

Quality of Life

Better or Worse?

The annual quality of life indicators report for South Gloucestershire



I Introduction

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 some new indicators that show a current snapshot and will provide future reports with changes over time. The report suggests that there have been positive changes

in some areas and identifies areas where further improvements are necessary. It also suggests that certain indicators have been influenced by the current economic downturn. The indicators will be used by the Council and its partners to identify and address priorities for the future.

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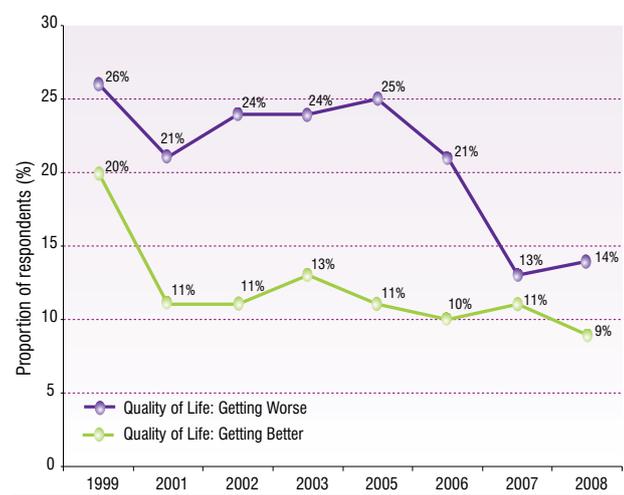
I Quality of life

The proportion of people who say their quality of life is getting better or staying the same

Less than one in ten (9%) of respondents to the Autumn 2008 Viewpoint survey* believe that South Gloucestershire has become a better place to live in the last two years. Just one in seven (14%) feel it has worsened, while the majority (76%) think it has remained the same.

The graph shows the results of this survey question over nine years. It shows there has been little change in the proportion of residents who feel the quality of life has got worse (14% in 2008 compared to 13% in 2007). The graph also shows a slight decrease in the proportion of residents who feel the quality of life is getting better (9% in 2008 compared to 11% in 2007).

Is the quality of life in South Gloucestershire getting better or worse?



Source: South Gloucestershire Viewpoint Survey*

*South Gloucestershire Viewpoint is the Council's Citizens Panel. It is a statistically representative panel of about 1,500 residents who are randomly selected to broadly represent the population of the district.

Residents satisfied with their local area as a place to live

To report on satisfaction with the local area, this year's Quality of Life report uses different data collection methods to that used in the previous reports.

In Autumn 2008, 83% of respondents to the Place Survey* said they were satisfied with their local area as a place to live, including 26% who were very satisfied. Only 8% of respondents said they were dissatisfied with their local area.

The graph shows that satisfaction with the local area has increased over the last three years with the proportion of respondents being very satisfied increasing significantly (26% compared to 18% in 2007).

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



Source: South Gloucestershire Council BVPI Survey 2006; South Gloucestershire Council BVPI Tracker Survey 2007 & South Gloucestershire Council: Place Survey 2008.

*The BVPI (Best Value Performance Indicators) and Place Surveys are national surveys undertaken by all local authorities. In 2008, South Gloucestershire Council received approximately 1600 responses to their Place Survey.

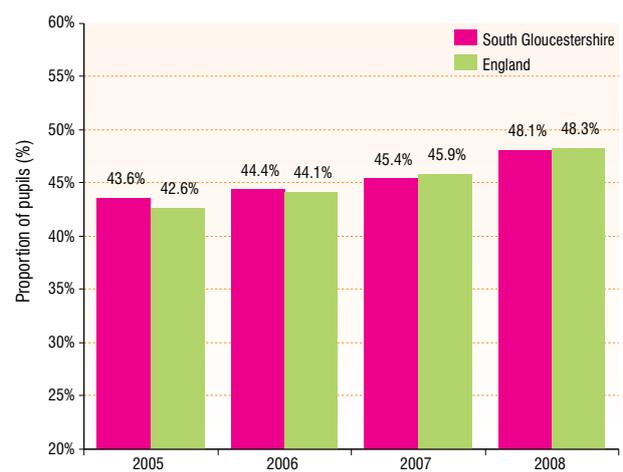
Investing in children & young people

Children achieving five or more A*- C grade GCSEs including English and Maths

In 2008, 48.1% of pupils in South Gloucestershire achieved five or more A*-C grades or equivalent at GCSE including English and Maths at Key Stage 4 (secondary).

This represents an improvement on the previous year's figure (45.4%) and indicates the gap between local and national attainment is getting smaller.

Proportion of pupils achieving 5 or more A* - C or equivalent at GCSE including English and Maths at Key Stage 4



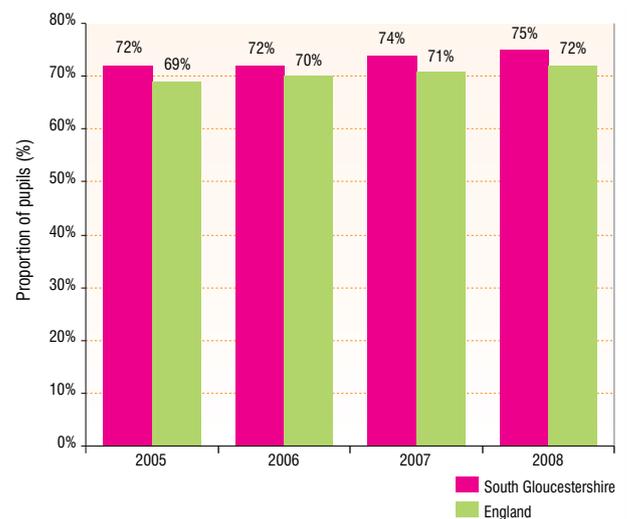
Source: South Gloucestershire Council, Children and Young People Department

Children achieving level 4 and above at Key Stage 2 in English and Maths

In 2008, the proportion of children achieving level 4 and above in both English and Maths at key stage 2 (end of primary) is 75%. This is an increase of 1% from 2007 and remains 3% higher than the corresponding national rate.



