

additional papers 1

# Executive Committee

Wed 28th Oct  
2009  
7.00 pm

Council Chamber  
Town Hall  
Redditch



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**If you have any queries on this Agenda or any of the decisions taken or wish to exercise any of the above rights of access to information, please contact**

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# Welcome to today's meeting.

## Guidance for the Public

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### ***Agenda Papers***

The **Agenda List** at the front of the Agenda summarises the issues to be discussed and is followed by the Officers' full supporting **Reports**.

### ***Chair***

The Chair is responsible for the proper conduct of the meeting. Generally to one side of the Chair is the Committee Support Officer who gives advice on the proper conduct of the meeting and ensures that the debate and the decisions are properly recorded. On the Chair's other side are the relevant Council Officers. The Councillors ("Members") of the Committee occupy the remaining seats around the table.

### ***Running Order***

Items will normally be taken in the order printed but, in particular circumstances, the Chair may agree to vary the order.

***Refreshments*** : tea, coffee and water are normally available at meetings - please serve yourself.

### ***Decisions***

Decisions at the meeting will be taken by the **Councillors** who are the democratically elected representatives. They are advised by **Officers** who are paid professionals and do not have a vote.

### ***Members of the Public***

Members of the public may, by prior arrangement, speak at meetings of the Council or its Committees. Specific procedures exist for Appeals Hearings or for meetings involving Licence or Planning Applications. For further information on this point, please speak to the Committee Support Officer.

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### ***Further Information***

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**If the alarm is sounded, please leave the building by the nearest available exit – these are clearly indicated within all the Committee Rooms.**

**If you discover a fire, inform a member of staff or operate the nearest alarm call point (wall mounted red rectangular box). In the event of the fire alarm sounding, leave the building immediately following the fire exit signs. Officers have been appointed with responsibility to ensure that all visitors are escorted from the building.**

**Do Not stop to collect personal belongings.**

**Do Not use lifts.**

**Do Not re-enter the building until told to do so.**

**The emergency Assembly Area is on Walter Stranz Square.**

# Declaration of Interests: Guidance for Councillors

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DO I HAVE A "PERSONAL INTEREST" ?

- Where the item relates or is likely to affect your **registered interests** (what you have declared on the formal Register of Interests)

**OR**

- Where a decision in relation to the item might reasonably be regarded as affecting **your own** well-being or financial position, or that of your **family**, or your **close associates** more than most other people affected by the issue,

you have a personal interest.

WHAT MUST I DO? **Declare the existence, and nature, of your interest and stay**

- The declaration must relate to specific business being decided - a general scattergun approach is not needed
- **Exception** - where interest arises only because of your membership of another **public body**, there is no need to declare unless you **speak** on the matter.
- You **can vote** on the matter.

IS IT A "PREJUDICIAL INTEREST" ?

In general only if:-

- It is a personal interest **and**
- The item affects your **financial position** (or conveys other benefits), or the position of your **family, close associates** or bodies through which you have a **registered interest** (or relates to the exercise of **regulatory functions** in relation to these groups)

**and**

- A member of public, with knowledge of the relevant facts, would reasonably believe the interest was likely to **prejudice** your judgement of the public interest.

WHAT MUST I DO? **Declare and Withdraw**

BUT you may make representations to the meeting before withdrawing, **if** the public have similar rights (such as the right to speak at Planning Committee).



# Executive Committee

28th October 2009

7.00 pm

Committee Room 2 Town Hall

## Agenda

### Membership:

Cllrs:	C Gandy (Chair)	W Hartnett
	M Braley (Vice-Chair)	N Hicks
	P Anderson	C MacMillan
	J Brunner	M Shurmer
	B Clayton	

### 7. Corporate Plan - Phase 1

(Pages 1 - 176)

Head of Strategy and  
Partnerships

To consider the proposed priorities for Redditch Borough Council 2010 – 2013.

(Report and Appendices 1 and 2 attached)  
(The Corporate Strategy – Redditch Profile 2009 is available on the website.)

**(No Direct Ward Relevance)**



## Executive Committee

All Ward Relevance

28th October 2009

### CORPORATE PLAN – PHASE 1

(Report of the Head of Strategy and Partnerships)

#### 1. Summary of Proposals

The report seeks to confirm the Council's Vision and Council Priorities for 2010/13 in advance of refreshing the Council's Corporate Plan.

The Redditch Profile Executive summary, appended to the report, provides a comprehensive analysis of Redditch based on demography, survey results and other data. This report forms the basis of the recommended Vision and Priorities for the Council.

Also attached to the report is a list of the revised Council's Corporate Performance Indicators for 2009/10 by priority area which the Committee is also asked to recommend.

#### 2. Recommendations

The Committee is asked to **RECOMMEND** that

- 1) the Vision and Priorities set out in paragraph 5.6 of this report be adopted;
- 2) the revised Corporate performance Indicators attached to this report at Appendix 2 be adopted ; and
- 3) Members adopt the revised values as set out in paragraph 5.8

#### 3. Financial, Legal, Policy, Risk and Sustainability Implications

##### Financial

- 3.1 The Council's priorities detailed within the Corporate Plan set the broad framework for allocating the authority's finances in subsequent financial years.

##### Legal

- 3.2 There are no legal requirements for the Council to have a Corporate Plan. However, there is an expectation from the Audit Commission and also best practice dictates that any organisation should have a

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robust business plan. The Corporate Plan sets out the business plan for the Council over the next three years.

Policy

- 3.3 The Corporate Plan forms part of a hierarchy of plans and strategies and sets out how the Council will work towards the Vision for the Borough set out in the Sustainable Community Strategy. The Corporate Plan provides details of the key objectives for the Council and how performance will be measured.

Risk

- 3.4 Failure to adopt and annually refresh the Corporate Plan would leave the Council without clear direction in its use of resources, and without day to day focus on local priorities.

3.5 Sustainability / Environmental

The Council's priorities upon which the Corporate Plan is based are cross cutting and will tackle issues regarding sustainability , bio-diversity and the environment.

**Report**

**4. Background**

- 4.1 The Council is currently working to the Corporate Plan 2009/12 which was adopted on 20<sup>th</sup> April 2009. Progress is monitored on a monthly basis by the completion and review of improvement plans.
- 4.2 The current Corporate Plan (2009/12) incorporates a suite of corporate performance indicators. Officers have carried out a review to ensure that performance indicators are relevant to managing the Council's business. The revised list is attached at Appendix 2.
- 4.3 The existing Corporate Plan will need to be refreshed for 2010/13 and in advance of conducting a review Members are requested to determine the Vision and Priorities for the Council

**5. Key Issues**

- 5.1 The Corporate Plan is the business plan for the Council on which Service Plans are based and a key document for Members and officers. It is also used by the Council's external auditor as a key reference document against which to judge its performance.



- 5.2 Appendix 1 to this report, is the Executive summary of the Redditch Profile (full report can be found at [www.redditchbc.gov.uk](http://www.redditchbc.gov.uk)). This provides a comprehensive analysis of Redditch based on demography, survey results and other data. It is designed to:
- a) provide a current position regarding key service areas and priorities in Redditch;
  - b) provide a context for Redditch Borough Council's Corporate Plan for the financial years 2010 to 2013;
  - c) identify the emerging priorities on which Redditch Borough Council should focus
- 5.3 It is critical to demonstrate that the Council has a clear vision of what it wants to achieve and that it has set priorities that will enable it to achieve that vision. The priorities will be of importance to local people who will have contributed towards their development. In order to deliver the vision the Council needs to be a well managed organisation.
- 5.4 It is important that the Council's Vision and Priorities link to the key themes of the Local Area Agreement (LAA). The themes for the current LAA are:
- a) Communities that are safe and feel safe
  - b) A better environment for today and tomorrow
  - c) Economic success that is shared by all
  - d) Improving health and well-being
  - e) Meeting the needs of children and young people
  - f) Stronger communities
- 5.5 The Council must be able to demonstrate that it understands the needs of its residents, and that these needs are reflected in the Council's priorities. The following information has been used to inform the Vision and Priorities:
- i) National Indicator results from the Place Survey 2009
  - ii) West Mercia Police Crime and Safety Survey (2008)
  - iii) Redditch Council Quality of Life Survey 2008
  - iv) Paycheck data 2009

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- v) Health Acorn 2009
  - vi) Citizens Panel November 2008
  - vii) School Absence data 2008
  - viii) Local consultation events
  - ix) Initial Comprehensive Area Assessment findings

5.6 Based on this information, and the need to continue driving forward actions to meet the Council's current key objectives, it is suggested that Members may wish to endorse the retention of the existing Vision and Priorities. However the Redditch Profile and initial findings for the Comprehensive Area Assessment has flagged health inequalities and educational attainment as issues for Redditch. However, these are currently being addressed via the Redditch Partnership of which Redditch Borough Council is an active partner..

## Vision

'An enterprising community which is safe, clean and green'

## Priorities

- 1) **Enterprising Community** which is defined as a vibrant and vital Borough where its population is well educated, has high skill levels and is healthy and fit. Housing is excellent and varied and the community is served by a prosperous town centre and has access to first class leisure facilities. The Council's voice is influential and respected by residents, partners, other governmental agencies and suppliers. The Town's economy provides sufficient high quality jobs for residents with good levels of pay and reward.
- 2) **Safe** – the Council will work in partnership with other agencies through the Redditch Community Safety Partnership to reduce crime and disorder. The Council will identify key projects to build community confidence and allow residents and visitors to be safe and feel safe.
- 3) **Clean and Green** – to develop attractive open spaces, taking enforcement action against littering, fly tipping and other behaviour detrimental to the environment where appropriate and supporting measures to tackle climate change.
- 4) **Well Managed Organisation** - In order to deliver efficient and effective services and achieve the Council's prioritise and outcomes, the Council needs to be a well managed organisation.

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- 5.7 The current Corporate Plan (2009/12) includes a set of values that also supported the previous Vision and Priorities. These values are:
- 1) Partnership
  - 2) Fairness
  - 3) Quality of Service
  - 4) Modernisation
- 5.8 Members have requested reviewing these values and the following are suggested for inclusion in the revised Corporate Plan (2010/13):
- a) We place a value in **Partnership working**, ensuring that these partnerships add value to service delivery and provide Redditch with a strong voice both locally and regionally.
  - b) We are **Fair** in the decisions that we make. We value probity and fairness and strive to understand the needs of all communities, embracing a diverse range of needs and showing respect at all times.
  - c) We are **Responsive and Accountable**. We believe in customer focus and aim to deliver a standard of service that our customers require whilst being open and honest about the decisions we make. We aim to achieve greater value for money through smarter practices and new technology.
  - d) We value feedback through **Communication and Consultation**. We will listen and act appropriately, and will enable and provide support for people to become involved in the services we deliver.

## 6. Other Implications

- |                  |   |  |
|------------------|---|--|
| Asset Management | - | The Asset Management Strategy for the Council has been developed to support the delivery of the Council's Corporate Plan.            |
| Community Safety | - | Consultation with residents and the findings of the Redditch Profile have highlighted crime and disorder issues as areas for concern |
| Human Resources  | - | These will be identified within individual Service Plans.  |

Social Exclusion - To develop an enterprising community focuses on educational attainment, high skill levels and tackling health inequalities. Fostering economic development also provides increased job opportunities and improved pay levels. These will directly contribute to tackling social exclusion.

**7. Lessons Learnt**

There is the need for the Redditch Profile to be regularly updated as this document sets the scene and allows the Council to identify emerging issues.

**8. Background Papers**

Corporate Plan 2009/12  
Redditch Profile July 2009  
Report to Executive Committee – Corporate Plan Phase 1, 19  
November 2008

**9. Consultation**

This report has been prepared in consultation with relevant Borough Council Officers and Portfolio Holders

**10. Author of Report**

The author of this report is Angela Heighway, Head of Strategy and Partnerships who can be contacted on extension 3122 (angela.heighway@redditchbc.gov.uk) for more information.

**11. Appendices**

Appendix 1 – The Redditch Profile Executive Summary  
Appendix 2 – Corporate Performance Indicators

**Redditch Profile September 2009  
Executive Summary**

**1. Purpose of the report.**

The report has been designed to collate and present evidence relating to the 6 themes of the Redditch Sustainable Community Strategy. It presents conclusions and areas of focus based on available data sets.

It is intended that the report will provide:

- a current position regarding key service areas and priorities in Redditch;
- a context for Redditch Borough Council's Corporate Plan for the financial year 2010 -11;
- Identify the emerging priorities on which Redditch Borough Council should focus.

**2. Recommendations**

Redditch faces challenges as a consequence of the socio-economic characteristics of the area. This is reflected in the relative deprivation of parts of the Borough to which Redditch's status as a former New Town has been a contributory factor.

When comparing Redditch Profile 2008 and Redditch Profile 2009 , socio economic, community safety and environmental issues are still important factors to residents of the Borough. However there are significant emerging issues centred on health and educational inequalities. These will need to be addressed in collaboration with Redditch Partnership

Therefore the priority areas recommended for Redditch Borough Council are :

- the economy –
- community safety
- the local environment.

**3. Background**

Redditch Borough is one of the smallest districts in Worcestershire, but it has one of the largest population densities of the County. Redditch was designated a New Town in 1964 during which time the population increased dramatically from 32,000 to around 77,000. Housing developments such as Church Hill, Matchborough, Winyates, Lodge Park and Woodrow were created to accommodate the large overspill from an industrially expanding Birmingham.

It is worth noting that both population demographics and housing growth will be heavily affected by the Regional Spatial Strategy (RSS) over the next two decades, with the Preferred Option proposing the construction of an additional 6,600 dwellings in and on the periphery of the Borough by 2026<sup>1</sup>.

Redditch has the largest proportion of ethnic minority groups of Worcestershire's six districts, and the largest population of Asian or Asian British Pakistani residents in the County, with 2.5 times the County average proportion. The greatest proportion of Redditch residents are aged between 25 and 59 years, however the population of Redditch is aging, which may have a significant impact on policy and planning, particularly with regard to community safety and health issues within the community.

Two areas in Redditch are ranked within the 10% most deprived areas in England. These areas are in Winyates and Church Hill wards. According to Acorn postcode classifications, more than half of the postcodes in Batchley are categorised as 'hard pressed' financially.

#### **4. Communities that are and feel safe**

Using the 2008/09 Place Survey, we know that 54.6% of those surveyed feel a sense of belonging to their local neighbourhood. This is 7.2% worse than the County baseline, placing Redditch as the worst ranking district in the County. The 2010/11 target is to improve this sense of belonging by 1.8% to 56.4%.

In Redditch, 21.1% of residents perceive overall anti-social behaviour to be a problem in their area. This is 6.7% worse than the County average. This score places Redditch as the worst ranking district in the County. A significantly higher proportion of people in Abbey; Church Hill; Batchley; Central and Greenlands wards feel that anti-social behaviour is a problem in their area compared to those living in West; Crabbs Cross; Matchborough, Headless Cross and Oakenshaw; and Astwood Bank and Feckenham wards.

Teenagers hanging around the streets was most commonly perceived as being an anti social behaviour problem in Redditch. However, perception of this problem has declined in prevalence from 57% to 42% since the 2006/07 BVPIS survey.

24.8% of Redditch residents agree that the police and local councils are successfully dealing with anti-social behaviour in their area. This places Redditch lower than the County average, and the second worst ranking district, following Wyre Forest at 21.4%.

The rate of alcohol-related hospital admissions have significantly increased according to most recent data during the most recent financial year. Redditch's increase between 2007/08 and 2008/09 was 1.7 times greater than the corresponding Worcestershire increase, and is the highest rate in the County. Pooled information for alcohol related hospital admissions from 2006/07 to 2008/09 indicate that none of the wards in Redditch are in the ten wards in the County with the highest admissions rates.

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<sup>1</sup> Redditch Strategic Assessment 2008/09. Research and Intelligence Unit, Worcestershire County Council, and Redditch Borough Council.

Criminal damage incidents have had a consistently higher volume than any other type of crime in Redditch. However in the past twelve months between 2007/08 and 2008/09 offences have decreased by 13%, producing one of the largest percentage decreases of all crime types over the past three years.

Vehicle crime has shown the largest increase over the past three years, increasing by 25%. The largest increase in this type of crime was seen between 2006/07 and 2007/08 and although it is still increasing, the rate of increase slowed between 2007/08 and 2008/09.

## **5. A better environment for today and tomorrow**

Redditch has been consistently recycling and composting lower proportions of household waste compared to the County average since 2002/03.

According to most recent Defra data (2006), Redditch Borough produced 7.8 tonnes of CO<sub>2</sub> per capita, more than the County average of 7.3 tonnes CO<sub>2</sub> per capita. Industry and commercial processes are the main source of emissions. Redditch is producing the second largest amount of these types of emissions in the County. However, the Borough produced the lowest amounts of domestic and road transport emissions in Worcestershire.

In 2008 both Arrow Valley Country Park and Morton Stanley Park received Green Flag Awards in recognition of the quality of green spaces and their management. Arrow Valley Country Park has held the Green Flag Award for three consecutive years since 2005, and both parks play host to events and activities, the majority of which are free. The percentage of residents satisfied with parks and open spaces in the Borough rose from 67% in 2000/01 to 75% in 2003/04. This is higher than the County average of 69% and higher than the National figure of 72%.

## **6. Economic success that is shared by all**

The mean annual income of Redditch residents is lower than the County average at £35,958. Redditch ranks as the third highest earning area in the County in terms of mean annual income, following Bromsgrove (£39,642) and Wychavon (£37,460). There are postcode areas in every ward of Redditch where the annual household income is less than £25,000, with the greatest concentrations in Batchley, Abbey, Lodge Park and Greenlands wards.

Approximately 12.7% of the population of Redditch have no qualifications. In Greenlands - St. Thomas More First School Area, Greenlands - area between Woodrow North & Woodrow South Roads, Batchley - Foxlydiate Wood, Batchley - Batchley Brook, Abbey – Abbeydale area, Lodge Park - St. George's area, and Greenlands – Greenlands area between 43% and 49% of residents have no qualifications. The overall proportion of people with no qualifications in Redditch District (14.8%) is lower than regional average of 16%, but higher than national average of 12.4%.

Based on data from May 2008, 3.8% of the 16-18 year old population are not in education, employment or training (NEET). This is better than the County average of 4.7%. The greatest proportion of NEET 16-18 year olds is found around the Winyates housing estate SOA, where approaching a quarter (23.5%) of 16-18 year olds are NEET.

With regards NI 152, the percentage of people claiming out of work benefits, County performance is off target at 9%, and Redditch is performing 1.1% worse than the County average. The SOA around Winyates housing estate is ranked as the highest scoring NI 152 SOA in Redditch, where 31% of population are claiming out of work benefits. Around 14% of the working age client group in Redditch are currently claiming benefits. This is just below the regional and national averages. The most commonly claimed type of benefit is incapacity benefit. The overall unemployment level in Redditch is 0.7% lower than the regional average, but is 0.5% higher than the national average.

## **7. Improved health and wellbeing**

Greater than a third of children in Year 6 are overweight in two SOAs in West ward. These are both around the Webheath area including Crumpfields Lane. Levels of childhood obesity are lower across Redditch, but are concentrated in Matchborough ward, specifically around Millhill Road where 40% of Year 6 children are obese. Of Year 6 children, Redditch has a smaller proportion of overweight children compared to County and national averages, but a greater proportion of children who are obese compared to County and national averages.

Twelve wards across Worcestershire have been identified as hotspots for focus by the Teenage Pregnancy Unit (TPU) at Worcestershire County Council. Of these wards, two are in Redditch Borough, Lodge Park and Greenlands wards due to high numbers of under 18 conceptions. Using the most recent data (2005 to April 2007) the rate of under age conception in Redditch is more than 7% greater than the County average, and is slightly under the national average. Since 1998/00, the rate of under 18 conceptions has declined in Redditch by 5.8%, which although positive, is not in line with the County reduction of 7.3% during the same time period.

There has been a rise in the rate of people smoking in Redditch between 2006/07 and 2007/08, from 565.5 to 683.1 per 100,000 population. This is in line with the increase in numbers of people smoking across the County. There has also been an increase in the number of people quitting smoking in Redditch and at County level. The areas with the highest smoking prevalence in Redditch are Greenlands and Church Hill.

A total of 168 postcodes were categorised as having 'existing health problems'. 20% of these are in Matchborough ward, the majority (85%) of which are in Washford SOA, and 20% of these are in Greenlands ward, the majority (52%) of which are in Greenlands SOA. The only ward with no postcodes categorised as having 'existing health problems'.



When surveyed in the Citizen Panel 2008, the majority (56%) of respondents selected teenage pregnancy and adolescent sexual health as one of the three factors they would most like to see addressed around improving Health and Wellbeing through the County Council and PCT. Physical disabilities amongst older people, and disabled children were also two issues which around a third of respondents felt they would like to see addressed around improving health and wellbeing through the County Council and PCT.

## **8. Meeting the needs of children and young people**

The proportion of Redditch pupils who achieved five or more GCSEs at grade A\* to C in was lower than the County average by 7% in 2007/08. The best performing school in the Borough at GCSE level in 2008 was St. Augustine's Catholic High School, with 58% of pupils achieving 5 or more GCSEs at grades A\* to C. The poorest performance was noted in Arrow Vale Community High School, who had performed better than Trinity High School and Sixth Form at Key Stage 3, but at GCSE level, just 29% of pupils achieved 5 or more GCSEs at grades A\* to C, compared to 35% at Trinity High School and Sixth Form.

Of the ten SOAs in Redditch with the lowest average point scores at Key Stage 4, four are in Church Hill ward. Unsurprisingly, Church Hill ward also had the lowest average point scores for Key Stage 2. The area with the highest average point score is Paper Mill Hill in Abbey ward, which also had the highest average score for Key Stage 2 pupils.

Overall and persistent absences in primary schools were greatest for Woodfield Middle School (7.3% and 5.8% respectively), with figures much greater than any other school in the Borough. In secondary schools, absence was worst at Trinity High School and Sixth Form Centre, with 8.1% overall and persistent rates.

## **9. Stronger communities**

Redditch Borough Council currently owns 6,083 properties (data at April 2009). The greatest concentrations of these houses are located in Batchley, Church Hill South and Winyates East. Areas requiring the most maintenance and repair work are in Abbeydale (non standard pre-fabs), Church Hill South (non-standard construction), Lodge Park (white estate, non-standard construction), and Mayfields (non-standard construction using PRC concrete).

Performance for the proportion of houses in Redditch with a SAP rating of above 65 (30.33%) is below the County average of 36.52%, and is ranked as the second poorest performance of the Districts, following Malvern Hills. As the County target is set to further increase, and as Redditch is currently more than 6% lower than the County average, this could be an area for improvement.

The ten SOAs with the greatest proportion of children that live in families that are income deprived in Redditch are dominated by areas in Batchley,

Greenlands and Abbey wards. The area around St. Thomas More First School in Greenlands ward is ranked as having the greatest proportion of children that live in families which are income deprived in Redditch, and is in the top 10% of SOAs throughout the country.

Nationally about 10% of people aged 65 or older live in housing which does not have central heating, but in Worcestershire the figure is much lower (7%). In both Redditch overall, this figure is even lower still at 6%<sup>2</sup>. However, there are parts of central Redditch, including Central and Lodge Park wards, where a greater proportion of homes are without central heating. There is a surprising concentration of older people living in reduced circumstances around Redditch town centre – many of these people having an income among the lowest 10% in the country. Six SOAs are in the top 10% of most deprived areas nationally for older people living in poverty.

St. Thomas More First School area in Greenlands ward, the main Batchley area in Batchley ward, Winyates housing estate around Ipsley Middle School area in Winyates ward, Abbeydale in Abbey ward, and the St. George's area of Lodge Park ward are all areas which are in the top 10 most deprived areas in Redditch in terms of children living in deprived families (IDACI) and older people affected by poverty (IDAOPI).

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<sup>2</sup> Healthy Lifestyles in Redditch and Bromsgrove. Public Health Annual Report 2005. [www.worcestershirehealth.nhs.uk](http://www.worcestershirehealth.nhs.uk)

# Executive Appendix 2

Committee

28th October 2009

## Corporate Performance Indicators – 2009/10

Indicator Reference	Indicator Description
NI 001	% of people who believe people from different backgrounds get on well together in their local area (Place Survey)
NI 002	% of people who feel that they belong to their neighbourhood (Place Survey)
NI 003	Civic participation in the local area (Place Survey)
NI 004	% of people who feel they can influence decisions in their locality (Place Survey)
NI 005	Overall / general satisfaction with local area (Place Survey)
NI 006	Participation in regular volunteering (Place Survey)
NI 008	Adult participation in sport and active recreation
NI 014	Reducing avoidable contact: minimising the proportion of customer contact that is of lower or no value to the customer
NI 015	Serious violent crime rate
NI 016	Serious acquisitive crime rate
NI 017	Perceptions of anti-social behaviour (Place Survey)
NI 020	Assault with injury crime rate
NI 021	Dealing with local concerns about anti-social behaviour and crime issues by the local council and police (Place Survey)
NI 022	Perceptions of parents taking responsibility for the behaviour of their children in the area (Place Survey)
NI 023	Perceptions that people in the area treat one and other with respect and consideration (Place Survey)
NI 027	Understanding of local concerns about anti-social behaviour and crime issues by the local council and police (Place Survey)
NI 032	Repeat incidents of domestic violence
NI 035	Building resilience to violent extremism
NI 036	Protection against terrorist attack
NI 037	Awareness of civil protection arrangements in the local area (Place Survey)
NI 041	Perceptions of drunk or rowdy behaviour as a problem (Place Survey)
NI 042	Perceptions of drug use or drug dealing as a problem (Place Survey)
NI 047	People killed or seriously injured in road traffic accidents
NI 048	Children killed or seriously injured in road traffic accidents
NI 070	Hospital admissions caused by unintentional and deliberate injuries to children and young people
NI 119	Self-reported measure of people's overall health and wellbeing (Place Survey)
NI 120	All-age all cause mortality rate
NI 121	Mortality rate from all circulatory diseases at ages under 75
NI 122	Mortality from all cancers at ages under 75
NI 129	End of life care - access to appropriate care enabling people to be able to choose to die at home
NI 137	Healthy life expectancy at age 65
NI 138	Satisfaction of people over 65 with both home and neighbourhood (Place Survey)
NI 139	The extent to which older people receive the support they need to live independently at home (Place Survey)
NI 140	Fair treatment by local services (Place Survey)
NI 151	Overall employment rate (working-age)
NI 152	Working age people on out of work benefits

NI 153	Working age people claiming out of work benefits in the worst performing neighbourhoods
NI 154	Net additional homes provided
NI 155	Number of affordable homes delivered (gross)
NI 156	Number of households living in temporary accommodation
NI 157(a)	Processing of major planning applications determined within 13 weeks

<b>Indicator Reference</b>	<b>Indicator Description</b>
NI 157(b)	Processing of minor planning applications determined within 8 weeks
NI 157(c)	Processing of other planning applications determined within 8 weeks
NI 158	% non-decent council homes
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NI 170	Previously developed land that has been vacant or derelict for more than 5 years
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NI 173	Flows on to incapacity benefits from employment
NI 179	Value for money – total net value of ongoing cash-releasing value for money gains that have impacted since the start of the 2008-09 financial year
NI 180	The number of changes of circumstances which affect customers' Housing Benefit / Council Tax Benefit entitlement within the year
NI 181	Time taken to process Housing Benefit / Council Tax Benefit new claims and change events (days)
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BV 008	Percentage of invoices for commercial goods and services that were paid by the Council within 30 days of receipt or within the agreed payment terms
BV 009	The percentage of Council Tax collected by the Authority in the year
BV 012	The number of working days/shifts lost to the local authority due to sickness absence per FTE staff member

<b>Indicator Reference</b>	<b>Indicator Description</b>
BV 015	The percentage of local authority employees retiring on the grounds of ill health as a percentage of the total workforce
BV 017(a)	The percentage of local authority employees from minority ethnic communities
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BV 106	The percentage of new homes built on previously developed land
BV 156	The percentage of authority buildings open to the public in which all public areas are suitable for, and accessible to, disabled people
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# Redditch Profile

This report is structured around the six blocks of the LAA, including the priorities and national indicators which sit within each block. Additional data sources have also been used where appropriate.

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## 1. Introduction

This document has been prepared by the Research and Intelligence Unit, Worcestershire County Council, on behalf of the Redditch Partnership. The report is designed to:

- Collate and present evidence relating to the 6 blocks in Worcestershire's Local Area Agreement (LAA)
- Provide, where possible, ward level and sub-ward level analysis of relevant indicators and data sets
- Provide some analysis on projections under each objective
- Present conclusions and areas of focus based on the available data sets

Caveats apply to many of the data sets and should be acknowledged when drawing conclusions.

## **2. Background**

### **Section 2 overview**

#### **2.1. Location**

#### **2.2. Redditch as a New Town**

#### **2.3. Population Structure**

#### **2.4. Population Projections**

#### **2.5. Migration**

#### **2.6. Index of Multiple Deprivation**

2.6.1 Deprivation in Winyates ward

2.6.2 Deprivation in Church Hill ward

#### **2.7. Acorn 2009 Classification**

#### **2.8. Setting the context - Summary**

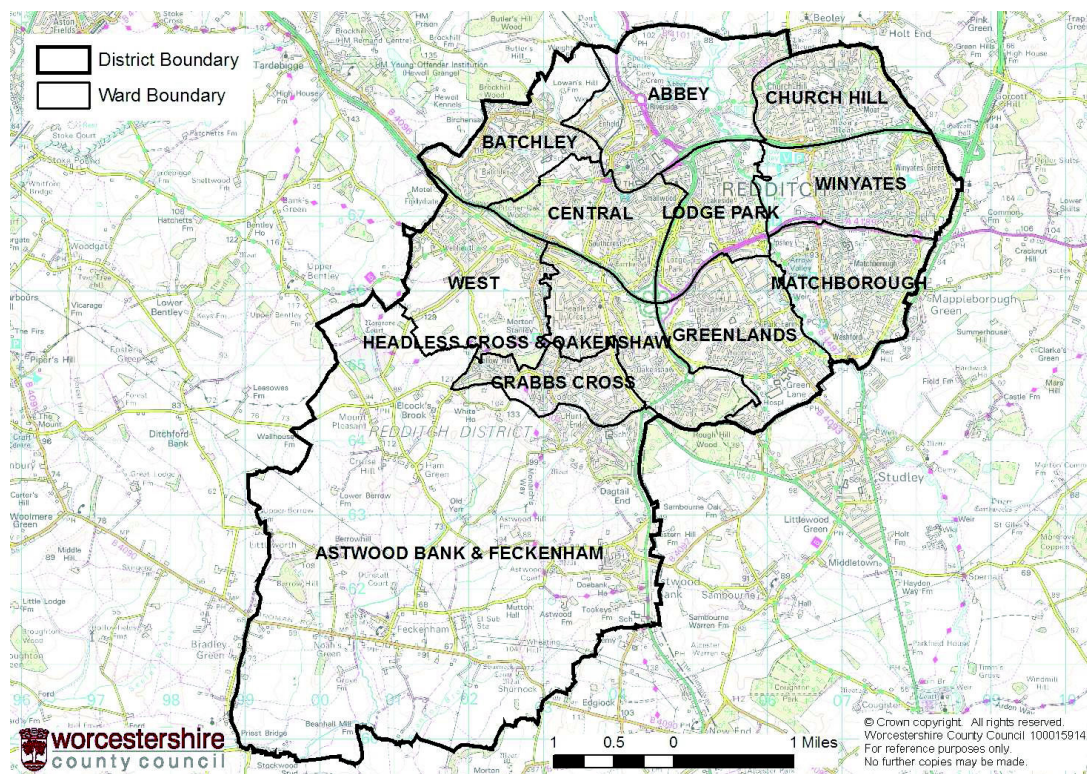
## 2.1 Location

Redditch Borough is situated in the North East of Worcestershire and lies 15 miles south of the West Midlands conurbation. The Borough is one of the smallest districts in Worcestershire, covering 54 Km<sup>2</sup> (5,351 hectare), but it has one of the largest population densities of the County. Redditch is made up of two distinct areas; the urban area in the North of the Borough, which is inhabited by more than 90% of the total population, and a rural area in the South consisting of the villages of Astwood Bank and Feckenham.

Redditch has good transport links, being located near to the M42 motorway with a strong network of dual carriageways and A-roads that connect Redditch to areas such as Birmingham, Bromsgrove and Evesham.

Figure 2.1 illustrates the Borough boundaries, as well as the ward boundaries. The following report contains analysis focused mainly on Borough level performance, with an additional breakdown of data at ward or super output area (SOA) level where possible.

**Figure 2.1 Location of Redditch**



## 2.2 Redditch as a New Town

Redditch was designated a New Town in 1964 and the population increased dramatically from 32,000 to around 77,000. Housing developments such as Church Hill, Matchborough, Winyates, Lodge Park and Woodrow were created to accommodate the large overspill from an industrially expanding Birmingham. Redditch was built as a 'flagship' town using new methods and new town planning.

The borough has been designated as a Strategic Town Centre in the Regional Spatial Strategy (RSS) – designed to be a focus for new retail developments and employment growth. There is only limited evaluation of the impact of New Towns, whilst there is evidence that they have been successful in generating employment, there are also views that they now face considerable problems<sup>1</sup>.

While many New Towns have been economically successful, most now are experiencing major problems. Their design is inappropriate to the 21st century. Their infrastructure is ageing at the same rate and many have social and economic problems<sup>2</sup>. This highlights challenges that Redditch is faced with due to its inherent design and development.

### 2.3 Population Structure

The current population of the Borough is estimated to be 79,600<sup>3</sup>. This represents a 1% increase in population size since 2001, when it was estimated to be 78,800. There is a fairly even split between male and female inhabitants, with 49.4% males and 50.6% females.

Figure 2.2 indicates that age ranges of Redditch residents. The largest proportion are aged between 25 and 59 years. As a result of its designation as a New Town in 1964, Redditch attracted a large number of young families<sup>4</sup>, and as a result the Borough has a higher proportion of young people aged 0-19 compared to other areas of Worcestershire (25.1% in Redditch compared to 23.5% in the County). Redditch also has a smaller proportion of individuals aged 60 or over compared to other areas in Worcestershire (19.2% in Redditch compared to 24.6% in the County)<sup>5</sup>.

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<sup>1</sup> Redditch Inequalities Profile. September 2009. Research and Intelligence Unit, Worcestershire County Council

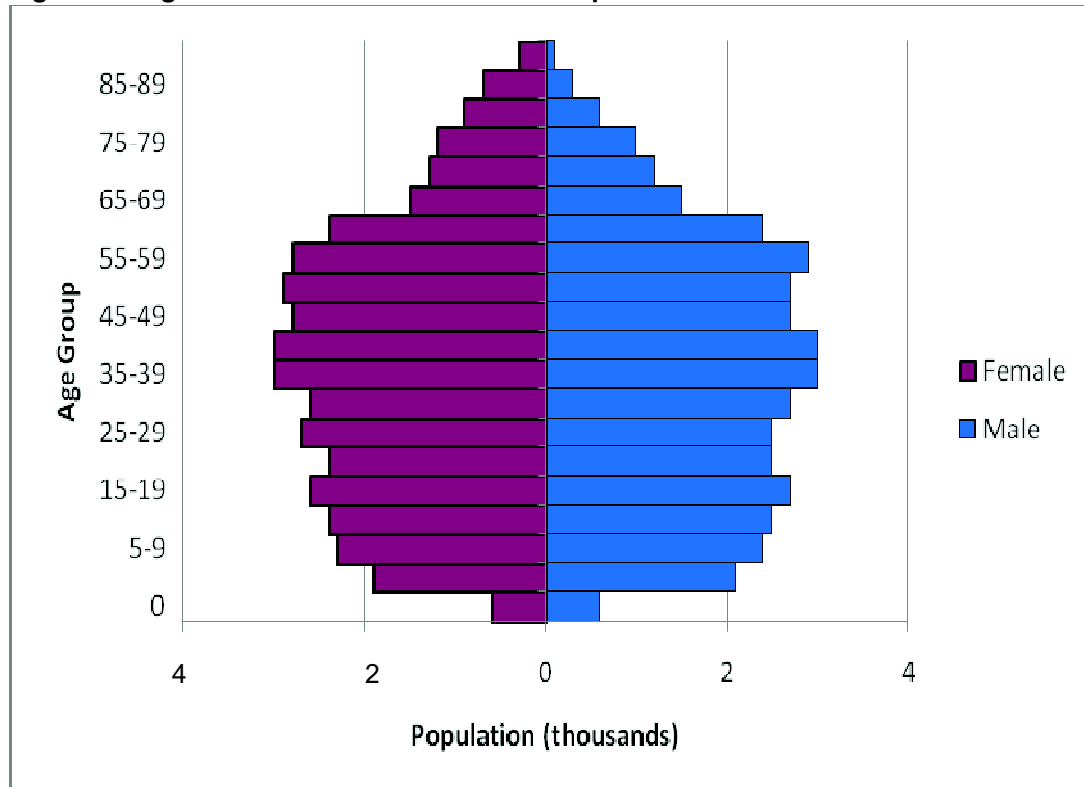
<sup>2</sup> Nineteenth Report of the Transport, Local Government and the Regions Committee, Session 2001–02, *The New Towns: their Problems and Future*

<sup>3</sup> ONS 2007 mid year estimates, Research and Intelligence Unit, Worcestershire County Council

<sup>4</sup> Redditch Borough Council Position Statement October 2008

<sup>5</sup> ONS 2007 mid year estimates, Research and Intelligence Unit, Worcestershire County Council



**Figure 2.2 Age Distribution of the Redditch Population**

Source: ONS 2007 mid-year estimates, Research and Intelligence Unit, Worcestershire County Council

It is worth noting that both population demographics and housing growth will be heavily affected by the Regional Spatial Strategy (RSS) over the next two decades, with the Preferred Option proposing the construction of an additional 6,600 dwellings in and on the periphery of the Borough by 2026<sup>6</sup>.

Figure 2.3 illustrates areas in the Borough with high concentrations of 0-15 year old residents. The population of 0-15 year olds comprises between 24 and 29% of the total population in six SOAs in four wards. These wards and SOAs are as follows:

- Church Hill, Moon's Moat area (28.4%)
- Greenlands, Woodrow (between Woodrow North & Woodrow South Roads) (28.0%)
- Greenlands, Throckmorton Road (26.6%)
- Batchley, Foxlydiat Wood (25.3%)
- Greenlands, St. Thomas More First School area (25.2%)
- Matchborough, Matchborough First School Area (24.2%)

The population of half of the SOAs in Greenlands ward comprises 24 - 29% 0-15 year olds. Therefore, Greenlands ward contains the highest concentration of 0-15 year olds in the Borough of Redditch.

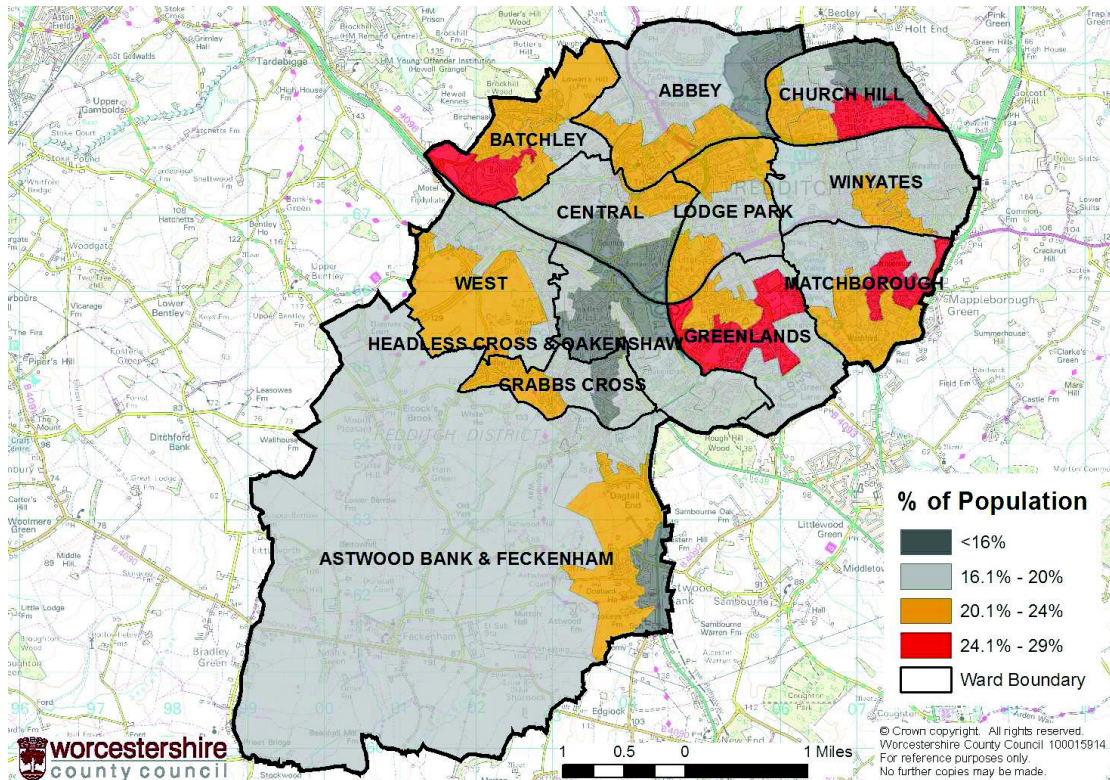
The population of Headless Cross and Oakenshaw ward has an entirely different composition. None of the populations of SOAs in this ward comprise greater than

<sup>6</sup> Redditch Strategic Assessment 2008/09. Research and Intelligence Unit, Worcestershire County Council, and Redditch Borough Council.

20% of 0-15 year olds. This ward contains the lowest concentration of 0-15 year olds in Redditch.

The area of Paper Mill Hill in Abbey ward contains the lowest concentration of 0-15 year olds in Redditch, where just 12.3% of the SOA population fall within this age band.

**Figure 2.3 Percentage of the population aged 0-15 years by SOA**



Source: ONS 2007 mid-year estimates, Research and Intelligence Unit, Worcestershire County Council

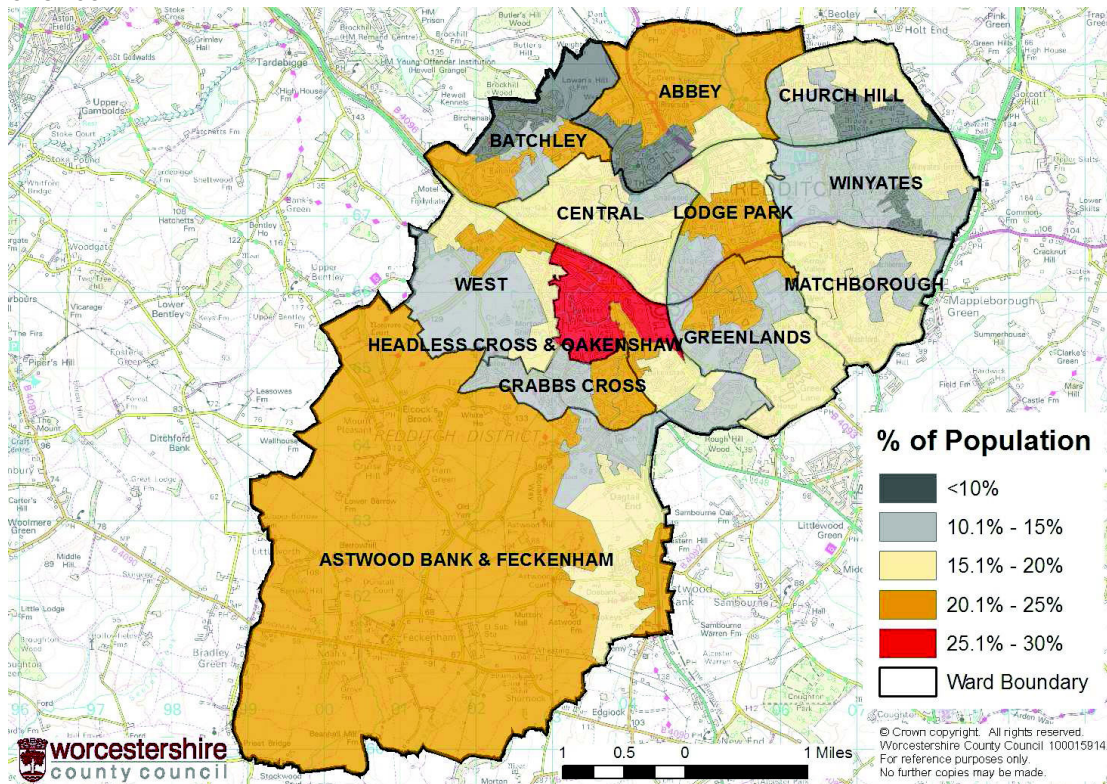
When considering concentrations of older residents, distribution is almost reversed, as illustrated by Figure 2.4. The highest concentrations of females aged 60 or over and males aged 65 or over are in the following areas:

- Headless Cross and Oakenshaw, Feckenham Road (28.2%)
- Headless Cross and Oakenshaw, Swinburne Road (25.5%)
- Headless Cross and Oakenshaw, Headless Cross Reservoir (25.5%)

All of the SOAs where the population is comprised of greater than 25% older residents are all within Headless Cross and Oakenshaw ward.

SOAs with the smallest proportion of older residents are more dispersed, with the lowest proportion located in Batchley ward, around Carthorse Lane (6.1%), followed by Ten Acres in Winyates ward (7.4%).

**Figure 2.4 Percentage of female population aged over 60, and male population aged over 65**



Source: ONS 2007 mid-year estimates, Research and Intelligence Unit, Worcestershire County Council

Few SOA populations consist of large proportions of both younger and older residents. The population of the SOA around Foxlydiate Wood in Batchley ward comprises 21.3% older residents and 25.3% younger residents. Also the populations of the SOA in Greenlands in Greenlands ward comprises 20.9% older residents and 22.1% younger residents. These two areas represent the SOAs with the most mixed age ranges within the population.

The total population of Redditch town itself is 74,000<sup>7</sup>, accounting for approximately 93% of the total population of the Borough. This is a much greater proportion than other districts in Worcestershire, and is related to the structure of the Borough itself.

Redditch has the largest proportion of ethnic minority groups of Worcestershire's six districts<sup>8</sup>. Approximately 92% are of White British or White Irish origin, with 8% from other ethnic groups. Asian or Asian British Pakistani groups make up the greatest proportion of Redditch residents from other ethnic groups (2.3%) followed by the White Other group, which includes those of Eastern European origin (1.3%). Redditch has the largest population of Asian or Asian British Pakistani residents in the County, with 2.5 times the County average proportion (0.9%).

## 2.4 Population Projections

The population projections in Table 2.1 are based on information provided by the Office for National Statistics (ONS). They estimate future changes in population demographics based on current trends.

The population of Redditch is projected to increase year on year, resulting in an increase of 8.7% (6,900 individuals) by between 2007 and 2026. A disproportionately large increase is predicted in the population aged 60 or more years. Currently around 20% of the population is aged 60 or over<sup>9</sup> (2009), which according to these projections could increase to 27% by 2026.

Those aged between 20 and 59 years make up the majority (55%) of the population at present (2009). According to these projections, the proportion of this age group will decrease to making up 49% of the population by 2026.

**Table 2.1 Population projections by age, 2007-2026**

Age Group	Thousands								% Change
	2007	2008	2009	2010	2011	2016	2021	2026	
0-9	9.8	10.0	10.2	10.3	10.6	11.1	10.5	10.1	3.1
10-19	10.2	10.0	9.9	9.7	9.4	9.4	10.4	11.0	7.8
20-29	10.1	10.2	10.2	10.2	10.1	9.7	9.0	9.1	-9.9
30-39	11.3	11.2	11.0	11.0	10.9	10.7	10.9	10.7	-5.3
40-49	11.5	11.6	11.7	11.8	11.9	11.6	11.2	11.2	-2.6
50-59	11.4	11.2	11.0	10.7	10.6	10.8	11.4	11.4	0.0
60-69	7.8	8.2	8.6	9.1	9.4	9.8	9.1	9.3	19.2
70-79	4.7	4.7	4.7	4.8	4.8	6.2	8.0	8.3	76.6
80+	2.8	2.9	3.1	3.1	3.3	3.6	4.1	5.4	92.9
<b>Total</b>	<b>79.6</b>	<b>80.0</b>	<b>80.4</b>	<b>80.7</b>	<b>81.0</b>	<b>82.9</b>	<b>84.6</b>	<b>86.5</b>	<b>8.7</b>

Source: ONS Projections – Research and Intelligence Unit, Worcestershire County Council

Based on this information, the population of Redditch is predicted to be ageing. This may have a significant impact on policy and planning for the District, particularly with

<sup>7</sup> ONS 2006 mid year estimates, Research and Intelligence Unit, Worcestershire County Council

<sup>8</sup> ONS 2006 mid year estimates, Research and Intelligence Unit, Worcestershire County Council

<sup>9</sup> ONS 2007 mid year estimates, Research and Intelligence Unit, Worcestershire County Council

regard to community safety and health issues within the community. However, as identified in section 2.2, Redditch contains a greater proportion of residents aged between 0 and 19 years, and a smaller proportion of residents aged over 60 years than the County averages.

Relevant to aging populations is the issue of limiting-long term illness (LLTI). Based on the Census 2001 data, there are approximately 11,986 people living in Redditch with some form of limiting-long term illness (LLTI), representing around 15.8% of the population (using population estimates from 1999)<sup>10</sup>. This is the lowest rate of all the districts in Worcestershire. As older age groups have a greater propensity to have LLTI, and the older population is set to increase in the coming years, this could have a significant impact on resources in Redditch.

## 2.5 Migration

The structure of the population is also affected by migration, both internal and international. Table 2.2 indicates past and present levels of internal and international migration.

Since 2001/02, net migration in Redditch has been negative year on year, with the exception of 2005/06 where there was no net migration. Net migration in Worcestershire has been positive every year with people moving into the County; however Redditch has seen more leaving the area than moving into it for every year monitored.

