

Tadley and Pamber Ward Profile



Population

The 2011 Census population of Tadley and Pamber was 11,215. The population had declined by 115 people since 2001, approximately 1.0%. Compared to an increase of 10.0% for Basingstoke and Deane.

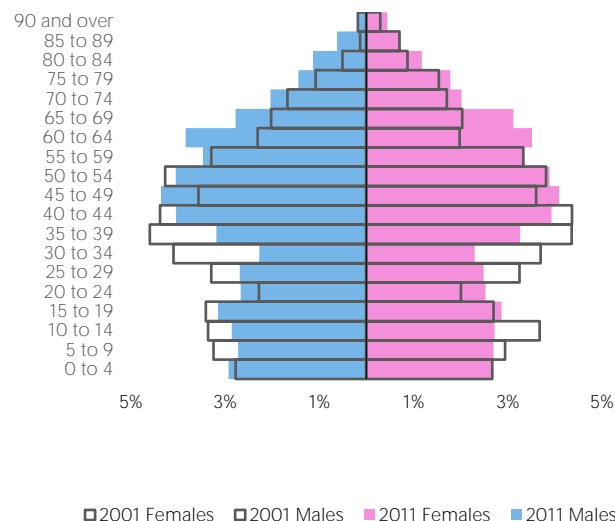


In addition to the usually resident population, there were 185 schoolchildren and students that lived outside the ward during term-time.

Length of Residence

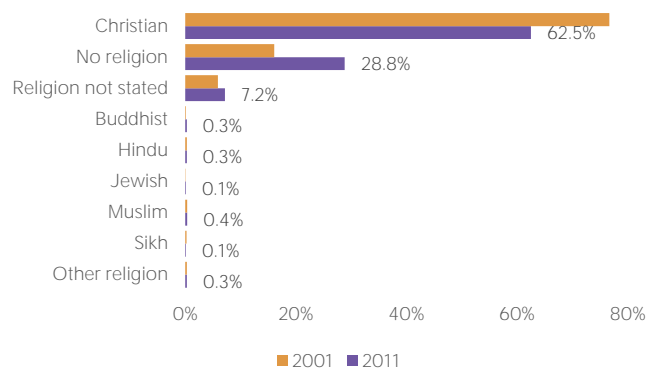
5.6% of the population were born outside the UK. 68.0% of these people had lived in the UK for 10 or more years.

Age and Gender Profile



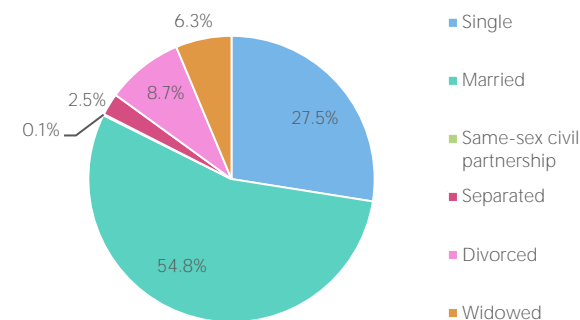
The population had aged since 2001. The percentage of the population aged 45 and over increased by 24.0%, whilst the population aged under 45 declined by 15.2%.

Religion



The majority of residents were Christian (62.5%) but this figure had declined by 18.5% since 2001. Over a quarter (28.8%) had no religion, which was an increase of 79.2% since 2001.

Marital and Civil Partnership Status



The percentage of the adult population that were married declined by 6.0% over the decade. Compared to a 5.2% decline for Basingstoke and Deane. The percentage that were divorced increased by 16.9%.

