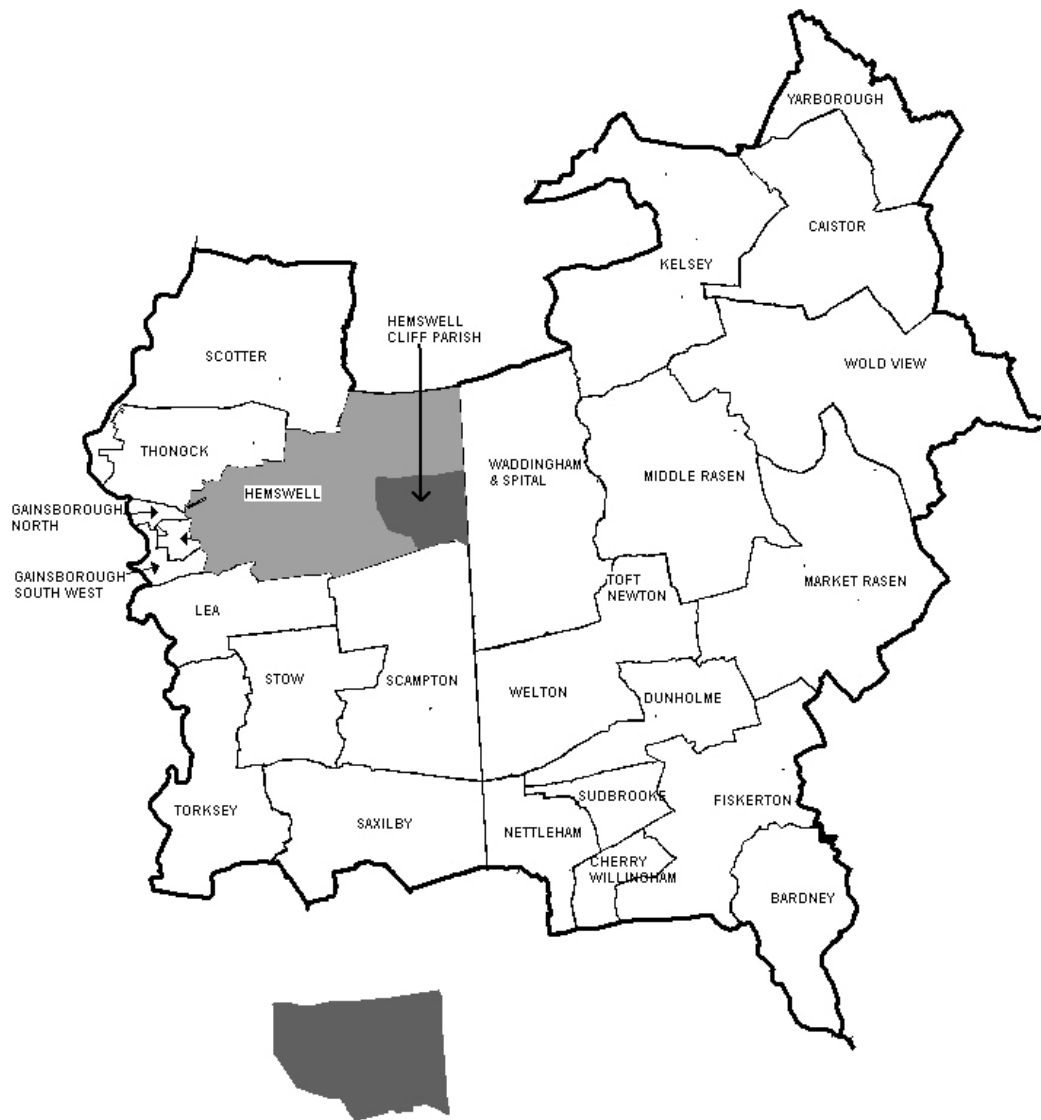


Community Profile Hemswell Cliff Parish



HEMSWELL CLIFF PARISH

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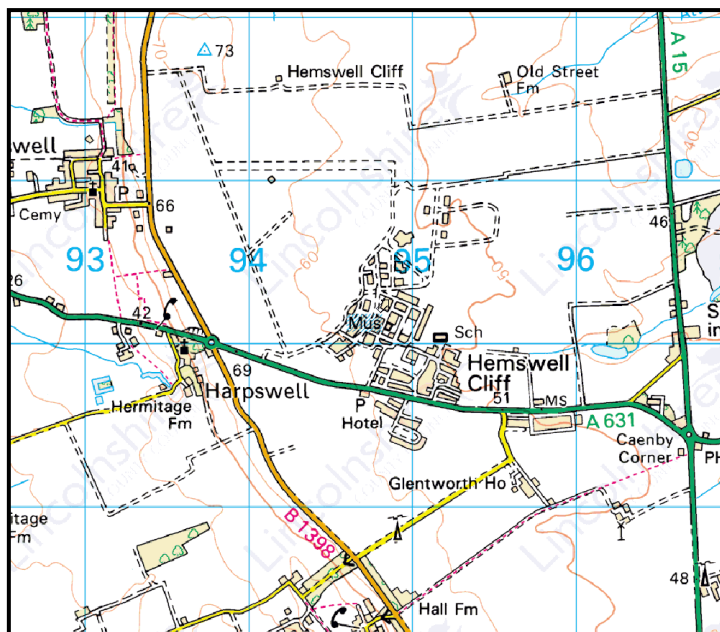
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It should be noted that there are no statistics included for Health and Education. With regard to health, this is mainly due to the non-release of health information for a small area such as Hemswell Cliff that could lead to possible identification of individuals. Test results of pupils by residency are also not available for publication at such a low level of geography for similar reasons.

Introduction

The parish of Hemswell Cliff is located in the district of West Lindsey, about 12 miles north of Lincoln, just off the A15, and is a unique mix of industrial, agricultural, residential and retail properties.

The parish was formed when the former RAF Hemswell was closed and most of the property changed to private ownership. The former base buildings now house one of the largest antique centres in Europe and other businesses ranging from grain storage and testing facilities to second hand book shops and a garden centre. On Sundays the site hosts a huge open market and carboot sale.



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Population

Key Facts

- The population of Hemswell Cliff parish decreased by 7.6% during the period 2001-2005 compared with a district increase of just under 7%.
- The average age of Hemswell Cliff residents in 2001 was 30.4 compared with the district average of 41.1.
- Just over 28% of the population are children under 16 compared with the district average of just under 20%.
- 16-64 year olds represent just over 66% of the population of Hemswell Cliff parish, higher than the district and national averages.
- Hemswell Cliff parish residents aged over 65 account for 5.6% of the population, considerably lower than the district average of 18%.
- At the Census 2001, the ethnic minority of Hemswell Cliff parish was 3.1% of the population compared with the district average of 2.36%.
- 53% of households are occupied by families with dependent children compared with a district average of 29%.
- 12% of the families with dependent children are headed by a lone parent compared with a district average of just under 17%.

