

## Ward Profile and Analysis

# Crowland and Deeping St Nicholas Ward Profile



*Analysis Report Created by the Corporate Improvement  
and Performance Team (CIP)*

This report features an In Depth Demographic Analysis of Crowland and Deeping St Nicholas. The report is broken down into categories based on South Holland Council's corporate priorities which are:

- Your Health and Wellbeing
- Your Opportunity
- Your Home
- Your Place
- Our Services

### **Corporate Priority - Your Health & Wellbeing**

This section presents information about the community in Crowland and Deeping St Nicholas Ward. It covers the demographic information about the local population, and local health and socio-economic factors.

### **Residents**

Crowland and Deeping St Nicholas has a resident population of [6,172](#) which represents [6.99%](#) of the total South Holland resident population of [88,270](#).

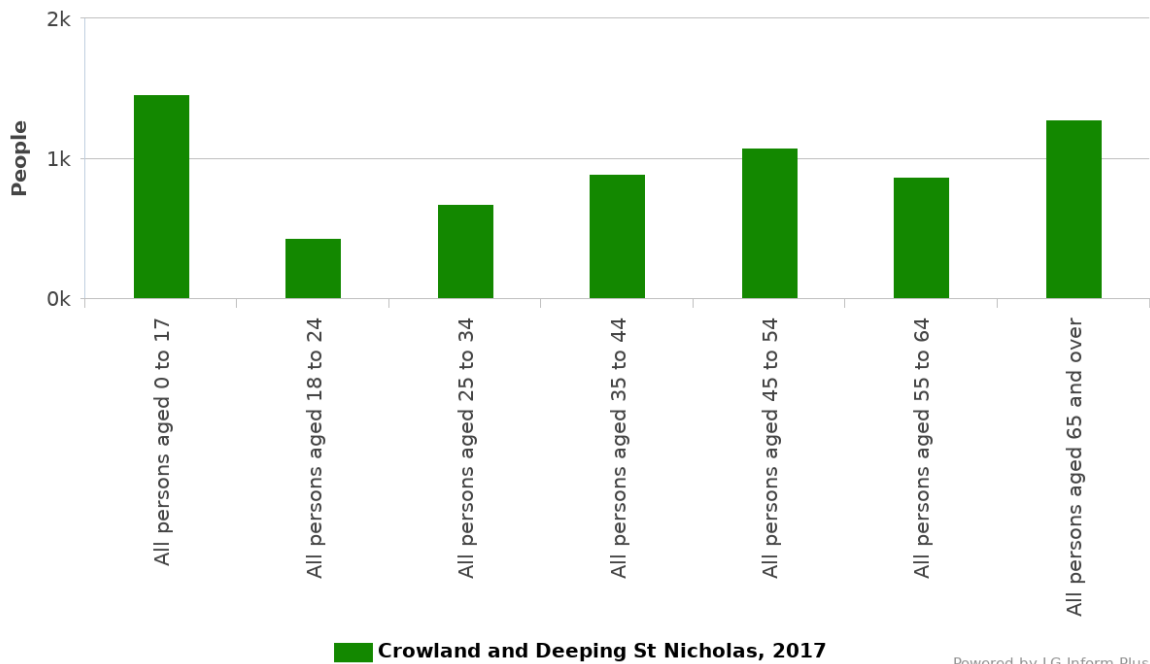
Crowland and Deeping St Nicholas's resident population is 50.2% female and 49.8% male.

## Age

The mean age of the Crowland and Deeping St Nicholas Ward population is [40](#) years compared to a mean age of [43](#) years for residents in the whole of South Holland. The predominant age band in Crowland and Deeping St Nicholas Ward is Population, all persons aged 0 to 17 which represents 1,455 people of the population. The general overview in South Holland is that a significant part of the population is either approaching or in retirement age, increasing demand on supporting services and reducing the recruitment pool in the local economy.

**Population (unrounded) by Age (Market research bands) (count) (Count) for Crowland and Deeping St Nicholas**

source: Mid-year estimates

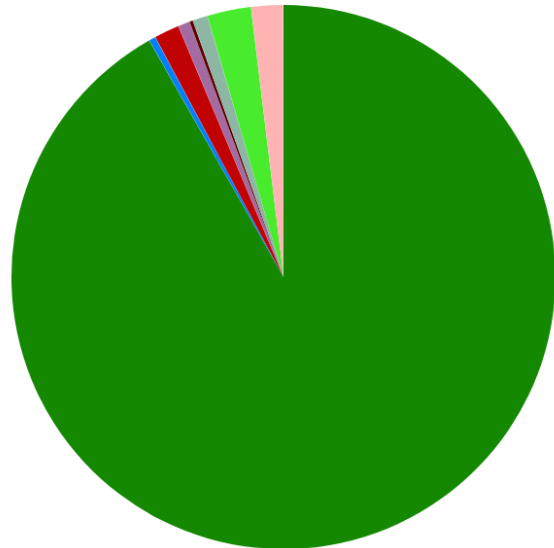


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## Country of Birth

### Residents by country of birth (%)

Percentage of usual residents whose country of birth is: England	91.7
Percentage of usual residents whose country of birth is: Northern Ireland	0.4
Percentage of usual residents whose country of birth is: Scotland	1.5
Percentage of usual residents whose country of birth is: Wales	0.7
Percentage of usual residents whose country of birth is: United Kingdom not otherwise specified	0.0
Percentage of usual residents whose country of birth is: Ireland	0.2
Percentage of usual residents whose country of birth is: Other EU: Member countries in March 2001	0.9
Percentage of usual residents whose country of birth is: Other EU: Accession countries April 2001 to March 2011	2.6
Percentage of usual residents whose country of birth is: Other countries	1.9



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## Ethnicity

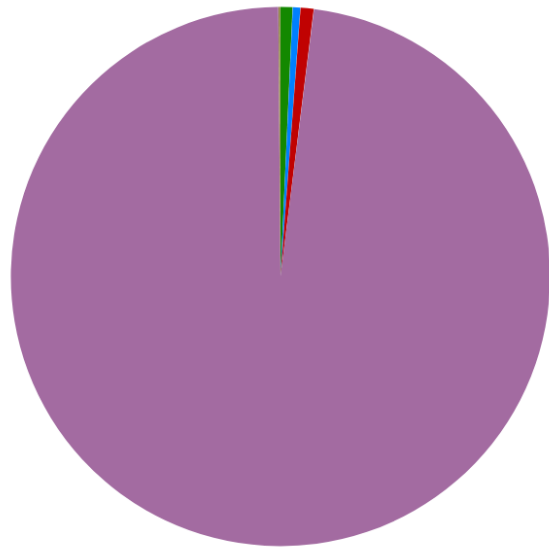
The largest ethnic group is 'Number of usual residents who are White' with 97.9% of the Ward's population. That compares with a figure of 97.8% for the District as a whole, 97.6% for the Lincolnshire County and 89.3% for all of East Midlands.

The second largest ethnic group is 'Number of usual residents who are Mixed/multiple ethnic groups' with 0.8% of the Ward's population. That compares with 0.9% for the District as a whole, 1.9% for the Lincolnshire County and 2.3% for all of East Midlands.

The ethnic split of Crowland and Deeping St Nicholas 's residents is shown below.

**Residents by ethnicity (count)**

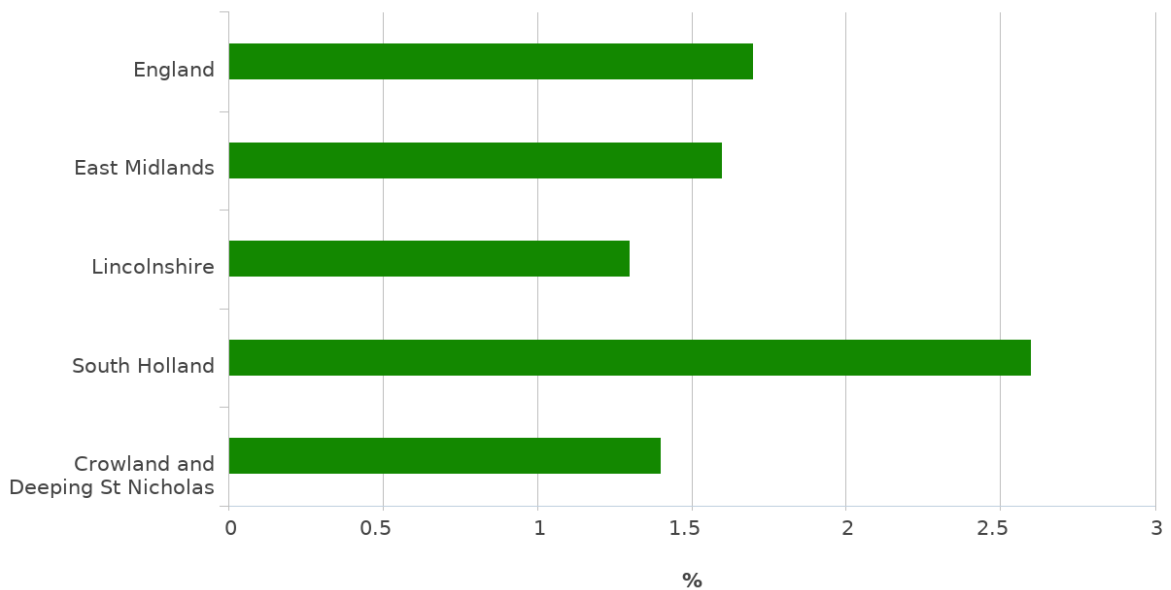
Residents who are Asian/Asian British	45
Residents who are Black/African/Caribbean/Black British	28
Residents who are Mixed/multiple ethnic groups	50
Residents who are White	6,042
Residents who are Other ethnic group	7



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**Percentage of residents who cannot speak English well or at all**

Percentage of people who cannot speak English well or at all (%) (2011) for Crowland and Deeping St Nicholas, South Holland, Lincolnshire, East Midlands and England  
source: Census 2011



Cannot speak English well or at all (%), 2011

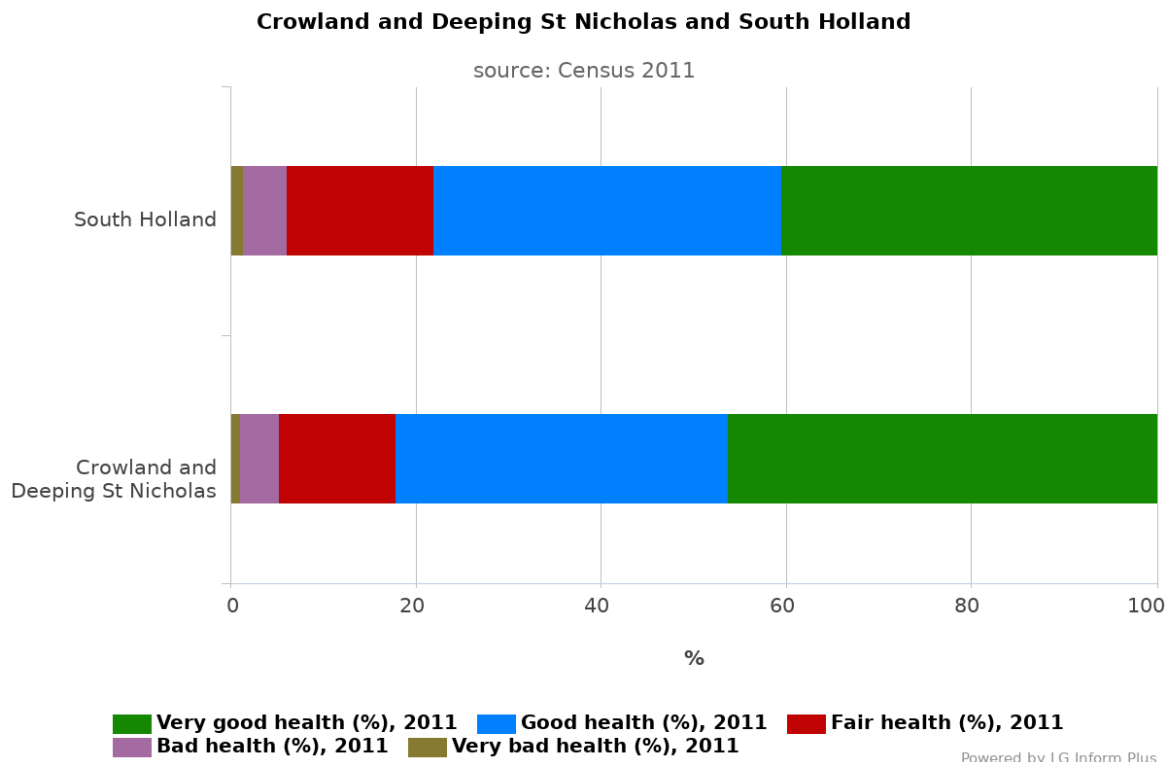
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**Health**

Crowland and Deeping St Nicholas has [250](#) (4.1% ) residents that report being in bad health and [67](#) (1.1% ) residents that report being in very bad health.

