

## **A Demographic & Socio-Economic Review of Long Stratton**

### Key points

- Long Stratton is a large village with a population of about 4,500
- Although growth has been relatively muted in the recent past it has previously experienced periods of more sustained growth and there are plans for a further 1,800 dwellings. The village will approximately double in size. This will have significant implications for the character and functioning of the village
- Long Stratton could be described as a youthful village. The average age is well below that of South Norfolk and Norfolk and there is a high proportion of 'family' households
- Most households in Long Stratton are owner occupiers. They typically live in detached and semi-detached houses. However, Long Stratton does still retain a significant affordable housing sector. There is also an active private rented sector. These factors, combined with an above average (compared to South Norfolk) proportion of smaller houses, do provide a range of options for new entrants to the local housing market
- However, house prices are a significant obstacle for low income households. Prices are broadly in line with South Norfolk. It is estimated that entry level house prices in Long Stratton would require an income of about £38,000 per annum. There are similar challenges in the private rented sector
- There are 27 households on the Housing Register with a Long Stratton parish address. This probably understates local need. However, 13 per cent of the affordable rented housing stock in Long Stratton is prioritised for local people
- Economic activity and employment rates are high in Long Stratton, particularly for women
- However, below average qualification levels are consistent with high levels of people working in 'intermediate' occupations which suggests the ratio of house prices to incomes (or wages) may be a particular concern in Long Stratton
- Long Stratton is a net exporter of labour. Nevertheless, the majority of Long Stratton employed residents work within Long Stratton, elsewhere within South Norfolk or commute to Norwich. Likewise, in-commuters to Long Stratton do not typically travel far
- 'Wholesale & retail' is the largest employment sector in Long Stratton which highlights the 'market town' shopping role that Long Stratton plays. Survey evidence suggests that the local economy is buoyant with vacancy rates low
- Public administration and health are the next largest employers
- Unemployment has fallen in recent years and there are relatively few people claiming 'out of work' benefits. Most benefit claimants have a health related issue
- Overall, deprivation levels are low. The key issues relate to access to services and the quality of some housing

## Introduction

This report has been produced to support the development of the Long Stratton Neighbourhood Plan. It pulls together a range of published data to paint a picture of the parish in terms of its demography, socio-economic characteristics and local labour market.

The report is broken down into the following sections:

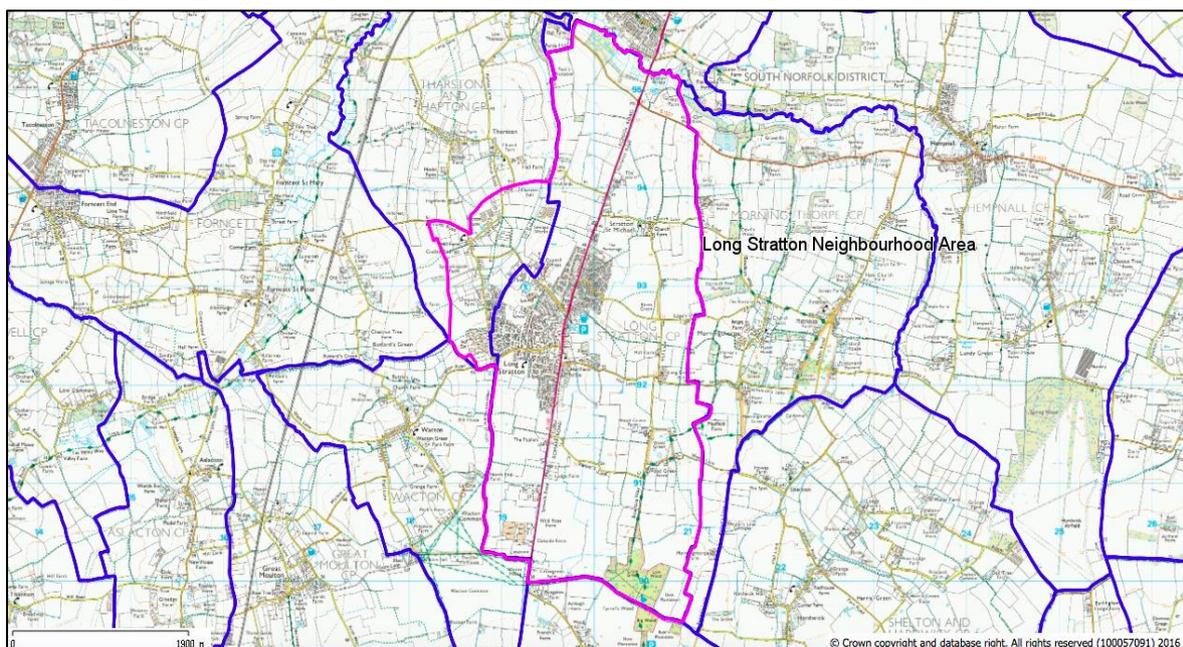
- Key points
- Introduction
- Geography
- Data sources
- Demography
- Housing
- Economic activity
- Deprivation

## Geography

Long Stratton is a large village in the district of South Norfolk. It is bisected by the A140 which provides direct access to Norwich in the north and Diss in the south.