**Table 2.2 Migration for Worcestershire and Redditch 2001-2007**

Area	Migration Type	01/02	02/03	03/04	04/05	05/06	06/07
Redditch	Internal Migration	-200	-100	-200	-300	-100	-500
Worcestershire		2800	3000	2500	1800	1400	1100
Redditch	International Migration	-100	-100	-100	100	100	100
Worcestershire		-1400	-700	-800	400	200	400
Redditch	Total	-300	-200	-300	-200	0	-400
Worcestershire	Migration	1400	2300	1700	2200	1600	1500

**Source: Research Unit, Worcestershire County Council**

National Insurance registrations (NINo) in respect of non-UK nationals provide an indication of the level of migrant workers entering the Borough (Table 2.3). In 2007/08 Redditch had 900 National Insurance registrations, the third highest level in the County, following Worcester City (970 registrations) and Wychavon (950 registrations) respectively.

**Table 2.3 National Insurance Number (NINo) registrations in respect of non-UK nationals, 2002/03 – 2007/08**

Local Authority	2002/03	2003/04	2004/05	2005/06	2006/07	2007/08
Redditch	200	220	400	880	860	900
Worcestershire	1,150	1,220	2,240	3,630	3,720	3,570

**Source: DWP, 2008, National Insurance Recording System**

<sup>10</sup> Census 2001

The rate of National Insurance registrations in Worcestershire appears to be slowing, with a 4.0% reduction in registrations between 2006/07 and 2007/08. Redditch is the only area in the County which had a positive rate of change during this time period, increasing by 4.7%. This increasing rate does appear to be slowing, following the largest rate increase between 2004/05 and 2005/06 of 120%. In Worcestershire as a whole in 2007/08, Polish nationals represented more than half of all new registrations, and nationals from the Slovak Republic accounted for 9.0%<sup>11</sup>.

## 2.6 Index of Multiple Deprivation 2007

The Indices of Deprivation were produced in 2007 by the Department for Communities and Local Government (DCLG). It combines a number of indicators across seven domains into a single deprivation score and rank for every SOA and local authority in England. The seven domains of deprivation are:

- Income
- Employment
- Health deprivation and disability
- Education
- Skills and training
- Barriers to housing and services
- Living Environment
- Crime

From the Borough level summary of the average deprivation score, Redditch is ranked 131 out of 354 areas nationally. This is the most deprived Borough in Worcestershire and compares to Wyre Forest with a ranking of 154. Therefore Redditch is in the top 40% most deprived Boroughs nationally. This is a slight deterioration from 2004 when it was ranked 146<sup>th</sup><sup>12</sup>.

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<sup>11</sup> DWP, 2008, National Insurance Recording System

<sup>12</sup> Redditch Inequalities Profile. September 2009. Research and Intelligence Unit, Worcestershire County Council

Considering the domains of the IMD, barriers to housing and services, education and health are the factors for which Redditch appears most deprived (Figure 2.5).

**Figure 2.5 Relative deprivation in Redditch, by Index of Multiple Deprivation domain 2007**

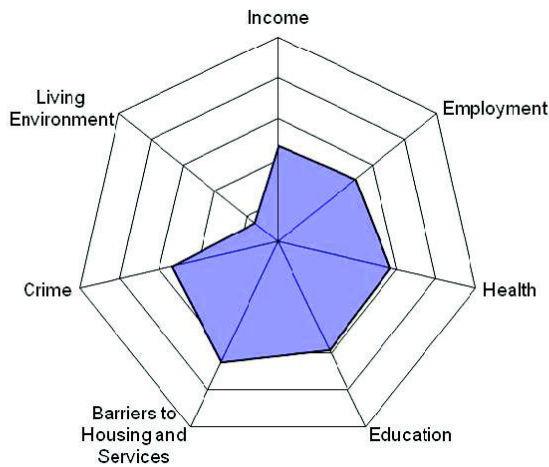
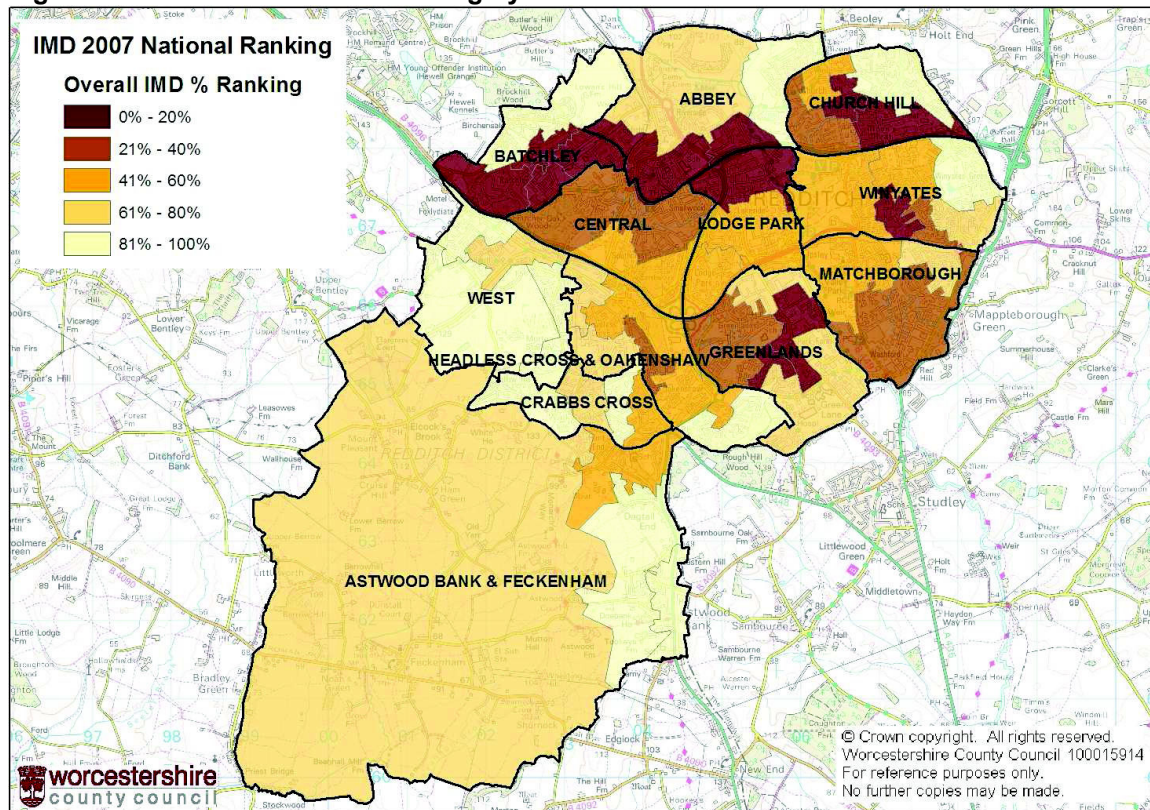


Figure 2.6 demonstrates the overall Index of Deprivation for Redditch at SOA level. This is presented in terms of proportionate ranking against the national average. Deprived areas in Redditch are mainly distributed around the town centre, in Batchley, Abbey, Central and Lodge Park wards, however surrounding wards in the new part of town such as Church Hill, Winyates, Greenlands and Matchborough also contain pockets of deprived areas.

**Figure 2.6 IMD 2007 National Ranking by SOA**



Source: IMD 2007

In Redditch, the five most deprived SOAs are distributed across four wards, Winyates, Church Hill, Greenlands and Batchley. The most deprived SOAs within these wards are included in Table 2.4. Two areas in Redditch are ranked within the 10% most deprived areas in England.

**Table 2.4 Top five deprived super output areas in Redditch**

Area Description	Deprivation	Ward
Winyates Housing Estate (Ipsley C.E. Middle School)	Top 10%	Winyates
Church Hill YMCA Area	Top 10%	Church Hill
St Thomas More First School	Top 20%	Greenlands
Batchley	Top 20%	Batchley
Between Woodrow North and Woodrow South Roads	Top 20%	Greenlands

**Source: IMD 2007**

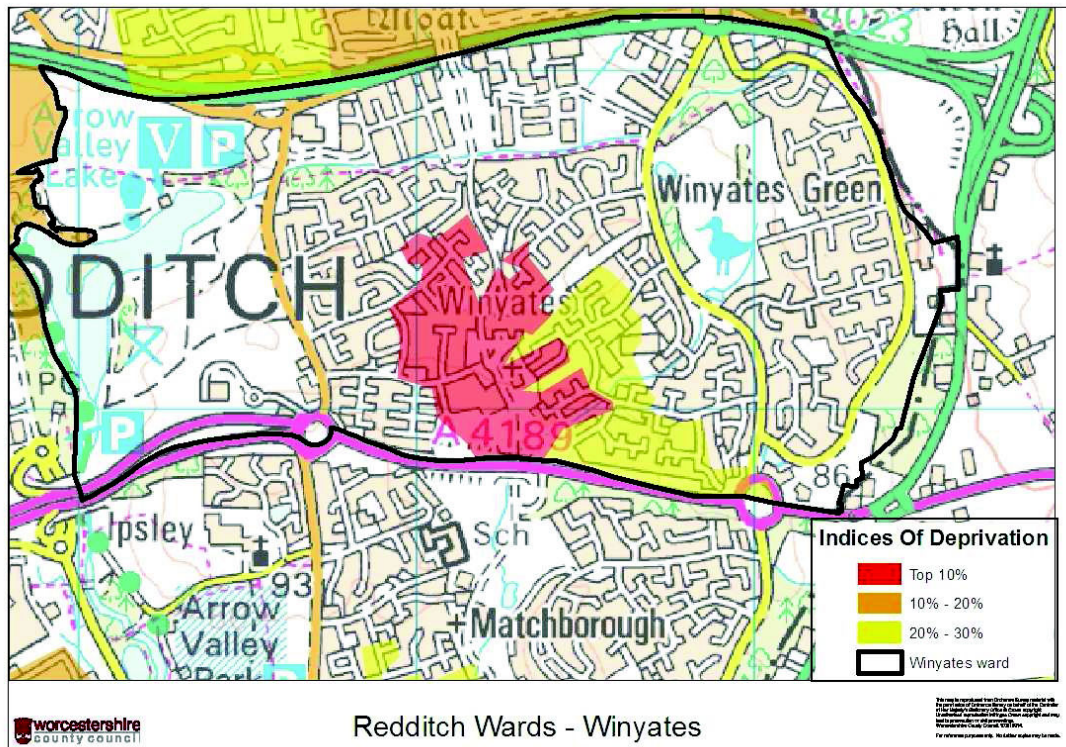
Both the Winyates housing estate SOA and Church Hill YMCA SOA have been the subject of a recent bid aimed at targeting the most deprived areas to improve conditions, related to the 2008/11 LAA targets.



### 2.6.1 Deprivation in Winyates ward

The area of Winyates housing estate around Ipsley Middle School (highlighted in red in Figure 2.7) is ranked as the most deprived SOA in Redditch, and is the sixth most deprived SOA in Worcestershire. Winyates ward also contains an SOA which is ranked within the top 30% most deprived SOAs in England (highlighted in yellow in Figure 2.6). Domains acting as drivers for these high deprivation scores are involuntary unemployment, poor educational attainment, a lack of skills amongst the working age population, and premature death.

Figure 2.7 Deprivation in Winyates ward

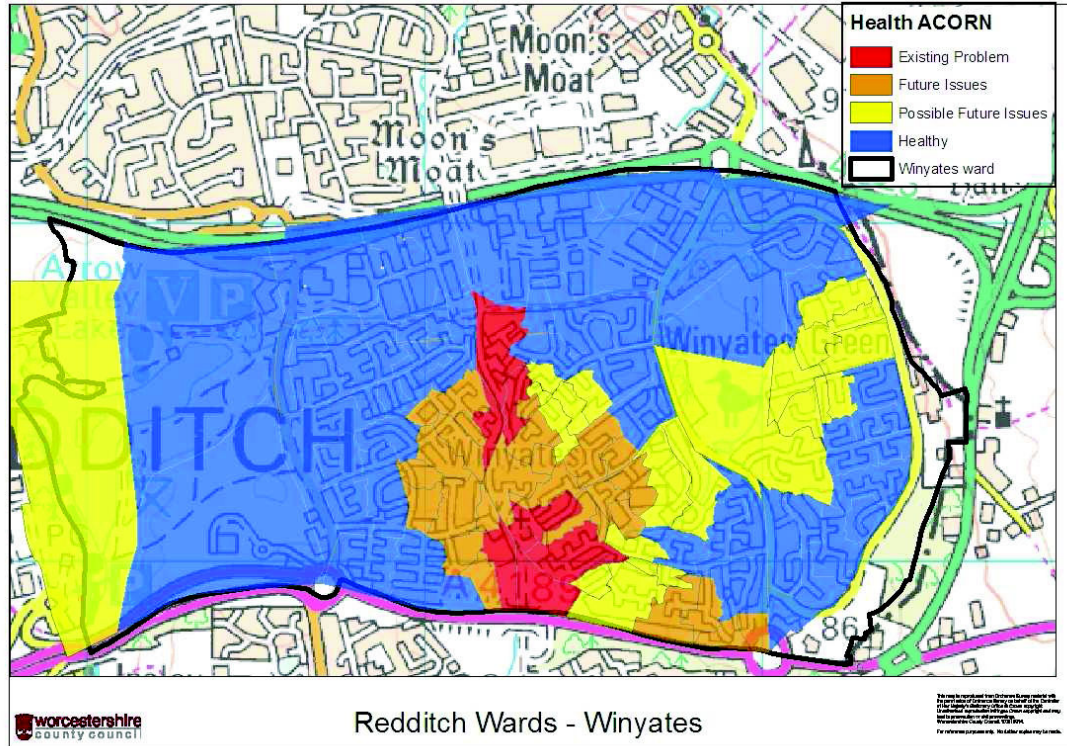


Source: IMD 2007

Compared to the rest of the Borough, crime is relatively high in Winyates ward. Between April 2008 and February 2009, 468 crimes were recorded in this ward. These crimes are not distributed evenly across the ward, but were concentrated around the area of greatest deprivation.

Health in Winyates ward can be illustrated using Health ACORN data from CACI 2009. Data is categorised by postcode according to how healthy the population is now and in the future. The area of worst health in Winyates coincides largely with the area of greatest deprivation and crime in Winyates ward (Figure 2.8).

**Figure 2.8 Acorn Health data for Winyates ward**

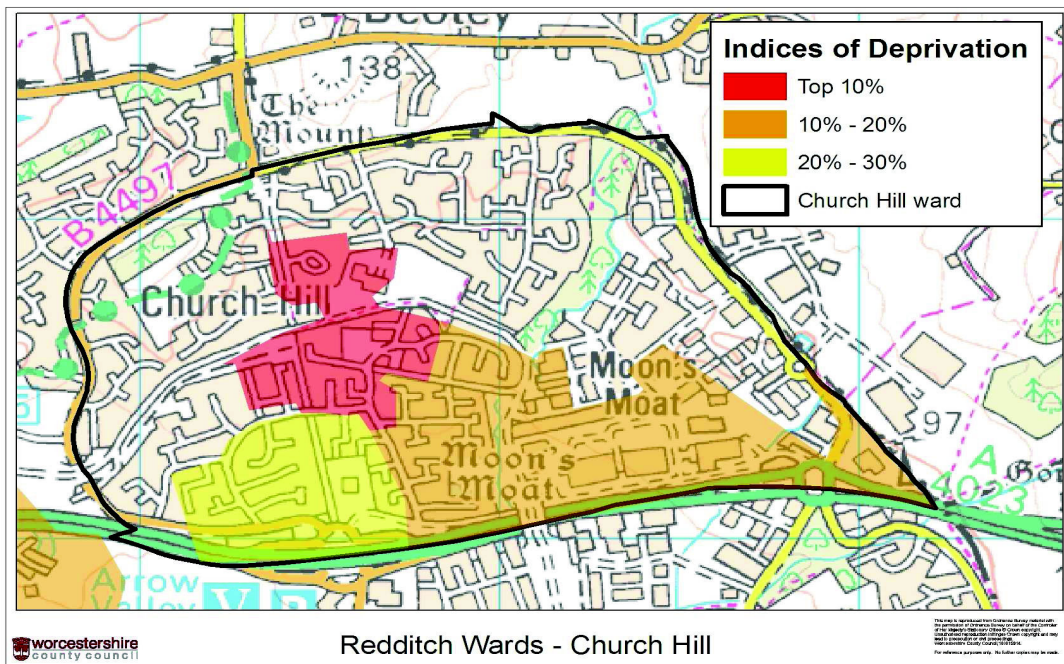


Source: CACI, 2009

## 2.6.2 Deprivation in Church Hill ward

The SOA around the YMCA in Church Hill also falls within the top 10% most deprived areas in England (highlighted in red in Figure 2.9). This area is the second most deprived SOA in Redditch, and the seventh most deprived SOA in Worcestershire. As there are two additional SOAs as in Church Hill which fall within the top 20% and 30% most deprived areas in England (highlighted in orange and yellow respectively in Figure 2.9), more than half of the Church Hill residents live in deprived areas.

**Figure 2.9 Deprivation in Church Hill ward**

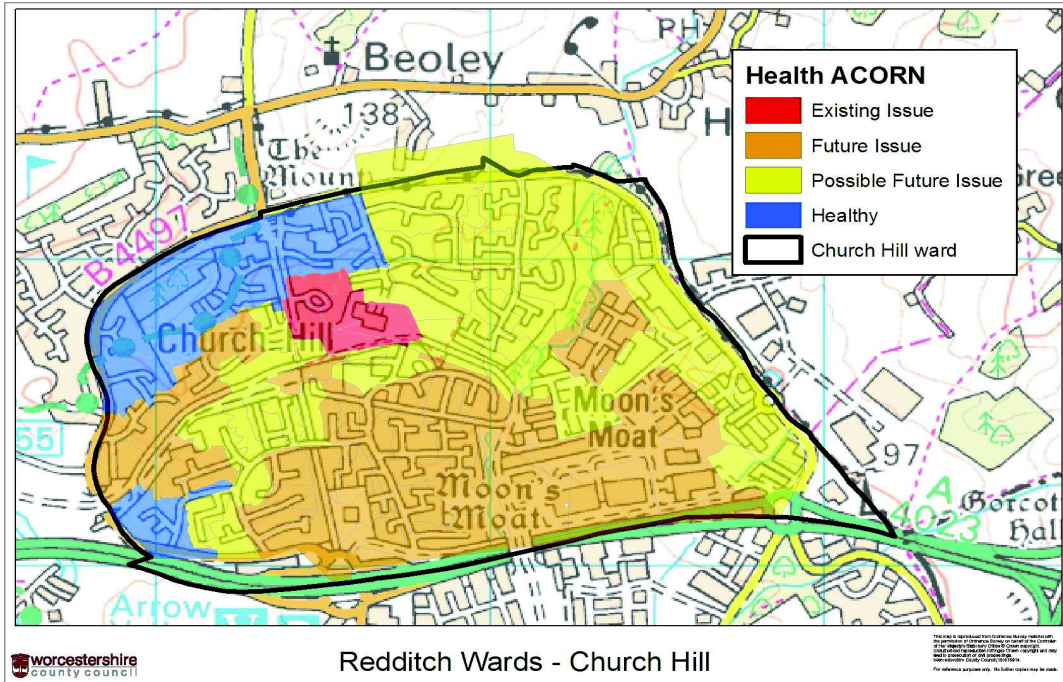


**Source: IMD 2007**

Compared to the rest of Redditch, crime is relatively high in Church Hill. Between April 2008 and February 2009, more than 450 crimes were recorded in this ward, comprising approximately 9% of the Borough total. These crimes were not distributed evenly across the ward, but were concentrated around the area of greatest deprivation.

Health in Church Hill can be illustrated using Health ACORN data from CACI 2009 (Figure 2.10). Data is categorised by postcode according to how healthy the population is now and in the future. Significant areas of Church Hill reveal either existing health issues or likely future issues, with only small areas in the North West and South West of the ward apparently healthy. The area of worst health coincides with the area of greatest deprivation and crime in Church Hill.

Figure 2.10 Health data for Church Hill ward



Source: CACI, 2009

### 2.7 Acorn Classification 2009

Classifications provide a geo-demographic breakdown of postcodes to help understand neighbourhoods.

Overall, Redditch has one of the lower proportions of "wealthy achiever" postcodes of the districts in Worcestershire, and the greatest proportion of "hard pressed" postcodes of the districts in Worcestershire (Table 2.5)

Table 2.5 Acorn categories by district

District	Wealthy Achievers (%)	Urban Prosperity (%)	Comfortably Off (%)	Moderate Means (%)	Hard Pressed (%)	Unclassified (%)
Bromsgrove	59	2	28	3	7	2
Malvern Hills	65	7	19	2	6	2
Redditch	31	2	29	14	24	0
Worcester City	25	13	36	7	19	0
Wychavon	59	3	22	6	10	0
Wyre Forest	42	3	33	6	16	1

Source: CACI 2009

Classifications of postcodes have been mapped to identify areas where the population of Redditch are most likely to be struggling financially (Figure 2.11). Wards with particularly high concentrations of postcodes classified as "hard pressed" (highlighted in red in Figure 2.11) include:

- Batchley, 58%
- Church Hill, 39%
- Lodge Park 37%
- Abbey 35%
- Greenlands 35%

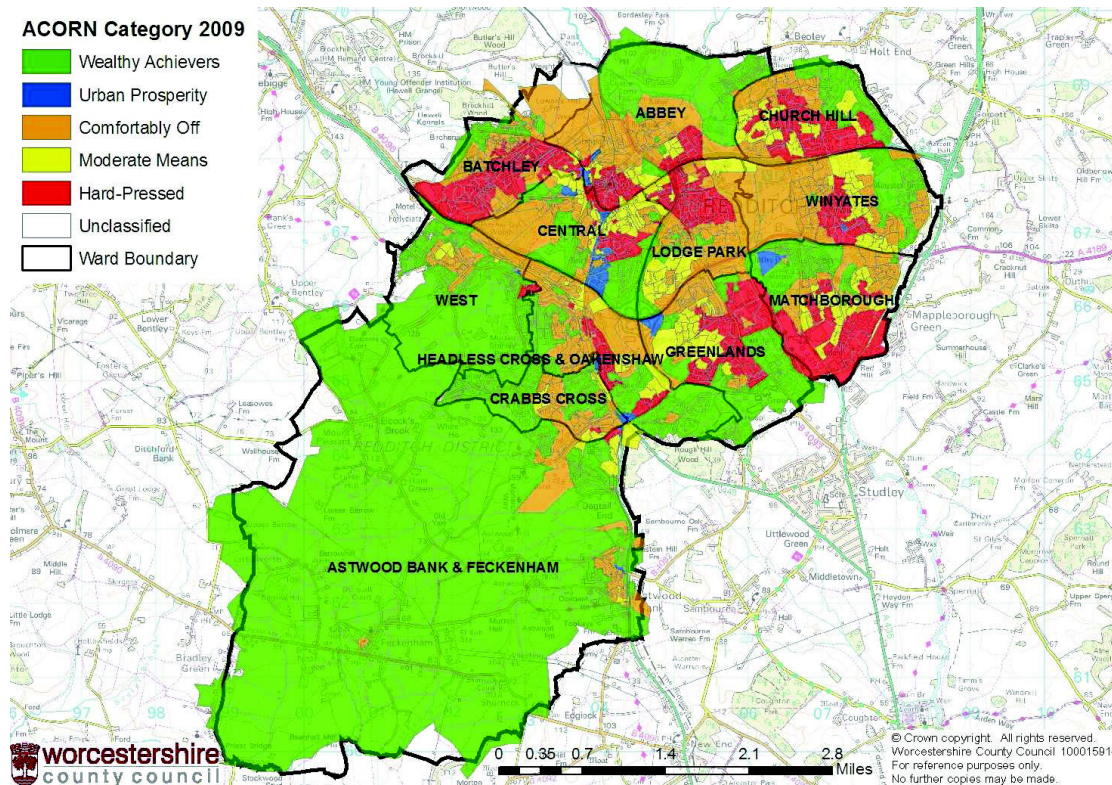
However, every ward in the Borough contains at least one postcode classified as "hard pressed". Wards in Redditch which contain the lowest concentration of "hard pressed" postcodes include:

- Crabbs Cross (one postcode classified as "hard pressed")
- Astwood Bank and Feckenham (two postcodes classified as "hard pressed")
- West (four postcodes classified as "hard pressed")

Postcodes highlighted in orange in Figure 2.11 indicate those classified as "comfortably off". Every ward in the district contains at least one postcode in this category. Wards with particularly high concentrations of postcodes classified as "comfortably off" include:

- Headless Cross and Oakenshaw, 46%
- Winyates, 38%
- Abbey, 33%
- Crabbs Cross, 32%
- Lodge Park, 32%

**Figure 2.11 Acorn 2009 classification by post code area**



Interestingly, Winyates has a high concentration of postcodes classified as "comfortably off" despite also containing some of the most deprived areas in England. Winyates contains a mix of both social housing and also more affluent private housing areas which may lie behind this result.

The Southern and more rural part of the Borough is largely categorised as "wealthy achievers". The majority (72%) of the postcodes in Astwood Bank and Feckenham ward fall into this category. More than half of the postcodes in West and Crabbs Cross wards also fall into this category (62% and 54% respectively). Postcodes around the periphery of the Borough have also been classified as "wealthy achievers", particularly the North of Abbey ward and South-East of Greenlands ward.

The population of Redditch is mixed in terms of financial security, according to Acorn postcode categorisation. The largest proportion of postcodes (31%) are classified as "wealthy achievers", followed by "comfortably off" (28%), and "hard pressed" (24%). This range of classifications highlights the two distinct areas (urban and rural).

## 2.8 Setting the context - Summary

- The greatest proportion of Redditch residents are aged between 25 and 59 years.
- The greatest concentration of 0-15 year olds reside in Greenlands ward. There are also SOAs with high concentrations of 0-15 year olds in Church Hill, Batchley and Matchborough wards.
- At present Redditch contains a greater proportion of residents aged between 0 and 19 years, and a smaller proportion of residents aged over 60 years than the County averages.
- The lowest concentration of 0-15 year olds is in Headless Cross and Oakenshaw.
- Foxlydiate Wood SOA in Batchley ward and Greenlands SOA in Greenlands ward represent the SOAs with greatest concentrations of both younger and older residents.
- Redditch has the largest proportion of ethnic minority groups of Worcestershire's six districts, and the largest population of Asian or Asian British Pakistani residents in the County, with 2.5 times the County average proportion (0.9%).
- The population of Redditch is projected to increase year on year, resulting in an increase of 8.7% (6,900 individuals) by between 2007 and 2026. A disproportionately large increase is predicted in the population aged 60 or more years.
- This aging population may have a significant impact on policy and planning for the District, particularly with regard to community safety and health issues within the community.
- Redditch has the lowest rate of limiting-long term illness (LLTI) in Worcestershire. As older age groups have a greater propensity to have LLTI, and the older population is set to increase in the coming years, this could have a significant impact on resources in Redditch.
- Net migration in Worcestershire has been positive every year with people moving into the County; however Redditch has seen more leaving the area than moving into it for every year monitored.

- In 2007/08 Redditch had 900 National Insurance registrations, the third highest level in the County, following Worcester City (970 registrations) and Wychavon (950 registrations) respectively.
- The rate of National Insurance registrations in Worcestershire appears to be slowing, with a 4.0% reduction in registrations between 2006/07 and 2007/08. Redditch is the only area in the County which had a positive rate of change during this time period, increasing by 4.7%. This increasing rate does appear to be slowing, following the largest rate increase between 2004/05 and 2005/06 of 120%.
- In Redditch, the five most deprived SOAs are distributed across four wards, Winyates, Church Hill, Greenlands and Batchley. Two areas in Redditch are ranked within the 10% most deprived areas in England.
- The area of Winyates housing estate around Ipsley Middle School is ranked as the most deprived SOA in Redditch, and is the sixth most deprived SOA in Worcestershire. Winyates ward also contains an SOA which is ranked within the top 30% most deprived SOAs in England.
- The SOA around the YMCA in Church Hill also falls within the top 10% most deprived areas in England. This area is the second most deprived SOA in Redditch, and the seventh most deprived SOA in Worcestershire. As there are two additional SOAs as in Church Hill which fall within the top 30% most deprived areas in England, more than half of the Church Hill residents live in deprived areas.
- According to Acorn classifications, wards with particularly high concentrations of postcodes classified as "hard pressed" include Batchley, 58%; Church Hill, 39%; Lodge Park 37%; Abbey 35%; Greenlands 35%
- Wards with particularly high concentrations of postcodes classified as "comfortably off" include Headless Cross and Oakenshaw, 46%; Winyates, 38%; Abbey, 33%; Crabbs Cross, 32%; Lodge Park, 32%

### 3 Communities that are safe and feel safe

The priorities and relevant National Indicators (NI) for the LAA Theme Block "Communities that are safe and feel safe" are:

*"To continue to improve community safety and build confidence in communities"*

- NI 2 Percentage of people who feel they belong to their neighbourhood
- NI 17 Perceptions of anti-social behaviour
- NI 18 Adult re-offending rates for those under probation supervision
- NI 20 Assault with injury rate
- NI 21 Dealing with local concerns about anti-social behaviour and crime by the local council and police
- NI 195 Improved street and environmental cleanliness

*"To reduce the harm caused by illegal drugs and alcohol"*

- NI 39: Alcohol-harm related hospital admissions

Supplementary data sets providing additional information related to this theme block include:

- Redditch District Council Corporate Performance Indicators, 2008/09
- Recorded Crime (Police iBase System)
  - Alcohol related criminal offences
  - Total Crime and BCS Crime
  - Criminal Damage
  - Vehicle Crime
  - Domestic Burglary
- The Citizens Panel November 2008
- West Mercia Police Crime and Safety Survey
- Police Recorded OIS ASB logs
- Redditch District Council Quality of Life Residents Survey



## Section 3 overview

### 3.1 LAA Priority: *"To continue to improve community safety and build confidence in communities"*

- 3.1.1 NI 2 Percentage of people who feel they belong to their neighbourhood
- 3.1.2 Additional data set: Citizens Panel November 2008
- 3.1.3 NI 17 Perceptions of anti-social behaviour
- 3.1.4 NI 18 Adult re-offending rates for those under probation supervision
- 3.1.5 NI 20 Assault with injury crime rate
- 3.1.6 NI 21 Dealing with local concerns about anti-social behaviour and crime by the local council and police
- 3.1.7 NI 195a Improved street and environmental cleanliness

### 3.2 LAA Priority: *"To reduce the harm caused by illegal drugs and alcohol"*

- 3.2.1 NI 39 Alcohol-harm related hospital admissions
- 3.2.2 Additional data set: Alcohol related crime

### 3.3 Additional Theme Block Data

- 3.3.1 Crime Data
- 3.3.2 Anti-social Behaviour Data
- 3.3.3 West Mercia Police Crime and Safety Survey
- 3.3.4 Redditch District Council Quality of Life Survey 2008

### 3.4 Section Summary

### **3.1 LAA Priority: "To continue to improve community safety and build confidence in communities"**

#### **3.1.1 NI 2 – the percentage of people who feel a sense of belonging to their neighbourhood**

NI 2 is measured through the Place Survey. The 2008/09 Worcestershire baseline was 61.8% with a 2010/11 target to raise feelings of belonging to 63.4%.

The Redditch result for 2008/09 was that 54.6% of those surveyed feel a sense of belonging to their local neighbourhood. This is 7.2% lower than the County baseline, placing Redditch as the lowest ranking area in the County. The Redditch 2010/11 target is to improve this sense of belonging by 1.8% to 56.4%.

Just over half of those surveyed in the Borough felt a sense of belonging to their neighbourhood. The majority felt 'fairly strongly', with a small proportion feeling a 'strong' sense of belonging to the neighbourhood<sup>13</sup>. A feeling of belonging appears to increase with age; 71% of those aged over 65 years felt a strong sense of belonging, compared to 45% of those aged 18-34 years<sup>14</sup>.

There is an apparent link between feeling a sense of belonging to the neighbourhood and feeling able to influence local decisions, as 72% of those who felt they can influence local decisions also felt a sense of belonging to the neighbourhood. Additionally, of those that feel a sense of belonging to their neighbourhood, 65% also felt that people from differing backgrounds get on well together in their neighbourhood<sup>15</sup>.

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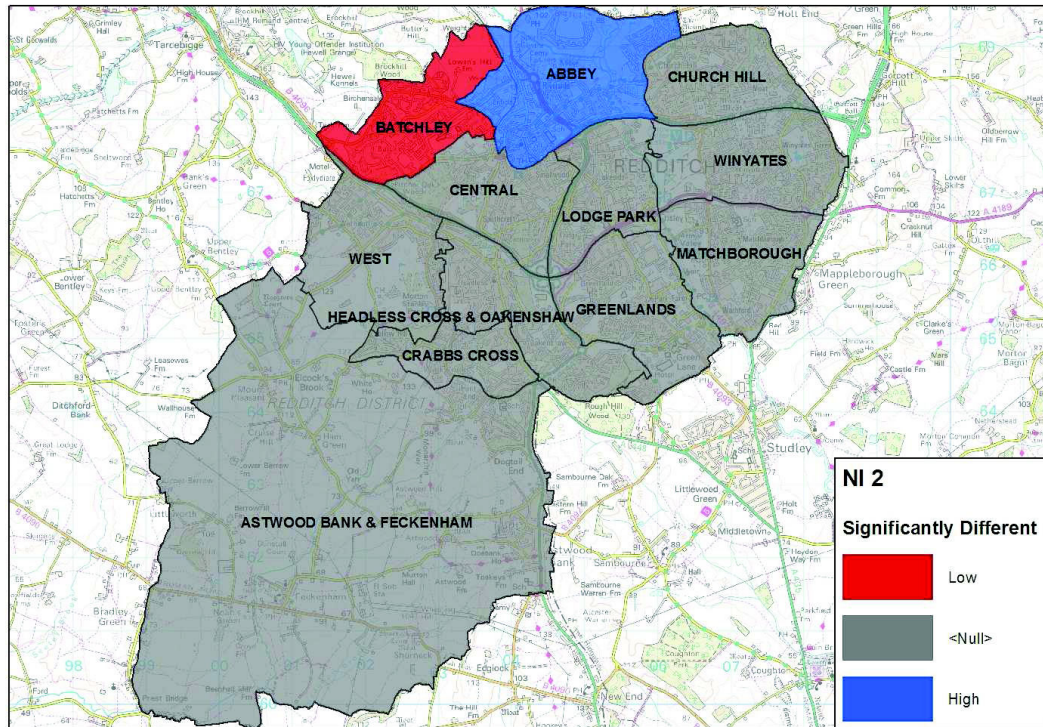
<sup>13</sup> Ipsos MORI 2009, Assessing Redditch's Performance: Results of the Place Survey 2008/09 for Redditch Borough Council and Partners

<sup>14</sup> Ipsos MORI 2009, Assessing Redditch's Performance: Results of the Place Survey 2008/09 for Redditch Borough Council and Partners

<sup>15</sup> Ipsos MORI 2009, Assessing Redditch's Performance: Results of the Place Survey 2008/09 for Redditch Borough Council and Partners

Using Place Survey data at ward level enables us to make statements about differences between wards for NI 2 that are statistically significant (Figure 3.1). We are able to conclude that a significantly higher proportion of people in Abbey ward feel a sense of belonging to their neighbourhood than those living in Batchley ward.

**Figure 3.1 NI 2, percentage of residents feeling a sense of belonging to neighbourhood by ward.**



Worcestershire county council

Source: Place Survey 2008/09

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### 3.1.2 Additional data set: Citizens Panel November 2008

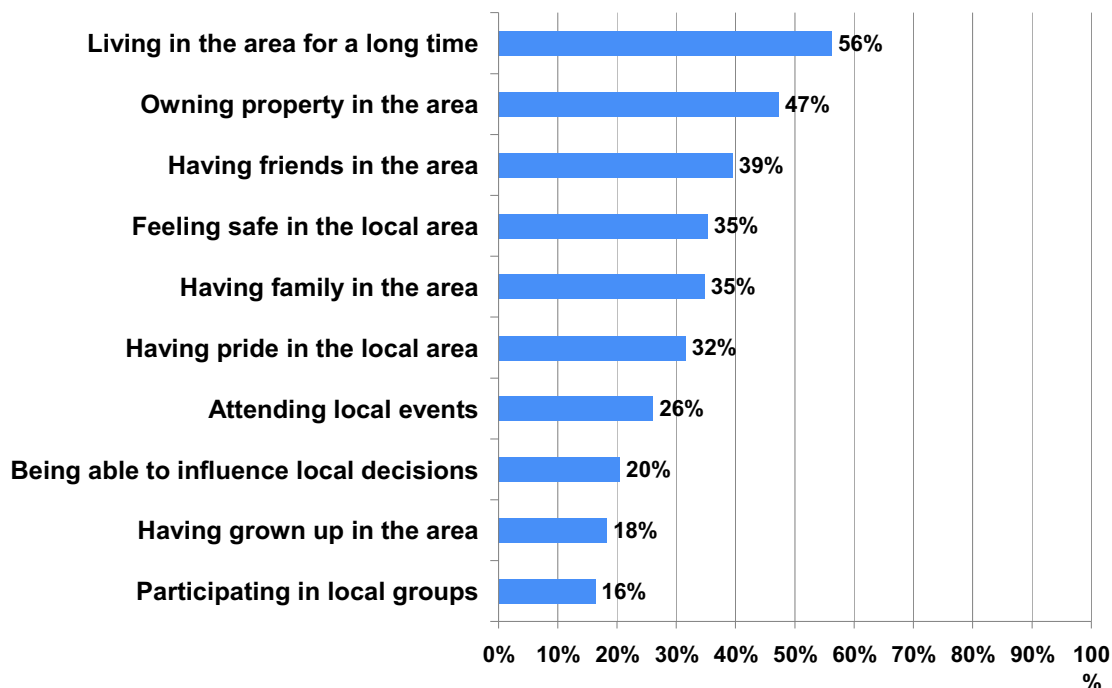
The Citizens Panel of November 2008 received just over 1,000 responses for Worcestershire. From November 2009 onwards, a county-wide Citizens Panel will be established, with target response level of 1,000 people per District which will enable ward level analysis.

A total of 122 Redditch residents filled in the 2008 Citizens Panel survey. Respondents were invited to select up to three factors which influence their sense of belonging in their neighbourhood (Figure 3.2). Note, not all respondents may have answered this particular question.

Figure 3.2 illustrates that for those surveyed, living in the area for a long time and owning a property in the area are the main factors responsible for creating a sense of belonging to the area.

These factors are difficult to influence in order to improve performance against NI 2. However, approximately a third of residents surveyed felt that having pride in the local area and feeling safe in the area are also important in feeling a sense of belonging to the area; and a quarter of respondent felt that attending local events would enhance a sense of belonging to the area. These are areas which can provide a focus for improving performance around this indicator.

**Figure 3.2 Question 21: What makes you feel like you belong to your area, or what would make you feel that way? Responses of Redditch residents.**



Source: Redditch Residents, Citizens Panel, November 2008

### 3.1.3 NI 17 Perceptions of anti-social behaviour

NI 17 is measured through the Place Survey. The 2008/09 Worcestershire baseline was 14.4% with a 2010/11 target to reduce perceptions of anti-social behaviour to 13.3%.

In Redditch, 21.1% of residents perceive overall anti-social behaviour to be a problem in their area<sup>16</sup>. This is 6.7% higher than the County average. This score places Redditch as the lowest ranking Borough in the County.

The survey asks questions about seven different types of anti-social behaviour in the respondent's local area:

- Teenagers hanging around the streets
- Rubbish or litter lying around
- Vandalism or graffiti and other deliberate damage
- Noisy neighbours or loud parties
- Abandoned or burnt out vehicles
- People being drunk or rowdy in public places
- People using or dealing drugs

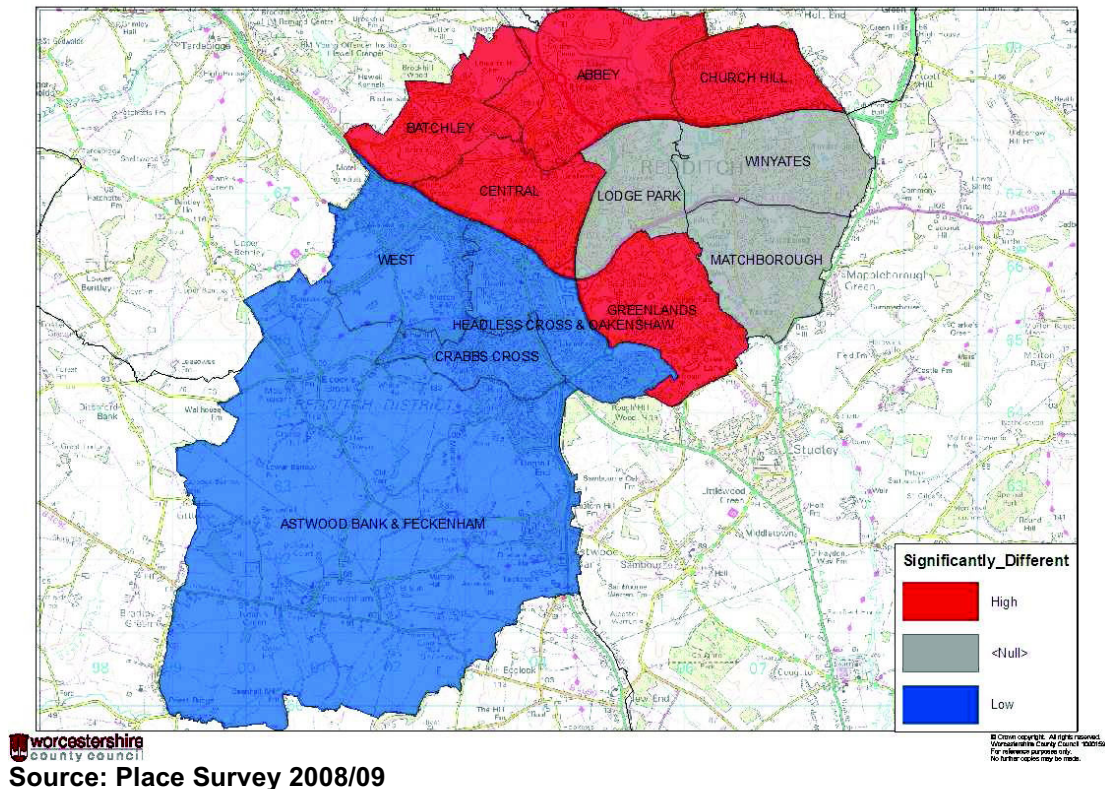
Overall, most respondents do not consider ASB to be a big problem in Redditch.

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<sup>16</sup> Ipsos MORI 2009, Assessing Redditch's Performance: Results of the Place Survey 2008/09 for Redditch Borough Council and Partners

Using Place Survey data at ward level enables us to make statements about differences between wards for NI 17 that are statistically significant (Figure 3.3). We are able to conclude that a significantly higher proportion of people in Abbey; Church Hill; Batchley; Central and Greenlands wards feel that anti-social behaviour is a problem in their area compared to those living in West; Crabbs Cross; Headless Cross and Oakenshaw; and Astwood Bank and Feckenham wards.

**Figure 3.3 NI 17, percentage of residents who feel that overall anti-social behaviour is a problem in their neighbourhood.**



Of the seven ASB types, the issue of 'teenagers hanging around the streets' was most commonly perceived as being an anti social behaviour problem in Redditch. However, perception of this problem has declined in prevalence from 57% to 42% since the 2006/07 BVPIS survey<sup>17</sup>. A significantly higher proportion of people in Church Hill; Batchley; Greenlands and Lodge Park wards feel that teenagers hanging around as a form of anti-social behaviour is a problem in their area compared to those living in West; Headless Cross and Astwood Bank and Feckenham wards.

Almost a third (32%) of respondents cited rubbish or litter lying around as an issue in their area. A significantly higher proportion of people in Greenlands ward felt this was an issue compared to those in West, Headless Cross and Oakenshaw and Crabbs Cross wards.

A similar proportion of respondents (30%) felt that vandalism, graffiti and other deliberate damage was an issue in their area, and this was most prominent in

<sup>17</sup> Ipsos MORI 2009, Assessing Redditch's Performance: Results of the Place Survey 2008/09 for Redditch Borough Council and Partners

Greenlands and Church Hill wards. It can be stated that a significantly higher proportion of people in Greenlands and Church Hill wards felt this was an issue compared to those living in Astwood Bank and Feckenham, West, Crabbs Cross and Headless Cross and Oakenshaw wards.

Although Redditch is performing below the County average on perceptions of all seven types of anti-social behaviour, perceptions within the District have improved around all types of anti-social behaviour compared to the last place survey in 2006/07, with the exception of people being drunk or rowdy in public places, and noisy neighbours or loud parties. Clearly Redditch has made significant progress in tackling anti-social behaviour, and concerns over drug use and dealing has been reduced by 15% since the last Place Survey in 2006/07<sup>18</sup>

### **3.1.4 NI 18 Adult re-offending rates for those under probation supervision**

This indicator measures the percentage of adult offenders (aged 18 and over) on the Probation caseload who are proven to have re-offended within three months from the month the snapshot was taken, compared with the predicted re-offending rate. No data is currently available on this indicator.

The baseline for Worcestershire is predicted at 9.76%, with a target for a 7.77% reduction on this baseline by 2010/11.

### **3.1.5 NI 20 Assault with injury crime rate**

The Worcestershire baseline is set at 5.87 offences per 1,000 population (2008/09), with a target reduction to 7.12 per 1,000 population by 2010/11.

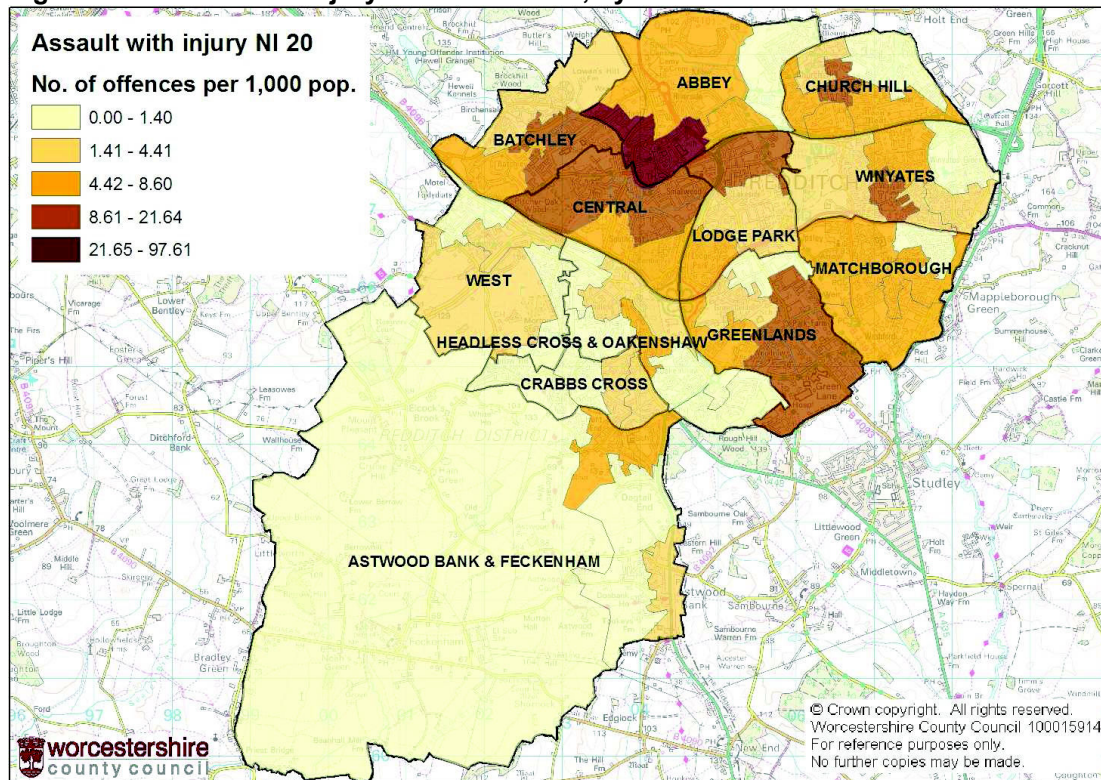
The rate of assault with injury offences in the Redditch during 2007/08 was 7.78 offences per 1,000 population, similar to that of Wyre Forest (7.59), but higher than Bromsgrove (4.74 offences per 1,000 population) and South Worcestershire (5.12 per 1,000 population). Redditch has the highest rate in Worcestershire, with a current rate greater than 25% over the County average.

The SOA with the highest concentration of assault with injury offences is Trinity High School SOA in Abbey ward, which covers the town centre and the bulk of the night time economy (Figure 3.4). Between April 2008 and March 2009 the rate of offences in this SOA was 97.61 per 1,000 population, which is more than four times greater than the SOA with the second highest rate, which is the St. Thomas More Area in Greenlands ward (21.64 offences per 1,000 population). The actual number of recorded offences in Trinity High School SOA during this time period is 143, which equates to more than an average of two per week.

This town centre hotspot is further exaggerated by an increased volume of potential victims in the area through people using the town centre for work and leisure, which far exceeds the resident population. Surrounding SOAs also have high rates of assault with injury, suggesting that for this indicator, attention should be focused on the town centre.

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<sup>18</sup> Ipsos MORI 2009, Assessing Redditch's Performance: Results of the Place Survey 2008/09 for Redditch Borough Council and Partners

**Figure 3.4 Assault with injury rate for 2008/09, by SOA**

Source: Police Recorded Crimes (April 2008 to March 2009)

### 3.1.6 NI 21 Dealing with local concerns about anti-social behaviour and crime by the local council and police

The Worcestershire baseline from the 2008/09 Place Survey is 26.2% of people who agree that the police and other local public services are successfully dealing with anti-social behaviour and crime in their local area, with a target increase to 31.2% by 2010/11.

NI 21 is measured through the Place Survey. The 2008/09 Worcestershire baseline was 26.2% with a 2010/11 target to increase the percentage of people who agree that the police and other local public services are successfully dealing with anti-social behaviour and crime in their local area 31.2%.