Proportion of children achieving level 4 and above at Key Stage 2 in English and Maths



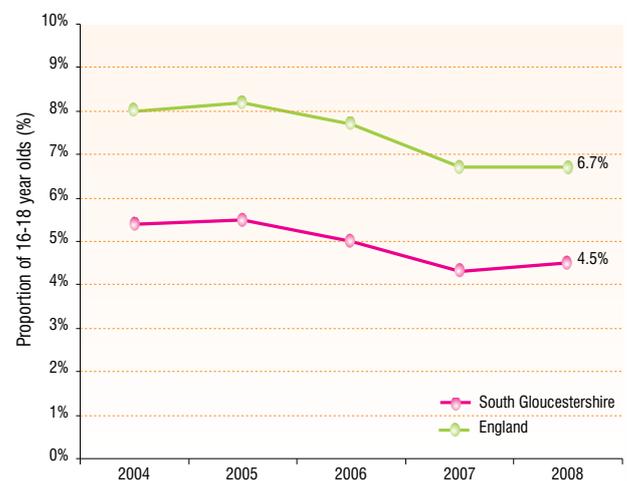
Source: South Gloucestershire Council, Children and Young People Department

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

In 2008, the proportion of 16 - 18 year olds not in education, training or employment (NEET) has increased from 4.3% (in 2007) to 4.5%. This is 2.2% below the corresponding national rate* (6.7%).

The increase on last year's average reflects the impact of the downturn in the economy.

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



Source: South Gloucestershire Council, Children and Young People Department

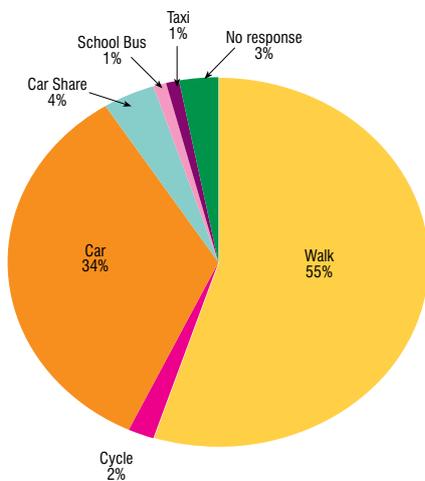
*The national figure is provisional

Getting to school

Each year local school children are surveyed to find out how they travel to school. South Gloucestershire Council and schools work together to introduce Green Travel Plans, and many are already in place. These plans include measures to encourage more children to walk or cycle to school.

Primary schools: The 2008 survey showed that the majority of primary school children walk to school (55%), whilst 34% are driven by car. Compared to the previous year, the proportion of children being driven to school has reduced from 38%, which is very encouraging.

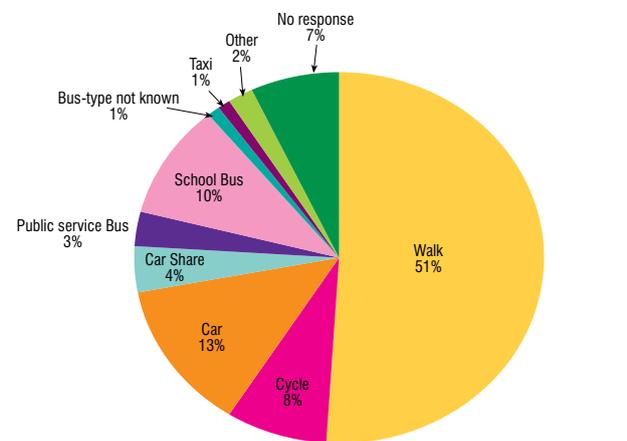
Mode used for primary school journeys in South Gloucestershire



Source: South Gloucestershire Council, Planning, Transportation and Strategic Environment Department

Secondary schools: The majority of secondary school children walk to school (51%) and 8% cycle, whilst 13% travel by car. The proportion of secondary children travelling to school by car has reduced from 17% in the previous year, and is showing a continuing downward trend from 25% in 2002 and 21% in 2005.

Mode used for secondary school journeys in South Gloucestershire



Source: South Gloucestershire Council, Planning, Transportation and Strategic Environment Department



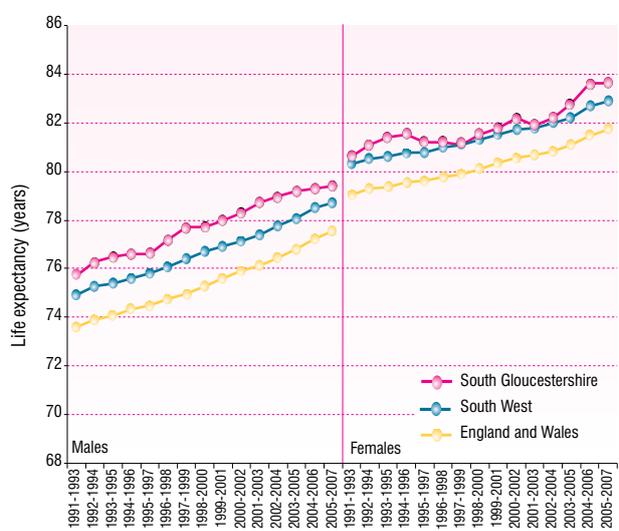
I Being healthier

Life expectancy

For the period 2005-2007, the life expectancy in South Gloucestershire was 79.4 years for males and 83.6 years for females, both significantly longer than national life expectancy (77.5 years for males and 81.7 years for females).

Life expectancy in South Gloucestershire increased by 4.5 years for males and by 3.3 years for females from 1991-93 to 2005-07. These increases are greater than the increases seen nationally over the same period. The graph demonstrates these increases and highlights the higher rates of life expectancy in South Gloucestershire compared to England and to the South West.

Changes in life expectancy 1991-93 to 2005-07



Source: www.nchod.nhs.uk*
*National Centre for Health Outcomes Development

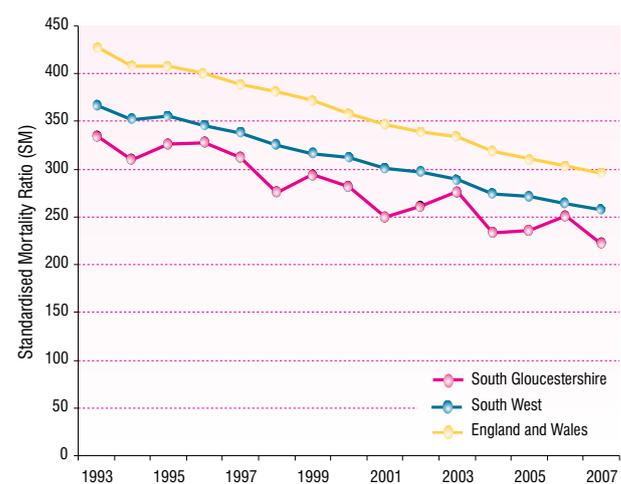


Premature deaths (under 75 years) from all causes

The premature mortality rate in South Gloucestershire continues to decline and remains lower than the national average.

