

# Wiltshire CAJSNA 2024

## Bradford on Avon Community Area Summary Data Pack

Throughout the data pack, if viewing online:



Click on this icon to navigate to the CAJSNA Wiltshire Intelligence website



Click on this icon to view the data sources and references for the indicators



# Mental health in Bradford on Avon community area

## Mental health

Good mental health is important at every stage of life and includes emotional, psychological and social well-being. It affects how we think, feel and act, and plays a significant role in how we handle stress, relate to others and make healthy choices.

## Mental health in our population



In Bradford on Avon, **4.3%** of the population perceived themselves to be in **bad or very bad health**. The county average is 4.2% (2021).

In 2022/23, **13.2%** of residents in this community area registered with a GP had a diagnosis of **depression** compared with 11.8% in Wiltshire.

Emergency hospital admissions for intentional **self-harm (all ages)** for 2021/22:

**Wiltshire**  
259  
Per 100,000 people

**England**  
163.9  
Per 100,000 people

Hospital admissions as a result of **self-harm (10-24 years)** for 2021/22:

**Wiltshire**  
778  
Per 100,000 people

**England**  
427.3  
Per 100,000 people

## Protective factors

Having access to open green space is a contributing factor to our mental wellbeing.


In Bradford on Avon there are...

-  15 sporting areas
-  14 religious grounds/cemeteries
-  43 public parks/gardens/playing fields and play spaces
-  7 allotments/community growing spaces

Living conditions and mental health are often linked. Having a safe, stable and affordable home is, therefore, a protective factor.



In December 2022, there were **97** households in need of **affordable homes** in Bradford on Avon, while **50** affordable homes were rented in the area across 2022.

 30.8% of households in this community area are single-person households, compared with 28.2% across Wiltshire.

## Risk factors

Adverse life experiences such as domestic abuse and anti-social behaviour can be risk factors for poor mental health.



Across 2018 – 2022:

Persons over 18 reported missing to the police	Bradford on Avon <b>9.1</b>	Persons under 18 reported missing to the police	Bradford on Avon <b>14.3</b>
	Wiltshire <b>11.0</b> Per 10,000 people		Wiltshire <b>33.8</b> Per 10,000 people

Reported anti-social behaviour incidents	Bradford on Avon <b>106.9</b>	Reported domestic abuse offences	Bradford on Avon <b>73.2</b>
	Wiltshire <b>156.1</b> Per 10,000 people		Wiltshire <b>96.3</b> Per 10,000 people

Number of reported domestic abuse offences where children or young people were present

**Bradford on Avon**  
**123 offences**



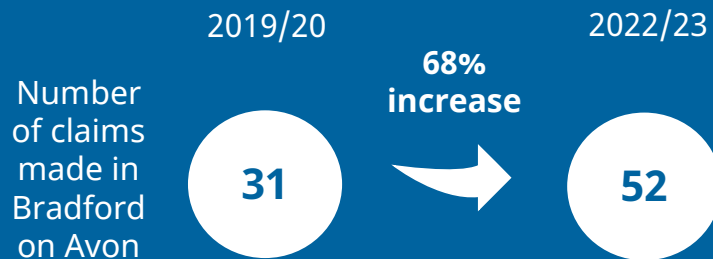
# Cost of living in Bradford on Avon community area

## Cost of living

Over the past two years, the UK has faced intense cost of living pressures with many struggling to meet the rising costs of essentials. This, combined with existing vulnerabilities, means that an increasing number of households within our communities face a heightened risk of hardship.

## The current picture

The **local welfare provision** scheme provides critical short-term help for people in need in the form of financial or household support.



In 2021, **11.0%** of homes in this area were in **fuel poverty**, compared with 10.4% in Wiltshire.



## Low incomes in Wiltshire



**5.7%** of pensioners in Bradford on Avon in 2023 received **Pension Credit**, compared with 7.5% in Wiltshire.

**9.2%** of **children** aged under 16 in this area in 2021/22 lived in a **low-income family**, compared with 12.7% across the county.



