

Focus Consultants


Socio-Economic Baseline Report Eastwood, Broxtowe



January 2022



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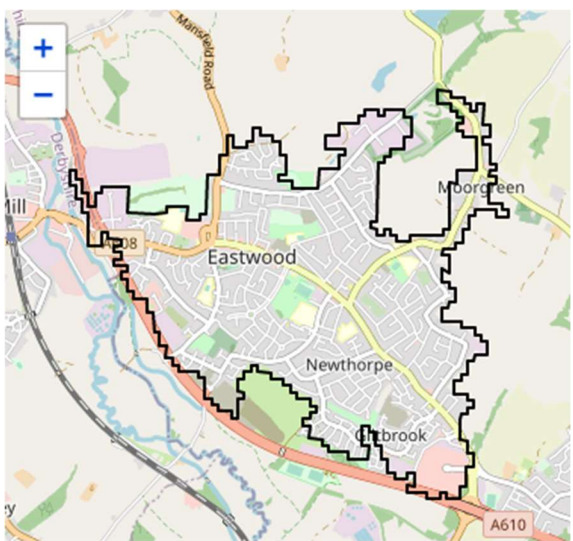
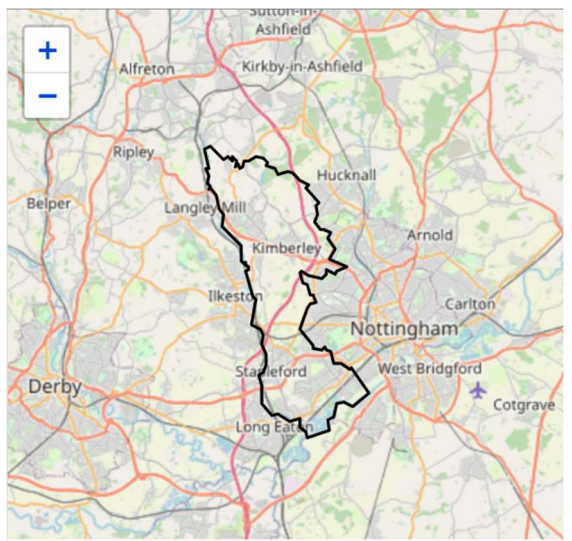
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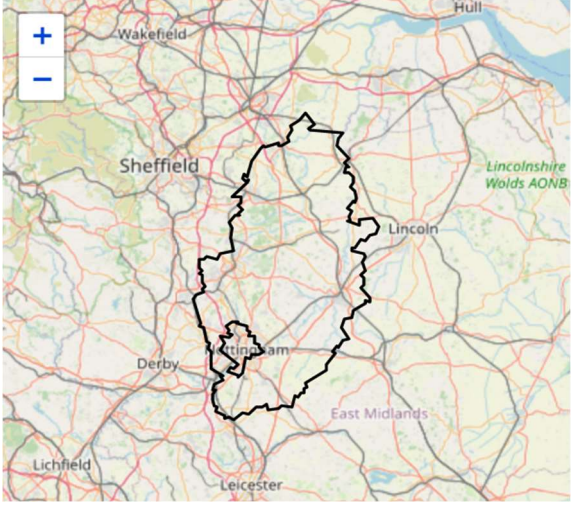
Executive Summary

In October 2021 Focus Consultants were appointed to undertake a Socio-Economic Baseline Report for Eastwood, in the Borough of Broxtowe, Nottinghamshire. The Baseline Report identifies the key social and economic issues faced by Eastwood and its residents and businesses. It has been compiled through desk-based research, reviewing available local data from various sources, such as the Office for National Statistics (ONS), Nomis, Crime Data, the Inter-Departmental Business Register, The Indices of Multiple Deprivation, and the Social Mobility Index. Where relevant, this data has been compared to regional (D2N2) and national data to provide an overview of how the area is performing against these benchmarks.

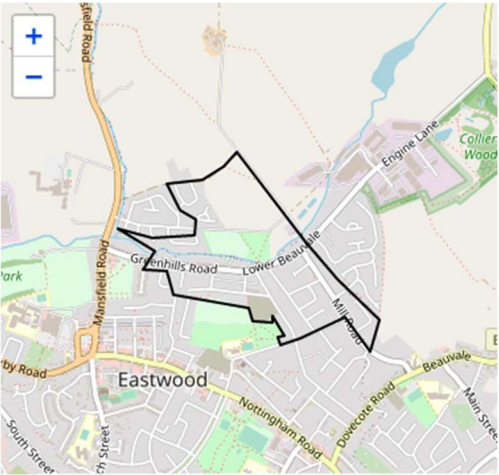
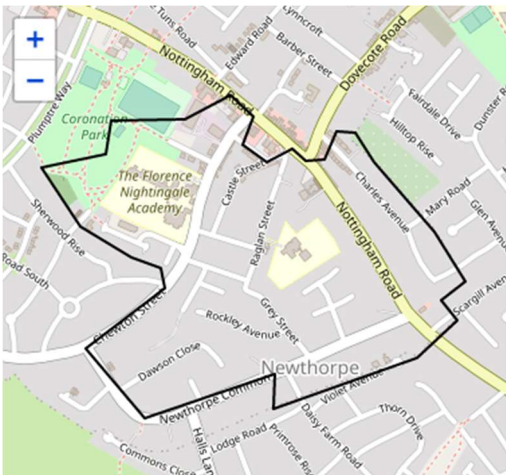

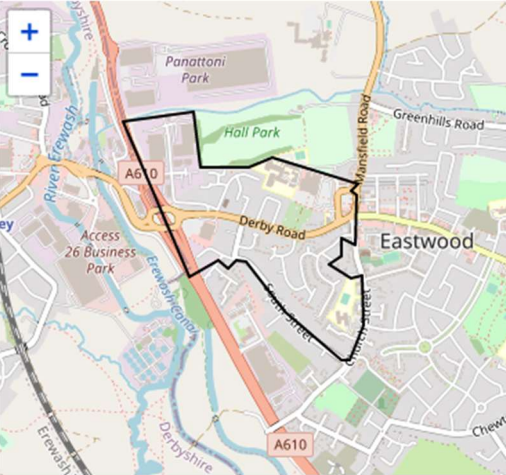

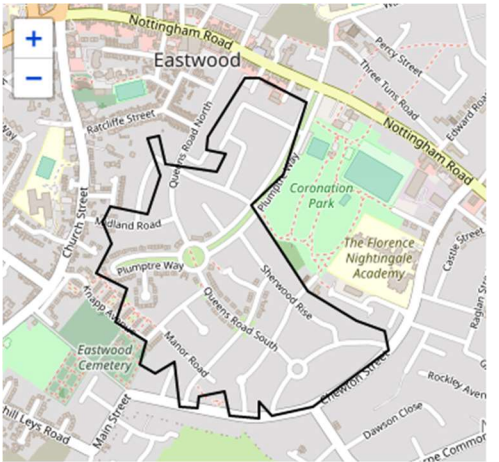
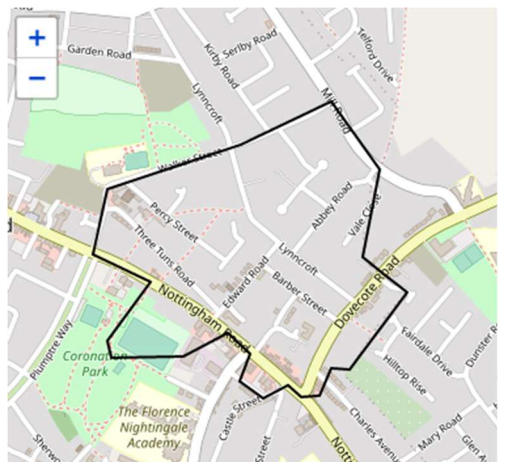
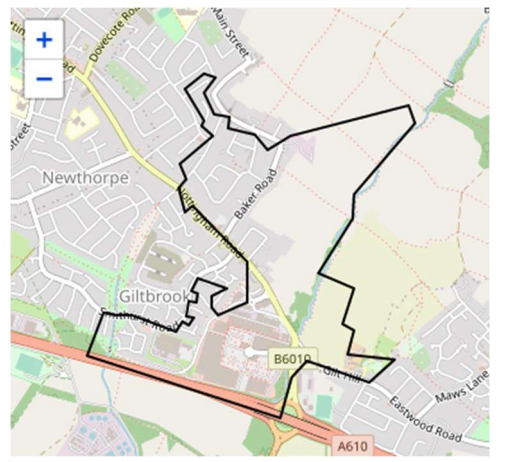
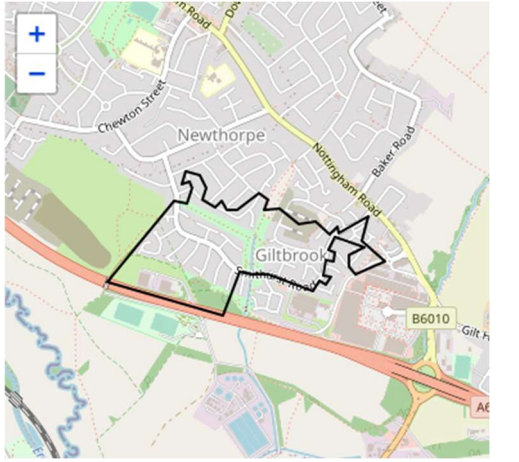

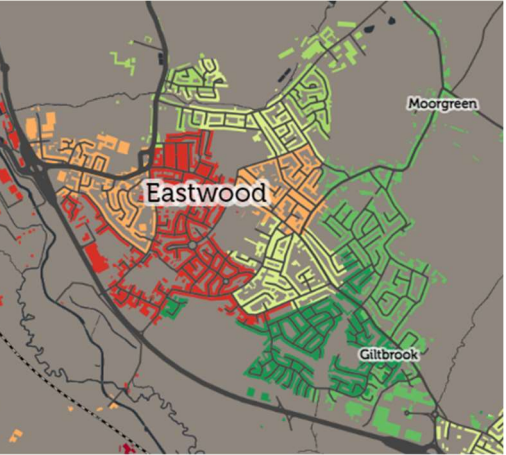
The report also includes a high-level analysis of relevant strategies, identifying key priorities for the area as identified by local and regional policy makers such as Broxtowe Borough Council, Nottinghamshire County Council and D2N2 Vision 2030. The analysis has been designed to provide a baseline of information to support and inform the future development of projects and programmes for the area.

The report sets out statistics, data, and analysis at various geographic levels. These different geographies are shown on the maps below, as well as a brief summary of the key demographics of each area.

Area Boundaries Discussed in Report	
Eastwood (Built Up Area)	Broxtowe
	
Key Demographics <ul style="list-style-type: none"> Total Population (2011) – 18,422 16-64 Population (2011) – 11,720 Economically Active (2011) – 9,304 In Employment (2011) – 8,356 Unemployed (2011) – 658 	Key Demographics <ul style="list-style-type: none"> Total Population (2020) – 114,600 16-64 Population (2020) – 71,000 Economically Active (2020/21) – 55,400 In Employment (2020/21) – 51,600 Unemployed (2020/21) – 2,800 Job Density (2019) – 43,000 (0.60)

Nottingham City	Nottinghamshire County
	
<p>Key Demographics</p> <ul style="list-style-type: none"> • Total Population (2020) – 337,100 • 16-64 Population (2020) – 235,400 • Economically Active (2020/21) – 182,700 • In Employment (2020/21) – 167,800 • Unemployed (2020/21) – 13,500 • Job Density (2019) – 223,000 (0.96) 	<p>Key Demographics</p> <ul style="list-style-type: none"> • Total Population (2020) – 833,400 • 16-64 Population (2020) – 507,400 • Economically Active (2020/21) – 393,900 • In Employment (2020/21) – 372,400 • Unemployed (2020/21) – 21,500 • Job Density (2019) – 352,000 (0.70)
<p>Source: Nomis</p>	

Indices of Multiple Deprivation – Maps of LLSOAs for Eastwood

E01028108 – 001D	E01028109 – 003A	E01028110 – 002A	E01028111 – 002B	E01028112 – 002C
				
E01028113 – 002D	E01028114 – 001E	E01028115 – 003B	E01028116 – 003C	E01028117 – 003D
				
E01028118 – 003E	2010	2015	2019	Deprivation maps of Eastwood in 2010, 2015 and 2019 are also included to give a visual representation of the changes through the years
				

Sources: Nomis & CDRC Maps

Indices of Multiple Deprivation Analysis for Eastwood - A key source of data used in the analysis was the Indices of Multiple Deprivation. The maps above breakdown Eastwood to the Lower Layer Super Output Area

The table below gives a visual indication of where the different areas lie within each deprivation domain

	Income	Employment	Education, Skills & Training	Health & Disability	Crime	Barriers to Housing & Services	Living Environment	Overall
E01028108 001D	Top 50% least deprived	Top 50% Most deprived	Top 30% Most Deprived	Top 50% Most deprived	Top 30% least deprived	Top 20% least deprived	Top 40% least deprived	Top 50% least deprived
E01028109 003A	50% Average	Top 40% most deprived	Top 40% most deprived	Top 30% least deprived	Top 50% least deprived	Top 10% least deprived	Top 50% least deprived	Top 50% least deprived
E01028110 002A	Top 10% most deprived area	Top 10% most deprived area	Top 10% most deprived area	Top 20% most deprived	Top 30% Most Deprived	Top 10% least deprived	Top 40% least deprived	Top 20% most deprived
E01028111 002B	Top 30% Most Deprived	Top 20% Most Deprived	Top 30% Most Deprived	Top 50% Most deprived	Top 50% Most deprived	Top 20% least deprived	Top 30% least deprived	Top 40% Most Deprived
E01028112 002C	Top 20% most deprived	Top 10% most deprived area	Top 30% Most Deprived	Top 20% Most Deprived	Top 10% most deprived area	Top 10% least deprived	Top 50% least deprived	Top 20% most deprived
E01028113 002D	Top 20% most deprived	Top 10% most deprived area	Top 10% most deprived area	Top 20% most deprived	Top 20% most deprived	Top 10% least deprived	Top 30% least deprived	Top 20% most deprived
E01028114 001E	Top 40% Most Deprived	Top 40% Most Deprived	Top 40% Most Deprived	Top 20% most deprived	Top 50% least deprived	Top 10% least deprived	Top 50% Most deprived	Top 40% Most Deprived
E01028115 003B	Top 30% least deprived	Top 40% least deprived	Top 50% Most deprived	Top 40% least deprived	Top 40% least deprived	Top 10% least deprived	Top 20% least deprived	Top 20% least deprived
E01028116 003C	Top 40% least deprived	Top 50% least deprived	Top 50% Most deprived	Top 40% least deprived	Top 30% least deprived	Top 10% least deprived	Top 40% least deprived	Top 30% least deprived
E01028117 003D	Top 30% least deprived	Top 30% least deprived	Top 40% least deprived	Top 40% least deprived	Top 20% least deprived	Top 30% least deprived	Top 20% least deprived	Top 20% least deprived
E01028118 003E	Top 30% least deprived	Top 50% least deprived	Top 40% least deprived	Top 40% least deprived	Top 30% least deprived	Top 40% least deprived	Top 30% least deprived	Top 30% least deprived

Source: <https://fryford.github.io/imdmap/>

Summary of The Key Findings

The tables below summarise the key findings of the study for six key themes: Community, Environment/Green Space, Housing, Transport, Education/ Employment and Business.

For each individual theme, the tables highlight key policy and strategy for the area as identified by Broxtowe Borough Council, Nottinghamshire County Council and the D2N2 LEP. It then summarises the key findings of the socio-economic research for each area.

This information has been used to make some initial suggestions for the types of interventions that could be taken forward in Eastwood under each thematic area.

