

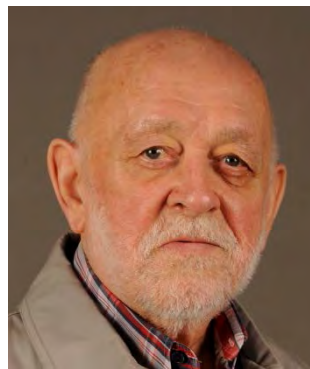


# Ward Infopack

## Whaplode and Holbeach St John's Ward



**Councillor**  
**Malcolm**  
**Chandler**



**Councillor**  
**Michael**  
**Pullen**

Produced by: Corporate Improvement & Performance Team  
May 2015

To develop **safer, stronger, healthier**  
and more **independent** communities  
whilst **protecting** the most **vulnerable**

## OUTCOMES

Healthier,  
happier  
residents

Independent  
living

Less reliance  
on public  
services

Better meeting  
housing needs

People are  
safe and  
protected

## CRITICAL ACTIVITIES

### CA1

Enable the effective planning and delivery of housing solutions to meet local needs, influence standards and be the landlord of choice

### CA2

Lead and support the South Holland Health and Wellbeing Partnership to address key local health, care and wellbeing issues

### CA3

Work with partners to support older people to remain active, participative and live independently within the community

### CA4

Deliver council services that improve the opportunities vulnerable residents and families with complex needs

### CA5

Ensure that national policies and procedures for protecting children and vulnerable adults are effectively implemented across all areas of our business

# About our Community

## Corporate Priority - 'To develop safer, stronger, healthier and more independent communities while protecting the most vulnerable'

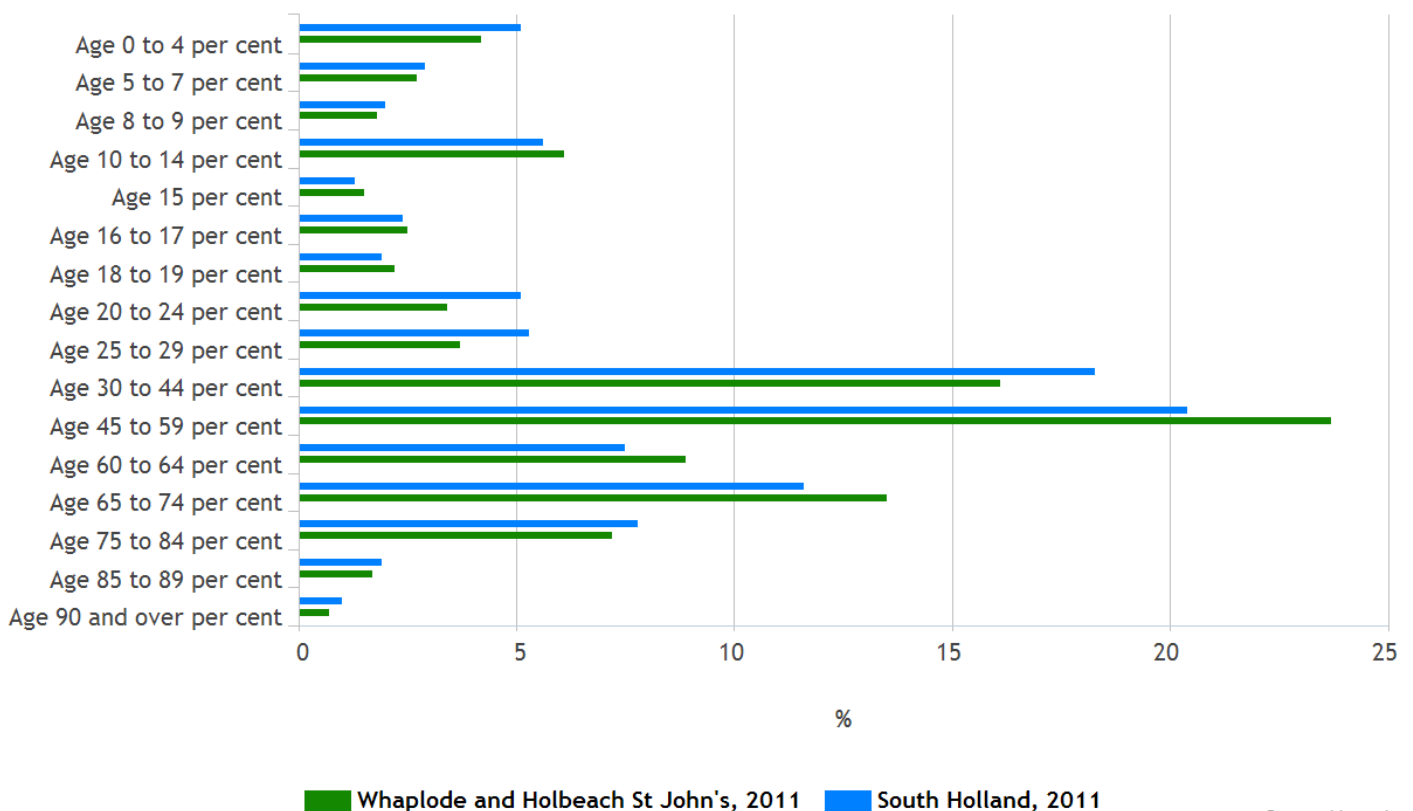
This section presents information about the community in Whaplode and Holbeach St John's Ward. It covers the demographic information about the local population, and local health and socio-economic factors.

### Residents

Whaplode and Holbeach St John's has a resident population of 4,347 which represents 4.92% of the total S Holland resident population of 88,270. Whaplode and Holbeach St John's's resident population is 50.6% female and 49.4% male. The mean age of the Whaplode and Holbeach St John's Ward population is 45 years compared to a mean age of 43 years for residents in the whole of South Holland. The predominant age band in Whaplode and Holbeach St John's Ward is Age 45 to 59 which represents 23.70% 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.

