

# PEOPLE AND THE COMMUNITY

## DEMOGRAPHICS



Swindon's population is  
**233,410**  
(Census 2021)



22%

Aged between 0-17

62%

Aged between 18-64

16%

Aged 65 or older

Swindon has the highest proportion of 0-19 year olds in the South West

The average (median) age is  
**39 years**



**5%**

Population projection 2020 to 2030



**4%**

Further population projection increase 2030 to 2040

By 2040, 20,000 more people over 65 years will live in Swindon.

**43,300**

Identify as other than white



**17,000**

Follow a religion other than Christianity



**5,300**

Identify as other than "Straight or Heterosexual"



**90,900**

Are married or in a registered civil partnership



**37,100**

Have a disability



## BIRTHS AND DEATHS

**1,965**

Deaths recorded in 2020



Births recorded in 2020

**2,528**

**1 in 3**

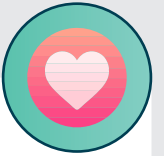
Live births from non-UK born mothers in 2020



**1.8**

The average number of children born per woman in 2020 (higher than England and the South West)

## LIFE EXPECTANCY



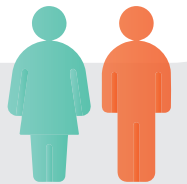
**Females live 4 years longer than males.**

