

## District Profile

# Waveney

**April 2010**

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## **District Profiles: an introduction**

These documents have been produced to support elected members, residents and other interested parties in understanding the demographic, social, economic, education and skills profile of their district. We have used the latest data available at the time of publication.

Much more data is available from national and local sources than is captured here, but it is hoped that the profile provides a useful starting point to which local knowledge and experience can add depth and understanding.

The profile can be used to look at some fundamental issues, such as

- What are the key characteristics of the population of the District? Does the age profile follow or vary from the national profile? Is there evidence of an ageing population? How diverse is the community in terms of ethnicity?
- What are the key characteristics of the local economy? Are there areas of deprivation? How did the recession impact on the community? Is there a link between deprivation, school performance and adult skills?

District profiles have been developed following the positive reception to the Suffolk Electoral Division Profiles issued in September 2009. We welcome feedback on both the content and format of the documents.

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### **Technical Notes:**

1. County or national level data is provided where possible to provide a context for comparisons.

# 1. Demographic profile.

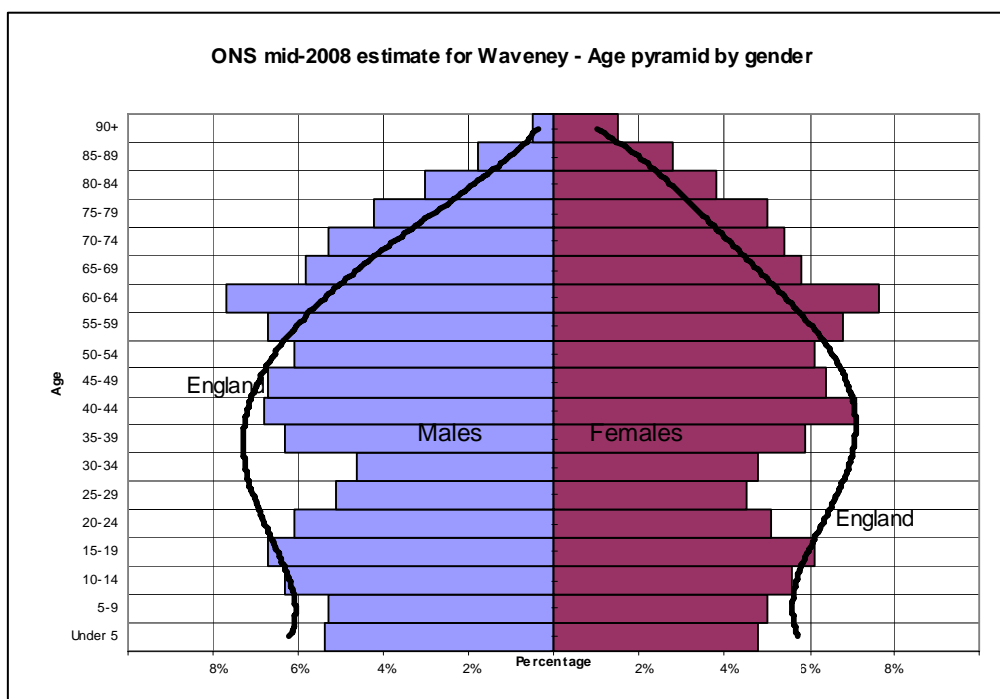
## 1.1 Population

At the time of the 2001 Census 112,342 people lived in Waveney District. Since mid-2001 the population has increased by 4.8% reaching 117,699 by mid-2008. The population of Suffolk grew by 6.8% over the same period and is now estimated to be 715,700. The age structure of the District is set out below.

Waveney			
	Males	Females	Persons
<b>All ages</b>	57,081	60,618	117,699
<b>0-4</b>	3,040	2,893	5,933
<b>5-9</b>	3,028	3,009	6,037
<b>10-14</b>	3,641	3,414	7,055
<b>15-19</b>	3,770	3,689	7,459
<b>20-24</b>	3,507	3,072	6,579
<b>25-29</b>	2,863	2,694	5,557
<b>30-34</b>	2,613	2,857	5,470
<b>35-39</b>	3,570	3,647	7,217
<b>40-44</b>	3,903	4,272	8,175
<b>45-49</b>	3,768	3,949	7,717
<b>50-54</b>	3,509	3,735	7,244
<b>55-59</b>	3,755	4,051	7,806
<b>60-64</b>	4,385	4,648	9,033
<b>65-69</b>	3,315	3,517	6,832
<b>70-74</b>	2,970	3,269	6,239
<b>75-79</b>	2,378	3,006	5,384
<b>80-84</b>	1,720	2,307	4,027
<b>85-89</b>	1,018	1,704	2,722
<b>90+</b>	328	885	1,213
<b>85+</b>	1,346	2,589	3,935

Source: Office for National Statistics (ONS) 2001 & 2008 mid-year population estimates.

## 1.2 Age pyramid



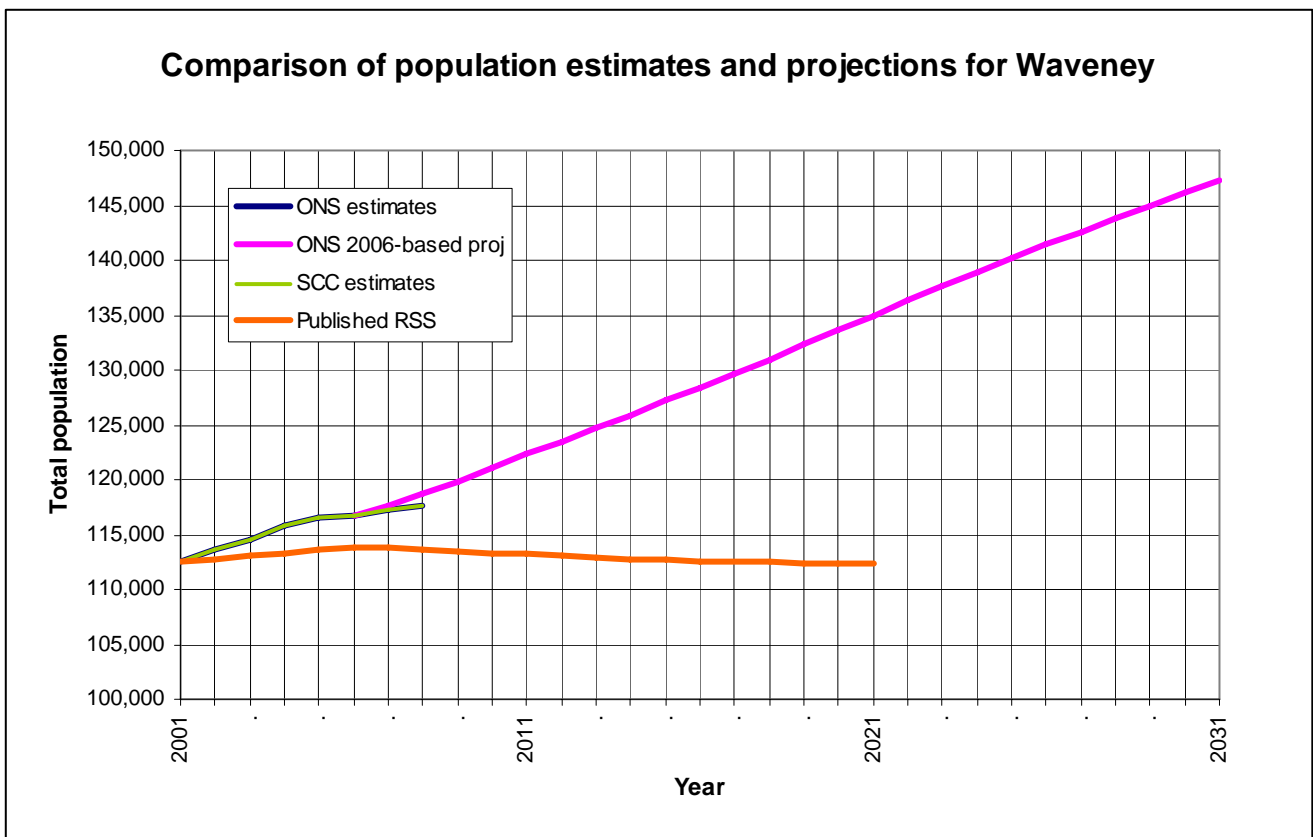
The age profile of Waveney District has a lower than average number of children (especially under 9) and adults aged 20-39, whilst the number of older people is much higher than average, particularly those aged 60-64.