#### Age structure

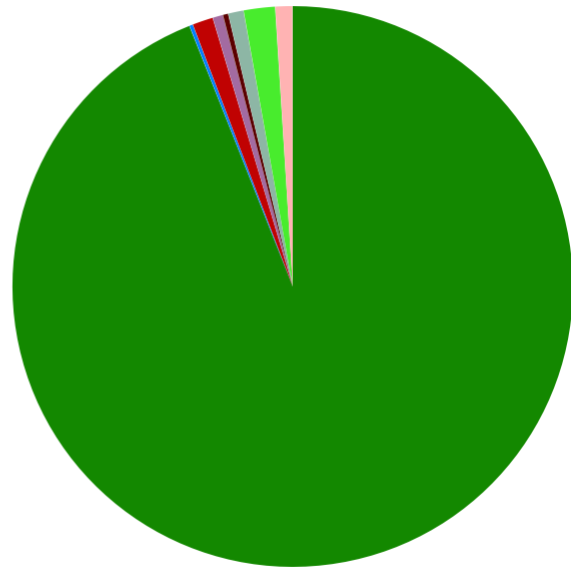
source: Census 2011



## Country of Birth

### Residents by country of birth (%)

Percentage of usual residents whose country of birth is: England	94.0
Percentage of usual residents whose country of birth is: Northern Ireland	0.2
Percentage of usual residents whose country of birth is: Scotland	1.2
Percentage of usual residents whose country of birth is: Wales	0.6
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	0.3
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	1.8
Percentage of usual residents whose country of birth is: Other countries	1.0



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## Ethnicity

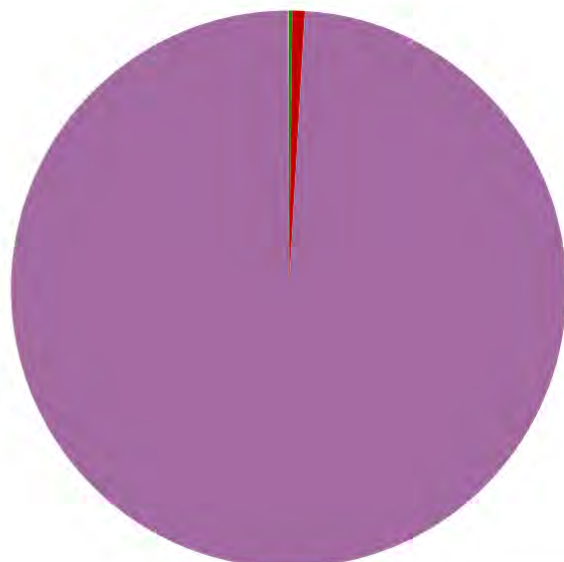
The largest ethnic group is 'Number of usual residents who are White' with 99.0% of the Ward's population. That compares with a figure of 97.8% for the District as a whole, 97.6% for the Lincolnshire County and 89.3% for all of East Midlands.

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 Whaplode and Holbeach St John's 's residents is shown below.

### Residents by ethnicity (count)

Residents who are Asian/Asian British	9
Residents who are Black/African/Caribbean/Black British	0
Residents who are Mixed/multiple ethnic groups	32
Residents who are White	4,305
Residents who are Other ethnic group	1

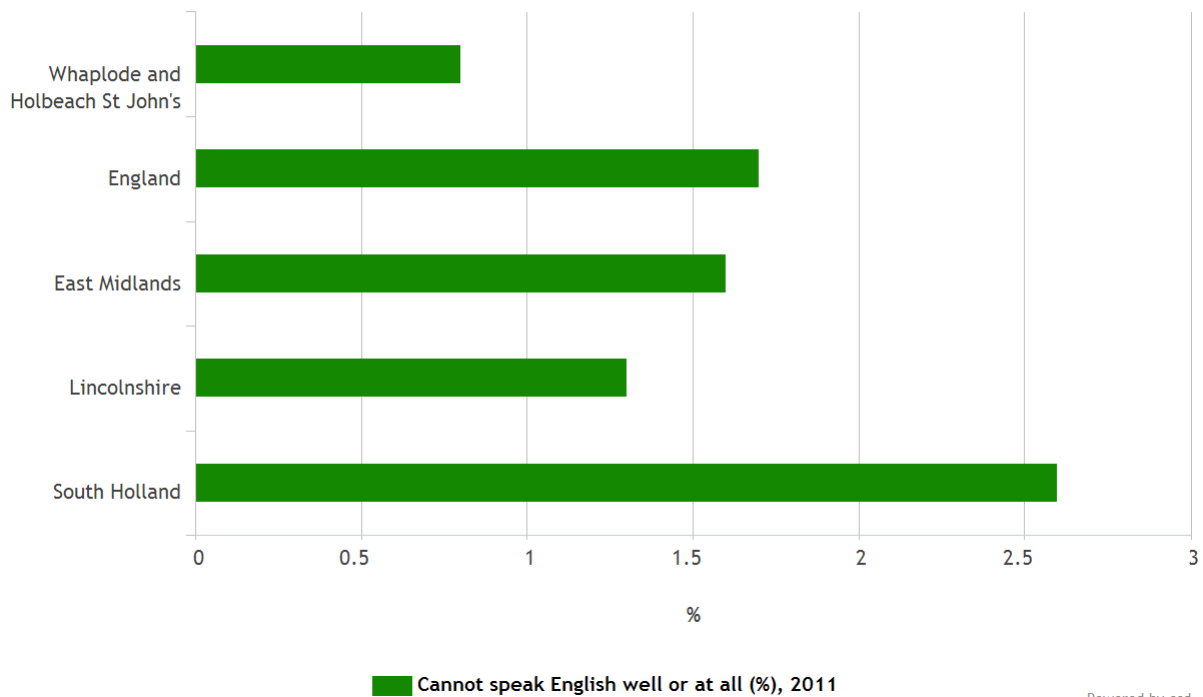


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## Percentage of residents who cannot speak English well or at all

Usual residents - language

source: Census 2011



## Health

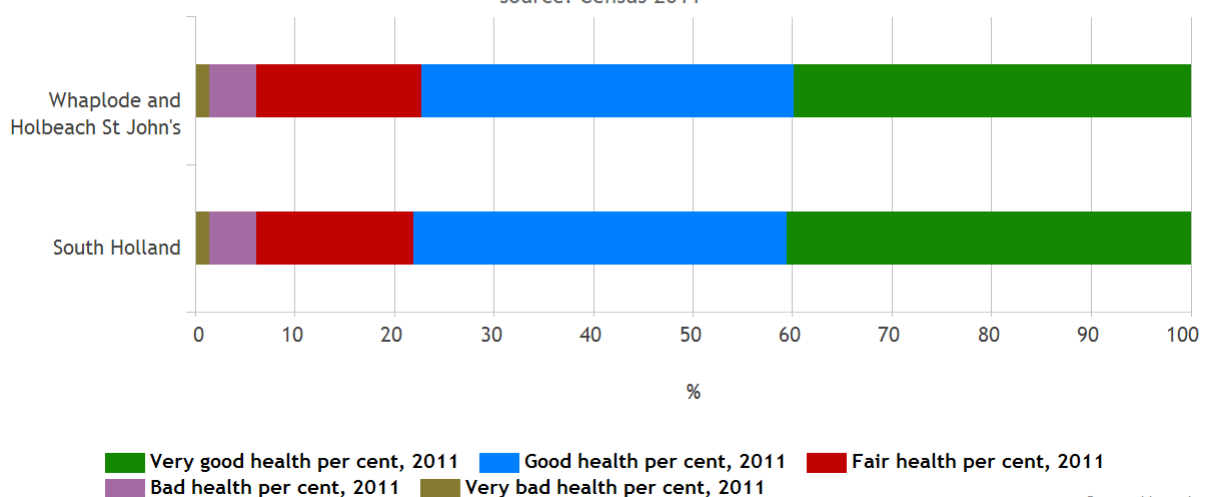
Whaplode and Holbeach St John's has 206 (4.7% ) residents that report being in bad health and 60 (1.4% ) residents that report being in very bad health.

