

	Executive	Agenda Item No.
	9th January 2013	11C
Title	Quality of Life Report	
For further information about this report please contact	Fiona Clark	
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Is the report private and confidential and not for publication by virtue of a paragraph of schedule 12A of the Local Government Act 1972, following the Local Government (Access to Information) (Variation) Order 2006?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	4/12/12	Andrew Jones
Head of Service	4/12/12	Susie Drummond
CMT	4/12/12	Chris Elliott, Bill Hunt
Section 151 Officer	4/12/12	Mike Snow
Monitoring Officer	4/12/12	Andrew Jones
Finance		-
Portfolio Holder(s)	4/12/12	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 2012 Quality of Life report summary. The full report is a very large document and so has not been presented here but may be accessed either via this link: [Full Quality of Life report](http://www.warwickshireobservatory.org) or www.warwickshireobservatory.org

2. **RECOMMENDATIONS**

- 2.1 That Executive notes the contents of the Quality of Life report
- 2.2 That Executive agrees that the Quality of Life report be used to inform the review of Fit for the Future, the Local Plan and other strategies during 2013.
- 2.3 That service managers and Portfolio Holders use the Quality of Life data to inform the development of the 2013/14 Service Plans and Portfolio Holder statements.
- 2.4 That Executive asks officers to undertake a high level review of the Sustainable Community Strategy to ensure its aspirations still align with this of this Council.

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 together with 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 124,400 are in urban areas and 14,300 in rural areas. The District's population is the largest in the County. Between 2002 and 2010 Warwick's population grew by 14.6% to 199,900, Leamington's grew by 8.3% to 49,600, Whitnash's by 13.4% to 9,300 and Kenilworth's by 2.6% to 23,900. 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 58,700 households
- 7.2.2 **Projected Population Growth:** It is estimated that the District population growth over the next 15 years will be 14.7% compared to an average for Warwickshire of 14.3%. 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 3 Super Output Areas within the 30% most deprived Super Output Areas.
- 7.2.4 **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.
- 7.2.5 **Health:** Levels of obesity (2008 figures) in the District are lower than the other Districts in Warwickshire, yet 25,300 people in the District are obese. 30% of adults in the district are estimated to eat at least five portions of fruit and vegetables a day (2010), above the Warwickshire and National averages. However, the percentage of the district's population participating in moderate intensity sport is only 9.9%, one 0.4% higher than North Warwickshire and lower than the other districts, Warwickshire and National averages.
- 7.2.6 **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).

- 7.2.7 **Community Safety:** Recorded crime rates are just below the Warwickshire average.
- 7.2.8 **Income and Earnings:** Residents within the district were recorded as having the highest earning levels in 2011 at £28,811 an increase of £2,275 from 2010. This means that Warwick is the most improved of the districts in Warwickshire. Leamington includes 2 super output areas which are amongst the areas most likely to contain households earning of less than £10,000. Additionally, there are 2 super output areas where residents are more likely to suffer from financial exclusion.