

General aspects

1 Introduction

- 1.1 This profile of the Borough provides a picture of Basingstoke and Deane and its population, drawing on the latest available data sources, across a range of general, social, economic and environmental topics. Among these data sources is the 2001 Census: whilst it is acknowledged that many changes will have taken place since the last Census, the wide range of inter-related data collected from the entire population represents an invaluable resource which will only be replenished once every 10 years. As time passes, however, it becomes increasingly important to complement Census data with more recent information.
- 1.2 As well as setting out information relating to the Borough as whole, this profile also focuses on individual parts of the Borough where appropriate, providing data at more detailed geographical levels. Comparative data for the County, neighbouring local authorities and other constituent parts of Hampshire, and/or the South East Region, are also provided where considered helpful, together with national averages.
- 1.3 Hampshire County Council's publication '[A Profile of Hampshire 2005](#)', on which the format of this Borough Profile was originally based, is acknowledged as a comprehensive source of data for the Hampshire area at local authority district level. More recently, the County Council has published '[The demographic future of Hampshire](#)', which describes and explores past and current trends in the overall size, composition and distribution of the Hampshire population.
- 1.4 In recent years, a wealth of data has become available at the very local level, enabling relatively small parts of the Borough to be examined in minute detail. Output from the 2001 Census, for example, is available not only at ward and parish level, but also at the smaller and more consistent level of 'Census Output Area' (groups of about 120 households, or 300 people).
- 1.5 Acknowledging that not all datasets can be made available at such a detailed level, the Office for National Statistics (ONS) has used Census Output Areas to form the smallest building blocks in a new geographical hierarchy of 'Super Output Areas' (SOA's), representing a series of layers which nest one inside another: the Lower layer – 'LSOA' - each of which comprises about five Output Areas, contains about 600 households, or 1,500 people; the Middle layer – 'MSOA' - in turn comprises about five LSOA's, with 3,000 households, or 7,500 people.

2 Composite Measures

- 2.1 A number of statistical techniques have been employed by various agencies in recent years to combine information from a variety of sources to classify local authorities into 'families' or 'clusters'.
- 2.2 This Profile focuses on the study undertaken by the [Office for National Statistics](#) (ONS) in 2003 using data from the 2001 Census. This and other recent classifications, each of which aims to show the extent of similarity between different local authority areas, can be found in Hampshire County Council's '[Profile of Hampshire 2005](#)'. The two most widely used of these are the 'Mosaic' classification, compiled by Experian Business Strategies in 2004 using Census and other data, and the 2001 '[Acorn](#)' classification, constructed by CACI, which categorises households at neighbourhood level using postcodes.
- 2.3 The ONS study covers all 432 local authorities in the UK. The 42 variables used in the classification were drawn from all sectors of census data: demographic, household composition, housing, socio-economic, employment and industrial sector.
- 2.4 Within the 24 sub-groups used in the ONS classification, Basingstoke and Deane is one of 5 local authorities within Hampshire to be classified within the 'Prospering Southern England' sub-group, which accounts for nearly half the County population. East Hampshire, Hart, Test Valley and Winchester are the other Hampshire districts in this sub-group.
- 2.5 The ONS study also lists the 4 other authorities within the UK that are most similar to each authority in terms of the selected characteristics: neighbouring West Berkshire is described as the most similar authority to the Borough, followed by East Hertfordshire, Mid Bedfordshire and Aylesbury Vale, all of which are rated as 'extremely similar' to Basingstoke and Deane.
- 2.6 Another national classification was published in 2002 by the Policing and Crime Unit of the Research, Development and Statistics Directorate within the Home Office. This study, which has recently been reviewed, grouped the 376 Crime and Disorder Reduction Partnerships (CDRP's), which are aligned to local authorities, into 13 'families', each covering areas with similar policing issues. As the 20 non-crime variables used in this classification are generally recognised as being correlated with crime, it can be considered as a single topic classification. Selected data on crime are provided in Section 8. [The Crime, Disorder and Drugs Audit 2001 - 2004](#) and the [Community Safety Strategic Assessment](#) provide analysis of Basingstoke and Deane crime data by comparison with our family group.

