

Didcot

Community profile of Health and Wellbeing evidence

September 2021

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This report provides health and wellbeing evidence from the Oxfordshire Joint Strategic Needs Assessment (JSNA) for Didcot.

Reports and related information for the full Oxfordshire Joint Strategic Needs Assessment is available on the Oxfordshire Insight website at http://insight.oxfordshire.gov.uk/cms/joint- strategic-needs-assessment

Summary

Population

- According to the ONS mid-year population estimates, the population of Didcot increased from 24,373 in mid-2009 to 27,426 in mid-2019. This growth - over a ten-year period was an apparent increase of 3,053 people or +13%.
- Over this time period, 2009 and 2019, the population of Didcot aged 15-19 and 40-44 declined by 18% and 24% respectively, while the number of people aged 70-74 has increased by 27%.
- At the time of the 2011 Census survey, Didcot had a similar proportion of residents from an ethnic minority background compared with the wider district, but a lower proportion when compared with the county and national figures (9% for Didcot vs 9% in South Oxfordshire, 16% in Oxfordshire, and 20% in England).
- As of October 2020, there was one care home within Didcot with 61 beds.

Deprivation and children in poverty

- According to the latest Indices of Deprivation (2019), Didcot was relatively un-deprived. No areas were in the 10% most deprived nationally on the overall index and many areas were in the 10% least deprived. One area of the town (Didcot West 10A) ranked within the 10% most deprived nationally on the Education, Skills and Training domain.
- According to joint DWP and HMRC estimates for 2019/20, the Didcot ward with the highest prevalence of child poverty was Didcot South (13%).

Health and wellbeing

- Health indicators for Didcot wards were similar to or better than the England average with the exception of: Incidence of colorectal cancer (SIR / per 100), Deaths from all causes, all ages (SMR), Deaths from circulatory disease, all ages (SMR), Deaths from stroke, all ages, all persons (SMR) and Child Development at age 5 (%).
- The prevalence of depression recorded by each of the three GP practices in Didcot was well above the Oxfordshire Clinical Commissioning Group and England averages.
- Levels of adult physical activity were higher than the national average.
 - According to Sport England's small area estimates, the proportion of people aged 16+ in Didcot (MSOA) who were physically active at least 150 minutes a week was above the national rate, however less than the district and county rates.
- The rate of child obesity at the end of primary school was similar to the national average.
 - o for year 6 children (aged 10-11 years) in Didcot South and Didcot West wards, the obesity rates were similar to the district and national averages. The rate in Didcot South ward was above the district average.

House prices and commuting

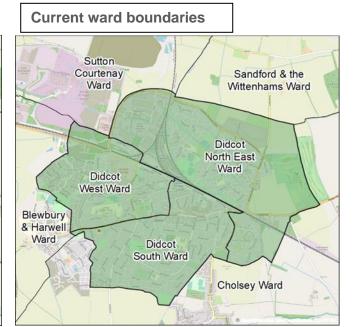
- Over the past 5 years (year ending December 2015 to year ending December 2020), the median price for semi-detached housing in 2 areas of dicot Didcot has increased in line with the South Oxfordshire district rate.
- As of the 2011 Census, around 3,799 people living within Didcot travelled to get to work, of which just over a guarter commuted to jobs in Didcot itself.
- The most common other destinations were Oxford (427 commuters), the area to the east of Didcot including RAF Benson (395 commuters) and Reading (166). 159 people living in Didcot in 2011 commuted to London.

2 Geographical boundaries

Data in this profile is reported using several types of geographical boundaries – administrative and statistical.

The change to ward boundaries in 2015 reduced the number of wards covering Didcot from 4 to 3: Didcot North East, Didcot West, and Didcot South.

Sutton Courtenay and Appleford Didcot Ladygrove Didcot Northbourne Didcot Northbourne Didcot Northbourne

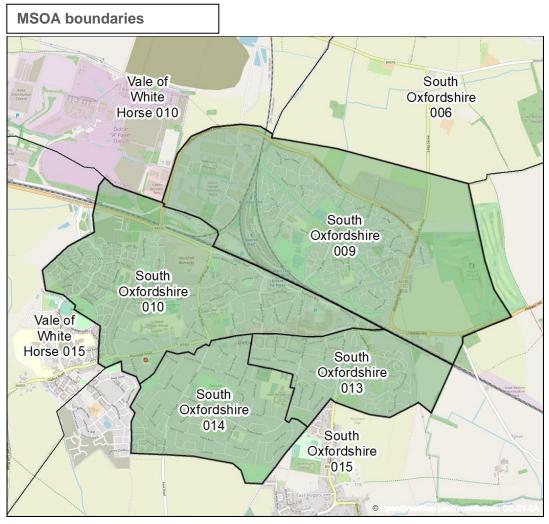


Maps by Oxfordshire County Council

In addition to these administrative boundaries, National Statistics for small areas are reported using the statistical hierarchy developed by the Office for National Statistics.

