

Community data profile for Banbury Cross & Neithrop and Banbury Ruscote

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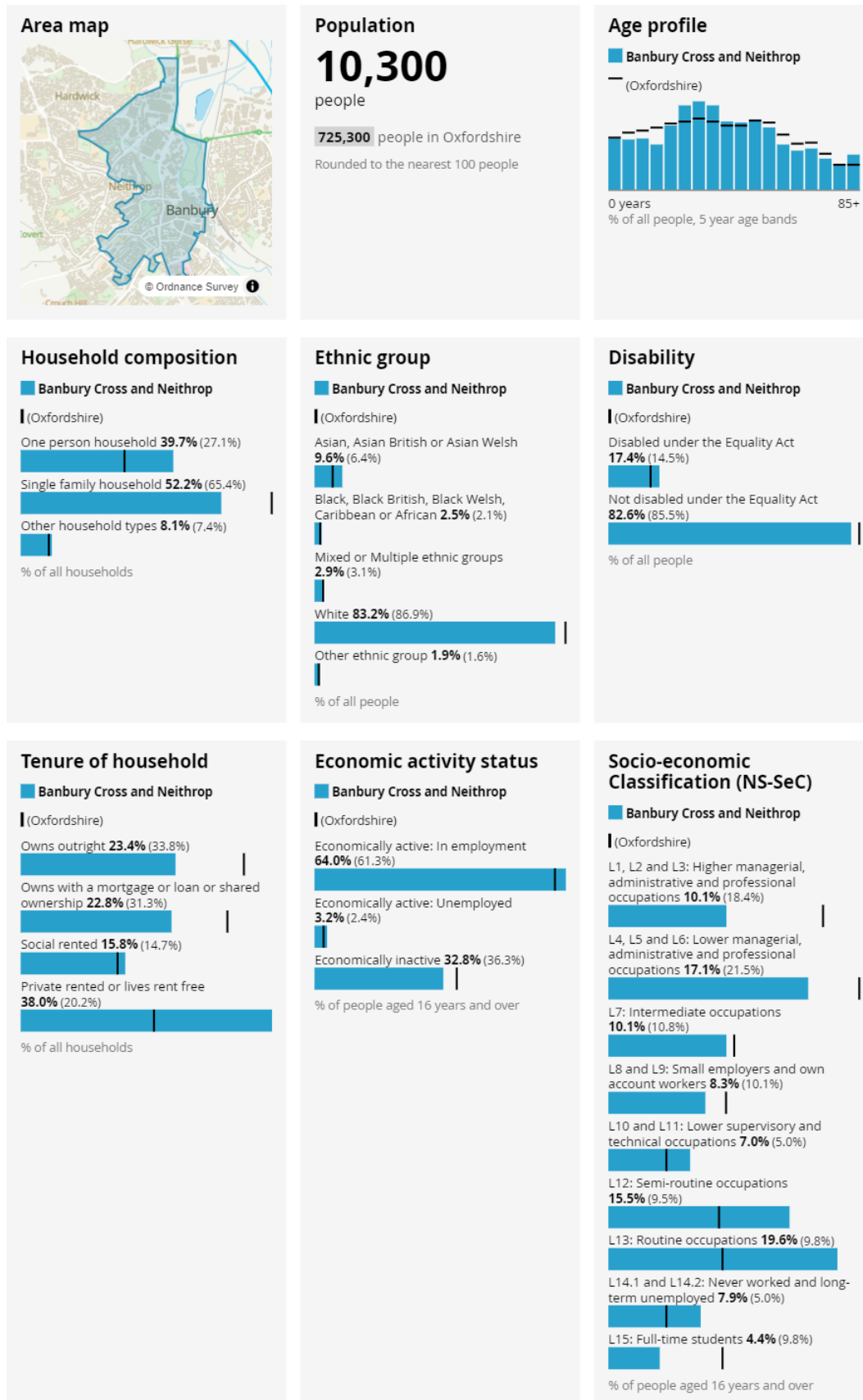
1 Summary of findings

1.1 Banbury Cross and Neithrop

Census 2021 data shows that, compared with Oxfordshire as a whole, the ward of Banbury Cross and Neithrop had an above-average proportion of:

- Working aged people aged 30-45 years;
- One person households (40% vs 27%);
- Residents from an Asian ethnic group (9.6% vs 6.4%);
- People with disabilities (17.4% vs 14.5%);
- People living in private rented accommodation (38% vs 20%) ;
- People in routine (20% vs 10%) or semi-routine (16% vs 10%) occupations or who are long term unemployed (8% vs 5%).

Figure 1 Census 2021 profile of Banbury Cross and Neithrop ward



From [Build a custom area profile - Census 2021, ONS](#)

Employment and poverty

The three largest employment (industry) sectors for residents of Banbury Cross & Neithrop ward in employment (Census 2021) were:

- Retail (19%)
- Manufacturing (15%)
- Health & Social Work (12%)

The Banbury Neithrop area has higher rates of unemployment and poverty than the Oxfordshire average.

Working aged people and families

- 3.7% (count=250) of working aged residents in Banbury Cross and Neithrop ward were claiming unemployment-related benefits as of January 2023¹, above the rate for Oxfordshire of 2.1%.
- The latest fuel poverty data² (for 2020) showed that the Banbury Neithrop area had 308 households estimated to be in fuel poverty, equivalent to 12.3% of households, above the average for Oxfordshire (8.1%).

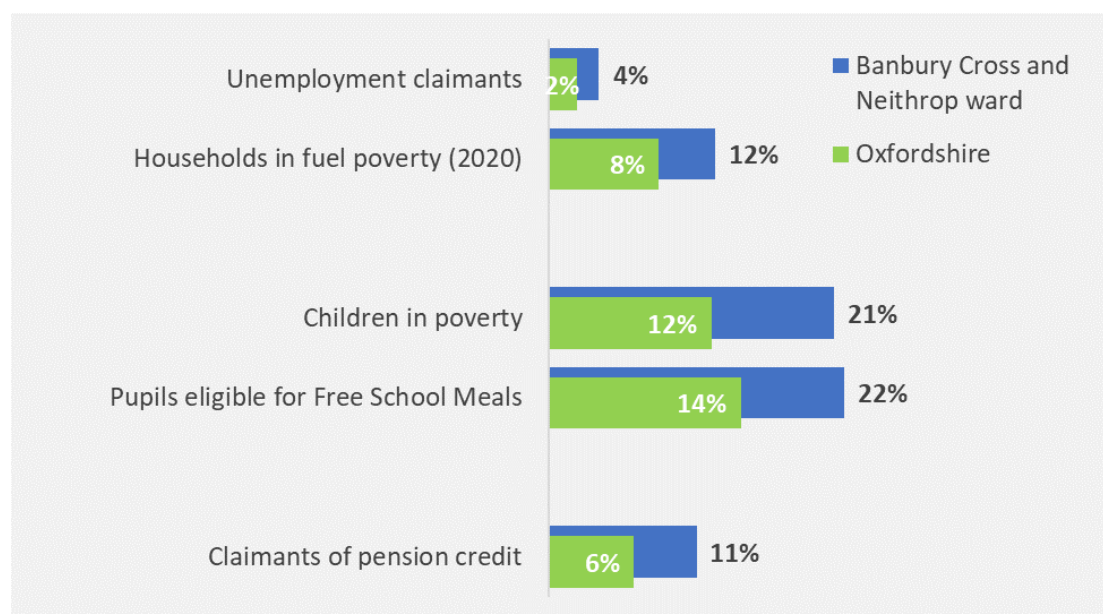
Children and young people

- 21% (count=401) of children were living in poverty³ in Banbury Cross and Neithrop ward, well above the average for Oxfordshire (12%).
- 22% (count=300) of primary and secondary pupils living in Banbury Cross and Neithrop ward were eligible for Free School Meals⁴, above the average for Oxfordshire of 14%.

Older people

- 10.9% (count=196) of older residents were claiming pension credit in Banbury Cross and Neithrop ward as of August 2022, above the average for Oxfordshire (6.3%).

Figure 2 Indicators of low income



¹ DWP claimant count January 2023 from nomisweb.co.uk including Job Seeker Allowance and Universal Credit claimants who are out of work

² Sub-regional fuel poverty data 2020 Dept for Business, Energy and Industrial Strategy

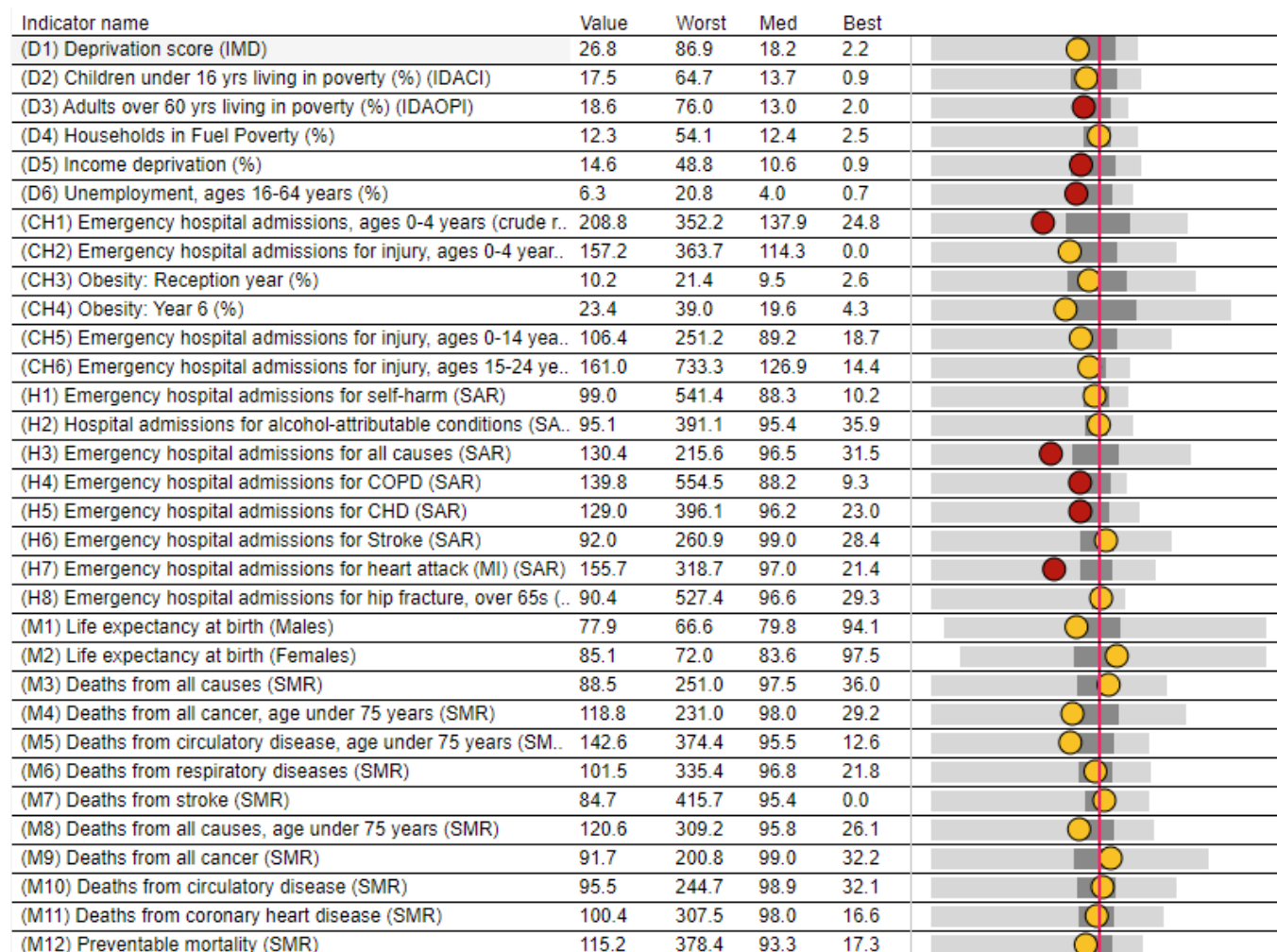
³ DWP statXplore, children aged 0-15, 2021/22

⁴ January 2022 pupil census, Oxfordshire County Council

Health and wellbeing indicators for Banbury Neithrop Middle Layer Super Output Area (MSOA) that are ranked **as worse** than the England average include:

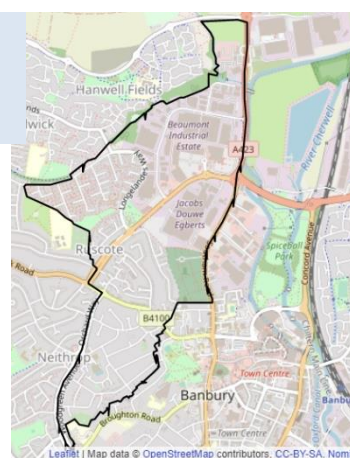
- Overall income deprivation (all ages) and older people in poverty,
- Emergency hospital admissions for all causes.

