

Community Forum Name: Alcester

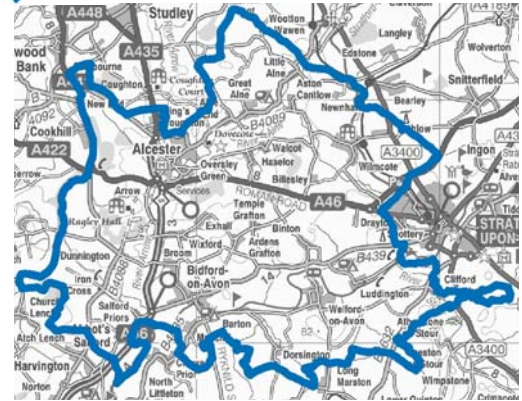
District: Stratford-upon-Avon



Description of Community Forum Area

The Alcester Community Forum comprises the wards of Alcester, Bidford and Salford, Kinwarton, Welford, Bardon and Aston Cantlow,. It includes the County Council Electoral Divisions of Alcester, Bidford-on-Avon and part of Aston Cantlow.

The forum area is primarily rural with a mix of small towns, villages and hamlets. It borders Redditch in Worcestershire to the west and Stratford-upon-Avon to the East.



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Population:

	Alcester Community Forum		Warwickshire	
	No.	%	No.	%
Total Population (Mid-2006) <sup>1</sup>	20,983		522,200	
Male/Female Split <sup>1</sup>	49 / 51		49 / 51	
Total 0-15 year olds <sup>1</sup>	3,904	18.6	97,839	18.7
Total Working Age* Population <sup>1</sup>	12,244	58.4	320,363	61.3
Total 65+ Males, 60+ Females <sup>1</sup>	4,835	23.0	104,030	19.9
Non-White British Population <sup>2</sup>	613	3.0	36,553	7.2
Urban/Rural Population Split <sup>1,3</sup>	0 / 100		68 / 32	

\*16-64 Males, 16-59 Females

Households:

	Alcester Community Forum		Warwickshire	
	No.	%	No.	%
Total Resident Households <sup>2</sup>	8,486		210,898	
Average Household Size <sup>2</sup>	2.37		2.37	
Socially Rented Housing <sup>2</sup>	1,050	12.4	30,196	14.3
Terraced Housing <sup>2</sup>	1767	20.1	51,458	23.6
Households with no car/van <sup>2</sup>	1030	12.0	40,130	19.0

Economy & Employment:

	Alcester Community Forum		Warwickshire	
	No.	%	No.	%
Mean Household Income <sup>5</sup>	£35,900		£34,600	
Job-Seekers Allowance Claimants <sup>4</sup> (June 2009)	322	2.6	11,948	3.7
All Working Age Benefit Claimants <sup>4</sup> (February 2008)	1,105	9.0	33,800	10.5
- Incapacity Benefit <sup>4</sup>	510	4.2	16,130	5.0
- Lone Parent Benefit <sup>4</sup>	155	1.3	4,260	1.3

Occupation of those aged 16-74 in Employment <sup>2</sup>	Alcester Community Forum		Warwickshire	
	No.	%	No.	%
Managers and Senior Officials	2,093	20.2	41,567	16.7
Professional Occupations	1,261	12.2	29,669	11.9
Associate Professional & Technical	1,187	11.5	31,451	12.6
Administrative & Secretarial	1,306	12.6	31,672	12.7
Skilled Trades	1,267	12.3	29,962	12.0
Personal Services	657	6.4	15,809	6.3
Sales and Customer Service	665	6.4	16,409	6.6
Process, Plant & Machine Operatives	721	7.0	22,056	8.8
Elementary Occupations	1,180	11.4	31,035	12.4

**Community Safety:**

	Alcester Community Forum		Warwickshire	
	No.	Rate	No.	Rate
Total Recorded Crime <sup>6</sup> (2007/08)	1,065	50.8	41,276	79.0
Domestic Burglary <sup>6</sup> (2007/08)	28	3.2	2,374	10.1
Vehicle Crime <sup>6</sup> (2007/08)	182	8.7	5,245	10.0
Violent Crime <sup>6</sup> (2007/08)	207	9.9	8,286	15.9
Criminal Damage <sup>6</sup> (2007/08)	236	11.2	9,191	17.6
Anti-Social Behaviour Incidents <sup>6</sup>	824	39.3	31,188	59.7