Community		
Emerging Themes and Priorities from Policy and Strategy	Key Findings from the Socio-Economic Research	Suggestions/ Ideas for Future Interventions
<p>Social mobility and improved outcomes for children, including youth services are needed</p> <p>Antisocial behaviour needs addressing</p> <p>Mental health, well-being and healthy living needs supporting</p> <p>Volunteering and community cohesion support is needed</p> <p>Improved outcomes for children, young people, and families, particularly those from more deprived backgrounds</p> <p>A need to empower local communities</p> <p>Residents want to see the local authority generate income from commercial activity</p> <p>There is an aspiration for people to enjoy a wide range of leisure and cultural activities</p> <p>More activities for young people, especially in Eastwood</p>	<p>Broxtowe is a Social Mobility 'cold spot' ranking 270 out of 324 in terms of the chances that a child from a disadvantaged background will do well at school and get a good job.</p> <p>Eastwood has persistently had a number of areas which are classed as having high levels of deprivation. Three areas stand out as facing serious deprivation barriers. Falling in the top 20% most deprived areas in England. These are E01028110 002A, E01028112 002C, and E01028113 002D.</p> <p>Eastwood is the most dangerous 'small town' in Nottinghamshire. Furthermore, Eastwood is among top 20 most dangerous of Nottinghamshire's 245 towns, villages, and cities. The most common crimes in Eastwood are violence and sexual offences.</p> <p>Crimes that are becoming more prevalent in Eastwood as of 2020 are: Anti-social behaviour, Drugs, Public Order, Shoplifting, Violence and Sexual Offences.</p> <p>Compared with Broxtowe, Eastwood had a slightly higher level of people reporting that they have both bad health and very bad health. Access to healthcare facilities and capacity constraints in relation to referrals through social prescribing for Eastwood residents is recognised as a challenge.</p>	<p>Linking children and young people into local employers, colleges, and universities to increase aspirations and social mobility – particularly those from deprived areas</p> <p>Supporting community initiatives, volunteering etc to increase community cohesion.</p> <p>Supporting youth clubs and children's facilities, including education with regards to issues faced by the area such as anti-social behaviour, drug, and public order offences.</p> <p>Targeted investment in the geographical areas where there are higher levels of deprivation</p> <p>Tackle increasing crime rates – Investment in surveillance cameras and other anti-social behaviour and crime deterrents.</p> <p>Investment in healthcare, wellbeing and culture and leisure facilities.</p> <p>Social prescribing including community delivery.</p>

Environment / Green Space		
Emerging Themes and Priorities from Policy and Strategy	Key Findings from the Socio-Economic Research	Suggestion / Ideas for Future Interventions
<p>Investment in the parks and open spaces.</p> <p>More events and activities in the parks and open spaces.</p> <p>More local engagement in the local parks and green spaces.</p> <p>Reducing carbon emissions, increased recycling and composting in the borough.</p>	<p>Overall Eastwood has a good quality living environment with ten out of eleven of Eastwoods LLSOAs falling in the 50% least deprived. This is particularly true in relation to the quality of the indoor living environment.</p> <p>The measure for outdoor living environment relates to air quality and road traffic accidents and in this respect, Eastwood performs slightly less well due to its close proximity to the A610 and M1. However, Eastwood does have good accessibility to rural areas and the associated quality of living environment.</p>	<p>Support for voluntary/ community groups to take more ownership of local parks and open spaces.</p> <p>Increased awareness raising of environmental and recycling issues.</p> <p>More events and activities in the outdoor spaces.</p>

Housing		
Emerging Themes and Priorities from Policy and Strategy	Key Findings from the Socio-Economic Research	Suggestion/ Ideas for Future Interventions
<p>New, high-quality homes are needed – there is a backlog of house building delivery.</p> <p>New social housing is needed.</p> <p>Reduced homelessness.</p> <p>A need to ensure that homes are safe and energy efficient.</p>	<p>Between 218 and 232 individuals or families were at risk of being homeless or were homeless in Broxtowe in 2020-2021.</p> <p>The key group where homelessness is an issue is amongst single males. Almost a quarter of those who are homeless or at risk of homelessness struggle with mental health issues.</p> <p>In Broxtowe, there are over 1,990 people on the housing waiting list and on average it takes six months for a family of top priority to be housed in a Council property.</p> <p>The average rental price for properties in Eastwood is £634pcm. The average rental prices in Nottinghamshire are £1,300pcm, and £1,058pcm for the UK.</p>	<p>Support to increase social housing to address the long waiting lists.</p> <p>Homelessness – In particular targeting single males who are the key group likely to become homeless. Providing more mental health facilities as almost a quarter of people who experience homelessness struggle with mental health issues.</p> <p>Support for energy efficiency and crime reduction schemes for homeowners.</p>

Transport		
Emerging Themes and Priorities from Policy and Strategy	Key Findings from the Socio-Economic Research	Suggestion/ Ideas for Future Interventions
<p>Improvements to road infrastructure – particularly the A610 corridor.</p> <p>Better connectivity across the county.</p>	<p>For the outdoor environment sub-domain five of eleven LLSOAs are within the top 40% most deprived areas, a further three are within the top 50% most deprived, with the remaining areas only just creeping above the 50% mark - this directly relates to air quality and road traffic accidents. Eastwood is in close proximity to the A610 and M1</p> <p>Nottingham and Derby within commutable distance by car.</p> <p>Nottingham is much easier to access by public transport than Derby – Likely due to the accessibility of the tram at Phoenix Park.</p>	<p>Investment in more 'green infrastructure' e.g., cycling / walking / multi-user paths. Quality lighting and security features on current paths to encourage use of these. Therefore, potentially cutting down pollution from traffic and providing alternative forms of travel.</p> <p>Investment in public transport to improve links east to west, in particularly to the nearby city of Derby – providing employment opportunities and helping to improve air quality and possibly reduce air pollution through improved functions of junctions and roadways.</p> <p>Investment in the A610 helping to improve air quality and possibly reduce air pollution by helping to keep traffic flowing.</p>

Education/ Employment		
Emerging Themes and Priorities from Policy and Strategy	Key Findings from the Socio-Economic Research	Suggestion/ Ideas for Future Interventions
<p>Support for skills development and apprenticeships.</p> <p>Training opportunities and wellbeing in the workforce.</p> <p>Ensure that fewer people leaving school are NEET (not in education, employment or training).</p> <p>Promote graduate retention.</p> <p>Support employees to move to higher skilled jobs.</p>	<p>Key areas (December 2021) where additional staff are currently needed by local businesses include:</p> <ul style="list-style-type: none"> • Community & Social Care • Healthcare • Sales, Retail & Customer Support • Supply Chain & Logistics • Manufacturing & Utilities • Transport <p>Seven out of the eleven super output areas are within the 50% most deprived in terms of employment. Three of those in the top 10% most deprived.</p> <p>Nine out of the eleven super output areas are within the 50% most deprived in terms of education, skills, and training. Two within the top 10% most deprived.</p>	<p>Engagement with local employers to understand skills and recruitment needs.</p> <p>Support / investment for local colleges to develop and grow training courses in the key areas of employment need.</p> <p>Support for adult / mature learners to retrain in some of the skills needed in the area.</p> <p>Support for community initiatives / social enterprises to give those who have been out of work for some time opportunities to learn key skills.</p>

Education/ Employment		
Emerging Themes and Priorities from Policy and Strategy	Key Findings from the Socio-Economic Research	Suggestion/ Ideas for Future Interventions
	<p>All but one area is in the top 50% most deprived nationally for adult skills. With two areas in the top 10%.</p> <p>As of 2011 there was a higher percentage of residents in Eastwood with no qualifications than in Broxtowe as a whole.</p> <p>As of 2011 there was a higher percentage of residents in Eastwood with an apprenticeship than the wider Broxtowe area and the rest of the county.</p>	<p>Links between local businesses and secondary schools to inform about skills required and encourage to get involved with certain businesses.</p>

Business		
Emerging Themes and Priorities from Policy and Strategy	Key Findings from the Socio-Economic Research	Suggestion/ Ideas for Future Interventions
<p>High quality business accommodation.</p> <p>Repurposed redundant buildings.</p> <p>Businesses units and pop-up shops.</p> <p>Reduced town centre vacancy rates.</p>	<p>There is a lack of, or very little office and industrial accommodation within Eastwood.</p> <p>There is a need to continue to boost foot fall in the town centre and ensure there is a continued uplift after the pandemic.</p> <p>Six of Eastwoods super output areas are in the top 50% most deprived areas nationally for income deprivation. Two in the top 20% and one in the top 10%.</p>	<p>Business space created in the town centre for smaller, start-up or businesses who cannot afford high rental spaces. Available on flexible terms and manageable rents.</p> <p>Smaller industrial spaces created within the town centre.</p> <p>The high street appears to be the key area where investment is needed – figures show footfall has increased year on year overall but is down on the same month last year. With the ongoing pandemic this needs to be addressed before more shops are lost and occupancy rates begin to rise. Provide, something to do in the town i.e., competitive socialising, places for activities, performances that can take place on an ad-hoc basis. Not just traditional retail opportunities.</p> <p>Support for pop-ups in empty retail units.</p> <p>Repurpose empty or redundant buildings.</p> <p>Support businesses to become more energy efficient.</p>

Conclusions

The data analysis shows that Eastwood has persistently had a number of areas which are considered serious pockets of deprivation. In addition, the area is a social mobility cold-spot – i.e., there are low chances that a child from a disadvantaged background will do well at school and get a good job and access to healthcare facilities and capacity constraints in relation to referrals through social prescribing for Eastwood residents is recognised as a challenge.

However, Eastwood is also an attractive place to live with affordable housing, good transport accessibility and good access to high quality rural areas. Key areas for support to tackle some of the deprivation and social mobility challenges could include; improving health provision and capacity with a particular focus on mental health and wellbeing, engaging with employers to improve access to employment opportunities for residents, adult skills and retraining, improvements in green infrastructure and continuing to improve footfall in the town centre.

1.0 Introduction

In October 2021 Focus Consultants were appointed to undertake a Socio-Economic Baseline Report for Eastwood, in the Borough of Broxtowe, Nottinghamshire. This Baseline Report identifies the key social and economic issues faced by Eastwood including its residents and the business community. It has been compiled through desk-based research, reviewing available local data from various sources, such as the Office for National Statistics (ONS), Nomis, Crime Data, the Inter-Departmental Business Register, The Indices of Multiple Deprivation, and the Social Mobility Index. Where relevant, this data has been compared to regional (D2N2) and national data to provide an overview of how the area is performing against these benchmarks.

The report also includes a high-level analysis of relevant strategies, identifying key priorities for the area as identified by local and regional policy makers such as Broxtowe Borough Council, Nottinghamshire County Council and D2N2 Vision 2030. The analysis has been designed to provide a baseline of information to support and inform the future development of projects and programmes for the area.

1.1 Eastwood – A Brief Overview

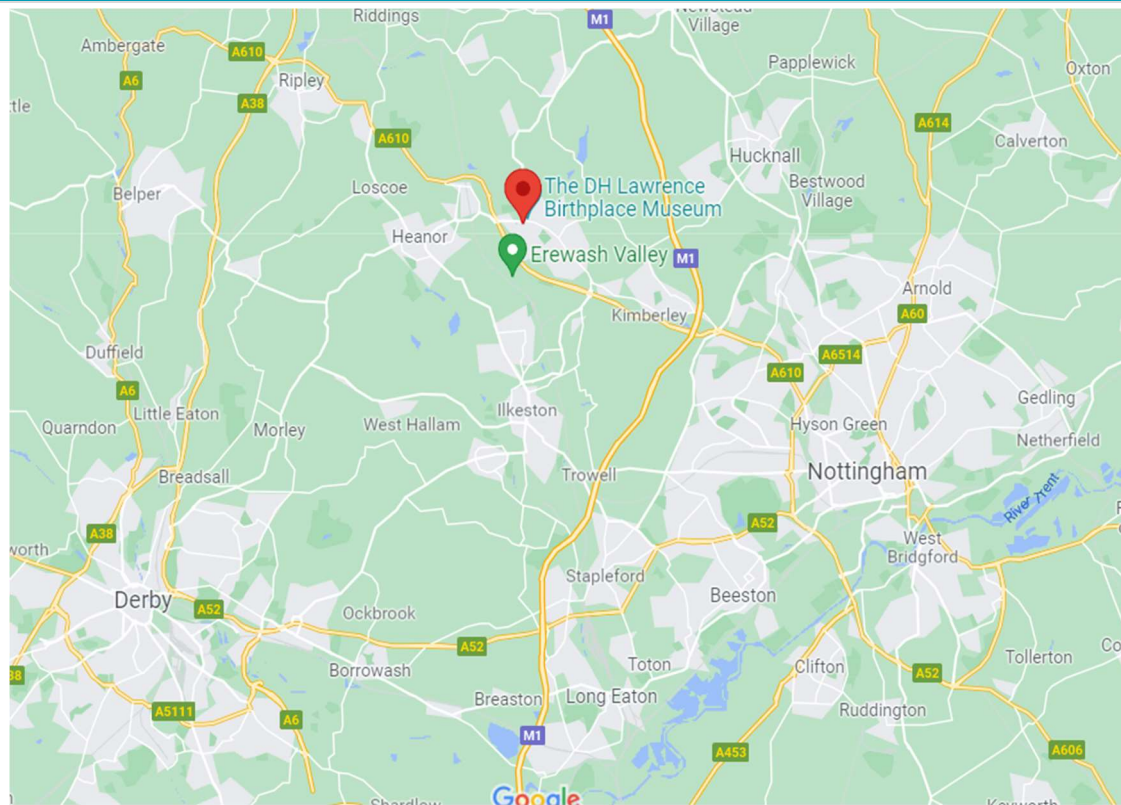
Eastwood is a former coal mining town located in the north-west of the Borough of Broxtowe and lies within the county of Nottinghamshire, just 9 miles from Nottingham City Centre. It is known as the birthplace of D.H. Lawrence and where the Midland Railway was formed, providing the town with a rich heritage.

During the 18th Century the Erewash Canal, one of the first man-made waterways in England, was opened. This led to the rapid expansion of the local coal mining industry. Other industries in the town followed, including framework knitting, pottery, rope, and brick making, sorn milling and brewing.

In more recent years retail and tourism have become more prominent in the town. With a wide range of businesses. Eastwood has a retail centre and further evidence of the heritage in the town can be seen in the D.H. Lawrence Museum and gift shop which attracts visitors from all over the world.

The map below shows Eastwood, identified by the red marker, and the surrounding areas as well as its proximity to the cities of Nottingham and Derby.

Map showing Eastwood & surrounding area



Source: Google Maps

1.2 Education

- **Schools** – According to data from Gov.uk Eastwood has several primary schools, including The Florence Nightingale Academy, Springbank Academy, and Lawrence View Primary and Nursery School. Eastwood also has a secondary school, Hall Park Academy.
- **Colleges** – The nearest college to Eastwood is Ilkeston College (Part of Derby College Group). Other colleges nearby include Bilborough College and Nottingham College.
- **Universities** - The closest universities are University of Nottingham (city campus) and Nottingham Trent University, with both being approximately 9.5 miles away. Followed by the University of Derby 12.6 miles away (Kedleston Road campus). *Source: Google Maps.*

1.3 Facilities

The nearest Leisure Centre to Eastwood is in Kimberley, however, there are a number of gyms in Eastwood as well as Coronation Park and Skatepark.

There is a Morrisons supermarket and a retail centre in the town. Shops include a post office, various takeaways / restaurants / coffee shops, beauty salons / barbers, estate agents, opticians, newsagents, off licences and pharmacists. *(Based on an analysis from Google maps).*

Furthermore, the Giltbrook Shopping Park is just 2 miles away and has approximately 25 retailers on site. A selection of which can be seen below:

- Ikea
- Marks and Spencer
- Mamas and Papas
- Pets at Home
- Nando's
- Decathlon
- Boots
- DFS

1.4 Transport

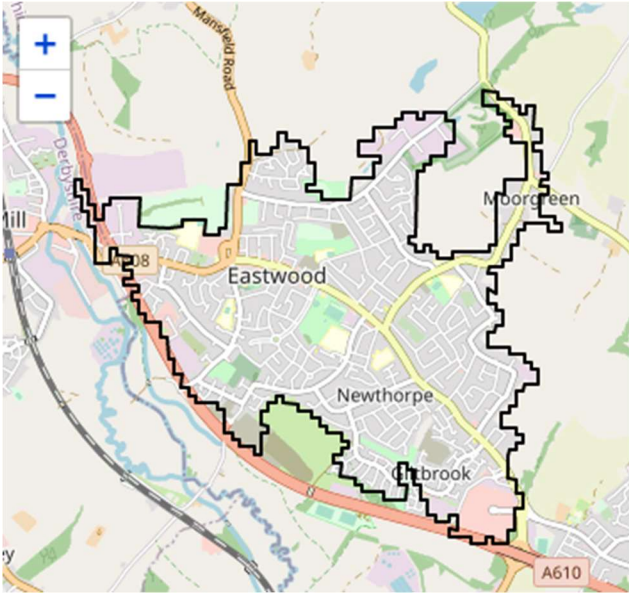
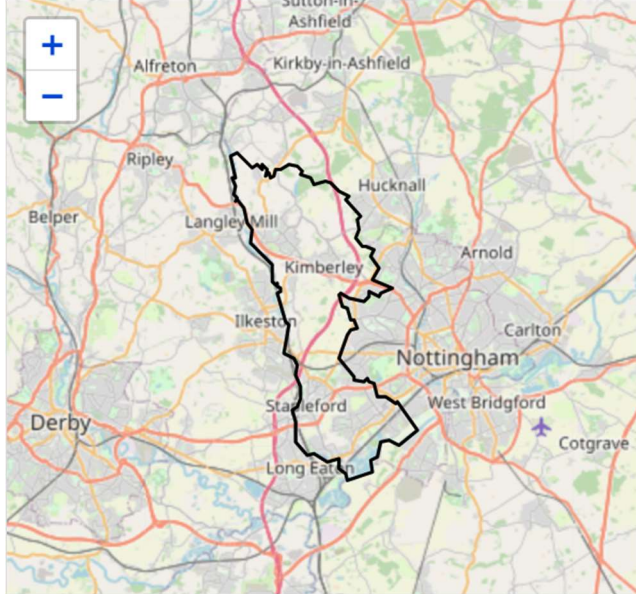
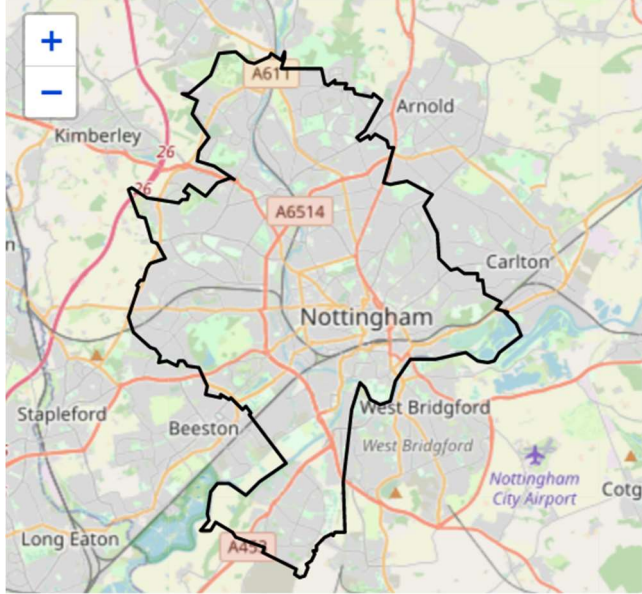
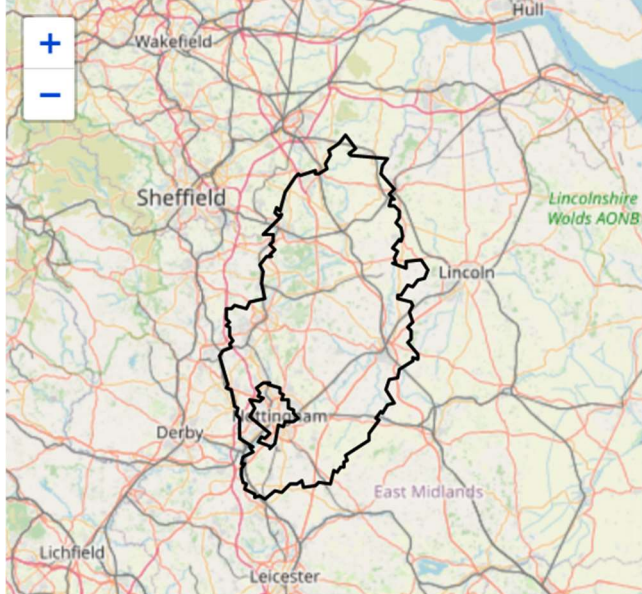
The nearest train station is at Langley Mill and just 1.3 miles from Eastwood, providing links to Nottingham in the South and Sheffield in the North.