Figure 3 Health and Wellbeing profile of Banbury Neithrop MSOA*



Source: Area is Cherwell 003; OHID Local Health from Oxfordshire JSNA inequalities dashboard
[Workbook: Oxfordshire Local Area Inequalities](#)
[Dashboard \(tableau.com\)](#)

Area map –
Neithrop
MSOA

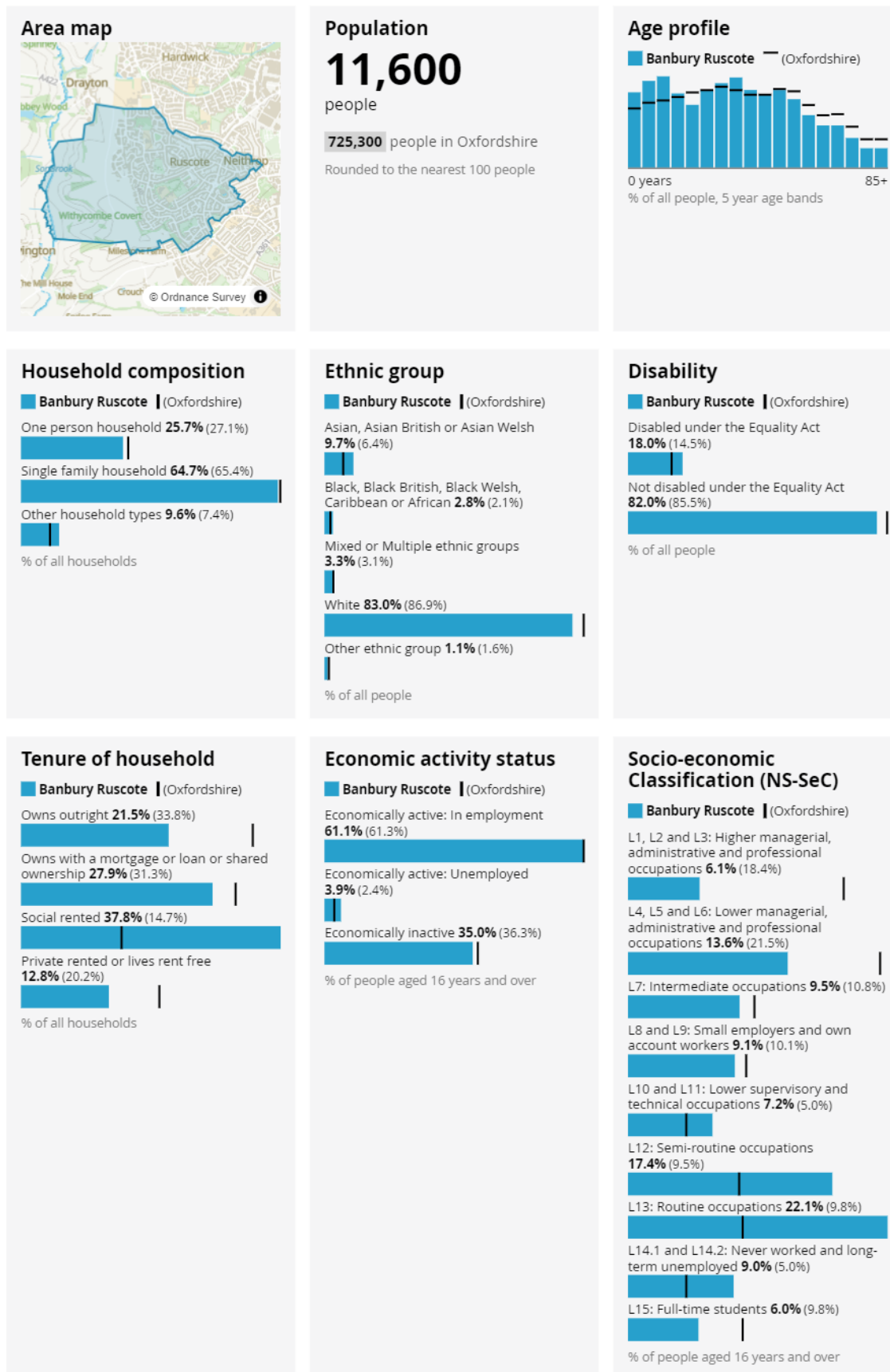


1.2 Banbury Ruscote

Census 2021 data shows that, compared with Oxfordshire as a whole, the ward of Banbury Ruscote had an above-average proportion of:

- Young people aged 0-15 years;
- Residents from an Asian ethnic group (9.7% vs 6.4%);
- People with disabilities (18% vs 14.5%);
- People living in social rented accommodation (38% vs 15%);
- People in routine (22% vs 10%) or semi-routine (17% vs 10%) occupations or who are long term unemployed (9% vs 5%).

Figure 4 Census 2021 profile of Banbury Ruscote ward



From [Build a custom area profile - Census 2021, ONS](#)

Employment and poverty

The three largest employment (industry) sectors for residents of Banbury Ruscote ward in employment (Census 2021) were:

- Retail (20%)
- Health & Social Work (15%)
- Manufacturing (14%)

The Banbury Ruscote area has rates of unemployment and poverty that are well above the Oxfordshire averages.

Working aged people and families

- 4.9% (count=305) of working aged residents in Banbury Ruscote ward were claiming unemployment-related benefits as of January 2023⁵, over double the rate for Oxfordshire of 2.1%.
- The latest fuel poverty data⁶ (for 2020) showed that the Banbury Ruscote ward area had 539 households estimated to be in fuel poverty, equivalent to 15.8% of households, almost double the average for Oxfordshire (8.1%).

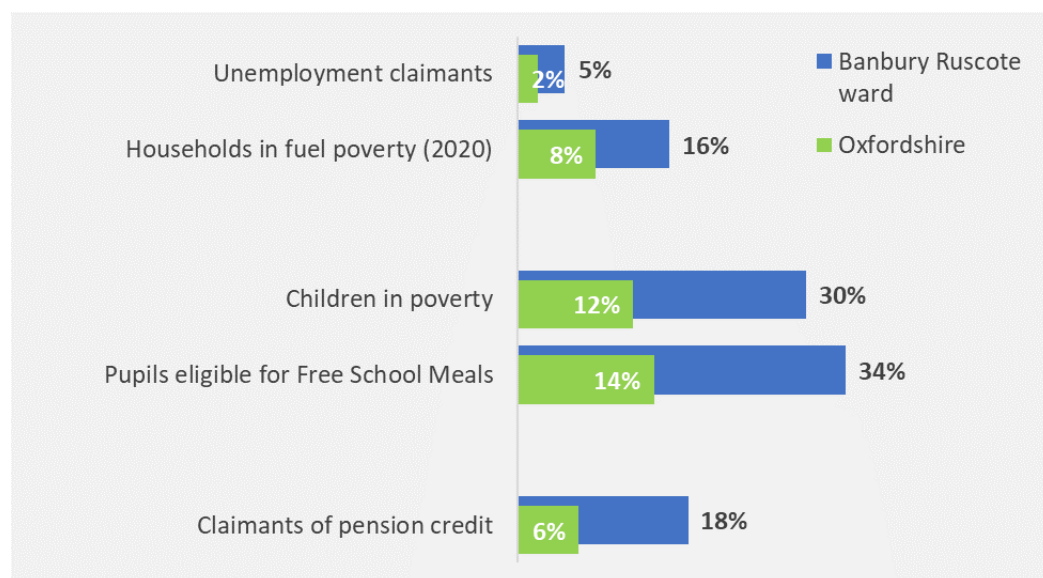
Children and young people

- 30% (count=814) of children were living in poverty⁷ in Banbury Ruscote ward, over double the average for Oxfordshire (12%).
- 34% (count=747) of primary and secondary pupils living in Banbury Ruscote ward were eligible for Free School Meals⁸, over double the average for Oxfordshire of 14%.

Older people

- 17.7% (count=268) of older residents were claiming pension credit in Banbury Ruscote ward as of August 2022, almost three times the average for Oxfordshire (6.3%).

Figure 5 Indicators of low income



⁵ DWP claimant count January 2023 from nomisweb.co.uk including Job Seeker Allowance and Universal Credit claimants who are out of work

⁶ Sub-regional fuel poverty data 2020 Dept for Business, Energy and Industrial Strategy

⁷ DWP statXplore, children aged 0-15, 2021/22

⁸ January 2022 pupil census, Oxfordshire County Council

A range of health and wellbeing indicators for Banbury Ruscote Middle Layer Super Output Area (MSOA) shows that the area has a relatively poor health profile.

Over half (25 out of 32) of local health and wellbeing indicators are ranked **as worse** than the England average including:

- Overall income deprivation (all ages) and each of children and older people in poverty,
- Life expectancy (lower than average for males and females),
- Emergency hospital admissions for all causes and deaths for all causes,
- Premature deaths from all causes,
- Preventable deaths.

Figure 6 Health and Wellbeing profile of Banbury Ruscote MSOA*

| Indicator name | Value | Worst | Med | Best | |
|--|-------|-------|-------|------|--|
| (D1) Deprivation score (IMD) | 34.0 | 86.9 | 18.2 | 2.2 | |
| (D2) Children under 16 yrs living in poverty (%) (IDACI) | 25.6 | 64.7 | 13.7 | 0.9 | |
| (D3) Adults over 60 yrs living in poverty (%) (IDAOP) | 20.8 | 76.0 | 13.0 | 2.0 | |
| (D4) Households in Fuel Poverty (%) | 15.8 | 54.1 | 12.4 | 2.5 | |
| (D5) Income deprivation (%) | 19.5 | 48.8 | 10.6 | 0.9 | |
| (D6) Unemployment, ages 16-64 years (%) | 6.1 | 20.8 | 4.0 | 0.7 | |
| (CH1) Emergency hospital admissions, ages 0-4 years (crude r.. | 194.9 | 352.2 | 137.9 | 24.8 | |
| (CH2) Emergency hospital admissions for injury, ages 0-4 year.. | 183.0 | 363.7 | 114.3 | 0.0 | |
| (CH3) Obesity: Reception year (%) | 11.3 | 21.4 | 9.5 | 2.6 | |
| (CH4) Obesity: Year 6 (%) | 23.4 | 39.0 | 19.6 | 4.3 | |
| (CH5) Emergency hospital admissions for injury, ages 0-14 yea.. | 122.5 | 251.2 | 89.2 | 18.7 | |
| (CH6) Emergency hospital admissions for injury, ages 15-24 ye.. | 191.9 | 733.3 | 126.9 | 14.4 | |
| (H1) Emergency hospital admissions for self-harm (SAR) | 118.6 | 541.4 | 88.3 | 10.2 | |
| (H2) Hospital admissions for alcohol-attributable conditions (SA.. | 129.6 | 391.1 | 95.4 | 35.9 | |
| (H3) Emergency hospital admissions for all causes (SAR) | 148.8 | 215.6 | 96.5 | 31.5 | |
| (H4) Emergency hospital admissions for COPD (SAR) | 188.4 | 554.5 | 88.2 | 9.3 | |
| (H5) Emergency hospital admissions for CHD (SAR) | 136.9 | 396.1 | 96.2 | 23.0 | |
| (H6) Emergency hospital admissions for Stroke (SAR) | 123.1 | 260.9 | 99.0 | 28.4 | |
| (H7) Emergency hospital admissions for heart attack (MI) (SAR) | 160.1 | 318.7 | 97.0 | 21.4 | |
| (H8) Emergency hospital admissions for hip fracture, over 65s (.. | 158.0 | 527.4 | 96.6 | 29.3 | |
| (M1) Life expectancy at birth (Males) | 76.0 | 66.6 | 79.8 | 94.1 | |
| (M2) Life expectancy at birth (Females) | 79.0 | 72.0 | 83.6 | 97.5 | |
| (M3) Deaths from all causes (SMR) | 162.4 | 251.0 | 97.5 | 36.0 | |
| (M4) Deaths from all cancer, age under 75 years (SMR) | 156.5 | 231.0 | 98.0 | 29.2 | |
| (M5) Deaths from circulatory disease, age under 75 years (SM.. | 116.5 | 374.4 | 95.5 | 12.6 | |
| (M6) Deaths from respiratory diseases (SMR) | 222.6 | 335.4 | 96.8 | 21.8 | |
| (M7) Deaths from stroke (SMR) | 177.6 | 415.7 | 95.4 | 0.0 | |
| (M8) Deaths from all causes, age under 75 years (SMR) | 144.3 | 309.2 | 95.8 | 26.1 | |
| (M9) Deaths from all cancer (SMR) | 147.2 | 200.8 | 99.0 | 32.2 | |
| (M10) Deaths from circulatory disease (SMR) | 136.8 | 244.7 | 98.9 | 32.1 | |
| (M11) Deaths from coronary heart disease (SMR) | 127.1 | 307.5 | 98.0 | 16.6 | |
| (M12) Preventable mortality (SMR) | 158.7 | 378.4 | 93.3 | 17.3 | |

Source: Area is Cherwell 005; OHID Local Health from Oxfordshire JSNA inequalities dashboard
[Workbook: Oxfordshire Local Area Inequalities Dashboard \(tableau.com\)](#)

