South West Observatory Local Profiles
Wiltshire

Key Facts

- **Life expectancy** in Wiltshire for both men (79.5 years) and women (83.5 years) was higher than the South West and England average.
- The rate of **teenage conception** in Wiltshire (30.6 per 1,000 women aged 15-17) was the lower than the rates for the South West (34.5 per 1,000) and England (40.2 per 1,000).
- The **crime rate** in Wiltshire (26.1 per 1,000 population) was lower than the rate for the South West (33.8 per 1,000) and England and Wales (41.3 per 1,000).
- Median gross **annual pay** in Wiltshire was £26,816 (South West £24,922, England £26,165)
- The latest **unemployment rate** for Wiltshire is 3.5% (South West 6.0%, England 7.6%)
- 60.3% of Wiltshire pupils achieved **5+ GCSEs** grades A*-C or equivalent, including Maths and English (South West 57.5%, England 58.3%).
- Wiltshire lowest quartile **affordability ratio** (house price to earnings ratio: a higher ratio means less affordable housing) was 8.6 (South West 8.2, England 6.7).
- There were 277 **road casualties** per 100,000 population in Wiltshire (South West 310, England 355).

Demographics

Population by Local Authority

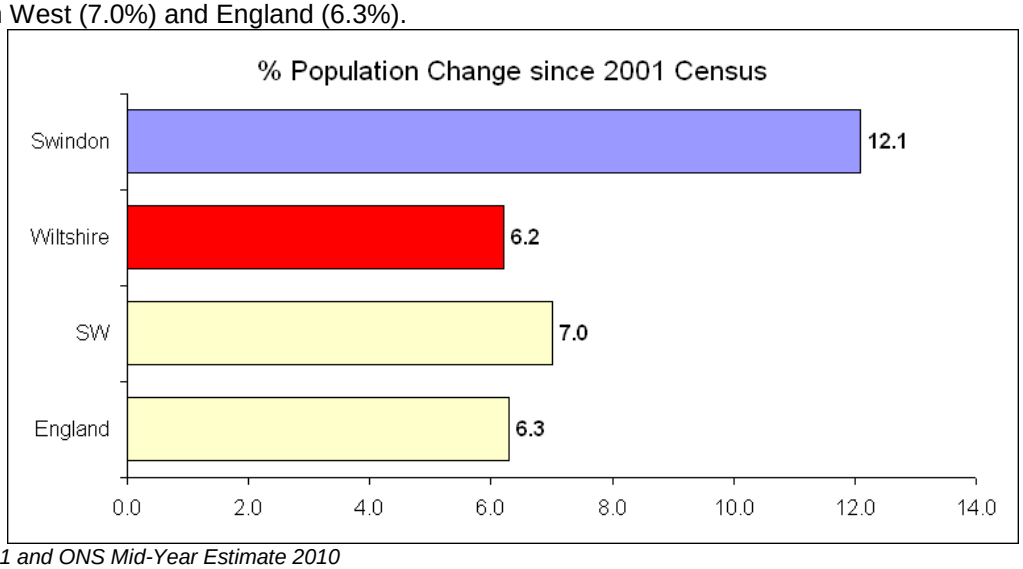
- At 459,800, the population of Wiltshire is nearly 9% of the total South West population.
- Wiltshire has the 3rd lowest population density of the 16 South West county and unitary authorities.

	Population (000s)	Area (sq km)	Persons per sq km
Wiltshire	459.8	3,255	141
Swindon and Wiltshire LEP	661.6	3,485	190
South West	5,273.7	23,837	221
England	52,234.0	130,281	401

ONS Mid Year Estimates 2010 / ONS Census 2001 Urban Area data

Population Change

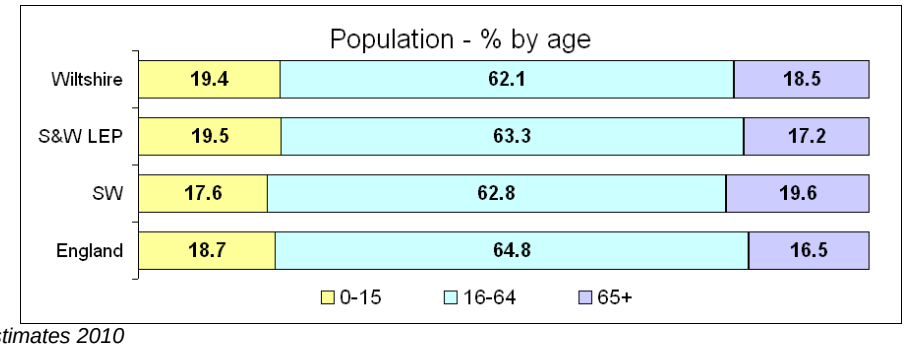
- Since the 2001 census, Wiltshire's population has increased by 6.2%, a lower rate of growth than the South West (7.0%) and England (6.3%).



