



QUALITY OF LIFE IN WARWICKSHIRE

Key Messages: 2014 / 15

Foreword

Despite the turbulent times of the past seven years Warwickshire remains one of the more dynamic parts of the country with good prospects for improvements in the quality of life of residents as we move through 2015 and beyond into the future. However, the changes taking places within the county in recent years have impacted on different communities and localities in different ways, and often at a different pace. A key challenge remains to ensure that the quality of life for all improves over time.

Our fifteenth annual 'Quality of Life in Warwickshire' report gives a comprehensive assessment of how these recent turbulent and dramatic changes have affected everyday life here. The report provides an easily accessible snapshot of how quality of life in Warwickshire compares with elsewhere, and shows the trends over time in factors which contribute to the quality of life for Warwickshire's residents.

You'll notice that we've made some changes to the format of this year's report. To give a more rounded analysis of topics we have grouped together what were previously stand-alone indicators. We hope this will provide you with a better understanding of the topics themselves, as well as how they are influencing the changes taking place in our county. The report explores the economic, social and environmental make-up of Warwickshire. It looks at issues as varied as incomes, housing, employment, education, health, well-being, natural environment, transport, crime, welfare reform, and deprivation. And importantly, it explores how trends in all of these can differ from place to place and within our different communities across the county.

Since 2000 the Quality of Life in Warwickshire report has been a vital part of the evidence base on which decisions about the future direction for the county have been made. It continues to provide local decision makers in the public, private, and voluntary sectors with that evidence base so that improving the quality of life for all of Warwickshire's residents remains our collective priority.

We hope you find the report valuable for your planning activities, decision making in Warwickshire, or just to help paint a picture of life in the County in 2015. All of the data from the report is available on the Warwickshire Observatory's website, **www.warwickshireobservatory.org** and there will also be regular postings around new and emerging evidence on the website over the coming months, where you can also keep up to date with all of the latest work from the team.

If you have any questions or feedback, please do get in touch by emailing **research@warwickshire.gov.uk**



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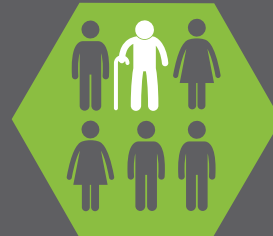


Tricia Morrison
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A bigger Warwickshire

- The population of Warwickshire is expected to increase to 624,000 by 2037, a 13.9% increase on the current population
- Population growth is not expected to be evenly distributed across the county; with North Warwickshire Borough witnessing the smallest increase (8.4%) and Rugby Borough seeing the highest (18.9%)
- Warwickshire's older population is projected to increase substantially; one in 12 Warwickshire residents are currently aged 75 or over, this proportion is expected to be one in six by 2037
- These changes can be partially attributed to people living longer; life expectancies in Warwickshire compare well to the regional and national averages with male and female life expectancies at 80 and 84 respectively



Whilst it is clearly positive that individuals are living longer, this demographic change presents many challenges to local authorities, particularly for health and social care services. It may lead to increased costs, or the growing number of older people may create new economic and social opportunities, or a combination of both. It's estimated that the over 65's make a net contribution to the UK economy of £40 billion through tax payments, spending power, donations to charity and volunteering.

The Warwickshire Health and Wellbeing Strategy for 2014 – 2018 has recently been launched. The aim of this strategy is to provide Warwickshire's residents and organisations with a picture of which key health and wellbeing issues need to be addressed over the next 5 years and how we will work together to achieve this.



A working Warwickshire

- The number of people claiming job seeker's allowance has returned to levels witnessed before the start of the economic downturn
- There are still over 1,100 residents who have been unemployed for over 12 months
- Median earnings in Warwickshire increased by 4% between 2012 and 2013, outperforming the equivalent regional and national figures
- Productivity figures also indicate the continuing recovery of the economy, with total GVA (Gross Value Added) in the county increasing by 2% between 2011 and 2012



Latest national figures suggest that UK growth slowed in the three months to September 2014, however the economy as a whole is now 3.4% bigger when compared to figures before the recession and economic downturn. The latest analysis of the UK economy suggests that whilst the UK's economic recovery is by no means over, it is entering a gentler phase.

Warwickshire County Council has made the pursuit of economic growth one of its priorities. With good communication and transport links, Warwickshire has a strong mix of employers across the automotive, engineering, manufacturing, logistics, construction, high-tech and professional services sectors.

The Coventry and Warwickshire Local Enterprise Partnership (CWLEP) promotes the area as a good place to do business by creating the right conditions and infrastructure for investment. In September 2014, CWLEP signed a Growth Deal with Government potentially worth over £100m to the local economy. This will help improve public transport, provide office space and launch start-up initiatives across the region, all of which should increase job opportunities and employment rates.

This positive economic activity along with the trends highlighted in this report, suggest that the outlook for Warwickshire's workforce and economy is strong. However, this has to be set against the backdrop of the Government's unprecedented welfare reform programme and, until very recently, increases in the cost of living outstripping increases in pay. We may therefore see more of our families living on or close to the breadline, which could result in the demand for our services increasing accordingly.



An accommodated Warwickshire

- Results from the Living in Warwickshire Survey showed that 'affordable decent housing' was ranked as the third most important issue needing improvement in Warwick District



- Housing affordability ratios in the county have increased from 3.93 in 1997, to 6.67 in 2013, making Warwickshire housing slightly less affordable than the national average



- Housing affordability ratios in the south of the county remain significantly higher than those in the north of the county



- From 1997 to 2013, average house prices have increased from £45,500 to £132,000



As the population of Warwickshire increases, so does the demand for housing in the county. At the same time, an increase in housing needs to be delivered in the context of a changed planning system, the adoption of the district/borough Local Core Strategies and historically low levels of housing completions across the county since 2008.

In the lead up to the 2015 General Election, housing is becoming a key policy area for the main political parties. This is in recognition of the shortage in both overall housing stock and affordable housing, which are both likely to remain issues in the county. Debates continue about developing on the green belt (which is particularly pertinent to Warwickshire) and the government has recently called for more brownfield sites to be developed with the promise of tax exemptions.

The five districts continue to develop their local plans which set out the numbers and location of new housing in each area – but this is highly complex process, with a number of consultations, drafts and options to be considered. The outlook for housing in Warwickshire may be clearer after the core strategies have been submitted to the Secretary of State and public examinations have been conducted in 2015.



An educated Warwickshire

- Warwickshire pupils are performing well at both Key Stage 2 and Key Stage 4, outperforming their regional and national counterparts
- However these figures mask the lower attainment record of 'disadvantaged' pupils
- In Warwickshire, 13.5% of children (13,515) were considered to be living in poverty in 2011, although this is considerably below the national average (20.1%)



In general, Warwickshire children perform well academically compared to the national average. The analysis suggests attainment is higher in the south of the county than the north, which supports the notion that educational attainment is linked to socio-economic conditions. Of course, pockets of deprivation exist right across the county, and when drilling down to ward level, the data shows that attainment does dip in more deprived areas, regardless of borough or district.

Nationally, the government is addressing the link between low attainment and deprivation via the Pupil Premium, which provides schools with additional funding for each "disadvantaged" child on their roll.

