

Wiltshire Child Poverty Needs Assessment

2014

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ACKNOWLEDGMENTS

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1. EXECUTIVE SUMMARY

Today in the UK 17% of children, 2.3 million, live in poverty. The UK definition of child poverty is 'the number of children (under 18 years) who live in households whose equivalised income is below 60% of the contemporary median.' This equates to families in receipt of Child Tax Credits (CTC).

An analysis by Her Majesty's Revenue and Customs (HMRC) demonstrated that in 2011 Wiltshire had 11,610 children living in poverty, which represents 11.4% of children, according to their data, and an increase in 400 children in Wiltshire since 2008. This compares well with other local authority areas in the South West of England, but masks the fact that of the 285 Lower Super Output Areas (LSOA), 14 have numbers of children living in poverty which are more than 2 standard deviations¹ above the Wiltshire average of 11.4%. This means that in certain LSOAs the percentage of children living in poverty ranges from 26.9% to 46.1%. Ten LSOAs have over 30% of children living in poverty, an increase of one extra LSOA in Wiltshire with this high percentage of children living in poverty when compared to 2008.

Of the ten areas with over 30% of all children living in 'poverty' seven are located in one of three towns (Trowbridge, Melksham and Chippenham) and the remaining three are in the towns of Salisbury, Calne and Amesbury.

Worklessness and low paid work are the key factors in child poverty. The percentage of children living in workless households in Wiltshire in 2012 was 8%; this compares well to the national average of 14.9%, and the South West regional average of 11.2%.

Children of lone parents are at greater risk of living in poverty than children in couple families. At the time of the Census, lone parent households accounted for 72% of all households in Wiltshire with dependent children and no adult in employment². This is in spite of the fact that lone parent households made up only 21% of households with dependent children in the county.

Having either an adult or a child with a disability in the family increases the chances of being in poverty.³ The average figure that four in every ten children living in poverty have a disability would equate to approximately 4644 children with a disability living in poverty in Wiltshire.

Wiltshire continues to have a high economic activity rate for residents aged 16-64 (79.9%) compared to other areas particularly amongst the male population which rises to 86.6%. Wiltshire claimant count levels are consistently below those found in the South West and England, however the claimant count amongst the young is a

¹ Standard Deviation is a measure of the spread or [dispersion](#) of a set of data. The more widely the values are spread out, the larger the standard deviation. In data which is normally distributed it is very likely that 95% of the data points will lie within 2 standard deviations of the mean. Therefore any that lie outside of this range would be considered significant.

² Comparison of KS107EW - Lone parent households with dependent children with KS106EW – Adults not in employment and dependent children and persons with long-term health problems or disability

³ Department for Work and Pensions. 2010. Households Below Average Income 2008/2009. Figures are after housing costs

concern with 30.8% of all claimants falling into the 18-24 age group; this is higher than that experienced regionally and across England.

Children who grow up in poverty are more likely to leave school without qualifications than those children who do not grow up in poverty. In order to try and bridge this gap the Pupil Premium was introduced by the Government in April 2011 to try and ensure that all pupils were given the best opportunities to do well in school.

Local authorities measure the attainment gap in a standardised way, which enable comparison with other areas. The gap in the level of attainment across the 20 community areas in Wiltshire for Key Stage 2 and 4 in English and Maths is higher than the England average; in addition the gap in level of attainment increases between Key Stage 2 and Key Stage 4.

Absenteeism rates and exclusion rates in Wiltshire are similar to national rates

Getting to work, getting to school or college and getting to child care is all dependent on transport. Poor public transport can mean that low income families are forced into car ownership; reducing the money they have available to spend on other things. As yet we have no hard data to demonstrate this need, but anecdotal reports support the prioritisation of this thematic area.

There has been recognition during the compilation of the needs assessment of the role of our partner agencies in identifying the most appropriate data to inform the development of an effective child poverty strategy and implementation plan to mitigate the effects of child poverty across Wiltshire.

2. BACKGROUND

Today in the UK 17% of children, 2.3 million, live in poverty. This is one of the highest rates in the industrialised world.^{4 5}

Growing up in poverty is known to have a profound impact on children's physical and mental health, on educational attainment, aspirations, well-being, and long term economic productivity.

In 1999 the Government pledged to eradicate child poverty in the UK, but was unable to meet the first milestone of the pledge to halve the number of children living in poverty by 2010. The number of children living in relative income poverty in 2010/11 was reduced to **2.3 million**; however this was 600,000 less than the number required to meet the 2010 target. The next target of the pledge is to eradicate child poverty by 2020.⁶

Under part 2 of the 2010 Child Poverty Act, Local Authorities and named partner authorities have a duty to cooperate to reduce and mitigate the effects of child poverty in their local areas. A local child poverty needs assessment must be produced to understand the characteristics of low income and disadvantaged families in the area. It should also include identification of the key drivers to address these needs, which will inform the development of a local child poverty reduction strategy.

This needs assessment and related strategy were produced in draft and consulted on for three months before being finalised.

3. CHILD POVERTY MEASURES

Poverty is measured by the net income of a household, adjusted for its size (larger households require more money to reach a given standard of living than smaller ones) and after housing costs have been deducted. People are counted as being in poverty if their household income is below 60 per cent of the median (mid-point) income for all UK households.

The 2010/11 figures for the UK showed a reduction in the number of children living below the relative poverty threshold. However, this was not purely as a result of incomes rising for the poorest, it was also affected by a significant drop in the median income in the UK as a whole. Absolute poverty remained unchanged and the concern was raised that the relative poverty measure did not provide an accurate picture of poverty in the UK today.

As a result, the Coalition Government published a consultation in November 2012 on better measures for child poverty, suggesting a multidimensional measure which would show the total number of children growing up in poverty in the UK. The report identified that the measure should show the severity of poverty, how poverty affects different groups of children, be methodologically robust and be widely accepted by the public as a meaningful representation of child poverty in the UK.

⁴ Department for Work and Pensions. Households below average income. 14 June 2013

⁵ Unicef available online at: <http://www.unicef.org.uk/UNICEFs-Work/What-we-do/Issues-we-work-on/End-child-poverty/>

⁶ Department for Work and Pensions, Department for Education. Child Poverty in the UK: report on the 2010 target. June 2012.

Some of the suggested possible dimensions for inclusion in this new measure are detailed below:

1. Income and material deprivation
2. Worklessness
3. Unmanageable debt
4. Poor housing
5. Parental skill level
6. Access to quality education
7. Family stability
8. Parental health

The consultation formally closed on 15th February 2013, and at the time of writing this needs assessment there has been no formal announcement on the amendment to the method used to measure poverty. Therefore in this needs assessment the original methodology based on net income will be used to measure poverty.

4. SETTING THE SCENE

Local Context

Whilst Wiltshire is considered to be a generally prosperous area, there are pockets of deprivation that are often hidden in official statistics. Wiltshire is a large, predominantly rural county with a population of 474,300, of which 19.2% are aged 15 years and under. Almost half of the population resides in towns and villages with less than 5,000 people.⁷

The relationship between the city of Salisbury and the largest towns of Chippenham & Trowbridge and the rest of the county has a significant effect on transport, employment and travel to work issues, housing and economic needs.

Through the work of our Joint Strategic Assessment⁸, we are familiar with areas of poverty and deprivation in Wiltshire. There are challenges in rural areas when using measures of deprivation, as deprivation is less obvious and can be 'hidden' when factors such as economies of scale and the distances involved are not taken into consideration.

Deprivation data is usually reported against defined geographical areas known as Lower Super Output Areas (LSOAs). There are 285 LSOAs in Wiltshire. These are defined nationally for the release of statistical information at a small geographical area.

For planning purposes the County is split into 20 community areas. These community areas generally include a market town and its surrounding villages.

Where possible the information within this needs assessment will be presented by LSOA or community area.

⁷ Office for National Statistics. 2011 Mid year estimate.

⁸ Joint Strategic Assessment <http://www.intelligencenetwork.org.uk/health/jsna/>

Table 1 gives an overview of the child population in Wiltshire in comparison to the South West and England figures.

Table 1 Child population of Wiltshire, South West and England

Age(Census 2011)	Number in Wiltshire	Percentage in Wiltshire	Percentage in South West	Percentage in England
0-2	16,998	3.6%	3.4%	3.8%
Pre-school (ages 3-4)	11,375	2.4%	2.2%	2.5%
Primary School (ages 5-10)	32,700	6.9%	6.2%	6.7%
Secondary School (ages 11-15)	29,895	6.3%	5.8%	5.9%
College/Sixth form (ages 16-17)	12,432	2.6%	2.4%	2.5%
Total	103,400	21.8%	20%	21.4%

Source: Wiltshire Census 2011 Selected Statistics

5. CHILD POVERTY IN WILTSHIRE

The UK definition of child poverty is ‘the number of children (under 18 years) who live in households whose equivalised income is below 60% of the contemporary median.’ This equates to families in receipt of Child Tax Credits.

Families in receipt of income support or Jobseekers Allowance are considered to be proxy measures for children living in families in poverty.

5.1 Children at greatest risk of poverty⁹

The key points detailed below demonstrate how certain lifestyle and situational factors can increase the risk that a child will live in poverty, and should be considered at a local level where possible in any strategy to tackle child poverty:

- **Lone parents** - children of lone parents are at greater risk of living in poverty than children in couple families. (see Annex 1) Before housing costs over a third, 35%, (50% after housing costs) of children living in lone parent families are poor, compared with less than a fifth, 18%, of children in couple families.
- **Large families** - children in large families are at far greater risk of poverty than children from small families: 40%, of children in families with four or more children are poor, compared with under a fifth, 19%, of children in one-child families.
- **Children with disabilities** - disabled children are more likely than their non-disabled peers to live in poverty as a result of lower incomes (because parents need to look after disabled children and so cannot work) and the impact of disability-related additional costs (an impact which is not captured by official figures).

⁹ Children at Greatest Risk of Poverty available at <http://www.childpovertytoolkit.org.uk/At-Greatest-Risk-of-Child-Poverty>

- **Children with disabled parents** - children with disabled parents face a significantly higher risk of living in poverty than those of non-disabled parents. The main reason for this is that disabled parents are much less likely to be in paid work, and also suffer the impact of additional disability-related costs which sap family budgets.
- **Children who are carers** - for some children, it is not just a lack of income which affects their life chances, it is a chaotic family life, lack of stability, upheaval or the focus on someone else's needs. Children in care, young carers, children living with a disabled parent and children living in households with drug or alcohol misuse or domestic violence all have experiences or responsibilities that will blight their childhood and make it more difficult for them to focus on their education and achieve good outcomes.
- **Children who have teenage parents** – National data shows that children of teenage mothers have a 63% increased risk of being born into poverty compared to babies born to mothers in their twenties.
- **Children growing up in social housing** - children living in households living in social housing (either local authority or housing associations) face a high risk of being poor. 49% of children in local authority accommodation are poor before housing costs (rising to 58% after housing costs). Poor children in social housing are also a large proportion of all poor children. Though the numbers in private rented accommodation are smaller, these children also face a high risk of poverty.
- **Black and minority ethnic children** - children living in households headed by someone from an ethnic minority are more likely to be living in a poor household. This is particularly the case for those households headed by someone of Pakistani or Bangladeshi origin, where well over half the children are living in poverty.
- **Asylum seekers** - there is no robust quantitative data on asylum seekers. However the parents in this group are prohibited from working and are only entitled to safety net support at a lower level than the usual income support/ Jobseekers Allowance safety (which itself is paid below the poverty line).
- **Traveller and gypsy children** - there is a severe lack of robust quantitative data on Gypsy and Traveller families, including poverty. However, both practice knowledge and other studies show that some have few financial resources.
- **Children with a parent in prison** – it is recognised that these children are more likely to be living in poverty.
- **Children leaving care** - young people leaving care are likely to face multiple disadvantages including poverty. Those entering care are also much more likely to have experienced poverty. This is a consequence of their pre-care, in-care, leaving care and after-care 'life course' experiences.

5.2 Children Living in Poverty

An analysis by HMRC demonstrated that in August 2011 Wiltshire had 11,610 children (0-19yrs) living in poverty, which represents 11.4% of children. This is an increase of 400 children (0.4%) in Wiltshire since 2008, which compares well with other local authority areas in the South West of England. However, this masks the fact that of the 285 LSOAs, 14 have numbers of children living in poverty which are more than 2 standard deviations¹⁰ above the Wiltshire average of 11.4%. This means that in certain LSOAs the percentage of children living in poverty ranges from 26.9% to 46.1%. These areas are detailed in table 2 below. Ten LSOAs have over 30% of children living in poverty, an increase of one extra LSOA in Wiltshire with this high percentage of children living in poverty when compared to 2008.

Table 2 LSOAs with a percentage of children in low income families two or more standard deviations above the Wiltshire average (Source: DWP)

LSOA name	Community Area	Children in Child Benefit families	Children in families in receipt of CTC (<60% median income) or IS/JSA	% of children in low-income families	Number standard deviations above average
Trowbridge John of Gaunt - Studley Green	Trowbridge	555	255	46.1%	4
Melksham North - north east	Melksham	380	135	35.5%	3
Calne Abberd - south	Calne	255	90	35.4%	3
Amesbury East - north central	Amesbury	275	90	32.8%	2
Chippenham Queens - east	Chippenham	325	105	32.7%	2
Salisbury St Martin - central	Salisbury	355	115	32.0%	2
Trowbridge Drynham - Lower Studley	Trowbridge	590	180	30.9%	2
Chippenham Audley - south	Chippenham	360	110	30.7%	2
Melksham North - south west	Melksham	340	105	30.7%	2
Chippenham Hill Rise - north west	Chippenham	465	140	30.4%	2
Salisbury Bemerton - south	Salisbury	520	150	29.2%	2
Wootton Bassett North - central	Royal Wootton Bassett & Cricklade	410	115	28.5%	2
Salisbury Bemerton - west	Salisbury	480	130	27.1%	2
Westbury Ham - west	Westbury	470	125	26.9%	2

¹⁰ Standard Deviation is a measure of the spread or dispersion of a set of data. The more widely the values are spread out, the larger the standard deviation. In data which is normally distributed it is very likely that 95% of the data points will lie within 2 standard deviations of the mean. Therefore any that lie outside of this range would be considered significant.

The percentage of children living in low income families in each LSOA has not remained constant between 2008 and the latest figures of 2011. Some LSOAs in Wiltshire have shown a decrease in the percentage of children in low income families since 2008.

The largest decrease in percentage was seen in Salisbury Bishopdown – central, the rate decreased here from 17.1% in 2008 to 7.5% in 2011. The 12 LSOAs in Wiltshire with the largest decrease (5% or more) in children living in low income families are detailed in table 3 below.

Table 3 LSOAs where the percentage of children in low income families decreased by five percentage points or more between 2008 and 2011 (Source DWP)

LSOA name	Community Area	2008	2011	Change in % points
Salisbury Bishopdown - central	Salisbury	17.1%	7.5%	-9.6%
Melksham North - north east	Melksham	42.7%	35.5%	-7.2%
Trowbridge Drynham - central	Trowbridge	25.1%	17.9%	-7.2%
Pewsey south	Pewsey	22.0%	14.8%	-7.2%
Cricklade central	Royal Wootton Bassett & Cricklade	26.0%	19.0%	-7.0%
Ludgershall east & Faberstown	Tidworth	24.6%	17.9%	-6.7%
Salisbury St Martin - central	Salisbury	38.0%	32.0%	-6.0%
Dilton Marsh & Upton Scudamore	Part Warminster; Part Westbury	25.8%	19.8%	-6.0%
Staverton & Hilperton (part)	Part Bradford on Avon; Part Trowbridge	22.7%	17.3%	-5.4%
Trowbridge John of Gaunt - Wingfield Road	Trowbridge	18.2%	12.9%	-5.3%
Salisbury St Edmund - east (Milford north)	Salisbury	15.8%	10.7%	-5.1%
Trowbridge Adcroft - Seymour	Trowbridge	29.8%	24.7%	-5.1%

Conversely, a number of LSOAs showed an increase in the percentage of children living in low income families between 2008 and 2011. The largest was in Calne Lickhill – South, where the rate increased from 14.7% in 2008 to 23.7% in 2011. In

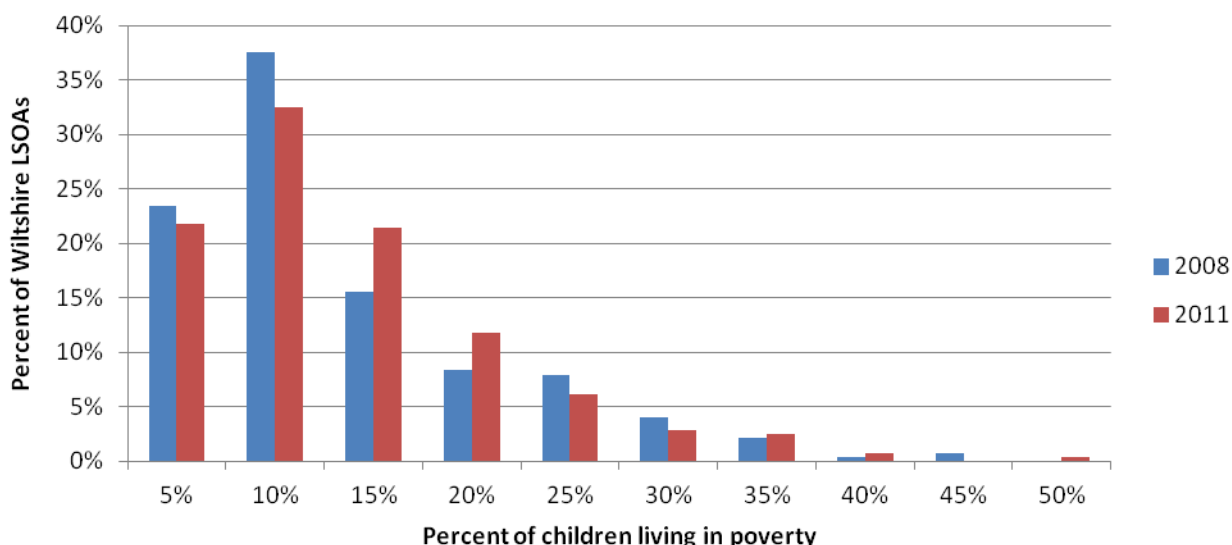
total 14 LSOAs showed an increase in the percentage of children in low income families of five percentage points or more and these are detailed in table 4 below.