There has been a 12% decline in premature deaths in South Gloucestershire over the period 2006-2007. The premature death rate in South Gloucestershire is 25% lower than the national average and 13.7% lower than the rest of the South West.

Premature death rate (under 75 years) from all causes



Source: www.nchod.nhs.uk*
*National Centre for Health Outcomes Development



Premature deaths from various causes:

Two of the largest causes of premature deaths are cancer and circulatory diseases. The mortality rates for these in South Gloucestershire remain below the regional (South West) and national (England) mortality rates.

Cancers:

In 2007, cancer was responsible for 265 deaths among those under 75 years old, approximately 43% of all premature deaths in South Gloucestershire. The directly standardised premature mortality rate from cancer in South Gloucestershire was 95.4 deaths per 100,000 population in 2007, lower than the local rate in 2006 and lower than the national rate of 115 deaths per 100,000 population. Almost 20% of deaths from cancer in South Gloucestershire were specifically due to lung cancer; this is consistent with regional, and lower than national proportions of cancer deaths due to lung cancer (20% and 23% respectively).

Circulatory diseases:

Circulatory diseases, which include coronary heart disease and strokes, are the second major cause of premature deaths for adults, accounted for approximately 26% of all premature deaths in South Gloucestershire in 2007. There were 160 deaths in under 75 year olds in South Gloucestershire due to circulatory diseases. The directly standardised mortality rate in South Gloucestershire was 57 deaths per 100,000 population compared with 75 deaths per 100,000 population nationally.



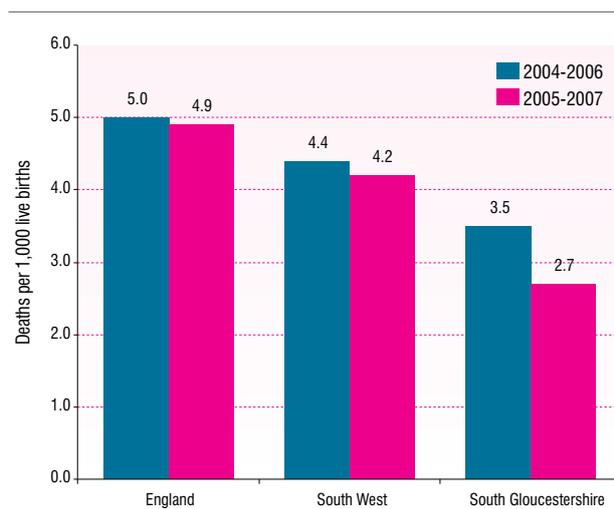
Accidents:

In South Gloucestershire in 2007 there were 18 deaths of under 75 year olds resulting from accidents. This translates to a mortality rate (directly standardised) of 7.2 deaths per 100,000 population, compared to regional and national standardised mortality rates, both at 11 deaths per 100,000 population in 2007. Mortality rates from accidents fluctuate year on year, due to fairly low numbers (especially at a local level). South Gloucestershire had seen a declining trend since 1993 and remains below national rates.

Infant mortality:

In any one year, the numbers of infant deaths are very small and so a more reliable picture can be obtained from pooled data. Therefore, the graph shows the Infant Mortality Rate for the period 2005-2007. At 2.7 per 1,000 live births, the infant mortality rate in South Gloucestershire in 2005-07 was significantly lower than the national and regional corresponding rates.

Infant mortality 2004-2007



Source: www.nchod.nhs.uk*

*National Centre for Health Outcomes Development

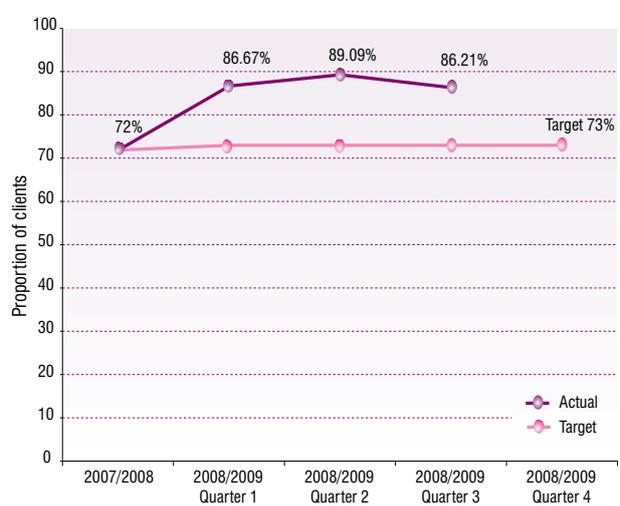
Modernising health & community care services

The number of vulnerable people achieving independent living

The number of vulnerable people achieving independent living is a new indicator for this year's report. It aims to measure the extent to which housing related support (Supporting People) helps people move on, in a planned way, to more independent living. The indicator measures the number of service users (i.e. people who are receiving a Supporting People Service) who have moved on from supported accommodation in a planned way.

The graph shows that in the 2007 - 2008, 72% were achieving independent living. During 2008 - 2009 up to quarter 3, there has been a 14% increase in the number of clients achieving independent living.