### 1.3 Dependency structure

	All ages	Children 0-15	Working age '16-64M/59F	Older people 65M/60F and over	Dependency ratio
Waveney	117.7	20.5	66.1	31.1	78.1%
Suffolk	715.7	132.6	421.1	162	69.96%

The dependency ratio is the proportion of the population who are in the two dependent categories (children and older people) compared with the working age population. The dependency ratio in Waveney is high, mainly due to the lack of people in the core working age group of 20-34, with 7.8 people in dependency groups for every 10 of working age. This is higher than the county average.

### 1.4 Population projections



The population of Waveney has grown significantly since 2001, well above the published RSS (Regional Spatial Strategy) figure, although has recently fallen away from the most recent ONS projection (2006-based).

### 1.5 Ethnicity

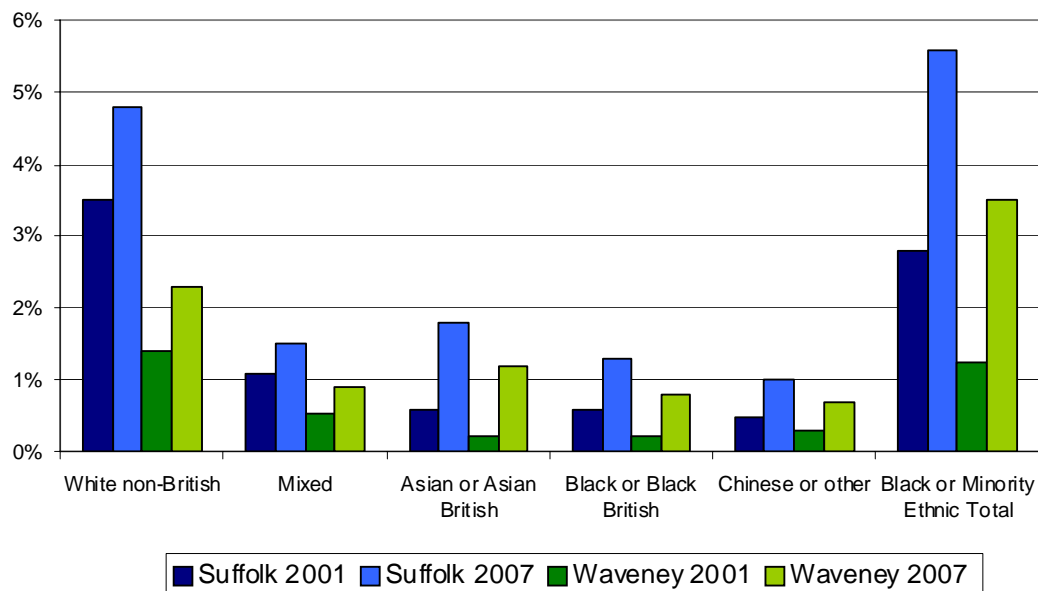
At the time of the 2001 census Waveney had a population of 112,342 people, of whom 98.75% (110,942) were white, all but 1,574 of whom were white British. There were 1,400 (1.25%) people of black or minority ethnic origin in the area – under half the proportion in the county overall at that time.

District		All people	White	White British	Mixed	Asian or Asian British	Black or Black British	Chinese or other	Black or Minority Ethnic Total
Waveney	No.	112,342	110,942	109,368	599	237	232	332	1,400
	%		98.75%	97.35%	0.53%	0.21%	0.21%	0.30%	1.25%
Suffolk		668,553	97.20%	93.80%	1.10%	0.60%	0.60%	0.50%	2.80%

The latest ethnicity data are the ONS 2007 district estimates. The table below shows that although the percentage of residents in Waveney who are from black or minority ethnic groups has risen, relatively speaking, this District remains less diverse than the county overall.

2007 ONS mye		All people	White	White British	Mixed	Asian or Asian British	Black or Black British	Chinese or other	Black or Minority Ethnic Total
Suffolk	No.	709,400	669,500	635,400	10,600	12,900	9,100	7,200	39,800
	%	100.0%	94.4%	89.6%	1.5%	1.8%	1.3%	1.0%	5.6%
Waveney			96.5%	94.2%	0.9%	1.2%	0.8%	0.7%	3.5%

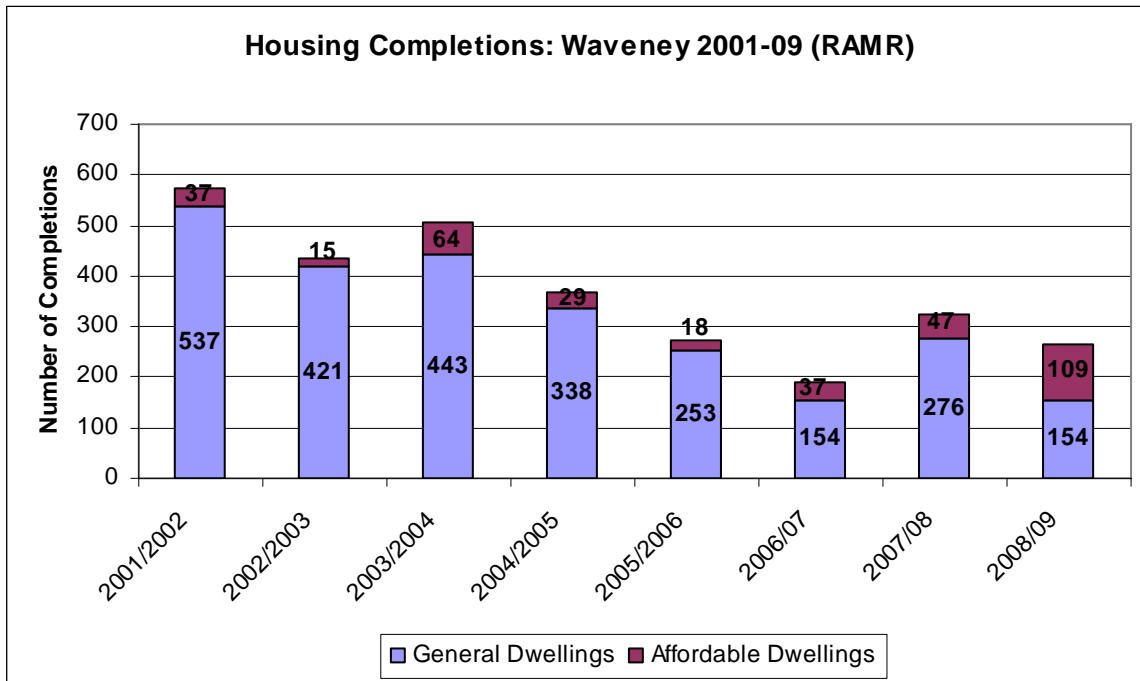
Ethnicity ONS 2001 and 2007



Source: SCC Diversity Profile: <http://www.suffolk.gov.uk/NR/rdonlyres/01BF34CC-7881-4765-8655-6FDEF50F83D3/0/20091103SuffolkDiversityProfile.pdf>

