



Future Chard Strategy

Social and Economic Baseline Report Technical Document

11th August 2021

Context

Chard is a market town in South Somerset, located in the Heart of the South West LEP and the South West region of England. It has a population of 14,000 residents and contains over 400 businesses providing around 5,000 jobs. The town is surrounded by countryside and is in close proximity to the Blackdown Hills AONB to the West and North, providing a key natural asset for residents and visitors. The town does not have a train station but is closely linked to the regional trunk road network with rail services available from nearby Crewkerne and at Axminster across the Devon border.

The town's economy has historically developed across two main areas – its manufacturing base outside the town centre, and the retail, hospitality and leisure offer in the town centre. The Chard economy is highly dependent on manufacturing, accounting for nearly half of all local jobs - 6 times higher than the average in England.

The dependence on the sector has caused Chard's economy to be vulnerable to closures, which has now come to the fore with the closure of the Oscar Mayer food processing site, resulting in an estimated loss of 800 jobs (15% of all jobs in Chard). Even before this closure, manufacturing employment has been declining in recent years despite continued expansion of the other major employer Numatic International – the home of Henry vacuum cleaner. Town centre activity appears to have been sustained prior to the Covid-19 pandemic, with employment growth in both the retail and hospitality sector in recent years although this will need careful monitoring as the economy re-opens.

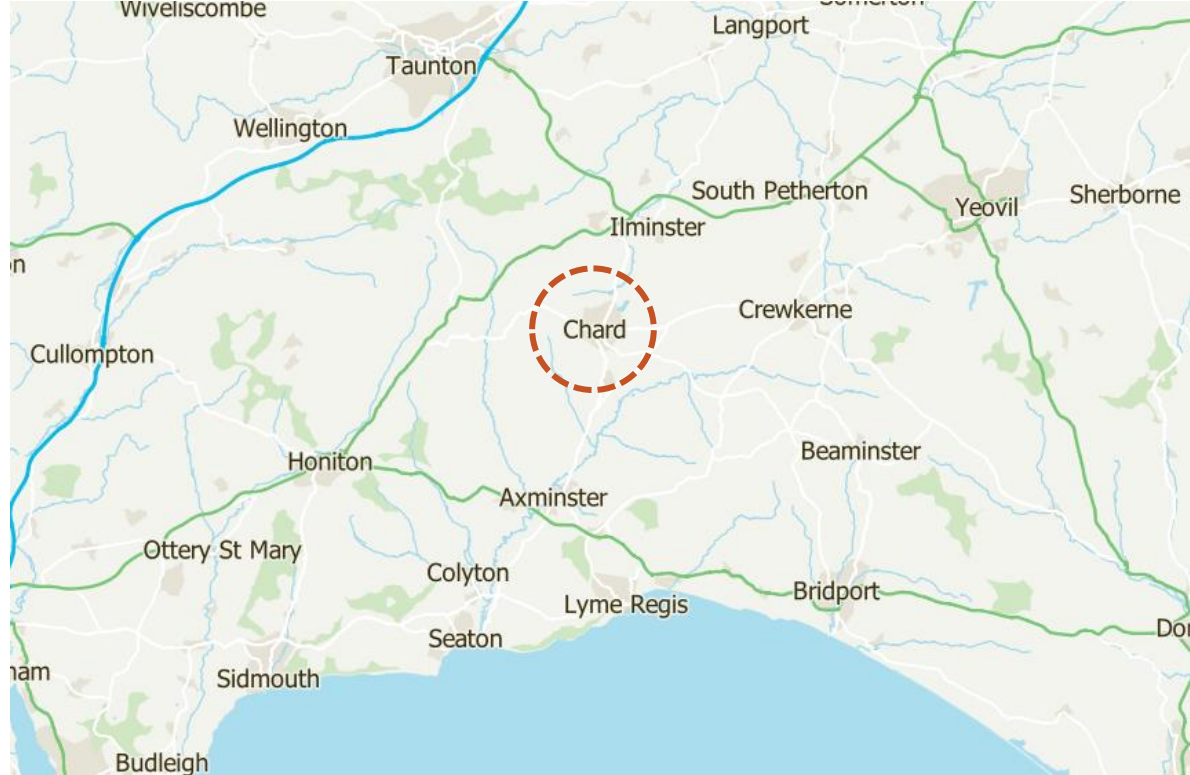
Whilst the strength of the economy has helped maintain high levels of employment activity locally, the dominance of relatively low paid manufacturing employment and other activities tends to constrain the local labour market, with low levels of economic activity, a limited skills base and low-level incomes leading to low social mobility of the population generally.

Context Map

Chard Local Area



Chard Wider Context



Source: Alex Quattrone
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Purpose of this report

The social and economic baseline report provides an independent and robust analysis of the challenges and opportunities facing Chard today. It uses the latest publicly available data to better understand Chard in terms of its people, economy, and place. This process of analysis and reflection has been tested, explored, and interrogated through local community and stakeholder engagement and has informed the strategy development.

Several issues and opportunities have been highlighted from the social and economic analysis, centered around six key challenges outlined below. Better understanding these challenges and how they can be targeted in the Future Chard strategy will be required to ensure growth and regeneration improves the prosperity of residents living in Chard.

Key Challenges for Chard

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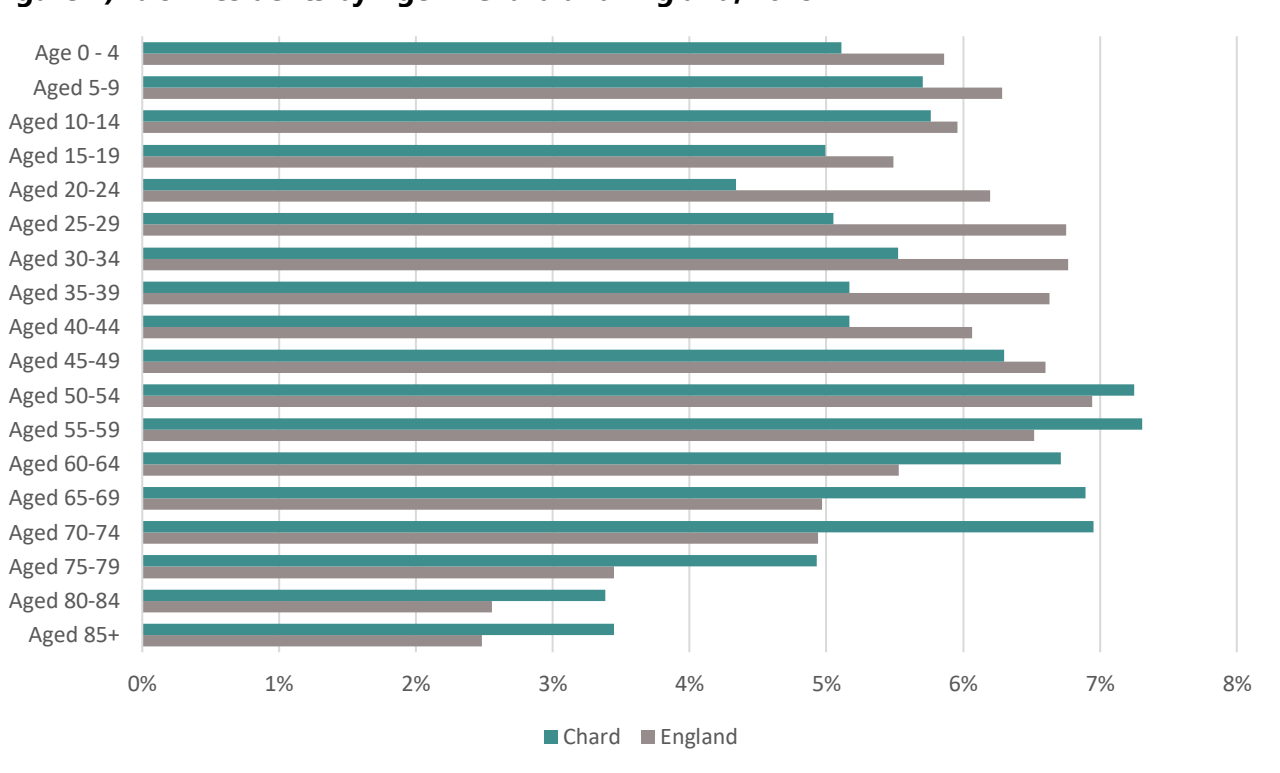
Challenge 1: Deliver economy opportunities for a constrained labour market...

High proportion of residents over the working age...

There were around **13,900** residents living in Chard in 2019, a +3% increase (+300 residents) in the last five years. Around **1 in 4** residents are over the usual working age of 65, higher than the average of **1 in 5** residents in England but similar to the average in South Somerset and Somerset County. Chard also has higher rates of all age groups above the age of **+50 years** compared to England.

A higher proportion of residents over the working age creates challenges, due to lower levels of economic activity and a smaller labour force. It poses a challenge of how future growth and investment can provide benefits to older residents, particularly in terms of volunteering, health, and wellbeing.

Figure 1) % of Residents by Age in Chard and England, 2019



Source: ONS, Population estimates - small area based by single year of age, 2014 – 2019. Accessed via NOMIS [here](#).

