



Frome Data Portrait

Report for Frome Town Council
July 2024

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About Locality

Locality believes in the Power of Community to build a fairer society.

We have over 1800 community organisation members across the country all supporting local people in their area. We work across housing, employment, health and wellbeing, arts and culture, the environment and more. Every week our membership network supports over 400,000 people, helping to transform lives through the power of local community.

Locality delivers a wide range of services to local authorities, including expert consultancy, a tailored membership, the Keep it Local network, neighbourhood planning, community-led housing and community asset transfer support and a range of events. To explore our whole range of services, please visit the Local Authority section on our website.

The Locality Manifesto

Locality's Manifesto, [Building Thriving Neighbourhoods](#) sets out a positive vision of where we can get to in 10 years' time, if we put communities in charge.

It's practical and achievable – because it's based on things Locality Members are doing every day. The Manifesto outlines the three core building blocks of thriving neighbourhoods:

- **A community-powered economy**, which is democratic, regenerative and inclusive.
- **Preventative public services**, which offer person-centred, cradle-to-grave support that tackles social inequalities.
- **Places and spaces for everyone**, where people feel in control and have access to everything they need to live the lives they choose.

Community organisations can't do it all on their own. To get there we need big reform, fundamentally changing the way national and local government understand, engage, and collaborate with local people. The government can achieve this through five big reforms to inspire a community power revolution:

- 1. Introduce a Community Power Act**, to create three new community rights – to buy assets of community value, to shape public services, and to control local investment. And to create Community Covenants, new power sharing arrangements between councils and local communities.
- 2. Inspire a step change in community ownership**, through a new, cross government National Community Ownership Strategy that boosts community ownership and capacity from energy to housing to health.
- 3. Put communities in charge of local economic development**, giving residents more control over local regeneration spending and radically devolving employment and skills support to the hyper-local level.
- 4. Make collaboration – not competition the guiding principle of public services**, with bold reform of commissioning and shifting budgets to community-led prevention.
- 5. Community-led housing and planning**, giving communities a tangible stake in their neighbourhoods by supporting the growth of community-led housing and spreading the use of neighbourhood planning.

1. Introduction

Locality was appointed by From Town Council (FTC) in April 2024 to provide support in compiling a data portrait of Frome Town.

The portrait will help the Council assess and benchmark future performance of its emerging new strategy, providing some specific measures for assessing people and planet-related indicators.

FTC will start work on its new strategy in July 2024 and is keen to compile a range of evidence on what the town and the local community wants and needs.

The framework may also be used by Frome's community organisations to inform and design their activities and support future funding applications.

This report sets out the findings of this work, including our methods and the data portrait of the town.

2. Methodology

The work included the following methods:

- Working with FTC officers to review and refine the Council's draft framework of performance themes and desired insights for the town.
- A review of available secondary data sources adapted to the framework that enable meaningful comparisons.
- Collection of nationally comparable data utilising a tool called Local Insight to compile and compare available data from over 50 reputable sources with 1500 indicators modelled at Lower Super Output Areas (LSOA) level. This allowed for comparison on the performance of Frome town in relation to the national and county level and review differences within the geography of the town itself.
- Liaising with FTC staff and partners to identify gaps and draw on other data sources.
- Presentation of findings in this final report.

As well as several one-to-one meetings with FTC officers, we run two internal workshops at Frome Town Council:

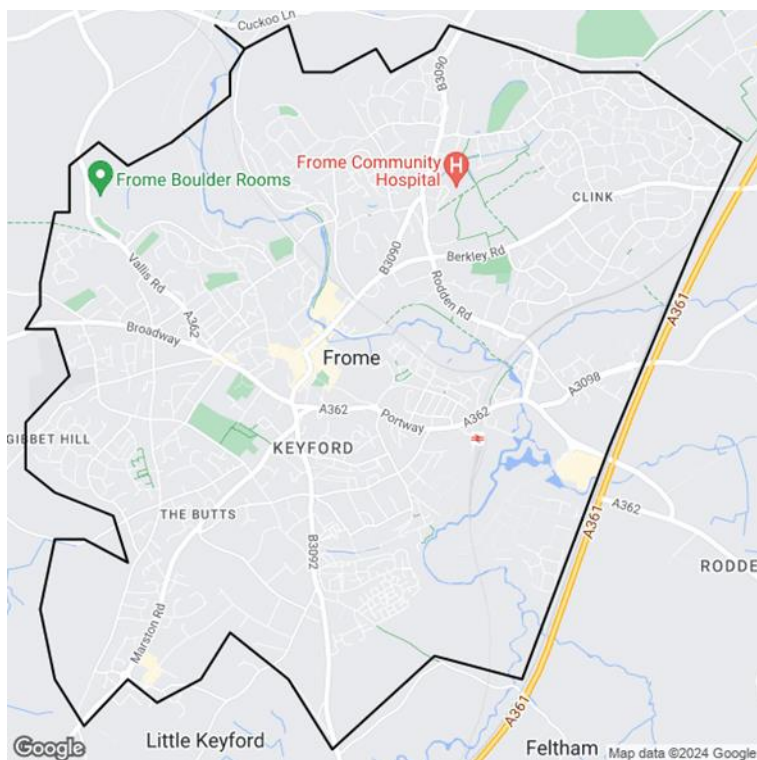
- Workshop 1 – Mon 13th May – with FTC officers & partners
- Workshop 2 – Thurs 20th Jun – with FTC officers

3. Data comparators

This report compares data from the following areas:

1. Frome (see image 1 below).
2. England
3. The Southwest
4. Somerset
5. Trowbridge Town
6. Warminster Town
7. Frome North West MSOA¹ (see image 2 below)
8. Frome North East MSOA (see image 3 below)
9. Frome South & East MSOA (see image 4 below)
10. Frome river divide
 - a. Frome in the North East of the river Frome
 - b. Frome in the South West of the river Frome

Image 1: Frome area



¹ Middle layer Super Output Areas (MSOAs) are made up of groups of Lower layer Super Output Areas (LSOAs), usually four or five. They comprise between 2,000 and 6,000 households and have a usually resident population between 5,000 and 15,000 persons.

Image 2: Frome North West MSOA

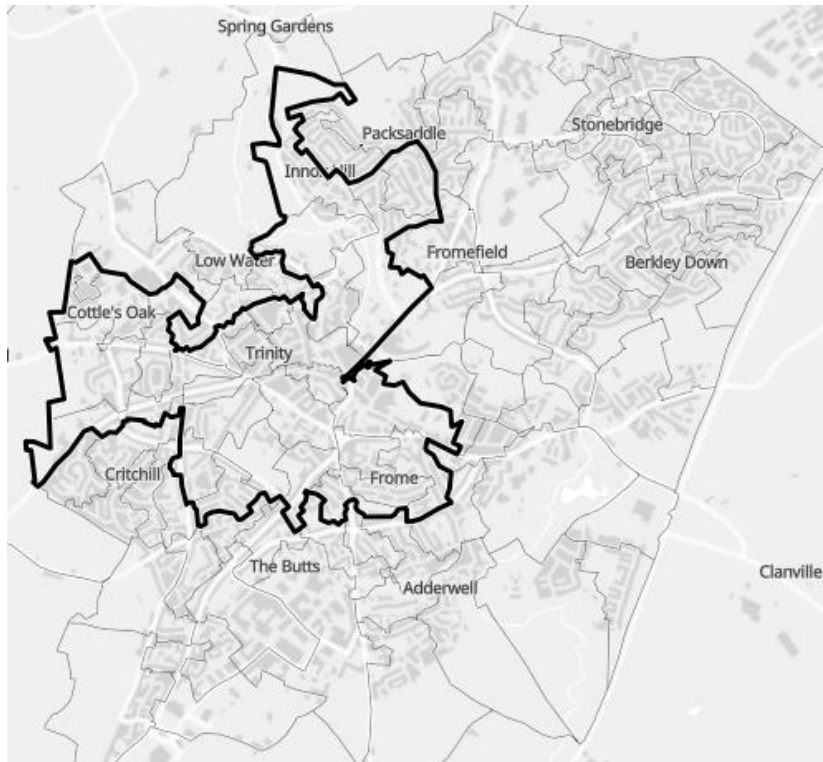


Image 3: Frome North East MSOA

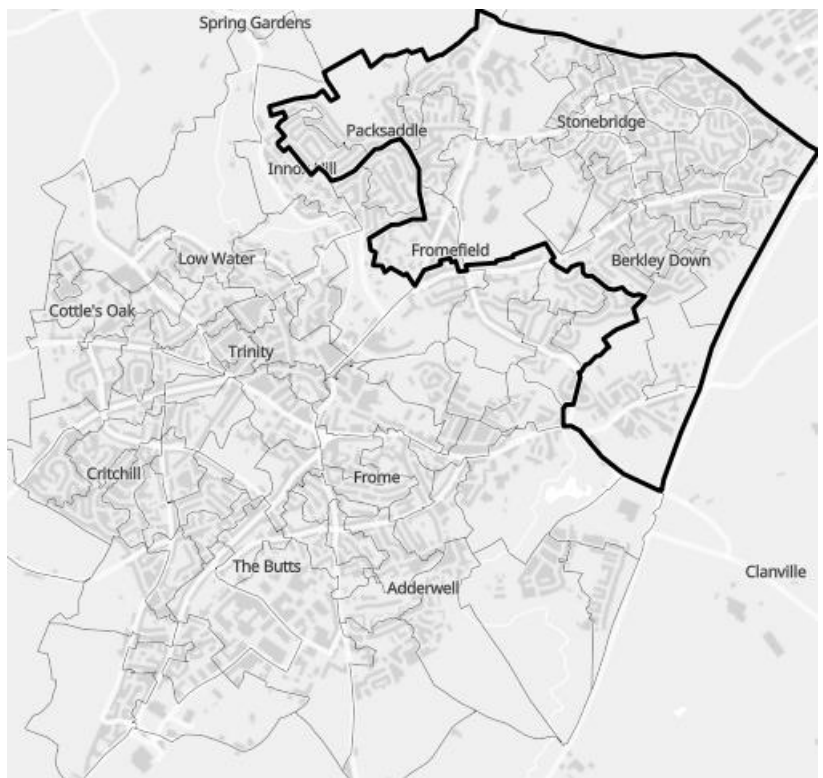
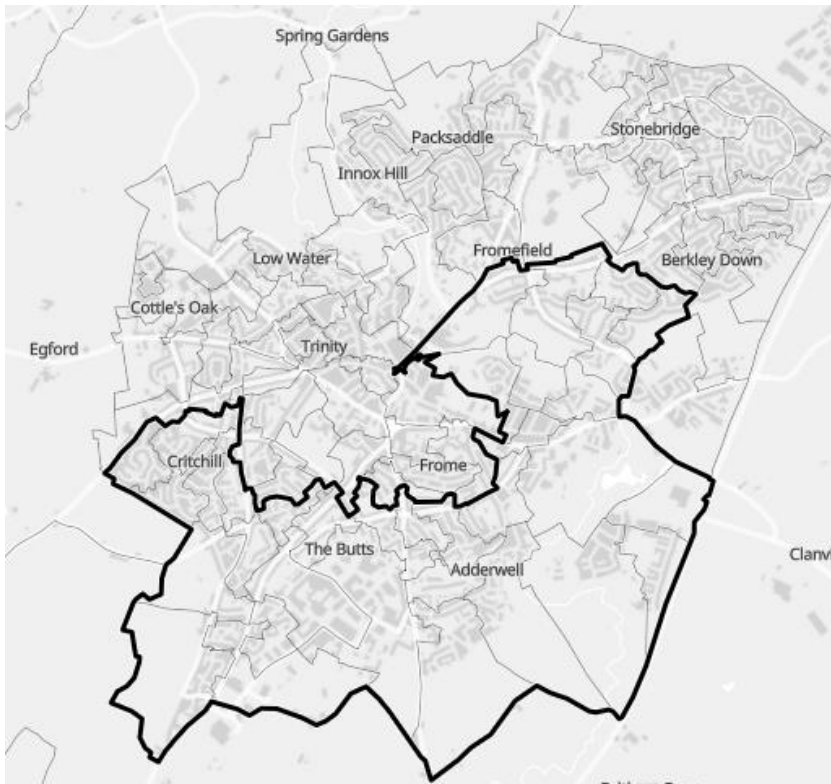


Image 4: Frome South & East MSOA



4. Data profile for Frome

4.1 Demographic summary of Frome

The following data is derived from the 2021 Census. Further details on Frome's demographics can be found in appendix A1.