Main Language

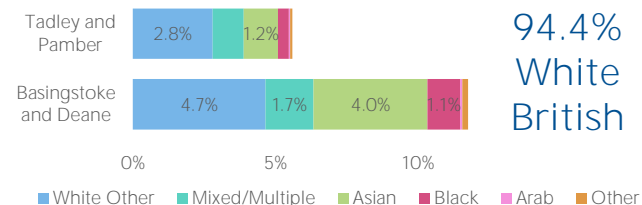


as their main language



were the other most common main languages

Ethnic Group

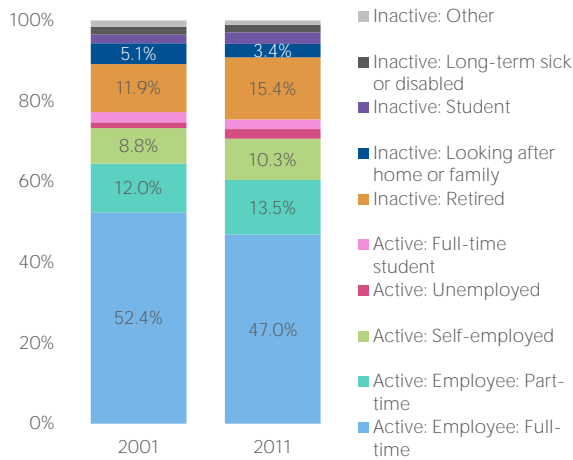


94.4%
White
British

Non-White British ethnicities made up 5.6% of the ward's population (shown on the chart).

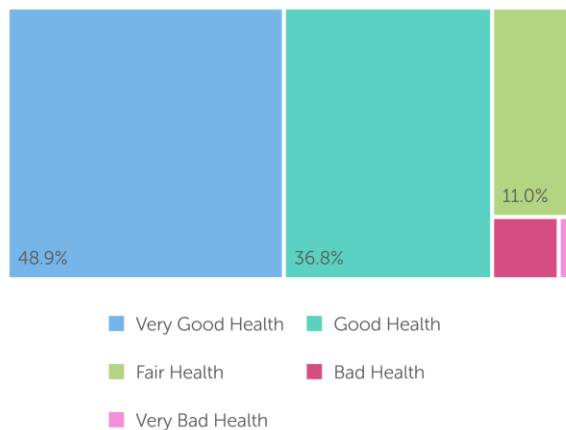


Economic Activity



Almost half (47.0%) of all residents aged 16-74 were working full-time in 2011, a decline of 10.4% since 2001. Those that were retired accounted for 15.4%, an increase of 29.5% since 2001. The percentage that were self-employed increased by 15.9%.

General Health



48.9% of the population were in very good health and a further 36.8% were in good health. Of those with bad or very bad health (3.3%), 48.4% were aged 65 and over.

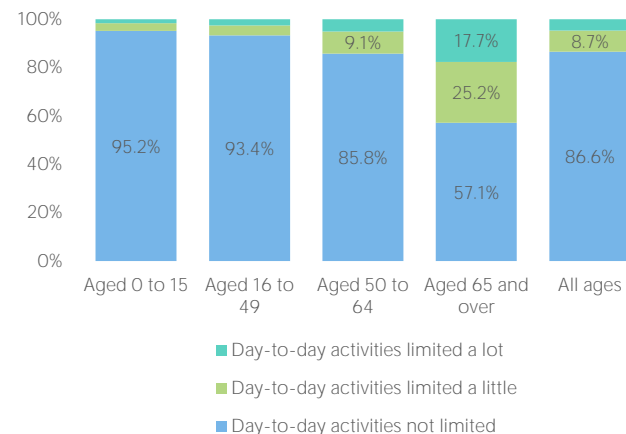
Occupation

Top five occupations:

1. Administrative occupations (9.9%)
2. Science research, engineering and technology professionals (9.2%)
3. Corporate managers and directors (8.3%)
4. Business and public service associate professionals (7.9%)
5. Caring personal service occupations (6.8%)

