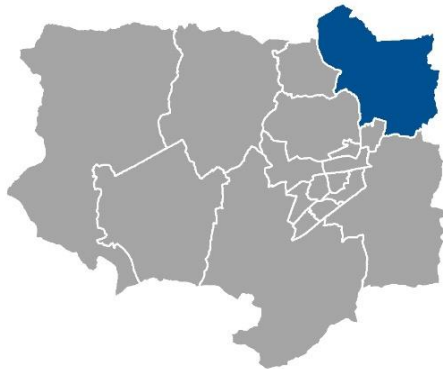


# Bramley Ward Profile



## Population

The 2011 Census population of Bramley was 7,745. The population had increased by 940 people since 2001, approximately 13.8%. Compared to 10.0% for Basingstoke and Deane and 7.9% for the South East.

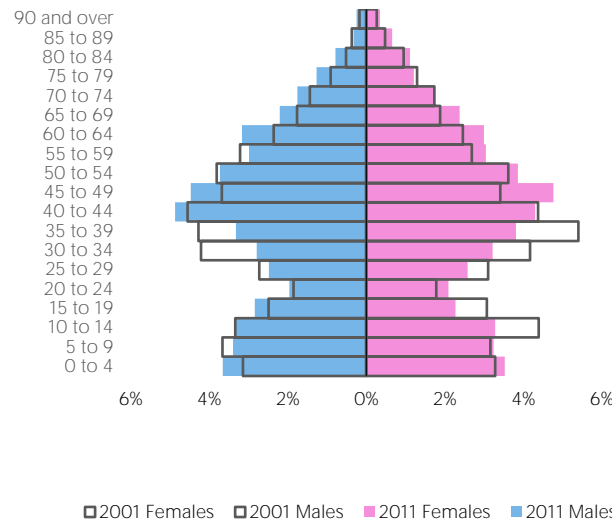


In addition to the usually resident population, there were 165 schoolchildren and students that lived outside the ward during term-time.

## Length of Residence

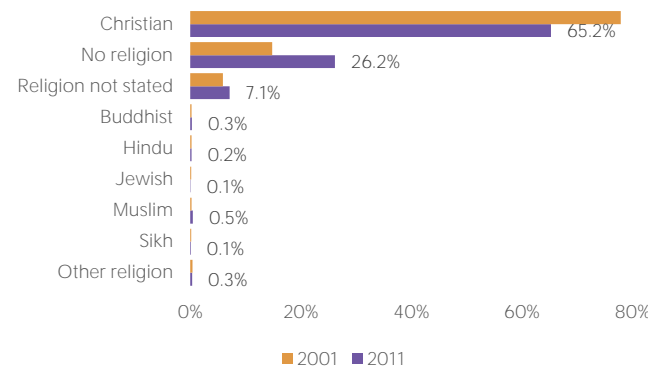
7.1% of the population were born outside the UK. 66.7% of these people had lived in the UK for 10 or more years.

## Age and Gender Profile



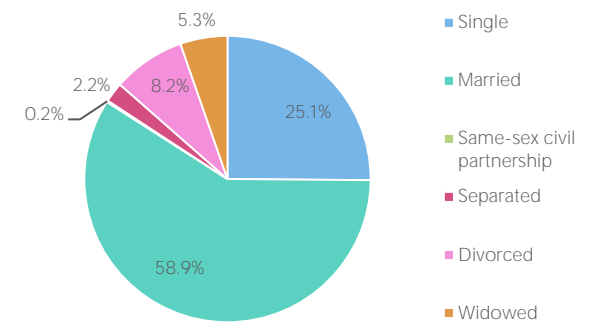
The population had aged since 2001. The percentage of the population aged 45 and over increased by 16.8%, whilst the population aged under 45 declined by 9.8%.

## Religion



The majority of residents were Christian (65.2%) but this figure had declined by 16.2% since 2001. Over a quarter (26.2%) had no religion, which was an increase of 76.3% since 2001.