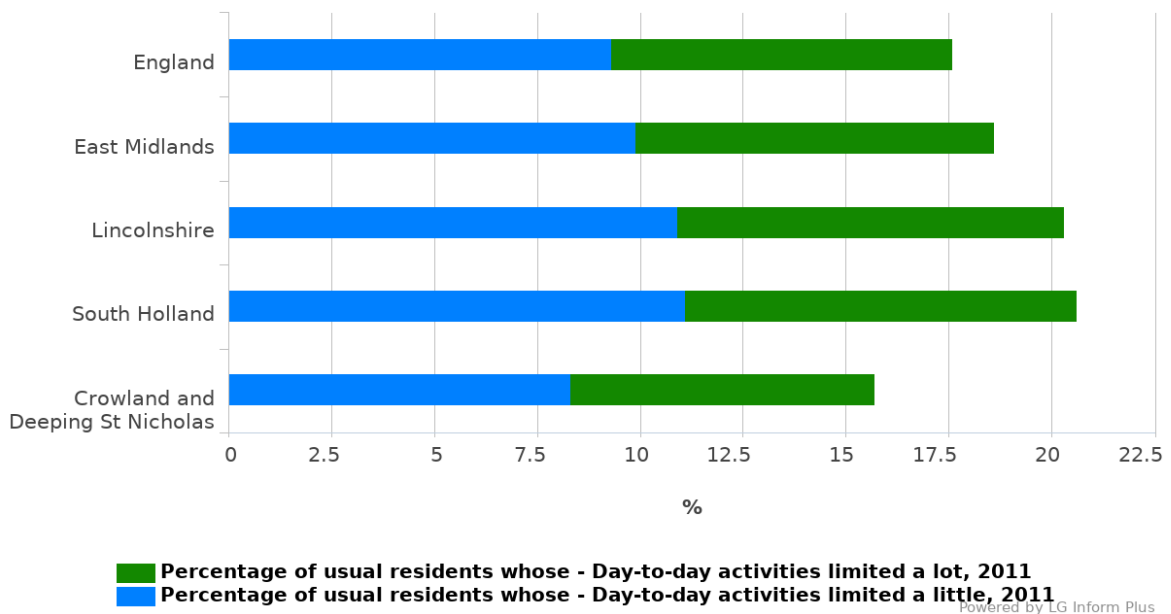
Its ranking for the number of residents in very bad health is 4 (out of 18 Wards) within South Holland.

This chart shows the percentage of people in Crowland and Deeping St Nicholas ward who reported their general health as very good, good, fair, bad or very bad in the 2011 census. The percentage of people in Crowland and Deeping St Nicholas reporting their health as bad or very bad is 5.1%, or [317](#) people. This includes [250](#) people who report their health as bad, and [67](#) people who report their health as very bad. This compares with 6.1% for the South Holland District, and 5.9% in Lincolnshire reporting their general health as bad or very bad.



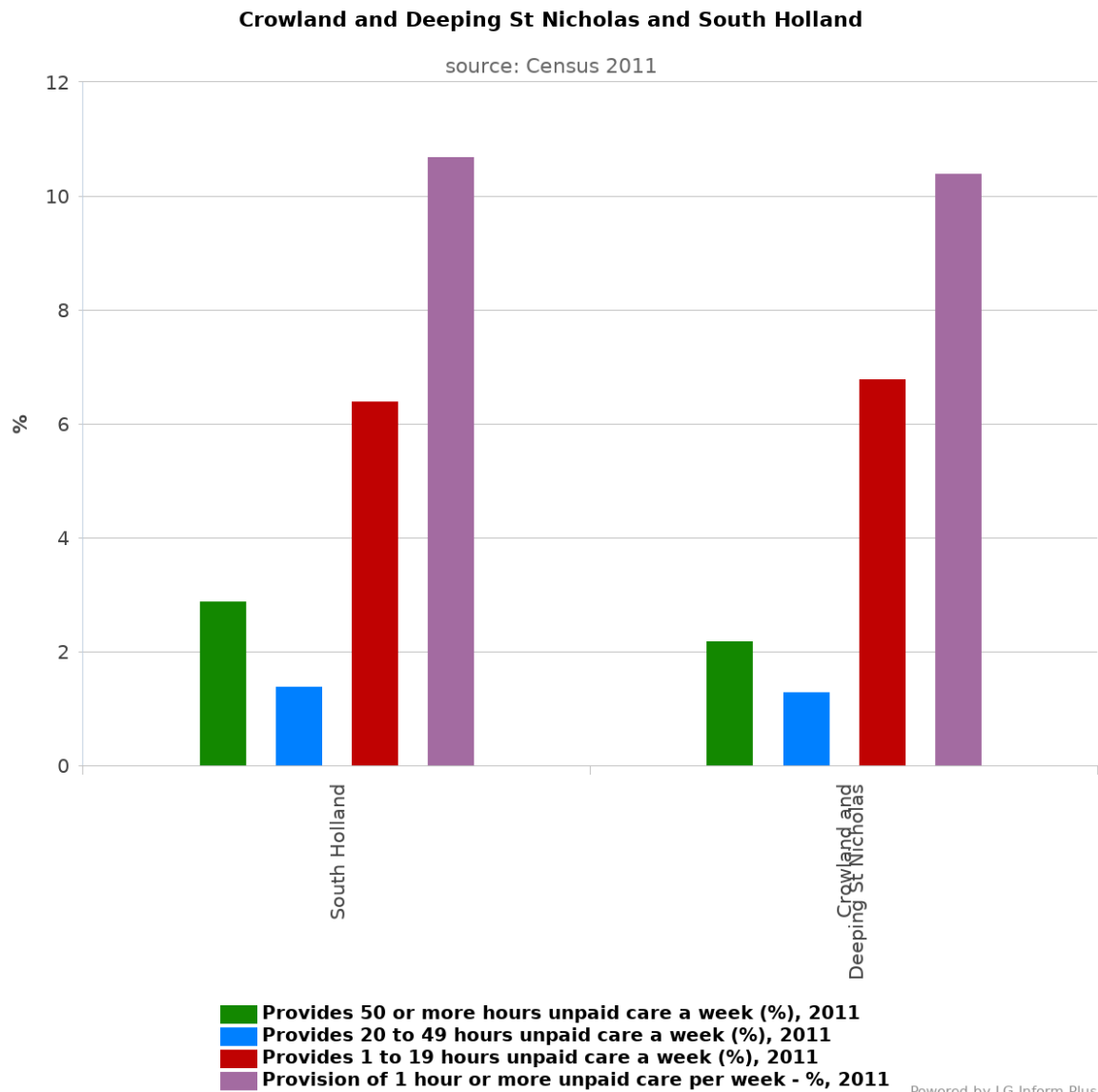
This chart shows the percentage of people in Crowland and Deeping St Nicholas Ward who reported that their day to day activities are limited by a long term illness or disability. The percentage of people in Crowland and Deeping St Nicholas reporting their day to day activities as limited a lot is 7.4% (458 people). In addition, 8.3% (510 people) reported that their activities were limited a little. This is 15.7 per cent of the population of Crowland and Deeping St Nicholas who say that their day to day activities are limited due to their health, affecting 968 people. This compares with 20.6% for the South Holland District reporting their day to day activities are limited a little or a lot by their health.

**Percentage of usual residents whose - Day-to-day activities limited a little (%) (2011) and Percentage of usual residents whose - Day-to-day activities limited a lot (%) (2011) for Crowland and Deeping St Nicholas, South Holland, Lincolnshire, East Midlands and England**



## Care provision

The chart below shows the proportion of the residents in ward who provide care, compared with South Holland as a whole. Crowland and Deeping St Nicholas is ranked number 12 for percentage of population providing 1 or more hours of unpaid care per week in South Holland, with Gedney ward having the highest percentage of residents providing unpaid care and Spalding St John's providing the lowest. This could be as a result of greater need for care or less access to paid care services.



## Children living in poverty

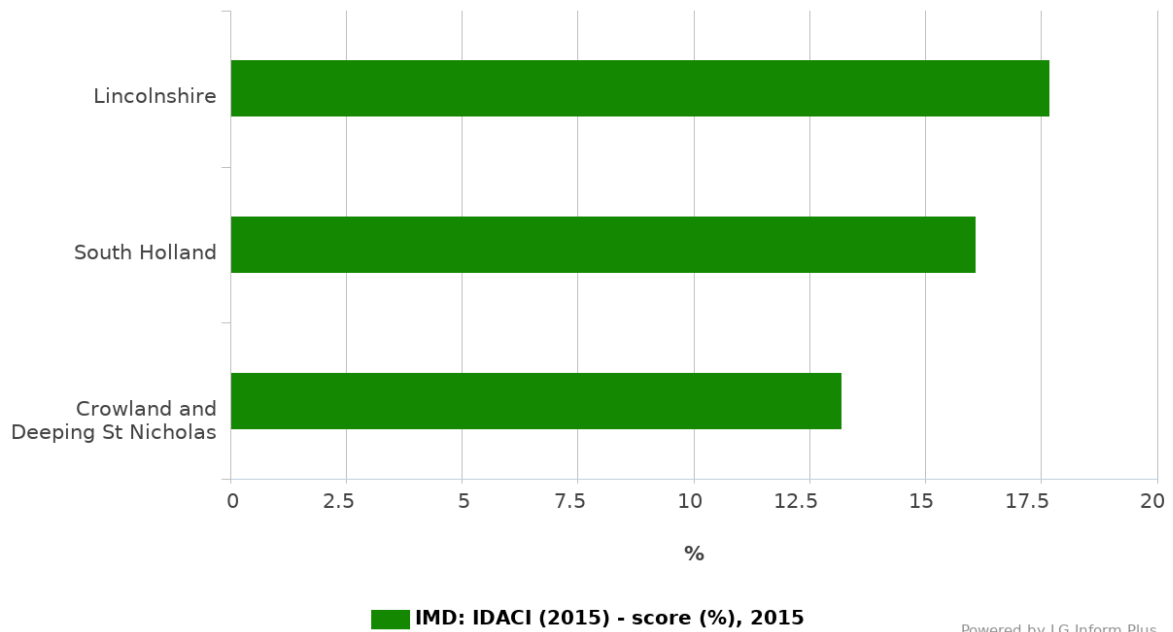
The next chart shows the percentage of children aged 0 - 15 living in families that are income deprived. That includes families in receipt of income support, income based jobseeker's allowance or pension credit, or those not in receipt of these benefits but in receipt of Child Tax Credit with an equivalised income (excluding housing benefits) below 60% of the national median before housing costs. The percentage of children

living in poverty in South Holland is 16.1% . Within South Holland this varies from 31.5% in Sutton Bridge to 7.7% in Spalding Wygate . This compares with 17.7% for Norfolk.

