

Quality of Life

Better or Worse?

The annual quality of life indicators report for South Gloucestershire

Autumn 2015



Quality of life indicators monitor those things that make an area a good place to live. This report measures and communicates important facts about South Gloucestershire and aims to demonstrate whether quality of life is getting better, worse or staying the same.

Most of the indicators have been monitored for several years making it possible to track change over time. There are also more recent indicators that show changes over the last few years. The report suggests there have been positive changes in some areas and identifies areas where further improvements are necessary. The indicators will be used by the council and its partners to identify and address priorities for the future.

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Information about South Gloucestershire

Total administrative area:

53,664.7 hectares / 536.6 sq km (Cartesian Measure)

Wards: 35 (70 ward Councillors)

Population: 271,600 (Office for National Statistics mid-year estimates, 2014)

- Males: 134,800
- Females: 136,700
- Children age (0-15 years): 50,300 (18.5% of total population)
- Working age (16-64 years): 171,800 (63.3% of total population)
- Pensionable age (65+) 49,500 (18.2% of total population)

Population density:

5.1 persons per hectare / 506.1 persons per sq km

Households:

113,705 (Valuation Office Agency, August 2015)

Black and Minority Ethnic Population:

13,193 (5.0% of total population) (Census 2011)



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Please note: the axes for some graphs in this report do not start at zero so the differences over time can be seen more clearly

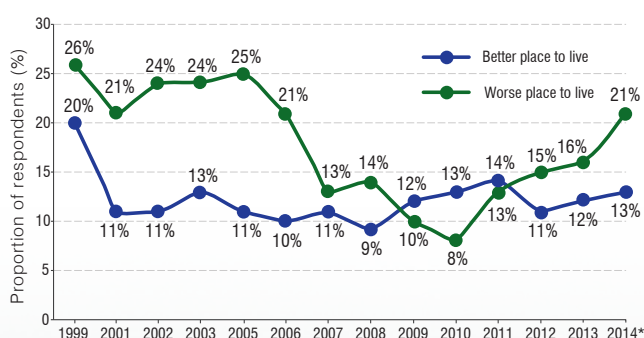
Quality of life

Has South Gloucestershire become a better or worse place to live?

13% of respondents to the 2014 Viewpoint Survey* believe South Gloucestershire has become a better place to live in the past two years. 21% feel it has become a worse place to live, while 58% feel it has remained the same.

The graph shows the results of the survey question over the last 14 years. It shows that despite annual fluctuations, the proportion of people who consider South Gloucestershire to be a better place to live in 2014 has remained broadly consistent over the last 10 years, whilst the proportion who consider South Gloucestershire to be a worse place to live has risen steadily since 2010.

Has South Gloucestershire become a better or worse place to live?



Source: South Gloucestershire Viewpoint Survey*

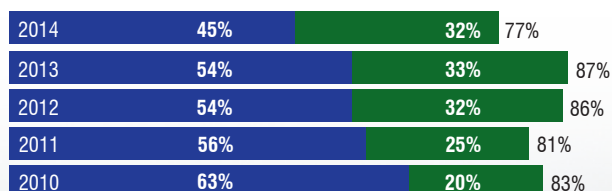
Residents' satisfaction with their local area as a place to live

To gauge satisfaction with the local area, the Quality of Life report uses data collected from surveys undertaken by the council over the last eight years.

In autumn 2014, 77% of respondents to the Viewpoint Survey* said they were satisfied with their local area as a place to live, including 32% who were very satisfied. Only 12% of respondents said they were dissatisfied with their local area.

The graph shows that satisfaction with the local area from panel members has fluctuated over the last five years and there has been a decline in the percentage of people satisfied with the area between 2013 and 2014. However, please see footnote below which may provide a possible explanation as to why there has been a decline in resident satisfaction over the last year.

Proportion of residents satisfied with their area as a place to live



Fairly satisfied Very satisfied

Source: South Gloucestershire Viewpoint Survey: 2010 - 2014

* South Gloucestershire Viewpoint is the council's citizens panel. It is a panel of about 1,700 residents who are randomly selected to broadly represent the population of the district. It is made up of those who wish to regularly take part in research and members will have a greater exposure to council activities and communications than the general public. The 2014 Autumn Viewpoint survey received 1,200 responses. In 2014 tweaks to the methodology of the Viewpoint surveys (including a panel refresh) will have had an influence on the response rates. As a result, the trends shown for this year need to be viewed as indication of the general direction of travel rather than direct comparisons to previous years.

Our Place

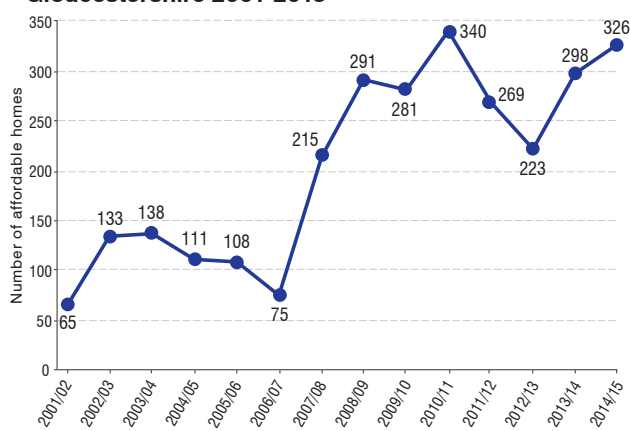
Number of affordable homes delivered

In 2014/15, 326 affordable homes* were delivered. This was just above the target of 320 homes.

Of these, 187 were for social rent, 49 were for affordable rent and 90 for intermediate affordable housing.

Since April 2001, a total of 2,873 affordable homes have been delivered in South Gloucestershire.

Number of affordable homes delivered in South Gloucestershire 2001-2015



Source: South Gloucestershire Council

* Information and definitions can be found in the National Planning Policy Framework, Department for Communities and Local Government, March 2012 available at the following website: www.communities.gov.uk/publications/planningandbuilding/nppf
Or, call the council's Housing Contact Centre on 01454 868005.

Total homes completed

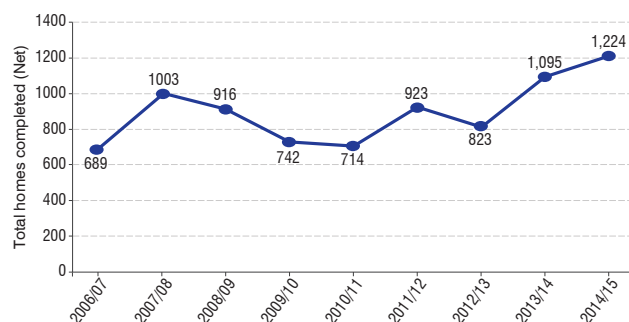
In 2014/15, 1,224 new homes were completed on sites across South Gloucestershire, the highest number in 14 years. Of these, 997 were on large sites of 10 homes or more and the remainder were completed on small sites of fewer than 10 homes.

Since April 2006, 8,129 new homes have been completed in South Gloucestershire.

See graph above right



Number of homes completed in South Gloucestershire 2006-2015



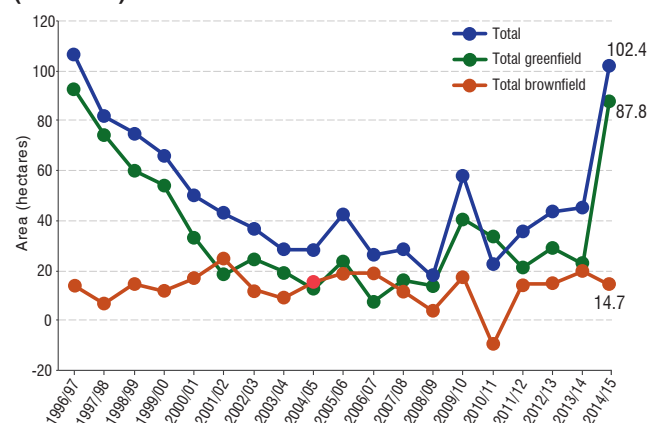
Source: South Gloucestershire Council

Development on greenfield and brownfield land

Since April 1996, a total of 937 hectares of land has been developed in South Gloucestershire. During 2014/15, 102.4 hectares of land were developed. The increase in development over the last few years can be attributed to major new housing schemes in the communities of the Bristol North and East Fringes at Cheswick Village, Charlton Hayes, and Highbrook Park, together with the first schemes at Emersons Green East. Elsewhere there has been the completion of the East Walk extension at Yate shopping centre, the opening of a new Waitrose store at Chipping Sodbury and the redevelopment of the Abbey Wood retail centre.

2014/15 saw the first completions of employment land development at Central Park, Severnside, and the opening of the wildlife park "Wild Place" at Cribbs Causeway. Wild Place covers 55 hectares and accounts for a large part of the greenfield land development over the last year.