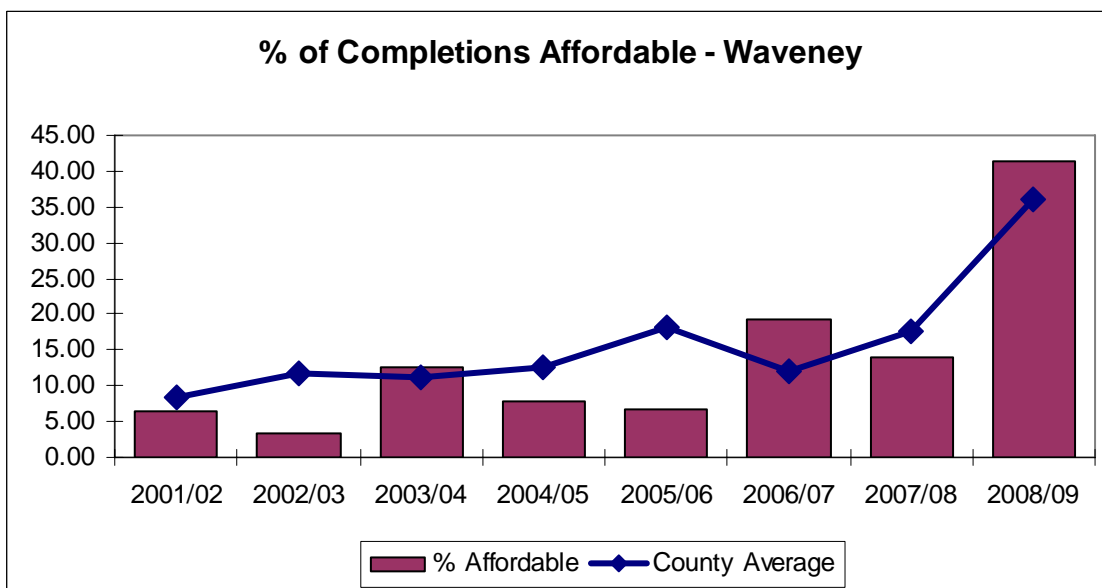
### 2. Housing

## 2.1 Housing completions



Completion numbers in Waveney have been showing a general trend of decline over the past eight years, although the number of affordable completions peaked in the last monitoring year. The latest figure of 263 dwellings in 2008/09 represents a drop-off in completion rate which probably reflects conditions in the construction trade as a consequence of the economic recession. Notable areas of growth include Carlton Colville, Lowestoft, Beccles and Halesworth.

## 2.2 Affordable housing



The percentages of completions which are affordable in Waveney have been above the county average in only three out of the last eight years. Percentages of completions which are affordable are some of the lowest in the county, with

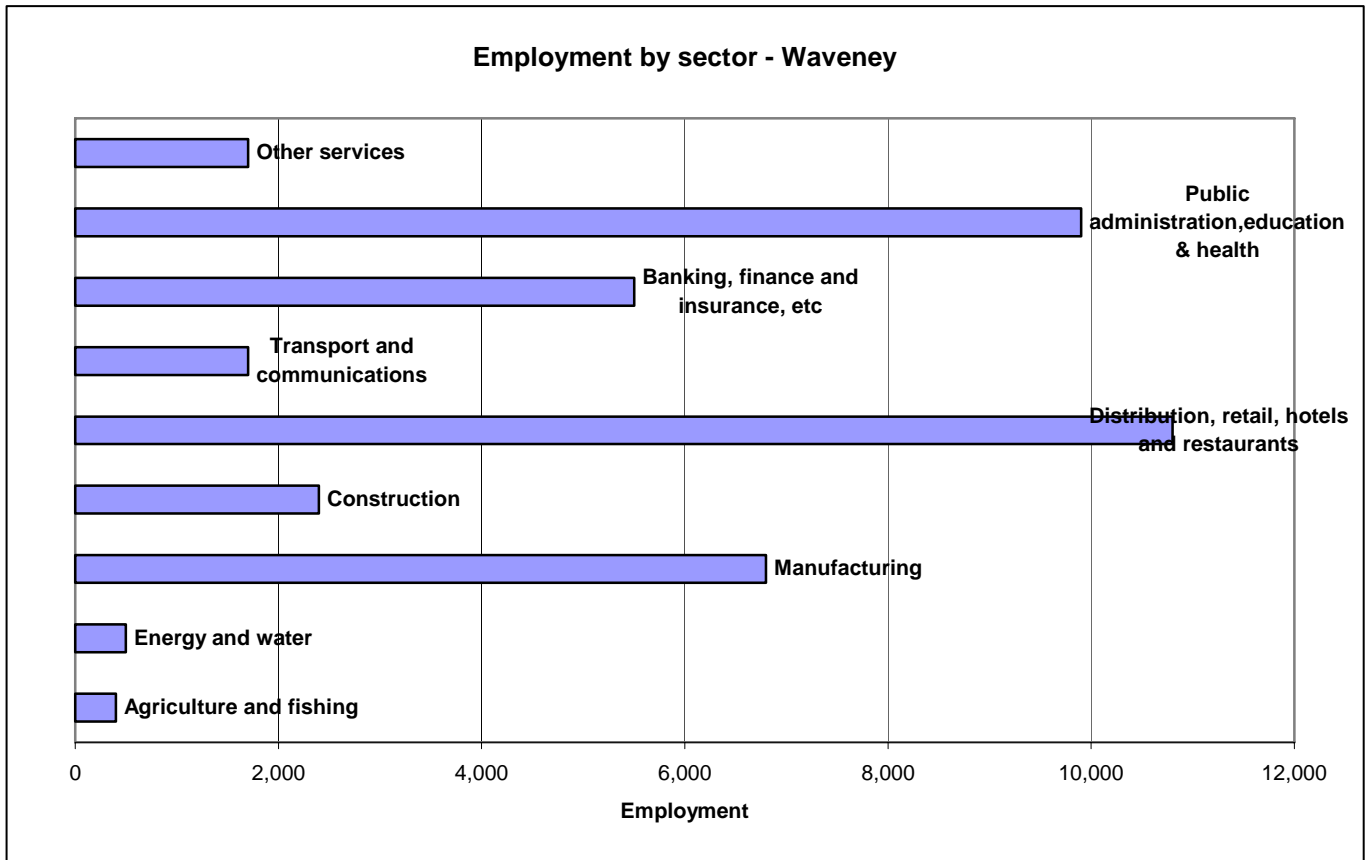
## Waveney: District profile – April 2010

less than 10% affordable completions recorded for four out of eight years. However, the latest figure, for 2008/09 shows Waveney completing over 40% affordable dwellings, which is above the county average.