The scale of Long Stratton village itself means that it is well served in terms of facilities. In addition to a good range of local shops and services Long Stratton benefits from primary and secondary schooling, a medical centre and a leisure centre. It is also the base for South Norfolk District Council. The village acts as a sub centre for other neighbouring, smaller villages such as Wacton, Tharston and Fritton.

The Neighbourhood Plan boundary does not follow administrative boundaries. Instead, it has been drawn to create an area more meaningful to local people in terms of their daily 'comings and goings'.



## Data sources

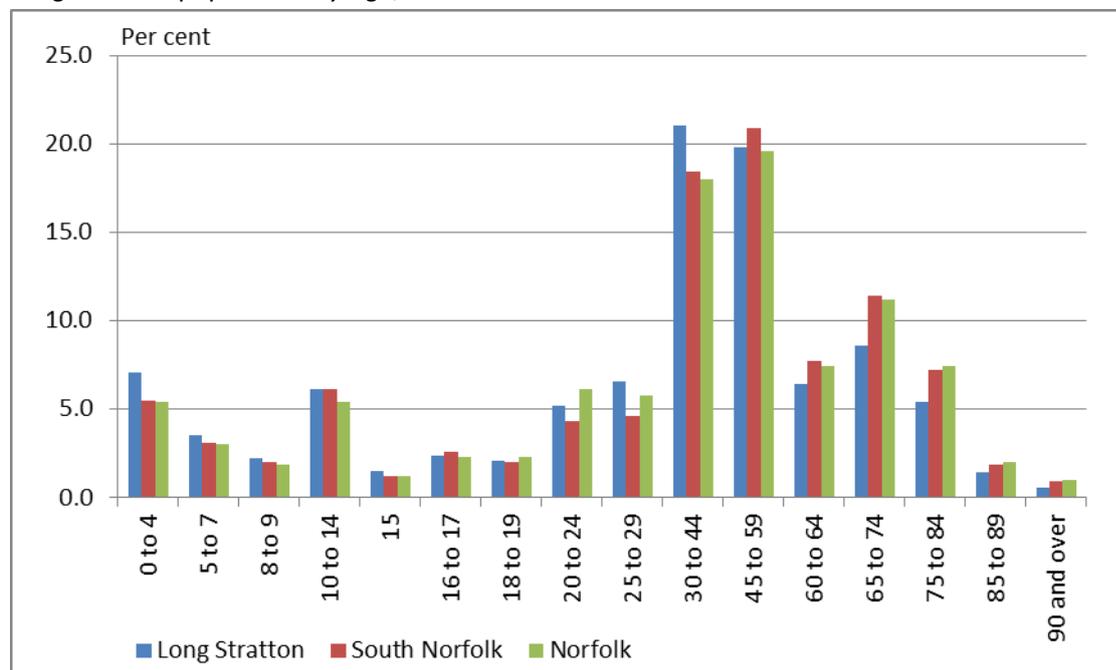
A range of published data sources have been used to compile this report. The functional nature of the Long Stratton Neighbourhood Plan boundary means that data is not routinely published for this area. The Office for National Statistics (ONS) uses 'Output Areas' as the building block for its local area data and publishes a range of data at this scale and aggregations of it (known as 'Super Output Areas'). The average population of an Output Area is about 300 people.

A wide range of data (including the Census of Population) is also published at parish geography. A range of administrative boundary maps were presented to the NDP steering group and it was agreed to use the parish as the default geography for data collection. Where it has been necessary to use alternative boundaries this is clearly stated.

## Demography

The latest estimate of Long Stratton's population was 4,500 in 2015.<sup>1</sup> This represents a small increase from 4,424 in 2011. However, growth was more substantial during the previous decade. The population of Long Stratton was 3,701 in 2001 which implies a growth rate of about 20 per cent over the decade.<sup>2</sup> Development plans related to the planned by-pass suggest that growth rates will return to higher levels in the future.

### Long Stratton population by age, 2011



Source: 2011 Census of Population (Table KS102EW), NOMIS

Long Stratton could be described as a youthful village. The median age is 39 compared to 45 in South Norfolk and 43 in Norfolk. It has a relatively low proportion of people aged 60+ which is counter-

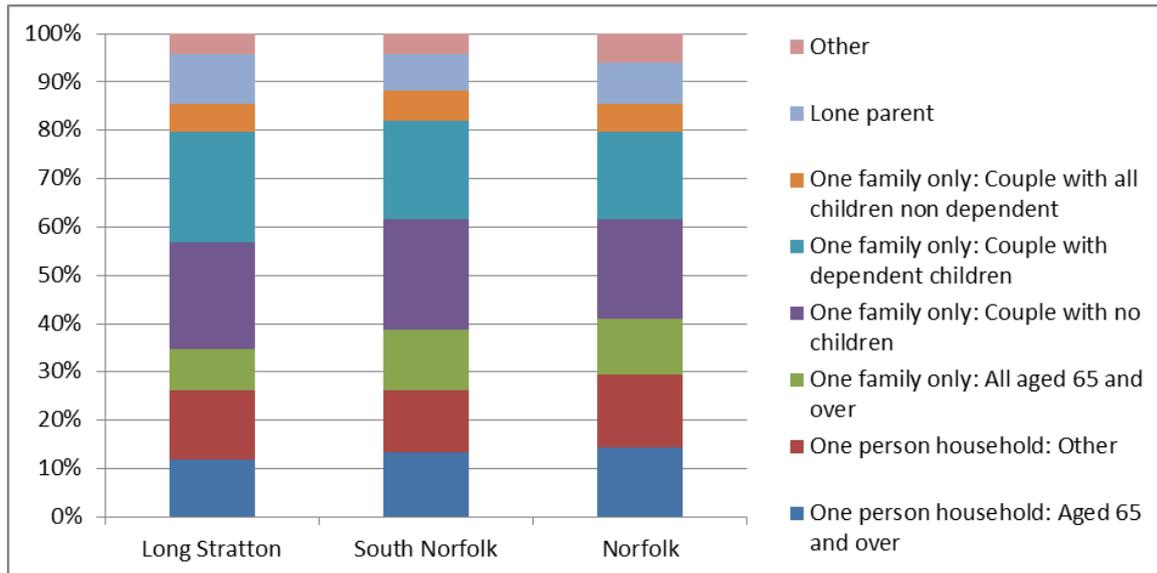
<sup>1</sup> 'ONS Mid Year Population Estimates, 2015 (via Norfolk Insight)