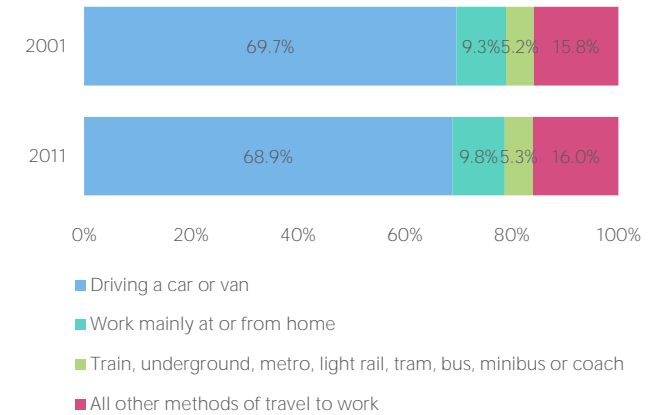
These top five occupations accounted for 42.1% of all the occupations in the ward. Since 2001, the percentage of the population employed in **caring, leisure and other service occupations** (shown in green) increased by 56.1%, whilst the percentage employed in **professional occupations** (shown in blue) increased by 39.3%.

Long-Term Health Problem or Disability



The percentage with a health problem or disability increased with age. 42.9% 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 (68.9%) of those aged 16-74 in employment drove a car to work. The percentage travelling by car declined by 1.1% since 2001. The percentage travelling by public transport increased slightly (+0.7%), along with home working (+6.1%).

Provision of Unpaid Care

- 10.5% of residents provided unpaid care (1,175 people) compared to 9.1% across the borough
- 17.4% of unpaid carers provided 50 or more hours of unpaid care a week (205 people) compared to 19.6% in the borough overall
- 22.0% of unpaid carers were aged 65 and over (260 people) compared to 20.3% in the borough as a whole

Qualifications

17.2% of those age 16 and over had no qualifications.



Basingstoke and Deane

Dwellings

The number of dwellings in Tadley and Pamber in 2011 was 4,825. This was an increase of 120 dwellings since 2001, approximately 2.6%. Compared to 13.0% for Basingstoke and Deane and 8.9% for the South East.



In addition to dwellings, there were three communal establishments in the ward containing 75 people. These were care homes and an educational establishment.

Average Household Size, Rooms and Bedrooms



2.36

Average household size (people per household)



5.9

Average number of rooms per household

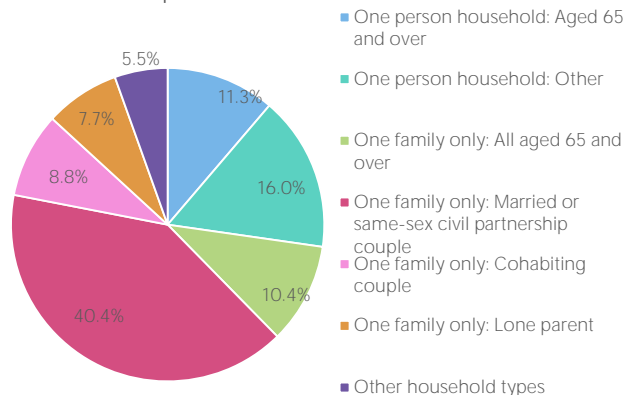


3.0

Average number of bedrooms per household

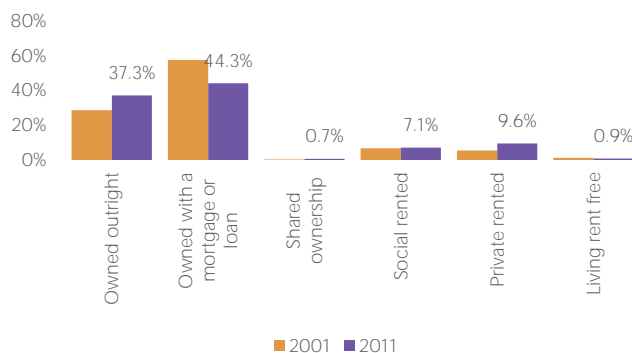
Over the decade, average household size declined from 2.44 to 2.36. Average household size was below the borough (2.40) and region (2.38) average. The average home in Tadley and Pamber had 5.9 rooms and 3.0 bedrooms, very similar to the borough average (5.8 and 2.9).