16 to 64 year olds in receipt of **Universal Credit** in 2023:



	Bradford on Avon	Wiltshire
In employment	3.5%	4.7%
Not in employment	5.2%	6.0%

	Bradford on Avon	Wiltshire
In employment	3.5%	4.7%
Not in employment	5.2%	6.0%

## Costs

The average annual **cost of residential heating, lighting and hot water** in 2022 in Bradford on Avon was **£998.53**, compared to £954.92 in Wiltshire.



The median **house price** in Wiltshire has increased by nearly **20%** in the past five years, while annual gross resident earnings have seen an increase of just 13.7%.

## At risk groups

Households are classified as **deprived** in the 2021 census based on 4 dimensions or measures: Education, employment, health and housing.

**Households in this community area**

**deprived on:**

One measure

**31.4%**

Two measures

**10.0%**

Three measures

**1.9%**

Four measures

**0.1%**

For children that live in **low-income families** in this area, **43.4%** live in **lone parent families**, compared with 45.9% in Wiltshire.



In Bradford on Avon, **6.3%** of the population are **disabled** with day-to-day activities limited a lot, and **11%** with day-to-day activities limited a little



**2.6%** of the population in this area are **economically inactive due to long-term illness or disability**. The county average is 2.9%.

# Ageing population in Bradford on Avon community area

## Ageing population

Wiltshire's population is ageing and, while this presents a unique range of challenges, it also provides an opportunity to positively reshape how we view ageing within our own local communities.

## Understanding our ageing population

Proportion of the population in 2021...

### Bradford on Avon

28%

### Wiltshire

22%

Aged 65 years and over

4%

3%

Aged 85 years and over

By 2040, Wiltshire's population aged 65 years and over is projected to increase by **43%**. Currently just over a fifth of the population is in this age range but this is expected to rise to closer to a third.



## Health

In 2021, in Bradford on Avon, **67%** of those aged 65 years and over consider themselves to be in **good health**, compared with 64% in Wiltshire.



The prevalence of **dementia** in this community area was **0.9%** in 2022/23, which is the same as that across Wiltshire.

As of 2021, **25%** of people aged **50 years and over** in Bradford on Avon are **disabled** under the Equality Act. This is the same as the proportion for Wiltshire.



Rate of hospital admissions due to **falls** in people aged 65 years and over in 2021/22

**Bradford on Avon**  
2,272  
per  
100,000

**Wiltshire**  
2,247  
per  
100,000

## Care, support and living arrangements

It is important to consider all factors that influence wellbeing in later life. These can include our neighbourhoods, housing and social care.

In 2021, **18%** of households in Bradford on Avon were composed of people aged 66+ years **living on their own**, compared with 14% across Wiltshire.



As of 2021, **10%** of people aged 65 and over in this community area provided some form of **unpaid care**, and **3.5%** provided over 50 hours per week.

For those that are of state pension age, **5.7%** in Bradford on Avon are in receipt of **Pension Credit**, compared with 7.5% in Wiltshire.



### Persons aged 65 and over receiving support to live independently (2022/23)

Through the provision of home care services:

Bradford on Avon	Wiltshire
11.4 per 1,000	17.7 per 1,000

Through the provision of direct payments:

Bradford on Avon	Wiltshire
3.9 per 1,000	5.1 per 1,000



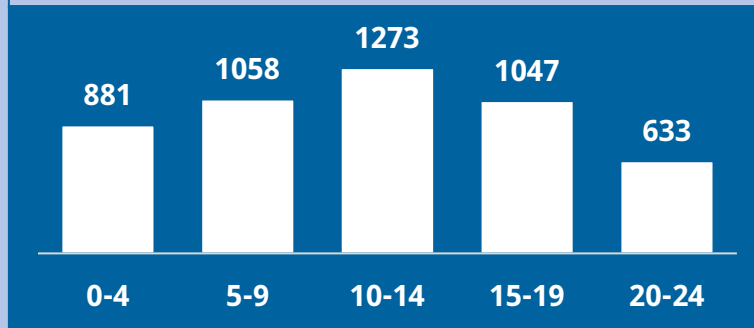
# Children and young people in Bradford on Avon community area

## Children and young people

Supporting and improving life chances for children and young people is key to the future of Wiltshire. Providing families with access to services that meet their needs at an early stage is crucial to making sure every child and young person has the best possible start in life.

