



# Ward Member Infopack

## Shipdham with Scarning Ward



Councillor Paul Hewitt



Councillor Lynda Turner

Produced by: Corporate Improvement & Performance Team

May 2015

# Supporting Breckland to develop and thrive

## outcomes



## critical activities

### CA1

Develop and implement a local planning and development structure that achieves substantial and continued growth

### CA2

Work towards delivery and maintenance of a 5 year housing supply

### CA3

Adopt an integrated approach to area and place based development to deliver significant growth with full community involvement

### CA4

Support groups and organisations to provide a range of local facilities within their communities which further improve learning opportunities, community health and community wellbeing

### CA5

Work together with partners and local communities to improve the quality of public spaces to be cleaner, greener and safer

### CA6

Work with our partners to reduce and prevent crime and antisocial behaviour and protect and community and environment

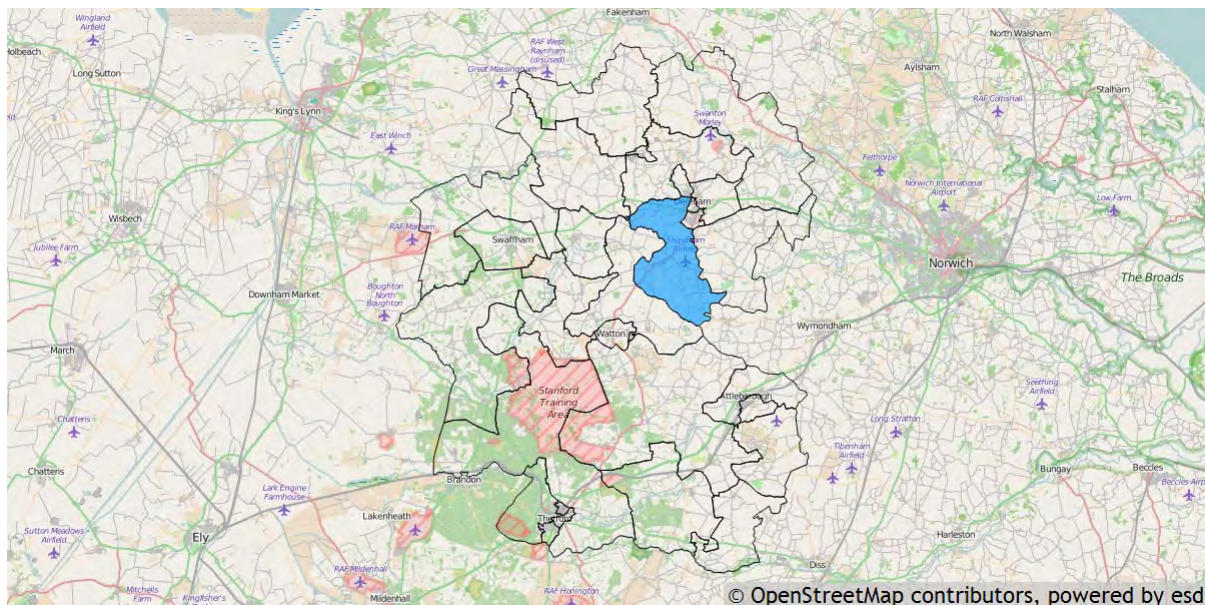


## Shipdham-with-Scarning Ward

### About our Place

#### Corporate Priority – ‘Supporting Breckland to Develop and Thrive’

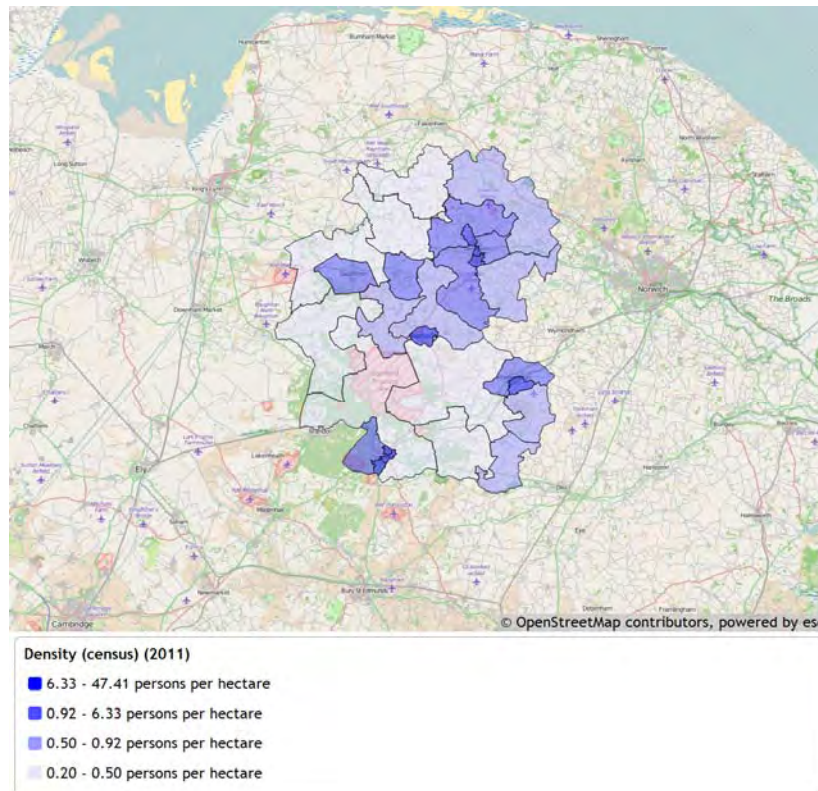
This section presents information about the place that is Shipdham-with-Scarning Ward. It covers the geographical area, its housing mix and properties, population density, the local environment and community safety.



Shipdham-with-Scarning is one of the 27 wards of Breckland. It has an area of 5,344 hectares which represents 4.09% of the total area of Breckland District.

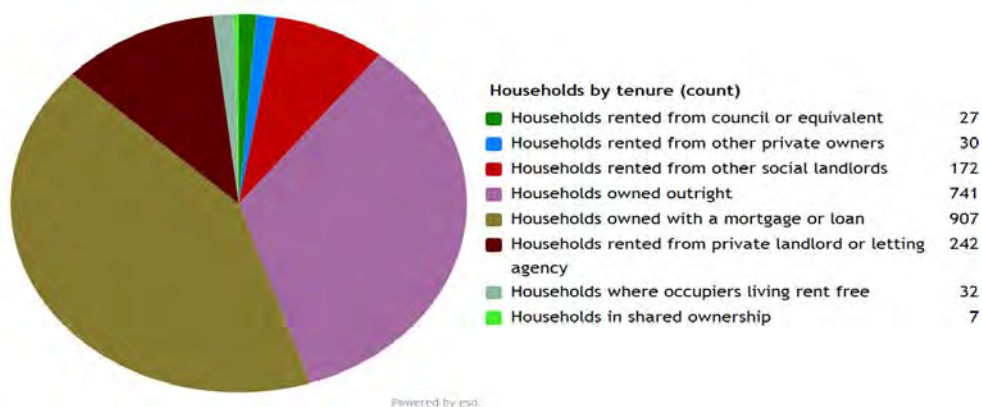
## Population Density

Shipdham-with-Scarning Ward has an average of 1.01 persons per hectare, compared to an average 1.00 persons per hectare across the entire Breckland District. Shipdham-with-Scarning is ranked 12 out of 27 wards in Breckland.



## Households

Shipdham-with-Scarning Ward has 2,223 households, compared to Breckland's 58,021 households. The household split by tenure is shown below.



The largest number of households live in 'Number of all households - Owned with a mortgage or loan' accommodation with 42.0% of the Ward's households. That compares with 31.7% for the District as a whole, 29.7% for Norfolk County and 34.7% for the whole of East of England.

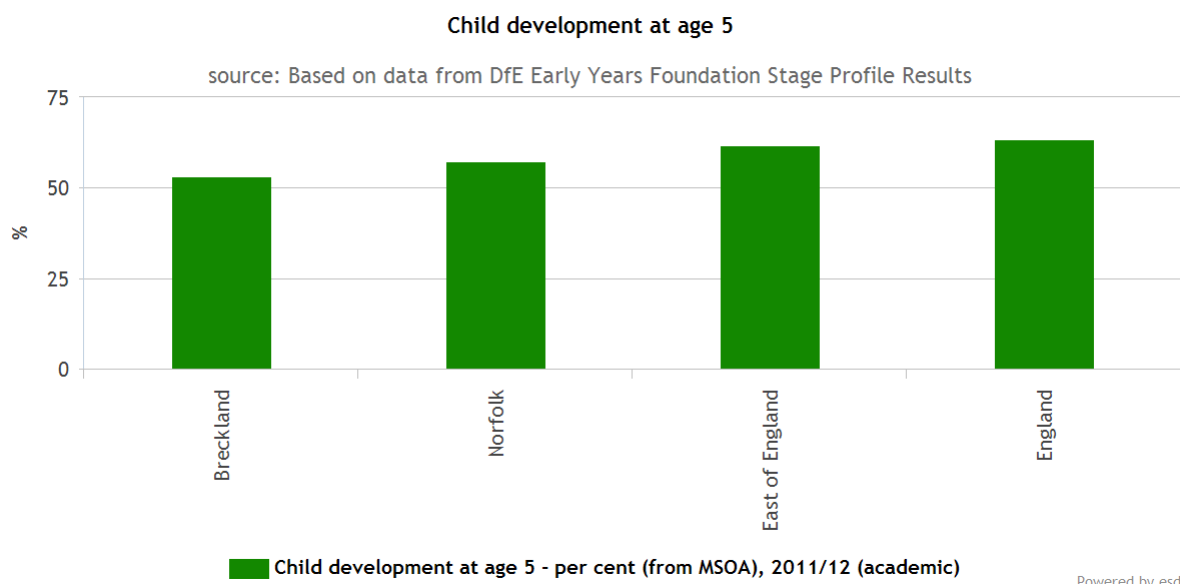
The second largest number of households lives in 'Percentage of all households - Owned with a mortgage or loan' accommodation with 34.3% of the Ward's households. That compares with 37.0% for the District as a whole, 37.2% for Norfolk County and 32.9% for the whole of East of England.

There are 1.3% of 'households rented from council or equivalent' with 8.0% of 'households rented from other social landlords'. That compares to an average for the District as a whole of 2.4% for Council rented properties and 11.4% for other social landlords.

Average household size in Shipdham-with-Scarning Ward is 2.49 people per household, compared to 2.30 people per household in Breckland District. The Average number of bedrooms per household is 2.90 bedrooms per household in Breckland, due to the recent boundry changes it is not possible to calculate at ward-level at present.

The Ward has 227 households with dependent children aged 0 to 4, representing 10.52% of the Ward's households. 668 households in the Ward have 'Dependent children in household: All ages', representing 30.95% of the Ward's households.

The percentage of children assessed as having a good level of development at the age of 5 in Breckland is 53.2. This compares with 57.3% for Norfolk, 61.6% for the East of England region and 63.5% for England.