Table 4 LSOAs where the percentage of children in low income families increased by five percentage points or more between 2008 and 2011 (Source DWP)

LSOA code	LSOA name	Community Area	2008	2011	Change in % points
E01031898	Calne Lickhill - south	Calne	14.7%	23.7%	9.0%
E01032061	Westwood	Bradford on Avon	1.4%	9.2%	7.8%
E01032103	Warminster East - central	Warminster	10.9%	18.5%	7.6%
E01031926	Chippenham Redland - south	Chippenham	7.7%	15.3%	7.6%
E01032091	Trowbridge College - Upper Studley	Trowbridge	6.9%	14.1%	7.2%
E01031896	Calne Abberd - south	Calne	29.0%	35.4%	6.4%
E01031997	Durrington - east	Amesbury	5.9%	12.2%	6.3%
E01032021	Salisbury St Martin - east (Milford south)	Salisbury	9.5%	15.7%	6.2%
E01031855	Devizes South - east	Devizes	3.4%	9.3%	5.9%
E01031941	Neston, Leafield & Gastard west	Corsham	6.1%	11.7%	5.6%
E01032069	Melksham Spa - south	Melksham	7.3%	12.7%	5.4%
E01031975	Amesbury East - north central	Amesbury	27.4%	32.8%	5.4%
E01031980	Salisbury Bemerton - north	Salisbury	16.8%	21.9%	5.1%
E01032007	Salisbury Harnham East - south	Salisbury	7.8%	12.8%	5.0%

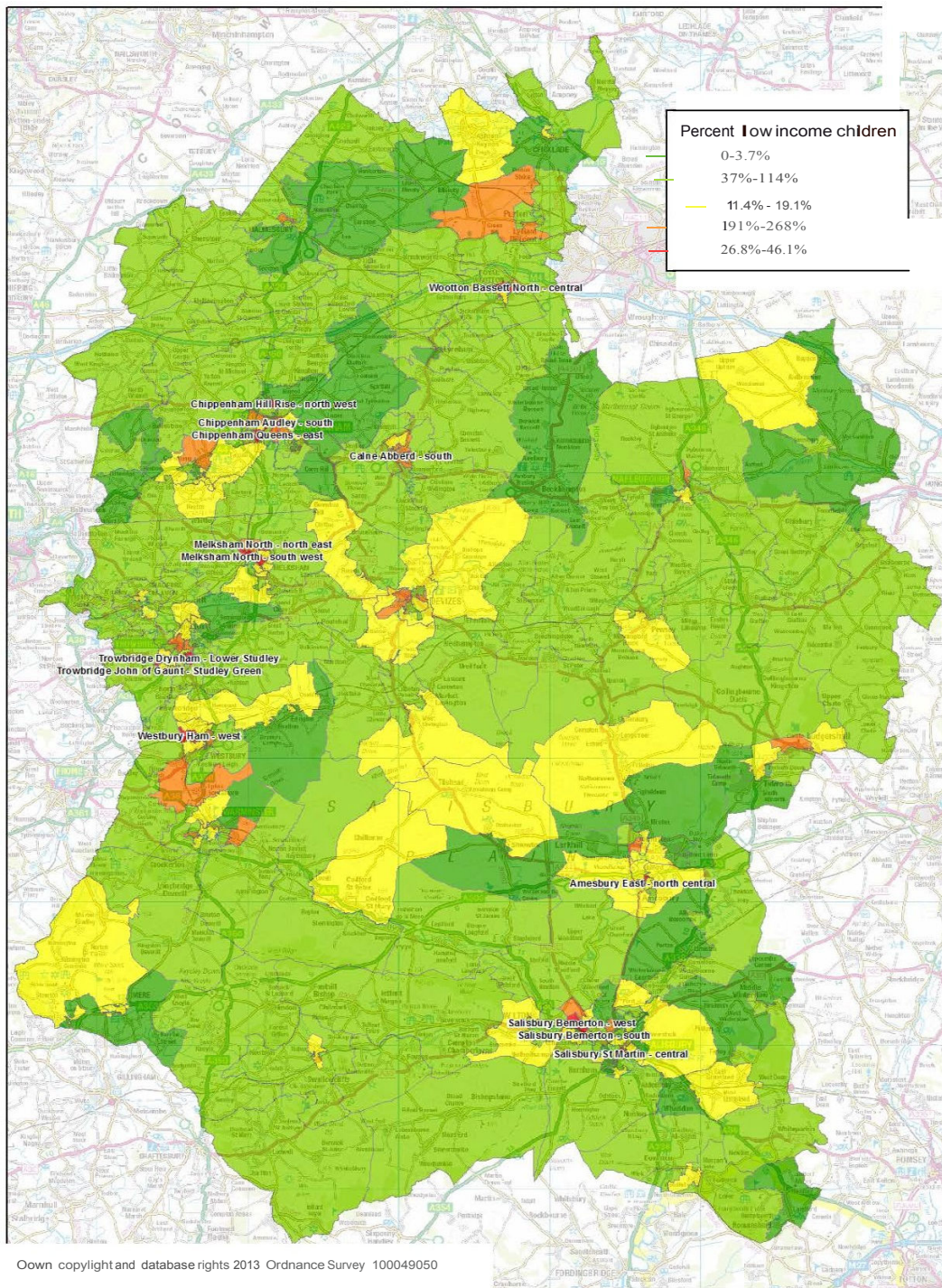
Overall at LSOA level, there has been a shift in the distribution of children in low income families between 2008 and 2011 resulting in fewer LSOAs having low percentages such as 0-5% and 5-10% of children in low income families, and an increase of LSOAs with higher percentages of around 10-15% and 15-20% children in low income families. These bandings are more clearly illustrated in the graph at figure1 and the map at figure 2.

Figure 1 Percentage of Wiltshire LSOAs in each 5% band of children in poverty for 2008 and 2011 (DWP).



Of the ten areas with over 30% of all children living in 'poverty' seven are located in one of three towns (Trowbridge, Melksham and Chippenham) and the remaining three are in the towns of Salisbury, Calne and Amesbury.

Figure 2 Map of percentage of children living in poverty by LSOA, 2011



The data for all LSOAs in Wiltshire can be aggregated to highlight at community area level those areas where the percentage of children in low income families is above the Wiltshire average of 11.4%, and those areas where the level is lower than this average. This information is shown in table 5 below.

Table 5 DWP Child Poverty Figures August 2011. Aggregated from LSOA to Wiltshire community areas

Community Area	Children in Child Benefit households	Children in families in receipt of CTC (<60% median income) or IS/JSA	% of children in low-income families	Age of child in low income families 0-4 years	Age of child in low income families 5-10 years	Age of child in low income families 11-15 years	Age of child in low income families 16-19 years	Wiltshire Rank
Westbury	4,500	720	15.9%	250	240	150	60	1
Trowbridge	9,630	1,470	15.2%	500	490	330	140	2
Calne	5,380	740	13.7%	240	230	190	80	3
Melksham	6,250	850	13.6%	290	290	180	90	4
Devizes	6,610	890	13.5%	300	290	230	90	5
Salisbury	8,530	1,090	12.7%	370	360	250	120	6
Warminster	4,950	550	11.2%	200	170	150	60	7
Chippenham	10,700	1,190	11.1%	380	400	280	140	8
Corsham	4,630	510	10.9%	180	160	110	60	9
Mere	1,010	110	10.5%	30	40	20	20	10
Tidworth	4,600	450	9.9%	170	130	100	40	11
Bradford on Avon	3,460	330	9.6%	100	100	80	50	12
Wilton	1,720	160	9.3%	50	60	30	10	13
Royal WB & Cricklade	5,990	550	9.2%	170	160	160	60	14
Amesbury	7,690	690	9.0%	200	230	170	70	15
Tisbury	1,340	120	8.8%	30	40	30	20	16
Marlborough	3,510	290	8.3%	80	110	60	30	17
Southern Wiltshire	4,530	360	7.9%	100	110	100	30	18
Malmesbury	4,280	320	7.5%	100	100	80	50	19
Pewsey	2,990	210	6.9%	60	60	60	20	20
Wiltshire	102,280	11,610	11.4%	3,810	3,750	2,765	1,285	

5.3 Index of Multiple Deprivation

Deprivation is an important determinant of health and well-being for individuals and communities. Higher levels of deprivation are consistently associated with poorer health outcomes across a range of measures representing a major cause of inequalities in health and well being.

Of the 326 district and unitary authorities in England, Wiltshire is ranked as the 245th most deprived in the 2010 Indices of Multiple Deprivation (IMD). Overall Wiltshire is **relatively** more deprived (compared to the rest of England) than it was in 2007. This is shown by the average IMD ranking falling from 23,814 to 22,229. The change in the crime and disorder domain is the biggest influence on this movement.

Movements in IMD score are illustrated in table 6.

Table 6 Wiltshire rank in each IMD domain

Domain	2007	2010	Change
Income	21632	21551	-81
Income deprivation affecting children	21412	21435	23
Income deprivation affecting older people	22108	22265	157
Employment	23825	22304	-1531
Health	24343	23015	-1328
Education, Skills and Training	19591	18884	-707
Barriers to housing and services	16698	14401	-2297
Crime	28030	23734	-4296
Living Environment	22223	21802	-421
Overall IMD	23814	22229	-1585

Where a positive number occurs in the “Change” column, this suggest that (relative) deprivation has decreased; where a negative number occurs, this suggests that deprivation has increased.

The twenty areas of greatest deprivation in the county are identified in the table below. Wiltshire now has 14 LSOAs in the 30% most deprived in England, compared with 10 in 2007. The first five are in the 20% most deprived in the country. Maps of relative deprivation are included in annex 2

Table 7 Twenty LSOAs Ranking of Indices of Multiple Deprivation (2010) in Wiltshire

LSOA	SOA name	RANK OF IMD 2010	Change in Overall ranking since 2007	Wilts rank 2010	Change in Wiltshire ranking since 2007
E01032023	Salisbury St Martin - central	2732	-2381	1	1
E01032086	Trowbridge Adcroft - Seymour	3837	-2048	2	1
E01032096	Trowbridge John of Gaunt - Studley Green	3886	-1147	3	-2
E01031981	Salisbury Bemerton - west	4450	-3239	4	1
E01031983	Salisbury Bemerton - south	5046	-2360	5	-1
E01031896	Calne Abberd - south	6881	-2844	6	3
E01032064	Melksham North - north east	6903	-2927	7	3
E01031928	Chippenham Queens - east	7144	-2006	8	-2
E01032093	Trowbridge Drynham - Lower Studley	7337	-2244	9	-1
E01032118	Westbury Ham - west	7616	-1604	10	-3
E01032062	Melksham North - south west	7859	-2082	11	0
E01032014	Salisbury St Edmund - south	9087	-3349	12	4
E01031911	Chippenham Audley - south	9180	-3922	13	7
E01031963	Wootton Bassett North - central	9723	-1665	14	0
E01031854	Devizes North - east	9924	-1840	15	0
E01031912	Chippenham Avon - east	9942	-2894	16	3
E01031914	Chippenham Hill Rise - north west	10092	-2560	17	0
E01031917	Chippenham London Road - west	10356	-2835	18	3
E01031975	Amesbury East - north central	10412	-614	19	-6
E01032019	Salisbury St Mark - west	10449	-2823	20	2

These levels of deprivation might not seem significant when compared with other parts of England. However, the variations within Wiltshire are notable, with some of the most affluent areas in the county being located right next to the very deprived (in the bottom 20% of national score).

Evidence shows that the level of **relative difference in affluence is more important than the level of absolute deprivation** itself for the inequalities and its consequences in society. In addition, rural deprivation is difficult to quantify as small pockets of rural deprivation will exist that are not highlighted by the IMD. Eleven of the top 15 most deprived areas are also those with the highest percentage of children living in poverty.

Wiltshire rates particularly poorly under the IMD (2010) domains 'Barriers to housing and services' and 'education, skills and training' The ranking in these domains have both declined since 2007. These domains are both likely to have implications for seeking work, accessing further skills and training or support for re-entry to the workforce.

Table 8 helps to show by community area in Wiltshire the number of income deprived children who live more than 1kilometre from a primary school.

Table 8 Barriers to education by community area

Wiltshire Community Area	Number of income deprived children living more than 1km from a primary school
Mere	60
Tisbury	100
Warminster	100
Pewsey	110
Calne	120
Wilton	130
Chippenham	140
Marlborough	140
Tidworth	140
BoA	190
Westbury	210
Salisbury	220
Malmesbury	230
Wootton Bassett & Cricklade	250
Southern Wiltshire	260
Amesbury	310
Corsham	330
Trowbridge	330
Melksham	390
Devizes	430

5.4 Free School Meals

Children and young people 'eligible for free school meals' is often used as a proxy measure for deprivation and child poverty. Free school meals (FSM) are not provided automatically, they can be awarded if a family receive any of the following:

- Income Support
- Job Seeker's Allowance (income-based)
- Employment and Support Allowance (income-related)
- Support under part six of the Immigration and Asylum Act 1999
- The Guarantee element of State Pension Credit
- Child Tax Credit - providing you are NOT entitled to Working Tax Credit and your family's annual income (as assessed by HMRC) is not more than £16,190 (as at 6 April 2012)

Free school meals are available to eligible children that attend school on a full-time basis. This includes nursery children (of compulsory school age) who attend school full-time and sixth form students (but NOT college or Further Education level students).

It should be noted that parents must register in order for their child to be assessed as eligible to receive FSM. Therefore not all children in families in the categories above will be identified as eligible.

This means the FSM eligibility by ethnic group data below must be interpreted with caution, for example Eastern Europeans have a lower FSM rate than White British, this may be a true indication of need, or it may reflect a difference in the awareness of groups of how the system works. In addition for some groups there may be cultural reasons which can affect the rates of children eligible for FSM.

Tables 9 and 10 below indicate the numbers of children in Wiltshire by community area who are eligible for FSM, and also indicate the numbers of children in Wiltshire who are eligible for FSM by ethnicity.

Table 9 Total number of pupils eligible for Free School Meals by community area in Wiltshire as at January 2014

Community Area	Total number of children	Total eligible for FSM	% of children eligible for FSM
Westbury	2,943	355	12.1%
Trowbridge	6,131	688	11.2%
Melksham	3,803	416	10.9%
Salisbury	5,017	504	10.0%
Calne	3,286	316	9.6%
Wilton	947	88	9.3%
Devizes	4,193	389	9.3%
Chippenham	6,735	539	8.0%
Corsham	2,685	212	7.9%
Mere	281	22	7.8%
Tisbury	464	35	7.5%
Warminster	3,045	216	7.1%
Wootton Bassett	3,277	226	6.9%
Pewsey	1,760	120	6.8%
Amesbury	4,249	281	6.6%
Bradford on Avon	2,211	129	5.8%
Tidworth	2,456	135	5.5%
Marlborough	2,194	117	5.3%
Southern Wiltshire	2,275	98	4.3%
Malmesbury	2,559	104	4.1%
Wiltshire	60,511	4,990	8.2%

Table 10 Total number of children eligible for FSM in Wiltshire by ethnicity

Ethnic Group	Ethnic Group	Total number of children	Total number eligible for FSM	% eligible for FSM
	Unknown	640	50	8%
White	White British	54,400	4,490	8%
	White Irish	110	10	7%
	White Eastern European	380	20	5%
	White Western European	380	20	5%
	White Traveller of Irish Heritage	30	20	62%
	White Gypsy/Roma	130	50	37%
	White Other	830	50	6%
Multiple	White and Asian	430	20	4%
	White and Black African	220	20	10%
	White and Black Caribbean	460	80	18%
	Any Other Mixed Background	500	60	12%
Black	Black – African	260	20	6%
	Black Caribbean	130	20	12%
	Any Other Black Background	230	20	6%
Asian/Asian British	Bangladeshi	160	20	11%
	Indian	230	10	4%
	Nepali	150	-	0%
	Pakistani	20	<5	
	Chinese	140	<5	
	Other Asian	260	10	2%
Other	Moroccan	80	20	20%
	Other Ethnic Group	150	10	5%

5.5 Worklessness and low paid work

Worklessness and low paid work are the key factors in child poverty. The term worklessness includes:

- Those that are economically active but unemployed i.e. those claiming Jobseekers Allowance; and
- Those that are economically inactive but who would want to work. There is evidence to suggest that a significant proportion of the economically inactive population would like to work if they had the right opportunity, incentive or path back to employment. This could include lone parents and/or people claiming incapacity or other health/income related benefits.

The causes of worklessness are wide ranging and tackling them requires a full understanding of both the people and the spatial areas affected. A range of groups can be disadvantaged and can have a higher risk of both worklessness and living in a deprived area, e.g. lone parents, minority ethnic groups, people with disabilities, carers, older workers, and workers in the informal economy, offenders and ex-offenders.

During January to December 2012 the average percentage of workless households in the UK was 18.1%. Sickness, both long-term and temporary, was the main reason given for not working by people aged 16-64 years living in workless households across the UK.¹¹

The percentage of children living in workless households in Wiltshire in 2012 was 8%, this compares well to the national average of 14.9%, and the South West regional average of 11.2%.

However, this figure varies significantly by community area, from the lowest percentage in Malmesbury where 6% of households with dependent children have no adult in employment to Westbury where 12.8% of households with dependent children have no adult in employment. Table 11 details the variation across the 20 community areas in Wiltshire.

Table 11 Census 2011 households with dependent children and no adult in employment.