Household Composition



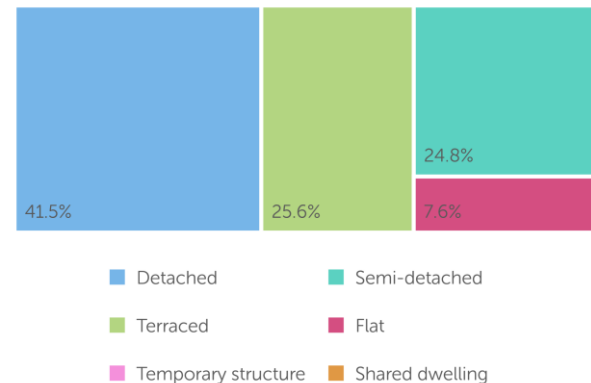
There were 4,720 households in Tadley and Pamber, housing 11,140 people. Many households were occupied by married or same-sex civil partnership couple households (40.4%). Over a quarter (27.3%) of households were lived in by those that live alone, an increase of 10.9% since 2001. 21.8% of households 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 23.2%. Outright ownership increased by 29.8%, whilst private renting grew by 77.0%. Shared ownership increased by 232.1%, which was an increase of 25 households.

Accommodation Type



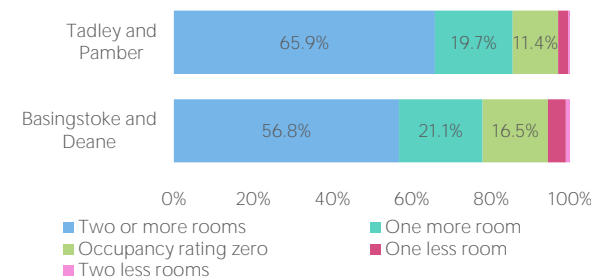
Many households lived in detached properties (41.5%). The percentage living in flats decreased by 10.6% over the decade. The percentage living in houses and bungalows increased by 1.0%.

Car Availability

9.9% of households had no access to a car or van, compared to 15.2% for Basingstoke and Deane as a whole. 4.5% had access to four or more cars or vans. There were 7,760 cars or vans.



Occupancy Rating

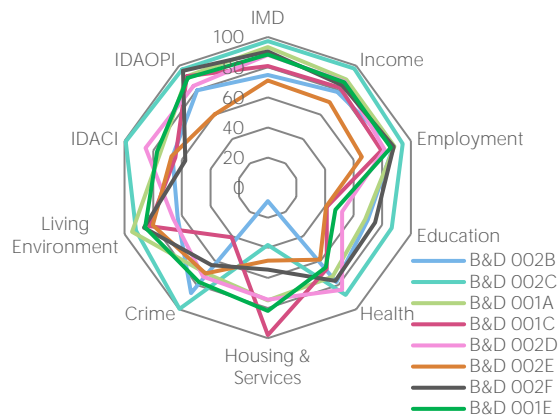


The majority of households had two or more rooms than they needed (65.9%).



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 002E was more disadvantaged than the other LSOAs in the ward (LSOA boundaries are shown on the ward map).

Forecast Population and Dwelling Change



105 more people

Expected to be resident 2020 to 2027



71 more dwellings

Expected to be built between 2020 to 2027



340 more older people

(Aged 65 and over) expected by 2027

Small Area Population Forecasts show that the overall population is expected to increase (+0.9%), a long with dwellings (+1.5%) and older people (+13.7%).

Rural and urban, 2011



Winklebury and Manydown is located in the north of Basingstoke and Deane and its population is classified as living in a mainly urban area in the ONS Rural - Urban Classification 2011.

Jobs Available by Sector, 2019

Estimated to be 2,075 jobs in the ward.

Main sectors:

Retail (14.1%)

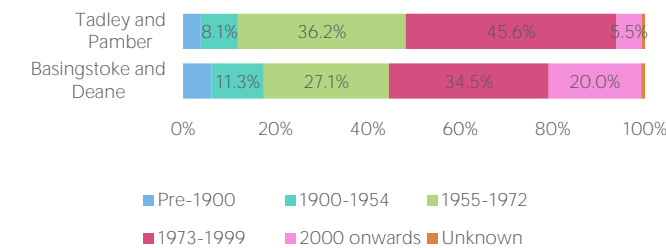
Health (13.6%)

Education (9.7%)

Arts, entertainment, recreation and other services (10.8%).