The Redditch results indicate that 24.8% of residents agree that the police and local councils are successfully dealing with anti-social behaviour in their area. This places Redditch lower than the County average, and the second lowest ranking District, following Wyre Forest at 21.4%.

Of the 24.8% of people that agree that the police and local council are successfully dealing with anti-social behaviour, just 5% strongly agreed with this statement. A similar proportion (25%) disagreed that police and local councils are effectively dealing with anti-social behaviour, and 9% of residents strongly disagreed with this statement<sup>19</sup>.

<sup>19</sup> Ipsos MORI 2009, Assessing Redditch's Performance: Results of the Place Survey 2008/09 for Redditch Borough Council and Partners

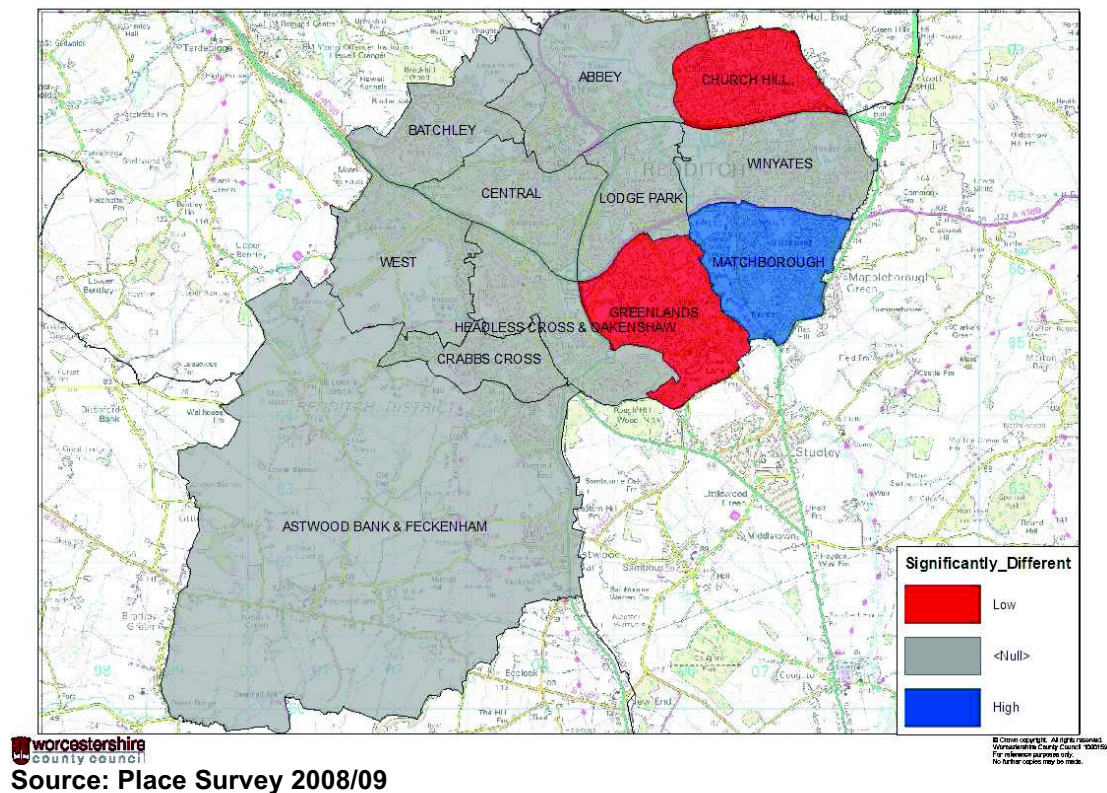


Of those that felt that anti-social behaviour is being successfully dealt with by police and local councils, almost a third (29%) felt satisfied with living in their local area, and 43% felt satisfied with their local council. Therefore perceptions of how police and local council deal with issues may be linked to satisfaction with the local area and council in general<sup>20</sup>.

We are able to confidently conclude that a significantly higher proportion of people in Matchborough ward feel that police and councils are effectively dealing with anti-social behaviour compared to those living in Church Hill and Greenlands wards.

Using Place Survey data at ward level enables us to make statements about differences between wards for NI 17 that are statistically significant (Figure 3.5). We are able to confidently conclude that a significantly higher proportion of people in Matchborough ward feel that police and councils are effectively dealing with anti-social behaviour compared to those living in Church Hill and Greenlands wards.

**Figure 3.5 NI 21, Percentage of residents who feel that police and local councils are effectively dealing with anti-social behaviour in their neighbourhood.**



### 3.1.7 NI 195 Improved street and environmental cleanliness

This national indicator is based on routine assessment of levels of four environmental factors in random transects across the Borough and is reported every four months. The four factors are:

- Litter
- Detritus

<sup>20</sup> Ipsos MORI 2009, Assessing Redditch's Performance: Results of the Place Survey 2008/09 for Redditch Borough Council and Partners

- Graffiti
- Fly posting

Each transect is graded according to the standard achieved for each factor.

The Worcestershire baseline from 2007/08 for NI 195 was set at 11% of transects in the County surveyed below acceptable standard. The target for reduction is 1% per year, with a final outcome of 8% by 2010/11.

Furthermore, the 2008/09 year end results from the Redditch Borough Council Corporate Performance Indicator set show that performance has improved on the previous year for some parts of these NIs, however in order to achieve targets, significant improvement is required. Only NI 195a, levels of litter have hit the year end target (Table 3.1).

Studies indicate that areas with high levels of fly tipping, graffiti, litter and detritus are more likely to attract further criminal damage and graffiti. If an area appears to be run down, people are more likely to damage it further<sup>21</sup>.

**Table 3.1 Year end results 2008/09 NI 195 and NI 196**

Ref	Description	Target	08/09 End Year Outturn
NI 195(a)	Improved street and environmental cleanliness - litter	6%	3%
NI 195(b)	Improved street and environmental cleanliness - detritus	4%	7%
NI 195(c)	Improved street and environmental cleanliness - graffiti	0.50%	1%
NI 195(d)	Improved street and environmental cleanliness - fly-posting	0%	0%
NI 196	Improved street and environmental cleanliness – fly tipping (Level 1 - Good, Level 4 - Poor)	2	2

**Source: Redditch Borough Council Corporate Performance Indicators, 2008/09**

<sup>21</sup> Can the can article, Economist Nov 20<sup>th</sup> 2008

Table 3.2 identifies land use types in most need of attention in terms of levels of litter, detritus, graffiti and fly-posting – the lower the percentage, the better the score. This data represents December 2008 to March 2009 in Batchley, Central, West, Abbey, Astwood Bank and Feckenham wards. For this transect, Redditch is performing well against graffiti and fly-posting, but improvement in the following areas is required:

- Litter: other retail rural roads, and main retail
- Detritus: industry and warehousing, rural roads, and main roads
- Graffiti: main retail and commercial, industry and warehousing, and recreation
- Fly-posting: main roads and recreation

**Table 3.2 Redditch Borough Council NI 195 Survey Tranche 3 2008/09. Results by land use type.**

Land Use	Litter	Detritus	Combined	Graffiti	Fly-posting
All Areas	6%	12%	9%	1%	0%
Main Retail and Commercial	10%	0%	5%	3%	0%
Other Retail and Commercial	15%	7%	11%	2%	0%
Higher Obstruction Housing	7%	10%	8%	0%	0%
Medium Obstruction Housing	2%	8%	5%	0%	0%
Low Obstruction Housing	0%	5%	3%	0%	0%
Industry and Warehousing	2%	38%	20%	3%	0%
Main Roads	2%	13%	8%	0%	2%
Rural Roads	12%	17%	14%	0%	0%
Other Highways	3%	10%	7%	0%	0%
Recreation	7%	11%	8%	3%	2%

Source: Redditch Borough Council, Performance Monitoring 2008/09

### **3.2 LAA Priority: "To reduce the harm caused by illegal drugs and alcohol"**

#### **3.2.1 NI 39 Alcohol-harm related hospital admissions**

This indicator is a measure of alcohol admissions per 100,000 population using Hospital Episode Statistics. The current LAA includes not a reduction target, but a target to minimise the expected increase in alcohol-related admissions by March 2011. This includes both alcohol specific and alcohol attributable hospital episodes.

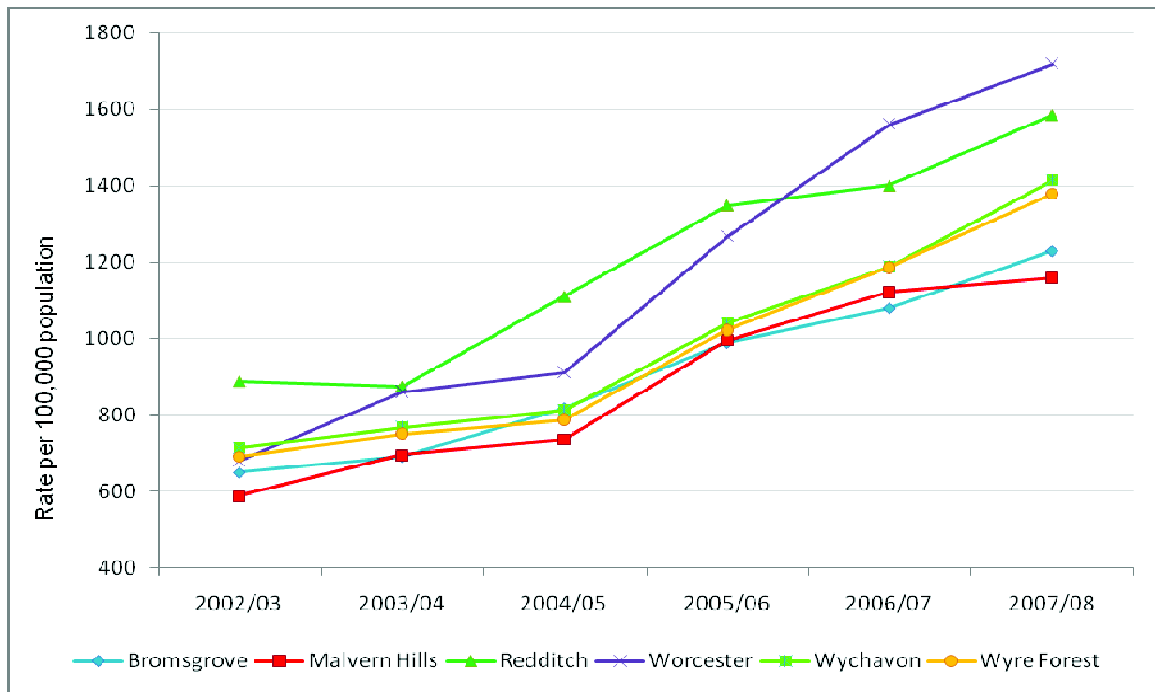
Table 3.3 lists the Worcestershire baseline and targets. The Worcestershire rate of alcohol-related hospital admissions is consistently lower than regional and national rates, but has been subject to noticeable increases in the last six years.

**Table 3.3 Worcestershire baseline and targets NI 139**

Year	Admissions per 100,000 population
2007/08 (Baseline)	1,423
2008/09 (Target)	1,518
2009/10 (Target)	1,605
2010/11 (Target)	1,652

Over the course of the past six years, Redditch has experienced a relatively rapid rate of increase in alcohol related hospital admissions, and has previously had the highest rate in the County; however since 2005/06 it has become second to Worcester City (Figure 3.6).

**Figure 3.6 Yearly rates of alcohol-related admissions per 100,000 population**



Source: North West Public Health Observatory, 2009

The following information is based on local estimates produced by Worcestershire PCT. Although the rates are based on the methodology used by the North West Public Health Observatory (NWPHO), the rates produced locally differ from those produced by the NWPHO by approximately 1%. The difference of 1% is not significant, and means that the local estimates can be used to reliably investigate specific wards that experienced disproportionate rates of alcohol-related admissions.

The rate of alcohol-related admissions in Redditch has increased from 889 per 100,000 in 2002/03, to an estimated 1,822 in 2008/09 (Table 3.4). Redditch experienced one of the lowest increases in the County during this seven year period. Whilst the Borough was subject to a 105% increase during this period, the corresponding increase across Worcestershire was 121%. Although Redditch experienced the smallest change, it had the largest starting figure in 2002/03 which partly explains this.

**Table 3.4 Rate of alcohol-related admissions per 100,000 population, 2002/03 to 2008/09**

	2002-03	2008-09	Change
Redditch	889	1,822	105%
Worcestershire	701	1,549	121%

**Source: North West Public Health Observatory, 2009 & NHS Worcestershire Public Health Intelligence Team Provisional Estimates, May 2009**

Despite these long-term trends, the most recent figures indicate a significant increase in the rate of alcohol-related admissions within Redditch during the most recent financial year (Table 3.5). Redditch's increase between 2007/08 and 2008/09 was 1.7 times greater than the corresponding Worcestershire increase, and is the highest in Worcestershire.

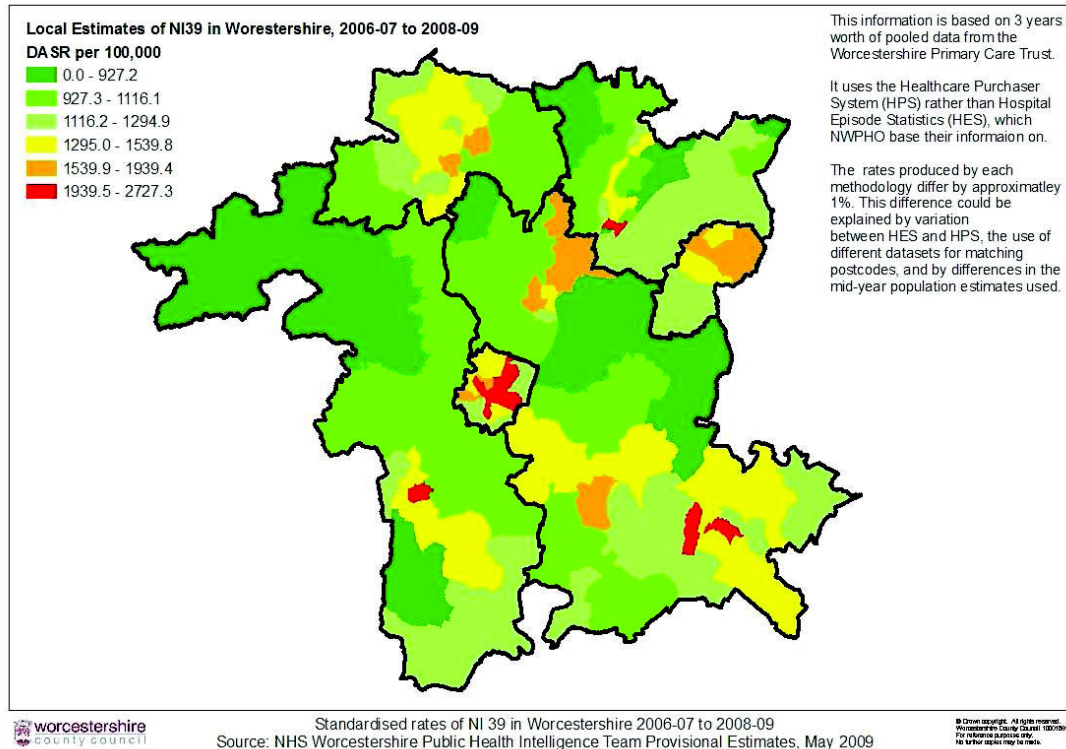
**Table 3.5 Rate of alcohol-related admissions per 100,000 population, 2007/08 to 2008/09**

	2007-08	2008-09	Change
Redditch	1,584	1,822	15%
Worcestershire	1,423	1,549	9%

**Source: North West Public Health Observatory, 2009 & NHS Worcestershire Public Health Intelligence Team Provisional Estimates, May 2009**

At a County level, a significant number of wards with a high rate of hospital admissions were located in the more urban areas, specifically concentrated in Worcester City, with some in Redditch (Figure 3.7).

**Figure 3.7 Standardised rate of NI 39 in Worcestershire 2006/07 to 2008/09.**

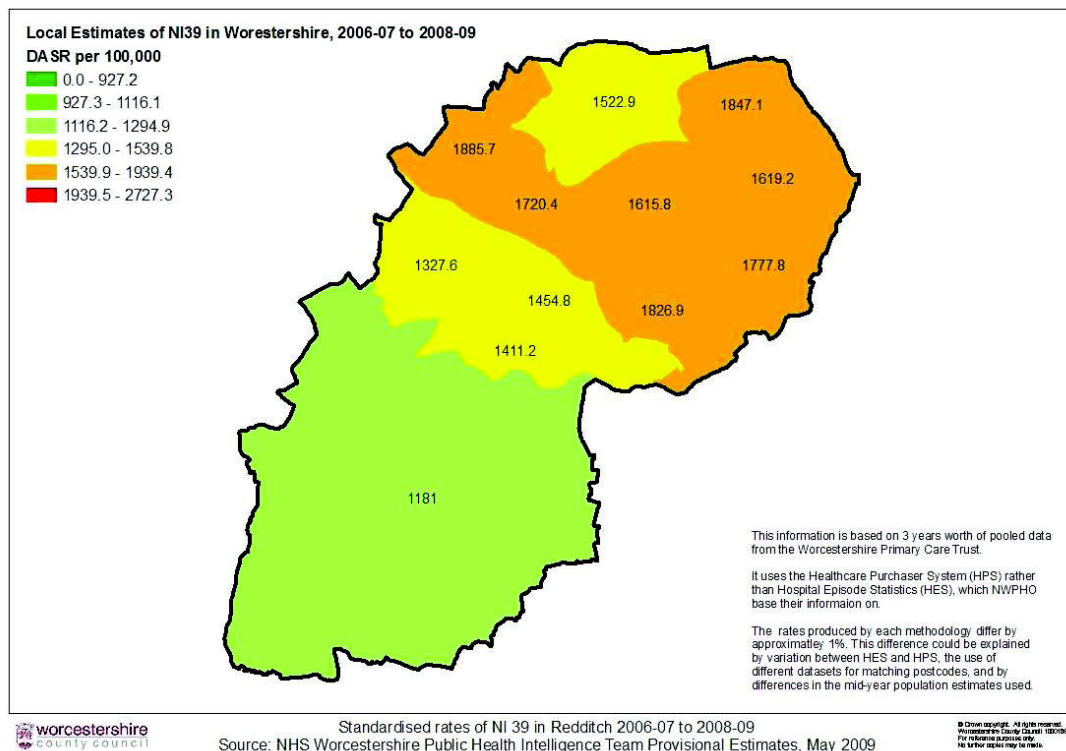


**Source: NHS Worcestershire Public Health Intelligence Team Provisional Estimates, May 2009.**

Pooled information for 2006/07 to 2008/09 indicated that none of the wards in Redditch fell in the top ten areas in the County with the highest admissions rate. As illustrated in Figure 3.8, Batchley ward had the highest rate of admissions (1,885.7 per 100,000 population), and was ranked as the 12<sup>th</sup> highest in Worcestershire. Astwood Bank and Feckenham ward had the lowest rate in the Borough (1,181 per 100,000 population).

Compared to the same data for the previous year (2005/06 to 2007/08), Batchley had ranked as the ward with the second highest rate of admissions (1,785.9), with a lower amount of admissions than Greenlands ward (1,792.6) and a higher number of admissions than Church Hill ward (1,662.7). Despite increasing numbers, the rate of hospital admissions has improved in Redditch as this year no wards were included in the top ten for the County, whereas last year Greenlands ward and Batchley ward were ranked 9<sup>th</sup> and 10<sup>th</sup> respectively for the highest level of admissions in the County.

Batchley, Greenlands and Church Hill are still recommended areas of focus within the Borough.

**Figure 3.8 Standardised rate of NI 39 in Redditch 2006/07 to 2008/09.**

**Source: NHS Worcestershire Public Health Intelligence Team Provisional Estimates, May 2009.**

Compared to the Worcestershire age profile of alcohol-related hospital admissions, Redditch has a slightly higher prevalence amongst younger age groups, and a lower prevalence amongst older age groups. Alcohol-related admissions of 0-19 year olds in Redditch made up a slightly higher percentage of the total (4% or 66 admissions), compared to the County (3%). The 20-29 age group constituted a higher proportion of the total in Redditch (7% or 116 admissions) compared to Worcestershire as a whole (5%). Individuals aged 65 or over constituted a lower proportion of Redditch's admissions compared to the County. 40% (n = 655) of the district's alcohol-related admissions were for the 65 and over age group, compared to 46% of the County's admissions.

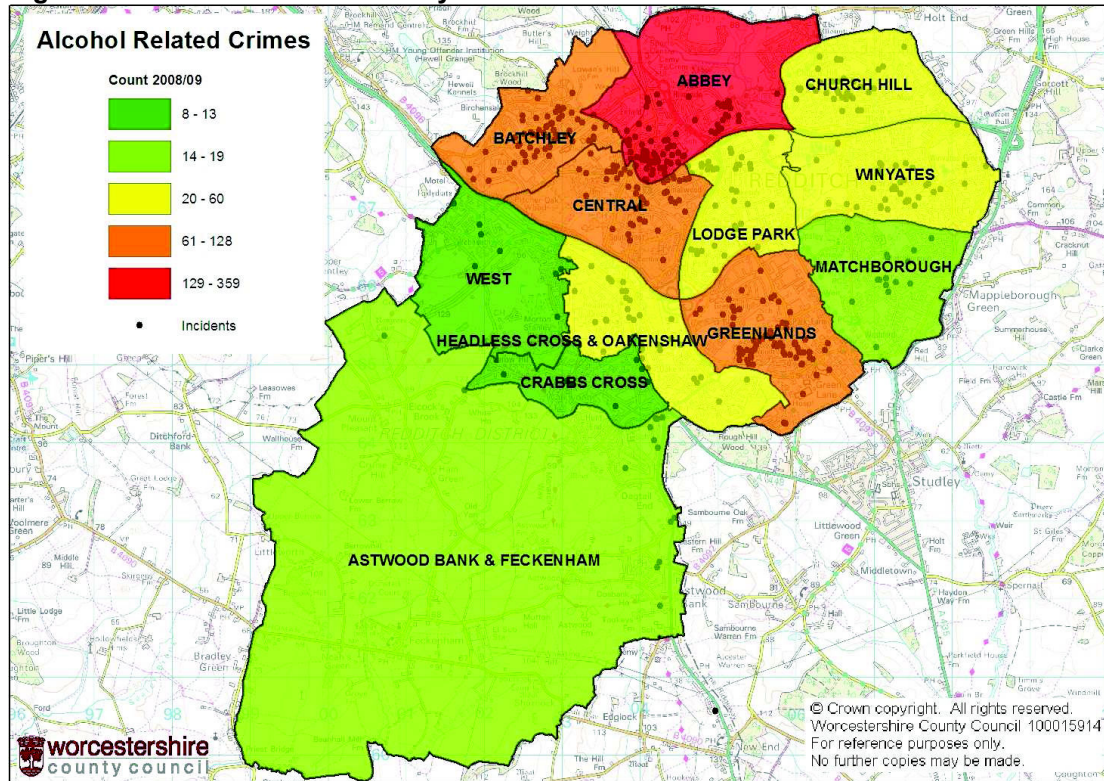
**3.2.2 Additional data set: Alcohol related crime**

Alcohol related crime accounts for around 16% of total crime in Redditch District (total crime 2008/09) and is a current priority for the Redditch Community Safety Partnership in the Partnership Plan. The wards most affected by alcohol related crime are illustrated in Figure 3.9.

Clearly alcohol related crime most commonly occurs in the town centre. This is illustrated by the high counts of alcohol related crimes in Abbey and Central wards. Abbey ward had almost three times the number of reported incidents (359 in 2008/09) compared to the next highest ward, Greenlands (128 in 2008/09). It is thought that alcohol related crimes are also linked to the night time economy.

There also appear to be hotspots of alcohol related crime in the centre of Batchley, Greenlands, and to some extent Church Hill and Winyates wards.

**Figure 3.9 Alcohol related crime by ward for 2008/09**



Source: Police Recorded Crime, iBase



### 3.3 Additional Theme Block Data

#### 3.3.1 Crime Data

Over the past three years, BCS Comparator crime has fallen by 7.25% (Table 3.6). Of the BCS Comparator crime categories, the greatest decrease over the past three years was seen in deliberate fires, with a drop of 28.99%. However, robbery and theft from vehicle incidents have increased by 16.07% and 16.04% respectively.

Crime types related to serious acquisitive crimes have shown the largest increases and some of the largest decreases in volume. Over the past twelve months, incidents of both theft from motor vehicles and robbery have increased by 16%. However domestic burglary has decreased by 19%, after a slight increase in the previous year.

Common assault levels have risen, due to a change in recorded methods during this time period.

Deliberate fires have indicated a large decline since 2006/07, which continues to decline. Figures for 2008/09 are around half of what they were in 2006/07.

Sexual offences have declined by 13.68% between 2007/08 and 2008/09. This is a volume reduction of 16 offences. However, it is important to note that this is only a 2.88% reduction between 2006/07 and 2008/09 as there was an increase in 2007/08 creating the impression of a larger decline due to a higher starting point.

**Table 3.6 Recorded crime figures, Redditch**

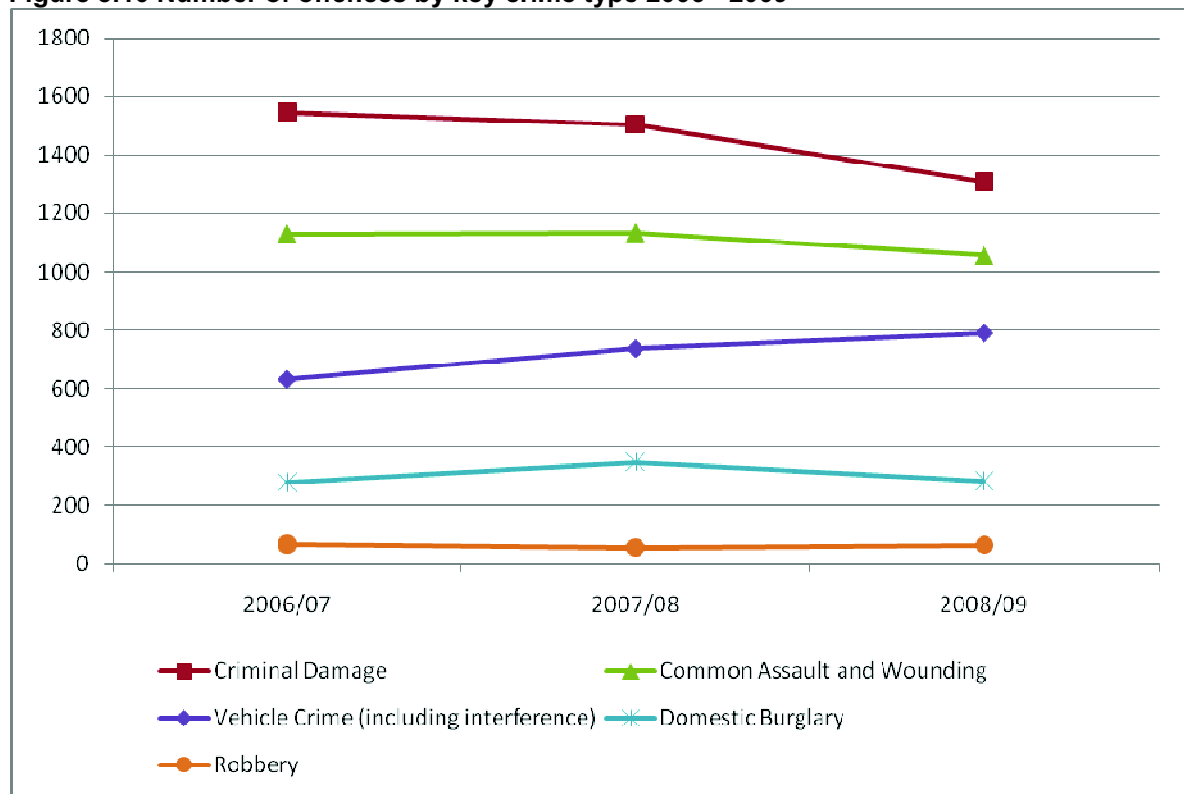
Crime Type	2006/07	2007/08	2008/09	% Change 2006/07 to 2008/09	% Change 2007/08 to 2008/09
BCS Comparator Crimes	4145	3,960	3,673	-11.39	-7.25
Criminal Damage	1678	1,505	1,309	-21.99	-13.02
Wounding	1023	780	686	-32.94	-12.05
Theft of Motor Vehicles	187	204	189	<b>1.07</b>	-7.35
Theft from Motor Vehicles	393	424	492	<b>25.19</b>	<b>16.04</b>
Vehicle Interference	108	109	109	<b>0.93</b>	<b>0.00</b>
Domestic Burglary	313	349	283	-9.58	-18.91
Robbery	71	56	65	-8.45	<b>16.07</b>
Common Assault	212	355	370	<b>74.53</b>	<b>4.23</b>
Theft from a person	75	111	113	<b>50.67</b>	<b>1.80</b>
Theft of a pedal cycle	87	74	70	-19.54	-5.41
S. Offences	104	117	101	-2.88	-13.68
Fire Brigade Element	339	238	169	-50.15	-28.99

Source: IQanta Database

Figure 3.10 represented trends in different crime types over the past three years. Criminal damage incidents have had a consistently higher volume than any other type of crime in Redditch. However in the past twelve months between 2007/08 and 2008/09 numbers of offences have decreased by 13%, leading to this type of crime showing one of the largest percentage decreases of all crime types over the past three years.

Vehicle crime has shown the largest increase over the past three years, increasing by 25%. The largest increase in this type of crime was seen between 2006/07 and 2007/08 and although it is still increasing, the rate of increase slowed between 2007/08 and 2008/09.

**Figure 3.10 Number of offences by key crime type 2006 - 2009**

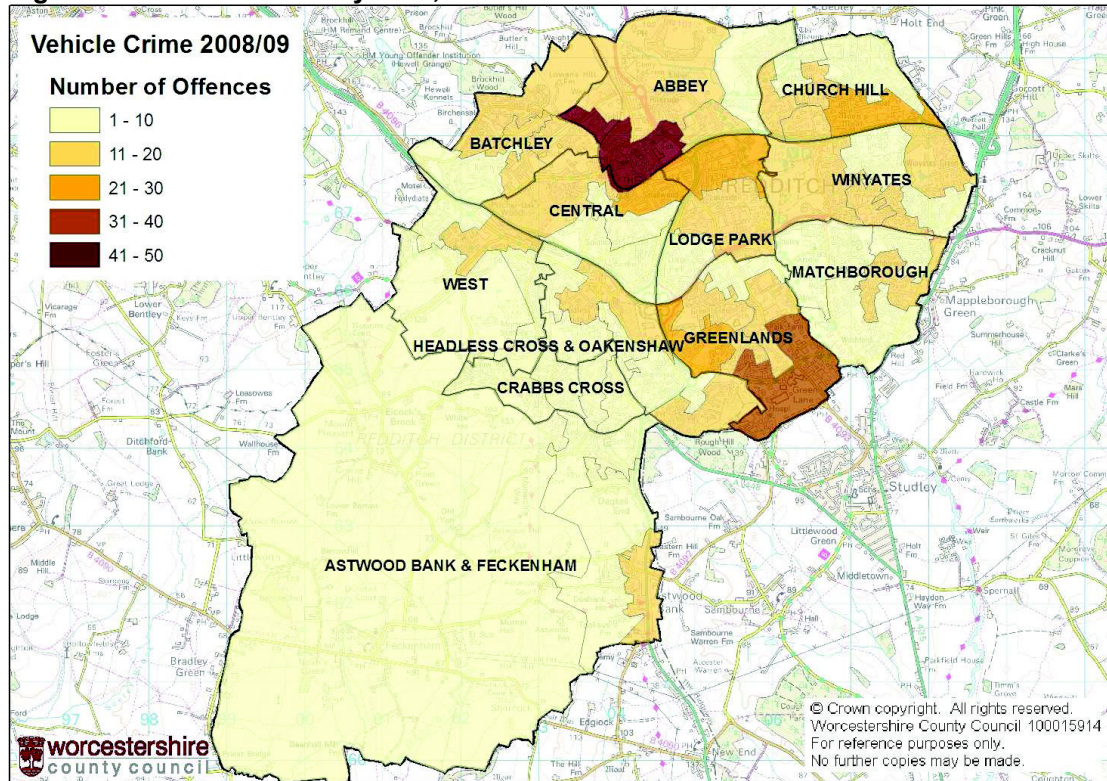


Source: IQanta database

Vehicle crimes (theft of a motor vehicle and theft from a motor vehicle, not vehicle interference) have been mapped for 2008/09 (Figure 3.11). The majority of SOAs in the Borough received 30 or fewer vehicle offences in 2008/09. Vehicle crime is most prevalent around the town centre, the SOA with the greatest concentration of offences (n=44) was around the Trinity High School area in Abbey ward. This hotspot appears to extend at a lesser concentration the surrounding areas of Smallwood in Central ward, and St. Georges in Lodge Park ward.

Although the SOA with the greatest concentration of offences is in Abbey ward, Greenlands ward has the largest number of recorded offences at *ward level* (119 offences in Greenlands ward compared to 80 offences in Abbey ward). This is a result of the combination of a number of SOAs with relatively large numbers of recorded offences. Within Greenlands ward, areas around Green Lane received the largest number of recorded offences (n=32) and also around Throckmorton Road (n=28).

**Figure 3.11 Vehicle crime by SOA, 2008/09**

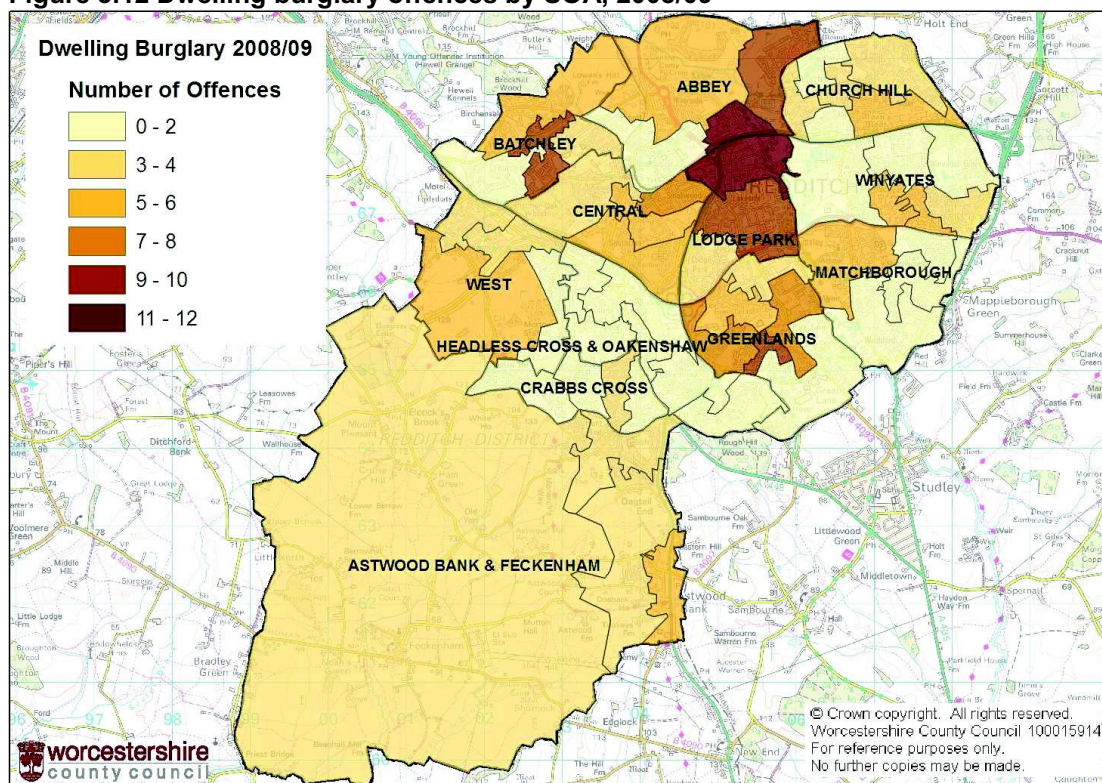


Source: Police Recorded Crime, CRIMES

Burglaries (domestic dwellings only, attempted burglaries and non-domestic dwelling burglaries have been omitted from analysis) have been mapped for 2008/09 (Figure 3.12). The majority of SOAs in Redditch experienced no more than eight domestic burglaries during 2008/09.

Both Lodge Park ward and Abbey ward contain two SOAs where greater than eight domestic burglaries took place last year. Specifically these areas are St. Georges, Lakeside, Abbeydale and Paper Mill Hill SOAs. These areas create a concentrated zone around the town centre, but there were also high numbers of offences in the centre of Batchley and Greenlands wards.

**Figure 3.12 Dwelling burglary offences by SOA, 2008/09**



Source: Police Recorded Crime, CRIMES

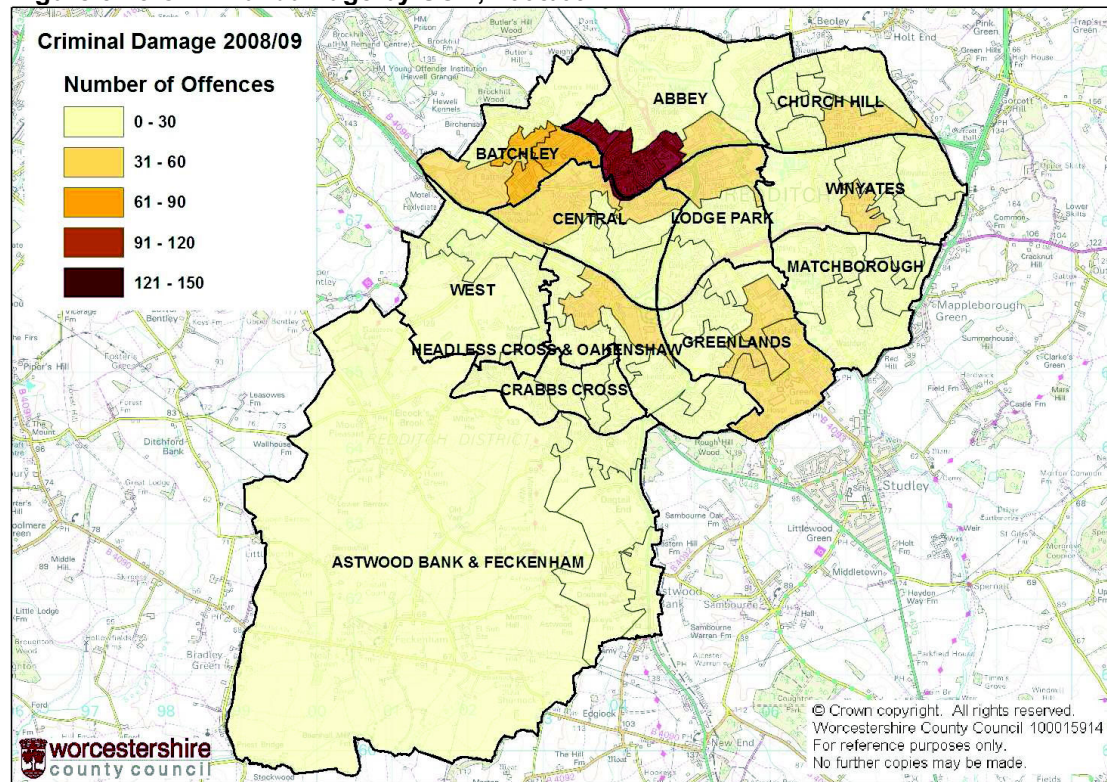
Criminal damage offences have been mapped for 2008/09 (Figure 3.13). The majority of SOAs in Redditch experienced no more than thirty criminal damage reports during 2008/09.

One SOA in Abbey ward, around the Trinity High School area received by far the greatest number of criminal damage incidents over the past year. The count of offences is 133; almost double that of the next highest SOA, which is an adjacent SOA in Batchley ward (around the Batchley Brook area), where 70 offences took place. These two areas form a zone around some of the town centre.

Batchley and Greenlands wards have the greatest number of offences when considering criminal damage at *ward level*.

Pockets of high concentration areas appear to be occurring in the centre of wards where housing estates are located, potentially reflecting gathering of young people with few activities to engage in.

**Figure 3.13 Criminal damage by SOA, 2008/09**



Source: Police Recorded Crime, CRIMES

### 3.3.2 Anti-social Behaviour Data

Anti-social behaviour incidents are recorded in the Police OIS recording system. Incidents recorded between April 2008 and the end of March 2009 are included in analysis (Figure 3.14).

At ward level, Abbey and Greenlands received the greatest number of anti-social behaviour reports. The Trinity High School area of Abbey ward again received the greatest number of anti-social behaviour reports in the past year. A total of 1081 reports were made in this one SOA, more than three times the number of reports received in any other SOA. A similar pattern to other crime types is illustrated in Figure 3.14, with greatest concentrations in the Trinity High School SOA in Abbey ward, and high concentrations in surrounding SOAs. This roughly represents the town centre area.

Another pattern illustrated by reports of anti-social behaviour is the pockets of concentrated reports in SOAs at the centre of wards with large housing estates, such as Batchley, Greenlands, Winyates and Church Hill.

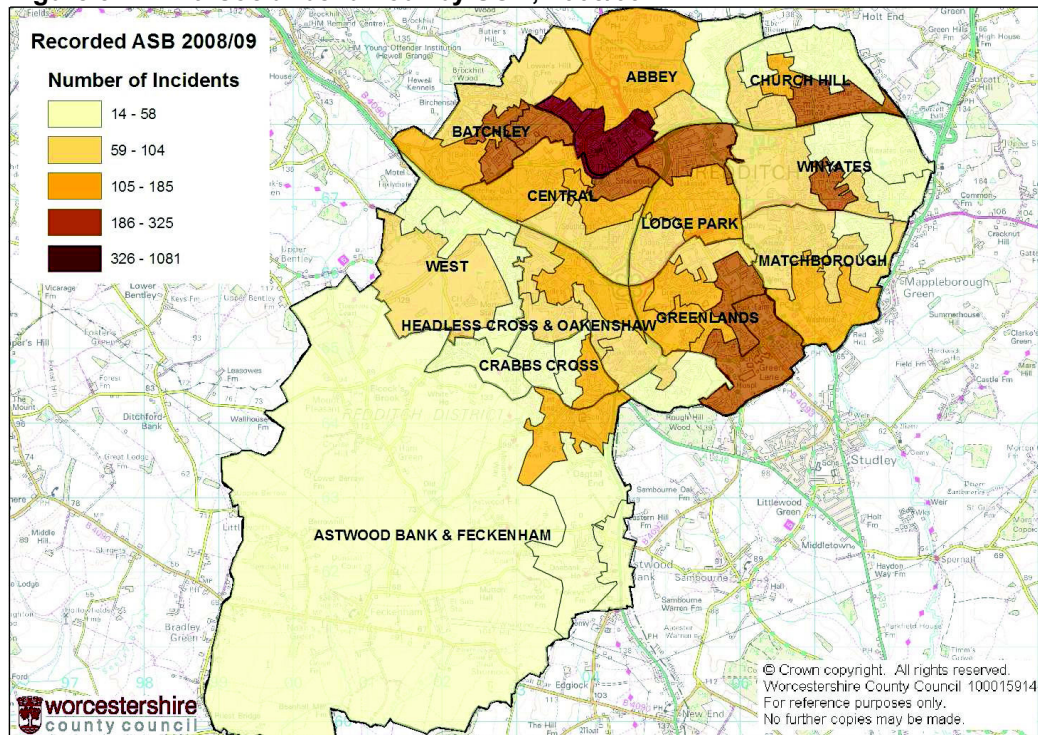
Anti-social behaviour hotspots in the town centre include:

- Trinity High School area of Abbey ward
- Smallwood area of Central ward
- St. George's area of Lodge Park ward

Additional anti-social behaviour hotspots include:

- Batchley area in Batchley ward
- Moon's Moat area of Church Hill ward
- Winyates housing estate (around Ipsley C.E. Middle School) in Winyates ward
- St. Thomas More First School area and Green Lane area in Greenlands ward

**Figure 3.14 Anti-social behaviour by SOA, 2008/09**



Source: Police OIS ASB Recording System

When considering different types of anti-social behaviour, the greatest number of reports are categorised as rowdy or inconsiderate behaviour, which made up 58% of all ASB reports in the District over the past year. However, it should be noted that this type of anti-social behaviour is somewhat of a 'catch-all' category which can contain a broad variety of incident types.

Other categories of anti-social behaviour which received a large number of reports are inappropriate vehicle use (11% of reports 2008/09) with the greatest number of reports in Abbey and Batchley wards; nuisance neighbours (10% of reports 2008/09) most concentrated in Batchley and Greenlands wards; and malicious or nuisance communications (8% of reports 2008/09) most commonly reported in Abbey and Greenlands wards.

### 3.3.3 West Mercia Police Crime and Safety Survey

The following information is based on the 2008 Annual Crime and Safety Survey. The survey was posted to a random selection of 4,689 residents during July 2008. An additional online survey of young people aged 10-16 years was undertaken in October 2008 and these results were reported separately. A sample of 1,199 residents successfully completed the survey, achieving a response rate of 26%.

#### Headline findings:

- Overall, 52% of the residents in Redditch said that the police are doing a good or excellent job in their local neighbourhood. A further 36% believed that the police are doing a fair job, whilst only 12% believed that the police are performing poorly.
- The proportion who answered good or excellent was significantly higher than for 2007 (52% v 44%). The most common reasons given for having a positive view of the police were that neighbourhoods are considered to be low crime areas and that police are generally visible.
- Significantly more residents in 2008 than in 2007 said that they know Police Officers or Community Support Officers who work in their local areas (29% v 22%). Over a quarter of residents had actually met or spoken with a Police or Community Support Officer in the past 12 months; a similar proportion as in 2007 (28% v 30%).
- Two fifths (40%) of residents had heard of Partners and Communities Together (PACT) and 4% had attended a PACT event or completed a PACT face-to-face survey or postcard. Main reasons for not attending or completing a survey/postcard were lack of awareness (35%) and inability to take part (39%). Information that residents would particularly like the police to communicate to the public include crime prevention advice, local policing/community initiatives, crime appeals and road safety advice.
- Varying levels of awareness of the range of safety and awareness campaigns were highlighted from the highest (Halloween/Trick or Treat) at 33% to the lowest (Seven Deadly Sins) at 5%.
- Residents feel significantly less able to influence local decisions in 2008 compared with 2007 (16% v 25% agree); less well informed about crime and disorder issues (15% v 24%) and less involved in decision making that affects changes in their local areas (6% v 14%).
- The issues most commonly identified by respondents as needing to be addressed first were:
  - Groups of people loitering or hanging around in public places (27%)
  - Under-age drinking (26%)

- Speeding traffic (21%)
  - Cars parked inconveniently, dangerously or illegally (18%)
- Crimes/incidents that Redditch residents feel to be the worst problems in their neighbourhoods are under-age drinking, groups of people loitering around and alcohol-related problems. Crimes that residents fear most are vandalism or damage to property (59%), house burglary (54%), drunk people causing problems (46%) and being mugged or robbed (45%). Over eight in ten (81%) of residents overall said that they have felt fearful about the possibility of any crimes happening to them in their neighbourhoods and this has significantly increased since 2007 (62%). The proportion claiming to feel less safe in their neighbourhoods compared with 12 months ago has remained at a similar level, however (17% v 15%).
- For 27% of residents, anti-social behaviour is considered to be a problem in their neighbourhoods and for over half, 52%, it is considered to impact to a major or slight extent upon the quality of life in their neighbourhoods.
- The proportion of respondents who said they had been victims of crime was at a similar level in 2008 as in 2007 (17% v 19%). The most commonly experienced crime was vandalism or damage to property (9.4%) followed by harassment in a public place (3.3%). Wards with the highest experience of crime were Lodge Park, Greenlands and Central. Those where the fear of crime is highest were Matchborough, Lodge Park and Greenlands.
- Fewer residents who had experienced incidents of crime in 2008 did not report them to the police compared with 2007 (7.2% v 9.7%). Main reasons given for not reporting crimes were:
  - Thought it was unlikely that anyone would get caught
  - Police would not take it seriously/ would not have been interested
- Whilst a majority of residents (59%) are confident that the police are effective at catching criminals, relatively few have confidence in the Crown Prosecution Service, the Courts, prisons and the Probation Service. In particular, only 9% have confidence that the Probation Service is effective at preventing criminals from re-offending and only 10% that prisons are effective at rehabilitating offenders.
- When thinking about all the agencies within the criminal justice system (CJS), 20% of residents are confident that the CJS is effective and 32% think that it is fair.
- Significantly fewer residents in 2008 than in 2007 feel that the scale of illegal drugs misuse is a serious problem in their neighbourhoods (32% v 37%). The problem is thought to have remained relatively stable within the Borough but significantly worse at county level where 11% said it is not a serious problem in 2008 as compared with 15% in 2007. Reasons given for saying that illegal drugs misuse is serious were:
  - Local media coverage (36%)
  - Perception of the local area (29%)
  - Have seen evidence of drug taking (24%)
- High proportions of residents endorsed the road safety campaigns: 79% were supportive of speed enforcement; 79% of speed awareness and driver training and 74% of television road safety campaigns. However, only 38% agreed that local road safety campaigns have changed their driving behaviour.
- High proportions of residents claim to wear their seatbelts whilst driving (97%) and not to use handheld mobile phones (92%) or drive after drinking (88%).