The proportion of vulnerable people achieving independent living



Source: South Gloucestershire Council, Community Care and Housing

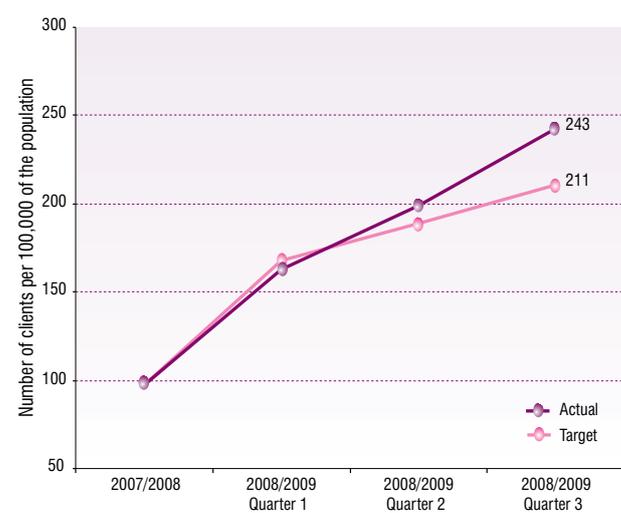


The number of clients receiving self directed support

The number of clients receiving Self Directed Support is also a new indicator. This measures the number of people per 100,000 of the population receiving Self Directed Support in the form of a Direct Payment from the local authority Adult Social Care Service. In the future, all individuals eligible for publicly-funded adult social care will have a personal budget (other than in certain circumstances) to enable them to make informed choices about how best to meet their needs, including their broader health and well-being. A person will be able to take all or part of their personal budget as a direct payment.

The progress up to quarter 3 (2008 - 2009), shows that 243 clients per 100,000 of the population are receiving Self Directed Support in the form of a Direct Payment. This represents an improvement on the previous year (97 per 100,000 of the population) and is an increase of 150% on the number of clients receiving Self Directed Support.

Social care clients receiving Self Directed Support

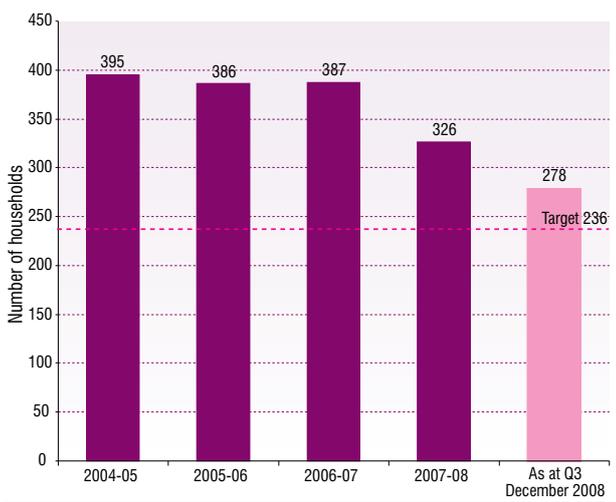


Source: South Gloucestershire Council, Community Care and Housing

Households in temporary accommodation

The number of households in temporary accommodation has reduced significantly from the previous year from 326 in 2007/08 to 278 in quarter 3 of 2008/09. This represents a 14.7 % decrease of households placed in temporary accommodation from the previous year and indicates a falling trend. The target for reducing the number of households in temporary accommodation by the end of the financial year 2008/2009 is 236.

Households in temporary accommodation



Source: South Gloucestershire Council, Community Care and Housing



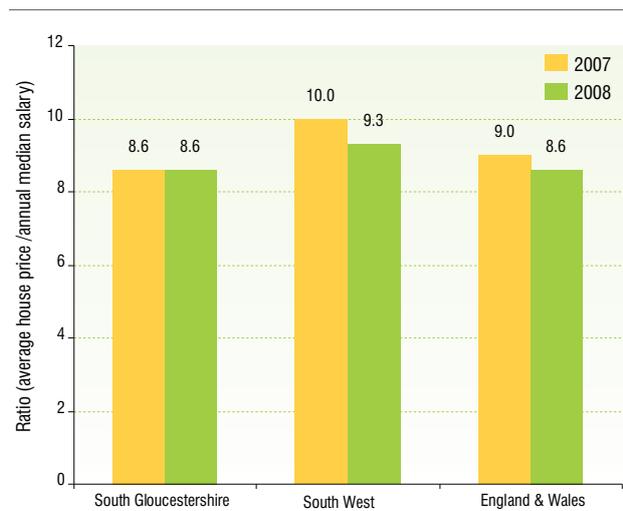
I Managing future development

Ratio of average house price to median salary

This indicator provides a measure of house affordability by illustrating the difference between average salary* and average house price**. In 2008, the average price for a residential property in South Gloucestershire (£217,756) was 8.6 times the average salary (£25,424).

The graph shows that in South Gloucestershire the gap between salary and house price has remained the same since 2007. The local ratio is lower than the South West average (9.3) and is in line with the national average (8.6) both of which have fallen over the last year.

Ratio of average house price to median salary



Source: * Median annual salary for a full-time worker. Annual Survey of Hours and Earnings, 2007 and 2008 (Office of National Statistics).

** Average price for all properties sold in 2007 and 2008. Land Registry.

Affordable housing delivery

In the year to April 2008, 215 affordable homes* were provided by the Council and housing associations in South Gloucestershire. This is a 186% increase on the previous year's figure. It means that nearly three times as many affordable houses were built in 2007/08 compared with the 75 that were built in 2006/07.

Since April 2000, a total of 946 affordable homes have been provided to residents.

Number of affordable homes delivered in South Gloucestershire from 2000-2008



Source: South Gloucestershire Council, Planning, Transportation and Strategic Environment Department

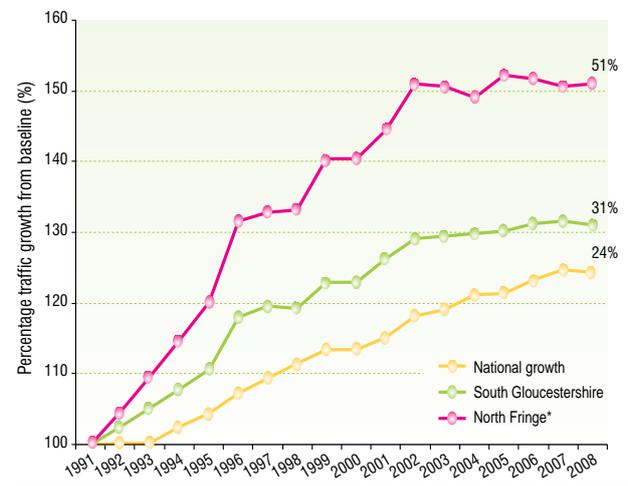
* Affordable housing is defined as housing for rent or low-cost home ownership, provided, with subsidy, for those who cannot afford to buy or rent homes in the open market, at a price they can afford, determined with regard to local incomes and house prices.