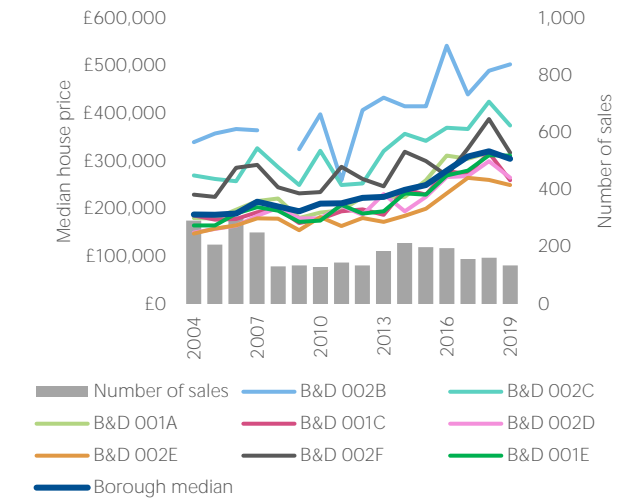


Council tax property build period, 2020



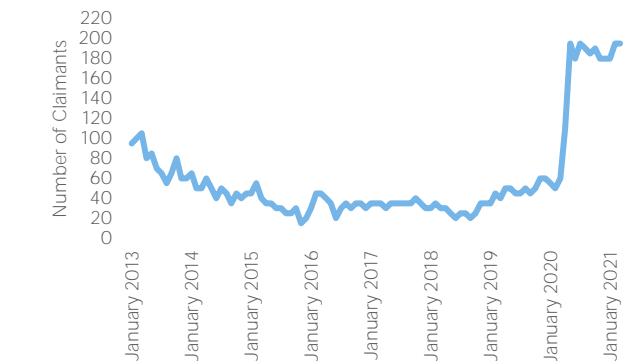
Tadley and Pamber had a larger percentage of dwellings built in the later part of the 20th Century compared to Basingstoke and Deane as a whole, with 45.6% built from 1973 to 1999, compared to 34.5% for the borough overall.

House prices and sales, 2004-2019



There were 135 home sales in 2019, the lowest figure since 2012. This was 4.6% of the borough's house sales. One LSOA within the ward (B&D 002B) had a median house price in 2019 of £503,750, compared to the borough median of £305,000, and prices in this LSOA are consistently above the borough average.

Unemployed Benefit Claimant Count, 2013 to 2021



The number of unemployed benefit claimants peaked in May and July 2020 and February and March 2021.



Ward Map

This part of the ward (covered with **green diagonal lines**) is not included in the LSOA data for this ward. It is counted within Tadley North, Kingsclere and Baughurst ward.