Alternatively, Eastwood is located within close proximity to the A610, under a mile to the nearest junction. The M1 located approximately 5 miles away, providing links north and south. Also providing links via the A50 and A52 to Derby.

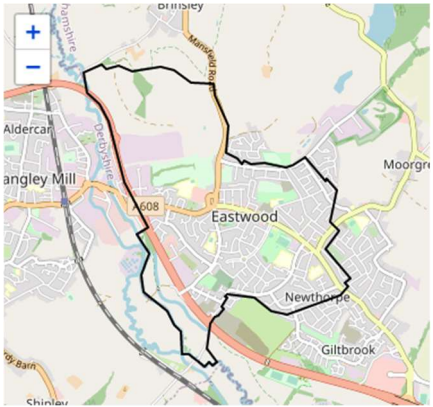
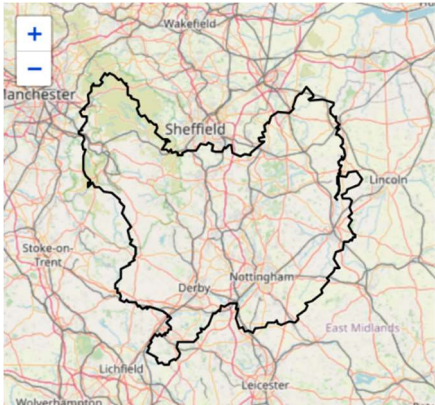
The Phoenix Park Tram Stop 6.4 miles away offering connections into Nottingham city centre and a large car park. Trams run into the city centre and back from 6am to 11pm every day, every 7 to 15 minutes, at a cost of £2.50 for a single journey, or £4.40 for a day pass. See later sections for more details on transport. *Source: Google Maps.*

2.0 The Study Area

This report sets out statistics, data, and analysis at various geographic levels. Below are maps identifying the boundaries of the key areas that are considered within the report, as well as a brief summary of the key demographics of those areas.

Area Boundaries discussed in report			
Eastwood (Built Up Area)	Broxtowe	Nottingham City	Nottinghamshire County
			
Key Demographics <ul style="list-style-type: none">• Total Population (2011) – 18,422• 16-64 Population (2011) – 11,720• Economically Active (2011) – 9,304• In Employment (2011) – 8,356• Unemployed (2011) – 658	Key Demographics <ul style="list-style-type: none">• Total Population (2020) – 114,600• 16-64 Population (2020) – 71,000• Economically Active (2020/21) – 55,400• In Employment (2020/21) – 51,600• Unemployed (2020/21) – 2,800• Job Density (2019) – 43,000 (0.60)	Key Demographics <ul style="list-style-type: none">• Total Population (2020) – 337,100• 16-64 Population (2020) – 235,400• Economically Active (2020/21) – 182,700• In Employment (2020/21) – 167,800• Unemployed (2020/21) – 13,500• Job Density (2019) – 223,000 (0.96)	Key Demographics <ul style="list-style-type: none">• Total Population (2020) – 833,400• 16-64 Population (2020) – 507,400• Economically Active (2020/21) – 393,900• In Employment (2020/21) – 372,400• Unemployed (2020/21) – 21,500• Job Density (2019) – 352,000 (0.70)

Source: Nomis

Other areas of interest	
Eastwood Parish	D2N2 LEP
	

Source: Nomis

Above are maps of two other areas discussed. The maps show the parish of Eastwood as well as the D2N2 LEP area which includes Nottingham, Nottinghamshire, Derby and Derbyshire. But for the most part, this report will concentrate on the geography in the above table

3.0 Policy and Strategy

A high-level analysis of policy and strategy has been undertaken to identify key themes/ ideas that need to be considered for the development of Eastwood. The analysis has considered the Broxtowe Corporate Plan, The Nottinghamshire County Council Your Nottinghamshire, Your Future Report, and the D2N2 Vision 2030 Report. No studies are available at the very local Eastwood level.

3.0 Policy and Strategic Context Analysis							
Plan/ Strategy	Community	Housing	Environment/ Green Space	Transport	Education/ Employment	Facilities	Business
Broxtowe Corporate Plan	<p>92% of residents want to see a reduction in anti-social behaviour in Broxtowe</p> <p>Broxtowe is a social mobility “cold spot”, ranking 270 out of 324 districts as of July 2016 – this needs addressing</p> <p>91% of residents want to see support for people with mental health problems or who are lonely, or have dementia</p> <p>Support is needed for volunteering initiatives and programmes in Broxtowe</p> <p>More activities for young people, especially in Eastwood</p>	<p>There is a backlog of house building delivery – new homes are needed</p> <p>There are over 1,990 people on the housing waiting list and on average it takes six months for a family of top priority to be housed in a Council property – this needs addressing</p> <p>There is a need to ensure that homes are safe and energy efficient</p> <p>Work needs to be done to prevent homelessness</p>	<p>90% of residents want to see an increase in recycling and composting</p> <p>There is a commitment to reducing the Borough's carbon emissions to net zero by 2027</p> <p>There is a need to invest in parks and open spaces and activities and events held within them</p>	<p>There is a need to improve the A610 corridor</p>	<p>The council aim to support skills development, apprenticeships, training opportunities and wellbeing in the workforce</p>	<p>Residents want to see the local authority generate income from commercial activity</p> <p>There is a need for investment in leisure facilities</p>	<p>There is a need to reduce town centre vacancy rates</p> <p>Redundant buildings need to be repurposed</p> <p>More business units are needed</p> <p>Support is needed for pop-up shops</p>
Nottinghamshire County Council - Your Nottinghamshire, Your Future	<p>A need for healthy life expectancy to increase – particularly in those areas where outcomes have previously been poor</p> <p>A need to improve outcomes for children, young people, and families</p> <p>A need for continued good quality, targeted youth services - young people need to be supported to have improved physical and mental health</p> <p>A need for communities to support each other through volunteering and involvement in local organisations</p>	<p>An aspiration to have people live in communities supported by good housing and infrastructure</p> <p>The need for families to live in good quality housing</p>	<p>Support is needed to enable local people to look after and enjoy the local environment</p>	<p>A need to improve roads and transport infrastructure with better connectivity across the county and region</p>	<p>Local people need to be supported to have the right skills to benefit from employment opportunities generated by major infrastructure developments</p> <p>There is a need for a flexible and varied workforce that is able to meet the needs of local businesses</p> <p>Support is needed to ensure that people leave education with better qualifications and skills and that fewer young people are not in education, employment, or training (NEET)</p> <p>Ensure more apprenticeships are available for people of all ages and graduates choose to stay in Nottinghamshire for work or further study</p>	<p>There is an aspiration for people to enjoy a wide range of leisure and cultural activities</p>	<p>High quality business accommodation is needed for businesses to start and grow in future</p> <p>The council are hoping for increased economic productivity across the county in future years</p>
D2N2 LEP – Vision 2030	<p>There is a need to empower communities across D2N2 as great places to live, work, study, and visit</p>	<p>There is a need to work in partnership to help local housing authorities deliver their ambitious targets for growth</p> <p>There is a need to support the promotion of modern methods of construction as a means of accelerating housing delivery</p>	<p>There is a need to maximise green spaces and considering their inclusion in future developments, as well as effective methods of using waste products such as food waste and plastics</p>	<p>There is a need to ensure transport connectivity to enable people to access job opportunities</p>	<p>A need to build an adaptable workforce, with the skills and knowledge that businesses need in order to be productive and competitive.</p> <p>A need to support those who are furthest away from the labour market to re-engage and move towards, and into work</p> <p>A need to move those in work to move up the escalator to more productive, better-paid jobs of the future</p>		<p>There is a need to realise the high-growth potential of productive business and grow the stock of high-value businesses in the area through start-ups, spin-outs and inward investment</p> <p>Support is needed to enable businesses to find the talent they need, take advantage of the core specialist capabilities in the knowledge base, and equip their workforce with the skills of the future</p>
Emerging Themes and Priorities	<p>Social mobility and improved outcomes for children, including youth services</p> <p>Antisocial behaviour</p> <p>Mental health, well-being, and healthy living</p> <p>Volunteering and community cohesion</p> <p>Improved outcomes for children, young people, and families, particularly those from more deprived backgrounds</p>	<p>New, high-quality homes</p> <p>New social housing</p> <p>Reduced homelessness</p>	<p>Environmental improvements</p> <p>Reducing carbon emissions</p> <p>Improving air quality</p>	<p>Improvements to road infrastructure</p> <p>Green infrastructure</p> <p>Better connectivity across the county.</p>	<p>Skills development</p> <p>Increased apprenticeships</p> <p>Training opportunities</p> <p>Increased job opportunities</p> <p>Support employees to move to higher skilled jobs.</p>	<p>Income generating investment</p> <p>Investment in culture and leisure</p>	<p>High quality business accommodation (Borough level)</p> <p>Repurposed redundant buildings</p> <p>Businesses units and popup shops</p> <p>Reduced town centre vacancy rates</p>

4.0 Local Residents

This section sets out the key demographics of local residents including population numbers, ages, and ethnicity. The analysis compares Eastwood, with Broxtowe, Nottingham city, Nottinghamshire, the D2N2 LEP area and nationally (England) to identify trends.

4.1 Data Sources

In some instances, data has had to be taken from the 2011 Census, although where possible more up to date sources have been used. Latest information from the ONS regarding the 2021 Census suggests that data will not be available until late Spring 2022.

4.2 Population

According to the Local Area Report, produced via Nomis¹, using data from the 2011 Census there was a total population of 18,422 people living within Eastwood as of 2011.

As of the 2011 Census there was a total population within Broxtowe of 109,487. This means that as of the 2011 Census period the population of Eastwood equated to 16.8% of the total population of the borough of Broxtowe.

The table below shows the estimated populations for the Eastwood built up area, Broxtowe, Nottingham City, Nottinghamshire and the D2N2 area for 2020 based on ONS Population Estimates².

Estimated Populations (2020)					
	Eastwood Built up area	Broxtowe	Nottingham City	Nottinghamshire	D2N2
Total Population	19,261	114,600	337,100	833,400	2,234,500
% of Broxtowe Population	16.8%	N/A	N/A	N/A	N/A
Source: ONS Population Estimates					

Whilst 2020 data is based on estimated figures rather than actuals, the data suggests the percentage of the population of Eastwood compared with the total for Broxtowe has remained the same, still equating to 16.8% of Broxtowe's population in 2020.

¹ [Local Area Report for Eastwood - Nomis](#)

² [ONS Population Estimates - 2020](#)

4.3 Population by Age

2011 Census data can be used to get a better understanding of the ages of those people living in Eastwood.

The table below shows the split between ages of Eastwood residents (a full breakdown of the wider area, including Broxtowe, Nottingham City, Nottinghamshire, and England is included in the appendices).

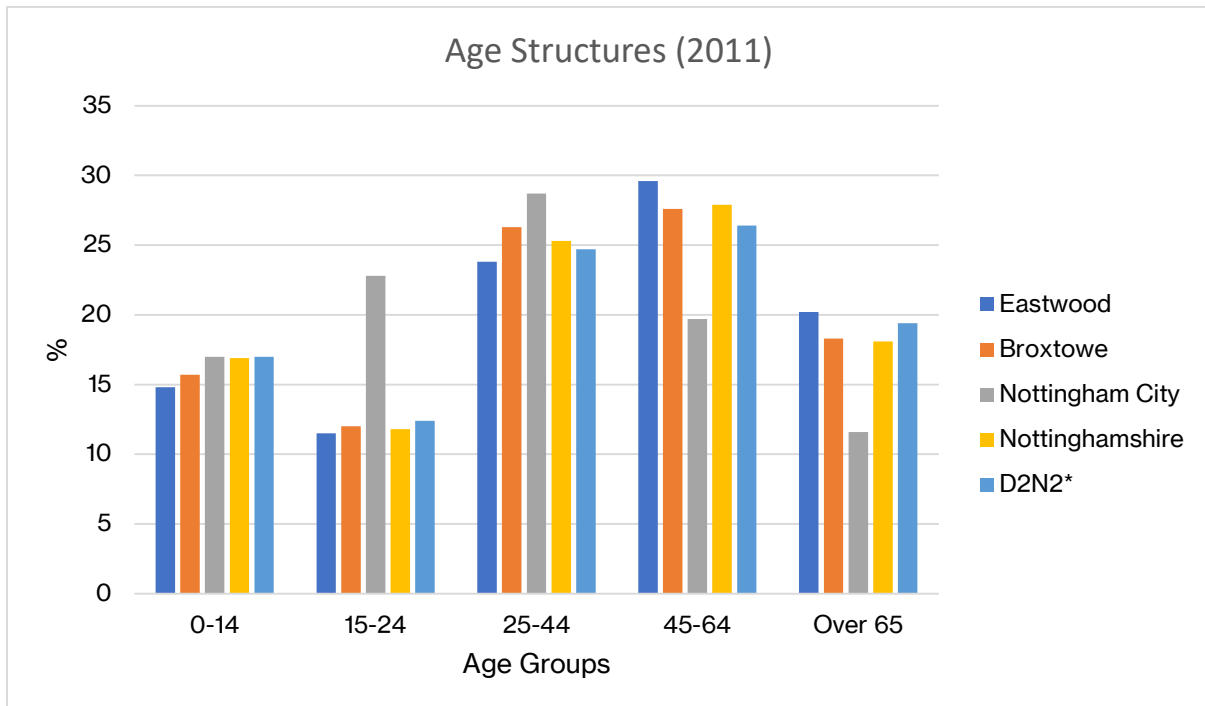
Age Breakdown for Eastwood Built Up Area		
Age Group	Actual	%
0 to 4	980	5.3
5 to 7	537	2.9
8 to 9	324	1.8
10 to 14	893	4.8
15	241	1.3
16 to 17	426	2.3
18 to 19	454	2.5
20 to 24	1,003	5.4
25 to 29	917	5.0
30 to 44	3,463	18.8
45 to 59	3,989	21.7
60 to 64	1,468	8.0
65 to 74	2,148	11.7
75 to 84	1,111	6.0
85 to 89	322	1.7
90 +	146	0.8
Total	18,422	100
Source: ONS Census 2011		

When comparing the Eastwood built up area with Broxtowe, Nottingham City, Nottinghamshire, the D2N2 LEP and England it indicates that Eastwood has a lower-than-average percentage of people in younger age groups (up to 14 years) at 14.8%.

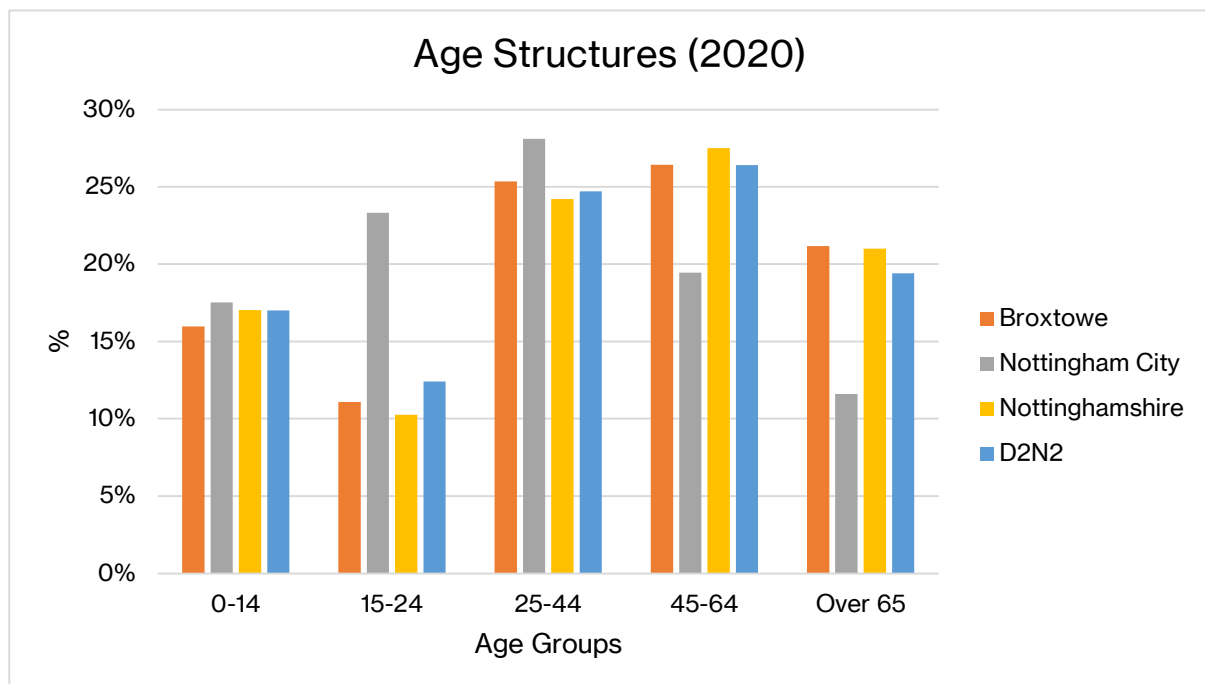
In addition, within key working age groups (ages 20-44) Eastwood again has a lower-than-average percentage of residents at 29.2% of the population.

However, Eastwood does have a higher-than-average percentage of people in the 45-59 (21.7%) and 65-74 (11.7%) age groups, when compared with the other areas.

The below chart shows a histogram of age structures for areas considered in this report from data gathered during the 2011 Census.



For comparison the chart below shows the age structures for 2020, taken from ONS mid-year population estimates. Due to latest census data not being available at this time there is no information at ward level for 2020.



4.3.1 Working Age Population

The table below provides data for the working age group (16-64) and the retired population (65+) for the key locations considered.

Populations by Specific Groups 2011						
	Eastwood Built up Area	Broxtowe	Nottingham City	Nottinghamshire	D2N2 LEP	England
Working Age (16-64)	63.6%	64.7%	70.1%	63.8%	62.5%	64.8%
Retired Population (65+)	20.2%	18.3%	11.6%	18.1%		16.4%
Source: ONS Census 2011						

The table shows the age breakdown in the Eastwood built up area from data collected during the 2011 Census. The 65+ age group accounts for 20.2% of the population. When comparing this with the borough of Broxtowe it is slightly larger, with Broxtowe having 18.3% of its' population aged 65+. However, it is much higher than that of Nottingham 11.6% and England 16.4%.

