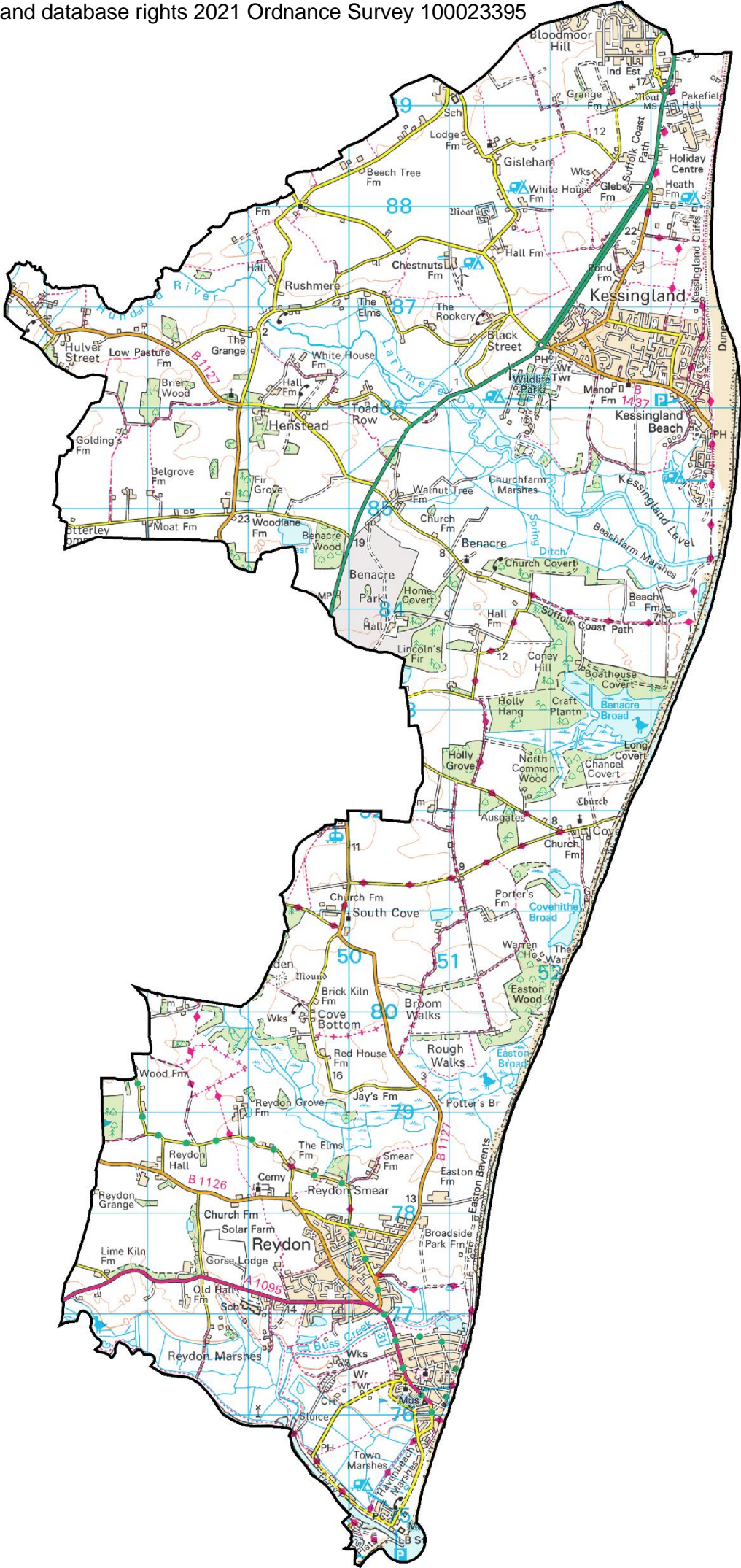


KESSINGLAND & SOUTHWOLD

ELECTORAL DIVISION PROFILE 2021

This Division comprises Kessingland Ward in its entirety and parts of Southwold, Carlton Colville and Wrentham, Wangford & Westleton Wards

www.suffolkobservatory.info



CONTENTS

- Demographic Profile: Age & Ethnicity
- Economy and Labour Market
- Schools & NEET
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- Health
- Crime & Community Safety
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- 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

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 maps, 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 population, children and young people, health and social care, housing, crime and community safety, deprivation, economy and employment and environment. All areas of the county are covered, right down to district, electoral division, ward and parish level, with information easily accessible in a variety of formats. You can also build your own reports for custom areas.

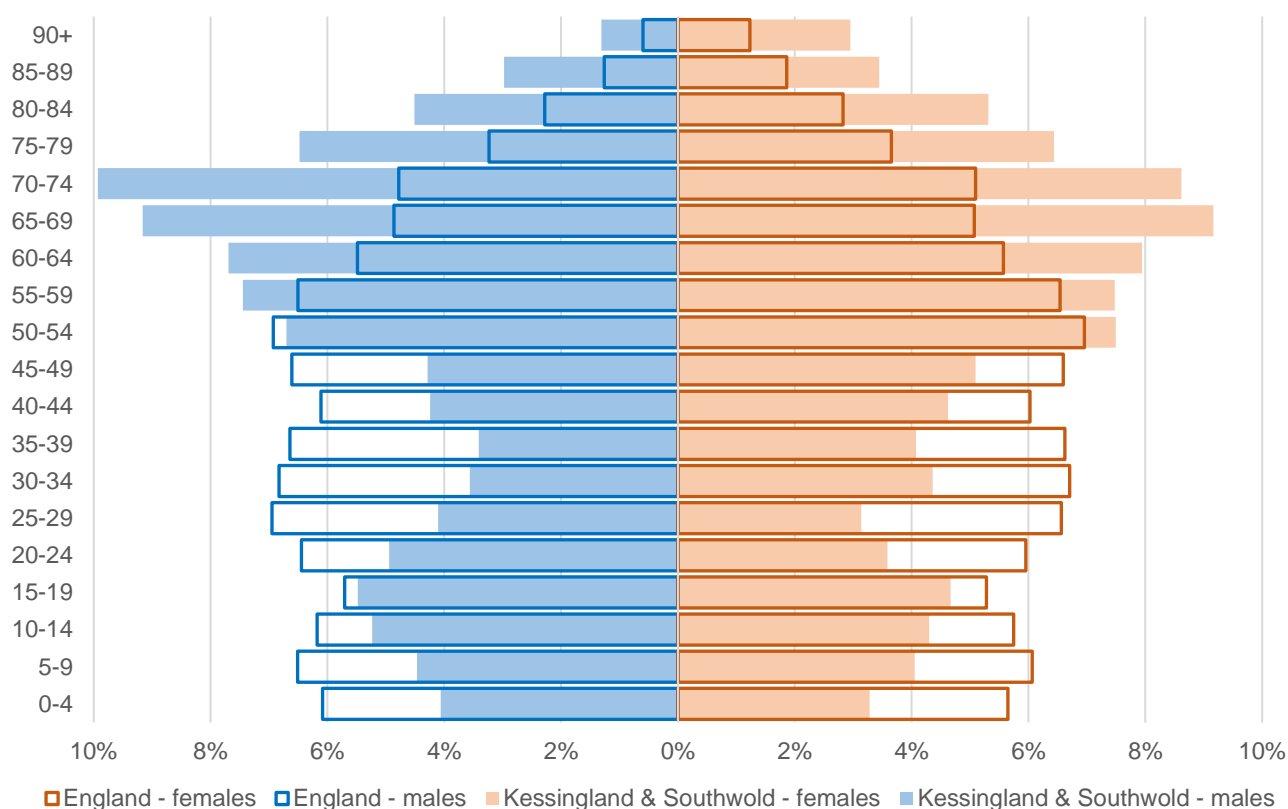
Technical Notes:

1. Where electoral divisions do not exactly match the boundaries at which the data is available (e.g. ward, Output Area or Lower Super Output Area), 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. Where possible we have used the most recent district boundaries for comparison purposes, but in some cases it has been necessary to use the pre-2019 districts.

DEMOGRAPHIC PROFILE - AGE

In mid-2019, the population of Kessingland and Southwold stood at 9,342, an increase of 0.4% since the 2011 Census. The age structure of the component wards and the division as a whole is set out below.

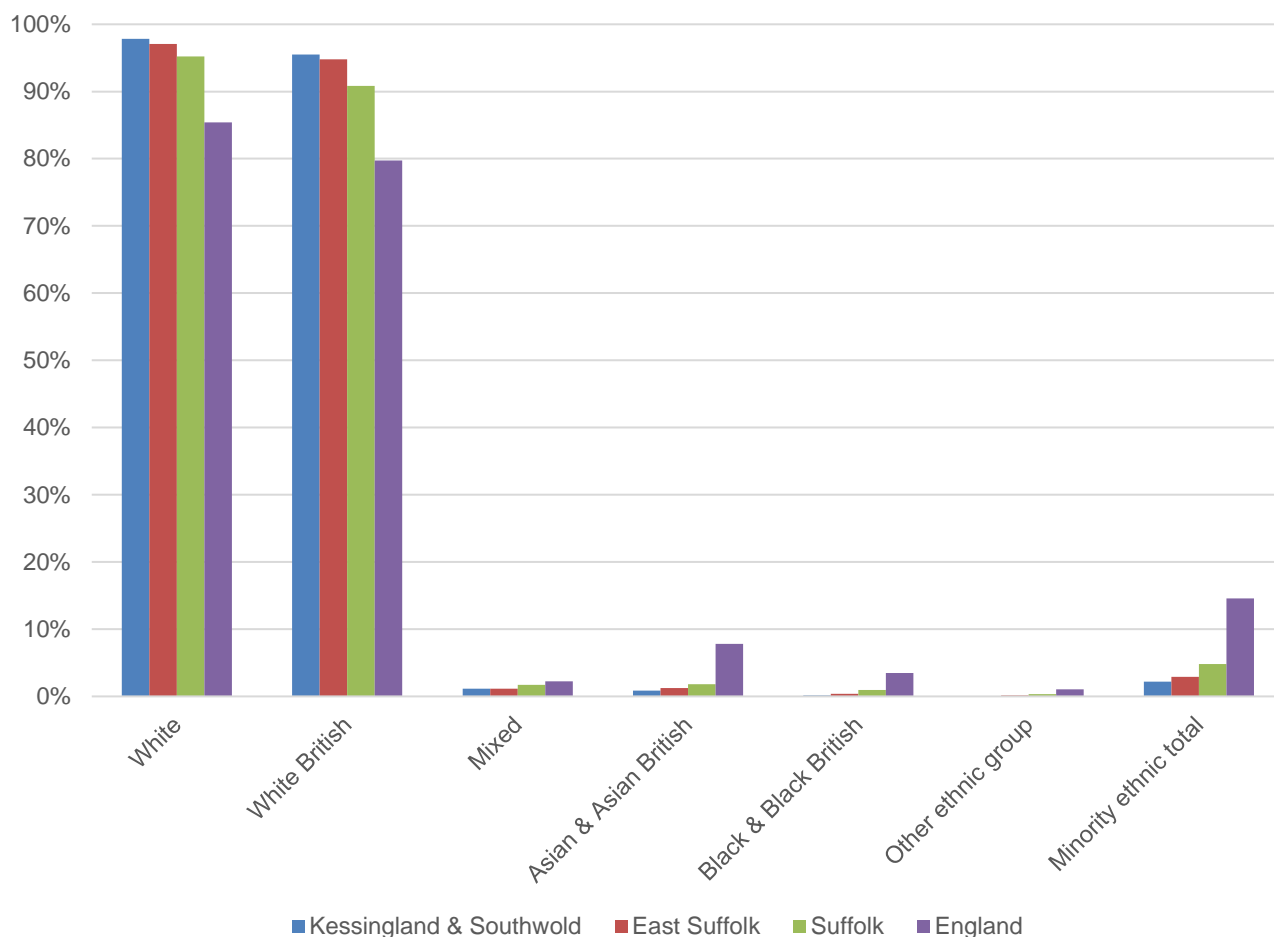
	Kessingland and Southwold Division	Kessingland	Southwold	Carlton Colville	Wrentham, Wangford & Westleton
All Ages	9,342	4,342	3,666	806	528
0-4	341	163	114	41	23
5-9	397	182	134	57	24
10-14	443	197	143	76	27
15-19	472	196	195	50	31
20-24	395	169	173	31	22
25-29	336	203	73	40	20
30-34	372	197	118	44	13
35-39	351	166	121	42	22
40-44	415	207	133	46	29
45-49	440	226	126	57	31
50-54	665	305	243	69	48
55-59	697	321	277	57	42
60-64	731	351	288	30	62
65-69	856	388	370	55	43
70-74	863	415	355	50	43
75-79	603	266	277	30	30
80-84	461	195	237	18	11
85-89	301	120	167	<10	<10
90+	203	75	122	<5	<5



- The age pyramid for Kessingland and Southwold shows a far higher than average proportion of people aged 55 and over.