Area map –
Ruscote
MSOA



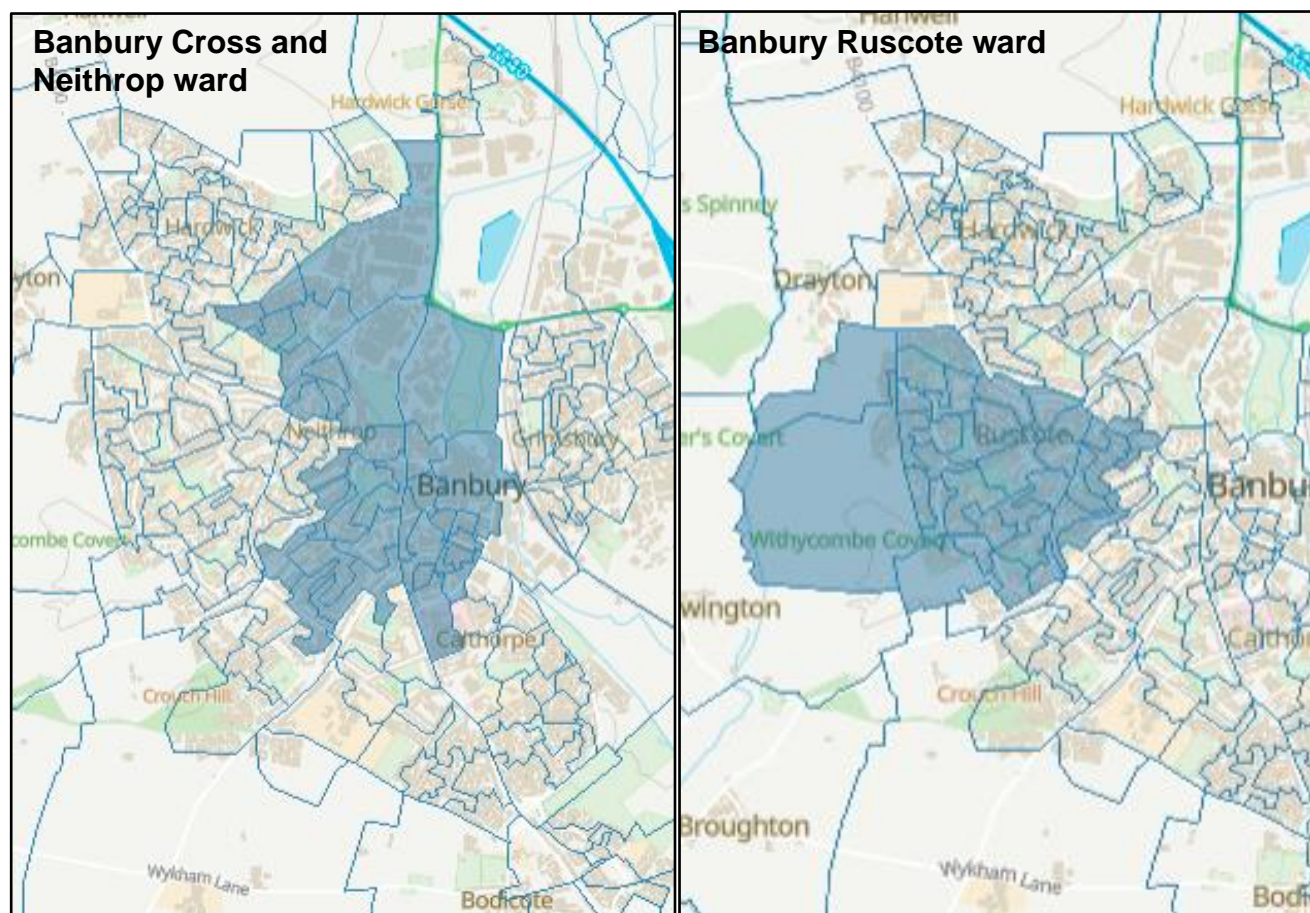
2 Introduction

This profile provides an overview of facts and figures about the combined area of Banbury Cross and Neithrop and Banbury Ruscote.

Banbury Cross and Neithrop ward covers central Banbury including Banbury town centre, Castle Quay and the Light, the Jacobs Douwe Egberts factory, Spiceball Leisure Centre and country park and the People's Park.

Banbury Ruscote ward is to the west of Banbury and is mainly an area of housing, including the Bretch Hill estate and Woodgreen Leisure Centre.

Figure 7 Ward boundaries



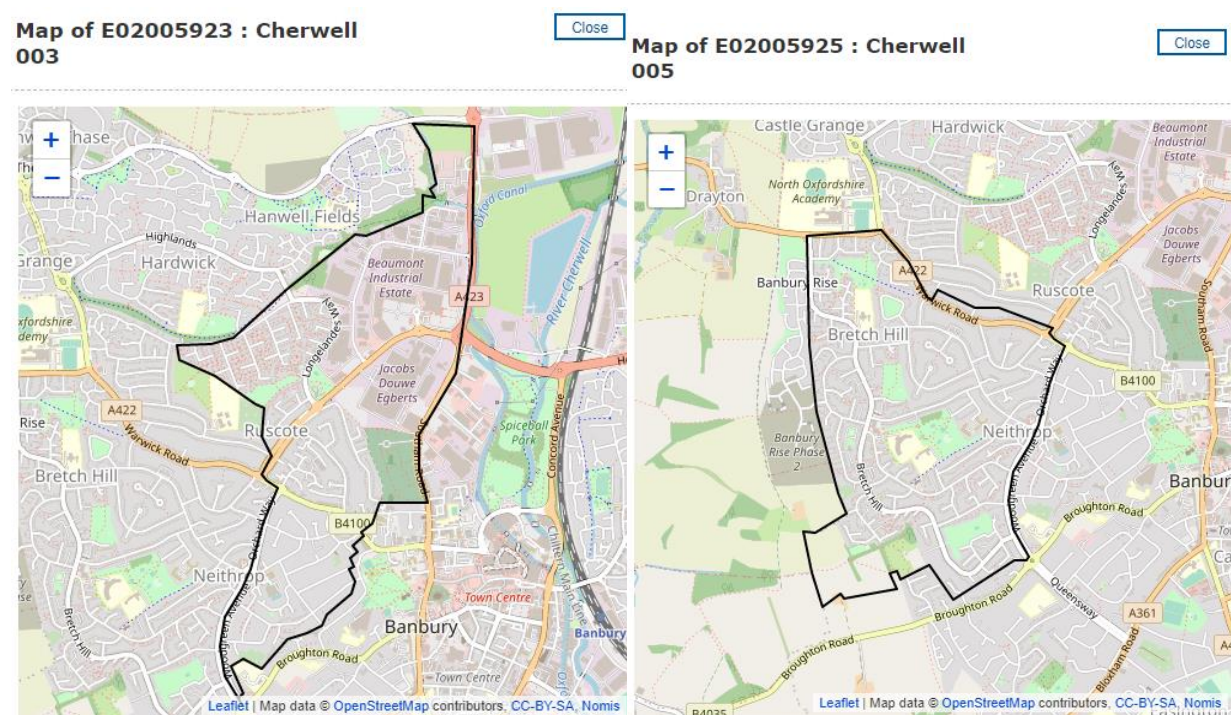
Maps from [Build a custom area profile - Census 2021, ONS](#)

The main area of the ward of Banbury Cross and Neithrop is covered by 1 Middle Super Output Area (Cherwell 003) and 4 LSOAs (Cherwell 003A, 003B, 003C and 003D).

The main area of the ward of Banbury Ruscote is covered by 1 MSOA (Cherwell 005) and 6 LSOAs (Cherwell 003A, 003B, 003C, 003D, 003E and 003F)

Where ward data is unavailable, data is included for the Middle Super Output Area (MSOA) for both Banbury Neithrop and Banbury Ruscott MSOA area (code Cherwell 003 and 005) and the 10 LSOAs which make up these MSOAs.

Figure 8: Maps showing Banbury Neithrop MSOA (Cherwell 003) and Banbury Ruscott MSOA (Cherwell 005).



Maps from www.nomisweb.co.uk

Where relevant, data for Banbury Neithrop and Ruscott is compared with Cherwell district, Oxfordshire county and the England averages.

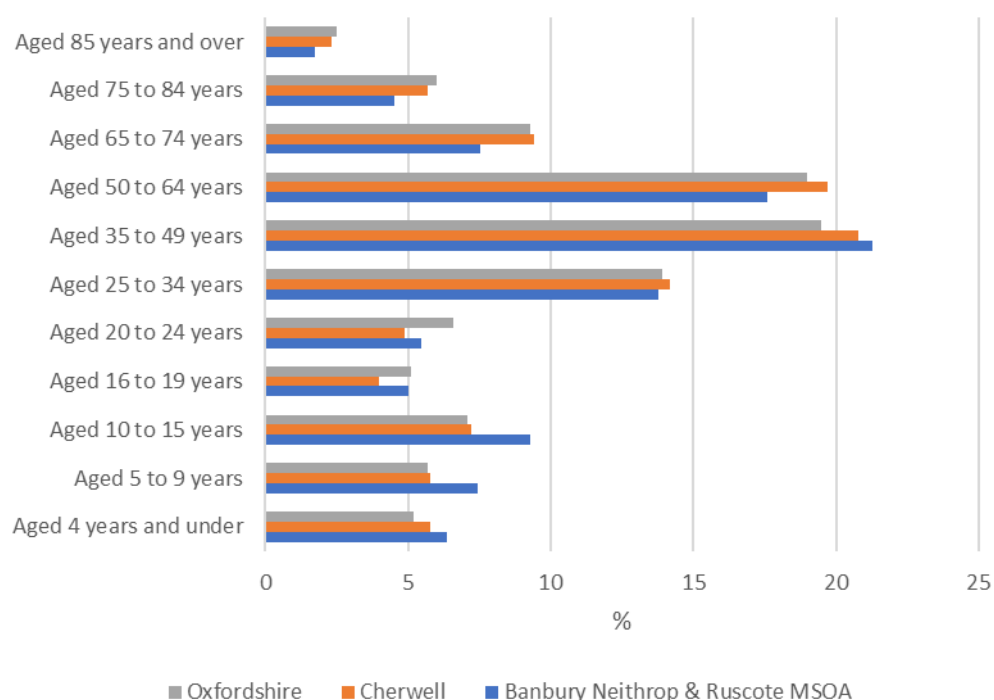
3 Population profile

3.1 Population

According to the ONS Census 2021, the total population of the two MSOAs Banbury Neithrop and Banbury Ruscote was 14,907.

Compared with Oxfordshire and Cherwell, Banbury Neithrop and Banbury Ruscote MSOAs had a higher proportion of the population of young people (0 to 15) and older working age (35 to 49) and a lower proportion of older people (aged 65+).

Figure 9: Proportion of the population in the area by broad age band, Banbury Neithrop & Ruscote MSOA vs Cherwell district and Oxfordshire (Census 2021)



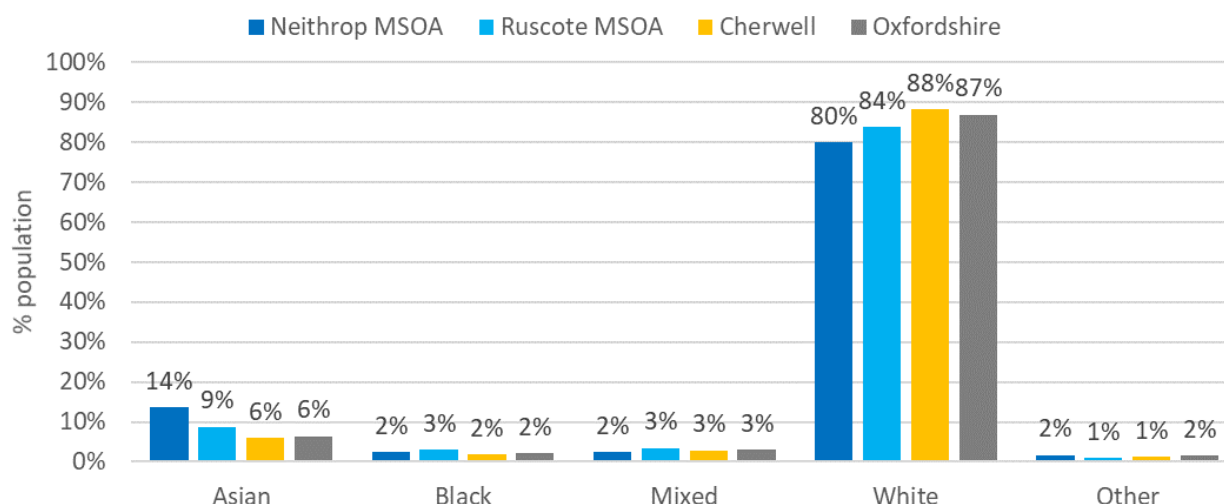
Source: ONS Census 2021 table TS007 from www.nomisweb.co.uk

3.2 Ethnicity

At the time of the Census 2021 survey, 80% of residents in Banbury Neithrop MSOA and 84% in Banbury Ruscote MSOA identified as White, each below the district and county percentages (88% and 86% respectively).

14% of the population of Banbury Neithrop MSOA was from an Asian background, over double the proportion in Cherwell and Oxfordshire.

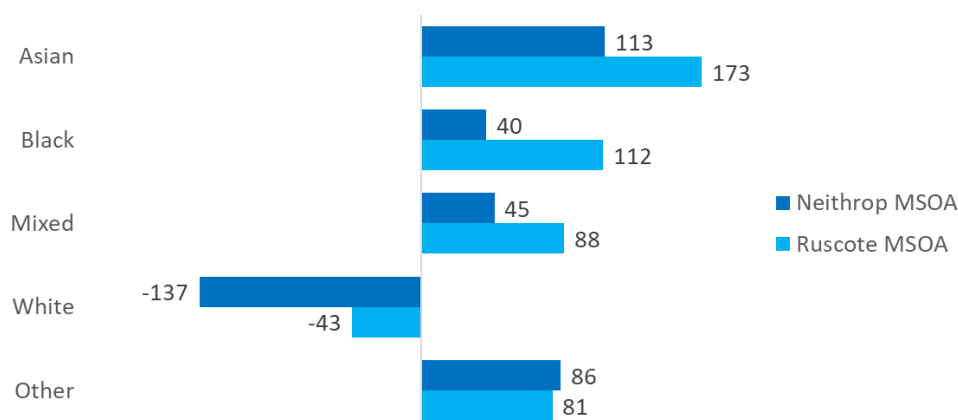
Figure 10: Proportion of the resident population by broad ethnic group (2021)



Source: ONS Census 2021 table TS021

The change over 10 years, from the Census 2011 survey to the Census 2021 survey, shows an increase in the number of residents in each of the broad ethnic groups, other than the White group which had a slight decline.