### 3. Economic and labour market data

#### 3.1 Employment



Source: Annual Business Inquiry (2007) figures rounded to the nearest 100.

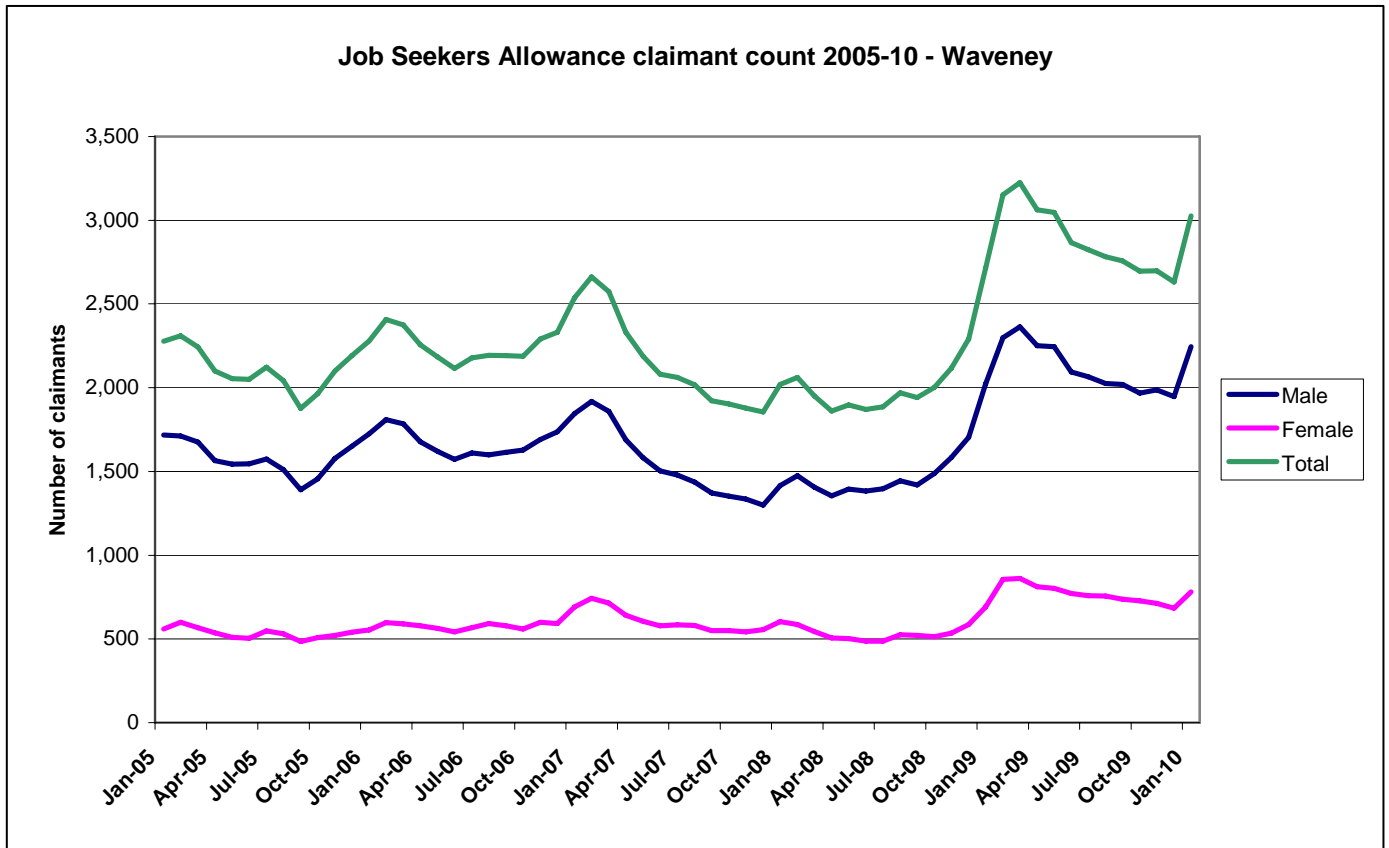
Employment in Waveney District is dominated by four main sectors: public services, banking, finance and insurance, distribution, retail, hotels and restaurants and manufacturing.

#### 3.2 Top employers

Key employers in the Waveney area include:

<b>Adnams Brewery</b>	Southwold
<b>Clays Printers</b>	Bungay
<b>William Clowes Printers</b>	Beccles
<b>Bernard Matthews</b>	Holton
<b>Cefas</b>	Lowestoft
<b>Pleasurewood Hills</b>	Lowestoft
<b>Hoseasons</b>	Lowestoft
<b>Jeckells Chandlery</b>	Lowestoft

### 3.3 Unemployment/benefit claimants



- Like much of the county, and indeed the country, Waveney saw a dramatic rise in Job Seekers Allowance (JSA) claimants from October 2008 to March 2009 as the global economic downturn gathered pace. However, the extent of the increase was not as large in percentage terms as in the rest of Suffolk.
- The claimant count declined quite markedly since March 2009, but has increased again in early 2010.
- Males generally account for around two thirds of the total JSA claimant count.
- In percentage terms, around 4.6% of the working age population (males aged 16-64 and females aged 16-59) are claiming JSA. This is above the county, regional and national level.

## 4. Education attainment and skills data

### 4.1 Schools attainment and Ofsted inspection results (see map for location)

This section of the report provides detail of pupil performance in local authority maintained schools at Key Stage 2 (age 11) and Key Stage 4 (age 16).

#### Key Stage 2 results from 2008 and 2009

L4 or above is the expected level for pupils aged 11

School Code		Ofsted Inspection Result		pupils	2008	2008	2009	2009
					Engl	Maths	Engl	Maths
					L4+	L4+	L4+	L4+
	<b>Local Authority Average</b>				<b>79%</b>	<b>76%</b>	<b>76%</b>	<b>73%</b>
	<b>England Average</b>				<b>81%</b>	<b>79%</b>	<b>80%</b>	<b>79%</b>
5	Barnby and North Cove CP School	2	Good					
125	Beccles Middle School	2	Good	117	77%	72%	75%	64%
12	Blundeston CEVCP School	2	Good					
14	Brampton CEVCP School	2	Good					
126	Bungay Middle School	2	Good	94	79%	85%	60%	70%
15	Bungay Primary School	3	Satisfactory					
19	Carlton Colville Primary School	2	Good					
22	Corton CEVCP School	2	Good					
8	Crowfoot CP School	0						
59	Dell Primary School	2	Good					
41	Edgar Sewter CP School	2	Good					
60	Elm Tree CP School	3	Satisfactory					
136	Elm Tree Middle School	3	Satisfactory	113	58%	48%	62%	63%
61	Fen Park CP School	3	Satisfactory					
140	Foxborough Middle School	2	Good	112	79%	72%	75%	82%
129	Gisleham Middle School	2	Good	145	68%	75%	66%	64%
77	Grove Primary School	3	Satisfactory					
62	Gunton CP School	1	Outstanding					
131	Halesworth Middle School	2	Good	135	68%	73%	68%	71%
44	Holton St Peter CP School	1	Outstanding					
48	Ilketshall St Lawrence School	3	Satisfactory					
52	Kessingland CEVCP School	2	Good					
135	Kirkley Middle School	4	Inadequate	85	65%	61%	40%	31%
134	Lothingland Middle School	3	Satisfactory	110	87%	80%	85%	78%
63	Meadow CP School	2	Good					
64	Northfield St Nicholas Primary School	2	Good					
75	Oulton Broad Primary School	2	Good					
138	Pakefield Middle School	2	Good	119	80%	77%	70%	65%
67	Pakefield Primary School	3	Satisfactory					
65	Poplars CP School	1	Outstanding					

