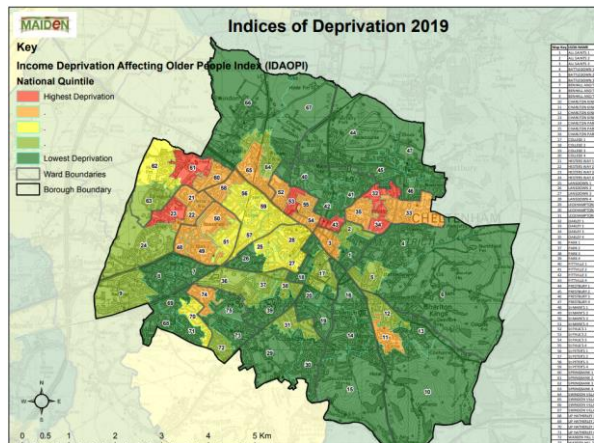
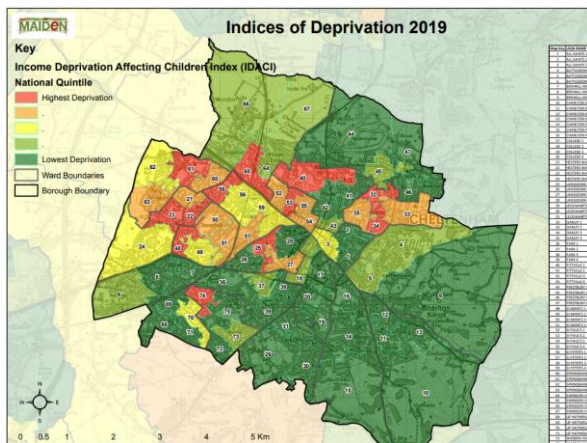
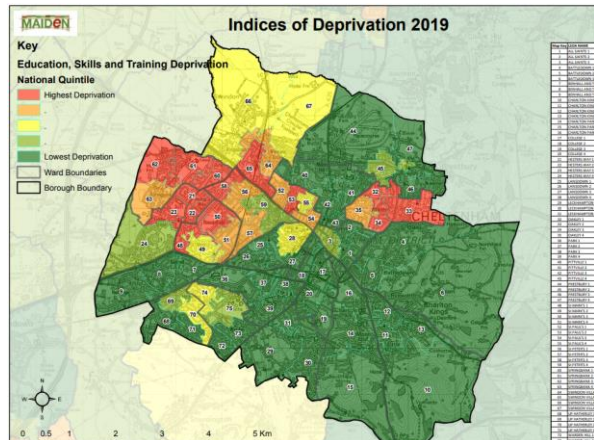
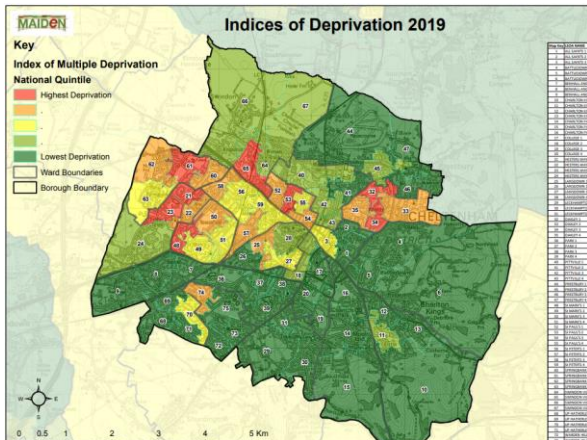