### 3.4 Section Summary

- Using the 2008/09 Place Survey, we know that 54.6% of those surveyed feel a sense of belonging to their local neighbourhood. This is 7.2% lower than the County baseline, placing Redditch as the lowest ranking area in the County. The Redditch 2010/11 target is to improve this sense of belonging by 1.8% to 56.4%.
- According to the Citizen Panel 2008, living in the area for a long time and owning a property in the area are the main factors responsible for creating a sense of belonging to the area.
- Additionally, approximately a third of residents surveyed felt that having pride in the local area and feeling safe in the area are also important in feeling a sense of belonging to the area; and a quarter of respondent felt that attending local events would enhance a sense of belonging to the area. These are areas which can provide a focus for improving performance around this indicator.
- In Redditch, 21.1% of residents perceive overall anti-social behaviour to be a problem in their area. This is 6.7% higher than the County average. This score places Redditch as the lowest ranking Borough in the County.
- A significantly higher proportion of people in Abbey; Church Hill; Batchley; Central and Greenlands wards feel that anti-social behaviour is a problem in their area compared to those living in West; Crabbs Cross; Headless Cross and Oakenshaw; and Astwood Bank and Feckenham wards.
- Teenagers hanging around the streets was most commonly perceived as being an anti social behaviour problem in Redditch. However, perception of this problem has declined in prevalence from 57% to 42% since the 2006/07 BVPIS survey.
- The rate of assault with injury offences in the Redditch during 2007/08 was 7.78 offences per 1,000 population, similar to that of Wyre Forest (7.59), but higher than Bromsgrove (4.74 offences per 1,000 population) and South Worcestershire (5.12 per 1,000 population). Redditch has the highest rate in Worcestershire, with a current rate greater than 25% over the County average.
- The SOA with the highest concentration of assault with injury offences is Trinity High School SOA in Abbey ward, with an average of more than two per week. Surrounding SOAs also shown high rates of assault with injury, suggesting that for this indicator, attention should be focused on the town centre.
- Redditch results indicate that 24.8% of residents agree that the police and local councils are successfully dealing with anti-social behaviour in their area. This places Redditch lower than the County average, and the second lowest ranking District, following Wyre Forest at 21.4%.
- Regarding NI 195, improved street and environmental cleanliness, 2008/09 year end results show that performance has improved on the previous year for some parts of these NIs, however in order to achieve targets, significant improvement is required. Targets were only met for NI 195a, levels of litter.
- The rate of alcohol-related hospital admissions has significantly increased according to most recent data during the most recent financial year. Redditch's increase between 2007/08 and 2008/09 was 1.7 times greater than the corresponding Worcestershire increase, and is the highest in Worcestershire.
- Pooled information for alcohol related hospital admissions from 2006/07 to 2008/09 indicated that none of the wards in Redditch fell in the top ten areas in the County with the highest admissions rate. Batchley ward had the highest

rate of admissions, and was ranked as the 12<sup>th</sup> highest in Worcestershire. Astwood Bank and Feckenham ward had the lowest rate in the Borough.

- Alcohol-related admissions of 0-19 year olds in Redditch made up a slightly higher percentage of the total compared to the County. The 20-29 age group constituted a higher proportion of the total in Redditch compared to Worcestershire, and individuals aged 65 or over constituted a lower proportion of Redditch's admissions compared to the County.
- Alcohol related crime most commonly occurs in the town centre (Abbey and Central wards). Abbey ward had almost three times the number of reported incidents (359 in 2008/09) compared to the next highest ward, Greenlands (128 in 2008/09).
- There also appear to be hotspots of alcohol related crime in the centre of Batchley, Greenlands, and to some extent Church Hill and Winyates wards.
- Crime types related to serious acquisitive crimes have shown the largest increases and some of the largest decreases in volume. Over the past twelve months, incidents of both theft from vehicles and robbery have increased by 16%. However domestic burglary has decreased by 19%, after a slight increase in the previous year.
- Common assault levels have risen, due to a change in recorded methods during this time period.
- Sexual offences have declined by 13.68% between 2007/08 and 2008/09. This is a volume reduction of 16 offences. However, it is important to note that this is only a 2.88% reduction between 2006/07 and 2008/09 as there was an increase in 2007/08 creating the impression of a larger decline due to a higher starting point.
- Criminal damage incidents have had a consistently higher volume than any other type of crime in Redditch. However in the past twelve months between 2007/08 and 2008/09 numbers of offences have decreased by 13%, leading to this type of crime showing one of the largest percentage decreases of all crime types over the past three years.
- Vehicle crime has shown the largest increase over the past three years, increasing by 25%. The largest increase in this type of crime was seen between 2006/07 and 2007/08 and although it is still increasing, the rate of increase slowed between 2007/08 and 2008/09.

#### **4. A better environment for today and tomorrow**

The priorities and relevant National Indicators (NI) and Local Indicators (LI) for the LAA Theme Block "a better environment for today and tomorrow" are:

*"To maximise the diversion of waste away from landfill through prevention, reuse, recycling and composting and recovery"*

- NI 193 Municipal waste land filled

*"To improve flood mitigation measures and improve drainage"*

- NI 188 Adapting to Climate Change
- LI 1a All vulnerable areas identified, integrated flood risk management plans developed and implemented
- LI 1b Improved flood warning system in place at parish level

*"To increase energy efficiency and increase the proportion of energy generated from renewable resources"*

- NI 186 Per capita CO<sub>2</sub> emissions in the Local Authority area

Supplementary data sets providing additional information related to this theme block include:

- Eco-footprint information
- Abandoned vehicle record
- Parks and Open Spaces data
- Fly-tipping record
- Redditch District Council Corporate Performance Indicators, 2008/09

This theme is one of the more difficult to provide data for as most NI data is at a county level and is not accurate to a ward or sub-ward level.

## **Section 4 overview**

### **4.1 LAA Priority – *"To maximise the diversion of waste away from landfill through prevention, reuse, recycling and composting and recovery"***

- 4.1.1 NI 193 Municipal waste land filled
- 4.1.2 Residual House Waste
- 4.1.3 Household Waste Recycled and Composted

### **4.2 LAA Priority – *"To improve flood mitigation measures and improve drainage"***

- 4.2.1 NI188 Adapting to climate change
- 4.2.2 LI 1a All vulnerable areas identified, integrated flood risk management plans developed and implemented

### **4.3 LAA Priority – *"To increase energy efficiency and increase the proportion of energy generated from renewable resources"***

- 4.3.1 NI 186 Per capita CO<sub>2</sub> emissions in the Local Authority area

### **4.4 Additional Theme Block Data**

- 4.4.1 Abandoned vehicle record
- 4.4.2 Parks and Open Spaces
- 4.4.3 Fly - tipping
- 4.4.4 Redditch Corporate Performance Indicators

### **4.5 Section Summary**

#### 4.1 LAA Priority – *"To maximise the diversion of waste away from landfill through prevention, reuse, recycling and composting and recovery"*

##### 4.1.1 NI 193 Municipal waste land filled

The Worcestershire baseline for NI 193 has been set at 57% of produced waste that has been land filled based on data from 2006/07. The targets for reduction have been set at yearly rates as follows:

- 2008/09 – 53%
- 2009/10 – 51%
- 2010/11 – 48%

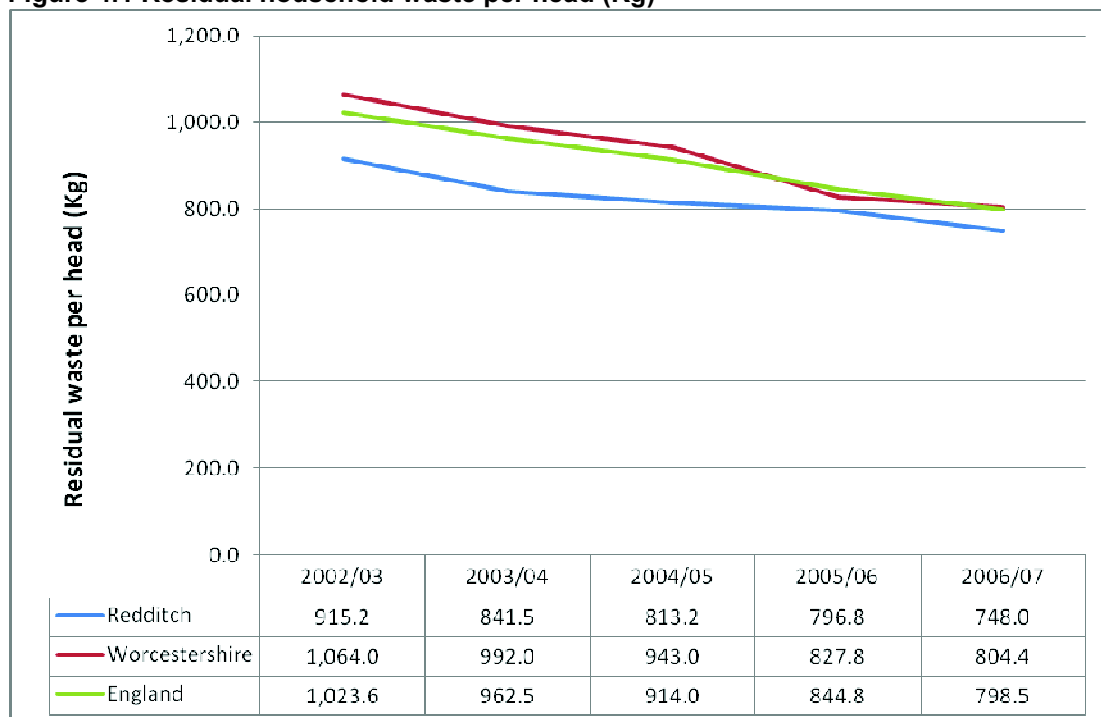
No data is currently available on this national indicator to measure performance at a County level of lower. However, the following information provides an indication of the level of waste produced per household, and the percentage recycled and composted in Redditch.

##### 4.1.2 Residual House Waste

The volume of residual waste in Redditch has decreased year on year to the 2007/08 level of 748 kg per head (Figure 4.1). This level for Redditch has remained consistently better than both the County and National averages since 2002/03.

The proportion of waste going to landfill from the Borough is being reduced, and positive progress is being made towards NI 193 targets, although other parts of Worcestershire are achieving greater changes.

**Figure 4.1 Residual household waste per head (Kg)**



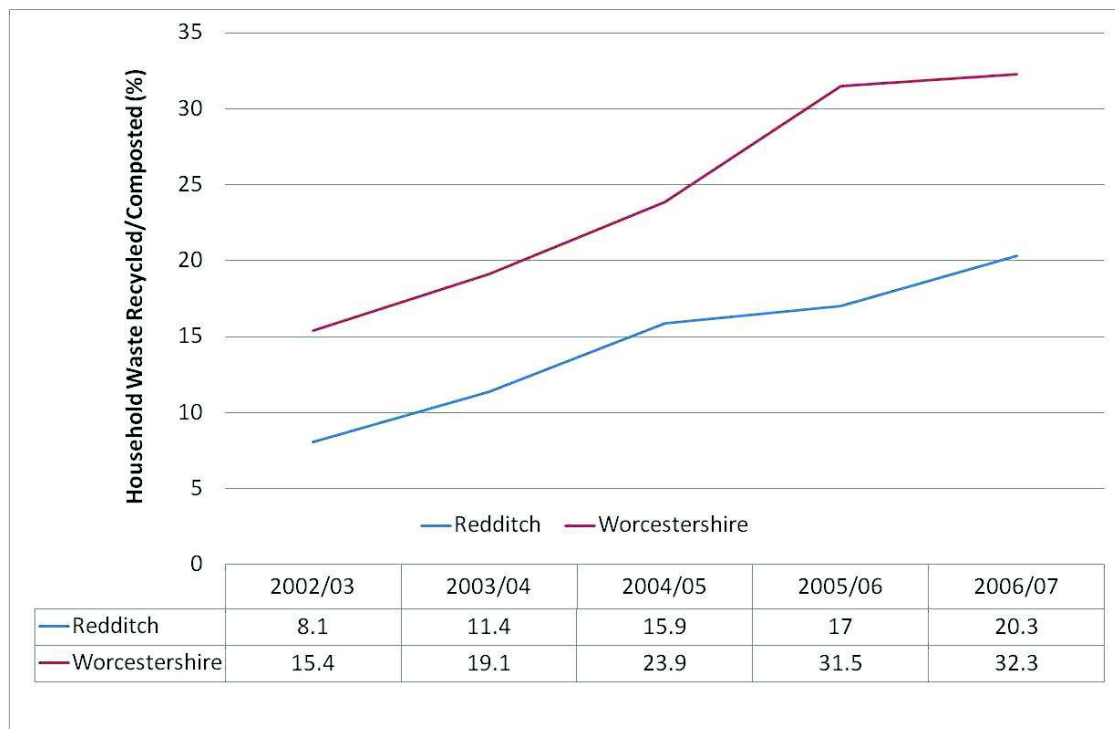
Source: FTI Area Profiles

### 4.1.3 Household Waste Recycled and Composted

The proportion of household waste recycled and composted has increased throughout Worcestershire year on year. In 2006/07 Redditch recycled and composted the lowest proportion (20.3%) of household waste of all areas followed by Wychavon (22%) and Worcester (25.9%). The best performing area was Bromsgrove which recycled and composted 40.8% of its household waste.

Redditch has been consistently recycling and composting lower proportions of household waste compared to the County average since 2002/03 (Figure 4.2). However, it appears that the percentage difference between the District total and the County average may be decreasing, but further data is required to confirm this change.

**Figure 4.2 Household waste recycled and composted (%)**



**Source: FTI Area Profiles**

## **4.2 LAA Priority – "To improve flood mitigation measures and improve drainage"**

### **4.2.1 NI188 Adapting to climate change**

This indicator measures progress on assessing climate risks/opportunities and incorporating appropriate action into strategic planning. Risks and opportunities might include: flooding; heat waves; changing patterns of disease, impact on local ecosystems; and changing demand for and scope to grow new crops; reduction in heating bills and increased tourism.

Both the County and Borough baselines as of 2007/08 for NI 188 is a score of Level 0. The target for future performance for all districts and at County level is to achieve Level 1 by 2008/09, and for the County to achieve Level 2 by 2009/10. All districts are targeted to achieve at least Level 2 by 2010/11, and the County is targeted to achieve Level 3 by 2010/11.

Level 1 indicates that the authority has made a public commitment to identify and manage climate related risk. It has undertaken a local risk-based assessment of significant vulnerabilities and opportunities to weather and climate, both now and in the future. It can demonstrate a sound understanding of those not yet addressed in existing strategies and actions (e.g. in land use planning documents, service delivery plans, flood and coastal resilience plans, emergency planning, community risk registers/strategies etc ). It has communicated these potential vulnerabilities and opportunities to department/service heads and other local partners and has set out the next steps in addressing them.

Worcestershire performance against NI 188 in 2008/09 was a score of Level 1, which means that progress towards this indicator is on target.

In Redditch the 2008/09 NI 188 target was to achieve Level 1, unfortunately this target was missed with a result of Level 0, indicating that the authority has not assessed and managed climate risks and opportunities, or incorporated appropriate actions into local authority strategic planning. All Districts, with the exception of Wyre Forest, missed their target for this year and achieved a Level 0 grading for NI 188.

However, a number of preparatory actions have been undertaken, and Redditch Borough Council have already completed some actions to achieve Level 1, and are well prepared towards meeting the 2009/10 target.

### **4.2.2 LI 1a All vulnerable areas identified, integrated flood risk management plans developed and implemented**

#### **LI 1b Improved flood warning system in place at parish level**

The Worcestershire baseline for both of these Local Indicators is 0, with targets for improvement as follows:

- 2008/09 – 5% of total
- 2009/10 – 50% of total
- 2010/11 – 100% of total

No current performance data is available at a County or District Level.

### 4.3 LAA Priority – *"To increase energy efficiency and increase the proportion of energy generated from renewable resources"*

#### 4.3.1 NI 186 Per capita CO<sub>2</sub> emissions in the Local Authority

Performance for this indicator is reported annually by Defra. Data is released subject to a time lag, and the most recent data available is for 2006. At this time, Worcestershire produced 7.3 tonnes of CO<sub>2</sub> per capita. The target for reduction by 2010/11 is 9% from this baseline. The breakdown of target reductions can be seen in Table 4.1.

Redditch Borough produced 7.8 tonnes CO<sub>2</sub> per capita, more than the County average (Table 4.2). Redditch Borough produced the same amount as Malvern Hills, Wyre Forest produced the lowest amount (6.2 tonnes of CO<sub>2</sub> per capita), and Wychavon produced the largest amount of all districts at 9.3 tonnes of CO<sub>2</sub> per capita.

**Table 4.1 Worcestershire LAA Target Reductions in CO<sub>2</sub> (tonnes) per capita, yearly breakdown**

Baseline (2005)	Reduction targets:		
	2008/09	2009/10	2010/11
7.2 tonnes per capita	3.0% (2.4% from national measures, 0.6% from local measures)	6.0% (4.7% from national measures, 1.3% from local measures)	9.0% (7.1% from national measures, 1.9% from local measures)

Source: Worcestershire Local Area Agreement

When broken down into specific types of emissions, it becomes clear that industry and commercial processes are the main source of emissions in Redditch Borough (Table 4.2). Redditch is producing the second largest amount of these types of emissions in the County (following Wychavon with 491 kt CO<sub>2</sub>). However, it produced the lowest amounts of domestic and road transport emissions in Worcestershire.

**Table 4.2 Experimental CO<sub>2</sub> Emissions 2006 - NI186**

Local Authority	Industry and Commercial (kt CO <sub>2</sub> )	Domestic (kt CO <sub>2</sub> )	Road Transport (kt CO <sub>2</sub> )	Total (kt CO <sub>2</sub> )	Per capita emissions (t)
Redditch	347	189	87	622	7.8
Worcestershire	1635	1431	962	4027	7.3

Source: Defra

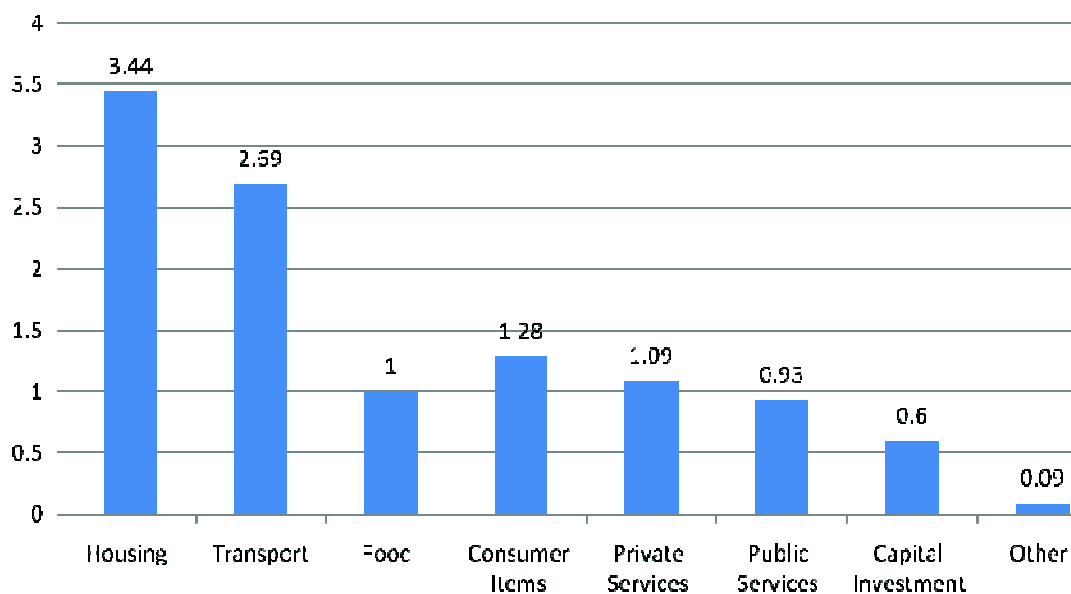
Though not an official measure of NI 186, the Stockholm Environment Institute as part of the Research and Energy Analysis Programme (REAP) can provide more up to date information on CO<sub>2</sub> emissions in Redditch. A model is used to predict carbon dioxide (CO<sub>2</sub>) emissions by sector i.e. housing, transport etc.

According to this REAP model, Redditch, produces the largest proportion of CO<sub>2</sub> through housing, followed by transport, as with all other districts in Worcestershire



(Figure 4.3). However, Redditch has the lowest figures of all districts for both of these categories.

**Figure 4.3 CO<sub>2</sub> emissions per capita in Redditch, August 2008**



Source: REAP

According to the REAP model, Redditch Borough produces the lowest emissions in Worcestershire, lower than the County average (Table 4.3). This is a different prediction to the 2006 Defra data, and implies that Redditch has improved its emissions since 2006. It is hoped that these positive predictions will be realised with further data releases.

**Table 4.3 District and County figures for CO<sub>2</sub> emissions per capita, August 2008**

Type	Worcestershire	Redditch
Housing	3.76	3.44
Transport	2.83	2.69
Food	1.04	1
Consumer Items	1.32	1.28
Private Services	1.11	1.09
Public Services	0.93	0.93
Capital Investment	0.60	0.6
Other	0.09	0.09
<b>Total CO<sub>2</sub> tonnes per Capita</b>	<b>11.67</b>	<b>11.12</b>

Source: REAP

The "Warmer Worcestershire" project has seen the development of a new thermal map that shows residents and businesses how well insulated their property is went live in July 2009. Vulnerable residents, for instance the elderly and those living in poverty, will be assisted with advice on grants to insulate their homes, and other schemes to assist in paying their heating bills. The Building Research Establishment (BRE) has been commissioned to undertake a housing stock modelling update for private sector stock which will complement "Warmer Worcestershire", in assessing the quality standards of housing stock in the county. This has already been undertaken in Redditch so the borough is in a good position to target emissions reduction at specific locations<sup>22</sup>.

#### 4.4 Additional Theme Block Data

##### 4.4.1 Abandoned vehicle record

The number of abandoned vehicles reported to Redditch Borough Council is recorded by Depot Services. Between March 2008 and April 2009, a total of 592 abandoned vehicles were reported. Of these 24 were removed within 24 hours of reporting, as they were classed as dangerous or urgent.

Abandoned vehicles are also recorded through the Police OIS ASB Recording System. During the same time period, 108 reports were received, where vehicles were not deemed to be stolen or causing obstruction. When categorised by location, specific areas which are worst affected can be identified. Lodge Park, Church Hill and Central wards received the largest proportion of reports, comprising 46% of all reports received during 2008/09 (Table 4.4).

**Table 4.4 Abandoned vehicles recorded through the Police OIS Recording System 2008/09**

Ward Name	Total
LODGE PARK	22
CHURCH HILL	14
CENTRAL	14
ABBAY	11
GREENLANDS	8
WINYATES	8
BATCHLEY	7
HEADLESS CROSS & OAKENSHAW	7
ASTWOOD BANK & FECKENHAM	5
WEST	5
MATCHBOROUGH	5
CRABBS CROSS	2

Source: Police OIS ASB Recording System, April 2008 to March 2009

<sup>22</sup> Redditch Inequalities Profile. September 2009. Research and Intelligence Unit, Worcestershire County Council

#### 4.4.2 Parks and Open Spaces

Redditch Borough prides itself on its variety of green and open spaces, woodlands and parks. The two major parks in the Borough are Arrow Valley Country Park and Morton Stanley Park.

Arrow Valley Country Park is the largest area of open space in Redditch (900 acres). Created in the 1970's by the Redditch Development Corporation it has become one of Redditch's greatest green assets. The River Arrow runs through the park providing excellent wildlife habitats<sup>23</sup>.

Morton Stanley Park comprises nearly 100 acres, offering a unique variety of habitats including meadows, woodlands and historic hedgerows<sup>24</sup>. The Morton Stanley Family Fun Day is a free event held annually in August, featuring sport and environmental activities

In 2008 both parks received the prestigious Green Flag Award, administered by the Civic Trust and awarded in recognition of the quality of green spaces and their management. Arrow Valley Country Park has held the Green Flag Award for three consecutive years since 2005, and both parks play host to events and activities, the majority of which are free.

The percentage of residents satisfied with parks and open spaces in the Borough rose from 67% in 2000/01 to 75% in 2003/04 (Table 4.5). Redditch ranked third highest in Worcestershire for resident satisfaction with parks and open spaces, following Malvern Hills (82%) and Wychavon (78%) respectively. This is higher than the County average of 69% and higher than the National figure of 72%.

**Table 4.5 Percentage of residents satisfied with parks and open spaces (DCLG)**

Area	2000/01	2003/04
Redditch DC	67	75
Worcestershire CC	69	69
England	63	72

Source: FTI Area Profiles

More recent data from the Place Survey 2008/09 indicates that Redditch residents are now making greater use of parks and open spaces. Data for this year indicates that 69% now use these areas, compared to 64% in 2006/07 BVPI survey. This takes the level of usage of parks and open spaces in Redditch to greater than the County average of 65%<sup>25</sup>.

#### 4.4.3 Fly - tipping

Between the beginning of April 2008 and the end of March 2009, a total of 1,730 reports of fly-tipping were logged with Redditch Borough Council. The majority (70%) were reported by members of the public.

<sup>23</sup> Redditch Borough Council website <http://redditch.whub.org.uk>

<sup>24</sup> Green Flag Award website [www.greenflagaward.org.uk](http://www.greenflagaward.org.uk)

<sup>25</sup> Assessing Redditch's Performance, Results of the Place Survey 2008/09 for Redditch Borough Council and partners. Ipsos MORI June 2009

It is worth noting that reports relating to fly tipping around bin stores in blocks of flats are removed from the count, due to the location of the fly tip being in a refuse collection area. Therefore, the final reporting figure from the Fly Capture database is 934 for 2008/09. Clearly a large number of reports fall into this category.

Redditch Borough Council is aware of high levels of fly tipping in the Borough, particularly around the centre of housing estates. In order to try to improve on current performance, a group has been established by Environmental Services, involving the Anti Social Behaviour Team, Tenancy Department, and Cleaning Operations amongst others.

#### 4.5 Section Summary

- The volume of residual waste in Redditch has decreased year on year to the 2007/08 level of 748 kg per head (Figure 4.1). This level for Redditch has remained consistently better than both the County and National averages since 2002/03.
- Redditch has been consistently recycling and composting lower proportions of household waste compared to the County average since 2002/03.
- According to most recent Defra data (2006), Redditch Borough produced 7.8 tonnes CO<sub>2</sub> per capita, more than the County average of 7.3 tonnes CO<sub>2</sub> per capita.
- Industry and commercial processes are the main source of emissions in Redditch Borough. Redditch is producing the second largest amount of these types of emissions in the County.
- However, Redditch produced the lowest amounts of domestic and road transport emissions in Worcestershire.
- REAP models used to predict CO<sub>2</sub> emissions anticipate positive changes for Redditch performance.
- Lodge Park, Church Hill and Central wards received the largest proportion of abandoned vehicle reports, comprising 46% of all reports received during 2008/09.
- In 2008 both Arrow Valley Country Park and Morton Stanley Park received Green Flag Awards in recognition of the quality of green spaces and their management. Arrow Valley Country Park has held the Green Flag Award for three consecutive years since 2005, and both parks play host to events and activities, the majority of which are free.
- The percentage of residents satisfied with parks and open spaces in the Borough rose from 67% in 2000/01 to 75% in 2003/04. This is higher than the County average of 69% and higher than the National figure of 72%.
- The Place Survey 2008/09 indicates that 5% more Redditch residents are using parks and open spaces, compared to the 2006/07 BVPI survey. This takes the level of usage of parks and open spaces in Redditch to greater than the County average of 65%.
- Between the beginning of April 2008 and the end of March 2009, a total of 1,730 reports of fly-tipping were logged with Redditch Borough Council. The majority (70%) were reported by members of the public.
- When reports relating to fly tipping around bin stores in blocks of flats are removed from the count, the final reporting figure is reduced from 1,730 to 934, therefore a large number of reports fall into this category. A focus group involving Environmental Services and other departments has been set up to address the high levels of fly tipping across Redditch.

## 5. Economic success that is shared by all

The priorities and relevant National Indicators (NI) for the LAA Theme Block "economic success that is shared by all" are:

*"To promote economic growth and enable the economy in targeted sectors and location"*

- NI 166 Average earnings of employees in the area
- NI 171 VAT registration rate

*"To remove barriers to employment and improve skills in education, employment and training"*

- NI 163 Working age population qualified to at least level 2 or higher
- NI 117 16 to 18 year olds who are not in education, employment or training (NEET)
- NI 152 Working age population claiming out of work benefits

Supplementary data sets providing additional information related to this theme block include:

- Census 2001
  - Proportion of the population qualified to level 4 or 5
  - Proportion of the population with no qualifications
- Floor target area profiles for education, employment
- DWP benefit claims
- ONS Annual Population Survey – levels of employment and unemployment
- IMD Sub-domains for employment and income deprivation
- Average weekly household total income estimate, April 2001 to March 2002

## **Section 5 overview**

### **5.1 LAA Priority – *"To promote economic growth and enable the economy in targeted sectors and locations"***

5.1.1 NI 166 Average earnings of employees in the area

5.1.2 NI 171 VAT registration rate

### **5.2 LAA Priority – *"To remove barriers to employment and improve skills in education, employment and training"***

5.2.1 NI 163 Working age population qualified to at least level 2 or higher

5.2.2 NI 117 – 16 to 18 year olds who are not in education, employment or training (NEET)

5.2.3 NI 152 Working age population claiming out of work benefits

### **5.3 Additional Theme Block Data**

5.3.1 Benefit Claimants and Unemployment Data

5.3.2 IMD Sub-Domains for Employment and Income Deprivation

### **5.4 Section Summary**

## 5.1 LAA Priority – *"To promote economic growth and enable the economy in targeted sectors and locations"*

### 5.1.1 NI 166 Average earnings of employees in the area

Data for the official measure of this indicator is not currently available at a District level. However, the following data can be used as an indication of income in Redditch.

The Annual Survey of Hours and Earnings produced by the Office for National Statistics in 2008 illustrates average earnings for those who work full-time. In Redditch the average gross weekly pay for full time employees in 2008 was £411.60. This ranks Redditch as the third highest earning District of the County in terms of weekly pay rates, but is lower than the County average of £419.90. People who work full-time in Worcestershire receive lower rates of pay than those across the West Midlands Region (£448.90) or in England as a whole (£483.10)<sup>26</sup>.

The mean annual income of Redditch residents is lower than the County average at £35,958 (Table 5.1). Redditch ranks as the third highest earning area in the County in terms of mean annual income, following Bromsgrove (£39,642) and Wychavon (£37,460).

**Table 5.1 - Mean annual income, Worcestershire**

Area	Mean Income
Bromsgrove	£39,642
Malvern Hills	£35,891
Redditch	£35,958
Worcester	£34,759
Wychavon	£37,460
Wyre Forest	£33,754
Worcestershire	£36,251

**Source: Paycheck 2009**

<sup>26</sup> Annual Survey of Hours and Earnings 2008, ONS 2008, detailed in Worcestershire County Economic Assessment 2008/09, Research and Intelligence Unit, Worcestershire County Council

When annual household income is examined at a postcode level, areas where the annual household income is far lower than mean annual income become apparent (Figure 5.1).

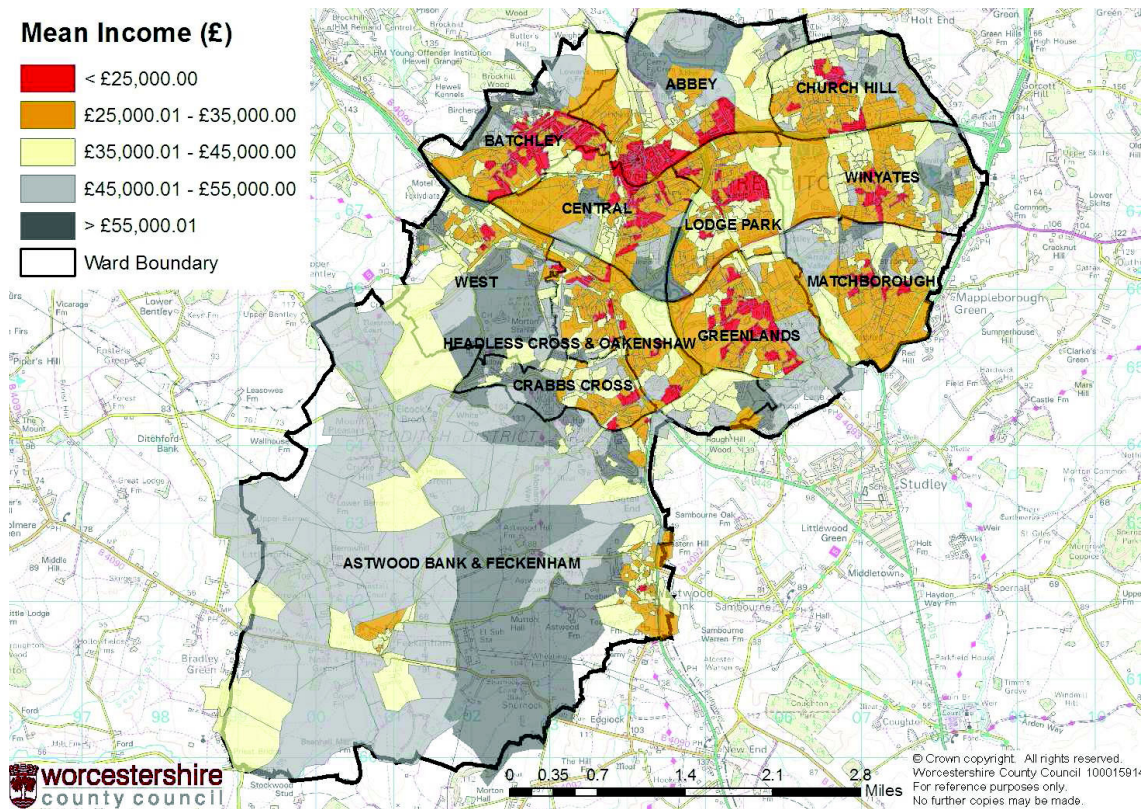
There are areas in every ward of Redditch where the annual household income is less than £25,000 (highlighted in red on Figure 5.1). The greatest concentration of these postcodes are located in the following wards:

- Batchley
- Abbey
- Lodge Park
- Greenlands

Households with higher mean annual incomes tend to be distributed around the edges of the Borough, and in the southern rural areas. Wards with the highest concentration of households receiving an annual income of greater than £55,000 include:

- Astwood Bank and Feckenham
- West
- Crabbs Cross

**Figure 5.1 Average income per household (£s per Annum)**

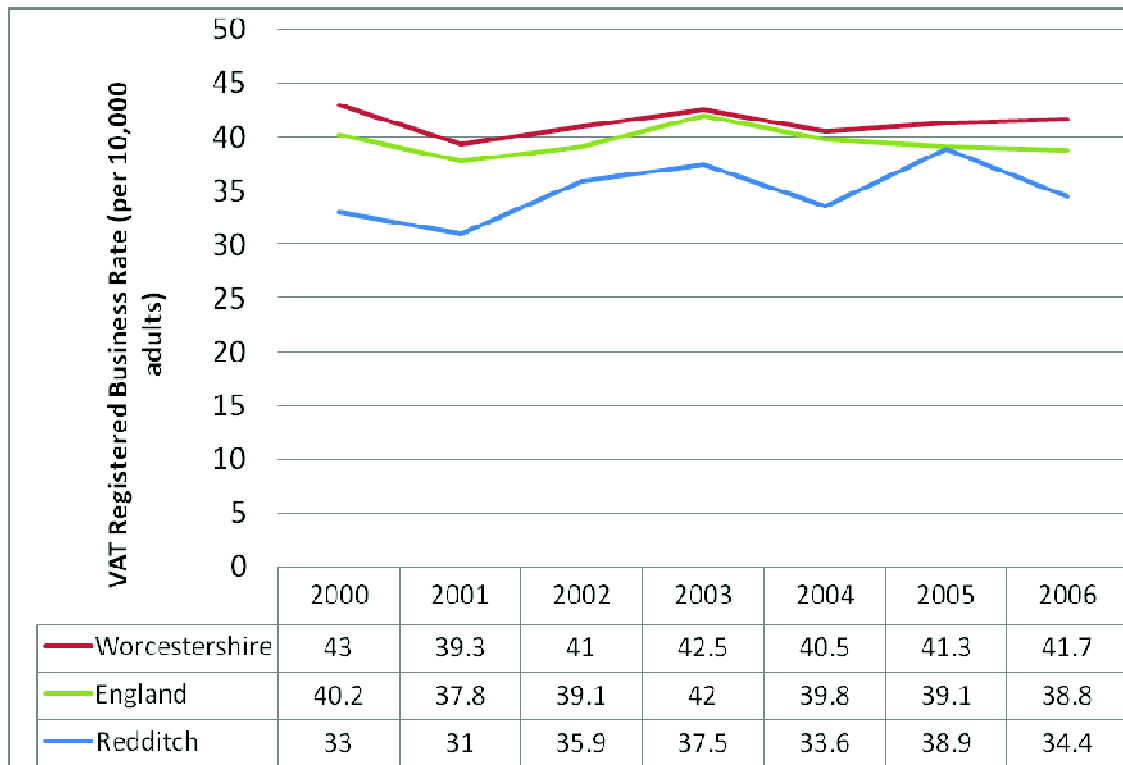




**5.1.2 NI 171 VAT registration rate**

The number of VAT Registered Businesses in Redditch, though fluctuating, has been consistently lower than both the County and National rates since 2000 (Figure 5.2). This indicates a below average level of new enterprises and business start ups in the Borough. More recent figures may show a decline due to the national recession.

**Figure 5.2 VAT Registered Businesses, the proportion of VAT registrations per 10,000 adults**



Source: FTI Area Profiles

In 2007, the following industries have experienced more VAT registrations than deregistrations in Redditch, indicating economic growth (Table 5.2):

- Real Estate, renting and business activities (with a net change of +90 registrations)
- Wholesale, retail and repairs
- Construction
- Manufacturing
- Hotels and restaurants
- Education; health and social work

**Table 5.2 VAT registrations/deregistrations by industry, net change in Redditch**

Industry	2002	2003	2004	2005	2006	2007
1 : Agriculture; Forestry and fishing	-5	5	0	0	-5	0
2 : Mining and quarrying; Electricity, gas and water supply	0	0	0	0	0	0
3 : Manufacturing	-15	-5	-10	0	-5	5
4 : Construction	15	15	10	5	15	10
5 : Wholesale, retail and repairs	15	5	10	20	5	15
6 : Hotels and restaurants	5	20	5	0	0	5
7 : Transport, storage and communication	0	5	0	5	5	0
8 : Financial intermediation	5	0	0	5	-5	0
9 : Real Estate, renting and business activities	45	15	5	25	25	45
10 : Public administration; Other community, social and personal services	10	0	0	-5	-5	0
11 : Education; health and social work	0	5	0	0	0	5
<b>Column Total</b>	<b>75</b>	<b>65</b>	<b>20</b>	<b>55</b>	<b>30</b>	<b>85</b>

Source: NOMIS

## 5.2 LAA Priority – *"To remove barriers to employment and improve skills in education, employment and training"*

### 5.2.1 NI 163 Working age population qualified to at least Level 2 or higher

The most up to date information on NI 163 comes from the 2007 Annual Population Survey (APS). The data has been provided by DUIS and may differ from figures quoted by NOMIS. Data to measure performance on national indicator 163 will be collected on an annual basis and the information disseminated to the County.

The Worcestershire baseline is that 70% of working age population are qualified to at least Level 2 or higher. The targets for NI 163 are as follows:

- 2008/09: +2%
- 2009/10: +5%
- 2010/11: +9%

Worcestershire is currently on target in terms of NI 163, currently, 71.3% of the working age population are qualified to at least Level 2 or higher.

Performance in Redditch is below the Worcestershire average at 70.7%. This places Redditch forth in the County, above Wyre Forest (59.8%) and Wychavon (68.8%). The best performing district in Worcestershire is Malvern Hills, where 81.3% of the working age population are qualified to at least Level 2 or higher.

The 2001 Census helps us to identify areas within the Borough where the number of people with Level 2 qualifications or higher is at its lowest (Figure 5.3). There are parts of Batchley, Lodge Park and Greenlands wards where fewer than 35% of residents (aged between 16 and 17 years) have Level 2 qualifications or higher.

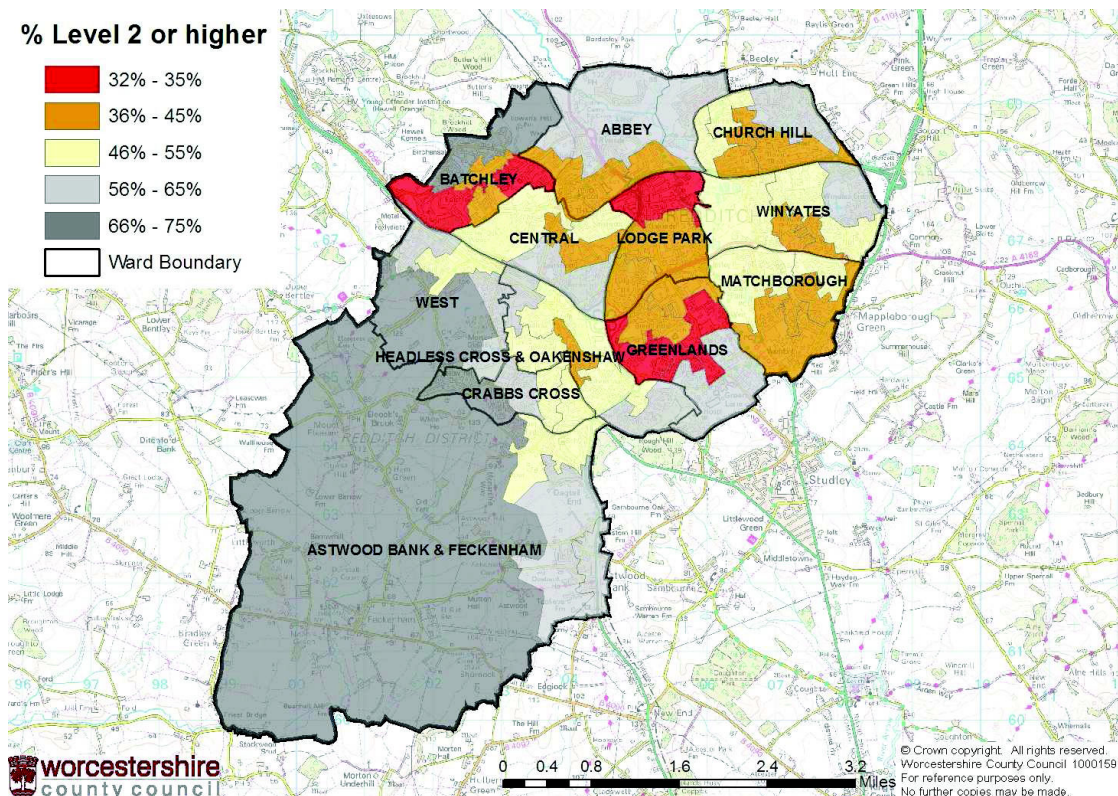
Fewer than 35% of residents have Level 2 qualifications or higher in half (50%) of the SOAs in Greenlands ward, these areas are St. Thomas More First School, the area between Woodrow North and Woodrow South Roads, and around Throckmorton Road.

There are four SOAs in different wards in Redditch where between 66% and 75% of residents have Level 2 qualifications or higher:

- Astwood Bank and Feckenham (Feckenham area)
- Crabbs Cross (Walkwood area)
- West (Part of Webheath, Crumpfields Lane)
- Batchley (Part of Brockhill around Carthorse Lane)

Batchley ward contains SOAs with both the highest and lowest proportions of residents with Level 2 or higher qualifications, in Enfield, around Carthorse Lane between 66% and 75% of residents are qualified to Level 2 or higher, and around Foxlydiat Wood and Batchley Brook between 32% and 35% of residents are qualified to Level 2 or higher.

**Figure 5.3 Percentage of population with Level 2 qualifications or higher by SOA**

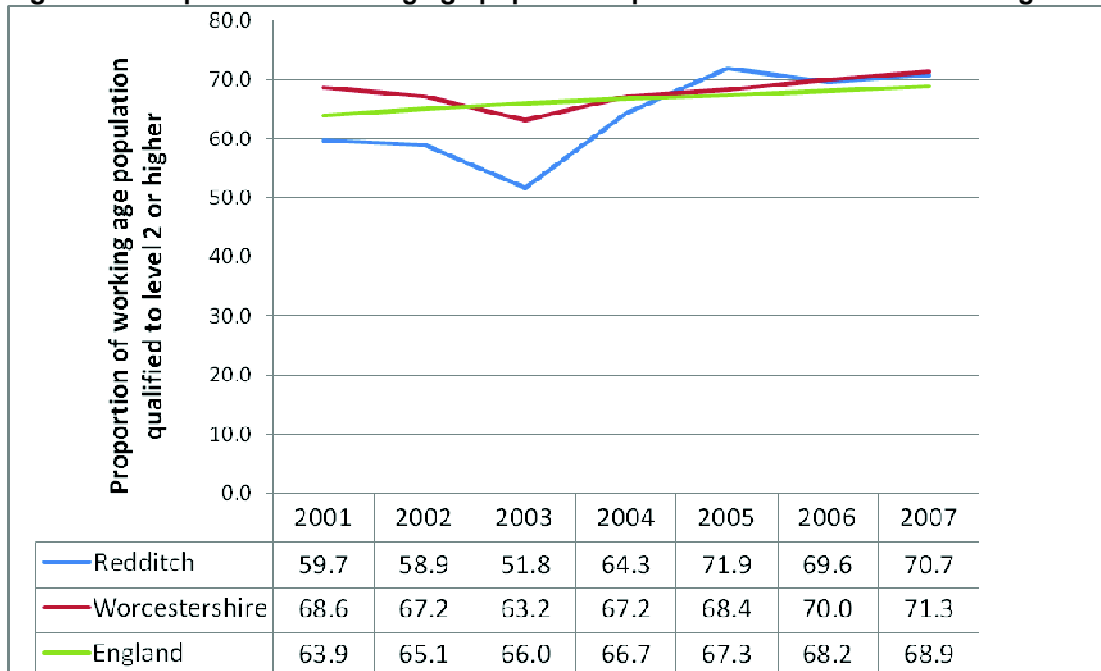


Source: Census 2001

Figure 5.4 illustrates the proportion of the working age population (aged 19 to 64 years) qualified to at least Level 2 or higher, as opposed to Figure 5.3 which shows the proportion of those aged 16-74 years.

Between 2003 and 2005, there was a large increase in the proportion of people qualified to Level 2 or higher in Redditch. This increase took the Redditch average higher than the County and National average. Since this time, the proportion of Redditch residents qualified to Level 2 or higher has reduced slightly, and in 2007 it was slightly lower than the County average, and slightly higher than the national average, with 70.7% of the working age population of Redditch qualified to Level 2 or higher.

**Figure 5.4 Proportion of working age population qualified to at least level 2 or higher**



Source: FTI Area Profiles

Unsurprisingly, SOAs with the largest proportion of residents (aged between 16 and 74 years) qualified at Level 2 coincide with SOAs with the largest proportion of residents qualified at Level 4 or 5. Between 23% and 30% of residents are qualified to Level 4 or 5 in the following areas (Figure 5.5):

- Astwood Bank and Feckenham (Feckenham area)
- Crabbs Cross (Walkwood area)
- West (Part of Webheath, Crumpfields Lane)
- Batchley (Part of Brockhill, around Carhorse Lane)

Fewer than 10% of residents are qualified at Level 4 or 5 in 42% of the SOAs in Redditch (highlighted in red or orange in Figure 5.5). These areas are predominantly located in Greenlands, Matchborough, Church Hill and Batchley wards.

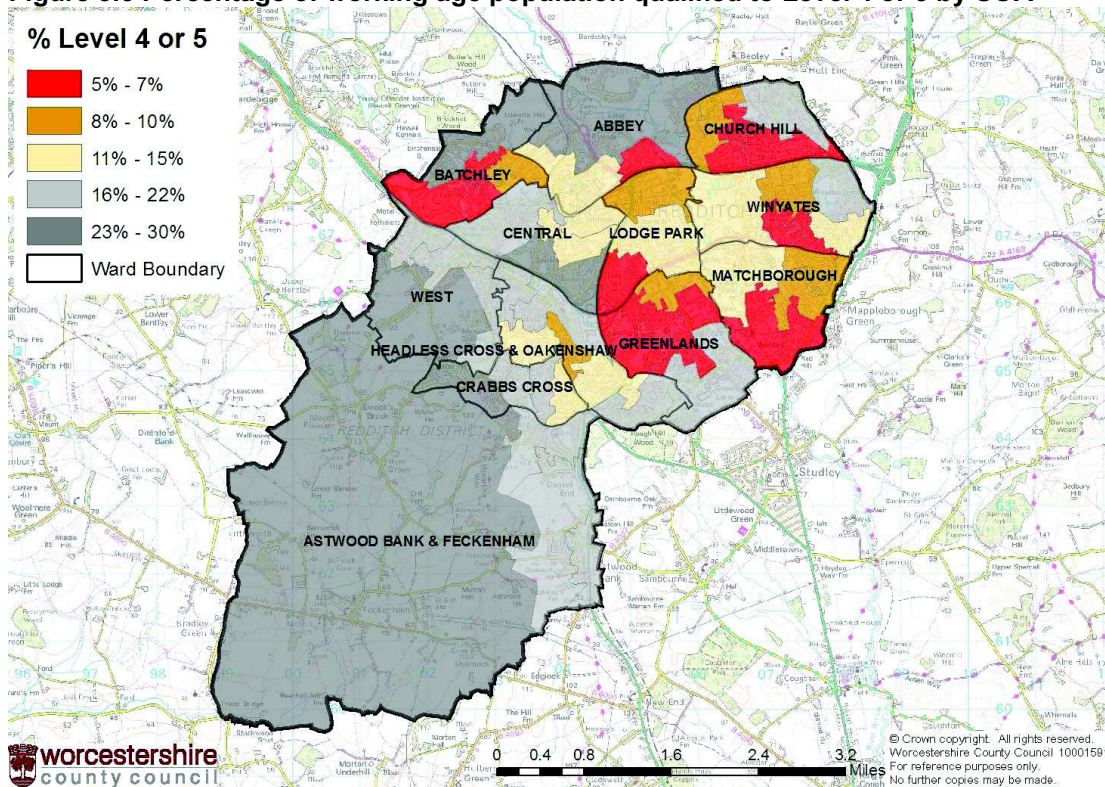
There are four SOAs where just 5% of residents are qualified at Level 4 or 5, these SOAs are:

- Greenlands - the area between Woodrow North & Woodrow South Roads
- Greenlands - St. Thomas More First School Area
- Church Hill - Moon's Moat
- Batchley - Foxlydiat Wood

Patterns of extremes are noted again in Batchley ward, between 5% and 10% of residents in three of the four SOAs are qualified at Level 4 or 5, but in Brockhill around Carthorse Lane approximately 28% of residents are qualified at Level 4 or 5. This is one of the highest proportion of residents in Redditch.

