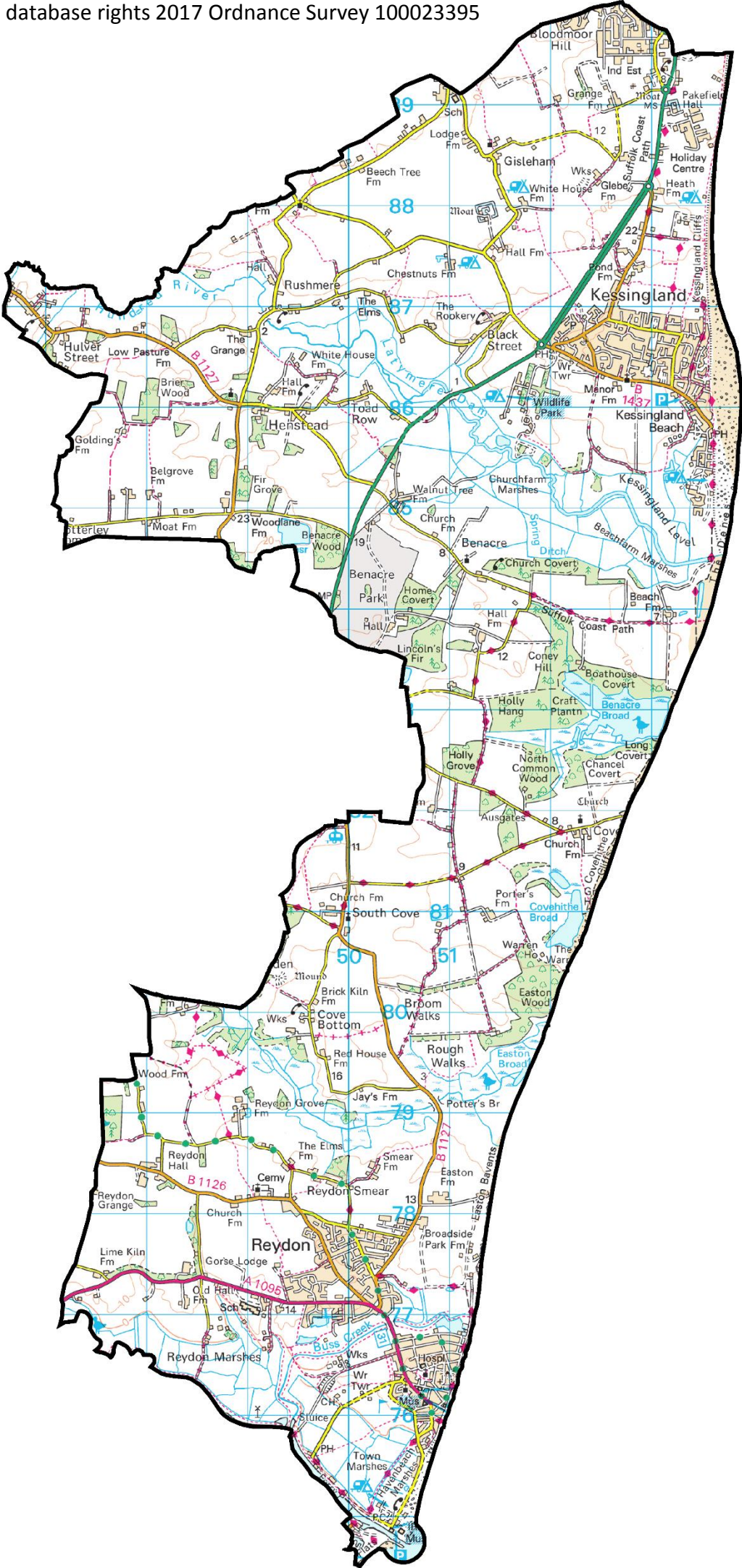


# KESSINGLAND & SOUTHWOLD

## ELECTORAL DIVISION PROFILE 2017

This Division comprises Kessingland and Southwold and Reydon wards in their entirety plus part of Wrentham ward

[www.suffolkobservatory.info](http://www.suffolkobservatory.info)



## **CONTENTS**

- Demographic Profile: Age & Ethnicity
- Economy and Labour Market
- Schools & NEET
- Index of Multiple Deprivation
- Health
- Crime & Community Safety
- Additional Information
- Data Sources

## ELECTORAL DIVISION PROFILES: AN INTRODUCTION

These profiles have been produced to support elected members, constituents and other interested parties in understanding the demographic, economic, social and educational profile of their neighbourhoods. 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 will be a useful starting point for discussion, where local knowledge and experience can be used to flesh out and illuminate the information presented here.

The profile can be used to help look at some fundamental questions e.g.

- Does the age profile of the population match or differ from the national profile?
- Is there evidence of the ageing profile of the county in all the wards in the Division or just some?
- How diverse is the community in terms of ethnicity?
- What is the impact of deprivation on families and residents?
- Does there seem to be a link between deprivation and school performance?
- What is the breakdown of employment sectors in the area?
- Is it a relatively healthy area compared to the rest of the district or county?
- What sort of crime is prevalent in the community?

A vast amount of additional data is available on the **Suffolk Observatory**

[www.suffolkobservatory.info](http://www.suffolkobservatory.info)

The Suffolk Observatory is a free online resource that contains all Suffolk's vital statistics; it is the one-stop-shop for information and intelligence about Suffolk. Through data, reports and profiles, the Suffolk Observatory provides a comprehensive picture of the County. It is a great source for useful facts and figures that can be used for writing reports and presentations, informing strategic and business planning, preparing funding applications or supporting academic research. Data is presented around the key themes of education and skills, economy and employment, health and care, population, deprivation, housing, environment, transport and travel and crime. All areas of the county are covered, right down to district, ward and parish level, with information easily accessible in a variety of formats. You can also build your own reports by different themes and topics.

