

Bromsgrove Profile

The report is structured around the 6 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 Bromsgrove 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 for focus based on available data sets

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

2 Background

Background analysis to inform examination of data in subsequent chapters including:

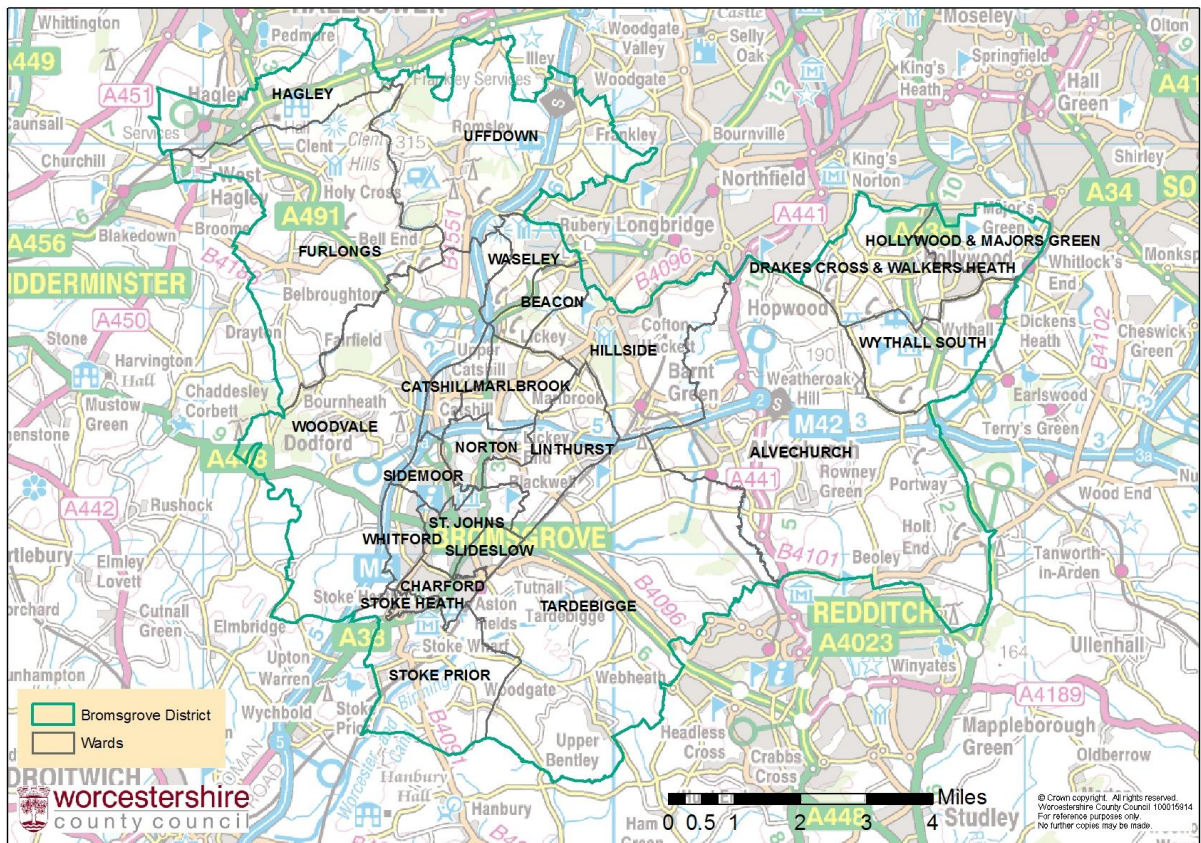
- Location
- Population Structure
- Population Projections
- Overall Index of Deprivation
- Acorn 2009 Classification

2.1 Location

Covering an area of 83.9 square miles, Bromsgrove District is a mixture of urban and rural communities, with the Clent and Lickey Hills providing a dividing line from the industrial West Midlands. The town of Bromsgrove accounts for just over a third of the total population of the District, with other population clusters in the towns of Hagley, Rubery and Wythall.

The District is served by railway lines and major roads including the M5 running north and south, the M42 and M40 to the east with further links to the M6 north. The area has a predominantly rural and agricultural appearance, but also supports a varied economy based on a range of small and medium sized businesses.

Figure 2.1 Location of Bromsgrove



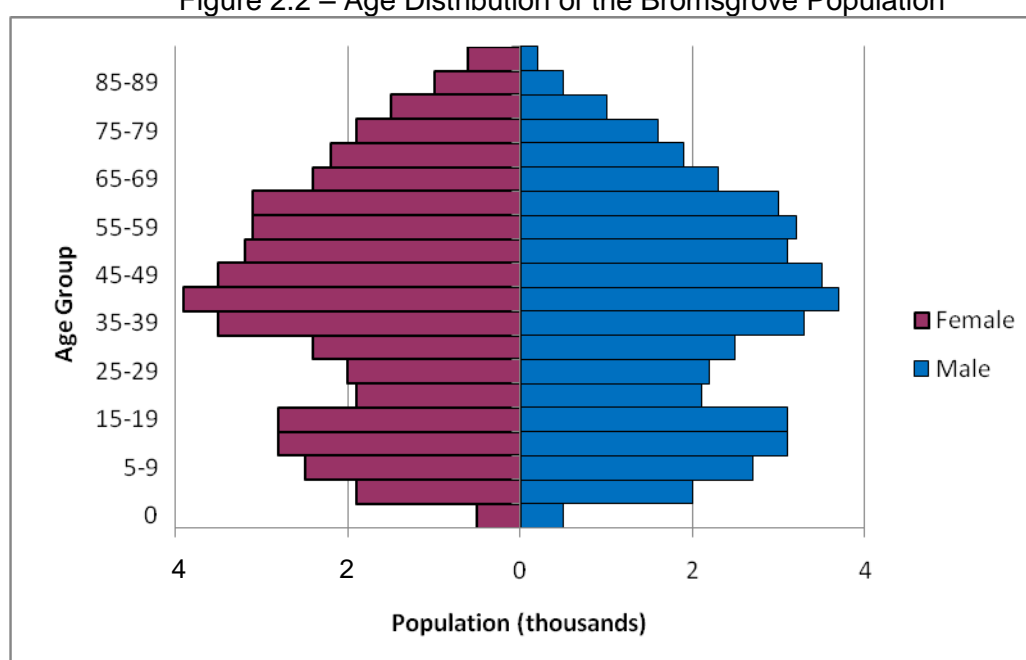
The above map shows the Bromsgrove District boundary as well as the ward boundaries. The following report contains analysis focused mainly on District level

performance, with additional breakdown of data by ward and Super Output Area (SOA) where appropriate.

2.2 Population

The current population of Bromsgrove District is estimated (by mid-2007 ONS estimates) to be 92,300. There is a fairly even split between male and female inhabitants with 50.6% female and 49.4% male.

Figure 2.2 – Age Distribution of the Bromsgrove Population



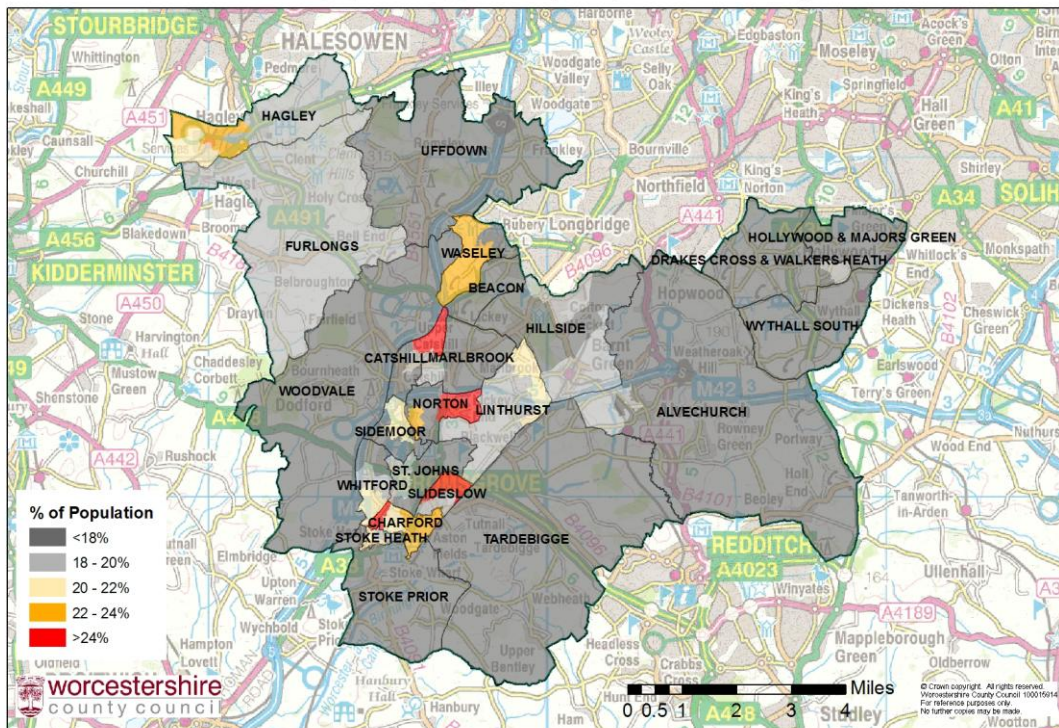
Source: ONS 2007 mid-year estimates, Research & Intelligence Unit, Worcestershire County Council.

The greatest proportion of Bromsgrove residents is aged between 35 and 64. The District is known to have an ageing population, and has slightly more people aged over 40 than the average for the County as a whole. This older population is predominantly female: 16% of the male population of Bromsgrove are aged over 65, as opposed to 21% of the female population.

Areas with a higher proportionate 0-15 year old population, as demonstrated in figure 2.3, tend to be on the larger housing areas of the district. Areas where more than 24% of the population are aged 15 or under include: the Austin Road area of Charford; the northern section of Catshill; the Oakalls area of Slideslow ward; and Lickey End.

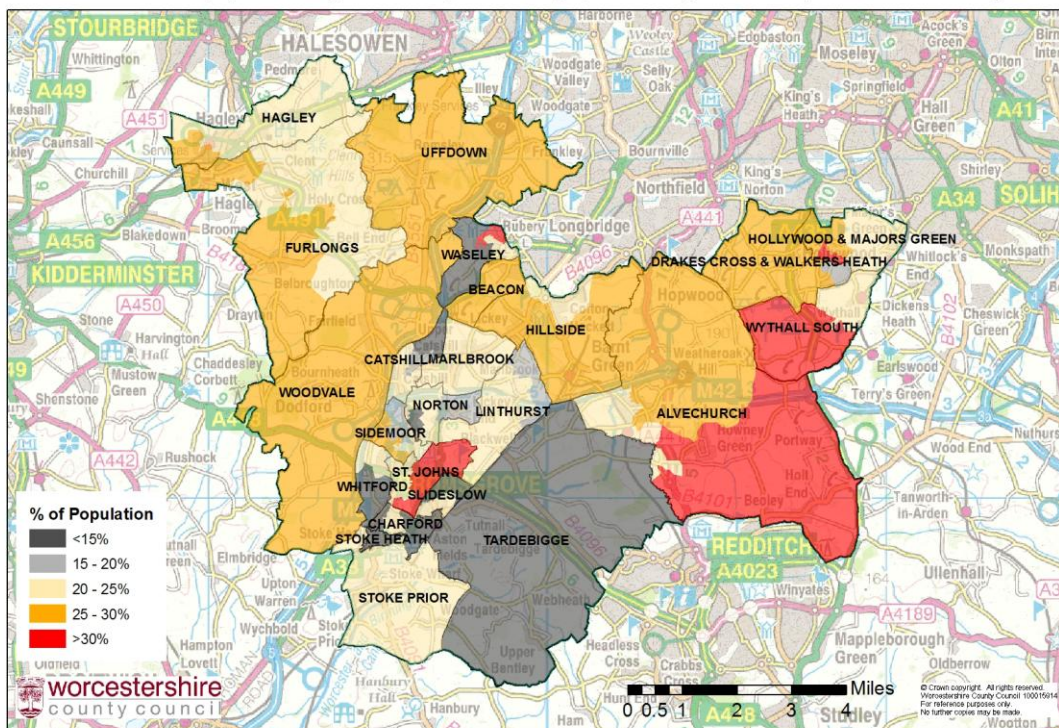
As figure 2.4 shows, the areas with the highest concentration of older residents are: the rural parts of Alvechurch ward (around Rowney Green and Beoley); the Wythall Green area; West Hollywood; the Waseley Road area of Rubery. Also, a large section of Bromsgrove Town Centre has a high concentration of older residents. This can be attributed to the number of sheltered accommodation and retirement flats in the area including such properties as Brook Court, Windsor Gardens and Housman Court.

Figure 2.3 - % of the population aged 0 – 15 years.
 % of population aged 0 - 15 years (mid-2007 estimate)



Source: Mid-2007 population Estimates (ONS)

Figure 2.4 - % of population aged 60+ (females) and 65+ (males)
 % of female population aged over 60, and male population aged over 65 (mid-2007 estimate)



Source: Mid-2007 population Estimates (ONS)

93% of Bromsgrove residents are White British, or White Irish. Of the remaining 7% of the population, the ethnic group with the largest population size is White Other (1.5%), a group including people of Eastern European origin. 5.2% of the population is from other ethnic minority groups, one of the lowest proportions of Worcestershire's 6 districts.

2.3 Population Projections

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

Table 2.1 Population projections by age, 2007 - 2026

Age Group	Thousands								% Change
	2007	2008	2009	2010	2011	2016	2021	2026	
0-9	9.9	9.9	9.8	9.9	9.9	9.5	8.6	8.4	-15.2%
10-19	11.9	11.9	11.6	11.1	10.8	9.8	9.8	9.3	-21.8%
20-29	8.3	8.0	8.1	8.2	8.3	8.6	8.0	7.4	-10.8%
30-39	11.8	11.2	10.7	10.2	9.9	8.3	8.1	8.6	-27.1%
40-49	14.6	14.9	14.9	14.9	14.8	13.0	10.5	9.0	-38.4%
50-59	12.8	12.5	12.4	12.4	12.7	13.5	14.0	12.3	-3.9%
60-69	10.8	11.1	11.4	11.5	11.7	11.6	11.4	12.3	13.9%
70-79	7.5	7.7	7.8	8.0	8.0	9.3	10.6	10.6	41.3%
80+	4.8	4.9	4.9	5.0	5.3	6.0	7.2	9.0	87.5%
Total	92.3	92.1	91.7	91.4	91.1	89.6	88.2	87.1	-5.6%

Source: ONS projections - Research and Intelligence Unit Worcestershire County Council

Table 2.1 suggests that the population of Bromsgrove will begin to decline year on year from 2008 onwards. The biggest decreases will be seen in the 40-49 age category. Despite the overall decreasing trend, it is predicted that the population aged 60 and over will, in fact, increase substantially. Currently, roughly 20% of the population are aged over 65, and this proportion is set to rise to around 30% by 2026. This trend is likely to be caused by both increased life expectancy and the improved health of older people in the District.

This increasing aging population may have a significant impact on policy and planning for the District, with specific regard to community safety, health and the strength of communities.

For example, based on 2001 Census data, there are around 14,628 people living in the District with a Limiting Long Term Illness (LLTI), representing 16.7% of the total population. As older age groups have a greater propensity to have LLTI, and the older population is set to increase further still in the coming years, this could have a significant impact on resources in Bromsgrove. Though the District does not have the highest proportion of people with LLTI in the county, Bromsgrove has seen the one of the largest proportionate increases since 1991.

2.4 Migration

Change in the structure of the population is also affected by migration, both internal and international.

Table 2.2 - Migration for Worcestershire 2001 - 07

Area	Migration Type	01/02	02/03	03/04	04/05	05/06	06/07
Bromsgrove	Internal	1,200	1,200	900	600	700	800
Worcestershire	Migration	2,800	3,000	2,500	1,800	1,400	1,100
Bromsgrove	International	-200	-200	0	100	-100	-200
Worcestershire	Migration	-1,400	-700	-800	400	200	400
Bromsgrove	Total	1,000	1,000	900	700	600	600
Worcestershire	Migration	1,400	2,300	1,700	2,200	1,600	1,500

Source: Research Unit, Worcestershire County Council

Since 2001/02, net migration in Bromsgrove has been positive year on year. Internal migration has the biggest impact, most likely because of the rural nature of the District, with good transport links to Birmingham making it the ideal location for higher paid long distance commuters. The rate of internal migration does not appear to be slowing, and with 2,100 dwellings (105 per annum) planned over the next 20 years as part of phase 2 of the Regional Spatial Strategy Revision, the population structure of the District is likely to see some changes.

National Insurance registrations in respect of non-UK nationals give an indication of the level of migrant workers entering the District.

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
Bromsgrove	80	100	140	180	200	160
Worcestershire	1,150	1,1220	2,240	3,630	3,720	3,570

Source: DWP, 2008, National Insurance Recording System

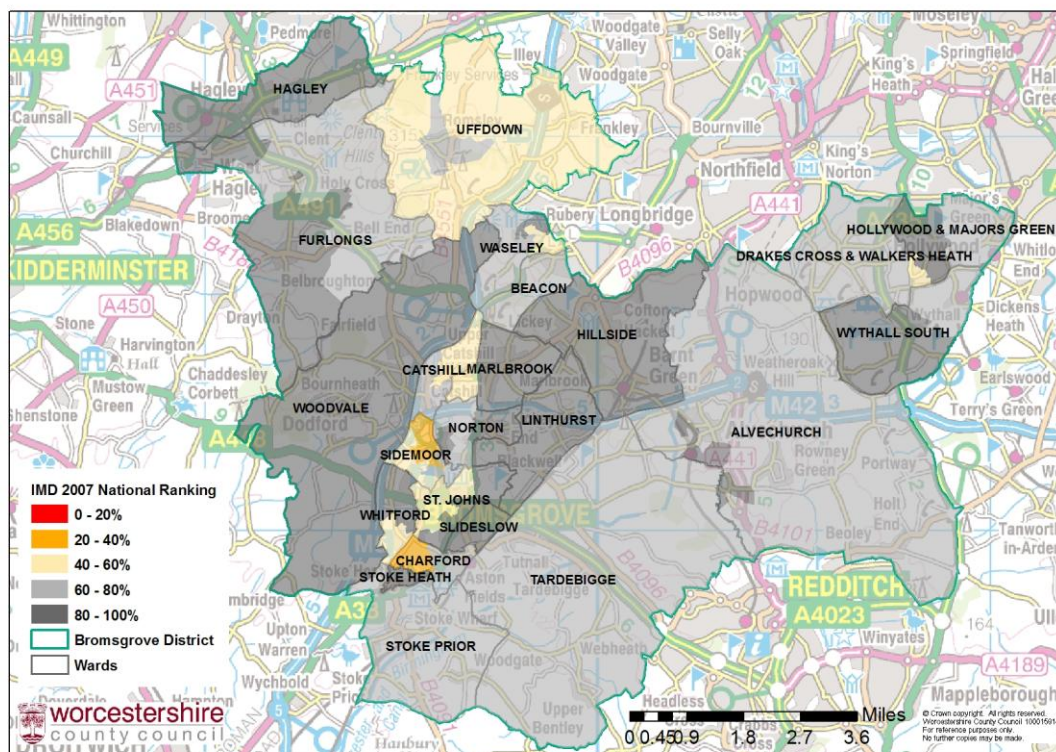
Bromsgrove has the lowest level of NINo registrations in Worcestershire, and the rate appears to be slowing with a 20% reduction in registrations from 2006/07 to 2007/08. In 2007/08 there were 900 National Insurance Registrations in Redditch, 950 in Wychavon and 970 in Worcester City. In 2007/08, in Worcestershire as a whole, Polish nationals represent more than half of all new registrations, and nationals from the Slovak Republic account for 9.0%.

2.4 Index of Multiple Deprivation

The Indices of Deprivation were produced in 2007 by the Department for Communities and Local Government (DCLG). The Indices is a measure of deprivation for every Super Output Area and local authority area in England. It combines a number of indicators across seven domains (Income, Employment, Health deprivation and disability, Education, skills and training deprivation, Barriers to Housing and Services, Living Environment deprivation and Crime) into a single deprivation score and rank for each area.

Figure 2.5 demonstrates the overall Index of Deprivation for Bromsgrove by Super Output Area (SOA) level, presented in terms of proportionate ranking against the national average.

Figure 2.5 – IMD 2007 National Ranking by SOA



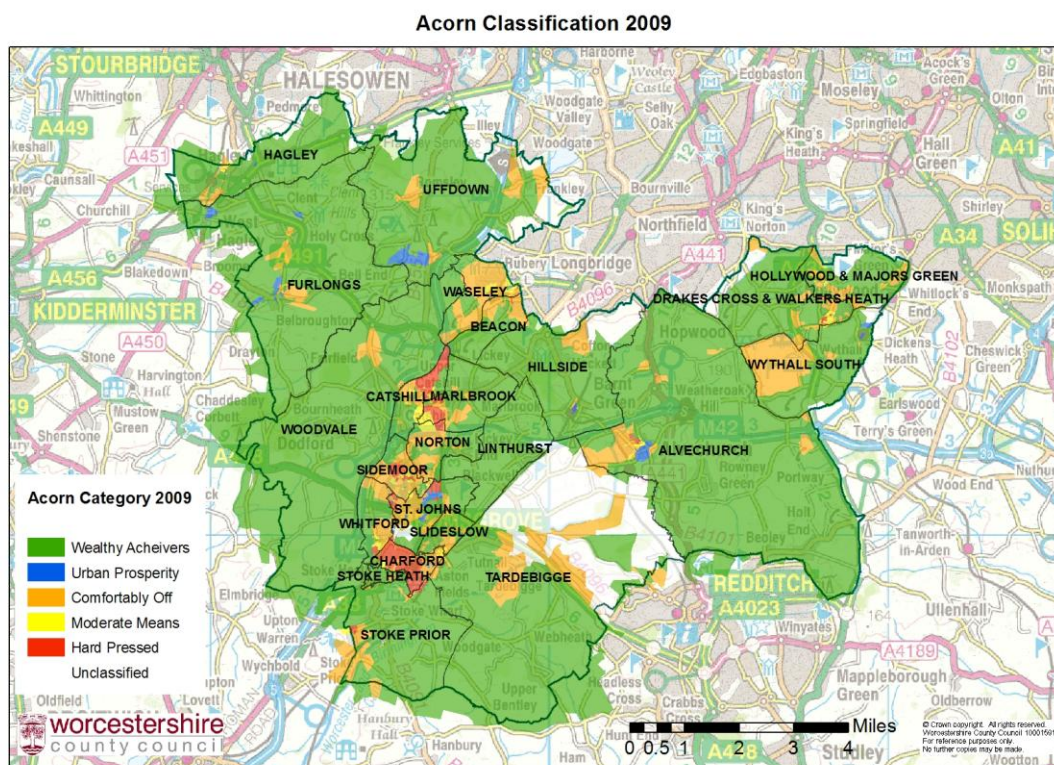
Source: IMD 2007

Though there are no SOAs within the District that fall into the top 20% most deprived nationally, areas of Sidemoor and Charford wards are within the top 20-40%. These areas, the King Georges area of Sidemoor and Austin Road area of Charford, are the most deprived SOAs in Bromsgrove. In fact, there are a number of areas in Bromsgrove that fall within the *least* deprived 20% of SOAs across the country, highlighting that the District is overall fairly affluent. The top 3 *least* deprived SOAs are: The Oakalls; West Hagley (Newfield Road); and the Sandhills area of Barnt Green.

2.5 Acorn 2009 Classification

Acorn classifications provide a geo-demographic breakdown of postcode areas to help us to understand neighbourhoods.

Figure 2.6 - Acorn 2009 Classification by post code area



Source: Acorn 2009

A quick glance at the above map immediately identifies the Charford ward as the most “hard pressed” in the District with very little colour showing within the ward other than red. Sidemoor also stands out as the most predominantly orange ward in the District. Though this does indicate a “comfortably off” population, in a District that is dominated by wealthy achievers, this does highlight the area as one of the worst off wards. There are other pockets of “hard pressed” residents around the district, most notably in Catshill and Marlbrook, and the King George Close area of Sidemoor.

2.6 Setting the context – Summary

- The greatest proportion of Bromsgrove residents are in the age groups 35-59.
- Younger population is especially concentrated in housing estate type areas such as Charford and the Oakalls.
- Older population is concentrated in more rural areas in the east of the District, as well as in the various retirement and sheltered accommodation complexes in the town centre.
- Bromsgrove has a less ethnically diverse population than other Districts in Worcestershire with a 92% White British population.
- Bromsgrove also has the lowest rate of National Insurance Number Registrations in the County.
- The population of Bromsgrove is projected to decrease by 5% between 2007 and 2026.
- However, an increase is projected in the older age groups of 60-69 (14%), 70-79 (41%) and 80+ (88%).
- No areas in Bromsgrove fall within the most deprived 20% of SOAs in England, however there is still significant variation in the level of deprivation across the district.
- Based on both the IMD and Acorn Classification, Charford stands out as being the most deprived or worst off area of the District, with additional pockets of greater need in areas of Catshill and Marlbrook, and Sidemoor.

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
- LI 4 (formerly 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:

- Bromsgrove 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
- Bromsgrove District Council Quality of Life Residents Survey

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

This indicator is measured using the Place Survey. The baseline for Worcestershire of 61.8% was calculated using the 2008/09 survey, and the target for improvement for the County has been set at an increase to 63.4%.