Figure 11: Change in number of residents of Neithrop MSOA and Ruscote MSOA by broad ethnic group, Census 2011 to Census 2021



Source: ONS Census 2011 table KS201 and Census 2021 table TS021

3.3 Housing

According to the Census 2021:

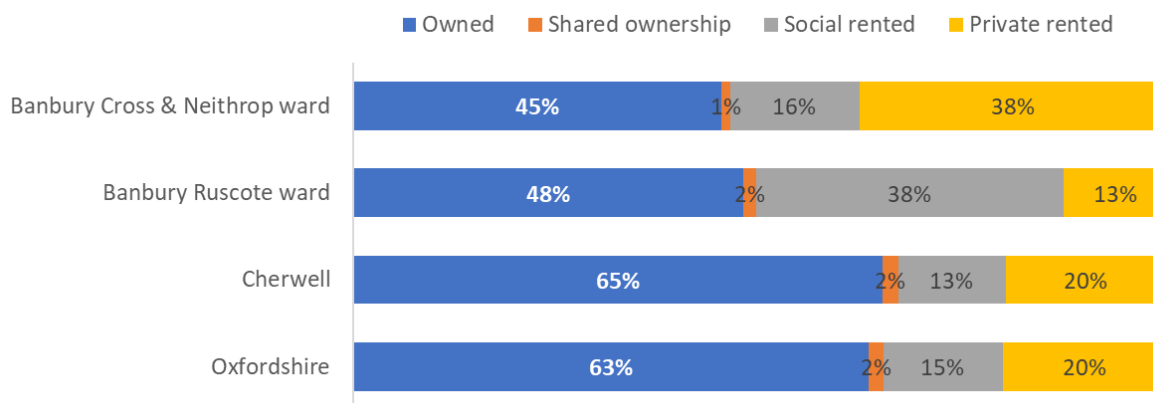
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- The proportion of households in Banbury Cross & Neithrop in private rented accommodation (38%) was well above the averages for Cherwell (20%) and Oxfordshire (20%).
- The proportion of households in Banbury Ruscote ward in social rented accommodation (38%) was well above the averages for Cherwell (13%) and Oxfordshire (15%).

Figure 12: Percentage of households by tenure (2021)

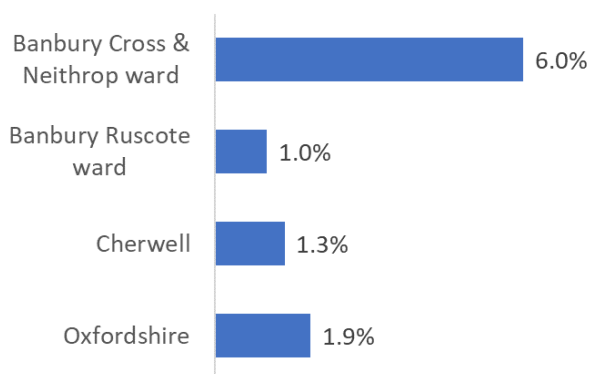


Source: ONS Census 2021 table TS054

There was a total of 280 households in Banbury Cross & Neithrop ward classified as a converted or shared house (including bedsits) and 44 households of this type in Banbury Ruscote ward.

The proportion of total households in shared accommodation in Banbury Cross & Neithrop ward (6%) was well above the averages for Cherwell (1.3%) and Oxfordshire (1.9%).

Figure 13 Proportion of households living in part of a converted or shared house (including bedsits) Census 2021



Source: ONS Census 2021 table TS044

4 Health and Wellbeing

4.1 Summary of Health and wellbeing indicators

The below table shows indicators for Banbury Neithrop MSOA and Banbury Ruscote MSOA which relate to health inequalities. The values are compared to the England average and are showing either similar to the England value (yellow) or worse (red) than the England average.

A range of health and wellbeing indicators for Banbury Neithrop Middle Layer Super Output Area (MSOA) shows that the area had 8 out of 32 local health and wellbeing indicators ranked as worse than the England average.

Table 1: Table of health and wellbeing indicators for Banbury Neithrop MSOA

| Banbury Neithrop | | | | | |
|---|-------|-------|-------|------|--|
| Indicator name | Value | Worst | Med | Best | |
| (D1) Deprivation score (IMD) | 26.8 | 86.9 | 18.2 | 2.2 | |
| (D2) Children under 16 yrs living in poverty (%) (IDACI) | 17.5 | 64.7 | 13.7 | 0.9 | |
| (D3) Adults over 60 yrs living in poverty (%) (IDAOPI) | 18.6 | 76.0 | 13.0 | 2.0 | |
| (D4) Households in Fuel Poverty (%) | 12.3 | 54.1 | 12.4 | 2.5 | |
| (D5) Income deprivation (%) | 14.6 | 48.8 | 10.6 | 0.9 | |
| (D6) Unemployment, ages 16-64 years (%) | 6.3 | 20.8 | 4.0 | 0.7 | |
| (CH1) Emergency hospital admissions, ages 0-4 years (crude r.. | 208.8 | 352.2 | 137.9 | 24.8 | |
| (CH2) Emergency hospital admissions for injury, ages 0-4 year.. | 157.2 | 363.7 | 114.3 | 0.0 | |
| (CH3) Obesity: Reception year (%) | 10.2 | 21.4 | 9.5 | 2.6 | |
| (CH4) Obesity: Year 6 (%) | 23.4 | 39.0 | 19.6 | 4.3 | |
| (CH5) Emergency hospital admissions for injury, ages 0-14 yea.. | 106.4 | 251.2 | 89.2 | 18.7 | |
| (CH6) Emergency hospital admissions for injury, ages 15-24 ye.. | 161.0 | 733.3 | 126.9 | 14.4 | |
| (H1) Emergency hospital admissions for self-harm (SAR) | 99.0 | 541.4 | 88.3 | 10.2 | |
| (H2) Hospital admissions for alcohol-attributable conditions (SA.. | 95.1 | 391.1 | 95.4 | 35.9 | |
| (H3) Emergency hospital admissions for all causes (SAR) | 130.4 | 215.6 | 96.5 | 31.5 | |
| (H4) Emergency hospital admissions for COPD (SAR) | 139.8 | 554.5 | 88.2 | 9.3 | |
| (H5) Emergency hospital admissions for CHD (SAR) | 129.0 | 396.1 | 96.2 | 23.0 | |
| (H6) Emergency hospital admissions for Stroke (SAR) | 92.0 | 260.9 | 99.0 | 28.4 | |
| (H7) Emergency hospital admissions for heart attack (MI) (SAR) | 155.7 | 318.7 | 97.0 | 21.4 | |
| (H8) Emergency hospital admissions for hip fracture, over 65s (...) | 90.4 | 527.4 | 96.6 | 29.3 | |
| (M1) Life expectancy at birth (Males) | 77.9 | 66.6 | 79.8 | 94.1 | |
| (M2) Life expectancy at birth (Females) | 85.1 | 72.0 | 83.6 | 97.5 | |
| (M3) Deaths from all causes (SMR) | 88.5 | 251.0 | 97.5 | 36.0 | |
| (M4) Deaths from all cancer, age under 75 years (SMR) | 118.8 | 231.0 | 98.0 | 29.2 | |
| (M5) Deaths from circulatory disease, age under 75 years (SM.. | 142.6 | 374.4 | 95.5 | 12.6 | |
| (M6) Deaths from respiratory diseases (SMR) | 101.5 | 335.4 | 96.8 | 21.8 | |
| (M7) Deaths from stroke (SMR) | 84.7 | 415.7 | 95.4 | 0.0 | |
| (M8) Deaths from all causes, age under 75 years (SMR) | 120.6 | 309.2 | 95.8 | 26.1 | |
| (M9) Deaths from all cancer (SMR) | 91.7 | 200.8 | 99.0 | 32.2 | |
| (M10) Deaths from circulatory disease (SMR) | 95.5 | 244.7 | 98.9 | 32.1 | |
| (M11) Deaths from coronary heart disease (SMR) | 100.4 | 307.5 | 98.0 | 16.6 | |
| (M12) Preventable mortality (SMR) | 115.2 | 378.4 | 93.3 | 17.3 | |


Source: OHID Local Health from [Oxfordshire Local Area Inequalities Dashboard](#)

Compared with other areas of Oxfordshire, the Banbury Ruscote area has a relatively poor health profile, with 25 out of 32 local health and wellbeing indicators ranked as worse than the England average.

Table 2: Table of health and wellbeing indicators for Banbury Ruscote MSOA.

| Banbury Ruscote | | | | | |
|--|-------|-------|-------|------|--|
| Indicator name | Value | Worst | Med | Best | |
| (D1) Deprivation score (IMD) | 34.0 | 86.9 | 18.2 | 2.2 | |
| (D2) Children under 16 yrs living in poverty (%) (IDACI) | 25.6 | 84.7 | 13.7 | 0.9 | |
| (D3) Adults over 60 yrs living in poverty (%) (IDAOP) | 20.8 | 76.0 | 13.0 | 2.0 | |
| (D4) Households in Fuel Poverty (%) | 15.8 | 54.1 | 12.4 | 2.5 | |
| (D5) Income deprivation (%) | 19.5 | 48.8 | 10.6 | 0.9 | |
| (D6) Unemployment, ages 16-64 years (%) | 6.1 | 20.8 | 4.0 | 0.7 | |
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| (CH2) Emergency hospital admissions for injury, ages 0-4 year.. | 183.0 | 363.7 | 114.3 | 0.0 | |
| (CH3) Obesity: Reception year (%) | 11.3 | 21.4 | 9.5 | 2.6 | |
| (CH4) Obesity: Year 8 (%) | 23.4 | 39.0 | 19.6 | 4.3 | |
| (CH5) Emergency hospital admissions for injury, ages 0-14 yea.. | 122.5 | 251.2 | 89.2 | 18.7 | |
| (CH6) Emergency hospital admissions for injury, ages 15-24 ye.. | 191.9 | 733.3 | 126.9 | 14.4 | |
| (H1) Emergency hospital admissions for self-harm (SAR) | 118.6 | 541.4 | 88.3 | 10.2 | |
| (H2) Hospital admissions for alcohol-attributable conditions (SA.. | 129.6 | 391.1 | 95.4 | 35.9 | |
| (H3) Emergency hospital admissions for all causes (SAR) | 148.8 | 215.6 | 96.5 | 31.5 | |
| (H4) Emergency hospital admissions for COPD (SAR) | 188.4 | 554.5 | 88.2 | 9.3 | |
| (H5) Emergency hospital admissions for CHD (SAR) | 136.9 | 396.1 | 96.2 | 23.0 | |
| (H6) Emergency hospital admissions for Stroke (SAR) | 123.1 | 260.9 | 99.0 | 28.4 | |
| (H7) Emergency hospital admissions for heart attack (MI) (SAR) | 180.1 | 318.7 | 97.0 | 21.4 | |
| (H8) Emergency hospital admissions for hip fracture, over 65s (.. | 158.0 | 527.4 | 96.6 | 29.3 | |
| (M1) Life expectancy at birth (Males) | 76.0 | 86.6 | 79.8 | 94.1 | |
| (M2) Life expectancy at birth (Females) | 79.0 | 72.0 | 83.6 | 97.5 | |
| (M3) Deaths from all causes (SMR) | 162.4 | 251.0 | 97.5 | 36.0 | |
| (M4) Deaths from all cancer, age under 75 years (SMR) | 156.5 | 231.0 | 98.0 | 29.2 | |
| (M5) Deaths from circulatory disease, age under 75 years (SM.. | 116.5 | 374.4 | 95.5 | 12.6 | |
| (M6) Deaths from respiratory diseases (SMR) | 222.6 | 335.4 | 96.8 | 21.8 | |
| (M7) Deaths from stroke (SMR) | 177.6 | 415.7 | 95.4 | 0.0 | |
| (M8) Deaths from all causes, age under 75 years (SMR) | 144.3 | 309.2 | 95.8 | 26.1 | |
| (M9) Deaths from all cancer (SMR) | 147.2 | 200.8 | 99.0 | 32.2 | |
| (M10) Deaths from circulatory disease (SMR) | 136.8 | 244.7 | 98.9 | 32.1 | |
| (M11) Deaths from coronary heart disease (SMR) | 127.1 | 307.5 | 98.0 | 16.6 | |
| (M12) Preventable mortality (SMR) | 158.7 | 378.4 | 93.3 | 17.3 | |

