



West Berkshire | 2036



The Evidence

In **'West Berkshire 2036'** we explored what makes West Berkshire a fantastic place to live, work and learn as well as our challenges and opportunities for the future.

In this supplementary document, the evidence for each of these indicators is provided, which will give partners the background they need as they look to involve themselves in the delivery of our shared aspirations.

West Berkshire should be
a place where everyone is
given the chance to thrive



In the infographic on page 6, we refer to a number of statistics about the current state of the district. Information about these statements can be found below.

95% of schools good or outstanding

This is a matter of public record via Ofsted and was correct at time of publication.

Newbury is the 'top tech' town

<https://technation.io/insights/report-2018/>

Best rural broadband

<https://www.newburytoday.co.uk/news/home/24122/district-s-broadband-speed-exceptional.html>

One of the best places to be a woman

<https://www.bbc.co.uk/news/uk-41203240>

One of the happiest places

<https://www.itv.com/news/2018-11-29/happiest-places-to-live-in-uk-revealed-but-does-your-town-feature/>

In bottom half of Local Authorities for barriers to housing and services

<http://decisionmaking.westberks.gov.uk/documents/s44300/11%20-%20Appendix%201.pdf>

Best residential care in England

<https://www.bbc.co.uk/news/uk-england-45194202>



A West Berkshire where everybody has the tools they need to fulfil their potential

Engineering, technology, science and finance are among the areas that are likely to see high employment demand in the future.

This is one of the key findings in Thames Valley Berkshire LEP's 'Priority Skills Statement 2018'

<http://www.google.co.uk/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&ved=2ahUKEwiY-I35pPL-fAhXYTRUIHcohC5QQFjAAegQICRAC&url=http%3A%2F%2Fwww.thamesvalleyberkshire.co.uk%2F-getfile%2FPublic%2520Documents%2FProgrammes%2FSkills%2520Education%2520and%2520Employment%2FSkills%2520Summit%2F2018%2520Berkshire%2520Skills%2520Priority%2520Statement%2520-%2520Evidence%2520Base%2520.pdf&usg=AOvVaw2Bqmui2eGe4EO34djVeuQo>

With each generation more technologically capable than the last, there will be a growing demand for online learning as well as a need to acquire new skills, such as coding, that previous generations did not experience.

The need to equip young people with these skills was highlighted clearly in NESTA's 'Next Gen' report, published in 2011

https://www.nesta.org.uk/sites/default/files/next_gen_wv.pdf

In some ways, West Berkshire's levels of social mobility are significantly lower than other areas of the country. There remains a wide gap between the attainment of those on free school meals and those who are not.

West Berkshire's social mobility outcomes were weak in some areas according to the Social Mobility Commission's 'State of the Nation Report', published in late 2017

[https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/662744/State_of_the_Nation_2017 - Social Mobility in Great Britain.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/662744/State_of_the_Nation_2017_-_Social_Mobility_in_Great_Britain.pdf)

There are relatively low employment rates for certain vulnerable groups including those with mental health illness and learning disability when compared with other areas.

The Public Health Outcomes Framework gave West Berkshire a 'red' indicator for those with a learning disability in employment and 'amber' for those with a mental health illness.

<https://fingertips.phe.org.uk/search/employment#page/3/gid/1/pat/6/par/E12000008/ati/102/are/E06000037/iid/455/age/183/sex/4>

<https://fingertips.phe.org.uk/search/employment#page/3/gid/1/pat/6/par/E12000008/ati/102/are/E06000037/iid/1733/age/208/sex/4>

There is a significant shift in West Berkshire's age groups and it is estimated that by 2036, there will be one retired person for every two working age people.