Population:

- At the Census 2021, 28,569 people lived in Frome.
- 5556 people were aged under 16. This represents 19.45% of the population, which is higher than the average in Somerset (16.91%) and the Southwest (16.93%).
- 5862 people were aged 65+, which is a lower rate than in Somerset (24.83%) and the Southwest (22.34%).

Ethnicity and language:

- 90.65% of people in Frome are in the white British ethnic group, which is comparable to Somerset (91.30%) but higher than the Southwest (87.84%).

- The rate of people in the non-white ethnic group (3.55%) is comparable to Somerset (3.62%) and lower than the Southwest (6.87%).
- In Frome, 1.60% of households have no people that have English as a main language within them. This is slightly lower than the proportion in Southwest with 2.51% and the proportion in Somerset with 2.41%.

Religious affiliation:

- 40.13% of the population is Christian, which is lower than in Somerset (50.16%) and the Southwest (49.42%). There are more people without religious belief in Frome (50.83%) compared to Somerset (41.51%) and the Southwest (47.13%).
- Affiliation with other religions varies – see appendix A1.

Sexual orientation and gender identity

- 96.86% of the population identified as straight or heterosexual, 1.22% as Gay or Lesbian, 1.56% as bisexual, and all other sexual orientations were 0.35%. This is mostly comparable to Somerset and the Southwest.
- For 99.75% of the population gender identity is the same as the sex registered at birth. There is a slightly smaller rate of people identifying as Trans woman, Trans man and all other gender identities in Frome (0.05%, 0.04%, and 0.07% respectively) compared to Somerset (0.07%, 0.07%, 0.08% respectively) and the Southwest (0.08%, 0.08%, 0.13% respectively).
- 7.87% of all people aged 16+ in Frome did not respond to the sexual orientation question in the 2021 Census.

Migration:


- In Frome, the proportion of migrants was 9.45%. This is less than the proportion in the Southwest (11.11%) and similar to the proportion in Somerset (9.81%). A migrant is defined as a person with a different address one year before the Census to that on Census Day.
- In Frome, the proportion of National Insurance numbers issued to people from overseas in 2022/23 was 0.43%. This is less than the proportion in Southwest with 1.51% and similar to the proportion in Somerset with 1.10%.
- In Frome, the overall population total has increased since 2001 from 24,552 to 28,464 in 2020², by 15.93%.


² ONS, 2020

4.2 Summary of indicators


Below is a summary of selected, nationally comparable indicators related to each theme. The following section provides further details about each theme. The comparative performance is colour coded, and indicates how Frome's data compares to national, regional or local comparators. Please note that a lower / better score does not necessarily equate to 'good':


▲	Values are better than then national or regional comparators.	
●	Values are similar to national and regional averages	
▼	Values are worse than national and regional averages	
▲	▼	There are significant differences of performance within Frome or across regions




Theme	Indicators	Comparative Performance	
Health 	Residents reporting very good or good health	●	
	Emergency hospital admissions	▲	●
	Nbr of people over 65 with bad or very bad health	●	
	Years of Potential Life Lost	▲	
	Deaths under 65	▲	
	Life expectancy	▲	
	Level of physical activity	▲	
	Personal Independence Payments (Mental Health)	▲	▼
	Universal Credit claimants on a Health Journey	▲	▼
	High blood pressure	▼	
	Depression	▼	
	Intentional self-harm	▼	


Theme	Indicators	Comparative Performance	
Travel 	Job access score (travel time to jobs)	▲	▼
	Households with no cars	▲	●
	Travel times to key services (hospital & large employment site)	▼	
	Travel times to key services (all other)	▲	


Food 	Priority Places for Food Index	▲	
	Food for Families	▼	
	Proximity to food stores (both non-supermarket and supermarket)	▲	
	Ecommerce access (online groceries)	▲	


Housing 	Housing affordability gap	▼	
	House price / salary ratio	▼	
	Average house prices	●	▼
	Proportion of social rented housing	▲	
	Housing Condition	▲	
	Overcrowding	▲	▼

Access to Nature 	Total greenspace coverage	▲	
	Average number 4 Parks, Public Gardens, or Playing Fields within 1,000 m radius	▲	
	Accessibility of blue spaces	▲	
	Accessibility of active green spaces	▲	
	Accessibility of passive green spaces	●	

Theme	Indicators	Comparative Performance
Community Connectedness 	Community Needs Index	▲
	Connectedness rank (CNI Index)	▲
	Neighbourhood strengths and cohesion	▲
	Nbr of people aged 66 or over living alone	●
	Number of charities	▲ ▼
	Grant funding from major grant funders	▼
	Big Lottery Funding	▼
	Community owned assets	▼
Work, Enterprise and income 	Unemployment to available jobs ratio	▼
	Job Density (percentage of local jobs)	▼
	People aged 16-64 claiming DWP benefits	▼
	People aged 16-18 claiming DWP benefits	▼
	Indices of Deprivation (income domain)	▲
	Debt (mortgage, unsecured and SME)	▲
	Private sector employees	▲
	Public sector employees	▼
	Jobs in retail	▲
	Gross Value Added (economic activity)	▼
	Part-time employees	▲
	Children, young people and education 	Income Deprivation Affecting Children Index
Rate of children in relative low-income families		▲ ●
Obese children aged 4-5		●
Obese children aged 10-11		▲
A&E attendances for every 1,000 children		▼
People aged 16+ have no qualifications		●
IoD education skills and training domain		▼
Participating in higher education		▼
Change in qualifications		● ▲

Theme	Indicators	Comparative Performance
Feeling welcome, feeling heard 	Proportion of people taking part in any civic engagement	▼
	Active and Engaged Community score	▼
	People who feel they can influence decisions in their local area	▲
	Local election voter turn-out	● ▼
	Total crime offences	▲ ▼
	Total anti-social behavior	▲
	Shoplifting offences	▼
	Violent and sexual offenses	▲ ▼

Art & Play 	Access to Civic Assets	● ▼
	Employments in arts, entertainment & leisure	▲
	Average distance to the nearest Park, Public Garden, or Playing Field	▲

Environment 	Carbon footprint per person	▲
	Community Consumption Footprint	▲
	Domestic energy consumption (electricity)	▲
	Domestic gas consumption	●
	Energy efficiency of dwellings	▲
	Air quality	▲ ▼

4.3 Themes in detail

4.3.1 Health

Headline indicators:

1. Residents reporting very good or good health – 82%³

Shows the proportion of Frome residents who have self-reported that their health is very good or good on a 5-point scale. This is equal to the national average. Figures are taken from responses to the 2021 census, based on a self-assessment of their general health. There are also 2246 people over the age of 65 with bad or very bad health in Frome, a rate that is comparable to Somerset and the Southwest.

2. Emergency hospital admissions – 83.16% of predicted (National average = 100%)

This indicator allows the level of such admissions at a local level to be compared to those expected given the age structure of local populations. High levels of emergency admissions may be due to a variety of causes such as high levels of injury within a population or poor management of chronic conditions within primary care. Source: Hospital Episode Statistics (HES), 2016 – 2021.

Data Insights:

- **Frome compares favourably across multiple health related outcomes compared to the national average.**
 - In Frome the Years of Potential Life Lost score⁴ is 48.83. This is lower than the score for Somerset (51.72) and lower than the score for England (57.06).
 - There are fewer deaths under 65 (0.25% of the population), from all causes, compared to Somerset (0.42%) and England (0.60%)⁵.
 - Life expectancy from birth in Frome is 80.45 years for males and 84.45 for females. This is similar to the life expectancy in Somerset (80.34 and 84.43 respectively) and higher than the life expectancy in England (79.45 and 83.35 years respectively)⁶.
 - In Frome 67.36% of all adults are classed as physically active. This is higher than the proportion in Somerset (65.15%) and higher than the proportion in England (63.71%)⁷

³ Census 21

⁴ The Indices of Deprivation (ID) 2019 Years of potential life lost indicator measures premature death, defined as death before the age of 75 from any cause (the commonly used measure of premature death).

⁵ Deaths under 65, all causes. Office for National Statistics, 2011-2014. Shows age standardised estimates of deaths from all causes for people aged under 65.

⁶ Office for National Statistics, 2016-2020.

⁷ Sports England, 2021

- **There are some notable differences when comparing health outcomes within Frome.**
 - In the Southwest of the River Frome, there are twice as many Personal Independence Payments to mental health claimants (4% of the population) compared to the northeast of the Frome River or Bath side of town (2% of the population)⁸.
 - There are significantly more emergency hospital admissions in Frome North West MSOA (99.34% of expected admissions) and Frome South & East MSOA (99.10%) compared to Frome North East MSOA (74.90%)⁹
 - There is also a much higher proportion of Universal Credit claimants on a Health Journey (with a health condition or disability restricting their ability to work) in Frome North West MSOA (8%) compared to Frome South & East MSOA (5%) and compared to Frome Northeast MSOA (2%).¹⁰

- **There are some notable outliers**
 - In Frome, the hospital stays for intentional self-harm was 146.27% of the predicted, much higher than the national average 101.39%, but still lower than the proportion in Somerset (157.96%)¹¹.
 - 17.73% of people in Frome are recorded as having high blood pressure. This is higher than the proportion in England (14.63%) but similar to the proportion in Somerset (17.43%)¹².
 - 15.87% of people in Frome are recorded as having depression. This is higher than the proportion in England (13.41%) but similar to the proportion in Somerset (16.10%)¹³.

⁸ Department for Work and Pensions (DWP). January 2024

⁹ Hospital Episode Statistics (HES), 2016-2021

¹⁰ Department for Work and Pensions, Dec 2023

¹¹ Hospital Episode Statistics (HES) NHS Digital, 2016-2021

¹² House of Commons Library. 2023

¹³ House of Commons Library, 2023

4.3.2 Travel

Headline Indicators:

- 1. Job access score - 347,281. This is higher than Somerset (290,734) and the South West (292,744), but lower than the England average (698,519).**

This is a measure of connectivity developed by UK Onward and includes the number of jobs accessible by car and public transport. It also incorporates a “door-to-workplace” measure. Together these measures form an overall Jobs Access score, the weighted average job count, combining driving and public transport.