## Percentage of children living in poverty

**IMD - Income Deprivation Affecting Children Index (IDACI) (2015) - score (%) (%) (2015) for Crowland and Deeping St Nicholas, South Holland, Lincolnshire and East Midlands**

source: Income Deprivation



## Older people living in poverty

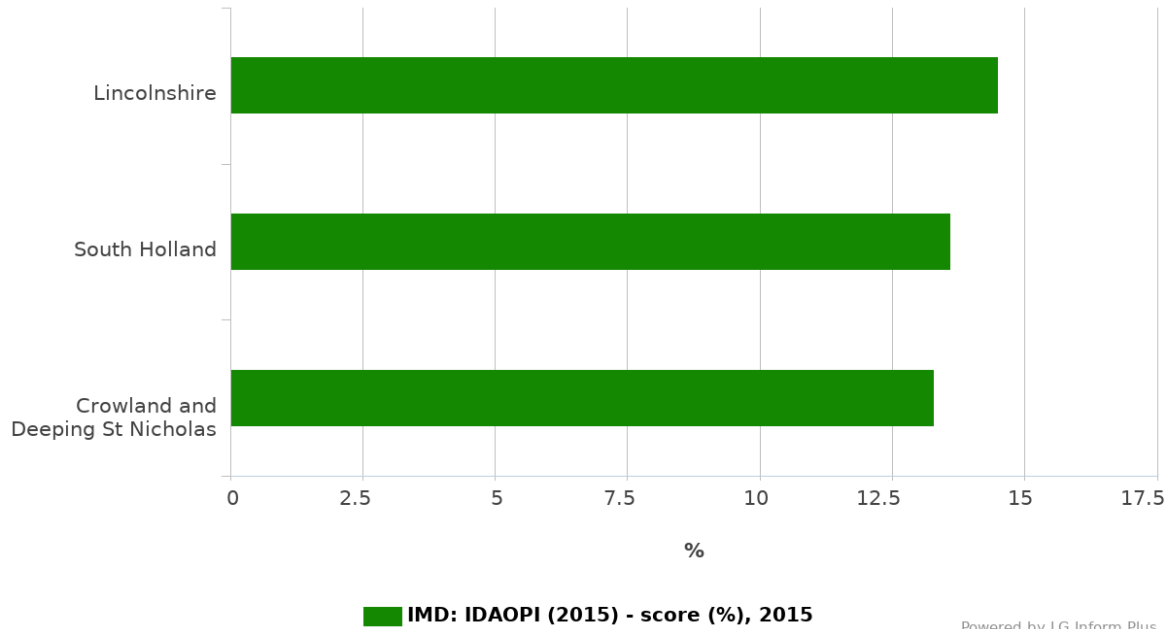
The Income Deprivation Affecting Older People Index (IDAOPI) is a subset of the Income Deprivation Domain. This indicator shows the percentage of the population aged 60 and over who receive income support, income based job seekers allowance, pension credit or child tax credit. The percentage of older people living in poverty in South Holland is 13.6%. Within South Holland this varies from 21.1% in Spalding St Paul's to 7.7% per cent in Spalding Wygate. This compares with 14.5% for Norfolk.



## Percentage of older people living in poverty

**IMD - Income Deprivation Affecting Older People Index (IDAOPI) (2015) - score (%) (%) (2015) for Crowland and Deeping St Nicholas, South Holland, Lincolnshire, East Midlands and England**

source: [Local Deprivation](#)



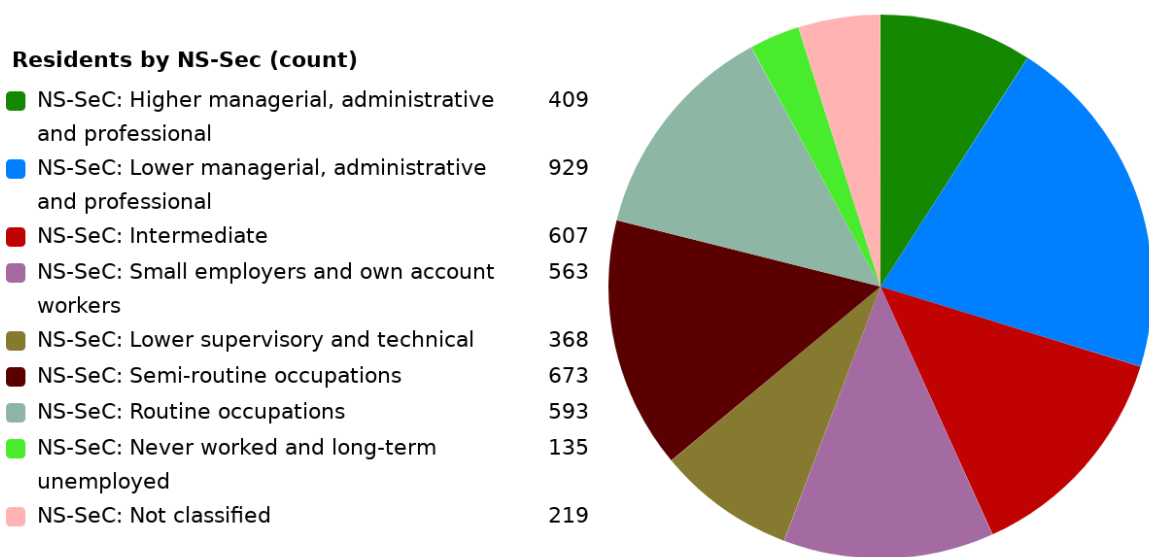
## Corporate Priority - 'Your opportunity'

This section presents information about the local economy of Crowland and Deeping St Nicholas Ward. It covers the information about the areas businesses, employment, skill levels and transport.

## Employment

The following chart provides a breakdown of the Crowland and Deeping St Nicholas Ward by socio-economic classification for all residents aged 16 – 74.

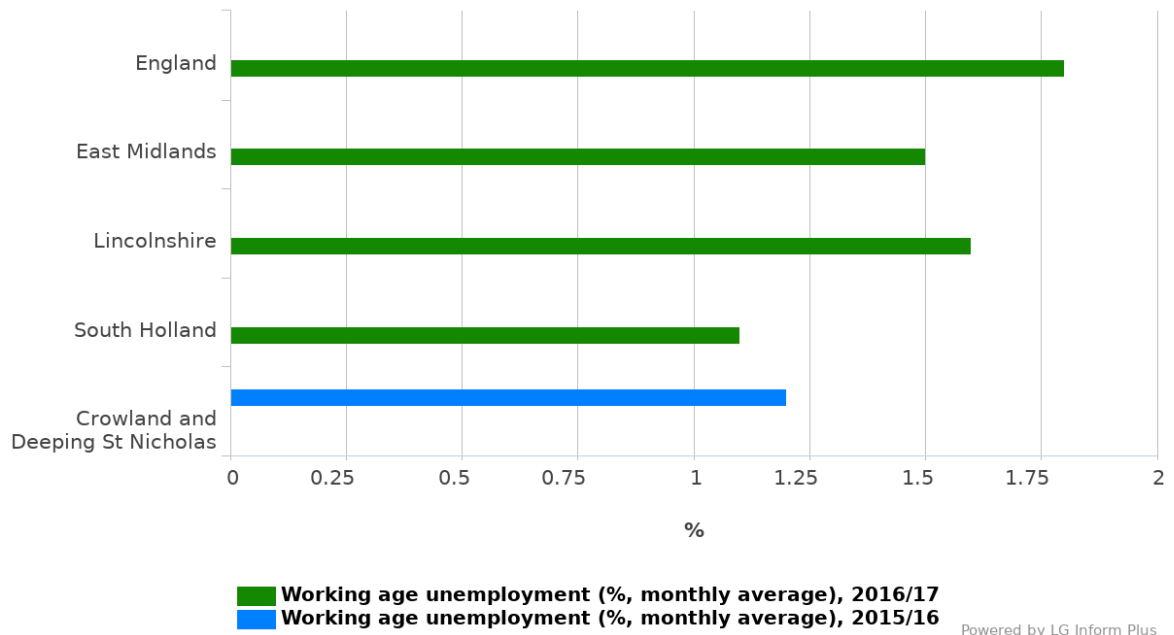
The National Statistics Socio-economic Classification (NS-SEC) provides an indication of socio-economic position based on occupation. It is an Office for National Statistics standard classification. To assign a person aged 16 to 74 to an NS-SEC category their occupation title is combined with information about their employment status, whether they are employed or self-employed, and whether or not they supervise other employees. Full-time students are recorded in the ' full-time students' category regardless of whether they are economically active or not.



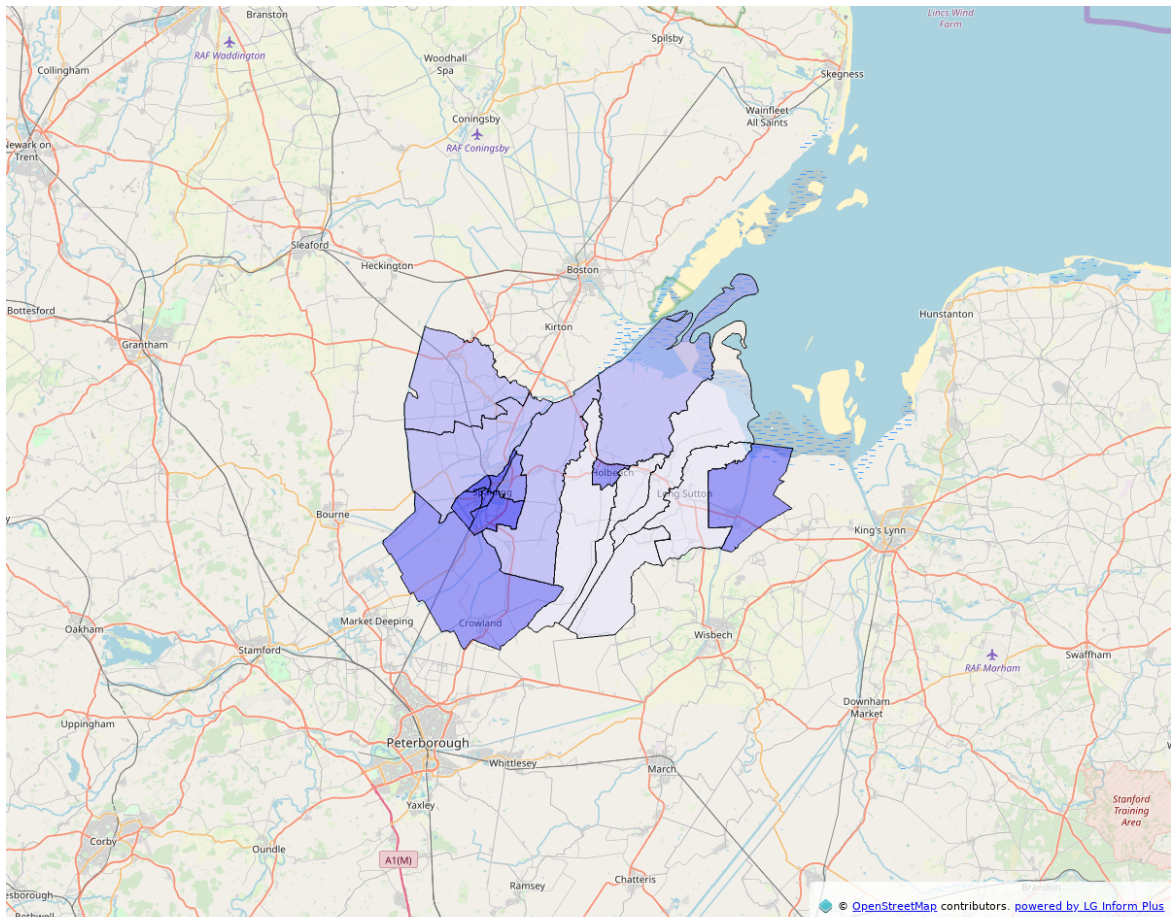
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The largest group is 'National Statistics Socio-Economic Classification - 2. Lower managerial, administrative and professional occupations' representing 20.66% of the Ward's population.

