



# Market Towns Project

Prepared for

Gloucestershire Market Towns Forum

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## Contents

Foreword.....	7
Richard Wakeford, Chair of the Gloucestershire Market Towns Forum .....	7
1. Introduction .....	9
2. Methods .....	10
2.1 Qualitative Analysis:.....	10
2.2 Quantitative Analysis .....	11
2.2.1 Building Comparative Domains/Indicators .....	11
2.2.2 Indices of Multiple Deprivation .....	11
3. Market Town Fiches .....	18
3.1 Chipping Campden .....	20
3.2 Churchdown .....	23
3.3 Cinderford .....	26
3.4 Cirencester .....	29
Prioritisation and data .....	32
3.5 Coleford.....	33
Prioritisation and data .....	36
3.6 Lechlade-on-Thames .....	37
3.7 Lydney .....	40
3.8 Moreton-in-Marsh .....	45
3.9 Nailsworth .....	48
3.10 Newent.....	51
3.11 Stonehouse .....	55
3.12 Stow-on-the-Wold .....	59
3.13 Tetbury.....	63
3.14 Tewkesbury .....	67
3.15 Winchcombe .....	70
3.16 Wotton-under-Edge .....	74
4. Market towns: insights from interviews.....	78
4.1 Imbalanced development - Housing and infrastructure.....	78
4.2 Services .....	79
4.3 Social deprivation and hardship .....	80
4.4 Aging population .....	80
4.5 Contrasting geographies .....	81
4.6 Conclusions .....	81

5. Appendices.....	82
5.1 LSOA boundary maps of Market Towns .....	83
5.2 Quantitative Analysis: Data tables .....	100
5.3 Qualitative Analysis: Data tables .....	106
5.1.1 Deprivation scores at LSOA Level: Overall IMD .....	107
5.2 Comparative Maps: Broadband Analysis at Postcode Area Level .....	115
5.3 Comparative Maps: Accessibility to Services at Postcode Area Level.....	118

## Tables & Figures

Figure 2.1 Map showing how LSOAs (coloured polygons) overlap the parish boundary of Winchcombe (white boundary) .....	15
Figure 2.2 Map showing OpenPopGrid population data (each black cross is a data point for an individual building) for Winchcombe and surrounding area .....	15
Figure 2.3 Map showing OpenPopGrid population “clipped” to the parish boundary of Winchcombe .....	16
Figure 2.4 Map showing the 16 market towns in Gloucestershire.....	17
Table 3.1 Overall and domain-specific wellbeing rankings for Gloucestershire market towns .....	19
Figure 3.1 Quartile rankings for wellbeing domains in Chipping Campden relative to other Gloucestershire market towns.....	20
Table 3. 2. Chipping Campden deprivation rankings and scores.....	21
Figure 3.2 Quartile rankings for wellbeing domains in Churchdown relative to other Gloucestershire market towns.....	23
Table 3. 3. Churchdown deprivation rankings and scores.....	24
Figure 3.3 Quartile rankings for wellbeing domains in Cinderford relative to other Gloucestershire market towns.....	26
Table 3. 4. Cinderford deprivation rankings and scores.....	27
Figure 3.4 Quartile rankings for wellbeing domains in Cirencester relative to other Gloucestershire market towns.....	30
Table 3. 5. Cirencester deprivation rankings and scores.....	31
Figure 3.5 Quartile rankings for wellbeing domains in Coleford relative to other Gloucestershire market towns.....	34
Table 3. 6. Coleford deprivation rankings and scores .....	35
Figure 3.6 Quartile rankings for wellbeing domains in Lechlade relative to other Gloucestershire market towns.....	38
Table 3. 7. Lechlade deprivation rankings and scores .....	39
Figure 3.7 Quartile rankings for wellbeing domains in Lydney relative to other Gloucestershire market towns.....	42
Table 3. 8. Lydney deprivation rankings and scores .....	43
Figure 3.8 Quartile rankings for wellbeing domains in Moreton-in-Marsh relative to other Gloucestershire market towns.....	45

Table 3. 9. Moreton-in-Marsh deprivation rankings and scores .....	46
Figure 3.9 Quartile rankings for wellbeing domains in Nailsworth relative to other Gloucestershire market towns.....	48
Table 3. 10. Nailsworth deprivation rankings and scores.....	49
Figure 3.10 Quartile rankings for wellbeing domains in Newent relative to other Gloucestershire market towns.....	52
Table 3. 11. Newent deprivation rankings and scores.....	53
Figure 3.11 Quartile rankings for wellbeing domains in Stonehouse relative to other Gloucestershire market towns.....	56
Table 3. 12. Stonehouse deprivation rankings and scores .....	57
Figure 3.12 Quartile rankings for wellbeing domains in Stow-on-the-Wold relative to other Gloucestershire market towns.....	60
Table 3. 13. Stow-on-the-Wold deprivation rankings and scores .....	61
Figure 3.13 Quartile rankings for wellbeing domains in Tetbury relative to other Gloucestershire market towns.....	64
Table 3. 14. Tetbury deprivation rankings and scores.....	65
Figure 3.14 Quartile rankings for wellbeing domains in Tewkesbury relative to other Gloucestershire market towns.....	67
Table 3. 15. Tewkesbury deprivation rankings and scores.....	68
Figure 3.15 Quartile rankings for wellbeing domains in Winchcombe relative to other Gloucestershire market towns.....	71
Table 3. 16. Winchcombe deprivation rankings and scores.....	72
Figure 3.16 Quartile rankings for wellbeing domains in Wotton-Under-Edge relative to other Gloucestershire market towns.....	75
Table 3. 17. Wotton-under-Edge deprivation rankings and scores.....	76
Figure 3.1 Ordnance Survey and satellite image maps of Chipping Campden showing LSOA boundaries .....	83
Figure 3.2 Ordnance Survey and satellite image maps of Churchdown showing LSOA boundaries .....	84
Figure 3.3 Ordnance Survey and satellite image maps of Cinderford showing LSOA boundaries .....	85
Figure 3.4 Ordnance Survey and satellite image maps of Cirencester showing LSOA boundaries .....	86
Figure 3.5 Ordnance Survey and satellite image maps of Coleford showing LSOA boundaries .....	87
Figure 3.6 Ordnance Survey and satellite image maps of Lechlade showing LSOA boundaries .....	88
Figure 3.7 Ordnance Survey and satellite image maps of Lydney showing LSOA boundaries	89
Figure 3.8 Ordnance Survey and satellite image maps of Moreton-in-Marsh showing LSOA boundaries .....	90
Figure 3.9 Ordnance Survey and satellite image maps of Nailsworth showing LSOA boundaries .....	91
Figure 3.10 Ordnance Survey and satellite image maps of Newent showing LSOA boundaries .....	92
Figure 3.11 Ordnance Survey and satellite image maps of Stonehouse showing LSOA boundaries .....	93



Figure 3.12 Ordnance Survey and satellite image maps of Stow-on-the-Wold showing LSOA boundaries .....	94
Figure 3.13 Ordnance Survey and satellite image maps of Tetbury showing LSOA boundaries .....	95
Figure 3.14 Ordnance Survey and satellite image maps of Tewkesbury showing LSOA boundaries .....	96
Figure 3.15 Ordnance Survey and satellite image maps of Winchcombe showing LSOA boundaries .....	97
Figure 3.16 Ordnance Survey and satellite image maps of Wotton-under-Edge showing LSOA boundaries .....	98
Table A 1. Index of Multiple Deprivation data per Market Town.....	100
Table A 2. Index of Multiple Deprivation data per Market Town (cont.) .....	101
Table A 3. Index of Multiple Deprivation data per Market Town (cont.) .....	102
Table A 4. Accessibility to Services data per Market Town .....	103
Table A 5. Accessibility to Services data per Market Town (cont.).....	104
Table A 6. Broadband coverage data per Market Town .....	105
Table A 7. Sources of income for market town councils .....	106
Table A 8. Presence of Neighbourhood Development Plans.....	106
Figure A 1. Deprivation scores at LSOA Level: Overall IMD .....	107
Figure A 2. Deprivation scores at LSOA Level: Income .....	108
Figure A 3. Deprivation scores at LSOA Level: Employment.....	109
Figure A 4. Deprivation scores at LSOA Level: Education .....	110
Figure A 5. Deprivation scores at LSOA Level: Health.....	111
Figure A 5. Deprivation scores at LSOA Level: Crime.....	112
Figure A 6. Deprivation scores at LSOA Level: Housing .....	113
Figure A 7. Deprivation scores at LSOA Level: Environment .....	114
Figure A 8. Broadband: Premises not meeting Universal Service Obligation (USO) .....	115
Figure A 9. Broadband: Superfast broadband use.....	116
Figure A 10. Broadband: Ultrafast broadband use .....	117
Figure A 11. Accessibility: Further education colleges (by car) .....	118
Figure A 12. Accessibility: Further education colleges (by bus or walking).....	119
Figure A 13. Accessibility: Fitness facilities (by car) .....	120
Figure A 14. Accessibility: Further education colleges (by bus or walking).....	121
Figure A 15. Accessibility: GP surgeries (by car) .....	122
Figure A 16. Accessibility: GP surgeries (by bus or walking).....	123
Figure A 17. Accessibility: Hospitals (by car).....	124
Figure A 18. Accessibility: Hospitals (by bus or walking) .....	125
Figure A 19. Accessibility: Libraries (by car).....	126
Figure A 20. Accessibility: Libraries (by bus or walking) .....	127
Figure A 21. Accessibility: Pharmacies (by car).....	128
Figure A 22. Accessibility: Pharmacies (by bus or walking) .....	129
Figure A 23. Accessibility: Post offices (by car) .....	130
Figure A 24. Accessibility: Post offices (by bus or walking) .....	131
Figure A25. Accessibility: Primary schools (by car).....	132
Figure A 26. Accessibility: Primary schools (by bus or walking) .....	133
Figure A 27. Accessibility: Secondary schools (by car).....	134
Figure A 28. Accessibility: Secondary schools (by bus or walking) .....	135

Figure A 29. Accessibility: Supermarkets (by car) .....	136
Figure A 30. Accessibility: Supermarkets (by bus or walking) .....	137

## Foreword

Richard Wakeford, Chair of the Gloucestershire Market Towns Forum

When there is a national General Election, candidates seeking our votes generally draw on a manifesto, setting out their plans for the next four or five years and how they might be delivered. In the latest borough elections, for example, candidates in Tewkesbury set out a 6-point plan – promising the best customer services while keeping council tax low, and goals including a weekly bin service, more affordable housing, support for jobs and businesses and better community facilities. I experienced a similar approach when working for the Scottish Government, and it was the job of officers to translate elected members’ aspirations into action plans.

In 2019, much of Gloucestershire saw the renewal of local council mandates – sometimes involving elections, and sometimes needing to resort to co-opting new members. In the run-up, the Gloucestershire Market Towns Forum (GMTF) commissioned this informative research from our 16 town council members. The aim was to ask what priorities the refreshed town councils might envisage – and to explore how those priorities aligned with the evidence of publicly available data. In Government this is known as evidence-based policymaking – and the policies made would often be elaborated with measurable objectives and targets.

A team from the University of Gloucestershire’s Countryside and Community Research Institute approached all GMTF member councils to get an understanding of the main priorities for local action – as perceived by those councils going forward. In parallel, they gathered data from the OCSI ‘Local Insight’ profiles and some other new sources. They then compared that data with the local priorities - where councils were ready to express a view (not all felt able to do so). It is interesting to see the degree to which locally perceived priorities relate to the CCRI researched data of relative social and economic disadvantage in each local council area covered by the research.

Some of the town councils chose not to express a view about priorities: they felt it would be wrong to do so in advance of a new council arriving – whether through local elections or co-option to fill vacancies. That’s fair enough. But – in their early meetings after an election – how many of Gloucestershire’s town councils took time out to establish priorities and goals for the coming period – to guide the clerk and the new chair who will plan and lead action. This process does not need to be complicated: it’s simply about:

1. prioritising policy aims,
2. being clear about objectives and
3. setting out the likely means of getting there – with targets to measure the degree of success.

The crucial point is to ensure that the approach is “evidence-based policy making”.

I hope that that the evidence in this report will help Gloucestershire's town councils establish such an approach. As Chair of the Market Towns Forum, I say to those councils - consider how data such as you will find here can help inform priorities. Where there are gaps, see how they might be filled. What's more, this process is not only relevant to what local councils choose to deliver directly. On some issues, the evidence drawn from 'Local Insight' profiles and other sources could be instrumental in achieving action by the borough and county councils, or by the NHS.

There is a limit to what town councils can do – both in direct action themselves and through influencing action in strong partnership with other more strategic delivery bodies. But the delivery of the councillors' desired outcomes for local communities is more likely when their local council's approach is a clear strategy, underpinned by good data and embraced by the local councillors and their clerk as they work towards measurable goals.

Richard Wakeford  
Chair of the Gloucestershire Market Towns Forum  
July 2019

## 1. Introduction

The data and evidence in this report are based on considerable analysis of secondary data, presented in a new way at the level of the market town, and is supplemented by interviews with key actors in the local councils. It is important to note that the rankings are relative to other Gloucestershire Market Towns, so a poorer rank does not necessarily indicate a very poor performance compared to the national picture, but an indication of challenges and advantages in comparison to neighbours and peers. Gloucestershire Market Towns Forum, which commissioned this research, is a networking body promoting good practices amongst its members as they learn from each other to create stronger communities.

The report presents a unique snapshot of the challenges facing market towns in the county of Gloucestershire and some of the findings run counter to commonly perceived ideas about these towns, the situation of their residents and the pathways of their development. At a time of retrenchment by other parts of the state this is particularly important, as local people are looking to the local state to act and yet local councils have a paucity of resources at their disposal.

## 2. Methods

A mixed method approach was employed relying on semi-structured interviews and official quantitative data to understand the priorities of the Market Town councils and to compare them using a range of socio-economic variables. This was useful for comparing socio-economic indicators between the towns and identifying some of the gaps between the councils' priorities and the results of the quantitative analysis.

Boundaries of the market towns are defined by parish boundary. All the parish and town councils for each of the market towns were invited to contribute via an interview to this report; ten took up the opportunity.

The report covers 2018/19 members of the Gloucestershire Market Town Forum. Table 2.1 below shows the market towns included in both the qualitative and quantitative research.

Table 2. 1. Market towns included in the qualitative and quantitative research

Market town	Quantitative data	Qualitative data (interviews)
Chipping Campden	●	X
Churchdown	●	X
Cinderford	●	X
Cirencester	●	●
Coleford	●	●
Lechlade –upon-Thames	●	●
Lydney	●	●
Moreton-in-Marsh	●	X
Nailsworth	●	X
Newent	●	●
Stonehouse	●	●
Stow-on-the-Wold	●	●
Tetbury	●	●
Tewkesbury	●	X
Winchcombe	●	●
Wotton-under-Edge	●	●

### 2.1 Qualitative Analysis:

Ten out of the sixteen GMTF members took part in the qualitative part of the research, based on semi-structured interviews. The interview schedule comprised of eight open ended questions, with focus on councils past and present priorities, sources of income as well as general characteristics of the town. All interviews were conducted face to face during March-April 2019, recorded and subsequently transcribed. Interviews lasted between 40 – 60 min. Two town council representatives were present at every interview.

## 2.2 Quantitative Analysis

The quantitative analysis sought to present comparable town-level data on socio-economic indicators in Gloucestershire's market towns. The choice of foci was driven by (i) data availability – making best use of available data at this level of geography for all towns and (ii) 'modifiable' factors – elements which could be the focus of policy intervention. There is further data which is not consistently available/processed which could be the basis of future work to expand the picture of Gloucestershire's Market Towns presented in this report.

### 2.2.1 Building Comparative Domains/Indicators

The analysis used data on nine domains of socio-economic performance based on town level data (detailed in the subsequent section). In order to compare market towns, each town was given a rank for its performance in each domain relative to other market towns (simply given scores 1-16 based on performance, with ties awarded the same rank). It is important to note that these ranks are relative to other Gloucestershire market towns, so a poorer rank does not necessarily indicate a very poor performance compared to the national picture. Rather a poorer rank indicates that the market town is performing less well on this indicator than other Gloucestershire market towns and there may be lessons to learn from other towns. The rankings were then split into quartiles, and presented visually using colour coding (where, for example, dark green indicates least deprivation and dark orange indicates most deprivation), both in a table showing rankings for all towns and all domains collectively and separately for each town in each town's subsection of the report.

### 2.2.2 Indices of Multiple Deprivation

The nine domains covered in this report to measure the socio-economic performance and relative levels of deprivation of the market towns were collected from the English Indices of Multiple Deprivation (IMD) of 2015 published by the Department of Communities and Local Government<sup>1</sup>, the Gloucestershire Accessibility Matrix of 2019 published by Gloucestershire County Council<sup>2</sup>, and the Connected Nation report of 2018 published by Ofcom<sup>3</sup>. The IMD is the official measure of relative deprivation in England. The index identifies small areas in England as **Lower-layer Super Output Areas (LSOAs)** and ranks the LSOAs from the most to the least deprived. The IMD measures the degree of deprivation in seven domains. Each of the seven domains is calculated using a number of official indicators from the tax year 2012/13 as shown in table 2.1 below. The Accessibility Matrix measures the average minimum times taken by residents in a postcode area to reach and access basic services

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<sup>1</sup> For more information please see

[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/464430/English\\_Index\\_of\\_Multiple\\_Deprivation\\_2015\\_-\\_Guidance.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/464430/English_Index_of_Multiple_Deprivation_2015_-_Guidance.pdf) And  
[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/579151/English\\_Indices\\_of\\_Deprivation\\_2015\\_-\\_Frequently\\_Asked\\_Questions\\_Dec\\_2016.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/579151/English_Indices_of_Deprivation_2015_-_Frequently_Asked_Questions_Dec_2016.pdf).

<sup>2</sup> For more information please see <https://www.gloucestershire.gov.uk/inform/accessibility-transport-and-internet/accessibility-transport/>.

<sup>3</sup> - For more information please see <https://www.ofcom.org.uk/research-and-data/multi-sector-research/infrastructure-research/connected-nations-2018/data-downloads>

such as colleges, GP surgery, hospitals, libraries, fitness facilities, pharmacies, schools, and supermarkets. The Accessibility Matrix reports minimum times taken by drive or walk and bus, and in this report, we have taken the average of these two times for each postcode area. Finally, the Ofcom report includes data collected from fixed telecoms operators about the premises offered broadband coverage.

The IMD domains were calculated for each of the 16 market towns using the weighted average scores of the LSOAs based on the number of residents in each LSOA relative to the total population of the market town. Similarly, the Accessibility to Services indicators that forms the Accessibility domain as well as the Broadband coverage indicators, that forms the Broadband domain were calculated for each market town by averages that are weighted, based on the number of residents in each postcode area relative to the total inhabitants of the market town. Thus, the nine domains include in this report are:

- 1) Income Deprivation
- 2) Employment Deprivation
- 3) Education, Skills and Training Deprivation
- 4) Health Deprivation and Disability
- 5) Crime
- 6) Barriers to Housing and Services
- 7) Living Environment Deprivation
- 8) Accessibility to Services
- 9) Broadband Coverage

These nine domains can be further understood by considering the data indicators used, as outlined below in **Table 2.1** and further information about the sources of that data can be found in **Table 2.2**.

Table 2. 1. List of domains and indicators

Domain	Indicator
Education	Proportion of young people not staying on in education post-16
	Proportion of young people aged under 21 not entering higher education
	Combined indicator of adult skills and English language proficiency (based on the proportion of working-age adults (women aged 25 to 59 and men aged 25 to 64) with no or low qualifications and the proportion of the working-age population who cannot speak English or cannot speak English 'well'. These measures are not published separately).
Health	Years of potential life lost indicator (based on deaths before age 75)
	Comparative illness and disability ratio indicator (based on those receiving benefits due to inability to work)
	Acute morbidity indicator (based on emergency hospital admissions)



	Mood and anxiety disorders indicator (includes mood, neurotic, stress-related and somatoform disorders)
	Average road distance to a post office indicator (km)
	Average road distance to a primary school indicator (km)
	Average road distance to general store or supermarket indicator (km)
	Average road distance to a GP surgery indicator (km)
Housing	Proportion of households which are overcrowded
	Rate of acceptances for housing assistance under homelessness provisions of housing legislation
	Measure of inability to afford to enter owner-occupation or the private rental market
	Proportion of homes that fail to meet the Decent Homes standard (modelled estimate)
	Proportion of households without central heating
Environment	Air quality indicator (based on concentration of nitrogen dioxide, benzene, sulphur dioxide and particulates)
	Road deaths or injuries to a pedestrian or cyclist per 1000 of the population
Income	Proportion of the population experiencing income deprivation
Employment	Proportion of the working age population involuntarily excluded from the labour market
Crime	Measure for violence, burglary, theft, and criminal damage
Accessibility to services	Average time to a further education college by walking and bus
	Average time to a fitness facility by walking and bus
	Average time to a GP surgery by walking and bus
	Average time to a hospital by walking and bus
	Average time to a library by walking and bus
	Average time to a pharmacy by walking and bus
	Average time to a post office by walking and bus
	Average time to a primary school by walking and bus
	Average time to a secondary school by walking and bus
Average time to a supermarket by walking and bus	
Broadband	Percentage of premises without Superfast Broadband coverage
	Percentage of premises without Ultrafast Broadband coverage
	Percentage of premises without coverage from a full fibre service

**Table 2.2** shows a summary of the datasets used to generate the comparative domains

<b>Dataset</b>	<b>Application</b>	<b>Source</b>
English Indices of Deprivation 2015	Developing comparative indicators over a range of socio-economic domains at LSOA level	<a href="#">Ministry of Housing, Communities and Local Government</a>
Ofcom Fixed Broadband 2018	Analysing and mapping several fixed broadband speed variables at postcode area level	
Transport Accessibility Matrix for Gloucestershire	Analysing and mapping accessibility to a range of key services at postcode area level and generating the “Accessibility” comparative domain.	<a href="#">Gloucestershire County Council</a>
Lower Super Output Area Boundaries	Mapping IMD data and generating population weightings for LSOAs	<a href="#">Office for National Statistics</a>
OSBoundaryLine	Mapping parish boundaries and “clipping” the extent of LSOAs that overlapped parish boundaries	<a href="#">Ordnance Survey</a>
LSOA boundaries	LSOA boundaries	<a href="#">Office for National Statistics</a>
OpenPopGrid	Used to calculate the residential populations living within each LSOA, allowing LSOAs to be weighted by population size	<a href="#">University of Southampton</a>

### **Processing the IMD data to allow comparisons of deprivation domains between towns**

One of the main issues with attempting to compare deprivation data at LSOA level between different market towns, is that due to vagaries of administrative geographies in the UK, LSOA boundaries do not conform neatly to parish boundaries. Thus, without a means of determining the size of the population living within the part of an overlapping LSOA that is within a parish boundary, it is not possible to meaningfully compare market towns based on the average of IMD scores.

For example, **Figure 2.1** shows the mismatch between the LSOA boundaries (coloured polygons) and the parish boundary (white boundary) for the market town of Winchcombe. Further processing of the data is therefore necessary to target only those residents of overlapping LSOAs that live within the parish boundary of Winchcombe – without this step people living outside the parish boundary are also considered, and comparisons between market towns will be less accurate and meaningful.

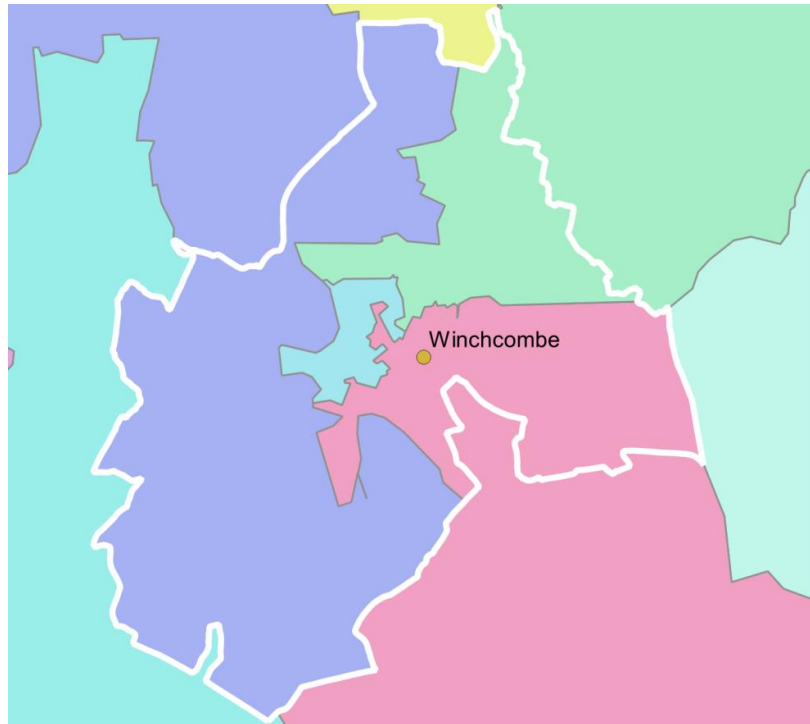


Figure 2.1 Map showing how LSOAs (coloured polygons) overlap the parish boundary of Winchcombe (white boundary)

To overcome this problem, a recently produced high-resolution dataset showing resident populations in the UK at building-level was used to calculate the number of people living in each LSOA (**Figure 2.2**).

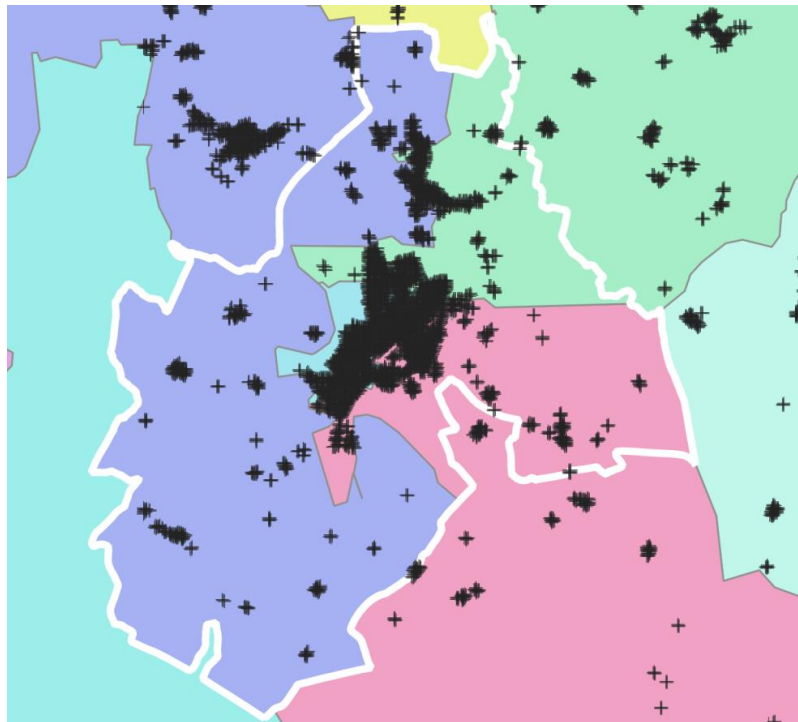


Figure 2.2 Map showing OpenPopGrid population data (each black cross is a data point for an individual building) for Winchcombe and surrounding area

Then, populations living within the parish boundaries were selected and those living outside parish boundaries removed from the analysis (**Figure 2.3**). This meant that LSOAs could be weighted by population and more accurate average scores for IMD domains generated for each market town. Comparative maps of population-weighted deprivation domains can be seen in **Appendix Figures A1 - 7**.

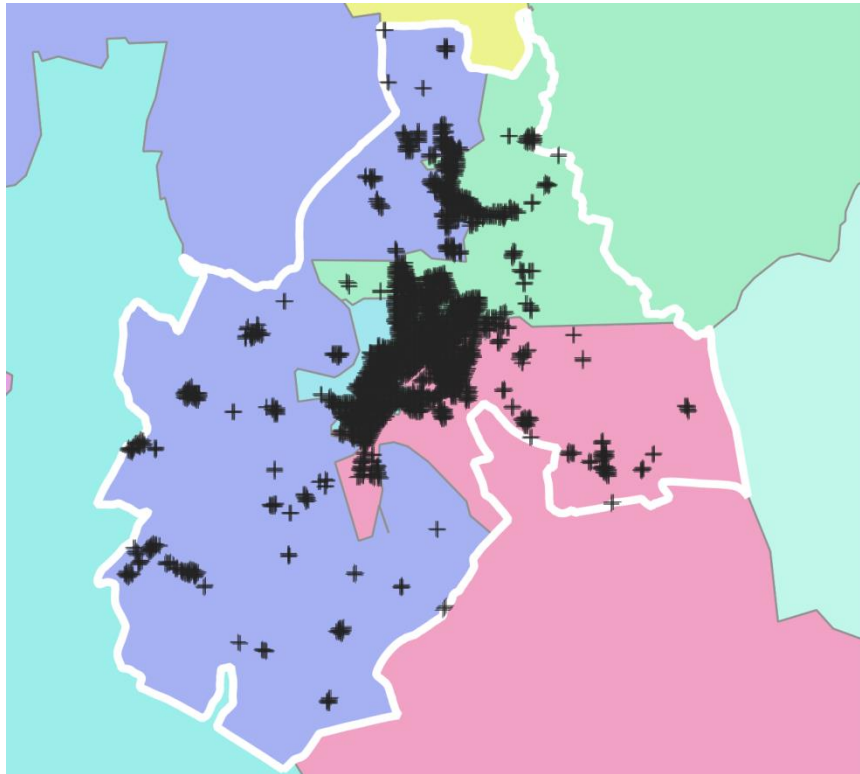


Figure 2.3 Map showing OpenPopGrid population “clipped” to the parish boundary of Winchcombe

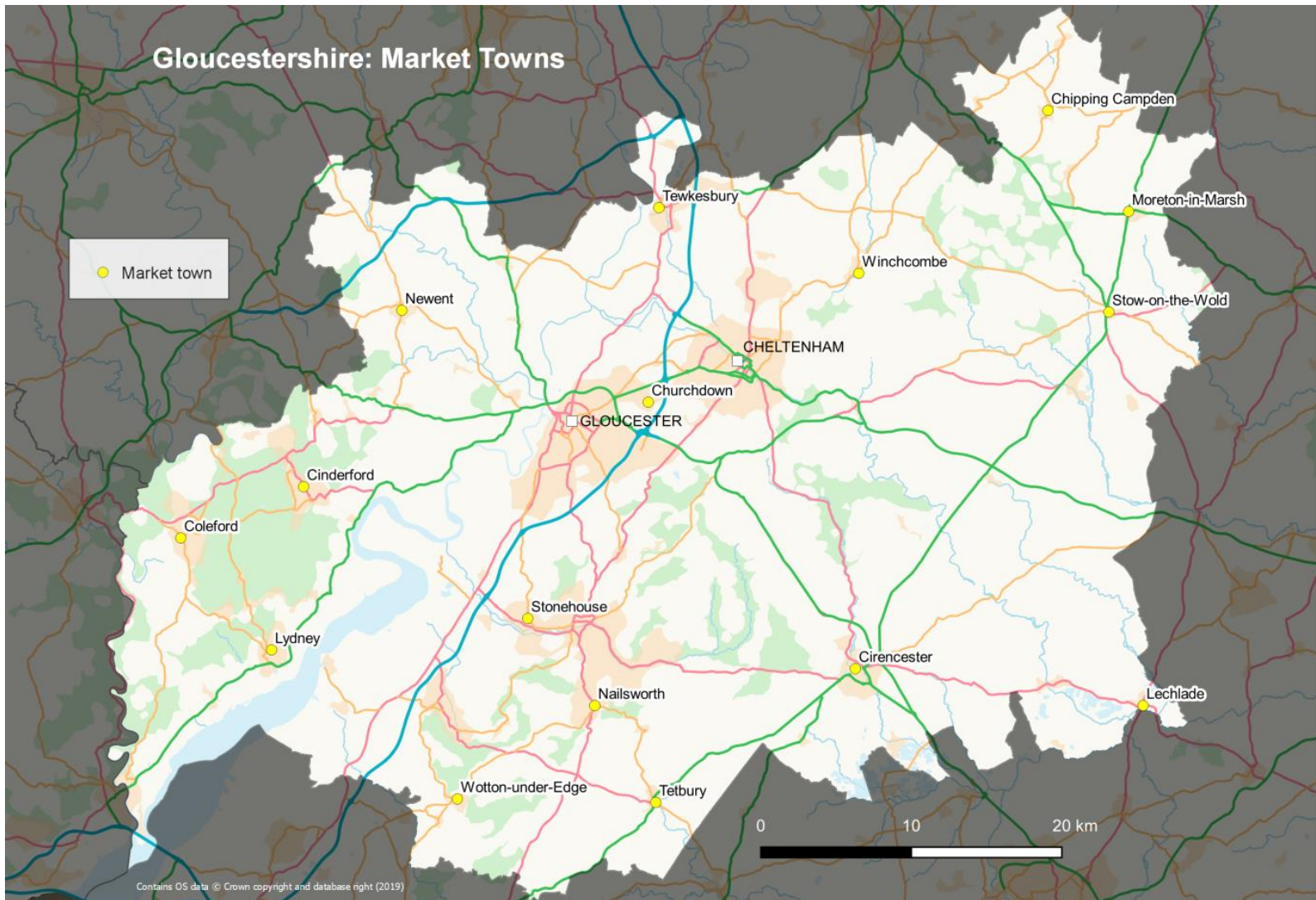


Figure 2.4 Map showing the 16 market towns in Gloucestershire

### 3. Market Town Fiches

Reference maps are provided for each town, showing the LSOA boundaries used in the analysis of IMD data. These can be used to help interpret the comparative IMD maps in **Figures A 1 - 7** which show **relative** IMD for a range of domains for all 16 market towns. Postcode level maps of broadband and accessibility to services are also available in **Figures A 8 – 30**.

For market towns which, participated in the qualitative part of the research, a short summary of town characteristic by the interviewees was inserted before the data section. Rather than including a narrative, a succinct bullet point approach was taken, focusing on three main areas- economy, services and social.

Through the interviews conducted, we also compared those priorities as reported by the Councils against those identified by the data. We have attempted to include the reasons for this prioritisation. At times there is alignment as other data sources or the feel that Councillors have for their areas have drawn their attention to the issue. Also, there is a question of whether a topic can be addressed by the Council or at times if it touches on a controversy that cannot be resolved locally. With limited resources and a traditional remit, the Councils are often exploring what is possible at the edges of their role.

When considering the relative differences between the market towns, it is important to bear in mind that the overall picture of the county is one of a slightly higher gross value added (GVA) of £25,601 compared with south west (£23,031). The workforce is better qualified than regional and national averages. This is reflected in an employment structure with a greater proportion of professionals working in the county and significantly, 83% of the working population work within the county<sup>4</sup>.

**Table 3.1** presents a summary of overall and domain specific comparative wellbeing rankings for each Market Town in Gloucestershire. The table shows that all towns are leaders in their performance in some domains (where they have amongst the lowest comparative deprivation scores; shown in green) and are experiencing more challenges in others (where they have amongst the highest comparative deprivation scores; shown in orange). The rankings and the underlying data are explored in more detail in the following town-specific sub-sections of the report.

This is not to suggest that there are not sharp inequalities of income and opportunity within the county impacting on individuals. In aggregate terms the county is “not a very deprived county”. The areas facing the most disadvantage, Gloucester and the Forest of Dean, are in the middle ranks of the most deprived areas. Areas such as Stroud and Tewkesbury being amongst the most advantaged areas in in the country<sup>5</sup>. There are challenges brought by relative success, led by tightening public resources creating tensions within and between communities.

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<sup>4</sup> ‘The Economy of Gloucestershire’ Inform Gloucestershire, February 2017

<sup>5</sup> ‘Indices of Deprivation 2015 Gloucestershire’. Strategic Needs Analysis Team, Gloucestershire County Council.



Table 3.1 Overall and domain-specific wellbeing rankings for Gloucestershire market towns

	OVERALL	INCOME	EMPLOYMENT	EDUCATION	HEALTH	CRIME	HOUSING	ENVIRONMENT	ACCESSIBILITY	BROADBAND
Chipping Campden	1									
Churchdown	2									
Wotton-under-Edge	3									
Lechlade	4									
Winchcombe	5									
Newent	6									
Moreton-in-Marsh	7									
Cirencester	8									
Tewkesbury	9									
Stonehouse	10									
Nailsworth	11									
Stow-on-the-Wold	12									
Tetbury	13									
Lydney	14									
Coleford	15									
Cinderford	16									

Note:  Least deprived Most deprived

### 3.1 Chipping Campden

Figure 3.1 shows Chipping Campden is amongst the best performing market towns in the income, employment, education, health, crime and housing domains. The challenges from Chipping Campden are particularly around accessibility and broadband. Table 3.2 shows the indicators which informed the rankings. It is evident that there is no access to Ultrafast of Fibre broadband in the town, and average time to key services by foot or bus is variable – in particular it takes almost one hour (56.3 minutes) to reach a hospital compared to a market town average of 36.4 minutes.

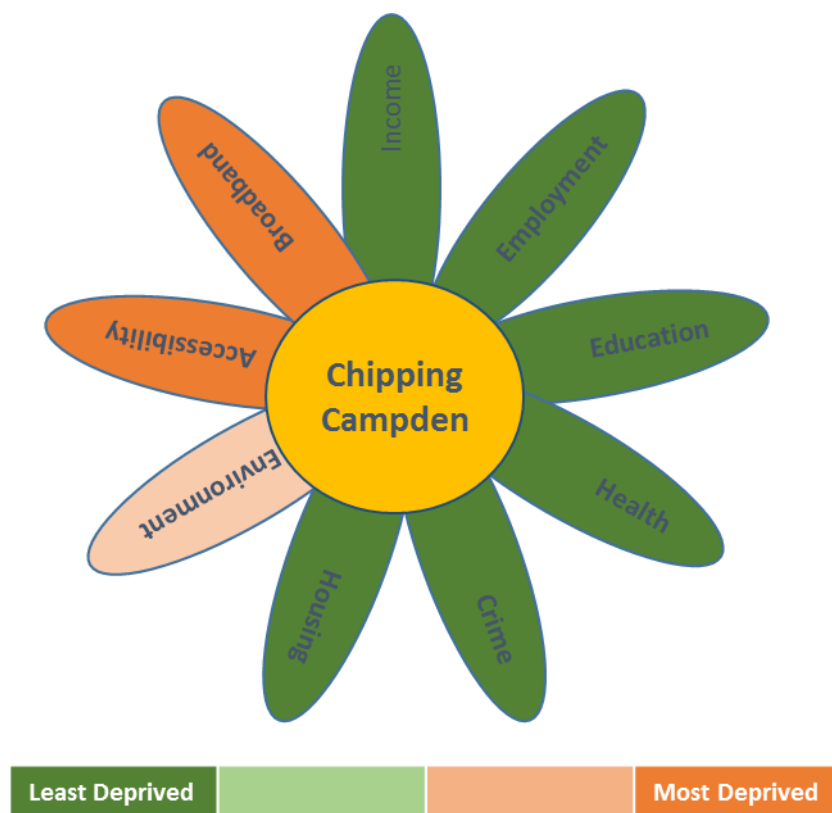


Figure 3.1 Quartile rankings for wellbeing domains in Chipping Campden relative to other Gloucestershire market towns



**Table 3. 2. Chipping Campden deprivation rankings and scores**

Domain	Indicator	Scores	Market Town Rank/16
Education	Proportion of young people not staying on in education post-16	0.13	1
	Proportion of young people aged under 21 not entering higher education	0.87	
	Combined indicator of adult skills and English language proficiency*	0.27	
Health	Years of potential life lost indicator (based on deaths before age 75)	43.69	1
	Comparative illness and disability ratio indicator (based on those receiving benefits due to inability to work)	67.02	
	Acute morbidity indicator (based on emergency hospital admissions)	83.81	
	Mood and anxiety disorders indicator (includes mood, neurotic, stress-related and somatoform disorders)	-0.11	
Housing	Average road distance to a post office indicator (km)	2.08	1
	Average road distance to a primary school indicator (km)	1.69	
	Average road distance to general store or supermarket indicator (km)	1.41	
	Average road distance to a GP surgery indicator (km)	2.81	
	Proportion of households which are overcrowded	0.03	
	Rate of acceptances for housing assistance under homelessness provisions of housing legislation	0.00	
	Measure of inability to afford to enter owner-occupation or the private rental market	0.10	
	Proportion of homes that fail to meet the Decent Homes standard (modelled estimate)	0.23	
	Proportion of households without central heating	0.02	
Environment	Air quality indicator (based on concentration of nitrogen dioxide, benzene, sulphur dioxide and particulates)	0.69	12
	Road deaths or injuries to a pedestrian or cyclist per 1000 of the population	0.53	
Income	Proportion of the population experiencing income deprivation	0.07	1
Employment	Proportion of the working age population involuntarily excluded from the labour market	0.06	1
CRIME	Measure for violence, burglary, theft, and criminal damage	-0.55	4
Accessibility to services	Average time to a further education college by walking and bus	14.17	13
	Average time to a fitness facility by walking and bus	13.99	
	Average time to a GP surgery by walking and bus	15.07	
	Average time to a hospital by walking and bus	56.30	
	Average time to a library by walking and bus	11.85	
	Average time to a pharmacy by walking and bus	12.96	
	Average time to a post office by walking and bus	12.94	
	Average time to a primary school by walking and bus	12.51	
Average time to a secondary school by walking and bus	14.17		

	Average time to a supermarket by walking and bus	14.39	
Broadband	Percentage of premises without Superfast Broadband coverage	14.47	15
	Percentage of premises without Ultrafast Broadband coverage	100.00	
	Percentage of premises without coverage from a full fibre service	100.00	

\*based on the proportion of working-age adults (women aged 25 to 59 and men aged 25 to 64) with no or low qualifications and the proportion of the working-age population who cannot speak English or cannot speak English 'well'. These measures are not published separately.

### 3.2 Churchdown

Figure 3.2 shows Chipping Campden is amongst the best performing market towns in the income, employment and crime domains, it is a particularly safe community. The challenges for Churchdown are particularly around broadband. It is evident from Table 3.2 that there is no access to Ultrafast Fibre broadband in the town.

