

Ward Profile and Analysis

Swaffham Ward Profile



Analysis Report Created by the Corporate Improvement and Performance Team (CIP)

This report features an In Depth Demographic Analysis of Swaffham. The report is broken down into categories based on Breckland Council's corporate priorities which are:

- Your Health and Wellbeing
- Your Opportunity
- Your Place
- Our Services

Corporate Priority - Your Health & Wellbeing

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

Residents

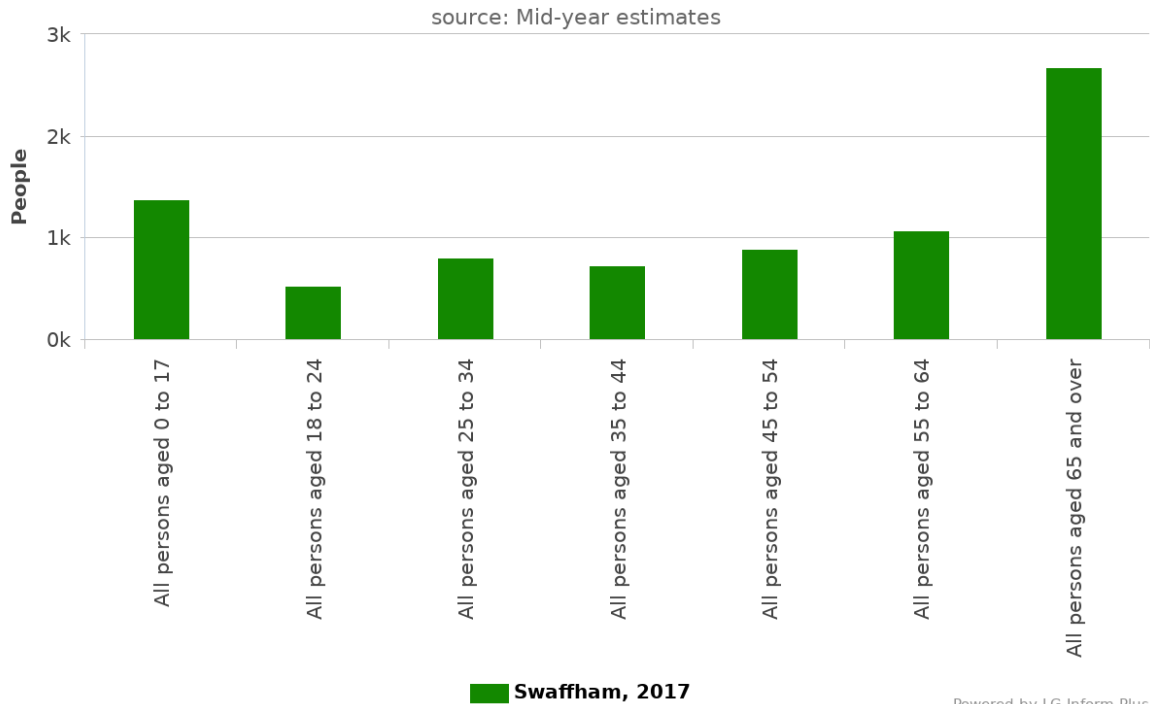
Swaffham has a resident population of [7,258](#) which represents [5.56%](#) of the total Breckland resident population of [130,491](#).

Swaffham's resident population is 53.7% female and 46.3% male.

Age

The mean age of the Swaffham Ward population is [48](#) years compared to a mean age of [43](#) years for residents in the whole of Breckland. The predominant age band in Swaffham Ward is Population, all persons aged 65 and over which represents 2,672 people 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.

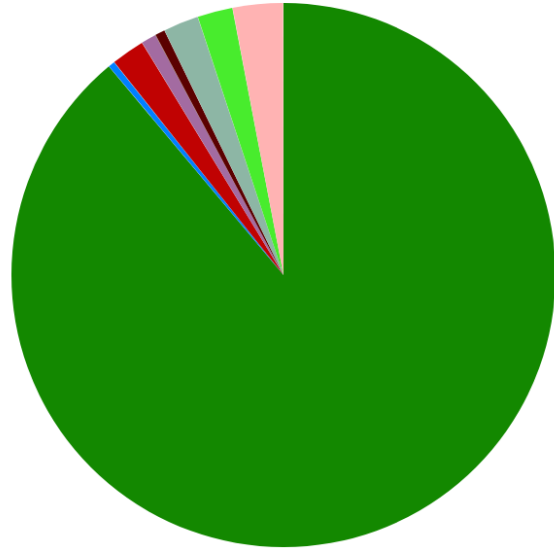
Population (unrounded) by Age (Market research bands) (count) (Count) for Swaffham



Country of Birth

Residents by country of birth (%)

Percentage of usual residents whose country of birth is: England	89.0
Percentage of usual residents whose country of birth is: Northern Ireland	0.4
Percentage of usual residents whose country of birth is: Scotland	2.0
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	0.6
Percentage of usual residents whose country of birth is: Other EU: Member countries in March 2001	2.1
Percentage of usual residents whose country of birth is: Other EU: Accession countries April 2001 to March 2011	2.1
Percentage of usual residents whose country of birth is: Other countries	3.0



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Ethnicity

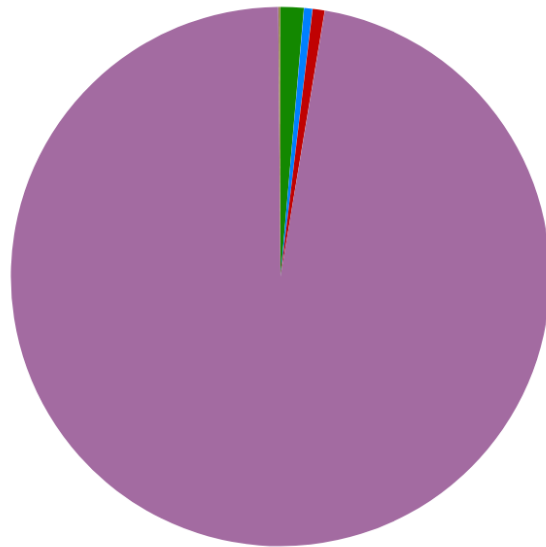
The largest ethnic group is 'Number of usual residents who are White' with 97.2% of the Ward's population. That compares with a figure of 97.4% for the District as a whole, 96.5% for the Norfolk County and 90.8% for all of East of England.

The second largest ethnic group is 'Number of usual residents who are Asian/Asian British' with 1.4% of the Ward's population. That compares with 0.8% for the District as a whole, 4.8% for the Norfolk County and 7.8% for all of East of England.

The ethnic split of Swaffham 's residents is shown below.

Residents by ethnicity (count)

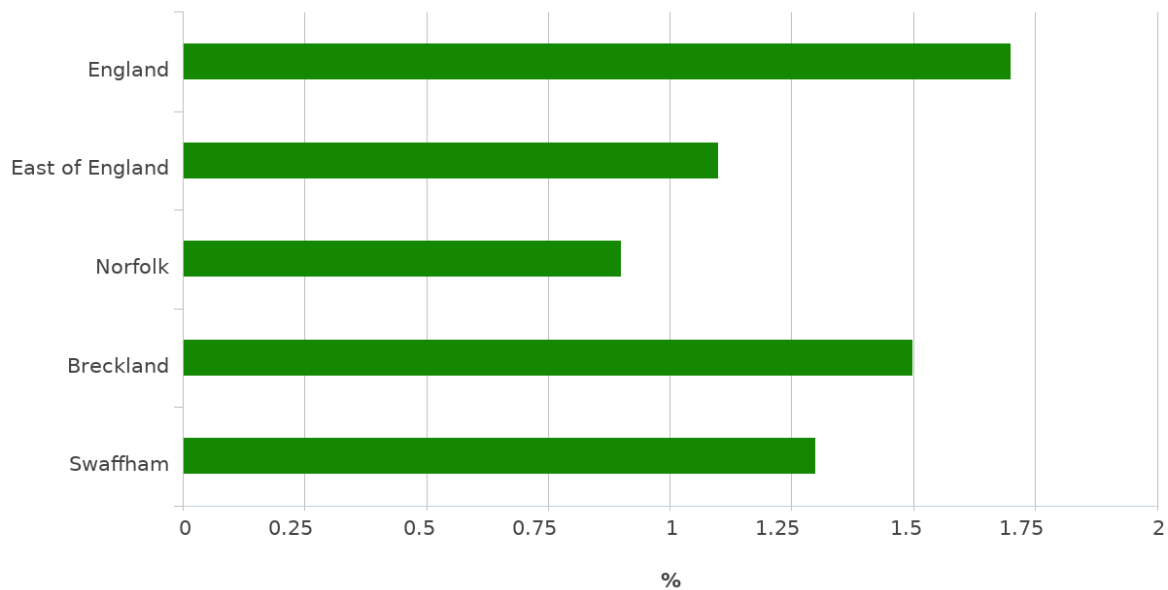
Residents who are Asian/Asian British	101
Residents who are Black/African/Caribbean/Black British	37
Residents who are Mixed/multiple ethnic groups	54
Residents who are White	7,057
Residents who are Other ethnic group	9



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Percentage of residents who cannot speak English well or at all

Percentage of people who cannot speak English well or at all (%) (2011) for Swaffham, Breckland, Norfolk, East of England and England
source: Census 2011



Cannot speak English well or at all (%), 2011

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Health

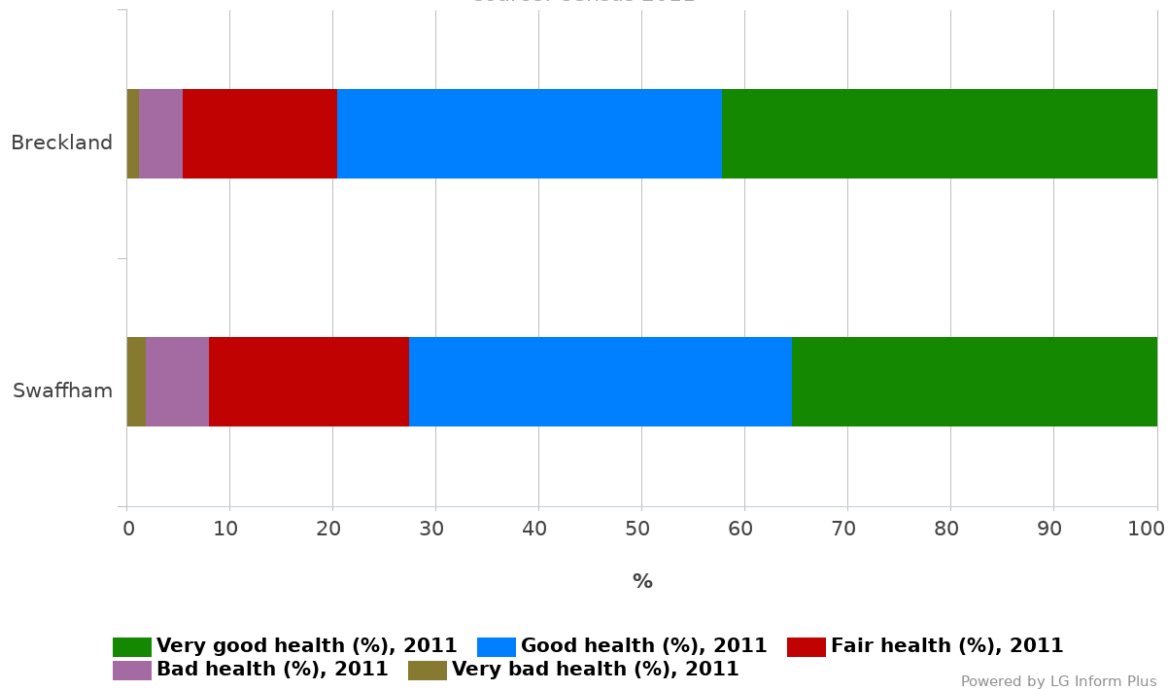
Swaffham has [441](#) (6.1%) residents that report being in bad health and [136](#) (1.9%) residents that report being in very bad health.