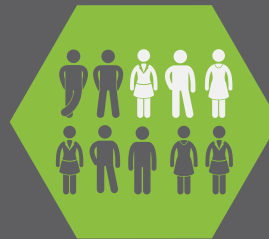
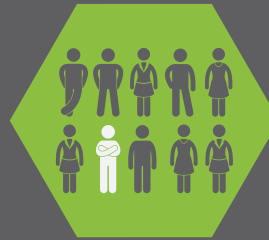
At the other end of the education cycle, the government has talked a lot about apprenticeships and getting young people ready and equipped for the workplace. Skills development is central to this, and recent education reforms have changed the landscape significantly. The Coventry and Warwickshire Local Enterprise Partnership (CWLEP) has played a key role in urging local businesses to offer apprenticeship opportunities, and the County Council now has a dedicated Apprenticeship Hub to recruit, support and promote apprentices across the council.

Over the last four years, an increasing number of schools have converted to academy status, which has seen the role of the local authority evolve to also include a greater emphasis on skills development. As we approach the General Election in 2015, further reforms could be on the way. The outlook, both for local government and local people in Warwickshire, is therefore unclear at this stage.



An engaged Warwickshire

- Generally, respondents to the Living in Warwickshire Survey were happy with their local area as a place to live, with nearly nine out of ten reporting they were satisfied
- 'Road and pavement repairs' was the single issue in need of improvement in the local area, this was true for every district/borough in the county
- Nearly three in ten respondents report that they have been actively involved with at least one local community and voluntary organisation in the last 12 months
- Self-reported levels of life satisfaction in Warwickshire are lower compared to the national studies



Engaging citizens and local communities is key when it comes to developing a sense of ownership in local decision making and service delivery. Working with citizens allows providers to fine tune services based on actual needs. This is especially true during times of austerity, when building reputation and relationships, and maintaining engagement with service users is vital.

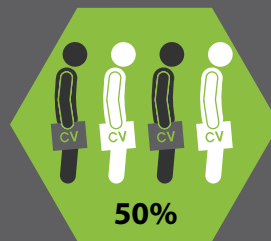
The pace of technological change is already influencing the way we deliver services. We are interacting with our residents in new ways and increasingly delivering services online. In 2010, around 20% of us owned smartphones, the latest estimates indicate that this figure has increased to approximately 60%. At the same time, we are seeing improvements in broadband speed and availability, providing even more opportunities to engage with and deliver services to residents in cost effective ways.

While actively encouraging residents to self-serve and adopt these new technologies, we understand that not all customers are receptive to this change. There is a distinction between those residents that will or will not adopt these new technologies. Those that are less likely to consider going online or using social media are also likely to be the most vulnerable members of our communities. They will be the more intensive users of our services and at the same time least willing or able to interact with us in the most cost efficient ways.



An unequal Warwickshire

- The Index of Multiple Deprivation highlights nine lower super output areas in Warwickshire that feature in the 10% most deprived communities in the country, all nine are in Nuneaton & Bedworth Borough
- Almost one-half of families on the Warwickshire Priority Families Programme reside in Nuneaton & Bedworth Borough
- The 'District Trends' in this report highlight the differences across the county in a number of key indicators, with the south of the county outperforming the north in the majority of measures
- One-half of all long-term unemployed residents in the county reside in Nuneaton & Bedworth Borough, 12 years ago the proportion was one-fifth.



Levels of inequality across Warwickshire are growing. Our more prosperous neighbourhoods have been better placed to deal with the impacts of the recession and associated trends, and have displayed higher levels of resilience in the face of downturns in the economy. This can be illustrated using unemployment as an indicator, where the proportion of long-term unemployed in the county is more skewed than ever, with Nuneaton & Bedworth Borough suffering the most.

The government has stated an ambition to eradicate child poverty by 2020. Its Child Poverty Strategy 2014-2017 focuses on: supporting families into work; increasing earnings; improving living standards; and breaking the cycle of poor children becoming poor adults. Its main thrust is ending the perceived culture of worklessness, and there are clear parallels with the welfare reform programme.

The last Index of Multiple Deprivation was produced in 2010, and includes information that is relatively out of date. In the Summer of 2015 a revised version of the index will be published, and will help us understand the effects of the economic downturn and whether our communities have become relatively more or less deprived over the last five years.



A positive Warwickshire

- In the 12 months to March 2014, crime in the county reduced by 4%, whilst anti-social behaviour fell by 1%
- The number of people killed or seriously injured on the roads has reduced by 4% since last year, and has more than halved in the last 12 years
- Just 25% of waste in Warwickshire is landfilled, the lowest level recorded in the last ten years
- Generally, Warwickshire compares well in many of the indicators compared to national and regional figures



Whilst this report highlights indicators that may give cause for concern, it should be noted that generally Warwickshire compares favourably on many quality of life indicators. The five issues that our residents consider most important in making somewhere a good place to live are; the level of crime, health services, clean streets, education and access to the countryside - all of which have a relatively high level of satisfaction.

The headline trends section of this report also shows that 12 of 14 key quality of life indicators have improved when compared to their baseline figures. Issues such as recorded crime, recycling, road safety, annual earnings and educational attainment have all witnessed significant improvements in recent years.



A future Warwickshire

- As the population of Warwickshire increases, more housing will be required; changing the character of existing towns and creating new communities in villages around the county.
- If recent trends continue, it is likely that our communities will become more culturally diverse; placing a greater emphasis on understanding the growing and varied needs of our residents.
- It is likely that further technological advancements will impact on the way that people live and work, changing the way that we engage and respond to our residents, and visa versa.
- We are expecting major infrastructure developments in the county over the next ten years, with improvements to the transport network and new employment sites key to Warwickshire's prosperity.



It is always difficult to predict what may or may not happen in the future, but there are several changes to the structure of Warwickshire's population that we can be fairly confident in predicting. The population of Warwickshire is expected to increase significantly over the next 25 years, increasing the demand for housing and public sector services across the whole county.

There are also major infrastructure projects expected, with HS2 in particular providing challenges and opportunities for residents and businesses in the county. Kenilworth Station and the Nuckle project, linking Nuneaton with Leamington, will make travelling around the county easier. New employment sites should also be well established in the next decade, with the Gateway Project, Ansty Park and developments at Bermuda Park providing job opportunities in the county.

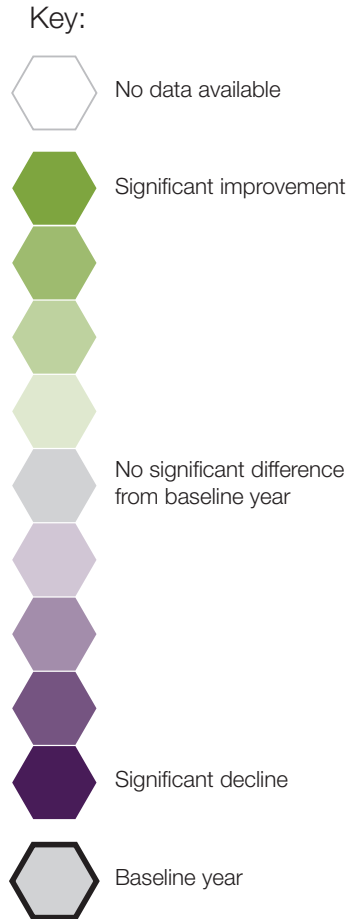
The future role for the council as one of enabler rather than provider of services will also evolve quickly over the coming years, as will the need to work much more creatively with partner agencies. Furthermore, there will continue to be a lot more uncertainty in local government generally, not just in terms of funding but also in relation to future powers and responsibilities.