Census 2001 and ONS Mid-Year Estimate 2010

Population by Age

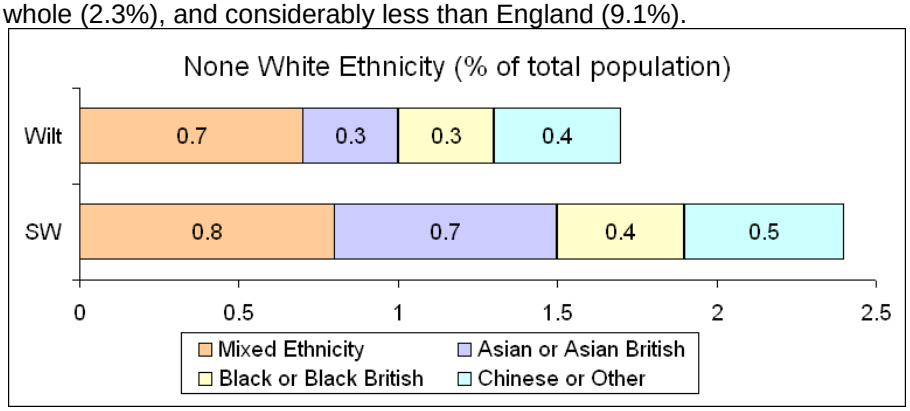
- Wiltshire has the 2nd highest % of children and the 6th lowest % of older people among the 16 South West county and unitary authorities.



ONS Mid Year Estimates 2010

Ethnicity

- At 1.6% of the population in 2001, Wiltshire had a lower proportion of ethnic minorities than the South West as a whole (2.3%), and considerably less than England (9.1%).

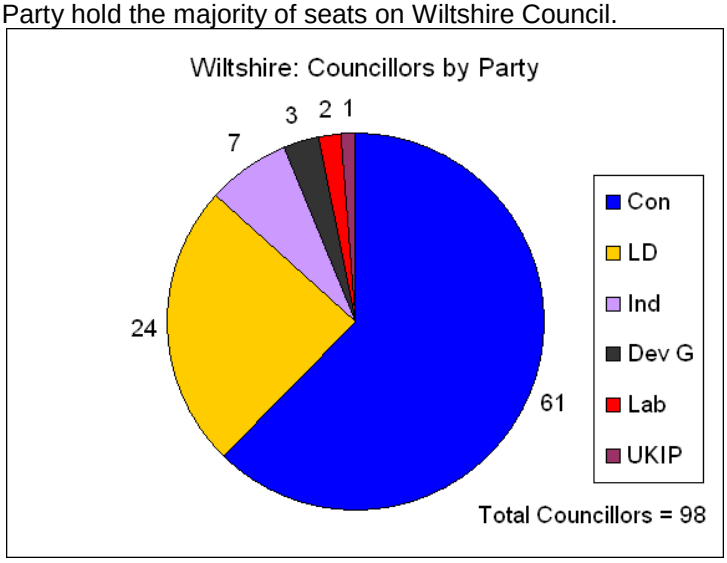


ONS 2001 Census

Local Authority

Political Representation

- Wiltshire includes 5 Parliamentary Constituencies. Four (Devizes, Salisbury, Wiltshire North and Wiltshire South West) all have Conservative MP's. One (Chippenham) has a Liberal Democrat MP.
- The Conservative Party hold the majority of seats on Wiltshire Council.



Council Tax 2010/11

- In Wiltshire, the average council tax per dwelling is £1,424 (South West £1,272, England £1,196). Average Band D council tax is £1,514 (South West £1,500, England £1,439).
- Due to the Government freeze on Council Tax these figures are almost identical to those for 2010/11.

CLG Local Government Finance Council Taxes 2011/12

Health

Life Expectancy

- Male life expectancy in Wiltshire is 79.5 years (South West: 79.2, England: 78.3).
- Female life expectancy is 83.5 years (South West: 83.3, England: 82.3).
- These were the 99th (for men) and 83rd (for women) longest life expectancies out of 326 unitary and district authorities in England.

ONS Life Expectancy at Birth 3-year rolling average 2007-09

Infant Mortality

- Wiltshire's infant mortality rate is below both the South West and England rates.
- Since 2005-07, rates have increased while the rates for the South West and England have decreased.

Mortality all causes – Infants < 1 year				
Deaths/1000 live births	**2004-06**	**2005-07**	**2006-08**	**2007-09**
Wiltshire	3.2	3.2	3.5	3.9
South West	4.4	4.2	4.1	4.0
England	5.0	4.9	4.8	4.7

National Centre for Health Outcomes Development 3-yr rolling average 2007-09.

Teenage Conceptions

- Wiltshire's teenage conception rate is lower than the rates for both the South West and England.
- The rate is higher than 3 years previously, as opposed to the England figure which has steadily reduced.