Development on greenfield and brownfield land (hectares) 1996-2015



Source: South Gloucestershire Council

*The appearance of a decline in growth on brownfield land (previously developed land) is mostly due to when development of sites straddles two reporting years. For example, if we take a new supermarket development on a brownfield site - the first year may have been recorded as a loss of the existing commercial use on brownfield land and in the second year when the new store was complete, it would have been recorded as a gain of brownfield land development.

Ratio of average house price to average earnings

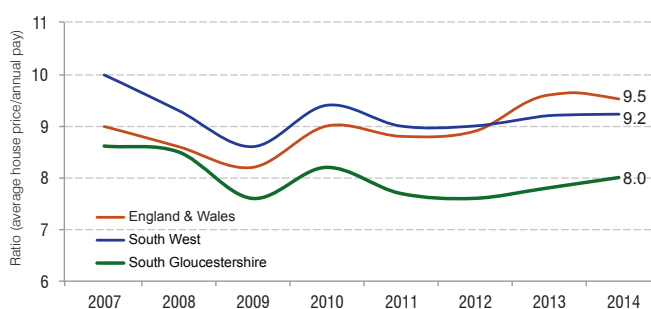
This indicator provides a broad measure of house affordability by illustrating the difference between average salary* and average house price**. In 2014, the average price paid for a residential property in South Gloucestershire was £230,099 (increasing from £213,197 in 2013), and was 8.0 times the average pay (£28,859).

The graph shows that in South Gloucestershire over the last year, the gap between average house price and salary has increased slightly. In the South West it remained the same and in England it has reduced slightly.

In South Gloucestershire in 2014, the gap between average salary and house price was much smaller when compared with the rest of the South West and with England and Wales. This means housing is more affordable in South Gloucestershire when compared to the South West and England and Wales averages.

The average house price in the South West was £240,390 (9.2 times the average salary) and in England and Wales, the average house price was £261,031 (9.5 times the average salary).

Ratio of average house price to average earnings



Source: * Median gross annual pay (residents) for a full-time worker. Annual Survey of Hours and Earnings, 2007 - 2014 (Office of National Statistics).

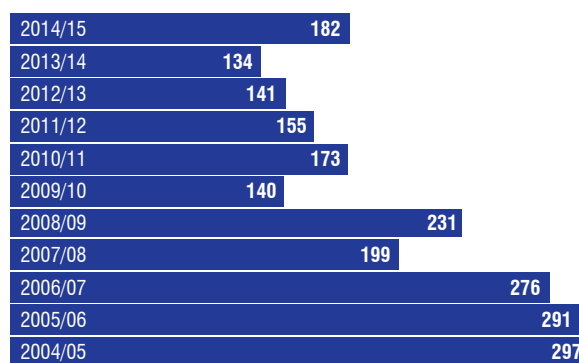
** Average price for all properties sold in 2007- 2014 (Land Registry).

Number of homeless households accepted by the council

The graph shows that 182 households were accepted as homeless in 2014/15, meaning the council had a statutory duty to re-house them. This compares with 134 households in 2013/14 and 141 households in 2012/13. Whilst the number of approaches has remained steady, the proportion of approaches that are in urgent housing need continues to be high with the main cause of homelessness being loss of private rented accommodation. The urgency of these cases reduces the council's ability to intervene at an early stage to prevent these households from becoming homeless, or to help them find alternative accommodation. Alongside this, preventing homelessness through helping households access private sector accommodation is becoming increasingly difficult in the present rental market.

The council will continue to work with households in order to resolve their housing difficulties and recognises that the number of households requiring help may increase in the coming year due to the difficulties in accessing private rented housing, and as the availability of social housing does not make up the difference.

Number of households accepted by the council as homeless



Source: South Gloucestershire Council

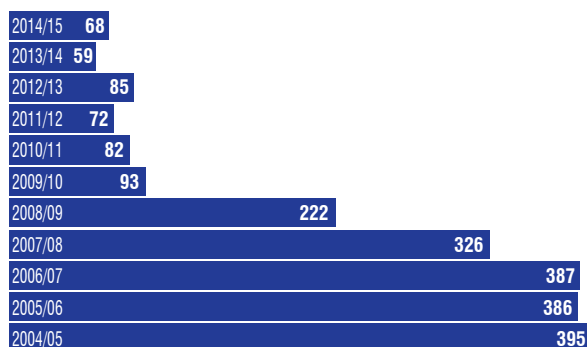


Number of households in temporary accommodation

The graph shows that by the end of the financial year in 2015, there were 68 households in temporary accommodation which is a slight increase on the previous year. This increase however, was not as large as the increase in the number of households accepted by the council as homeless.

The temporary accommodation figure was successfully kept low by timely offers of new permanent social housing and supporting households to secure alternative private rented accommodation - helping them move into settled accommodation as quickly as possible.

Households in temporary accommodation



Source: South Gloucestershire Council

Congestion

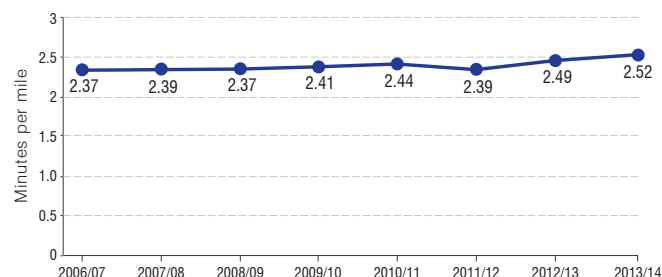
Congestion on South Gloucestershire's roads is measured using Department for Transport data for the average journey time (expressed as minutes per mile) during the weekday morning peak period on locally managed "A" roads.

The graph shows these figures from 2006/07 to 2013/14 (the most recently published data), and indicates that the length of time taken to travel a mile during the morning peak has remained broadly the same over this period. In 2013/14, it took 2.52 minutes to travel a mile on South Gloucestershire's "A" roads during the morning peak, a 1.2% increase compared to 2012/13.

This can be attributed to a slight increase in general traffic levels within South Gloucestershire from 2013 to 2014.

See graph above right

The average number of minutes it takes to travel a mile in South Gloucestershire in the morning rush hour



Source: South Gloucestershire Council

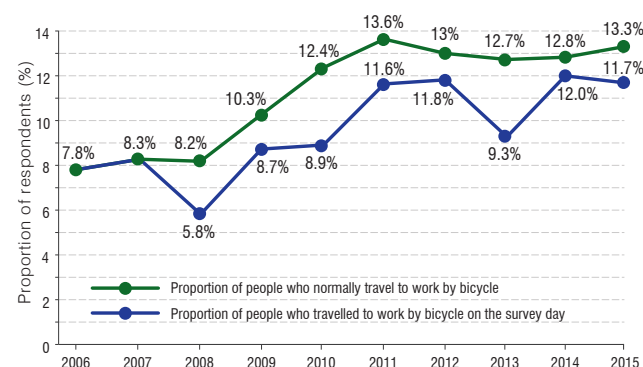
Proportion of people cycling

The proportion of people cycling to work is measured in a snapshot survey undertaken by the council each year. The survey asks employees from a number of major employers within South Gloucestershire how they normally travel to work, and also how they travelled on the actual day of the survey.

In 2015, the proportion of people who say they normally travel to work by bicycle was 13.3% which is a slight increase since 2014. The proportion of people who responded to the survey saying they travelled to work by bicycle on the survey day was 11.7%. This has remained broadly similar to the results in 2014.

The graph shows that since 2006, there has been an increase in the number of employees cycling to work and that cycling continues to be a popular mode of travel to work.

Proportion of people who cycle to work



Source: Travel to work survey - South Gloucestershire Council

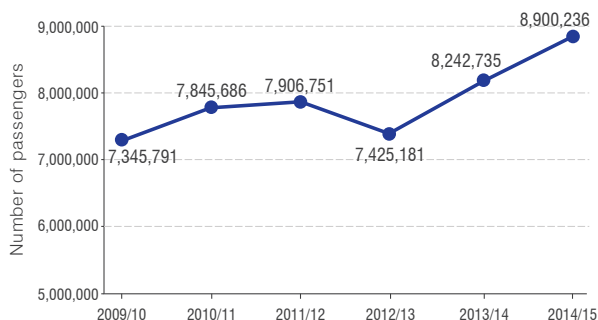
Bus patronage

This graph shows the number of passengers boarding buses in South Gloucestershire and includes cross-boundary services where the journey starts here (Yate to Bristol for example) but does not include those originating outside the district.

In 2014/15, just over 8.9 million journeys were made by bus. This is an 8% increase on the previous year and shows an increasing trend for bus use in recent years.

Over the last year there has been a concerted effort to increase bus use and improve the customer experience. This has included continued investment by local bus companies in improved vehicles and services, and the introduction of more attractive fares initiatives. There has also been ongoing investment by the council in supporting an enhanced bus service network and improved infrastructure. This investment in improved infrastructure will continue through projects such as the MetroBus scheme which will see further bus priority measures taken over the next two years.