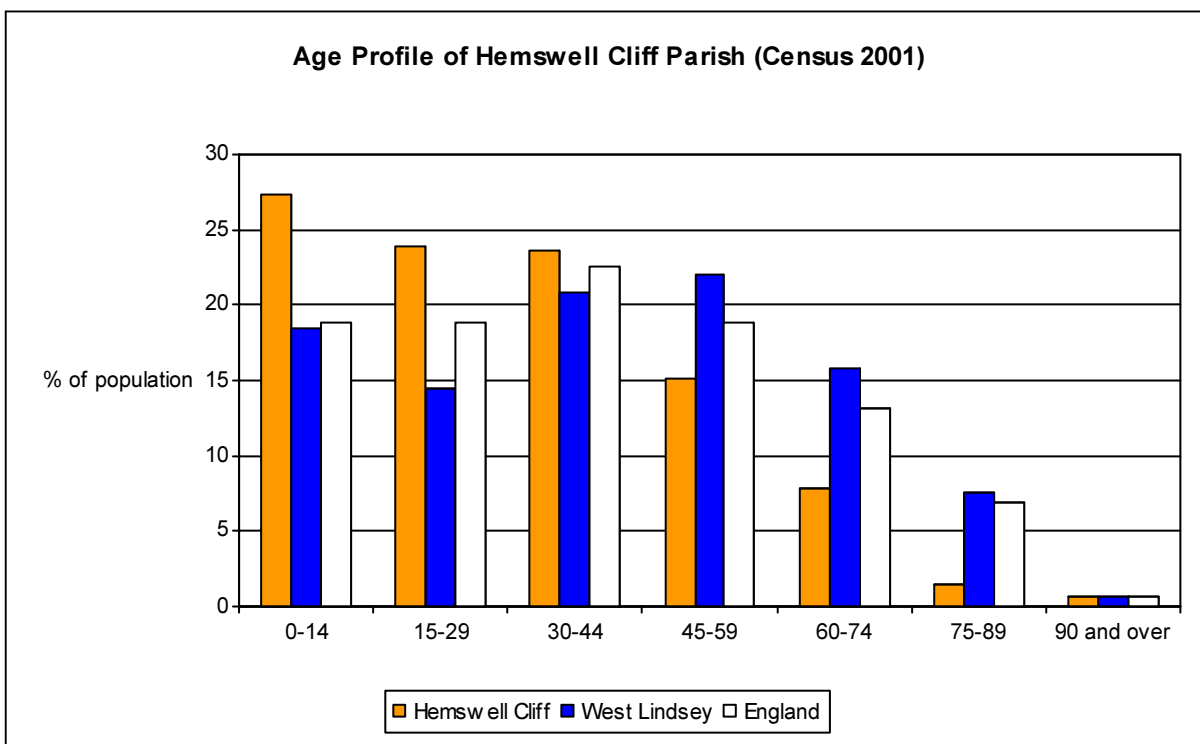
Population profile

In 2001 the population of Hemswell Cliff parish was 683 of which 354 were males and 329 females. According to the mid-2005 population estimates the population had increased by 7.6%.

Children under 16 account for just over 28% of the Hemswell Cliff parish population, higher than the district average of just under 20% and the national average which is just over 20%.

At the Census 2001 the average age of people in the parish was 30.4, below the West Lindsey average of 41.1 and 38.6 for England.

Those aged 16-64 represent just over 66% of the population of Hemswell Cliff which is higher



Source: Office for National Statistics

than the district and national averages of 62% and 64% respectively.

Residents in Hemswell Cliff aged over 65 account for 5.6% of the population, considerably lower than the district average of 18% and 16% nationally.

Ethnicity

At the Census 2001, the ethnic minority population of Hemswell Cliff parish stood at 3.1% of the population of the parish. This compares with the ethnic district average of 2.36% and the significantly higher average for

England of 13%. White ethnic groups other than British or Irish represent the highest proportion of the ethnic minority groups (1.3% of the Parish population).

Children and families

At the Census 2001, children in Hemswell Cliff parish accounted for 28.2% of the Hemswell Cliff population and of the 213 households in the parish, 53% were occupied by families with dependent children. In comparison, 29% of households in both West Lindsey and England were occupied by families with dependent children.

12% of the households with dependent children in Hemswell Cliff are headed by a lone parent, lower than the averages for England and the district at 22% and 17% respectively.

It should be noted that the data relating to households with dependent children in the preceding two paragraphs is from the Census 2001 and is the only data available to ward level. It is not comparable with the district and national data used in the State of the District 2008 document for West Lindsey which was taken from the NCHOD site (National Centre for Health Outcomes Development) where different methodology and cohorts were used to arrive at that data

Mosaic household 'types'