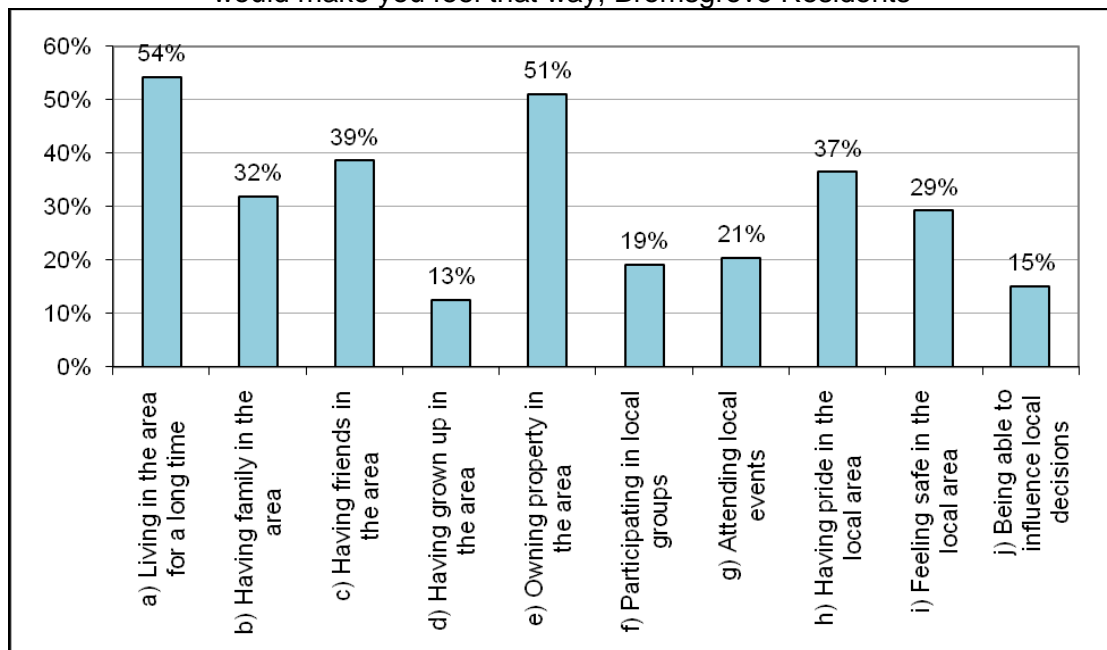
The Bromsgrove result for NI 2 from the 2008/09 Place Survey was 61.4%. This is 0.4% lower than the County average, and places Bromsgrove as the third ranked District within the County after Malvern Hills (70.2%) and Wychavon (67.3%). However, performance in Bromsgrove was substantially better than that of Redditch (54.6%) and Worcester City (55.0%), and just 0.4% higher than the Wyre Forest score of 61.0%.

It is possible to dissect this data down to a ward level, however it must be noted that as this survey data is defined down to a smaller geographical area, the sample size of residents becomes very small and so confidence intervals for the data become very large. This means that the data, though available, is less statistically significant.

It is possible however, to say that Whitford is the Ward where least residents feel they belong to their neighbourhood, but that is the only statement that can be made with any confidence.

3.1.2 Additional data set: Citizens Panel November 2008

Figure 3.1: Question 21 – what makes you feel like you belong to your area, or what would make you feel that way, Bromsgrove Residents



Source: Citizens Panel, November 2008

Living in an area for a long time and owning a home in the area are clearly the main aspects that make residents feel they belong to an area. Though these are not

aspects that can be easily affected by partners working towards improving scores for NI 2, it is possible to encourage home ownership through the provision of affordable homes (as in NI 155). A vast number of factors affect residents' decision to live in the area for a long time, such as aesthetics, crime rates and amenities, many of which are covered in the current LAA performance framework, and as such are things that the Bromsgrove Partnership are working towards influencing. Having pride in the area and feeling safe in the area were also recognised by 37% and 29% of residents respectively, and around a fifth of respondents felt that attending local events would help the feeling of belonging. These factors provide areas for focus for additional activity to improve NI 2 scores.

The current Citizens Panel for Worcestershire has a sample size per district of only around 200 people. Unfortunately, this is not enough to be able to provide any meaningful analysis at a sub-district level. From November 2009 onwards, a county-wide Citizens Panel will be established, with a target response level of 1000 people per District enabling ward level analysis.

3.1.3 NI 17 Perceptions of anti-social behaviour

The Worcestershire baseline from the 2008/09 Place Survey is 14.4% of people who perceive anti-social behaviour to be a problem in their area, with a target reduction to 13.3% by 2010/11.

In the Bromsgrove District, 12.3% of residents perceive anti-social behaviour to be a problem in their area (Place Survey 2008/09), well below the County average score. As with NI 2, Bromsgrove scores were better than those of Redditch (21.1%) and Worcester City (14.7%), and were also lower than the Wyre Forest score of 19.1%. Only Malvern Hills and Wychavon Districts out-performed Bromsgrove with 8.9% and 10.8% respectively.

Again, there are statistical significance issues when trying to identify the areas of greatest need in terms of perceptions of ASB. Below is a very rough indication of the 10 wards with the greatest perceived ASB problem:

Hollywood & Majors Green, Hillside, Catshill, Slideslow, Marlbrook, Waseley, Charford, Sidemoor, Alvechurch and Hagley.

It can be noted that these wards are not necessarily the areas where ASB reporting is most frequent. Some of the wards in the above list are actually some of the more affluent areas of the district, and it can be said that ASB perceptions are strongly affected by the levels of tolerance of residents, and what is thought to be acceptable behaviour by people in their local area.

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 unavailable on this national indicator.

The baseline for Worcestershire is a predicted rate of 9.76%, with a target for a 7.77% reduction by 2010/11.

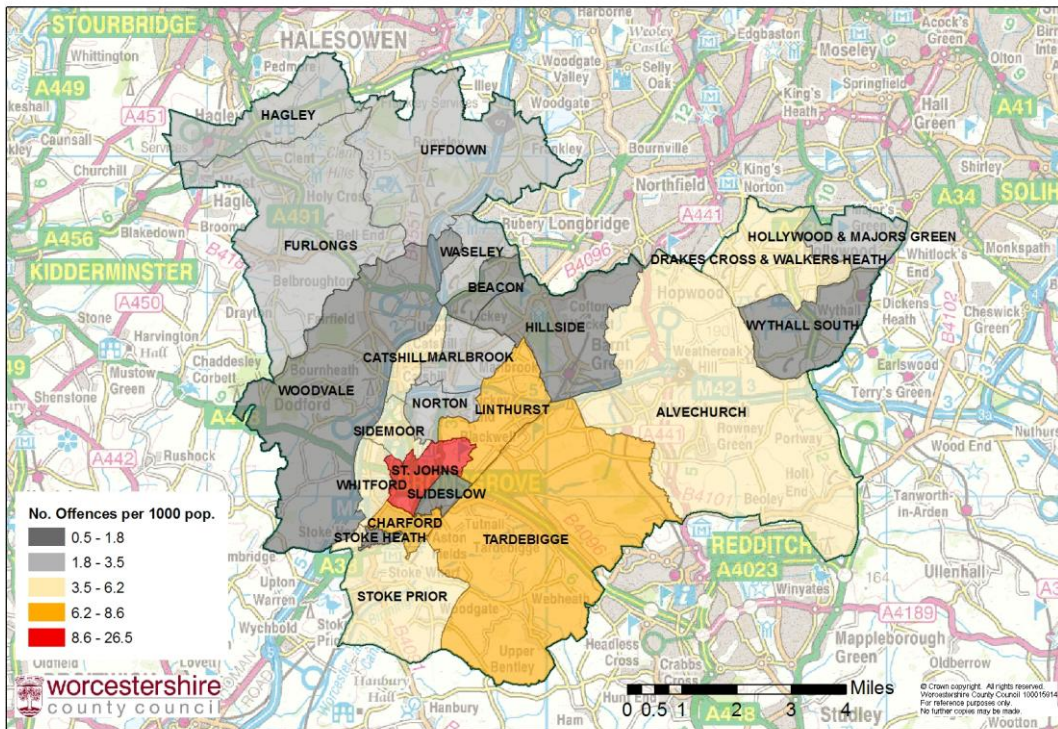
3.1.5 LI 4 (formerly NI 20) Assault with injury crime rate

The Worcestershire baseline is set at 5.83 assault with injury offences per 1000 population (2008/09), with a target reduction to 5.77 per 1000 by 2010/11.

The rate of assault with injury offences in the Bromsgrove CDRP area during 2007/08 was 4.67 offences per 1000 population, almost 40% below that of both Redditch (7.72) and Wyre Forest (7.56), and also lower than the South Worcestershire rate of 5.07 per 1000 population. This places Bromsgrove with LI 4 2008/09 performance almost 20% lower than the County average, and well on target for reductions by the end of the LAA in 2010/11.

Figure 3.2 – Assault with Injury Rate, 2008/09 by Ward.

NI 20 - Assault with Injury Rate, April 2008 - March 2009



Source: Police Recorded Crimes

It is clear that the ward of St John's, covering Bromsgrove town centre, is the main hotspot for assault with injury. As figure 3.2 represents the assault rate per 1000 population in each ward, the town centre hotspot is further exaggerated due to a low resident population. In fact, during 2008/09 there were a total of 120 assault with injury offences in the ward, which equates to an average of 2 per week. Most offences were linked to alcohol, occurring within or outside licensed premises.

Charford too is highlighted as having a high LI 4 rate in figure 3.2, but in contrast to St John's, is also one of the most densely populated areas of the District. Offences here are also likely to be linked to alcohol, but it is also important to recognise domestic abuse as a contributory factor. The wards of Linthurst and Tardebigge are highlighted as having a high rate for LI 4, however this is likely to be due to a high number of offences recorded at the Uplands Children's home in Linthurst, and at the prisons located in Tardebigge.

Overall assault with injury rates are low in Bromsgrove compared to the rest of the County. Attention should be focused on the town centre, specifically the night time economy. Hotspot premises within Bromsgrove town centre include Love 2 Love nightclub, the Dog and Pheasant and the Golden Cross. The Bromsgrove Community Safety Partnership are aware of these alcohol-crime hotspots, and are working towards improvements as a part of the 2009/10 Partnership Plan priority around alcohol crime and disorder.

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.

Bromsgrove Place Survey results for 2008/09 indicated that 27.8% of residents agree that the police and other local public services are successfully dealing with anti-social behaviour in their area. This places Bromsgrove as the third ranked District within Worcestershire in terms of NI 21 performance, beaten only by Wychavon (28.5%) and Worcester City (27.9%), and well below the County average. Wyre Forest had the lowest NI 21 score at 21.4%, followed by 24.8% in Redditch and 26.0% in Malvern Hills.

Again, there are statistical significance issues when trying to identify the areas of greatest need in terms of the perception of how the council and Police are dealing with ASB and crime. Below is a very rough indication of the top 10 wards where attention could be focused:

Marlbrook, Waseley, Sidemoor, Slideslow, Charford, Whitford, St Johns, Stoke Prior, Furlongs and Woodvale.

3.1.7 NI 195 Improved street and environmental cleanliness

This national indicator is monitored on a quarterly basis by transects though the district to identify levels of coverage in terms of graffiti, fly-posting, litter and detritus. Areas are given a percentage score relating to the level of cover in each category.

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.

The official year end 2008/09 performance for NI 195 in Bromsgrove was a score of 2%, far surpassing the target of 5% of areas surveyed below the acceptable standard. Bromsgrove was one of only 3 Districts within Worcestershire to have met 2008/09 targets along with Wychavon and Wyre Forest.

Studies show that areas with high levels of flytipping, 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.

Recent NI 195 transect data indicates that Bromsgrove District Council is performing excellently in terms of graffiti and fly-posting, in keeping with the national average

with results of Good in both areas. Results for litter locally are satisfactory, compared with a national result of unsatisfactory. The same is true for detritus.

Table 3.1: Bromsgrove District Council NI 195 Survey Tranche 1 Results by Land Use Type

Land Use	Litter	Detritus	Combined	Graffiti	Fly-posting
All Areas	6%	15%	11%	2%	0%
Main Retail and Commercial	9%	4%	6%	3%	1%
Other Retail and Commercial	2%	14%	8%	2%	0%
Higher Obstruction Housing	N/A	N/A	N/A	N/A	N/A
Medium Obstruction Housing	2%	19%	11%	0%	0%
Low Obstruction Housing	4%	12%	8%	1%	0%
Industry and Warehousing	6%	9%	8%	0%	0%
Main Roads	7%	12%	10%	0%	0%
Rural Roads	1%	32%	17%	0%	0%
Other Highways	16%	24%	20%	5%	0%
Recreation	6%	10%	8%	7%	0%

Source: NI195 Report 2008/09 Tranches 1, 2 and 3.

Table 3.1 can be used to identify the 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.

Areas for Improvement:

- Litter: other highways (including lay-bys, bridleways etc), main roads, recreation areas main retail and commercial areas.
- Detritus: rural roads, other highways, and medium obstruction housing¹.
- Graffiti: Despite excellent scores, there is room for improvement around recreation areas and other highways.
- Fly-posting: 0% result for all land use types except main retail and commercial – an indication of the excellent job done by the neighbourhood wardens of the area.

Furthermore, the 2008/09 year end results from the Bromsgrove District Council Corporate Performance Indicator set show that performance has been well above the target outturn in all 4 areas. Levels of fly-tipping are also monitored through the corporate PIs, and have hit the year end target.

¹ Observation based on the potential obstruction by on street parking (Source: Defra website)

Table 3.2 - number of monitored locations which fall below acceptable level

Ref	Description	Target	Outturn
NI 195	Improved street & environmental cleanliness - graffiti	5.00	2.00
NI 195	Improved street & environmental cleanliness -litter	13.00	6.00
NI 195	Improved street & environmental cleanliness - detritus	20.00	15.00
NI 195	Improved street & environmental cleanliness - fly posting	1.00	0.00
NI 196	Improved street and environmental cleanliness - fly tipping	2	2

Source: Bromsgrove District Council Corporate Performance Indicators, 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 – Worcestershire Baseline and Targets

Year	Admissions per 100,000 population	
Baseline (2007/08)	1423	
2008/09	1,518	Target
2009/10	1,605	
2010/11	1,652	

Source: Worcestershire LAA 2008/11

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 6 years.

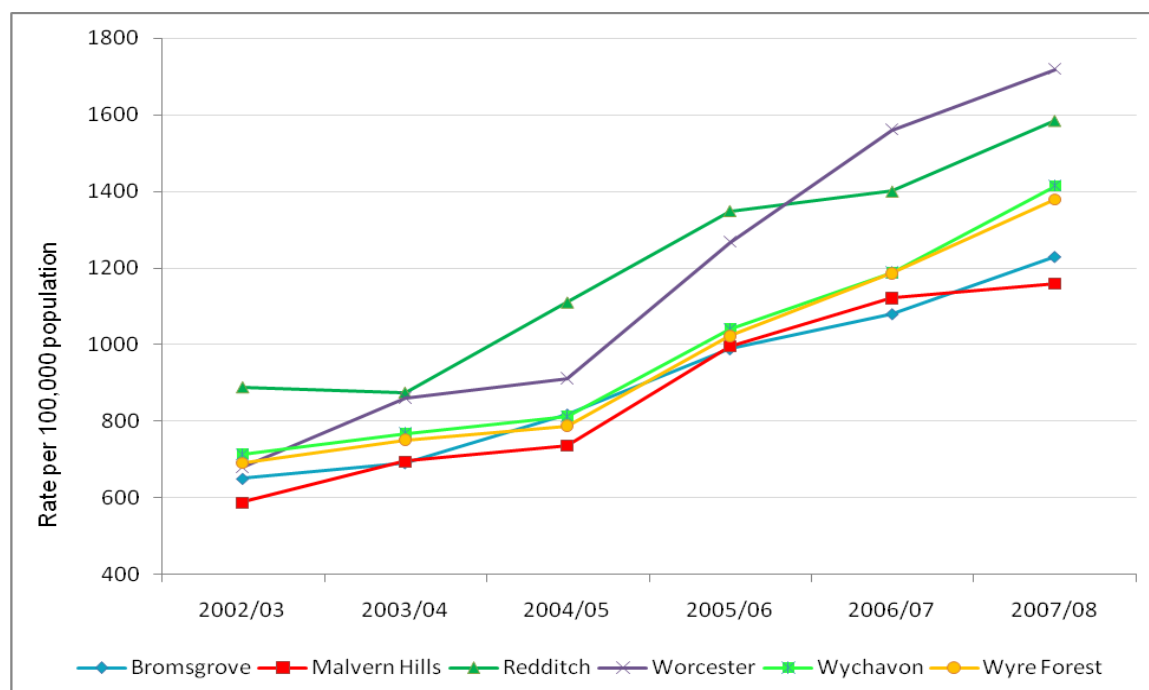
Table 3.4: Rate of alcohol-related admissions per 100,000 population, 2002/03 to 2007/08

	2002/03	2007/08	Change	Regional Rank (2007/08)
Bromsgrove	650	1,229	89%	17
Malvern Hills	588	1,158	97%	24
Redditch	889	1,584	78%	8
Worcester City	679	1,718	153%	5
Wychavon	714	1,414	98%	11
Wyre Forest	691	1,379	100%	13
Worcestershire	701	1,423	103%	10

Source: North West Public Health Observatory, 2009. Note: Regional rank is based on 34 local authorities (where 1 is the highest) and 17 PCT areas.

As figure 3.4 demonstrates, Bromsgrove has one of the lowest rates in the county for NI39, and has also experienced one of the lowest rates of increase since 2002/03 at 89%, in line with the regional average. Over the course of the last 6 years, Bromsgrove has experienced a steady increase with no periods of particularly high or low increase rates, unlike the other Districts in the county which have seen much more variation in year on year rates of increase.

Figure 3.3: Yearly rates of alcohol-related admissions per 100,000 population

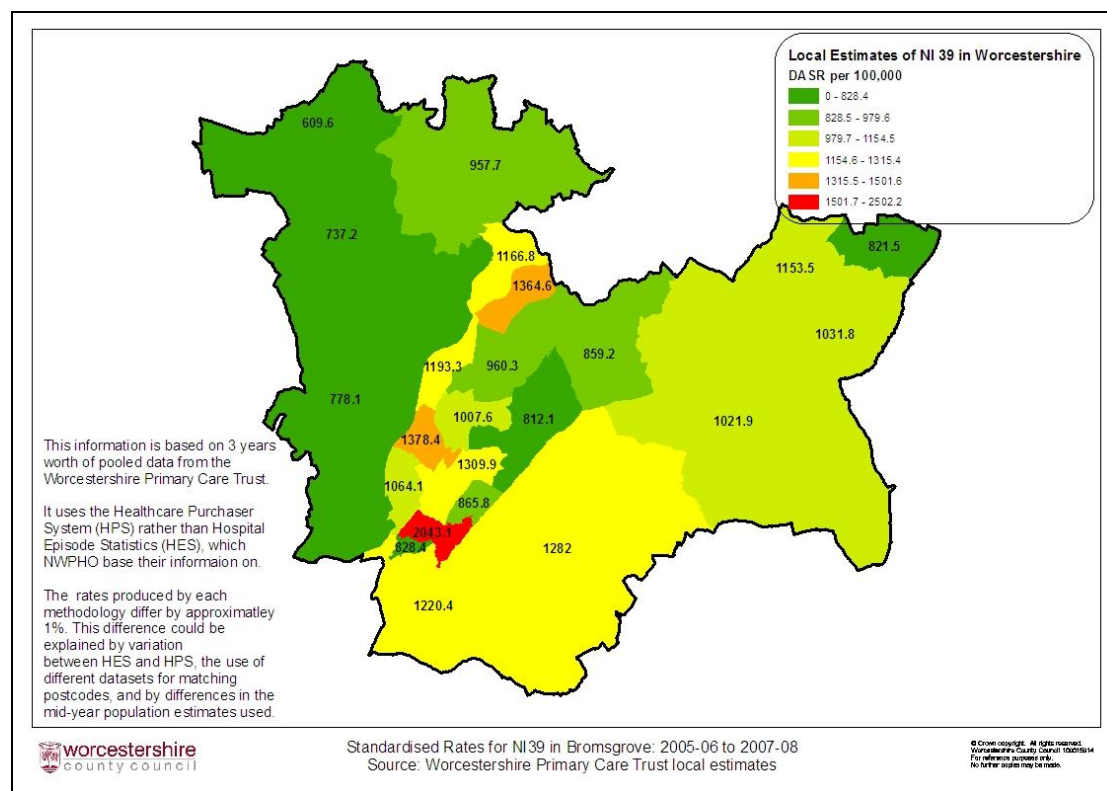


Source: North West Public Health Observatory, 2009

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.

Figure 3.4: Standardised rates for NI 39 in Bromsgrove



The ward of Charford experienced the 4th highest pooled rate of admissions in the county for the period 2005/06 to 2007/08, but is the only ward in the District within the top 10 wards County-wide.

Table 3.5: Top 3 wards with the highest rate of alcohol-related admissions, by district, Pooled Standardised Rate 2005/06 to 2007/08

District	Top 3 Wards	Rate per 100,000
Bromsgrove	Charford Sidemoor Beacon	2043.1 1378.4 1364.6

Source: Local Estimates, Worcestershire PCT (2009)

Other areas for focus within the District include Sidemoor and Beacon.

3.2.2 Additional data set: Alcohol related crime

Alcohol related crime accounts for 12% of total crime in the Bromsgrove District (Total Crime 2008/09) and is a current priority for the Bromsgrove Community Safety Partnership. The wards most affected by alcohol related crime are shown below:

Table 3.6 – Top 5 wards alcohol-related crime 2008/09

Ward Name	Total alcohol-related crimes 2008/09
St Johns	240
Whitford	49
Charford	44
Alvechurch	37
Catshill	36

Source: Police Recorded Crime, iBase

390% more alcohol related offences occurred in St Johns than the number 2 ranked ward of Whitford, in large part due to the focus of the night-time economy in the town centre.

3.3 Additional Theme Block Data

3.3.1 Crime Data

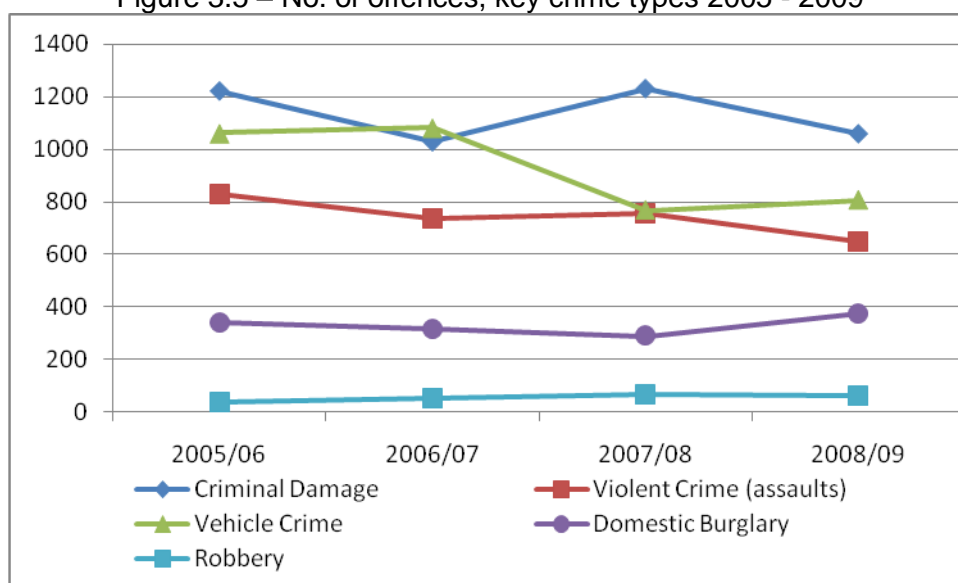
Bromsgrove is known to be a low crime area. As table 3.7 shows, over the last 4 years, total crime has reduced by 8.5%, and BCS Comparator crime by 12.7%. Of the BCS Comparator crime categories, the greatest decrease over the last 4 years was seen in vehicle crime, a drop of almost 24%. Similarly, violent crime (including assault with injury, assault without injury and most serious violence) has reduced by 21.8%.

Table 3.7 – Recorded Crime Figures, Bromsgrove

Offence Category	2005/06	2006/07	2007/08	2008/09	% change 2005/06 - 2008/09
Total Crime	5855	5774	5158	5357	-8.5%
BCS Comparator Crime	3544	3273	3271	3095	-12.7%
Criminal Damage	1223	1029	1232	1060	-13.3%
Violent Crime (assaults)	830	736	756	649	-21.8%
Vehicle Crime (including interference)	1060	1081	768	807	-23.9%
Domestic Burglary	340	316	290	375	10.3%
Robbery	39	52	67	61	56.4%

Source: iQuanta

Figure 3.5 – No. of offences, key crime types 2005 - 2009

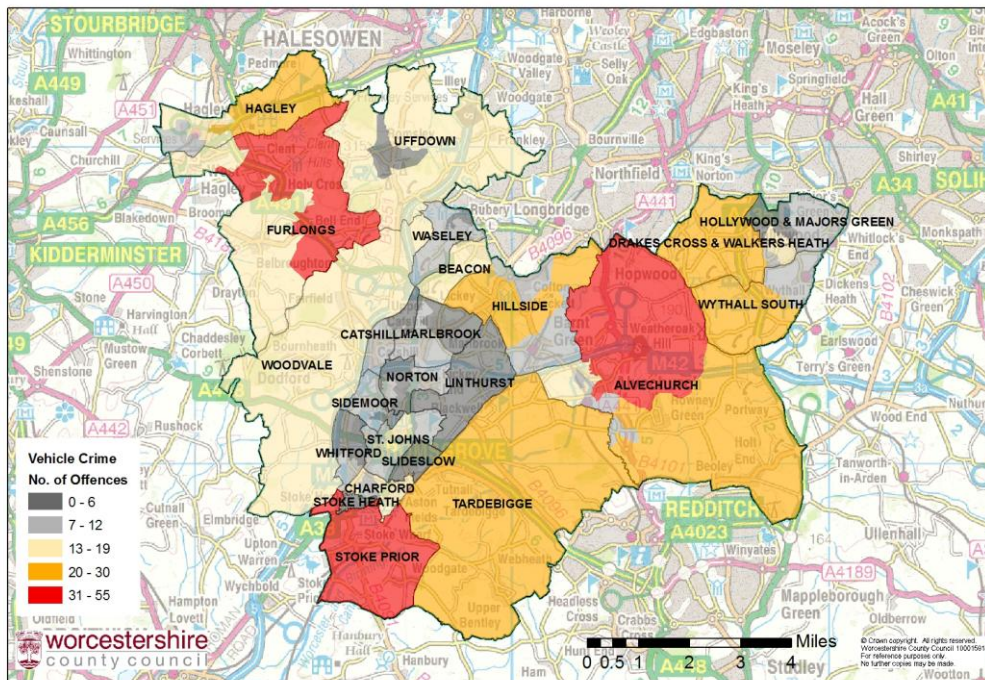


Source: iQuanta

The crime types represented in the above chart have followed differing trends over the last 4 years. Most notably, after a three year steady decline in Domestic Burglary, the number of offences rose by over 29% in the last 12 month period, a fact which is solely responsible for the overall 10% increase. Vehicle crime has also increased slightly in the last 12 months, however this follows a dramatic decrease in the frequency of offences between 2006/07 and 2007/08, creating a low level of offending. In contrast, during 2007/08 the volume of criminal damage offences in the District rose to surpass the level of the previous 2 years, but has since declined again.

