

Community Forum Name: Southam

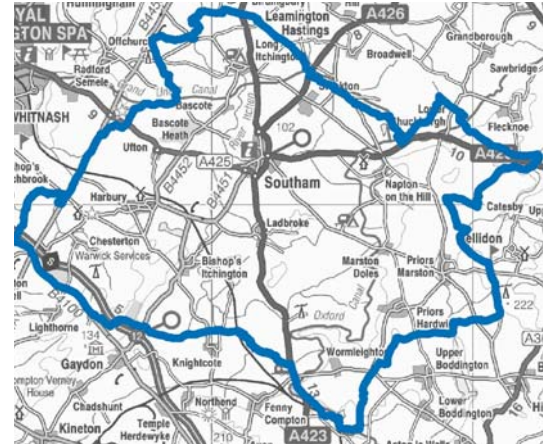
District: Stratford-on-Avon



Description of Community Forum Area

The Southam Community Forum Area comprises the wards of Harbury, Long Itchington, Southam, Stockton and Napton and part of Fenny Compton. It includes the County Council Electoral Divisions of Feldon and Southam.

The area is essentially rural in nature with a mix of small towns, villages, hamlets and farms. It borders the outskirts of Whitnash and Leamington Spa to the west and Daventry in Northamptonshire to the east.



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Population:

	Southam Community Forum		Warwickshire	
	No.	%	No.	%
Total Population (Mid-2006) ¹	17,190		522,200	
Male/Female Split ¹	49 / 51		49 / 51	
Total 0-15 year olds ¹	3,541	20.6	97,839	18.7
Total Working Age* Population ¹	10,194	59.3	320,363	61.3
Total 65+ Males, 60+ Females ¹	3,455	20.1	104,030	19.9
Non-White British Population ²	638	3.7	36,553	7.2
Urban/Rural Population Split ^{1,3}	0 / 100		68 / 32	

*16-64 Males, 16-59 Females

Households:

	Southam Community Forum		Warwickshire	
	No.	%	No.	%
Total Resident Households ²	6,790		210,898	
Average Household Size ²	2.49		2.37	
Socially Rented Housing ²	823	12.1	30,196	14.3
Terraced Housing ²	1,154	16.4	51,458	23.6
Households with no car/van ²	874	12.8	40,130	19.0

Economy & Employment:

	Southam Community Forum		Warwickshire	
	No.	%	No.	%
Mean Household Income ⁵	£37,100		£34,600	
Job-Seekers Allowance Claimants ⁴ (June 2008)	126	1.2	5,998	1.9
All Working Age Benefit Claimants ⁴ (February 2008)	705	6.9	33,800	10.5
- Incapacity Benefit ⁴	320	3.1	16,130	5.0
- Lone Parent Benefit ⁴	100	1.0	4,260	1.3

Occupation of those aged 16-74 in Employment ²	Southam Community Forum		Warwickshire	
	No.	%	No.	%
Managers and Senior Officials	1,742	19.2	41,567	16.7
Professional Occupations	1,145	12.6	29,669	11.9
Associate Professional & Technical	1,132	12.5	31,451	12.6
Administrative & Secretarial	1,152	12.7	31,672	12.7
Skilled Trades	1,263	13.9	29,962	12.0
Personal Services	601	6.6	15,809	6.3
Sales and Customer Service	489	5.4	16,409	6.6
Process, Plant & Machine Operatives	682	7.5	22,056	8.8
Elementary Occupations	878	9.7	31,035	12.4

Community Safety:

	Southam Community Forum		Warwickshire	
	No.	Rate	No.	Rate
Total Recorded Crime ⁶ (2007/08)	837	48.7	41,276	79.0
Domestic Burglary ⁶ (2007/08)	41	5.6	2,374	10.1
Vehicle Crime ⁶ (2007/08)	164	9.5	5,245	10.0
Violent Crime ⁶ (2007/08)	109	6.3	8,286	15.9
Criminal Damage ⁶ (2007/08)	143	8.3	9,191	17.6
Anti-Social Behaviour Incidents ⁶	666	38.7	31,188	59.7

Health:

	Southam Community Forum		Warwickshire	
	No.	%	No.	%
Limiting Long-Term Illness ²	2,276	13.3	84,795	16.8
Not in Good Health ²	1,117	6.5	41,117	8.1
Disability Living Allowance ⁴	95	0.9	3,000	0.9

Education & Skills:

	Southam Community Forum		Warwickshire	
	No.	%	No.	%
Pupils achieving 5 or more A*-C GCSE Grades, including English and Maths ⁷	90	46.2	2,732	46.7
Pupils with a Special Educational Need ⁷ (January 2008)	509	20.1	14,779	20.8
Unauthorised Absence Sessions ⁷ (2006/07)	4,532	0.7	132,577	0.7
Fixed Exclusions ⁷ (2007/08)	106		3,260	
Permanent Exclusions ⁷ (2007/08)	3		113	
Pupils eligible for Free School Meals ⁷ (January 2008)	107	4.2	6,135	8.6
Youth Service Membership ⁸ (2008)	234	9.1	10,614	12.1
16-74 year olds with No Qualifications ²	3,110	25.1	102,529	27.8
16-74 year olds with NVQ Qualification Level 2 or Higher ²	6,216	50.3	176,502	47.8
16-74 year olds with NVQ Qualification Level 4 or Higher ²	2,921	23.6	76,412	20.7
16-18 year olds not in Education, Employment or Training (2007) ⁹	14	2.4	1,076	5.8

Road Safety:

	Southam Community Forum	Warwickshire
Total Road Accidents ¹⁰ (2007)	98	3,484
Road Accident Rate per 1,000 population ¹⁰ (2007)	5.7	6.7

Residents' Perceptions:

	Southam Community Forum	Warwickshire
% of residents satisfied with their local neighbourhood as a place to live ¹¹	89.1	78.5
Top three issues that residents feel need improving in their local area ¹¹	1. Activities for Teenagers	1. Activities for Teenagers
	2. Road and Pavement Repairs	2. The Level of Crime
	3. Affordable Decent Housing	3. The Level of Traffic Congestion

Low Income Households:

	Southam Community Forum		Warwickshire	
Total Families claiming Child Benefit ⁴ (2005/06)	2,175		62,425	
Total Families claiming Child Tax Credit ⁴ (2005/06)	1,435		45,740	
% claiming Child Tax Credit ⁴ (2005/06)	66.0		73.3	
Total Lone Parent Families claiming Child Tax Credits ⁴ (2005/06)	340		13,640	
Total Out of Work Families claiming Child Tax Credits ⁴ (2005/06)	180		7,710	
Out of Work Families claiming Child Tax Credits – Total number of children affected ⁴ (2005/06)	345		14,370	
	Southam Community Forum		Warwickshire	
	No.	%	No.	%
Pension Credit Claimants ^{4*} (February 2008)	705	20.4	25,960	25.0

*65+ Males, 60+ Females

Deprivation:

Indices of Deprivation Super-Output Area* Ranks

Super-Output Area (SOA)	Community Forum	Index of Multiple Deprivation Rank	Income Rank	Employment Rank	Health & Disability Rank	Education, Skills & Training Rank	Barriers to Housing & Services Rank	Crime & Disorder Rank	Living Environment Rank
Ladbroke & Priors	Southam	21,373	27,013	29,381	28,802	29,924	232	29,854	16,756
Deppers Bridge, Chester & Kings	Southam	20,474	19,673	20,409	23,949	20,732	5,696	18,402	22,181
Bishops Itchington	Southam	30,469	25,928	28,655	26,361	21,978	27,638	29,214	28,891
Harbury	Southam	32,172	27,931	27,803	30,250	31,302	32,280	31,008	29,559
Long Itchington West & Ufton	Southam	27,483	25,063	31,026	29,729	28,429	4,349	28,899	25,497
Long Itchington East	Southam	24,756	18,370	26,668	25,951	19,768	19,807	30,088	12,484
Southam East	Southam	30,302	21,647	28,449	27,716	27,729	23,699	31,422	30,279
Southam North	Southam	29,361	21,503	25,644	28,347	22,413	27,274	29,284	31,123
Southam West	Southam	17,536	13,750	16,480	18,925	9,454	14,939	27,583	25,422
Southam South & Town Centre	Southam	28,946	22,738	26,470	26,921	25,472	21,427	29,756	24,031
Stockton	Southam	29,069	27,389	29,313	28,139	19,360	19,607	26,446	21,608
Napton on the Hill	Southam	22,671	22,368	29,052	26,006	26,743	5,206	18,683	11,252

Key: Ranked within top 10% most deprived areas nationally
 Ranked within top 10-20% most deprived areas nationally
 Ranked within top 20-30% most deprived areas nationally

N.B. Low ranks denote greater levels of relative deprivation.
 1 = most deprived SOA and 32,482 = least deprived SOA nationally
 Source: Department for Communities & Local Government, 2007.

*Super Output Areas (SOAs) are a new geographic hierarchy designed by the Office for National Statistics to improve the reporting of small area statistics in England and Wales. SOAs have a minimum population of 1,000 and a mean population of 1,500.

Mosaic Public Sector

A classification that groups citizens in terms of their socio-demographics, lifestyles, culture and behaviour to provide a comprehensive view of citizens and their needs. Mosaic can also provide an indication of the degree of diversity across the community forum area.