Finally, in addition to what we can predict and forecast, there will inevitably be issues or events that will act as a catalyst for change in Warwickshire and place changing demands on our services. However, Warwickshire remains a desirable place to live, and is well-placed to face the future.



Headline Trends

The indicators presented have been indexed based on their performance in 2001; where this data was not available, data from the earliest year was used, indicated by a thicker black outline. Strong performance compared with the baseline year is denoted with green hexagons, whilst weaker performance is indicated with purple hexagons. For further information about these indicators, please refer to the various sections in this report.



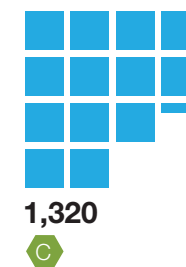
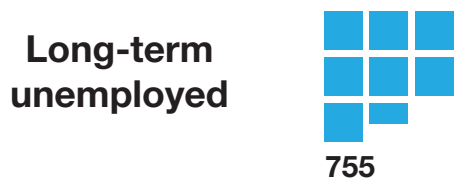
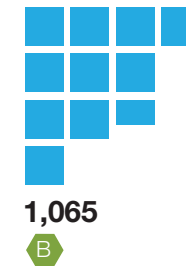
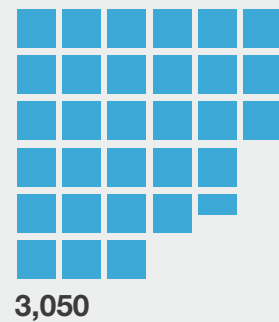
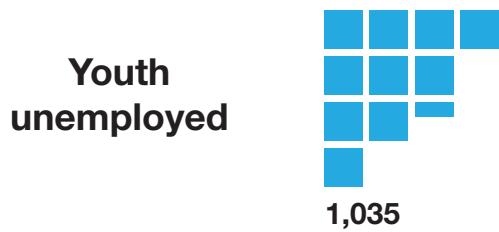
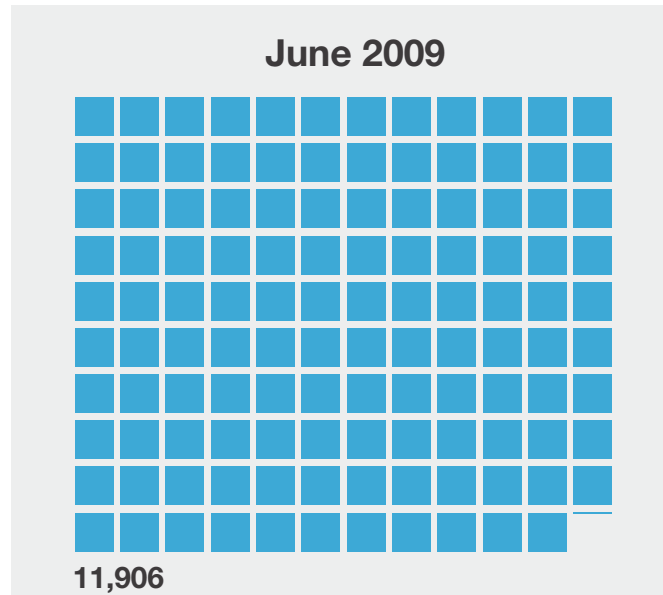
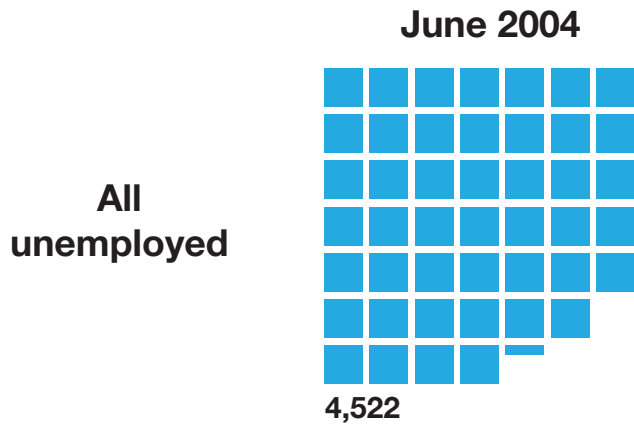
District Trends

The data presented here are some key indicators comparing each borough / district with the county average. Strong performance compared with the county is denoted with green hexagons, whilst weaker performance is indicated with purple hexagons. For further information about these indicators, please refer to the various sections in this report.



Workforce: The rise and fall of unemployment

Levels of unemployment are measured through the number of residents claiming Job Seekers Allowance (JSA). The diagram below shows the number who were claiming JSA in 2004, 2009 and 2014. The graphic shows that in June 2004 the total number of Warwickshire residents claiming JSA was just over 4,500. At the height of the recession and economic downturn, this figure increased to nearly 12,000. However, JSA claimants have fallen significantly in the last five years and have returned to a similar level to ten years ago. A similar pattern can be witnessed when examining youth unemployment, this is residents aged 18 to 24 claiming JSA. However levels of long-term unemployment, the number who have been claiming for 12 months or more, are yet to return to pre-recession levels.



A Total levels of unemployment have almost returned to levels witnessed ten years ago.

B Youth unemployment is also at a similar level to ten years ago.

C Long-term unemployment levels are yet to return to pre-recession levels.

Poverty and Deprivation: The Social Classification Of Priority Families

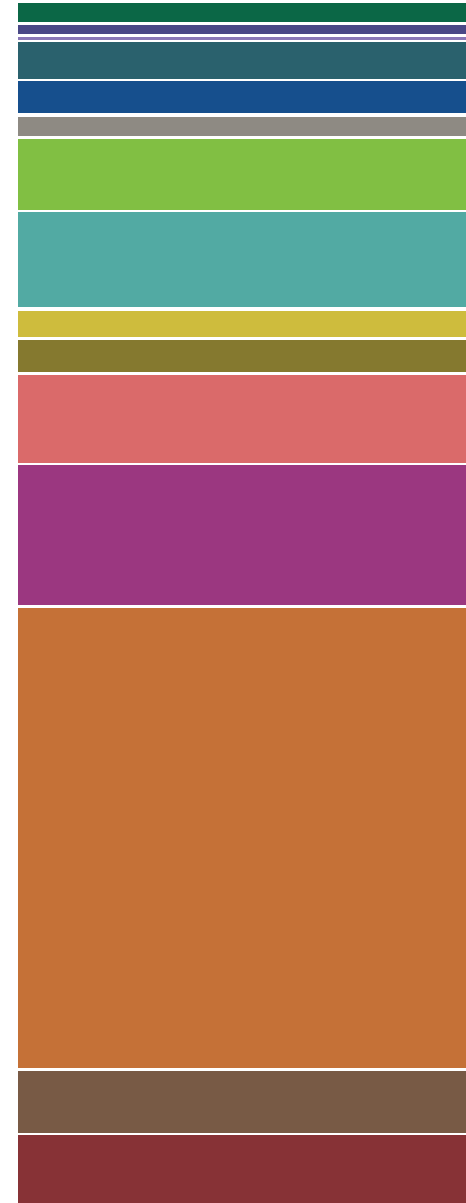
In 2011, the Government informed all local authorities of the need to 'turn around' the lives of 120,000 families in the UK. The Warwickshire response to this is the Priority Families Programme, co-ordinated by the County Council but delivered through a multi-agency approach. The diagram below aligns all of the families identified on the programme with the social classification tool Mosaic (further information about Mosaic can be found in the Communities chapter of this report). The graphic shows that nearly two out of every five priority families are classified as 'Family Basics', described as families with limited resources who have to budget to make ends meet.