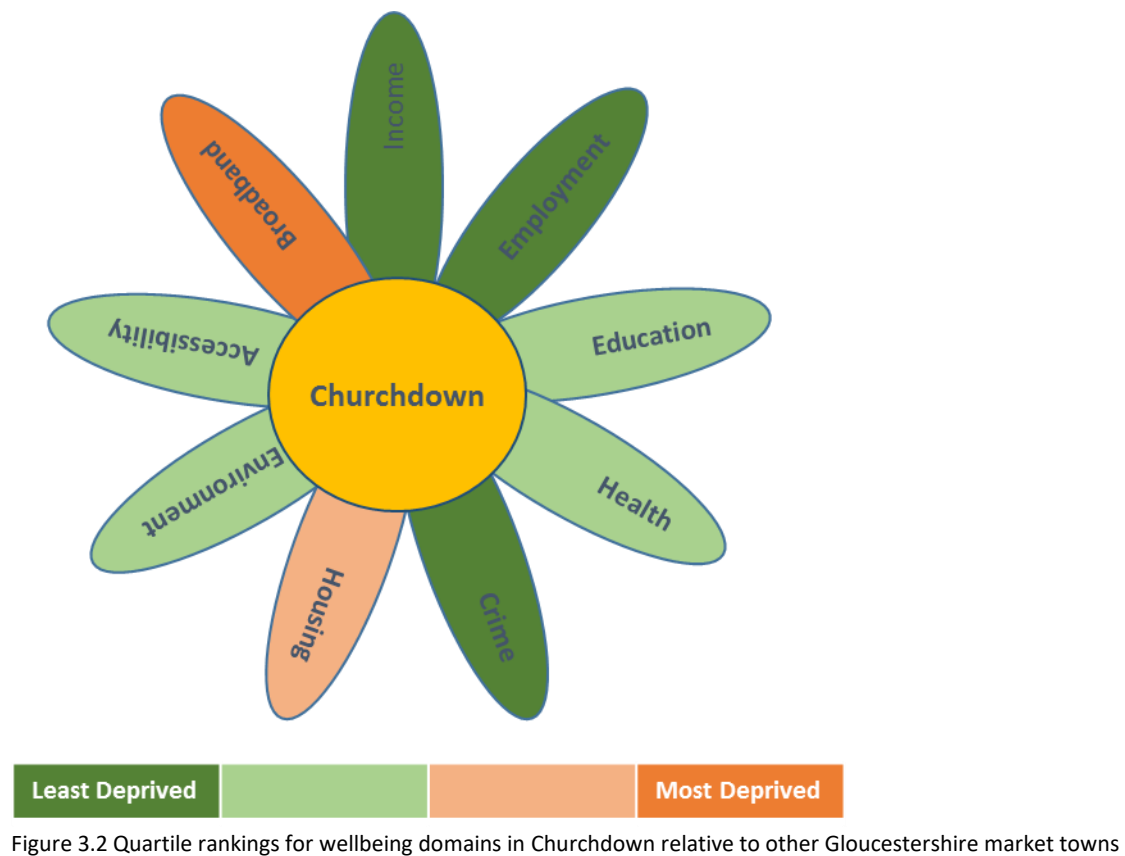


Figure 3.2 Quartile rankings for wellbeing domains in Churchdown relative to other Gloucestershire market towns

**Table 3. 3. Churchdown deprivation rankings and scores**

Domain	Indicator	Scores	Market Town Rank/16
Education	Proportion of young people not staying on in education post-16	0.15	5
	Proportion of young people aged under 21 not entering higher education	0.89	
	Combined indicator of adult skills and English language proficiency*	0.23	
Health	Years of potential life lost indicator (based on deaths before age 75)	54.66	8
	Comparative illness and disability ratio indicator (based on those receiving benefits due to inability to work)	78.28	
	Acute morbidity indicator (based on emergency hospital admissions)	87.32	
	Mood and anxiety disorders indicator (includes mood, neurotic, stress-related and somatoform disorders)	-0.40	
Housing	Average road distance to a post office indicator (km)	1.32	9
	Average road distance to a primary school indicator (km)	0.86	
	Average road distance to general store or supermarket indicator (km)	0.60	
	Average road distance to a GP surgery indicator (km)	1.24	
	Proportion of households which are overcrowded	0.04	
	Rate of acceptances for housing assistance under homelessness provisions of housing legislation	0.00	
	Measure of inability to afford to enter owner-occupation or the private rental market	-2.85	
	Proportion of homes that fail to meet the Decent Homes standard (modelled estimate)	0.16	
	Proportion of households without central heating	0.03	
Environment	Air quality indicator (based on concentration of nitrogen dioxide, benzene, sulphur dioxide and particulates)	0.98	5
	Road deaths or injuries to a pedestrian or cyclist per 1000 of the population	0.45	
Income	Proportion of the population experiencing income deprivation	0.07	1
Employment	Proportion of the working age population involuntarily excluded from the labour market	0.06	1
Crime	Measure for violence, burglary, theft, and criminal damage	-1.12	1
Accessibility to services	Average time to a further education college by walking and bus	11.20	6
	Average time to a fitness facility by walking and bus	9.37	
	Average time to a GP surgery by walking and bus	10.33	
	Average time to a hospital by walking and bus	37.75	
	Average time to a library by walking and bus	9.18	
	Average time to a pharmacy by walking and bus	7.73	
	Average time to a post office by walking and bus	8.23	
	Average time to a primary school by walking and bus	7.86	
	Average time to a secondary school by walking and bus	11.21	
	Average time to a supermarket by walking and bus	8.55	

Broadband	Percentage of premises without Superfast Broadband coverage	99.71	<b>14</b>
	Percentage of premises without Ultrafast Broadband coverage	14.67	
	Percentage of premises without coverage from a full fibre service	98.13	

\*based on the proportion of working-age adults (women aged 25 to 59 and men aged 25 to 64) with no or low qualifications and the proportion of the working-age population who cannot speak English or cannot speak English 'well'. These measures are not published separately.

### 3.3 Cinderford

Figure 3.3 shows Cinderford's relative strengths are in accessibility and housing, important resources for any community. The data in table 3.4 shows the Cinderford faces many other challenges being amongst the most disadvantaged of the market towns in the study, with seven of the nine indicators being in the lowest quartile. In five of the indicators it has the worst results for any of the towns in the group, indicating the scale of the challenges it faces.

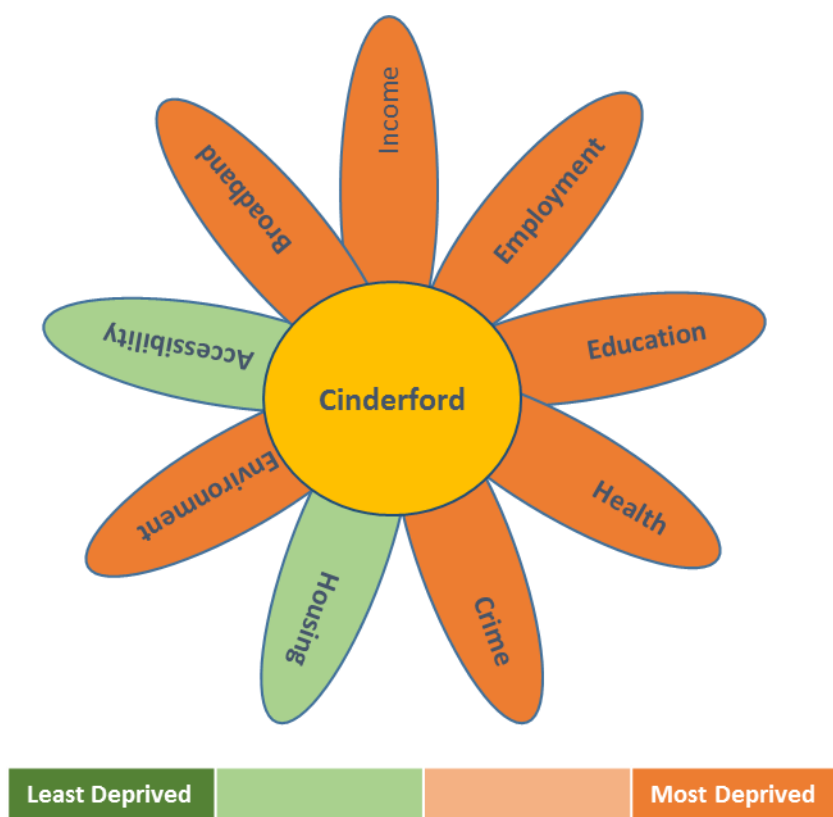


Figure 3.3 Quartile rankings for wellbeing domains in Cinderford relative to other Gloucestershire market towns

**Table 3. 4. Cinderford deprivation rankings and scores**

Domain	Indicator	Scores	Market Town Rank/16
Education	Proportion of young people not staying on in education post-16	0.19	16
	Proportion of young people aged under 21 not entering higher education	0.95	
	Combined indicator of adult skills and English language proficiency*	0.40	
Health	Years of potential life lost indicator (based on deaths before age 75)	57.13	16
	Comparative illness and disability ratio indicator (based on those receiving benefits due to inability to work)	116.97	
	Acute morbidity indicator (based on emergency hospital admissions)	94.01	
	Mood and anxiety disorders indicator (includes mood, neurotic, stress-related and somatoform disorders)	0.27	
Housing	Average road distance to a post office indicator (km)	1.17	6
	Average road distance to a primary school indicator (km)	0.74	
	Average road distance to general store or supermarket indicator (km)	0.47	
	Average road distance to a GP surgery indicator (km)	1.05	
	Proportion of households which are overcrowded	0.07	
	Rate of acceptances for housing assistance under homelessness provisions of housing legislation	0.00	
	Measure of inability to afford to enter owner-occupation or the private rental market	0.24	
	Proportion of homes that fail to meet the Decent Homes standard (modelled estimate)	0.23	
	Proportion of households without central heating	0.03	
Environment	Air quality indicator (based on concentration of nitrogen dioxide, benzene, sulphur dioxide and particulates)	0.71	13
	Road deaths or injuries to a pedestrian or cyclist per 1000 of the population	0.37	
Income	Proportion of the population experiencing income deprivation	0.17	16
Employment	Proportion of the working age population involuntarily excluded from the labour market	0.16	16
Crime	Measure for violence, burglary, theft, and criminal damage	0.26	16
Accessibility to services	Average time to a further education college by walking and bus	37.15	7
	Average time to a fitness facility by walking and bus	13.88	
	Average time to a GP surgery by walking and bus	9.43	
	Average time to a hospital by walking and bus	14.84	
	Average time to a library by walking and bus	8.68	
	Average time to a pharmacy by walking and bus	6.57	
	Average time to a post office by walking and bus	7.29	
	Average time to a primary school by walking and bus	6.35	
	Average time to a secondary school by walking and bus	12.27	

	Average time to a supermarket by walking and bus	7.83	
Broadband	Percentage of premises without Superfast Broadband coverage	15.99	<b>12</b>
	Percentage of premises without Ultrafast Broadband coverage	95.50	
	Percentage of premises without coverage from a full fibre service	95.50	

\*based on the proportion of working-age adults (women aged 25 to 59 and men aged 25 to 64) with no or low qualifications and the proportion of the working-age population who cannot speak English or cannot speak English 'well'. These measures are not published separately.



### 3.4 Cirencester

Cirencester is a vibrant historic market town, the third largest town in Gloucestershire, and can be viewed as the economic hub of the Cotswolds. It was the second largest town in Britain during Roman times and in later years it was a very prosperous medieval wool town. It has the considerable advantage of hosting the Royal Agricultural University.

#### **Economy:**

- Strong economy
- Retail - lot of independent retailers, with mix of national and independent shops
- Tourism
- Hospitality
- High-tech businesses, effective and successful in attracting new business
- The Royal Agricultural University
- Low unemployment
- Night-time economy – weakness
- Space/site limitations in respect of SME business expansion

#### **Services:**

- Good provision of services
- Tourist information centre
- Good school provision, mix of schools
- Public transport issue
- Insufficient parking capacity
- Housing development
- Green spaces

#### **Social:**

- No major issues
- Festivals/ markets/activities throughout the year
- Addressing loneliness and wellbeing across generational spectrum
- Lack of provision for young people - priority
- mixed population - economically, socially

Figure 3.4 shows very clearly the advantages enjoyed by Cirencester relative to its peers, in housing especially and with a suite of advantages which is being undercut by poor broadband provision and health services.

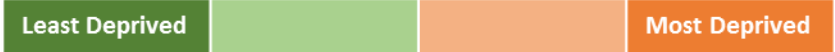
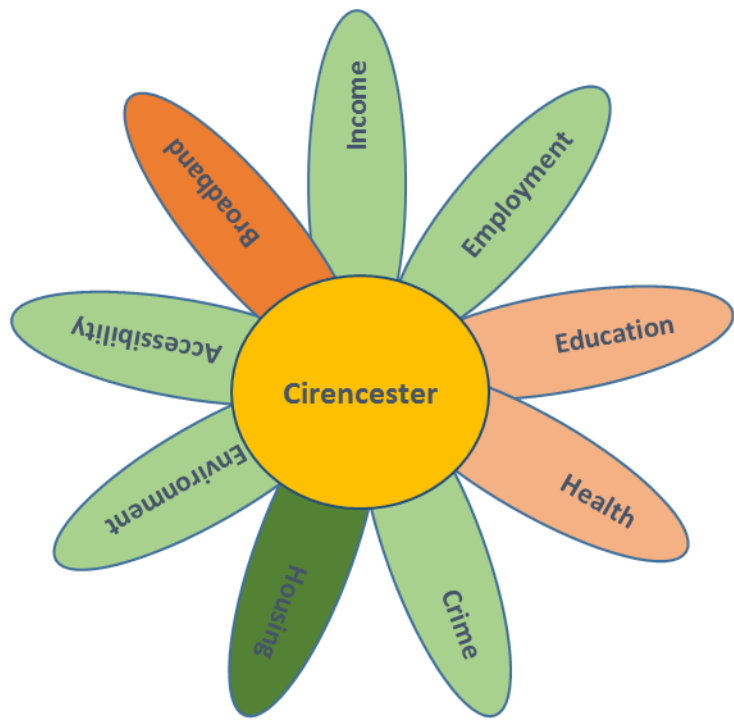


Figure 3.4 Quartile rankings for wellbeing domains in Cirencester relative to other Gloucestershire market towns

**Table 3. 5. Cirencester deprivation rankings and scores**

Domain	Indicator	Scores	Market Town Rank/16
Education	Proportion of young people not staying on in education post-16	0.17	9
	Proportion of young people aged under 21 not entering higher education	0.91	
	Combined indicator of adult skills and English language proficiency*	0.28	
Health	Years of potential life lost indicator (based on deaths before age 75)	52.06	11
	Comparative illness and disability ratio indicator (based on those receiving benefits due to inability to work)	76.04	
	Acute morbidity indicator (based on emergency hospital admissions)	87.00	
	Mood and anxiety disorders indicator (includes mood, neurotic, stress-related and somatoform disorders)	-0.03	
Housing	Average road distance to a post office indicator (km)	1.62	3
	Average road distance to a primary school indicator (km)	1.03	
	Average road distance to general store or supermarket indicator (km)	0.80	
	Average road distance to a GP surgery indicator (km)	1.40	
	Proportion of households which are overcrowded	0.05	
	Rate of acceptances for housing assistance under homelessness provisions of housing legislation	0.00	
	Measure of inability to afford to enter owner-occupation or the private rental market	-0.12	
	Proportion of homes that fail to meet the Decent Homes standard (modelled estimate)	0.23	
	Proportion of households without central heating	0.02	
Environment	Air quality indicator (based on concentration of nitrogen dioxide, benzene, sulphur dioxide and particulates)	0.78	6
	Road deaths or injuries to a pedestrian or cyclist per 1000 of the population	0.51	
Income	Proportion of the population experiencing income deprivation	0.10	8
Employment	Proportion of the working age population involuntarily excluded from the labour market	0.08	8
Crime	Measure for violence, burglary, theft, and criminal damage	-0.11	6
Accessibility to services	Average time to a further education college by walking and bus	20.61	8
	Average time to a fitness facility by walking and bus	9.80	
	Average time to a GP surgery by walking and bus	10.15	
	Average time to a hospital by walking and bus	17.53	
	Average time to a library by walking and bus	13.11	
	Average time to a pharmacy by walking and bus	9.29	
	Average time to a post office by walking and bus	10.27	
	Average time to a primary school by walking and bus	8.42	

	Average time to a secondary school by walking and bus	16.10	
	Average time to a supermarket by walking and bus	9.38	
Broadband	Percentage of premises without Superfast Broadband coverage	18.07	13
	Percentage of premises without Ultrafast Broadband coverage	94.10	
	Percentage of premises without coverage from a full fibre service	94.10	

\*based on the proportion of working-age adults (women aged 25 to 59 and men aged 25 to 64) with no or low qualifications and the proportion of the working-age population who cannot speak English or cannot speak English 'well'. These measures are not published separately.

### Prioritisation and data

Priorities, for the next four years, identified by the council, focus on completing the Neighbourhood Development Plan and Town Centre Master Plan. Development and provision of facilities that people want, which cannot be accessed by the internet (e.g. by online shopping) is to be investigated by the council. Support for youth and tackling loneliness remains within the priorities as well.

The council is aware of the current “fragmented” bus service links and would like to pursue an integrated bus service provision within the town. The bank environment is changing, bank branches are closing, and the town needs to be prepared for the transformation and find solutions regarding the bank buildings new use.

In respect of the well-being domains, Cirencester is in an advantageous position relative to other GMTF members, with six domains in the upper quartiles but broadband provision health services and education are areas with relatively high deprivation rankings and scores.

These areas are not featuring among the current council priorities, but there is a focus on youth, strengthening young people skills and supporting their educational journey.

Council Priorities (interview)	Deprivation domains in lower half of rankings
NDP, Town Centre Master Plan	Broadband
Support for youth	Health
Addressing loneliness	Education
Provision of services that people are unable to access online	
Integrated bus service	

### 3.5 Coleford

Coleford is a historic market town in the Forest of Dean, which in the past was based on mining but today has a wider mix of service and industry underpinning its economy. Coleford lies on the Western side of the Forest of Dean. Home to both local government and the Forestry Commission. Coleford is the administrative centre of the Forest of Dean. The centre of the town has been designated as a Conservation Area and the town has a rich history.

#### **Economy:**

- Retail - independent shops
- Tourism
- Quarry
- Limited industry - Suntory

#### **Services:**

- School - primary, only one secondary (college transferred to Cinderford), no Sixth Form
- Tourist information centre
- Good accommodation provision
- Medical centre- new to be built
- Public Transport limited
- Cinema
- 2 golf courses
- Lack of other indoor attractions/provision
- New housing development without infrastructure support
- Old infrastructure (sewage system especially a problem)
- Poor mobile signal
- Green ring, green spaces

#### **Social:**

- Low income level
- Lack of good quality education- secondary schools
- Lack of employment opportunities and local jobs
- Lack of opportunities for young people
- Young people leaving
- Aging population
- House prices rise (due to scrapping bridge toll)

As figure 3.5 illustrates Coleford is advantaged in accessibility and communications, as well as having lower levels of crime. But in terms of social provision and employment it is amongst the least advantaged towns in the group.

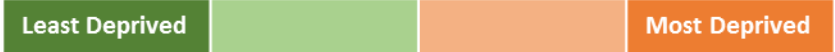
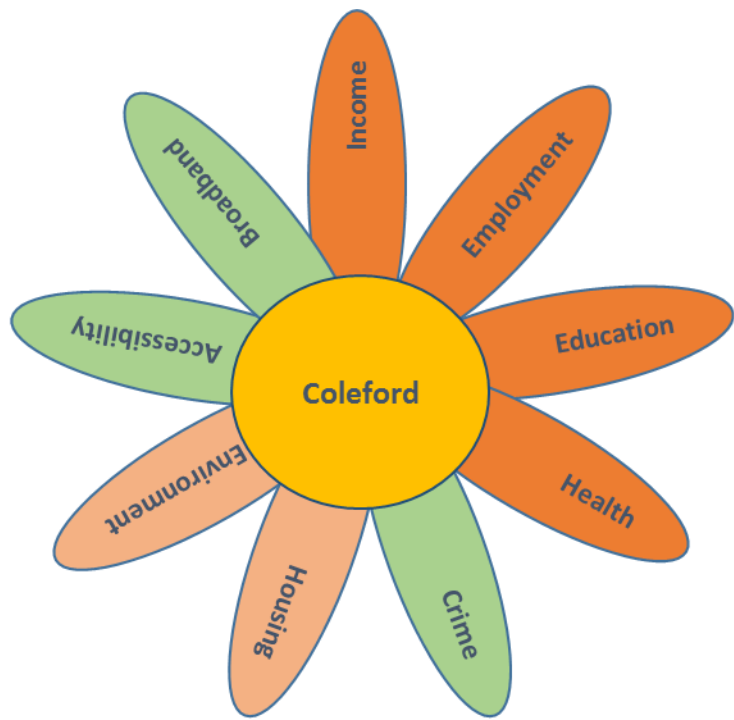


Figure 3.5 Quartile rankings for wellbeing domains in Coleford relative to other Gloucestershire market towns

**Table 3. 6. Coleford deprivation rankings and scores**

Domain	Indicator	Scores	Market Town Rank/16
Education	Proportion of young people not staying on in education post-16	0.18	15
	Proportion of young people aged under 21 not entering higher education	0.94	
	Combined indicator of adult skills and English language proficiency*	0.36	
Health	Years of potential life lost indicator (based on deaths before age 75)	56.68	13
	Comparative illness and disability ratio indicator (based on those receiving benefits due to inability to work)	119.16	
	Acute morbidity indicator (based on emergency hospital admissions)	92.36	
	Mood and anxiety disorders indicator (includes mood, neurotic, stress-related and somatoform disorders)	0.07	
Housing	Average road distance to a post office indicator (km)	0.74	11
	Average road distance to a primary school indicator (km)	1.08	
	Average road distance to general store or supermarket indicator (km)	0.67	
	Average road distance to a GP surgery indicator (km)	1.58	
	Proportion of households which are overcrowded	0.05	
	Rate of acceptances for housing assistance under homelessness provisions of housing legislation	0.00	
	Measure of inability to afford to enter owner-occupation or the private rental market	-0.02	
	Proportion of homes that fail to meet the Decent Homes standard (modelled estimate)	0.19	
	Proportion of households without central heating	0.02	
Environment	Air quality indicator (based on concentration of nitrogen dioxide, benzene, sulphur dioxide and particulates)	0.67	11
	Road deaths or injuries to a pedestrian or cyclist per 1000 of the population	0.38	
Income	Proportion of the population experiencing income deprivation	0.16	15
Employment	Proportion of the working age population involuntarily excluded from the labour market	0.14	15
Crime	Measure for violence, burglary, theft, and criminal damage	-0.41	8
Accessibility to services	Average time to a further education college by walking and bus	12.85	5
	Average time to a fitness facility by walking and bus	14.01	
	Average time to a GP surgery by walking and bus	10.29	
	Average time to a hospital by walking and bus	24.18	
	Average time to a library by walking and bus	11.65	
	Average time to a pharmacy by walking and bus	9.99	
	Average time to a post office by walking and bus	6.32	
	Average time to a primary school by walking and bus	8.02	
	Average time to a secondary school by walking and bus	12.56	

	Average time to a supermarket by walking and bus	8.76	
Broadband	Percentage of premises without Superfast Broadband coverage	29.08	8
	Percentage of premises without Ultrafast Broadband coverage	78.27	
	Percentage of premises without coverage from a full fibre service	78.27	

\*based on the proportion of working-age adults (women aged 25 to 59 and men aged 25 to 64) with no or low qualifications and the proportion of the working-age population who cannot speak English or cannot speak English 'well'. These measures are not published separately.

## Prioritisation and data

The Town Council in Coleford recognises the challenges the town is facing and has been systematically working for years to address these. Current priorities are based on the NDP and subsequent projects and the main priorities identified for the coming years focus on addressing pressing issues linked to infrastructure – especially - traffic and health. The Council is supporting the new health centre project, which is to be built in a central location. Furthermore, they are attempting to address the traffic problem in the town centre by creating a new system of traffic flow and traffic management.

Upgrading the appearance and functionality of the town centre, boosting tourism, linking existing cycle routes is also on the list of priorities. The Council would like to focus on young people aspect as well, there is real concern about the secondary school provision in the area, with new college being moved to Cinderford and no A level provision locally. The concern is also for those young people coming out of the schools would be meeting the qualification criteria requested by the labour market. The town needs to work on strategies to sustain young people.

In addition, the Council would like to preserve services that they currently have; build links with the environment around- urban forest and aim to become a single-use plastic free town. In respect of deprivation rankings, Coleford scores are particularly high in domains of income, employment, education and health. All these areas are being considered by the Council and are in line with its strategic objectives.

<b>Council Priorities (interview)</b>	<b>Deprivation domains in lower half of rankings</b>
Infrastructure- traffic flow and management	Income
New health centre	Health
Upgrade the appearance and functionality of the town centre	Employment
Young people aspect	Education
Single plastic free town	
Link with the environment around- 'urban forest' To look at the Forest in a more comprehensive way	
Keep services (police, fire station, headquarters of the Forestry Commission)	



### 3.6 Lechlade-on-Thames

Lechlade is a historic market town, rich in archaeological remains and the only town in the Cotswolds on the river Thames. Lechlade is situated at the southern borders of the Cotswolds where the Rivers Coln and Leach join the Thames, and Inglesham, just above Lechlade, marks the head of its navigation. For centuries Lechlade was on one of the main trade arteries west from London, by both road and river. With an older population it is looking for opportunities for its younger residents and local employment is a challenge.

#### **Economy:**

- Retail
- Tourism
- Restaurants/cafés
- Hospitality services (hotel)

#### **Services:**

- Schools - primary school up to its capacity
- No secondary school
- Community library and tourist information service
- Public transport- issue
- Post office
- GP surgery, medical centre, no hospital
- Community hall (asset)
- Limited housing development
- Pressure on services and infrastructure due to planned increase in military base personnel in Fairford
- No bank, limited number of cash machines

#### **Social:**

- Festivals /events
- Aging population
- Lack of opportunities for young people
- Lack of job opportunities - majority commute
- Very high cost of housing
- High living cost
- Good activity provision for elderly

Figure 3.6 illustrates how Lechlade is advantaged in many areas, offering residents considerable advantages in most areas apart from accessibility, the lowest scoring in the group, and lower than its peers with regards to the environment.

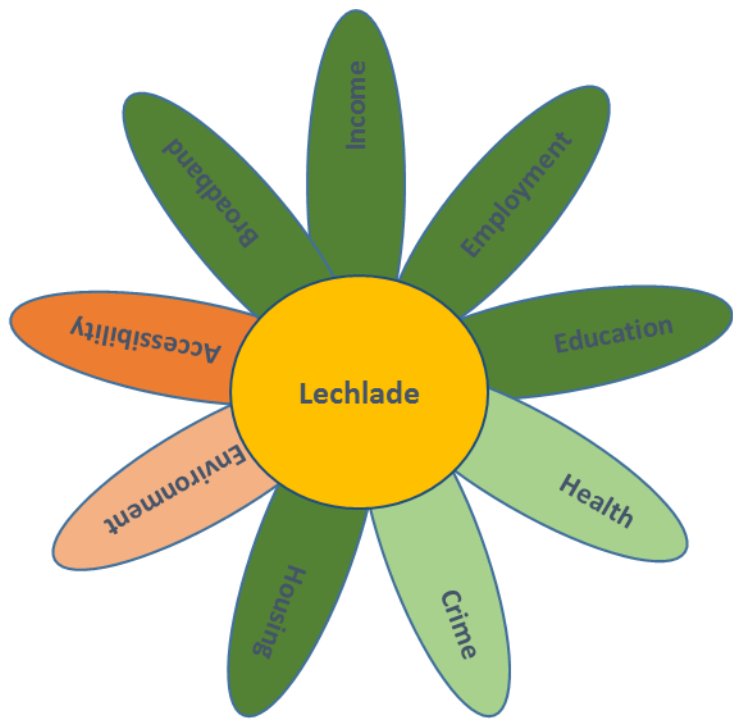


Figure 3.6 Quartile rankings for wellbeing domains in Lechlade relative to other Gloucestershire market towns

**Table 3. 7. Lechlade deprivation rankings and scores**

Domain	Indicator	Scores	Market Town Rank/16
Education	Proportion of young people not staying on in education post-16	0.17	4
	Proportion of young people aged under 21 not entering higher education	0.88	
	Combined indicator of adult skills and English language proficiency*	0.23	
Health	Years of potential life lost indicator (based on deaths before age 75)	48.52	5
	Comparative illness and disability ratio indicator (based on those receiving benefits due to inability to work)	69.47	
	Acute morbidity indicator (based on emergency hospital admissions)	95.34	
	Mood and anxiety disorders indicator (includes mood, neurotic, stress-related and somatoform disorders)	-0.23	
Housing	Average road distance to a post office indicator (km)	0.92	4
	Average road distance to a primary school indicator (km)	1.25	
	Average road distance to general store or supermarket indicator (km)	0.88	
	Average road distance to a GP surgery indicator (km)	0.85	
	Proportion of households which are overcrowded	0.03	
	Rate of acceptances for housing assistance under homelessness provisions of housing legislation	0.00	
	Measure of inability to afford to enter owner-occupation or the private rental market	-0.04	
	Proportion of homes that fail to meet the Decent Homes standard (modelled estimate)	0.19	
	Proportion of households without central heating	0.02	
Environment	Air quality indicator (based on concentration of nitrogen dioxide, benzene, sulphur dioxide and particulates)	0.73	9
	Road deaths or injuries to a pedestrian or cyclist per 1000 of the population	0.50	
Income	Proportion of the population experiencing income deprivation	0.08	4
Employment	Proportion of the working age population involuntarily excluded from the labour market	0.07	3
Crime	Measure for violence, burglary, theft, and criminal damage	-0.31	5
Accessibility to services	Average time to a further education college by walking and bus	31.49	16
	Average time to a fitness facility by walking and bus	12.27	
	Average time to a GP surgery by walking and bus	9.09	
	Average time to a hospital by walking and bus	180.00	
	Average time to a library by walking and bus	9.89	
	Average time to a pharmacy by walking and bus	9.81	
	Average time to a post office by walking and bus	10.36	
	Average time to a primary school by walking and bus	11.31	
Average time to a secondary school by walking and bus	26.10		

	Average time to a supermarket by walking and bus	8.77	
Broadband	Percentage of premises without Superfast Broadband coverage	4.21	3
	Percentage of premises without Ultrafast Broadband coverage	97.01	
	Percentage of premises without coverage from a full fibre service	97.01	

\*based on the proportion of working-age adults (women aged 25 to 59 and men aged 25 to 64) with no or low qualifications and the proportion of the working-age population who cannot speak English or cannot speak English 'well'. These measures are not published separately.

### Prioritisation and data

Town council in Lechlade is working towards priorities identified in the NDP and has played an active role in building a new memorial hall after the old hall burned down owing to an arson attack. The community is very active, and numerous activities are going on throughout the year.

The council recognises fact that there are very few opportunities in respect of employment, majority of people are commuting for work to other towns and cities, e.g. London, Oxford, Swindon, Cheltenham, Gloucester, Bristol. The town has above national average ageing population, housing is not affordable, with many older people moving in and young people moving out.

The main priority is the regeneration of the town centre, which would require a multi-project approach. To boost tourism and local business, traffic management needs to change. Realignments of the road are needed, the council is looking at reducing the speed limit and sorting parking, but funding is an issue. Increasing CCTV presence is an ongoing priority (there is less police presence thanks to cuts, increasing burglaries).

Extending the cemetery in the next 10-15 years should be among the priorities as well.

According to the well-being domains, Lechlade has seven domains in the upper quartiles, offering considerable advantages. The town is most deprived in respect of access to services and the environment. The environmental problems are partially addressed via the town centre regeneration scheme.

Council Priorities (interview)	Deprivation domains in lower half of rankings
Town centre regeneration– multi-project initiative	Accessibility
Increasing CCTV	Environment
Small scale projects	
Cemetery extension	

### 3.7 Lydney

Lydney is a Forest of Dean market town, with a historic harbour and links to the Forest of Dean Railway. Lydney became important for producing and transporting coal, stone, tinsplate and timber, with Lydney Harbour being a small but thriving port. Today Lydney is facing many of the challenges of contemporary small towns.

**Economy:**

- industry (two main employers)
- major companies and industry relocated
- struggling High street
- tourism- limited
- lack of employment opportunities
- no business/trade association to coordinate

**Services:**

- schools - primary up to their capacity  
secondary- failing school
- lack of services, significant reduction
- GP surgery
- Community hospital- to be closed once Cinderford hospital built
- Public transport- bus, rail - good provision, lack of coordination
- Good community facilities and sport provision
- Significant housing development without supporting infrastructure
- Community centre
- Forest Dean Railway (asset)
- Harbour (asset)

**Social:**

- Thriving voluntary sector
- Good community spirit
- High public involvement
- Good Sport and social club provision
- Lack of service provision
- Social deprivation
- Lack of employment opportunities
- Lack of good, quality education
- Young people leaving
- Feeling let down

As figure 3.7 shows compared to its peers Lydney is facing a number of challenges, particularly regarding income and employment, as well as the important services of education and health. With only one indicator in the top quartile, some of the challenges it faces may be interlocking.

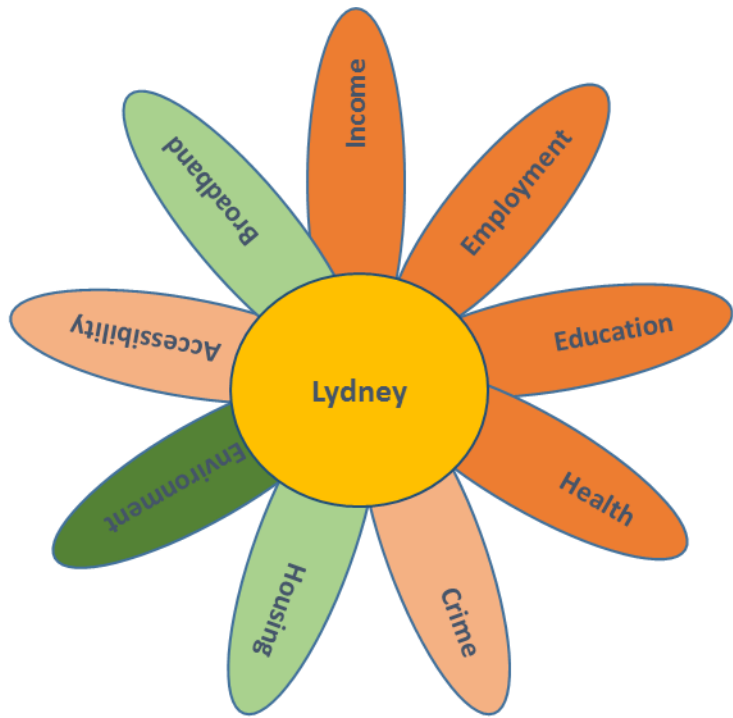


Figure 3.7 Quartile rankings for wellbeing domains in Lydney relative to other Gloucestershire market towns

**Table 3. 8. Lydney deprivation rankings and scores**

Domain	Indicator	Scores	Market Town Rank/16
Education	Proportion of young people not staying on in education post-16	0.19	14
	Proportion of young people aged under 21 not entering higher education	0.93	
	Combined indicator of adult skills and English language proficiency*	0.35	
Health	Years of potential life lost indicator (based on deaths before age 75)	57.11	15
	Comparative illness and disability ratio indicator (based on those receiving benefits due to inability to work)	108.37	
	Acute morbidity indicator (based on emergency hospital admissions)	88.68	
	Mood and anxiety disorders indicator (includes mood, neurotic, stress-related and somatoform disorders)	-0.12	
Housing	Average road distance to a post office indicator (km)	1.32	8
	Average road distance to a primary school indicator (km)	0.93	
	Average road distance to general store or supermarket indicator (km)	0.80	
	Average road distance to a GP surgery indicator (km)	1.37	
	Proportion of households which are overcrowded	0.05	
	Rate of acceptances for housing assistance under homelessness provisions of housing legislation	0.00	
	Measure of inability to afford to enter owner-occupation or the private rental market	-0.41	
	Proportion of homes that fail to meet the Decent Homes standard (modelled estimate)	0.23	
	Proportion of households without central heating	0.02	
Environment	Air quality indicator (based on concentration of nitrogen dioxide, benzene, sulphur dioxide and particulates)	0.72	2
	Road deaths or injuries to a pedestrian or cyclist per 1000 of the population	0.40	
Income	Proportion of the population experiencing income deprivation	0.15	14
Employment	Proportion of the working age population involuntarily excluded from the labour market	0.12	14
Crime	Measure for violence, burglary, theft, and criminal damage	-0.54	11
Accessibility to services	Average time to a further education college by walking and bus	34.79	10
	Average time to a fitness facility by walking and bus	12.54	
	Average time to a GP surgery by walking and bus	9.68	
	Average time to a hospital by walking and bus	14.70	
	Average time to a library by walking and bus	12.87	
	Average time to a pharmacy by walking and bus	11.40	
	Average time to a post office by walking and bus	12.03	
	Average time to a primary school by walking and bus	9.84	

	Average time to a secondary school by walking and bus	13.46	
	Average time to a supermarket by walking and bus	11.35	
Broadband	Percentage of premises without Superfast Broadband coverage	4.60	5
	Percentage of premises without Ultrafast Broadband coverage	100.00	
	Percentage of premises without coverage from a full fibre service	100.00	

\*based on the proportion of working-age adults (women aged 25 to 59 and men aged 25 to 64) with no or low qualifications and the proportion of the working-age population who cannot speak English or cannot speak English 'well'. These measures are not published separately.

### Prioritisation and data

Lydney is facing numerous challenges in terms of employment, education, service and quality local health provision and the high street is declining. There is a lack of employment opportunities with significant industries relocated out of the area and poor-quality education.

Town council has a rolling plan in place focusing on all the main areas in question; however, lack of support from district and funding is a real problem. The council feels let down and side-lined. Lydney has absorbed 60% of all new houses planned in the district, with no investments into local infrastructure and services.

The priorities identified by the council are to focus on High Street and harbour regeneration, bringing in new stores and work with local employers in the area as well as education providers to address the qualification needs.

In respect of deprivation ranking Lydney scores are high in respect of income, employment, education and health with accessibility to services and crime also in the lower quartiles. The council via its strategic plan and NDP are attempting to address most of the areas identified. There is a close alignment between council priorities and deprivation domains identified.

Council Priorities (interview)	Deprivation domains in lower half of rankings
5-year rolling plan	Income
High street regeneration – new stores	Employment
Harbour regeneration	Education
Employment opportunities- need better qualified people	Health
Strategic approach for Forest of Dean as whole	Accessibility to services
	Crime



### 3.8 Moreton-in-Marsh

As figure 3.8 illustrates, although a reasonably wealthy town, with some strong local social provision in education and health, as well as community safety, it is less well served by physical accessibility, which is also a factor in the challenges around housing.

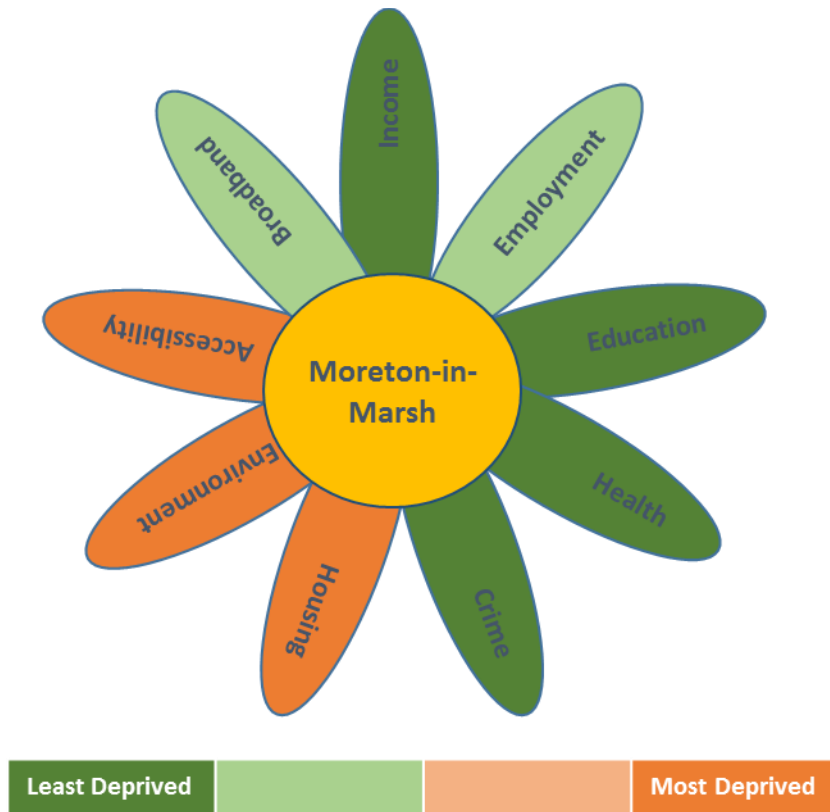


Figure 3.8 Quartile rankings for wellbeing domains in Moreton-in-Marsh relative to other Gloucestershire market towns

**Table 3. 9. Moreton-in-Marsh deprivation rankings and scores**

Domain	Indicator	Scores	Market Town Rank/16
Education	Proportion of young people not staying on in education post-16	0.20	2
	Proportion of young people aged under 21 not entering higher education	0.91	
	Combined indicator of adult skills and English language proficiency*	0.32	
Health	Years of potential life lost indicator (based on deaths before age 75)	49.87	3
	Comparative illness and disability ratio indicator (based on those receiving benefits due to inability to work)	78.87	
	Acute morbidity indicator (based on emergency hospital admissions)	96.56	
	Mood and anxiety disorders indicator (includes mood, neurotic, stress-related and somatoform disorders)	0.17	
Housing	Average road distance to a post office indicator (km)	1.01	14
	Average road distance to a primary school indicator (km)	0.86	
	Average road distance to general store or supermarket indicator (km)	0.59	
	Average road distance to a GP surgery indicator (km)	1.09	
	Proportion of households which are overcrowded	0.03	
	Rate of acceptances for housing assistance under homelessness provisions of housing legislation	0.00	
	Measure of inability to afford to enter owner-occupation or the private rental market	0.20	
	Proportion of homes that fail to meet the Decent Homes standard (modelled estimate)	0.22	
	Proportion of households without central heating	0.02	
Environment	Air quality indicator (based on concentration of nitrogen dioxide, benzene, sulphur dioxide and particulates)	0.72	14
	Road deaths or injuries to a pedestrian or cyclist per 1000 of the population	0.53	
Income	Proportion of the population experiencing income deprivation	0.08	4
Employment	Proportion of the working age population involuntarily excluded from the labour market	0.08	8
CRIME	Measure for violence, burglary, theft, and criminal damage	-0.45	3
Accessibility to services	Average time to a further education college by walking and bus	40.35	14
	Average time to a fitness facility by walking and bus	26.81	
	Average time to a GP surgery by walking and bus	11.25	
	Average time to a hospital by walking and bus	10.20	
	Average time to a library by walking and bus	10.61	
	Average time to a pharmacy by walking and bus	8.64	

	Average time to a post office by walking and bus	8.67	
	Average time to a primary school by walking and bus	10.21	
	Average time to a secondary school by walking and bus	40.35	
	Average time to a supermarket by walking and bus	8.48	
Broadband	Percentage of premises without Superfast Broadband coverage	34.74	6
	Percentage of premises without Ultrafast Broadband coverage	71.86	
	Percentage of premises without coverage from a full fibre service	71.86	

\*based on the proportion of working-age adults (women aged 25 to 59 and men aged 25 to 64) with no or low qualifications and the proportion of the working-age population who cannot speak English or cannot speak English 'well'. These measures are not published separately.

### 3.9 Nailsworth

As figure 3.9 illustrates amongst its peers Nailsworth is in the middle of the pack, with reasonable provision across many areas but challenged by questions around rural housing and crime.