The following figures show the distribution of criminal offences in Bromsgrove by ward, with specific focus on Vehicle Crime, Domestic Burglary and Criminal Damage.

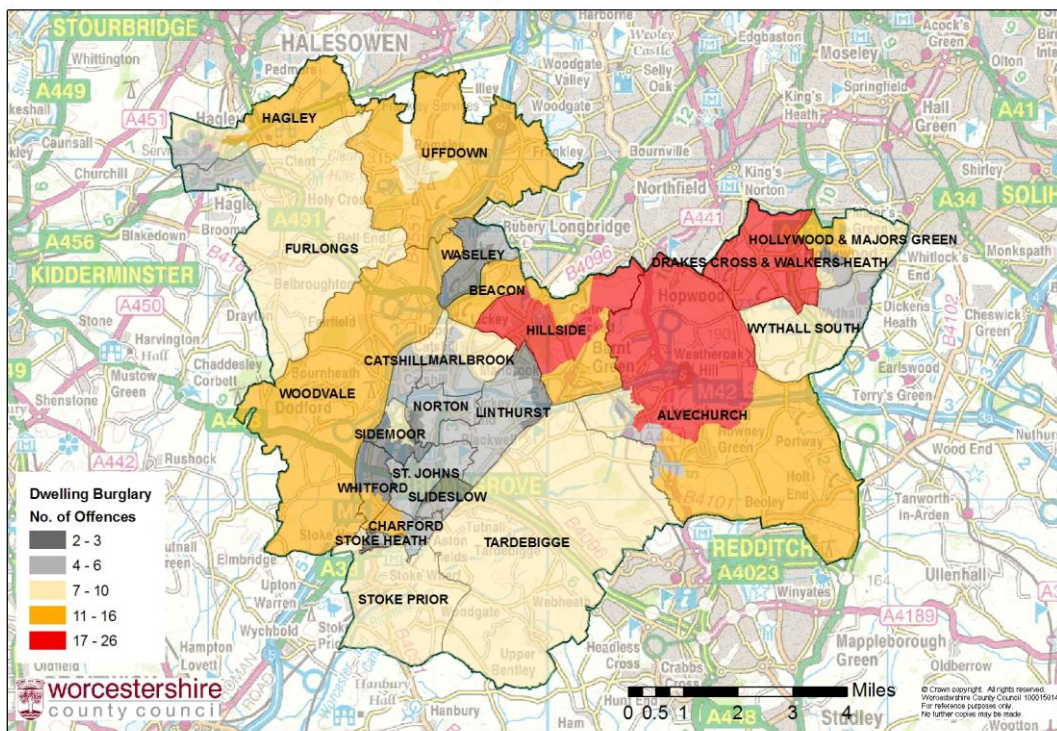
Figure 3.6 - Vehicle Crime by SOA 2008/09
 Vehicle Crime (excluding Vehicle Interference) Offences 2008/09



Source: Police Recorded Crime, CRIMES

Vehicle crime is most prevalent in the District in the more rural areas. Very few theft from motor vehicles, or theft of motor vehicle offences occur in the more urban areas, with virtually no offences taking place in the town centre car parks. Hotspot locations over the last year include the Lickey Hills, the Clent Hills and the service station at Hopwood near Alvechurch.

Figure 3.7 - Dwelling Burglary by SOA 2008/09
 Dwelling Burglary Offences 2008/09



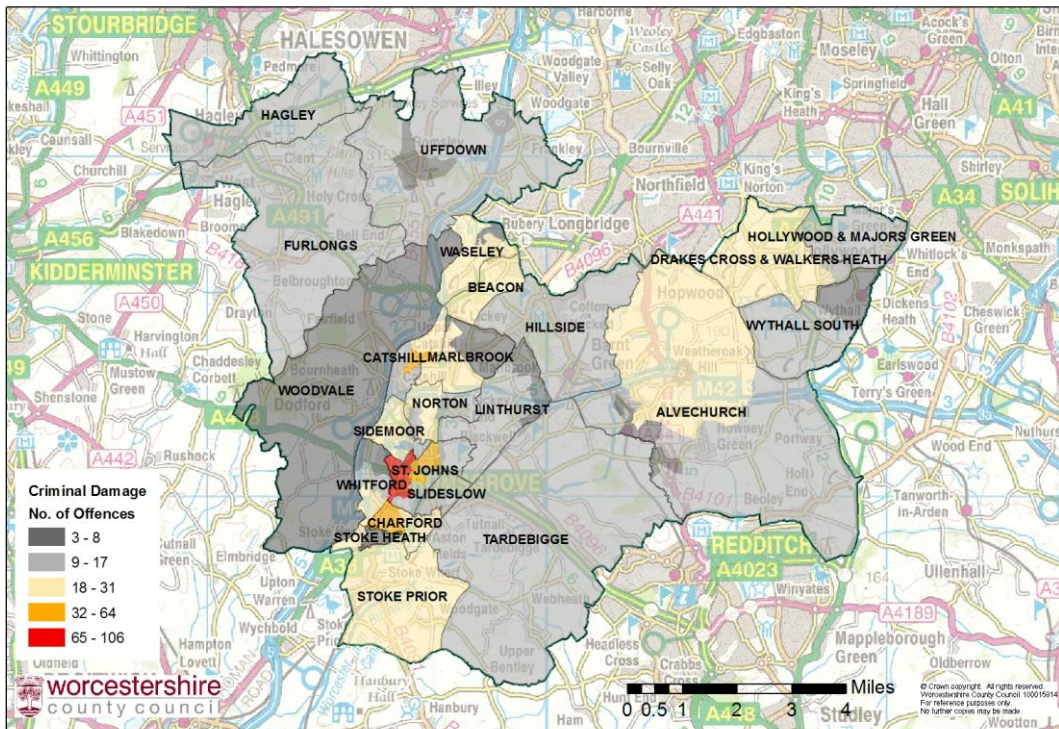
Source: Police Recorded Crime, CRIMES

Domestic burglary is the only crime type to show a significant increase in recent months in the Bromsgrove District. Target areas tend to be the more rural locations of the District, with many car key offences occurring, where houses are broken into in order to access the keys to vehicles which are then removed. The more affluent, isolated areas of the District are where more burglary offences occur, with the excellent transport links making Bromsgrove a target car key offences.

Burglary is also the issue that Bromsgrove residents are most fearful of based on the West Mercia Crime and Safety Survey 2008 and 2007, and is therefore an area where public confidence and “feeling safe” could be addressed.

Though there are no targets in the current LAA for acquisitive crime, it is a national indicator that will be monitored in the coming years, as well as a top priority likely to be focused on by the Community Safety Partnership for 2010/11.

Figure 3.8 - Criminal Damage by SOA 2008/09
Criminal Damage Offences 2008/09

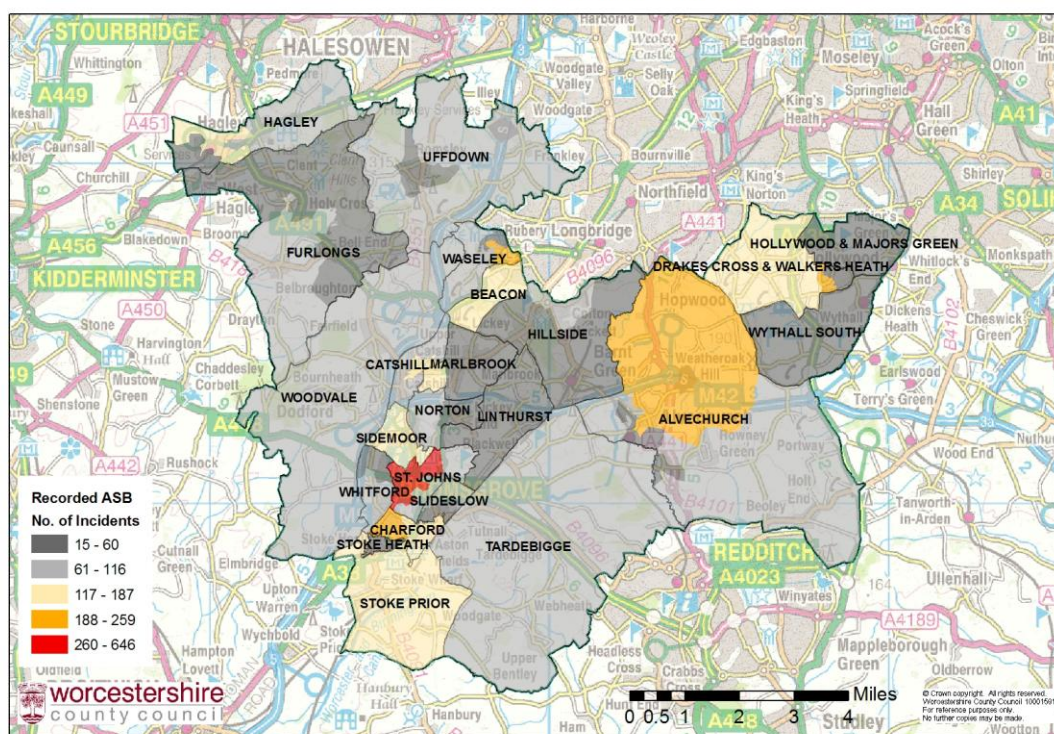


Source: Police Recorded Crime, CRIMES

Criminal Damage is most prevalent in the ward of St Johns, followed by areas of Charford and Catshill. The main type of damage caused in the district is damage to motor vehicles including damaged windscreen wipers, wing mirrors, and windows. This crime type has strong links to NI 195, as well as to trends and patterns in ASB.

3.3.2 Anti-social Behaviour Data

Figure 3.9 – Anti-social Behaviour by SOA, 2008/09
Anti-social Behaviour Incidents 2008/09



Source: Police OIS ASB Recording System

Anti-social behaviour incidents are recorded in the Police OIS recording system.

ASB Hotspot areas include:

- Bromsgrove Town Centre: Sanders Park, Asda
- Charford: Austin Road
- Sidemoor: King Georges area
- Catshill: The Dock, Lingfield Walk
- Rubery: St Chads Park, Callowbrook Open Space, New Road, alleyways
- Hagley: Recreation Ground, Train Station
- Wythall: Drakes Cross
- Alvechurch: Swan's Length

Issues across the District are dominated by reports relating to young people, specifically in parks and open spaces. Common behaviours include rowdiness, damage to property, abusive language, feelings of intimidation in residents and stone throwing. Youth related anti-social behaviour, and associated issues, are a target priority for the Bromsgrove Community Safety Partnership during 2009/10.

The prevalence of complaints concerning youths has a huge impact on levels of perceived ASB in the district and as such can affect responses relating to National Indicators 2, 21 and 17.

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 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%.

Though the raw data from this survey is available making it possible to disseminate this information down to a ward level, the confidence intervals are so large that the results would not be statistically significant. What follows is a summary of the data on a District basis.

Headline findings:

- 49% of residents think the police are doing a good or excellent job, with 37% of these people stating that they felt this because they live in a low crime area.
- A significant proportion (44%) of Bromsgrove residents completing the survey had heard of PACT and 7% had attended a PACT event or completed a PACT survey.
- However, residents in 2008 felt significantly less able to influence local decisions, less involved in decisions that affect changes in their area and less well informed about crime and disorder in their neighbourhoods than in 2007.
- The following issues were identified by residents as the worst problems in their neighbourhood: Speeding traffic, groups of people loitering around in public places, under-age drinking, indicating that these types of ASB are common in the District, and that associated issues should be addressed.
- However, the crimes which residents fear the most are: house burglary (57%), vandalism or damage to property (56%), having car broken in to (47%), therefore tackling these issues may help to improve public confidence.
- In general, 80% of residents have felt fearful about the possibility of any crime happening to them in the last 12 months, a significant increase on the 2007 figure (56%). However, the proportion claiming to feel less safe in their neighbourhoods compared with 12 months ago has remained at a similar level (14% v 15%).
- Anti-social behaviour is considered to be a problem in 21% of residents' neighbourhoods, with 46% stating that it has a major or slight impact on the quality of life in the neighbourhood.
- 14% of respondents said they had been a victim of crime, 2% less than in 2007. The most commonly experienced crime was vandalism or damage to property (8.4%), followed by house burglary (3.1%). This ties in well with the crimes that residents are most fearful of. The wards with the highest experience of crime were Whitford, Charford and Beacon. However, the wards where the fear of crime is highest were Waseley, Catshill and Beacon.
- 45% of residents felt the scale of illegal drug misuse was not a serious problem in their neighbourhoods; a significant increase over 2007 (40%).

3.3.4 Bromsgrove District Council Quality of Life Survey 2008

In the 2008 Bromsgrove Quality of Life Resident Survey, 95% of respondents agreed that parents should take more responsibility for their teenage children and 77% agreed that young people would cause less trouble if there was more for them to do. Furthermore, 62% felt threatened by young people hanging around on streets.

However, it is important to also note that 57% felt that young people are generally law abiding and well mannered and 35% agreed the young people get unfair media coverage. It seems that opinions are mixed though as 17% also agreed that young people are always involved in antisocial behaviour.

The main issues thought to be causing the perceived high levels of youth ASB were said to be a lack of activities for young people, alcohol and a lack of strong role models. Intergenerational tolerance, community cohesion and perceptions of young people should also be addressed when tackling ASB.

Main issues thought to be a problem by residents:

- Speedy/noisy motorists (54% big or fairly big)
- Underage drinking (38%)
- Vandalism (29%)

These issues are very similar to those in the West Mercia Crime and Safety Survey, and again this highlights that youth alcohol issues in the District are a key concern for residents.

Affect of crime on daily life

Respondents were asked whether crime and ASB has an impact on their life. 5% said that it impacted their life a great deal, and a third (33%) said that it slightly impacted their life. Just over half (51%) said that it hardly ever impacted their life and around one in ten (11%) said that it never impacted their life.

People from different backgrounds

Only a small proportion of the sample disagreed (7%) while 43% agreed that people from different backgrounds get on well together. A significant proportion of the sample did not give an opinion (38% neither agreed or disagreed and 12% answered 'Don't know').

Do you feel you belong in you local area?

Aligning almost exactly with NI 2 Place Survey results, 65% of residents said that they felt they belong in their local area. Only 8% said that they did not really feel as if they belong in their local area, and 2% said that they did not feel like they belong at all.

3.4 Section Summary

- Fewer people feel they belong to their neighbourhood in Bromsgrove than the County average.
- Suggested factors making people feel part of their area are having pride, feeling safe and attending local events in the area.
- Fewer people feel there is an ASB problem in their area than the county average, and more residents also agree that the police and local authority are successfully dealing with ASB.
- Bromsgrove performance is also excellent for NI 195 – street cleanliness.
- General NI 39 (alcohol-related harm hospital admissions) performance is well above county averages, however Charford ward falls in the top 10 wards county wide based on 2005/06 to 2007/08 data and so is a target area, as are Beacon and Sidemoor, though they do not fall into the top 10 county-wide.
- Bromsgrove is a low crime area, with LI 4 performance well below county average. High volume or increasing trend crime types are: criminal damage, domestic burglary (specifically in rural areas) and vehicle crime
- ASB is a key concern for residents of the District, especially linked to young people. A key area to tackle is alcohol related youth disorder, and perceptions of youths in the District.
- Residents highlight underage drinking, groups of people hanging around and speeding traffic as the worst problems in the District, but are also fearful of house burglary, vehicle crime and vandalism.

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 CO₂ 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
- Bromsgrove 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.

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

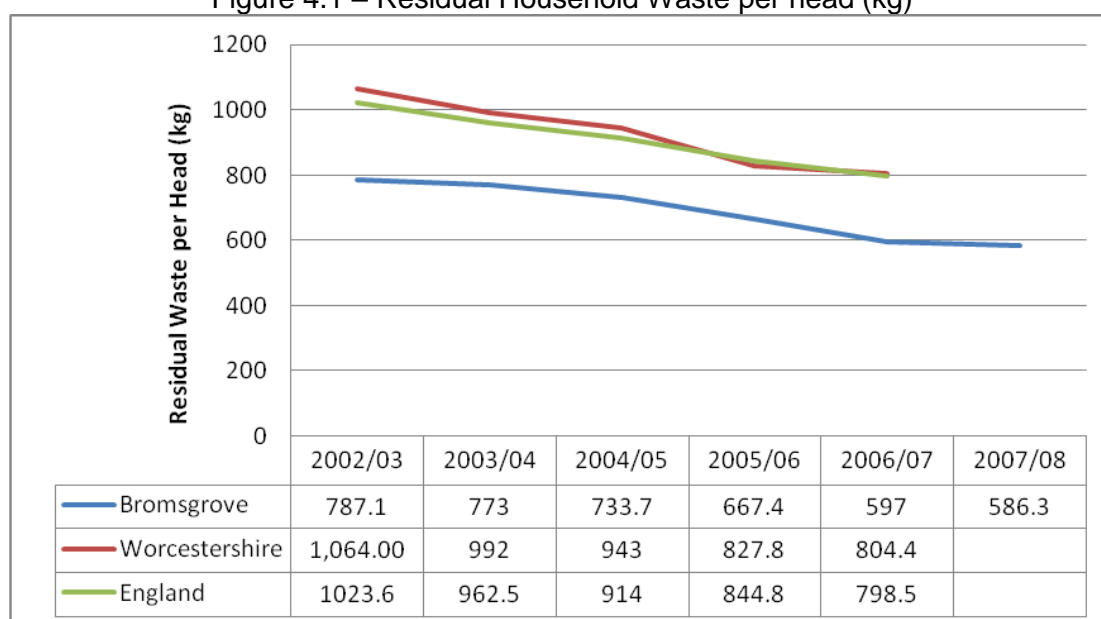
The Worcestershire baseline for NI 193 has been set at 57% of produced waste that has been land filled, based on data from 2006/07. The targets for reduction have been set at yearly rates as follows:

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

No data is currently available on this national indicator to measure performance at a County, District or sub-district level. However, the following information provides an indication of the level of waste produced per household, and the percentage recycled and composted, though data is not available at a sub-ward level.

4.1.2 Residual House Waste

Figure 4.1 – Residual Household Waste per head (kg)

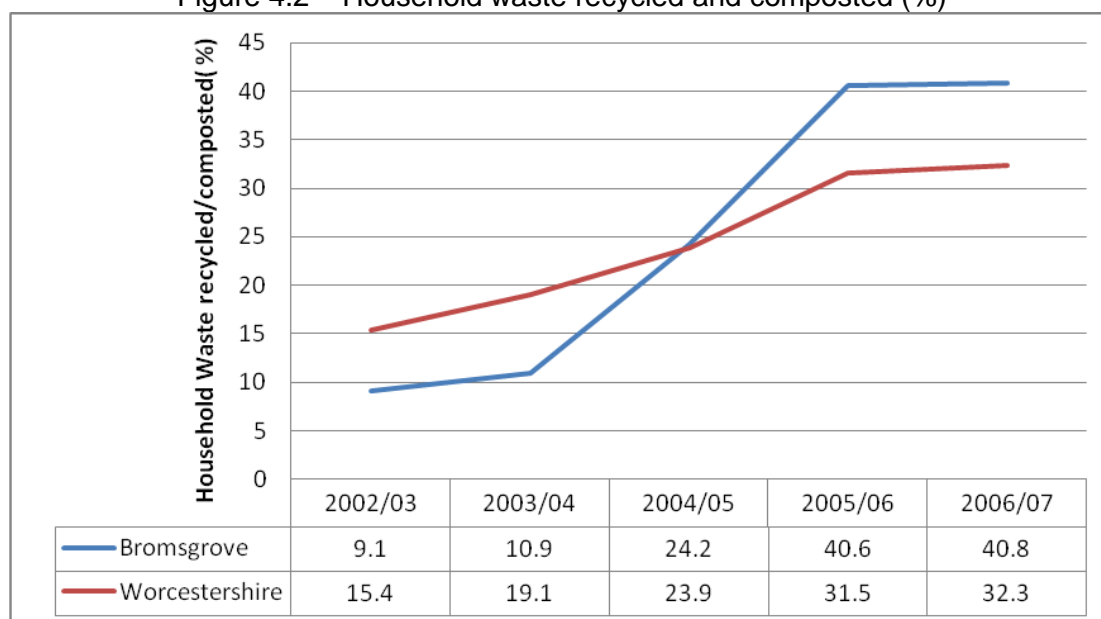


Source – FTI Area Profiles

- The volume of residual household waste per head in Bromsgrove has decreased year on year to the 2007/08 level of 586.3 kg per head.
- Kilograms per head within the District have been recorded at consistently below the averages for both Worcestershire and England.

4.1.3 Household Waste Recycled and Composted

Figure 4.2 – Household waste recycled and composted (%)



Source – FTI Area Profiles

- The proportion of household waste recycled and composted has increased year on year to the 2006/07 level of 40.8% in Bromsgrove, with most notable increase from 2003/04 to 2005/06.
- Though from 2002 to 2004 a smaller proportion of waste was recycled or composted in Bromsgrove than in the County average, since 2004/05 performance has been above that of Worcestershire, and the percentage difference between the county and district figures seem to be increasing annually.

This would indicate that the proportion of waste going to landfill from the District is reducing, and positive progress is being made towards NI 193 targets.

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

4.2.1 NI188 Adapting to climate change

The indicator measures progress on assessing and managing climate risks and opportunities, and incorporating appropriate action into local authority strategic planning. The 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. Performance is measured based on which level has been obtained by the area.

The Worcestershire and District baselines as of 2007/08 for NI 188 is a score of level 0. The target for future performance is for all Districts and County to achieve level 1 by 2008/09, Districts to achieve at least level 1 and County level 2 by 2009/10, and all Districts to achieve at least level 2 and County level 3 by 2010/11

The 2008/09 Worcestershire target for NI 188 was a score of Level 1. 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 meaning progress towards this indicator is assessed as “green” and on target.

In Bromsgrove, the 2008/09 NI 188 target was to achieve a level 1 grading. 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 action into local authority strategic planning. There are currently actions in progress to ensure that the target is met by the end of year 2 of the LAA (2009/10). In fact, all District Councils in Worcestershire, with the exception of Wyre Forest, missed their target for this year and achieved a Level 0 grading for NI 188.

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 CO₂ emissions in the Local Authority area

This NI is reported on annually and there is a significant time lag in the data being released by Defra. The latest data available is for 2006, when Worcestershire produced 7.3 tonnes of CO₂ 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.

Table 4.1 – Worcestershire LAA Target Reductions in CO₂ (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 LAA 2008/11

Based on 2006 data, 6.3 tonnes of CO₂ per capita was produced in Bromsgrove, placing the District in equal second ranking with Worcester City, second only to Wyre Forest with an emissions score of 6.2 tonnes per capita. Performance in Bromsgrove was substantially better than that of Redditch (7.3), Malvern Hills (7.8) and Wychavon (9.3), and than the County average of 7.3 tonnes per capita.

Table 4.2 - Experimental CO₂ Emissions 2006 NI 186

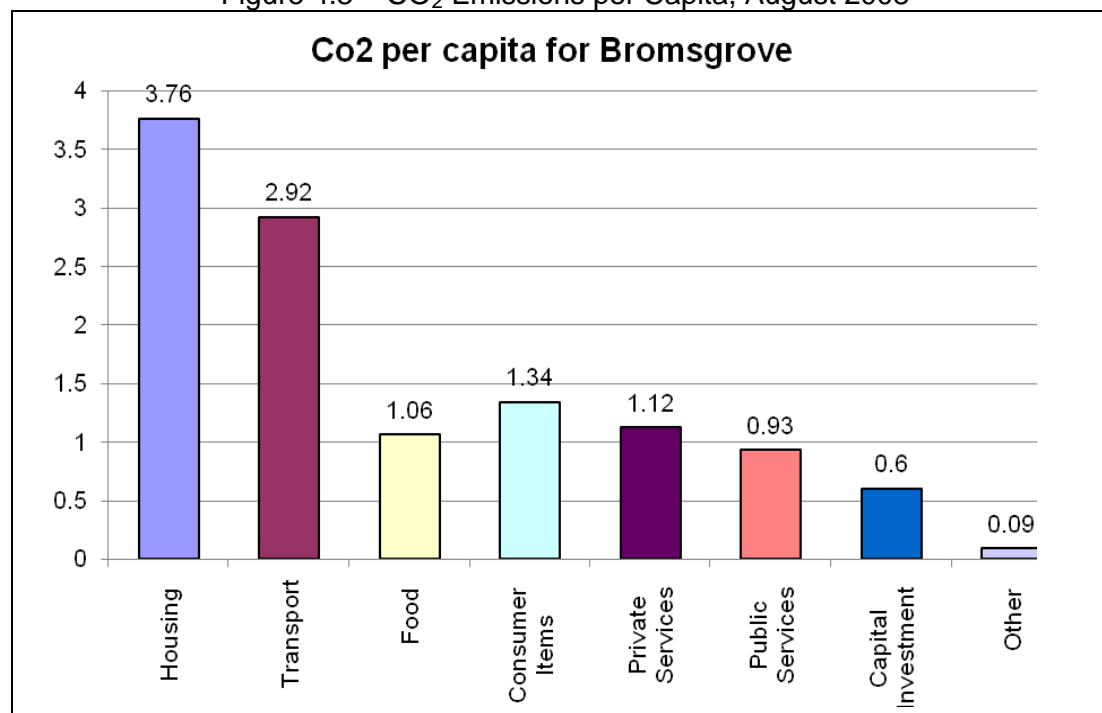
Local Authority	Industry and Commercial	Domestic	Road Transport	Total	Per capita emissions (t)
Bromsgrove	154	251	173	577	6.3
Worcestershire	1,635	1,431	962	4,027	7.3

Source: Defra

Though overall CO₂ emissions in Bromsgrove are lower than most other areas of the County, emissions solely from domestic sources are among the highest of all the Districts within Worcestershire. Bromsgrove also produces a high rate of CO₂ from road transport compared to other Worcestershire districts, most likely because of the large sections of the M42 and M5 which dissect the area.