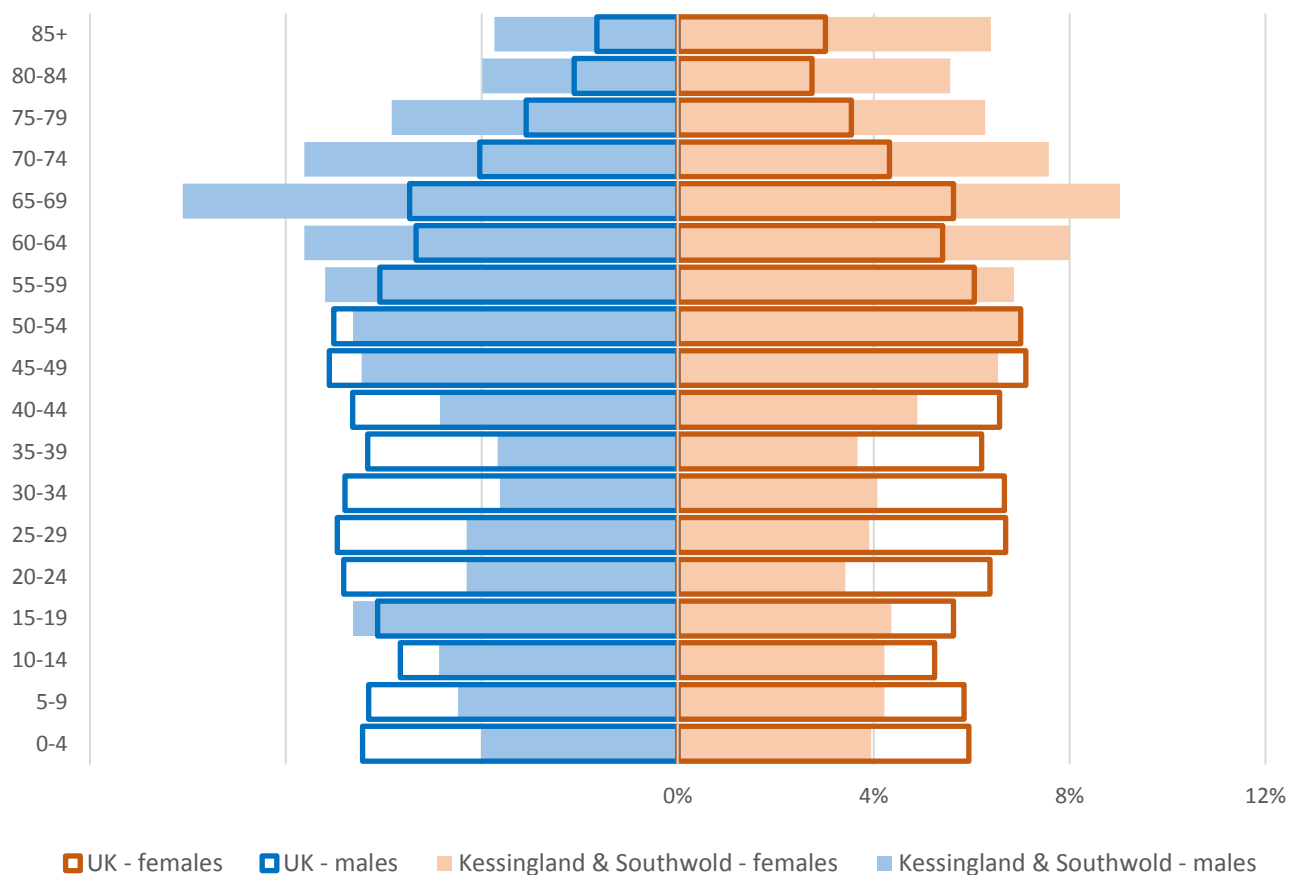
### Technical Notes:

1. Where Electoral Divisions do not exactly match ward boundaries, we have adopted a "best fit" approach to produce a dataset.
2. District, county and national level data is provided where possible to provide a context for comparisons.

## DEMOGRAPHIC PROFILE - AGE

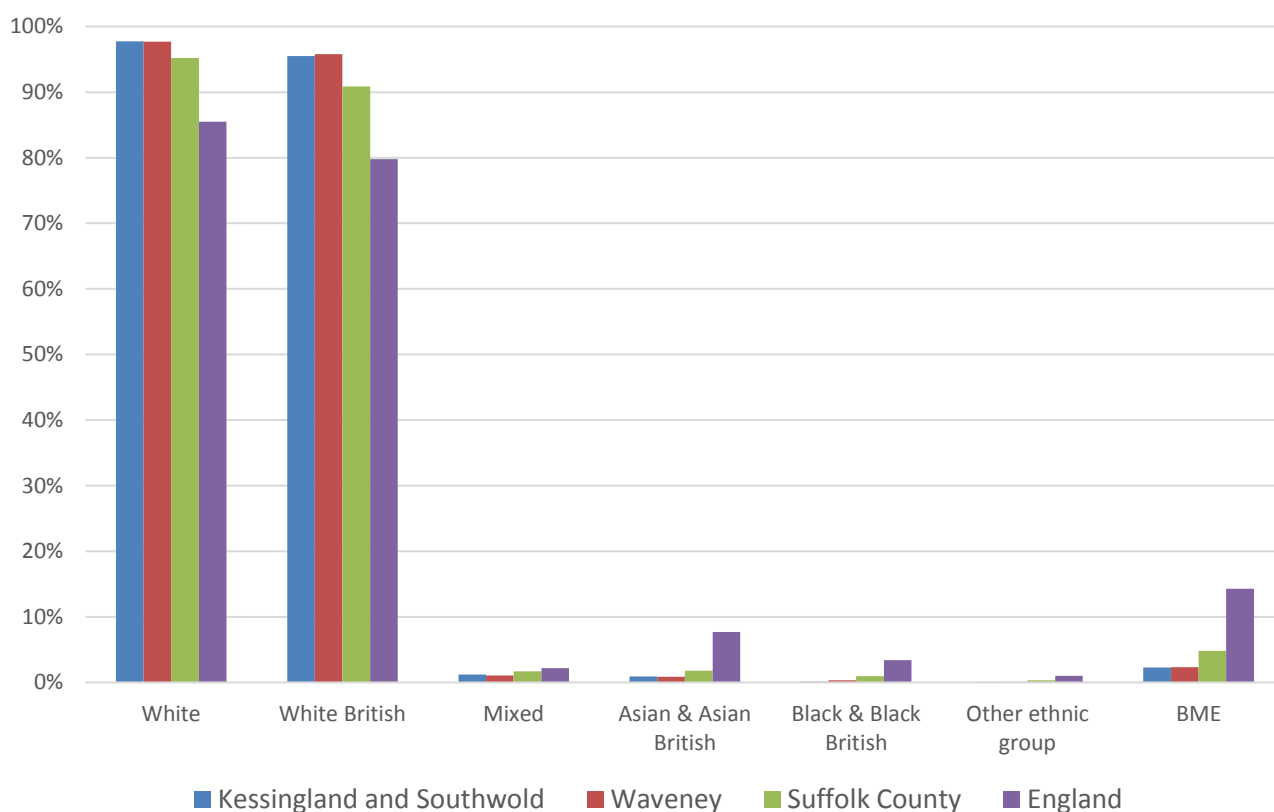
In mid-2015, the population of Kessingland and Southwold stood at 9,341, an increase of 6.3% since the 2011 Census. The age structure of the component wards and the division as a whole is set out below.