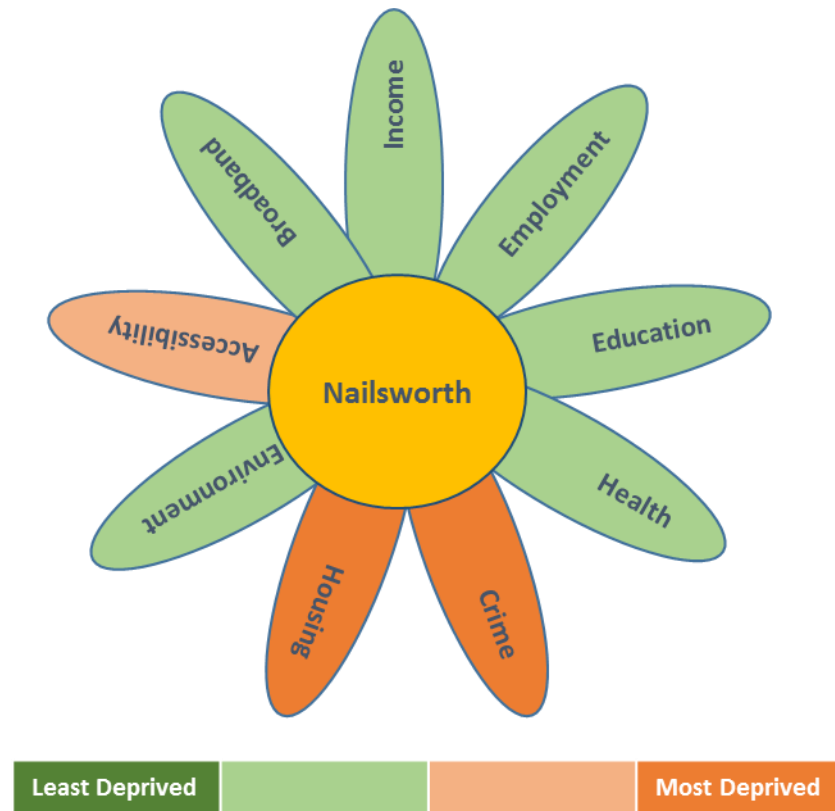


Figure 3.9 Quartile rankings for wellbeing domains in Nailsworth relative to other Gloucestershire market towns

**Table 3. 10. Nailsworth deprivation rankings and scores**

Domain	Indicator	Scores	Market Town Rank/16
Education	Proportion of young people not staying on in education post-16	0.16	7
	Proportion of young people aged under 21 not entering higher education	0.89	
	Combined indicator of adult skills and English language proficiency*	0.22	
Health	Years of potential life lost indicator (based on deaths before age 75)	51.15	7
	Comparative illness and disability ratio indicator (based on those receiving benefits due to inability to work)	83.49	
	Acute morbidity indicator (based on emergency hospital admissions)	82.54	
	Mood and anxiety disorders indicator (includes mood, neurotic, stress-related and somatoform disorders)	-0.39	
Housing	Average road distance to a post office indicator (km)	1.11	13
	Average road distance to a primary school indicator (km)	0.97	
	Average road distance to general store or supermarket indicator (km)	0.71	
	Average road distance to a GP surgery indicator (km)	1.27	
	Proportion of households which are overcrowded	0.05	
	Rate of acceptances for housing assistance under homelessness provisions of housing legislation	0.00	
	Measure of inability to afford to enter owner-occupation or the private rental market	-1.06	
	Proportion of homes that fail to meet the Decent Homes standard (modelled estimate)	0.30	
	Proportion of households without central heating	0.02	
Environment	Air quality indicator (based on concentration of nitrogen dioxide, benzene, sulphur dioxide and particulates)	0.69	8
	Road deaths or injuries to a pedestrian or cyclist per 1000 of the population	0.39	
Income	Proportion of the population experiencing income deprivation	0.10	8
Employment	Proportion of the working age population involuntarily excluded from the labour market	0.08	8
Crime	Measure for violence, burglary, theft, and criminal damage	-0.70	14
Accessibility to services	Average time to a further education college by walking and bus	28.33	12
	Average time to a fitness facility by walking and bus	7.67	
	Average time to a GP surgery by walking and bus	10.57	
	Average time to a hospital by walking and bus	34.74	
	Average time to a library by walking and bus	8.63	
	Average time to a pharmacy by walking and bus	8.75	
	Average time to a post office by walking and bus	8.75	
	Average time to a primary school by walking and bus	8.06	
Average time to a secondary school by walking and bus	28.33		

	Average time to a supermarket by walking and bus	8.42	
Broadband	Percentage of premises without Superfast Broadband coverage	6.88	7
	Percentage of premises without Ultrafast Broadband coverage	100.00	
	Percentage of premises without coverage from a full fibre service	100.00	

\*based on the proportion of working-age adults (women aged 25 to 59 and men aged 25 to 64) with no or low qualifications and the proportion of the working-age population who cannot speak English or cannot speak English 'well'. These measures are not published separately.

### 3.10 Newent

Newent is a growing market town, with a historic centre and an array of fine, listed buildings. It has a number of agro-food industries on the outskirts of the town and in the surrounding area which have contributed to its growth.

#### **Economy:**

- Industrial parks on the outskirts
- Thriving industry - Haygrove Newent- largest employer
- Large farms in the surrounding area
- Tourism (limited)
- Independent shops in the centre

#### **Services:**

- Schools- primary and large secondary
- Pre-school provision
- Public transport- bus- connection to Gloucester, Ross, Ledbury
- GP surgery – capacity might be a problem
- Large housing development without infrastructure support
- Large green spaces/ lake/playground
- All banks closed
- Traffic - problem
- Arboretum (important asset)

#### **Social:**

- Significant increase in population due to new housing development
- Significant number of foreign workers
- High rent
- New housing not affordable for young families
- Reduction in social service provision

As figure 3.10 illustrates Newent has several advantages compared to its peers but it is challenged by poor communications both physical and through broadband which undermines an otherwise positive picture for a growing market town. At one end of the spectrum it has the best environment in the group, but the worst broadband provision among its peers.

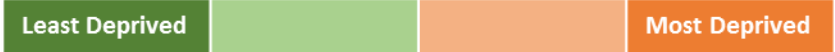
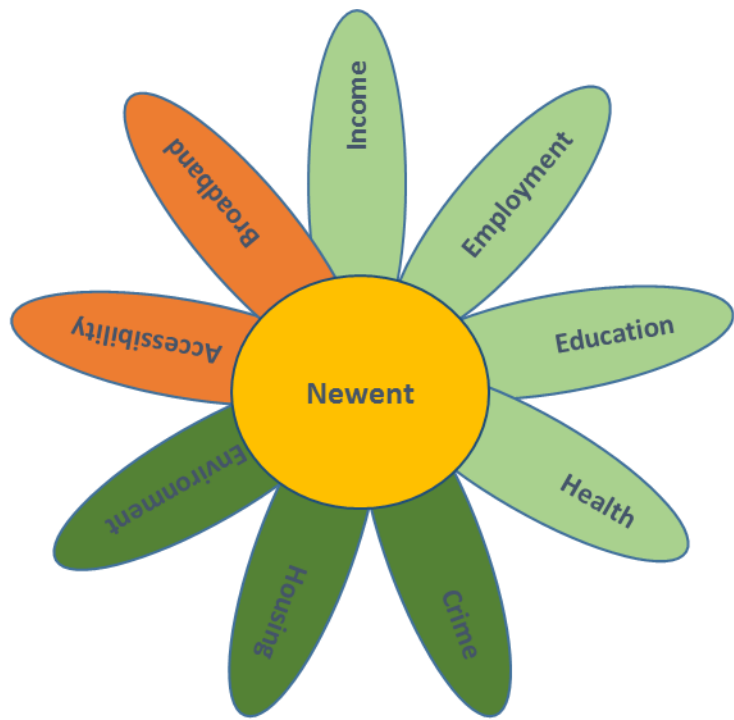


Figure 3.10 Quartile rankings for wellbeing domains in Newent relative to other Gloucestershire market towns



**Table 3. 11. Newent deprivation rankings and scores**

Domain	Indicator	Scores	Market Town Rank/16
Education	Proportion of young people not staying on in education post-16	0.17	8
	Proportion of young people aged under 21 not entering higher education	0.89	
	Combined indicator of adult skills and English language proficiency*	0.28	
Health	Years of potential life lost indicator (based on deaths before age 75)	50.10	6
	Comparative illness and disability ratio indicator (based on those receiving benefits due to inability to work)	87.23	
	Acute morbidity indicator (based on emergency hospital admissions)	87.26	
	Mood and anxiety disorders indicator (includes mood, neurotic, stress-related and somatoform disorders)	-0.26	
Housing	Average road distance to a post office indicator (km)	1.99	2
	Average road distance to a primary school indicator (km)	1.95	
	Average road distance to general store or supermarket indicator (km)	1.27	
	Average road distance to a GP surgery indicator (km)	2.32	
	Proportion of households which are overcrowded	0.04	
	Rate of acceptances for housing assistance under homelessness provisions of housing legislation	0.00	
	Measure of inability to afford to enter owner-occupation or the private rental market	-0.78	
	Proportion of homes that fail to meet the Decent Homes standard (modelled estimate)	0.33	
Proportion of households without central heating	0.03		
Environment	Air quality indicator (based on concentration of nitrogen dioxide, benzene, sulphur dioxide and particulates)	0.67	1
	Road deaths or injuries to a pedestrian or cyclist per 1000 of the population	0.40	
Income	Proportion of the population experiencing income deprivation	0.10	8
Employment	Proportion of the working age population involuntarily excluded from the labour market	0.08	8
Crime	Measure for violence, burglary, theft, and criminal damage	0.10	2
Accessibility to services	Average time to a further education college by walking and bus	21.83	15
	Average time to a fitness facility by walking and bus	21.05	
	Average time to a GP surgery by walking and bus	16.04	
	Average time to a hospital by walking and bus	44.03	
	Average time to a library by walking and bus	19.22	
	Average time to a pharmacy by walking and bus	19.69	
	Average time to a post office by walking and bus	19.65	
	Average time to a primary school by walking and bus	18.80	
	Average time to a secondary school by walking and bus	21.83	

	Average time to a supermarket by walking and bus	18.94	
Broadband	Percentage of premises without Superfast Broadband coverage	17.74	16
	Percentage of premises without Ultrafast Broadband coverage	99.89	
	Percentage of premises without coverage from a full fibre service	99.89	

\*based on the proportion of working-age adults (women aged 25 to 59 and men aged 25 to 64) with no or low qualifications and the proportion of the working-age population who cannot speak English or cannot speak English 'well'. These measures are not published separately.

### Prioritisation and data

The town council is currently developing NDP and is working closely with the community to address arising issues. The town has seen several housing sites developed on the outskirts and has seen a significant influx of people, without investments to support infrastructure and linking housing development sites with the town centre. Traffic is becoming a real problem.

In respect of the priorities- the Council would like to progress with the NDP, continue the CCTV project- improving safety in the town and address the need of Council's office accommodation (new premises needed). Restoration work at the "market house" is to continue. The Council would like to see all the historic buildings in the town centre restored to a certain standard. Increased involvement with the community and building relationships with strategic partners is to continue.

In respect of the deprivation ranking, Newent has real advantages in comparison to many other towns with only two domains in the lower quartiles- Broadband and Accessibility to services.

Council Priorities (interview)	Deprivation domains in lower half of rankings
Office accommodation	Broadband
NDP	Accessibility to Services
CCTV	
Restoration work	
Improving council and working closely with local community	

### 3.11 Stonehouse

Stonehouse is a working town, with a vibrant and cohesive community. The woollen industry was an important part of Stonehouse's history. After the textile industry declined, Stonehouse remained a thriving place as smaller businesses took over. Stonehouse was ideally located for developing trade with the canal and railway connecting it to the River Severn, key towns and markets. Today Stonehouse is a thriving town, with a good range of services and retail shops and a major employment centre in the Stroud district.

#### **Economy:**

- Industrial parks
- New incinerator built nearby
- Mix of independent shops
- Canal (asset)

#### **Services:**

- Schools- 2 primary, 4 secondaries, including 2 public schools
- Community centre
- Community library and visitor's centre
- Public transport- good connection by bus and train, no direct connection by train to Bristol (old station and line present, plan to revive)
- GP surgery
- APT (All Pulling Together) – Community Interest Company offering advice provision
- New housing development outside parish
- Green spaces/playgrounds
- Outdated recreational facilities (ongoing project to improve)

#### **Social:**

- Pockets of deprivation
- Social deprivation- council housing
- Community activities/events
- Active historic society

Figure 3.11 illustrates that Stonehouse has several challenges compared to its peers, particularly in health and income but has good communications both physical and virtual, with the best provision of broadband in the group, although with five of the nine indicators in the lower quartiles it does face challenges.

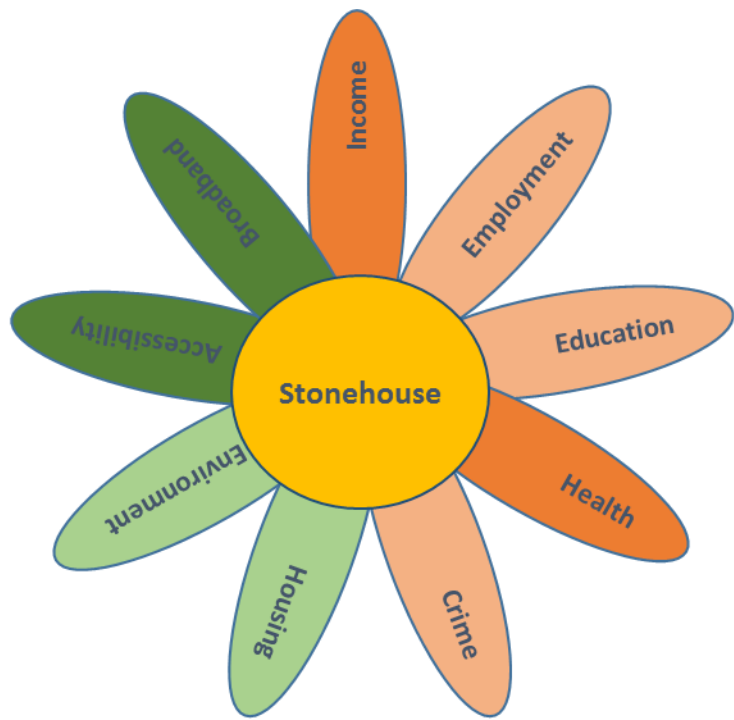


Figure 3.11 Quartile rankings for wellbeing domains in Stonehouse relative to other Gloucestershire market towns

**Table 3. 12. Stonehouse deprivation rankings and scores**

Domain	Indicator	Scores	Market Town Rank/16
Education	Proportion of young people not staying on in education post-16	0.18	12
	Proportion of young people aged under 21 not entering higher education	0.94	
	Combined indicator of adult skills and English language proficiency*	0.32	
Health	Years of potential life lost indicator (based on deaths before age 75)	55.22	14
	Comparative illness and disability ratio indicator (based on those receiving benefits due to inability to work)	103.11	
	Acute morbidity indicator (based on emergency hospital admissions)	94.98	
	Mood and anxiety disorders indicator (includes mood, neurotic, stress-related and somatoform disorders)	0.15	
Housing	Average road distance to a post office indicator (km)	1.05	7
	Average road distance to a primary school indicator (km)	1.01	
	Average road distance to general store or supermarket indicator (km)	0.71	
	Average road distance to a GP surgery indicator (km)	1.00	
	Proportion of households which are overcrowded	0.06	
	Rate of acceptances for housing assistance under homelessness provisions of housing legislation	0.00	
	Measure of inability to afford to enter owner-occupation or the private rental market	-0.98	
	Proportion of homes that fail to meet the Decent Homes standard (modelled estimate)	0.21	
	Proportion of households without central heating	0.02	
Environment	Air quality indicator (based on concentration of nitrogen dioxide, benzene, sulphur dioxide and particulates)	0.94	7
	Road deaths or injuries to a pedestrian or cyclist per 1000 of the population	0.37	
Income	Proportion of the population experiencing income deprivation	0.12	13
Employment	Proportion of the working age population involuntarily excluded from the labour market	0.10	12
Crime	Measure for violence, burglary, theft, and criminal damage	-0.51	9
Accessibility to services	Average time to a further education college by walking and bus	17.66	2
	Average time to a fitness facility by walking and bus	6.15	
	Average time to a GP surgery by walking and bus	7.63	
	Average time to a hospital by walking and bus	37.17	
	Average time to a library by walking and bus	8.28	
	Average time to a pharmacy by walking and bus	7.73	
	Average time to a post office by walking and bus	7.54	
	Average time to a primary school by walking and bus	8.23	
	Average time to a secondary school by walking and bus	9.27	

	Average time to a supermarket by walking and bus	8.46	
Broadband	Percentage of premises without Superfast Broadband coverage	0.23	1
	Percentage of premises without Ultrafast Broadband coverage	100.00	
	Percentage of premises without coverage from a full fibre service	100.00	

\*based on the proportion of working-age adults (women aged 25 to 59 and men aged 25 to 64) with no or low qualifications and the proportion of the working-age population who cannot speak English or cannot speak English 'well'. These measures are not published separately.

### Prioritisation and data

Stonehouse is a vibrant and cohesive community. The high street is in decline, losing retail occupancy; therefore, the Council would like to focus on reinforcing the High Street via tourism, supporting projects that would increase tourist numbers, footfall and related service provision in the town. The canal has great potential, and the Council would like to connect the town centre and the canal. Opening an old railway station and having a direct line to Bristol would hugely benefit the town. Other priorities areas focus on supporting the local community, increasing education opportunities for people from deprived areas and reducing carbon footprint.

According to the data, Stonehouse deprivation ranking is high in respect of income and health, with employment, education and crime equally in the lower quartiles.

Council Priorities (interview)	Deprivation domains in lower half of rankings
Tourism - supporting the High street	Income
Reopen the railway station (Bristol link)	Health
Supporting the local community	Employment
Enabling Stonehouse to be a thriving community	Education
	Crime
Education opportunities- especially adults from the deprived areas - skills, training	
Climate action group- reduce carbon foot print	

### 3.12 Stow-on-the-Wold

Stow-on-the-Wold is an architectural gem, especially in the town centre and it is a major draw for tourists, but alongside that it is a vibrant working town. At nearly 800ft, Stow is the highest of the Cotswold towns, located on the Roman Fosse Way and at the point where several roads meet, hence an important trading centre. It has a long history and had a special importance in the English Civil War.

#### **Economy:**

- tourism
- retail - mixture of independent and national shops, antique shops
- second largest retail centre after Cirencester in Cotswolds
- restaurants/pubs

#### **Services:**

- restaurants/pubs
- schools, provision for children with special needs
- GP- new facilities being built
- Limited facilities for youth
- Library and visitors centre
- Community centre & Family hub
- Retirement homes- new development on 2 sites
- Public transport – limited
- Lack of social housing (Community land Trust established)

#### **Social:**

- Markets/ festivals/special events
- Museum/ art gallery
- Gypsy Horse Fair
- Pockets of deprivation
- Poverty
- Substance abuse, drug problems
- High cost of living
- Aging population
- Lack of provision for young people
- High house prices

As figure 3.12 shows Stow-on-the-Wold is both strongly advantage and strongly disadvantaged as compared to its peers. Strong accessibility and broadband along with thriving employment as positive indicators, but five of the other indicators are in the lower quartiles suggesting challenges.

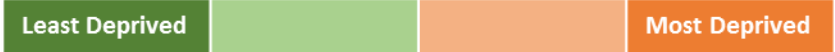


Figure 3.12 Quartile rankings for wellbeing domains in Stow-on-the-Wold relative to other Gloucestershire market towns



**Table 3. 13. Stow-on-the-Wold deprivation rankings and scores**

Domain	Indicator	Scores	Market Town Rank/16
Education	Proportion of young people not staying on in education post-16	0.16	13
	Proportion of young people aged under 21 not entering higher education	0.89	
	Combined indicator of adult skills and English language proficiency*	0.32	
Health	Years of potential life lost indicator (based on deaths before age 75)	51.39	12
	Comparative illness and disability ratio indicator (based on those receiving benefits due to inability to work)	75.73	
	Acute morbidity indicator (based on emergency hospital admissions)	100.28	
	Mood and anxiety disorders indicator (includes mood, neurotic, stress-related and somatoform disorders)	0.18	
Housing	Average road distance to a post office indicator (km)	0.70	12
	Average road distance to a primary school indicator (km)	0.70	
	Average road distance to general store or supermarket indicator (km)	0.73	
	Average road distance to a GP surgery indicator (km)	0.82	
	Proportion of households which are overcrowded	0.04	
	Rate of acceptances for housing assistance under homelessness provisions of housing legislation	0.00	
	Measure of inability to afford to enter owner-occupation or the private rental market	0.76	
	Proportion of homes that fail to meet the Decent Homes standard (modelled estimate)	0.23	
	Proportion of households without central heating	0.01	
Environment	Air quality indicator (based on concentration of nitrogen dioxide, benzene, sulphur dioxide and particulates)	0.70	15
	Road deaths or injuries to a pedestrian or cyclist per 1000 of the population	0.76	
Income	Proportion of the population experiencing income deprivation	0.10	8
Employment	Proportion of the working age population involuntarily excluded from the labour market	0.07	3
Crime	Measure for violence, burglary, theft, and criminal damage	-0.60	13
Accessibility to services	Average time to a further education college by walking and bus	14.61	4
	Average time to a fitness facility by walking and bus	20.03	
	Average time to a GP surgery by walking and bus	8.61	
	Average time to a hospital by walking and bus	17.79	
	Average time to a library by walking and bus	7.33	
	Average time to a pharmacy by walking and bus	6.94	
	Average time to a post office by walking and bus	8.07	
	Average time to a primary school by walking and bus	7.56	

	Average time to a secondary school by walking and bus	14.61	
	Average time to a supermarket by walking and bus	6.68	
Broadband	Percentage of premises without Superfast Broadband coverage	16.81	4
	Percentage of premises without Ultrafast Broadband coverage	85.77	
	Percentage of premises without coverage from a full fibre service	85.77	

\*based on the proportion of working-age adults (women aged 25 to 59 and men aged 25 to 64) with no or low qualifications and the proportion of the working-age population who cannot speak English or cannot speak English 'well'. These measures are not published separately.

### Prioritisation and data

Stow Town Council has indicated priorities for the next years; with housing being a real issue. The NDP is progressing but not yet completed, with proposals for future housing development “heading in the NIMBY direction, with only 25 proposed houses”. The Council is therefore supporting and collaborating with the Community Land Trust whose aim is to provide affordable housing for young residents as well as older people who can no longer afford their housing costs.

The Council would like to continue to be active and visible in the community, focus on smaller community projects, but equally have a “wish list” projects concerning new town hall, new housing provision and resolving/improving parking. The Council feels frustrated.

Stow-on-the-Wold has three domains in the lower rankings - environment, education and crime, followed by housing and health. A new medical centre is to be opened soon, with housing and crime recognised as issues by the town council.

Council Priorities (interview)	Deprivation domains in lower half of rankings
Active in the community	Environment
New Community Centre possibly including sports and leisure facilities.	Education
Support for community projects	Crime
Community land Trust – support, housing	Housing
New medical centre	Health
Parking	

### 3.13 Tetbury

Tetbury is a historic wool market town, with a deep history, and with more recent royal connections. The town is known as an architectural gem with many of the wool merchants' houses remaining the same as they were in the 16<sup>th</sup> and 17<sup>th</sup> centuries during the height of the town's prosperity from the wool trade.

#### **Economy:**

- Tourism
- Retail - many antique shops
- Over 300 business
- Industrial parks on the outskirts of the town

#### **Services:**

- Schools - primary, secondary
- Youth facilities/provision
- Day care centre
- Retirement homes
- Community hospital, GP surgery, dentists (mostly private)
- Large housing development on the outskirts without infrastructure support
- Transport – ongoing reduction in bus services
- Good provision of facilities- green spaces, playgrounds, recreation ground

#### **Social:**

- Community events/festivals
- Pockets of deprivation
- Food bank
- Aging population
- High cost of living
- Cuts to service provisions
- High house prices/ rent

As figure 3.13 suggests compared to its peers Tetbury is facing considerable challenges with six of the nine indicators in the lowest two quartiles and its strengths in employment and broadband. The challenges in housing and in crime are significant within its peer group, with the environment being the worst in the group.

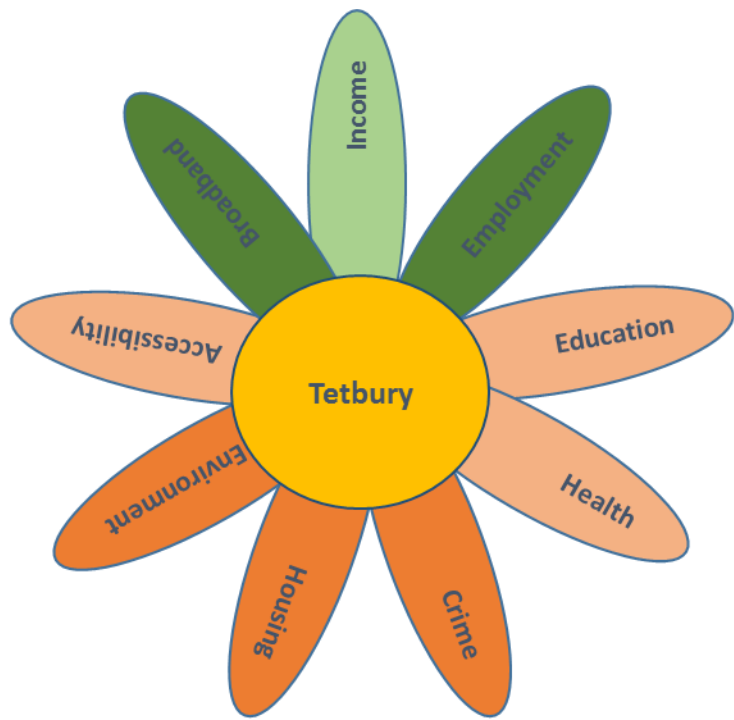


Figure 3.13 Quartile rankings for wellbeing domains in Tetbury relative to other Gloucestershire market towns

**Table 3. 14. Tetbury deprivation rankings and scores**

Domain	Indicator	Scores	Market Town Rank/16
Education	Proportion of young people not staying on in education post-16	0.20	10
	Proportion of young people aged under 21 not entering higher education	0.90	
	Combined indicator of adult skills and English language proficiency*	0.25	
Health	Years of potential life lost indicator (based on deaths before age 75)	52.25	9
	Comparative illness and disability ratio indicator (based on those receiving benefits due to inability to work)	79.55	
	Acute morbidity indicator (based on emergency hospital admissions)	81.48	
	Mood and anxiety disorders indicator (includes mood, neurotic, stress-related and somatoform disorders)	0.03	
Housing	Average road distance to a post office indicator (km)	0.88	15
	Average road distance to a primary school indicator (km)	0.91	
	Average road distance to general store or supermarket indicator (km)	0.43	
	Average road distance to a GP surgery indicator (km)	0.78	
	Proportion of households which are overcrowded	0.05	
	Rate of acceptances for housing assistance under homelessness provisions of housing legislation	0.00	
	Measure of inability to afford to enter owner-occupation or the private rental market	-0.70	
	Proportion of homes that fail to meet the Decent Homes standard (modelled estimate)	0.16	
	Proportion of households without central heating	0.02	
Environment	Air quality indicator (based on concentration of nitrogen dioxide, benzene, sulphur dioxide and particulates)	0.69	16
	Road deaths or injuries to a pedestrian or cyclist per 1000 of the population	0.51	
Income	Proportion of the population experiencing income deprivation	0.09	7
Employment	Proportion of the working age population involuntarily excluded from the labour market	0.07	3
Crime	Measure for violence, burglary, theft, and criminal damage	-1.03	15
Accessibility to services	Average time to a further education college by walking and bus	53.99	9
	Average time to a fitness facility by walking and bus	9.82	
	Average time to a GP surgery by walking and bus	9.28	
	Average time to a hospital by walking and bus	15.32	
	Average time to a library by walking and bus	11.14	
	Average time to a pharmacy by walking and bus	9.28	
	Average time to a post office by walking and bus	10.45	
	Average time to a primary school by walking and bus	10.24	
	Average time to a secondary school by walking and bus	12.04	

	Average time to a supermarket by walking and bus	7.53	
Broadband	Percentage of premises without Superfast Broadband coverage	0.61	2
	Percentage of premises without Ultrafast Broadband coverage	100.00	
	Percentage of premises without coverage from a full fibre service	100.00	

\*based on the proportion of working-age adults (women aged 25 to 59 and men aged 25 to 64) with no or low qualifications and the proportion of the working-age population who cannot speak English or cannot speak English 'well'. These measures are not published separately.

### Prioritisation and data

Tetbury Town Council has an Annual Action Plan and five years Business Plan in place. Review of the 5-year plan is going to take place after the election. The town council representatives are aware of the significant challenges the town is facing. The new Council is to set up the Annual Plan, or even a whole new business plan. However, the priorities for the coming years should focus on support for the elderly, as elderly care is becoming more important, with more residential homes being built, which will increase the age profile of the town. The Council would like to support an Alzheimer/dementia club and perhaps also provide some support towards transport for elderly– minibuses. The Council would also like to provide continued support for community-based organisations and venues as well as council grant scheme.

A significant number of new houses are being built at the outskirts of the town with no investments being provided for local infrastructure, causing an issue especially in respect of traffic. There are limited employment opportunities, and most people who moved in are commuting. There is little provision of affordable housing, and local people are not always prioritised.

In respect of the deprivation rankings and scores, Tetbury has six out the nine indicators in the lower quartiles, with the environment, crime and housing being very significant. Education, health and accessibility to services rank low as well.

Council Priorities (interview)	Deprivation domains in lower half of rankings
Support for elderly	Environment
Support for community organisations and venues	Housing
Traffic	Crime
	Education
	Health
	Accessibility to Services

### 3.14 Tewkesbury

As figure 3.14 suggests Tewkesbury faces a number of challenges compared to its peers, with only three of the nine indicators in the upper two quartiles. With its proximity to the M5 accessibility is likely to be strong but this is a difficult set of indicators suggesting a suite of challenges compared to its peers in the county.

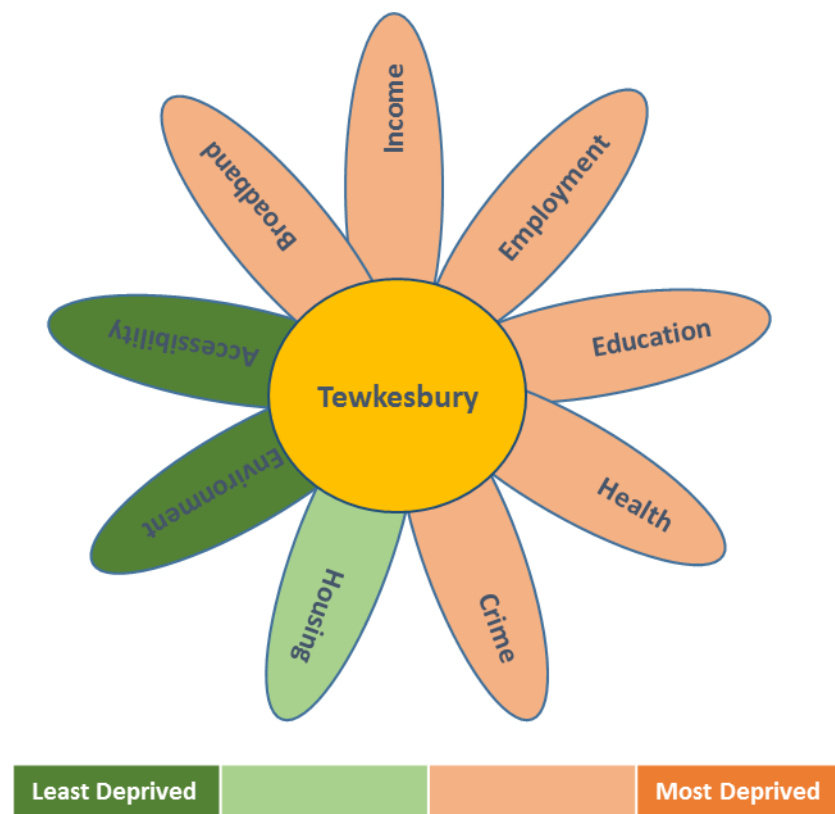


Figure 3.14 Quartile rankings for wellbeing domains in Tewkesbury relative to other Gloucestershire market towns

**Table 3. 15. Tewkesbury deprivation rankings and scores**

Domain	Indicator	Scores	Market Town Rank/16
Education	Proportion of young people not staying on in education post-16	0.22	11
	Proportion of young people aged under 21 not entering higher education	0.89	
	Combined indicator of adult skills and English language proficiency*	0.31	
Health	Years of potential life lost indicator (based on deaths before age 75)	56.38	10
	Comparative illness and disability ratio indicator (based on those receiving benefits due to inability to work)	87.03	
	Acute morbidity indicator (based on emergency hospital admissions)	97.39	
	Mood and anxiety disorders indicator (includes mood, neurotic, stress-related and somatoform disorders)	-0.03	
Housing	Average road distance to a post office indicator (km)	1.44	5
	Average road distance to a primary school indicator (km)	0.60	
	Average road distance to general store or supermarket indicator (km)	0.96	
	Average road distance to a GP surgery indicator (km)	1.62	
	Proportion of households which are overcrowded	0.06	
	Rate of acceptances for housing assistance under homelessness provisions of housing legislation	0.00	
	Measure of inability to afford to enter owner-occupation or the private rental market	-0.38	
	Proportion of homes that fail to meet the Decent Homes standard (modelled estimate)	0.25	
	Proportion of households without central heating	0.03	
Environment	Air quality indicator (based on concentration of nitrogen dioxide, benzene, sulphur dioxide and particulates)	0.89	4
	Road deaths or injuries to a pedestrian or cyclist per 1000 of the population	0.50	
Income	Proportion of the population experiencing income deprivation	0.11	12
Employment	Proportion of the working age population involuntarily excluded from the labour market	0.10	12
Crime	Measure for violence, burglary, theft, and criminal damage	-0.25	10
Accessibility to services	Average time to a further education college by walking and bus	15.25	1
	Average time to a fitness facility by walking and bus	7.92	
	Average time to a GP surgery by walking and bus	8.22	
	Average time to a hospital by walking and bus	0.59	
	Average time to a library by walking and bus	8.54	
	Average time to a pharmacy by walking and bus	6.62	
	Average time to a post office by walking and bus	8.73	
	Average time to a primary school by walking and bus	5.86	
	Average time to a secondary school by walking and bus	15.25	



	Average time to a supermarket by walking and bus	7.66	
Broadband	Percentage of premises without Superfast Broadband coverage	12.28	<b>11</b>
	Percentage of premises without Ultrafast Broadband coverage	98.85	
	Percentage of premises without coverage from a full fibre service	98.85	

\*based on the proportion of working-age adults (women aged 25 to 59 and men aged 25 to 64) with no or low qualifications and the proportion of the working-age population who cannot speak English or cannot speak English 'well'. These measures are not published separately.

### 3.15 Winchcombe

The ancient Anglo-Saxon town of Winchcombe is situated in a beautiful Cotswold valley mid-way between Broadway and Cheltenham.

**Economy:**

- tourism,
- retail, number of independent shops
- no business body - Chamber of Commerce

**Services:**

- Schools – primary and secondary, no Sixth form
- Youth centre
- day care centre
- Doctor’s surgery (up to a capacity)
- local radio
- good facilities and green spaces

**Social:**

- community events/festivals
- pockets of deprivation
- Food bank (high % of people in debt)
- Aging population
- High cost of living
- Unaffordable housing

Figure 3.15 suggests a balanced score card for Winchcombe, clearly more advantaged than many of its peers with four of the nine indicators in the top quartile it is not well served for communications with housing and crime lagging other indicators.

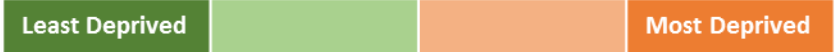
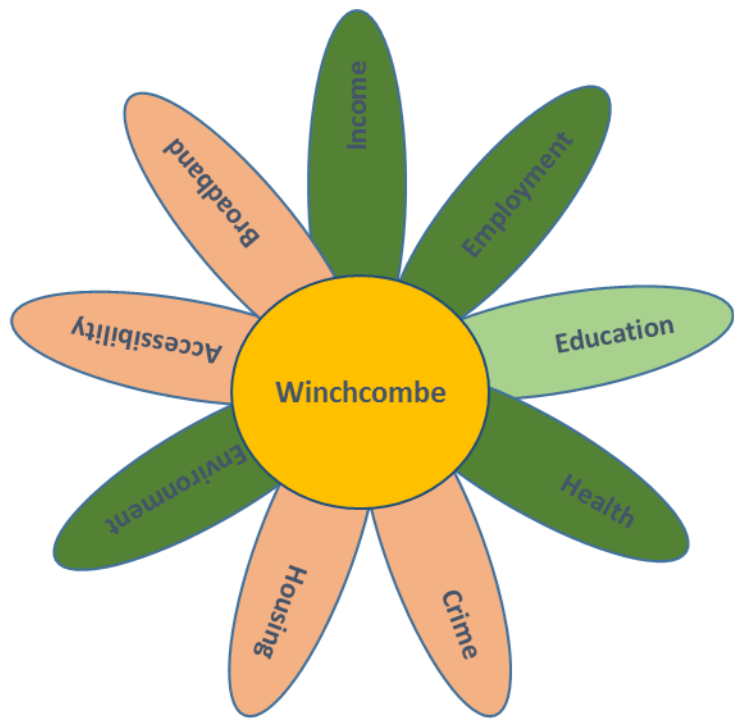


Figure 3.15 Quartile rankings for wellbeing domains in Winchcombe relative to other Gloucestershire market towns

**Table 3. 16. Winchcombe deprivation rankings and scores**

Domain	Indicator	Scores	Market Town Rank/16
Education	Proportion of young people not staying on in education post-16	0.19	6
	Proportion of young people aged under 21 not entering higher education	0.88	
	Combined indicator of adult skills and English language proficiency*	0.23	
Health	Years of potential life lost indicator (based on deaths before age 75)	50.68	4
	Comparative illness and disability ratio indicator (based on those receiving benefits due to inability to work)	68.67	
	Acute morbidity indicator (based on emergency hospital admissions)	83.61	
	Mood and anxiety disorders indicator (includes mood, neurotic, stress-related and somatoform disorders)	-0.59	
Housing	Average road distance to a post office indicator (km)	1.17	10
	Average road distance to a primary school indicator (km)	0.89	
	Average road distance to general store or supermarket indicator (km)	1.19	
	Average road distance to a GP surgery indicator (km)	2.35	
	Proportion of households which are overcrowded	0.02	
	Rate of acceptances for housing assistance under homelessness provisions of housing legislation	0.00	
	Measure of inability to afford to enter owner-occupation or the private rental market	-0.29	
	Proportion of homes that fail to meet the Decent Homes standard (modelled estimate)	0.24	
	Proportion of households without central heating	0.03	
Environment	Air quality indicator (based on concentration of nitrogen dioxide, benzene, sulphur dioxide and particulates)	0.69	3
	Road deaths or injuries to a pedestrian or cyclist per 1000 of the population	0.48	
Income	Proportion of the population experiencing income deprivation	0.08	4
Employment	Proportion of the working age population involuntarily excluded from the labour market	0.07	3
Crime	Measure for violence, burglary, theft, and criminal damage	-0.95	12
Accessibility to services	Average time to a further education college by walking and bus	36.94	10
	Average time to a fitness facility by walking and bus	7.48	
	Average time to a GP surgery by walking and bus	8.88	
	Average time to a hospital by walking and bus	38.57	
	Average time to a library by walking and bus	8.60	
	Average time to a pharmacy by walking and bus	9.27	
	Average time to a post office by walking and bus	7.84	
	Average time to a primary school by walking and bus	8.50	
	Average time to a secondary school by walking and bus	10.05	

	Average time to a supermarket by walking and bus	7.93	
Broadband	Percentage of premises without Superfast Broadband coverage	13.79	10
	Percentage of premises without Ultrafast Broadband coverage	96.18	
	Percentage of premises without coverage from a full fibre service	97.54	

\*based on the proportion of working-age adults (women aged 25 to 59 and men aged 25 to 64) with no or low qualifications and the proportion of the working-age population who cannot speak English or cannot speak English 'well'. These measures are not published separately.

### Prioritisation and data

Winchcombe Town Council would like to progress with projects that were prioritised previously: notably Winchcombe park and cemetery 'extension'. Finalising tourism strategy and securing current services (e.g. police station) is also among the priorities.

In respect of deprivation data, Winchcombe is more advantages in comparison with many other market towns in the group. Not one of the indicators is in the lowest quartile, with broadband, accessibility to services, housing and crime being relatively low. None of these areas is addressed within the Council's priorities; however, housing has been recognised as an issue, especially affordable housing and high house prices. The Council would like to see more affordable homes built.

Council Priorities (interview)	Deprivation domains in lower half of rankings
Winchcombe park	Broadband
Cemetery	Accessibility to Services
Parking	Crime
Tourism strategy	Housing
Tackling anti-social behaviour	
Keep police station	

### 3.16 Wotton-under-Edge

Wotton-under-Edge is a historic market town, with a strong community, which is an attractive place to live drawing in people, often retirees who enjoy the community spirit.

**Economy:**

- High quality local industries and business
- Vibrant town centre
- A strong tourism that could be developed further

**Services:**

- Good schools – primary and secondary,
- Youth centre
- Local arts scene
- Good facilities underpinned by the Town Council

**Social:**

- Aging population
- High cost of living
- Expensive housing
- Contention over developments in the town

As figure 3.16 illustrates Wotton-under-Edge is a town with significantly more advantages than many of its peers with only a third of the indicators in the lower quartile, and four in the top quartile. The most significant challenge is that of housing, which is the worst in the group.

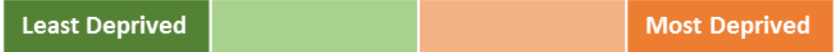
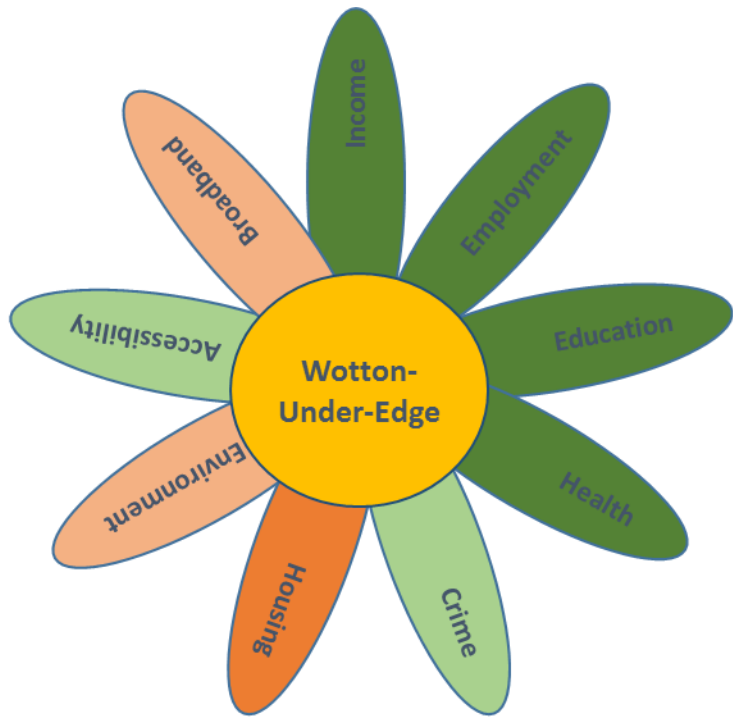


Figure 3.16 Quartile rankings for wellbeing domains in Wotton-Under-Edge relative to other Gloucestershire market towns

**Table 3. 17. Wotton-under-Edge deprivation rankings and scores**

Domain	Indicator	Scores	Market Town Rank/16
Education	Proportion of young people not staying on in education post-16	0.14	3
	Proportion of young people aged under 21 not entering higher education	0.86	
	Combined indicator of adult skills and English language proficiency*	0.21	
Health	Years of potential life lost indicator (based on deaths before age 75)	48.73	2
	Comparative illness and disability ratio indicator (based on those receiving benefits due to inability to work)	73.96	
	Acute morbidity indicator (based on emergency hospital admissions)	68.65	
	Mood and anxiety disorders indicator (includes mood, neurotic, stress-related and somatoform disorders)	-0.39	
Housing	Average road distance to a post office indicator (km)	0.78	16
	Average road distance to a primary school indicator (km)	0.67	
	Average road distance to general store or supermarket indicator (km)	0.68	
	Average road distance to a GP surgery indicator (km)	1.10	
	Proportion of households which are overcrowded	0.04	
	Rate of acceptances for housing assistance under homelessness provisions of housing legislation	0.00	
	Measure of inability to afford to enter owner-occupation or the private rental market	-0.86	
	Proportion of homes that fail to meet the Decent Homes standard (modelled estimate)	0.28	
	Proportion of households without central heating	0.02	
Environment	Air quality indicator (based on concentration of nitrogen dioxide, benzene, sulphur dioxide and particulates)	0.71	10
	Road deaths or injuries to a pedestrian or cyclist per 1000 of the population	0.35	
Income	Proportion of the population experiencing income deprivation	0.07	1
Employment	Proportion of the working age population involuntarily excluded from the labour market	0.06	1
Crime	Measure for violence, burglary, theft, and criminal damage	-0.81	7
Accessibility to services	Average time to a further education college by walking and bus	12.09	3
	Average time to a fitness facility by walking and bus	8.98	
	Average time to a GP surgery by walking and bus	6.65	
	Average time to a hospital by walking and bus	39.18	
	Average time to a library by walking and bus	7.16	
	Average time to a pharmacy by walking and bus	7.52	
	Average time to a post office by walking and bus	7.24	
	Average time to a primary school by walking and bus	6.99	
Average time to a secondary school by walking and bus	12.11		



	Average time to a supermarket by walking and bus	7.31	
Broadband	Percentage of premises without Superfast Broadband coverage	74.69	9
	Percentage of premises without Ultrafast Broadband coverage	34.64	
	Percentage of premises without coverage from a full fibre service	34.64	

\*based on the proportion of working-age adults (women aged 25 to 59 and men aged 25 to 64) with no or low qualifications and the proportion of the working-age population who cannot speak English or cannot speak English 'well'. These measures are not published separately.