Area Board	Households with dependent children	Households with no adults in employment: With dependent children	Percentage of households with dependent children where no adult is in employment
Westbury	2,580	329	12.8%
Trowbridge	5,393	667	12.4%
Calne	3,038	334	11.0%
Melksham	3,419	373	10.9%
Salisbury	4,924	523	10.6%
Devizes	3,789	374	9.9%
Wilton	986	89	9.1%
Chippenham	6,096	549	9.0%
Corsham	2,636	234	8.9%
Tidworth	2,550	225	8.8%
Tisbury	697	61	8.7%
Warminster	2,785	224	8.0%
Bradford on Avon	2,087	161	7.7%
Mere	544	42	7.7%
Marlborough	2,026	144	7.1%
Amesbury	4,211	296	7.0%
Southern Wiltshire	2,493	166	6.7%
Royal Wootton Bassett & Cricklade	3,487	227	6.5%
Pewsey	1,621	105	6.5%
Malmesbury	2,389	143	6.0%

The main cause of poverty is inadequate income, arising from worklessness, low wages and low level of benefits. Worklessness has been identified as one of five pathways to poverty with employment cited as offering the best and most sustainable route out of poverty. Reducing worklessness is one of two main areas of focus by Government for maintaining the goal of ending child poverty in the UK by 2020. In addition one of Wiltshire Council's main priorities in the Business Plan for 2013-17 is:

To boost the local economy – creating and safeguarding jobs.

¹¹ ONS. Available online at: <http://www.ons.gov.uk/ons/rel/lmac/workless-households-for-regions-across-the-uk/2012/stb-workless-households-across-regions.html>

The impacts of a lack of money can be far reaching for children. A single mother living in Wiltshire with her four children, aged between seven and 11, was unable to purchase beds or any other furniture. This meant that the children were sleeping on old mattresses on the floor in small rooms with their clean and dirty clothes and toys strewn around them. At least one of the children was incontinent.

This affected both their hygiene and their appearance, so they often went to school dishevelled and wearing dirty clothes. This led to them being unable to concentrate on their work and to them being victims of bullying.

The mother had mild learning needs and even though she was volunteering two days a week at a charity shop and attending a work programme she was unable to change her situation. Action for Children were able to buy bunk beds for the children and helped them buy clean mattresses from a local furniture recycling organisation.

(Courtesy of Action for Children)

5.6 The Association and Impact of Lone Parent Families on Child Poverty

Children of lone parents are at greater risk of living in poverty than children in couple families. At the time of the Census, lone parent households accounted for 72% of all households in Wiltshire with dependent children and no adult in employment¹². This is in spite of the fact that lone parent households made up only 21% of households with dependent children in the county.

The 2011 Census provides more details on the nature of households with dependent children allowing for comparisons to be made between **lone parent households**, who account for the majority of low-income and workless households, with married and couple family types¹³.

The share of households and usual residents in households in different family types with dependent children for Wiltshire are shown in Table 12.

¹² Comparison of KS107EW - Lone parent households with dependent children with KS106EW – Adults not in employment and dependent children and persons with long-term health problems or disability

¹³ Household composition classifies households according to the relationships between the household members. Households consisting of one family and no other usual residents are classified according to the type of family (married, same-sex civil partnership or cohabiting couple family, or lone parent family) and the number of dependent children. Other households are classified by the number of people, the number of dependent children, or whether the household consists only of students or only of people aged 65 and over.

This definition is used in most results from the 2011 Census. In a small number of results an alternative classification is used that defines households by the age of the household members. It takes no account of the relationships between them. In results where this different definition is used it is clearly indicated.

Table 12 Family composition of Wiltshire households with dependent children.

	Total	Total with dependent children	Married/civil partnership with dependent children	Cohabiting couple with dependent children	Lone parent with dependent children	Other household type with dependent children
Households	194,194	57,742	35,133	7,311	12,022	3,276
% households / households with dependent children		30%	61%	13%	21%	6%
Usual residents	457,954	215,596	139,739	27,662	33,076	15,119
% usual residents / usual residents in households with dependent children		47%	65%	13%	15%	7%

Karen's Story

Karen has 4 children aged 5 to 10. One of the children has complex special needs and attends a special school. The other 3 children have learning difficulties.

This year Karen learned that she didn't have to tolerate the domestic and sexual abuse she and her children have lived with for years. She had attended the Children's Centre in Wiltshire and discovered she could learn and was worthwhile. She got a part-time job and attended a Domestic Abuse Course. She informed the police of her abuse and they arrested her husband. Karen notified the benefits agency that she was now a lone parent. They stopped her benefits immediately as part of the reassessment process, however eight weeks later she still has no benefits. She is trying to care for her children on £105 a week which she earns from her part-time job. Karen tries to make sure her children do not go hungry and she cries when you ask her if she eats. The children need the meal at school and in the nursery because it is their main source of nutrition.

Karen is a very proud, private woman who has done an amazing job bringing up her children.

(Courtesy of the Rise Childrens Centre)

In relation to tenure of accommodation, lone parent households are:

- Least likely to be living in owned accommodation: 33% of lone parent households live in owned accommodation in comparison to 72% for married and 47% for couple households with dependent children.
- Most likely to be living in social rented: 39% of lone parent households live in socially rented in comparison to 9% for married and 29% for couple households with dependent children; or private rented 28% of lone parent households compared to 19% for married and 24% for couple households with dependent children.

Lone parent families are much less likely to have access to a car or van compared to other family types with dependent children: 24% of lone parent households do not have access to a car or van compared to only 2% for married/civil partnership families with dependent children and 9% for cohabiting couple households with dependent children.

Lone parent households are more likely than average to have a person in the household with a long-term health problem or disability: 17% of lone parent households have 1 person with a long-term health problem or disability compared to 13% of married/civil partnership households with dependent children and 14% of cohabiting couple households with dependent children.

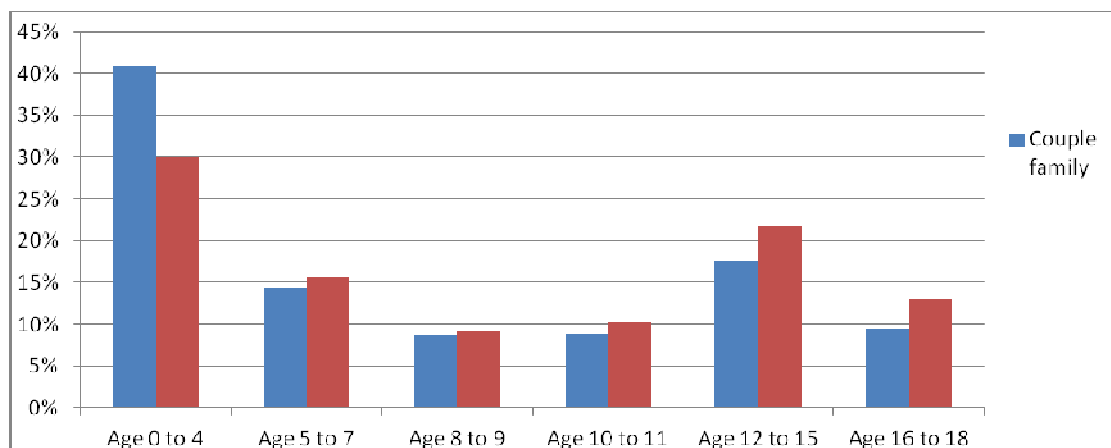
The age range of children in Wiltshire living in Lone parent households is illustrated in the table below.

Table 13 Age range of children living in Wiltshire in lone parent families compared to couples families.

Dependent Children	Couple family	% of total dependent children	Lone parent family	% of total dependent children
All categories: All families	120,438		19,493	
Families with no children	64,146		0	
Families with dependent children: Total	44,141		13,346	
Youngest dependent child: Age 0 to 4	18,054	41%	4,003	30%
Youngest dependent child: Age 5 to 7	6,399	14%	2,089	16%
Youngest dependent child: Age 8 to 9	3,839	9%	1,230	9%
Youngest dependent child: Age 10 to 11	3,898	9%	1,367	10%
Youngest dependent child: Age 12 to 15	7,764	18%	2,906	22%
Youngest dependent child: Age 16 to 18	4,187	9%	1,751	13%

In addition figure 3 highlights that when compared to couples families lone parent families have a slightly older age profile of children.

Figure 3 Age range distribution of children living in Wiltshire in Lone parent families compared to couples families



5.7 The Association and Impact of Disability on Child Poverty

Over a million children living in poverty are affected by disability in the UK, this equates to around four in every 10 children living in poverty.¹⁴ Having either an adult or a child with a disability in the family increases the chances of being in poverty.¹⁵ In 2011/12 national data highlighted that 24 per cent of households with one or more disabled children lived in poverty, compared with 20 per cent of households with no disabled children. This gap of 4% has decreased from 9% since the previous Wiltshire Child Poverty Needs Assessment was compiled.¹⁶

The cost of living is considerably more for a family with disabled children. It has been calculated that it costs on average three times as much to bring up a disabled child than a non-disabled child, this can be due to:

- Transportation costs – extra journeys for hospital appointments.
- Cost of a car – travel may not be suitable or available on public transport networks.
- Higher heating bills – average room temperatures need to be higher for children with disabilities.
- Home adaptations.
- Increased costs for dietary appropriate foods.
- Learning aids.
- Higher childcare costs for parents who work.

¹⁴ The Children's Society. 4 in every 10 Disabled Children Live in Poverty. 2011

¹⁵ Department for Work and Pensions. 2010. Households Below Average Income 2008/2009. Figures are after housing costs

¹⁶ Joseph Rowntree Foundation. Monitoring Poverty and Social Exclusion 2013.

According to national statistics, 7% of children have a disability which would equate to approximately 7000 children in Wiltshire having a disability. The average figure that four in every ten children living in poverty have a disability would equate to approximately 4644 children with a disability living in poverty in Wiltshire.

A single mother living in Wiltshire with her five children following a history of domestic violence has to cope on a daily basis with the impacts of disability. Her five year old has problems with fine and gross motor skills and as a result must receive daily physiotherapy on his legs and must wear glasses.

Lack of money in this family meant that they were unable to replace the five year olds glasses when they got broken. This in turn meant that he was unable to do his work at school and began to fall behind.

Children in Action were able to provide them with the money to buy him some bendy glasses that were more robust and could not be broken so easily to allow him to carry on as usual at school.

(Courtesy of Children in Action)

The Institute for Public Policy Research 'Child Poverty Causes Disability and Disability Causes Child Poverty'¹⁷ (2007) shows that persistent poverty during childhood significantly limits people's life chances and shows that there are more households in poverty with disabled children than without. The report says the Disability Living Allowance (DLA) needs to be available to all disabled children and taken up by more families that experience the extra costs of raising a child with a disability.

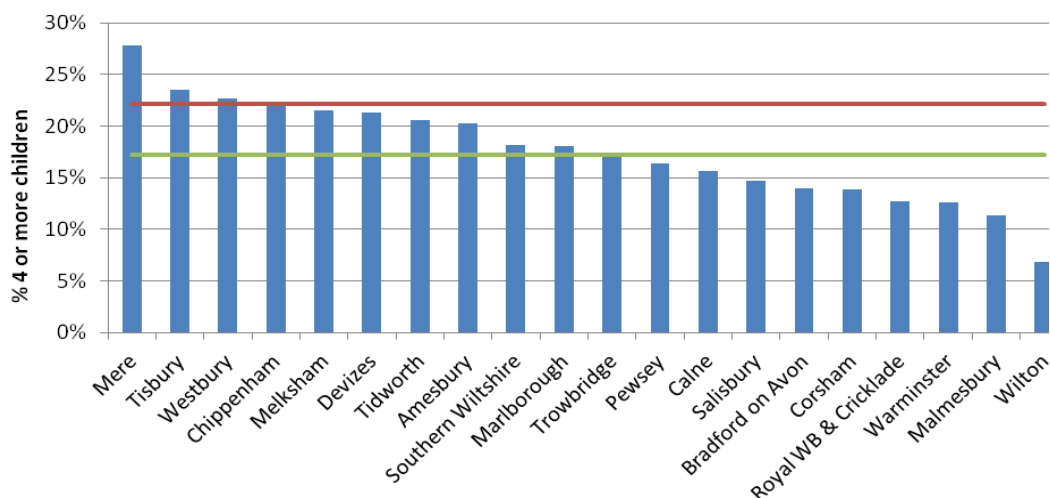
It is worth noting that in 2009/10 41% of DLA appeal cases, which had originally been turned down, were found in favour of the claimant. This discrepancy may be due in part to initial claims not being completed in a valid format by the applicant to enable appropriate evaluation. Provision of support to families to ensure appropriate and effective application and uptake of DLA could increase the number of families appropriately in receipt of DLA.

5.8 Impact of large families

Children in large families are at far greater risk of poverty than children from small families. Figure 4 helps to illustrate the family composition across Wiltshire community areas showing the percentage of low income families in each community area where there are four or more dependent children.

¹⁷ <http://www.ippr.org.uk/pressreleases/?id=2615>

Figure 4 Percentage of families by community area with four or more dependent children.



5.9 Impact of the recession

Kim is 31 and has 4 children aged from 1 month to 10 years. Kim lives entirely on state benefits. She started working as a child of 13 in a local pub. She worked at Hygrade and Leigh Delamere services before her children were born. She continued at Hygrade following the birth of her first two children but the factory closed and now she cannot find work to fit around the children or cover the costs of her child care.

The family live on food from Iceland, which costs them £25 per week. They eat Chicken Nuggets and Chunky Chips, Turkey Dinosaurs and Chunky Chips, Turkey Aeroplanes and Chunky Chips every week. These meals are accompanied by beans when Kim can afford them.

Kim only eats cod portions with her Chunky Chips because they are so cheap and there are 9 in a box. She is very thin and pale. On Sundays Kim cooks a £3.50 Iceland chicken. She does a full Sunday lunch and the children love it. Kim knows the children do not have enough to eat or a healthy diet. If she could afford it she would cook proper dinners every day.

Kim can't read and write. She suffers from depression and has attempted suicide. Her 10 year old daughter fills in all the forms and reads her letters. She also watches Kim carefully for signs of depression. Kim says she doesn't know how she would cope without her daughter.

You can read more of Kim's story in the Gazette and herald article on the link below:

http://www.gazetteandherald.co.uk/news/10694699.Single_mums_volunteer_at_children__s_trust

The Institute for Public Policy Research 2010 report on 'in work' poverty in the recession highlighted the fact that although unemployment had not increased nationally as much as was expected as a result of the recessions, they concluded that the explanation was employers, staff and unions had worked together to avoid lay offs, by agreeing pay freezes and reduction in working hours. The downside of

this being that earnings have lowered and this could push people into 'in work' poverty.

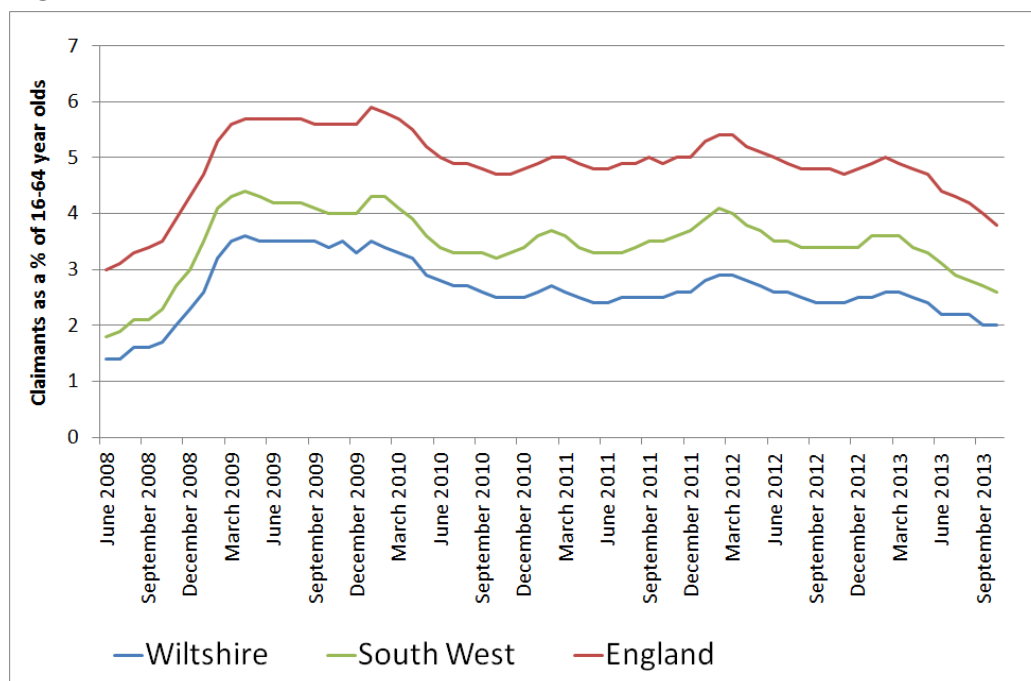
This is demonstrated nationally in the 2010 Joseph Rowntree Foundation report 'Monitoring Poverty and Social Exclusion' that despite the recession, overall the number of children living in poverty fell to 3.7m, with the number in workless households falling to 1.6m, the lowest since 1984. But those in working families rose slightly to 2.1m, and they now account for 58% of the total.

This disparity was concluded to be as a result of the rise in both Child Benefit and Child Tax Credit in 2008, and highlights the need to ensure that any anti-poverty policies must look at child poverty in working households as well as those in out of work families.

Wiltshire continues to have a high economic activity rate for residents aged 16-64 (79.9%) compared to other areas particularly amongst the male population which rises to 86.6%. Wiltshire claimant count levels are consistently below those found in the South West and England, however the claimant count amongst the young is a concern with 30.8% of all claimants falling into the 18-24 age group; this is higher than that experienced regionally and across England.

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.

Figure 5: JSA claimant count, June 2008-October 2013



The adjusted NEET (not in employment, education or training) figure for Wiltshire, based on the period November 2012 to January 2013 was 6.0% and equates to 493 young people based on a total 16-18 cohort of 12,803. This is higher than the comparable figures for England and the South West but not appreciably so.

Table 14 below shows the number of young people recorded as NEET on 31 January for each community area in Wiltshire.