Warwickshire Households



10.5%	COUNTRY LIVING	1.6%
9.7%	PRESTIGE POSITIONS	0.7% C
0.7%	CITY PROSPERITY	0.2%
8.5%	DOMESTIC SUCCESS	3.2%
10.2%	SUBURBAN STABILITY	2.7%
9.9%	SENIOR SECURITY	1.6%
6.7%	RURAL REALITY	6.1%
10.2%	ASPIRING HOMEMAKERS	8.2%
2.0%	URBAN COHESION	2.2%
5.7%	RENTAL HUBS	2.7%
5.9%	MODEST TRADITIONS	7.6%
5.7%	TRANSIENT RENTERS	12.1% B
6.2%	FAMILY BASICS	39.8% A
6.0%	VINTAGE VALUE	5.3%
2.3%	MUNICIPAL CHALLENGE	6.1%

Priority Families



A Two out of every five priority families are classified by Mosaic as being 'Family Basics'.

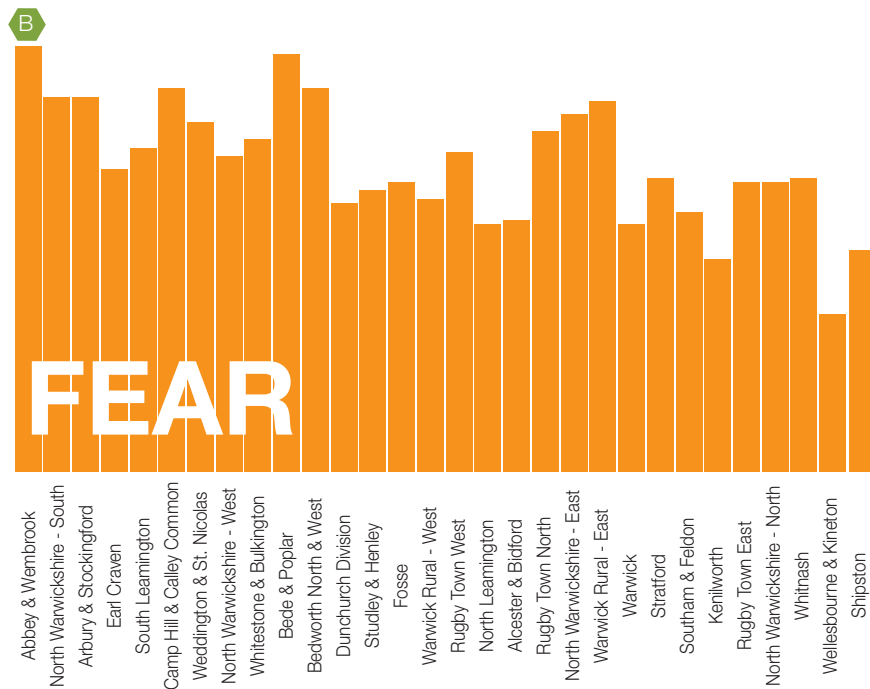
B The proportion of Priority Families classified as 'Transient Renters' is double the proportion of all Warwickshire households.

C Less than 1% of Priority Families are classified as being 'Prestige Positions.'

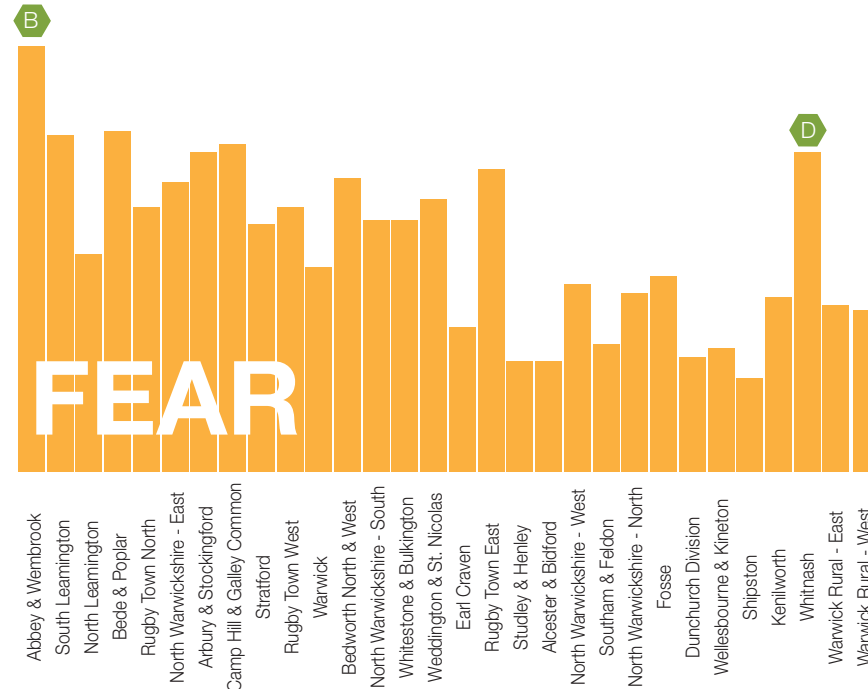
Community Safety: The relationship between fear and actual levels of crime

Generally levels of crime in Warwickshire are relatively low, and have been reducing over the last ten years, but fear of crime levels remain relatively high. The diagram below seeks to explore whether residents most worried about becoming a victim of crime live in areas where crime levels are highest. Actual levels of domestic burglary and violence have been gathered from the Crime Information System, and correlated against levels of fear of crime from the 2013 Living in Warwickshire Survey. The information has been presented at a locality level and shows that, generally, residents who are most worried about becoming a victim of crime, live in areas where crime rates are highest. For both domestic burglary and violence, there was a correlation between the two measures of +0.7, suggesting a positive relationship. However, the relationship between fear and actual levels of crime is a complex one, and there will always be areas that go against the general trend, a couple are highlighted below.

Domestic Burglary



Violence



A For both types of crime, there is a positive correlation between fear and actual crime levels.