Greenlands also displays similar characteristics, but to a lesser extent. Between 5% and 10% of residents are qualified at Level 4 or 5 in five of its six SOAs, yet in the remaining SOA around Green Lane, approximately 21% of residents are qualified to Level 4 or 5. This may be related to the structure of housing estates in this area.

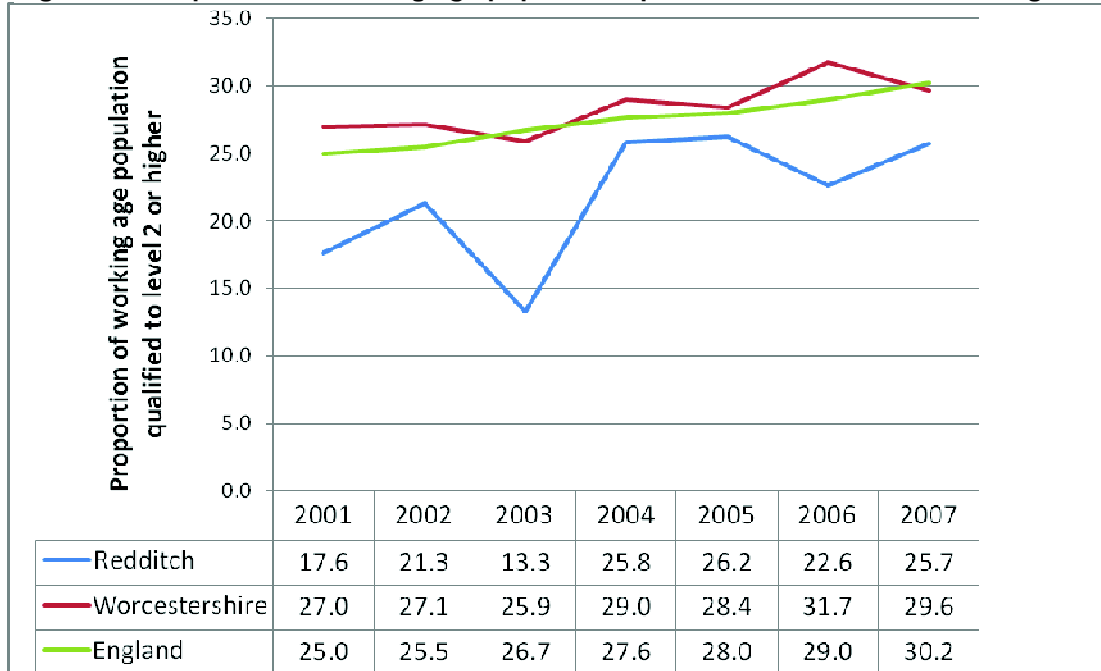
**Figure 5.5 Percentage of working age population qualified to Level 4 or 5 by SOA**



Source: Census 2001

The proportion of the working age population in Redditch (aged between 19 and 64 years) qualified to Level 4 or 5 has fluctuated since 2001 (Figure 5.6). Between 2002 and 2003 there was a decline to its lowest level over this time period of 13.3%. Most recently, this proportion has increased but remains well below the County and National averages, and in 2007 Redditch was 3.9% below the County average and 4.5% below the England average.

**Figure 5.6 Proportion of working age population qualified to at least level 4 or higher**

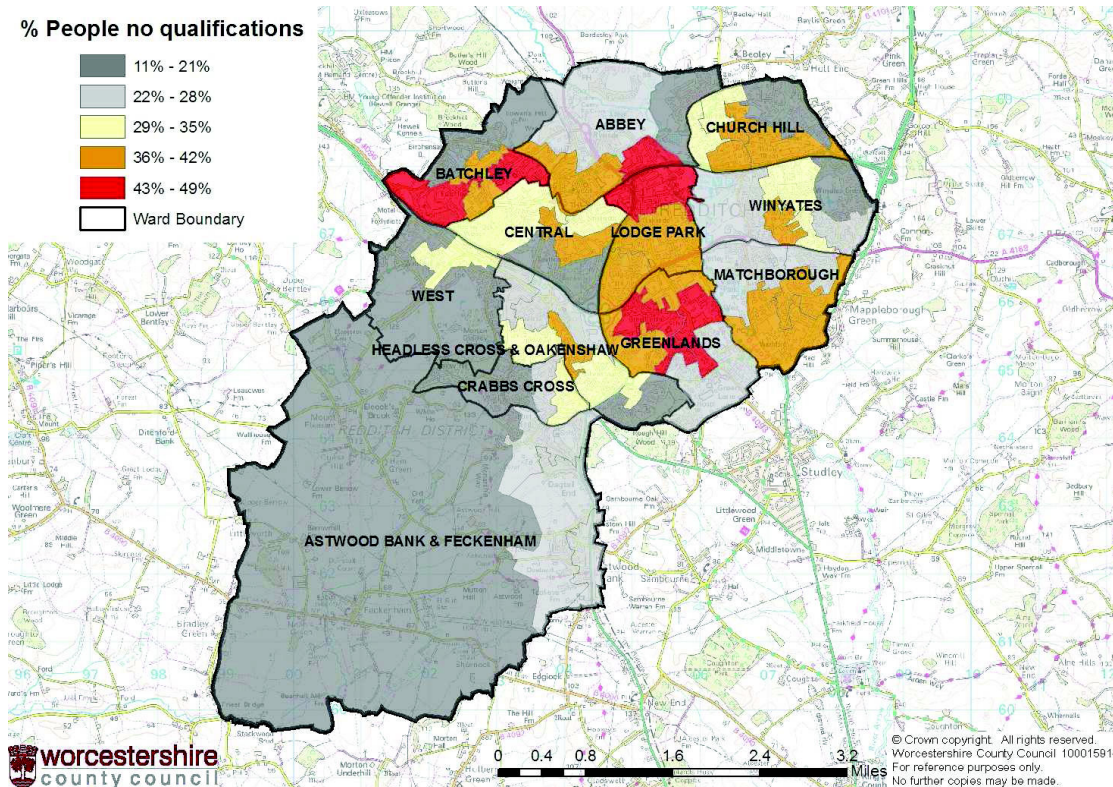


Source: FTI Area Profiles

In seven SOAs in Redditch between 43% and 49% of residents have no qualifications (highlighted in red in Figure 5.7). These areas are:

- Greenlands - St. Thomas More First School Area
- Greenlands - area between Woodrow North & Woodrow South Roads
- Batchley - Foxlydiate Wood
- Batchley - Batchley Brook
- Abbey – Abbeydale area
- Lodge Park - St. George's area
- Greenlands – Greenlands area

In half of the SOAs in Greenlands ward, 43-49% of residents have no qualifications; therefore this ward contains the greatest concentration of residents with no qualifications.

**Figure 5.7 Percentage of population with no qualifications by SOA**

Source: Census 2001

The overall proportion of people with no qualifications in Redditch District (14.8%) is lower than regional average of 16%, but higher than national average of 12.4% (Table 5.3).

The percentage of the population in Redditch qualified to all levels is lower than the national averages. However, when compared to the regional averages, the proportion of the population of Redditch qualified to Levels 1 and 2 is greater than the regional averages, but the proportion of the population of Redditch qualified to Levels 3 and 4 is lower than the regional averages.

**Table 5.3 Proportion of population with no qualifications**

Qualification Level	Redditch (number)	Redditch (%)	West Midlands (%)	Great Britain (%)
NVQ4 and above	10,600	20.7	24.5	29
NVQ3 and above	21,000	41.1	42.3	47
NVQ2 and above	33,300	65.1	61.6	65.2
NVQ1 and above	40,200	78.8	76.4	78.9
Other qualifications	3,300	6.4	7.6	8.7
No qualifications	7,600	14.8	16	12.4

Source: Nomis web – ONS Annual Population Survey, Qualifications Jan 2008 – Dec 2008

**5.2.2 NI 117 – 16 to 18 year olds who are not in education, employment or training (NEET)**

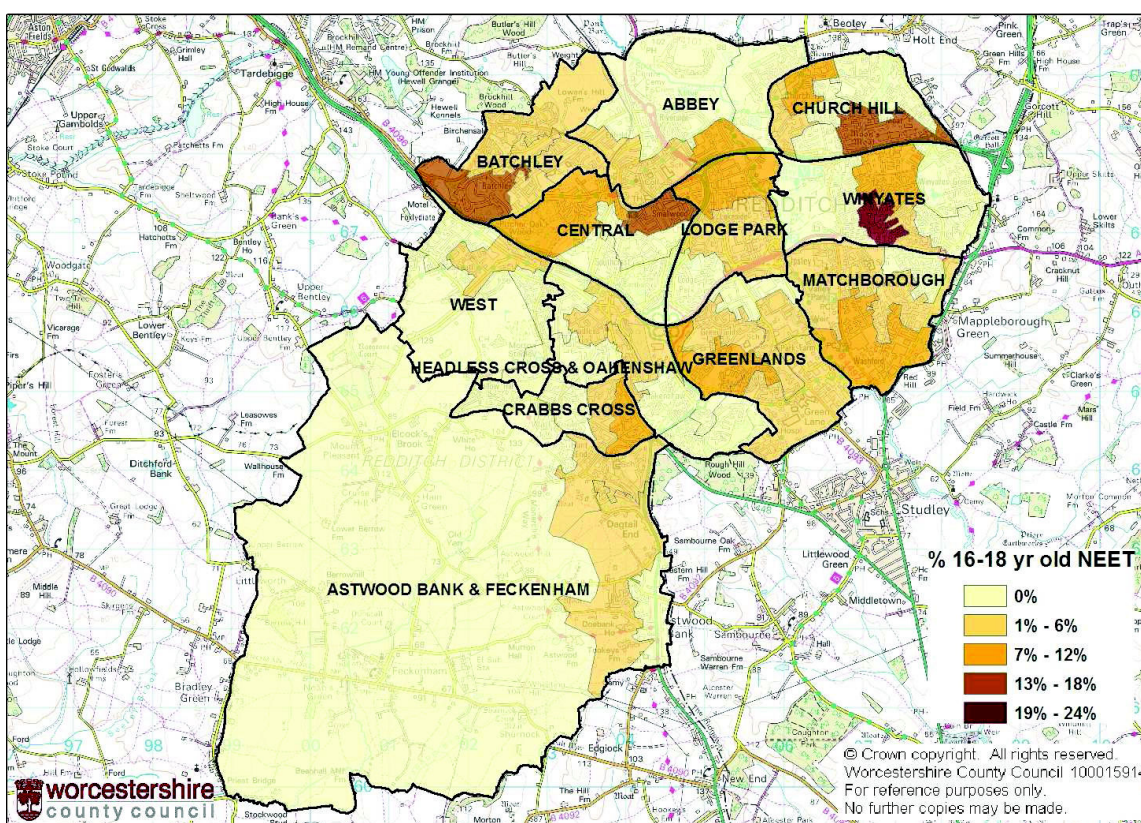
The baseline for the Worcestershire LAA is set at 4.7% of 16-18 years olds who are not in education, employment or training (NEET). County-wide reduction targets are as follows:

- 2009/10: 4.6% (0.1% reduction)
- 2010/11: 4.4% (0.2% reduction)

In Redditch, based on data from May 2008, 3.8% of the 16-18 year old population are not in education, employment or training (NEET). This is better than the County average of 4.7%.

However, there are areas where the proportion of 16-18 year olds who are NEET is much greater than the County average (Figure 5.8).

**Figure 5.8 Percentage 16-18 year olds NEET May 2008, by SOA**



Source: Research and Intelligence Unit, Worcestershire County Council



Of the 55 SOAs in Redditch District, 31% (n=17) have a larger proportion of NEET 16-18 year olds than the County average of 4.7%. Table 5.4 indicates the ten SOAs with the largest proportions of NEET 16-18 year olds.

The greatest proportion of NEET 16-18 year olds is found around the Winyates housing estate SOA, where approaching a quarter (23.5%) of 16-18 year olds are NEET.

In contrast in 44% (n=24) of Redditch SOAs there are no 16-18 year olds who are NEET. It is worth considering that areas with the greatest proportion of young people are likely to coincide with areas with higher proportions of NEET young people.

**Table 5.4 Top ten Redditch SOAs with highest proportion NEET 16-18yr olds**

SOA Code	SOA Description	Ward	NEET Score (%)	NEET Rank
E01032278	Winyates housing estate (around Ipsley C.E. Middle School)	Winyates	23.5	1
E01032239	Smallwood	Central	15.0	2
E01032241	Moon's Moat	Church Hill	12.5	3
E01032235	Foxlydiate Wood	Batchley	12.2	4
E01032225	Abbeydale	Abbey	11.1	5
E01032250	Woodrow (Area between Woodrow North & Woodrow South Roads)	Greenlands	9.8	6
E01032247	Harry Taylor First School Area	Crabbs Cross	8.3	7
E01032265	Washford	Matchborough	8.1	8
E01032244	Bomford Hill Park	Church Hill	6.9	9
E01032262	St. George's	Lodge Park	6.8	10

**Source: NEET Score, May 2008**

When examining NI17 in terms of *wards* rather than *SOAs* (Table 5.5), different information becomes available. The worst individual SOAs are located within the wards of Winyates, Central and Church Hill; however the ward with the *overall* highest NEET rate is Batchley.

Whereas the wards with the highest scoring SOAs have small pockets where NEET levels are very high, one of the SOAs in Batchley is in the top 10 ranked SOAs in the district, and three of its four SOAs are higher than the County average NEET rate of 4.7%.

**Table 5.5 NEET by ward (top 10)**

Ward Name	NEET (No.)	NEET (% of 16-18 pop.)
Batchley	12	6.35
Central	8	5.52
Greenlands	13	5.49
Winyates	11	5.47
Abbey	6	4.76
Church Hill	10	4.37
Matchborough	5	3.47
Lodge Park	6	3.47
Crabbs Cross	4	2.47
Astwood Bank and Feckenham	2	1.64

Source: NEET Score, May 2008

### 5.2.3 NI 152 Working age population claiming out of work benefits

The baseline for NI 152 in the Worcestershire LAA is set at 9.2% of the working age population claiming out of work benefits, based on data from May 2007. County-wide reduction targets are as follows:

- 2008/09 – 9.0%
- 2009/10 – 8.9%
- 2010/11 – 8.4%

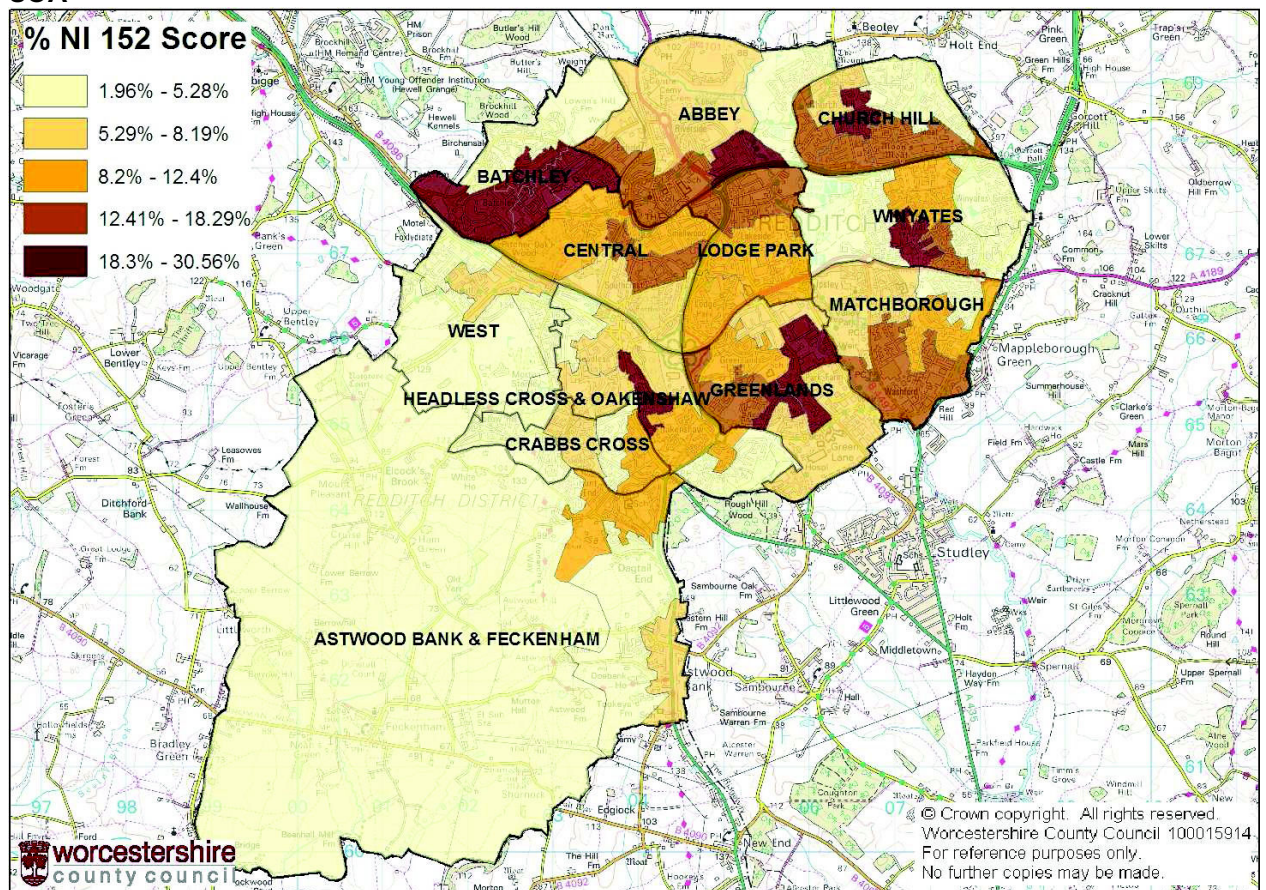
Due to current economic conditions, the percentage of working age people claiming out of work benefits is expected to increase in the coming years. The continuing economic downturn and the consequential rise in claimant count means it is unlikely the current LAA target will be achieved.

The latest performance figures relate to the period between November 2007 and August 2008. County performance for NI 152 is off target at 9%. District breakdown of performance figures is as follows:

- Bromsgrove: 11.1%
- Malvern Hills: 8.3%
- Redditch: 10.1%
- Worcester: 13.2%
- Wychavon: 12.4%
- Wyre Forest: 9.3%

Redditch is performing 1.1% worse than the County average. The distribution of people claiming out of work benefits is not even (Figure 5.9). For example, Batchley ward contains three SOAs, and Greenlands ward contains two SOAs with the greatest proportion of people claiming out of work benefits. It appears that the areas with the greatest concentration of people claiming out of work benefits are found in the centres of wards with large housing estates.

**Figure 5.9 Percentage working age population claiming out of work benefits by SOA**



Source: NOMIS

The ten SOAs with the greatest proportions of people claiming out of work benefits are listed in Table 5.6. The SOA around Winyates housing estate is ranked as the highest scoring NI 152 SOA in Redditch, where 31% of population are claiming out of work benefits.

Across 75% of Batchley ward (three of four SOAs), between 22% and 26% of people are claiming out of work benefits. In the fourth SOA, (part of Enfield around Carthorse Lane) just 4.24% of residents are claiming out of work benefits.

**Table 5.6 Ten SOAs with the greatest proportion of people claiming out of work benefits (NI 152)**

SOA Code	SOA Name	Ward Name	NI 152 % Score	Rank
E01032278	Winyates housing estate area around Ipsley C.E. Middle School	Winyates	30.56%	1
E01032232	Batchley	Batchley	26.22%	2
E01032252	St. Thomas More First School Area	Greenlands	25.69%	3
E01032245	Church Hill YMCA Surrounding Area	Church Hill	25.66%	4
E01032235	Foxlydiate Wood	Batchley	22.55%	5
E01032234	Batchley Brook	Batchley	22.13%	6
E01032225	Abbeydale	Abbey	21.80%	7
E01032260	Part of Headless Cross, High Trees Close	Headless Cross and Oakenshaw	21.08%	8
E01032250	Woodrow Area between Woodrow North & Woodrow South Roads	Greenlands	20.98%	9
E01032262	St. George's	Lodge Park	18.29%	10

Source: NOMIS

Long term trends in terms of the proportion of people claiming out of work benefits indicate that the Redditch figures have remained fairly stable over 2007 and 2008, with an overall decreasing trend (Table 5.7). However, Redditch has higher proportions than the County average, so improvements can still be made, but performance is already better than the National average.

**Table 5.7 NI 152 – percentage of the working age population on out of work benefits 2007/08**

LA District	Q1 2007	Q2 2007	Q3 2007	Q4 2007	Q1 2008	Q2 2008	Q3 2008
Redditch	10.9	10.9	10.7	10.7	10.6	10.5	10.6
Worcestershire	9.1	9.1	9	9	8.9	8.8	8.8
England	11.8	11.7	11.6	11.4	11.3	11.3	11.3

Source: FTI Area Profiles

### 5.3 Additional Theme Block Data

#### 5.3.1 Benefit Claimants and Unemployment Data

Though not formally linked to national indicators, the following datasets give an indication of the economic status of Redditch Borough.

Around 14% of the working age client group in Redditch are currently claiming benefits (Table 5.8). This is just below the regional and national averages. The most commonly claimed type of benefit is incapacity benefit, which accounts for almost half (6.1%) of all claimants in the Borough.

**Table 5.8 Working age client group – key benefits claimants (August 2008)**

Benefit	Redditch (number)	Redditch (%)	West Midlands (%)	Great Britain (%)
Total Claimants	6,960	13.7	15.8	14.2
Job seekers	1,230	2.4	3.2	2.4
Incapacity benefits	3,100	6.1	7.2	7
Lone parents	980	1.9	2.2	2
Carers	630	1.2	1.3	1.1
Others on income related benefits	260	0.5	0.5	0.5
Disabled	620	1.2	1.1	1
Bereaved	140	0.3	0.3	0.3
Key out-of-work benefits	5,580	11	13.1	11.9

Source: Nomis web, DWP benefit claimants – working age client group (August 2008)

The overall unemployment level in Redditch is 0.7% lower than the regional average, but is 0.5% higher than the national average (Table 5.9).

**Table 5.9 Employment and unemployment (Jan 2008 – Dec 2008)**

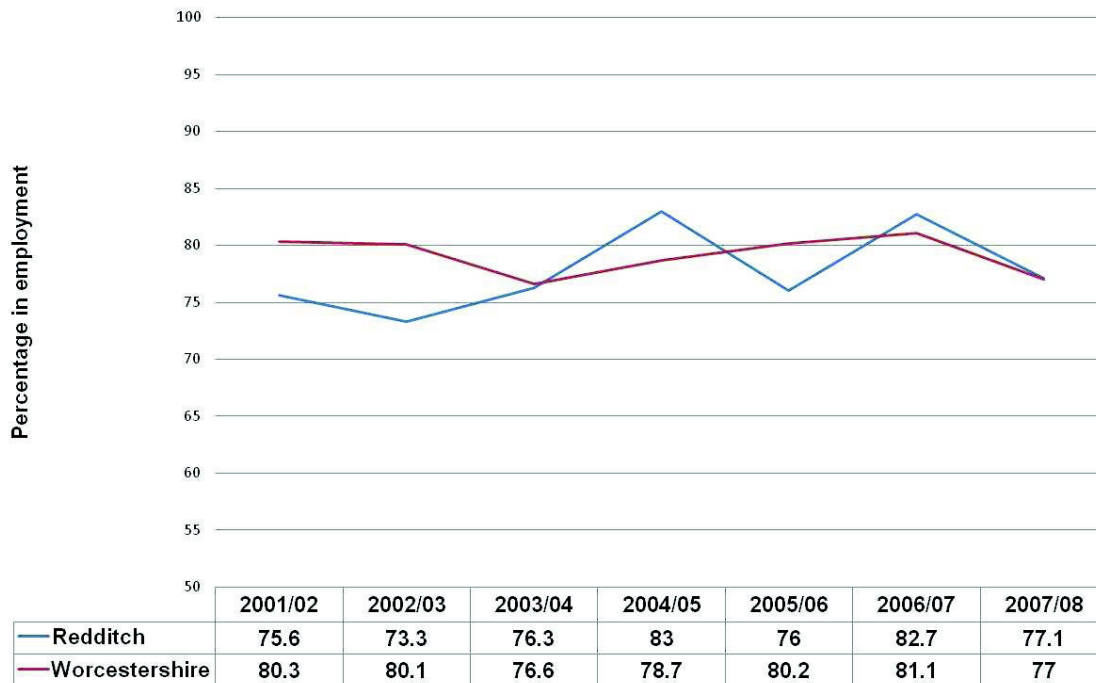
All People	Redditch (number)	Redditch (%)	West Midlands (%)	Great Britain (%)
Economically Active	42,400	78.1	77.3	78.8
In Employment	38,900	71.2	71.7	74.2
Unemployed	2,600	6.2	6.9	5.7

Source: Nomis web, ONS Annual Population Survey

Long term trends in the employment rate in Redditch indicate fluctuations over the past five years, with peaks higher than the County average in 2004/05 and 2006/07

(Figure 5.10). The most recent data for 2007/08 indicates a decline for both Redditch and the County employment rates, and they are now roughly in line with each other. Due to the current economic climate, this decline is expected to continue in line with County and national trends.

**Figure 5.10 Trend overall employment rate percentage in employment**



**Source: FTI Area Profiles**

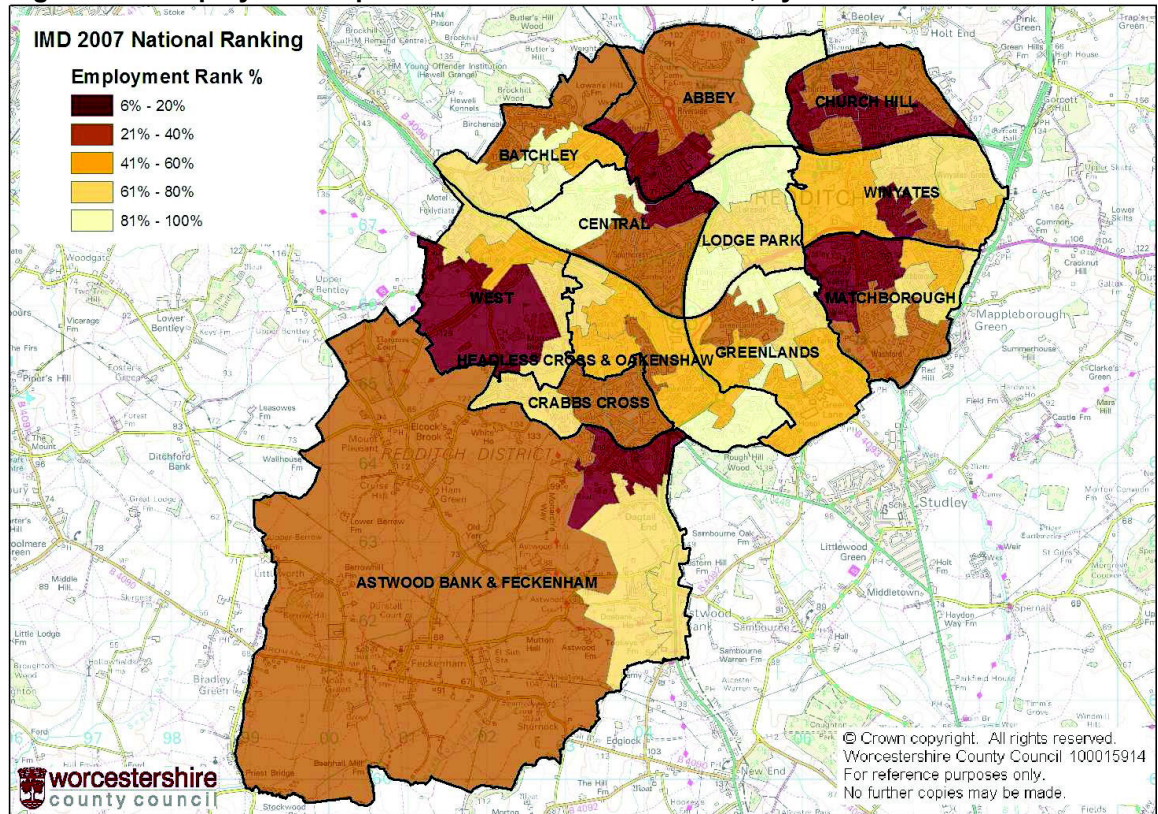
Redditch has a high rate of employment in the 50-69 age group, with 55.7% in employment based on 2004/05 data<sup>27</sup>. Since 2001/02 there has been an increase of 3.9%, compared to an increase of 1% during the same time period across the County as a whole.

### 5.3.2 IMD Sub-Domains for Employment and Income Deprivation

The Index of Multiple Deprivation is, as the name suggests calculated based on several domains of deprivation. Figure 5.11 and 5.12 illustrate areas of greatest deprivation in terms of the employment and income sub domains respectively. There is a degree of overlap between areas Within Redditch, nine SOAs were identified which rank within the top 20% nationally as having the highest deprivation levels in terms of both employment and income sub domains.

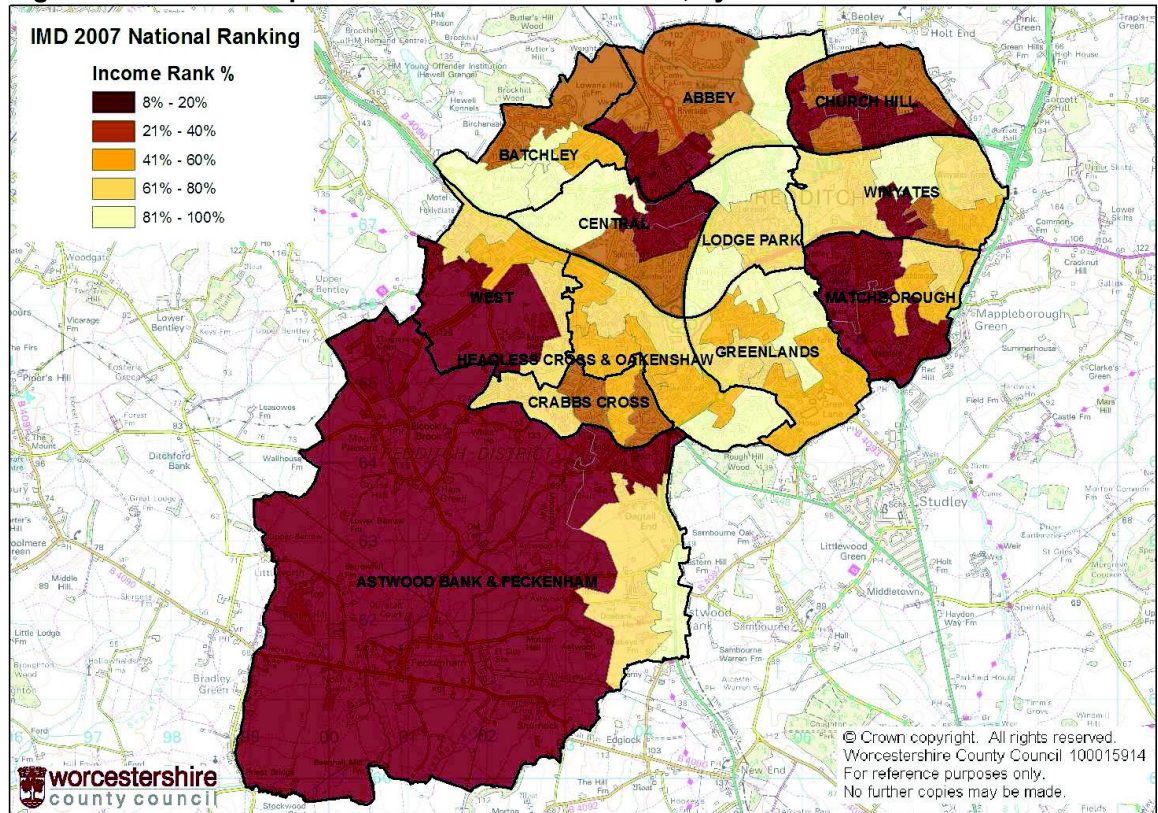
<sup>27</sup> FTI Area Profiles

Figure 5.11 Employment deprivation sub-domain IMD 2007, by SOA



Source: IMD 2007

Figure 5.12 Income deprivation sub-domain IMD 2007, by SOA



Source: IMD 2007

Details of the nine areas within the top 20% nationally for employment and income deprivation sub domains are illustrated in Table 5.10. Two of these SOAs are also in the top 10% nationally for overall deprivation, these areas are in Church Hill (area around the YMCA) and Winyates wards (area around Winyates housing estate). It is worth noting that the area around Winyates housing estate is also ranked in the top 2% for deprivation within the crime sub domain.

Areas which are considered to be more affluent than most parts of the Borough are appearing in this table as deprived in terms of income or employment. It is interesting to note that Hunt End in Astwood Bank and Feckenham ward ranks as 51.7 in terms of overall deprivation (falling outside of the top 50% most deprived areas nationally), but is in the top ten percent most deprived areas nationally in terms of income. On a similar note, the area around Crumpfields Lane in West ward is the least deprived SOA in Redditch, yet falls within the top 10% most deprived areas nationally in terms of both income and employment.

**Table 5.10 SOAs in top 20% nationally for employment and income sub domains IMD 2007**

SOA Name	Ward Name	% IMD Overall	% Income Sub Domain	% Employment Sub Domain
Church Hill Area, Marfield Lane	Church Hill	36.3	14.0	6.3
Part of Webheath, Crumpfields Lane	West	89.6	9.8	6.9
Trinity High School Area	Abbey	14.8	13.6	7.4
Hunt End	Astwood Bank and Feckenham	51.7	7.7	10.4
Smallwood	Central	20.6	11.0	13.9
Moon's Moat	Church Hill	19.5	16.2	14.5
Church Hill (YMCA Surrounding Area)	Church Hill	9.2	11.7	17.0
Ipsley	Matchborough	48.5	19.1	18.0
Winyates housing estate (area around Ipsley C.E. Middle School)	Winyates	8.9	13.9	18.1

Source: IMD 2007

#### 5.4 Section Summary

- The mean annual income of Redditch residents is lower than the County average at £35,958. Redditch ranks as the third highest earning area in the County in terms of mean annual income, following Bromsgrove (£39,642) and Wychavon (£37,460).
- There are areas in every ward of Redditch where the annual household income is less than £25,000. The greatest concentration of these postcodes are located in Batchley, Abbey, Lodge Park and Greenlands wards.
- Households with higher mean annual incomes tend to be distributed around the edges of the Borough, and in the southern rural areas. Wards with the highest concentration of postcodes where households are receiving an



annual income of greater than £55,000 include Astwood Bank and Feckenham, West and Crabbs Cross.

- The number of VAT Registered Businesses in Redditch, though fluctuating, has been consistently lower than both the County and National rates since 2000 (Figure 5.2). This indicates a below average level of new enterprises and business start ups in the Borough.
- National indicator 163 measure the proportion on the working age population who are qualified to at least Level 2 or higher. Performance in Redditch is below the Worcestershire average at 70.7%. Redditch therefore ranks as fourth in the County, performing better than Wyre Forest (59.8%) and Wychavon (68.8%).
- There are parts of Batchley, Lodge Park and Greenlands wards where fewer than 35% of residents (aged between 16 and 17 years) have Level 2 qualifications or higher.
- There are four SOAs in different wards in Redditch where between 66% and 75% of residents have Level 2 qualifications or higher, and between 23% and 30% of residents are qualified to Level 4 or 5. These areas are in Astwood Bank and Feckenham (Feckenham area), Crabbs Cross (Walkwood area), West (Part of Webheath, Crumpfields Lane), and Batchley (Part of Brockhill around Carthorse Lane)
- Batchley ward contains SOAs with both the highest and lowest proportions of residents with Level 2 or higher qualifications, in Enfield, around Carthorse Lane between 66% and 75% of residents are qualified to Level 2 or higher, and around Foxlydiat Wood and Batchley Brook between 32% and 35% of residents are qualified to Level 2 or higher.
- There are four SOAs where just 5% of residents are qualified at Level 4 or 5, these SOAs are: Greenlands - the area between Woodrow North & Woodrow South Roads, Greenlands - St. Thomas More First School Area, Church Hill - Moon's Moat, and Batchley - Foxlydiat Wood
- The proportion of the working age population in Redditch (aged between 19 and 64 years) qualified to Level 4 or 5 has increased but remains well below the County and National averages, and in 2007 Redditch was 3.9% below the County average and 4.5% below the England average.
- Approximately 12.7% of the population of Redditch have no qualifications.
- In seven SOAs in Redditch between 43% and 49% of residents have no qualifications. These areas are Greenlands - St. Thomas More First School Area, Greenlands - area between Woodrow North & Woodrow South Roads, Batchley - Foxlydiat Wood, Batchley - Batchley Brook, Abbey – Abbeydale area, Lodge Park - St. George's area, and Greenlands – Greenlands area
- In half of the SOAs in Greenlands ward, 43-49% of residents have no qualifications; therefore this ward contains the greatest concentration of residents with no qualifications.
- The overall proportion of people with no qualifications in Redditch District (14.8%) is lower than regional average of 16%, but higher than national average of 12.4%.
- The percentage of the population in Redditch qualified to all levels is lower than the national averages. However, when compared to the regional averages, the proportion of the population of Redditch qualified to Levels 1 and 2 is greater than the regional averages, but the proportion of the population of Redditch qualified to Levels 3 and 4 is lower than the regional averages.
- Based on data from May 2008, 3.8% of the 16-18 year old population are not in education, employment or training (NEET). This is better than the County average of 4.7%.

- The greatest proportion of NEET 16-18 year olds is found around the Winyates housing estate SOA, where approaching a quarter (23.5%) of 16-18 year olds are NEET.
- The ward with the overall highest NEET rate is Batchley, whereas the wards with the highest scoring SOAs have small pockets where NEET levels are very high, one of the SOAs in Batchley is in the top 10 ranked SOAs in the district, and three of its four SOAs are higher than the County average NEET rate of 4.7%.
- With regards NI 152, the percentage of people claiming out of work benefits, County performance is off target at 9%, and Redditch is performing 1.1% worse than the County average.
- The SOA around Winyates housing estate is ranked as the highest scoring NI 152 SOA in Redditch, where 31% of population are claiming out of work benefits.
- Across 75% of Batchley ward (three of four SOAs), between 22% and 26% of people are claiming out of work benefits. In the fourth SOA, (part of Enfield around Carthorse Lane) just 4.24% of residents are claiming out of work benefits.
- Long term trends in terms of the proportion of people claiming out of work benefits indicate that the Redditch figures have remained fairly stable over 2007 and 2008, with an overall decreasing trend. However, Redditch has higher scores than the County, so improvements can still be made, but performance is lower than the National average.
- Around 14% of the working age client group in Redditch are currently claiming benefits. This is just below the regional and national averages. The most commonly claimed type of benefit is incapacity benefit.
- The overall unemployment level in Redditch is 0.7% lower than the regional average, but is 0.5% higher than the national average.

## 6. Improved health and wellbeing

The priorities and National Indicators (NI) for the LAA Theme Block "improved health and well-being" are:

*"To support and improve the leading of healthy lifestyles and wellbeing of adults and children and young people"*

- NI 8 Adult participation in Sport
- NI 56 Obesity among primary school age children in Year 6
- NI 112 Under 18 conception rate
- NI 123 16+ smoking rate prevalence

*"To improve the quality of life and independence of older people and those with long term illness"*

- NI 121 Mortality rate from all circulatory diseases under 75
- NI 133 Timeliness of social care packages
- NI 142 Number of vulnerable people who are supported to maintain independent living
- NI 146 Adults with learning disabilities in employment
- NI 150 Adults in contact with secondary mental health services in employment

Supplementary data sets providing additional information related to this theme block include:

- Redditch District Council Quality of Life Residents Survey 2008
- Floor target area profiles for health
- Health Acorn
- Life Expectancy
- Mortality Rates
- Infant Mortality
- Health Profile for Redditch (North West Public Health Observatory)
- Citizens Panel November 2008

## Section 6 overview

### 6.1 LAA Priority - *"To support and improve the leading of healthy lifestyles and wellbeing of adults and children and young people"*

- 6.1.1 NI 8 Adult participation in sport
- 6.1.2 Redditch Residents Quality of Life Survey 2008
- 6.1.3 NI 56 Obesity among primary school age children in Year 6
- 6.1.4 NI 112 Under 18 conception rate
- 6.1.5 NI 123 16+ smoking rate prevalence

### 6.2 LAA Priority – *"To improve the quality of life and independence of older people and those with long term illness"*

- 6.2.1 NI 121 Mortality rate from all circulatory diseases at ages under 75
- 6.2.2 NI 133 Timeliness of social care packages
- 6.2.3 NI 142 Number of vulnerable people who are supported to maintain independent living
- 6.2.4 NI 146 Adults with learning disabilities in employment
- 6.2.5 NI150 Adults in contact with secondary mental health services in employment

### 6.3 Additional Theme Block Data

- 6.3.1 Consumption of Fruit and Vegetables
- 6.3.2 Health Acorn 2008
- 6.3.3 Life Expectancy and Mortality Rates
- 6.3.4 Infant mortality
- 6.3.5 Binge Drinking
- 6.3.6 Health Profile for Redditch 2006 (Department of Health)
- 6.3.7 Citizens Panel November 2008

### 6.4 Section Summary

## **6.1 LAA Priority - *"To support and improve the leading of healthy lifestyles and wellbeing of adults and children and young people"***

### **6.1.1 NI 8 - Adult participation in sport**

This indicator is measured using the Active People Survey, and assesses the percentage of adults who participate in sport at least three days a week for 30 minutes.

The Worcestershire Baseline is set at 21.7% of adults participating in sport at least three times per week for 30 minutes (based on the 2005/06 survey). The target is to increase this proportion to 25.7% by 2010/11.

Participation rates for active recreation and sport are much higher amongst younger people than older people. Male participation rates are also higher than those of females. The Worcestershire rate is higher than both regional and national participation rates for the majority of the age categories, especially the younger age groups.

In Redditch in 2007/08, 19% of the population took part in exercise for 30 minutes three times per week. This is the lowest score across Worcestershire, and participation levels in Redditch are below the County and National averages of 21.5% and 21% respectively.

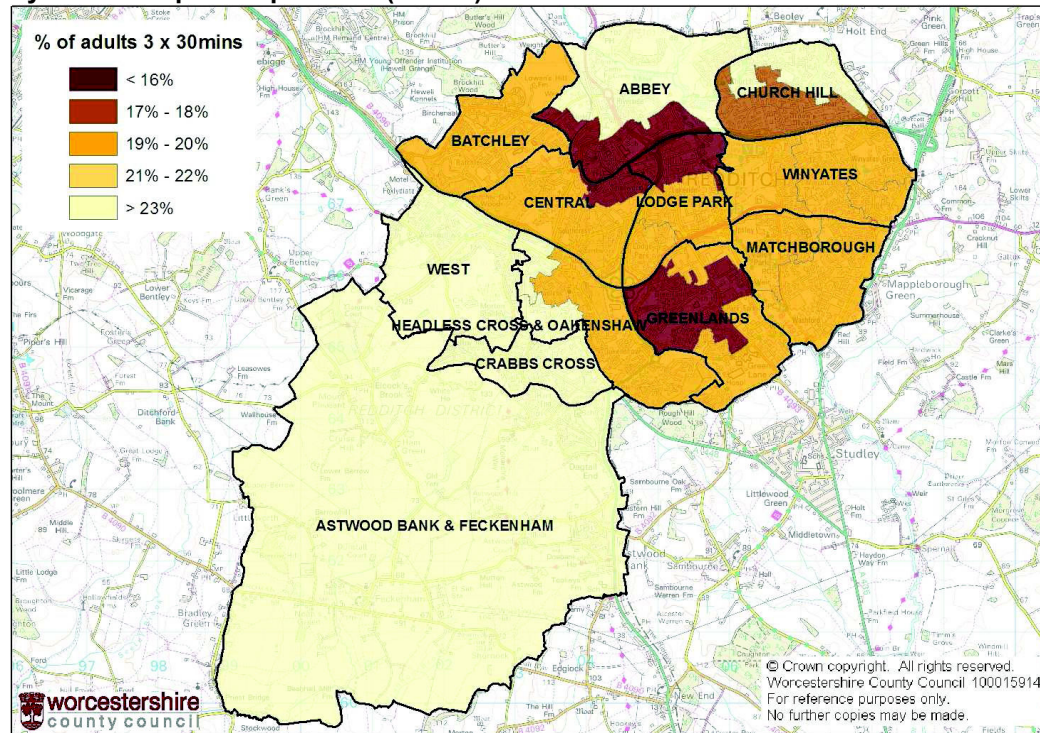
Participation in sport in Redditch is greatest amongst males, with 23.9% exercising for 30 minutes three times per week, compared to 14.2% of females. Almost a third (28.3%) of all people participating in sport to this level are aged between 16 and 34 years, and only 9% are aged 55 years or older<sup>28</sup>.

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<sup>28</sup> Active People Survey 2007/08, Redditch Summary

Data from the Active people survey 2005/06 (baseline year) can be mapped to identify areas where the greatest improvements are required. In parts of Greenlands, Abbey, Central and Lodge Park wards, less than 16% of adults participate in 30 minutes of exercise three times per week (Figure 6.1).

**Figure 6.1 Percentage of adults participating in 30 min of sport three times per week, by Middle Super Output Area (MSOA)**



Source: Active People Survey 2005/06

### 6.1.3 NI 56 Obesity among primary school age children in Year 6

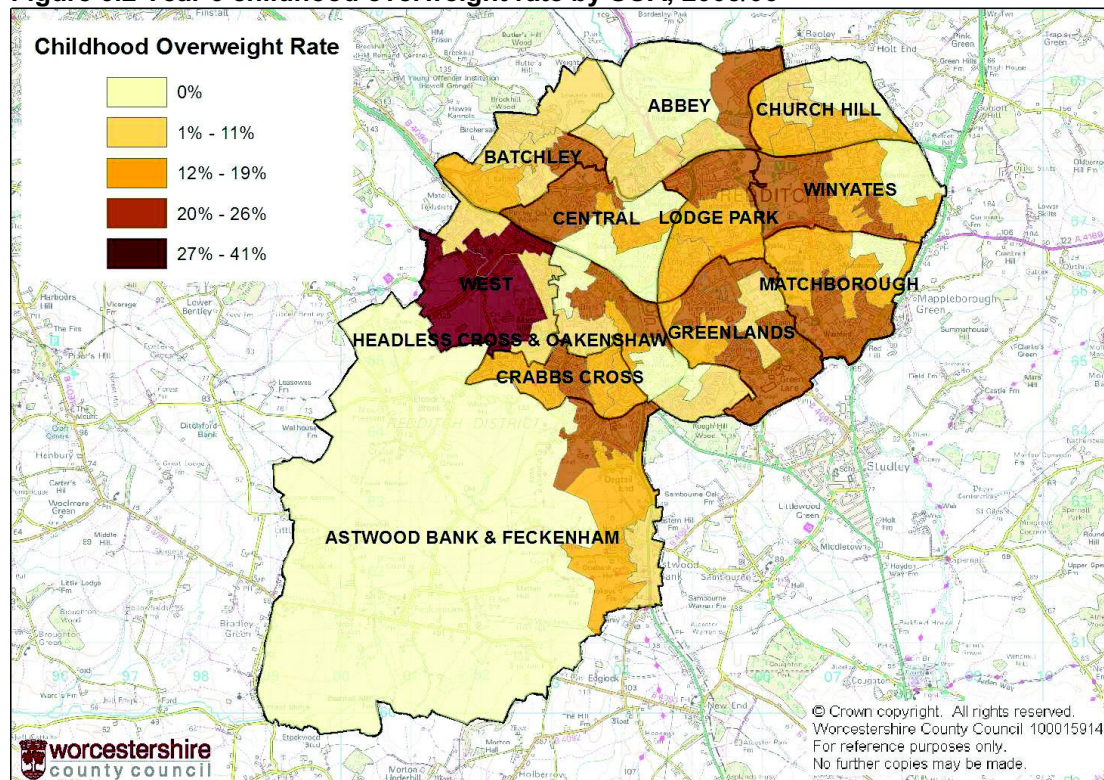
The 2006/07 Worcestershire baseline for national indicator 56 is that 15.2% of Year 6 age children are obese. The targets to reduce this are as follows:

- 2008/09 – 15.3%
- 2009/10 – 15.4%
- 2010/11 – 15.5%

Based on 2005/06 figures from the PCT, there are a number of areas in the Borough where between 20% and 26% of Year 6 children are overweight (Figure 6.2). These areas are distributed throughout the old part of the town and may correlate with housing estates.

However, in two SOAs in West ward, greater than a third of children in Year 6 are overweight. These SOAs are both around the Webheath area, including Crumpfields Lane.