## Marital and Civil Partnership Status

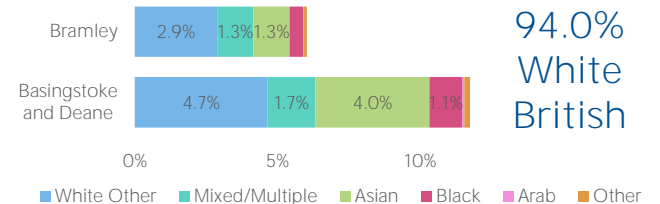


The percentage of the adult population that were married declined by 2.9% over the decade. Compared to a 5.2% decline for Basingstoke and Deane. The percentage that were single increased by 11.3%.

## Main Language



## Ethnic Group

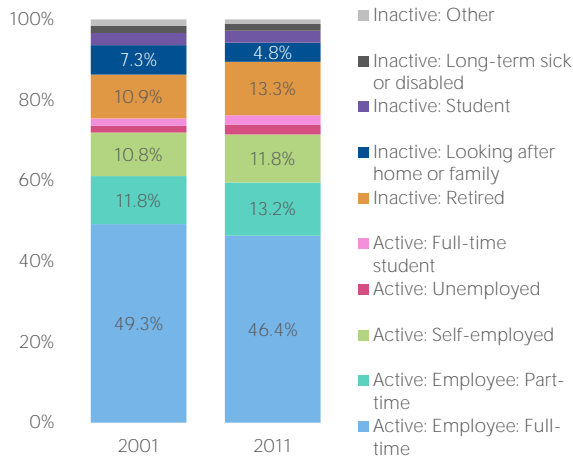


94.0% White British

Non-White British ethnicities made up 6.0% of the ward's population (shown on the chart).

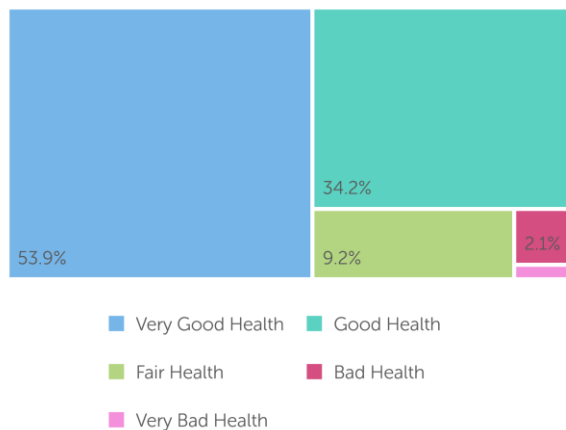


## Economic Activity



Almost half (46.4%) of all residents aged 16-74 were working full-time in 2011, a decline of 5.8% since 2001. Those that were retired accounted for 13.3%, an increase of 21.9% since 2001. The percentage that were self-employed increased by 9.5%.

## General Health



53.9% of the population were in very good health and a further 34.2% were in good health. Of those with bad or very bad health (2.7%), 45.9% were aged 65 and over.

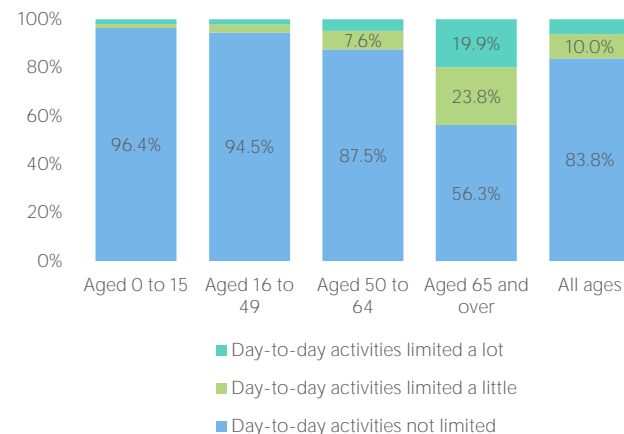
## Occupation

Top five occupations:

1. Corporate managers and directors (12.1%)
2. Business and public service associate professionals (10.6%)
3. Science research, engineering and technology professionals (9.6%)
4. Administrative occupations (7.9%)
5. Business, media and public service professionals (6.8%)

