

# Brighton Hill Ward Profile



## Population

The 2011 Census population of Brighton Hill was 10,555. The population had declined by 330 people since 2001, approximately 3.0%. Compared to an increase of 10.0% for Basingstoke and Deane and 7.9% for the South East.

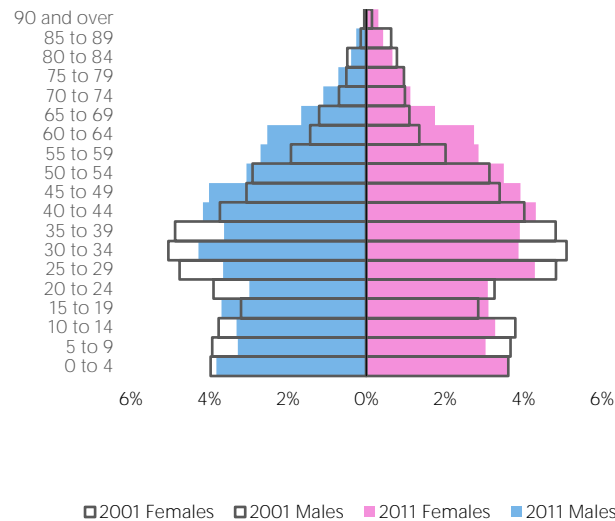


In addition to the usually resident population, there were 105 schoolchildren and students that lived outside the ward during term-time.

## Length of Residence

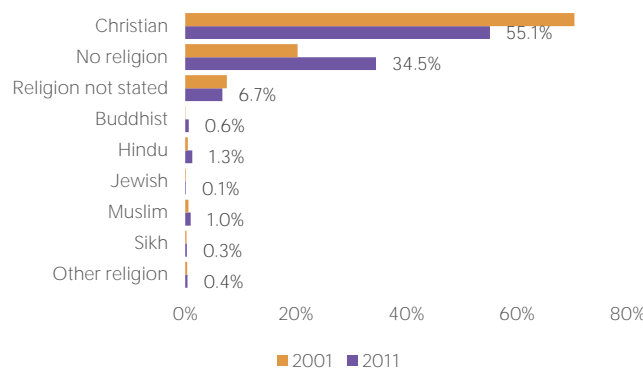
11.0% of the population were born outside the UK. 30.6% of these people had lived in the UK for less than five years.

## Age and Gender Profile



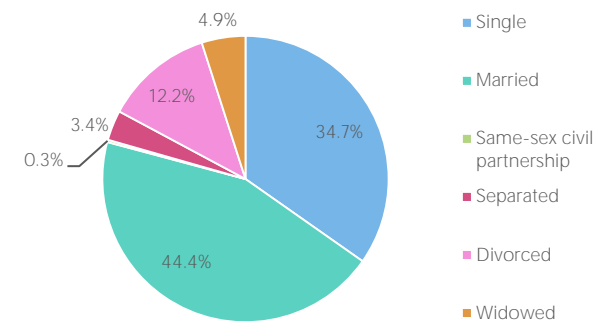
The population had aged since 2001. The percentage of the population aged 45 and over increased by 29.0%, whilst the population aged under 45 declined by 10.7%.

## Religion



The majority of residents were Christian (55.1%) but this figure had declined by 21.7% since 2001. Over a third (34.5%) had no religion, which was an increase of 69.8% since 2001.

## Marital and Civil Partnership Status



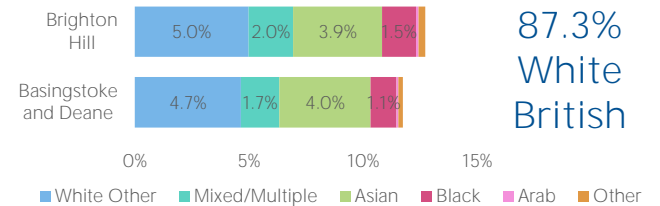
The percentage of the adult population that were married declined by 4.7% over the decade. Compared to a 5.2% decline for Basingstoke and Deane. The percentage that were divorced increased by 6.1%.

## Main Language

94.4% spoke English as their main language

Polish and Nepalese were the other most common main languages

## Ethnic Group

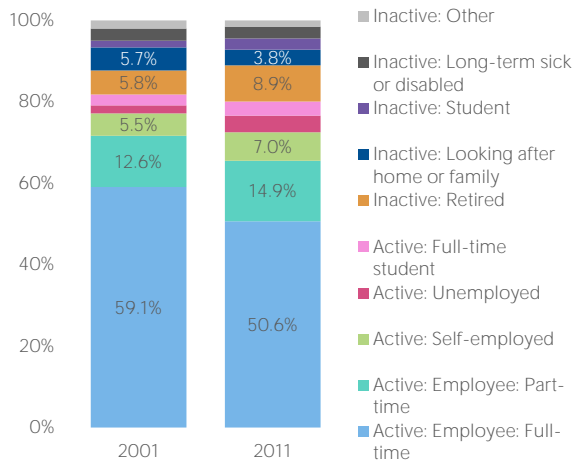


87.3% White British

Non-White British ethnicities made up 12.7% of the ward's population (shown on the chart).