Rate of traffic growth

The economic prosperity of South Gloucestershire, accompanied high levels of employment, housing and population growth, has led to high levels of traffic growth in the area since 1991. Tackling traffic growth and congestion is, therefore, a major challenge. Over the past few years, traffic growth in South Gloucestershire has shown signs of levelling off and, since about 2002, has increased at a slower rate than the national average, despite the high levels of economic and housing growth that have been experienced locally. This reflects the success of schemes delivered by the Council to promote car sharing and enhancements to the highway network.

Traffic growth in South Gloucestershire since 1991



Source: South Gloucestershire Council, Planning, Transportation and Strategic Environment Department

* The North Fringe is the common name for the area to the North of Bristol. This covers the ring road corridor from Emerson's Green to Filton and the A38 to Aztec West. This corridor has experienced significant employment, housing and population growth in recent years.



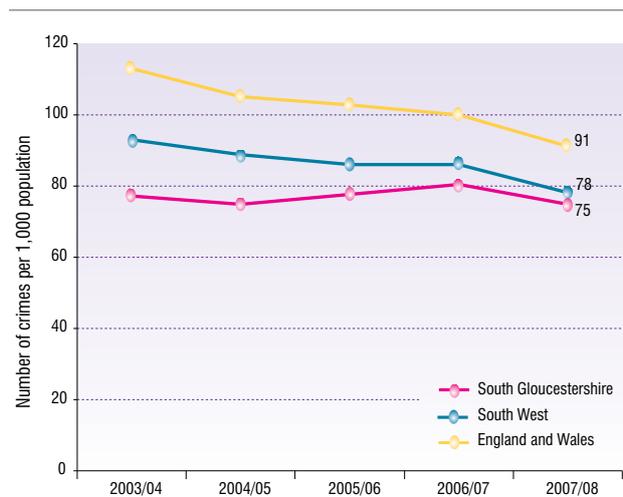
Promoting safer & stronger communities

Recorded crime rate in South Gloucestershire

In 2007/08, the total rate of recorded crime* in South Gloucestershire was 75 per 1,000 residents. This is a reduction of five per 1,000 of the population since 2006/07.

The graph shows that the local rate is significantly lower than the national average and slightly lower than the regional rate. The graph also shows that the total recorded crime rate has reduced both locally and nationally between 2006/07 and 2007/08.

Total recorded crime rate since 2003



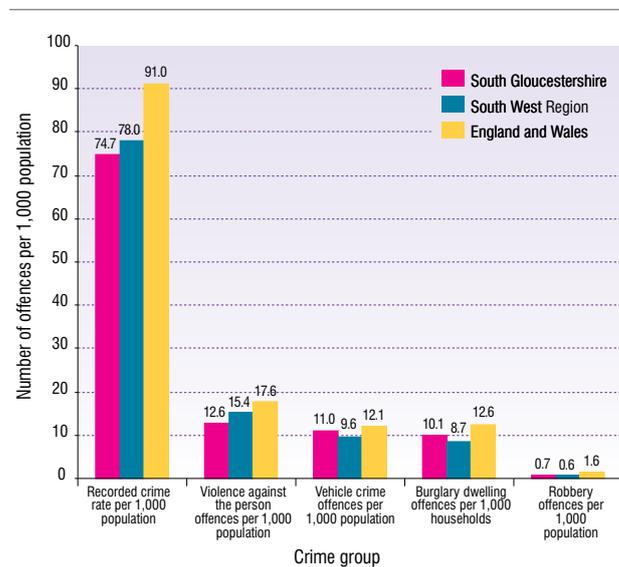
Source: Home Office Statistics & British Crime Survey

* For the past few years the level of crime has been measured through a subset of ten British Crime Survey offence types, known as the 'comparator crimes'. These were designated by the Home Office through PSA (Public Service Agreement) 1 which came to an end in March 2008. Previous Quality Of Life reports have used these comparator crimes to report on crime rates; however the Home Office no longer measures crime in this way and the figures are no longer published in this format. This 2008/09 version of the Quality of Life report therefore looks at rates of ALL crime to make comparisons between South Gloucestershire, the South West region, and England and Wales.

Types of crime

In 2007/08, the overall crime rate in South Gloucestershire was below both regional and national levels, as was the rate of violence against the person offences. The rates of vehicle crime, burglary and robbery were lower here than they were in England and Wales as a whole, although they were slightly above the regional average.

Recorded crime rate (various categories) 2007/08



Source: British Crime Survey - (Home Office)



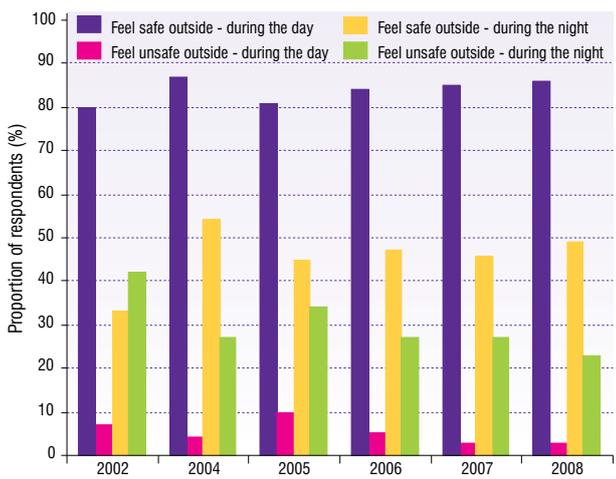
Fear of crime

'Fear of crime' is a subjective issue so it is difficult to measure accurately. The Council and its partners use a regular question in the Viewpoint survey* to track this indicator.

The Autumn 2008 survey showed that the proportion of residents feeling safe outside during the day is 86% compared to 84% in the previous year.

The proportion of residents feeling safe outside at night is 49% compared to 47% in the previous year. This represents continuity with previous years' findings, where the proportion of residents who feel safe outside during the day continues to increase and the proportion of residents who feel safe outside during the night also continues to increase. However, the survey also suggests that 23% of residents continue to feel unsafe when outside during the night.

Fear of crime: proportion of residents feeling safe/unsafe outside



Source: South Gloucestershire Viewpoint Survey*

*South Gloucestershire Viewpoint is the Council's Citizens Panel. It is a statistically representative panel of about 1,500 residents who are randomly selected to broadly represent the population of the district.