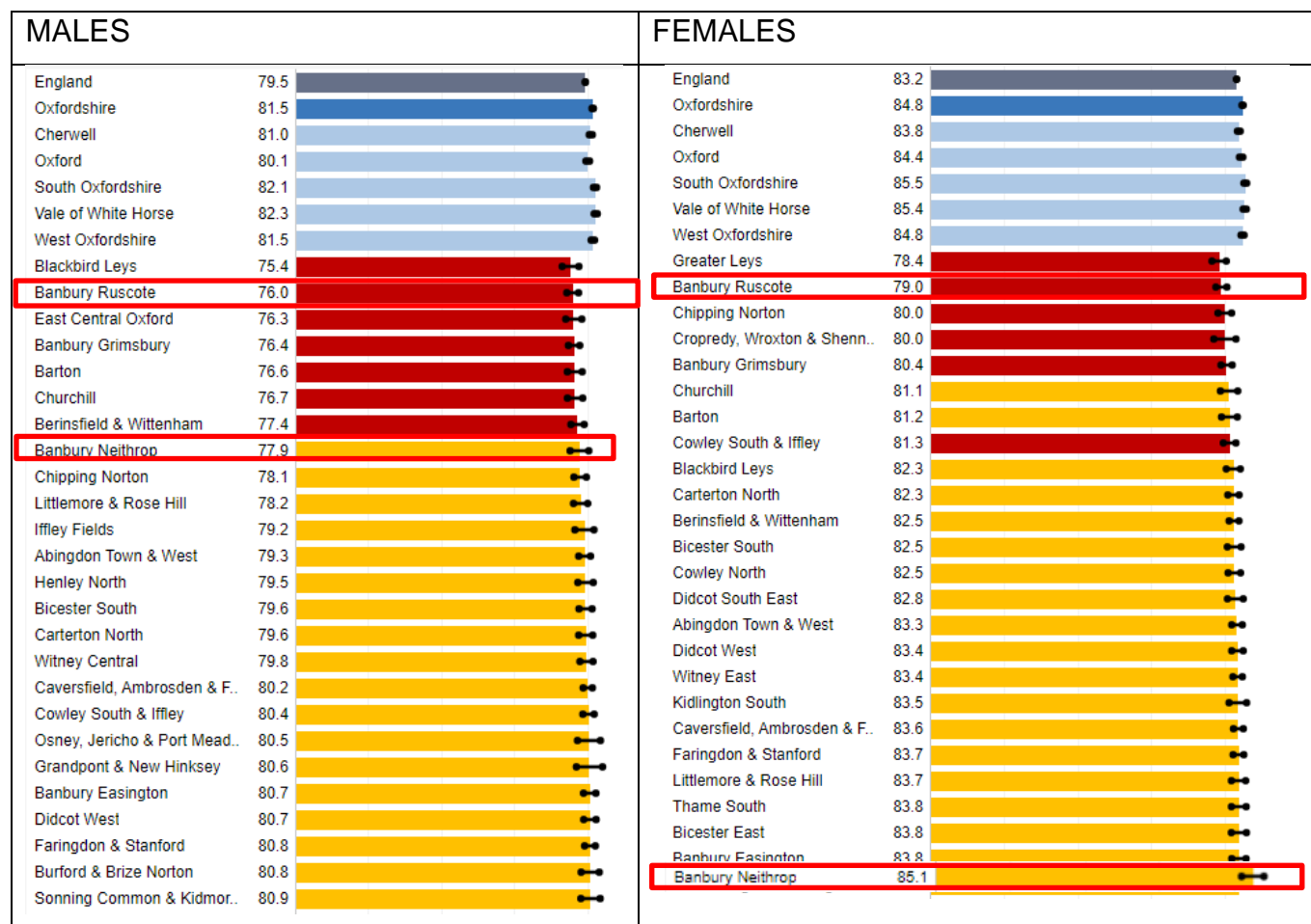
Source: OHID Local Health from [Oxfordshire Local Area Inequalities Dashboard](#)

The highlighted indicators  are further broken down below in the following charts.

4.2 Life expectancy at birth

Banbury Ruscote MSOA has one of the lowest life expectancies for males and females in Oxfordshire, each statistically below (worse than) the England average. Life expectancies for females and males is similar to the England average for Banbury Neithrop.

Figure 14: Life expectancy at birth by sex.



Source: ONS from [Oxfordshire Local Area Inequalities Dashboard](#)

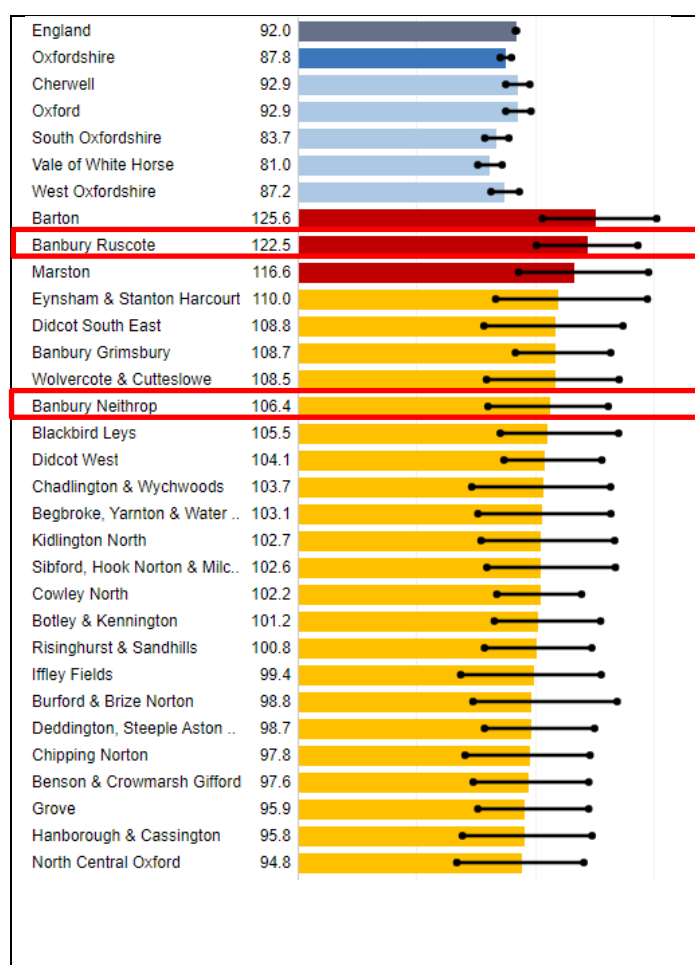
4.3 Emergency Admissions

The below indicators look at the crude rate of hospital admissions for children aged under 5 years per 1,000 resident population, as well as admissions caused by unintentional and deliberate injuries in children.

Banbury Ruscote MSOA ranks worse than Cherwell, Oxfordshire and England. This is also true for the next four indicators emergency hospital admissions for self-harm; hospital admissions for alcohol-attributable conditions; emergency hospital admissions for all causes and emergency hospital admissions for COPD.

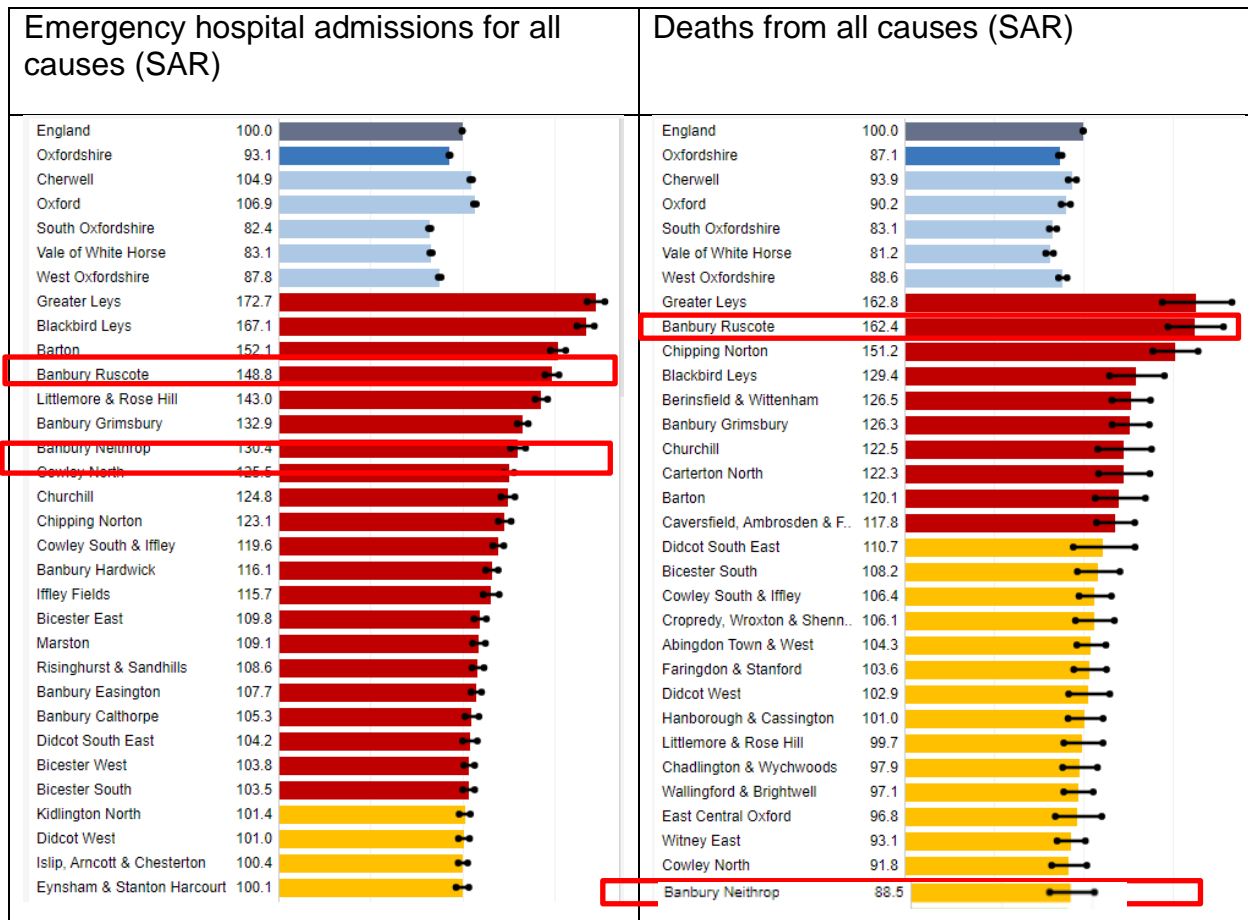
The below indicator shows that Banbury Neithrop is similar to the Cherwell and England average with regards to “Emergency Admissions in Children under the ages of 5”, and the next four indicators shown, except ‘Emergency hospital admissions for all causes (SAR)’ for which Banbury Neithrop ranks worse than England.

Figure 15: Emergency hospital admissions, aged 0-4 years (crude rate).



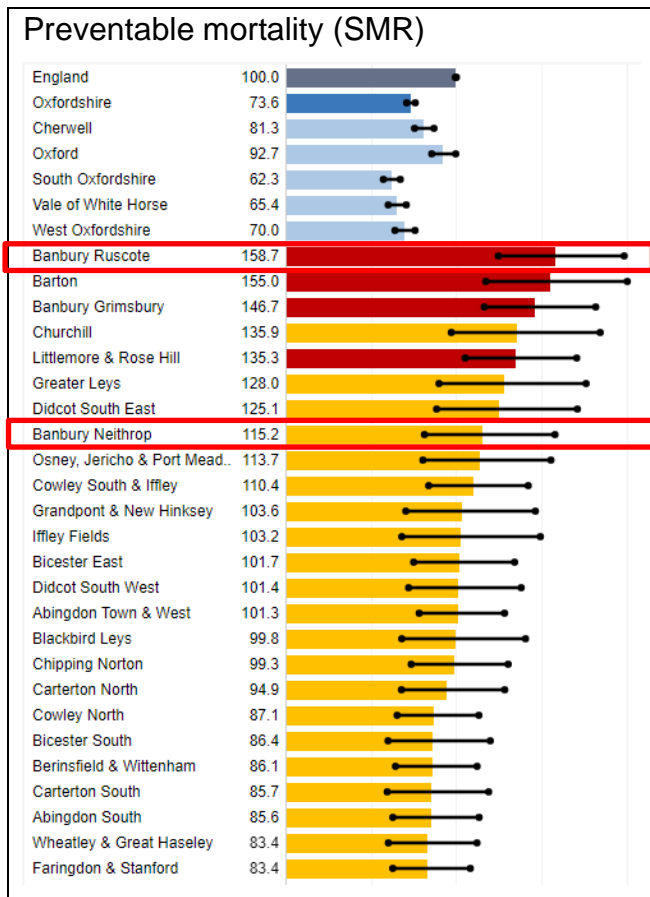
Source: OHID Local Health from [Oxfordshire Local Area Inequalities Dashboard](#)

Figure 16: Emergency hospital admissions for all causes and deaths from all causes.



Source: OHID Local Health from [Oxfordshire Local Area Inequalities Dashboard](#)

Figure 17: Preventable mortality.

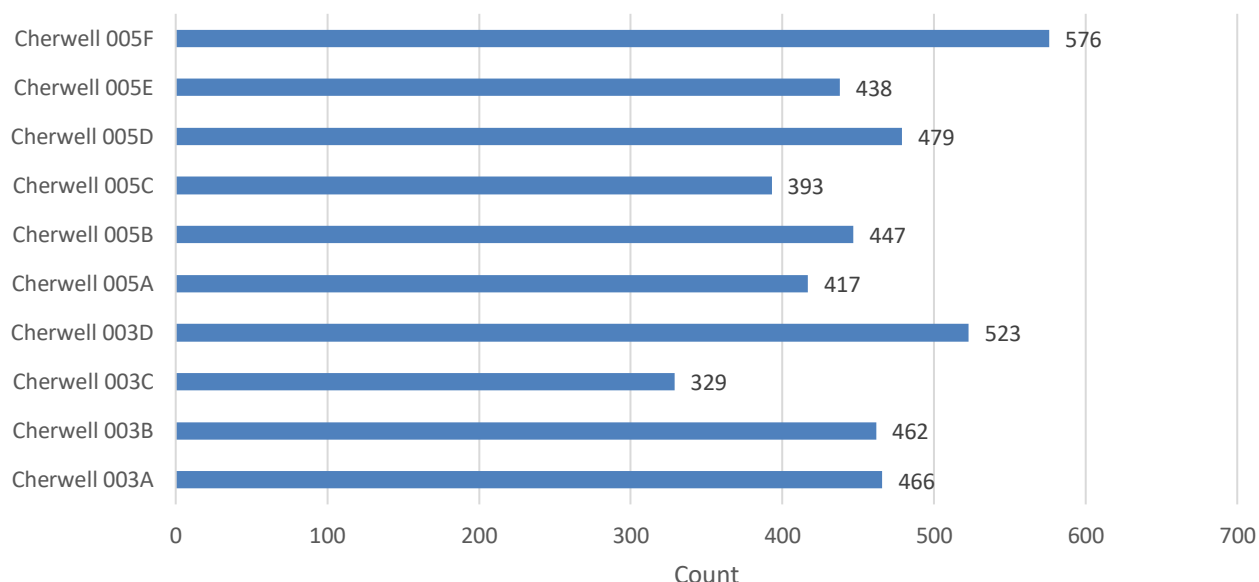


Source: OHID Local Health from [Oxfordshire Local Area Inequalities Dashboard](#)

4.4 Cases of COVID-19

Between March 2020 and March 2022, LSOAs in the Banbury Neithrop & Ruscote area had a total of 4,530 reported cases of COVID-19 including 576 in Cherwell 005F and 523 in Cherwell 003D LSOA.

