

South Ham Ward Profile



Population

The 2011 Census population of South Ham was 8,695. The population had increased by 165 people since 2001, approximately 1.9%. Compared to 10.0% for Basingstoke and Deane and 7.9% for the South East.

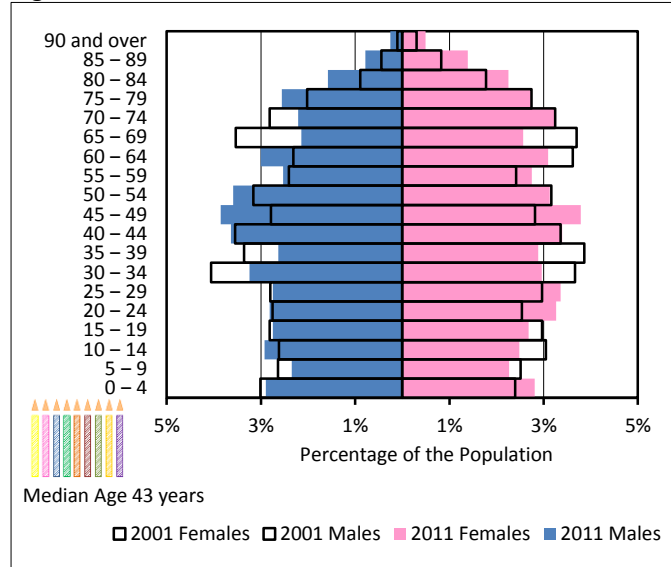
8,695
2011 Census Population

In addition to the usually resident population, there were 65 schoolchildren and students that lived outside the ward during term-time.

Length of Residence

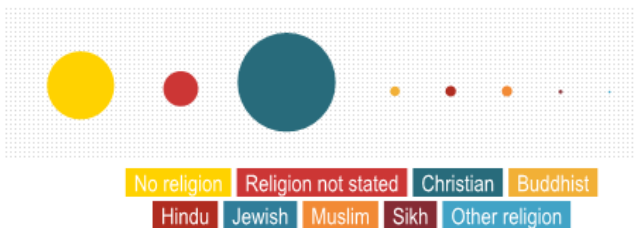
10.2% of the population were born outside the UK. Almost half (47.6%) of these people had lived in the UK for 10 or more years.

Age and Gender Profile



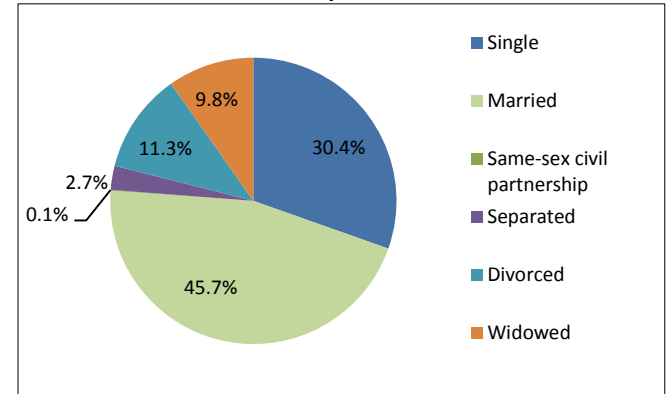
The population had aged since 2001. The percentage of the population aged 45 and over increased by 4.4%, whilst the population aged under 45 decreased by 3.7%. If the entire population of South Ham was made to stand in a line according to age, the middle person would have been 43 years old. Compared to 39 for Basingstoke and Deane and 40 for the South East. This is known as the median age.

Religion



The majority of residents were Christian (60.9%) but this figure had declined by 18.2% since 2001. 28.8% had no religion, which was an increase of 73.6% since 2001.