Table 14 Number of young people (aged 16-18) recorded as NEET on 31 January in each Community Area

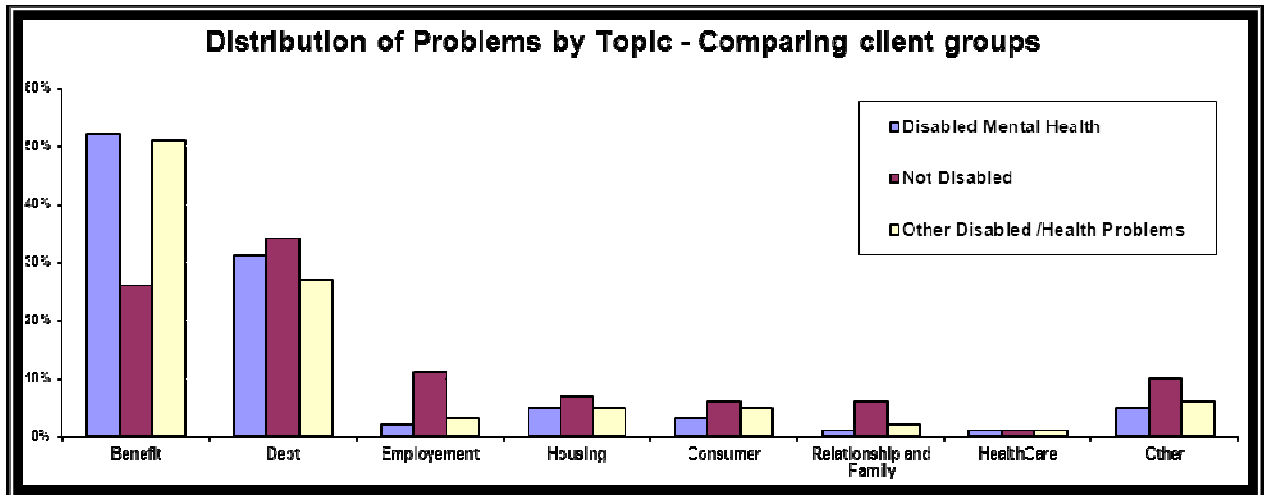
Community Area	Total number of young people	% of Wiltshire total
Amesbury & Durrington	23	4.58%
Bradford on Avon	15	2.99%
Calne	34	6.77%
Chippenham	60	11.95%
Corsham	21	4.18%
Devizes	38	7.57%
Malmesbury	14	2.79%
Marlborough	19	3.78%
Melksham	29	5.78%
Mere	*	*
Pewsey	12	2.39%
Salisbury	68	13.55%
Tidworth & Ludgershall	11	2.19%
Tisbury	*	*
Trowbridge	75	14.94%
Warminster	20	3.98%
Westbury	29	5.78%
Wilton	9	1.79%
Royal Wootton Bassett	21	4.18%

A further period of no or low economic growth and continuing changes to benefits and tax credits could impact severely on many population groups, including disabled people, people with mental health problems, and large families on low incomes. The effects will be noticeable on levels of personal debt; poor mental wellbeing; child poverty; fuel poverty and homelessness.

In 2012/13, 21,067 residents of Wiltshire received help from the Citizens Advice Bureau (CAB) service. They were helped with 57,903 issues and 67% of the enquiries were about debt and benefits. CAB are helping clients manage £14.4m worth of debt (£2m more than in 2011/12).

Figure 6 shows the different types of problems clients approach the Citizens Advice Bureau for advice and support on in 2011/12.

Figure 6: Advice topics and client groups, 2011/12

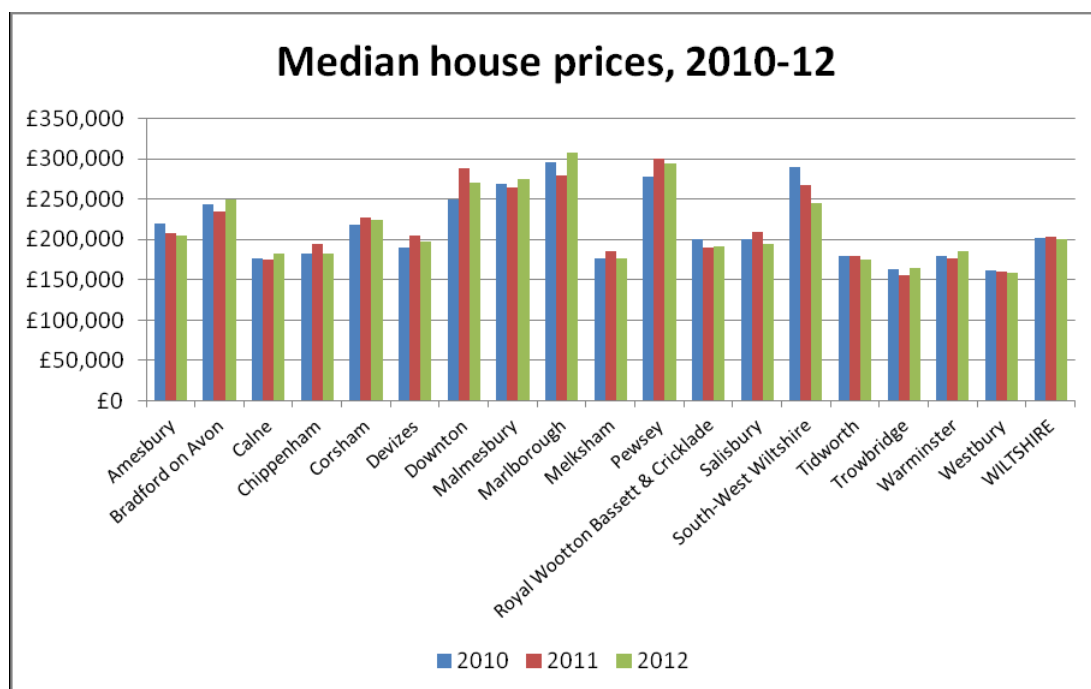


Source: Wiltshire Citizens Advice

5.10 The Impact of Housing

House prices in Wiltshire tend to be higher than the national average, and there is considerable variation in house prices within Wiltshire. In 2012, the highest median property price was in Marlborough community area (£307,500) and the lowest was in Westbury community area (£158,500). Figure 7 below shows the average (median) house prices for all community areas in Wiltshire.

Figure 7 Average house prices by Wiltshire Community Area



In addition to the cost of housing in Wiltshire the issues of homelessness should also be considered. Homelessness can take many forms, including rough sleeping, squatting, living in hostels, night shelters or temporary accommodation leased by their local authority.

'Statutory homelessness', is where local authorities have defined a household as homeless within the terms of the homelessness legislation. Where they are found to be in priority need and not intentionally homeless then local authorities will have a duty to offer accommodation. This can include families with dependent children, pregnant women and adults who are assessed as vulnerable.

Table 15 shows the statutory homelessness numbers by family type in Wiltshire from 2012/13 to 2013/14.

	Couple with dependent children*	Lone parent household with dependent children		One person household		All other household groups	Total
		Male Applicant	Female Applicant *	Male Applicant	Female Applicant		
2012/13	98	9	118	25	17	14	281
2013/14 YTD**	104	12	117	21	20	12	286

* Including expectant mothers with no other dependent children

** Quarters 1-3

6. THE IMPACT OF POVERTY

6.1. Attainment Gap

Children who grow up in poverty are more likely to leave school without qualifications than those children who do not grow up in poverty. In order to try and bridge this gap the Pupil Premium was introduced by the Government in April 2011 to try and ensure that all pupils were given the best opportunities to do well in school. The basis of the Pupil Premium is that additional funding is given to publicly funded schools in England to raise the attainment of disadvantaged pupils and close the gap between them and their peers.

The Pupil Premium is paid to schools according to the number of pupils who have been:

- Registered as eligible for free school meals at any point in the last six years,
- Been in care for six months or longer.

In 2013/14 schools received:

- £953 for each eligible primary school aged pupil
- £900 for each eligible secondary school aged pupil.

Schools are free to spend the Pupil Premium as they see fit however, they will be held to account for how they have used the additional funding to close the attainment gap. The funding is often used in the following areas:

- Purchasing specialist support, audit of provision, developing the vision
- Continued Professional Development for key staff
- Developing a creative curriculum
- Resources to support inclusion, software focused on specific needs
- Purchase of technology resources for individuals, existing, new and emerging
- Developing strategies for engaging children and parents in and out of school
- Developing collaboration, support or mentoring projects
- Supporting the work of schools, governors, staff and parents on e-safety
- Subsidy of school clubs, specialist teachers to promote engagement

The number of pupils eligible for Pupil Premium in Wiltshire is shown in table 16.

Table 16 Number of pupils eligible for Pupil Premium in Wiltshire (Source DfE LAIT)

	2011/12	2012/13	2013/14
Wiltshire	10000	14590	15460
Statistical Neighbour	9691	14972	15895
England	1303180	1924920	2017740

The gap in the level of attainment across the 20 community areas in Wiltshire for Key Stage 2 and GCSE level in English and Maths, for children who have FSM compared with children who are not eligible for FSM, are illustrated in table 17 and 18 respectively.

These data highlight that the gap in level of attainment across Wiltshire is higher than the England average; in addition the gap in level of attainment increases between Key Stage 2 and Key Stage 4.

In some community areas the number of children eligible for FSM is very small and therefore caution must be used when interpreting these results. However, they are a good indication of areas where gap in attainment could benefit from further research.

Table 17 Percentage of pupils achieving Level 4+ including English and maths at Key Stage 2

Community Area	Pupils Eligible For FSM		Pupils Not Eligible For FSM		Gap
	Cohort	Percentage	Cohort	Percentage	
Southern Wiltshire	5	40.0	177	92.7	52.7
Salisbury	41	34.1	327	79.8	45.7
Westbury	25	40.0	192	83.3	43.3
Warminster	15	46.7	210	81.0	34.3
Devizes	34	50.0	256	77.0	27.0
Calne	27	55.6	198	80.3	24.7
Melksham	34	58.8	225	78.7	19.8
Trowbridge	64	60.9	389	78.7	17.7
Corsham	25	60.0	188	76.1	16.1
Chippenham	46	67.4	432	82.9	15.5
Marlborough	13	69.2	157	84.7	15.5
Tidworth	11	63.6	146	74.7	11.0
Pewsey	14	78.6	109	83.5	4.9
Amesbury	27	77.8	291	79.4	1.6
Wootton Bassett	16	75.0	271	76.4	1.4
Malmesbury	11	81.8	195	80.5	-1.3
Tisbury	7	85.7	50	82.0	-3.7
Bradford on Avon	9	88.9	133	82.0	-6.9
Mere	x	x	x	x	x
Wilton	x	x	x	x	x
Unknown or out of county	11	45.5	148	79.1	33.6
Wiltshire	440	59.5	4192	80.3	20.7
NCER National		65.6		82.5	16.9

Table 18 Percentage of pupils achieving 5+ A*-C including GCSE English and maths

Community Area	Pupils Eligible For FSM		Pupils Not Eligible For FSM		Gap
	Cohort	Percentage	Cohort	Percentage	
Southern Wiltshire	3	0.0	162	75.3	75.3
Marlborough	5	0.0	166	62.7	62.7
Wilton	4	0.0	51	62.7	62.7
Tidworth	11	0.0	129	54.3	54.3
Salisbury	23	26.1	365	67.4	41.3
Bradford on Avon	9	33.3	145	68.3	34.9
Devizes	19	26.3	332	59.6	33.3
Corsham	11	18.2	184	51.1	32.9
Amesbury	22	22.7	317	54.6	31.8
Westbury	25	24.0	207	54.6	30.6
Chippenham	33	36.4	525	64.6	28.2
Wootton Bassett	17	29.4	269	57.2	27.8
Melksham	21	33.3	336	59.2	25.9
Trowbridge	47	34.0	406	55.7	21.6
Calne	16	31.3	255	51.4	20.1
Warminster	13	46.2	215	63.7	17.6
Pewsey	8	50.0	120	62.5	12.5
Malmesbury	x	x	x	x	x
Mere			x	x	x
Tisbury	x	x	x	x	x
Unknown or out of county	14	28.6	356	66.9	38.3
Wiltshire*	293	30.0	4694	61.1	31.1
National*	79788	36.4	479305	62.8	26.4

source: SFR04/2013

x = Suppressed for reasons of confidentiality

6.2. Persistent Absence

Persistent absentees (PA) are more likely to come from lone parent households, compared to their non-PA peers. Almost a third of persistent absentees come from households where the principal adult/s are not in any form of current employment – this compares to just over a tenth of non-PA's.

Evidence suggests that persistent absentees are more likely to be bullied, excluded from school and be involved in risky behaviours (experiment with drugs, alcohol etc.)

than non-PAs. There is a clear link between absence and attainment. As levels of pupil absences increase, the proportion of pupils reaching the expected levels of attainment at Key Stage 2 and Key Stage 4, decrease.

Table 19 shows the levels of persistent absence by community area for Wiltshire, the community areas highlighted in red identify those where the persistence absence in pupils is significantly higher than the Wiltshire average, conversely those highlighted in green have significantly lower levels of persistent absence than the Wiltshire average.

Table 19 Levels of persistent absence by Wiltshire Community Area

Wiltshire Community Area	PA	PA per 1000 5 to 15 year olds
Amesbury	218	50
Bradford on Avon	70	32
Calne	138	40
Chippenham	224	34
Corsham	92	33
Devizes	184	44
Malmesbury	71	26
Marlborough	74	30
Melksham	152	40
Mere	7	11
Pewsey	70	38
Salisbury	241	47
Southern Wiltshire	93	32
Tidworth	61	25
Tisbury	11	11
Trowbridge	221	39
Warminster	109	36
Westbury	159	57
Wilton	24	22
Royal Wootton Bassett & Cricklade	134	37

In 2009/10, pupils who have never been classified as persistent absentees over the Key Stage 2 period, were twice as likely to achieve level 4 or above (including English and maths) as pupils who were classified as persistence absence children for each of the four Key Stage 2 years (78% of non-PAs achieve this level compared to only 38% of PAs).

Pupils who were persistently absent over both the Key Stage 4 years in 2009/10, were just under four times less likely to achieve 5+ A*-C grades in GCSE (and equivalents) including English and maths, as other non-PA pupils.¹⁸

The table below illustrates the difference in rates for all school age children in Wiltshire between those who are eligible for free school meals (6.4% persistent absence) and those ineligible for free schools meals (3.5%). In addition, the numbers of school age children who according to the school census are on a 'Children in Need' plan (CiN) can also be compared between pupils who are in receipt of free school meals and those who are not.

Children in need are defined in law as children who are aged under 18 and:-

- need local authority services to achieve or maintain a reasonable standard of health or development
- need local authority services to prevent significant or further harm to health or development
- are disabled.

Table 20 School Age Children – Children with persistence absence, registered as being on a CiN plan according to Free school meal status 2013.

	Total pupils in Wiltshire	FSM	Non FSM	FSM Pupils as a percentage total with PA, CiN or PA & CiN
Total Pupils	65,403	7,070	58,333	
PA	2,478	451	2,027	18.2%
% PA	3.8%	6.4%	3.5%	
CiN	1,375	1,074	301	78.1%
% CiN	2.1%	15.2%	0.5%	
PA & CiN	451	150	301	33.3%
% PA & CiN	0.7%	2.1%	0.5%	

6.3. Exclusions

Nationally FSM pupils are seven times more likely to be permanently excluded from primary school and three and a half times more likely to be permanently excluded from secondary schools. The proportion of permanent and fixed exclusions in relation to the number of pupils in schools in Wiltshire is not quite as good as national averages or the average of those in comparable areas for primary pupils. However, as can be seen in table 22, for secondary pupils the proportion of permanent exclusions in Wiltshire is slightly better than the national average.

¹⁸ A Profile of pupil absence in England. Department for Education Research Report. DFE-RR171

Table 21 Primary pupils with one or more fixed periods of exclusion from school as a % of the school population

(Most of the data refers to cases of exclusion rather than numbers of pupils excluded, as some pupils were excluded more than once during the year)				
	2008/09	2009/10	2010/11	2011/12
Wiltshire	0.64	0.71	0.78	0.68
Statistical Neighbours	0.45	0.45	0.46	0.47
England	0.51	0.47	0.48	0.47

Table 22 Secondary pupils with one or more fixed periods of exclusion from school as a % of the school population

(Most of the data refers to cases of exclusion rather than numbers of pupils excluded, as some pupils were excluded more than once during the year)				
	2008/09	2009/10	2010/11	2011/12
Wiltshire	4.70	4.26	4.24	3.36
Statistical Neighbours	4.62	4.14	3.99	3.68
England	5.13	4.75	4.60	4.26

Table 14 &15 Source: DfE LAIT

6.4 Common Assessment Framework

The Common Assessment Framework (CAF) is a key component in the Every Child Matters: Change for Children programme.

The aim is to identify, at the earliest opportunity, a child's or young person's additional needs which are not being met by the universal services they are receiving, and provide timely and co-ordinated support to meet those needs.

What is the CAF?

It has three elements:

- a simple pre-assessment checklist to help practitioners identify children or young people who would benefit from a common assessment;
- a process for undertaking a common assessment, to help practitioners gather and understand information about the needs and strengths of the child - based on discussions with the child, their family and other practitioners as appropriate;
- a standard form to help practitioners record, and, where appropriate, share with others, the findings from the assessment in terms that are helpful in working with the family to find a response to unmet needs.

The CAF provides an assessment process which gives a 'holistic' view of the child's or young person's strengths and needs. Practitioners will then be better placed to agree with the child and family, what support is needed.

Table 23 below gives an indication of the number of children in each community area in Wiltshire who had an active CAF at February 2014.

Table 23 Number of active Common Assessment Frameworks by community area in Wiltshire, February 2014

Community Area	Active CAFs as at 28.02.14
Mere Tisbury	14
Malmesbury	20
Bradford on Avon	35
Pewsey	37
Wilton	39
Marlborough	45
Corsham	48
Westbury	52
Southern	70
Melksham	76
Tidworth	77
Wootton Bassett	87
Devizes	89
Calne	106
Warminster	114
Chippenham	121
Trowbridge	166
Salisbury	169
Amesbury	197
Other *	198
	33
Grand Total	1793

6.5 Free early education places for two year olds

It is recognised that the first few years of a child's life are fundamentally important. Evidence tells us that they shape children's future development, and influence how well children do at school, their ongoing health and wellbeing and their achievements later in life.