- The most common age group in Kessingland and Southwold is 70-74-year-olds, followed by 65-69-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 20–49-year-olds, as well as children under 15 years of age.

ETHNICITY

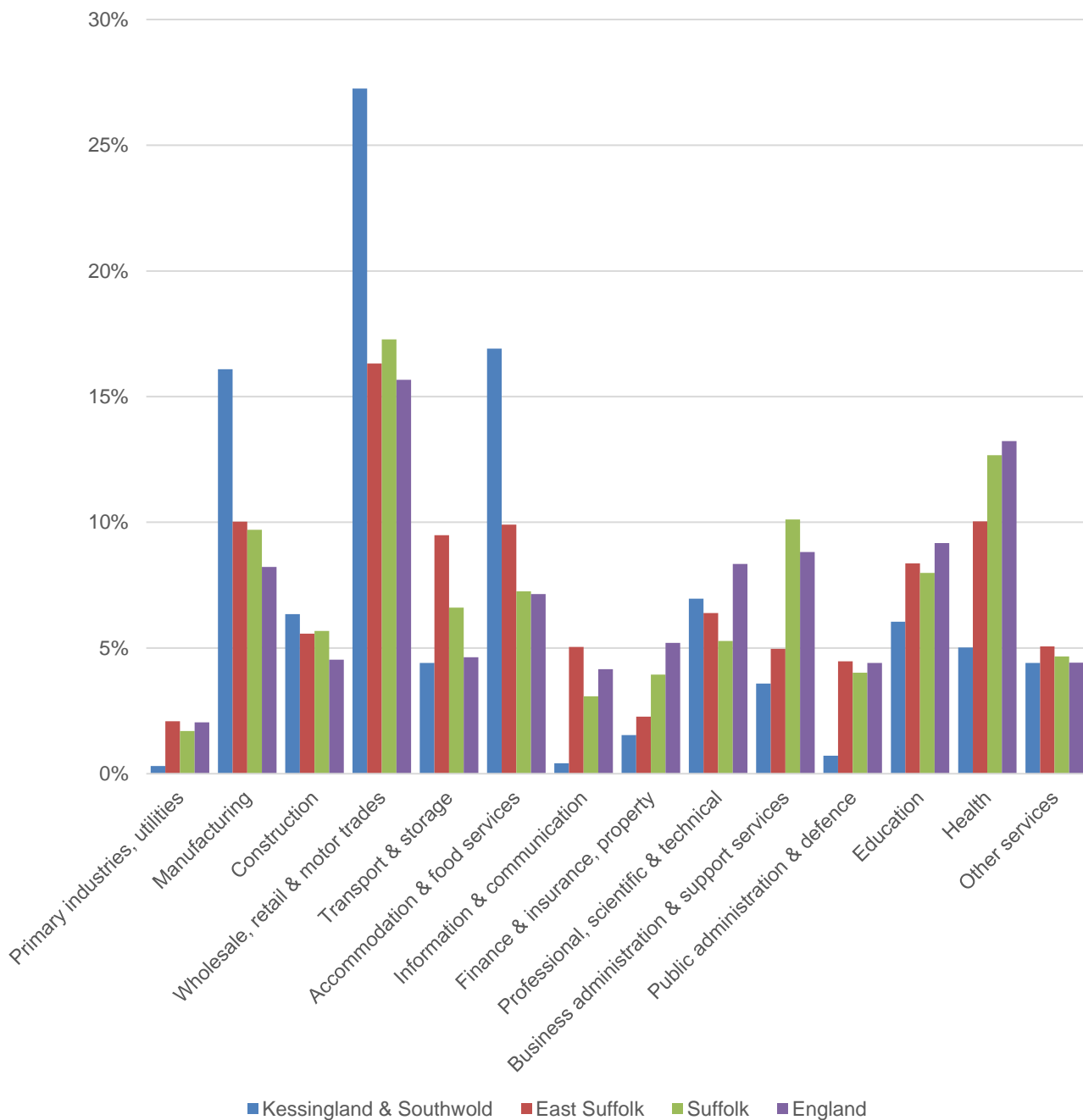


- According to the latest data (2011 Census), 97.8% (9,101) of the population of Kessingland and Southwold are white, a similar proportion to the district average.
- There are 203 (2.2%) people of minority ethnic origin in the division, somewhat below the East Suffolk average.
- Kessingland and Southwold has a similar diversity profile to East Suffolk 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		Total minority ethnic population	
	Count	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Kessingland & Southwold	9,304	9,101	97.8	8,887	95.5	106	1.1	78	0.8	12	0.1	7	0.1	203	2.2
East Suffolk	239,552	232,565	97.1	227,040	94.8	2,728	1.1	2,991	1.2	925	0.4	343	0.1	6,987	2.9
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			85.4		79.8		2.3		7.8		3.5		1.0		14.6

