

Trowbridge Socio-Economic Analysis

Prepared for the Sustainable Places Research Institute

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1. Introduction

This short report provides a socio-economic profile of the Trowbridge area located within the city and county of Cardiff. The community is located on the eastern edge of Cardiff adjacent to its border with Newport. This report stops short of undertaking a Deep Place study of the area, which was not possible within the circumstances of the Covid-19 pandemic, and which did not form part of this research proposal. Instead, it offers a socio-economic analysis of an area located on the periphery of Wales' capital city, and is based on the use of secondary (open access) data. The purpose of this report, therefore, is to provide a profile of the community, which may be used as the basis for future research.

The themes contained in this report include: deprivation, population, economy, transport, education, health, housing and community safety. Where possible, data for Lower Super Output Areas (LSOA) has been the basis for the analysis. This scale offers a level of granular insight into individual communities that can often be missed in larger spatial scale analysis. Where data has not been available at the LSOA scale, or where the data source is older, the analysis has been supplemented to some extent with that available at the larger scale of the Middle Layer Super Output Area (MSOA). Comparative data on Cardiff and Welsh national averages has also been provided. Figure 1 below identifies the ten LSOAs that have been included in this analysis.

Figure 1: LSOAs in the Trowbridge area

| List of LSOAs | | |
|---------------|-----------|---------------|
| | LSOA Code | LSOA Name |
| Cardiff 011A | W01001877 | Trowbridge 1 |
| Cardiff 011B | W01001878 | Trowbridge 2 |
| Cardiff 013A | W01001879 | Trowbridge 3 |
| Cardiff 013B | W01001880 | Trowbridge 4 |
| Cardiff 013C | W01001881 | Trowbridge 5 |
| Cardiff 011C | W01001882 | Trowbridge 6 |
| Cardiff 016C | W01001883 | Trowbridge 7 |
| Cardiff 013D | W01001884 | Trowbridge 8 |
| Cardiff 011D | W01001885 | Trowbridge 9 |
| Cardiff 016D | W01001886 | Trowbridge 10 |

Some of the data that has been used at the MSOA spatial scale, particularly the Cardiff 016 MSOA, overlaps with neighbouring communities, and this should be noted when considering some of the data in this analysis. The boundaries for the Cardiff 011 and 013 MSOAs are, however, entirely coterminous with the Trowbridge LSOAs, as shown in Figure 2 below.

Figure 2: MSOAs in the Trowbridge area

| List of MSOAs | | |
|---------------|-----------|-----------------------------|
| MSOA Name | MSOA Code | Overlaps Neighbouring LSOAs |
| Cardiff 011 | W02000377 | None |
| Cardiff 013 | W02000379 | None |
| Cardiff 016 | W02000382 | 016A, 016B |

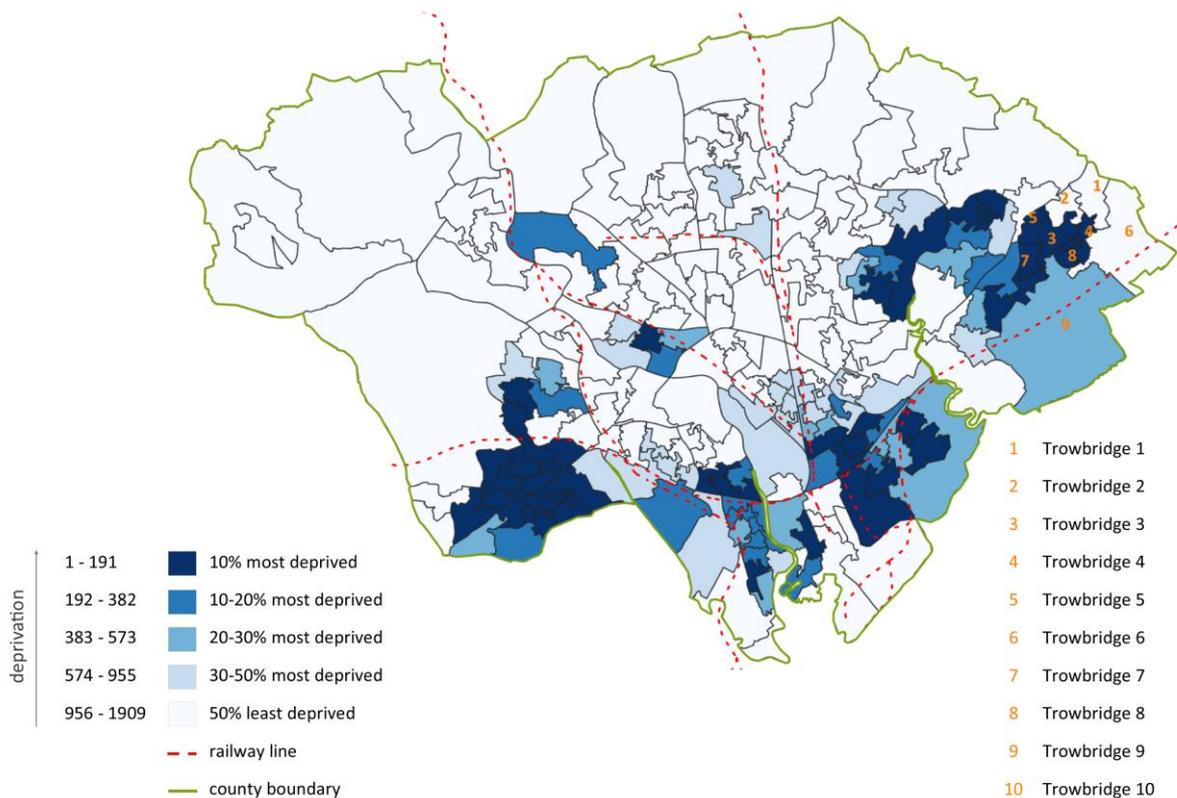
2. Cardiff Overview

This section provides a contextual overview of data for Cardiff and offers comparisons with Welsh national averages. Subsequent sections will focus in more detail on the Trowbridge study area.

The population of Cardiff is 364,248, of which 67.4% are between the ages of 16 and 64. In Wales overall, the population between the ages of 16 and 64 is 61.1%, and therefore the working age population of Cardiff is higher than the Welsh national average. (ONS Population Estimates, 2019) In Cardiff the life expectancy of males is 78.5 years and 82.7 years for females (78.3 years for males and 82.3 years for females in Wales overall), and is therefore only marginally longer than the Welsh average for men and women (Public Health Wales Observatory, using PHW, MYE and APS, 2015-2017).

Figure 3 below, shows the spatial location of deprivation in Cardiff. It is widely recognised that Cardiff has a long-standing concentration of deprivation in communities located on or below the main railway line to the south of the county, and this can be seen quite clearly in Figure 3. Trowbridge, to the eastern edge of Cardiff is part of this pattern.

Figure 3: Level of Deprivation, Cardiff LSOAs



Data source: WIMD, 2019. Graphic courtesy of Lorena Axinte.

The percentage of working age people in Cardiff claiming Job Seeker’s Allowance rose from 0.4% in January 2000 to 0.6% in January 2021 (DWP), which may begin to indicate the impact of the Covid-19 ‘lockdown’ restrictions. In 2020, the average weekly gross pay for people living in Cardiff was £543, this is in line with the Welsh average, but was down from £583 in 2019 (ONS Annual Survey of Hours and Earning). The percentage of people who are able to afford everyday goods and activities in Cardiff is 82.8%, which is lower than the Wales average of 85.1% (Public Health Wales Observatory, using NSW, WG). Therefore, although average incomes are higher in Cardiff, a smaller proportion of people are able to afford everyday goods and activities.

Figure 4 below, identifies the qualification levels of the resident population of Cardiff, as well as Wales as a whole. The data shows that around 10% more people in Cardiff are educated to Level 4+ than in

Wales more generally, whilst the percentage of people with no qualifications is lower than the Wales average.