This is evidenced in 2014-based ONS population projections for West Berkshire

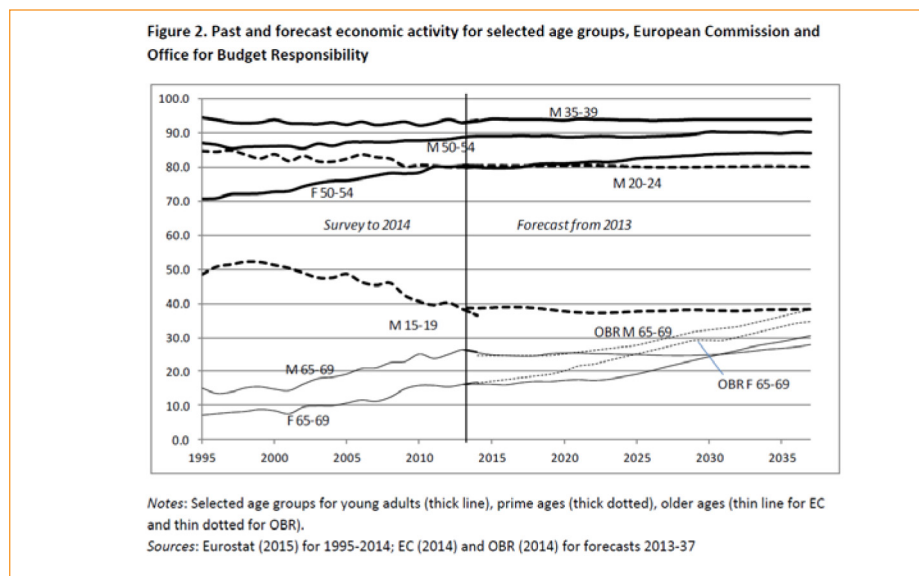
<https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationprojections/datasets/localauthoritiesinenglandtable2>

The IEA paper 'Work Longer, Live Healthier' suggests that there is both an economic and a health and wellbeing case to be made for residents working longer. In fact, being retired has been found to decrease physical, mental and self-assessed health significantly. There has been an upward trend in the number of 65-69 year olds working across the OECD in recent years

<https://iea.org.uk/publications/research/work-longer-live-healthier-the-relationship-between-economic-activity-health-a>

OBR forecasts also indicate significant growth in economic participation rates among both men and women over 65.

<http://obr.uk/fsr/fiscal-sustainability-report-january-2017/>



There has been an upward trend in crime levels in recent years, with the nature of crime changing. Child sexual exploitation, modern slavery, cybercrime and domestic abuse are among the increasingly significant issues.

Detailed crime statistics for West Berkshire can be found in the ONS datasets for recorded crime

<https://www.ons.gov.uk/peoplepopulationandcommunity/crimeandjustice/datasets/recordedcrimedataatcommunitysafetypartnershiplocalauthoritylevel>

Extremism has also become more prevalent nationally in recent years, with radicalisation now an increasing issue across the UK.

The rising national trend is referenced in the 2017 House of Commons Library research paper 'Terrorism in Great Britain: The Statistics'

<http://researchbriefings.files.parliament.uk/documents/CBP-7613/CBP-7613.pdf>

Drug and alcohol abuse also remain a local concern in West Berkshire and are significant contributing factors to crime and poor health.

Clear links between alcohol and drug consumption and poor outcomes is well documented. Statistics to this effect have been compiled by Alcohol Concern and Drug Wise

<https://www.alcoholconcern.org.uk/alcohol-statistics>

<http://www.drugwise.org.uk/how-much-crime-is-drug-related/>

Local authority budgets are facing significant pressures, with historically low central government grants leading to reductions in council budgets. Meanwhile, communities are becoming more engaged with their local services.

West Berkshire's Revenue Support Grant for 2018/19 is £120k, down from £23m in 2013/14. The House of Commons CLG Select Committee's 2016 report 'Devolution: the next five years and beyond' details the growing devolution trend nationally

<https://publications.parliament.uk/pa/cm201516/cmselect/cmcomloc/369/369.pdf>

Social isolation, particularly rural isolation, is a growing concern and is proven to adversely affect personal wellbeing.

The Public Health Outcomes Framework gave West Berkshire an 'amber' indication with respect to the percentage of users of local services who feel they have enough social interaction

<https://fingertips.phe.org.uk/search/isolation#page/3/gid/1/pat/6/par/E12000008/ati/102/are/E06000037/iid/91453/age/168/sex/4>



A West Berkshire with a housing mix with something for everyone

In recent years, there has been a focus on affordable housing within West Berkshire, as well as indications from central government that local authorities will face tougher requirements on housing delivery or risk losing delegated powers. With changing demographic, high house prices and skills shortages, we risk workers and young people being priced out of the district.