Its ranking for the number of residents in very bad health is 27 (out of 27 Wards) within Breckland.

This chart shows the percentage of people in Swaffham ward who reported their general health as very good, good, fair, bad or very bad in the 2011 census. The percentage of people in Swaffham reporting their health as bad or very bad is 7.9%, or [577](#) people. This includes [441](#) people who report their health as bad, and [136](#) 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.

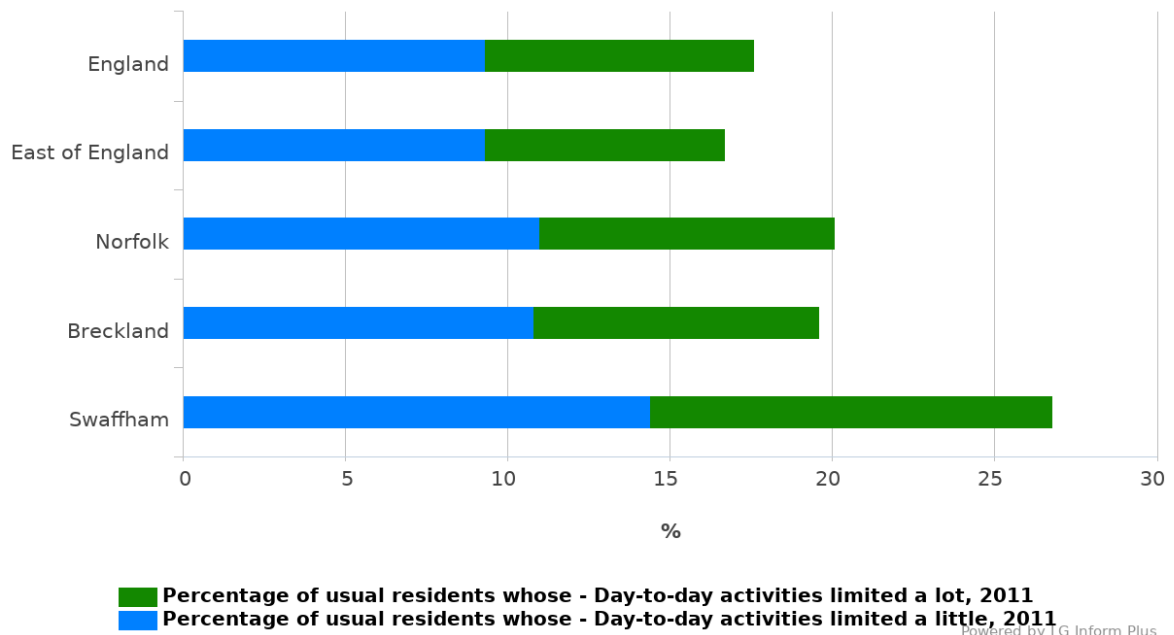
Swaffham and Breckland

source: Census 2011



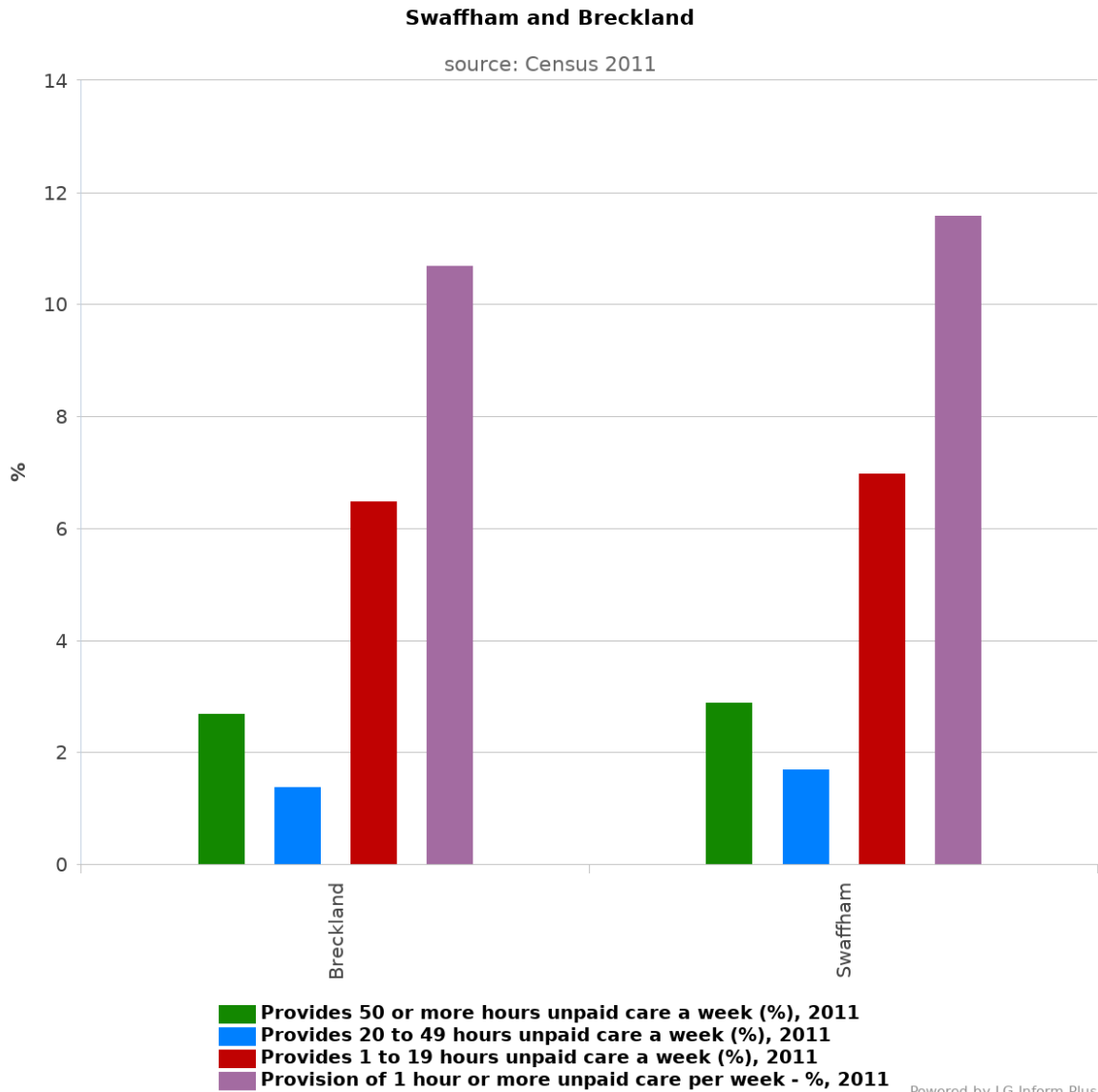
This chart shows the percentage of people in Swaffham Ward who reported that their day to day activities are limited by a long term illness or disability. The percentage of people in Swaffham reporting their day to day activities as limited a lot is 12.4% (902 people). In addition, 14.4% (1,043 people) reported that their activities were limited a little. This is 26.8 per cent of the population of Swaffham who say that their day to day activities are limited due to their health, affecting 1,945 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.

Percentage of usual residents whose - Day-to-day activities limited a little (%) (2011) and Percentage of usual residents whose - Day-to-day activities limited a lot (%) (2011) for Swaffham, Breckland, Norfolk, East of England and England



Care provision

The chart below shows the proportion of the residents in ward who provide care, compared with Breckland as a whole. Swaffham is ranked number 11 for percentage of population providing 1 or more hours of unpaid care per week in Breckland, with Ashill, Guiltcross ward having the highest percentage of residents providing unpaid care and Thetford Castle providing the lowest. This could be as a result of greater need for care or less access to paid care services.



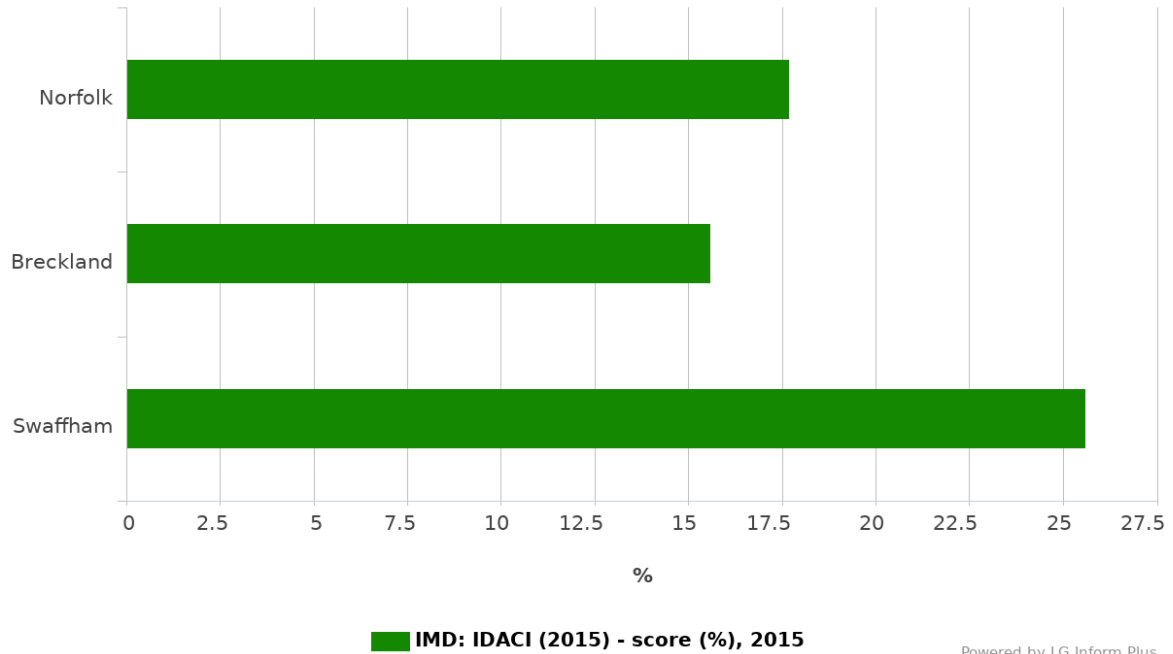
Children living in poverty

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 15.6% . Within Breckland this varies from 28.3% in Thetford Burrell to 7.2% in Guiltcross . This compares with 17.7% for Norfolk.