Conception rates per 1000 women aged 15-17			
3-year rolling averages	**2001-03**	**2004-06**	**2007-09**
Wiltshire	29.8	28.7	30.6
South West	35.5	34.3	34.5
England	42.4	41.1	40.2

ONS 3-year rolling average 2007-09

NHS Trust Performance Indicators

- The Care Quality Commission's new Annual Health Check gives all NHS organisations a two-part annual performance rating.

Healthcare organisation	Overall quality of services*	Financial Managem't score*
Salisbury NHS Foundation Trust	Good	Excellent
Great Western Hospitals NHS Foundation Trust	Good	Good
Avon & Wiltshire Mental Health Partnership NHS Trust	Fair	Good
Wiltshire PCT	Fair	Fair
Great Western Ambulance Service NHS Trust	Weak	Fair

*excellent, good, fair, or weak

- Of the 12 Ambulance Services in England in 2010/11, South Western had the 3rd highest 8 minute response rate and the 6th lowest 19 minute response rate. Both rates have improved from the previous year.

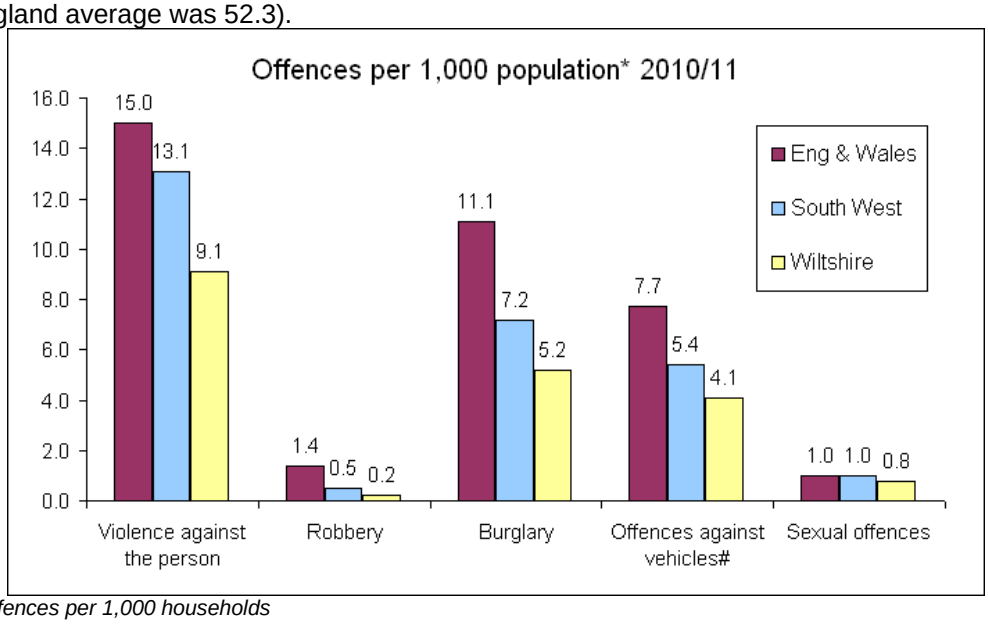
Ambulance response *time target – Category A*	South Western	England target
Arrive within 8 minutes	76.9%	>75%
Arrive within 19 minutes	96.1%	>95%

Care Quality Commission Annual Health Check 2008/09 / DH Ambulance Services, England 2010-11

Crime

Key Offences

- In 2010/11 Wiltshire had the 5th lowest overall crime rate of the 16 county and unitary authorities in the South West (including the Isles of Scilly) at 26.1 offences per 1,000 population.
- The overall crime rate was lower than the South West average (33.8) and the average for England and Wales (41.3).
- Overall crime in Wiltshire fell from a rate of 29.1 in 2009/10. This included decreases in violence against the person and burglary, although there were increases in robbery and sexual offences.
- In 2010/11 Wiltshire Police ranked 3rd highest out of all 38 English force areas (for local people having confidence in the police and local councils dealing with issues (57.3% strongly agree/tend to agree, the England average was 52.3).



** Burglary: Offences per 1,000 households*
 # Aggregates theft of a vehicle and theft from a vehicle
Home Office Crime in England & Wales 20010/11/British Crime Survey 2010/11

Earnings and Economy

Gross Annual Pay

- Median gross full-time annual pay for Wiltshire residents is £26,816, an increase of 5.3% on 2010. This is the third highest value for any county or unitary authority in the South West, and above the median for both the South West (£24,922) and England (£26,615).
- The equivalent pay figure for those working in Wiltshire is only £24,965 suggesting that higher earners commute out of the county to work.
- Median gross full-time annual pay for Wiltshire resident men is 35% higher than women. In the South West men's pay is 29% higher and in England 25% higher.