Figure 18: Chart with COVID-19 cases by LSOA from March 2020 to March 2022.

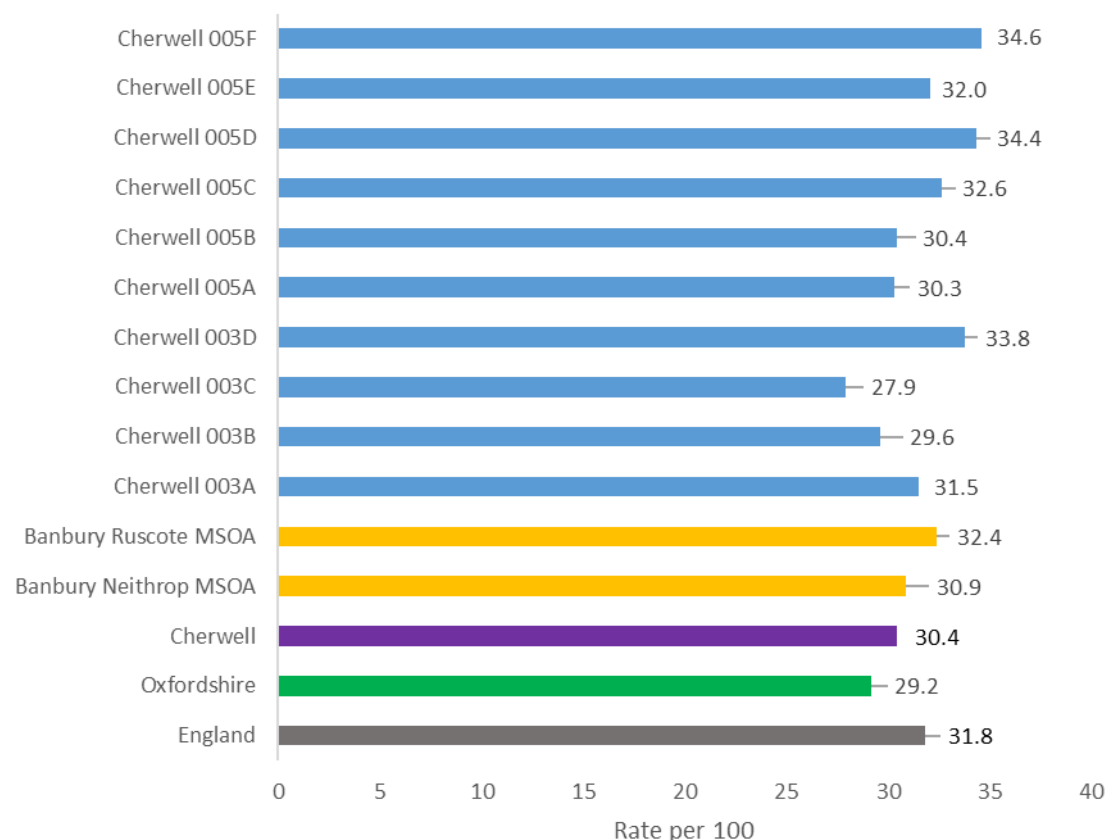


Source: LADAP Power BI dashboard

Between March 2020 and March 2022 Banbury Neithrop and Ruscote MSOA had a higher rate of COVID-19 cases per 100 compared to Cherwell and Oxfordshire but, this was lower than the England rate.

Cherwell 005F LSOA had the highest rate per 100 between March 2020 and March 2022 compared to the other LSOAs and the other area rates.

Figure 19: Rate of COVID-19 cases per 100 in England, Oxfordshire, Cherwell, Banbury Neithrop and Ruscote MSOA and the 10 LSOAs within the both MSOAs.

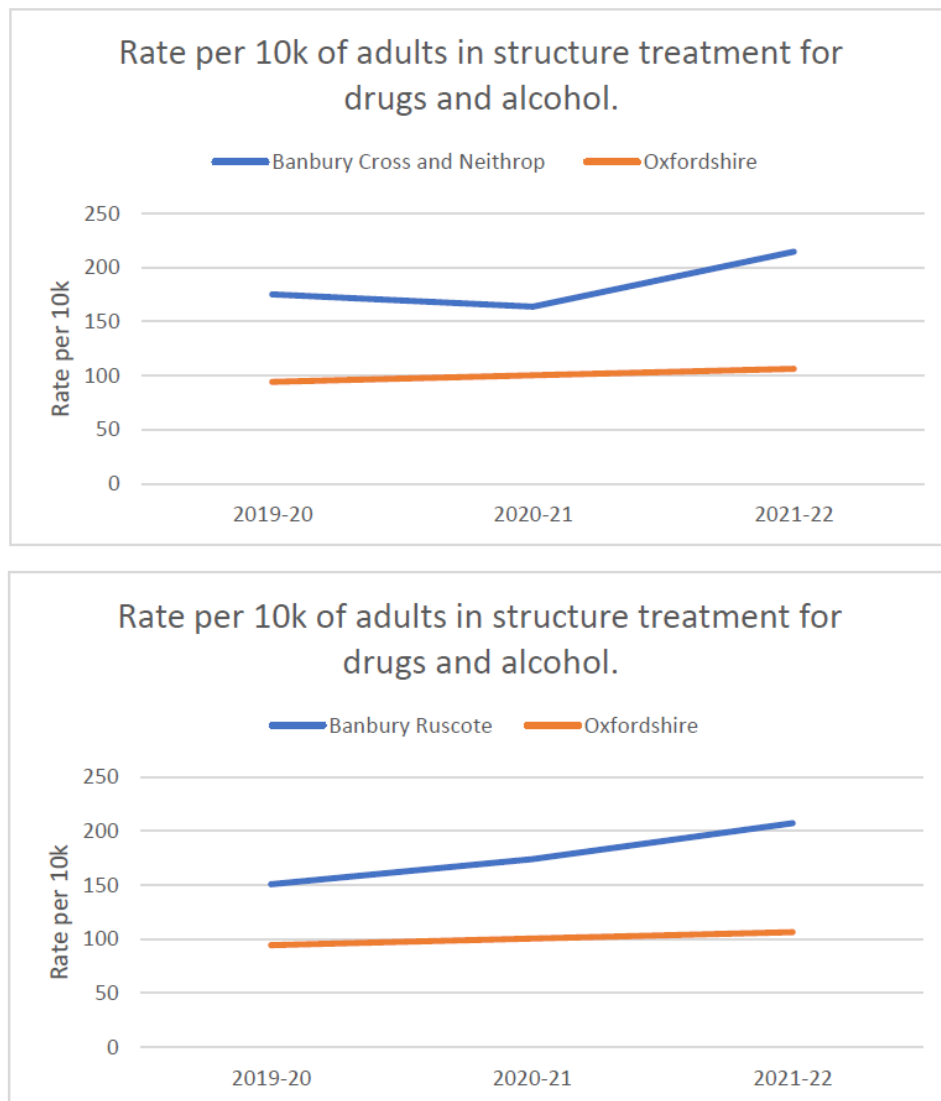


Source: LADAP Power BI dashboard

4.5 Adults in treatment for drugs or alcohol

The rate of adults (aged 18 and over) per 10,000 population receiving drugs or alcohol treatment in Banbury Neithrop and Banbury Ruscote were each above average. The latest data (as of 2021-22) appears to show an increase over the previous year.

Figure 20 Adults in structured treatment for drugs and alcohol



Source: Oxfordshire Treatment information system (OTIS)

Date of data download : 23/01/2023

Rates using ONS mid-year 2020 population

5 Employment and poverty data

5.1 Economic activity

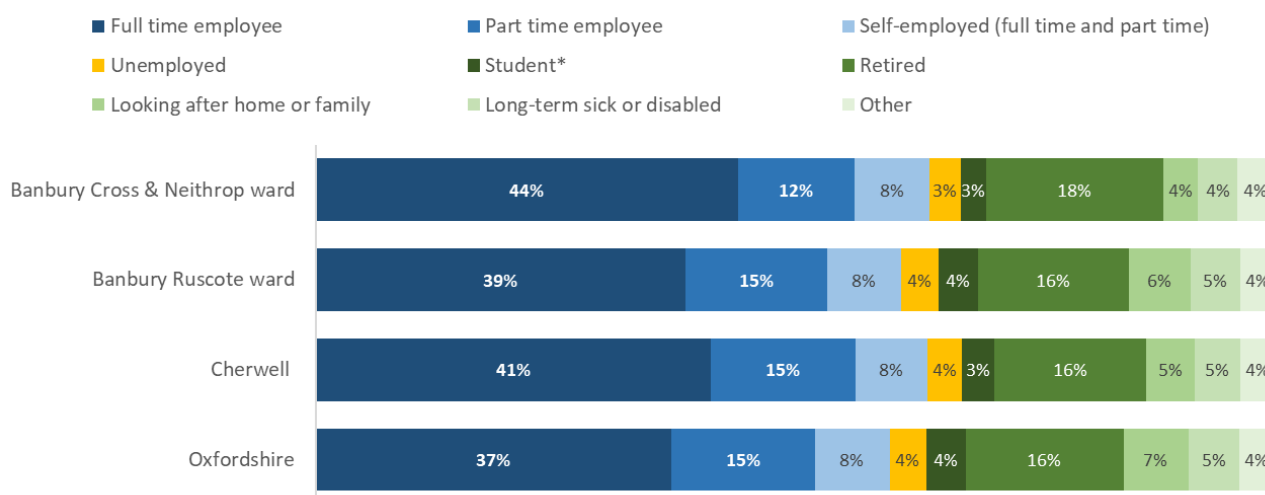
Data on economic activity is available from the 2021 Census and counts people aged 16 years and over as economically active if, between 15 March and 21 March 2021, they were:

- in employment (an employee or self-employed),
- unemployed, but looking for work and could start within two weeks,
- unemployed, but waiting to start a job that had been offered and accepted.

As of March 2021, the percentage of people who were economically active in Banbury Cross & Neithrop ward (including economically active students but excluding full time students who were economically inactive) was 67% and in Banbury Ruscote ward was 65%. These were similar to the rates for Cherwell (68%) and Oxfordshire (64%).

Further breakdown of economic activity shows that, compared with Cherwell and Oxfordshire averages Banbury Cross & Neithrop ward had a higher proportion of full-time employees and a higher proportion of people who were retired.

Figure 21 Economic activity of residents aged 16 years and over (Census 2021)



Source: ONS Census 2021 table TS066 from www.nomisweb.co.uk

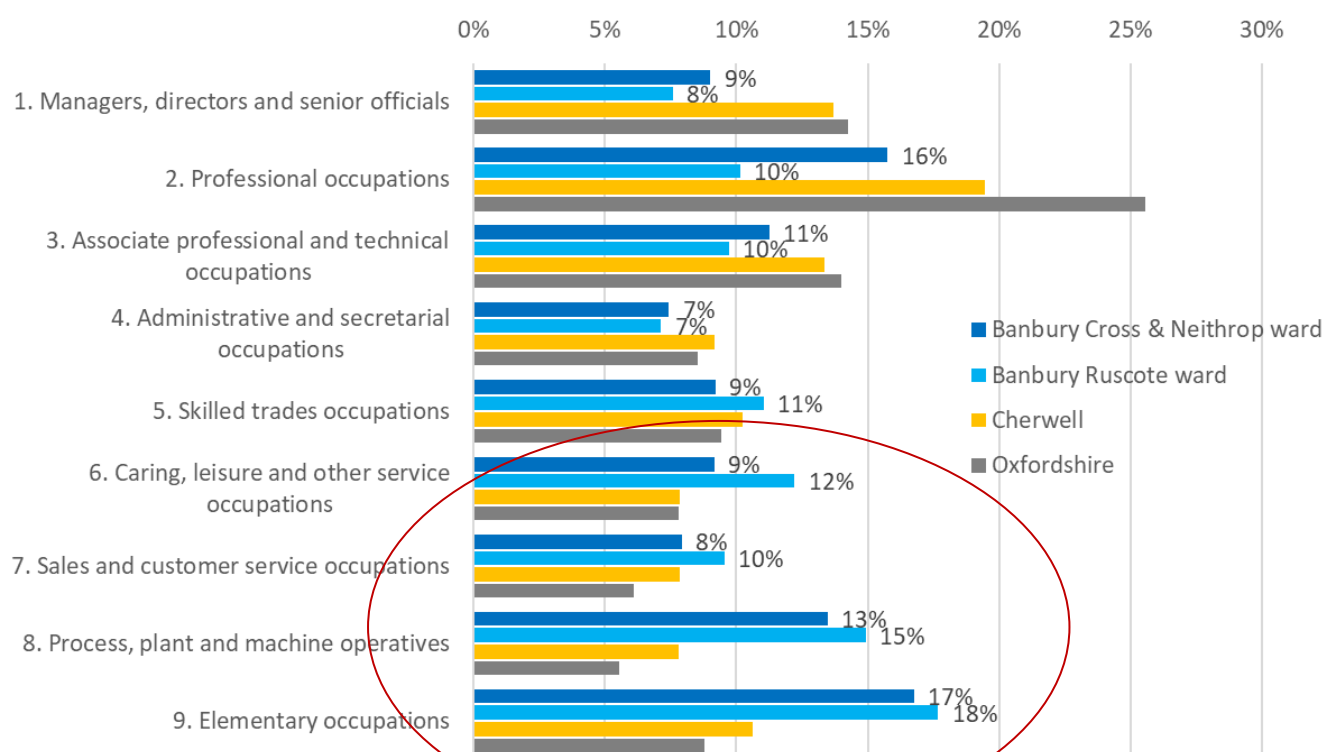
**"student" includes economically inactive full time students only, some full time students are included in the economically active populations.