Looking at areas within Chard, there are clear differences in age distributions. For example, Avishayes ward has a generally younger population with the highest concentration of children under 15 years (21.4%), whilst Combe is predominantly older (29% over age 65 and 50.2% over age 50).

Table 1) % Population by age by Ward Area

Age Range	Avishayes	Combe	Crimchard	Holyrood	Jocelyn	Chard
0-15 years	21.4%	15.2%	19.4%	18.2%	17.6%	18.5%
16-24 years	10.0%	7.8%	7.6%	9.8%	7.2%	8.6%
25-49 years	30.2%	26.8%	28.2%	29.7%	28.4%	28.8%
50 – 64 years	19.1%	21.4%	21.8%	18.4%	21.4%	20.3%
Aged 65+	19.3%	28.9%	23.0%	23.8%	25.4%	23.8%

Source: ONS, Population estimates - small area – 2019. Accessed via NOMIS [here](#).

Low levels of economic activity...

Data on economic activity is only available at the local authority level but provides an indication of trends at the local level. In addition to a lower proportion of residents who are working age (16 to 65 years old) in South Somerset they are less likely to be economically active (i.e. in employment or unemployed but able to work). In South Somerset around **1 in 4 working age residents are economically inactive**, higher than the rate of around **1 in 5 residents** in the Heart of the South West LEP and England. Amongst those that are economically inactive, **90%** of residents do not want a job (including those who have retired), higher than **75%** in HOTSWS LEP and **77%** in England.

Anecdotally, the local Chard situation is far better than this with a traditionally strong local employment base there has generally been a high level of economic activity and near full employment; albeit concentrated in lower value / lower paid work. The traditional availability of local jobs is, of course, beginning to be challenged with the recent loss of over 800 jobs at the Oscar Mayer plant in the town, although South Somerset District Council and partners have established a local task force response to assist those at risk of losing their job to find alternative work and further training to prepare them for the future.

Table 2) Economic Activity Rate, 2020

	South Somerset	Somerset	HOTSWS	South West Region	England
Economic activity rate (aged 16-64)	76%	80% ▲	80% ▲	81% ▲	80% ▲
% who are economically inactive (aged 16-64)	24%	20% ▼	20% ▼	19% ▼	21% ▼
% of economically inactive who want a job	8%	20% ▲	25% ▲	25% ▲	23% ▲
% of economically inactive who do not want a job	92%	80% ▼	75% ▼	76% ▼	77% ▼

Source: ONS Annual Population Survey, 2020. Accessed [here](#).

Low level skills base...

Like economic activity, data on skills levels is available at the local authority level. In South Somerset, there is a higher proportion of residents with no qualifications (8%) and a lower proportion with level 4 qualifications (degree level and above) (26%). This reflects other evidence available at the Chard level, such as a high proportion of employment in sectors that do not require level 4 qualifications (e.g. manufacturing, hospitality and retail) and areas of Chard falling in the top 20% deprived for education and skills.

Table 3) Qualification Levels, 2020

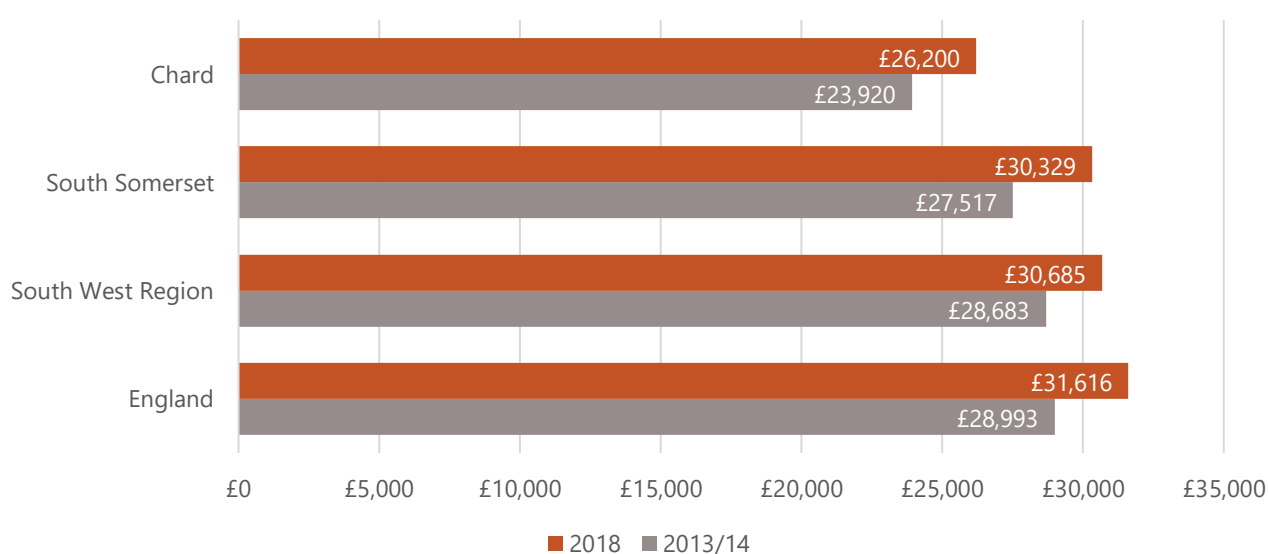
	South Somerset	Somerset	HOTSW	South West Region	England
Level 4	26%	35% ▲	37% ▲	41% ▲	43% ▲
Level 3	49%	57% ▲	60% ▲	62% ▲	61% ▲
Level 2	71%	76% ▲	78% ▲	80% ▲	78% ▲
Level 1	86%	88% ▲	90% ▲	90% ▲	88% ▲
Other qualifications	6%	6% ►	5% ▼	5% ▼	6% ►
No Qualifications	8%	7% ▼	6% ▼	5% ▼	6% ►

Source: ONS Annual Population Survey, 2020. Accessed [here](#).

Low levels of income...

Average household incomes in Chard are around **£26,200**, 14% lower than the average for South Somerset (**£30,300**), 15% less than South West Region (**£30,685**) and 17% below England (**£31,600**). There has been a consistent pattern of lower local incomes over the past five years as highlighted in Figure 2 below.

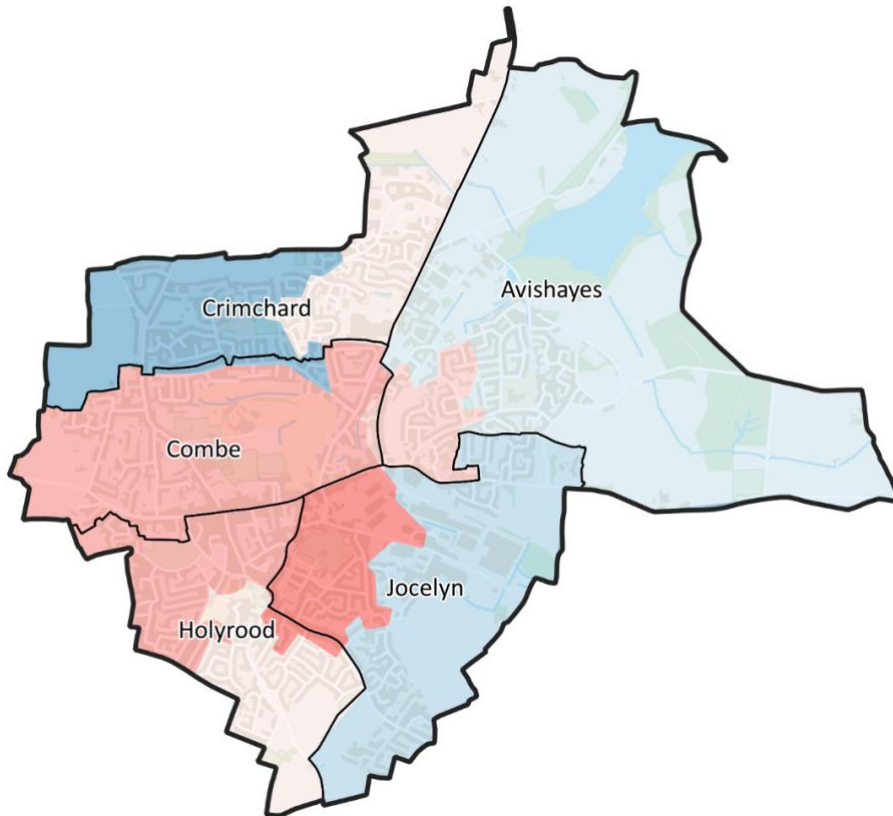
Figure 2) Average Household Income, 2013/14 to 2018



Source: ONS, ONS Small Area Income Estimates, 2014 to 2018. Accessed [here](#).

According to deprivation data in the map overleaf (Figure 3), income deprivation is a particular issue in the west of Jocelyn ward near the town centre, north of Hollyrood near the town centre and in the ward of Combe. Low incomes reflect the sector mix in Chard, with a high proportion of lower paid jobs such as manufacturing, retail and hospitality. It also demonstrates a lack of opportunity for residents to access higher paid jobs, necessary for social mobility and improving prosperity.