ECONOMY

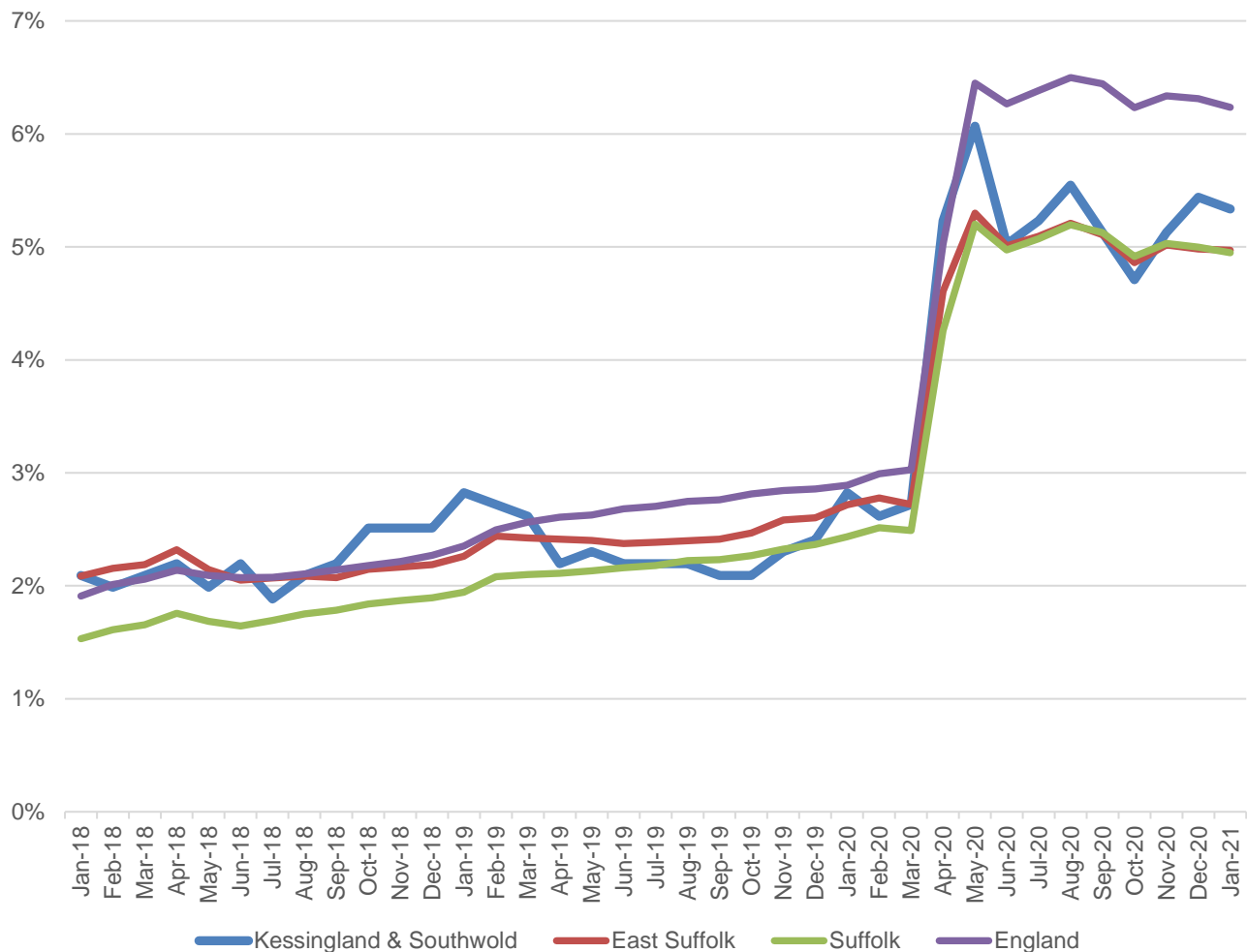
There are 4,700 people employed in Kessingland and Southwold.



- The key employment sectors in Kessingland and Southwold are wholesale, retail and motor trades (27% of total employment in the division), accommodation and food services (17%) and manufacturing (16%).
- Accommodation and food services (this includes tourism-related employment such as hotels and restaurants) stands out as the proportion of employment in this sector is more than double 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

OUT-OF-WORK BENEFIT CLAIMANT RATE



- Kessingland and Southwold saw a sharp increase in claimants of out-of-work benefits in the first half of 2020 as a result of the COVID-19 pandemic.
- Historically, Kessingland and Southwold has a claimant unemployment rate similar to the East Suffolk, Suffolk and national average.
- In early 2021, 5.3% of the working age population (aged 16-64) in the division are claiming out-of-work benefits.

SCHOOLS

SCHOOL INFORMATION

Schools in the Division

Name	Phase	Academy Status	Average cohort size at:				Latest Ofsted	Latest Ofsted Date
			Foundation Stage (age 5)	KS2 (age 11)	KS4 (age 16)	KS5 (age 18)		
Carlton Colville Primary School	Primary	LA	60	58			Outstanding	29/11/2011
Kessingland CofE Primary Academy	Primary	AS	36	31			Good	10/12/2019
Reydon Primary School	Primary	AS	28	23			Good	23/02/2018
Southwold Primary School	Primary	AS	7	5			Requires improvement*	06/05/2016

Schools with catchments that overlap with the Division

Name	Phase	Academy Status	Average cohort size at:				Latest Ofsted	Latest Ofsted Date
			Foundation Stage (age 5)	KS2 (age 11)	KS4 (age 16)	KS5 (age 18)		
Brampton CofE Primary School	Primary	AS	11	13			Good*	05/07/2013
Pakefield High School	Secondary	AC			177		Requires improvement*	26/04/2018
Sir John Leman High School	Secondary	AC			237	92	Good	13/10/2016

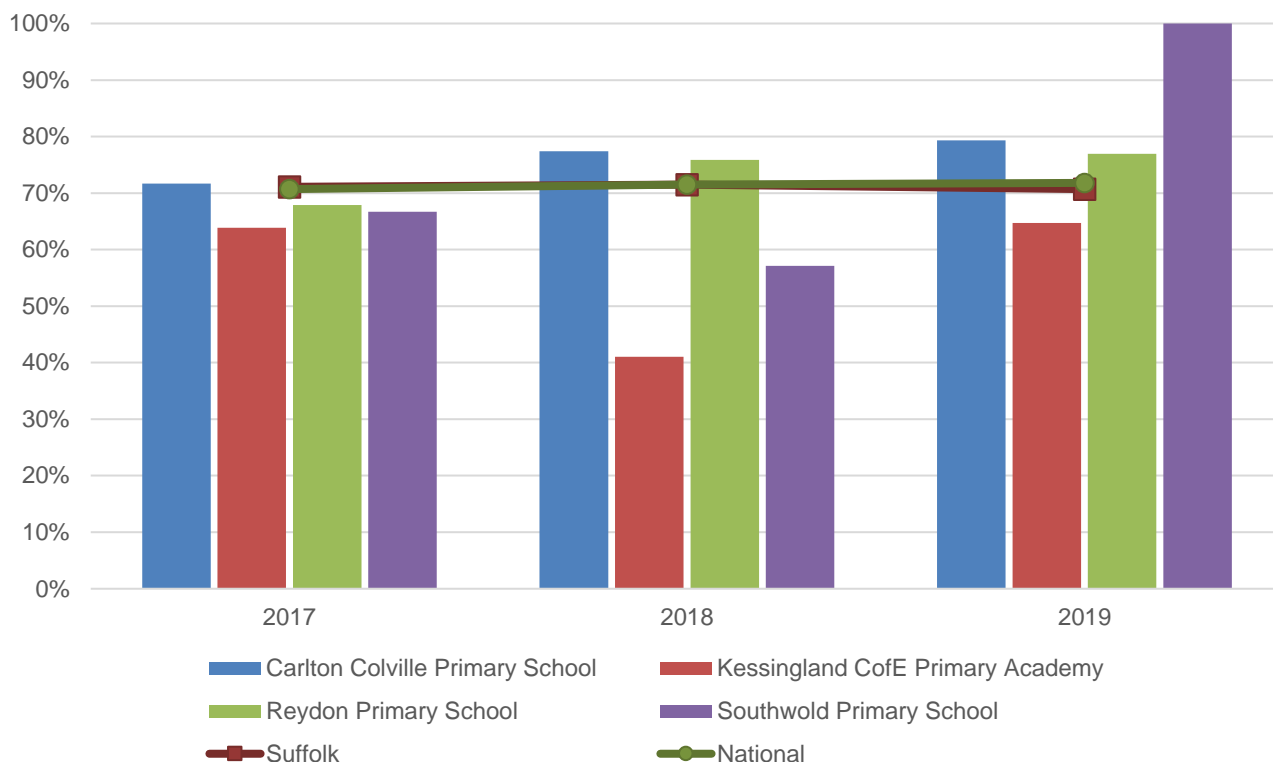
Academy Status key: AS = Academy Sponsored, AC = Academy Converter, LA = LA Maintained, F = Free