Marital and Civil Partnership Status



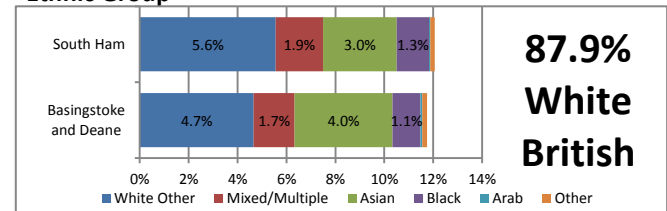
The percentage of the adult population that were married declined by 8.3% over the decade. Compared to a 5.2% decline for Basingstoke and Deane. The percentage that were single increased by 13.6%.

Main Language

94.5% spoke English as their main language

Polish and Nepalese were the other most common main languages

Ethnic Group

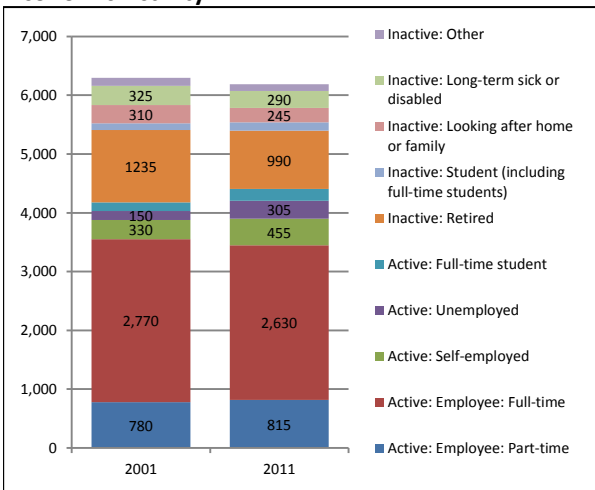


Non-White British ethnicities made up 12.1% of the ward's population (shown on the chart).



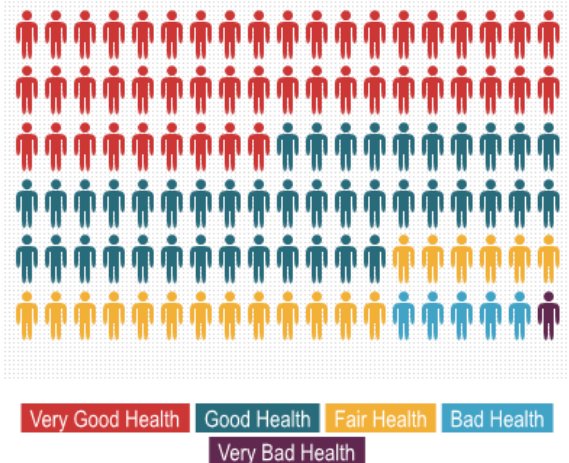
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Economic Activity



42.5% of all residents aged 16-74 were working full-time in 2011, a decline of 3.3% since 2001. Those that were retired accounted for 16.0%, a decline of 18.2% since 2001. The percentage that were self-employed increased by 39.4%.

General Health



40.1% of the population were in very good health and a further 36.8% were in good health. Of those with bad or very bad health (6.1%), 50.1% were aged 65 and over.

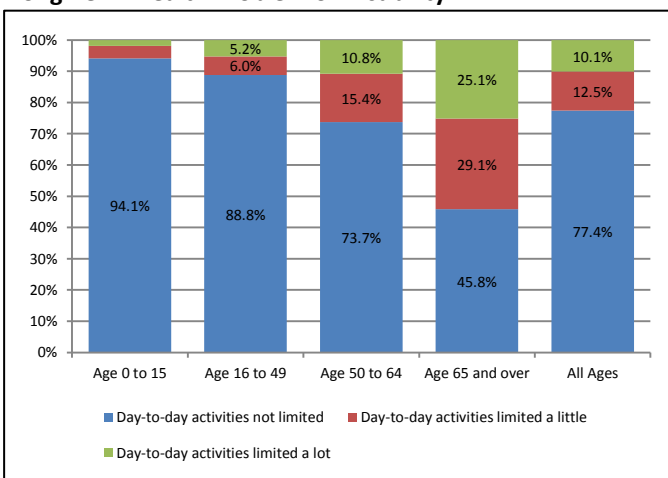
Occupation

Top five occupations:

1. Elementary administration and service occupations (14.1%)
2. Administrative occupations (9.7%)
3. Sales occupations (8.5%)
4. Caring personal service occupations (7.7%)
5. Sales Assistants and Retail Cashiers (7.0%)

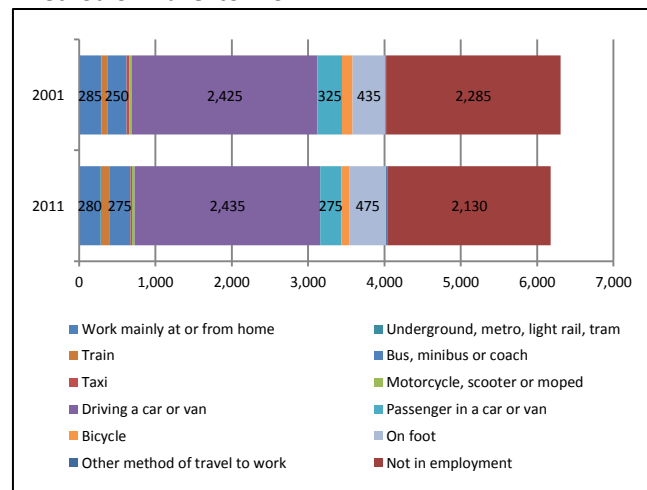
These top five occupations accounted for 47.1% of all the occupations in the ward. Since 2001, the percentage of the population employed in *caring, leisure and other service occupations* (shown in pink) increased by 59.0%, whilst the percentage employed in *sales and customer service occupations* (shown in teal) increased by 26.2%.

Long-Term Health Problem or Disability



The percentage with a health problem or disability increased with age. Over half (54.2%) of those aged 65+ had their day to day activities limited, compared to 45.3% across the borough.

Method of Travel to Work



Many (39.4%) of those aged 16-74 drove a car to work. The percentage travelling by car increased by 2.4% since 2001, whilst passenger in a car declined by 13.3%. The percentage travelling by train (+37.1%), or by bus (+13.3%), and on foot (+11.5%) all increased.

Provision of Unpaid Care

▲ 11.3% of residents

provided unpaid care (985 people) compared to 9.1% across the borough

● 25.5% of unpaid carers

provided 50 or more hours of unpaid care a week (250 people) compared to 19.6% in the borough overall

★ 27.9% of unpaid carers

were aged 65 and over (275 people) compared to 20.3% in the borough as a whole

The percentage of the population providing unpaid care to others increased by 10.5% over the decade.

Qualifications

30.1% of residents aged 16+ had no qualifications.



**Basingstoke
and Deane**

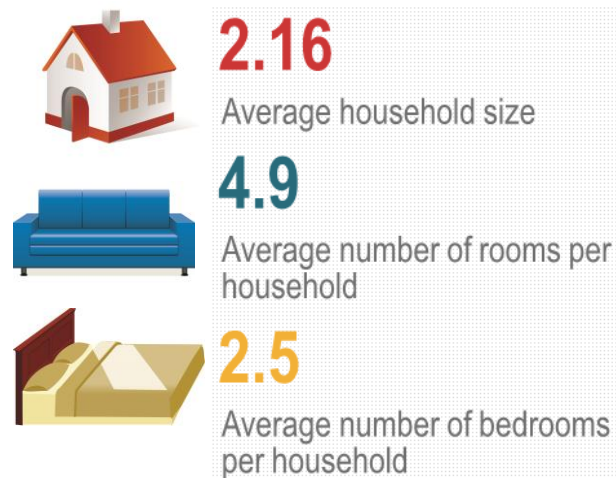
Dwellings

The number of dwellings in South Ham in 2011 was 4,060. This was an increase of 75 dwellings since 2001, approximately 1.9%. Compared to 13.0% for Basingstoke and Deane and 8.9% for the South East.