5.2 Occupation

The occupation indicator classifies what people aged 16 years and over do as their main job. This includes job title or details of activities they do in their job and any supervisory or management responsibilities.

According to the 2021 Census, a third (33%) of people in employment in Ruscote ward and just under a third in Neithrop ward were in the (generally lower paid) process and elementary occupations. This was well above the averages for Cherwell (18%) and Oxfordshire (14%).

Figure 22 Proportion of people aged 16+ in employment by occupation (Census 2021)



Source: ONS Census 2021 Table TS063

The three largest employment (industry) sectors for Banbury Neithrop and Ruscote wards were Retail, Manufacturing and Health & Social Work.

Table 3 Proportion of residents aged 16+ in employment by top industry sectors (2021)

| Industry sector | Banbury Cross & Neithrop ward | Banbury Ruscote ward | Cherwell | Oxfordshire |
|------------------------|-------------------------------|----------------------|----------|-------------|
| Retail | 19% | 20% | 17% | 13% |
| Manufacturing | 15% | 14% | 10% | 7% |
| Health and social work | 12% | 15% | 12% | 13% |
| Education | 8% | 6% | 10% | 14% |

Source: ONS Census 2021 table TS060 - industry

5.3 Unemployment

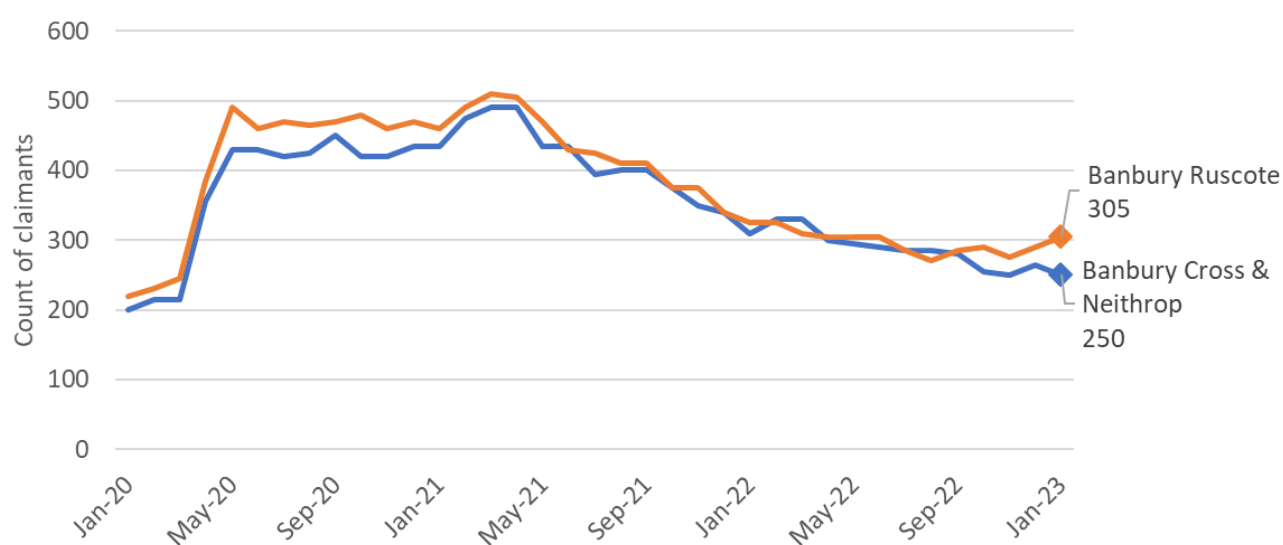
The claimant count is a measure of the number of people claiming benefits principally for the reason of being unemployed, based on administrative data from the benefits system.

The number of people claiming unemployment-related benefits in the Banbury Cross & Neithrop and Banbury Ruscote wards increased significantly at the start of the pandemic in March and May 2020 and has remained above pre-pandemic levels.

As of January 2023, there were 305 people claiming unemployment-related benefits in Banbury Ruscote ward and 250 claimants in Banbury Cross & Neithrop ward.

Claimant count as a proportion of the residents aged 16-64 for Banbury Cross & Neithrop was 3.7% and for Banbury Ruscote ward was 4.9%, each higher than the average for Cherwell (2.0%) and Oxfordshire (2.1%) for January 2023.

Figure 23: Count of people claiming unemployment-related benefits



Source: DWP NOMIS, Source: DWP from nomisweb.co.uk

5.4 Indices of Multiple Deprivation (IMD)

The index of multiple deprivation is an official measure of relative deprivation of small areas within England. The measure is created by combining and weighing data from 7 different domains: income, employment, health deprivation and disability, education and skills training, crime, barriers to housing and services and living environment. The overall IMD score is used to rank small areas based on level of deprivation.

On the overall Index of Multiple Deprivation (IMD 2019), four LSOAs in the Ruscote and Neithrop areas (Cherwell 003D, Cherwell 005A, Cherwell 005B and Cherwell 005F) are ranked within the 20% most deprived in England.

On the Education, skills and training domain of the IMD, six LSOAs (Cherwell 003A, Cherwell 005A, B, D, E and F) are ranked within the 10% most deprived in England.

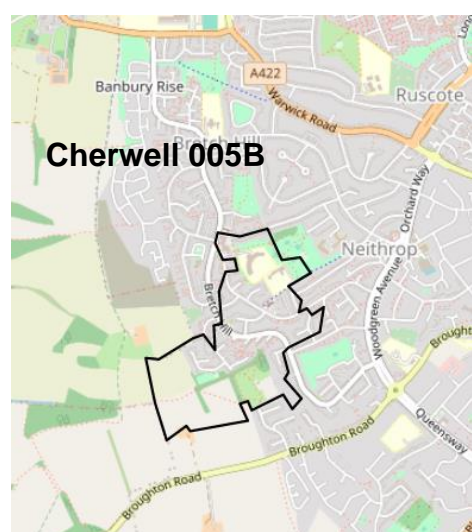
Table 4: IMD 2019 index and domain deciles for the LSOAs in Banbury Neithrop and Ruscote

| LSOA Area Name | IMD | Income | Employment | Education, skills and training | Health Deprivation and Disability | Crime | Barriers to Housing and services | Living Environment | Income Deprivation affecting children | Income deprivation affecting older people |
|----------------|-----|--------|------------|--------------------------------|-----------------------------------|-------|----------------------------------|--------------------|---------------------------------------|---|
| Cherwell 003A | 3 | 4 | 4 | 1 | 4 | 7 | 4 | 8 | 4 | 3 |
| Cherwell 003B | 5 | 6 | 4 | 2 | 5 | 6 | 6 | 4 | 6 | 7 |
| Cherwell 003C | 4 | 4 | 5 | 2 | 3 | 5 | 5 | 5 | 4 | 4 |
| Cherwell 003D | 2 | 2 | 2 | 2 | 3 | 3 | 5 | 5 | 3 | 2 |
| Cherwell 005A | 2 | 3 | 3 | 1 | 2 | 3 | 7 | 6 | 4 | 2 |
| Cherwell 005B | 2 | 2 | 2 | 1 | 1 | 1 | 7 | 7 | 1 | 5 |
| Cherwell 005C | 6 | 5 | 6 | 2 | 7 | 6 | 6 | 8 | 3 | 7 |
| Cherwell 005D | 3 | 3 | 3 | 1 | 4 | 4 | 5 | 4 | 3 | 5 |
| Cherwell 005E | 3 | 3 | 4 | 1 | 3 | 3 | 9 | 7 | 2 | 4 |
| Cherwell 005F | 2 | 2 | 2 | 1 | 2 | 1 | 6 | 6 | 2 | 2 |

Source MHCLG IMD 2019 (1 is most deprived, 10 is least deprived)

One area (Cherwell 005B) is ranked within the 10% most deprived on the health deprivation and disability domain.

Figure 24 Map showing area ranked within 10% most deprived on health and disability domain



map from www.nomisweb.co.uk

5.5 Children in poverty

A *relative low-income family* is defined as a family in low income (60% below yearly median) Before Housing Costs (BHC) in the reference year. A family must have claimed Child Benefit and at least one other household benefit (Universal Credit, tax credits, or Housing Benefit) at any point in the year to be classed as low income in these statistics. Gross income measure is Before Housing Costs (BHC) and includes contributions from earnings, state support and pensions.

As of 2021/22 there were:

- 401 children aged 0-15 living in poverty (relative low-income families) in Banbury Cross & Neithrop ward, a rate of 21% per population.
- 814 children aged 0-15 living in poverty (relative low-income families) in Banbury Ruscote ward, a rate of 30% per population.

These were each above the averages for Cherwell (14%) and Oxfordshire (12%).

Table 5: Children in relative low-income families by age band (2021/22)

| Age band of child | Banbury Cross & Neithrop ward | Banbury Ruscote ward | Cherwell | Oxfordshire |
|---|-------------------------------|----------------------|----------|-------------|
| 0-4 | 108 | 184 | 1,115 | 4,054 |
| 5-10 | 148 | 330 | 1,635 | 5,959 |
| 11-15 | 145 | 300 | 1,563 | 5,869 |
| Total 0-15 | 401 | 814 | 4,313 | 15,882 |
| Rate of child poverty per population 0-15 | 21% | 30% | 14% | 12% |

Source: DWP Stat Xplore, Children in relative low income families, rate uses ONS Census 2021 estimates see also [Children in low income families: local area statistics, financial year ending 2021 - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/statistics/children-in-low-income-families-local-area-statistics-financial-year-ending-2021)

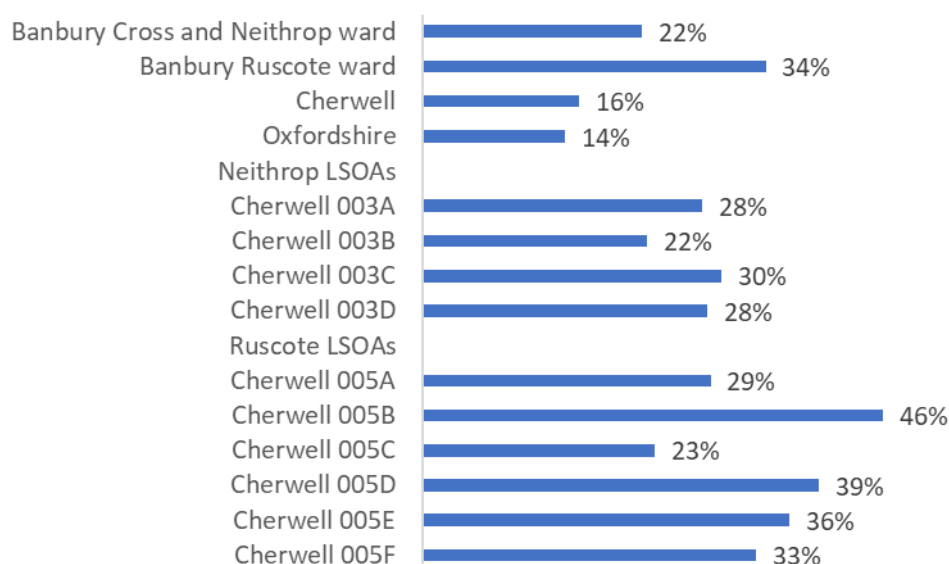
5.6 Free school meals

Pupils are eligible for Free School Meals if the household gets any of the following:

- *Income Support*
- *income-based Jobseeker's Allowance*
- *income-related Employment and Support Allowance*
- *support under Part VI of the Immigration and Asylum Act 1999*
- *the guaranteed element of Pension Credit*
- *Child Tax Credit (provided not also entitled to Working Tax Credit and have an annual gross income of no more than £16,190)*
- *Working Tax Credit run-on - paid for 4 weeks after you stop qualifying for Working Tax Credit*
- *Universal Credit - household income must be less than £7,400 a year (after tax and not including any benefits)*

As of January 2022, 22% (count=300) of primary and secondary pupils living in Banbury Cross & Neithrop ward and 34% of pupils (count=747) resident in Banbury Ruscote ward were eligible for Free School Meals. This was above the average for Cherwell (16%) and Oxfordshire (14%). The smaller (LSOA) areas have a rate of Free School Meals that varied from 22% to 46%.

