



***Inform Gloucestershire***

# **Gloucestershire Story 2009**

Produced by the Research Team Chief Executive Support Unit,  
Gloucestershire County Council, 2009.



# Introduction

Welcome to the new and very different Gloucestershire Story. We are focussing only on those cross-cutting issues that are going to confront the County over the next few years. We also want to make the evidence as accessible as possible. So, we are adopting a different way of presenting it, using a question and answer approach that we hope you will find engaging.

It has been commissioned by the Strategic Intelligence Board, as it is a Gloucestershire Strategic Partnership resource, which will inform the Sustainable Community Strategy.

We are also adopting a modular approach, with each module containing one thematic issue. These can then be amended or removed without affecting the overall document. It will sit on the web and act as a framework, for more detailed evidence on these issues. This will be accessed by links to other sources on the web. It will be reviewed periodically as new evidence becomes available.

This first edition contains seven Chapter/modules covering population change, the implications of growth in the population of older people, deprivation and rural issues, climate change, what we know about the effect of the recession on the local economy and finally a summary of the affordable housing situation in the County.

# Gloucestershire Story 2009

The Gloucestershire Story in Brief *p5*

Module 1: Gloucestershire's Future Population *p7*

**Module 2: Older People in Gloucestershire *p17***

Module 3: Rural Gloucestershire *p31*

Module 4: Gloucestershire's Deprived Neighbourhoods *p43*

Module 5: Gloucestershire & Climate Change *p58*

Module 6: Economic Conditions in Gloucestershire *p66*

Module 7: Affordable Housing *p68*

# The Gloucestershire Story: Local Information In Brief

## The Gloucestershire Population: now and into the future.

The 'official' **population of the County is 582,600**. This is the estimate made for mid 2007 by the Office for National Statistics (ONS), and, as the 'official' figure, it forms the basis of various funding formulae across Public Sector Gloucestershire.

The County Council's Research Team consider this 'official' figure to **underestimate** our population by **around 10,000 persons**, when compared to our own local estimates based on local health and electoral records.

The difference between the official figure and our local estimate is accounted for, in part, by the many 'migrant workers', mostly from Eastern Europe, who have joined our community in recent years.

We expect the population of the County to be **approaching 650,000 by 2026**. There will be significant changes in the age-profile of the County, with **large increases in** the numbers of **Older People**, in fact over 50% more people aged 65 and above. We will have **fewer children** in our communities, and the number of people of working age in 2026 will be very similar to the current number. There will be many more people to care for, and no extra people to do the caring work.

As the Regional Spatial Strategy (RSS) is realised over the next 20 years the **biggest impact** will be on the current **Tewkesbury Borough** area, with an anticipated increase in population of almost a third. Half of Gloucestershire's projected population growth will be in Tewkesbury.

There will be an increasing **trend toward living alone**, with single person household outnumbering married-couple households by 2026. Half of these single person households will be widows and widowers of pension age.

## Rural Gloucestershire?

**A third** of Gloucestershire's population **live in** what the ONS define as **rural areas**. So, our 'rural' county has **two-thirds** of its population living in '**urban**' areas.

Gloucestershire's rural community is, broadly, a little older and a little wealthier than our urban community.

It is no surprise that people living in rural areas are often further from services than people who live in our urban neighbourhoods, or that rural residents spend more time in their cars, and a higher proportion of

their income on transport, than urban residents. What may surprise is the fact that around **1 in 6** of our **rural neighbourhoods** has **no effective public transport access to a GP surgery**.

### **Gloucestershire's Deprived Neighbourhoods.**

There are around **44,000 Gloucestershire residents** who live in neighbourhoods that **experience significant deprivation**, according to national measures.

Residents of these deprived areas are much more likely than the rest of us to be classified as a low-birthweight baby, to become a victim of a crime or a young offender, to be admitted to hospital in an emergency, to suffer from coronary, pulmonary and mental health conditions.

### **Climate Change**

Over the next 4 decades we can expect our **summers** to become **hotter and drier**, and our **winters** to become **warmer and wetter**. Also, the sorts of **extreme weather** events that precipitated the July 2007 floods are expected to occur more **commonly**.

Over **20,000 Gloucestershire residents**, including nearly **5000 children** and **2000 people over 75** live in areas of high **flood risk**. Also located in areas of high flood risk are **1000 businesses** employing 19,000 local workers.

### **Gloucestershire's Economy**

**Long-term trends of robust growth, low unemployment and high quality employment** in Gloucestershire are currently obscured by the developing national recession.

**Unemployment** figures have been **rising** in the County since May 2008, and the April 2009 level (12,200) represents a **doubling of the long-term trend** for the County. Unemployment is currently expected to peak, at as many as 18,000, during 2011. During the recession of the early 1990's unemployment peaked at 23,000, and took **5 years to recover** to its pre-recession levels.

### **Affordable Housing in Gloucestershire**

The latest research suggests a current **shortfall** of around **10,000** in **affordable homes** for local households. Further, we expect 3,500 new households to form in Gloucestershire each year – of these 3,500 we estimate that as many as 1,800 will be unable to afford market prices or rents.

# **Gloucestershire's Future Population.**

**Gloucestershire's Future Population? Do we know what the future population of Gloucestershire is going to be?**

Well, we can never 'know' what the future population is 'going to be'. We can, however, have a very good informed estimate of what the future population of the County is likely to be.

**A 'very good informed estimate'? Where does that come from?**

The Office for National Statistics (ONS) prepares something called a 'Sub-national Population Projection' for every Local Authority District area in the country, which gives a total population and age structure going forward to 2031.

**That's straightforward then. We look at the ONS Projection and it tells us our future population.**

Not quite. We in the Research Team have looked in detail at the ONS population projections and we think there are some problems with them.

The projections the ONS provide for Gloucestershire and its 6 districts are based on dividing up a national figure amongst the different parts of the Country, not on working out what might be happening in local areas.

The ONS figures are based on projecting forward what's actually been happening over the past ten years, and, therefore, assume that whatever the trends over the past decade, these will continue into the future. In particular this means that the ONS projections don't take account of what we know about future housebuilding through the Regional Spatial Strategy.

The ONS figures also take little or no account of the influx, in recent years, of Migrant Workers.

**So the ONS projections are no use to us then?**

It's not that the ONS figures are no use, but we reckon we can produce figures which better represent the local experience in Gloucestershire. So, we have done our own projections, which take proper account of what we know about local fertility and mortality rates, what we know about future residential development, and what we know about international migration into Gloucestershire.

**So, what does the Research Team think the future population of Gloucestershire is likely to be then?**

Gloucestershire Local Projection figures suggest that Gloucestershire population is to rise by 52,600 from 594,600 to a total of 647,200 between 2007 and 2026. This represents an increase of 8.8% or an average of 0.46% per annum. The ONS projection gives a higher projection figure, at 662,000 by 2026, or 15,000 people above the Local Projection.

Of course, in a way, it's not the overall increase in population that's the most important bit. More crucial are the age-structure of our future population, and the distribution around the County of our future population.

### What do you mean, age-structure?

According to our Gloucestershire Local Projection our older population (65+) will grow by more than a half between 2007 and 2026, by nearly 55,000, reaching a total of 158,000 by 2026. In contrast, the number of children and young people (0-19 years) will decline, by about 5,700 or 4.1%. The number of working age people (20-64) is projected to have only a marginal increase of 3,700 people, or 1%, during that time.

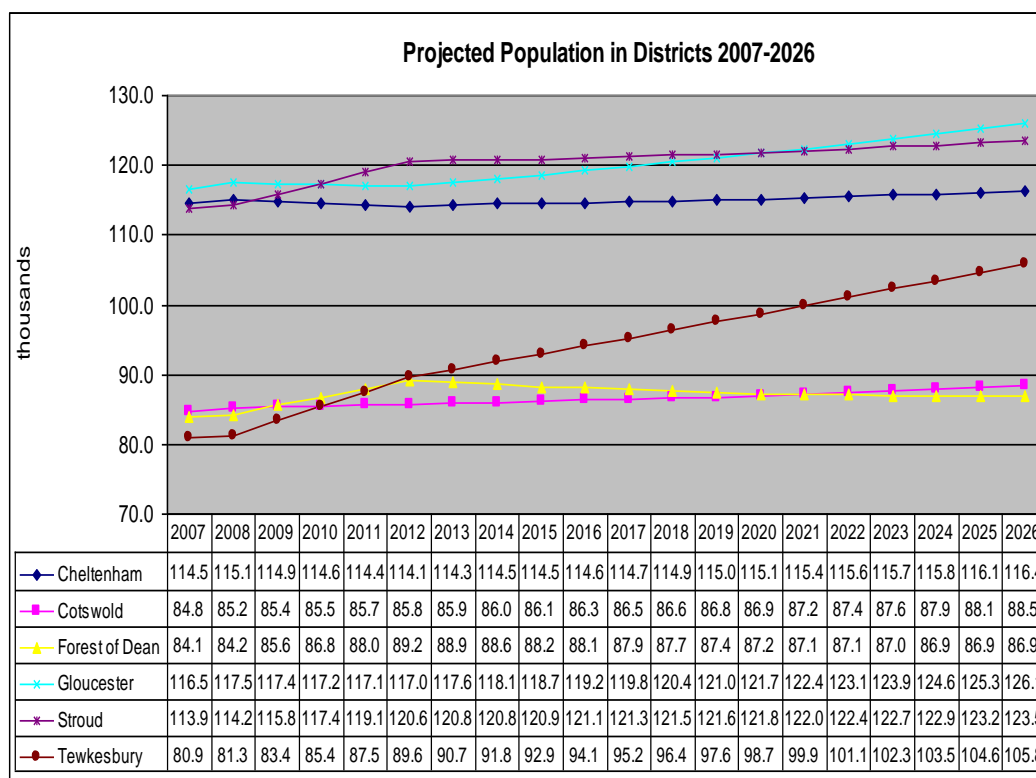
In short, the County population in 2026 will be much 'older' than our current population.

<b>Gloucestershire</b>	<b>Projected Gloucestershire Population to 2026, by Broad Age Group</b>				
	No.			No. change	% change
	2007	2016	2026	2007-2026	2007-2026
<b>0-19</b>	140,340	134,900	134,630	<b>-5,710</b>	<b>-4.1</b>
<b>20-64</b>	350,770	358,720	354,440	<b>3,670</b>	<b>1.0</b>
<b>65+</b>	103,520	129,780	158,120	<b>54,600</b>	<b>52.7</b>
<b>Total</b>	<b>594,630</b>	<b>623,400</b>	<b>647,190</b>	<b>52,560</b>	<b>8.8</b>

And what about the distribution of population around the County?



Although the Local Projection suggests that population in all districts will see an upward trend, the extent to which population will increase and the trajectory of growth varies greatly between districts. One key factor impacting on the distribution of future population growth in Gloucestershire over the next 20 years will be the locations and scale of housing development planned across the County.



With the largest housing program stipulated in the draft Regional Spatial Strategy and the highest proportion of targets to be realised, Tewkesbury is projected to be the fastest-growing district in Gloucestershire between 2007 and 2026. The population is expected to soar by nearly 25,000 people, or 31%, to 106,000 over the period and contribute almost half of total County growth. No other districts are anticipated to experience such a steep growth as Tewkesbury. In Stroud and Gloucester, predicted to be the second and third fastest-growing districts, populations are expected to rise by around 8% each between 2007 and 2026. Cheltenham is projected to have only a slight growth, of 1.7%, over the same period.

# Projected Population Change by Age 2007-2026

Districts

	2007			2026			Change 2007-2026			%
	0-19	20-64	65+	0-19	20-64	65+	0-19	20-64	65+	
Cheltenham	25,780	69,980	18,720	23,400	68,990	24,030	-2,380	-990	5,310	-9.2
Cotswold	18,590	49,150	17,050	15,600	45,860	27,020	-2,990	-3,290	9,970	-16.1
Forest of Dean	19,650	48,860	15,550	16,860	44,700	25,370	-2,790	-4,160	9,820	-14.2
Gloucester	30,530	69,410	16,610	28,640	73,720	23,750	-1,890	4,310	7,140	-6.2
Stroud	27,170	66,230	20,470	26,720	64,740	32,010	-450	-1,490	11,540	-1.7
Tewkesbury	18,620	47,150	15,120	23,410	56,440	25,940	4,790	9,290	10,820	25.7
Gloucestershire	140,340	350,770	103,520	134,630	354,440	158,120	-5,710	3,670	54,600	-4

Tewkesbury is expected be the only district throughout the County to experience an increase in the number of children and young people between 2007 and 2026, by 4,800, as attraction of internal migrants stimulates further natural growth.

All other districts are predicted to see a fall in the children and young people population, with Cotswold and Forest of Dean predicted to experience the steepest decline, by 3,000 and 2,800 respectively, over this period.

With working age population, the projected trend at district level is more varied. While Tewkesbury and Gloucester are expected to see a growth between 2007 and 2026, other districts are forecast to have a decline with Forest and Cotswold projected to face the largest fall in numbers, by 4,200 and 3,300 respectively.

The projected surge in the number of older people at County level is expected across all districts, although the urban districts of Cheltenham and Gloucester are predicted to have a smaller increase. By 2026, all districts will see a higher percentage of older population represented, or an ageing population, with Cotswold projected to have the highest proportion of older people (30.5%) in the population. Gloucester, by contrast, will continue to be the youngest district in the County with the number of older people accounting for only 18.8% of its population in 2026.

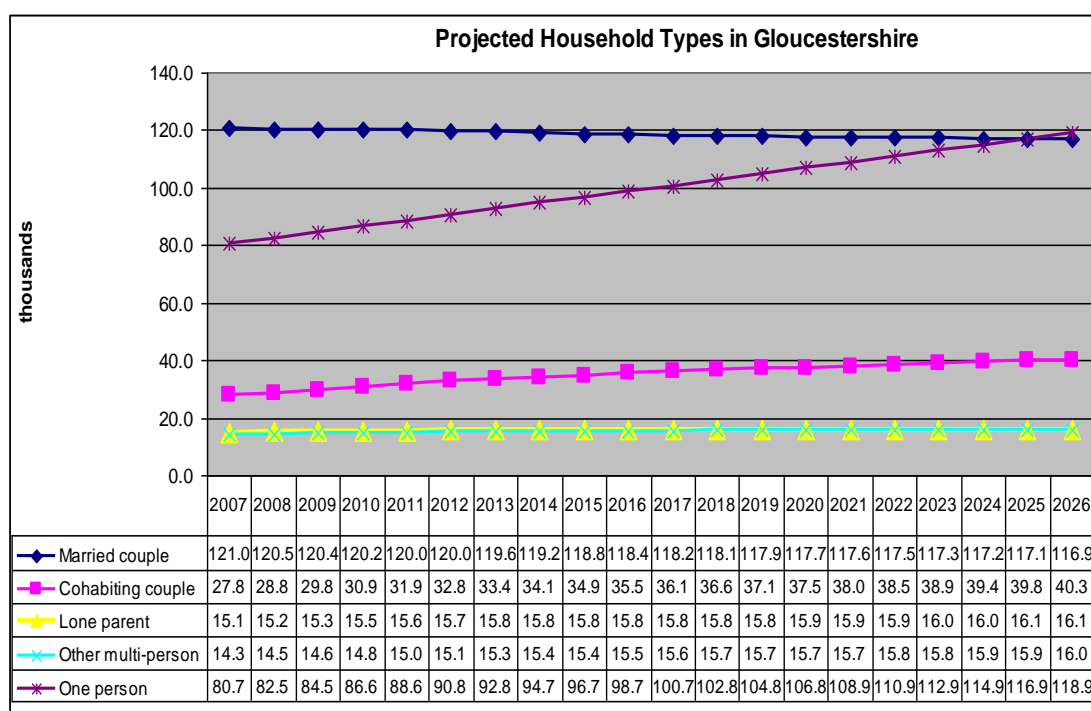
## What else might the population projections tell us?

Our Gloucestershire Local Projection also reveals some significant changes in the ways we will be living over the next couple of decades. The number of one-person households is projected to surge by 38,000 to a total of 119,000 in 2026, equivalent to an increase of 47%. By 2026, the number of one-person households will exceed the

number of married couple households to become the most common household type in the County, accounting for 39% of all households compared to 31% at present. Detailed analysis reveals that by 2026, about half of all one-person households will comprise a lone-pensioner.

The number of cohabiting couple households is also expected to rise significantly, by 13,000 (or a 45% increase), while that of married couple households predicted to fall. Cohabitation is projected to become more prevalent across all ages, with the biggest increase predicted to be among the 30-49 year-olds.

The Projection suggests that the number of lone-parent households in the County will, perhaps unexpectedly, only have a moderate increase, by 1,000, between 2007 and 2026. This represents a small increase of 6.7%. However, the prevailing image of single parents being young and immature unmarried females might be about to change. The forecast suggests that the majority of the increase in single-parenthood is due to an increasing number of 35-39 year-olds becoming single parents, as divorce is projected to rise.



**This population projection business gets quite complicated and involved doesn't it?**

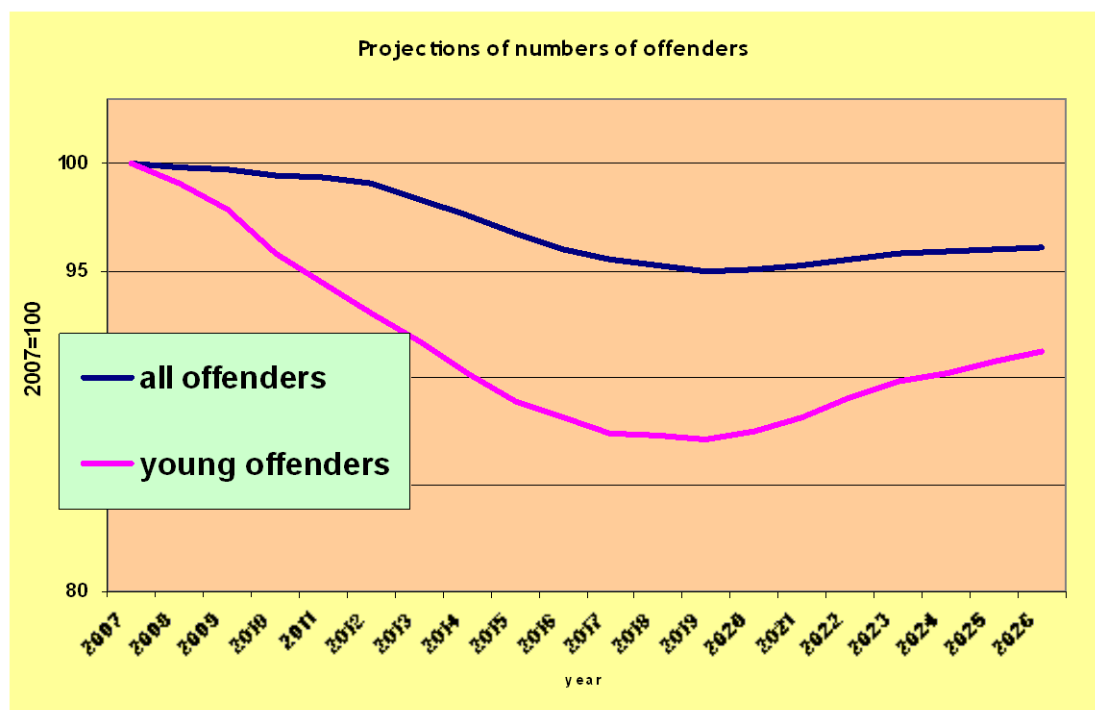
Yes, it can do. If you want more details about our Gloucestershire Local Projection, and the ONS version, then you can [click here](#).

**So, what can we actually do with these population projections?**

The projections are most useful for our long-term planning of future services. Because of the changes in age-structure in our population it's not quite as straightforward as saying that an 8.8% increase in our population will mean an 8.8% increase in the demand for services however. But, we can use our projections to try and answer questions like 'will crime rise or fall in Gloucestershire over the next 20 years'?

**Really? Well then, will Crime Rise or Fall in Gloucestershire over the next 20 years?**

It will fall, by around 4% across the County as a whole. Crime will fall in 5 out of 6 of our Districts, by as much as 9%. Crime in Tewkesbury, however, will rise by 15%. According to our figures.



**Where do the figures come from?**

We got our local population projections and combined them with some national research into offending rates, and made the projections of criminality from that.

**How accurate are the figures?**

Well, the only thing we can know about any projected figures, like these, is that they will be wrong. Whichever projection method you use, however complex and sensitive or simple and crude, you will only have a projection at the end. Not a prediction, but an indication of a likely direction of change.

## **What's this national research into offending rates?**

It's *Home Office Research Study 275 Offending in England and Wales: First results from the 2003 Crime and Justice Survey*. A large sample of citizens was surveyed as to their criminal behaviour over the previous 12 months, and in their lifetime. From this research we at the Research Team calculated 'likelihood rates' for offending in different age groups. So we know that, in 2003, 69 per thousand people aged 16 and 17 had been both serious and prolific offenders<sup>1</sup> over the previous 12 months.

## **Is that good?**

Yes, because once we have likelihood rates by age we can apply those rates to our projected populations and get some kind of projection of levels of future offending behaviour.

## **So, you apply the 'likelihood rates' to the population projection, and...?**

Then we get figures and a graph which, on the face of it, suggest that over the next few years and beyond we should expect to have falling numbers of criminals in our communities. This is because of the changing age structure. If you have a thousand 16 and 17 year olds you can expect 69 of them to be serious and prolific offenders; if you have 500 16 and 17 year olds you'll have 34 or so serious and prolific offenders. Those age groups which are dwindling in our County population are the ages of peak criminal propensity. We've had to make a lot of assumptions though.