- 2. Households with no cars - 16.70% (compared to 13.95% in Somerset, and 16.78% in the southwest)**

Car or van ownership data is derived from Census data (2021). This includes company cars and vans available for private use. Cars or vans used by residents of communal establishments are not counted.

Data insights:

- **Car ownership has increased over time**
 - In 2011, 17.84% of households in Frome had no car or van. This is greater than the proportion without car or van in 2021 (16.70%)¹⁴. However, the increase in car ownership has been slightly slower than the average in Somerset and England, where car ownership increased over 2% between 2011 and 2021.
- **Travel times to key services are generally shorter than the average in Somerset**
 - The exception is travelling time to the nearest hospital and large employment site.
 - See details in the table below (Department for Transport). These figures are derived from the analysis of spatial data on public transport timetables; road, cycle and footpath networks; population and key local services. The data shows the average minimum travel time - the shortest travel time by walking and public transport:

¹⁴ Census, 2021

Travel times to key services (by walking and public transport)

Indicator	Frome	South West	Somerset
Travel time to nearest employment centre by public transport/walk (with more than 500 jobs) (2019)	7.5	11.0	11.5
Travel time to nearest employment centre by public transport/walk (with more than 5000 jobs) (2019)	21.9	20.0	24.4
Travel time to nearest Further Education Institution by public transport/walk (2019)	16.9	26.0	28.9
Travel time to nearest GP by public transport/walk (2019)	16.0	17.0	17.9
Travel time to nearest Hospital by public transport/walk (2019)	82.5	54.0	65.1
Travel time to nearest Primary School by public transport/walk (2019)	8.6	11.0	11.4
Travel time to nearest Secondary School by public transport/walk (2019)	12.9	22.0	24.5
Travel time to nearest supermarket by public transport/walk (2019)	6.4	8.0	7.8
Travel time to nearest town centre by public transport/walk (2019)	12.1	23.0	25.7

4.3.3 Food

Headline Indicators:

- 1. Priority Places for Food Index¹⁵ rank - 19,859. This means that Frome has lower levels of food insecurity than Southwest on average (19,170) and lower levels of food insecurity than Somerset (15,146).**

This is a composite index formed of data compiled across seven different dimensions relating to food insecurity. It is constructed using open data to capture complex and multidimensional aspects of food insecurity and was developed in response to the 2022 cost of living crisis which has seen many communities under severe financial pressure and at an increased risk of food insecurity.

¹⁵ Consumer Data Research Centre (CDRC)

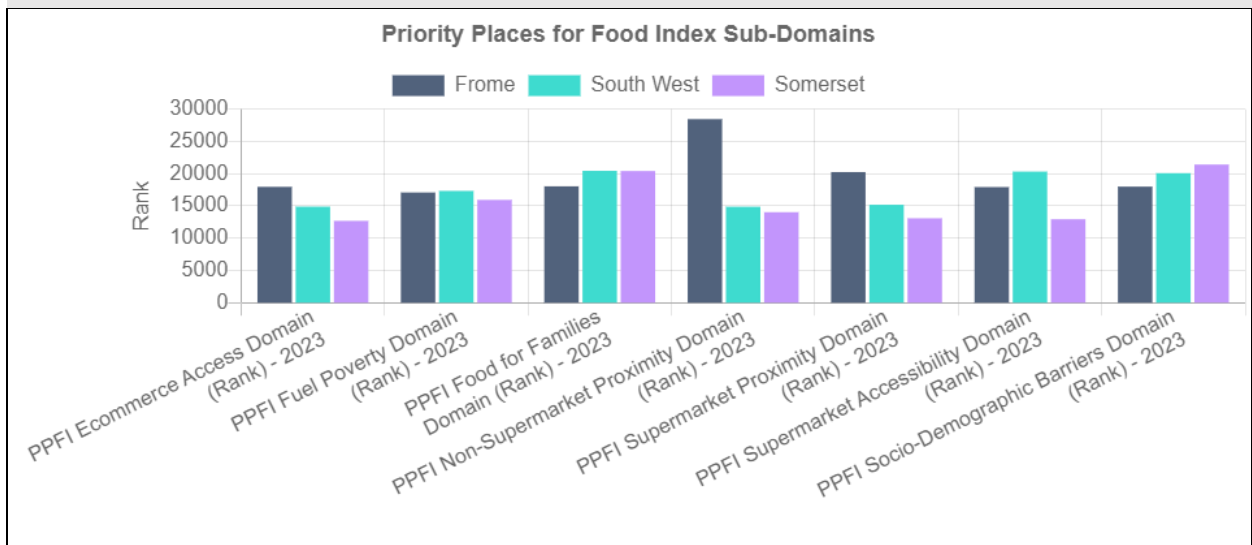
2. Food for families rank - 18,029. This means that Frome has higher need for family food support than South West (20,425) and higher need than Somerset (20,395).

Food for Families is a subdomain of the Priority Places for Food Index sub-domain rank (see above) published by the Consumer Data Research Centre.

Data insights:

- **Food insecurity varies significantly within Frome**
 - The contrast is strongest when comparing the performance across the river barrier in Frome. In the North East of the river Frome food insecurity was lower (24080 rank) compared to the South West of the river Frome (17365 rank).
- **Food insecurity in Frome is similar to food insecurity in Trowbridge (rank 24715), but lower than Warminster (rank 21985).**
- **Frome offers good physical access to food (see table below)**
 - Compared to Somerset and the Southwest, Frome provides better availability and propensity to shop online (Ecommerce access)
 - Similarly, Frome has a lower average distance to the nearest non-supermarket food store and the nearest supermarket, compared to Somerset and the southwest.

Priority Places for Food Index Sub-Domains



Source: Consumer Data Research Centre (CDRC)

4.3.4 Housing

Headline Indicators:

1. Housing affordability gap for entry level house: £27448¹⁶

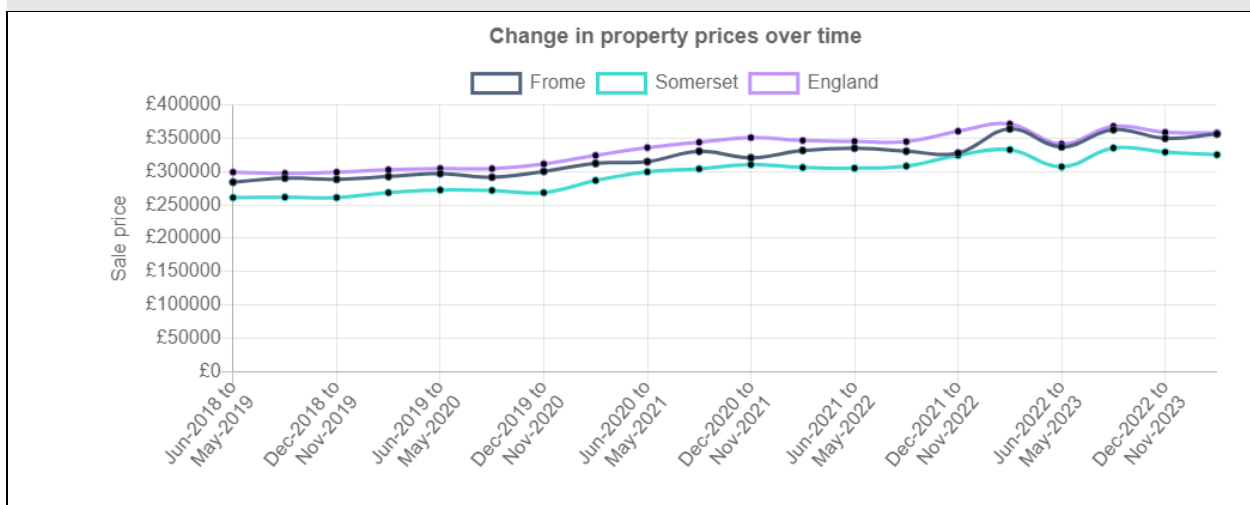
The gap between the average entry level house price and 4.5 times average annual salary is much higher in Frome compared to England (-£39328), as well as Trowbridge (-£4902) and Warminster (-£4784). Negative figures show areas where, on average, individuals need to borrow less than 4.5 times their annual salary to afford a house. This indicates that people need a bigger deposit to buy in Frome and that housing is generally less affordable compared to England and other local towns. Note the data is from 2017.

Data insights:

- **Housing affordability varies across Frome and type of property**
 - The housing affordability gap for entry level houses was much higher in Frome South East MSOA (£43,473) making it much less affordable compared to Frome North West MSOA (£2400).
 - The total house price / salary ratio for the average house price (6.59) is even higher than the ratio for entry level houses (5.22).¹⁷

- **Average house prices have increased by 25% between 2018-2023 and have been consistently higher than Somerset but similar to the England average:**

Change in property prices over time



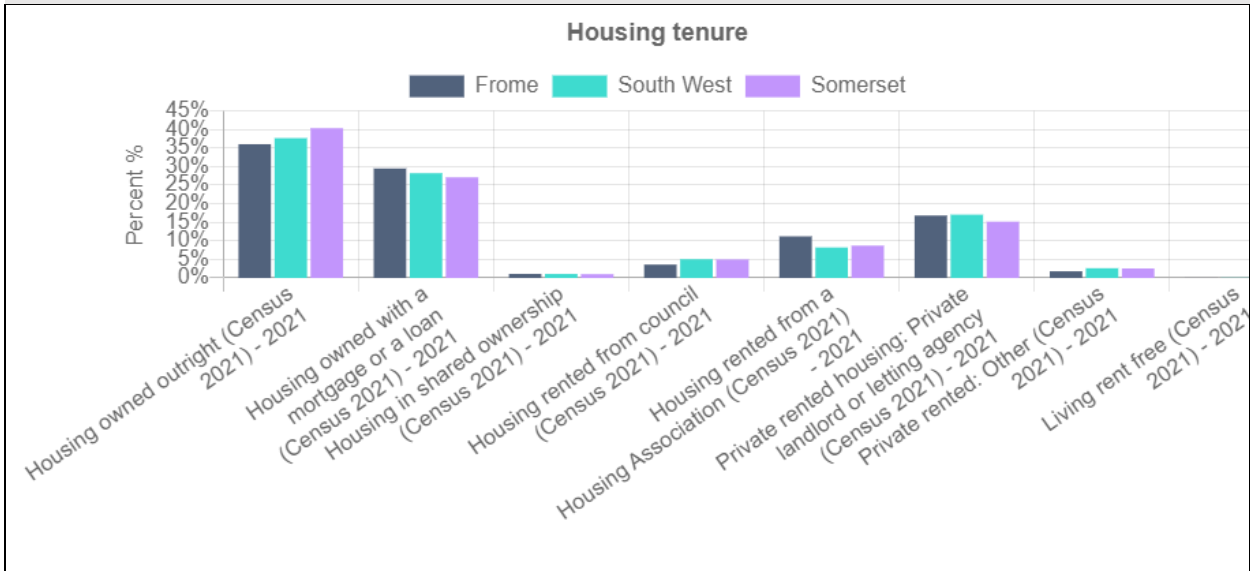
Source: Land Registry

¹⁶ Land Registry / Office for National Statistics (ONS), 2016-2017.