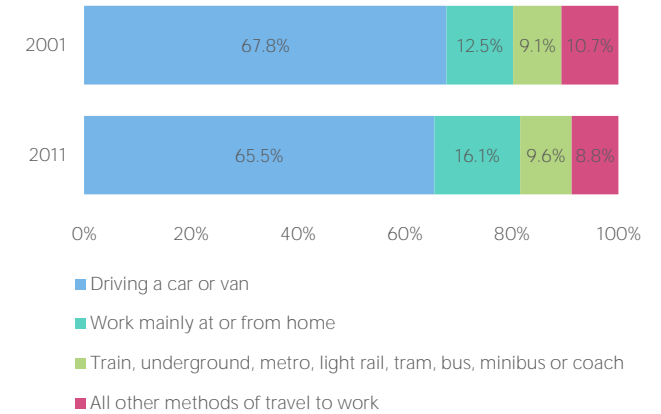
These top five occupations accounted for 47.1% of all the occupations in the ward. Since 2001, the percentage of the population employed in professional occupations (shown in blue) increased by 38.7%, whilst the percentage employed as managers, directors and senior officials (shown in purple) declined by 35.3%.

## Long-Term Health Problem or Disability



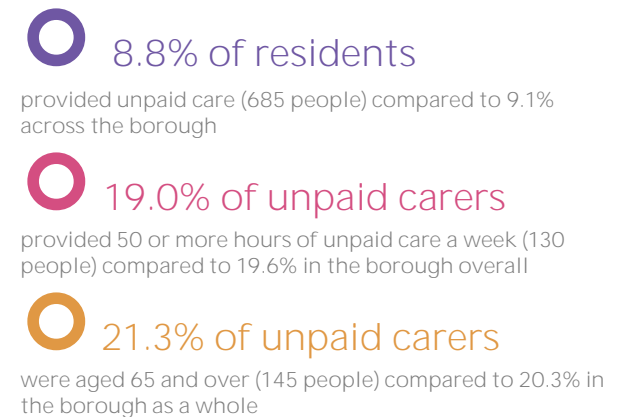
The percentage with a health problem or disability increased with age. 43.7% of those aged 65 and over had their day to day activities limited, compared to 45.3% across the borough.

## Method of Travel to Work



The majority (65.5%) of those aged 16-74 in employment drove a car to work. The percentage travelling by car declined by 3.4% since 2001. The percentage travelling by public transport increased (+6.1%), along with home working (+28.9%).

## Provision of Unpaid Care



## Qualifications

13.3% of those age 16 and over had no qualifications.



Basingstoke and Deane

## Dwellings

The number of dwellings in Bramley in 2011 was 3,165. This was an increase of 455 dwellings since 2001, approximately 16.8%. Compared to 13.0% for Basingstoke and Deane and 8.9% for the South East.



In addition to dwellings, there were six communal establishments in the ward. These were care homes, hotels and schools and contained 80 people.

## Average Household Size, Rooms and Bedrooms



2.47

Average household size (people per household)