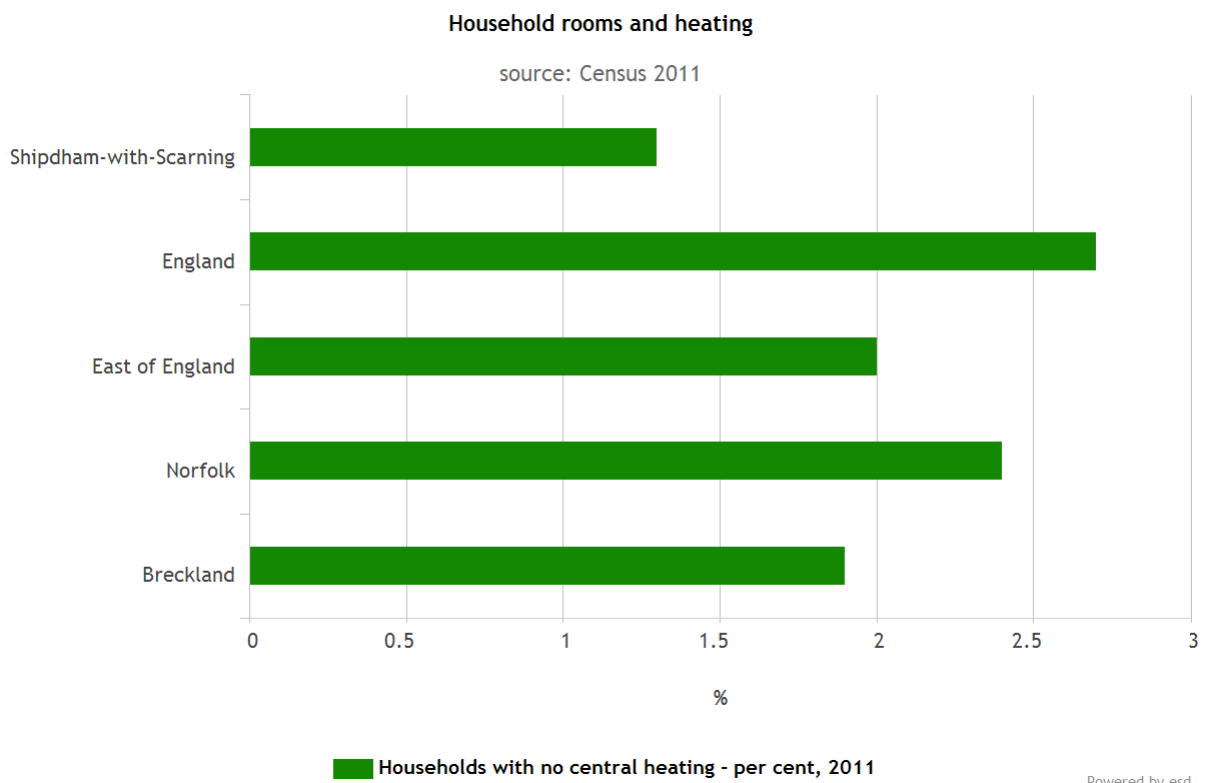


## Heating and Overcrowding

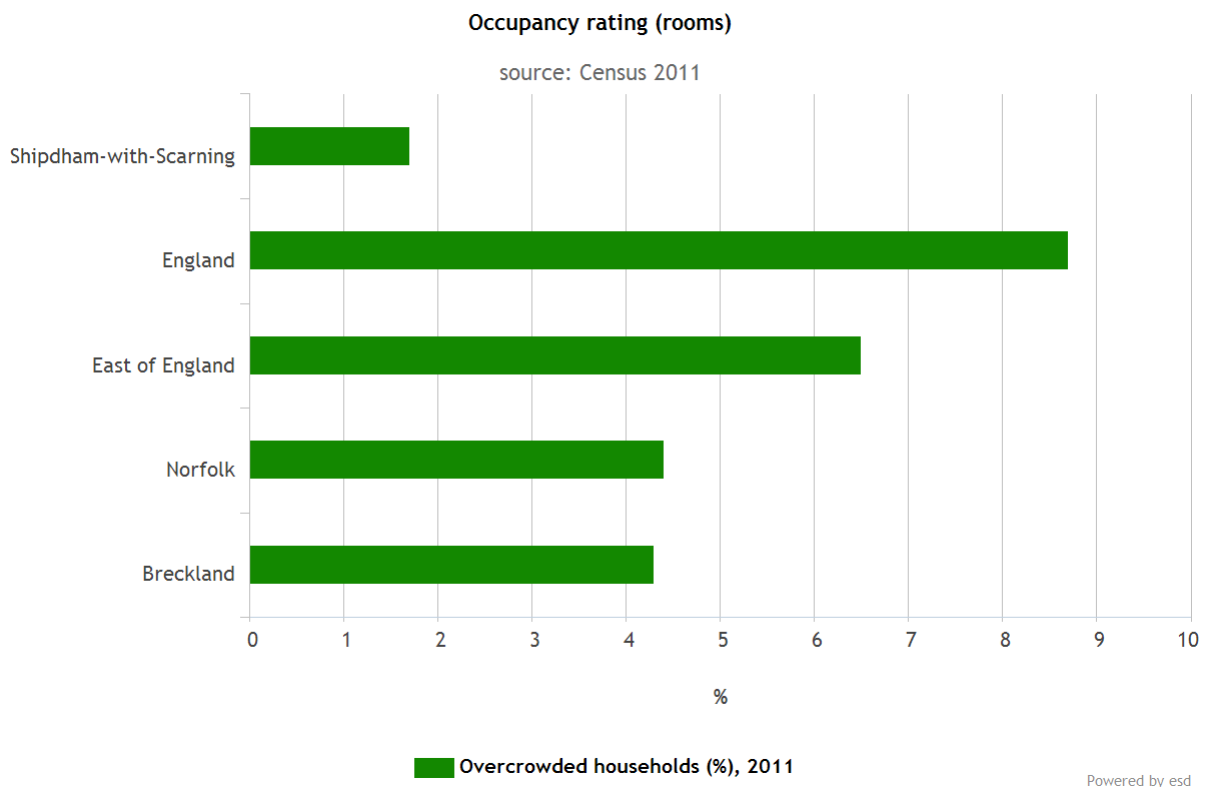
The table below shows that 1.3% of households in Shipdham-with-Scarning Ward have no central heating, compared to 1.9% across the Breckland District. 1.7% of households are overcrowded, compared to 4.3% in the rest of the District.

	Shipdham-with-Scarning	Breckland	Norfolk	East of England	England
	2011	2011	2011	2011	2011
	%	%	%	%	%
Households with no central heating (%)	1.3	1.9	2.4	2.0	2.7
Overcrowded households (%)	1.7	4.3	4.4	6.5	8.7

## Households with No Central Heating %



## Overcrowded Households %



## Pensioners who live alone

Within Shipdham-with-Scarning 22.5% of pensioners live alone, or 223 people. This compares with 26.5% for the Breckland, and 30.0% for the East of England. Within Breckland, All Saints and Wayland has the lowest proportion of pensioners living alone at 20.4 per cent. Thetford Burrell has the highest proportion at 35.4 per cent. In terms of actual numbers, Launditch has the lowest number of pensioners living alone at 130 and Swaffham the highest at 660.



## References

This report was generated using data from:

[Experian; Mosaic Public Sector](#)

[Office for National Statistics; Census 2011](#)

[Public Health England; Based on data from DfE Early Years Foundation Stage Profile Results](#)

# Providing the **right services** at the **right time** and in the **right way**

## outcomes



## critical activities

### CA7

Ensure that Council services are accessible, customer friendly and responsive to residents and business needs

### CA8

Develop the Council's transformation programme and work with partners to drive through efficiencies and achieve resilience

### CA9

Develop and implement a commercial approach in a consistent way to secure our financial position by exploring opportunities to increase income

### CA10

Develop our organisation to be business ready, community focussed and partner of choice

### CA11

Develop and implement a strategy to develop staff to have the skills needed to drive the organisation forward

### CA12

Ensure that our regulatory services are consistent and effective, and that the Council is legally compliant





## Shipdham-with-Scarning

### About Our Services

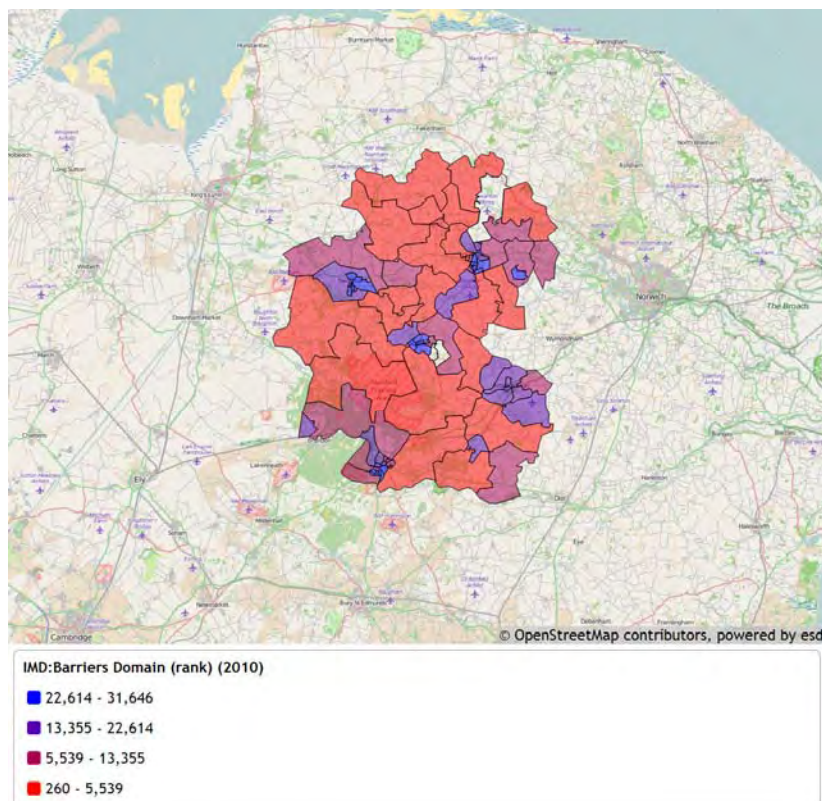
#### Corporate Priority - 'To provide the right services, at the right time and in the right way'

This section presents information about service provision, demand and accessibility in Shipdham-with-Scarning. It covers information about the Council's expenditure, as well as levels of benefit claims and digital exclusion.

#### Barriers to Housing and Services

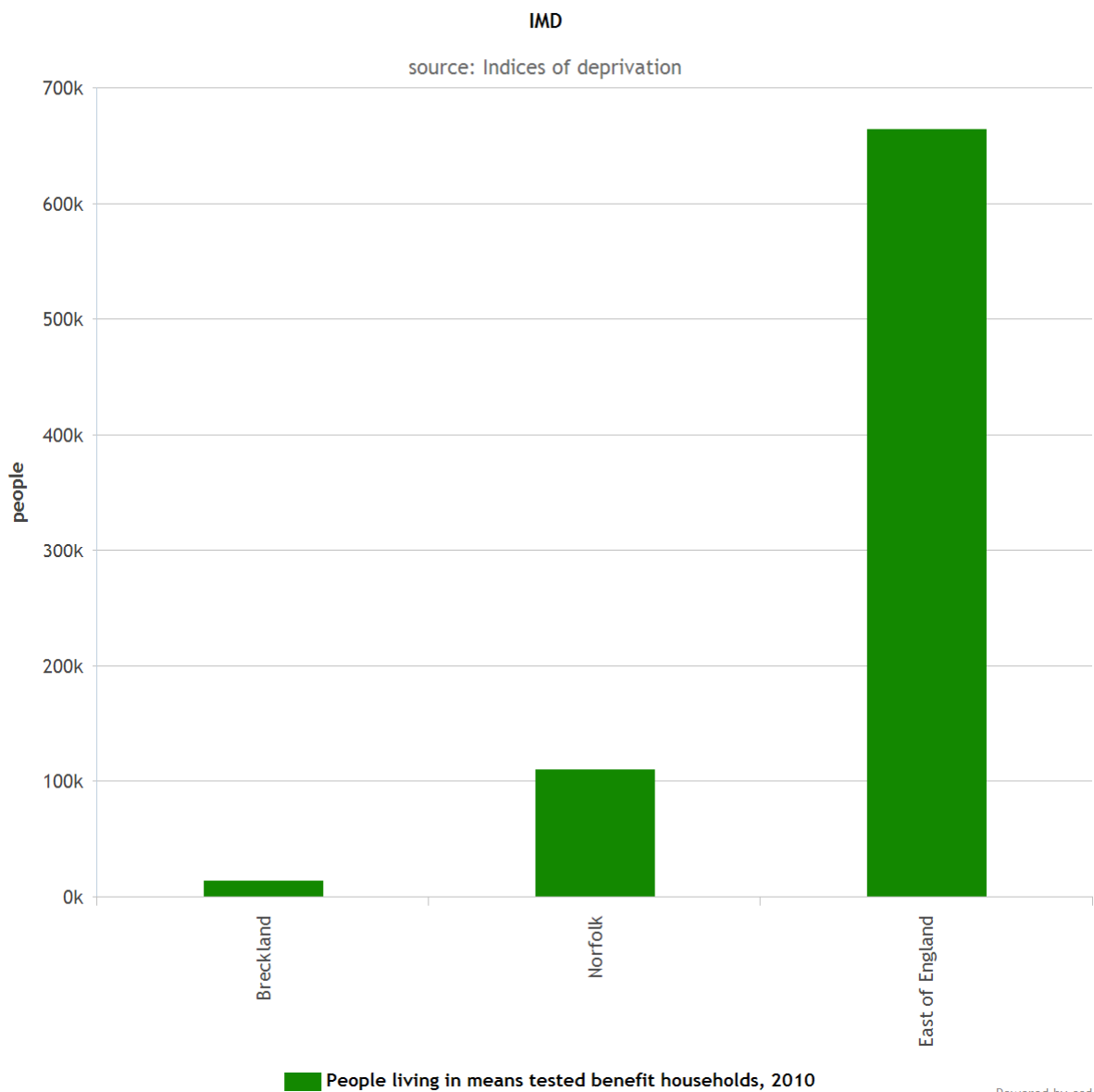
Barriers to Housing and Services consists of two sub-domains: 1) 'geographical barriers' which measures accessibility of shops, GPs, schools and Post Offices and 2) 'wider barriers' which includes issues relating to access to affordable housing.

The map shows deprivation by rank (1 - 32,482) with the higher ranks indicating areas that are less deprived and the lower ranks showing the more deprived areas in relation to barriers to housing and services.



## Income deprivation

This is the number of people living in in low income families reliant on means tested benefits. It is the income domain score for the Indices of Multiple Deprivation (IMD) 2010 and is a measure of deprivation in the area. The difference in deprivation between areas is a major determinant of health inequality in the UK. Many studies and analyses have demonstrated the association of increasingly poor health with increasing deprivation. For instance, all cause mortality, smoking prevalence, self-reported long standing illness are all correlated with deprivation. If deprivation inequalities decrease, health inequalities are likely to decrease also and can help reduce pressure on some council services. The number of people living in low income families in Breckland totals 14,681 which compares to 110,828 in Norfolk and 665,115 in the East of England.



## Digital Exclusion

Digital exclusion is the exclusion from accessing goods and services online, it is strongly linked to those with low income and poor health and causes further disadvantage.