**% of the working age population claiming out of work benefit (monthly average) (%)  
 (from 2015/16 to 2016/17) for Crowland and Deeping St Nicholas, South Holland,  
 Lincolnshire, East Midlands and England**



## Full-time vs part-time contracts

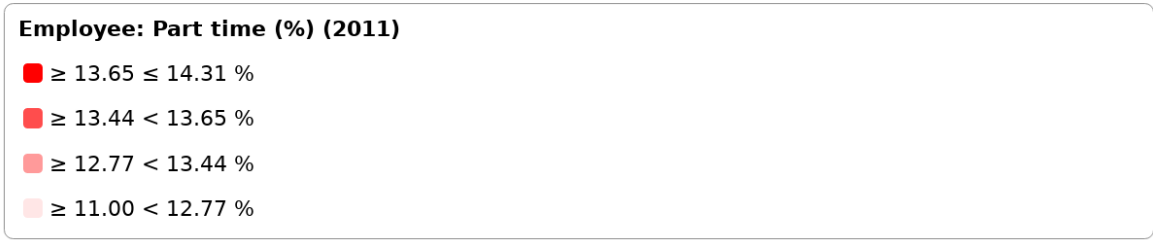
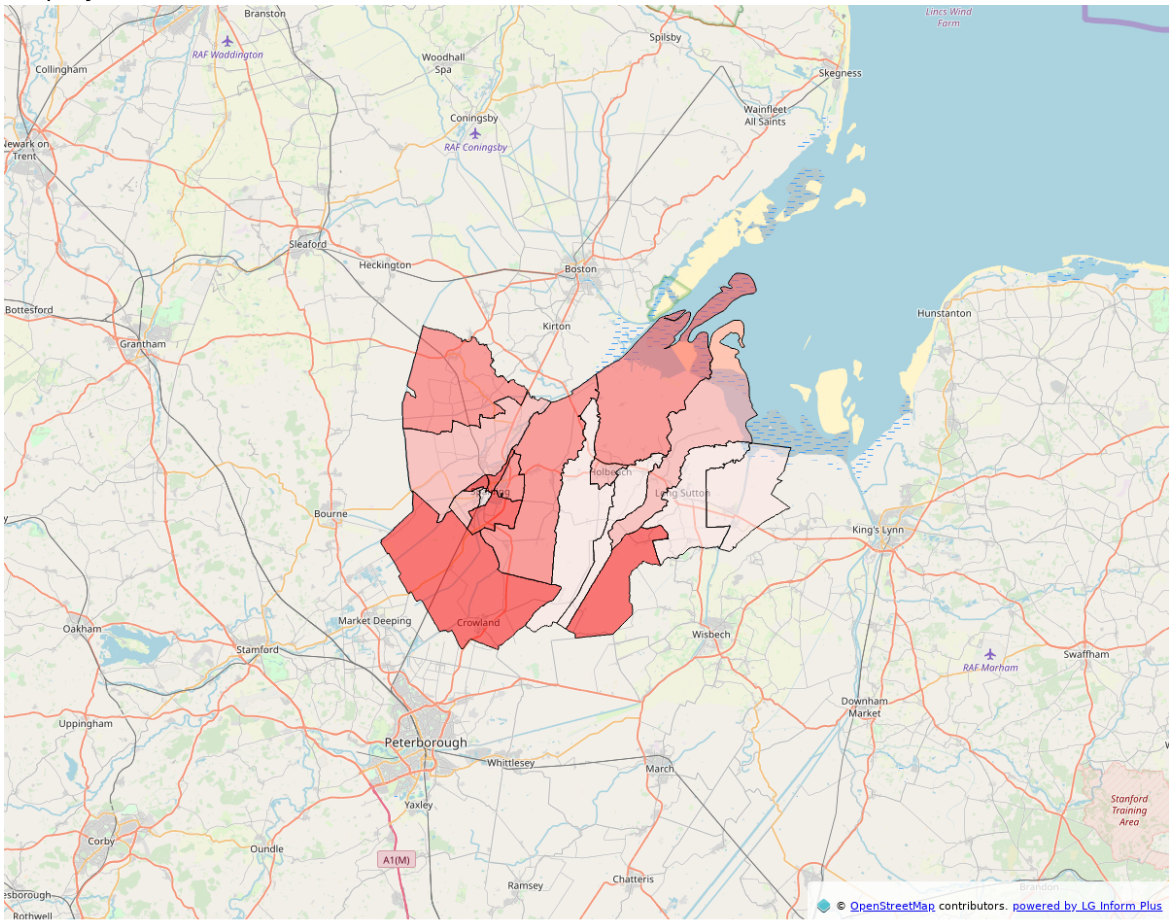


### Employee: Full time (%) (2011)

- $\geq 43.15 \leq 51.91$  %
- $\geq 39.27 < 43.15$  %
- $\geq 35.10 < 39.27$  %
- $\geq 31.72 < 35.10$  %

The map above demonstrates the proportion of ward population full time employment across South Holland based on data from the 2011 Census. While not a perfect indicator of stable employment (full time work may well be fixed term or permanent), it is a proxy measure for the lifestyle of residents and the prevailing economic conditions within South Holland's wards. Crowland and Deeping St Nicholas is ranked number 1 in 7 the district in terms of percent of population in full-time employment with [42.37%](#). Across South Holland, Spalding St John's has the highest proportion and Fleet having the lowest.

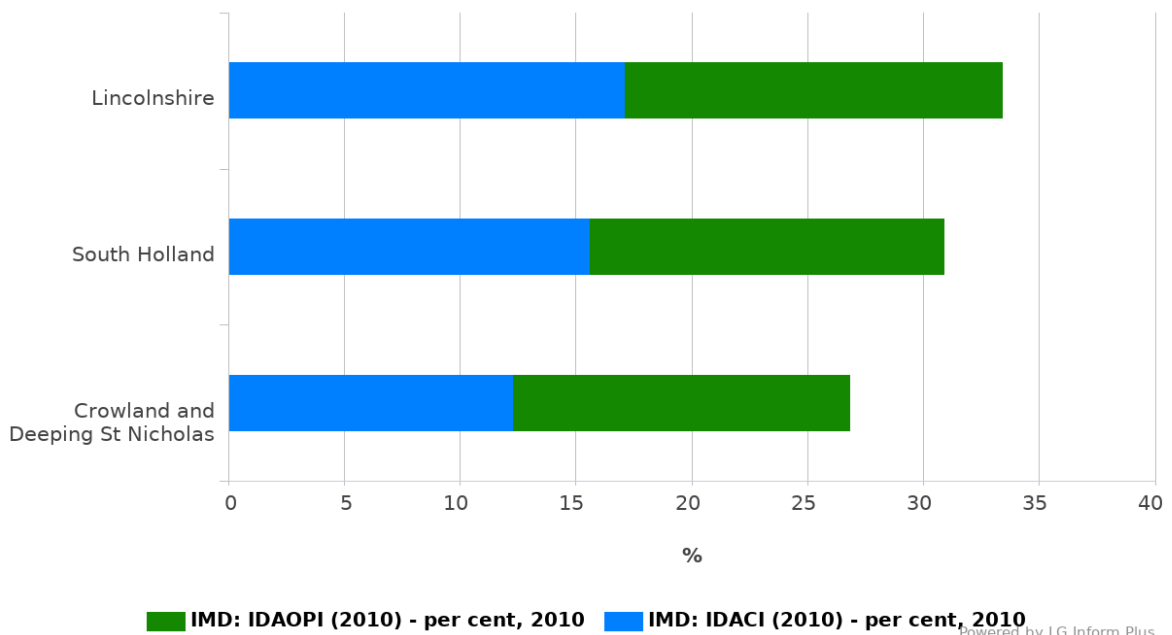
However, the areas where the percentage of full time employment are low do not necessarily correspond with areas where the percentage of part time employment is high. Higher proportions of part time employees are, again, not an exact indicator of personal economic insecurity - residents may chose to work part time for childcare purposes, or be semi-retired. What this does show us is whether there is diverse employment within any given ward, where both full and part time employment are available. Crowland and Deeping St Nicholas is ranked number 2 in the district for percentage of residents in part time employment with [13.20](#). The wards with the highest and lowest proportion of residents in part time employment are Spalding Wygate and Fleet respectively. The map below illustrates the proportional distribution of part time employment across South Holland.



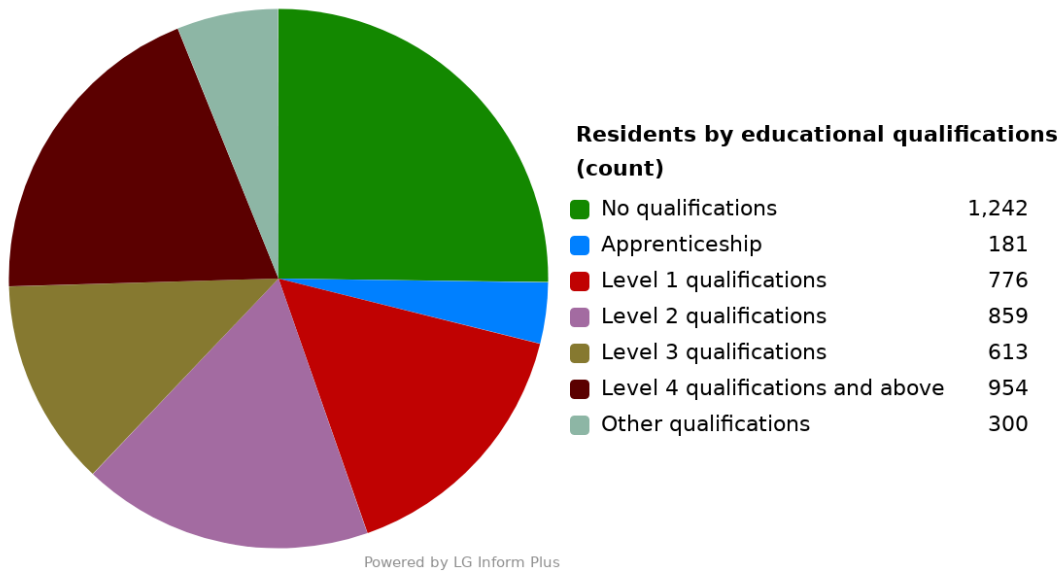
## Indices of Deprivation

Deprivation covers a broad range of issues and refers to unmet needs caused by a lack of resources of all kinds, not just financial. The English Indices of Deprivation attempt to measure a broader concept of multiple deprivation, made up of several distinct dimensions, or domains, of deprivation. The chart below shows the Index of Multiple Deprivation (IMD) relating to Income Deprivation Affecting Children (IDACI) and Income Deprivation Affecting Older People (IDAOPI) as a percentage. These two indices represent the proportion of children aged 0-15 living in income deprived households and the proportion of older people aged 60 and over living in income deprived households respectively.