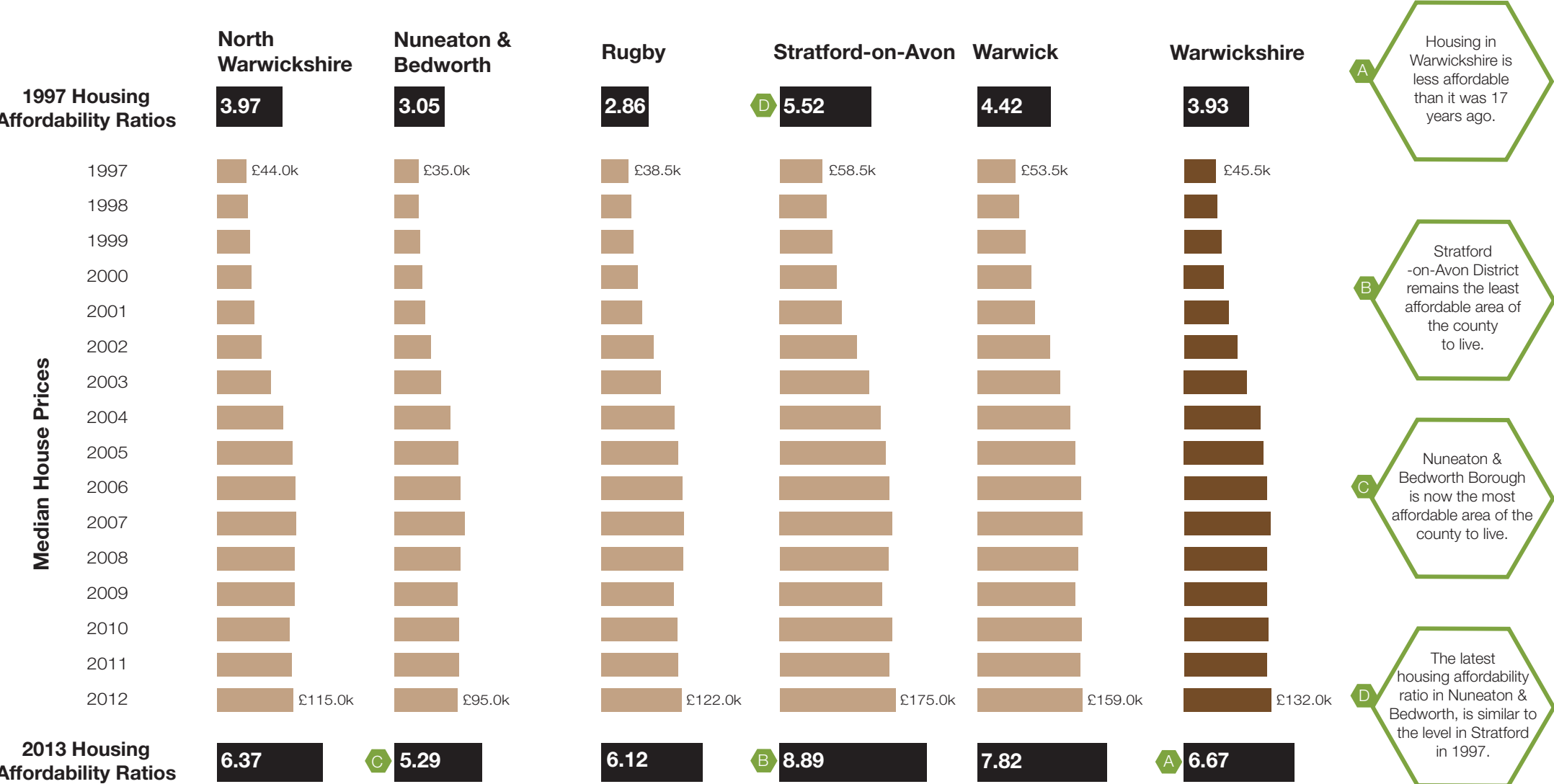
B For both types of crime, Abbey and Wembrook locality has the highest fear and actual crime levels.

C North Leamington locality has an unusually low fear of violent crime, given crime levels in the area.

D Whitnash locality has an unusually high fear of violent crime, given crime levels in the local area.

Housing: The Housing Affordability Gap

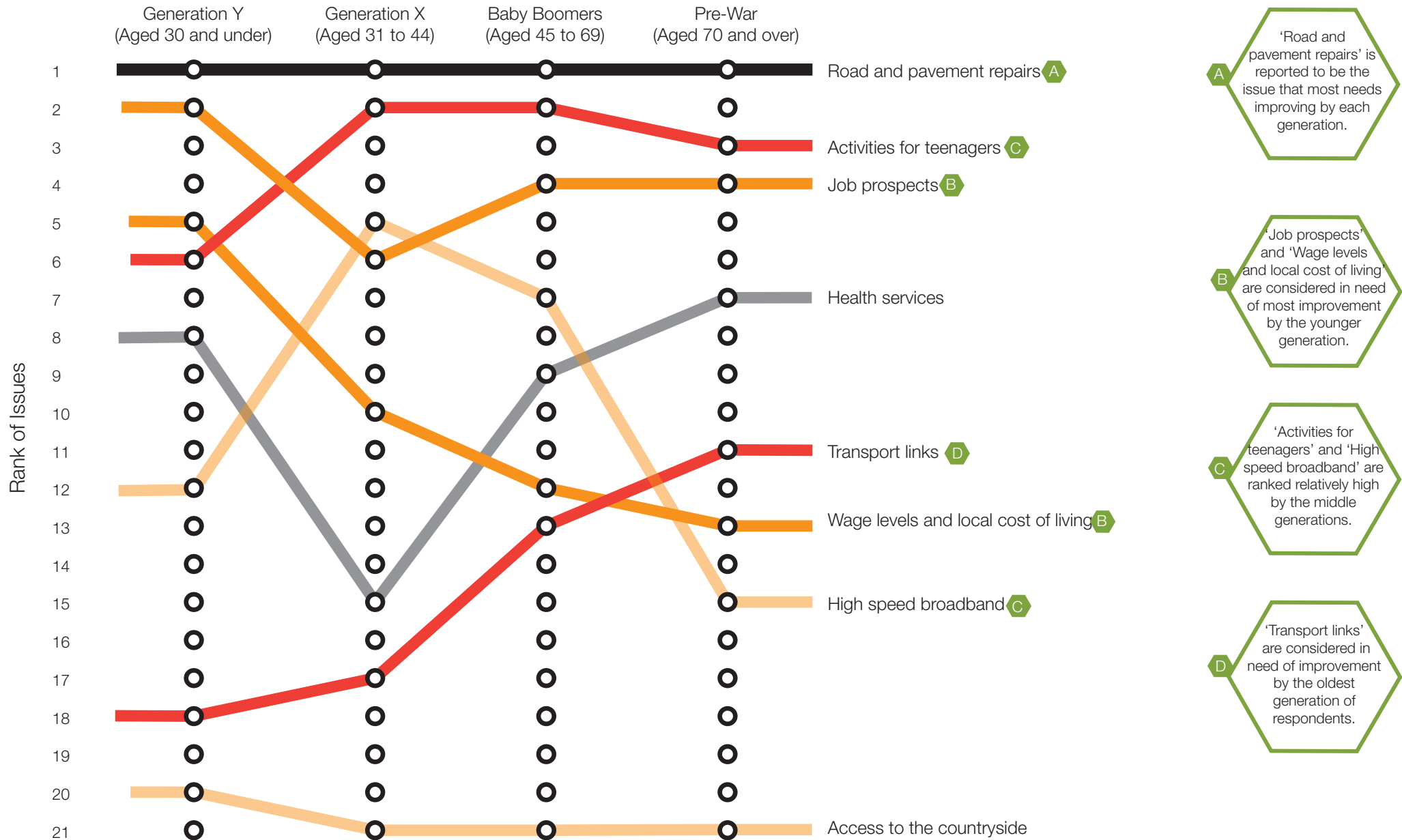
Housing affordability ratios are an economic indicator that determine whether people with the lowest incomes can afford to buy the lowest priced housing available in the area where they work. Specifically, the ratio examines the relationship between the lowest quartile of incomes and the lowest quartile of house prices within a particular area. In 1997, the housing affordability ratio for Warwickshire was just under four, meaning that somebody in the lowest quartile for earnings would need four times their annual income in order to purchase a property in the lowest quartile of house prices. Median house prices increased by more than £80,000 between 1997 and 2013, and the ratio increased to nearly 6.7, indicating that houses are now less affordable, compared to 17 years ago.