## Life Expectancy



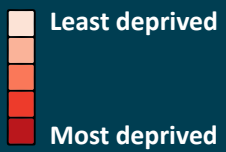
**Disability free life expectancy**

**60 65**

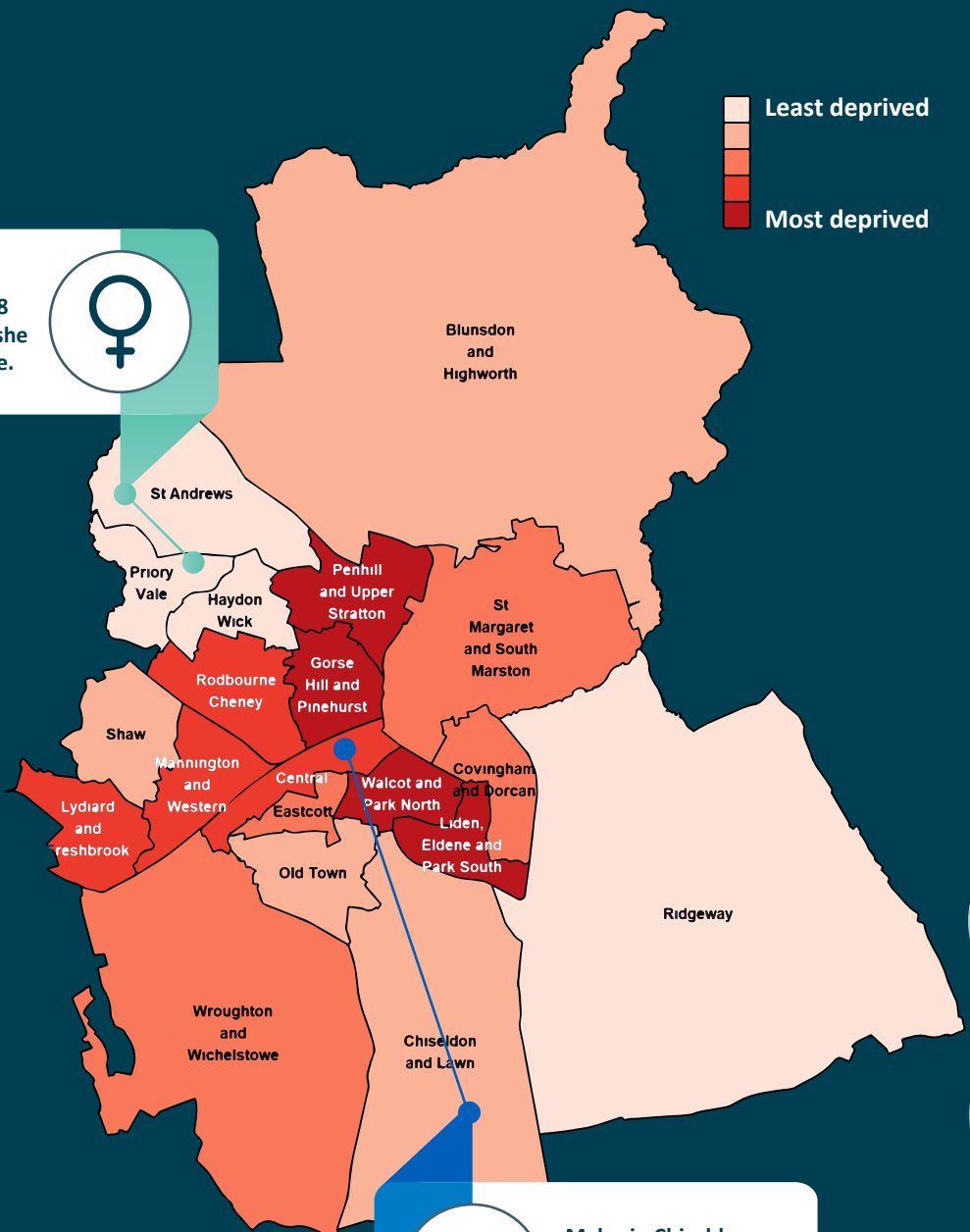


**Males live 5 more years disability free than women.** The gap is larger in Swindon compared to England and the South West.

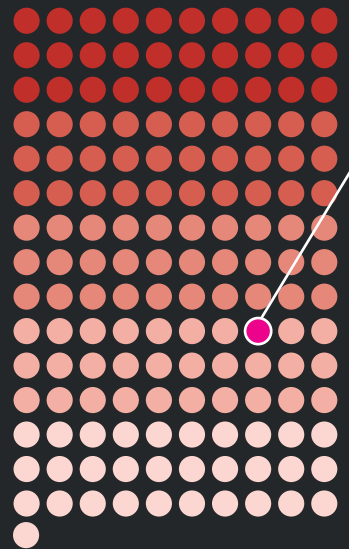
# DEPRIVATION



A female residing in St Andrews will live 8 years longer than if she resided in Priory Vale.



Males in Chiseldon and Lawn live 5 years longer than males in Central ward



98TH

Ranked out of 151 local authorities in England for deprivation.

12 out of 132 smaller Swindon geographies are in the 10% most deprived areas in England.

## KEY POINTS



We monitor and review the impact that the changes in Swindon's future population will have to plan services more effectively and efficiently.



We review the impact that new housing developments have on the local population structure so that services can be planned appropriately.



We aim to increase life expectancy, reduce inequality in life expectancy between men and women, increasing the length of time and percentage of life spent in good health, and add years to life as well as life to years.

# PLACE

## HOUSING



**10,000**

of the 100,000 houses in Swindon are council-owned.



**1,140**

households assessed as homeless or at risk of homelessness.



**50%**

Increase in council waiting list for accommodation (past 5 years)



**1 in 10**

Households experiencing fuel poverty



**13%**

houses with low energy efficiency

## EMPLOYMENT, SKILLS AND THE ECONOMY

7,400 businesses supporting

**114,000 jobs**



**40%** of new businesses survive for 5+ years



**55%**

Students progress to higher education

**28%**

Working age individuals hold NVQ4 or higher level qualifications



**31%**

Accepted for university place

## LEISURE, ARTS AND CULTURE



**100 pubs**

**13 libraries**



**9 parks**

## ACTIVE TRAVEL AND TRANSPORT



**44%**

of adults walk or cycle for any purpose at least 3 times a week

**7 outdoor gyms**



## COMMUNITY SAFETY

**27.5** violent offences per 1,000 people



2.3 sexual offences per 1,000 people

48% agreed the Covid-19 pandemic negatively affected community safety

**6 out of 100**

deaths in over 30 year olds associated with exposure to particulate air pollution



Near full compliance with legal limits for Nitrogen Dioxide (NO<sub>2</sub>)

Particulate matter (PM<sub>2.5</sub>) levels meet UK and EU limits

## KEY POINTS

- We constantly invest in new affordable and additional housing, in council housing repairs, in preventing households from becoming homeless, in keeping rough sleepers in accommodation and in supporting households with rising costs.
- The local cycling and walking infrastructure plan for Swindon aims to encourage a shift away from cars, encourage and enable more residents to walk and cycle while planning Swindon's future walking and cycling infrastructure.
- Swindon's Community Safeguarding Partnership, a local alliance of authorities, aims to reduce crime and disorder, anti-social behaviour, substance misuse and reoffending.
- Cultural Quarter, one of UK's most ambitious and sustainable cultural projects, will be delivered over the next 10 years.
- We regularly monitor and assess air quality across the town, including areas that may be developed in the future.
- We work with a series of partners and organisations to boost employment opportunities and provide new or raise skills that are in shortage across the borough.