The following data on carbon dioxide (CO₂) emissions was calculated using a tool from the Stockholm Environment Institute as part of the Research and Energy Analysis Programme (REAP). This provides information about the tonnes of CO₂ that are thought to be emitted by each district and provides data by sector i.e. housing, transport etc.

Though not an official measure of NI 186, the following data can be used to provide more up to date information on CO₂ emissions in Bromsgrove.

Figure 4.3 – CO₂ Emissions per Capita, August 2008

Source: REAP

Table 4.3 – August 2008 Bromsgrove and County Figures by emission type

Type	County	Bromsgrove
Housing	3.76	3.76
Transport	2.83	2.92
Food	1.04	1.06
Consumer Items	1.32	1.34
Private Services	1.11	1.12
Public Services	0.93	0.93
Capital Investment	0.60	0.6
Other	0.09	0.09
Total CO₂ tonnes per Capita	11.67	11.67

Source: REAP

As is true of all Districts within Worcestershire, most CO₂ in Bromsgrove is produced from Housing, followed by Transport. All other categories produced substantially less CO₂. Per capita emissions, though in line with the County average, seem to have increased by 85% since 2006, significantly more so than per capita emissions in the County as a whole.

4.4 Additional Theme Block Data

4.4.1 Abandoned vehicle record

The number of abandoned vehicles reported to Bromsgrove District Council is recorded by Depot Services. Levels are generally fairly low with 9 in March 2009, and just 3 in April. Abandoned vehicles are also recorded through the Police OIS ASB recording system, again, a total of just 74 during 2008/09 provides an average of 6 per month. Reports are most likely to originate from the more rural areas of the District – 2008/09 records were dominated by vehicles in Alvechurch ward.

Table 4.4 – Abandoned Vehicles recorded through Police OIS logs

Ward Name	Total
Alvechurch	14
Furlongs	5
St Johns	5
Waseley	5
Catshill	4
Charford	4
Drakes Cross & Walkers Heath	4
Hagley	4
Hillside	4
Stoke Prior	4
District Total	74

Source: Police OIS ASB Recording System

There is evidence to suggest some abandoned vehicles are linked to criminal activity, such as theft of motor vehicles.

In 2008/09 98.8% of all abandoned vehicles reported to Bromsgrove District Council were investigated within 24 hours, which was well above the target of 95%. 9 vehicles were reported in March 2009, of which 8 required moving and were removed within 24 hours of legal entitlement.

4.4.2 Parks and Open Spaces

Sanders Park has been awarded the Green Flag national standard (for parks and green spaces in England and Wales) for the past 3 years, showing the excellent standard of the open space.

Table 4.5 - % residents satisfied with parks and open spaces (DCLG)

Area	2000/01	2003/04
Bromsgrove DC	54	71
Worcestershire CC	69	69
England	63	72

Source – FTI Area Profiles

The percentage of residents satisfied with parks and open spaces in the District rose from 54% in 2000/01 to 71% in 2003/04. This is higher than the County average of 69% but just short of the national figure of 72%. Unfortunately, no more recent statistics are available.

4.4.3 Fly - tipping

In 2008/09, 1429 reports of fly-tipping were made to BDC Depot. Of these, 100% were removed within the target timescale.

In depth analysis of fly-tipping record data from August 2007- July 2009, shows that the most common type of material removed was "household-other" (n=282) which includes household items other than items in black bags or electrical goods. This can also include mattresses etc. Tyres are the second most commonly fly-tipped material (n=252), a fact that is potentially linked to 'highways' being by far the most common location for flytipping.

The vast majority of flytipping was located on or adjacent to Highways – 81%, followed by bridleways (14%). Other location types only account for around 5.5% of flytipping between August 2007 and July 2008.

Fly tipping reported to the BDC Depot is most common in the rural areas of the District, with comparatively very few reports in the more urban areas. Of those in Bromsgrove town itself, most reports were in the St Johns area, followed by Charford, Catshill and Sidemoor.

In terms of the rural areas, though the location field in the data provided was slightly ambiguous, it seems that slightly more incidents of flytipping were reported in the north-eastern section of the District, specifically around Wythall and Hollywood, and the Woodvale/Uffdown, areas including a significant number of reports around Romsley, Frankley, Fairfield, and Wildmoor. There were also a significant number of reports in the ward of Tardebigge, and many of these were located along the Bromsgrove Highway. The ward of Alvechurch was also the location of a significant number of incidents.

It is important to note that fly-tipping occurring in Bromsgrove District Housing Trust (BDHT) housing areas is generally reported straight to the trust, and dealt with by their team. Therefore, levels of fly-tipping in urban areas, such as Charford, may well be higher than the BDC Depot recorded data suggests.

4.4.4 Bromsgrove Corporate Performance Indicators

Table 4.6 – Bromsgrove Environmental Corporate Performance Indicator Outturn
2007/08

Ref	Description	Target	Est. Outturn	March 09 Comments
LPI Depot	% animal/debris cleared within timescales	95.00	100.00	36 animals reported and removed within timescale

Bromsgrove District Council is also responsible for the removal of animal/debris around the District and in 2008/09 the depot cleared 100% of reported problems within the allocated time scale.

4.5 Section Summary

- Bromsgrove residents generally produce a low level of waste, a high proportion of which is recycled and composted.
- The level of CO₂ produced in the District is generally low, though production from Domestic and Transport sources is fairly high, and has increased in recent years from the 2006 baseline for measuring NI 186
- Fly-tipping reported to BDC is cleaned up quickly.

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

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

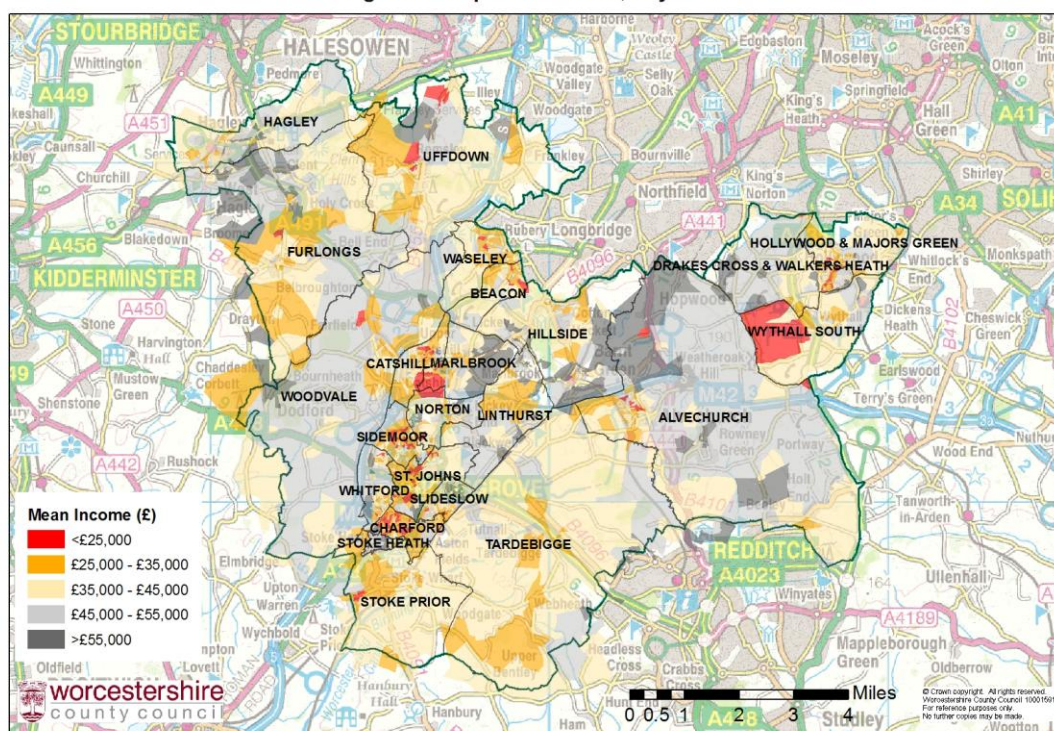
Data specifically related to performance in terms of this National Indicator is not currently available at a District or sub-district level.

However, the most recent data from the Annual Survey of Hours and Earnings states that the Bromsgrove District median gross weekly pay for full time workers on a workplace basis, as defined in NI 166, is £406.2 (2008). This is slightly lower than the national average of £479.10, and the West Midlands regional figure of £448.9.

Though not an official measure of NI 166, the following data can be used as an indication of income in Bromsgrove.

Figure 5.1 – Average Income per Household, £'s per Annum

Average Income per Household, Paycheck 2009



Source: Paycheck 2009

Table 5.1 - Mean annual income, Worcestershire Districts

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

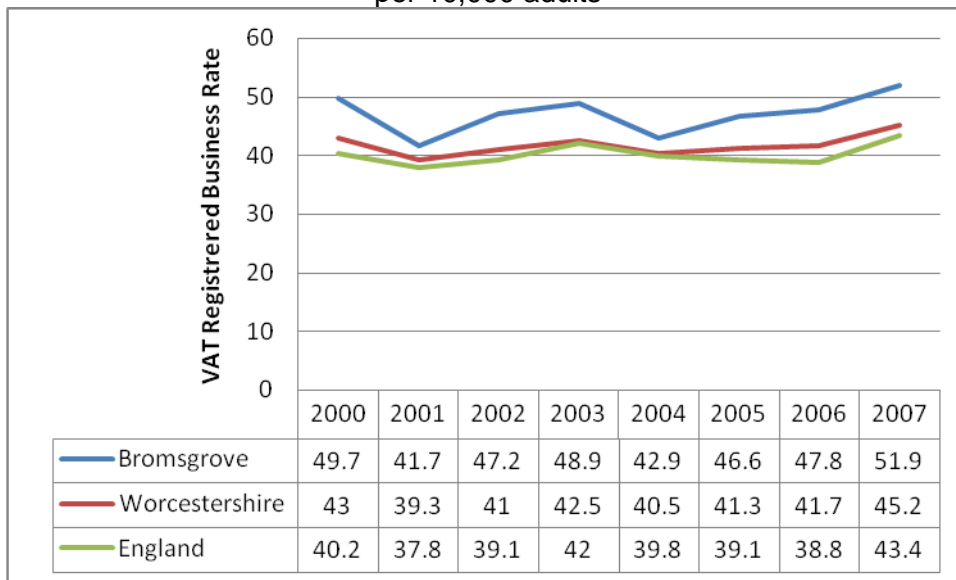
Source: Paycheck 2009

Average earnings in Bromsgrove are the highest of all the Worcestershire Districts, almost 10% higher than the average for the County. However, there are areas within the District where annual income per household is less than £25,000. These areas are predominantly in Bromsgrove town including sections of Charford, Sidemoor, Catshill/Marlbrook and St Johns wards. Figure 5.1 also shows a large low income area in Wythall South, though as this is a low population area, it may be that a small number of low income households have skewed the average figures. There are additional areas of low income in Rubery, Romsley, and Hunnington.

It is important to note that NI 166 is a measure of earnings on a workplace basis, rather than on a residence basis as in the above Paycheck data. The combination of the two data sets outlined above indicates that though high earners are living in the area, the wages of those working within the District are lower, on average, than elsewhere in the county. Thus NI 166 may be an area for focus in Bromsgrove.

5.1.2 NI 171 VAT registration rate

Figure 5.2 - VAT Registered Businesses 2007, the proportion of VAT registrations per 10,000 adults



Source – FTI Area Profiles

The number of VAT Registered Businesses in Bromsgrove, though fluctuating, has been consistently higher than both the County and National rates since 2000. This indicates an above average level of new enterprises and business start ups in the District. It is likely that more recent figures may show a decline due to the national recession.

Table 5.2 – VAT registrations/deregistrations by industry, net change

Industry	2002	2003	2004	2005	2006	2007
1 : Agriculture; Forestry and fishing	0	5	0	5	-5	5
2 : Mining and quarrying; Electricity, gas and water supply	0	0	0	0	0	0
3 : Manufacturing	0	-20	-5	10	0	-5
4 : Construction	0	15	10	20	20	15
5 : Wholesale, retail and repairs	-5	10	-15	25	0	10
6 : Hotels and restaurants	0	5	15	5	10	10
7 : Transport, storage and communication	5	-10	5	0	5	10
8 : Financial intermediation	5	5	-5	5	5	-5
9 : Real Estate, renting and business activities	60	80	50	60	50	90
10 : Public administration; Other community, social and personal services	10	-15	5	-5	5	-5
11 : Education; health and social work	0	0	5	0	5	10
Column Total	75	75	65	125	95	135

Source: Nomis

In 2007, the following industry types have experienced more VAT registrations than deregistrations in Bromsgrove District, indicating economic growth:

- Real Estate, renting and business activities (with a net change of +90)
- Construction
- Wholesale, retail and repairs
- Hotels and restaurants
- Transport, storage and communication
- Education; health and social work
- Agriculture; Forestry and fishing

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.

Worcestershire Baseline: 70% of working age population qualified to at least level 2 or higher.

The targets for NI 163 are as follows:

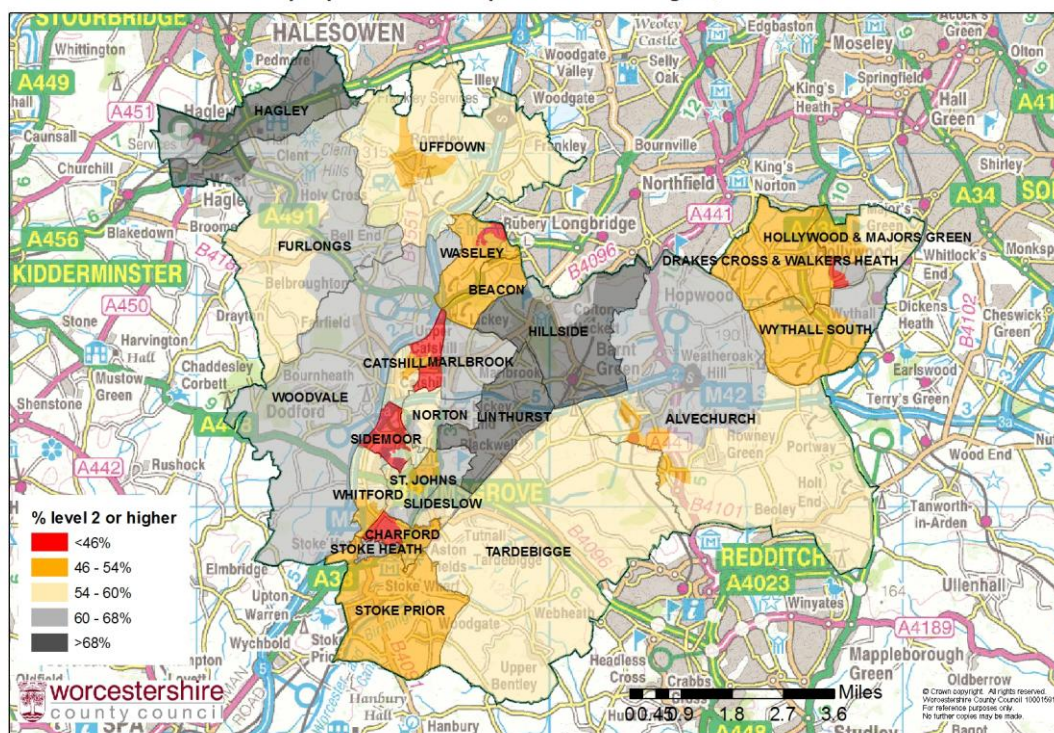
- 2008/09: +2%
- 2009/10: +5%
- 2010/11: +9%

Current target status for Worcestershire in terms of NI 163 is set as "green". Currently, 71.3% of the working age population are qualified to at least level 2 or higher. Performance in Bromsgrove is above the Worcestershire average at 75.8%. This figure also places Bromsgrove above Wyre Forest (59.8%), Wychavon (68.8%), Worcester City (75.7%) and Redditch (70.7%). In fact, the District is second only to

Malvern Hills, where 81.3% of the working age population are qualified to at least level 2 or higher.

NI 163 will be collected on an annual basis and the information disseminated to a County level. This annual information is not available at a sub-district level, however the 2001 census gives us some indication of the areas within the District where the number of people with level 2 qualifications or higher is lowest.

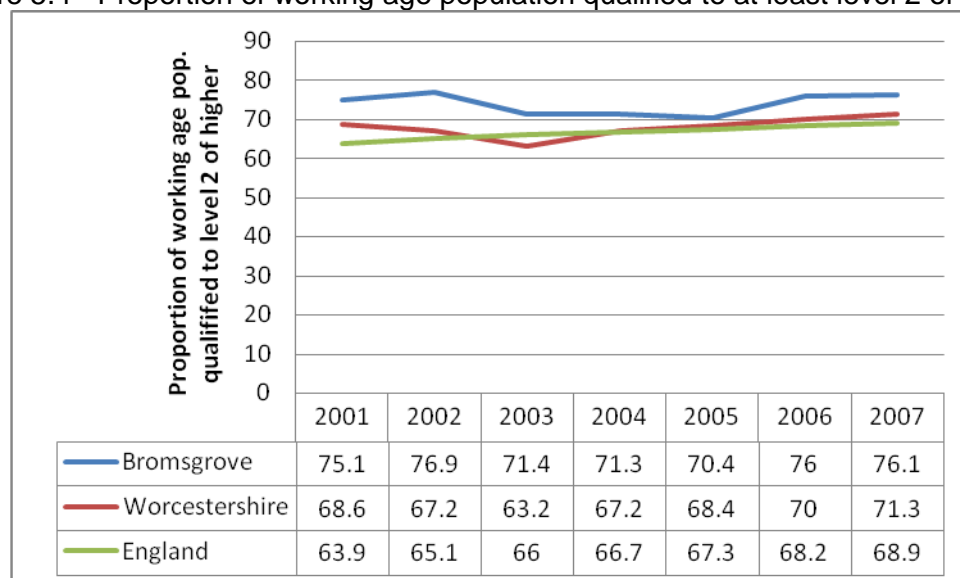
Figure 5.3 - % of people with level 2 qualifications or higher by SOA
 % of people with level 2 qualifications or higher, census 2001



Source – Census 2001

As figure 5.3 shows, in 2001, there were parts of Charford, Sidemoor, Waseley, Marlbrook, Drakes Cross and Walkers Heath and Catshill where fewer than 46% of residents had level 2 qualifications of higher.

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



Source – FTI Area Profiles

Figure 5.4 shows the percentage of the working age population qualified to at least level 2 or higher, as opposed to Figure 5.3 which shows the proportion of the total population. It is clear that the qualification level of the working age population of Bromsgrove has been increasing since 2005 when the figure was at a low of 70.4%. In 2006 and 2007, the proportion surpassed the 2001 level of 75.1%.

The areas where the greatest proportion of residents are educated to level 2 or higher are: Hagley; the Barnt Green area of Hillside; and the around Blackwell in the ward of Linthurst.

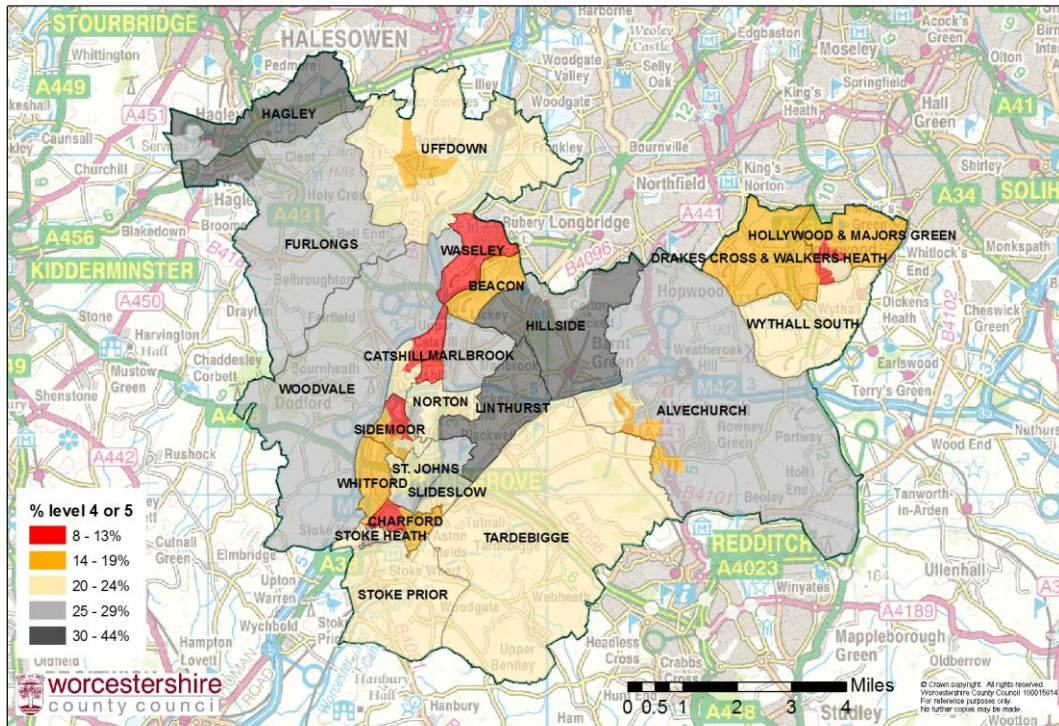
From figure 5.5 it is also apparent that these are the wards where the greatest proportion of residents have qualifications to level 4 or 5. Similarly, the areas where the smallest proportion of residents have level 4 or 5 qualifications are also the same as those where qualification to level 2 or higher is lowest: Charford, Sidemoor, Waseley, Drakes Cross and Walkers Heath.

The following information, though not specifically linked to a National Indicator can be used to indicate the level of qualifications in the District.

As figure 5.5 shows, the proportion of the population with level 4 or 5 qualifications is lowest in the Waseley ward as a whole, and sections of Catshill, Marlbrook, Drakes Cross, Sidemoor and Charford.

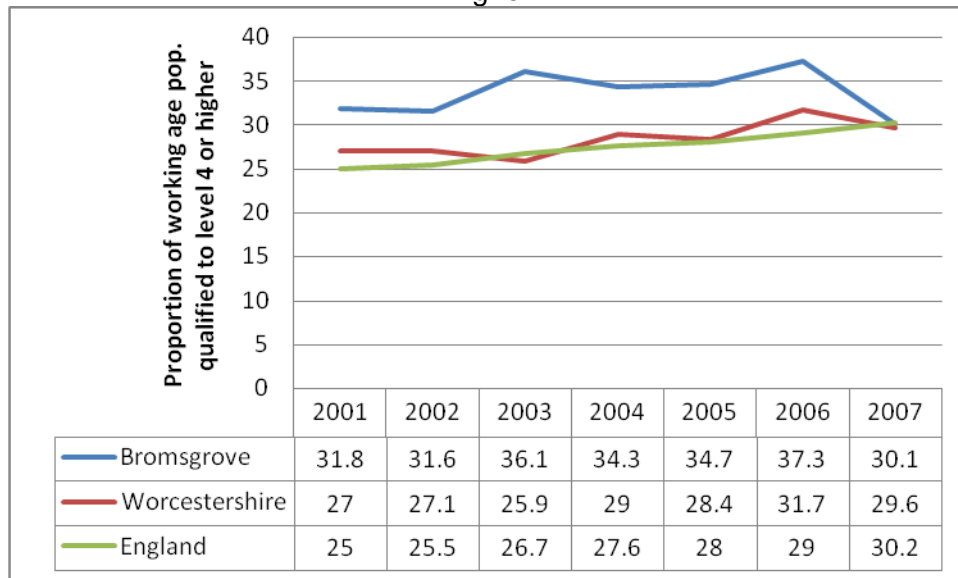
Figure 5.5 – percentage of population with level 4 or 5 qualifications.

% of people with level 4 or 5 qualifications, Census 2001



Source – Census 2001

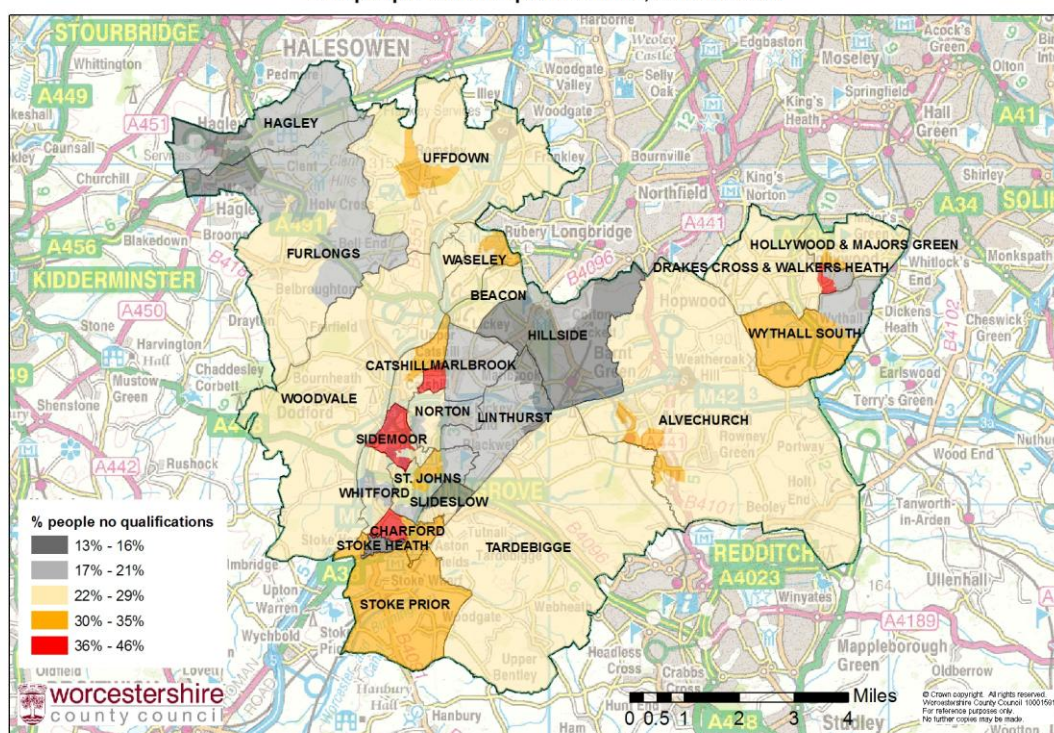
Figure 5.6 – Proportion of working age population qualified to at least level 4 or higher



Source – FTI Area Profiles

The proportion of the population qualified to level 4 or 5 in Bromsgrove has followed a fluctuating pattern since 2001, with, most recently, a drop from 37.3% of the working age population in 2006 to just 30.1% in 2007. Despite previously maintaining a qualification level well above national and County averages, this drop has actually placed the District below the England average.