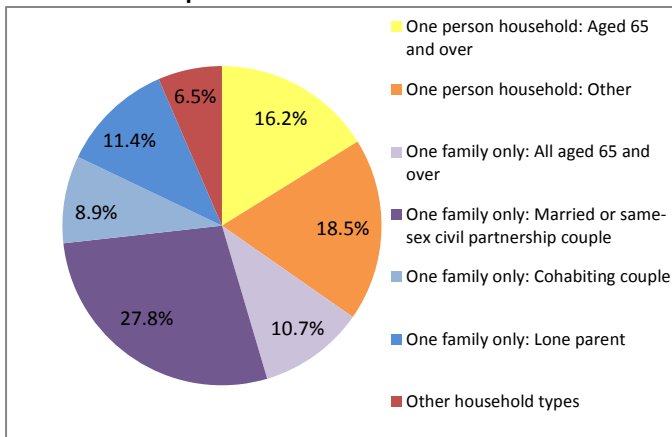
In addition to dwellings, there were 6 communal establishments in the ward, containing 20 people. These were care homes, hotels and youth hostels.

Average Household Size, Rooms and Bedrooms



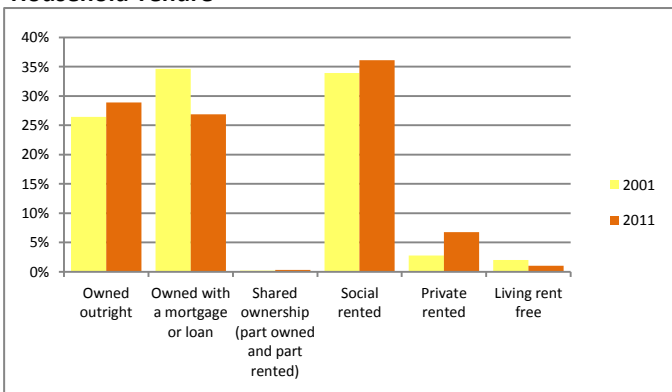
Over the decade, average household size declined from 2.46 to 2.18. Average household size was below the borough (2.40) and region (2.38) average.

Household Composition



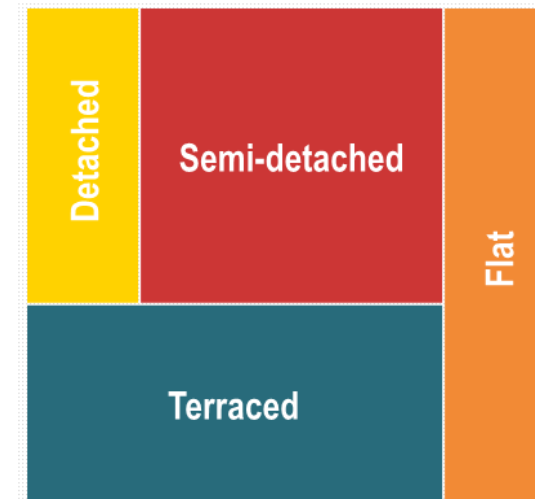
There were 4,010 households in South Ham and these housed 8,675 people. Many households were occupied by married or civil partnership couple families (27.8%). Over a third (34.7%) of households were lived in by those that live alone, an increase of 9.0% since 2001. More than a quarter (27.4%) of households were occupied by people aged 65 and over only.

Household Tenure



Over the decade, the percentage of households that owned their home with a mortgage declined by 22.3%. Outright ownership increased by 9.3%, whilst private renting grew by 143.1%. Shared ownership increased by 40.7%, which was an increase of 5 households.