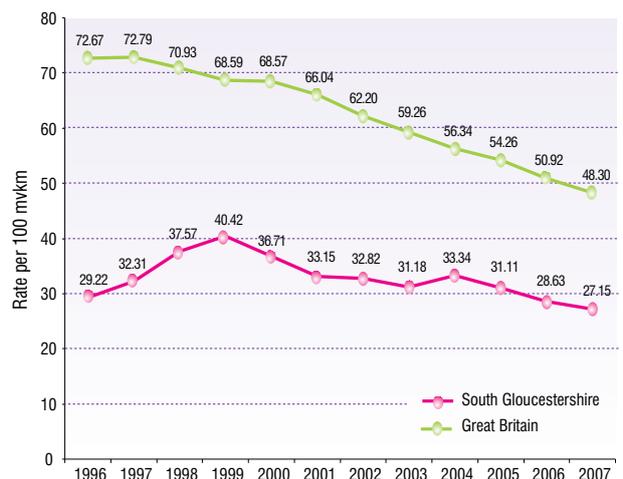
Road safety

In 2007, the last year for which finalised data is available, 88 people were killed or seriously injured on South Gloucestershire's roads. This was a reduction from 92 in 2006, which was itself the lowest total recorded in the previous decade. The total number of road casualties (i.e. people slightly injured, as well as those killed or seriously injured) was 1,027. This was also a decrease from the 2006 figure (1,068).

The roads in South Gloucestershire are becoming increasingly safe. Provisional figures for 2008 indicate that casualty rates are the lowest since the Council became a Unitary Authority in 1996.

The graph shows that the road casualty rate in South Gloucestershire remains lower than the national average. In 2007, South Gloucestershire had the joint 3rd lowest casualty rate of 87 Counties and Unitary Authorities in England.

Comparison of casualty rates per 100 million vehicle kilometres for South Gloucestershire and Great Britain



Source: South Gloucestershire Council, Planning, Transportation and Strategic Environment Department

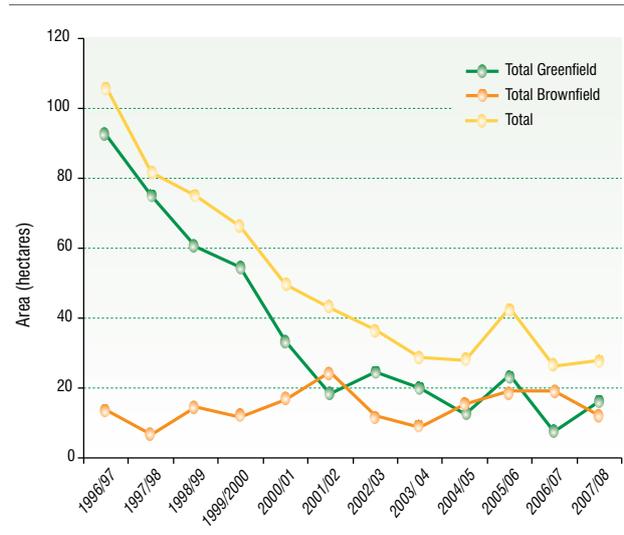


Valuing the environment

Total development on previously developed land

Since 1996, a total of 612 hectares of land has been developed in South Gloucestershire. In 2008, 28.1 hectares of land were developed locally, 42 % of which was on previously developed (brownfield) land. The graph shows a levelling off of development between 2006/07 and 2007/08, with the proportion of development taking place on greenfield land showing an increase. In the last twelve months, over one third of all greenfield development has taken place on one large site, comprising a warehouse development at Western Approach, Severnside.

Development on greenfield & brownfield sites (hectares)



Source: South Gloucestershire Council, Planning, Transportation and Strategic Environment Department

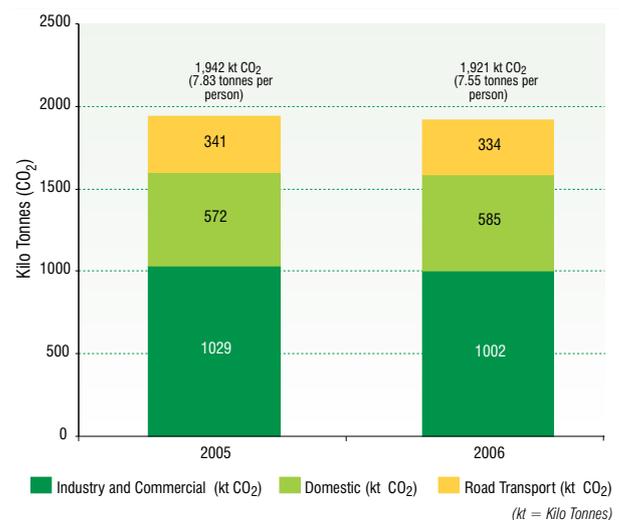
Per capita CO₂ emissions in South Gloucestershire

South Gloucestershire is committed to reducing CO₂ emissions by 1% per capita per annum. This includes emissions arising from industrial, commercial and domestic properties and from road transport (excluding motorway traffic).

Data provided by Defra* shows that CO₂ emissions from these sources in South Gloucestershire fell from 7.83 tonnes per person in 2005 to 7.60 tonnes in 2006 (the most recent data available). This represents a reduction of 2.9% over the year.

South Gloucestershire Council has a Climate Change Strategy with an Action Plan to reduce CO₂ emissions in South Gloucestershire. It will be working in partnership with residents and businesses in South Gloucestershire to achieve efficiencies in energy and fuel consumption.

Per capita CO₂ emissions



Source: South Gloucestershire Council, Planning, Transportation and Strategic Environment Department - via Defra

* Defra: Department for Environment, Food and Rural Affairs. The Defra data is currently subject to scrutiny and may be amended at a later date.

ADAPTING TO CLIMATE CHANGE

South Gloucestershire Council has signed up to the Nottingham Declaration on Climate Change.

This includes a requirement that the council assesses the risks associated with climate change and the implications for its services and communities, and that it encourages all sectors in the local community to take the opportunity to adapt to the impacts of climate change.

Defra* has defined 'Levels of Achievement' for local authorities to measure their progress in planning to adapt to climate change:

- Level 0 Getting started
- Level 1 Public commitment and impacts assessment
- Level 2 Comprehensive risk assessment
- Level 3 Comprehensive action plan
- Level 4 Implementation, monitoring and continuous review

The council is committed to achieving Level 1 by March 2009, Level 2 by March 2010, and Level 3 by March 2011.