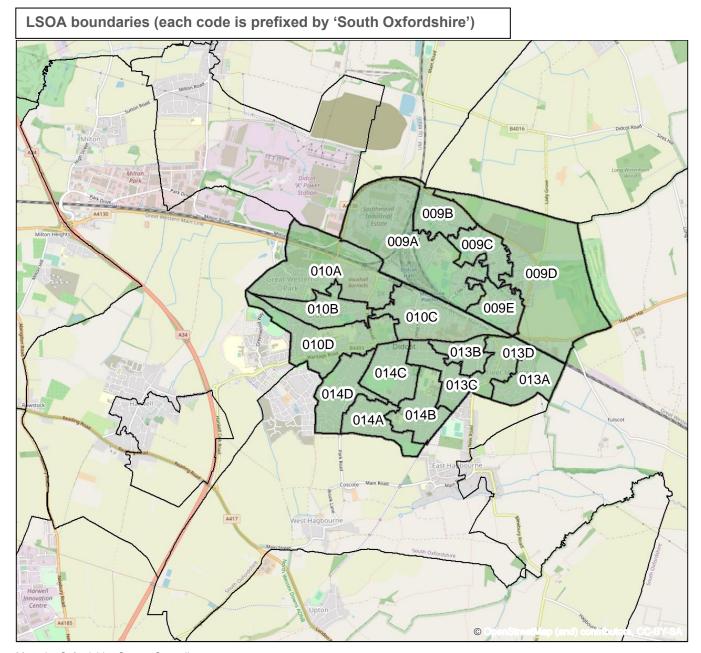
Middle Super Output Areas (MSOAs) are used by ONS to publish Census travel to work data and an increasing range of other social and demographic statistics.

There are 4 complete MSOAs covering Didcot: South Oxfordshire 09 / 010 / 013 and 014.



Maps by Oxfordshire County Council

Lower Super Output Areas (LSOAs) are used as the geography for publishing the national Indices of Deprivation (IMD). Didcot is covered by a total of 17 LSOAs.



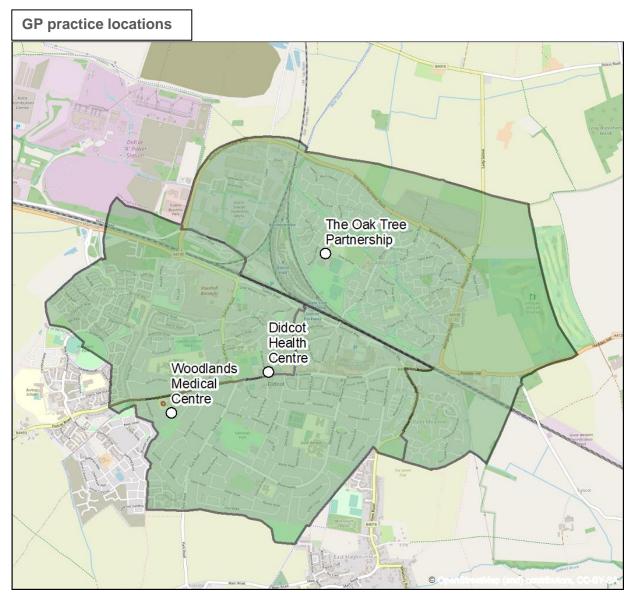
Maps by Oxfordshire County Council

Each LSOA is made up of smaller Output Areas. The main dataset available at Output Area level is the Census 2011 and Census 2001 surveys.

GP data

Data on prevalence of health conditions has been extracted from the Quality Outcomes Framework (to the end of March 2020) for the following 3 GP practices in Didcot:

- **Didcot Health Centre**
- **Woodlands Medical Centre**
- The Oak Tree Partnership



Maps by Oxfordshire County Council

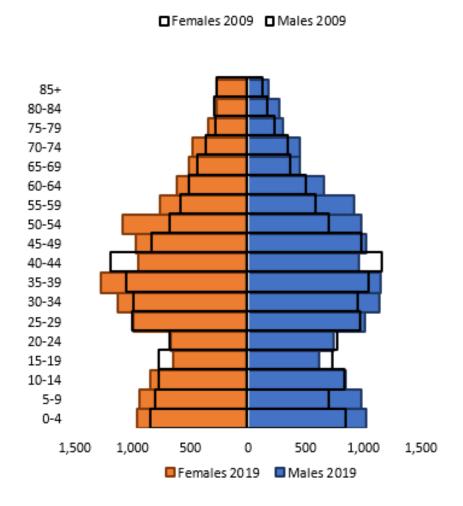
3 Population profile

3.1 Population by age

According to the ONS mid-year population estimates, the population of Didcot increased from **24,373** in mid-2009 to **27,426** in mid-2019. This growth - over a ten-year period – was an apparent increase of 3,053 people or **+13%**.

Over this time period, 2009 and 2019, the population of Didcot aged 15-19 and 40-44 declined by 18% and 24% respectively), while the number of people aged 70-74 increased by 27%.

Figure 1 Population of Didcot (parish) by 5 year age band 2009 and 2019



Source: ONS mid-year population estimates for parishes based on best fitting of output areas

In mid-2019, the proportion of people in the younger age group (0-19) in Didcot parish was higher compared with the district, county, regional and national average, while the proportion of older people aged 65+ was lower compared with the district average (just above the averages for Oxfordshire, South East and England).