Figure 4: Qualifications of Resident Population

| | Qualifications - % (Jan 2019 - Dec 2019) | | | | | |
|---------|--|--------|--------|--------|-------|------|
| | NVQ 4+ | NVQ 3+ | NVQ 2+ | NVQ 1+ | Other | None |
| Cardiff | 46.4 | 61.7 | 78.3 | 87.5 | 5.6 | 7 |
| Wales | 36.3 | 55.3 | 74 | 85.1 | 6.4 | 8.5 |

Source: Annual Population Survey

Figure 5 below, identifies the percentage of businesses by size (as well as the total number of businesses) in Cardiff and Wales overall. It shows that the overwhelming majority of businesses (both enterprises and local units) in Cardiff are micros employing between 0-9 people, and although there are a greater proportion of larger businesses in Cardiff than the Wales average, the pattern is nevertheless broadly consistent. The Cardiff business sector is, therefore, predominantly one that is based on smaller enterprises – 97.3% of all businesses in Cardiff employ fewer than 49 people. Only around 300 of Cardiff’s 11,306 enterprises employ more than 50 people, and only around 67 employ more than 250 people.

Figure 5: Business Counts

| | Business Counts (% of Total) (2019) | | | | |
|--------------------|-------------------------------------|---------------|-----------------|--------------|--------------|
| | Micro (0-9) | Small (10-49) | Medium (50-249) | Large (250+) | Total Number |
| Enterprises | | | | | |
| Cardiff | 87 | 10.3 | 2.1 | 0.6 | 11305 |
| Wales | 89.3 | 9.1 | 1.4 | 0.3 | 106015 |
| Local Units | | | | | |
| Cardiff | 78.8 | 16.7 | 3.8 | 0.7 | 14960 |
| Wales | 83.2 | 13.8 | 2.6 | 0.4 | 128745 |

Source: ONS Interdepartmental Business Register

An Enterprise is the smallest combination of legal units (generally based on VAT and/or PAYE records) which has a certain degree of autonomy within an Enterprise Group. An individual site (for example a factory or shop) in an enterprise is called a local unit.

The selected public health indicators identified in Figure 6 below, suggest that population health in Cardiff is generally better than Wales overall. This is particularly notable with the percentage of adults eating five portions of fruit or vegetables each day, which is around 8% higher than the Welsh average. The percentage of adults who drink above guidelines is, however, slightly higher in Cardiff than the Wales average.

Figure 6: Selected Public Health Indicators

| | Selected Public Health Indicators | | | | | |
|---------|--|---|--|--|--|---|
| | Adolescents Meeting Physical Activity Guidelines - % (2017/18) | Adults Meeting Physical Activity Guidelines - % (2016/17 - 2018/19) | Adults Eating Five Fruit or Vegetable Portions a Day - % (2016/17 - 2018/19) | Adults Who Smoke - % (2016/17 - 2018/19) | Adults Drinking Above Guidelines - % (2016/17 - 2018/19) | Teenage Pregnancies - Rate per 1,000 females Aged Under 18 (2017) |
| Cardiff | 19.9 | 56.5 | 32.0 | 13.5 | 19.8 | 17.4 |
| Wales | 18.3 | 53.1 | 23.9 | 18.4 | 19.1 | 20.2 |

Source: PHW Observatory, using HBSC & SHRN (DECIPHer).

Source: PHW Observatory, using NSW (WG)

Source: PHW Observatory, using Conceptions data and MYE (ONS).

Figure 7 below, identifies selected community cohesion indicators, based on data drawn from the National Survey of Wales. The percentage of people reporting feeling a sense of community in Cardiff was 57.6, higher than the Wales overall. The percentage of people who reported feeling lonely in Cardiff, however, was 17.9%, which is higher than Wales overall. The percentage of people who volunteer in Cardiff was slightly higher than in Wales overall.

Figure 7: Selected Community Cohesion Indicators

| Selected Community Cohesion Indicators | | | |
|--|-------------------------------------|-------------------------------------|--|
| | A Sense of Community % (2018/19) | People Who Volunteer % (2016/17) | People Feeling Lonely % (2016/17 - 2017/18) |
| Cardiff | 57.6 | 31.0 | 17.9 |
| Wales | 52.2 | 28.5 | 16.7 |

Source: Public Health Wales Observatory, using NSW (WG)

3. Deprivation

The Welsh Index of Multiple Deprivation (WIMD) provides a measure of relative deprivation for each of Wales' 1909 LSOAs and this was last revised by Welsh Government in 2019. It is important to note that the WIMD provides a relative, rather than absolute, indicator of deprivation. The overall Index is derived from eight individual themes, which are weighted, with Income, Employment, Health and Education domains being more significant to the overall score. LSOAs between 1-191 are, for example, amongst the 10% most deprived communities in Wales.

| WIMD 1-1909 |
|--------------------------------|
| 1-191: 10% Most Deprived |
| 192-382: 10%-20% Most Deprived |
| 383-573: 20%-30% Most Deprived |
| 574-955: 30%-50% Most Deprived |

Figure 8 below identifies the location of relative deprivation across each of the LSOAs within the Trowbridge area. Using data from the WIMD, it shows that the level of deprivation is both significant and widespread across the majority of the Trowbridge LSOAs. Six of the LSOAs are amongst the 10% most deprived in Wales, with Trowbridge 8, in particular, being the 13th most deprived. Just two of the 10 LSOAs, Trowbridge 1 and 6, are not deprived. As indicated, the Index is weighted with some domains counting more toward the overall rank than others, but, in the Trowbridge area deprivation is generally experienced across each of the individual domains (housing and, to some extent, access to service domains are generally less deprived).

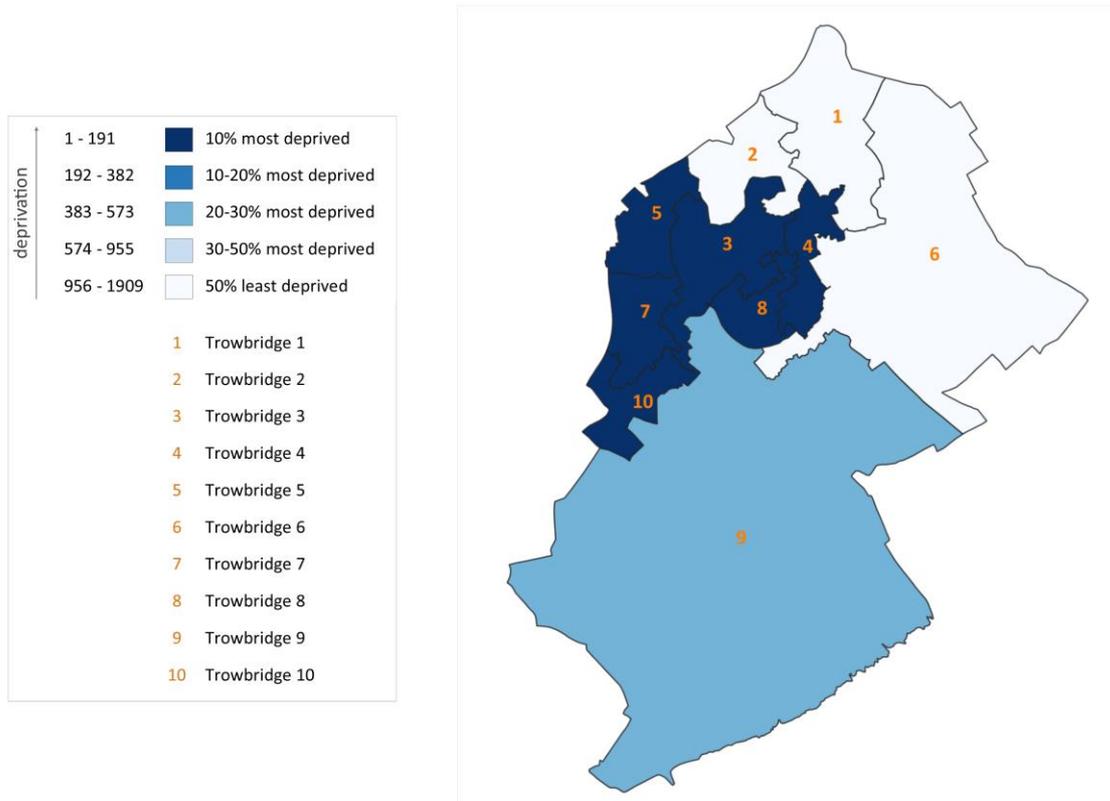
Figure 8: Welsh Index of Multiple Deprivation – Trowbridge LSOAs