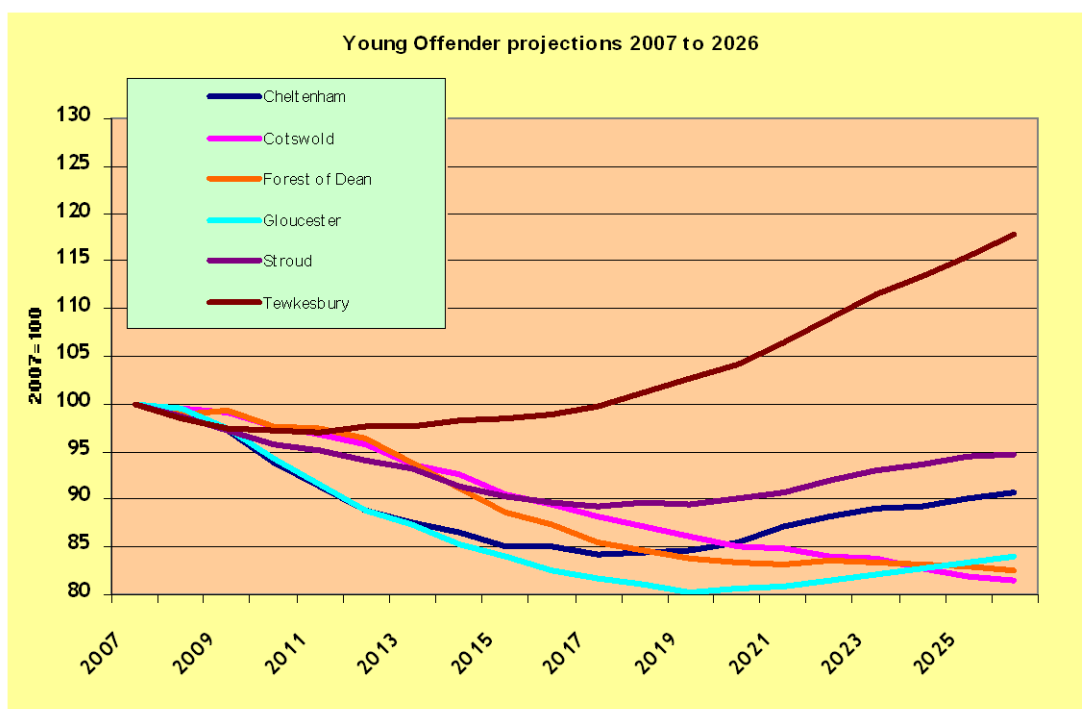
## **What sort of assumptions?**

Well, we've assumed that Gloucestershire residents are no more or less likely to behave unlawfully than a random national sample. We applied England rates to a Gloucestershire population. We've assumed that the national figures from 2003 are valid as the basis for our 'likelihood rates' in 2008. We've assumed that individuals in the future will be no more or less likely than they are now to behave unlawfully. In our population projection we assumed that all the houses in the Regional Spatial Strategy will be completed, on time, and where they're currently saying they're going to be built. That's why the trend for Tewkesbury is so different to other districts.

## **Oh yes, Tewkesbury, what's that all about?**

---

<sup>1</sup> This is the Home Office research definition of 'serious & prolific'



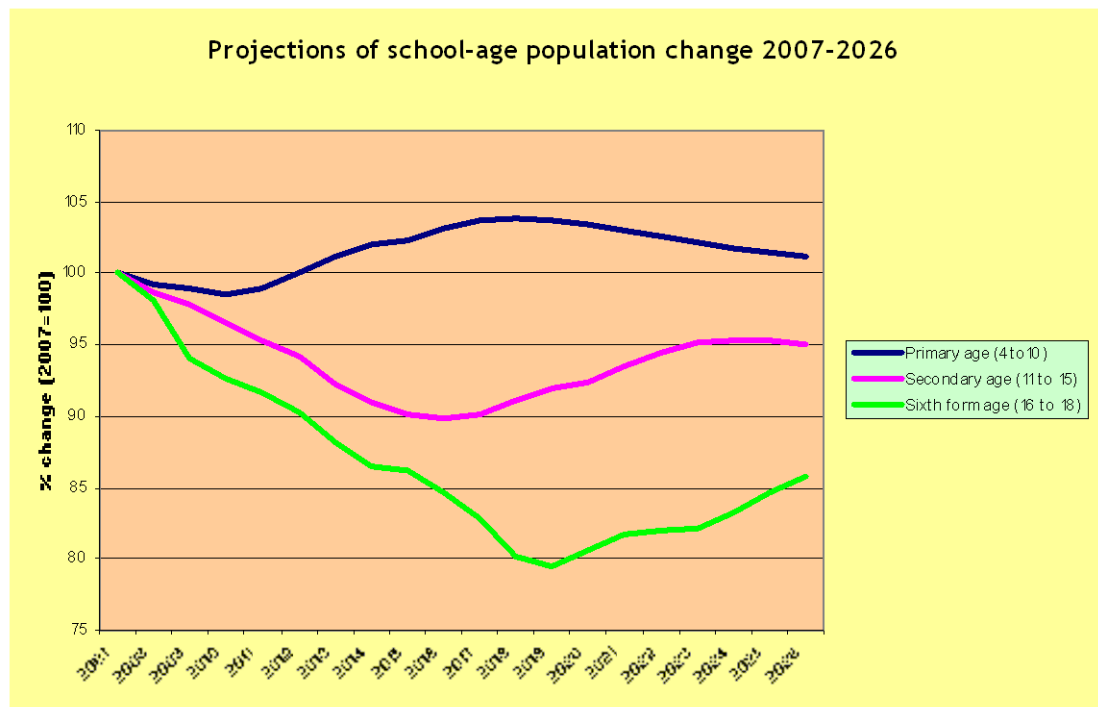
Of course. Our model of future criminality shows reducing criminal propensity across the County as a whole, and in five districts. But, in Tewkesbury, our model suggests an increase in criminality of approaching 15% between 2007 and 2026. The draft Regional Spatial Strategy will have its most significant impact on Tewkesbury District, new houses, new people, new criminals. Tewkesbury is the only district where numbers of people at the ages of peak criminal propensity are projected to grow over the next two decades.

#### **How accurate are these figures and trends?**

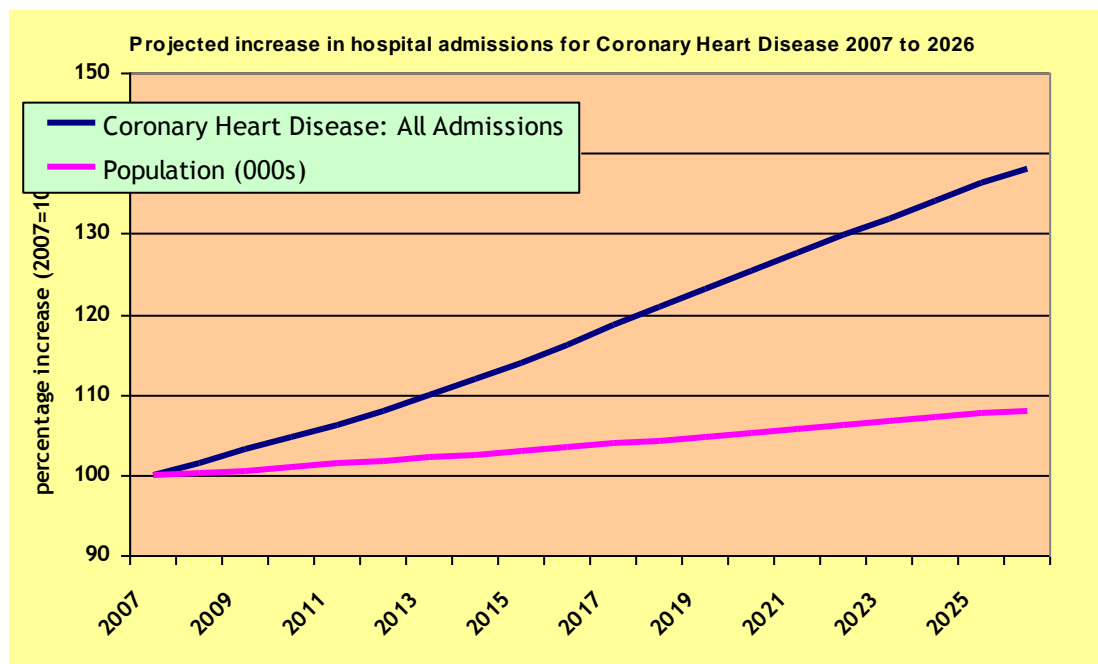
They're reasonable, based on reasonable assumptions, and deliberately ignoring a range of possible factors. For instance, what impact would a severe economic downturn have on citizens' propensity to criminal behaviour? Are we expecting the Sure Start generation of teenagers, as they will be in 10 years time, to be more or less likely to behave unlawfully than teenagers were in 2003?

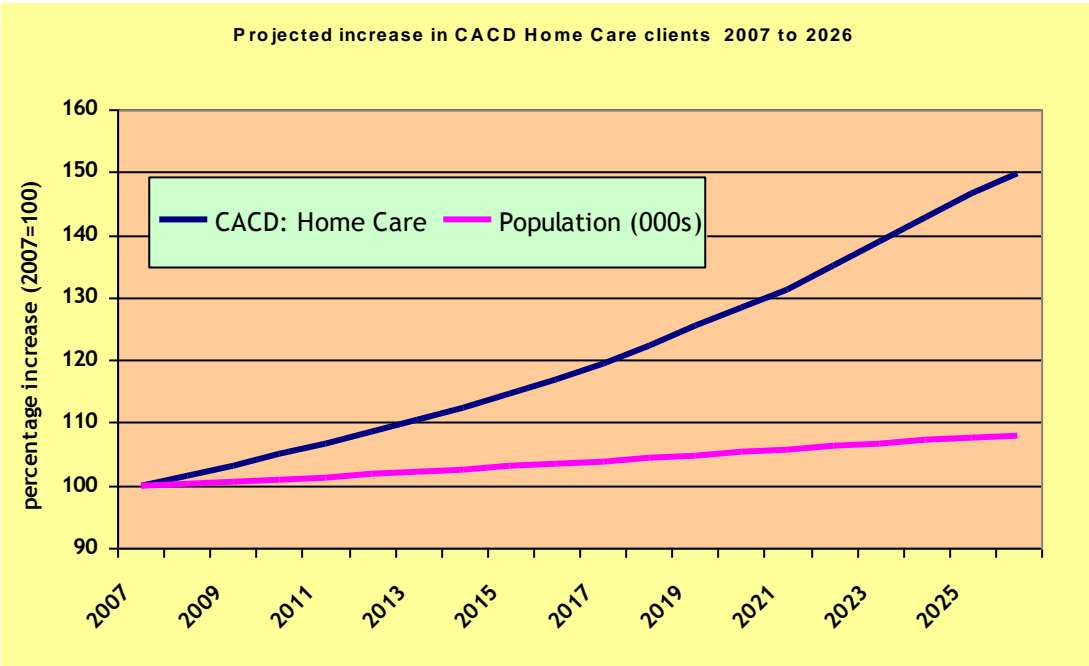
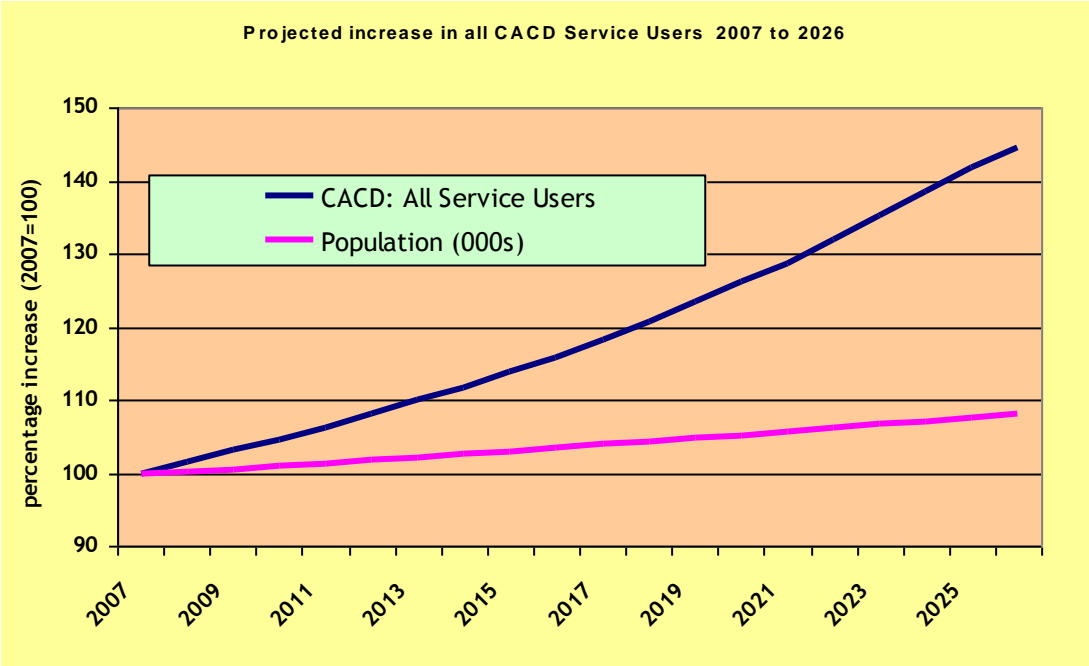
#### **What other reasonable figures and trends can you tell us about?**

How about a projection of school-age children in Gloucestershire over the next 20 years?



On the basis of our population projections by 2026 we'll only be needing 95 secondary school places for every 100 we have now (around 1900 fewer pupils), and just 86 sixth form places for each hundred in 2007 (around 3400 fewer students). We will be looking at rising class sizes in the primary age-ranges however.







# Older People in Gloucestershire.

## What do you mean, 'Older People'?

Both our own Health, Wellbeing and Older People's Partnership, and the Audit Commission, define people over 50 as 'older people'. That's everyone living here born before 1959.

## But that's me! And I'm not old!

I know.

## That's a lot of people though. How many over 50s are there in Gloucestershire?

Across the County, according to official population estimates, we have 217,500 residents aged 50 and over. This is more than a third of all residents.

More than half of these people (122,800; 57%) have passed the State Retirement ages.

More than 50,000 Gloucestershire residents are aged 75 or over, with 15,000 of these aged 85 or over.

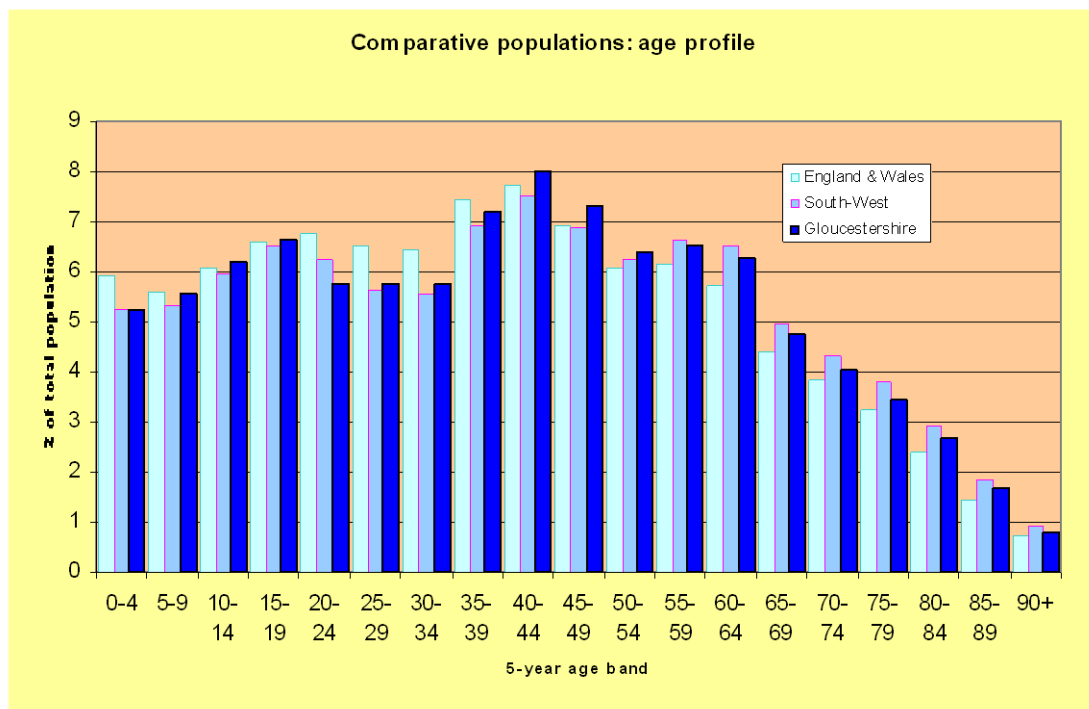
from ONS Mid-Year Estimates 2007							
Persons (000s)	Cheltenham	Cotswold	Forest of Dean	Gloucester	Stroud	Tewkesbury	COUNTY
<b>50 plus</b>	38.1	35.3	33.1	36.2	43.5	31.3	<b>217.5</b>
<b>retirement age</b>	22.3	20.3	18.3	20.1	23.9	17.9	<b>122.8</b>
<b>75 plus</b>	10.2	8.8	7.1	8.5	9.9	7.3	<b>51.8</b>
<b>85 plus</b>	3.1	2.5	2.1	2.3	3	2	<b>15</b>

Beyond Cheltenham and Gloucester around four in ten people are aged 50 or over, with lower proportions in our urban centres.

from ONS Mid-Year Estimates 2007							
% of total population	Cheltenham	Cotswold	Forest of Dean	Gloucester	Stroud	Tewkesbury	COUNTY
<b>50 plus</b>	33.9	42.1	40.4	31.6	39.3	39.5	<b>37.3</b>
<b>retirement age</b>	19.9	24.2	22.3	17.6	21.6	22.6	<b>21.1</b>
<b>75 plus</b>	9.1	10.5	8.7	7.4	8.9	9.2	<b>8.9</b>

85 plus	2.8	3.0	2.6	2.0	2.7	2.5	2.6
---------	-----	-----	-----	-----	-----	-----	-----

**So, have we got lots of over 50s, compared to other places, or what?**

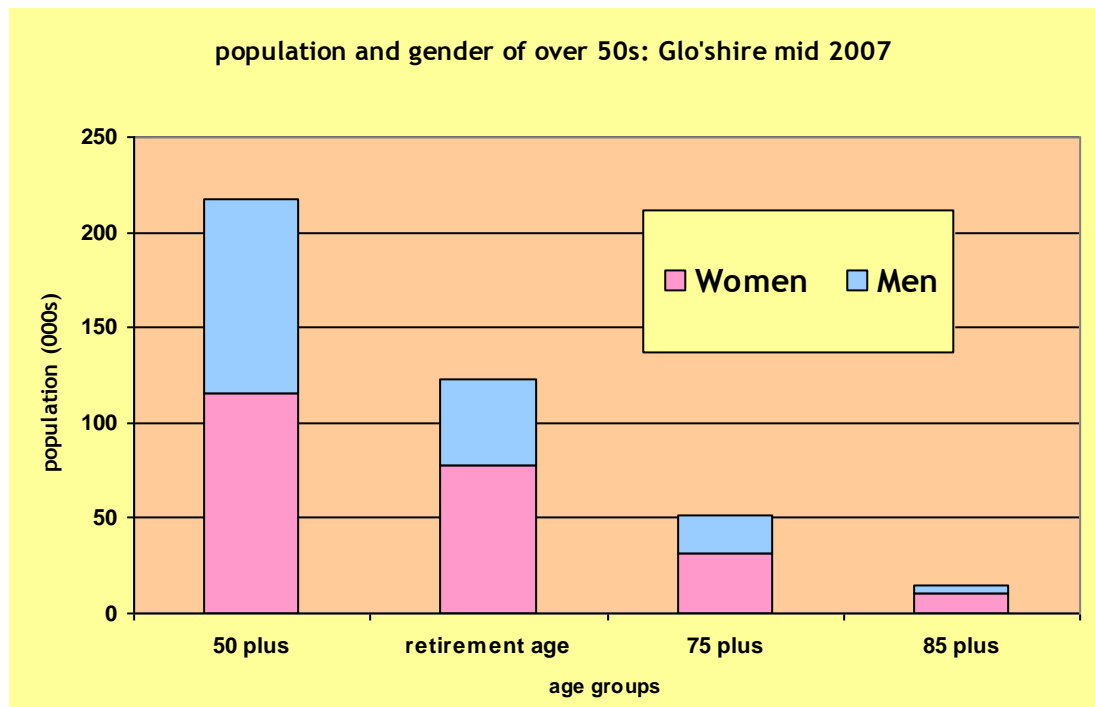


People aged 50 and over are more common in the Gloucestershire community than across the whole of England and Wales, but are less common in Gloucestershire than across the South-West region.

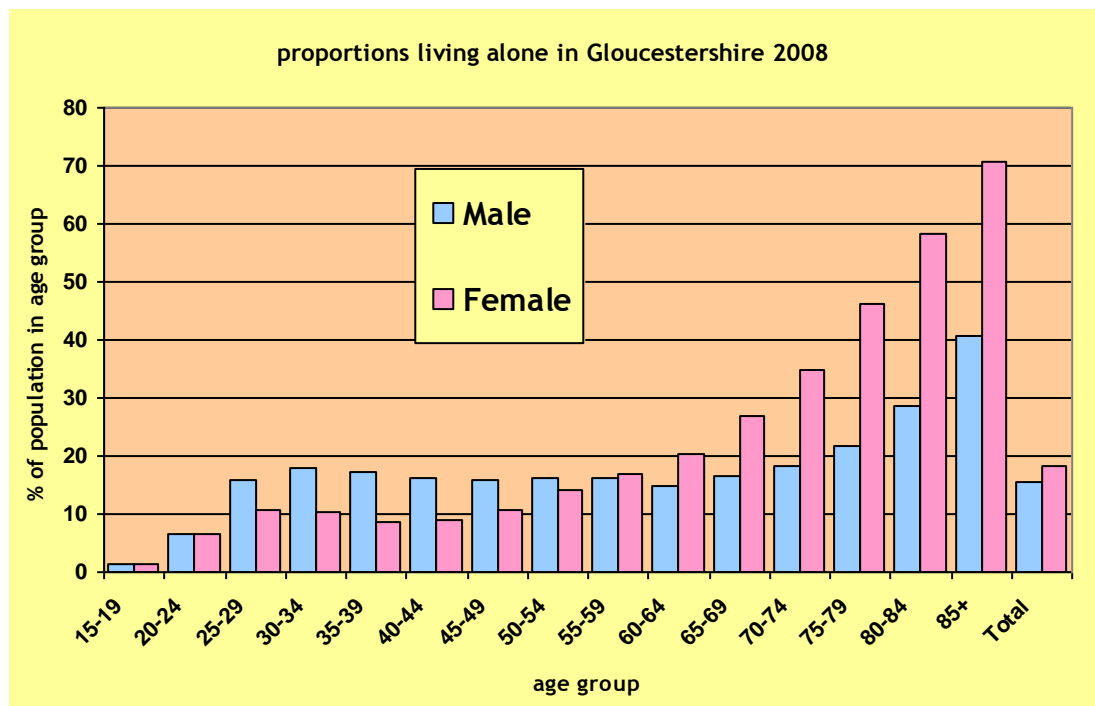
**So, what do ‘older people’ have in common, other than their age?**

As we’ll see later, Gloucestershire’s community of Older People is just as diverse as the rest of the community. However, there are aspects of the ‘Older People’ community that are distinct.

Firstly, there is a significant gender imbalance in the Older People population. Amongst people aged over 50 years there are 115 women for every 100 men; at age 75 and over there are 157 women for every hundred men and at ages 85 and over, 227 women for every hundred men.



Secondly, Older People are also much more likely than others to be living alone.



At mid 2007 55,600 people aged over 50 were living alone - 18,700 men and 36,900 women. Past the retirement ages almost 41,000 people were living alone (9,900 men/30,900 women); beyond the age of 75 there were a total of 24,300 people living alone at mid 2007 - 18,900 of them women.

### **So, what explains the gender imbalance and the high numbers living alone?**

Both of these characteristics are the product of the longer life expectancy enjoyed by women. Gloucestershire women are expected to live four and a quarter years longer than Gloucestershire men (81.5 years compared to 77.2). Over the past several decades women have been around 3 years younger, on average, than the men they marry, meaning that the 'average' married woman might expect to survive her husband by something like seven years.

### **But don't older people go and live with their children when they lose their partner?**

Not so. According to the national General Household Survey (2002) just 5% of men and 8% of women aged over 75 live with their children or other relatives.