Percentage of children living in poverty

IMD - Income Deprivation Affecting Children Index (IDACI) (2015) - score (%) (%) (2015)
for Swaffham, Breckland, Norfolk, Norfolk and East of England
 source: Indices of deprivation

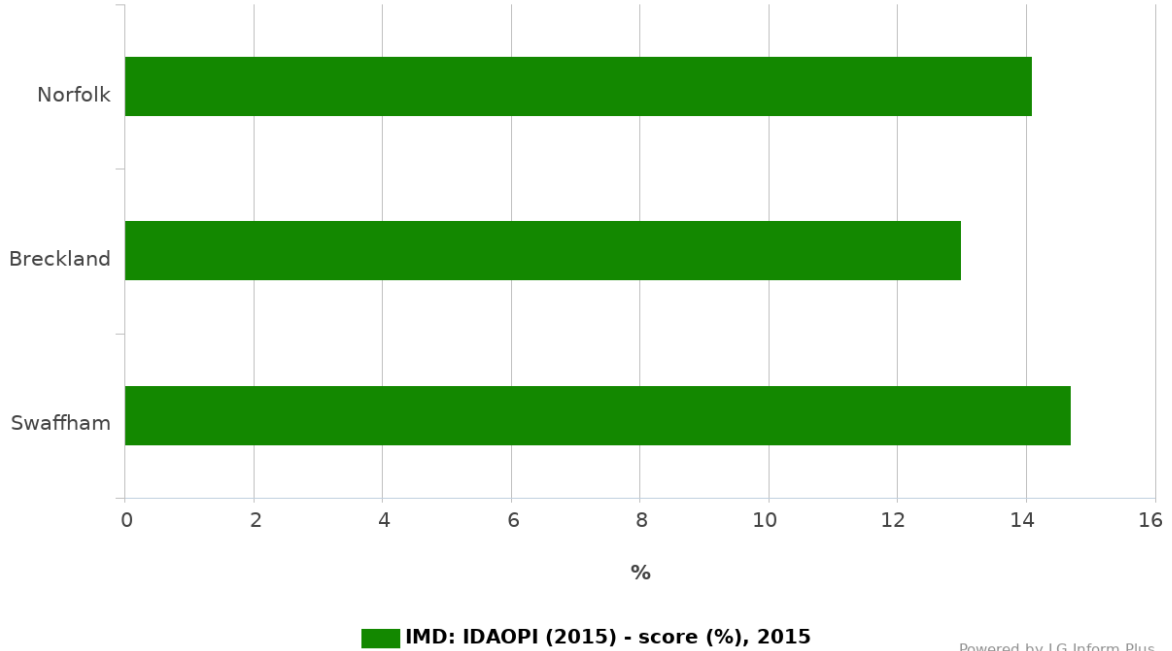


Older people living in poverty

The Income Deprivation Affecting Older People Index (IDAOPI) 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 13.0%. Within Breckland this varies from 21.0% in Thetford Burrell to 7.0% per cent in Harling & Heathlands. This compares with 14.1% for Norfolk.

Percentage of older people living in poverty

IMD - Income Deprivation Affecting Older People Index (IDAOPI) (2015) - score (%) (%)
(2015) for Swaffham, Breckland, Norfolk, East of England and England
source: Indices of deprivation



Corporate Priority - 'Your opportunity'

This section presents information about the local economy of Swaffham Ward. It covers the information about the areas businesses, employment, skill levels and transport.

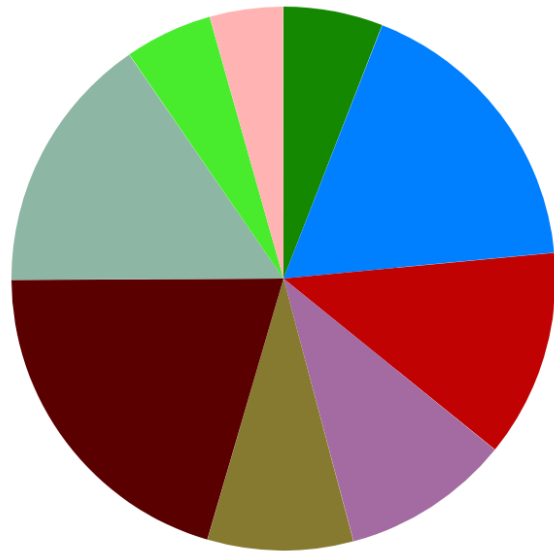
Employment

The following chart provides a breakdown of the Swaffham Ward 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.

Residents by NS-Sec (count)

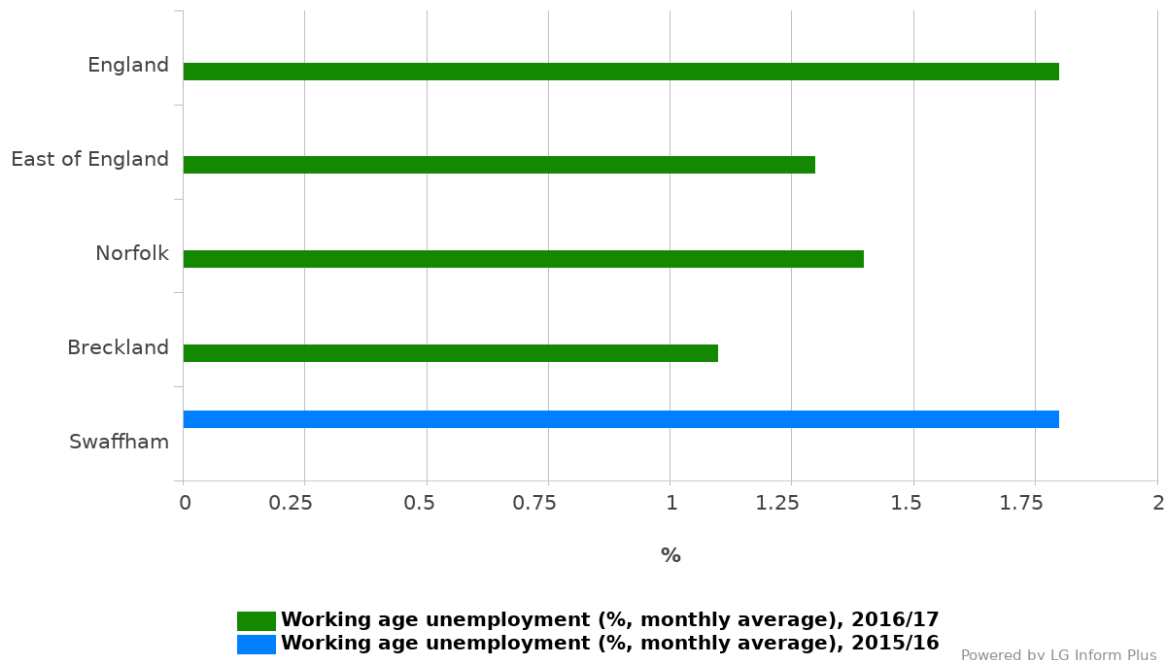
NS-Sec: Higher managerial, administrative and professional	291
NS-Sec: Lower managerial, administrative and professional	865
NS-Sec: Intermediate	608
NS-Sec: Small employers and own account workers	493
NS-Sec: Lower supervisory and technical	426
NS-Sec: Semi-routine occupations	1,004
NS-Sec: Routine occupations	762
NS-Sec: Never worked and long-term unemployed	257
NS-Sec: Not classified	215



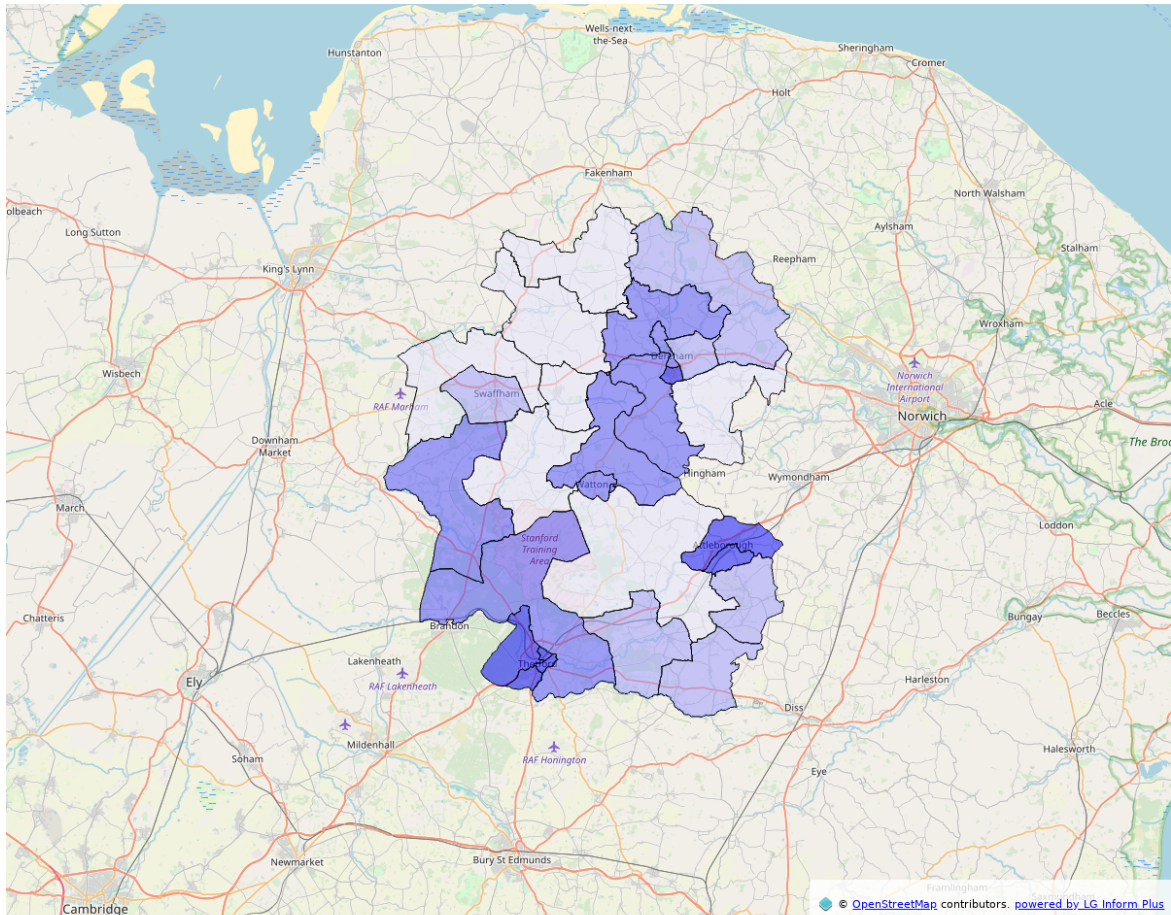
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The largest group is 'National Statistics Socio-Economic Classification - 6. Semi-routine occupations' representing 20.40% of the Ward's population.