¹⁷ Land Registry / Office for National Statistics (ONS)

- **Frome has a slightly higher proportion of overall social rented housing compared to Somerset and the southwest, but the make-up differs**
 - Social rented housing includes both housing rented from the council (which is lower in Frome compared to Somerset and the Southwest) and housing rented from a housing association (which is higher compared to Somerset and the Southwest).
 - Details in the table below:

Housing tenure chart



Source: Census 2021

- **Houses are in better condition in Frome compared to Somerset and the Southwest**
 - Frome has an Indexes of Deprivation housing in poor condition score of 0.151. This is lower than the score in South West (0.214) and lower than the score in Somerset (0.237)¹⁸
 - In Frome, 54.17% of all EPC lodgements over this period were rated A-C (the highest energy efficiency). This is higher than the proportion in South West (45.72%) and higher than the proportion in Somerset (47.12%).¹⁹

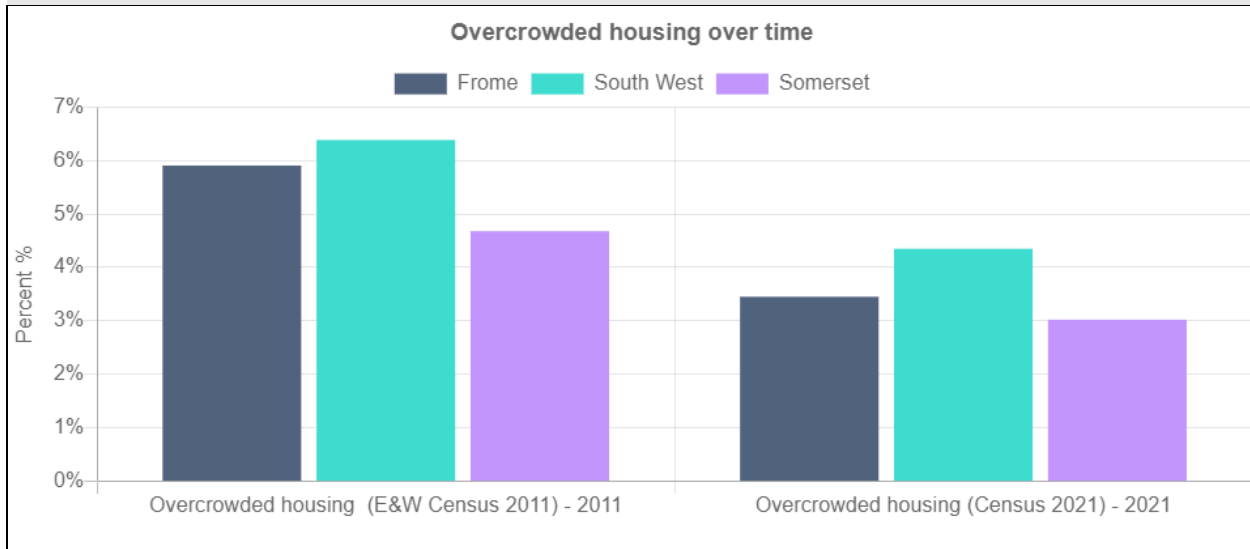
¹⁸ Ministry of Housing Communities and Local Government, 2019

¹⁹ Ministry of Housing Communities and Local Government, 2023

- **Overcrowding has improved over time but is still an issue for many**

- 429 households are classified as overcrowded with at least one room fewer than needed for household requirements²⁰.
- It has decreased over time. It is higher than the average in Somerset but lower than the Southwest average:

Overcrowded housing over time



Source: UK Census

4.3.5 Access to Nature

Headline Indicator:

1. Total greenspace – 3.01%²¹

This is higher in Frome than the average across Southwest (1.33%) and higher than the average across Somerset (1.01%).

Total green space coverage includes allotments or community growing spaces, bowling greens, cemeteries, religious grounds, golf courses, other sports facilities, play spaces, playing fields, public parks or gardens and tennis courts.

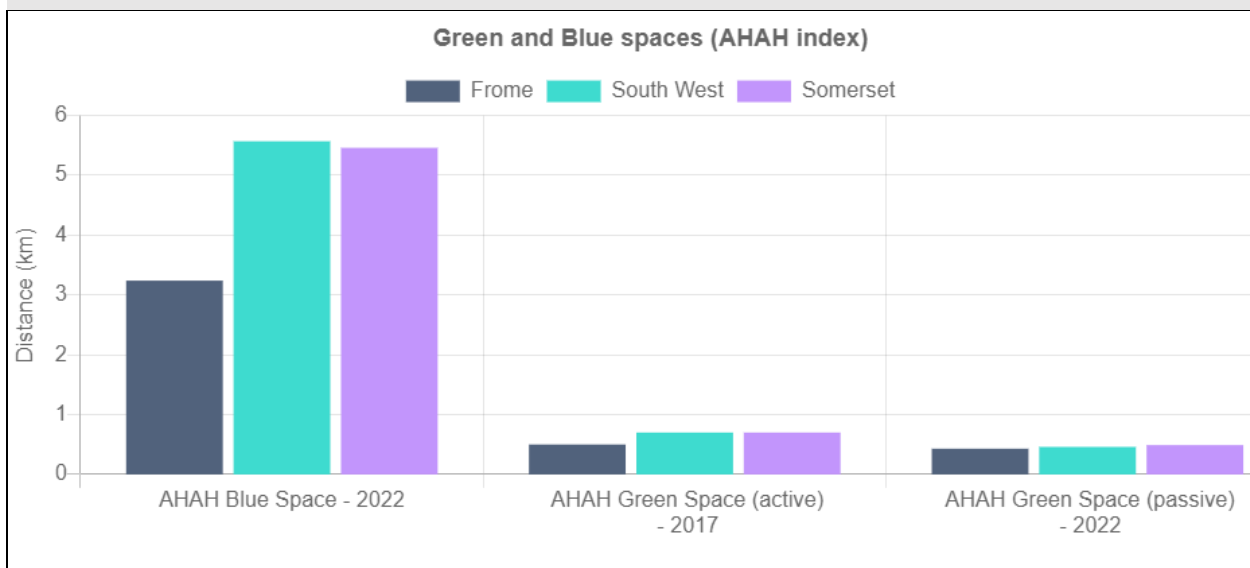
²⁰ Census, 2021

²¹ Ordnance Survey/Friends of the Earth, 2017

Data insights:

- **Access of green and blue spaces is better in Frome compared to Somerset and the Southwest.**
 - Frome has an average of 4 Parks, Public Gardens, or Playing Fields within 1,000 m radius, compared to 3 in Somerset and 2 in England²².
 - The distance to blue spaces (water features), active greenspaces that provide recreational opportunities, and passive greenspaces that provide recreational opportunities occurring in natural settings are closer in Frome by distance compared to Somerset and the Southwest²³:

Green and Blue spaces (AHAH index)



Source: Open Street Map/OS Open Greenspace

²² Ordnance Survey/Friends of the Earth, April 2020

²³ Access to Healthy Assets and Hazards (AHAH) index as part of the Physical Environment domain

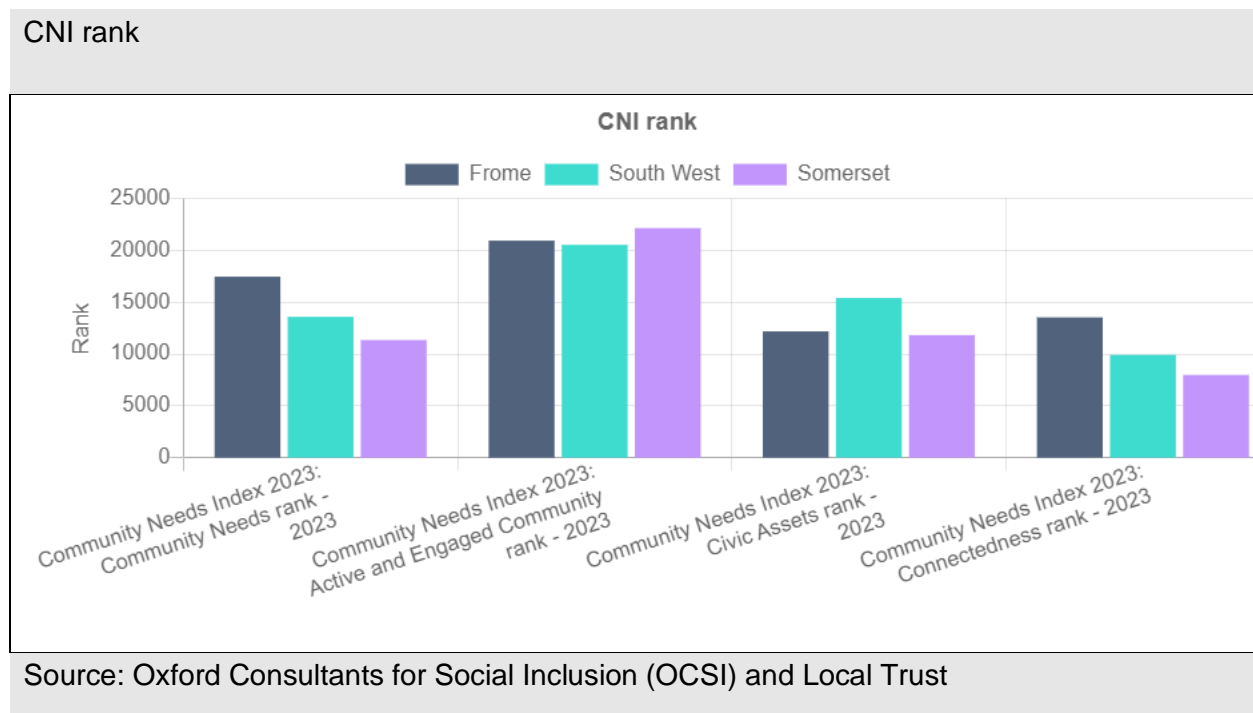
4.3.6 Community Connections

Headline Indicators:

1. Community Needs Index – 17,464²⁴

Frome has lower levels of community need than the Southwest (13,588) and lower levels of community need than Somerset (11,348).