The number of passengers boarding buses in South Gloucestershire



Source: South Gloucestershire Council

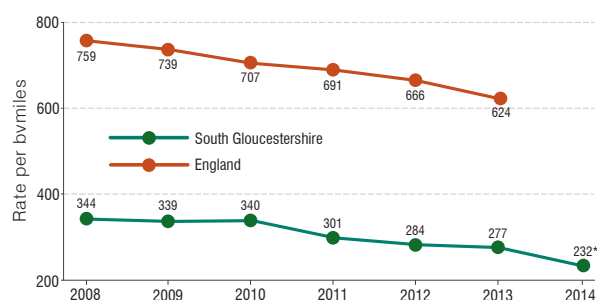
Number of people killed or injured on roads in South Gloucestershire

In 2014, the total number of road casualties (i.e. people slightly injured, as well as those killed or seriously injured) within South Gloucestershire was 555. This was a decrease from the 2013 figure (647) and was the lowest since the council became a unitary authority in 1996.

The number of casualties killed or seriously injured on roads was 59 (made up of 6 fatalities

and 53 serious casualties), which is the same number as in 2013. Overall there has been a considerable reduction in road casualties since 2008. The graph shows that the road casualty rate in South Gloucestershire remains considerably lower than the national average. Data for 2013, the latest available nationally, showed that South Gloucestershire had the fourth lowest casualty rate of the 152 local authorities in England.

Comparison of casualty rates per billion vehicle miles for South Gloucestershire and England



Source: South Gloucestershire Council

* Calculated by dividing total casualty numbers for 2014 (555) by the estimated 2014 traffic flow for South Gloucestershire as shown in Department for Transport table TRA8901 (2396 mv miles)

Please note: the latest available data for England is for 2013.

CO₂ emissions in South Gloucestershire

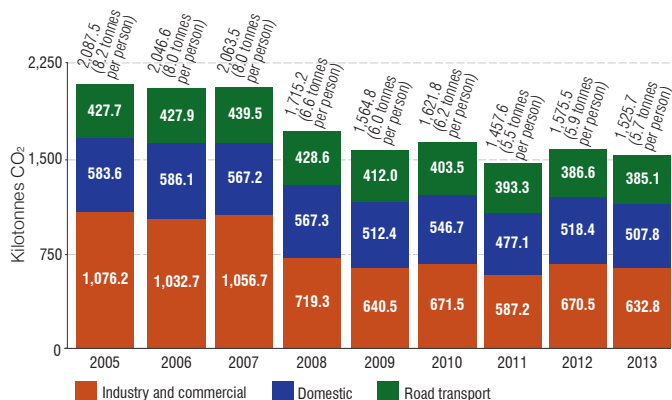
South Gloucestershire Partnership is committed to reducing CO₂ emissions arising from industrial, commercial and domestic properties and from road transport. The climate change strategy has a target to reduce CO₂ emissions by 80% to 414.6 kilotonnes by 2050. This includes interim targets to reduce them by 35% by 2020 and by 50% by 2025. The target was set against a 1990 baseline emissions figure of 2,073.3 kilotonnes. In 2013 (the most recently available data), total emissions were 26.4% lower than in 1990.

Each year the Department of Energy and Climate Change (DECC) provide a breakdown of CO₂ emissions by local authority area. This data has shown a year on year decrease, with a significant decrease between 2007 and 2008 resulting from the closure of Terra Nitrogen, a significant emitter of CO₂. 2010 saw a 3% increase in emissions. This is likely to be associated with the severe winter that year which led to increased fuel use for domestic and commercial heating.

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The 2013 data shows a 3.2% reduction in CO₂ emissions against the previous year. The fluctuating trends are influenced by a number of factors such as extremes in weather conditions and the economy. These factors are likely to have a continuing influence on future energy consumption and CO₂ emissions.

CO₂ emissions in South Gloucestershire



Source: Department of Energy and Climate Change via South Gloucestershire Council

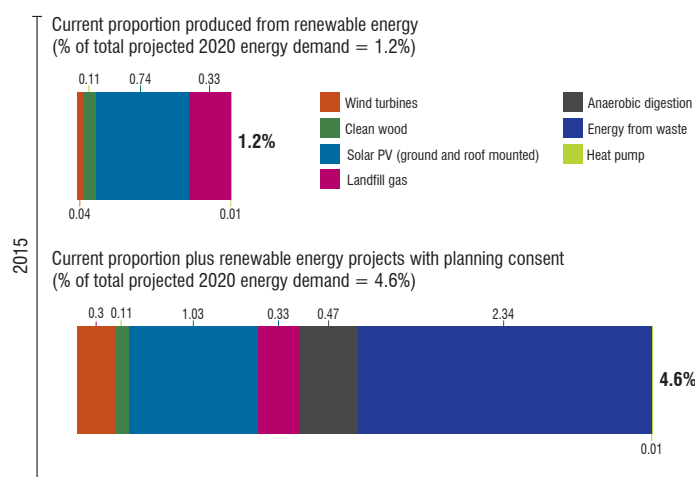
Proportion of energy produced from renewable sources

The climate change strategy includes a target for 7.5% of South Gloucestershire's total energy demand (i.e. electricity, heat and transport) to be met from renewable sources by 2020.

Existing renewable energy installations provide enough energy to supply about 1.2% (approximately 83,000MWh*) of South Gloucestershire's total energy demand. This includes energy from a range of technologies including: wind, solar, heat pumps, biomass boilers and landfill gas. This is an increase on the 2014 figure of 0.8%.

The Severnside energy from waste plant is currently under construction, and a number of renewable energy projects such as Alveston wind park, Ring O'Bells solar farm, and Hallen anaerobic digestion plant have planning consent. If these are all completed they will provide renewable energy generation capacity to supply 4.6% of South Gloucestershire's total energy demand. This will provide 19.2% of the electricity demand and 2.1% of the heat demand.

Proportion of energy from renewable sources



Please note: the 2020 target is to produce 7.5% of energy demand from renewable resources

Source: Regen South West Regional Survey 2015 and South Gloucestershire Council

*MWh: Megawatt hour - A typical home would use approximately 4.2 MWh of electricity a year



Quantity of household waste collected and method of disposal

In 2014/15, 120,054 tonnes* of waste were produced by households in South Gloucestershire, a decrease on the amount produced the previous year. The decrease in overall waste is primarily the result of a reduction in garden waste tonnage following the introduction of charges for the collection of garden waste at the beginning of 2014/15.

In 2014/15, 47.5%* of household waste was recycled compared to 49% in the previous year. The decline in the recycling rate is largely due to the reduction in garden waste tonnage. The introduction of new kerbside services for mixed plastics, small electrical items and food and beverage cartons (e.g. Tetra Pak), alongside the introduction of standardised recycling services for flats has helped reduce the impact of lower garden waste tonnages on the council's recycling rate.

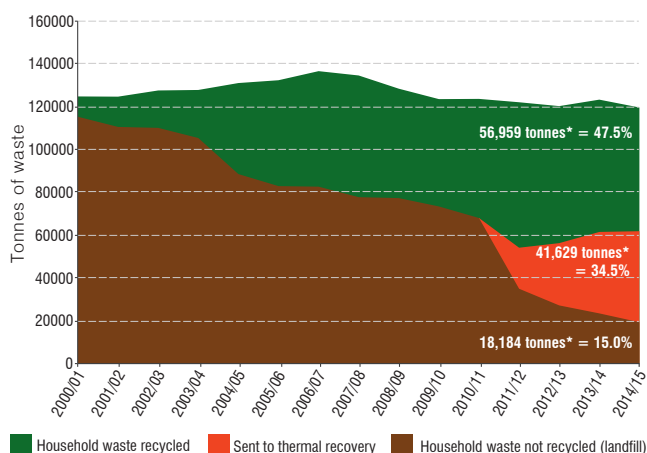
See graph above right

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As the graph shows, since the start of the contract with SITA in 2000, the total amount of waste sent to landfill is at its lowest point. In 2014/15 only 15% was sent to landfill compared to around 17% in 2013/14. More material was being diverted from landfill to alternative treatment methods - thermal treatment by Suez (formally SITA), mechanical biological treatment (MBT) and the treatment and recycling of street sweepings.

A number of changes are now being considered to further improve recycling rates including a thorough review of existing kerbside recycling services and containers, as well as changes to the Sort It Centre services to make them more accessible and easier to use. Some improvements for recycling have already been introduced to the Sort It Centres including separating clean wood from mixed wood for recycling, and bagged waste from bulky waste so recycling can be more easily identified or extracted during secondary treatment processes e.g. MBT.

Quantity of household waste collected and method of disposal



Source: South Gloucestershire Council

* Data still subject to validation

Please note: Numbers will not add up to 100% due to process losses i.e. moisture loss from evaporation and some material still being treated which therefore cannot be placed in any of the above categories

Biodiversity in South Gloucestershire (priority habitats and species)

Biodiversity is evaluated against the priority habitats and species identified in the South Gloucestershire biodiversity action plan.

Overall South Gloucestershire has experienced a decline in biodiversity during 2014/15.