Its ranking for the number of residents in very bad health is 10 (out of 18 Wards) within South Holland.

This chart shows the percentage of people in Whaplode and Holbeach St John's ward who reported their general health as very good, good, fair, bad or very bad in the 2011 census. The percentage of people in Whaplode and Holbeach St John's reporting their health as bad or very bad is 6.1%, or 266 people. This includes 206 people who report their health as bad, and 60 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.

Health of the population

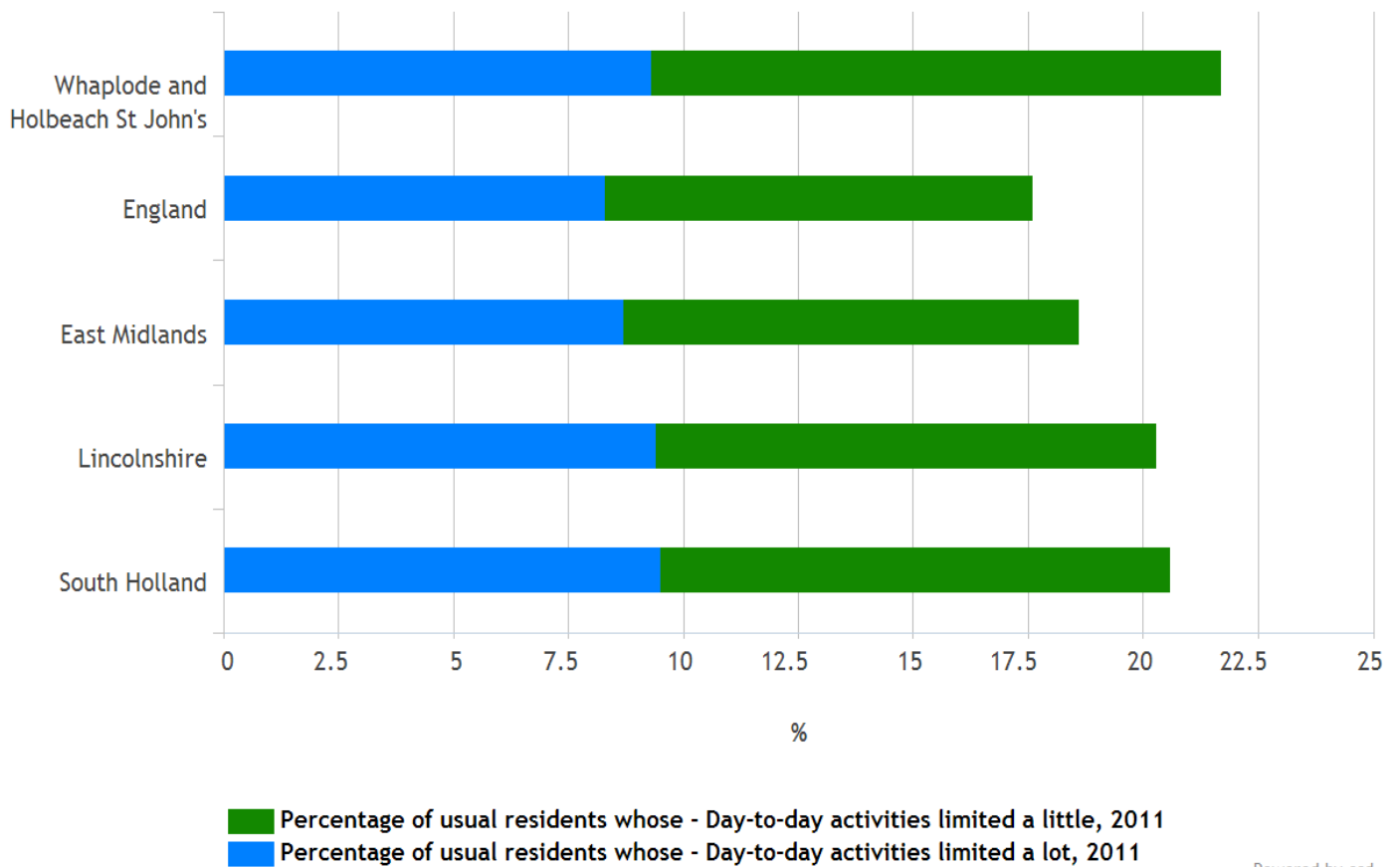
source: Census 2011



This shows the percentage of people in Whaplode and Holbeach St John's Ward who reported that their day to day activities are limited by a long term illness or disability. The percentage of people in Whaplode and Holbeach St John's reporting their day to day activities as limited a lot is 9.3% (406 people). In addition, 12.4% (537 people) reported that their activities were limited a little. This is 21.7 per cent of the population of Whaplode and Holbeach St John's who say that their day to day activities are limited due to their health, affecting 943 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.