**IMD - Income Deprivation Affecting Children Index (IDACI) (2010) - per cent (%) (2010) and IMD - Income Deprivation Affecting Older People Index (IDAOPI) (2010) - per cent (%) (2010) for Crowland and Deeping St Nicholas, South Holland and Lincolnshire**



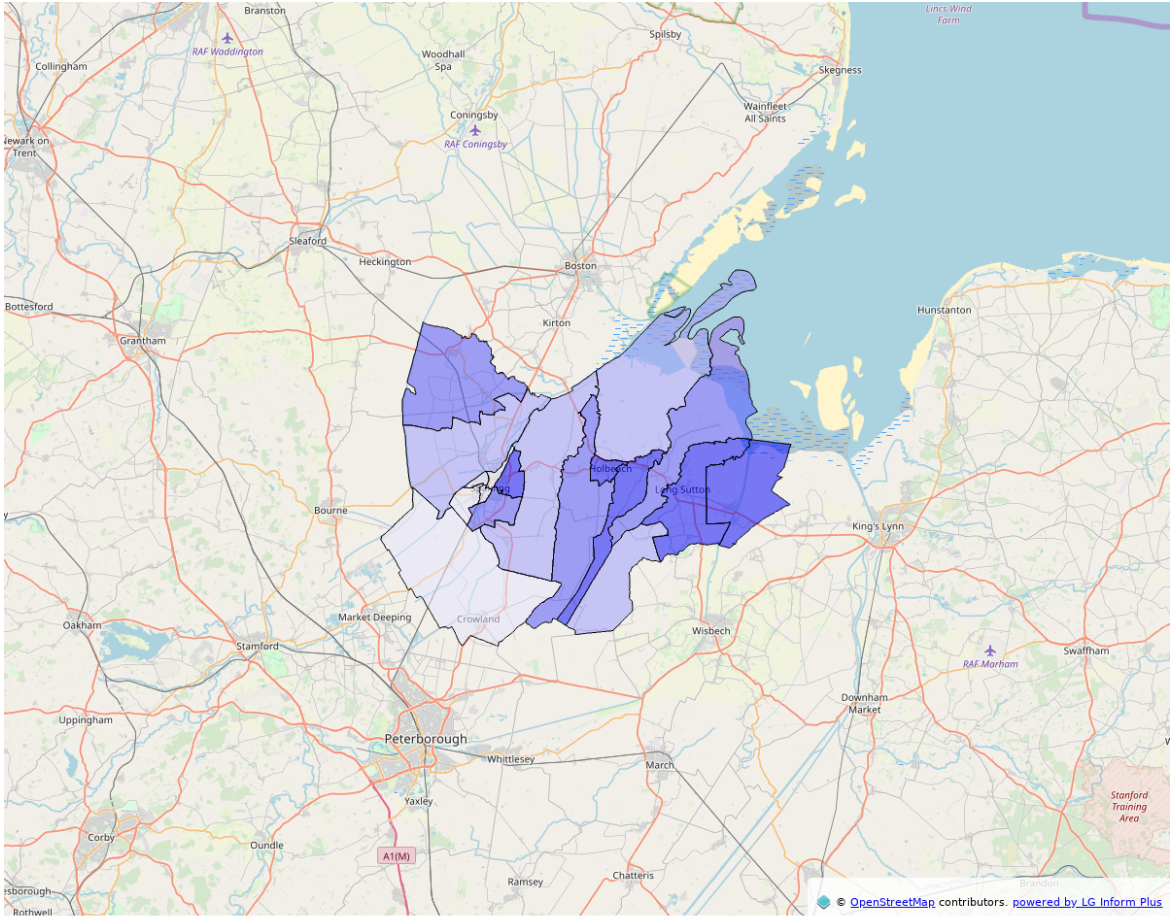
## Education



19.37% of Crowland and Deeping St Nicholas 's residents have achieved level 4 qualifications and above compared to 23.60% in East Midlands as a whole and 25.22% of Crowland and Deeping St Nicholas 's residents have no qualifications compared to 24.70% in East Midlands .

The map below shows the areas which where there are high levels of people with no qualifications





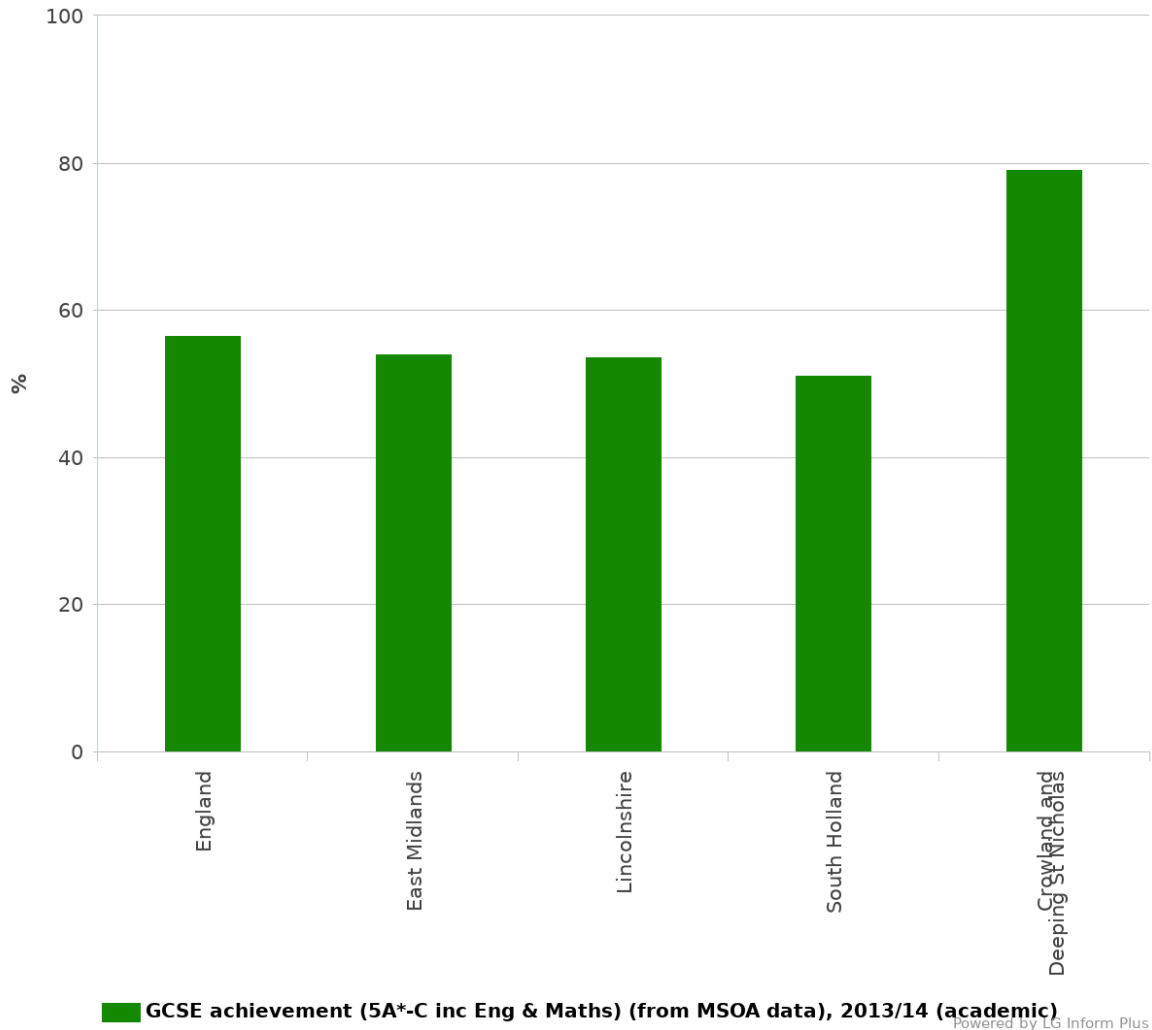
**No qualifications (%) (2011)**

- $\geq 33.06 \leq 36.69 \%$
- $\geq 31.19 < 33.06 \%$
- $\geq 27.83 < 31.19 \%$
- $\geq 25.22 < 27.83 \%$



The percentage of children gaining 5 or more A\* to C grades at GCSE (including English and Maths) in Crowland and Deeping St Nicholas is 79.2%. This compares with 51.2% for South Holland, 54.1% for the East Midlands region, and 56.6% for England. Within South Holland, Crowland and Deeping St Nicholas has the highest level of attainment at GCSE, with an attainment rate of 79.2 per cent. Fleet has the lowest level of attainment at GCSE, with an attainment rate of 16.8 per cent.

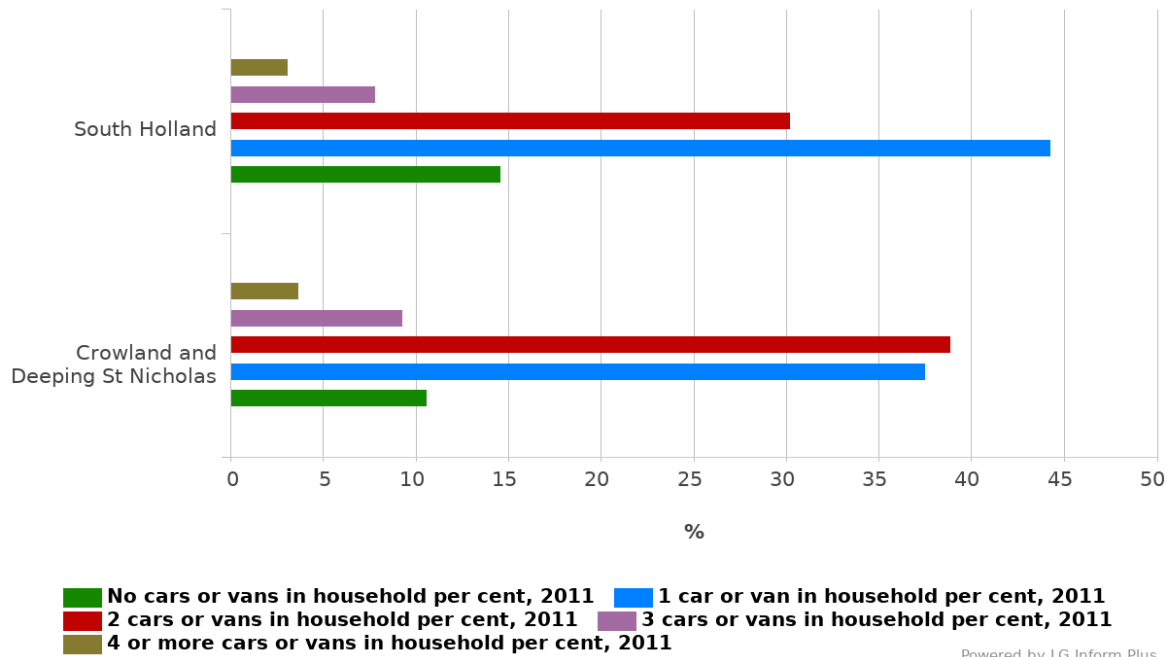
**% of pupils achieving 5 or more GCSEs grades A\* to C including English and Maths (sourced from MSOA level data) (%) for Crowland and Deeping St Nicholas, South Holland, Lincolnshire, East Midlands and England**



## Transport

In a rural area such as South Holland, access to a vehicle can be important lifeline - while households in possession of several may be an approximate measure for relative affluence. Crowland and Deeping St Nicholas ward is ranked 7 among the wards of South Holland for car or van ownership, the chart below demonstrates the breakdown of cars owned in the ward and the average across the district:

**Households by car or van ownership (%) (Percentage of ONS household count) (2011) for Crowland and Deeping St Nicholas and South Holland**  
source: Census 2011