## Understanding our younger population

Under 25 year olds in Bradford on Avon in 2021:



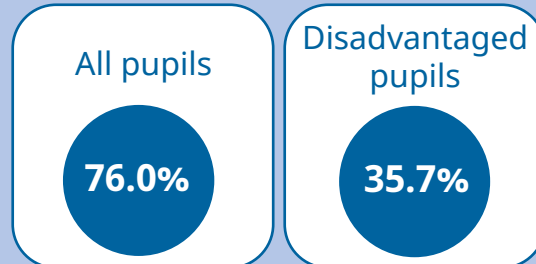
In 2021, the rate of those aged under 15 years providing **unpaid care** in Bradford on Avon was 95.7 per 10,000 people. The rate for Wiltshire was 96.3 per 10,000.



**9.2%** of children aged under 16 in this area live in a **low-income family**, compared with 12.7% in Wiltshire.

## Education and employment

Pupils achieving a good level of development at the end of the Early Years Foundation Stage in Bradford on Avon schools:



Disadvantaged pupils defined as currently eligible/have been eligible within the last 6 years for free school meals, are looked after or have left care through a formal route.

**19.2%** of pupils aged 4 to 18 years old in this community area in 2023 have **special educational needs**.



Rate of **unemployment** (but actively seeking work) in 16 – 24 year olds



## Health

**20.1%** percent of children aged 10-11 years are **obese or overweight** in Bradford on Avon, compared with 31.5% in Wiltshire.



Hospital admissions as a result of **self-harm** (10-24 years)

Almost 650 young people admitted in Wiltshire, in 2021/22.



In this community area across 2023 there were **180** accepted referrals into **Children and Adolescent Mental Health Services (CAMHS)**.

## Safety

Across the last three years, **29.8** per 10,000 under 18-year-olds in this area were in treatment for **substance misuse**, compared with 29.6 per 10,000 in Wiltshire.



# Data sources and references

Theme	Section title	Reference title	Data source	Date	Link
<a href="#">Mental health</a>	Mental health in our population	Proportion of the population in bad or very health	Census 2021, Office for National Statistics	2021	<a href="#">TS037 - General health - Nomis - Official Census and Labour Market Statistics (nomisweb.co.uk)</a>
<a href="#">Mental health</a>	Mental health in our population	Proportion of the population registered with a GP with a diagnosis of depression	Quality and Outcomes Framework (QOF), NHS Digital	2022/23	<a href="#">Quality and Outcomes Framework, 2022-23 - NHS Digital</a>
<a href="#">Mental health</a>	Mental health in our population	Emergency hospital admissions for self-harm (all ages)	Hospital Episode Statistics (HES), NHS Digital	2021/22	<a href="#">Public health profiles - OHID (phe.org.uk)</a>
<a href="#">Mental health</a>	Mental health in our population	Hospital admissions as a result of self-harm in children and young people aged 10-24 years	Hospital Episode Statistics (HES), NHS Digital	2021/22	<a href="#">Public health profiles - OHID (phe.org.uk)</a>
<a href="#">Mental health</a>	Protective factors	Number of open green spaces	Ordnance Survey	August 2023	<a href="#">OS Open Greenspace   OS Data downloads   OS Data Hub</a>
<a href="#">Mental health</a>	Protective factors	Affordable housing need and supply	Wiltshire Council Housing Team	December 2022	Not in the public domain. For details please contact: <a href="mailto:intelligence@wiltshire.gov.uk">intelligence@wiltshire.gov.uk</a>
<a href="#">Mental health</a>	Protective factors	One-person households	Census 2021, Office for National Statistics	2021	<a href="#">TS003 - Household composition - Nomis - Official Census and Labour Market Statistics (nomisweb.co.uk)</a>
<a href="#">Mental health</a>	Risk factors	Persons over 18 reported missing to the police	Wiltshire Police	2018-2022	Not in the public domain. For details please contact: <a href="mailto:intelligence@wiltshire.gov.uk">intelligence@wiltshire.gov.uk</a>