Deprivation and inequality in Cheltenham

Richard Gibson

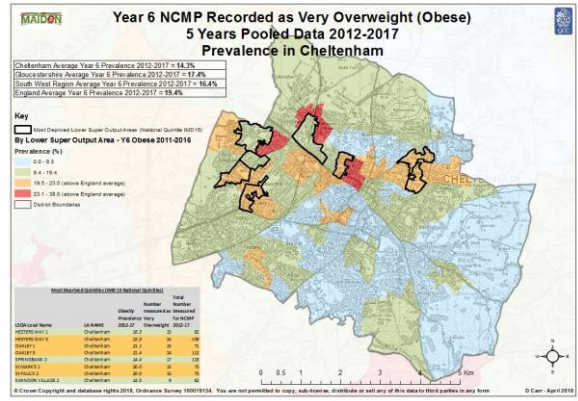
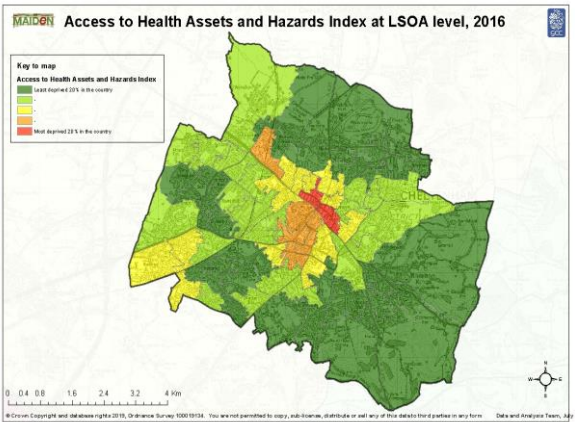
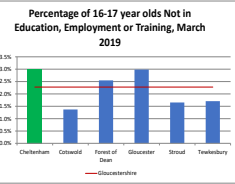
Deprivation maps



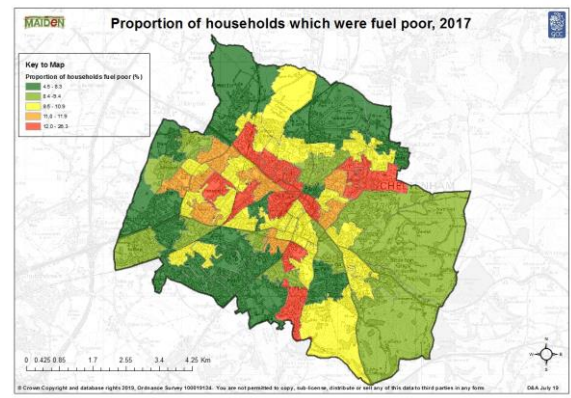
Needs analysis data

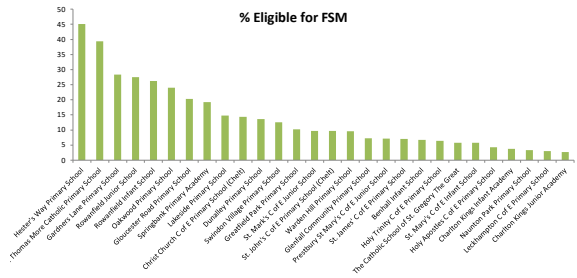
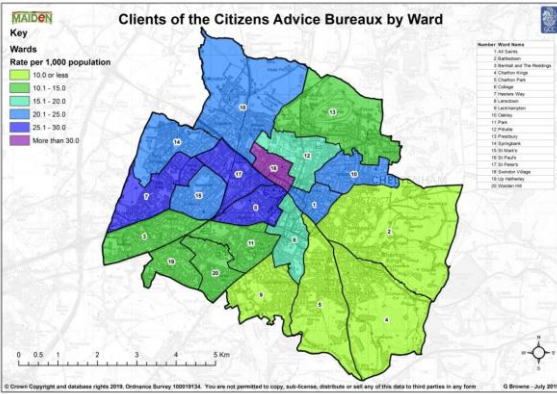
Table 5: Analysis of Claimant Count at Cheltenham Borough ward level - September 2019

District	Ward	Rate	Rank*
Cheltenham	Benshall and The Reddings	0.7	1
Cheltenham	Charlton Kings	0.7	6
Cheltenham	Leckhampton	0.7	6
Cheltenham	Battledown	0.8	14
Cheltenham	Charlton Park	0.8	14
Cheltenham	Park	0.8	14
Cheltenham	Up Hatherley	0.8	14
Cheltenham	Prestbury	1.1	64
Cheltenham	Wardens Hill	1.2	68
Cheltenham	Pittville	1.4	79
Cheltenham	All Saints	1.6	88
Cheltenham	Lansdown	1.7	90
Cheltenham	College	1.8	96
Cheltenham	Springbank	2.1	110
Cheltenham	St Paul's	2.4	121
Cheltenham	Swindon Village	2.4	121
Cheltenham	St Mark's	3.0	135
Cheltenham	Oakley	4.5	150
Cheltenham	Heath Way	4.5	150