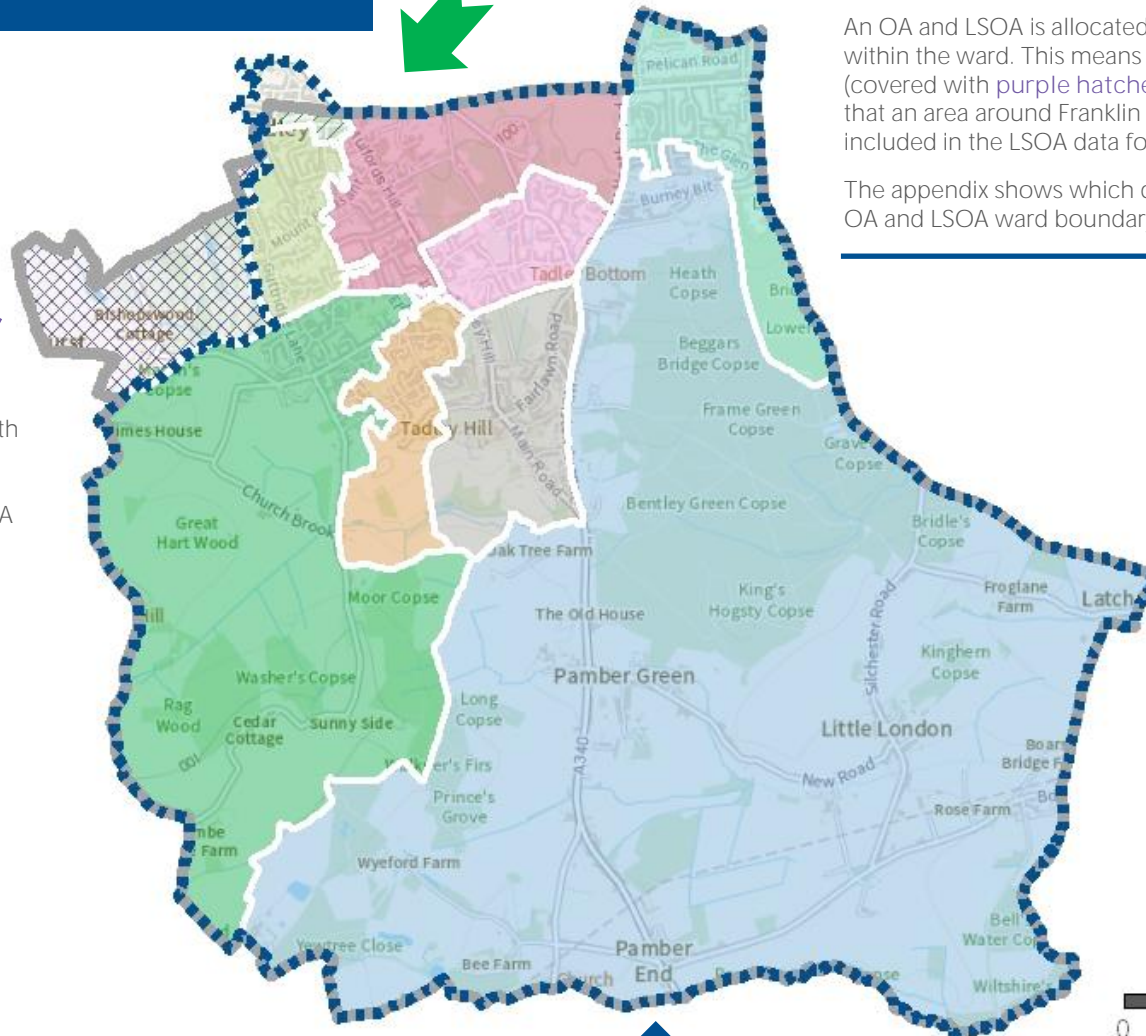
The ward boundary is shown in grey.

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. The best fit output area boundaries are shown surrounded by the **blue dashed line**. Tadley and Pamber contains eight LSOAs and their best fit boundaries are shown with coloured backgrounds on the map.

An OA and LSOA is allocated to a ward if its population weighted centroid falls within the ward. This means that an area around Bishopswood Golf Course (covered with **purple hatched lines**) is not included within the ward's OA data and that an area around Franklin Avenue (shown with **green diagonal lines**) is not included in the LSOA data for this ward.

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

This part of the ward (covered with purple hatched lines) is not included in the OA or LSOA data for this ward. It is counted within Tadley North,



Legend

- Ward boundary
- Best fit OA ward boundary
- Lower Super Output Areas (LSOA)**
- LSOA B8D 001A
- LSOA B8D 001C
- LSOA B8D 001E
- LSOA B8D 002B
- LSOA B8D 002C
- LSOA B8D 002D
- LSOA B8D 002E
- LSOA B8D 002F
- Part of the ward not included in OA or LSOA data
- Part of the ward not included in LSOA data

0 0.325 0.65 1.3 Miles

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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

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