*The latest full inspection judgement does not relate to the current school

SCHOOL ATTAINMENT

Foundation Stage Profile (reception)

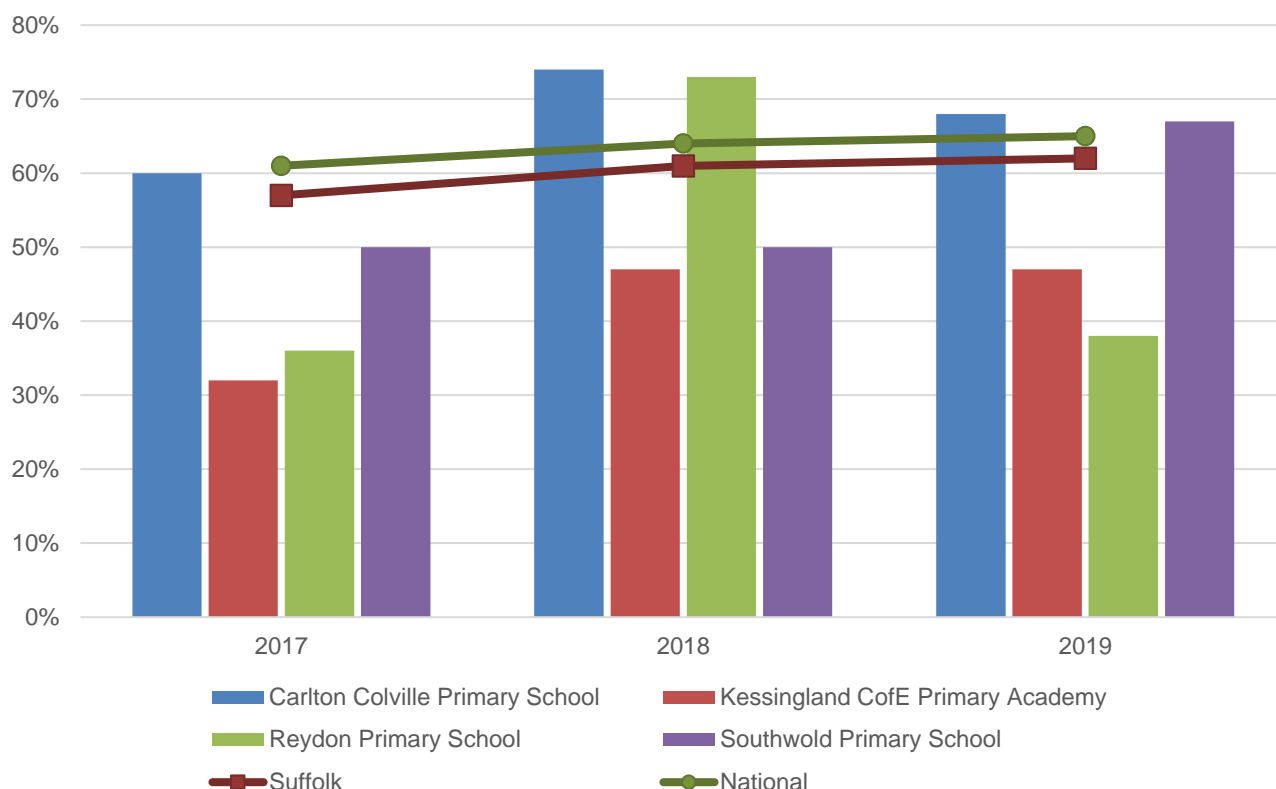
% pupils achieving Good Level of Development (GLD)



- There are four schools providing Foundation Stage education in Kessingland and Southwold division. Attainment levels have fluctuated over the last three years of available data.
- Carlton Colville Primary School is the only school in the division to have seen consistently above average Foundation Stage attainment during this period. Attainment at the school has also steadily increased year on year.
- Foundation Stage attainment at Kessingland Church of England Primary Academy has been consistently below average.
- Attainment at Reydon Primary School was above average in 2018 and 2019.
- 100% of pupils achieved a Good Level of Development at Southwold Primary School in 2019, a strong increase on the previous two years.

Key Stage 2 (age 11)

% pupils achieving the Expected Level or better in Reading, Writing and Mathematics



- Key Stage 2 attainment results have varied significantly between schools and from one year to the next over the last three years.
- Carlton Colville Primary School has seen consistently good attainment, above the Suffolk average in 2018 and 2019. The latest data shows that 68% of pupils achieved the expected level or better in reading, writing and mathematics compared to 62% across the county and 65% nationally.
- Attainment at Southwold Primary School was below average in 2017 and 2018 but much improved in 2019.
- 73% of KS2 pupils at Reydon Primary School achieved the expected level or better in reading, writing and mathematics in 2018, but the school saw much lower attainment in 2017 and 2019.
- Kessingland Church of England Primary Academy has seen consistently below average KS2 attainment.

