- Figure 2.2 over the page shows the probation health trainers are working with a wide age range on a variety of health-related weekly mini-goals, set by the clients.

⁷ WHO Health Impact Assessment: glossary of terms. url: <http://www.who.int/hia/about/glos/en/index1.html> (accessed 18/07/2012)

⁸ Department of Health http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_132358



Figure 2.2: Mini goal by age



- In addition the health trainers have supported registration with a GP, housing issues, reducing isolation through joining groups and clients gaining employment. There is good evidence that the offenders who have worked with the Health Trainers are maintaining their behaviour change after a 4 - 6 week period.

Her Majesty's Prison Erlestoke:

- Prisoners tend to be more vulnerable to health inequalities than other groups, therefore there is a commitment to the health trainer programme within HMP Erlestoke. A fourth cohort of offenders has qualified at the prison, by passing the Level 3 City and Guilds Health Trainer Certificate. For many this is the highest level of qualification they have ever achieved. Health Trainers have supported the Physical Education staff in developing a beginners circuit training aimed at engaging unfit and often isolated prisoners. Working in partnership with Health Care, they also support the stop smoking groups. Individually they support one to one behaviour change.

Lifestyle interventions

Public Health is working with GPs and pharmacies to provide local health awareness events targeted at particular groups and geographical areas in Wiltshire. Examples include Sarum GPs attending farmers' markets to improve the health of rural workers; health promotion events on market days in Wiltshire towns which offer lung capacity checks, blood pressure assessment and cholesterol checks, together with lifestyle advice.

All individuals are given lifestyle advice appropriate to their needs. Some people have been found to have higher than normal blood pressure or cholesterol levels and have been advised to visit their own GP for further investigation.

Healthy eating projects

A series of Wiltshire 'lifestyle leaflets', including 'Top Tips for Diet and Activity' and 'Healthy Weight Healthy Pregnancy' have been produced and are available for download at:
www.intelligence-network.org.uk/health/obesity-resources



Public Health has commissioned 'Any Body Can Cook' courses, each lasting six weeks, to run in nine children's centres during 2012/13. The children's centres are located in: Warminster, Trowbridge, Melksham, Salisbury, Westbury, Calne and Chippenham. These areas showed higher than average levels of obesity in data from the National Child Measurement Programme (2008 to 2011). The courses for parents and children under five will focus on healthy living including how to buy and prepare healthy food.

In a similar vein, two HEY! courses, in partnership with Danone, are being run in two children's centres in Trowbridge.

Smoking

There is a strong link between cigarette smoking and socio-economic group. Smoking has been identified as the single biggest cause of inequality in death rates between rich and poor in the UK. Smoking accounts for over half of the difference in risk of premature death between social classes. Death rates from tobacco are two to three times higher among disadvantaged social groups than among the better off.

In Wiltshire during 2011/12 there were 5,412 people (2,690 males and 2,722 females) who were supported by the NHS Wiltshire Stop Smoking Service to set a quit date. Of the overall number of quit dates set, 33% were in the routine and manual group – highlighting that services have been well targeted at this hard-to-reach group. The successful quit rate for routine and manual smokers was 55%, which was higher than the national average quit rate of 52% for 2010/11 for this group.

Breastfeeding

Breastfeeding is known to have short and long-term health benefits. There are known to be socio-economic inequalities in breastfeeding. Mothers in routine and manual occupations are less likely to breastfeed than mothers in managerial and professional occupations. Teenage mothers are particularly unlikely to breastfeed. In 2011/12 the prevalence of breastfeeding at six to eight weeks in the most deprived population quintile was significantly lower than the Wiltshire average and significantly lower than the rate observed in any other deprivation quintile.

The Wiltshire Breastfeeding Strategy aims to close the gap between the rates of breastfeeding in the most deprived areas of Wiltshire and the Wiltshire average. In addition to maternity and health visiting services working towards the UNICEF Baby Friendly Initiative, more targeted initiatives include the implementation of a breastfeeding peer support programme where women with experience of breastfeeding are trained to support new mothers with breastfeeding in areas where breastfeeding rates are lowest.

Ageing population

Demographics

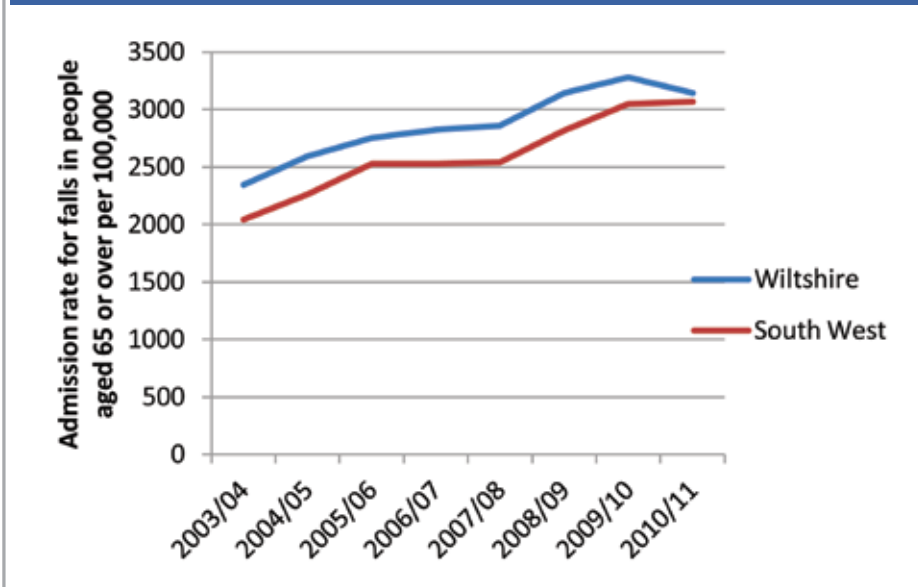
The Census 2011 estimates show that compared to England, Wiltshire has a relatively high percentage of its total population at retirement age and above (21.5%), although slightly less than the South West average (23.1%). Please refer to the population section in the background chapter for further information.



Falls

- There was a 34% increase in admissions to hospital as a result of a fall in people aged over 65 between 2003/04 and 2010/11, see graph below. In 2010/11 there were 3,054 admissions as a result of a fall per 100,000 people aged over 65. This means around one in 33 people aged 65 or over was admitted to hospital as a result of a fall.

Figure 2.3: Emergency admission rate to hospital as a result of a fall (ages 65 or over)



Data source: Dr Foster Intelligence (Secondary User System hospital statistics).

- Falls are more common, and more likely to have serious consequences in older people. Therefore, as Wiltshire has an ageing population, falls is a focus area for Public Health. The Joint Wiltshire Falls and Bone Health Strategy was updated in 2012 and the five key areas for action are to:
 1. update the falls and osteoporosis care pathways for use across Wiltshire
 2. make sure an individual person's risk of falling is assessed and people have access to evidence-based treatments
 3. make sure an individual person's risk of osteoporosis is assessed and suitable treatment started
 4. maintain improvement of hospitals in the management of hip fractures
 5. raise awareness of osteoporosis and falls with older people, their carers, staff who work with them and other health care providers. Including the promotion of healthy lifestyles.
- To ensure older people have access to evidence-based treatments, Public Health has worked with Wiltshire Council so that older people across Wiltshire can access strength and balance classes. There are now 24 strength and balance classes in 20 locations across Wiltshire designed to reduce falls and falls-related injuries.



Issue one:

Complex/vulnerable families



Summary

Pregnancy and the early years are very important stages in the life cycle and provide valuable opportunities to influence families to make positive changes to their lifestyles. Outcomes for both mother and baby are strongly influenced by health and social factors during this time.

Teenage mothers, mothers who smoke during pregnancy, mothers with alcohol or drug addiction problems, women from certain ethnic groups and women from socially deprived areas are, for example, more likely to give birth to low birth weight (<2,500g) babies⁹.

Low birth weight is a major cause of perinatal mortality and morbidity and these babies are at increased risk of impaired immune function, heart disease, diabetes and cognitive disabilities.

Studies have also shown an association between maternal factors and outcomes for children aged five years, and have demonstrated strong associations between poorer outcomes for children and early motherhood, low or no qualifications, or living in deprived areas.



Key points

Children in families which experience multiple social, economic and health issues can have poor outcomes, partly due to their parents having problems being effective parents.

Some families manage their issues and their children do well but others do not. These families almost always have other long-standing problems which can lead to their children repeating the cycle of disadvantage.

The families are often chaotic and have children who are excluded from school, encounter child protection problems and sometimes are young offenders. A number of these families will be known to social services and typically will cycle through episodes of short-term and long-term support and sometimes be subject to statutory interventions when the children become subject to child protection plans or are taken into care. However, some of these families will often fall below existing service thresholds and many of them will also have a history of non-engagement with services and be considered to be 'hard to change'.

Previous government research has highlighted that 2% of families suffer significant multiple problems that in turn make them more likely to place demands on local services, such as health, social care and criminal justice. The government's newly formed 'National Unit for Troubled Families' and additional funding for local authorities are designed to fight the problems of inter-generational poverty, disadvantage and disconnection from the mainstream of society. Troubled families within this programme are defined as those families which:

- are involved in crime or Anti-Social Behaviour
- have a child who has been excluded or is persistently absent from school
- are in receipt of out of work benefits
- cause high costs to the public purse.

The programme targets the support needs of families experiencing multiple problems through the use of a dedicated key worker approach by:

- joining up local services
- dealing with each family's problems as a whole rather than individually
- appointing a single key worker to get to grips with their problems and work intensively to help them change for the long-term, functioning more effectively as a unit and within a community and improving the life opportunities for the children.

⁹ Goldenberg, RL., Culhane, JF., Iams, JD., & Romero, R. (2008). Epidemiology and causes of preterm birth. *Lancet*. Vol. 371, No. 9606 (Jan 2008), pp 75-84

In March 2012, the National Unit for Troubled Families estimated that we have approximately 500 troubled families in Wiltshire. Actual numbers of troubled families are not currently known and to some extent will never be accurate. An indication of the number of complex families in Wiltshire could also be derived from the Vulnerable Families Survey 2010¹⁰ that looked at 19,979 families who had children aged 0-4 years old who were supported by Wiltshire health visitors. It defined a vulnerable family as one that experienced four or more factors (out of 34 possible determinants) or where the child or children were at risk of significant harm. It concluded that 11.6% (2,323) of families were vulnerable.

There are approximately 53,800 families in Wiltshire with dependent children which if the 1.3% was applied would suggest approximately 700 vulnerable families.

In Wiltshire, the Complex Families Project (CFP) is our response to the government's Troubled Families Initiative and the local authority has signed up to working with 140 families during the first year of this three year project. Building on the work that had already been undertaken during 2011 as a result of the Family and Parenting Support Commissioning Strategy, the following actions have included:

- commissioning 'Wiltshire Families First' for families which do not meet the threshold for children's social care, but with needs that cannot be met by support offered by Children's Centres and Parenting Support Advisors alone
- commissioning an enhanced Family Group Conferencing Service to enable more families to find their own solutions to difficulties they are experiencing
- revising the Gateway Panel process which supports lead professionals working with children and young people following the completion of the Common Assessment Framework (CAF) but where limited progress was being made in resolving difficulties.

The project will now focus on:

- getting the children's social care 'front door' right to enable referrals to be progressed appropriately and complex families to be supported in the best way
- ensuring the gateway panel works effectively
- assessing the effectiveness of using a family CAF form rather than one that is mainly child focused.



¹⁰ Vulnerable Families Survey 2010 NHS Wiltshire

Issue two: Drugs and alcohol



Summary

Significant progress has been made by partnership working in Wiltshire to reduce the harms associated with alcohol and drugs misuse. However, substance misuse remains an important public health issue.

Strategies are in place to reduce the harm caused by all aspects of adults' alcohol misuse and drug misuse, and to prevent and intervene early in substance misuse problems among children and young people.

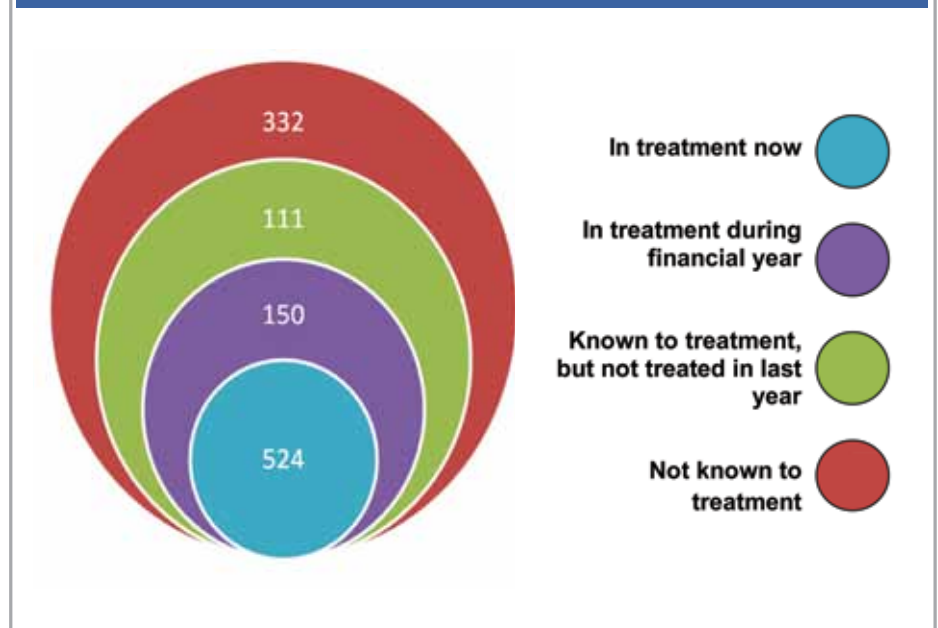
'Hidden Harm' approaches are being taken forward to protect children and young people from parental alcohol and drug problems, and to keep families together.

Provision of high quality and effective services has been shown to reduce harm to individuals, their families and communities and deliver cost savings to the public sector¹¹.

Key points

- Synthetic estimates suggest 19% of the Wiltshire population aged 16 years and over engage in binge drinking (drinking more than six units on one occasion).
- Over 16,000 people in Wiltshire aged 18 to 64 are estimated to be alcohol dependent.
- In 2011 there were an estimated 9,064 alcohol-related inpatient hospital admissions in Wiltshire, where alcohol was a significant contributory factor, amounting to 1,567 per 100,000 population.
- There were 724 individuals from Wiltshire registered in structured drug treatment (Tier 3 or 4) by the National Drug Treatment Monitoring System (NDTMS) between April 2010 and March 2011.

Figure 2.4: Estimated 'problem' drug users in Wiltshire, 2010/11



Source: NDTMS



- It is estimated that in 2011 in Wiltshire 9,318 people aged 18 to 64 had some level of drug problem.
- Probation data indicates that 31% of people assessed at the beginning of sentencing had drug misuse directly linked to their offending behaviour. In Wiltshire this equates to 199 offenders between 2010 and 2011. During the same period, 45 community sentences with a Drug Treatment Requirement were made by the courts.

¹¹ Addressing Alcohol and Drugs in the Community, Wiltshire Council Cabinet Paper, 17/04/2012

- There may be at least 1,306 children at risk of drug-related harm from their parent or parents in Wiltshire, and at least 8,000 affected by parental alcohol use. Analysis of 2010/11 adult drug treatment data¹² indicates approximately 51% (258) of those in drug treatment are parents and 57% (308) of those in alcohol treatment are parents.

Improvements in performance in adult treatment services have led to an increase in Department of Health funding for next year. Further improvements and efficiencies are sought through development of an integrated adult treatment and care system to deliver greater coherence of service provision, delivering better outcomes for service users. It will also deliver additional capacity to meet the increasing demand for services which are likely to be created by continued implementation of the Wiltshire Alcohol and Drug Strategies and the Wiltshire Hidden Harm Strategy, as these are likely to identify additional individuals requiring support and treatment.



¹² National Drug Treatment Monitoring System (NDTMS)

Issue three: Long-term conditions



Summary

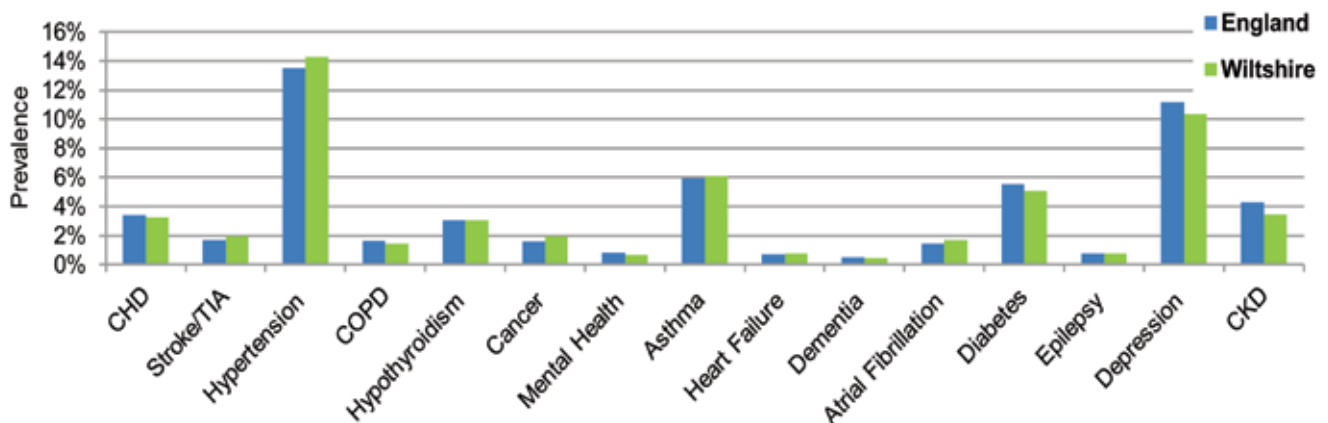
Long-term conditions have been defined as 'health problems that require on-going management over a period of years or decades'¹³. Figure 2.5 below shows the prevalence of some major long-term conditions in Wiltshire and England.

Key points

Long-term conditions have an impact on many aspects of people's lives, from reducing mobility, the ability to work and the ability for independent care, to increasing the likelihood of living with pain and co-morbidities, especially mental health problems such as depression or anxiety.

- In Wiltshire approximately 138,000 people are living with a long-term condition¹⁴.
- These people are by far the most intensive users of health services, accounting for 50% of all GP appointments, 64% of all outpatient appointments, 70% of all inpatient bed-days and 70% of total health and care spend in England¹⁵.
- The two main risk factors for long-term conditions are lifestyle and aging. 58% of those aged 60 plus are estimated to have at least one long-term condition; 25% have two or more¹⁶.
- Risky health behaviours including smoking, excess alcohol intake, lack of exercise and unhealthy eating, all increase the risk of developing a long-term condition.
- By 2020 there will be approximately 60,000 people aged 65 or more living in Wiltshire with a long-term condition - a 60% increase on 2012¹⁷.
- The number of obese over 65s, an important high-risk group, is expected to increase by 20% by 2020, and will account for 25% of the total over 65 population¹⁷.
- People in lower social classes are known to have a 60% higher prevalence of long-term conditions and a 30% higher severity of such conditions¹⁶.

Figure 2.5: Prevalence of selected long-term conditions in Wiltshire and England (2010/11)¹⁸ *



* Conditions shown are the long-term conditions routinely collected for Quality Outcomes Framework disease registers.

¹³ World Health Organisation. www.euro.who.int/document/e91878.pdf

¹⁴ QOF 2010/11

¹⁵ 2009 General Lifestyle Survey.

¹⁶ Long-term Conditions Compendium of Information. Department of Health (2012)

¹⁷ www.poppi.org.uk version 7.0 – accessed 02/07/12 11:18

¹⁸ QOF 2010/11. Conditions shown are the long-term conditions routinely collected for QOF disease registers.

Issue four: Mental health



Summary

One in four British adults experience at least one diagnosable mental health problem in any one year and one in six experiences this at any given time¹⁹.

In 2004, 22.8% of the total burden of disease in the UK was attributable to mental disorder, including self-inflicted injury. Depression alone accounts for 7% of the disease burden, more than any other health condition. It is predicted that by 2030, neuropsychiatric conditions will account for the greatest overall increase in Disability Adjusted Life Years (DALYs)²⁰.

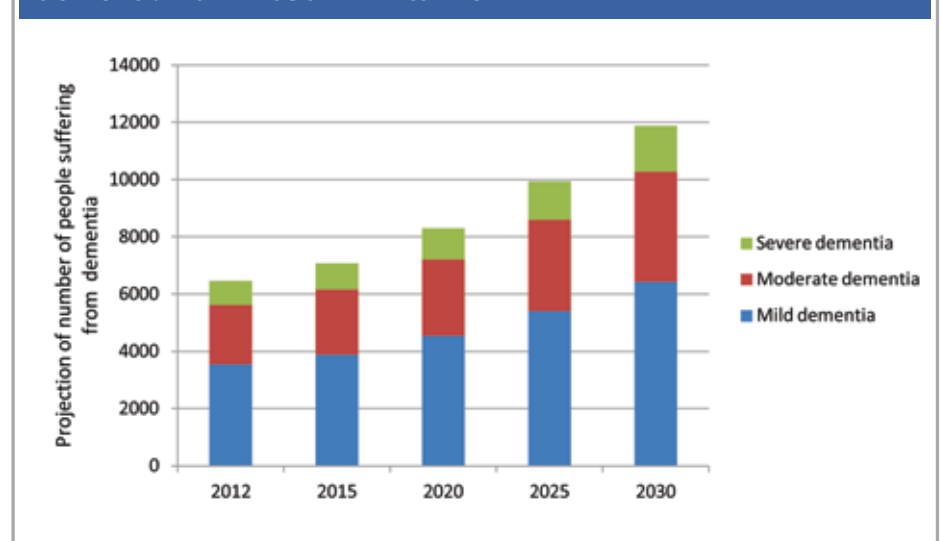
Key points

The prevalence of dementia in Wiltshire is predicted to rise with its ageing population, with 11,878 people aged over 65 suffering from dementia by 2030, this equates to around one in 12 people in this age group. There will also be a doubling of those suffering severe dementia from approximately 800 in 2012 to 1,600 in 2030.

16.2% of the adult population (19.7% of women and 12.5% of men) have a common mental health problem (anxiety or depression)²¹. This means in Wiltshire approximately 44,000 adults have anxiety or depression.

The emergency hospital admission rate (directly standardised for age) for self-harm²² in 2010/11 was 265 per 100,000, which is significantly higher than the national rate. This area of mental health is a current focus for Wiltshire Public Health and work is underway to develop a self-harm register and improve on diagnosis and treatment pathways.

Figure 2.6: Projected number of people suffering from dementia 2012-2030 in Wiltshire²³



¹⁹ Office for National Statistics (ONS) (2001b) Psychiatric Morbidity London: ONS

²⁰ The Royal College of Psychiatrists (2010) No Mental Health Without Public Mental Health. <http://www.rcpsych.ac.uk/pdf/Position%20Statement%204%20website.pdf>

²¹ Adult psychiatric morbidity in England, 2007. Results of a household survey. <http://www.ic.nhs.uk/webfiles/publications/mental%20health/other%20mental%20health%20publications/Adult%20psychiatric%20morbidity%2007/APMS%2007%20%28FINAL%29%20Standard.pdf>

²² Community Mental Health Profiles. URL: <http://www.nepho.org.uk/cmhp/>

²³ Data source: POPPI, 2012 and Dementia UK The Full Report, 2007. http://alzheimers.org.uk/site/scripts/download_info.php?fileID=2

Issue five:

Long-term social care/ care home placements



Summary

There are around 4,600 people in Wiltshire in long-term (i.e. permanent) residential care²⁴. This is 1.3% of the adult population and has risen from 4,360 (1.2%) since 2007.

They may be in either a residential or nursing care home and are mainly in the 85 and over age group.

It is predicted that as Wiltshire is projected to have more older people in the future, the need for this type of care will also increase and by 2025, if current trends continue, there will be 6,930 people in Wiltshire in long-term residential care.

Key points

The determination of whether a person requires long-term residential care can be thought of as a mixture of personal characteristics; personal conditions and 'additional factors'.

Some personal characteristics are unchangeable such as old age and gender but others, such as whether a person lives alone or has limited social engagement, can be addressed.

The main and immediate determinants of admission to long-term residential care are usually the presence of one of more predisposing conditions. The 'additional factors' are often concerned with the treatment or management of these predisposing conditions.

The main predisposing factors are:

- **Incontinence:** either the condition itself leading to people concluding that they cannot remain in their own homes, or through secondary factors e.g. the stress incontinence puts on carers, its apparent link to urinary tract infections (UTIs) and falls, or people restricting their mobility because of anxiety about their continence. 15,000 people aged 65 and over in Wiltshire are predicted to have a bladder problem at least once a week²⁵.
- **Dementia:** a condition common to a high proportion of those admitted to a care home. People have declining abilities in memory, thinking, language, understanding and judgement which may cause difficulty controlling their emotions or behaving appropriately in social situations. People with dementia usually need help from friends or relatives, including help in making decisions and therefore admission is often prompted by carers' concerns about the behaviour of those they had cared for, e.g. wandering, particularly at night, as well as aggression. 6,500 people aged 65 and over in Wiltshire are predicted to have dementia²⁶.
- **Falls:** a significant proportion of people in care homes experienced a serious fall shortly before placement. Falls can be linked with incontinence. The unpredictability of falls and concerns about frail elderly relatives falling while on their own are common concerns for carers. 24,250 people aged 65 and over in Wiltshire are predicted to have a fall in a 12 month period²⁷.
- **Depression:** depression and mental health problems are often factors contributing to admissions to care homes. Isolation and lack of social contact are other factors which can contribute to a person's deteriorating health and well-being. 8,000 people aged 65 and over in Wiltshire are predicted to have depression²⁸.



²⁴ Wiltshire Council Adult Social Services data

²⁵ POPPI: projecting older people population information system, 2012 data, accessed 28/6/12

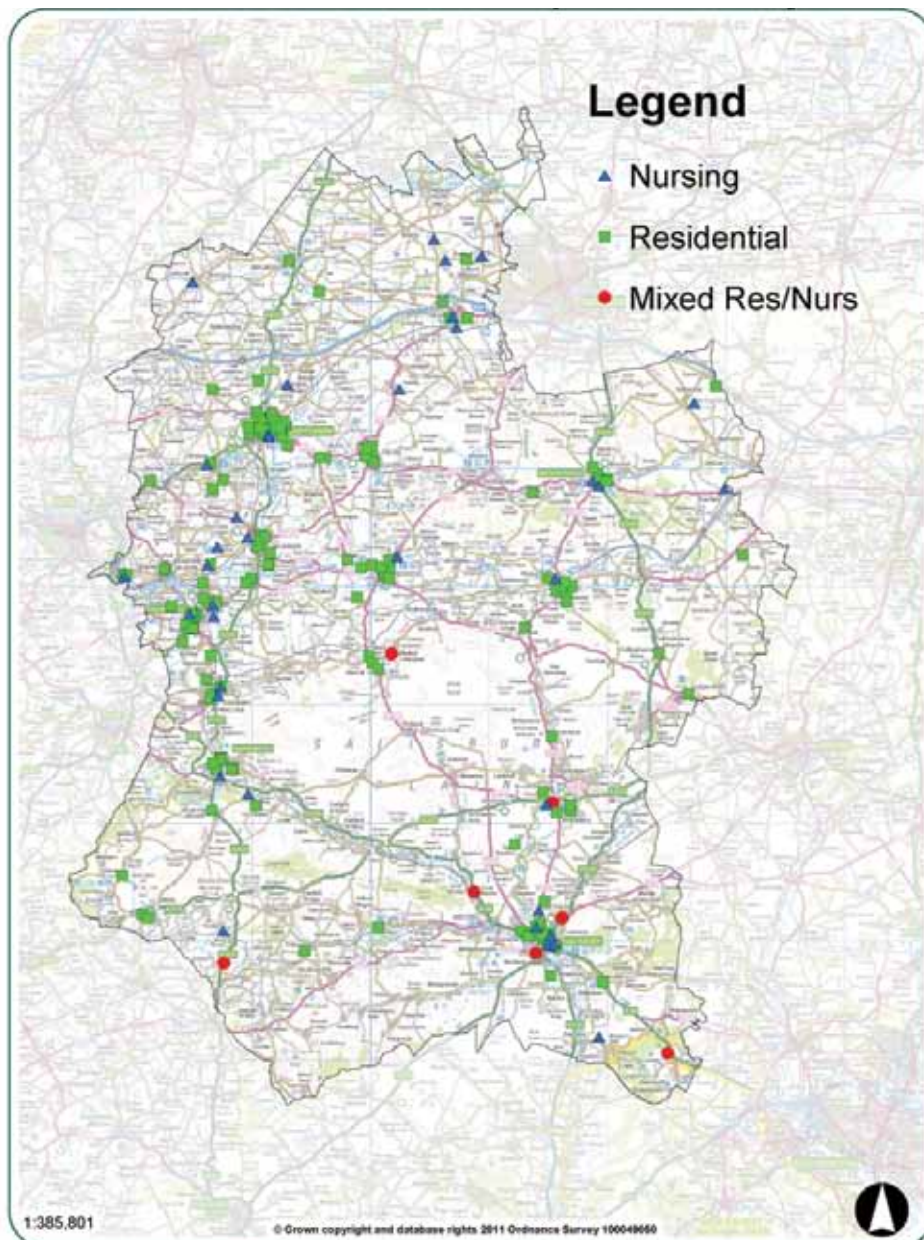
²⁶ POPPI: projecting older people population information system, 2012 data, accessed 28/6/12

²⁷ POPPI: projecting older people population information system, 2012 data, accessed 28/6/12

²⁸ POPPI: projecting older people population information system, 2012 data, accessed 28/6/12

- **Stroke:** many people in care homes have previously had a stroke which often results in a degree of disability. 8,918 people in Wiltshire are on GP stroke registers because they have had a stroke or transient ischaemic attack²⁹.
- **Housing, adaptations and equipment:** often a person's housing is less appropriate as they age or their health deteriorates; examples include flats without a lift or no downstairs toilet. Adaptations to homes such as hand or bath rails are often effective in delaying an admission.
- **Informal care:** the majority of frail elderly or ill people receive informal care in the shape of help with daily tasks and informal personal care from family or friends. Carer breakdown can be a major factor in admission to a care home.

Figure 2.7: Wiltshire care homes, 20 July 2012



Source: Adult Services, Wiltshire Council

²⁹ Quality and Outcomes Framework, 2010/11, QMAS database, The NHS Information Centre for health and social care. © Crown Copyright.



Further information

Health and wellbeing chapter of the JSA:

www.intelligencenetwork.org.uk/health/jsa-hwb

Health and wellbeing pages on the Wiltshire Intelligence Network:

www.intelligencenetwork.org.uk/health

Public Health Intelligence news page:

www.intelligencenetwork.org.uk/health/public-health-intelligence-news

Health Profile: Wiltshire:

www.intelligencenetwork.org.uk/EasysiteWeb/getresource.axd?AssetID=52235&type=full&serviceType=Attachment

Author

Tom Frost Public Health Scientist, Wiltshire Public Health

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Paul Lipinski Wiltshire Council – Community Services

Margaret Winskill Wiltshire Public Health

Rebecca MacLean Wiltshire Public Health

Liz Norris Wiltshire Public Health

Sally Johnson Wiltshire Public Health

Nicola Cretney Wiltshire Public Health





Economy

Introduction

This section focuses on the economy of Wiltshire and particularly the need to support economic recovery. This aspiration is led by Enterprise Wiltshire, the strategic lead for the economy in the county.