The working age (16-64) group is slightly lower than all areas other than the D2N2 LEP area. The largest gap in working age is with Nottingham City who have just over 70% of the population falling into this category.

4.4 Ethnicity

The table below shows the population of Eastwood built up area broken down by ethnicity and compared with other key areas.

Ethnicity 2011										
	Eastwood Built up Area		Broxtowe		Nottingham City		Nottinghamshire		England	
	Actual	%	Actual	%	Actual	%	Actual	%	Actual	%
White	18,103	98.3	101,538	92.7	219,698	71.5	750,803	95.5	45,281,142	85.4
Mixed/multiple ethnic groups	143	0.8	1,827	1.7	20,265	6.6	10,716	1.4	1,192,879	2.3
Asian/Asian British	136	0.7	4,503	4.1	40,039	13.1	17,139	2.2	4,143,403	7.8
Black/African/Caribbean/Black British	28	0.2	933	0.9	22,185	7.3	5,102	0.6	1,846,614	3.5
Other ethnic group	12	0.1	686	0.6	4,493	1.5	2,042	0.3	548,418	1
Source: ONS Census 2011 from Nomis										

The data shows that proportionately the number of white people in the Eastwood built up area during the 2011 Census was much greater than the other four areas considered.

The table shows that the percentage of Black, Asian and Minority communities (BAME) are all lower than for Broxtowe, Nottingham City, Nottinghamshire, and England. In particular, the Mixed, Asian, and Black groups are much more underrepresented in Eastwood compared with Nottingham City and nationally.

The Asian group is also much less represented in Eastwood compared with the wider borough of Broxtowe. Overall, the Eastwood built up area does not reflect the diversity across the nation as a whole.

5.0 Indices of Multiple Deprivation

The Indices of Deprivation are an important tool for identifying the most deprived and least deprived areas in England – areas across the country are ranked from 1 (most deprived) to 32,844 (least deprived). Local policy makers and communities can use this tool to ensure that their activities prioritise the areas with the greatest need for services.

The Indices of Deprivation 2019 provide a set of relative measures of deprivation for small areas (Lower-layer Super Output Areas) across England, based on seven different domains of deprivation:

- Income Deprivation
- Employment Deprivation
- Education, Skills and Training Deprivation
- Health and Disability Deprivation
- Crime Deprivation
- Barriers to Housing and Services Deprivation
- Living Environment Deprivation.

There are also sub-domains that fall within and are covered by those main seven areas of deprivation. These sub-domains are.

- Children and Young People
- Adult Skills
- Geographical Barriers
- Wider Barriers
- Indoors
- Outdoors.

Eleven Lower Layer Super Output Areas have been identified which encompass parts of the Eastwood built up area. These areas are.

E01028108 - 001D
E01028109 - 003A
E01028110 - 002A
E01028111 - 002B
E01028112 - 002C
E01028113 - 002D
E01028114 - 001E
E01028115 - 003B
E01028116 - 003C
E01028117 - 003D
E01028118 - 003E

These eleven areas are shown in the maps overleaf, along with a colour coded analysis showing how well domains in the specific LLSOAs are performing, ranked by either the most or least deprived.

5.1 Indices of Multiple Deprivation Analysis for Eastwood

The maps below break down Eastwood to the Lower Layer Super Output Areas. Each area is listed in the colour coded table on the following page. Additionally, deprivation maps of Eastwood in 2010, 2015 and 2019 are included to highlight changes in deprivation through the years.



Sources: Nomis & CDRC Maps

The table below gives a visual indication of where the different areas lie within each deprivation domain:

	Income	Employment	Education, Skills & Training	Health & Disability	Crime	Barriers to Housing & Services	Living Environment	Overall
E01028108001D	Top 50% least deprived	Top 50% Most deprived	Top 30% Most Deprived	Top 50% Most deprived	Top 30% least deprived	Top 20% least deprived	Top 40% least deprived	Top 50% least deprived
E01028109003A	50% Average	Top 40% most deprived	Top 40% most deprived	Top 30% least deprived	Top 50% least deprived	Top 10% least deprived	Top 50% least deprived	Top 50% least deprived
E01028110002A	Top 10% most deprived area	Top 10% most deprived area	Top 10% most deprived area	Top 20% most deprived	Top 30% Most Deprived	Top 10% least deprived	Top 40% least deprived	Top 20% most deprived
E01028111002B	Top 30% Most Deprived	Top 20% Most Deprived	Top 30% Most Deprived	Top 50% Most deprived	Top 50% Most deprived	Top 20% least deprived	Top 30% least deprived	Top 40% Most Deprived
E01028112002C	Top 20% most deprived	Top 10% most deprived area	Top 30% Most Deprived	Top 20% Most Deprived	Top 10% most deprived area	Top 10% least deprived	Top 50% least deprived	Top 20% most deprived
E01028113002D	Top 20% most deprived	Top 10% most deprived area	Top 10% most deprived area	Top 20% most deprived	Top 20% most deprived	Top 10% least deprived	Top 30% least deprived	Top 20% most deprived
E01028114001E	Top 40% Most Deprived	Top 40% Most Deprived	Top 40% Most Deprived	Top 20% most deprived	Top 50% least deprived	Top 10% least deprived	Top 50% Most deprived	Top 40% Most Deprived
E01028115003B	Top 30% least deprived	Top 40% least deprived	Top 50% Most deprived	Top 40% least deprived	Top 40% least deprived	Top 10% least deprived	Top 20% least deprived	Top 20% least deprived
E01028116003C	Top 40% least deprived	Top 50% least deprived	Top 50% Most deprived	Top 40% least deprived	Top 30% least deprived	Top 10% least deprived	Top 40% least deprived	Top 30% least deprived
E01028117003D	Top 30% least deprived	Top 30% least deprived	Top 40% least deprived	Top 40% least deprived	Top 20% least deprived	Top 30% least deprived	Top 20% least deprived	Top 20% least deprived
E01028118003E	Top 30% least deprived	Top 50% least deprived	Top 40% least deprived	Top 40% least deprived	Top 30% least deprived	Top 40% least deprived	Top 30% least deprived	Top 30% least deprived

Source: <https://fryford.github.io/imdmap/>

5.2 Deprivation Analysis

The table below summarises the key finding of the analysis. Additional detail can be found in the appendices. Additional information regarding some of the key themes, such as crime, health etc are included in more detail in later sections.

Measure	Findings
All Measures	<p>In considering all of the different measures, Eastwood is evenly split between being the most and least deprived when considering all of the Lower Layer Super Output Areas. Six of the eleven falling into the top 50% least deprived, with areas 115 and 117 in the top 20% least deprived. However, five of the eleven fall within the top 40% most deprived, and areas 110, 112 and 113 all within the top 20% most deprived areas in England. This shows that across the whole of Eastwood there are conflicting issues for the different areas.</p> <p>According to data from the Local Government Association³ for 2019 Eastwood St Mary's is the most deprived ward in Broxtowe. This ward includes parts of Lower Layer Super Output Areas (LLSOAs) 110, 111, and 112.</p> <p>The second most deprived ward in Broxtowe is also in Eastwood, the Eastwood Hilltop Ward. This ward comprises parts of the Lower Layer Super Output Areas 114, 113, and 109.</p> <p>As a positive, regarding housing, seven of the LLSOAs are within the top 10% least deprived areas in Eastwood.</p>
Income	The Income Deprivation Domain measures the proportion of the population in an area experiencing deprivation relating to low income. Six super output areas are in the top 50% most deprived, with 110, 112, and 113 in the top 20% and 110 falling in the top 10% most deprived areas nationally for this domain.
Employment	The Employment Deprivation Domain measures the proportion of the working age population in an area involuntarily excluded from the labour market. Areas 108, 109, 110, 111, 112, 113 and 114 all fall below within the 50% most deprived. In particular, 110, 112, and 113 all fall in the top 10 most deprived areas.
Education, Skills and Training	The Education, Skills and Training Domain measures the lack of attainment and skills in the local population. All areas except 117 and 118 fall into the 50% most deprived areas in England. Areas 110 and 113 in particular are in the top 10% most deprived.
Children and Young People	In relation to the education of Children and Young People specifically, 113 is in the top 10% most deprived and 110 in the top 20% most deprived. Areas 115, 116, 117 and 118 are around the 20% - 30% least deprived areas nationally.

³ LGA

Measure	Findings
Adult Skills	For Adult Skills this measures the proportion of working age adults with no or low qualifications and the proportion of working age adults who cannot speak English or cannot speak English well. Almost all areas are in the top 50% most deprived nationally for this domain, with 117 being the exception. 110 and 113 are both in the top 10% most deprived, with three other areas falling in the top 20%. (See appendices for sub domain tables).
Health and Disability	The Health and Disability Domain measures the risk of premature death and the impairment of quality of life through poor physical or mental health. Overall, Eastwood has the majority of its LLSOAs falling within the top 50% most deprived. Specifically, areas 110, 112, 113, and 114 all lying in the top 20% most deprived areas in England.
Crime	The Crime Domain measures the risk of personal and material victimisation at local level in four ways: Violence, Burglary, Theft and Criminal damage. Four areas 110, 111, 112 and 113 are all in the top 50% most deprived. With 112 in the top 10% most deprived and 113 in the top 20%.
Barriers to Housing and Services	The Barriers to Housing and Services Domain measures the physical and financial accessibility of housing and local services. The indicators fall into two sub-domains: 'geographical barriers', which relate to the physical proximity of local services, and 'wider barriers' which include issues relating to access to housing such as affordability. Overall, all areas in Eastwood score well against this domain. However, when considering the geographical barriers alone, 118 is in the top 30% most deprived, and 117 is in the top 31% most deprived.
Living Environment	<p>The Living Environment Deprivation Domain measures the quality of the local environment. The indicators fall into two sub-domains. The 'indoors' living environment measures the quality of housing, while the 'outdoors' living environment contains measures of air quality and road traffic accidents. Overall, Eastwood performs relatively well for this domain with only one area, 114, falling in the top 50% most deprived.</p> <p>When considering the sub-domains for the indoor environment, 114 falls within the top 50% most deprived. Followed closely by area 112 that falls within the top 52% most deprived areas.</p> <p>For outdoor environment five areas fall in the 40% most deprived, these are 109, 112, 113, 114, and 118.</p>

5.2.1 Key challenges

Stand out areas where Eastwood can look to improve are employment, education, and health. Likewise, the income metric is in the top 50% most deprived areas for over half of the LLSOAs. Three of these within the top 30% most deprived.

6.0 Homelessness

This section considers homelessness data as published by the Ministry of Housing, Communities and Local Government. It focuses on information covering April 2020 – March 2021.

The information is derived from a dataset assessing the level of statutory homelessness duties owed in a local authority – i.e., for each local authority, there are a number of ‘households’ (whether that be an individual or a family) that are at risk of, or are already, homeless.

Those who are on the local authority’s radar as being *at risk* of being homeless are categorised under a ‘prevention’ duty; those who are *already homeless* are categorised under a ‘relief’ duty.

6.1 Broxtowe Borough Council Homelessness Data Summary

There were between 218 and 232 households assessed as being at risk or already homeless in the area covered by Broxtowe Borough Council between April 2020 – March 2021. (*Dependant on the dataset used*)

Of these:

- 28.9% indicated that they were living as homeless in the Broxtowe area
- 65.1% were threatened with homelessness (prevention duty owed)

Amongst these households, the top three most common reasons for loss of last settled home were:

- Family or friends no longer willing or able to accommodate (30.3%)
- End of private rented tenancy – assured shorthold (15.6%)
- Non-violent relationship breakdown with partner (7.8%)

6.2 Age

The table below show the age of those who are homeless or at risk of being homeless in Broxtowe (where data is available).

Age	
Age	Number
16-17	-
18-24	62 (28.4%)
25-34	64 (29.4%)
35-44	46 (21.1%)
45-54	28 (12.8%)
55-64	13 (6.0%)
65-74	2 (0.9%)
75+	3 (1.4%)

There is a significantly higher proportion of people aged 18-24 and 25-34 who were owed a prevention or relief duty in the assessed household.

6.3 Household Types – Homelessness at Broxtowe, Nottingham City, East Midlands, and England Level

The table below show the levels of prevention (households at risk of homelessness) and relief (already homeless) interventions provided by Broxtowe Borough Council regarding types of households and accommodation at time of prevention/relief duties being allocated by the Council. The table also provides comparisons with Nottingham city, the East Midlands and England.

Local, Regional and National Homelessness Data 2020/21									
	Household	Broxtowe		Nottingham City		East Midlands		England	
		Prevention (151 households at risk of being homeless)	Relief (67 Already homeless & owed relief)	Prevention (923 households at risk of being homeless)	Relief (1,845 Already homeless & owed relief)	Prevention (9,310 At risk of being homeless)	Relief (10,870 Already homeless & owed relief)	Prevention (119,400 households At risk of being homeless)	Relief (149,160 Already homeless & owed relief)
Household types owed a prevention/relief duty	Single parent with dependent children	<ul style="list-style-type: none"> Male – 5 (3.3%) Female – 41 (27.2%) 	<ul style="list-style-type: none"> Male – 2 (3%) Female – 7 (10.4%) 	<ul style="list-style-type: none"> Male – 19 (2%) Female - 310 (33.6%) Other – 4 (0.4%) 	<ul style="list-style-type: none"> Male – 27 (1.5%) Female - 294 (15.9%) Other – 14 (0.8%) 	<ul style="list-style-type: none"> Male – 240 (2.6%) Female - 2,480 (26.6%) Other – 30 (0.3%) 	<ul style="list-style-type: none"> Male – 190 (1.7%) Female - 1,720 (15.8%) Other – 10 (0.09%) 	<ul style="list-style-type: none"> Male – 3,270 (2.7%) Female - 30,850 (25.8%) Other – 320 (0.3%) 	<ul style="list-style-type: none"> Male – 2,850 (1.9%) Female - 21,950 (14.7%) Other – 110 (0.07%)
	Single adult	<ul style="list-style-type: none"> Male – 49 (32.5%) Female – 39 (25.8%) 	<ul style="list-style-type: none"> Male – 41 (61.2%) Female – 10 (14.9%) 	<ul style="list-style-type: none"> Male - 266 (28.8%) Female - 166 (18%) 	<ul style="list-style-type: none"> Male - 959 (52%) Female - 431 (23.4%) 	<ul style="list-style-type: none"> Male - 3,050 (32.8%) Female - 2,030 (21.8%) Other – 70 (0.8%) 	<ul style="list-style-type: none"> Male - 5,790 (53.3%) Female - 2,280 (21%) Other – 150 (1.4) 	<ul style="list-style-type: none"> Male - 37,790 (31.6%) Female - 27,490 (23%) Other – 540 (0.5%) 	<ul style="list-style-type: none"> Male - 80,130 (53.7%) Female - 32,280 (21.6%) Other – 800 (0.5%)
	Couple with dependent children	10 (6.6%)	5 (7.5%)	111 (12%)	62 (3.4%)	770 (8.3%)	300 (2.8%)	9,750 (8.2%)	4,440 (3%)
	Couple/two adults without dependent children	6 (4.0%)	2 (3%)	30 (3.3%)	47 (2.5%)	470 (5%)	370 (3.4%)	6,940 (5.8%)	5,670 (3.8%)
	Three or more adults with dependent children	1 (0.7%)	-	11 (1.2%)	4 (0.2%)	90 (1%)	30 (0.3%)	1,180 (1%)	400 (0.3%)
	Three or more adults without dependent children	-	-	6 (0.7%)	4 (0.2%)	80 (0.9%)	30 (0.3%)	1,230 (1%)	490 (0.3%)

6.4 Support Needs of Households that are Classed at Either Prevention of Relief

The table below indicates the support needs of the households during the prevention and/or relief stages, for Broxtowe, Nottingham City and the East Midlands.

Support Needs of Households			
	Broxtowe	Nottingham City	East Midlands
Need	Number of Support Needs (222)	Number of Support Needs (3,373)	Number of Support Needs (22,870)
History of mental health problems	60 (27%)	558 (16.5%)	5,300 (23.2%)
Physical ill health & disability	23 (10.4%)	330 (9.8%)	3,030 (13.2%)
At risk of/has experienced domestic abuse	21 (9.5%)	325 (9.6%)	2,450 (10.7%)
Offending history	15 (6.8%)	320 (9.5%)	2,440 (10.7%)
History of repeat homelessness	10 (4.5%)	284 (8.4%)	1,430 (6.3%)
Drug dependency	16 (7.2%)	228 (6.8%)	1,790 (7.8%)
History of rough sleeping	6 (2.7%)	305 (9.0%)	1,180 (5.2%)
Alcohol dependency	11 (5.0%)	130 (3.9%)	1,060 (4.6%)
Learning disability	8 (3.6%)	93 (2.8%)	910 (4%)
Young person aged 18-25 years requiring support to manage independently	24 (10.8%)	114 (3.4%)	600 (2.6%)
Access to education, employment, or training	7 (3.2%)	371 (11%)	500 (2.2%)
At risk of/has experienced sexual abuse/exploitation	5 (2.3%)	54 (1.6%)	410 (1.8%)
Old age	3 (1.4%)	16 (0.5%)	160 (0.7%)
Care leaver aged 21+ years	3 (1.4%)	40 (1.2%)	290 (1.3%)
Care leaver aged 18-20 years	4 (1.8%)	25 (0.7%)	290 (1.3%)
Young parent requiring support to manage independently	5 (2.3%)	43 (1.3%)	180 (0.8%)
Former asylum seeker	1 (0.5%)	61 (1.8%)	190 (0.8%)
Young Person aged 16-17 years	0 (0%)	27 (0.8%)	110 (0.5%)
At risk of / has experienced abuse (non-domestic abuse)	0 (0%)	43 (1.3%)	460 (2%)
Served in HM Forces	0 (0%)	6 (0.2%)	90 (0.4%)
Total	222 (100%)	3,373 (100%)	22,870 (100%)
Source: Gov.uk			

The top three support needs for households at the prevention/relief stages of homelessness in the Broxtowe area between April 2020 – March 2021 were: History of mental health problems, young person aged 18-25 years requiring support to manage independently, and physical ill health & disability.