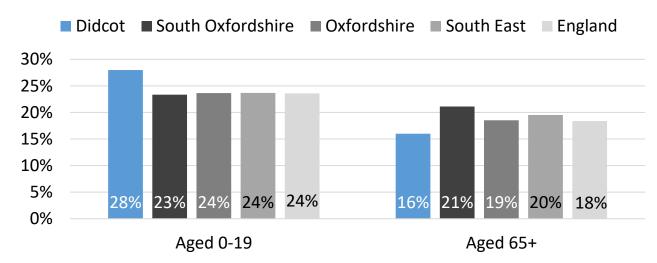


Figure 2 Proportion of residents aged 0-19 and 65+ (2019)

Source: ONS mid-year population estimates (Didcot parish)

3.2 Ethnicity

At the time of the 2011 Census survey, Didcot parish had a similar proportion of residents from an ethnic minority background compared with the wider district, but a lower proportion when compared with the county and national figures (11% for Didcot vs 9% in South Oxfordshire, 16% in Oxfordshire, and 20% in England)¹.

The largest ethnic minority group in Didcot was "White Other" with 1,255 residents, followed by "Asian/Asian British" with 715 residents.

Census 2011 data on country of birth² shows that the largest groups of non-UK born residents in Didcot were from:

- Poland (410 residents)
- Germany (186 residents)
- India (185 residents)
- South Africa (137 residents)

¹ ONS Census 2011 table KS201

² ONS Census 2011 table QS203

3.3 People living in Communal Establishments

The most recent data on people living in communal establishments (such as care homes, boarding schools, halls of residence) is still the 2011 Census.

At the time of the Census 2011 survey, there were 68 people living in Didcot counted as living in a communal establishment out of a total of 7,542 residents (1%).

Of the total of 68 people living in Didcot living in a communal establishment in 2011:

- 61 were people in a Care home with nursing and 3 in a care home without nursing.
- 4 were living in "other" establishment (hotel/guest house/B&B/youth hostel).

Table 1 Count of people living in Communal Establishments: Didcot parish (2011)

	All categories of Communal establishment	Care home with nursing	Care home without nursing	Other
South Oxfordshire	2,774	880	327	101
Didcot parish	68	61	3	4
Didcot as % of South Oxfordshire	2%	11%	1%	4%

Source: ONS Census 2011 table QS421UK

4 Deprivation and Children in poverty

4.1 Indices of Deprivation 2019

Indices of Deprivation 2019

The 2019 Indices of Deprivation (IMD2019) combines measures across 7 "domains" and includes supplementary indices of deprivation affecting children and older people.

According to this latest IMD, Didcot was relatively un-deprived. No areas were in the 10% most deprived nationally on the overall index and many areas were in the 10% least deprived.

One area of the town (Didcot West 10A) ranked within the 10% most deprived nationally on the *Education, Skills and Training* domain.

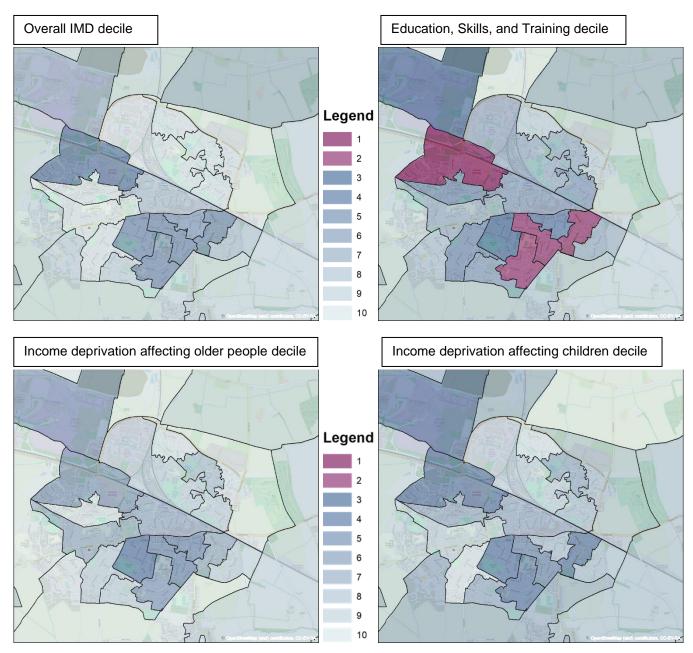
Figure 3 IMD deciles for areas covering Didcot (1 is most deprived decile) sorted on the overall IMD

LSOA area name	IMD	Income	Employ- ment	Education, Skills and Training	Health	Crime	Barriers to Housing and Services	Living Environ- ment	Income Deprivation Affecting Children Index	Income Deprivation Affecting Older People
Didcot West 10A	4	4	6	1	9	6	4	5	4	6
Didcot South 13C	5	5	5	2	6	4	9	9	5	5
Didcot South 13D	5	5	5	2	7	7	4	7	4	7
Didcot South 14B	5	5	5	2	8	6	8	6	4	6
Didcot South 14C	5	4	4	3	5	5	8	9	4	4
Didcot South 13B	6	6	6	4	5	3	8	4	8	5
Didcot North East 13A	8	8	8	7	10	9	2	8	8	9
Didcot South 10C	8	7	8	6	8	5	8	7	7	7
Didcot South 14A	9	8	9	6	9	9	10	8	7	9
Didcot North East 09A	10	10	10	7	10	9	9	9	9	9
Didcot North East 09B	10	10	10	9	10	10	7	9	10	10
Didcot North East 09C	10	8	10	7	10	10	5	10	7	8
Didcot North East 09D	10	9	10	9	10	10	4	10	8	10
Didcot North East 09E	10	9	9	6	9	9	8	9	8	9
Didcot South 14D	10	10	9	5	10	9	9	7	10	9
Didcot West 10B	10	9	10	5	10	8	9	9	7	10
Didcot West 10D	10	8	8	7	9	8	10	8	9	7

Source: MHCLG English Indices of Deprivation 2019

Numbers = deprivation decile (compared with all areas in England) where 1 = most deprived 10% nationally and 10= least deprived 10% nationally.