**Health:**

	Alcester Community Forum		Warwickshire	
	No.	%	No.	%
Limiting Long-Term Illness <sup>2</sup>	3,155	15.5	84,795	16.8
Not in Good Health <sup>2</sup>	1,437	7.1	41,117	8.1
Disability Living Allowance <sup>4</sup>	115	0.9	3,000	0.9

**Education & Skills:**

	Alcester Community Forum		Warwickshire	
	No.	%	No.	%
Pupils achieving 5 or more A*-C GCSE Grades, including English and Maths <sup>7</sup>	142	54.2	2,732	46.7
Pupils with a Special Educational Need <sup>7</sup> (January 2008)	503	16.7	14,779	20.8
Unauthorised Absence Sessions <sup>7</sup> (2006/07)	3,751	0.5	132,577	0.7
Fixed Exclusions <sup>7</sup> (2007/08)	38		3,260	
Permanent Exclusions <sup>7</sup> (2007/08)	1		113	
Pupils eligible for Free School Meals <sup>7</sup> (January 2008)	196	6.5	6,135	8.6
Youth Service Membership <sup>8</sup> (2008)	387	12.6	10,614	12.1
16-74 year olds with No Qualifications <sup>2</sup>	3,773	25.4	102,529	27.8
16-74 year olds with NVQ Qualification Level 2 or Higher <sup>2</sup>	7,626	51.3	176,502	47.8
16-74 year olds with NVQ Qualification Level 4 or Higher <sup>2</sup>	3,305	22.2	76,412	20.7
16-18 year olds not in Education, Employment or Training (2007) <sup>9</sup>	21	2.8	1,076	5.8

**Road Safety:**

	Alcester Community Forum	Warwickshire
Total Road Accidents <sup>10</sup> (2007)	135	3,484
Road Accident Rate per 1,000 population <sup>10</sup> (2007)	6.4	6.7

**Residents' Perceptions:**

	Alcester Community Forum	Warwickshire
% of residents satisfied with their local neighbourhood as a place to live <sup>11</sup>	86.6	78.5
Top three issues that residents feel need improving in their local area <sup>11</sup>	1. Activities for Teenagers	1. Activities for Teenagers
	2. Public Transport	2. The Level of Crime
	3. Affordable Decent Housing	3. The Level of Traffic Congestion

**Low Income Households:**

	Alcester Community Forum		Warwickshire	
Total Families claiming Child Benefit <sup>4</sup> (2005/06)	2,445		62,425	
Total Families claiming Child Tax Credit <sup>4</sup> (2005/06)	1,645		45,740	
% claiming Child Tax Credit <sup>4</sup> (2005/06)	67.3		73.3	
Total Lone Parent Families claiming Child Tax Credits <sup>4</sup> (2005/06)	435		13,640	
Total Out of Work Families claiming Child Tax Credits <sup>4</sup> (2005/06)	275		7,710	
Out of Work Families claiming Child Tax Credits – Total number of children affected <sup>4</sup> (2005/06)	505		14,370	
	Alcester Community Forum		Warwickshire	
	No.	%	No.	%
Pension Credit Claimants <sup>4*</sup> (February 2008)	1,085	22.4	25,960	25.0

\*65+ Males, 60+ Females

Deprivation:

Indices of Deprivation Super-Output Area\* Ranks

Super-Output Area (SOA)	Community Forum	Index of Multiple Deprivation Rank	Income Rank	Employment Rank	Health & Disability Rank	Education, Skills & Training Rank	Barriers to Housing & Services Rank	Crime & Disorder Rank	Living Environment Rank
Alcester South, Arrow & Weethley	Alcester	27,915	25,449	25,666	27,169	28,835	17,891	21,106	17,882
Abbey, Grammar & Kings Coughton	Alcester	29,973	27,721	28,634	28,474	30,039	13,243	24,069	27,606
Alcester North & Conway	Alcester	11,638	8,025	14,284	12,457	4,227	17,539	18,472	24,329
Alcester East & Island	Alcester	16,473	11,564	16,522	17,681	12,298	15,543	15,981	27,794
Aston Cantlow	Alcester	21,027	20,746	22,007	26,273	28,844	1,995	25,460	20,766
Bardon	Alcester	23,730	25,093	27,261	29,660	29,884	1,665	26,852	19,904
Dunnington and Salford Priors	Alcester	20,488	18,414	21,212	22,266	16,900	8,236	29,659	15,507
Bidford East, Waterloo & Broom	Alcester	15,343	10,549	13,353	17,648	13,217	12,847	21,893	23,761
Bidford West and Wixford	Alcester	27,934	23,376	26,859	24,890	28,474	14,210	22,992	26,444
Bidford South, Marlcliff and Barton	Alcester	28,440	22,974	25,815	27,536	27,262	25,761	16,832	25,842
Welford	Alcester	21,660	26,016	22,456	26,743	29,870	779	28,027	25,670
Kinwarton	Alcester	26,665	28,166	27,307	27,829	28,183	4,276	28,049	22,451

Key: ■ Ranked within top 10% most deprived areas nationally      N.B. Low ranks denote greater levels of relative deprivation.  
■ Ranked within top 10-20% most deprived areas nationally      1 = most deprived SOA and 32,482 = least deprived SOA nationally  
■ Ranked within top 20-30% most deprived areas nationally      Source: Department for Communities & Local Government, 2007.

\*Super Output Areas (SOAs) are a new geographic hierarchy designed by the Office for National Statistics to improve the reporting of small area statistics in England and Wales. SOAs have a minimum population of 1,000 and a mean population of 1,500.

## Mosaic Public Sector

A classification that groups citizens in terms of their socio-demographics, lifestyles, culture and behaviour to provide a comprehensive view of citizens and their needs. Mosaic can also provide an indication of the degree of diversity across the area.

### Number of Households in each Mosaic Group

Mosaic Public Sector Groups	Alcester		
	Households	%	Index*
A: Career professionals living in sought after locations	2,453	28.1%	208
B: Younger families living in newer homes	575	6.6%	44
C: Older families living in suburbia	1,338	15.3%	84
D: Close-knit, inner city and manufacturing town communities	671	7.7%	46
E: Educated, young, single people living in areas of transient populations	66	0.8%	19
F: People living in social housing with uncertain employment in deprived areas	38	0.4%	21
G: Low income families living in estate based social housing	129	1.5%	41
H: Upwardly mobile families living in homes bought from social landlords	473	5.4%	57
I: Older people living in social housing with high care needs	276	3.2%	102
J: Independent older people with relatively active lifestyles	1,057	12.1%	152
K: People living in rural areas far from urbanisation	1,662	19.0%	293
<i>U: Unclassified</i>			
<b>Total</b>	<b>8,738</b>	<b>100%</b>	

Source: Experian (2007)

\*Mosaic group representation in this area compared to Warwickshire as a whole.

An index of 100 would equate to equal proportions in-line with the County.

## Summary and Key Issues

Alcester is an old market town located at the site of a Roman fort and a medieval monastery, at the junction of the rivers Alne and Arrow. The town is a designated Conservation Area and has preserved some fine examples of Tudor and Georgian architecture. Alcester grew in the Victorian era, with the arrival of the railway, but the station was closed before the Second World War. Local landmarks include the medieval town hall, the C14th dovecote at Kinwarton and the stately homes of Coughton Court and Ragley Hall. There is also a local nature reserve along a section of the River Arrow on the outskirts of Alcester town. Because of its rich history and architecture, redevelopment proposals can be controversial. Because of its location at the confluence of two rivers, flooding is a significant concern.

Public services in Alcester include a library and fire station, a police station and a leisure centre. There are 11 primary schools and three secondary schools in the area. Alcester Grammar School also provides a community sports facility. The Greig centre in Alcester provides a licensed venue for music, theatre and club events as well as sports facilities.