| Welsh Index of Multiple Deprivation | | | | | | | | | | |
|-------------------------------------|------|--------|------------|--------|-----------|--------------------|------------------|----------------------|---------|--|
| LSOA | WIMD | Income | Employment | Health | Education | Access to Services | Community Safety | Physical Environment | Housing | |
| Trowbridge 1 | 1342 | 1341 | 1451 | 1040 | 928 | 1566 | 1258 | 86 | 1642 | |
| Trowbridge 2 | 965 | 742 | 985 | 862 | 641 | 1672 | 478 | 501 | 1598 | |
| Trowbridge 3 | 180 | 163 | 272 | 95 | 205 | 1190 | 52 | 308 | 1445 | |
| Trowbridge 4 | 61 | 33 | 175 | 28 | 52 | 566 | 618 | 163 | 1390 | |
| Trowbridge 5 | 165 | 107 | 187 | 160 | 287 | 607 | 177 | 397 | 1342 | |
| Trowbridge 6 | 1232 | 1109 | 1342 | 1117 | 921 | 1729 | 1004 | 43 | 1766 | |
| Trowbridge 7 | 126 | 128 | 167 | 260 | 83 | 682 | 217 | 316 | 427 | |
| Trowbridge 8 | 13 | 4 | 59 | 8 | 30 | 361 | 132 | 577 | 1682 | |
| Trowbridge 9 | 402 | 314 | 711 | 591 | 462 | 325 | 264 | 50 | 1235 | |
| Trowbridge 10 | 97 | 110 | 155 | 101 | 95 | 501 | 254 | 172 | 1128 | |

Source: Welsh Government WIMD 2019

The spatial location of deprivation is represented in Figure 9 below, which shows that the denser locations to the centre of the Trowbridge area are most deprived, whilst those to the east are relatively more affluent.

Figure 9: Welsh Index of Multiple Deprivation – Overall deprivation, Trowbridge LSOAs



Data source: WIMD, 2019. Graphic courtesy of Lorena Axinte.

As shown in Figure 10 below, the areas of higher population density broadly correspond with those of higher rates of deprivation, most notably: Trowbridge 3, 4, 5, 7, 8 and 10. Trowbridge 6 and 9 are far less densely populated than the Cardiff average, whilst the remaining LSOAs are more densely populated.

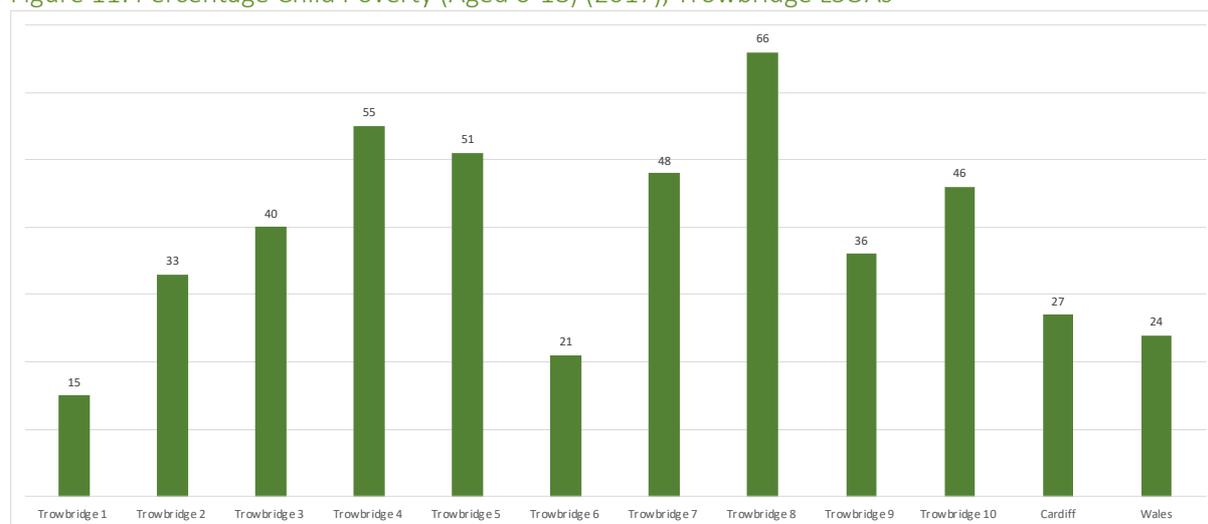
Figure 10: Population Density

| Density | |
|---------------|-------------------------|
| LSOA Name | No. persons per hectare |
| Trowbridge 1 | 30.7 |
| Trowbridge 2 | 47 |
| Trowbridge 3 | 42.7 |
| Trowbridge 4 | 75.5 |
| Trowbridge 5 | 57.8 |
| Trowbridge 6 | 9.4 |
| Trowbridge 7 | 66.8 |
| Trowbridge 8 | 77.4 |
| Trowbridge 9 | 4.2 |
| Trowbridge 10 | 54.6 |
| Cardiff | 23.6 |
| Wales | 1.5 |

Source: Census 2011

Using Public Health Wales Observatory (PHW) data it is possible to identify the extent of child poverty by LSOA for the Trowbridge area. PHW child poverty data is a composite indicator containing: income-related benefit claimants, tax credit recipients and supported asylum seekers. Child poverty is calculated as the number of children living in households where the income is less than 60% of national median household income in that year. Figure 11 shows the percentage of child poverty for each of the LSOAs in the Trowbridge area in 2017. During the same year, the average child poverty rate across Wales was 24%, whilst Cardiff experienced 27% child poverty. Using this data, eight of the LSOAs in the area experienced child poverty rates above the Wales and Cardiff averages. Trowbridge 4 and 8 experienced child poverty rates that were more than double that of the Welsh average.

Figure 11: Percentage Child Poverty (Aged 0-18) (2017), Trowbridge LSOAs



Source: Public Health Wales Observatory, using WIMD 2014 (WG) and MYE (ONS)

This is a composite indicator containing: income-related benefit claimants; tax credit recipients; and supported asylum seekers. Children living in households where the income is less than 60 per cent of median household incomes.

4. Population

Although there is some variation, the population of LSOAs tends on average to be around 1600 people. The total population of the 10 LSOAs in the Trowbridge study area is around 17,000 people. Figure 12 below identifies the percentage of people in each LSOA - as well as Wales and Cardiff averages - by broad age groups. The data shows that nine of the 10 LSOAs have a higher percentage of resident children than the Wales average of 17.9%, whilst six have over 5% more children than the Wales average. Meanwhile, all of the LSOAs have a lower rate of over 65 year olds than the Wales average of 20.8%, and three LSOAs (Trowbridge 4, 8 and 9) have fewer than half of over 65 year olds than the Wales average.

Figure 12: Population by Broad Age Group

| Population | | | | |
|---------------|-----------|--------|---------|-------|
| LSOA Name | All Ages | % 0-15 | % 16-64 | % 65+ |
| Trowbridge 1 | 1675 | 17.9 | 69.3 | 12.8 |
| Trowbridge 2 | 1626 | 21.2 | 59.4 | 19.4 |
| Trowbridge 3 | 1913 | 26.2 | 61.7 | 12.1 |
| Trowbridge 4 | 1676 | 31.7 | 62.9 | 5.3 |
| Trowbridge 5 | 1521 | 22.9 | 59.9 | 17.2 |
| Trowbridge 6 | 1759 | 20.9 | 68.1 | 11 |
| Trowbridge 7 | 1719 | 21.8 | 61.7 | 16.5 |
| Trowbridge 8 | 1422 | 34.2 | 60.4 | 5.4 |
| Trowbridge 9 | 2223 | 26.8 | 63.5 | 9.8 |
| Trowbridge 10 | 1304 | 24.3 | 65 | 10.7 |
| Total | 16,838 | | | |
| Cardiff | 364,248 | 18.5 | 67.4 | 14.1 |
| Wales | 3,138,631 | 17.9 | 61.3 | 20.8 |

Source: ONS Small Area Population Estimates (LSOA) 30 June 2018

Figure 13 below, identifies the country of birth for the populations of each of the LSOAs. This data demonstrates the highly settled nature of the local population. The overwhelming majority of residents in each of the LSOAs were born in Wales, with the next largest group born elsewhere in the UK. The third largest group, by some distance, were born in other EU countries. Notably, some of the LSOAs have some small concentrations of people born in Africa and the Middle East and Asia.