<sup>2</sup> 2001 and 2011 Census of Population

balanced by higher proportions of working age people, and to a lesser extent, school age children. This suggests a parish dominated by young families.

This hypothesis is confirmed by household composition data. Long Stratton has a low proportion of both single and couple households with all inhabitants aged 65+ (21 per cent). This compares with 26 per cent in both South Norfolk and Norfolk. In contrast, the proportion of couple households with dependent children (23 per cent) and lone parents (10 per cent) are both higher than in South Norfolk and Norfolk.

*Long Stratton household composition, 2011*



Source: 2011 Census of Population (Table QS113EW), NOMIS

Ninety seven per cent of Long Stratton’s population classifies itself as ‘White British’. This is marginally higher than both South Norfolk and Norfolk. No other ethnic group constitutes a significant number of people within the parish.<sup>3</sup>

### Housing

There have been about 50 dwellings completed in the NDP area between 2011/12 and 2016/17. About half of these were in Thrapston parish as part of a planning permission for 120 dwellings on Chequers Road. This permission has a further 95 dwellings still to be built (as of April 2017). The other significant commitment with planning permission is a brownfield development in Swan Lane. Two dwellings were completed in 2016/17 with a further 48 dwellings still to be completed.<sup>4</sup>

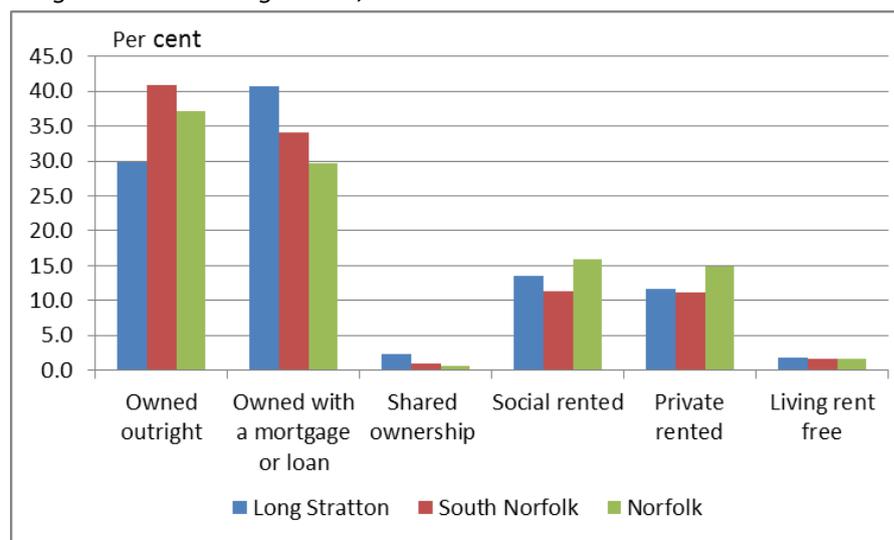
These figures clearly pale into insignificance in comparison with the allocation of a minimum of 1,800 dwellings in the Long Stratton Area Action Plan. This report is concerned with understanding the current characteristics of Long Stratton to help shape the detailed plans for this transformational change to Long Stratton.

<sup>3</sup> 2011 Census of Population (Table QS201EW – Ethnic group) via NOMIS

<sup>4</sup> ‘Residential Land Availability: April 2016 – March 2017’, South Norfolk District Council and analysis of previous data

Long Stratton’s current housing profile (at least at 2011) is fairly similar to South Norfolk and Norfolk. Owner occupation is the dominant tenure. Long Stratton does have a relatively high proportion of homeowners still paying a mortgage. This is consistent with the younger age profile of the parish as older households are more likely to have paid off their mortgage. Although still a minority tenure, shared ownership does constitute a higher than average proportion of dwellings in Long Stratton. The proportion of social rented housing (14 per cent) is higher than South Norfolk but lower than Norfolk. Long Stratton also has a significant private rented sector at a little over 10 per cent of all dwellings.