Species:

- Evidence suggests that 8 of the 16 local Biodiversity Action Plan* species are in decline.
- The British Hedgehog Preservation Society believes hedgehogs are declining at 5% a year and may be extinct in 50 years. Anecdotal evidence in South Gloucestershire is in line with the national trend.
- Bristol Big Garden Bird Watch in 2014 reported increases in common garden birds such as the wren and robin - this was put down to good weather. Rarer species such as song thrush and nightingale are still present in South Gloucestershire but numbers of both are believed to be at a national all-time low.

Habitats:

- In 2014, South Gloucestershire managed 876,781 sq/m of long grassland for wildlife. Some is incredibly species rich, for example, the Gorse Lane roadside nature reserve, Dyrham recorded in excess of 30 flowering species.
- The nationally important Site of Special Scientific Interest grasslands at Hawkesbury and Inglestone Commons near Wickwar have been enhanced during autumn 2014. The seed from a nearby donor site is germinating and we hope this will return the sites to a favourable condition.

*Visit - <http://www.southglos.gov.uk/documents/pte080088.pdf> to find out more about South Gloucestershire's Biodiversity Action Plan

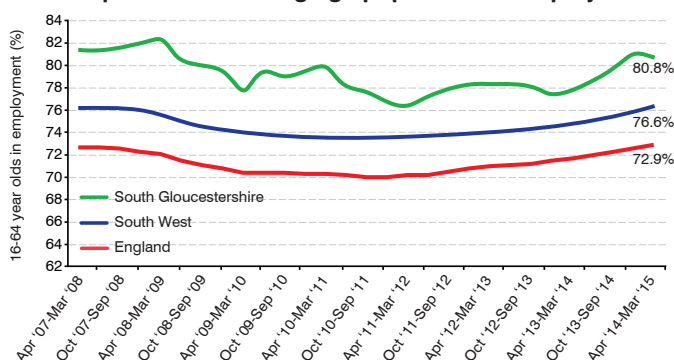
Our Economy

Proportion of working age population in employment

In the year from April 2014 to March 2015 (the most recently available data), 80.8%* of South Gloucestershire's working age population (those aged 16-64) was in employment. This is slightly higher than the figure recorded at the same time last year (78.4%). The graph shows that the employment rate locally is considerably higher than both the national and regional averages.

The employment rate in South Gloucestershire compares favourably to the 151 other unitary and county authorities in England (being ranked second just after West Berkshire).

Proportion of working age population in employment



Source: Annual Population Survey (Office for National Statistics - via NOMIS)

Please note: This data is derived from a sample survey conducted at the national level. At local authority level, a smaller number of people will be surveyed so the statistical reliability of the data (measured by confidence intervals) will be lower. For example, the 95% confidence interval for South Gloucestershire for the latest time period is 2.7%, – meaning there is a 95% probability that the true value falls between 78.1% and 81.5%.

Data are presented as a rolling average of four quarters to account for seasonal variation.

Average annual earnings

In 2014, the average annual earnings for a full time worker living in South Gloucestershire were £28,859*, representing a 5.5% increase on the 2013 figure (£27,344).

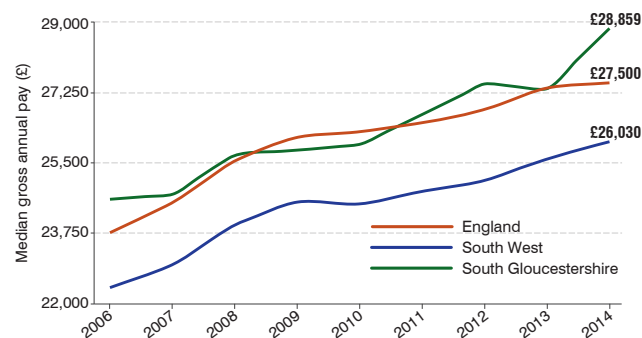
The figures for England and the South West increased by 0.5% and by 1.6% respectively.

The graph shows that South Gloucestershire's average earnings are above the national average (£27,500) and the regional average (£26,030).

Comparatively, in 2014, the average annual earnings for a full time worker working in South Gloucestershire (regardless of where they live) were £28,498**.

See graph above right

Average gross annual earnings



Source: Annual Survey of Hours and Earnings (Office of National Statistics)

*Median gross annual pay (residents) for a full time worker

** Median gross annual pay (work place) for a full time worker

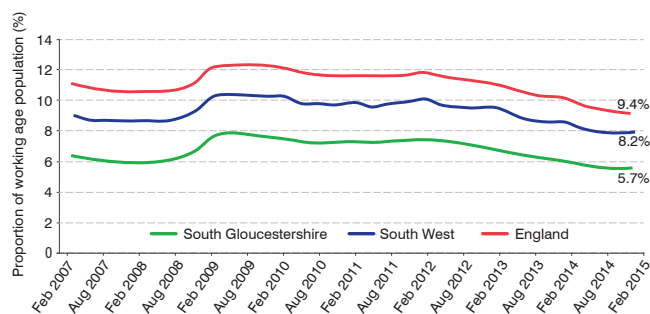
Proportion of working age population claiming out of work benefits

This indicator measures the percentage of the working age population (those aged 16-64 years) who are claiming key out-of-work benefits*.

The graph shows that 5.7% of South Gloucestershire's working age population (about 9,850 people) was claiming key out-of-work benefits in February 2015 (the most recently available data).

South Gloucestershire has a notably lower proportion of claimants compared to England and the South West.

Proportion of working age population claiming out of work benefits



Source: Department of Work and Pensions (DWP) Working age Client Group analysis – (Office of National Statistics - via NOMIS)

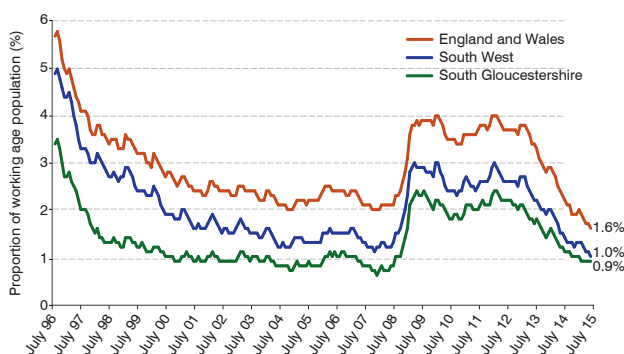
*Key out-of-work benefits include: Jobseeker's Allowance; Employment and Support Allowance and incapacity benefits; lone parents and other income related benefits

Unemployment

The monthly claimant count is not the official unemployment rate but is the most detailed and regularly updated source of unemployment data at a local level. The claimant count measures the number of people claiming unemployment related benefits (Jobseeker's Allowance and National Insurance credits) at Jobcentre Plus local offices. The graph shows how the economic situation has affected the claimant rate figures at national,

regional and local levels over the last six years with all three areas experiencing fluctuating rates. In July 2015, 1,525 South Gloucestershire residents (0.9% of the working age population) were claiming Jobseeker's Allowance. This is its lowest point since July 2008 and is a third lower than it was at the same time last year. The overall claimant rate continues to be lower than the national and South West averages (1.6% and 1.0% respectively).

Jobseeker's allowance claimant count trends 1996-2015



Source: JSA claimant count with rates and proportions (Office of National Statistics - via NOMIS)

Qualifications of working age residents

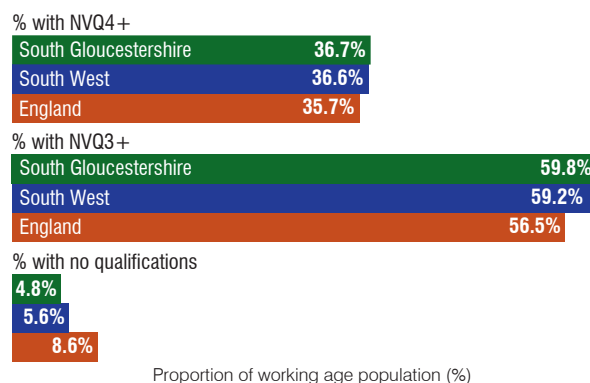
In 2014, over a third (36.7%) of people aged 16 - 64 living in South Gloucestershire were educated to NVQ Level 4 or above (HND, Degree and Higher Degree level qualifications or equivalent). This is in line with the national (35.7%) and regional (36.6%) averages and is a significant increase since 2013 (31.9%).

In South Gloucestershire, 59.8% of working age residents are educated to NVQ Level 3 (2 or more A levels, advanced GNVQ, NVQ 3). This is in line with the South West average and higher than the England figure (56.5%).

There are approximately 8,200 people aged 16 - 64 in South Gloucestershire with no qualifications (4.8% of the age group): This is considerably lower than the national rate (8.6%).



Qualifications of working age residents



Source: Annual Population Survey (Office of National Statistics - via NOMIS)

Please note: This data is derived from a sample survey conducted at the national level. At local authority level, a smaller number of people will be surveyed so the statistical reliability of the data (measured by confidence intervals) will be lower. For example, the 95% confidence interval for South Gloucestershire for NVQ level 4 for this time period is 3.3% – meaning that there is a 95% probability that the true value falls between 33.4% and 40.0%.