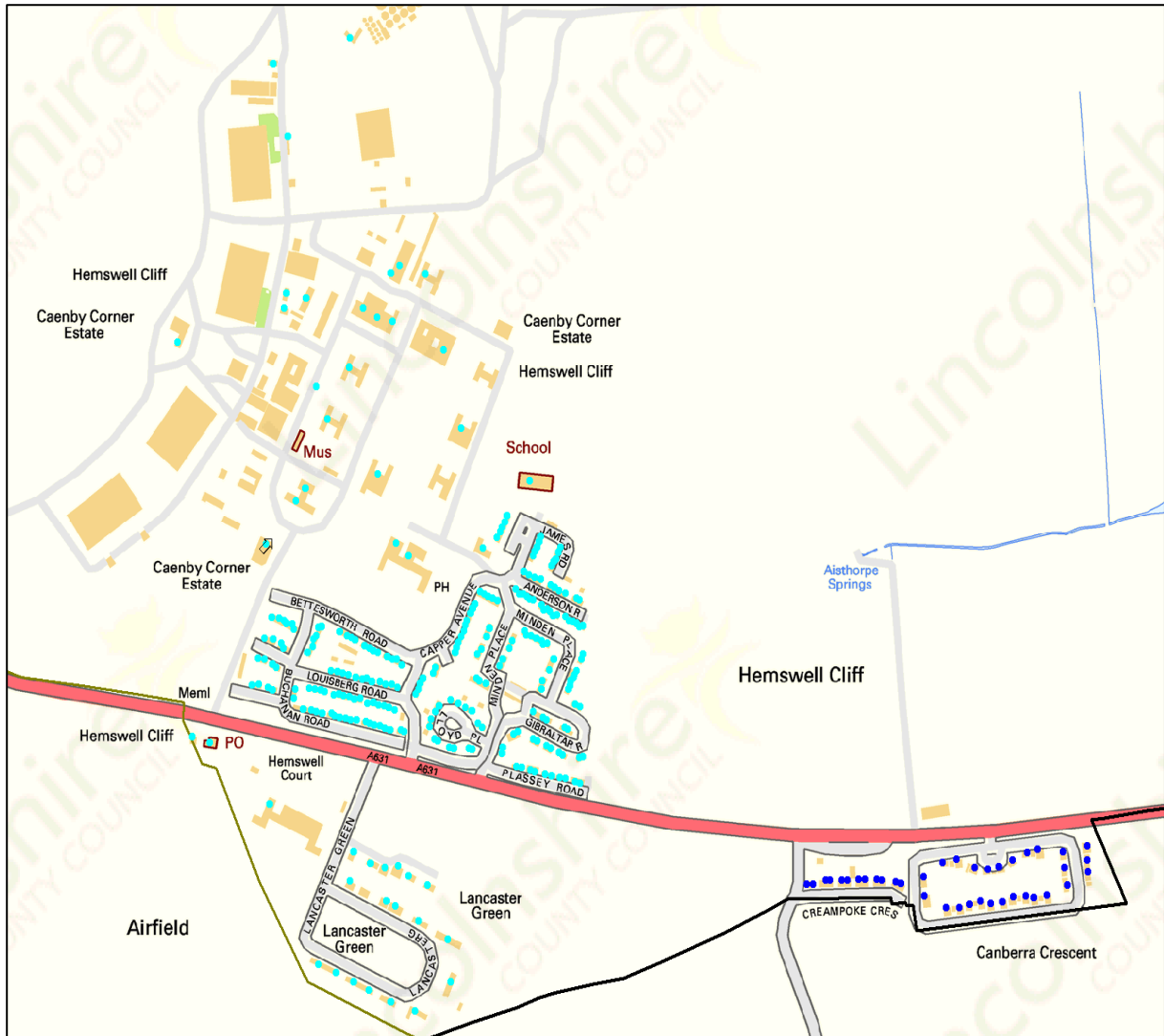
The Mosaic dataset is a marketing tool that is nationally recognised and classifies households into 11 different types according to the age, occupation and income of the main householder, the location and type of housing and the spending patterns which are associated with households with similar characteristics.

In addition to Mosaic being used as a commercial product it is now being applied within the public sector to help agencies improve take

up of services in their area, target resources and plan their services in a more efficient way.

The map overleaf shows the different types of household in Hemswell Cliff parish denoted by coloured dots. The definition of each of those classified groups is shown beneath the map together with a summary of the most effective method for communicating information to these household 'types'.

Mosaic Households – Hemswell Cliff Parish



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As can be seen from the map above, Hemswell Cliff parish has a profile that is almost entirely represented by the Happy Families group (turquoise) with a minority in the Suburban Comfort group (dark blue).

Details of the different household types in Hemswell Cliff Parish are set out on the following page. They describe the residents of a postcode in terms of their typical demographics, their behaviours, their lifestyle characteristics and their attitudes. Although no single postcode is ever likely to match all of its group's average values, the majority of the population within that

postcode are more likely to reflect the characteristics of its assigned group than those of any alternative group. The end result is that Mosaic identifies characteristics that the population are *likely* to display and significant effort has been used to ensure that the result is both statistically robust and reflects reality on the ground.

Mosaic data is © Experian Limited. The names and descriptions originate from Experian and are used in this document purely to aid understanding, analysis and interpretation of Mosaic and related information.

Happy Families (94.5% of Hemswell Cliff postcodes)

Happy Families contains people whose focus is on career, home and family. These are mostly younger age groups who are married, or at least in a permanent relationship, and are now raising children in post war family houses, often in areas of the country with rapidly growing populations. The focus of expenditure is on equipment for the home and garden, and the immediate family unit is the principal focus of leisure activities.

Communication method: Internet, Email, Digital TV, Mid-Market tabloids

The households in Hemswell Cliff parish that fit within the Mosaic *Happy Families* group do vary and are perceived to fall into the following sub-divisions of that group with the key features as shown below:

In Military Quarters (55.6% of postcodes)

- Servicemen and families
- Married young
- Active lifestyles
- Good diet and health
- Market mavens

- Extrovert
- Work hard, play hard
- New technology
- High rating for police

Burdened Optimists (22.2% of postcodes)

- Young married couples
- Some single parents
- Not well educated
- Confident
- Live for today

- Poor diet, inactive lifestyle
- Good health
- Materialistic
- High borrowing

Families Making Good (16.7% of postcodes)

- Young families
- High incomes
- Detached houses
- Good place to live
- Two car families

- Packaged holidays
- Active lifestyles
- Financially confident
- Mainstream

Suburban Comfort (5.5% of Hemswell Cliff postcodes)

Suburban Comfort comprises people who have successfully established themselves and their families in comfortable homes in mature suburbs. Children are becoming more independent, work is becoming less of a challenge and interest payments on homes and other loans are becoming less burdensome. With more time and money on their hands, people can relax and focus on activities that they find intrinsically rewarding.