Figure 3) Income Deprivation, 2019



Deprivation Decile (where 1 is most deprived 10% of LSOAs in England).

< Most deprived **1** **2** **3** **4** **5** **6** **7** **8** **9** **10** Least deprived >

Source: MHCLG, English Indices of Deprivation, 2019. Accessed [here](#)

Challenge 1 Opportunities:

- Consider investment in the Voluntary, Community, and Social Enterprise (VCSE) sector to help bridge the gap for some people between unemployment and employment.
- Seek opportunities for older age residents to contribute to community facilities and local activities through volunteering and engagement with local organisations.
- Find ways to deliver vocational training, work-based skills and adult education locally through greater use of flexible digital learning. This can support those with a lower-level skills base who may also rely on poor public transport services to transition to other types of employment.
- Maximise apprenticeship and local employment opportunities during construction of new development and regeneration sites to provide opportunities for residents to access new skills.

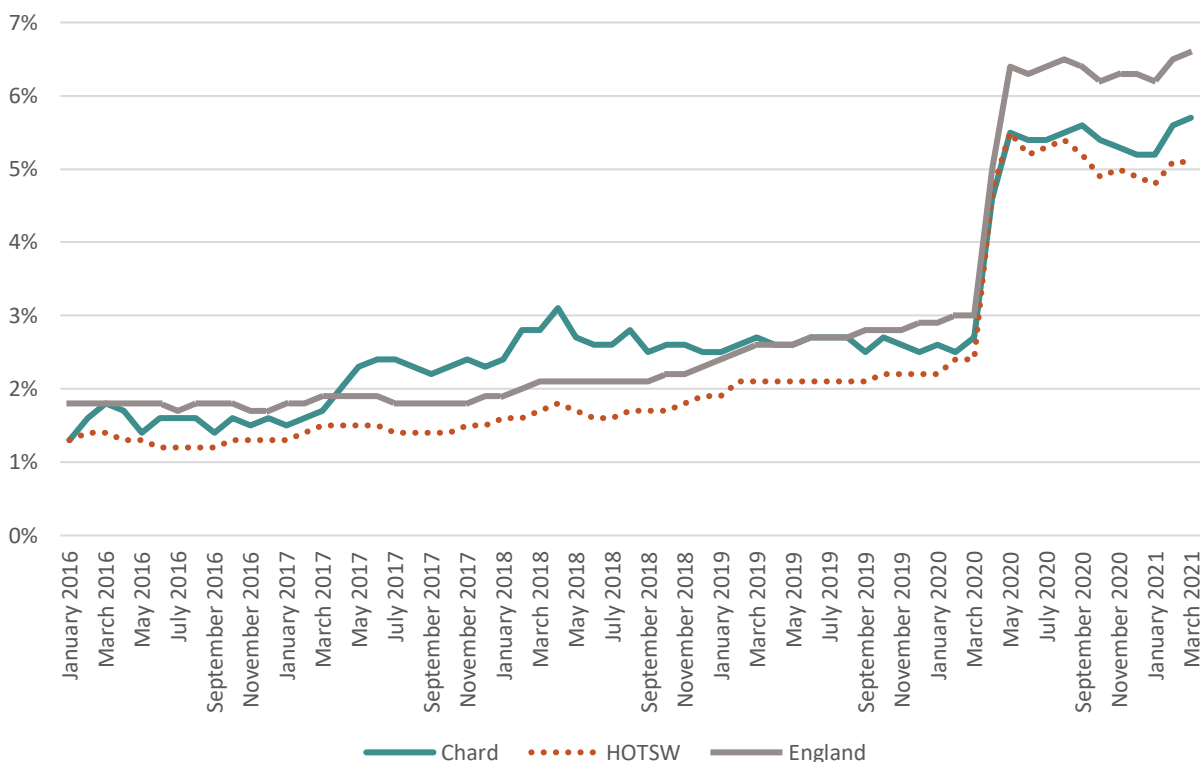
Challenge 2: Reverse the decline in the economy...

COVID has increased unemployment...

The proportion of residents claiming unemployment benefits in Chard was around **5.7%** in March 2021, slightly higher than the average for the Heart of the South West LEP area (**5.1%**) but lower than England (**6.6%**). Like many areas in the UK, unemployment in Chard has nearly doubled since the start of the COVID pandemic from **2.7%** in March 2020 to **5.7%** in March 2021. The rate of unemployment has, though, remained stable since the first lockdown in March 2020, with some fluctuations in line with successive lockdowns, placing restrictions on business operations.

There is a high risk that unemployment could rise in the Autumn of 2021 once the government’s furlough scheme comes to an end. The bank of England has estimated an increase in unemployment of around **+0.7%** nationwide, despite restrictions lifting¹. Applying this to the Chard figure would suggest local unemployment could rise to between 6% and 7% of all adults. People typically most at risk of losing their jobs or failing to enter the labour market are younger age groups. Elsewhere in the UK there is a growing trend of young adults choosing to stay in education due to a lack of opportunity in the job market. Given the lack of locally based FE training in Chard this is not as straight forward an option for many young people in the town who need to travel out to either Yeovil, Taunton or Bridgwater by public transport.

Figure 4) % Working Age Residents Claiming Benefits, 2016 to 2021



Source: ONS, Claimant Count, 2020. Accessed via NOMIS [here](https://www.nomis.gov.uk).

¹ <https://www.bbc.co.uk/news/business-52660591>

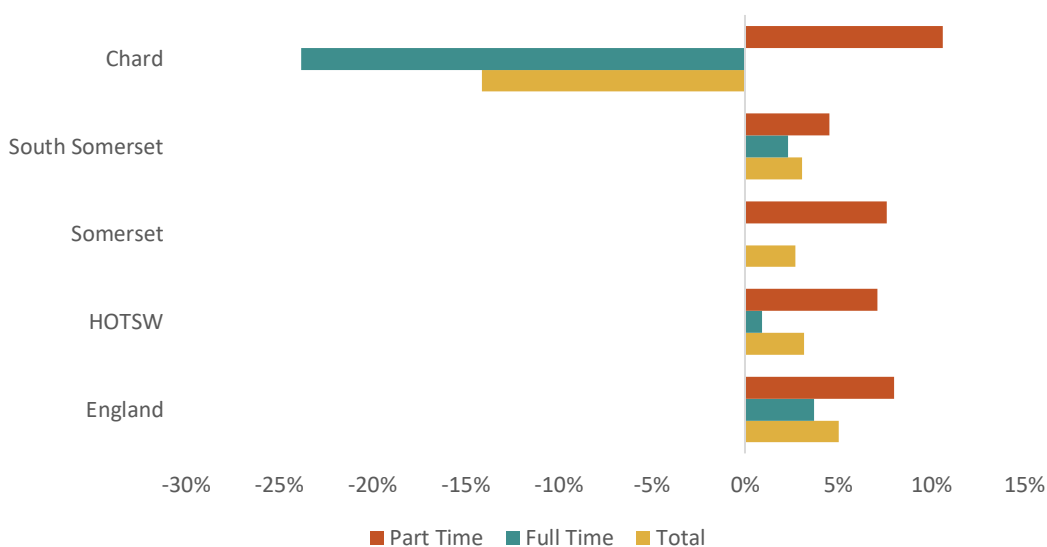
Employment was declining pre-covid...

Employment in Chard was declining in the years before the COVID pandemic, and we still await the release of more recent data to show how Covid affected local jobs. In 2019, however, there were some **5,025** people employed in Chard, a decline of **-825 total jobs (-14%)** compared to 2014. This is despite **+3%** growth in employment in South Somerset and HOTSW LEP, and **+5%** in England. This could be reflected in unemployment rates locally, with the proportion of residents claiming unemployment benefits increasing from just over **1%** in January 2016 to **2.5%** unemployed in March 2020. Although this change is in line with the national trend, and could have been impacted by macro-economic impacts, such as Brexit.

Of particular concern is the fall in **full time jobs** which have declined by **-24%**, whereas **part time jobs** increased by +11% between 2014 and 2015. This indicates considerable transition in the economy and will have further impact on overall household incomes.

The planned closure of **Oscar Mayer**² in the Chard Holyrood ward scheduled for September 2021 will add to this trend of decline, with an estimated loss of **-800 jobs**, around **16%** of all jobs in Chard. The redundancy task force has been launched to find employment for those whose jobs are at risk from the closure of Oscar Mayer. It is important to note that employees working at Oscar Mayer will have skills levels at around NVQ Level 2 and Level 3, suited to skilled trade occupations and process, plant and machine operative occupations, although it is understood there may still be language barriers for many of the employees to easily transition to other employers. Some capacity is understood to be emerging through further expansion at Numatic International in Chard, but others will face the challenge of looking further afield for employment with the added complication of poor public transport and accessibility without access to private cars.

Figure 5) % Change in Employee jobs by Type, 2014 – 2019 (Full-Time/Part-Time & Total Jobs)



Source: ONS, Business Register Employment Survey, 2019. Accessed via NOMIS [here](#).

Note – Full-Time jobs in Somerset increased by 1% over the period but fails to register on the graph due to the scale.