Figure 5.7 – percentage of population with no qualifications.
 % of people with no qualifications, Census 2001



Source: Census 2001

Again, the areas where the highest proportion of the population have no qualifications based on the 2001 census are unsurprisingly the same as those areas where least people were qualified to level 2 or above. This then confirms that the areas of greatest deprivation in terms of lack of qualifications are Sidemoor, Austin Road area of Charford, the Poets area of Catshill and sections of Drakes Cross in Wuthall.

Table 5.3 – Proportion of population with no qualifications

Qualification Level	Bromsgrove (number)	Bromsgrove (%)	West Midlands (%)	Great Britain (%)
NVQ4 and above	15,700	29.0	24.6	28.6
NVQ3 and above	27,300	50.3	42.0	46.4
NVQ2 and above	39,800	73.4	61.1	64.5
NVQ1 and above	47,100	87.0	75.4	78.1
No qualifications	4,200	7.8	17.0	13.1

Source – Nomis web – ONS Annual Population Survey

The overall proportion of people with no qualifications in Bromsgrove District is substantially lower than both regional and national averages at just 7.8% compared to 17.0% and 13.1% respectively. Furthermore, the percentage of the population qualified to levels 1, 2, 3 and 4 is also much higher than the regional and national averages.

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

The baseline for NI 117 in the Worcestershire LAA is set at 4.7% of 16-18 years olds Not in Education, Employment or Training (NEET). County-wide reduction targets are as follows:

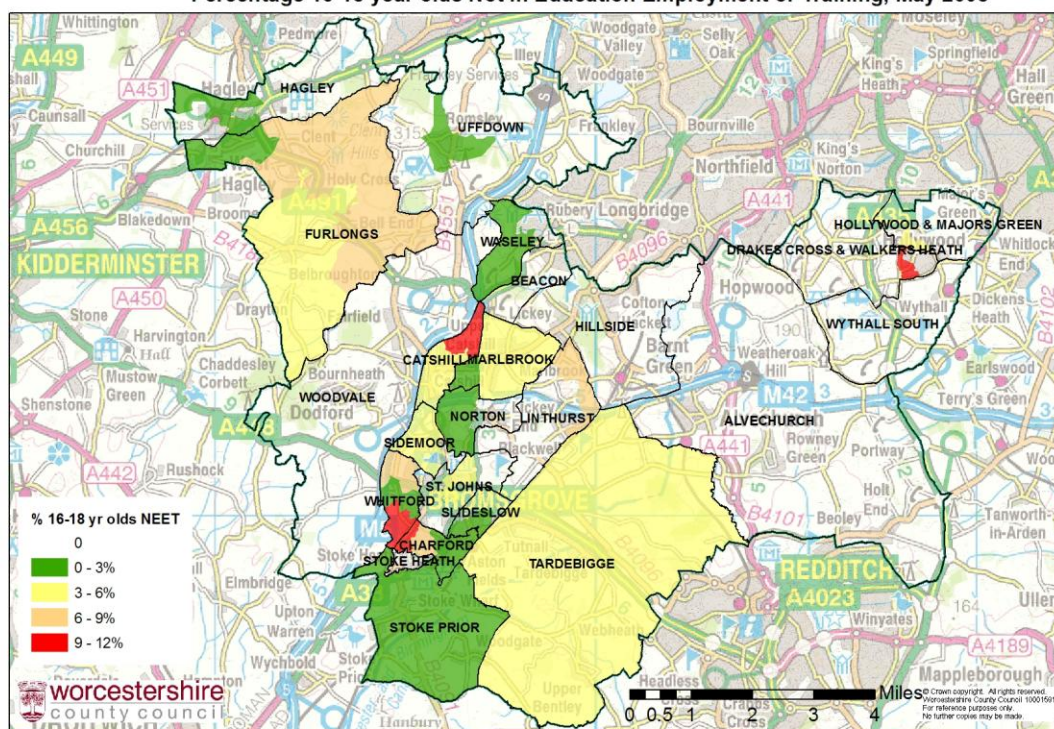
- 2009/10: 4.6% (0.1% reduction)
- 2010/11: 4.4% (0.2% reduction)

In the Bromsgrove District as a whole, based on data from May 2008, 2.6% of the 16-18 year old population are NEET. This is well below the County average of 4.7%, indicating that Bromsgrove is not a priority area for the County in terms of NI 117.

The distribution of the NI 117 scores by SOA, as shown in figure 5.8, indicates that the areas where the highest proportion of 16-18 years olds are NEET are parts of Charford, Whitford, Catshill and Drakes Cross.

Figure 5.8 – NEET proportion by SOA

Percentage 16-18 year olds Not in Education Employment or Training, May 2008



Source: NEET Score, May 2008

In fact, table 5.4 shows that it is actually part of Drakes Cross which has the highest proportion of the 16-18 year old population NEET, at 10.9%. This is closely followed by Upper Catshill (10.4%).

Table 5.4 – Top 10 Bromsgrove SOAs, NEET Score, May 2008

SOA Code	SOA Name	Ward	NEET Score (%)	NEET Rank
E01032133	Drakes Cross	Drakes Cross & Walkers Heath	10.9	1
E01032129	Upper Catshill	Catshill	10.4	2
E01032174	Fox Lane	Whitford	9.4	3
E01032131	Charford area, Austin Road	Charford	9.2	4
E01032136	Clent & Bell End	Furlongs	8.7	5
E01032175	Perryfields	Whitford	8.2	6
E01032132	Charford	Charford	7.9	7
E01032149	Barnt Green	Linthurst	7.4	8
E01032159	Part of Sidemoor, Melbourne Road	Sidemoor	5.5	9
E01032167	Tardebigge	Tardebigge	5.1	10

Source: NEET Score, May 2008

When looking at NI 117 in terms of Wards rather than SOAs, as in table 5.5 below, the outcome is slightly altered. Though the worst SOAs are located within the wards of Drakes Cross & Walkers Heath, Catshill, and Whitford, in fact the ward with the *overall* highest NEET rate is Charford. Whereas the other wards with high scoring SOAs have small pockets where the NEET level is high, 2 of the 3 SOAs in Charford ward are in the top 10 ranked SOAs in the District.

Table 5.5 - NEET by Ward (Top 10) May 2008

Ward Name	NEET (no.)	NEET (% of 16-18 pop.)
Charford	12	6.98%
Catshill	8	6.72%
Whitford	8	5.30%
Tardebigge	3	5.08%
Furlongs	4	4.65%
Linthurst	2	4.65%
Drakes Cross & Walkers Heath	5	4.63%
Sidemoor	5	3.31%
Marlbrook	3	2.97%
Stoke Prior	1	2.13%

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%

Latest performance figures refer to November 2007 to August 2008. 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 based on available data.

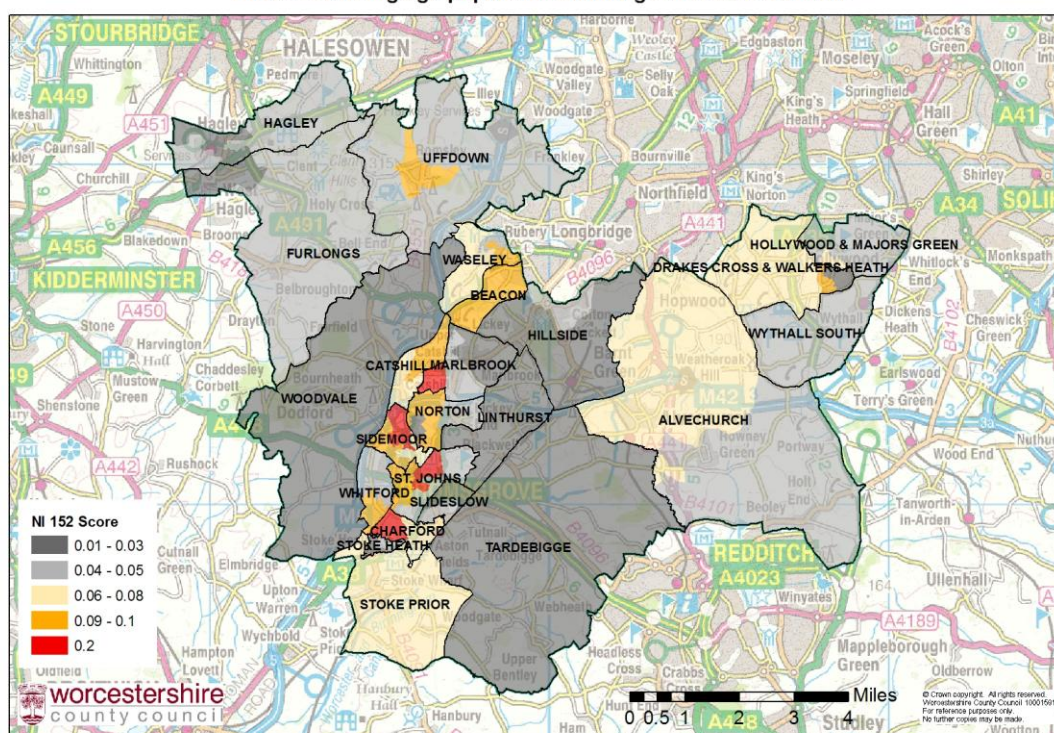
In fact, the latest performance report on NI 152 indicates County performance is off target at 9.00% (Red status). District breakdown of performance figures is as follows:

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

Bromsgrove performance is 2.1% better than the county average. The breakdown of NI 152 by SOA can be seen in figure 5.8.

Figure 5.8 – working age population claiming out of work benefits

NI 152 - Working age population claiming out of work benefits



Source: NOMIS

It is clear that Charford and Sidemoor wards contain the largest high scoring areas within the district in terms of NI 152. There are also high scoring SOAs in the wards of St Johns, Sidemoor and Marlbrook.

Table 5.6 – NI 152 by SOA

SOA Code	SOA Name	Ward	NI 152 Score	Rank
E01032131	Charford Area, Austin Road	Charford	0.18	1
E01032132	Charford	Charford	0.17	2
E01032157	North Bromsgrove High School Area	St Johns	0.16	=3
E01032161	Part of Sidemoor, King George's Close	Sidemoor	0.16	=3
E01032152	Part of Catshill, Barley Mow Lane	Marlbrook	0.14	5
E01032133	Drakes Cross	Drakes Cross & Walkers Heath	0.12	6
E01032168	Romsley	Uffdown	0.11	=7
E01032174	Fox Lane	Whitford	0.11	=7
E01032126	Eachway	Beacon	0.1	=9
E01032128	Part of Upper Catshill, Gibb Lane	Catshill	0.1	=9
E01032129	Upper Catshill	Catshill	0.1	=9
E01032156	St Johns Middle School Area	St Johns	0.1	=9
E01032159	Part of Sidemoor	Melbourne Road	0.1	=9

Source: NOMIS

In fact, as table 5.6 shows, the SOAs that make up the main housing areas of the Charford ward are the first and second ranked areas of the District in terms of NI 152 scores, with between 17 and 18% of the working age population claiming out of work benefits. The North Bromsgrove High School area of St Johns ward is the third ranked, though it must be said that the working age population in this area is small, potentially skewing the figures. In Sidemoor, the King George Close area is ranked fourth across the District with a score of 16%, and the Barley Mow Lane area of Catshill, Drakes Cross, Romsley and Fox Lane (Whitford) SOAs all have scores higher than 0.1, or 10%.

The trend in terms of NI52, based on quarterly figures from 2007 to 2008, is fairly stable in Bromsgrove with little variation, but a general decreasing trend. (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 data sets give an indication of the economic status of Bromsgrove District.

Table 5.7 - Working age client group – key benefit claimants (August 2008)

Benefit	Bromsgrove (number)	Bromsgrove (%)	West Midlands (%)	Great Britain (%)
Total Claimants	4,610	8.4	15.8	14.2
Job Seekers	740	1.3	3.2	2.4
Incapacity Benefits	2,230	4.0	7.2	7.0
Lone Parents	4440	0.8	2.2	2.0
Carers	410	0.7	1.3	1.1
Others on income related benefits	150	0.3	0.5	0.5
Disabled	490	0.9	1.1	1.0
Bereaved	140	0.3	0.3	0.3
Key out-of-work benefits	3,560	6.5	13.1	11.9

Source – Nomis web – DWP benefit claimants – working age client group

The level of benefit claimants in Bromsgrove (8.4% of the working age client group) is well below both the national and regional averages. The most commonly claimed benefit is incapacity benefit, accounting for almost half of all claimants in the District.

Table 5.8 - Employment and Unemployment (Oct 2007 – September 2008)

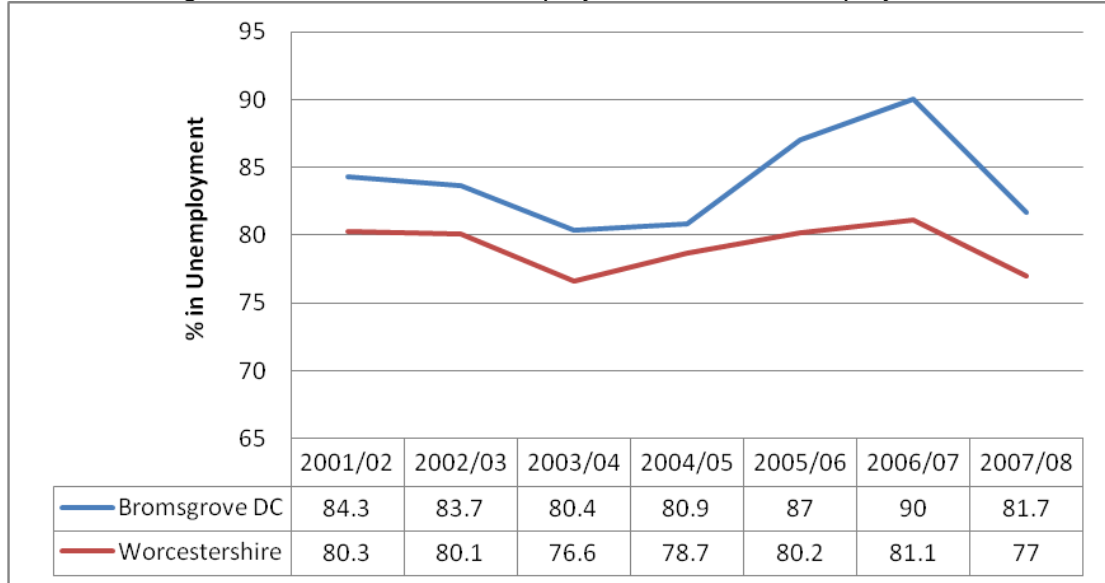
All People	Bromsgrove (number)	Bromsgrove (%)	West Midlands (%)	Great Britain (%)
Economically Active	49,000	87.9	76.9	78.8
In employment	47,000	83.9	72.0	74.5
Un Employed	1,900	3.9	6.2	5.3

Source – Nomis Web – ONS Annual Population Survey

The overall unemployment level in Bromsgrove is 2.3% lower than the regional average and 1.4% lower than the national figure.

Bromsgrove also has a higher rate of employment in the 50-69 age group with 65.1% in employment based on 2004/05 figure (FTI Area Profiles) and a rate of increase 3% greater than that of the county as a whole from 2001/02.

Figure 5.9 - Trend Overall employment rate, % in employment



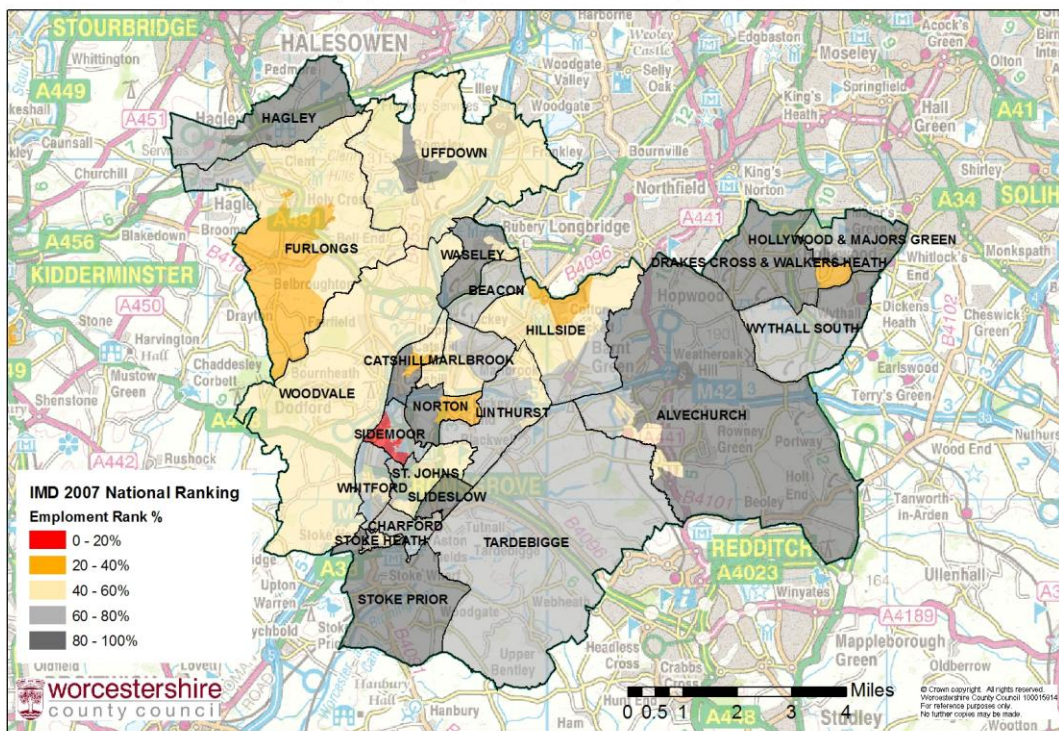
Source – FTI Area Profiles

Despite increasing to 90% in 2006/07, the overall employment rate in Bromsgrove dropped to 81.7% in 2007/08 and has since declined further in line with county and national trends.

5.3.2 IMD Sub-Domains for Employment and Income Deprivation

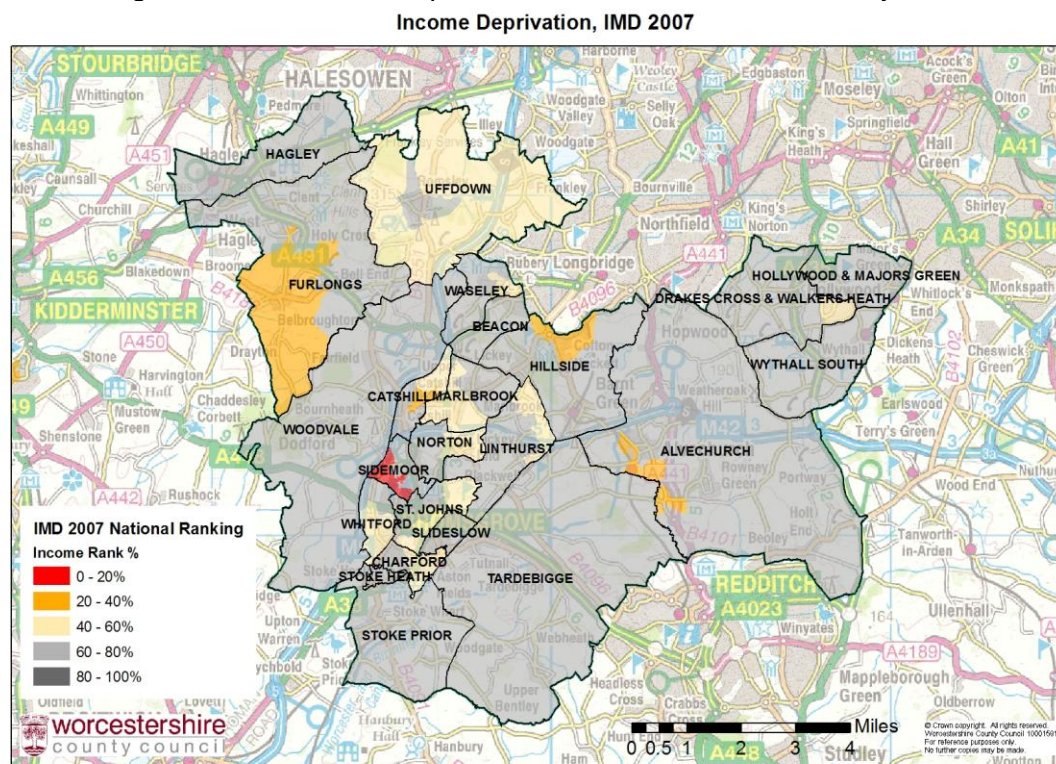
Figure 5.10 – Employment Deprivation Sub-Domain IMD 2007, by SOA.

Employment Deprivation Sub-domain, IMD 2007



Source: IMD 2007

Figure 5.11 – Income Deprivation Sub-Domain IMD 2007, by SOA.



Source: IMD 2007

The IMD sub-domains for both income and employment deprivation highlight the King Georges area of Sidemoor as an area for concern with rankings in the top 20% nationally. Catshill and the Belbroughton area of Furlongs Ward are also highlighted in both sub-domains as being in the top 20-40% nationally.

5.4 Section Summary

- In most areas of study, the economic status of Bromsgrove District is well above regional and national averages, however, it is important to note that the current economic climate is likely to have a severe impact on current and future trends, and a downturn can be expected.
- Mean annual income is the highest in the county on a residential basis, though areas of low income do exist, and mean income is below average on a workplace basis.
- The level of qualifications is higher than County and national averages, though areas with low qualification levels include Charford, Sidemoor and Catshill. Furthermore, the level of NEET 16 – 18 year olds is highest in Charford, Catshill and Whitford wards.
- Levels of unemployment area below county averages, and most out of work benefit claimants live in Charford, Sidemoor and Catshill.
- Locally, areas of greatest need for improvement based on multiple economic data sets are: Sidemoor (specifically the King Georges area), Charford, Drakes Cross and parts of Catshill.

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
- LI 6 (formerly NI 146) Adults with learning disabilities in employment
- LI 7 (formerly NI 150) Adults in contact with secondary mental health services in employment

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

- Bromsgrove 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 Bromsgrove (North West Public Health Observatory)
- Citizens Panel November 2008

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 3 days a week for 30 minutes. The Worcestershire Baseline is set at 21.7% (based on the 2005/06 survey). The target for County-wide reduction is 25.7% by 2010/11

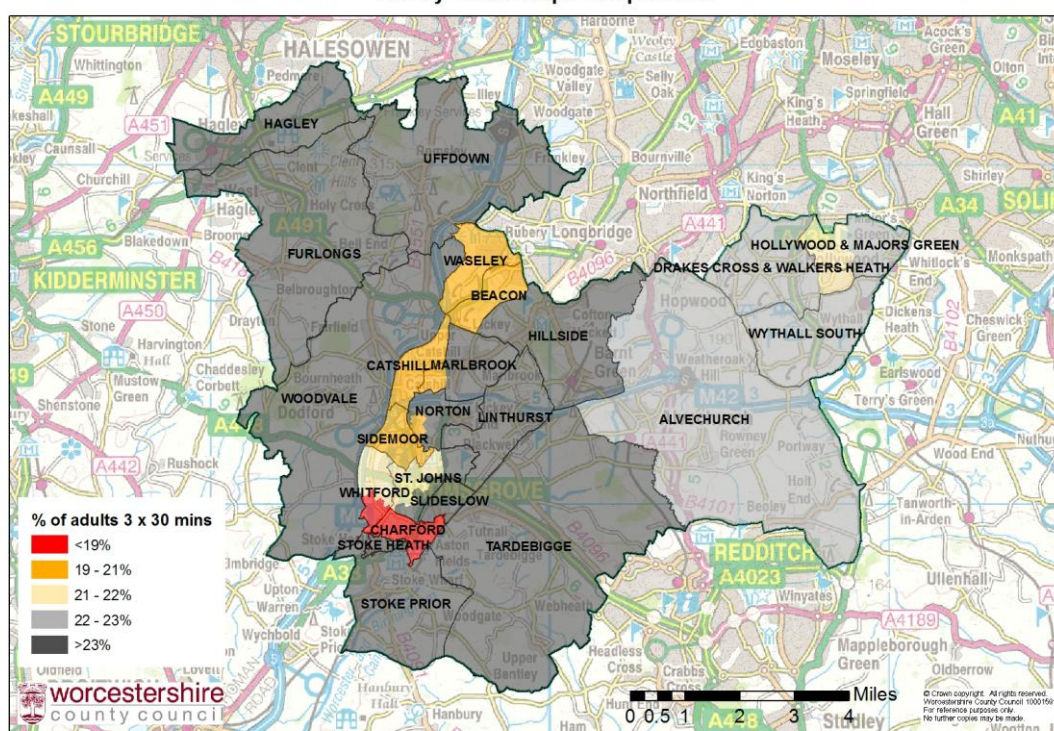
Participation rates for active recreation and sport are much higher amongst younger people than older people. Male participation rates are also higher than those of females. Worcestershire has higher than regional and national participation rates for the majority of the age categories, especially the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

NI 8 data is not available at a ward or sub-ward level as the survey is conducted by Sport England, who have not released the data. However, in the District as a whole, the NI 8 score for 2007/08 was 22.2%. Participation in sport to the level required by NI 8 is greatest in Bromsgrove in the male 16-24 age group, and lowest in those aged 65 or over. The level of participation in sport in Bromsgrove is above the county, regional and national averages of 21.5%, 19.3% and 21.0% respectively. Performance for this NI is also amongst the best in the County, second only to Malvern Hills (23.3%) and Worcester City (23.0%).