Figure 13: Population Place of Birth

| LSOA Name | Place of Birth | | | | | | | | | |
|---------------|----------------|----------------|-------|---------|--------------------|---------------|--------|----------------------|----------------------------|------------------------|
| | Total | United Kingdom | Wales | Ireland | Other EU Countries | Europe non-EU | Africa | Middle East and Asia | Americas and the Caribbean | Antarctica and Oceania |
| Trowbridge 1 | 1710 | 1547 | 1292 | 14 | 70 | 4 | 14 | 50 | 6 | 5 |
| Trowbridge 2 | 1574 | 1453 | 1214 | 3 | 35 | 5 | 30 | 42 | 5 | 1 |
| Trowbridge 3 | 1904 | 1704 | 1499 | 8 | 51 | 2 | 43 | 82 | 12 | 2 |
| Trowbridge 4 | 1554 | 1396 | 1246 | 4 | 37 | 4 | 57 | 49 | 6 | 1 |
| Trowbridge 5 | 1438 | 1320 | 1169 | 3 | 44 | 3 | 21 | 40 | 6 | 1 |
| Trowbridge 6 | 1824 | 1655 | 1369 | 7 | 45 | 3 | 23 | 66 | 13 | 12 |
| Trowbridge 7 | 1600 | 1481 | 1356 | 14 | 48 | 7 | 25 | 16 | 8 | 1 |
| Trowbridge 8 | 1374 | 1277 | 1162 | 11 | 21 | 2 | 44 | 11 | 7 | 1 |
| Trowbridge 9 | 2017 | 1840 | 1588 | 8 | 42 | 11 | 25 | 80 | 9 | 2 |
| Trowbridge 10 | 1199 | 1141 | 1062 | 9 | 17 | 3 | 13 | 10 | 6 | 0 |

Source: Census 2011

Figure 14 below, identifies the number of lone parent households for each of the LSOAs in the study area. The data shows the highest number of lone parent households are located in Trowbridge 8, 4, 3 and 9.

Figure 14: Lone Parent Households

| Lone-parent Households with Dependent Children | |
|--|----------------------|
| LSOA Name | Lone Parent Families |
| Trowbridge 1 | 81 |
| Trowbridge 2 | 105 |
| Trowbridge 3 | 170 |
| Trowbridge 4 | 201 |
| Trowbridge 5 | 146 |
| Trowbridge 6 | 120 |
| Trowbridge 7 | 144 |
| Trowbridge 8 | 223 |
| Trowbridge 9 | 153 |
| Trowbridge 10 | 141 |

Source: Census 2011

5. Education and Skills

As shown in Figure 15 below, the percentage of people with Level 4 qualifications is above the Wales average in four of the LSOAs, but is lower than the Cardiff average in all of the LSOAs. The percentage of people whose highest level qualification is at Level 1 is higher than the Wales and Cardiff averages in all of the LSOAs.

Figure 15: Percentage Highest Level Qualification

| Percentage Highest Level Qualification (Aged 16+) | | | | | |
|---|---------|---------|---------|---------|-------|
| LSOA Name | Level 1 | Level 2 | Level 3 | Level 4 | Other |
| Trowbridge 1 | 17.1 | 17.2 | 11.1 | 25.4 | 4.6 |
| Trowbridge 2 | 17.9 | 15.5 | 10.1 | 27.7 | 5.2 |
| Trowbridge 3 | 16.9 | 14.3 | 7.7 | 19.8 | 5.1 |
| Trowbridge 4 | 18.4 | 15.6 | 9.1 | 14.6 | 5 |
| Trowbridge 5 | 13.6 | 14.6 | 9.3 | 15.9 | 6.4 |
| Trowbridge 6 | 14.3 | 16.4 | 13.3 | 30.7 | 3.9 |
| Trowbridge 7 | 15.4 | 13.5 | 11.2 | 10.7 | 4.5 |
| Trowbridge 8 | 23.5 | 17.2 | 8.9 | 7 | 2.5 |
| Trowbridge 9 | 14.9 | 15 | 11.6 | 27.7 | 4.5 |
| Trowbridge 10 | 21.1 | 14.6 | 8.7 | 7.7 | 3.4 |
| <i>Cardiff</i> | 11 | 13 | 15.2 | 32.3 | 5 |
| <i>Wales</i> | 13.3 | 15.7 | 12.3 | 24.5 | 4.3 |

Source: Census 2011

| Qualifications Levels | |
|-----------------------|---|
| None: | No formal qualifications |
| Level 1: | 1-4 GCSEs, Scottish Standard Grade or equivalent qualifications |
| Level 2: | 5 or more GCSEs, Scottish Higher, Scottish Advanced Higher or equivalent qualifications |
| Level 3: | 2 or more A-levels, HNC, HND, SVQ level 4 or equivalent qualifications |
| Level 4+: | First or higher degree, professional qualifications or other equivalent higher education qualifications |
| Other: | Other vocational / work related qualifications and non-UK / foreign qualifications |

The Capped Points Score is a performance measure calculating the average of the score for each individual learner in the cohort, capped at a specified volume of GCSEs or equivalent qualifications¹.

¹ A guide to this measure can be found at: <https://gov.wales/sites/default/files/publications/2019-07/guidance-on-the-calculation-of-the-capped-9-points-score-interim.pdf>

Figure 16 below, provides the data for the study area. MSOA Cardiff 011 (which comprises of LSOAs Trowbridge 1, 2, 6 and 9) has the highest score, and Cardiff 013 (which comprises LSOAs Trowbridge 3, 4, 5 and 8) the lowest.

Figure 16: Average Capped 9 Score

| Average Capped 9 Score, 2017/18 | | |
|---------------------------------|-----------|--------|
| MSOA | MSOA Code | Score |
| Cardiff 011 | W02000377 | 339.38 |
| Cardiff 013 | W02000379 | 316.92 |
| Cardiff 016 | W02000382 | 318.98 |

Source: Produced by Public Health Wales Observatory, using WED and PLASC (WG).

Figure 17 below identifies the percentage of school absences for each of the Trowbridge LSOAs. It shows that the percentage absence at primary school level is higher than the Wales and Cardiff averages in all of the LSOAs. It also shows that the percentage of absences at secondary level are higher in eight of the LSOAs.

Figure 17: Percentage School Absences

| School Absences (%) | | |
|---------------------|---------|-----------|
| LSOA Name | Primary | Secondary |
| Trowbridge 1 | 7.4 | 9.4 |
| Trowbridge 2 | 7.2 | 8 |
| Trowbridge 3 | 8.7 | 13.2 |
| Trowbridge 4 | 8.5 | 13.6 |
| Trowbridge 5 | 8.2 | 12.5 |
| Trowbridge 6 | 7.8 | 7.1 |
| Trowbridge 7 | 9 | 12.1 |
| Trowbridge 8 | 8.8 | 13.9 |
| Trowbridge 9 | 11 | 11.9 |
| Trowbridge 10 | 9.8 | 13.6 |
| <i>Cardiff</i> | 6.8 | 9.1 |
| <i>Wales</i> | 6.6 | 8.4 |

Source: Welsh Government

6. Employment

Figure 18 below, identifies the employment by industry for each of the LSOAs in the study area. The data shows that the percentage of employment in manufacturing is between the Cardiff and Wales averages in the majority of Trowbridge LSOAs. It is lowest in Trowbridge 4 and highest in Trowbridge 2. Employment in construction is also generally between the Welsh and Cardiff averages in most LSOAs, though is slightly higher than the Wales average in Trowbridge 3, 5 and 10. Employment in wholesale and retail, and in the repair of motor vehicles and motorcycles is higher than the Welsh and Cardiff averages in all of LSOAs, and accounts for around 20% of employment across the whole area. Employment in accommodation and food service is around the Welsh average in the majority of LSOAs, however, it is higher in Trowbridge 8 and 10. A large percentage of employment in the study area is within the 'foundation economy' sectors.