6.4.1 Key Findings - Homelessness

- It is clear that a priority for Broxtowe Borough Council is preventing homelessness for households with dependent children. By the relief stage, the majority of single parents with dependent children at risk of being made homeless had been provided with a preventative measure, be that securing a fixed or temporary residential address.
- Single females at risk of homelessness in Broxtowe appear to be dealt with as a key priority, with 29 being provided with a preventative duty prior to the 56-day limit being completed and meaning that they did not have to be progressed to the relief stage.
- Across all three areas, the issue with single male homelessness is the most prominent factor in all the data. For each area's prevention stage, the number of single males requiring a relief duty (i.e., already homeless) is significantly higher than any other household type. The same was found in Broxtowe Borough Council.

7.0 Health

Four areas of Eastwood, E01028110 002A, E01028112 002C, E01028113 002D, & E01028114 001E fall into the top 40% most deprived areas for Health and Disability Deprivation. Additional analysis has been undertaken in this section to build up a bigger picture with regards to health.

7.1 Health Figures as at the 2011 Census

The table below shows the health of the population of Eastwood built up area compared with the other areas as at the 2011 census. The table compares levels of health as assessed by residents themselves.

Health 2011					
	Eastwood Built up Area %	Broxtowe %	Nottingham City %	Nottinghamshire %	England %
Very Good Health	40.1	45.5	46.1	44.8	47.2
Good Health	36	35	33.8	34.4	34.2
Fair Health	16.6	14.3	13.6	14.8	13.1
Bad Health	5.8	4.1	4.9	4.7	4.2
Very Bad Health	1.4	1.1	1.5	1.3	1.2

Source: ONS 2011 Census through Nomis

The table shows:

- During the 2011 census a lower percentage of people reported having very good health than in Broxtowe and the rest of the areas considered.
- More residents reported good or fair health compared with Broxtowe, Nottingham City, Nottinghamshire, and England.
- Compared with Broxtowe, 7.2% of people in total from Eastwood reported that they have either bad health or very bad health. Compared with 5.2% from Broxtowe, 6.4% from Nottingham City, 6% from Nottinghamshire and 5.4% nationally.

7.2 Health - Broxtowe Level

More recent health data is available from 2019 (pre Covid-19) at the Broxtowe level. *Source: PHE, Local Authority Health Profile.* Data shows that as of 2019:

- The health of people in Broxtowe was generally better than the England average.
- Life expectancy for men was higher than the England average.
- In Year 6, 17.2% (193) of children were classified as obese, better than the average for England.
- Levels of teenage pregnancy are lower than the England average.

The rate for alcohol-related harm hospital admissions was worse than the average for England.

7.3 Health – Social Prescribing

A report prepared by NHS Nottingham & Nottinghamshire Clinical Commissioning Group to inform proposals for Durban House in Eastwood identified that since its start in January 2020, the local social prescribing service has seen a huge number of referrals for a wide range of reasons across the whole of Broxtowe.

Data around the number of those struggling with loneliness and isolation in Eastwood isn't readily available, however Social Prescribers have seen an increase in the number of referrals for support with loneliness and isolation with 60% in the six months from January 2021 citing it as a primary or secondary reason for referral.

The report highlights that there is a clear disparity between the figures for onward referrals undertaken by the social prescribers within the Eastwood neighbourhood compared to those in Beeston. In the six months from January 2021 in Eastwood, the service made 40 onward referrals to community groups compared to 171 in the Beeston neighbourhood. The same is true when looking at mental health referrals with 142 being made in Beeston and only 41 in Eastwood for the same period. Even taking into consideration other variables such as the volume of referrals in Beeston being higher (16% more than Eastwood) and the individual needs of each patient, these figures shows a stark inequality between the accessibility of services across the borough.

8.0 Education, Skills and Social Mobility

This section investigates education and skills in the area in more detail. It also considers data available from the Social Mobility Index.

8.1 Skills Levels

Data relating to the skill level of residents over the age of 16 for Eastwood is currently only available from the 2011 Census.

Qualifications Skill Levels of Residents – 2011								
	Eastwood Built up Area		Broxtowe		Nottingham City		Nottinghamshire	
	Actual	%	Actual	%	Actual	%	Actual	%
No Qualifications	4,730	30.6	21,031	23.1	63,991	25.6	164,078	25.5
Other Qualifications	640	4.1	3,386	4.2	16,160	6.5	28,175	4.4
Apprenticeships	805	5.2	4,079	4.5	5,715	2.3	26,339	4.1
NVQ1 and above	2,454	15.9	11,721	12.9	30,619	12.2	90,103	14
NVQ2 and above	2,529	16.4	13,547	14.9	32,333	12.9	101,637	15.8
NVQ3 and above	1,837	11.9	11,046	12.1	46,411	18.6	78,530	12.2
NVQ4 and above	2,452	15.9	25,678	28.2	54,875	21.9	154,618	24
Source: Nomis – ONS Census 2011								

Key findings from the table show:

- As of 2011 there was a significantly higher percentage of residents in Eastwood with no qualifications than in Broxtowe as a whole, and the other areas discussed.
- As of 2011 there was a significantly higher percentage of residents in Eastwood with an apprenticeship than the wider Broxtowe area and the rest of the county.
- Both NVQ levels 3 and 4 are lower than the three other areas considered. Although the gap between NVQ level 4 is much greater between Eastwood and Broxtowe, the City of Nottingham and Nottinghamshire than the gap with NVQ level 3. Suggesting there are barriers for the people of Eastwood in gaining access to university level education.

8.2 Social Mobility

The latest social mobility dataset was published in June 2016 by HM Government. The Social Mobility Index compares the chances that a child from a disadvantaged background will do well at school and get a good job across each of the 324 local authority district areas of England. It examines a range of measures including the educational outcomes achieved by young people from disadvantaged backgrounds and the local job and housing markets to shed light on which are the best and worst places in England in terms of the opportunities young people from poorer backgrounds have to succeed.

The social mobility index is described as a way to help inform national and local policymakers and to encourage them to take action in tackling “social mobility cold spots” – where outcomes are relatively bad - drawing on the successes of social mobility hot spots where they are relatively good.

According to data from gov.uk⁴ Broxtowe is a social mobility cold spot, ranked 270 out 324 local authority districts.

The table over the page shows how Broxtowe compares to other local areas based on the following factors:

Early Years Indicators

- Percentage of nursery providers rated 'outstanding' or 'good' by Ofsted
- Percentage of children eligible for free school meals (FSM) achieving a 'good level of development' at the end of Early Years Foundation Stage

School Indicators

- Percentage of children eligible for FSM attending a primary school rated 'outstanding' or 'good' by Ofsted
- Percentage of children eligible for FSM attending a secondary school rated 'outstanding' or 'good' by Ofsted
- Percentage of children eligible for FSM achieving at least a level 4 in reading, writing and maths at the end of Key Stage 2
- Percentage of children eligible for FSM achieving 5 good GCSEs including English and maths

Youth Indicators

- Percentage of young people eligible for FSM that are not in education, employment, or training one year after completing their GCSEs
- Average points score per entry for young people eligible for FSM at age 15 taking A-level or equivalent qualifications
- Percentage of young people eligible for FSM at age 15 achieving 2 or more A-levels or equivalent qualifications by the age of 19
- Percentage of young people eligible for FSM at age 15 entering higher education by the age of 19

⁴ [Gov.uk](https://gov.uk)

Adulthood Indicators

- Median weekly salary of employees who live in the local area
- Average house prices compared to median annual salary of employees who live in the local area
- % Of people that live in the local area who are in managerial and professional occupations (SOC 1 and 2)
- % Of jobs that are paid less than the applicable Living Wage Foundation living wage
- % Of families with children who own their home

Social Mobility Index - Weighted Scores and Rankings	Overall rankings (out of the 324 Local Authority districts)				
	Overall	Early years Indicators	School Indicators	Youth Indicators	Adulthood Indicators
Local Authority Name					
Rushcliffe	44	308	3	246	2
Gedling	204	263	113	281	106
Bassetlaw	230	222	62	314	250
Broxtowe	270	269	295	223	90
Ashfield	289	303	193	311	140
Newark and Sherwood	313	283	269	312	222
Mansfield	317	281	188	313	311
Source: Gov.uk					

The table shows that whilst Broxtowe scores reasonably well for the adult based indicators, it scores poorly in terms of the early years, school, and youth indicators.

This suggests that investment is needed in the areas of children and young people. This could include investment in projects that support education, raise aspirations or link children and young people into colleges, universities, and employers.

9.0 Employment, Wages and Jobs

As part of the Indices of Multiple Deprivation analysis, data showed that at the lower layer super output area six super output areas in Eastwood were in the top 50% most deprived areas nationally for income deprivation. Two of those were in the top 20% most deprived and another fell in the top 10% most deprived. Further still three of those areas fell inside the top 10% most deprived areas for employment deprivation too.

Below we have provided some additional detail with regards to employment, wages, and job vacancies to further understand the situation.

9.1 Employment

The table below shows employment data, including information on the self-employed and the unemployed for Broxtowe, Nottingham city, Nottinghamshire, D2N2 LEP, and England between July 2020 and June 2021.

Employment July 2020 – June 2021										
	Broxtowe		Nottingham City		Nottinghamshire		D2N2 LEP		England***	
	Actual	%	Actual	%	Actual	%	Actual	%	Actual	%
In Employment 16+	51,600	72.6	167,800	73.8	372,400	71.9	1,050,600	74	27,427,000	75.6
Self Employed*	4,200	5.7	13,100	5.7	43,400	8	118,400	7.8	N/A	9.6
Unemployed**	2,800	5.2	13,500	7.4	21,500	5.5	61,600	5.5	1,289,000	4.5
Source: ONS Annual Population Survey										
* numbers are for those aged 16 and over, % are for those aged 16-64										
** numbers and % are for those aged 16 and over. % is a proportion of economically active										
*** Labour Force Survey Jun 20-Aug 21										

The data shows that although Broxtowe has a higher rate of 'In Employment' residents than the county, when the figures of the 'Self Employed' residents are included Broxtowe actually has a lower employment rate than all the areas compared.

Unemployment during this period sits at 5.2% which is lower than both the City, County, and LEP area levels. Although higher than the national average.

As a 'snapshot' of employment in Eastwood, using data from the 2011 Census shows that residents in employment (16–74-year-olds) was lower (60.3%) than that of the Borough (62.9%), and the National Figures (62.1%). Although higher than that of the City (48.6%). Furthermore, during the 2011 Census, male 'In Employment' figures was lower than both Broxtowe and the national figures at 64.9% for Eastwood, the Borough at 66.8% and England at 66.7%. But higher than the figures for Nottingham City (51.6%). Similarly, female 'In Employment' figures performed the same with it being lower than both Broxtowe (59%) and national (57.6%) compared with 55.6% for Eastwood. Again, performing better than the City at 45.5%.

9.2 Employment by Occupation

The table below provides a 'snapshot' of employment by occupation in 2011 for Eastwood. The data is for all usual residents aged 16 to 74 in employment.

In 2011 those working in Skilled Trade Occupations were the largest group in Eastwood (15.3%), followed by Administrative and Secretarial Occupations (12%), and Elementary Occupations (11.7%). A slightly lower than average percentage of the workforce living in Eastwood are in 'Managers, Directors and Senior Official' occupations (9%) than Broxtowe, Nottinghamshire, and England. Although higher than that of Nottingham City. Professional Occupations in Eastwood (11%) are significantly lower than the other four areas considered. People employed within the Process Plant and Machine Operatives sectors are a larger group in Eastwood (10.3%) than the other areas.

Employment by Occupation – 2011										
Occupations	Eastwood Built up Area		Broxtowe		Nottingham City		Nottinghamshire		England	
	Actual	%	Actual	%	Actual	%	Actual	%	Actual	%
Managers, directors, and senior officials	770	9.0	5,334	10	9,055	7.3	40,479	10.8	2,734,900	10.9
Professional occupations	942	11.0	10,903	20.5	19,437	15.8	60,735	16.2	4,400,375	17.5
Associate professional and technical occupations	920	10.7	6,540	12.3	13,232	10.7	42,913	11.4	3,219,067	12.8
Administrative and secretarial occupations	1,032	12.0	6,266	11.8	11,942	9.7	41,693	11.1	2,883,230	11.5
Skilled trades occupations	1,314	15.3	5,961	11.2	11,831	9.6	46,166	12.3	2,858,680	11.4
Caring, leisure and other service occupations	754	8.8	4,208	7.9	12,616	10.2	35,301	9.4	2,348,650	9.3
Sales and customer service occupations	968	11.3	4,523	8.5	13,540	11	31,693	8.4	2,117,477	8.4
Process plant and machine operatives	880	10.3	3,981	7.5	10,765	8.7	32,051	8.5	1,808,024	7.2
Elementary occupations	1,003	11.7	5,469	10.3	20,800	16.9	44,164	11.8	2,792,318	11.1
Source: Nomis										

9.3 Employment by Sector

Data in the table below was collected from the Business Register and Employment Survey (BRES) and filtered down to show employment figures by sector in lower-super-output-areas for Eastwood in 2020. The data shows the total employee (people working in Eastwood) jobs excluding farm-based agriculture. Employee jobs also excludes self-employed, government supported trainees and HM Forces.

Showing employment by sector highlights that the largest sector in Eastwood was the wholesale and retail trade; repair of motor vehicles and motorcycles sector, accounting for 34% of the total, followed by manufacturing at 18.5% and the transport and storage sector with 9.2%. These three sectors in Eastwood all have a higher percentage rate than those in Broxtowe, Nottinghamshire, the D2N2 areas. As well as nationally.

It is not considered sustainable to have such a large representation in a one or two sectors. If one of those sectors collapsed it could have severe impacts on the area and account for a large amount of job losses and loss of revenue into the local community.

The area described as Eastwood includes all the Lower Layer Super Output areas of E01028108, E01028109, E01028110, E01028111, E01028112, E01028113, E01028114, E01028115, E01028116, E01028117, E01028118 to ensure the whole area was captured within the data provided within the BRES data available.

Employment by Sector - 2020										
	Eastwood 2020 Lower Super Output Areas		Broxtowe 2020		Nottinghamshire 2020		D2N2 LEP 2020		England 2019	
	Actual	%	Actual	%	Actual	%	Actual	%	Actual	%
Total	5,935	-	35,610	-	294,500	-	907,500	-	29,466,000	-
Mining and quarrying	10	0.2	10	0	250	0.1	1,500	0.2	25,000	0.1
Manufacturing	1,100	18.5	5,000	14	38,000	12.9	121,000	13.3	2,122,000	7.2
Electricity, gas, steam, and air conditioning supply	0	0	600	1.7	2,250	0.8	6,000	0.7	118,000	0.4
Water supply; sewerage, waste management and remediation activities	0	0	50	0.1	1,500	0.5	5,000	0.6	180,000	0.6
Construction	240	4.0	2,500	7	19,000	6.5	44,000	4.8	1,967,000	6.8
Wholesale and retail trade; repair of motor vehicles and motorcycles	2,020	34	7,000	19.7	49,000	16.6	143,000	15.8	4,138,000	14
Transport and storage	545	9.2	1,750	4.9	17,000	5.8	48,000	5.3	1,583,000	5.4
Accommodation and food service activities	310	5.2	2,250	6.3	20,000	6.8	62,000	6.8	1,973,000	6.7
Information and communication	115	1.9	1,500	4.2	10,000	3.4	33,000	3.6	1,265,000	4.3
Financial and insurance activities	35	0.6	450	1.3	2,500	0.8	12,000	1.3	992,000	3.4
Real estate activities	35	0.6	500	1.4	4,500	1.5	17,000	1.9	576,000	2
Professional, scientific, and technical activities	335	5.6	3,500	9.8	20,000	6.8	66,000	7.3	2,874,000	9.8
Administrative and support service activities	60	1.0	1,500	4.2	17,000	5.8	57,000	6.3	2,567,000	8.7
Public administration and defence; compulsory social security	40	0.7	900	2.5	12,000	4.1	40,000	4.4	1,286,000	4.4
Education	430	7.3	3,000	8.4	27,000	9.2	85,000	9.4	2,483,000	8.4
Human health and social work activities	430	7.3	3,500	9.8	43,000	14.6	134,000	14.8	3,732,000	12.7
Arts, Entertainment, & Recreation	230	3.9	800	2.2	7,000	2.4	20,000	2.2	798,000	2.7
Other Service Activities	N/A	N/A	800	2.2	4,500	1.5	13,000	1.4	787,000	2.7

Source: Nomis - Business Register and Employment Survey

9.4 Job Vacancies

The table below provides information on the number of jobs advertised in specific sectors at a distance of 5, 10, and 25 miles from Eastwood, using the Indeed online job search function. We can see from the data, that the area 5 miles from Eastwood is generally in line with both the 10-mile and 25-mile radius in terms of the percentage of jobs being advertised in each sector. Except for Manufacturing and Utilities being higher within 5 miles of Eastwood. This corresponds with Manufacturing being one of the largest sectors in Eastwood.