Their vision is: a resilient, sustainable and competitive economy characterised by a greater proportion of higher value, higher skilled jobs.

Between 2011 and 2015, it aims to create 6,000 new jobs and safeguard 8,000 existing jobs by focusing on:

1. broadening the employment base of Wiltshire by supporting new and existing investors
2. setting in place an appropriate infrastructure to meet the demand generated by sectors regarded as strategic to Wiltshire's future sustainable development
3. addressing the skills issues and overcoming barriers to employability within the local labour market
4. moving towards a low carbon economy.



The bigger picture

- Wiltshire continues to have a high economic activity rate for residents aged 16-64 (81.4%) compared to other areas, particularly amongst the male population which rises to 88.9%.¹
- The largest cohort of the economically inactive in the county is the retired at 28.4% which is significantly higher than across the South West (21.3%) and Great Britain 16.9%)². The county has an ageing population which, coupled with a below average number of people working in the care sector and services, is a concern.³
- Wiltshire has a much higher proportion of people (49.2%) employed as managers, professionals and associate professionals than that found regionally (42.7%) and nationally (43.3% GB)⁴. As a result, it also has a much higher proportion of working age residents qualified to NVQ 3 and above than found regionally and across Great Britain. Overall, the number of residents at all qualification levels at NVQ1 or above exceeds those found across the South West and nationally⁵.
- With a higher than average education and higher skilled occupation profile, the average earnings of residents is also higher, particularly for males. However, the reverse is the case when earnings by workplace are considered. This is due to out-commuting by the higher skilled residents to better paid jobs in surrounding towns and cities⁶.

¹ Annual population survey, 2011, NOMIS

² Annual population survey, 2011, NOMIS

³ Annual population survey: employment by occupation as a proportion of all people in employment, 2011, NOMIS

⁴ Annual population survey: employment by occupation as a proportion of all people in employment, 2011, NOMIS

⁵ Annual population survey: qualifications as a proportion of residents aged 16-64 Jan 2010-Dec 2010, NOMIS

⁶ Annual survey of hours and earnings: median earnings by residence and by workplace, 2011, NOMIS

Figure 3.1: Wiltshire compared to the South West and nationally

Indicator	Wiltshire	South West	GB
Economic activity rate for residents aged 16-64 (2011)	81.4%	78.4%	76.1%
Residents who are inactive and retired (2011)	28.4%	21.3%	16.9%
% residents aged 16-64 employed in managerial, professional and associate professional occupations (2011)	49.2%	42.7%	43.3%
Residents qualified to NVQ4 or above	35.5%	31.5%	31.3%
Residents qualified to NVQ3 or above	55.5%	53.3%	51.0%
Residents qualified to NVQ1 or above	85.4%	84.5%	80.2%

Figure 3.2 Average weekly earnings

	Wiltshire	South West	England
Average weekly earnings by residence	£508.90	£473.40	£507.60
Average weekly earnings by workplace	£472.40	£464.50	£507.20

Source: Local authority summary statistics, published July 2012 NOMIS

Issues 2012/13

- 1 A challenging economic climate affecting business start-up and survival rates
- 2 The level of youth unemployment, particularly those aged 20-24 years and the percentage of young people who are Not in Education, Employment or Training (NEET)
- 3 Infrastructure development requirements to support business needs and energy efficiency
- 4 Access to funding by businesses and the public sector

What's changed?

In 2010/11, four issues were identified. This section reviews the progress made to date in addressing these priorities.

1. Wiltshire is dependent on public sector employment, low value economic activity and neighbouring areas for trade and jobs.

The impact of the recession has led to a reduction in public sector employment and funding which, in turn, has forced the reduction in the dependency of the local economy on this sector as a whole. To combat the impact of these losses, the Wiltshire Investment Service (WIS) has been working to attract new overseas investment into the county, support indigenous businesses in their expansion plans and, where possible, minimise the impact of job losses through business restructuring or closure. In 2011/12 the Wiltshire Investment Service alone supported 768 businesses, resulting in the creation of 766 jobs and safeguarding an additional existing 2,813 jobs.

The loss of face-to-face business support provision as a result of the closure of Business Link in 2011 was a concern, particularly the loss of pre-start and start-up advice. This came at a time of public and private sector job losses and the expectation that increasing numbers of people would look to self employment. As a result, Wiltshire Council is funding the Wiltshire Business Support Service which is delivered by Wessex Chambers.

Key fact

The economy of Wiltshire has demonstrated a good level of economic resilience compared to the South West and England during the recession and during the post recession period, but there are some areas of concern, such as youth unemployment, which need to be addressed through concerted and targeted partnership working.

2. Business infrastructure provision does not meet demand

Activity to improve business infrastructure provision has been wide ranging:

- Work on the Wiltshire Core Strategy has progressed which sets in place the approach to housing and employment land development through to 2026.
- The Wiltshire Online project has successfully secured Wiltshire Council, national and European funding to deliver superfast broadband to at least 85% of business premises in the county by 2015 and for a minimum service level of 2mbps to be provided in the remaining area. In addition, advice will be available for businesses looking to make the most of this provision.
- A Sustainable Transport Fund (STF) bid was approved by the Department for Transport in June 2012. The project focuses on the improvement of Wiltshire's rail offer through a package of complementary measures that improve rail services between Salisbury/Westbury to Swindon and enhance sustainable access to Wiltshire's railway stations.

3. There are inequalities between resident-based and workplace-based earnings and skills levels.

The differences between resident and workplace earnings continue. Average earnings for full-time workers living in Wiltshire continue to be much higher than those paid by workplace, equating to a 7.7% difference compared to just 1.9% across the region (Figure 3.2).

The difference between residence and workplace pay locally is accounted for by higher skilled workers commuting out of the county to higher paid jobs in surrounding towns and cities; approximately 65% of the net out-commuting losses in Wiltshire stem from travel to jobs in higher level occupations such as managers, senior officials, professionals, associate professionals and technicians. That said, the overall increase in residence-based earnings has been more modest at 1%, compared to those found regionally and nationally (1.6% and 1.5% respectively).

The underlying issue is that there are fewer higher skilled, higher paid employment opportunities in Wiltshire to meet the supply of residents who can work at this level. Wiltshire is an attractive county to live in and large parts of it can support daily commuting to jobs in surrounding areas. The Wiltshire Investment Service continues to work to attract new investment into the county in an attempt to redress this balance.

The government's policy response to unemployment and employment opportunities has gathered momentum over the period and the forthcoming Welfare Reform is expected to have a significant impact nationally and locally.

Enterprise Wiltshire is now operational and has forged ahead in mapping its policy response to the challenges that lie ahead, especially in terms of addressing unemployment and worklessness, particularly amongst young people, as well as the continued need to up-skill the workforce. Locally this work is being progressed by the Wiltshire Employment and Skills Board through the delivery of its Work and Skills Plan and Apprenticeship Action Plan.



During the period there has been considerable progress with work to support Wiltshire's employment and skills priorities and address worklessness issues including the following:

- Wiltshire Council is working with Employment and Skills Board partners to create 1,000 new apprenticeship opportunities by the end of July 2013, especially encouraging small and medium sized businesses which have not had an apprentice in the last three years to take up the Apprenticeship Grants for Employers.
- The Project Inspire initiative, delivered by Youth Action Wiltshire and Community First, has been extended to support a further 62 Employment, Education and Training (EET) outcomes for 13-17 year olds at risk of offending or becoming NEET.
- Wiltshire Council has worked with Wiltshire College to support 350 Wiltshire residents with basic skills development with a particular focus on Wiltshire's deprived wards.
- Jobcentre Plus has sourced high quality, structured work experience opportunities lasting between two and eight weeks (12 weeks if associated with an apprenticeship opportunity) with Wiltshire-based employers for unemployed young people. The scheme has been successful in Wiltshire with around 51% of young people participating gaining paid employment within 12 weeks with 20% being retained by the organisation where they did their work experience.
- Jobcentre Plus is supporting people on active benefits to spend up to six weeks undertaking sector-relevant training and work experience, followed by a guaranteed job interview. The training is flexible and focused on employers' needs, leading towards a unit of qualification when training is funded by the Skills Funding Agency. This approach is very well suited to young people and other new labour market entrants, or those making a career transition.
- Jobcentre Plus and Wiltshire Council have encouraged the establishment of community-led Work Clubs across Wiltshire to provide people with a place to meet and share experiences, find opportunities, make contacts and access support to help them in their return to work.
- Wiltshire Council delivered a programme of 'Have a Go' activities during 2011/12 which brought together 1,000 young people with local employers and training providers through a range of workplace skills activities.

4. Wiltshire businesses and organisations need to improve their resource efficiency

This is an on-going issue locally, nationally and internationally. The primary focus locally to date has been on improving the resource efficiency of Wiltshire Council offices and buildings as well as the schools network. From 2012 onwards, this work will be extended to individuals and business premises through the government's flagship energy efficiency policy, the Green Deal, which will completely change the way in which energy efficiency measures are funded.



Issue one:

A challenging economic climate affecting business start-up and survival rates



Summary

The UK economy is in a virtually no-growth position, which, coupled with increasing instability across the Eurozone, is impacting on business confidence, export potential and consumer spending.

Although the number of businesses is quite modest, total employment in medium and large businesses is significant and the county has suffered from the disinvestment of some national operations, for example Virgin Mobile and Vodafone.

The effective support of larger businesses in the county is therefore fundamental to economic recovery. Effective communication, the provision of suitable land and premises, broadband infrastructure, as well as constructive support between the public and private sector will be key to retaining investment.

The overall structure of the Wiltshire economy is broadly based which has acted to soften the impact of the recession and it is generally regarded as stable. However, the recession has led to the number of business deaths exceeding business births for the first time in over a decade⁷.

Given the insecurity in the wider global economy, survival rates are also expected to be affected and a focus on building competitiveness is important.

The county also needs to attract new investment, not only to offset jobs lost in recent years, but to improve the range of value-added jobs in the area and thereby offset out-commuting amongst higher skilled resident populations.

Bringing new investment into Wiltshire will also help build an economy which is fit for the future. New investment and business opportunities are expected to arise through the green economy and the delivery of the low carbon agenda and the reduction of waste. The government agenda in this area is still emerging and partners in the county need to ensure that they maximise opportunities which arise through national programmes as they come on stream.

The Wiltshire Business Perception Survey undertaken in December 2011 has been an important resource in understanding local business needs and constraints and has been used to inform service design and future delivery. The survey highlighted a range of perceived barriers to growth during 2012/13. Amongst the most cited were weak customer demand, increased competition and restricted access to finance. These are all issues which are expected to affect the local business community over the

medium term. In addition, the low level of exporting activity by respondents is a priority area of action. With uncertainty in the Eurozone, activity in international markets further afield will need to be prioritised, requiring new partnership structures to work effectively together.

The Wiltshire economy is dominated by small and micro businesses and with the loss of face-to-face Business Link support services, the provision of quality pre-start and start-up advice is regarded as important to ensure that viable business start-up is effectively delivered across all sectors, including social enterprise and the third sector.

In response, Wiltshire Business Support Service has been established by Wiltshire Council under the Action for Wiltshire Programme. The service is being delivered by Wessex Chambers to ensure that start-up and existing businesses in Wiltshire are suitably supported through this period of economic uncertainty and to ensure that best practice is shared and businesses continue to adapt and innovate in response to changing economic conditions. The establishment of strong peer-to-peer support mechanisms, as well as the provision of paid-for services, will be key to meeting this need.

⁷ Business deaths can mean that a business has closed completely, has fallen below the VAT threshold or has merged with another one. Business births may be the result of smaller businesses which have registered for VAT or due to taking on employees and registering for PAYE.

Figure 3.3: Business births and deaths 2009/10

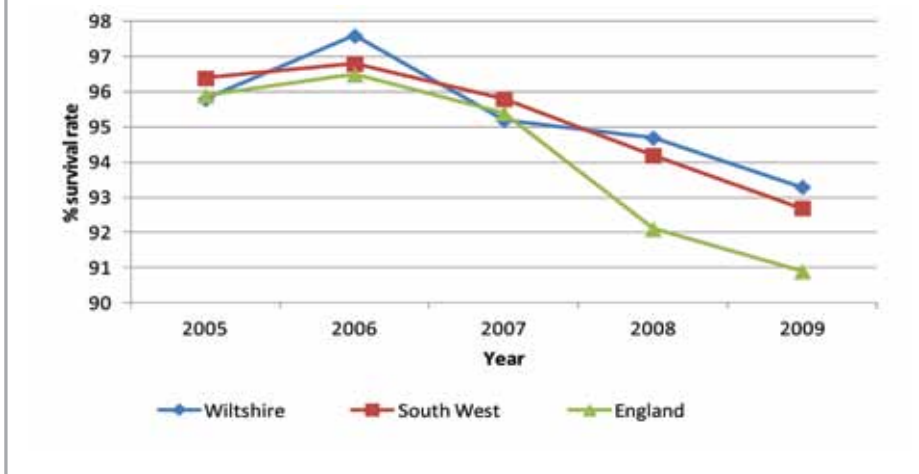
% Change 2009/10	Wiltshire	South West	England
Business births (VAT registration)	3.5%	-0.6%	-0.7%
Business deaths (VAT deregistration)	5.4%	5.9%	6.2%
% difference (death stock divided by birth stock)	19.7%	31.8%	26.2%

Source: Business Demography 2011 (published December 2011), ONS.

Key points

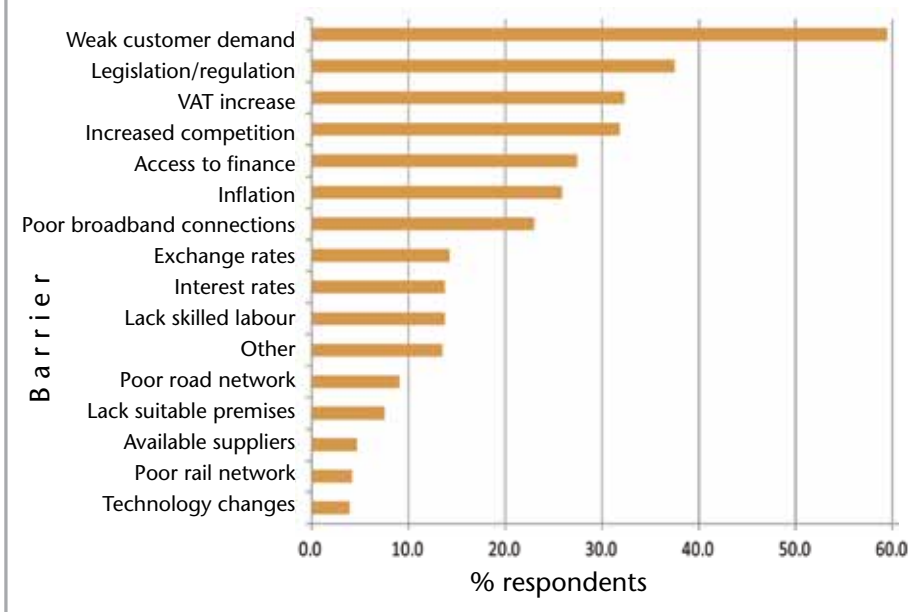
- Overall, Wiltshire is performing well compared to the South West and England. However, relative to its general performance, the county is still experiencing shrinkage and is not immune to the impact of the recession and slow recovery rates.
- Wiltshire has out-performed both England and the South West in terms of business births with 3.5% more businesses being registered in 2010 than in 2009. Indeed, the overall levels at a regional and national level actually shrank slightly over the period.
- Across all geographies, the number of de-registrations increased between 2009 and 2010 and the change in Wiltshire was more in line with that experienced regionally and nationally.
- Historically, Wiltshire has exhibited a healthy level of net registrations over de-registrations. However, this was not the case over this period where there was nearly a 20% difference between the two.
- One year business survival rates also clearly reflect the impact of the recession with levels falling across the piece since 2006. Despite an initial sharp fall in 2007, survival rates in Wiltshire have out-performed the regional and England levels.

Figure 3.4: One year business survival rates, 2005-2009



Source: Business demography, 2011, Figures 5.1a-5.1e, ONS

Figure 3.5: Key barriers to business 2012/13



Source: Wiltshire Business Perception Survey, WSEP (Enterprise Wiltshire), December 2011

Issue two:

The level of youth unemployment, particularly those aged 20-24 years and the percentage of young people who are Not in Education, Employment or Training (NEET)



Summary

There remains the need to address youth unemployment and NEET rates and offset the likelihood of the development of a cohort of the population whose future employment prospects are restricted because they have never participated properly in the labour market.

Unemployment levels in Wiltshire rose significantly during the recession, particularly male unemployment. However, overall rates have been much lower than those found nationally and amongst neighbouring counties.

Unemployment levels are expected to continue to increase in the short-term as the level of people being made redundant, particularly from the public sector, outstrips the capacity of the private sector to provide new jobs. The effective support of those made redundant to gain new skills and to re-train is therefore important and new programmes will be required. High NEET and youth unemployment rates, however, are of major concern. Employment opportunities for those under 25 years old have been limited due

to competition from more experienced workers released into the labour market as the economy has restructured.

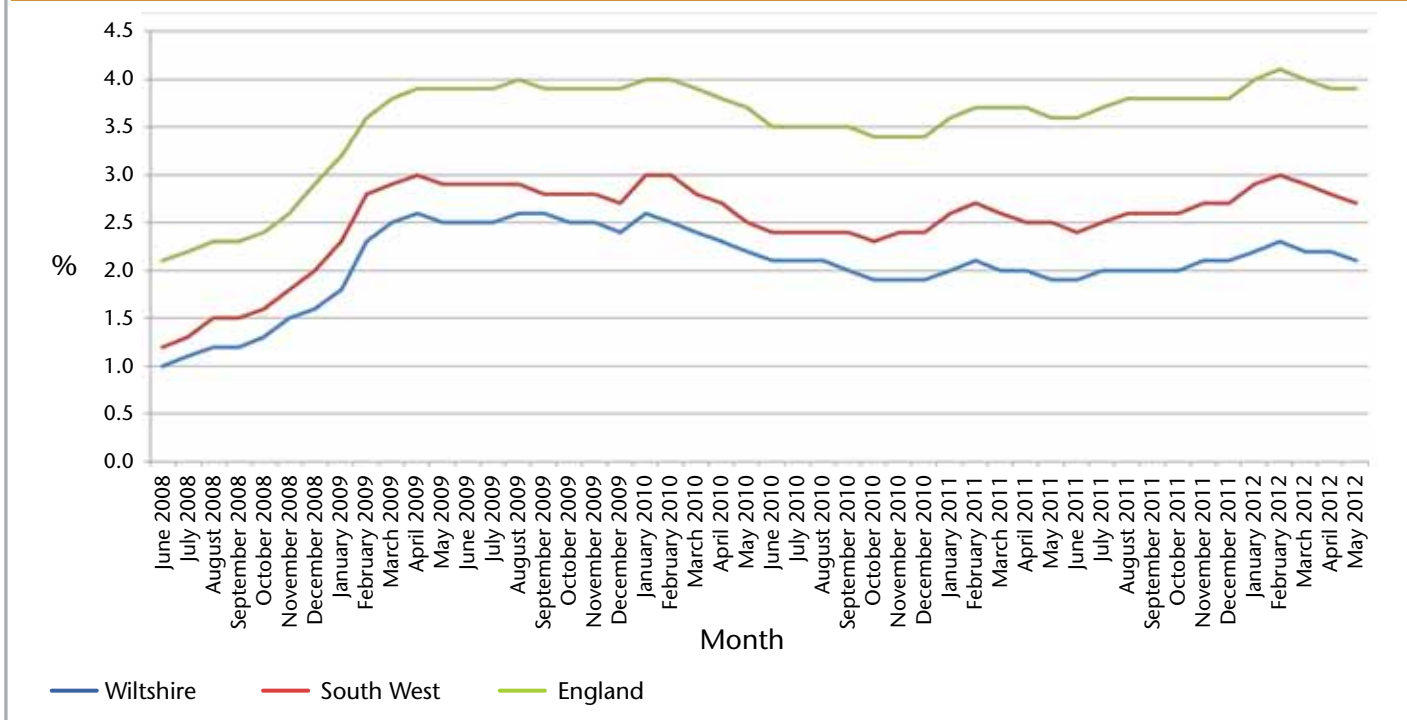
The delivery of employability and informal skills for the young, as well as exploring alternative routes to work such as apprenticeships and work placements, will be a priority to offset the threat of this cohort of the population becoming unemployable for the long-term.

Figure 3.6: JSA claimant count, age and duration by sex - May 2012

	Wiltshire	South West	England
Total claimant count	2.1%	2.7%	3.9%
Male claimant count	2.8%	3.7%	5.2%
Female claimant count	1.4%	1.7%	2.5%
Youth claimant count aged 18-24 as % total claimant count	30.3%	29.1%	28.2%
Male claimant count aged 18-24 as % total claimant count	31.3%	29.2%	28.3%
Female claimant count aged 18-24 as % total claimant count	28.4%	28.9%	28.1%
Youth claimant count claiming for over six months aged 18-24 as % total claimant count	11.1%	10.6%	11.2%
Male claimant count claiming for over six months aged 18-24 as % total claimant count	11.6%	10.9%	11.3%
Female claimant count claiming for over six months aged 18-24 as % total claimant count	10.2%	9.8%	11.0%

Source: Claimant count and age and duration datasets, 20 June 2012, NOMIS

Figure 3.7: % JSA claimant count, June 2008 - May 2012



Source: NOMIS, Claimant count and age and duration datasets, May 2012

Figure 3.8: Participation in learning, NEETS 2011/12

	Wiltshire	South West	England
16-18 year olds participating in learning 2011/12	72.9%	80.9%	79.7%
16-18 year olds NEET 2011/12	6.3%	5.7%	6.1%
16-19 year olds 'not known'	16.5%	5.9%	9.4%

Source: Mapping of Employment and Skills, May 2012, Swindon and Wiltshire Local Enterprise Partnership

Key points

- Claimant count levels across all three geographies rose sharply from the summer of 2008 as the economic downturn took hold. Levels have remained high since February 2009 although there have been in-year fluctuations which reflect the impact of seasonal employment. The highest levels were experienced during 2009 and early 2010. Although levels in Wiltshire in April 2012 had not reached a comparable peak, claimant count levels over recent months have been relatively high.
- Wiltshire claimant count levels are consistently below those found in the South West and England, although the trends experienced since the onset of the recession have mirrored them. The local economy is, therefore, closely tied into the general cycle of trends, but it has demonstrated its overall resilience through rates being appreciably lower.
- The claimant count amongst the young is a concern with 30.3% of all claimants falling into the 18-24 age bracket. This is higher than that experienced regionally and across England. It is even more acutely felt by young men in Wiltshire at 31.3% who are also more likely to be claiming for over six months, compared to females and males across the three geographic areas.
- Wiltshire’s annual NEET figure for 2011 was 6.3%. This is higher than both the national figure of 6.1% and the South West figure of 5.7%. In addition, in 2011, 16.5% of 16-18 year olds were categorised as ‘not known’. This was considerably higher than was found nationally and regionally (9.4% and 5.9% respectively). In May 2012, the ‘not known’ figure in Wiltshire was 10.8%, following improvements made in tracking young people.

- The 11-19 Commissioning Strategy approved by the Wiltshire Children and Young People's Trust in September 2011 has a 'twin-track' focus on pulling up engagement and participation in learning, whilst at the same time pushing current NEET numbers down. Work will also be pursued locally through the NEET Reduction Action Plan and under the Raising Participation Age Strategy. In addition, a pilot is in development to explore the establishment and application of a Risk of NEET Indicator tool (RONI). This will use local intelligence and key vulnerability indicators to identify early on those young people who are at risk of becoming NEET pre-16. Going forward, Wiltshire Council is also part of the national Raising Participation Age Trials.
- A range of initiatives under the Employment and Skills Board for Wiltshire are underway, or are being developed, to extend employment opportunities for the unemployed. They include:
 - advice on self employment
 - development of employability and informal skills
 - alternative routes to employment
 - drive to generate significant apprenticeship growth in the county
 - addressing personal and employment barriers to work and re-skilling and up-skilling support so that the local workforce is fit for purpose in the emerging global economic climate.
- Re-skilling and up-skilling support includes the following initiatives:
 - The delivery of the Flexible Support Fund from April 2012 to support Job Seeker Allowance and Employment Support Allowance for customers who are not currently supported through existing initiatives, or are not eligible for the DWP Work Programme.
 - Project IMPRESS is an innovative cross-channel approach to providing effective post-employment support and skills development for individuals who have recently gained or re-gained employment and need continued support in order to keep that employment for sustained periods. It will support those who are at most risk of falling out of employment and becoming welfare dependent again.
 - The Employability and Informal Skills Development programme was approved in July 2012 to prepare young people aged 16-24 for the world of work. It focuses on early intervention and prevention and will strengthen relationships between Wiltshire's schools and the local business community.
 - Leonardo Mobility 2012 funding was approved in May 2012 to deliver a pilot project to create 30 x 16-week long work placements in Abruzzo, Italy, for young unemployed people to gain vital experience of the work environment and enable them to broaden their life experience and confidence. The intention is for this pilot to be extended in subsequent years and to develop reciprocal arrangements with a number of European countries.
 - Wiltshire Council will build on Wiltshire's highly successful 2011/12 programme of 'Have a Go' activities.
 - A number of major developments are being actively pursued to improve Wiltshire's access to higher education provision.
- Claimant count data are released monthly.



Issue three:

Infrastructure development to support business needs and energy efficiency



Summary

There is a continued need to ensure that local infrastructure developments appropriately meet business needs such as the provision of sufficient employment-land, broadband, suitable road and rail connections and a move towards a low carbon economy.

The provision of suitable start-up, incubation space and small follow-on space, which has historically been in short supply, needs to be addressed. This comes at a time when access to business credit by the banks continues to be difficult. The demand for alternative delivery of small loan finance to viable small businesses therefore remains. The Fredericks Wiltshire scheme continues as a resource for local businesses denied access to finance by the banks.

Effective commercial use of the faster broadband infrastructure will be delivered by the Wiltshire Online programme and will also be important in building business resilience and extending market presence.

The Green Deal offers an opportunity to deliver green jobs, improvements in household energy efficiency and assistance in tackling fuel poverty. Wiltshire Council's involvement in the Green Deal is designed to secure the maximum benefit for Wiltshire's economy and communities through the following:

- The Wiltshire Home Energy Efficiency Survey focuses on background information on the likely opportunities and potential for the Green Deal in Wiltshire.
- Project ACHIEVE explores the skills aspect of the Green Deal as well as identifying what it might mean for vulnerable customers. The project will also provide training opportunities for unemployed people in Wiltshire.
- Wiltshire Council and the other local authorities partnering in

the Countdown to Low Carbon Homes project are investigating an innovative financial solution to the Green Deal in the form of a Revolving Retrofit Guarantee Fund (RRGF).

The Countdown project will secure private sector investment to help establish a fund, as well as an installer network and a household energy advice service. By the time the pilot ends in 2015, it will have set up a functional local delivery body providing low cost loans for energy retrofit to Wiltshire residents.

This pilot will also support local installers and build capacity through a vibrant installer network. The approach is designed to maximise the economic, social and environmental benefits of the Green Deal in Wiltshire.



Key points

- There remains restricted access to credit by small firms and this is expected to continue over the medium term.
- Access to faster broadband speeds will help build the competitiveness of Wiltshire as an attractive business location and, if properly utilised, will help to build economic resilience amongst the business base.
- The Green Deal offers a significant opportunity for businesses and individuals to lower their carbon footprint.
- The Sustainable Transport Fund project looks to improve Wiltshire's rail offer and will result in better north-south connectivity.

Issue four:

Access to funding by small businesses and the public sector



Summary

The need to cut the national budget deficit will be the overriding influence affecting the economy over the short to medium term. The relationship between government, its agencies and local government is being redefined and access to funding will be focused on those parts of the UK with an over-dependence on public sector employment, particularly the larger metropolitan and urban areas of the UK. Access to funding to progress economic development in the remaining areas and particularly rural counties in the south of England is expected to be low and delivery will need to be innovative and highly targeted.

Wiltshire has been successful to date in bidding for funding, including £6.3m secured through the Growing Places Fund to address infrastructure and site constraints which will

promote new employment and housing provision. The Regional Growth Fund is expected to continue in the short-term and work continues to attract investment in the area to support incubation facilities, as well as offering employment and skills support. Further opportunities are anticipated through the new European funding framework 'Horizon 2020' which is expected to focus on higher value, higher skilled activity by brokering a link between research and development and the practical application of innovation to bring products to market. Enterprise Wiltshire and its partners will need to ensure that Wiltshire maximises the opportunities that arise through these new funding regimes.

This is set within the context of economic uncertainty.

Although The Bank of England has reduced interest rates to unprecedented low levels, high street banks are still reluctant to lend to businesses. Despite a steer from government that banks need to lend more, lending activity to small firms in particular has not been evident, which may have a further impact on the speed of economic recovery. In addition, financial pressures have led to households reducing spend on fuel, food and entertainment. Although this has benefited supermarkets through the increased trend to dine and drink at home, it has had an impact on the leisure and entertainment sectors, which contribute to the night time economy and vibrancy of settlements. Limiting the impact of this will be necessary for places to remain attractive as investment locations.

Further information

Interim Economic Strategy for Wiltshire 2011-15, Enterprise Wiltshire

Wiltshire Business Perception Survey Headline Results, March 2013, Enterprise Wiltshire

Mapping of Employment and Skills, May 2012, Wiltshire Employment and Skills Board

11-19 Commissioning Strategy, September 2011, Wiltshire Children and Young People's Trust

Green Deal, Department of Energy and Climate Change

Author **Debby Skellern** Economic Growth Manager, Wiltshire Council on behalf of Enterprise Wiltshire

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Paul Johnson Chair, Wiltshire Enterprise

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Haylea Asadi Employment and Skills Manager, Wiltshire Council

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Children and young people

Introduction

Even though Wiltshire is generally a relatively healthy and affluent county, children and young people sometimes do not achieve the best outcomes. Supporting and improving life chances for children and young people is key to the future of Wiltshire.

The Children and Young People's Plan 2012-2015 lists a number of high level outcomes that it wants to achieve:

- All children and young people make the best possible start in life.
- All children and young people are safeguarded from harm.
- More children and young people are able to remain with their families when safe to do so.
- More vulnerable children and young people are able to achieve outcomes and make progress in line with their peers.
- More children and young people live above the poverty line.
- More children and young people benefit from a healthy lifestyle.
- All children and young people are equipped with skills, knowledge, opportunities and attitudes to make a successful transition to adulthood.



The bigger picture

- Wiltshire's 0-19 population is estimated to be 114,390 (2011) (25% of the total population) and is expected to increase slightly over the next few years.
- In comparison with national averages, the health of our children and young people is generally good.
- Around 20% of the population would be expected to need support for additional needs of some kind and approximately 7% would have more complex needs/disabilities.
- Educational achievement is generally in line or better than similar areas, though the gap between the attainment of children in vulnerable groups and their peers is too large and should be narrowed.
- The Common Assessment Framework (CAF) process is available to provide a multiagency approach for support of children and young people who do not meet the social care threshold. At any one time there are around 1,200 active CAFs registered.

- In 2011/12 there were nearly 4,000 referrals to children's social care. Recent figures show that at any one time there are approximately:
 - 2,000 children and young people in need involved with social care services
 - 220 children and young people with a child protection plan. As a rate per 10,000 of the under 18 population, this is 22 per 10,000 compared to average of similar areas (25 per 10,000 and national average of 36 per 10,000.)
 - 420 children and young people in the care of the council. (As a rate per 10,000 of the under 18 population, this is 41 per 10,000 compared to the average of similar areas which is 40 per 10,000 and the national average of 58 per 10,000.)