Figure 4 Didcot showing decile of overall index, decile of Education Skills and Training domain, decile of Income deprivation affecting children, and decile of Income deprivation affecting older people (2019)



Source: MHCLG IMD 2019

4.2 Child poverty

According to joint DWP and HMRC estimates for 2019/20, the Didcot ward with the highest prevalence of child poverty was Didcot South (13%).

Berinsfield Watlington 18% Didcot South 13% Wallington South Wallington North **Didcot West** 12% Goring Watlington Garsington & Horspath Wheatley Wallingford Chinnor Forest Hill & Holton 9% Thame 8% Didcot North East Cholsey Chalgrove Henley Sonning Common Benson & Crowmarsh Sandford & the... Woodcote Wheatley Goring

Figure 5 Child poverty estimates in South Oxfordshire (new) wards (2019/20 estimates)

Source: Children in low income families: local area statistics (DWP&HMRC, 2020)

5 Health and wellbeing

5.1 Health indicators

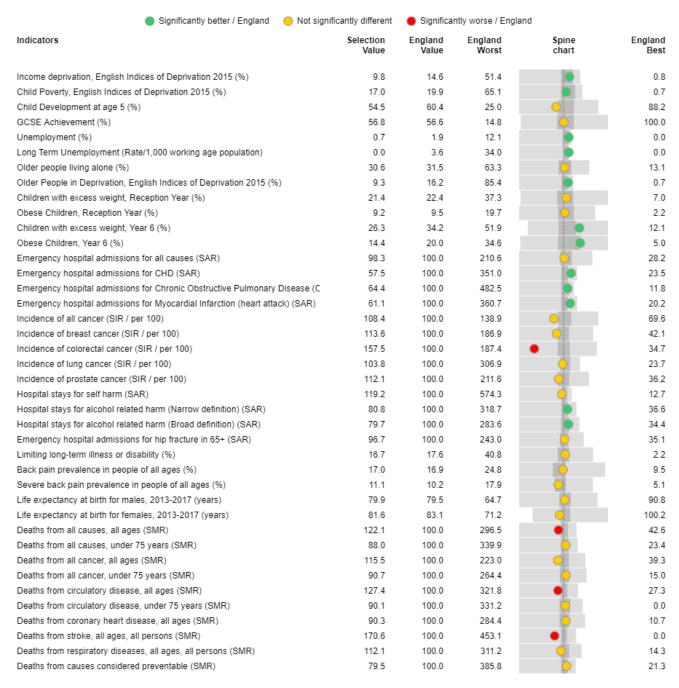
The following table lists, for each of Didcot's wards, which health indicators are (statistically) significantly worse than the England average.

Table 2 Health indicators from Public Health profiles for Didcot where indicator significantly worse than England average

	Health indicators where ward is significantly worse than England average
Didcot West	 Incidence of colorectal cancer (SIR / per 100) Deaths from all causes, all ages (SMR) Deaths from circulatory disease, all ages (SMR) Deaths from stroke, all ages, all persons (SMR)
Didcot South	No Indicators worse than the England average
Didcot North East	Child Development at age 5 (%)