**% of the working age population claiming out of work benefit (monthly average) (%)
 (from 2015/16 to 2016/17) for Swaffham, Breckland, Norfolk, East of England and England**
 source: Local Health



Full-time vs part-time contracts

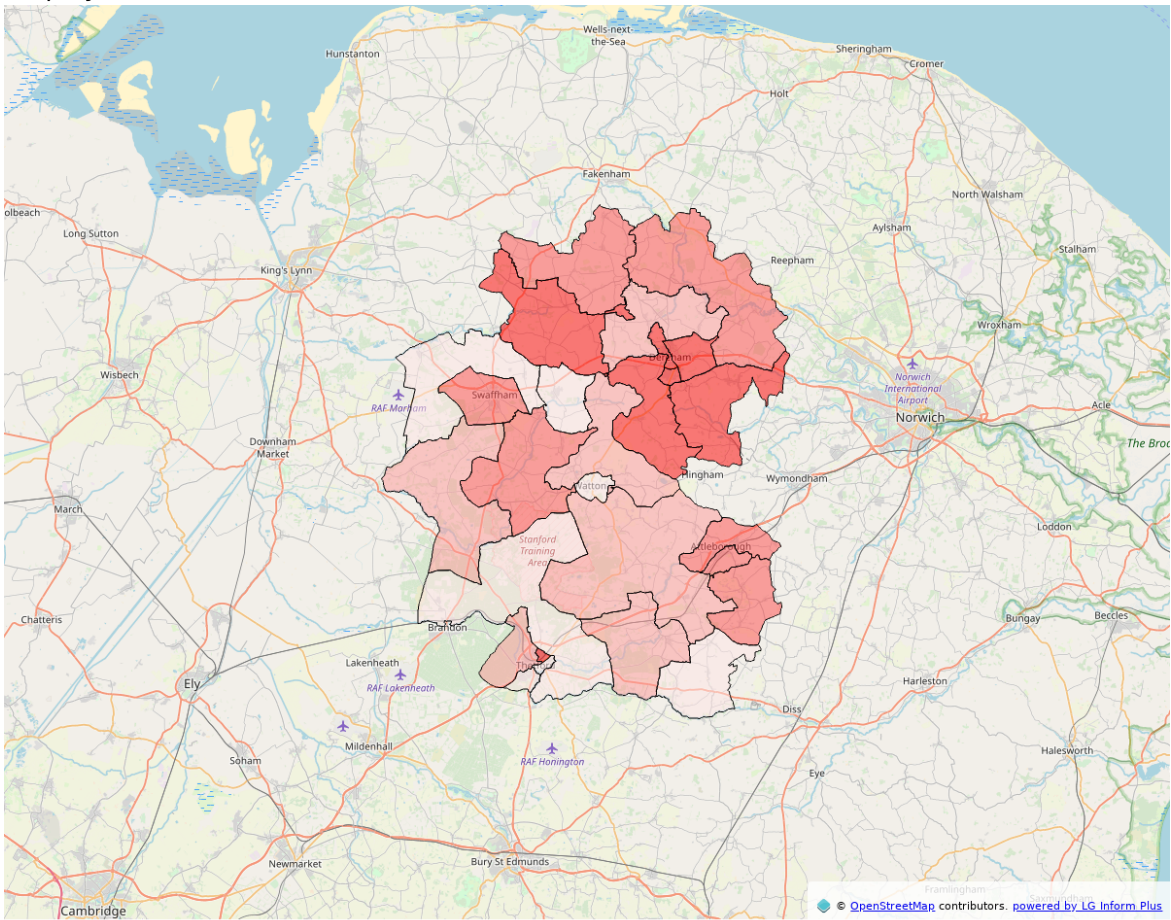


Employee: Full time (%) (2011)

- ≥ 40.85 ≤ 51.93 %
- ≥ 36.69 < 40.85 %
- ≥ 33.61 < 36.69 %
- ≥ 30.28 < 33.61 %

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. Swaffham is ranked number 20 in the district in terms of percent of population in full-time employment with [33.83%](#). Across Breckland, Thetford Castle has the highest proportion and Necton having the lowest.

However, the areas where the percentage of full time employment are low do not necessarily correspond with areas where the percentage of part time employment is high. Higher proportions of part time employees are, again, not an exact indicator of personal economic insecurity - residents may chose 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. Swaffham is ranked number 12 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 Thetford Castle respectively. The map below illustrates the proportional distribution of part time employment across Breckland.



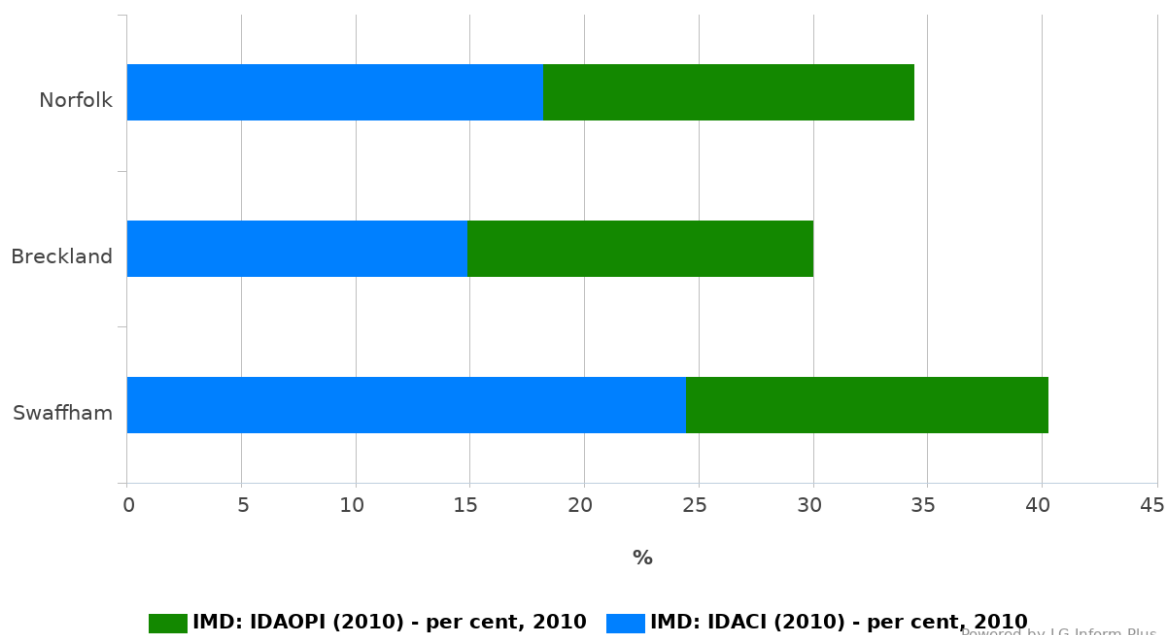
Employee: Part time (%) (2011)

- $\geq 15.20 \leq 17.26$ %
- $\geq 14.29 < 15.20$ %
- $\geq 13.89 < 14.29$ %
- $\geq 12.86 < 13.89$ %

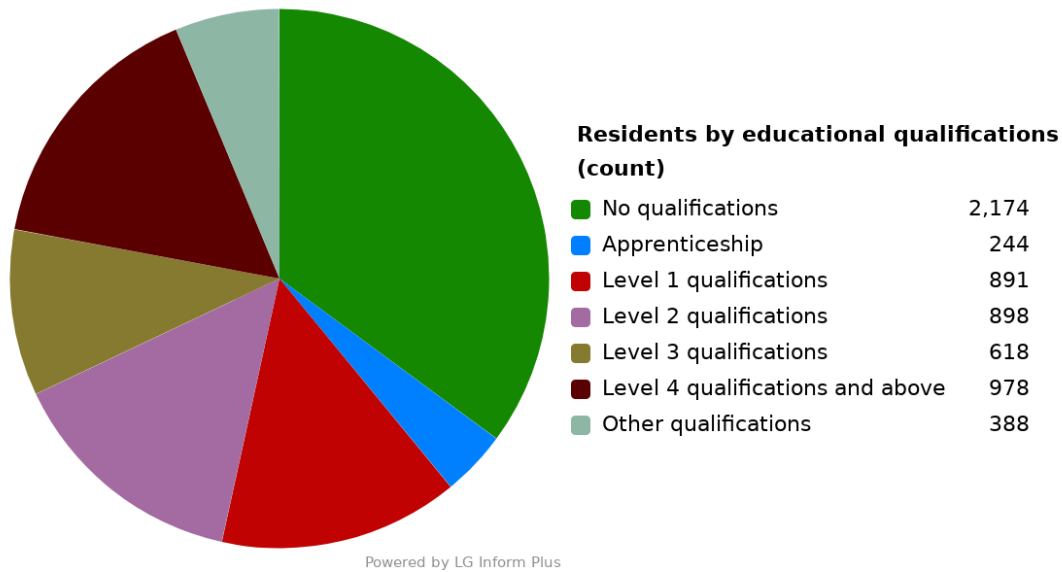
Indices of Deprivation

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 (IDACI) 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.

IMD - Income Deprivation Affecting Children Index (IDACI) (2010) - per cent (%) (2010) and IMD - Income Deprivation Affecting Older People Index (IDAOPI) (2010) - per cent (%) (2010) for Swaffham, Breckland and Norfolk

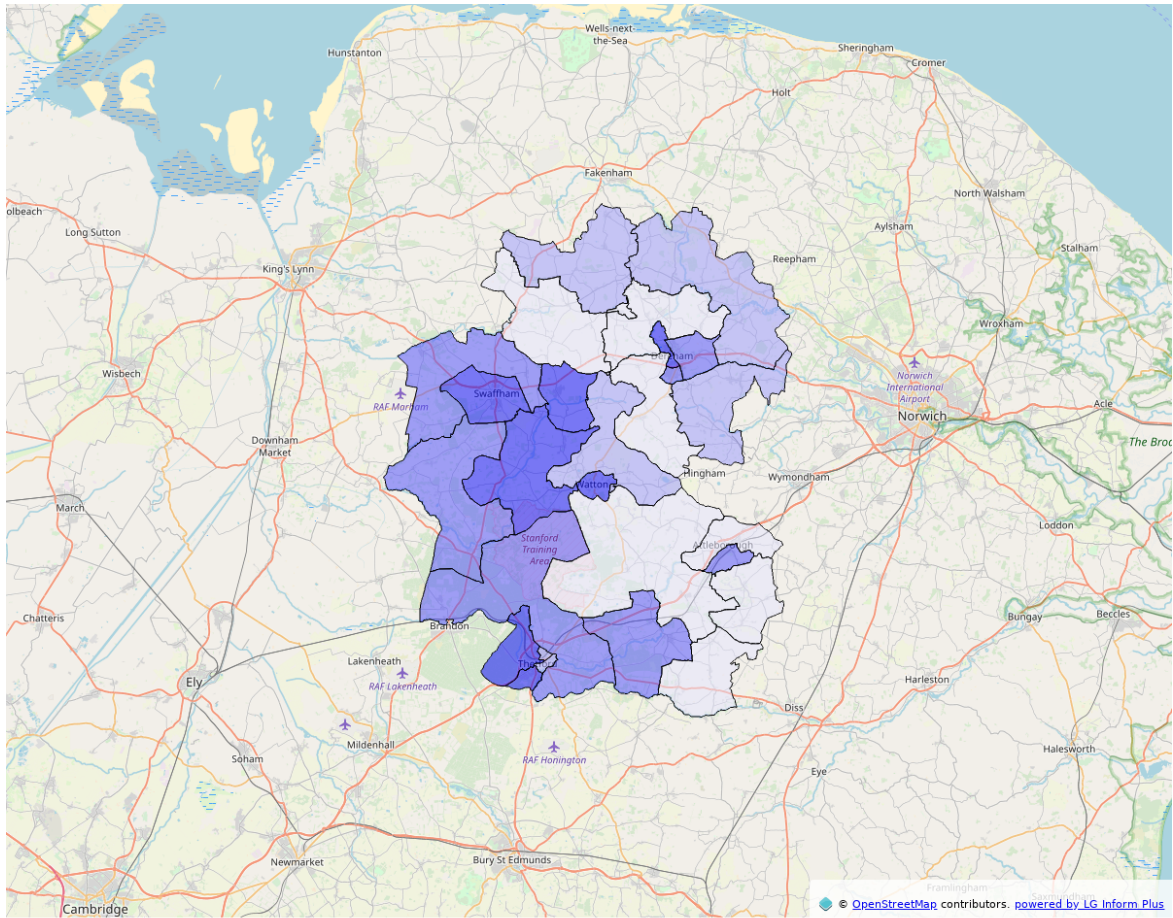


Education



15.80% of Swaffham 's residents have achieved level 4 qualifications and above compared to 25.70% in East of England as a whole and 35.12% of Swaffham '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