## Prioritisation and data

Wotton-under-Edge is a vibrant and thriving market town, with an active community that is underpinned by the work of the Town Council, through supporting venues and strategic insights. Maintaining this sense of community, while improving facilities for targeted areas such as tourism development has been a challenge. With housing developments on the edge of the town, there is an opportunity to ensure that the new residents add to the retail and arts offer of the town, but they have to be encouraged to do so, and infrastructure spending is limited.

The Council is aware of the challenges of housing and broadband but has limited capacity to intervene as these are within the purview of the District and County councils respectively.

Council Priorities (interview)	Deprivation domains in lower half of rankings
Tourism improvement	Housing
Maintenance of retail offer	Broadband
Support thriving community	Environment

## 4. Market towns: insights from interviews

A simple thematic analysis was applied to draw out common themes or reveal divergences. Five themes resonated across all market towns. These were as follows:

Imbalanced development - Housing and infrastructure  
Services  
Social deprivation and hardship  
Aging population  
Contrasting geographies

### 4.1 Imbalanced development - Housing and infrastructure

Housing and infrastructure were dominant topics in all the interviews. Housing and retirement home development of significant proportions has taken place in all participating towns. Whereas all interviewees agreed that there is lack of housing and especially affordable housing the approach to how sites were designated and as well as the number of houses built/ or planned was questioned. All the towns were unhappy with borough councils' approach to planning and all felt that they had very little say in respect of the developments as they "*were dictated to us by District*" and "*our arguments were not listened to*".

In Cirencester the council has been very proactive and fought hard to get their arguments heard. With more than 2000 houses planned they were adamant to get concessions from the investor regarding local infrastructure - footpaths, roads, green spaces, contribution towards new primary school, etc. The developer agreed to set up a Community Trust (with town council being a member) to monitor the progress as well as the quality. In Tetbury, Newent, Lydney and Coleford no infrastructure investment has been supported along housing developments, negatively impacting on traffic in those areas, with services such as schools, GP surgeries to follow.

House prices have been another resonant feature. In Cotswolds all houses are relatively expensive, including the newly built, but the demand varies across the towns. Whereas in Lechlade all new houses are sold, in Tetbury the developers have postponed building more planned houses on some sites as they struggle to find buyers. In Stow two large retirement home sites are being developed despite protests from the town council. The town needs affordable housing, to attract and sustain young people and the current development is not going to accommodate those needs. A local Community Land Trust has been set up in order to address the social housing shortage. In Forest of Dean – Coleford and Lydney, housing developments are more affordable, and are attracting younger families into the area. However, house prices there have increased notably since the Severn Bridge tolls were scrapped. Influx of people from Bristol area is perceived as leaving local people disadvantaged. Lydney has absorbed 60% of the total number of all new houses planned in the district. However, no investments into local infrastructure have been outlined leaving the new housing development sites disconnected from the town and creating strain on local service provision.

Towns, with adopted Neighbourhood Development Plans (see Table A 8), felt that they had an advantage in comparison to those without as they had cohesive documents with clearly defined sites for further developments and could limit the pressure of developers on other land.

Overall there was a strong feeling among the interviewees that the development is unbalanced and not addressing the needs of the communities (retirement homes instead of houses, lack of affordable housing, not prioritising local people needs) with a single focus on open market house provision. There is especially a concern in respect of young people and their inability to stay in Cotswolds market towns due to high property prices and lack of affordable housing provision. The same concern has been raised in Forest of Dean market towns. However, lack of high-quality education provision and scarce job opportunities were also recognised as barriers there.

Planning decisions are therefore creating a level of tension and frustration between the towns and the district councils, mostly due to the 'narrow' development focus that fails to consider the wider impact on local communities, especially in relation to infrastructure and service provision.

## 4.2 Services

Services are said to be contracting in the towns under examination. This is most evident for services delivered by local government and where delivery is (largely) discretionary. In all the market towns interviewed the decline in service provision was mentioned, with public transport being the number one concern. Apart from Newent and Stonehouse, where provision has been relatively good, all the other towns are experiencing reduction in bus services, unsuitable timetables and routes, and lack of coordination between rail and bus/coach providers. The bus services are predominantly used by older people with bus passes. Most are not financially viable and need to be heavily subsidised. Many of the current providers are at present in negotiations with the county on the future of bus service provision with more reduction in routes expected.

In Stonehouse, despite good links to all neighbouring towns and cities either by bus or rail a specific issue has been identified. Stonehouse at present does not have a direct train to Bristol, the old railway station is not in use. Stonehouse has a station on the Gloucester to Swindon line, providing access to London. The Gloucester to Bristol line also passes through the town but there is no longer a station on this line, with the result that reaching Bristol and the South West by rail involves an initial journey either north to Gloucester or Cheltenham or east to Swindon. The council would like to see the Bristol Road station re-opened, as it would bring more people into the town, boost the local economy, and reduce the carbon footprint.

Health services are under strain in many of the market towns. With aging population, new housing developments and a difficulty attracting new GP partners into some areas local councils are concerned about sustaining sufficient provision. This is a particularly prominent issue in Forest of Dean market towns, as most surgeries are up to their full capacities and

many of the facilities are outdated. A new hospital is to be built in Cinderford a decision which has caused disappointment in some neighbouring towns, as their community hospitals would be closed, and provision relocated. Mental health problems are increasing in some of the towns which is said to be due to the cuts to relevant services.

Bank services have been heavily reduced in many of the towns under examination, with some having no bank branches at all and very limited access to cash machines (Lechlade, Newent). Community halls are thriving in majority of the towns, being real hubs for the local communities with wide range of activities on offer. However, most activities focus on older generations.

### 4.3 Social deprivation and hardship

Social deprivation has been identified as a problem by many town council interviewees. Poverty and reliance on social services and benefits were highlighted in Tetbury, as well as in Stow on the Wold. Pockets of deprivation were identified in all the towns apart from Newent. In-work poverty is becoming "the modern face of hardship". Food banks are operating in Coleford, Cinderford and Lydney in the Forest of Dean. More recently Cirencester Food Bank started to provide aid also in Tetbury. The North Cotswold Food Bank opened its centres in Winchcombe, (which has been recognised as the "*4th in the borough with the largest % of people in debt*"), as well in Chipping Campden and Moreton-in-Marsh.

Substance abuse and, to a smaller degree, problems with drugs were identified as an issue in Stow-on-the-Wold, with illegal drugs being specifically a major concern in affluent rural areas according to interviewees. Wellbeing and loneliness were highlighted as well.

### 4.4 Aging population

According to the recent report on State of Rural Services (2019)<sup>6</sup> the number of people aged 85 or over is expected to double over the next twenty years in rural areas. Aging population is a real concern notably in the Cotswold market towns. Interviewees in Tetbury noted that they are recognized as "*the retirement capital of Cotswold*" because of the above average older population. The same problem has been mentioned in Stow-on-the-Wold, Lechlade on Thames and Winchcombe, with the situation worsening due to the number of retirement homes being built in the towns (Stow, Tetbury). This has an impact on services such as day care centers and transport.

Coleford is struggling with population growth and aging due to young people leaving the area. There is a significant gap especially in age group 25-35. The outflow is said to be caused by lack of opportunities for young people in respect of employment and education. A similar situation is noted in Lydney, however there is not a decrease in population owing to "*the exceptional number of houses being built*".

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<sup>6</sup> Rural England, *State of Rural Services 2018*, Rural England (2019)

## 4.5 Contrasting geographies

Market town members of the GMTF are very diverse in respect of their history, economic performance, environmental and social issues. But equally there is a number of linking commonalities. Geography matters and is playing an important role in fulfilling market towns potential in respect of current and prospective development opportunities and future growth as well as their sustainability. Location is a deciding factor, with many towns on the county borders feeling neglected, overlooked and unfairly treated especially in respect of funding, service provision and support. The great disparity between the towns could be said to be concealing untapped opportunities in respect of closer collaboration, sharing good practice and inter-partnership support provision.

## 4.6 Conclusions

Town and parish councils are perhaps among the oldest forms of representative democratic assemblies, and as this report demonstrates they are striving to match the challenges of the present. The data in this report illustrates that in historically advantaged communities, there are pockets of deprivation and an even larger group of residents who are in a precarious financial situation. While these problems are not within the remit of town councils to address, they are working to secure what services they can across the civic facilities, arts and the retail offer that underpin market towns. By presenting data in new forms and by resolving that data to the scale of the town, while matching this with the expressed priorities of the councils, this report opens questions as to how best to proceed.

The focus on the spatial differences between the towns in the report underlines how critical local factors are to the life chances of residents, as can be seen in the measurements of access to health services, or the challenges facing younger residents around education. No council can point to a 'winning formula' instead the role of rural market towns appears to be under question as public policy focuses on cities as growth poles. Issues of well-being loom large in this report, spanning health, education and social care services while access to opportunities for younger people dominates. The limited capacities and assets of the councils in the report are apparent, but their determination to serve their communities is also unambiguous. In a context where resources are unlikely to be released to these councils, it would appear that the next moves will be to use the assets of local communities, not least their imaginations, to resolve new ways of maintaining and sustaining rural market towns.

## 5. Appendices



## 5.1 LSOA boundary maps of Market Towns

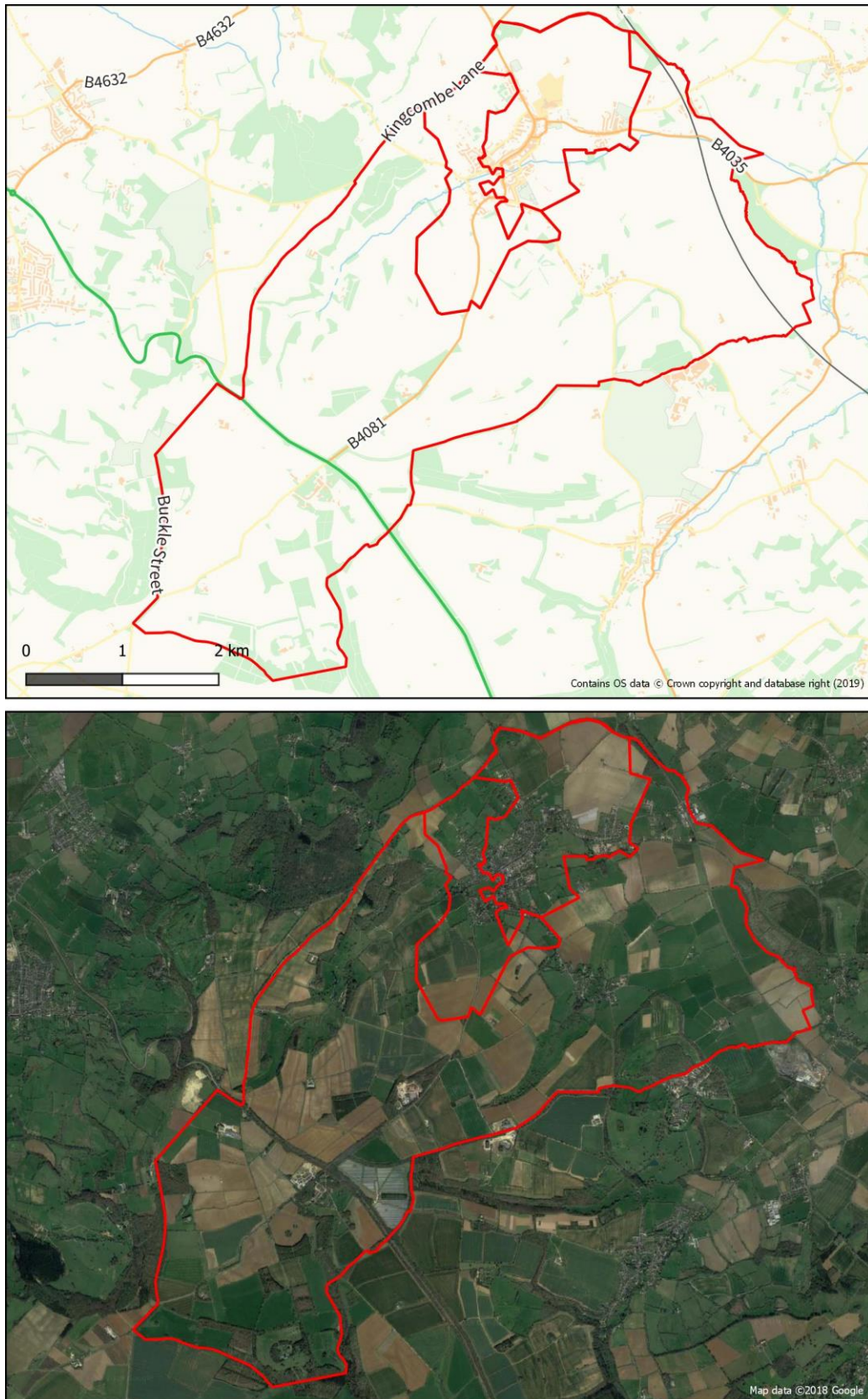


Figure 3.1 Ordnance Survey and satellite image maps of Chipping Campden showing LSOA boundaries



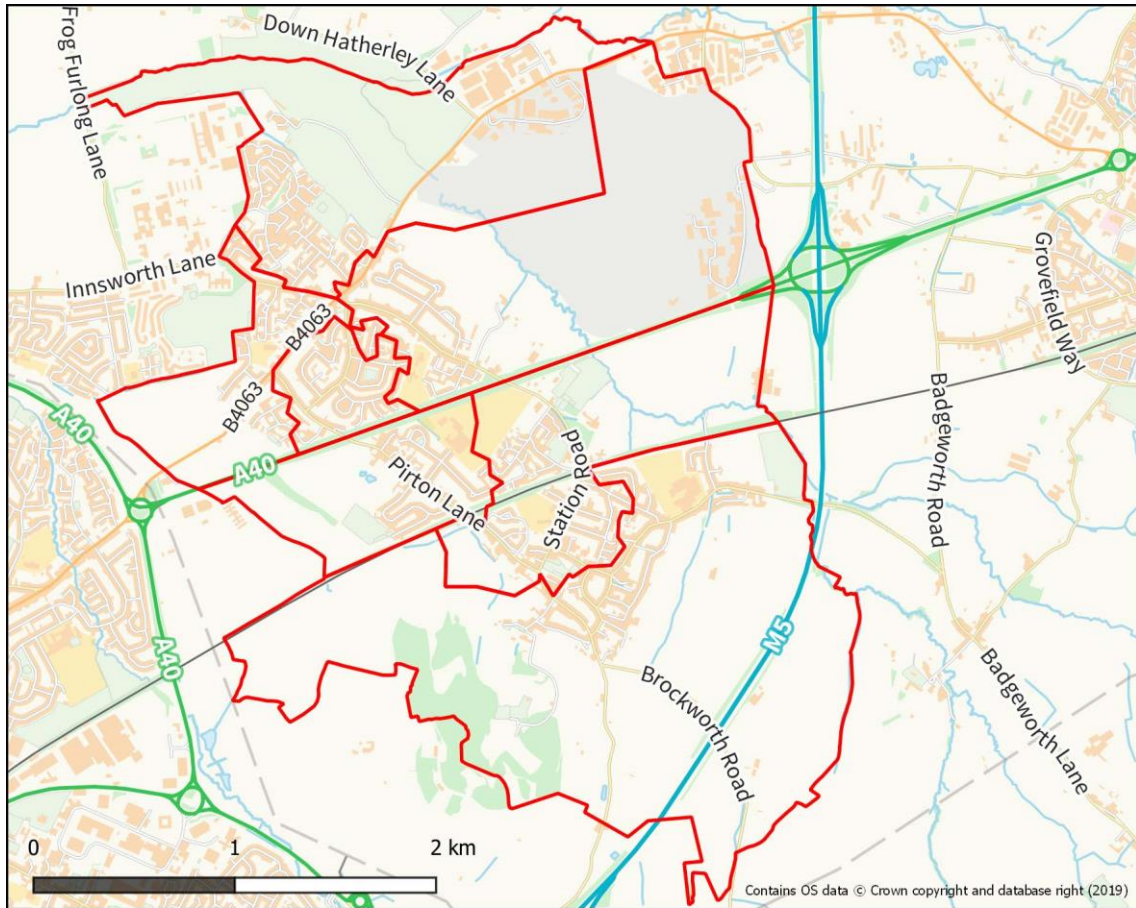


Figure 3.2 Ordnance Survey and satellite image maps of Churchdown showing LSOA boundaries



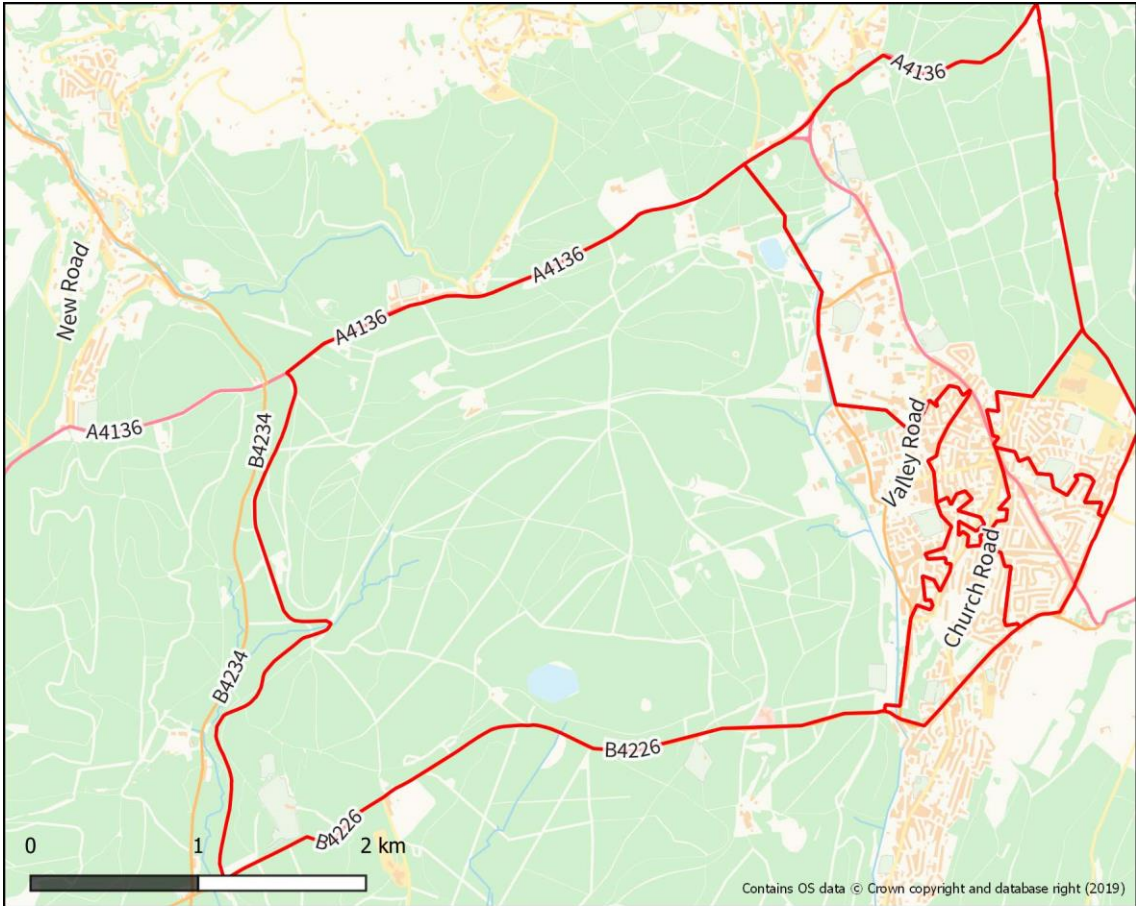


Figure 3.3 Ordnance Survey and satellite image maps of Cinderford showing LSOA boundaries



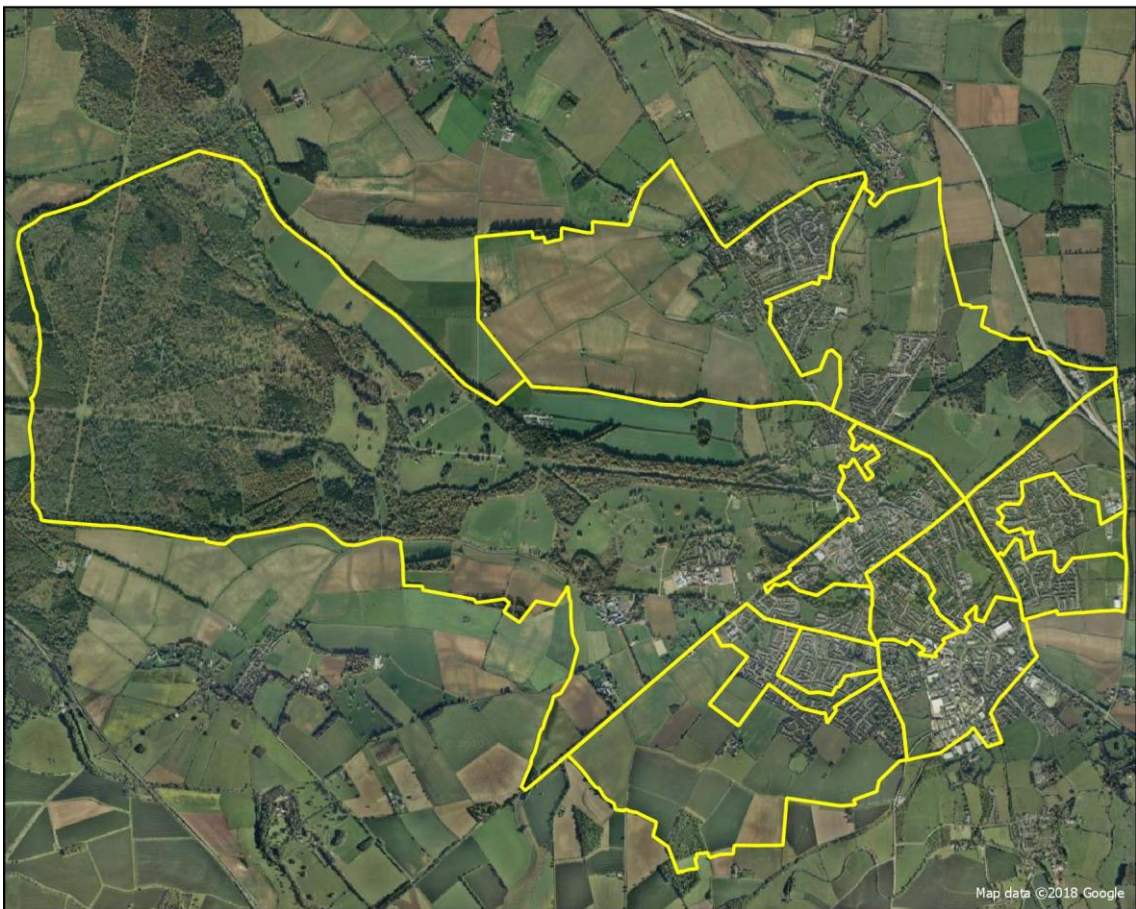
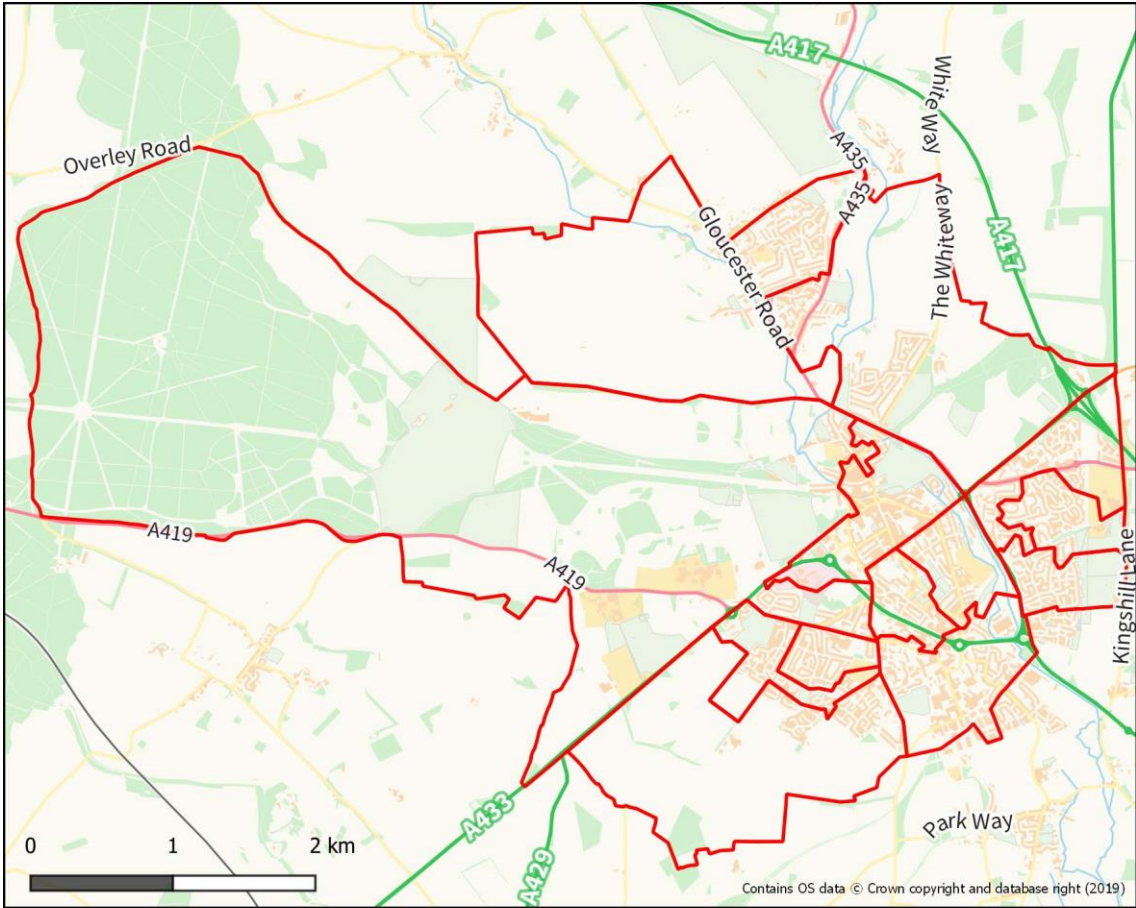


Figure 3.4 Ordnance Survey and satellite image maps of Cirencester showing LSOA boundaries



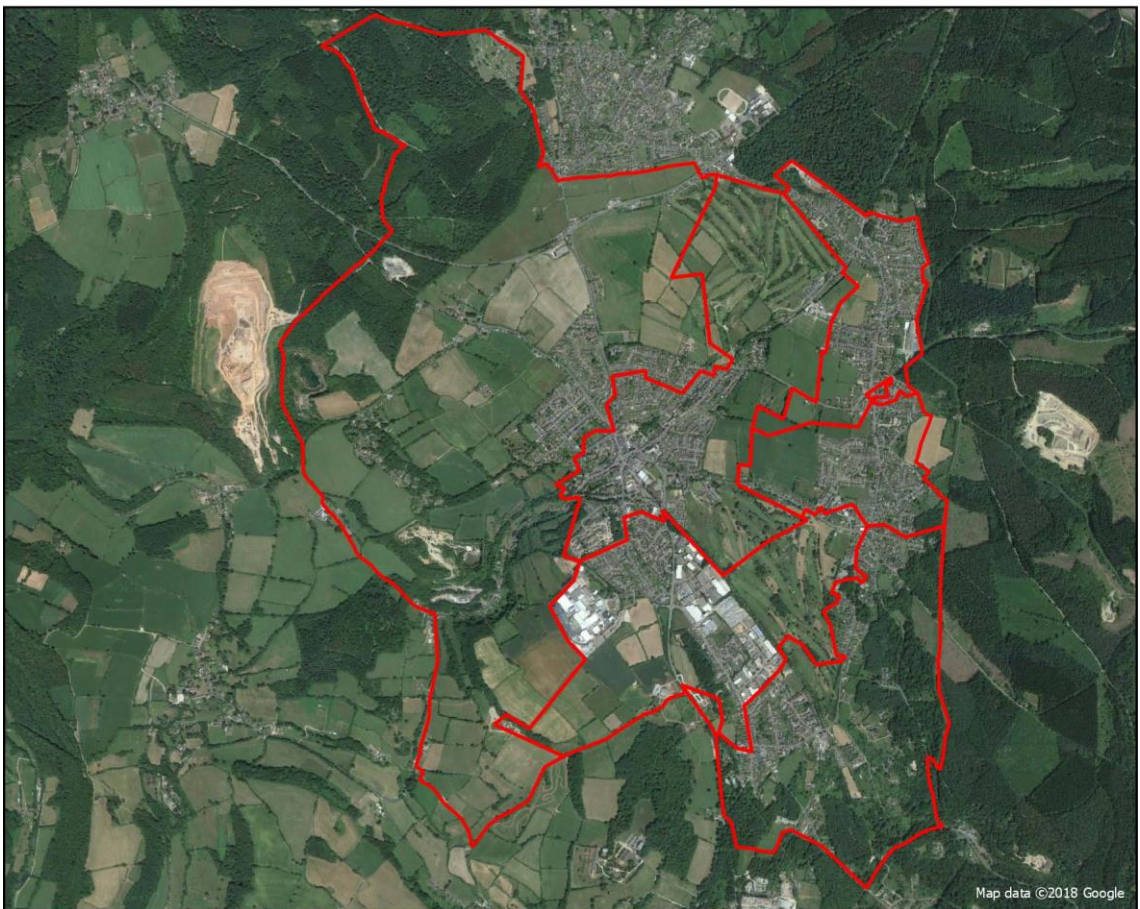
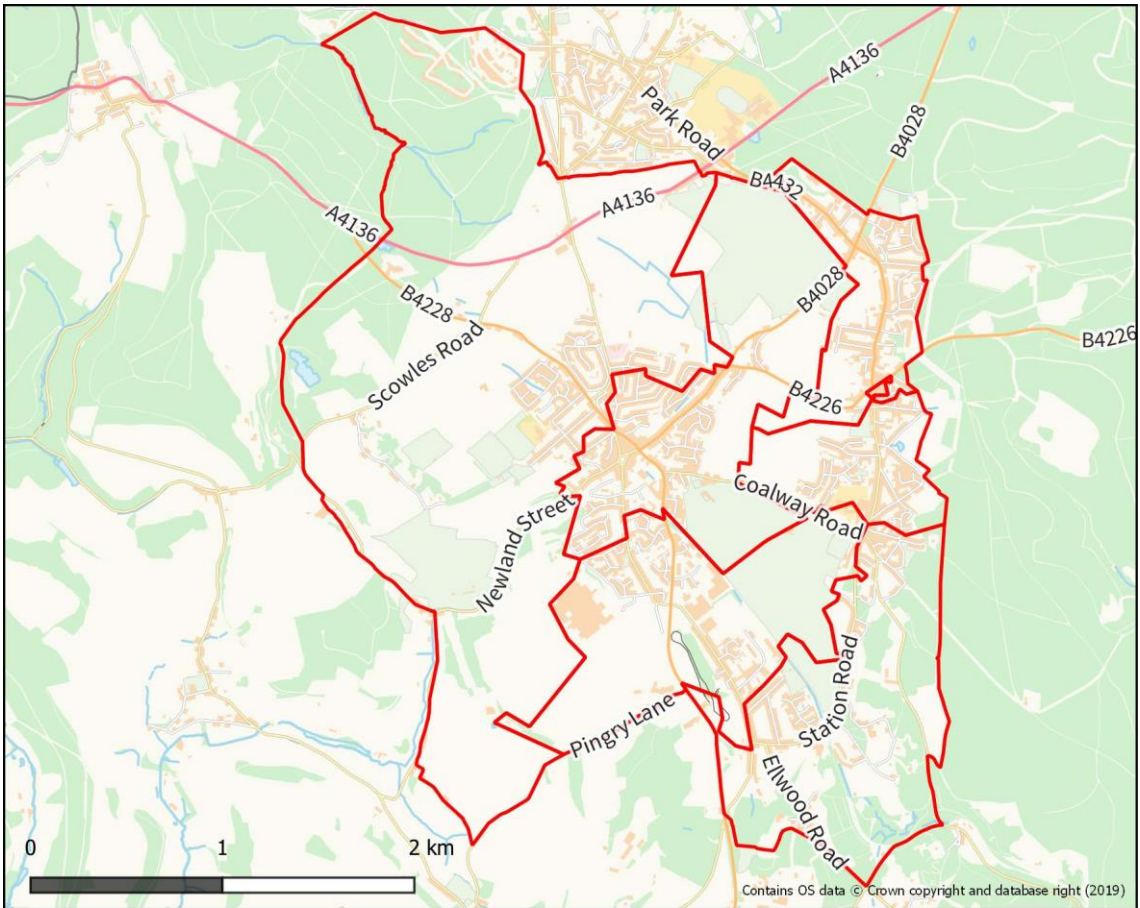


Figure 3.5 Ordnance Survey and satellite image maps of Coleford showing LSOA boundaries



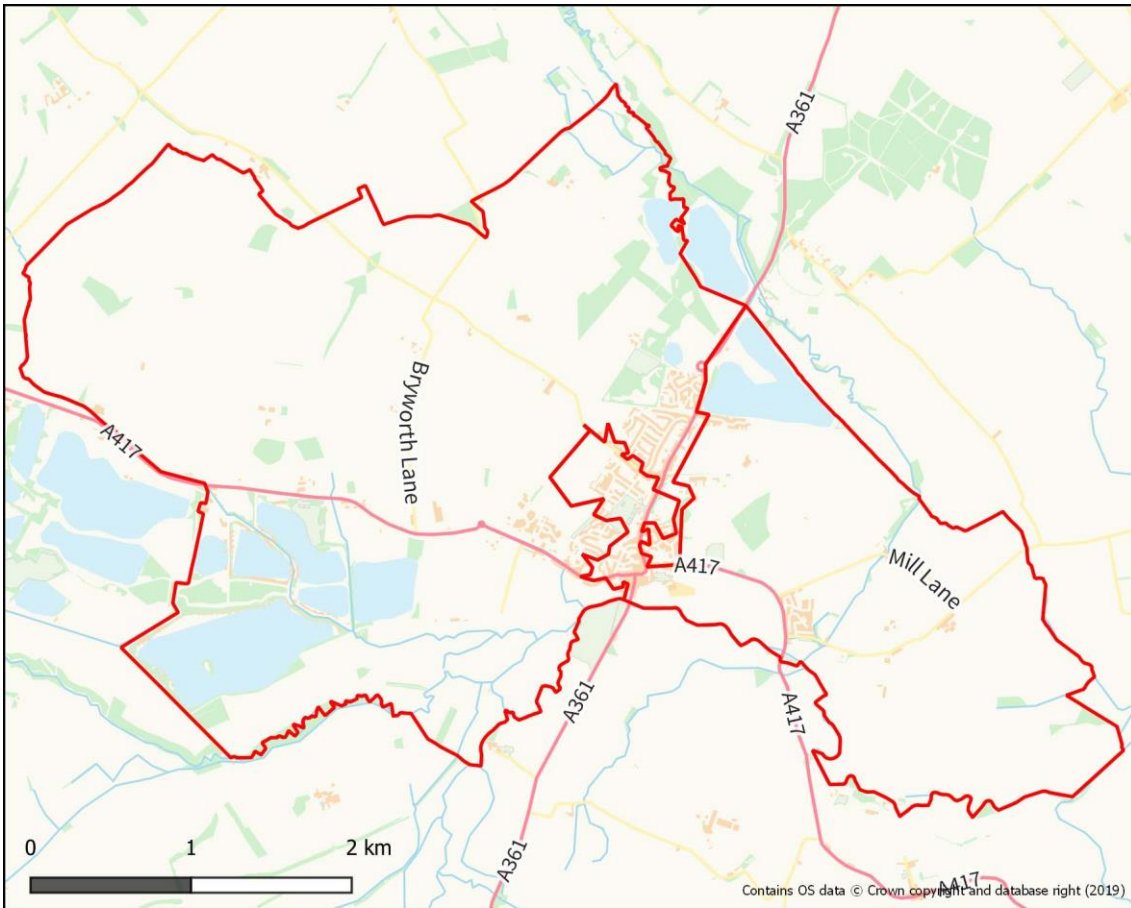


Figure 3.6 Ordnance Survey and satellite image maps of Lechlade showing LSOA boundaries



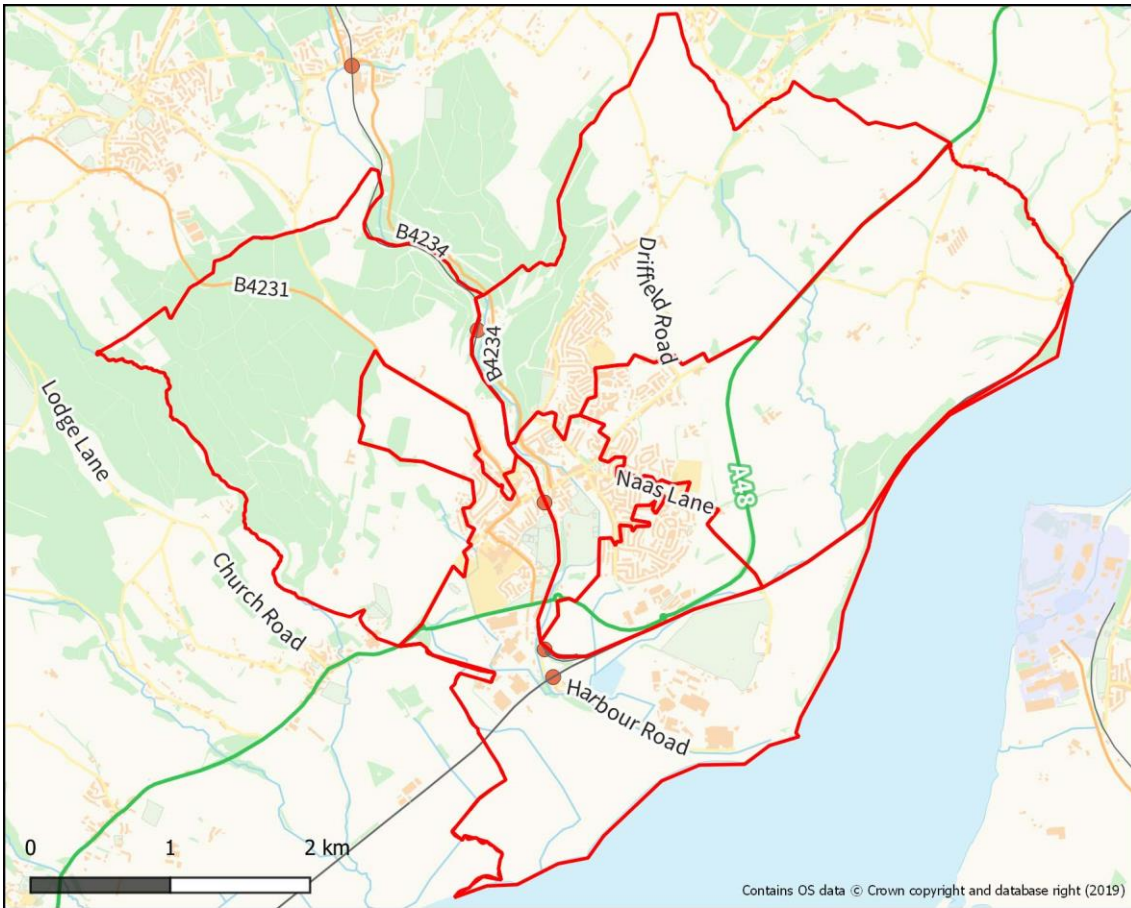


Figure 3.7 Ordnance Survey and satellite image maps of Lydney showing LSOA boundaries





Figure 3.8 Ordnance Survey and satellite image maps of Moreton-in-Marsh showing LSOA boundaries