**Figure 6.2 Year 6 childhood overweight rate by SOA, 2005/06**

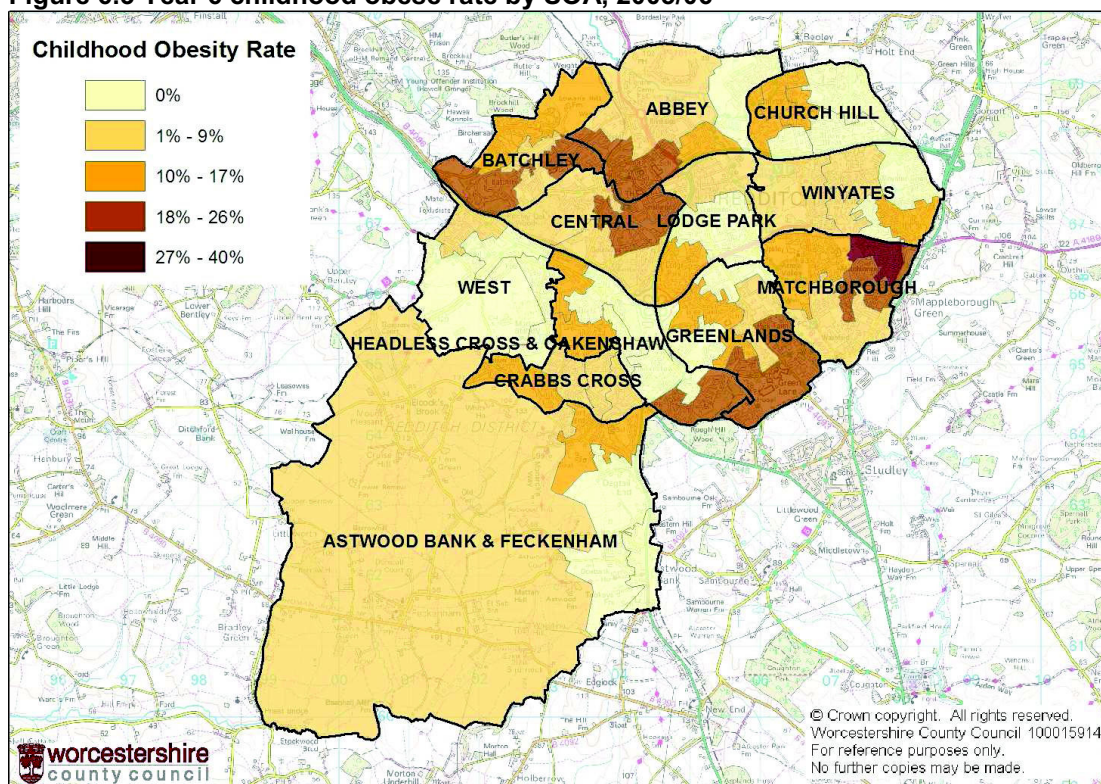


Source: Data provided by PCT

The areas with the greatest concentration of Year 6 children who are obese differs significantly from the areas where the greatest proportion of Year 6 children are overweight (Figure 6.3). West ward is the location of the greatest concentration of overweight children, but there are very low levels of obese children in this ward (0% in all but one SOA in the ward).

Lower levels of obesity are apparent across Redditch, but greatest concentrations are located in Matchborough ward, specifically around Millhill Road SOA where 40% of Year 6 children are obese. One of the adjacent SOAs, Matchborough First School has the second highest levels of obese Year 6 children, with 26% obese.

**Figure 6.3 Year 6 childhood obese rate by SOA, 2005/06**



Source: Data provided by PCT

Of Year 6 children, Redditch has a smaller proportion of overweight children (13.0%) compared to County (15.1%) and national averages (14.3%), but a greater proportion of children who are obese (19.3%) compared to County (15.2%) and national averages (18.3%) see Table 6.1.

**Table 6.1 Percentage of Year 6 children overweight or obese, 2007/08 data by LA of school**

LA District	% Not Overweight or Obese	% Overweight	% Obese
Redditch	67.70%	13.00%	19.30%
Worcestershire	69.69%	15.10%	15.21%
England	67.40%	14.30%	18.30%

Source: National Child Measurement Programme (NCMP)



The proportion of Reception age children who are not overweight or obese is in line with the County average, and is slightly better than the national average (Table 6.2). The proportion of Reception age children who are overweight in Redditch (14.9%) is lower than the County average (15.4%) but higher than the national average (13.0%). Conversely, the proportion of Reception age children who are obese in Redditch (8.6%) is higher than the County average (8.5%) but lower than the national average (9.6%).

**Table 6.2 Percentage of reception class children overweight or obese, 2007/08 data by LA of school**

LA District	% Not Overweight or Obese	% Overweight	% Obese
Redditch	74.44%	14.90%	8.60%
Worcestershire	74.44	15.40%	8.50%
England	77.40%	13.00%	9.60%

**Source: National Child Measurement Programme (NCMP)**

### 6.1.4 NI 112 Under 18 conception rate

The Worcestershire baseline for NI 112 is 35.1 conceptions under the age of 18 per 1,000 females aged 15-17 (based on 1999 data). The target reductions for the County are:

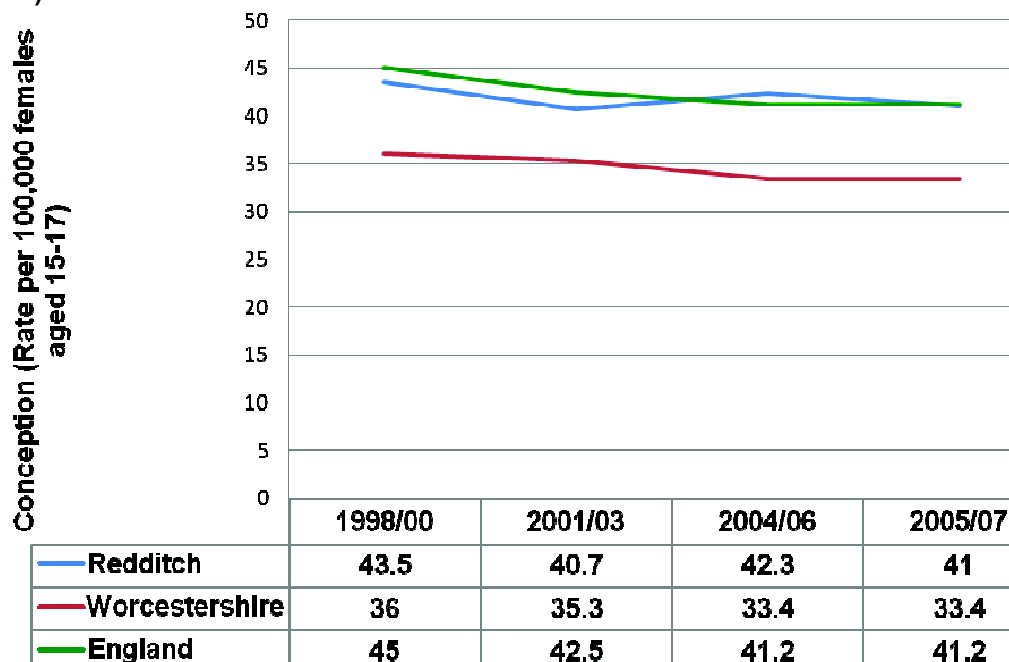
- 2008/09 – 29.4 (2008 data)
- 2009/10 – 26.1 (2009 data)

Teenage conception rates in Redditch are well above the County average, and have been for some time (Figure 6.4). Despite some fluctuations, no strong trend of increase or decrease can be noted for Redditch Borough. Using the most recent data (2005 to April 2007) the rate of under age conception in Redditch is more than 7% greater than the County average, and is slightly under the national average.

Since 1998/00, the rate of under 18 conceptions has declined in Redditch by 5.8%, which although positive, is not in line with the County reduction of 7.3% during the same time period.

Currently Redditch Borough has the second highest rate of under 18 conception rates in Worcestershire; following Worcester City (47.3 under 18 conceptions per 1,000 females aged 15-17).

**Figure 6.4 Conception rate of under 18 year olds (per 1,000 female population aged 15-17)**



Source: Office for National Statistics and the Teenage Pregnancy Unit

Based on the most current information available (data from 2004 up to April 2007)<sup>29</sup>, twelve wards across Worcestershire have been identified as hotspots for focus by the Teenage Pregnancy Unit (TPU) at Worcestershire County Council. Lodge Park and Greenlands wards are considered to be hotspot wards, due to high rates of

<sup>29</sup> Teenage Pregnancy Unit, Worcestershire County Council

under 18 conceptions. The rate of under 18 conception per 1,000 females aged 15-17 in Lodge Park is 62.79 and the rate for Greenlands ward is 62.66. These rates are considered significantly higher than other wards, and are much greater than the Borough average rates.

It is worth noting that this data counts the location of where a young parent lives after the birth of their child, not where they lived at the time of conception. Therefore, areas with a high level of social housing are likely to show an increased rate with young mothers being housed there after birth. With this in mind, ward hotspot data should be used only as an indication.

The TPU also identifies a number of schools as having catchment areas encompassing hotspot areas. These areas are defined based on the postcodes of pupils and therefore indicate areas of concern, and schools in those areas, rather than focussing specifically on the schools listed. Trinity High School and Church Hill Middle School are included in this list (Table 6.3).

In light of the recent update, three schools in Redditch have been added to the list, Kingsley College, Woodfield Middle School, and St. Bede's School. These areas have been identified as new areas of concern or focus in regards to teenage pregnancy.

Birchensale Middle School and Arrowvale High School have been removed from the list as they are no longer considered to be in hotspot areas.

**Table 6.3 Redditch schools identified as hotspots, TPU 2004-Q1 2007 data**

School	Status
Birchensale Middle	No longer hotspot
Arrowvale High	No longer hotspot
Trinity High	Still hotspot
Church Hill Middle	Still hotspot
Kingsley College	New hotspot
Woodfield Middle	New hotspot
St. Bede's	New hotspot

**Source: Teenage Pregnancy Unit, Worcestershire County Council**

### 6.1.5 NI 123 16+ smoking rate prevalence

Smoking is a major contributor to ill health, including coronary heart disease and cancer. PSA18 (Promoting better health and wellbeing for all) includes the national target to reduce adult smoking rates to 21% or less by 2010, with a reduction in prevalence among routine and manual groups to 26% or less. Reducing smoking prevalence is crucial to delivering reductions in health inequalities and to tackling health problems in poorer communities<sup>30</sup>.

The NI 123 indicator is measured in two ways by the Primary Care Trust (PCT), via the smoking prevalence rate and the rate of self-reported four-week smoking quitters per 100,000 population aged 16 or over. The Worcestershire baseline rate is set as

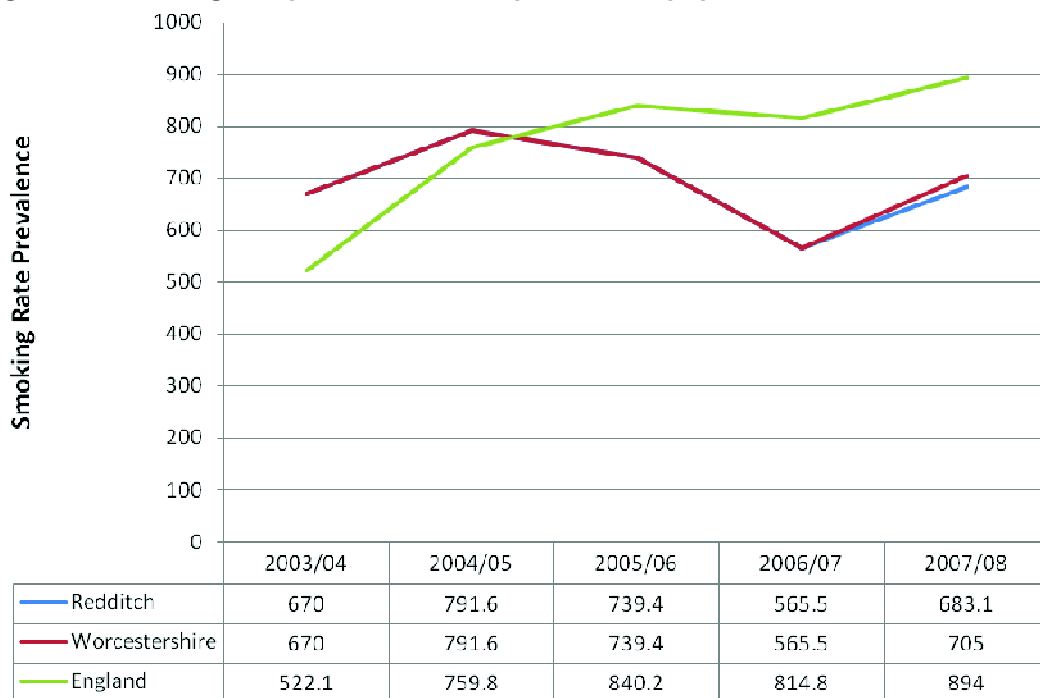
<sup>30</sup> Health of the Population Indicator, NHS Feedback as at Q1 2009/10. Department of Health

681 per 100,000 population aged 16 or over (three year average 2004/07). Improvement targets for the County are as follows:

- 2008/09 - 682
- 2009/10 - 682
- 2010/11 - 682

There has been a rise in the rate of people smoking in Redditch between 2006/07 and 2007/08, from 565.5 to 683.1 per 100,000 population (Figure 6.5). This is in line with the increase in numbers of people smoking across the County. The national average of people smoking is much higher than both the County and Borough average.

**Figure 6.5 Smoking rate prevalence – rate per 100,000 population**

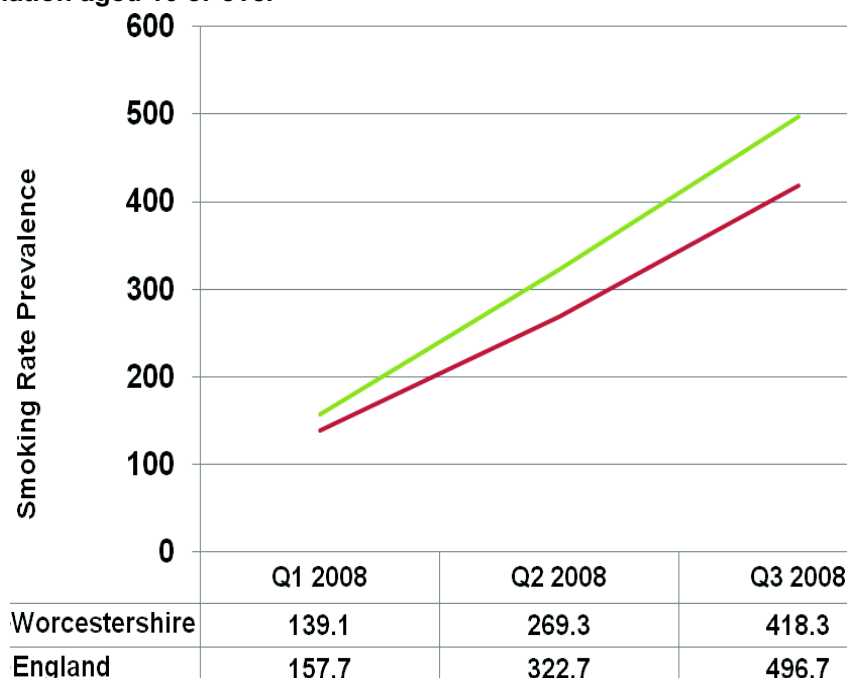


Source: FTI Area Profiles

Although there has been a rise in the number of smokers in Redditch and across the County, the rate of people quitting smoking is also increasing (Figure 6.6). Between quarter one of 2008 and quarter three 2008, the rate of people quitting (classes as people who have not smoked for four weeks, self reported) has increased from 139.1 to 418.3 per 100,000 population aged 16 and over.

NHS Worcestershire have implemented a number of new policies to encourage people to stop smoking. The Brief Interventions Programme offers training for Voluntary and Community Sector organisations, Local Authority Leisure Centres, and Youth Workers to provide advice and make referrals to assist people in quitting smoking. In some cases this training enables staff to offer aids to quitting smoking, such as nicotine replacement patches through vouchers. Additionally, an increase in tariffs paid in receipt of referrals have been increased to provide further incentive to ensure services to help people quit smoking are as accessible as possible.

**Figure 6.6 Rate of people quitting smoking (4 week self reported) per 100,000 population aged 16 or over**



Source: FTI Area Profiles

Redditch has the highest rate of adult smokers in the County, with 26.5% of adults smoking. Smoking prevalence has been estimated for each of the Middle Super Output Area (MSOAs) in the County. There are 85 MSOAs in Worcestershire, of which seventeen fall within the top 20% areas with the highest rates. These MSOAs have been identified as County hotspots by the Worcestershire Primary Care Trust and Worcestershire County Council.

Five of the seventeen hotspot MSOAs are in Redditch:

- MSOA E02006730 covering Greenlands – 37% adult smokers. Ranked as 4<sup>th</sup> highest rate of all MSOAs in the County
- MSOA E02006722 covering Church Hill – 35% adult smokers. Ranked as 6<sup>th</sup> highest rate of all MSOAs in the County
- MSOA E02006725 covering Winyates – 32.8% adult smokers. Ranked as 8<sup>th</sup> highest rate of all MSOAs in the County

- MSOA E02006723 covering Batchley – 30.9% adult smokers. Ranked as 10<sup>th</sup> highest rate of all MSOAs in the County
- MSOA E02006724 covering North Redditch area including Trinity High School, Abbeydale, Smallwood and St. Georges – 30.3% adult smokers. Ranked as 12<sup>th</sup> highest rate of all MSOAs in the County

## **6.2 LAA Priority – “To improve the quality of life and independence of older people and those with long term illness”**

### **6.2.1 NI 121 Mortality rate from all circulatory diseases at ages under 75**

The Worcestershire LAA baseline for NI 121 is set at 69.15 deaths from all circulatory diseases per 100,000 under the age of 75. The rates for reduction are as follows:

- 2008/09 – 66.73
- 2009/10 – 64.34
- 2010/11 – 62.03

The latest performance figures using the three year average from 2005-2007 indicates a Worcestershire rate of 69.21 deaths per 100,000 from circulatory diseases under age 75, which is slightly off the 2008/09 target of 66.73.

For the same time period, the rate in Redditch Borough was 79.60. This rate is much higher than the County average, and is the second highest rate across Worcestershire following Worcester City (85.20).

### **6.2.2 NI 133 Timeliness of social care packages**

This indicator is linked to acceptable waiting times for delivery of care packages. It is measured by the percentage of new clients over the age of 65, for whom the time from assessment to provision of the care package is less than or equal to 4 weeks.

In Worcestershire, the baseline based on 2007/08 is set at 85%, with targets for improvement as follows:

- 2008/09 – 87%
- 2009/10 – 89%
- 2010/11 – 92%

No data is available at a district level.

### **6.2.3 NI 142 Number of vulnerable people who are supported to maintain independent living**

This indicator is a measure of the proportion of people who are supported to establish and maintain independent living. The Worcestershire baseline is 97.52%, with targets for improvement as follows:

- 2008/09 – 98.01%
- 2009/10 – 98.01%
- 2010/11 – 98.02%

No data is available at a district level.

### **6.2.4 NI 146 Adults with learning disabilities in employment**

This national indicator has been converted to a local target (LI 6) due to a lack of national data. Therefore target setting on this indicator has been deferred.

The Worcestershire baseline is 3.1% (2008/09) with targets for improvement as follows:

- 2009/10 – 4.8%
- 2010/11 – 6.3%

No data is available at a district level.

### **6.2.5 NI150 Adults in contact with secondary mental health services in employment**

This national indicator has been converted to a local target (LI 7) due to a lack of national data. Therefore target setting on this indicator has been deferred.

The Worcestershire baseline is 539 (2008/09) with targets for improvement as follows:

- 2009/10: +5%
- 2010/11: +5%

No data is available at a district level.

## 6.3 Additional Theme Block Data

### 6.3.1 Consumption of Fruit and Vegetables

Just under a quarter of adults in Redditch eat five portions of fruit and vegetables per day<sup>31</sup>.

### 6.3.2 Health Acorn 2009

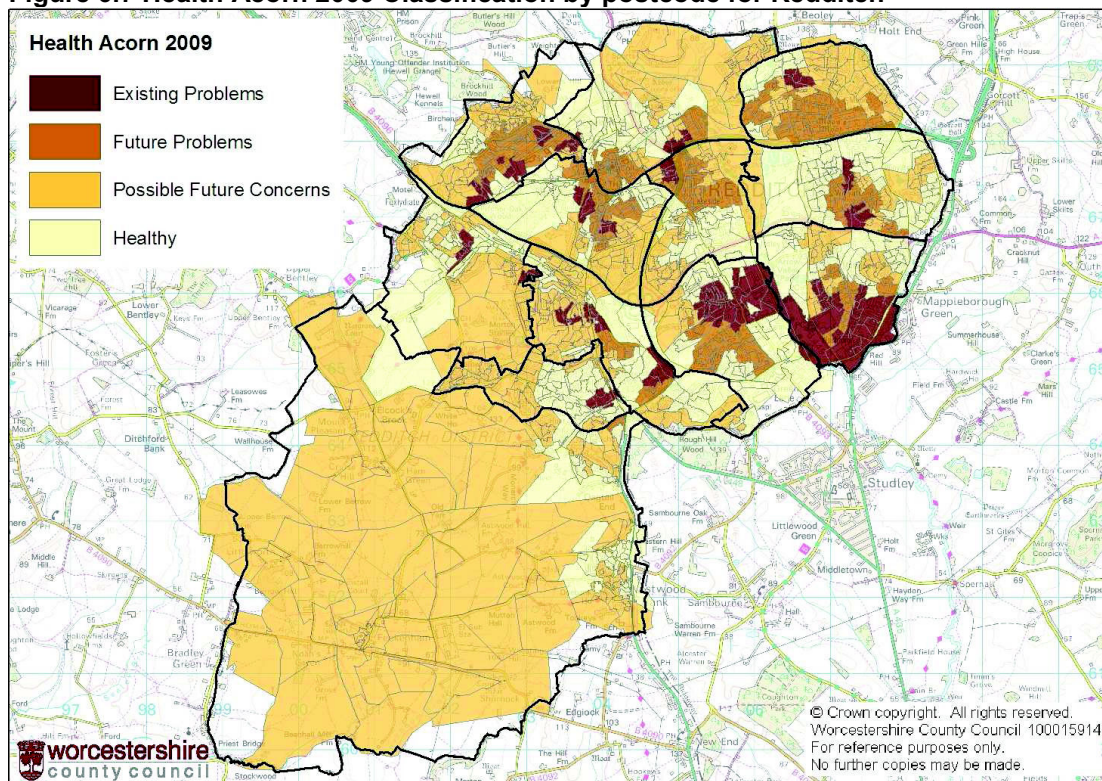
Classifications provide a geo-demographic breakdown of postcodes to help understand the existing and future health issues in neighbourhoods. Every postcode in the Borough has been categorised in terms of its health status which can be mapped to identify key areas (Figure 6.7).

A total of 168 postcodes were categorised as having 'existing health problems'. Of these 20% are in Matchborough ward, and 20% are in Greenlands ward.

A total of 85% of the postcodes in Matchborough ward categorised as having 'existing health problems' fall within the Washford SOA. Similarly, 52% of the postcodes in Greenlands ward categorised as having 'existing health problems' fall within the Greenlands SOA.

Postcodes categorised as having 'existing health problems' are also distributed in every ward across the Borough with the exception of Astwood Bank and Feckenham.

**Figure 6.7 Health Acorn 2009 Classification by postcode for Redditch**



Source: Health Acorn

<sup>31</sup> Health Profile for Redditch from the Department for Health

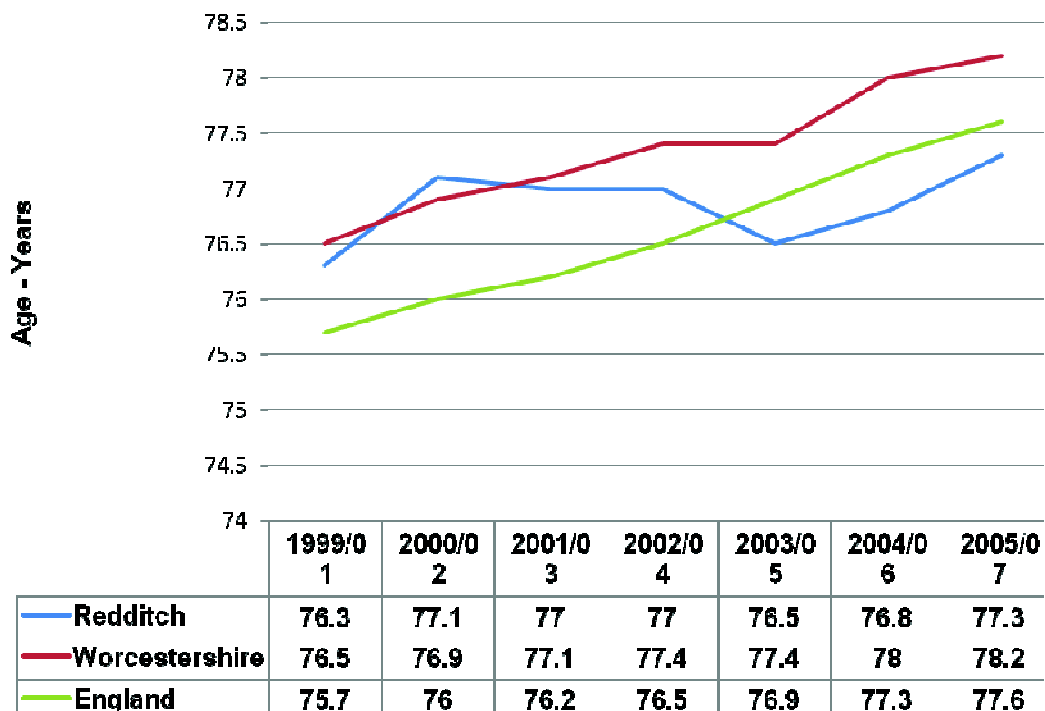


### 6.3.3 Life Expectancy and Mortality Rates

Life expectancy and mortality rates are unavailable at a sub-district level, but can be used to further identify any possible health concerns affecting the Borough as a whole.

Male life expectancy has been consistently increasing since a low point of 76.5 years in 2003/05 (Figure 6.8). Since 2003/05, males in Redditch have had a shorter life expectancy than the County and national averages. The most recent data indicates that the average male life expectancy in Redditch is 77.3 years in 2005/07.

**Figure 6.8 Male life expectancy**



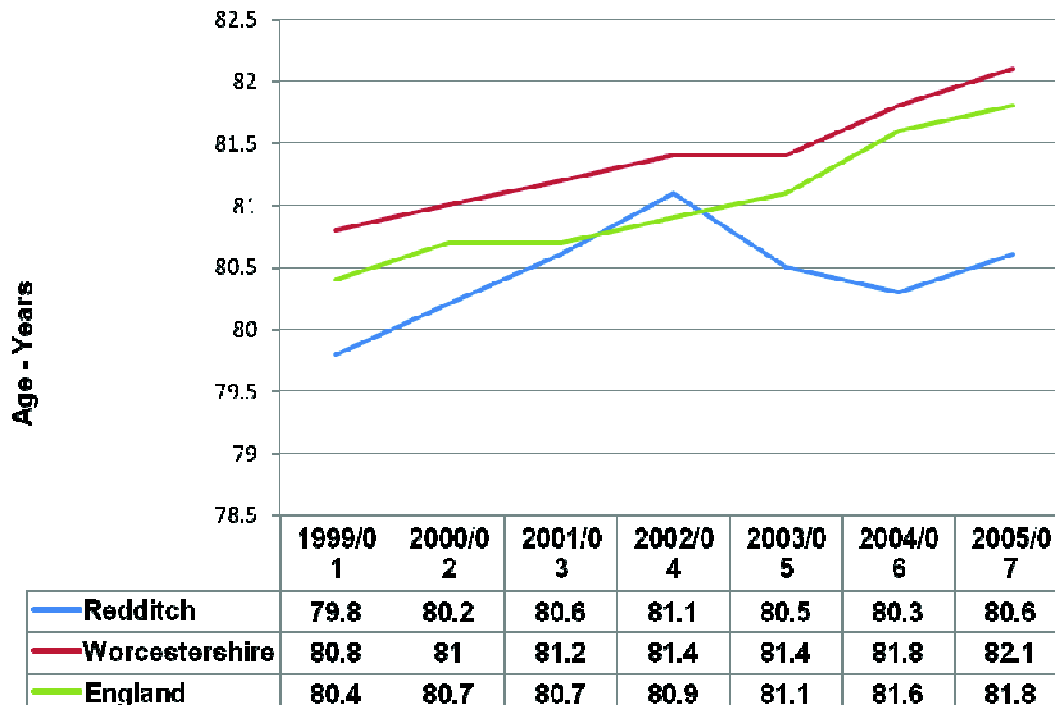
Source: FTI Area Profiles

Female life expectancy in Redditch Borough is currently almost two years shorter than the County average, and is also shorter than the national average (Figure 6.9). The latest data indicates female life expectancy was around 80.6 years. This is well below the County and National averages, but on a positive note, there is some evidence that the position has now stabilised and the gap maybe beginning to close.

However, although the numbers are small, infant mortality amongst under 1's is notably affecting the overall life expectancy figure for females. If this was more in line with the county average, the average female life expectancy in the Borough would increase by about a year to about 81.5 years<sup>32</sup>.

Key actions with outcomes for 2009-10 around Pre-Conception Care include the Care Planning Partnership undertaking a review of pre-conception services and pathways to enhance standards of pre-conceptual care addressing obesity, diabetes, substance misuse & epilepsy. The outcomes will be a reduction in low birth weight babies & perinatal mortality rates and an increase in normal births along with reduced admissions to neonatal units.

**Figure 6.9 Female life expectancy**



Source: FTI Area Profiles

Men from the least deprived areas can expect to live 8 years longer than those in the more deprived areas, whilst women living in the least deprived areas can expect to live 6.4 years longer than women living in the most deprived areas<sup>33</sup>.

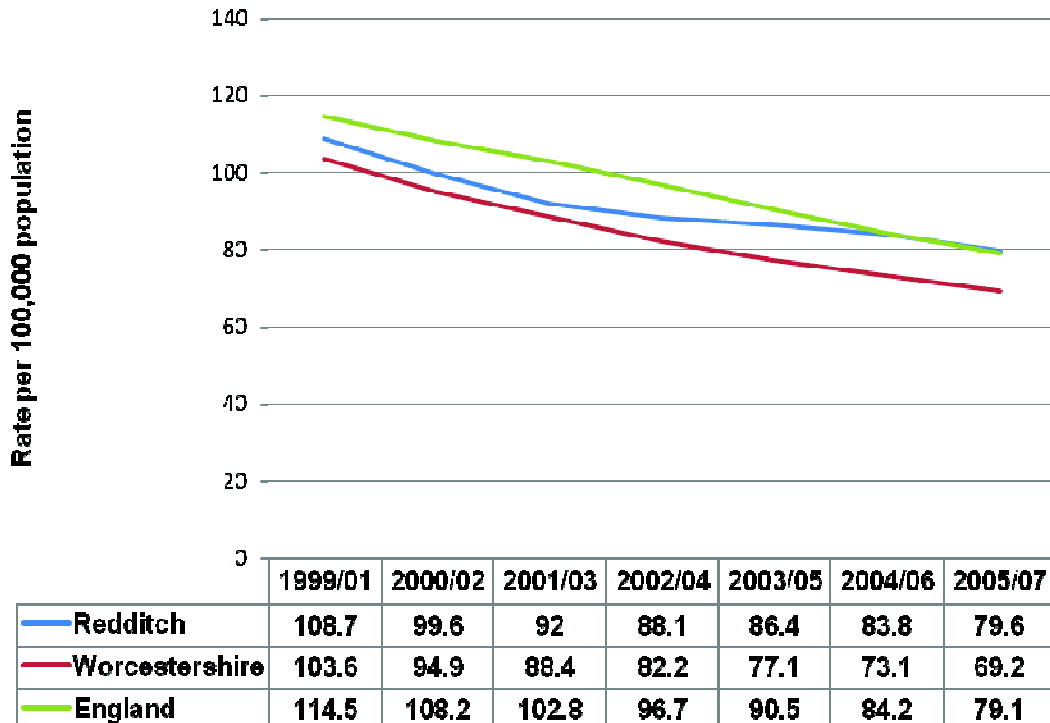
<sup>32</sup> Redditch Inequalities Profile. September 2009. Research and Intelligence Unit, Worcestershire County Council

<sup>33</sup> Health Profile for Redditch 2009, APHO and Department of Health, [www.healthprofiles.info](http://www.healthprofiles.info)

Mortality rates from circulatory diseases in Redditch have been declining in line with County and National trends up until 2002/04 (Figure 6.10). However since this time, decline in rates in Redditch have slowed, and most recent date (2005/07) indicates that the mortality from circulatory disease rate in Redditch (79.6 per 100,000 population) is now higher than both County (69.2) and national (79.1) averages.

Early death rates from heart disease and stroke and from cancer have fallen and remain close to the England average rates which have also fallen<sup>34</sup>.

**Figure 6.10 Mortality rate – Circulatory diseases**

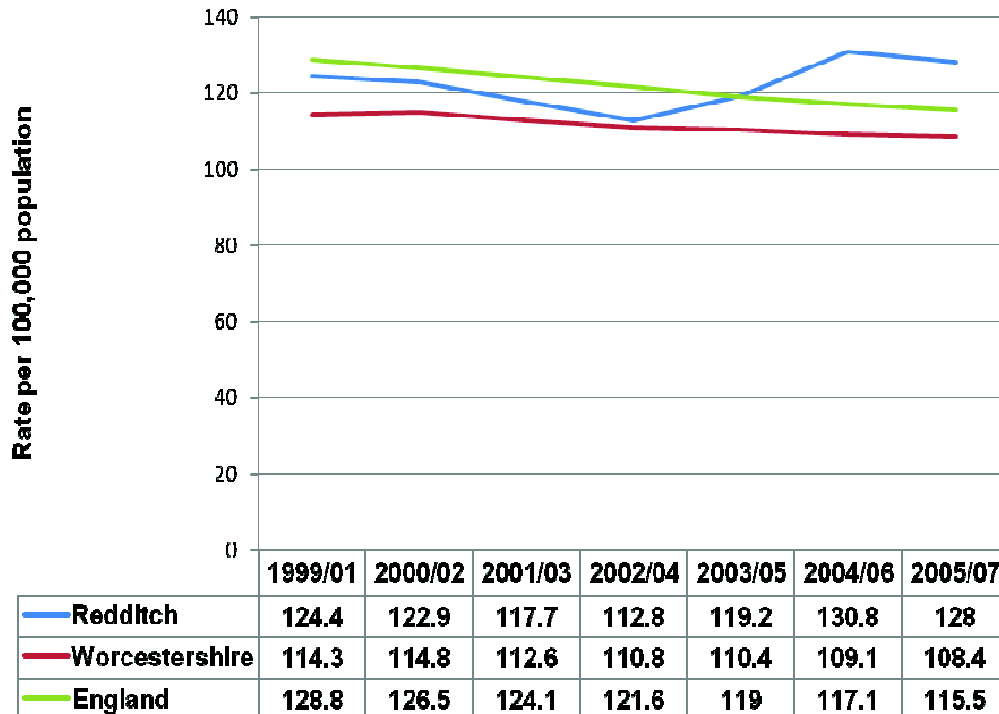


Source: FTI Area Profiles

<sup>34</sup> Health Profile for Redditch 2009, APHO and Department of Health, [www.healthprofiles.info](http://www.healthprofiles.info)

Mortality rates related to cancer diseases are higher in Redditch than both County and national levels, and have been since 2003/05 (Figure 6.11). Although there has been a slight decrease in rate from 130.8 to 128 between 2004/06 and 2005/07 (the latest figures), the overall trend has been an increasing rate since 2002/04 when it was at its lowest rate of 112.8 per 100,000 population.

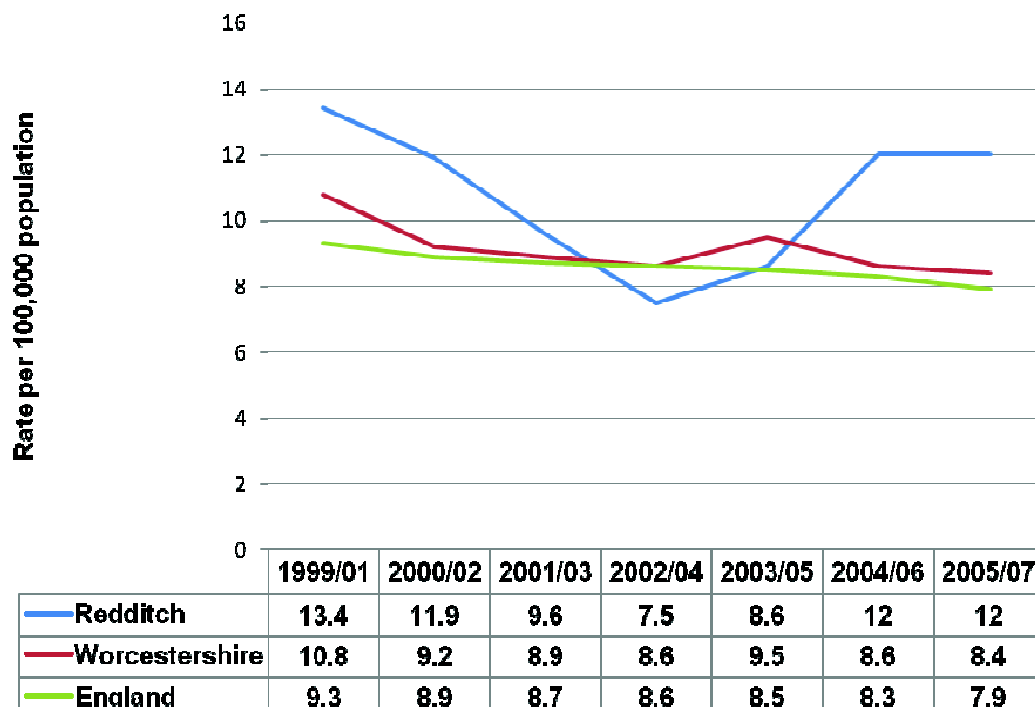
**Figure 6.11 Mortality rate – Cancer diseases**



Source: FTI Area Profiles

Suicide rates in Redditch are currently much higher than both County and national levels, with the most recent rate in Redditch (2005/07) more than 1.5 times the national rate (Figure 6.12).

**Figure 6.12 Mortality rate - suicide**



Source: FTI Area Profiles

### 6.3.4 Infant mortality

The level of infant mortality can be seen as a major indicator of the health of an area. In Redditch, although the numbers are small, the infant death rate is higher than both regional and national averages. In fact, Redditch has one of the highest rates across the country, with a rate of 9.1 deaths per 1,000 persons under the age of one year (based on data between 2005 and 2007). The highest rate across the rest of the country is 9.6, and the England average is 4.9<sup>35</sup>.

Whilst this is very significant, the numbers involved are relatively small. For the latest three years data is available there were a total of 30 infant deaths in the borough. BNHS Worcestershire has looked at this data by hospital and the results for the Alexandra Hospital in Redditch are not out of line with the regional and national averages<sup>36</sup>.

Findings from a report on geographical trends in infant mortality across England and Wales published in Health Statistics Quarterly<sup>37</sup> strongly suggest that within all Government Office Regions and local authority types a strong relationship exists

<sup>35</sup> Health Profile for Redditch 2009, APHO and Department of Health, [www.healthprofiles.info](http://www.healthprofiles.info)

<sup>36</sup> Redditch Inequalities Profile. September 2009. Research and Intelligence Unit, Worcestershire County Council

<sup>37</sup> Geographical trends in infant mortality: England and Wales, 1970–2006. Danny Dorling, Ian Gregory, Paul Norman Health Statistics Quarterly, vol winter 2008, no 40, pp 18-29. ISSN: 1465-1645

between ward level deprivation and infant mortality rates, with highest rates in the most deprived areas.

As the numbers are small, the past couple of years may represent a random fluctuation. However, it may be the case that infant mortality in Redditch is affected by lifestyle issues of the parent, or particular factors linked to the ethnicity of the mother. Further analysis is on-going considering this in more detail.

### 6.3.5 Binge Drinking

The North West Public Health Observatory (NWPHO) has estimated numbers of hazardous, harmful and binge drinkers for every local authority in England<sup>38</sup>

Estimates are based on self-reported consumption from the Health Survey for England, Hospital Episodes Statistics, mortality data and mid-2005 population estimates. It should be noted that these estimates probably understate the extent of problem drinking because they are partly based on self-report (i.e. through the Health Survey for England).

The proportion of binge drinking in Redditch (18.1%) is second highest following Worcester City (18.2%), and at a joint level with Wyre Forest, although the actual numbers of binge drinking are higher in Wyre Forest (Table 6.4).

Redditch has the fourth highest rate of hazardous drinking across the County, and the third highest rate of harmful drinking across the County.

**Table 6.4 - NWPHO synthetic estimates of hazardous, harmful and binge drinking in adults**

Local Authority	Binge Drinking		Hazardous Drinking		Harmful Drinking	
	%	number	%	number	%	Number
<b>Redditch</b>	<b>18.1</b>	<b>11,436</b>	<b>19.3</b>	<b>12,222</b>	<b>4.7</b>	<b>2,973</b>
Malvern Hills	17.3	10,524	19.0	11,667	3.9	2,413
Bromsgrove	17.2	12,642	20.4	15,092	3.7	2,752
Worcester	18.2	13,723	20.6	15,669	5.0	3,828
Wychavon	17.4	16,501	19.6	18,713	3.9	3,702
Wyre Forest	18.1	14,559	19.2	15,533	4.8	3,856
<b>Worcestershire Totals</b>		<b>79,385</b>		<b>88,896</b>		<b>19,524</b>

Source: NWPHO

Based on the Schools Health and Education Unit (SHEU) lifestyle survey of secondary schools in 2007, Year 8 and Year 10 pupils in Worcestershire were much more likely to have drunk alcohol in the past week than the corresponding age groups in the rest of England<sup>39</sup>.

<sup>38</sup> The North West Public Health Observatory (NWPHO), Local Alcohol Profiles for England, <http://www.nwph.net/alcohol/lape/regions.htm>

<sup>39</sup> Young People in Worcestershire, 2007. Produced by the Schools Health Education Unit (SHEU) and Worcestershire County Council. <http://www.sheu.org.uk/>

### 6.3.6 Health Profile for Redditch 2009 (Department of Health)

According to the latest Health Profile for Redditch<sup>40</sup>, the Borough is performing significantly better than the England average for the following indicators:

- Children in poverty
- Smoking in pregnancy
- Physically active children
- Children's tooth decay (at age five), Redditch has a rate less than the England average
- Incapacity benefits for mental illness
- Drug misuse
- People diagnosed with diabetes
- New cases of tuberculosis
- Road injuries and deaths

The health profile also highlights indicators where Redditch is performing significantly worse than the England averages:

- Deprivation
- Statutory homelessness
- GCSE achieved (five A\* to C grades including English and Maths)
- Obese adults
- Over 65s 'not in good health'
- Hospital stays for alcohol related harm
- Life expectancy female
- Infant deaths, Redditch has one of the worst rates in the Country

In terms of specific alcohol indicators, Alcohol Profiles from the North West Public Health Observatory<sup>41</sup> indicate that Redditch is performing significantly better than England in the following indicators:

- Claimants of incapacity benefits in people of working age
- Employees in bars - % of all employees

Additionally, the Alcohol Profiles highlight indicators where Redditch is performing significantly worse than the England averages:

- Alcohol specific hospital admissions in under 18 year olds
- Alcohol attributable hospital admissions in males
- Alcohol attributable hospital admissions in females

<sup>40</sup> Health Profile for Redditch 2009, APHO and Department of Health, [www.healthprofiles.info](http://www.healthprofiles.info)

<sup>41</sup> The North West Public Health Observatory (NWPHO), Local Alcohol Profiles for England, <http://www.nwph.net/alcohol/lape/regions.htm>

### 6.3.7 Citizens Panel November 2008

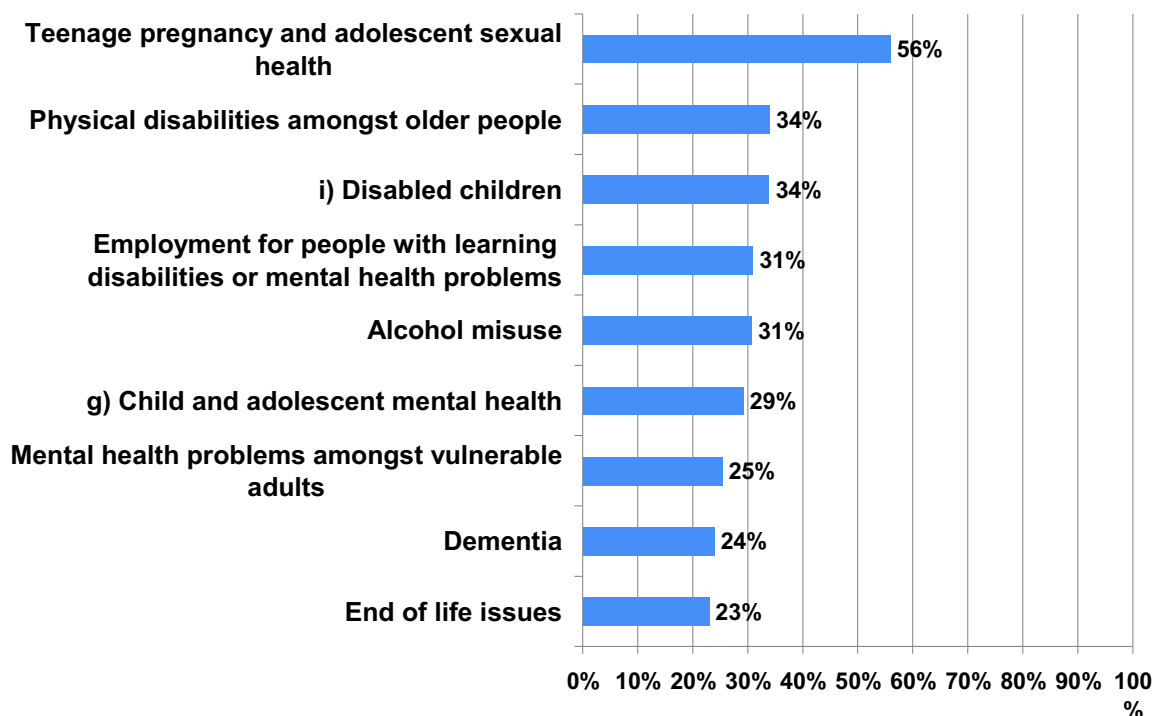
The Citizens Panel of November 2008 received just over 1,000 responses for Worcestershire. From November 2009 onwards, a county-wide Citizens Panel will be established, with target response level of 1,000 people per District which will enable ward level analysis.

A total of 122 Redditch residents filled in the 2008 Citizens Panel survey. Respondents were invited to select up to three Health and Wellbeing factors which they consider to be the most important for the County Council and the Primary Care Trust to address (Figure 6.13). Note, not all respondents may have answered this particular question.

The majority (56%) of respondents selected teenage pregnancy and adolescent sexual health as one of the three factors they would most like to see addressed around improving Health and Wellbeing through the County Council and PCT.

Physical disabilities amongst older people, and disabled children were also two issues which around a third of respondents felt they would like to see addressed around improving health and wellbeing through the County Council and PCT.

**Figure 6.13 Question 22: Which three of the following Health and Wellbeing issues do you consider to be the most important for the County Council and PCT to address?**



Source: Citizen Panel, November 2008



## 6.4 Section Summary

- In Redditch in 2007/08, 19% of the population took part in exercise for 30 minutes three times per week. This is the lowest score across Worcestershire, and participation levels in Redditch are below the County and National averages of 21.5% and 21% respectively.
- Participation in sport in Redditch is greatest amongst males, with 23.9% exercising for 30 minutes three times per week, compared to 14.2% of females. Almost a third (28.3%) of all people participating in sport to this level are aged between 16 and 34 years, and only 9% are aged 55 years or older<sup>42</sup>.
- In parts of Greenlands, Abbey, Central and Lodge Park wards, less than 16% of adults participate in 30 minutes of exercise three times per week.
- Greater than a third of children in Year 6 are overweight in two SOAs in West ward. These are both around the Webheath area including Crumpfields Lane.
- Levels of childhood obesity are lower across Redditch, but are concentrated in Matchborough ward, specifically around Millhill Road where 40% of Year 6 children are obese.
- Of Year 6 children, Redditch has a smaller proportion of overweight children compared to County and national averages, but a greater proportion of children who are obese compared to County and national averages.
- Twelve wards across Worcestershire have been identified as hotspots for focus by the Teenage Pregnancy Unit (TPU) at Worcestershire County Council. Of these wards, two are in Redditch Borough, Lodge Park and Greenlands wards due to high numbers of under 18 conceptions.
- Using the most recent data (2005 to April 2007) the rate of under age conception in Redditch is more than 7% greater than the County average, and is slightly under the national average. Since 1998/00, the rate of under 18 conceptions has declined in Redditch by 5.8%, which although positive, is not in line with the County reduction of 7.3% during the same time period.
- There has been a rise in the rate of people smoking in Redditch between 2006/07 and 2007/08, from 565.5 to 683.1 per 100,000 population. This is in line with the increase in numbers of people smoking across the County. There has also been an increase in the number of people quitting smoking in Redditch and at County level.
- Performance around NI 121 (Mortality rate from all circulatory diseases at ages under 75) using three year average from 2005-2007 indicates a Worcestershire rate of 69.21 deaths from circulatory diseases per 100,000 under age 75, which is slightly off the 2008/09 target of 66.73. For the same time period, the rate in Redditch Borough was 79.60. This rate is much higher than the County average, and is the second highest rate of all the Districts with the exception of Worcester City.
- A total of 168 postcodes were categorised as having 'existing health problems'. A total of 20% of these are in Matchborough ward, the majority (85%) of which are in Washford SOA, and 20% of these are in Greenlands ward, the majority (52%) of which are in Greenlands SOA. The only ward with no postcodes categorised as having 'existing health problems'.
- There has been a rise in the rate of people smoking in Redditch between 2006/07 and 2007/08, from 565.5 to 683.1 per 100,000 population. This is in line with the increase in numbers of people smoking across the County.
- Although there has been a rise in the number of smokers in Redditch and across the County, the rate of people quitting smoking is also increasing.

<sup>42</sup> Active People Survey 2007/08, Redditch Summary

- Smoking prevalence hotspot areas have been identified for the County. Five of the 17 MSOAs with the highest smoking prevalence rates are in Redditch. The areas with the highest smoking prevalence in Redditch are Greenlands and Church Hill.
- Mortality from circulatory disease rates in Redditch (79.6 per 100,000 population) is now higher than both County (69.2) and national (79.1) averages.
- Mortality rates related to cancer diseases are higher in Redditch than both County and national levels, and have been since 2003/05
- Suicide rates in Redditch are currently much higher than both County and national levels, with the most recent rate in Redditch (2005/07) more than 1.5 times the national rate
- The proportion of binge drinking in Redditch (18.1%) is second highest following Worcester City (18.2%), and at a joint level with Wyre Forest, although the actual numbers of binge drinking are higher in Wyre Forest.
- The proportion of binge drinking in Redditch (18.1%) is second highest following Worcester City (18.2%), and at a joint level with Wyre Forest.
- Redditch has the fourth highest rate of hazardous drinking across the County, and the third highest rate of harmful drinking across the County.
- When surveyed in the Citizen Panel 2008, the majority (56%) of respondents selected teenage pregnancy and adolescent sexual health as one of the three factors they would most like to see addressed around improving Health and Wellbeing through the County Council and PCT. Physical disabilities amongst older people, and disabled children were also two issues which around a third of respondents felt they would like to see addressed around improving health and wellbeing through the County Council and PCT.