Communication method: Telephone advice lines, Broadsheet newspapers

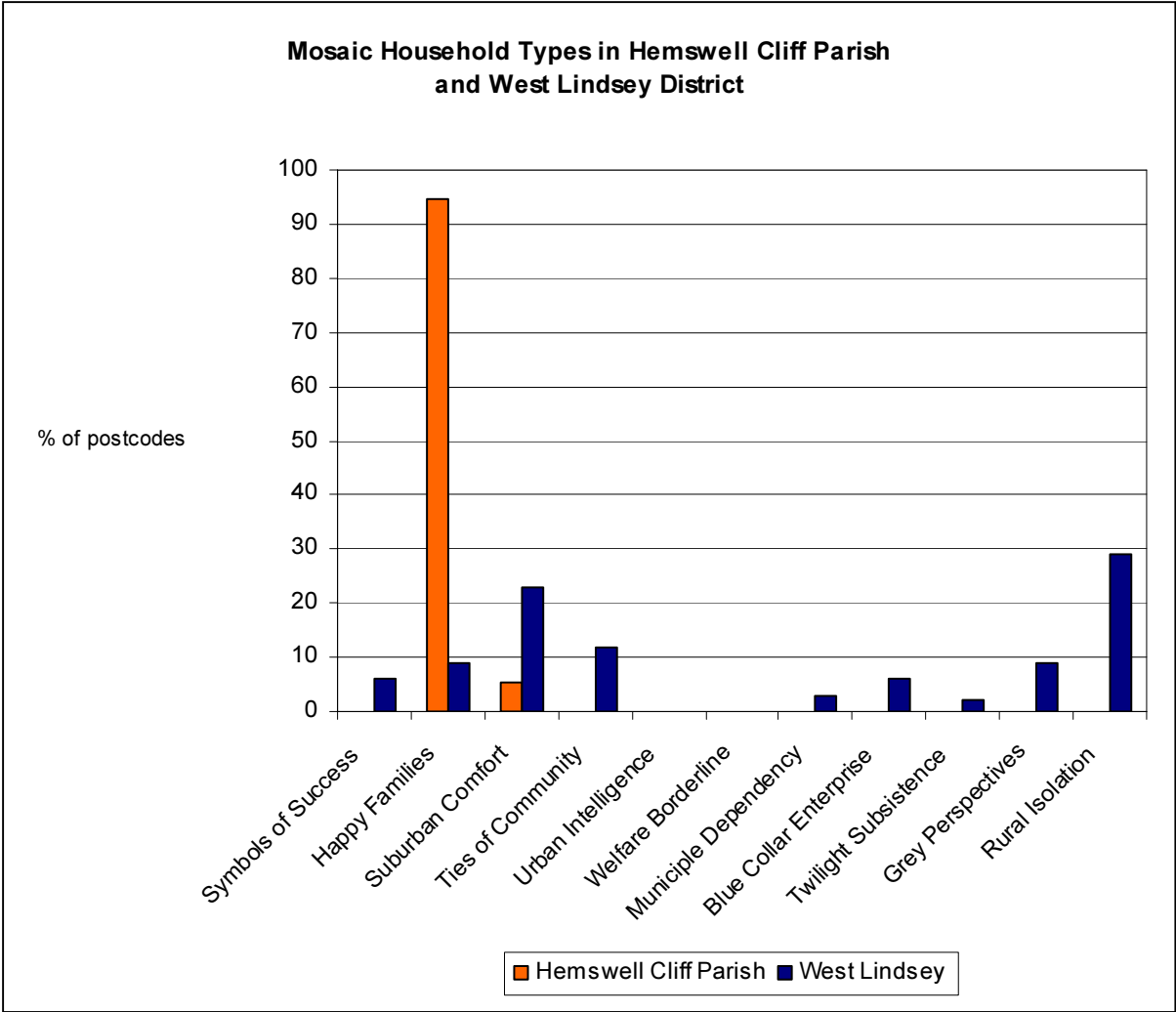
The households in Hemswell Cliff that fit within the Mosaic *Suburban Comfort* group are all perceived to fall into just one of the different sub-divisions of this group as follows with the key features as shown:

Close to Retirement

- Older working ages
- Approaching retirement
- Older children at home
- Well educated
- Good health and diet

- Personal comfort
- Care for environment
- Several holidays
- Good provision for future

The chart below shows the percentage of the Mosaic groups compared with West Lindsey Hemswell Cliff parish postcodes in each of as a whole.



Source for Mosaic: Experian and the Lincolnshire Research Observatory

Deprivation

Key Facts

- The Super Output Area (SOA) of which Hemswell Cliff parish is a part is within the 45% most deprived SOAs in the country and is the most deprived of the two SOAs in Hemswell ward.
- The SOA of which Hemswell Cliff parish is a part is the 14th most deprived SOA in the district (out of 53 SOAs).
- Within the seven domains of deprivation, the SOA containing Hemswell Cliff parish is within the 20% most deprived in the Barriers to housing and services domain

The Indices of Multiple Deprivation

The Indices of Multiple Deprivation (IMD) published at the end of 2007 by the Department for Communities and Local Government (DCLG) measure the deprivation of areas by bringing together seven domains of deprivation to form an overall multiple deprivation score and rank. The measure combines data on income, employment, health, education, crime, housing and access to services, and living environment.

The IMD scores and ranks have been calculated for all local authorities in England and also for 32,482 small areas within each local authority which are known as super output areas (SOAs).

The Indices rank West Lindsey at 185 in England (out of 354 districts).

Hemswell ward (of which Hemswell Cliff is a part) is made up of two SOAs and the ranking of each is as follows:

- 1 SOA is within the 45% most deprived of the 32,482 SOAs in England
- 1 SOA is within the 55% most deprived of the 32,482 SOAs in England

To clarify, this means that the SOA that is within the 45% most deprived in the country is more deprived than the second SOA within the Hemswell ward. Hemswell Cliff parish forms part of the most deprived SOA in the ward.

General characteristics of deprivation

It should be noted that England's most deprived 20% of LSOAs have the following characteristics on average:

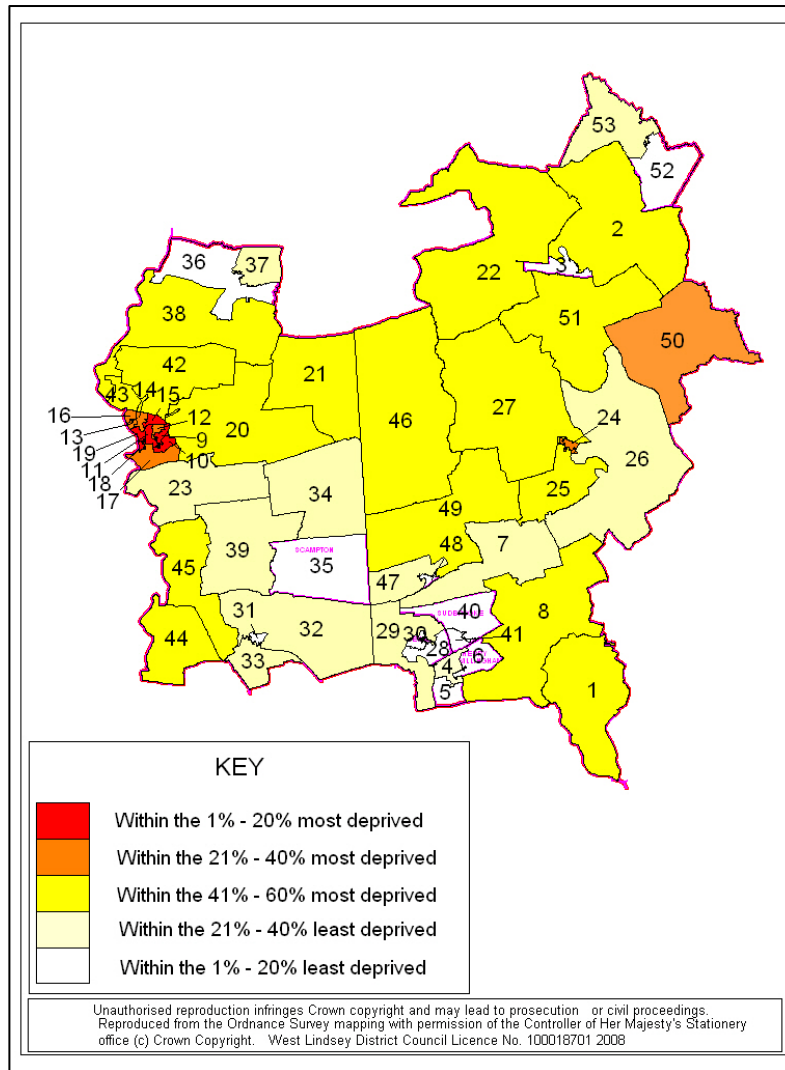
- Just over a third of people (35.4%) are income deprived.
- One in five of women aged 18-59 and men aged 18-64 (20.3%) are employment deprived.
- Just under half of children (48.8%) live in families that are income deprived.
- 37.5% of older people are income deprived.