Figure 6 Health Profile for Didcot West

Area: Didcot West



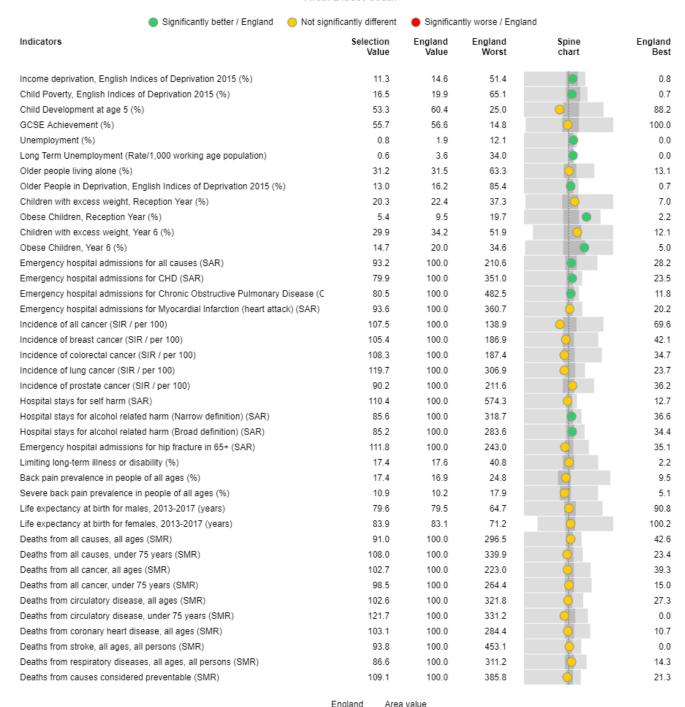
Worst England Area value

Worst 5% percentile 75% percentile

© Local Health - Public Health England 2019

Figure 7 Health Profile for Didcot South

Area: Didcot South



Best

75% percentile

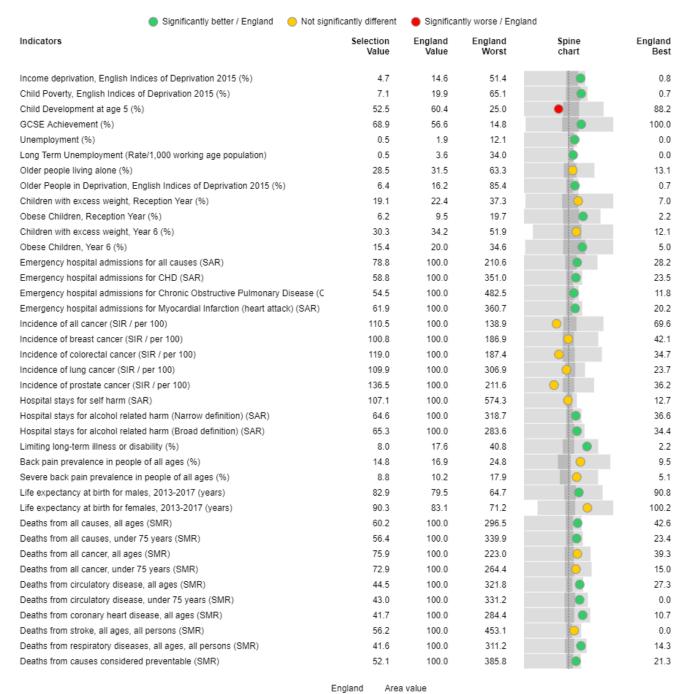
© Local Health - Public Health England 2019

Worst

25% percentile

Figure 8 Health Profile for Didcot North East

Area: Didcot North East



Best

75% percentile

© Local Health - Public Health England 2019

Source: Public Health England Local Health (downloaded 30 April 2021)

Worst

25% percentile

5.2 Provision of care

Care home beds

As of October 2020, there was 1 care home in Didcot ward with 61 beds³.

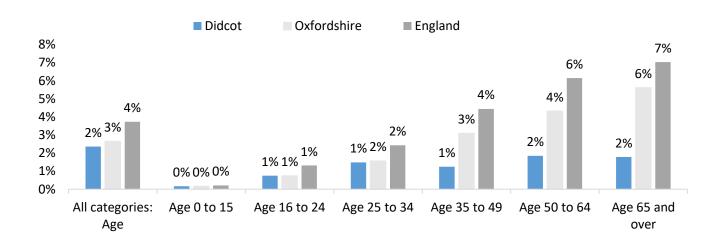
People providing unpaid care

The most recent data on people providing unpaid care is still the 2011 Census.

At the time of the Census 2011 survey, there were **647** residents of Didcot parish providing a significant number of hours per week (20 or more) of unpaid care.

Overall the proportion of people providing 20 or more hours per week of unpaid care in Didcot in 2011 was below the county and national averages.

Figure 9 People providing 20 hours or more per week of unpaid care by age as % of resident population (2011)



Source: ONS Census 2011 table LC3304

3

³ Source: Care Quality Commission, 2020

5.3 Health conditions

Diabetes

The prevalence of **diabetes mellitus** recorded by the three GP Practices in Didcot in 2019-20 were each significantly below the national rate. The rates for Didcot Health Centre and Woodlands Practices were above the Oxfordshire CCG average.

Table 3 Change in prevalence (ages 17+) of Diabetes mellitus (Quality Outcomes Framework) 2018-19 to 2019-20

	2018-19	2018-19	2019-20	2019-20	
	Count	%	Count	%	change
England	3,319,266	6.9	3,455,176	7.08	+0.18pp 1
Oxfordshire CCG	31,146	5.05	31,982	5.05	<0.01pp
Didcot Health Centre Practice	857	5.89	875	5.99	+0.101
Oak Tree Health Centre	321	4.23	337	4.36	+0.131
Woodlands Medical Centre	653	6.00	713	5.97	-0.03↓

Source: NHS Digital, Quality Outcomes Framework, 2019-20

2019-20 rates with a red asterisk indicate a significantly higher rate for a GP practice compared to the national rate. Green asterisks indicate a significantly lower rate. Tested at a 99.8% confidence level.

Mental health

The prevalence of **dementia** recorded by the GP Practices in Didcot in 2019-20 were each significantly below the national and county averages.

Table 4 Change in prevalence of Dementia (Quality Outcomes Framework) 2018-19 to 2019-20

	2018-19	2018-19	2019-20	2019-20	
	Count	%	Count	%	change
England	464,860	0.79	474,537	0.79	<0.01pp
Oxfordshire CCG	5,862	0.78	5,821	0.75	-0.03pp ↓
Didcot Health Centre Practice	115	0.63	107	0.58	0.05pp↓
Oak Tree Health Centre	20	0.19	21	0.20	0.11
Woodlands Medical Centre	81	0.59	74	0.49	-0.10↓

Source: NHS Digital, Quality Outcomes Framework, 2019-20

2019-20 rates with a red asterisk indicate a significantly higher rate for a GP practice compared to the national rate. Green asterisks indicate a significantly lower rate. Tested at a 99.8% confidence level.

The prevalence of **depression** recorded by the three GP Practices in Didcot were each above the Oxfordshire CCG rate, significantly above the England rate and had each increased between 2018-19 and 2019-20.