Issues 2012/13

Based on our needs assessment and what children and young people tell us, it is suggested that improvement in the life chances and outcomes for children and young people can be achieved by multi-agency working across these three themes:

- 1 Prevention and early intervention
- 2 Raising aspirations and narrowing the gaps
- 3 Promoting healthy lifestyles

Our approach will focus on enabling and empowering individuals, families and communities.

What's changed?

Good progress has been made in the delivery of the 2008-2011 Children and Young People's Plan. There were 10 priority areas and a section on 'Working Together'. Outlined below is an overview of some of the changes and improvements undertaken; partnership work has often been a key contributor to success.

Promoting resilience

Many schools have taken this agenda on board and have implemented universal programmes to promote resilience and overcome adversity such as SEAL and the FRIENDS programme. At the higher level of need, safeguarding and child protection have continued to be a priority - we have re-organised social care services to strengthen responses; improved placement choice for children in care; and ensured that child protection cases are reviewed on time.

Ofsted's inspection in March 2012 found services to safeguard children and young people to be inadequate and an improvement plan is being implemented to improve performance. Parent Support Advisors (PSAs) based in schools in Wiltshire are working with parents/carers to help them support their children. PSAs provide early intervention by providing parenting support through one-to-one work, the delivery of accredited parenting programmes and signposting to services.

Supporting mental wellbeing

Healthy Minds is in place to provide a primary mental health service. We have re-commissioned the specialist Child and Adolescent Mental Health Service (CAMHS). This has reduced waiting times with nearly 90% of young people seen within four weeks of a referral being accepted and a county-wide out-of-hours response is now in place.

The Family and Parenting Support Commissioning Strategy is in place and key actions are now being implemented including the provision of a new family support service working with families with significant needs but who do not meet the social care threshold. The majority of Wiltshire schools involved with Healthy Schools Plus since 2010 have chosen to focus on making measurable improvements to the emotional wellbeing and mental health of children and young people. Healthy Schools Plus is a long-term whole school approach.

Key fact

At any one time there are approximately 1400 children and young people being helped by services through a common assessment framework and another 2200 children and young people being supported by social care.

Improving achievement

Key Stage 2 results for primary school children have improved. This is partly due to the use of the 'Every Child Matters' one-to-one programmes providing targeted support. Key Stage 4 results have also improved. A virtual school head teacher is in place for children in care to help focus on their progress. The gap between the attainment of children in receipt of free school meals and their peers has narrowed, but there is still work to do to improve attainment of vulnerable groups in general.

Things to do

Community Area Young People's Issues Groups (CAYPIGs) are in place in each community area contributing to area boards and bidding for resources for youth projects. Visits and contributions to Sparksite and listeners to SPARK radio have increased (a website and radio station for young people to find out what is going on in and around their area, as well as a base for information and advice). Links on the website have been improved to include access to more opportunities. New play spaces have been developed covering a range of areas from urban to rural locations, both council owned and within parish and town councils.

Disabled children and young people

Wiltshire Parent Carer Council has been established and now has approximately 400 members. They co-produced Wiltshire's Local Offer on Short Breaks to improve and extend short break opportunities. This work has been nationally recognised. The number of 'Bridging Projects' to allow young people with a disability to take part in youth activities has increased. There is now a multi-agency protocol and transition handbook for parents/carers to help the move from children's to adult's services.

Reducing NEET (Not in Education, Employment or Training)

We have organised positive engagement programmes targeted at vulnerable groups. Young people from vulnerable groups such as children in care and young offenders now have dedicated personal advisor time.

Tackling domestic abuse

Positive relationships programmes for young men and young women (13-16 year olds) have been delivered. The Paloma project, delivered by Splitz, supports victims and their families. A 'preferred provider' for school-based interventions was identified and a Theatre in Education programme was delivered in 10 secondary schools. A number of multi-agency training events have taken place to raise awareness about domestic violence and referral routes.

Obesity, healthy eating and exercise

See health and wellbeing section pages 34 and 35.



Reducing alcohol and substance misuse

An Alcohol Strategy; Children and Young People's Substance Misuse Strategy; and implementation plans for both strategies are now in place. A 'proof of age scheme' and the OOPPAPP (Offence of Persistently Possessing Alcohol in a Public Place) are being rolled out and there is a programme of Substance Use Screening Tool (SUST) training for front-line professionals. A Hidden Harm course has been developed and successfully run for 90 health visitors to support working with parents/carers who drink or use drugs, in order to reduce the impact on children. There has been a significant amount of work done in schools to improve drug education including 'Healthy Schools Plus' focusing on alcohol and other drugs as a local priority. New Wiltshire PSHE Education and Drug Education schemes of work have been developed and distributed.

Improving sexual health

The 'No Worries' service has been enhanced and extended. A 'Long Acting Reversible Contraception' pathway and Chlamydia screening are in place. Health and wellbeing drop ins, staffed by school nurses, are available in 20 secondary schools and each college site has a full sexual health and contraceptive service.

A continual programme of 'Sexual Health and Delay Training' is available to front-line professionals. Public Health is forging a multi-agency link on sexual health issues and direct support to young people through the introduction of a young people's sexual health outreach nurse in NHS Wiltshire.

Working together

Thirty children's centres have been established and will continue to operate in the most deprived areas with close working between health visitors, midwifery and children's centre staff. This has been commended in many Ofsted Inspection reports

The Speech and Language Therapy service has been jointly re-commissioned by the PCT and the local authority. There is now a single point of access and waiting times have been reduced.

Health visitors and school nurses are now delivering the 'National Healthy Child' programme. As a result of this there is closer working with midwifery colleagues, children's centres, GPs and school teams.

A full caseload review was undertaken of families with children aged 0-4 years. Additional resources, to enable recruitment of additional health visitors, have been deployed in areas demonstrated to have a higher percentage of vulnerable families

The multi-agency thresholds document has been reviewed and updated, and there is a rolling programme of CAF/lead professional training. There is a multi-agency strategy and delivery plan to address the impact of child poverty.

Multi-Agency Forums (MAFs) have now been developed in nearly all community areas in Wiltshire. There are 16 MAFs covering 16 community areas. The impetus for their development has been the need, particularly from primary schools, to address Level 2 concerns through face-to-face contact with agencies and services. MAFs promote better information-sharing; facilitate advice and signposting; achieve a more immediate response from agencies to support individual children and families; and identify and respond to gaps in local provision for vulnerable children and families.



Issue one: Prevention and early intervention



Summary

Whatever the age of the child or young person it is important to identify additional needs at the earliest possible stage in order to provide support before difficulties become more entrenched.

There are two aspects here - both need elements of prevention and early intervention.

The first is linked specifically to the early years of a child's life. The early years have a profound importance for later outcomes. The development of a baby's brain is affected by the attachment to their parents and analysis of neglected children's brains has shown their brain growth is significantly reduced. Achieving greater equality of outcomes at ages three and five would enable more children to secure a good start in life and to take full advantage of their schooling. This is dependent on intervening from before birth for the most vulnerable.

The second aspect is around prevention and early intervention for older age groups of children who, even if they have had a good start in life, find they need additional support. Ideally it is better if the need for this support is prevented entirely. However, if a need emerges there should be early intervention to catch it at its earliest stage and stop it becoming worse.

Figure 4.1: Evidence table

	Wiltshire	Statistical neighbours	England
Proportion of children in poverty (2009)			
a) Dependent child U20	12.0%	NA	21.3%
b) U16	12.6%	14.4%	21.9%
Children becoming the subject of a Child Protection Plan (CPP) for a second or subsequent time	21.0%	14.0%	13.0%

Key points

- To ensure that we support children and young people with additional needs at an early stage, we need to be aware that transitions at key stages can be challenging for some children and young people. For example: transition into school, from primary to secondary school and from adolescence to adulthood. A co-ordinated, person-centred approach from professionals can make for smoother transitions.
- Work is being undertaken to ensure that at a universal level there is a solid information base about support and services for families with excellent signposting. It is recognised that the core business of children's centres will be early intervention with a focus on vulnerable families.
- It is also recognised that community public health services provide universal services which focus on early intervention, and provide additional support for vulnerable children and families in response to identified needs. NHS Wiltshire commissioners are working in partnership with Wiltshire community services health providers to ensure that the national strategy 'Health Visitor Implementation Plan, 2011-2015: A Call to Action' is fully implemented across Wiltshire
- The Wiltshire Family and Parenting Support Commissioning Strategy records recognition of the importance of minimising overlaps and duplication between services offering support to families. It is also important to get the right mix of services, including making sure that enough resource is invested at an early stage to avoid the need for social care intervention.
- Use of the Common Assessment Framework (CAF) as the process for early identification of need amongst children and families continues to be developed and embedded. Specifically a teenage pregnancy CAF pathway has been developed and training among front line staff is underway.

- Reducing child poverty has been a government target for many years. A Child Poverty Strategy for Wiltshire has now been developed, which supports both the reduction of child poverty in Wiltshire and mitigating the effects of child poverty.
- Safeguarding children is very important and we work to ensure children are safe within their families. This includes a focus on domestic abuse and 'hidden harm' as two of the key issues that need to be addressed in order to keep children safe within their families. Ensuring there are effective links between children's and adults' services and, when appropriate, escalation to children's social care for support as a 'child in need' or child protection, are part of the programme.



Issue two:

Raising aspirations and narrowing the gaps



Summary

This issue acknowledges that raising aspirations and narrowing the gaps in achievement between vulnerable groups and their peers are the central goals of the government's education policy. However, it must be acknowledged that achievement can mean different things to children and young people.

There are close links between aspirations and achievement and both are linked with issues such as poverty and parental attitudes and engaging disaffected young people.

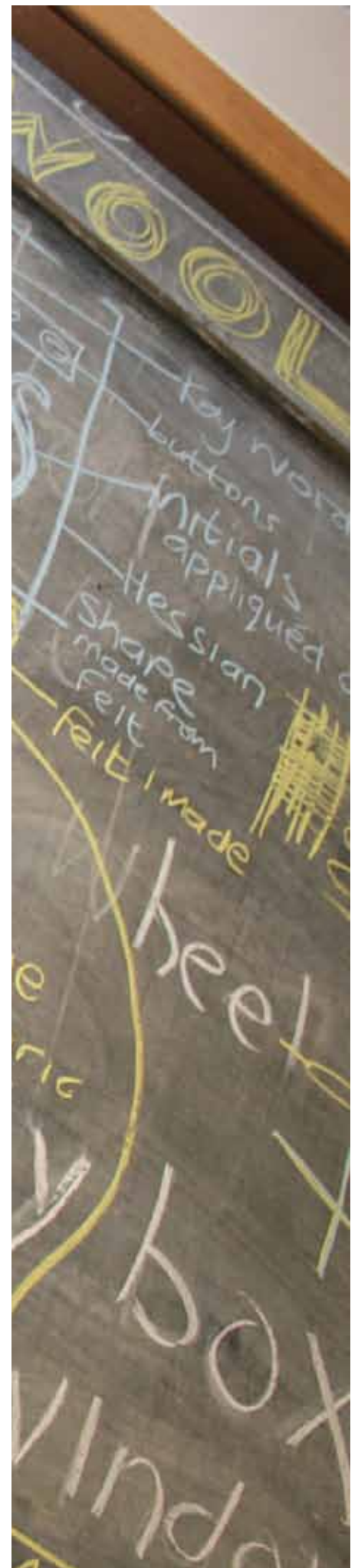
Figure 4.2: Evidence table

	Wiltshire	Statistical neighbours	England
Achievement of at least 78 points across the Early Years Foundation Stage with at least six in each of the scales in personal, social and emotional development and communication, language and literacy (summer 2011)	58.0%	60.5%	59.0%
The gap between the lowest achieving 20% in the Early Years Foundation Stage Profile and the rest (summer 2011)	29.3%	29.4%	31.4%
Achievement at level 4 or above in both English and maths at Key Stage 2 (summer 2011)	75.0%	74.4%	74.0%
Achievement gap between pupils eligible for free school meals and their peers achieving the expected level at Key Stage 2 (summer 2011)	24.0%	Not yet published	20.0%
The Special Educational Needs (SEN)/ non-SEN gap – achieving Key Stage 2 English and maths threshold (summer 2011)	54.0%	Not yet published	53.0%
Children in care reaching level 4 in English and maths at Key Stage 2 a) three year average b) current year 2011	28.0% 54.0%	N/A 42.5%	35.0% 40.0%
Achievement at GCSE 5 A*-C incl English and maths at Key Stage 4 (summer 2011)	60.5%	57.4%	58.9%
Achievement gap between pupils eligible for free school meals and their peers achieving the expected level at KS 4 (summer 2011)	31.7%	Not yet published	27.5%
The Special Educational Needs (SEN)/ non-SEN gap – achieving 5 A*-C GCSE inc. English and maths (summer 2011)	54.5%	Not yet published	47.6%
Children in care achieving 5 A*-C GCSEs (or equivalent) at Key Stage 4 (including English and maths) a) Three year average b) Current year (2011)	4.0% 12.0%	N/A 11.2%	11.0% 12.8%
16 to 18 year olds who are not in education, employment or training (NEET) (end March 2012)	5.9%	5.0%	6.1%



Key points

- Central government is reforming education. Nationally a number of key changes are being consulted on and implemented. These include the creation of Academies and Free Schools; additional funding for disadvantaged two year olds; additional funding for school-aged pupils who are eligible for free school meals, looked-after children or from service families.
- Funding for childcare for disadvantaged two year olds is increasing and childcare take-up for three and four year olds is generally good.
- Educational achievement opens up opportunities for children and young people in later life. It is important that all children get the best results that they can. Many children do well in Wiltshire but children from vulnerable groups need more help to succeed.
- Professionals and organisations in Wiltshire are working together more to support the development of literacy skills in the home and the enjoyment of reading. More than 8,000 Wiltshire children aged 4-11 years took part in the Summer Reading Challenge in libraries in 2011 with more than 4,000 children reading six books over the summer holidays.
- Family Learning supports vulnerable families in our communities and helps them to break out of the cycle of poverty through education. The influence of families is crucial to a child's perception of what they can achieve and what they can aspire to.
- Reducing NEET numbers is proving to be a challenge and the latest figures reveal an increased number of young people whose status is not known.
- The 11–19 Commissioning Strategy includes a focus on education, improving access to careers information, advice and guidance and supporting young people to move into employment and training. It also includes ideas for the future delivery of positive activities for young people by the council's youth development service and the voluntary and community sector.



Issue three: Promoting healthy lifestyles



Summary

The goal of promoting health is informed by the World Health Organisation (WHO) which defines Health as 'a state of complete physical, mental and social wellbeing and not merely the absence of disease or infirmity'. The intention is to focus on changing behaviours that result in ill health, affect quality of life and cause premature mortality.

The Children and Young People's Trust (CYPT) will focus on the following areas:

- Prevention of unintentional injuries and child deaths
- Creating smoke-free homes and helping young people to stop smoking (or prevent them starting in the first place)
- Promoting a balanced diet and an active lifestyle to prevent and reduce obesity
- Promoting positive mental health and building emotional resilience – including focusing on bullying and its impact on children and helping young people to feel safe
- Ensuring that young people have good sexual health – including reducing teenage conceptions
- Reducing alcohol and substance misuse amongst young people.

Figure 4.3: Evidence table

	Wiltshire	Statistical neighbours	England
Obesity among primary school age children a) in Reception Year b) in Year 6 (2010/11)	8.0% 16.4%	8.3% 16.7%	9.4% 19.0%
Under 18 conception rate per 1,000 girls (15-17) (CY 2010)	26.4	24.5	35.4
Hospital admissions caused by unintentional and deliberate injuries to children and young people DfE DSO per 10,000 population (2010/11)	114.0	120.4	124.3
Preventable child deaths (modifiable child death reviews)	24.0% (deaths reviewed in 2011/12)	24.0%	20.0%
Crude rate of alcohol specific hospital admissions for under 18 year olds, per 100,000 (2006-08)	74.9	Not available	64.5
Crude rate of in-patient admissions for self-harm per 100,000 children aged 0-17 years (2010/11)	172.9	171.1	158.8

Key points

- Significant success has been achieved in reducing road traffic collision fatalities, probably arising from schemes such as 'Bikeability' and the 'Stay Alive' campaign for young people about to start driving. In 1998, a national target was set to reduce the number of children killed or seriously injured on the roads by 50% by 2010. In Wiltshire, a reduction of 46% in deaths and serious injuries was achieved by 2010.
- In the recent vulnerable family survey about 12% of families with children under five had a parent who smoked. Wiltshire Public Health funds the smoke free homes programme in Wiltshire aimed at reducing exposure of children and young people to second hand smoke. The 2012 Annual YouGov survey has shown a 6% drop in numbers of people smoking in the home in the South West since the campaign was launched.

- The Wiltshire Public Health team continues to focus on the promotion of safe sleeping arrangements for infants and young children to reduce the risks of sudden unexpected death in infancy (SUDI) otherwise known as cot deaths. The aim is also to raise public awareness of the risks to babies of co-sleeping in adult beds, particularly when the adult is a smoker or who has recently used alcohol or drugs.
- The Wiltshire Healthy Weight - see health and wellbeing section.
- Wiltshire has an agreed strategy in place which focuses on emotional health and wellbeing. This includes promoting positive mental health, improving the availability of information on the support available for children and young people, and building the skills and capacity within the children's workforce so that people can recognise and respond to children's early emotional and mental health difficulties.
- The Alcohol Strategy for Wiltshire has a comprehensive action plan which addresses issues around young people drinking alcohol. Specifically, work is continuing to try and reduce alcohol related harm and provide a range of high quality interventions for children and young people.
- There are a number of projects and services that aim to promote good sexual health and reduce teenage pregnancies.
- Wiltshire's public health nurses, health visitors and school nurses will continue to deliver the national healthy child programme; this will develop and hopefully form closer relationships with other non health partners and also community based organisations.



Further information

Children and Young People's Plan 2012-2015

www.wiltshirepathways.org

Author

Lynda Cox Head of Performance and Information Management, Wiltshire Council

Alison Bell Consultant in Public Health, Wiltshire Public Health

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Information drawn mainly from the Wiltshire Children and Young People's Plan, ChiMat Wiltshire profile 2012, Wiltshire Health Related Behaviour Survey 2011

Community safety

Introduction

Even though Wiltshire is one of the safest areas in the country, we still need to work with the public in relation to crime and disorder, drugs and alcohol, and Anti-Social Behaviour (ASB), and to increase public confidence in the criminal justice system.

The aim of the Community Safety Partnership is to help build resilient communities to improve the quality of life of everyone who lives, works or visits the county. We aim to do this in relation to crime prevention, community safety and substance misuse reduction by assisting in strengthening our communities to deal with local issues as they are identified by this assessment.



The bigger picture

The 'What Matters to You?' survey 2012 asked residents of Wiltshire a number of questions about many aspects of life in Wiltshire. The survey included a number of questions related to residents' perception of crime and safety in their local area. Some of the results are provided below:

- The percentage of people who feel safe has increased. During the day 98% of respondents feel safe, a 3% rise from 2009. After dark, 82% of respondents feel safe, a marked increase from the 2009 figure of 67%. Results by community area show variations across the County, and the Community Safety Partnership will continue its work to increase the percentage of people who feel safe.
- Satisfaction with Wiltshire Police is high at 66%. This is an 8% improvement from when the same question was asked in the Household survey 2009.
- 83% of respondents feel Wiltshire is a place where people from different backgrounds get on well together.
- 46% of respondents felt speeding vehicles to be a very big or fairly big problem in Wiltshire. This compared to 14% of respondents who felt that people being drunk or rowdy in public places, 12% who felt intimidated by groups hanging around the streets, and 12% of people who felt people using or dealing drugs was a big or fairly big problem.

- 19% of respondents felt there was more action needed to reduce the level of anti-social behaviour in Wiltshire. 15% of respondents felt more action needed to be taken to reduce the level of crime in the County. More information and reports based on the 'What Matters to You?' survey 2012 results can be found at www.intelligencenetwork.org.uk

Issues 2012/13

- 1 Violent crime
- 2 Working with partners
- 3 High risk people

What's changed?

Violence in the community

There has been extensive work to reduce violence in the county over the last couple of years. In Wiltshire there has been a 22% reduction in violent crime in the period 2010 to 2011 which means that Wiltshire ranks 9th best out of 39 Police force areas for the rate of violent crime.

Some of the success in this area has been associated with the establishment of the Licensing Tasking Group. The group which was set up in June 2010 consists of the responsible authorities including Wiltshire Police, Wiltshire Fire & Rescue and several departments within Wiltshire Council. Using a monthly tactical assessment, the group aims to target and co-ordinate resources to address problem licensed premises across Wiltshire with an ultimate aim to reduce levels of alcohol-related disorder and violent crime.

From July 2011 to June 2012, Wiltshire participated in the Domestic Violence Protection Notice/Order pilot. The new legislation aims to provide further protection to victims of domestic abuse. The conclusions of the pilot will form part of a wider Home Office report which is due to be published in spring 2013. Wiltshire has decided to continue to pilot the legislation until the publication of the full report.

In addition, Wiltshire is one of four forces in the country involved in the Domestic Violence Disclosure Scheme pilot which was launched in July 2012. The scheme entails disclosing information about an individual in order to protect a potential victim of domestic abuse.

Key fact

Violent crime accounts for 20% of all crime in Wiltshire and is, therefore, a key priority.

Overall, there has been a reduction of 22% in violent crime in the last year.



Anti-Social Behaviour, criminal damage and deliberate fires

Levels of ASB in the county have continued to fall in the last year, with the last six month period (April – August 2012) seeing a reduction of 22% in comparison to the same time period in 2011.

During the summer of 2011, a review of the Anti-Social Behaviour Panel found the panel to have a greater victim focus. In October 2011 the new holistic model was launched at the Anti-Social Behaviour Risk Assessment Conference (ASBRAC) - focuses on both the victim and offender, adopting a case conference approach with the aim of the meeting being to ensure the best possible outcome for both parties. In the first six month period of ASBRAC being established, 117 cases were dealt with, using a range of both enforcement and support tools.

Work began this year to produce a joint ASB strategy between Swindon and Wiltshire, to ensure where appropriate both Swindon and Wiltshire Community Safety Partnerships maximize the effective use of resources and promote consistent good practice. The strategy will go out for public consultation and be published later in 2012.

A number of partnership funded projects have taken place to reduce incidents of ASB in specific locations including increased provision of street-based youth work, youth shelter provision in Trowbridge, refreshed Designated Public Place Order signs and awareness in Chippenham and targeted activities in ASB hotspot areas.

Integrated Offender Management

In 2011, a more intensive approach to dealing with repeat offenders was established called SWITCH. This stands for 'Swindon & Wiltshire Integrated Targets for Change' and is one of a series of Integrated Offender Management programmes across the country. SWITCH brings together and co-ordinates all the different agencies that deal with repeat offenders. So instead of an offender having to explain his or her problems over and over again, first to the police officer, then the probation officer etc, with SWITCH there is one action plan, one case worker co-ordinating the efforts of other agencies and one journey of change tailored to the needs of the offender.

A two-day workshop was held in April 2012 to give partners a chance to learn about the history of Restorative Justice and understand the evidence of the effectiveness of this approach in reducing reoffending. A working group made up of relevant partners has been established to ensure a joined-up approach to Restorative Justice in a way that best supports victims, whilst working towards a reduction in offending at all levels across the local community.



Drugs and alcohol

There continues to be significant work in the county to help and support drug and alcohol service users and develop the services available. Some of the key pieces of work that have taken place in the last few years are included below:

- A move to recovery for all service users including a shift in culture, resulting in a leap in successful completions of treatment.
- A new case management system has been implemented to assist with reporting and managing individual cases.
- The community and prison substance misuse services are currently being re-commissioned.

The Wiltshire Hidden Harm Strategy 2011 to 2014 is now in place with a conference held in October 2012. The strategy aims to improve the outcomes for children and young people affected by parental drug and alcohol misuse and the associated conflict in the family home.

Road safety

The 13th joint annual report for road casualties in Wiltshire and Swindon published in December 2011 reflected the success of the Road Safety Partnership over the last few years. The report highlighted that the partnership had managed to achieve the targets set by government as outlined below:

- A 40% reduction in the number of people killed and seriously injured in road collisions
- A 46% reduction in the number of children killed and seriously injured in road collisions
- A 10% reduction in the slight casualty rate, expressed as the number of people slightly injured per 100 million vehicle kilometres.

The Road Safety Partnership conducts a large variety and number of education and training sessions throughout the year. The sessions are aimed at groups that are seen as a priority ranging from 'Walk Safe' scheme run at primary school level right through to Safe Driving with Age (SAGE) assessments and advice to help older drivers drive safely on the road.

However, the latest Health Profiles published by the Department for Health in July 2012 have confirmed earlier research which shows that Wiltshire not only remains above the England average but that this position is both statistically significant and has got worse. Looking closely at the figures the number of KSIs in Wiltshire during October, November and December 2011 increased dramatically and the reasons for this is to be analysed in a specific report.



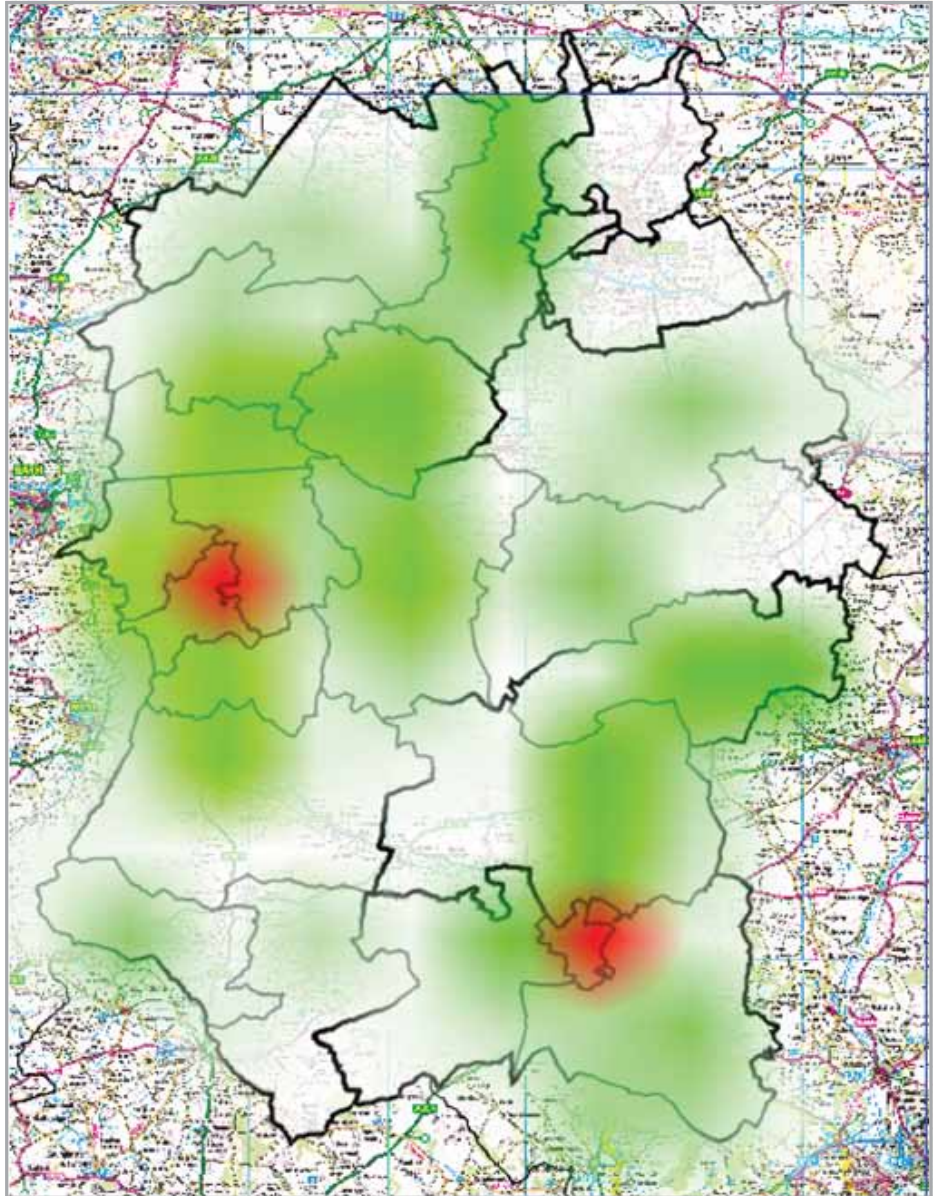
Issue one: Violent crime



Figure 5.1: Domestic Violence against the Person incidents
1 April 2011- 31 March 2012

Summary

The county of Wiltshire is one of the safest in the country. Any crime can be hugely debilitating for the victim and creates far reaching negative effects on the community. Two aspects of violent crime were identified in the Joint Strategic Assessment of Crime and Policing in Wiltshire for specific consideration over the next year, **domestic abuse and sex offences**



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Figure 5.2: Evidence table

	Wiltshire	South West	England
Sexual Offences	335	5,301	50,409



Key points

- Domestic abuse incidents, which represent 27% of all violent crime, have fallen by 20% over the last year.
- Domestic abuse continues to be under reported. It is estimated that less than 40% of domestic abuse incidents are reported to police.
- Financial strain and increasing unemployment are likely to increase domestic abuse at a time when services are at risk of reduction.
- New enforcement tools, such as Domestic Violence Protection Orders (DVPO), are being used to protect people from domestic abuse in Wiltshire.
- In Wiltshire, the number of recorded alcohol related sexual offences has fallen overall from 9% in 2010 to 6% in 2011.
- In 2011, there was an increase of 9% in the number of alcohol related sexual offences which occur during the night time economy.
- There is some indication of an increase in reporting of sexual offences and rape although perception of not being believed, and confusion about the process, is still discouraging reporting. Young people (10 to 19 years) remain at greatest risk of sexual violence and those aged 16 to 24 years are least likely to report the incident to police. It is, therefore, important that promotion of reporting should be targeted at this group.



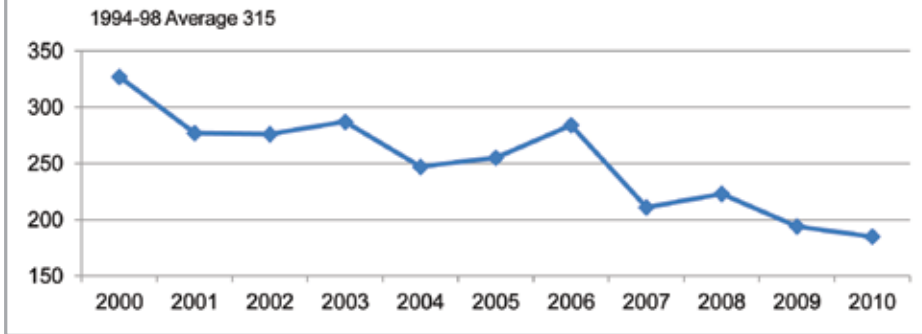
Issue two: Working with partners



Summary

A number of organisations work together to help prevent crime in Wiltshire. These include Police, Local Authority, Fire and Rescue, NHS and Probation. Areas where partnership working has been highlighted as key to success in the Joint Strategic Assessment of Crime and Policing in Wiltshire are road safety, public space violence, drugs and alcohol, and ASB.