The barriers around digital exclusion include:

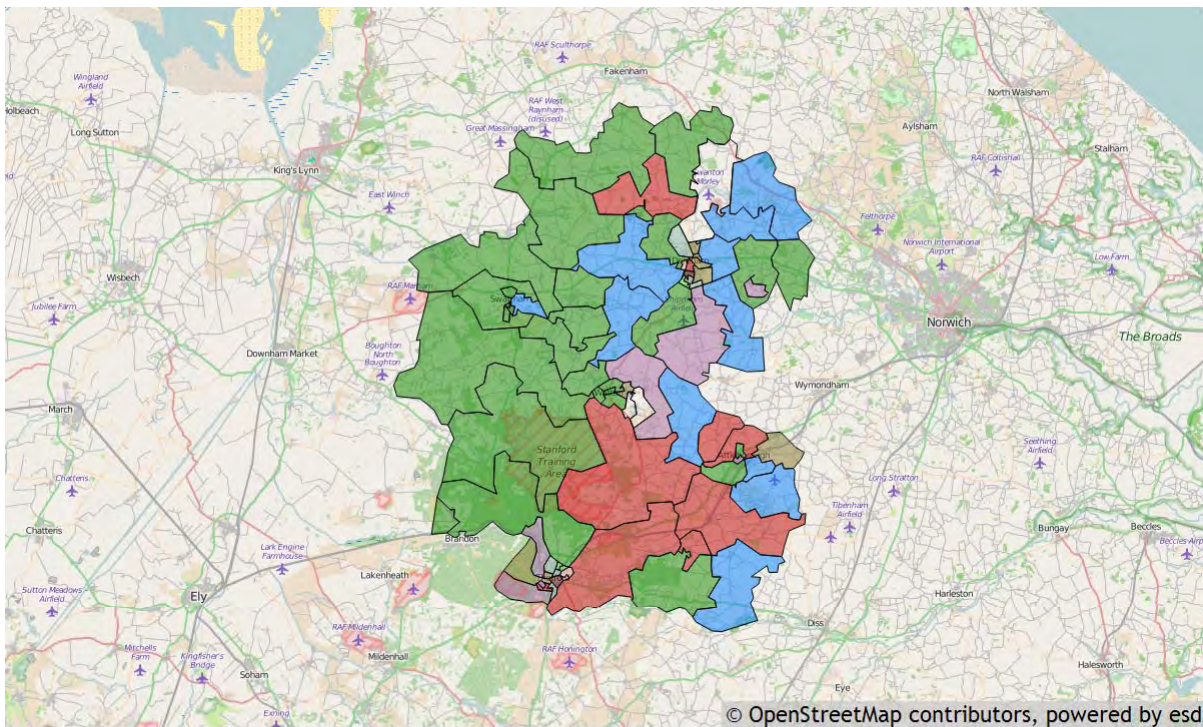
Connectivity - access to the internet.

Accessibility - meeting all users' needs, including those dependent on assistive technology.

Digital skills - ability to use computers and the internet.

Digital inclusion is about reducing exclusion, making sure that people are able to use the internet in order to access services that can benefit them day to day – this is vital for both individuals and organisations.

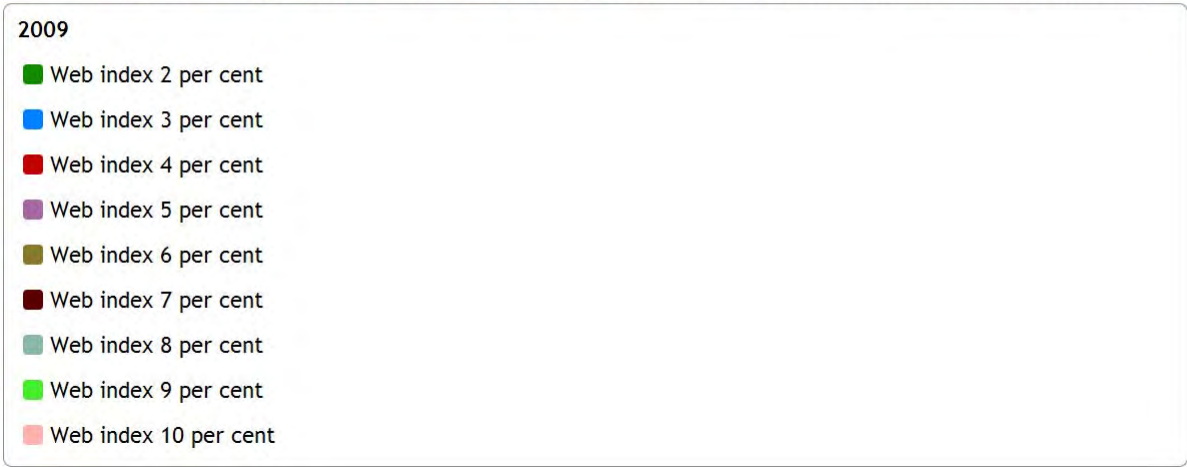
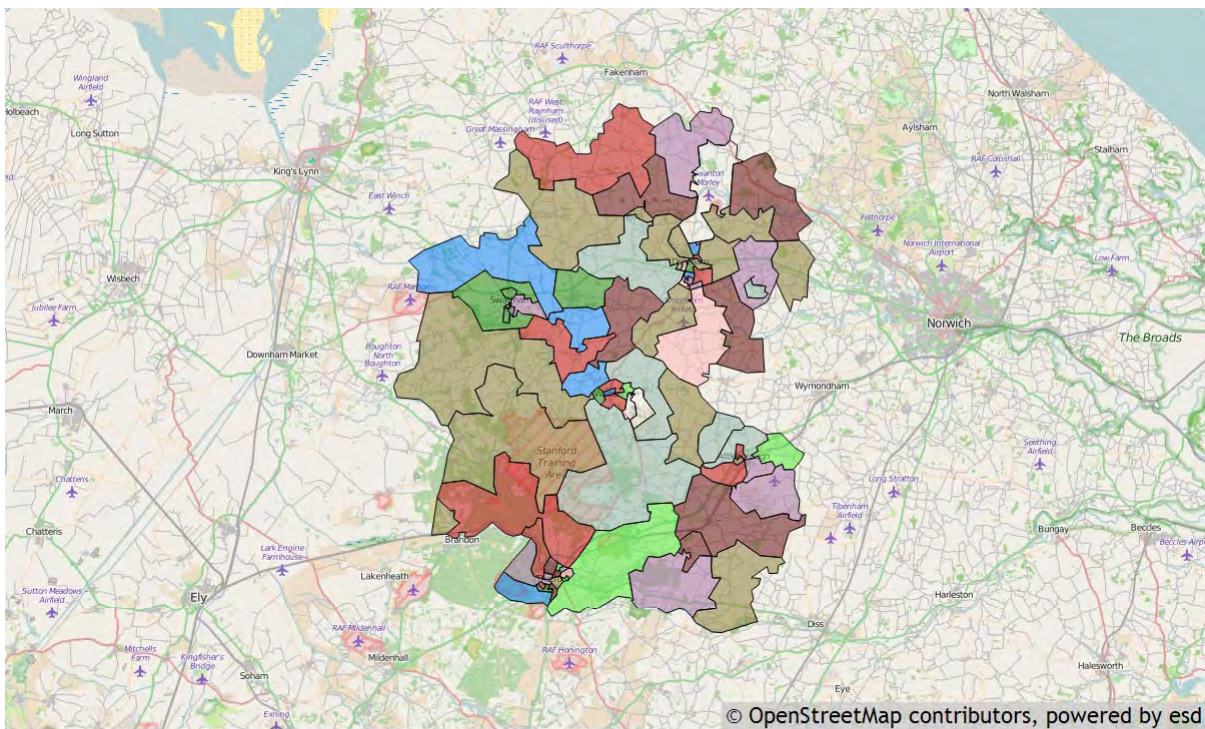
The map below shows the likelihood of digital exclusion within the district, with decile 1 meaning there is a high probability for digital exclusion and decile 10 showing a low probability.



2009

- Digital exclusion dec. 1 per cent
- Digital exclusion dec. 2 per cent
- Digital exclusion dec. 3 per cent
- Digital exclusion dec. 4 per cent
- Digital exclusion dec. 5 per cent
- Digital exclusion dec. 6 per cent
- Digital exclusion dec. 7 per cent
- Digital exclusion dec. 9 per cent
- Digital exclusion dec. 10 per cent

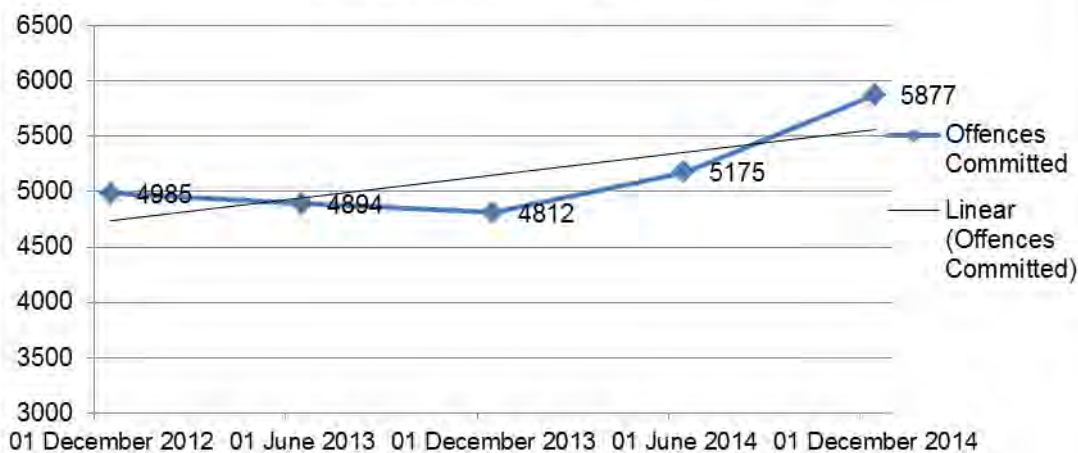
As a comparison, this map shows the attitude to using the web ranked 1-10 with the most negative attitudes rated as 1. Looking at the two maps, you can see that despite a high probability for exclusion, attitudes to using the web remain quite positive.



## Breckland Services Key Facts

- Breckland spent circa £63.8m in 2013/14 which is estimated to fall by 5.3% (£3.4m) in 2014/15.
- The Council spends just under £8 per head on cleaning the district.
- Fly tipping reduced by 13% by enforcing prosecutions which included 23 fixed penalty notices and 6 court prosecutions
- Asset Management maintained a 97.25% occupancy level in the Council's Commercial Property Portfolio (a large source of income for the Council with properties having a book value of over £56m)
- Licensing achieved above target and inspected 100% of taxis in the district
- Environmental Health helped to ensure 97.3% of food businesses were rated 3 stars or above
- Housing received 68 homeless applications in 2014/15 and were above target for preventing and relieving homelessness
- 21 long term empty properties were reintroduced as affordable rent homes through the Restore Grant
- Reduced reported anti-social behaviour cases by 2,200 in 2014 compared to 2011 by working with partner agencies
- According to ONS statistics, the residents of Breckland rated themselves, on average, 7.53 out of 10 on a scale of happiness and 7.62 for Life Satisfaction which compares to the UK average of 7.32 and 7.46 respectively

### Total Offences Committed

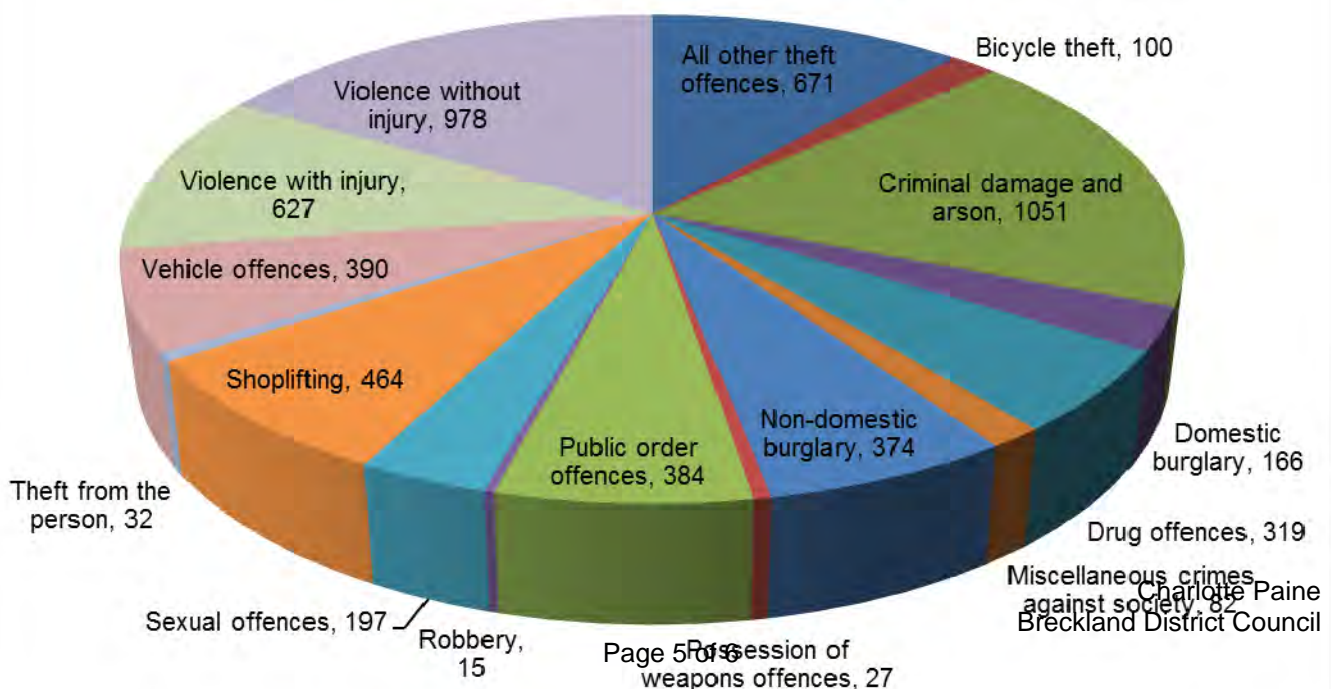


### Crime

Statistics from ONS show that reported crime, which was reducing, is on the increase and peaked at 5877 in December 2014. However, Breckland is 4<sup>th</sup> in terms of lowest levels of reported crime in Norfolk.