*Long Stratton housing tenure, 2011*



Source: 2011 Census of Population (Table KS402EW), NOMIS

The proportion of affordable housing (shared ownership and social rented housing in the chart above) is unlikely to have changed in recent years as affordable housing completions in South Norfolk as a whole have been low, and below target.<sup>5</sup> This is supported by an up to date estimate of the stock Housing Association rented property in Long Stratton. The number of rented properties in the ‘affordable housing’ sector grew from 251 in 2011 to 269 in 2017.<sup>6</sup>

*Housing Association stock of rented property in Long Stratton, 2017*

Type of property	1 bed	2 bed	3 bed	4 bed	Total
Sheltered	25	10			35
Bungalow	1	94	1		96
Flat	8	2	1		11
House	6	39	78	4	127
<b>Total</b>	<b>40</b>	<b>145</b>	<b>80</b>	<b>4</b>	<b>269</b>

*Source: South Norfolk District Council<sup>7</sup>*

<sup>5</sup> ‘Housing Monitoring Report 2016’, Norfolk County Council, February 2017

<sup>6</sup> A fuller description of affordable housing can be found in the National Planning Policy Framework - [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/6077/2116950.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/6077/2116950.pdf)

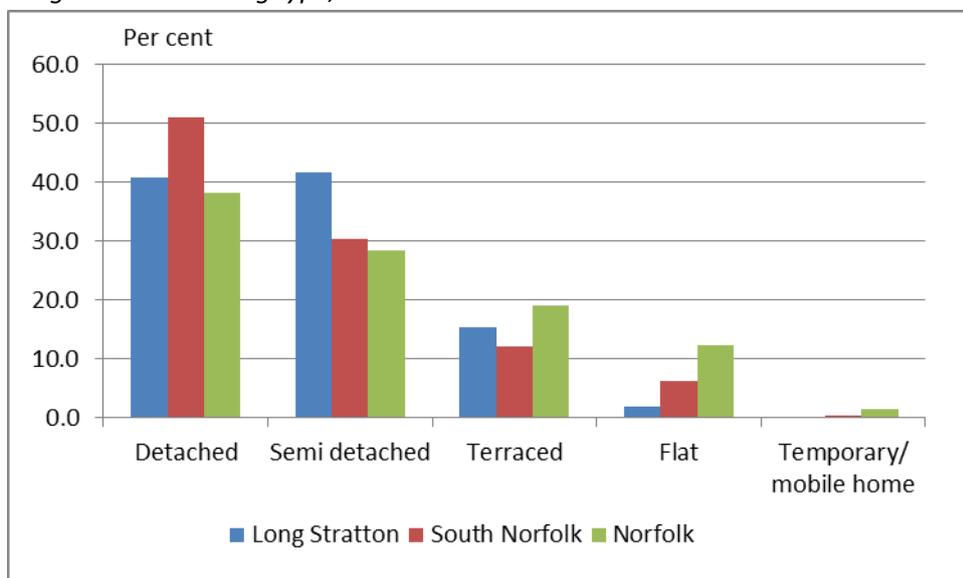
<sup>7</sup> Unpublished data provided by email (12.09.2017)

Almost half of the current stock is either sheltered accommodation or bungalows. Over two-thirds are 2 bedroom properties or smaller. It is worth noting that the bungalows are not reserved for older people. Thirty six of the properties (virtually all houses) have a local connection policy prioritising people with a local connection to Long Stratton (13 per cent of the total stock).<sup>8</sup>

In terms of the overall housing stock (in 2011), more than eight in ten dwellings in Long Stratton are detached (41 per cent) or semi-detached (42 per cent). There are very few flats, typical of a rural community, but Long Stratton does have a significant supply of terraced housing.

The stock of semi-detached and terraced housing is important in ensuring Long Stratton has retained a supply of smaller homes for new entrants to the housing market and those wishing to downsize. Thirty five per cent of dwellings in Long Stratton have two bedrooms or less compared with 30 per cent in South Norfolk.

*Long Stratton housing type, 2011*



Source: 2011 Census of Population (Table KS401EW), NOMIS

Overall, Long Stratton’s housing profile is pretty typical of a large village or small market town. It’s character, in terms of tenure, house type and size, is more urban than South Norfolk as a whole which is not surprising given that it is one of the larger settlements in the district. However, in comparison with the Norfolk data, which is heavily influenced by Norwich, King’s Lynn and Great Yarmouth, the parish still retains a distinctly rural feel to its housing profile.

House prices in South Norfolk are relatively high compared with Norfolk as a whole. The average price of £241,537 is second only to North Norfolk. Earnings are the highest in the county. However, the ratio of prices to incomes remains very high at 9.2, only marginally lower than the county average. According to the assumptions used by the National Housing Federation, a household would need an income of over £55,000 to purchase an average priced house in South Norfolk.

<sup>8</sup> South Norfolk District Council tend to apply a local connection policy to about a third of all affordable rented properties on ‘s106’ schemes. This does not include people with family living in the parish.