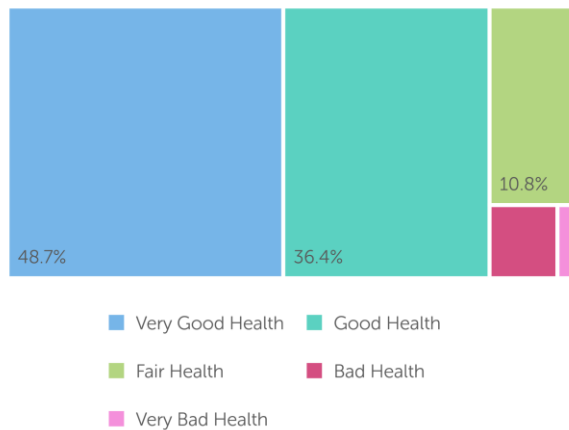


## Economic Activity



Over half (50.6%) of all residents aged 16-74 were working full-time in 2011, a decline of 14.3% since 2001. Those that were retired accounted for 8.9%, an increase of 51.9% since 2001. The percentage that were self-employed increased by 26.3%.

## General Health



48.7% of the population were in very good health and a further 36.4% were in good health. Of those with bad or very bad health (4.0%), 29.5% were aged 65 and over.

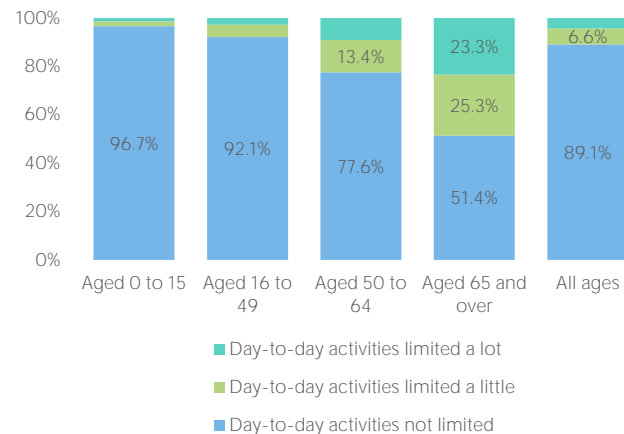
## Occupation

Top five occupations:

1. Elementary administration and service occupations (11.5%)
2. Administrative occupations (10.6%)
3. Sales occupations (9.0%)
4. Caring personal service occupations (7.2%)
5. Business and public service associate professionals (7.0%)

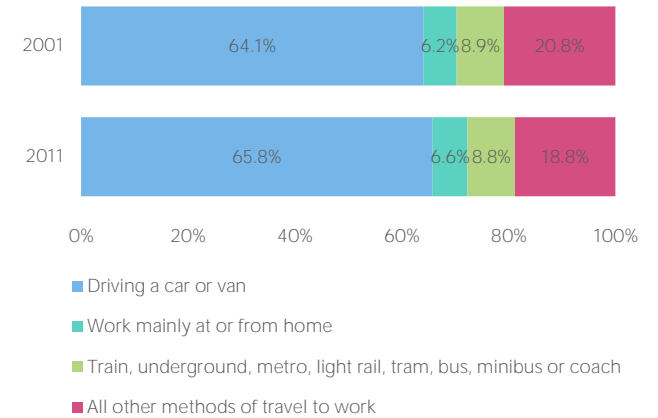
These top five occupations accounted for 45.3% of all the occupations in the ward. Since 2001, the percentage of the population employed in **caring, leisure and other service occupations** (shown in green) increased by 63.8%, whilst the percentage employed in **sales and customer service occupations** (shown in aqua) increased by 29.4%.

## Long-Term Health Problem or Disability



The percentage with a health problem or disability increased with age. 48.6% 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 (65.8%) of those aged 16-74 in employment drove a car to work. The percentage travelling by car increased by 2.6% since 2001. The percentage travelling by public transport declined slightly (-0.1%), whilst home working increased (+6.0%).