Key Stage 4 (GCSE) (age 16) and Key Stage 5 (A Level) (age 18)

There are no Upper Schools located within the division.

NEET % (NOT IN EDUCATION, EMPLOYMENT OR TRAINING)

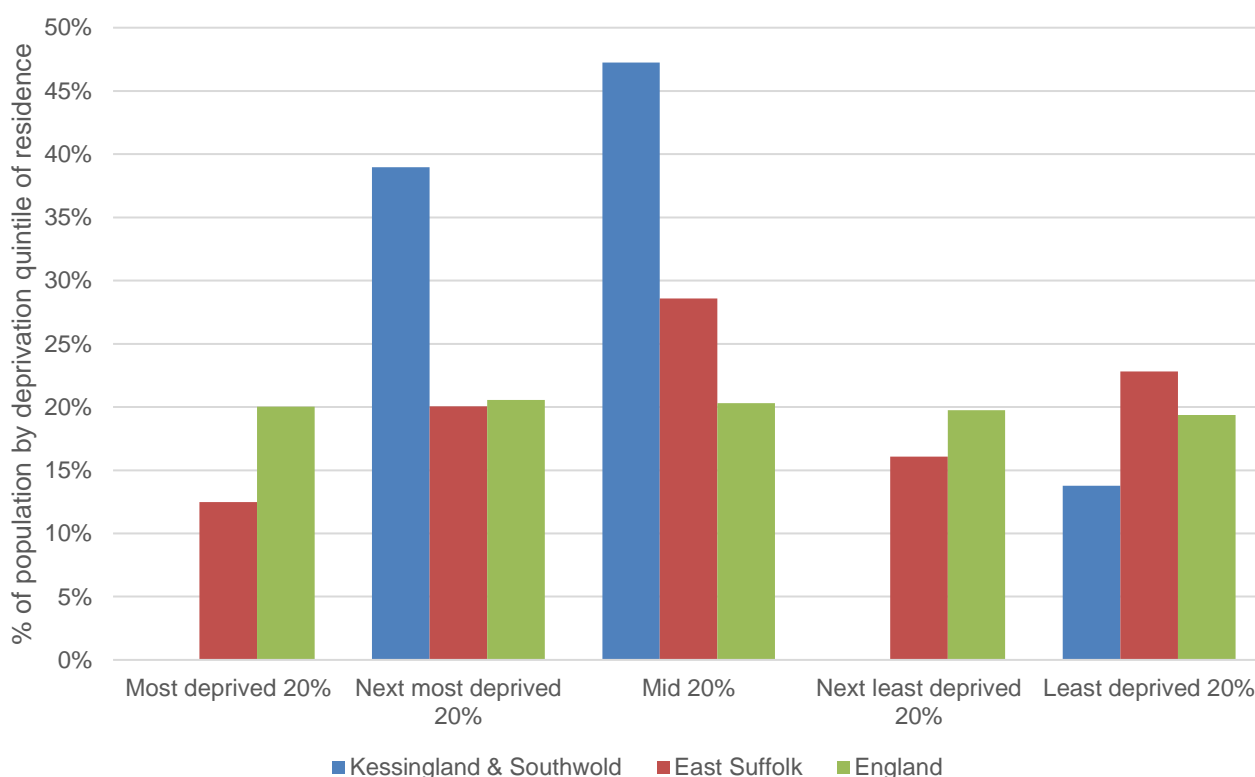


- In January 2021 1.9% of 16–18-year-olds in Kessingland and Southwold were classified as NEET (where current activity is known).
- NEET levels in Kessingland and Southwold tend to be below the county average but have undergone significant fluctuations over the past three years.

INDEX OF MULTIPLE DEPRIVATION (IMD) 2019 (SEE MAP OVERLEAF)

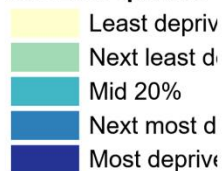
The IMD combines a number of indicators, chosen to cover a range of economic, social and housing issues, into a single deprivation score for each small area in England. This allows each area to be ranked relative to one another according to their level of deprivation. Small areas (Lower Super Output Areas, average population 1,700) are most commonly described as being in 1 of 5 quintile bands. The bottom quintile represents the 20% of areas that are the most deprived in England; these are shaded pale yellow on the map. The top quintile represents the least deprived areas in England and is shaded dark blue.

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.