6.3

Average number of rooms per household

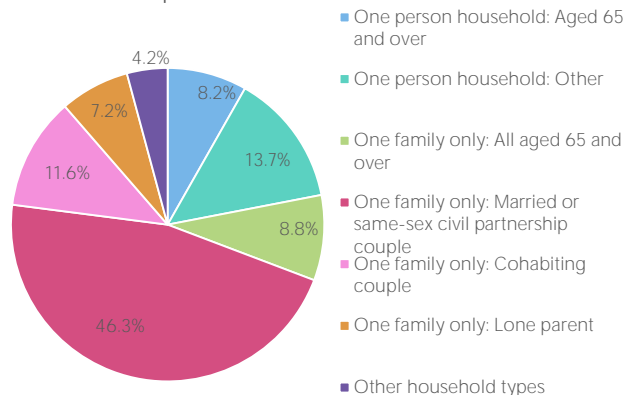


3.2

Average number of bedrooms per household

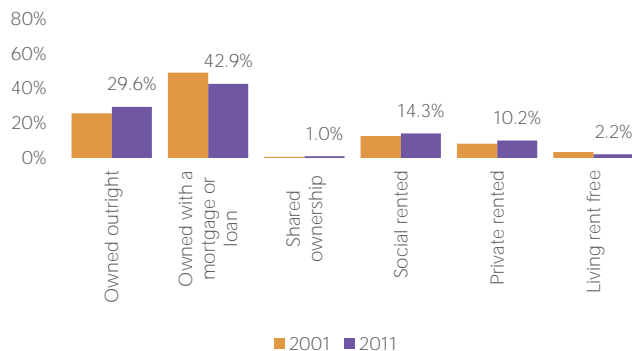
Over the decade, average household size declined from 2.49 to 2.47. Average household size was above the borough (2.40) and region (2.38) average. The average home in Bramley had 6.3 rooms and 3.2 bedrooms, above the borough average (5.8 and 2.9).

## Household Composition



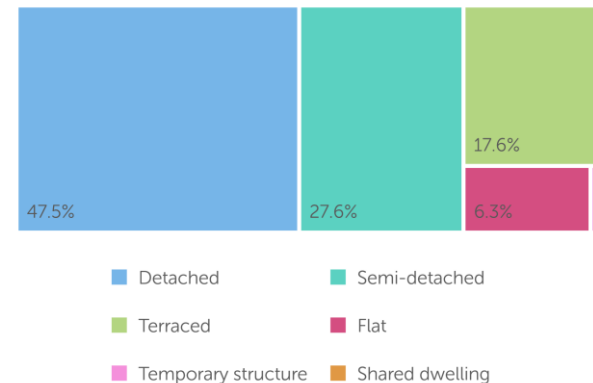
There were 3,100 households in Bramley and these housed 7,660 people. Many households were occupied by married or same-sex civil partnership couple households (46.3%). Over a fifth (22.0%) of households were lived in by those that live alone, a decline of 17.1% since 2001. 17.2% of households were occupied entirely by those aged 65 and over.

## Household Tenure



Over the decade, the percentage of households that owned their home with a mortgage declined by 12.9%. Outright ownership increased by 14.4%, whilst private renting grew by 24.4%. Shared ownership increased by 62.2%, which was an increase of 15 households.

## Accommodation Type



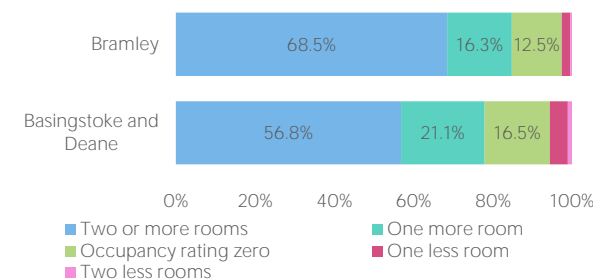
Many households lived in detached properties (47.5%). The percentage living in flats increased by 93.0% over the decade. The percentage living in houses and bungalows declined by 3.0%.

## Car Availability

7.5% of households had no access to a car or van, compared to 15.2% for Basingstoke and Deane as a whole. 5.0% had access to four or more cars or vans. There were 5,405 cars or vans.



## Occupancy Rating

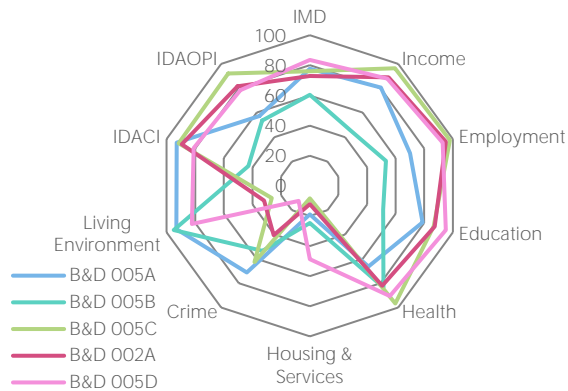


The majority of households had two or more rooms than they needed (68.5%).