### **So, do older people go in a home then?**

At the 2001 Census just 2% of Gloucestershire residents aged over 50 were 'in a home', as were 6.7% of over 75s and 14.5% of over 85's.

Only a minority of our Older People relinquish their independence, with most remaining in their own home following the loss of their life partner, and throughout their lives.

### **Where do Older People live?**

	% living in urban areas	% living in villages	% living in Town and Fringe areas	% living in Hamlets and Isolated Dwellings
<b>all people</b>	67.6	14.2	12.5	5.7
<b>people 50 and over</b>	62.7	16.9	13.8	6.6
<b>people 75 and over</b>	64.3	14.7	15.4	5.5
<b>people 85 and over</b>	65.0	14.1	15.5	5.4
<b>people under 50</b>	70.5	12.7	11.7	5.1

In general Older People are a little less likely than the whole population to live in an urban area, and a little more likely to live in villages and 'town and fringe' areas. Compared to people aged under 50 Older People are a little more likely again to be living in villages and town and fringe areas, and less likely to live in urban areas. Whilst proportions of the population living in hamlets and isolated dwellings are small for all age groups it is

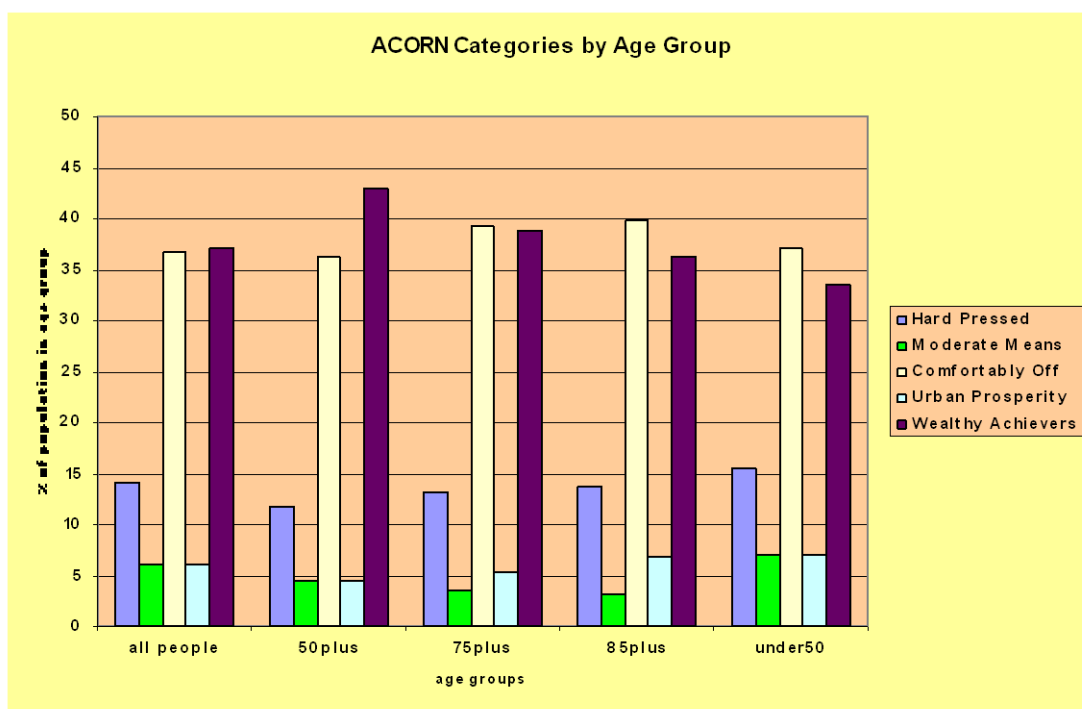
worth noting that almost 3000 people aged 75 and over are living in these remote areas.

Proportions of Older People in Villages and in Hamlets and Isolated Dwellings can be seen to shrink in older age groups, suggesting a tendency amongst Older People to move from remote to less remote locations as they advance in years.

Older People are the group least likely to move house (PW graph), and it would appear that when they do move in later years, they tend to move nearer to services.



**What else can we know about where Older People live?**



The graph above shows us what sorts of neighbourhoods Older People are living in, according to the ACORN classification of postcodes. People aged over 50 are more likely to be living in 'Wealthy Achiever' neighbourhoods than either the whole population, or those aged under 50. Those aged over 75 are more likely than other residents of the County to be living in 'Comfortably Off' neighbourhoods.

The older people are the more likely it is that they will be living in a 'Hard Pressed' neighbourhood, but even those aged 85 and over are less likely than either the under 50s or the whole population to be living at a 'hard pressed' postcode.

% of Glo'shire people living in national quintiles of deprivation (Indices of Deprivation 2007)	all people	50plus	75plus	85plus	under50
most deprived 20% of England	7.8	5.5	5.7	5.6	9.1
second most deprived 20% of England	11.3	9.5	9.7	10.2	12.4
middling 20% of England	21.1	21.5	21.4	21.4	20.9
second least deprived 20% of England	30.2	31.6	30.6	31.2	29.4
least deprived 20% of England	29.6	31.9	32.7	31.6	28.2

Older People are a little less commonly found in our most deprived neighbourhoods, when compared to people of all ages, and to those aged under 50. It remains, however, that we have 12,500 people aged over 50 living in our most deprived neighbourhoods, and over 3000 people aged 75 and over in these deprived areas.

Across the County as a whole more than 1 in 5 (22.8%) of people of retirement age rely on State Benefits (Pension Credit), although more than a third of pensioners (38.2%) in our most deprived neighbourhoods claim Pension Credit. There are people claiming Pension Credit in every ward in the County.

**I see. So we have ‘poor’ pensioners living in deprived areas, but also ‘poor’ pensioners living right across the County, in otherwise affluent areas?**

That’s correct.

**Of course, most people retire early these days, don’t they?**

Well, as you can see from the table below, Gloucestershire people aged between 50 years and the State Retirement Ages are much more likely to be working than not working, with over three-quarters in employment. Indeed, around one in 8 Gloucestershire people who have passed the State Retirement Ages continue in employment. This 1 in 8 proportion applies to both men and women, with as many as 5000 men and 9000 women active in the Gloucestershire workforce after passing retirement age. There are almost twice as many workers who have passed retirement age in Gloucestershire as there are people aged between 50 and retirement age who claim Incapacity Benefit or Severe Disablement Allowance (7845 at August 2008).

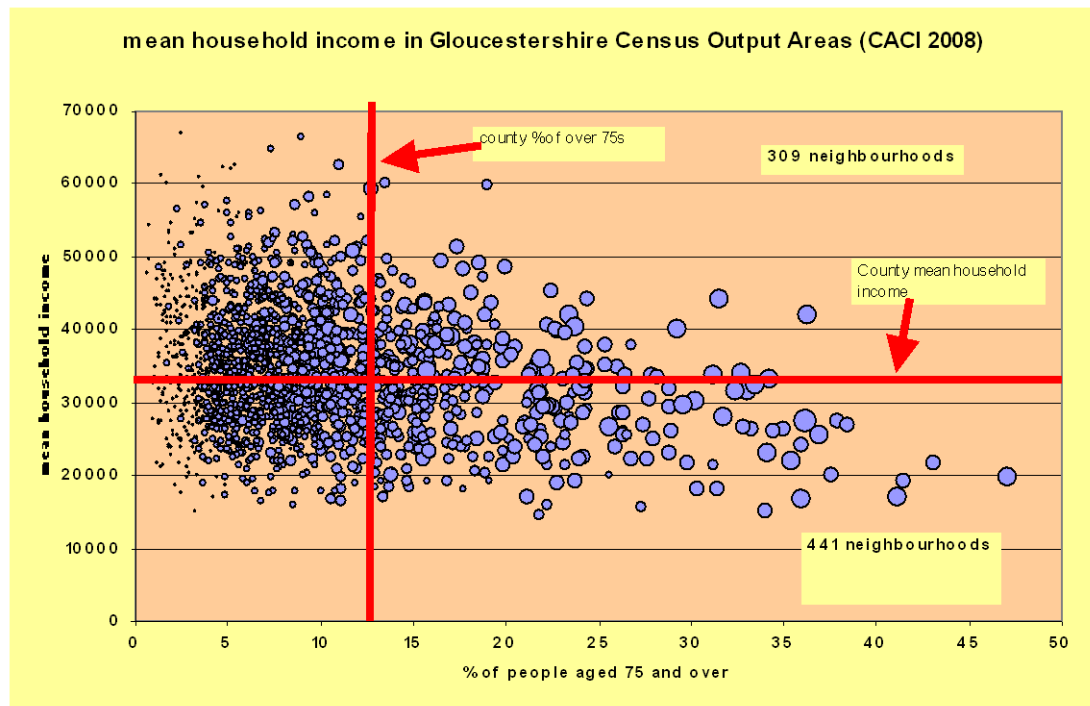
Employment rates July 2007 to June 2008 (ONS Crown Copyright Reserved [from Nomis on 27 January 2009])	% aged 50 and over in employment	% aged 50 to retirement ages in employment	% over retirement age in employment
Cheltenham	39.0	74.4	8.5
Cotswold	49.4	85.7	19.2
Forest of Dean	35.3	66.7	10.2
Gloucester	35.1	81.0	6.0
Stroud	45.2	86.2	12.6
Tewkesbury	41.3	74.7	14.9
COUNTY	41.1	78.2	12.0

**What sorts of work do these older workers do?**

Unfortunately there isn’t any useful local data that allows us to answer that question. We do know, from national research, that Older Workers are more likely to be self-employed, or to be working for small employers (i.e. with less than 10 employees). Older Workers are also more likely than younger workers to be working part-time, or to be employed on temporary contracts (see *Focus on Older People*, ONS 2005)(FoOP).

**We've seen above that a significant minority of Older People rely on State Benefits, but what about those that don't need benefits?**

Again, there is no local data that relates directly in income levels amongst Older People. We can, however, look at estimates of average income by neighbourhood.



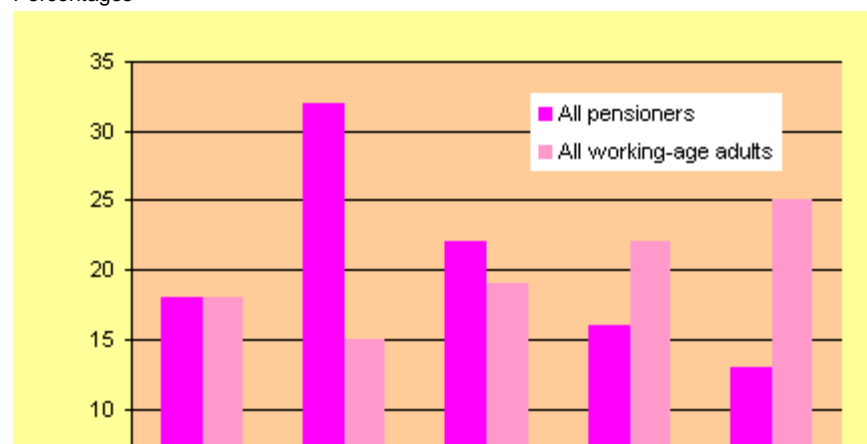
There are 750 small neighbourhoods in the County (Census Output Areas; total of 1944 for County) where there are greater proportions of over 75s than the County proportion. Of these 750 'elderly' neighbourhoods 441 (59%) have below average household income. Neighbourhoods with a high proportion of Older People are likely to have lower income levels, but by no means necessarily.

Given the lack of local data it is useful to look at some national research (FoOP) into pensioner income levels.

**Income distribution<sup>1</sup>: by pensioners and working-age adults<sup>2</sup>, 2003/04**

Great Britain

Percentages





1 Distribution based on the net equivalised income on an after housing costs basis. Income distribution also includes children who are not shown in this figure.

2 Working-age adults are defined as those aged 20 and over, and under State Pension Age (60 for women and 65 for men).

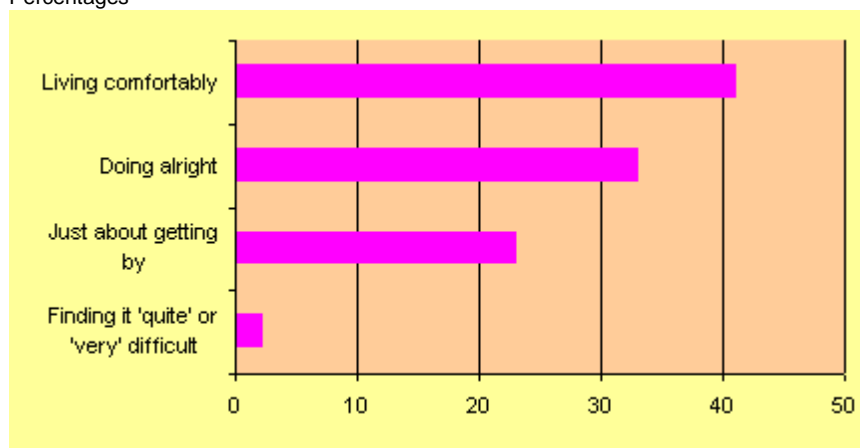
**Source: Households Below Average Income, Department of Work and Pensions**

Nationally, around 1 in 8 people of pensionable age enjoy an income in the national top 20%, with pensioners no more likely to fall into the 'poorest' 20% than people of working age. The income data used here is based on income after housing costs, which are, on the whole, much lower for pensioners – two-thirds of whom own their own home outright with no mortgage.

### **Pensioners' perception of how well they are managing financially<sup>1</sup>, 2003/04**

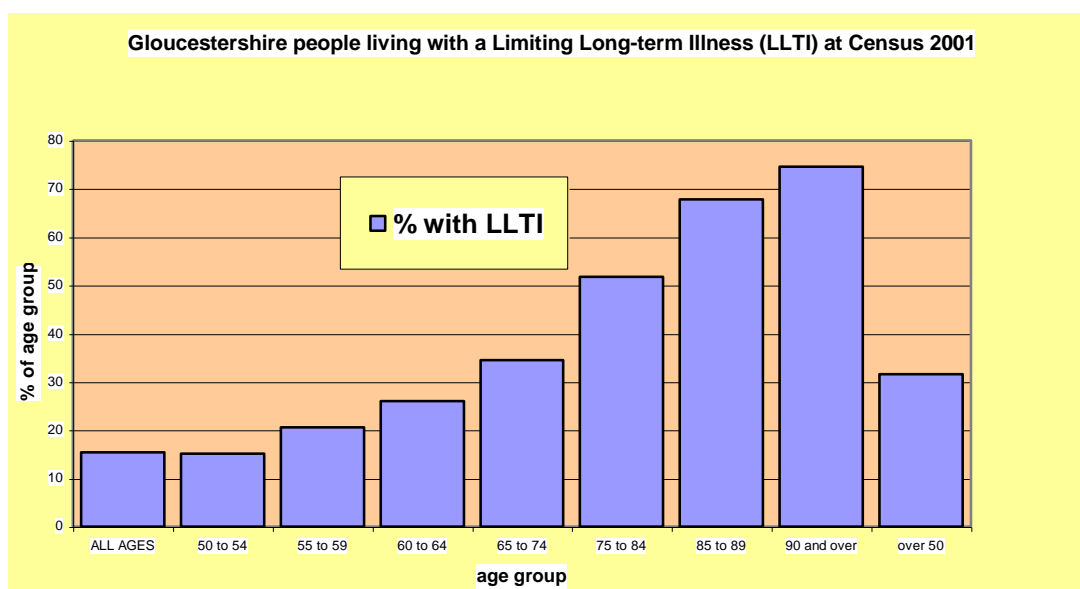
**Great Britain**

Percentages



Again from FoOP, the above graph shows that only a small minority of pensioners claim to experience financial hardship, and most commonly respond that they are 'living comfortably'.

**It's not all about money though is it? What about the quality of life for Older People? I mean, you can't put a price on your health can you? And there are no pockets in a shroud!**



Unsurprisingly, the older that people become, the more likely it is that they will experience ill-health and frailty. At ages 75 and over peoples lives are 'limited' by illness in more cases than not. Close to a third of over 50s report that their lives are limited by illness.

Gloucestershire residents admitted via Accident & Emergency 1999-2004	all residents	aged under 50	aged 50 to 64	aged 65 to 74	aged 75 to 84	aged 85 and over
admissions	240221	100853	34999	32233	43988	28148
population mid 2007	582500	365000	113500	52200	36800	15000
likelihood of admission compared to all residents	n/a	0.67	0.75	1.50	2.90	4.55
likelihood of admission compared to under 50s	n/a	n/a	1.12	2.23	4.33	6.79

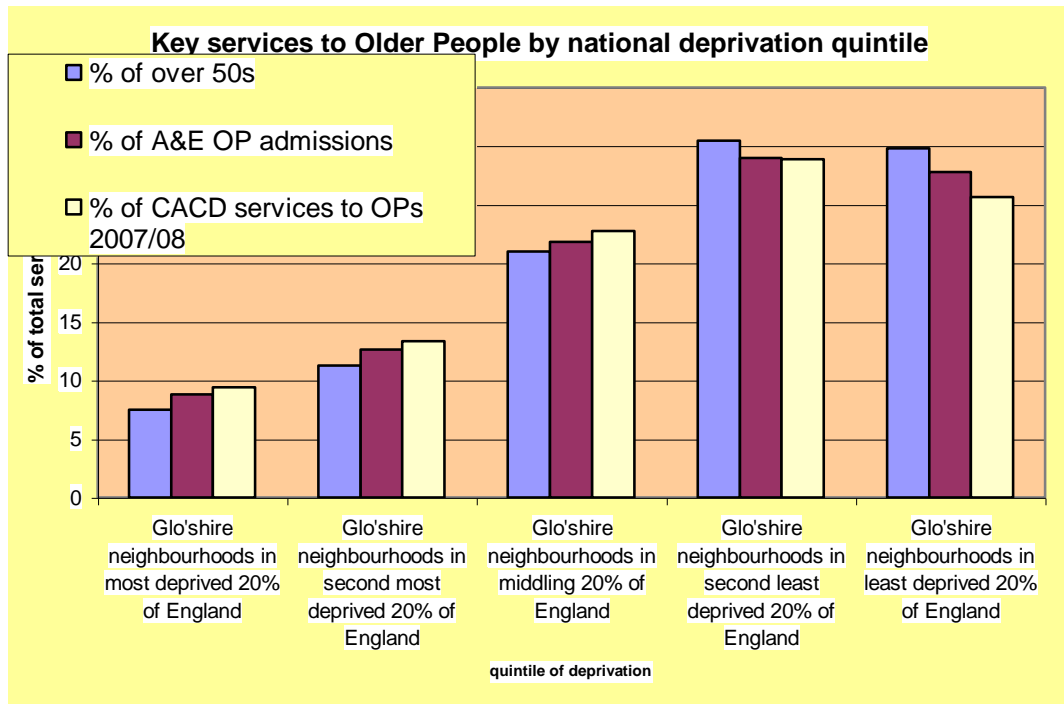
Whilst over 50s make up just over a third of Gloucestershire's residents they account for almost six out of ten (58%) Accident and Emergency admissions to hospital.

<b>Gloucestershire residents receiving services from CACD during 2007/08</b>	<b>all residents</b>	<b>aged under 50</b>	<b>aged 50 to 64</b>	<b>aged 65 to 74</b>	<b>aged 75 to 84</b>	<b>aged 85 and over</b>
<b>service users</b>	21582	2790	2539	3081	6628	6544
<b>population mid 2007</b>	582500	365000	113500	52200	36800	15000
<b>likelihood of receiving CACD services compared to all residents</b>	n/a	0.21	0.60	1.59	4.86	11.77
<b>likelihood of receiving CACD services compared to under 50s</b>	n/a	n/a	2.93	7.72	23.56	57.07

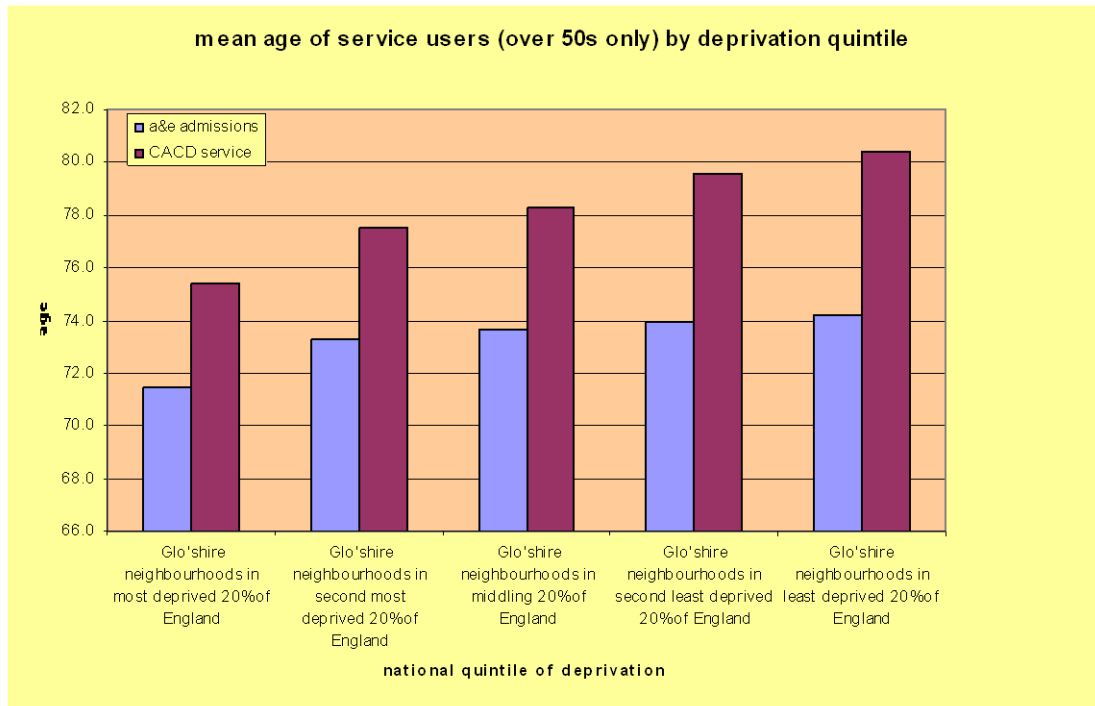
Almost nine out of ten of the people who received a social care service from Gloucestershire CACD during 2007/08 were aged 50 or over. Again, and unsurprisingly, the older people become the more likely it is that they will be receiving social care services, with approaching half (44%) of those aged over 85 receiving formal support from CACD.