	Kessingland and Southwold Division	Wrentham	Kessingland	Southwold and Reydon
<b>All Ages</b>	<b>9,341</b>	<b>2,238</b>	<b>5,106</b>	<b>3,695</b>
<b>0-4</b>	<b>372</b>	<b>80</b>	<b>213</b>	<b>140</b>
<b>5-9</b>	<b>406</b>	<b>102</b>	<b>246</b>	<b>136</b>
<b>10-14</b>	<b>423</b>	<b>122</b>	<b>243</b>	<b>149</b>
<b>15-19</b>	<b>508</b>	<b>108</b>	<b>267</b>	<b>206</b>
<b>20-24</b>	<b>359</b>	<b>100</b>	<b>226</b>	<b>109</b>
<b>25-29</b>	<b>383</b>	<b>72</b>	<b>279</b>	<b>86</b>
<b>30-34</b>	<b>361</b>	<b>79</b>	<b>216</b>	<b>125</b>
<b>35-39</b>	<b>343</b>	<b>91</b>	<b>204</b>	<b>122</b>
<b>40-44</b>	<b>455</b>	<b>129</b>	<b>300</b>	<b>125</b>
<b>45-49</b>	<b>607</b>	<b>160</b>	<b>317</b>	<b>234</b>
<b>50-54</b>	<b>639</b>	<b>197</b>	<b>361</b>	<b>232</b>
<b>55-59</b>	<b>656</b>	<b>177</b>	<b>336</b>	<b>269</b>
<b>60-64</b>	<b>731</b>	<b>210</b>	<b>376</b>	<b>304</b>
<b>65-69</b>	<b>891</b>	<b>210</b>	<b>500</b>	<b>348</b>
<b>70-74</b>	<b>710</b>	<b>154</b>	<b>360</b>	<b>312</b>
<b>75-79</b>	<b>567</b>	<b>108</b>	<b>275</b>	<b>271</b>
<b>80-84</b>	<b>450</b>	<b>77</b>	<b>205</b>	<b>235</b>
<b>85+</b>	<b>480</b>	<b>62</b>	<b>182</b>	<b>292</b>



- The age pyramid for Kessingland and Southwold shows a far higher than average proportion of people over the age of 55
- The most common age group in Kessingland and Southwold is 65-69 year olds, followed by 60 - 64 year olds. There is a remarkably high proportion of people of retirement age in the division
- There is a much lower than average proportion of young people and people of working age, particularly 20-39 year olds, as well as children under 14 years of age

## ETHNICITY

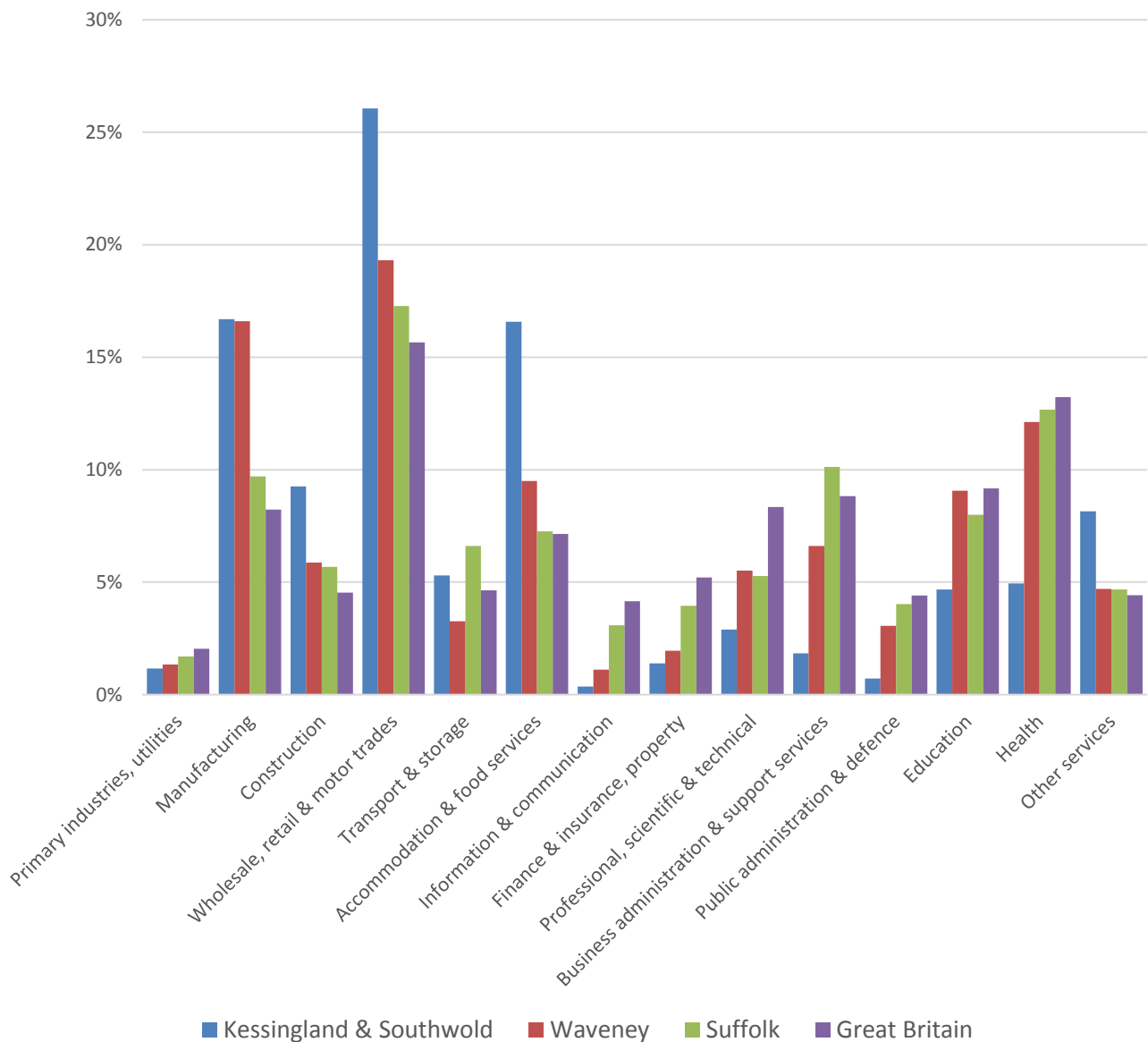


- According to the latest data (2011 Census), 97.7% (8,587) of the population of Kessingland and Southwold are white, the same as the district average
- There are 198 (2.3%) people of black or minority ethnic origin in the division, again following the Waveney average
- Kessingland and Southwold has a similar diversity profile to Waveney district, and generally lower proportions of minority ethnic groups than Suffolk as a whole

	All people	White		White British		Mixed		Asian and Asian British		Black and Black British		Other Ethnic Group		Black or Minority Ethnic Total	
	Count	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Kessingland and Southwold	8,785	8,587	97.7	8,388	95.5	103	1.2	78	0.9	10	0.1	7	0.1	198	2.3
Waveney	115,254	112,589	97.7	110,385	95.8	1,215	1.1	959	0.8	369	0.3	122	0.1	2,665	2.3
Suffolk	728,163	693,195	95.2	661,458	90.8	12,472	1.7	13,131	1.8	6,854	0.9	2,511	0.3	34,968	4.8
England & Wales			86.0		80.5		2.2		6.7		2.8		0.4		12.1