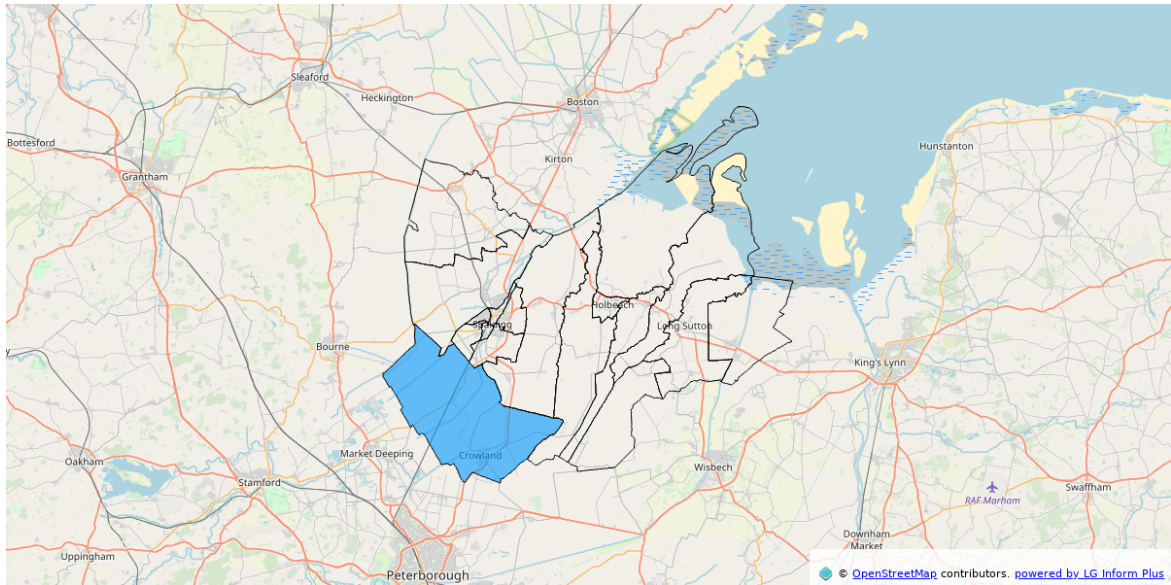


## Notable businesses

A large part of South Holland's economy is dedicated to agriculture but there are a number of other significant businesses within the district. One such example is Bakkavor, a huge industrial firm which processes, packages and arranges transport for the food produced across the region.

## Corporate Priority - Your Place

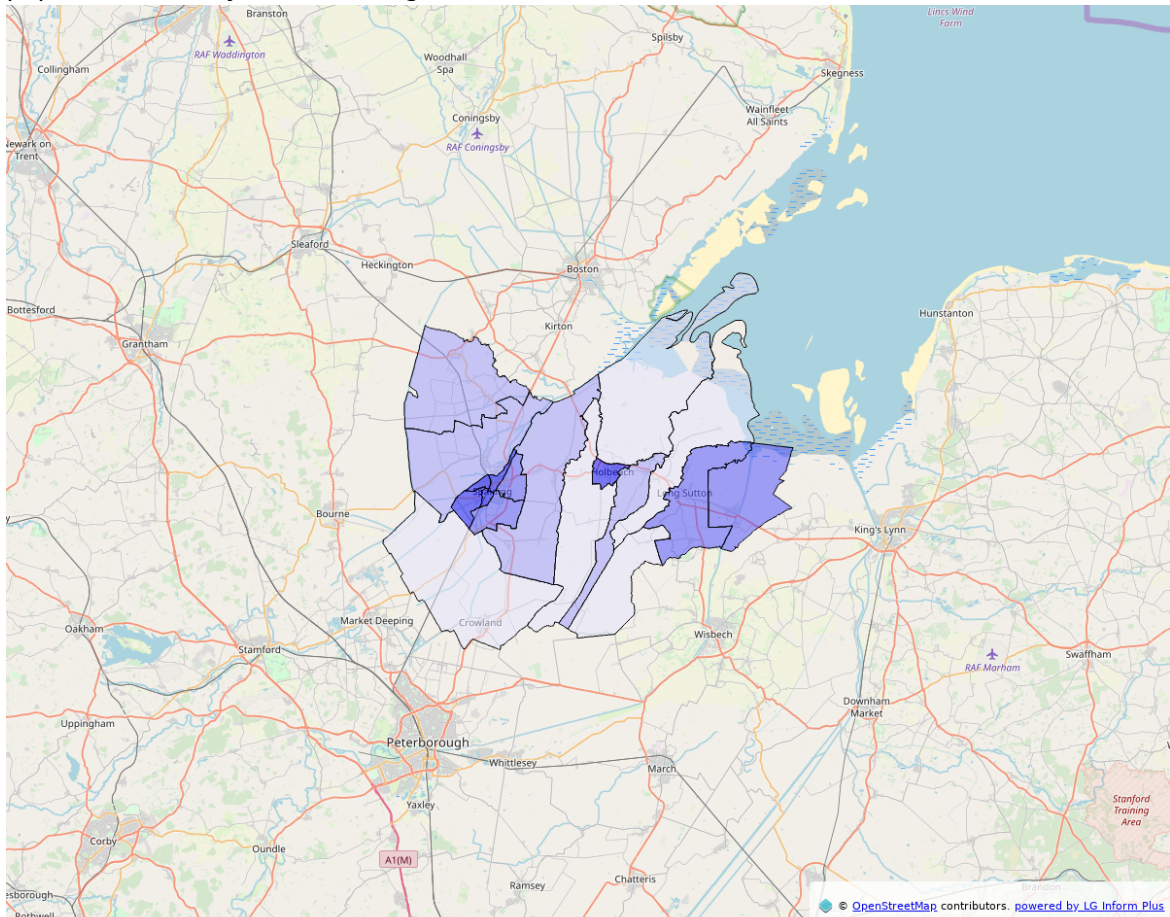
This section presents information about the place that is Crowland and Deeping St Nicholas Ward. It covers the geographical area, population density and the local environment.



Crowland and Deeping St Nicholas is one of the 18 Wards of South Holland. It has an area of 12,121 hectares which represents [16.33%](#) of the total area of South Holland District.

## Population Density

Crowland and Deeping St Nicholas Ward has an average of 0.51 persons per hectare, compared to an average 1.20 persons per hectare across the entire South Holland District. Crowland and Deeping St Nicholas Ward is ranked 16 out of 18 in terms of population density with 18 being the lowest in South Holland.



### Population density (2017)

- $\geq 8.50 \leq 47.67$  persons per hectare
- $\geq 1.01 < 8.50$  persons per hectare
- $\geq 0.71 < 1.01$  persons per hectare
- $\geq 0.31 < 0.71$  persons per hectare

The largest number of households lives in 'Number of all households - Owned with a mortgage or loan' accommodation with 41.4% of the Ward's households. That compares with 33.3% for the District as a whole, 32.6% for Lincolnshire County and 34.7% for the whole of East Midlands.

The second largest number of households lives in 'Percentage of all households - Owned with a mortgage or loan' accommodation with 31.5% of the Ward's households. That compares with 39.2% for the District as a whole, 36.0% for Lincolnshire County and 32.9% for the whole of East Midlands.

There are [12.4%](#) of 'households rented from council or equivalent' with [1.2%](#) of 'households rented from other social landlords'. That compares to an average for the District as a whole of [10.3%](#) for Council rented properties and [2.4%](#) for other social landlords.

Average household size in Crowland and Deeping St Nicholas Ward is 2.46 people per household, compared to 2.30 people per household in South Holland District. The Average number of bedrooms per household is [3.10](#), compared to 2.80 bedrooms per household in South Holland.

The Ward has [278](#) households with dependent children aged 0 to 4, representing 11.06% of the Ward's households. [785](#) households in the Ward have 'Dependent children in household: All ages', representing 31.23% of the Ward's households.

The percentage of children assessed as having a good level of development at the age of 5 in Crowland and Deeping St Nicholas is 94.1%. This compares with 65.6% for South Holland, 57.7% for the East Midlands region, and 60.4% for England. Within South Holland, Crowland and Deeping St Nicholas has the highest proportion of children assessed as having a good level of development at age 5 at 79.2 per cent. The Saints has the lowest level of children reaching a good level of development, with an attainment rate of 18.2 per cent.

**% of pupils achieving a good level of development at age 5 (sourced from MSOA level data) (%) for Crowland and Deeping St Nicholas, South Holland, Lincolnshire, East Midlands and England**



## Corporate Priority - Your Home

This section presents information about the place that is Crowland and Deeping St Nicholas . It covers information around housing types and provision.

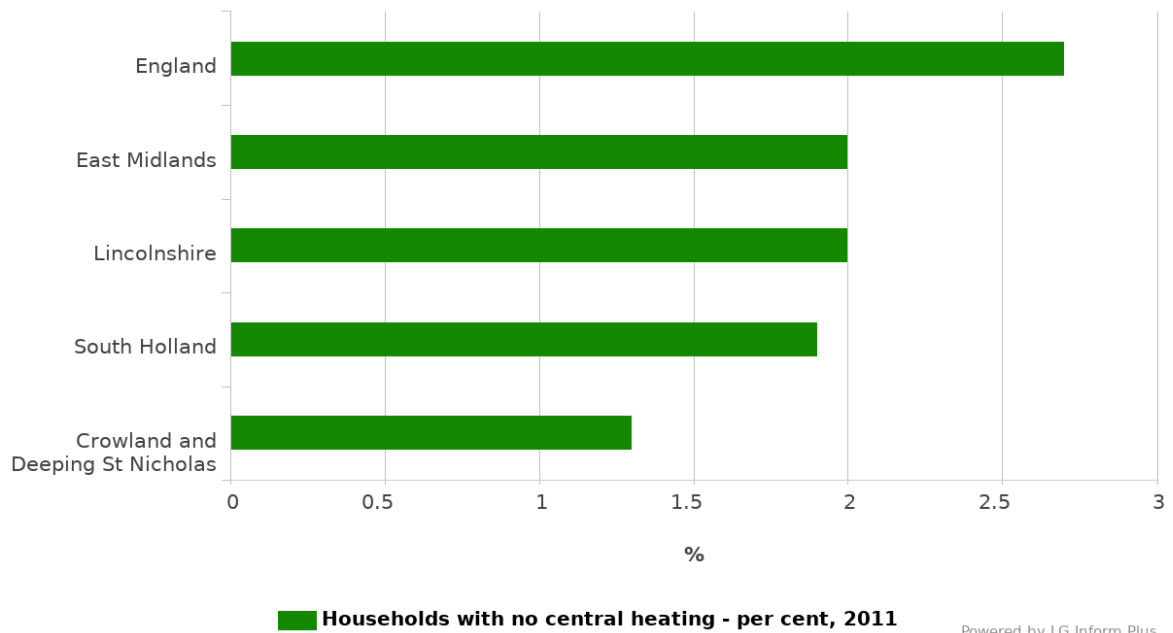
## Heating and Overcrowding

The table below shows that 1.3% of households in Crowland and Deeping St Nicholas Ward have no central heating, compared to 1.9% across the South Holland District. 2.5% of households are overcrowded, compared to 4.1% in the rest of the District.