In Wiltshire the criteria for allocating up to 15 hours of funding per week for two year olds was brought in line with the criteria to allocate free school meals.

Table 24 shows the uptake of the two, three and four year old funding across Wiltshire by community area.

Table 24 Uptake of two, three and four year old funding by Wiltshire community area.

Community Area	Headcount of children accessing funding between 9-16 January 2014
Mere	4
Bradford on Avon	9
Malmesbury	9
Marlborough	11
Pewsey	11
Tisbury	12
Wilton	13
Southern Wiltshire	23
Wootton Bassett	25
Amesbury	28
Tidworth	29
Warminster	29
Salisbury	31
Corsham	35
Devizes	35
Westbury	35
Melksham	39
Calne	41
Chippenham	69
Trowbridge	71
Unknowns	85

6.6 Health indicators

There are a number of recognised health impacts of poverty on child health. These include:

- An association with a higher risk of both illness and premature death.
- Children born in the poorest areas of the UK weigh, on average, 200 grams less at birth than those born in the richest areas.
- Children from low income families are more likely to die at birth or in infancy than children born into richer families.
- Children are more likely to suffer chronic illness during childhood or to have a disability if they live in poverty.
- Poorer health over the course of a lifetime has an impact on life expectancy: professionals live, on average, 8 years longer than unskilled workers.¹⁹

In addition children aged up to 14 from unskilled families are 5 times more likely to die in an accident than children from professional families, and 15 times more likely to die in a fire at home.²⁰

¹⁹ Child Poverty Action Group. The Impact of Poverty. Available online at: <http://www.cpag.org.uk/content/impact-poverty>

²⁰ F. Field (2010) The Foundation Years: The report of the independent review on poverty and life chances. HM Government London

Young people from poorer families are also more likely than those from richer families to engage in risky behaviours such as unprotected sex, smoking, drug taking and truancy.

The numbers of children affected by these adverse outcomes are very small and therefore there is limited benefit to mapping all of these at small geographical areas.

However some health indicators relating to accidental injury, teenage pregnancy and obesity can be assessed for a link with deprivation at a local level.

Accidental Injury

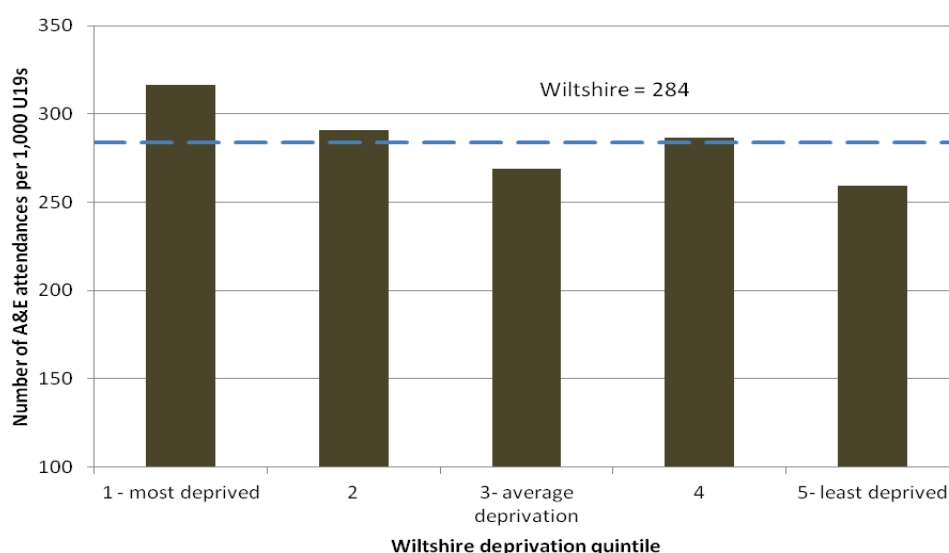
The Child Accident Prevention Trust (2008) noted that ‘accidental injury is one of the single biggest causes of death in the UK for children over the age of 1 year’.

Unintentional injury to children is a significant public health issue. It is a major cause of avoidable ill health, disability and death and has a disproportionately large effect on people in deprived communities.

In general more urban areas such as Trowbridge and Chippenham appear to have higher rates of A&E attendance. However, the location of A&E departments and Minor Injury Units (MIU) in these towns could influence parents and young people’s choice of whether to seek assistance in A&E/MIU or to self-medicate or use other healthcare provision such as out of hours General Practice services.

Analysis of A&E attendance data by deprivation quintile does show that there is a greater prevalence of childhood accidents in more deprived areas. There were 317 attendances per 1,000 under 19s in Wiltshire’s most deprived quintile compared to 245 per 1,000 in the least deprived quintile in 2012/13.

Figure 8: Attendances per 1,000 Under 19s by deprivation quintile (2012/13)



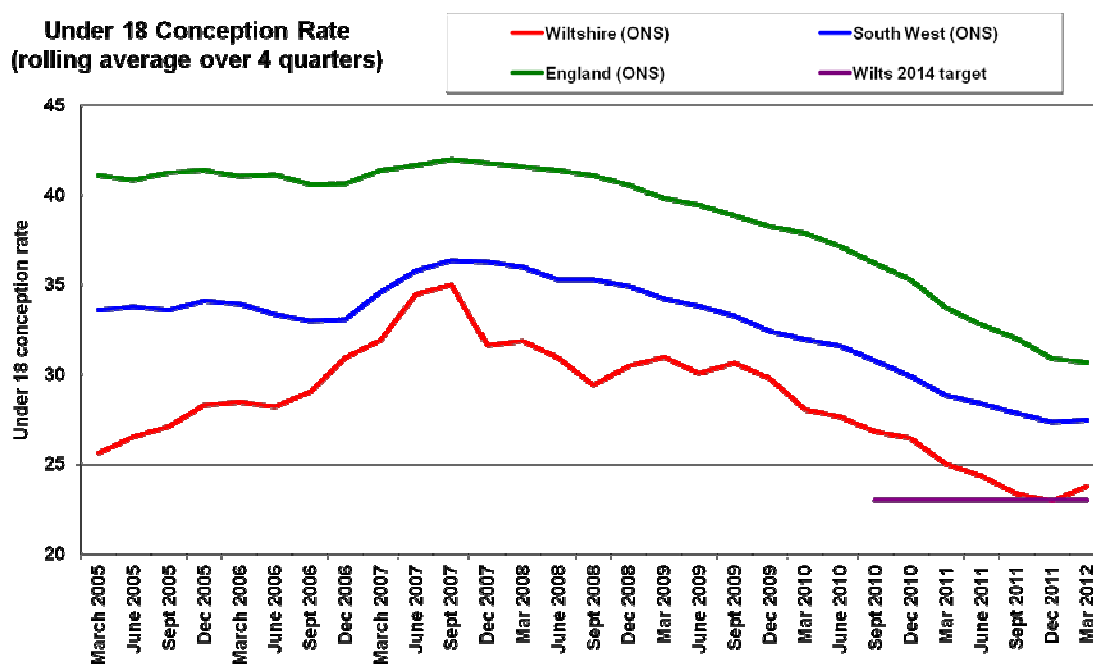
Source: SUS data

Teenage Pregnancy

National data suggests that children of teenage mothers have a 63% increased risk of being born into poverty, compared to babies born to mothers in their twenties²¹

ONS figures show the Wiltshire rate for under 18 conception rate for April 2011 to March 2012 was 23.8 per 1,000, slightly above the 2014 target. These figures show that the conception rate in Wiltshire is continuing a general decline since a peak in 2007, although this may be flattening out.

Figure 9 Under 18 conception rate 2005 - 2012



Figures for 2008-10 show that the wards with the highest rates of teenage conception are found in all parts of the county in both urban and rural settings. Fisherton and Bemerton Village ward has the highest under 18 teenage conception rate in Wiltshire and a further nine wards have rates which are significantly higher than Wiltshire.

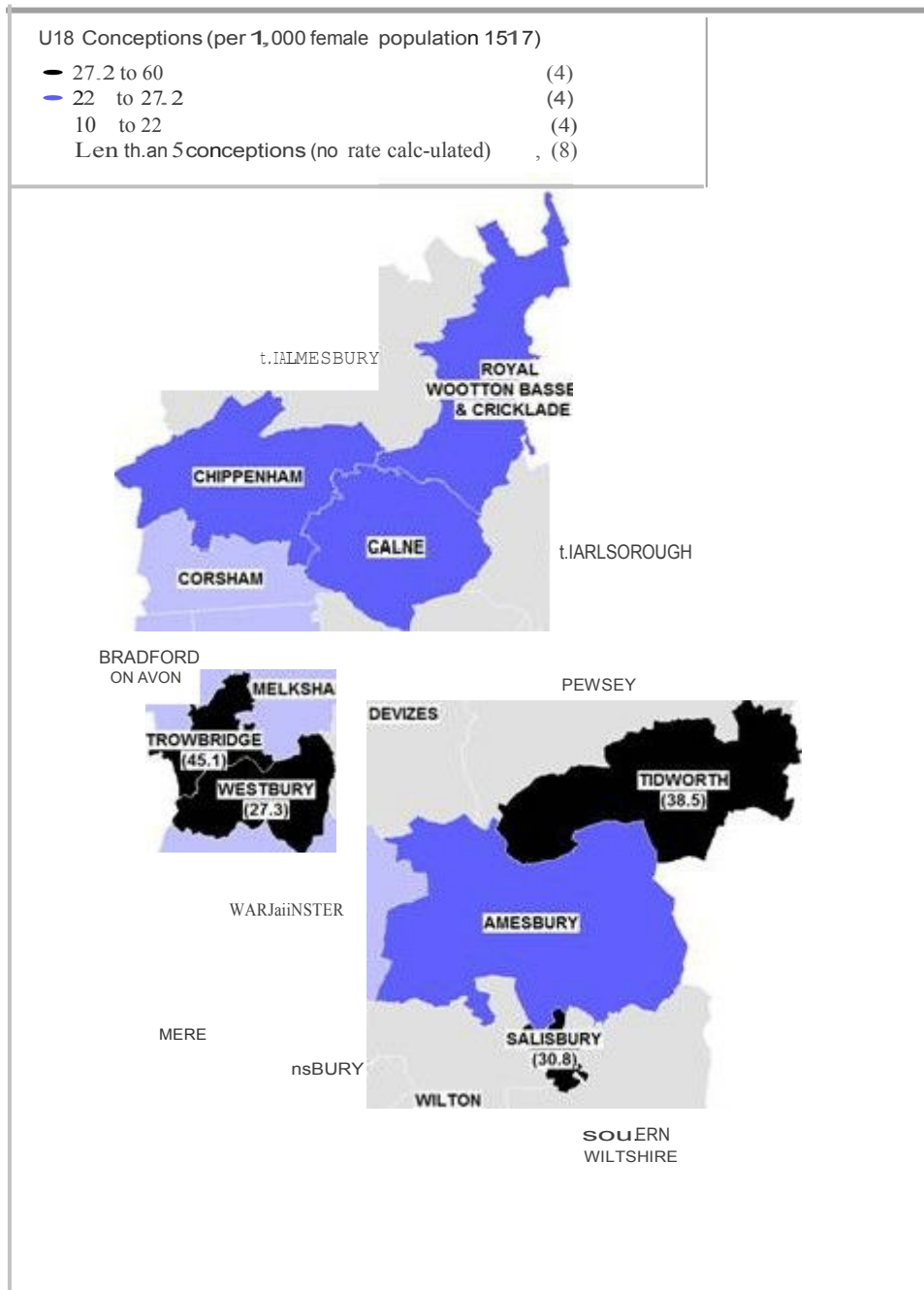
- 2012 figures show that Trowbridge, Tidworth and Salisbury have the highest teenage conception rates for all Community Areas. There were 118 conceptions in the 5 Community Areas with the highest number of conceptions which represents 58% of the total in 2012.
- ONS figures show 2 wards have been hotspots in 2004/06; 2005/07; 2006/08; 2007/09 and 2008-10: Adcroft (Trowbridge) and Tidworth/Perham Down/Ludgershall.

²¹ Ermisch J (2003) *Does a 'teen birth' have longer term impacts on the mother? Suggestive evidence from the British Household Panel Study* ISER Working Papers No. 2003-32; Institute for Social and Economic Research.

Analyses by deprivation show that there are significantly more conceptions in the most deprived quintile and the correlation is even more pronounced when looking just at births. Figures for 2011 and 2012 show that 35.7% of conceptions occurred in the most deprived fifth of Wiltshire's population.

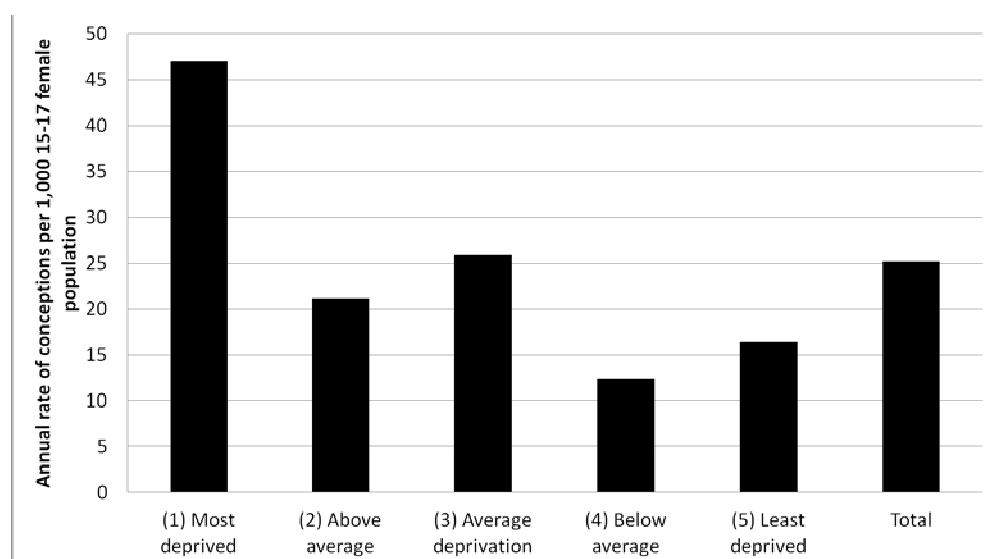
Figure 10. Community Area Breakdown January to December 2012 (map)

Under 18 Conceptions by Community Area - 2012



NB: Figures based on month of procedure and age at conception
 NB: Figures updated annually.

Figure 11 Conceptions by deprivation quintile (IMD 2010, Wiltshire), January 2011-December 2012



Figures updated annually and are based on month of procedure and age at conception
 Note: Rates do not correspond to other tables because the populations used for these calculations differ slightly because they have been estimated at LSOA level.

35.0% of conceptions occurred to those in the most deprived quintile. Similarly 29.4% of terminations and 41.4% of births occurred in this quintile.

Obesity

Poverty and obesity

Obesity has been linked to chronic diseases such as diabetes, coronary heart disease, stroke, hypertension, osteoarthritis and certain forms of cancer thus demonstrating the significance of obesity for health and wellbeing.

In the UK, as is the case in most other high income countries, obesity is more prevalent in the lowest income quintile.²²

Figures 12 and 13 below illustrate obesity prevalence in children in reception class in Wiltshire schools, by community area.

Melksham and Westbury Community Areas were highlighted as having significantly higher percentages of children who are obese or overweight. Pewsey and Malmesbury had significantly lower percentages of children who were obese.