Figure 18: Employment by Sector

| Percentage Employment by Industry | | | | | | | | | |
|-----------------------------------|-----------------------------------|----------------------|---------------|---|---|--------------|---|-----------------------|---|
| LSOA Name | Agriculture, forestry and fishing | Mining and quarrying | Manufacturing | Electricity, gas, steam and air conditioning supply | Water supply; sewerage, waste management and remediation activities | Construction | Wholesale and retail trade; repair of motor vehicles and motor cycles | Transport and storage | Accommodation and food service activities |
| Trowbridge 1 | 0.3 | 0.1 | 6.8 | 2.5 | 0.4 | 7 | 20 | 4.7 | 4.1 |
| Trowbridge 2 | 0 | 0 | 8.5 | 3.3 | 1.6 | 7.1 | 16.9 | 4.1 | 4.7 |
| Trowbridge 3 | 0.5 | 0 | 7.4 | 2.2 | 1.3 | 8.4 | 19.1 | 4.8 | 5.5 |
| Trowbridge 4 | 0 | 0 | 4.5 | 1.2 | 2.6 | 7.5 | 19.6 | 4.5 | 7.5 |
| Trowbridge 5 | 0 | 0 | 5.9 | 2.6 | 1.7 | 9.1 | 22.3 | 6.8 | 5.6 |
| Trowbridge 6 | 0 | 0.1 | 7.7 | 2.6 | 0.7 | 6.4 | 16.3 | 4 | 5.2 |
| Trowbridge 7 | 0.2 | 0 | 7.7 | 1.8 | 1.6 | 7.2 | 21.8 | 5.6 | 5.5 |
| Trowbridge 8 | 0.5 | 0 | 5.6 | 1.3 | 2.5 | 5.6 | 20.4 | 5.6 | 10.4 |
| Trowbridge 9 | 0.4 | 0 | 5.2 | 2.1 | 1.2 | 5.9 | 16.2 | 3.7 | 4.7 |
| Trowbridge 10 | 0 | 0.2 | 7.2 | 1.9 | 1.9 | 9.4 | 20.5 | 4.5 | 9.4 |
| Cardiff | 0.1 | 0 | 5.4 | 1.3 | 0.7 | 5.8 | 15 | 3.4 | 7.2 |
| Wales | 1.7 | 0.2 | 10.5 | 0.8 | 0.9 | 8.2 | 15.6 | 3.9 | 6.2 |

| LSOA Name | Information and communication | Financial and insurance activities | Real estate activities | Professional, scientific and technical activities | Administrative and support service activities | Public administration and defence; compulsory social security | Education | Human health and social work activities | Other |
|---------------|-------------------------------|------------------------------------|------------------------|---|---|---|-----------|---|-------|
| Trowbridge 1 | 3.1 | 7.3 | 2 | 4.3 | 4.6 | 6.7 | 8.9 | 12.4 | 4.8 |
| Trowbridge 2 | 2.7 | 5.7 | 1.9 | 3.1 | 4.9 | 8.9 | 8.3 | 15.2 | 3.2 |
| Trowbridge 3 | 2.4 | 5.1 | 1.3 | 3.7 | 4.3 | 6.3 | 8.7 | 15.1 | 3.9 |
| Trowbridge 4 | 2 | 4.3 | 0.6 | 3.8 | 6.7 | 7.1 | 9.3 | 15.2 | 3.6 |
| Trowbridge 5 | 2.6 | 2.8 | 0.7 | 1.9 | 6.4 | 5.4 | 8.5 | 13.2 | 4.4 |
| Trowbridge 6 | 3.9 | 6.3 | 1.1 | 5.7 | 4.8 | 7.6 | 10.2 | 12.9 | 4.5 |
| Trowbridge 7 | 1.1 | 3.5 | 1.1 | 2.8 | 6.2 | 6.5 | 8.3 | 14.8 | 4.4 |
| Trowbridge 8 | 1.8 | 2.3 | 1.3 | 2.3 | 9.7 | 3.1 | 6.4 | 15.3 | 6.1 |
| Trowbridge 9 | 3.6 | 8.2 | 1.3 | 6.1 | 4.7 | 7.9 | 8.9 | 14.8 | 4.8 |
| Trowbridge 10 | 2.8 | 4.3 | 1.7 | 1.9 | 5.5 | 2.8 | 6 | 15.1 | 4.9 |
| Cardiff | 4.1 | 5.3 | 1.4 | 6.4 | 4.2 | 7.8 | 11.9 | 14.3 | 5.6 |
| Wales | 2.3 | 3.1 | 1.3 | 4.3 | 4 | 7.7 | 10.1 | 14.5 | 4.5 |

Source: Census 2011

Figure 19 below, identifies the socio-economic classification of residents of each LSOA based on occupation. Although the data shows a very mixed socio-economic spread of residents across the study area, in some communities there are clear patterns. There are, for example, larger numbers of higher and lower managerial, administrative and professional occupations in Trowbridge 1, 2, 6 and 9. Whilst there are larger numbers of routine and semi-routine occupations in the remaining LSOAs. There are very few full-time students across the whole area. There are some pockets of long-term unemployment, notably in Trowbridge 3, 4, 7 and 8.

Figure 19: Socio-Economic Classification

| Socio-economic Classification Residents Aged 16-64 | | | | | | | | | | |
|--|-----------------------------------|--|---|--------------------------|---|---|--------------------------|---------------------|---------------------------------------|--------------------|
| LSOA | All Usual Residents Aged 16 to 64 | Higher managerial, administrative and professional occupations | Lower managerial, administrative and professional occupations | Intermediate occupations | Small employers and own account workers | Lower supervisory and technical occupations | Semi-routine occupations | Routine occupations | Never worked and long-term unemployed | Full-time students |
| Trowbridge 1 | 721 | 76 | 204 | 121 | 76 | 67 | 98 | 57 | 18 | 4 |
| Trowbridge 2 | 630 | 58 | 164 | 97 | 46 | 55 | 85 | 69 | 45 | 11 |
| Trowbridge 3 | 817 | 53 | 140 | 121 | 52 | 59 | 158 | 144 | 74 | 16 |
| Trowbridge 4 | 573 | 34 | 100 | 54 | 30 | 44 | 112 | 99 | 83 | 17 |
| Trowbridge 5 | 645 | 38 | 112 | 61 | 47 | 64 | 112 | 128 | 66 | 17 |
| Trowbridge 6 | 739 | 112 | 212 | 102 | 57 | 66 | 86 | 67 | 31 | 6 |
| Trowbridge 7 | 675 | 29 | 72 | 60 | 42 | 75 | 156 | 150 | 78 | 13 |
| Trowbridge 8 | 527 | 17 | 43 | 50 | 29 | 43 | 144 | 99 | 90 | 12 |
| Trowbridge 9 | 786 | 95 | 191 | 110 | 70 | 53 | 105 | 88 | 54 | 20 |
| Trowbridge 10 | 516 | 19 | 61 | 54 | 32 | 57 | 109 | 111 | 65 | 8 |

Source: Census 2011

The percentage of people claiming Job Seekers Allowance, as shown in Figure 20, is generally around the Wales and Cardiff averages in the majority of the study area. In two of the LSOAs, Trowbridge 4 and 8, the claimant count is more than twice the Welsh average.

Figure 20: JSA Claimants

| Working Age People Claiming JSA (%) | |
|-------------------------------------|-------------|
| LSOA | % Claimants |
| Trowbridge 1 | 0.7 |
| Trowbridge 2 | 0.4 |
| Trowbridge 3 | 0.8 |
| Trowbridge 4 | 1.5 |
| Trowbridge 5 | 0.8 |
| Trowbridge 6 | 1 |
| Trowbridge 7 | 0.6 |
| Trowbridge 8 | 1.5 |
| Trowbridge 9 | 1.1 |
| Trowbridge 10 | 0.8 |
| Cardiff | 0.6 |
| Wales | 0.7 |

Source: DWP - July 2020

7. Income

As shown in Figure 21 below, the average household annual income levels in the Trowbridge area are below the Cardiff average in six of the LSOAs, and lowest in Trowbridge 7 and 8 where they are around £10k lower. The remaining four LSOAs have higher household income levels than the Cardiff average, and are highest in Trowbridge 6 where they are around £10k higher. The difference between the highest and lowest average household income levels between the Trowbridge LSOAs is around £22k.