Source: Department for Communities and Local Government

Communities: Priorities for the local area, by generation

The Living in Warwickshire Survey asked respondents about what needed improving in their local area, from a list of 21 issues. The diagram below shows the results, highlighting significant variations between different generations of respondents. Other issues within the questionnaire that are not included on the graphic below were 'Affordable decent housing', 'Clean streets', 'Community activities', 'Cultural facilities', 'Education provision', 'Facilities for young children', 'Parks and open spaces', 'Public transport', 'Shopping facilities', 'Sports and leisure facilities', 'The level of crime', 'The level of pollution' and 'The level of traffic congestion'.



Civic Engagement: Influencing decisions in the local area

The 2013 Living in Warwickshire Survey asked residents how strongly they agree or disagree that they can influence decisions in their local area; the diagram below shows the proportion of respondents who thought that they could influence decisions. The results show that Warwick District have the highest levels of engagement, whilst Nuneaton & Bedworth Borough have the lowest. At a locality level, the proportion of residents in Warwick Rural East who stated that they agree with the statement is double that of the proportion in Weddington & St. Nicolas.



NORTH WARWICKSHIRE		32%
North Warwickshire East	NWE	32%
North Warwickshire North	NWN	35%
North Warwickshire South	NWS	28%
North Warwickshire West	NWW	34%
NUNEATON & BEDWORTH		28%
Abbey & Wembrook	ABB	29%
Arbury & Stockingford	ARB	25%
Bedworth North	BEN	28%
Bedworth South	BES	35%
Camp Hill & Galley Common	CHG	25%
Weddington & St. Nicolas	WED	23%
Whitstone & Bulkington	WHI	30%
RUGBY		34%
Dunchurch	DUN	46%
Earl Craven	EAR	35%
Fosse	FOS	39%
Rugby Town East	RTE	33%
Rugby Town North	RTN	29%
Rugby Town West	RTW	32%
STRATFORD-ON-AVON		34%
Alcester & Bidford	ALC	33%
Shipston	SHI	37%
Southam & Feldon	SOU	39%
Stratford	STR	30%
Studley & Henley	STU	36%
Wellesbourne & Kineton	WEL	30%
WARWICK		37%
Kenilworth	KEN	41%
North Leamington	NLE	36%
South Leamington	SLE	35%
Warwick	WAR	30%
Warwick Rural East	WRE	50%
Warwick Rural West	WRW	43%
Whitnash	WTN	35%

A Residents of Warwick District appear most satisfied that they can influence decisions in their local area

B Half of residents in the Warwick Rural East locality believe they can influence decisions.

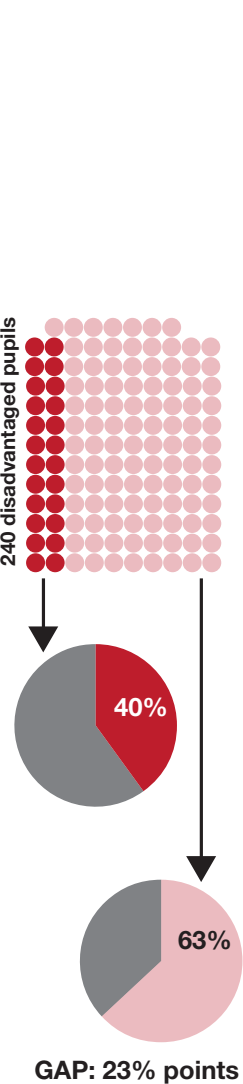
C Only 23% of residents in Weddington and St. Nicolas locality feel able to influence decisions

A

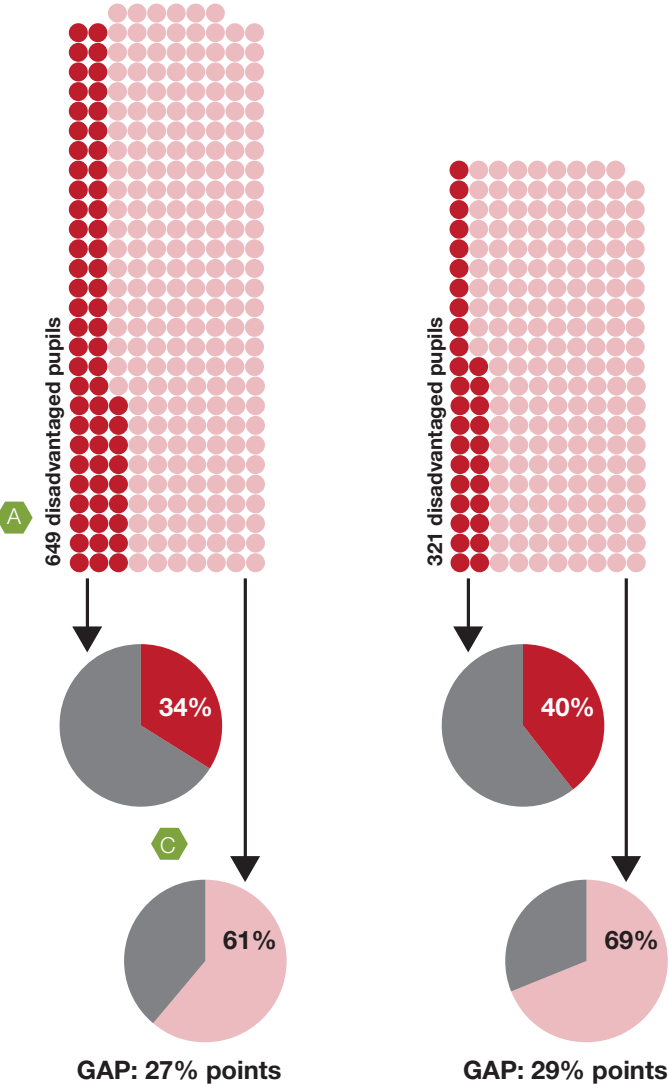
Education: The drawbacks of being a 'disadvantaged' pupil

A disadvantaged pupil is defined by the Department for Education as any pupil eligible for free school meals at any time over the last six years, or Children Looked After (CLA). The graphic below looks at the combined Key Stage 4 results for 2011/12 and 2012/13 by district in Warwickshire, and compares the results of the pupils classified as being 'disadvantaged', with those who are not. The pie charts show the proportion of each cohort who attain five or more A* to C grade GCSE's including English and Maths. Across the county, only 37% of 'disadvantaged' pupils achieved this standard, compared to 69% of 'non-disadvantaged' pupils. This gap between attainment levels is most pronounced in Stratford-on-Avon District, where the results are 36% and 75% respectively.