ONS Annual Survey of Hours & Earnings (ASHE) 2011

Local Enterprise Zones (LEPs)

- Local Enterprise Partnerships (LEPs) are locally-owned partnerships between local authorities and businesses and play a central role in determining local economic priorities and undertaking activities to drive economic growth and the creation of local jobs.
- Wiltshire is in a LEP with Swindon Unitary Authority. The table below summaries some key facts across local authorities within this LEP:

	Median Pay	Enterprise 3-year Survival Rate (from 2007)	School Qualifications*	Median House Price	Affordability**	Crime Rate (per 1,000 pop)
Swindon	£26,900	65.1%	52.0%	£141,250	6.5	43.1
Wiltshire	**£26,816**	**68.3%**	**60.3%**	**£197,750**	**8.6**	**26.1**
South West	£24,922	65.9%	57.5%	£181,500	8.2	33.8
England	£26,615	62.9%	58.3%	£175,000	6.7	41.3

** % scoring 5+ GCSEs at grade A*-C, including Maths and English*

*** ratio of lowest quartile earnings to lowest quartile house prices*

Productivity (GVA)

- In 2009, Wiltshire's Gross Value Added (GVA) per head was £17,492. The value for the South West was £18,184 and England £20,498.
- Between 2008 and 2009 there was a decrease in Wiltshire's GVA per head, of -3.4% (South West -2.3%, England -2.2%). This was the 2nd biggest decrease for the 12 NUTS3 areas in the South West.
- Over the last 10 years Wiltshire's GVA per head has increased by 43.7% (South West 43.2%, England 44.3%).

ONS Gross Value Added 1997-2009 (ONS Dec 11)

Enterprise Survival Rate

- At the end of 2010 there were 25,685 VAT/PAYE registered businesses in the Swindon and Wiltshire LEP area, of which 19,665 were in Wiltshire.
- During 2010, there was a decrease in the number of VAT registered businesses in Wiltshire, of -1.3% (South West -0.2%, England -1.9%).
- The 3-year survival rate of enterprises that started in 2007 in Wiltshire is 68.3% (South West: 69.0%, England: 66.2%). The survival rate has increased from 68.4% in 2006.
- Wiltshire had 1,635 new businesses in 2010, a fall of 7.1% from 2009 (South West -0.6%, England -0.7%).

ONS Business Demography 2010.
Data Limitations: Business Demography statistics exclude Agriculture

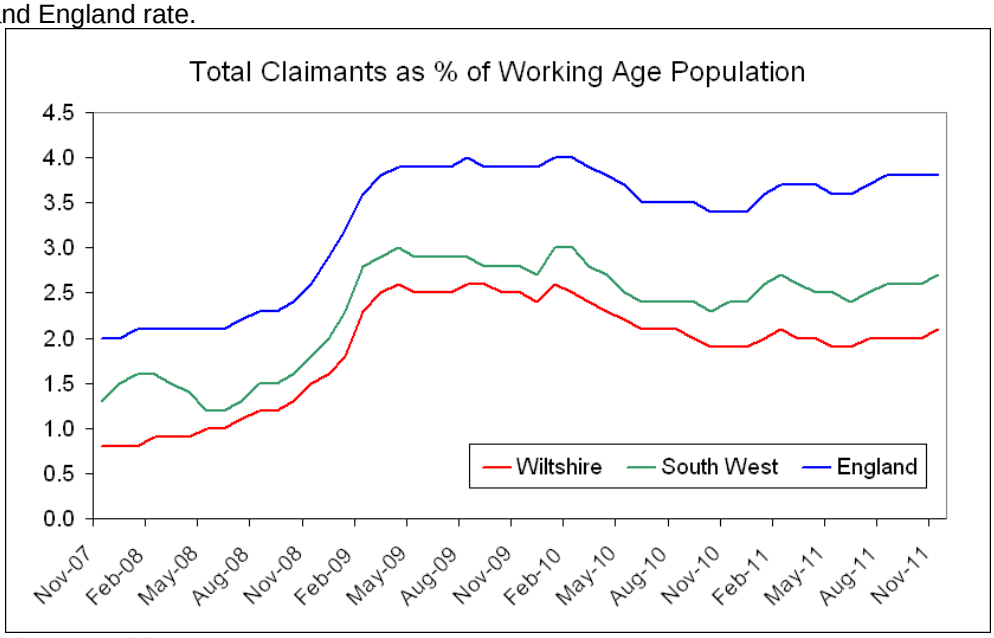
Employment

Unemployment and Claimant Rate

- Wiltshire's working age **employment** rate is higher than the rates for both the South West and England but has fallen since the previous reporting period.