Job Vacancies – December 2021						
Sectors	Jobs advertised within 5 miles of Eastwood		Jobs advertised within 10 miles of Eastwood		Jobs advertised within 25 miles of Eastwood	
	No	%	No	%	No	%
Community & Social Care	185	14.5%	1251	11.9%	2703	12.6%
Healthcare	171	13.4%	1293	12.3%	2607	12.2%
Sales, Retail & Customer Support	166	13.0%	1263	12.1%	2396	11.2%
Supply Chain & Logistics	120	9.4%	902	8.6%	2049	9.6%
Manufacturing & Utilities	117	9.2%	590	5.6%	1394	6.5%
Transport	94	7.4%	519	5.0%	1125	5.3%
Food & Beverage	66	5.2%	829	7.9%	1845	8.6%
Cleaning & Grounds Maintenance	61	4.8%	581	5.5%	1267	5.9%
Administrative & Business Operations	52	4.1%	608	5.8%	1037	4.8%
Science & Research	51	4.0%	105	1.0%	135	0.6%
Education & Instruction	49	3.8%	676	6.5%	1203	5.6%
Construction & Extraction	47	3.7%	360	3.4%	898	4.2%
Finance & Accounting	32	2.5%	359	3.4%	690	3.2%
Repair, Maintenance & Installation	14	1.1%	211	2.0%	406	1.9%
Travel, Attractions & Events	13	1.0%	144	1.4%	263	1.2%
Personal Service	9	0.7%	72	0.7%	197	0.9%
Marketing, Advertising & Public Relations	8	0.6%	179	1.7%	284	1.3%
Safety & Uniformed Services	7	0.5%	172	1.6%	320	1.5%
Technology	5	0.4%	169	1.6%	240	1.1%
Media, Arts & Design	4	0.3%	88	0.8%	129	0.6%
Architecture & Engineering	2	0.2%	55	0.5%	80	0.4%
Legal	0	0.0%	46	0.4%	110	0.5%
Farming, Fishing & Forestry	0	0.0%	3	0.0%	18	0.1%
Total Number of Jobs Advertised	1,273	100%	10475	100%	21396	100%
Source: Indeed						

Key areas where additional staff are currently required by local businesses include:

- Community & Social Care
- Healthcare
- Sales, Retail & Customer Support
- Supply Chain & Logistics
- Manufacturing & Utilities
- Transport

9.5 Wages

According to information gathered from Adzuna⁵ in December 2021 the average salary in Eastwood was £28,452, compared with a national average of £35,079⁶. Salaries in Eastwood have gone up year-on-year by 3.7%, compared with a national average change of minus 4.7%.

9.5.1 Wages by Place of Residence

The residence-based figures for Broxtowe show that for each year from 2017 through to 2021 the median gross weekly earnings for employees were higher than Nottingham city, Nottinghamshire, and England. The table below provides details of this.

Earnings by Residence 2021				
	Broxtowe	Nottingham City	Nottinghamshire	England
	Gross Pay (£s)	Gross Pay (£s)	Gross Pay (£s)	Gross Pay (£s)
Full Time 2017	571.7	452.5	535.8	555.8
Full Time 2018	604.9	460	551.9	574.8
Full Time 2019	612.6	480	552.9	592.1
Full Time 2020	629.5	501	576.1	589.9
Full Time 2021	654.9	491.2	577.7	613.3
Source: Nomis – ONS Annual Survey of hours and earnings – resident analysis				

9.5.2 Wages by Place of Work

Workplace-based figures show that as of 2021 working in Broxtowe pays better than working in the City of Nottingham or in the wider Nottinghamshire area. Earnings by workplace for the D2N2 area is slightly higher than that of Broxtowe at £565.40 for 2021.

⁵ [Adzuna Eastwood](#)

⁶ [Adzuna Statistics](#)

Earnings by Workplace 2021				
	Broxtowe	Nottingham City	Nottinghamshire	England
	Gross Pay (£s)	Gross Pay (£s)	Gross Pay (£s)	Gross Pay (£s)
Full Time 2017	522.3	495.6	485.7	555.8
Full Time 2018	502.2	505.8	505.3	574.8
Full Time 2019	524.4	533.4	505.8	592.2
Full Time 2020	467	555.8	528.4	590
Full Time 2021	556.7	535.7	535.6	613.3
Source: Nomis – ONS Annual Survey of hours and earnings – Workplace analysis				

Wages drop in Broxtowe in 2020, potentially due to Covid-19 and the furlough scheme.

10.0 Crime

As part of the Indices of Multiple Deprivation analysis, data showed that at the lower layer super output area four of the eleven areas in Eastwood were in the top 50% most deprived for crime, with one of these being in the top 20% and another in the top 10%.

It is possible to further track the crime rates in Eastwood using the crimerate.co.uk website. This is a mapping and analysis website that tracks crime and safety data in England, Wales, and Northern Ireland.

According to this data set:

- Eastwood is the most dangerous 'small town' in Nottinghamshire. Furthermore, Eastwood is among the top 20 most dangerous of Nottinghamshire's 245 towns, villages, and cities. The overall crime rate in Eastwood in 2020 was 100 crimes per 1,000 people. This compares poorly to Nottinghamshire's overall crime rate (the area covered by Nottinghamshire police) coming in 27% percentage points higher than the Nottinghamshire rate of 73 per 1,000 residents.
- The most common crimes in Eastwood are violence and sexual offences, with 392 offences during 2020.

The table below shows crime trends in Eastwood over the last four years, up to 2020 (2021 data not yet available).

Eastwood Crime Trends

Crime	Crime Rate Per 1,000 Residents				Trend
	2017	2018	2019	2020	
Anti-Social Behaviour	38	31	26	43	Getting worse
Bicycle Theft	0.62	0.98	0.71	0.62	Safer
Burglary	6	13	8	6	Safer
Criminal Damage and Arson	13	15	13	11	Safer
Drugs	2.2	2.0	2.0	3.2	Getting worse
Other Crime	0.98	3.0	2.4	2.2	Getting worse
Other Theft	11	12	7	9	Safer
Possession of Weapons	0.80	1.2	0.80	0.53	Safer
Public Order	6	7	6	7	Getting worse
Robbery (inc. mugging)	0.98	0.80	1.5	0.53	Safer
Shoplifting	15	21	23	21	Getting worse
Theft From the Person (inc. pickpocketing)	0.09	0.71	1.1	0.53	Safer
Vehicle Crime	8	10	7	4.4	Safer
Violence and Sexual Offences	29	32	34	35	Getting worse

This table highlights which crimes have been getting worse over recent years in Eastwood, these are:

- Anti-social behaviour
- Drugs
- Public Order
- Shoplifting
- Violence and Sexual Offences

Local projects designed to reduce levels of anti-social behaviour, and support those who are victims of violence and sexual offences could be of benefit to the local community. As well as an increase in deterrents such as surveillance cameras and other initiatives to deter crime.

11.0 Homes

Research regarding house prices in Eastwood using Rightmove.co.uk⁷ showed that properties in Eastwood had an overall average price of £186,888 over the last year. The majority of the sales during the last 12 months were detached properties, selling for an average price of £225,047. Semi-detached properties sold for an average of £160,939, with terraced properties fetching £148,147.

Information sourced from Zoopla in December 2021 had the average UK house price at £333,271⁸.

Overall, sold prices in Eastwood over the last year were up 9% on the previous year and 18% up on the 2018 figure (£158,956).

On the day of the property search (December 2021) data showed a total of 54 properties for sale in Eastwood, ranging in price from £40,000 (1 bed flat) up to £425,000. There were a variety of property styles for sale, including shared ownership, terraced, semi-detached, detached, apartments as well as new builds.

Analysis of the rental market in Eastwood showed there were 8 properties advertised on Rightmove, these ranged in price from £450 per month to £895 per month. Again, there was a good mix of houses and apartments for rent. According to [home.co.uk](https://www.home.co.uk) the average rental price for properties in Eastwood is £634pcm. Compared with the average rental prices in Nottinghamshire of £1,300pcm, and £1,058pcm⁹ for the UK.

As part of Broxtowe's Local Plan (Part 2 – 2018 – 2028)¹⁰ there is a core strategy requirement for up to 1,250 homes to be built in Eastwood. Sites have been identified within that report to begin addressing that requirement in some way.

⁷ [Rightmove](https://www.rightmove.co.uk)

⁸ [Zoopla](https://www.zoopla.co.uk)

⁹ [homelet.co.uk](https://www.homelet.co.uk)

¹⁰ [Broxtowe Local Plan](#)

12.0 The Business Base, The High Street and Footfall, and the Availability of Office and Industrial Accommodation Locally

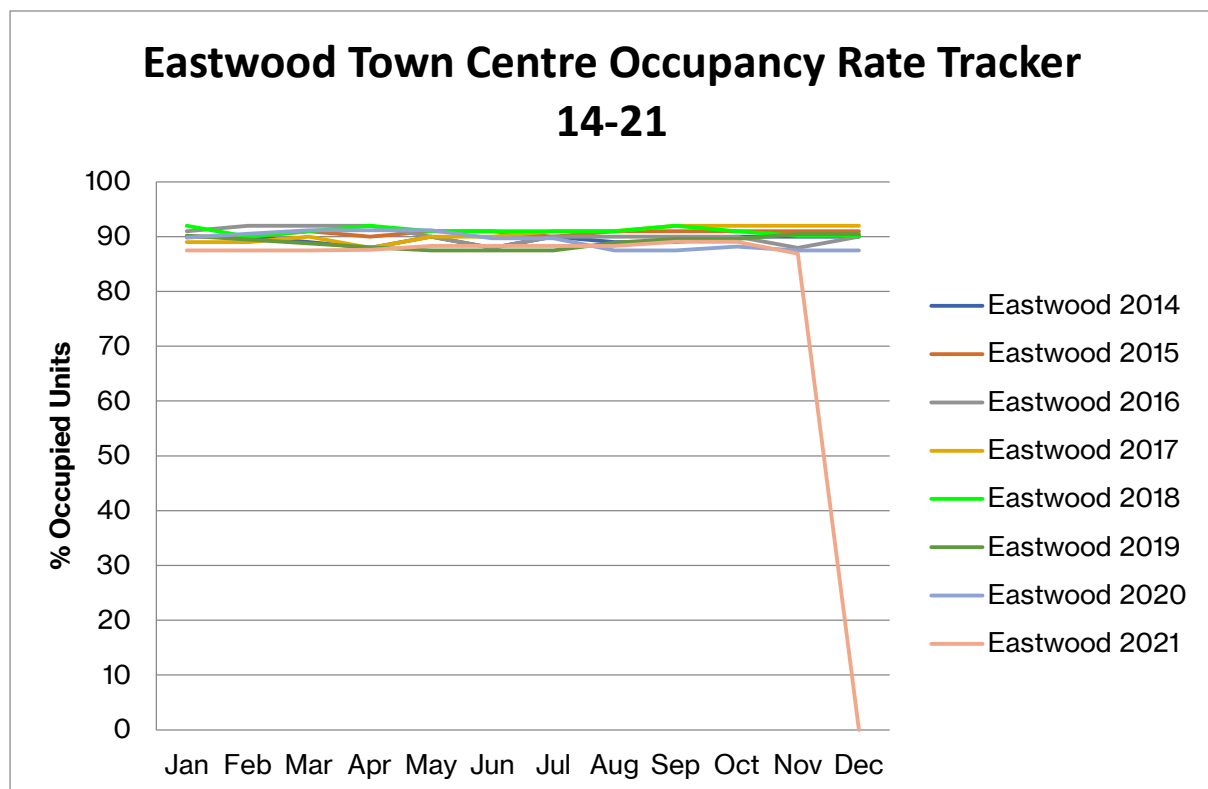
This section sets out the business base in the local area including sizes and sectors that they operate in, the current state of the high street and the availability of office accommodation in the local area.

12.1 High Street Occupancy Rates and Footfall in the Town Centre

12.1.1 Occupancy

Based on data from the Broxtowe Borough Council website, during November 2021 occupancy rates for business premises in Eastwood Town Centre were 87.6%. This is a clear indicator that Eastwood isn't performing as well as other town centres nationally – with the national figure for occupancy rates at 88.3% (National figure for October 2021). It is performing better than one other town in Broxtowe, Stapleford, whose occupancy rate figure is 86.3%.

The chart below shows an occupancy rate tracker for Eastwood between 2014 and 2021, showing the current occupancy rate of 87.6%, the lowest it's been for the records we have available.



12.1.2 Footfall

The table below shows weekly footfall figures for Broxtowe towns for the week commencing 15th November 2021.

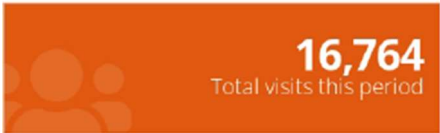



Table 12.1.2 - Footfall Figures				
Information	Eastwood Total Visitors	Beeston Total Visitors	Kimberley Total Visitors	Stapleford Total Visitors
Footfall W/C 15/11/21	17,050	33,578	16,764	10,580
Sources: Broxtowe Borough Council				

Data shows that footfall in Eastwood Town Centre was up 55.8% on the previous year for the week commencing 15th November 2021¹¹. This is the best year on year comparison for all town centres in Broxtowe, where there is data available. Outperforming Beeston, Kimberley, and Stapleford.

Whilst not a direct comparison, it is worth noting that nationally footfall was down 18% when comparing 2021 figures to 2019 pre-pandemic figures.¹²

Eastwood Figures (Awaiting data from LA)

Additional data for Eastwood shows average visitor numbers of 3,789 per day for week commencing 15th November 2021. Those visitors had an average dwell time of 178 minutes, with the busiest period of the day for visitors being the period between 11.00am and 12.00pm.

Extracts from Broxtowe's Intelli Sense Visitor Report – Eastwood, Week Commencing 15 th November 2021	
	
	

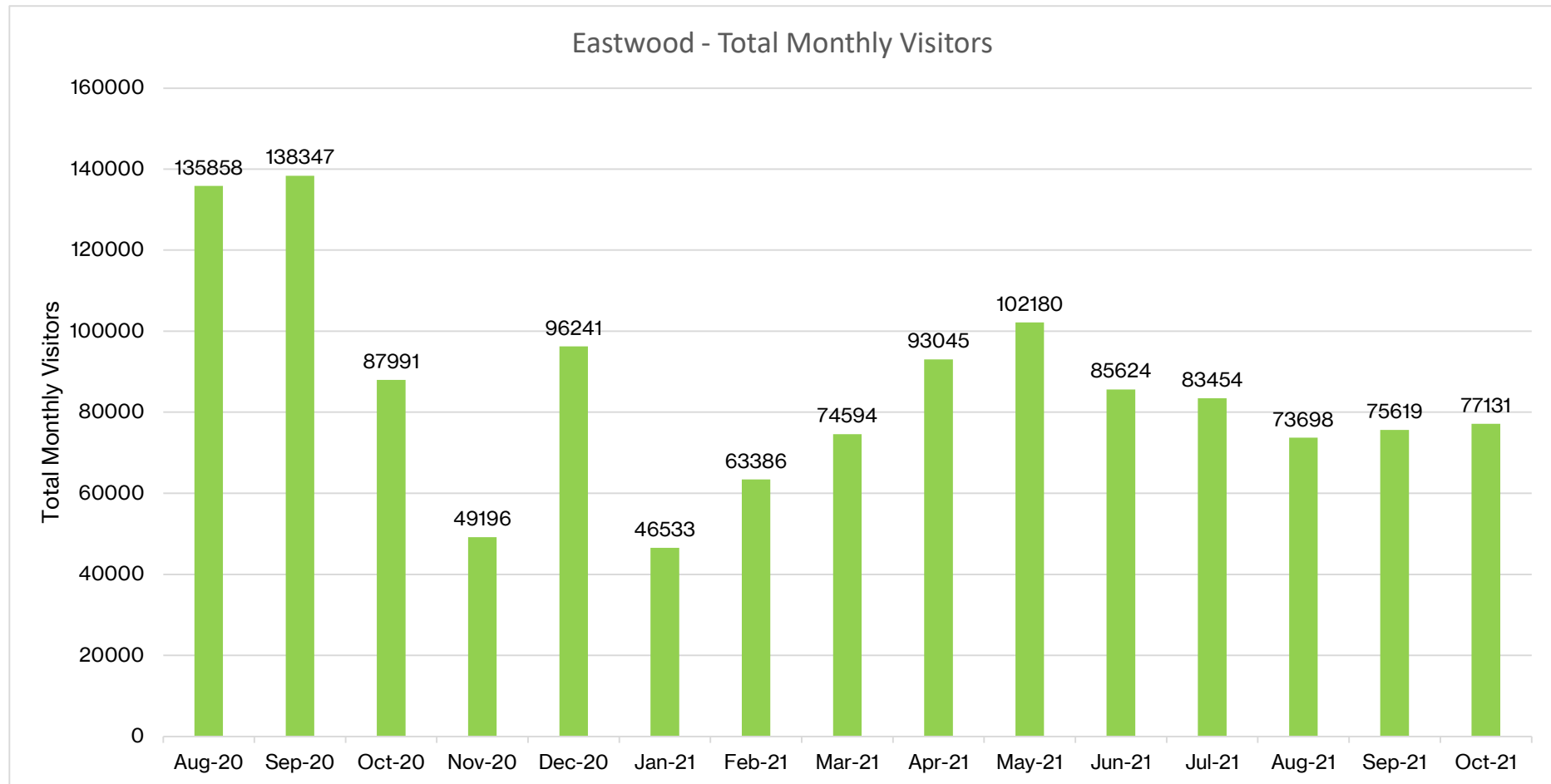
The latest data available shows that the total monthly visitor numbers for Eastwood was 77,131 in October 2021. *Information gathered from Elephant Wi-Fis Geo-sense footfall counter system.*

¹¹ [Broxtowe Town Centres](#)

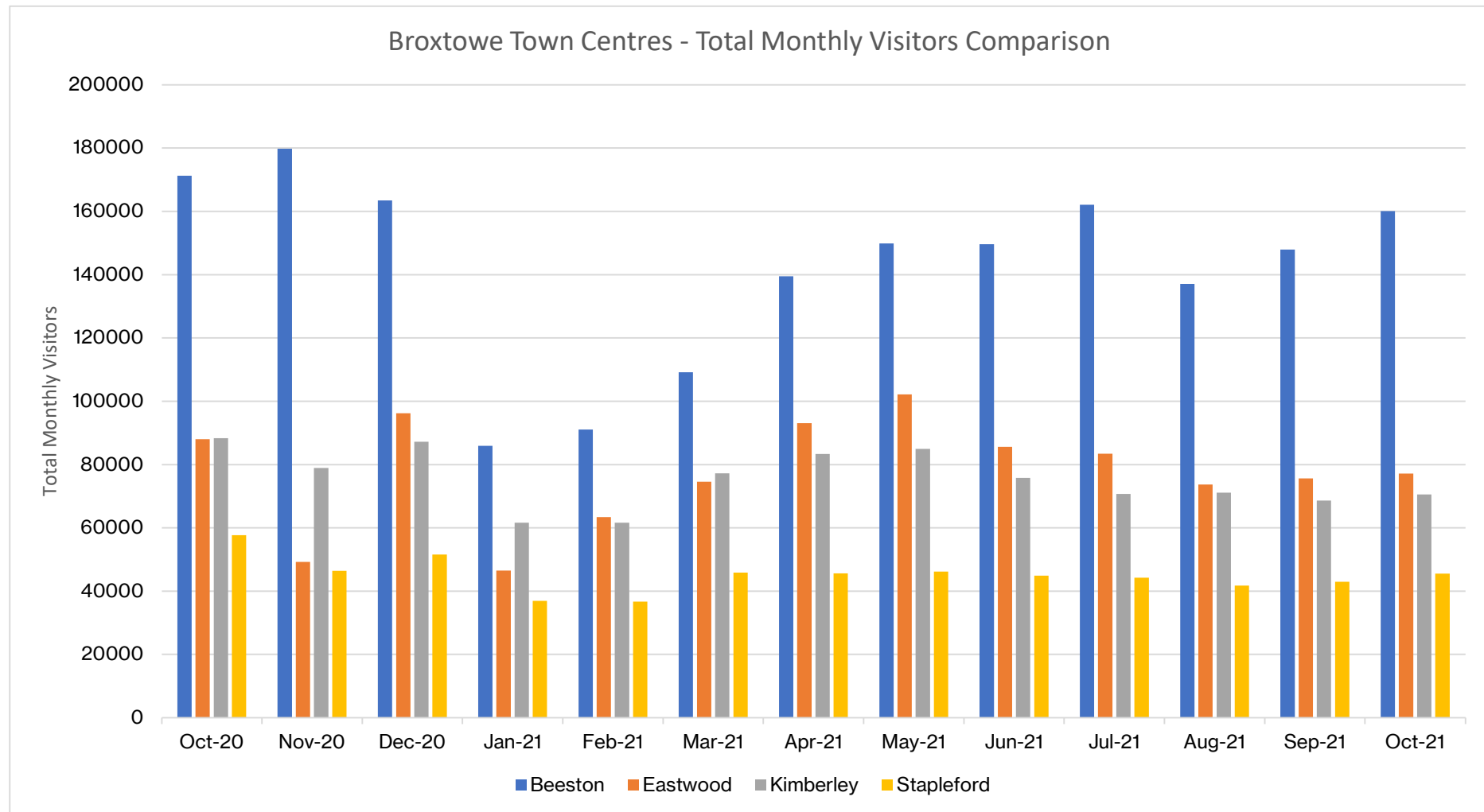
¹² [British Retail Consortium](#)

The chart below shows the total monthly visitors Eastwood has had since the footfall counters have been located in the town centre. Although the year-on-year weekly figure was up by 55.8%. The chart below highlights that compared to the same month last year October 2021 was down 12% on visitors.