The pie chart below shows the types of crimes that are reported.

### Types of Offences



## Breckland District Council Rates 2015-16

The Council Tax you pay helps support a wide range of services provided by:

- Norfolk Police – “enhancing the quality of life for all residents in Norfolk”
- Norfolk Fire Service – “making Norfolk a safer place”
- Norfolk County Council - Children’s Services, Community Services (including libraries), Environment, Transport and Development (including street lighting) and Public Health are a few of the services covered
- Town or Parish Council - each Town or Parish Council has different responsibilities
- Breckland Council - a few of the services covered include Environmental Health, Housing, Planning, support for local businesses, wheelie bin collection and street cleaning

Norfolk County Council froze its Council Tax at the same level as last year, the Norfolk Police & Crime Commissioner increased its Council Tax by 1.98%, Breckland set band D Council Tax at £69.03 for the year, the same level as 2014-15.

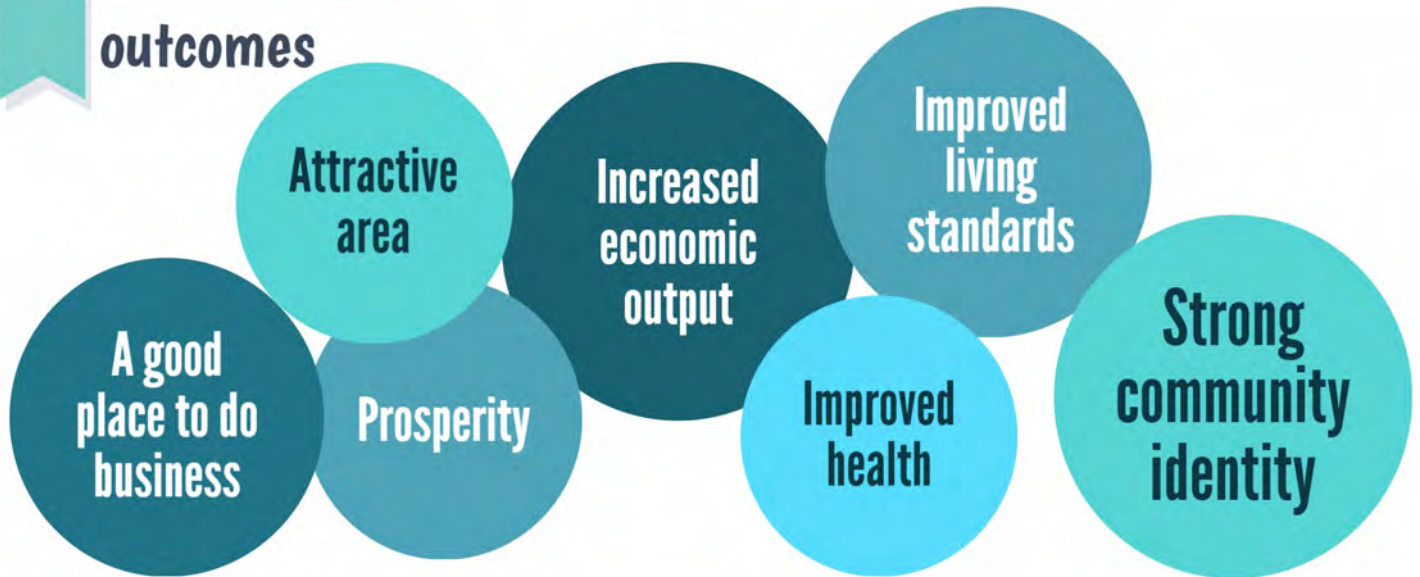
	A	B	C	D	E	F	G	H
Norfolk County Council	763.38	890.61	1017.84	1145.07	1399.53	1653.99	1908.45	2290.14
Norfolk Police and Crime	139.2	162.4	185.6	208.8	255.2	301.6	348	417.6
Breckland	46.02	53.69	61.36	69.03	84.37	99.71	115.05	138.06

### Council Tax for the Parishes of Shipdham with Scarning

Ward	Parish	A	B	C	D	E	F	G	H
Shipdham with Scarning	Shipdham	991.06	1,156.24	1,321.41	1,486.59	1,816.94	2,147.30	2,477.65	2,973.18
Shipdham with Scarning	Scarning	970.48	1,132.22	1,293.97	1,455.72	1,779.21	2,102.70	2,426.19	2,911.43
Shipdham with Scarning	Cranworth	973.87	1,136.18	1,298.49	1,460.80	1,785.42	2,110.04	2,434.67	2,921.60

# Developing the **local economy** to be **vibrant** with **continued growth**

## outcomes



## critical activities

### CA13

Work with our partners to ensure that the technological infrastructure is available, accessible and meets the needs of our communities and businesses

### CA14

Build strong working relationships, including with partners, to meet the needs of local businesses to attract continued investment in the district

### CA15

Grow and encourage local business opportunities and activities for suppliers in the district

### CA16

Support Market Towns in the district to be attractive to new business and visitors to the area, whilst meeting the needs of rural communities and businesses



## **Shipdham-with-Scarning Ward - About our Economy**

### **Corporate Priority – ‘Developing the Local Economy to be Vibrant with Continued Growth’**

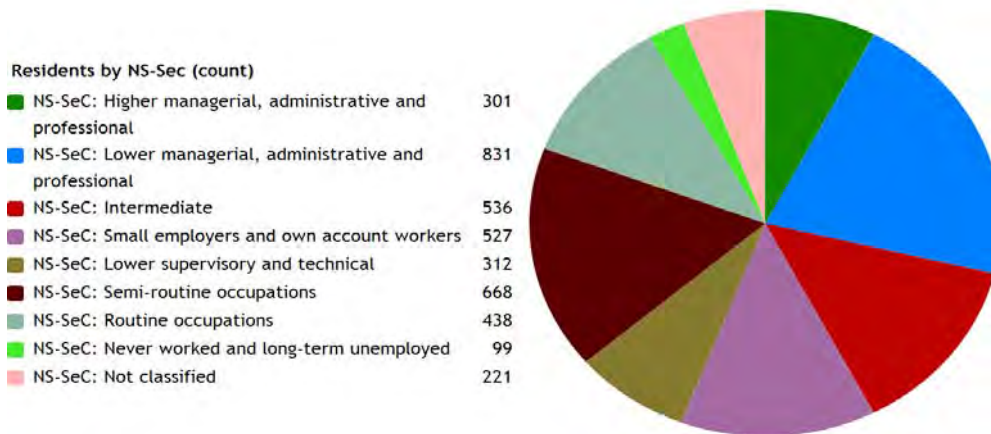
This section presents information about the local economy of Shipdham-with-Scarning. It covers the information about the areas businesses, employment and skill levels, and access to Broadband and transport.



## Employment

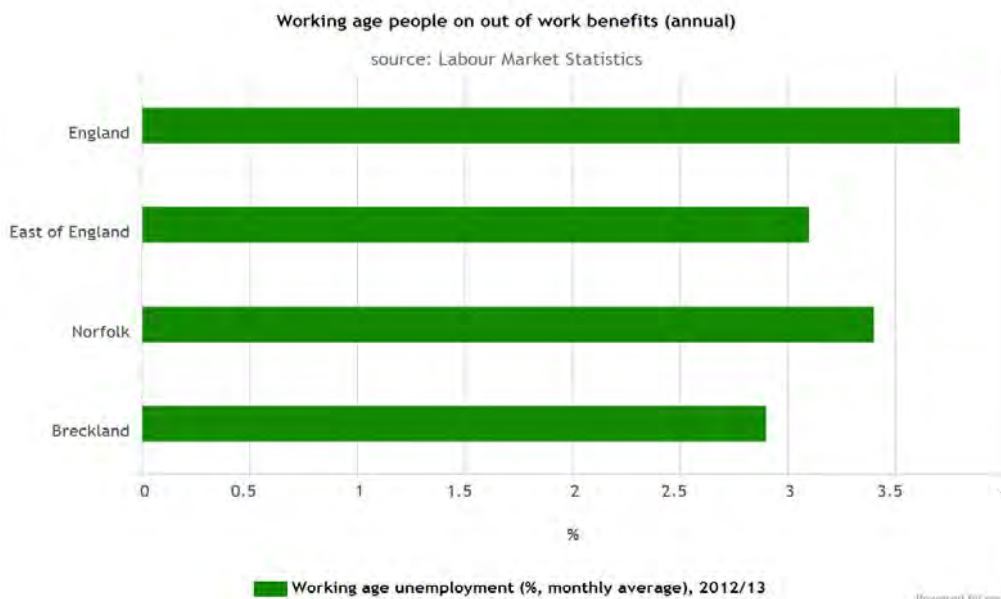
The following chart provides a breakdown of the Shipdham-with-Scarning by socio-economic classification for all residents aged 16 – 74.

The National Statistics Socio-economic Classification (NS-SEC) provides an indication of socio-economic position based on occupation. It is an Office for National Statistics standard classification. To assign a person aged 16 to 74 to an NS-SEC category their occupation title is combined with information about their employment status, whether they are employed or self-employed, and whether or not they supervise other employees. Full-time students are recorded in the ' full-time students' category regardless of whether they are economically active or not.



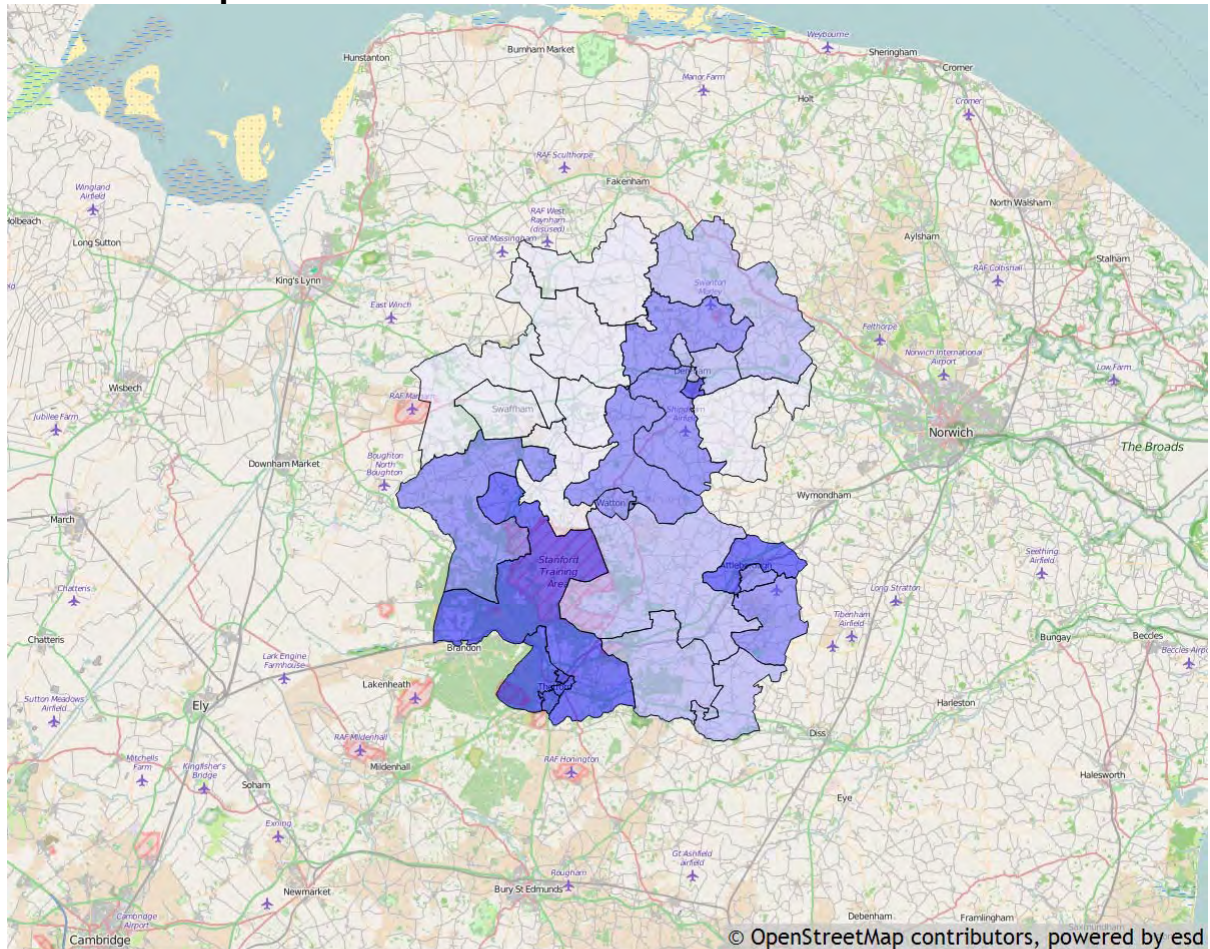
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The largest group is 'National Statistics Socio-Economic Classification - 2. Lower managerial, administrative and professional occupations' representing 15.44% of the ward's population.