² <https://www.oscarmayer.co.uk/chard-update/>

Challenge 2 Opportunities:

- Work with employers across Chard to connect those at risk of unemployment from the Oscar Mayer closure to find new employment.
- Establish local employment contracts within the Chard Regeneration programmes and with developers of the urban expansion sites.
- Facilitate local residents to access other employment opportunities.
- Nurture business startups by providing workspace and supporting infrastructure.
- Support businesses to reopen and deliver public realm improvements and events to stimulate footfall in the town centre to safeguard local employment.

Challenge 3: Diversify the economy and support new sectors...

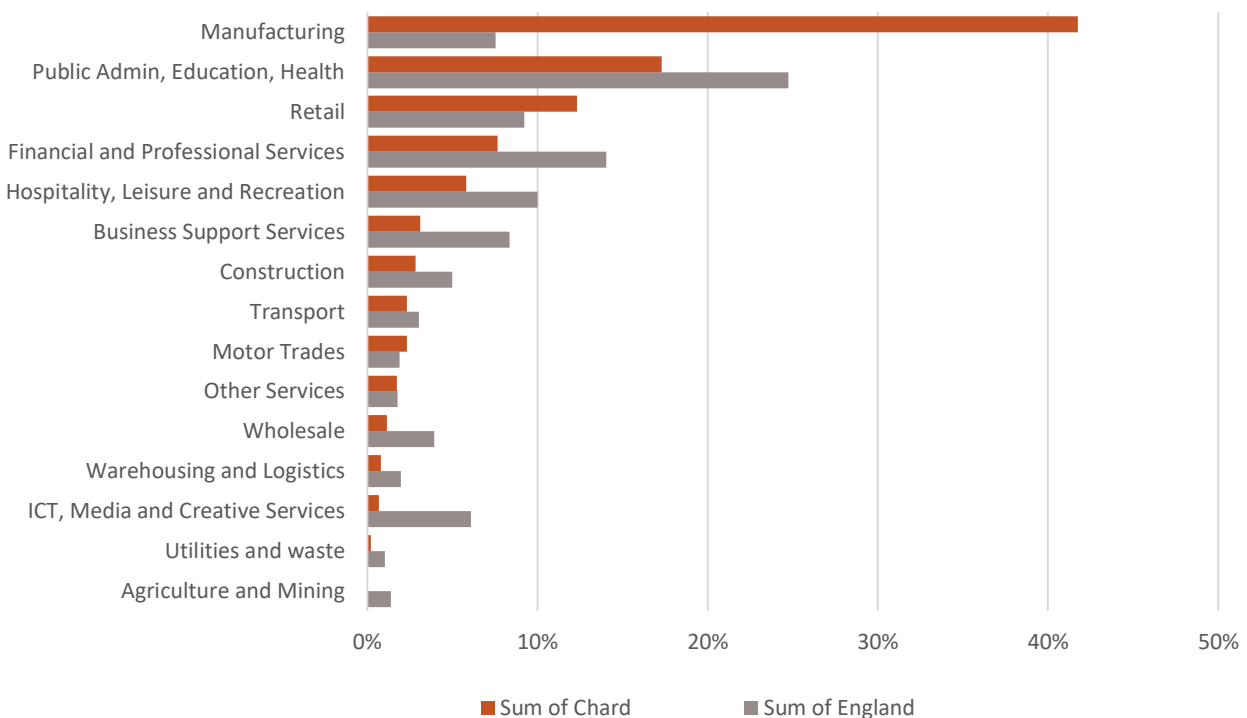
High dependence on manufacturing sector...

Manufacturing is the largest sector in Chard, with an estimated **2,150 jobs** in 2019. This accounts for **43%** of jobs and is nearly **6 times** higher than the proportion of jobs in England. Manufacturing employment is split equally between Millfield Industrial Estate in Jocelyn Ward and the Oscar Mayer site in Crimchard Ward.

The public sector (**890 jobs**) and retail (**630 jobs**) are the next two biggest sectors, accounting for **18%** and **13%** of employment respectively. Chard is underrepresented in several higher value sectors compared to the England average, including ICT, Media and Creative services and financial and professional services.

The high dependence on the manufacturing sector means the economy is less resilient to shocks, such as the Oscar Mayer site closure which is cutting the manufacturing employment base in half. The result is high levels of skills and occupational lock-in from residents, making it more difficult to transition to other jobs and sectors.

Figure 6) % of Total Employment in Chard by Sector, 2019



Source: ONS, Business Register Employment Survey, 2019. Accessed via NOMIS [here](#).

Low number of specialised and growing sectors...

The economy currently has few sectors which are specialised and growing, considered as fundamental to the economic distinctiveness and growth of Chard in the future. The chart on page 14 shows the breakdown of Chard’s economy by employment sector, identifying specialisation compared to England, proportional growth over the last five years, and the total size of the sector.

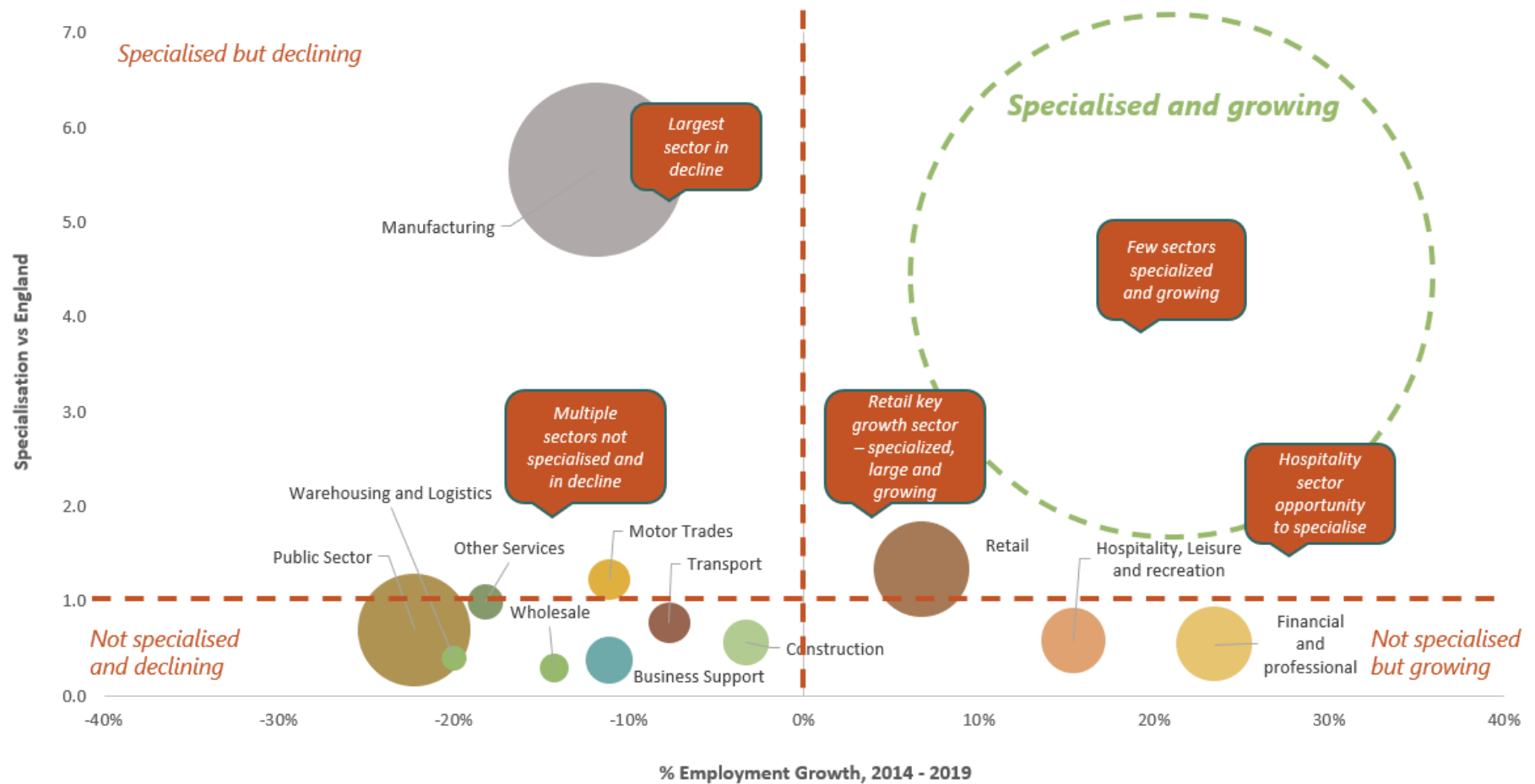
Analysis of the chart overleaf identifies a number of key trends:

- **Manufacturing** is the largest sector but has been in decline and will lose further jobs in 2021.
- Multiple sectors have seen employment losses in recent years, including the **public sector, construction, motor trades, wholesale, business support and warehousing and logistics.**
- **Retail** is a key growth sector in chard, as it is more **1.3 times** more specialized than the average in England, is the third largest sector (**c. 600 jobs**) and has grown by around **+8%** in recent years.
- The **hospitality and leisure sector** has grown by around **+15%** in recent years but is not yet specialised. There is an opportunity to increase employment in this sector, so it accounts for a greater proportion of jobs locally and contributes to the distinctiveness and offer of the town centre.
- The **financial and professional sector** is the highest growing sector, with an increase of **+22%** jobs in recent years. This is a key sector that could benefit from an increase in workspace provision, particularly given the high number of sole traders operating in this field.