# ECONOMY

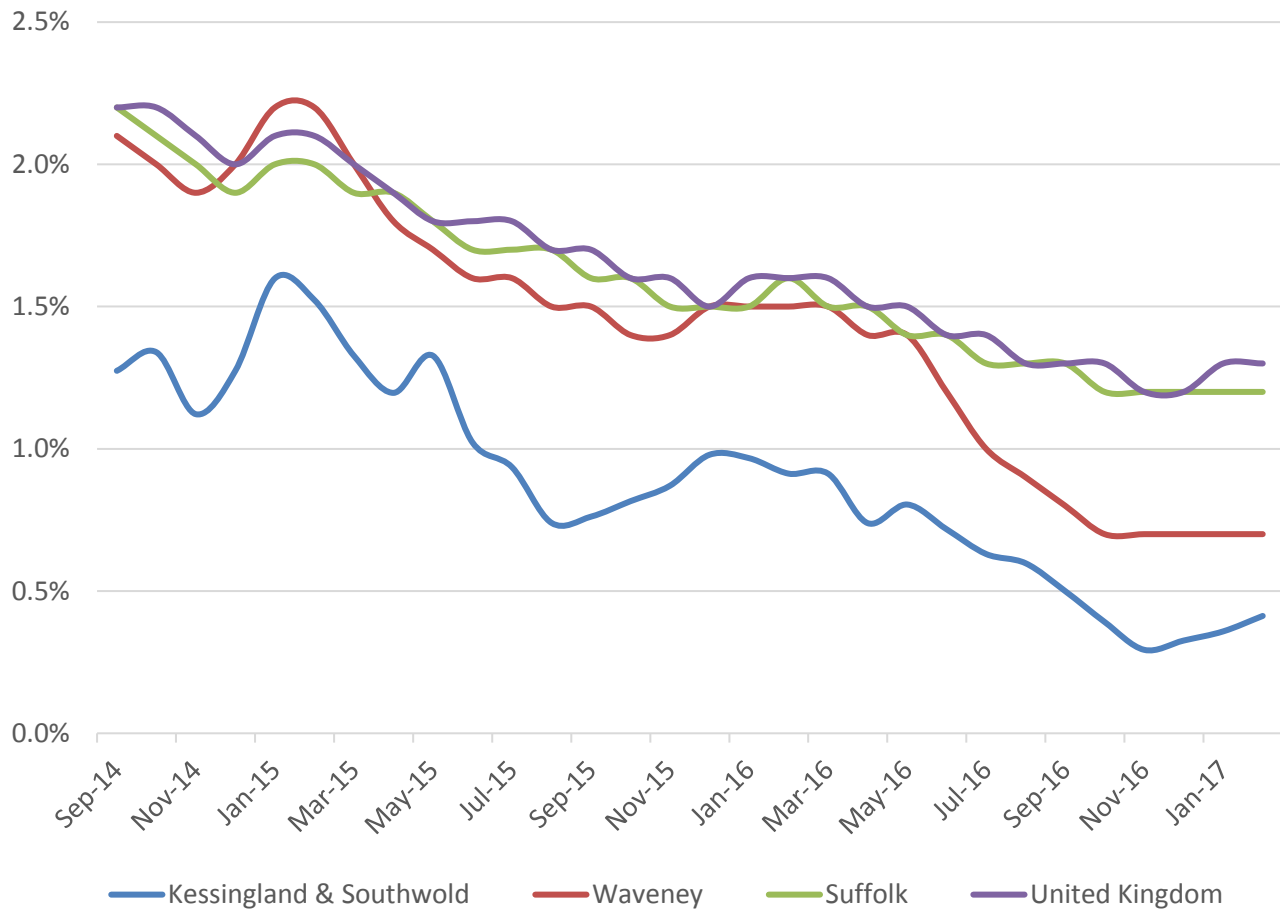
There are 4,700 people employed in Kessingland and Southwold.



- The key employment sectors in Kessingland and Southwold are wholesale, retail and motor trades (26% of total employment in the division), accommodation and food services (17%) and manufacturing (17%)
- Accommodation and food services (this includes hotels and restaurants) stands out as the proportion of employment in this sector is much higher than the national average
- There is a low proportion of people employed in “knowledge industries” such as finance, insurance and property and professional, scientific and technical activities

# LABOUR MARKET

## JOB SEEKERS ALLOWANCE CLAIMANT RATE



- Kessingland and Southwold has a fairly low claimant unemployment rate; below the Waveney, Suffolk and national average
- The proportion of people claiming JSA in the division has seen a general decline in the last three years
- In early 2017 0.4% of the working age population (aged 16-64) are claiming JSA



# SCHOOLS

## SCHOOL INFORMATION

### Schools in the Division

Name	Phase	Average cohort size at:		Latest Ofsted	Latest Ofsted Date
		Foundation Stage (age 5)	KS2 (age 11)		
Carlton Colville Primary School	Primary	60	57	Outstanding	28/11/2011
Kessingland C of E Primary Academy	Primary	30	36	Not yet inspected as an Academy	
Reydon Primary School	Primary	26	22		
Southwold Primary School	Primary	14	7	Requires Improvement	05/05/2016

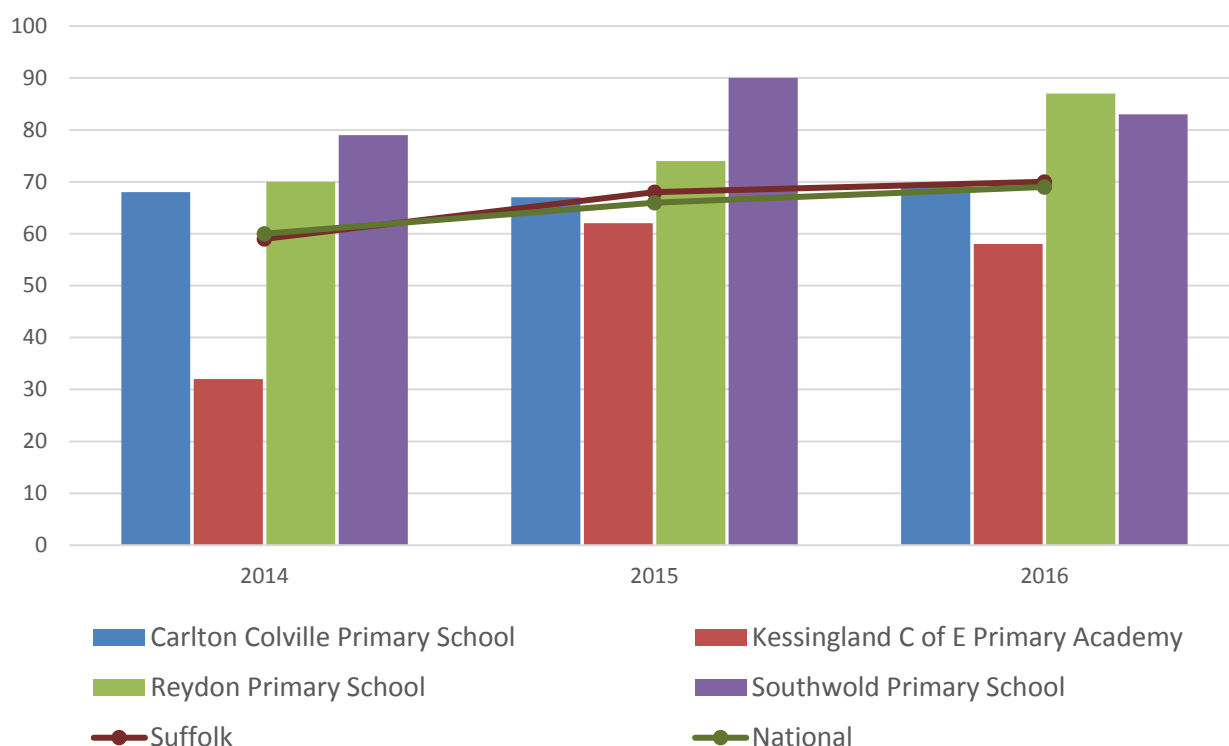
### School Catchment overlaps with the Division