Accommodation Type



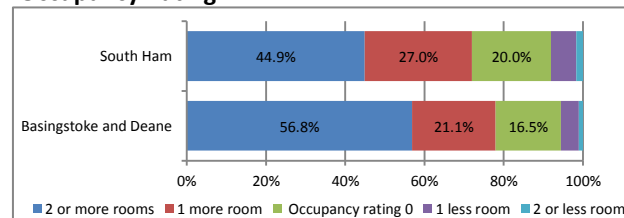
Many households lived in semi-detached (34.8%) and terraced (31.9%) properties. The percentage living in flats increased by 6.6% over the decade. The percentage living in houses and bungalows declined by 1.5%.

Car Availability

28.7% of households had no access to a car or van, compared to 15.2% for Basingstoke and Deane as a whole. 1.2% had access to 4 or more cars or vans. There were 4,220 cars or vans.



Occupancy Rating

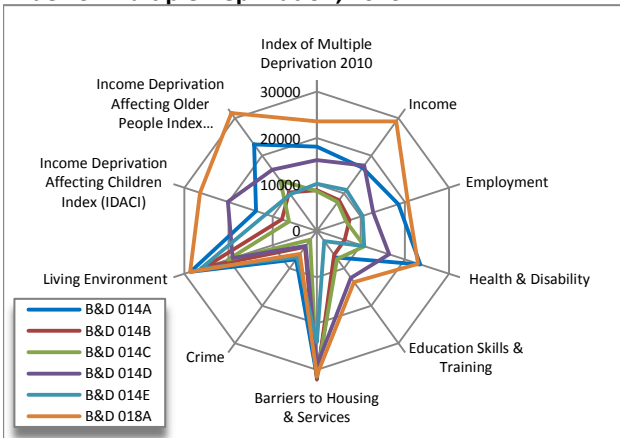


Many households had 2 or more rooms than they needed (44.9%).



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Index of Multiple Deprivation, 2010



The chart shows Index of Multiple Deprivation data for each domain and both IDACI and IDAOP. It records how deprived each Lower Super Output Area (LSOA) in the ward was compared with all LSOAs in England. The closer each LSOA is to 32,482, the lower the deprivation. B&D 014C, B&D 014B and B&D 014E were the most deprived LSOAs in the ward (LSOA boundaries are shown on the ward map).

Forecast Population and Dwelling Change, 2013-2020

▼ 95 fewer people

Expected to be resident between 2013-2020.

▲ 5 new dwellings

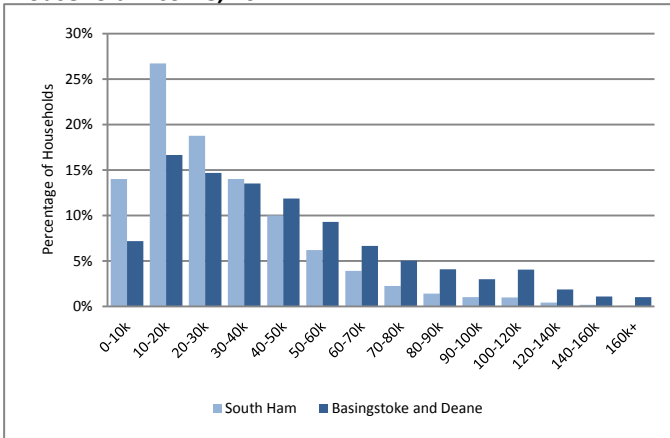
Expected to be built between 2013-2020.

▼ 10 fewer older people

(Aged 65 and over) expected to be resident between 2013-2020.

Small Area Population Forecasts show that the overall population is expected to decline (-1.2%), along with the older population (-0.4%).

Household Income, 2014



2014 income estimates for the ward gave a median household income of £24,630 and lower quartile household income of £13,855. These incomes are below the Basingstoke and Deane median of £38,405 and lower quartile of £20,770.

