

Gloucestershire Story 2011

The Gloucestershire Story 2011 Refresh

This 2011 Refresh of the Gloucestershire Story includes significant changes to 3 of its modules. Where modules have not been updated this has been following an examination of the relevant data to ensure that the trends and issues identified remain relevant and pertinent.

Module 1: Future population: this module has been completely updated since the 2009 version of the Gloucestershire Story. In particular this module no longer deals with the implications of the now-abandoned Regional Spatial Strategy

Module 2: Older People in Gloucestershire: this module has had no significant alterations since the 2009 version. Much of this module is based on national research, which has not itself been updated.

Module 3: Rural Gloucestershire: this module has had no significant alterations since the 2009 version. The 2011 Census will deliver new definitions of neighbourhoods as rural/urban, enabling a full & proper update in 2012.

Module 4: Gloucestershire's Deprived Neighbourhoods: this module has been fully updated following the recent publication of the National Indices of Deprivation 2010.

<http://www.maiden.gov.uk/sliding/slidingmap/>

Module 5: Gloucestershire & Climate Change: this module has had no significant alterations since the 2009 version. The research which underpins this module remains the most current available.

Module 6: Economic Conditions in Gloucestershire: this module has been completely updated with interim findings from the Gloucestershire Local Economic Assessment (GLEA). The GLEA is due to be signed-off by local partners in May 2011, at which point this module will no longer consist of 'interim' findings but may be refined.

Module 7: Affordable Housing: this module has had no significant alterations since the 2009 version. It is based on our most recent Strategic Housing Market Assessment and Housing Needs Analysis.

Gloucestershire's Future Population.

This module has been completely updated since the 2009 version of the Gloucestershire Story. In particular this module no longer deals with the implications of the now-abandoned Regional Spatial Strategy

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.

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, 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?

Our Local Projection suggests that the Gloucestershire population will increase by 76,400 people, or an annual average of 3,100 people, from 597,600 to 674,000 between 2008 and 2033. This is 11,100 less than the ONS predictions.

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 two-thirds between 2009 and 2033, by around 82,500, reaching a total of 187,600 by 2033. In contrast, the number of children and young people (0-19 years) will decline, by about 7,500. The number of working age people (20-64) is projected to have only a marginal increase during that time.

In short, the County population in 2033 will be much 'older' than our current population.

Figure 1.1: Projected Gloucestershire & Districts Population to 2033 by broad age bands (GCC Local Projection)

| Projected Population Change by Broad Age 2008-2033 Gloucestershire and Districts | | | | | | | | | | | | |
|---|---------|---------|---------|---------|---------|---------|------------------|--------|--------|--------------------|--------|-------|
| | 2008 | | | 2033 | | | Change 2008-2033 | | | % Change 2008-2033 | | |
| | 0-19 | 20-64 | 65+ | 0-19 | 20-64 | 65+ | 0-19 | 20-64 | 65+ | 0-19 | 20-64 | 65+ |
| Gloucestershire | 140,500 | 352,100 | 105,100 | 133,000 | 353,400 | 187,600 | -7,500 | 1,300 | 82,500 | -5.3% | 0.4% | 78.5% |
| Cheltenham | 26,300 | 70,200 | 18,700 | 25,200 | 72,300 | 29,900 | -1,100 | 2,100 | 11,200 | -4.2% | 3.0% | 59.9% |
| Cotswold | 18,500 | 48,700 | 17,200 | 14,900 | 43,400 | 31,400 | -3,600 | -5,300 | 14,200 | -19.5% | -10.9% | 82.6% |
| Forest of Dean | 19,400 | 48,500 | 15,800 | 16,000 | 43,300 | 29,200 | -3,400 | -5,200 | 13,400 | -17.5% | -10.7% | 84.8% |
| Gloucester | 31,000 | 71,600 | 17,100 | 36,000 | 87,400 | 30,900 | 5,000 | 15,800 | 13,800 | 16.1% | 22.1% | 80.7% |
| Stroud | 26,900 | 66,100 | 20,800 | 23,800 | 62,600 | 38,100 | -3,100 | -3,500 | 17,300 | -11.5% | -5.3% | 83.2% |
| Tewkesbury | 18,400 | 46,800 | 15,500 | 17,100 | 44,500 | 28,100 | -1,300 | -2,300 | 12,600 | -7.1% | -4.9% | 81.3% |

This aging effect will be experienced least in Cheltenham. The County decline in numbers of children does not apply in Gloucester, which, along with Cheltenham, will also experience growth in the working-age population.

Figure 1.2: Projected Population in Districts to 2033 (GCC Local Projection)

| Local Population Projection for Gloucestershire and Districts Selected Years | | | | | | | | |
|---|---------|---------|---------|---------|---------|---------|---------------------|-----------------------|
| | 2008 | 2012 | 2016 | 2020 | 2026 | 2033 | Change 2008-2033 | % change 2008-2033 |
| Gloucestershire | 597,600 | 611,400 | 624,800 | 638,300 | 657,300 | 673,900 | 76,300 | 12.8% |
| Cheltenham | 115,300 | 117,500 | 119,700 | 121,900 | 124,800 | 127,300 | 12,000 | 10.4% |
| Cotswold | 84,400 | 85,700 | 86,700 | 87,700 | 88,900 | 89,600 | 5,200 | 6.2% |
| Forest of Dean | 83,700 | 85,000 | 86,100 | 87,000 | 88,100 | 88,500 | 4,800 | 5.7% |
| Gloucester | 119,700 | 124,800 | 130,400 | 136,200 | 144,900 | 154,300 | 34,600 | 28.9% |
| Stroud | 113,900 | 115,900 | 117,800 | 119,800 | 122,500 | 124,500 | 10,600 | 9.3% |
| Tewkesbury | 80,700 | 82,500 | 84,100 | 85,800 | 88,000 | 89,700 | 9,000 | 11.2% |

Gloucester City is the District with the highest projected growth, of more than a quarter between now and 2033. The smallest population growth will be in the two most rural districts, Cotswold and Forest of Dean. These two districts will also experience the most dramatic decline in numbers of children

What else might the population projections tell us?

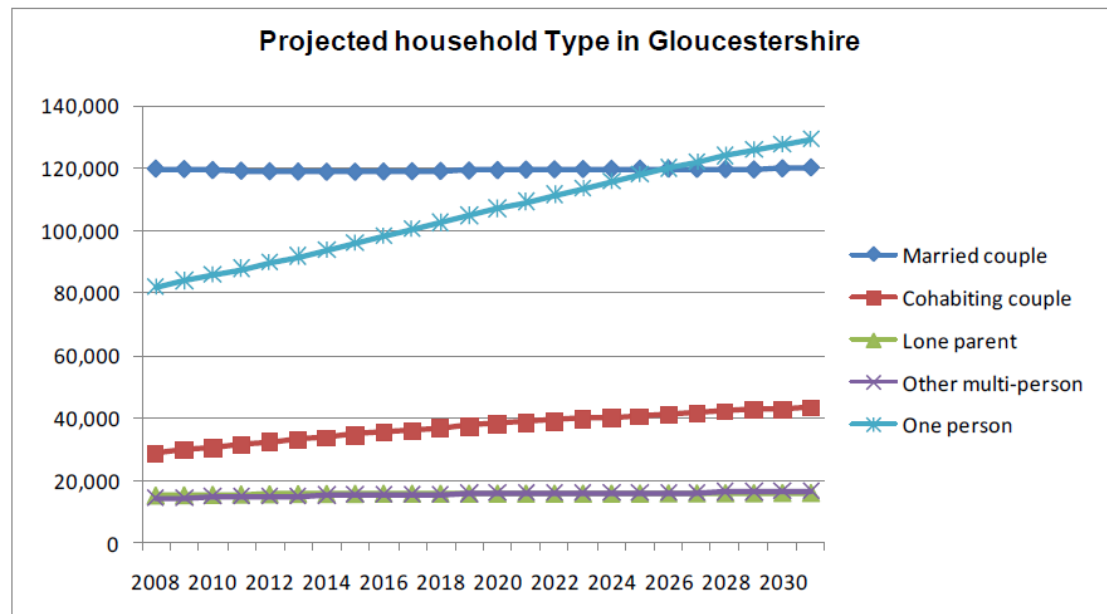
Our Gloucestershire Local Projection also reveals some significant changes in the ways we will be living over the next couple of decades. The number of one-person households is projected to surge by 47,000 to a total of 129,100 in 2033, equivalent to an increase of 57%. By 2026, the number of one-person households will exceed the number of married couple households to become the most common household type in the County, accounting for 40% of all households compared to 25% 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 14,400 (or a 50% increase), while that of married couple households predicted to remain broadly static.

The Projection suggests that the number of lone-parent households in the County will, perhaps unexpectedly, only have a moderate increase, by 800, between 2009 and 2033. 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.

Figure 1.4: Projected Household Types in Gloucestershire 2009-2033 (GCC Local Projection)

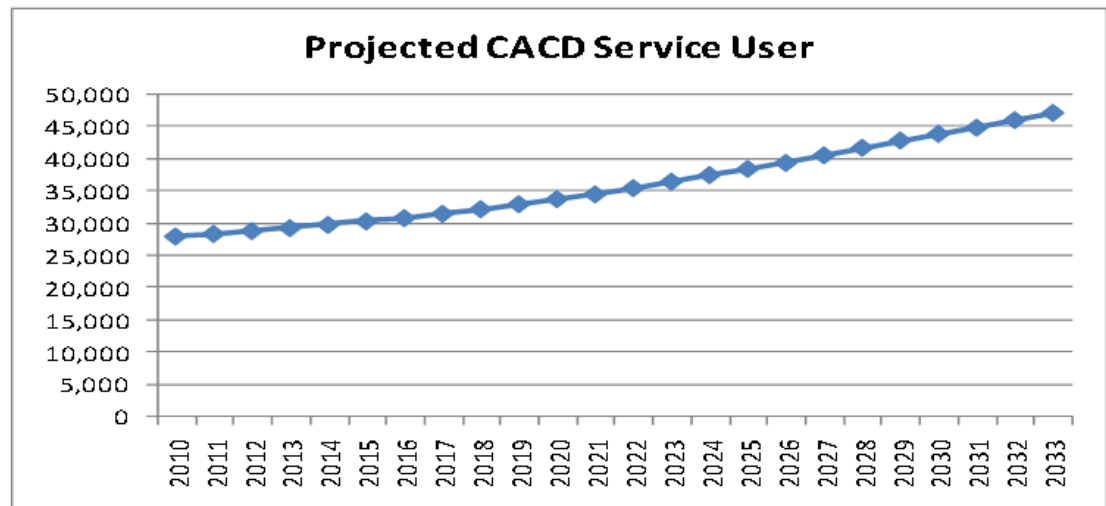


This population projection business gets quite complicated and involved doesn't it?

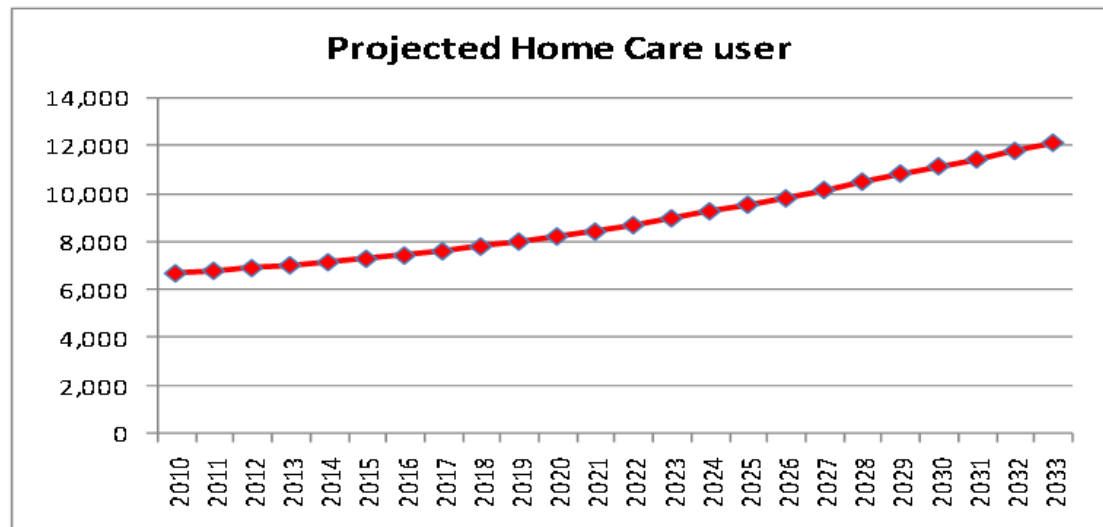
Yes, it can do. If you want more details about our Gloucestershire Local Projection, and the ONS version, then you can [click here](#).

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. Check out the graphs and tables below.



| Age | Number of CACD service users in 2009 | Projected number of CACD service users in 2011 | Projected number of CACD service users in 2020 | Projected number of CACD service users in 2033 |
|------------------|--------------------------------------|--|--|--|
| 16-29 | 1,410 | 1,430 | 1,420 | 1,370 |
| 30-49 | 3,400 | 3,390 | 3,190 | 3,270 |
| 50-64 | 3,260 | 3,360 | 3,760 | 3,520 |
| 65-79 | 7,120 | 7,380 | 9,560 | 11,510 |
| 80+ | 12,120 | 12,860 | 15,840 | 27,410 |
| Total 16+ | 27,310 | 28,420 | 33,780 | 47,080 |



| Age | Number of Home care users in 2009 | Projected number of Home care users in 2011 | Projected number of Home care users in 2020 | Projected number of Home care users in 2033 |
|------------------|-----------------------------------|---|---|---|
| 16-29 | 240 | 240 | 240 | 230 |
| 30-49 | 440 | 440 | 400 | 420 |
| 50-64 | 600 | 620 | 700 | 650 |
| 65-79 | 1,580 | 1,640 | 2,130 | 2,560 |
| 80+ | 3,620 | 3,850 | 4,750 | 8,250 |
| Total 16+ | 6,490 | 6,790 | 8,220 | 12,110 |

So, what are the graphs and tables saying then?

What we've done is look at the age-profile of people who currently receive any service from our Adult Care directorate, and also at the age-profile of people who receive Home Care services. The graphs demonstrate how, because of the ageing of Gloucestershire's population an 8.8% increase in overall population amounts to much higher levels of demand for key services.

Basically, if people in 2033 are no more or less likely than people now to need services, and if our eligibility criteria remains the same, then our 8.8% increase in population will produce a potential increase in numbers of Home Care clients of 87%, and an increase of 75% in numbers receiving any service from our Adult Care directorate.

Gloucestershire Story: Older People in Gloucestershire.

This module has had no significant alterations since the 2009 version. Much of this module is based on national research, which has not itself been updated.

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.

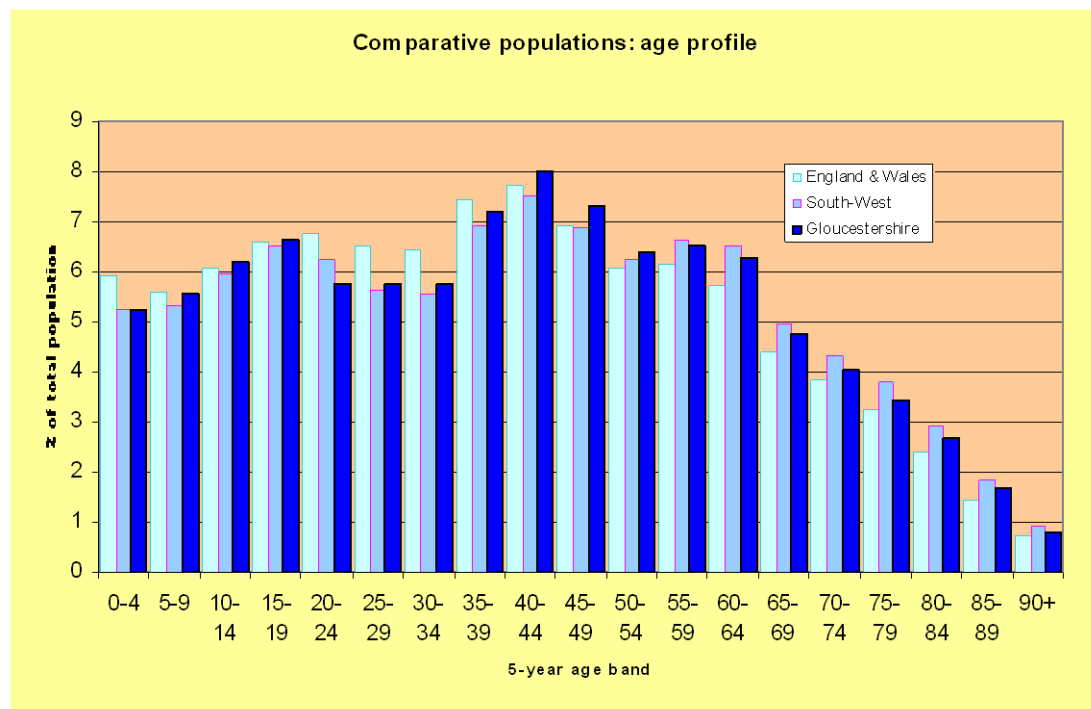
| from ONS Mid-Year Estimates 2007 | | | | | | | |
|----------------------------------|------------|----------|----------------|------------|--------|------------|--------|
| Persons (000s) | Cheltenham | Cotswold | Forest of Dean | Gloucester | Stroud | Tewkesbury | COUNTY |
| 50 plus | 38.1 | 35.3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

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 |
|-----------------------|------------|----------|----------------|------------|--------|------------|--------|
| 50 plus | 33.9 | 42.1 | 40.4 | 31.6 | 39.3 | 39.5 | 37.3 |
| retirement age | 19.9 | 24.2 | 22.3 | 17.6 | 21.6 | 22.6 | 21.1 |
| 75 plus | 9.1 | 10.5 | 8.7 | 7.4 | 8.9 | 9.2 | 8.9 |
| 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?

