



Your Community

Bradford on Avon Community Area

Population

Bradford on Avon Community Area has an estimated population of 18,292 persons



0-17 Yrs

20% of people are aged 17 or below

18-64 Yrs

54% of people are of working age, between 18-64 years

65+ Yrs

26% of people are aged over 65 years

(1)

Life Expectancy



Bradford on Avon Community Area 83 Yrs

Wiltshire 81 Yrs



Bradford on Avon Community Area 87 Yrs

Wiltshire 84 Yrs

(2)

Deprivation

4% of Wiltshire residents live in some of the most deprived areas nationally. In Bradford on Avon Community Area, no residents live in areas of high deprivation

30% of Wiltshire residents live in some of the least deprived areas nationally. In Bradford on Avon Community Area, 43% of residents live in areas of very low deprivation

(3)



Health, Wellbeing and Leisure

Bradford on Avon Community Area

Health Improvement

In 2014/15, 20% 10-11 year olds in Bradford on Avon Community Area were obese or overweight. Whilst this is lower than England (33%) it equates to 1 in 5 children in Year 6 (1)



72% of infants in Bradford on Avon Community Area were partially or totally breastfed at 6-8 weeks in 2015/16 compared to 50% across Wiltshire (2)

The incidence of skin cancer in Bradford on Avon Community Area, at 40 per 100,000 persons, is above the Wiltshire rate of 28.5 per 100,000 (3)



Health Protection

In 2014/15, 91% of 5 year olds in Bradford on Avon Community Area received the second dose of the MMR vaccination. This is below the national coverage target of 95% (4)



In 2015/16 37% of people at particular risk from the impact flu in Bradford on Avon Community Area received the flu vaccination. (5)

In 2015/16 69% of people aged over 65 in Bradford on Avon Community Area received the flu vaccination. This is below the national coverage target of 75% and represents one of the lowest coverage levels across all 20 Community Areas (5)





Children and Young People

Bradford on Avon Community Area

Children in Need

9.7% of children and young people under 20 in Bradford on Avon Community Area live in low income families.

This is lower than the Wiltshire average of 10.6% (1)



The rate of 0-18 year olds supported by a Common Assessment Framework (CAF) in Bradford on Avon Community Area in 2015 was 36 per 10,000 compared to 34 per 10,000 across Wiltshire (2)

The rate of 0-25 year olds supported by Children's Social Care (CSC) in Bradford on Avon Community Area in 2016 was 176 per 10,000 compared with 282 per 10,000 in Wiltshire (3)

Education and Pupil Achievement



In 2015, the percentage of children achieving level 4 or above in reading, writing and mathematics at the end of primary school was higher in Bradford on Avon Community Area (82%) than across Wiltshire (80%) (4)

In 2015, the percentage of young people achieving 5 or more GCSE's including English and Maths at grades A*-C at the end of secondary school was higher in Bradford on Avon Community Area (73%) than across Wiltshire (61%) (5)





Older People

Bradford on Avon Community Area

Older People



A quarter of the population over the age of 65 in Bradford on Avon Community Area are at a higher risk of social isolation compared to 35% across Wiltshire (1)

85+ Years

4% of the population of Bradford on Avon Community Area are over the age of 85 years. 34% are male, 66% are female (4)

61% of persons estimated to have Dementia in Bradford on Avon Community Area have been diagnosed with the condition compared with 67% in Wiltshire (2)

In 2014/15, the rate of hospital admissions due to falls in persons over the age of 65 in Bradford on Avon Community Area (2,243 per 100,000 persons) was higher than in Wiltshire (1,880 per 100,000) (3)



Carers



10 per 1,000 persons under 65 in Bradford on Avon Community Area are unpaid carers. This is slightly lower than across Wiltshire (11 per 1,000)

38 per 1,000 persons over 65 in Bradford on Avon Community Area are unpaid carers. This is similar to across Wiltshire as a whole (39 per 1,000)



(5)



Community Safety

Bradford on Avon Community Area

Safer Communities



In 2015/16, the rate of reported anti social behaviour in Bradford on Avon Community Area was 9 reports per 1,000 persons. This is lower than the rate across Wiltshire over the same time frame (19 per 1,000) (1)

In 2015/16 less than 10 referrals to Community Resolution, a mechanism used to manage cases of anti social behaviour, were made from Bradford on Avon Community Area (2)



In 2015/16, the rate of reported domestic abuse in Bradford on Avon Community Area was 5 incidents per 1,000 persons. This is similar to the rate across Wiltshire (6 per 1,000) (3)



Substance Misuse



There are over 1,500 premises licensed to sell alcohol in Wiltshire, 5% of them (80 premises) are in Bradford on Avon Community Area (4)

In 2014/15, rates of alcohol related hospital admissions were lower in Bradford on Avon Community Area (1,599 per 100,000 persons) to that across Wiltshire (1,905 per 100,000) (5)