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## Full-time vs. part-time contracts

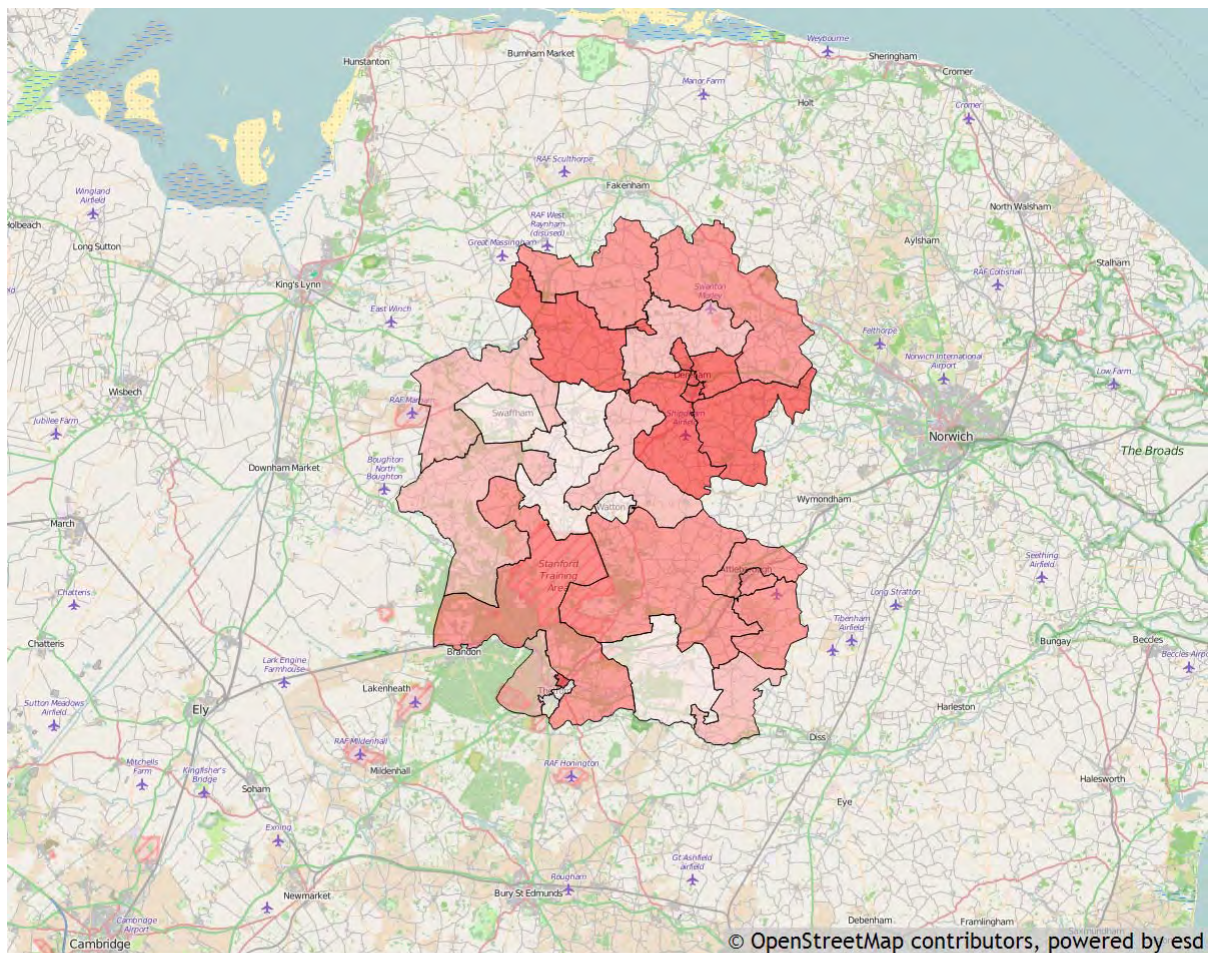


Employee: Full time per cent (2011)

- 29.10 - 39.47 %
- 26.27 - 29.10 %
- 24.51 - 26.27 %
- 21.72 - 24.51 %

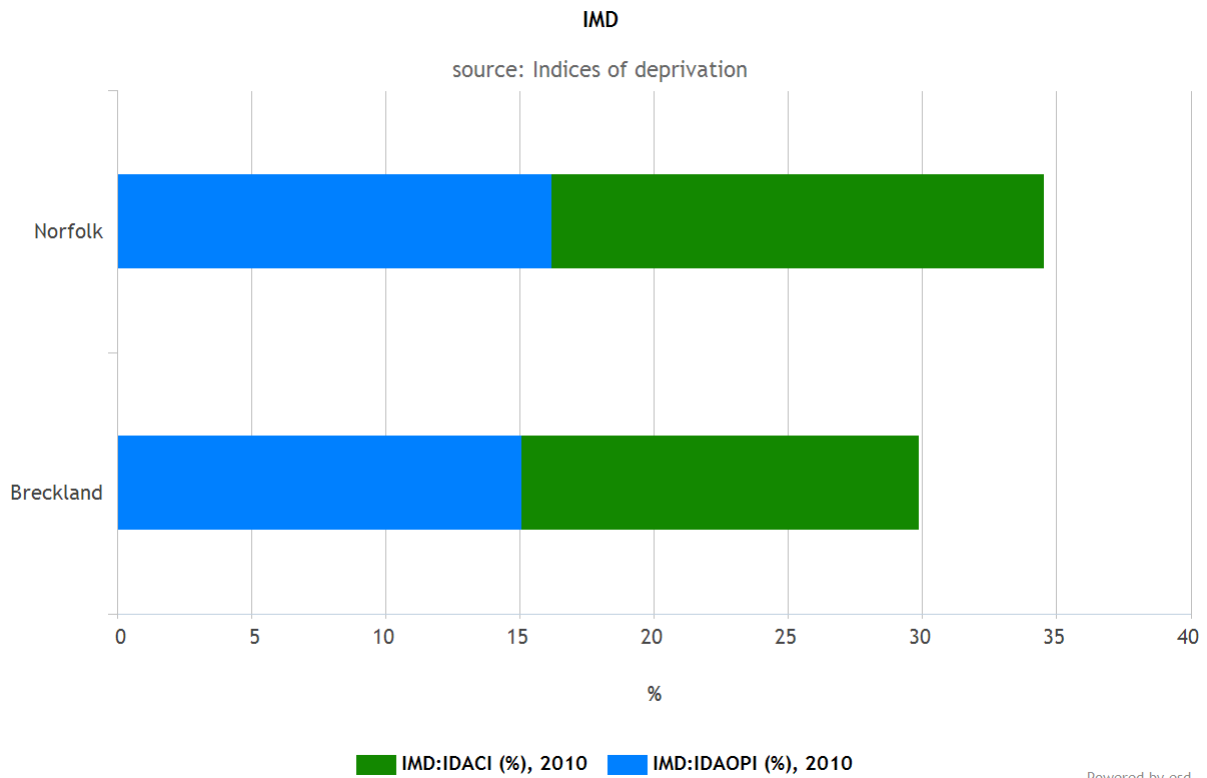
The map above demonstrates the proportion of ward population full time employment across Breckland based on data from the 2011 Census. While not a perfect indicator of stable employment (full time work may well be fixed term or permanent), it is a proxy measure for the lifestyle of residents and the prevailing economic conditions within Breckland's wards. Shipdham-with-Scarning is ranked number 9 the district in terms of percent of population in full-time employment with 28.61%. Across Breckland, Thetford Priory has the highest proportion and Ashill having the lowest.

However, the areas where the percentage of those in full time employment is low do not necessarily correspond with areas where the percentage of those in part time employment is high. Higher proportions of part time employees are, again, not an exact indicator of personal economic insecurity - residents may choose to work part time for childcare purposes, or be semi-retired. What this does show us is whether there is diverse employment within any given ward, where both full and part time employment are available. Shipdham-with-Scarning is ranked number 3 in the district for percentage of residents in part time employment with 14.60. The wards with the highest and lowest proportion of residents in part time employment are Dereham Withburga and Watton respectively. The map below illustrates the proportional distribution of part time employment across Breckland.

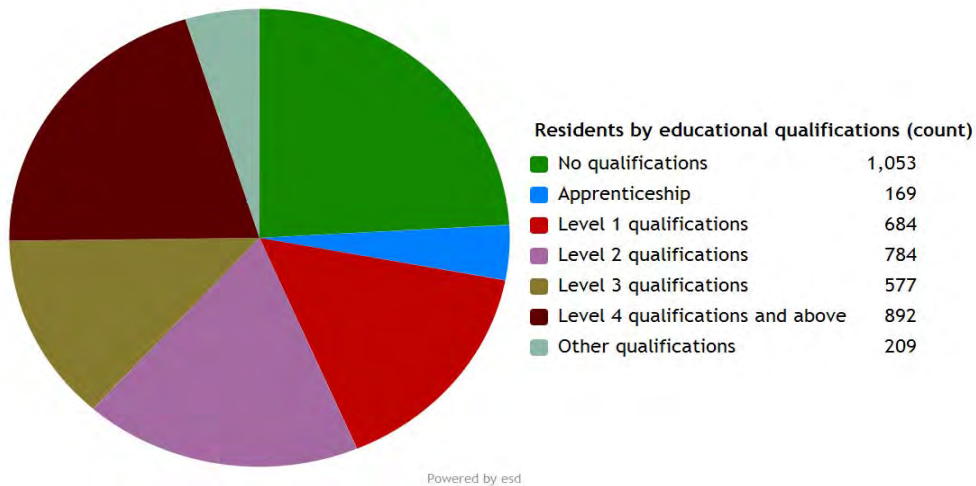


## Indices of Deprivation

Deprivation covers a broad range of issues and refers to unmet needs caused by a lack of resources of all kinds, not just financial. The English Indices of Deprivation attempt to measure a broader concept of multiple deprivation, made up of several distinct dimensions, or domains, of deprivation. The chart below shows the Index of Multiple Deprivation (IMD) relating to Income Deprivation Affecting Children (ICACI) and Income Deprivation Affecting Older People (IDAOPI) as a percentage. These two indices represent the proportion of children aged 0-15 living in income deprived households and the proportion of older people aged 60 and over living in income deprived households respectively.