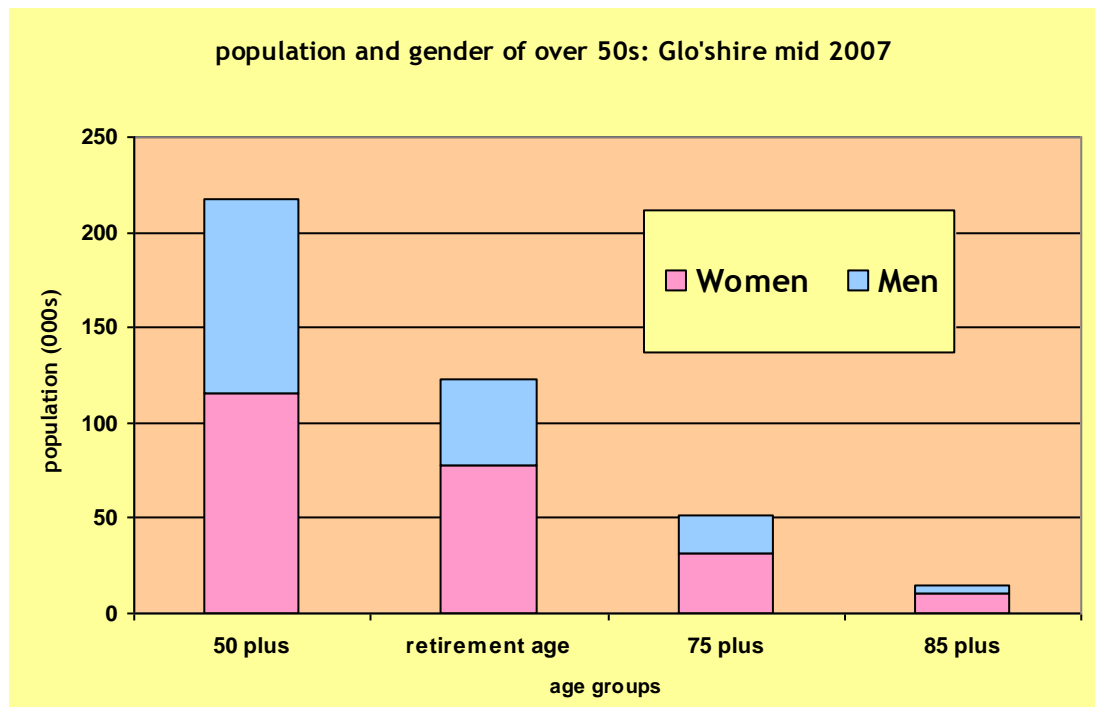


People aged 50 and over are more common in the Gloucestershire community than across the whole of England and Wales, but are less common in Gloucestershire than across the South-West region.

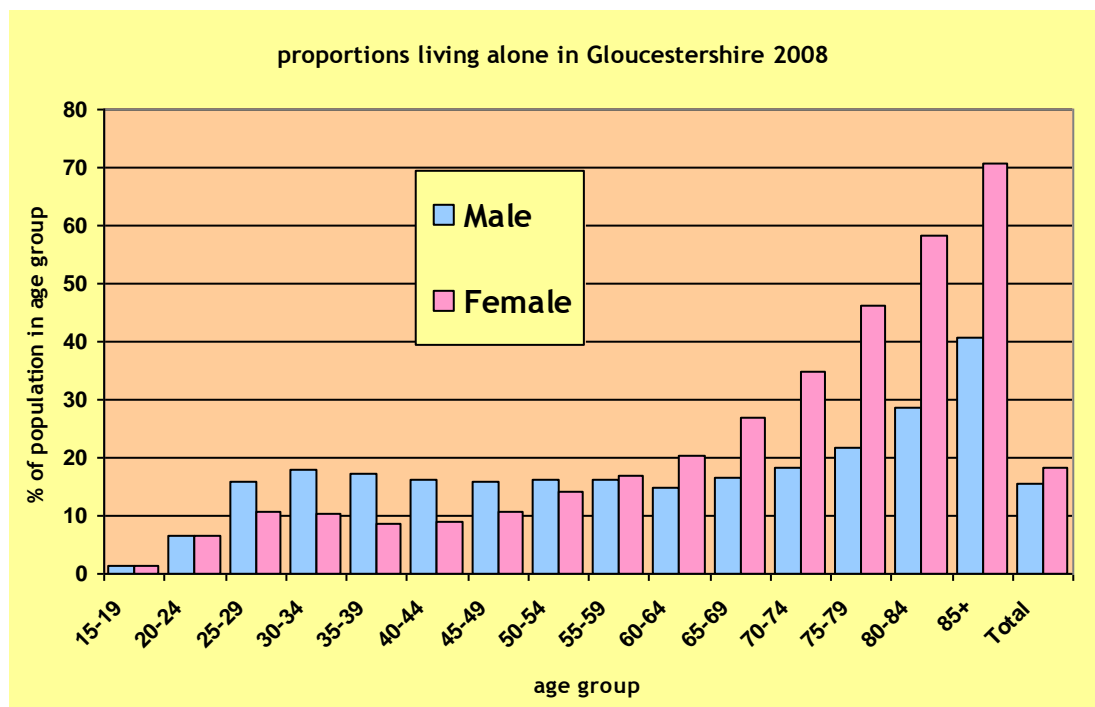
So, what do ‘older people’ have in common, other than their age?

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?

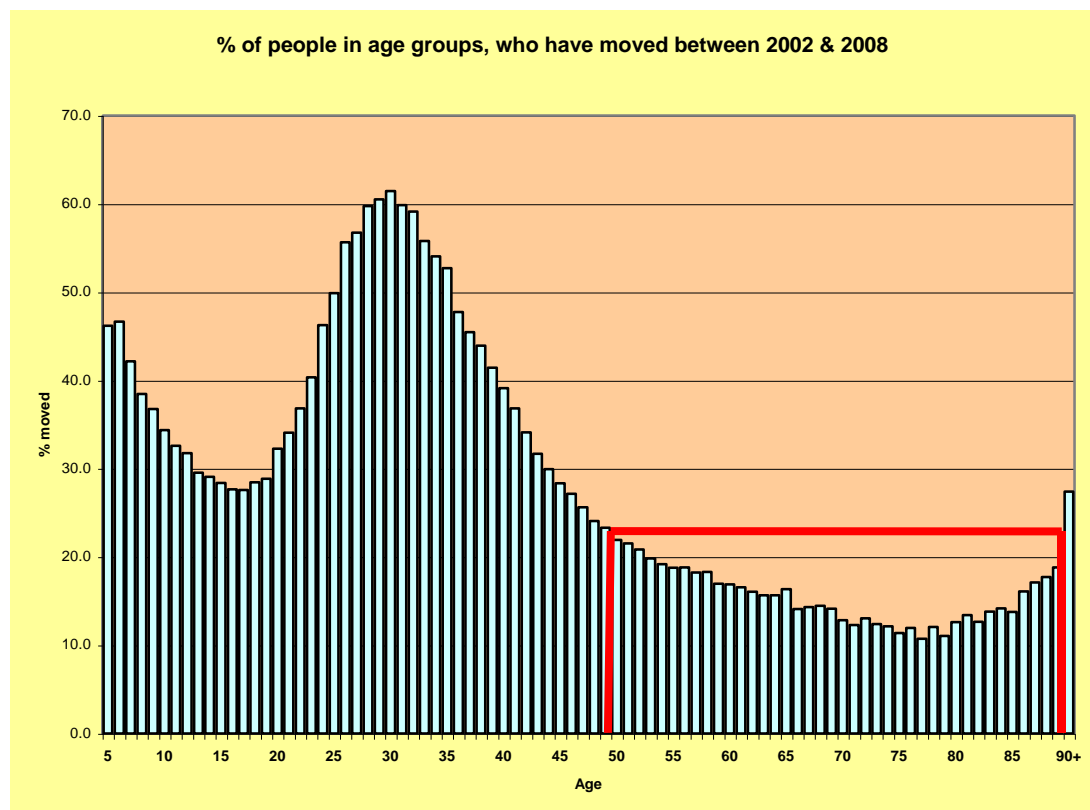
| | % living in urban areas | % living in villages | % living in Town and Fringe areas | % living in Hamlets and Isolated Dwellings |
|--------------------|-------------------------|----------------------|-----------------------------------|--|
| all people | 67.6 | 14.2 | 12.5 | 5.7 |
| people 50 and over | 62.7 | 16.9 | 13.8 | 6.6 |
| people 75 and over | 64.3 | 14.7 | 15.4 | 5.5 |
| people 85 and over | 65.0 | 14.1 | 15.5 | 5.4 |
| people under 50 | 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

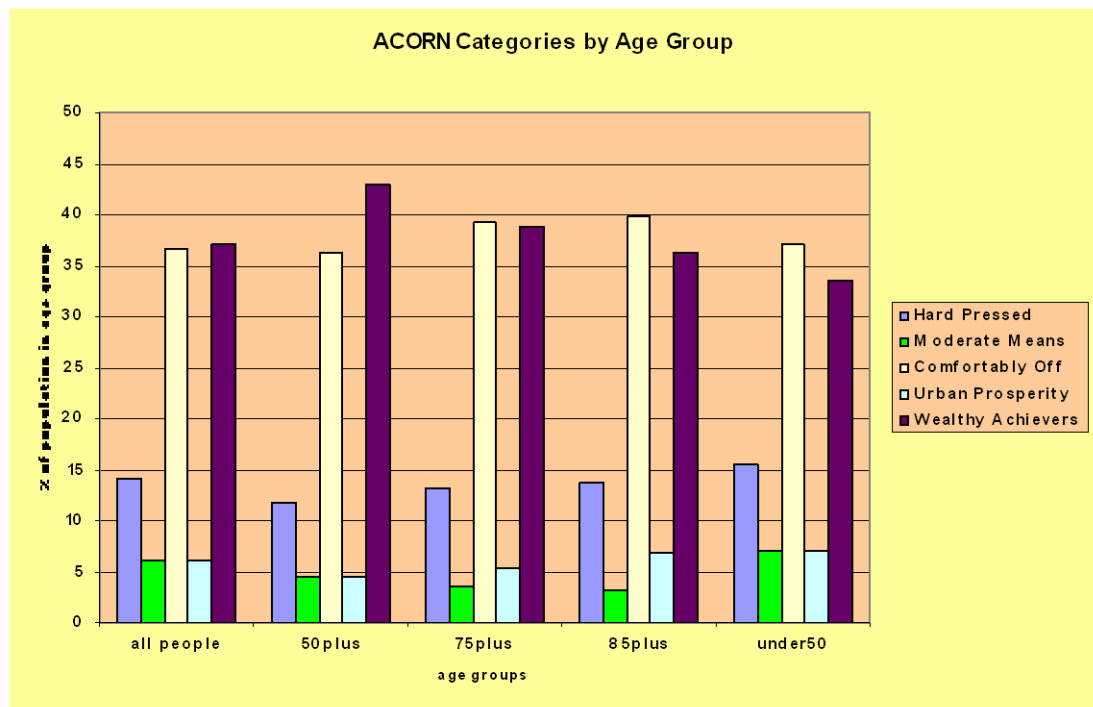
worth noting that almost 3000 people aged 75 and over are living in these remote areas.

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).

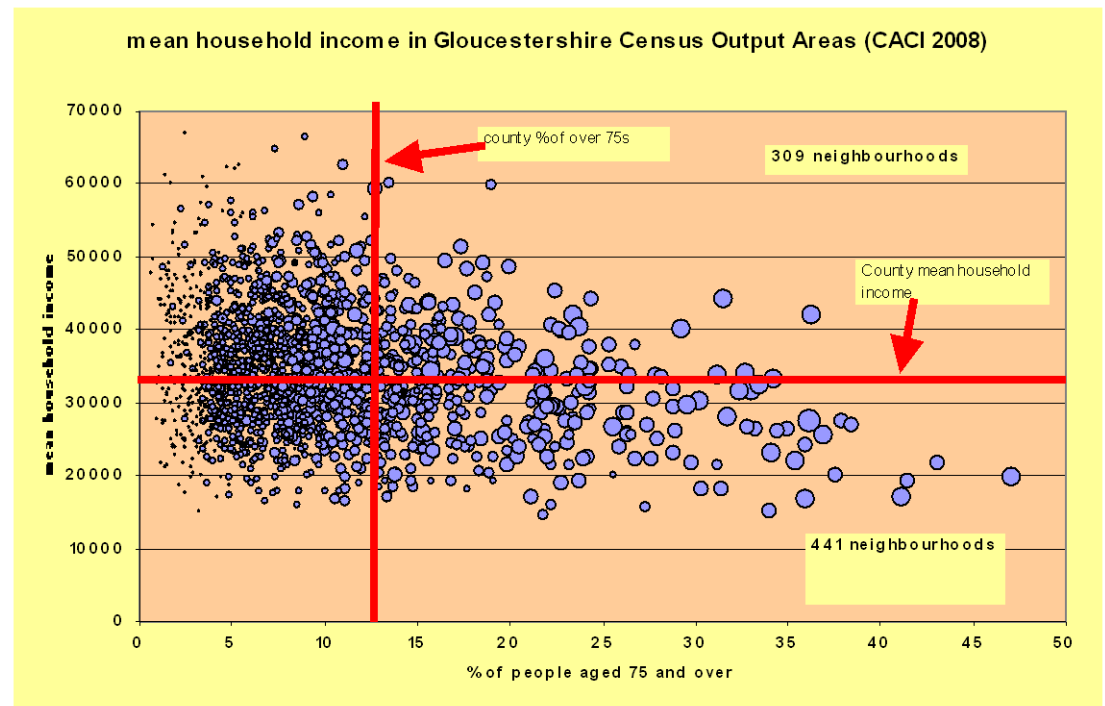
| Employment rates July 2007 to June 2008 (ONS Crown Copyright Reserved [from Nomis on 27 January 2009]) | % aged 50 and over in employment | % aged 50 to retirement ages in employment | % over retirement age in employment |
|--|----------------------------------|--|-------------------------------------|
| 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 distribution¹: by pensioners and working-age adults², 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).