## Provision of Unpaid Care

- 7.9% of residents provided unpaid care (835 people) compared to 9.1% across the borough
- 24.8% of unpaid carers provided 50 or more hours of unpaid care a week (205 people) compared to 19.6% in the borough overall
- 13.3% of unpaid carers were aged 65 and over (110 people) compared to 20.3% in the borough as a whole

## Qualifications

18.1% of those age 16 and over had no qualifications.



Basingstoke and Deane

## Dwellings

The number of dwellings in Brighton Hill in 2011 was 4,445. This was a decline of 20 dwellings since 2001, approximately 0.4%. Compared to an increase of 13.0% for Basingstoke and Deane and 8.9% for the South East.



There were no communal establishments in the ward.

## Average Household Size, Rooms and Bedrooms



2.41

Average household size (people per household)



4.9

Average number of rooms per household

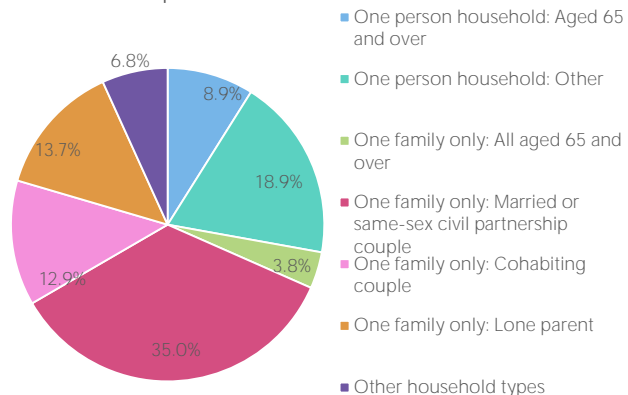


2.6

Average number of bedrooms per household

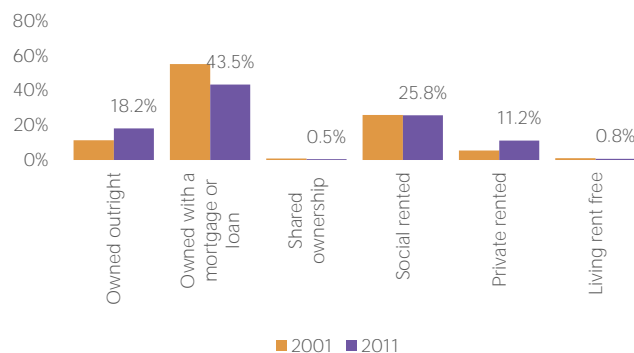
Over the decade, average household size declined from 2.47 to 2.41. Average household size was above the borough (2.40) and region (2.38) average. The average home in Brighton Hill had 4.9 rooms and 2.6 bedrooms, below the borough average (5.8 and 2.9).

## Household Composition



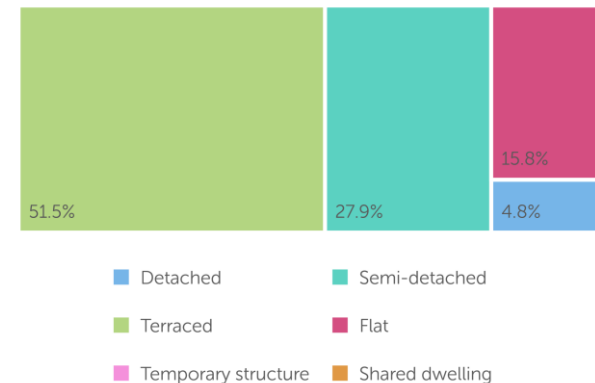
There were 4,375 households in Brighton Hill and these housed 10,555 people. Many households were occupied by married or same-sex civil partnership couple households (35.0%). Over a quarter (27.8%) of households were lived in by those that live alone, a decline of 2.8% since 2001. 12.8% of households 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 21.4%. Outright ownership increased by 60.4%, whilst private renting grew by 107.6%.

## Accommodation Type



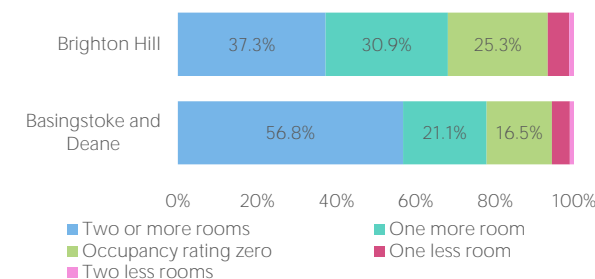
Half of households lived in terraced properties (51.5%). The percentage living in flats declined by 0.6% over the decade. The percentage living in houses and bungalows increased by 0.1%.