### House prices and affordability in Norfolk

	Average (mean) house prices in 2016	Mean annual earnings in 2015	Ratio of prices to incomes	Income required for 80% mortgage 2016 (80% at x3.5)
Norfolk	£216,248	£22,906	9.4	£49,428
Breckland	£209,043	£21,185	9.9	£47,781
Broadland	£236,759	£23,629	10.0	£54,116
Great Yarmouth	£162,463	£20,686	7.9	£37,134
King's Lynn & West Norfolk	£208,898	£23,098	9.0	£47,748
North Norfolk	£243,953	£20,160	12.1	£55,761
Norwich	£195,865	£23,270	8.4	£44,769
South Norfolk	£241,537	£26,156	9.2	£55,208

Source: 'Home Truths 2016/17- The housing market in the East of England', National Housing Federation

House prices in Long Stratton are similar to South Norfolk. The breakdown by type of housing in the table below allows a more realistic assessment of affordability for those entering the housing market. Applying the same affordability assumptions as used in table above suggests that an income of £38,160 would be required to purchase a terraced house in Long Stratton.<sup>9</sup> To put this in context, a household with two people both earning the National Living Wage will have an income below £30,000.

### A comparison of house prices between the Long Stratton area and South Norfolk

	All	Detached	Semi-detached	Terraced	Flats/maisonettes
Long Stratton	£200,000	£249,950	£185,000	£166,950	n/a
South Norfolk	£195,000	£250,000	£179,950	£162,000	£117,500

Note: prices are for Middle Super Output Area E02005603 which includes Long Stratton and a number of neighbouring villages

Source: House Price Statistics for Small Areas, ONS (released 24 June 2015)

<sup>9</sup> The prices cited in Table 2 are not directly comparable with Table 1. They are from a different source and cover a different time period. Nevertheless, they do confirm that prices in the Long Stratton area are broadly comparable with South Norfolk which demonstrates the relevance of Table 1 to Long Stratton.,

A review of property currently on the market further confirms that the most common house price range is £200,000 to £249,000 and that the entry level is about £160,000 upwards.<sup>10</sup> Our review identified 27 properties for sale in Long Stratton including eleven new build properties on Maple Park. Five properties were priced between £160,000 and £199,000. Twelve properties were priced between £200,000 and £249,000. The remaining ten ranged from £250,000 to £350,000.

*LHA rates in the Central Norfolk & Norwich Broad Rental Market Area, 2017-18*

No. of bedrooms	£ per week
1	£92.98
2	£116.52
3	£135.36
4	£184.11

Source: [www.lha-direct.voa.gov.uk](http://www.lha-direct.voa.gov.uk)

Affordability is also likely to be an issue for low income households in the private rented sector. Our review also identified three properties available for rent. These were a 2 bed terraced house @ £135 per week (pw), a 2 bed semi-detached house @ £144 pw and a 3 bed semi-detached house @ £173 pw. The table below demonstrates that all three are well above the Local Housing Allowance rate. (This is the rate at which Housing Benefit is capped for private rented properties)

There are currently 27 households with a Long Stratton parish address on the South Norfolk District Council Housing Register. Of these, two households are considered to be in the highest level of need category ('Gold') and 11 are considered to be in the second category ('Silver'). One household is eligible for sheltered accommodation. The majority of need is for smaller properties.

*Affordable housing need in Long Stratton, 2017*

Type of property	1 bed	2 bed	3 bed	3+ bed	Total
Gold	1	0	0	1	2
Silver	5	2	3	1	11
Bronze/ Low Need	5	7	1	1	14
Total	11	9	4	3	27

Source: South Norfolk District Council<sup>11</sup>

The Housing Register data includes all households with an address in Long Stratton parish. It does not ask applicants where they wish to live or with which other parishes they might have a local

<sup>10</sup> [www.zoopla.co.uk](http://www.zoopla.co.uk) (as at 07.09. 2017)

<sup>11</sup> Unpublished data provided by email (12.09.2017)

connection (through previous residence, employment or family). Nevertheless, it provides the best estimate of local need available in the absence of a local Housing Needs Survey.