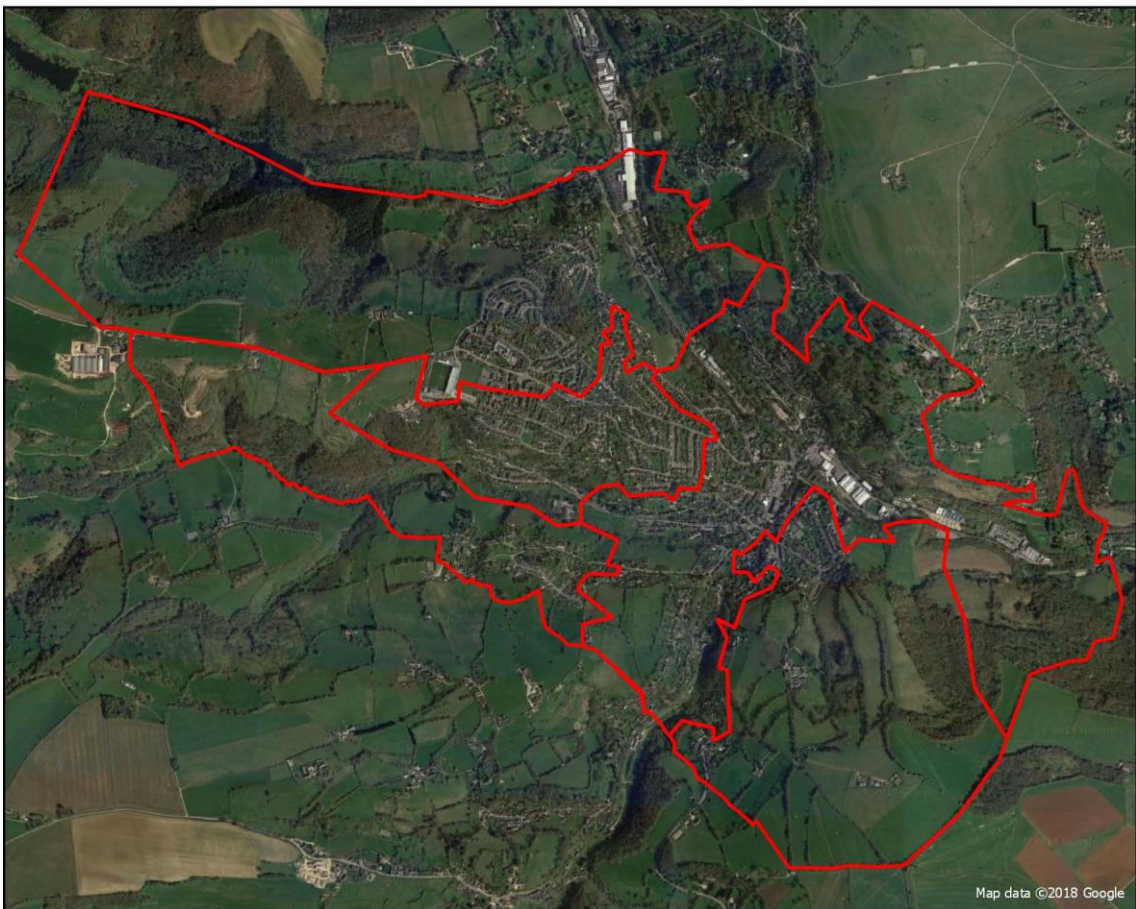
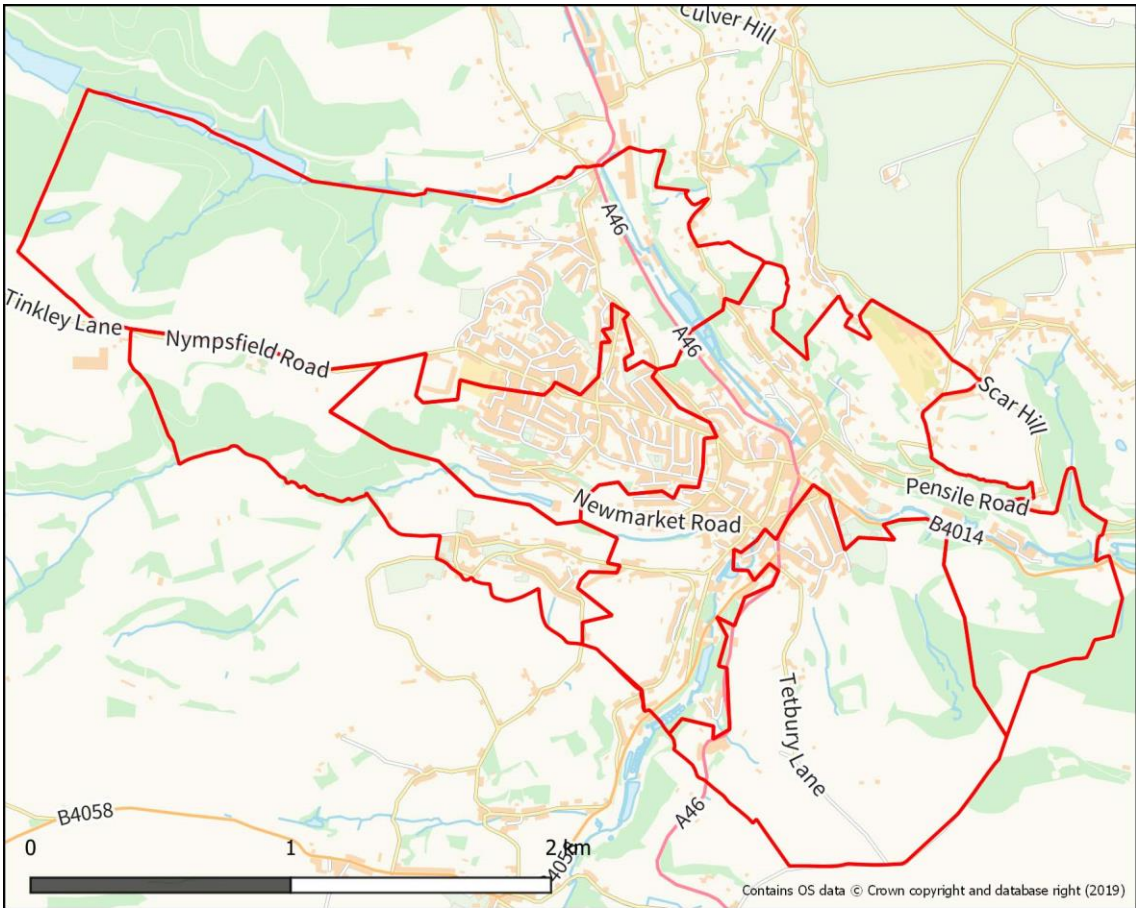


Figure 3.9 Ordnance Survey and satellite image maps of Nailsworth showing LSOA boundaries



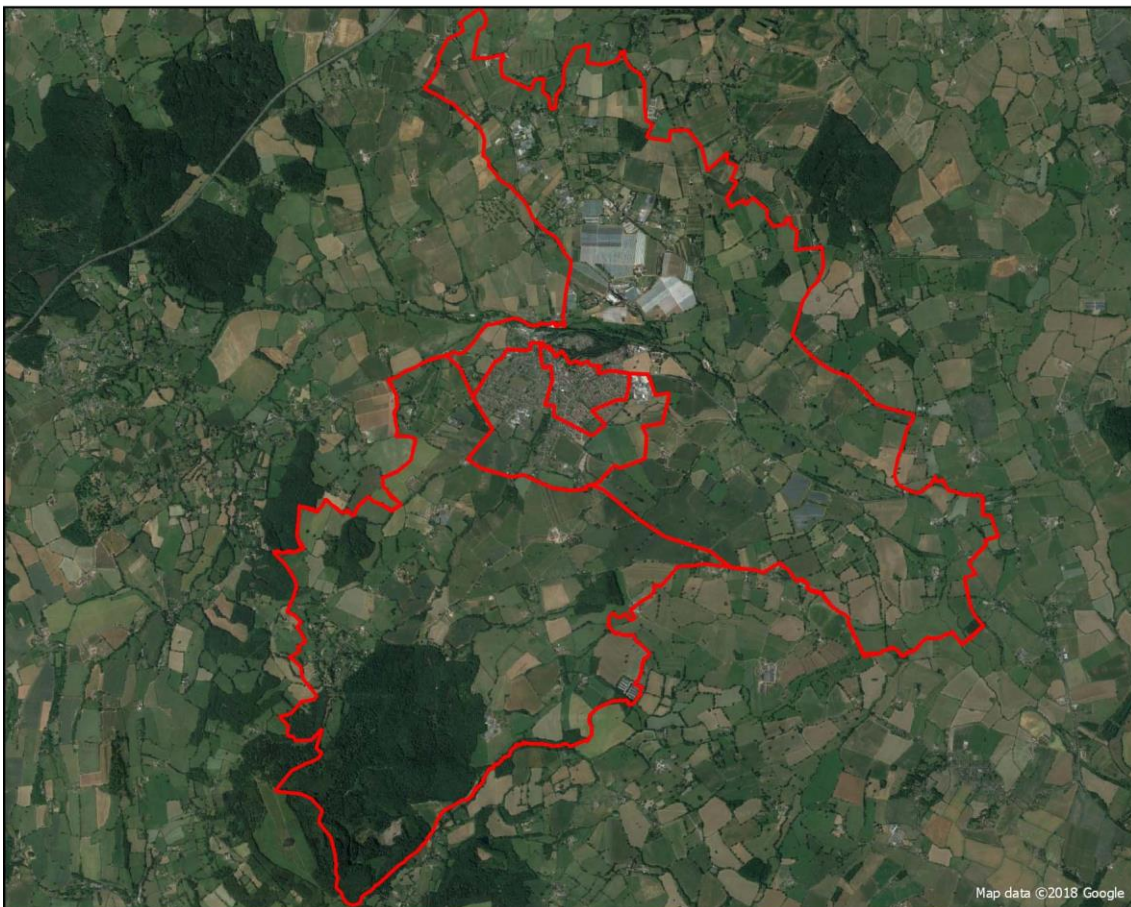
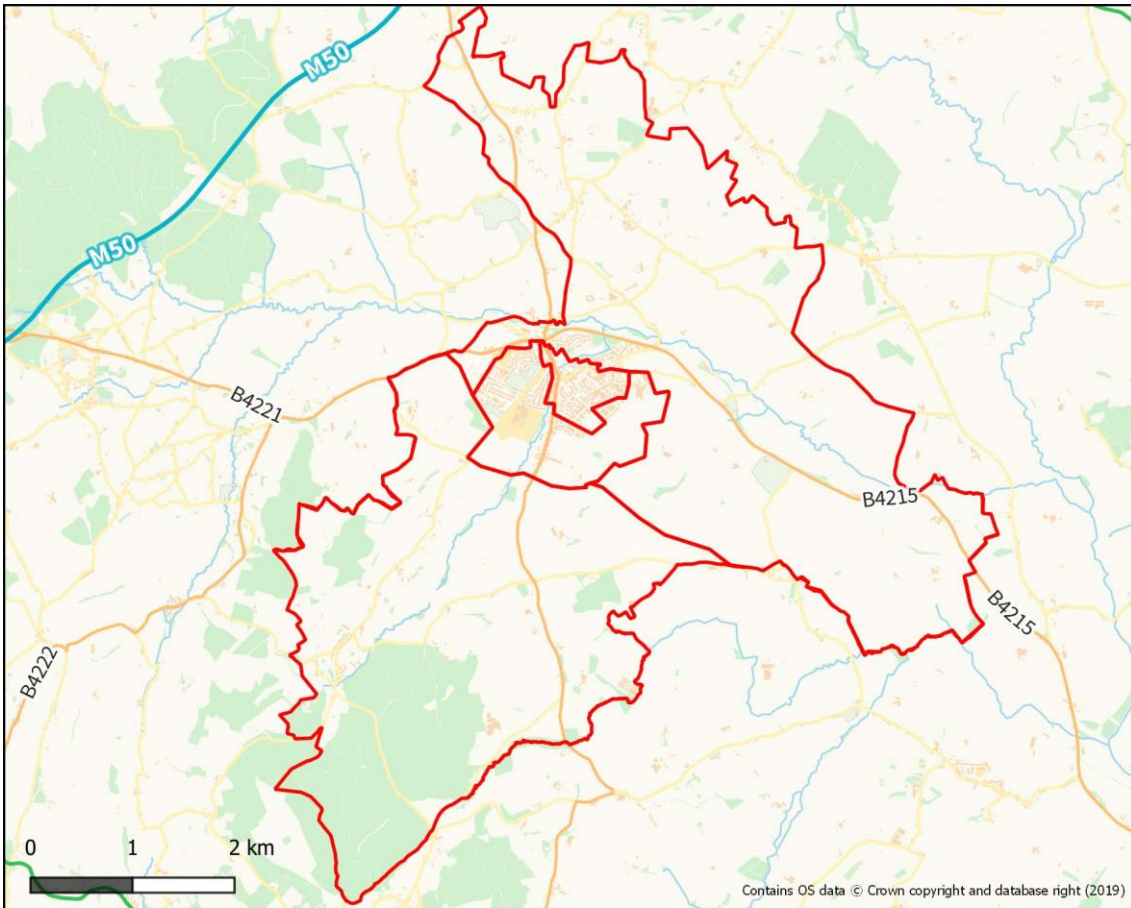


Figure 3.10 Ordnance Survey and satellite image maps of Newent showing LSOA boundaries



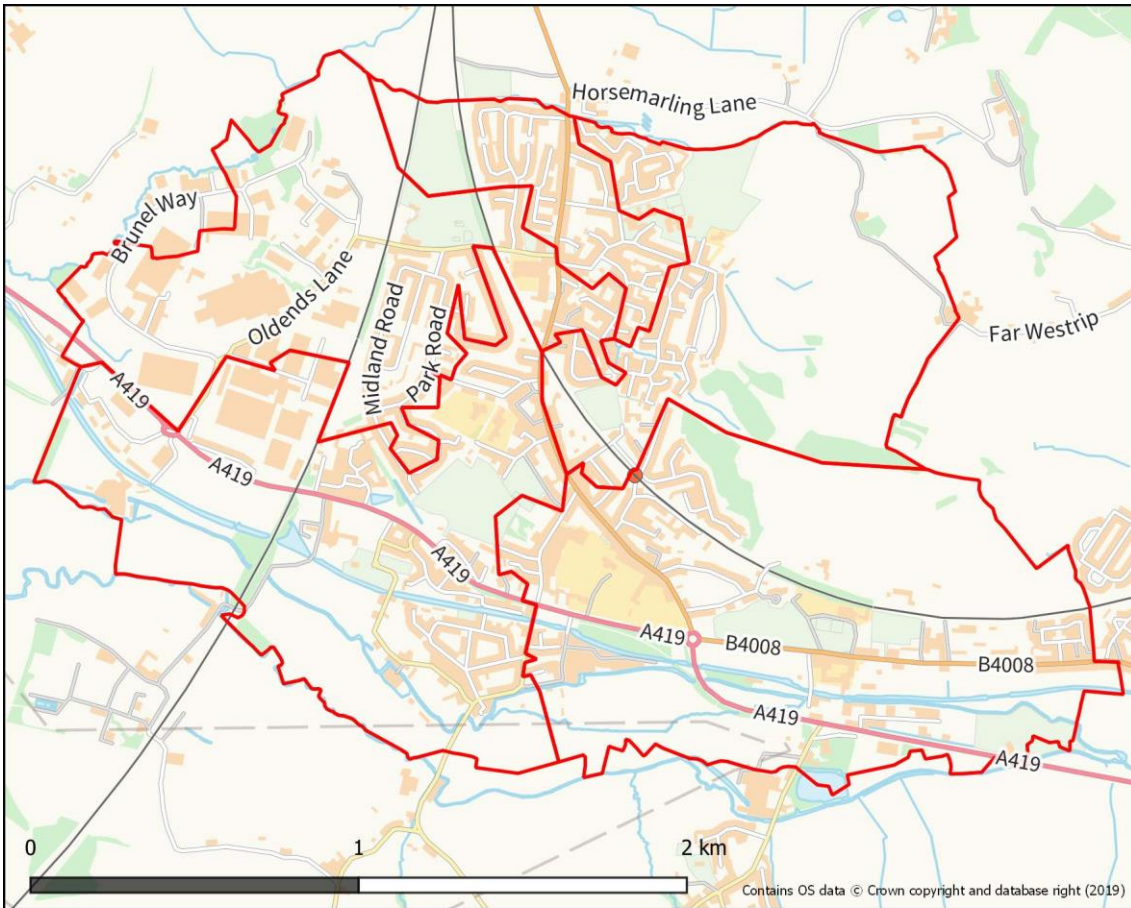


Figure 3.11 Ordnance Survey and satellite image maps of Stonehouse showing LSOA boundaries



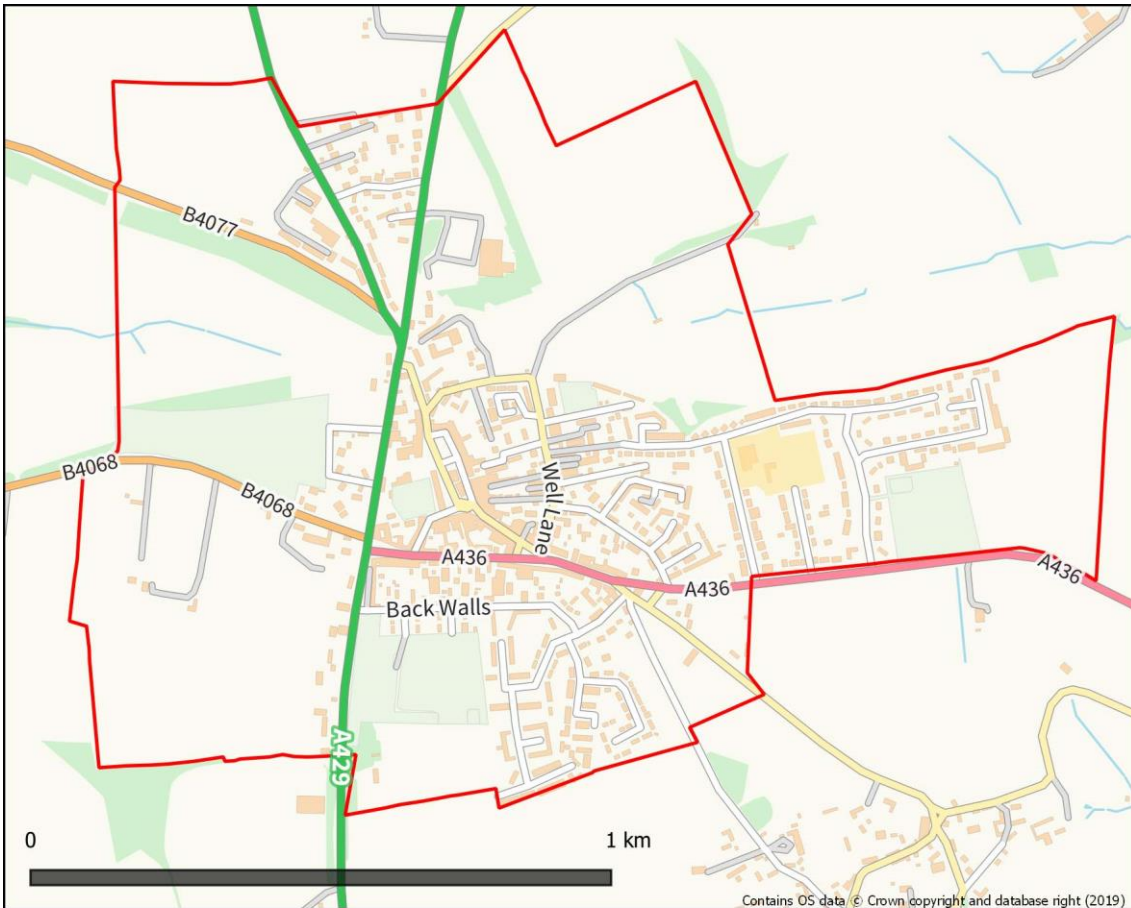


Figure 3.12 Ordnance Survey and satellite image maps of Stow-on-the-Wold showing LSOA boundaries



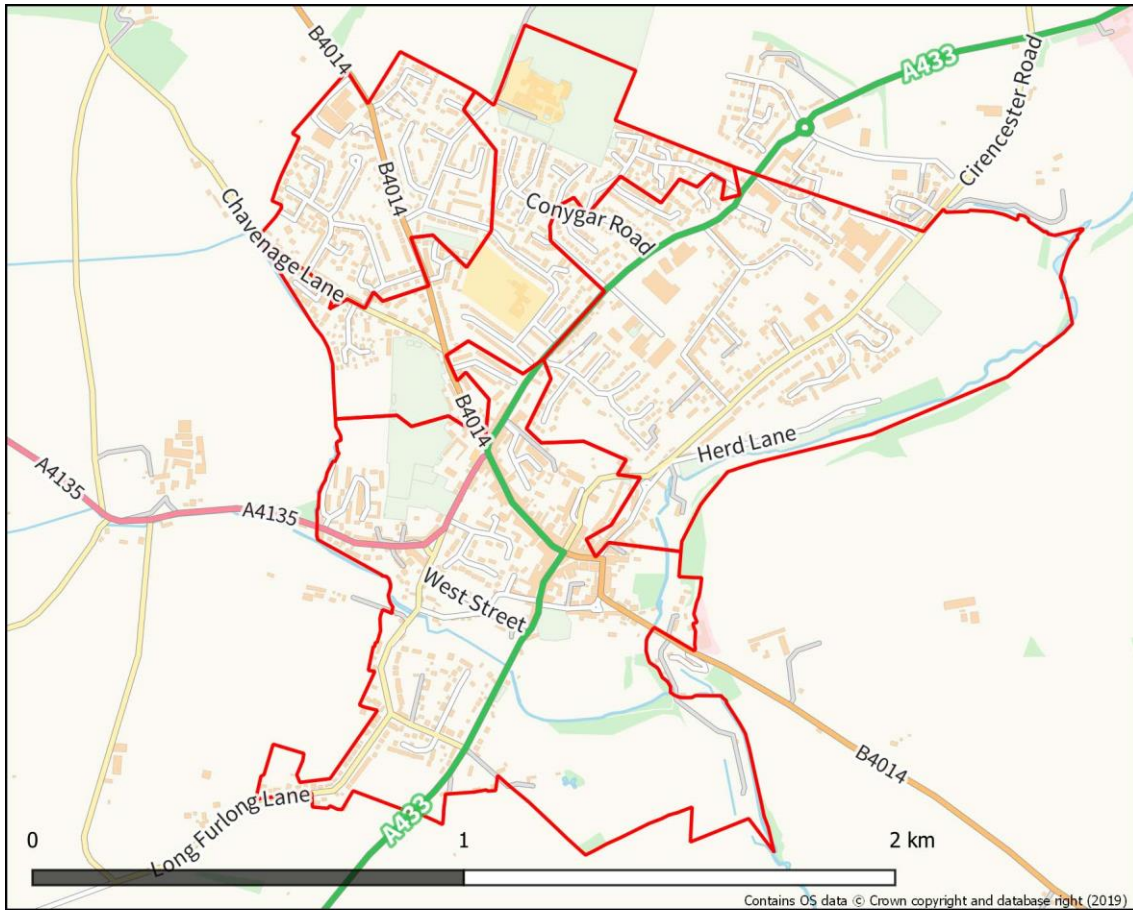


Figure 3.13 Ordnance Survey and satellite image maps of Tetbury showing LSOA boundaries



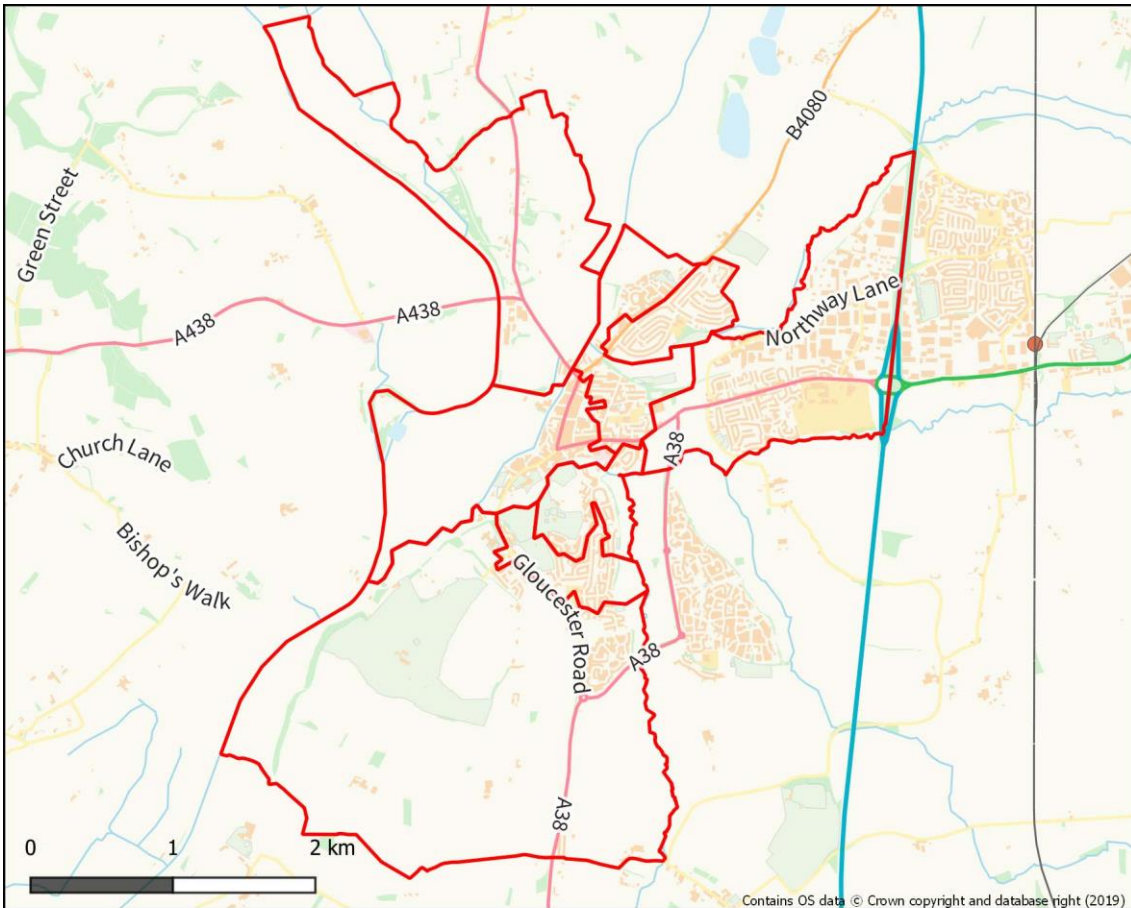


Figure 3.14 Ordnance Survey and satellite image maps of Tewkesbury showing LSOA boundaries



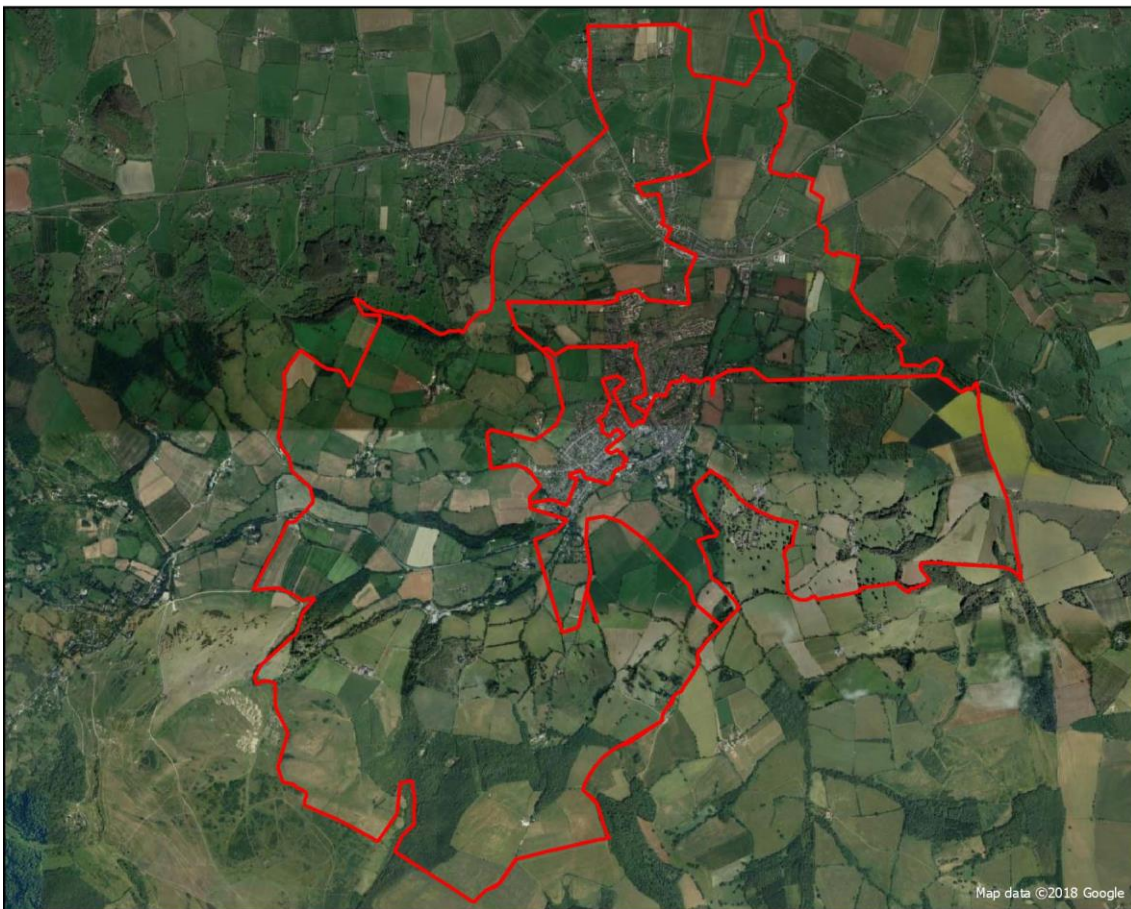
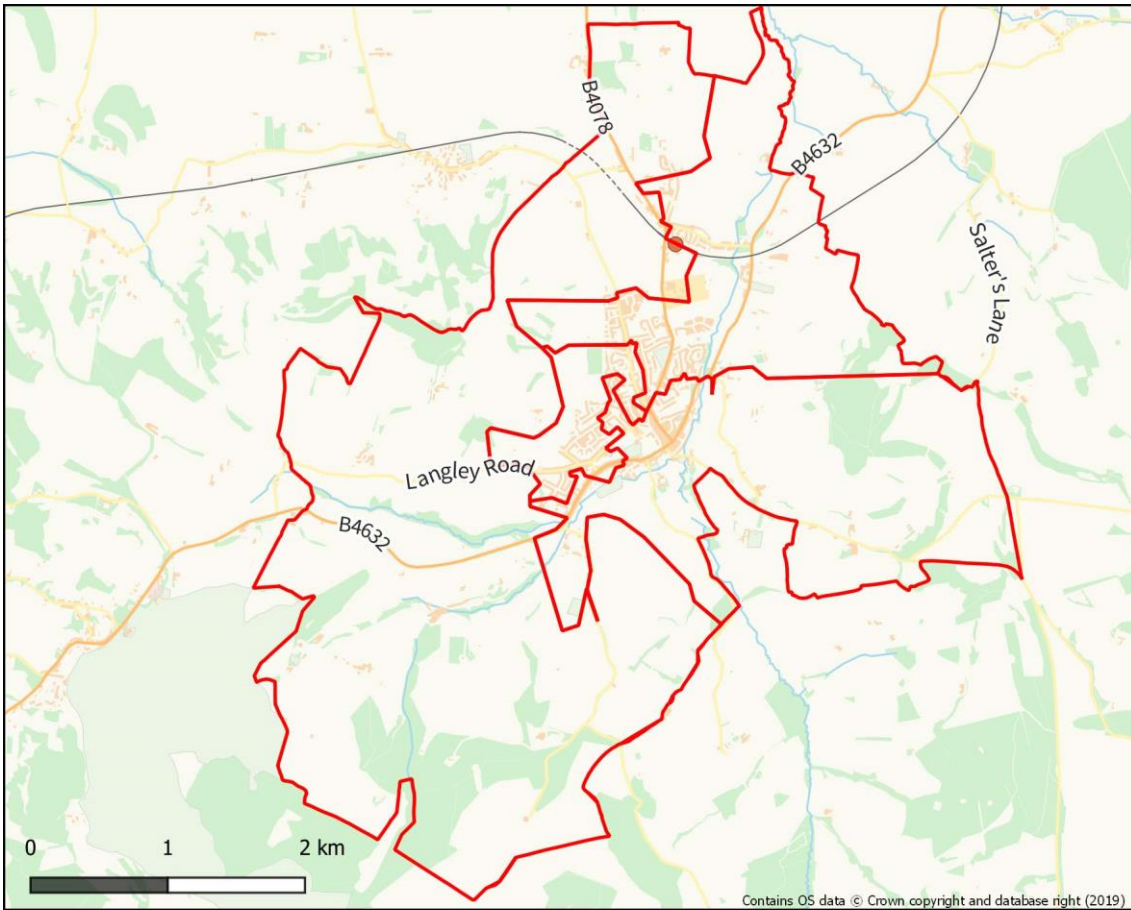


Figure 3.15 Ordnance Survey and satellite image maps of Winchcombe showing LSOA boundaries



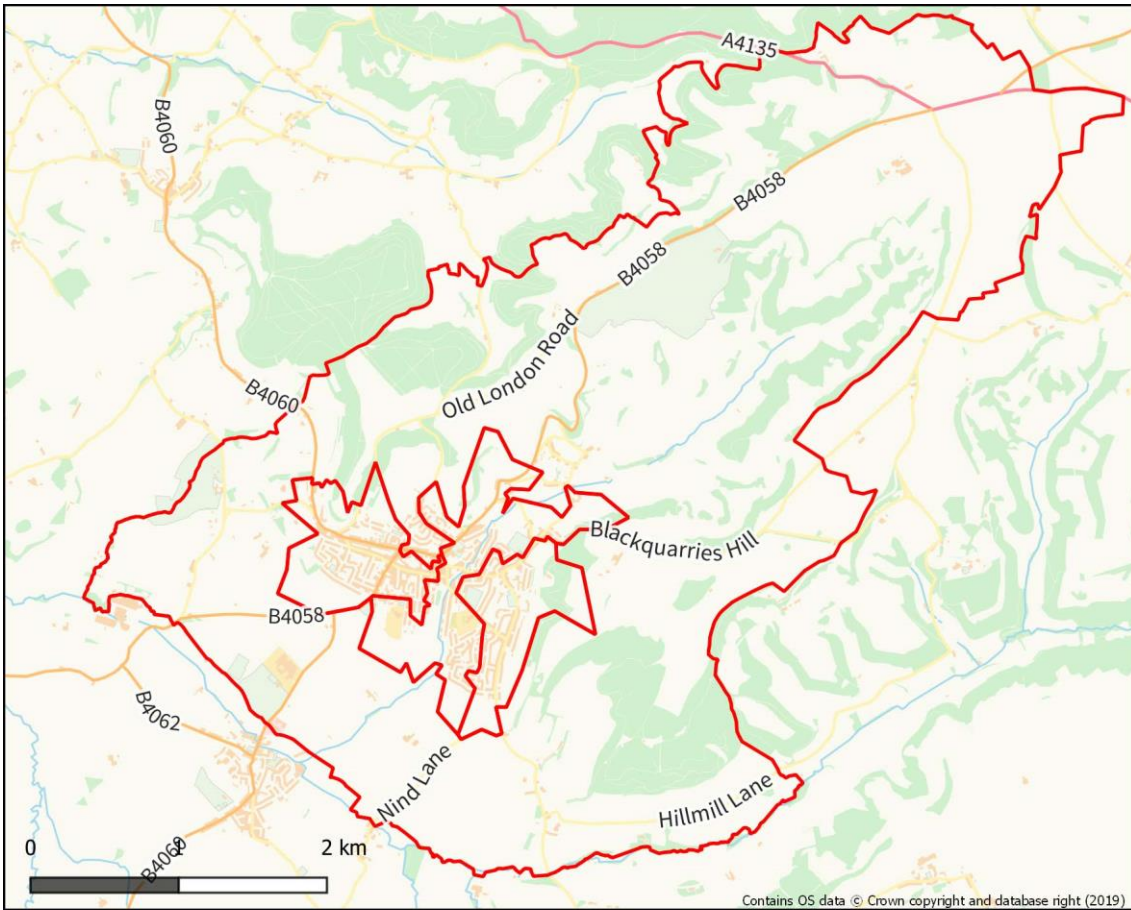


Figure 3.16 Ordnance Survey and satellite image maps of Wotton-under-Edge showing LSOA boundaries



## 5.2 Quantitative Analysis: Data tables

**Table A 1. Index of Multiple Deprivation data per Market Town**

	Staying on in education post 16	Entry to higher education indicator	Adult skills and English language proficiency	Education Score	Years of potential life lost indicator	Comparative illness and disability ratio indicator	Acute morbidity indicator	Mood and anxiety disorders indicator	Health Score
Chipping Campden	0.13	0.87	0.27	<b>9.21</b>	43.69	67.02	83.81	-0.11	<b>-1.01</b>
Churchdown	0.15	0.89	0.23	<b>12.07</b>	54.66	78.28	87.32	-0.40	<b>-0.65</b>
Cinderford	0.19	0.95	0.40	<b>38.04</b>	57.13	116.97	94.01	0.27	<b>-0.01</b>
Cirencester	0.17	0.91	0.28	<b>14.46</b>	52.06	76.04	87.00	-0.03	<b>-0.65</b>
Coleford	0.18	0.94	0.36	<b>29.50</b>	56.68	119.16	92.36	0.07	<b>-0.06</b>
Lechlade	0.17	0.88	0.23	<b>12.31</b>	48.52	69.47	95.34	-0.23	<b>-0.77</b>
Lydney	0.19	0.93	0.35	<b>29.59</b>	57.11	108.37	88.68	-0.12	<b>-0.25</b>
Moreton-in-Marsh	0.20	0.91	0.32	<b>21.58</b>	49.87	78.87	96.56	0.17	<b>-0.44</b>
Nailsworth	0.16	0.89	0.22	<b>10.43</b>	51.15	83.49	82.54	-0.39	<b>-0.72</b>
Newent	0.17	0.89	0.28	<b>19.41</b>	50.10	87.23	87.26	-0.26	<b>-0.61</b>
Stonehouse	0.18	0.94	0.32	<b>21.62</b>	55.22	103.11	94.98	0.15	<b>-0.17</b>
Stow-on-the-Wold	0.16	0.89	0.32	<b>19.40</b>	51.39	75.73	100.28	0.18	<b>-0.37</b>
Tetbury	0.20	0.90	0.25	<b>14.73</b>	52.25	79.55	81.48	0.03	<b>-0.66</b>
Tewkesbury	0.22	0.89	0.31	<b>24.78</b>	56.38	87.03	97.39	-0.03	<b>-0.30</b>
Winchcombe	0.19	0.88	0.23	<b>8.23</b>	50.68	68.67	83.61	-0.59	<b>-0.95</b>
Wotton-under-Edge	0.14	0.86	0.21	<b>6.93</b>	48.73	73.96	68.65	-0.39	<b>-1.14</b>



**Table A 2. Index of Multiple Deprivation data per Market Town (cont.)**

	Road distance to a post office indicator (km)	Road distance to a primary school indicator (km)	Road distance to general store or supermarket	Road distance to a GP surgery indicator (km)	Household overcrowding indicator	Homelessness indicator	Housing affordability indicator	Housing in poor condition indicator	Houses without central heating indicator	<b>Housing Score</b>
Chipping Campden	2.08	1.69	1.41	2.81	0.03	0.00	0.10	0.23	0.02	<b>28.37</b>
Churchdown	1.32	0.86	0.60	1.24	0.04	0.00	-2.85	0.16	0.03	<b>15.69</b>
Cinderford	1.17	0.74	0.47	1.05	0.07	0.00	0.24	0.23	0.03	<b>13.55</b>
Cirencester	1.62	1.03	0.80	1.40	0.05	0.00	-0.12	0.23	0.02	<b>19.68</b>
Coleford	0.74	1.08	0.67	1.58	0.05	0.00	-0.02	0.19	0.02	<b>14.17</b>
Lechlade	0.92	1.25	0.88	0.85	0.03	0.00	-0.04	0.19	0.02	<b>15.94</b>
Lydney	1.32	0.93	0.80	1.37	0.05	0.00	-0.41	0.23	0.02	<b>17.30</b>
Moreton-in-Marsh	1.01	0.86	0.59	1.09	0.03	0.00	0.20	0.22	0.02	<b>13.49</b>
Nailsworth	1.11	0.97	0.71	1.27	0.05	0.00	-1.06	0.30	0.02	<b>13.32</b>
Newent	1.99	1.95	1.27	2.32	0.04	0.00	-0.78	0.33	0.03	<b>23.81</b>
Stonehouse	1.05	1.01	0.71	1.00	0.06	0.00	-0.98	0.21	0.02	<b>13.86</b>
Stow-on-the-Wold	0.70	0.70	0.73	0.82	0.04	0.00	0.76	0.23	0.01	<b>11.08</b>
Tetbury	0.88	0.91	0.43	0.78	0.05	0.00	-0.70	0.16	0.02	<b>9.69</b>
Tewkesbury	1.44	0.60	0.96	1.62	0.06	0.00	-0.38	0.25	0.03	<b>19.05</b>
Winchcombe	1.17	0.89	1.19	2.35	0.02	0.00	-0.29	0.24	0.03	<b>21.80</b>
Wotton-under-Edge	0.78	0.67	0.68	1.10	0.04	0.00	-0.86	0.28	0.02	<b>8.81</b>

**Table A 3. Index of Multiple Deprivation data per Market Town (cont.)**

	<b>Income Score (rate)</b>	<b>Employment Score (rate)</b>	<b>Crime Score</b>	<b>Air quality indicator</b>	<b>Road traffic accidents indicator</b>	<b>Environment Score</b>
<b>Chipping Campden</b>	<b>0.07</b>	<b>0.06</b>	<b>-0.55</b>	0.69	0.53	<b>13.22</b>
<b>Churchdown</b>	<b>0.07</b>	<b>0.06</b>	<b>-1.12</b>	0.98	0.45	<b>9.56</b>
<b>Cinderford</b>	<b>0.17</b>	<b>0.16</b>	<b>0.26</b>	0.71	0.37	<b>14.54</b>
<b>Cirencester</b>	<b>0.10</b>	<b>0.08</b>	<b>-0.11</b>	0.78	0.51	<b>12.29</b>
<b>Coleford</b>	<b>0.16</b>	<b>0.14</b>	<b>-0.41</b>	0.67	0.38	<b>7.14</b>
<b>Lechlade</b>	<b>0.08</b>	<b>0.07</b>	<b>-0.31</b>	0.73	0.50	<b>8.57</b>
<b>Lydney</b>	<b>0.15</b>	<b>0.12</b>	<b>-0.54</b>	0.72	0.40	<b>13.83</b>
<b>Moreton-in-Marsh</b>	<b>0.08</b>	<b>0.08</b>	<b>-0.45</b>	0.72	0.53	<b>8.86</b>
<b>Nailsworth</b>	<b>0.10</b>	<b>0.08</b>	<b>-0.70</b>	0.69	0.39	<b>13.07</b>
<b>Newent</b>	<b>0.10</b>	<b>0.08</b>	<b>0.10</b>	0.67	0.40	<b>22.29</b>
<b>Stonehouse</b>	<b>0.12</b>	<b>0.10</b>	<b>-0.51</b>	0.94	0.37	<b>11.07</b>
<b>Stow-on-the-Wold</b>	<b>0.10</b>	<b>0.07</b>	<b>-0.60</b>	0.70	0.76	<b>9.99</b>
<b>Tetbury</b>	<b>0.09</b>	<b>0.07</b>	<b>-1.03</b>	0.69	0.51	<b>6.48</b>
<b>Tewkesbury</b>	<b>0.11</b>	<b>0.10</b>	<b>-0.25</b>	0.89	0.50	<b>20.15</b>
<b>Winchcombe</b>	<b>0.08</b>	<b>0.07</b>	<b>-0.95</b>	0.69	0.48	<b>15.61</b>
<b>Wotton-under-Edge</b>	<b>0.07</b>	<b>0.06</b>	<b>-0.81</b>	0.71	0.35	<b>14.10</b>