Although we are the midst of a global pandemic that is affecting retail demand, particularly those involving bricks and mortar and visiting town centres to participate, this data suggests that something needs to happen to attract people back to the high street. If the trend is not reversed, then there is a serious risk that shops, and businesses will continue move out of the high street.



The chart below shows a comparison of the Town Centres in Broxtowe for the last year, (October 2020 – October 2021). As a caution, Eastwood is missing data for the January 2021 period. We can see that Beeston is significantly outperforming all other towns in the area on a consistent basis.



12.2 Size and Type of Business

Most of the businesses in Broxtowe as of 2021, according to the Inter Departmental Business Register (ONS) are what are classed as 'Micro' (employing 0 – 9 people) with 90% of businesses falling under this classification. This is higher than Nottingham (85.9%), Nottinghamshire (89.7%), D2N2 (88.6%) and England (89.8%).

'Small' and 'Medium' businesses (employing 10 – 49 people, and 50 – 249 people) in Broxtowe are at a lower level than the areas of Nottingham, Nottinghamshire, D2N2 and England.

Large businesses (employing 250+ people) in Broxtowe are ever so slightly more prominent than that of Nottinghamshire and England and on a par with the D2N2 area with 0.5% of businesses falling under this classification.

12.3 Business Survival Rates

The table below shows business survival rates at the Borough, City, County and Regional level for businesses founded in 2014.

The table looks at business 'births' in 2014 and then records how many businesses are still in existence up to 5 years after.

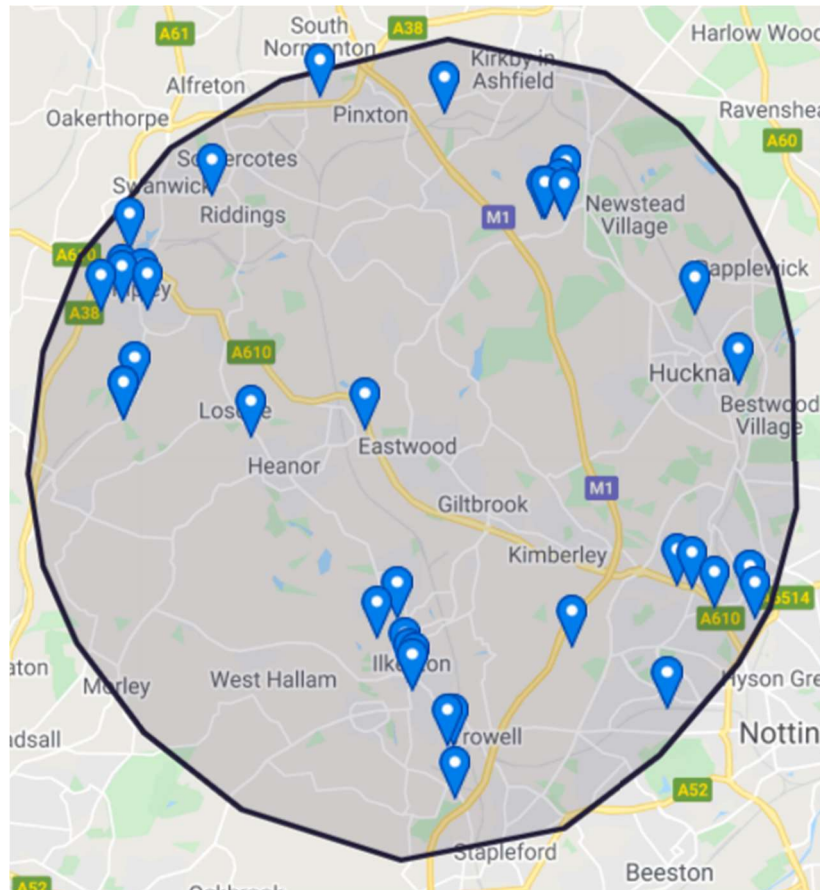
The five-year survival rate for businesses in Broxtowe is higher than both Nottingham and England and slightly lower than that of the County.

Business Survival Rates								
	2014							
	Broxtowe		Nottingham City		Nottinghamshire		England	
	Actual	%	Actual	%	Actual	%	Actual	%
Births	420		1,285		3,155		312,920	
1 Year survival	390	92.9	1,190	92.6	2,975	94.3	288,870	92.3
2 Year survival	325	77.4	935	72.8	2,460	78	237,490	75.9
3 Year survival	275	65.5	735	57.2	2,025	64.2	192,030	61.4
4 Year survival	225	53.6	570	44.4	1,670	52.9	154,440	49.4
5 Year survival	190	45.2	495	38.5	1,435	45.5	132,975	42.5
Source: <u>ONS Business Survival</u>								

12.4 Office Accommodation

Based on data from the Prime Location, there are currently 46 offices to let within 5-miles of Eastwood. The closest location with available office space (as of 8th December 2021) is in Langley Mill.

Office Accommodation to let within a 5-mile radius of Eastwood



Source: Prime Location

From an analysis of the 46 office spaces currently available to let within a 5-mile radius of Eastwood, analysis shows that:

- The most expensive office unit to let in the area covered is £317,000 p/a and comprises of 27,577 sq. ft of floor space. Can be let as a whole unit or on a suite by suite basis
- Prices of offices listed start from £82,550 p/a for 6,904 sq. ft of floor space.

12.4.1 Local Office Accommodation

Some examples of the spaces available in close proximity to Eastwood are shown below.

Chrysalis Way – Offers two storey office space with warehouse accommodation. With a mix of open and cellular office space within.



Where: Chrysalis Way, Langley Mill NG16 3RY

Distance from Eastwood: 1.1 miles

Cost: From £57,400 p/a

Size: 5,739 sq. ft

Other information: Allocated parking and secure gated concrete yard.

Other Examples Locally of Office Accommodation to Rent



Where: Heanor Road, Loscoe, Heanor, DE75

Distance from Eastwood: 3.1 miles

Cost: N/A

Size: From 2,457 – 8,496 sq. ft

Other information: 20 designated car parking spaces, large cafeteria and fitted kitchen.



Where: Manners Avenue, Ilkeston, DE7

Distance from Eastwood: 5.8 miles

Cost: £30,000 p/a

Size: 4,488 sq. ft

Other information: Modern self-contained two storey offices. Combination of open plan and cellular accommodation. 38 parking spaces. Kitchen and toilet facilities.



Where: 1st Floor, 6 Millennium Way West, Nottingham, Nottinghamshire NG8

Distance from Eastwood: 6.4 miles

Cost: N/A

Size: 2,465 sq. ft

Other information: 10 designated car parking spaces, kitchen and toilet access, open plan, meeting rooms, smaller offices and a breakout area. Links to Nottingham tram, A610 and M1.

12.5 Industrial/ Commercial Accommodation

Desk-based research shows that currently there are no industrial properties for sale or rent within Eastwood, with the nearest properties advertised as available, located in Langley Mill just under 2 miles from Eastwood.

Alternative options are available as you move further out from Eastwood, with industrial property advertised in Giltbrook, Awsworth, and Ilkeston. *Source: Rightmove, FHP, and Realla.*

According to realla.co.uk¹³ the average rental price of industrial units in Nottinghamshire is £6.81 per square foot. With the cheapest price being £3 per square foot, and the highest going for £12.48 per square foot.

12.6 Office/ Industrial Summary

Based on searches using property websites there is little or no office or industrial accommodation currently available to rent in Eastwood.

Available nearby office space is at the higher end of the market or is targeted to larger businesses. This could be prohibitive for start-ups or businesses who can only afford lower rental levels.

The above suggests that there could be a demand in the town centre for reasonably priced office/ co-working space, available on easy in / easy out terms for local businesses. Potentially encouraging start-up businesses and entrepreneurs to open their businesses within the town.

There also appears to be a gap in the availability of industrial units, however, a more in-depth look at what has happened to industrial units within Eastwood in the past may be required to better understand the market, i.e., was there a lack of demand? However, D2N2 funding, that will be discussed in more detail later in the report, does show funding received for three smaller units erected in Eastwood.

Providing smaller industrial units with 'easy-in, easy-out' options could encourage smaller businesses to 'start-up' and grow in the town. Before moving onto a larger location/ business parks in the local area. During an audit¹⁴ of 40 main employment sites in Broxtowe (by Broxtowe Borough Council), tenants were asked how well the existing properties and locations served their business needs. According to this audit the consensus was that there is a need within the borough for more smaller, affordable space.

D2N2 funded a similar initiative through their LGF programme in Ollerton, in Nottinghamshire, and these spaces proved very popular with local businesses. Funding of £500,000 was contributed by the LEP towards the £3.3 million project, creating 32,000sqft of space and 10 mixed use light industrial units for B1/ B2 and B8 uses. The applicant for the project was Coalfields Regeneration Trust Property Investments, a subsidiary of the Coalfields Regeneration Trust (CRT). The long-term income generated from the rental of the properties will be re-invested in the ongoing work of CRT and its projects and programmes.

¹³ Realla

¹⁴ [D2N2 Mushroom Farm Project](#)

13.0 Transport and Connectivity

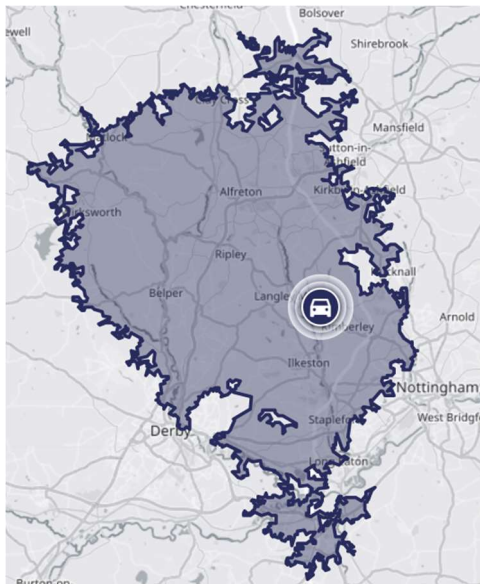
Utilising information produced by TravelTime mapping and based on a central Eastwood postcode (NG16 3GB – Eastwood Library), the information in this section explores the connectivity of Eastwood in terms of driving, cycling, public transport and walking.

13.1 Drive Times

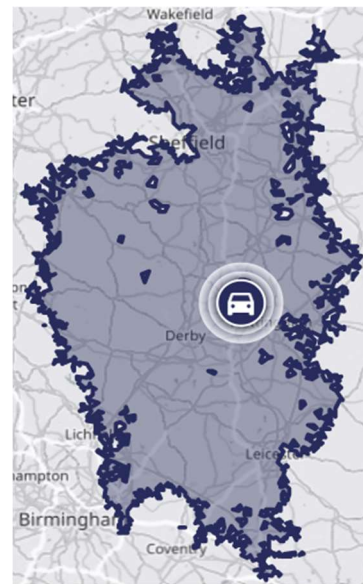
The maps below show locations that can be reached within a set drive time from Eastwood. The maps demonstrate that Eastwoods' proximity to the M1 make North / South travel quicker than East / West, particularly within the shorter time periods.

Drive Times from Eastwood Using a Private Vehicle

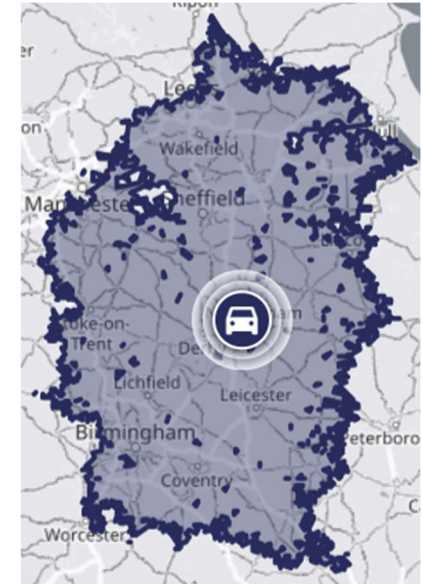
30-minute drive time



60-minute drive time



1 hour 30-minute drive time



Source: TravelTime Website

13.1.1 Additional Drive Time Analysis

AA route planner provides an alternative source of information for travel times. The travel times below relate to towns and cities local to Eastwood. Additionally, we have provided travel times to other key UK cities, including London, Liverpool, Manchester, and Edinburgh.

The starting point for all the drivetimes provided is NG16 3GB.

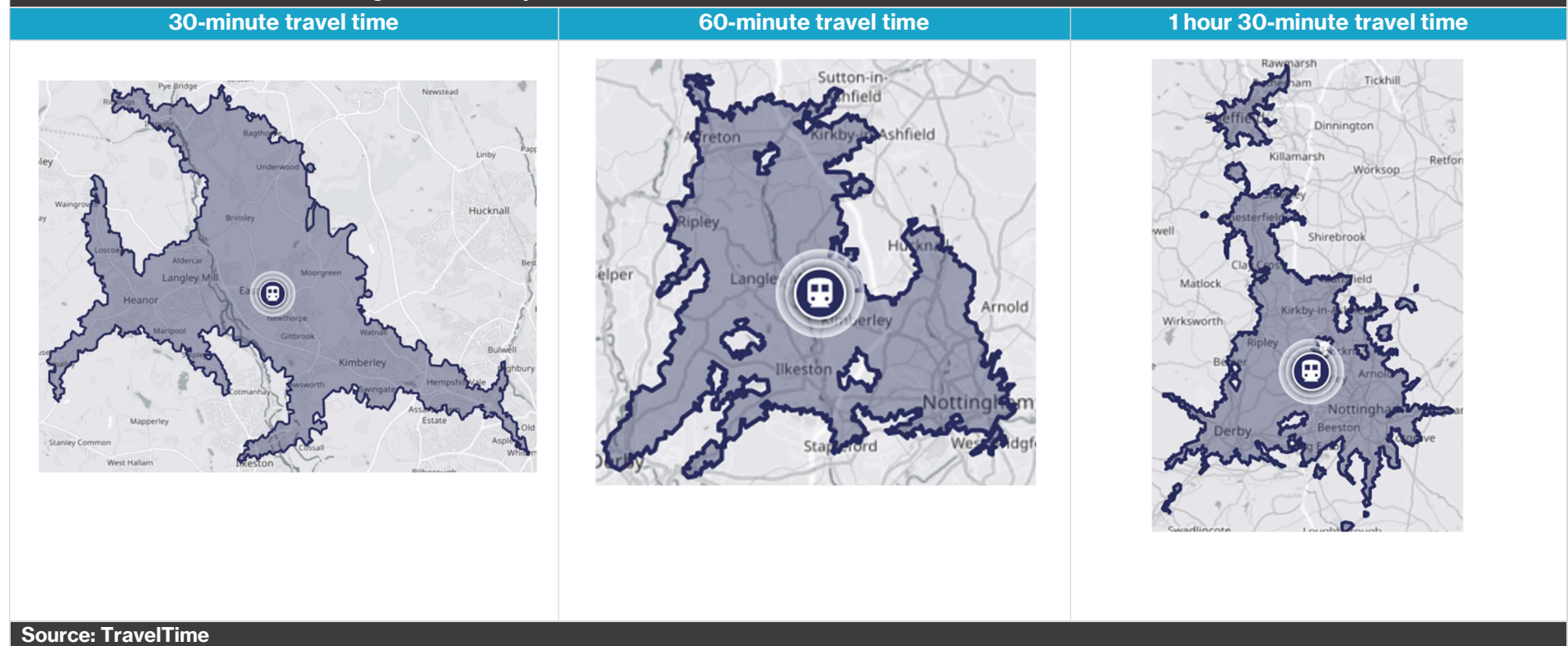
- Nottingham – 8.3 miles, 23 minutes (via A610)
- Derby – 12.2 miles, 31 minutes (via A608)
- Mansfield – 12.9 miles, 31 minutes (via Derby Rd and A611)
- Chesterfield – 20.8 miles, 28 minutes (via M1)
- Loughborough – 24.7 miles, 35 minutes (via M1)
- Burton-on-Trent – 31.2 miles, 38 minutes (via M1 and Derby Southern Bypass/A50)
- Leicester – 33.7 miles, 45 minutes (via M1)
- Newark-on-Trent – 28.5 miles, 50 minutes (via A614)
- Birmingham – 54.8 miles, 1 hour 1 minute (via A42 and M42)
- Grantham – 36 miles, 1 hour 2 minutes (via A52)
- Stoke-on-Trent – 55.1 miles, 1 hour 3 minutes (via A50)
- Manchester – 77.4 miles, 1 hour 54 minutes (via M1)
- Liverpool – 112.2 miles, 2 hours 12 minutes (via A50)
- London – 131.9 miles, 2 hours 41 minutes (via M1)
- Edinburgh – 274.8 miles, 4 hours 56 minutes (via M1 and A1).