Challenge 3 Opportunities:

- Continue to support the manufacturing sector whilst diversifying the local economy.
- Delivery of affordable workspace and infrastructure for creative start-ups and resident entrepreneurs where there is understood to be potential in the wider rural area.
- Deliver this by leveraging value from new developments, including the use of S106 and affordable workspace policies.

Figure 7) Chard Sector Breakdown: Sector Size, Specialisation and Growth, 2014 – 2019



Specialisation: the proportion of total employment vs the average proportion in England. A score above 1 is more specialised (i.e. score of 2 is 2 times more specialised)
Growth: % employment growth between 2014 and 2019
Size of bubble: total employment in sector

Source: ONS, Business Register Employment Survey, 2019. Accessed via NOMIS [here](#).

Challenge 4: Tackle unequal deprivation and low social mobility across Chard...

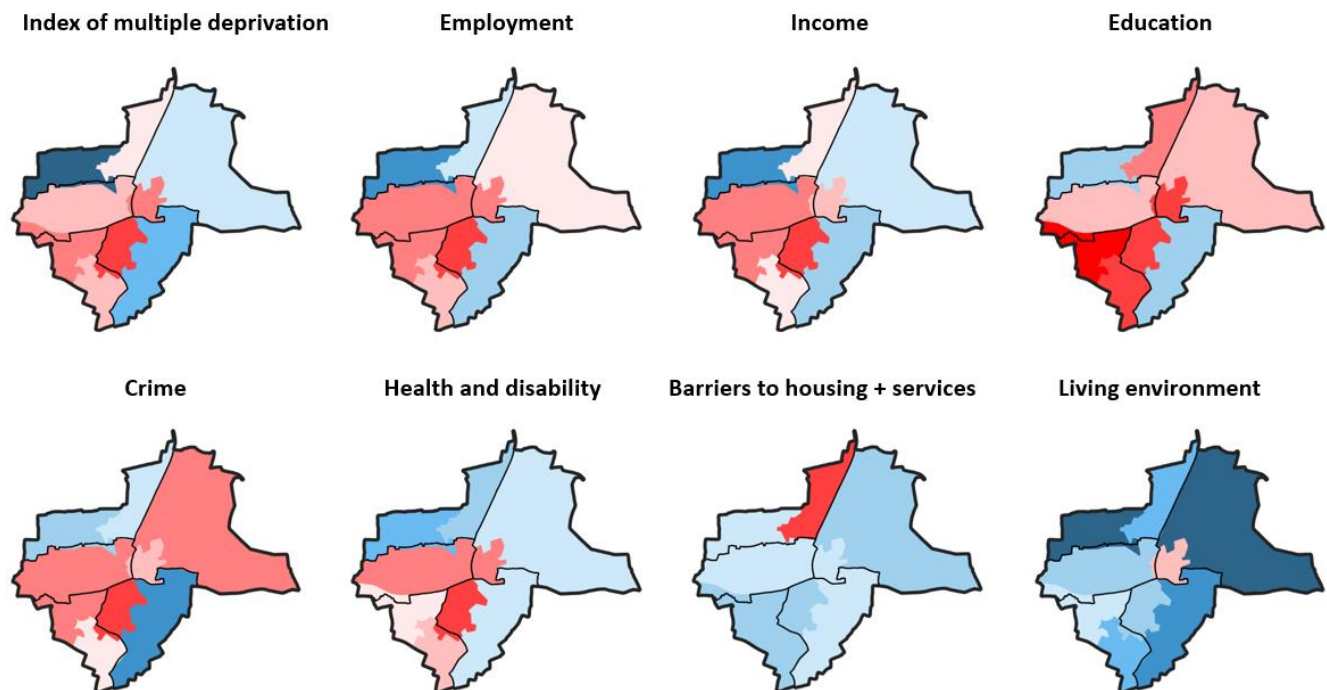
There are serious pockets of deprivation in Chard...

The prosperity and life opportunities of residents living in Chard is unequal, with large differences in deprivation levels found across the town. The maps below show the different domains of deprivation by small geographical areas (Lower Super Output Areas), as provided by the ONS. The indices of multiple deprivation (IMD) cannot be aggregated to the local ward boundaries, but the maps have been presented with the ward boundaries for easy comparison. Further explanation of the national IMD data is set out in Appendix 1.

Analysis highlights of deprivation maps highlights several key trends:

- The town centre area west of the **Jocelyn Ward** falls within the **top 20%** most deprived across **all domains**, excluding barriers to housing and services and living environment.
- The west area of the Holyrood Ward falls within the **top 10%** most deprived for **education and skills** deprivation, whilst the east area falls within the **top 20%** most deprived, reflecting low skills attainment and lack of opportunity for residents.
- The northeast area of the **Crimchard Ward** falls within the **top 10%** deprived for **barriers to housing and servicing**, reflecting issues relating to affordability and homelessness.
- **Employment, education, and crime** deprivation are the greatest issues across the whole town area when compared to other domains.

Figure 8) Indices of Deprivation, 2019



Deprivation Decile (where 1 is most deprived 10% of LSOAs in England).

< Most deprived **1** **2** **3** **4** **5** **6** **7** **8** **9** **10** Least deprived >

Source: MHCLG, English Indices of Deprivation, 2019. Accessed [here](#).

Persistent low incomes, poor skills and occupations constrain life chances ...

It is widely recognised that good education and good quality jobs are crucial in 'getting ahead' and yet many individuals across Chard are potentially held back by a complex set of often inter-related factors such as low household income, housing, ill-health or disability and poor transport and digital communications.

According to the UK's Social Mobility Commission (2018) relative occupational mobility has changed little over the last five years nationally: those from better off backgrounds are almost 80 per cent more likely to land a top job than their working-class peers. Furthermore, at 34 per cent, the share of working-class people in professional occupations in 2018 was only a little higher than it was 2014 (32 per cent) despite the increased number of jobs available at this level.

Social mobility is fundamentally about ensuring that a person's occupation and income are not tied to where they start in life: "it is about fairness across society and ensuring that people of all backgrounds get equal opportunities and choices in early years, at school, in further education, in universities and at work". ([Social Mobility Commission](#), 2019).

It is difficult to determine the real picture within Chard due to limited local area data. The National [Social Mobility Index](#) (2020) places South Somerset in the bottom 30-40% of all 324 local authority areas across England. Given the evidence from IMD for Chard highlighted earlier, it is likely Chard will be significantly worse than this overall district performance. The key factors addressed in the index include:

- Early Years – including % of nursery providers rated outstanding or good by Ofsted
- School Years – rating standard of local schools and achievements at Key Stage 2 and GCSE
- Youth - % of school leavers not in education, employment or training and progress to A' level and Higher Education
- Adulthood – median weekly earnings, average house prices relative to earnings, % of local managerial and professional occupations, % of families with children who own their own home.

Challenge 4 Opportunities:

- Tackle a wide range of deprivation issues and level up the town centre in relation to other areas.
- Engage with individuals within the community to encourage and foster sense of local inclusion providing targeted support and signposting to further help.
- Facilitate greater local access to support and training, including adult education
- Broaden the local employment base and develop new enterprise start-ups and social enterprise vehicles as alternative to traditional employment expectations.
- Increase linkages between developers, employers and FE colleges to increase skills and employment opportunities for residents.

Challenge 5: Attract more people to live and work in Chard...

Housing is more affordable than the average in Somerset...

According to ONS data, the average price of a property in Chard is around **£185,000**, less than average of **£227,000** in South Somerset and the average of **£270,000** in England and Wales. The price of all properties in Chard are **7.2 times** the average annual resident household income before housing costs, slightly more affordable than South Somerset (**7.5 times**) and better than England overall (**8.1 times**). Affordability of properties increases substantially with flats/maisonettes, which are less than **4 times** the average annual household income before housing costs, based on an average household value of under £100,000.

Housing affordability relative to South Somerset is a key strength for Chard, providing an affordable location to live whilst retaining access to the natural assets. Lower values can be an indication of lower demand compared to other places, suggesting that more needs to be done to make the area a more desirable location to live. Improving the town centre offer will enable Chard to capitalise on housing affordability and attract new working age residents to live and work in the area.