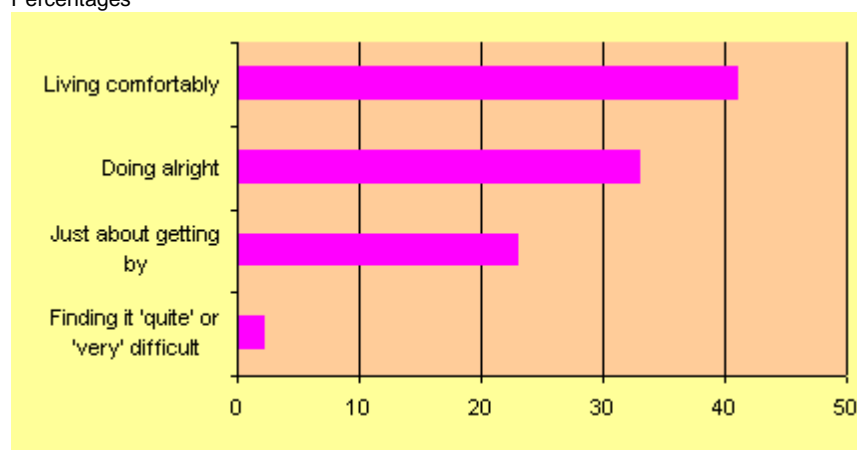
Source: Households Below Average Income, Department of Work and Pensions

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 financially¹, 2003/04

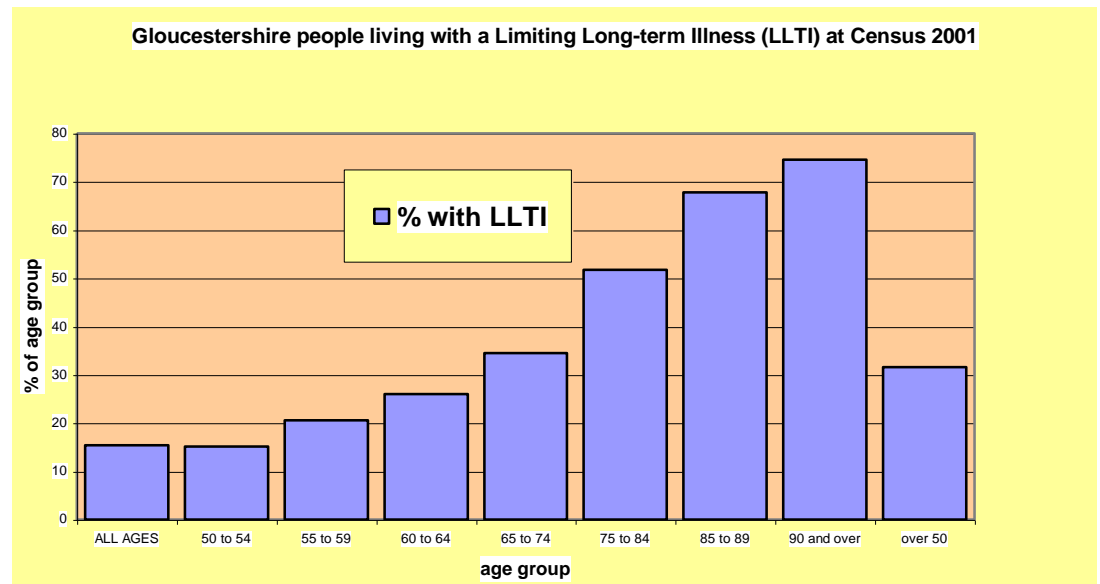
Great Britain

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 |

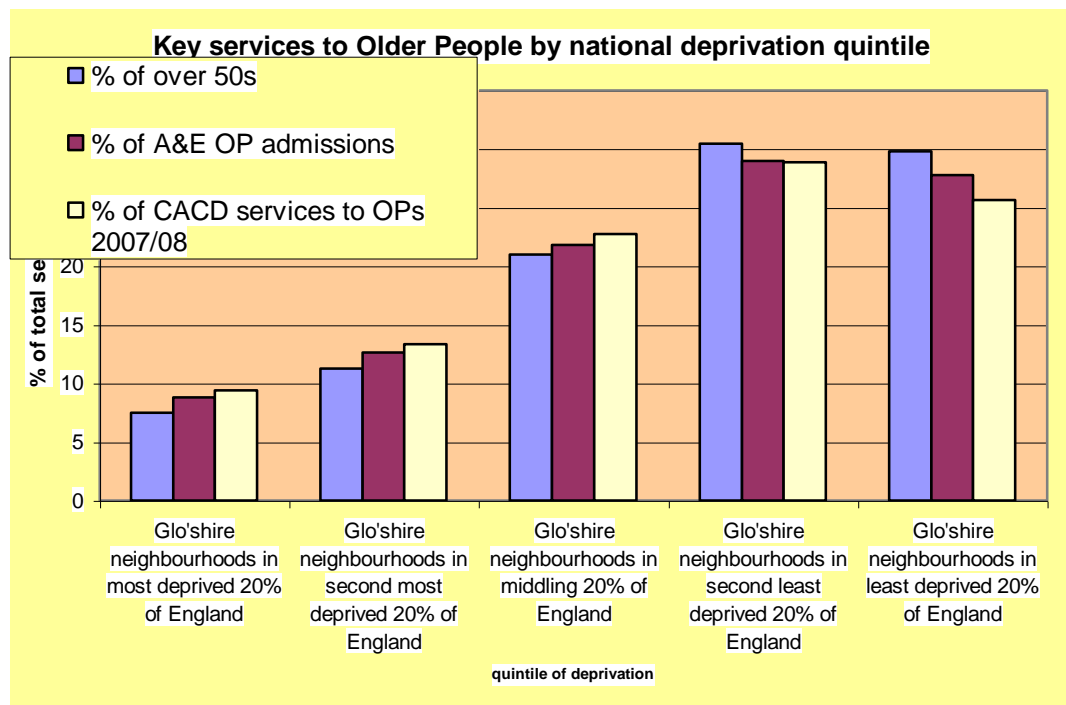
Whilst over 50s make up just over a third of Gloucestershire's residents they account for almost six out of ten (58%) Accident and Emergency admissions to hospital.

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

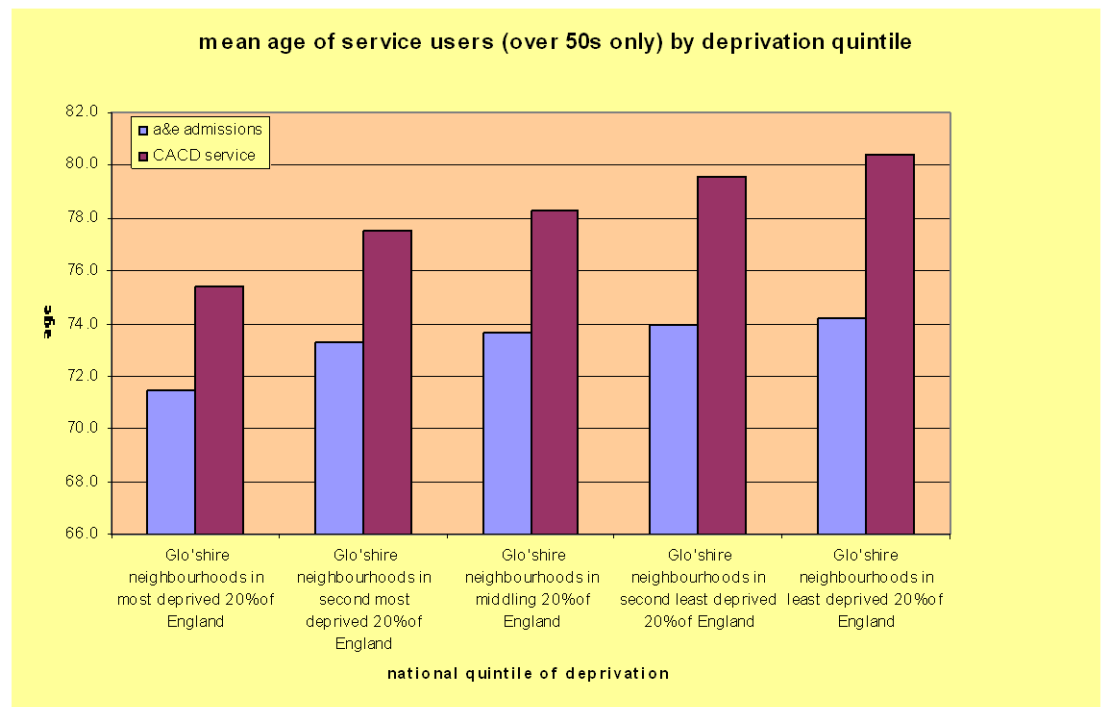
| Services received from CACD during 2007/08 | all service users | under 50 | 50 to 64 | 65 to 74 | 75 to 84 | 85 and over |
|---|--------------------------|-----------------|-----------------|-----------------|-----------------|--------------------|
| Any service | 21582 | 2790 | 2539 | 3081 | 6628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

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



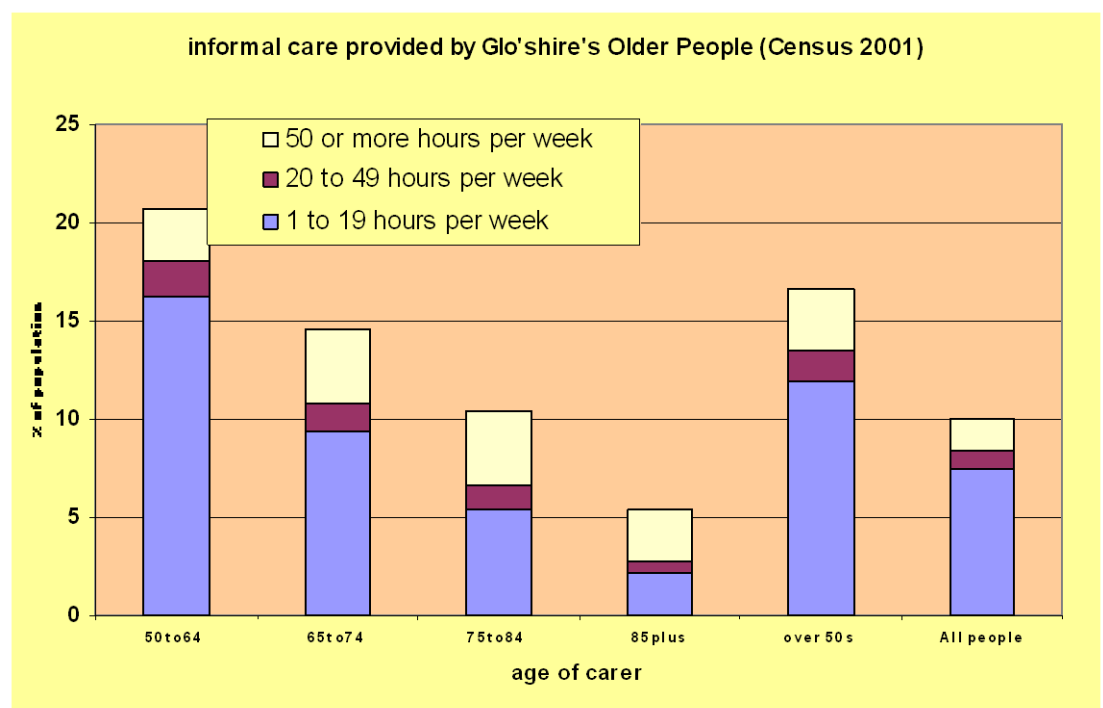
Older People in the least deprived parts of Gloucestershire are less likely to be receiving health and social care services than those in the most deprived neighbourhoods, although this difference is not particularly marked. When we consider the ages of these service users however, we see that ill-health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

Gloucestershire Story 2011 module 2: Older People in Gloucestershire



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.

Gloucestershire Story: Rural Gloucestershire?

this module has had no significant alterations since the 2009 version. The 2011 Census will deliver new definitions of neighbourhoods as rural/urban, enabling a full & proper update in 2012.

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’?

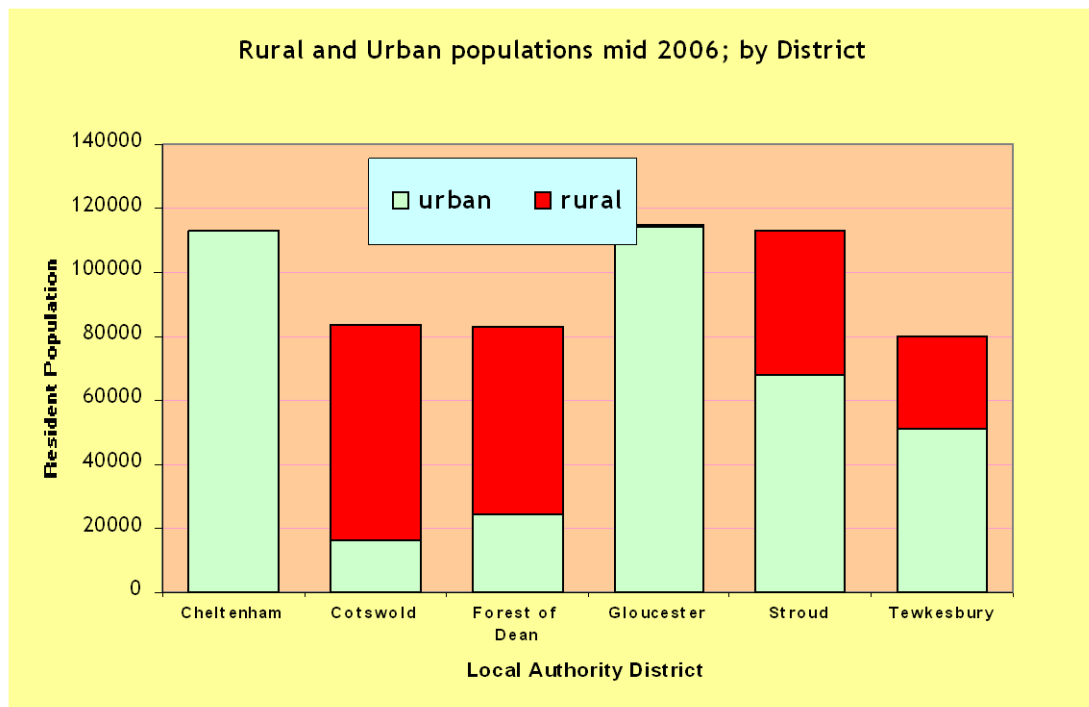
Okay. The ONS, using the 2001 Census, divided the whole country up into small units, called Census Output Areas (COAs), as their smallest reporting unit for Census data. Gloucestershire is divided up into 1944 of these COAs, each containing something like 120 to 150 households, maybe 300 or so residents. 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.

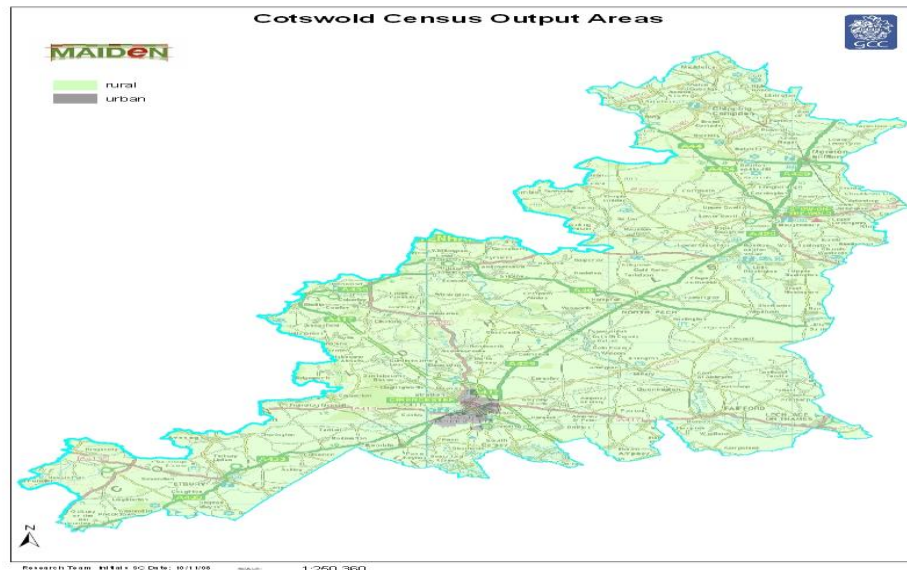
| Population mid 2006 | urban | rural | total | % urban | % rural |
|---------------------|-------|-------|-------|---------|---------|
|---------------------|-------|-------|-------|---------|---------|

| | | | | | |
|------------------------|---------------|---------------|---------------|--------------|-------------|
| 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 |

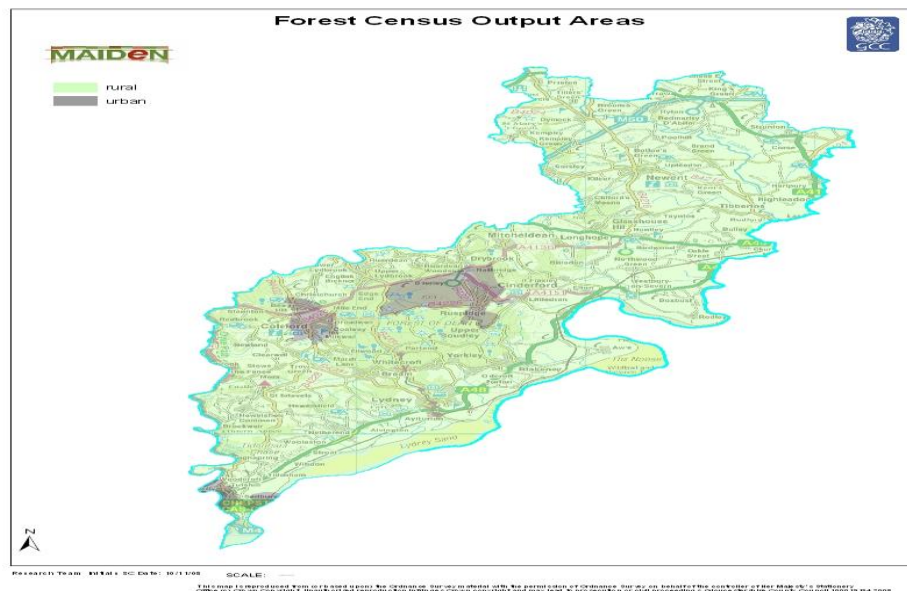


Amongst Gloucestershire's six Districts it is only Cheltenham that has a wholly urban population; Gloucester has a very small rural population in Westgate ward.