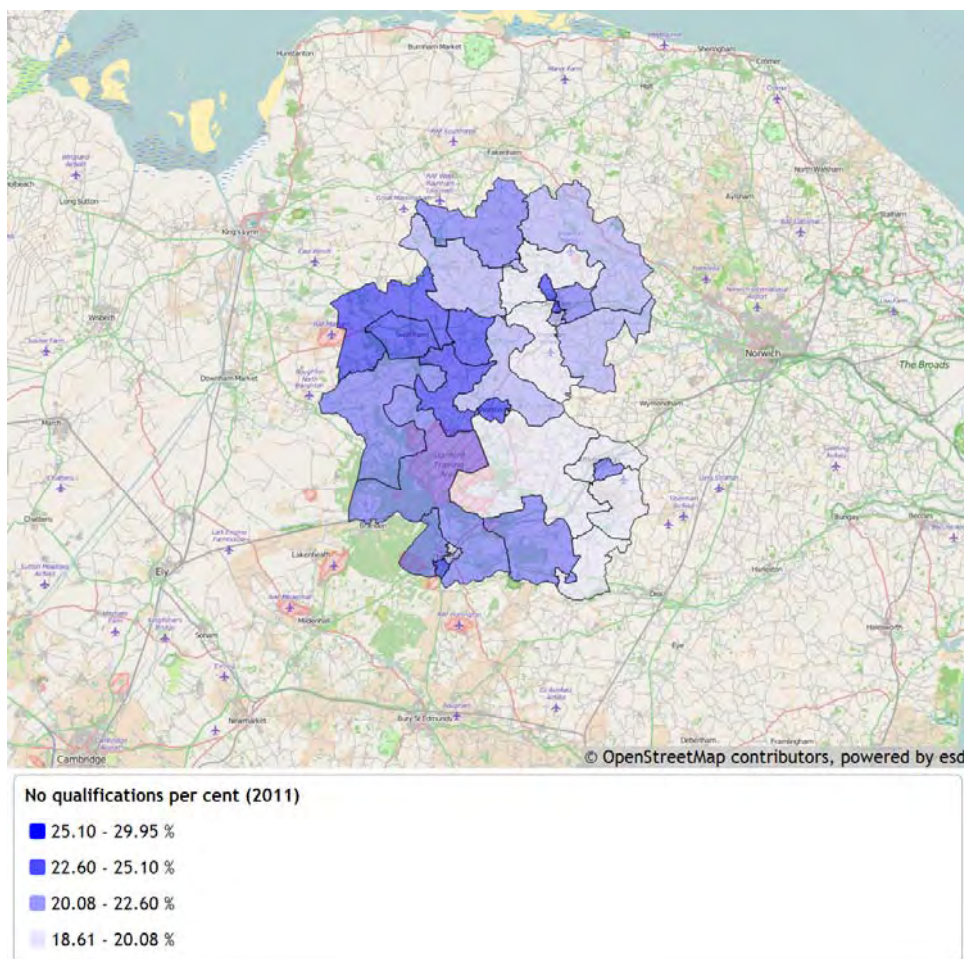


## Education

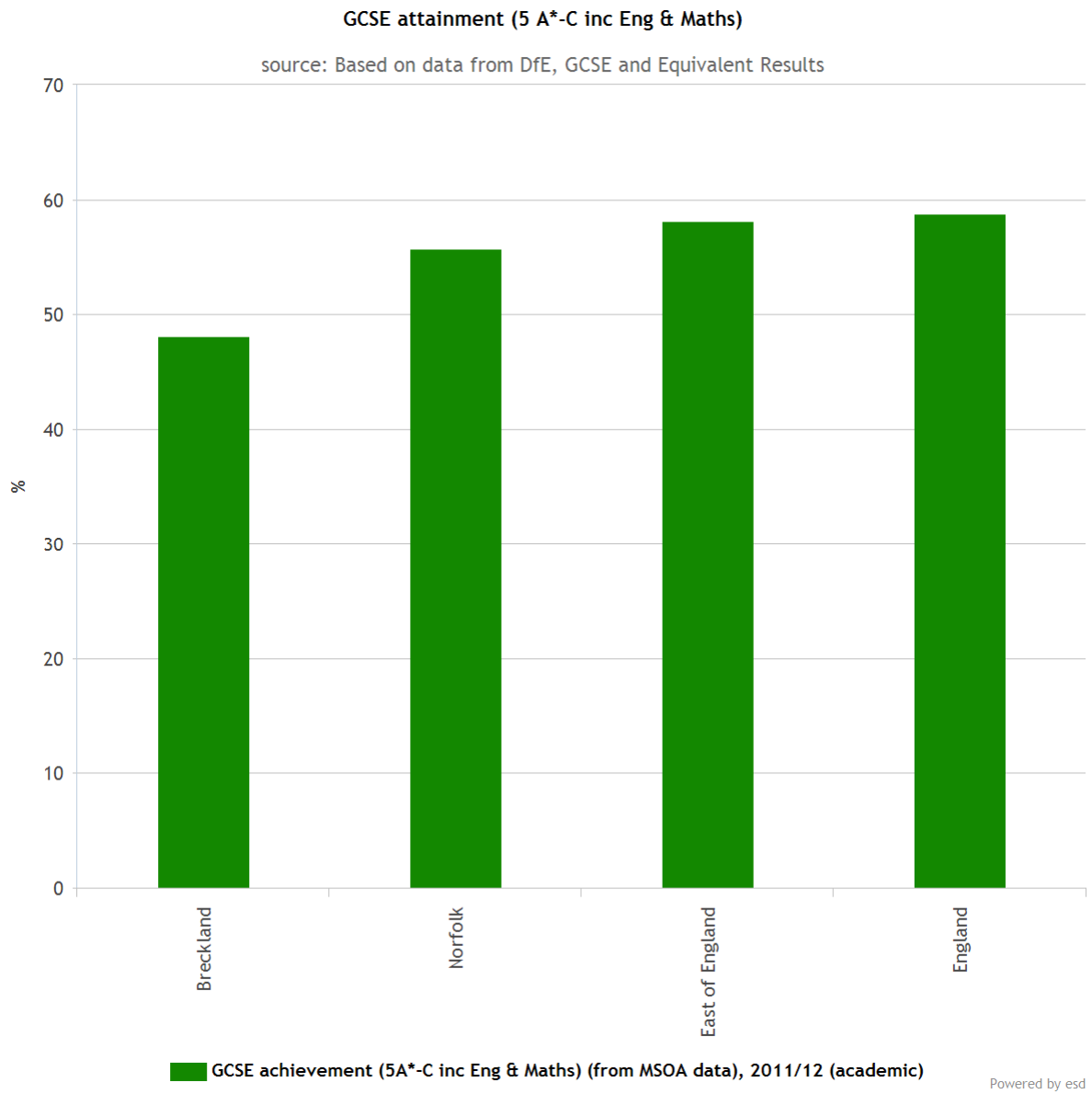


16.57% of Shipdham-with-Scarning's residents have achieved level 4 qualifications and above compared to 25.70% in East of England as a whole and 19.57% of Shipdham-with-Scarning's residents have no qualifications compared to 22.50% in East of England.

The map below shows the areas which where there are high levels of people with no qualifications

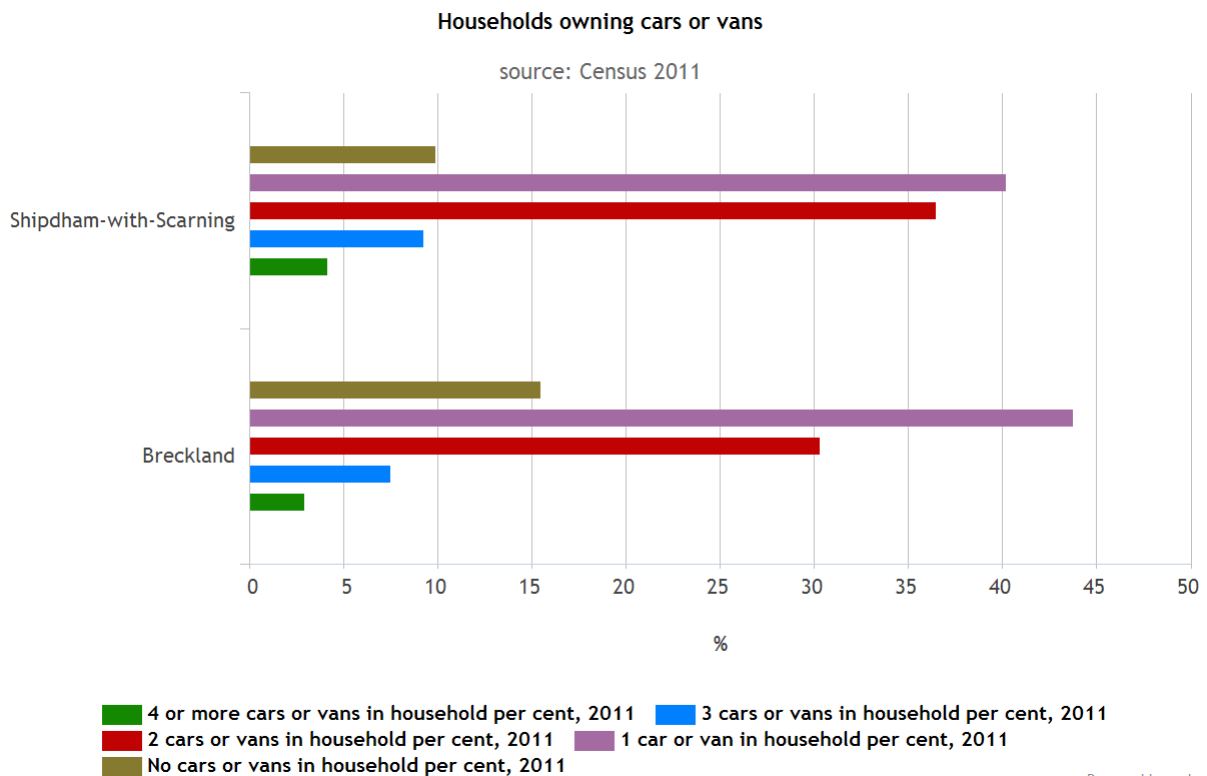


The percentage of children gaining 5 or more A\* to C grades at GCSE (including English and Maths) in Breckland is 48.1%. This compares with 55.7% for Norfolk, 58.1% for the East of England region and 58.8% for England as a whole.



## Transport

In a rural area such as Breckland, access to a vehicle can be important lifeline - while households in possession of several may be an approximate measure for relative affluence. Shipdham-with-Scarning ward is ranked 13 among the wards of Breckland for car or van ownership, the chart below demonstrates the breakdown of cars owned in the ward and the average across the district:



## Notable businesses

A large part of Breckland's economy is dedicated to agriculture but there are a number of other significant businesses within the district. One such example is the Snetterton Circuit, which plays host to a number of national level motorsport events throughout the year.

## References

This report was generated using data from:

- [Communities and Local Government; Indices of deprivation](#)
- [Nomis; Labour Market Statistics](#)
- [Office for National Statistics; Census 2011](#)
- Public Health England; Based on data from DfE, GCSE and Equivalent Results

# Enabling **stronger,** more **independent** communities

## outcomes

Healthier,  
happier  
residents

Independent  
living

Less reliance  
on public  
services

Better meeting  
housing needs

Safeguarded  
and protected

## critical activities

### CA17

Work with partners to support older people to remain active, participative and live independently within the community

### CA18

Lead and support the Breckland Health and Wellbeing Partnership to address key local health, care and wellbeing issues

### CA19

Enable the effective planning and delivery of housing solutions to meet local needs

### CA20

Work with current and new partners to deliver services that improve the opportunities for vulnerable residents and families with complex needs

### CA21

Ensure that policies and procedures for protecting children and vulnerable adults are effectively implemented across all areas of our organisation





## Shipdham-with-Scarning Ward

### About our Community

#### **Corporate Priority - 'Enabling Stronger, More Independent Communities'**

This section presents information about the community in Shipdham-with-Scarning Ward. It covers the demographic information about the local population, and local health and socio-economic factors.

#### **Assisting the community**

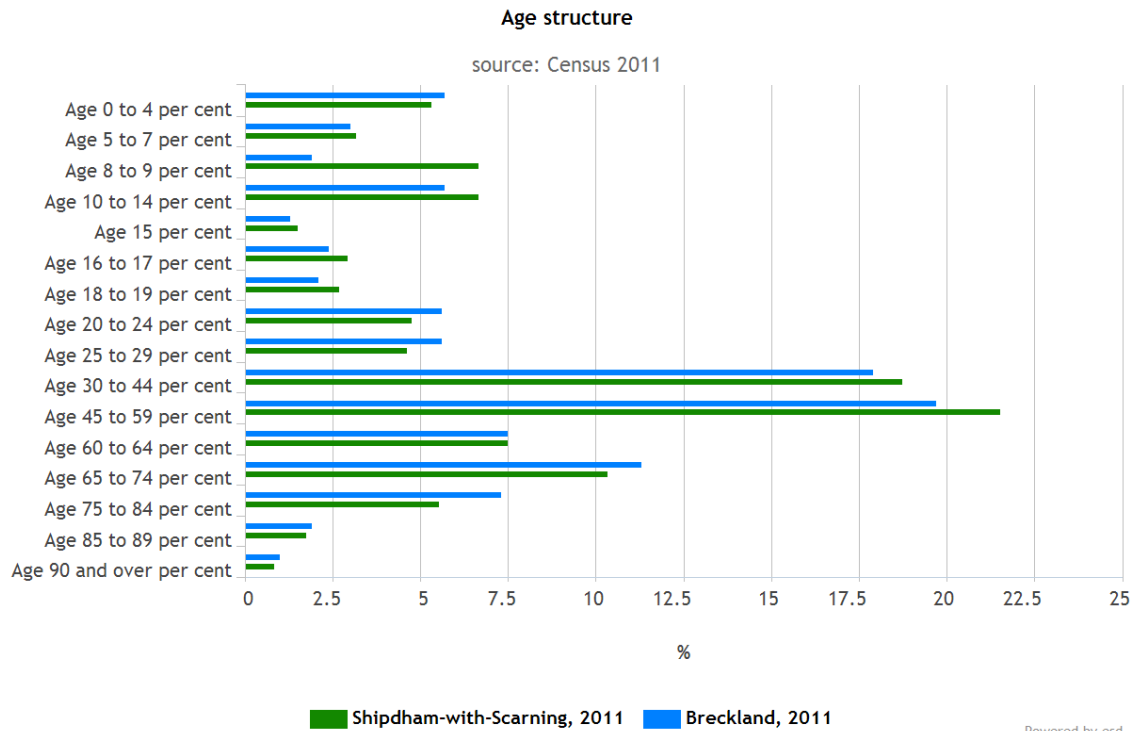
In 2014-15, Breckland supported a total of 52 community projects and individuals across the district with grants and many more with advice. These recipients ranged from athletes and artists to community transport schemes, and the council once again held a public award ceremony to honour the most exemplary residents of the district.

#### **Residents**

Shipdham-with-Scarning has a resident population of 5,382 which represents 4.12% of the total Breckland resident population of 130,491. Shipdham-with-Scarning Ward's resident population is 51.3% female and 48.7% male.