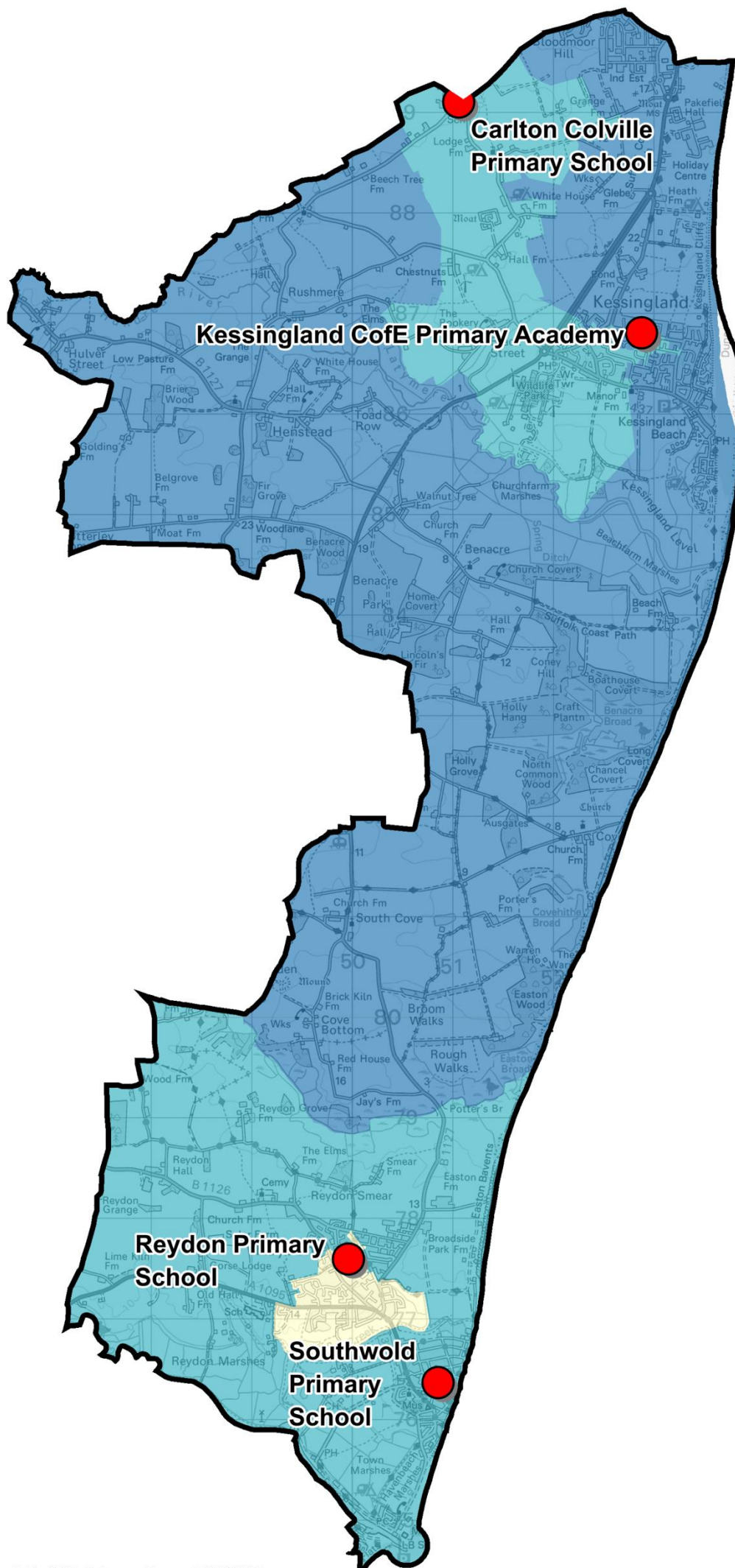


- The IMD 2019 shows that relative deprivation levels in Kessingland and Southwold are quite varied, with parts of the division among the least deprived 20% nationally but also in the most deprived 40%.
- Around half of the population of the division live in areas with average deprivation levels (the mid-20% in England).
- 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.

IMD 2019 quintile



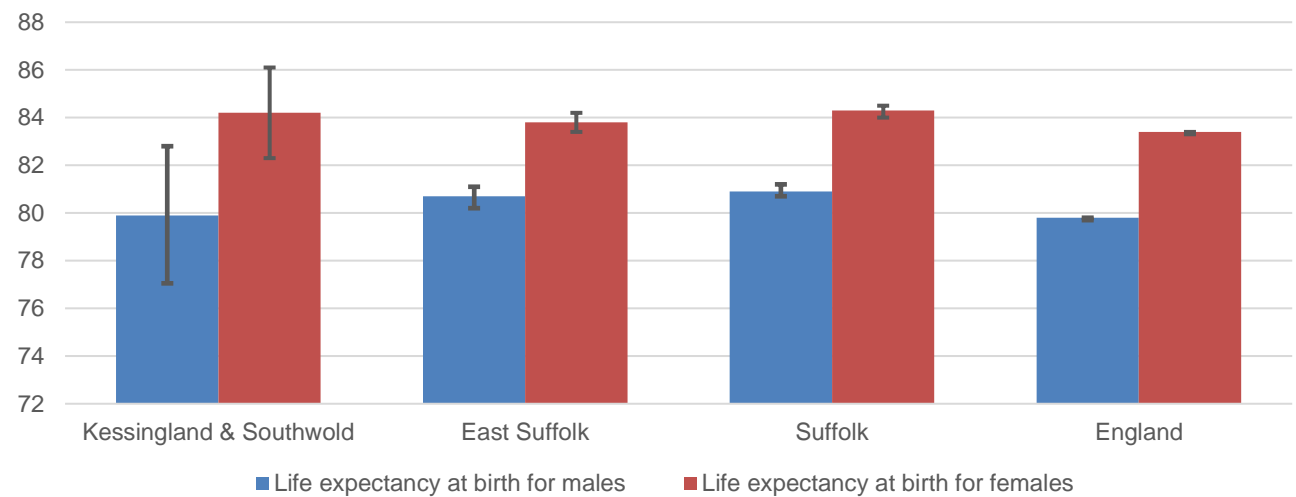
School Type



HEALTH

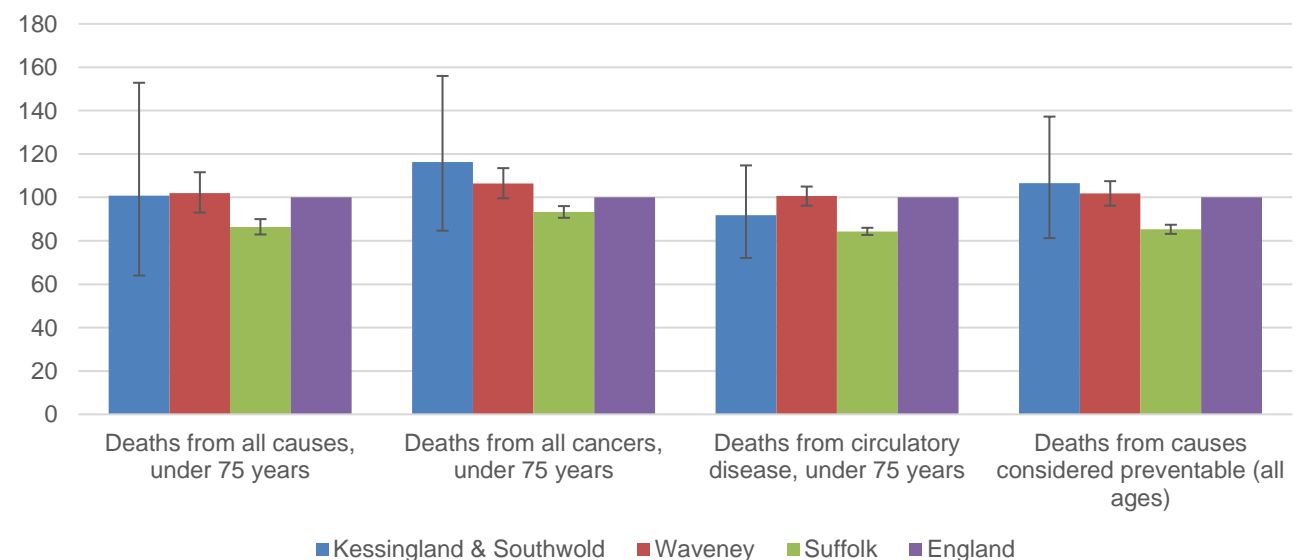
The local data used here is based on relatively small numbers. The confidence limits provide an indication of the reliability of the data. The 95% confidence intervals utilised on the chart provide a range within which there is 95% chance of the true result lying.