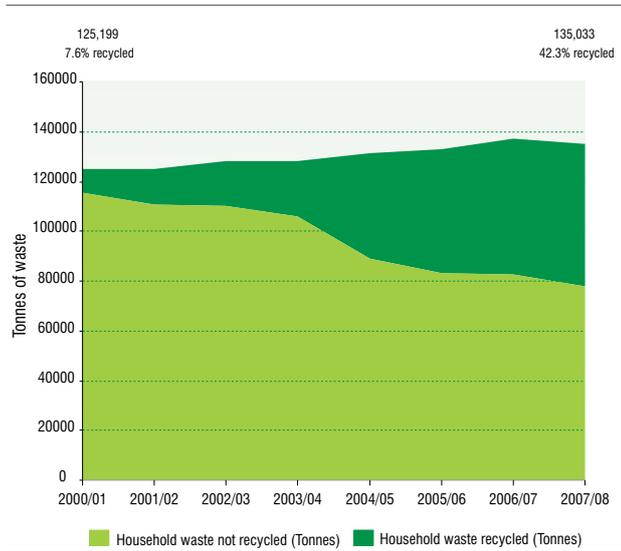
*Defra: Department for Environment, Food and Rural Affairs

Household waste collected and recycled

The indicator below measures the statutory recycling and composting rate and is a new indicator for this year's report. It will provide more accurate data than reports in previous years as it is calculated on amounts actually recycled rather than recovered. In the financial year of 2007/2008, 135,033 tonnes of household waste were produced by households in South Gloucestershire of which 42.3% was recycled. Since 2000/2001, total household waste has increased by 7.9%, whilst the proportion which is recycled has increased five times.

Compared to the period 2006/07 (when 137,063 tonnes were collected), total household waste has gone down by 1.4%. The decline in the economy is possibly a factor which has influenced less household waste being produced over the period 2007/08.

Quantity of household waste and method of disposal

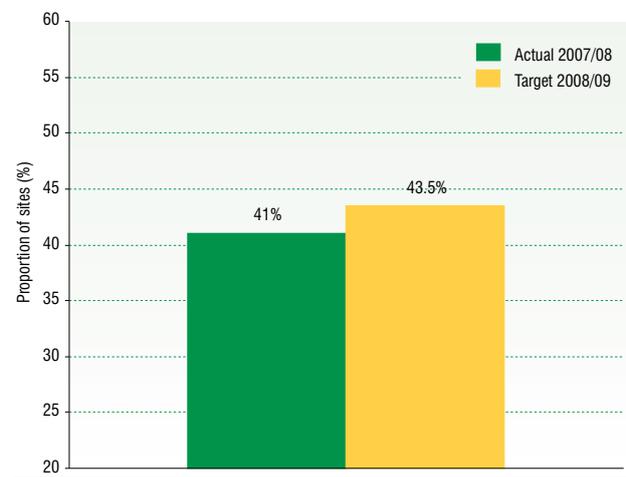


Source: South Gloucestershire Council, Waste Management Team

Improving local biodiversity

This is a new indicator for this year's report. South Gloucestershire has 320 identified local Sites of Nature Conservation Interest (SNCI) and Regionally Important Geological and Geomorphological Sites (RIGS). Of these 320 sites, 132 (41%) are currently being managed to benefit wildlife and maximise their value for biodiversity. The target is to increase the total number of actively managed local sites in South Gloucestershire by 8 per year (an increase of 2.5% per year). By the end of the financial year 2008/09, the target is to increase the proportion of actively managed sites to 43.5% of the total. Active management of sites will be delivered primarily through Woodland Grant (Forestry Authority) and Environmental Stewardship (Natural England) Schemes.

Proportion of actively managed sites



Source: South Gloucestershire Council, Planning, Transportation and Strategic Environment Department



Maintaining economic prosperity

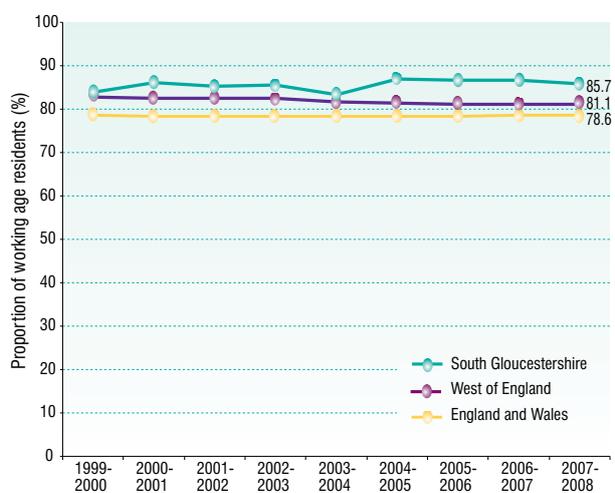
Economic activity

The economic activity rate measures the proportion of the working age population who are in employment or unemployed, and is therefore a useful general measure of the labour market opportunities available to people.



The graph shows the economic activity rate in South Gloucestershire is 85.7% and remains above both the national and regional averages.

Proportion of working age residents who are economically active



Source: Annual Population Survey (Office of National Statistics)

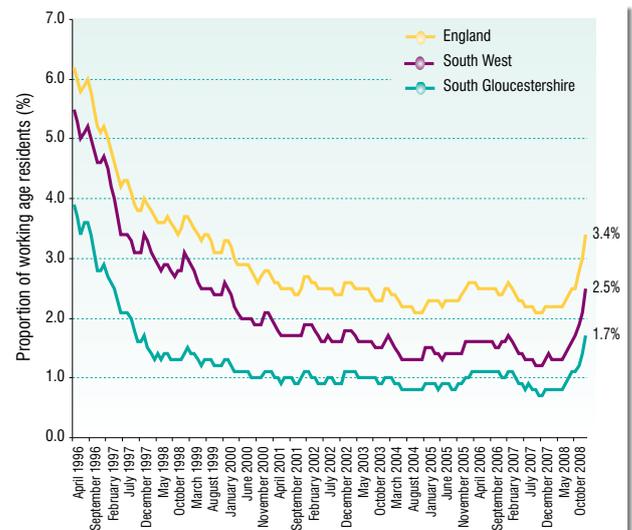
Unemployment

The monthly claimant count is not the official unemployment rate, but it is the most detailed and regularly updated source of unemployment data at local level. The claimant count measures the number of people claiming unemployment-related benefits (Job Seekers Allowance and National Insurance credits) at Employment Service local area offices.