Growth in business rate income

Until 2012/13, all business rates collected by local authorities were passed to government as a contribution to the national pool. Government would then pay each authority a grant based on a share of the national pool. In 2012/13, £126.333 million was collected by South Gloucestershire Council and paid to government.

From 2013/14, under the new national retained business rates system, the council pays 1% to the Fire authority, 50% to government and retains 49% of the net sum collected, but no longer receives any share from the national pool. From the retained 49%, the council must pay government a £30 million tariff payment and a 47% levy on any 'real terms growth'* achieved in business rate income.

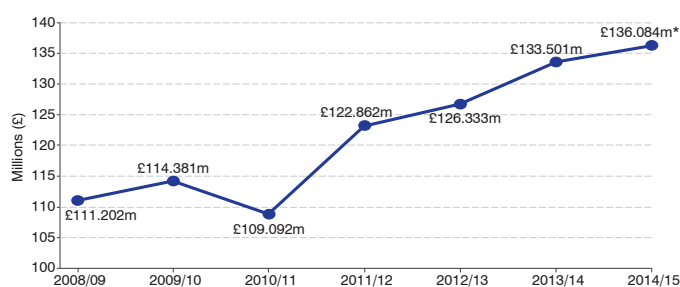
In 2014/15, £136.084 million** was collected – an increase of 1.9% on the total business rates collected in the previous year.

This net increase in business rate income includes allowances for the ongoing impact of successful valuation appeals by businesses and also for the impact of associated retrospective refunds that the council has to pay.

As shown in the graph, growth in business rate income has been steadily increasing and between 2010/11 and 2014/15, it rose by 24.7%. The figures shown in the graph exclude the cost of collection which is managed by the council.

See graph over page

Business rate income in South Gloucestershire



Source: South Gloucestershire Council, Chief Executive & Corporate Resources: Statutory Accounts

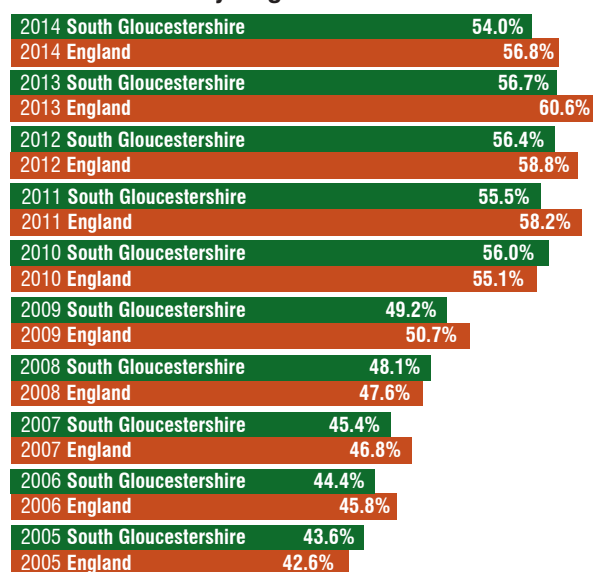
* Any growth accrued which is above the rate of inflation (Retail Price Index)

** 2014/15 figure subject to audit

Proportion of children achieving five or more A*-C grade GCSEs including English and mathematics

In 2014, 54.0% of pupils in South Gloucestershire achieved five or more A*-C grades or equivalent at GCSE including English and mathematics at Key Stage 4 (secondary). The national figure (for state-funded schools only) was 56.8%.

Proportion of pupils achieving 5 or more A* - C or equivalent at GCSE including English and mathematics at key stage 4



Source: South Gloucestershire Council

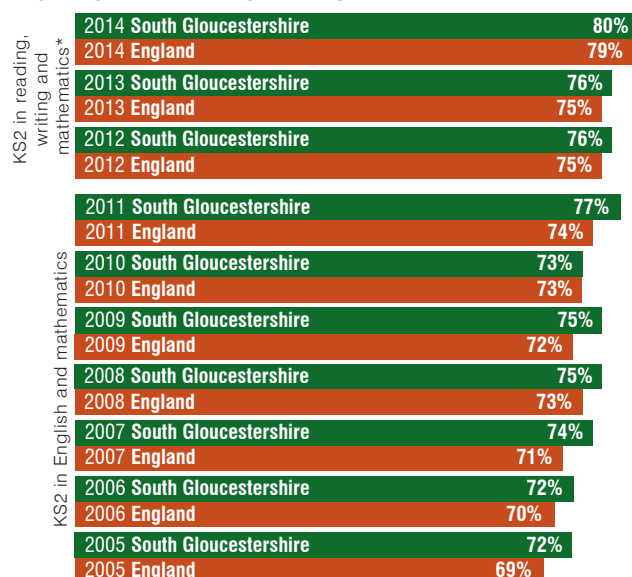
*Please note – the methodology used to calculate this measure changed in 2014 and therefore the 2014 rate cannot be compared to previous years.

Proportion of children achieving level 4 and above at key stage 2 in reading, writing and mathematics

In 2014, 80% of pupils in South Gloucestershire achieved level 4 and above in reading, writing and mathematics at key stage 2 (end of primary). This figure is four percentage points higher than in 2013.

The national figure also improved when compared to the previous year, (from 75% to 79%).

Proportion of children achieving level 4 and above at key stage 2 in reading, writing and mathematics



Source: South Gloucestershire Council

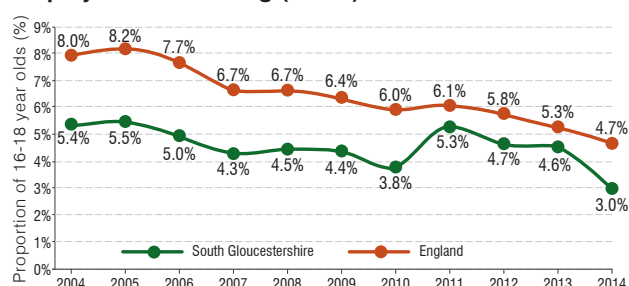
*Please note – figures from 2012 onwards are not comparable to previous years as they measure different subjects

Proportion of 16-18 year olds not in education, employment or training

In 2014, the proportion of 16 to 18 year olds not in education, employment or training (NEET) was 3.0%*. This is an improvement of 1.6 percentage points when compared to the same period last year. It is also lower than the national rate (4.7%), and the South West rate (4.5%).

The council and its partners are working together to maximise opportunities for young people. A key focus is to raise skill levels and meet the skills and workforce needs of employers by providing appropriate academic qualifications, vocational training and apprenticeship opportunities for young people. The introduction of more flexible post 16 provision over the last twelve months, such as traineeships, European Union NEET Capacity programmes and the Youth Contract for 16 to 18 year olds, ensures that there is a range of support and options for young people who are unlikely to access mainstream school or college provision after leaving school.

Proportion of 16-18 year olds not in education, employment or training (NEET)



Source: South Gloucestershire Council, Children, Adults and Health

*This indicator is based on a three-month average for November 2014 to January 2015 via the National Client Caseload Information System.

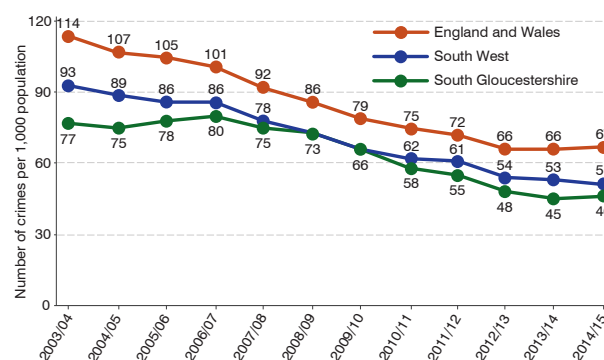
Our Communities

Recorded crime rate in South Gloucestershire

In 2014/15, the total rate of recorded crime in South Gloucestershire was 46 crimes per 1,000 residents, which equates to 12,448 crimes across the year. This is a small increase compared to 2013/14 but is still lower than the rate for Avon and Somerset (60 offences per 1,000), the South West region (51 offences per 1,000 residents) and England and Wales (67 offences per 1,000 residents). Following an HMIC* inspection, more low-level violent offences which do not result in injury are now being recorded across Avon and Somerset. This, along with our priority to increase the reporting of domestic and serious sexual offences, will have contributed to the increase in the overall crime rate.

This is the first time that we have seen a year-on-year increase in the number of offences recorded since 2006/07, but the rise has been a slight one and overall we have still seen a 38% reduction in the number of offences over the past eight years. Five years ago the level of crime in South Gloucestershire matched the South West average, but reductions achieved since then leave our crime rate below the regional and national levels. The graph also shows an increase in offences across England and Wales compared to last year.