### Usual residents

source: Census 2011

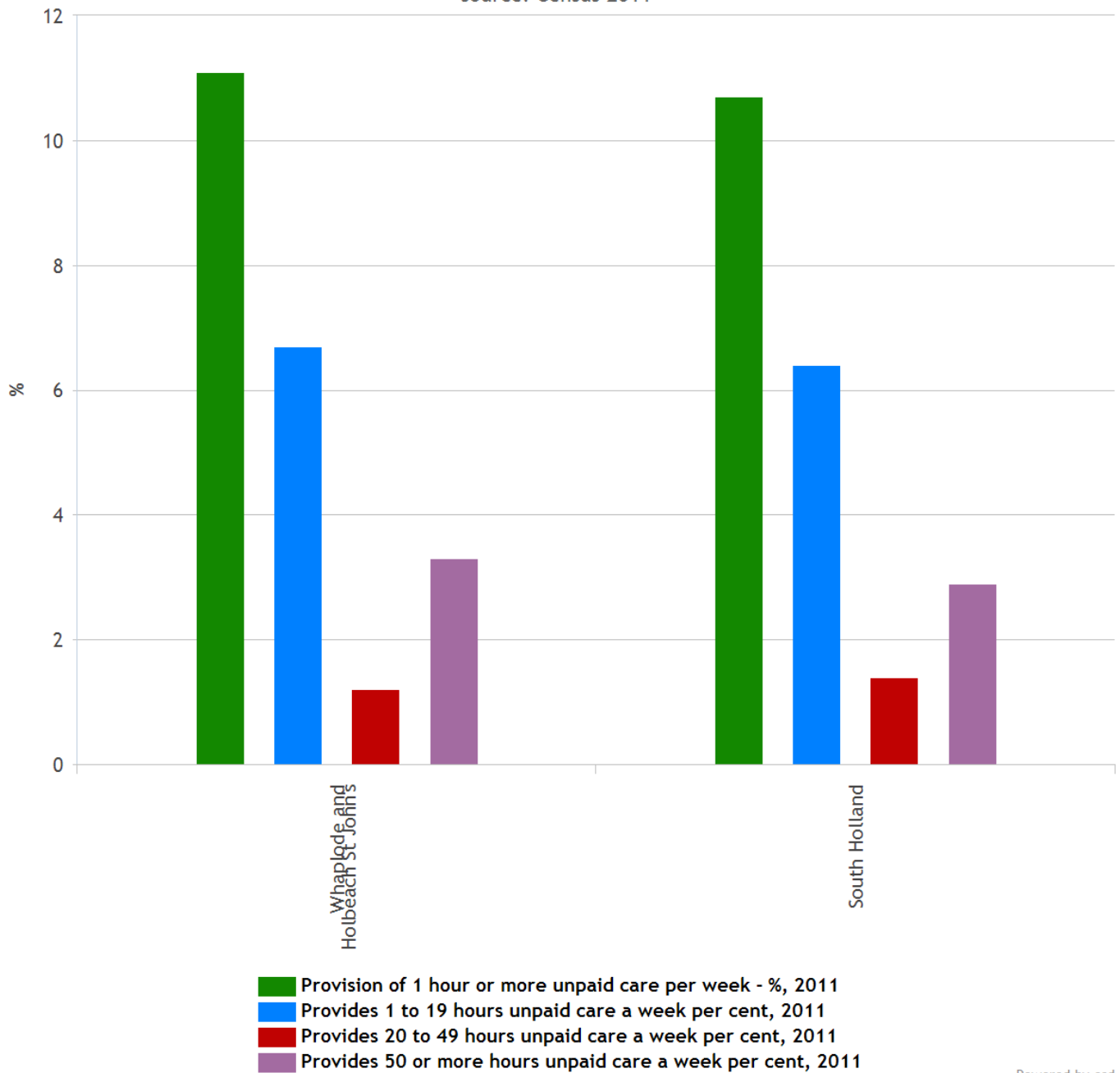


## Care provision

The chart below shows the proportion of the residents in ward who provide care, compared with South Holland as a whole. Whaplode and Holbeach St John's is ranked number 9 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.

### Health of the population

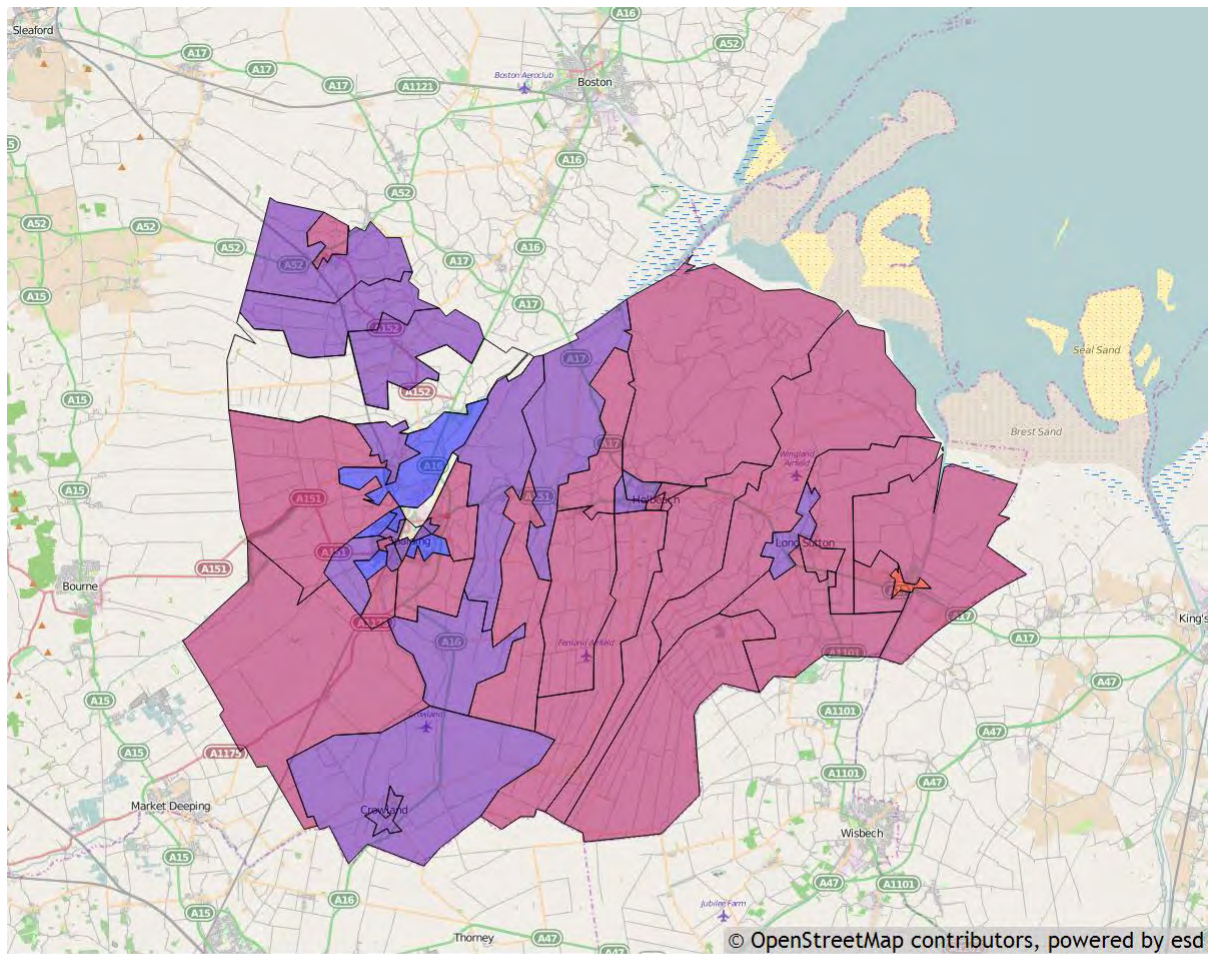
source: Census 2011



## Deprivation

This map shows the overall indices of deprivation rank for lower super output areas (LSOAs) in South Holland, relative to all other areas across England. A rank closer to 1 signifies higher levels of deprivation.