Figure 9) Median House Prices, 2018

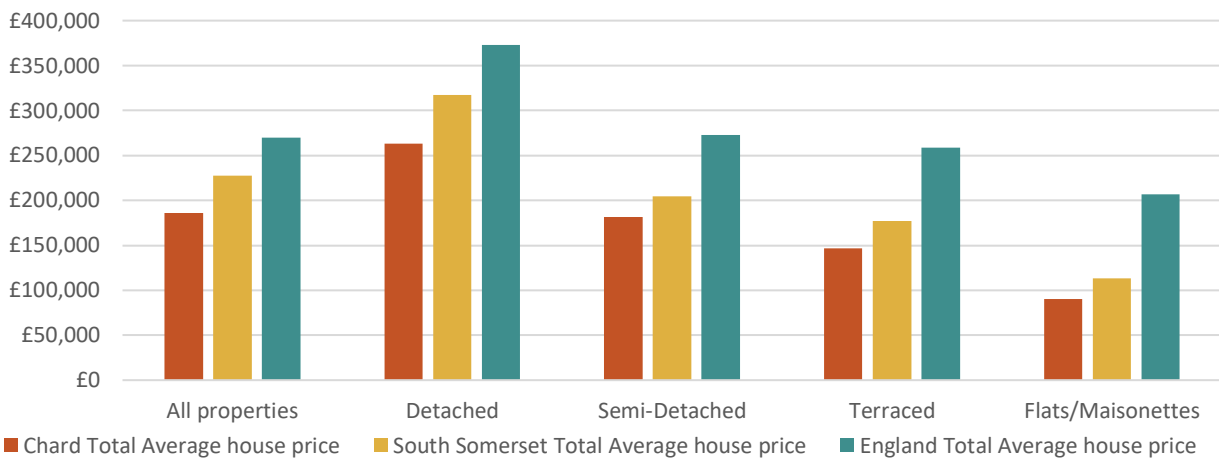
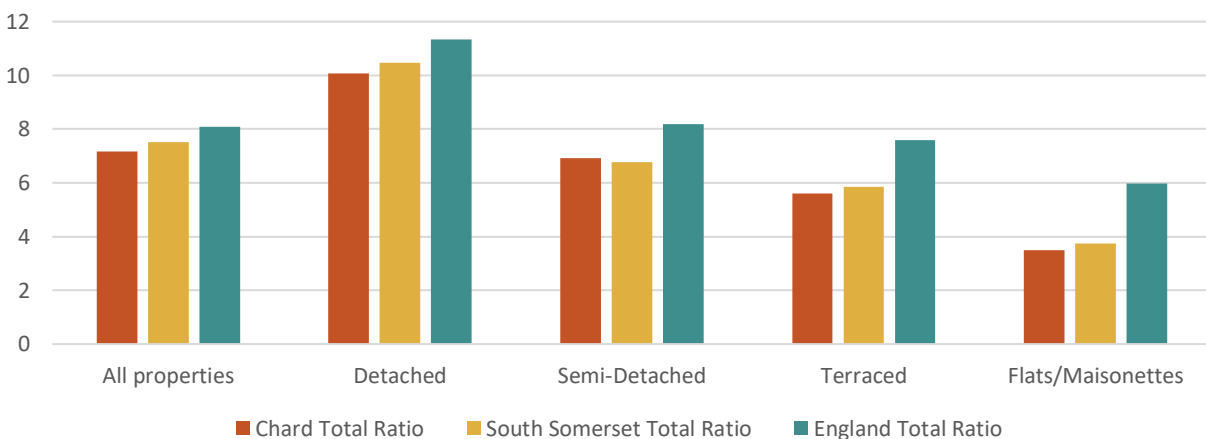


Figure 10) Ratio of Median House Price to Net Household Income, 2018



Source: ONS, Ratio of median house price to net annual household income before housing costs, 2018. Accessed [here](#).

Challenge 5 Opportunities:

- Deliver a mix of housing options for residents, with a focus of attracting younger working age residents who are likely to be first time buyers.
- Deliver the supporting community infrastructure to maintain the sustainability vision and community integration with local growth

Challenge 6: Enhance the town centre role and quality offer ...

Chard town centre... community service focus

The core town centre is relatively compact and focused on Fore Street and Holyrood Street. The town centre vacancy rate has increased closer to the national average at the start of 2021 (12.4%) although new investment is taking place with the recent arrival of Home Bargains. The town currently retains three banks or buildings societies which are often at risk following national trends.

Comparison shopping still dominates the town centre offer at around 30% of all units, although lower than the national average of 39% and with fewer national operators and a more limited range than larger, destination, town centres.

Chard provides a much higher level of retail services (hairdressers, opticians etc) occupying nearly 21% of all town centre units compared to 12% on average across the UK, reflecting the strong community-oriented role of Chard town centre.

Town centre food shopping is slightly lower than the national average provision and includes a Sainsburys supermarket off Bath Street as well as several specialist (Polish) food outlets and a local butcher. Further food shopping is available outside the town centre with a large Tesco store and Lidl serving the wider Chard area.

The food and drink and social scene – including nightlife - lacks depth and sometimes quality with an opportunity for an enterprising culture to fill gaps in the market and potential to re-enforce its rural setting and connection with food and farming.

Table 4) Town Centre Uses – Ground Floor units

Use	Chard 2021		UK
	Number	%	%
Convenience (Food)	10	7.3%	8.0%
Comparison Shopping	41	29.9%	39.0%
Retail Service	27	19.7%	12.0%
Retail Leisure	23	16.8%	18.0%
Business	19	13.9%	10.0%
Vacant	17	12.4%	13.0%
Totals	137	100.0 %	100.0 %

Source: SSDC Retail Monitoring January/February 2021

Figure 11) Town centre distribution of uses

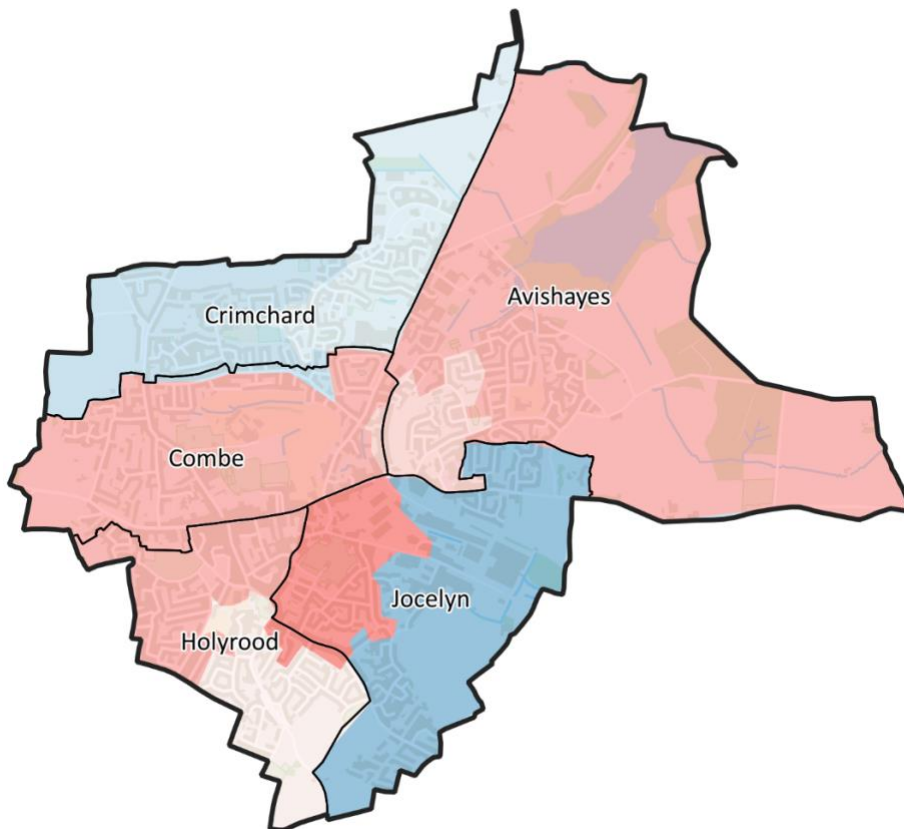


Source: SSDC Retail Monitoring January/February 2021

Issues of crime in the town centre...

According to ONS indices of deprivation, the area south of the town east of the town centre within the **Jocelyn ward** falls within the top 20%. Other areas in Chard, including north of Holyrood, Combe and Avishayes fall within the top 30% most deprived. This suggests that there is a need to address issues of crime and anti-social behaviour, particularly in town centre area.

Figure 12) Crime Deprivation, 2019



Deprivation Decile (where 1 is most deprived 10% of LSOAs in England).

< Most deprived **1** **2** **3** **4** **5** **6** **7** **8** **9** **10** Least deprived >

Source: MHCLG, English Indices of Deprivation, 2019. Accessed [here](#)

Challenge 6 Opportunities:

- Deliver events and cultural programmes to increase footfall and improve the town centre offer and distinctiveness as a destination.
- Work with the police to explore potential for greater visibility of officers and further support from Community Support Officers

Appendix 1 – Deprivation Maps & Description

The **Index of Multiple Deprivation (IMD)** is the official measure of relative deprivation in England. It is based on **39 separate indicators** organized across **seven distinct domains** of deprivation. A deprivation score across these domains is given to every **Lower Super Output Area (LSOA)** in England, small statistical areas or neighbourhoods containing around **1,000 residents**. There are precisely **32,844 LSOAs** in the England.

All **LSOAs** are ranked according to their level of deprivation relative to that of other **LSOAs** in England. **Highly ranked** LSOAs can be referred to as being **‘most deprived’** or **‘highly deprived’**. It is important to note that there is no definitive threshold above which an area is described as ‘deprived’, as this rank is relative to other areas and is not based on an absolute scale. For example, a neighbourhood ranked **100th** is more deprived than a neighbourhood ranked **200th** but is not twice as deprived.