Total recorded crime rate per 1,000 population since 2003



Source: Home Office statistics

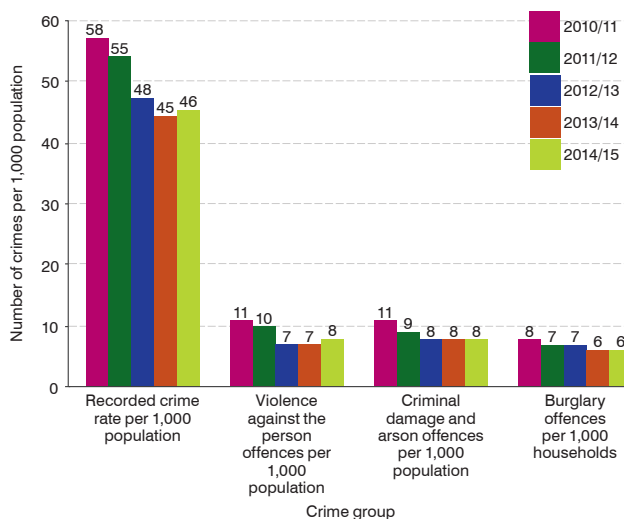
*Her Majesty's Inspectorate of Constabulary

Recorded crime rates for various crimes

This graph shows some of the types of crime which are a particular priority for the council and its partners to address in South Gloucestershire. The emphasis of our crime reduction efforts remains on the crimes that have the most impact on our communities, for example criminal damage and arson, domestic burglary and violence against the person.

Violence against the person has risen slightly to a rate of eight offences per 1,000 population, however overall we have seen a 22% reduction in offending since 2010/11. Criminal damage and arson has remained static for the last three years but since 2010/11, there has been an overall reduction of 31%. Similarly, burglary has remained static compared to last year but since 2010/11, there has been a 23% drop in offending. Efforts to reduce these offences of most concern to our residents will continue over the next 12 months.

Recorded crime rates in South Gloucestershire for various crimes



Source: Home Office statistics



Perceptions of antisocial behaviour

The council measures perceptions of antisocial behaviour through the Viewpoint survey*. In the 2014 survey, six percent of respondents felt antisocial behaviour was a problem in their local area. This is a positive result as it suggests that 94% of our residents do not consider that antisocial behaviour is a big issue where they live.

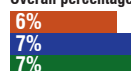
Of the six types of antisocial behaviour which they were asked about, people were most concerned about rubbish or litter lying around. This is of particular concern, given the increase in the amount of litter and detritus recorded by council inspectors during 2014/15 (see page 15).

Vandalism, graffiti and other deliberate damage to property or vehicles, and people using or dealing drugs both had concern levels of 13%.

There has been a reduction in the proportion of people who view vandalism and graffiti as an issue over the past two years. The council's commitment to removing graffiti as quickly as possible continues, with 93% of offensive or hate-related graffiti removed from council property within one working day of being reported in 2014/15.

Perceptions of antisocial behaviour

Overall percentage of people who think antisocial behaviour is a problem in their local area



Overall percentage of people who think the following is a problem in their local area:

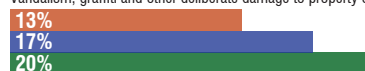
Rubbish or litter lying around is a problem



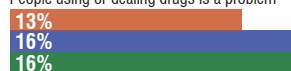
Groups hanging around the streets is a problem



Vandalism, graffiti and other deliberate damage to property or vehicles is a problem



People using or dealing drugs is a problem



People being drunk or rowdy in public places is a problem



Noisy neighbours or loud parties is a problem



Source: South Gloucestershire Autumn Viewpoint Survey, 2012 - 2014*

Percentage of residents who agree the police and other public agencies are successfully dealing with antisocial behaviour and crime in their area

The council also uses the Viewpoint survey to measure the extent to which residents agree that the police and other public services are successfully dealing with antisocial behaviour and crime in their area.

The graph shows the results for the last five years. In 2014, approximately 30% of residents agreed that the police and other public agencies are successfully dealing with antisocial behaviour and crime in their area, which is notably less than the result of 38% in 2013. Levels of offending have risen slightly over the same period, however other factors such as the media can also affect people's perceptions of crime and offending both nationally and locally. Nearly one in three (31%) neither agreed nor disagreed with the statement, while 19% of respondents disagreed.

Proportion of residents who agree police and other public services are successfully dealing with antisocial behaviour and crime in their area



Source: South Gloucestershire Viewpoint Survey, 2010 - 2014*

Please note: Totals have been rounded

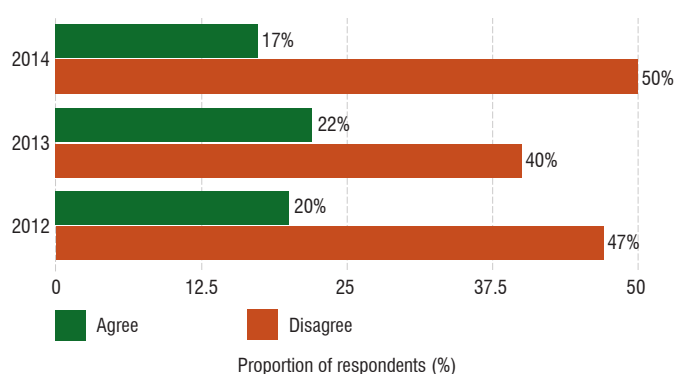
Percentage of residents who believe they can influence decisions

The extent to which residents agree they can influence decisions affecting their local area is also measured by the Viewpoint survey. Residents were asked whether they believe they can influence decisions affecting their local area. 17% agreed they could influence decisions but 50% disagreed with this statement.

Due to financial constraints, the council has recently undertaken service changes which may

have influenced the responses to this question. Some changes to services have not been popular, with feedback from individual residents suggesting a degree of dissatisfaction with some of the decisions taken. This dissatisfaction with the outcome of the decisions can lead people to feel that the decisions are not fair or that their voice has not been heard.

Percentage of residents who believe they can influence decisions

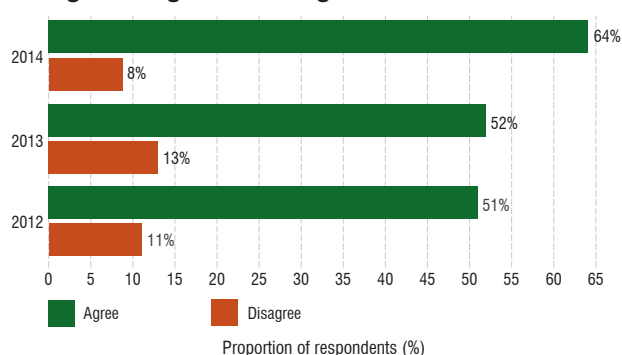


Source: South Gloucestershire Viewpoint Survey, 2012 - 2014*

Percentage of residents who feel people from different backgrounds get on well together

The extent to which residents agree that their local area is a place where people from different backgrounds get on well together is also measured in the Viewpoint survey. 64% of those who responded agreed that their local area is a place where people from different backgrounds get on well together while 8% disagreed with this statement. 22% chose a neutral position answering 'neither agree nor disagree'. These results show an improvement compared to the previous two years.

Percentage of residents who feel people from different backgrounds get on well together



Source: South Gloucestershire Viewpoint Survey, 2012 - 2014*

* South Gloucestershire Viewpoint is the council's citizens panel. It is a panel of about 1,700 residents who are randomly selected to broadly represent the population of the district. It is made up of those who wish to regularly take part in research and members will have a greater exposure to council activities and communications than the general public. The 2014 Autumn Viewpoint survey received 1,200 responses. In 2014, tweaks to the methodology of the Viewpoint surveys (including a panel refresh) will have had an influence on the response rates. As a result, the trends shown for this year need to be viewed as indication of the general direction of travel rather than direct comparisons to previous years.

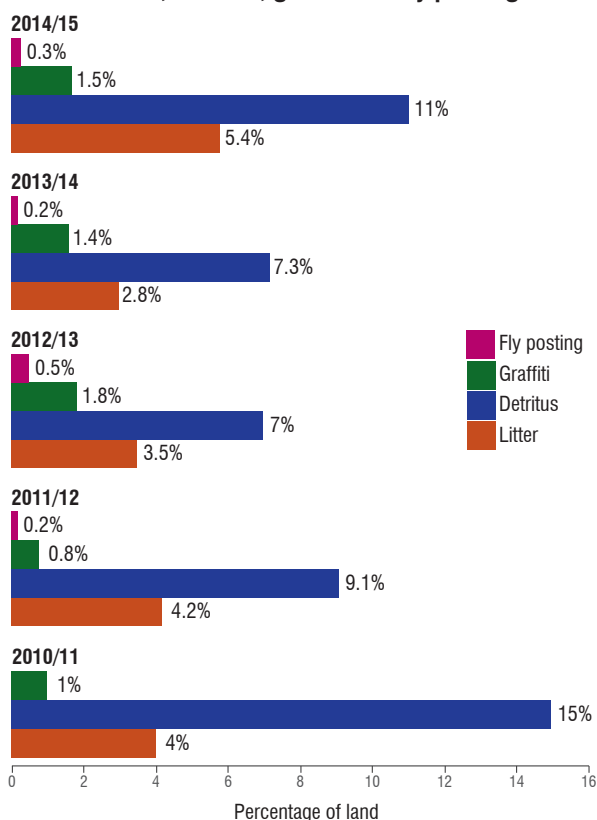
Percentage of land and highways with unacceptable levels of litter, detritus, graffiti and fly posting

This indicator measures the percentage of areas with unacceptable levels of litter, detritus*, graffiti or fly posting. The aim is to achieve the lowest score as possible. During the year to April 2015, 907 inspections were carried out on a range of different land use types including shopping areas, main roads, residential streets and recreation areas**. There were 59 more inspections than last year.