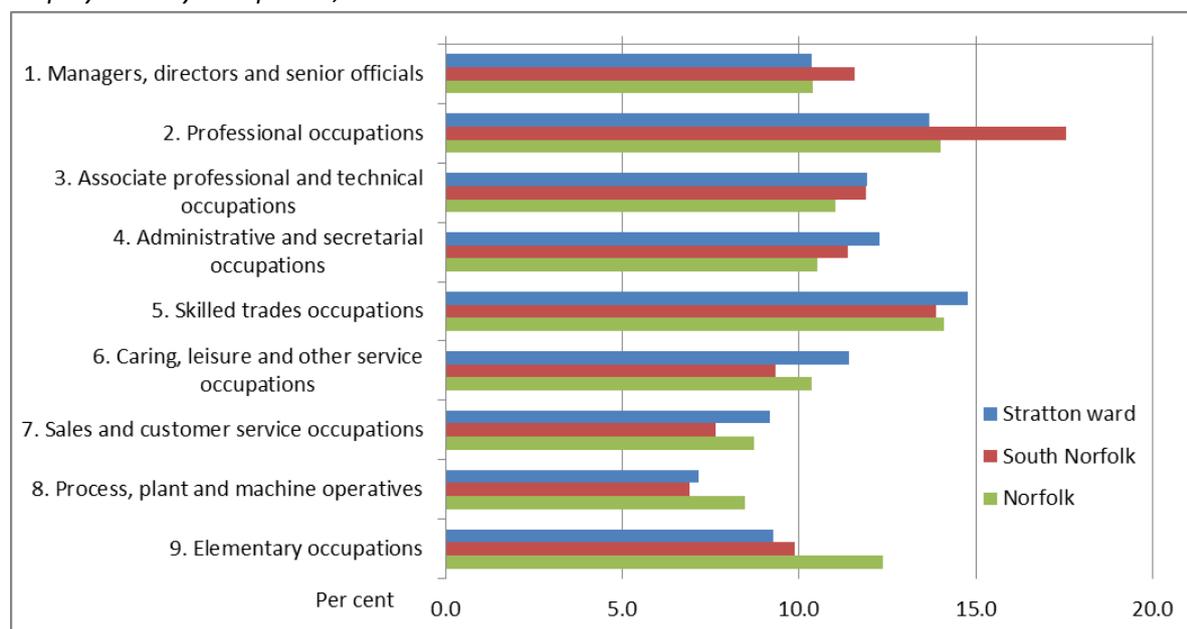
### Economic activity

Economic activity and employment rates are high in Long Stratton, particularly for women.<sup>12</sup> In 2011, 81.9 per cent of the Stratton ward population aged 16-64 was economically active compared with 80.5 per cent in South Norfolk. The employment rate was 78.1 per cent compared with 76.8 per cent in South Norfolk.<sup>13</sup>

Unemployment has fallen significantly in recent years. In July 2017 there were 25 people claiming out of work benefits. This represented 0.7 per cent of the population aged 16-64 and compared with 0.8 per cent in South Norfolk and 1.9 per cent in Great Britain. In July 2013 there were 70 claimants in Stratton ward.<sup>14</sup>

Economic inactivity rates for men aged 16-64 in Stratton Ward (13.8 per cent) are similar to South Norfolk (13.7 per cent). However, female inactivity rates (22.2 per cent) are significantly lower than South Norfolk (25.1 per cent). Early retirement among the working age is less common in both genders in Stratton ward. There are also a higher proportion of women 'looking after home or family' (8.6 per cent) than in South Norfolk (8.2 per cent).

### *Employment by occupation, 2011*



Source: Nomis (2011 Census table KS608UK)

<sup>12</sup> Most of the economic activity and employment data presented in this reported is at ward level. 'Stratton' ward includes the parishes Long Stratton, Wacton and Hapton & Tharston. Long Stratton is the largest of these in population terms and the data is considered to provide a reasonable portrait of the Long Stratton labour market. For example, about 80 per cent of employed residents in Stratton ward reside in Long Stratton parish.

<sup>13</sup> '2011 Ward Labour Market Profile E36004533: Stratton', NOMIS (downloaded 07/09/2017)

<sup>14</sup> *ibid*

There is a relatively low propensity for Stratton ward residents to work in managerial and professional roles in comparison with South Norfolk. Drilling down deeper into the data reveals that this is apparent across a broad range of jobs within these broader categories. In contrast, Stratton ward has a higher proportion of employed residents working in 'administrative & secretarial roles', 'skilled trades', 'caring, leisure and other service occupations' and 'sales and customer services'. Again, drilling down deeper reveals particular concentrations of employed residents in 'administrative roles', 'Skilled metal, electrical and electronic trades', 'caring personal service occupations' and 'sales'.

This occupational profile is consistent with the qualification levels of the working age population. Only 25 per cent are qualified to Level 4 (Higher Education) compared with 30 per cent in South Norfolk. The proportion of people qualified to Level 2 (5 GCSE passes) in Stratton ward is very similar to South Norfolk which suggests that there is less progression from level 2 upwards.

The MSOA that includes Long Stratton is a net exporter of labour<sup>15</sup>. In 2011 there were approximately 1,800 more people commuting out than commuting in. However, the majority do not travel particularly long distances. Most Long Stratton MSOA employed residents either work within the MSOA (including working from home), commute to elsewhere in South Norfolk or commute to Norwich.

The majority of those commuting into Long Stratton MSOA travel from elsewhere in South Norfolk. The second most common origin is Norwich.

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<sup>15</sup> Middle Super Output Areas (MSOAs) are an aggregation of Lower Super Output Areas (LSOAs) which are, in turn, an aggregation of Output Areas (AOs). The MSOA that includes Long Stratton covers six LSOAs. However, all are fairly rural in character and the commuting data is considered to provide a reasonable description of commuting patterns in Long Stratton

*Stratton MSOA commuting flows, 2011*

Area	Commuting from Stratton MSOA	Commuting to Stratton MSOA	Net out-flow
Stratton MSOA	726	726	0
Mainly work at or from home	809	809	n/a
No fixed workplace	476	476	n/a
Offshore installation	11	0	11
South Norfolk (excl. Stratton MSOA)	1,249	869	380
Breckland	332	188	144
Broadland	286	166	120
Great Yarmouth	40	43	-3
King's Lynn & West Norfolk	16	10	6
North Norfolk	42	36	6
Norwich	1,088	261	827
Suffolk	326	155	171
East of England (excl. Norfolk & Suffolk)	49	8	41
Rest of UK & overseas	139	40	99
Total	5,589	3,787	1,802