Information about demographic shift can be found in the ONS projections in the previous section.

It is estimated that significant investment in homes available for social rent is necessary across the UK, particularly in areas with high rental values and house prices.

These needs are indicated in the Berkshire Strategic Housing Market Assessment.

<http://info.westberks.gov.uk/CHttpHandler.ashx?id=40949&p=0>

Building an energy efficient new two bedroom home causes 80 tonnes of CO2 emissions, which would take many years to cancel out through energy efficient living.

The benefits of refurbishment are shown clearly in the Building and Social Housing Foundation's report 'New Tricks with Old Bricks'.

<https://www.world-habitat.org/wp-content/uploads/2016/03/New-Tricks-with-Old-Bricks1.pdf>

The changing nature of the local population and in particular changing household structure will mean that demand will increasingly be for homes with different designs.

This is indicated in the Berkshire Strategic Housing Market Assessment.

<http://info.westberks.gov.uk/CHttpHandler.ashx?id=40949&p=0>

Although the majority of those with learning disabilities wish to live either alone or with friends, there is limited suitable housing available.

This is evidenced in the SHMA:

<http://info.westberks.gov.uk/CHttpHandler.ashx?id=40949&p=0A>

As well as in Mencap's 2016 report 'Housing for people with a learning disability'

https://www.mencap.org.uk/sites/default/files/2016-08/2012.108-Housing-report_V7.pdf

With the number of elderly residents requiring care set to increase by 60%, it is estimated that more residential care bed spaces per annum will be needed. Those who choose to stay in their home will be spending more time in their homes, thus requiring adaptations to their accommodation.

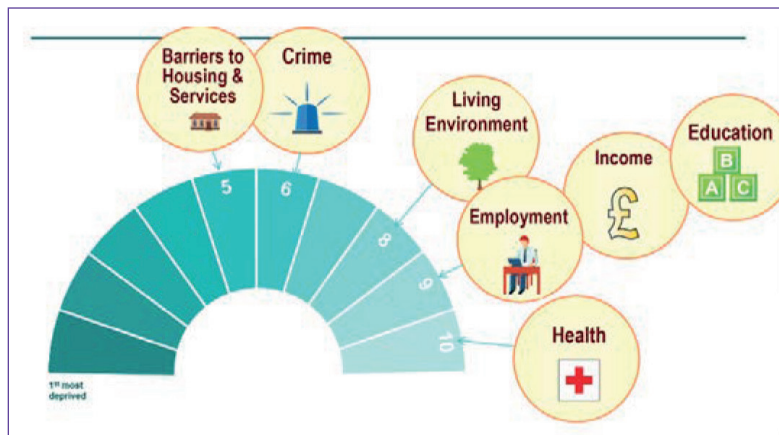
This is evidenced in the SHMA

<http://info.westberks.gov.uk/CHttpHandler.ashx?id=40949&p=0A>

The index of multiple deprivation indicates that access to services, particularly in our rural areas, can be challenging.

According to the 2015 Index of Multiple Deprivation, West Berkshire was the 291st most deprived district of 326 districts. However, in spite of being one of the least deprived areas, it scored poorly for barriers to housing and services.

<https://www.gov.uk/government/statistics/english-indices-of-deprivation-2015>





A West Berkshire that welcomes business and industry into a productive, growing local economy

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International markets will be opening up like never before with evidence suggesting that 70% of international companies setting up in the UK will look to do so within 1 hour's drive of Heathrow.

This is evidenced in research carried out by Thames Valley UK

<http://www.thamesvalley.co.uk/location/>

In line with an increasing recognition of the importance of Corporate Social Responsibility, companies will want to occupy greener buildings with lower emissions.