The Community Needs Index was developed to identify areas experiencing poor community and civic infrastructure, relative isolation and low levels of participation in community life. The index was created by combining a series of 28 indicators, conceptualised under three domains: Civic Assets, Connectedness and Active and Engaged Community. A lower rank indicates that an area has relatively higher levels of need. See 'CNI table' below for details:



Data insights:

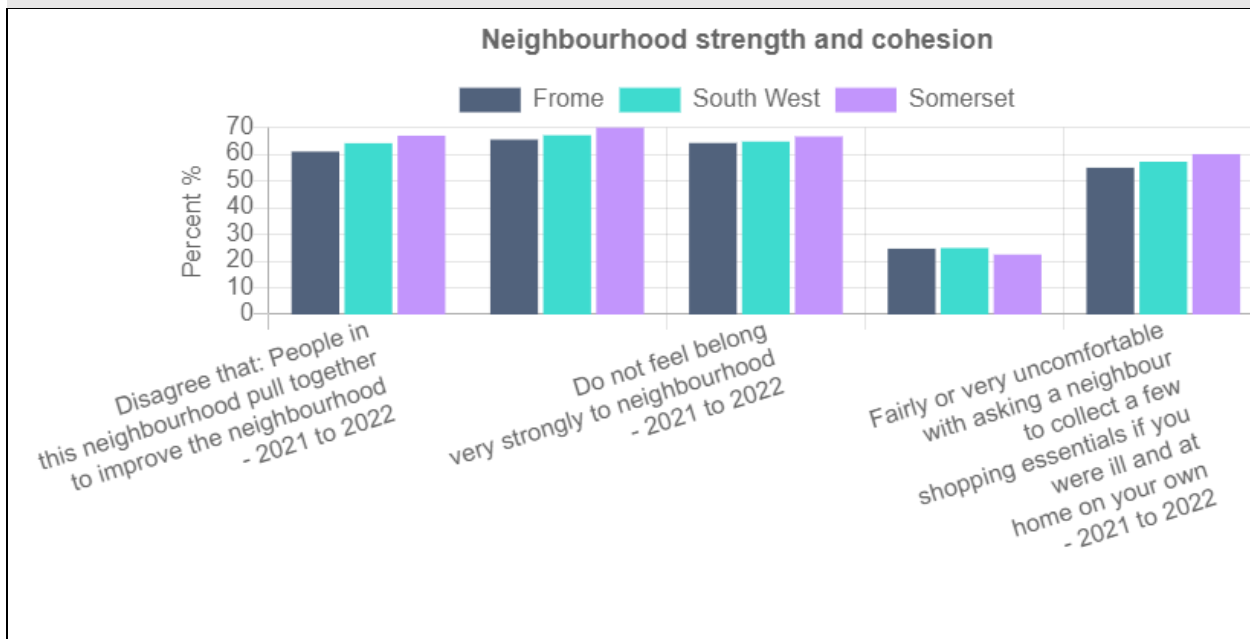
- **Frome has higher level of community connectedness than Somerset and the Southwest but the majority still feels they do not belong very strongly; many elderly may be lonely.**
 - The Connectedness rank of the Community Needs Index shows that connectedness is better than Somerset and the Southwest. The measure includes connectivity to key services, digital infrastructure, isolation and strength of the local jobs market. It looks at whether residents have access to key

²⁴ Oxford Consultants for Social Inclusion / Local Trust – see technical paper for more details: [Community-Needs-Index-2023-Technical-Methodology-Paper.pdf](https://localtrust.org.uk/Community-Needs-Index-2023-Technical-Methodology-Paper.pdf) (localtrust.org.uk)

services, such as health services, within a reasonable travel distance. It considers how good public transport and digital infrastructure are and how strong the local job market is. (See CNI table above)

- 1774 people aged 66 or over live alone, this is a rate comparable to the Somerset and the Southwest. The proportion of people living alone can be used as an indicator for loneliness²⁵.
- Neighbourhood strengths and cohesion is also higher in Frome than Somerset and the Southwest. However, over 60% of respondents to the Community Life survey 2022 in Frome said that they do not feel they belong very strongly to the neighbourhood. In the same survey, over 50% would not feel comfortable asking a neighbour to collect a few shopping essentials if ill or home alone. (See table below:

Neighbourhood strength and cohesion



Source: Community Life Survey

²⁵ Census, 2021.

- **Frome benefits from fewer charities, funding and community owned assets compared to Somerset and the Southwest**
 - Frome has 3.14 charities per 1,000 population. This is slightly fewer than the number of charities per 1,000 across Southwest (3.52) and Somerset (3.96), but comparable to England (2.79)²⁶.
 - Historically, Frome based organisation have received less grant funding than the average in Somerset and the Southwest. Major grant funders reporting to 360 Giving Grant awarded £84 per head in Frome, compared to £689 in Somerset and £910 in the Southwest, and £6789 in Trowbridge²⁷. The Big Lottery awarded £55,057 per 1000 population in Frome, compared to £70,669 in Somerset and £80,304 in the Southwest²⁸.
 - Frome has 842.89 community-owned assets per 100,000 population. This is less than the amount per 100,000 in the Southwest (1,031.17) and less than the amount per 100,000 in Somerset (1,431.25)²⁹.

4.3.7 Work, enterprise and income

Headline Indicators:

1. Unemployment to available jobs ratio – 5³⁰

The Unemployment to available jobs ratio is the total number of people claiming unemployment benefit (Jobseekers Allowance) divided by the total number of job vacancies notified to Job Centre Plus. This is higher than in the average in England (3) as well as Trowbridge (4) and Warminster (3).

2. Job Density (percentage of local jobs) - 47.88% in 2022

Jobs density reflects the number of jobs located in the local area as a percentage of the working age population in that area. In Frome, jobs density has decreased, changing from 51.4% in 2009 to 47.88% in 2022. This latest figure is lower than the proportion in the Southwest (76.93%) and lower than the proportion in Somerset (72.12%)³¹.

²⁶ Charity Commission, 2021

²⁷ 360 Giving Grant – Dec 2023 data (1991 – 2019)

²⁸ Big Lottery Community Fund, 2021

²⁹ Source: Power to Change, Community Land Trust Network, Co-operatives UK, Plunkett Foundation, Locality, Keep it in the Community

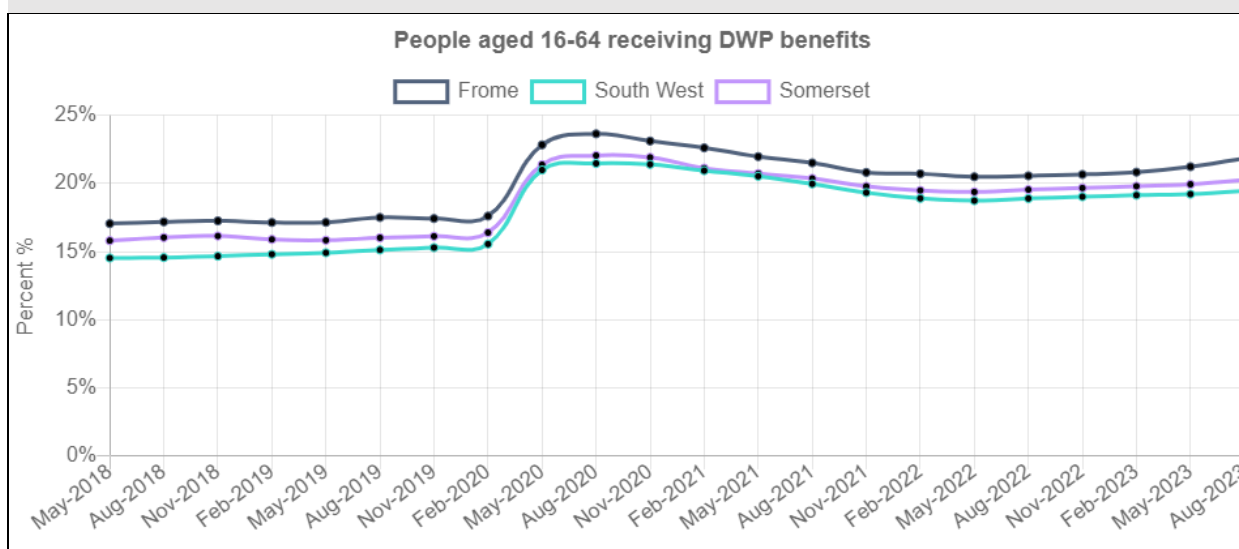
³⁰ Department for Work and Pensions (DWP)

³¹ Business Register and Employment Survey (BRES), 2009 - 2022

Data insights:

- **The need for DWP benefits is increasing and higher than the average in Somerset and the Southwest, especially amongst young people**
 - In Frome 21.84% of people aged 16-64 (3720 in total) have claimed DWP benefits in August 2023. This is higher than the proportion in Southwest (19.45%) and higher than the proportion in Somerset (20.25%). In addition, 1,481 people over 65 are claimed DWP benefits, a rate which is comparable to Somerset and the Southwest.
 - 392 young people aged 16-24 claimed DWP benefits in August 2023 (17.38%), which is a significantly higher rate than the average in Somerset (13.97%), the Southwest (11.79%) and England (13.71%).³²
 - The need for DWP is increasing again since the height of the pandemic. See table below:

People aged 16-64 receiving DWP benefits



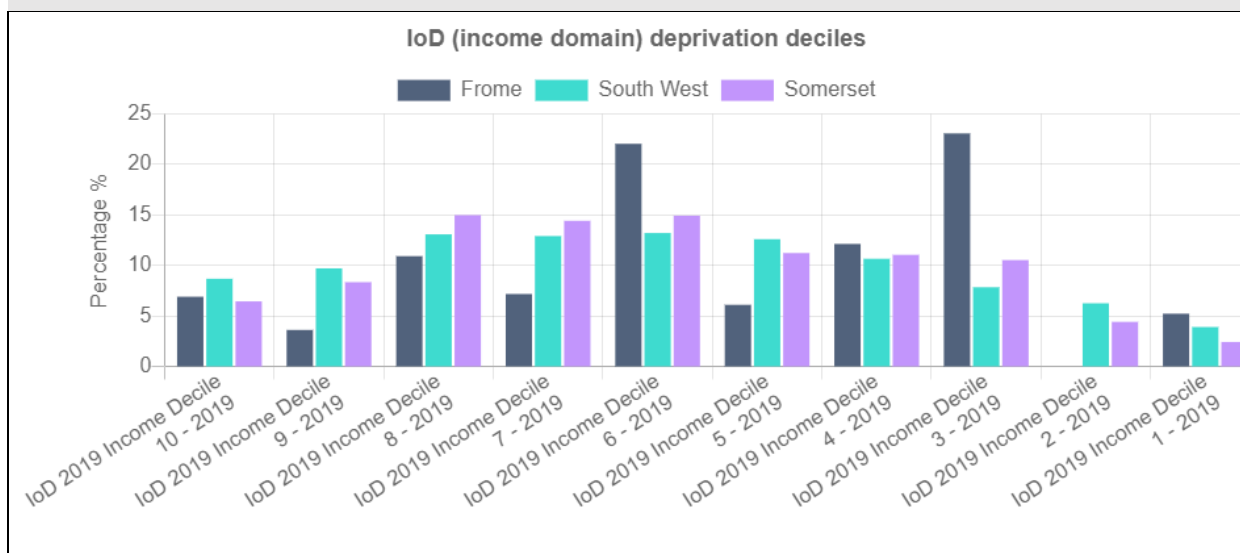
Source: Department for Work and Pensions (DWP)

- **There are fewer areas in Frome that experience greater levels of deprivation relating to low income compared to Somerset and the Southwest.**
 - The bar chart below shows the proportion of people living in neighbourhoods grouped into deciles according to level of deprivation derived from the Indices of Deprivation (income domain)³³. A higher score on the IoD (income domain) indicates that an area is experiencing greater levels of deprivation relating to low income.