There was an increase on the previous year in the levels of recorded detritus and litter. The areas where we recorded unacceptable levels of litter were main roads, industrial areas and other highways***. The highest levels of detritus were recorded in industrial areas and heavily parked residential roads.

The levels of graffiti and fly posting were broadly the same as those recorded the previous year.

Percentage of land and highways with unacceptable levels of litter, detritus, graffiti and fly posting



Source: South Gloucestershire Council

* Detritus consists of dust, mud, soil, grit, gravel, stones, rotted leaf and vegetation residues

** The council undertakes approximately 900 inspections each year to monitor cleansing standards. A 50 metre transect is inspected on each street or open space. Each inspection transect is graded for litter, detritus, fly posting and graffiti against a national grading system from A – D. Grade A is the cleanest and Grade D the lowest standard of cleanliness. Grade B or above is classed as "acceptable".

*** The land use class "other highways" includes pathways through housing estates, rear access lanes and other areas which would not be on set routes that are cleansed frequently.

Our Health

South Gloucestershire is generally a healthy place to live with life expectancy higher than the national average. A similar picture is reflected in South Gloucestershire's rate of mortality considered preventable which has been reducing and is lower than the regional and national averages.

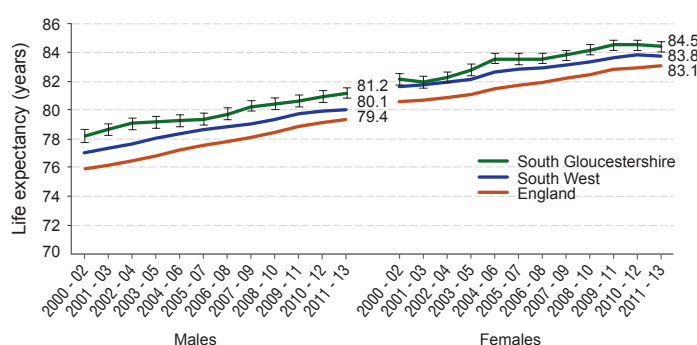
Health data

Health data has been obtained from the Public Health Outcomes Framework, this allows for comparison with regional and national rates across all indicators.

Life expectancy in South Gloucestershire

Overall, there is an upward trend in life expectancy for both males and females in South Gloucestershire. The graph below shows that the rolling average of male life expectancy has risen by 2.9 years to 81.2 years since the period of 2000-2002 to 2011-13, whilst female life expectancy has risen by 2.3 years to 84.5 years. Life expectancy in South Gloucestershire remains significantly higher than the national average for both males and females.

Changes in life expectancy 2000-02 to 2011-13



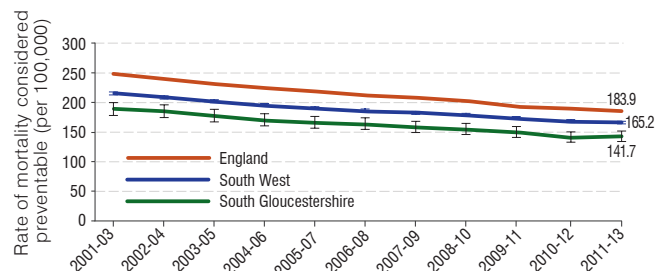
Source: ©Crown Copyright, Public Health England 2014

Rate of mortality considered preventable

The concept behind preventable mortality is that deaths are considered preventable if all or most deaths from the underlying cause could have been potentially avoided by public health interventions in the broadest sense. The rate of deaths considered preventable is an important indicator of the overall health of the population.

Between 2011 and 2013, this mortality rate in South Gloucestershire was approximately 142 per 100,000 of the population. This is slightly, but not significantly higher than the rate for the period of 2010-2012. Since 2001-03 the rate of preventable death in South Gloucestershire has shown declines in line with national trends and has been consistently and significantly lower than both the South West and the national average.

Mortality rate from causes considered preventable in South Gloucestershire, the South West and England 2001-03 to 2011-13



Source: ©Crown Copyright, Public Health England 2014

Mortality rates

Previous reports have highlighted that, despite a consistent decrease in the mortality rate, two of the largest causes of premature deaths (nationally and locally) are cancer and cardiovascular diseases. This remains the case in South Gloucestershire.

Although there have been improvements in treatment and lifestyle, especially in terms of cardiovascular disease over recent decades, to ensure that there continues to be a reduction in the rate of premature mortality from cancer and cardiovascular diseases, there continues to be a need for concerted action in both prevention and treatment.

Cancer

Cancer remains the greatest cause of premature death in South Gloucestershire. Overall since 2001-03 there has been a downward trend in death rate due to cancer, however this is not statistically significant. Between 2011 and 2013, cancer was responsible for 839 deaths among those aged under 75, 465 of which were considered to be preventable. This equates to 45% of all premature deaths considered preventable in South Gloucestershire.

The rates of mortality specifically from lung cancer appear to have reduced in 2011-13 but this reduction is not significant.

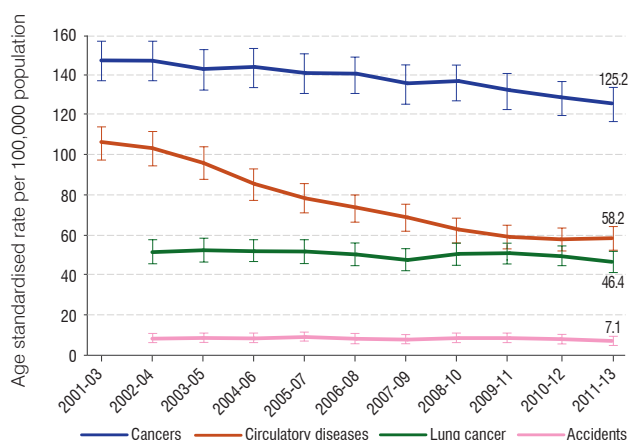
Cardiovascular diseases

Cardiovascular (or circulatory) diseases, which include coronary heart disease and stroke, are the second greatest cause of premature deaths in South Gloucestershire. Overall, the premature death rate due to cardiovascular diseases has significantly decreased between 2001-03 and 2011-13, falling from 106 per 100,000 population to a rate of 58 per 100,000 population. Between 2011-13, cardiovascular diseases were responsible for 386 deaths among those under 75 years old, 242 (63%) of which were considered preventable, with cardiovascular diseases accounting for 23% of all preventable deaths.

Accidents

Accidents are a significant cause of years of life lost. The rate for 2011-13 is slightly lower than the previous reporting period with 53 deaths during this time. The overall trend in South Gloucestershire has been relatively steady over the past ten years with no significant changes either year on year or over the decade as a whole.

Premature mortality due to various causes 2001-03 to 2011-13



Source: Office for national statistics mortality data and ONS population estimates

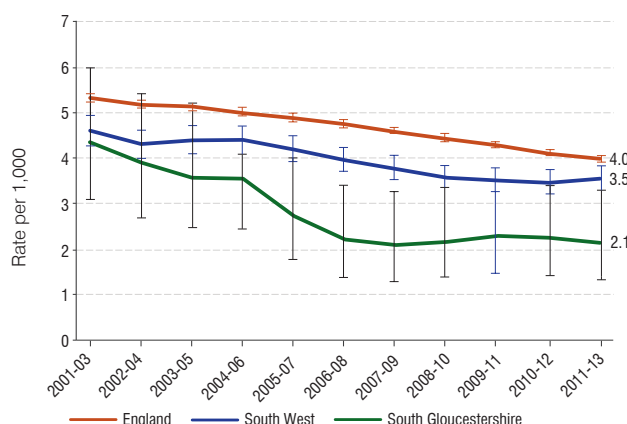
Infant mortality

Infant mortality is an indicator of the general health of an entire population. It reflects the relationship between the causes of infant mortality and social indicators that influence the health of the population such as economic, social and environmental conditions. In any one year, the numbers of infant deaths are very small and so a more reliable picture can be obtained from data pooled over several years.

In South Gloucestershire, in 2011-2013 there were 20 deaths amongst infants, equating to

2.1 per 1,000 live births. The rate remains lower than the regional (3.5 per 1,000 live births) and national (4.0 per 1,000 live births) rates.