Waveney: District profile – April 2010

School Code		Ofsted Inspection Result		pupils	2008	2008	2009	2009
					Engl	Maths	Engl	Maths
					L4+	L4+	L4+	L4+
7	Ravensmere Infant School	1	Outstanding					
92	Reydon Primary School	2	Good					
93	Ringsfield CEVCP School	2	Good					
139	Roman Hill Middle School	2	Good	91	63%	60%	52%	63%
68	Roman Hill Primary School	2	Good					
155	Sir John Lemman High School	2	Good					
98	Somerleyton Primary School	3	Satisfactory					
99	Southwold Primary School	2	Good					
9	St Benet's Catholic Primary School	2	Good	3 (15)	no data	no data	87%	80%
16	St Edmund's Catholic Primary School	2	Good	15	87%	80%	100%	92%
70	St Margaret's CP School	2	Good					
72	St Mary's RCP School	3	Satisfactory	21	100%	95%	87%	70%
6	The Albert Pye CP School	2	Good					
137	The Harris Middle School	3	Satisfactory	148	68%	55%	68%	59%
73	Whitton Green CP School	3	Satisfactory					
74	Woods Loke CP School	2	Good					
113	Worlingham CEVCP School	2	Good					
148	Worlingham Middle School	2	Good	104	80%	81%	83%	77%

*No data = the school had 10, or fewer, pupils eligible for K2 assessment at the time of the 2008 tests. Results are not shown because of the risk of an individual pupil's results being identified. Blank lines indicate that this school does not take pupils aged 11*

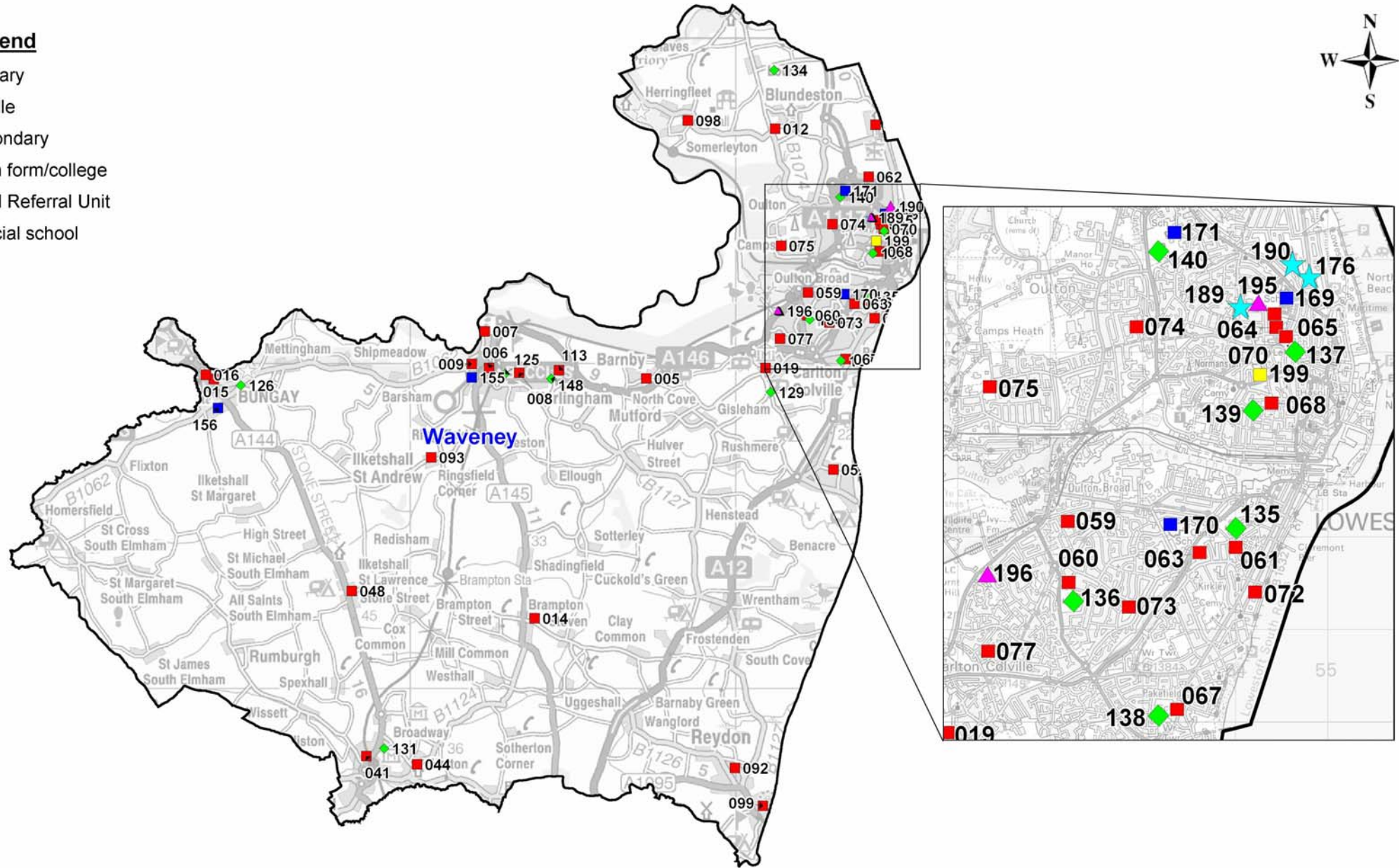
### Key stage 4 results from 2008 and 2009

% of pupils achieving 5 or more grades A\*-C including English and maths GCSEs

School Code		Ofsted Inspection Result		Average Cohort Size	2008	2009
	<b>Local Authority Average</b>				<b>46.60%</b>	<b>48.7%</b>
	<b>England Average</b>				<b>47.60%</b>	<b>50.7%</b>
156	Bungay High School	2	Good	254	49%	52%
170	Kirkley Community High School	4	Inadequate	367	26%	32%
155	Sir John Lemman High School	2	Good	377	47%	49%
171	The Benjamin Britten High School	2	Good	241	34%	38%
169	The Denes High School	2	Good	234	30%	27%