<b>Services received from CACD during 2007/08</b>	<b>all service users</b>	<b>under 50</b>	<b>50 to 64</b>	<b>65 to 74</b>	<b>75 to 84</b>	<b>85 and over</b>
<b>Any service</b>	21582	2790	2539	3081	6628	6544
<b>Day Care</b>	2019	702	365	223	392	337
<b>Home Care</b>	5654	519	507	682	1837	2109
<b>Equipment for Independent Living</b>	9169	787	1217	1663	3196	2306
<b>Meals</b>	1525	17	79	124	543	762
<b>Residential Care</b>	3298	354	272	277	886	1509

<b>Likelihood of receiving services from CACD during 2007/08, compared to all residents</b>	<b>all service users</b>	<b>under 50</b>	<b>50 to 64</b>	<b>65 to 74</b>	<b>75 to 84</b>	<b>85 and over</b>
<b>Any service</b>	n/a	0.21	0.60	1.59	4.86	11.77
<b>Day Care</b>	n/a	0.55	0.93	1.23	3.07	6.48
<b>Home Care</b>	n/a	0.15	0.46	1.35	5.14	14.49
<b>Equipment for Independent Living</b>	n/a	0.14	0.68	2.02	5.52	9.77
<b>Meals</b>	n/a	0.02	0.27	0.91	5.64	19.40
<b>Residential Care</b>	n/a	0.17	0.42	0.94	4.25	17.77

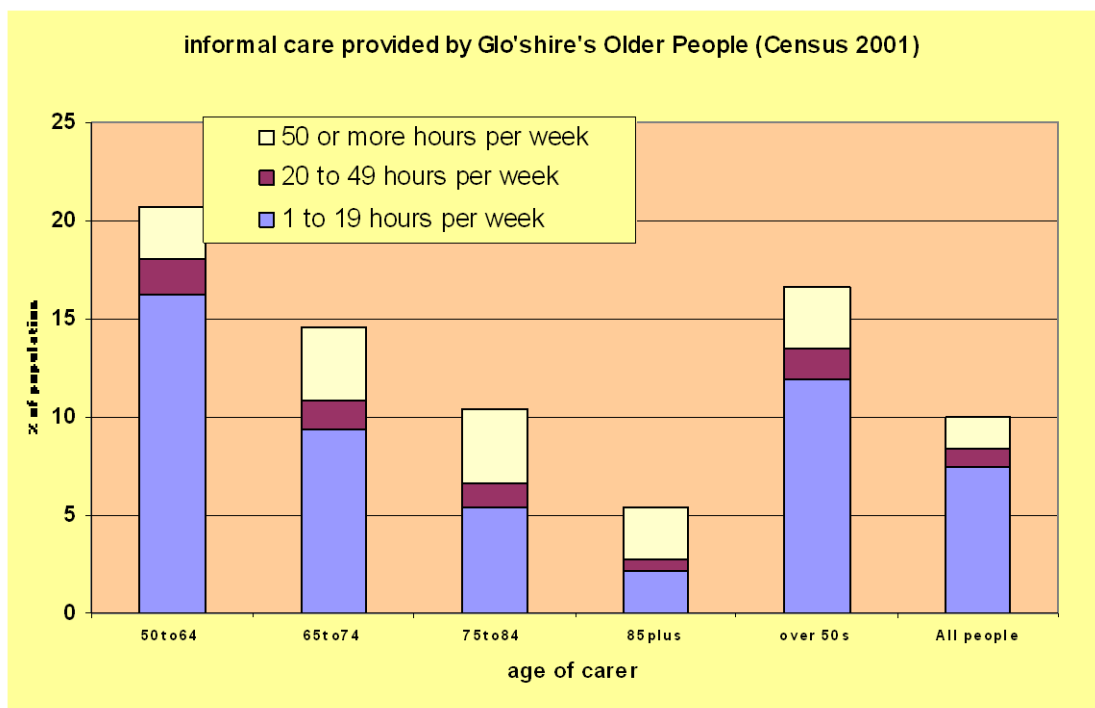


Older People in the least deprived parts of Gloucestershire are less likely to be receiving health and social care services than those in the most deprived neighbourhoods, although this difference is not particularly marked. When we consider the ages of these service users however, we see that ill-health and frailty is experienced younger by those in the most deprived neighbourhoods.



**It's good that our social care and health organisations are looking after these Older People though, isn't it?**

It is, of course, but that's far from the whole story. Many Older People are looking after themselves, and looking after others.



Around one-in-six of Gloucestershire's Older People are providing informal care to a partner, relative, friend or neighbour.

Older People are more likely to be providing informal care than younger people.

# Rural Gloucestershire?

Why is this section called 'Rural Gloucestershire?' with a question mark? Surely Gloucestershire is a rural County?

You'd think so wouldn't you? For example, if you were loaded into a big gun in London and fired at Gloucestershire, you would expect, in all likelihood, to land in a field. Most of the 'territory' of Gloucestershire is 'green' - from the meadows of the Berkeley and Severn Vales, to the woodlands of the Forest of Dean and the slopes and valleys of the Cotswolds. Intuitively we 'know' that Gloucestershire is a rural County. The Office for National Statistics (ONS), however, see Gloucestershire rather differently.

What have the ONS got to do with it?

Well, following the 2001 Census the ONS carried out a national exercise which classified all the small neighbourhoods in England as 'rural' or 'urban'.

What are these 'small neighbourhoods'?

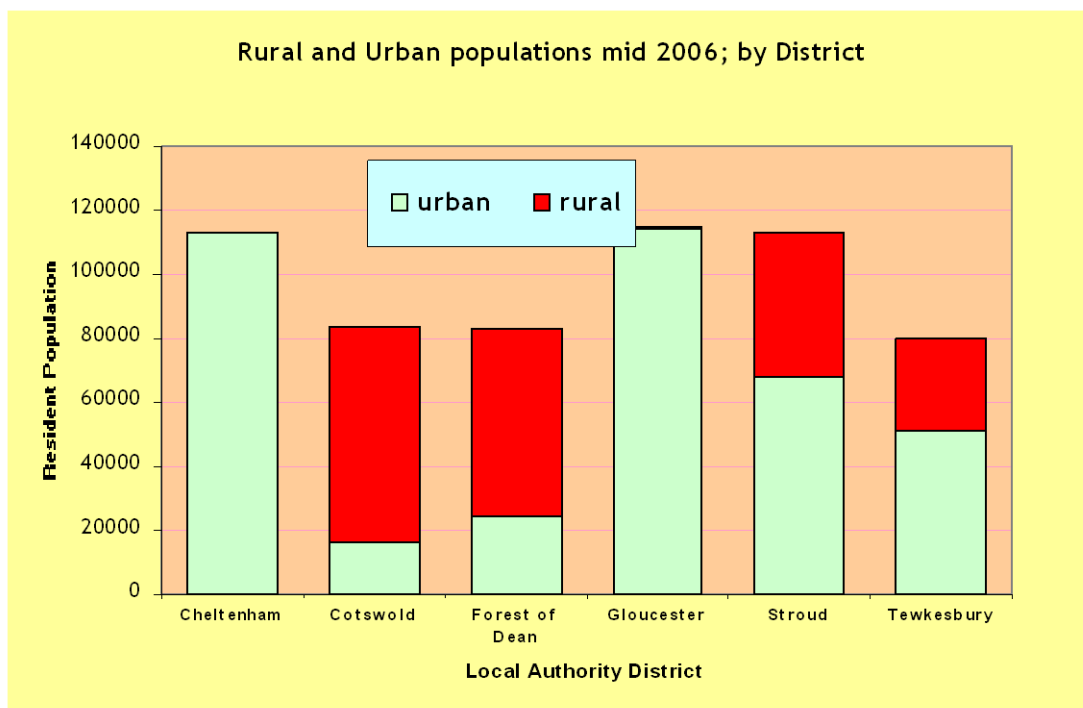
Okay. The ONS, using the 2001 Census, divided the whole country up into small units, called Census Output Areas (COAs), as their smallest reporting unit for Census data. Gloucestershire is divided up into 1944 of these COAs, each containing something like 120 to 150 households, maybe 300 or so residents. It is these 'small neighbourhoods' that have each been defined, by the ONS, as 'rural' or 'urban'. If you're interested in the technical details of the ONS classification you could [click here](#).

What does this ONS classification say about Gloucestershire?

According to ONS definitions very nearly two-thirds of Gloucestershire's residents live in urban areas. So, whilst most of the territory might be 'green' the majority of people in the County live in an urban environment. Of our six Local Authority districts only Cotswold and Forest of Dean have a majority of their populations living in rural areas.

Population mid 2006	urban	rural	total	% urban	% rural
Cheltenham	112981	0	112981	100.0	0.0
Cotswold	16069	67762	83831	19.2	80.8
Forest of Dean	24442	58875	83317	29.3	70.7
Gloucester	114677	389	115067	99.7	0.3
Stroud	68334	44756	113090	60.4	39.6

Tewkesbury	51234	28778	80011	64.0	36.0
GLOUCESTERSHIRE	387737	200560	588297	65.9	34.1



Amongst Gloucestershire's six Districts it is only Cheltenham that has a wholly urban population; Gloucester has a very small rural population in Westgate ward.

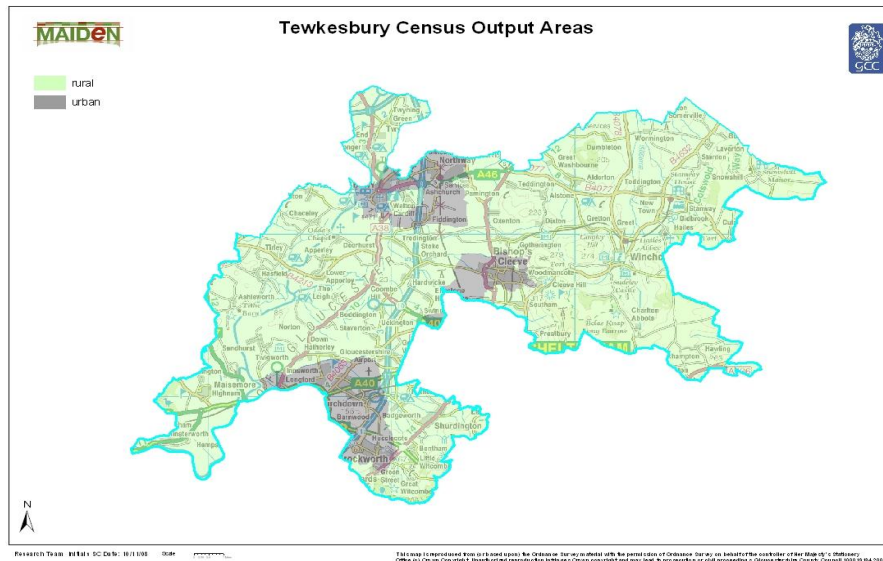
Cotswold District's urban population is focussed on Cirencester.



The Forest of Dean has urban settlements at Cinderford and Coleford, and at Tidenham.







**So, Gloucestershire is a rural county, with a mostly urban population?**

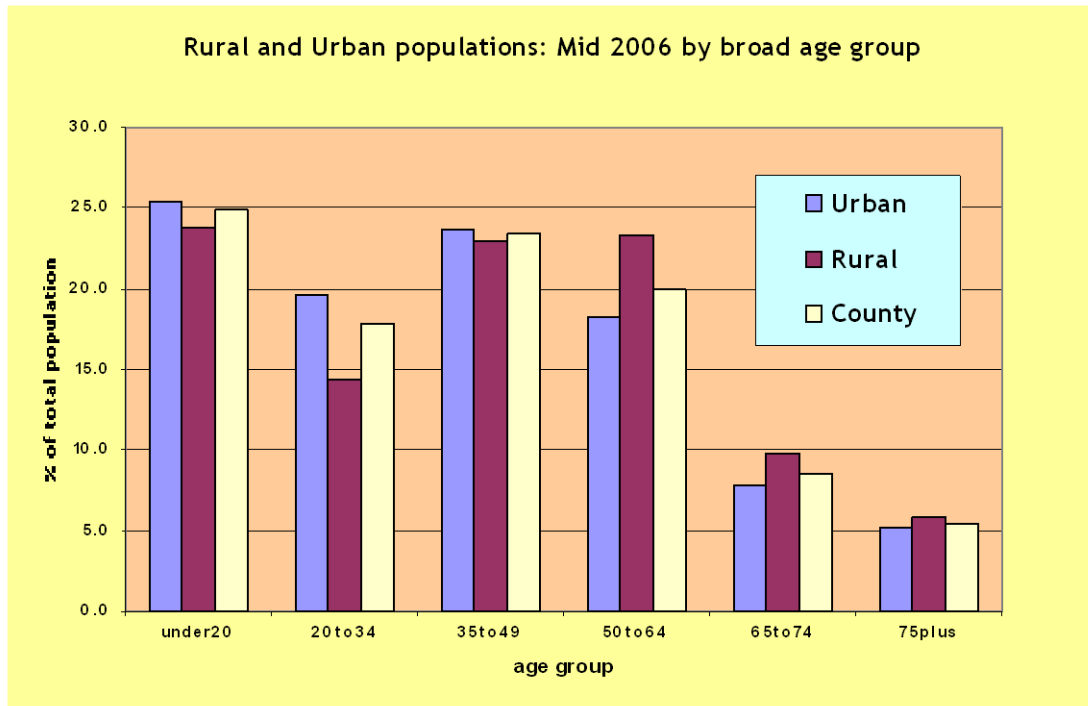
That's about the size of it, yes.

**What are the differences between our urban and rural populations? Is it all rich people in the rural areas or something?**

It's not quite as simple as that, although there certainly are differences that we can identify. For example, the rural population of Gloucestershire is, broadly, 'older' than the urban population.

**What does that mean, 'older'?**

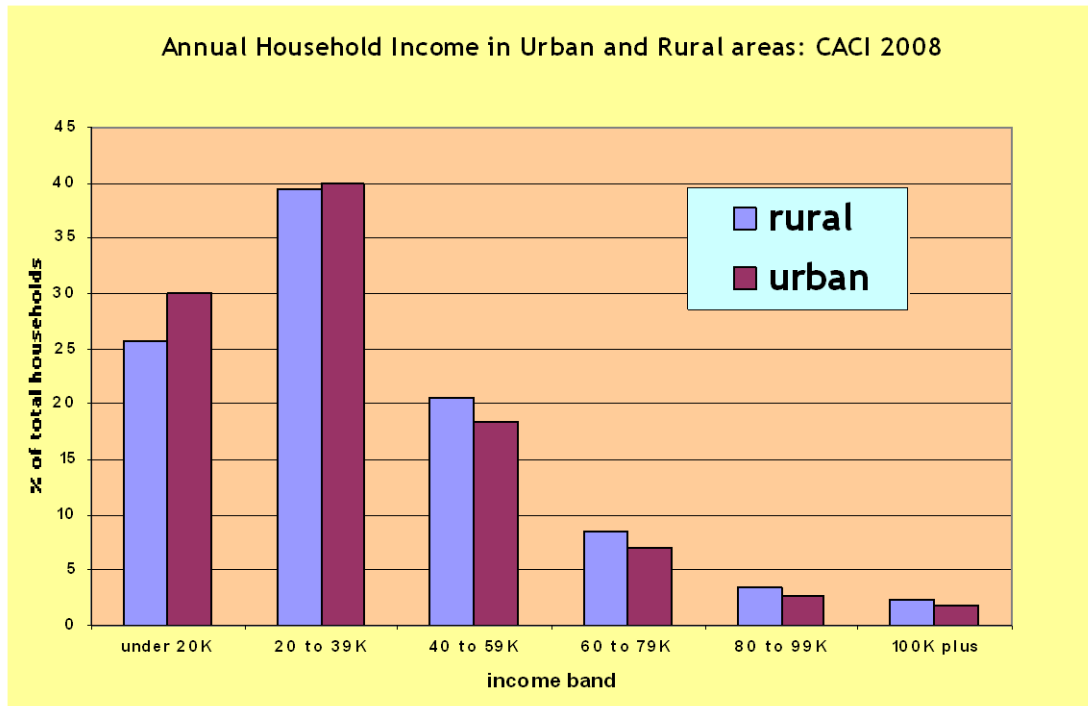
If you look at the graph below you'll see that there is a marked difference in the age profiles of our urban and rural populations.



If you were to pick a rural resident at random they'd be more likely to be aged 50 or over than a randomly selected urban resident - 39% of rural dwellers are aged over 50, compared to 31% of urban dwellers. Conversely 45% of urban dwellers are aged under 35, compared to 38% of rural dwellers.

**But people who live in the countryside are more wealthy than people who live in towns, aren't they?**

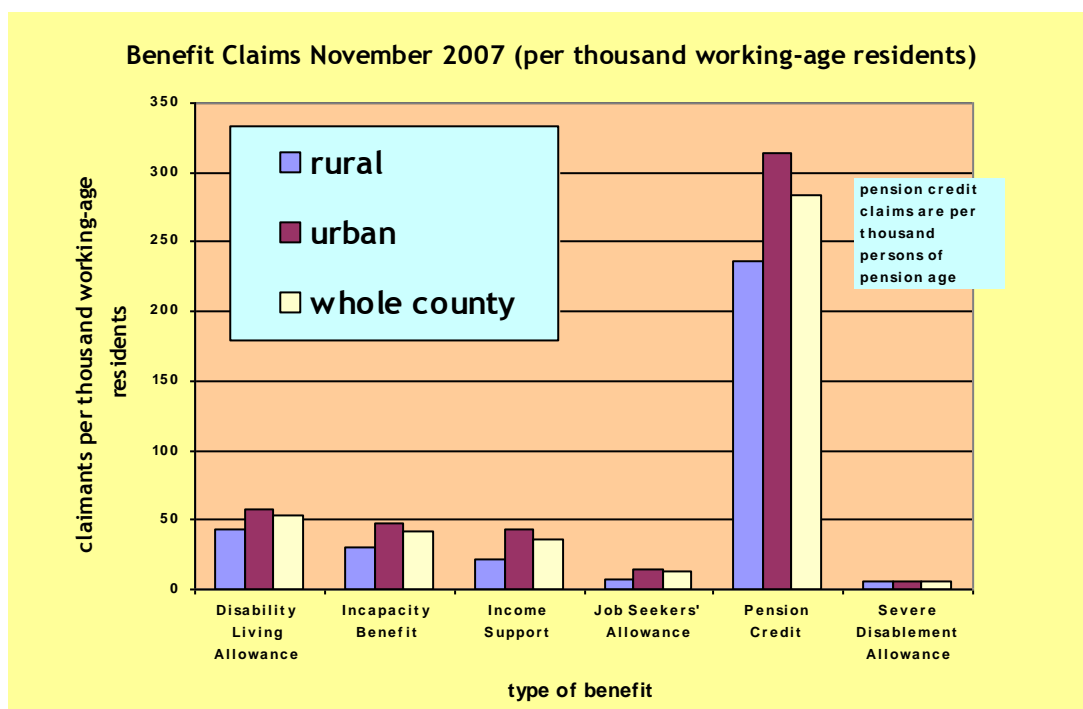
On the face of it, yes. Mean household income in Gloucestershire's rural neighbourhoods is £2845 higher than mean household income in our urban neighbourhoods. This is based on private sector estimates of household income (CACI Ltd., 2008), which give a mean household income of £36,621 per annum in rural neighbourhoods, and £33,776 in urban neighbourhoods. The graph below shows the differences in annual household income by income band in rural and urban neighbourhoods.



However, the large majority of households in both rural and urban neighbourhoods have an annual household income below £40,000 - 65% of households in rural areas and 70% in urban neighbourhoods.

**But, on the graph, urban households appear much more likely to have incomes below £20,000 per year. Is that because most benefit claimants live in urban neighbourhoods?**

It's certainly true that 'welfare dependency' is more common in urban neighbourhoods than in rural ones. However, according to Department of Work and Pensions figures there are benefit claimants in every ward in Gloucestershire, whether urban or rural. The graph below shows the rates of claim for a number of key welfare benefits in rural and urban neighbourhoods.



Whilst claimant rates in rural neighbourhoods are lower, across the board, than in urban neighbourhoods, they are far from negligible. Almost a quarter of rural pensioners rely on Pension Credit benefits and, whilst 'out-of-work' benefits such as Income Support and Job-Seeker's Allowance are much more commonly claimed in urban neighbourhoods, benefits related to ill-health and/or disability (Disability Allowance; Incapacity Benefit; Severe Disablement Allowance) have rural claimant rates which are similar to, albeit lower than, urban claimant rates.

**But the overall picture is one where people living in rural neighbourhoods are better off than those in urban neighbourhoods isn't it?**

Yes it is, when we look at income levels and levels of welfare dependency, certainly. But, we have to consider also the factor of access to services. Have a look at this table to see what we mean.

Destination	average drivetime to nearest (minutes)	
	from rural neighbourhoods	from urban neighbourhoods
Accident & Emergency	18.2	7.4
Dentists	17.2	9.5
FE colleges	10.8	4.5
Childrens Centre	7.2	2.2

Pharmacies	5.8	2.0
Swimming Pool	5.6	2.3
Opticians	5.3	2.0
Secondary School	5.1	2.1
Health & Fitness sites	4.8	1.8
Market Towns	4.6	2.6
Banks & Building Societies	4.5	2.0
Libraries	4.4	2.0
Supermarket	4.1	1.5
GP	3.9	1.9
Post Office	2.3	1.3
Primary School	2.1	1.2

People living in rural neighbourhoods have to travel much further to reach key services than people in urban neighbourhoods - in the case of most of these destinations twice as far, if not, often, more than twice as far. Assuming that people in rural neighbourhoods find that the nearest 'facility' is the one most appropriate to their needs they will spend twice as much of their time travelling to these facilities and, consequently, will spend twice as much in fuel costs to get to them, when compared to people living in urban neighbourhoods. When the ONS carried out a national survey of Household Spending in 2007 it found that 14% of household expenditure in the South-West is dedicated to 'motoring' (for details [click here](#)). If we can assume that this figure holds true for Gloucestershire then we might further assume that a significant portion of the household income gap between rural and urban households is taken up in the much higher transport costs experienced by residents of our rural neighbourhoods.

### **Wouldn't people in rural neighbourhoods be better off using public transport then?**

Indeed, according to the 2001 Census around one-in-eight of all households in rural neighbourhoods don't own a vehicle, so a significant minority of people in rural areas rely on public transport if they want to be independent. The trouble is that rural neighbourhoods are not well served by public transport. We have calculated, for example, that 16% of rural neighbourhoods have no effective public transport access to a GP Surgery.

### **What do you mean, 'no effective public transport'?**

What we mean by this is that a person may not be able to take the next available appointment at the Surgery because the public transport journey would take more than 2 hours, with a significant journey break or a long walk in it; or, that they can get to the

Surgery by public transport, but then can't get back home again. That sort of thing.

Whilst the benefit claims figures might show that socio-economic deprivation is not as prevalent in rural neighbourhoods as in urban ones the problems of accessibility add another dimension to the deprivation that can be found right across Gloucestershire's rural neighbourhoods - remember there are benefit claimants in every ward in Gloucestershire. For example, an unemployed person in an urban neighbourhood should easily be able to visit the Job Centre every day, on foot or by bicycle; an unemployed person in a rural area is going to struggle, firstly to visit the Job Centre, and secondly to afford the journey, where it is possible at all.

**This is all very interesting, but what does it mean for the services we deliver?**

The tables and graphs below show examples of what we might call 'service activity rates' in rural and urban neighbourhoods, across the themes of our major partnerships.