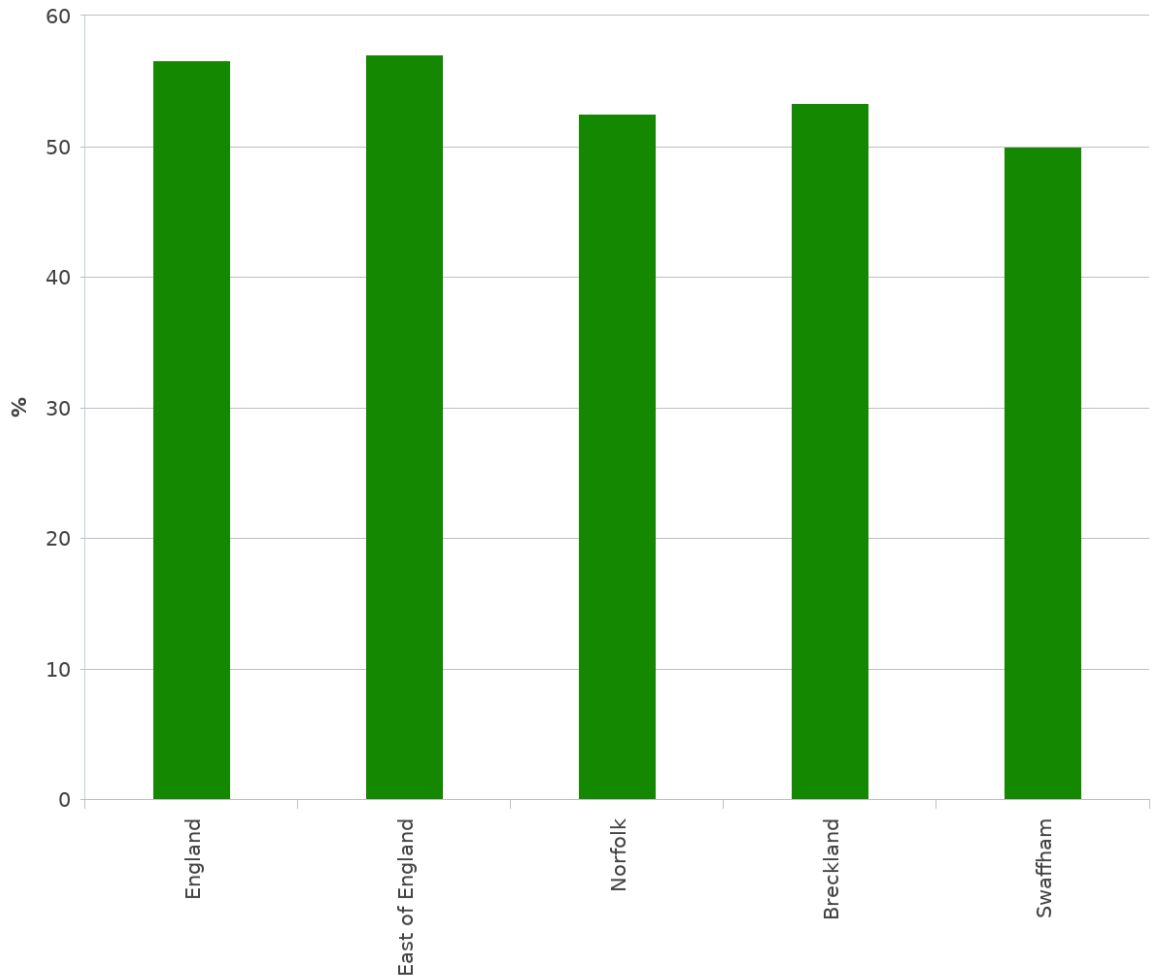


No qualifications (%) (2011)

- $\geq 31.15 \leq 35.12$ %
- $\geq 27.92 < 31.15$ %
- $\geq 24.68 < 27.92$ %
- $\geq 22.11 < 24.68$ %

The percentage of children gaining 5 or more A* to C grades at GCSE (including English and Maths) in Swaffham is 50.0%. This compares with 53.3% for Breckland, 57.0% for the East of England region, and 56.6% for England. Within Breckland, Shipdham-with-Scarning has the highest level of attainment at GCSE, with an attainment rate of 88.1 per cent. Ashill has the lowest level of attainment at GCSE, with an attainment rate of 18.0 per cent.

% of pupils achieving 5 or more GCSEs grades A* to C including English and Maths (sourced from MSOA level data) (%) for Swaffham, Breckland, Norfolk, East of England and England

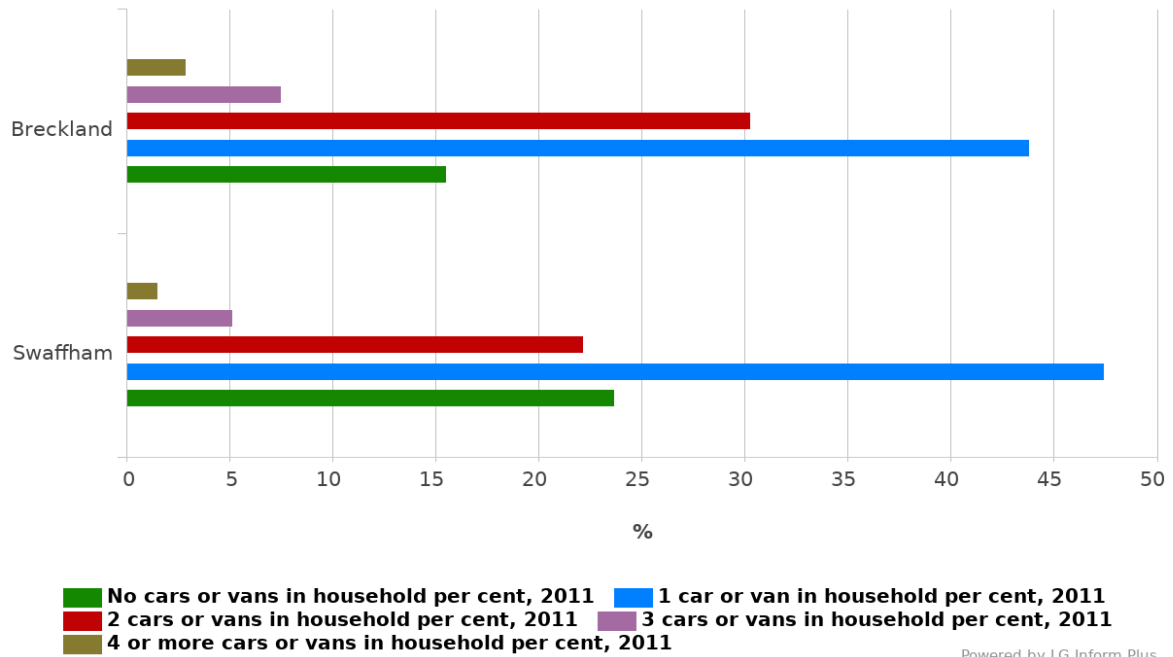


■ GCSE achievement (5A*-C inc Eng & Maths) (from MSOA data), 2013/14 (academic) Powered by LG Inform Plus

Transport

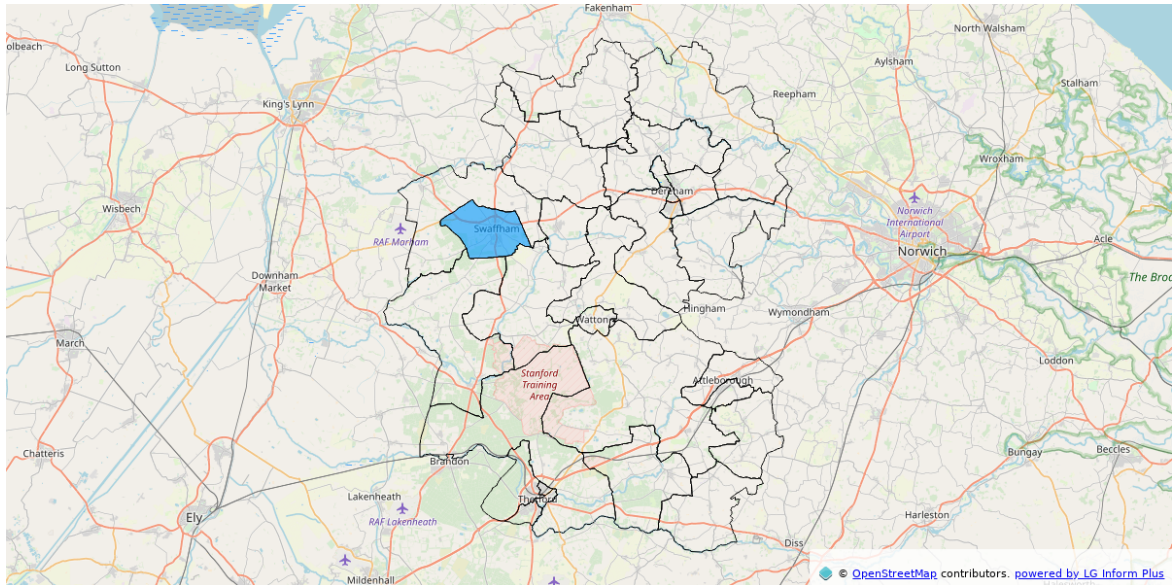
In a rural area such as Breckland, access to a vehicle can be important lifeline - while households in possession of several may be an approximate measure for relative affluence. Swaffham ward is ranked 1 among the wards of Breckland for car or van ownership, the chart below demonstrates the breakdown of cars owned in the ward and the average across the district:

Households by car or van ownership (%) (Percentage of ONS household count) (2011) for Swaffham and Breckland
source: Census 2011