Number of Households in each Mosaic Group

Mosaic Public Sector Groups	Southam		
	Households	%	Index*
A: Career professionals living in sought after locations	1,188	16.3%	121
B: Younger families living in newer homes	1,439	19.7%	132
C: Older families living in suburbia	1,679	23.0%	127
D: Close-knit, inner city and manufacturing town communities	818	11.2%	67
E: Educated, young, single people living in areas of transient populations	48	0.7%	16
F: People living in social housing with uncertain employment in deprived areas	3	0.0%	2
G: Low income families living in estate based social housing	102	1.4%	39
H: Upwardly mobile families living in homes bought from social landlords	485	6.6%	70
I: Older people living in social housing with high care needs	148	2.0%	66
J: Independent older people with relatively active lifestyles	240	3.3%	41
K: People living in rural areas far from urbanisation	1,153	15.8%	243
<i>U: Unclassified</i>	3		
Total	7,306	100%	

Source: Experian (2007)

*Mosaic group representation in this community forum area compared to Warwickshire as a whole. An index of 100 would equate to equal proportions in-line with the County.

Summary and Key Issues

Southam is an old market town, once an important stop on the coaching road from Coventry to Oxford. With its good road links, Southam and its surrounding villages provide a favourable location for commuters to Coventry and the town makes a convenient base for the businesses at a small industrial estate which is a significant source of employment for Southam's residents. Local landmarks include the Holy Well and the Old Mint.

Public services in this area include a library, police station, fire station and a leisure centre at Southam. There is also a library at Harbury. Besides a number of primary schools within the forum area, there is just one secondary school: Southam College.

The M40 runs through the centre of the forum area, giving ready access to Solihull to the northwest and Banbury and Oxford to the southeast. The A423 provides good access to Coventry to the north and Banbury to the south. Although there is a railway line from Leamington to Banbury and London which runs through the area, there are no stations along this line. However, there are regular buses linking Southam to Leamington Spa and Rugby.

Community groups and volunteer groups in Southam include a Rotary Club, an Inner Wheel Club, Southam First Responders, who respond to emergency calls in the area, a Carers' Group, a club for the Blind & Partially Sighted and a Childrens Centre, as well as a range of sports and social groups.

The Southam Community Forum Area has the third highest proportion of 0-15 year olds out of all the localities and community forum areas in the County, which results in a lower than average proportion of working age residents. The percentage of the population which is non-white British is low - just over half the County average - which is typical of such rural areas.

This Community Forum area is generally affluent, with mean household incomes well above the equivalent County figure and an above average percentage of its working population employed in managerial and professional occupations. The percentage of pensioners claiming Pension Credit and the percentage of the working age population claiming benefits are both well below the County average.

24% of adults in the Southam area are educated to degree level or above (compared to 21% in the County as a whole), and the percentage with no qualifications is among the lowest in the County. However, the proportion of pupils currently achieving five or more A*-C grades at GCSE (including English & Maths) is just below the County average. Interestingly, the percentage of pupils completing Year 11 without a place in Education, Employment or Training is among the lowest of all the forums and localities.

As might be expected from such a rural area, a third of the SOAs in the Southam Community Forum Area are in the top 20% most deprived in terms of barriers to housing and services, and the MOSAIC group most over-represented in the area in comparison to the County profile is 'People living in rural areas far from urbanisation'.

Southam Community Forum Area has the sixth lowest overall recorded crime rate and the fifth lowest rate of Anti Social Behaviour incidents of all the community forum areas. In terms of road accidents, the rate is low for this locality (based on the resident population).

For Southam area residents, the number one issue in need of improvement is 'activities for teenagers', with 'road and pavement repairs' being the second priority. Overall, though, the residents of this locality are the fifth most satisfied with their area as a place to live.

Notes:

Lower-layer Super-Output Areas (LSOAs) have been used as the primary geographical building block to aggregate data to community forum area level. LSOAs are the smallest geography for which we have reliable data but in a small number of cases, the boundaries of the localities split an individual LSOA. Where this occurred, data has been apportioned based upon the location of residential households using a combination of Mosaic, 2001 Census and mid-year population estimate data.

The education data used here only takes account of those children that live in Warwickshire and attend Warwickshire County Council maintained schools. It does not include those living outside the County who travel in to attend our schools. Furthermore, the full dataset only represents those children attending Local Authority maintained schools and not the full child population in Warwickshire as we do not collect data from Independent (private) schools or individual pupil data from private residential special/hospital schools or of children that are home educated.

List of Data Sources:

¹Mid-2006 Super-Output Area Population Estimates, Office for National Statistics.

²2001 Census

³2004 Rural Urban Classification, Office for National Statistics

⁴Department for Work & Pensions

⁵CACI Paycheck data

⁶Warwickshire Police

⁷Knowledge and Information Management Service, Children, Young People and Families Directorate, Warwickshire County Council

⁸Youth Service, Warwickshire County Council

⁹Connexions

¹⁰Road Safety Intelligence Team, Warwickshire County Council

¹¹Best Value User Satisfaction Surveys 2006 (County and District/Borough surveys combined to give a County-wide sample of 8,000)

English Indices of Deprivation 2007, Department for Communities & Local Government

Mosaic Public Sector Classification, Experian

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