<b>Children &amp; Young People Services</b>	numbers in rural neighbourhoods	numbers in urban neighbourhoods	rural rate per thousand children	urban rate per thousand children	rural:urban ratio
Registered Childcare settings at February 2007	444	878	9.75	9.25	1.05
Children who borrowed books from the Library during 2005	5662	11270	29.60	30.19	0.98
accident admissions of under 17s 1999 to 2004	1839	4538	40.40	47.78	0.85
Children with Disabilities Feb 2005	178	466	3.91	4.91	0.80
emergency admissions under 17 1999 to 2004	8487	23759	186.43	250.17	0.75
Children in Need Referrals 2005/06	546	2367	11.99	24.92	0.48
Young Offenders 2005-2006	100	577	2.20	6.08	0.36
Looked After Children Feb 2005	57	334	1.25	3.52	0.36

Children living in rural neighbourhoods appear much less likely than their urban peers to experience crises - rural children are half as likely as urban children to be referred to Children in Need services, and just over a third as likely to become 'Looked After'. Children from rural neighbourhoods also appear much less likely than urban children to become Young Offenders.

Children from rural neighbourhoods are less likely to be admitted to hospital in an emergency, or following an accident, than their urban peers. It isn't clear to what extent rural children are less accident- or emergency-prone than urban children, or if their distance from

accident and emergency services means that their 'condition' has to be more serious for their carers to decide to take them to A&E.

<b>Healthy Living &amp; Older People Services</b>	<b>numbers in rural neighbourhoods</b>	<b>numbers in urban neighbourhoods</b>	<b>rural rate per thousand residents</b>	<b>urban rate per thousand residents</b>	<b>rural:urban ratio</b>
Weekly Alcohol Spend (£) (CACI 2006)	874062.84	1482550.77	5995.40	5325.86	1.13
Provision of unpaid care: All people who provide unpaid care (20 to 49 hours per week)	20262	35434	138.98	127.29	1.09
births 1999-2003	8969	20990	157.87	156.24	1.01
accident admissions 1999 to 2004	9458	19608	49.44	52.52	0.94
emergency admissions over 75 1999 to 2004	22142	40920	1182.37	1269.37	0.93
accident admissions of over 75s 1999 to 2004	3154	5854	168.42	181.60	0.93
CACD Adult Referrals 2005/06: aged over 75	9194	18084	490.95	560.98	0.88
CACD active cases March 31st 2006: Residential care	505	1103	3.46	3.96	0.87
emergency admissions 1999 to 2004	64900	146063	339.24	391.23	0.87
Low Birthweight Babies (under 25kg) 1999 to 2003	564	1529	62.88	72.84	0.86
CACD active cases March 31st 2006: Mental Health	370	838	2.54	3.01	0.84
CACD Adult Referrals 2005/06	15557	35239	106.71	126.59	0.84
Weekly Tobacco Spend (£) (CACI 2006)	622003.33	1455882.21	4266.47	5230.06	0.82
CACD active cases March 31st 2006: Home care cases	834	1989	5.72	7.15	0.80
CACD active cases March 31st 2006: Learning Disabilities	723	1796	4.96	6.45	0.77
CACD active cases March 31st 2006: aged 75 or over	2922	6839	156.03	212.15	0.74
CACD active cases March 31st 2006	5132	13865	35.20	49.81	0.71
CACD active cases March 31st 2006: Physical Disability	2721	7356	18.66	26.43	0.71
CACD active cases March 31st 2006: Equipment for independent living	529	1468	3.63	5.27	0.69
CACD active cases March 31st 2006: Day care services	466	1418	3.20	5.09	0.63

Rural dwellers spend 13% more, per head, per week, on alcohol than urban dwellers, but 18% less, per head, per week, on tobacco. People living in rural neighbourhoods are more likely than their urban counterparts to have substantial informal caring commitments.

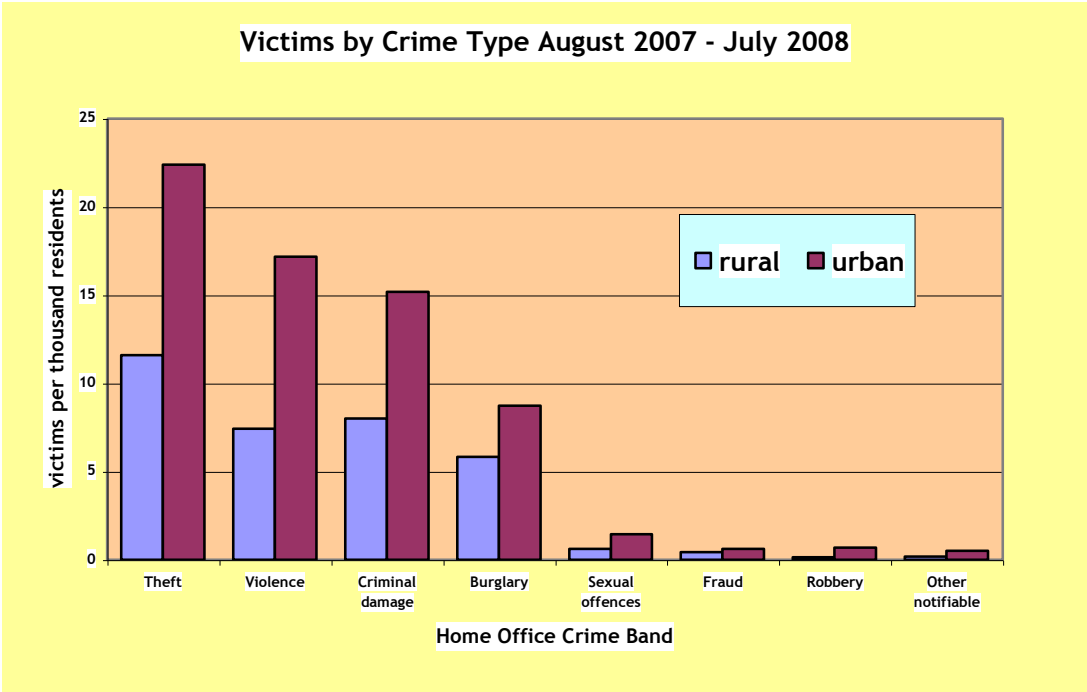
Birth rates are very similar across rural and urban neighbourhoods, but Low Birthweight Babies are less common in rural neighbourhoods.

Rates for all accident admissions, and for accident and emergency admissions of over 75s are a little lower in rural neighbourhoods than in urban neighbourhoods.

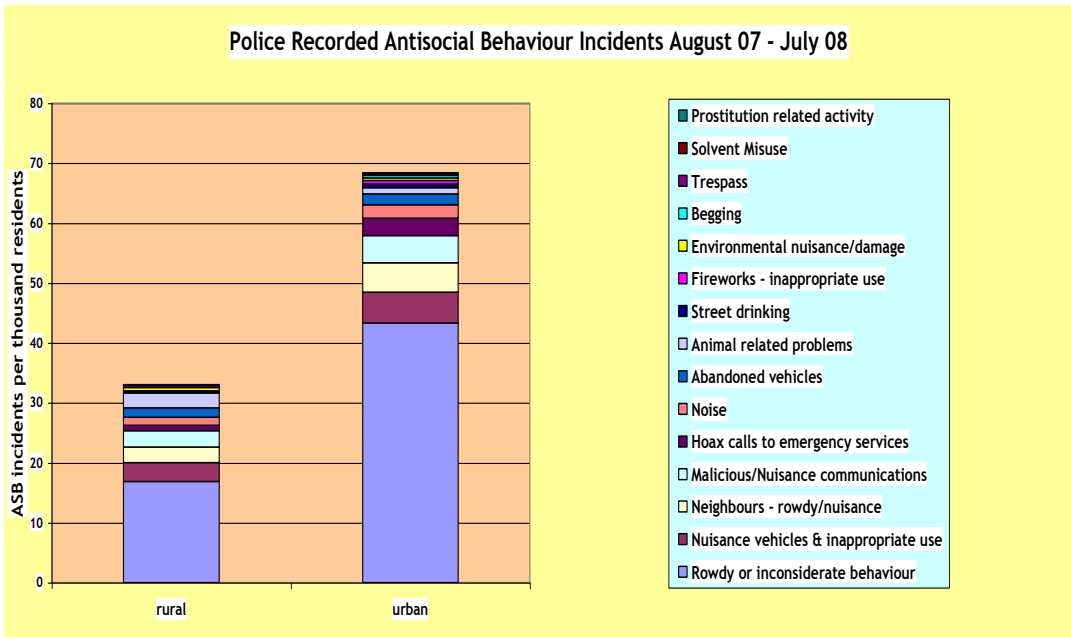


Residents of rural neighbourhoods appear less likely than urban residents to be receiving any of a range of services through the Community and Adult Care Directorate.

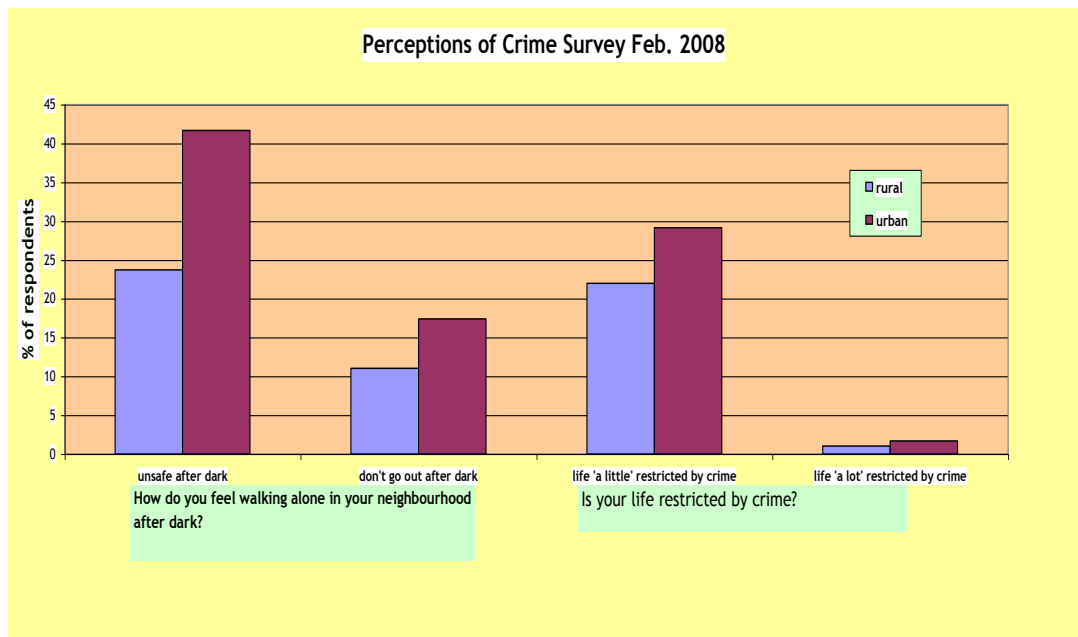
Crime and Community Safety



Residents of rural neighbourhoods are half as likely as urban dwellers to become the victim of any recorded crime.



Similarly, rural dwellers are half as likely as urban dwellers to report incidents of anti-social behaviour to the Police.



The differences between urban and rural neighbourhoods appear less marked when it comes to Perceptions of Crime, particularly where proportions who don't go out after dark or who feel their lives are restricted by crime are concerned.

# Gloucestershire's Deprived Neighbourhoods.

## How much deprivation is there in Gloucestershire?

Almost 11,000 Gloucestershire residents live in neighbourhoods which have been classified as being amongst the 10% most deprived neighbourhoods in England. Just under 44,000 Gloucestershire residents are living in the most deprived 20% of neighbourhoods in the country.

## What classification of deprivation is this?

It's the Index of Multiple Deprivation 2007 (IMD2007), commissioned from Oxford University by the Department for Communities and Local Government (DCLG). Every neighbourhood in England (more than 32,000 of them) has been given a 'Multiple Deprivation' score, so we have a score for each of 367 Gloucestershire neighbourhoods. These scores are very important as central Government departments routinely use the IMD2007 to target their own services, and also to prioritize which local service interventions and initiatives they will support.

## What do you mean by neighbourhoods?

Actually we're talking about something called Lower Super Output Areas (SOAs), which have been adopted by government as a basic unit for publishing data and information. Each SOA has a population of around 1500 people, and they 'nest' within District Electoral wards.

## What is the Index of Multiple Deprivation based on?

It's based on a range of data from national agencies, such as Benefits data from the Department of Work & Pensions, and 2001 Census data, amongst others. Each SOA has a score in a range of 'deprivation domains' (Income; Employment; Health & Deprivation; Education, Skills & Training; Housing & Services; Crime & Disorder; Living Environment) and the scores across these domains are combined to give an overall 'Multiple Deprivation' score.

## So, can we compare Gloucestershire and its neighbourhoods to other places in England?

Yes, indeed. The table below shows, for example, the summary figures for our six Districts and the County.

IMD 2007 Summary	Average Multiple Deprivation Score	National Rank of Average Score
Cheltenham	15.92	202 (out of 354 Local Authorities)
Cotswold	10.22	298 (out of 354 Local Authorities)
Forest of Dean	16.00	201 (out of 354 Local Authorities)
Gloucester	21.64	118 (out of 354 Local Authorities)
Stroud	11.14	280 (out of 354 Local Authorities)
Tewkesbury	11.23	279 (out of 354 Local Authorities)
Gloucestershire	14.68	121 (out of 149 Counties)

Based on average neighbourhood (SOA) scores the County as a whole, and five out of six Districts, are in the least deprived half of England. Only Gloucester City has an average score which puts it in the more deprived half of England.

Local Authority/C DRP area	residents living in most deprived 20% of England	residents living in second most deprived 20% of England	residents living in middling 20% of England	residents living in second least deprived 20% of England	residents living in least deprived 20% of England
Cheltenham	13764	18232	14536	24044	42405
Cotswold	0	1189	11833	39638	31171
Forest of Dean	0	9593	44979	25614	3131
Gloucester	28864	21994	17491	20717	26001
Stroud	0	8002	15805	52648	36635
Tewkesbury	1347	6954	18600	17474	35636
COUNTY	43975	65963	123244	180136	174979

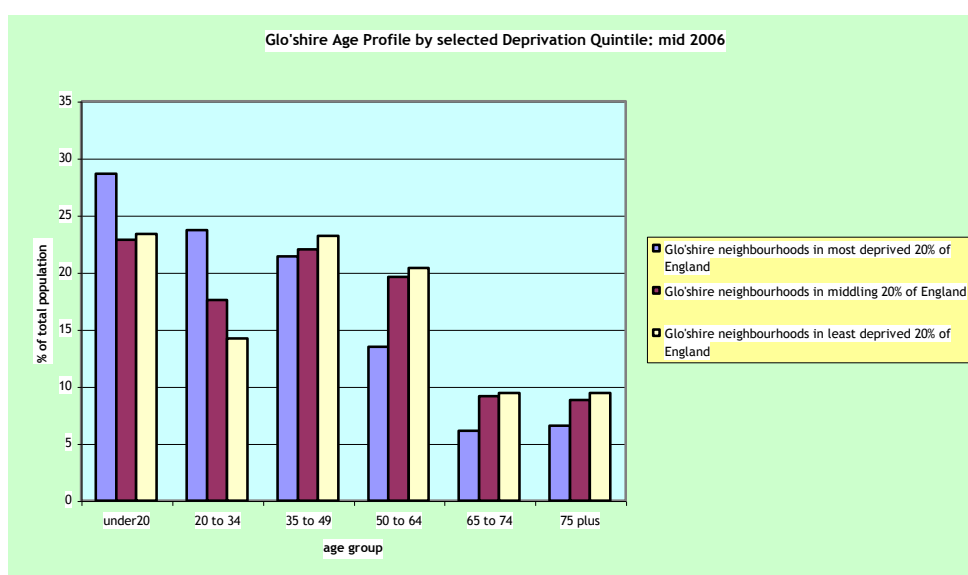
Deprivation is not distributed equally across the County or its Districts; of the 28 Gloucestershire neighbourhoods which fall into the national most deprived 20%, 19 are in Gloucester, 8 in Cheltenham, and one in Tewkesbury. The majority of these neighbourhoods are predominantly residential areas, although there are a small number of commercial areas in the list.

Gloucestershire Neighbourhoods (SOAs) in national most deprived 20%	Ward Name Indicator	Local Authority	IMD 2007 National Rank
E01022333	PODSMEAD 1	Gloucester	886
E01022319	MATSON AND ROBINSWOOD 1	Gloucester	1341
E01022152	St PAUL'S 2	Cheltenham	1575

E01022349	WESTGATE 3	Gloucester	1895
E01022311	KINGSHOLM AND WOTTON 3	Gloucester	2360
E01022347	WESTGATE 1	Gloucester	2745
E01022147	St MARK'S 1	Cheltenham	3136
E01022122	HESTERS WAY 3	Cheltenham	3725
E01022133	OAKLEY 3	Cheltenham	3812
E01022291	BARTON AND TREDWORTH 4	Gloucester	3818
E01022289	BARTON AND TREDWORTH 2	Gloucester	4049
E01022160	SPRINGBANK 2	Cheltenham	4191
E01022323	MATSON AND ROBINSWOOD 5	Gloucester	4215
E01022120	HESTERS WAY 1	Cheltenham	4216
E01022346	TUFFLEY 4	Gloucester	4250
E01022164	SWINDON VILLAGE 2	Cheltenham	4608
E01022292	BARTON AND TREDWORTH 5	Gloucester	4875
E01022329	MORELAND 4	Gloucester	4977
E01022332	MORELAND 7	Gloucester	5072
E01022458	TEWKESBURY PRIOR'S PARK 3	Tewkesbury	5330
E01022286	BARNWOOD 5	Gloucester	5562
E01022322	MATSON AND ROBINSWOOD 4	Gloucester	5667
E01022293	BARTON AND TREDWORTH 6	Gloucester	5976
E01022324	MATSON AND ROBINSWOOD 6	Gloucester	6084
E01022121	HESTERS WAY 2	Cheltenham	6105
E01022320	MATSON AND ROBINSWOOD 2	Gloucester	6250
E01022288	BARTON AND TREDWORTH 1	Gloucester	6337
E01022131	OAKLEY 1	Cheltenham	6414

You can find out all about the IMD2007 and Gloucestershire if you [click here](#).

**What is the difference between life in our most deprived areas and life in our more comfortable neighbourhoods?**

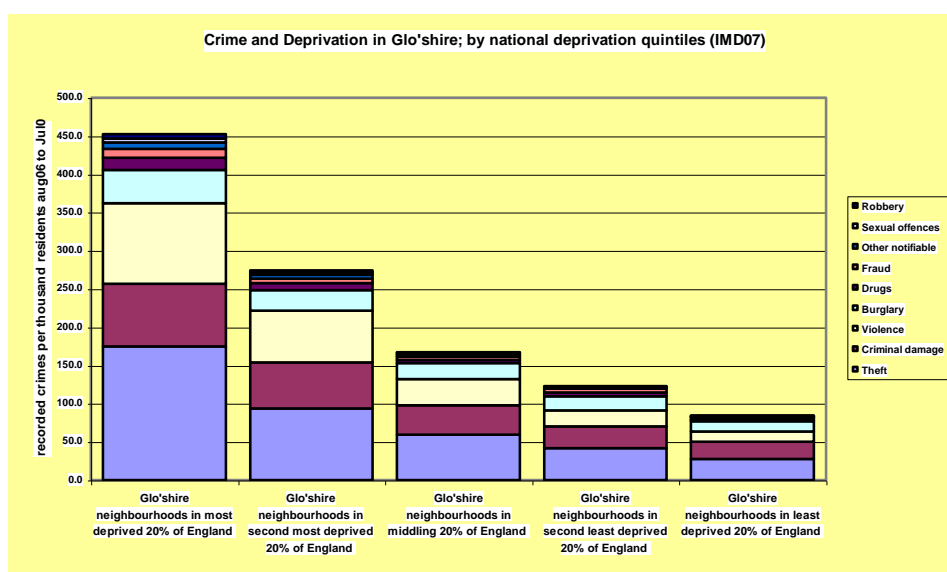


For a start people in our most deprived communities are ‘younger’, with half of the population of Gloucestershire neighbourhoods in the most deprived 20% of England being aged under 35. If we look at our least deprived neighbourhoods we find that just 37% of residents are under 35. Also, in our least deprived neighbourhoods 40% of residents are aged 50 or over, compared to just a quarter of residents of our most deprived communities.

If we just look at local data about our key services we can see some quite dramatic differences in life experiences within Gloucestershire.

## Community Safety and Deprivation

As the graph and table below show there is a significant disparity in crime rates between the least deprived and most deprived communities in Gloucestershire, with overall recorded crime rates per thousand residents around 5 times higher in our most deprived neighbourhoods than in our least deprived neighbourhoods. Our most deprived communities experience around a fifth of all recorded crime, but have just 7.5% of the County’s residents.