# Data sources and references

Theme	Section title	Reference title	Data source	Date	Link
<a href="#">Mental health</a>	Risk factors	Persons under 18 reported missing to the police	Wiltshire Police	2018-2022	Not in the public domain. For details please contact: <a href="mailto:intelligence@wiltshire.gov.uk">intelligence@wiltshire.gov.uk</a>
<a href="#">Mental health</a>	Risk factors	Reported anti-social behaviour incidents	Wiltshire Police	2018-2022	Not in the public domain. For details please contact: <a href="mailto:intelligence@wiltshire.gov.uk">intelligence@wiltshire.gov.uk</a>
<a href="#">Mental health</a>	Risk factors	Reported domestic abuse offences	Wiltshire Police	2018-2022	Not in the public domain. For details please contact: <a href="mailto:intelligence@wiltshire.gov.uk">intelligence@wiltshire.gov.uk</a>
<a href="#">Mental health</a>	Risk factors	Reported domestic abuse offences where children or young people were present	Wiltshire Police	2018-2022	Not in the public domain. For details please contact: <a href="mailto:intelligence@wiltshire.gov.uk">intelligence@wiltshire.gov.uk</a>
<a href="#">Cost of living</a>	The current picture	Number of claims made to the local welfare provision scheme	Wiltshire Council Revenue and Benefits Team	2019/20 and 2022/23	Not in the public domain. For details please contact: <a href="mailto:intelligence@wiltshire.gov.uk">intelligence@wiltshire.gov.uk</a>
<a href="#">Cost of living</a>	The current picture	Percentage of homes experiencing fuel poverty	Department for Energy Security and Net Zero	2021	<a href="https://www.gov.uk">Sub-regional fuel poverty data - GOV.UK (www.gov.uk)</a>
<a href="#">Cost of living</a>	Low incomes in Wiltshire	Percentage of pensioners in receipt of pension credit	Department for Work and Pensions, Stat X-Plore	February 2023	<a href="https://stat-xplore.dwp.gov.uk">stat-xplore.dwp.gov.uk</a>



# Data sources and references

Theme	Section title	Reference title	Data source	Date	Link
<a href="#">Cost of living</a>	Low incomes in Wiltshire	Percentage of children under 16 living in low income families	Department for Work and Pensions	2021/22	<a href="http://www.gov.uk">Children in low income families: local area statistics - GOV.UK (www.gov.uk)</a>
<a href="#">Cost of living</a>	Low incomes in Wiltshire	Percentage of persons in receipt of Universal Credit	Department for Work and Pensions, Stat X-Plore	February 2023	<a href="https://stat-xplore.dwp.gov.uk/">https://stat-xplore.dwp.gov.uk/</a>
<a href="#">Cost of living</a>	Costs	Estimated annual average lighting, heating and hot water costs	Department for Levelling Up, Housing and Communities	2022	<a href="http://opendatacommunities.org">Energy Performance of Buildings Data England and Wales (opendatacommunities.org)</a>
<a href="#">Cost of living</a>	Costs	Median house price and annual gross resident earnings	House price to residence-based earnings ratio, Office for National Statistics,	2018 - 2022	<a href="http://ons.gov.uk">House price to residence-based earnings ratio - Office for National Statistics (ons.gov.uk)</a>
<a href="#">Cost of living</a>	At risk groups	Percentage of households classified as deprived by the four deprivation dimensions of education, employment, health and housing	Census 2021, Office for National Statistics	2021	<a href="http://nomisweb.co.uk">TS011 - Households by deprivation dimensions - Nomis - Official Census and Labour Market Statistics (nomisweb.co.uk)</a>
<a href="#">Cost of living</a>	At risk groups	Percentage of children under 16 in low income families living in lone parent families	Department for Work and Pensions	2021/22	<a href="http://www.gov.uk">Children in low income families: local area statistics - GOV.UK (www.gov.uk)</a>