Supplementary data release by the Department for Culture, Media and Sport (DCMS) in June 2009 provided additional supporting information for NI 8 between survey years. The data refers to a rolling 12 months to April 2009, and Bromsgrove shows a 3.2% increase in participation compared to the 2005/06 baseline. The district score is 3.1% above Worcestershire as a county, and 4.1% above the national average, and Bromsgrove is the only district in Worcestershire to have shown such an increase in participation.

Data from the Active people survey 2005/06 (baseline year) is available at middle layer SOA level. Though the boundaries do not exactly align with ward boundaries, this data can be used to highlight areas of greatest need in terms of NI 8.

Figure 6.1 - % of adults participating in 30 min of sport 3 times a week by Middle Layer Super Output Area
NI 8 by Middle Super Output Area



Source: 2005/06 Active People Survey

Fewer than 19% of respondents in the Charford area participate in sport for 30 minutes three times a week.

6.1.2 Bromsgrove Residents Quality of Life Survey 2008

In the 2008 Bromsgrove Residents Quality of Life Survey, 20% of respondents described themselves as very active (participate in 30 minutes of moderate intensity physical activity more than five times a week). Slightly lower than the Active People survey result. However, a further 42% described themselves as reasonably active; (participate in 30 minutes of activity five times a week). 30% claimed to be not very active (participate in 30 minutes of activity less than 5 times a week)- and the remaining 8% admitted to being inactive. Generally speaking, older respondents were less active than younger respondents.

All respondents were asked what could be done to help them be more active, and were given a list of possibilities. 39% of respondents said that cheaper entry fees to leisure centres would help them to be more active, 35% thought there more should be done to promote the countryside, 31% felt that there should be more information about walks etc. This provides an indication of the type of initiatives that would work towards improving NI 8 scores in the District.

Lack of time was the reason given by most respondents preventing them from participating more in sports/activities on offer in the District, followed by cost (34%) and lack of choice (21%). Presumably the Council and its partners will not be able to respond due to the fact that a lack of time is the main barrier, but the issues of cost and choice are factors that the Council and partners can have some control over.

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

The 2006/07 Worcestershire baseline for NI 56 is set at 15.2% of year 6 children that are obese. The targets for reduction are as follows:

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

Based on 2005/06 figures, there are a number of areas in the District where more than 20% of children are overweight including Linthurst ward, Alvechurch, Hollywood, Cofton Hackett, parts of St Johns, Slideslow, Waseley and Whitford wards.

Table 6.1 - Year 6, 2007-08 data by Area

Area	Overweight	Obese	Overweight & Obese
Bromsgrove	13.20%	15.30%	28.50%
Malvern Hills	15.10%	13.50%	28.60%
Redditch	13.00%	19.30%	32.30%
Worcester	15.60%	14.80%	30.40%
Wychavon	15.40%	15.40%	30.80%
Wyre Forest	14.70%	20.90%	35.60%
Worcestershire	14.50%	16.80%	31.30%
West Midlands	14.50%	19.60%	34.10%
England	14.30%	18.30%	32.60%

Source: National Child Measurement Programme

The level of childhood obesity in Bromsgrove is below that of the County, at 15.3% of Year 6 children (aged 10-11 years), compared to 16.8% in Worcestershire. The District figure is also well below both regional and national averages. Furthermore, the proportion of children in Year 6 who are overweight is also well below County, regional and national figures for 2007/08. In fact, Bromsgrove has the lowest percentage of children who are overweight or obese of the 6 Worcestershire Districts.

6.1.4 NI 112 Under 18 conception rate

The Worcestershire baseline for NI 112 is 35.1 conceptions under 18 per 1000 females aged 15-17 (based on 1999 data)

Target reductions for the County are:

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

Based on the most current information available, none of the 23 Bromsgrove Wards feature in the top 12 wards in the county identified as the hotspots for focus for the Teenage Pregnancy Unit (TPU) at Worcestershire County Council. This does not mean that there are no problems in Bromsgrove, just that numbers of teenage conceptions is extremely low compared to the rest of the County, as figure 6.4

shows. Data is available at a ward level, however, in Bromsgrove, the number of conceptions per ward becomes so low that there is a risk of being able to identify individuals. In fact, the most current data shows that in almost half of wards, there were no conceptions, and in the majority of wards there were fewer than 10. There is also a slight problem with the data in that the count is generally of where a young parent lives after the birth, 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, the following should be used only as an indication.

The current top wards in the Bromsgrove District in terms of number of under 18 conceptions are:

Charford, Waseley, Sidemoor, Marlbrook

The TPU also identify a number of schools as having catchment areas encompassing target areas. South Bromsgrove High School has been in this list of schools in the past, but is no longer, thus indicating positive performance in relation to under 18 conception rates in the area.

Figure 6.2 - Conception rate of under 18 year olds (per 1,000 15-17 years olds)



Source – FTI Area Profiles

Teenage conception rates have declined in Bromsgrove since 1998/00 by 9%, and have consistently been below both County and National levels.

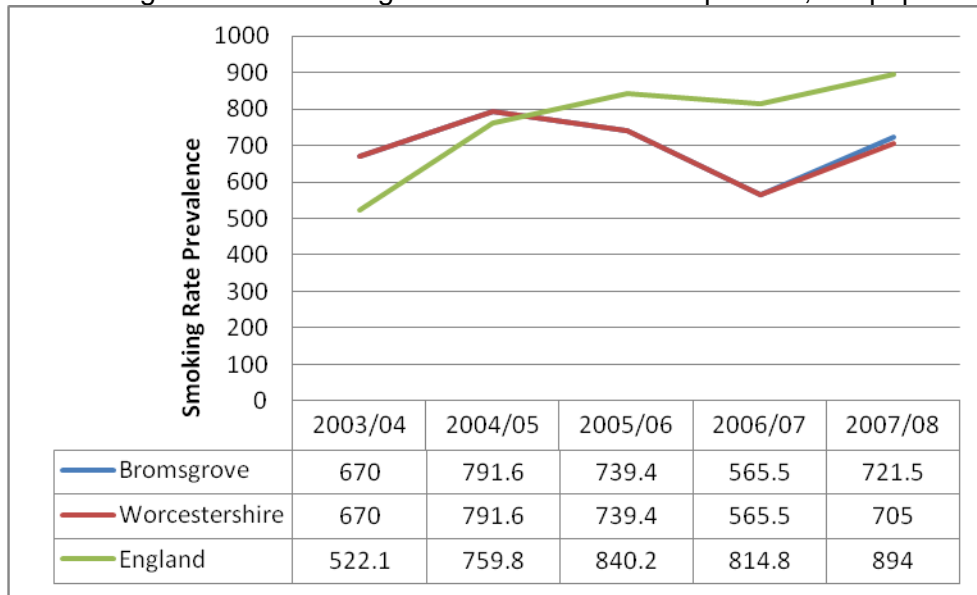
6.1.5 NI 123 16+ smoking rate prevalence

The current Primary Care Trust (PCT) proxy indicator for NI 123 is the rate of self-reported 4-week smoking quitters per 100,000 population aged 16 or over. The Worcestershire baseline rate is set as 681 per 100,000 population aged 16+ (3 year average 2004/07). Improvement targets for the County are as follows:

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

Good performance is typified by an increasing rate over time.

Figure 6.3 – Smoking Rate Prevalence - rate per 100,000 population



Source – FTI Area Profiles

As figure 6.3 shows, the smoking prevalence rate in Bromsgrove has been increasing since 2006/07, indicating positive performance, but is still lower than the national average rate of 894, thus improvement is necessary. The 2007/08 District rate of 721.5 is, however, slightly above the county rate 705. The seemingly negative performance trends could be explained by a low base level of smokers in the District. In the West Midlands as a whole fewer people smoke than the national average², and rates in Worcestershire are even lower. Fewer smokers within the County and District provide fewer potential quitters, thus the potential for positive progress against a measure of quitting rates is lower.

Further information is available from the 2008 Bromsgrove Residents survey, where around 9 in 10 respondents (87%) were non-smokers. Respondents aged over 75 were the least likely to smoke (98% did not smoke).

In response to the question “what would help you to stop smoking” 37% of residents stated that there is nothing that the Council and its partners could do to reduce the amount they smoke, and 22% saying that they did not know. However, around a quarter (24%) said that more support through their GP would help.

In addition, according to the Department of Health Profile for Bromsgrove 2009, the estimated percentage of adults who smoke and deaths due to smoking in the District are less than average.

² Source: Cancer Research Smoking Statistics 2005

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 75.

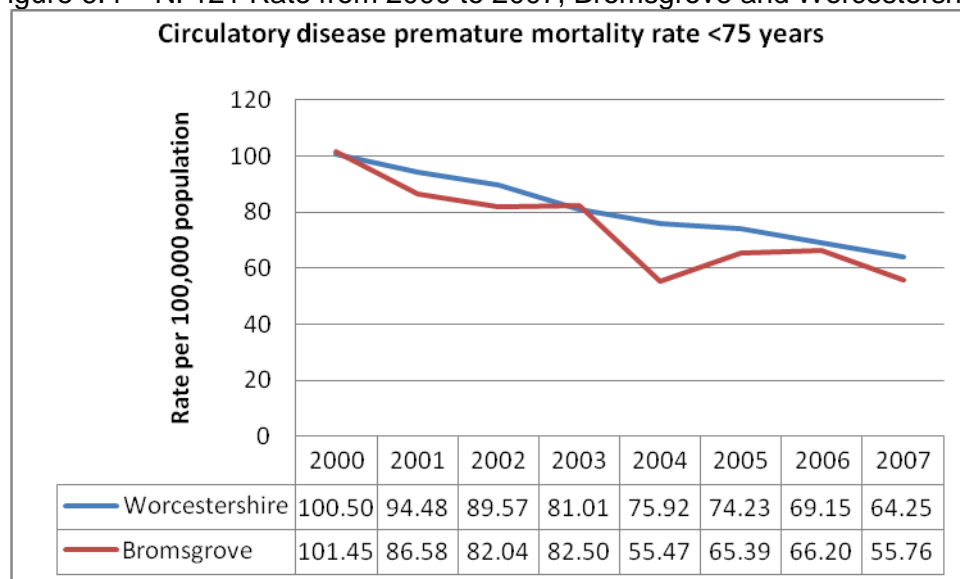
The rates for reduction are as follows:

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

The latest performance figures indicate a Worcestershire rate of 69.21 (three year average 2005/07), which, compared to the 2008/09 target of 66.73, is slightly off target.

In Bromsgrove, the 2005/07 rate is calculated at 62.45 per 100,000 under 75. This is well below the county average, and also below the rates of Redditch (79.60), Worcester (85.20) and Wyre Forest (75.66).

Figure 6.4 – NI 121 Rate from 2000 to 2007, Bromsgrove and Worcestershire



Source: National Centre for Health Outcomes Development (NCHOD)

Calculations from the National Centre for Health Outcomes Development (NCHOD) show that Bromsgrove NI 121 rates have been consistently below that of the county for all but one of the 8 year period from 2000 to 2007.

Data from the Public Health Information Analyst for NHS Worcestershire indicates that, based on pooled data from 2003-2007, the mortality rate from circulatory disease under 75 is higher in Beacon and Charford than the county average.

6.2.2 NI 133 Timeliness of social care packages

This NI is linked to acceptable waiting times for delivery of care packages following assessment. It measures the percentage of new clients aged 65+ for whom the time from completion of assessment to provision of services in the care package is less than or equal to 4 weeks.

In Worcestershire, the baseline based on 2007/08 is set at 85%, with target 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 in the county.

Worcestershire Baseline: 97.52%

Target for improvement:

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

No data is available at a district level.

6.2.4 LI 6 (formerly NI 146) Adults with learning disabilities in employment

Target setting on this indicator has been deferred. The NI has been converted to local target (LI 6) due to lack of national data.

The Worcestershire baseline is set at 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 LI 7 (formerly NI 150) Adults in contact with secondary mental health services in employment

Target setting on this indicator has been deferred. The NI has been converted to local target (LI 7) due to lack of national data.

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

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

No data is available at a district level.

Data on- the adult and community services national indicators is quite difficult to obtain at a sub-county level. However, a number of other data sets can be used to identify problem areas within this LAA priority.

6.3 Additional Theme Block Data

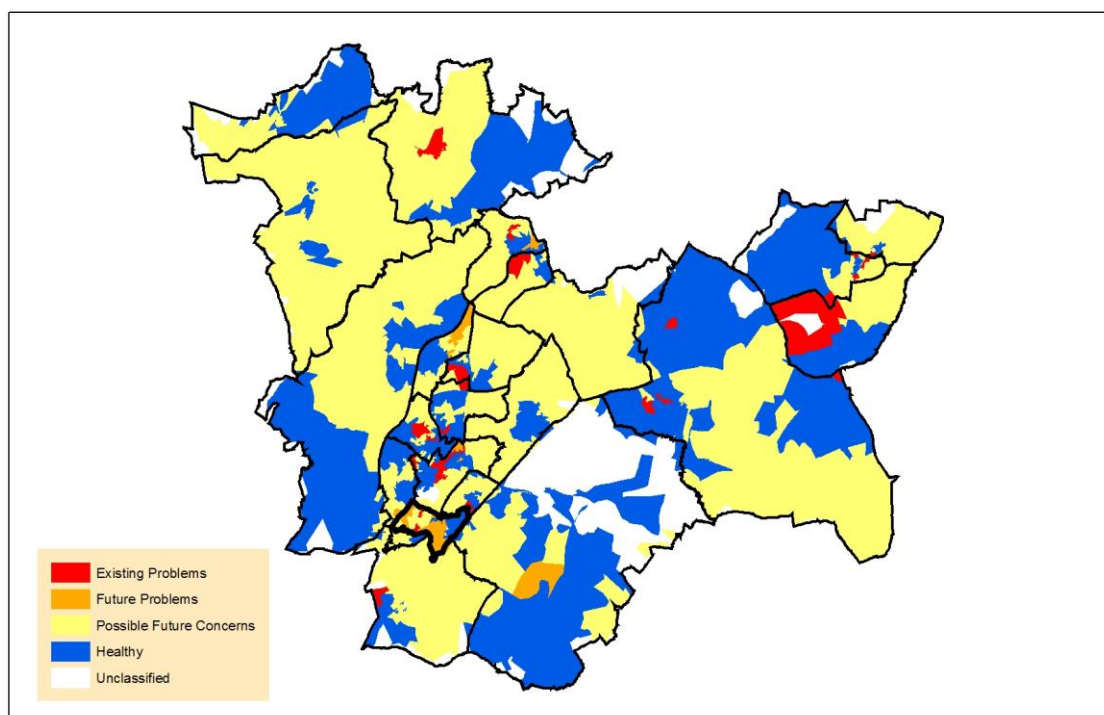
6.3.1 Consumption of Fruit and Vegetables

Over a quarter of adults in Bromsgrove eat 5 portions of fruit and vegetables according to the Health Profile for Bromsgrove from the Department for Health.

In the 2008 Bromsgrove Residents Quality of Life Survey, over a quarter of respondents (28%) claimed that they had eaten the recommended 5 or more portions the previous day.

6.3.2 Health Acorn 2008

Figure 6.5: Health Acorn 2008 Classification by Postcode area for Bromsgrove.



Source: Health Acorn

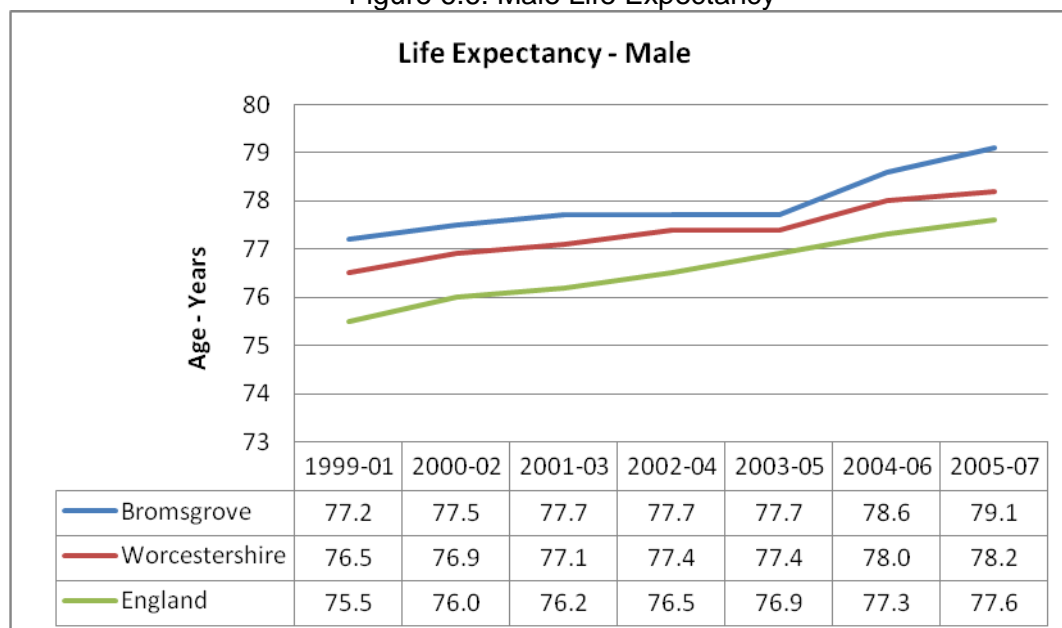
It seems that the least healthy area in Bromsgrove in terms of Health Acorn is near to Wythall, with a large red area indicating Existing Problems. However, this area is largely rural with a low population, which may mean that a small area of poor health has created this pattern. When comparing this map to a population density map of the District, discrepancies such as this become apparent.

It is clear from the population distribution across the District that Sidemoor contains the largest area of Health Acorn classification "existing problems" within a densely populated ward, with a population of 4,500 or above. Other areas of current concern include sections of Rubery, the Poets area of Catshill, and the centre of St Johns ward. Furthermore, future problems are predicted in areas of Charford, Catshill and Rubery.

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 District as a whole.

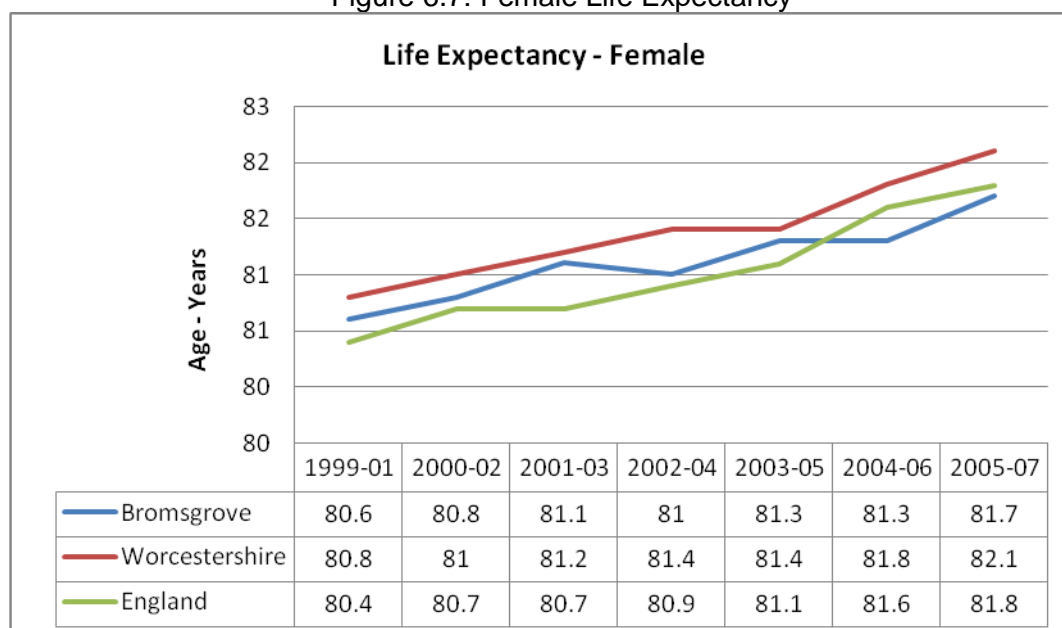
Figure 6.6: Male Life Expectancy



Source: FTI Area Profiles

Male life expectancy has been consistently both following an increasing trend, and showing above average performance in the Bromsgrove District compared to Worcestershire and national averages since 1991/01. The latest figures show male life expectancy at 79.1 years.

Figure 6.7: Female Life Expectancy

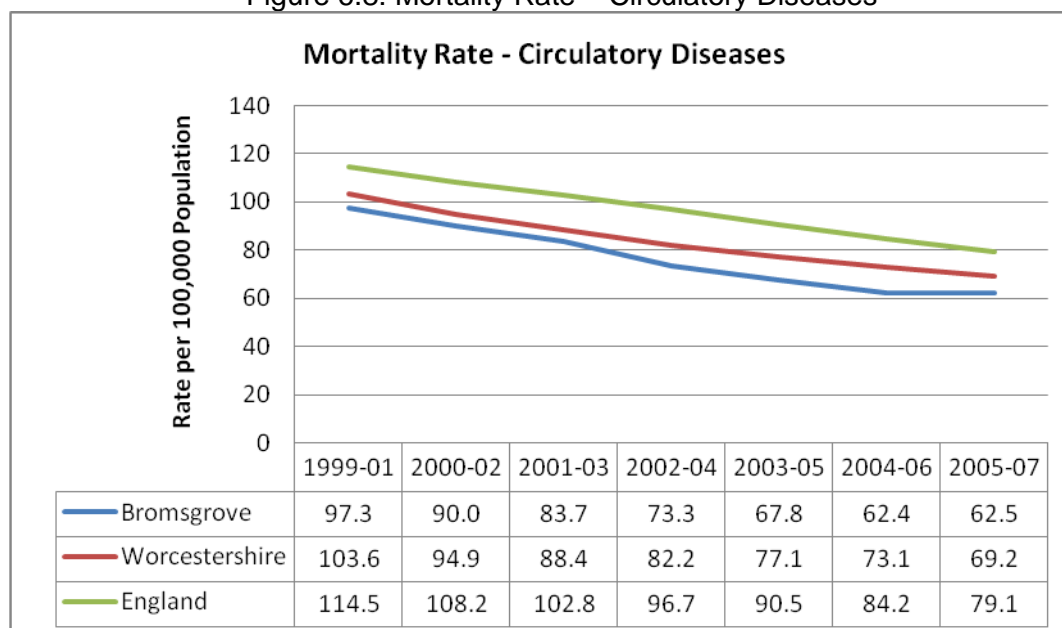


Source: FTI Area Profiles

Performance in terms of female life expectancy is not as positive, with Bromsgrove figures currently slightly below both national and county averages at 81.7 years based on 2005/07 data. However, the difference between District and National figures equates to just 0.1 years, and to County just 0.4 years, therefore not a significant difference.

Overall life expectancy is significantly lower than the national average of 78.5 years (2000-04) in Sidemoor and St Johns (Health Profile for Bromsgrove, DoH).

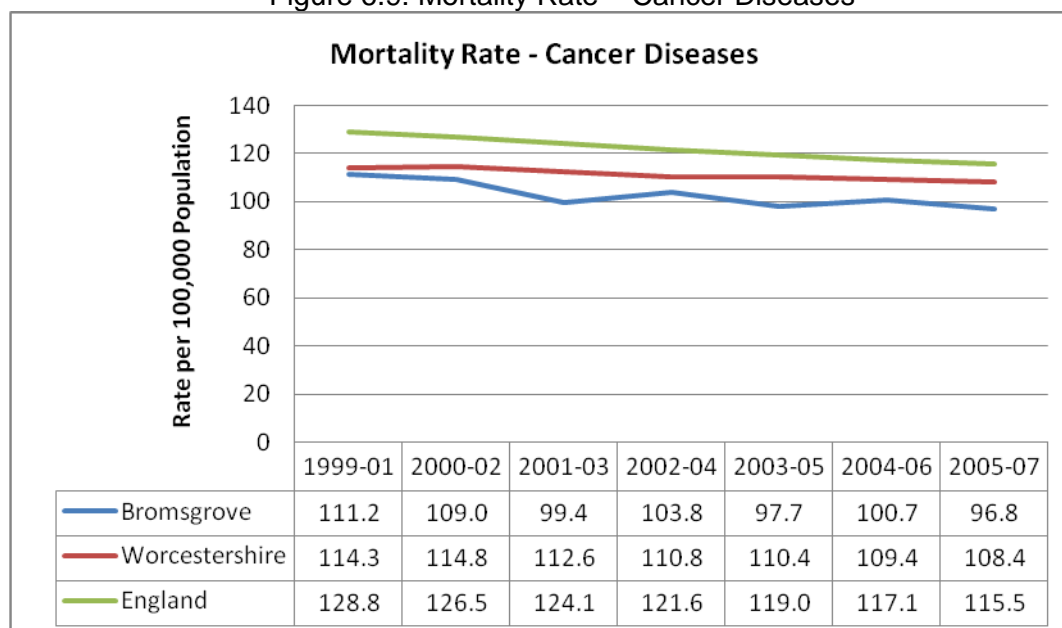
Figure 6.8: Mortality Rate – Circulatory Diseases



Source: FTI Area Profiles

Mortality rates from circulatory diseases have been declining in Bromsgrove, in line with County and National trends since 1999/01. The rate in Bromsgrove has been consistently lower than that of the county and the country, currently standing at 62.5 per 100,000 population. The rate of decline has slowed in more recent years, with a very slight increase between 2004/06 and 2005/07.