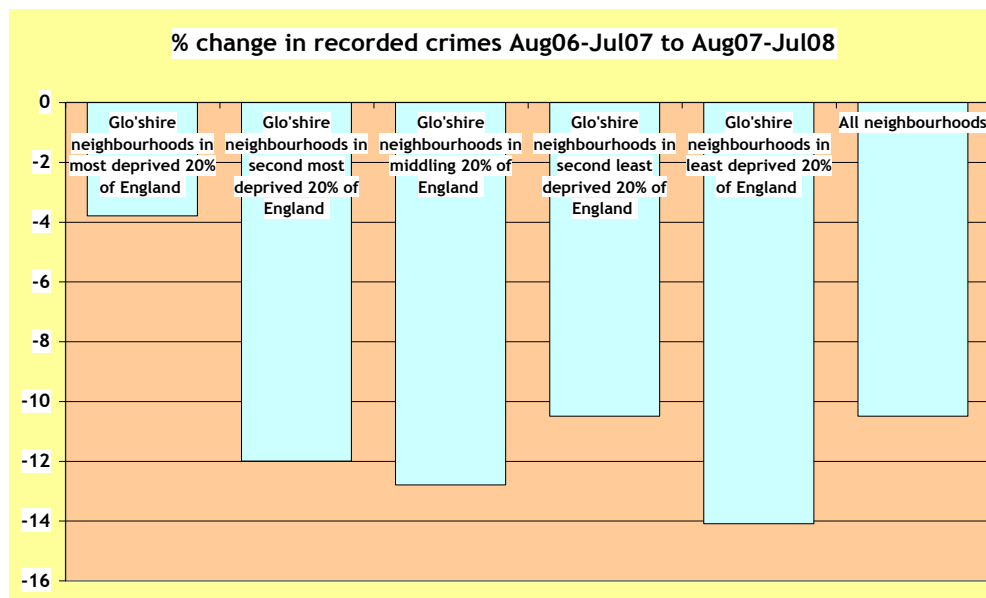


## Recorded Crimes

recorded crimes August 2006 to July 2008 per thousand residents (mid06)	Glo'shire neighbourhoods in most deprived 20% of England	Glo'shire neighbourhoods in second most deprived 20% of England	Glo'shire neighbourhoods in middling 20% of England	Glo'shire neighbourhoods in second least deprived 20% of England	Glo'shire neighbourhoods in least deprived 20% of England
Theft	174.8	94.0	59.6	42.0	27.6
Criminal damage	81.7	60.0	38.1	28.3	23.0
Violence	105.6	67.2	34.7	20.7	12.9
Burglary	43.0	26.9	20.5	18.7	13.3
Drugs	16.5	9.4	4.1	4.5	1.7

Fraud	11.1	6.1	4.4	5.1	3.6
Other notifiable	8.3	4.7	2.7	1.4	0.8
Sexual offences	5.5	3.6	2.5	1.5	1.0
Robbery	5.7	2.1	0.8	0.7	0.4
total crimes	452.3	273.9	167.4	122.9	84.2

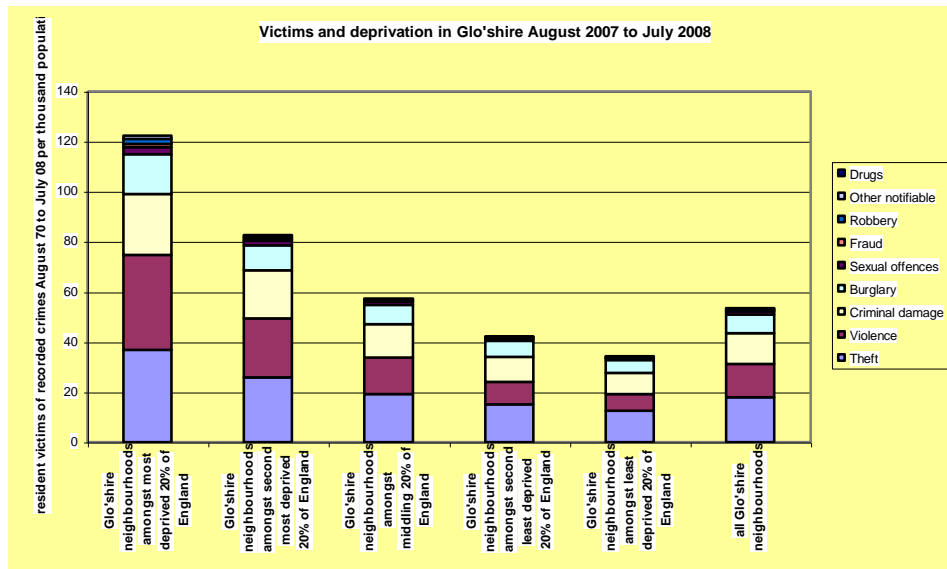
As well as experiencing much higher crime rates the most deprived County neighbourhoods have also experienced much less benefit from the reducing levels of crime over the past 2 years.



Overall numbers of recorded crimes have fallen by 10.5% across the County as a whole between the two periods; in the most deprived communities, however, this reduction has amounted to just 3.8% - with recorded crime falling around 4 times more (in percentage terms) in our least deprived neighbourhoods than in our most deprived communities.

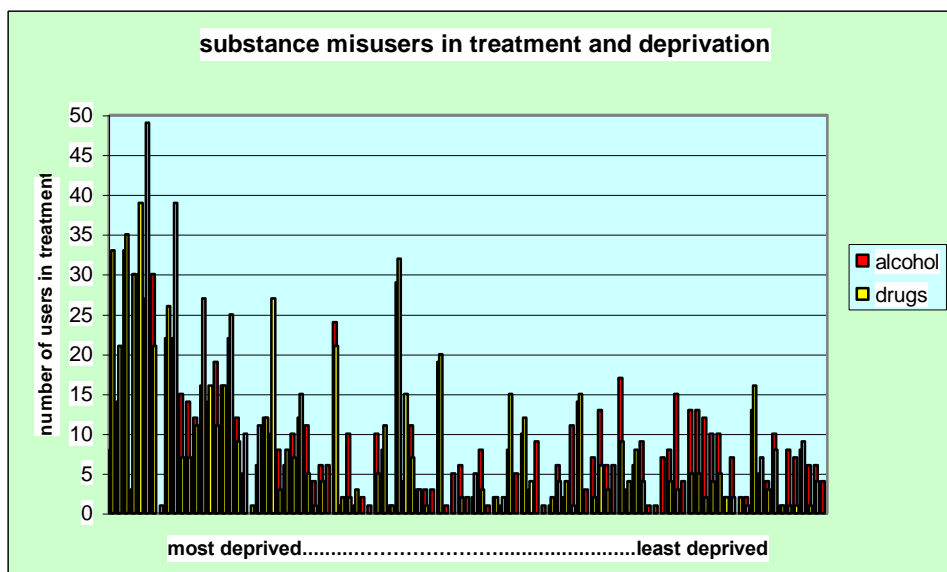
### Victims of crime

The figures above are based on the location of crimes, by deprivation quintile. The graph below shows the distribution of victims of crime.



People who live in our most deprived neighbourhoods are much more likely than other residents of the County to become victims of a recorded crime, and four times more likely than residents of our least deprived communities.

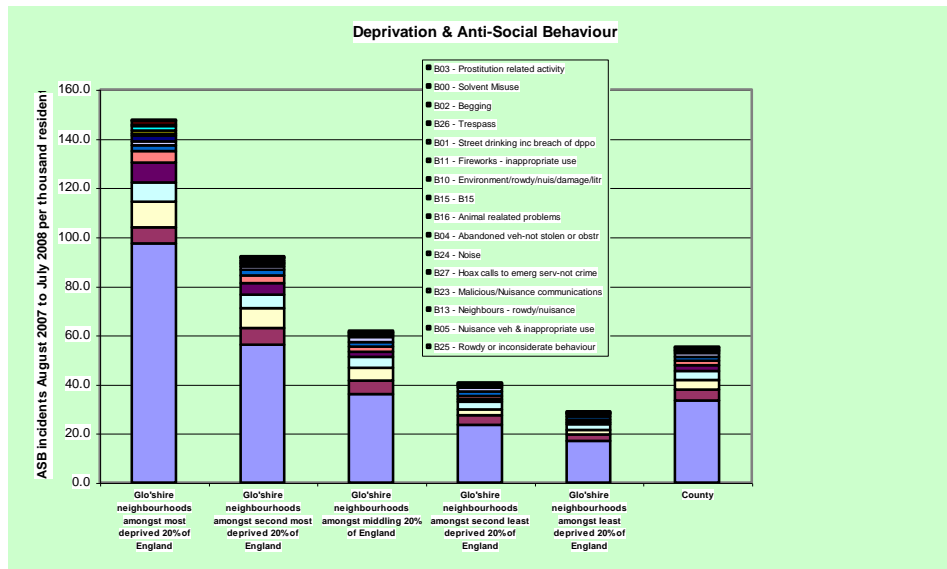
### Substance Misuse



Because of data sensitivity we are not able to assign substance misusers in treatment to a specific deprivation quintile. However, by assigning a calculated deprivation score to the postcode sector of residence it has been possible to graph misusers in treatment against neighbourhood deprivation - showing, very broadly, that the more deprived the neighbourhood the more substance misusers in treatment there are likely to be.

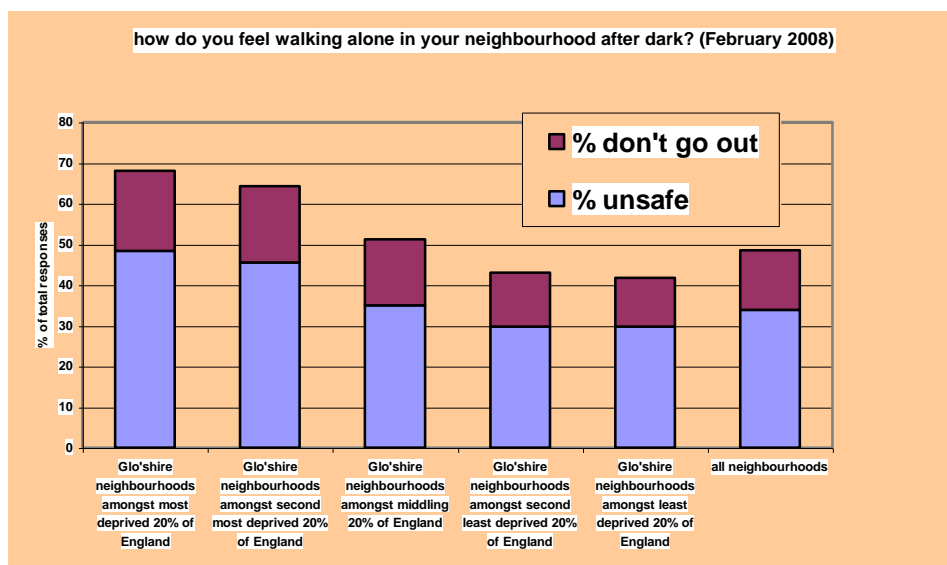
### Anti-Social Behaviour



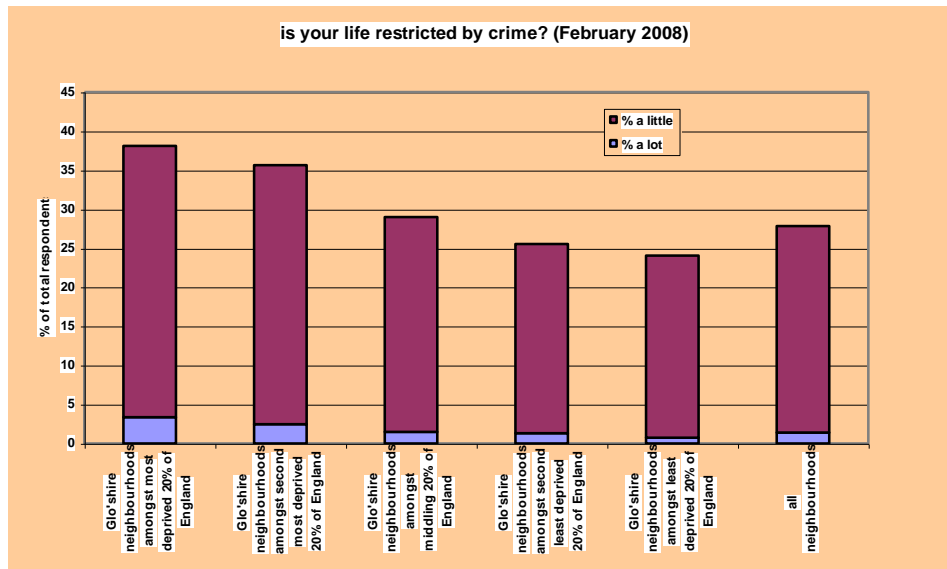


Residents of our most deprived communities are significantly more likely than other Glo'shire residents to experience anti-social behaviour in their neighbourhoods (based on police recorded ASB incidents).

### Perceptions of crime



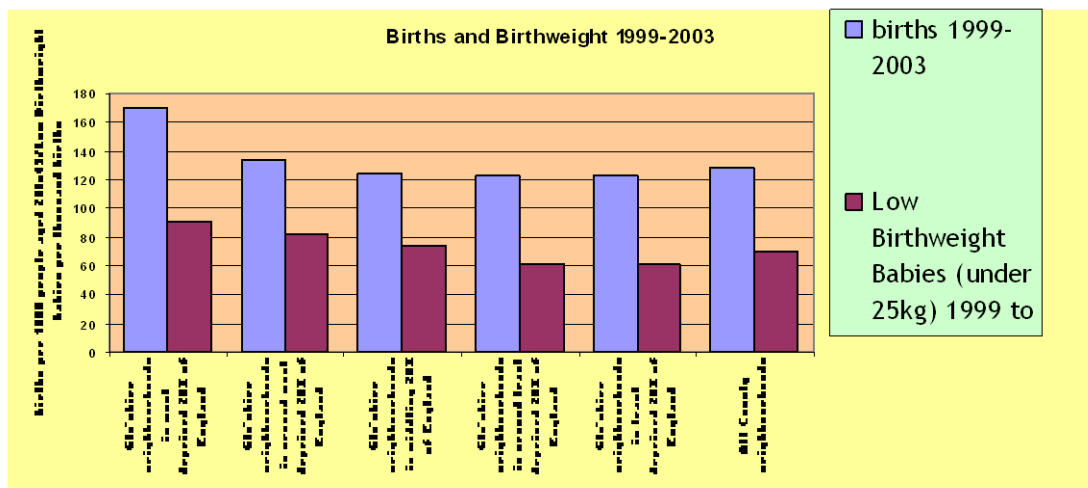
Based on responses to Glo'shire's 2008 Perceptions of Crime survey residents of our most deprived communities feel less safe in their neighbourhoods than residents in less deprived areas. In the most deprived communities very nearly half of respondents felt unsafe after dark, with a quarter not going out at all after dark.



The more deprived the neighbourhood the more likely it is that respondents will feel that their lives are restricted by crime.

People's perceptions of crime appear much less polarised across the quintiles of deprivation than do the 'facts' of crime in the County, with less 'difference' in perceptions over the range of quintiles. Whilst there are five times as many recorded crimes per thousand residents in the most deprived communities as in the least deprived a quarter of respondents from our least deprived communities feel that their lives are restricted by crime, compared to a third of respondents in our most deprived communities.

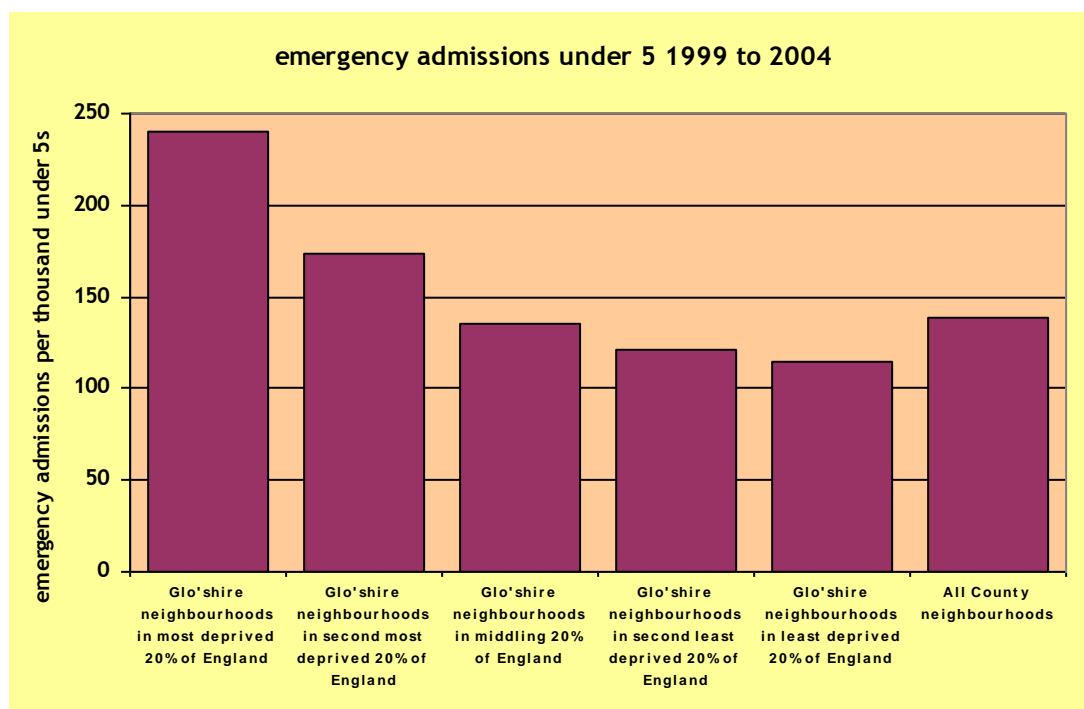
## Children & Young People



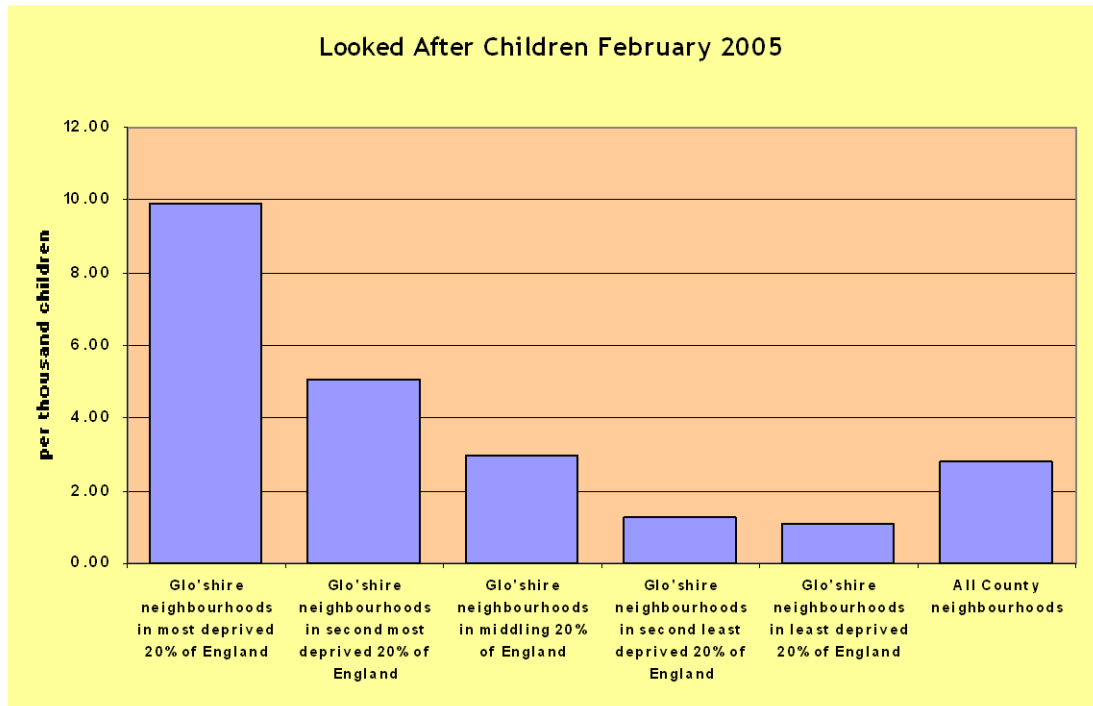
Birth rates are almost 40% higher in our most deprived communities than in our most comfortable, with low birthweight babies almost 50% more common. Ongoing work for the Joint Strategic Needs Assessment for Health and Social Care (JSNA) suggests that,

compared to mothers from our most comfortable communities, expectant mothers from our most deprived neighbourhoods are

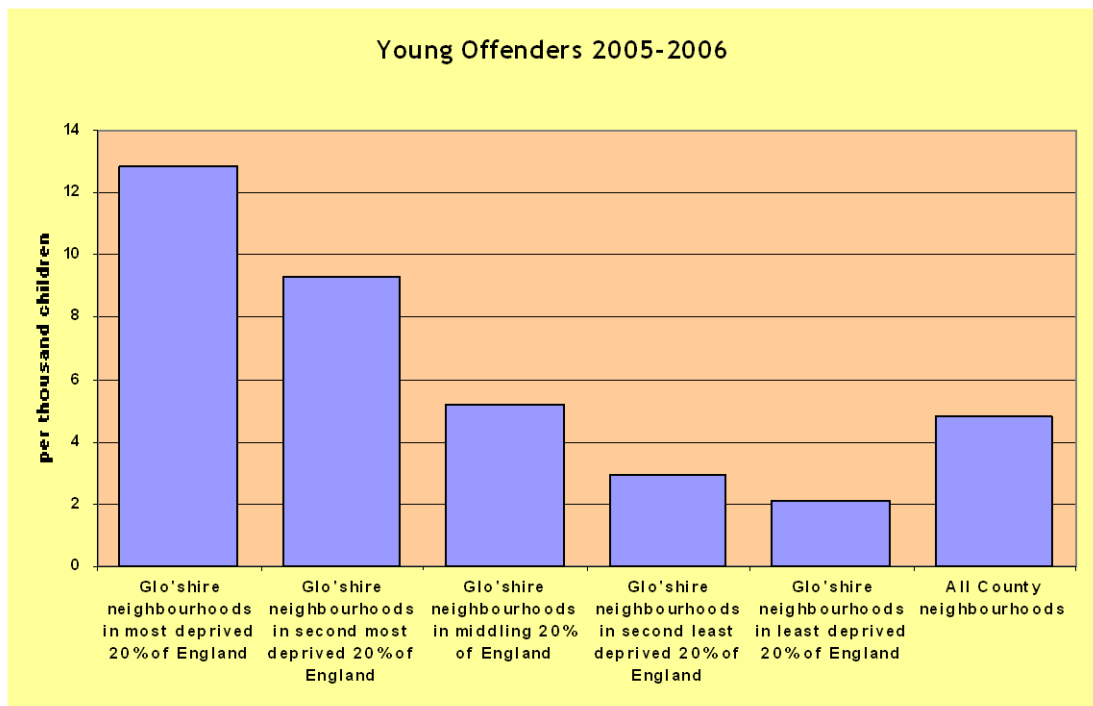
- Four times more likely to be smokers at the point their pregnancy is confirmed
- Three times more likely to bottle feed their newborn
- Twice as likely to experience a stillbirth.



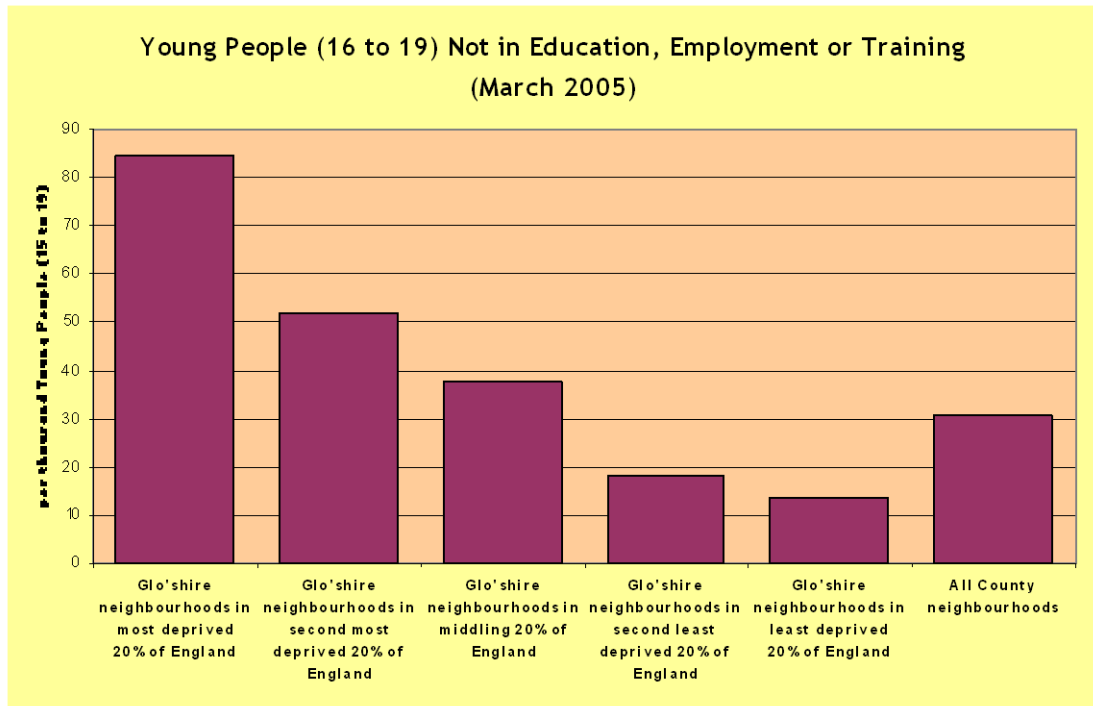
Infants and young children from our most deprived communities are twice as likely as those from our least deprived communities to be admitted to hospital in an emergency.