LIFE EXPECTANCY AT BIRTH



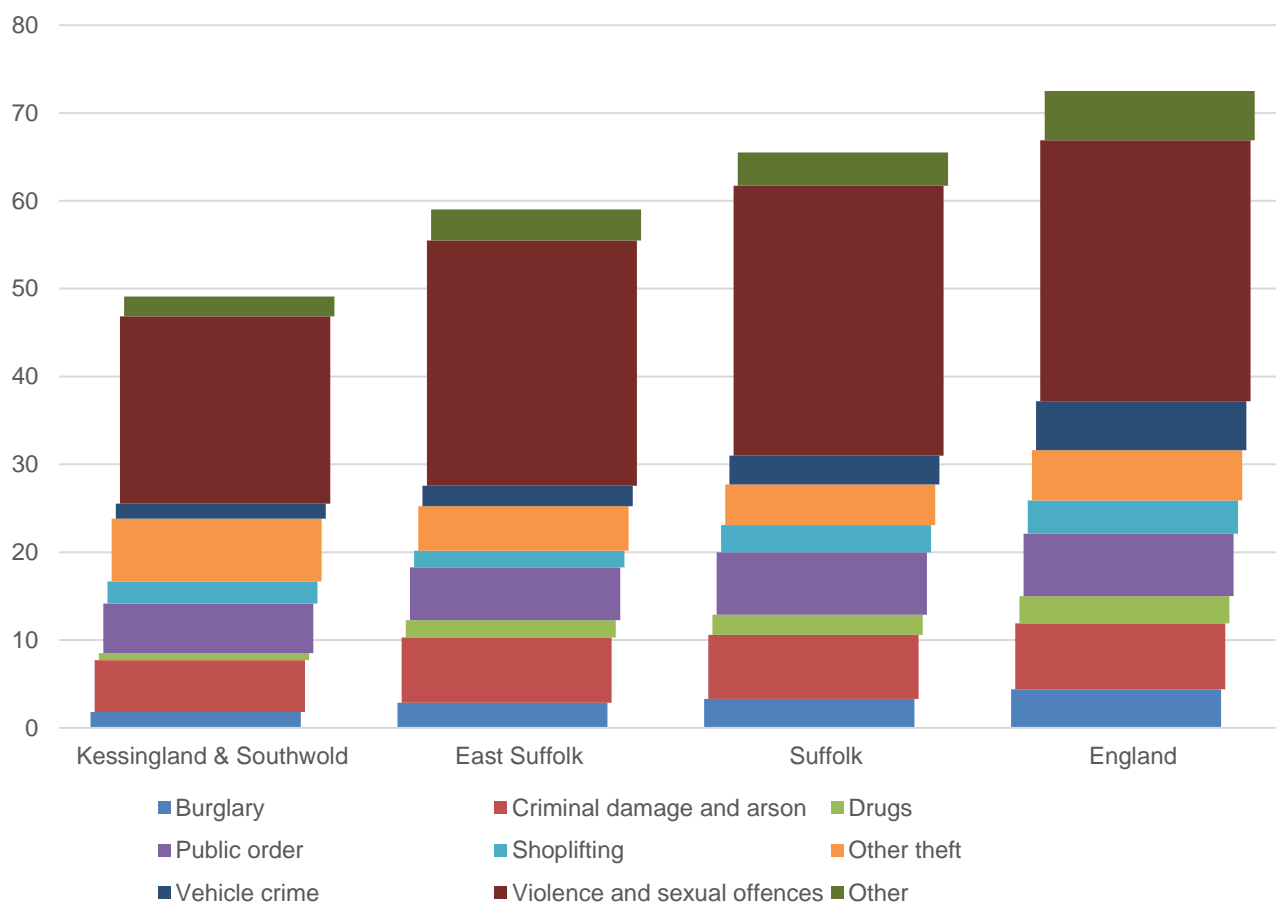
- Estimated life expectancy at birth for women in Kessingland and Southwold is above the East Suffolk, Suffolk and England averages.
- Life expectancy for women is just over 84, around 1.5 years higher than the England average.
- Life expectancy for men in the division is estimated at 79.9, while nationally it is 79.8.

DEATHS, UNDER 75 YEARS, STANDARDISED MORTALITY RATIO



- Rates of deaths from all causes are relatively high in Kessingland and Southwold, generally similar to or above the district, county and national average.
- The standardised mortality ratio data shown here means that for every 100 early deaths from all causes across England as a whole, there are an estimated 101 comparable deaths in Kessingland and Southwold. The confidence intervals around these data are wide due to the low numbers of deaths at local level.

CRIME & COMMUNITY SAFETY



- Crime levels in Kessingland and Southwold are below the East Suffolk, Suffolk and England averages.
- In the year to January 2021, there were around 49 recorded crimes per 1,000 residents in Kessingland and Southwold compared to 59 in East Suffolk and 66 across the county as a whole.
- Violence and sexual offences and other theft account for more than half of the crimes recorded in the division.

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 2019	ONS 2019 mid-year population estimates
	Population pyramid 2019	ONS 2019 mid-year population estimates
	Ethnicity 2011	ONS 2011 Census
Economy	Employment by broad industrial sector 2019	ONS Business Register and Employment Survey via NOMIS
Labour market	Claimant count: The number of people claiming Jobseeker's Allowance plus those who claim Universal Credit who are out of work (% 16-64 population) January 2018- February 2021	DWP via NOMIS
Education	School information and attainment 2017-2019	Suffolk County Council
	% 16-18-year-olds NEET (Not in Employment, Education or Training) 2017-2021	Suffolk County Council via the Suffolk Observatory
Deprivation	Index of Multiple Deprivation 2019	Ministry for Housing, Communities and Local Government
Health	Life expectancy at birth 2013-2017	Public Health England
Health	Standardised mortality ratio for deaths from all causes, cancer and circulatory disease, (aged under 75), and death from causes considered preventable (all ages), 2013-2017. 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 February 2020 to January 2021	Data.police.uk via the Suffolk Observatory

For more data and information about Kessingland and Southwold Electoral Division, see the Suffolk Observatory www.suffolkobservatory.info