Nationally, 5,055,000 people live in the most deprived LSOAs in England, of which 1,919,000 (38%) people are income deprived. Almost all (98%) of the most deprived LSOAs in England are in urban areas.



### IMD:Overall (rank) (2010)

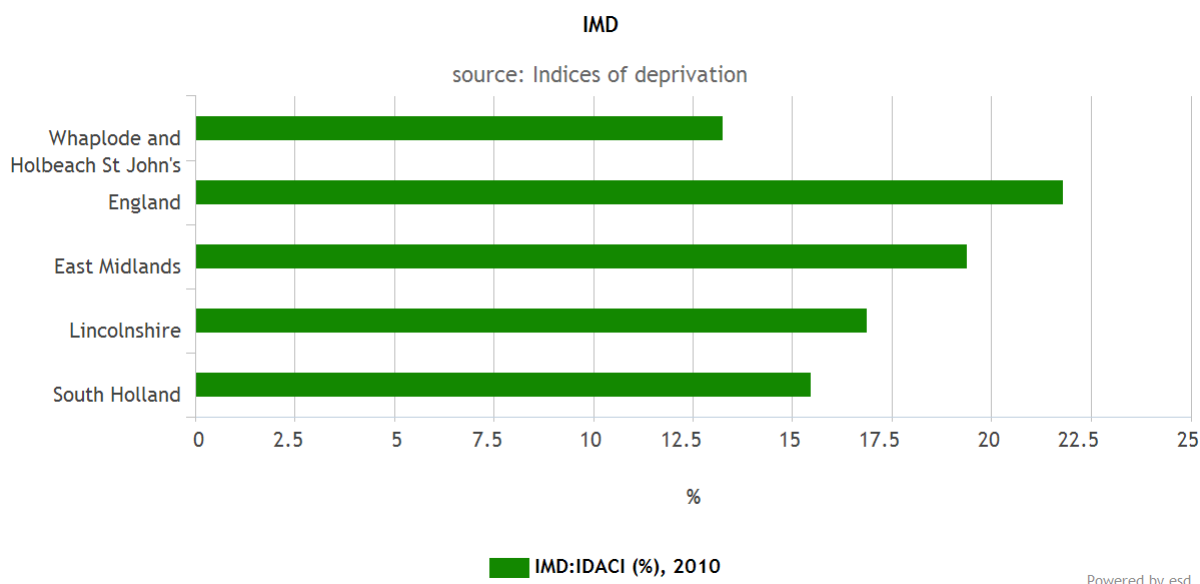
- 24,402 - 32,482
- 16,316 - 24,402
- 8,220 - 16,316
- 1 - 8,220



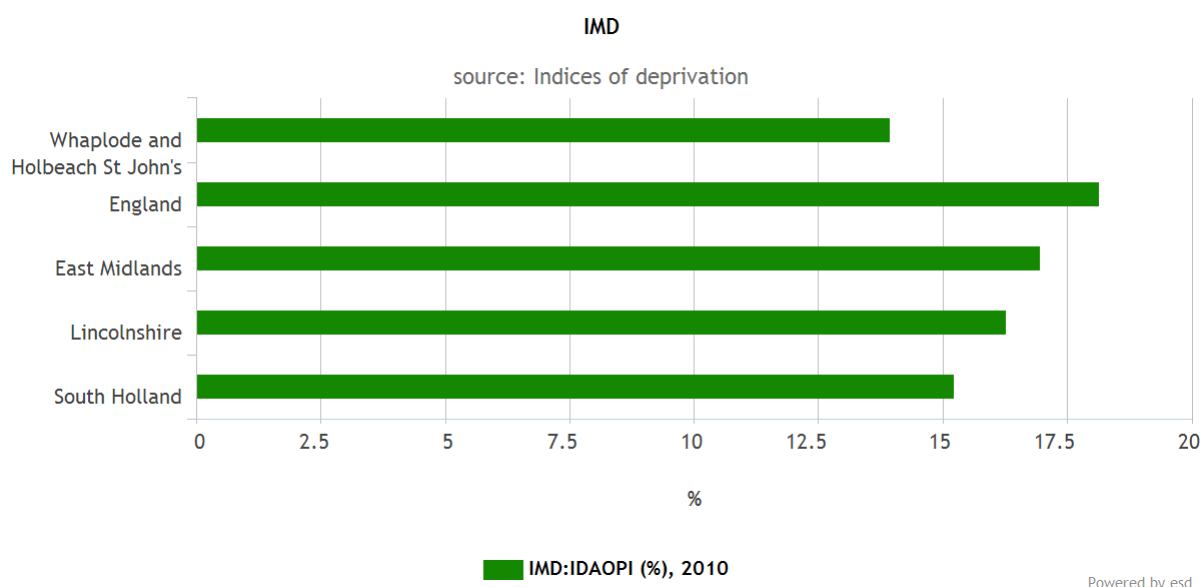
## Children and older people living in poverty

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 15.48%. Within South Holland this varies from 11.01 per cent in Spalding Monks House to 23.89 per cent in Spalding St Paul's. This compares with 21.80% for England, and 19.38% for the East Midlands region. The supplementary 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 15.23%. Within South Holland this varies from 12.52 per cent in Moulton, Weston and Cowbit to 18.99 per cent in Sutton Bridge. This compares with 18.15% for England, and 16.97% for the East Midlands region.

### Percentage of children living in poverty



### Percentage of older people living in poverty



## **Assisting the community**

In 2014-15 South Holland District Council has engaged with 485,824 customers through cultural activity in the community – through one-off events hosted across the district and attendance at Ayscoughfee Hall Museum, South Holland Centre and the Leisure Centres.

Over 150 community groups have been helped with advice or funding with over £41,000 of external funding being awarded to these groups. The final figures for 2014-15 are currently being calculated but in 2013-14, from a total of £128,490 used to core fund organisations and support local schemes, an additional £1,067,000 funding was levered in to the district - and a similar figure is expected for 2014-15. This includes projects to improve community facilities such as village halls and skate parks, creating and promoting volunteering opportunities as well as telephone and face to face advice on welfare changes and benefits advice to South Holland's residents.

The Council works closely with Lincolnshire Police and other agencies to improve community safety and reduce anti-social behaviour. Through early intervention and effective case management across council services, no legal enforcement from SHDC has been required in 2014-15.

The council also works closely with the police to reduce anti-social behaviour, and through early intervention has avoided any cases needing a legal escalation for the last two years.