The graph shows how the current economic recession has dramatically affected the level of unemployment at national, regional and local levels.

In January 2009, 2,075 of South Gloucestershire's resident population were claiming Job Seekers Allowance (about 1,500 more than were claiming the benefit 12 months earlier - a 126% increase). Over the last 12 months, the rate at which Job Seekers Allowance claimants has increased has been much higher in South Gloucestershire than has been experienced nationally and regionally (54% and 87% respectively).

Unemployment trends – 1996-2008

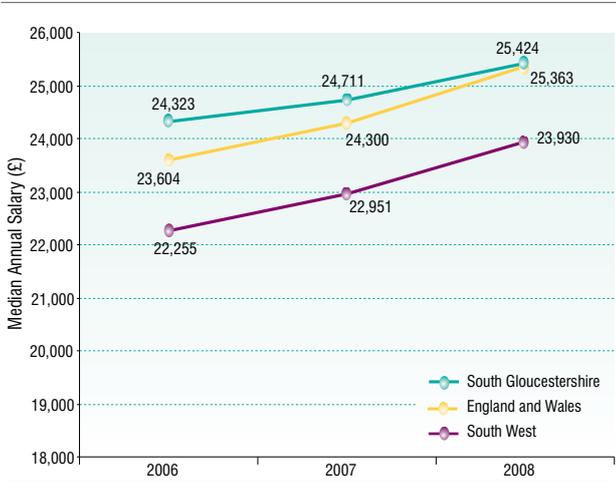


Source: JSA claimant count (Office of National Statistics - via NOMIS)

Average annual earnings

In 2008, the median annual salary for a full time worker living in South Gloucestershire was £25,424, representing a 2.9% increase on the 2007 figure (£24,711). The graph shows that the average earnings are higher in South Gloucestershire than they are both nationally and regionally, and that the gap between the national rate and the local rate is getting smaller.

Median gross annual earnings (residents)

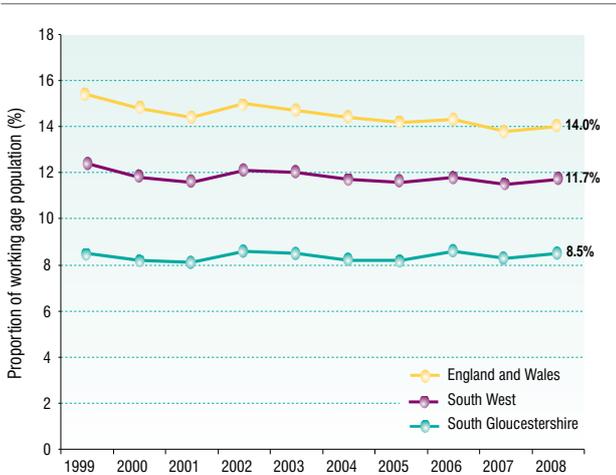


Source: Annual Survey of Hours and Earnings (Office of National Statistics)

Proportion of working age population claiming key benefits

In August 2008, approximately 8.5% of South Gloucestershire's resident working age population received key benefits*. The graph shows the claimant rate in South Gloucestershire remains significantly lower than the national and regional averages.

Proportion of the working age population claiming key benefits



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

* The key benefits are Carers Allowance, Disability Living Allowance, Incapacity Benefit, Income support / Pension Credit, Job Seekers Allowance, Severe Disablement Allowance and Widows Benefit.

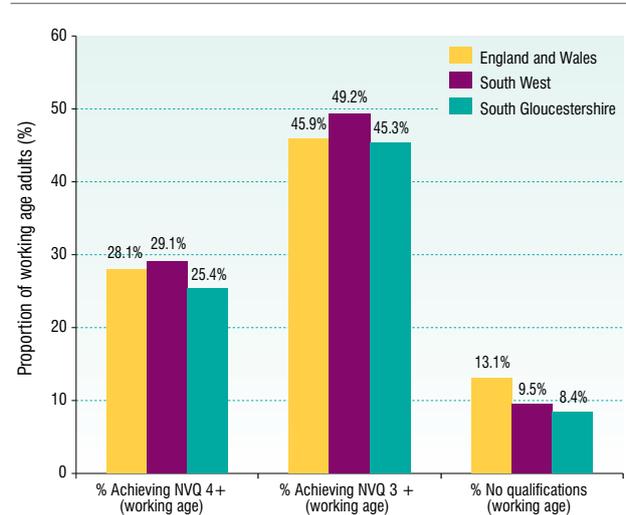
Qualifications of working age residents

In South Gloucestershire just over a quarter (25.4%) of the working age population are educated to NVQ Level 4 or above. This is below both the England and Wales, and the regional averages (28.1% and 29.1% respectively).

In South Gloucestershire about 45.3% of the working age residents are educated to NVQ Level 3, which represents a slight decrease compared to the previous year (45.7%). This is just below the national average (45.9%) and nearly 4% lower than the South West average (49.2%).

There are about 13,300 adults of working age in South Gloucestershire with no qualifications (about 8.4% of the total workforce). This is a slight increase from the previous year (8.0%) but is lower than the national and regional rates.

Qualifications of working age residents – 2007



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



Some demographic information about South Gloucestershire

Area: 53,510 hectares

Wards: 35 (70 ward Councillors)

Population: 256,516 (Office of National Statistics mid year estimate, 2007)

■ **Males:** 127,266

■ **Females:** 129,250

■ **Children age 0-15 years:** 49,400 (19.3% of total population)

■ **Working age (16-59 Female, 16-64 Male):** 159,300 (62.1% of total population)

■ **Pensionable age (60+ Female, 65+ Male):** 47,800 (18.6% of total population)

Population density: 4.8 persons per hectare

Households: 106,847 (Valuation Office Agency, March 2008)

Black and Minority Ethnic Population: 11,900 (4.7% of total population)
(Office of National Statistics, 2006 - Experimental statistics)

For more information about this report and our area: our future – the Sustainable Community Strategy for South Gloucestershire contact:

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Map of South Gloucestershire



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