Corporate Priority - Your Place

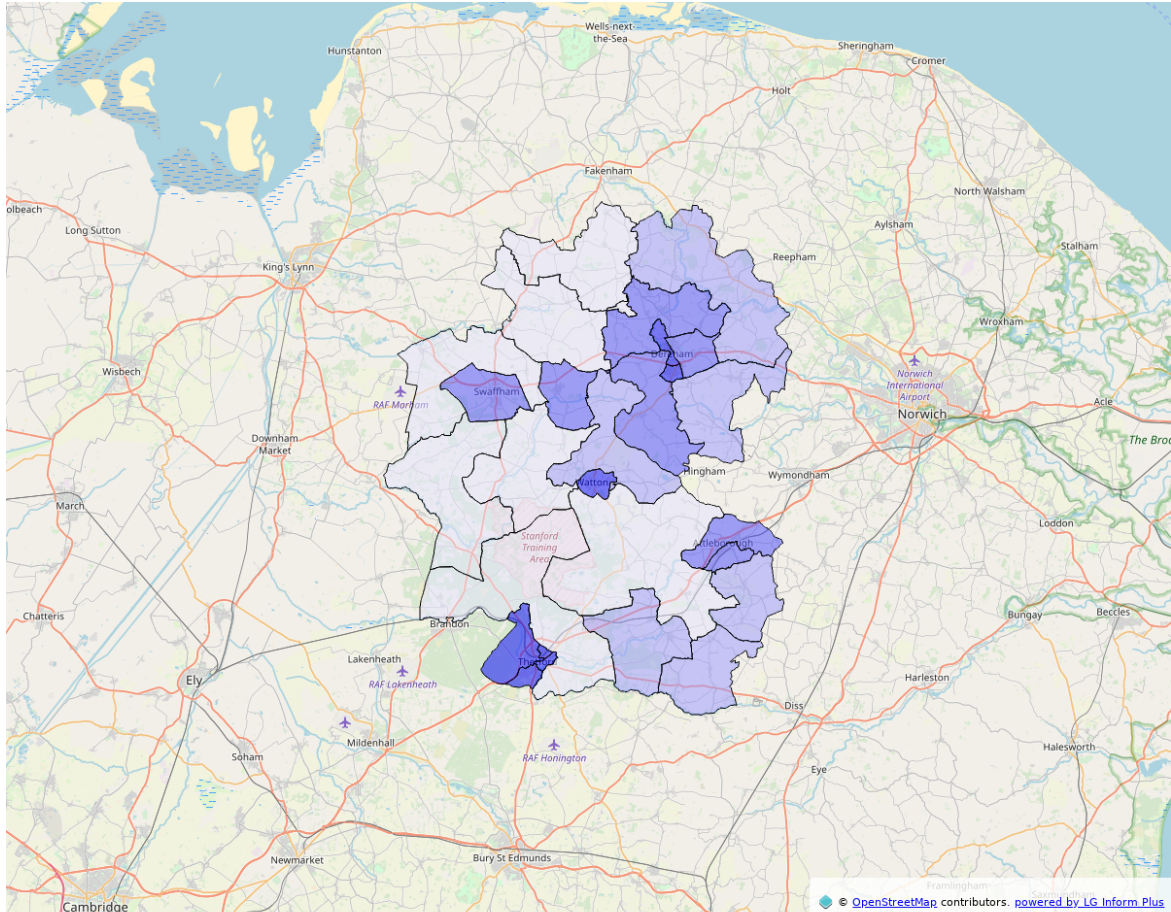
This section presents information about the place that is Swaffham Ward. It covers the geographical area, population density, housing analysis and the local environment.



Swaffham is one of the 27 Wards of Breckland. It has an area of 2,957 hectares which represents [2.27%](#) of the total area of Breckland District.

Population Density

Swaffham Ward has an average of 2.45 persons per hectare, compared to an average 1.00 persons per hectare across the entire Breckland District. Swaffham Ward is ranked 11 out of 27 in terms of population density with 18 being the lowest in Breckland.



Population density (2017)

- $\geq 5.52 \leq 37.65$ persons per hectare
- $\geq 0.99 < 5.52$ persons per hectare
- $\geq 0.46 < 0.99$ persons per hectare
- $\geq 0.25 < 0.46$ persons per hectare

The largest number of households lives in 'Number of all households - Owned outright' accommodation with 42.4% 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.

The second largest number of households lives in 'Percentage of all households - Owned with a mortgage or loan' accommodation with 22.3% 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.

There are [3.4%](#) of 'households rented from council or equivalent' with [16.0%](#) 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.

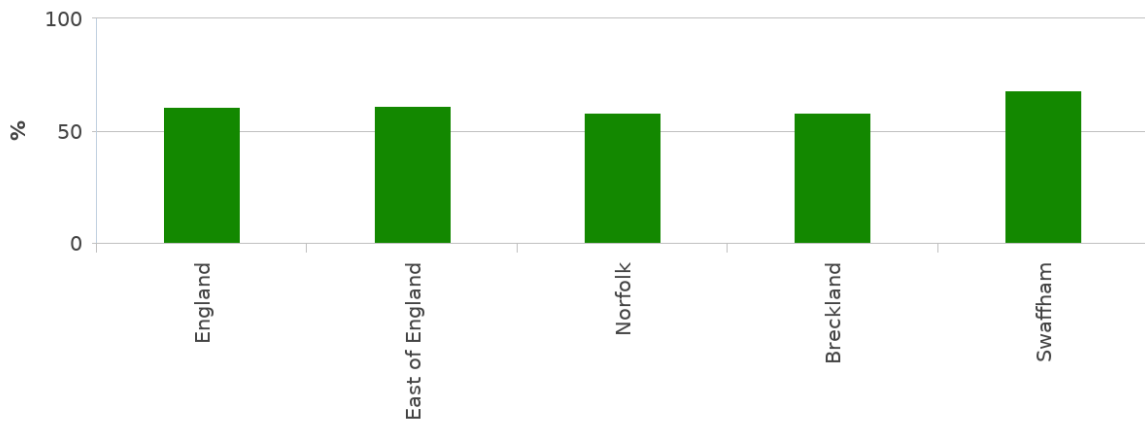
Average household size in Swaffham Ward is 2.23 people per household, compared to 2.30 people per household in Breckland District. The Average number of bedrooms per household is no value, compared to 2.90 bedrooms per household in Breckland.

The Ward has [292](#) households with dependent children aged 0 to 4, representing 8.96% of the Ward's households. [704](#) households in the Ward have 'Dependent children in household: All ages', representing 21.61% of the Ward's households.

The percentage of children assessed as having a good level of development at the age of 5 in Swaffham is 68.0%. This compares with 58.0% for Breckland, 60.9% for the East of England region, and 60.4% for England. Within Breckland, Thetford Priory has the highest proportion of children assessed as having a good level of development at age 5 at 88.1 per cent. Necton has the lowest level of children reaching a good level of development, with an attainment rate of 16.0 per cent.

% of pupils achieving a good level of development at age 5 (sourced from MSOA level data) (%) for Swaffham, Breckland, Norfolk, East of England and England

source: Local Health



Child development at age 5 - per cent (from MSOA), 2013/14 (academic)

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Heating and Overcrowding

The table below shows that 1.8% of households in Swaffham Ward have no central heating, compared to 1.9% across the Breckland District. 5.2% of households are overcrowded, compared to 4.3% in the rest of the District.

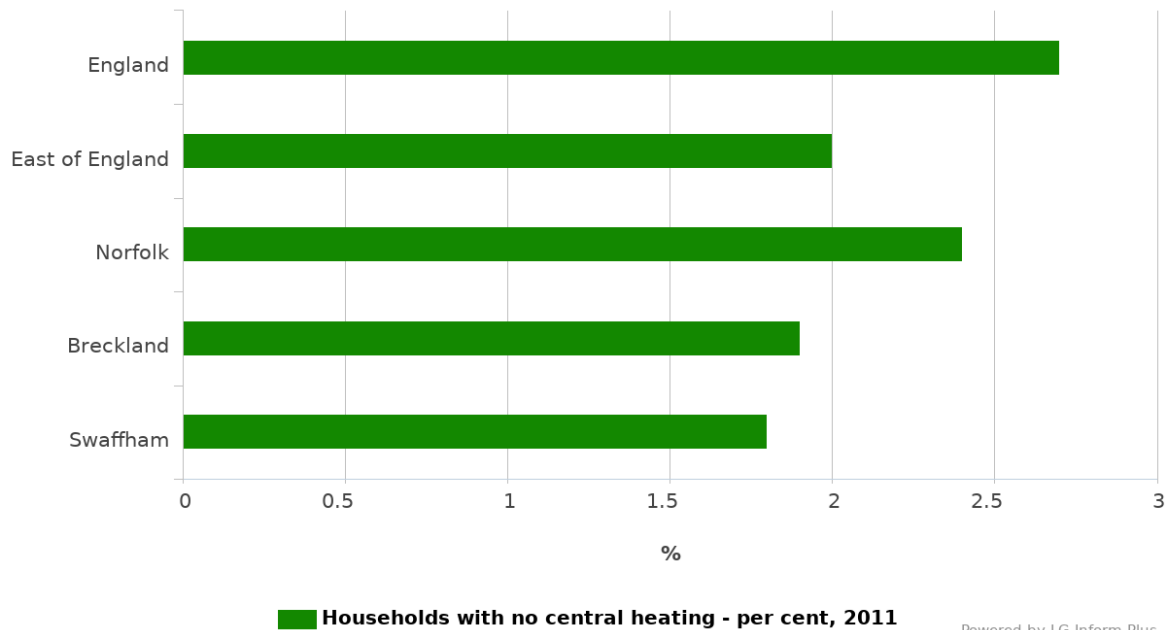
	Swaffham	Breckland	Norfolk	East of England	England
	2011	2011	2011	2011	2011
	%	%	%	%	%
Households with no central heating - per cent	1.8	1.9	2.4	2.0	2.7

	Swaffham	Breckland	Norfolk	East of England	England
	2011	2011	2011	2011	2011
	%	%	%	%	%
Overcrowded households (%)	5.2	4.3	4.4	6.5	8.7

Households with No Central Heating %

Household rooms and heating - Does not have central heating - percentage of ONS household count (%) (2011) for Swaffham, Breckland, Norfolk, East of England and England