## 7. Meeting the needs of children and young people

The priorities, National Indicators (NI) and Local Indicators (LI) for the LAA Theme Block "meeting the needs of children and young people" are:

*"To ensure all children and young people have the opportunity to participate in positive activities"*

- NI 54 Services for disabled children
- NI 110 Young people's participation in positive activities
- LI 2 Children who have experienced bullying

Supplementary data sets providing additional information related to this theme block include:

- Department for Children and Families School Performance Tables
- Average point score for pupils at key stages 2, 3 and 4
- School Absence Data
- Floor target area profiles for education

## **Section 7 overview**

### **7.1 LAA Priority – “To ensure all children and young people have the opportunity to participate in positive activities”**

7.1.1 NI 54 Services for disabled children – average number of disabled children accessing short breaks

7.1.2 NI 110 Young people’s participation in positive activities

7.1.3 LI 2 Children who have experienced bullying

### **7.2 Additional Theme Block Data**

7.2.1 School Performance Key Stage 2

7.2.2 School Performance Key Stage 3

7.2.3 School Performance Key Stage 4 (GCSE)

7.2.4 School Absence Data 2008

### **7.3 Section Summary**

## **7.1 LAA Priority – “To ensure all children and young people have the opportunity to participate in positive activities”**

### **7.1.1 NI 54 Services for disabled children – average number of disabled children accessing short breaks**

This national indicator has been converted to a local target (LI 5) due to a lack of national data. Target setting on this indicator has therefore been deferred.

The Worcestershire baseline for 2008/09 is set at 233 disabled children accessing short breaks. The targets are to increase this number as follows:

- 2009/10 – 280
- 2010/11 – 500

No data is available at a District level.

### **7.1.2 NI 110 Young people’s participation in positive activities**

The Worcestershire baseline for NI 110 is set at 72.2% of young people participating in positive activities. The targets for improvement are as follows:

- 2009/10 – 77.8%
- 2010/11 – 83.3%

No data is available at a District level.

### **7.1.3 LI 2 Children who have experienced bullying**

The Worcestershire baseline for LI 2 is set at 35% of children who state they have experienced bullying based on the TellUs2 Survey. Targets have been set to reduce this figure as follows:

- 2009/10 – improvement of 1% (34%)
- 2010/11 – improvement of 2% (33%)

The sample size of the TellUs2 survey is not sufficient for meaningful data to be provided at a district level.

Although district level data is currently unavailable for the national indicators in this section, the following data sets will help to identify areas where the needs of children and young people are greatest.

## 7.2 Additional Theme Block Data

### 7.2.1 School Performance Key Stage 2

For full School Performance Tables, see Appendix 1.

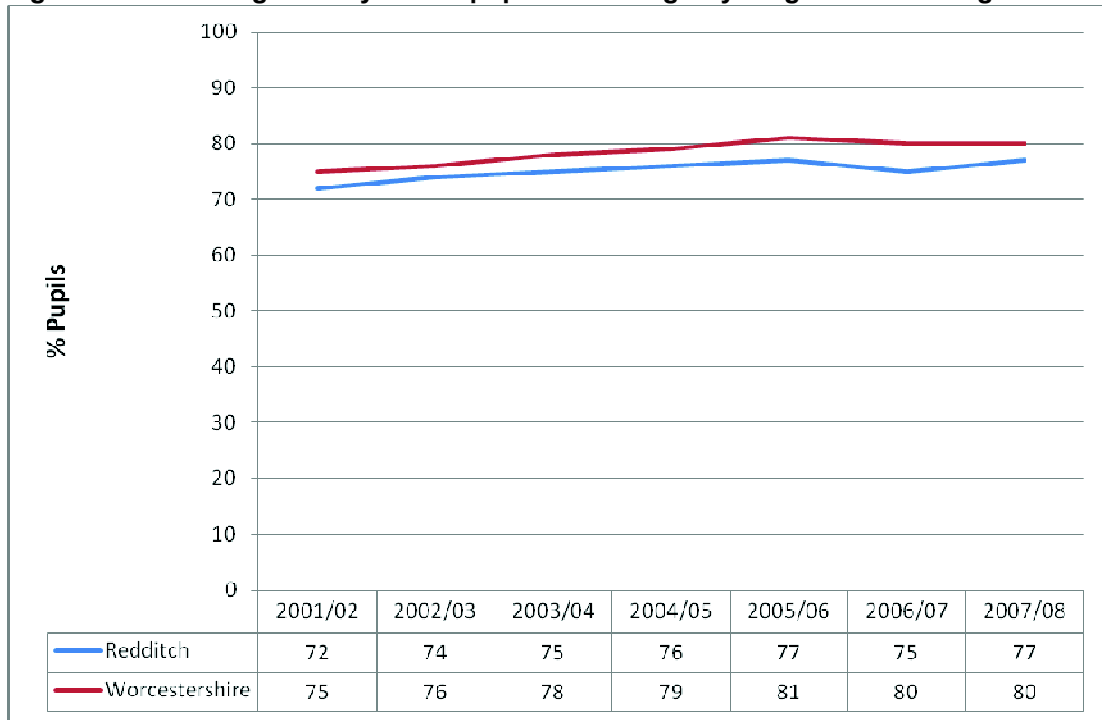
- The best performing school in the Borough at Key Stage 2 in English during 2008, was St. Bede's Catholic Middle School (90% pupils achieving Level 4 or above in English at Key Stage 2). The worst performing school was Church Hill Middle School (60% pupils achieving level 4 or above in English at Key Stage 2).
- The best performing school in the Borough at Key Stage 2 in Maths during 2008, was Ridgeway Middle School (79% pupils achieving Level 4 or above in Maths at Key Stage 2). The worst performing school was both Ipsley CofE Middle School and Walkwood CofE Middle School (73% pupils achieving Level 4 or above in English at Key Stage 2 at both schools).
- The best performing school in the Borough at Key Stage 2 in Science during 2008, was Woodfield Middle School (97% pupils achieving level 4 or above in Science at Key Stage 2). The worst performing school was Church Hill Middle School (73% pupils achieving Level 4 or above in English at Key Stage 2).
- The percentage of pupils achieving Level 4 or above was generally highest in the subject of Science, and lowest in the subject of Maths.

Table A8 of Appendix 1 details the percentage of pupils achieving Level 4 or above at Key Stage 2 by ward, in English, Maths and Science in 2008. Different wards scored better than others in various subjects. Key points are as follows:

- The best performing ward in English was Lodge Park ward (78% pupils achieving Level 4 or above in English at Key Stage 2). The worst performing ward in English was Greenlands ward (50% pupils achieving Level 4 or above in English at Key Stage 2).
- The best performing ward in Maths was Headless Cross and Oakenshaw ward (76% pupils achieving Level 4 or above in Maths at Key Stage 2). The worst performing ward in Maths was Church Hill ward (59% pupils achieving Level 4 or above in Maths at Key Stage 2).
- The best performing ward in Science was Lodge Park and Astwood Bank and Feckenham wards (92% pupils in both wards were achieving Level 4 or above in Science at Key Stage 2). The worst performing ward in Science was Matchborough ward (33% pupils achieving Level 4 or above in Science at Key Stage 2).

The percentage of pupils achieving Key Stage 2 Level 4 in English has been steadily increasing in Redditch but is still 3% lower than the County average (Figure 7.1).

**Figure 7.1 Percentage of 11 year old pupils achieving Key Stage 2 Level 4 English**



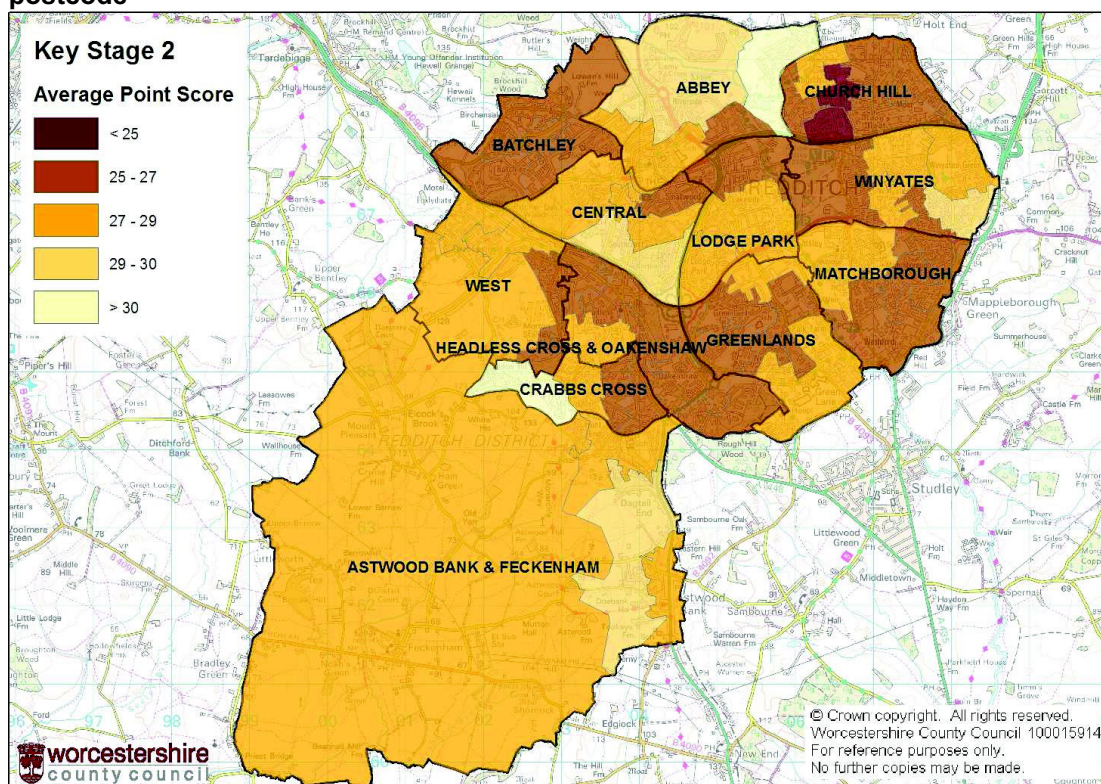
Source: FTI Area Profiles

Throughout Redditch, only two SOAs have an average point score of less than 25 for pupils at Key Stage 2, based on pupil home postcodes (Figure 7.2). Both of these SOAs are in Church Hill ward, near the YMCA and surrounding area (point score of 24.5), and also around the Moon's Moat First School area (point score of 24.7).

The highest scoring pupils, on average live in the Paper Mill Hill area of Abbey ward (point score of 30.8), and the Walkwood area of Crabbs Cross ward (point score of 30.2). These are the only two SOAs in Redditch with average point scores of greater than 30.

It is important to note that the number of Key Stage 2 pupils living in each SOA may vary, which may result in skewed figures.

**Figure 7.2 Average point score for pupils at Key Stage 2, by SOA based on home postcode**



Source: Department for Children, Schools, and Families. Average point score for pupils at Key Stage 2, September 2006 to August 2007. <http://www.dcsf.gov.uk/>



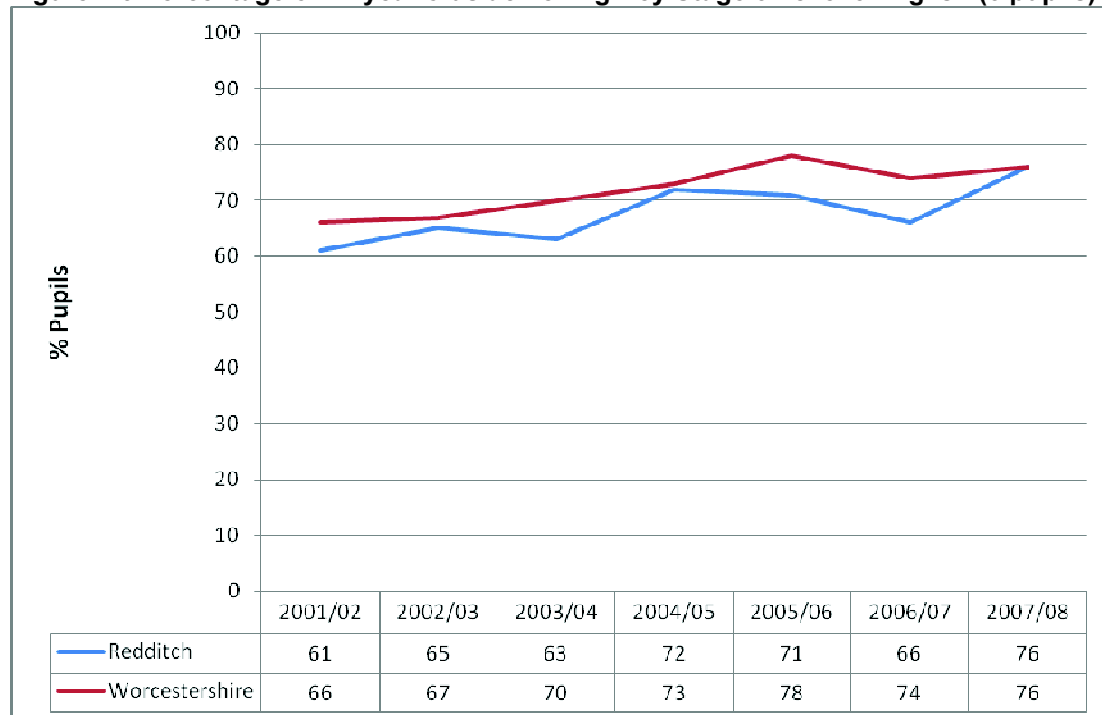
### 7.2.2 School Performance Key Stage 3

For full School Performance Tables, see Appendix 1.

- The best performing school in the Borough at Key Stage 3 in English, Maths and Science during 2007, was St. Augustine's Catholic High School. A total of 90% pupils are achieving Level 5 or above in English at Key Stage 3, 80% of pupils achieved Level 5 or above in Maths at Key Stage 3, and 81% of pupils achieved Level 5 or above in Science at Key Stage 3 (Tables A4, A5, and A6).
- Kingsley College was the second best performing school in 2007 in all three subject areas. A total of 82% of pupils are achieving Level 5 or above in English at Key Stage 3, 76% of pupils are achieving Level 5 or above in Maths at Key Stage 3, and 75% pupils are achieving Level 5 or above in Science at Key Stage 3 (Tables A4, A5, and A6).
- With the exception of The Kingsfisher School and Pitcheroak School, Trinity High School and Sixth Form Centre produced the smallest percentages of pupils achieving Level 5 at Key Stage 3 in English, Maths and Science. A total of 69% of pupils are achieving Level 5 or above in English at Key Stage 3, 69% of pupils are achieving Level 5 or above in Maths at Key Stage 3, and 61% of pupils are achieving Level 5 or above in Science at Key Stage 3 (Tables A4, A5, and A6).

The percentage of Redditch pupils achieving Level 5 in English at Key Stage 3 has been below the County average since 2001/02 (Figure 7.3). However, the latest data (2007/08) indicates that Redditch performance has now become in line with the County average, with 76% of pupils in Redditch achieving Level 5 in English at Key Stage 3.

**Figure 7.3 Percentage of 14 year olds achieving Key Stage 3 Level 5 English (5 pupils)**



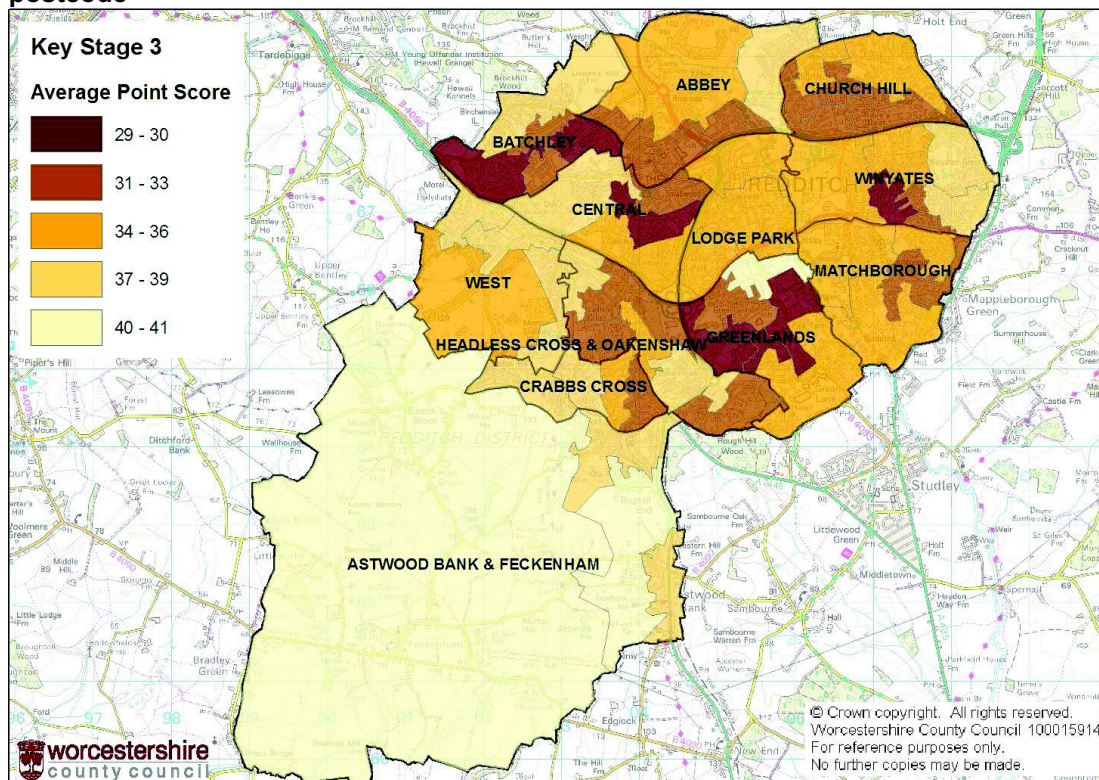
Source: FTI Area Profiles

Several SOAs in the Borough have an average point score of less than 30 for pupils at Key Stage 3 in 2006/07. The lowest scoring SOA was the St. Thomas More First School Area of Greenlands ward (score of 29.1). There are an additional two SOAs in Greenlands ward which have an average point score of less than 30, Woodrow (score of 29.5), and Throckmorton Road (score of 29.5). The greatest concentration of low scoring pupils are therefore in Greenlands ward. Interestingly, in addition to three of the lowest achieving SOAs, Greenlands ward also has the second highest achieving SOA, which is around Oakenshaw Road (score of 39.8).

Other wards containing SOAs with average point scores of less than 30 are Batchley ward, specifically around Batchley Brook (score of 29.2) and Foxlydiate Wood (score of 29.7); around Mayfields Park in Central ward (score of 29.8); and around the Ipsley C.E. Middle School area of Winyates housing estate in Winyates ward (score of 29.8).

Average point scores were highest around Dagtail End in Astwood Bank and Feckenham ward (score of 40.2). This is the only SOA to achieve an average point score of greater than 40. However, as this is a rural area, there may be a lower proportion of Key Stage 3 pupils living in this SOA, which may skew results.

**Figure 7.4 Average point score for pupils at Key Stage 3, by SOA based on home postcode**



Source: Department for Children, Schools, and Families. Average point score per pupil at Key Stage 3, September 2006 to August 2007. <http://www.dcsf.gov.uk/>

### 7.2.3 School Performance Key Stage 4 (GCSE)

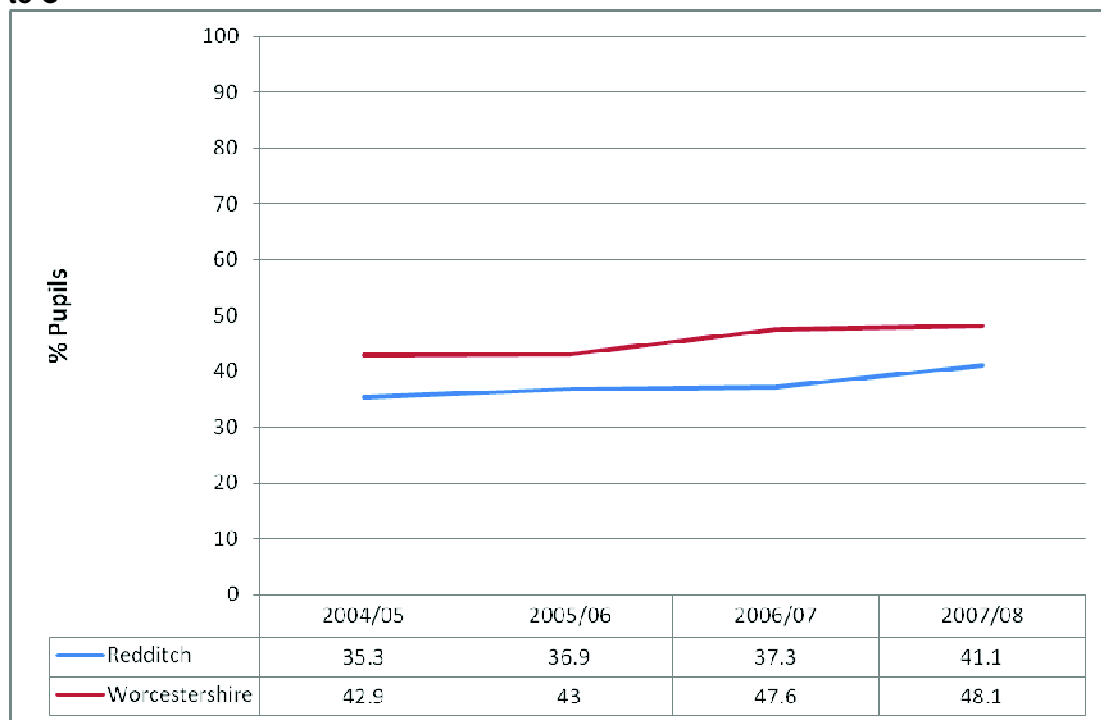
For full School Performance Tables, see Appendix 1.

- The best performing school in the Borough at GCSE level in 2008 was St. Augustine's Catholic High School, with 58% of pupils achieving 5 or more GCSEs at grades A\* to C (Table A7).
- The poorest performance was noted in Arrow Vale Community High School, who had performed better than Trinity High School and Sixth Form at Key Stage 3, but at GCSE level, just 29% of pupils achieved 5 or more GCSEs at grades A\* to C, compared to 35% at Trinity High School and Sixth Form.

The proportion of Redditch pupils who achieved five or more GCSEs at grade A\* to C in was lower than the County average by 7% in 2007/08 (Figure 7.5).

Educational performance of pupils in Redditch has been recognised as an issue over many years. GCSE results are the poorest in the county, but the characteristics of the students needs to be taken into account. However, at GCSE, Redditch students are the poorest performing in the county<sup>43</sup>.

**Figure 7.5 Percentage of 16 year old pupils achieving five or more GCSEs at grade A\* to C**



Source: FTI Area Profiles

<sup>43</sup> Redditch Inequalities Profile. September 2009. Research and Intelligence Unit, Worcestershire County Council

The average point score of pupils at Key Stage 4 is lowest in the Batchley Brook area of Batchley ward, with a score of 211.6 (Figure 7.6).

Of the ten SOAs in Redditch with the lowest average point scores at Key Stage 4, four are in Church Hill ward. Unsurprisingly, Church Hill ward also had the lowest average point scores for Key Stage 2.

Other wards with the lowest average point scores are:

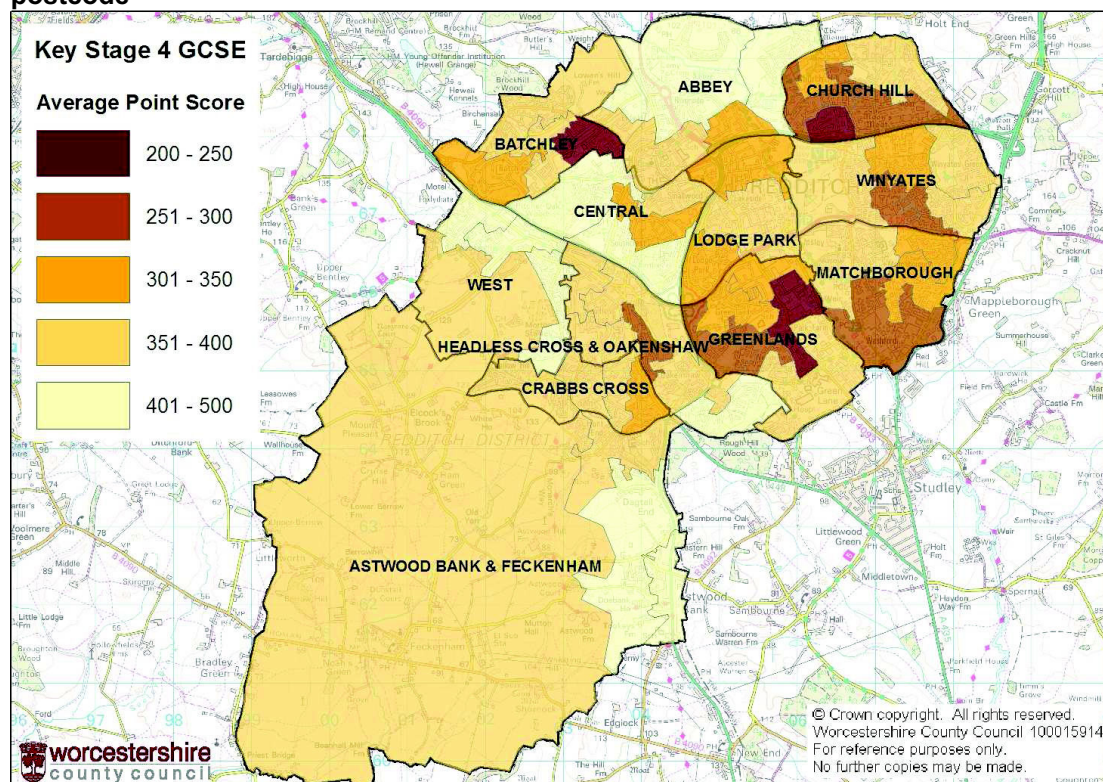
- Woodrow and St. Thomas More First School areas in Greenlands ward
- High Trees Close in Headless Cross and Oakenshaw ward
- Washford in Matchborough ward
- Ten Acres in Winyates ward

The area with the highest average point score is Paper Mill Hill in Abbey ward, which also had the highest average score for Key Stage 2 pupils.

Again it is important to remember that the number of pupils living in each SOA is not even, which may skew the results.

The spatial distribution of poor pupil performance at all stages appears to be linked with deprivation, with higher scores seen in more affluent and rural areas.

**Figure 7.6 Average GCSE and equivalent point score per pupil, by SOA based on home postcode**



**Source: Department for Children, Schools, and Families. Average GCSE and equivalent point score per pupil at the end of Key Stage 4, September 2006 to August 2007.**

A number of initiatives are already underway to support the attainment of children in Redditch; perhaps the most important is the Pyramid Raising Achievement Strategy which has identified progress in the development of Speaking and Listening skills as key in limiting the achievement of some children and aims to:

- Narrow the gap in achievement for pupils who underachieve and fall into the ethnicity, social class and gender achievement (ESCGA) groups and those eligible for Free School Meals
- Improve outcomes at each key stage and particularly in core subjects, where appropriate
- Enrich the learning experience of pupils through further development of teaching and learning (T&L), especially in the area of 'thinking skills', across the curriculum.

The project will centre on the Arrow Vale and Trinity pyramids with a scope determined by the identification of the barriers to achievement in each school. The principles of this project, which is based on DCSF guidance in their document 'Narrowing the Gap' have already been agreed with head teachers and a first progress report will be produced in Summer 2009. A further support to achievement in Redditch comes from the Extended Services' Redditch Action Plan. This draws together 31 separate plans and projects drawing down close to half a million pounds additional funding which will support all children and young people to achieve positive outcomes. These plans naturally cover a range of activities with the most significant in funding terms (approximately half of the overall budget) being to develop additional capacity to deliver early intervention family support in and around all schools across Redditch.

#### 7.2.4 School Absence Data 2008

Overall and persistent absences in primary schools were greatest at Woodfield Middle School (7.3% and 5.8% respectively), with figures much greater than any other school in the Borough (Table 7.1).

Walkwood Middle School and Ridgeway Middle School had the lowest rates of persistent absence (1.8% and 1.9% respectively).

**Table 7.1 School absence data, primary schools 2008**

Primary Schools	% of half days missed due to:	
	Overall Absence	Persistent Absence
Ipsley CofE Middle School	6.7%	3.1%
Birchensale Middle School	5.6%	2.8%
Church Hill Middle School	6.4%	3.5%
Ridgeway Middle School	4.8%	1.9%
St. Bede's Catholic Middle School	5.1%	2.3%
Walkwood CofE Middle School	5.1%	1.8%
Woodfield Middle School	7.3%	5.8%
The Kingfisher School	N/a	N/a
Pitcheroak School	N/a	N/a

Source: DCFS

In secondary schools, absence was worst at Trinity High School and Sixth Form Centre, with 8.1% overall and persistent rates (Table 7.2).

The lowest absence levels are at St. Augustine's Catholic High School. This school is the only secondary school in Redditch which has a rate of persistent absence lower than the County average of 4.8%.

It seems that absence is more prevalent in more urban areas, and less so in the more rural and affluent catchment areas.

**Table 7.2 School absence data, secondary schools 2008**

Secondary Schools	% of half days missed due to:	
	Overall Absence	Persistent Absence
Arrow Vale Community High School	7.9%	6.9%
Kingsley College	7.8%	7.9%
St. Augustine's Catholic High School	6.2%	3.5%
Trinity High School and Sixth Form Centre	8.1%	8.1%
The Kingfisher School	N/a	N/a
Pitcheroak School	N/a	N/a

Source: DCFS

### 7.3 Section Summary

- The best performing ward in English was Lodge Park ward (78% pupils achieving Level 4 or above in English at Key Stage 2). The worst performing ward in English was Greenlands ward (50% pupils achieving Level 4 or above in English at Key Stage 2).
- The best performing ward in Maths was Headless Cross and Oakenshaw ward (76% pupils achieving Level 4 or above in Maths at Key Stage 2). The worst performing ward in Maths was Church Hill ward (59% pupils achieving Level 4 or above in Maths at Key Stage 2).
- The best performing ward in Science was Lodge Park and Astwood Bank and Feckenham wards (92% pupils in both wards were achieving Level 4 or above in Science at Key Stage 2). The worst performing ward in Science was Matchborough ward (33% pupils achieving Level 4 or above in Science at Key Stage 2).
- The percentage of pupils achieving Key Stage 2 Level 4 in English has been steadily increasing in Redditch but is still 3% lower than the County average.
- Throughout Redditch, only two SOAs have an average point score of less than 25 for pupils at Key Stage 2, based on pupil home postcodes (Figure 7.2). Both of these SOAs are in Church Hill ward, near the YMCA and surrounding area (point score of 24.5), and also around the Moon's Moat First School area (point score of 24.7).
- The highest scoring pupils, on average live in the Paper Mill Hill area of Abbey ward (point score of 30.8), and the Walkwood area of Crabbs Cross ward (point score of 30.2). These are the only two SOAs in Redditch with average point scores of greater than 30.
- The best performing school in the Borough at Key Stage 3 in English, Maths and Science during 2007, was St. Augustine's Catholic High School. A total of 90% pupils are achieving Level 5 or above in English at Key Stage 3, 80%

of pupils achieved Level 5 or above in Maths at Key Stage 3, and 81% of pupils achieved Level 5 or above in Science at Key Stage 3.

- The percentage of Redditch pupils achieving Level 5 in English at Key Stage 3 has been below the County average since 2001/02. However, the latest data (2007/08) indicates that Redditch performance has now become in line with the County average, with 76% of pupils in Redditch achieving Level 5 in English at Key Stage 3.
- Several SOAs in the Borough have an average point score of less than 30 for pupils at Key Stage 3 in 2006/07. The lowest scoring SOA was the St. Thomas More First School Area of Greenlands ward (score of 29.1). There are an additional two SOAs in Greenlands ward which have an average point score of less than 30, Woodrow (score of 29.5), and Throckmorton Road (score of 29.5). The greatest concentration of low scoring pupils are therefore in Greenlands ward. Other wards containing SOAs with average point scores of less than 30 are Batchley ward, specifically around Batchley Brook (29.2) and Foxlydiate Wood (29.7); around Mayfields Park in Central ward (29.8); and around the Ipsley C.E. Middle School area of Winyates housing estate in Winyates ward (29.8).
- Average point scores were highest around Dagtail End in Astwood Bank and Feckenham ward (40.2). This is the only SOA to achieve an average point score of greater than 40. However, as this is a rural area, there may be a lower proportion of Key Stage 3 pupils living in this SOA, which may skew results.
- The best performing school in the Borough at GCSE level in 2008 was St. Augustine's Catholic High School, with 58% of pupils achieving 5 or more GCSEs at grades A\* to C.
- The poorest performance was noted in Arrow Vale Community High School, who had performed better than Trinity High School and Sixth Form at Key Stage 3, but at GCSE level, just 29% of pupils achieved 5 or more GCSEs at grades A\* to C, compared to 35% at Trinity High School and Sixth Form.
- The proportion of Redditch pupils who achieved five or more GCSEs at grade A\* to C in was lower than the County average by 7% in 2007/08.
- The average point score of pupils at Key Stage 4 is lowest in the Batchley Brook area of Batchley ward (211.6).
- Of the ten SOAs in Redditch with the lowest average point scores at Key Stage 4, four are in Church Hill ward. Unsurprisingly, Church Hill ward also had the lowest average point scores for Key Stage 2.
- The area with the highest average point score is Paper Mill Hill in Abbey ward, which also had the highest average score for Key Stage 2 pupils.
- Overall and persistent absences in primary schools were greatest for Woodfield Middle School (7.3% and 5.8% respectively), with figures much greater than any other school in the Borough
- In secondary schools, absence was worst at Trinity High School and Sixth Form Centre, with 8.1% overall and persistent rates.
- The lowest absence levels are at St. Augustine's Catholic High School. This school is the only secondary school in Redditch which has a rate of persistent absence lower than the County average of 4.8%.

## 8. Stronger communities

The priorities, relevant National Indicators (NI) and Local Indicators (LI) for the LAA Theme Block "stronger communities" are:

*"To improve accessibility by addressing congestion and improving public transport"*

- NI 169 Non-principal roads where maintenance should be considered
- NI 175 Access to services and facilities by public transport

*"To provide decent and affordable housing that meets the diverse needs of Worcestershire"*

- NI 154 Net additional homes provided
- NI 155 Number of affordable homes delivered (gross)
- NI 187 Tackling fuel poverty – percentage of people receiving income based benefits living in homes with low energy efficiency rating

*"To reduce levels of inequality within the community"*

- NI 116 Proportion of children in poverty
- LI 3 Successful new claims generated for pension credit, attendance allowance and disability living allowance (as a percentage of population of pensionable age)

Supplementary data sets providing additional information related to this theme block include:

- Redditch District Council Corporate Performance Indicators, 2008/09
- Census 2001 – Older persons without central heating
- Income Deprivation Affecting Children Index (IDACI) – from IMD 2007
- Income Deprivation Affecting Older People Index (IDAOPI) – from IMD 2007
- Floor target area profiles
- Redditch District Council Quality of Life Residents Survey
- IMD Sub-domains, distance to services (Primary School, Food Store, GP and Post Office) – IMD 2007



## Section 8 overview

### 8.1 LAA Priority – *“To improve accessibility by addressing congestion and improving public transport”*

8.1.1 NI 169 Non-principal roads where maintenance should be considered

8.1.2 NI 175 Access to services and facilities by public transport

### 8.2 LAA Priority – *“To provide decent and affordable housing that meets the diverse needs of Worcestershire”*

8.2.1 NI 154 Net additional homes provided

8.2.2 NI155 Number of affordable homes delivered (gross)

8.2.3 NI 187 Tackling fuel poverty – percentage of people receiving income based benefits living in homes with low energy efficiency rating

### 8.3 LAA Priority – *“To reduce levels of inequality within the community”*

8.3.1 NI 116 Proportion of children in poverty

8.3.2 LI 3 Successful new claims generated for pension credit, attendance allowance and disability living allowance

### 8.4 Additional Theme Block Data

8.4.1 Older persons without central heating (Census 2001)

8.4.2 Income Deprivation Affecting Older People Index (IDACI)

8.4.3 Redditch Residents Quality of Life Survey 2008

8.4.4 Access to Services (IMD 2007)

### 8.5 Section Summary

## **8.1 LAA Priority – “To improve accessibility by addressing congestion and improving public transport”**

### **8.1.1 NI 169 Non-principal roads where maintenance should be considered**

The Worcestershire baseline for NI 169 is set at 11.02% of non-principal roads where maintenance should be considered (based on 2007/08 outturn). The county-wide targets for improvement are as follows:

- 2008/09 – 9.8%
- 2009/10 – 8.9%
- 2010/11 – 8.4%

No data is currently available at a district or sub-district level.

### **8.1.2 NI 175 Access to services and facilities by public transport**

The Worcestershire baseline for NI 175 is set at 93%. The county-wide targets for improvement are as follows:

- 2008/09 – 93%
- 2009/10 – 93%
- 2010/11 – 94%

No data is currently available at a district or sub-district level.

## **8.2 LAA Priority – “To provide decent and affordable housing that meets the diverse needs of Worcestershire”**

### **8.2.1 NI 154 Net additional homes provided**

The baseline for Worcestershire for NI 154 is 1,910 net additional homes provided each year. The targets for the current LAA are as follows:

- 2008/09 – 1,830
- 2009/10 – 1,830
- 2010/11 – 1,830

In 2008/09, 1,494 net additional homes were provided within Worcestershire, 18% less than the target of 1,830 (Table 8.1).

In Redditch, the number of net additional homes provided is decreasing. At the end of 2008/09, the number of additional homes provided had fallen to 99 for the year.

**Table 8.1 Number of net additional homes provided (NI 154)**

Local Area	2006/07	2007/08	2008/09
Redditch	473	236	99
Worcestershire	2,085	-	1,494
West Midlands	16,295	15,791	
England	198,995.4	206,417	

Source: FTI Area Profiles

### 8.2.2 NI155 Number of affordable homes delivered (gross)

The NI 155 baseline for Worcestershire (based on HSSA 06/07 outturn) is 316 affordable homes delivered (gross). Targets to improve over the next 3 years are as follows:

- 2008/09 - 345
- 2009/10 - 380
- 2010/11 - 450

During 2008/09, 5,452 affordable homes were across Worcestershire, well above the target.

The number of affordable houses delivered in Redditch during 2006/07 and 2007/08 is substantially higher than the 2008/09 figure, when just 10 were delivered against a target of 31 (Table 8.2). Reasons underlying this are related to delays in the programme for housing development, and sites being 'mothballed' due to the current economic climate, which has caused programme slippage. Units which were forecasted to complete at this time have moved into 2009/10.

**Table 8.2 Number of affordable homes delivered (gross) (NI 155)**

Local Area	2006/07	2007/08	2008/09
Redditch	80	60	10
Worcestershire	370	390	5,452
West Midlands	2,890	4,390	-
England	44,570	53,730	-

Source: FTI Area Profiles

Redditch Borough Council currently owns 6,083 properties (data at April 2009). The greatest concentrations of these houses are located in Batchley, Church Hill South and Winyates East.

Areas requiring the most maintenance and repair work are in Abbeydale (non standard pre-fabs), Church Hill South (non-standard construction), Lodge Park (white

estate, non-standard construction), and Mayfields (non-standard construction using PRC concrete). Social housing in Winyates East and West and in Woodrow North and South also requires regular maintenance and repairs, due to a combination of non-standard construction and tenant damage.

With regards NI 156, measuring the number of households living in temporary accommodation, Redditch has over performed on this indicator with an end of year result of 10 households living in temporary accommodation, against a target of 24. This figure has continued to decline in Redditch since a peak of 24 households living in temporary accommodation in quarter four 2007<sup>44</sup>. Redditch Borough Council now has a strong focus on homelessness, including prevention & early intervention, via the in-depth housing advice currently being offered.

### **8.2.3 NI 187 Tackling fuel poverty – percentage of people receiving income based benefits living in homes with low energy efficiency rating**

This indicator measures the proportion of households on income related benefit for whom an energy assessment has been carried out and whose SAP rating is below 35.

The Worcestershire baseline has been set at a 10.68% of households with a SAP rating of less than 35. Targets to decrease this proportion are included in Table 8.3. Additionally targets for increasing the proportion of houses with a good energy efficacy rating (greater than 65) are also illustrated in Table 8.3.

**Table 8.3 NI 187 Worcestershire County targets**

	<b>Baseline</b>	<b>2009/10</b>	<b>2010/11</b>
SAP below 35	10.68%	9.18%	7.68%
SAP above 65	36.73%	38.23%	39.73%

**Source: Worcestershire LAA**

<sup>44</sup> FTI Area Profiles. <http://www.fti.communities.gov.uk/fti/AreaProfiles.aspx>

Redditch is performing well in terms of the proportion of households with a SAP rating of less than 35 (Table 8.4). Current figures indicate performance is better than the County average by 3.67%, and it is the best score of all Districts in Worcestershire. In fact, the current figure for Redditch is already within the 2010/2011 Worcestershire target of 7.68%.

However, performance for the proportion of houses in Redditch with a SAP rating of above 65 (30.33%) is below the County average of 36.52%, and is ranked as the second poorest performance of the Districts, following Malvern Hills. As the County target is set to further increase, and as Redditch is currently more than 6% lower than the County average, this could be an area for improvement.

**Table 8.4 - 2008/09 NI 187 performance**

District	SAP below 35	SAP above 65
Worcestershire	9.99%	36.52%
Bromsgrove	8.77%	36.11%
Malvern Hills	16.33%	27.37%
Redditch	6.32%	30.33%
Worcester City	8.04%	32.81%
Wychavon	12.08%	36.92%
Wyre Forest	8.42%	35.59%

Source: FTI Area Profiles

### **8.3 LAA Priority – “To reduce levels of inequality within the community”**

#### **8.3.1 NI 116 Proportion of children in poverty**

The Worcestershire baseline for NI 116 is set at 13.9% of children living in poverty. The targets to reduce this figure are as follows:

- 2008/09 13.9%
- 2009/10 13.0%
- 2010/11 12.0%

This indicator is measured through data from the Department of Works and Pensions (DWP). Currently no data is available at a County or District level.

The indices of multiple deprivation has a sub-domain measuring income deprivation affecting children (IDACI), which measures the proportion of children that live in families that are income deprived by SOA. This can give some indication of areas where children are most affected by poverty, although it is **not** a measure for NI 116.

IDACI is presented in terms of proportionate ranking against the national average. The ten SOAs with the greatest proportion of children that live in families that are income deprived in Redditch are included in Table 8.5. Areas in Batchley, Greenlands and Abbey wards dominate the top 10 SOAs.

The area around St. Thomas More First School in Greenlands ward is ranked as having the greatest proportion of children that live in families which are income deprived in Redditch, and is in the top 10% of SOAs across the country.

Batchley ward contains the greatest number of SOAs which fall within the top 10 SOAs in terms of children living in income deprived families. Specifically, these SOAs are Foxlydiate Wood, Batchley Brook and Batchley. All of these areas are in the top 30% nationally, and the Foxlydiate Wood area is in the top 20% nationally.

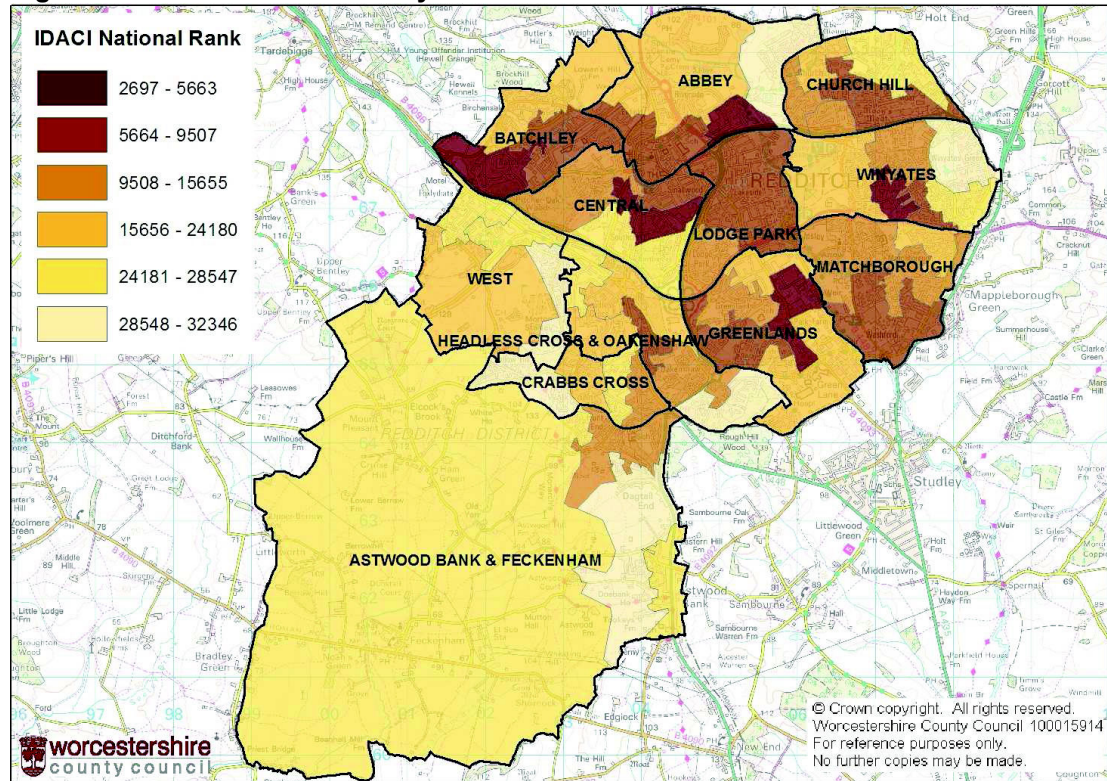
**Table 8.5 IDACI by SOA, The ten SOAs with the greatest proportion of children that live in families that are income deprived in Redditch, with national ranking**

LSOA	Ward Name	SOA Description	Rank of IDACI	National %
E01032252	Greenlands	St. Thomas More First School Area	2697	10
E01032235	Batchley	Foxlydiate Wood	3546	20
E01032278	Winyates	Winyates housing estate (area around Ipsley C.E. Middle School)	3809	20
E01032225	Abbey	Abbeydale	4771	20
E01032236	Central	Mayfields Park	5663	20
E01032250	Greenlands	Woodrow (Area between Woodrow North & Woodrow South Roads)	6170	20
E01032262	Lodge Park	St. George's	6972	30
E01032234	Batchley	Batchley Brook	7171	30
E01032232	Batchley	Batchley	7362	30
E01032224	Abbey	Trinity High School Area	7578	30

Source: IMD 2007

Distribution of IDACI rankings illustrate that the majority of wards contain SOAs which are low ranked and performing well in terms of children living in income deprived families (Figure 8.1). Areas with worst performance appear to be distributed around the centre of the town, with scattered distribution in the centres of wards with large housing estates.

**Figure 8.1 IDACI National rank by SOA in Redditch**



Source: IMD 2007. Income deprivation affecting children national rank

### 8.3.2 LI 3 Successful new claims generated for pension credit, attendance allowance and disability living allowance

The Worcestershire baseline for LI 3 is 2,309 (3 year mean average using data dating back to 2005). The target is to increase the number of new claims generated for pension credit, attendance allowance and disability living allowance to 2,700 by 2010/11.

No data is currently available at District level.

## 8.4 Additional Theme Block Data

### 8.4.1 Older persons without central heating (Census 2001)

Although not officially linked to a national indicator, the following information can be used to identify performance for the Borough compared to county averages around the numbers of older people living with fuel poverty issues.

Nationally about 10% of people aged 65 or older live in housing which does not have central heating, but in Worcestershire the figure is much lower (7%). In both Redditch overall, this figure is even lower still at 6%<sup>45</sup>.

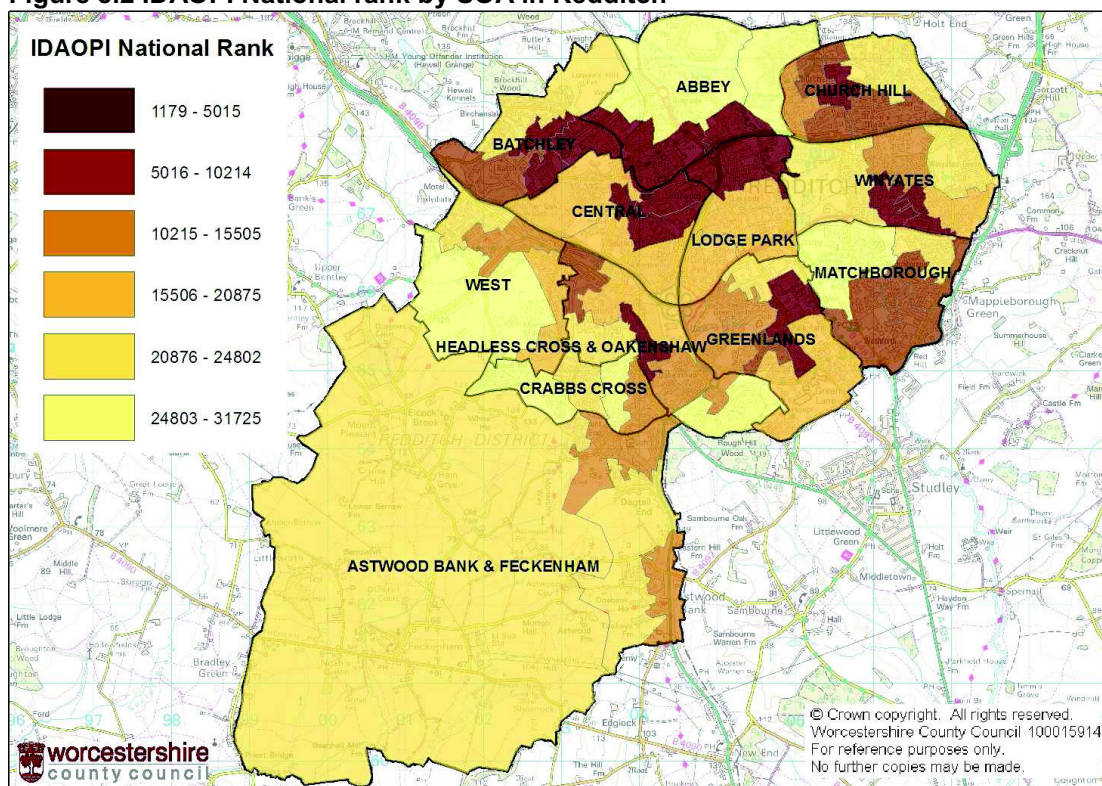
However, there are parts of central Redditch, including Central and Lodge Park wards, where a greater proportion of homes are without central heating. In this climate, all homes should have central heating, although links to deprivation and reduced circumstances are apparent in having the means to run central heating. This indicates a concentration of older people living in reduced circumstances around the town centre, with many of these people having an income among the lowest 10% in the country.