## Age

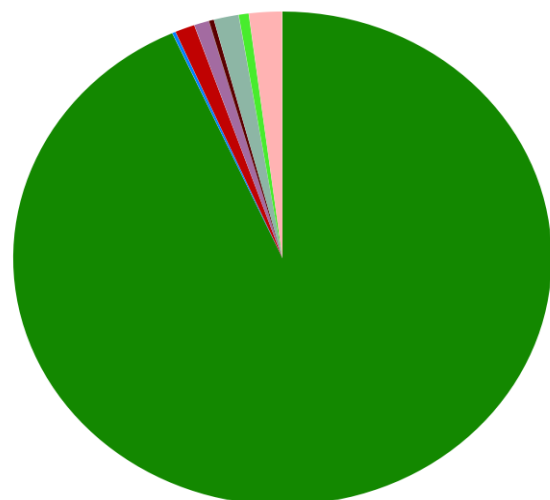
The mean age of the Shipdham-with-Scarning Ward population is 41 years compared to a mean age of 43 years for residents in the whole of Breckland. The predominant age band in Shipdham-with-Scarning Ward is Age 45 to 59 which represents 21.53% of the population. The general overview in Breckland is that a significant part of the population is either approaching or in retirement age, increasing demand on supporting services and reducing the recruitment pool in the local economy.



## Country of Birth

### Residents by country of birth (%)

Percentage of usual residents whose country of birth is: England	93.3
Percentage of usual residents whose country of birth is: Northern Ireland	0.2
Percentage of usual residents whose country of birth is: Scotland	1.2
Percentage of usual residents whose country of birth is: Wales	0.9
Percentage of usual residents whose country of birth is: United Kingdom not otherwise specified	0.0
Percentage of usual residents whose country of birth is: Ireland	0.3
Percentage of usual residents whose country of birth is: Other EU: Member countries in March 2001	1.5
Percentage of usual residents whose country of birth is: Other EU: Accession countries April 2001 to March 2011	0.6
Percentage of usual residents whose country of birth is: Other countries	2.0

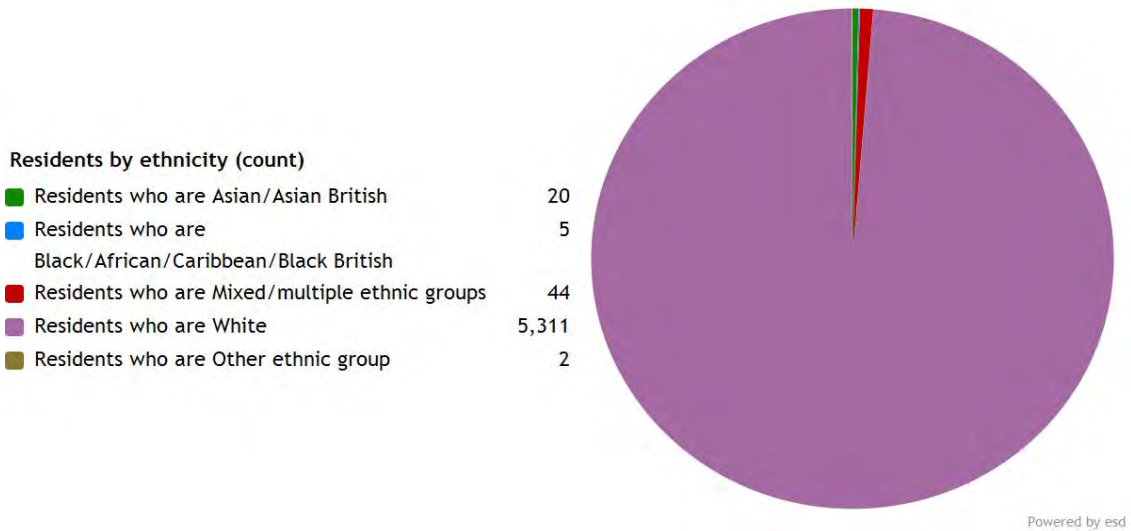


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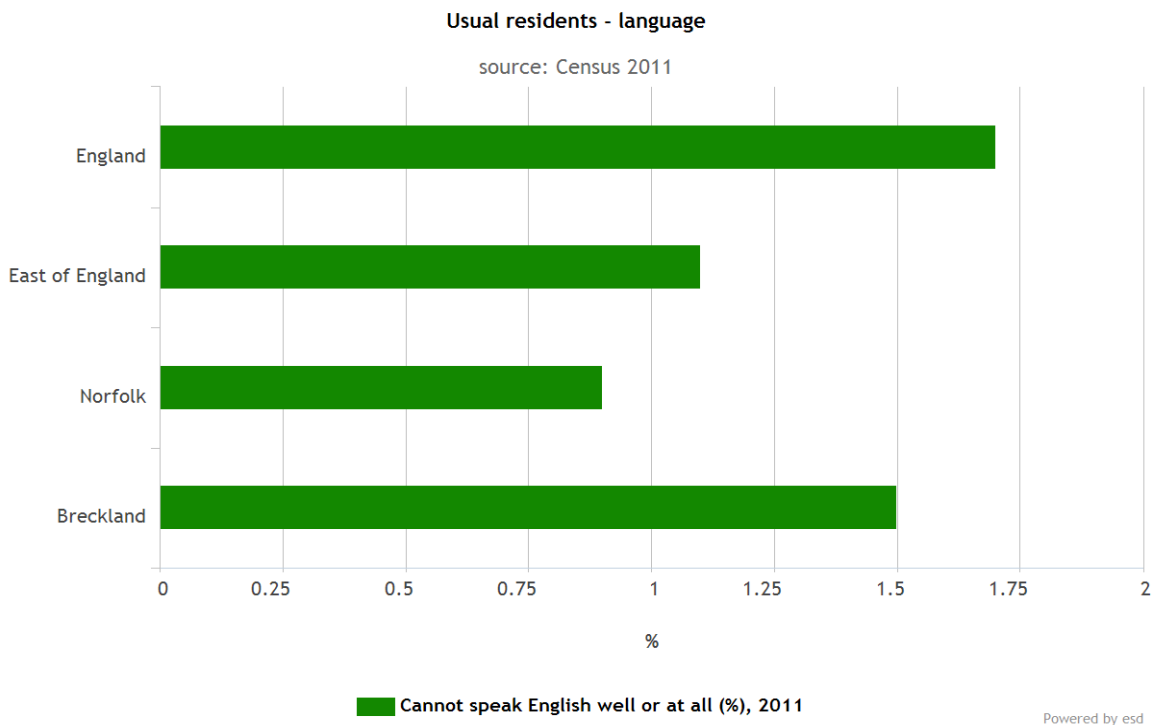
## Ethnicity

The largest ethnic group is 'Number of usual residents who are White' with 98.7% of the 2015 election Ward's population. That compares with a figure of 97.4% for the District as a whole, 96.5% for the Norfolk County and 90.8% for all of East of England.

The second largest ethnic group is 'Number of usual residents who are Mixed/multiple ethnic groups' with 0.8% of the 2015 election Ward's population. That compares with 1.2% for the District as a whole, 1.9% for the Norfolk County and 2.3% for all of East of England. The ethnic split of Shipdham-with-Scarning ward's residents is shown below.



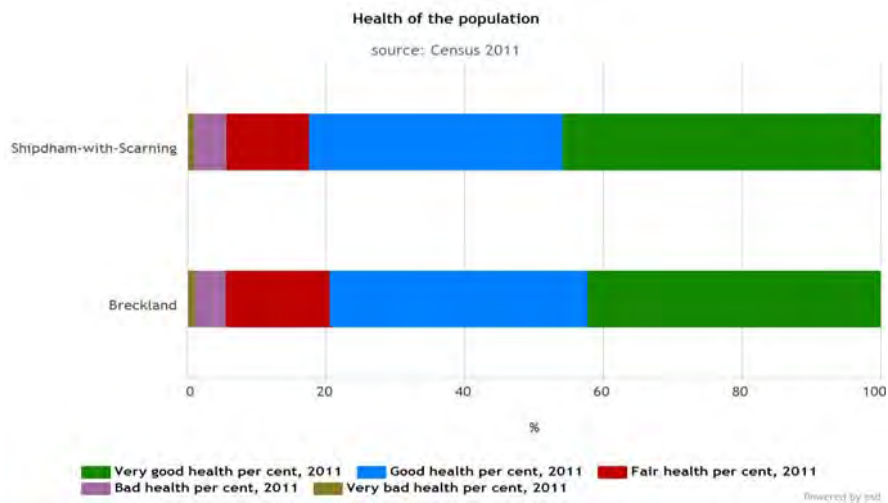
## Percentage of residents who cannot speak English well or at all



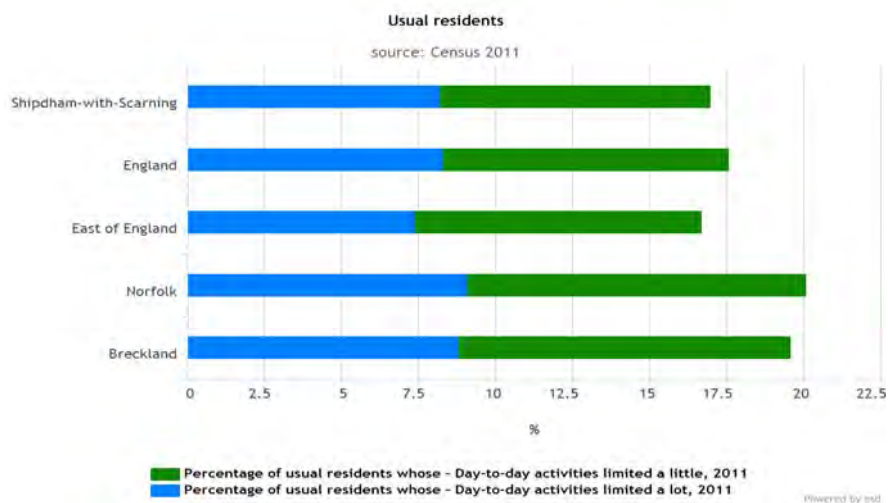
## Health

Shipdham-with-Scarning Ward has 249 (4.6%) residents that report being in bad health and 55 (1.0%) residents that report being in very bad health. Its ranking for the number of residents in very bad health is 8 (out of 27 wards) within Breckland.

This chart shows the percentage of people in Shipdham-with-Scarning ward who reported their general health as very good, good, fair, bad or very bad in the 2011 census. The percentage of people in Shipdham-with-Scarning reporting their health as bad or very bad is 5.6%, or 304 people. This includes 249 people who report their health as bad, and 55 people who report their health as very bad. This compares with 5.5% for the Breckland District, and 5.6% in Norfolk reporting their general health as bad or very bad.

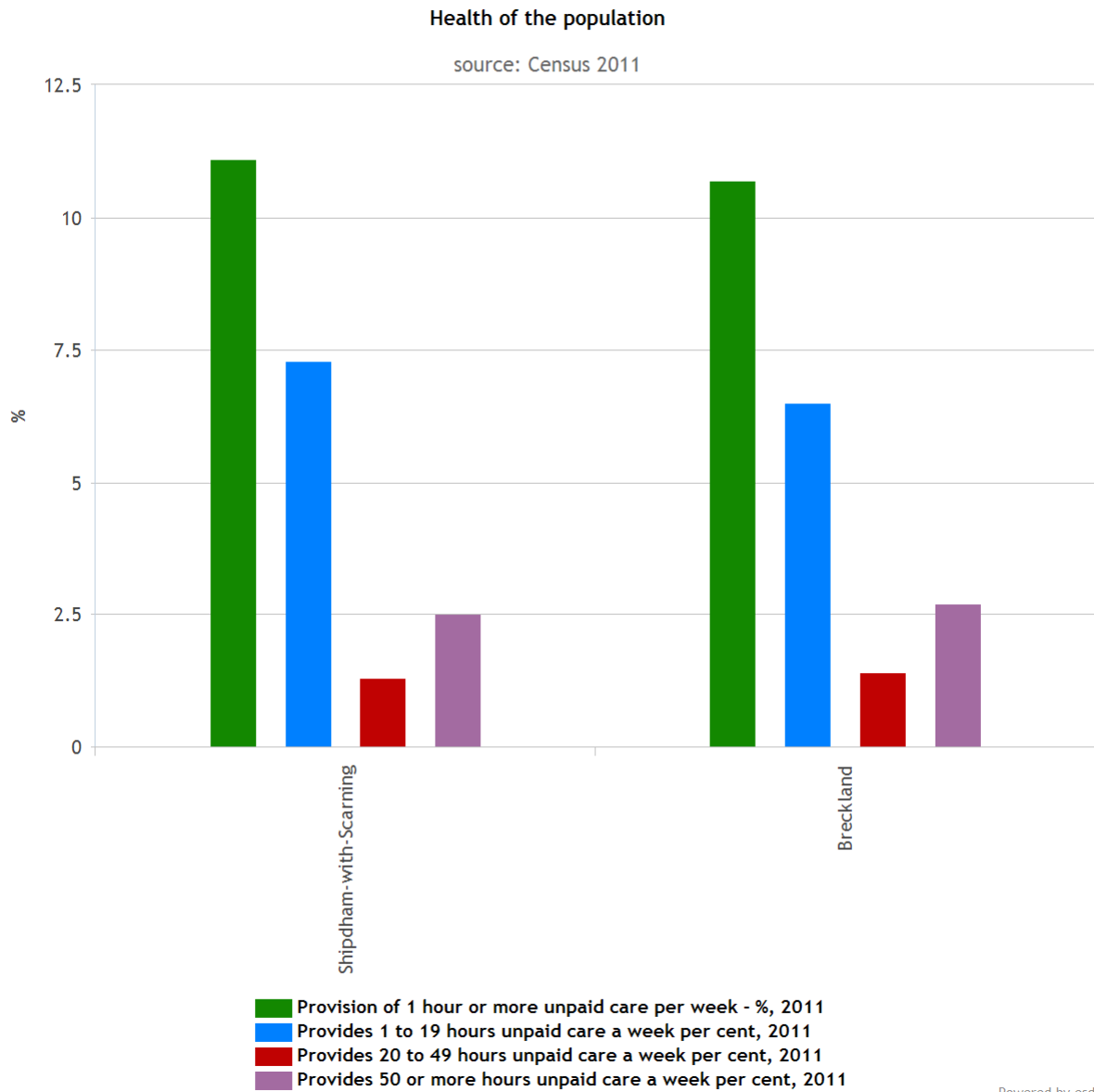


This shows the percentage of people in Shipdham-with-Scarning Ward who reported that their day to day activities are limited by a long term illness or disability. The percentage of people in Shipdham-with-Scarning Ward reporting their day to day activities as limited a lot is 8.2% (442 people). In addition, 8.8% (471 people) reported that their activities were limited a little. This is 17.0 per cent of the population of Shipdham-with-Scarning who say that their day to day activities are limited due to their health, affecting 913 people. This compares with 19.7% for the Breckland District reporting their day to day activities are limited a little or a lot by their health.