Figure 21: Average Annual Household Incomes (2015)

| Houshold Income 2015 (£) | |
|--------------------------|-------------------------|
| LSOA Name | Median Household Income |
| Trowbridge 1 | £ 31,577 |
| Trowbridge 2 | £ 28,729 |
| Trowbridge 3 | £ 19,515 |
| Trowbridge 4 | £ 19,624 |
| Trowbridge 5 | £ 21,593 |
| Trowbridge 6 | £ 37,393 |
| Trowbridge 7 | £ 17,201 |
| Trowbridge 8 | £ 15,295 |
| Trowbridge 9 | £ 30,915 |
| Trowbridge 10 | £ 18,994 |
| Cardiff | £ 27,265 |

Source: Paycheck, CACI

Figure 22 below, shows the distribution of household income by LSOA for the Trowbridge area. The data indicates that over 50% of households in five of the LSOAs have household incomes below £20k. Conversely, Trowbridge 1, 6 and 9 have the largest percentage of households with annual incomes over £80k in the area.

Figure 22: Distribution of Annual Household Incomes (2015)

| Distribution of Household Income 2015 (%) | | | | | | |
|---|--------|---------|---------|---------|----------|--------|
| LSOA Name | £0-20k | £20-40k | £40-60k | £60-80k | £80-100k | £100k+ |
| Trowbridge 1 | 29.7 | 33.2 | 20.6 | 9.3 | 4.2 | 3.1 |
| Trowbridge 2 | 34.0 | 33.2 | 19.1 | 8.3 | 3.3 | 2.2 |
| Trowbridge 3 | 51.3 | 30.0 | 12.2 | 4.2 | 1.4 | 0.8 |
| Trowbridge 4 | 51.0 | 30.9 | 12.3 | 3.9 | 1.3 | 0.6 |
| Trowbridge 5 | 46.6 | 32.6 | 13.5 | 4.4 | 1.8 | 1.1 |
| Trowbridge 6 | 23.3 | 30.5 | 22.8 | 12.1 | 6.3 | 5.0 |
| Trowbridge 7 | 58.5 | 30.2 | 8.8 | 1.9 | 0.5 | 0.1 |
| Trowbridge 8 | 64.2 | 27.1 | 7.0 | 1.4 | 0.3 | 0.0 |
| Trowbridge 9 | 32.2 | 30.4 | 18.7 | 9.5 | 5.1 | 4.2 |
| Trowbridge 10 | 52.9 | 32.1 | 11.2 | 2.8 | 0.8 | 0.3 |
| Cardiff | 37.0 | 30.9 | 16.8 | 7.7 | 3.9 | 3.7 |

Source: Paycheck, CACI

More recent data, as show in Figure 23 below, is available at the MSOA scale. Cardiff 011 MSOA (Trowbridge 1, 2, 6 and 9 LSOAs) has the highest average household income levels, whilst Cardiff 013 (Trowbridge 3, 4, 5 and 8 LSOAs) has the lowest average household income levels, £10k lower than Cardiff 011 MSOA.

Figure 23: Average Annual Household Incomes (MSOA) (2018)

| Household Annual Income by MSOA (Financial Year Ending March 2018 (£)) | | | | | | |
|--|-----------|------------------------|--------|----------------------|--------|--|
| MSOA | MSOA Code | Total Household Income | | Net Household Income | | Net Household Income (Equivalised) After Housing Costs |
| Cardiff 011 | W02000377 | £ | 37,300 | £ | 27,400 | £ 24,100 |
| Cardiff 013 | W02000379 | £ | 27,200 | £ | 23,400 | £ 16,100 |
| Cardiff 016 | W02000382 | £ | 31,800 | £ | 26,600 | £ 19,400 |

Source: ONS Small Area Income Estimates

8. Health

Figure 24 below, identifies the percentage of people who experience life limiting health conditions across the study area. The data shows that in the majority of LSOAs the number of people whose day-to-day activities are limited 'a little' or 'a lot' is above the Cardiff average, and this is particularly notable in Trowbridge 3, 5, 7 and 10.

Figure 24: Percentage of People Who Experience Life Limiting Health Conditions

| Limiting Health Conditions (%) | | | |
|--------------------------------|-----------------------------------|--|-------------------------------------|
| LSOA Name | Day-to-day activities not limited | Day-to-day activities limited a little | Day-to-day activities limited a lot |
| Trowbridge 1 | 82.6 | 8.9 | 8.5 |
| Trowbridge 2 | 79.2 | 8.9 | 11.9 |
| Trowbridge 3 | 75.9 | 9 | 15.1 |
| Trowbridge 4 | 80.2 | 9.5 | 10.2 |
| Trowbridge 5 | 72.4 | 12.7 | 14.9 |
| Trowbridge 6 | 86.2 | 6.9 | 6.9 |
| Trowbridge 7 | 72.9 | 11.8 | 15.3 |
| Trowbridge 8 | 80.4 | 8.7 | 10.9 |
| Trowbridge 9 | 83.5 | 8.2 | 8.2 |
| Trowbridge 10 | 73.8 | 11.9 | 14.3 |
| <i>Cardiff</i> | 82 | 8.8 | 9.2 |
| <i>Wales</i> | 77.3 | 10.8 | 11.9 |

Source: Census 2011

Figure 25 below, shows that the percentage of children aged five who are healthy weight or underweight is lower than the Wales average of 73.6% in MSOA Cardiff 013 (Trowbridge 2, 4, 5 and 8) and 016 (Trowbridge 7 and 8 – there is some overlap in this MSOA with surrounding areas), whilst it is higher in Cardiff 011 (Trowbridge 1, 2, 6 and 9).

Figure 25: Children Aged 5 Healthy Weight or Underweight

| Children Aged 5 Healthy Weight or Underweight (2013/14-2015/16) | | |
|---|-----------|------------|
| MSOA | MSOA Code | Percentage |
| Cardiff 011 | W02000377 | 75.9 |
| Cardiff 013 | W02000379 | 71.6 |
| Cardiff 016 | W02000382 | 71.1 |

Source: Produced by Public Health Wales Observatory, using CMP (NWIS).

There is a strong correlation between poverty and low birth weights (below 2500g, about 5.5lb). Figure 26 shows that between 2009 and 2018 low birth weights in some of the LSOAs in the study area were significantly above the Cardiff average. This is most notable in Trowbridge 5 and 10. Meanwhile, Trowbridge 6 had a significantly lower percentage of low birth weights.

Figure 26: Percentage Low Birth Weight (2009-18)

| Low Birth Weight (2009-18) (%) | |
|--------------------------------|-----|
| LSOA | |
| Trowbridge 1 | 5.6 |
| Trowbridge 2 | 6.2 |
| Trowbridge 3 | 4.7 |
| Trowbridge 4 | 4.9 |
| Trowbridge 5 | 9.7 |
| Trowbridge 6 | 2.7 |
| Trowbridge 7 | 6.3 |
| Trowbridge 8 | 5.1 |
| Trowbridge 9 | 5.8 |
| Trowbridge 10 | 8.8 |
| <i>Cardiff</i> | 4.7 |
| <i>Wales</i> | 5.8 |

Source: Public Health Wales Observatory, using NCCHD (NWIS).

(Below 2500g, Cardiff and Wales Figures for 2018.)

Figure 27 below, shows that life expectancy is lower in each of the MSOAs in the study area than the Wales and Cardiff averages for males and females. Males living in Cardiff 013 (Trowbridge 3, 4, 5 and 8) and 016 (Trowbridge 7 and 10) can expect to live around five years less than the Cardiff average, whereas females living in Cardiff 016 can expect to live around four years less than the Cardiff average.

Figure 27: Life Expectancy at Birth (2013-17)

| Life Expectancy at Birth (2013 to 2017) (Years) | | | |
|---|-----------|-------|---------|
| MSOA | MSOA Code | Males | Females |
| Cardiff 011 | W02000377 | 77.5 | 80.0 |
| Cardiff 013 | W02000379 | 73.9 | 79.0 |
| Cardiff 016 | W02000382 | 73.9 | 78.1 |
| <i>Cardiff</i> | | 78.5 | 82.7 |
| <i>Wales</i> | | 78.3 | 82.3 |

Source: Public Health Wales Observatory, using PHM and MYE (ONS).