²² Tackling inequalities in obesity: a protocol for a systematic review of the effectiveness of public health interventions at reducing socioeconomic inequalities in obesity among adults. Syst Rev. 2013; 2: 27. Published online 2013 May 10. doi: [10.1186/2046-4053-2-27](https://doi.org/10.1186/2046-4053-2-27)

Figure 12: Percentage of Obese or Overweight Reception year children by Community Area

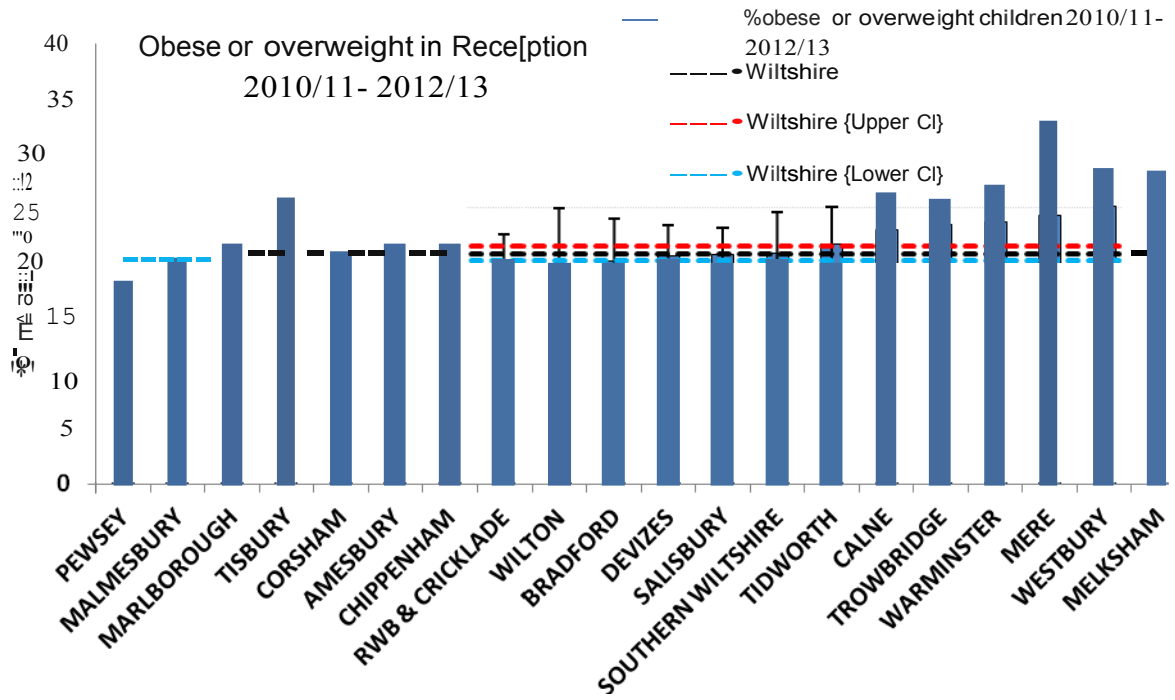


Figure 13

Reception Year children identified as
Obese or Overweight (2010/11-12/13)
by Community Areas

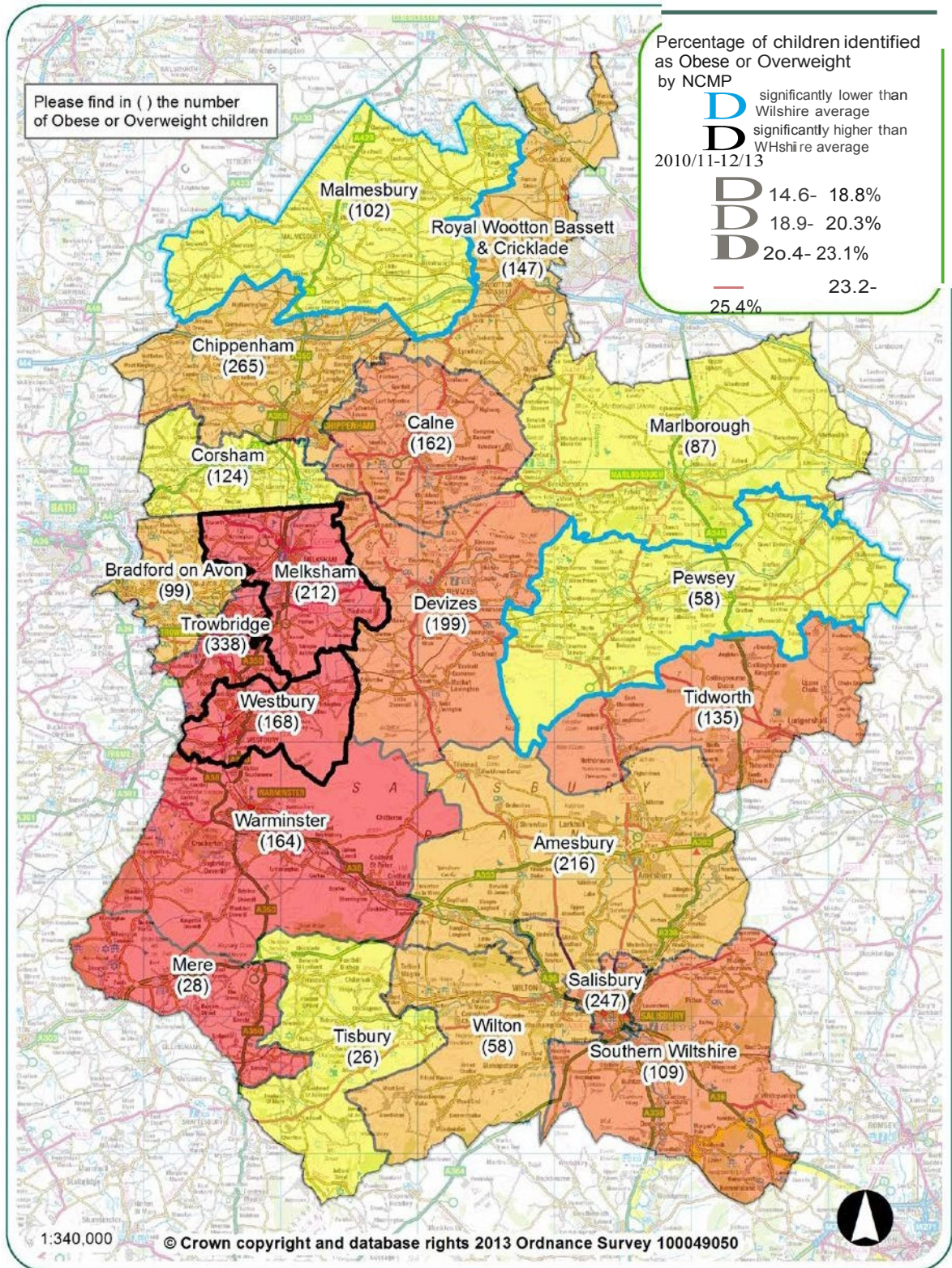
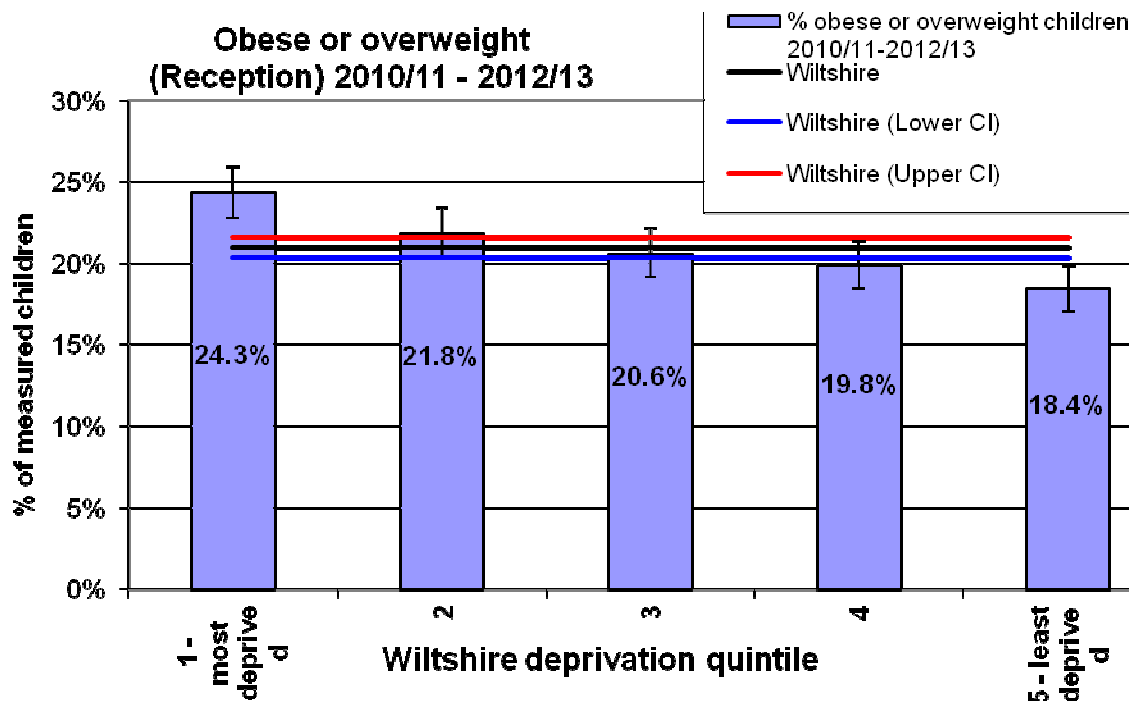


Figure 14 Obese or Overweight children in Reception year by deprivation quintile



The clear deprivation gradients across all years and measures of weight are indicators of inequality within Wiltshire. Whilst the overall NCMP results for Wiltshire are encouraging these inequalities remain a concern.

6.7 Children in touch with Youth Offending Team

The table below illustrates the areas which had the highest numbers of children and young people in contact with the Youth Offending Team (YOT) in 2008/9. This excludes those who received only a minor policy warning or reprimand, who the YOT did not have full engagement with.

Table 25 Top 10 areas at three times the Wiltshire average or more

Community Area Partnership	LSOA Name	Number of Young People who came to the attention of the Youth Offending Team
Trowbridge	Trowbridge Drynham - Lower Studley	22
Trowbridge	Trowbridge John of Gaunt - Studley Green	18
Amesbury	Amesbury East - north central	15
Chippenham	Chippenham Hill Rise - north west	15
Part BoA; Part Trowbridge	Staverton & Hilperton (part)	12
Wootton Bassett & Cricklade	Wootton Bassett North - central	12
Melksham	Melksham North - north east	11
Salisbury	Salisbury Bemerton - south	11
Warminster	Warminster East - Boreham	11
Westbury	Westbury Ham - west	11

In comparison the numbers for the calendar year 2013 are significantly smaller than they were in 2008/09. This is the case across almost all local authority areas in England. Due to such small numbers across the county the table below gives an indication of the four wards with the highest numbers of young people in contact with the Youth Offending Team.

Table 26 Four Wiltshire wards with highest numbers of young people in touch with YOT.

Ward name	Number of Young People who came to the attention of the Youth Offending Team
Salisbury Bemerton	8
Trowbridge Central	7
Hilperton	5
Trowbridge Adcroft	5

Wiltshire has a Youth Inclusion Support Panel (YISP) which is a prevention project that works with young people aged 8-14 years who are at risk of entering the criminal justice system through criminal or anti social behaviour.

Funded through the Children's Trust Board, Youth Justice Board & Community Safety, it is an early intervention project taking referrals from throughout the county.

Referrals come from professionals or can be self referrals from parents. All children in the county who received a reprimand from the police will receive a letter from our service offering support to their parent/guardian.

The work involves individual work with young people addressing the reasons that they may be at risk and helping them to form strategies to help them cope with everyday situations. The work also involves working with the parents to help them

improve their parenting skills, this sometimes involves individual work. The work also involves helping them develop a more positive relationship with their child.

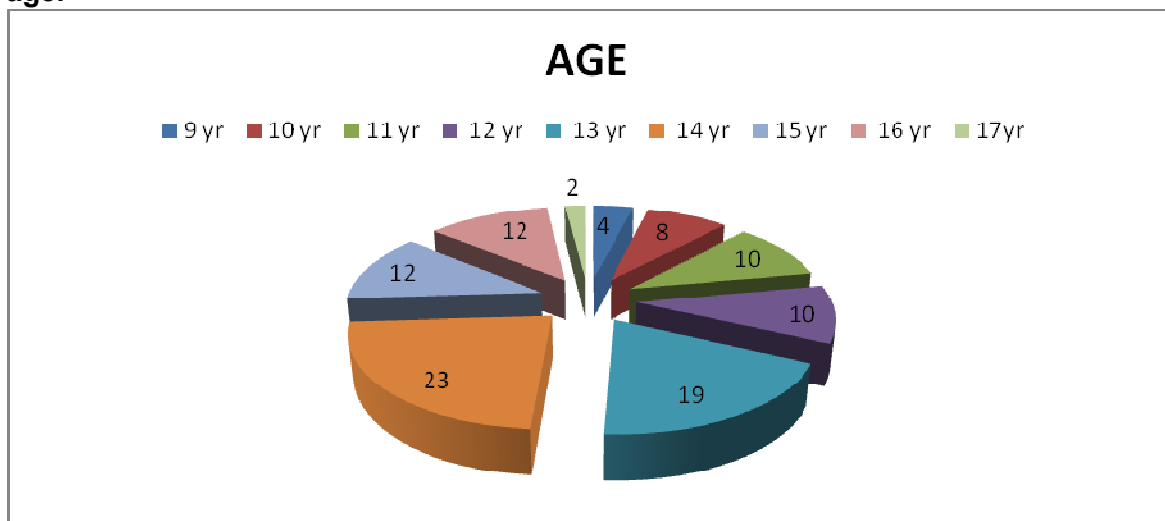
For the period 01/11/2012 to 01/11/2013 there were 100 individuals who were recorded as being involved in the Prevention Project YISP.

The majority of the referrals come from the Police (32%) that includes accepted support after YP received local/community resolution and Schools (26%). Other significant sources of referrals to YISP are self referrals (15%) that include Local resolutions and reprimands coming into Prevention attention and Children & Families referrals (17%) through the de-escalation, step down process.

Referrals to YISP	
32	Police
15	Self Referrals
10	Splitz
17	Children & Families
26	Schools
100	Total

The group was predominantly male at 70%, and almost entirely White British in ethnicity (94%) . The majority of young people involved in YISP during this period were from Trowbridge West (22%), Salisbury (11%) and Devizes (10%) Figure 15 illustrates the age breakdown of this cohort, identifying 14years as the main proportion of the group.

Figure 15 Percentage of young people involved in YISP between 01/11/2012 and 01/11/2013 by age.



6.8 Other Relevant Data Sources

In addition to the information provided within this needs assessment it may also be useful to assess other related Wiltshire needs assessment and data sources for topic areas such as substance misuse and mental ill health.

Links to these documents are provided below in addition to the link to the Wiltshire Joint Strategic Assessment which brings together into one report the 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.

<http://www.intelligencenetwork.org.uk/health/adults/>

<http://www.intelligencenetwork.org.uk/joint-strategic-assessment/>

7. WHAT ARE WE DOING TO HELP?

7.1. Early Years Education / Child Care

The national vision for the Early Years Free Entitlement is set out in the Early Education and Childcare Statutory Guidance for Local Authorities on the delivery of Free Early Entitlement for two, three and four year olds and Securing Sufficient Childcare is that:

“All eligible children are able to take up high quality early education regardless of their parents’ ability to pay; benefitting their social, physical and mental development and helping to prepare them for school. Evidence shows that regular, good quality early education has lasting benefits for all children,”

There is a great deal of activity focused towards improving accessing to child care and early years education in Wiltshire. A large part of this is through the assessment of child care sufficiency, which helps to target interventions to areas of greatest need. Additionally Wiltshire Council arranges targeted free provision to early year’s education, over and above the universal offer, to help parents back into work and give children the benefit of early year’s education. These interventions are targeted towards those families who are most disadvantaged.

In Wiltshire the maximum offer of hours of free entitlement has been adopted to reflect the diverse nature of the provision available in Wiltshire and the pattern of demand by our parents.

In addition, some Wiltshire childcare providers have stretched the offer and parents have been able to access their entitlement of 570 hours over more than 38 weeks. This reduces the amount of hours per week and offers more choice for parents.

The early years and childcare team at Wiltshire support many early years and childcare providers with a range of services.

These include over 650 childminders, more than 290 group settings (pre-schools and nurseries), [30 children's centres](#) and more than 100 of out of school clubs and activities.

They also provide

- [Online childcare directory](#)
- [Information for parents and carers](#) on all aspects of childcare and early years education
- Early years and childcare [information for professionals](#).
- Advice if you are concerned about the [wellbeing of a child?](#)

7.2. Encouraging economic development, including training skills and opportunities for parents and young people

Wiltshire Education Employment & Skills Board

A significant development has been the formation of the new Wiltshire Education, Employment & Skills Board which met for the first time on the 29th January 2014. The decision was taken to align the 13-19 Strategic Board with the Employment and Skills Board including all relevant sub-groups, expanding to become the Education, Employment and Skills Board. This board has a direct relationship with the Swindon & Wiltshire Local Enterprise Partnership (LEP) because the policy change around the LEP and function of the LEP is key in driving change in the Education and Skills agenda linking with early national changes.

This not only creates a more efficient partnership structure but enables full integration of the Education, Employment & Skills agenda building on the collaborative achievements over the last 3 years between Children's Services and Economic Development & Planning. In addition, the Council has established a portfolio holder for Schools, Skills & Youth, Councillor Richard Gamble, providing a clear and coherent strategic approach to this key shared objective within and across the Council.

The new Board is supported in delivery terms by 5 sub-groups as follows:

- Learning & Working in Wiltshire Group
- Apprenticeship Growth Group
- Swindon & Wiltshire Provider Forum
- Employer Forum
- Strategy, Policy & Data Group

Learning & Working in Wiltshire Group

The Learning & Working in Wiltshire Group's purpose is to provide a structured and co-ordinated approach to sustained engagement in education, training or work across all age and client groups throughout Wiltshire. Its vision is to develop an

inclusive economy that will provide equality of economic opportunity for all in Wiltshire. This re-configured group met for the first time on 17th February 2014. Its delivery role will include the following:

- To develop an Increasing Participation & Employment Plan to address worklessness priorities including NEET reduction and increasing participation. This Plan will encompass all areas where there are barriers to education, training and employment, to include:
 - ❖ NEET's
 - ❖ Looked after children
 - ❖ SEND
 - ❖ Older workers
 - ❖ Offenders
 - ❖ Those with low levels of attainment, education and skills
 - ❖ Carers, etc.
 - ❖ In addition it will aim to support people to sustain their employment.
- Through the Provider Forum, work with training providers to identify and address skills gaps.
- To support delivery of the Swindon and Wiltshire Local Enterprise Partnership's strategic objectives and priorities as defined within the Strategic Economic Plan (SEP) for the area and as directed through the Wiltshire Education, Employment & Skills Board. In particular to support their Social Inclusion and Education, Employment & Skills aspirations within the Growth Deal, City Deal and European Structural Investment Funds strategy (ESIF).
- To report to the Education, Employment and Skills Board against targets set in the Increasing Participation & Employment plan.
- To monitor and report on specific projects commissioned, either as a group or in partnership with member organisations, to support Wiltshire residents into education, training or work and to sustain those opportunities.
- Build a culture of co-operation across agencies, organisations and groups to ensure:
 - ❖ there are clear action plans to re-engage those that are currently disengaged from local provision and services and those that are at the greatest risk of becoming disengaged
 - ❖ there are clear pathways to education, training and employment for all age and client groups of workless people
 - ❖ appropriate education and training support is available to enable those trapped in low wage work to realise their potential
 - ❖ greater awareness of the incremental steps people can take on their pathway to employment and clearer referral/progression routes between these steps
 - ❖ services join up to ensure there are no competing priorities in the interventions they deliver, identify and resolve duplications and barriers, seek out opportunities for collaboration and to allow greater targeting of the resources available
 - ❖ volunteering as a productive route towards paid employment is promoted and valued.