% of working age population	Jan 09 – Dec 09	Jan 10 – Dec 10	% point change
Wiltshire	80.2	77.0	-3.2
South West	74.2	73.6	-0.6
England	70.9	70.4	-0.5

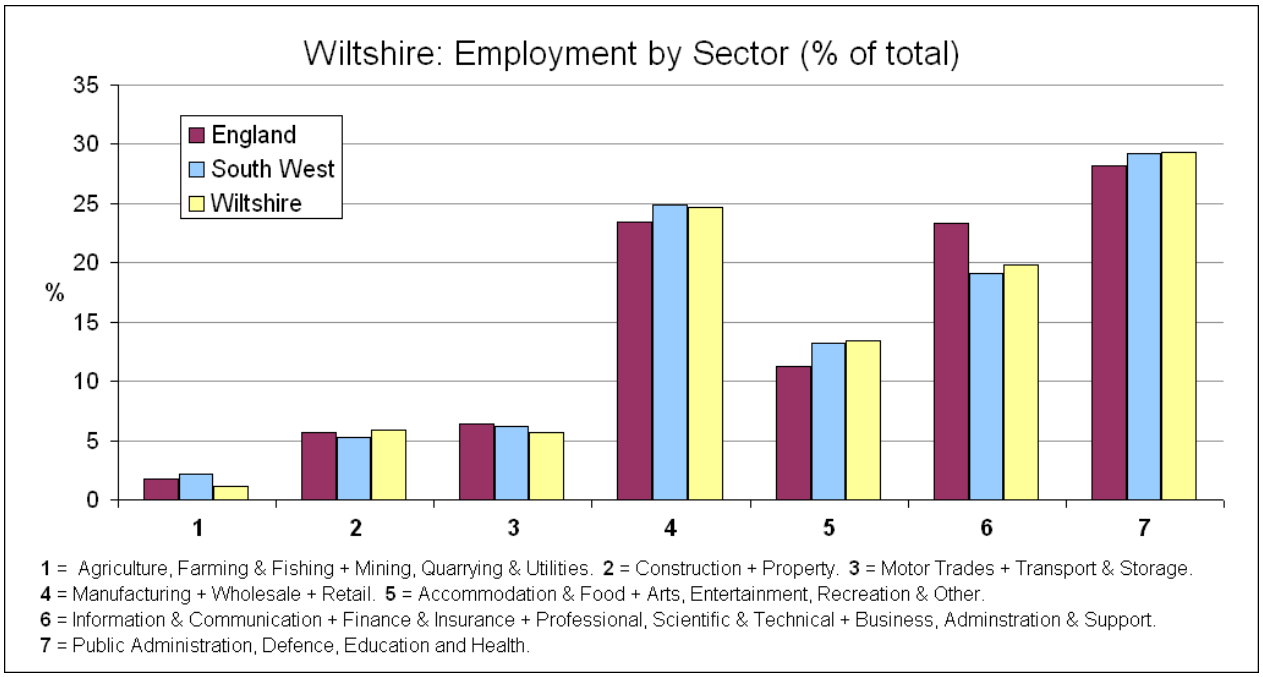
- The latest **unemployment** rate for Wiltshire is 3.5% of the economically active 16+ population (South West 6.0%, England: 7.6%).
- Wiltshire's **claimant count** rate has increased in the last year, but remains lower than both the South West and England rate.



ONS Claimant Count, Dec 2011

Employment by Sector

- The largest proportion of jobs in Wiltshire is in public administration, defence, education and health (29.3%), followed by manufacturing, wholesale and retail (24.7%).