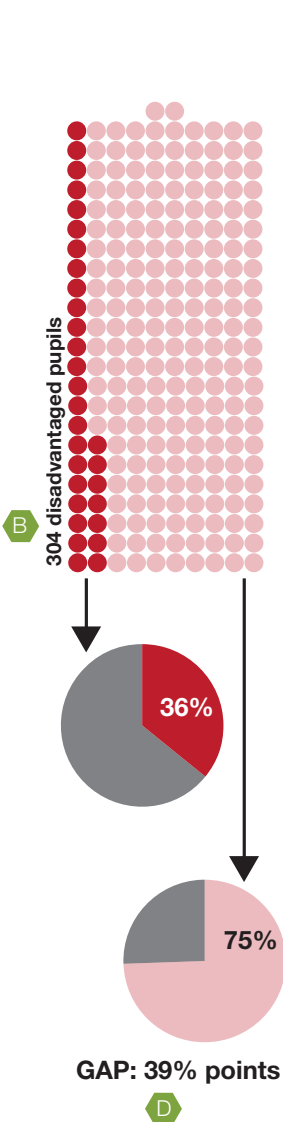
North Warwickshire Nuneaton & Bedworth
1,274 pupils



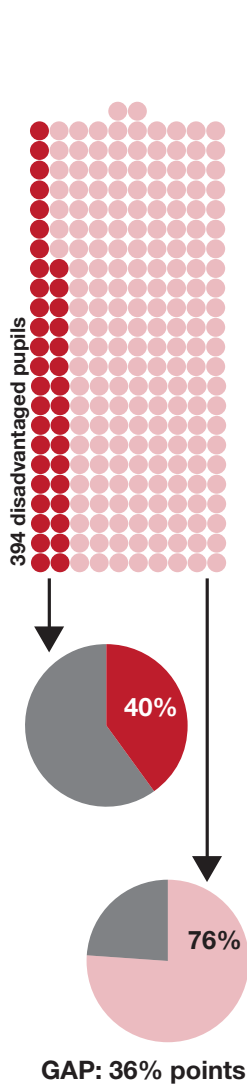
Rugby
2,098 pupils



Stratford-on-Avon
2,319 pupils



Warwick
2,322 pupils



● 'Disadvantaged' pupils ● 'Non-disadvantaged' pupils

A Nuneaton & Bedworth has the highest number of 'disadvantaged' pupils in the county (23%).

B Stratford has the lowest number of 'disadvantaged' pupils in the county (13%).

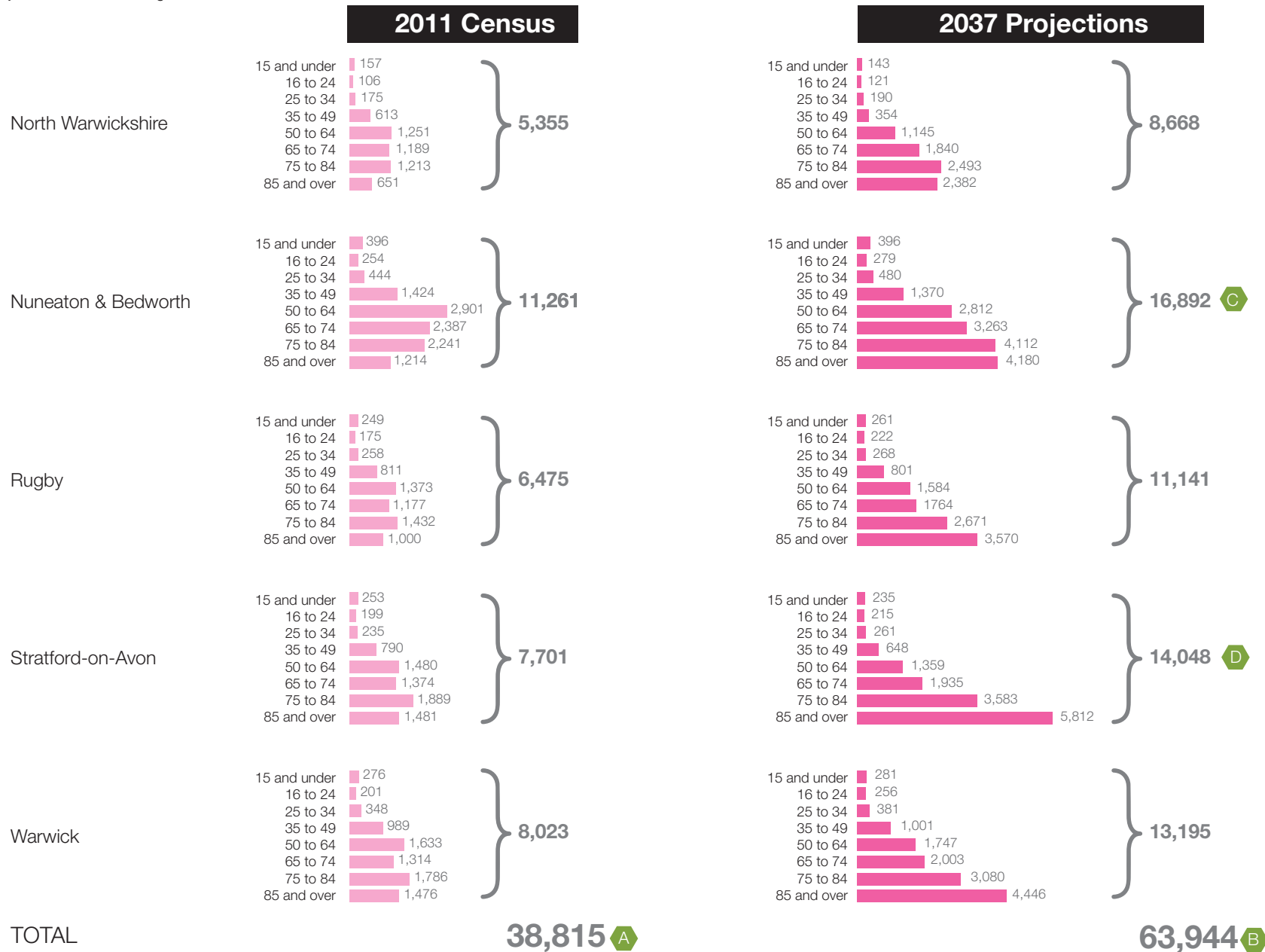
C Nuneaton & Bedworth has the lowest attainment rates for disadvantaged and non-disadvantaged pupils.

D Stratford has the biggest gap between the attainment rates of the two cohorts, 39% points.

Source: National Consortium of Examination Results, NCER

Health: Projecting numbers of residents with limited activity

The graphic below presents the number of residents in Warwickshire who stated that they had a long-term limiting illness that 'limited their activities a lot'. The results are taken from the 2011 Census, and show that the activities of over 38,000 residents are limited a lot, including over 11,000 in Nuneaton & Bedworth Borough. Using Office for National Statistics population projections, and assuming that similar proportions of residents will have limited activity, the diagram below projects the numbers of residents who will have limited activity in the future. The number whose activities will be limited a lot is projected to increase by 65% to nearly 64,000 in 2037, with the oldest age groups projected to increase the greatest.



A There are currently nearly 39,000 Warwickshire residents whose activities are 'limited a lot'.