Apprenticeship Growth Group

The Apprenticeship Growth Group's purpose is to provide a co-ordinated, partnership approach to increasing the number of Apprenticeships and Skills opportunities in Wiltshire and maximising their up-take. This re-configured group met for the first time on the 13th February 2014 This. Its delivery role will include the following:

- Deliver priorities of the Wiltshire Education, Employment and Skills Board and Swindon & Wiltshire Local Enterprise Partnership in relation to Apprenticeships.
- Contribute to the development and delivery of an Education, Employment & Skills Strategy for Wiltshire and lead on the development and delivery of an Apprenticeship Action Plan for the area.
- Maximise opportunities through Apprenticeships and Traineeships to contribute to the reduction of NEET in the county and increase participation rates.
- Work with other sub-groups within the Education, Employment & Skills Board partnership structure particularly the Employer Forum to develop a partnership approach to employer engagement in Wiltshire.
- Work with providers including through the Provider Forum to stimulate and meet demand from employers.
- Support schools to improve access to and awareness of Apprenticeships through their school website or learning portal, careers education and registration of young people on the Apprenticeship Vacancy Matching Service.
- Support the implementation of new the Your Choices Website, further develop and promote to schools alongside the Your Choices theatre tour.
- Support the further development of the Apprenticeship Ambassador Network across Wiltshire's secondary schools.
- Plan joint promotional events across Wiltshire for both employers and learners, using ambassadors/champions to support the campaigns.

Programmes, Projects & Key Initiatives

Whilst the new partnership structure, strategy and plans are being established, work continues in delivering a number of programmes, projects and key initiatives which are relevant to the strategy to reduce child poverty.

Wiltshire Apprenticeship Campaign

The recently completed Wiltshire Apprenticeship Campaign was a huge success with:

- 1,157 apprenticeship starts (against a target of 1,000)
- 302 employers engaged of which 50% (150) were new to apprenticeships/hadn't been engaged in apprenticeships for some time (against a target of 100)
- Approximately 65% are new jobs created (752) and 35% were conversions of existing jobs (405)
- The vast majority of the starts have been for young people aged 16-24 (estimated at 85%)

Wiltshire Skills 4 Success

Support Wiltshire's young people to make a successful transition from education to further education/employment/training through an employability and informal skills development programme focusing on 9 & 10 yr olds, 14 & 15 year olds and 16-24 year olds.

Action for Wiltshire: Flexible Support Fund

Personal development mentoring, job coaching support and assistance with overcoming personal and employment barriers for those JSA and ESA customers who are not currently supported through other initiatives.

Project IMPRESS

Provision of in-work support services for a period of between 9 months (minimum) and up to 18 months (if individual circumstances change) to employees aged 16+ who have recently gained employment following a period of unemployment to help them sustain their employment and develop/advance their careers.

Your Choices

The Your Choices Website has been re-developed and the hugely popular Your Choices Theatre Tour will shortly be rolled out to Wiltshire schools again following an update of the script to take account of changes to the education, employment and skills landscape.

Further to this, Wiltshire Council is supporting the Swindon & Wiltshire LEP to develop its Strategic Economic Plan and identify priorities for its Growth Deal, City Deal and European Structural Investment Funds submissions. Education Employment & Skills themes relating directly to:

- ❖ Social Inclusion including Raising Aspiration and Attainment
- ❖ Developing Innovative Approaches to Supporting the Younger Workless
- ❖ Increasing Access to HE
- ❖ Developing Workforce Skills (up-skilling the existing workforce to L3 and encouraging progression from L3 to L4)
- ❖ Realising the Potential of Older Workers and those Trapped in Low Wage Work, etc.

are all emerging strongly from this work.

7.3. Targeted housing support

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

Housing would therefore want to reduce the number of children and young people who experience statutory homelessness and prevent them from going into unsuitable temporary accommodation as well as ensuring that families have access to decent and affordable homes.

This will be achieved by:-

- Keeping people in their own homes during the recession, through effective information, advice, support and specialist services specifically geared towards the needs of children, young people and their families.

- Continuing to develop an effective partnership response to the issue of affordable housing, with a particular focus on increasing the supply of family-sized accommodation.
- To retain housing-related support for young 16 – 17 year olds
- To ensure that our social housing stock meets national target of 100% of homes to meet the Decent Homes Standard
- Improving homes with low energy efficiency for households on income based benefits

7.4. Targeted transport support

The Public Transport Strategy, part of the Local Transport Plan, is informed by a range of national and local research, guidance and consultation feedback. The strategy aims to retain levels of public transport service that meet demand within available resources, meet accessibility needs for those without private transport, and make a contribution towards sustainable transport objectives. The ability to achieve these objectives is however constrained at the present time by the pressures that exist on local authority spending.

The main issue for most vulnerable groups is that in a predominantly rural county, access by public transport is limited due to inability to provide frequent services or services to a range of different destinations. There are also issues around transport availability affecting choice of school for children under 16 years, and for young people aged 16-19 years affecting choice of school or college.

Poor public transport can mean that low income families are forced into car ownership, reducing the money they have available to spend on other things. Or they do not buy a car, and find they have more limited opportunities for employment and accessing low cost shopping or other essential services. The high cost of bus fares (which have over the last 20 years increased faster than inflation, and faster than the cost of running a car), or taxi fares, can also put a strain on family finances.

Although Wiltshire's post 16 education transport policy guarantees transport to the nearest sixth form or FE college, it will not fund or provide transport to a 'preferred' establishment where this is more expensive for the council, unless this can be demonstrated to be necessary for the student's chosen career – this could limit the educational opportunities open to children from low income families.

The charge for post 16 transport has increased in recent years due to restrictions on local authority spending, and although a reduced rate pass is available for students from low income families, the increases in the charge will still have an impact on low income families especially those with several children.

For under 16 pupils, although the Education & Inspection Act introduced free transport to a 'preferred' school for children from low income families, there has been a low take up – perhaps reflecting the fact that in many rural areas there may not be a choice of schools within the 6 mile qualifying limit.

The Council spends £5 million on supported bus services and community transport, which doubles the level of public transport that would otherwise be available. 44% of rural households have access to an hourly or better weekday daytime bus service, 89% to a daily or better weekday service. However, due to the growing pressures on public spending, budgets have been reduced in recent years and an ongoing

programme of reviews is underway focussing in particular on services that are relatively poorly used or expensive to provide in relation to the number of passengers using them.

7.5. Investment in early intervention

Wiltshire worked hard to ensure implementation of the Sure Start Children's Centre Initiative, which targets support to families of children under 5 years. There are now a total of 30 centres, running. Eight of which are serving the most deprived areas of Wiltshire.

- Longfield Children's Centres, Trowbridge
- Studley Green Children's Centre, Trowbridge
- Bellefield Children's Centre - Adcroft Seymour area of Trowbridge
- City Children's Centre- Friary area of Salisbury
- Little Folly Children's Centre, Bemerton Heath, Salisbury
- White Horse Children's Centre, Eden Vale Road, Westbury Ham
- Redland Children's Centre, Westcroft/Queens Chippenham
- Calne – Priestley Children's Centre, Abberd Way area

The Children Centres are run by voluntary organisations, three national charities (4Children, Spurgeons and Barnardo's) and one local charity (The RISE Trust) receive funding from the council to provide all of the services in Wiltshire; services which are created for local families with the help of local communities. Each children's centre is different, and must deliver a service based upon local need which is identified by partners, service users and LSOA data, but there is a core delivery of services which includes learning opportunities for children linked to the early years foundation stage, adult learning (including evidence based parenting at all centres), outreach support, lower level emotional support through baby massage and closed support groups (including domestic abuse support), and access to a range of services delivered by partners.

Each of the children's centres has an advisory board which offers 'critical support' to the management team, and a local health visitor sits on the board to ensure that delivery of service is appropriate and working in partnership with the health visiting team. All centres undertake many of the following activities which will help address child poverty:

- Through links with Job Centre plus they have a vacancy Information board in each centre and can help with volunteering and training for those parents who are thinking of returning to work.
- Advice around finding childcare and understanding the free entitlement to 15 hours childcare, which can also be offered as childcare taster sessions in the first instance so that parents can try out different types of childcare before committing themselves. The Family Information Service can be contacted for this advice either by telephone or online.
- Training opportunities are publicised in the children's centres and they also run training in 'key skills', run by Family Learning, and simple cooking and household budgeting.
- Easy access to child and family health services, including midwives and health visitors, and co-delivery of the Baby Steps initiative.
- Support is often targeted to specific groups attending children's centres such as: support for teenage parents and links with midwives, debt counselling and money management, access to credit unions, nursery equipment loan or saving schemes

Parent Support Advisers are based in clusters of schools to support parents. The number of hours allocated to each cluster was formula based using the multiple index of deprivation. As a result there are more PSA's in Chippenham, Trowbridge and Salisbury

The key needs that PSAs respond to are:

- Parenting programmes (Triple P), home visits and 1:1 support
- Engaging parents with services e.g. housing, domestic violence support, for example Parents Zone in Salisbury
- Identifying pockets of deprivation and targeting work of PSAs to those areas, e.g. Marlborough, Melksham

A project in Wiltshire called 'Think Family' was funded to undertake the following:

- Implement Think family Reforms – specifically the Total Place project in Bemerton Heath

- Set up Youth Crime Intervention Project (FIP) to provide intensive support to families in greatest difficulty
- Offer Parenting Early Intervention Programmes (PEIPs) to help improve parenting skills of mothers and fathers of children aged 8 – 13 at risk of poor outcomes – which as of July 2010 has stopped
- Fund Parenting Experts and parenting practitioners, which links with the parenting strategy
- Partially funds the Triple P parenting programme which is a County wide evidence based programme

8. GAPS IDENTIFIED

Much of the data used to inform this needs assessment is at least two years old, the economic climate has continued to change during this time and it would be helpful to have more up to date information. This gap will be met by deliverables identified in the strategy and multiagency action plan

Annex 1 _ Lone Parents
Working Age Claimants at February 2010
By Lower Super Output / Data Zone Areas
Source: DWP Information
Directorate

LSOA Name	Ward Name(s)	Community Area	Lone Parent
Aldbourne	Aldbourne	Marlborough	10
All Cannings, Chirton, Patney & Marden	All Cannings	Part Devizes; Part Pewsey	10
Bedwyn	Bedwyn	Pewsey	5
Bishops Cannings & Etchilhampton	Bishops Cannings	Devizes	20
Bromham west & Rowde south west	Bromham and Rowde	Devizes	10
Rowde north east & Bromham east	Bromham and Rowde	Devizes	5
Burbage	Burbage	Pewsey	5
Cheverells, Worton & Marston	Cheverell	Devizes	5
Collingbournes & Everleigh	Collingbourne	Tidworth	0
Devizes East - north	Devizes East	Devizes	15
Devizes East - central	Devizes East	Devizes	20
Devizes East - south	Devizes East	Devizes	15
Devizes North - west	Devizes North	Devizes	10
Devizes North - east	Devizes North	Devizes	15
Devizes South - east	Devizes South	Devizes	0
Devizes South - west	Devizes South	Devizes	25
Lavingtons south	Lavingtons	Devizes	10
Lavingtons north	Lavingtons	Devizes	0
Ludgershall north	Ludgershall	Tidworth	15
Ludgershall east & Faberstown	Ludgershall	Tidworth	15
Marlborough East - south	Marlborough East	Marlborough	10
Marlborough East - north	Marlborough East	Marlborough	25
Marlborough West - north	Marlborough West	Marlborough	0
Marlborough West - west (Manton)	Marlborough West	Marlborough	0
Marlborough West - south	Marlborough West	Marlborough	5
Milton Lilbourne, Easton & Wootton Rivers	Milton Lilbourne	Part Marlborough; Part Pewsey	5
Netheravon, Enford & Fittleton	Netheravon	Tidworth	10
Ogbournes, Mildenhall & Fyfield	Ogbourne	Marlborough	5
Pewsey south	Pewsey	Pewsey	20
Pewsey north	Pewsey	Pewsey	10
West Overton, Woodborough, Alton & Stanton St Bernard	Pewsey Vale	Part Marlborough; Part Pewsey	5
Potterne	Potterne	Devizes	20
Baydon, Froxfield & Chilton Foliat	Ramsbury	Marlborough	5

LSOA Name	Ward Name(s)	Community Area	Lone Parent
Ramsbury	Ramsbury	Marlborough	0
Roundway	Roundway	Devizes	45
Seend & Poulshot	Seend	Melksham	5
Shalbourne, Grafton & Chute	Shalbourne	Part Pewsey; Part Tidworth	0
Ludgershall south & Perham down	Tidworth, Perham Down and Ludgershall South	Tidworth	15
Tidworth north west	Tidworth, Perham Down and Ludgershall South	Tidworth	5
Tidworth south	Tidworth, Perham Down and Ludgershall South	Tidworth	5
Tidworth north east	Tidworth, Perham Down and Ludgershall South	Tidworth	45
Upavon, Manningford, Rushall & Wilsford	Upavon	Part Pewsey; Part Tidworth	5
Urchfont & Easterton	Urchfont	Devizes	5
Avebury, Broad Hinton & Winterbournes	West Selkley	Marlborough	0
Crudwell & Oaksey	Ashton Keynes and Minety	Malmesbury	0
Minety	Ashton Keynes and Minety	Malmesbury	0
Ashton Keynes	Ashton Keynes and Minety	Malmesbury	10
Box west	Box	Corhsam	0
Rudloe north	Box	Corhsam	20
Box Hill & Rudloe south	Box	Corhsam	5
Bremhill, Christian Malford & Langley Burrell	Bremhill	Part Calne; Part Chippenham	5
Somerfords	Brinkworth and The Somerfords	Malmesbury	5
Brinkworth	Brinkworth and The Somerfords	Malmesbury	5
Charlton & Hankerton	Brinkworth and The Somerfords	Malmesbury	5
Calne Abberd - north	Calne Abberd	Calne	20
Calne Abberd - south	Calne Abberd	Calne	20
Calne Chilvester	Calne Chilvester	Calne	15
Calne Lickhill - south	Calne Lickhill	Calne	25
Calne Lickhill - north	Calne Lickhill	Calne	40
Calne Marden	Calne Marden	Calne	5
Calne Priestley - south west	Calne Priestley	Calne	25
Calne Priestley - north east	Calne Priestley	Calne	15

LSOA Name	Ward Name(s)	Community Area	Lone Parent
Calne Quemerford	Calne Quemerford	Calne	5
Calne Without west & Heddington	Calne Without	Calne	5
Chippenham Cepen Park - central	Cepen Park	Chippenham	0
Chippenham Cepen Park - south	Cepen Park	Chippenham	10
Chippenham Cepen Park - north	Cepen Park	Chippenham	5
Chippenham Allington - north	Chippenham Allington	Chippenham	25
Chippenham Allington - south	Chippenham Allington	Chippenham	5
Chippenham Audley - north	Chippenham Audley	Chippenham	10
Chippenham Audley - south	Chippenham Audley	Chippenham	25
Chippenham Avon - east	Chippenham Avon	Chippenham	30
Chippenham Avon - west	Chippenham Avon	Chippenham	0
Chippenham Hill Rise - north west	Chippenham Hill Rise	Chippenham	35
Chippenham Hill Rise - south east	Chippenham Hill Rise	Chippenham	5
Chippenham London Road - east	Chippenham London Road	Chippenham	15
Chippenham London Road - west	Chippenham London Road	Chippenham	25
Chippenham Monkton Park	Chippenham Monkton Park	Chippenham	20
Chippenham Park - west	Chippenham Park	Chippenham	10
Chippenham Park - east	Chippenham Park	Chippenham	5
Chippenham Pewsham - south west	Chippenham Pewsham	Chippenham	5
Chippenham Pewsham - east	Chippenham Pewsham	Chippenham	15
Chippenham Pewsham - central	Chippenham Pewsham	Chippenham	0
Chippenham Pewsham - north west	Chippenham Pewsham	Chippenham	15
Chippenham Redland - north	Chippenham Redland	Chippenham	25
Chippenham Redland - south	Chippenham Redland	Chippenham	10
Chippenham Queens - west	Chippenham Westcroft/Queens	Chippenham	5
Chippenham Queens - east	Chippenham Westcroft/Queens	Chippenham	30
Colerne village	Colerne	Corhsam	0
Colerne Southwood/Northwood/Pinewood/Thickwood	Colerne	Corhsam	5
Corsham east	Corsham	Corhsam	20
Corsham central	Corsham	Corhsam	0
Corsham south	Corsham	Corhsam	25

LSOA Name	Ward Name(s)	Community Area	Lone Parent
Cricklade west & Chelworth Green	Cricklade	Wootton Bassett & Cricklade	0
Cricklade east, Latton & Marston Maisey	Cricklade	Wootton Bassett & Cricklade	5
Cricklade central	Cricklade	Wootton Bassett & Cricklade	20
Hilmarton & Compton Bassett	Hilmarton	Calne	5
Calne Without east & Cherhill	Hilmarton	Calne	5
Sutton Benger, Kington Langley & Seagry	Kington Langley	Chippenham	10
Yatton Keynell, Kington St Michael & Biddestone	Kington St. Michael	Chippenham	5
Neston, Leafield & Gastard west	Lacock with Neston and Gastard	Corhsam	20
Lacock & Gastard east	Lacock with Neston and Gastard	Corhsam	10
Lyneham north	Lyneham	Wootton Bassett & Cricklade	5
Lyneham east, Tockenham & Clyffe Pypard	Lyneham	Wootton Bassett & Cricklade	5
Bradenstoke	Lyneham	Wootton Bassett & Cricklade	0
Lyneham south	Lyneham	Wootton Bassett & Cricklade	5
Malmesbury north west	Malmesbury	Malmesbury	15
Brokenborough	Malmesbury	Malmesbury	10
Malmesbury south east	Malmesbury	Malmesbury	5
Nettleton, Grittleton & North Wraxall	Nettleton	Chippenham	0
Stanton St Quintin & Castle Combe	Nettleton	Chippenham	0
Corsham (Pickwick) north	Pickwick	Corhsam	30
Corsham (Pickwick) south	Pickwick	Corhsam	15
Purton east	Purton	Wootton Bassett & Cricklade	0
Purton central	Purton	Wootton Bassett & Cricklade	0
Purton south & Braydon	Purton	Wootton Bassett & Cricklade	20
Sherston west, Luckington & Sopworth	St. Paul Malmesbury Without and Sherston	Malmesbury	5