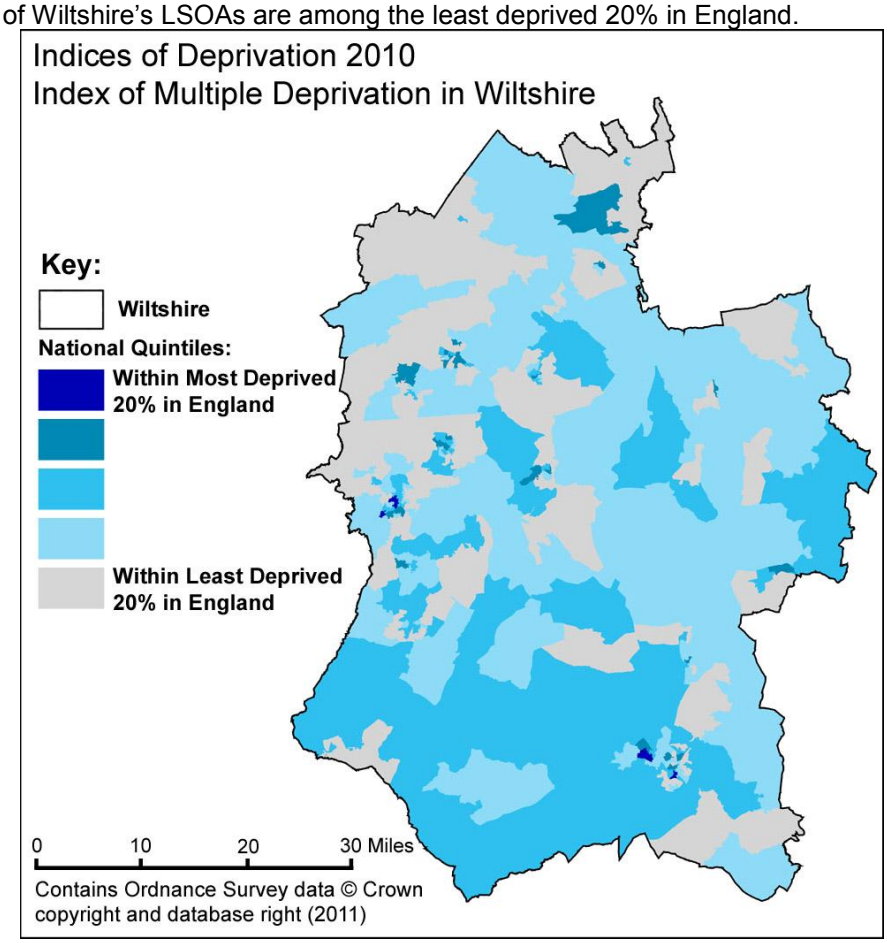


Business Register and Employment Survey 2010 (available via NOMIS)

Indices of Multiple Deprivation

Index of Multiple Deprivation (IMD) 2010

- In the IMD 2010, 5 (2%) of Wiltshire's 281 Lower Super Output Areas (LSOAs) are ranked within the most deprived 20% in England.
- Just one LSOAs (in Salisbury) is among the most deprived 10% in England.
- 105 (37%) of Wiltshire's LSOAs are among the least deprived 20% in England.

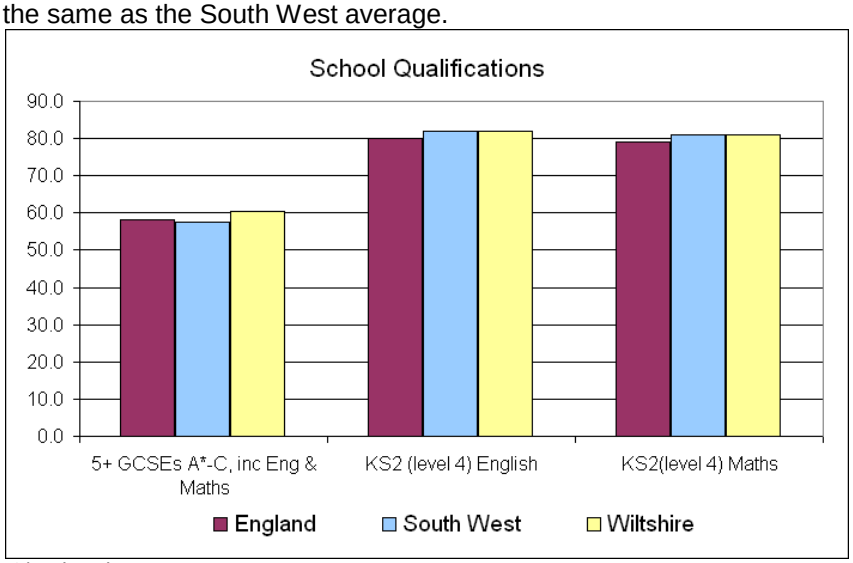


For more maps and analysis see the full SWO IMD Profile for Wiltshire, see the PDF available at: http://www.swo.org.uk/local-profiles/indices-of-multiple-deprivation/

Education and Skills

School Qualifications

- Results for 2010/11 show 60.3% of pupils in the Wiltshire Local Education Authority (LEA) achieved 5+ GCSEs or equivalent at Grade A*-C including English & Maths by the end of Key Stage 4. This was higher than the rate for both the South West (57.5%) and England (58.3%).
- Wiltshire LEA's latest Key Stage 2 pass rates for English and Maths were higher than the England average and the same as the South West average.



DfE GCSE & KS2 2010/11 (prov)
NB: provisional figures are based on data provided by Awarding Bodies, subject to checking by schools, and so should be treated with caution. Figures may be different in future revised releases