	<b>Crowland and Deeping St Nicholas</b>	<b>South Holland</b>	<b>Lincolnshire</b>	<b>East Midlands</b>	<b>England</b>
	<b>2011</b>	<b>2011</b>	<b>2011</b>	<b>2011</b>	<b>2011</b>
	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
<b>Households with no central heating - per cent</b>	1.3	1.9	2.0	2.0	2.7
<b>Overcrowded households (%)</b>	2.5	4.1	3.9	5.5	8.7

## Households with No Central Heating %

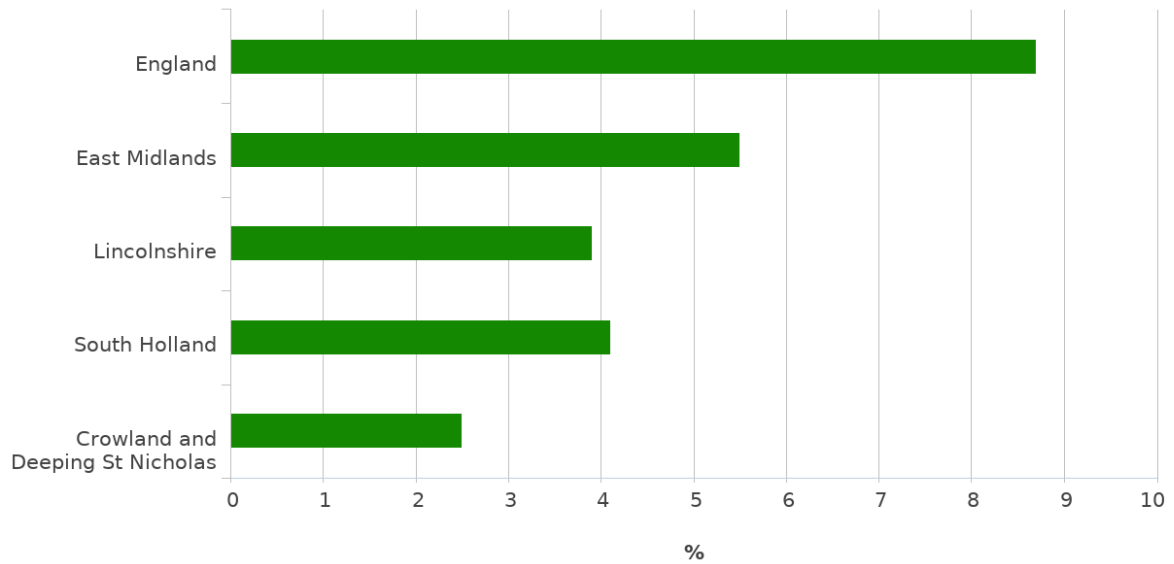
Household rooms and heating - Does not have central heating - percentage of ONS household count (%) (2011) for Crowland and Deeping St Nicholas, South Holland, Lincolnshire, East Midlands and England



## Overcrowded Households %

Overcrowding - percentage of households with 1 or more rooms too few (%) (2011) for Crowland and Deeping St Nicholas, South Holland, Lincolnshire, East Midlands and

England  
source: ONS 2011



Overcrowded households (%), 2011

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## Pensioners who live alone

Within Crowland and Deeping St Nicholas 26.4% of pensioners live alone, or [261](#) people. This compares with 26.8% for the South Holland, and 30.1% for the East Midlands. Within South Holland, Holbeach Hurn has the lowest proportion of pensioners living alone at 19.2 per cent. Spalding Castle has the highest proportion at 37.1 per cent. In terms of actual numbers, Holbeach Hurn has the lowest number of pensioners living alone at 77 and Holbeach Town the highest at 620.

### % of pensioners who live alone (%) for Crowland and Deeping St Nicholas, South Holland, Lincolnshire and East Midlands

source: Census 2011



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## Corporate Priority - Our Services

This section presents information about service provision, demand and accessibility in Crowland and Deeping St Nicholas Ward. It covers information about the Council's expenditure, as well as levels of benefit claims and digital exclusion.



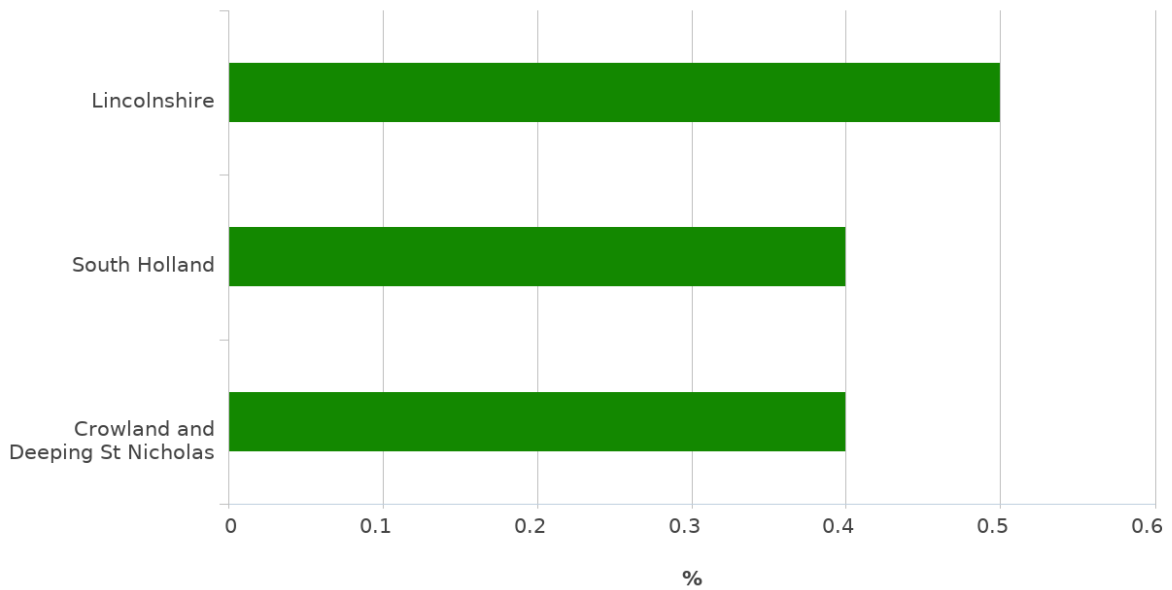
## Benefit Claims

Of the 271 people claiming Job Seekers Allowance in South Holland for Jan 2019 , Crowland and Deeping St Nicholas had [18](#) claimants, which means of the 18 wards in South Holland they are number 12 in the order of wards with the lowest JSA claimants. Gedney ward had the lowest number of claimants with 3 people claiming and Holbeach Town, Spalding St Paul's had the highest number of claimants with 28 people, 28 people in Jan 2019.

South Holland as a whole is number 1 of 7 in terms of lowest claimant numbers for Jan 2019 within Lincolnshire.

### JSA Claimant count, total claimants - rate ( resident population aged 16-64 ) (%) (Mar 2019) for Crowland and Deeping St Nicholas, South Holland and Lincolnshire

source: Jobseeker's Allowance



**JSA claimants rate, Mar 2019**

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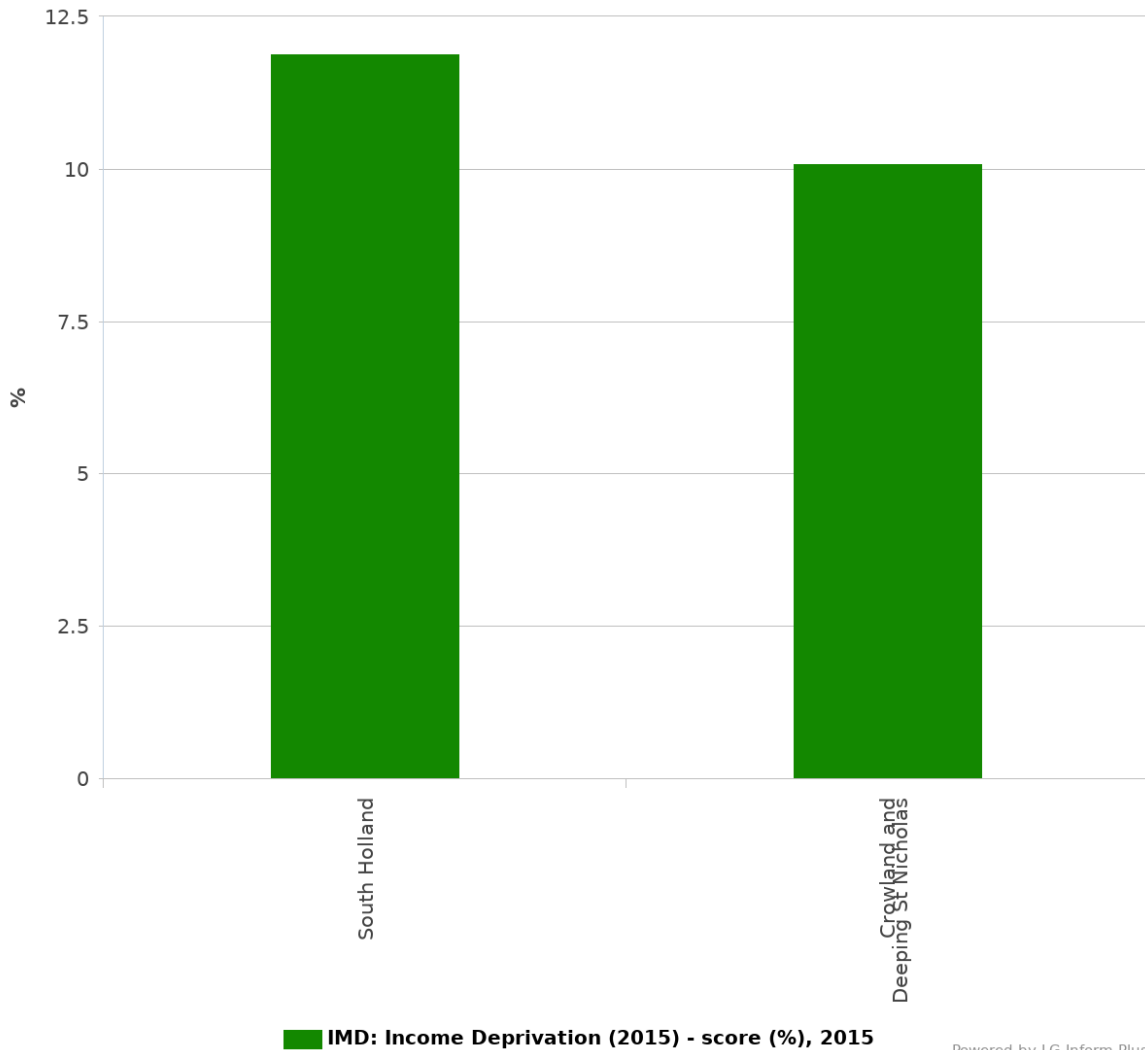
## Income deprivation

This is the % of people living in low income families reliant on means tested benefits. It is the income domain score for the Indices of Multiple Deprivation (IMD) 2015 and is a measure of deprivation in the area. The difference in deprivation between areas is a major determinant of inequality in the UK. Many studies and analyses have demonstrated the association of increasingly poor health with increasing deprivation. For instance, all cause mortality, smoking prevalence, self-reported long standing illness are all correlated with deprivation. If deprivation inequalities decrease, health inequalities are likely to decrease also and can help reduce pressure on some council services.

The % of people living in low income families in Crowland and Deeping St Nicholas is {ERROR: Please specify a metric type} . Within South Holland it totals {ERROR: Please specify a metric type} and varies throughout the district from {ERROR: Please specify a metric type} people in no value to no value people in no value.