Figure 5.3: Killed and seriously injured casualties on Wiltshire Council roads



Road Casualties in Wiltshire and Swindon - The thirteenth joint report ~ December 2011

Key points

- Overall Wiltshire met its target in 2010 to reduce the number of people killed or seriously injured on the roads by 40% over a ten year period.
- However, the number of people killed or seriously injured (KSI) in Wiltshire increased in 2011 by 11% well above the national trend.
- Most of this increase took place in the months of October, November and December.
- In addition to the emotional impact a road traffic collision can have on the community it also has a significant cost impact. In 2010 there were 1,770 casualties as a result of road traffic collisions in Wiltshire which amounted to a cost of £116 million.¹
- There are some similar local authorities who have been very successful in reducing the number of KSIs which Wiltshire can learn lessons from.

Figure 5.4: Evidence table

	Wiltshire	South West	England
Violence against the person	3,836	67,915	710,752

- Violent crime accounts for 20% of all crime in Wiltshire and is therefore a key priority. There has been a reduction in volume year-on-year which exceeds the reduction in all crime. Overall, there has been a reduction of 22% in violent crime in the last year.
- Town centre violence has seen a decrease but alcohol remains a significant driver of violence and ASB. Town centre violence, a proxy measure for alcohol related violence, has seen great reductions over the last 18 months. Compared to last year town centre violence has reduced by 26%.



¹ Road casualties in Wiltshire and Swindon – The thirteenth joint report (December 2011)

- Alcohol is an important cross-cutting issue, impacting a number of priority areas. National research shows that although identifying the precise role of alcohol in offending is difficult, it has been estimated that 40% of violent crime, 78% of assaults and 88% of criminal damage cases are committed while the offender is under the influence of alcohol.²

Figure 5.5: Evidence table

	Wiltshire	South West	England
ASB experienced (percentage of population)	25%	29%	30%

- There were 1,538 fewer reports of ASB to Wiltshire Police between January – December 2011 in comparison to the year before. Criminal damage has also seen a reduction of 9% in the same time period and the volume is below average when Wiltshire Police is compared to its Most Similar Forces (MSF).
- Deliberate fires, also a form of ASB, continues to see a decrease year on year in Wiltshire, 15% in 2010 and 20% in 2011.



² Relationship between alcohol and crime <http://webarchive.nationalarchives.gov.uk/20100413151441/http://crimereduction.homeoffice.gov.uk/toolkits/ar020101.htm>

Issue three: High risk people



Summary

A small number of offenders is often responsible for a large number of offences. Managing these people out of a life crime is the sustainable solution to reducing the harm the offences cause.

A number of Integrated Offender Management (IOM) schemes exist that aim to move offenders away from criminal behaviours. Victims and vulnerable individuals are also a high priority. Wiltshire Community Safety Partnership (WCSP) considers the safeguarding of children as one of its most important roles.

Key points

- In Wiltshire, the Local Children Safeguarding Board has approved a Wiltshire Missing Children Protocol which aims to reduce the number of children who go missing in Wiltshire.
- The Wiltshire Hidden Harm Strategy 2011-2014³ aims to improve the outcomes for Children and Young People affected by parental drug and alcohol misuse in Wiltshire and the associated conflict in the family home.
- 109 prolific offenders are currently being managed through SWITCH. The scheme has identified seven pathways out of offending including employment/training, drugs and alcohol and accommodation.
- Accommodation has been identified as a barrier for offenders who are trying to find a life away from crime. A working group has been established to identify the main issues for housing offenders and to try and break down some of the barriers in Wiltshire.



³ www.nfer.ac.uk/emie/inc/fd.asp?user...LNWILTHiddenHarm.pdf



Further information

Community Safety Partnership website:

www.wiltshire.gov.uk/council/wiltshirefamilyofpartnershipsworkingtogether/wiltshirethematicdeliverypartnerships/wiltshirecommunitysafetypartnership.html

Wiltshire Alcohol Strategy 2011/12:

www.wiltshire.gov.uk/wilts-alcohol-strategy-imp-plan-2011-12.pdf

Wiltshire Violence Reduction Strategy:

www.wiltshire.gov.uk/violent-crime-reduction-strategy.pdf

Wiltshire Adult Drugs Treatment Needs Assessment 2011/12:

www.intelligencenetwork.org.uk

Summary of the Joint Strategic Assessment of Crime and Policing in Wiltshire:

www.intelligencenetwork.org.uk/crime-community-safety/

Author

Laura Colley Researcher, Wiltshire Council

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Tim Mason Partnership Manager of the Wiltshire Community Safety Partnership

Simon Hodsdon Research Assistant, Wiltshire Council

Ryan Hartley Senior Performance Analyst, Wiltshire Police

Sonja Leith Principal Intelligence Analyst, Wiltshire Police

Housing

Introduction

Housing makes an important contribution to social and environmental objectives such as reducing health inequalities, improving educational attainment and community cohesion. Good housing contributes to a healthy community, better education and an improved economy and is linked to health and wellbeing, impacting on both physical and mental health.

The overall aim is: 'to build a better future with safe and secure homes in strong and vibrant communities where everyone should have a good quality of life and access to opportunities, choices and high quality services which are sustainable and accessible and which meet people's needs now and in the future.'

To achieve our aim we have started to develop a Wiltshire Housing Commissioning Plan and although it is still in the development stage, we have agreed three main priorities:

- To improve the quality and make best use of existing stock across Wiltshire
- To utilise all opportunities to meet existing and future housing need
- To help people to achieve independence and choice and to support local communities across Wiltshire.



The bigger picture

Wiltshire is the second largest housing authority in the South West. There were 17,108 households on the housing register in April 2012¹. During 2011/12, Wiltshire delivered 626 new affordable homes (against a target of 450)¹. The number of households living in temporary accommodation at the end of March 2012 was 121² which is a reduction from 145 in March 2011. 355 people were accepted as homeless in 2011/12, which is a significant increase from 240² in 2010/11 and is one of the highest in the South West.

Social housing in Wiltshire is provided by a number of different housing providers. The only social housing in Wiltshire provided by the local authority is in southern Wiltshire, an area which also has the greatest percentage of people living in rented houses.

In Wiltshire, the average house costs approximately 8.6 times the average wage of the lowest quartile of its working residents, which is higher than the region (8.2) or the nation (6.7)³ and is becoming increasingly unaffordable to first time buyers. Median house prices in the county recovered from a low of £175,000 over April to June (Quarter 2) 2009, to their current peak of £212,000 over July to September (Quarter 3) 2011⁴. Since 2008, median house prices have remained consistently higher in Wiltshire than in the South West (£190,000 in Quarter 3 2011) and England (£184,995 in Quarter 3 2011).

Due to the restricted availability of credit, access to the housing market remains poor, particularly for first time buyers. In addition, there will be a cohort of the population who bought at the peak of the market that is now in negative equity.

¹ Dept of Community Services, Wiltshire Council, April 2012.

² Source: CLG live table 784, 2012 data

³ Ratio based on lowest quartile earnings to lowest quartile house prices – South West Observatory 2011

⁴ Communities and Local Government: Local level house prices Table 582: Median house prices

What's changed?

Delivery of affordable housing

Although we have seen a significant reduction nationally in the funding available for the delivery of affordable housing, and a recession across the nation, Wiltshire continues to deliver a high number of affordable houses, including 31 new council homes in Salisbury and Trowbridge.

Figure 6.1: Evidence table

	2008/09	2009/10	2010/11	2011/12
Number of affordable homes delivered	583	564	648	626
Total number of properties built across Wiltshire	2,840	1,972	1,736	2,148
% of affordable housing	20.5%	28.6%	37.3%	29.1%
Total number of affordable housing lets	2,048	2,052	1,918	2,107

Our success is down to a number of factors, including close working with:

- 16 developers registered in Wiltshire to enable successful delivery of sites owned
- partners to deliver affordable housing through planning gain
- spatial planners to develop and interpret robust affordable housing policies to maximise delivery without the need for grant funding
- the strategy team to ensure we have robust understanding of housing need e.g. through rural surveys.

We have aimed to maximise financial opportunities, such as the firstbuy and homebuy government initiatives and worked closely with the Homes and Communities Agency (HCA) to access significant levels of grant funding through the 2008-2011 Affordable Housing Programme. This resulted in significant delivery of sites requiring grants in 2011/12, including Kingston Mills in Bradford on Avon, Pound Mead in Corsham and supported housing units at Emmaus House in Salisbury. A stakeholder away-day was held with our partners to discuss ways to make Wiltshire the place to build and actions agreed at this event are now being carried out.

Issues 2012/13

- 1 Delivery of affordable housing
- 2 Prevention of homelessness
- 3 Rural housing
- 4 Making best use of existing stock
- 5 Impact of Welfare Reform

Key fact

In 2011/12 we managed to deliver a total of 626 new affordable homes against a target of 450.



We have also secured government funding to increase the number of Gypsy and Traveller pitches we have in Wiltshire, as well as commencing delivery of Wiltshire's Private Finance Initiative (PFI) scheme for 350 new affordable homes. We will deliver 715 extra care units within 16 communities around Wiltshire within the next 10 years in accordance with the Older Peoples Accommodation Strategy to ensure fit for purpose accommodation for older people and will continue to work in partnership with developers and landowners to deliver extra care and preventative services within these schemes

Prevention of homelessness

The total number of homeless acceptances for Wiltshire is far higher than for any of our neighbouring local authorities. Wiltshire had 1.9 homelessness acceptances per 1,000 households, which is higher than Swindon, South Gloucestershire, BANES and Cotswold, but lower than South Somerset and Mendip.

The three main causes of homelessness remain:

- being asked to leave by parents
- termination of assured short-hold tenancies
- relationship breakdown.

Although the three main causes of homelessness remain the same locally, regionally and nationally, the termination of assured short-hold tenancies in Wiltshire is more often the reason for homelessness than it is nationally and in the South West (see table 3 on page 90). In Wiltshire we seem to have around 50% more terminations of assured short-hold tenancies. This will need to be researched to understand the reasons better. In 2010/11 we managed to prevent a total of 1,452⁵ households from becoming homeless, which is one of the highest prevention figures across the South West. Although we have been working really hard to prevent households from becoming homeless, there has been a significant increase in the number of homelessness acceptances, but a continued reduction in the number of households in temporary accommodation.

Rural housing

Rural areas face specific local challenges such as affordable housing, an ageing population, rural isolation, and reduced accessibility. Rural communities make up 50% of Wiltshire's population, living in 95% of the geographic area. Due to having insufficient rural needs data to help identify housing need in our rural villages, we have set up a rural investment programme which will focus on understanding the needs of our rural communities and maximising our opportunities to deliver rural housing.

We have been able to:

- set up a rural investment programme
- jointly fund and develop a five-year rolling programme of rural needs surveys
- complete a total of 15 rural needs surveys with approximately three being completed each month.

⁵ Source: CLG live table 792, 2011 data



The surveys provide up-to-date information on the housing situation of local residents, their aspirations and needs. They enable the identification of different needs and priorities in different local communities, and the measurement of housing affordability at the parish level. The surveys help us to understand the size, type and tenure of accommodation that is required locally. We use the information to inform both our housing and planning policies and to identify local needs for affordable housing.

Making best use of existing stock

Due to the increasing demand for affordable housing, a key priority for the housing partnership is making best use of existing stock.

We have:

- reviewed all sheltered housing stock across Wiltshire and are now developing an options appraisal on how we can make best use of this stock to meet future need
- recruited a dedicated full-time empty homes officer, with a focus on bringing back into use long-term empty homes through appropriate advice and assistance
- brought up to standard a total of 395 properties across Wiltshire
- brought up to standard an extra 46 properties through enforcement and improved an extra 56 properties by providing a loan or grant
- commenced mapping all stock across Wiltshire onto the GIS system to identify better what we have against what is needed at a very local level.

Fuel poverty

The Affordable Warmth Partnership is leading on Wiltshire's approach to affordable warmth. The role of the partnership is to develop a robust and efficient action plan with the overall aim of eradicating fuel poverty in Wiltshire.

Partnership activities include:

- an Affordable Warmth Summit – more than 50 delegates from across the county attended to find out about the implications of fuel poverty and how they can work together and feed into the action plan
- reviewing the draft Affordable Warmth in Wiltshire Action Plan
- identifying and developing joint projects - currently a targeted GP mail-out to vulnerable groups to promote the Warm and Well scheme.

The Warm and Well scheme provides heavily subsidised and, in many cases, free home insulation. Wiltshire Council is also providing funds in the form of a top-up. The top-up is available to vulnerable groups so that they can, in most cases, benefit from free insulation.

To date, Warm and Well has installed more than 1,000 measures (loft or cavity wall insulation) in approximately 900 homes.

Pilot projects have begun to establish a way forward with regards to Wiltshire's response to the 'Green Deal' and energy company obligation. The Green Deal will be the new way to fund energy



efficient measures. One project is ACHIEVE. Project ACHIEVE will implement a programme of home visits which focus on helping householders to find out more about how they use energy and how they can reduce energy bills. The assessors, previously unemployed, will be specially trained and employed to undertake the role.

Military accommodation

We have been working with the armed forces in a number of ways over the last year. We have set up an Armed Forces Housing Forum to co-ordinate the advice and support given to households in the armed forces to ensure the advice given is consistent and that gaps are identified and addressed. In addition, we are working together to assess and plan for meeting the housing needs of those leaving the armed forces through planned redundancies or retirement and also when personnel are discharged due to injury and potentially have specialist needs.

Alongside this we are working with the Homes and Communities Agency and the MOD to identify military land in Wiltshire and to explore the potential of this land, particularly in rural communities, to provide new homes for people in need of affordable housing with the potential to give priority to ex-military households.

The council is also in discussion with the military to explore how the council can help to enable the delivery of more service family accommodation to meet both current and future needs. By working more closely together we will be better able to meet the housing needs of current and past members of the armed forces now and in the future.



Issue one:

Delivery of affordable housing



Summary

The council will seek to deliver and exceed its annual target of enabling 450 new affordable homes to be built across Wiltshire, maximising delivery through the planning system, and working with partners and stakeholders to identify new and innovative ways of delivery.

In partnership with registered providers, developers, land owners and other stakeholders, we will strive to meet the highest standards possible, in order to provide good quality housing which will meet the diverse needs of the local population now, and in the future.

Figure 6.2: Evidence table

	2008/09	2009/10	2010/11	2011/12
Number of affordable homes delivered	583	564	648	626
Total number of properties built across Wiltshire	2,840	1,972	1,736	2,148
% of affordable housing	20.5%	28.6%	37.3%	29.1%
Total number of affordable housing lets	2,048	2052	1,918	2,107

Key points

- To deliver and commence the second phase of the Housing PFI project.
- To deliver on the Gypsy and Traveller bid to increase and improve the provision of pitches across Wiltshire.
- To deliver on our target of completing a total of 450 new affordable housing units for the next two years.
- To make best use of public assets – land and finance.



Issue two: Prevention of homelessness



Summary

Prevention of homelessness remains a key priority area as homeless households tend to experience poorer health generally, with particular issues around social isolation, poor access to services, mental health and substance misuse.

Figure 6.3: Evidence table

Causes of homelessness (2011/12) ⁶	Wiltshire	South West	England
Parental evictions	25%	22%	19%
Termination of Assured Short-hold Tenancy (AST)	42%	23%	15%
Friends/other relatives evictions	2%	12%	14%
Violent relationship breakdown	3%	11%	14%
Non-violent relationship breakdown	13%	7%	6%
Other	15%	25%	32%

Figure 6.4: Evidence table

Homelessness acceptances rates (2011/2012) ⁷	Total number of households	Acceptances	Per 1,000 households
Wiltshire	187,000	355	1.90
Swindon	84,000	110	1.31
South Gloucestershire	107,000	155	1.45
BANES	74,000	86	1.16
South Somerset	69,000	248	3.59
Mendip	46,000	199	2.74
Cotswold	36,000	148	0.83

Key points

- A full review of the housing options service is due to take place this year.
- The reason for the 50% increase in the number of homeless acceptances through the termination of an AST will be identified.
- We will continue to prevent homelessness and focus on building relationships with private landlords to help maintain tenancies and also to secure additional tenancies for households who are homeless or threatened with homelessness.

⁶ Source P1E April 2011

⁷ Source: CLG live table 784, 2012 data



Issue three: Rural housing



Summary

We are now nearly 12 months into our five-year rolling programme of rural housing needs surveys in collaboration with parish councils and partner housing associations in order to help better understand the needs of Wiltshire's rural communities.

To date, rural housing needs surveys have been completed in the following parishes:

Figure 6.5 Rural housing needs surveys

East	North	South	West
Bromham Ogbourne St George	Cricklade Hilmarton Hullavington Minety Purton Sherston	Coombe Bissett East Knoyle Steeple Langford	Broughton Gifford Chitterne Holt Limply Stoke

Key points

- We will complete an average of three rural needs surveys every month as part of our five-year rolling programme of rural needs surveys.
- We will continue to work in partnership and jointly fund this work through the rural partnership.
- We will maximise all available opportunities to deliver affordable housing in rural locations across Wiltshire.
- We will ensure rural properties are not disposed of unless the receipts obtained help to secure further affordable housing within the village.



Issue four: Making best use of existing stock



Summary

Making best use of existing stock includes: bringing empty homes back into use, looking at under and over-occupancy of homes, reviewing stock that may be inappropriate for current needs (such as hard-to-let sheltered accommodation), improving standards of existing homes and managing our own stock to the highest possible standards.

Figure 6.6: Evidence table

	Wiltshire	England
Age of stock – built post-1965	52.8%	40.4%
Private sector non-decent homes	31.0% ⁸	34.0%
Total number of HMOs*	0.3%	2.0%
Total number of empty homes	2.5%	4.1%

* House in Multiple Occupation

Key points

- Continue to be proactive in providing advice and support in bringing back into use long-term empty homes.
- Improve the standards of at least 450 properties across Wiltshire through advice, grants, loans or enforcement.
- Complete the mapping of all social housing across Wiltshire.
- Adopt a tenancy strategy.
- Complete a full review of the allocations policy to take advantage of the new freedoms introduced from the Localism Act.



⁸ PSH condition Survey Oct 2010

Issue five:

Impact of Welfare Reform



Summary

We intend to analyse and monitor the impact of Welfare Reform on both individuals and the wider community to understand better who might be affected by the changes and to agree methods to inform those affected and ensure appropriate advice and assistance is provided to those who need it.

Key points

- To complete our data analysis on the impact of the 'bedroom tax' for under-occupation and to look at ways to inform those affected and offer options for more suitable alternative accommodation.
- To create an additional band within the allocation policy for social housing households classified as high risk following the reductions in benefit for under-occupation.
- To work in partnership with key stakeholders to agree a plan with actions to help reduce as much as possible the impact on families following the changes to the benefit system.
- To consider how Discretionary Housing Payments (DHP) can be used to support households most at risk from these changes.

Further information

www.intelligentenetwork.org.uk/planning-housing

Author

Nicole Smith Head of Strategic Housing, Wiltshire Council

Transport

Introduction

Modern transport has transformed our society and economy. It has enabled us to take advantage of a wide range of dispersed opportunities and to keep in contact with family and friends. Advances in road haulage and distribution methods have stimulated economic growth by helping to provide us with unparalleled consumer choices, a 24-hour society and just-in-time deliveries.

At the same time, however, our reliance on the private car and the lorry has led to busier and more congested roads. This, in turn, has resulted in fewer people keeping healthy through walking and cycling. It has increased concerns with regard to noise and other community aspects, accessibility issues for people who rely on public transport, and environmental impacts such as air pollution and the threat of climate change.

So, while transport can be viewed as simply a 'means to an end' (i.e. it just gets us from A to B), in reality it's a key element of a modern society which impacts on the economy, climate change, people's health, social exclusion, street scenes and the countryside.



The Wiltshire Local Transport Plan (LTP) 2011-2026 has the following vision:

To develop a transport system which helps support economic growth across Wiltshire's communities, giving choice and opportunity for people to safely access essential services. Transport solutions will be sensitive to the built and natural environment, with a particular emphasis on the need to reduce carbon emissions.

The bigger picture

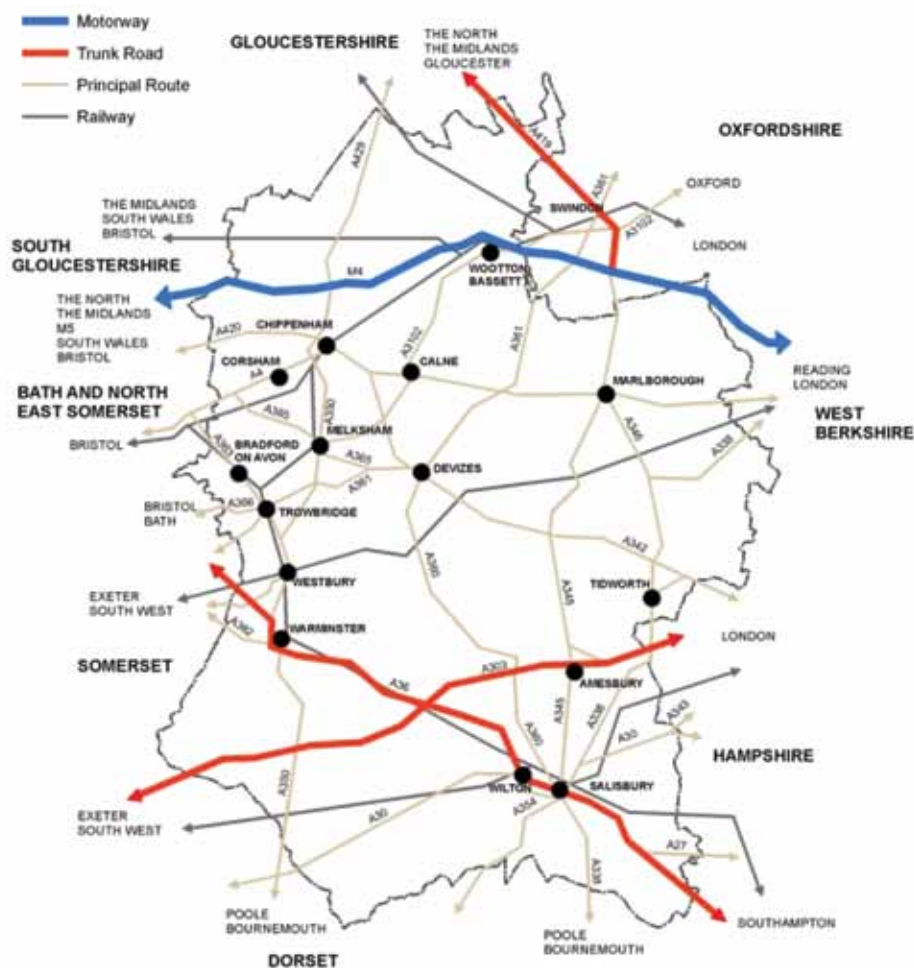
- Wiltshire is a gateway to the South West and is, therefore, crossed by a number of important transport routes.
- Roads take up more land than buildings in Wiltshire (39.97 km² and 29.37 km² respectively). However, the percentage of the total land area taken up by roads is relatively low in Wiltshire (1.23%) compared with the South West (1.74%) and England (2.22%) (State of the Environment Report, 2012).
- The car is the main form of transport for most people: some 40% of households in Wiltshire have access to two or more cars compared with the average in England of 29.5%, and 60.5% of all journeys to work are by car compared to the South West average of 58.7% (Census, 2001).
- Car usage in Wiltshire is expected to rise by nearly a third at 28% by 2025.

- There is a significant minority of households who don't own a car, and not everyone living in a car owning household is able to rely on having access to a car for all of their travel needs.
- Wiltshire has fairly low levels of congestion compared to other local authority areas – journey times on Wiltshire's 'A' roads are in the lowest quartile for all English local authorities.
- Wiltshire has a higher proportion of people walking or cycling to work than either in the South West or England; but fewer people use public transport (2.8%) compared with the South West (5.1%) (Census, 2001).
- Wiltshire's network of public Rights of Way is more than 6,100km long, almost all on privately-owned land.
- There are currently seven Air Quality Management Areas (AQMAs) in Wiltshire.

Issues 2012/13

- 1 Facilitating economic and development growth
- 2 Reducing transport's carbon emissions
- 3 Improving road safety
- 4 Providing access to essential services
- 5 Enhancing people's quality of life

Figure 7.1: Principal road and rail network in Wiltshire



Key fact

Speeding vehicles was the most frequently selected problem in the 'What Matters to You?' survey 2012.



What's changed?

Economic growth is being compromised by an increasingly unreliable and congested transport network.

- Average journey times during the weekday morning peak (7am-10am) on Wiltshire's 'A' roads fell by 3.9% between February 2011 to February 2012.
- The proportion of Wiltshire's principal classified roads where maintenance should be considered remained steady at 6% in 2010/11.
- In line with the development of the Wiltshire Core Strategy, the council is developing transport strategies for Chippenham, Devizes, Salisbury and Trowbridge to support future development growth.
- The council's road and bridge maintenance programme in 2010/11 was £14,599,000.

Emissions by transport of carbon dioxide and other greenhouse gases are having a detrimental effect on climate change.

- Although per capita CO₂ emissions from road transport in Wiltshire have fallen since 2005, they still remain above the average in the South West and England.
- Transport features as one of the strategy themes in the council's 'Energy Change and Opportunity Strategy 2011-2020'.
- A total of 71 walking schemes and 12 cycling schemes were implemented by the council during the two year period April 2010 to March 2012.
- Over the last two years, the council has worked with 37 schools to update their travel plans and with three schools to develop new plans.

There are still too many deaths and serious injuries on Wiltshire's roads, although this varies across the county.

- While the number of people reported Killed and Seriously Injured (KSI) in road traffic accidents in Wiltshire fluctuates from year-to-year (276 in 2008, 235 in 2009, 229 in 2010 and 254 in 2011), the overall rate of reduction is comparable to the national trend.
- Progress towards the 2010 casualty reduction targets and examples of road safety interventions can be found in the 'Road Casualties in Wiltshire and Swindon – 13th Joint Report – 2011' (available from www.intelligencenetwork.org.uk)



A lack of transport to services, facilities and employment results in a degree of inequality for some Wiltshire residents.

- Around a half of Wiltshire bus services run without council funding and the council is working with operators to encourage further commercial operation where this is possible.
- As in other parts of the country, however, bus services have suffered as a result of reductions in public spending. Reviews of less well-used bus services are being carried out by the council with local communities being consulted to make sure that as far as possible the impact on users is minimized.
- The council has also been working with Community First to provide funding and advice to local groups wishing to set up new community transport services: the 'Accelerate' scheme and Community Transport Development Fund were launched in Devizes in June 2012.

The built and natural environment in some areas is being adversely affected by traffic.

- Motor vehicle traffic in Wiltshire totalled 3,378 million vehicle miles in 2011 which is little changed from 2010 and below the peak of 3,509 million vehicle miles in 2007.
- The 'Air Quality Strategy for Wiltshire 2011-2015' was adopted by the council in December 2011.
- The 'Wiltshire Local Transport Plan 2011-2026' was subject to both a Strategic Environmental Assessment and a Habitats Regulation Assessment.



Issue one:

Facilitating economic and development growth



Summary

Transport's role in facilitating economic and development growth is important. Businesses benefit from more efficient logistics providing access to new markets for goods and services, leading to improved productivity and the ability to draw on the wider labour pool.

Improving the service and integration of transport networks can help to grow the tourist industry, through the provision of improved access, connections and convenience.

Congestion and delays not only act as a drag on the economy but can also have a negative impact on the amenity and ambience of our town centres. They can deter visitors and shoppers who make a vital contribution to the health of our local economies.

In Wiltshire, 29% of respondents to the 'What Matters to You?' survey 2012, said that one of the most important things in making somewhere a good place to live is the level of traffic congestion.



Figure 7.2: Evidence table

	Wiltshire	South West	England
Average journey time (minutes per mile) on 'A' roads (February 2012) ¹	1.88	2.10	2.41
Average vehicle speeds (miles per hour) on 'A' roads (February 2012) ²	32.0	28.6	24.9
Proportion of principal roads where maintenance should be considered 2010/11 ³	6	4	5
Proportion of non-principal roads where maintenance should be considered 2010/11 ³	7	10	8
Proportion of bus services running on time (2010/11) ⁴	88%	67% - 89% ⁵	81%

Key points

- Nearly a third of respondents to the 'What Matters to You?' survey 2012 considered that the level of traffic congestion needs improving in their local area. And 35% of respondents think that the council should spend more on new roads and improvements. However, journey times and speeds on Wiltshire Council's most important roads ('A' roads) are significantly better than the average in the South West and England.
- 39% of respondents to the 'What Matters to You?' survey 2012 considered that road and pavement repairs need improving in their local area. And, 61% of respondents think that the council should spend more on the maintenance of existing roads one of the highest areas of concern. While the maintenance of principal roads in Wiltshire is slightly worse than the average in the South West and England, the maintenance of non-principal roads is better. However, in the public's eye increased spending on road maintenance has always been a consistent choice in surveys going back many years.
- The government is proposing to devolve the funding for major transport schemes to local areas; if this happens, the council will work closely with partners such as the Swindon & Wiltshire Local Enterprise Partnership to deliver schemes that will help economic and employment growth in Wiltshire.

¹ Source: Department for Transport statistics – Table CGN0206b.

² Source: Department for Transport statistics – Table CGN0206a.

³ Source: Department for Transport statistics – Table RDC0120 (Note – the figures for the South West and England are a simple mean of the data for the relevant individual local authorities).

⁴ Source: Department for Transport statistics – Table BUS0902

⁵ Range applies to shire counties in South West.

Issue two:

Reducing transport's carbon emissions



Summary

Tackling climate change is one of the greatest challenges the world faces. As a society we will need to build on current progress in reducing transport emissions to meet the UK's commitments, and current projections suggest that road transport will need to be largely de-carbonised by 2050. Currently, domestic transport accounts for 21% of the UK's total CO₂ emissions, and more than half of these are from the private car.

Nationally, commuting and business trips generate over a third of car emissions, although leisure, shopping and education trips still have their part to play. Medium distance (10–25 miles) trips are responsible for the highest volume of carbon emissions and approximately one third of emissions are generated by trips under 10 miles. Cumulatively, trips of less than 10 miles account for 40% of the UK's domestic transport carbon emissions, with trips in the two to five mile category contributing 40% of these emissions.

55% of respondents to the 'What Matters to You?' survey 2012 think that traffic volumes are one of the main threats to the environment in Wiltshire.



Figure 7.3: Evidence table

	Wiltshire	South West	England
Carbon dioxide emissions per capita from road transport 2009 (tonnes) ⁶	2.6	2.1	2.0
Weekly bus vehicle trips per thousand resident people (2011) ⁷	36	40	52
Annual rail journeys per head of population (2010/11) ⁸	13	8	-
Bus passenger journeys per head of population ⁹	27	34	-
Proportion of travel to school by car (5-15 age group) 2011 ¹⁰	31%	31%	29%

Key points

- Although per capita CO₂ emissions from road transport in Wiltshire have fallen since 2005, they still remain above the average in the South West and England.
- The 'Energy Change and Opportunity Strategy 2011-2020' seeks to promote and increase the use of car clubs, car pooling, alternative fuelled vehicles and, in association with the Energy Saving Trust, 'smarter driving' to help people save fuel.
- Following the development of a bid during 2011 and early 2012, the council was awarded £4.25 million by the Department for Transport in June 2012 to 'Improve Wiltshire's Rail Offer': an improved train service between Westbury and Swindon, and enhanced sustainable transport options to access Wiltshire's rail stations.
- The number of weekly bus vehicle trips per thousand resident people in Wiltshire is lower than regional and national averages but compares well with other shire authorities in the South West.
- In 2009, buses ran an estimated 280,000 vehicle-km each week in Wiltshire, of which 57% was through rural areas. About 55% of rural bus mileage was by council-supported services, while in urban areas 34% of services were supported.