Ward	% of children in poverty before housing costs	% of children in poverty after housing costs
St Paul's	25.8%	41.1%
Springbank	26.5%	39.6%
Oakley	21.7%	33.1%
Hesters Way	23.2%	32.3%
St Mark's	20.7%	29.8%
St Peter's	20.2%	29.3%
Swindon Village	15.7%	23.8%
Pittville	13.4%	22.1%
Lansdown	8.6%	18.2%
Benshall and The Reddings	11.9%	17.3%
College	8.8%	17.0%
Up Hatherley	10.5%	15.9%
All Saints	9.4%	15.9%
Battledown	10.3%	15.8%
Charlton Kings	10.3%	15.8%
Wardens Hill	9.6%	15.3%
Leckhampton	8.0%	13.5%
Park	7.1%	13.3%
Charlton Park	9.5%	12.9%
Prestbury	8.8%	12.4%





Ward	Total number of CYP known to social care	% of CYP aged 0-17 known to social care
Hesters Way	137	8.1
Oakley	80	5.8
Springbank	77	4.6
St. Mark's	72	5.6
St. Paul's	70	7.2
St. Peter's	65	4.7
Swindon Village	38	3.4
Warden Hill	23	2.3
Battledown	19	1.4
Lansdown	16	1.7
All Saints	11	1.5
Charlton Kings	10	0.7
Prestbury	8	1.0
Benhall and the Reddings	8	0.8
College	8	0.7
Park	6	0.5
Up Hatherley	6	0.5
Leckhampton	6	0.5
Pitville	6	0.7
Charlton Park	<5	suppressed

Vulnerable adults / older people

Ward	No. Service Users	% Service Users	average age of service user 65+ requiring physical support
St Mark's	113	9.95%	87
Leckhampton	110	9.68%	86
Lansdown	107	9.42%	85
Charlton Kings	82	7.22%	85
Springbank	72	6.34%	85
Warden Hill	65	5.72%	84
Park	62	5.46%	84
Pitville	60	5.28%	84
Hesters Way	60	5.28%	84
Charlton Park	54	4.75%	84
St Peter's	53	4.67%	84
Prestbury	51	4.49%	84
College	43	3.79%	83
Benhall and The Reddings	42	3.70%	82
Oakley	37	3.26%	82
Up Hatherley	33	2.90%	82
Swindon Village	27	2.38%	82
Battledown	25	2.20%	81
St Paul's	20	1.76%	81
All Saints	20	1.76%	80
Grand Total	1136	100.00%	80

Summing up

Analysis – groups at risk of not thriving

Vulnerable groups at risk	Possible areas of focus
Residents living in areas of multiple deprivation	Support for community-based organisations and for multi-agency working in our areas of multiple deprivation
Residents living in areas that most deprived for education and skills	Support for initiatives that connect employers with residents and put in place measures that promote learning and skills development
Children and young people growing up in low income households	Support for initiatives that tackle child poverty across Cheltenham
Children and young people growing up in areas that most deprived for education and skills	Support for our schools to create a supportive learning environment with education & skills pathways that raise aspiration and enable all our children to connect to our growing jobs market
Vulnerable children and families	Support for projects and initiatives that work in a restorative and trauma informed way to ensure that Cheltenham families are resilient, inspired and fulfilling their potential
Vulnerable adults and older people	Support for projects and initiatives that work in a restorative and trauma informed way to ensure that vulnerable adults and older people are resilient, inspired and fulfilling their potential

Some suggested areas to consider:

- Development of a social value policy
- Development of a strategy for inclusive growth
- Committing to the second year of No Child Left Behind

Other suggestions:

- research into the level of educational and skills attainment
- Broadening out the discussion

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