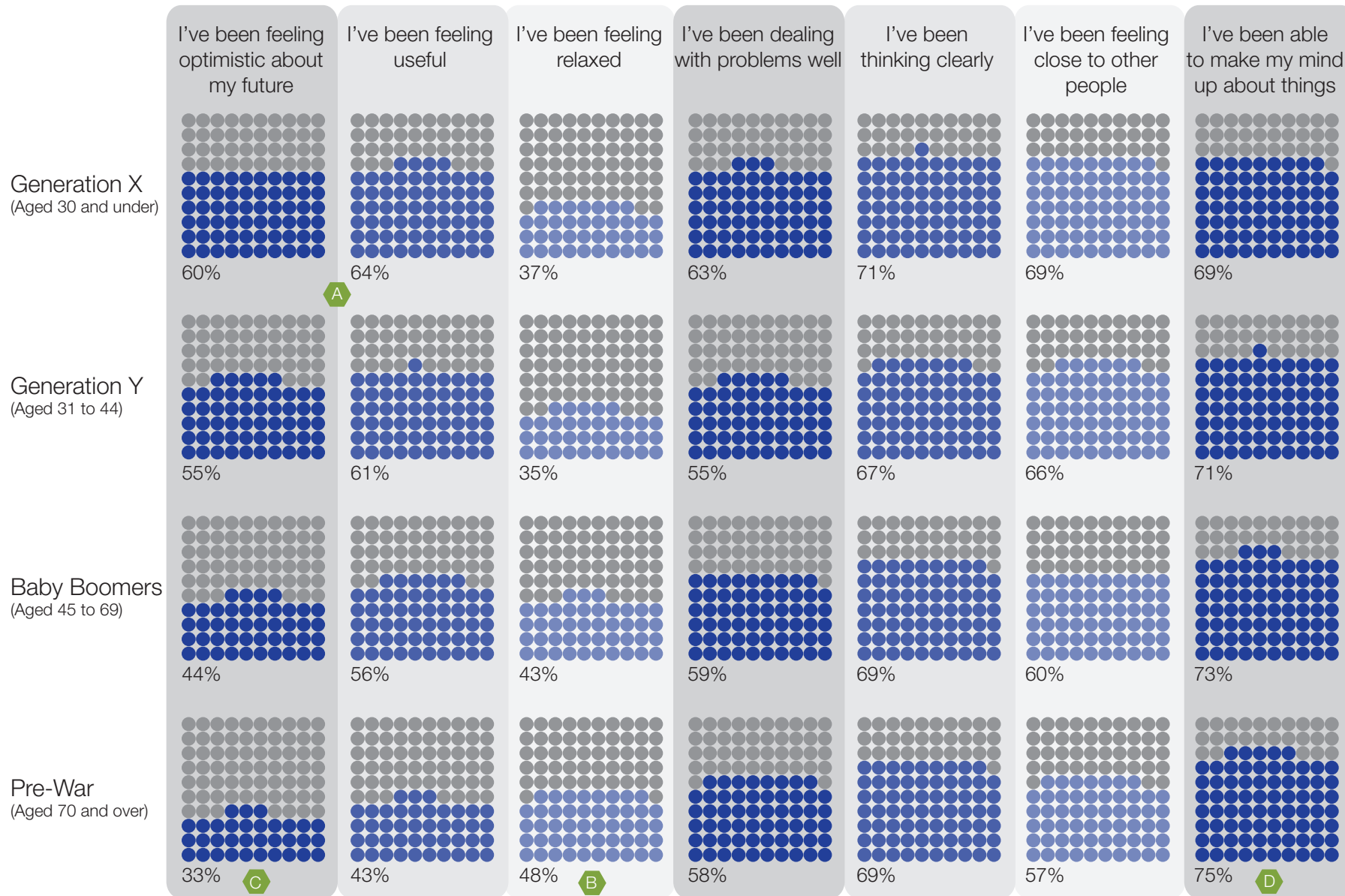
B This figure is projected to increase to nearly 64,000 by 2037.

C It is projected that Nuneaton & Bedworth Borough will continue to have the most residents with limited activity.

D But the greatest percentage increase is projected to occur in Stratford-on-Avon District (82%).

Life Satisfaction: Feelings and thoughts by Generation

The Living in Warwickshire Survey asked respondents how often they experienced a number of thoughts and feelings over the last two weeks. The diagram below shows the proportion feeling each emotion 'often' or 'all of the time', by generation.



A Younger respondents generally feel more optimistic and useful compared to older respondents.

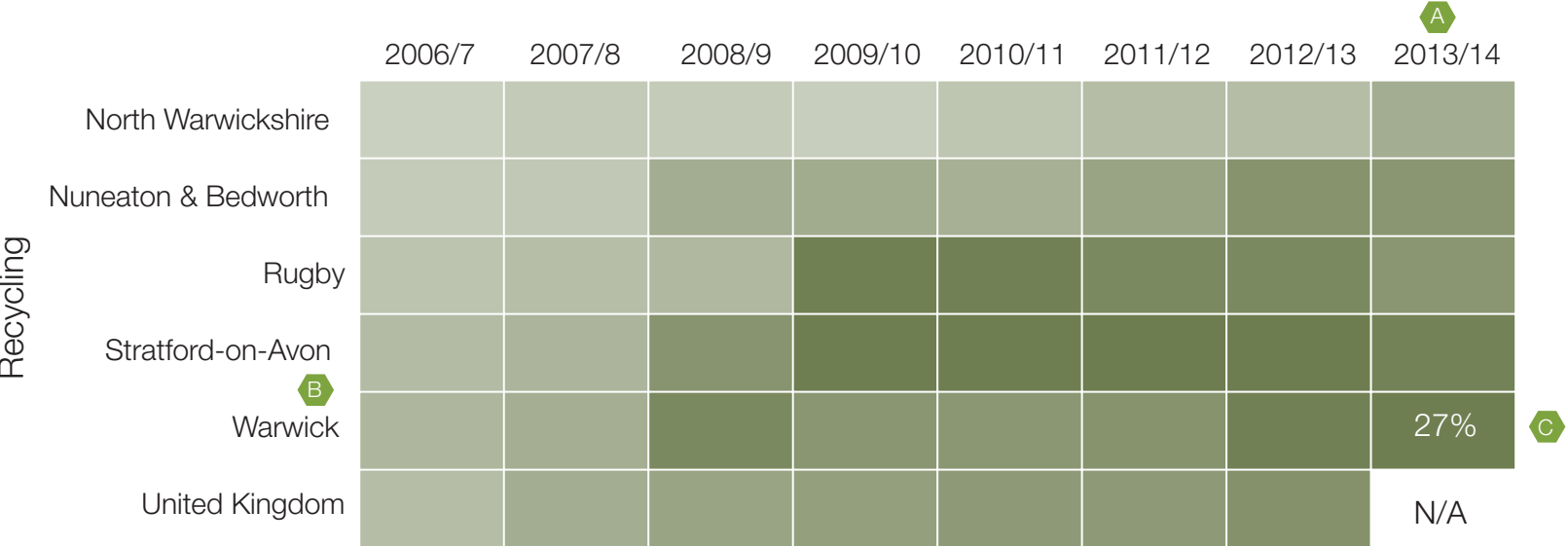
B Older respondents generally feel more relaxed.

C Respondents in the Pre-War generation appear to find it most difficult to be optimistic, compared to the other emotions.

D Being able to make their mind up is the emotion felt by the highest proportion of respondents in the oldest three age groups.

Environment: Recycling and composting in Warwickshire

The heat maps show the recycling rate and composting rate levels in each of the districts and boroughs alongside a national rate. The 2012/13 national recycling rate was 23% which can be compared to Warwick District which had the highest recycling rate in Warwickshire at 27%. The 2012/13 national composting rate was 20% and can be compared to a much higher 33% recorded in Stratford-on-Avon District.



A The recycling and composting rate in all districts have increased over the last eight years.

B Generally, the south of the county sees the highest rates of recycling and composting.



C The highest recycling rate in the county is in Warwick District.

D The highest composting rate in the county is in Stratford-on-Avon District.

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QUALITY OF LIFE IN WARWICKSHIRE 2014 / 15



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