Jobs Available by Sector, 2013

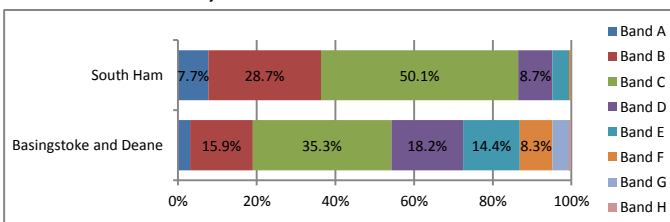
Estimated to be 2,700 jobs in the ward.

The top three sectors:

1. **Arts, entertainment, recreation & other** (18.5%)
2. **Education** (18.5%)
3. **Accommodation & food services** (11.1%)



Council Tax Bands, 2011



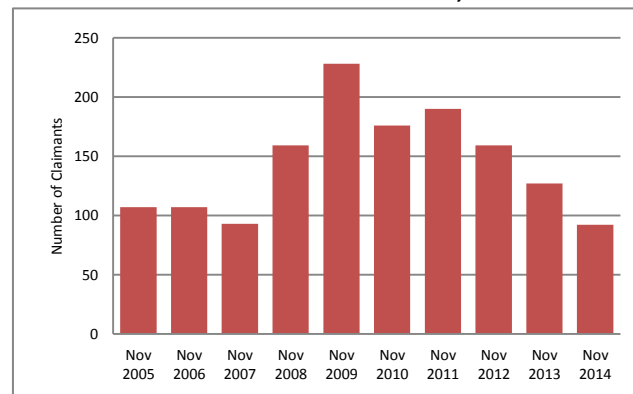
South Ham had a much larger percentage of dwellings in the lower council tax bands compared to Basingstoke and Deane as a whole, with 95.1% of dwellings in bands A, B, C, and D, compared to 72.5% for the borough overall.

MOSAIC Group Profile, 2014



Many households fell into MOSAIC groups M (families with limited resources who have to budget to make ends meet) and F (elderly people with assets who are enjoying a comfortable retirement). The ward had a much larger percentage of groups M, N (elderly people reliant on support to meet financial or practical needs), K, and F, than the borough as a whole.