The CBRE's report 'Who pays for green? The economics of sustainable buildings' alludes to this growing desire

http://portal.cbre.eu/uk_en/imgs_styles/emea_economics_of_sustainable_building2009.pdf

Automation is likely to transform the way in which goods are delivered and transported

PwC has done extensive research into the impact of automation and suggests that 50% of jobs in transport are at risk from automation by the mid-2030s.

<https://www.pwc.co.uk/services/economics-policy/insights/the-impact-of-automation-on-jobs.html>

Future demand, based on contribution to the local economy and job growth, will likely be in STEAM areas including digital, engineering, science, business and construction. There will also be increasing demand in health, care, hospitality and sales.

<http://www.thamesvalleyberkshire.co.uk/getfile/Public%20Documents/Data/Skills%20Education%20and%20Employment/Skills%20Priority%20Statement%202016.pdf?inline-view=true>

With the democratisation of entrepreneurship via crowdfunding platforms, it is likely that opportunities for creativity will increase.

The OECD's report 'New approaches the SME and Entrepreneurship Financing' outlines in detail how start-ups are able to take advantage of alternative funding arrangements

<http://www.oecd.org/cfe/smes/New-Approaches-SME-full-report.pdf>

The workforce will become increasingly mobile, with traditional business delivery models making way for more at home and online working.

The Work Foundation's 2016 report 'Working Anywhere' suggests the UK is at a tipping point for remote working and gives details of the barriers to adoption as well as the benefits and disadvantages of at-home working

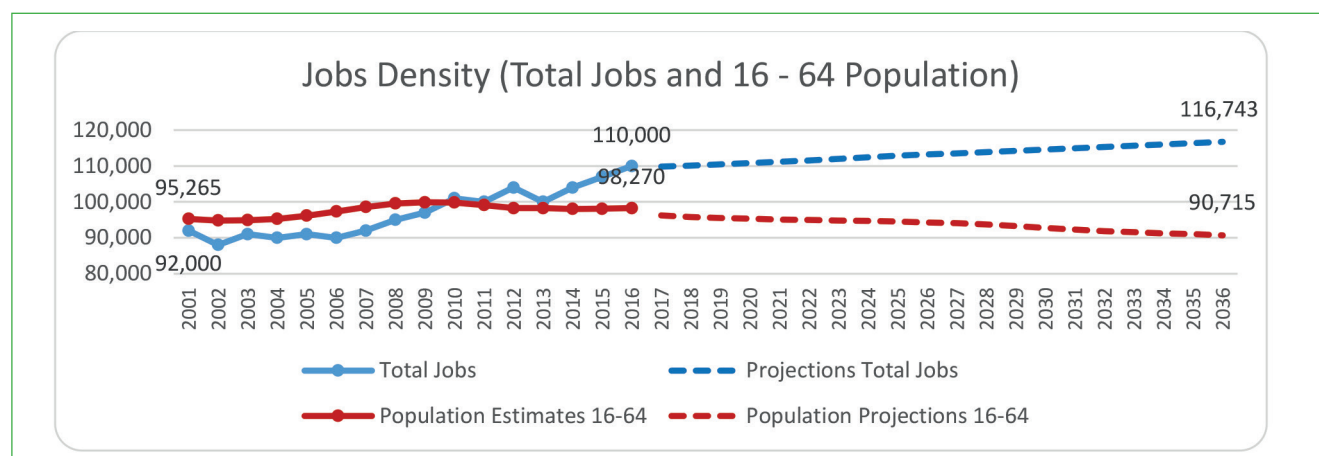
http://www.theworkfoundation.com/wp-content/uploads/2016/02/398_Working-Anywhere.pdf

Recruitment issues in care, hospitality and education will pose problems in West Berkshire because of high housing costs and skills shortages.

These recruitment issues are discussed at length in Skills for Care's 2017 report 'The state of the adult social care sector and workforce in England'

<http://www.skillsforcare.org.uk/NMDS-SC-intelligence/Workforce-intelligence/documents/State-of-the-adult-social-care-sector/2State-of-the-adult-social-care-sector-and-workforce-2017.pdf>

Employment projections suggest that the number of available jobs will significantly outstrip the 16-64 workforce.