- 2.7 The [Audit Commission Area Profiles](#) provide Borough level data for a number of demographic, customer survey, quality of life and organisational performance indicators. Indicators can be compared to those for certain groups of local authorities - Basingstoke and Deane's geographical neighbours, the CDRP family group, and the ONS 'Prospering Southern England' sub group.
- 2.8 The Institute of Public Finance (IPF) 'family group' is used by CLG, the government department responsible for Communities and Local Government, for performance related activity. The family group is based on various factors including demography and economy. Of the Hampshire districts, Basingstoke and Deane and Test Valley are included within the same family. In line with the ONS 'cluster' group, East Hertfordshire and Aylesbury Vale are also within the IPF family. The full list of IPF family group authorities can be found at [Facts and Figures for your area](#), under the heading 'Audit Commission Area Profiles'.

Quality of Life

- 2.9 Quality of life within Basingstoke and Deane is generally considered to be good, with relatively high levels of well-being and prosperity. This is evidenced in a 'quality of life' study of the 376 local authorities in England and Wales conducted by Experian Business Strategies in 2001 using measures of unemployment, disposable income, house prices, vehicular congestion, school quality, probability of theft and population density. Basingstoke and Deane, together with five other Hampshire districts, was ranked within the top quartile of authorities in terms of quality of life.
- 2.10 More recently, the Hampshire Economic Partnership has published a 'Quality of Life in Hampshire Report 2006', which can be found at: <http://www.hampshirestrategicpartnership.org.uk/pages/qualityoflife.htm> . Acknowledging that in a county as diverse as Hampshire, individuals and communities will measure quality of life in different ways, and having explored the different measures available, the Partnership has selected a number of headline themes that relate to the aims of the Community Strategy for Hampshire to represent the quality of life in the County.
- 2.11 Within Basingstoke and Deane, one possible measure of the degree of quality of life enjoyed by the Borough's residents, can be found in the Annual General Survey carried out by the Borough Council. The 2006 survey was conducted in the Autumn of that year and involved over 1,200 Borough residents. 84% of respondents said that, overall, they were satisfied with Basingstoke and Deane as a place to live. Previous surveys carried out in 2005 and 2004, recorded satisfaction rates of 91%.

- 2.12 Perception of personal safety is a key indicator of quality of life in an area, and is included as a measure in both the Quality of Life in Hampshire report 2006 and Basingstoke and Deane's Local Strategic Partnership quality of life indicator set. 91% of respondents reported feeling safe outside the home during the day. Respondents were less likely to feel safe outside the home at night time, though 60% still said they felt very or fairly safe.

Indices of Deprivation

- 2.13 Since Government initiatives tend to focus on encouraging improvement where it is most needed, datasets collected centrally tend to measure deprivation rather than well-being or prosperity.
- 2.14 Deprivation can mean many things and can be difficult to define and quantify. It is very often associated with social exclusion. Particular instances of this could be because of lack of finance to access services available to most others, or because an individual suffers ill health, is jobless or does not have regular patterns of association with others, such as family, friends or work colleagues. Deprivation can refer to unmet need experienced by individuals, which is caused by a lack of resources of all kinds, not just financial. Living in isolated areas, especially without means of transport for example, or living in an area subject to high levels of crime, are powerful contributors to deprivation. People may be counted as deprived in one or more factors depending on the degree and the nature of the deprivation they experience.
- 2.15 In December 2007, shortly before finalisation of this Profile, Communities and Local Government (CLG) published the English [Indices of Deprivation 2007 \(ID 2007\)](#), replacing the Indices of Deprivation 2004 (ID 2004) as the latest nationally developed and recognised comprehensive mapping of deprivation across England. As with their predecessors, the ID 2007 have been formulated within the Social Disadvantage Research Centre (SDRC) at the Department of Social Policy and Social Research at the University of Oxford. A full analysis of the ID 2007 will be presented on the Facts and Figures website when as soon as possible.
- 2.16 Previous editions of the Profile provided an analysis of the [Indices of Deprivation 2004](#). As well as placing the Borough as a whole in both the national and County context, the ID 2004 provided a clear picture of the various levels of deprivation throughout the Borough. This information has helped to target policies and funding, reinforcing the Government's drive to improve the quality of life in disadvantaged communities. The Indices have assisted the Borough Council in delivering the priorities set out in the [Council Plan 2008-11](#) and the [Community Strategy](#). They have been of particular importance in formulating and implementing the Basingstoke

and Deane Local Strategic Partnership's [Neighbourhood Renewal Strategy](#).