School Absenteeism

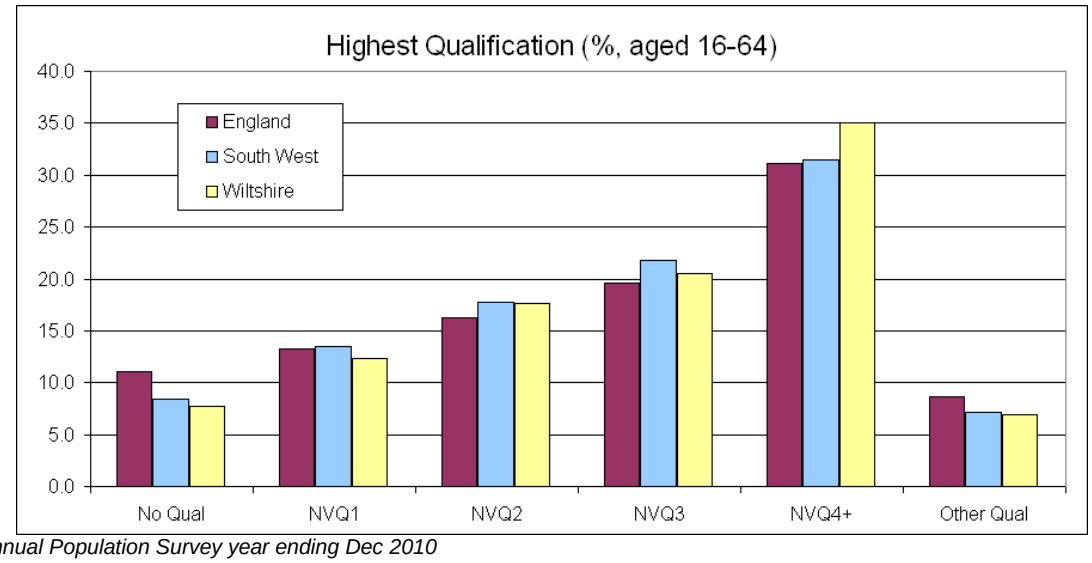
- The percentage of half days missed due to unauthorised absence by pupils in Wiltshire primary schools is lower than the South West and England averages.
- At secondary school level, unauthorised absence rates are lower than England's but higher than the South West rate.

% of half days missed, unauthorised absence	Maintained primary schools	Maintained secondary schools
Wiltshire	0.44	1.19
South West	0.49	1.10
England	0.67	1.38

DfE Pupil Absence in Schools in England 2009/10

Workforce Qualifications

- The proportion of the Wiltshire workforce with no qualifications (7.7%) is lower than both the South West (11.1%) and England (8.4%).
- The proportion of Wiltshire's workforce with NVQ 4 (degree & equiv.) qualifications & above (35.0%) is higher than both the South West (31.5%) and England (31.1%).

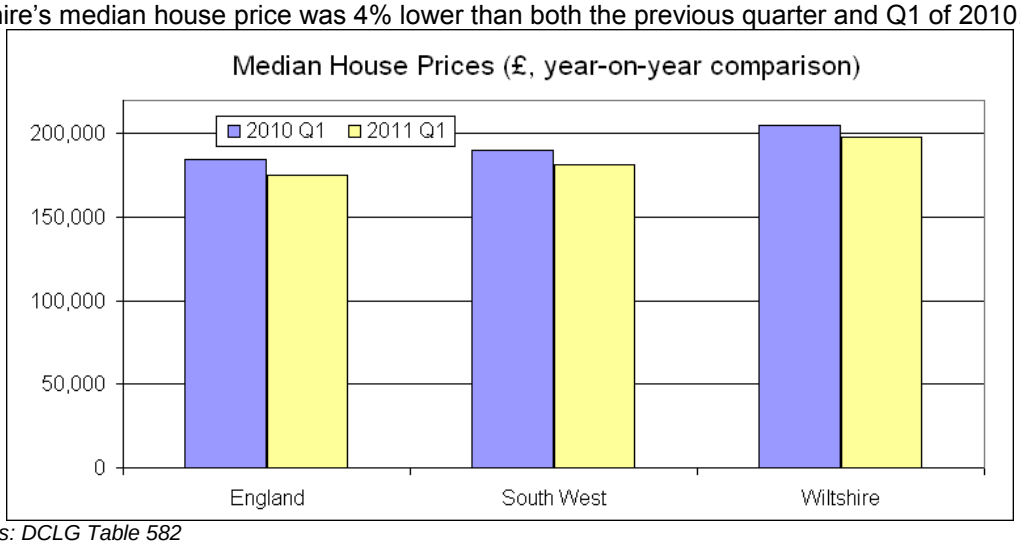


ONS Annual Population Survey year ending Dec 2010

Housing

House Prices

- In Q1 2011, the median house price in Wiltshire was £197,750, 9% higher than the South West median (£181,500) and 13% above the England median (£175,000).
- Wiltshire's median house price was 4% lower than both the previous quarter and Q1 of 2010.



House Prices: DCLG Table 582

Affordability

- Affordability ratios are calculated as house price divided by annual workplace-based earnings.
- Using median house prices and earnings gives Wiltshire a median affordability ratio in of 8.3 (South West 7.9, England 7.0).
- The lower quartile (LQ) ratio based on lower quartile house prices and earnings better reflects the first time buyers' market. The LQ ratio in Wiltshire is 8.6 (South West 8.2, England 6.7).