For the purposes of comparison, LSOAs are sorted into **deciles** from **1 to 10** based on their rank against all LSOAs in England. For example, if an LSOA ranks in the **highest 10%** of LSOAs in England for a deprivation domain, its **decile is 1**. Alternatively, if it ranks in the **lowest 10%** its **decile is 10**. The table adjacent shows the rank, % rank and deprivation decile for illustration.

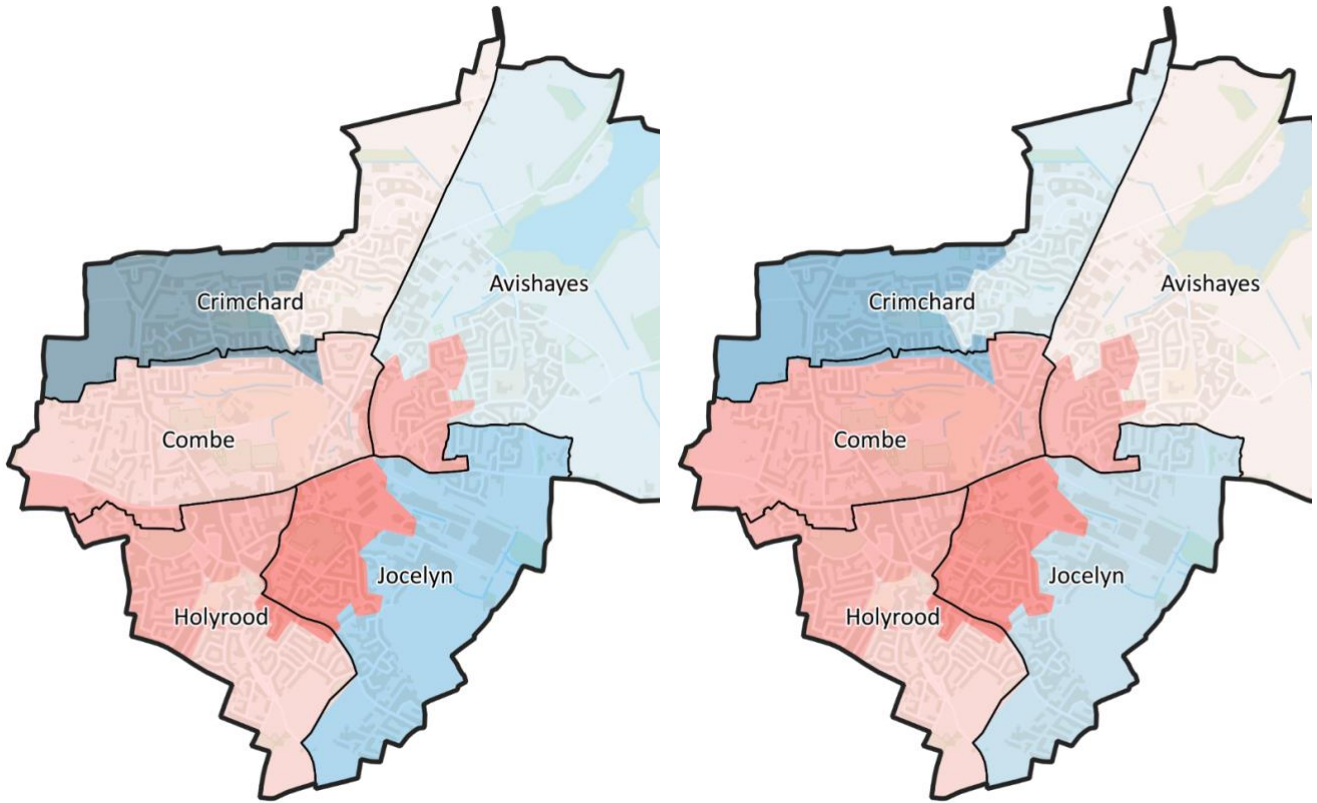
The maps below show the relative deprivation of LSOAs in Chard compared to all LSOAs in England. This is shown for the overall index of deprivation and the 7 distinct domains. Each map is colour coded based on the deprivation decile of each LSOA, where 1 is the most deprived 10% of LSOAs in England. This corresponds to the data presented as reference in appendix table 2.

Appendix table 1) Deprivation ranks and relative % most deprived and decile

Rank (out of 32,844 LSOAs)	% rank	Deprivation Decile
3,284	10%	1
6,569	20%	2
9,853	30%	3
13,138	40%	4
16,422	50%	5
19,706	60%	6
22,991	70%	7
26,275	80%	8
29,560	90%	9
32,844	100%	10

Overall

Employment



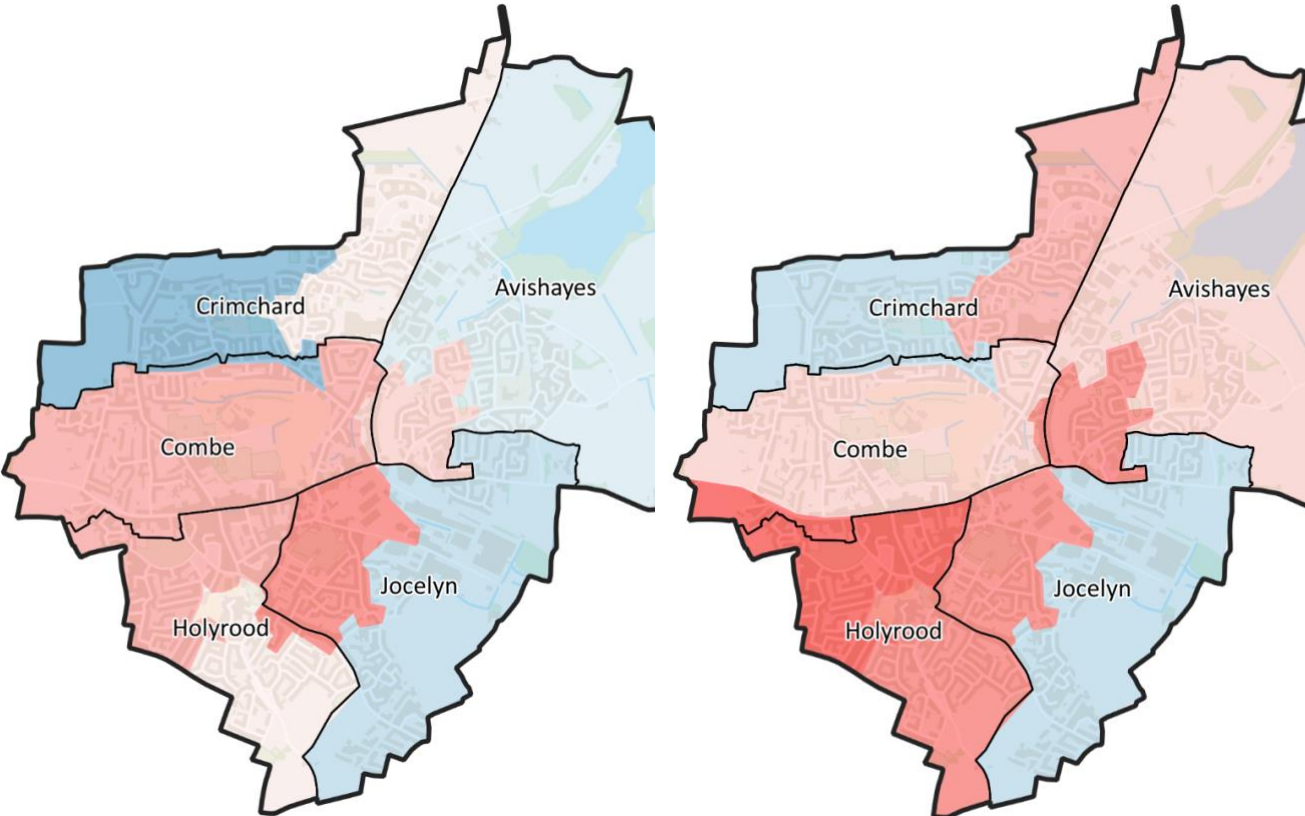
Deprivation Decile (where 1 is most deprived 10% of LSOAs in England).