Name	Phase	Average cohort size at:		Latest Ofsted	Latest Ofsted Date
		KS4 (age 16)	KS5 (age 18)		
Sir John Leman High School	Upper	236	88	Good	12/10/2016
Pakefield School	Upper	118		Good	14/03/2013

## SCHOOL ATTAINMENT

### Foundation Stage Profile (reception)

% pupils achieving Good Level of Development (GLD)

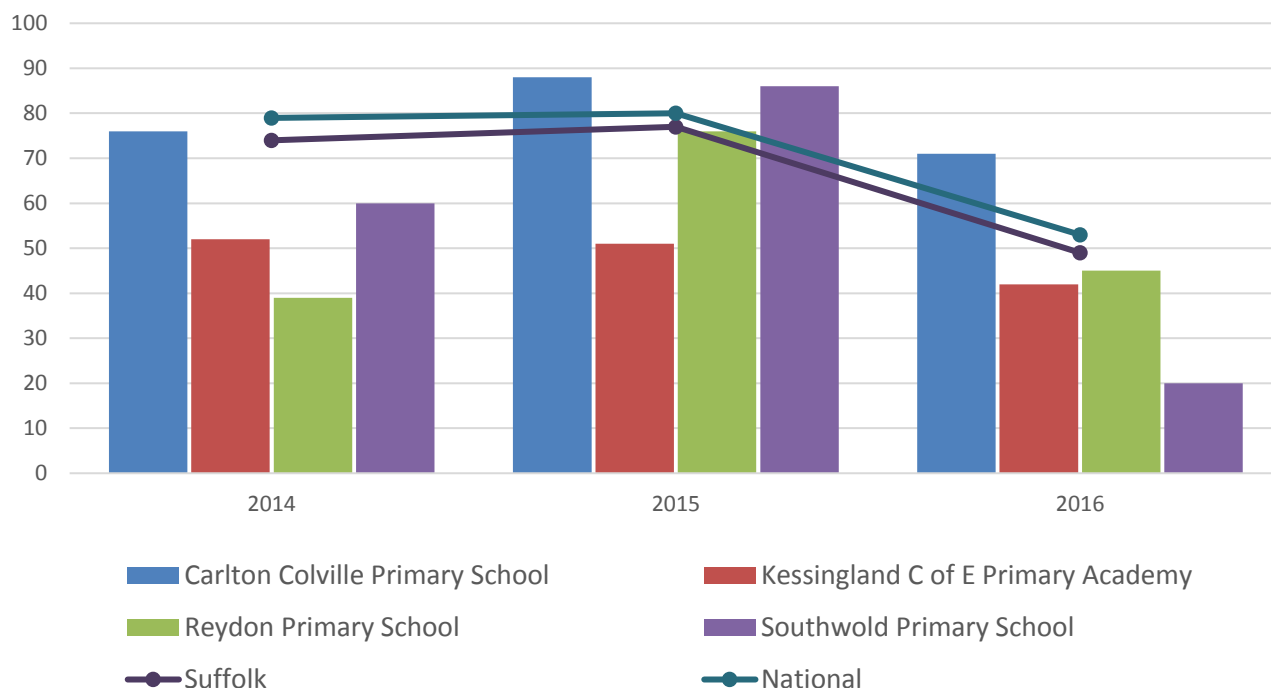


- There are four schools providing foundation stage education in Kessingland and Southwold division. Attainment levels are generally similar to or above the county and national averages
- In 2016, attainment levels at Reydon and Southwold Primary Schools were above the Suffolk and England average, with 87% and 83% of pupils at the schools achieving a Good Level of Development respectively. Pupils at these schools consistently achieve above average levels of attainment
- Results at Kessingland CEVCP School have been consistently below average over the past three years

## Key Stage 2 (age 11)

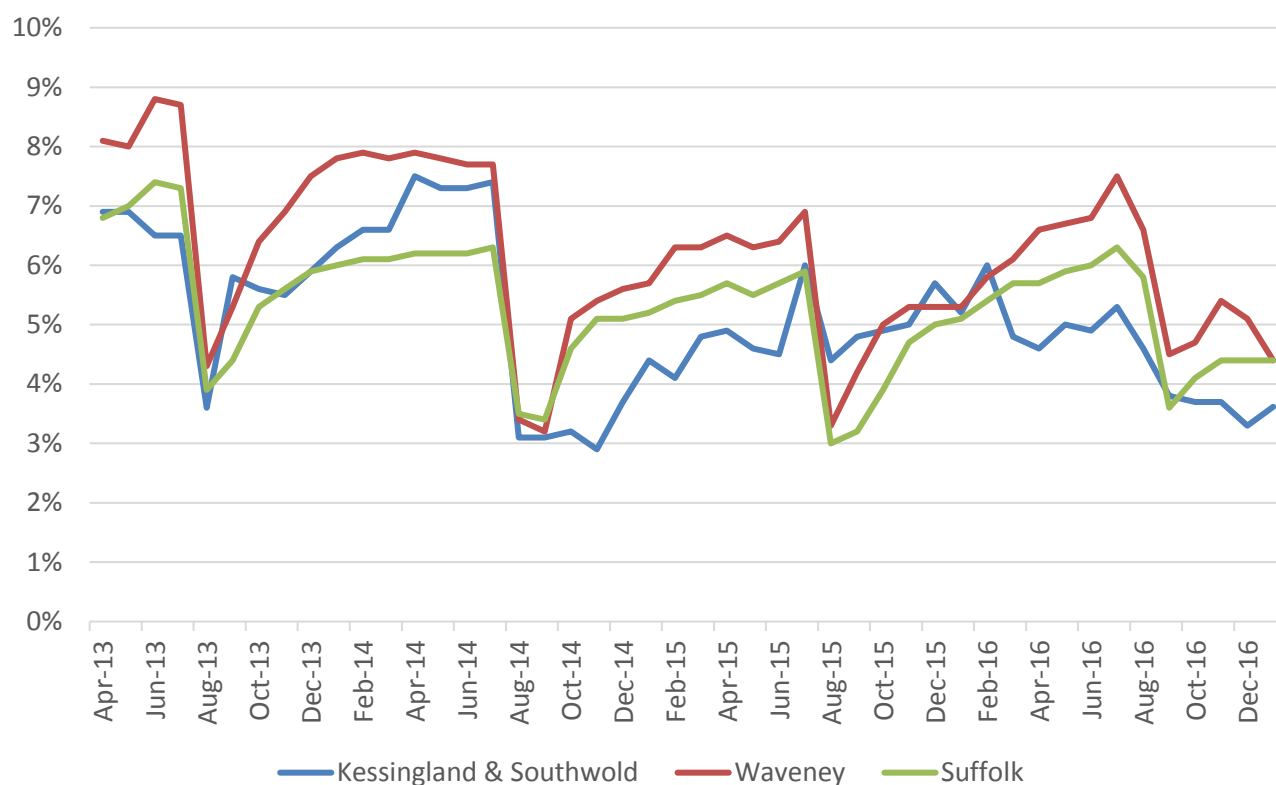
Pupil Achievement in all three subjects, Reading, Writing and Mathematics  
(2014–2015 as % Level 4 or better & 2016 % Expected Level or better)