Table 5 Change in prevalence of Depression (Quality Outcomes Framework) 2018-19 to 2019-20

	2018-19	2018-19	2019-20	2019-20	
	Count	%	Count	%	change
England	5,077,090	11	5,565,443	11.56	+0.56pp 1
Oxfordshire CCG	66,557	11	73,648	11.81	+0.81pp 1
Didcot Health Centre Practice	2,213	15.41	2,337	16.2	+0.79pp 1
Oak Tree Health Centre	1,459	19.55	1,495	19.63	+0.081
Woodlands Medical Centre	1,311	12.17	1,529	13.01	+0.831

Source: NHS Digital, Quality Outcomes Framework, 2019-20

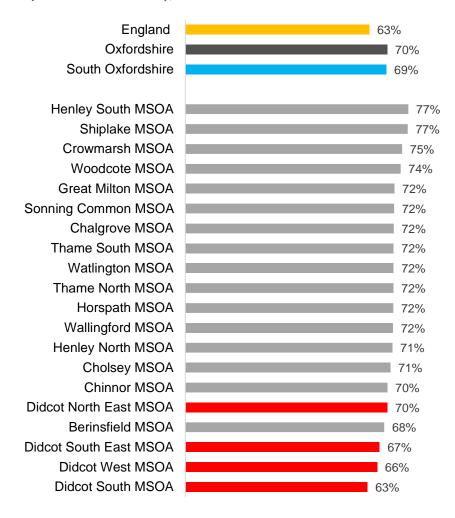
2019-20 rates with a red asterisk indicate a significantly higher rate for a GP practice compared to the national rate. Green asterisks indicate a significantly lower rate. Tested at a 99.8% confidence level.

5.4 Physical Activity and Healthy weight

Physical activity

According to Sport England's small area estimates⁴, the proportion of people aged 16+ in Didcot (MSOA) who were physically active at least 150 minutes a week was on average 67%, just below the district (69%) and county rates (70%) and above the national rate (63%).

Figure 10 Estimated proportion of adults aged 16+ who are physically active at least 150 minutes a week (November 2018-19), South Oxfordshire MSOAs



Middle Layer Super Output Areas (MSOAs) labelled with names to show the area covered

Source: Sport England Active Lives survey, November 2018-19; map showing MSOAs in Oxfordshire

Note: for Oxfordshire's local authorities, including South Oxfordshire, the Active Lives survey is completed by a minimum of 500 respondents, which is 20-30 people per MSOA. This is too few to derive precise direct estimates.

4

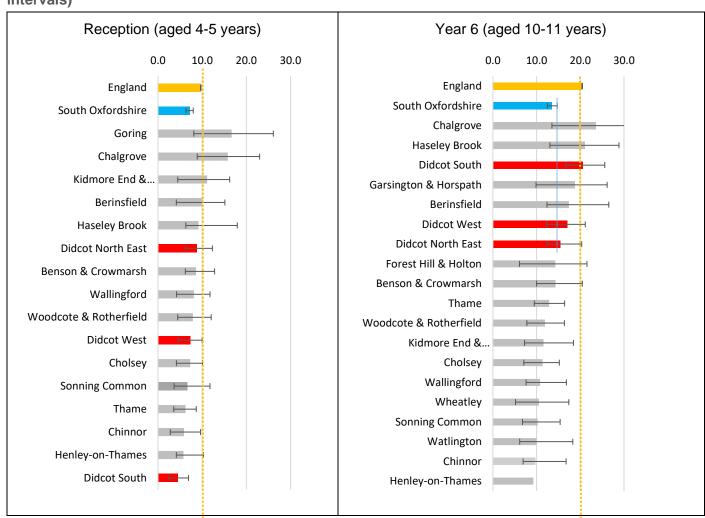
https://www.sportengland.org/know-your-audience/data/active-lives/active-lives-data-tables

Child Obesity

The latest data on child obesity from the National Child Measurement Programme (NCMP, 3 years combined 2017/18 to 2019/20) shows that:

- for reception children (aged 4-5 years), the Didcot West and Didcot South wards were significantly below (better than) the national average, while Didcot North East was similar.
- for year 6 children (aged 10-11 years) in Didcot South and Didcot West wards, the rates
 were similar to the district and national averages. The rate in Didcot South ward was
 above the district average.

Figure 11 Prevalence of obesity among children 2017/18 to 2019/20 (showing 95% confidence intervals)



Source: National Child Measurement Programme

Trend data shows that the 3-year average rate of year 6 child obesity between 2008/09-2010/11 and 2017/18-2019/20 in all wards in Didcot has remained similar.

Figure 12: Didcot North East Ward Year 6 child obesity trend

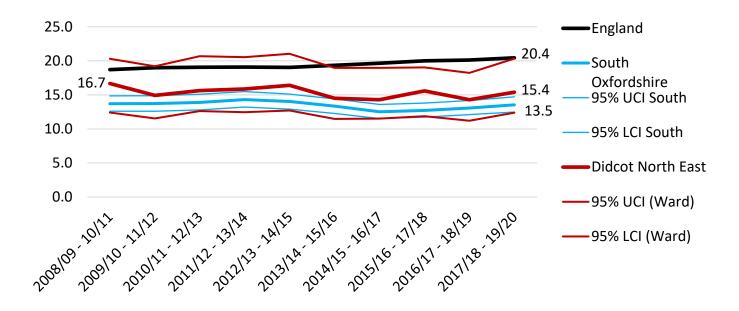
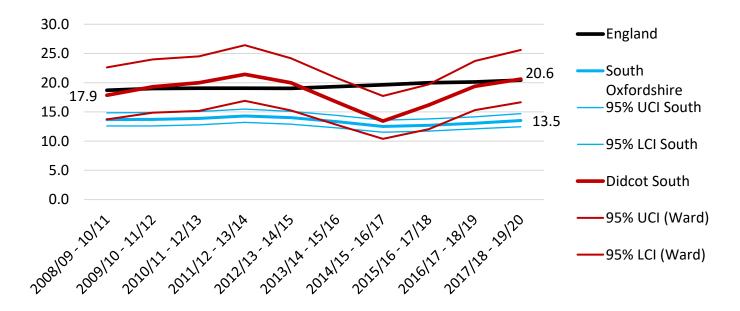