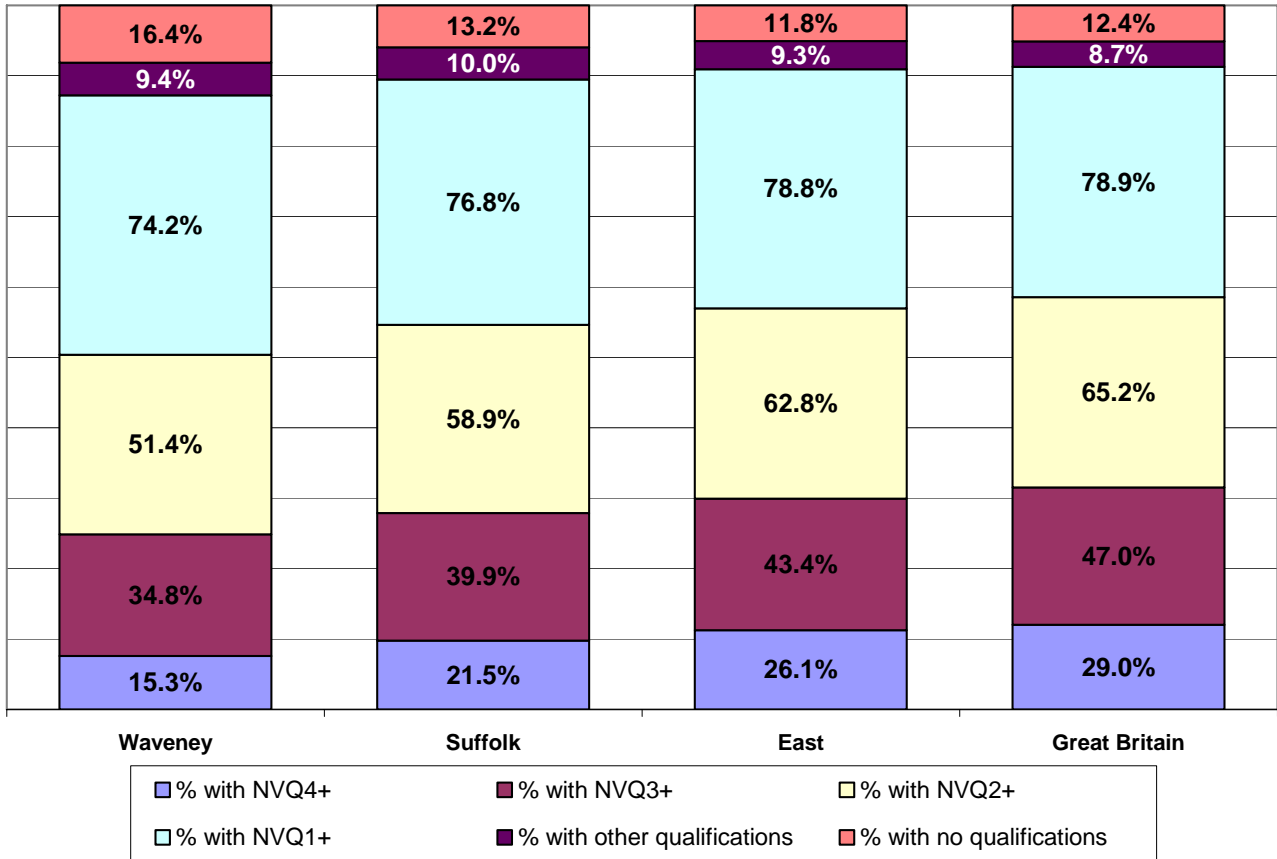
**Legend**

- Primary
- ◆ Middle
- Secondary
- Sixth form/college
- ★ Pupil Referral Unit
- ▲ Special school



### 4.3 Working Age Skill Levels

#### Working Age Skill levels - 2008



Waveney district has significantly lower working age skill levels than the county as a whole, and is also below the regional and national level. In particular it has a very high proportion of residents with no qualifications.

## 5. Deprivation

Presented here are two methods by which the deprivation of an area can be assessed: the Index of Multiple Deprivation and ACORN classification. Both give an indication of the characteristics of the most commonly existing neighbourhoods in the area.

### 5.1 Index of Multiple Deprivation (IMD) 2007 (see map)

*Source:* The IMD combines a number of indicators, chosen to cover a range of economic, social and housing issues, into a single deprivation score for each small area in England. This allows each area to be ranked relative to one another according to their level of deprivation. Small areas (LSOAs) are most usually described as being in 1 of 5 quintile bands. The bottom quintile represents the 20% of areas that are the most deprived in the country; these are shaded red on the map. The top quintile represents the least deprived areas in the country, and is shaded green.

The Index is used widely to analyse patterns of deprivation, identify areas that would benefit from special initiatives or programmes and as a tool to determine eligibility for specific funding streams.

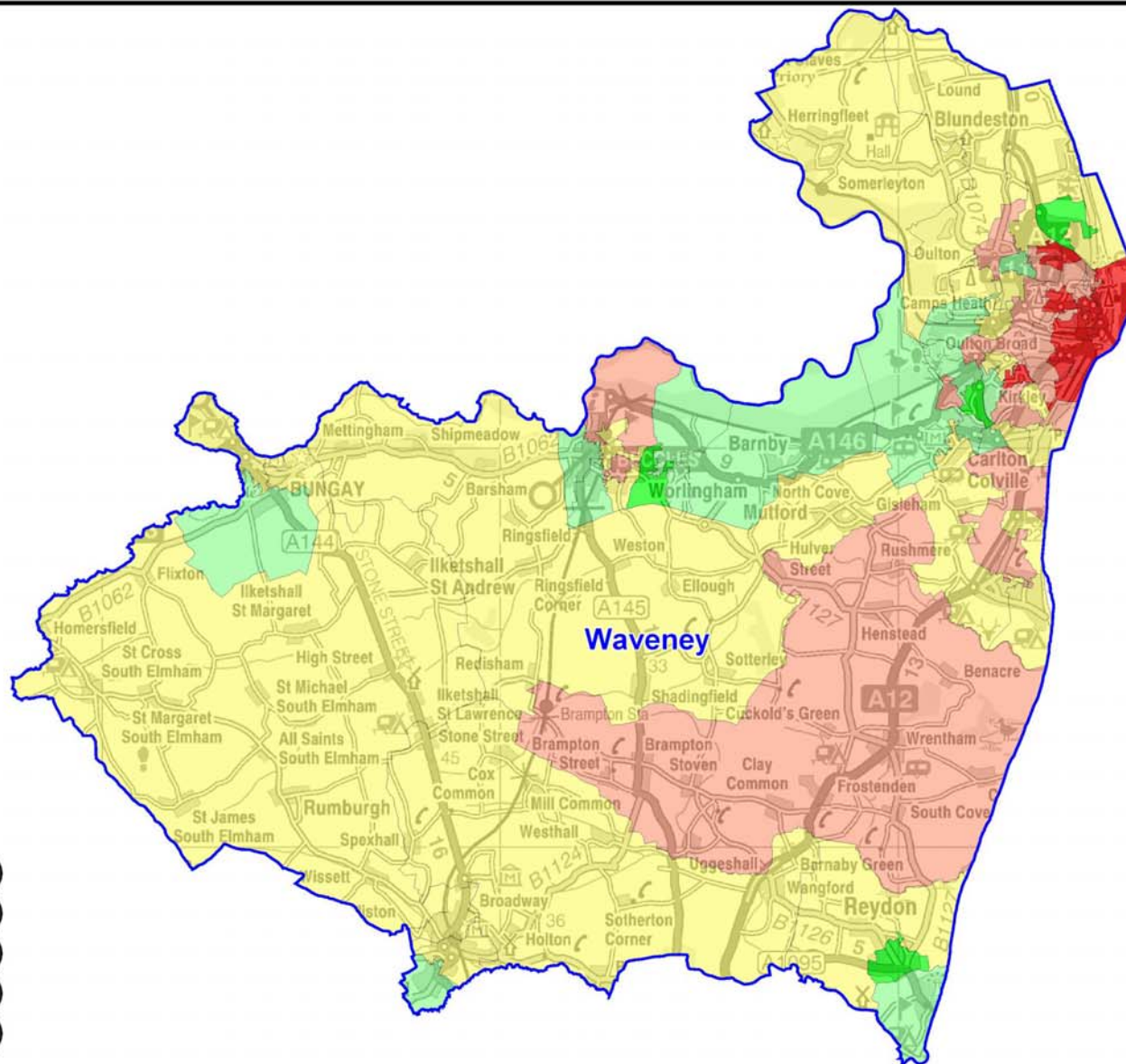
#### The IMD 2007 shows that:

- There are significant areas of deprivation across the Waveney District with 11 LSOAs ranked in the worst 20% in the country and relatively few areas of affluence compared to the rest of the county. Waveney is the second most deprived local authority in Suffolk after Ipswich Borough. .
- Of the 73 Lower Layer Super Output Areas (LSOA) in the District just 4 are ranked in the top 20% least deprived LSOAs in the country, 15 in the next best quintile, 25 in the mid quintile, 18 in the second worst quintile and 11 in the worst quintile.

#### Rankings in England - no. of LSOAs per quintile

	Suffolk	%	District	%
<b>Worst 20%</b>	<b>30</b>	<b>7.00%</b>	<b>11</b>	<b>15.07%</b>
<b>Next worst 20%</b>	<b>57</b>	<b>13.40%</b>	<b>18</b>	<b>24.66%</b>
<b>Mid 20%</b>	<b>92</b>	<b>21.60%</b>	<b>25</b>	<b>34.25%</b>
<b>Next best 20%</b>	<b>152</b>	<b>35.70%</b>	<b>15</b>	<b>20.55%</b>
<b>Least deprived 20%</b>	<b>95</b>	<b>22.30%</b>	<b>4</b>	<b>5.48%</b>
<b>Total</b>	<b>426</b>		<b>73</b>	

This information is also presented in map form on the following page.



- Worst 20% (30)
- Next worst 20% (57)
- (92)
- Next best 20% (152)
- Least deprived 20% (95)



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# Waveney

Index of Multiple Deprivation (IMD) 2007  
 Lower Super Output Area national rank

PRODUCED BY  
 K Day

DATE




## 5.2 ACORN (A Classification of Residential Neighbourhoods) 2009

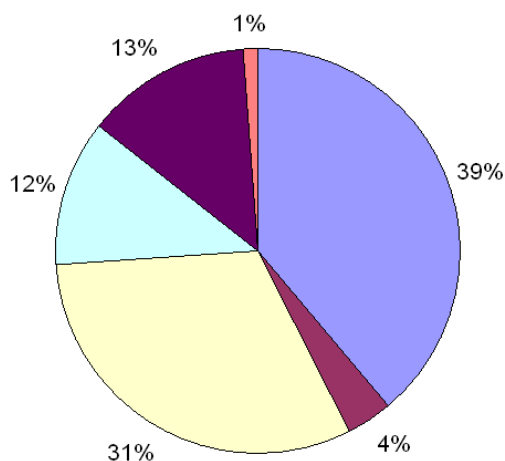
ACORN is a leading geodemographic tool used to identify and understand the UK population and the demand for products and services. Businesses use this information to improve their understanding of customers, target markets and determine where to locate operations. ACORN categorises all 1.9 million UK postcodes, which have been described using over 125 demographic statistics within England, Scotland, Wales and Northern Ireland, and 287 lifestyle variables, giving a clearer understanding of clients and prospects.

Informed decisions can be made on where direct marketing and advertising campaigns will be most effective; where branches should be opened or closed; or where sites are located, including retail outlets, leisure facilities and public services. This social marketing approach is increasingly being valued by public sector organisations seeking to target services more effectively and to locate facilities where they are most needed.

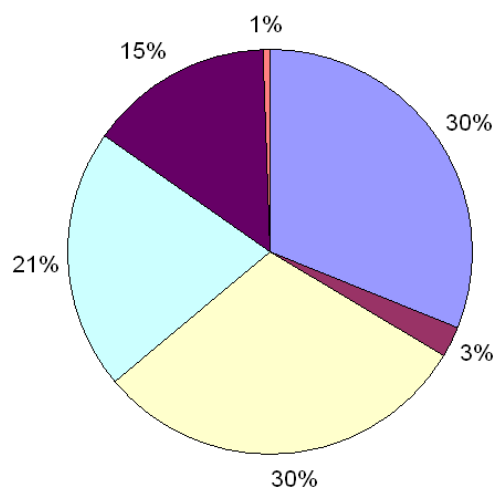
There are fewer “wealthy achievers” in this District than Suffolk overall but around the same level of residents characterised as “Comfortably Off”.

See the end of this Profile for more information on these classifications.