# STARTING WELL

## MATERNITY



**2,500**  
babies born



**62%**

of babies born to mothers aged 25-34 years



**8.5%** were smokers at the time of delivery



**3** infant deaths for every 1,000 births



**5,600** new birth visits and 6 week contacts by Health Visiting Service

## INFANT FEEDING



**3 in 4**

women initiate breastfeeding

**55%**

of newborns had breast milk as their first feed

**1 in 2**

babies still breastfed by 6-8 week

Lowest breastfeeding initiation and continuation in most deprived areas and amongst white women

## EDUCATIONAL ATTAINMENT, SPECIAL EDUCATIONAL NEEDS AND DISABILITY

14 secondary, 66 primary and 8 specialist schools

**71%** of pupils achieve a good development status at the end of reception (*lower than England and the South West*)



**4.4%** of pupils with Special Education Needs or with an Education, Health and Care Plan

**3.6%** of pupils with social, emotional and mental health needs

**49.3** Average Attainment 8 Score

## HEALTHY LIVING AND WELLBEING (CHILDREN AND YOUNG PEOPLE)

Before the Covid-19 pandemic:

Aged 10-11 years overweight or obese

**1 in 3**



Aged 4 or 5 years overweight or obese

**1 in 4**

Higher proportions of overweight/obesity recorded in more deprived areas



**30%**

of children are physically active

## HEALTHY LIVING AND WELLBEING (CHILDREN AND YOUNG PEOPLE)



**118**

Hospital admissions for mental health conditions per 100,000 under 18 year olds

*significantly higher than England*



**835**

Hospital admissions for self-harm per 100,000 people aged 10-24 years

## ORAL HEALTH



45%

of children received NHS dental care post Covid-19

60%

of children received NHS dental care pre Covid-19

Higher tooth decay at 5 years old than nationally

29%

of 5 year olds experience dental decay

Difficulties registering children with NHS dentists



Higher hospital admissions in under 10 year olds, caused mostly by dental caries, especially amongst 6-10 year olds

## SAFEGUARDING CHILDREN AND YOUNG PEOPLE



60 in every 10,000

Under 18 year olds are looked after

280 in every 10,000

Under 18 year olds are in need

34 in every 10,000

Under 18 year olds are under child protection plans

*These rates are lower than England and have been falling since 2018*




Hospital admissions rates for alcohol (under 18 years), substance misuse (15-24 year olds) and self-harm (10-24 year olds) are all higher than England



## KEY POINTS

- We commission services and collaborate with other organisations to identify and support smokers to quit, offer perinatal mental health support, address safeguarding concerns and help victims of domestic abuse.
- We have improved and are constantly improving our schools' performance in areas previously identified by OFSTED and have established the Schools Inclusion Forum.
- We continue to promote physical activity with initiatives such as "Beat the Street" in our effort to tackle obesity.
- We continue to monitor and try to improve children oral health, participate in pilot programmes that will improve tooth brushing and support professionals by implementing beneficial interventions such as 'The First Dental Steps'.

# LIVING AND WORKING WELL

 **83%** of residents consider their health to be "Good" or "Very Good"

## BURDEN OF ILL HEALTH



**45%** have a long term condition

**at least 1 in 10** have two or more long-term health conditions

Hypertension, depression, diabetes, asthma, and obesity are the most common conditions

## COMMUNICABLE DISEASES

**85.5%** of over 65s received a flu vaccine

**8.7 per 100,000** population diagnosed with Tuberculosis



  
**COVID19**  
MAY 2022

**78%** 5+ year olds vaccinated with 1 dose

**82%** 11+ year olds vaccinated with 2 doses

**69%** 15+ year olds vaccinated with 3 doses



**466** Covid-19 deaths

## SCREENING AND IMMUNISATIONS

Childhood immunisation rates in Swindon are generally lower than the South West but higher than England

Declining vaccination uptakes in 5 year olds and 12-15 year olds

Good performance for infant and new-born screening

Scope exists for improvement in adults, particularly for diabetic eye screening, bowel and cervical cancer



## DISABILITIES

children with learning disability

**1,206**

**5%**

predicted increase in individuals with a learning disability living with a parent

children with autism known to schools

**757**

**4%**

predicted increase in individuals with a severe learning disability, or with autistic spectrum disorders

*between 2020 and 2040*



## HEALTHY WEIGHT, HEALTHY EATING AND PHYSICAL ACTIVITY



**65%**

adults with excess weight (higher levels than England and South West)

**70%**

of 19+ year olds are physically active

## MENTAL HEALTH AND WELLBEING



**15%**

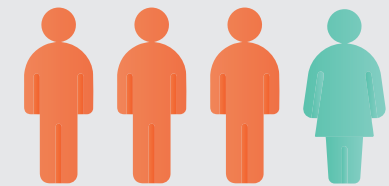
of 16-74 year olds live with a common mental disorder (depression or anxiety of any type)

**341**



emergency hospital admissions per 100,000 population for intentional self-harm (higher than England and the South West)

More than 3 in 4 people who took their own life were men.