To have **pride** in **South Holland** by supporting the **district** and **residents** to **develop** and **thrive**

## OUTCOMES



## CRITICAL ACTIVITIES

**CA6**

Develop and implement a local planning and development structure that achieves substantial and continued growth

**CA7**

Work towards delivery and maintenance of a 5 year housing supply

**CA8**

Lead, enable and co-ordinate the provision of a range of local community, art and leisure facilities that improve education, health and wellbeing

**CA9**

Work together with partners and local communities to improve the quality of public spaces to be cleaner, greener and safer

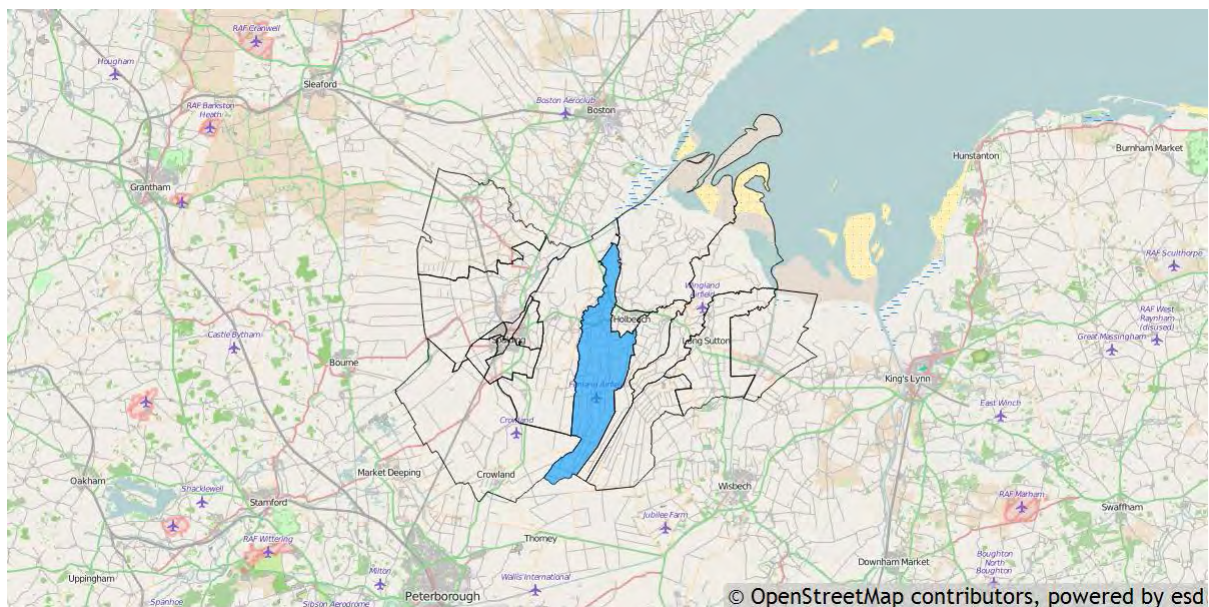
**CA10**

Work with our partners to reduce and prevent crime and antisocial behaviour and protect and community and environment

# About our Place

## Corporate Priority - 'To have pride in South Holland by supporting the district and residents to develop and thrive'

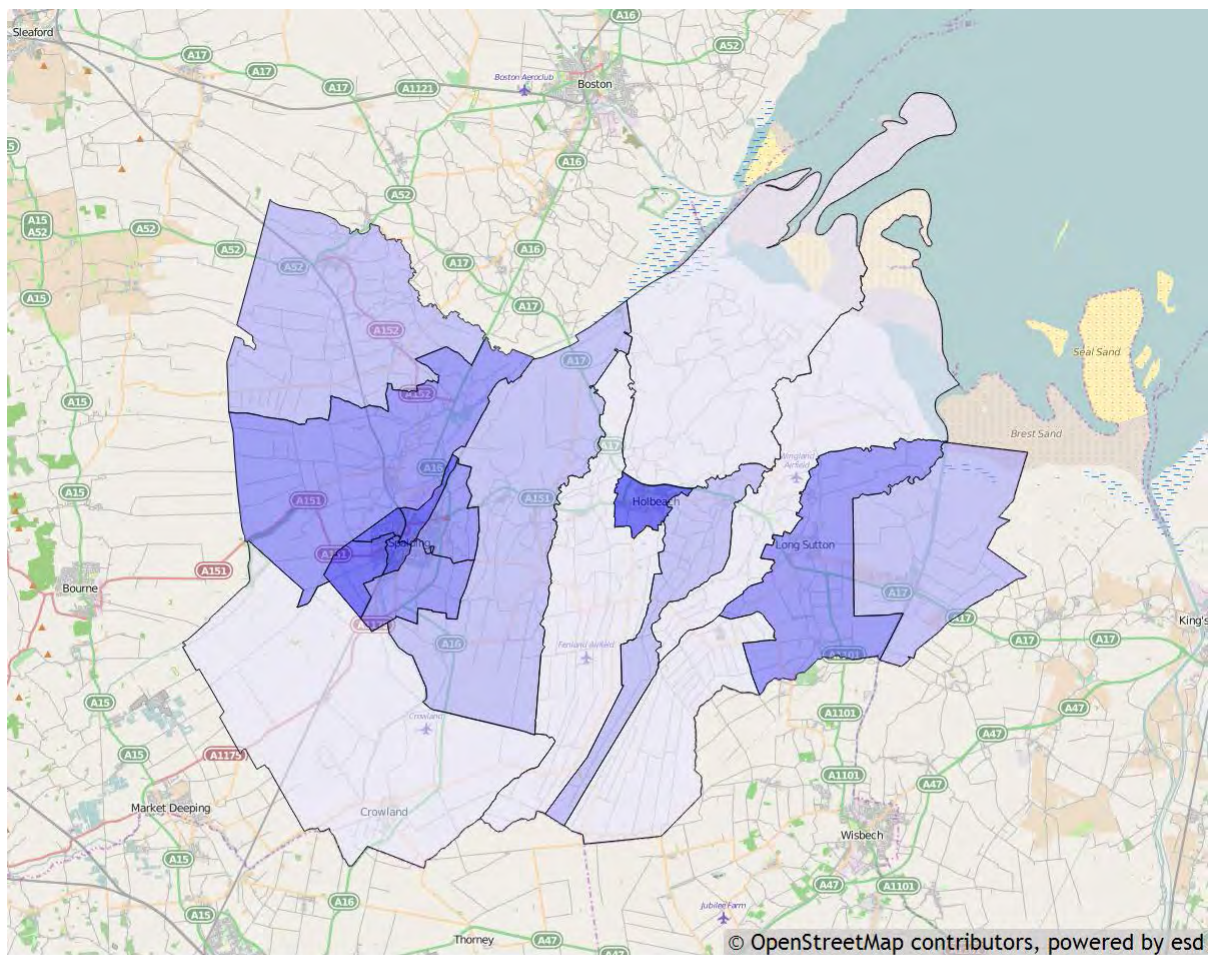
This section presents information about the place that is Whaplode and Holbeach St John's Ward. It covers the geographical area, it's housing mix and properties, population density and the local environment.