9. Housing

The predominant housing type across the study area is semi-detached and all LSOAs in the study area, except for Trowbridge 5, have a greater proportion of semi-detached housing than the Cardiff and Wales averages. Trowbridge 2, 6 and 9 have a larger number of detached houses than the Wales average. Trowbridge 9 also has a notable percentage (3.9%) of caravan or other mobile temporary structure housing.

Figure 28: Percentage Accommodation Type

| Accommodation Type (%) | | | | |
|------------------------|----------|---------------|----------|--|
| LSOA | Detached | Semi-detached | Terraced | Caravan or Other Mobile of Temporary Structure |
| Trowbridge 1 | 28 | 49.1 | 19.8 | 0 |
| Trowbridge 2 | 29.6 | 31.3 | 35.3 | 0.6 |
| Trowbridge 3 | 9.6 | 34.9 | 34.9 | 0 |
| Trowbridge 4 | 10.2 | 46 | 36 | 0 |
| Trowbridge 5 | 11.6 | 28.3 | 36.1 | 0 |
| Trowbridge 6 | 26.5 | 48 | 22.2 | 0.8 |
| Trowbridge 7 | 3.6 | 38.2 | 31.9 | 0 |
| Trowbridge 8 | 6.6 | 59.7 | 24.2 | 0 |
| Trowbridge 9 | 32.1 | 31.8 | 24.6 | 3.9 |
| Trowbridge 10 | 1.7 | 50.3 | 21.4 | 0 |
| <i>Cardiff</i> | 13.5 | 28.8 | 30.4 | 0.1 |
| <i>Wales</i> | 27.7 | 31 | 27.8 | 0.4 |

Source: Census 2011

The greatest concentrations of socially rented housing are found in Trowbridge 3, 4, 5, 7, 8 and 10, whilst the largest concentrations of privately rented housing are found in Trowbridge 1, 3, 6 and 9.

Figure 29: Housing Tenure

| Housing Tenure | | | | | |
|----------------|------------------|----------------|--|---------------|-------------------------------------|
| LSOA | Total Households | Owned Outright | Owned With Mortgage or Loan, or Shared Ownership | Social Rented | Private Rented, or Living Rent-free |
| Trowbridge 1 | 721 | 173 | 403 | 25 | 120 |
| Trowbridge 2 | 630 | 152 | 312 | 87 | 79 |
| Trowbridge 3 | 817 | 88 | 249 | 377 | 103 |
| Trowbridge 4 | 573 | 31 | 120 | 356 | 66 |
| Trowbridge 5 | 645 | 128 | 181 | 249 | 87 |
| Trowbridge 6 | 739 | 130 | 446 | 24 | 139 |
| Trowbridge 7 | 675 | 150 | 174 | 302 | 49 |
| Trowbridge 8 | 527 | 3 | 10 | 504 | 10 |
| Trowbridge 9 | 786 | 129 | 415 | 134 | 108 |
| Trowbridge 10 | 516 | 87 | 135 | 235 | 59 |

Source: Census 2011

Figure 30 shows, the proportion of housing by council tax band. In general, the Trowbridge area tends to have a preponderance of council tax valuations that fall between band B and C. There are, however, some variations. Trowbridge 6 has a larger number of band D and E properties; Trowbridge 2 has a greater number of band E than band B properties, and there are some band F, G and H properties in Trowbridge 1, 2, 3, 5, 6, and 9.

Figure 30: Percentage Housing by Council Tax Band

| Housing by Council Tax Band (%) | | | | | | | | |
|---------------------------------|-------|-------|-------|-------|-------|-------|------|------|
| LSOA | A | B | C | D | E | F | G | H |
| Trowbridge 1 | 2.74 | 5.48 | 42.47 | 24.66 | 12.33 | 5.48 | 2.78 | 5.48 |
| Trowbridge 2 | 1.61 | 16.13 | 40.32 | 16.13 | 20.97 | 3.23 | 0 | 0 |
| Trowbridge 3 | 16.28 | 26.74 | 31.4 | 12.79 | 6.98 | 4.65 | 0 | 0 |
| Trowbridge 4 | 3.39 | 40.68 | 33.9 | 11.86 | 8.47 | 0 | 0 | 0 |
| Trowbridge 5 | 15.49 | 18.31 | 46.48 | 12.68 | 2.82 | 2.82 | 1.41 | 1.41 |
| Trowbridge 6 | 0 | 2.47 | 35.8 | 34.57 | 23.46 | 3.7 | 0 | 0 |
| Trowbridge 7 | 23.9 | 5.48 | 58.9 | 9.59 | 2.74 | 0 | 0 | 0 |
| Trowbridge 8 | 7.55 | 84.91 | 5.66 | 1.89 | 0 | 0 | 0 | 0 |
| Trowbridge 9 | 6.49 | 3.9 | 37.66 | 16.88 | 16.88 | 14.29 | 2.6 | 0 |
| Trowbridge 10 | 16.67 | 11.11 | 51.85 | 18.52 | 0 | 0 | 0 | 0 |
| <i>Cardiff</i> | 2.6 | 11.8 | 20.8 | 22.9 | 19.2 | 13.6 | 6.4 | 1.8 |
| <i>Wales</i> | 14.8 | 21.1 | 21.7 | 16.1 | 13.3 | 8.1 | 3.7 | 0.9 |

Source: VOA

10. Transport

The percentage of households with no access to a car or van is higher than the Wales and Cardiff averages in six of the LSOAs in the study area, and it is highest in Trowbridge 8, 10 and 7 where over 40% of households have no access to a car or van.

Figure 31: Percentage Household Access to Car or Van

| Household Access to Car or Van (%) | | |
|------------------------------------|-----------|--------|
| LSOA Name | No Access | Access |
| Trowbridge 1 | 11.9 | 88.1 |
| Trowbridge 2 | 20.2 | 79.8 |
| Trowbridge 3 | 35.7 | 64.3 |
| Trowbridge 4 | 35.4 | 64.6 |
| Trowbridge 5 | 39.8 | 60.2 |
| Trowbridge 6 | 12 | 88 |
| Trowbridge 7 | 40.9 | 59.1 |
| Trowbridge 8 | 46.5 | 53.5 |
| Trowbridge 9 | 20.6 | 79.4 |
| Trowbridge 10 | 41.7 | 58.3 |
| <i>Cardiff</i> | 29 | 71 |
| <i>Wales</i> | 22.9 | 77.1 |

Source: Census 2011

Figure 32 below, shows that although car is by far the highest percentage of method of travel to work, public transport accounts for around 10% of travel to work methods across the study area – and is highest in Trowbridge 10, 8 and 2.

Figure 32: Percentage Method Travel to Work

| Method of Travel to Work (%) | | | | | | |
|------------------------------|---------------------------|---------|-----------------------|------------------|------------|---------------|
| LSOA | Car - Driver or Passenger | On Foot | Work Mainly from Home | Public Transport | By Bicycle | Other Methods |
| Trowbridge 1 | 58.9 | 2.8 | 2.4 | 8.1 | 0.7 | 1.1 |
| Trowbridge 2 | 51.1 | 3.3 | 1.5 | 10.1 | 0.9 | 0.4 |
| Trowbridge 3 | 44.2 | 5 | 1.1 | 8.3 | 0.9 | 0.5 |
| Trowbridge 4 | 35.2 | 4.5 | 0.7 | 8.9 | 0.6 | 0.8 |
| Trowbridge 5 | 37 | 4.7 | 1.8 | 9.1 | 0.6 | 0.6 |
| Trowbridge 6 | 61.1 | 2.1 | 1.4 | 7.5 | 0.8 | 1.4 |
| Trowbridge 7 | 34.3 | 4.4 | 0.6 | 8.8 | 1.1 | 0.9 |
| Trowbridge 8 | 26.3 | 5.3 | 0.5 | 10.9 | 1.2 | 0.3 |
| Trowbridge 9 | 55.7 | 3.1 | 2.5 | 7.5 | 0.9 | 1.1 |
| Trowbridge 10 | 35.9 | 4.1 | 1.1 | 12.3 | 0.6 | 0.9 |
| <i>Cardiff</i> | 38 | 9.5 | 2.3 | 8.4 | 2.3 | 0.9 |
| <i>Wales</i> | 45 | 6.5 | 3.3 | 4.1 | 0.9 | 1 |

Source: Census 2011

11. Community Safety

Figure 33 below includes a selection of community safety indicators. The rate of recorded burglary across the study area is above the Wales average in each of the LSOAs in Trowbridge, and above the Cardiff average in three LSOAs (Trowbridge 1, 4 and 8). The rate of fire incidence is generally above the Wales and Cardiff averages, and notably higher in Trowbridge 3, 5, 7 and 9. With the exception of Trowbridge 1 and 6, the rate of violent crime is also generally above the Wales and Cardiff averages, and some areas (Trowbridge 4, 5, 7, 8 and 10) have notably higher rates. Although there is some variation, the rates of theft and criminal damage are fairly consistent with Cardiff averages. There are

a wide variety of rates of anti-social behaviour across the study area. Some areas (Trowbridge 1, 4, 6 and 9) have lower rates of anti-social behaviour than the Wales and Cardiff averages, whilst other areas have significantly higher rates (Trowbridge 2, 5, 8 and 3 have the highest rates in the study area).