**Table A 4. Accessibility to Services data per Market Town**

	Further education college		Fitness facility		GP surgery		Hospital		Library		Pharmacy		Post office	
	Drive	Bus/walk	Drive	Bus/walk	Drive	Bus/walk	Drive	Bus/walk	Drive	Bus/walk	Drive	Bus/walk	Drive	Bus/walk
<b>Chipping Campden</b>	1.93	14.17	2.13	13.99	2.10	15.07	12.02	56.30	1.71	11.85	1.73	12.96	1.71	12.94
<b>Churchdown</b>	3.62	11.20	2.94	9.37	2.92	10.33	7.17	37.75	2.74	9.18	2.10	7.73	2.66	8.23
<b>Cinderford</b>	9.97	37.15	3.35	13.88	1.95	9.43	3.44	14.84	1.76	8.68	1.44	6.57	1.66	7.29
<b>Cirencester</b>	4.43	20.61	3.19	9.80	2.47	10.15	4.09	17.53	3.26	13.11	2.34	9.29	3.07	10.27
<b>Coleford</b>	4.22	12.85	3.72	14.01	2.66	10.29	8.03	24.18	2.34	11.65	2.64	9.99	1.59	6.32
<b>Lechlade</b>	9.13	31.49	2.57	12.27	1.57	9.09	16.47	180.00	1.61	9.89	1.47	9.81	1.68	10.36
<b>Lydney</b>	14.37	34.79	2.98	12.54	2.27	9.68	2.98	14.70	2.83	12.87	2.26	11.40	2.85	12.03
<b>Moreton-in-Marsh</b>	11.91	40.35	4.04	26.81	2.02	11.25	1.98	10.20	1.44	10.61	1.30	8.64	1.26	8.67
<b>Nailsworth</b>	7.04	28.33	1.55	7.67	2.36	10.57	8.07	34.74	2.26	8.63	2.28	8.75	2.28	8.75
<b>Newent</b>	3.77	21.83	4.06	21.05	2.31	16.04	13.37	44.03	2.20	19.22	2.43	19.69	2.28	19.65
<b>Stonehouse</b>	5.17	17.66	1.58	6.15	1.68	7.63	7.23	37.17	1.69	8.28	1.69	7.73	1.65	7.54
<b>Stow-on-the-Wold</b>	6.70	14.61	6.74	20.03	1.85	8.61	6.63	17.79	1.40	7.33	1.76	6.94	1.65	8.07
<b>Tetbury</b>	13.99	53.99	1.90	9.82	1.42	9.28	2.26	15.32	1.63	11.14	1.42	9.28	1.45	10.45
<b>Tewkesbury</b>	3.02	15.25	2.11	7.92	2.12	8.22	2.08	0.59	2.34	8.54	1.70	6.62	2.35	8.73
<b>Winchcombe</b>	9.60	36.94	1.69	7.48	2.11	8.88	13.37	38.57	1.75	8.60	1.61	9.27	1.52	7.84
<b>Wotton-under-Edge</b>	3.26	12.09	1.97	8.98	1.74	6.65	10.96	39.18	1.62	7.16	1.99	7.52	1.83	7.24

**Table A 5. Accessibility to Services data per Market Town (cont.)**

	Primary school		Secondary school		Supermarket		Average drive time for all accessibility	Average bus and walk time for all accessibility	Average time for accessibility
	Drive	Bus/walk	Drive	Bus/walk	Drive	Bus/walk			
<b>Chipping Campden</b>	1.62	12.51	1.93	14.17	2.41	14.39	<b>2.93</b>	<b>17.84</b>	<b>8.03</b>
<b>Churchdown</b>	2.24	7.86	3.62	11.21	2.66	8.55	<b>3.27</b>	<b>12.14</b>	<b>5.90</b>
<b>Cinderford</b>	1.34	6.35	3.44	12.27	1.85	7.83	<b>3.02</b>	<b>12.43</b>	<b>6.07</b>
<b>Cirencester</b>	2.05	8.42	3.81	16.10	2.42	9.38	<b>3.11</b>	<b>12.47</b>	<b>5.68</b>
<b>Coleford</b>	2.05	8.02	3.84	12.56	2.29	8.76	<b>3.34</b>	<b>11.86</b>	<b>5.73</b>
<b>Lechlade</b>	1.94	11.31	7.84	26.10	1.83	8.77	<b>4.61</b>	<b>30.91</b>	<b>14.87</b>
<b>Lydney</b>	2.07	9.84	3.73	13.46	2.63	11.35	<b>3.90</b>	<b>14.27</b>	<b>6.93</b>
<b>Moreton-in-Marsh</b>	1.41	10.21	11.45	40.35	1.26	8.48	<b>3.81</b>	<b>17.56</b>	<b>7.02</b>
<b>Nailsworth</b>	1.97	8.06	7.04	28.33	2.20	8.42	<b>3.70</b>	<b>15.23</b>	<b>6.66</b>
<b>Newent</b>	2.52	18.80	3.77	21.83	2.31	18.94	<b>3.90</b>	<b>22.11</b>	<b>9.60</b>
<b>Stonehouse</b>	1.68	8.23	2.35	9.27	1.95	8.46	<b>2.67</b>	<b>11.81</b>	<b>5.64</b>
<b>Stow-on-the-Wold</b>	1.33	7.56	6.70	14.61	1.38	6.68	<b>3.62</b>	<b>11.22</b>	<b>5.51</b>
<b>Tetbury</b>	1.64	10.24	3.18	12.04	1.50	7.53	<b>3.04</b>	<b>14.91</b>	<b>7.17</b>
<b>Tewkesbury</b>	1.65	5.86	3.02	15.25	3.21	7.66	<b>2.36</b>	<b>8.46</b>	<b>3.58</b>
<b>Winchcombe</b>	1.75	8.50	2.53	10.05	1.56	7.93	<b>3.75</b>	<b>14.41</b>	<b>7.46</b>
<b>Wotton-under-Edge</b>	1.42	6.99	3.26	12.11	1.83	7.31	<b>2.99</b>	<b>11.52</b>	<b>5.61</b>

**Table A 6. Broadband coverage data per Market Town**

	Superfast Broadband coverage	Ultrafast Broadband coverage	Full fibre service coverage	<b>Broadband coverage</b>
<b>Chipping Campden</b>	85.53	0.00	0.00	<b>85.53</b>
<b>Churchdown</b>	0.29	85.33	1.87	<b>85.62</b>
<b>Cinderford</b>	84.01	4.50	4.50	<b>88.51</b>
<b>Cirencester</b>	81.93	5.90	5.90	<b>87.83</b>
<b>Coleford</b>	70.92	21.73	21.73	<b>92.65</b>
<b>Lechlade</b>	95.79	2.99	2.99	<b>98.78</b>
<b>Lydney</b>	95.40	0.00	0.00	<b>95.41</b>
<b>Moreton-in-Marsh</b>	65.26	28.14	28.14	<b>93.40</b>
<b>Nailsworth</b>	93.12	0.00	0.00	<b>93.12</b>
<b>Newent</b>	82.26	0.11	0.11	<b>82.37</b>
<b>Stonehouse</b>	99.77	0.00	0.00	<b>99.77</b>
<b>Stow-on-the-Wold</b>	83.19	14.23	14.23	<b>97.42</b>
<b>Tetbury</b>	99.39	0.00	0.00	<b>99.39</b>
<b>Tewkesbury</b>	87.72	1.15	1.15	<b>88.87</b>
<b>Winchcombe</b>	86.21	3.82	2.46	<b>90.02</b>
<b>Wotton-under-Edge</b>	25.31	65.36	65.36	<b>90.66</b>

### 5.3 Qualitative Analysis: Data tables

**Table A 7. Sources of income for market town councils**

Market town	Precept only	Precept, burials	Additional income-, rent, hire, etc.
<b>Cirencester</b>			<b>X</b>
<b>Coleford</b>			<b>X</b>
<b>Lechlade</b>		<b>X</b>	
<b>Lydney</b>			<b>X</b>
<b>Newent</b>		<b>X</b>	<b>X</b>
<b>Stonehouse</b>			<b>X</b>
<b>Stow on the Wold</b>		<b>X</b>	
<b>Tetbury</b>			<b>X</b>
<b>Winchcombe</b>		<b>X</b>	<b>X</b>
<b>Wotton-under-Edge</b>			<b>x</b>

**Table A 8. Presence of Neighbourhood Development Plans**

Market town	NDP finalised and in place	NDP - ongoing	No NDP
<b>Cirencester</b>		<b>X</b>	
<b>Coleford</b>	<b>X</b>		
<b>Lechlade</b>	<b>X</b>		
<b>Lydney</b>	<b>X</b>		
<b>Newent</b>		<b>X</b>	
<b>Stonehouse</b>	<b>X</b>		
<b>Stow on the Wold</b>		<b>X</b>	
<b>Tetbury</b>	<b>X</b>		
<b>Winchcombe</b>	<b>X</b>		
<b>Wotton-under-Edge</b>	<b>X</b>		

### 5.1.1 Deprivation scores at LSOA Level: Overall IMD

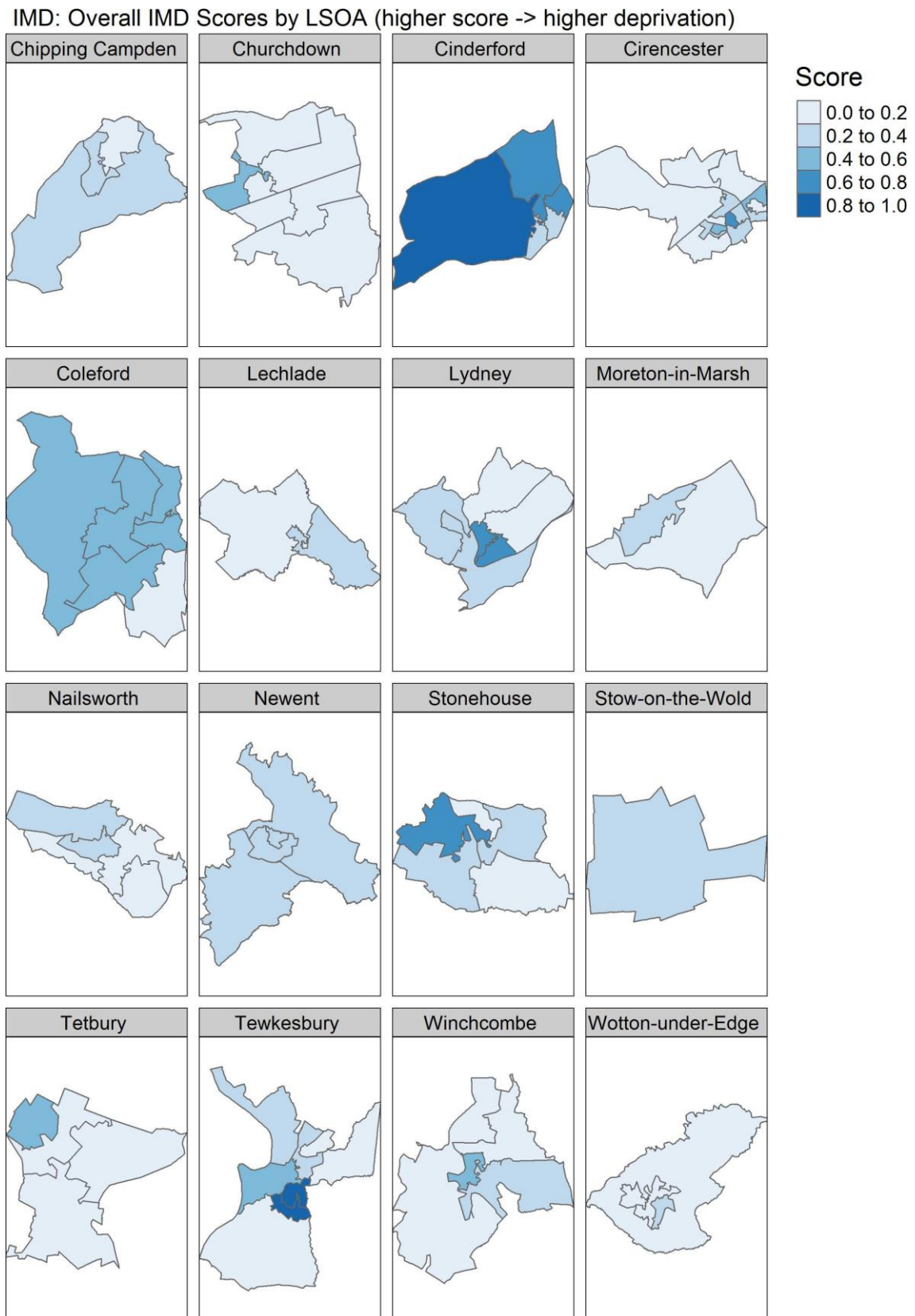


Figure A 1. Deprivation scores at LSOA Level: Overall IMD

5.1.2 Deprivation scores at LSOA Level: Income

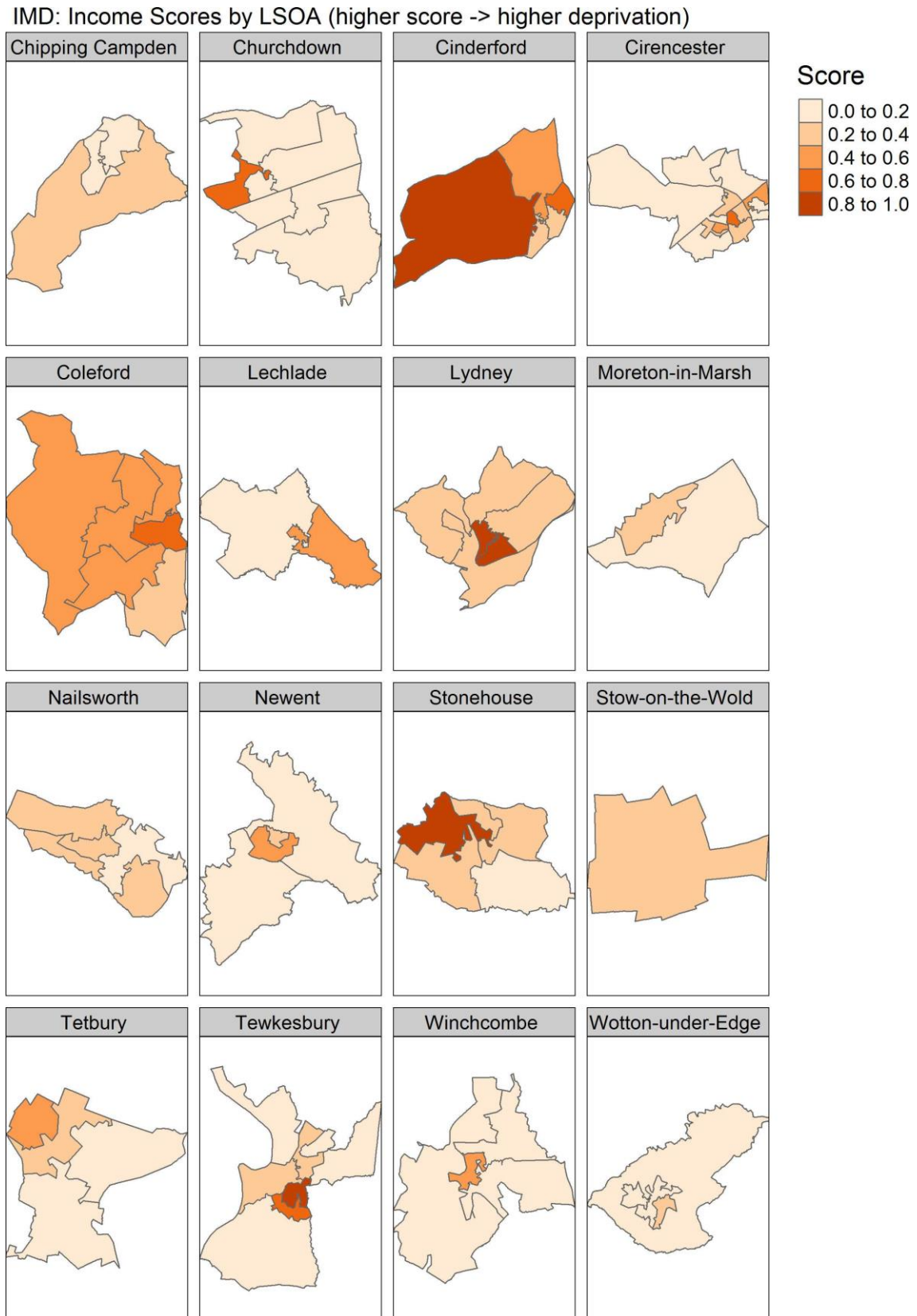


Figure A 2. Deprivation scores at LSOA Level: Income



5.1.3 Deprivation scores at LSOA Level: Employment

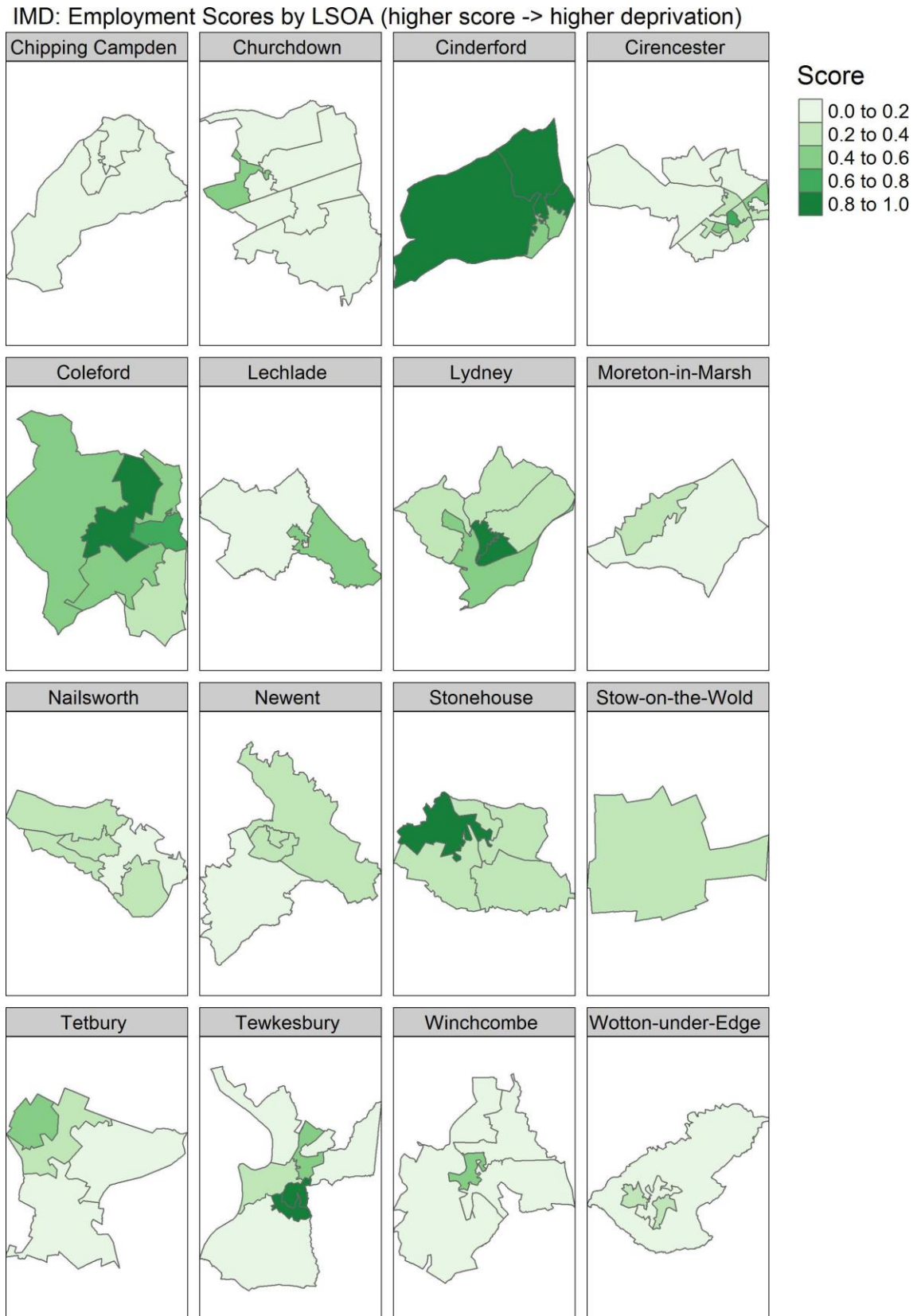


Figure A 3. Deprivation scores at LSOA Level: Employment

5.1.4 Deprivation scores at LSOA Level: Education

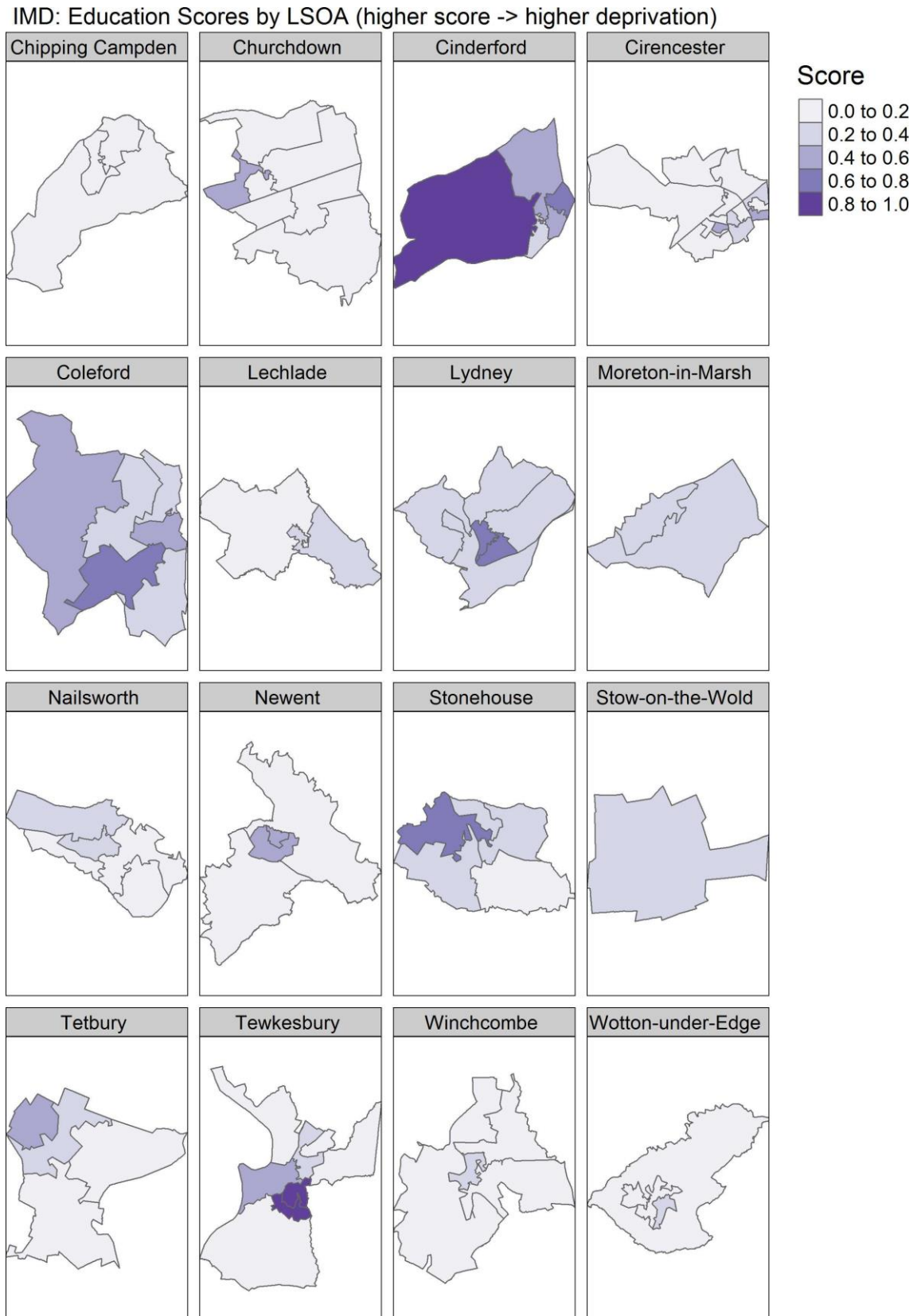


Figure A 4. Deprivation scores at LSOA Level: Education

5.1.5 Deprivation scores at LSOA Level: Health

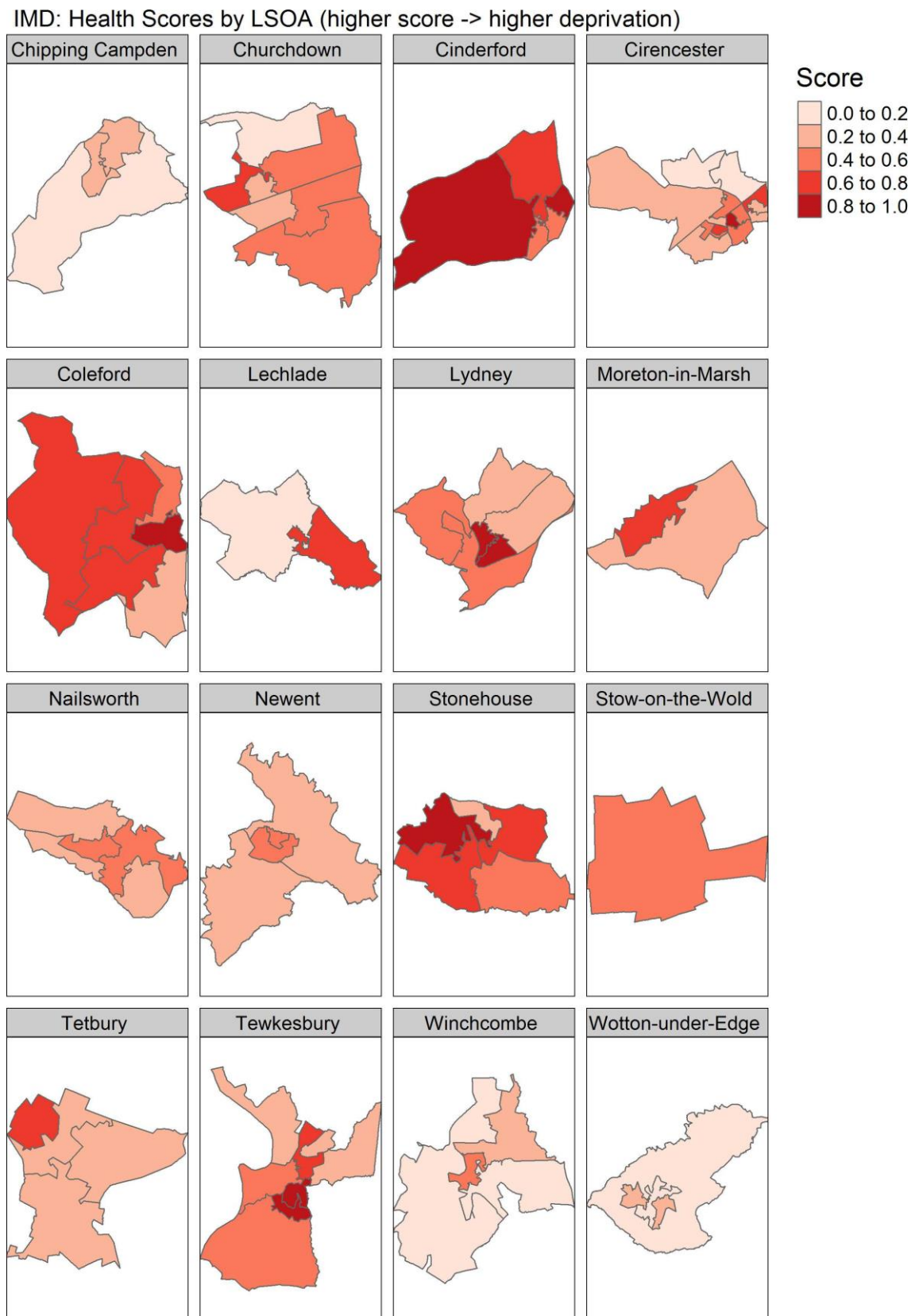


Figure A 5. Deprivation scores at LSOA Level: Health

5.1.6 Deprivation scores at LSOA Level: Crime

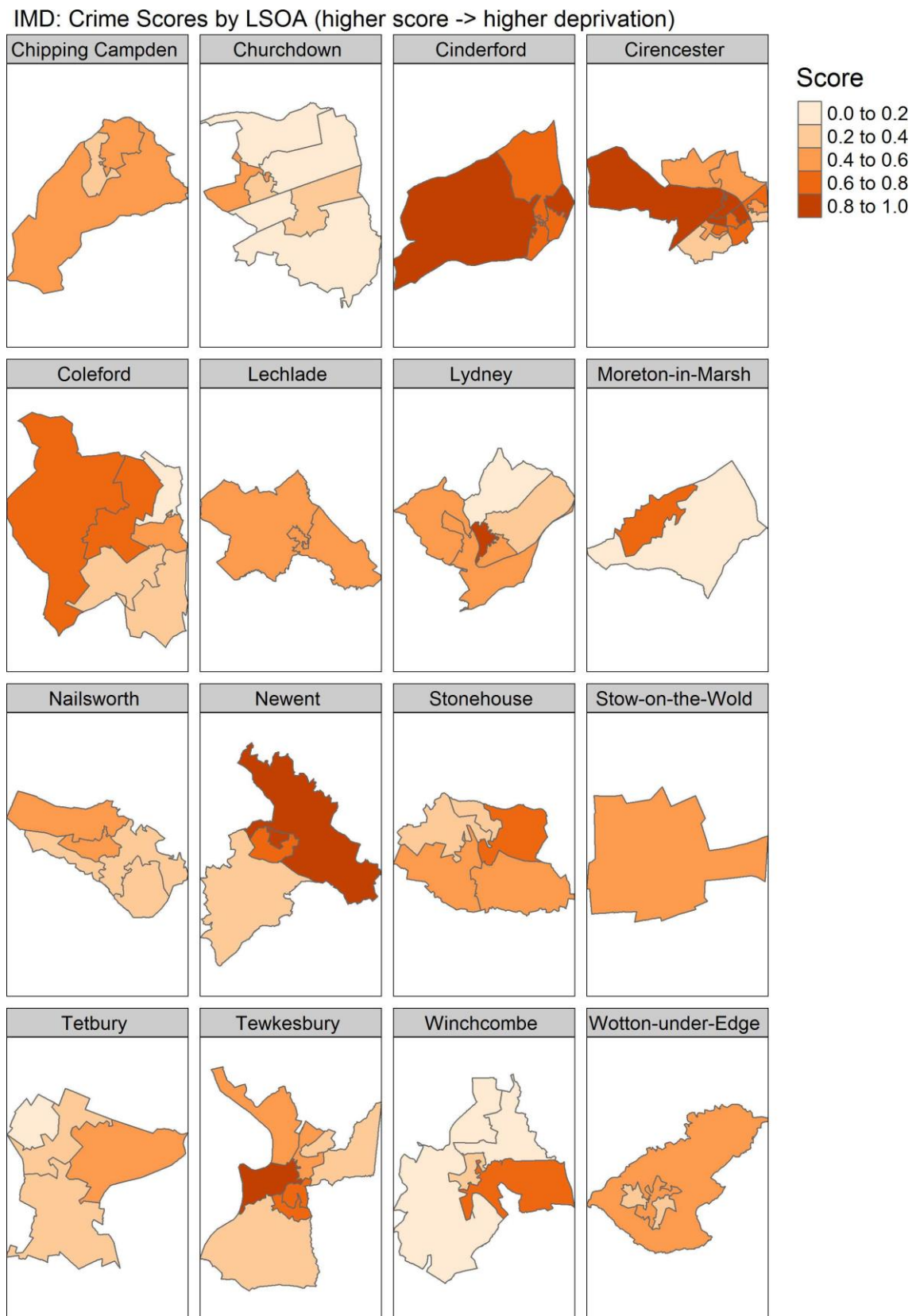


Figure A 5. Deprivation scores at LSOA Level: Crime



5.1.7 Deprivation scores at LSOA Level: Housing

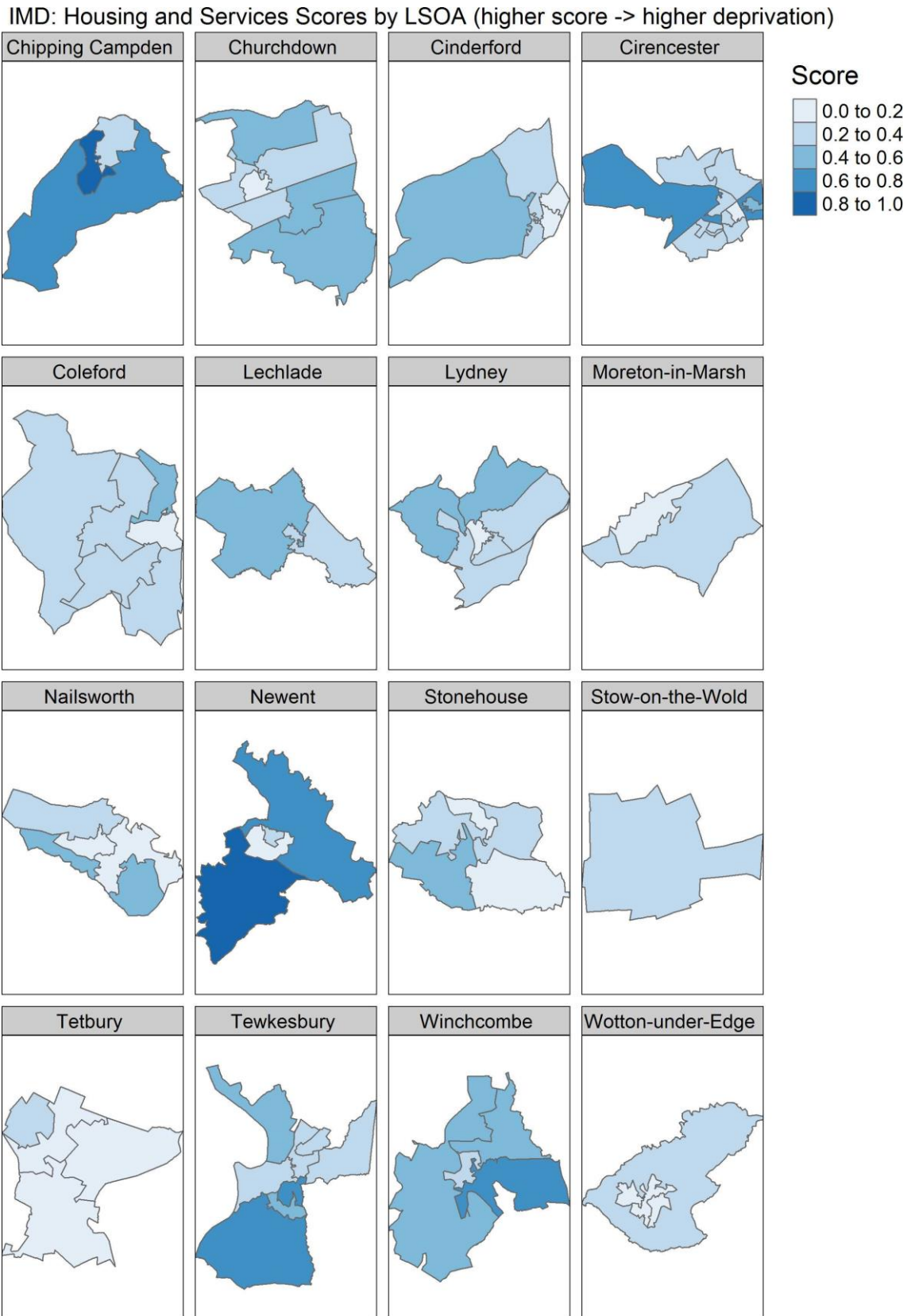


Figure A 6. Deprivation scores at LSOA Level: Housing

5.1.8 Deprivation scores at LSOA level: Environment

IMD: Living Environment Scores by LSOA (higher score -> higher deprivation)

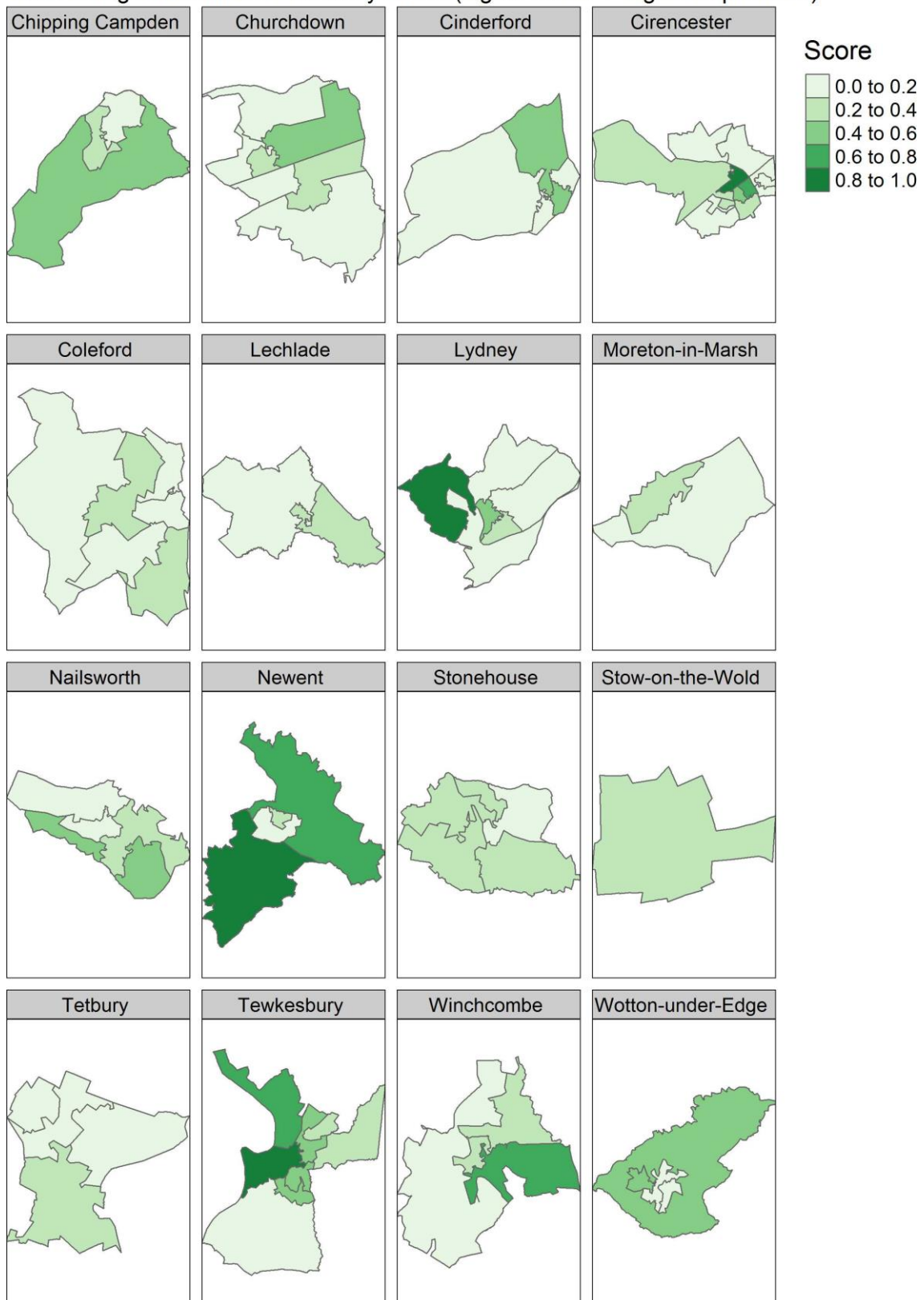


Figure A 7. Deprivation scores at LSOA Level: Environment

## 5.2 Comparative Maps: Broadband Analysis at Postcode Area Level

### 5.2.1 Broadband: Universal Service Obligation (USO)

Broadband: Premises not meeting Universal Service Obligation (USO) speeds (> 10 Mbit/s)

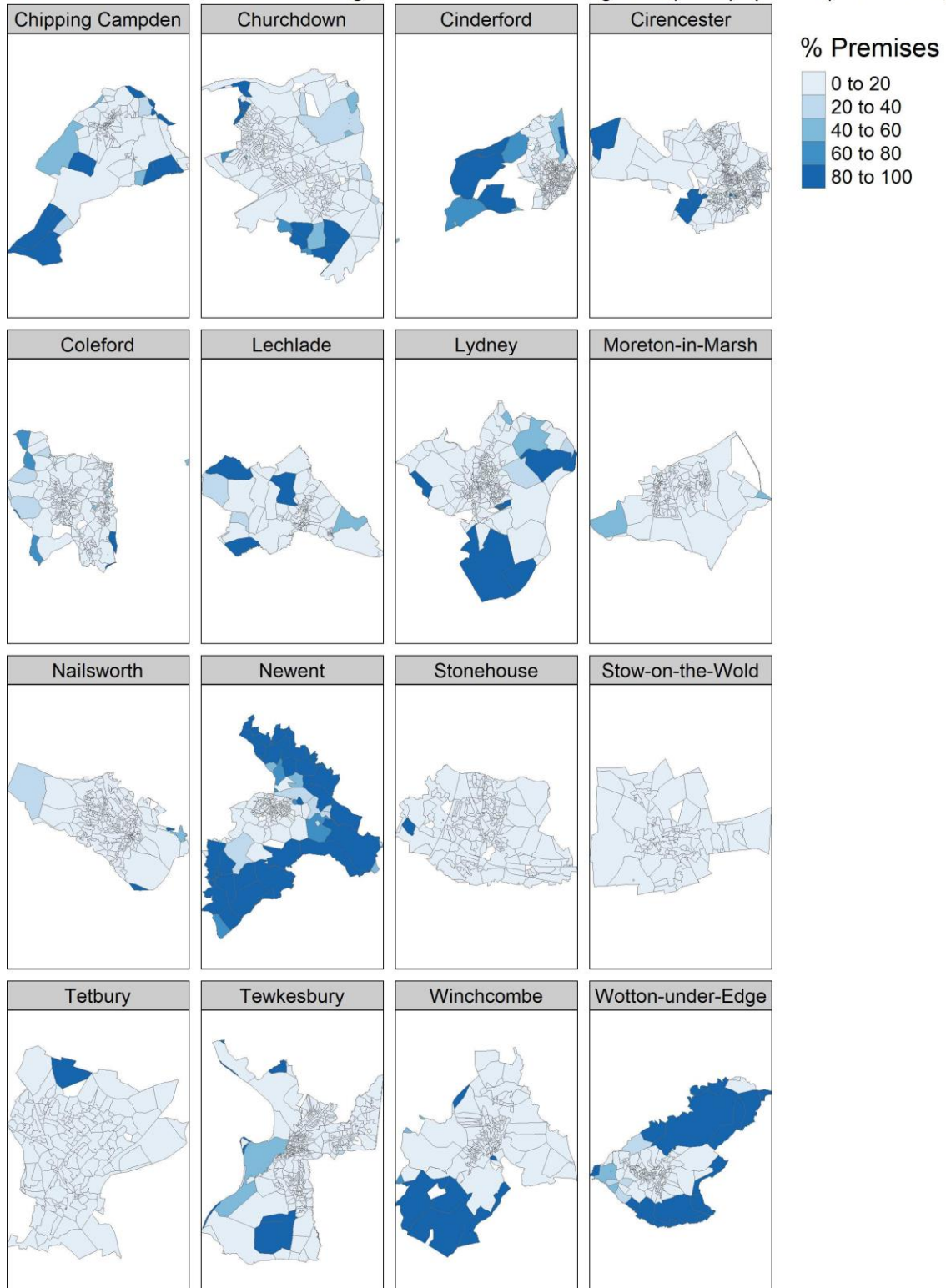


Figure A 8. Broadband: Premises not meeting Universal Service Obligation (USO)