Figure 13: Didcot South Ward Year 6 child obesity trend



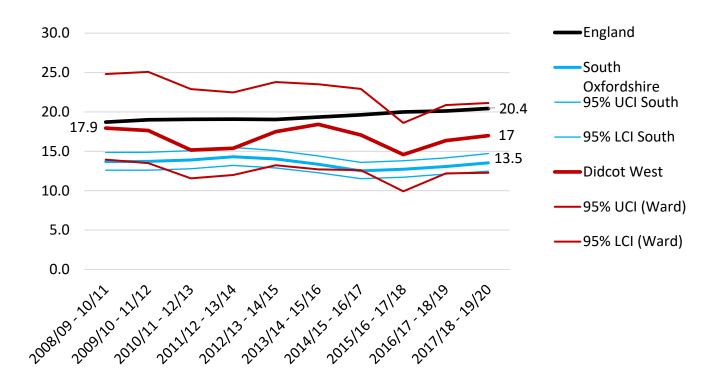


Figure 14: Didcot West Ward Year 6 child obesity trend

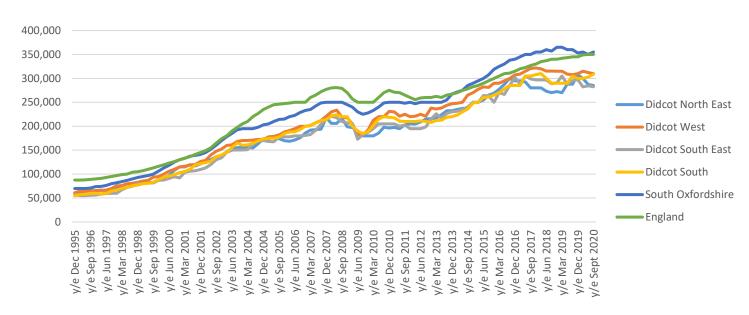
Source: National Child Measurement Programme

6 Other - house prices and commuting data

Median house prices are very dependent on the mix of housing sold (detached, semidetached, terraced, flats). Looking at individual housing types gives a more comparable trend.

Over the past 5 years (year ending September 2015 to year ending September 2020), median prices for semi-detached housing in Didcot increased in line with the South Oxfordshire district rate.

Figure 15 Median price paid for semi-detached dwellings to year ending September 2020 – Didcot wards



Source: ONS House price statistics for small areas to year ending September 2020; quarterly rolling year dataset 37

Table 6 Median price paid for semi-detached dwellings, Year ending September 2015 to year ending September 2020 – Didcot wards

	Year ending Sept 2015	Year ending Sept 2020	diffe	rence
Didcot North East	265,000	285,000	20,000	8%
Didcot West	280,995	310,000	29,005	10%
Didcot South East	263,500	282,500	40,050	15%
Didcot South	261,000	308,750	47,750	18%
South Oxfordshire	307,500	355,000	47,500	15%
England	295,000	350,000	55,000	19%

Source: ONS House price statistics for small areas to year ending December 2019; quarterly rolling year dataset 37

Travelling to work

The travel to work data in this section is for the areas covered by Middle Layer Super Output Areas 009,010,013 and 014 (Didcot).

According to the 2011 Census travel to work statistics, there were 14,207 people living in Didcot (MSOA 009,010,013 and 014) in employment the week before the Census.

Of these, 5,050 were living and working in Didcot (including working from home and no fixed place of work) and 9,157 commuted to work outside the town.

Two thirds of Didcot commuters travelled to work in South Oxfordshire or Vale of White Horse and a further 12% travelled to Oxford for work. Overall 85% of Didcot commuters were working in Oxfordshire. A small number (391, 3%) travelled to London to work.

The greatest numbers of commuters into Didcot from outside were coming in from Vale of White Horse (1,389), elsewhere in South Oxfordshire (808), Oxford (253), Cherwell (165), West Berkshire (141) and Reading (121)

ANNEX 1: Data sources for indicators used in ward health profiles

Table 3 Indicators used in ward profiles from Public Health England Local Health (section 5.1)