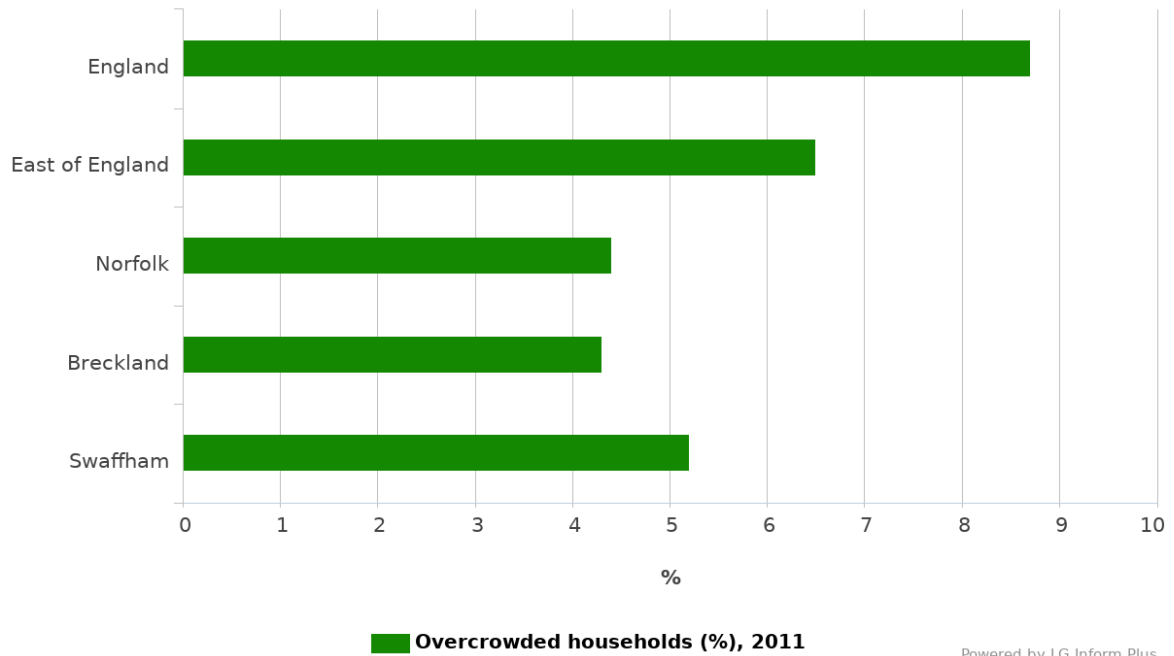
source: ONS 2011



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Overcrowded Households %

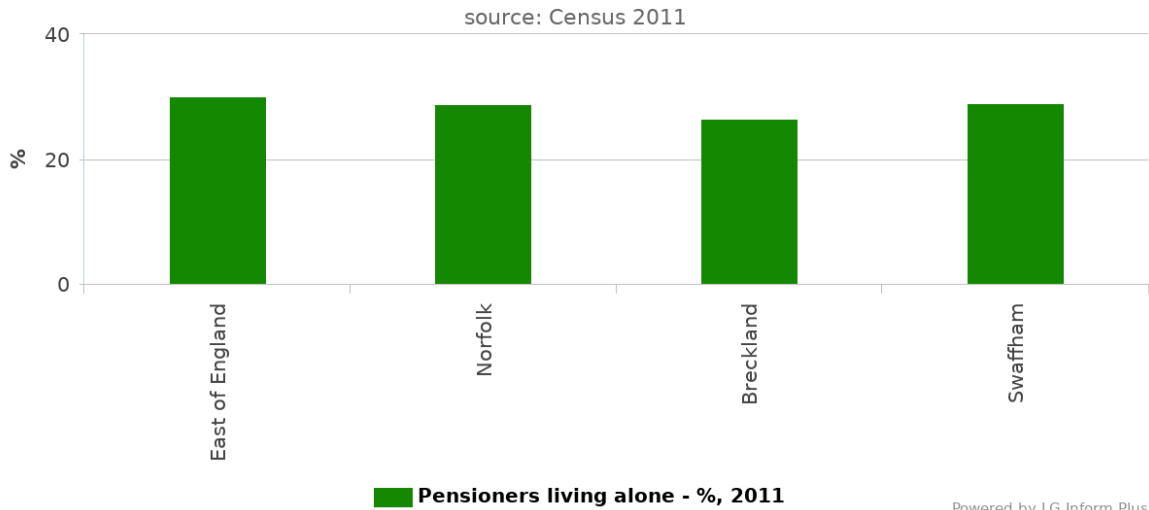
Overcrowding - percentage of households with 1 or more rooms too few (%) (2011) for Swaffham, Breckland, Norfolk, East of England and England
source: Census 2011



Pensioners who live alone

Within Swaffham 28.9% of pensioners live alone, or [660](#) people. This compares with 26.5% for the Breckland, and 30.0% for the East of England. Within Breckland, All Saints & Wayland, Guiltcross has the lowest proportion of pensioners living alone at 20.4, 20.4 per cent. Dereham Withburga has the highest proportion at 35.1 per cent. In terms of actual numbers, Launditch has the lowest number of pensioners living alone at 130 and Swaffham the highest at 660.

% of pensioners who live alone (%) for Swaffham, Breckland, Norfolk and East of England



Corporate Priority - Our Services

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

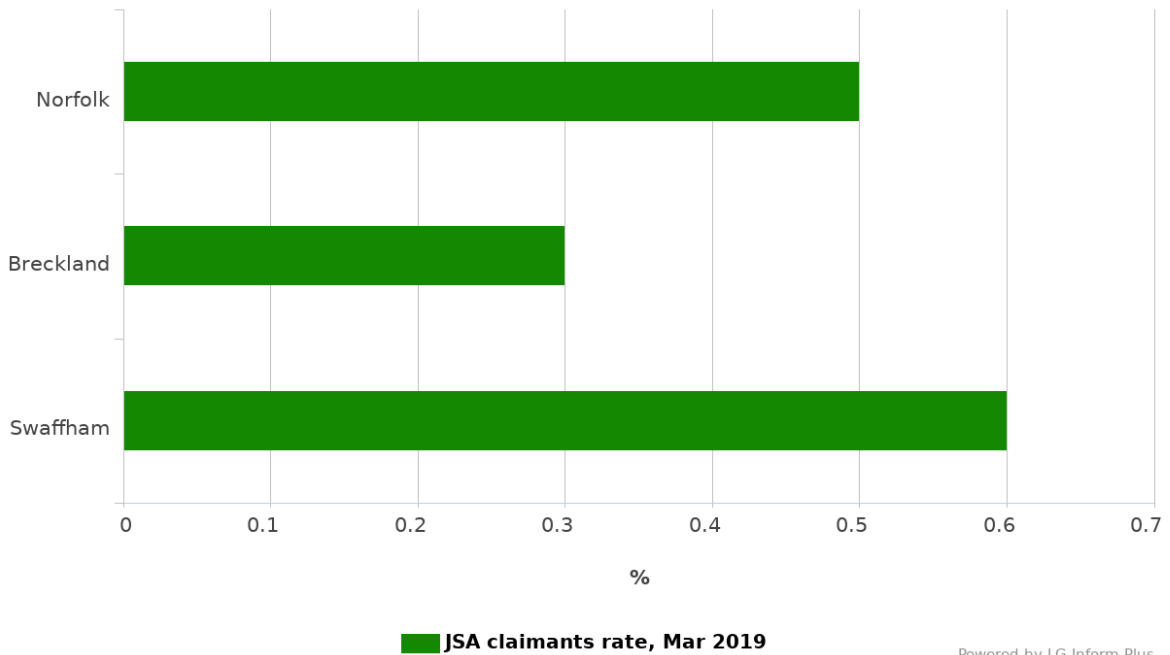
Benefit Claims

Of the 322 people claiming Job Seekers Allowance in Breckland for Jan 2019 , Swaffham had 28 claimants, which means of the 27 wards in Breckland they are number 24 in the order of wards with the lowest JSA claimants. Lincoln ward had the lowest number of claimants with 3 people claiming and Thetford Priory had the highest number of claimants with 36 people in Jan 2019.

Breckland as a whole is number 5 of 7 in terms of lowest claimant numbers for Jan 2019 within Norfolk.

JSA Claimant count, total claimants - rate (resident population aged 16-64) (%) (Mar 2019) for Swaffham, Breckland and Norfolk

source: Jobseeker's Allowance



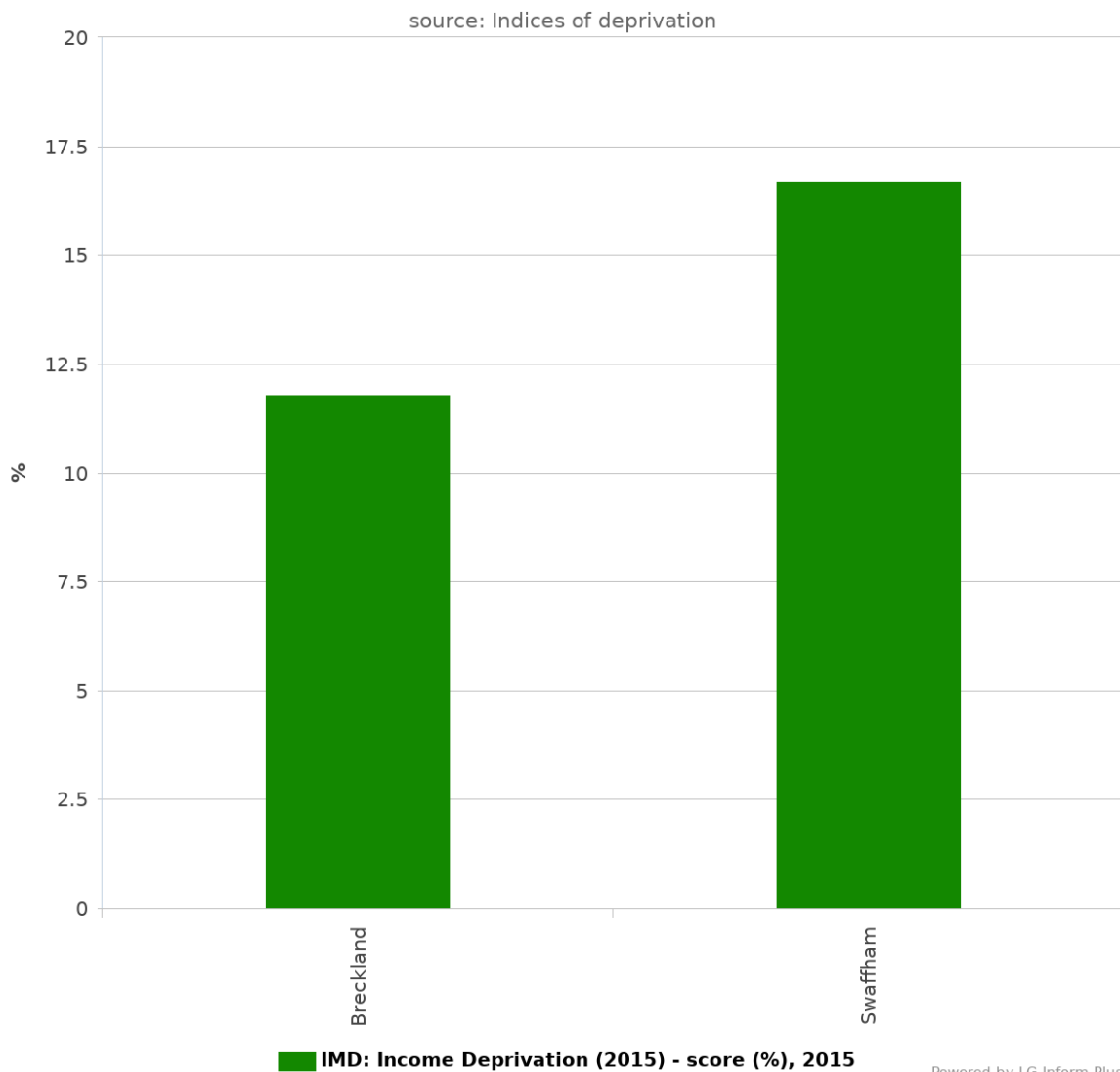
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Income deprivation

This is the % 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) 2015 and is a measure of deprivation in the area. The difference in deprivation between areas is a major determinant of 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 % of people living in low income families in Swaffham is {ERROR: Please specify a metric type} . Within Breckland it totals {ERROR: Please specify a metric type} and varies throughout the district from {ERROR: Please specify a metric type} people in no value to no value people in no value.