⁶ Source: 'Local Authority CO₂ emissions 2009' (Department of Energy and Climate Change, 2011).

⁷ Source: Department for Transport statistics – Table BUS1001c and Bus1001d.

⁸ Source: Office of Rail Regulation / 2011 Census.

⁹ Source: DfT national indicator benchmarking tool / 2007 population estimate.

¹⁰ Source: School Census / DfT.

Issue three: Improving road safety



Summary

The value of preventing all the accidents that were reported nationally in 2009 is estimated at £16 billion per annum, and there are close linkages between some of the measures to improve safety and other key goals, such as improving quality of life and reducing congestion.

It is critical that efforts to address road safety problems involve work across organisations and disciplines, including educational, engineering and enforcement activity. There is a considerable amount of good practice that has been developed locally and nationally, and the relevance of existing lessons ought to be given close consideration before resources are committed to fresh types of intervention.

- 46% of respondents to the 'What Matters to You?' survey 2012 said that there is a problem with speeding vehicles in their local area.
- Speeding vehicles was the most frequently selected problem across all the community areas. In many instances it was 20% above any other suggested problem and at least in the public eye is the number one priority that needs fixing.

Figure 7.4: Evidence table

	Wiltshire	South West	England
Reported killed and seriously injured (KSI) rate per 100,000 population (2010) ¹¹	49.8	37.2	40.7
Reported killed and seriously injured (KSI) casualty rate per billion vehicle miles (2010) ¹²	69	74	80

Key points

- Contrasting with the importance attached to speeding vehicles, only 15% of respondents to the 'What Matters to You? survey 2012 think that the council should spend more on road safety and educational training.
- The rate of KSI's per 100,000 population is consistently higher in Wiltshire than the national average, conversely, the rate of KSI's per billion vehicle miles is consistently lower. In general rates per population favor urban areas while rates per vehicle mile are better in rural areas.
- In 2011, a new Wiltshire KSI reduction target for 2020 was adopted. Progress towards this target will be reported in the 'Road Casualties in Wiltshire and Swindon - 14th Joint Report'.
- Improving the skid resistance of high speed rural roads is a priority for the highway maintenance programme.

¹¹ Source: Department for Transport statistics – Table RAS41004.

¹² Source: Department for Transport statistics – STATS19.

Issue four:

Providing access to essential services



Summary

It is important that all groups are considered when planning transport. For example, people with reduced mobility, older people and those living in rural areas face many barriers in undertaking journeys, not just physical access, but also the availability, affordability and acceptability of transport.

Access to employment, education and healthcare all have a key impact on life chances and social mobility, and ultimately on growth. Various studies have revealed that nationally:

- two out of five jobseekers say lack of transport is a barrier to getting a job, and one in four jobseekers said the cost of transport is a significant issue¹³
- 6% of 16–24 year-olds turn down training or further education because of transport problems; young people in rural areas, and those with learning difficulties and disabilities, are more likely to cite costs of transport as a constraint in pursuing post-16 learning¹⁴
- in 2008, 44% of workless households did not have a car or van, compared with 22% of all households¹⁵.

Within Wiltshire an average of 37% of respondents to the 'What Matters to You?' survey 2012 said that one of the most important things in making somewhere a good place to live is the level of public transport.

Nearly a third of respondents to the 'What Matters to You?' survey 2012 think that more should be spent on transport co-ordination and bus services.



Figure 7.5: Evidence table

	Wiltshire	South West	England
Households with good transport access to key services or work ¹⁶	77	95	100
Average minimum travel time to reach the nearest key services by walking/public transport ¹⁷	17 (minutes)	15 (minutes)	14 (minutes)

Key points

- While average minimum journey times by walking/public transport to the seven key services are higher in Wiltshire than the average in the South West and England, they are lower than the average found in rural areas in England (21 minutes).
- As a result of budget constraints, only 44% of rural addresses in 2012 now have an hourly bus service within 800 metres compared with 51% in 2009. The proportion with evening and Sunday services has also fallen over the same period. In 2012, 89% of rural addresses still have at least one weekday service.

¹³ Lucas 2003

¹⁴ Social Exclusion Unit, 2002

¹⁵ Office for National Statistics, 2008

¹⁶ Source: Department for Transport statistics – Table ACS0111 (Note – values are indexed with a base of 100 for the 2010 England value).

¹⁷ Source: Department for Transport statistics – Table ACS0101, ACS0104 and ACS0107.

Issue five:

Enhancing people's quality of life



Summary

Lack of physical activity and poor physical fitness can contribute to obesity, cardiovascular disease, strokes, diabetes and some cancers, as well as to poorer mental wellbeing. Cycling and walking offer an easy way for people to incorporate physical activity into their everyday lives. While local air quality has improved significantly in recent decades, levels of pollution in some areas remain harmful to health.

When air quality is poor it can contribute to heart and lung conditions, as well as reducing life expectancy.

While noise is an inevitable consequence of road transport infrastructure, it is also an unwanted intrusion that adversely impacts on quality of life, health and wellbeing.

22% of respondents to the 'What Matters to You?' survey 2012 think that the council should spend more on traffic management.



Figure 7.6: Transport statistics

	Wiltshire	South West	England
Road traffic – 2010 percentage change on 1994 – 1998 average ¹⁸	12	-	12
% of residents who walk for at least 30 minutes at least once per week ¹⁹	59	58	55
% of residents who cycle for at least 30 minutes at least once per month ²⁰	14	13	11

Key points

- While traffic volumes in Wiltshire increased slightly in 2011, they are still below the peak of 2007. The national fall in traffic between 2008 and 2010 was the first three-year consecutive fall since records began in 1949.
- Wiltshire Council must work towards improving air quality in those areas with an AQMA and maintain the good air quality across the rest of the county. The Air Quality Action Plan for Wiltshire is currently being updated to address all seven AQMAs designated in Wiltshire (another AQMA will be declared later in 2012).
- The 'Air Quality Strategy for Wiltshire 2011- 2015' is a high level document which provides a focus and mechanism to promote co-operation within and between the council, external organisations and the community to address local areas of poor air quality. The strategy includes a 17 point plan which focuses on key strategic actions.
- The Department for Environment, Food and Rural Affairs (Defra) has produced a first round of noise maps for major roads, railway lines, airports and industrial sites in the largest cities and towns. Although no railway lines, airports, cities or towns in Wiltshire have been mapped, a number of major roads in Wiltshire have been included (see Map Numbers 50 - 52, 67 - 69, and 85 - 87 available from <http://archive.defra.gov.uk/environment/quality/noise/environment/actionplan/locations.htm>).
- Access to Wiltshire's countryside is provided through a network of more than 6,100 kilometres of public Rights of Way, areas of access land agreed with landowners and through permissive access agreements. To help manage and develop access to the countryside, a new Rights of Way Improvement Plan is currently being developed for consultation later in 2012.

¹⁸ Source: Department for Transport statistics – Table RAS90003.

¹⁹ Source: Department for Transport Statistics – Table CW0221

²⁰ Source: Department for Transport Statistics – Table CW0201



Further information

Parking, transport and streets webpages on the Wiltshire Council website:

www.wiltshire.gov.uk/parkingtransportandstreets.htm

Department for Transport 'Transport Statistics' webpage:

www.dft.gov.uk/statistics

Author

Robert Murphy Principal Transport Planner, Wiltshire Council

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Gary Ashton Road Safety Officer, Wiltshire Council

Peter Binley Head of Service Highway Asset Management and Commissioning, Wiltshire Council

Spencer Drinkwater Principal Transport Planner, Wiltshire Council

Ruth Durrant School Travel Plan Advisor, Wiltshire Council

David Phillips Senior Transport Planner, Wiltshire Council

Ian White Head of Service – Passenger Transport, Wiltshire Council

Environment

Introduction

Wiltshire's environment is essential to many aspects of our lives and our economy, providing clean air and water, fuel and other raw materials. 80% of the land is farmed, producing food and providing employment.

In addition, the natural environment makes Wiltshire an attractive place to live, work and visit. It is a vital part of many people's quality of life, enhancing their physical and mental health, and it underpins a sustainable economy.

The State of the Environment report for Wiltshire and Swindon 2012 provides evidence that there is much to celebrate; the quality of Wiltshire's natural environment is arguably its greatest asset.

Yet there are many threats to the environment and the evidence shows some worrying long-term trends. Climate change is one of the greatest threats and is already having an impact on wildlife, natural processes and people.

There is a need to quantify and place a financial value on many of these benefits, through an ecosystem assessment for Wiltshire, to ensure that the natural environment is recognised, protected and enhanced for the future.

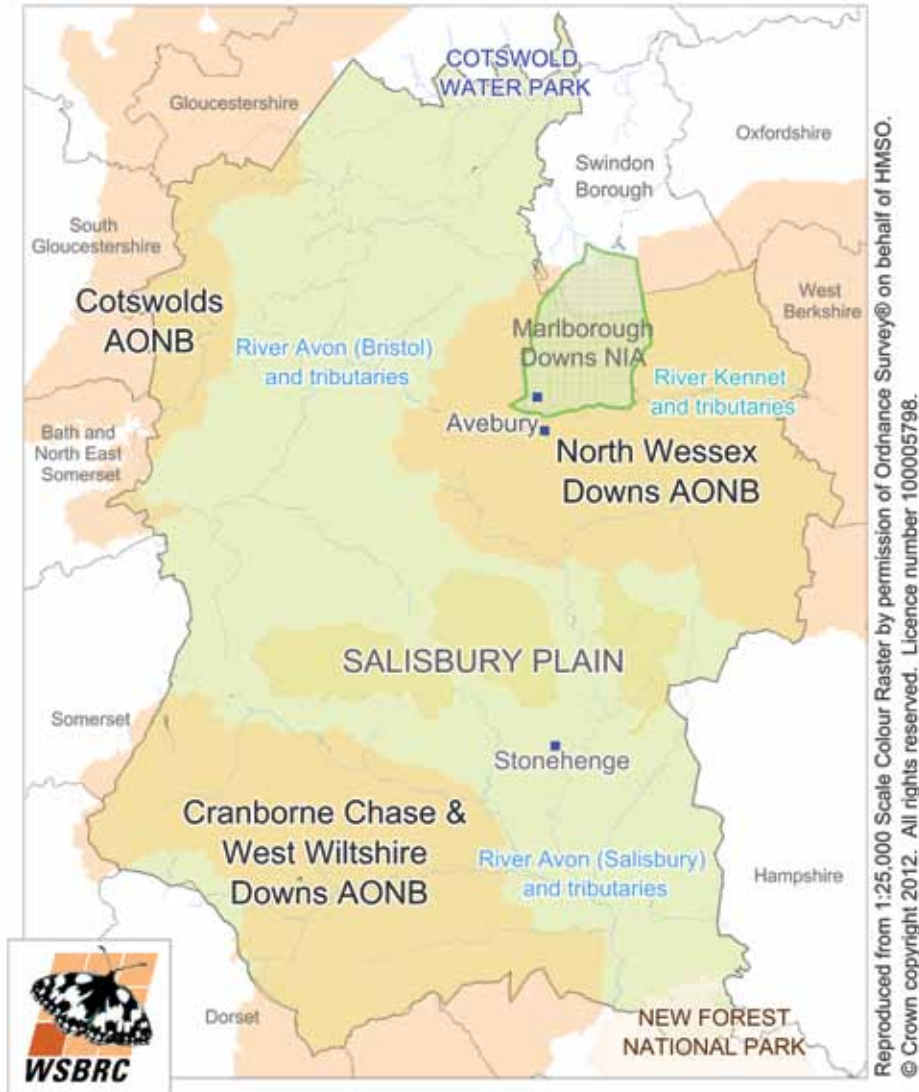


The bigger picture

- Wiltshire is predominantly rural – almost 94% of the land is classified as green space, compared to 89% in the South West and 87% in England as a whole. It has a rich and diverse environment, in terms of wildlife, landscape and historic features.
- Of the 80% of land used for agriculture, almost half of this is grassland used for grazing animals, followed by cereals (28%) and other arable crops (14%), with less than 1% used for fruit and vegetables. This reflects a similar use of farmland in England as a whole.
- The quality of the landscape is recognised in the three Areas of Outstanding Natural Beauty (AONBs) that cover 45% of Wiltshire, with a small part of the New Forest National Park accounting for another 1%. This compares well to England as a whole, where AONBs cover only 15% of the land and National Parks account for another 8%.
- Salisbury Plain covers a further 11% of Wiltshire. It does not fall within a protected landscape as it is actively used for military purposes, but it is protected under UK and European law for its wildlife. It is the largest area of open chalk grassland in northwest Europe and provides irreplaceable space for wildlife to flourish. 55% of the UK's remaining chalk grassland is within Wiltshire.
- Wiltshire has a rich historic environment, recognised by the listing of more than 12,000 buildings, more than 19,000 historic sites and features (including 1,300 scheduled monuments), 41 registered parks and gardens, one registered battlefield and 244 conservation areas. The World Heritage Site of Stonehenge and Avebury is internationally renowned and receives more than 1 million visitors a year.

- Air quality is good overall in Wiltshire and reflects long-term improvements across the UK. However, annual average levels of nitrogen dioxide emissions attributed to road vehicles have exceeded the recommended limits in some urban areas. Wiltshire Council currently has seven Air Quality Management Areas (AQMAs) in place, covering parts of Bradford on Avon, Devizes, Marlborough, Salisbury and Westbury, with a further AQMA likely to be declared in Calne. The council must work towards improving air quality in these areas and maintain the good air quality across the rest of the county.

Figure 8.1: Areas of Outstanding Natural Beauty, rivers and other landscape features in Wiltshire



Issues 2012/13

- 1 Water
- 2 The impact of people on the environment
- 3 Climate change adaptation and mitigation
- 4 Wildlife
- 5 Health and wellbeing

Key fact

Carbon emissions per person are consistently higher in Wiltshire than in England as a whole – 18% higher in 2009.



What's changed?

Environmental evidence base

- The first ever State of the Environment report for Wiltshire and Swindon and a new environment section on the Wiltshire Intelligence Network were published in May 2012. These resources highlight key data and provide analysis across a range of issues, including land use, farming, historic environment, air quality, water resources, climate change, waste and pollution.
- There is a need to quantify and place a financial value on the natural environment, through an ecosystem assessment for Wiltshire, following the example of the UK National Ecosystem Assessment 2011. There is also a need for an audit of people's access to natural green space in Wiltshire to inform the Green Infrastructure Strategy.

Biodiversity and the natural environment

- The Wiltshire and Swindon Local Nature Partnership is being developed, working closely with the Local Enterprise Partnership and Health and Wellbeing Board to drive positive change in the local natural environment. The Marlborough Downs has been chosen as one of 12 Nature Improvement Areas (NIA) in England to receive government funding. In addition, the Wiltshire Biodiversity Action Plan has been realigned to focus on landscape-scale conservation, rather than individual habitats and species.
- The new National Planning Policy Framework (NPPF) and the Implementation Review of the European Habitats and Birds Directives will have an impact on the protection afforded to biodiversity and the natural environment through the planning system. This will be largely managed through the implementation of the emerging Core Strategy in delivering new infrastructure, homes and employment sites. Both the NPPF and the Core Strategy are committed to ensuring net gains in biodiversity from development where possible.

Waste

- In 2011/12 the roll-out of service changes began, to reduce residual waste sent to landfill and increase recycling rates. They included the new kerbside collections of plastic bottles and cardboard, which began in November 2011. Other changes, including non-chargeable garden waste collections, will take effect in 2012/13.
- A new waste treatment facility is being built in Westbury that will process an additional 60,000 tonnes of residual waste each year from 2013/14. Waste taken to the Mechanical Biological Treatment (MBT) plant on Northacre Industrial Estate will be shredded and dried to make a fuel that will be used in energy-from-waste facilities in Germany.
- By 2014, the council aims to reduce the proportion of municipal waste sent to landfill to 25% and to increase the percentage of household waste recycled or composted to 50%.



- Much greater quantities of non-municipal waste are produced from commercial, industrial, construction, mining and quarrying sources, but there is little data available on these at a local level as they are managed by private contractors.
- The first anaerobic digestion plant in Wiltshire, at Bore Hill Farm in Warminster, began to collect food waste from local businesses in 2012, generating electricity and preventing greenhouse gas emissions from landfill.

Figure 8.2: Wiltshire Council's waste performance

	2005/06	2009/10	2011/12
Total household waste collected (tonnes)	225,146t	216,542t	214,122t
Total municipal waste collected (tonnes)	259,703t	244,933t	245,091t
Municipal waste sent to landfill (%)	66%	47%	37%
Municipal waste used to recover energy (%)	0%	14%	24%
Household waste recycled or composted (%)	34%	39%	43%
Residual household waste per household (kilograms)*	800kg	648kg	606kg

*residual household waste is the amount that goes to landfill after recycling, composting and energy recovery

Air quality

- Wiltshire Council has published its 'Air Quality Strategy for Wiltshire 2011- 2015' which is a high level guiding document to inform policy and direction across a range of council services, including a 17 point plan which focuses on strategic actions. It provides a focus and mechanism to promote communication and co-operation between the council, external organisations and the community to address localised areas of poor air quality. Detailed actions for individual AQMAs will be included in a Wiltshire Air Quality Action Plan currently being updated.
- Air quality has now been included as a policy within the Wiltshire Core Strategy, to contribute to addressing this issue through a multifaceted approach. This includes locating new development where there is a viable range of transport choices, seeking to boost the self-containment of settlements to reduce commuter flows and seeking to take the opportunities from managed development and growth to help address the areas where particular air quality problems occur. This latter solution will be delivered through developer contributions. The council is now preparing a supplementary planning document for air quality.



Weather events and climate change

- There has been a series of unusual weather events, largely consistent with predictions of more frequent and extreme weather events due to climate change. In 2011, England had the warmest April and spring on record. It was also the second warmest autumn on record, with wildlife demonstrating spring-like behaviour in November due to the mild conditions.
- The winters of 2010/11 and 2011/12 were exceptionally dry, with rainfall below average in 16 out of 25 months up to April 2012. The Environment Agency declared a drought in parts of north and eastern Wiltshire in March 2012 and the remaining areas of Wiltshire in April 2012. Following the wettest April to June period on record in the UK, the drought order was lifted in June 2012.
- Wiltshire Council has published its 'Energy, Change and Opportunity (ECO) strategy' for reducing the council's carbon emissions as an organisation and preparing for unavoidable climate change. It will be supplemented by detailed action plans to set out more specifically how the council will deliver its climate change ambitions, including:
 - Carbon Management Plan for the council's emissions
 - Climate Change Adaptation Plan for Wiltshire
 - Low Carbon Transition Plan for Wiltshire
 - Renewable Energy Action Plan for Wiltshire
- The council has also undertaken a Preliminary Flood Risk Assessment and is preparing a Surface Water Management Plan.



Issue one: Water



Summary

Water supply has been significantly affected by periods of low rainfall and levels of use for public supply and agriculture.

Wiltshire has 23% of rivers in good ecological status, with improvements planned for a number of rivers by 2015. The main challenge in relation to water quality is high levels of phosphate.

Figure 8.3: Graph: Rainfall in last two years compared to long-term average

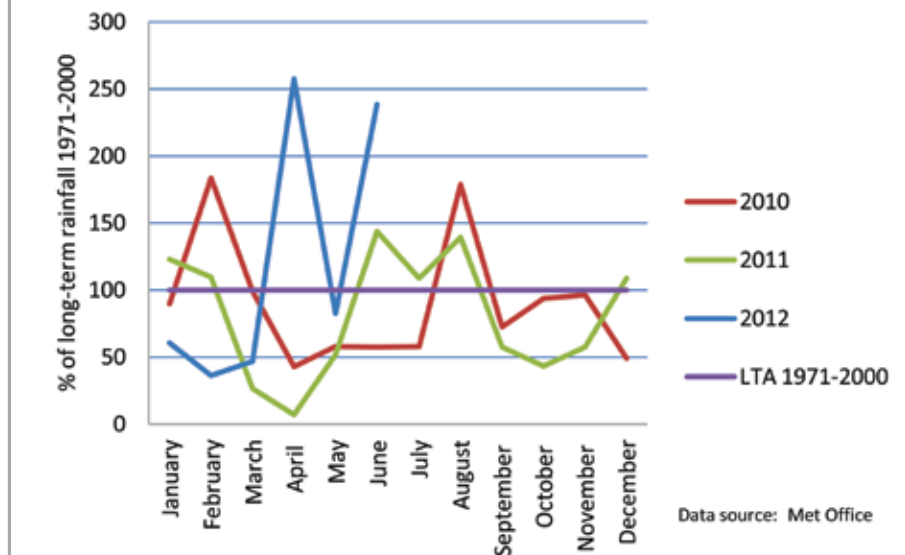


Figure 8.4: Ecological status of river water bodies in Wiltshire and related River Basin Districts (RBDs), as a percentage of total river length

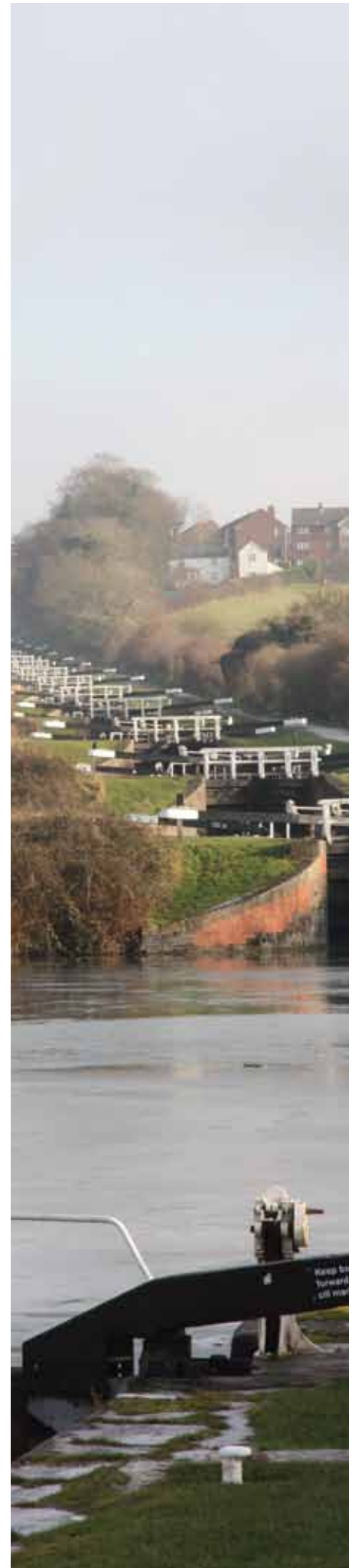
	Wiltshire	Severn RBD	South West RBD	Thames RBD
High	0%	0%	0%	0%
Good	23.3%	21.4%	24.8%	10.2%
Moderate	55.6%	55.4%	63.6%	54.8%
Poor	18.9%	21.3%	10.4%	30.2%
Bad	2.2%	1.9%	1.1%	4.9%

Source: 2009 baseline figures from the Environment Agency. Wiltshire's rivers fall partly within the RBDs shown.



Key points

- Sufficient and good quality water supplies are essential both for people and for a healthy natural environment.
- More than 70% of rivers (by length) are assessed as 'over-abstracted' or 'over-licenced' with the potential to cause unacceptable environmental impact if the abstraction licences already granted were used to their full extent.
- Due to below-average rainfall, in March 2012 groundwater levels were the lowest for 90 years and all rivers were below normal levels, with some at exceptionally low levels. This situation was improved with above-average rainfall from April to June 2012.
- Wessex Water is developing its water supply grid to meet future demand, including a new supply pipe to transfer water from Dorset to Salisbury.
- The ecological status of rivers has been assessed by the Environment Agency and Wiltshire's rivers can be compared as shown in figure 8.4. Wiltshire has two sections of river (14km in total) which have been classed as 'fail' on chemical status.
- A programme of actions is underway to improve water quality under the European Water Framework Directive. The Environment Agency in South West England has set a target of 43% of surface water bodies to be in good ecological status (or better) by 2015.
- The main challenge relating to water quality in Wiltshire is high levels of phosphate, which comes from sources including agricultural fertilisers and household detergents. This can lead to excessive algal growth and poor numbers of macro invertebrates and fish.



Issue two:

The impact of people on the environment

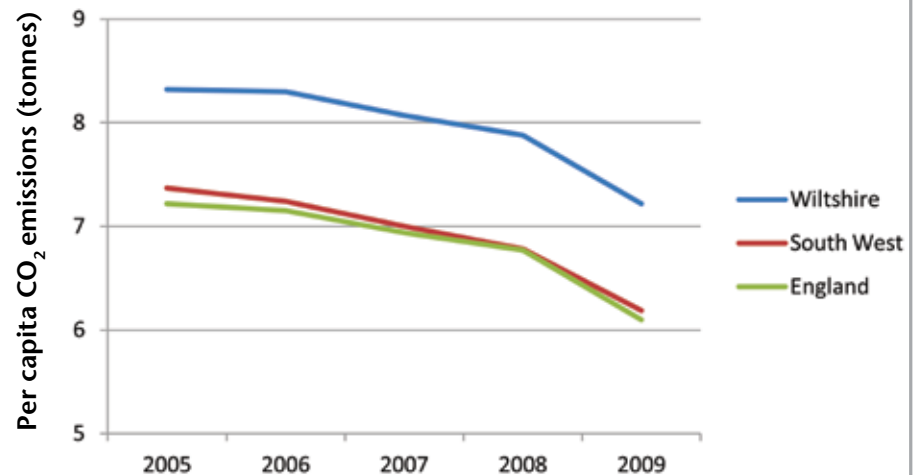


Summary

The growing population of Wiltshire has a significant impact on the environment; our levels of consumption are estimated at more than double the sustainable level (source: Stockholm Environment Institute, 2009).

Carbon emissions per person are also consistently higher in Wiltshire than in England as a whole – 18% higher in 2009.

Figure 8.5: Per capita CO₂ emissions, 2005-2009



Key points

- The growing population of Wiltshire has a significant impact on the environment, with a 29% increase in population predicted between 1991 and 2026, and 37,000 new homes to be built between 2006 and 2026.
- The area of land required for each individual's consumption – often known as an 'ecological footprint' – is estimated in Wiltshire as being over 4.8 hectares per person, more than double the sustainable level of 1.9 hectares and above the UK average of 4.6 hectares.
- Our 'ecological footprint' is an indication of our contribution to climate change and our impact on the natural environment more generally, including wildlife, water, air quality and land use.
- Carbon emissions per person are consistently higher in Wiltshire than in England as a whole – 18% higher in 2009 (most recent data available). From 2005 to 2009, emissions per person in Wiltshire fell from 8.3 tonnes to 7.2 tonnes, reflecting national trends.
- It is difficult to attribute Wiltshire's higher carbon emissions per capita to any specific area, as emissions are higher in Wiltshire than England in each of the three main categories: (i) industrial and commercial, (ii) domestic and (iii) road transport. The largest gap between Wiltshire and England emissions is in road transport.
- Other greenhouse gas emissions also make a significant contribution to climate change, in particular methane and nitrous oxide, of which the main sources are agriculture and landfill waste.



Issue three:

Climate change adaptation and mitigation

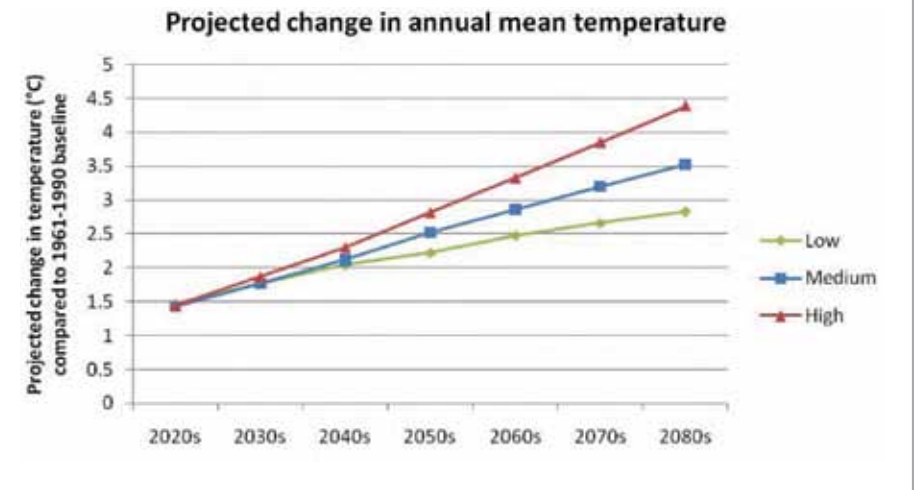


Summary

Some degree of climate change is now unavoidable, but reducing greenhouse gas emissions is vital to avoiding more extreme impacts of climate change.

While energy efficiency and use appears to be improving, a twenty-fold increase in renewable energy generation is needed by 2020 to meet UK targets.

Figure 8.6: Projected changes in annual mean temperature in Wiltshire over the period up until the end of the century (central estimate, 50% probability level)



Data source: UKCP09 User Interface (© UK Climate Projections, 2009)

Key points

- Likely climate changes in Wiltshire have been predicted based on the UK Climate Projections 2009. These suggest that there will be an increase in annual average temperature of between 2.4°C and 5°C by the 2080s, with hotter, drier summers and milder, wetter winters. There will be more extreme events, such as heat waves, storms, floods and droughts.
- The council has prepared an adaptation plan which gives an overview of actions that are needed.
- Between 2008 and 2011, for every 10,000 households in Wiltshire, 562 had cavity wall insulation fitted and 666 had loft insulation fitted. This is slightly above the national average.
- Between 2005 and 2009, domestic gas sales per consumer fell by more than 20% and both domestic and non-domestic electricity sales per consumer fell by more than 10%. This reflects national trends. However, non-domestic gas sales per consumer rose by more than 10% in the same period.
- Wiltshire's capacity to generate renewable energy is slowly increasing. The most recent survey in 2010/2011 shows a large increase in solar PV and solar thermal installations. However, most of these are small scale and two thirds of Wiltshire's 15MW renewable energy capacity comes from a small number of landfill gas installations. A twenty-fold increase in capacity is needed by 2020 to meet the UK Renewable Energy Strategy targets.



Issue four: Wildlife



Summary

The Wiltshire Biodiversity Action Plan lists 278 priority species as being the most threatened and in need of conservation action.

More than 14% of the land area is recognised as a Site of Special Scientific Interest (SSSI) or Local Wildlife Site and the condition and management of these sites is improving in general.

Wiltshire has nationally-important populations of certain species, but many of these have declined severely in recent decades, including farmland birds and butterflies.