5.2.2 Broadband: Superfast broadband use

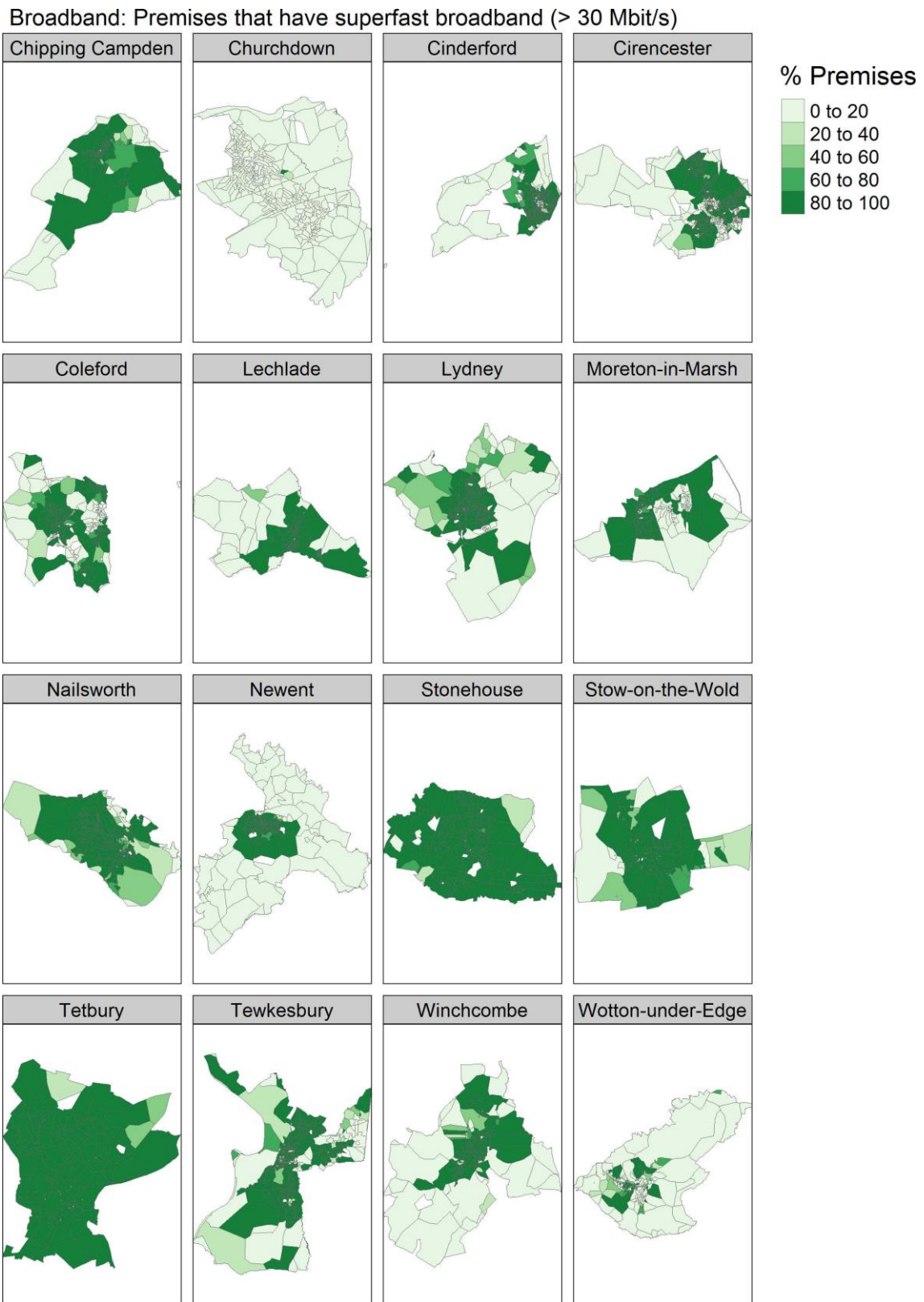


Figure A 9. Broadband: Superfast broadband use



5.2.2 Broadband: Ultrafast broadband use

Broadband: Premises that have ultrafast broadband (> 300 Mbit/s)

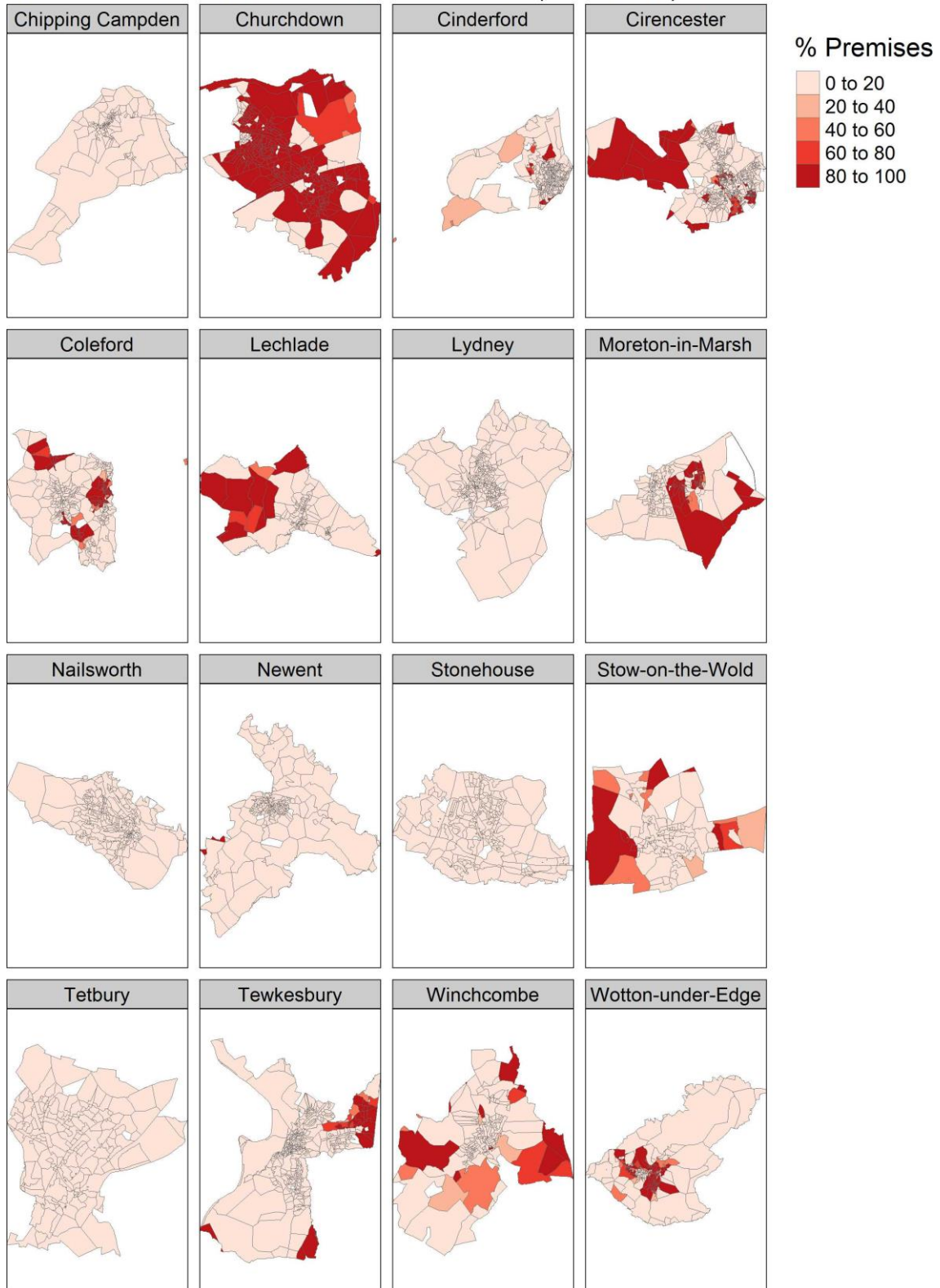


Figure A 10. Broadband: Ultrafast broadband use

### 5.3 Comparative Maps: Accessibility to Services at Postcode Area Level

#### 5.3.1 Accessibility: Further education colleges (by car)

Accessibility: Minimum theoretical travel times to nearest further education college (driving)

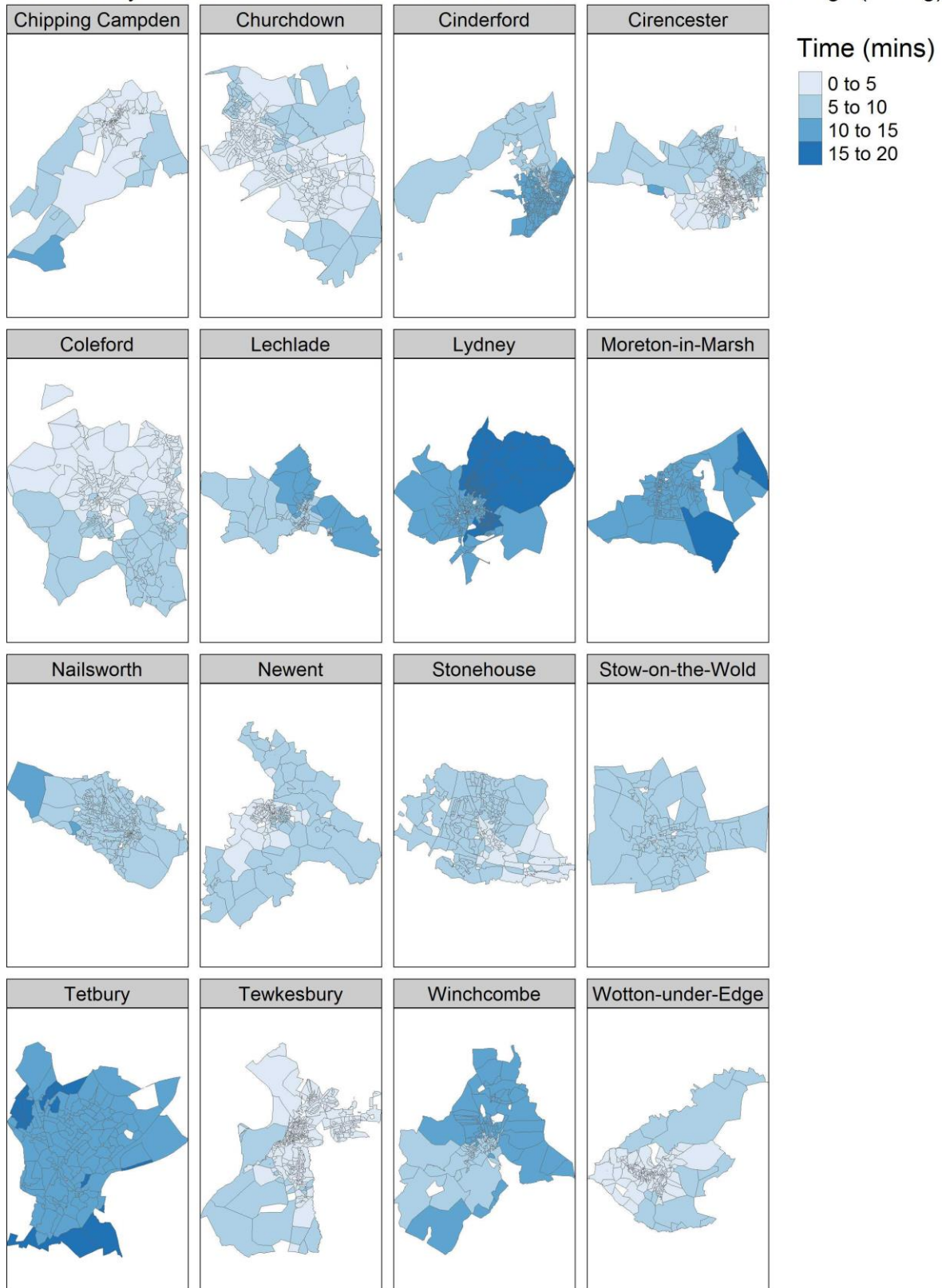


Figure A 11. Accessibility: Further education colleges (by car)

5.3.2 Accessibility: Further education colleges (by bus or walking)

Accessibility: Minimum theoretical travel times to nearest further education college (bus or walking)

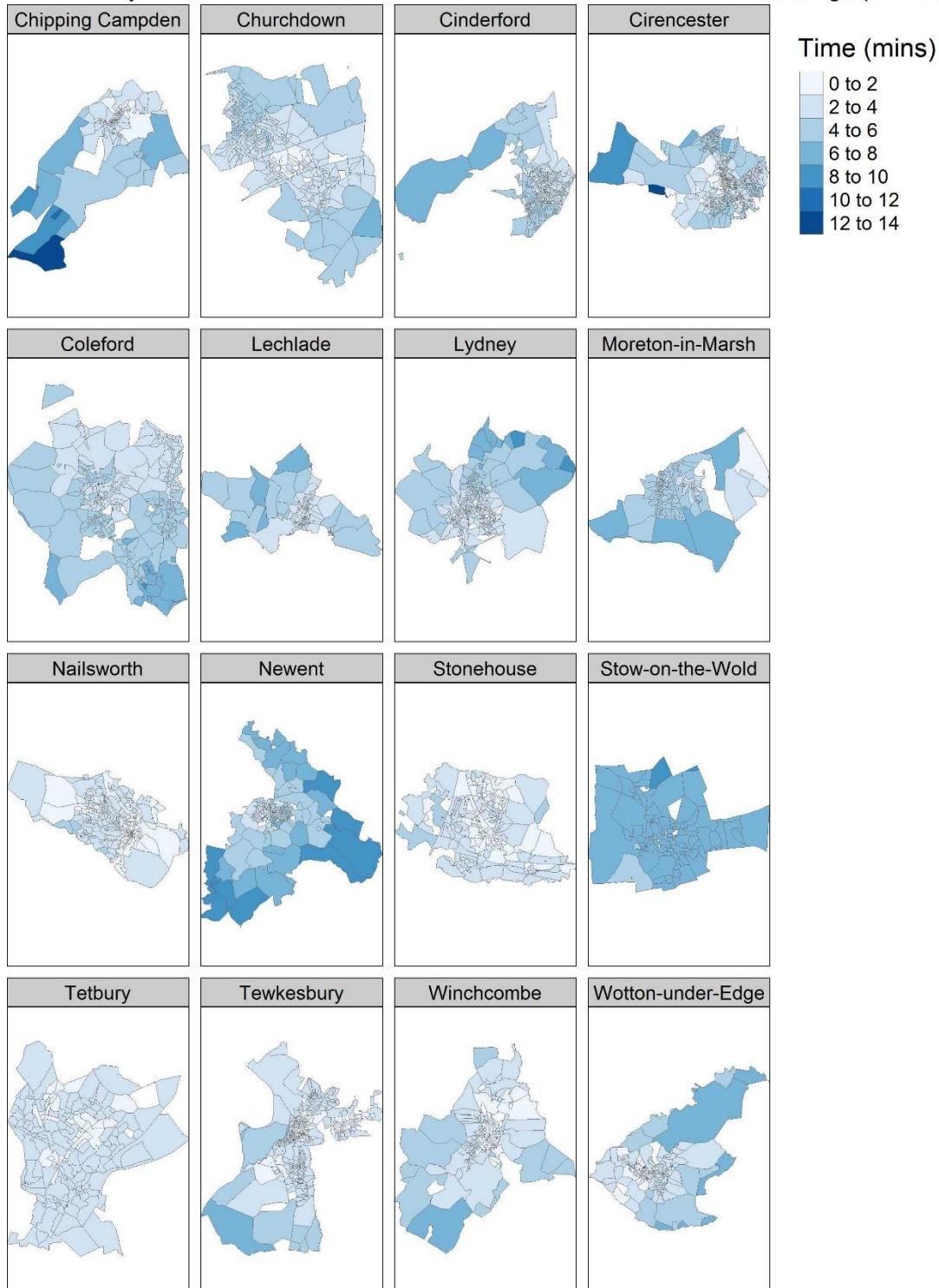


Figure A 12. Accessibility: Further education colleges (by bus or walking)



5.3.3 Accessibility: Fitness facilities (by car)

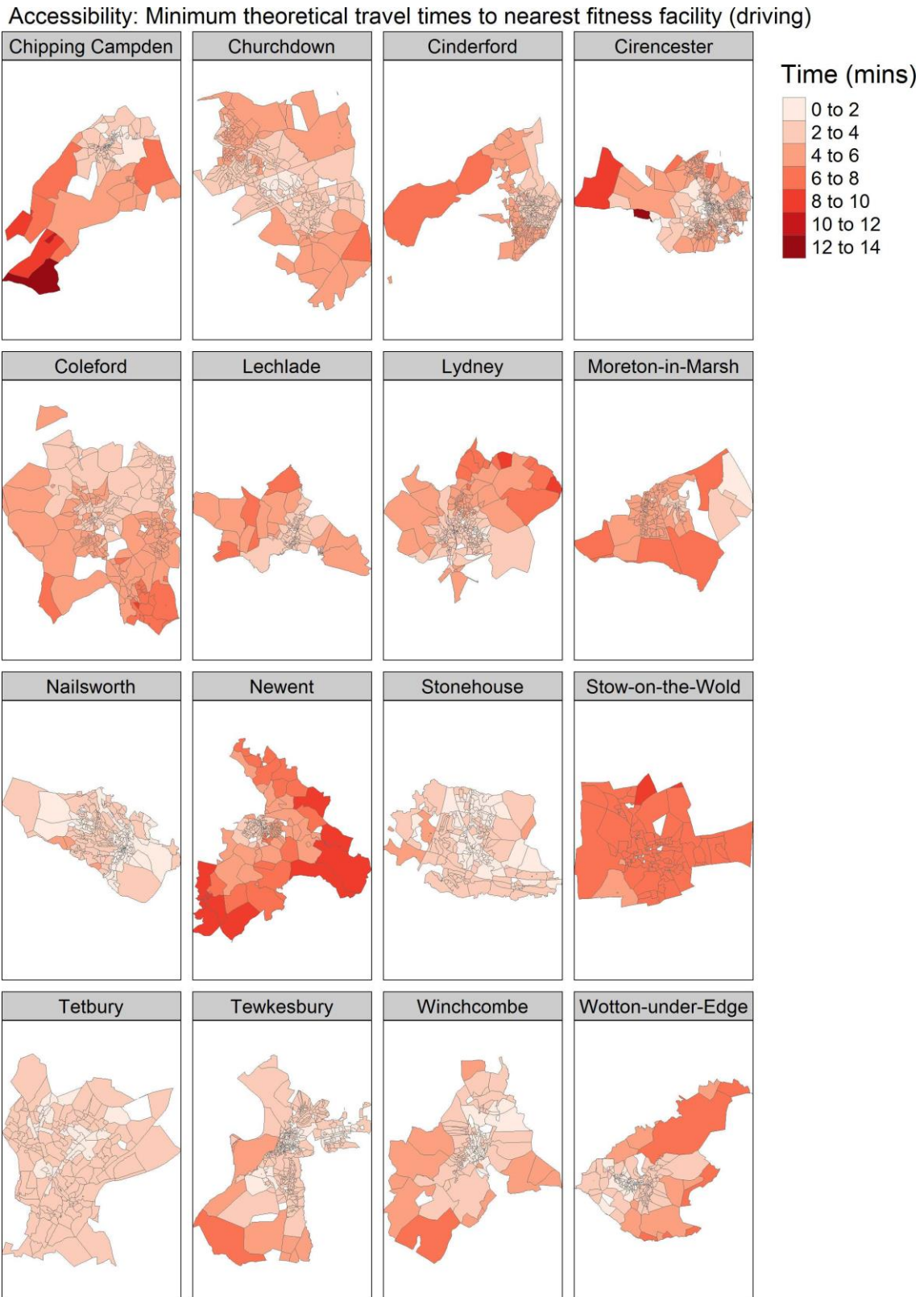


Figure A 13. Accessibility: Fitness facilities (by car)

5.3.4 Accessibility: Fitness facilities (by bus or walking)

Accessibility: Minimum theoretical travel times to nearest fitness facility (bus or walking)

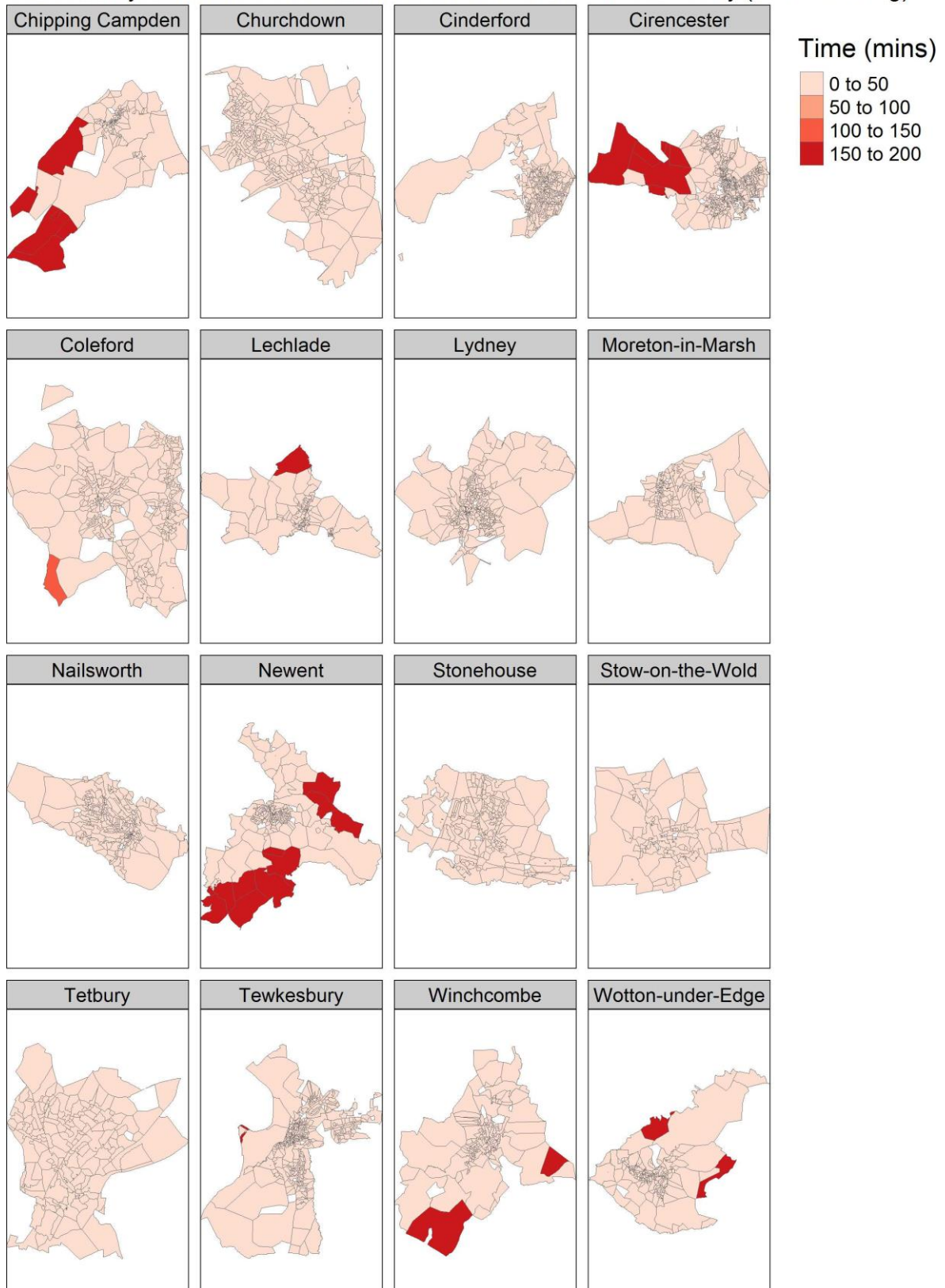


Figure A 14. Accessibility: Further education colleges (by bus or walking)

5.3.5 Accessibility: GP surgeries (by car)

Accessibility: Minimum theoretical travel times to nearest GP surgery (driving)

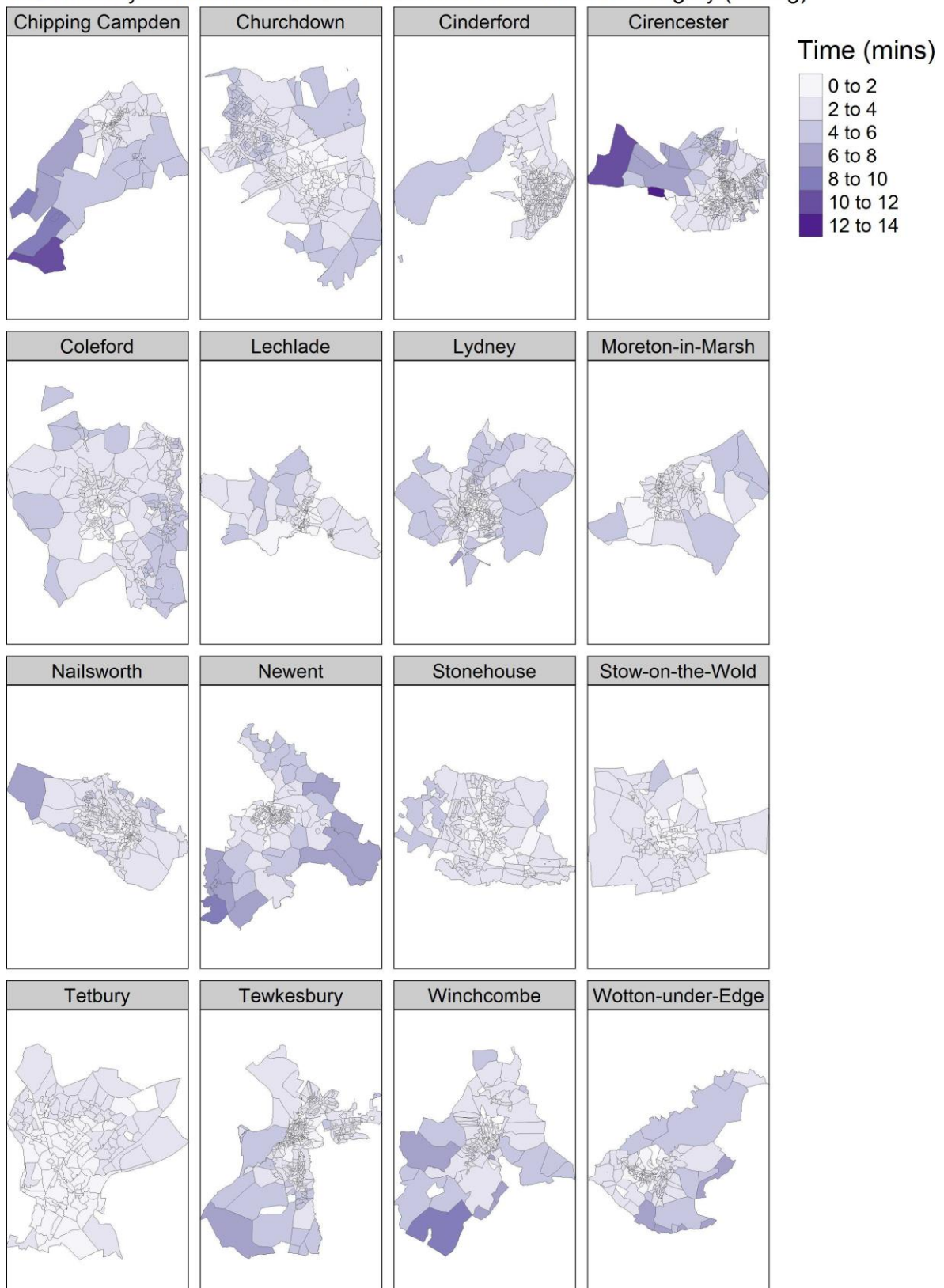


Figure A 15. Accessibility: GP surgeries (by car)



5.3.6 Accessibility: GP surgeries (by bus or walking)

Accessibility: Minimum theoretical travel times to nearest GP surgery (bus or walking)

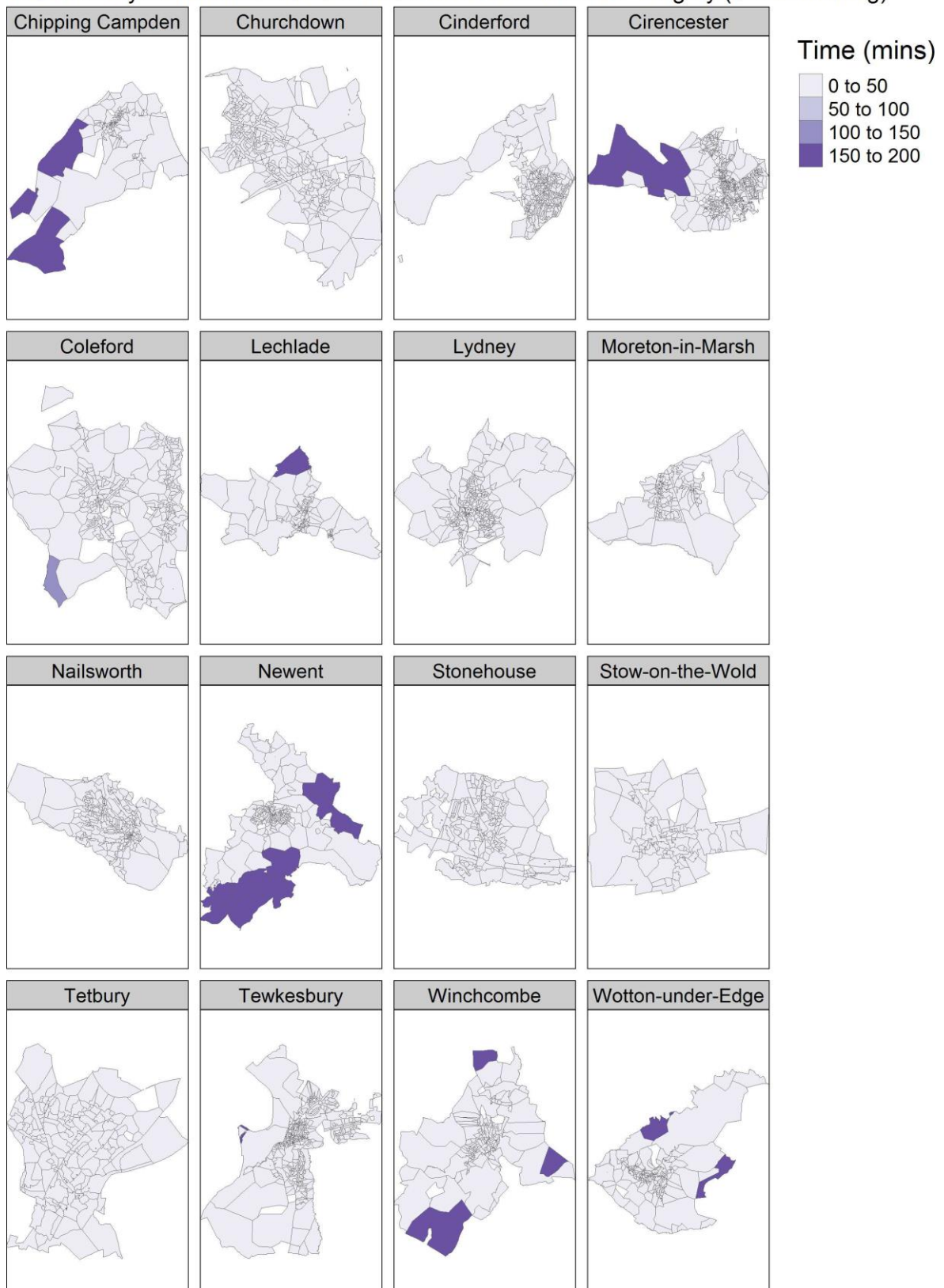


Figure A 16. Accessibility: GP surgeries (by bus or walking)

5.3.7 Accessibility: Hospitals (by car)

Accessibility: Minimum theoretical travel times to nearest hospital (driving)

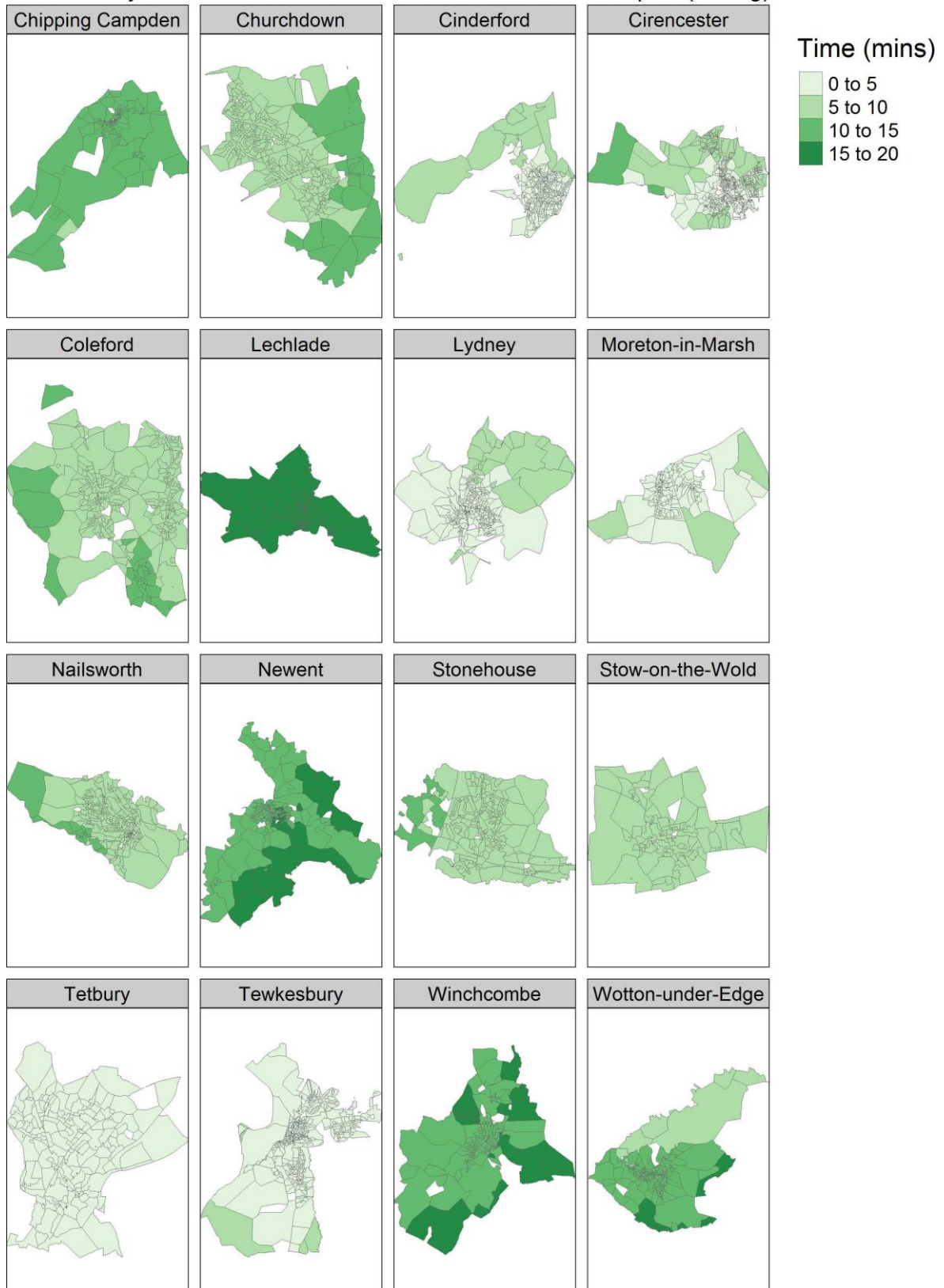


Figure A 17. Accessibility: Hospitals (by car)



5.3.8 Accessibility: Hospitals (by bus or walking)

Accessibility: Minimum theoretical travel times to nearest hospital (bus or walking)

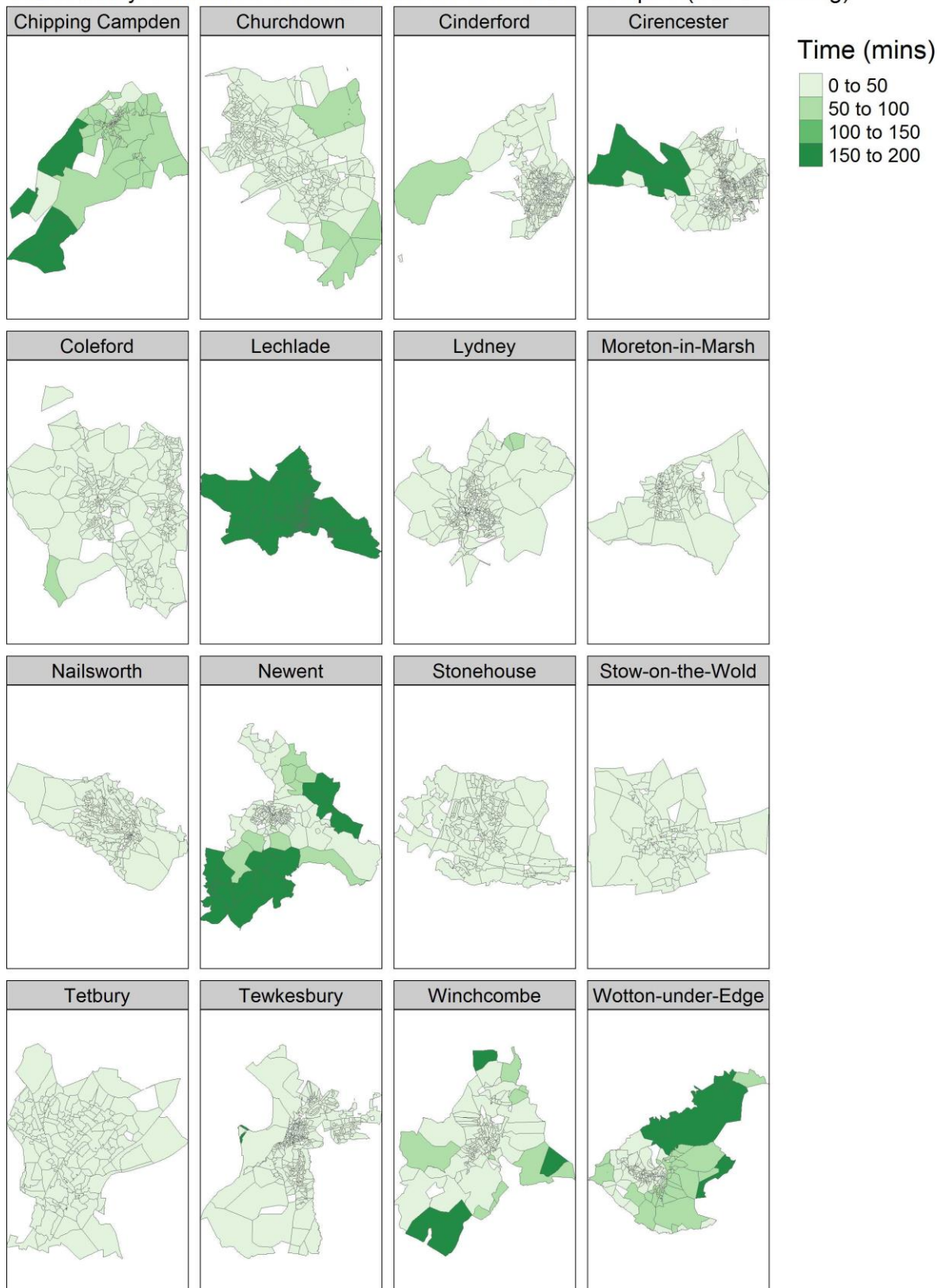


Figure A 18. Accessibility: Hospitals (by bus or walking)

5.3.9 Accessibility: Libraries (by car)

Accessibility: Minimum theoretical travel times to nearest library (driving)

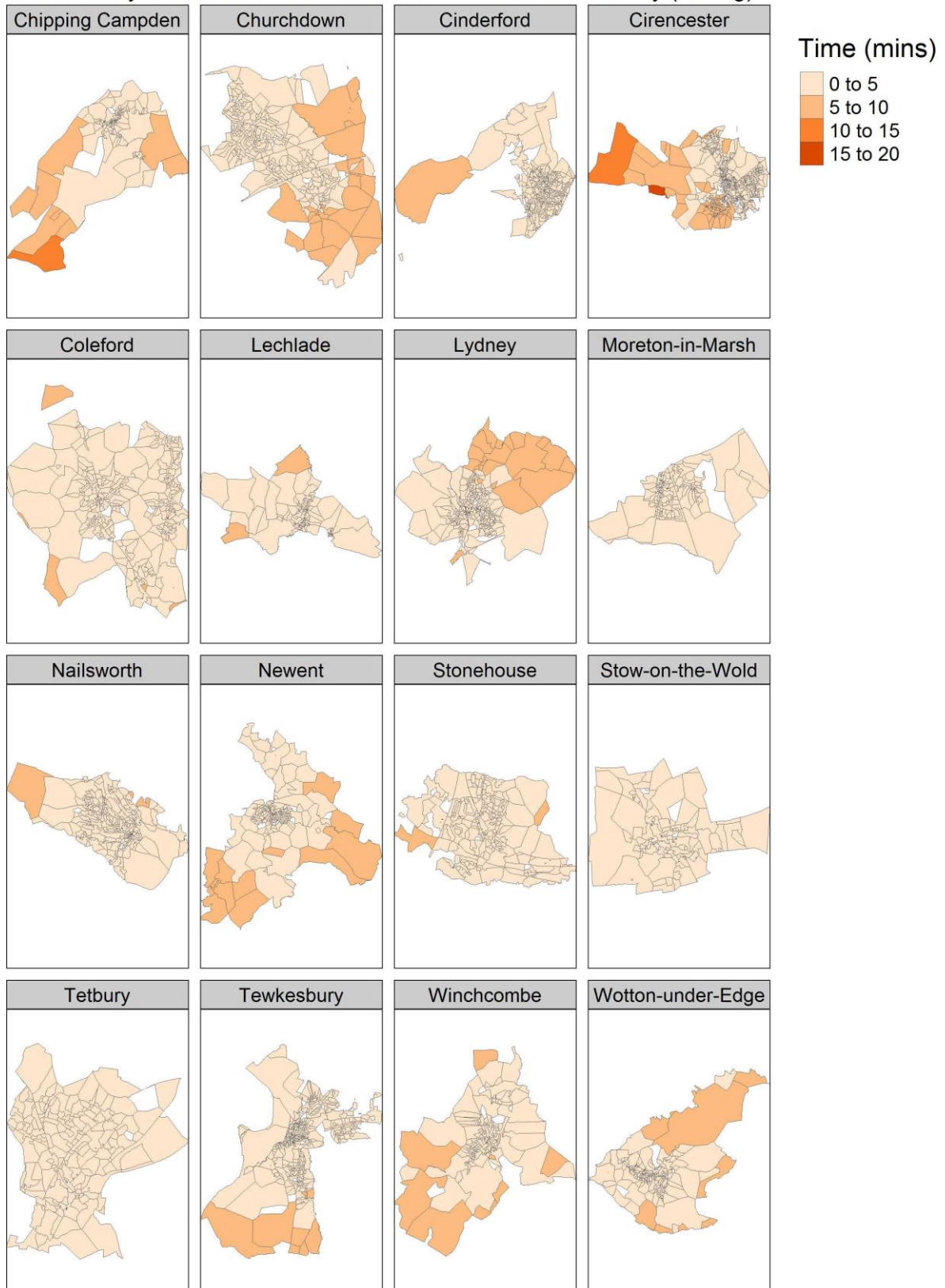


Figure A 19. Accessibility: Libraries (by car)

5.3.10 Accessibility: Libraries (by bus or walking)

Accessibility: Minimum theoretical travel times to nearest library (bus or walking)