In July 2016, there was a change in the way pupil achievement is measured at the end of KS2. Prior to 2016, pupils received National Curriculum Level grades for English and Maths, with L4 being the expected level at the end of Key Stage 2. In 2016 the measure scaled score and shows whether or not a pupil has achieved the national standard for that subject



- Key Stage 2 attainment results have varied significantly between schools over the past three years
- Carlton Colville Primary School has seen consistently good attainment, above the Suffolk average from 2014 to 2016. The latest data shows that 71% of pupils achieved the expected level or better in reading, writing and mathematics compared to 49% across the county and 53% nationally
- Attainment at Southwold Primary School was particularly low in 2016, though this followed well above average results in 2015
- Kessingland Church of England Primary School has seen consistently below average KS2 attainment

## NEET % (NOT IN EDUCATION, EMPLOYMENT OR TRAINING)

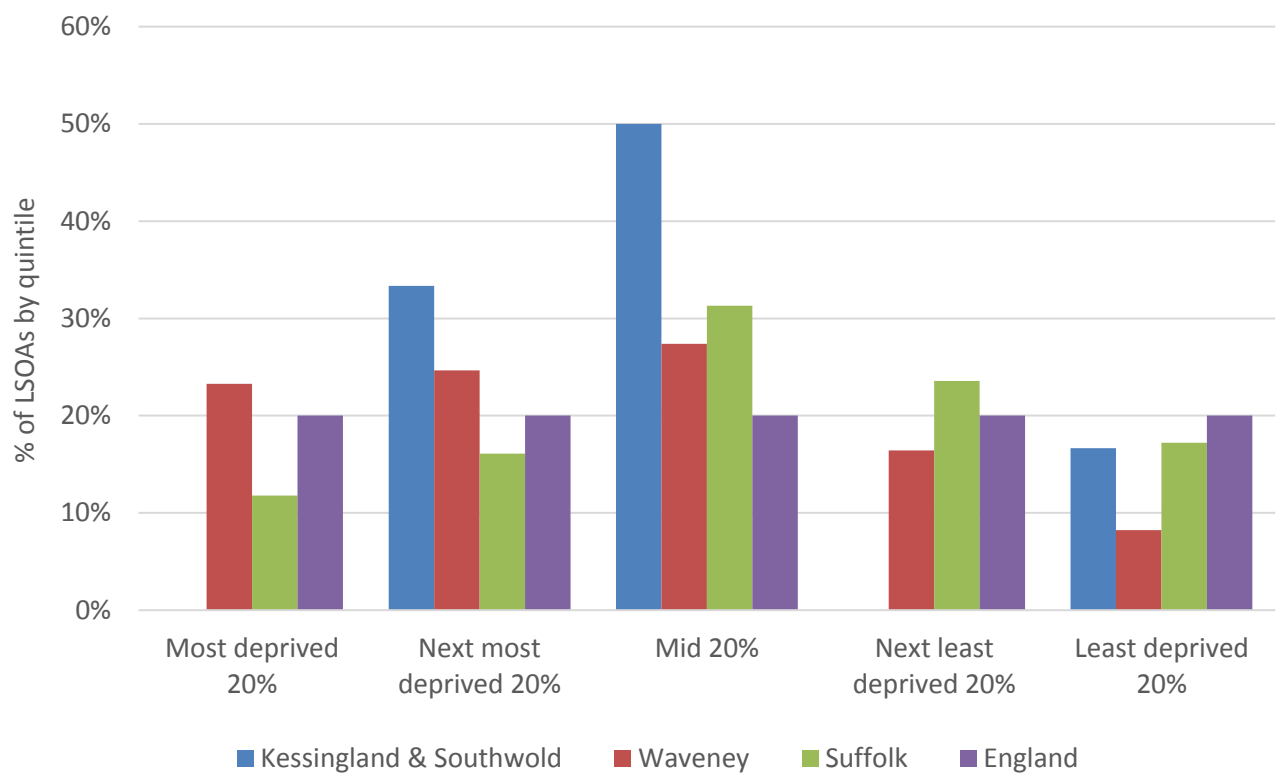


- In January 2017 3.6% of 16-18 year olds in Kessingland and Southwold were classified as NEET (where current activity is known)
- NEET levels in Kessingland and Southwold tend to be fairly similar to the county average and below the level seen across Waveney as a whole