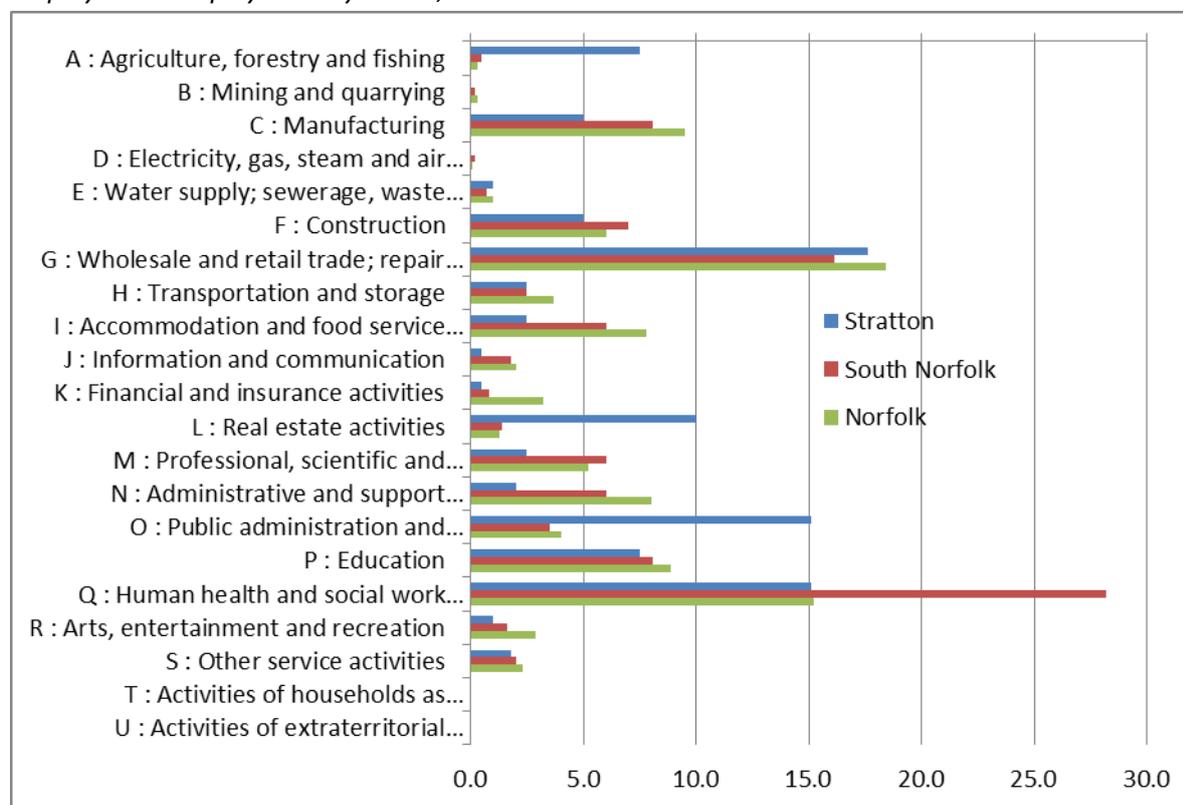
*Source: 2011 Census (taken from NOMIS, table WU01BEW)*

The largest employment sector in Stratton ward is wholesale & retail which in part reflects the 'market town' shopping role that Long Stratton plays. Recent survey evidence suggests that Long Stratton is functioning well.<sup>16</sup> Vacancy rates have been constantly low in recent years and well below the Norfolk average. Comparison retailers and leisure services are the predominant businesses but there has been an increase in all business types between 2013 and 2015 which possibly reflects renewed business confidence both in current trading and future activity as a result of planned housing growth.

<sup>16</sup> 'Market Towns Report 2015', Norfolk County Council, September 2015

Other significant sectors include public administration, health & social work and real estate activities. The table below compares the employment structure of Stratton ward with South Norfolk and Norfolk. It highlights the disproportional importance of real estate activities, public administration and agriculture to the local economy.<sup>17</sup>

*Employees in employment by sector, Stratton ward 2015*



*Note: This data is workplace based. Employment is allocated to the geography where the job is based rather than where the job holder lives.*

*Source: Nomis (BRES)<sup>18</sup>*

## Deprivation

Long Stratton experiences relatively low levels of deprivation. The English Indices of Deprivation 2015 provides a composite measure of deprivation alongside measures of specific 'domains' of deprivation.<sup>19</sup>