Local authorities will be empowered to raise and spend more of their business rates locally. With this comes increased competition between neighbouring authorities, as business rates collection becomes an even more integral part of delivery of local services. To take advantage of these new powers, West Berkshire must do it all it can to be open for business.

A Guardian report from 2015, which included analysis of self-sufficiency carried out by the Local Government Chronicle, highlighted the potential benefits of this policy to West Berkshire and much of the surrounding area

<https://www.theguardian.com/society/2015/oct/05/changes-to-business-rates-who-wins-and-who-loses>

In neighbouring areas, enterprise zones with favourable business rate terms for both new and established firms have seen great success. In the past, West Berkshire has not been able to proceed with such an initiative due to failure to identify a site that works for the community.

The House of Commons Library paper 'Enterprise Zones' details the benefits of this initiative

<http://researchbriefings.files.parliament.uk/documents/SN05942/SN05942.pdf>

West Berkshire has a shortage of employment land and has not been able to accommodate new business enquiries. One of West Berkshire's biggest assets is its location within the Wessex Downs AONB. However, this also poses it challenges as one of the district's most marketable locations- the crossroads of the M4 and A34- lies within this area and may not be able to be developed.

This is well-documented and is included in West Berkshire Council's Employment Land Assessment

<http://info.westberks.gov.uk/CHttpHandler.ashx?id=36468&p=0>

Use of electric cars is likely to increase exponentially, bringing with it a need for supporting infrastructure while driverless cars technology may become more common.

Research by Bloomberg suggests that electric cars will cost the same as their internal combustion counterparts by 2022, by which point their sales will increase exponentially.

<https://www.bloomberg.com/features/2016-ev-oil-crisis/img/ev-sales.jpg>

There is likely to be a transport modal shift away from single use car journeys which may, in some areas, decrease demand on our roads.

The Department for Transport's 2013 'Road Transport Forecasts' project traffic demand, congestion and emissions to 2040.

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/212474/road-transport-forecasts-2013.pdf

Our major roads are improving, with significant central government investment planned to increase capacity on the M4, addressing demand. Meanwhile, rail electrification will open new markets, with Reading, Heathrow and London more accessible than ever before.

The DfT's Oxford to Cambridge Expressway Strategic Study will include the A34 between the M4 and M40, which will see significant investment in the region.

Construction of the smart motorway between junctions 3 and 12 of the M4 is due to being in summer 2018, completing in March 2022.

<http://roads.highways.gov.uk/projects/m4-junctions-3-12-smart-motorway/>

Information about rail electrification can be found in the 2017 House of Commons Library paper 'Rail electrification'.

<http://researchbriefings.files.parliament.uk/documents/SN05907/SN05907.pdf>

Obesity levels, which are likely to increase, may dictate the public's appetite for journeys on foot or on bike.

Many of the Public Health Outcomes Framework indicators relating to obesity suggest that West Berkshire has higher levels of obesity than the South East average.

<https://fingertips.phe.org.uk/search/obesity#pat/6/ati/102/par/E12000008>

There are strategic issues with roads managed by the local authority, including the A339 in Newbury, which must be addressed.

The 'Local Transport Plan for West Berkshire 2011-26' identifies current and future issues in our road network

<http://info.westberks.gov.uk/CHttpHandler.ashx?id=36911&p=0>



A West Berkshire where the health and wellbeing of residents of all ages is good

Many people engage in unhealthy behaviours (physical inactivity, poor diet, smoking, high alcohol consumption) leading to illness and early death related to chronic diseases and conditions such as obesity and type 2 diabetes.

This is widely known but increases in many diseases and conditions association with these lifestyle choices can be seen in the Public Health Outcomes Framework.

<https://fingertips.phe.org.uk/search/respiratory#page/3/gid/1/pat/6/par/E12000008/ati/102/are/E06000037/iid/40702/age/163/sex/4>

<https://fingertips.phe.org.uk/search/liver#page/3/gid/1/pat/6/par/E12000008/ati/102/are/E06000037/iid/40601/age/163/sex/4>

An increasing number of children are not able to achieve their potential for example due to being overweight or obese from an early age and experiencing poor emotional wellbeing.