LSOA Name	Ward Name(s)	Community Area	Lone Parent
Sherston east, Norton & Easton Grey	St. Paul Malmesbury Without and Sherston	Part Chippenham; Part Malmesbury	5
Malmesbury Without	St. Paul Malmesbury Without and Sherston	Malmesbury	5
Hullavington	St. Paul Malmesbury Without and Sherston	Part Chippenham; Part Malmesbury	10
Broad Town & Hook	The Lydiards and Broad Town	Wootton Bassett & Cricklade	0
Lydiard Millicent	The Lydiards and Broad Town	Wootton Bassett & Cricklade	0
Wootton Bassett North - central	Wootton Bassett North	Wootton Bassett & Cricklade	40
Wootton Bassett North - east	Wootton Bassett North	Wootton Bassett & Cricklade	5
Wootton Bassett North - north west	Wootton Bassett North	Wootton Bassett & Cricklade	5
Wootton Bassett South - south east	Wootton Bassett South	Wootton Bassett & Cricklade	5
Wootton Bassett South - central	Wootton Bassett South	Wootton Bassett & Cricklade	15
Wootton Bassett South - west	Wootton Bassett South	Wootton Bassett & Cricklade	5
Wootton Bassett South - east	Wootton Bassett South	Wootton Bassett & Cricklade	5
Alderbury	Alderbury and Whiteparish	Southern	0
Grimsteads	Alderbury and Whiteparish	Southern	5
Whiteparish	Alderbury and Whiteparish	Southern	0
Landfords	Alderbury and Whiteparish	Southern	5
Amesbury East - north	Amesbury East	Amesbury	10
Amesbury East - north central	Amesbury East	Amesbury	20
Amesbury East - south	Amesbury East	Amesbury	10
Amesbury East - Boscombe down	Amesbury East	Amesbury	20
Amesbury East - south central	Amesbury East	Amesbury	20

LSOA Name	Ward Name(s)	Community Area	Lone Parent
Amesbury West	Amesbury West	Amesbury	10
Salisbury Bemerton - north	Bemerton	Salisbury	15
Salisbury Bemerton - west	Bemerton	Salisbury	50
Salisbury Bemerton - east	Bemerton	Salisbury	15
Salisbury Bemerton - south	Bemerton	Salisbury	45
Salisbury Bishopdown - north	Bishopdown	Salisbury	0
Salisbury Bishopdown - central	Bishopdown	Salisbury	5
Salisbury Bishopdown - south	Bishopdown	Salisbury	5
Bulford Camp (part), Figheldean & Milston	Bulford	Amesbury	5
Bulford Camp (part)	Bulford	Amesbury	5
Bulford Village	Bulford	Amesbury	15
Chalke Valley	Chalke Valley	Wilton	5
Donheads	Donhead	Part Tisbury; Part Wilton	5
Redlynch & Woodfalls	Downton and Redlynch	Southern	0
Downton south	Downton and Redlynch	Southern	5
Morgans Vale	Downton and Redlynch	Southern	15
Downton - north & Charlton	Downton and Redlynch	Southern	5
Durrington - south	Durrington	Amesbury	25
Durrington - east	Durrington	Amesbury	10
Durrington - Larkhill Camp	Durrington	Amesbury	5
Durrington - north	Durrington	Amesbury	0
Coombe Bissett, Odstock, Britford & Netherhampton	Ebble	Part Southern; Part Wilton	5
Salisbury Bemerton Village	Fisherton and Bemerton Village	Salisbury	5
Salisbury Churchfields - west	Fisherton and Bemerton Village	Salisbury	5
Salisbury Churchfields - east	Fisherton and Bemerton Village	Salisbury	10
Dinton, Barford St Martin, Chilmark & Fonthill Bishop	Fonthill and Nadder	Part Tisbury; Part Wilton	5
Salisbury Harnham East - east	Harnham East	Salisbury	5
Salisbury Harnham East - west	Harnham East	Salisbury	0
Salisbury Harnham East - south	Harnham East	Salisbury	0
Salisbury Harnham West - south	Harnham West	Salisbury	10
Salisbury Harnham West - north	Harnham West	Salisbury	5
Knogle & Hindon	Knogle	Part Mere:Part Tisbury	5
Laverstock (part) & Clarendon Park	Laverstock	Southern	15
Laverstock (part)	Laverstock	Southern	0
South Newton, Great Wishford, Durnford & Woodfords	Lower Wylde and Woodford Valley	Part Amesbury; Part Wilton	5
Salisbury St Edmund - south	St Edmund and	Salisbury	10

LSOA Name	Ward Name(s)	Community Area	Lone Parent
	Milford		
Salisbury St Edmund - east (Milford north)	St Edmund and Milford	Salisbury	10
Salisbury St Edmund - north	St Edmund and Milford	Salisbury	0
Salisbury St Mark - east	St Mark and Stratford	Salisbury	5
Salisbury Stratford	St Mark and Stratford	Salisbury	0
Salisbury St Mark - west	St Mark and Stratford	Salisbury	20
Salisbury St Mark - south	St Mark and Stratford	Salisbury	0
Salisbury St Martin - east (Milford south)	St Martin and Milford	Salisbury	5
Salisbury St Martin - west	St Martin and Milford	Salisbury	0
Salisbury St Martin - central	St Martin and Milford	Salisbury	40
Salisbury St Paul - south	St Paul	Salisbury	20
Salisbury St Paul - north	St Paul	Salisbury	5
Shrewton & Winterbourne Stoke	Till Valley and Wylde	Amesbury	0
Wylde & Langfords	Till Valley and Wylde	Amesbury	0
Tilshead & Orcheston	Till Valley and Wylde	Amesbury	5
Tisbury rural & Ansty	Tisbury and Fovant	Tisbury	5
Tisbury	Tisbury and Fovant	Tisbury	10
Fovant, Sutton Mandeville & Swallowcliffe	Tisbury and Fovant	Tisbury	0
Idmiston & Porton	Upper Bourne, Idmiston and Winterbourne	Amesbury	5
Newton Tony, Cholderton & Boscombe	Upper Bourne, Idmiston and Winterbourne	Amesbury	0
Winterbournes	Upper Bourne, Idmiston and Winterbourne	Amesbury	10
Mere (part) & Zeals (part)	Western and Mere	Mere	5
Zeals (part), Maiden Bradley, Kilmington & Stourton	Western and Mere	Part Mere; Part Warminster	10
Mere (part)	Western and Mere	Mere	15
Wilton south	Wilton	Wilton	5
Wilton north	Wilton	Wilton	5
Wilton rural & Quidhampton	Wilton	Wilton	15

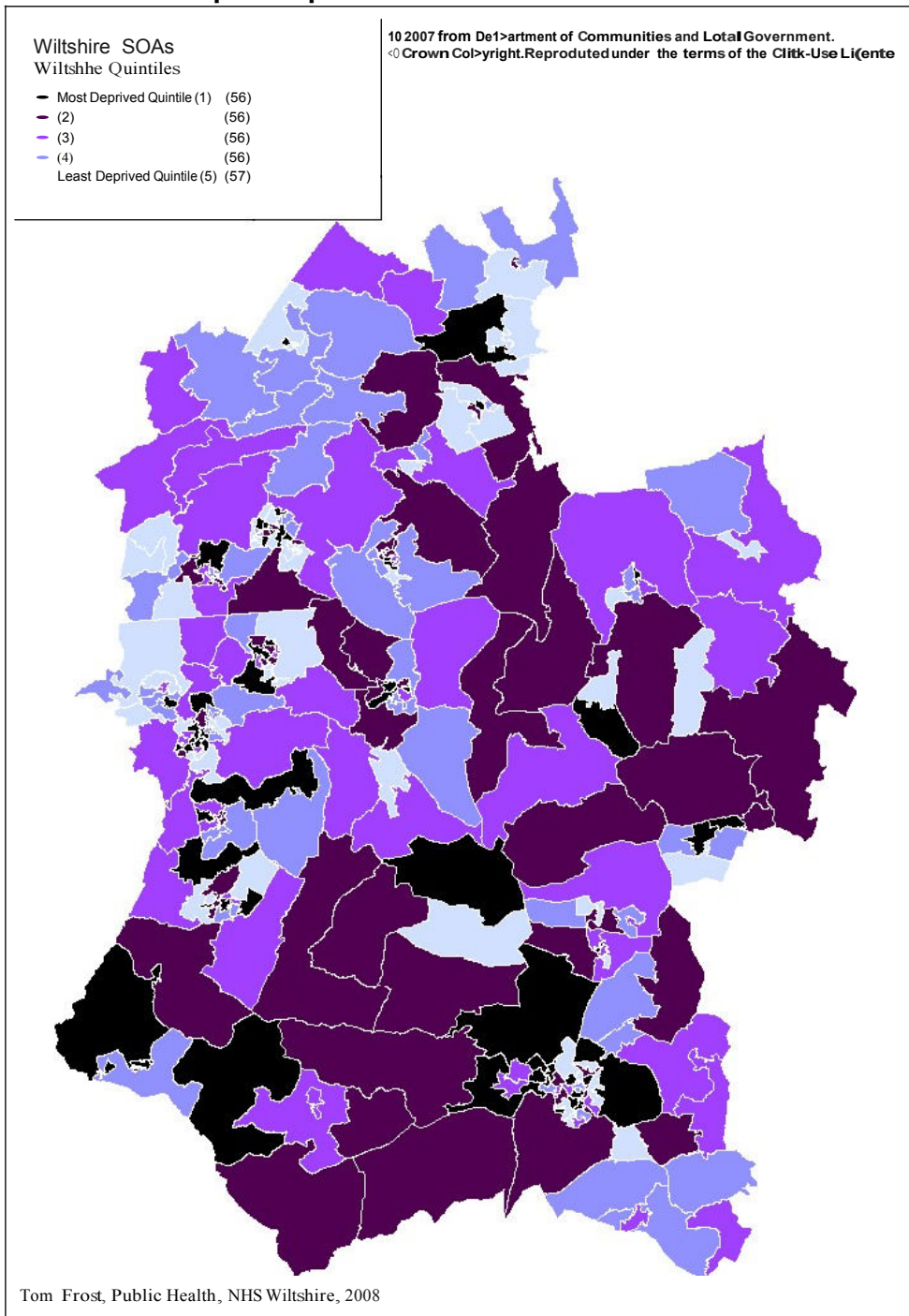
LSOA Name	Ward Name(s)	Community Area	Lone Parent
Firsdow, Pitton & West Winterslow	Winterslow	Southern	5
Middle Winterslow, West dean & Farley	Winterslow	Southern	5
Atworth	Atworth and Whitley	Melksham	5
Shaw & Whitley	Atworth and Whitley	Melksham	0
Bradford on Avon North - north	Bradford-on-Avon North	BoA	5
Bradford on Avon North - central	Bradford-on-Avon North	BoA	10
Bradford on Avon North - west	Bradford-on-Avon North	BoA	5
Bradford on Avon South - east	Bradford-on-Avon South	BoA	15
Bradford on Avon South - south	Bradford-on-Avon South	BoA	10
Bradford on Avon South - central	Bradford-on-Avon South	BoA	0
Chapmanslade & Corsley	Dilton Marsh	Warminster	0
Brokerswood	Dilton Marsh	Part Trowbridge; Part Westbury	5
North Bradley - north	Dilton Marsh	Trowbridge	5
Dilton Marsh & Upton Scudamore	Dilton Marsh	Part Warminster; Part Westbury	10
Edington, Coulston & Bratton - south	Ethandune	Westbury	0
Heywood & Bratton - north	Ethandune	Westbury	10
Broughton Gifford	Holt	Part BoA; Part Melksham	5
Holt	Holt	BoA	5
Monkton Farleigh, South Wraxall & Turleigh	Manor Vale	BoA	5
Winsley & Limpley Stoke	Manor Vale	BoA	5
Westwood	Manor Vale	BoA	0
Melksham North - south west	Melksham North	Melksham	25
Melksham North - north west	Melksham North	Melksham	30
Melksham North - north east	Melksham North	Melksham	40
Melksham North - south east	Melksham North	Melksham	15
Melksham Spa - east	Melksham Spa	Melksham	20
Melksham Spa - west	Melksham Spa	Melksham	10
Melksham Spa - central	Melksham Spa	Melksham	10
Melksham Spa - south	Melksham Spa	Melksham	10
Berryfield & Bowerhill (part)	Melksham Without	Melksham	15
Beanacre & Bowerhill (part)	Melksham Without	Melksham	5
Bowerhill south	Melksham Without	Melksham	20

LSOA Name	Ward Name(s)	Community Area	Lone Parent
Melksham Woodrow - south	Melksham Woodrow	Melksham	15
Melksham Woodrow - north	Melksham Woodrow	Melksham	5
Chitterne & Codfords	Mid Wylke Valley	Warminster	5
Heytesbury & Mid Wylke south	Mid Wylke Valley	Warminster	10
Semington, Hilperton village (part) & Paxcroft Mead(part)	Paxcroft	Part Melksham; Part Trowbridge	5
Staverton & Hilperton (part)	Paxcroft	Part BoA; Part Trowbridge	40
Hilperton (Marsh)	Paxcroft	Trowbridge	10
Hilperton village (part) & Paxcroft Mead (part)	Paxcroft	Trowbridge	5
Horningsham & deverills south	Shearwater	Warminster	5
Sutton Veny	Shearwater	Warminster	0
Southwick & Wingfield	Southwick and Wingfield	Part BoA; Part Trowbridge	10
Keevil & Ashtons	Summerham	Part Melksham; Part Trowbridge	15
Trowbridge Adcroft - Stallard	Trowbridge Adcroft	Trowbridge	15
Trowbridge Adcroft - Seymour	Trowbridge Adcroft	Trowbridge	35
Trowbridge Adcroft - Canal Road	Trowbridge Adcroft	Trowbridge	15
Trowbridge College - Silver Street	Trowbridge College	Trowbridge	5
Trowbridge College - central	Trowbridge College	Trowbridge	10
Trowbridge College - Clarendon (Frome Road)	Trowbridge College	Trowbridge	15
Trowbridge College - Upper Studley	Trowbridge College	Trowbridge	15
Trowbridge drynham - Wiltshire drive	Trowbridge Drynham	Trowbridge	10
Trowbridge drynham - Lower Studley	Trowbridge Drynham	Trowbridge	50
Trowbridge drynham - central	Trowbridge Drynham	Trowbridge	40
Trowbridge drynham - Croft	Trowbridge Drynham	Trowbridge	10
Trowbridge John of Gaunt - Studley Green	Trowbridge John of Gaunt	Trowbridge	70
Trowbridge John of Gaunt - Broadmead	Trowbridge John of Gaunt	Trowbridge	10
Trowbridge John of Gaunt - Wingfield Road	Trowbridge John	Trowbridge	15

LSOA Name	Ward Name(s)	Community Area	Lone Parent
	of Gaunt		
Trowbridge Park - Victoria Road & Paxcroft Mead (part)	Trowbridge Park	Trowbridge	25
Trowbridge Park - north	Trowbridge Park	Trowbridge	10
Trowbridge Park - central	Trowbridge Park	Trowbridge	20
Trowbridge Park - Green Lane	Trowbridge Park	Trowbridge	5
Warminster East - central	Warminster East	Warminster	15
Warminster East - Boreham	Warminster East	Warminster	20
Warminster East - Woodcock	Warminster East	Warminster	5
Warminster East - Henfords Marsh (south)	Warminster East	Warminster	0
Warminster East - Imber Road	Warminster East	Warminster	0
Warminster East - Cop Heap	Warminster East	Warminster	10
Warminster West - south	Warminster West	Warminster	20
Warminster West - west	Warminster West	Warminster	5
Warminster West - Westbury Road	Warminster West	Warminster	10
Warminster West - north central	Warminster West	Warminster	10
Warminster West - south central	Warminster West	Warminster	15
Warminster West - east central	Warminster West	Warminster	10
Westbury Ham - central	Westbury Ham	Westbury	25
Westbury Ham - north	Westbury Ham	Westbury	30
Westbury Ham - Eden Vale	Westbury Ham	Westbury	40
Westbury Ham - west	Westbury Ham	Westbury	35
Westbury Laverton - central	Westbury Laverton	Westbury	30
Westbury Laverton - Leigh	Westbury Laverton	Westbury	35
Westbury Laverton - east	Westbury Laverton	Westbury	5

Annex 2:

Index of Multiple Deprivation 2007



Glossary

Community Area Board	18 formally constituted arms of Wiltshire Council with delegated authority to act as a local executive of the Council. The Boards will consist of elected Council members and representatives from health, police, fire and other organizations. All Boards apart from South West Wiltshire are co-terminous with Area Partnerships.
DLA	Disability Living Allowance – a benefit paid to people with physical or mental disabilities requiring care or supervision.
Free school meals	Children and young people eligible for free school meals live in families in receipt of income support; Jobseekers Allowance; and/or tax credits.
HMRC	Her Majesty's Revenue and Customs.
IMD	Index of Multiple Deprivation. This combines a range of indicators into a single deprivation score, including social and economic measures and a measure for 'Health Deprivation and Disability'. These measures may be used individually, or can be combined to rank areas relative to each other so that comparisons can be made.
Job Seekers Allowance	The benefit paid to unemployed people while they are looking for work.
Key Stage 2	The four years in school normally known as Year 3, year 4, year 5, and year 6.
Key Stage 4	The two years of school education which incorporates GCSE's
LSOA , SOA	Lower level super output area - a new geographic hierarchy designed to improve the reporting of small area statistics
Median	A type of average - the 'middle' number in a sorted list of numbers.
NCMP	National Child Measurement Programme – measures the weight and height of children in reception class and year 6 to assess overweight children and obesity levels in primary school.
NEET	Young people not in education, employment and training.
Obese	Body mass index of over 30 (adults)

Overweight	Body mass index 25-30 (adults)
Persistent absentee's	Pupil absenteeism in schools of 15% or more lessons a year.
Prevalence	Percentage of the population found to have a specified condition at a given point in time.
Quantitative	A quantitative description is purely a numerical one.
Quintile	In statistics a quintile is a proportion of a group, for example where the population has been divided into fifths.
Social housing	Housing that is owned and managed by Local Authorities or Registered Social Landlords.