## Car Availability

18.4% of households had no access to a car or van, compared to 15.2% for Basingstoke and Deane as a whole. 1.6% had access to four or more cars or vans. There were 5,595 cars or vans.



## Occupancy Rating

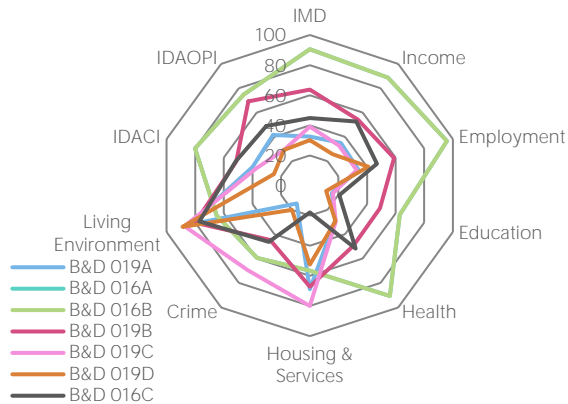


Over a third of households had two or more rooms than they needed (37.3%).



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 019D, 019A and 019C were more disadvantaged than the other LSOAs in the ward (LSOA boundaries are shown on the ward map).

## Forecast Population and Dwelling Change



**270 fewer people**

Expected to be resident 2020 to 2027



**1 more dwelling**

Expected to be built between 2020 to 2027



**310 more older people**

(Aged 65 and over) expected by 2027

Small Area Population Forecasts show that the overall population is expected to decrease (-2.5%), whilst dwellings (+0.0%) and older people (+19.5%) increase.

## Rural and urban, 2011



**242.3 hectares**



**100%**  
urban  
population



**0%**  
rural  
population

Brighton Hill is located to the south west of Basingstoke town and its population is classified as living in an urban area in the Office for National Statistics Rural - Urban Classification 2011.

## Jobs Available by Sector, 2019

Estimated to be 2,705 jobs in the ward.

Main sectors:

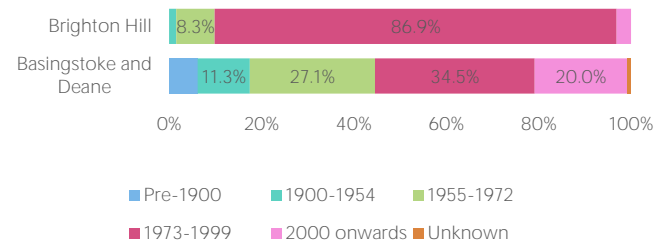
**Construction (16.5%)**

**Arts, entertainment, recreation and other services (16.1%).**

**Information and communication (13.9%)**

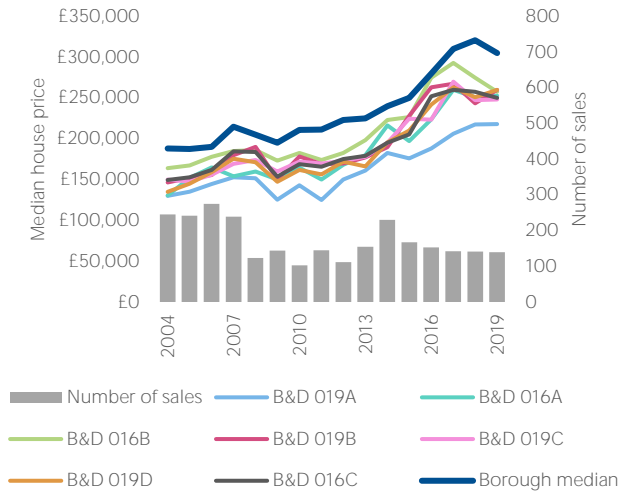


## Council tax property build period, 2020



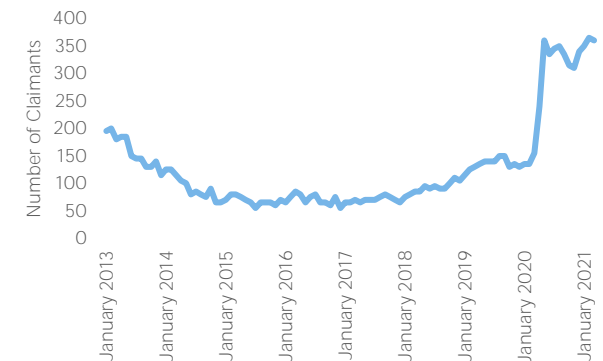
Brighton Hill had a larger percentage of dwellings built in the later part of the 20th Century compared to Basingstoke and Deane as a whole, with 86.9% built from 1973 to 1999, compared to 34.5% for the borough overall.