Figure 8.7: Condition and management of wildlife and geological sites

		Wiltshire	South West	England
Percentage of Local Sites receiving positive conservation management in the last five years	2008/09	43.0%	39.0%	32.0%
	2010/11	65.0%	51.0%	43.0%
% of SSSI area in 'favourable' condition		22.8%	40.9%	37.2%
% of SSSI area in 'unfavourable recovering' condition		74.6%	54.6%	59.4%

Sources: Defra Official Statistics Release (10 May 2012), Natural England SSSI website (1 May 2012)

Key points

- Wiltshire has wildlife habitats of national and international importance. There are 127 Sites of Special Scientific Interest (SSSI) and 1,540 Local Sites in Wiltshire, covering more than 14% of the land area. These figures include a small number of important geological sites.
- The Wiltshire Biodiversity Action Plan lists 278 priority species as being the most threatened and in need of conservation action.
- Wiltshire is of national importance for farmland birds, but specialist species such as the lapwing have declined severely in recent decades. Garden bird populations appear to be slightly healthier in Wiltshire than the UK average. Wiltshire is also a stronghold for bats and butterflies, including many nationally rare species.
- Wiltshire's SSSIs are ahead of the regional and national averages in terms of the combined area in 'favourable' or 'unfavourable recovering' condition. However, significant further progress is needed to meet the government's target of 50% of SSSI areas in 'favourable' condition by 2020.
- The proportion of Local Sites receiving positive conservation management has increased significantly in the last five years and is well ahead of the regional and national averages.
- Salisbury Plain and Porton Down are designated as Special Areas of Conservation (SACs) and Special Protected Areas (SPAs) under the European Habitats and Birds Directives. There are nine other SSSIs in Wiltshire designated as SACs, including the River Avon, Pewsey Downs, North Meadow and Clattinger Farm.



Issue five: Health and wellbeing



Summary

Contact with nature provides important opportunities for physical activity and for improving mental health and wellbeing, and it is clearly important to people in Wiltshire.

However, more benefits could be gained by ensuring that everyone has good access to high quality green space within a certain distance of their home.

Key points

- In Wiltshire Council's 2012 'What Matters To You?' survey, 45% of respondents said that access to nature was one of the most important things in making somewhere a good place to live, second only to health services (56%).
- When asked why the natural environment is important, respondents said for the wildlife (78%), large open spaces (73%), passive recreation (70%) and active recreation (50%). Only 5% of respondents said that the natural environment wasn't important to them.
- Contact with nature – whether at the local park or high up on the chalk downs – provides important opportunities for physical activity and for improving mental health and wellbeing.
- The Sport England Active People's Survey suggests that just 14.8% of adults in Wiltshire have the recommended 30 minutes of moderate intensity physical activity on five or more days of the week. Local green spaces provide vital opportunities for walking, an easy and free way for people to exercise and make contact with nature. If everyone in England was given good access to green space it is estimated that the cost saving to the health service could be in the order of £2.1 billion per year.
- Wiltshire's network of public Rights of Ways is more than 6,100km long, almost all on privately-owned land. There are 26,000 hectares of access land, around three-quarters of which are within the Salisbury Plain Training Area, and 11 Local Nature Reserves. The council is producing a new Rights of Way Improvement Plan and Countryside Access Improvement Plan in 2012/13.
- Public Rights of Way and open spaces close to where people live are known as 'green infrastructure'. The council is developing a green infrastructure strategy to ensure that everyone has good access to high quality green space within a certain distance of their home. This will be implemented alongside the Core Strategy.
- Health and wellbeing is also affected by the quality of the local environment in terms of clean streets, fly-tipping and other pollution. In 2009/10, Wiltshire Council reported that 5% of land/highways fell below acceptable standards in terms of litter and 18% in terms of detritus (which comprises dust, mud, gravel, rotted leaf and vegetable residues, and other finely divided materials). This is higher than the South West averages of 4% and 9% respectively.





Further information

State of the Environment Wiltshire and Swindon 2012 report
and Environment section of Wiltshire Intelligence Network:

www.intelligencenetwork.org.uk/environment

Natural England:

www.naturalengland.org.uk

Environment Agency:

www.environment-agency.org.uk

Author

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Resilient communities

Introduction

The overall vision shared by members of the Wiltshire Assembly is to build stronger and more resilient communities in Wiltshire. The Resilient Communities Partnership (RCP) has been tasked with an important role in helping to deliver this vision.

Many of the challenges we face today are not ones that local and central government can address alone. What is now accepted as being required is supporting and encouraging local people to be more proactive in addressing their own needs and those of the communities in which they live.

This is why the RCP focuses its attention on support for the Voluntary and Community Sector (VCS), equalities and inclusion issues, and local involvement in democracy and community planning.



The bigger picture

The RCP's strategic objectives are also informed by national developments. Particularly relevant to its work is the Localism Act, the Equality Act, and the Health and Social Care Act.

The Localism Act 2011 introduces new community rights designed to give local people the chance to take action on local services, assets and development. The RCP recognises that the VCS is well placed to support the implementation of the Localism Act in Wiltshire which is why it is well represented on the partnership and why supporting the VCS is a key strategic objective. In addition to this, local participation in decision making, whether through area boards, community area partnerships, or other forums, will be key to delivering the Localism Act.

The Equality Act 2010 introduces 'protected characteristics' designed to ensure the elimination of discrimination, to advance equality of opportunity and foster good relations between different groups. This provides an important framework for member organisations of the RCP to develop services that continue to meet the needs of all of our diverse communities in Wiltshire.

The Health and Social Care Act 2012 states that local authorities will be required to commission a local Healthwatch by 1 April 2013; it will become a statutory member of the Health and Wellbeing Board and have a role in maximising local engagement by bringing the opinions of communities and patients voices to the commissioning process.

Issues 2012/13

- 1 Strong and vibrant VCS
- 2 Addressing inequalities and promoting inclusion
- 3 Local involvement in decision making

What's changed?

The RCP reviewed its 2009 – 2012 strategy and action plan in early 2012 and agreed that it would maintain a focus on the same key issues that featured in the last edition of this document namely a:

- strong and vibrant VCS
- equalities and inclusion
- local involvement in decision making
- participation in arts and culture (captured in a separate chapter in this document).

The global and national economic situation with its associated reductions in funding was also a consideration for the RCP when it reviewed its key issues. It is clear that focusing on building resilient communities in the context of the challenges we now face continues to be important. Associated to this is the coalition government's implementation of 'welfare reform' which will have an impact on individuals and communities. The RCP believes that all organisations and particularly those in the VCS have an important role to play in supporting people through their changes and challenges so that they do not face social and financial exclusion.

The military presence is one of the defining characteristics of Wiltshire, with around 30,000 military personnel and their dependants estimated to be living in the county. Given this, Wiltshire launched its Armed Forces Community Covenant in 2011. The covenant is a voluntary statement, the aim of which is to encourage local communities to support the Service community in their area and to nurture understanding and awareness amongst the public of issues affecting the Armed Forces community.

Key fact

Voluntary and community sector spend in the local economy is estimated at £353m per annum



Issue one:

Developing a strong and vibrant VCS



Summary

The RCP believes that the VCS has a key role to play in delivering the Wiltshire Assembly vision for stronger more resilient communities in Wiltshire. As such, it is important that public sector partners, notably Wiltshire Council, maintain a positive relationship with the VCS which is underpinned by mutual respect and understanding. It is crucial, therefore, that Wiltshire's VCS is effective and dynamic, capable of delivering quality services to some of the county's most vulnerable people. Volunteering is clearly a defining characteristic of the VCS. Furthermore, it is identified as a priority for the coalition government with its concept of the 'big society'.

The RCP believes that the evidence indicates that there is still much work to be done to promote and support volunteering in our communities especially where levels are low. It is clear that the communities which volunteer less are more likely to be the ones which suffer deprivation (as evidenced in the Indices of Deprivation 2010).



Figure 9.1: Evidence table

National Survey of Charities and Social Enterprises - Key Indicator (KI) questions	Satisfaction	Wiltshire		UK	
		2008	2010	2008	2010
The proportion of organisations in your area satisfied with their ability to influence local decisions that are relevant to them. This has stayed the same.	Very/Fairly Satisfied	19%	15%	15%	16%
	Fairly/Very Dissatisfied	20%	18%	27%	24%
The proportion of organisations in your area satisfied with the support available to them in their local area. This has stayed the same.	Very/Fairly Satisfied	28%	29%	22%	24%
	Fairly/Very Dissatisfied	13%	9%	20%	15%
The proportion of organisations in your area who consider that local statutory bodies in your local area value the work of their organisation. This has stayed the same.	Tend to/Strongly Agree	41%	42%	37%	39%
	Tend to/Strongly Disagree	10%	9%	14%	12%
The proportion of organisations in your area satisfied with local statutory grant funding/contract bidding arrangements. This has stayed the same.	Very/Fairly Satisfied	20%	17%	13%	14%
	Fairly/Very Dissatisfied	11%	9%	19%	17%

Key indicator questions comparing the 2008 and 2010 National Surveys of Charities and Social Enterprises. NB when comparing year on year results, statistically significant changes would be plus or minus 5%.

Key points

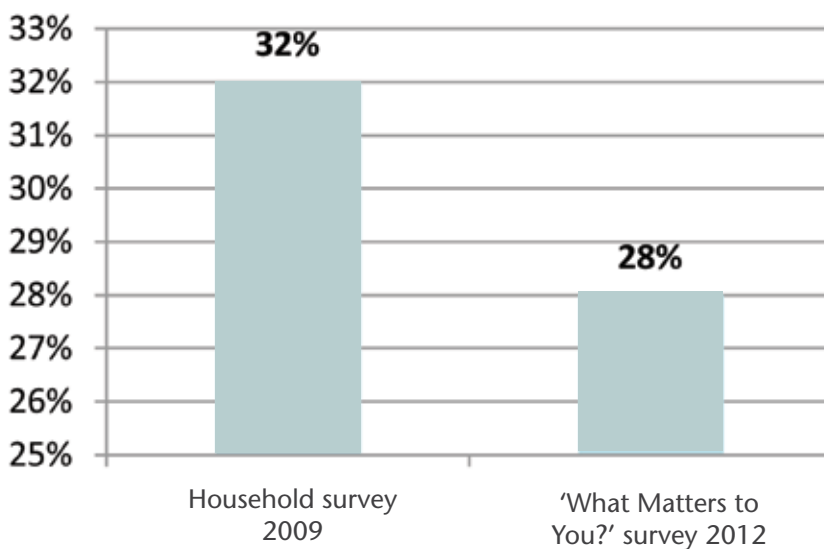
Whilst the table above shows that the situation in Wiltshire is slightly better than is the case nationally, the overall position of 'no change' indicates that further work needs to be done. In particular, the survey highlights some key findings where specific activity should take place.

- The sector has an increased role in delivering public services – a quarter (24%) of organisations reported this to be their main role in 2010, compared with 14% in 2008.
- Organisations wish to be more involved in developing policy that affects them and more able to influence local decisions.
- There are clear needs around support to find volunteers, apply for funding, or bid for contracts and maintain sufficient financial reserves.
- The importance of voluntary income to the sector was emphasised, with nearly a third (31%) citing this as their most important income source. Those VCS organisations in receipt of statutory funding are less confident of success in the future.

- A further way of measuring whether we have a strong and vibrant VCS is to look at the social and economic impact of organisations i.e. what difference they make to the lives of individuals and communities and how this is evidenced. Research into the impact of the VCS in Wiltshire is being conducted by the University of Bath. Key points from phase one of the research¹ include:
 - VCS spend in the local economy is estimated at £353m per annum
 - Wiltshire VCS employs an estimated total of 11,300 full time equivalent paid workers and 22,000 part time workers, amounting to 10.2% of the total workforce in Wiltshire
 - An estimated 109,200 people regularly volunteer contributing to a total of 327,600 volunteer hours and an estimated £79 million p.a. (based on the minimum wage).

Figure 9.2: How often have you volunteered to help out at a charity or local community group in the last 12 months?

Wiltshire results: 2009 and 2011



'What Matters to You?' survey 2012

Key points

- The percentage of respondents who volunteer regularly is 28%. This represents a decrease from 2009 when the figure was 32%.
- There is some variation in the community areas since some have higher levels of volunteering e.g. Wilton (34%), Pewsey, Bradford on Avon, Tisbury and Marlborough (33% each) and some are much lower; these include Trowbridge (23%), Westbury (23%) and Calne (24%).
- Higher levels of volunteering tend to be found in more affluent communities, whereas lower levels of volunteering are found in communities experiencing some form of deprivation.



¹ Wiltshire VCS Impact Survey Report - July 2012

Issue two:

Addressing inequalities and promoting inclusion



Summary

Our vision is for stronger and more inclusive communities where we see diversity celebrated, inclusion promoted and disadvantage challenged.

Whilst Wiltshire is considered to be relatively prosperous, there are pockets of deprivation that are often hidden in official statistics. The inequalities which exist in some of our communities represent our biggest challenge to building resilience.

The Indices of Deprivation 2010 helped the RCP to identify equalities and inclusion (particularly financial inclusion) as a key issue. Please refer to the background chapter for more detailed information about the 2010 Indices.

Inequalities can be found in the significant differences in pensioner income in the UK with women persistently having lower incomes than men. This gap can probably be attributed to the fact that as women often stop employment or choose to work part-time when they have children, coupled with the fact they tend to provide informal care, they can miss out on being eligible to achieve higher levels of pension incomes. The gender pay gap may also play a part.

This income disparity explains why there is a higher percentage of retired females receiving Pension Credit than males - Pension Credit is a means-tested income benefit for people aged 60 and over.

The RCP recognises that carers can often suffer from social exclusion. Carers are people looking after or giving unpaid help or support to family members, friends, neighbours or others, because of long-term physical or mental ill-health or disability, or because of problems associated with old age.

Many people find themselves providing unpaid care to others. Unpaid care can have an impact on job prospects, income and the health of the providers. Women are more likely than men to take on care responsibilities beyond those of looking after children and this is reflected in the statistics.

Key points

- According to the Households Below Average Income series², the proportion of pension age adults in households in the UK with below 60% of median income after deducted housing costs was: 16% for males and 22% for females. In 2011, in the UK an average pension age male received an annual pension income of £19,593, while a woman received £12,169 (Prudential, 2010). The Prudential's Annual Class of 2011 national survey, which analyses the expectations of those planning to retire in the forthcoming year, found that 20% of those who retired in 2011 had no private or company pension and were going to be reliant solely on State Pension to fund their retirement; 28% of females and 10% of males.
- In Wiltshire, there is a significant difference between the proportions of male and female pensioners claiming Pension Credit: 15.1% of females compared to 10.2% of males. This indicates that, in line with national trends, there is a significant difference in pensioner income in Wiltshire with women having lower incomes than men.



² Family Resources Survey, 2006/07 to 2008/09, Department for Work and Pensions.

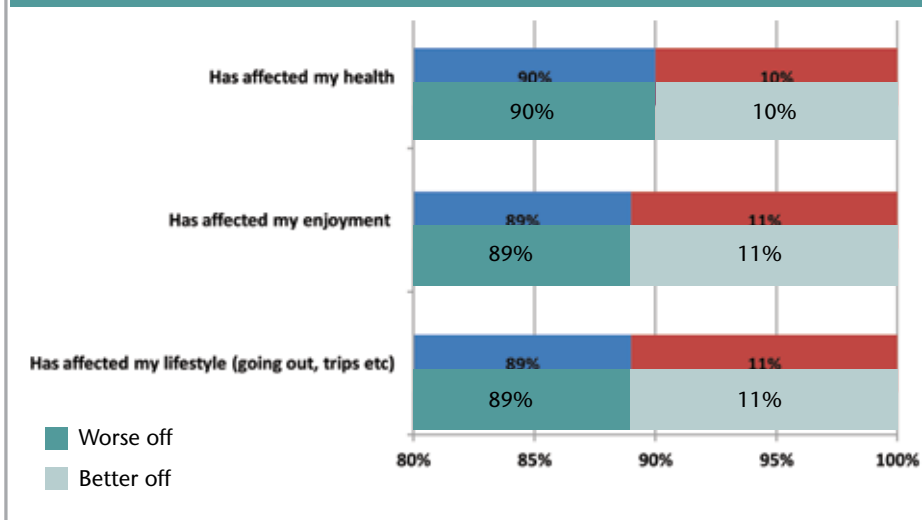
Figure 9.3: Pension Credit claimants, November 2011

	Wiltshire		South West	Great Britain
	Number	% pension age population		
Total	14,910	12.9	15.8	19.3
Male	5,400	10.2	13.5	16.7
Female	9,510	15.1	17.8	21.4

Source: Department for Work and Pensions

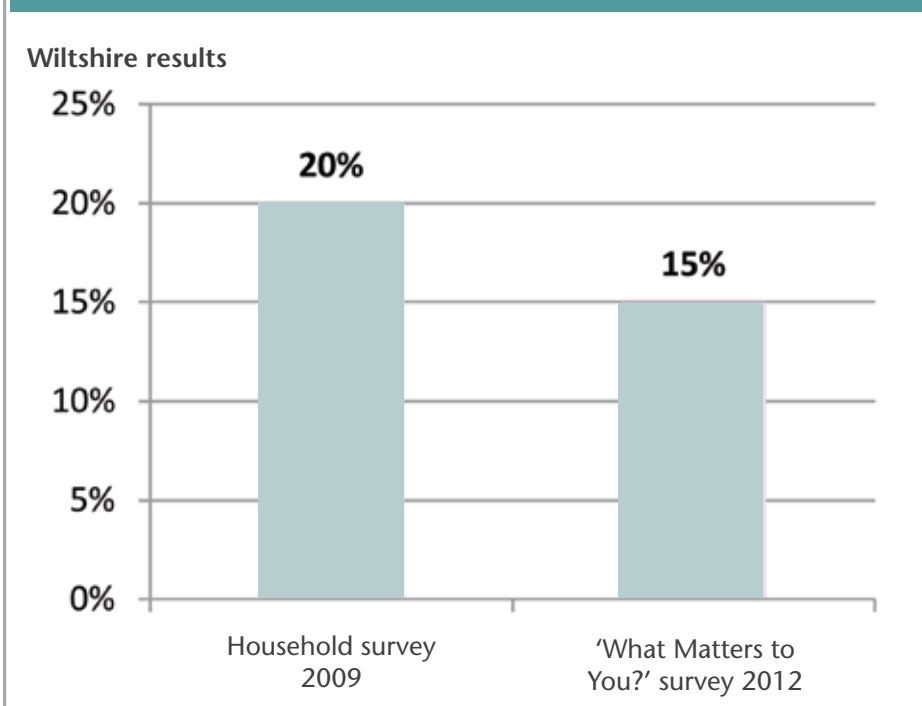


Figure 9.4: What impact has your financial situation had on your caring role?



Source: Carer's Voice, autumn 2008

Figure 9.5: In your local area, how much of a problem do you think there is with people not treating each other with respect and consideration?



'What Matters to You?' survey 2012

- The overwhelming majority of carers in Wiltshire who responded to the Wiltshire Carers' Voice Survey reported that their financial situation had negatively affected their lifestyle, enjoyment and health.
- Carers' Allowance is the main state benefit for carers and the vast majority, 77% of claimants, are female. In the future, caring responsibilities will increase and the concentration will fall on women who are in their middle years.

- Only 15% of respondents think that there is a problem in their local area with people not treating each other with respect and consideration. This represents an improvement since 2009 when the figure was 20%.
- However, there is considerable variation between community areas. Trowbridge, Calne and Westbury all have around a quarter of respondents saying that they think it is a problem in their area.

Issue three:

Promoting local involvement in decision making



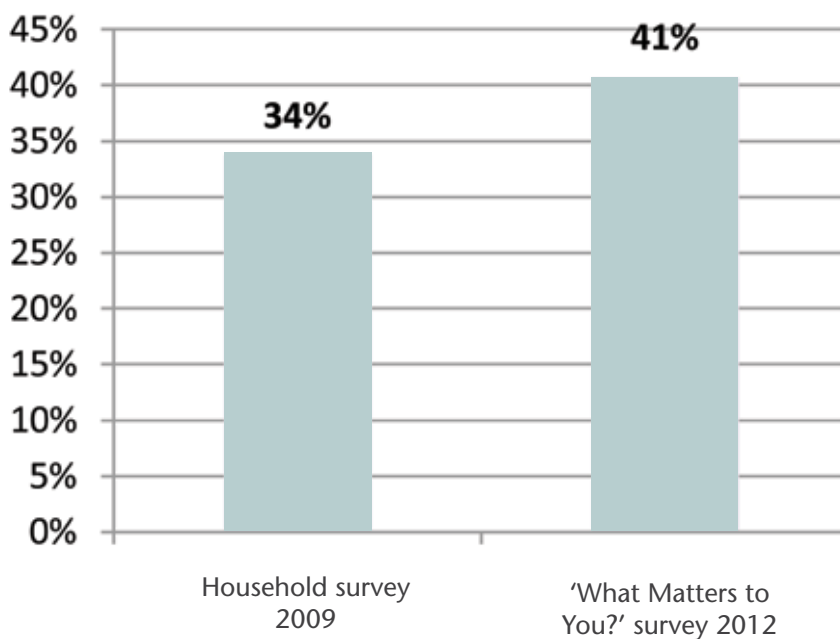
Summary

Involving local people in the decision-making process is a key issue for the RCP and is the central tenant of the Localism Act.

The evidence tells us that there are opportunities to build on the work we have done so far, principally through the area boards, to make it easier for people to participate in democratic processes in Wiltshire.

Figure 9.6: Do you agree or disagree that you can influence decisions affecting your local area?

Wiltshire results



'What Matters to You?' survey 2012

Key points

- The percentage of respondents who agree that they can influence decisions that affect their local area is 41%. This represents a significant improvement from the 2009 figure of 34%.
- There is significant variation amongst the community areas with Pewsey and Bradford on Avon having the highest figures with 54% and 53% respectively and Trowbridge, the lowest with 29%. Other community areas with relatively low figures include Salisbury and Chippenham with 33% and 35% respectively.





Further information

Resilient Communities Partnership:

www.wiltshire.gov.uk/council/wiltshirefamilyofpartnershipsworkingtogether/wiltshirethematicdeliverypartnerships/resilientcommunitiespartnership.htm

Military Civilian Integration Programme:

www.wiltshire.gov.uk/communityandliving/militarycivilianintegrationpartnership.htm

Community area of the Wiltshire Intelligence Network:

<http://www.intelligencenetwork.org.uk/community/>

Wiltshire Money website for more information about financial inclusion:

www.wiltshiremoney.org.uk

'What Matters to You?' Survey 2012:

www.intelligencenetwork.org.uk/consultation

Author

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Leisure

Introduction

This section focuses on the contribution that sport, recreation, physical activity, health improvement and other leisure pursuits can make to support the people of Wiltshire to lead happy and healthy lives.

The core activities covered are discretionary, but highly sensitive, as they are services that the public expect to be provided and they contribute to a number of the Community Strategy and Health Improvement Partnership ambitions.

The provision of leisure services and activities have an intrinsic value in their own right, as well as an enabling role to help deliver wider social agendas, making Wiltshire a better place to live in as well as contributing to the local economy.

The range of services, activities and open space available provides everyone with the opportunity to pursue a healthier lifestyle, whether this be as a participant, volunteer or spectator.

The overarching purpose is to support Wiltshire's objective to become the healthiest county in the UK by 2014, with the primary objective to create opportunities for continued increases in the levels of physical activity up to 2020. This also supports Sport England's aim to increase the number of people playing sport, basically to get more people to be more active more often.

The opportunities available to promote and make better use of the play and outdoor space in Wiltshire can also support the aspiration for a better life for all. The range of, and accessibility to, parks, outdoor pitches, play areas, footpaths, cycle ways and bridleways should provide residents with the opportunity to participate in outdoor recreational pursuits, thereby providing quality outdoor experiences for all the community.



The bigger picture

How active is Wiltshire?

- 25.3% of adults in Wiltshire take part in sport and active recreation (three times 30 minute sessions or more a week) compared to the national average of 21.9%.¹ However, 43.0% of adults do no sport or active recreation at all.¹
- 52.2% of adult residents in Wiltshire want to start playing sport or do a bit more.²
- 8.9% of our adult residents are regular sports volunteers, compared to the national average of 7.2%.³
- 72.1% are satisfied with sporting provision in the area, compared to 69.0% nationally.⁴
- 26.3% are members of sports clubs, compared to 23.3% nationally.¹
- The most popular sports for adults are: cycling, swimming, gym, football and athletics.¹
- Sport contributes economically to the area with 350 businesses trading in sporting goods or services in Wiltshire.⁶

¹ Sport England Active People Survey 5, 16yrs+, 3x30min or more of moderate intensity sport and active recreation a week (survey covers Oct 2010-Oct 2011)

² Sport England Active People Survey 5: Latent Demand (survey covers Oct 2010-Oct 2011)

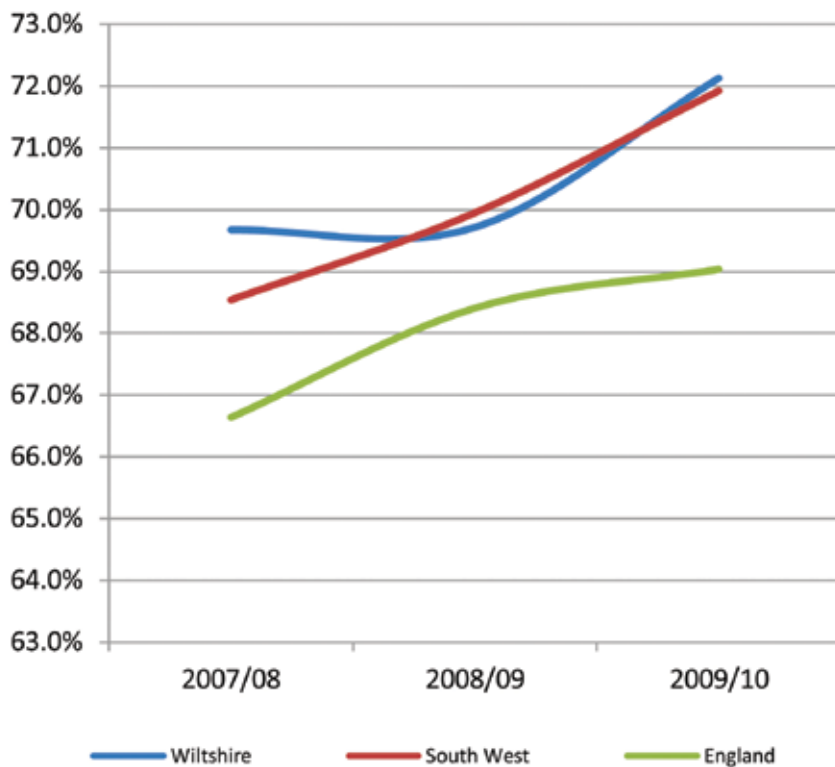
³ For APSS, the volunteering question was changed to include a more detailed definition of sports volunteering roles. Volunteering data should therefore not be compared to previous year's results

⁴ Sport England Active People Survey 4, (survey covers Oct 2009-Oct 2010)

⁵ Department of Health - Be Active Be Healthy, Year 2006/07, measure: cost of inactivity

⁶ Sport England Local Sport Profiles (published December 2010)

Figure 10.1: – Satisfaction with local provision



Issues 2012/13

- 1 Levels of participation
- 2 Volunteers
- 3 Young People
- 4 Formal outdoor recreation
- 5 Health

Key fact

The cost of physical inactivity in England is estimated to cost over £8 billion a year.

Figure 10.2: Participation in top 5 sports - comparison (thousands)

Sport	Wiltshire		South West		England	
	Number	%	Number	%	Number	%
Cycling	47.0	13.2%	459.7	10.8%	3,875.0	9.3%
Swimming	38.4	10.8%	525.7	12.4%	4,838.8	11.6%
Gym	35.6	10.0%	387.1	9.1%	4,494.2	10.7%
Football	26.3	7.4%	265.3	6.2%	3,103.1	7.4%
Athletics	20.6	5.8%	268.8	6.3%	2,698.5	6.5%

Source: Active People Survey 5, Population data: ONS Annual Population Survey 2011
Measure: Participation rate of the top 5 sports and the number of people that participate at least once per month. Numbers shown are thousands.



Issue one:

Increasing levels of participation



Summary

Primary objective

To work with communities to create opportunities for continued increases in the levels of physical activity up to 2020. We want more people to be more active more often and to provide sports and recreational facilities and activities that will contribute to this goal.

Key points

- 25.3% of adults in Wiltshire take part in sport and active recreation compared to the national average of 21.9%.¹
- 43% of adults do no sport or active recreation at all.¹
- 52.2% of adult residents in Wiltshire want to start playing sport or do a bit more.²
- The number of visits to leisure centres in Wiltshire and attending sports development and physical activity sessions in 2011/12 was 3,262,046.⁷
- 72.1% are satisfied with sporting provision in the area, compared to 69% nationally.⁴
- The increased population, coupled with an anticipated increase in demand of about 16% in the period to 2019, will see the demand for sports halls increasing from 20,350 visits per week in the peak period to 23,600. By 2019 the unmet demand across the county increases from 5.5 badminton courts to 7.9 badminton courts.⁷
- The demand for swimming pools will increase from 25,250 visits per week in the peak period to 29,200. The level of unmet demand across the county will equate to the equivalent of about one 25m pool.⁷



¹ Sport England Active People Survey 5, 16yrs+, 3x30min or more of moderate intensity sport and active recreation a week (survey covers Oct 2010-Oct 2011)

² Sport England Active People Survey 5: Latent Demand (survey covers Oct 2010-Oct 2011) volunteering roles. Volunteering data should therefore not be compared to previous year's results

⁴ Sport England Active People Survey 4, (survey covers Oct 2009-Oct 2010)

⁷ Wiltshire Council's Leisure Services Strategy - Indoor Facilities Action Plan

Issue two: Volunteering



Summary

“Without the two million adult volunteers who contribute at least one hour a week to volunteering in sport, community sport would grind to a halt.”

Sport England

Primary objective

To work closely with communities, partners, sports clubs and other agencies to increase the number of volunteers who support sport in Wiltshire, by ensuring the appropriate help is offered to recruit and retain volunteers.

Key points

- Three million adults (3,078,900) contribute at least one hour a week to volunteering in sport. This is 7.2% of the adult population in England.⁸
- Sport is the number one choice for volunteering: 52% of adults who volunteer do so in sport.⁸
- The Sport Makers programme in Wiltshire, funded by the National Lottery, to train 1,000 volunteers in Wiltshire to organise and lead community sporting activities, was launched during 2012, the Olympic's year.