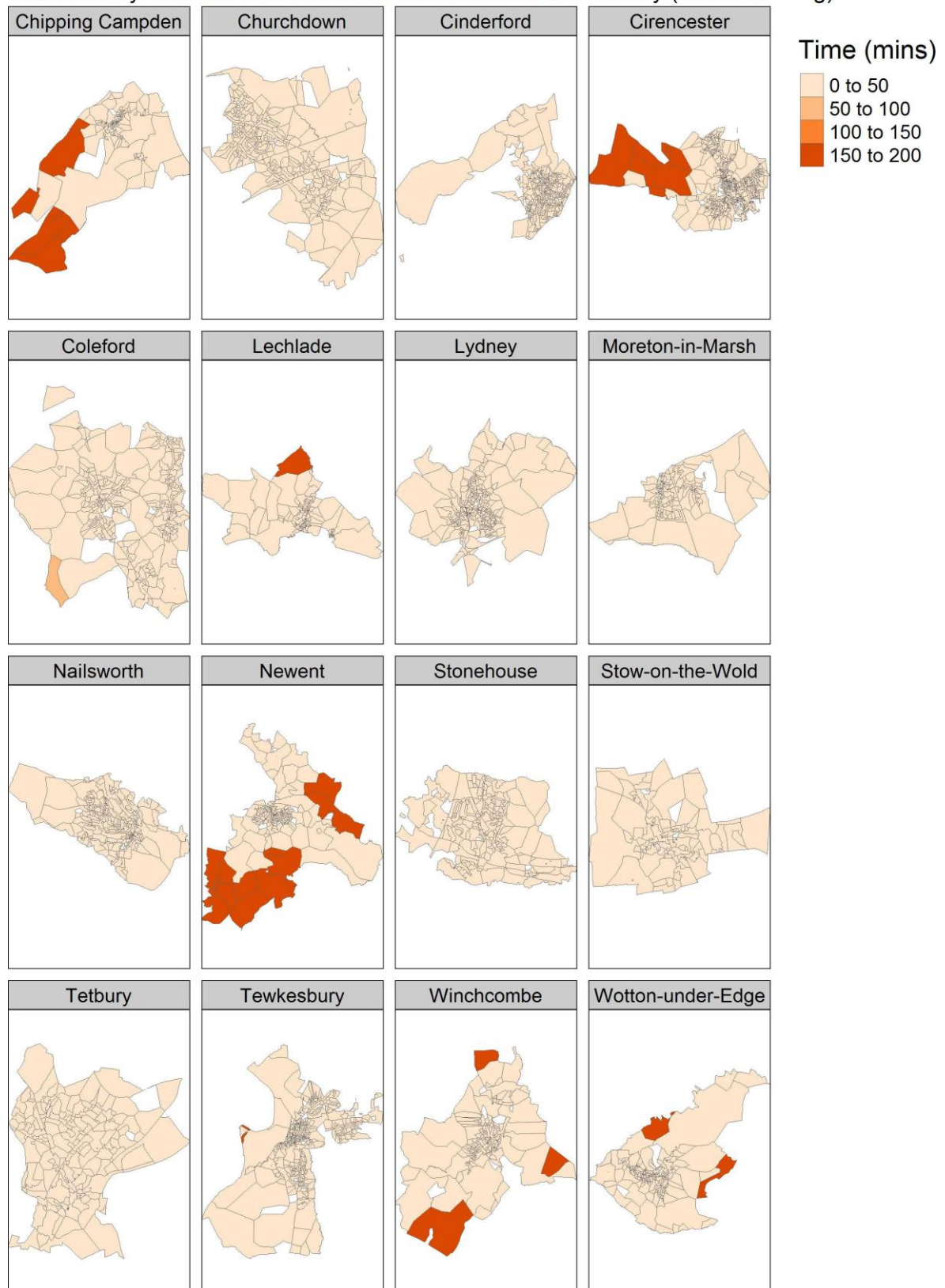


Figure A 20. Accessibility: Libraries (by bus or walking)



5.3.11 Accessibility: Pharmacies (by car)

Accessibility: Minimum theoretical travel times to nearest pharmacy (driving)

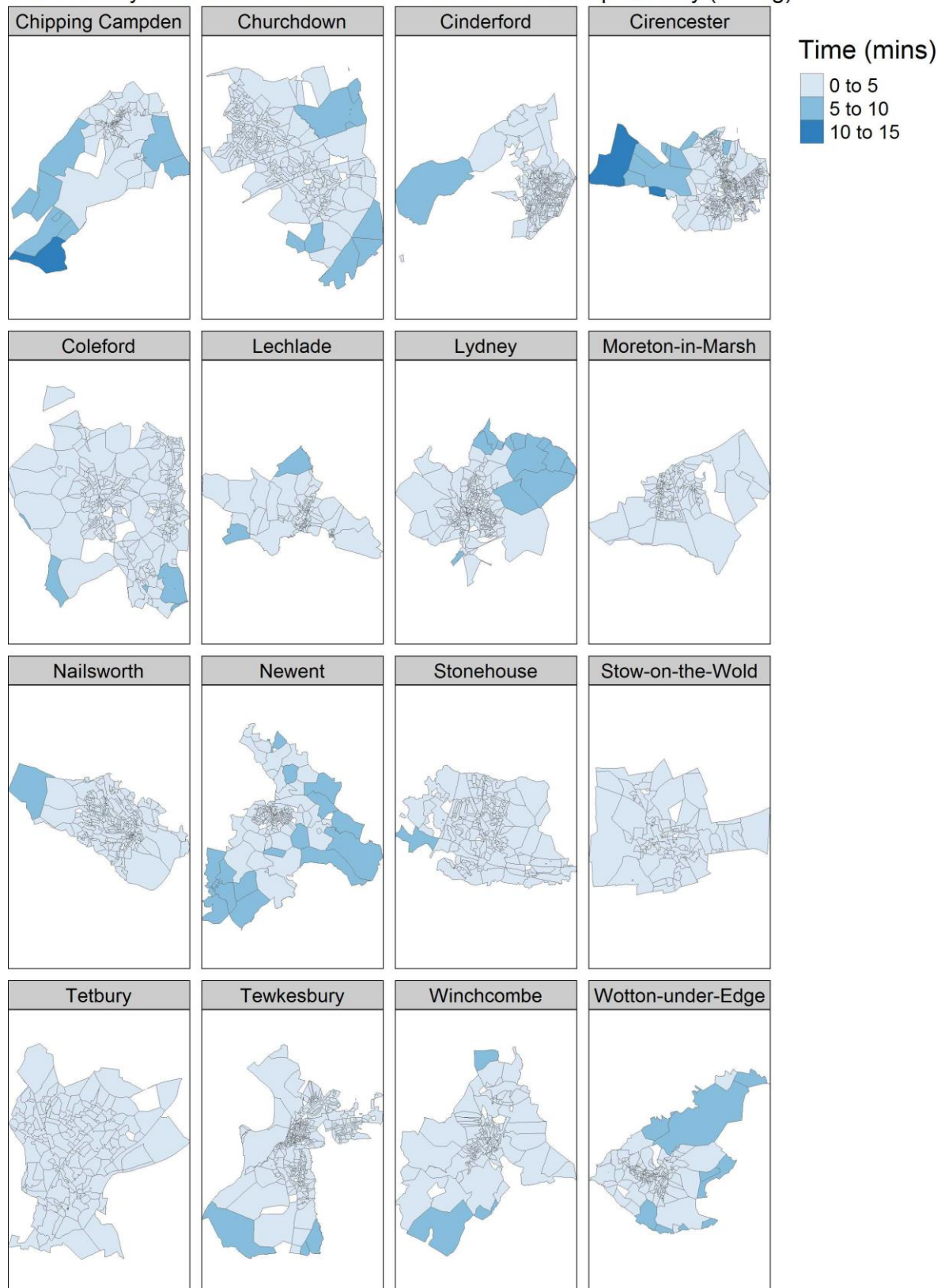


Figure A 21. Accessibility: Pharmacies (by car)

5.3.12 Accessibility: Pharmacies (by bus or walking)

Accessibility: Minimum theoretical travel times to nearest pharmacy (bus or walking)

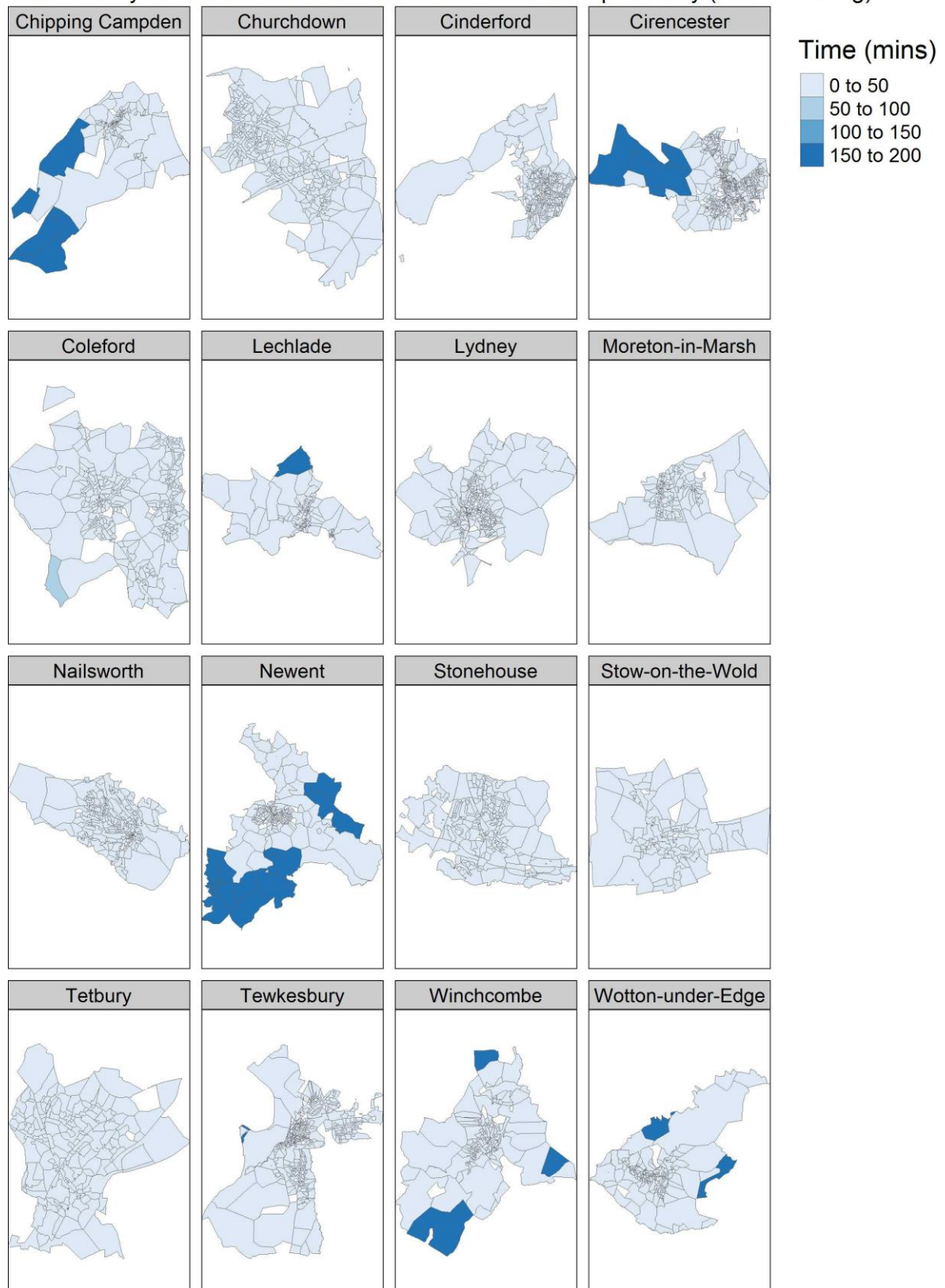


Figure A 22. Accessibility: Pharmacies (by bus or walking)

5.3.13 Accessibility: Post offices (by car)

Accessibility: Minimum theoretical travel times to nearest post office (driving)

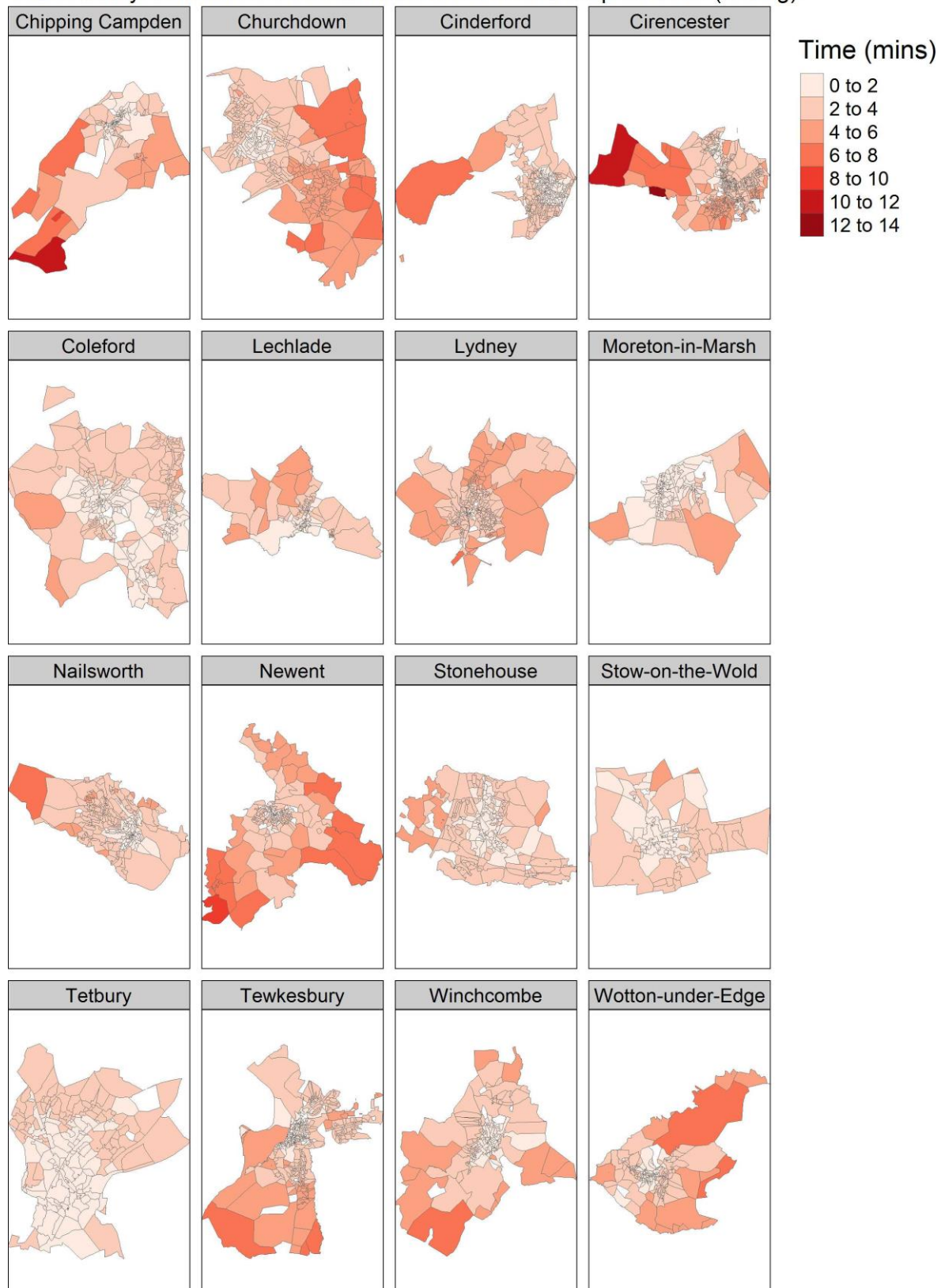


Figure A 23. Accessibility: Post offices (by car)



5.3.14 Accessibility: Post offices (by bus or walking)

Accessibility: Minimum theoretical travel times to nearest post office (bus or walking)

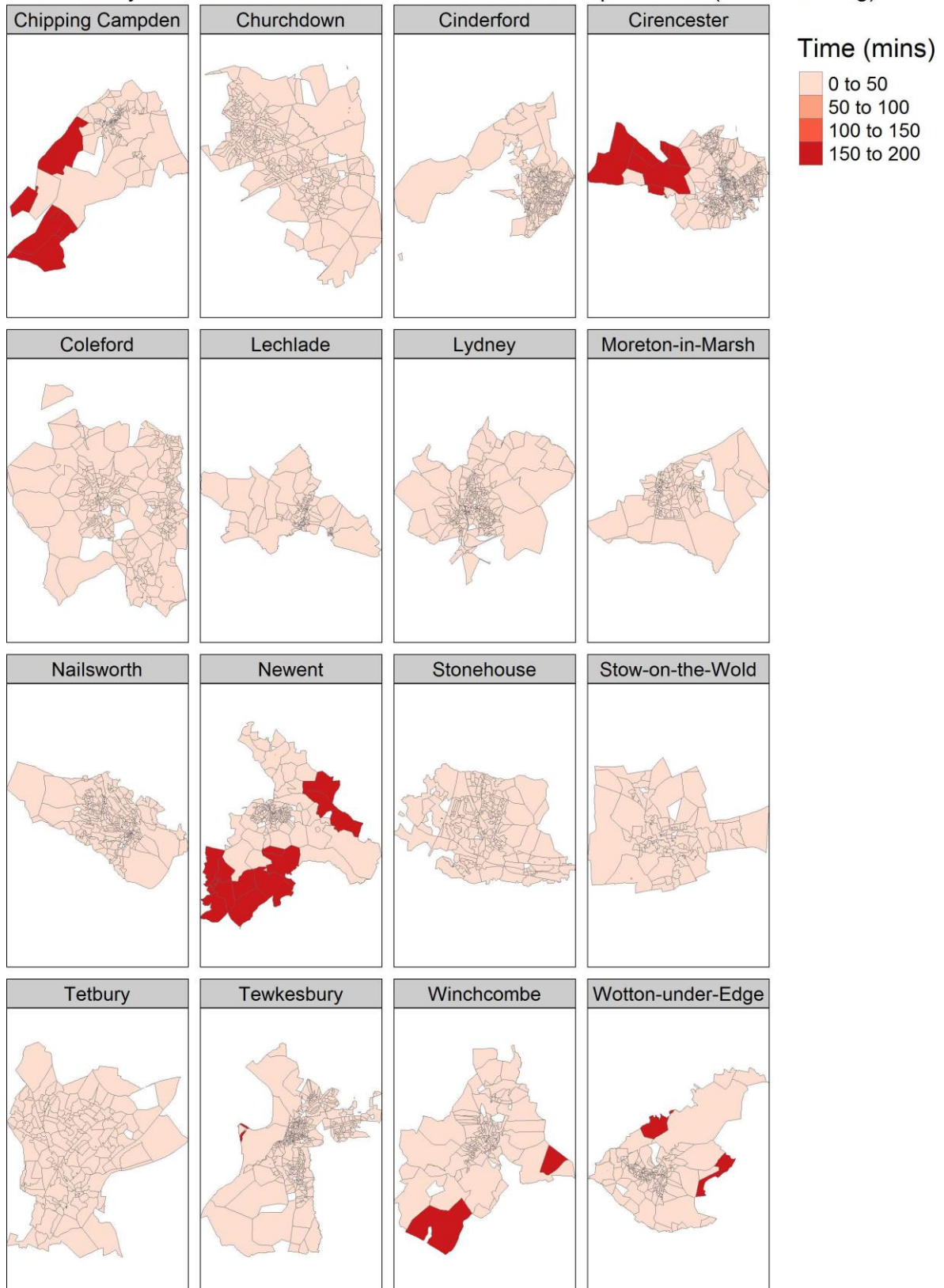


Figure A 24. Accessibility: Post offices (by bus or walking)

5.3.15 Accessibility: Primary schools (by car)

Accessibility: Minimum theoretical travel times to nearest primary school (driving)

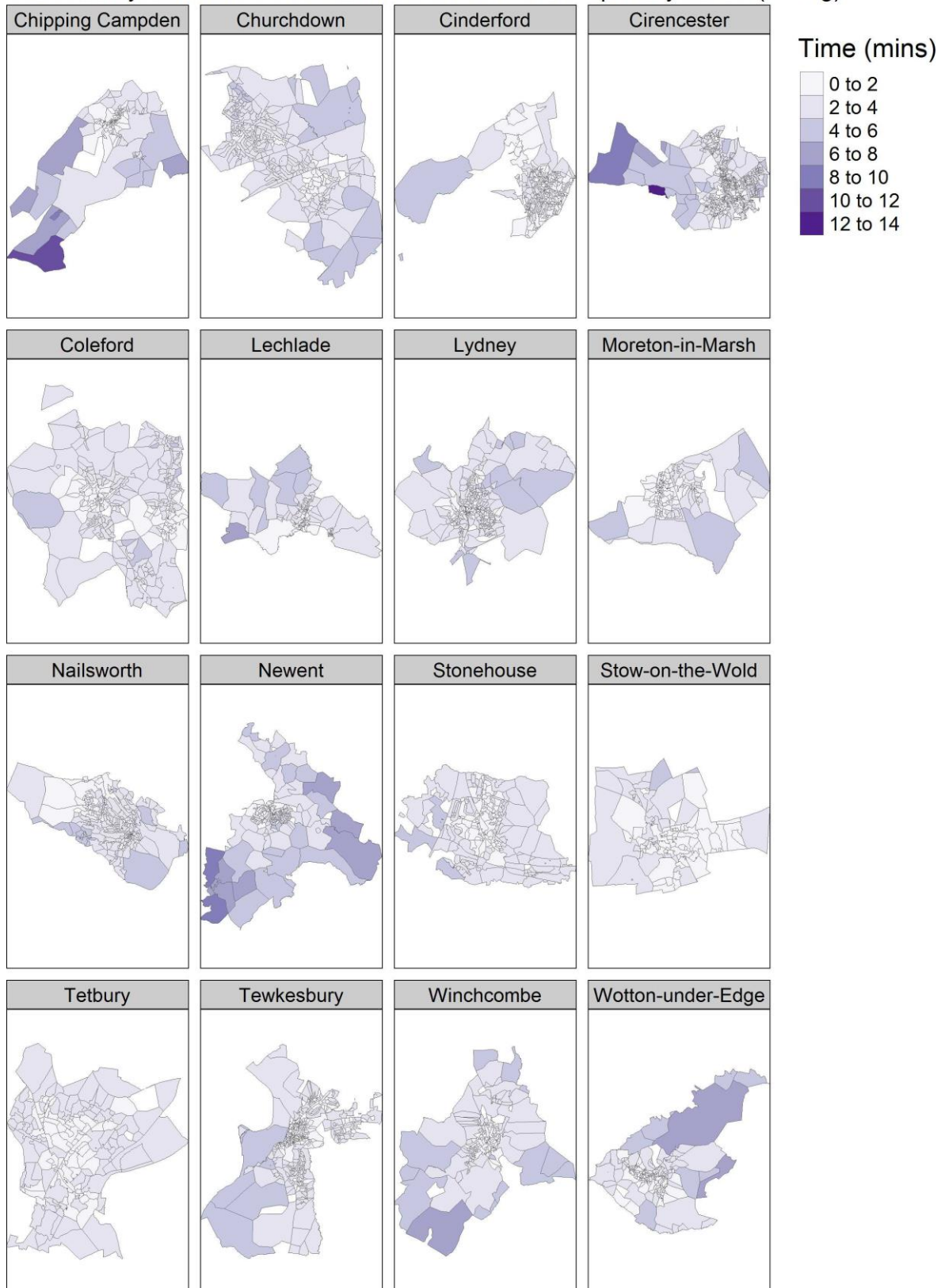


Figure A25. Accessibility: Primary schools (by car)

5.3.16 Accessibility: Primary schools (by bus or walking)

Accessibility: Minimum theoretical travel times to nearest primary school (bus or walking)

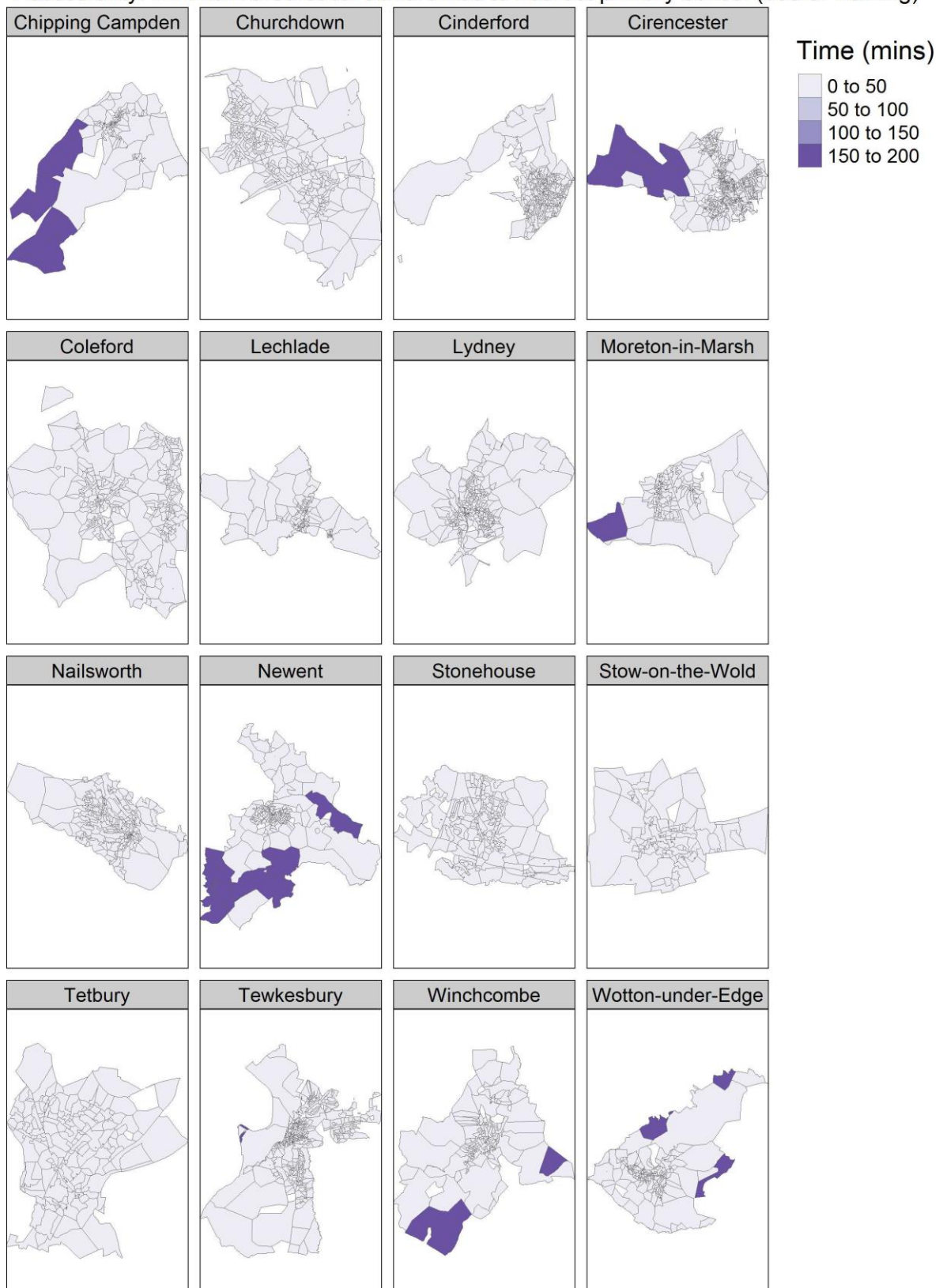


Figure A 26. Accessibility: Primary schools (by bus or walking)



5.3.17 Accessibility: Secondary schools (by car)

Accessibility: Minimum theoretical travel times to nearest secondary school (driving)

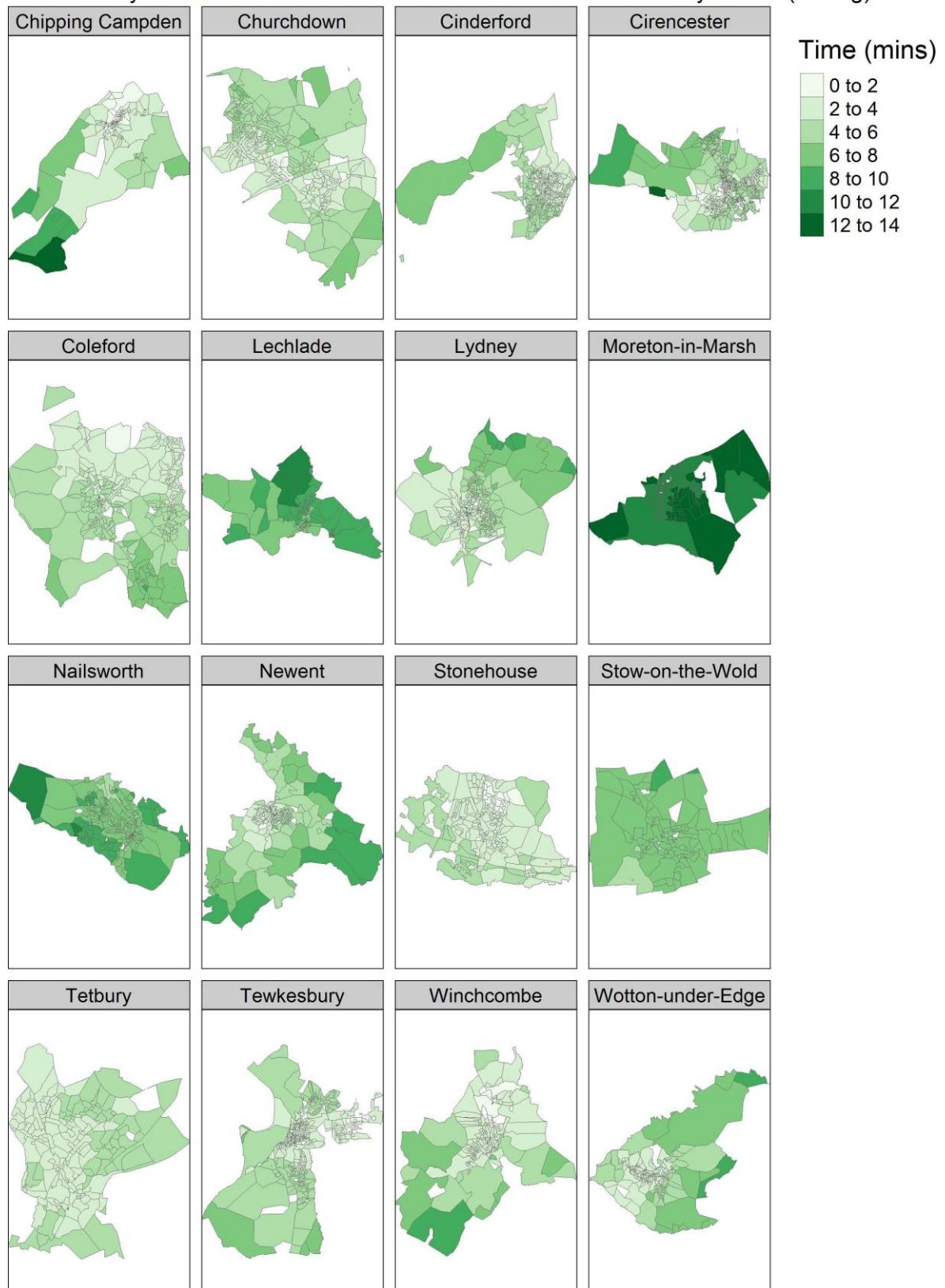


Figure A 27. Accessibility: Secondary schools (by car)

5.3.18 Accessibility: Secondary schools (by bus or walking)

Accessibility: Minimum theoretical travel times to nearest secondary school (bus or walking)

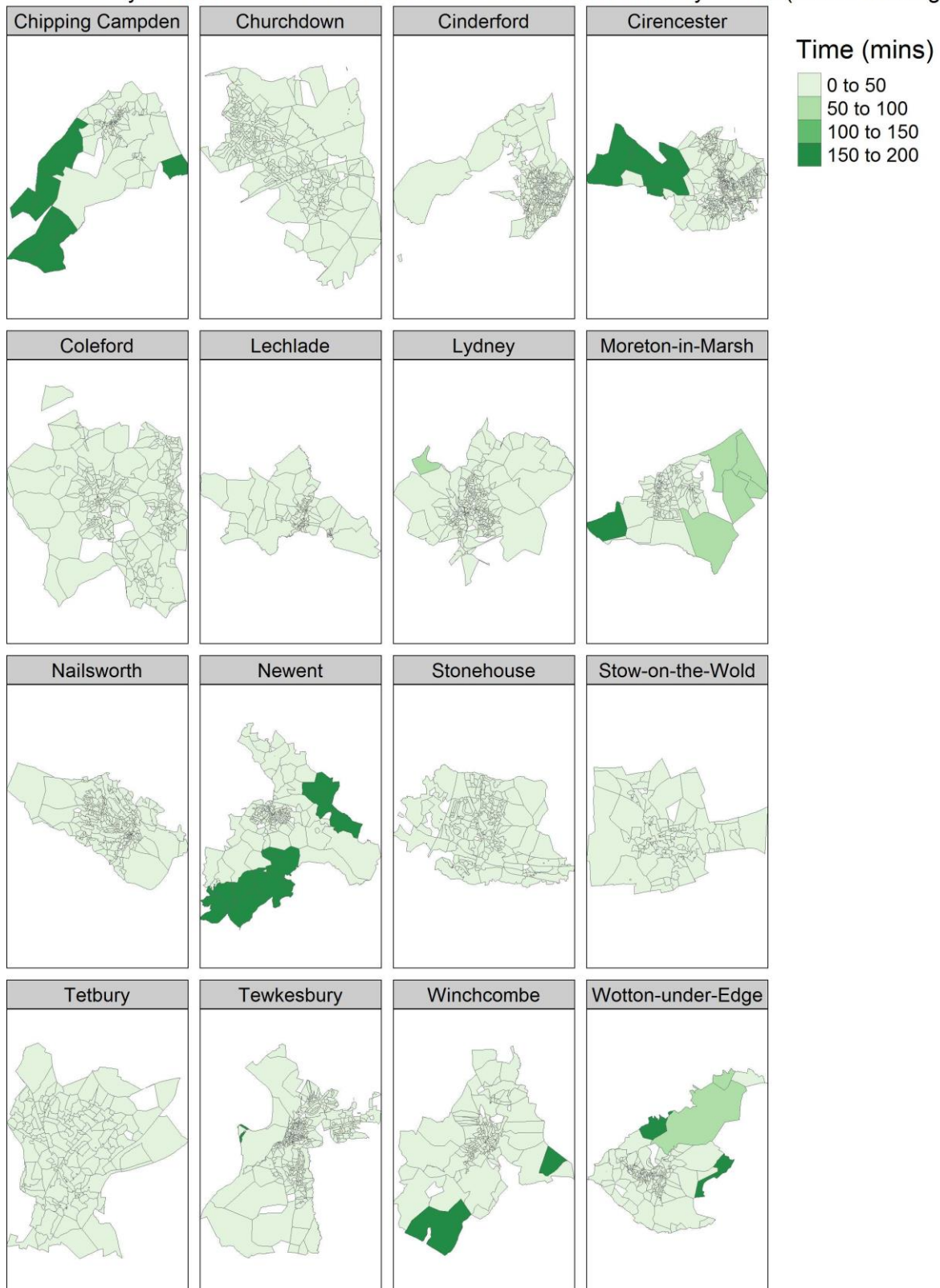


Figure A 28. Accessibility: Secondary schools (by bus or walking)



5.3.19 Accessibility: Supermarkets (by car)

Accessibility: Minimum theoretical travel times to nearest supermarket (driving)

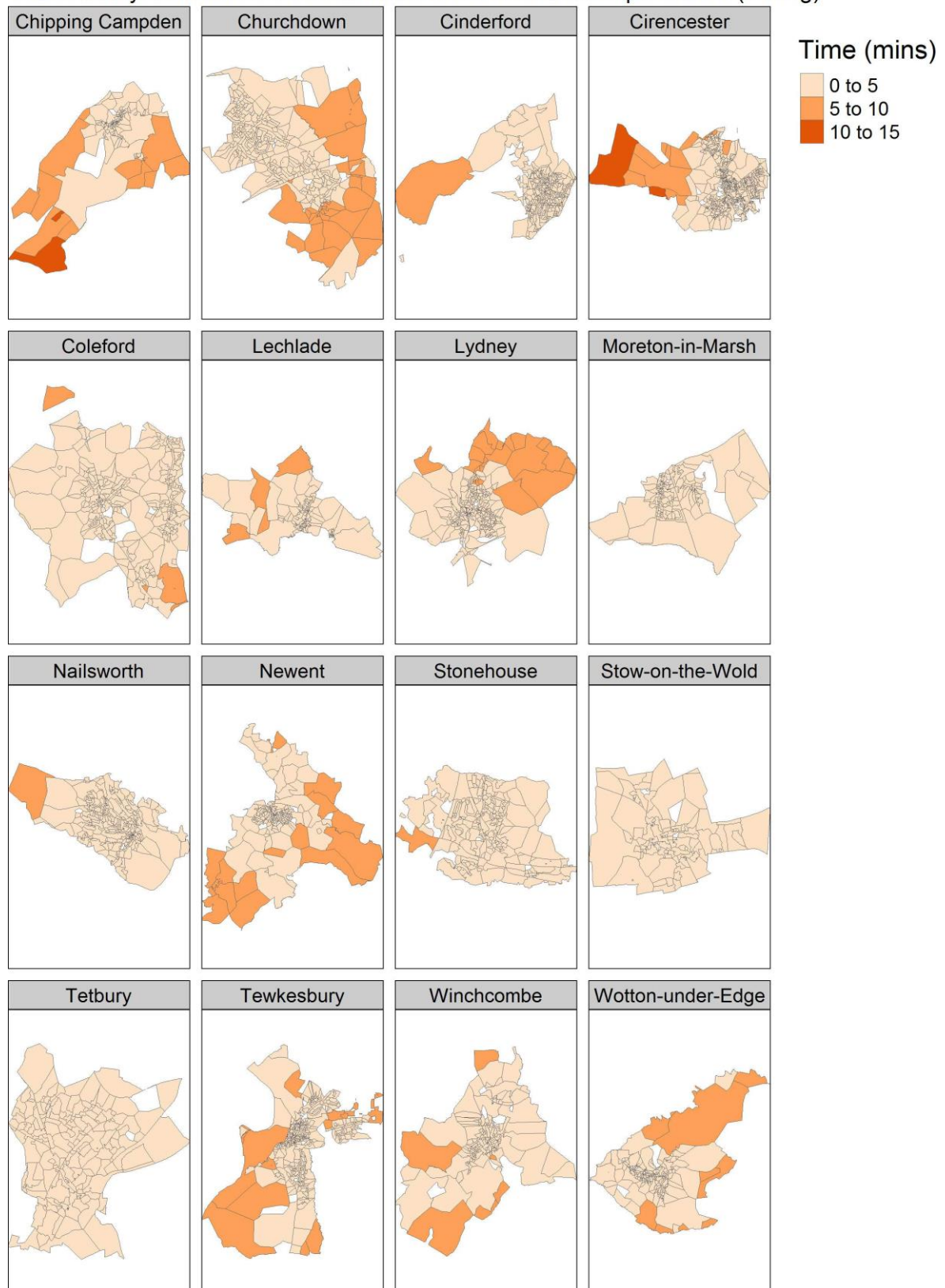


Figure A 29. Accessibility: Supermarkets (by car)

5.3.20 Accessibility: Supermarkets (by bus or walking)

Accessibility: Minimum theoretical travel times to nearest supermarket (bus or walking)

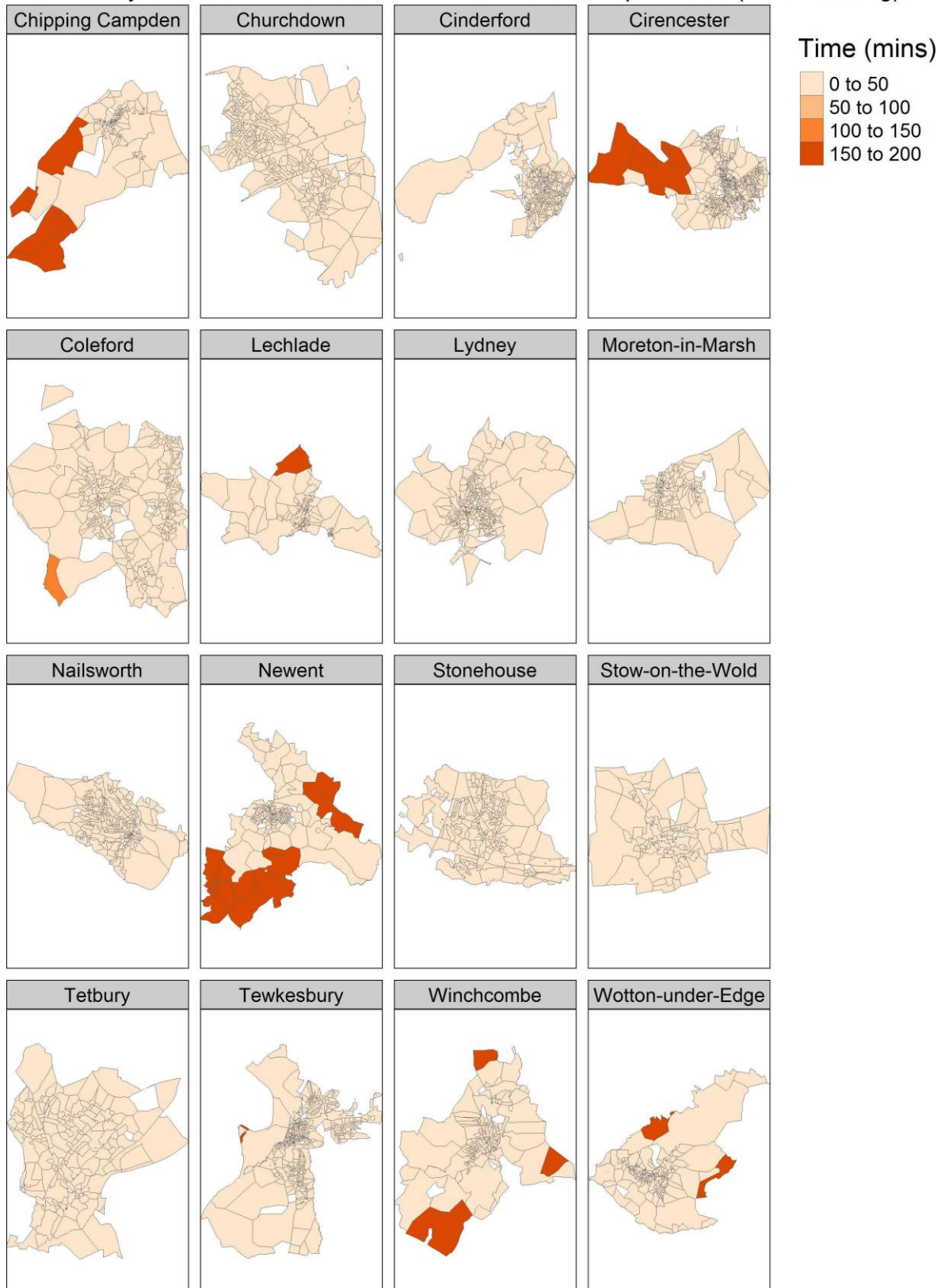


Figure A 30. Accessibility: Supermarkets (by bus or walking)