Figure 6.9: Mortality Rate – Cancer Diseases

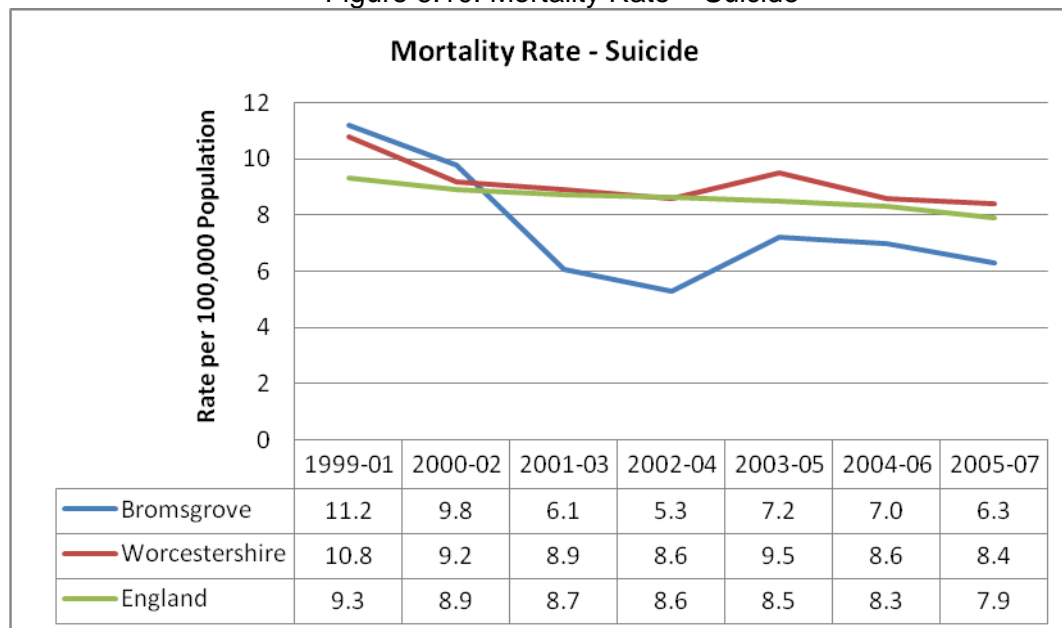


Source: FTI Area Profiles

The mortality rate in terms of cancer diseases has followed a different pattern to that of Worcestershire and England since 1999, fluctuating between 111.2 and the current low of 96.8 per 100,000 population. Despite these fluctuations, the rate has

consistently been lower than that of the county and the country, though the various increases and decreases make it difficult to predict where the trend may head next.

Figure 6.10: Mortality Rate – Suicide



Source: FTI Area Profiles

Despite suicide mortality rates above the county and national averages in 1999/01, the rate in Bromsgrove has since dropped to a low of 5.3 per 100,000 population in 2002/04, after which rates increased further before dropping down again to just 6.3 in 2005/07.

6.3.4 Infant mortality

The infant mortality rate per 1000 persons in Bromsgrove (January 03 – December 2005), is 6.1³. This places the District with the third highest rate in County after Redditch (7.4) and Wyre Forest (7.1). The West Midlands regional average is 6.8.

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 (available from <http://www.nwph.net/alcohol/lape/regions.htm>).

The 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 the estimates probably understate the extent of problem drinking because they are partly based on self-report (ie through the Health Survey for England).

³ Source: www.neighbourhood.statistics.gov.uk

Table 6.2 - NWPFO synthetic estimates of hazardous, harmful and binge drinking in adults

Local Authority	Binge Drinking		Hazardous Drinking		Harmful Drinking	
	%	number	%	number	%	number
Bromsgrove	17.2	12,642	20.4	15,092	3.7	2,752
Malvern Hills	17.3	10,524	19.0	11,667	3.9	2,413
Redditch	18.1	11,436	19.3	12,222	4.7	2,973
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
Worcestershire Totals		79,385		88,896		19,524

Source: NWPFO

The level of binge and harmful drinkers in Bromsgrove is the lowest in the county, however the level of hazardous drinkers (20.4%) is actually one of the highest in the County, second only to Worcester City (20.6%).

Furthermore, based on the Schools Health 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 last week than the corresponding age groups in the rest of England.

6.3.6 Health Profile for Bromsgrove 2009 (Department of Health)

Based on the Health Profile for Bromsgrove from the Department of Health 2009, the health of the people of Bromsgrove is generally better than the England average. Physical activity in children is the one indicator which is worse than the England average

Bromsgrove performance is significantly better than the England average for the following indicators in the summary:

- Deprivation
- Children in Poverty
- GCSE achievement (5 A*-C) in English and Maths
- Violent crime
- Smoking in pregnancy
- Obese children
- Children's tooth decay (at age 5)
- Teenage pregnancy (under 18)
- Adults who smoke
- Over 65s "not in good health"
- Incapacity benefit for mental illness
- Hospital stays for alcohol related harm
- Drug misuse
- People diagnosed with diabetes
- Life expectancy – male
- Deaths from smoking
- Early deaths – heart disease and stroke
- Early deaths – cancer

In addition, in terms of alcohol indicators (from NWHO alcohol profiles for England):

- alcohol specific mortality – males, alcohol related recorded crimes, harmful drinking national rank 29 are significantly better than England average.
- However, employees in bars and alcohol specific hospital admissions (under 18) are significantly worse than England average.

6.3.7 Citizens Panel November 2008

Figure 6.11 - Question 22 responses: Which three of the following Health and Well-being issues do you consider to be the most important for the County Council and PCT to address?

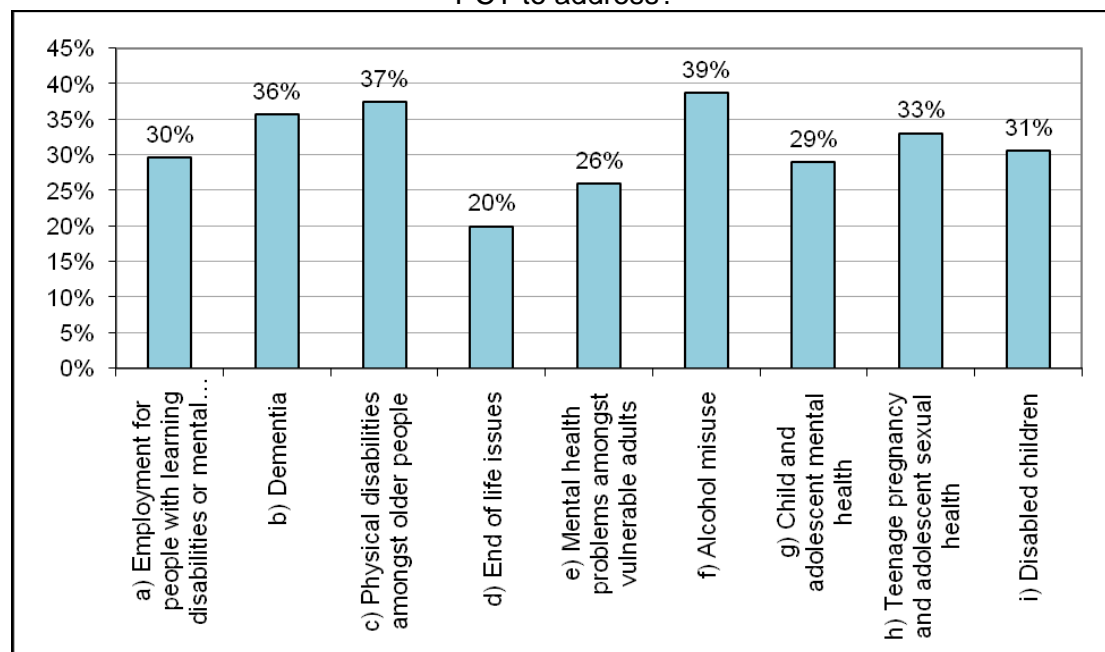


Figure 6.10 provides some guidance as to which health issues Bromsgrove residents consider to be the most important for the County Council and PCT to address. 39% of residents in Bromsgrove stated that alcohol misuse was most important, with 37% citing physical disabilities amongst older people, and 36% saying dementia was the important issue. This ties in well with the issues highlighted in the Health Profile for Bromsgrove, and emphasises the need for local focus on mental health and alcohol issues.

6.4 Section Summary

- Bromsgrove residents are generally healthier than county averages, with a fairly high number participating in sport.
- Childhood obesity and overweight levels are well below county, regional and national averages according to local data, but the Health Profile for Bromsgrove 2009 suggests that physical activity in children is significantly below the national average.
- Smoking rate prevalence performance is not as positive, the rate of self reported 4-week smoking quitters is below the national average, but this is likely to be due to a low level of smokers within the District overall providing less potential for high quitting rates.
- Female life expectancy in the District is below both county and national averages, but by only 0.4 and 0.1 years respectively – not a significant problem.
- Alcohol consumption is also a key focus area, with hazardous drinking, and alcohol specific hospital admissions (under 18) standing out as the worst performing areas. Alcohol misuse is also the issue which most resident feel needs addressing by the 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"

- LI 5 (formerly 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

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

7.1.1 LI 5 (formerly NI 54) Services for disabled children – average number of disabled children accessing short breaks

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

The Worcestershire baseline is set at 233 (2008/09) with targets for improvement 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 for reduction are as follows:

- 2008/09 – unchanged
- 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.

District and sub-district data is currently unavailable for the national indicators in this section. However, the following data sets will help to assess the areas where the needs of children and young people are greatest.

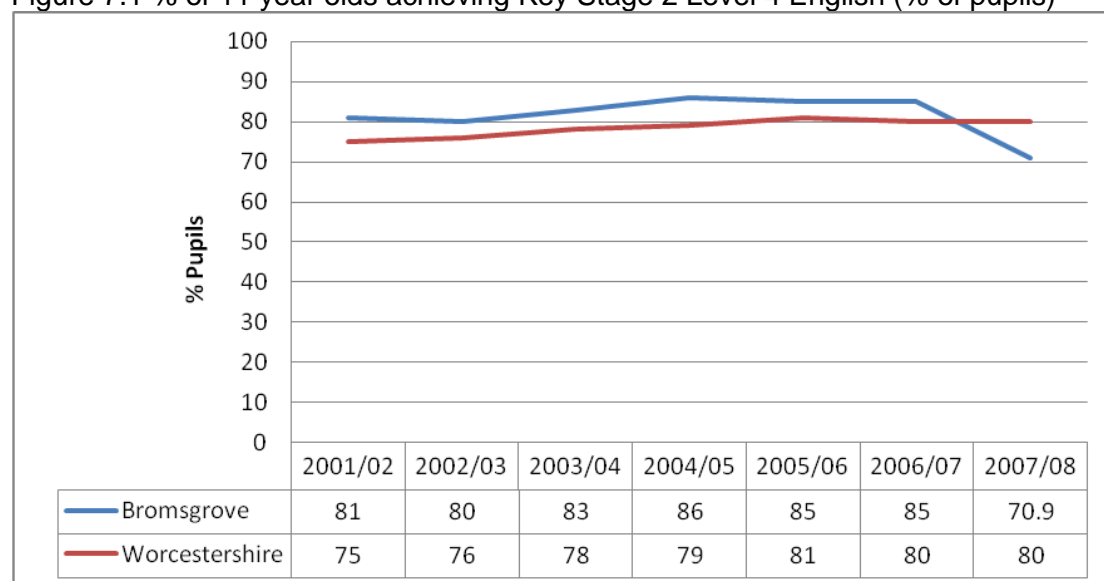
7.2 Additional Theme Block Data

7.2.1 School Performance Key Stage 2

For full School Performance Tables, see Appendix 1.

- The best performing school at Key Stage 2 in English during 2008 was Romsley St Kenelm's CofE Primary School, and the worst performance was in Parkside Middle School, Catshill.
- The best performing school at Key Stage 2 in Maths during 2008 was Belbroughton CofE Primary School and Nursery, and the worst performance was again in Parkside Middle School, Catshill.
- The best performing schools at Key Stage 2 in Science during 2008, with 100% of pupils achieving Level 4 or above, were Belbroughton CofE Primary School and Nursery and Romsley St Kenelm's CofE Primary School. Clent Parochial Primary School performed worst with just 88% of pupils achieving level 4 or above.
- At Key Stage 2, overall performance was best in Romsley St Kenelm's CofE Primary School, and at Parkside Middle School, performance was generally low.

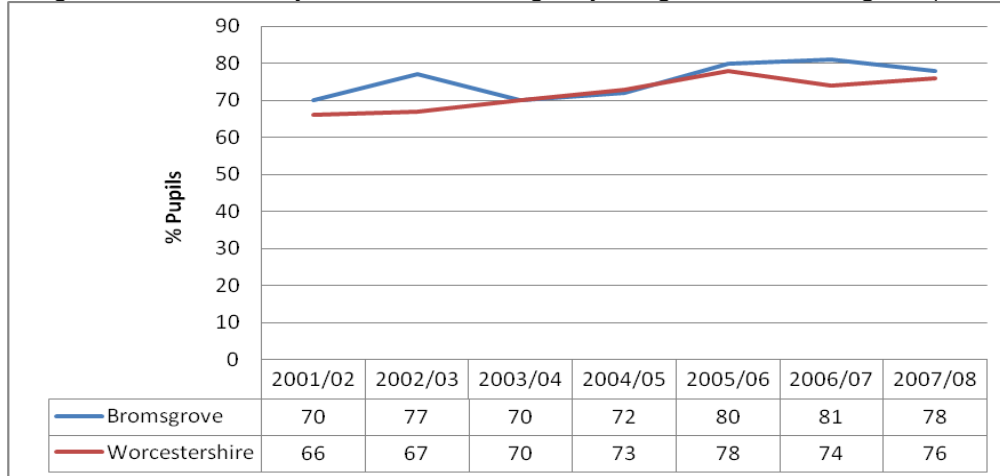
Figure 7.1 % of 11 year olds achieving Key Stage 2 Level 4 English (% of pupils)



Source FTI Area Profiles

The percentage of pupils achieving Key Stage 2 Level 4 in English has been declining since 2004/05 with just 70.9% in 2007/08, almost 10% lower than the county average. In all other years, Bromsgrove has outperformed the County so this drop highlights a possible area to target resources.

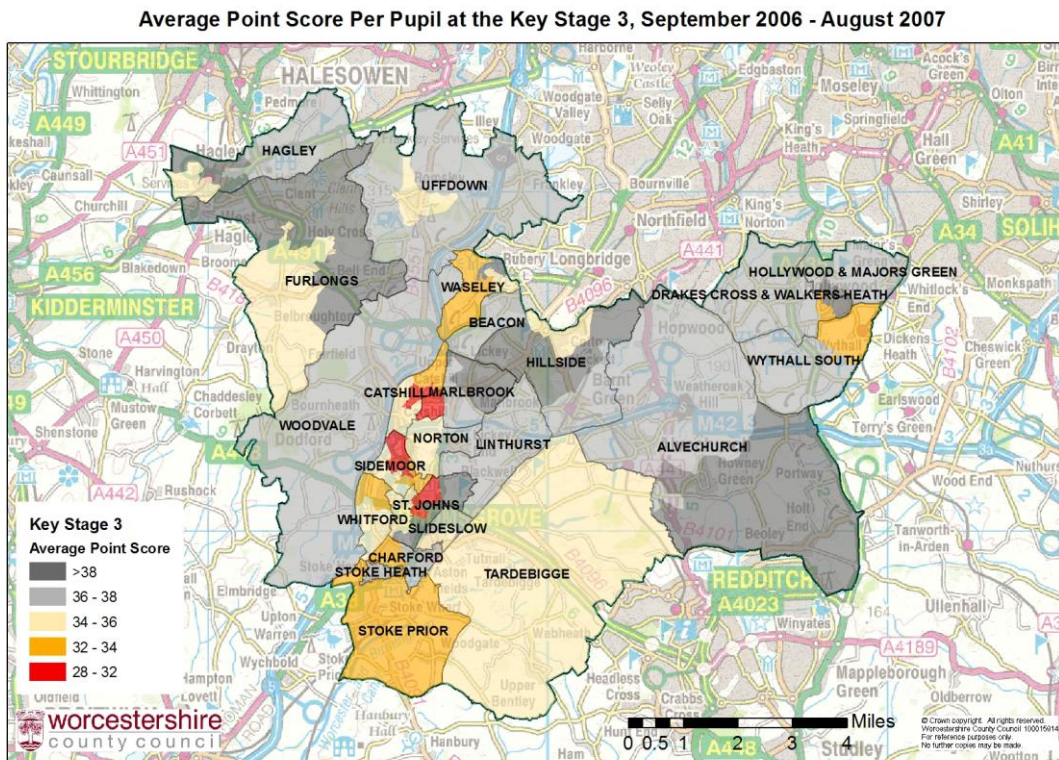
Figure 7.3 - % of 14 year olds achieving Key Stage 3 Level 5 English (% of pupils)



Source FTI Area Profiles

The percentage of pupils achieving level 5 in English at Key Stage 3 has generally been higher in Bromsgrove than the County average, though the trend has been one of decreasing scores in recent years.

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



Source: DCSF

The average point score for pupils at Key Stage 3 in 2006/07 was lowest in the King Georges Close area of Sidemoor (average score=28.7), followed by the North Bromsgrove High School area of St Johns (30.2) and the Barley Mow Lane area of Catshill (30.6). Average scores were highest in the Clent and Bell End area of Furlongs (40.1), the Woodrush area of Drakes Cross and Walkers Heath (39.9) and

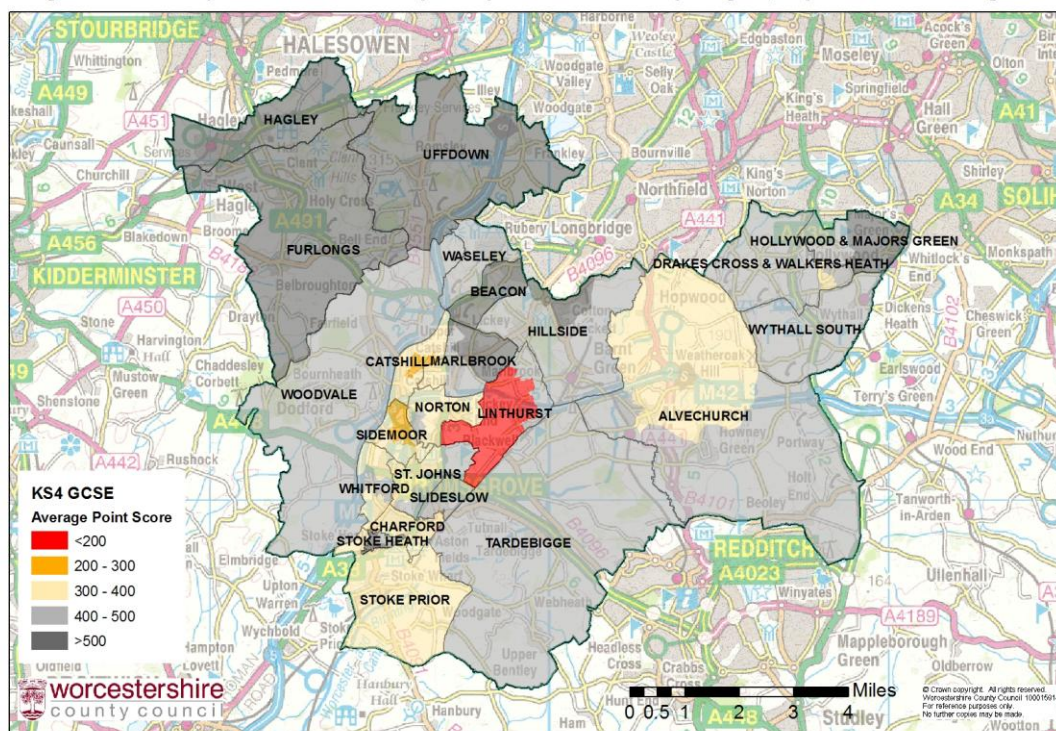
in West Hollywood (39.9). It seems that performance was highest in the more rural areas of the District.

7.2.3 School Performance Key Stage 4 (GCSE)

Unsurprisingly, the proportion of pupils obtaining 5 or more GCSEs grade A* to C in 2008 was highest at The Bromsgrove School, a private school in Bromsgrove town centre. Haybridge High School was a close second with 95% of pupils performing to this level. The worst performance was in North Bromsgrove High School, a pattern consistent with scores at Key Stage 3.

Figure 7.5 - Average GCSE and equivalent point score per pupil, by SOA based on home postcode

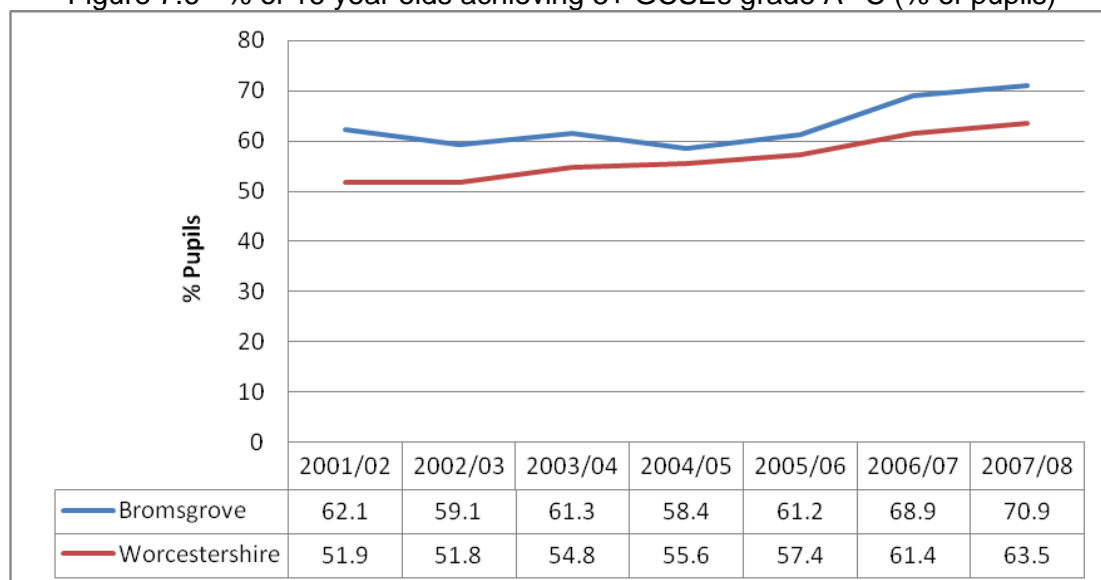
Average GCSE and Equivalent Point Score per Pupil at the end of Key Stage 4, September 2006 - August 2007



Source: DCSF

The average point score of pupils at Key Stage 4 is actually lowest in the Blackwell area of Linthurst Ward. This is most likely due to the location of the Upland Children's Home which may have skewed the figures. Areas of Sidemoor and Catshill also show low performance with scores between 200 and 300.

Figure 7.6 - % of 16 year olds achieving 5+ GCSEs grade A*-C (% of pupils)



Source FTI Area Profiles

A greater proportion of pupils achieved 5 or more GCSEs A*-C grade in 2007/08 in Bromsgrove than the County average, 70.9% versus 63.5% in Worcestershire. The trend in terms of the average score has been an increasing one since 2004/05.

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

7.2.4 School Absence Data 2008

Table 7.1 – School absence data, primary schools 2008.

Primary Schools	% of half days missed due to	
	Overall Absence	Persistent Absence
Alvechurch CofE Middle School	4.6%	1.7%
Aston Fields Middle School	5.0%	2.7%
Beaconside Primary and Nursery School	3.9%	0.6%
Belbroughton CofE Primary School and Nursery	3.2%	0.0%
Bromsgrove, Catshill Middle School	6.1%	2.9%
Bromsgrove, Parkside Middle School	6.3%	4.6%
Clent Parochial Primary School	3.7%	0.0%
Hagley Primary School	4.3%	0.2%
Hollywood, The Coppice Primary School	4.9%	1.5%
Holywell Primary and Nursery School	4.3%	0.6%
Lickey Hills Primary School	4.8%	0.8%
Romsley St Kenelm's CofE Primary School	3.6%	0.7%
St John's CofE Foundation Middle School	4.6%	1.9%
Wythall, Meadow Green Primary	4.7%	1.2%

Source: DCFS

Both overall absences and persistent absence were greatest in Parkside Middle school during 2008, 6.3% and 4.6% respectively. Persistent absence was also 2.9%

in Catshill Middle School and at 2.7% at Aston Fields Middle School. In all other Primary School in the District, persistent absence was less than 2%, and in Belbroughton CofE Primary School, it was 0%.

Table 7.2 – School absence data, secondary schools 2008.

Secondary Schools	Maintained mainstream schools only	
	overall absence	persistent absence
Bromsgrove School	-	-
Hagley Catholic High School	5.6%	2.5%
Haybridge High School and Sixth Form	4.9%	2.0%
North Bromsgrove High School	9.0%	9.6%
South Bromsgrove Community High School	7.3%	6.8%
Waseley Hills High School and Sixth Form Centre	7.4%	4.9%
Woodrush Community High School	5.9%	3.2%
Chadsgrove School	-	-

Source: DCFS

In secondary schools, absence was worst in North Bromsgrove High School (9.6% persistent absence) followed by South Bromsgrove High School (6.8%). Waseley Hills High School also had a fairly high absence rate (comparative within Bromsgrove District) at 4.9%. Absence was lowest in Haybridge High School with 2.0% persistent absence.

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

Average secondary school persistent absence for the District is around 4.8%. This is only just below the County average of 4.9%, but well below the national average of 6.7%. North and South Bromsgrove High Schools have secondary school persistent absence rates well above both County and National averages.

7.3 Section Summary

- School performance is generally of a high standard throughout the district, though Key stage 2 English scores have recently fallen below the county average.
- The spatial distribution of poor pupil performance at all stages seems to be linked to deprivation with higher scores in more affluent areas, and lower scores in areas such as Charford, Catshill and Sidemoor.
- Levels of persistent absence in secondary school children are fairly high in the District, especially in North and South Bromsgrove High Schools.

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:

- Bromsgrove 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
- Bromsgrove District Council Quality of Life Residents Survey
- IMD Sub-domains, distance to services (Primary School, Food Store, GP and Post Office) – IMD 2007

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%

Though not specifically linked to a National Indicator, the following information can be used to give an indication of access to services and facilities.

Table 8.1 - Working age people with access to employment by public transport (and other specified modes) (% of working age people)

Area	2005	2007
Bromsgrove	79.3	83.2
Worcestershire	81.1	85.1
England	82.8	87.6

Source: FTI Area Profiles

The proportion of working age people with access to employment by public transport is actually lower in Bromsgrove than both the County and National averages at 83.2%. This is perhaps due to the rural nature of a large portion of the District. The percentage of people with access to employment by transport has actually increased from 2005 to 2007 by 36.9%.