Alcester has reasonable bus links to nearby centres such as Stratford-upon-Avon, Redditch, Evesham and Worcester and a number of villages lie on the local Stratford to Birmingham branch line but residents in many of the smaller villages are largely dependant on private transport.

Across the forum area, there is a huge range of community groups and volunteer groups. In Alcester, examples include the Civic Society, the British Legion, U3A, Merry Wives, sports, arts and drama groups.

The percentage of under 16s in the area is in line with the County average, although there are a lower than average proportion of people of working age and an above average proportion of older people. In common with other predominantly rural areas, the area's non-white population is low: less than half of the County average, ranking it joint lowest out of all the localities and forum areas across Warwickshire.

In spite of the high proportion of residents of retirement age, the average household income in this area is above the County average, which is related to the fact that this area has over a fifth of workers who are employed as managers or senior officials.

The income and occupational profile is not as linked to educational attainment in this area as elsewhere: the proportion of adults with qualifications at degree level or higher is only slightly above the County average and the proportion with no qualifications is only slightly below the County average. However, educational attainment in the forum area is likely to rise, since the current generation of school leavers are considerably more likely to have 5 or more A\*-C grades at GCSE and less likely to be Not in Education, Employment or Training than the average for Warwickshire.

Generally, the Alcester area is affluent, with fewer older people claiming Pension Credit and fewer families claiming Child Tax Credit than the average for the County and the proportion of residents of working age claiming Jobseekers' Allowance is well below the County rate although it has increased in recent months due to the economic downturn. Other benefit claimant rates are in line with the County figures.

None of the Super Output Areas in the area is generally deprived (as assessed by the Index of Multiple Deprivation) although five of the twelve SOAs are ranked within the 20% most deprived nationally in terms of barriers to housing and services, due to their rural location. The only MOSAIC groups that is significantly over-represented in this area include 'People living in rural areas far from urbanisation' and 'Career professionals living in sought after locations'. At the other end of the scale, the proportion of households in MOSAIC groups 'People living in social housing with uncertain employment in deprived areas' and 'Low income families living in estate based social housing' are particularly low.

The level of crime in the Alcester area is consistently lower than the County average for each category. In particular, the domestic burglary rate is the lowest out of all the localities and community forums in the County. 'The level of crime' therefore does not appear in the three most important issues for improvement in this area. Instead 'Activities for teenagers' is the number one priority.

**Notes:**

Lower-layer Super-Output Areas (LSOAs) have been used as the primary geographical building block to aggregate data to community forum level. LSOAs are the smallest geography for which we have reliable data but in a small number of cases, the boundaries of the localities split an individual LSOA. Where this occurred, data has been apportioned based upon the location of residential households using a combination of Mosaic, 2001 Census and mid-year population estimate data.

The education data used here only takes account of those children that live in Warwickshire and attend Warwickshire County Council maintained schools. It does not include those living outside the County who travel in to attend our schools. Furthermore, the full dataset only represents those children attending Local Authority maintained schools and not the full child population in Warwickshire as we do not collect data from Independent (private) schools or individual pupil data from private residential special/hospital schools or of children that are home educated.

**List of Data Sources:**

<sup>1</sup>Mid-2006 Super-Output Area Population Estimates, Office for National Statistics.

<sup>2</sup>2001 Census

<sup>3</sup>2004 Rural Urban Classification, Office for National Statistics

<sup>4</sup>Department for Work & Pensions

<sup>5</sup>CACI Paycheck data

<sup>6</sup>Warwickshire Police

<sup>7</sup>Knowledge and Information Management Service, Children, Young People and Families Directorate, Warwickshire County Council

<sup>8</sup>Youth Service, Warwickshire County Council

<sup>9</sup>Connexions

<sup>10</sup>Road Safety Intelligence Team, Warwickshire County Council

<sup>11</sup>Best Value User Satisfaction Surveys 2006 (County and District/Borough surveys combined to give a County-wide sample of 8,000)

English Indices of Deprivation 2007, Department for Communities & Local Government

Mosaic Public Sector Classification, Experian

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