Hemswell Cliff's SOA compared with other SOAs in West Lindsey

The map overleaf shows the different levels of deprivation in the super output areas in the district. As can be seen from the key, the areas in red rank amongst the 20% most deprived areas in the country and those shown white rank amongst the 20% least deprived.

The map shows quite clearly that the SOA that Hemswell Cliff parish is part of (number 21 on the map) is within the 41% - 60% level of deprivation. This SOA is the 14th most deprived in West Lindsey (out of the 53 SOAs in the district).

Deprivation in West Lindsey by Super Output Areas



SOA Ref	Ward that SOA is part of
1	Bardney
2	Caistor
3	
4	Cherry Willingham
5	
6	
7	Dunholme
8	Fiskerton
9	Gainsborough East Ward
10	
11	
12	
13	Gainsborough North Ward
14	
15	
16	
17	Gainsborough South West Ward
18	
19	
20	Hemswell Ward
21	
22	Kelsey
23	Lea Ward
24	Market Rasen
25	
26	
27	Middle Rasen

SOA Ref	Ward that SOA is part of
28	Nettleham
29	
30	
31	Saxilby
32	
33	
34	Scampton
35	
36	Scotter Ward
37	
38	
39	Stow Ward
40	Sudbrooke
41	
42	Thonock Ward
43	
44	Torksey Ward
45	
46	Waddingham by Spital
47	Welton
48	
49	
50	Wold View
51	
52	Yarborough
53	

The seven domains of deprivation

The table below shows how the super output area containing Hemswell Cliff parish (number 21 on the map) compares with the other SOA in the Hemswell ward in each of the seven domains of deprivation.

Rank of Hemswell Ward area scores for the different domains of deprivation

Hemswell Ward SOAs	SOA 20 on map	SOA 21 on map
Income deprivation	Yellow	Yellow
Employment deprivation	Yellow	Orange
Health deprivation and disability	Light Yellow	Orange
Education, skills and training deprivation	Yellow	Yellow
Barriers to housing and services	Red	Red
Crime	Light Yellow	Light Yellow
Living Environment deprivation	Orange	Orange

Source: (DCLG) Indices of Multiple Deprivation 2007

KEY		
	Red	1% - 20% most deprived
	Orange	21% - 40% most deprived
	Yellow	41% - 60% most deprived
	Light Yellow	21% - 40% least deprived
	White	1% - 20% least deprived

As the table above shows, the areas differ in two of the domains but most significantly in the Health deprivation and disability domain where SOA 21 is considerably more deprived. SOA 21 is also more deprived than SOA 20 in

the Employment deprivation but not with such a significant difference as in the Health domain. Both SOAs are within the 20% most deprived nationally for Barriers to housing and services.

Economy

Key Facts

- In 2001, of the residents of Hemswell Cliff parish aged 16-74, 63.5% were in employment with 2.7% being unemployed, lower than the district and national averages.
- Only 4.6% of the residents of Hemswell Cliff parish are retired compared with the district average of 17% and the national average of 13.6%.
- 12% of the residents of Hemswell Cliff Parish are permanently sick/disabled, more than double the district and national averages.
- Of the economically active people, the highest percentage (21.7%) were in Associate, professional and technical occupations.
- 26% of Hemswell Cliff parish residents aged 16 - 74 have no qualifications.
- 19% have a highest qualification of level 1.
- 24% have a highest qualification of level 2.
- 10% have a highest qualification of level 3.
- 13% have a highest qualification of level 4 or 5.

Economic Activity

At the Census 2001, of the people in Hemswell Cliff parish aged between 16 and 74, 63.5% were in employment with 2.7% being unemployed. The following table shows the

economic activity comparison between Hemswell Cliff parish, West Lindsey district and England & Wales.

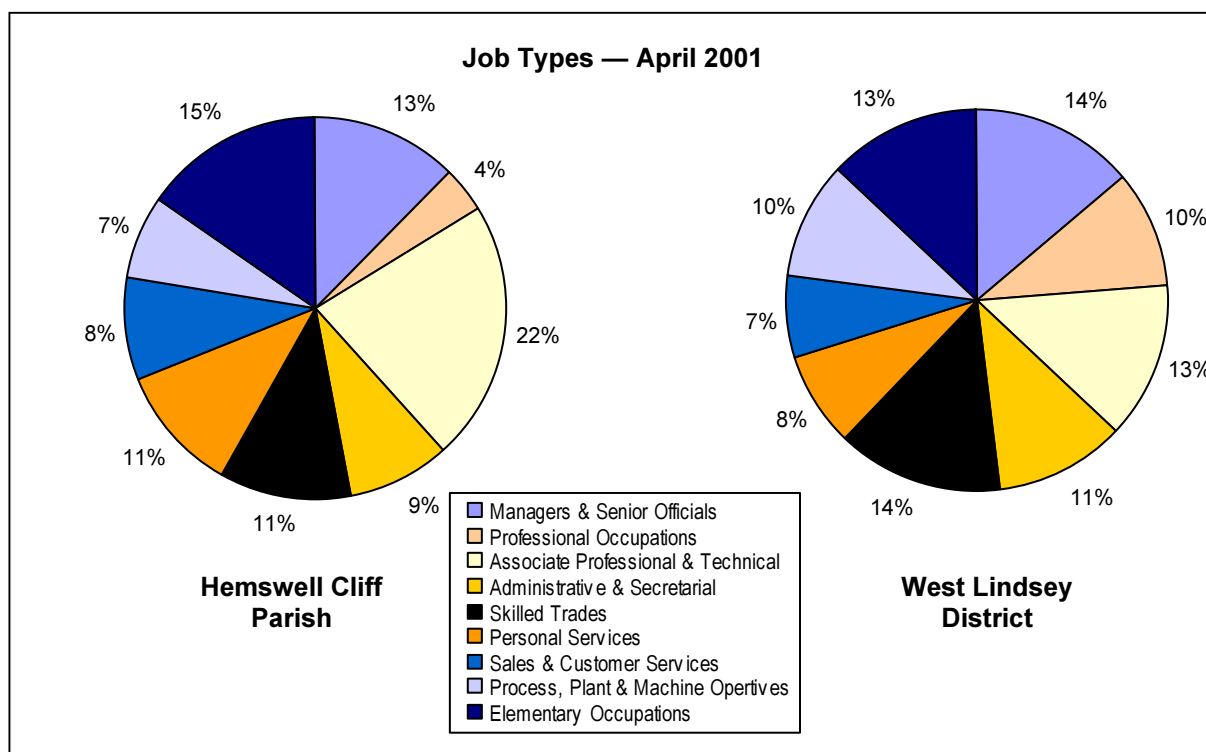
Economic Activity as % of 16-74 year olds			
	Hemswell Cliff Parish	West Lindsey	England & Wales
In employment	63.5%	60.4%	60.6%
Unemployed	2.7%	3.2%	3.4%
Retired	4.6%	17.0%	13.6%
Looking after home/family	9.2%	6.9%	6.5%
Permanently sick/disabled	12.0%	5.1%	5.5%