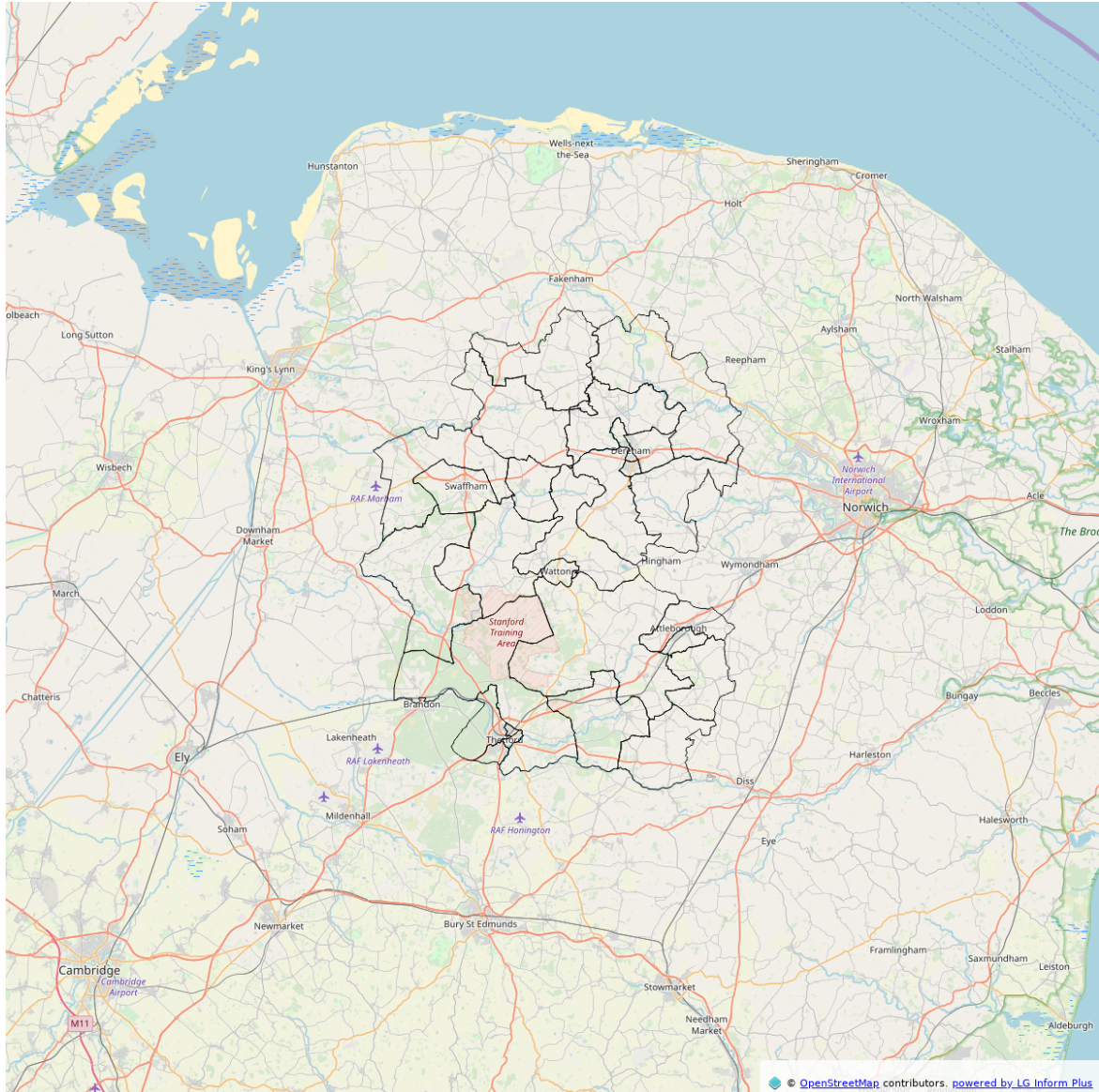
IMD - Income Deprivation (2015) - score (%) (%) for Swaffham and Breckland



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.



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:

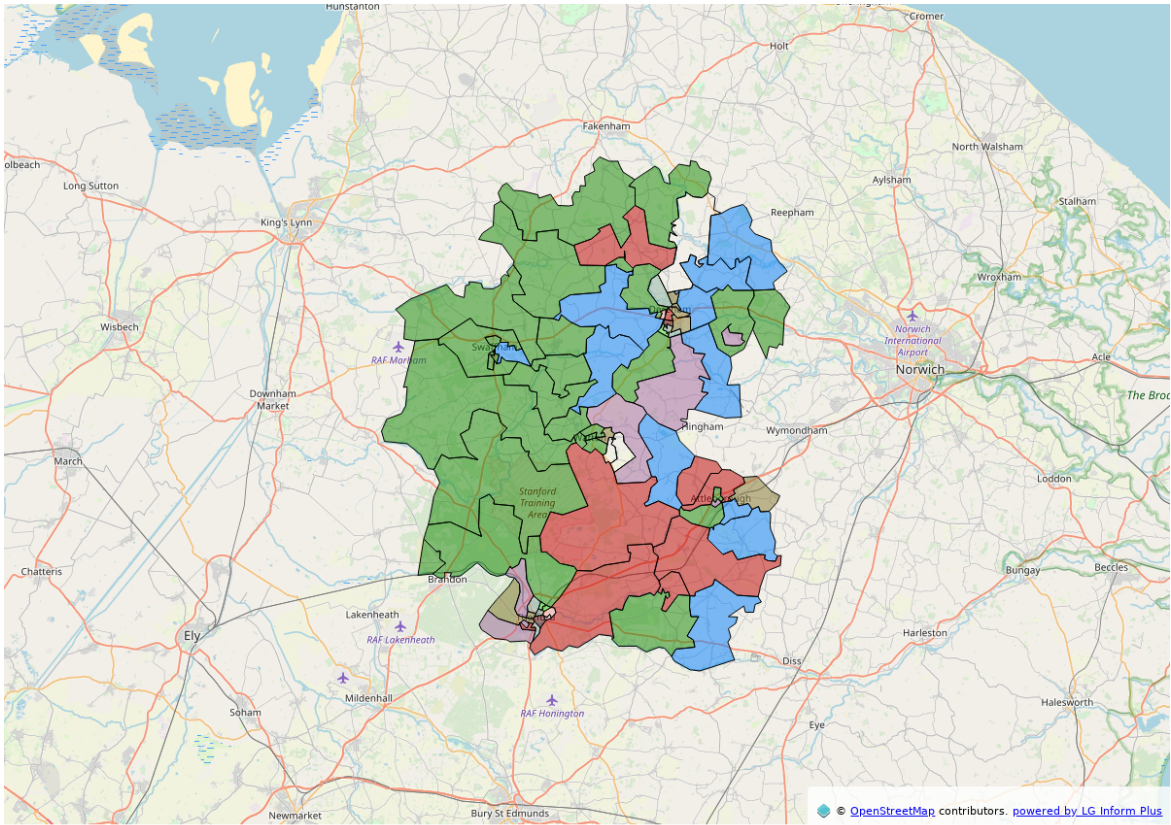
Connectivity - access to the internet.

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.

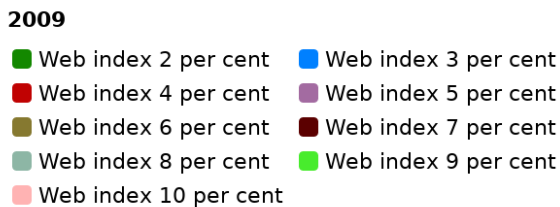
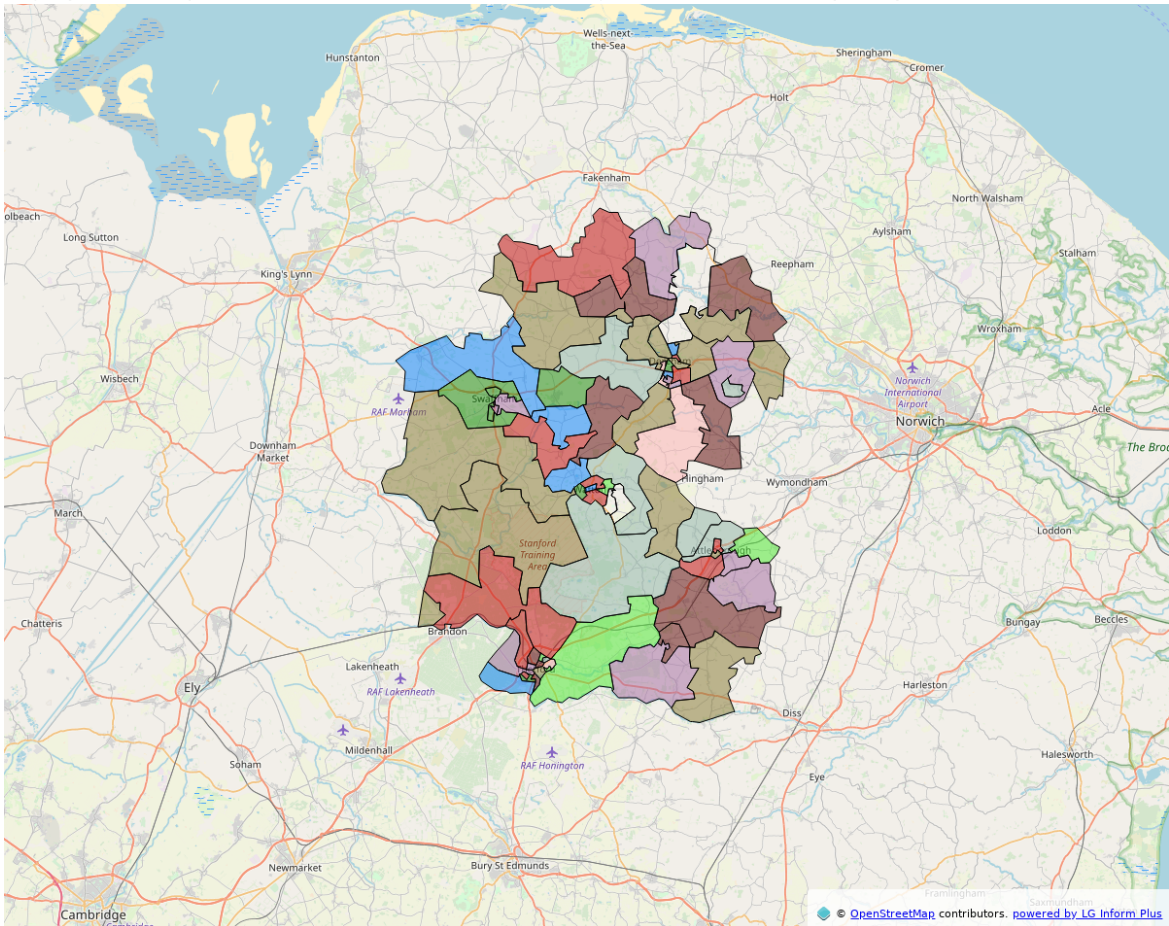
The map below shows the likelihood of digital exclusion within the district, with decile 1 meaning there is a high probability for digital exclusion and decile 10 showing a low probability.



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.



References

This report was generated using data from:

- [Ministry of Housing, Communities & Local Government; Indices of deprivation](#)
- [Ministry of Housing, Communities & Local Government; Next Generation Access data](#)
- [Nomis; Jobseeker's Allowance](#)
- [Office for National Statistics; Census 2011](#)
- [Office for National Statistics; Mid-year estimates](#)
- [Public Health England; Local Health](#)