Cotswold District's urban population is focussed on Cirencester.

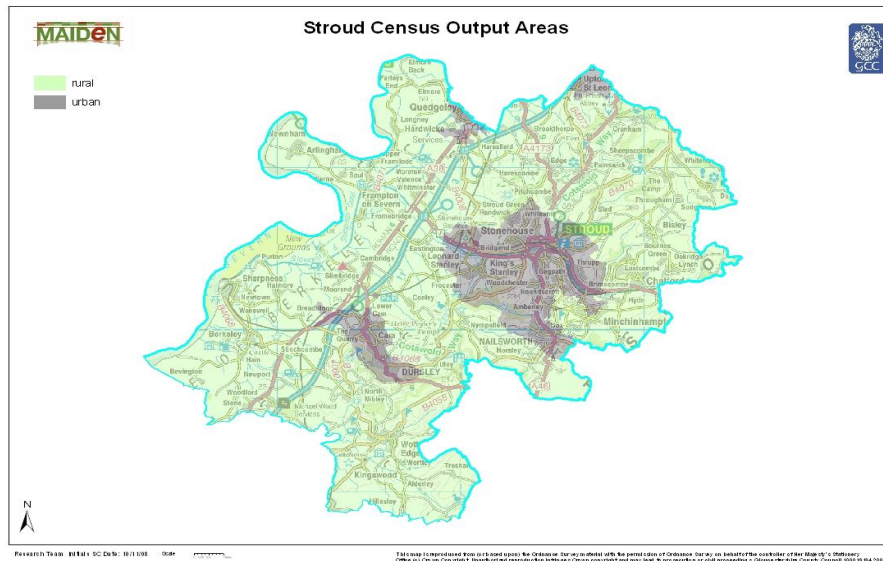


The Forest of Dean has urban settlements at Cinderford and Coleford, and at Tidenham.

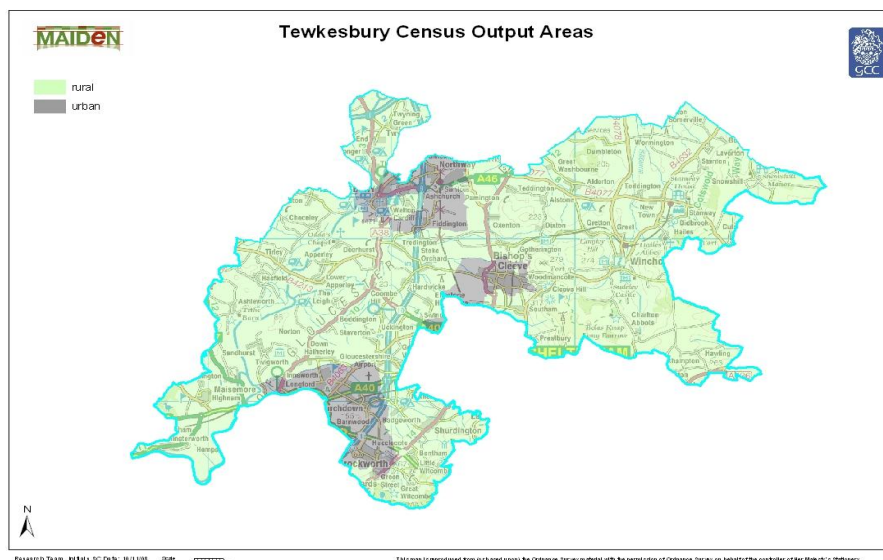


Nine of Stroud District's wards are defined as wholly rural: Berkeley, Bisley, Coaley and Uley, Eastington and Standish, Kingswood, Painswick, Severn, Vale, Wotton-under-Edge. There is a mix of urban and rural settlement in Amberley and Woodchester, Cam East, Cam West, Chalford, Hardwicke, Minchinhampton, Nailsworth, The Stanleys and Upton St Leonards wards.

Gloucestershire Story 2011 module 3: Rural Gloucestershire



Tewkesbury District has wholly rural wards at Badgeworth, Highnam with Haw Bridge, Isbourne, Oxenton Hill, Shurdington, Twynning and Winchcombe, with mixed rural/urban settlements at Ashchurch with Walton Cardiff, Brockworth, Cleeve Hill, Coombe Hill, Innsworth with Down Hatherley and Tewkesbury Prior's Park.



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

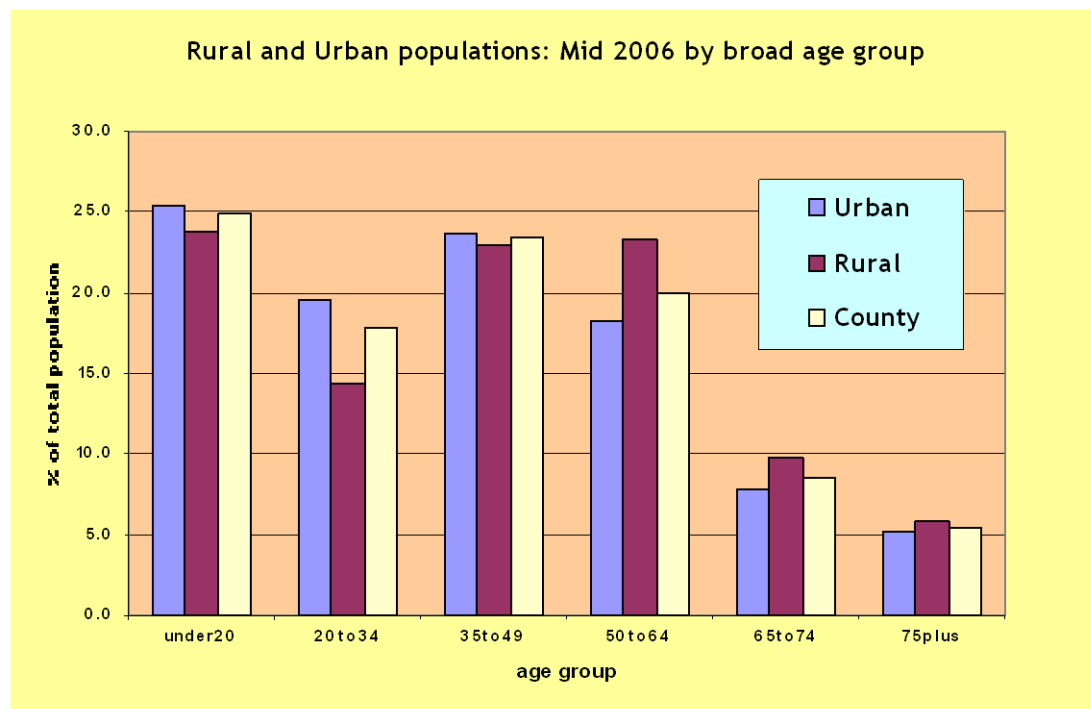
That's about the size of it, yes.

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'?

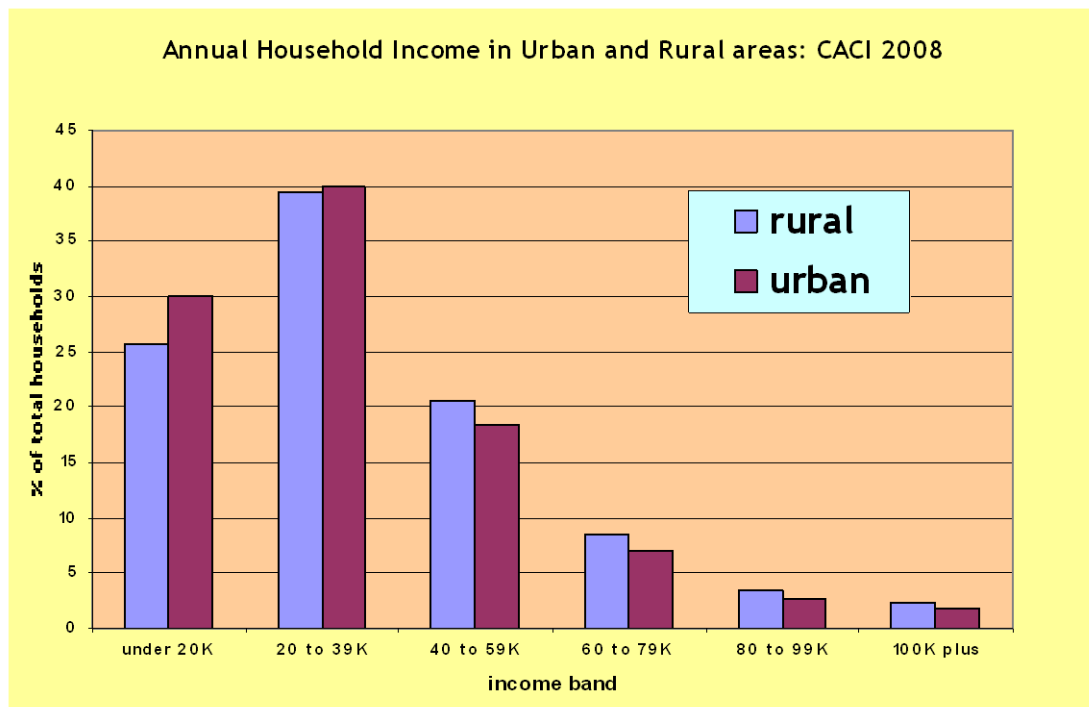
If you look at the graph below you'll see that there is a marked difference in the age profiles of our urban and rural populations.



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?

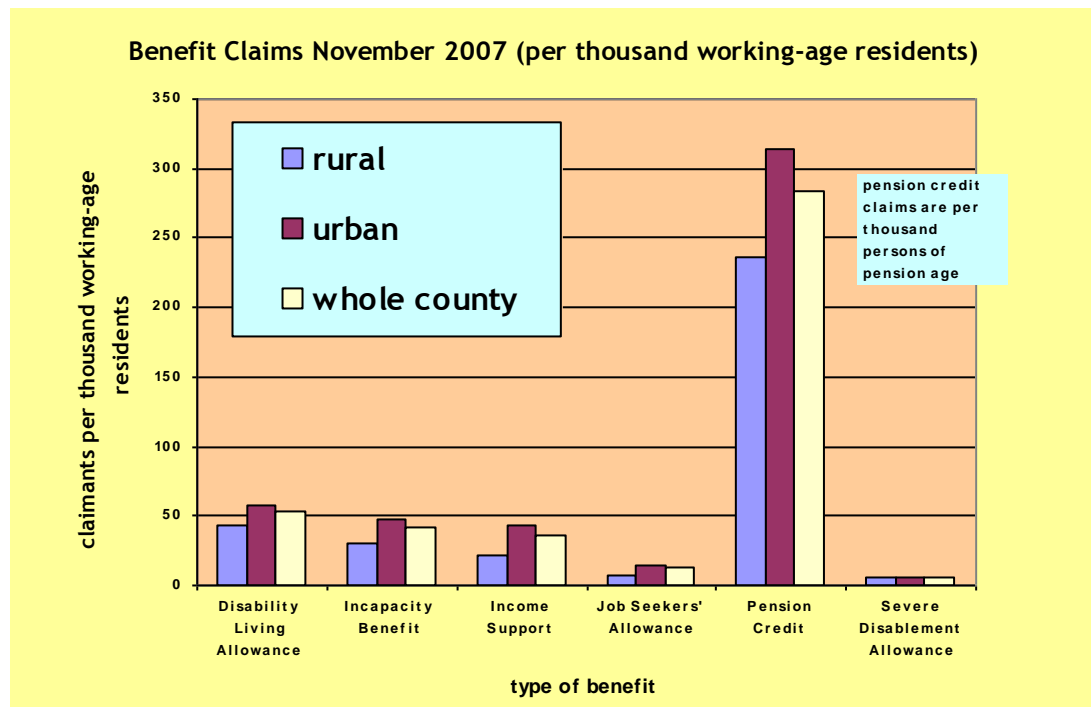
On the face of it, yes. Mean household income in Gloucestershire's rural neighbourhoods is £2845 higher than mean household income in our urban neighbourhoods. This is based on private sector estimates of household income (CACI Ltd., 2008), which give a mean household income of £36,621 per annum in rural 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.

| Children & Young People Services | 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.

| Healthy Living & Older People Services | numbers in rural neighbourhoods | numbers in urban neighbourhoods | rural rate per thousand residents | urban rate per thousand residents | rural:urban ratio |
|--|--|--|--|--|--------------------------|
| 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 |

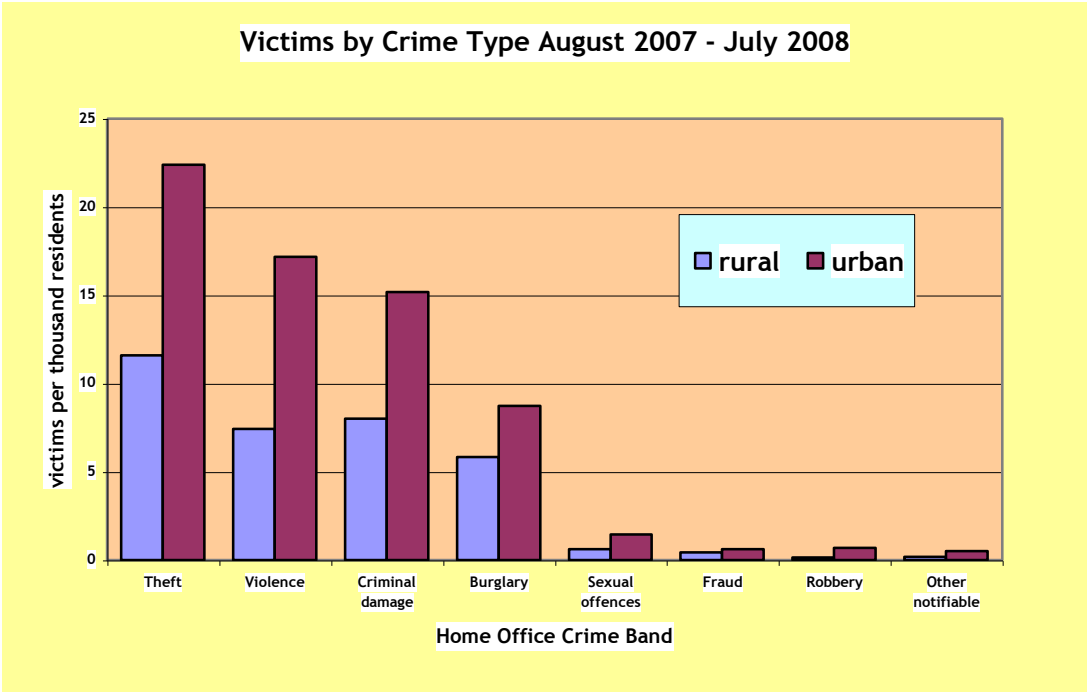
Rural dwellers spend 13% more, per head, per week, on alcohol than urban dwellers, but 18% less, per head, per week, on tobacco. People living in rural neighbourhoods are more likely than their urban counterparts to have substantial informal caring commitments.