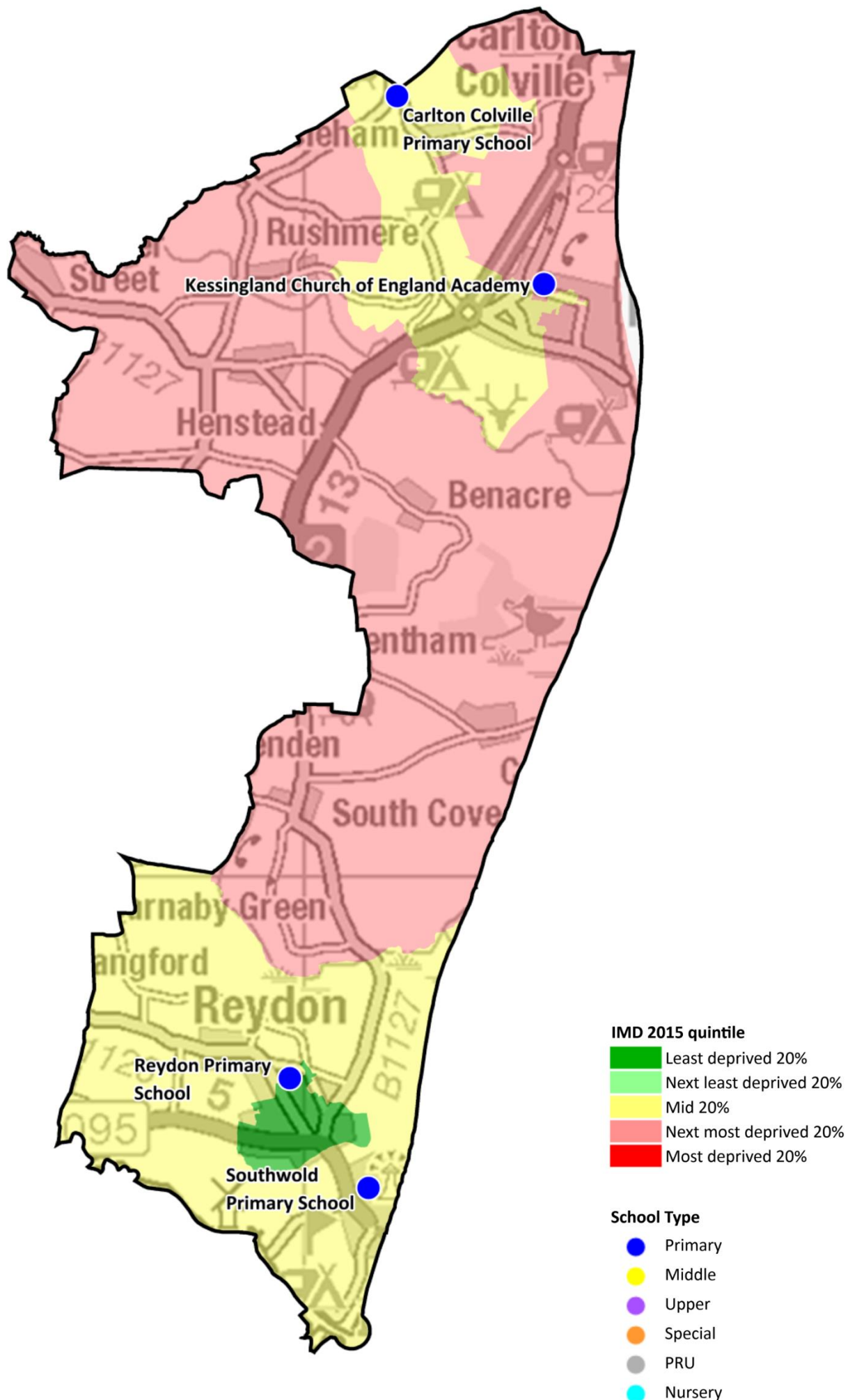
# INDEX OF MULTIPLE DEPRIVATION (IMD) 2015 (SEE MAP OVERLEAF)

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 (Lower Super Output Areas, average population 1,500) 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 widely used 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.



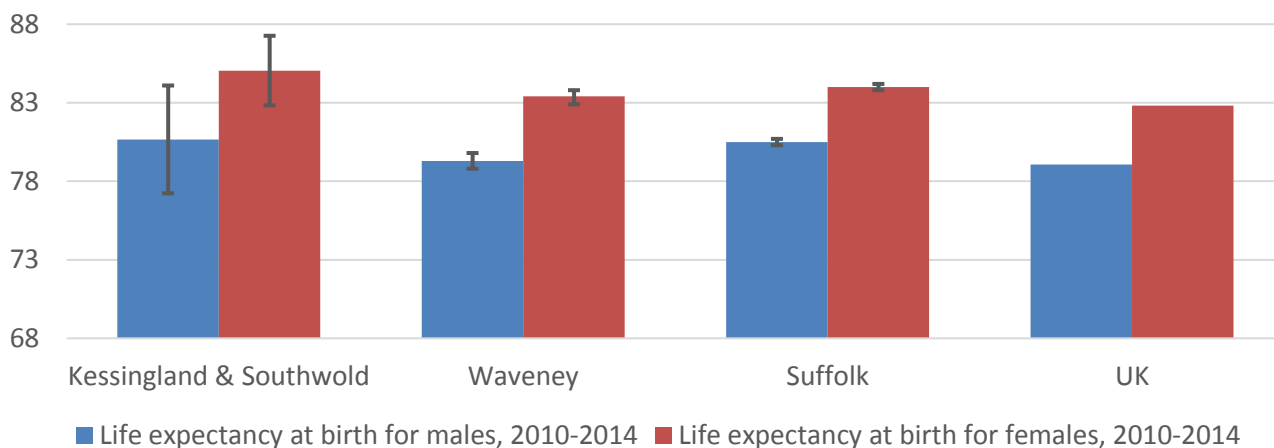
- The IMD 2015 shows that relative deprivation levels in Kessingland and Southwold are quite varied, with parts of the division among the least deprived 20% nationally but also in the worst 40%
- Of the six Lower Layer Super Output Areas (LSOA) comprising the division, one is ranked in the top 20% least deprived LSOAs in the country, three are in the mid quintile, whilst two are in the second most deprived quintile



## HEALTH

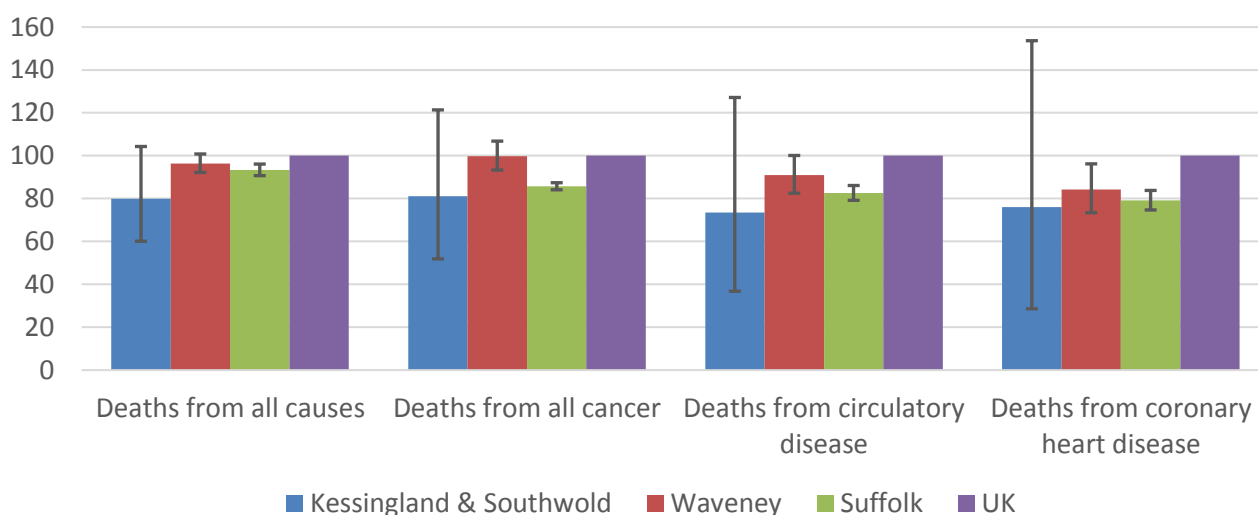
The local data used here is based on relatively small numbers. The confidence limits provide an indication of the reliability of the data. The 95% confidence intervals utilised on the chart provide a range within which there is 95% chance of the true result lying.