### Suffolk



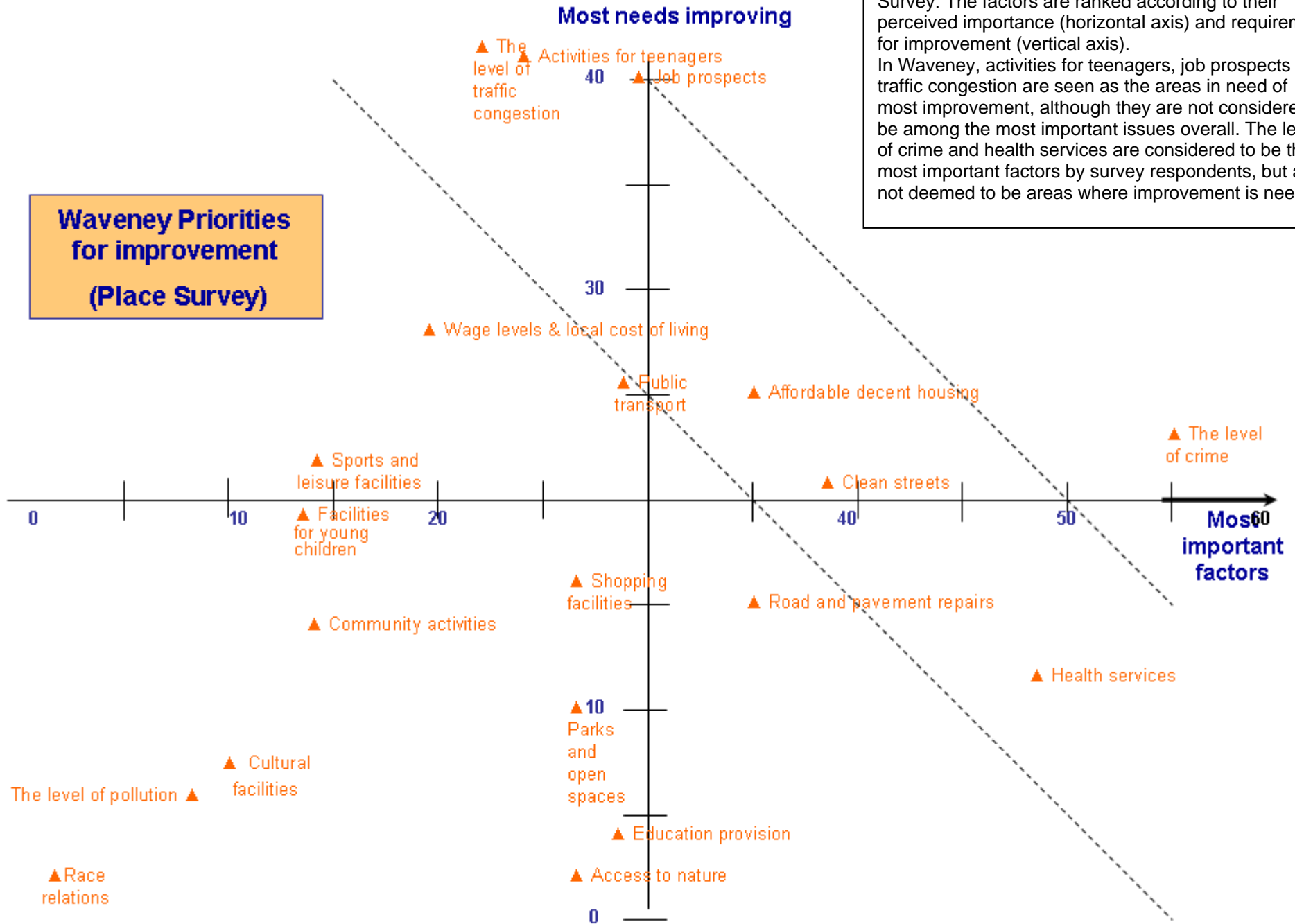
### Waveney



Waveney: District profile – April 2010

This diagram shows results from the 2008 Place Survey. The factors are ranked according to their perceived importance (horizontal axis) and requirement for improvement (vertical axis). In Waveney, activities for teenagers, job prospects and traffic congestion are seen as the areas in need of most improvement, although they are not considered to be among the most important issues overall. The level of crime and health services are considered to be the most important factors by survey respondents, but are not deemed to be areas where improvement is needed.

**Waveney Priorities for improvement (Place Survey)**



## **Data sources**

1. Office for National Statistics 2007 mid year population estimates (mye) and 2001 census [www.ons.gov.uk](http://www.ons.gov.uk)
2. a) Office for National Statistics Annual Business Inquiry 2007  
b) Office for National Statistics Job Seekers Allowance claimant count
3. a) Department for Children, Schools and Families 2009 [www.dcsf.gov.uk](http://www.dcsf.gov.uk)  
b) Office for National Statistics Annual Population Survey 2009
4. a) Index of Multiple Deprivation 2007  
[www.communities.gov.uk/communities/neighbourhoodrenewal/deprivation/deprivation07/](http://www.communities.gov.uk/communities/neighbourhoodrenewal/deprivation/deprivation07/)  
b) CACI ACORN (A Classification of Residential Neighbourhoods) 2009

## **ACORN Information Guide**

### **Category 1 - Wealthy Achievers**

These are some of the most successful and affluent people in the UK. They live in wealthy, high status rural, semi-rural and suburban areas of the country. Middle aged or older people predominate, with many empty nesters and wealthy retired.

Some neighbourhoods contain large numbers of well off families with school age children, particularly in the more suburban locations.

These people live in large houses, which are usually detached with four or more bedrooms. Almost 90% are owner occupiers, with half of those owning their home outright. They are very well educated and most are employed in managerial and professional occupations. Many own their own business.

Car ownership is high, with many households running 2 or more cars. Incomes are high, as are levels of savings and investments.

These people are well established at the top of the social ladder. They enjoy all the advantages of being healthy, wealthy and confident consumers.

**This group accounts for 38.8% of the Suffolk population.**

### **Category 2 - Urban Prosperity**

These are well educated and mostly prosperous people living in our major towns and cities. They include both older wealthy people living in the most exclusive parts of London and other cities, and highly educated younger professionals moving up the corporate ladder. This category also includes some well educated but less affluent individuals, such as students and graduates in their first jobs.

The wealthier people tend to be in senior managerial or professional careers, and often live in large terraced or detached houses with four or more bedrooms. Some of the younger professionals may be buying or renting flats. The less affluent will be privately renting.

These people have a cosmopolitan outlook and enjoy their urban lifestyle. They like to eat out in restaurants, go to the theatre and cinema and make the most of the culture and nightlife of the big city.

**This group accounts for 3.8% of the Suffolk population.**

### **Category 3 - Comfortably Off**

This category contains much of 'middle-of-the-road' Britain. Most people are comfortably off. They may not be wealthy, but they have few major financial worries.

All life stages are represented in this category. Younger singles and couples, just starting out on their careers, are the dominant group in some areas. Other areas have mostly stable families and empty nesters, especially in suburban or semi-rural locations.

Comfortably off pensioners, living in retirement areas around the coast or in the countryside, form the other main group in this category. Most people own their own home, with owner occupation exceeding 80%. Most houses are semi-detached or detached. Employment is in a mix of professional and managerial, clerical and skilled occupations. Educational qualifications tend to be in line with the national average. This category incorporates the home-owning, stable and fairly comfortable backbone of modern Britain.

**This group accounts for 31.4% of the Suffolk population.**

#### **Category 4 - Moderate Means**

This category contains much of what used to be the country's industrial heartlands. Many people are still employed in traditional, blue collar occupations. Others have become employed in service and retail jobs as the employment landscape has changed. In the better off areas, incomes are in line with the national average and people have reasonable standards of living. However, in other areas, where levels of qualifications are low, incomes can fall below the national average. There are also some isolated pockets of unemployment and long term illness.

This category also includes some neighbourhoods with very high concentrations of Asian families on low incomes.

Most housing is terraced, with two or three bedrooms, and largely owner occupied.

It includes many former council houses, bought by their tenants in the 1980s.

Overall, the people in this category have modest lifestyles, but are able to get by.

**This group accounts for 11.6% of the Suffolk population.**

#### **Category 5 - Hard Pressed**

This category contains the poorest areas of the UK. Unemployment is well above the national average. Levels of qualifications are low and those in work are likely to be employed in unskilled occupations. Household incomes are low and there are high levels of long term illness in some areas.

Housing is a mix of low rise estates, with terraced or semi detached houses, and purpose built flats, including high rise blocks. Properties tend to be small and there is much overcrowding. Over 50% of the housing is rented from the local council or a housing association.

There are a large number of single adult households, including many single pensioners and lone parents. In some neighbourhoods, there are high numbers of black and Asian residents.

These people are experiencing the most difficult social and economic conditions in the whole country, and there appears to be little chance of any improvement at all.

**This group accounts for 13.5% of the Suffolk population.**

For more information and the latest data, go to the Research and Intelligence pages on the Suffolk County Council website:

<http://www.suffolk.gov.uk/CouncilAndDemocracy/AboutSCC/SpecialistSupportFunctions/PlanningAndPerformanceImprovement/ResearchAndIntelligence.htm>

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