Figure 25: Percentage of pupils eligible for free school meals (Jan22)



Source: Pupil Census January 2022 Oxfordshire County Council

5.7 Fuel poverty

Fuel poverty in England is measured using the Low-Income Low Energy Efficiency (LILEE) indicator. Under this indicator, a household is considered to be fuel poor if:

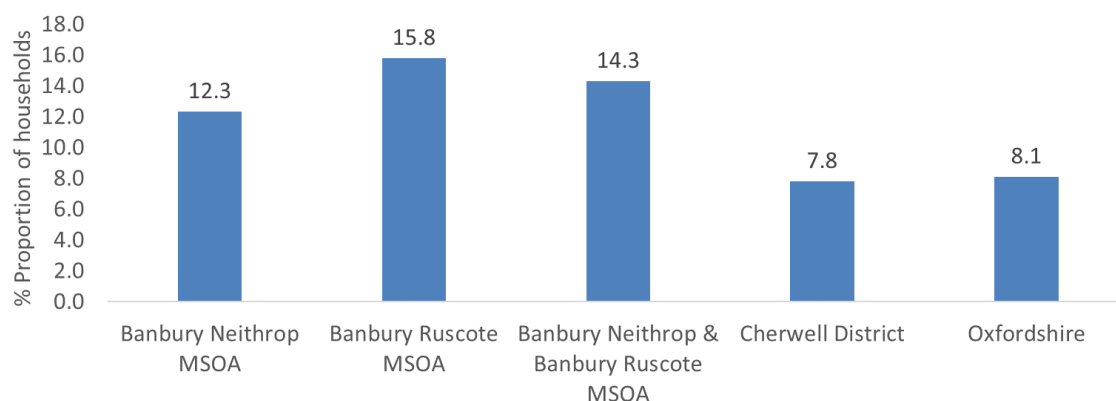
- they are living in a property with a energy efficiency rating of band D or below
- and
- when they spend the required amount to heat their home, they are left with a residual income below the official poverty line.

The data in this graph is provided from the Annual Fuel Poverty Statistics and is provided at a subnational level for LSOAs in England.

- Banbury Neithrop MSOA includes the 4 LSOAs: Cherwell 003A, Cherwell 003B, Cherwell 003C and Cherwell 003D;
- Banbury Ruscote MSOA includes the 6 LSOAs: Cherwell 005A, Cherwell 005B, Cherwell 005C, Cherwell 005D, Cherwell 005E and Cherwell 005F.

The chart below shows that in 2020, the Banbury Neithrop & Banbury Ruscote area had a higher proportion of households in fuel poverty than the average for Oxford and Oxfordshire.

Figure 26: Proportion of households fuel poor in Banbury Neithrop & Banbury Ruscote MSOA, Cherwell district and Oxfordshire



Source: Department for Business, Energy and Industrial Strategy, 2020

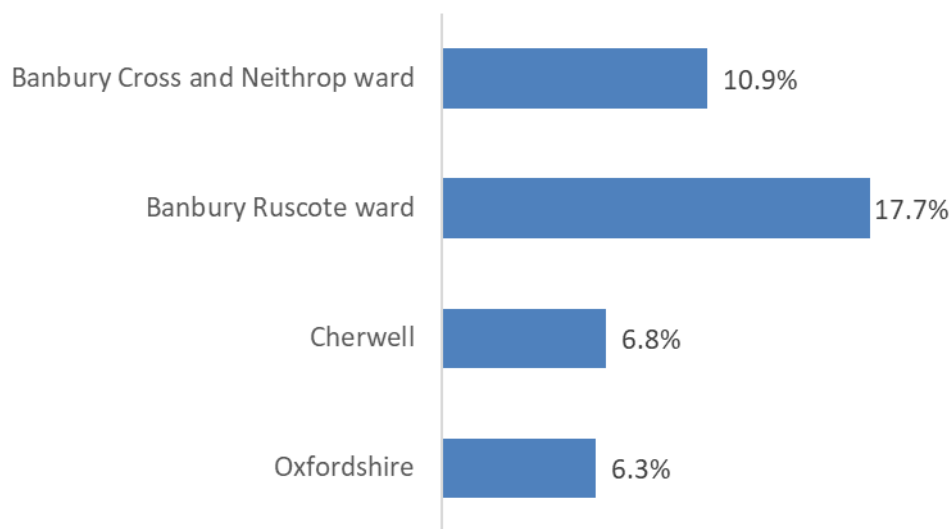
5.8 Pension credit

Pension credit can be claimed by those aged 65 and over who reached state pension age before 5th April 2016 and have made some additional provision for their retirement, for example through private pension or savings.

The proportion of older people aged 65+ claiming pension credit as of August 2022 in the Neithrop and Ruscote area was well above the average for Oxfordshire.

- Banbury Cross & Neithrop ward = 10.9% (count=196)
- Banbury Ruscote ward = 17.7% (count=268)

Figure 27: Proportion of older people (aged 65+) claiming pension credit, August 2022



Source: Pension Credit from StatXplore, population denominator people aged 65+ from ONS mid-2020 estimate

6 Crime and community safety

Banbury Neithrop and Ruscote MSOAs each had relatively high crime rates.

As of Jan-Dec 2021 the overall rate of crime in:

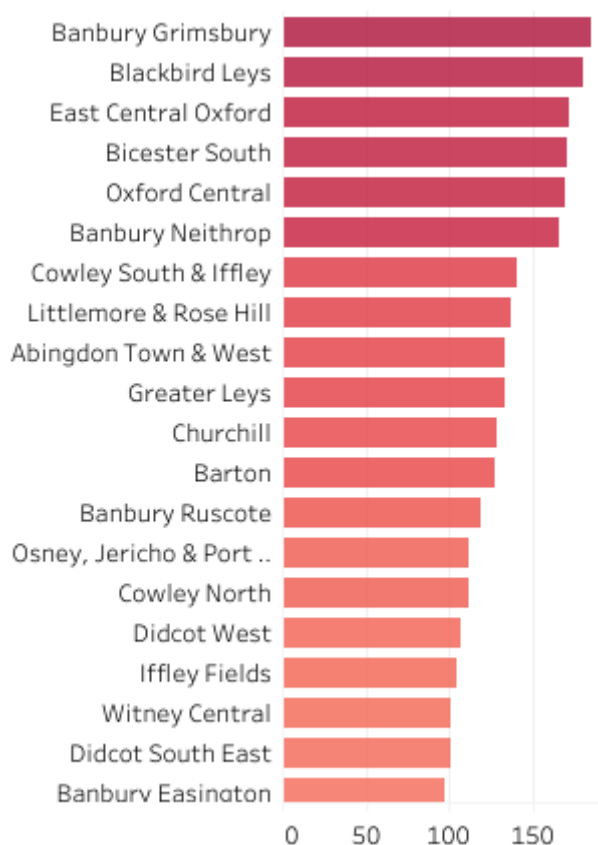
- **Banbury Neithrop** MSOA was 165.8 total crimes per 1,000 population, giving it the 6th highest crime rate of the 86 MSOAs in Oxfordshire.
- **Banbury Ruscote** MSOA was 119.2 total crimes per 1,000 population, ranked 13th of 86 MSOAs.

The rate of crimes in the crime category *Anti-Social Behaviour* in:

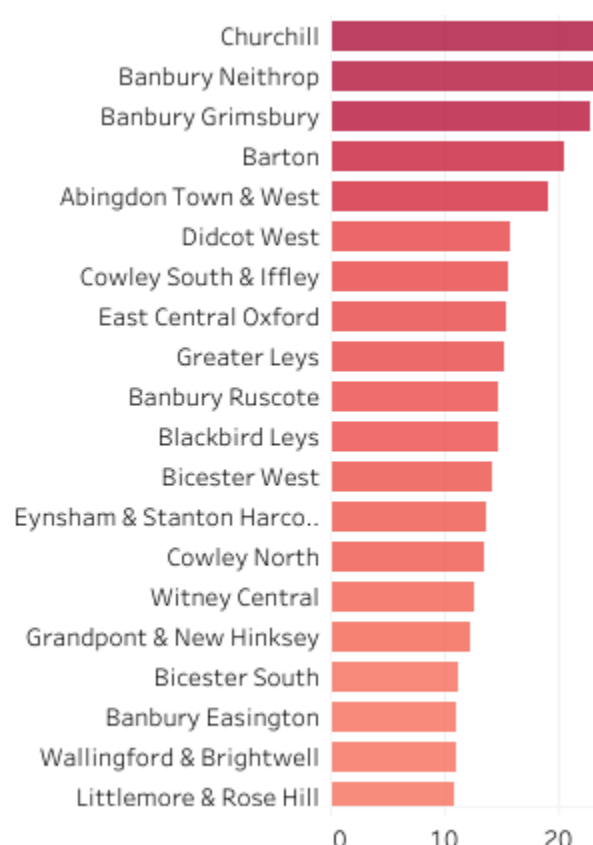
- **Banbury Neithrop** MSOA was 23.2 **ASB** crimes per 1,000 population, placing it 3rd of the 86 MSOAs in Oxfordshire.
- **Banbury Ruscote** MSOA was 14.9 **ASB** crimes per 1,000 population, ranked 10th of 86 MSOAs.

Figure 28 Overall rate of crime and Anti-Social Behaviour per 1,000 population, MSOAs in Oxfordshire (Jan-Dec 2021)

Overall rate of crime



Anti-Social Behaviour

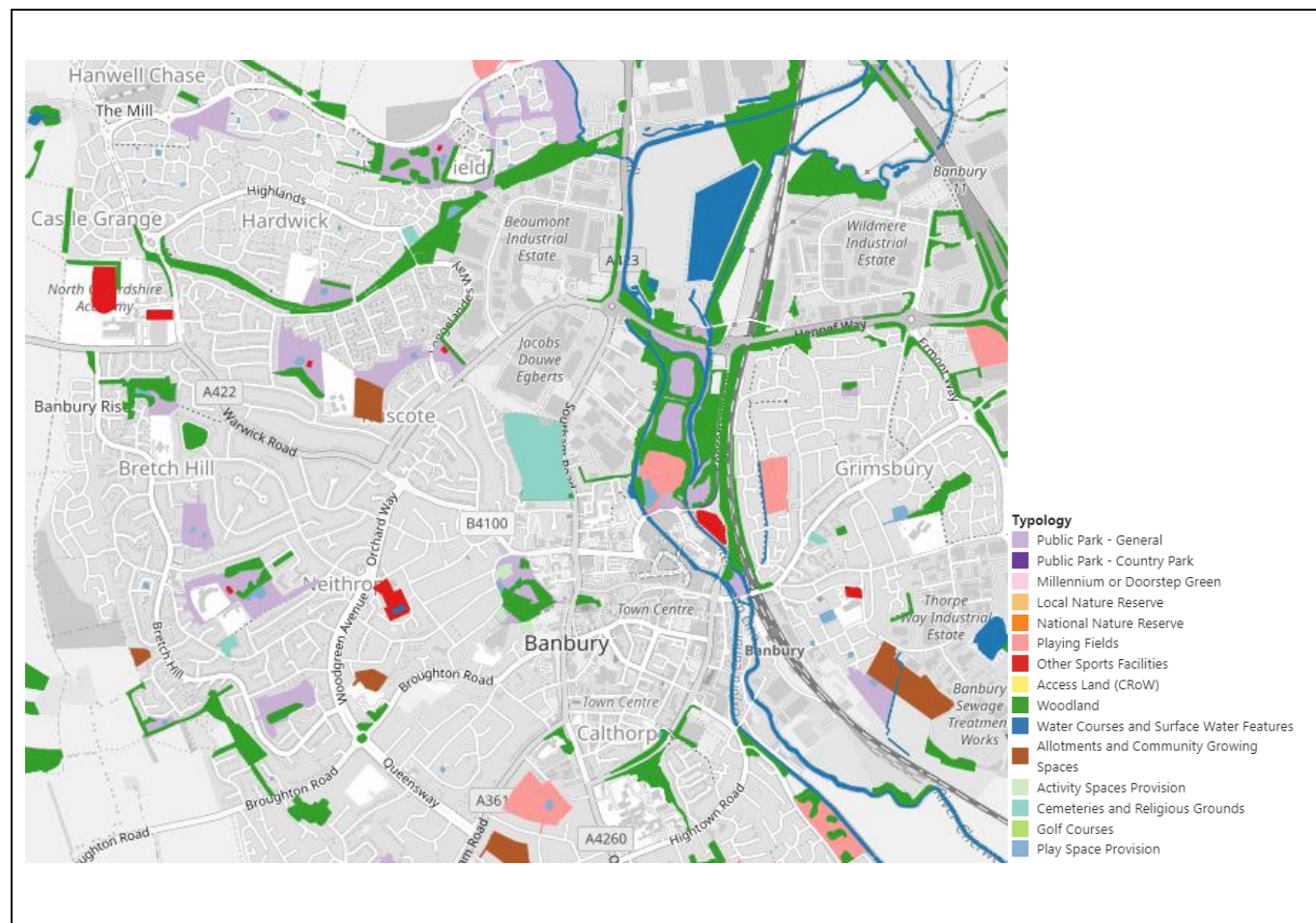


Source: Police UK data from Oxfordshire Crime dashboard [Community safety | Oxfordshire Insight](#)

7 Access to green space

Mapping by Natural England shows that the Banbury Neithrop and Ruscote area includes sports facilities and public parks in the immediate area and accessible green and blue space (mainly) north of Banbury town centre.

Figure 29 Natural England mapping of Green and Blue Infrastructure in the Banbury Grimsbury area



Source: [Green Infrastructure Map \(naturalengland.org.uk\)](https://naturalengland.org.uk)