³² Department for Work and Pensions (DWP)

³³ Ministry of Housing Communities and Local Government (MHCLG), 2019

IoD (income domain) deprivation deciles



Source: Ministry of Housing Communities and Local Government (MHCLG)

- **Levels of debt are generally lower in Frome compared to the Somerset and the Southwest**
 - See table below for mortgage, unsecured and SME debt figures.
 - On average, people in Frome also have less unsecured personal debt than the average in Trowbridge (£662) and Warminster (£637).

Debt (mortgage, unsecured and SME)

Indicator	Frome	South West	Somerset
Mortgage debt per household (Sep-2021)	£33,889	£38,208	£32,512
SME lending debt per person aged 18+ (Sep-2021)	£2,285	£2,450	£3,055
Personal debt (unsecured loans) per person aged 18+ (Sep-2021)	£485	£540	£584

Source: UK Finance

- **There are differences to the make-up of jobs and enterprises in Frome compared to Somerset, the Southwest and/or England**
 - There are more private sector employees (87%) and fewer public sector employees (13%) compared to the average in England (83% and 17% respectively)³⁴.
 - There are 1,354 retail jobs in Frome, a rate of 16.61% of all jobs. This is higher than the proportion in Southwest (8.40%) and higher than the proportion in Somerset (9.27%). It is also higher than Trowbridge (13%) and Warminster (9%).
 - After retail jobs, the biggest employment sectors are education (1,050 jobs), health (1,035 jobs), and professional, scientific and technical (1,035 jobs)³⁵.

- **Frome contributes significantly less to the economy per head than the average in England, Warminster and Trowbridge**
 - The Gross Value Added (GVA) per head in Frome is £14,932. GVA is a standard measure of the economic activity taking place in an area. It comprises the majority of gross domestic product (GDP). This is about half the average in England (£31,138 per head), and less than Trowbridge (£26,942) and Warminster (£21,760).³⁶
 - There are more part-time employees in Frome (42%), compared to 31% in England, 37% in Trowbridge and 39% in Warminster³⁷.

4.3.8 Children, young people and education

Headline Indicators:

- **Income Deprivation Affecting Children Index (IDACI) – 15,38%**

According to the 2019 version of the Index, 15.38% of children in Frome are income deprived. This is higher than the proportion in Southwest (14.11%) and higher than the proportion in Somerset (13.58%).

³⁴ Business Register and Employment Survey (BRES), 2022

³⁵ BRES, 2022

³⁶ Office for National Statistics (ONS), 2021

³⁷ Business Register and Employment Survey (BRES), 2022

Data insights:

• Children living in poverty

- 1,084 children aged 0-19 in Frome are in relative low-income families (16.04%). Of these, 794 are from families who are in-work (73.25%), whereas 306 are from out-of-work families (28.22%).
- Additionally, 618 of these children are from lone-parent families (57.00%), whereas 477 are from couple families (44.01%).
- The overall proportion of children aged 0-19 in relative low-income families in Frome (16.04%) is comparable to the Southwest (16.97%) and lower than Somerset (18.01%).
- There are significantly more children living in poverty in Frome North West MSOA (19%) compared to 7% in Frome North East MSOA and 13% in Frome South East MSOA.³⁸

• Children's health varies across indicators

- In 2019 to 2022 there were 73 obese children aged 4-5 in Frome, accounting for 8.36% of all children in reception year. This is similar to the rate in Southwest (8.46%) and similar to the rate in Somerset (9.30%). At the same time, there were 139 obese children aged 10-11 in Frome, accounting for 16.11% of all children in year 6. This is lower than the rate in Southwest (17.93%) and lower than the rate in Somerset (18.65%).
- There were 742.23 A&E attendances for every 1,000 children in Frome between 2017 to 2020. This is higher than the rate in Southwest (491.60) and higher than the rate in Somerset (604.83). This is also higher than Trowbridge (407.42) and Warminster (426.54). This indicator is important because A&E attendances in children aged under five years are often preventable, and commonly caused by accidental injury or by minor illnesses which could have been treated in primary care.³⁹

• Education levels differ across indicators

- Within Frome, 16.33% of people aged 16+ have no qualifications. This is similar to the proportion in Southwest (15.65%) and similar to the proportion in Somerset (17.07%).⁴⁰
- On the Indices of Deprivation, education skills and training domain, Frome's average LSOA rank is 13,284. This is lower than Southwest (16,946) and lower than Somerset (15,996). Therefore, Frome has higher levels of deprivation on

³⁸ DWP, 2023 - Defined as families with an income below 60% of the median in 2023

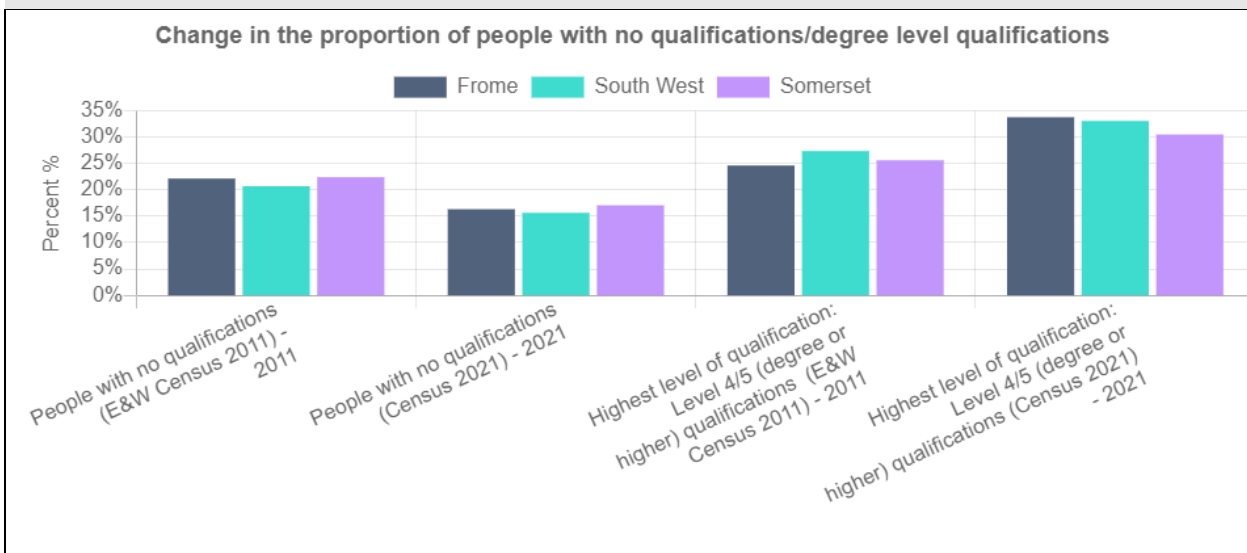
³⁹ Hospital Episode Statistics (HES), 2017-2020

⁴⁰ Census, 2021

this domain compared to Southwest and higher levels of deprivation on this domain compared to Somerset.

- The rate of state school pupils in Frome participating in higher education is 28.60%. This is lower than Southwest (35.78%) and lower than Somerset (33.25%)⁴¹.
- There is a comparable percentage of people with no qualifications in Frome, Somerset and the Southwest. The rate of people with the highest level of qualifications has improved more in Frome than Somerset and the Southwest between 2011 – 2021. See table below:

Change in the proportion of people with no qualifications/degree level qualifications



Source: UK Census

4.3.9 Feeling Welcome and Feeling Heard

Headline Indicators:

1. Proportion of people taking part in any civic engagement – 43.84%⁴²

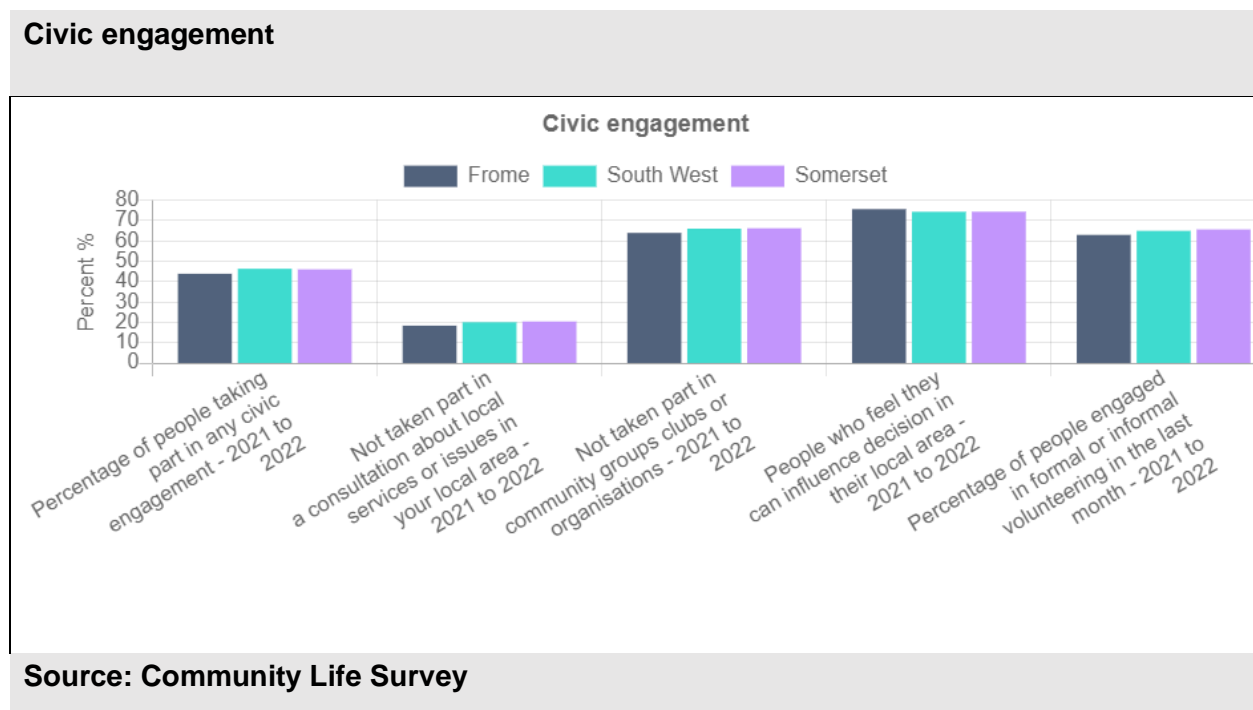
The proportion of people taking part in any civic engagement in Frome is lower than the proportion in the Southwest (46.30%) and lower than the proportion in Somerset (45.99%).

⁴¹ ONS, 2019-2020

⁴² Community Life Survey, 2021 -2022

Data insights:

- **Frome scores lower than Somerset and the Southwest in civic engagement across several indicators**
 - Frome has a lower Active and Engaged Community score (28.12) in the Community Needs Index (2023)⁴³ compared to England (43.31), Trowbridge (49.99) and Warminster (40.05). The Community Needs Active and Engaged Community score measures the levels of third sector civic and community activity and barriers to participation and engagement. It shows whether charities are active in the area, and whether people appear to be engaged in the broader civic life of their community. The Active and engaged community domain forms part of the Community Needs Index that was developed to identify areas experiencing poor community and civic infrastructure, relative isolation and low levels of participation in community life.
 - Civic engagement is also lower in Frome across 3 out of 4 indicators in the Community Life Survey 2021 - 22 – see table below.
 - However, proportionally more people in Frome feel they can influence decisions in their local area compared to Somerset and the Southwest – see table below.