Figure 33: Community Safety

| Community Safety | | | | | | |
|------------------|---|--|--|--|--|--|
| LSOA | Rate of recorded burglary per 100 buildings (2014-2016) | Rate of fire incidence per 100 residents (2015-2017) | Rate of recorded violent crime per 100 residents (2014-16) | Rate of recorded theft per 100 residents (2014-16) | Rate of recorded criminal damage per 100 residents (2014-2016) | Rate of anti-social behaviour incidences per 100 residents (2014-16) |
| Trowbridge 1 | 2.1 | 0.2 | 1 | 1.1 | 0.6 | 1.4 |
| Trowbridge 2 | 1.4 | 0.5 | 2.8 | 1.1 | 1.5 | 9.2 |
| Trowbridge 3 | 1.1 | 0.9 | 2.5 | 0.8 | 1.5 | 6.5 |
| Trowbridge 4 | 2.2 | 0.4 | 3.2 | 0.5 | 1.6 | 2 |
| Trowbridge 5 | 1.3 | 0.8 | 3.7 | 0.7 | 1.5 | 8.3 |
| Trowbridge 6 | 1.1 | 0.3 | 1.1 | 1.1 | 0.5 | 2.1 |
| Trowbridge 7 | 1.3 | 1.1 | 3.3 | 1.2 | 2.2 | 3.8 |
| Trowbridge 8 | 2.3 | 0.6 | 4.2 | 0.6 | 2.5 | 6.7 |
| Trowbridge 9 | 1.3 | 1.5 | 2.2 | 1.2 | 1.6 | 2 |
| Trowbridge 10 | 1.3 | 0.5 | 3.1 | 1 | 2.1 | 3.7 |
| <i>Cardiff</i> | 1.4 | 0.3 | 2.1 | 1.2 | 1 | 3.8 |
| <i>Wales</i> | 1 | 0.4 | 1.7 | 0.5 | 1 | 3.5 |

Source: Welsh Government

12. Summary of Key Findings and Conclusions

The desk-based socio-economic analysis of Trowbridge has identified a range of key findings that provide a succinct overview of this suburban community. These findings include:

Deprivation

Using data from the WIMD, it shows that **the level of deprivation is both significant and widespread across the majority of the Trowbridge LSOAs**. Six of the LSOAs are amongst the 10% most deprived in Wales, with Trowbridge 8, in particular, being the 13th most deprived. Just two of the 10 LSOAs, Trowbridge 1 and 6, are not deprived. The denser locations to the centre of the Trowbridge area are most deprived, whilst those to the east are relatively more affluent. Eight of the LSOAs in the area experienced child poverty rates above the Wales and Cardiff averages. Trowbridge 4 and 8 experienced child poverty rates that were more than double that of the Welsh average.

Population

The total population of the 10 LSOAs in the Trowbridge study area is around 17,000 people. **Nine of the 10 LSOAs have a higher percentage of resident children than the Wales average of 17.9%, whilst six have over 5% more children than the Wales average. Meanwhile, all of the LSOAs have a lower rate of over 65 year olds than the Wales average.** The overwhelming majority of residents in each of the LSOAs were born in Wales, with the next largest group born elsewhere in the UK. The third largest group, by some distance, were born in other EU countries. Notably, some of the LSOAs have some small concentrations of people born in Africa and the Middle East and Asia. The highest number of lone parent households are located in Trowbridge 8, 4, 3 and 9.

| | |
|-----------------------------|---|
| <i>Education and Skills</i> | The percentage of people with Level 4 qualifications is above the Wales average in four of the LSOAs, but is lower than the Cardiff average in all of the LSOAs. The percentage of people whose highest level qualification is at Level 1 is higher than the Wales and Cardiff averages in all of the LSOAs. The percentage absence at primary school level is higher than the Wales and Cardiff averages in all of the LSOAs. It also shows that the percentage of absences at secondary level are higher in eight of the LSOAs. |
| <i>Employment</i> | A large percentage of employment in the study area is within the ‘foundation economy’ sectors. Employment in wholesale and retail, and in the repair of motor vehicles and motorcycles is higher than the Welsh and Cardiff averages in all of LSOAs, and accounts for around 20% of employment across the whole area. The second highest percentage employment sector is human health and social work activities. Although the data shows a very mixed socio-economic spread of residents across the study area, in some communities there are clear patterns. There are some pockets of long-term unemployment, notably in Trowbridge 3, 4, 7 and 8. |
| <i>Income</i> | The average household annual income levels in the Trowbridge area are below the Cardiff average in six of the LSOAs, and lowest in Trowbridge 7 and 8 where they are around £10k lower. The difference between the highest and lowest average household income levels between the Trowbridge LSOAs is around £22k. |
| <i>Health</i> | In the majority of LSOAs the number of people whose day-to-day activities are limited ‘a little’ or ‘a lot’ is above the Cardiff average. Between 2009 and 2018 low birth weights in some of the LSOAs in the study area were significantly above the Cardiff average. Life expectancy is lower in each of the MSOAs in the study area than the Wales and Cardiff averages for males and females. Males living in Cardiff 013 (Trowbridge 3, 4, 5 and 8) and 016 (Trowbridge 7 and 10) can expect to live around five years less than the Cardiff average, whereas females living in Cardiff 016 can expect to live around four years less than the Cardiff average. |
| <i>Housing</i> | The predominant housing type across the study area is semi-detached. Trowbridge 9 has a small, but notable percentage of caravan or other mobile temporary structure housing. The greatest concentrations of socially rented housing are found in Trowbridge 3, 4, 5, 7, 8 and 10, whilst the largest concentrations of privately rented housing are found in Trowbridge 1, 3, 6 and 9. In general, the Trowbridge area tends to have a preponderance of council tax valuations that fall between band B and C. |
| <i>Transport</i> | The percentage of households with no access to a car or van is higher than the Wales and Cardiff averages in six of the LSOAs in the study area. Nevertheless, by car is by far the highest percentage of method of travel to work , whilst public transport accounts for around 10% of travel to work methods across the study area |
| <i>Community Safety</i> | The rate of recorded burglary across the study area is above the Wales average in each of the LSOAs in Trowbridge, and above the Cardiff average in three |

LSOAs. With the exception of Trowbridge 1 and 6, **the rate of violent crime is also generally above the Wales and Cardiff averages**, and some areas (Trowbridge 4, 5, 7, 8 and 10) have notably higher rates. There are a wide variety of rates of anti-social behaviour across the study area. Some areas (Trowbridge 1, 4, 6 and 9) have lower rates of anti-social behaviour than the Wales and Cardiff averages, whilst other areas have significantly higher rates (Trowbridge 2, 5, 8 and 3 have the highest rates in the study area).

The analysis undertaken in this paper tends to form part of the initial stages of a Deep Place study. Covid-19 restrictions have been in place throughout the period that this work has been undertaken and, at the time of writing, largely remain in place. Although this research was never intended to be a Deep Place study, the circumstances within which it was undertaken have prevented a the widening the research methodologies and, perhaps, developing into a full Deep Place study as has previously been the case. Nevertheless, it is the intention of the author, at a point when it is possible to undertake further research, to develop the work further. This analysis will also form part of a book that has recently been commissioned, together with previous studies, which will explore the role of place in the sustainability agenda.