Income deprivation - English Indices of Deprivation 2015 (%)	IMD 2015		
Child Poverty - English Indices of Deprivation 2015 (%)			
Child Development at age 5 (%)	DfE 2014		
GCSE Achievement (5A*-C inc. Eng & Maths) (%)	DfE 2013/14		
Unemployment (%)	ONS from nomis		
Long Term Unemployment (Rate/1,000 working age population)	(last updated 2019)		
Older people living alone (%)	ONS Census 2011		
Older People in Deprivation - English Indices of Deprivation 2015 (%)	IMD 2015		
Children with excess weight, Reception Year (%)	NCMP		
Obese Children, Reception Year (%)	(last updated 2020)		
Children with excess weight, Year 6 (%)			
Obese Children, Year 6 (%)			
Emergency hospital admissions for all causes (SAR)	Hospital Episode		
Emergency hospital admissions for CHD (SAR)	Statistics, NHS Digital		
Emergency hospital admissions for stroke (SAR)	(last updated 2019)		
Emergency hospital admissions for Myocardial Infarction (heart attack) (SAR)			
Emergency hospital admissions for Chronic Obstructive Pulmonary Disease (COPD) (SAR)			
Incidence of all cancer (SIR / per 100)	National Cancer		
Incidence of breast cancer (SIR / per 100)	Registration and Analysis Services'		
Incidence of colorectal cancer (SIR / per 100)	Cancer Analysis		
Incidence of lung cancer (SIR / per 100)	System (last updated 2019)		
Incidence of prostate cancer (SIR / per 100)	updated 2013/		
Hospital stays for self harm (SAR)	Hospital Episode		
Hospital stays for alcohol related harm (Narrow definition) (SAR)	Statistics, NHS Digital		
Hospital stays for alcohol related harm (Broad definition) (SAR)	(last updated 2019)		
Emergency hospital admissions for hip fracture in 65+ (SAR)			
Limiting long-term illness or disability (%)	ONS Census 2011		
Back pain prevalence in people of all ages (%)	Musculoskeletal		
Severe back pain prevalence in people of all ages (%)	(MSK) Calculator by Imperial College London for Arthritis		

	Research UK based on data from the Health Survey for England (HSE) (last updated 2019)	
Life expectancy at birth for males, 2013-2017 (years)	Public Health	
Life expectancy at birth for females, 2013-2017 (years)	England from ONS 2013-2017	
Deaths from all causes, all ages (SMR) (last updated 2		
Deaths from all causes, under 75 years (SMR)		
Deaths from all cancer, all ages (SMR)		
Deaths from all cancer, under 75 years (SMR)		
Deaths from circulatory disease, all ages (SMR)		
Deaths from circulatory disease, under 75 years (SMR)		
Deaths from coronary heart disease, all ages (SMR)		
Deaths from stroke, all ages, all persons (SMR)		
Deaths from respiratory diseases, all ages, all persons (SMR)		
Deaths from causes considered preventable (SMR)		

Source: Indicator dates available from the 'Definitions' section of the Local Health tool on the NHS fingertips website.

ANNEX 2: Data sources used in this report

Data sources used in this report

Data	Source
Administrative boundaries	https://geoportal.statistics.gov.uk/
Locations of GP practices	Oxfordshire County Council
ONS mid-year	https://www.nomisweb.co.uk/
population estimates	('Small area by single year of age' query)
2011 Census:	https://www.nomisweb.co.uk/
ethnicity	(Census 2011 'KS201EW' query)
2011 Census:	https://www.nomisweb.co.uk/
country of birth	(Census 2011 'QS203EW' query)
2011 Census:	https://www.nomisweb.co.uk/
people living in communal establishments	(Census 2011 'QS421UK' query)
2019 Indices of	https://www.gov.uk/government/statistics/english-indices-of-deprivation-2019
Multiple Deprivation - scores	(File 1: index of multiple deprivation)
2019 Indices of	https://data-communities.opendata.arcgis.com/
Multiple Deprivation - maps	(Indices of Multiple Deprivation (IMD) 2019 dataset)
2017/18 Child	http://www.endchildpoverty.org.uk/poverty-in-your-area-2019/
Poverty Estimates	('Local Data')
2019 PHE Health	https://www.localhealth.org.uk/
Indicators	(Indicators > Summary)
2020 numbers of	https://www.cqc.org.uk/about-us/transparency/using-cqc-data
care homes and beds	('Care directory with filters)
2011 Census:	https://www.nomisweb.co.uk/
people providing unpaid care	(Census 2011 'LC3304EW' query)
2019/20 Prevalence	https://digital.nhs.uk/data-and-information/publications/statistical/quality-and-
of diabetes	outcomes-framework-achievement-prevalence-and-exceptions-data
	(Prevalence, achievement and personalised care adjustments; High dependency and other long term conditions group; GP practice level)

2019/20 Prevalence of dementia and	https://digital.nhs.uk/data-and-information/publications/statistical/quality-and-outcomes-framework-achievement-prevalence-and-exceptions-data			
depression	(Prevalence, achievement and personalised care adjustments; mental health and neurology group; GP practice level)			
2018/19 Sport England physical	https://www.sportengland.org/know-your-audience/data/active-lives/active-lives-data-tables			
activity estimates	(Small Area Estimates – Activity Levels Estimates for Middle Super Output Areas)			
Child obesity	https://www.gov.uk/government/statistics/child-obesity-and-excess-weight-small-area-level-data (Small area NCMP data: MSOA)			
House price statistics	https://www.ons.gov.uk/peoplepopulationandcommunity/housing/ bulletins/housepricestatisticsforsmallareas/yearendingdecember2019 (Median house prices by ward: HPSSA dataset 37)			
2011 Census:	https://www.nomisweb.co.uk/			
Travelling to work	(Census 2011 'QS701EW' query)			

For data and statistics on Oxfordshire and place profiles please visit Oxfordshire Insight