⁴³ Oxford Consultants for Social Inclusion (OCSI) and Local Trust, 2023

- **Voter turnout**

- The average proportion of people who turned up to vote at the most recent Local Council Election (2022)⁴⁴ was 49.08% across Frome. This is similar to the average voter turnout across the Southwest (49.58%) and lower than the average voter turnout across Somerset (50.09%).
- Voter turnout was lowest in Frome South East MSOA at 45.99%, which is still higher than Trowbridge (43.51% and Warminster (41.20%).

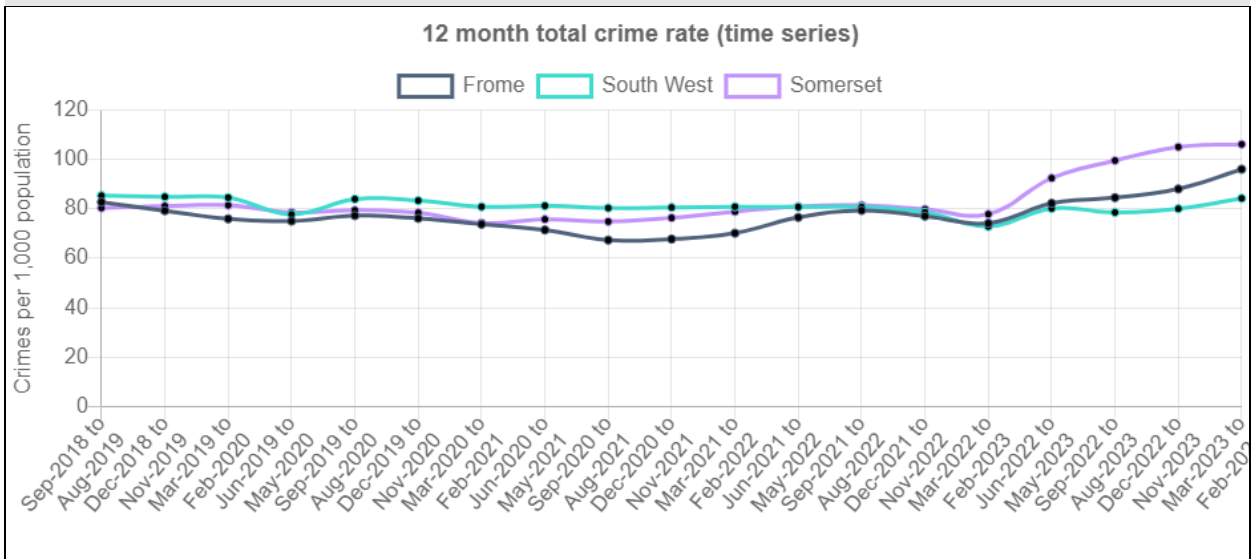
- **Crime and anti-social behaviour⁴⁵**

- There were 2,750 total crime offences in Frome between Mar-2023 to Feb-2024, with the overall crime rate being 96.1 per 1,000 population. This is higher than the average across the Southwest (84.3) and lower than the average across Somerset (106.2).
- Shoplifting offences stand out most. There were 12.1 offences per 1000 population, compared to 8.4 in Somerset and 6.3 in the Southwest (Mar-2023 to Feb-2024).
- Violent crime and sexual offences in Frome have increased significantly from 22.8 per 1,000 people between Sep-2018 to Aug-2019 to 36.5 per 1,000 people between Mar-2023 to Feb-2024. They are less than the average in Somerset and more than in the Southwest.
- Violent crime and sexual offences were the most frequent offences in Frome, followed next by shoplifting expenses.
- Frome has fewer total crime offences per 1000 people (96) than Trowbridge (109) and Warminster (118). The exception are shoplifting offences – 12 compared to 9 and 11 respectively.
- Overall crime rates are going up in Frome at a higher rate than in Somerset and the Southwest. Anti-social behaviour, in comparison, has been relatively stable since 2022 and has improved over the past 10 years with a decreasing number of offences. Anti-social behaviour is lower than the average in Somerset and the Southwest (See tables below).

⁴⁴ Electoral Commission

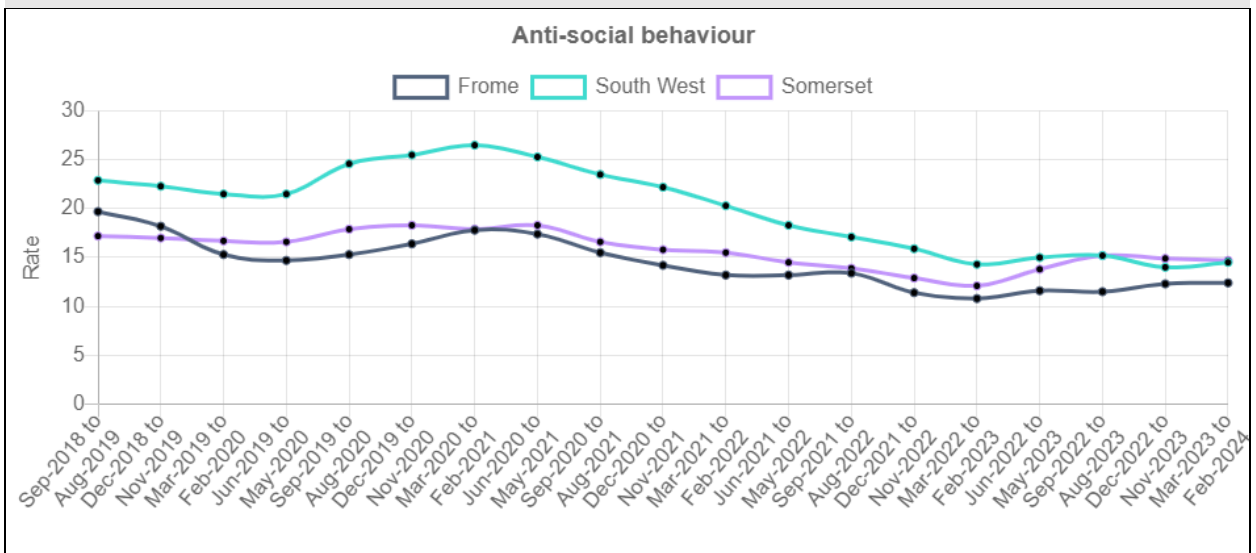
⁴⁵ Police UK, 2023-2024

Total crime rate (time series)



Source: Police UK

Anti-social behaviour (time series)



Source: Police UK

4.3.10 Art and Play

Headline Indicators:

1. The Community Needs Civic Assets rank - 12187⁴⁶

This score is comparable to the Somerset average (11823), but lower than England (17060), Trowbridge (19003) and Warminster (17229). This means that people in Frome have less access to civic assets compared to people in Trowbridge, Warminster and England.

The Civic Assets rank measures the presence of key community, civic, educational and cultural assets in a close proximity of the area. These include pubs, libraries, green space, community centres, swimming pools facilities that provide things to do often, at no or little cost, which are important to how positive a community feels about its area. The figure presented is an average LSOA rank where a rank closer to 1 indicates a higher level of need and a rank close to 33,755 indicates a lower level of need.

Data insights:

- **Employment in arts & entertainment and the proximity of parks is a key strengths of Frome**
 - In Frome, the average distance to the nearest Park, Public Garden, or Playing Field is 399 meters, which is shorter than the average in Somerset (495m) and the Southwest 441.85m⁴⁷.
 - Frome has 450 jobs in arts, entertainment, recreation and other services (2022). This is a rate of 5.52% of all employment, which is slightly higher than the average in Somerset (4.51%) and the South West (4.42%)⁴⁸.

⁴⁶ Oxford Consultants for Social Inclusion (OCSI), 2023

⁴⁷ Ordnance Survey/Friends of the Earth, April 2020

⁴⁸ Business Register and Employment Survey (BRES), 2022

4.3.11 Environment

Headline Indicators:

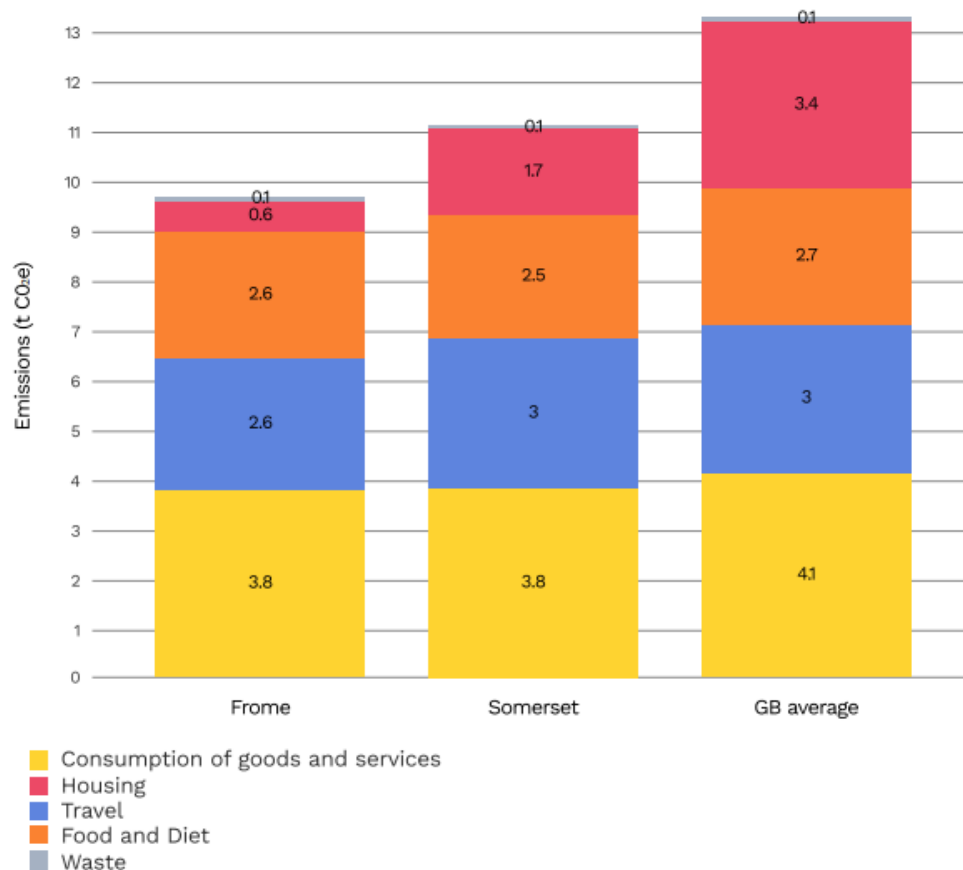
1. Carbon footprint per person in Frome – 7680kg⁴⁹

This is lower than the average in England (8133kg), Trowbridge (8088kg) and Warminster (8443kg), but similar to the average in Somerset (7657kg).

This is based on seven underlying sources of emissions data: Electricity, Gas, Other Heating, Car Driving, Van Driving, Flights, and Consumption of goods and services. This data is sourced from the place-based carbon calculator produced with funding from UK Research and Innovation through the Centre for Research into Energy Demand Solutions. This figure is similar higher than the territorial carbon footprint reported by The Centre for Sustainable Energy (CSE) – 7 tonnes of CO₂e per household.