Figure 10.3: Volunteering in sport

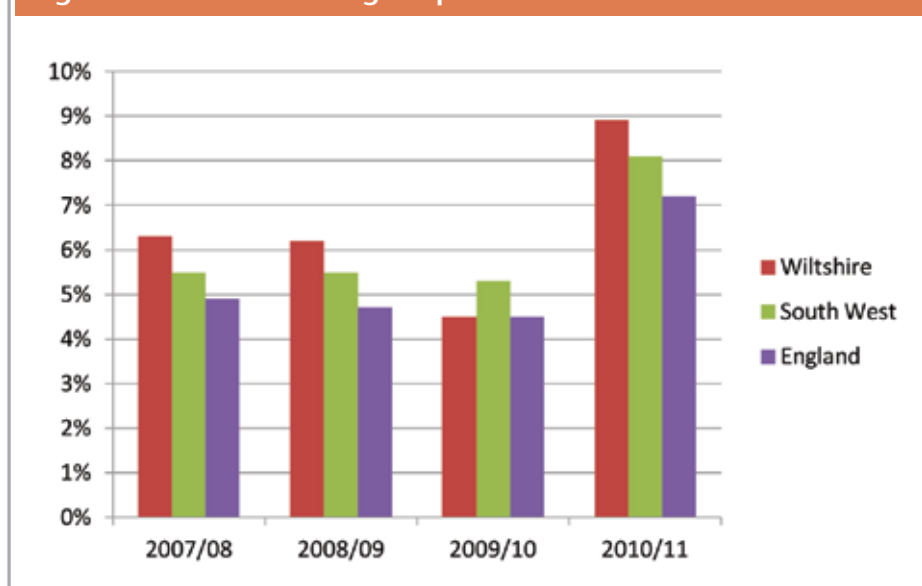


Figure 10.4: Evidence table

	Wiltshire	South West	England
% of population who have volunteered to support sport for at least one hour a week	8.9%	8.1%	7.2%

Volunteering is defined as 'Volunteering to support sport for at least one hour a week'



⁸ Communities and Local Government Citizenship Survey (2008/09)

Issue three:

Improving health of children and young people



Summary

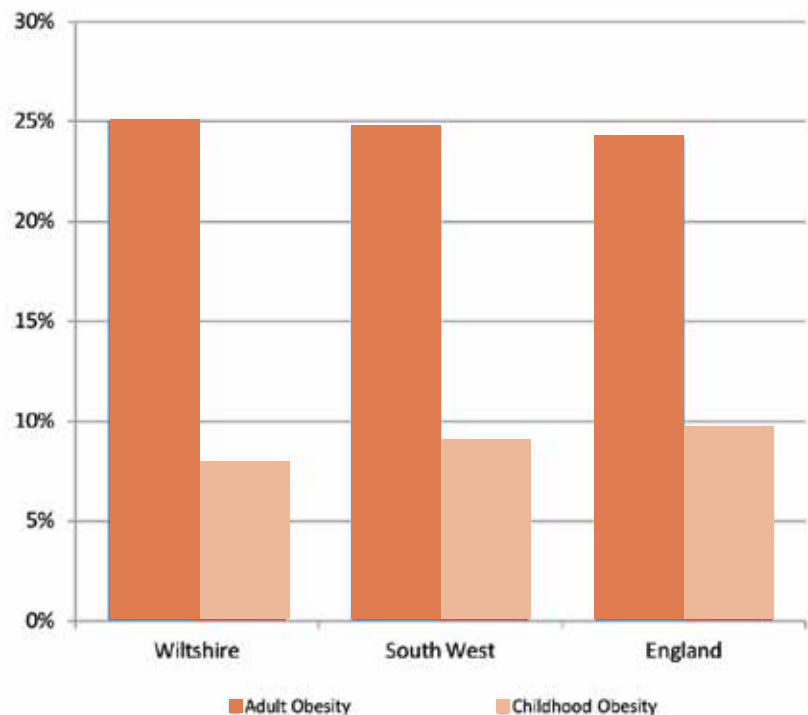
Primary objective

To work with partners and communities to improve the health and wellbeing of children and young people by providing opportunities and facilities to participate in a range of sport and physical activities.

Key points

- Young people's participation in organised sport improves their numeracy scores, on average, by 8% above that of non-participants.⁹
- The participation of underachieving young people in extra-curricular learning activities linked to sport increases their numeracy skills, on average, by 29% above that of non-participants, and their transferable skills by 12-16%.⁹
- Engagement in sport has a positive and quantifiable effect on a person's perceived wellbeing.⁹
- A joint partnership between Wiltshire Council and NHS Wiltshire during 2012 has enabled all young people under 16 years of age to have free access to public swimming sessions during school holiday periods.
- Playbuilder funding of £1.1million has enabled communities across Wiltshire to build 22 new or improved play spaces.¹⁰
- Approximately 1 in 5 children in Reception year and 1 in 3 in Year 6 are overweight or obese.¹¹

Figure 10.5: Proportion of adult and Reception Pupils who are obese



⁹ The findings from the Culture and Sport Evidence (CASE) programme on the drivers, impacts and value of culture and sport

¹⁰ Benefits of charitable protection – Fields in Trust website.

¹¹ Wiltshire Council Active Health Report 2012

Issue four:

Maintaining and improving the range and quality of formal outdoor recreation



Summary

Primary objective

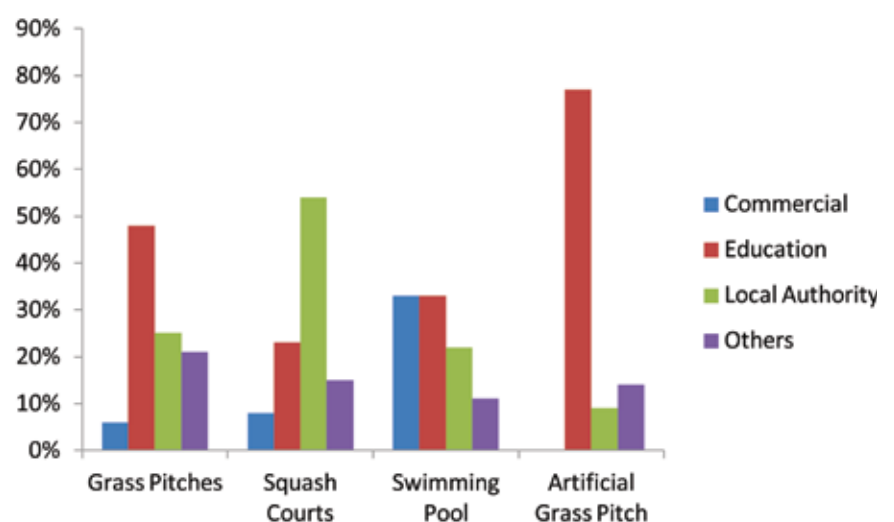
To work with communities to maintain and increase the range and quality of formal outdoor recreational facilities to support opportunities for continued increases in the levels of physical activity.

Key points

- 88% of parents agree that they had more freedom to play outside alone as children.¹⁰
- Contact with nature improves children's concentration and self discipline.¹⁰
- Participating in sport provides excellent mental and physical benefits regardless of ability.¹⁰
- More than 60% of children prefer spending time outdoors.¹⁰
- The cost of physical inactivity in England has been estimated at £8.2 billion per year.¹⁰
- All children have the right to play – Article 13 of the UN Convention on the Rights of the Child.¹⁰
- 81% of adults believe that children playing outside helps to improve community spirit (Play England).¹⁰



Figure 10.6: Provision of recreational facilities



Issue five: Improving health and wellbeing of local residents



Summary

Primary objective

To work with partners to improve the health and wellbeing of local residents by encouraging them to become more physically active and to work with partners to provide a range of activities and services to support this goal.

Key points

- 48% of referrals by a GP to the Active Health Physical Activity on Referral Scheme relate to overweight and obesity.¹¹
- 28.5% of those referred by a GP to the Active Health Physical Activity on Referral Scheme have a BMI of 35+.¹¹
- The health gains of a 30-49 year old who plays football are valued at £27,600 over their lifetime.¹²

Figure 10.7: Health costs of physical inactivity

Geography	The Health Costs of Physical Inactivity	
	Cost	Per 100,000 pop
Wiltshire	£6,025,980	£1,343,633
South West	£75,553,788	£1,484,709
England	£764,661,980	£1,531,401

Source: Department of Health - Be Active Be Healthy, Year: 2006/07

Measure: Health costs of physical inactivity

Figure 10.8: Obesity levels in adults and Year 6 pupils

Geography	Adult obesity		Year 6 obesity	
	Number	Rate	Number	Rate
Wiltshire	89,200	25.0%	7,080	15.7%
South West	1,048.6	24.7%	76,480	16.1%
England	10,106.3	24.2%	936,950	18.7%

Source: Department of Health: Year 2006-2008 (adults) 2009/10 (Children)

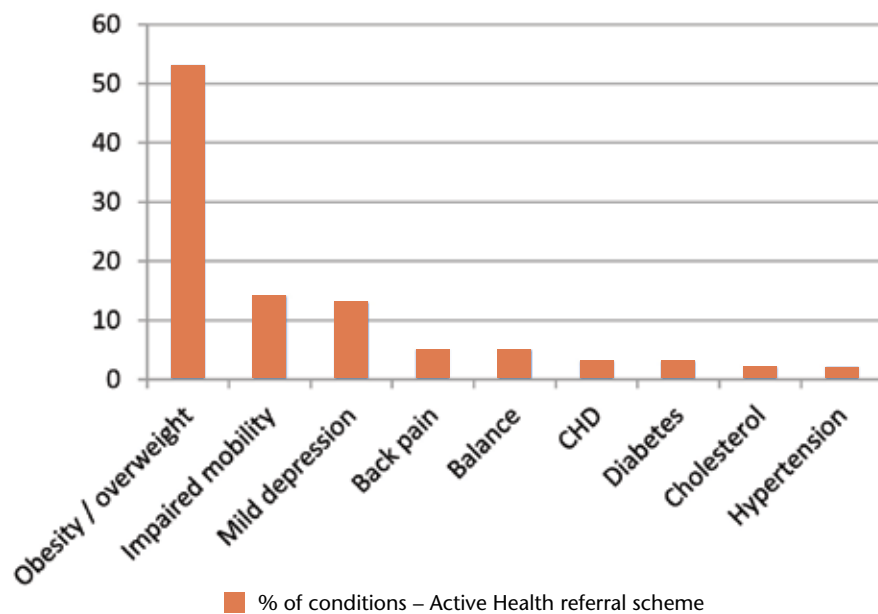
Measure: Number of people and proportion of the adult population and child population that are obese. Maps of modeled super output area data for participation in sport and active recreation (3x30) and obesity for the local authority area can be accessed at: <https://public.sportengland.org>



¹¹ Wiltshire Council Active Health Report 2012

¹² Culture and Sport Evidence programme research (July 2010)

Figure 10.9: Primary conditions for GP referral – annual percentages



Further information

Sport England Website:

www.sportengland.org

Health and wellbeing chapter of the JSA:

www.intelligencenetwork.org.uk/health/jsa-hwb

Health and wellbeing pages on the Wiltshire Intelligence Network:

www.intelligencenetwork.org.uk/health

Wiltshire Council's Leisure Services Strategy - Indoor Facilities Action Plan

Author

Robin Townsend Head of Leisure, Wiltshire Council

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Culture

Introduction

Culture and the arts support the wellbeing of both individuals and the whole community. Participating in cultural activity is important for both physical and mental wellbeing.

Culture provides vital opportunities for communities to come together and share unique experiences that build community identity. Culture builds bridges between and within communities and empowers individuals to take a leading role in transforming communities.

Culture and the arts are important parts of the local economy. The cultural sector forms a significant part of the tourism industry; it adds variety to the employment base and it stimulates the local supply chain. The cultural sector also enriches the education of young people, and provides life-long learning opportunities for the whole community.

Culture plays an important role in place shaping and supporting the development of sustainable communities. A vibrant cultural offer mixed with well maintained built heritage and natural environments create attractive communities in which people want to live and encourages active communities to flourish.



The bigger picture

- Participation in cultural activities in Wiltshire is above the national average with almost 50% of adults regularly engaging with arts activities or using their local library and more than half of all adults visiting a museum at least once a year.
- Attendance at heritage attractions is increasing in Wiltshire, largely due to an increase in visits to historic monuments and archaeological sites, historic houses and gardens. This increase is following the national trend.

- Wiltshire has a strong heritage and cultural asset base with the Stonehenge and Avebury World Heritage Site and three Areas of Outstanding Natural Beauty (AONB) within the county. The Ordnance Survey records more than 2,600 cultural and heritage facilities and English Heritage records almost 1,300 listed buildings and 38 listed parks and gardens. This compares favourably with the rest of the region as almost one fifth of the South West's cultural and heritage facilities and listed buildings are within Wiltshire.
- The cultural sector is dynamic, reaching out to engage with communities in a variety of cultural and creative activities. The sector's outreach work engages all 20 community areas with activities such as rural touring of performing arts and cinema, the mobile library service, which serves 280 rural communities and 122 residential homes, and the peripatetic music service which reaches 78% of state-funded schools.
- The overall level of satisfaction amongst Wiltshire residents with their local provision of culture and heritage is in line with the national averages, though satisfaction with libraries, museums and galleries is above the regional and national average. Over 75% of people in Wiltshire are satisfied with their local library, which is above the regional and national average. Over 45% of people are satisfied with the county's museums and galleries, which is slightly above the regional and national average. Though the level of satisfaction in theatres and concert halls has increased in recent years, at 41% the number of people satisfied remains slightly below the regional and national average.
- The creative sector provides a rich diversity to the employment base of the county and delivers a valuable contribution to the county's Gross Value Added (GVA). Within the South West, Wiltshire's creative economy is second only to Bristol's in terms of the number of people employed and GVA contribution. Wiltshire's creative economy makes up £189m of the county's GVA, second only to Bristol's creative economy, (£244m).

Issues 2012/13

- 1 Broadening participation in cultural activities
- 2 Strengthening and protecting the heritage and cultural asset base
- 3 Increasing satisfaction with the cultural offer
- 4 Supporting the growth of the creative economy

Key fact

Participation in cultural activities in Wiltshire is above the national average with 48.1% of adults engaging in the arts, 53.3% visiting museums and galleries and 45.5% visiting libraries.



Issue one: Broadening participation in cultural activities



Summary

There is strong overall engagement with the cultural offer in Wiltshire with around half of all adults visiting museums, galleries and libraries at least once a year and a similar number engaging in arts activities at least three times a year.

Work needs to be done to diversify the experiences available within the cultural offer, especially in rural settings. There are fewer men than women engaging in cultural activities, and work needs to be done to increase engagement with young adults, especially those aged between 20 and 29. There are also fewer people with limiting disabilities and people from non-white backgrounds participating in the cultural offer.

It is important to ensure the benefits of participation are available to all and that the cultural offer reflects the rich diversity of the county.



Figure 11.1: Rates of engagement in the arts and visits to museums, galleries and libraries

	Wiltshire	South West	England
Percentage of people (aged over 16) who engaged in the arts three times in the last 12 months	48.1%	47.5%	43.8%
Percentage of people (aged over 16) who visited a museum or art gallery in the last 12 months	53.3%	51.4%	51.5%
Percentage of people (aged over 16) who used a public library in the last 12 months	45.5%	44.0%	45.0%

Data from Active People Survey 4 (October 2009 – October 2010)

Key points

- The levels of participation in cultural activities by Wiltshire residents are above the regional and national averages.
- Participation in cultural activities by Wiltshire residents has been above the regional and national average for the last three years.
- The Active People Survey shows that people of all ages make use of the cultural offer within Wiltshire, but that some work needs to be done to increase the level of engagement of 20 to 29 year olds.
- The Active People Survey shows that fewer people from minority ethnic backgrounds attend museums and galleries, but people from minority ethnic backgrounds are more likely to use public libraries. The percentage of people from minority ethnic backgrounds who attended museums and galleries was 45% compared with the overall figure for attendance by adults of 53%, whereas the percentage of people from minority ethnic backgrounds who use the public library was 52%, compared with the 46% overall figure for usage by adults. This pattern of engagement by people from minority ethnic backgrounds follows the regional and national average.
- Data is not available for engagement in the arts by people from minority ethnic backgrounds at the Wiltshire level, but the regional picture would suggest that work needs to be done to engage people from non-white backgrounds.
- The Active People Survey shows that people with limiting disabilities are less likely to visit museums and galleries, or attend the theatre or music events and, to a lesser extent, use public libraries, but people with limiting disabilities are more likely to take part in participatory arts activities.

- The percentage of people with a limiting disability who attended a museum or gallery in Wiltshire was 44% compared with the overall figure of 53%. This is in line with the regional and national picture. The percentage of people with a limiting disability attending creative, artistic, theatrical or musical events was 46% compared with the overall figure of 52%. This is in line with the regional and national picture. The percentage of people with a limiting disability who used a public library was 42.3%, compared with the overall figure of 46%, in line with the regional and national picture.
- The percentage of people with a limiting disability who participated in creative, artistic, theatrical or musical activities was 37%, compared with the overall figure of 33%, and though this is in line with the regional picture it compares favorably with the national average.
- The Active People Survey shows that men are less likely to engage with the cultural offer than women. This is particularly the case with the use of public libraries and participating in arts activities. Only slightly fewer men than women attended museums and galleries, concerts and theatre venues. This pattern of engagement follows the regional and national average.
- The Visit England Survey shows that attendance at heritage attractions is increasing and that both the South West and Wiltshire are in line with this national trend. The increase in Wiltshire has been associated with historic monuments and archaeological sites, with an increase of more than 117,000 visits between 2008 and 2009. There were 21,000 more visits to historic houses/gardens/palaces and 11,000 more visits to gardens.

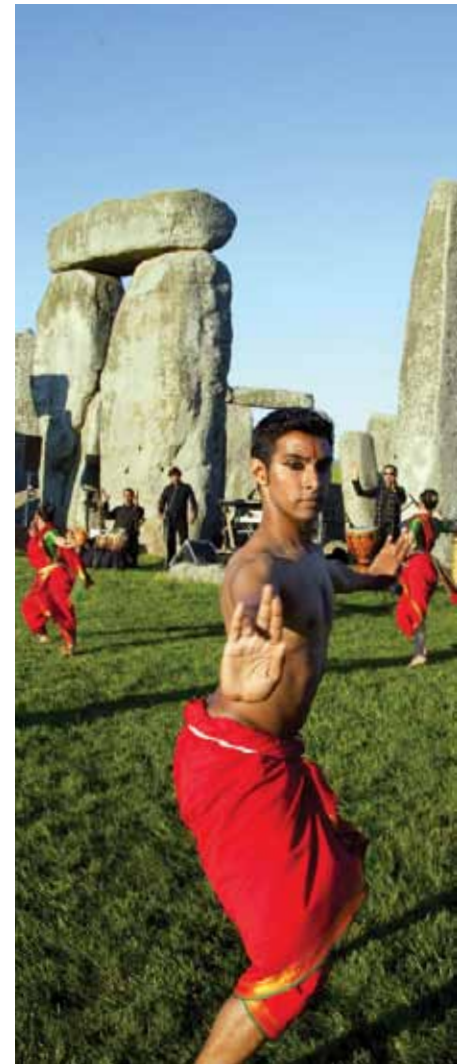
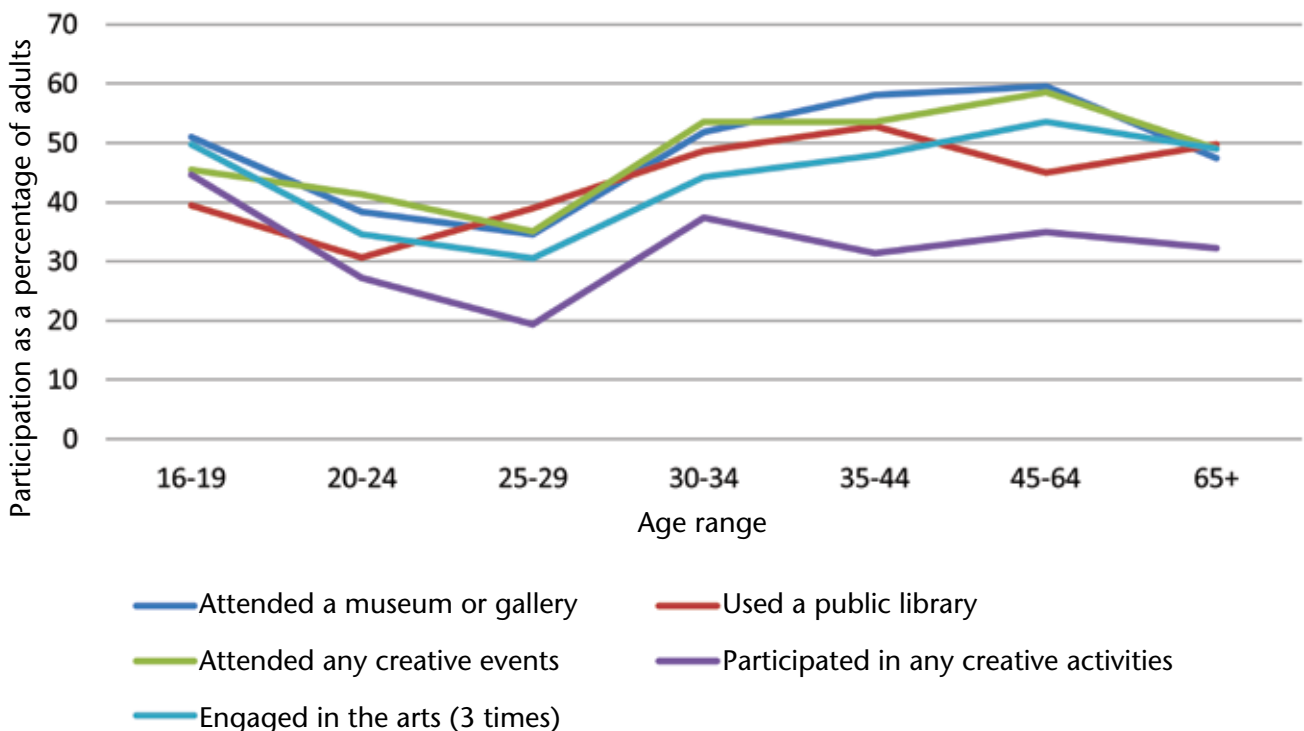


Figure 11.2: Attendance and participation in cultural activities by activity and age band



- The national picture is for an increase in the proportion of people visiting museums, galleries and archives, whilst participation in the arts and visits to heritage sites has remained steady. Over the same period, the proportion of people using a public library has declined.¹
- Additional data are available at the national level for people using the internet to access information regarding the cultural offer, or to use the internet to take part in cultural events such as viewing exhibitions or listening to concerts online. In 2010/11, 35.3% of adults had digitally participated in culture, an increase of over 10% from 2008/09.
- In 2010/11, theatre and concert websites were the most popular (42.6%), followed by heritage (26.7%), museums or gallery (25%), library (15.5%) and archives or record office (10.9%) websites. Since 2005/06 the proportion of people visiting all these websites has increased.
- Additional data are available at the national level for participation in culture by children. There are very high levels of cultural engagement by children, notably involvement in the arts and visits to heritage sites and libraries. In 2010/11 nearly all children (98.6%) had engaged in the arts in the previous year; 71.6% of children had visited an historic site and 75.6% had used a library. The percentage of children visiting museums was slightly less with 64.7% going to a museum or art gallery in the previous year. There is a strong relationship between participation in culture as a child and the propensity for adults to participate.



¹ Data from Taking Part: The National Survey of Culture, Leisure and Sport 2010/11 statistical release

Issue two:

Strengthening and protecting the heritage and cultural asset base



Summary

Wiltshire has a strong and diverse heritage and cultural asset base that enlivens our communities and attracts tourists from across the globe. The county must balance making the heritage and cultural assets of Wiltshire available to the public with sustainable management and preservation.

The historic landscape of Wiltshire contains more archaeological features than any other county in the UK, with particular concentrations around the Avebury and Stonehenge World Heritage Site. There are more than 50 museums within the county, as well as 15 National Trust properties and a diverse range of arts venues and festivals. There are three AONBs within the county, as well as five important or ancient woodlands. Wiltshire has one of the nation's major cathedrals in Salisbury, in addition to an extensive canal system which includes the magnificent Caen locks.

The local and national trend is for an increase in heritage and cultural tourism and Wiltshire is well placed to attract more visitors and to encourage them to spend more time and money within the county.



Figure 11.3: Comparison table with near neighbours

Number of Cultural and Heritage Points of Interest			
England		Near neighbours	
Wiltshire	2,690 *	Wiltshire	2,690
		Hampshire	2,659
South West	15,674	Dorset	2,591
		Somerset	1,467
		Oxfordshire	1,093
England	68,657	West Berkshire	413
		BANES	290

Data from Ordnance Survey 2009/10

* Wiltshire has 17% of the South West total.

Key points

- Wiltshire is uniquely rich in archaeological sites and particularly historic and ceremonial structures. There are more than 20,000 known archaeological features recorded on the Historic Environment Record (HER). The Ordnance Survey records 2,690 specific points of interest in the county; this includes the Avebury and Stonehenge circles, as well as numerous hill forts and burial structures.
- Wiltshire has a high number of listed buildings, scheduled monuments and listed parks and gardens. Over 11% of the South West's listed structures and areas are within Wiltshire; this comprises 10% of the South West's listed buildings; 18% of its scheduled monuments; and 13% of scheduled parks and gardens.
- Wiltshire has a comprehensive network of 31 static libraries, and four mobile libraries that serve 280 rural communities and a home's mobile library that serves 122 residential homes and sheltered housing complexes. Wiltshire's library network compares well with similar authorities in the region many of which have closed libraries in recent years to make budget savings.
- The cultural asset base in Wiltshire compares favorably with similar counties. For example Wiltshire has more than double the number of cultural and heritage facilities of Shropshire. This is largely due to the wealth of archaeological sites within Wiltshire, though it is worth noting that Wiltshire also supports more museums, libraries and art galleries than many similar counties.
- Wiltshire has more than 50 museums, as well as 15 National Trust properties and five important woodland sites, including Langley Wood which is a Natural Nature Reserve (NNR) and Site of Special Scientific Interest (SSSI); Bentley Wood SSSI; Cranbourne Chase; Savernake Forest; and Longleat Woods. Wiltshire also contains hundreds of historic churches and chapels in addition to the world famous Salisbury Cathedral.
- Wiltshire has a diverse arts offer with over 43 festivals, 30 galleries and 12 theatres and arts venues across the county.

Issue three:

Increasing satisfaction with the cultural offer



Summary

The overall level of community satisfaction with the cultural offer in Wiltshire is in line with the regional and national averages, though satisfaction with libraries, museums and galleries is above the regional and national averages.

The level of satisfaction amongst users of both the library and the archives service is very high, with 99% of archive and 92.5% of library users rating the service as good or very good.

Figure 11.4: Proportion of the population very or fairly satisfied with the local provision of culture and heritage

	2008 Place Survey Wiltshire Response (bracket figures for the South West and national figure)	2009 Wiltshire Council mirror survey
Satisfaction with public libraries	73.7% (70.1% South West) (69.1% National)	75.9%
Satisfaction with museums and galleries	43.4% (42.2% South West) (41.5% National)	45.0%
Satisfaction with theatres and concert halls	37.7% (43.9% South West) (43.2% National)	40.6%

Key points

- The 2008 Place Survey shows that satisfaction with the cultural infrastructure in Wiltshire is mixed, with satisfaction in libraries and museums above the national average, whereas satisfaction in theatres and concert halls is below the national average.
- The 2009 Wiltshire Council survey of satisfaction found that over 75% of people in Wiltshire are satisfied with their local library, which is above the regional and national average. Over 45% of people are satisfied with the county's museums and galleries, which is slightly above the regional and national average. Though the level of satisfaction in theatres and concert halls has increased in recent years, the number of people satisfied (at 41%) remains slightly below the regional and national average.
- There is additional information available from CIPFA on the level of satisfaction with the usage of public archives. The Wiltshire and Swindon History Centre compares favorably with both the regional and national averages in terms of both the quality of the facilities and the overall service. In 2011, 94% of respondents described archive facilities in Wiltshire as good or very good, and 99% of respondents described the overall service as good or very good. Regionally, similar facilities were rated good or very good by 85% of people compared to 88% at national level. The regional average for rating the service as good or very good at similar facilities was 97%, compared to 96% at the national level.



Issue four:

Supporting the growth of the creative economy



Summary

The creative sector provides a rich diversity to the employment base of the county and delivers a valuable contribution to the county's GVA. Within the South West, Wiltshire's creative economy is second only to Bristol's in terms of the number of people employed and GVA contribution.

The cultural sector plays an important role in the tourism offer of the county, which attracts more than 10 million trips into Wiltshire each year. Wiltshire has significant potential for growth within the tourism market with its strong cultural and heritage asset base and wealth of natural beauty.

Though the tourism and creative economy has weathered the recession, there is work to be done to grow the sector in line with regional and national recovery. The creative economy in Wiltshire is second only to Bristol, in size, within the South West and work needs to be done to provide the networks, skills and opportunities within the county.



Figure 11.5: GVA of the creative economy

Local Authority (LA)	Creative (£m) GVA contribution	Number of people employed in the creative economy
Bristol	£244.24	8,820
Wiltshire	£189.15	6,410
Cornwall	£168.97	6,180
Somerset	£166.62	4,740
Dorset	£112.56	3,470
BANES	£110.78	3,970
Swindon	£55.56	1,880

Key points

- The GVA of the creative economy of Wiltshire compares favorably with the rest of the South West; there are particular strengths in the crafts (£19.7m), cultural heritage (£42.16m), design (£90.51m) and music (£13.72m) sectors.
- The craft and design sectors in Wiltshire compare particularly well with elsewhere in the South West in terms of the numbers of people employed. Approximately half of all people employed in the creative sector in Wiltshire are either in the craft or design industries. Wiltshire's craft sector provides employment for more people than any other county in the South West, whilst only Bristol's design sector employs more people than Wiltshire's.
- The creative economy of Wiltshire makes up 2.4% of the GVA for the county, slightly higher than both the South West (at 2.2%) and the national figure (2.3%).
- The latest figures available from the Department for Cultural Media and Sport (DCMS) on the creative industries in the UK show that though the sector has contracted sharply as a result of the recession there are signs of growth. The creative industries accounted for 2.9% of gross value added in the UK in 2009, which is an increase of 0.07% from 2008; in absolute terms this means the sector was worth £36.3 billion to the UK economy. It is worth noting that the creative industries account for over 10% of the UK's exports (10.6% in 2009).
- There are 1.5 million people employed in either the creative industries or within a creative role in another industry, which is 5.1% of UK employment. This is a small increase on the previous year when the figures were 1.44 million employed, or 5.0% of UK employment.

- Visit England reported that there were 10.1 million trips to Wiltshire in 2010. These trips were worth £605 million for the local economy. This is made up of 9.05 million day trips and 1.1 million staying trips. The visitor-spending associated with these trips on attractions and entertainment was £67 million. Within the regional context this shows that Wiltshire is underperforming; the county is ranked seventh out of seven for domestic visitor spend and fifth out of seven for overseas visitor spend.
- The tourism sector in Wiltshire employs approximately 15,333 people, which is estimated to be equal to 11,332 FTEs.
- According to the Nation Brands Index (NBI 2009) in terms of culture, the UK is perceived to be the fourth best nation out of 50. This is because the built heritage, contemporary culture and vibrant cities are ranked fourth out of 50 and the cultural heritage of the nation is ranked seventh out of 50. The cultural sector, therefore, has a strong role to play in attracting more visitors and in particular overseas visitors into the county.
- The NBI 2009 survey also established that potential visitors wanted to see well-known locations (62% of respondents agreed) but also to explore places away from the crowds (66% of respondents agreed). The survey found that 35% of respondents cited the history and culture of a location as important in their choice of destination and 45% of respondents cited natural scenic beauty.



Further information

Author

Peter Tyas Manager Arts and Archives, Wiltshire Council

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Wiltshire Core Strategy

Introduction

Planning policy shapes the physical development and use of land. It can help to deliver housing, jobs, infrastructure and resources to meet the needs of communities in Wiltshire whilst having a positive influence on people's lives.

Planning plays a vital role in protecting and enhancing the built and natural environment, and the principle of sustainable development is at its heart. Planning also has a key role in addressing the causes and impacts of climate change.

The planning service in Wiltshire is delivered by the Economy and Regeneration and Development Services. The Economy and Regeneration Service is responsible for preparing the 'development plan', which consists of a group of planning policy documents that act together to guide future development and decision making.

The emerging Wiltshire Core Strategy will be a central policy document for Wiltshire, augmenting the adopted South Wiltshire Core Strategy and complimenting the Minerals and Waste local plans. The Wiltshire Core Strategy has now been submitted to the Secretary of State for public examination. It articulates the vision and strategic objectives for Wiltshire, and sets out policies to ensure that this is achieved.



The bigger picture

Wiltshire lacks a single, central, urban 'centre of gravity', and instead is characterised by a scattering of medium sized settlements, typically market towns, interspersed with villages and hamlets. Salisbury Plain effectively splits Wiltshire into two, with Salisbury city in the southern area, and Chippenham and Trowbridge towns in the northern area. Wiltshire has important relationships with the surrounding large urban centres of Bath, Bristol, Swindon and Southampton and lies within commuting distance of London, only 1½ hours away by train.