Job Seekers Allowance Claimant Counts, 2005-2014

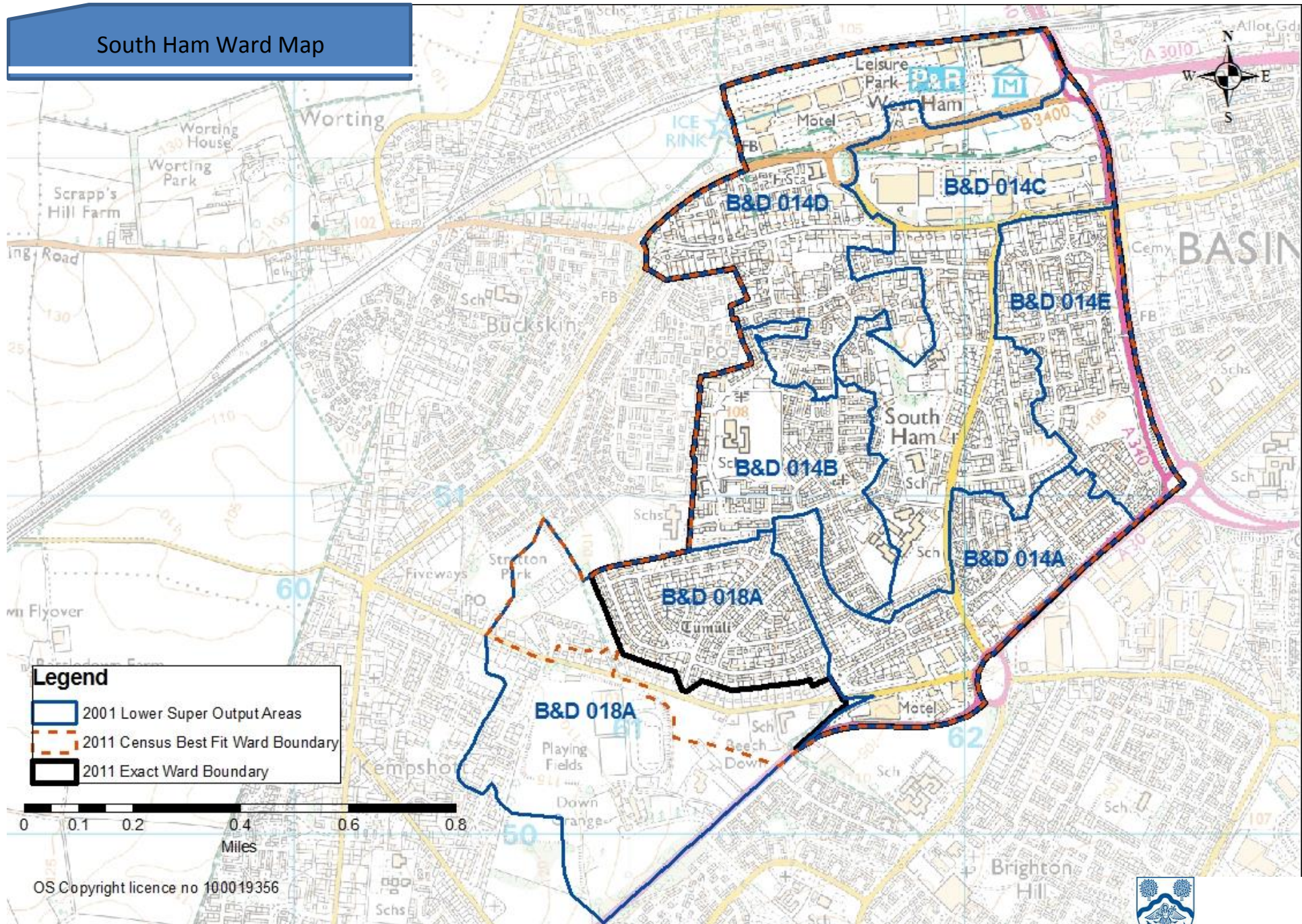


The number of job seekers allowance claimants peaked in November 2009. Numbers fell in the last three years.



Basingstoke and Deane

South Ham Ward Map



Legend

- 2001 Lower Super Output Areas
- 2011 Census Best Fit Ward Boundary
- 2011 Exact Ward Boundary



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Appendix

South Ham Ward - The boundaries of this ward changed between the 2001 and 2011 Censuses. The Office for National Statistics and some other organisations are now only publishing data best fitted to output areas that have their population weighted centroids within the ward. The best fit boundary is shown by the orange dashed line on the map. The exact ward boundary is shown by the black line. The table below states whether the data is provided for the best fit or the exact fit ward boundary.