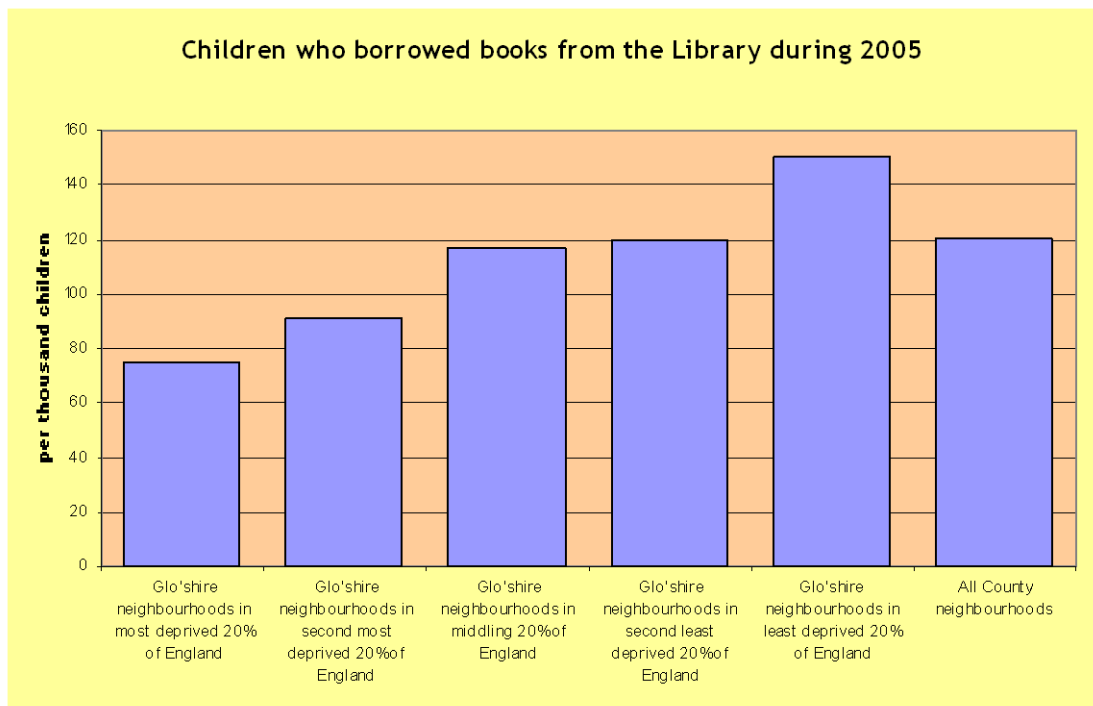
Children from our most deprived neighbourhoods are far more likely than other children in the County to find themselves in the care of the Local Authority.



Young people from our most deprived neighbourhoods are six times more likely than those from our least deprived neighbourhoods to get into trouble with the law.

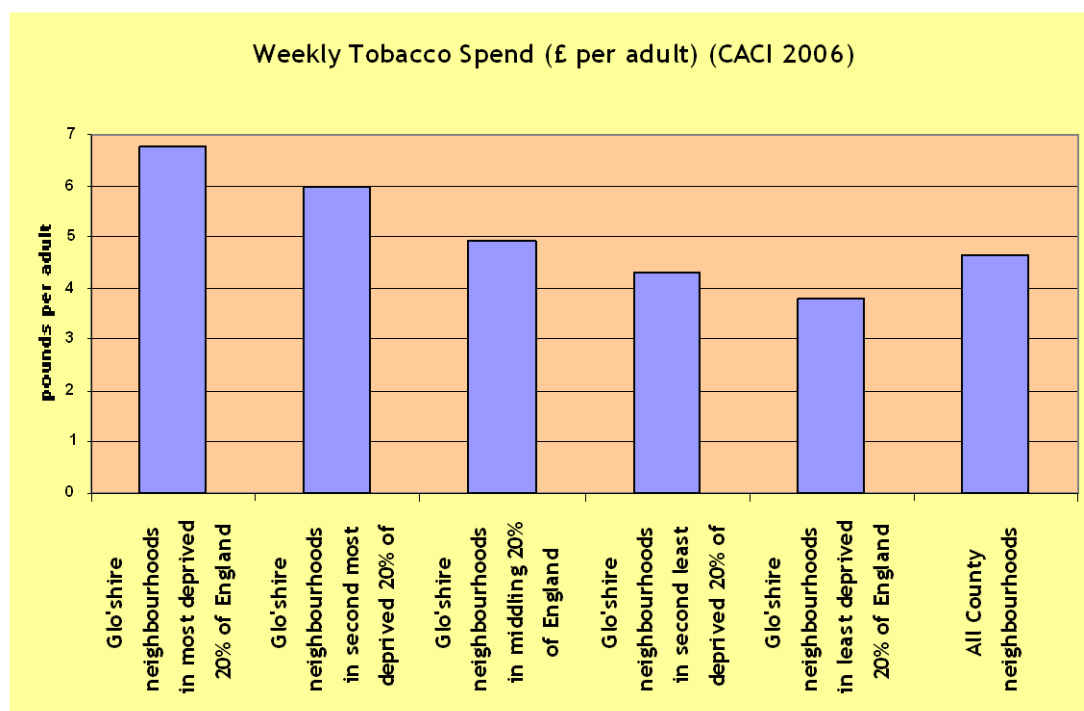


Young Adults from our most deprived communities are much more likely than other young adults in the County to leave school with no work, education or training destination.

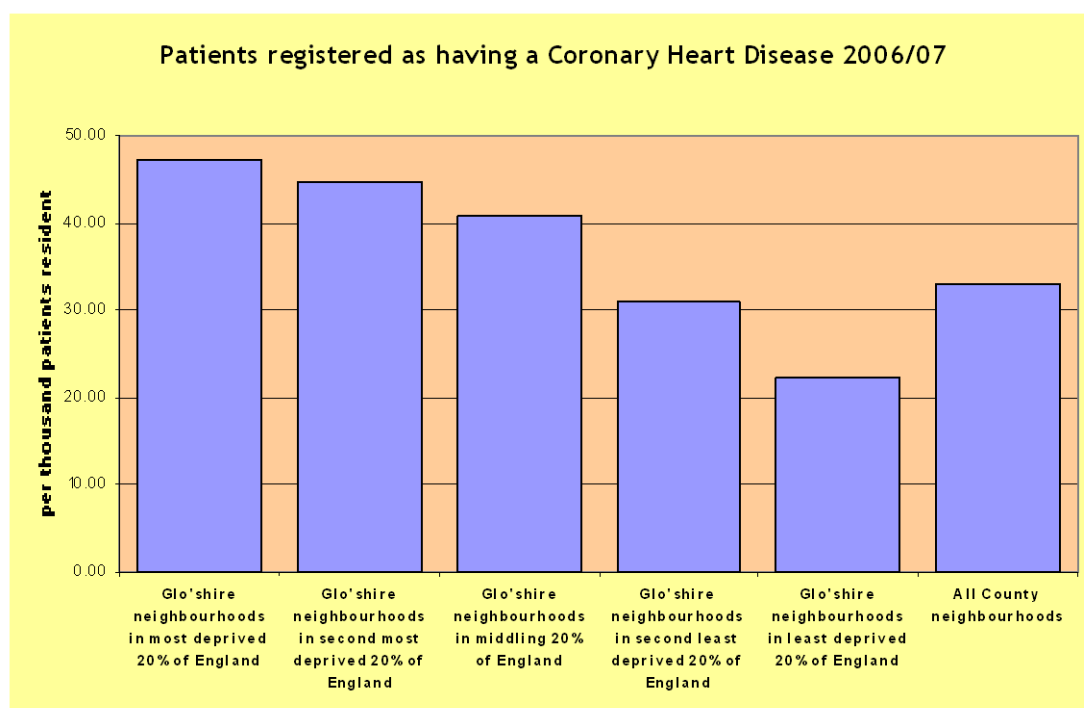


Children from our least deprived neighbourhoods are twice as likely as children from our most deprived neighbourhoods to borrow books from the library.

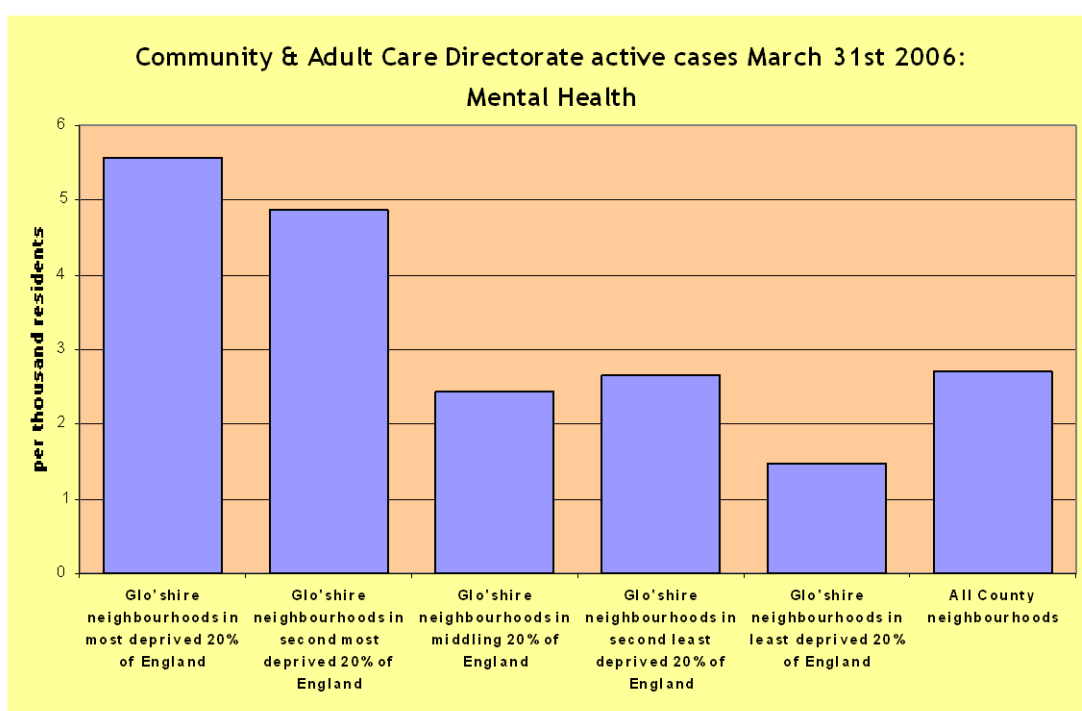
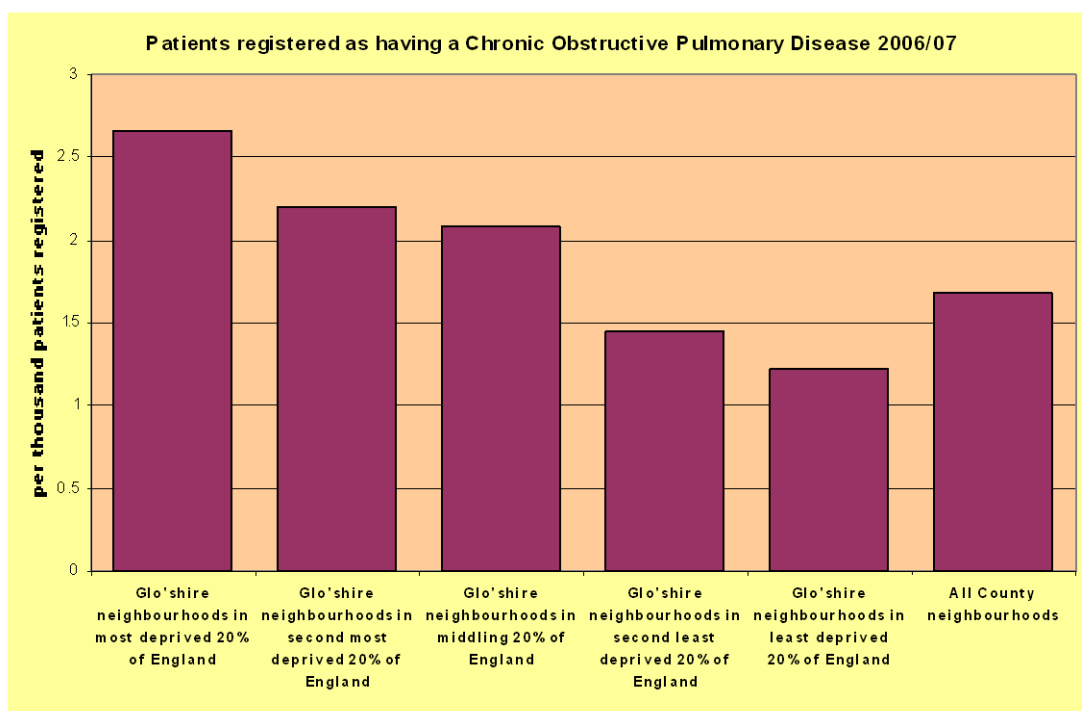
## Healthy Living and Older People



Our most deprived communities spend 50% more per person per week on tobacco than do our least deprived communities.

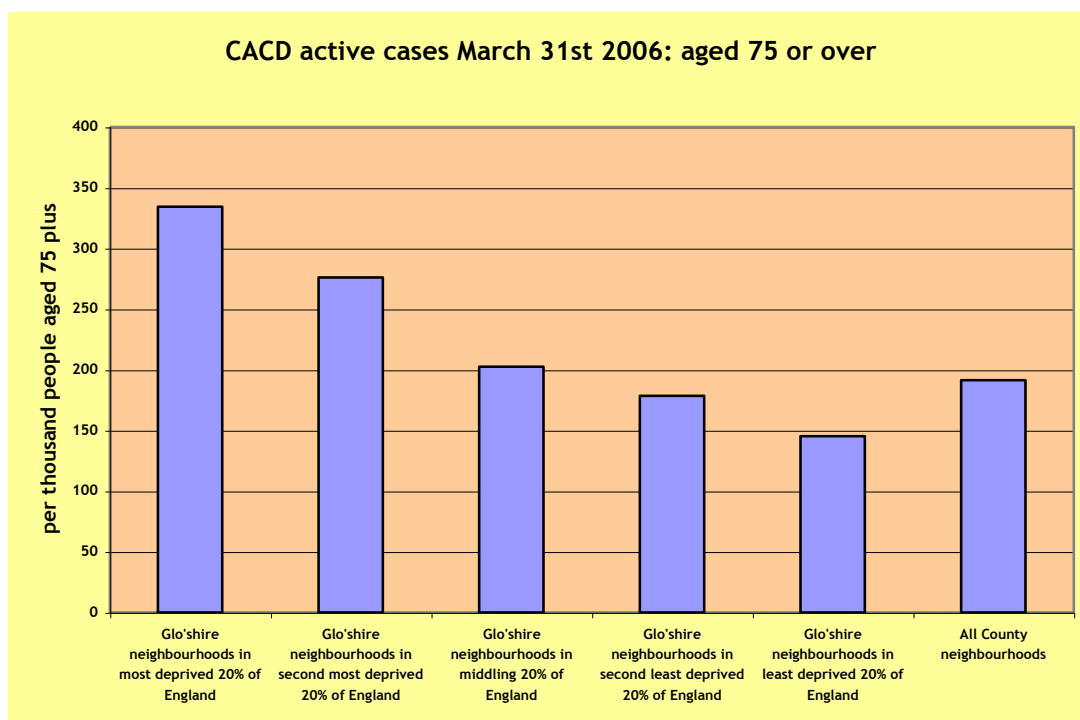


Rates of prevalence of Coronary Heart Disease are twice as high in our most deprived communities as in our least deprived, as are rates of Chronic Obstructive Pulmonary Diseases (bronchitis/emphysema).

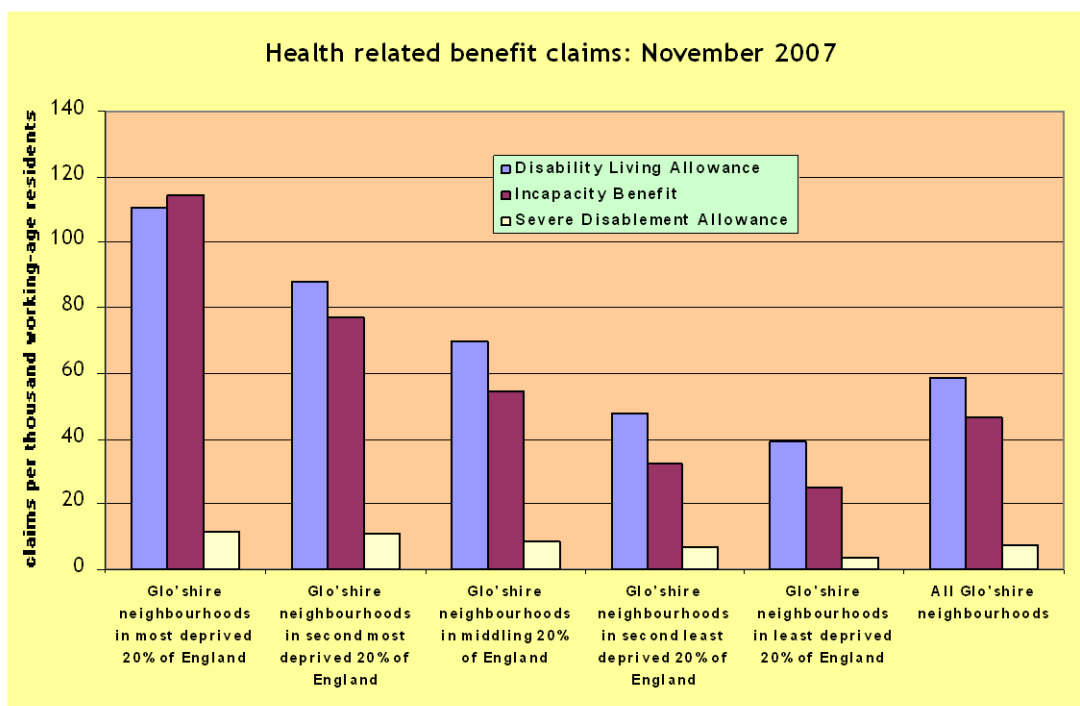


People receiving support from our Community and Adult Care Directorate because of mental health problems are much more likely to live in deprived neighbourhoods than in comfortable neighbourhoods. Residents of our most deprived neighbourhoods (i.e. most deprived 20% in England) account for a third of all those

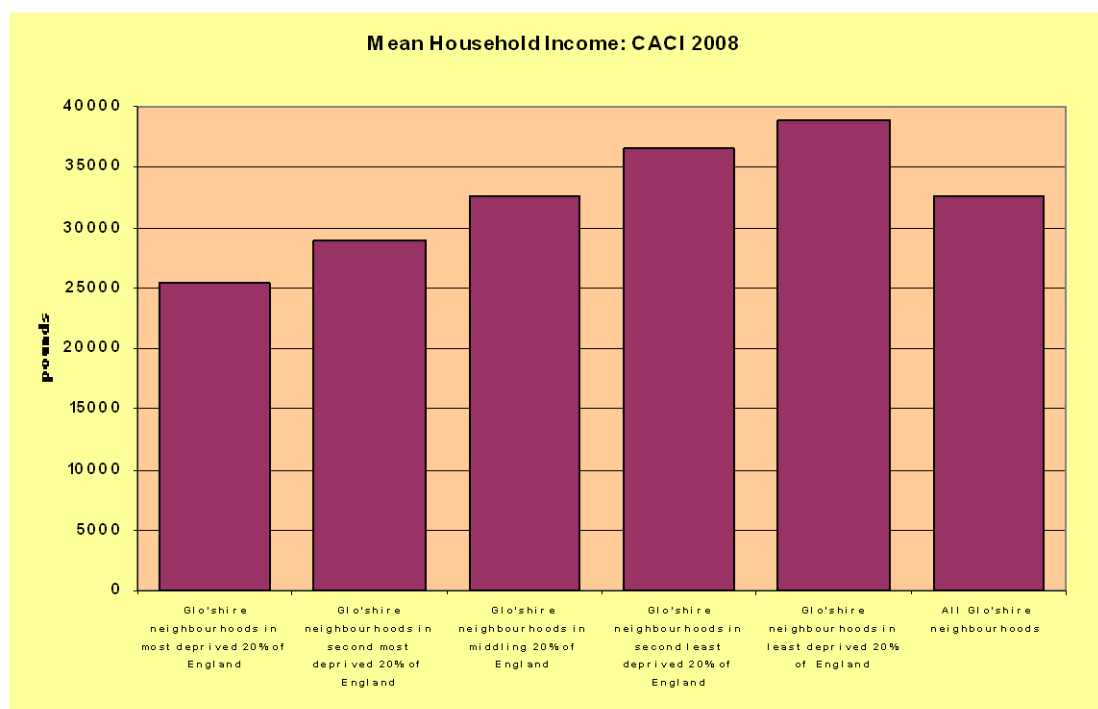
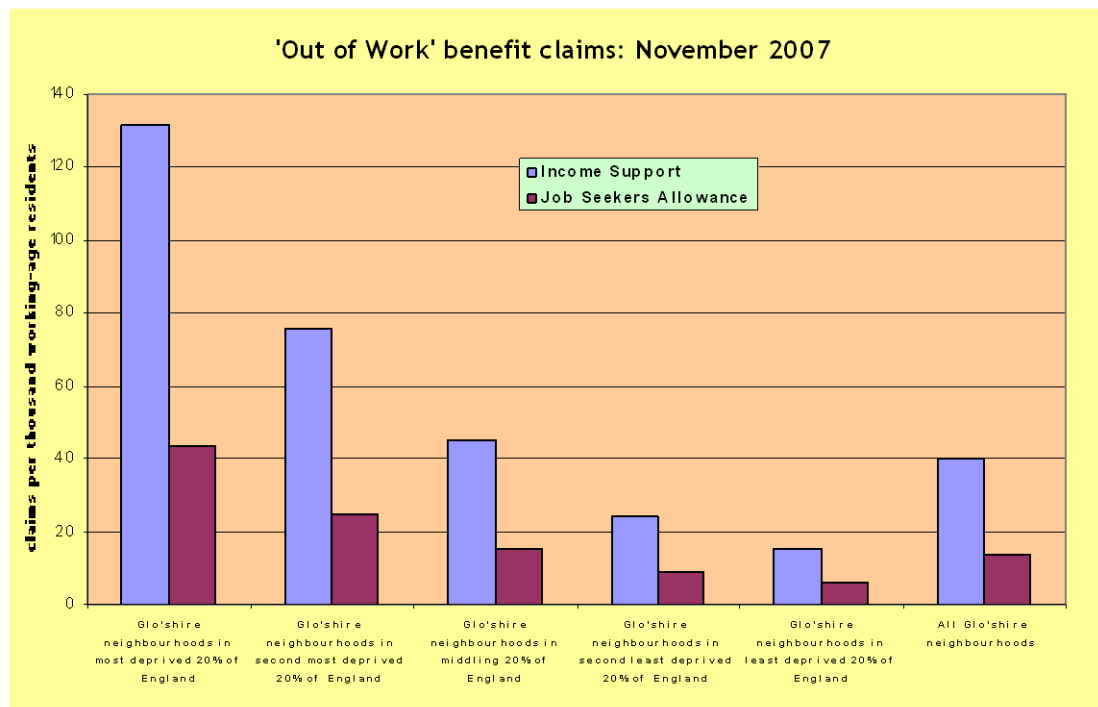
registered with a GP as having a Severe Mental Illness (2006/07), but account for just 7.5% of the County population.