< Most deprived **1** **2** **3** **4** **5** **6** **7** **8** **9** **10** Least deprived >

Source: MHCLG, English Indices of Deprivation, 2019. Accessed [here](#)

Income

Education



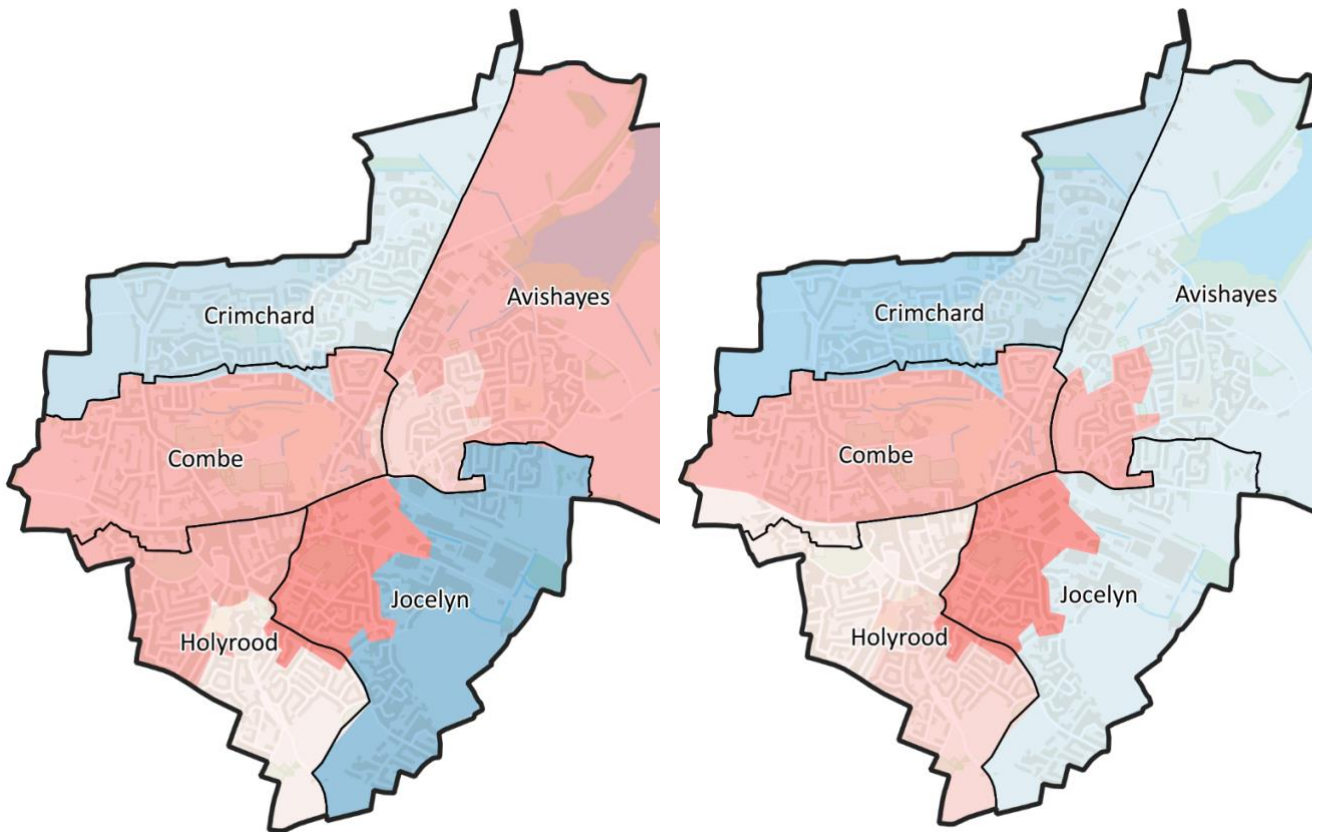
Deprivation Decile (where 1 is most deprived 10% of LSOAs in England).



Source: MHCLG, English Indices of Deprivation, 2019. Accessed [here](#)

Crime

Health and Disability

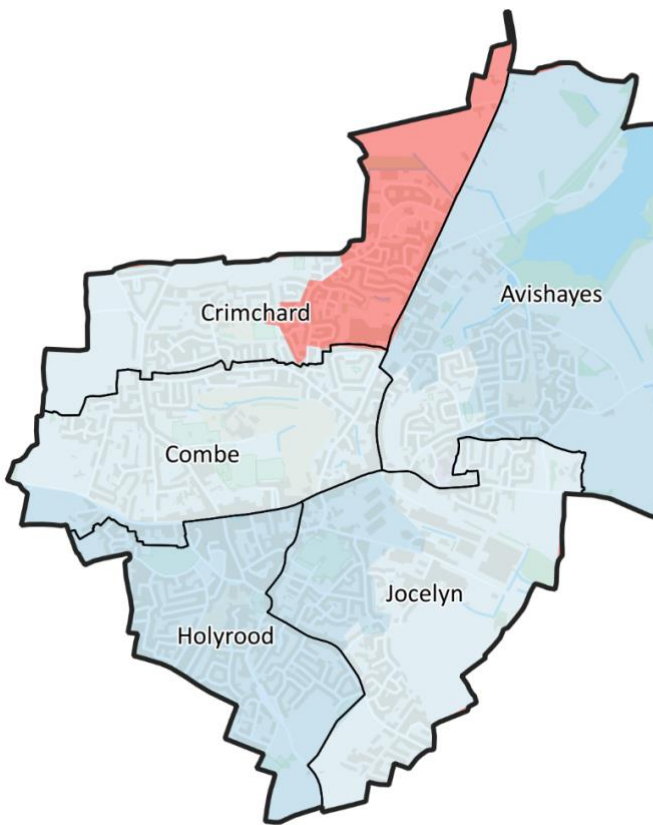


Deprivation Decile (where 1 is most deprived 10% of LSOAs in England).

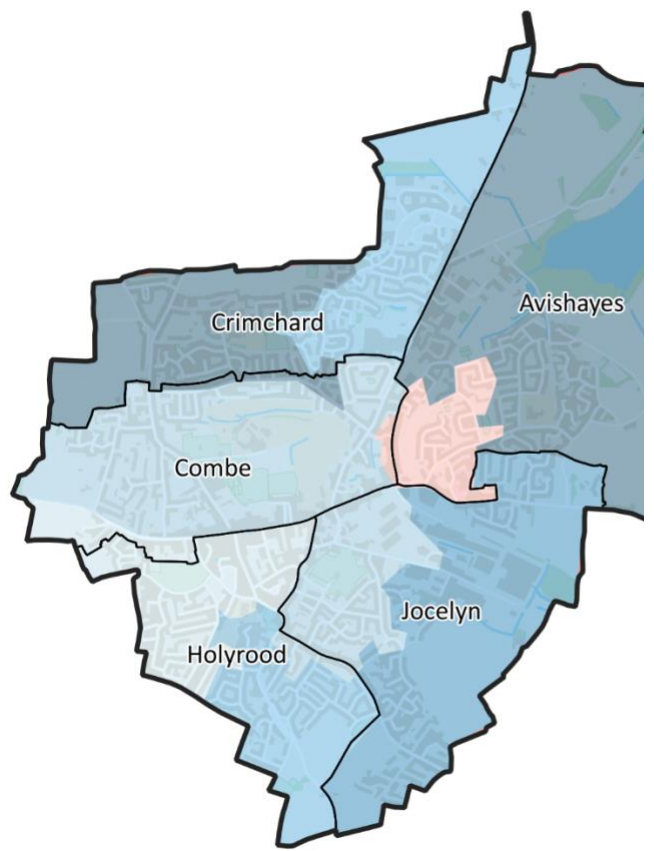
< Most deprived **1** **2** **3** **4** **5** **6** **7** **8** **9** **10** Least deprived >

Source: MHCLG, English Indices of Deprivation, 2019. Accessed [here](#)

Barriers to Housing



Living Environment



Deprivation Decile (where 1 is most deprived 10% of LSOAs in England).

< Most deprived **1** **2** **3** **4** **5** **6** **7** **8** **9** **10** Least deprived >

Source: MHCLG, English Indices of Deprivation, 2019. Accessed [here](#)

Appendix 2 – Chard Wards Socio-Economic Profiles

There are five ward areas within Chard as follows:

- Avishayes
- Coombe
- Crimshaw
- Holyrood
- Jocelyn

The location and boundary of each ward area is shown opposite with an overview of the socio-economic context of each area set out over the following pages.



Source: Google Maps Contains OS data © Crown copyright and database right 2021

The ward profiles are drawn from information contained within Somerset Intelligence web site and captures data from ONS and other sources. For some aspects the latest available small area data is from the 2011 Census which will only be updated once results from the more recent 2021 Census are released.

Some of the indicators highlighting relative differences between the Chard wards are shown in the table below. Elements of significant difference are highlighted in green. Those elements of particular concern in Chard are highlighted in amber. Where performance rates are shown these are benchmarked in relative terms against the Somerset County average rate.

Table 1: Chard Wards Socio-Economic Overview (

	Avishayes	Combe	Crimchard	Holyrood	Jocelyn
Population 2019	2,800	2,200	2,900	3,500	2,500
Popn 2011-19	▲+17%	▼-12%	▲+21%	▲+17%	▼-17%
Age 0-14	21.4%	15.2%	19.4%	18.2%	17.6%
Age 65+	19.3%	28.9%	23.0%	23.8%	25.4%
All age mortality Rate*	+12%	+17%	-16%	-10%	+63%
Crime rates*					
Violence & Sexual	+23%	+54%	-31%	+50%	-18%
Anti-social behaviour	+73%	+116%	-45%	+110%	+68%
Free School Meals*	+38%	-14%	+33%	+30%	+58%
Key Stage 2*	-12%	-5%	-5%	=	+21%
Reading Writing Maths					
GCSE English & Maths*	-47%	-8%	+8%	-7%	+8%

Source: Somerset Intelligence from various data sets

All indicators marked * are benchmarked relative to the Somerset County average rates.