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 1910 net additional homes provided each year. The targets for the current LAA are as follows:

- 2008/09 – 1830
- 2009/10 – 1830
- 2010/11 – 1830

In 2008/09, 1494 net additional homes were provided within Worcestershire, 18% less than the target. In Bromsgrove, 135 net additional homes were provided, the lowest figure of all Districts in Worcestershire, and considerably lower than the rate in previous years. . A single cause cannot be identified for the fall in the total this year.

8.2.2 NI 155 Number of affordable homes delivered (gross)

The NI 155 baseline for Worcestershire (based on HSSA 06/07 outturn) is 316. Target for improvement in over the next 3 years are as follows:

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

During 2008/09, 542 affordable homes were delivered in the County, well above the target for the year. In Bromsgrove, production of affordable homes was also well above the target of 80 at 145. This is because schemes originally planned for completion in the previous year were completed instead in 2008/09. Also, because of the economic climate, a scheme granted permission as market housing prior to the moratorium was converted to affordable housing.

Performance was well above target in other Districts including Malvern Hills, Worcester City, and Wychavon. However, in Redditch, only 10 affordable homes were provided against a target of 31.

Table 8.2 – Number of affordable homes delivered (gross)

Local Area	2006/07	2007/08
Bromsgrove	40	30
Worcestershire	370	390

Source – FTI Area Profiles

Table 8.2 shows that the number of affordable houses delivered in Bromsgrove during 2006/07 and 2007/08 was substantially less than the 2008/09 figure of 80, suggesting that progress towards NI 155 is on target.

Table 8.3: Bromsgrove District Council Corporate Performance Indicators, 2008/09
outturn

Reference	Planning & Environment	Target	Outturn	Comments from relevant department
NI 156	Number of households occupying temporary accommodation	34	13	We continue to meet the Government target of 34 clients in TA by 2010. This is due to the excellent prevention work carried out which has seen the number of preventions rise from 76 in 2006/7 to 172 in 2008/9. Due to the economic situation and the reopening of the former Gateway refuge as self contained TA for clients suffering from domestic abuse, we are mindful that there may be a slight increase in 2009/10. However as we currently have a very low base number (13) we are confident that we will continue to meet this target

The target for the number of households occupying temporary accommodation was also exceed, at just 13. The reason for this excellent performance is stated as being the increase in the number of preventions during 2008/09.

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 meets the standard (e.g. SAP rating of below 30)

The Worcestershire baseline has been set at a 10.68% of households with a SAP rating below 35. Targets for improvement relate to a decrease in the proportion of households with a SAP rating below 35, and an increase in those with a SAP rating above 65.

Table 8.4 – NI 187 Worcestershire Targets

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

Source: Defra

Table 8.5 - 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: Defra

As table 8.5 shows, the proportion of households with a SAP rating below 35 in Bromsgrove is well below the County average at 8.77%. The proportion of households with a SAP rating above 65 in Bromsgrove is actually lower than the County average, so this could be an area for improvement.

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 for reduction in this figure are as follows:

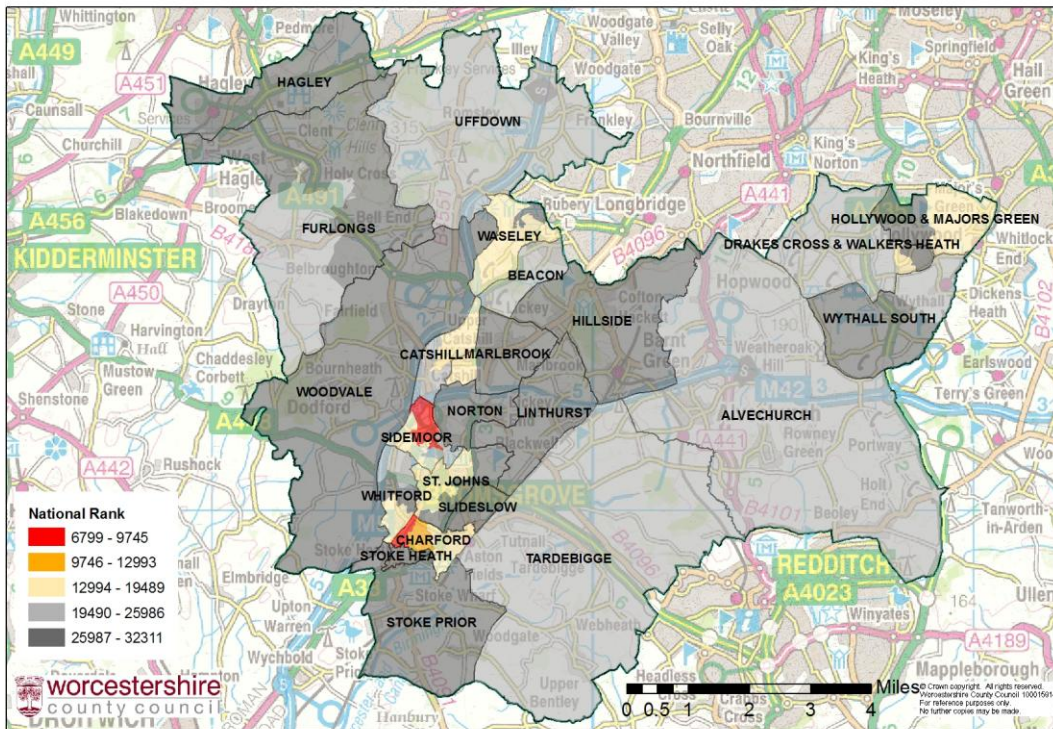
- 2008/09 13.9%
- 2009/10 13.0%
- 2010/11 12.0%

The actual measure of this indicator is calculated using data from the Department of Works and Pensions (DWP) and no data is currently available even at a County level.

The indices of multiple deprivation has a sub-domain measuring income deprivation affecting children (IDACI), which is a measure of the percentage of children in each SOA that live in families that are income deprived. This data set can be used to give some indication of areas that contain the most children affected by poverty, but it is **not** a measure for NI 116.

Some information on the IDACI is given below.

Figure 8.1 – IDACI National Rank by SOA in Bromsgrove
Income Deprivation Affecting Children National Rank



Source: IMD 2007

Table 8.6 – IDACI by SOA, Top 10 Bromsgrove SOAs, with national ranking

LSOA	Ward	SOA Name	National Rank	National %	Bromsgrove SOA Rank
E01032131	Charford	Charford Area, Austin Road	6799	30	1
E01032161	Sidemoor	Part of Sidemoor, King George's Close	7817	30	2
E01032132	Charford	Charford	11283	40	3
E01032152	Marlbrook	Part of Catshill, Barley Mow Lane	13446	50	4
E01032129	Catshill	Upper Catshill	14002	50	5
E01032130	Charford	Aston Fields	14560	50	6
E01032159	Sidemoor	Part of Sidemoor, Melbourne Road	14981	50	7
E01032128	Catshill	Part of Upper Catshill, Gibb Lane	14996	50	8
E01032156	St Johns	St John's Middle School Area	15788	50	9
E01032172	Waseley	Windmill Avenue, Rubery	16838	60	10

Source: IMD 2007

Areas in Charford and Sidemoor dominate the top 10 SOAs in terms of IDACI. In fact, the Austin Road area of Charford, and the King Georges Close area of Sidemoor are ranked in the top 30% of SOAs national for this indicator.

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 2309 (3 year mean from 2005) with a target of 2700 to be met by 2010/11.

No data is currently available at a District level.

8.4 Additional Theme Block Data

8.4.1 Older persons without central heating (Census 2001)

Though not officially linked to a National Indicator, the following information can be used to indicate the District position compared to county averages in terms of older people living with fuel poverty issues.

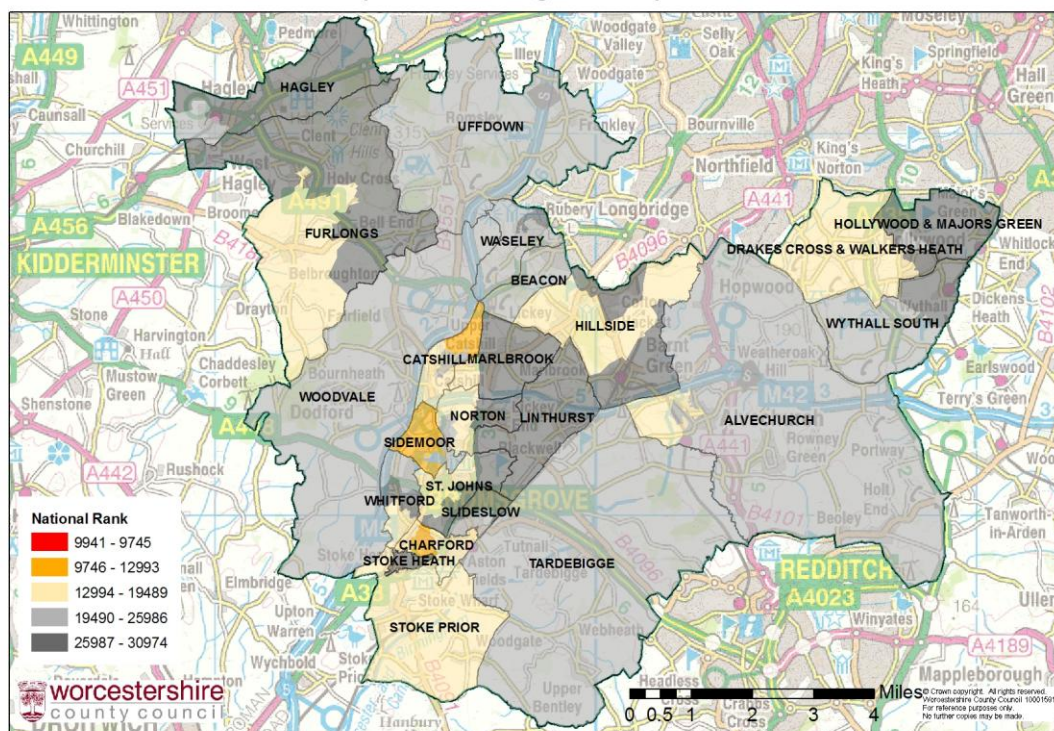
Based on the 2001 census, 5.6% of the population aged over 65 in Bromsgrove, 6.2% of those over 75, and 6.7% of those aged over 85 were without central heating. This figures are well below the county averages of 6.8% of over 65 years olds, 7.4% of over 75, and 7.8% of the over 85 population.

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 (IDAOP). 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.

Figure 8.2 – IDAOP National Rank by SOA in Bromsgrove

Income Deprivation Affecting Older People National Rank



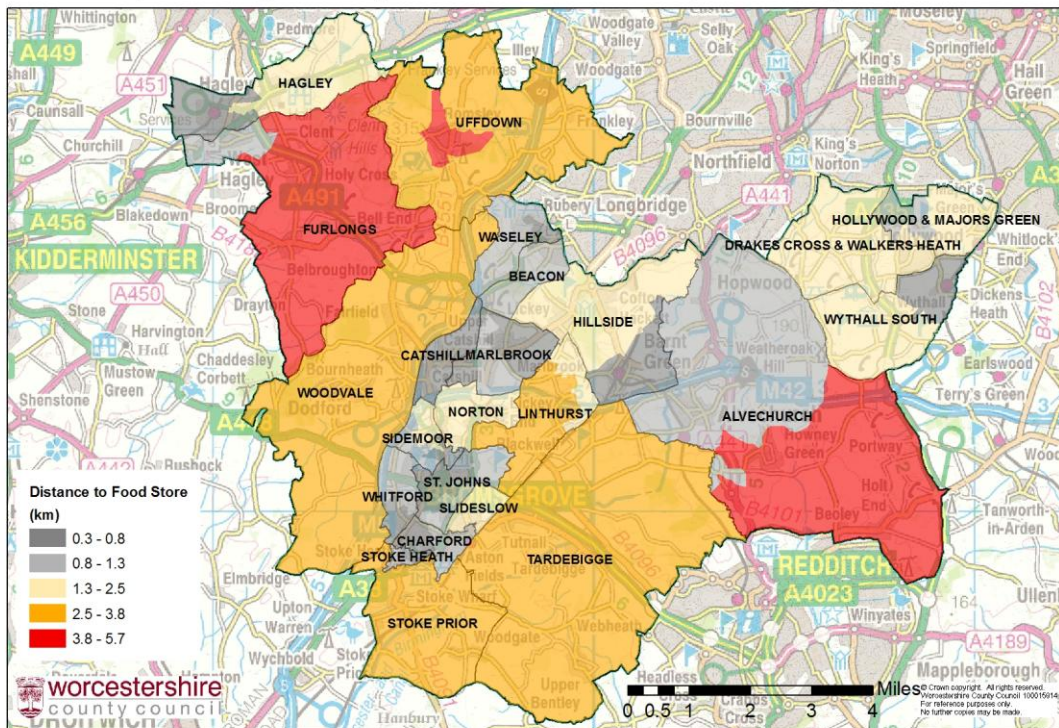
Source: IMD 2007

Table 8.7 – IDAOP by SOA, Top 10 Bromsgrove SOAs, with national ranking

LSOA	Ward	SOA Name	IDAOP Rank (National)	National %	Bromsgrove SOA Rank
E01032132	Charford	Charford	9941	40	1
E01032161	Sidemoor	Part of Sidemoor, King George's Close	10265	40	2
E01032129	Catshill	Upper Catshill	11052	40	3
E01032159	Sidemoor	Part of Sidemoor, Melbourne Road	12079	40	4
E01032133	Drakes Cross & Walkers Heath	Drakes Cross	13089	50	5
E01032124	Alvechurch	Withybed Green	13242	50	6
E01032157	St Johns	North Bromsgrove High School Area	13498	50	7
E01032131	Charford	Charford Area, Austin Road	14077	50	8
E01032156	St Johns	St John's Middle School Area	14402	50	9
E01032134	Drakes Cross & Walkers Heath	Headley Heath	15107	50	10

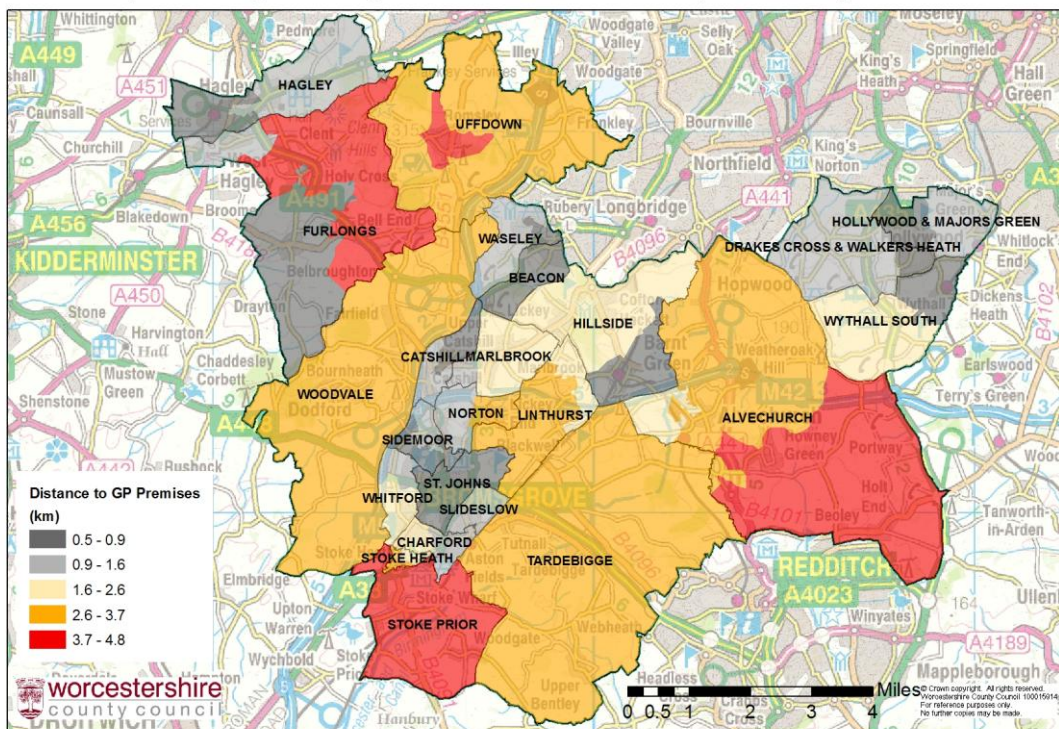
Source: IMD 2007

Figure 8.4 – Average Distance to Food Store
Population weighted average road distance to Food Store, Indices of Deprivation 2007



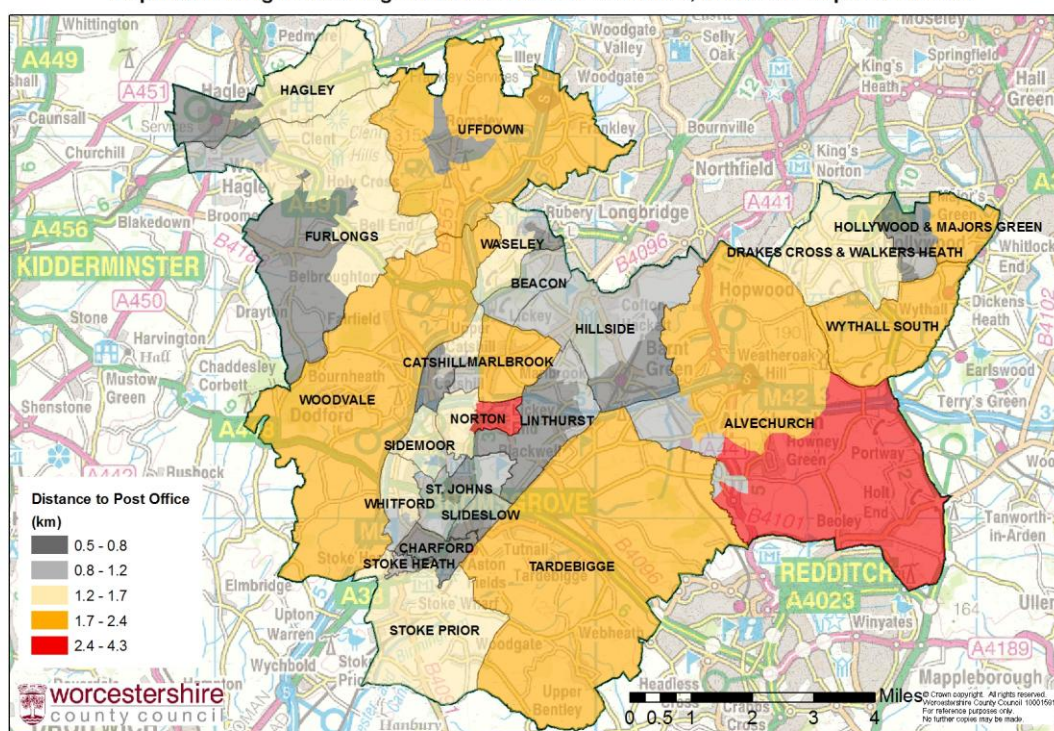
Source: IMD 2007

Figure 8.5 – Average Distance to GP Premises
Population weighted average road distance to GP Premises, Indices of Deprivation 2007



Source: IMD 2007

Figure 8.6 – Average Distance to Post Office
Population weighted average road distance to Post Office, Indices of Deprivation 2007



Source: IMD 2007

- Parts of Alvechurch, Tardebigge and Hillside are the least accessible (by road) to a primary school.
- Furlongs, Uffdown, Stoke Prior and Alvechurch wards contain the SOAs least accessible to a GP Practice
- Distance to a food store is greatest from SOAs in Furlongs, Alvechurch and Uffdown, where the journey can be up to 5.7 kilometres.
- SOAs in Alvechurch and Norton are the furthest from a Post Office

Nearly 40% of areas in Worcestershire are ranked within the top 20% most deprived nationally in terms of distance to key services, mainly in Wychavon and Malvern Hills, due to the mainly rural nature of the county.

8.5 Section Summary

- Access to services is a slight issue in the area with a lower than county and national average proportion of working age people with access to employment by public transport.
- Furthermore, there are large areas of the rural sectors of the District where the distance to key services is over 2 km, thus improved transport links may be necessary.
- Income deprivation affecting children is high in Charford and Sidemoor, as well as income deprivation affecting older people.

Appendix 1

Table A1 - Percentage of Pupils achieving Level 4 or above in English (Key Stage 2)

School	2004	2005	2006	2007	2008
Alvechurch CofE Middle School	92%	94%	94%	90%	90%
Aston Fields Middle School	82%	86%	86%	84%	77%
Beaconside Primary and Nursery School	63%	72%	72%	89%	80%
Belbroughton CofE Primary School and Nursery		95%	95%	100%	90%
Bromsgrove, Catshill Middle School	80%	81%	81%	84%	89%
Bromsgrove, Parkside Middle School	70%	88%	88%	78%	74%
Clent Parochial Primary School		100%	100%	94%	88%
Hagley Primary School		95%	95%	93%	94%
Hollywood, The Coppice Primary School	80%	72%	72%	88%	88%
Holywell Primary and Nursery School	88%	93%	93%	87%	92%
Lickey Hills Primary School	83%	91%	91%	86%	94%
Romsley St Kenelm's CofE Primary School		95%	95%	96%	100%
St John's CofE Foundation Middle School	80%	84%	84%	84%	83%
Wythall, Meadow Green Primary	93%	91%	91%	97%	98%

Source: DCSF

Table A2 - Percentage of Pupils achieving Level 4 or above in Maths (Key Stage 2)

School	2004	2005	2006	2007	2008
Alvechurch CofE Middle School	91%	87%	87%	86%	0.84
Aston Fields Middle School	73%	78%	78%	75%	0.73
Beaconside Primary and Nursery School	59%	48%	48%	74%	0.9
Belbroughton CofE Primary School and Nursery		86%	86%	100%	0.95
Bromsgrove, Catshill Middle School	76%	79%	79%	80%	0.84
Bromsgrove, Parkside Middle School	71%	75%	75%	77%	0.68
Clent Parochial Primary School		81%	81%	59%	0.88
Hagley Primary School		91%	91%	92%	0.9
Hollywood, The Coppice Primary School	77%	78%	78%	90%	0.86
Holywell Primary and Nursery School	73%	87%	87%	75%	0.95
Lickey Hills Primary School	79%	82%	82%	81%	0.85
Romsley St Kenelm's CofE Primary School		95%	95%	88%	0.95
St John's CofE Foundation Middle School	76%	71%	71%	76%	0.82
Wythall, Meadow Green Primary	88%	77%	77%	97%	0.9

Source: DCSF

Table A3 - Percentage of Pupils achieving Level 4 or above in Science (Key Stage 2)

School	2004	2005	2006	2007	2008
Alvechurch CofE Middle School	99%	97%	97%	29.7	98%
Aston Fields Middle School	90%	93%	93%	28.2	92%
Beaconside Primary and Nursery School	97%	72%	72%	28	97%
Belbroughton CofE Primary School and Nursery		100%	100%	30.7	100%
Bromsgrove, Catshill Middle School	85%	85%	85%	27.9	91%
Bromsgrove, Parkside Middle School	83%	93%	93%	28.4	94%
Clent Parochial Primary School		100%	100%	28.2	88%
Hagley Primary School		98%	98%	30.1	92%
Hollywood, The Coppice Primary School	88%	93%	93%	29.4	97%
Holywell Primary and Nursery School	93%	93%	93%	28.6	95%
Lickey Hills Primary School	94%	95%	95%	28.9	97%
Romsley St Kenelm's CofE Primary School		100%	100%	30.1	100%
St John's CofE Foundation Middle School	94%	89%	89%	28.4	89%
Wythall, Meadow Green Primary	95%	91%	91%	30.7	94%

Source: DCSF

Table A4 - Percentage of Pupils achieving Level 5 or above in English (Key Stage 3)

School	2003	2004	2005	2006	2007
Hagley Catholic High School	87%	90%	88%	92%	92%
Haybridge High School and Sixth Form	80%	75%	91%	87%	84%
North Bromsgrove High School	60%	68%	71%	72%	66%
South Bromsgrove Community High School	76%	78%	81%	79%	85%
Waseley Hills High School and Sixth Form Centre	63%	75%	86%	83%	81%
Woodrush Community High School	67%	67%	91%	94%	81%

Source: DCSF

Table A5 - Percentage of Pupils achieving Level 5 or above in Maths (Key Stage 3)

School	2003	2004	2005	2006	2007
Hagley Catholic High School	87%	90%	83%	88%	92%
Haybridge High School and Sixth Form	90%	87%	95%	93%	91%
North Bromsgrove High School	73%	75%	72%	79%	73%
South Bromsgrove Community High School	80%	86%	81%	83%	83%
Waseley Hills High School and Sixth Form Centre	67%	76%	84%	82%	77%
Woodrush Community High School	77%	78%	82%	88%	82%

Source: DCSF

Table A6 - Percentage of Pupils achieving Level 5 or above in Science (Key Stage 3)

School	2003	2004	2005	2006	2007
Hagley Catholic High School	88%	88%	81%	89%	90%
Haybridge High School and Sixth Form	88%	80%	87%	88%	87%
North Bromsgrove High School	70%	66%	70%	72%	65%
South Bromsgrove Community High School	83%	83%	86%	86%	87%
Waseley Hills High School and Sixth Form Centre	76%	70%	84%	79%	75%
Woodrush Community High School	71%	71%	76%	88%	83%

Source: DCSF

Table A7 - Percentage of Pupils achieving 5 or more GCSEs at A*-C (Key Stage 4)

School	2003	2004	2005	2006	2007	2008
Bromsgrove School	76%	81%	95%	97%	97%	98%
Hagley Catholic High School	70%	74%	69%	73%	76%	79%
Haybridge High School and Sixth Form	86%	94%	92%	89%	98%	95%
North Bromsgrove High School	44%	53%	45%	53%	54%	51%
South Bromsgrove Community High School	62%	63%	64%	65%	64%	68%
Waseley Hills High School and Sixth Form Centre	54%	51%	54%	55%	86%	85%
Woodrush Community High School	58%	56%	46%	55%	70%	81%

Source: DCSF