

**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 2026¹.

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.

¹ 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 CO₂ per capita, more than the County average of 7.3 tonnes CO₂ 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%². 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).

² Healthy Lifestyles in Redditch and Bromsgrove. Public Health Annual Report 2005. www.worcestershirehealth.nhs.uk