



PRIDE IN PLACE

Salisbury Bemerton

Community needs analysis

Developing our shared vision and
priorities

What we know

- Residents living around Westwood Road and Gainsborough Close experience some of the highest levels of educational disadvantage in the country, with these areas ranking within the most deprived 5% nationally for education and training outcomes (IMD 2025).
- More than 1 in 5 (Avg. 20.3%) children live in absolute low-income families (a family in low income Before Housing Costs).
- Around 1 in 11 young people aged 18-24 in Bemerton Heath are unemployed and claiming JSA/UC, compared with around 1 in 17 nationally (8.93% (upper bound), versus 5.78%: DWP, June 2026).
- Within parts of Bemerton Heath, adults aged 16+ are approximately 60-80% more likely to be economically inactive due to long-term sickness or disability than the national average.
- Over 1 in 10 people (12%) in the area are in receipt of Personal Independence Payment (PIP) due to long-term disability, chronic ill-health, or terminal illness.
- Some areas within Bemerton are ranked as being in the top 30% most disadvantaged parts of the country for Health Deprivation (IMD 2025)
- Higher levels of unpaid caring are a key feature of local need. Residents are almost twice as likely to receive Carer's Allowance compared to the national average; providing at least 35 hours of care each week to a severely disabled person (Avg. 4.06% compared with 2.59% nationally).

Towards a 10-year vision

“A welcoming, safe and connected Bemerton where everyone can live healthy, confident and fulfilling lives and feel proud to call home.”

Over the next ten years, local people will have more influence over decisions, stronger links with one another and better access to the support, opportunities and places they need.

EMERGING VISION • FOR COMMUNITY TESTING

Strategic intent

Work with local people to make Bemerton a more connected, healthy and thriving neighbourhood—and direct investment towards the opportunities and inequalities that matter most.

- 01 Build stronger communities**
Bring groups together, strengthen relationships and enable people of all ages and backgrounds—including seldom-heard voices—to influence decisions.
- 02 Improve outcomes for local people**
Work across community, business, education, health, voluntary and public services to improve wellbeing, learning, employment and the local environment.
- 03 Act as a catalyst for lasting change**
Use Pride in Place investment to attract further resources, build local capacity and strengthen assets that can endure beyond the ten-year programme.

Priority 1: Health, wellbeing and reducing inequality

OUR AMBITION

People will have better opportunities to live healthy lives, recover when unwell and maintain their independence. Trusted support should be easier to understand and access, with more opportunities to connect and participate.

PROGRAMME FOCUS

Make trusted community-based information, advice and support easier to navigate.

Reduce loneliness and practical barriers through accessible activities, facilities and green space.

Join up health, community and voluntary partners while building trusted local capacity.

SUCCESS MEANS

People living with illness, disability or caring responsibilities face fewer barriers—and have more confidence to manage their wellbeing.

LOCAL EVIDENCE

TOP 30%

most disadvantaged
nationally for health
deprivation in parts of
Bemerton

IMD 2025

Priority 2: Learning, aspiration and opportunity

OUR AMBITION

Children, young people and adults will be supported to achieve their goals, build confidence and develop the knowledge and skills they need to thrive.

PROGRAMME FOCUS

Expand accessible youth activities, mentoring, coaching and family learning.

Improve digital access, careers information, work experience and volunteering.

Create clearer transitions between school, further education, training and work.

SUCCESS MEANS

Residents can identify and use clear routes into learning, development and employment, with tailored support where barriers are greatest.

LOCAL EVIDENCE

TOP 5%

most deprived nationally for
education and training
around Westwood Road
and Gainsborough Close

IMD 2025

Priority 3: Good local jobs, enterprise and an inclusive economy

OUR AMBITION

Residents will have better access to secure, fairly paid and flexible employment, while local businesses, entrepreneurs and community enterprises are supported to grow and contribute to the neighbourhood.

PROGRAMME FOCUS

Bring employment, skills and business advice into trusted community settings.

Connect training to genuine demand through employer partnerships and progression routes.

Support entrepreneurship, social enterprise and local procurement that retains value locally.

SUCCESS MEANS

Routes into work are clearer, employers and educators connect better with residents, and opportunities accommodate health and caring responsibilities.

LOCAL EVIDENCE

1 IN 11

young people aged 18–24
in Bemerton Heath claim
JSA or Universal Credit

Compared with 1 in 17
nationally

DWP, June 2026

Priority 4: A connected, accessible and welcoming neighbourhood

OUR AMBITION

Bemerton will be easier, safer and more pleasant to move around, with better connections between homes, community facilities, services, green spaces, education, employment and wider Salisbury.

PROGRAMME FOCUS

Improve walking and cycling routes, crossings, signage, lighting and public spaces.

Make community buildings and green spaces more accessible, welcoming and well used.

Reduce physical and digital barriers by coordinating investment with infrastructure partners.

SUCCESS MEANS

Residents can move around more easily and confidently, with better access to the places, services and opportunities that matter in everyday life.

LOCAL EVIDENCE

12%

of people in the area
receive Personal
Independence Payment for
disability or long-term ill
health

More than 1 in 10 residents

PIP data; see Key statistics, slide 2

Methodology note

- **Scope.** Statistics summarise the local-area for Bemerton based on the 4 populated Lower Super Output Areas within the Pride in Place area of benefit. This includes the Bemerton Heath areas around Westwood Road and Gainsborough Close. Each indicator retains the geography, population and denominator used in its source file.
- **Area summaries.** Where “Avg.” is shown, the reported figure is the mean of the included local-area percentages. A range or “upper bound” is retained where the source analysis does not support a single point estimate.
- **National comparisons.** We compare the local percentage with the national percentage to show how much higher or lower it is. We also express percentages as an approximate “1 in N people” figure, rounded to the nearest whole person. The percentage remains the main measure.
- **Deprivation ranks.** The education and health statements convert IMD 2025 domain ranks into national percentile bands: most deprived 5% and most disadvantaged 30%, respectively. Ranks are relative positions (based on LSOA rankings), not prevalence rates.
- **Interpretation and limits.** Sources span Census 2021, IoD 2025 and DWP June 2026 and should not be combined as one index. Administrative claimant measures (JSA/UC, PIP and Carer’s Allowance) reflect eligibility and take-up, not complete population prevalence. Small-area estimates may be sensitive to boundaries and small denominators.

References (by data source)

- **IoD 2025 Education, Skills and Training Rank** — Education, skills and training domain rank; supports the “most deprived 5%” statement.
- **Children aged 0-19 in absolute low-income families** — Supports the reported 20.3% local average (before housing costs).
- **Youth unemployment (18-24 receiving JSA or Universal Credit)** — DWP, June 2026; supports 8.93% upper-bound local and 5.78% national claimant rates.
- **Economically inactive_ Long-term sick or disabled (Census 2021)** — Supports the local-to-national comparison for adults aged 16+.
- **Personal Independence Payment (PIP)** — Supports the reported 12% local PIP claimant share.
- **IoD 2025 Health Deprivation and Disability Rank** — Health deprivation and disability domain rank; supports the “top 30% most disadvantaged” statement.
- **Proportion of working age people receiving Carer's Allowance (CA)** — Supports 4.06% local average versus 2.59% nationally.

Data sourced from: <https://wcf.localinsight.org/#/map?savedmap=4680>