Basingstoke and Deane

## Indices of Deprivation, 2019



The chart shows Indices of Deprivation data for each domain and both IDACI and IDAOPI. It records how deprived each Lower Super Output Area (LSOA) in the ward was compared with all LSOAs in England. The closer each LSOA is to 32,844 (shown as 100), the lower the deprivation. B&D 005B was more disadvantaged than the other LSOAs in the ward (LSOA boundaries are shown on the ward map).

## Forecast Population and Dwelling Change



**1,955 more people**

Expected to be resident 2020 to 2027



**859 more dwellings**

Expected to be built between 2020 to 2027



**390 more older people**

(Aged 65 and over) expected by 2027

Small Area Population Forecasts show that the overall population is expected to increase (+21.9%), a long with dwellings (+22.9%) and older people (+25.8%).

## Rural and urban, 2011



**5,832.6 hectares**



**1.9%**  
urban  
population



**98.1%**  
rural  
population

Bramley is located to the north east of Basingstoke and Deane and its population is classified as living in a mainly rural area in the ONS Rural - Urban Classification 2011.

## Jobs Available by Sector, 2019

Estimated to be 2,500 jobs in the ward.

Main sectors:

**Health (16.9%)**

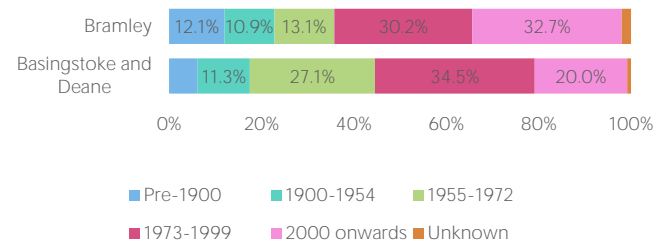
**Accommodation and food services (12.3%)**

**Business admin and support services (11.1%)**

**Professional, scientific and technical (11.1%)**

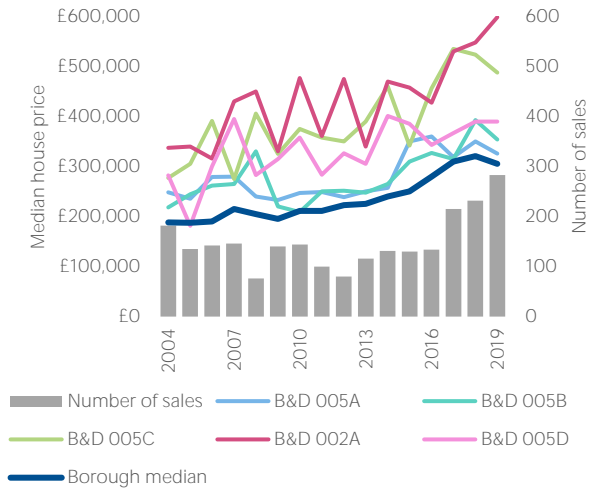


## Council tax property build period, 2020



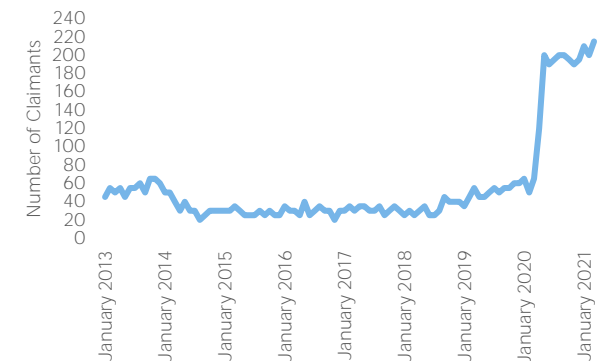
Bramley had a larger percentage of dwellings built in the 21st Century compared to Basingstoke and Deane as a whole, with 32.7% built from 2000 onwards, compared to 20.0% for the borough overall.