Source: Office for National Statistics

Job Types

In 2001 the highest percentage of those in employment were employed in Associate professional and technical occupations (21.7%). The charts on the following page compare the

job types of residents in Hemswell Cliff with those living in West Lindsey district as a whole. Percentages are based on all persons aged 16-74 in employment.



Source: National Statistics Office—Census of Population (Table CAS033)

NB: Census figures are used as they provide the only comprehensive source of labour market information at parish level.

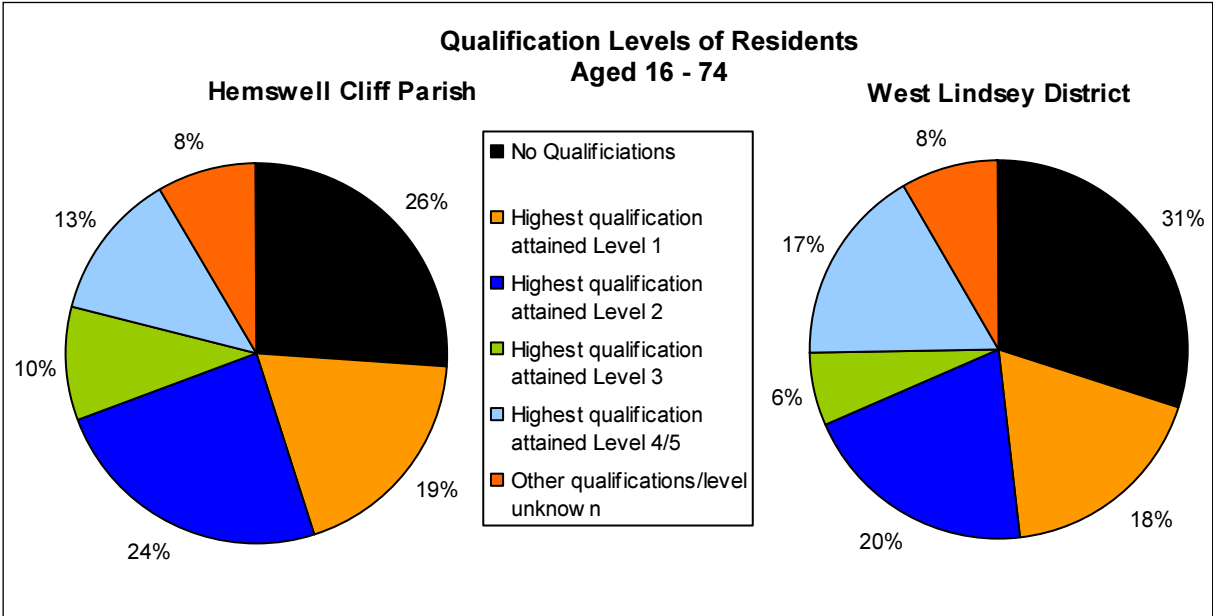
Qualifications

At the Census 2001, of the residents of Hemswell Cliff parish aged 16-74, 26% had no qualifications and 19% had only a highest qualification of level 1. 24% had level 2 qualification, 10% had level 3 and 13% had level 4 or 5.

The charts on the following page show the comparison of qualifications of residents in Hemswell Cliff parish with those in West Lindsey as a whole.

(The definitions of the different levels are shown at the foot of the page.)

Qualifications	Qualifications include
Level 1	1+ 'O' level passes; 1+ CSE/GCSE any grades; NVQ level 1; foundation GNVQ
Level 2	5+ 'O' level passes; 5+ CSEs (grade 1); 5+ GCSEs (grades A-C); School Certificate; 1+ 'A' levels/'AS' levels; NVQ level 2; Intermediate GNVQ
Level 3	2+ 'A' levels; 4+ 'AS' levels; Higher School Certificate; NVQ level 3; Advanced GNVQ
Level 4/5	First degree; Higher degree; NVQ levels 4 and 5; HNC; HND; Qualified Teacher status; Qualified Medical Doctor; Qualified Dentist; Qualified Nurse; Midwife; Health Visitor



Source: Census 2001 (Table KS13)

Infrastructure

Key Facts

- According to the Census 2001, 54.3% of Hemswell Cliff parish households own one car or van, higher than the district average of 45.6%.
- Just under 41.5% of households own two or more cars, higher than the district average of 37%.
- 4.3% of households have no cars or vans, significantly lower than the district average of 17.4%.
- 71% of economically active people in employment travel to work by private motor vehicle with only 1% using public transport.
- Hemswell Cliff parish has access to limited bus services and has no taxi firm based within 5km.
- The nearest train station is 6½ miles away.
- Hemswell Cliff parish has one doctor.
- The house prices in Hemswell Cliff parish are higher than the West Lindsey averages.
- 7.6% of Hemswell Cliff parish households receive Council Tax benefits compared with an average of 17% across the district.
- There have been three housing completions in Hemswell Cliff parish since 2003/04.
- Homelessness is not a major issue in the parish.

Transport and traffic

An increased use of public transport and other modes would reduce the number of vehicles on our roads, resulting in a reduced level of congestion and pollution. In rural areas such as Hemswell ward it is difficult to be fully reliant on public transport.

In Hemswell Cliff parish, according to the Census 2001, 54.3% of households own one car or van. This is higher than the district and national averages of 45.6% and 43.8% respectively.

The percentage of Hemswell Cliff households owning two or more cars was just under 41.5%,

compared with 37% in the district and just under 30% nationally.