**IMD - Income Deprivation (2015) - score (%) (%) for Crowland and Deeping St Nicholas and South Holland**

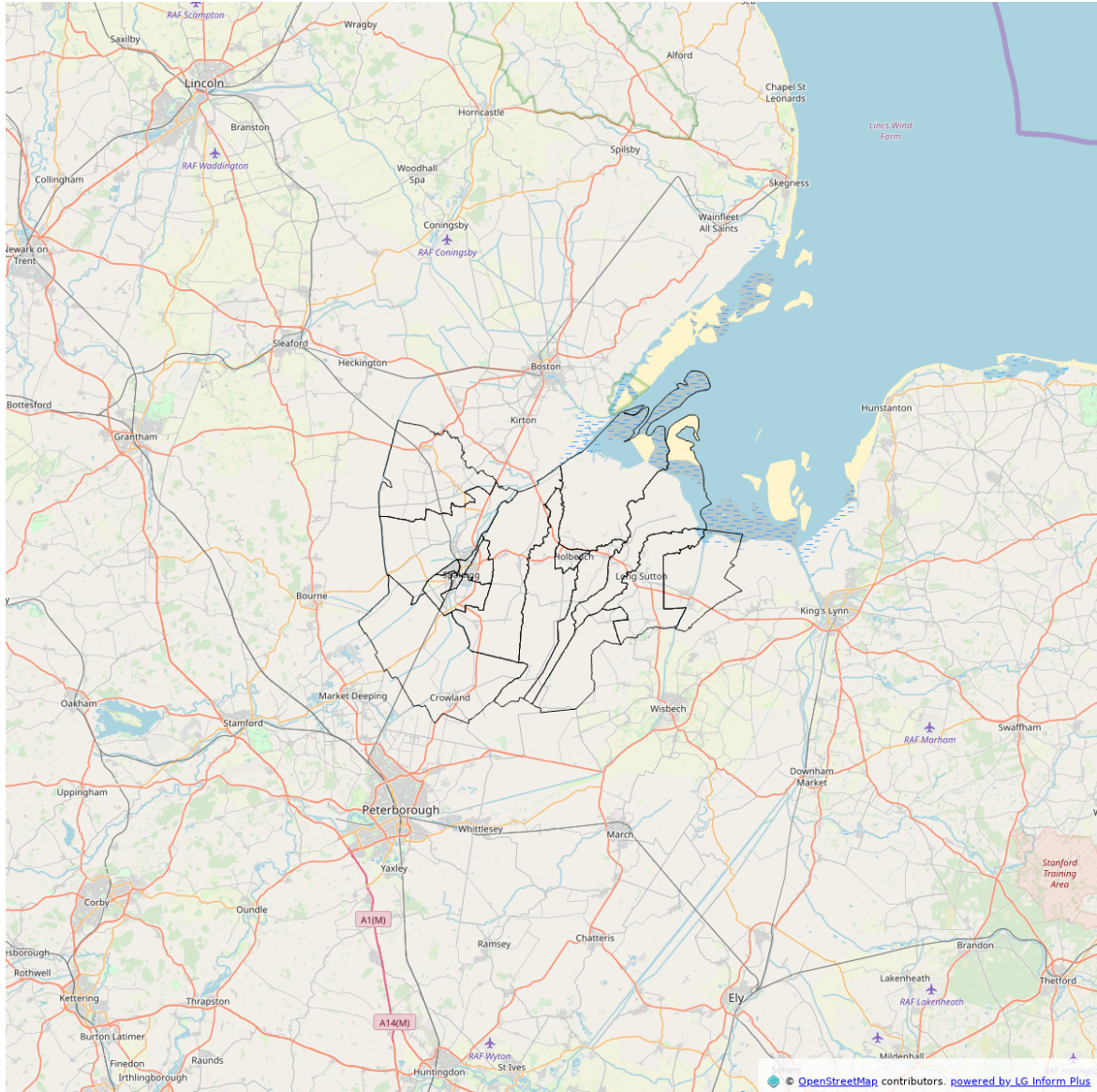
source: Indices of deprivation



## Barriers to Housing and Services

Barriers to Housing and Services consists of two sub-domains: 1) 'geographical barriers' which measures accessibility of shops, GPs, schools and Post Offices and 2) 'wider barriers' which includes issues relating to access to affordable housing.

The map shows deprivation by rank (1 - 32,482) with the higher ranks indicating areas that are less deprived and the lower ranks showing the more deprived areas in relation to barriers to housing and services.



## **Digital Exclusion**

Digital exclusion is the exclusion from accessing goods and services online, it is strongly linked to those with low income and poor health and causes further disadvantage.

The barriers around digital exclusion include:

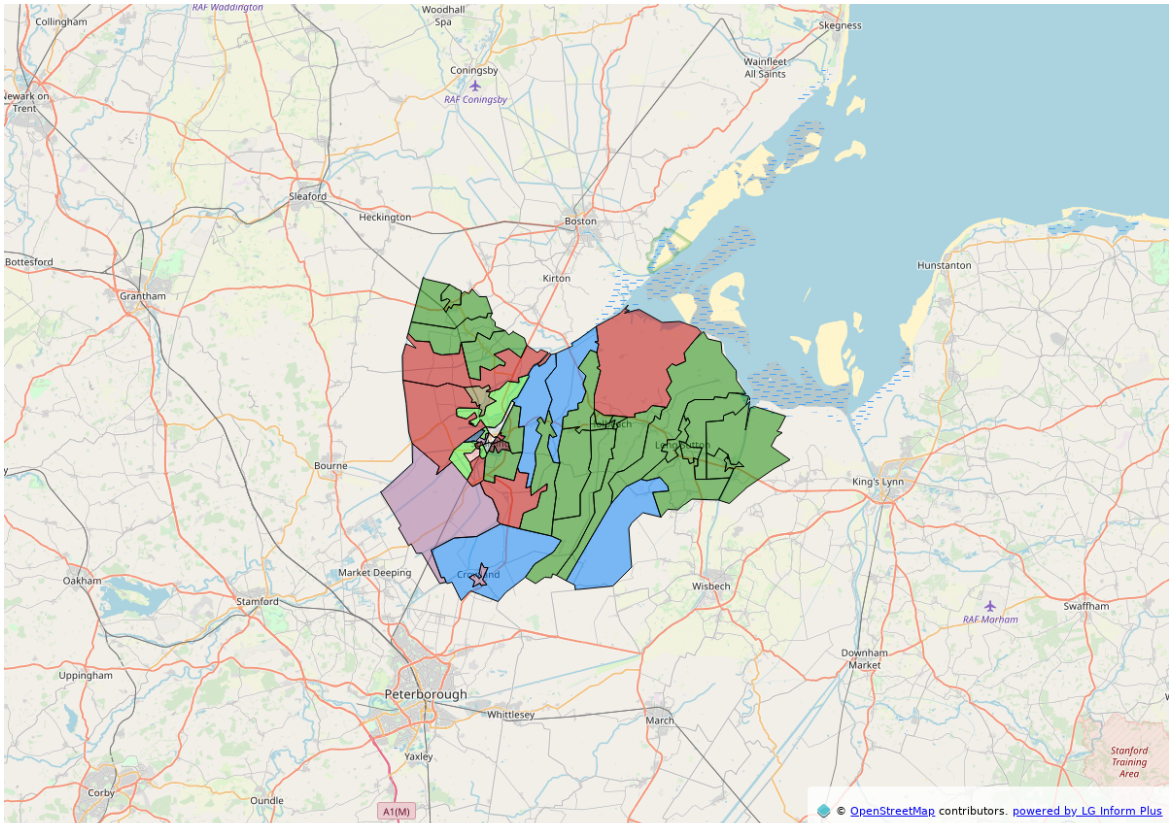
Connectivity - access to the internet.

Accessibility - meeting all users' needs, including those dependent on assistive technology.

Digital skills - ability to use computers and the internet.

Digital inclusion is about reducing exclusion, making sure that people are able to use the internet in order to access services that can benefit them day to day – this is vital for both individuals and organisations.

The map below shows the likelihood of digital exclusion within the district, with decile 1 meaning there is a high probability for digital exclusion and decile 10 showing a low probability.

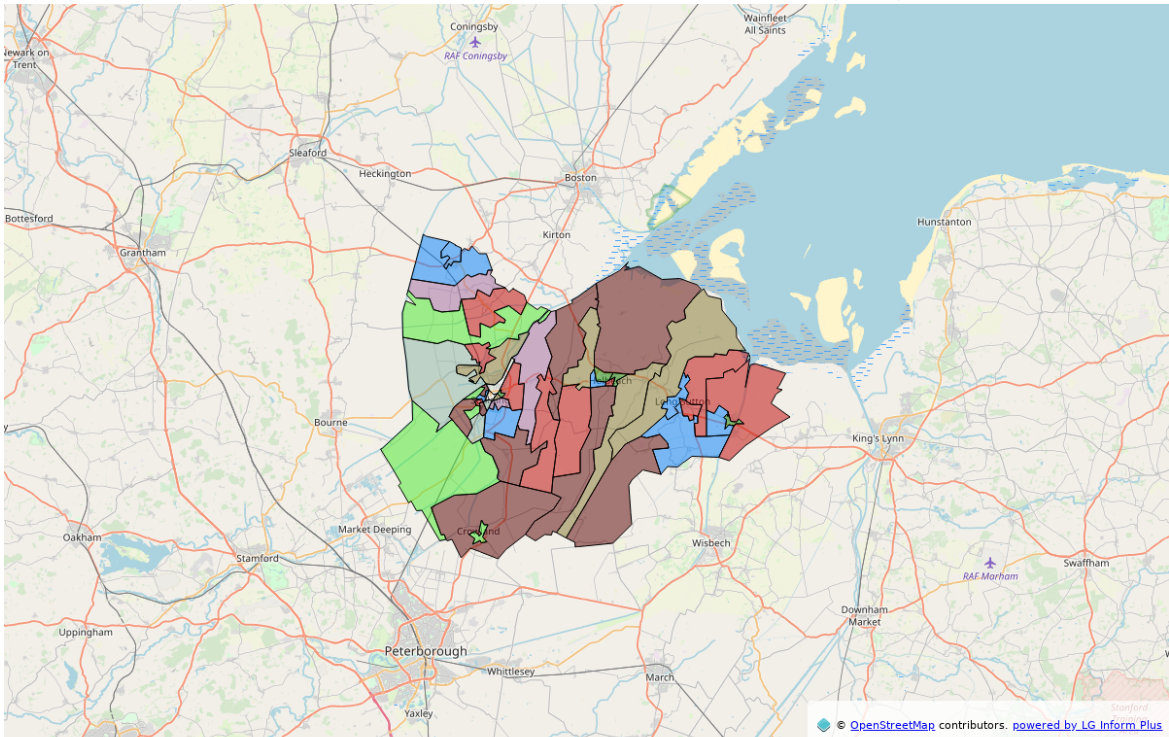


**2009**

- Digital exclusion dec. 1 per cent    ■ Digital exclusion dec. 2 per cent
- Digital exclusion dec. 3 per cent    ■ Digital exclusion dec. 4 per cent
- Digital exclusion dec. 5 per cent    ■ Digital exclusion dec. 6 per cent
- Digital exclusion dec. 7 per cent    ■ Digital exclusion dec. 8 per cent
- Digital exclusion dec. 9 per cent    ■ Digital exclusion dec. 10 per cent



As a comparison, this map shows the attitude to using the web ranked 1-10 with the most negative attitudes rated as 1. Looking at the two maps, you can see that despite a high probability for exclusion, attitudes to using the web remain quite positive.



**2009**

- Web index 2 per cent
- Web index 3 per cent
- Web index 4 per cent
- Web index 5 per cent
- Web index 6 per cent
- Web index 7 per cent
- Web index 8 per cent
- Web index 9 per cent

**References**

This report was generated using data from:

[Ministry of Housing, Communities & Local Government; Indices of deprivation](#)  
[Ministry of Housing, Communities & Local Government; Next Generation Access data](#)  
[Nomis; Jobseeker's Allowance](#)  
[Office for National Statistics; Census 2011](#)  
[Office for National Statistics; Mid-year estimates](#)  
[Public Health England; Local Health](#)