

 Executive 11th January 2012		Agenda Item No. 9C
Title	Quality of Life Report	
For further information about this report please contact	Dave Barber / Jane Davenport	
Wards of the District directly affected	All	
Is the report private and confidential and not for publication by virtue of a paragraph of schedule 12A of the Local Government Act 1972, following the Local Government (Access to Information) (Variation) Order 2006?	No	
Date and meeting when issue was last considered and relevant minute number	N/A	
Background Papers		

Contrary to the policy framework:	No
Contrary to the budgetary framework:	No
Key Decision?	No
Included within the Forward Plan? (If yes include reference number)	No
Equality & Sustainability Impact Assessment Undertaken	No

Officer/Councillor Approval		
Officer Approval	Date	Name
Chief Executive/Deputy Chief Executive	20/12/11	Andrew Jones
Head of Service	5/12/11	Susie Drummond
CMT	7/12/11	Chris Elliott, Bill Hunt
Section 151 Officer	8/12/11	Mike Snow
Monitoring Officer	7/12/11	Andrew Jones
Finance		-
Portfolio Holder(s)	8/12/11	Cllr Mrs Grainger
Consultation & Community Engagement		
None.		
Final Decision?		Yes
Suggested next steps (if not final decision please set out below)		

1. **SUMMARY**

- 1.1 This report presents the 2011 Quality of Life report summary as Appendix A. The full report is a very large document and so has not been presented here but may be accessed via this link: [Full Quality of Life report](#)

2. **RECOMMENDATIONS**

- 2.1 That members note the contents of the Quality of Life report
- 2.2 That the Quality of Life report be used to inform the review of Fit for the Future, the Local Plan and other strategies during 2012.
- 2.3 That service managers and Portfolio Holders use the Quality of Life data to inform the development of the 2012/13 Service Plans and Portfolio Holder statements.

3. **REASONS FOR THE RECOMMENDATION**

- 3.1 The Annual Quality of Life report is produced by the Warwickshire Observatory. It provides a way of accessing data to help us understand how effectively we are progressing towards our organisational purpose. At the executive meeting of 9th February 2011, recommendation 2.2 requested that the report be submitted to Executive each year.
- 3.2 The Quality of Life report provides important data about what is changing in our district. As such, it is not only useful in understanding the impact of our strategies, but can also inform the development of future strategy and services. It is intended to review many of the Council's strategies during 2012 to ensure alignment between the local plan and other strategies. The Quality of Life data provided in this report should be used in these reviews. The same also applies to the annual service planning process.

4. **POLICY FRAMEWORK**

- 4.1 Fit for the Future has been approved as the Council's central strategic strategy document and business plan. This report provides a way of accessing data to help us understand how effectively we are progressing towards our organisational purpose. In this respect it is relevant to the whole of Fit for the Future.

5. **BUDGETARY FRAMEWORK**

- 5.1 There are no financial implications arising from the recommendations in this report.

6. **ALTERNATIVE OPTION(S) CONSIDERED**

- 6.1 As members requested that the Quality of Life report be submitted to Executive annually, no alternative options were considered.

7. **BACKGROUND**

- 7.1 The Warwickshire Quality of Life has been produced annually by the Warwickshire Observatory since 2000. It provides information on social,

economic and environmental trends across the County. Whilst much of the data is County-wide only, there are some pieces of data that are broken down by District.

7.2 The 2011 Quality of Life Report identifies a number of key themes and trends. Some of the key messages to pick out for Warwick District are:

- 7.2.1 **Population Growth:** the 2010 estimates put the District's population at 138,800, of which 124,500 are in urban areas and 14,500 in rural areas. The District's population is the largest in the County. Between 2004 and 2009 Warwick's population grew by 8.7% to 30,000, Leamington's grew by 6.2% to 49,700, Whitnash's by 5.7% to 9,300 and Kenilworth's by 1.7% to 24,000. In total the District's population grew by over 10% between 2001 and 2010 – the largest increase in the County and significantly more than the Warwickshire average of 5.9%. It is estimated that there are now 60,000 households
- 7.2.2 **Projected Population Growth:** It is estimated that the District population growth over the 15 years will be 15.7% compared to an average for Warwickshire of 11.9%. It is projected that the increase of the population of the over 60s will be the largest.
- 7.2.3 **Deprivation:** Warwick District's national ranking, in relation to deprivation, improved significantly between 2007 and 2010. However the District has 1 Super Output Area within the 20% most deprived Super Output Areas nationally and a further 4 Super Output Areas within the 30% most deprived Super Output Areas.
- 7.2.4 **Traffic:** In 2010, traffic speeds in Warwick were the slowest of the County's main towns, although they have improved since 2008, whilst traffic speeds in Leamington in 2010 were the second slowest of the County's main town. Traffic speeds Kenilworth are now the fastest in the County
- 7.2.5 **Waste:** In 2010/11, 49% of the District's waste was recycled. This matches the Warwickshire average, but is lower than Stratford District (59%) and Rugby (51%). Warwick operates a kerbside recycling scheme and so is able to offer "clean" recyclables which generates income to help offset the cost of the service. The quantity of waste collected per head in Warwick District is the lowest in the County.
- 7.2.6 **Happiness:** People in Warwick District are happier than the Warwickshire average, with only Stratford District have higher levels of happiness
- 7.2.7 **Health:** Levels of obesity (2008 figures) in the District are lower than the other Districts in Warwickshire, yet as many as 25,000 people in the District are obese. Levels of hospital admissions for alcohol related harm are increasing, along with all the Districts in the County. Teenage conceptions remain an issue, with Warwick being the only District in the County that has seen an increase between 2000 and 2009.
- 7.2.8 **Affordable Housing and Housing Need:** In comparison with the County and England as a whole, the District faces some significant issues in relation to housing affordability. The District includes the top 5 super

output areas for “wider barriers to housing” (Old Town West; Town Centre; Milverton South East; Stoneleigh and Old Town North West).

7.2.9 **Community Safety:** Recorded crime rates are below the Warwickshire average

7.2.10 **Income and Earnings:** Average workplace earnings in the District fell between 2009 and 2010 by 4.4%, whilst across the County as a whole they grew by 0.8%. Leamington includes 4 super output areas which are amongst the areas most likely to contain households earning less than £10,000. On the other hand, the District contains 4 of the 5 lowest ranked super output areas for income deprivation (in other words low levels of income deprivation)