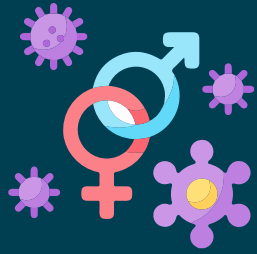


**1 in 3**

people in contact with NHS mental health services is under 18 years old



## SEXUAL AND REPRODUCTIVE HEALTH



Levels of sexually transmitted infections have been falling since 2012

### HPV VACCINATION 2020/21

76%

12-13 year old females vaccinated with one dose

13.8%

13-14 year old females vaccinated with second dose

11

new HIV diagnoses in 2020



Teenage pregnancy rates are falling

Under 18

pregnancy rate is higher in more deprived areas

5.5

abortions per 1,000 under 18 year olds

19.4

abortions per 1,000 15-44 year olds

## LIFESTYLE RISK AND ADDICTIVE BEHAVIOURS

Crack cocaine, alcohol and cannabis are the 3 most common substances for people in treatment



More males engage with drug treatment services than females

Cannabis is the most common substance for under 24 year olds

17.5%

of adults consume more than 14 units a week



644

hospital admissions per 100,000 population for alcohol-specific conditions



13%

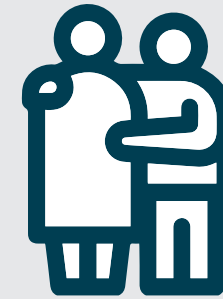
of adults smoke



Over 1 in 5

people smoke in routine and manual jobs

## CARERS



18,300 residents provide some form of unpaid care

1 in 2 carers provide 20 or more hours of unpaid care per week

## KEY POINTS

- We take a holistic view of an individual's physical and mental health and constantly look at how services can be joined up to achieve better outcomes.
- The local Immunisation Group aims to increase vaccination uptake (Covid-19 and others) and reduce variations in immunisation rates within local and diverse population groups.
- We raise awareness for cancer screening via our Cancer Champion project while also targeting communities where health inequalities are the widest.
- Our "Get Swindon Active" strategy encourages residents to be more physically active and move more.



# AGEING WELL

## HEALTHY AGEING

**37,000** residents aged 65+  
(16% of the population)

**57,000** residents 65 years  
and over by 2040  
(23% of the population)

**50%** increase in over 65 year olds  
providing unpaid care by 2040

**1 in 3** adults aged 60+ live in 5  
neighbouring Swindon wards

**17%** of people over 60 experience  
income deprivation in Swindon

## FALLS AND BONE HEALTH

more people aged 85+  
are projected to have  
a fall by 2040

**1,700**

hip fractures per 100,000  
population aged 65+  
(higher than England  
and the South West)

**540**

**1,800**

emergency hospital admissions per 100,000  
population fall-related injuries in people aged 65+  
(lower than England and the South West)

## DEMENTIA

**2,400**  
residents aged 65+ live with Dementia

**Women** are more likely than  
men to develop dementia  
over the course of their life



**1 in 14**  
65 years and over are  
predicted to develop dementia

**1 in 6**  
80 years and over are  
predicted to develop dementia

**3,300-3,900**  
residents aged 65 years and over  
predicted to live with Dementia by 2030

**52%**  
estimated dementia diagnosis rate for 65  
years and over (lower than national target  
and national average)  
Swindon residents generally receive a  
**good level of care** compared to England  
and the South West.

**10,700**  
Dementia Friends



## KEY POINTS

- A local Ageing Well Steering Group focuses on improving falls prevention, anticipatory care, hospital to home and end of life care.
- Swindon's Physical Activity Strategy aims to increase physical activity and improve balance and strength for older residents through community-based activities while also working with voluntary sector organisations.
- Locally driven collaborative programmes and activities are being re-established to address loneliness and isolation for older residents.
- Swindon's dementia strategy aims to reduce long waits to get a diagnosis, encourage people to seek advice early if they have symptoms or concerns, and improve the quality of life for people living with dementia.
- Swindon's Falls and Bone Health Strategy will be launched this year outlining an approach to falls reduction which works across different organisations and puts prevention at its heart.