## House prices and sales, 2004-2019



There were 140 home sales in 2019, the lowest figure since 2012. This was 4.7% of the borough's house sales. One LSOA within the ward (B&D 019A) had a median house price in 2019 of £218,000, compared to the borough median of £305,000, and prices in this LSOA are consistently below the borough average.

## Unemployed Benefit Claimant Count, 2013 to 2021



The number of unemployed benefit claimants peaked in February 2021.



# Ward Map

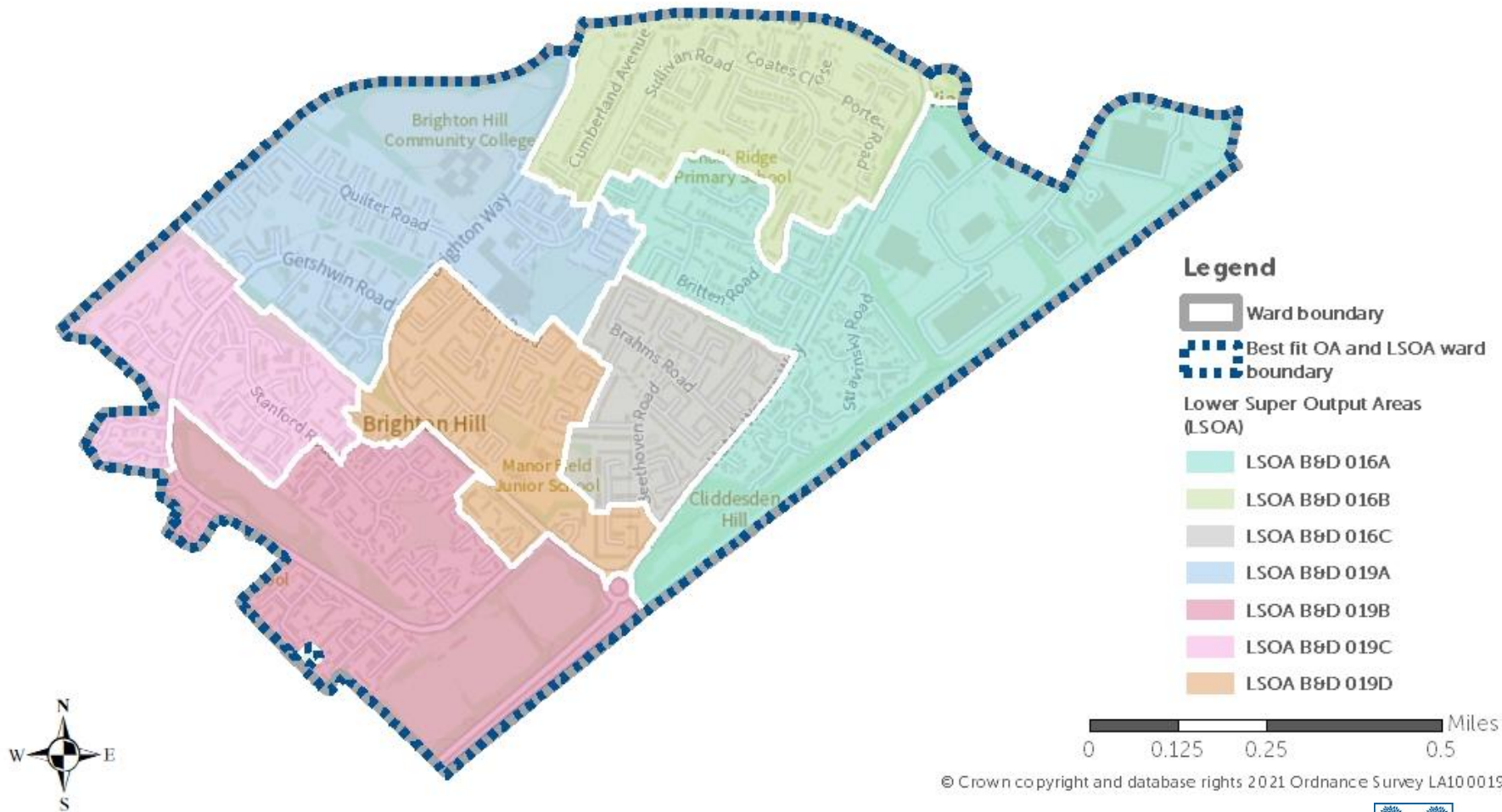
The ward boundary is shown in grey.

Due to ward boundary changes, some data is only available for the area covered by the 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 and LSOA boundaries are aligned with the boundary for this ward.

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

Brighton Hill contains seven LSOAs and these are shown with coloured backgrounds on the map.



# 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  
and Deane