# Data sources and references

Theme	Section title	Reference title	Data source	Date	Link
<a href="#">Cost of living</a>	At risk groups	Percentage of the population disabled under the Equality Act where daily activities are limited a lot and a little	Census 2021, Office for National Statistics	2021	<a href="#">TS038 - Disability - Nomis - Official Census and Labour Market Statistics (nomisweb.co.uk)</a>
<a href="#">Cost of living</a>	At risk groups	Percentage of the population economically inactive due to long-term illness or disability	Census 2021, Office for National Statistics	2021	<a href="#">TS066 - Economic activity status - Nomis - Official Census and Labour Market Statistics (nomisweb.co.uk)</a>
<a href="#">Ageing population</a>	Understanding our ageing population	Percentage of the population aged 65 years and over and 85 years and over	Census 2021, Office for National Statistics	2021	<a href="#">RM121 - Sex by age - Nomis - Official Census and Labour Market Statistics (nomisweb.co.uk)</a>
<a href="#">Ageing population</a>	Understanding our ageing population	Projected growth in the population aged 65 years and over	Population projections for local authorities, Office for National Statistics	2018	<a href="#">Population projections for Local Authorities - Office for National Statistics</a>
<a href="#">Ageing population</a>	Health	Percentage of the population aged 65 years and over who consider themselves in good health	Census 2021, Office for National Statistics	2021	<a href="#">RM043 - General health by age - Nomis - Official Census and Labour Market Statistics (nomisweb.co.uk)</a>
<a href="#">Ageing population</a>	Health	Dementia prevalence	Quality and Outcomes Framework (QOF), NHS Digital	2022/23	<a href="#">Quality and Outcomes Framework, 2022-23 - NHS Digital</a>
<a href="#">Ageing population</a>	Health	Percentage of persons aged 50 years and over disabled under the Equality Act	Census 2021, Office for National Statistics	2021	<a href="#">RM070 - Disability by age - Nomis - Official Census and Labour Market Statistics (nomisweb.co.uk)</a>



# Data sources and references

Theme	Section title	Reference title	Data source	Date	Link
<a href="#">Ageing population</a>	Health	Hospital admissions due to falls in persons aged 65 years and over	Hospital Episode Statistics (HES), NHS Digital	2021/22	Not in the public domain. For details please contact: <a href="mailto:intelligence@wiltshire.gov.uk">intelligence@wiltshire.gov.uk</a>
<a href="#">Ageing population</a>	Care, support and living arrangements	Percentage of the population aged 66 years and over living alone	Census 2021, Office for National Statistics	2021	<a href="#">TS003 - Household composition - Nomis - Official Census and Labour Market Statistics (nomisweb.co.uk)</a>
<a href="#">Ageing population</a>	Care, support and living arrangements	Percentage of the population aged 65 years and over providing unpaid care	Census 2021, Office for National Statistics	2021	<a href="#">RM113 - Provision of unpaid care by age - Nomis - Official Census and Labour Market Statistics (nomisweb.co.uk)</a>
<a href="#">Ageing population</a>	Care, support and living arrangements	Percentage of pensioners in receipt of pension credit	Department for Work and Pensions, Stat X-Plore	February 2023	<a href="http://stat-xplore.dwp.gov.uk">stat-xplore.dwp.gov.uk</a>
<a href="#">Ageing population</a>	Care, support and living arrangements	Persons aged 65 and over receiving support to live independently (2022/23)	Wiltshire Council Adult Social Care Team	2022/23	Not in the public domain. For details please contact: <a href="mailto:intelligence@wiltshire.gov.uk">intelligence@wiltshire.gov.uk</a>
<a href="#">Children and young people</a>	Understanding our younger population	Numbers of children and young people aged 0-24 years by five year age band	Census 2021, Office for National Statistics	2021	<a href="#">RM121 - Sex by age - Nomis - Official Census and Labour Market Statistics (nomisweb.co.uk)</a>
<a href="#">Children and young people</a>	Understanding our younger population	Children and young people aged under 15 years providing unpaid care	Census 2021, Office for National Statistics	2021	<a href="#">RM113 - Provision of unpaid care by age - Nomis - Official Census and Labour Market Statistics (nomisweb.co.uk)</a>