This was referenced in a 2018 Cancer Research Report, which quoted the 'Adult Overweight and Obesity' section of the 2016 'Health Survey for England'.

<https://digital.nhs.uk/media/34551/Health-Survey-for-England-2016-Summary-of-key-findings/pdf/HSE2016-summary>

There will be an increase in age-related diseases and conditions, putting pressure on our health and social care services.

Links to ONS population projections can be found in the section above. This risks associated with an ageing population are well-documented in the Government's 'Future of Ageing' collection of studies.

<https://www.gov.uk/government/collections/future-of-ageing>

Loneliness and social isolation will become increasingly common which can be damaging to both mental and physical health. Being cut off from social interaction affects people of all ages, especially young people and older adults.

This has been mentioned earlier in the document as part of the discussion on the Index of Multiple Deprivation.

There are significant health inequalities within West Berkshire, with a life expectancy gap of up to ten years within the district as well poorer health outcomes for children on free school meals compared with those who are not.

The West Berkshire District Needs Assessment shows that there is a life expectancy gap of 9.9 years for men and 9.6 years for women in some council wards.

<http://info.westberks.gov.uk/CHttpHandler.ashx?id=43247&p=0>

Social media has led to an increase in mental health issues and body dysmorphia among young people.

Research by the ONS shows that while 12 percent of children who spend no time on social networking websites have symptoms of mental ill-health, the figure rises to 27 percent for those who are glued to the sites for three hours or more a day.

<https://www.ons.gov.uk/peoplepopulationandcommunity/wellbeing/articles/measuringnationalwellbeing/2015-10-20>

Antibiotic resistance will make it harder to prevent and treat infection.

The Wellcome Trust has done significant research in this area, most notably in its 2016 research paper 'Evidence for action on anti-microbial resistance'.

<https://wellcome.ac.uk/sites/default/files/evidence-for-action-on-antimicrobial-resistance-wellcome-sep16.pdf>



A West Berkshire with beautiful, historic and diverse landscapes and a strong cultural offering

There is likely to be a further shift towards renewable energy, as alternatives to fossil fuels become cheaper and more accessible.

A 2018 report by the International Renewable Energy Agency predicts that renewables may be cheaper than fossil fuel by as early as 2020.

[https://www.irena.org/publications/2018/Jan/Renewable-power-generation-costs-in-2017.](https://www.irena.org/publications/2018/Jan/Renewable-power-generation-costs-in-2017)

Greenhouse gas emissions, particularly CO₂, will continue to have an adverse effect on health and the natural environment. Reducing high CO₂ production and working towards a carbon-neutral way of working will be essential.

The environmental impact of greenhouse gas emissions is very well documented by is explained, and fully referenced, by the Government here:

<https://www.gov.uk/guidance/climate-change-explained>

Around 4.4% of the West Berkshire population are exposed to road, rail or air transport pollution during the day and 8.8% are exposed at night. To date, this has not been a source of complaints but should be considered in the future.

This is evidenced in a 2016 report, commissioned by West Berkshire Council, into the management of local air quality.

<http://info.westberks.gov.uk/CHttpHandler.ashx?id=43195&p=0>

West Berkshire produces a relatively large amount of household waste compared to the regional and national averages, which may increase still further as economic productivity grows. The area does, however, recycle more than the regional and national average.

This can be found in the West Berkshire Minerals and Waste Local Plan 2017

Reducing CO₂ production and working towards a carbon-neutral way of working will be essential.

Water availability may be an issue, which may have an economic impact on businesses and residents within West Berkshire, with the South East projected to be highly susceptible to supply-demand deficits

Information about the economic impact of water security issue can be found in the Thames Valley Chamber of Commerce Business Manifesto 2018

<https://www.thamesvalleychamber.co.uk/tvcc-business-manifesto-2018/>

Online shopping is likely to outstrip high street retail, leading to further changes in our town centres.

This is detailed at length in the Local Data Company's retail market reports, found at:

<http://www.localdatacompany.com/reports>

Opening and closures of multiple retailer units, 2010-2016