Wiltshire is well connected to surrounding areas and this in part explains traditional patterns of out-commuting from Wiltshire. The north of the county benefits from its proximity to the M4 corridor, which provides a strategic route to South Wales, Bristol, Swindon and London. The A303 and A36 provide strategic routes from London to the South West and from Bristol to Hampshire respectively. A number of other primary roads provide north/south road linkages, including the A350 linking Chippenham, Melksham, Trowbridge, Westbury and Warminster

An overall population increase, coupled with the anticipated decrease in average household size, will generate an additional demand for housing. The most recent government trend-based household projection forecasts that the number of households in Wiltshire could increase by 42,900 over the two decades from 2006 to 2026, which equates to 2,145 households per annum. A locally defined sustainable housing requirement has been proposed in the Wiltshire Core Strategy and will need to be met through sustainable housing delivery in appropriate locations, and through making better use of existing stock.

Current government policy requires a five year supply of deliverable housing to be demonstrated. At April 2011, Wiltshire was able to demonstrate a 5.7 year supply, relative to the requirements of the emerging Wiltshire Core Strategy. This supply will be maintained as sites identified within the Core Strategy and Neighbourhood Plans come on stream. The delivery of housing will contribute to addressing the existing affordability problems within Wiltshire, which at present has higher house affordability to income ratio (8.6:1) than either the region (8.2:1) or the nation (6.7:1)¹.

Within this housing requirement, there is a need to deliver both affordable housing and Gypsy and Traveller pitches in order to address existing and future affordable need, homelessness and the accommodation needs of Gypsies and Travellers. Between 2007 and 2011, 28% of the housing delivered in Wiltshire was classed as affordable.

The growth of employment in Wiltshire has been some way behind regional and national averages over the last decade. Public sector employment still accounts for between 22.1% and 28.5% of total employment broadly in-line with regional and national averages². The occupational profile of Wiltshire shows that it has been successful in moving towards higher level jobs. However, workers in these higher level jobs tend to travel further distances, and in Wiltshire constitute nearly two thirds of out-commuters. Workplace-based incomes are also lower than residence-based incomes, which indicate that some of the higher level workers may choose to live in areas with a quality living environment, whilst taking advantage of the higher pay available outside of the area.

The increased population will present an additional need for employment opportunities. The South West Growth Scenarios (South West Observatory, 2010) identify a projected increase of between 15,800 and 30,800 jobs in Wiltshire from 2011 to 2026, depending on the scenario. As such, this level of job growth will need to be accommodated by supporting new workers to work locally, encouraging existing out-commuters to change jobs, and by delivering sufficient housing to accommodate a higher working age population.

Owing to the dispersed nature of settlements and facilities, commuting journeys are longer from Wiltshire; 15.8km as compared to 13.3km nationally, and are more reliant on the car. This is exacerbated by the fact that Wiltshire has a low number of jobs compared to the number of resident working people: 0.9 jobs per person as compared to 0.97 jobs per person nationally, and so people are inclined to commute out of the area.

In terms of barriers to housing and services, 37 of the 281 nationally determined small areas (LSOA) within Wiltshire are within the 10% most deprived areas nationally. This reflects the largely rural and dispersed nature of the area. In 2008 it was estimated that some 67,000 of Wiltshire's population were beyond 30 minutes of the nearest retail centre (defined as the large settlements within and

Issues 2012/13

- 1** Housing delivery
- 2** Economic development
- 3** Service provision and transportation
- 4** Natural and built environment
- 5** Climate change, flooding and resource management ³



¹ Ratio based on lowest quartile earnings to lowest quartile house prices – South West Observatory

² National statistics place public sector employment (public administration, defence, education and health) at 22.1%. However, this definition includes some private sector employment e.g. private care homes and private training providers. Some elements of public sector employment fall within private sector categories e.g. GP surgeries. The South West Observatory has calculated a proxy to account for these inconsistencies and estimates public sector employment to account for 28.5% of total employment. Public sector employment will be reduced over the coming years, but the local economy is expected to be relatively resilient in accommodating them.

³ Including minerals and waste planning.

surrounding Wiltshire) using public transport, some 46,000 were beyond 30 minutes of a supermarket and some 44,000 were beyond 30 minutes of an employment centre, defined as the market town centre and industrial estates.

The geography of planned growth across Wiltshire, and in particular at the principal settlements, will see increased pressure on natural resources and growth in the volume of municipal, industrial and commercial waste to be managed over the next 15 to 20 years. In response, the development plan presents clear policies and proposals for new minerals and waste development to account for projected growth.

In terms of construction aggregate minerals (sand and gravel), the development plan makes provision for 10.61 million tonnes over the period to 2026, at an average of 1.2 million tonnes per annum. Traditional patterns of supply will be sustained over the plan period with a continuation of quarrying activity in the Upper Thames Valley, at Calne and south of Salisbury.

Wiltshire has sufficient facilities to manage projected waste associated with new commerce, industry and homes, primarily focused at the principle settlements and market towns to reduce impacts relating to transport and CO².

Wiltshire is home to a rich natural and built environment. Much of Wiltshire is covered by various local, national and international designations. Areas of Outstanding Natural Beauty (AONBs) cover 45% of the land area of Wiltshire, as compared to 29% of land covered regionally and 15% nationally. A significant area is also designated as Sites of Special Scientific Interest (SSSI) and Special Areas of Conservation (SACs), and Wiltshire also contains the World Heritage Site of Stonehenge, Avebury and associated sites.

The combined average domestic gas and electricity energy consumption within Wiltshire is higher than that of both the region and the nation. This is also the case for industrial and commercial energy consumption. Wiltshire also has comparatively little installed renewable heat and electricity capacity compared to elsewhere in the region. Furthermore, the per capita emissions of carbon dioxide within Wiltshire are above those of both the region and the nation. Nationally, some 30% of total energy consumption goes on domestic uses, which may be reduced by ensuring that low or zero-carbon homes are delivered in the future. Furthermore, some 35% is consumed in transportation, and it may be possible to reduce this by reducing the need to travel.

What's changed?

Since the 2010/11 JSA, significant progress has been made towards the adoption of an up-to-date development plan, including the following:

- The South Wiltshire Core Strategy has been developed to take account of further evidence; it has undergone public consultation and been through public examination and was adopted in February 2012.
- The Wiltshire Core Strategy has been developed to take account of further evidence, and has been through two further rounds of public consultation, before being submitted to the Secretary of State for examination.



- The Waste Site Allocations Local Plan has been developed using up-to-date evidence. The document has undergone public consultation and has been submitted to the Secretary of State for the purposes of independent examination.
- The Aggregate Minerals Site Allocations Local Plan has been developed using up-to-date evidence and has undergone public consultation before being submitted to the Secretary of State.



Issue one: Housing delivery



Summary

Wiltshire needs to deliver additional homes in the future to meet existing need and the demand generated by population growth, and should maintain a rolling five-year supply of housing land to make sure this delivery is maintained. Providing suitable housing in the right locations will contribute to addressing a number of identified issues.



Figure 12.1: Evidence table

	Wiltshire	South West	England
Population change Census 2001 – Census 2011	8.8%	7.3%	7.9%
Projected population change Census 2011 to 2026	10.4%	-	-
House price to income ratio South West Observatory – based on lowest quartile earnings and house prices	8.6:1	8.2:1	6.7:1
Population density 2009 persons per hectare (ONS mid-year estimates)	1.4	2.2	4.0
Average household size (ONS Census)†	2.38	2.31	2.36
Average house price Q3,2011 (Land Registry)	£212,000	£190,000	£184,995

Key points

- Providing enough affordable housing to meet the identified need
- Reducing affordability problems within Wiltshire
- Reducing the need to commute - Wiltshire had 21,700 net out-commuters in 2001
- Reducing the residential carbon footprint of domestic users
- Delivering the house types and sizes required, to make better use of existing stock
- Supporting the economic growth of Wiltshire.

Issue two: Economic development



Summary

As identified in the Economy section, there is a need to broaden the economic base in Wiltshire and to offer quality employment opportunities for all residents, thereby reducing out-commuting.

Figure 12.2: Evidence table

	Wiltshire	South West	England
Economic activity rate (ONS Census)	0.72	0.68	0.67
Average (mean) workplace based gross full time earnings 2011 (ONS ASHE provisional)	£28,596	£28,841	£33,476
Average (mean) residence based gross full time earnings 2011 (ONS ASHE provisional)	£30,824	£29,420	£32,659
Jobs to employment ratio 2001 (ONS Census) indicative of the capacity of the area to meet the needs of the workforce	90.0%	98.7%	99.6%

Key points

- Workers in higher level jobs tend to travel further distances, and in Wiltshire they constitute 65% of the out-commuters from the area. Wiltshire had 21,700 net out-commuters in 2001.
- Opportunities should be sought for Wiltshire to encourage new workers and out-commuters to work within the county by providing sufficient and higher level jobs.



Issue three:

Service provision and transportation



Summary

Certain communities within Wiltshire experience undesirable levels of social exclusion as a result of their isolation from essential services and facilities. This should be addressed by ensuring that services are appropriately located and by maximising the potential of town centres, ensuring that each is complementary and matches the needs of the local community.

Strategic transport links are also vital for the efficient function of Wiltshire's economy, and to enable the population to reach less accessible services such as hospitals.

Ensuring that services are provided in accessible locations and that sustainable transport services are available will contribute to addressing the following:

Figure 12.3: Evidence table

	Wiltshire	South West	England
Average distance of travel to work 2001 (km) (ONS Census)	15.8	14.0	13.3
Commuters travelling by car 2001 (ONS Census)	66.5%	64.9%	61.1%
Self-containment 2001; the proportion of working residents employed in the area (ONS Census)	75.9%	95.4%	99.6%

Key points

- Reduce the need to commute.
- Wiltshire's reliance on the car and high commuting journeys needs to change if the carbon footprint generated by transportation is to be reduced.
- In 2001 some 44,000 Wiltshire residents were beyond 30 minutes of an employment centre, defined as the market town centre and industrial estates.
- Congestion in some of our major urban areas, particularly Salisbury, is a barrier to growth.



Issue four: Natural and built environment



Summary

Wiltshire's natural environment is a significant asset which needs to be appropriately safeguarded and promoted in a sustainable way.

Wiltshire's limited supply of previously developed land, coupled with the requirements to deliver significant housing and employment growth, needs to be planned in a sustainable manner.

Wiltshire contains a rich built heritage which is an important asset to be safeguarded and which should be reflected in new development. Well designed developments help to provide a sense of place, add to local distinctiveness and promote community cohesiveness and social well-being. New development will need to respect and enhance Wiltshire's distinctive characteristics.

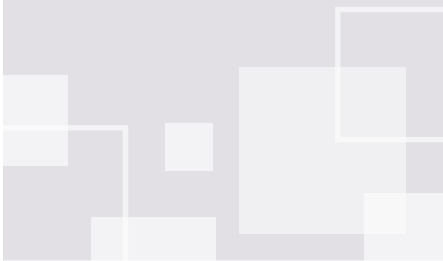


Figure 12.4: Evidence table

	Wiltshire	South West	England
Land designated as AONB	45.0%	30.0%	15.0%
Land designated as SAC (Wiltshire Council)	7.0%	4.0%	9.0%
Land designated as SSSI	8.3%	7.0%	8.3%
Land designated as World Heritage Site (Wiltshire Council)	1.5%	1.2%	0.7%

Key points

- The geography of planned growth across Wiltshire and in particular at the principal settlements, will see increased pressure on natural resources and growth in the volume of municipal, industrial and commercial waste.
- Traditional patterns of supply will be sustained over the plan period with a continuation of quarrying activity in the Upper Thames Valley, at Calne and south of Salisbury.
- AONBs cover 45% of the land area of Wiltshire, as compared to 29% of land covered regionally and 15% nationally. A significant area is also designated as Sites of Special Scientific Interest (SSSI) and Special Areas of Conservation (SACs), and the World Heritage Site of Stonehenge, Avebury and associated sites.

Issue five:

Climate change,
flooding and resource
management



Summary

Climate change is possibly the greatest long-term challenge facing the world today. Tackling climate change is, therefore, a key government priority for the planning system. Wiltshire both consumes high levels of energy and has little renewable capacity at present. This presents a major opportunity for Wiltshire to improve its performance. The anticipated effects of climate change could potentially increase the frequency of flood events within Wiltshire. Development will need to take due consideration of flooding. More detail on this issue is shown in the Environment chapter.

In terms of resource management, the council has adopted a series of planning policy documents that govern the strategy for, and control over, minerals and waste development. The next step will be to adopt detailed site proposals as set out in the submitted Waste Site Allocations Local Plan (scheduled for adoption later this year); and the Aggregate Minerals Site Allocations Local Plan (scheduled for examination in public autumn 2012 / adoption winter 2012/2013).

Key points

- Ensuring a sufficient supply of aggregate minerals to meet local forecast supply.
- Ensuring that there are sufficient waste management facilities across Wiltshire to meet forecast demand.
- Driving the sustainable construction and low-carbon energy agenda through new development.
- Adapting to and tackling the impacts of climate change.
- Driving forward a Total Water Management Strategy.

Further information

Wiltshire Core Strategy submission pack:

www.wiltshire.gov.uk/planninganddevelopment/planningpolicy/wiltshirecorestrategy.htm

South Wiltshire Core Strategy:

www.wiltshire.gov.uk/planninganddevelopment/planningpolicy/southwiltshirecorestrategy.htm

Strategic Housing Market Assessment:

www.wiltshire.gov.uk/planning-policy-wiltshire-shma.pdf

Wiltshire Annual Monitoring Report:

www.wiltshire.gov.uk/annualmonitoringreport.htm

Author

Neil Tiley Manager, Monitoring and Evidence, Economy and Regeneration, Wiltshire Council

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Georgina Clampitt-Dix Head of Place Shaping, Economy and Regeneration, Wiltshire Council

Nick Simons Senior Planning Officer, Monitoring and Evidence, Economy and Regeneration, Wiltshire Council

Geoff Winslow Manager, Spatial Planning Environment, Economy and Regeneration, Wiltshire Council

Wiltshire Mosaic

- one size fits few

Introduction

Mosaic Public Sector™ is a geo-demographic segmentation system that classifies and describes households in more rounded terms than pure demographic data. Mosaic Public Sector helps the council to understand current and future service demand, allowing it to:

- understand customer and local area needs
- anticipate and plan future resource requirements.

Mosaic Public Sector™ segments the UK population into 15 groups and a further 69 types. Over 1,000 data elements are incorporated into the Mosaic modeling process. It is unlikely every household in a certain group or type will share each characteristic, but they are more likely to share those characteristics than the characteristics of another group or type.

The Mosaic Public Sector family tree illustrates the major demographic and lifestyle polarities between the groups and types, and illustrates how the Mosaic types relate to one another.



What's changed?

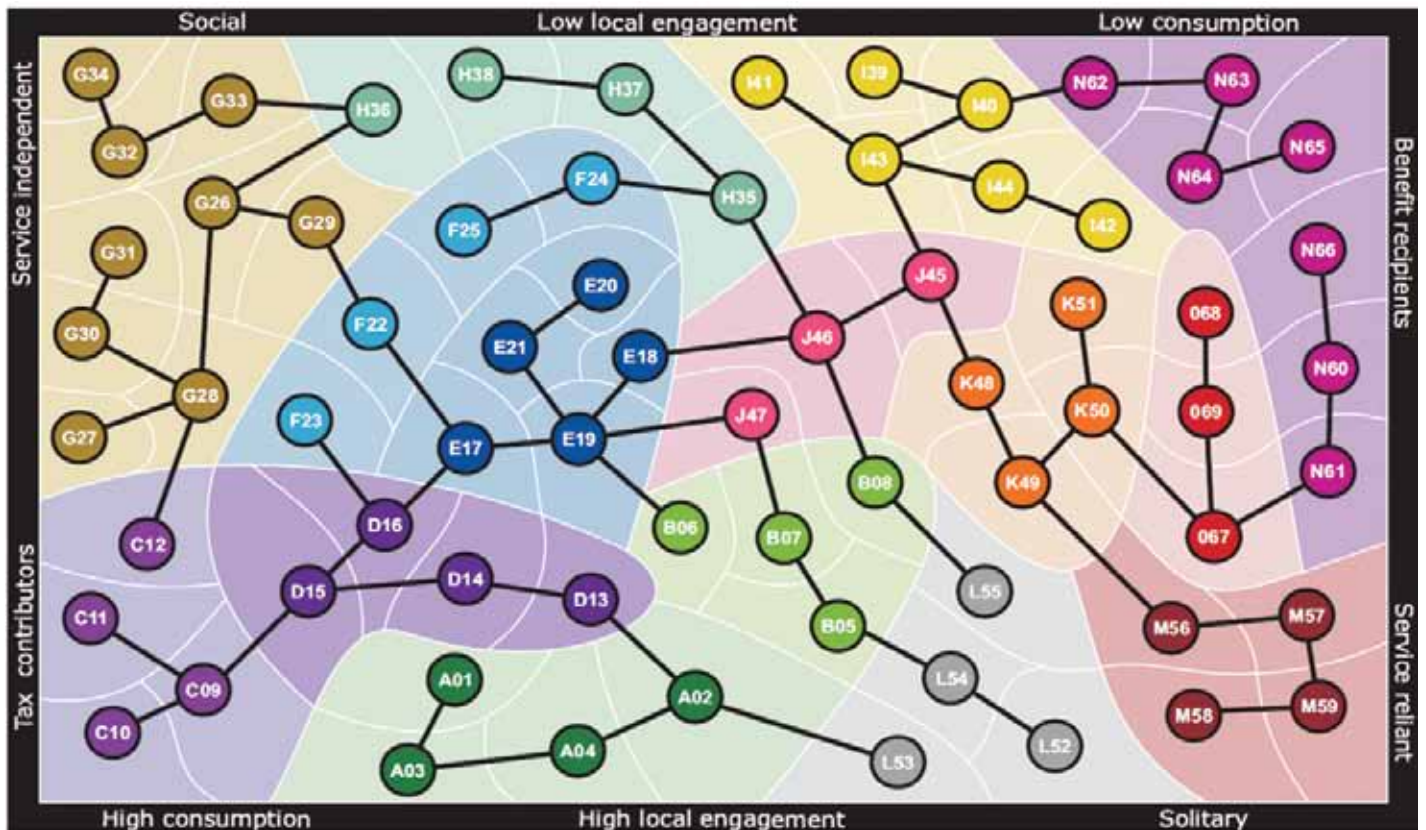
Mosaic analysis at county level was published in 2010 using Mosaic household data released in 2009. This section uses data released in 2011 and is, therefore, a more recent and up-to-date Mosaic profile of the county.

This section refers to households, but the definition of a household is not the same as used by the Office for National Statistics. The Experian definition is more closely related to a dwelling. Namely, all residential addresses and postal delivery points are included, but some of these dwellings may currently be empty or second homes. This accounts for the discrepancy between the Census 2011 count of 194,200 households and the 2011 Mosaic households dataset count of 201,398 records.

Compared to 2009, the 2011 Mosaic household dataset has increased by 1.2% (2,471 households). The increase is likely to be attributed to new builds, conversion of business properties to residential use, or the identification of separate households living at what had previously been referred to as one household.

It is also important to note that Mosaic is a relatively dynamic dataset, and although many changes in classification will be due to households passing through different life-stages, some re-classification will occur due to improved data collection.

Figure 13.1: Mosaic Public Sector™ family tree



Mosaic group analysis

Mosaic Public Sector™ segments the population into 15 groups and a further 69 types. As households mature and progress over time, updated data results in households being moved into types and groups that fit them more appropriately.

Key fact

16.8% of households in Wiltshire are classified as successful professionals living in suburban / semi-rural homes.



Figure 13.2: Wiltshire Mosaic public sector group profile 2011

Name	2011 Nos	%	Change in ranking
D - Successful professionals living in suburban / semi-rural homes	33,915	16.8	0
B - Residents of small and mid-sized towns	29,567	14.7	0
F - Couples with young children in modern housing	23,741	11.8	0
A - Residents of isolated rural communities	18,525	9.2	0
E - Middle income families in moderate suburban semis	17,765	8.8	0
J - Owner occupiers in older style housing in ex-industrial estates	15,202	7.5	1
H - Couples and young singles in small starter homes	14,273	7.1	-1
K - Residents with sufficient incomes in right-to-buy social housing	13,380	6.6	0
M - Elderly people reliant on state support	10,503	5.2	0
L - Active elderly people living in pleasant retirement locations	8,370	4.2	0
G - Young, well-educated, city dwellers	4,576	2.3	0
C - Wealthy people in the most sought after neighbourhoods	3,818	1.9	0
I - Lower income workers in urban terraces in often diverse areas	3,055	1.5	0
O - Families in low-rise social housing with high levels of benefit need	2,738	1.4	0
N - Young people renting flats in high density social housing	1,970	1.0	0
Total	201,398		

Overall, the picture in Wiltshire has remained relatively stable; the only groups that are ranked differently are:

- Group J – Owner occupiers in older style housing in ex-industrial estates – this group has moved up one place from 7 (2009) to 6 (2011).
- Group H – Couples and young singles in small starter homes – which has dropped one place from 6 (2009) to 7 (2011).

The 2009 data indicated that marginally more households were classified as group H than group J; just 105 households separated these two groups. So, in part, the ranking of these groups could be seen as more interchangeable than that of other groups with larger intervals of households.

What makes this change significant is the number of households now classified as group J compared to 2009. An additional 1,148 households are classified as group J, which is an 8.2% increase of this group since 2009 compared to group H which has increased by just 0.8%.



Figure 13.3: Mosaic group classification changes equal to, or greater than plus or minus 0.5% of total households

Group name	2011	2009	Plus / minus	% total hh
D - Successful professionals living in suburban / semi-rural homes	33,915	32,586	1,329	0.7%
J - Owner occupiers in older style housing in ex-industrial estates	15,202	14,054	1,148	0.6%
B - Residents of small and mid-sized towns	29,567	28,589	978	0.5%
A - Residents of isolated rural communities	18,525	20,361	-1,836	-0.9%

Figure 13.3 shows Mosaic groups which have experienced the largest number of household classification changes. Changes to group household size of more than 0.5% and -0.5% of the total household count are shown.

To provide additional context to the group increases and decreases, types that have experienced significant changes in terms of household classification numbers are shown in Figure 13.4.

Figure 13.4: Type classification changes equal to or greater than, plus / minus 0.3% of total households

Name	2011	2009	Plus / minus	Total
B05 - Better off empty nesters in low density estates on town fringes	10,026	8,627	1,399	0.69%
H37 - Young owners and rented developments of mixed tenure	4,146	3,203	943	0.47%
J46 - Residents in blue collar communities revitalised by commuters	7,811	7,024	787	0.39%
D15 - Well-off commuters living in spacious houses in semi rural settings	9,438	8,657	781	0.39%
D14 - Older people living in large houses in mature suburbs	4,607	3,996	611	0.30%
C09 - Successful older business leaders living in sought after suburbs	2,639	2,036	603	0.30%
F22 - Busy executives in town houses in dormitory settlements	6,868	7,513	-645	-0.32%
K51 - Often indebted families living in low rise estates	7,523	8,286	-763	-0.38%
A04 - Villagers with few well paid alternatives to agricultural employment	4,475	5,765	-1290	-0.64%



Key points

The most noticeable change is the reduced number of households classified as group A, Residents of isolated rural communities. This does not necessarily mean that there are fewer actual households in these communities, but that 1,836 households have been re-classified and moved into more appropriate groups. Group A consists of four types, all of which show a decrease in classification. However, type A04, Villagers with few well-paid alternatives to agricultural employment shows the greatest change. Comparing the count of A04 in 2009 with A04 in 2011, this type has decreased by approximately 22%.

There are a number of possible reasons for the re-classification of Group As including:

- the purchase of traditional farm type properties for conversion into desirable residential dwellings or for use as second homes
- an increase in the population of a village, due for example to new builds, leading to re-classification as a small town
- change in employment patterns, for example fewer people being employed in agricultural sectors, and classed as relying on agricultural employment.

An additional 1,329 households have been classified as Group D, Successful professionals living in suburban / semi-rural homes. In Wiltshire, more households are classified as Group D than any other group, and so it is not surprising that this group has experienced the greatest increase in household numbers. Group D is made up of four types, but types D15, Well-off commuters living in spacious houses in semi rural settings, and D14, Older people living in large houses in mature suburbs, have shown the greatest increase since 2009, an increase as mentioned above of approximately 1,392 households.

An additional 1,148 households have been classified as Group J, Owner occupiers in older style housing in ex-industrial estates. The rise in the number of households classified as Group J means this group is the only group to have changed places in the group ranking. Group J is made up of three types, but type 46, Residents in blue collar communities revitalised by commuters, shows the greatest increase of an additional 787 households.

An additional 978 households are classified as Group B, Residents of small and mid-sized towns. Again, as this is Wiltshire's second largest group, an increase is not unexpected. It is also possible a number of households previously classified as Group A have been re-classified as Group B due, for example, to an increase in settlement size i.e. a village being re-classified as a small town.

Group B is made up of four types and even though two types show a decrease in household classification numbers, the significant increase of 1,148 additional households classified as type B05, Better-off empty nesters in low density estates on town fringes means that this group overall has increased representation.



Figure 13.5: Wiltshire Mosaic, 10 most prevalent types

Type	Name	2011 hh	%	Change in rank	Rank 2011	Rank 2009
D13	Higher income older champions of village communities	12551	6.2	0	1	1
B05	Better-off empty nesters in low density estates on town fringes	10026	5.0	1	2	3
D15	Well-off commuters living in spacious houses in semi-rural settings	9438	4.7	-1	3	2
B06	Self-employed trades people living in smaller communities	8354	4.1	1	4	5
J46	Residents in blue collar communities revitalised by commuters	7811	3.9	3	5	8
K51	Often indebted families living in low-rise estates	7523	3.7	-2	6	4
D16	Higher income families concerned with education and careers	7319	3.6	3	7	10
H35	Childless new owner occupiers in cramped new homes	7306	3.6	-2	8	6
F23	Early middle-aged parents likely to be involved in their children's education	7218	3.6	2	9	11
F22	Busy executives in town houses in dormitory settlements	6868	3.4	-3	10	7
Total		84,414	41.9			

Summary

The 10 most prevalent types represent approximately 42% of the total number of households in Wiltshire. Although there has been some change in the ranked order of the top 10 types, there has been minimal change regarding new types entering or dropping out of the top 10 ranking. The only change of this nature relates to Type F23, Early middle-aged parents likely to be involved in their children's education, which is positioned ninth in 2011 compared to 11th in 2009. This replaces Type B07 - Empty nester owner occupiers making little use of public services.

Type analysis illustrates the diversity of households present in Wiltshire in relation to age, life-stage, household and financial structures.



Key points

Type analysis of the complete dataset for Wiltshire reveals a significant number of households containing residents classed as retired or approaching retirement age. According to Mosaic data, approximately 31% of households are classified as types likely to contain residents aged 56 years and over.¹

The number of households classified as types D14, B07 and C09 have all increased since 2009. These types are highly likely to contain residents aged 51 years or more.

Percentage of households containing residents aged 51 or more:

- 94% of households classed as B07
- 90% of households classed as D14
- 69% of households classed as C09

Further information about the impact of the ageing population is available in the background chapter of this document.



¹ Types selected where likely percentage of residents aged 56 and over is a minimum of 50%

Further information

For more information about Mosaic Public Sector types and groups contact:
Diana Pointon – Wiltshire Council.

Author

Diana Pointon Senior Researcher, Wiltshire Council



Glossary and abbreviations

AAA	Abdominal Aortic Aneurysm	GP	General Practitioner	ONS	Office for National Statistics
AONB	Area of Outstanding Natural Beauty	GVA	Gross Value Added	OOPPAPP	Office of Persistently Possessing Alcohol in a Public Place
AQMA	Air Quality Management Area	HCA	Homes and Communities Agency	PFI	Private Finance Initiative
ASB	Anti-Social Behaviour	HER	Historic Environment Record	POPPI	Projecting Older People Population Information System
ASHE	Annual Survey of Hours and Earnings	HMO	Houses in Multiple Occupation	Pro-rata	Proportional ratio
AST	Assured Short-hold Tenancy	HQ	Headquarters	PSAs	Parent Support Advisors
BANES	Bath And North East Somerset	HWB	Health and Wellbeing Board	RAF	Royal Airforce
BMI	Body Mass Index	ICT	Information and Communication Technology	RAP	Retirement Age Population
CAF	Common Assessment Framework	IMD	Index of Multiple Deprivation	RCP	Resilient Communities Partnership
CAMHS	Child and Adolescent Mental Health Service	IOM	Integrated Offender Management	RONI	Risk of NEET Indicator tool
CAYPIGS	Community Area Young People's Issues Groups	JSA	Joint Strategic Assessment (for Wiltshire)	RRGF	Revolving Retrofit Guarantee Fund
CFP	The Complex Families Project	JSA	Job Seekers Allowance	RTR	Royal Tank Regiment
CO₂	Carbon Dioxide	JSNA	Joint Strategic Needs Assessment.	SAC	Special Areas of Conservation
CPP	Child Protection Plan	kg	kilograms	SEN	Special Educational Needs
CVD	Cardiovascular Disease	KI	Key Indicator	SHMA	Strategic Housing Market Assessment
CWS	County Wildlife Sites	KS	Key Stage	SII	Slope Index of Inequality
CYPT	Children and Young People's Trust	KS2	Key Stage 2–11 year old pupils	SPA	Special Protection Areas
DALYs	Disability Adjusted Life Years	KS4	Key Stage 4–16 year old pupils	SSSI	Sites of Special Scientific Interest
DASA	Defence Analytical Services Agency	KSI	Killed and Seriously Injured	STF	Sustainable Transport Fund
DCLG	Department of Communities and Local Government	kWh	Kilowatt hours	SUST	Substance Use Screening Tool
DCMS	Department for Cultural Media and Sport	LA	Local Authority	SWITCH	Swindon & Wiltshire Integrated Targets for Change
DEFRA	Department for Environment, Food and Rural Affairs	LCLIP	Local Climate Impacts Profile	t	tonnes
DFLE	Disability-free life expectancy	LDF	Local Development Framework	TDP	Thematic Delivery Partnerships
DfT	Department for Transport	LNR	Local Nature Reserves	U16	Under 16 years old
DHP	Discretionary Housing Payments	LSOA	Lower Super Output Area	U20	Under 20 years old
DVPO	Domestic Violence Protection Orders	LTP	Local Transport Plan	UA	Unitary Authority
EET	Employment, Education and Training	MAFs	Multi-Agency Forums	UK	United Kingdom
EU	European Union	MEND	Mind Education Nutrition and Do it programme	VAT	Value Added Tax
GCSE	General Certificate of Secondary Education	MSF	Most Similar Forces	VCS	Voluntary and Community Sector
GDHI	Gross Domestic Household Income	NCMP	National Childhood Measuring Programme	WAP	Working Age Population
gha	global hectare – an equivalent land area required to support consumption based on global average productivity	NDTMS	National Drug Treatment Monitoring System	WCSP	Wiltshire Community Safety Partnerships
		NEET	(Young People) Not in Employment, Education or Training	WHO	World Health Organisation
		NHS	National Health Service	WMTU	What Matters To You survey
		NNR	Natural Nature Reserve	WPSB	Wiltshire Public Services Board
		NPPF	National Planning Policy Framework	WSEP	Wiltshire Strategic Economic Partnership