Whilst there is some disparity in the two sets of drive time data, we can see that both Nottingham and Derby are within easy reach of Eastwood using a private car, with Leicester and Sheffield within a commutable distance too. Along with some of the smaller towns and cities such as Loughborough, Mansfield, and Chesterfield.

13.2 Public Transport

The graphs below show locations that can be reached from Eastwood by public transport within different time frames. The maps demonstrate that it is easier to access Nottingham than Derby by public transport. Whilst there are some large towns within the 30-minute area of Eastwood, there are no cities within this range.

Travel times from Eastwood using Public Transport

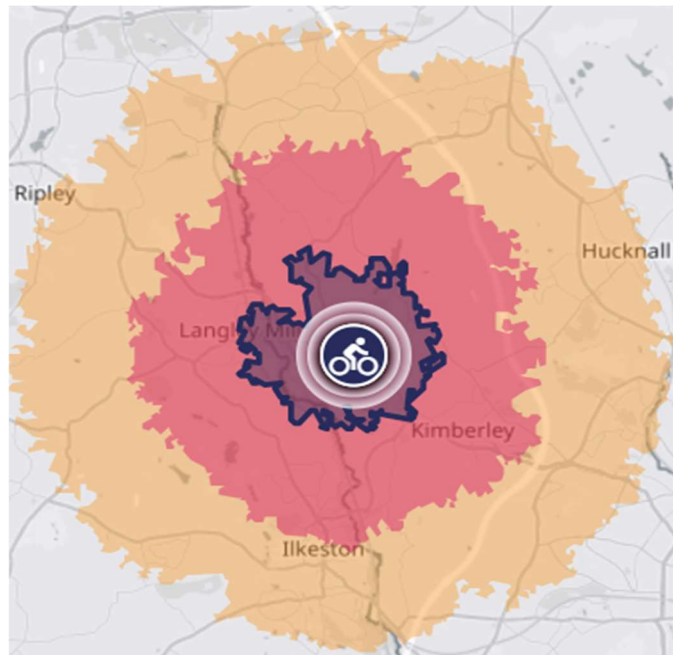


13.3 Cycling and Walking

The graphs below show locations that can be reached from Eastwood by foot or by bike within different time frames.

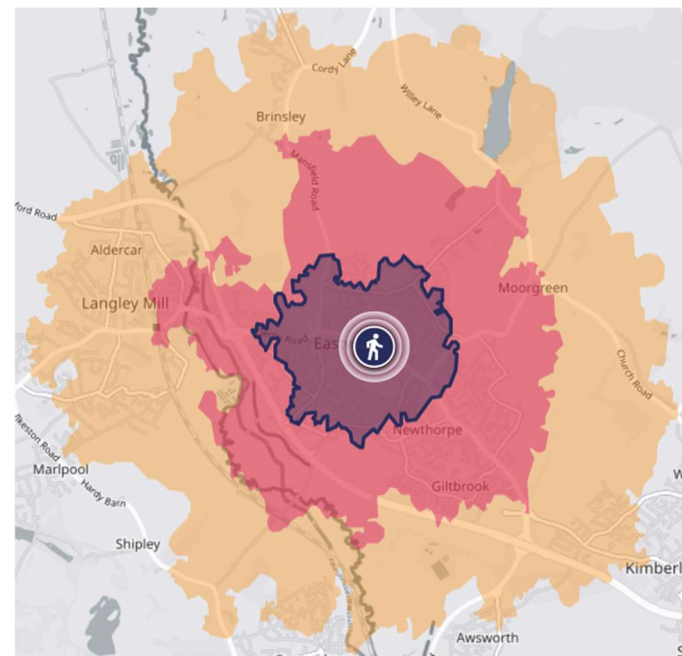
Travel times from Eastwood - Cycling or Walking

Cycling



Cycling time from NG16 3GB:
Navy 10-minutes
Pink 20-minutes
Orange 30-minutes

Walking



Walking time from NG16 3GB:
Navy 15-minutes
Pink 30-minutes
Orange 45-minutes

Source: TravelTime

13.4 Distance Travelled to Work

The table below shows the distance travelled to work by those who work in Broxtowe and those who live in Broxtowe. The data is from the 2011 census, so dated, but it does suggest that there is a significant outflow of workers.

Distance Travelled to Work				
Distance	Workplace Population		Resident Population	
All categories: Distance travelled to work	38,833	100%	53,367	100%
Less than 2km	7,223	19%	7,896	15%
2km to less than 5km	7,684	20%	10,300	19%
5km to less than 10km	7,226	19%	13,713	26%
10km to less than 20km	5,407	14%	7,881	15%
20km to less than 30km	1,192	3%	1,389	3%
30km to less than 40km	558	1%	892	2%
40km to less than 60km	566	1%	779	1%
60km and over	916	2%	2269	4%
Work mainly at or from home	4,688	12%	4737	9%
No fixed place/ other	3,373	9%	3511	7%

With Nottingham and Derby easily commutable by car it is easy for local residents who have access to a car to travel out of the area for work. Indeed, data suggests that there is a net out flow of workers from Broxtowe into the surrounding areas.

It is less easy to commute by public transport. Potentially, if additional jobs were created in the local area, those who are dependent on public transport to get to work may be tempted to move to jobs locally.

14.0 External Funding

This section analyses publicly available data on external funding that has been spent in the area in recent years. Due to a lack of data, we could only find information on the D2N2 LGF programme and the National Lottery Communities Fund.

14.1 D2N2 Funding

A desk-based review has been undertaken using the LEP website to analyse the projects funded in Broxtowe through the LGF money. There were five projects within Broxtowe, according to the data, that received funding. These are.

- **Mushroom Farm** - The creation of three new small industrial units on a disused site, providing employment in the area. (This project was in Eastwood).
- **Medicity** - The refurbishment of the health, wellbeing, and life sciences facility, providing more space for companies working in those fields. Estimated to create more than 150 jobs up to 2034.
- **HS2 Toton** - Feasibility work at Toton for the High-Speed rail network and surrounding infrastructure opportunities.
- **N2 Towns Fund: Beeston Square Complex** - The project includes a new cinema development and restaurants. Additional housing will be created within the next couple of years.
- **Medical Technology Innovation Facilities (MTIF)** - the creation of 2 facilities as part of the 'Innovation' theme. These focused on the development of innovative products and advanced materials to meet the future healthcare needs by getting new products to market more quickly.

The LGF programme invested circa £260 million across D2N2. Analysis suggests that based on the above projects, circa 7% of this allocation was spent in Broxtowe, it should also be noted that one of the projects (Mushroom Farm) that received funding, was in Eastwood.

Based on the above data, and previous population analysis, we can calculate that this equates to a spend per resident in Broxtowe of approximately £100.00, compared to an average spend per resident across the D2N2 area of approximately £116.00.

14.2 National Lottery – Communities Funding

According to data found on the National Lottery Community Fund website¹⁵ since 2004 Eastwood has received funding for 45 projects totalling £1,682,648. With the majority of these being for less than £10,000. Broxtowe as a Borough received funding for 303 projects totalling £6,189,430. This means that Eastwood received a total of 27% of the funding awarded to communities within Broxtowe.

¹⁵ [Tnlcommunityfund.org](https://www.tnlcommunityfund.org)

When compared with the other towns in Broxtowe, Eastwood received the most funding in total. With Beeston receiving funding totalling £1,627,232 for 81 projects, Stapleford receiving funding totalling £1,493,701 for 36 projects and Kimberley receiving £137,595 for 22 projects. This works out on average as £37,392 per project in Eastwood through the National Lottery Communities Funding. Considerably higher than the average for both Beeston (£20,089) and Kimberley (£6,254) and slightly lower than the average for Stapleford (£41,492).

15.0 Summary and Emerging Intervention Ideas

The tables below summarise the key findings of the study for six key themes:

- Community
- Housing
- Environment/Green Space
- Transport
- Education/ Employment
- Business.

For each individual theme, the tables highlight key policy and strategy for the area as identified by Broxtowe Borough Council, Nottinghamshire County Council and the D2N2 LEP. It then summarises the key findings of the socio-economic research for each area. This information has been used to make some initial suggestions for the types of interventions that could be taken forward in Eastwood under each thematic area.

Community		
Emerging Themes and Priorities from Policy and Strategy	Key Findings from the Socio-Economic Research	Suggestions/ Ideas for Future Interventions
Social mobility and improved outcomes for children, including youth services are needed	Broxtowe is a Social Mobility 'cold spot' ranking 270 out of 324 in terms of the chances that a child from a disadvantaged background will do well at school and get a good job.	Linking children and young people into local employers, colleges, and universities to increase aspirations and social mobility – particularly those from deprived areas.
Antisocial behaviour needs addressing		
Mental health, well-being and healthy living needs supporting	Eastwood has persistently had a number of areas which are classed as having high levels of deprivation. Three areas stand out as facing serious deprivation barriers. Falling in the top 20% most deprived areas in England. These are E01028110 002A, E01028112 002C, and E01028113 002D.	Supporting community initiatives, volunteering etc to increase community cohesion.
Volunteering and community cohesion support is needed		
Improved outcomes for children, young people, and families, particularly those from more deprived backgrounds	Eastwood is the most dangerous 'small town' in Nottinghamshire. Furthermore, Eastwood is among top 20 most dangerous of Nottinghamshire's 245 towns, villages, and cities. The most common crimes in Eastwood are violence and sexual offences.	Supporting youth clubs and children's facilities, including education with regards to issues faced by the area such as anti-social behaviour, drug, and public order offences.
A need to empower local communities		
Residents want to see the local authority generate income from commercial activity	Crimes that are becoming more prevalent in Eastwood as of 2020 are: Anti-social behaviour, Drugs, Public Order, Shoplifting, Violence and Sexual Offences.	Targeted investment in the geographical areas where there are higher levels of deprivation.
There is an aspiration for people to enjoy a wide range of leisure and cultural activities		
More activities for young people, especially in Eastwood	Compared with Broxtowe, Eastwood had a slightly higher level of people reporting that they have both bad health and very bad health. Access to healthcare facilities and capacity constraints in relation to referrals for Eastwood residents is recognised as a challenge.	Tackle increasing crime rates – Investment in surveillance cameras and other anti-social behaviour and crime deterrents. Investment in healthcare, wellbeing and culture and leisure facilities. Social prescribing including community delivery.

Environment / Green Space		
Emerging Themes and Priorities from Policy and Strategy	Key Findings from the Socio-Economic Research	Suggestion / Ideas for Future Interventions
Investment in the parks and open spaces.	Overall Eastwood has a good quality living environment with ten out of eleven of Eastwoods LLSOAs falling in the 50% least deprived. This is particularly true in relation to the quality of the indoor living environment.	Support for voluntary/ community groups to take more ownership of local parks and open spaces.
More events and activities in the parks and open spaces.		
More local engagement in the local parks and green spaces.	The measure for outdoor living environment relates to air quality and road traffic accidents and in this respect Eastwood performs slightly less well due to its close proximity to the A610 and M1. However, Eastwood does have good accessibility to rural areas and the associated quality of living environment.	Increased awareness raising of environmental and recycling issues.
Reducing carbon emissions, increased recycling and composting in the borough.		More events and activities in the outdoor spaces.

Housing		
Emerging Themes and Priorities from Policy and Strategy	Key Findings from the Socio-Economic Research	Suggestion/ Ideas for Future Interventions
<p>New, high-quality homes are needed – there is a backlog of house building delivery.</p> <p>New social housing is needed.</p> <p>Reduced homelessness.</p> <p>A need to ensure that homes are safe and energy efficient.</p>	<p>Between 218 and 232 individuals or families were at risk of being homeless or were homeless in Broxtowe in 2020-2021.</p> <p>The key group where homelessness is an issue is amongst single males. Almost a quarter of those who are homeless or at risk of homelessness struggle with mental health issues.</p> <p>In Broxtowe, there are over 1,990 people on the housing waiting list and on average it takes six months for a family of top priority to be housed in a Council property.</p> <p>The average rental price for properties in Eastwood is £634pcm. The average rental prices in Nottinghamshire are £1,300pcm, and £1,058pcm for the UK.</p>	<p>Support to increase social housing to address the long waiting lists.</p> <p>Homelessness – In particular targeting single males who are the key group likely to become homeless. Providing more mental health facilities as almost a quarter of people who experience homelessness struggle with mental health issues.</p> <p>Support for energy efficiency and crime reduction schemes for homeowners.</p>

Transport		
Emerging Themes and Priorities from Policy and Strategy	Key Findings from the Socio-Economic Research	Suggestion/ Ideas for Future Interventions
<p>Improvements to road infrastructure – particularly the A610 corridor.</p> <p>Better connectivity across the county.</p>	<p>For the outdoor environment sub-domain five of eleven LLSOAs are around the 50% most deprived areas - this directly relates to air quality and road traffic accidents. Eastwood is in close proximity to the A610 and M1.</p> <p>Nottingham and Derby within commutable distance by car.</p> <p>Nottingham is much easier to access by public transport than Derby – Likely due to the accessibility of the tram at Phoenix Park.</p>	<p>Investment in more ‘green infrastructure’ e.g., cycling / walking / multi-user paths. Quality lighting and security features on current paths to encourage use of these. Therefore, potentially cutting down pollution from traffic and providing alternative forms of travel.</p> <p>Investment in public transport to improve links east to west, in particularly to the nearby city of Derby – providing employment opportunities and helping to improve air quality and possibly reduce air pollution through improved functions of junctions and roadways.</p> <p>Investment in the A610 helping to improve air quality and possibly reduce air pollution by helping to keep traffic flowing.</p>

Education/ Employment		
Emerging Themes and Priorities from Policy and Strategy	Key Findings from the Socio-Economic Research	Suggestion/ Ideas for Future Interventions
<p>Support for skills development and apprenticeships.</p> <p>Training opportunities and wellbeing in the workforce.</p> <p>Ensure that fewer people leaving school are NEET (not in education, employment or training).</p> <p>Promote graduate retention.</p> <p>Support employees to move to higher skilled jobs.</p>	<p>Key areas (December 2021) where additional staff are currently needed by local businesses include:</p> <ul style="list-style-type: none"> • Community & Social Care • Healthcare • Sales, Retail & Customer Support • Supply Chain & Logistics • Manufacturing & Utilities • Transport <p>Seven out of the eleven super output areas are within the 50% most deprived in terms of employment. Three of those in the top 10% most deprived.</p> <p>Nine out of the eleven super output areas are within the 50% most deprived in terms of education, skills, and training. Two within the top 10% most deprived.</p> <p>All but one area is in the top 50% most deprived nationally for adult skills. With two areas in the top 10%.</p>	<p>Engagement with local employers to understand skills and recruitment needs.</p> <p>Support / investment for local colleges to develop and grow training courses in the key areas of employment need.</p> <p>Support for adult / mature learners to retrain in some of the skills needed in the area.</p> <p>Support for community initiatives / social enterprises to give those who have been out of work for some time opportunities to learn key skills.</p> <p>Links between local businesses and secondary schools to inform about skills required and encourage to get involved with certain businesses.</p>

Education/ Employment		
Emerging Themes and Priorities from Policy and Strategy	Key Findings from the Socio-Economic Research	Suggestion/ Ideas for Future Interventions
	<p>As of 2011 there was a higher percentage of residents in Eastwood with no qualifications than in Broxtowe as a whole.</p> <p>As of 2011 there was a higher percentage of residents in Eastwood with an apprenticeship than the wider Broxtowe area and the rest of the county.</p>	

Business		
Emerging Themes and Priorities from Policy and Strategy	Key Findings from the Socio-Economic Research	Suggestion/ Ideas for Future Interventions
<p>High quality business accommodation.</p> <p>Repurposed redundant buildings.</p> <p>Businesses units and pop-up shops.</p> <p>Reduced town centre vacancy rates.</p>	<p>There is a lack of, or very little office and industrial accommodation within Eastwood.</p> <p>There is a need to continue to boost foot fall in the town centre and ensure there is a continued uplift after the pandemic.</p> <p>Six of Eastwoods super output areas are in the top 50% most deprived areas nationally for income deprivation. Two in the top 20% and one in the top 10%.</p>	<p>Business space created in the town centre for smaller, start-up or businesses who cannot afford high rental spaces. Available on flexible terms and manageable rents.</p> <p>Smaller industrial spaces created within the town centre.</p> <p>The high street appears to be the key area where investment is needed – figures show footfall has increased year on year overall but is down on the same month last year. With the ongoing pandemic this needs to be addressed before more shops are lost and occupancy rates begin to rise. Provide, something to do in the town i.e., competitive socialising, places for activities, performances that can take place on an ad-hoc basis. Not just traditional retail opportunities.</p> <p>Support for pop-ups in empty retail units.</p> <p>Repurpose empty or redundant buildings.</p> <p>Support businesses to become more energy efficient.</p>

Conclusions

The data analysis shows that Eastwood has persistently had a number of areas which are considered serious pockets of deprivation. In addition, the area is a social mobility cold-spot – i.e., there are low chances that a child from a disadvantaged background will do well at school and get a good job and access to healthcare facilities and capacity constraints in relation to referrals through social prescribing for Eastwood residents is recognised as a challenge.

However, Eastwood is also an attractive place to live with affordable housing, good transport accessibility and good access to high quality rural areas. Key areas for support to tackle some of the deprivation and social mobility challenges could include; improving health provision and capacity with a particular focus on mental health and wellbeing, engaging with employers to improve access to employment opportunities for residents, adult skills and retraining, improvements in green infrastructure and continuing to improve footfall in the town centre.