Whaplode and Holbeach St John's is one of the 18 Wards of South Holland. It has an area of 6,502 hectares which represents 8.76% of the total area of South Holland District.

## Population Density

Whaplode and Holbeach St John's Ward has an average of 0.70 persons per hectare, compared to an average 1.20 persons per hectare across the entire South Holland District. Whaplode and Holbeach St John's Ward is ranked 14 out of 18 in terms of population density with 18 being the lowest in South Holland.

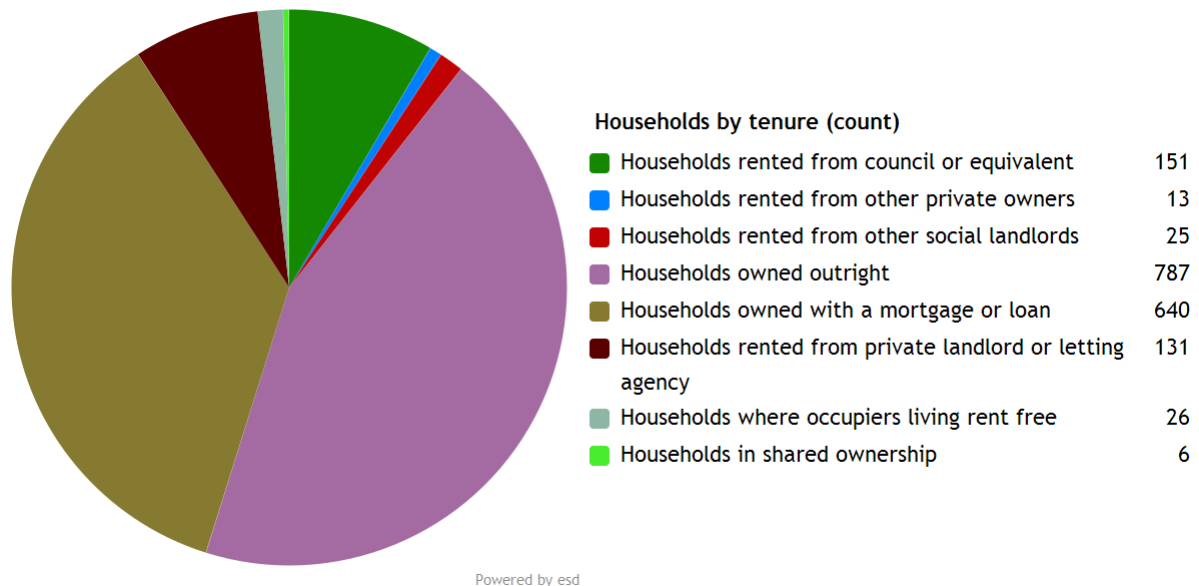


### Population density (2013)

- 8.10 - 48.52 persons per hectare
- 0.96 - 8.10 persons per hectare
- 0.70 - 0.96 persons per hectare
- 0.30 - 0.70 persons per hectare

## Households

Whaplode and Holbeach St John's Ward has 1,679 households, compared to South Holland's 37,205 households. The household split by tenure is shown below.



The largest number of households lives in 'Number of all households - Owned outright' accommodation with 44.2% 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.

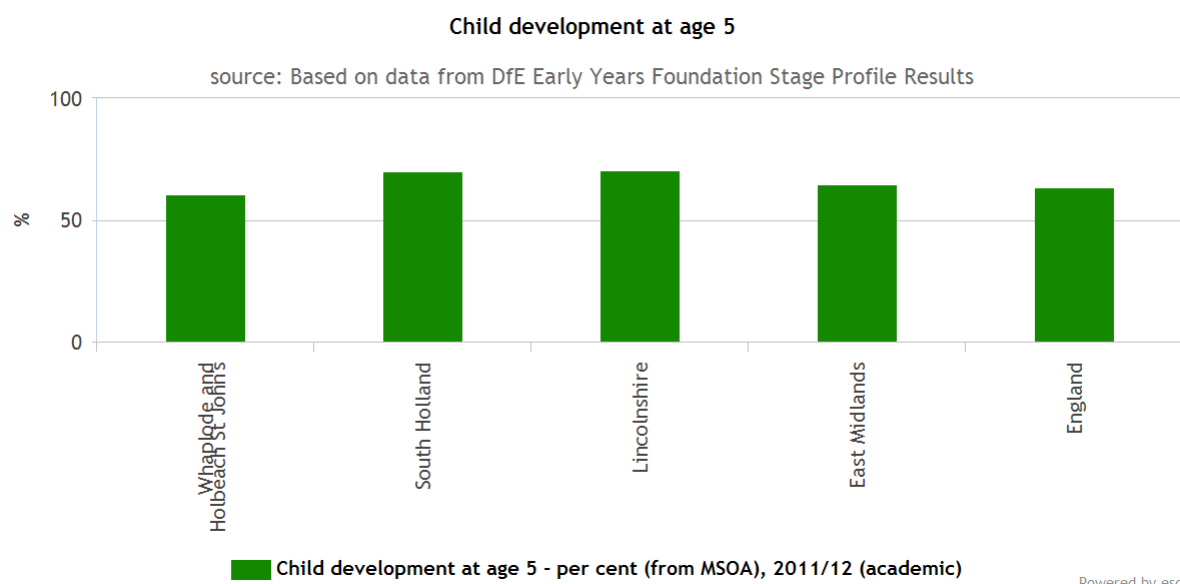
The second largest number of households lives in 'Percentage of all households - Owned with a mortgage or loan' accommodation with 36.0% of the Ward's households. That compares with 33.3% for the District as a whole, 32.6% for Lincolnshire County and 34.7% for the whole of East Midlands.

There are 8.5% of 'households rented from council or equivalent' with 1.4% 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 Whaplode and Holbeach St John's Ward is 2.40 people per household, compared to 2.30 people per household in South Holland District. The Average number of bedrooms per household is 3.00, compared to 2.80 bedrooms per household in South Holland.

The Ward has 141 households with dependent children aged 0 to 4, representing 7.90% of the Ward's households. 453 households in the Ward have 'Dependent children in household: All ages', representing 25.50% of the Ward's households.