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

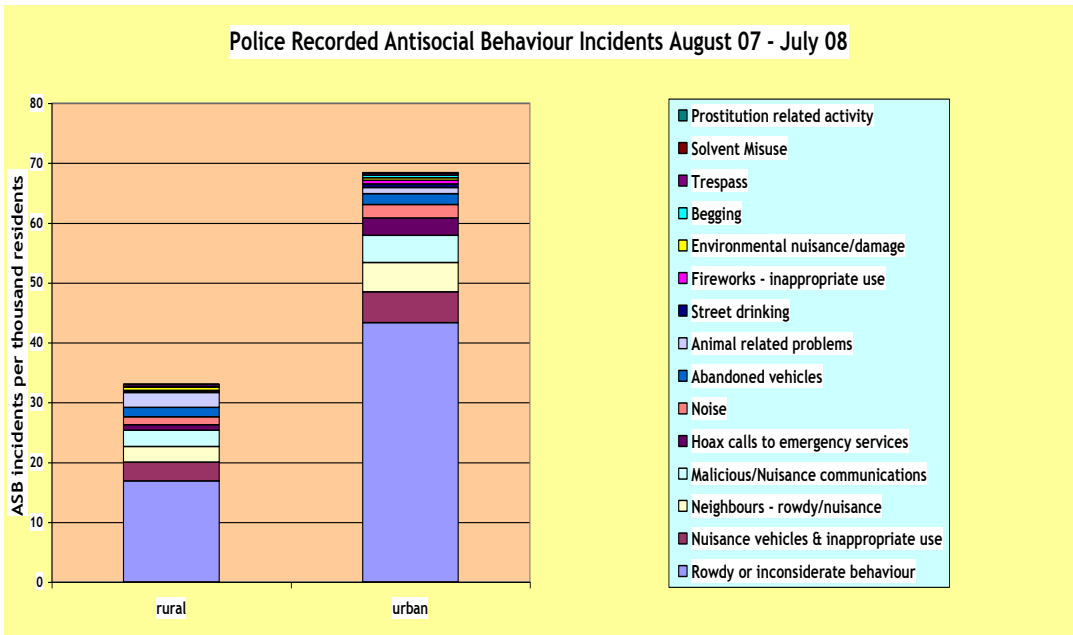
Rates for all accident admissions, and for accident and emergency admissions of over 75s are a little lower in rural neighbourhoods than in urban neighbourhoods.

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.

Indices of Multiple Deprivation 2010: Gloucestershire Summary

This module has been fully updated following the recent publication of the National Indices of Deprivation 2010.

Key features of the Indices of Multiple Deprivation 2010 for Gloucestershire.

The County now has 8 neighbourhoods (Lower Super Output Areas) amongst the most deprived 10% of neighbourhoods in England

All of these 8 neighbourhoods are in Gloucester and Cheltenham

| LSOA CODE | LSOA NAME | LA NAME | IMD national rank |
|-----------|-------------------------|------------|-------------------|
| E01022333 | PODSMEAD 1 | Gloucester | 809 |
| E01022319 | MATSON AND ROBINSWOOD 1 | Gloucester | 1243 |
| E01022152 | St PAUL'S 2 | Cheltenham | 1990 |
| E01022147 | St MARK'S 1 | Cheltenham | 2185 |
| E01022311 | KINGSHOLM AND WOTTON 3 | Gloucester | 2332 |
| E01022347 | WESTGATE 1 | Gloucester | 2434 |
| E01022349 | WESTGATE 3 | Gloucester | 2642 |
| E01022120 | HESTERS WAY 1 | Cheltenham | 3054 |

When compared to the rest of England Gloucestershire's neighbourhoods are most deprived in terms of 'geographical barriers to services', with eighty Gloucestershire neighbourhoods amongst the most deprived 10% of neighbourhoods in England. Around a third of Gloucestershire residents live in the national most deprived quintile for geographical barriers.

Gloucestershire has experienced relative improvement in terms of deprivation measures, between the 2007 and 2010 national indices

- 10% more Gloucestershire residents now live in neighbourhoods amongst the least deprived 20% of neighbourhoods in England.
- There has been a substantial improvement in Gloucestershire neighbourhoods deprivation measures relating to Health and Disability, with many fewer people now in the most deprived neighbourhoods and many more living amongst England's least deprived communities.

Gloucestershire Story 2011 module 4: Deprivation in Gloucestershire

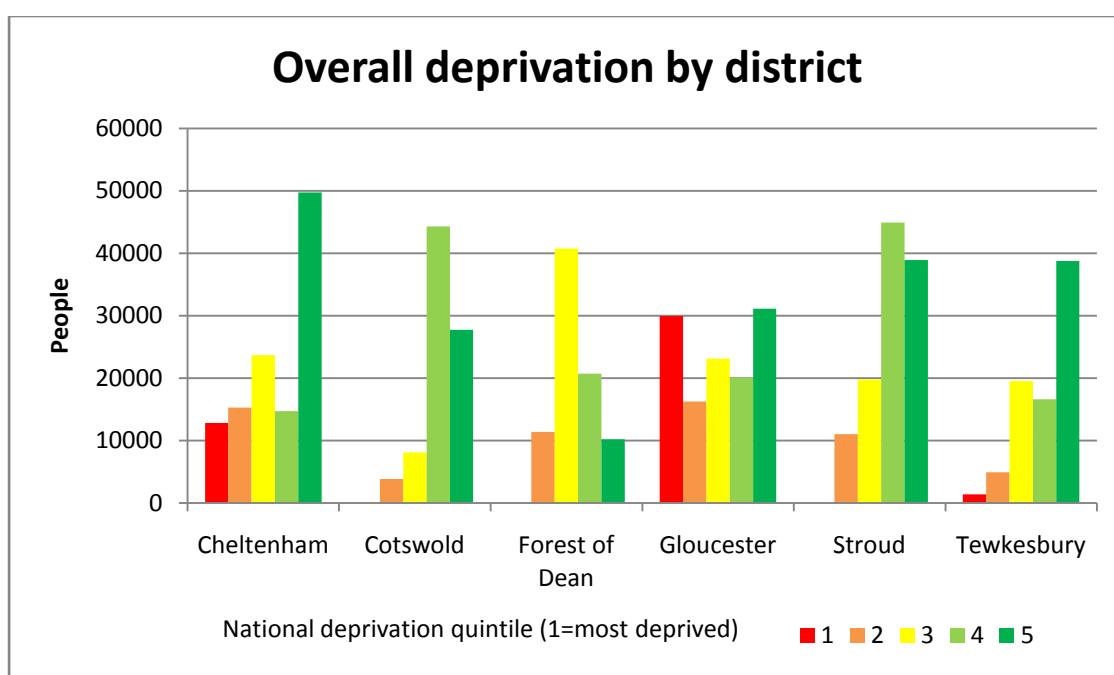
There has been a deterioration in Gloucestershire neighbourhoods relative deprivation measures relating to both the Employment and Education and training measures.

The 2010 National Indices of Deprivation are based on 2008 data, and cannot, therefore, properly reflect the impact of the recession.

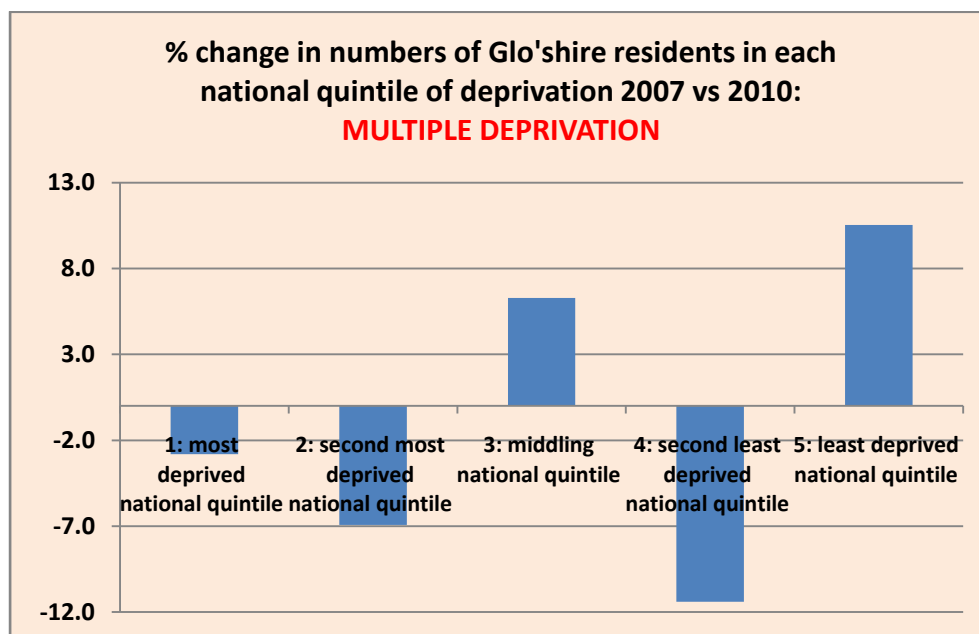
Overall deprivation

12,698 Gloucestershire residents live in neighbourhoods which have been classified as being amongst the 10% most deprived neighbourhoods in England. There are now 8 neighbourhoods in this top bracket, whereas there were only 7 at the time of the 2007 Indices of Deprivation. Just under 45,000 Gloucestershire residents are living in the most deprived 20% of neighbourhoods in the country. Almost a third of county residents live in the least deprived 20% of areas nationally.

| National Quintiles | | | | | | District Total |
|---------------------|--------------|--------------|---------------|---------------|---------------|----------------|
| Districts | 1 | 2 | 3 | 4 | 5 | |
| Cheltenham | 12809 | 15291 | 23710 | 14704 | 49730 | 116244 |
| Cotswold | | 3869 | 8126 | 44300 | 27738 | 84032 |
| Forest of Dean | | 11402 | 40776 | 20716 | 10197 | 83091 |
| Gloucester | 29943 | 16249 | 23105 | 20080 | 31120 | 120498 |
| Stroud | | 11002 | 19780 | 44942 | 38925 | 114648 |
| Tewkesbury | 1369 | 4932 | 19548 | 16640 | 38775 | 81264 |
| County Total | 44122 | 62744 | 135045 | 161380 | 196486 | 599777 |



Gloucestershire Story 2011 module 4: Deprivation in Gloucestershire



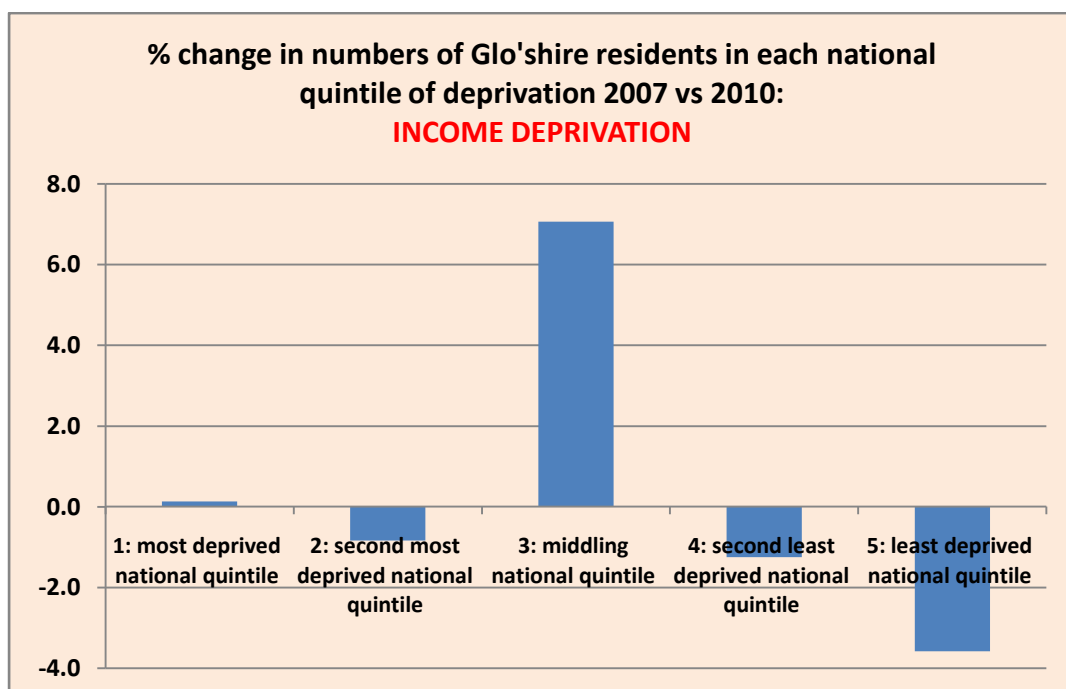
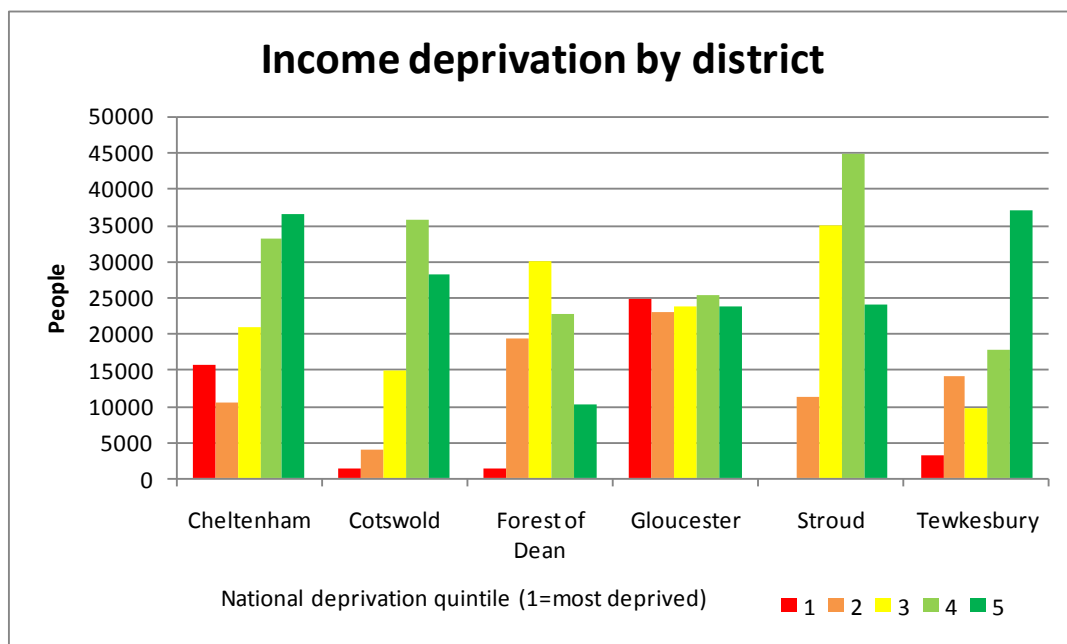
Gloucestershire has just over 2% fewer residents living in neighbourhoods amongst the most deprived 20% of English neighbourhoods, when comparing the 2007 measures to the 2010 ones. Also, there are over 10% more Glo'shire residents living in the least deprived 20% of English neighbourhoods.