Those that have no cars or vans represent 4.3% of households in Hemswell Cliff parish, which is significantly lower than the district average of 17.4% and the national average of 26.8%.

The fact that 96% of Hemswell Cliff parish households own one or more vehicles emphasises that rural households are reliant on car ownership, and the car remains central to the way in which most rural people access services.

Travel to work

According to the Census 2001, the percentage of 16-74 year old people in employment in the ward travelling to work by private motor vehicle (including motorcycles)

was 71%, with only 1% using public transport. This compares with 73% and 3% respectively for the district. 19.6% of the working population of the ward travel to work on foot or by cycling.

Access to services

An Accessibility Audit carried out by West Lindsey District Council in 2007 highlights the continuing problem of lack of access to the regular scheduled bus services for many of the rural settlements across the district.

The only public transport facilities that Hemswell Cliff village has access to is the Stagecoach service that visits five other settlements. There is no taxi firm based within 5 km of Hemswell Cliff and the nearest train station is approximately 6½ miles away at Kirton Lindsey.

The Settlement Services and Facilities Audit 2006 reveals that Hemswell Cliff has only one doctor in the parish. There is one primary school, a village hall, two village shops, two cashpoints, a post office, a hairdresser, and a

garage with petrol. The community also enjoys the use of one playing field and two playgrounds, a mobile library service and has a number of café/tearooms/restaurants/takeaways.

Road casualties

During the years 2005 to 2007 there were 22 accidents in Hemswell Cliff and Hemswell parishes*, one of these being fatal and three serious. Over the three years the number of collisions has decreased. In 2005 there were 10 collisions, one resulting in one fatality and which occurred on the A15. Of the other nine collisions two were serious resulting in two serious casualties, both accidents happening on the A631. In 2006 there were eight collisions, one

serious that occurred on the A631 resulting in one serious casualty. In 2007 there were four slight collisions resulting in 13 slight casualties.

Of the road traffic accidents in the parish during the years 2005 to 2007, 77% occurred on the A631.

* Note: The road traffic collision figures are not available as a split between the two Hemswell parishes.

Housing in Hemswell Cliff parish

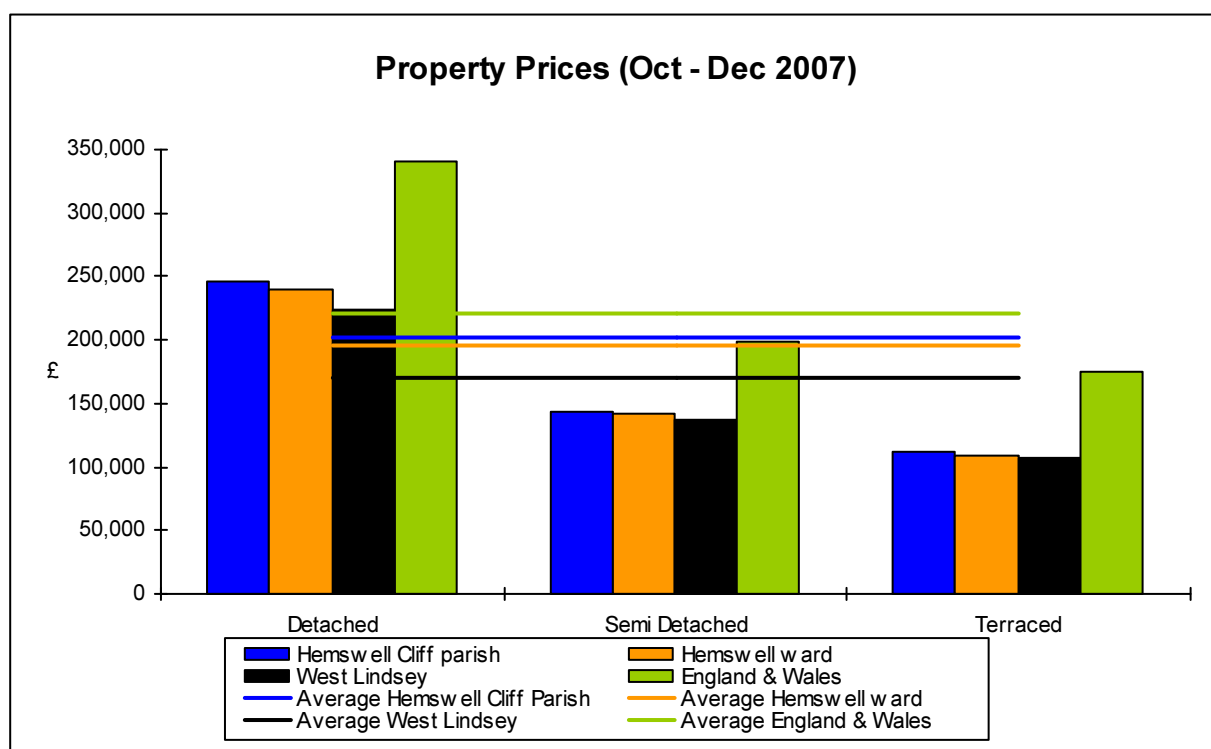
At the time of the Census 2001 there were just under 300 properties in the parish of Hemswell Cliff. Of those that were occupied,

53% were owner occupied and 47% were rented, 43% being rented from private landlords.

House prices in Hemswell Cliff parish

At the end of 2007 the average house price for all properties in Hemswell Cliff parish was at its highest at £201,163. This compares with an average of £174,109 at the end of 2004. For the period October to December 2007 the average house price in the parish was 18% higher than the West Lindsey average but 9% lower than the national average.

The chart below shows the comparison between house prices in Hemswell Cliff parish, Hemswell ward, West Lindsey district and England and Wales. It is not possible to include flats in the chart due to the low volume of flats sold in Hemswell Cliff parish. This is quite common for rural areas and indeed West Lindsey as a whole has low sales for these types of property.



Council Tax benefit

Council Tax benefit is a means tested benefit that is paid to help taxpayers who have a low income to pay their Council Tax. At the beginning of 2009, 7.6% of households in

Hemswell Cliff parish were receiving Council Tax benefits, significantly lower than the West Lindsey district average of 17%.

Housing completions

Since 2003/04 there have only been three housing completions in Hemswell Cliff parish with none being built on brownfield sites.

Homelessness

There are more housing applications received from people living in the area around Hemswell Cliff than in the remainder of the

Hemswell ward, a small number of which are due to a threat of or actual homelessness.

Recreation and Leisure

Key Facts

- Hemswell Cliff parish has limited recreational and leisure facilities.
- A Sure Start Children's Centre is attached to the primary school in Hemswell Cliff.
- Health Trainers are working with the Children's Centre.
- A mobile play service works with young people to involve them in various activities.
- The parish has recently lost its community centre.