Older people in our most deprived neighbourhoods are more than twice as likely as those in our most comfortable communities to be relying on Community and Adult Care services.







## Climate change.

**Climate change? Didn't old George Bush used to say there was no such thing?**

No he didn't. Even George Bush believes in climate change (he disputes climate change being 'man-made', however).

**We could do with some of that Global Warming though. Not too much, just a bit warmer. Nice, like Majorca.**

It's not quite like that, I'm afraid.

**What, it's not going to get warmer then?**

Yes, it will. Annual average temperatures in Gloucestershire are expected to rise by as much as 3.5c over the next forty or fifty years. And we're not just talking hotter summers, but also warmer winters.

**Even better, should see heating bills going down. Bound to help with Fuel Poverty.**

It's true, you might use less fuel heating your home, but you might find you're paying to keep your home cool in the summer. The people made vulnerable by fuel poverty can be as vulnerable to heat as they are to cold, and those unable to afford enough fuel will risk being too hot in summer, as well as too cold in winter.

**It's the cold that carries them off though, isn't it?**

It is, but we can also identify significant rises in numbers of deaths when there are extended periods of hot weather. They reckon there were more than 2000 extra deaths in Southern England during a nine-day hot spell in 2003. Older People are particularly vulnerable in hot weather, as are those who live in 'institutions' (Care/Residential homes, prisons etc) [click here for more information](#). With climate change we can expect to experience more frequent periods of extended high temperatures.

**So, we need to take this climate change seriously then?**

Yes, definitely. You should read this County Council [report](#). Really, you should.

**Yes, I will, I will. But for now, how about you let me have the gist of it?**

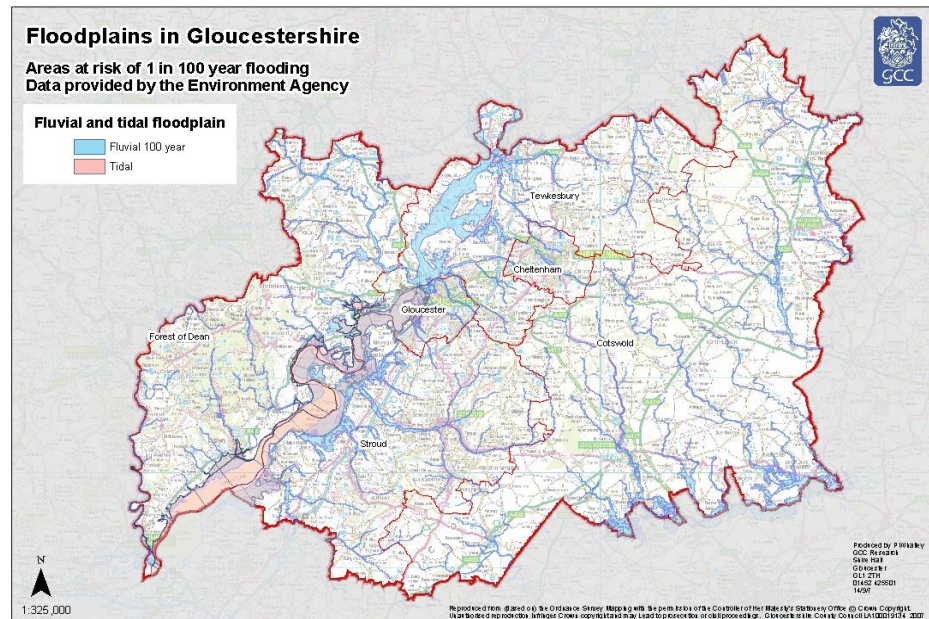
Okay. The long and short of it is in the 2050s Gloucestershire will experience hotter, drier summers and warmer, wetter winters than we do at the moment. Have a look at this table, from the County Council's climate change report.

**Figure 16: Climate changes in the South West by the 2050s**

<p><b>Climate Variable Likely change by around the 2050s</b> (from UKCIP02 low and high emissions scenarios)</p> <p><b>Temperature</b> Annual warming 1.0 to 2.5oC (1.5 to 4.5 degrees Celsius by 2080s) Greater night-time than day-time warming in winter Greater warming in summer and autumn than in winter and spring Greater day-time than night-time warming in summer Years as warm as 1999 (+1.2 degrees Celsius) become more common)</p> <p><b>Precipitation</b> Winters 5 to 15% wetter (10 to 30% wetter by 2080s) Summers 15 to 30% drier (25 to 50% drier by 2080s) Heavy rainfall in winter becomes more common Greater contrast between summer (drier) and winter (wetter) seasons Winter and spring precipitation becomes more variable Snowfall totals decrease significantly Summers as dry as 1995 (37% &lt;average) become more common</p> <p><b>Cloud Cover</b> Reduction in summer and autumn cloud, and an increase in radiation Small increase in winter cloud cover</p> <p><b>Humidity</b> Specific humidity increases throughout the year Relative humidity decreases in summer</p> <p><b>Soil Moisture</b> Decreases in summer Slight increase in winter soil moisture</p>
--

**So, if we're having wetter winters does that mean more floods like in 2007?**

Well, what we know about climate change suggests that weather events like those that precipitated the 2007 floods will indeed be more common, and increasingly so, in the future than they have been in the past. The map below shows the extent of a '1 in 100 year' flood event, which would be less severe than the floods of July 2007, which amounted to a '1 in 120 year' flood event.



Around one in twenty Gloucestershire residents lives at an address with a '1 in 100 year' flood risk. Two thousand of the people living in these high flood-risk areas are aged 75 or more, and another thousand are infants & toddlers. The flood-risk area on the map contains around a thousand business premises, providing 19,000 jobs, as well as 13 primary schools and 15 care/residential establishments. You can find out everything you want to know about the 1-in-100 Year Floodplain by reading this [document](#).

**I keep hearing about the sea-level rising. Is that going to be a problem here in Gloucestershire?**

By the 2050's sea-levels in the Severn estuary will be as much as 250mm higher than they currently are. That's almost 10 inches. Whilst there is no anticipated risk of any Gloucestershire settlement being inundated by this sea-level rise we are expected to lose some valuable habitats to the rising Severn Estuary. And, a 'bigger' River Severn can only add to the risks associated with extremes of wet weather.

**What else is climate change going to do in Gloucestershire?**

See table 17 below, and read the County Council report.

**Figure 17: Direct impacts of climate change on Gloucestershire and the County Council**

Main climate change categories	Specific climate changes and impacts	Direct impacts
Warmer temperatures	Declining number of days requiring heating	Reducing heating requirements in buildings
	Increasing number of days requiring cooling	Increasing need for cooling systems in existing buildings and incorporation of measures to provide cooling in new buildings
	Increasing frequency of very warm summers and very warm days	Increasing need for cooling systems in existing buildings and incorporation of measures to provide cooling in new buildings Risks to vulnerable people from heat stress
	Lengthening of the growing season	Increasing requirements to manage green spaces, verges etc over longer period Changes to crops and biodiversity
Precipitation	Drier summers	Pressure on water resources
	Wetter autumns / winter with less snow	Increased risk of flooding Reduced requirement for snow clearing of roads
	Increasing frequency of extreme rainfall events	Increased risk of flash floods Increased risk of water penetration of buildings
	Increasing frequency of very dry summers	Increased risk of droughts and water shortages Increased risk of long-term damage to some tree species
Cloud cover	Reduction in summer and autumn cloud and an increase in radiation	Increased risk of harmful solar radiation causing skin cancers Increasing need for shading in buildings and open spaces
Humidity	Increases in specific humidity throughout the year	Increased heat stress to vulnerable adults and children, animals and livestock Increase in damp in poorly ventilated buildings
Soil moisture	Decreases in summer soil moisture	Increasing demand for irrigation of vegetation

		Increased risk of long-term damage to some tree species
Wind/storms	Increasing frequency of deep depressions and hence high winds/ storms in winter	Potential damage to buildings and other infrastructure
Sea level rise and storm surges	250 mm rise in sea levels in the Severn estuary by 2050	Increasing risk of 'tide locking' on rivers flowing into the Severn and consequent flooding Loss of saltmarsh and wetland habitats
	Increased frequency of storm surges	Increasing risk of 'tide locking' on rivers flowing into the Severn and overtopping of sea defences and consequent flooding

We're going to have quite a lot to adapt to. Changes to the growing season will change the nature of our countryside, as farms adapt to changes in the viability of traditional crops. New crops will continue to appear, bringing new pests, new allergies. Close-to-home, plants which our grandparents raised easily on allotments and in gardens will no longer thrive locally.

We might expect the trend toward an 'outdoor', 'pavement' culture in our major settlements to be consolidated by hotter, drier summers, with ongoing implications for the management of public space.

The crisp and sharp frosts, so beloved by the amateur photographers who wander Gloucestershire's rural churchyards, will be ever fewer and much further between.

Cricketers will lose fewer of their fixtures to rain, whilst rugby players will be more likely to get wet when they play and less likely to have a match cancelled because of a frozen pitch.

**And this is what things will be like in the 2050s? That's a long way off though.**

Well, it is, although the majority of the 200,000 Gloucestershire residents born since 1980 can expect to be around. Of course, these changes won't happen suddenly, and summers will be hotter and drier in 2030, or 2040, for example, than they are currently.

Whilst the fact of climate change for Gloucestershire, and the general nature of that change, are inevitable, how we act now with regard to carbon-dioxide, the carbon footprint and all, will influence the rate, scale and impact of climate change. As our current climatic conditions are the product of human

activity in the 1950's so we are shaping the climate a half-century in the future.

You must read the County Council report. Click [HERE](#) to read the County Council report on Climate Change.

# Economic Conditions in Gloucestershire

*The global economic downturn has turned into a recession. How is it affecting Gloucestershire?*

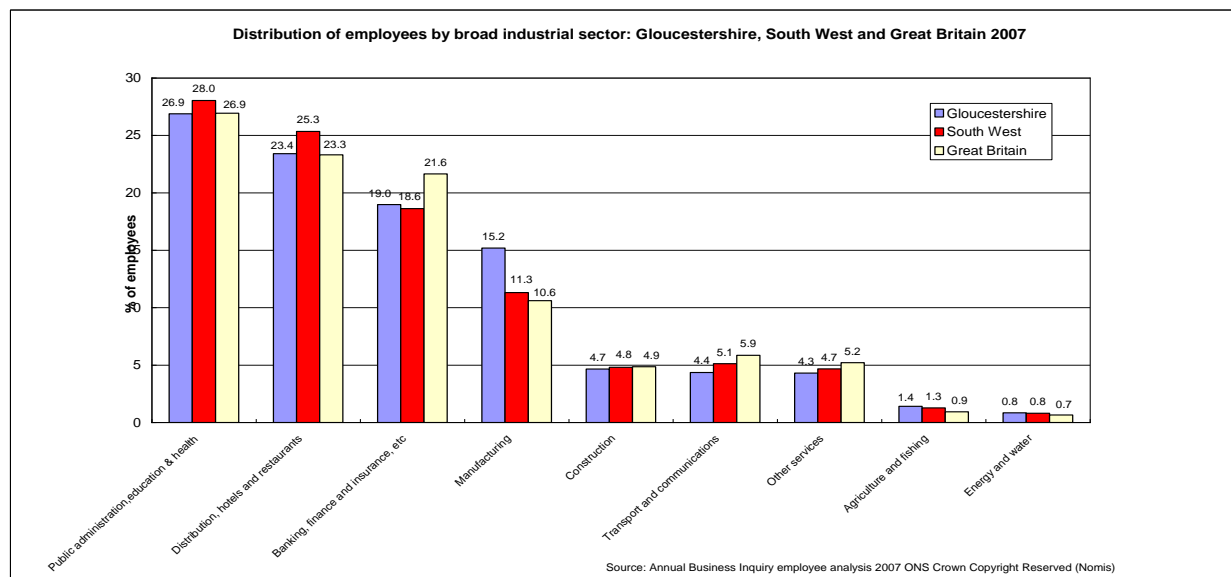
The answer is that it is still a bit difficult to know what the full impact is and how it is going to turn out.

Over the last 20 years the economy of Gloucestershire has developed into a strong performer. It is part of the high performing north-east of the south west region with above SW average GVA and earnings. Only Swindon and the City of Bristol have out performed the County on these measures.

Area	GVA £ .per head 2006	Earnings (Gross weekly) 2008
UK	£19,430	£478
SW	£17,386	£433
Gloucestershire	£19,172	£451

This high performance is based on the balanced industrial structure of the County, which contains a number of key sectors from which much of the growth has come. There are 9 key sectors in the County's economy: Advanced Engineering, Construction, Creative industries, Distribution, Environmental technologies, Finance and business services, Food supply, Information and Communications technology (ICT), Leisure and Tourism.

By 2007 there were 260,000 employees in the economy, 137,000 of them were in the key sectors.





***How have these key sectors been doing since the beginning of the downturn?***

I'm afraid that we don't really know. Much of what we know about the economy, particularly at a local or county level, is based on what are known as "economic lagging indicators"

***What are lagging indicators?***

A lagging indicator is one that reacts slowly to economic changes, and therefore has little predictive value. Generally this type of indicator follows an event; they are historical in nature. The number of unemployed people is a lagging indicator. The number each month reflects processes that took place months before. Although unemployment is a lagging indicator, it at least gets reported quite quickly. Many lagging indicators also take a long time to report. That is why we have used 2007 or earlier data, above. Unfortunately, it is the most recently available data.

***So, we can know what the impact of the recession has been, but we won't be able to see the detailed impact until after it is over?***

Yes, that is about the size of it. But we can speculate about the trends of these indicators and how they might turn out.

In terms of the key sectors, we do know from the wider economy and from news stories that some key sectors have been harder hit than others.

The construction sector was one of the first to feel the downturn with many building sites in the County closing down leading to significant numbers of redundancies.

Within the Advanced Engineering sector, the automotive industry has already been hit with a number of closures. There are also worrying signs with reductions in orders in the aerospace industry likely to feed through into reduced orders for parts manufacture within the County.

The Financial sector in the County has so far only been moderately affected, but the restructuring of banking in response to the credit crisis may still have significant repercussions for the County's workforce in that sector

In Tourism and Leisure there are predictions that the recession will lead to more people staying in the UK for their holidays, rather than going abroad. This should soften the impact of the downturn and the reduction in overall spending power. However, anecdotal research amongst hotels in the Cotswolds have shown that there has been a decrease in business bookings, for stays and events, which may outweigh the effect of the increase in tourism.

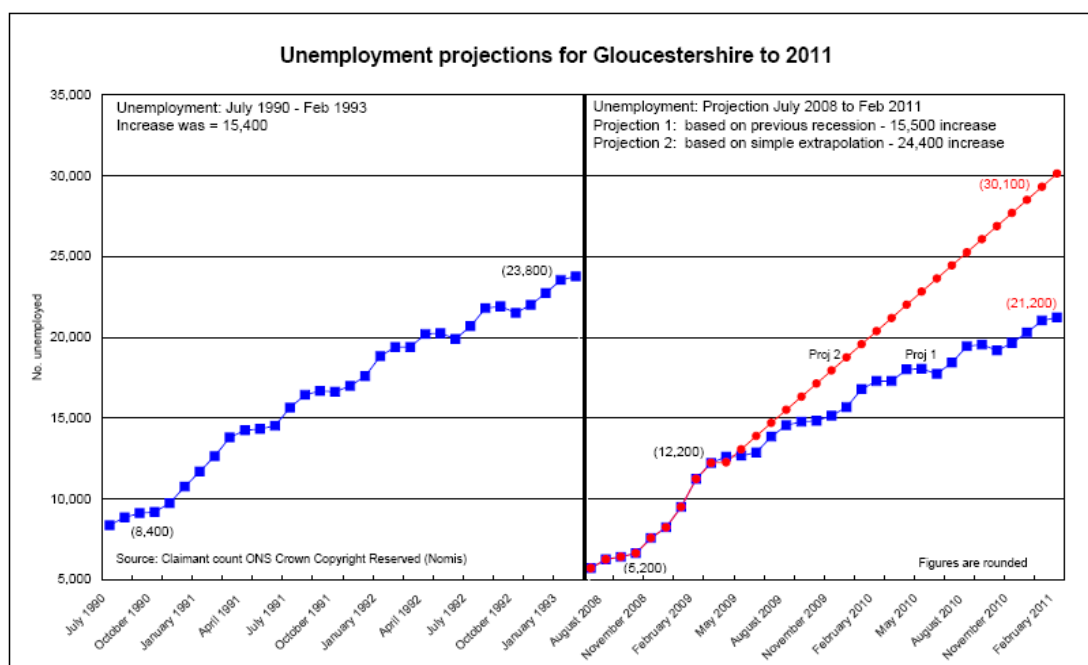
***But we do know that one lagging indicator is going steadily upwards, don't we?***

Yes, you are talking about unemployment aren't you? We know that unemployment in the County has been increasing since July 2008. In fact it has increased by 137% averaging an increase of almost 1,000 per month for the last few months. There are now 12,200 registered for unemployment benefit in the County. So we know that there is a strong upward trend of unemployment growth in the County at the moment.

***Can we predict how many people will become unemployed as a result of the recession?***

Well we can make a stab at it. We can look at previous trends in a number of contexts. This will help us to make an informed guess about how many unemployed there will be in the County.

Firstly we can look at unemployment over the period (see the chart below) including and since the last recession in the 1990's. Then unemployment rose from around 8,000 in 1990, peaking at over 23,000 in 1993. An increase of 15,400. If registered unemployment claimants follows this pattern, then we will see a peak of about 21,000 in 2011, because we have started this economic cycle at the lower number of about 6,000 unemployed. We think that this represents the most optimistic low out-turn to the recession.



On the other hand, for a more pessimistic interpretation of the trends, we could assume that unemployment will continue to grow at the rate experienced over the last 6 months. If that were to happen, it could peak at around 30,000 at the beginning of 2011.

So those two assumptions could be taken as the range within which unemployment is likely to grow over the next two years.

***Is that all you can say at the moment?***

Unfortunately it is. We will continue to watch the indicators and will update this section when we can. We are producing a monthly report on unemployment which can be accessed [from here](#). In addition we are collecting a wide variety of other lagging indicators, which we hope will throw light on the recession's impact on all the thematic areas of the Community strategy. They can be accessed from [from here](#)

# Affordable Housing

**Affordable housing? At least the Credit Crunch will have helped, what with house prices coming down. There must be plenty of bargains about.**

It's true that house prices have fallen, of course, and that should mean that more people might afford to buy a house. However, house sales numbers are extremely low and we have yet to see significant numbers of 'first-time' buyers taking advantage of suppressed house prices. Major mortgage lenders are responding to global financial turmoil by restricting access to credit in general, and in particular to what they would regard as 'high-risk' credit – which will exclude people on relatively low incomes, or without a substantial capital deposit. The market is very unlikely to provide a solution to the problems of affordable housing in Gloucestershire.

## **Do we have a big problem with affordable housing in the County?**

Well, there are an estimated 10,000 households in the County who need affordable housing.

## **What does that mean, they need affordable housing?**

These 10,000 households are currently living in homes which do not meet their housing needs. Further, they don't earn enough to either borrow and buy, or privately rent, a house that would meet their needs. They are young couples living with one or other set of parents, or families with 3 children sharing one small bedroom, or people caring in their home for frail parent. Sometimes they are young people who want to live and bring up their families in the place they grew up themselves.

A quarter of Gloucestershire's households have an annual income below £20,000. Over the past few years a household on £20,000 would need to borrow more than 8 times their income to buy an 'entry-level' home in the County; a household on average County income would need to borrow nearly 5 times their income. On a week-by-week basis renting in the market sector is only marginally less expensive than buying.

Place	Ratio of Lower Quartile House Price To Lower Quartile Earnings 1997-2007									
	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
Cheltenham DC	4	4.5	5.2	5.8	6.4	6.5	7.8	8	8.5	8.5
Cotswold DC	6.1	6.5	7.3	7.1	8.5	10	10.4	11.5	10.6	12
Forest of Dean DC	3.7	3.7	3.9	4.2	5	5.6	6.7	7.7	7.4	7.8
Gloucester DC	3.2	3.6	3.7	4.4	5.2	5.8	6.6	7.3	7.2	7.6

<b>Stroud DC</b>	4	4.5	4.7	5.4	6.1	6.6	7.8	8.5	8.9	8.9
<b>Tewkesbury DC</b>	4.2	4.2	4.6	5.6	6.2	6.8	7.6	7.6	8.3	8.6
<b>Gloucestershire CC</b>	<b>3.9</b>	<b>4.3</b>	<b>4.5</b>	<b>5.1</b>	<b>5.9</b>	<b>6.4</b>	<b>7.6</b>	<b>8</b>	<b>8.1</b>	<b>8.4</b>

<http://www.communities.gov.uk/index.asp?id=1156110>

As the table above shows, there is significant disparity in the affordability of homes across the County.

### **Why don't they go in a Council house?**

There just aren't enough homes in the social rented sector to meet the need for affordable housing.

And, we're going to need yet more affordable homes in future. We expect 3,500 new households to form in the County each year; as many as 1,800 of these households will need affordable housing. So, we have a 'legacy' shortfall of 10,000 affordable homes in the Gloucestershire stock, which will, potentially, be added to by 1,800 a year up to 2026.

### **What about all these houses we're going to build over the next couple of decades? What difference will they make?**

Well, the people we're concerned about won't be able to afford to buy any of the new-build homes.

Local Districts use planning regulations to ensure that housing developers build a proportion of affordable homes as part of major developments. Eliminating our legacy shortfall, and providing affordable homes for new households in future, would require that 60% of the County's new houses be 'affordable homes'.

### **60%?! Is that realistic?**

Gloucestershire's Districts are currently requiring between 30% and 50% of new build dwellings to be 'affordable'.

The future of the housing market is difficult to anticipate in the context of the developing recession, but in recent years large numbers of affordable homes have been delivered in the County, through the application of planning regulation. A more conservative and less speculative development industry might regard their affordable housing commitments to be a core, stable element in their investment portfolio. It will be a while before we can tell, but it's worth noting that planning permissions in the County have fallen by 27% between June 2008 and May 2009. We need to witness a period of recovery and consolidation across the Housing Market before we can

assess the impact of recession on the current and future provision of affordable housing.

The best picture we have can be found [here](#), in the *Gloucestershire and Districts Strategic Housing Market Assessment* (2009).