Infant mortality South Gloucestershire 2001-3 to 2011-13



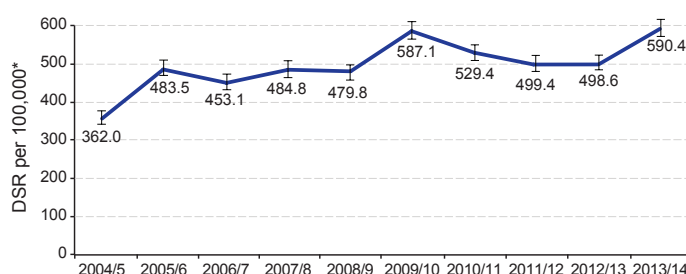
Source: ©Crown Copyright, Public Health England 2014

Alcohol specific hospital admissions

Alcohol specific admissions are an indicator of the level of alcohol misuse and the effectiveness of alcohol services to prevent readmission to hospital. These figures include both emergency and planned admissions so show the total burden on the hospital system that alcohol specific conditions cause.

The graph shows that despite admissions declining between 2009/10 and 2012/13, they have shown a significant rise in the most recent years' data, reinforcing the generally upward trend that has occurred over the last ten years in South Gloucestershire.

Alcohol specific hospital admissions, 2004/5 to 2013/14



Source: Secondary Uses Service (SUS) database of admitted patient care and ONS population statistics

* Directly Standardised Mortality Rate (DSR): Age standardisation is a technique used to better allow populations to be compared when the age profiles of the populations are quite different. It applies the number of deaths in any given area to a standard population structure and enables different areas, which normally have different population structures, to be directly compared against each other. It also enables the comparison of rates over time.

I: Confidence intervals (or error bars) indicate the natural and acceptable variations which can occur over time or within areas or between areas with different populations. Changes falling outside the bar range are considered to be significant differences. Changes within the bar range are considered to be the approximate figure and take into account percentage deviation either side to allow for errors in data.

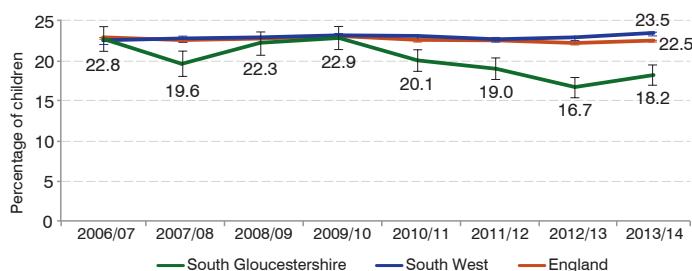
Percentage of children classified as overweight or obese

The National Child Measurement Programme (NCMP) measures the weight and height of children in Reception Year (aged 4 to 5 years) and Year Six (aged 10 to 11 years) to assess overweight and obesity levels. This data is used at a national level to support local public health initiatives and inform the local planning and delivery of services for children.

Reception year children

The graph shows that the percentage of reception age children who are overweight or obese showed a tendency to decline between 2006/07 and 2013/14. Although there has been a slight increase during 2013/14, the current rate is still significantly lower than figures for 2006/07, and remains significantly lower than the regional or national rates.

Percentage of reception year children classified as overweight or obese: 2006/7 to 2013/14



Source: National NCMP data tables, Health and Social Care Information Centre (HSCIC)

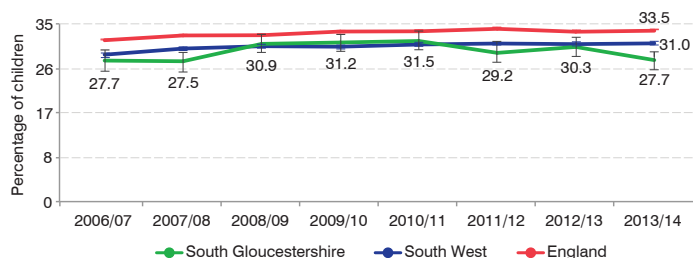


Year Six children

The percentage of Year Six children who are overweight or obese remained relatively constant between 2006/07 and 2013/14. This has been in line with the regional trends, and significantly lower than the national average.

During 2013/14, South Gloucestershire has seen a modest reduction of 10-11 year olds with levels of excess weight. This has resulted in the district currently having significantly lower levels of excess weight in 10-11 year olds compared with both the regional and national level.

Percentage of Year Six children classified as overweight or obese: 2006/7 to 2013/14



Source: National NCMP data tables, Health and Social Care Information Centre (HSCIC)

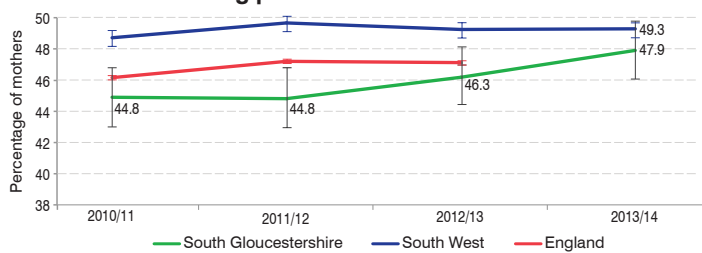
Breastfeeding prevalence at 6-8 weeks after birth

Breastfeeding is important for short and long term health. For babies, breastfeeding reduces the risk of infections, allergies, sudden infant death syndrome, insulin dependent diabetes and childhood leukaemia. Mothers benefit from a reduction in the risk of breast cancer, ovarian cancer and osteoporosis. In both mother and baby, in the longer term, breastfeeding reduces the risk of cardiovascular disease and obesity.

The graph shows that the number of mothers breastfeeding in South Gloucestershire at the time of the 6-8 week GP review has increased between 2010/11 and 2013/14. The increases have been such that the rate in South Gloucestershire is no longer significantly lower than the regional rate.

See graph above right

Breastfeeding prevalence at 6-8 weeks after birth



Source: ©Crown Copyright, Public Health England 2014

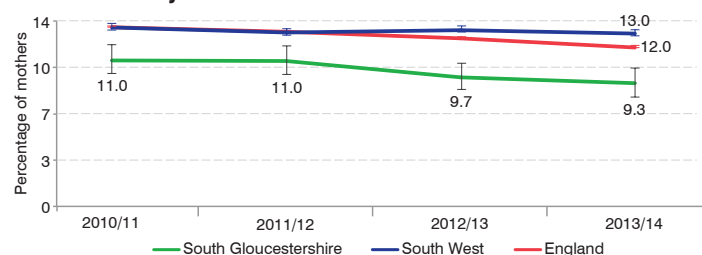
Please note: in 2013/14 the value for England was not published for data quality reasons.

Smoking status of mothers at time of delivery

Smoking during pregnancy is detrimental to both mother and child. It can cause premature birth, miscarriage or perinatal death. Further, it has been linked with an increased chance of developing respiratory conditions, problems with the ear, nose and throat, attention and hyperactivity disorders, learning difficulties, obesity and asthma.

The graph below shows that there continues to be a significantly lower percentage of mothers who are smokers at the time of delivery in South Gloucestershire in comparison to the South West as a whole and the national average. This percentage lowered between 2011/12 and 2013/14 from 11% to 9.3%.

Percentage of mothers who are smokers at time of delivery



Source: ©Crown Copyright, Public Health England 2014

The number of people receiving self-directed support

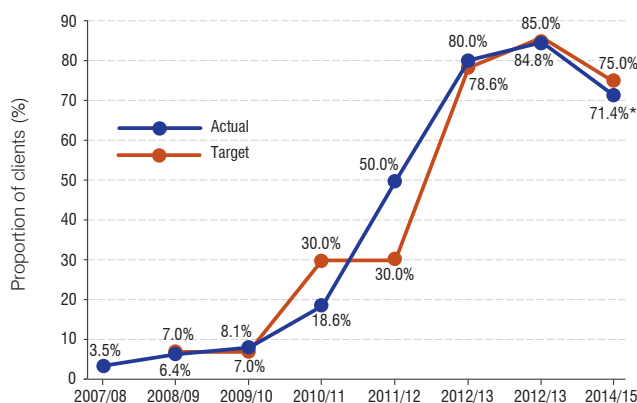
Residents in South Gloucestershire are continuing to take advantage of being able to receive self-directed support and choose individually tailored, social care services.

Self-directed support offers an increased level of choice and control for people who receive adult social care. A person is provided with a budget and is able to decide how they would like to use their money to meet their support needs. Over

the last year, 71.4% of those receiving adult social care were also receiving self-directed support.

In 2014/15, 26.8% of people who receive self-directed support also chose to receive direct payments. The council can provide people with a direct payment to buy support or services they need. Direct payments are designed to give people who have been assessed as requiring social care, and their carers, choice and control over how services are provided. Direct payments can be made on an ongoing basis or for one-off items or services, for example to pay for personal care, such as help with washing and dressing; for support with daily living activities e.g. cooking, shopping, getting out and about and meeting people; and for short breaks (respite care).

The number of people receiving self-directed support



Source: South Gloucestershire Council

*Due to the way that services are now delivered and a definition change around "managed by the local authority," the service outputs are not comparable to previous years.





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