Income deprivation

Over 16,000 Gloucestershire residents live in neighbourhoods which have been classified as being amongst the 10% most income deprived neighbourhoods in England. There are now 11 neighbourhoods in this top bracket, whereas there were only 9 at the time of the 2007 Indices of Deprivation. Over 45,000 Gloucestershire residents are living in the most income deprived 20% of neighbourhoods in the country. Over a quarter of county residents live in the least deprived 20% areas nationally.

| National Quintiles | | | | | | District Total |
|---------------------|--------------|--------------|---------------|---------------|---------------|----------------|
| Districts | 1 | 2 | 3 | 4 | 5 | |
| Cheltenham | 15636 | 10462 | 20758 | 32979 | 36409 | 116244 |
| Cotswold | 1195 | 3959 | 14950 | 35788 | 28140 | 84032 |
| Forest of Dean | 1225 | 19248 | 29848 | 22537 | 10232 | 83091 |
| Gloucester | 24823 | 22987 | 23618 | 25255 | 23814 | 120498 |
| Stroud | | 11301 | 34793 | 44705 | 23849 | 114648 |
| Tewkesbury | 3124 | 14009 | 9586 | 17583 | 36961 | 81264 |
| County Total | 46003 | 81967 | 133555 | 178846 | 159407 | 599777 |

Gloucestershire Story 2011 module 4: Deprivation in Gloucestershire



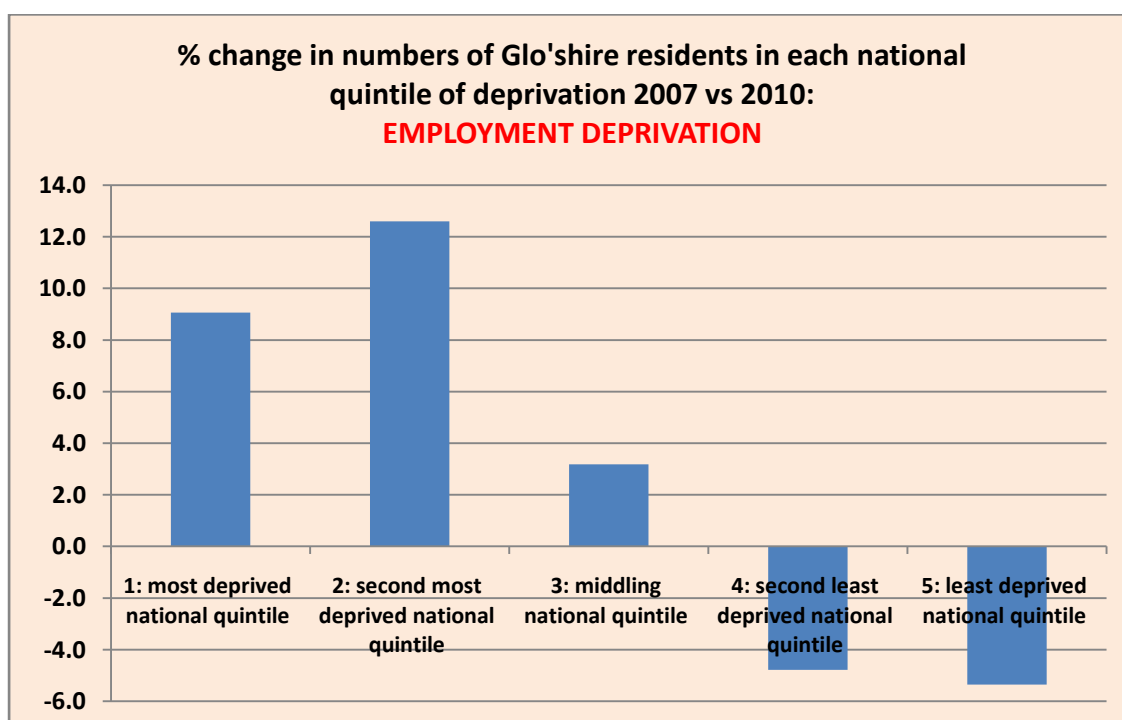
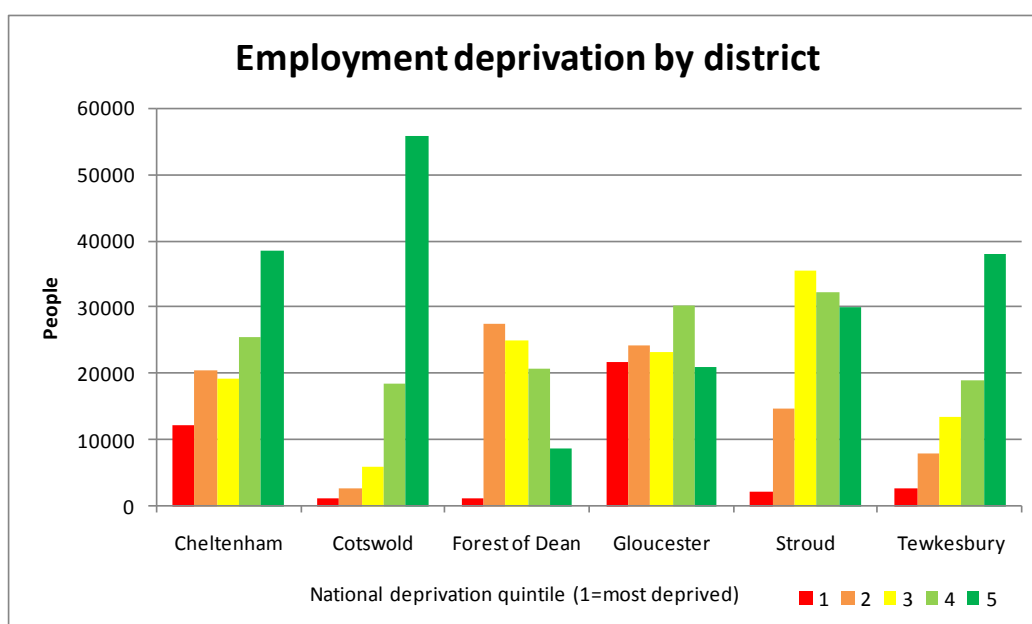
There have been only marginal changes in the distribution of residents across the Income deprivation quintiles between 2007 and 2010.

Employment deprivation

12,698 Gloucestershire residents live in neighbourhoods which have been classified as being amongst the 10% most employment deprived neighbourhoods in England, and these all live in Cheltenham or Gloucester. There are now just 8 neighbourhoods in this top bracket, whereas there were 9 at the time of the 2007 Indices of Deprivation. Over 41,000 people live in the 20% most deprived areas nationally for employment. Almost a third of county residents live in the least employment deprived 20% areas nationally.

Gloucestershire Story 2011 module 4: Deprivation in Gloucestershire

| National Quintiles | | | | | | District Total |
|---------------------|--------------|--------------|---------------|---------------|---------------|----------------|
| Districts | 1 | 2 | 3 | 4 | 5 | |
| Cheltenham | 12320 | 20468 | 19363 | 25575 | 38518 | 116244 |
| Cotswold | 1195 | 2674 | 6103 | 18385 | 55675 | 84032 |
| Forest of Dean | 1225 | 27449 | 25026 | 20667 | 8723 | 83091 |
| Gloucester | 21773 | 24372 | 23251 | 30190 | 20912 | 120498 |
| Stroud | 2187 | 14816 | 35560 | 32137 | 29948 | 114648 |
| Tewkesbury | 2758 | 8069 | 13413 | 19046 | 37977 | 81264 |
| County Total | 41458 | 97848 | 122716 | 146001 | 191754 | 599777 |



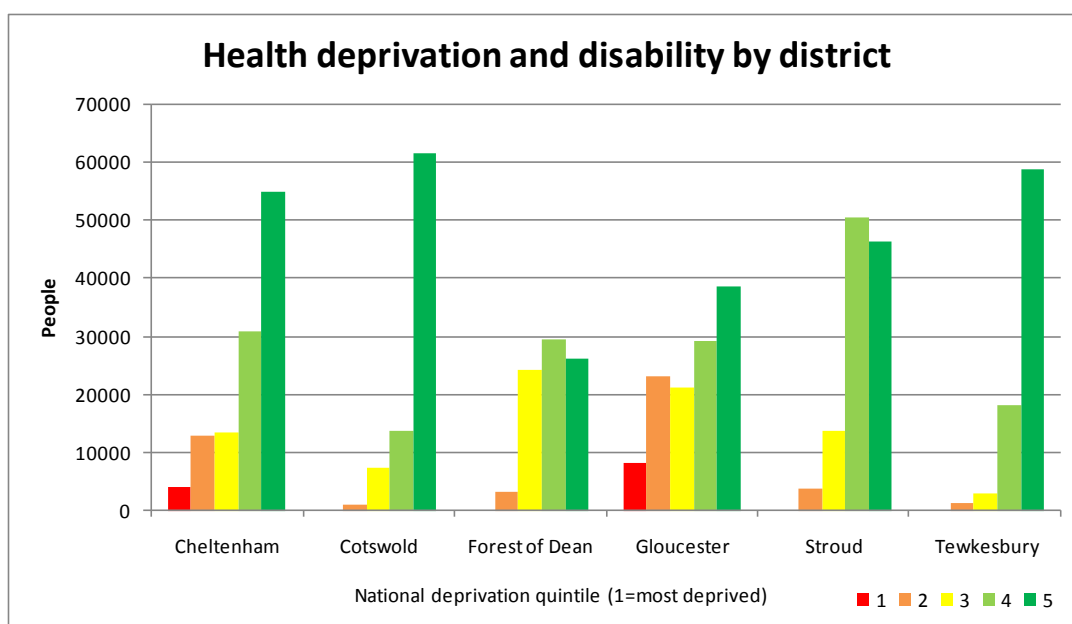
Gloucestershire Story 2011 module 4: Deprivation in Gloucestershire

In terms of Employment deprivation the relative position of Gloucestershire neighbourhoods can be seen to have worsened between the 2007 and 2010 deprivation measures, with more residents now living in neighbourhoods from the most deprived quintiles.

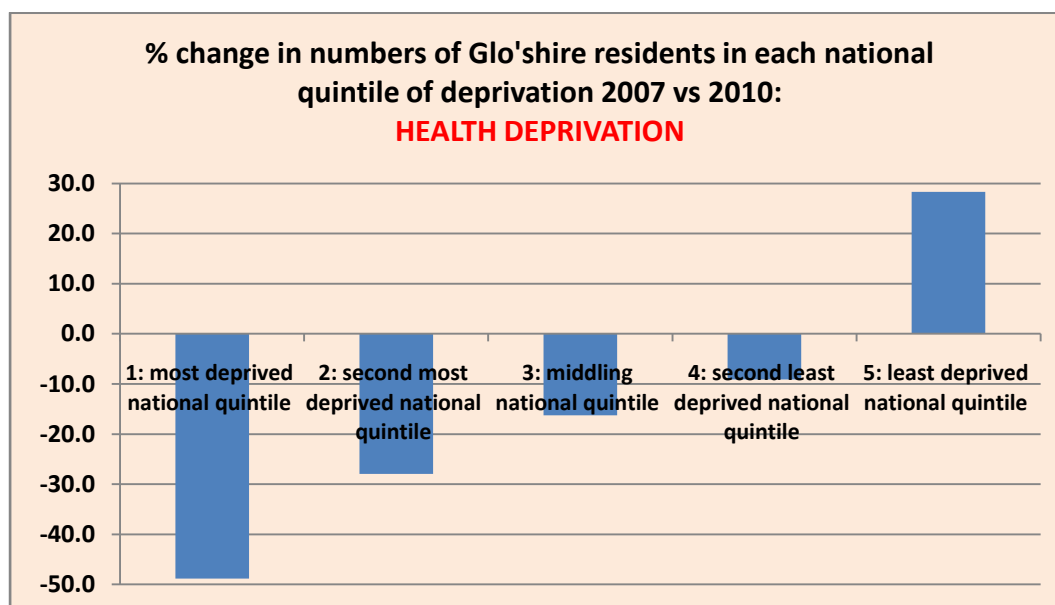
Health deprivation and disability

Only 1811 Gloucestershire residents live in neighbourhoods which have been classified as being amongst the 10% most health deprived neighbourhoods in England, and these are all in Gloucester City. There is now only 1 neighbourhood in this top bracket, whereas there were 6 at the time of the 2007 Indices of Deprivation. Less than 13,000 people live in the 20% most deprived areas nationally for health. Approaching half of all county residents live in the least health deprived 20% areas nationally.

| National Quintiles | | | | | | District Total |
|---------------------|--------------|--------------|--------------|---------------|---------------|----------------|
| Districts | 1 | 2 | 3 | 4 | 5 | |
| Cheltenham | 4217 | 12973 | 13508 | 30815 | 54730 | 116244 |
| Cotswold | | 1195 | 7492 | 13753 | 61592 | 84032 |
| Forest of Dean | | 3206 | 24151 | 29458 | 26275 | 83091 |
| Gloucester | 8334 | 23192 | 21292 | 29129 | 38551 | 120498 |
| Stroud | | 3910 | 13911 | 50429 | 46399 | 114648 |
| Tewkesbury | | 1369 | 3144 | 18142 | 58610 | 81264 |
| County Total | 12551 | 45845 | 83498 | 171726 | 286158 | 599777 |



Gloucestershire Story 2011 module 4: Deprivation in Gloucestershire



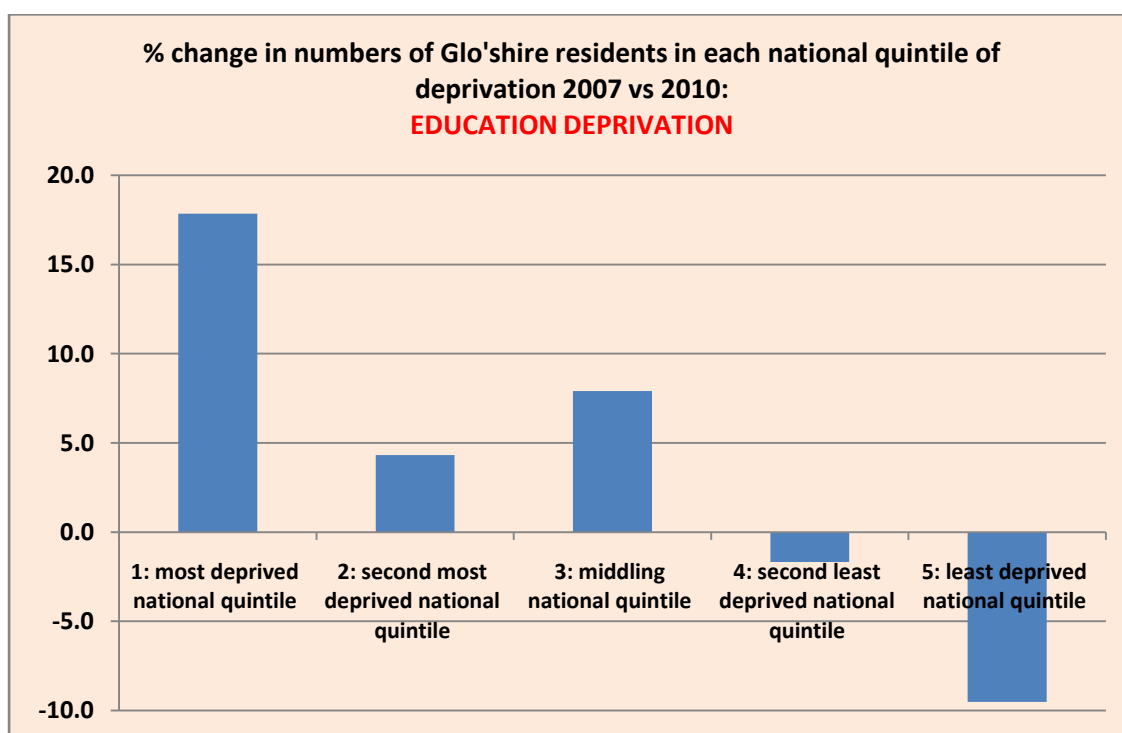
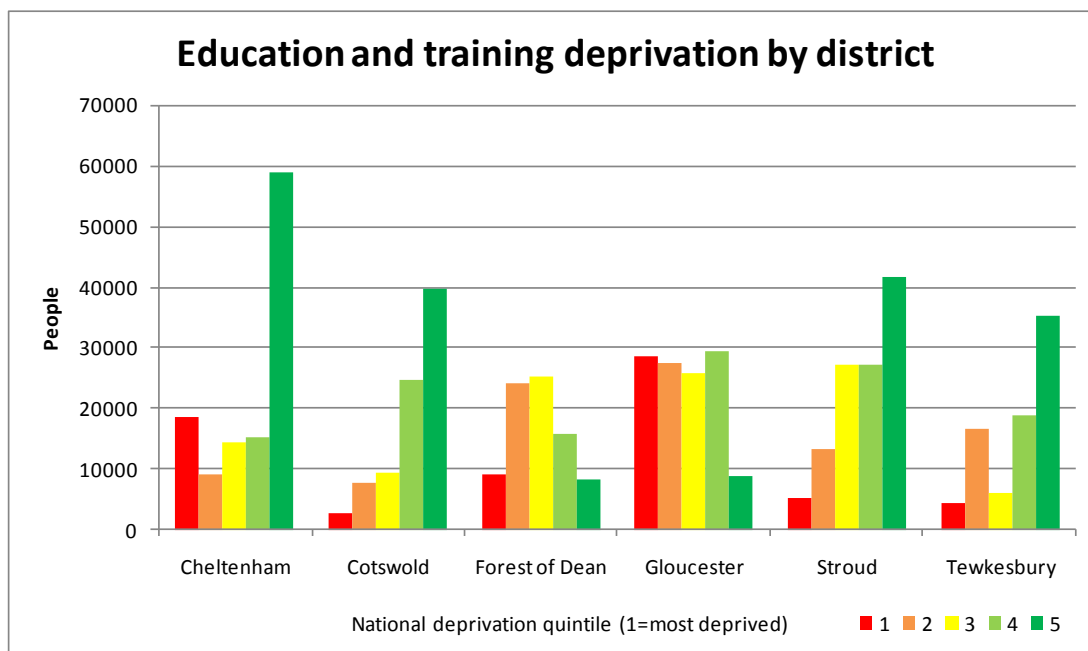
Comparing the 2007 and 2010 Health and Disability measures suggests that Gloucestershire has experienced significant improvements between the 2 sets of measures, with numbers resident in the most deprived national quintile falling by almost 50%, with an almost 30% increase in numbers who live in the least deprived national quintile of neighbourhoods.