2. Community Consumption Footprint – 10 tonnes CO₂e⁵⁰

This figure shows the annual carbon emissions (measured in tonnes CO₂e) emitted as a result of the different activities that residents within Frome engage in, including Housing, Food and diet, travel, waste, consumption of goods and services. Frome’s consumption footprint per household is lower than the average household in Somerset and Great Britain – see table below:



⁴⁹ PBCC, Morgan, Malcolm, Anable, Jillian, & Lucas, Karen, 2021

⁵⁰ Centre for Sustainable Energy, see appendix 5.

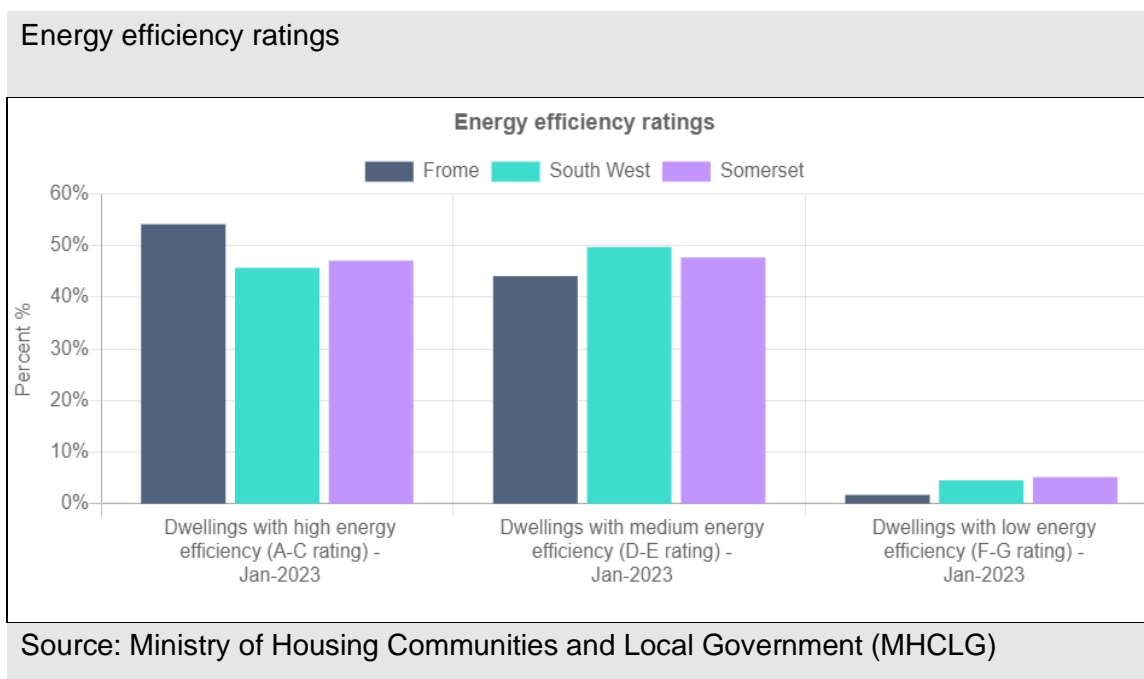
Data insights:

- **Frome uses less energy and has more energy efficient dwellings compared to Somerset and the Southwest**
 - The annual domestic electricity consumption per household is lower in Frome compared to Somerset and the Southwest, whilst gas consumption is comparable – see table below:

Energy consumption			
Indicator	Frome	Southwest	Somerset
Est. annual domestic electricity consumption per household in megawatt hrs (MWh)	2,980.3MWh	3,444.4MWh	3,566.6MWh
Est. annual domestic gas consumption per household in megawatt hours (MWh)	9,635.0MWh	9,835.3MWh	9,534.5MWh

Source: Department for Energy Security & Net Zero, 2022

- There are more dwellings with high energy efficiency and fewer properties with low energy efficiency in Frome compared to the average in Somerset and the Southwest – see table below.



- **Frome's carbon footprint and energy consumption is highest in Frome North East**
 - The average carbon footprint in Frome North East MSOA (9106kg) is higher compared Frome North West MSOA (7036) and Frome South & East MSOA (7347kg).
 - Similarly, Frome North East MSOA has a higher gas consumption (10,300 MWh) and a higher electricity consumption (3101MWh) than Frome North West MSOA (9648 MWh of gas and 2913MWh of electricity) and Frome South & East MSOA (9181 MWh of gas and 2965MWh of electricity).

- **Air quality varies across comparators and within Frome**
 - Air quality, according to the Access to Healthy Assets and Hazards (AHAH) Air quality domain, is better in Frome (-0.55) compared to the average in England (0.28) and Trowbridge (-0.26) but worse than the average in Somerset (-0.68) and Warminster (-0.89). This indicator measures the amount of air pollutants in the atmosphere that including nitrogen dioxide, particulate matter and sulphur dioxide. A higher score indicates that an area has a poorer health-related environment.⁵¹
 - Frome South & East MSOA has better air quality (-0.61) than Frome North East MSOA (-0.43) and Frome North West MSOA (-0.56).

5. Reflections on the methodology

- The report provides a detailed and very useful snapshot on the profile of Frome town and its community, showing how it is faring against wider trends and also highlighting disparities within its area.
- While comprehensive there are limitations on what this data can help us understand. It is important to both corroborate highlighted trends and explore the nuances through primary research methods like surveys, group sessions and other types of face-to-face engagement.
- Although less robust in nature, anecdotal or qualitative information can provide more up-to-date and detailed information of emerging issues/needs or opportunities within communities.
- We have sought to reference all the data presented and each data source is openly available, providing the details of when the information will be updated. Some, like census information, are updated each decade, while others (like DWP data on benefits and employment) is updated monthly.
- Local partners can provide accessibility to bigger range of data and it is useful to develop data sharing protocols with them to share a broader range of insights to support future work.

⁵¹ Consumer Data Research Centre (CDRC), 2022

Appendix:

A1. Population data and demographics of Frome

Population composition age/sex						
Indicator	Frome		South West		Somerset	
	Count	Rate	Count	Rate	Count	Rate
All people (Census 2021) (2021)	28,569	-	5,701,186	-	571,550	-
All Females (Census 2021) (2021)	14,838	51.95%	2,911,551	51.07%	292,099	51.11%
All Males (Census 2021) (2021)	13,731	48.07%	2,789,635	48.93%	279,451	48.89%
Population aged under 16 (Census 2021) (2021)	5,556	19.45%	965,338	16.93%	96,635	16.91%
Population aged 16 to 64 (Census 2021) (2021)	17,145	60.01%	3,462,214	60.73%	333,025	58.27%
Population aged 65+ (Census 2021) (2021)	5,862	20.52%	1,273,632	22.34%	141,903	24.83%

Source: Census 2021

Ethnic composition summary						
Indicator	Frome		South West		Somerset	
	Count	Rate	Count	Rate	Count	Rate
White British ethnic group (Census 2021) (2021)	25,896	90.65%	5,008,149	87.84%	521,829	91.30%
People in White (Non British) Ethnic Group (Census 2021) (2021)	1,655	5.79%	301,475	5.29%	29,023	5.08%
People in Non-White ethnic group (Census 2021) (2021)	1,015	3.55%	391,578	6.87%	20,703	3.62%

Ethnic composition summary

Indicator	Frome		South West		Somerset	
	Count	Rate	Count	Rate	Count	Rate
People in Asian ethnic group (Census 2021) (2021)	323	1.13%	159,184	2.79%	8,662	1.52%
People in Black ethnic group (Census 2021) (2021)	86	0.30%	69,614	1.22%	2,437	0.43%
People in Mixed ethnic group (Census 2021) (2021)	497	1.74%	114,074	2.00%	7,142	1.25%
People in Arab ethnic group (Census 2021) (2021)	20	0.07%	10,302	0.18%	375	0.07%
Other ethnic group (Census 2021) (2021)	89	0.31%	38,404	0.67%	2,087	0.37%

Source: Census 2021

Religious affiliation

Indicator	Frome		South West		Somerset	
	Count	Rate	Count	Rate	Count	Rate
Buddhist (% of all respondents) (Census 2021) (2021)	145	0.51%	24,579	0.46%	1,927	0.34%
Christian (% of all respondents) (Census 2021) (2021)	11,464	40.13%	2,635,872	49.42%	286,667	50.16%
Muslim (% of all respondents) (Census 2021) (2021)	78	0.27%	80,152	1.50%	2,596	0.45%
Sikh (% of all respondents) (Census 2021) (2021)	7	0.02%	7,465	0.14%	188	0.03%
People with no religious belief (% of all respondents) (Census 2021) (2021)	14,520	50.83%	2,513,369	47.13%	237,260	41.51%

Religious affiliation

Indicator	Frome		South West		Somerset	
	Count	Rate	Count	Rate	Count	Rate
Other religion (% of all respondents) (Census 2021) (2021)	275	0.96%	36,884	0.69%	3,966	0.69%
Hindu (% of all respondents) (Census 2021) (2021)	34	0.12%	27,746	0.52%	1,104	0.19%
Jewish (% of all respondents) (Census 2021) (2021)	35	0.12%	7,387	0.14%	446	0.08%

Source: Census 2021

Sexual orientation

Indicator	Frome	South West	Somerset
Straight or Heterosexual (as a % of all responding to the sexual orientation question) (Census 2021) (2021)	96.86%	96.55%	97.30%
Not Straight or Heterosexual (as a % of all responding to the sexual orientation question) (Census 2021) (2021)	3.14%	3.45%	2.70%
Gay or Lesbian (as a % of all responding to the sexual orientation question) (Census 2021) (2021)	1.22%	1.54%	1.25%
Bisexual (as a % of all responding to the sexual orientation question) (Census 2021) (2021)	1.56%	1.55%	1.18%
All other sexual orientations (as a % of all responding to the sexual orientation question) (Census 2021) (2021)	0.36%	0.36%	0.27%

Sexual orientation

Indicator	Frome	South West	Somerset
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Source: Census 2021

Gender identity

Indicator	Frome	South West	Somerset
Gender identity the same as sex registered at birth (as a % of all responding to the gender identity question) (Census 2021) (2021)	99.75%	99.55%	99.63%
Gender identity different from sex registered at birth but no specific identity given (as a % of all responding to the gender identity question) (Census 2021) (2021)	0.08%	0.15%	0.15%
Trans woman (as a % of all responding to the gender identity question) (Census 2021) (2021)	0.05%	0.08%	0.07%
Trans man (as a % of all responding to the gender identity question) (Census 2021) (2021)	0.04%	0.08%	0.07%
All other gender identities (as a % of all responding to the gender identity question) (Census 2021) (2021)	0.07%	0.13%	0.08%

Source: Census 2021

A2. Full Local insights - Frome, compared to Somerset and the South West

View or download full report on Google Drive – [Click here](#)

A3. Full Local Insights – Frome compared to England and Somerset

View or download full report on Google Drive – [Click here](#)

A4. Frome area local comparisons

View or download spreadsheet with comparators within Frome and the local area – [click here](#)

A5. Frome Carbon Impact report

View or download the Frome carbon impact report from CSE – [Click here.](#)

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