DCLG Tables 576 and 577

Homelessness and Temporary Accommodation

- In the financial year of 2010/11, Wiltshire accepted 240 households (1.3 per 1,000) as being homeless and in priority need (South West 1.5, England 2.0). Wiltshire had 145 households in temporary accommodation, none of which were in bed and breakfast accommodation.
- In the same year in Wiltshire there were a total of 1,452 households where positive action was successful in preventing or relieving homelessness (7.8 per 1,000 households, South West 7.2, England 8.7).

DCLG Tables 784 and 792. For more information on homelessness prevention and relief data see: http://bit.ly/pRGark

Planning and Land Use

Planning Decisions

- In the year ending March 2011, Wiltshire made decisions on 5,794 planning applications, 178 of which were for major developments.
- Time taken to decide applications by different development type are shown in the table below.

Speed of decision by development type			
	% major within 13 weeks	% minor within 8 weeks	% other within 8 weeks
Wiltshire	60	71	85
South West	64	72	84
England	66	75	86

CLG Statistics of Planning Applications Q1 to year ending Mar 11

Land Use

- In 2007-10, the percentage of new dwellings built on previously developed land in Wiltshire was 51%. This was lower than the proportion for the South West (66%) or England (77%) and a decrease from 57% since 2003-06.
- In 2007-10, the density of new dwellings built per hectare in Wiltshire was 32 (South West 38, England 43). This was an increase from 28 per hectare in 2003-06.

CLG Land Use Change in England to 2011

Environment

The South West Observatory and the Environment Agency have produced a series of Environment Profiles for local authorities in the South West. These can be found here:
http://www.swenvo.org.uk/south-west-local-profiles/

The Wiltshire Profile is here:
http://www.swenvo.org.uk/south-west-local-profiles/wiltshire-profiles/wiltshire-council/

Environmental Designations

- Wiltshire contains three Areas of Outstanding Natural Beauty, Cranbourne Chase & West Wilts Downs, North Wessex Downs and part of the Cotswolds. Wiltshire also includes a small part of the New Forest National park.
- More than 250 Sites of Special Scientific Interest are included in Wiltshire, including Salisbury Plain, Savernake Forest and Fyfield Down.
- There are seven National Nature Reserves in Wiltshire, covering 1011Ha.

Wiltshire County Council website/Countryside agency

Green Belt

- Wiltshire contains 6,910 Ha of designated Green Belt land.

CLG Local Planning Authority Green Belt Statistics 2009/10

Transport

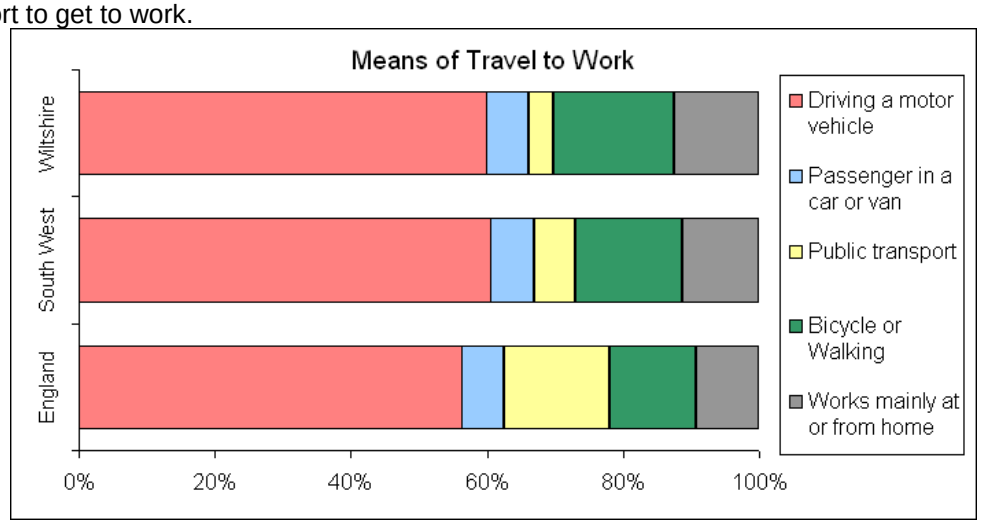
Road Casualties

- In 2010, there were 277 road casualties per 100,000 people in Wiltshire, lower than the rate for the South West (310) and England (355).
- 18.0% of these casualties resulted in death or serious injury, higher than the South West and England rates (both 11.5%).This was the highest rate for any county or unitary authority in the South West.

DfT Road Casualties Great Britain 2010

Travel to Work

- The 2001 Census measured travel to work patterns. Wiltshire had a higher proportion of people walking or cycling to work than either the South West or England, but fewer people used public transport to get to work.



ONS Census 2001 Key Statistics