## House prices and sales, 2004-2019



There were 285 home sales in 2019, the highest figure in recent years. This was 9.5% of the borough's house sales. One LSOA within the ward (B&D 002A) had a median house price in 2019 of £598,350, compared to the borough median of £305,000, and prices in this LSOA are consistently well above the borough average.

## Unemployed Benefit Claimant Count, 2013 to 2021



The number of unemployed benefit claimants peaked in March 2021.



**Basingstoke and Deane**

# Ward Map



The ward boundary is shown in grey.

Due to ward boundary changes, some data is only available for output areas (OAs) and lower super output areas (LSOAs) that best fit the ward area. An OA and LSOA is allocated to a ward if its population weighted centroid falls within the ward.

The OA boundaries and ward boundary are aligned for this ward, but the LSOA boundaries are not aligned with the ward boundary. This means that one LSOA (shown in pink) also includes part of Sherborne St John and Rooksdown ward.

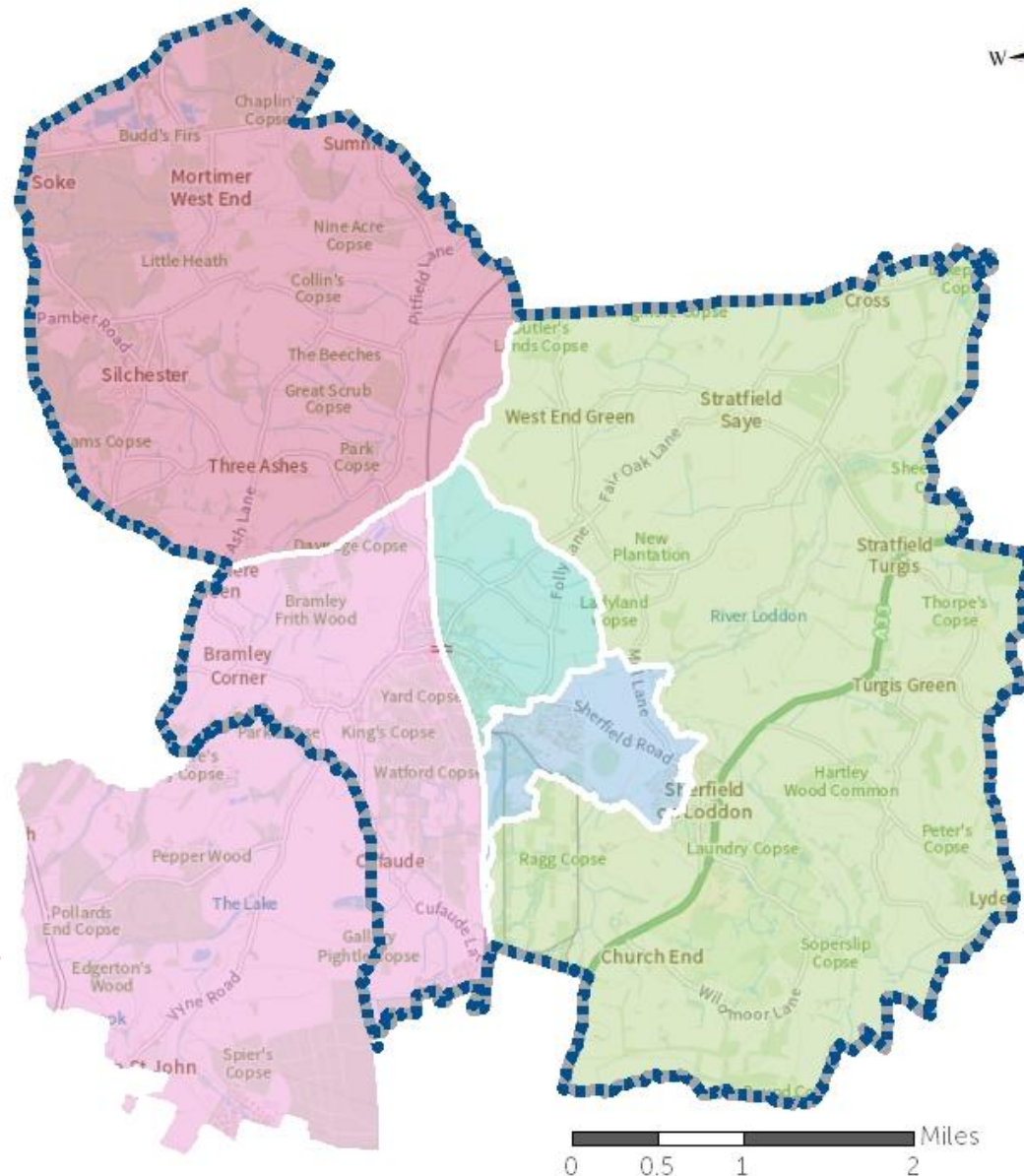
The appendix shows which data is available for the ward boundary or the best fit OA and LSOA ward boundary.