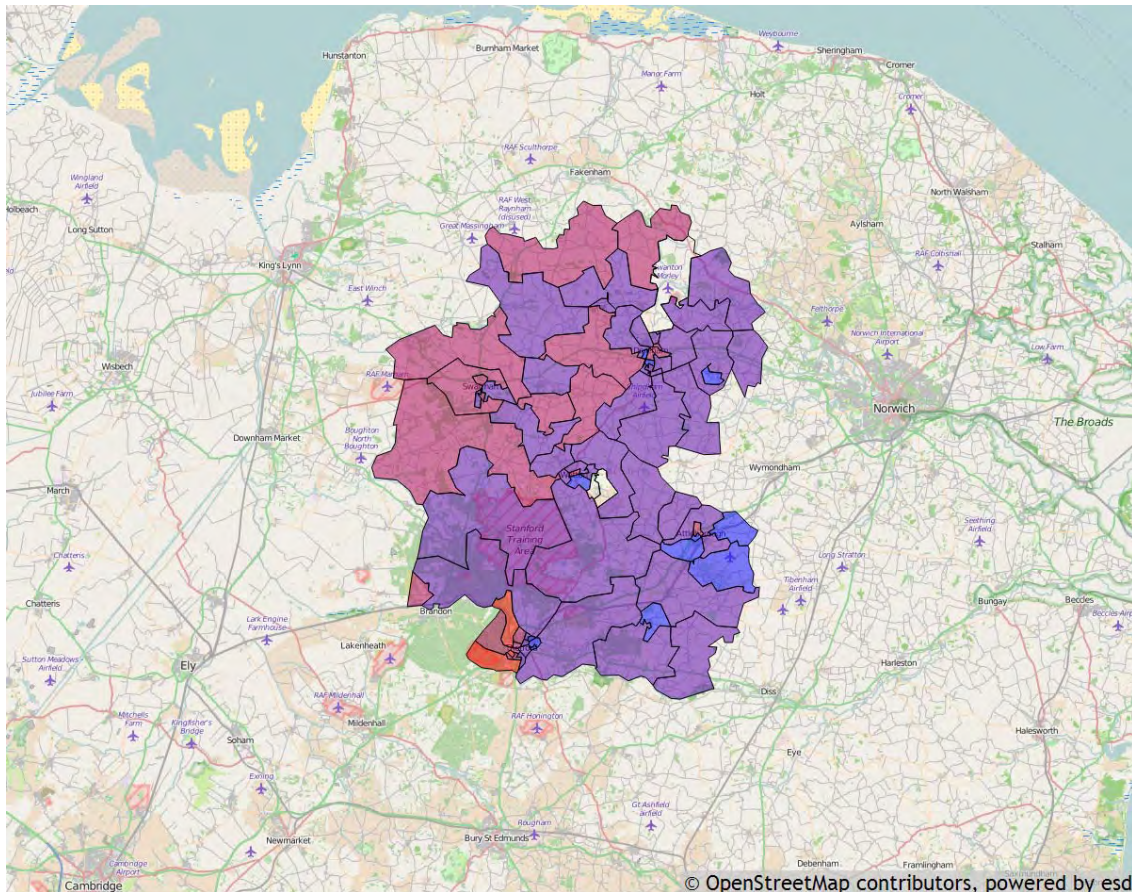
## Care provision

The chart below shows the proportion of the residents in ward who provide care, compared with Breckland as a whole. Shipdham-with-Scarning Ward is ranked number 12 for percentage of population providing 1 or more hours of unpaid care per week in Breckland, with Ashill Ward having the highest percentage of residents providing unpaid care (13.9%) and Thetford Castle providing the lowest (7.2%). This could be as a result of greater need for care or less access to paid care services.



## Deprivation

This map shows the overall indices of deprivation rank for lower super output areas (LSOAs) in Breckland, relative to all other areas across England. A rank closer to 1 signifies higher levels of deprivation. Nationally, 5,055,000 people live in the most deprived LSOAs in England, of which 1,919,000 (38%) people are income deprived. Almost all (98%) of the most deprived LSOAs in England are in urban areas.



### IMD:Overall (rank) (2010)

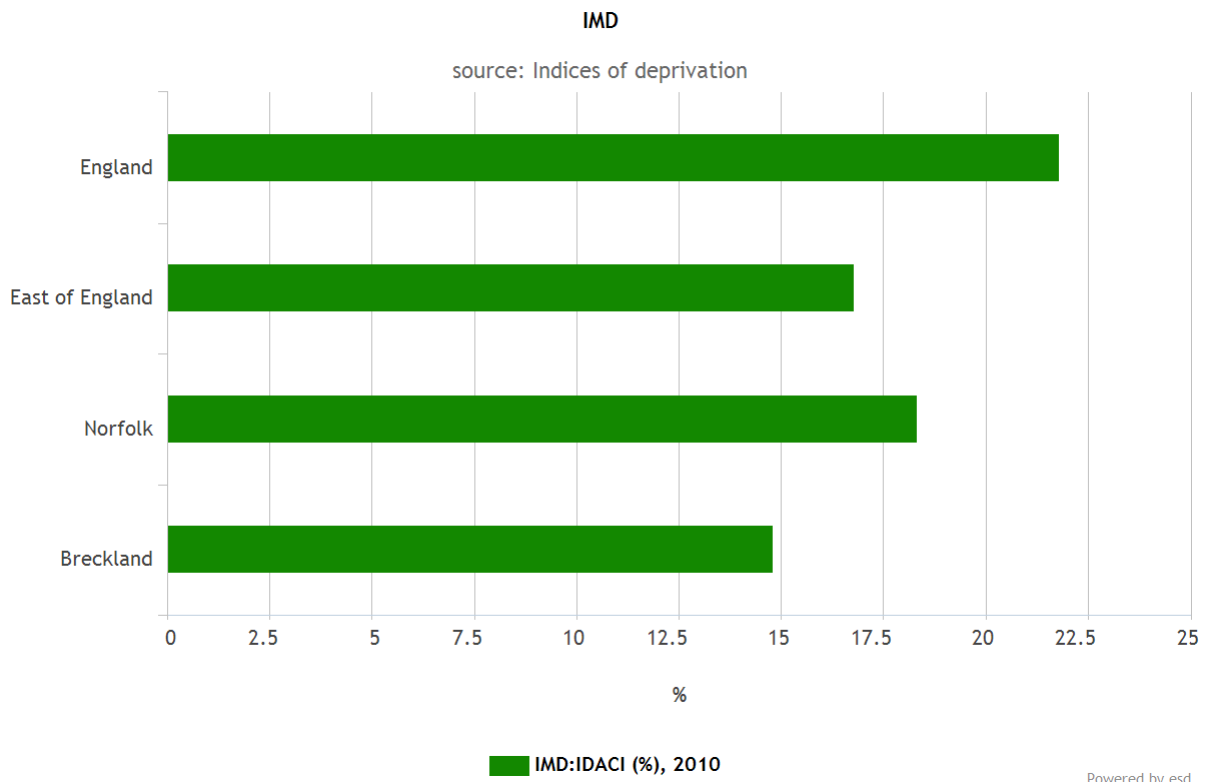
- 24,402 - 32,482
- 16,316 - 24,402
- 8,220 - 16,316
- 1 - 8,220

## Children and older people living in poverty

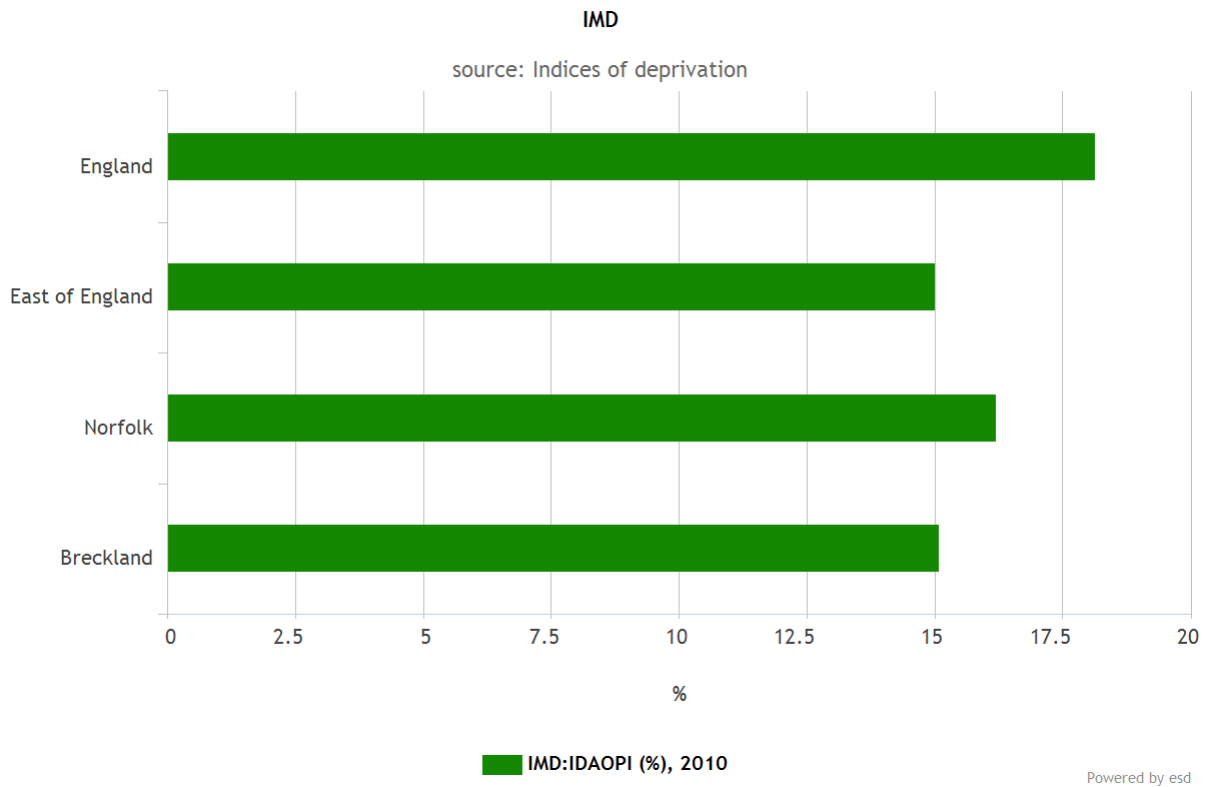
The next chart shows the percentage of children aged 0 - 15 living in families that are income deprived. That includes families in receipt of income support, income based jobseeker's allowance or pension credit, or those not in receipt of these benefits but in receipt of Child Tax Credit with an equivalised income (excluding housing benefits) below 60% of the national median before housing costs. The percentage of children living in poverty in Breckland is 14.79%. This compares with 21.80% for England, and 16.77% for the East of England region.

The supplementary Income Deprivation Affecting Older People Index (IDAOP) is a subset of the Income Deprivation Domain. This indicator shows the percentage of the population aged 60 and over who receive income support, income based job seekers allowance, pension credit or child tax credit. The percentage of older people living in poverty in Breckland is 15.08%. This compares with 18.15% for England, and 15.01% for the East of England region.

## Percentage of children living in poverty



## Percentage of older people living in poverty



## References

This report was generated using data from:

[Communities and Local Government: Indices of deprivation  
Office for National Statistics; Census 2011](#)