**8.4.2 Income Deprivation Affecting Older People Index (IDACI)**

The indices of multiple deprivation has a sub-domain measuring income deprivation affecting older people (IDAOPI). This data set can be used to give some indication of areas that contain the most older people affected by poverty, but it is **not** a measure for LI 3.

As with IDACI, areas of greatest deprivation in terms of older people living in poverty are distributed around the centre of the town (Figure 8.2), with a scattered distribution throughout surrounding wards. Areas in the South of the Borough are least affected.

**Figure 8.2 IDAOPI National rank by SOA in Redditch**



Source: IMD 2007

<sup>45</sup> Healthy Lifestyles in Redditch and Bromsgrove. Public Health Annual Report 2005. [www.worcestershirehealth.nhs.uk](http://www.worcestershirehealth.nhs.uk)



Six SOAs are in the top 10% of most deprived areas nationally for older people living in poverty.

Central ward contains the most deprived area, specifically around Smallwood, but Mayfields Park is also affected (Table 8.6). It may be useful to note that Mayfields Park is also ranked in the top 10 most deprived SOAs in terms of children living in income deprived families.

St. Thomas More First School area in Greenlands ward, the main Batchley area in Batchley ward, Winyates housing estate around Ipsley Middle School area in Winyates ward, Abbeydale in Abbey ward, and the St. George's area of Lodge Park ward are all areas which are in the top 10 most deprived areas in Redditch in terms of children living in deprived families (IDACI) and older people affected by poverty (IDAOP). (IDAOP).

**Table 8.6 IDAOP by SOA, top ten Redditch SOAs with national ranking**

LSOA	Ward Name	SOA Description	Rank of IDAOP	National %
E01032239	Central	Smallwood	1179	10
E01032245	Church Hill	Church Hill (YMCA Surrounding Area)	1233	10
E01032260	Headless Cross and Oakenshaw	Part of Headless Cross, High Trees Close	2680	10
E01032252	Greenlands	St. Thomas More First School Area	2692	10
E01032232	Batchley	Batchley	2711	10
E01032262	Lodge Park	St. George's	3141	10
E01032224	Abbey	Trinity High School Area	3362	20
E01032278	Winyates	Winyates housing estate (area around Ipsley C.E. Middle School)	3665	20
E01032225	Abbey	Abbeydale	3932	20
E01032236	Central	Mayfields Park	4874	20

Source: IMD 2007

#### 8.4.4 Access to Services (IMD 2007)

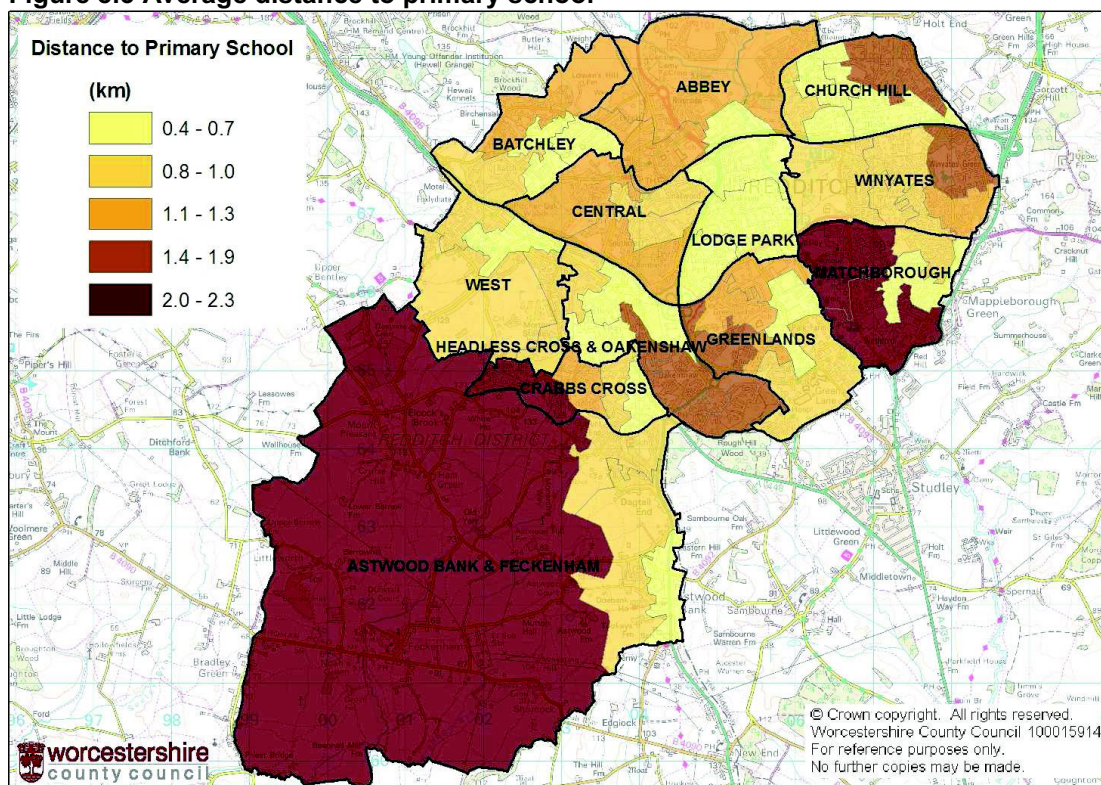
The following data is from the IMD 2007, and related to the road distance to nearest services including GP practice, food store, primary school and Post Office (Figures 8.3; 8.4; 8.5; and 8.6).

- The large SOA of Feckenham in Astwood Bank and Feckenham ward is the furthest distance by road from all services examined (distance by road to a primary school, food store, GP practice and Post Office).
- Two rural areas in the South of the Borough are further than 2 km by road from a primary school; these are Feckenham SOA in Astwood Bank and Feckenham ward, and Walkwood SOA in Crabbs Cross ward.
- Non-rural areas greater than 2 km away from a primary school by road are in Washford and Ipsley SOAs in Matchborough ward.
- There are three SOAs which are 4 km or further by road to a food store. One of these is the rural Feckenham SOA, and the other two are more surprisingly

in the far north of the Borough, around Paper Mill Hill in Abbey ward, and Bomford Hill Park in Church Hill ward.

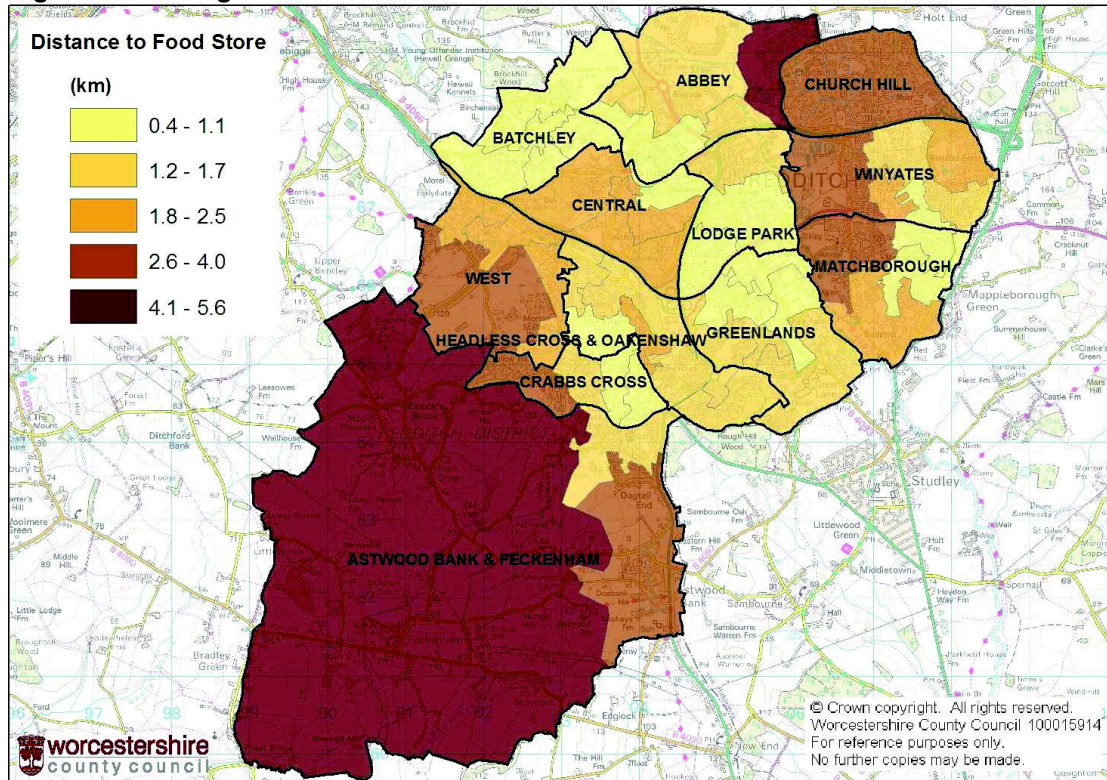
- The distance to a GP practice is greatest in rural Feckenham, but is also greater than 3 km by road in Moons Moat SOA in Church Hill ward, Arrow Valley Park SOA in Winyates ward, and Ipsley SOA in Matchborough ward (which is also one of the SOAs furthest from a primary school). With the exception of Feckenham, all of these areas are in the extreme East of the Borough, but remain relatively close to the town centre.
- There are four SOAs which are further than 3 km from a Post Office. The furthest is rural Feckenham. All three other areas are in the North of the Borough, with two in Church Hill ward, Home Meadow Lane SOA and Bomfield Park SOA, and one in Carthorse Lane in Batchley ward. It is worth noting that Bomfield Park is also one of the furthest SOAs from a food store.
- Nearly 40% of areas in Worcestershire are ranked within the top 20% most deprived nationally in terms of access to services, mainly in Wychavon and Malvern Hills, due to the rural nature of the County.

**Figure 8.3 Average distance to primary school**



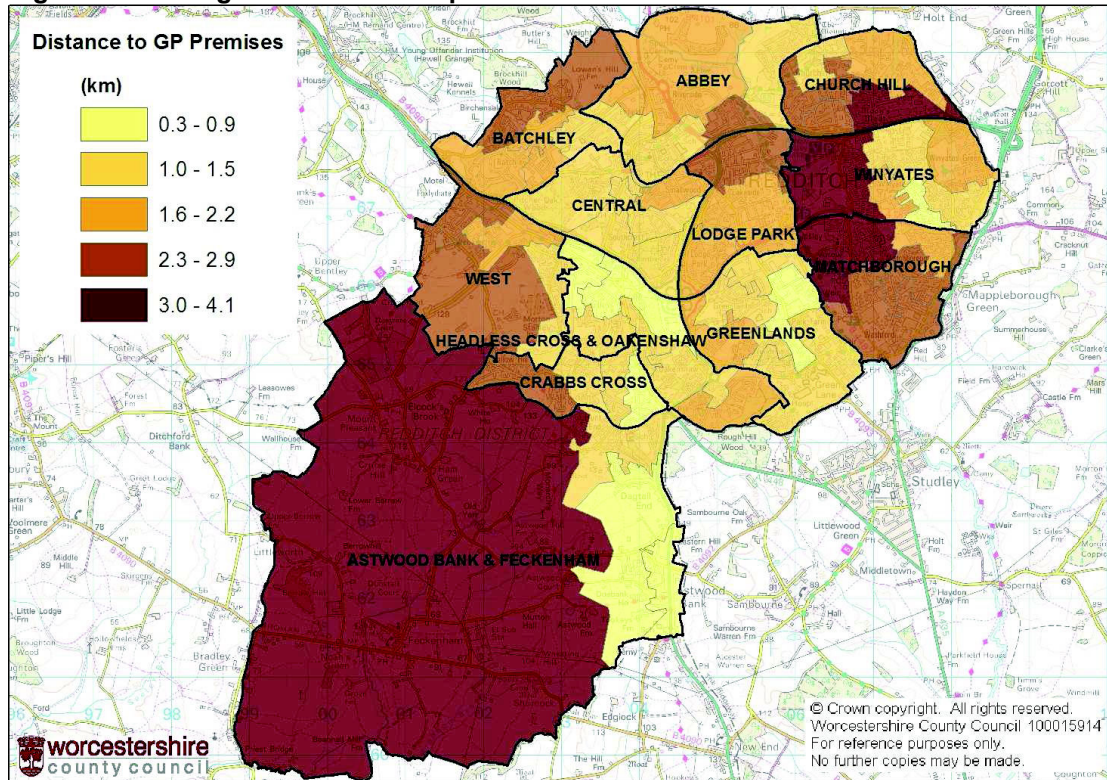
Source: IMD 2007, Population weighted average road distance to primary school

Figure 8.4 Average distance to food store

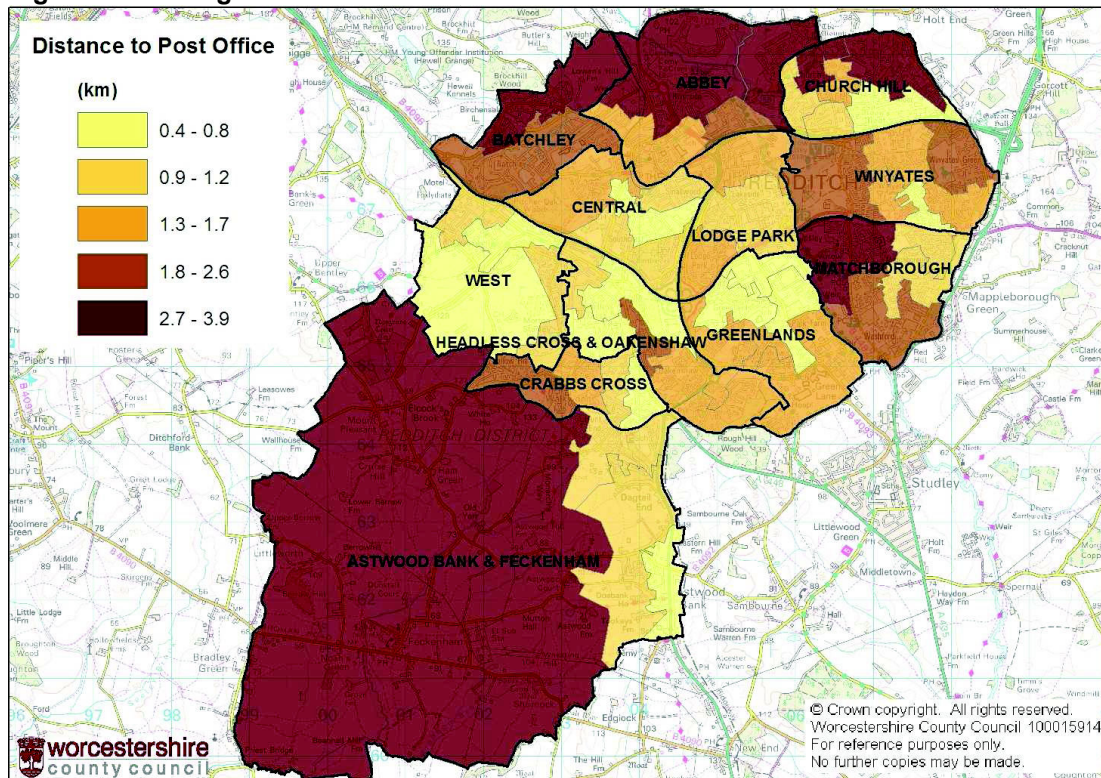


Source: IMD 2007, Population weighted average road distance to food store

Figure 8.5 Average distance to GP premises



Source: IMD 2007, Population weighted average road distance to GP Premises

**Figure 8.6 Average distance to Post Office**

Source: IMD 2007, Population weighted average road distance to Post Office

## 8.5 Section Summary

- In Redditch, the number of net additional homes provided is decreasing. At the end of 2008/09, the number of additional homes provided had fallen to 99 for the year.
- During 2008/09, 5,452 affordable homes were across Worcestershire, well above the target. The number of affordable houses delivered in Redditch during 2006/07 and 2007/08 is substantially higher than the 2008/09 figure, when just 10 were delivered against a target of 31. Reasons underlying this are related to delays in the programme for housing development, and sites being 'mothballed' due to the current economic climate, which has caused programme slippage.
- Redditch Borough Council currently owns 6,083 properties (data at April 2009). The greatest concentrations of these houses are located in Batchley, Church Hill South and Winyates East. Areas requiring the most maintenance and repair work are in Abbeydale (non standard pre-fabs), Church Hill South (non-standard construction), Lodge Park (white estate, non-standard construction), and Mayfields (non-standard construction using PRC concrete).
- With regards NI 156, measuring the number of households living in temporary accommodation, Redditch has over performed on this indicator with an end of year result of 10 households living in temporary accommodation, against a target of 24.
- Redditch is performing well in terms of the proportion of households with a SAP rating of less than 35. Current figures indicate performance is better than the County average by 3.67%, and it is the best score of all Districts in Worcestershire.

- Performance for the proportion of houses in Redditch with a SAP rating of above 65 (30.33%) is below the County average of 36.52%, and is ranked as the second poorest performance of the Districts, following Malvern Hills. As the County target is set to further increase, and as Redditch is currently more than 6% lower than the County average, this could be an area for improvement.
- The ten SOAs with the greatest proportion of children that live in families that are income deprived in Redditch are dominated by areas in Batchley, Greenlands and Abbey wards.
- The area around St. Thomas More First School in Greenlands ward is ranked as having the greatest proportion of children that live in families which are income deprived in Redditch, and is in the top 10% of SOAs throughout the country.
- Batchley ward contains the greatest number of SOAs which fall within the top 10 SOAs in terms of children living in income deprived families. Specifically, these SOAs are Foxlydiate Wood, Batchley Brook and Batchley. All of these areas are in the top 30% nationally, and the Foxlydiate Wood area is in the top 20% nationally.
- Nationally about 10% of people aged 65 or older live in housing which does not have central heating, but in Worcestershire the figure is much lower (7%). In both Redditch overall, this figure is even lower still at 6%<sup>46</sup>. However, there are parts of central Redditch, including Central and Lodge Park wards, where a greater proportion of homes are without central heating. There is a surprising concentration of older people living in reduced circumstances around Redditch town centre – many of these people having an income among the lowest 10% in the country.
- Six SOAs are in the top 10% of most deprived areas nationally for older people living in poverty.
- St. Thomas More First School area in Greenlands ward, the main Batchley area in Batchley ward, Winyates housing estate around Ipsley Middle School area in Winyates ward, Abbeydale in Abbey ward, and the St. George's area of Lodge Park ward are all areas which are in the top 10 most deprived areas in Redditch in terms of children living in deprived families (IDACI) and older people affected by poverty (IDAOP1).

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<sup>46</sup> Healthy Lifestyles in Redditch and Bromsgrove. Public Health Annual Report 2005.  
[www.worcestershirehealth.nhs.uk](http://www.worcestershirehealth.nhs.uk)

## **9. Community consultation**

### **Section 9 overview**

#### **9.1 Place Survey 2008/09**

- 9.1.1 Perceptions of the local area
- 9.1.2 Community safety
- 9.1.3 Community cohesion
- 9.1.4 Getting involved
- 9.1.5 Local decision making
- 9.1.6 Information provision
- 9.1.7 Health
- 9.1.8 Local public services
- 9.1.9 Council services

#### **9.2 Citizen Panel 2008**

- 9.2.1 Knowledge of Worcestershire County Council
- 9.2.2 Information from Worcestershire County Council
- 9.2.3 The importance of being informed
- 9.2.4 Quality of County Council Services
- 9.2.5 How much do councils take residents views into consideration in decision making?

#### **9.3 Community Consultation Redditch 2009**

## 9.1 Place Survey 2008/09

The Place Survey is a new biennial statutory survey which all lower and upper tier local are required to carry out. It replaces the Best Value Performance Indicator (BVPI) user satisfaction surveys which have been carried out since 2000<sup>47</sup>. This survey is focused on understanding people's views about the local area, and it measures 18 of the 'citizen perspective' indicators from the National Indicator set.

For Redditch, a total of 1,560 responses were received, this is the lowest response rate of all districts in the County at 39%. The data has been weighted to ensure the results are reflective of the wider population of the Borough and to account for non-response bias<sup>48</sup>

Compared to Worcestershire and the other districts in the County, the Borough is under performing, with lower results than the other districts. Of the 18 citizen perception indicators, Redditch scores lower than the County average score in all indicators, with the exception of NI 4, the % of people who feel they can influence decisions in locality (0.1% better score than County average); NI 138, satisfaction with people over 65 with both home and neighbourhood (0.2% better than County average); and NI 139, extent to which older people receive support needed to live independently (3.2% better than County average).

### 9.1.1 Perceptions of the local area

Residents were asked about their local area, this meaning the area within a 15 to 20 minute walk from home.

Just over three quarters (77%) of residents in Redditch are satisfied with the local area as a place to live (NI 5). A total of 9% of residents were dissatisfied with Redditch as a place to live. Since the last BVPI survey in 2006/07 the level of satisfaction has risen by 5%, which is positive. However, Redditch is still scoring lower than the County average by 6.3% (County average 84%) and is even lower than the National average of 86%.

Of the 9% of residents who are dissatisfied, it appears that younger people comprise the largest proportion of dissatisfied residents, with fewer older residents stating dissatisfaction with Redditch as a place to live.

Satisfaction correlates with perceptions of crime and community cohesion. Satisfaction was found to be greater amongst those who felt safe outside after dark, who feel that local services are dealing with crime successfully, and those who feel that they have a sense of belonging to their neighbourhood or that residents from different backgrounds get on well<sup>49</sup>

Satisfaction with the home and local area amongst people aged over 65 (NI 138) is scored at 85.9% in Redditch; this is 0.2% higher than the County average.

<sup>47</sup> Assessing Redditch's Performance, Results of the Place Survey 2008/09 for Redditch Borough Council and partners. Ipsos MORI June 2009

<sup>48</sup> Assessing Redditch's Performance, Results of the Place Survey 2008/09 for Redditch Borough Council and partners. Ipsos MORI June 2009

<sup>49</sup> Assessing Redditch's Performance, Results of the Place Survey 2008/09 for Redditch Borough Council and partners. Ipsos MORI June 2009

Residents were asked to identify factors which are important for quality of life, and factors which most need improving. The factors stated as most important generally were crime (61%), street cleanliness (45%) and health services (45%).

The issues which people thought most needed improving were different to the factors identified as most important for a good quality of life. The exception to this is the level of crime, of which the greatest proportion of people felt was important for a good quality of life, and more than a third (34%) of people also felt needed improving.

Interestingly, 44% of those dissatisfied with Redditch as a place to live stated street cleanliness is an important factor to improve. Additionally, 42% of those who do not feel informed about public services cited crime as an area for improvement.

Residents felt that the two most important priorities for improvement in Redditch are activities for teenagers (52%) and road and pavement repairs (48%). Both of these issues also became apparent as important factors for satisfaction with the local area during the Community Consultations in Redditch 2009. Additionally in the 2006/07 BVPI survey, these two factors were the top and third priorities (50% and 40% respectively) for improvement selected by residents. The second factor in this survey was levels of crime, indicating that road and pavement repairs are now a more important priority than levels of crime.

### 9.1.2 Community safety

Most residents (85%) feel safe in Redditch during the day, however, a greater proportion of people felt unsafe after dark (42%) compared to 40% of people feeling safe after dark. Feeling unsafe after dark seems to be concentrated amongst certain groups, notably 51% of young people aged 18-34%; 56% of people in social housing; 50% of people who do not feel informed about public services; and 51% of people who do not feel a strong sense of belonging to the neighbourhood felt unsafe after dark in Redditch<sup>50</sup>.

Overall, residents in Redditch do not perceive anti social behaviour to be a big problem (NI 17), 21.1% of residents felt this is a problem. However, this score is 6.7% higher than the County average, and Redditch has the highest score of all the districts.

Of seven types of anti social behaviour, residents rated teenagers hanging around the streets as the biggest problem in Redditch (42%). This is greater than the County average response to this question of 35% and has potential ties to resident comments around the need for additional activities for teenagers seen in both this survey and the Community Consultation Redditch 2009 surveys. Teenagers hanging around the streets was also the top type of anti social behaviour listed as a problem in the 2006/07 BVPI survey, although the proportion of residents citing this as a problem has fallen from 57% to 42%.

More than a third of people (32%) felt that rubbish or litter is a problem, which is roughly in line with the County average score. In comparison to the 2006/07 survey, rubbish or litter as a problem has moved up from third place to second place this year, although a smaller proportion of people now feel this is the most problematic type of anti social behaviour in their area (38% to 32%).

<sup>50</sup> Assessing Redditch's Performance, Results of the Place Survey 2008/09 for Redditch Borough Council and partners. Ipsos MORI June 2009



A total of 30% of residents felt that vandalism or graffiti is a problem, which is greater than the County average of 24%.

People being drunk or rowdy in public places is a type of anti social behaviour included in this question, and makes up its own indicator, NI 41. Redditch scored 31% for this indicator, compared to the County average, 7% more residents in Redditch have concerns around this behaviour than the County average score. This score is also higher than the National average of 25%.

People being drunk or rowdy in public places is a type of anti social behaviour included in this question, and makes up its own indicator, NI 42. Since the 2006/07 BVPI survey, it seems perceptions have greatly improved around this indicator, with 26% citing this as a problem in their area, compared to 41% in the last survey. This is a big improvement in perceptions, and this type of anti social behaviour has moved from being the second most problematic type of anti social behaviour to the fifth of seven type of ASB. This now brings Redditch in line with the National average and just 2% worse than the County average.

When asked whether residents agree or disagree with the statement that police and other public services are successfully dealing with crime and anti social behaviour in the local area (NI21), almost as many people agreed (25%) as disagreed (26%) with the statement. However, results were similar for the County average also, with 26% in agreement and 23% disagreeing with the statement.

Residents were asked if they agreed that the police and local public services seek people's views about issues of crime and anti social behaviour in the area (NI 27). A larger proportion disagreed with this statement (34%) compared to those in agreement (25%).

Of those that agree that crime and ASB issues are being dealt with effectively, 66% also agreed that public services do seek their views on these issues.

### 9.1.3 Community cohesion

The proportion of people who feel that people from different backgrounds get on well together in their local area has decreased by 5% from 77% to 72% since the last survey in 2006/07 (NI 1). Additionally 5% fewer people felt this was the case compared to the County average. This is linked to satisfaction with the area (77%) of people who agreed with this statement were also satisfied with the local area as a place to live; and also satisfaction with the local council (84% of people who agreed with this statement were satisfied with the local council)<sup>51</sup>.

Of those who disagreed that people of different backgrounds get on well in their area, more than half (52%) were aged between 18 and 24 years.

A total of 55% of residents feel a sense of belonging to their local neighbourhood (NI 2). However, of those included in this agreement, just under half did not feel this strongly. Additionally, this is lower than the County average of 62%.

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<sup>51</sup> Assessing Redditch's Performance, Results of the Place Survey 2008/09 for Redditch Borough Council and partners. Ipsos MORI June 2009

Residents most likely to have a strong sense of belonging to the area were those that also felt they were able to influence local decisions, those that volunteer with a group or organisation, and those that feel that people from different backgrounds get on well together in their area.

A total of 35% of Redditch residents feel that people in their local area do not treat one another with respect or consideration. This is 8% higher than the County average of 27%. This area has shown a large improvement of 18% compared to the 2006/07 BVPI survey, where 53% felt this way but further improvements are required in order to be in line with the County average.

Local authorities are being encouraged to support effective parenting and to ensure parents are held responsible for the actions of their children (NI 22). When asked how much they agree or disagree that parents take enough responsibility for the behaviour of their children in the local area, 28% of Redditch residents agreed, compared to the County average of 32%. However, of those in agreement, just 5% agreed strongly. No previous year comparative data are available for this indicator.

#### **9.1.4 Getting involved**

Just 11.2% of Redditch residents have taken part in one of the civic activities listed in the past twelve months (e.g. being involved in decision making groups); however this is similar to the County average of 12%.

A larger proportion of Redditch residents (17.6%) have taken part in unpaid voluntary activities to assist a club or organisation in the past 12 months (NI 6). However this is much lower than the County average of 25.5%.

Of those who are volunteering regularly, a quarter are aged over 65 years. Indeed the proportion of people volunteering regularly increases with each older age band.

#### **9.1.5 Local decision making**

Almost a third (27%) of Redditch residents agreed that they feel that they can influence decisions affecting their local area. This is in line with the County average, but has decreased by 3% compared to the last BVPI survey 2006/07.

When asked if they would like to get involved with decisions that affect their local area, 22% of residents said they would like to be involved. This is 4% lower than the County average and indicates no change from the BVPI survey 2006/07.

The largest proportion of people who wanted to be involved with decision making (31%) were in the 18-24 age band.

#### **9.1.6 Information provision**

The degree to which residents feel informed about public services affects their attitudes to other issues, particularly crime and safety<sup>52</sup>. People in Redditch feel

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<sup>52</sup> Assessing Redditch's Performance, Results of the Place Survey 2008/09 for Redditch Borough Council and partners. Ipsos MORI June 2009

slightly less informed about public services than the County average (36% compared to 39%).

Residents were also asked how informed they feel about key issues related to the council. Compared to the BVPI 2006/07 survey, more people felt aware of how council tax is spent (previously worded as 'what the council spends its money on') and less informed about how to get involved in local decision making.

A total of 13% of Redditch residents felt well informed about what to do in the event of a large-scale emergency (NI 37). This is lower than the County average of 19%.

### **9.1.7 Health**

Residents were asked to provide a self reported assessment of their general health and well being (NI 119). Fewer residents in Redditch reported good health (73%) compared to the County average (77%).

The last Census data was collected in 2001, and at this time around 8% of Redditch residents categorised their health as 'not good'. The most recent Place Survey data from 2008/09 asks a similar question, for residents to self report their health status, of which 5% reported this as 'bad' and 1% reported it as 'very bad'.

### **9.1.8 Local public services**

More than 60% of residents feel that local public services treat all people fairly; are working to improve the environment; and are working to make the area safer. However, much lower proportions felt that local public services are customer focused and act on people's concerns (40%) or that local public services work to promote the interests of the public (34%). All of these results are similar to the County average responses, with the greatest difference noted around public services working to promote the interests of the public, where 6% fewer people agreed with this compared to the County average.

Of all public services, residents were most satisfied with their GP or family doctor (80%), followed by their local hospital (72%). The police received the lowest score of satisfaction (47%), although this service does tend to receive lower levels of usage.

The level of satisfaction with the council overall (43%) is lower than all of the public services included in the survey.

Compared to the BVPI survey 2006/07, satisfaction has increased for the local hospital, the local dentist, Hereford and Worcestershire Fire Service, and the police. Satisfaction has declined for the local GP service from 84% to 80% however it still remains the highest scoring public service in terms of resident satisfaction.

A new indicator has been introduced, aimed at measuring if people feel they are treated with respect and consideration by their local public services (NI 140). A total of 66% of Redditch residents agreed that they are treated with respect and consideration by local public services, with just 8% stating that they are rarely or never feel they are treated in this way. However, this performance is much lower than the County average of 74%. Analysis indicates that young people aged 18-24

years are least likely to feel that they are treated with respect and consideration by local public services.

Treatment by local public services has a big impact upon views of the council overall, and of those dissatisfied with the council; just 33% feel they are treated with respect and consideration.

### **9.1.9 Council services**

Satisfaction with the local council has fallen from 55% in the 2006/07 BVPI survey to 43%, with 25% of residents feeling actively dissatisfied with the council. However, overall satisfaction with the majority of councils has fallen, but satisfaction with Redditch council is also lower than the County average (46%).

A greater proportion of residents (34%) agree that the council offers value for money than the proportion that disagree (29%). Agreement is greatest amongst those aged 65 and over, and is lowest in those aged 18-34. The proportion of residents who agree with this statement is roughly in line with the County average (35%).

National Indicator 139 measures how well older people in the area are able to get the services and support they need to continue to live at home for as long as they want to. Redditch scored above the County average on this question, with 33% in agreement that older people are supported, 3% more than the County average of 29%.

This information was taken from the analysis of the Place Survey specifically for Redditch Borough, documented in *Assessing Redditch's Performance, Results of the Place Survey 2008/09 for Redditch Borough Council and partners*. Ipsos MORI June 2009. Further details on methodology, interpretation of data, and further statistics are available in this document.

## 9.2 Citizen Panel Survey 2008

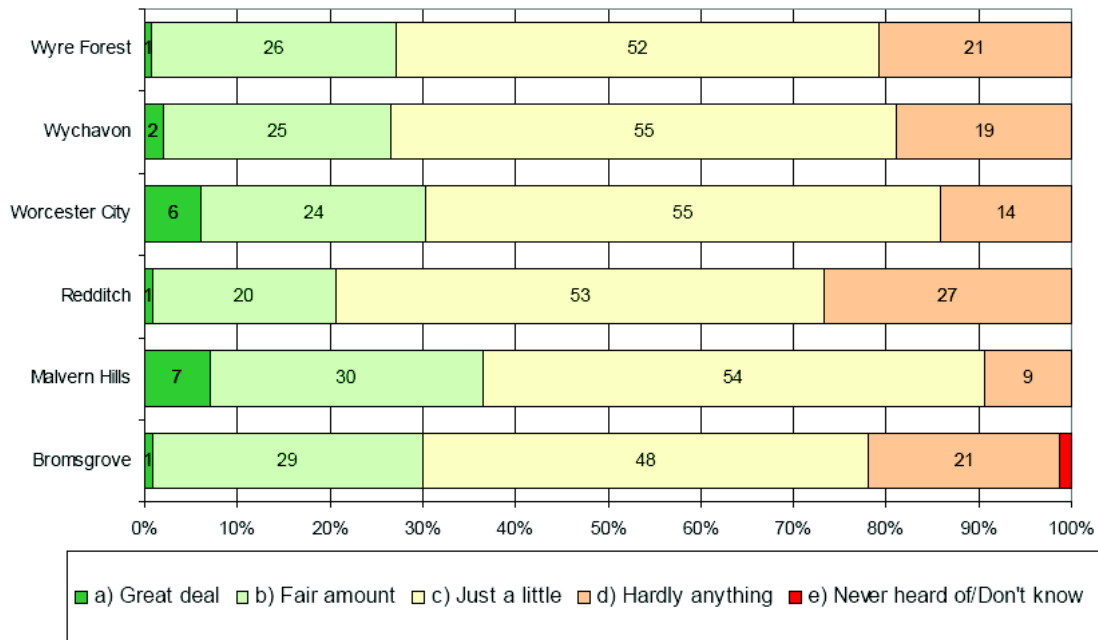
In November 2008, 1593 Citizens' Panel surveys were sent out to panel members, 1130 by post and 463 *via* email. At the time of analysis a total of 1027 responses had been received, representing a 64% response rate.

The 18<sup>th</sup> Citizens Panel survey (2008) had two main sections; in the first we aim to find out about how residents would like to be informed about local services and involved in decisions that affect their local areas. The second section concerns health and well-being, it includes questions relating to priorities for health and social care services and questions from Worcestershire Primary Care Trust about local healthcare services.

### 9.2.1 Knowledge of Worcestershire County Council

Respondents were asked how much they know about Worcestershire County Council. Respondents from Malvern Hills and Worcester City are the most likely to say that they know a great deal about the county council while those in Redditch are most likely to know hardly anything<sup>53</sup> (Figure 9.1).

**Figure 9.1 Knowledge of Worcestershire County Council by district**



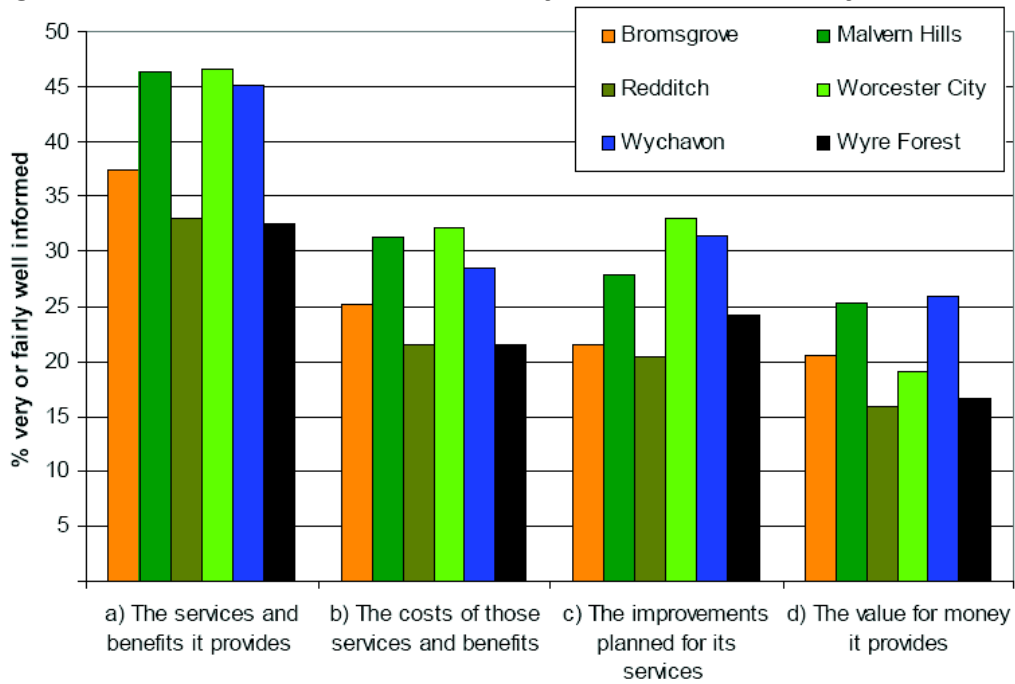
Source: Citizen Panel 2008

<sup>53</sup> Citizen Panel November 2008, Analysis. Research and Intelligence Unit, Worcestershire County Council

**9.2.2 Information from Worcestershire County Council**

Residents were asked how well informed Worcestershire County Council keeps them about various issues<sup>54</sup> (Figure 9.2). Redditch residents generally felt well informed about the issues included, with the highest residents feeling informed of the districts. The lowest proportion of residents felt informed about plans for improved services by Worcestershire County Council.

**Figure 9.2 How informed do residents feel by Worcestershire County Council?**



Source: Citizen Panel 2008

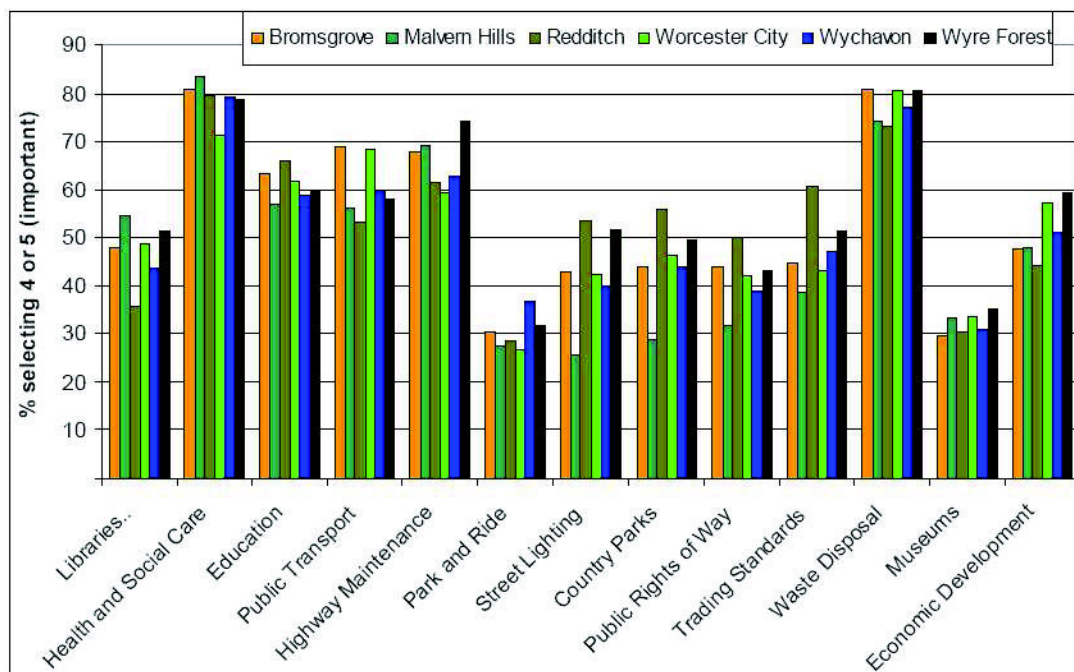
<sup>54</sup> Citizen Panel November 2008, Analysis. Research and Intelligence Unit, Worcestershire County Council

**9.2.3 The importance of being informed**

Respondents were asked to rate the importance of being informed about various County Council services. Each service was rated on a scale of 0 to 5 where 0 means "Not at all important" and 5 means "Very Important" (Figure 9.3).

In all the districts Health and Social Care and Waste Disposal are the issues most likely to be rated important as far as receiving information is concerned. The importance attached to some of the other services varies more widely by district. In Redditch Street Lighting was rated as important, with 54% of residents rating this as 4 or 5, compared to just 26% of Malvern Hills residents<sup>55</sup>.

**Figure 9.3 Ratings of the importance of being informed about various services**



Source: Citizen Panel 2008

<sup>55</sup> Citizen Panel November 2008, Analysis. Research and Intelligence Unit, Worcestershire County Council

**9.2.4 Quality of County Council Services**

Respondents were asked to describe the quality of the services provided by Worcestershire County Council (Figure 9.4). Redditch residents were generally pleased with the quality of County Council services, with 37% rating services as "very good" or "good".

**Figure 9.4 Quality of services provided by Worcestershire County Council**



Source: Citizen Panel 2008



### 9.2.5 How much do councils take residents views into consideration in decision making?

Respondents were asked to what extent they agree or disagree that councils take local residents views into consideration when making decisions (Table 9.1). A relatively larger proportion of Redditch residents felt that both County Councils and District Councils take their views into consideration when making decisions. At Borough level, one of the largest proportions of residents (27%) felt their views are considered.

**Table 9.1 Extent of agreement/disagreement that councils take local residents views into consideration when making decisions**

	% Agree/Strongly Agree		
	<i>County</i>	<i>District</i>	<i>Parish/Town</i>
<i>Bromsgrove</i>	25	28	40
<i>Malvern Hills</i>	19	26	49
<i>Redditch</i>	22	27	29
<i>Worcester City</i>	22	18	28
<i>Wychavon</i>	24	28	42
<i>Wyre Forest</i>	18	25	27

Source: Citizen Panel 2008

### 9.3 Community Consultation Redditch 2009

A series of resident surveys have been planned for each ward of Redditch Borough over the coming months. A sample of residents from each ward, ranging from around 60 to more than 100 residents have been asked to provide opinions on the work of Redditch Borough Council and life in Redditch in general.

So far, surveys have been conducted in Winyates, Headless Cross and Oakenshaw and Astwood Bank and Feckenham wards. It is planned that all wards will have been surveyed by the end of 2009. An executive summary of responses for each ward are produced following each survey, and once all surveys have been completed, detailed analysis for the whole of Redditch can be undertaken.

## Appendix 1

**Table A1 Percentage of pupils achieving Level 4 or above in English (Key Stage 2)**

School	2008	2007	2006
Ipsley CofE Middle School	73%	76%	75%
Redditch, Birchensale Middle School	74%	83%	68%
Redditch, Church Hill Middle School	60%	72%	79%
Redditch, Dingleside Middle School	N/A	50%	57%
Redditch, Ridgeway Middle School	82%	76%	86%
St Bede's Catholic Middle School	90%	81%	87%
Walkwood CofE Middle School	86%	76%	82%
Woodfield Middle School	79%	74%	73%
The Kingfisher School	N/A	N/A	N/A
Pitcheroak School	N/A	N/A	N/A

Source: Department for Children, Schools and Families (DCSF)

**Table A2 Percentage of pupils achieving Level 4 or above in Maths (Key Stage 2)**

School	2008	2007	2006
Ipsley CofE Middle School	73%	57%	53%
Redditch, Birchensale Middle School	78%	80%	69%
Redditch, Church Hill Middle School	76%	59%	76%
Redditch, Dingleside Middle School	N/A	69%	73%
Redditch, Ridgeway Middle School	79%	74%	71%
St Bede's Catholic Middle School	75%	79%	76%
Walkwood CofE Middle School	73%	76%	75%
Woodfield Middle School	77%	69%	73%
The Kingfisher School	N/A	N/A	N/A
Pitcheroak School	N/A	N/A	N/A

Source: Department for Children, Schools and Families (DCSF)

**Table A3 Percentage of pupils achieving Level 4 or above in Science (Key Stage 2)**

School	2008	2007	2006
Ipsley CofE Middle School	85%	84%	79%
Redditch, Birchensale Middle School	96%	96%	91%
Redditch, Church Hill Middle School	73%	77%	90%
Redditch, Dingleside Middle School	N/A	74%	80%
Redditch, Ridgeway Middle School	96%	92%	87%
St Bede's Catholic Middle School	81%	89%	89%
Walkwood CofE Middle School	92%	87%	84%
Woodfield Middle School	97%	95%	93%
The Kingfisher School	N/A	N/A	N/A
Pitcheroak School	N/A	N/A	N/A

Source: Department for Children, Schools and Families (DCSF)

**Table A4 Percentage of pupils achieving Level 5 or above in English (Key Stage 3)**

School	2007	2006
Arrow Vale Community High School - a Specialist Sports College	70%	62%
Kingsley College	82%	69%
St Augustine's Catholic High School: A Specialist Science College	90%	83%
Trinity High School and Sixth Form Centre	69%	56%
The Kingfisher School	0%	N/A
Pitcheroak School	0%	0%

Source: Department for Children, Schools and Families (DCSF)

**Table A5 Percentage of pupils achieving Level 5 or above in Maths (Key Stage 3)**

School	2007	2006
Arrow Vale Community High School - a Specialist Sports College	59%	64%
Kingsley College	76%	81%
St Augustine's Catholic High School: A Specialist Science College	80%	86%
Trinity High School and Sixth Form Centre	69%	67%
The Kingfisher School	25%	N/A
Pitcheroak School	0%	0%

Source: Department for Children, Schools and Families (DCSF)

**Table A6 Percentage of pupils achieving Level 5 or above in Science (Key Stage 3)**

School	2007	2006
Arrow Vale Community High School - a Specialist Sports College	59%	68%
Kingsley College	75%	76%
St Augustine's Catholic High School: A Specialist Science College	81%	84%
Trinity High School and Sixth Form Centre	61%	61%
The Kingfisher School	50%	N/A
Pitcheroak School	0%	0%

Source: Department for Children, Schools and Families (DCSF)

**Table A7 Percentage of pupils achieving 5 or more GCSEs at Grades A\* to C (Key Stage 4)**

School	2005	2006	2007	2008
Arrow Vale Community High School - a Specialist Sports College	22%	25%	29%	29%
Kingsley College	35%	36%	39%	45%
St Augustine's Catholic High School: A Specialist Science College	59%	67%	65%	58%
Trinity High School and Sixth Form Centre	31%	31%	24%	35%
The Kingfisher School	N/A	N/A	0%	0%
Pitcheroak School	0%	0%	0%	0%

Source: Department for Children, Schools and Families (DCSF)

Table A8 Percentage of pupils achieving Level 4 or above by ward (Key Stage 2)

Area	English		Maths		Science	
	1997	2007	1997	2007	1997	2007
	% points difference		% points difference		% points difference	
Abbey Ward	35	-	35	-	35	-
Astwood Bank and Feckenham Ward	67	76	67	74	67	92
Batchley Ward	56	77	56	74	56	89
Central Ward	-	-	-	-	-	-
Church Hill Ward	56	72	56	59	56	77
Crabbs Cross Ward	-	-	-	-	-	-
Greenlands Ward	39	50	39	69	39	74
Headless Cross and Oakenshaw Ward	68	76	68	76	68	87
Inkberrow Ward	-	-	-	-	-	-
Lodge Park Ward	70	78	70	74	70	92
Matchborough Ward	41	0	41	33	41	33
West Ward	-	-	-	-	-	-
Winyates Ward	56	76	56	57	56	84
<b>Redditch Constituency</b>	<b>59</b>	<b>75</b>	<b>51</b>	<b>70</b>	<b>61</b>	<b>87</b>
<b>Worcestershire LA</b>	<b>64</b>	<b>80</b>	<b>58</b>	<b>75</b>	<b>68</b>	<b>88</b>
<b>West Midlands Region</b>	<b>61</b>	<b>79</b>	<b>58</b>	<b>76</b>	<b>65</b>	<b>87</b>
<b>England</b>	<b>63</b>	<b>80</b>	<b>62</b>	<b>77</b>	<b>68</b>	<b>88</b>

Source: Department for Children, Schools and Families (DCSF)