Topic	Source Organisation	Source Data	Census Table Codes	Best Fit/Exact Fit	Notes
Population	Office for National Statistics	2001 and 2011 Census	KS01 and KS101EW	Best Fit	
Length of Residence	Office for National Statistics	2011 Census	QS803EW	Best Fit	Refers to all usual residents
Age Profile	Office for National Statistics	2001 and 2011 Census	CAS001 and DC1104EW	Best Fit	
Religion	Office for National Statistics	2001 and 2011 Census	UV15 and KS209EW	Best Fit	The only voluntary question on the Census
Marital and Civil Partnership Status	Office for National Statistics	2001 and 2011 Census	UV07 and KS103EW	Best Fit	Refers to usual residents aged 16 and over. Same-sex civil partnerships are included for the first time in 2011
Main Language	Office for National Statistics	2011 Census	QS204EW	Best Fit	Question asked for the first time in 2011
Ethnic Group	Office for National Statistics	2011 Census	KS201EW	Best Fit	
Economic Activity	Office for National Statistics	2001 and 2011 Census	UV28 and KS601EW	Best Fit	Refers to all usual residents aged 16-74
General Health	Office for National Statistics	2001 and 2011 Census	QS302EW and DC3201EW	Best Fit	Refers to all usual residents. General health is a self assessment of a person's general state of health
Occupation	Office for National Statistics	2011 Census	QS606EW	Best Fit	All usual residents aged 16 to 74 in employment the week before the census
Long-Term Health Problem or Disability	Office for National Statistics	2011 Census	LC3205EW	Best Fit	A self defined long-term health problem or disability that limits a person's day-to-day activities, and has lasted, or is expected to last, at least 12 months. This includes problems that are related to old age
Method of Travel to Work	Office for National Statistics	2001 and 2011 Census	KS15 and CT0045	Best Fit	This is the alternative version of the 2011 Census table, which is consistent with the 2001 version
Provision of Unpaid Care	Office for National Statistics	2001 and 2011 Census	UV21, KS301EW and	Best Fit	Refers to all usual residents
Qualifications	Office for National Statistics	2011 Census	QS501EW	Best Fit	Refers to all usual residents aged 16 and over
Dwellings	Office for National Statistics	2001 and 2011 Census	UV55 and QS418EW	Best Fit	
Average Household Size, Rooms and Bedrooms	Office for National Statistics	2001 and 2011 Census	KS19 and KS403EW	Best Fit	Average household size is the number of usual residents living in households divided by the number of household spaces with at least one usual resident
Household Composition	Office for National Statistics	2001 and 2011 Census	UV65 and QS113EW	Best Fit	
Household Tenure	Office for National Statistics	2001 and 2011 Census	UV63 and QS405EW	Best Fit	Refers to all households
Accommodation Type	Office for National Statistics	2001 and 2011 Census	UV56 and QS402EW	Best Fit	Refers to all households
Car Availability	Office for National Statistics	2011 Census	QS416EW	Best Fit	Refers to all households
Occupancy Rating	Office for National Statistics	2011 Census	QS408EW	Best Fit	Age and relationships of household members are used to derive the number of rooms/bedrooms they require. The number of rooms required is subtracted from the number of rooms in the accommodation to obtain the occupancy rating. A rating of -1 implies one fewer room than required, whereas +1 implies one more room than the standard requirement
Index of Multiple Deprivation, 2010	Department for Communities and Local Government	Index of Multiple Deprivation, 2010		Best Fit	Based on 2001 Lower Super Output Areas. Combines a number of datasets to create the deprivation index
Forecast Population and Dwelling Change, 2013-2020	Hampshire County Council	2013-based Small Area Population Forecasts		Exact Fit	Population forecasts roll forward 2011 Census data to incorporate known births, deaths and dwelling completions and estimate migration. The forecast dwellings data includes all sites with planning permission or allocated in local plans
Household Income, 2014	CACI	Paycheck Directory		Exact Fit	Estimates of household income at ward level
Jobs Available by Sector, 2013	Office for National Statistics	Business Register and Employment Survey		Best Fit	Data is based on the number of employments in the ward
Council Tax Bands, 2011	Valuation Office Agency	Dwelling Stock by Council Tax Band		Best Fit	Domestic dwelling stock by council tax band
MOSAIC Group Profile, 2014	Experian	MOSAIC Public Sector		Best Fit	MOSAIC is a classification system that uses a number of data sources to group households by type
Job Seekers Allowance Claimant Counts, 2005-2014	Department for Work and Pensions	Claimant Count		Best Fit	Records the number of people claiming Job Seekers Allowance (JSA) and National Insurance Credits at Jobcentre Plus local offices

Numbers are rounded to the nearest 5 people/dwellings/households/cars in the majority of Census data topics.

The accompanying ward profile Excel File contains the raw data used in all the ward profiles and comparisons to the borough average.



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