Education and training deprivation

23,932 Gloucestershire residents live in neighbourhoods which have been classified as being amongst the 10% most education deprived neighbourhoods in England, with around half of these being in Gloucester City. There are now 16 neighbourhoods in this top bracket, whereas there were only 12 at the time of the 2007 Indices of Deprivation. Nearly 70,000 people live in the 20% most deprived areas nationally for education and training. Almost a third of county residents live in the least education deprived 20% areas nationally.

| Districts | National Quintile | | | | | District Total |
|---------------------|-------------------|--------------|---------------|---------------|---------------|----------------|
| | 1 | 2 | 3 | 4 | 5 | |
| Cheltenham | 18716 | 9083 | 14440 | 15203 | 58801 | 116244 |
| Cotswold | 2665 | 7725 | 9456 | 24591 | 39596 | 84032 |
| Forest of Dean | 9195 | 24298 | 25392 | 15766 | 8438 | 83091 |
| Gloucester | 28701 | 27542 | 25775 | 29561 | 8919 | 120498 |
| Stroud | 5367 | 13232 | 27239 | 27179 | 41631 | 114648 |
| Tewkesbury | 4513 | 16620 | 5986 | 18964 | 35181 | 81264 |
| County Total | 69158 | 98500 | 108288 | 131264 | 192567 | 599777 |

Gloucestershire Story 2011 module 4: Deprivation in Gloucestershire



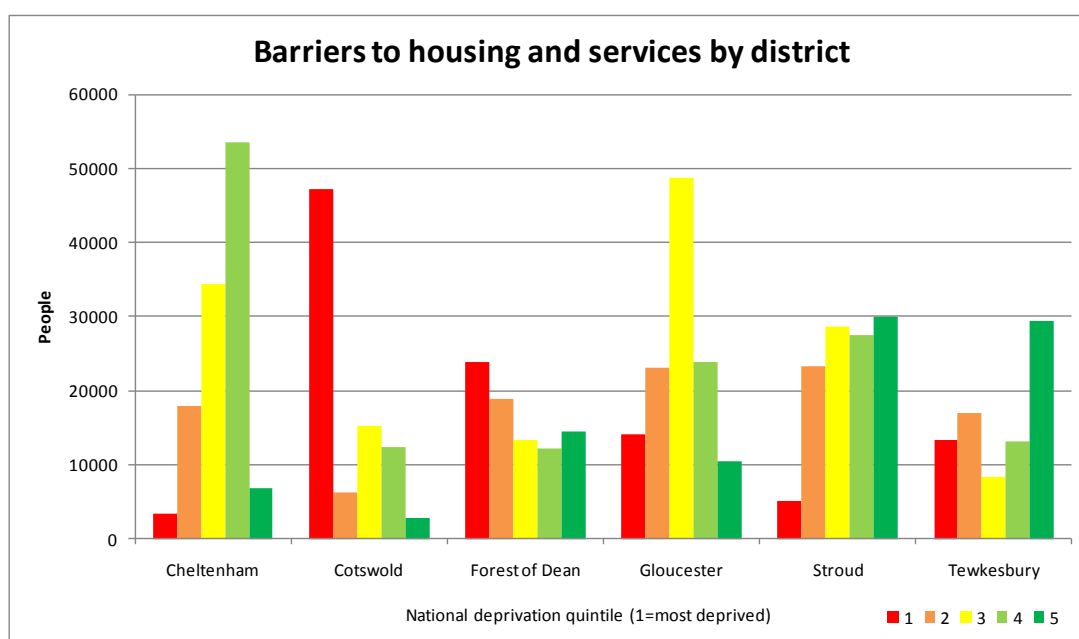
In terms of Education and Training deprivation the relative position of Gloucestershire neighbourhoods can be seen to have worsened between the 2007 and 2010 deprivation measures, with more residents now living in neighbourhoods from the most deprived quintiles.

Barriers to housing and services

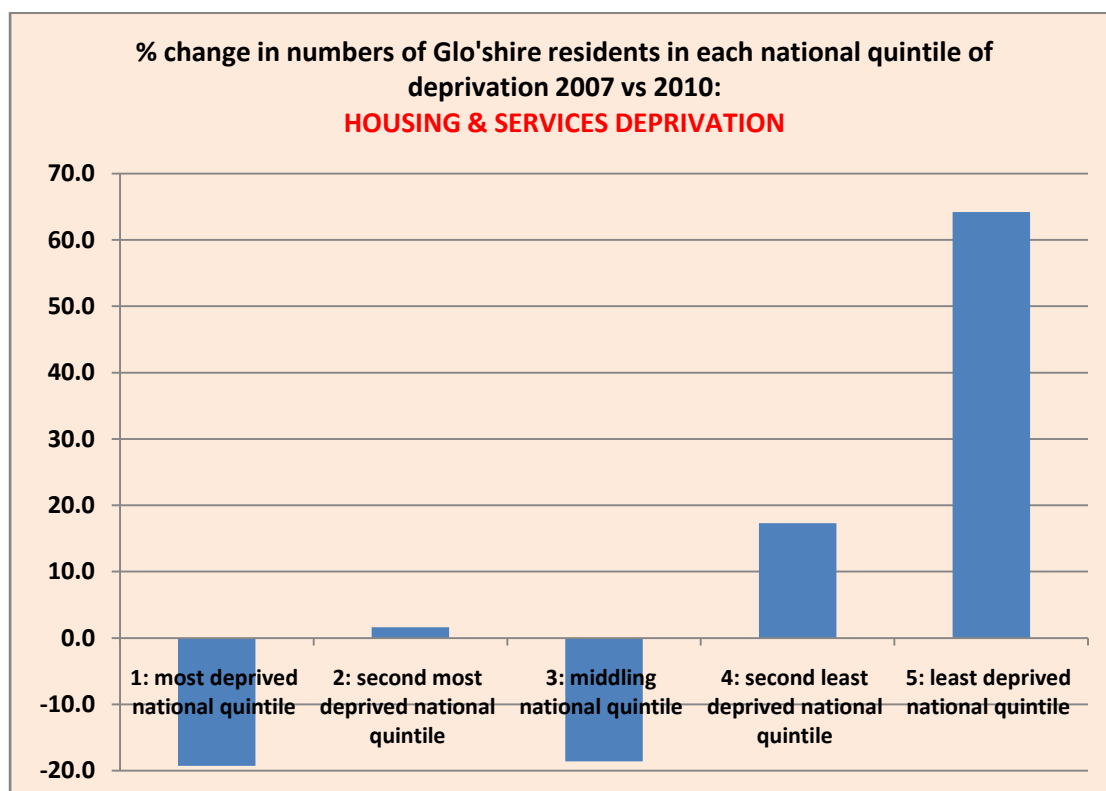
Gloucestershire Story 2011 module 4: Deprivation in Gloucestershire

58,947 Gloucestershire residents live in neighbourhoods which have been classified as being amongst the 10% of English neighbourhoods that have the most barriers to accessing housing and services. There are now 32 neighbourhoods in this top bracket, whereas there were 31 at the time of the 2007 Indices of Deprivation. Over 107,000 people live in the 20% most deprived areas nationally for this indicator. Only around 94,000 of county residents live in the 20% of national areas with the fewest barriers to housing and services.

| National Quintile | | | | | | District Total |
|---------------------|---------------|---------------|---------------|---------------|--------------|----------------|
| Districts | 1 | 2 | 3 | 4 | 5 | |
| Cheltenham | 3513 | 17986 | 34382 | 53488 | 6875 | 116244 |
| Cotswold | 47252 | 6251 | 15339 | 12375 | 2815 | 84032 |
| Forest of Dean | 23913 | 18888 | 13382 | 12307 | 14601 | 83091 |
| Gloucester | 14155 | 23098 | 48812 | 23879 | 10554 | 120498 |
| Stroud | 5221 | 23308 | 28618 | 27466 | 30035 | 114648 |
| Tewkesbury | 13349 | 16930 | 8355 | 13228 | 29401 | 81264 |
| County Total | 107403 | 106462 | 148889 | 142743 | 94281 | 599777 |



Gloucestershire Story 2011 module 4: Deprivation in Gloucestershire



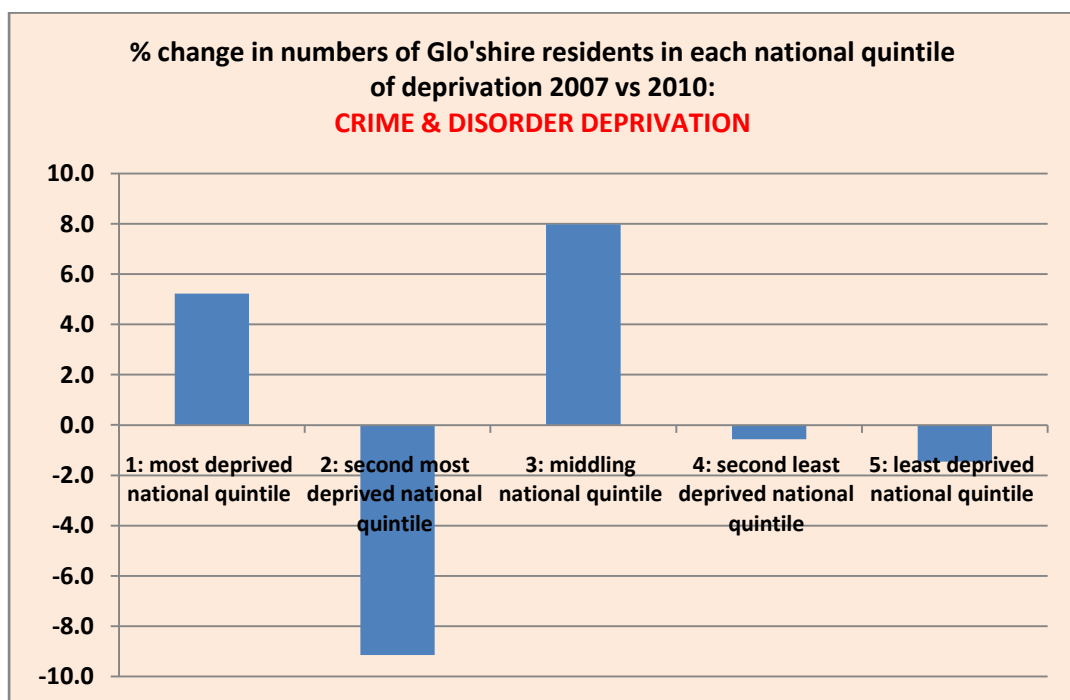
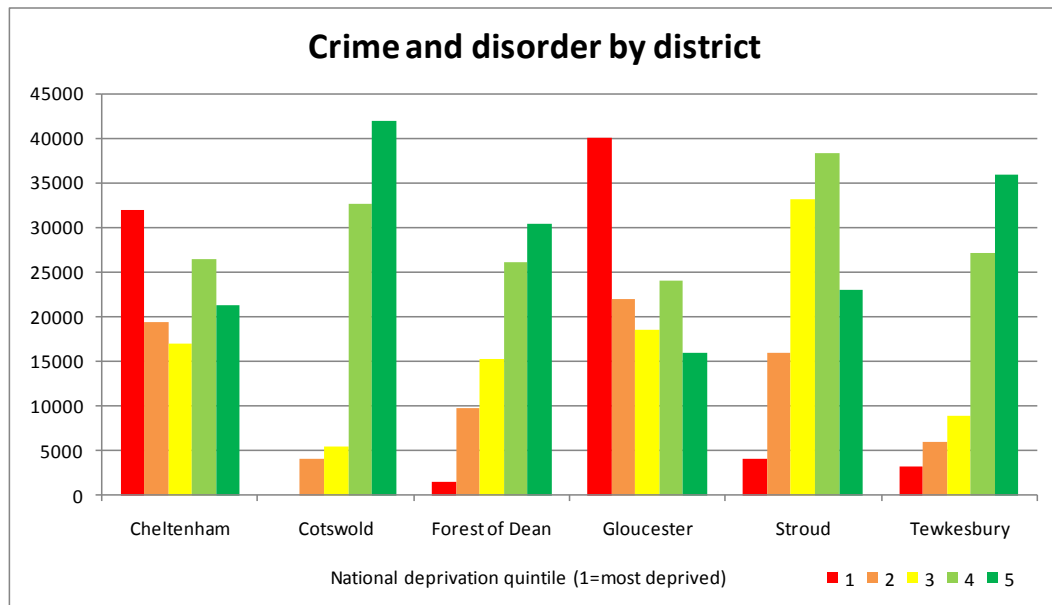
Whilst Gloucestershire neighbourhoods continue to display relatively high levels of housing and services deprivation there has been an apparent improvement between the 2007 and 2010 deprivation measures.

Crime and disorder

45,763 Gloucestershire residents live in neighbourhoods which have been classified as being amongst the 10% of English neighbourhoods that have the most issues relating to crime and disorder. There are now 29 neighbourhoods in this top bracket, whereas there were only 20 at the time of the 2007 Indices of Deprivation. Around 81,000 people live in the 20% most deprived areas nationally for this indicator; and nearly half of these are in Gloucester City. Over a quarter of county residents live in the 20% of national areas that have the least issues relating to crime and disorder.

| Districts | National Quintile | | | | | District total |
|---------------------|-------------------|--------------|--------------|---------------|---------------|----------------|
| | 1 | 2 | 3 | 4 | 5 | |
| Cheltenham | 32021 | 19412 | 16961 | 26490 | 21360 | 116244 |
| Cotswold | | 4110 | 5430 | 32648 | 41845 | 84032 |
| Forest of Dean | 1510 | 9812 | 15343 | 26033 | 30393 | 83091 |
| Gloucester | 40054 | 22027 | 18486 | 24005 | 15925 | 120498 |
| Stroud | 4132 | 16052 | 33142 | 38223 | 23099 | 114648 |
| Tewkesbury | 3233 | 6017 | 9012 | 27094 | 35909 | 81264 |
| County total | 80950 | 77429 | 98373 | 174494 | 168531 | 599777 |

Gloucestershire Story 2011 module 4: Deprivation in Gloucestershire



There have been only marginal changes in the distribution of residents across the Crime & Disorder deprivation quintiles between 2007 and 2010.