Bramley contains five LSOAs and these are shown with coloured backgrounds on the map.

## Legend

-  Ward boundary
-  Best fit OA ward boundary
- Lower Super Output Areas (LSOA)**
-  LSOA B8D 002A
-  LSOA B8D 005A
-  LSOA B8D 005B
-  LSOA B8D 005C
-  LSOA B8D 005D

This area is part of Sherborne St John and Rooksdown ward but is included within the LSOA data for this ward.



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Basingstoke and Deane



# Appendix

## Notes

Numbers are rounded to the nearest five people/dwellings/households/cars in the majority of census data topics.

The accompanying ward profile Excel file contains the raw data used this ward profile and comparisons to the borough, county, region and national average.

If you need any further assistance with local statistical data then please contact [factsandfigures@basingstoke.gov.uk](mailto:factsandfigures@basingstoke.gov.uk)

This ward profile was produced by the Policy team at Basingstoke and Deane Borough Council.

## 2001 and 2011 Census data provided for best fit OA ward boundaries (topics and table numbers)

- Population 2001 KS01 and 2011 KS101EW
- Length of residence 2011 QS803EW
- Age profile 2001 CAS001 and 2011 LC1117EW
- Religion 2001 UV15 AND 2011 KS209EW
- Marital and civil partnership status 2001 UV07 and 2011 KS103EW
- Main language 2011 QS204EW
- Ethnic group 2001 UV09 and 2011 KS201EW
  
- Economic activity 2001 UV28 and 2011 KS601EW
- General health 2001 QS302EW and 2011 LC3206EW
- Occupation 2011 KS608EW
- Long-term health problem or disability 2011 LC3205EW
- Method of travel to work 2001 KS15 and 2011 LC7103EW
- Provision of unpaid care 2001 UV21, 2011 KS301EW and LC3301EW
- Qualifications 2011 QS501EW
  
- Dwellings 2001 UV55 and 2011 QS418EW
- Average household size, rooms and bedrooms 2001 KS019, KS01 and KS16 and 2011 KS101EW, KS401EW, KS403EW, QS407EW AND QS411EW
- Household composition 2001 UV65 and 2011 QS113EW
- Household tenure 2001 UV63 and 2011 QS405EW
- Accommodation type 2001 UV56 and 2011 QS402EW
- Car availability 2011 QS416EW
- Occupancy rating 2011 QS408EW

## Other data sources provided for ward boundary (topics and source organisations)

- Forecast population and dwelling change 2020-2027, Hampshire County Council, Small Area Population Forecasts
- Hectares calculated in geographic information systems using the ward boundary

## Other data sources provided for best fit OA and LSOA ward boundaries (topics and source organisations)

### Output Area

- Rural and urban, 2011, Office for National Statistics, Rural-Urban Classification for output areas

### Lower Super Output Area

- Indices of deprivation, 2019, Ministry of Housing, Communities and Local Government
- Jobs available by sector, 2019, Office for National Statistics, Business Register and Employment Survey
- Council tax property build period, 2020
- House prices and sales, 2004-2019, Office for National Statistics, House price statistics for small areas
- Claimant count, 2013-2021, Department for Work and Pensions



Basingstoke  
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