### LIFE EXPECTANCY AT BIRTH



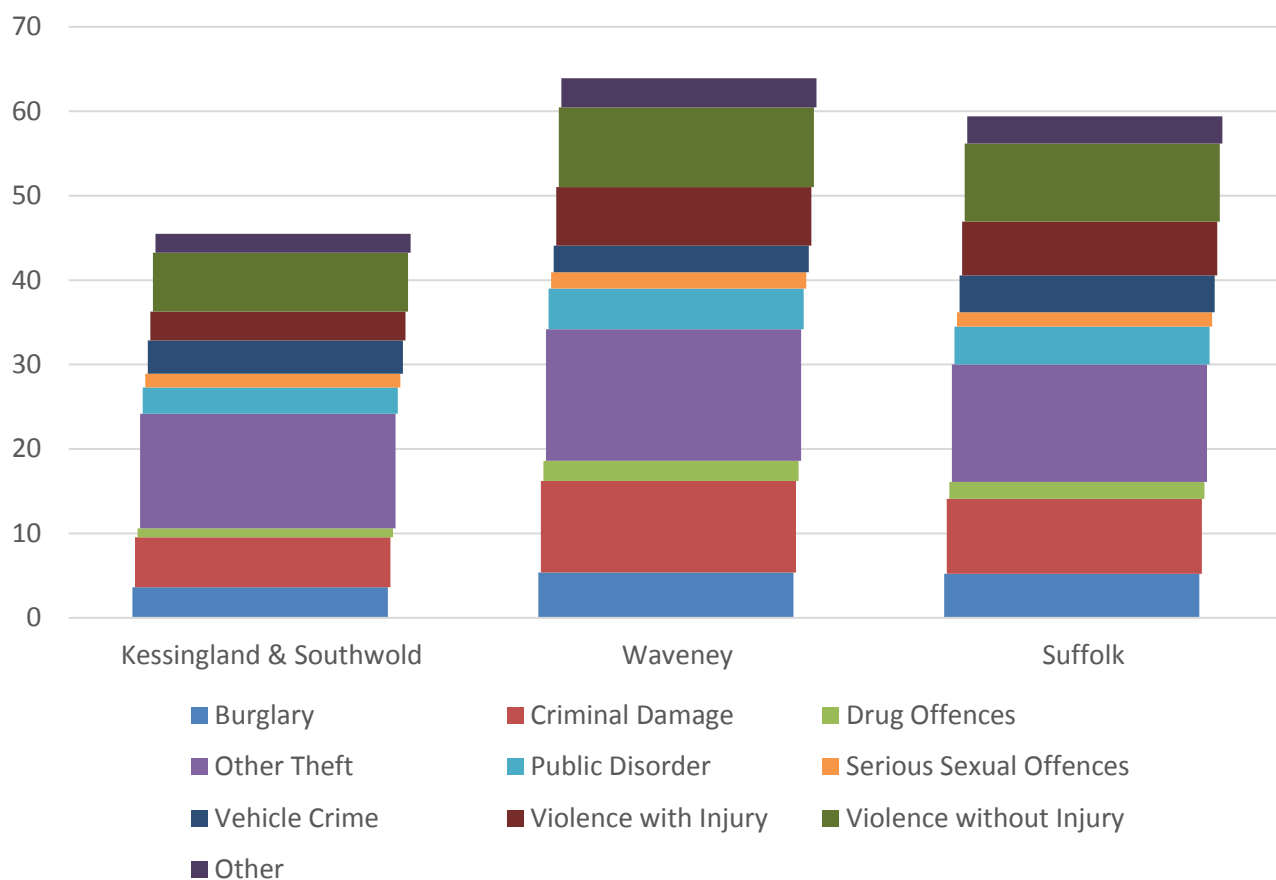
- Life expectancy estimates for Kessingland and Southwold are above the Waveney, Suffolk and UK averages for both men and women
- Life expectancy for women is just over 85, around two years higher than the England and Wales average
- Life expectancy for men in the division is 80.7, while nationally it is 79.1

### DEATHS, UNDER 75 YEARS, STANDARDISED MORTALITY RATIO



- Rates of deaths from all causes are relatively low in Kessingland and Southwold, below the district, county and national average in both cases
- The standardised mortality ratio data shown here means that for every 100 early deaths from all causes across the UK as a whole, there are an estimated 80 comparable deaths in Kessingland and Southwold

## CRIME & COMMUNITY SAFETY



- Crime levels in Kessingland and Southwold are below the Waveney and Suffolk averages
- In 2015, there were around 45 recorded crimes per 1,000 residents in Kessingland and Southwold compared to 37 in Mid Suffolk and 59 across the county as a whole
- “Other theft” and criminal damage are the most commonly recorded crimes in the division
- The rate of all crimes is lower in Kessingland and Southwold than Waveney as a whole, with the exception of vehicle crime

## ADDITIONAL INFORMATION

### Parishes in Division

Benacre  
 Covehithe  
 Gisleham  
 Henstead with Hulver Street  
 Kessingland  
 Reydon  
 Rushmere  
 South Cove  
 Southwold



## DATA SOURCES

Category	Indicator	Source
Demographic Profile	Quinary population table 2015	ONS 2015 mid-year population estimates
	Population pyramid 2015	ONS 2015 mid-year population estimates
	Ethnicity 2011	ONS 2011 Census
Economy	Employment by broad industrial sector 2015	ONS Business Register and Employment Survey via NOMIS
Labour market	Job Seekers Allowance Claimant Rate (% 16-64 population) 2014-2017	DWP via NOMIS
Education	School information and attainment 2014-2016	Suffolk County Council
	% 16-18 year olds NEET (Not in Employment, Education or Training) 2013-2017	Suffolk County Council
Deprivation	Index of Multiple Deprivation 2015	Department for Communities and Local Government
Health	Life expectancy at birth 2010-2014	Public Health England
Health	Standardised mortality ratio for deaths from all causes, cancer, circulatory disease and coronary heart disease, aged under 75 2010-2014. The standardised mortality ratio is the ratio of observed deaths in the study group to expected deaths in the general population.	Public Health England
Community Safety	Recorded crime rate per 1,000 resident population 2015	Suffolk Police

For more data and information about Kessingland and Southwold Electoral Division, see the Suffolk Observatory [www.suffolkobservatory.info](http://www.suffolkobservatory.info)