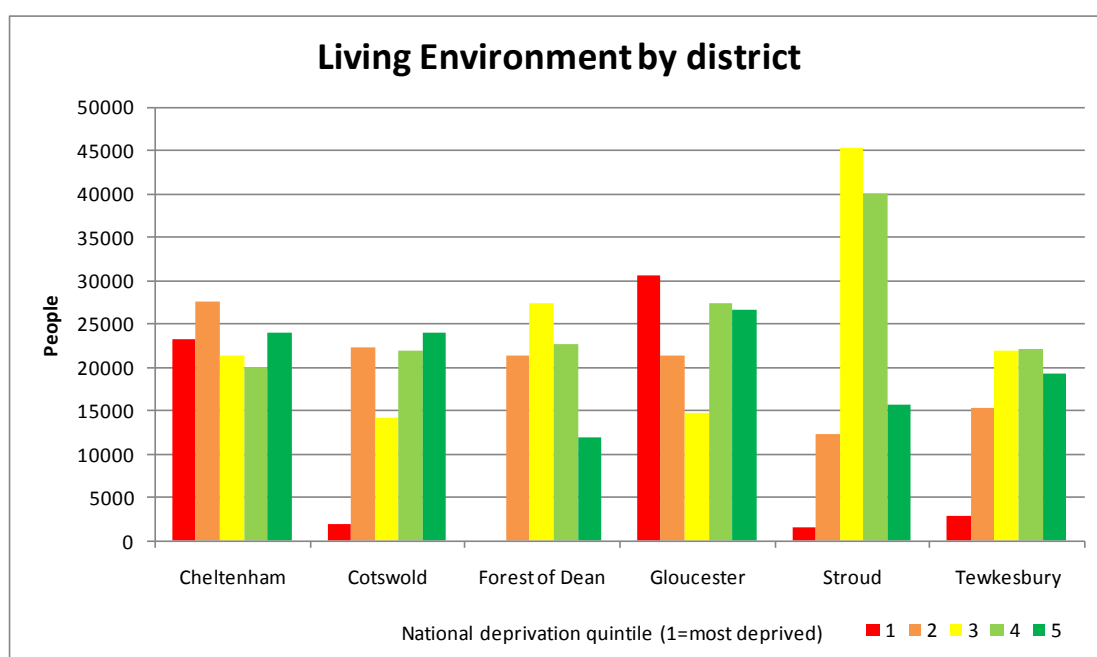
Living environment

26,123 Gloucestershire residents live in neighbourhoods which have been classified as being amongst the 10% most deprived neighbourhoods in England in terms of living

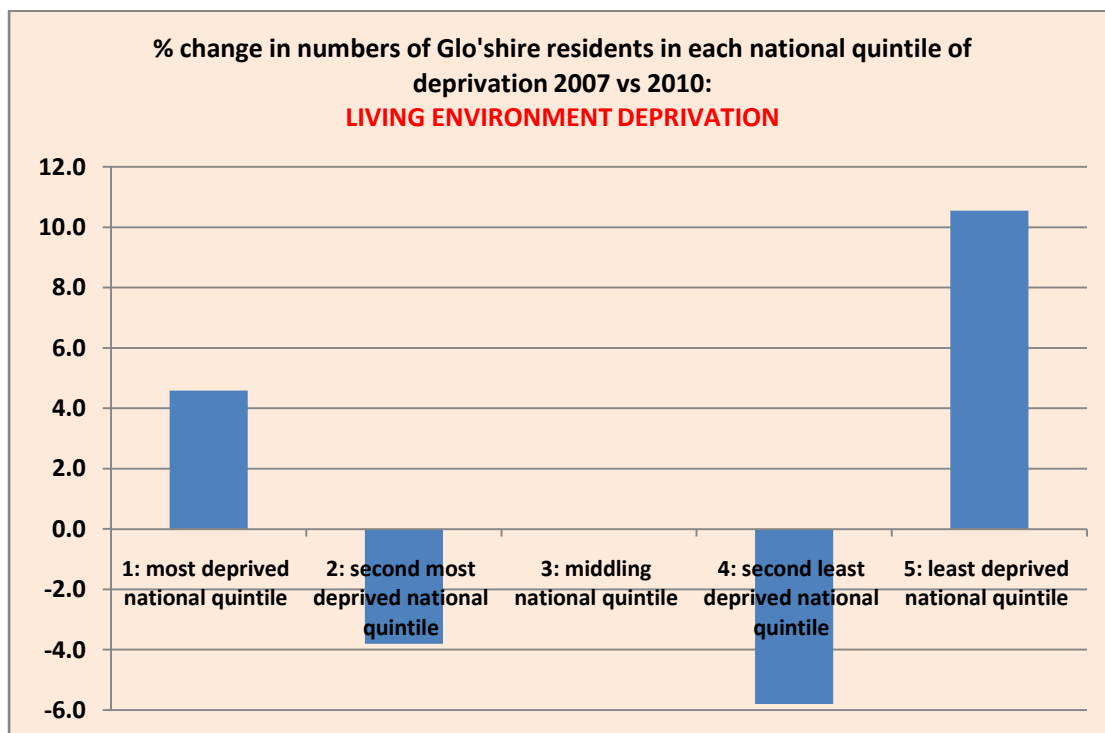
Gloucestershire Story 2011 module 4: Deprivation in Gloucestershire

environment; and nearly 80% of these live in Gloucester. There are now 17 neighbourhoods in this top bracket, whereas there were only 15 at the time of the 2007 Indices of Deprivation. Around 60,000 people live in the 20% most deprived areas nationally for living environment. Around 120,000 of county residents live in the least deprived 20% areas nationally in relation to living environment.

| Districts | National Quintile | | | | | District Total |
|---------------------|-------------------|---------------|---------------|---------------|---------------|----------------|
| | 1 | 2 | 3 | 4 | 5 | |
| Cheltenham | 23244 | 27594 | 21376 | 20000 | 24030 | 116244 |
| Cotswold | 1844 | 22200 | 14114 | 21930 | 23944 | 84032 |
| Forest of Dean | | 21278 | 27449 | 22558 | 11805 | 83091 |
| Gloucester | 30475 | 21286 | 14760 | 27354 | 26623 | 120498 |
| Stroud | 1467 | 12216 | 45329 | 39951 | 15685 | 114648 |
| Tewkesbury | 2814 | 15343 | 21909 | 22015 | 19183 | 81264 |
| County Total | 59844 | 119918 | 144937 | 153808 | 121269 | 599777 |



Gloucestershire Story 2011 module 4: Deprivation in Gloucestershire



There have been only marginal changes in the distribution of residents across the Living Environment deprivation quintiles between 2007 and 2010.

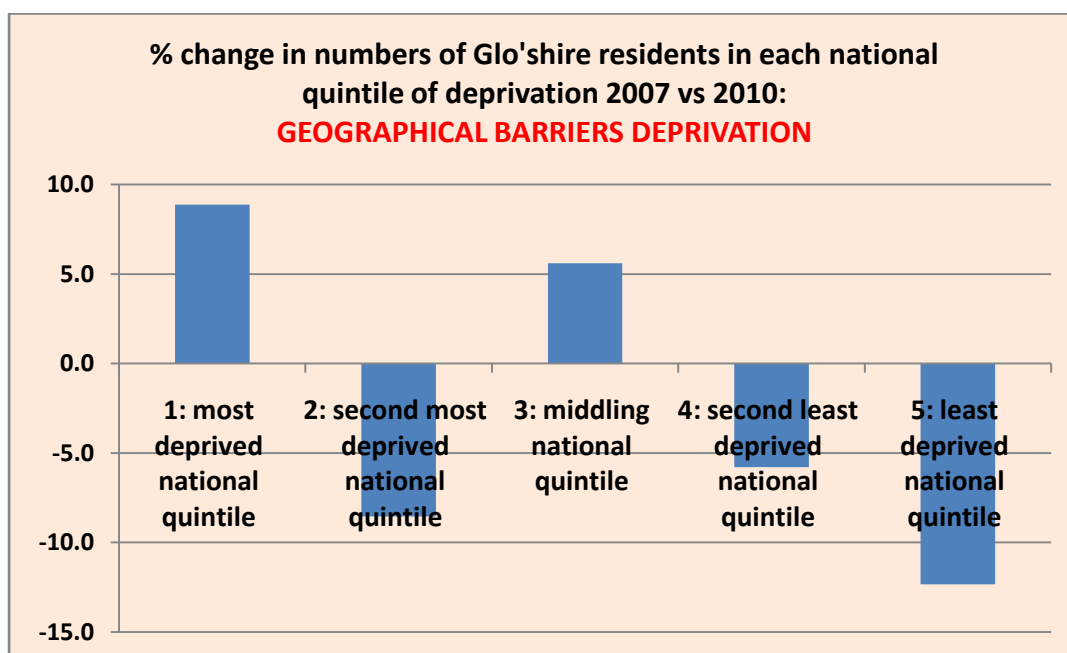
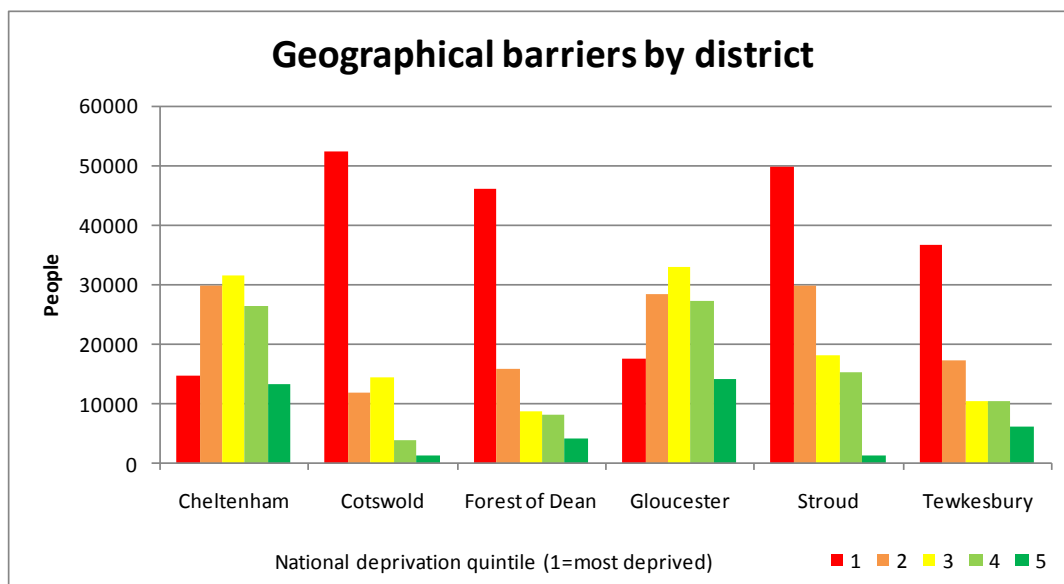
Geographical barriers

131,794 Gloucestershire residents live in neighbourhoods which have been classified as being amongst the 10% of neighbourhoods in England with the most geographical barriers to services. There are now 80 neighbourhoods in this top bracket, whereas there were only 68 at the time of the 2007 Indices of Deprivation. 216,996 (well over a third of the county population) people live in the 20% most deprived areas in terms of geographical access. Just 41,087 of county residents live in the most geographically accessible 20% areas nationally.

| Districts | National quintile | | | | | District Total |
|----------------|-------------------|-------|-------|-------|-------|----------------|
| | 1 | 2 | 3 | 4 | 5 | |
| Cheltenham | 14704 | 29986 | 31601 | 26496 | 13457 | 116244 |
| Cotswold | 52224 | 11999 | 14367 | 3919 | 1524 | 84032 |
| Forest of Dean | 46004 | 15792 | 8696 | 8302 | 4296 | 83091 |
| Gloucester | 17638 | 28331 | 33055 | 27259 | 14216 | 120498 |

Gloucestershire Story 2011 module 4: Deprivation in Gloucestershire

| | | | | | | |
|---------------------|---------------|---------------|---------------|--------------|--------------|---------------|
| Stroud | 49819 | 29977 | 18234 | 15214 | 1404 | 114648 |
| Tewkesbury | 36607 | 17323 | 10610 | 10535 | 6189 | 81264 |
| County Total | 216996 | 133407 | 116563 | 91725 | 41087 | 599777 |



There have been only marginal changes in the distribution of residents across the Geographical Barriers deprivation quintiles between 2007 and 2010, although overall there are more Gloucestershire residents in the deprived quintiles under the 2010 measures than the 2007.

The Gloucestershire Story: climate change.

This module has had no significant alterations since the 2009 version. The research which underpins this module remains the most current available.

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

Climate Variable Likely change by around the 2050s

(from UKCIP02 low and high emissions scenarios)

Temperature

Annual warming 1.0 to 2.5°C (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)

Precipitation

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% <average) become more common

Cloud Cover

Reduction in summer and autumn cloud, and an increase in radiation
Small increase in winter cloud cover

Humidity

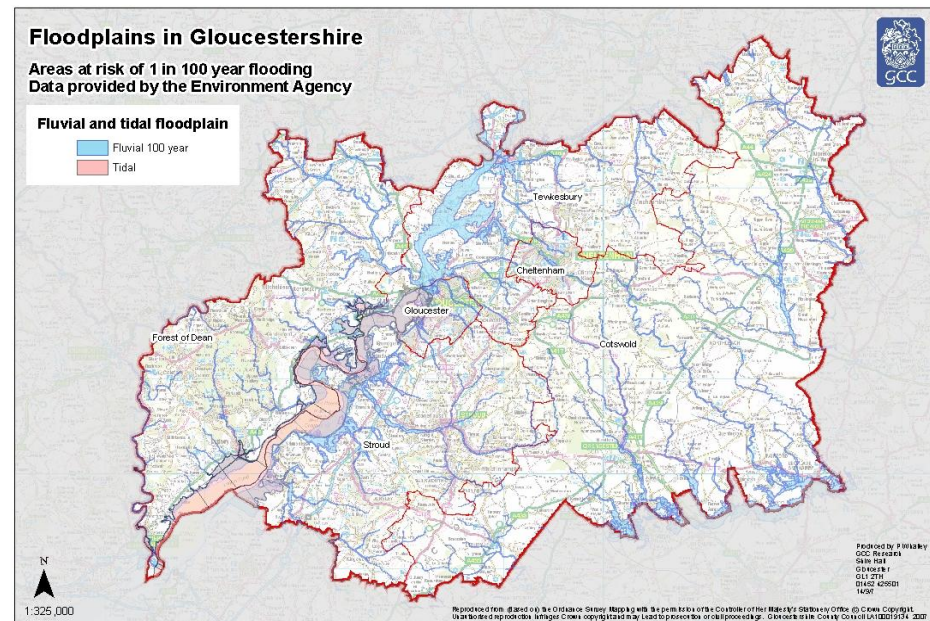
Specific humidity increases throughout the year
Relative humidity decreases in summer

Soil Moisture

Decreases in summer
Slight increase in winter soil moisture

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.

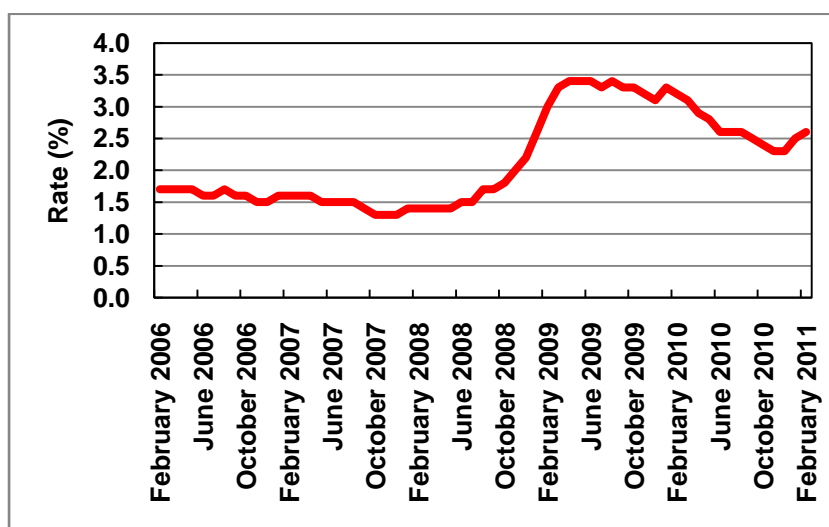
You must read the County Council report. Click [HERE](#) to read the County Council report on Climate Change.

Economic Conditions in Gloucestershire

This module has been completely updated with interim findings from the Gloucestershire Local Economic Assessment (GLEA). The GLEA is due to be signed-off by local partners in May 2011, at which point this module will no longer consist of 'interim' findings but may be refined.

The impact of the recent recession Q2 2008 to Q3 2009 appears to have been **less severe** in terms of employment and unemployment levels in Gloucestershire than expected, especially when based on the outcomes of previous recessions. This has been partly the result of the relatively high levels of profitability in the County prior the recession.

Unemployment claimant count levels have **decreased by about a third** from a peak of 12,700 in April 2009 to 8,700 at the end of 2010.



The number of jobs in Gloucestershire is projected to grow for the rest of this decade, but not as quickly as projected growth in our workforce.

However, this growth in job numbers may well be inhibited by public spending cuts. Research in South-West suggests that each 100 public sector jobs lost costs 60 jobs lost elsewhere – through reduced consumer demand, and in the public service supply-chain.

The Gloucestershire labour market shows a high degree of self-containment, with the large majority of County jobs filled by County residents, and the large majority of County workers working within the County. Gloucestershire is less subject, therefore, to economic conditions outside the County, and well-placed to deliver on sustainable (i.e. low carbon) employment.

Gloucestershire's workforce is highly-skilled and well-trained. Skills shortages exist, but are less of an issue here than in comparable areas. However, there is a developing concern about the high level of unemployment amongst younger workers, combined with relatively low levels of participation and declining achievement in Further Education in Gloucestershire. Our skilled workforce is ageing and retiring.

Self-employment is strong in Gloucestershire. Gloucestershire's 'survival rate' for new enterprises is high at one year and five years. Whilst Gloucestershire has a relatively high 'birth rate' for new businesses annual numbers have been falling since 2004.

GVA relatively high compared to similar areas £11,500 million in 2007

Major growth areas have been, and are forecast to continue to be, the service sector and knowledge economy. Business Services and Finance sector accounted for a third of County GVA in 2007. Gloucestershire's economy underpinned by healthy diversity – strong in manufacturing and advanced engineering for example. The care sector is anticipated to grow with ageing population.

Out-of-work welfare dependency growing for last 5 years, but lower and slower than South-West and National growth.

Available data and forecasts are not as up-to-date as we'd like – e.g. GVA is 2007, sector growth forecasts based on 2009. Subsequent recession/global financial crisis not yet 'in view'.

Gloucestershire Story: Affordable Housing

This module has had no significant alterations since the 2009 version. It is based on our most recent Strategic Housing Market Assessment and Housing Needs Analysis.

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.

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).