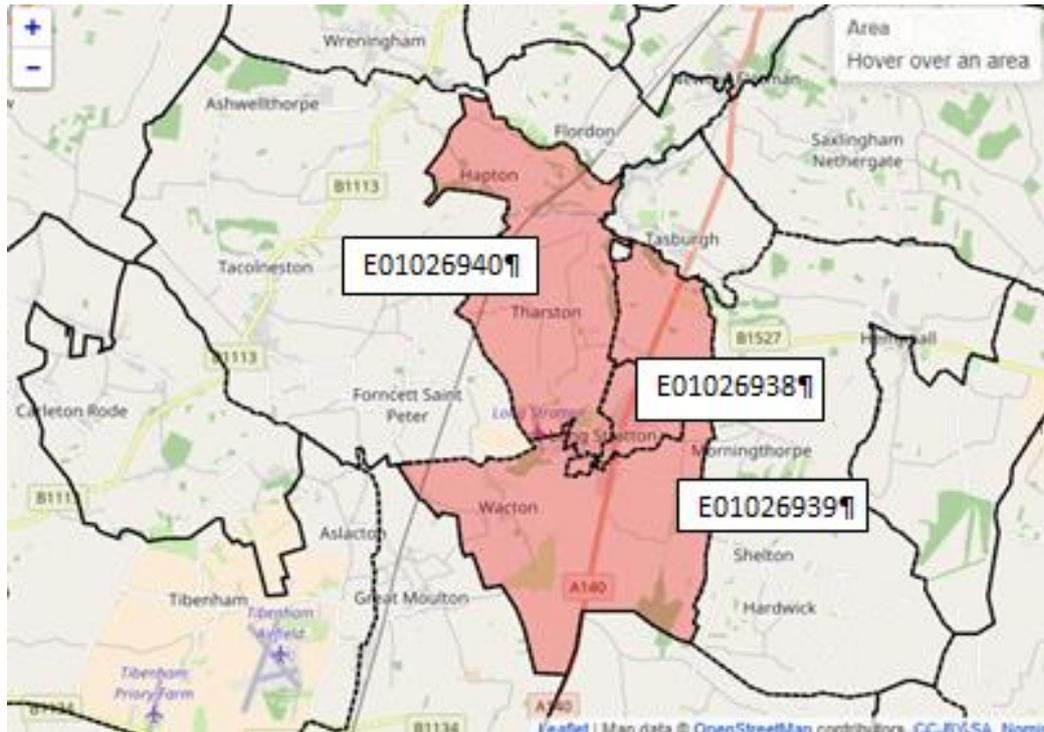
The data is not available at parish level so Lower Super Output Areas (LSOAs) have been used as the best proxy. Three LSOAs cover the parish of Long Stratton. These are shown on the following map. LSOA E01026938 covers most of the village. However, the western part of the village falls within LSOA E01026940 which also includes Tharston and Hapton and the southernmost part of the village falls within LSOA E01026939 which also includes Wacton.

<sup>17</sup> Most agricultural related employment is excluded from BRES. The employment recorded here falls under the category 'farm animal boarding and care' which is presumably predominantly stable yards

<sup>18</sup> The 'open access' data which is rounded has been used to avoid any issues with disclosure

<sup>19</sup> 'English indices of deprivation 2015' (see <https://www.gov.uk/government/collections/english-indices-of-deprivation>)

Map of Lower Super Output Areas covering Long Stratton



Overall, the highest levels of deprivation are found in LSOA E01026940. It ranks about average when compared with all 32,844 LSOAs in England on both the overall measure of deprivation and several individual domains.

Both LSOA E01026939 and E01026940 score relatively poorly against the Barriers to Housing & Services domain. However, the issue is specifically the Geographical Services Sub-domain which measures the physical proximity of local services. This is arguably less critical than other domains which address, for example, income, employment and health. These two LSOAs also score relatively poorly on the Living Environment domain. Again, the poor scores relate to one specific Sub-domain – ‘Indoors’. This attempts to measure housing quality through two indicators. One measures the proportion of social and private homes that fail to meet the Decent Homes standard. The other measures the number of houses lacking central heating.

The weakest areas for LSOA E01026938, which covers most of the village, are also the Geographical Barriers Sub-domain and Living Environment Indoors Sub-domain. However, it generally scores better than the other two LSOAs across all domains and sub-domains.

The relatively low level of income and employment deprivation is also consistent with the latest benefit claimant data from DWP.<sup>20</sup> Using DWP data directly provides access to more up to date data and a more detailed insight into the low income cohort. The data is also published at LSOA scale. Across the three LSOAs there were about 250 benefit clients in November 2016. (About half were in LSOA E01026940). Overall, the numbers of benefit clients have fallen by over 100 since November 2011.

<sup>20</sup> ‘benefit claimants – working age clients for small area’ DWP (extracted from NOMIS)

*Relative deprivation in Long Stratton, 2015<sup>21</sup>*

Domain	LSOA E01026938		LSOA E01026939		LSOA E01026940	
	Rank	Decile	Rank	Decile	Rank	Decile
Income		8		7		5
Employment		8		7		5
Education, Skills & Training		7		6		4
Health & Disability		9		9		7
Crime		10		9		9
Barriers to Housing & Services		9		4		4
Sub domain: Geographical barriers		5		2		2
Sub domain: Wider barriers		10		10		8
Living Environment		6		3		4
Sub domain: Indoors		4		2		2
Sub domain: Outdoors		10		10		10
Index of Multiple Deprivation	28,130	9	21,768	7	16,129	5

*Source: English Indices of Deprivation 2015 (Department for Communities and Local Government)*

The majority of claimants were in receipt of Employment and Support Allowance (ESA).<sup>22</sup> ESA is available to people whose ability to work is affected by illness or disability. ESA claimants can be employed, self-employed or unemployed. However, other benefit claimants included job seekers, lone parents and carers. Overall, about three quarters were receiving 'out of work' benefits. There were more women than men receiving benefits and the vast majority are aged over 25.

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<sup>21</sup> The rank is out of 32,844 Lower Super Output Areas where 1 is the most deprived. Likewise, decile 1 is the most deprived decile. LSOA E01018211 has been used which is coterminous with Bury parish.

<sup>22</sup> Employment Support Allowance replaced Incapacity Benefit and Income Support paid on grounds of incapacity for new claims from 27 October 2008