Facilities in Hemswell Cliff Parish

Hemswell Cliff parish has a few recreation and leisure facilities including a sports field, two playgrounds and a village hall.

Sure Start run a Children's Centre in Hemswell Cliff which is attached to the primary school. Sure Start funding pays for services for 0-5 years but the centre does also offer provision for older age groups.

West Lindsey District Council Health Trainers are currently working with the Children's Centre on a project that is educating parents about healthy cooking and eating.

Following a successful bid to the Big Lottery, the Council appointed two Play Rangers to cover the whole of West Lindsey for a period of three years. This mobile play service holds sessions in strategic places where needed, such as Hemswell Cliff, which are aimed at 5-15 year olds and free to those attending. Young people become involved in activities such as outdoor cooking, den building and rocket making amongst other pursuits.

Unfortunately, due to the RAF pulling out of Hemswell Cliff, the parish has recently lost its community centre.

Crime

Key Facts

- Crime in Hemswell Cliff parish has fallen by just over 45% since 2005/06.
- Of the 10 comparator British Crime Survey crimes recorded there has been a decrease of just over 58% since 2005/06.
- The British Crime Survey (BCS) crimes accounted for 37.5% of all crime in Hemswell Cliff parish.
- In the last two years, theft from a vehicle offences have accounted for the highest percentage of BCS offences, with criminal damage accounting for the highest numbers in 2005/06.
- Seven of the 10 BCS crimes have decreased over the three year period.

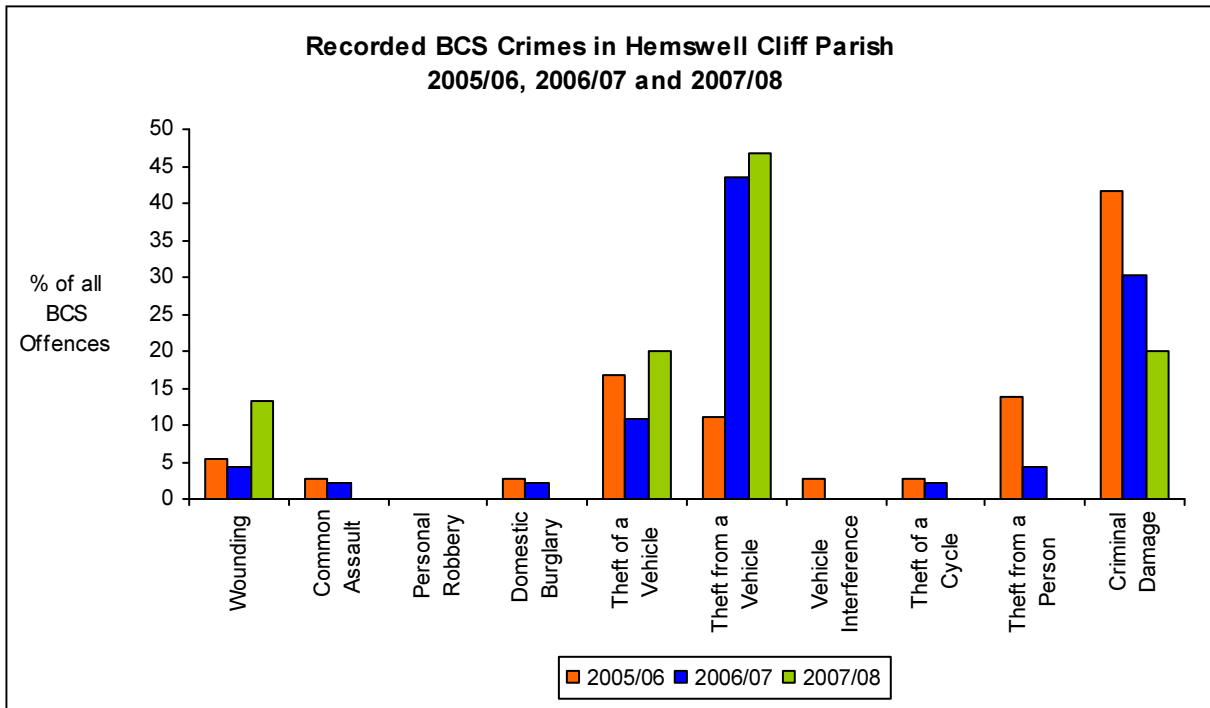
Crime in Hemswell Cliff parish

In 2007/08 the numbers of all recorded criminal offences in Hemswell Cliff parish were 45.2% lower than in 2005/06.

The recorded BCS crimes accounted for 37.5% of all recorded crime in Hemswell Cliff parish in 2007/08.

Of the 10 comparator British Crime Survey (BCS) crimes recorded over the last three years, there has been a 58.3% decrease in offences and in 2007/08 there were no offences committed in the Hemswell Cliff parish in six of the 10 BCS crime categories.

The chart below shows each of the BCS crimes as a percentage of the total of BCS crimes committed for each of the last three years.



Source: Lincolnshire County Council, Crime and Disorder Reduction Team

In the last two years the highest occurrence of BCS crimes in Hemswell Cliff Parish has been in theft from a vehicle offences whereas three years ago the highest number of incidences was

in criminal damage offences. In all three years criminal damage has accounted for the highest number of crimes committed in the West Lindsey district as a whole.

Seven of the offences types which make up the BCS offences have decreased over the three year period, the greatest percentage decreases being in the number of domestic burglary,

common assault, motor vehicle interference, theft of a cycle and theft from a person offences committed.

Glossary

BCS	British Crime Survey
ONS	Office for National Statistics
Qualification Level 1	Qualifications include: 1+ 'O' level passes; 1+ CSE/GCSE any grades; NVQ level 1; foundation GNVQ
Qualification Level 2	Qualifications include: 5+ 'O' level passes; 5+ CSEs (grade 1); 5+ GCSEs (grades A-C); School Certificate; 1+ 'A' levels/'AS' levels; NVQ level 2; Intermediate GNVQ
Qualification Level 3	Qualifications include: 2+ 'A' levels; 4+ 'AS' levels; Higher School Certificate; NVQ level 3; Advanced GNVQ
Qualification Level 4/5	Qualifications include: First degree; Higher degree; NVQ levels 4 and 5; HNC; HND; Qualified Teacher status; Qualified Medical Doctor; Qualified Dentist; Qualified Nurse; Midwife; Health Visitor
SOAs	Super Output Areas – a spatial definition for the collection of small area statistics. There are currently two layers of SOA, allowing comparison at different spatial levels. There are 32,482 Lower Layer SOAs (LSOAs) in England. This level is used in the measure of deprivation.

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