Road Safety

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



In 2015, 43 road traffic collisions were reported in Bradford on Avon Community Area, the eighth lowest number of RTCs reported across all 20 Community Areas (6)



Housing

Bradford on Avon Community Area

Local Housing

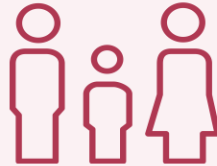


11.9% of households in Bradford on Avon Community Area are socially rented. This is lower than across Wiltshire (14.7%) (1)



Between April 2013 and March 2016, less than 20 affordable homes were completed in Bradford on Avon Community Area (4)

In September 2016 there were 44 households in the Community Area awaiting social housing. There is a higher demand for 1 bedroom properties from persons on the housing register in this area (64% of requests) compared to Wiltshire as a whole (52%) (2)



Between 2014-16, over 400 homes were adapted to help older residents and persons with disabilities live independently in their own homes, Almost 3% of these were in Bradford on Avon Community Area (5)



It is estimated that the number of households affected by the 2016 Benefit Cap will be similar in Bradford on Avon Community Area (18 per 10,000 households) to the number across Wiltshire (19 per 10,000 households) (3)

Property Prices



The average house price in Bradford on Avon Community Area is £285,000, higher than the Wiltshire average of £230,000 (6)



Environment

Bradford on Avon Community Area

Wildlife Rich Areas

5% of Bradford on Avon Community Area is classified as either as a Site of Scientific Interest or a County Wildlife Site.

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



Bradford on Avon Community Area currently has 2 Country Park Volunteer Teams



Bradford on Avon Community Area has an Air Quality Management Area covering the Town Centre and Masons Lane

(1)



Local Emergency Plan

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



Waste and Recycling

In 2015/16, over 760 kgs of waste was collected per household from the West Area Collection Zone incorporating Bradford on Avon, Melksham, Trowbridge, Warminster and Westbury Community Areas.

41% of this was either recycled or composted (3)





Transport

Bradford on Avon Community Area

Local Roads



In 2015/16, 10% of principal roads (motorways and A roads) in Bradford on Avon Community Area were identified as requiring treatment. This is higher than across Wiltshire (3%)

5% of non principal roads (B roads) in Bradford on Avon Community Area were identified as requiring treatment in 2015/16 compared with 4% across Wiltshire as a whole



In 2015/16, the cost of re-surfacing roads in Bradford on Avon Community Area was £4,404 per km compared to an average of £2,397 per km throughout Wiltshire

(1)

Local Traffic

Average daily traffic has decreased by less than 1% in Bradford on Avon Community Area since 2007 (2)



Parking

The usage of car parks owned by Wiltshire Council in Bradford on Avon Community Area was 69.4% in 2015. This is higher than the average usage across Wiltshire (52.9%) (3)





Economy

Bradford on Avon Community Area

Employment

According to a 2014 survey of local businesses, the biggest two employment sectors in Bradford on Avon Community Area are health and social care and hospitality (1)



0.9% of people of working age in Bradford on Avon Community Area receive Jobseekers Allowance. This is similar to Wiltshire (0.8%) yet lower than England (1.8%) (2)

Less than 1% of people aged 18-24 yrs in Bradford on Avon Community Area receive Jobseekers Allowance. This is lower than both Wiltshire (1.7%) and England (2.5%) Almost 67% of this group are young men (2)

18-24



Retail

In 2015/16 11% of retail units in Bradford on Avon Community Area were vacant compared to 12.4% nationally

Half of all units in Bradford on Avon Community Area are shops - this does not include restaurants, pubs or professional services



(3)

Local Developments

In 2016 construction work commenced on a new headquarters for Anthony Best Dynamics.

The development will include a new engineering and workshop facility to supply advanced testing systems to the global motor industry. (4)





Culture

Bradford on Avon Community Area

Cultural Assets



Bradford on Avon Community Area is home to 636 listed buildings and over 20 venues hosting cultural programmes including Wiltshire Music Centre



Wiltshire Music Centre hosted over 120 concerts and events in 2015/16 resulting in over 21,500 ticket sales. Over 3,000 young people have attended lessons or music groups at the venue

(1)

Your Library



47% of residents in Bradford on Avon Community Area are currently members of the local library compared with 41% across Wiltshire.

A total of 79,805 visits to Bradford on Avon library were recorded in 2015/16

Over 800 volunteers help out at libraries across Wiltshire including 33 in Bradford on Avon Community Area



(2)

Local Engagement



3.6% of working people in Bradford on Avon Community Area are employed in the arts, entertainment and recreation sector (3)

Local clubs and organisations promote cultural activities alongside news and events on the Bradford on Avon 'Our Community Matters' website which was accessed over 150,000 times in 2015/16. Across Wiltshire local information held on these sites was accessed almost 4 million times (4)