# Data sources and references

Theme	Section title	Reference title	Data source	Date	Link
<a href="#">Children and young people</a>	Understanding our younger population	Percentage of children under 16 living in low income families	Department for Work and Pensions	2021/22	<a href="http://www.gov.uk">Children in low income families: local area statistics - GOV.UK (www.gov.uk)</a>
<a href="#">Children and young people</a>	Education and employment	Pupils achieving a good level of development at the end of the early years foundation stage	Wiltshire Council Children's Performance, Outcomes and Quality Assurance Team	2022	Not in the public domain. For details please contact: <a href="mailto:intelligence@wiltshire.gov.uk">intelligence@wiltshire.gov.uk</a>
<a href="#">Children and young people</a>	Education and employment	Percentage of pupils aged 4 to 18 years with special educational needs	Wiltshire Council Children's Performance, Outcomes and Quality Assurance Team	May 2023	Not in the public domain. For details please contact: <a href="mailto:intelligence@wiltshire.gov.uk">intelligence@wiltshire.gov.uk</a>
<a href="#">Children and young people</a>	Education and employment	Persons aged 16-24 years unemployed but seeking work (economically active)	Census 2021, Office for National Statistics	2021	<a href="http://nomisweb.co.uk">RM024 - Economic activity status by sex by age - Nomis - Official Census and Labour Market Statistics (nomisweb.co.uk)</a>
<a href="#">Children and young people</a>	Health	Percentage of children aged 10-11 years who are obese or overweight	National Child Measurement Programme (NCMP)	2018/19 2021/22 2022/23	Not in the public domain. For details please contact: <a href="mailto:intelligence@wiltshire.gov.uk">intelligence@wiltshire.gov.uk</a>
<a href="#">Children and young people</a>	Health	Hospital admissions as a result of self-harm in children and young people aged 10-24 years	Hospital Episode Statistics (HES), NHS Digital	2021/22	<a href="http://phe.org.uk">Public health profiles - OHID (phe.org.uk)</a>



# Data sources and references

Theme	Section title	Reference title	Data source	Date	Link
<a href="#">Children and young people</a>	Health	Accepted referrals into Children and Adolescent Mental Health Services (CAMHS).	Oxford Health NHS Trust	Dec 2022 - Dec 2023	Not in the public domain. For details please contact: <a href="mailto:intelligence@wiltshire.gov.uk">intelligence@wiltshire.gov.uk</a>
<a href="#">Children and young people</a>	Safety	Persons under 18 years in treatment for substance misuse	Wiltshire Council Connect Substance Use Service	2020/21 - 2022/23	Not in the public domain. For details please contact: <a href="mailto:intelligence@wiltshire.gov.uk">intelligence@wiltshire.gov.uk</a>
<a href="#">Children and young people</a>	Safety	Crimes involving persons under 18 years	Wiltshire Police	2018 - 2022	Not in the public domain. For details please contact: <a href="mailto:intelligence@wiltshire.gov.uk">intelligence@wiltshire.gov.uk</a>
<a href="#">Children and young people</a>	Safety	Knife crimes involving persons under 18 years	Wiltshire Police	2018 - 2022	Not in the public domain. For details please contact: <a href="mailto:intelligence@wiltshire.gov.uk">intelligence@wiltshire.gov.uk</a>

To explore the full Community Area Joint Strategic Needs Assessment, as well as a range of other data, information and reports on Wiltshire, please visit: [www.wiltshireintelligence.org.uk](http://www.wiltshireintelligence.org.uk)