The percentage of children assessed as having a good level of development at the age of 5 in Whaplode and Holbeach St John's is 60.5%. This compares with 69.9% for South Holland, 64.7% for the East Midlands region, and 63.5% for England. Within South Holland, Sutton Bridge has the highest proportion of children assessed as having a good level of development at age 5 at 62.0 per cent. Holbeach Town has the lowest level of children reaching a good level of development, with an attainment rate of 57.2 per cent.



## Heating and Overcrowding

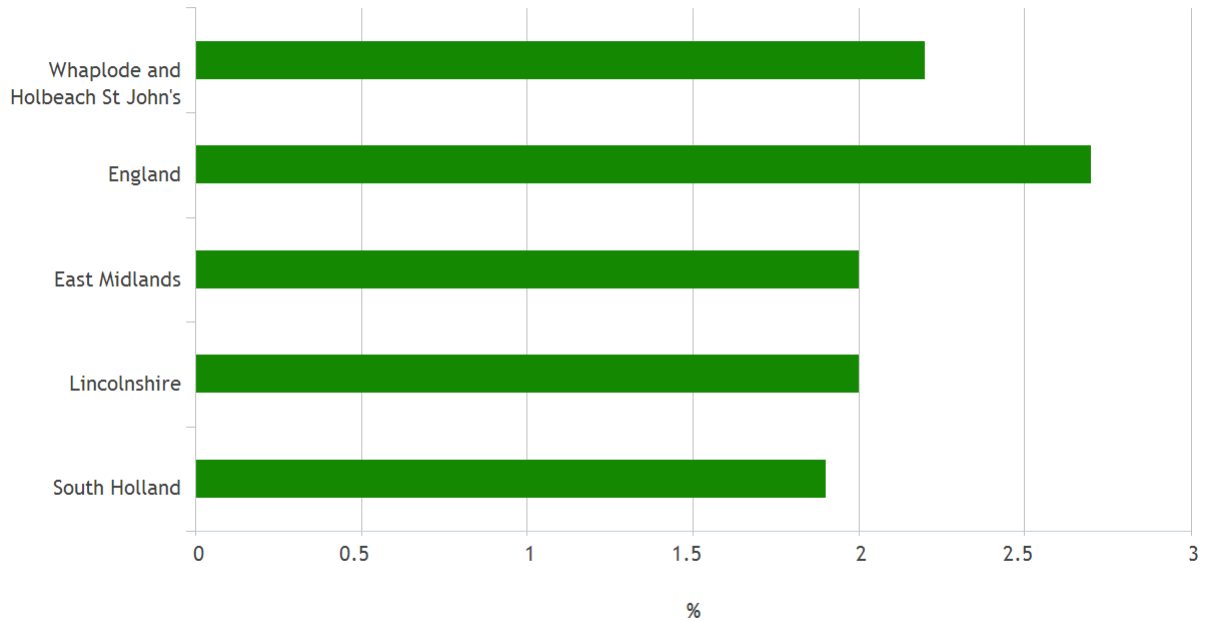
The table below shows that 2.2% of households in Whaplode and Holbeach St John's Ward have no central heating, compared to 1.9% across the South Holland District. 2.7% of households are overcrowded, compared to 4.1% in the rest of the District.

	Whaplode and Holbeach St John's	South Holland	Lincolnshire	East Midlands	England
	2011	2011	2011	2011	2011
	%	%	%	%	%
Households with no central heating - per cent	2.2	1.9	2.0	2.0	2.7
Overcrowded households (%)	2.7	4.1	3.9	5.5	8.7

## Households with No Central Heating %

Household rooms and heating

source: Census 2011



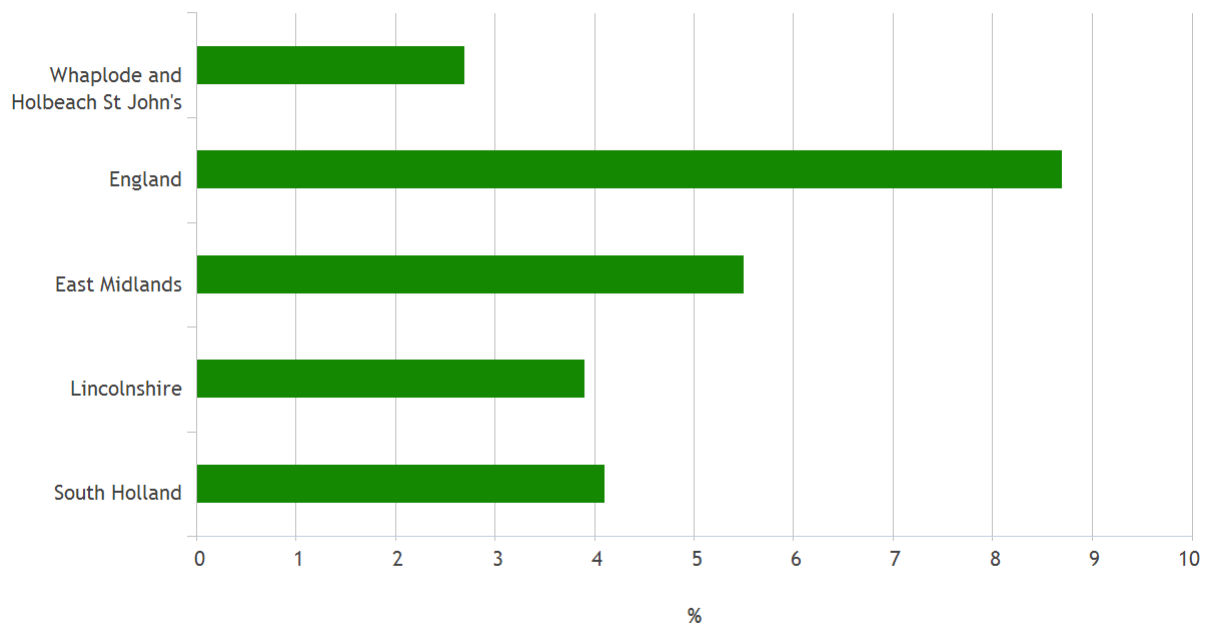
Households with no central heating - per cent, 2011

Powered by esd

## Overcrowded Households %

Occupancy rating (rooms)

source: Census 2011



Overcrowded households (%), 2011

Powered by esd



## Pensioners who live alone

Within Whaplode and Holbeach St John's 20.1% of pensioners live alone, or 202 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.



# To provide the **right services** at the **right time** and in the **right way**

## OUTCOMES



## CRITICAL ACTIVITIES

### CA11

Ensure that Council services are accessible, customer friendly and responsive to residents and business needs

### CA12

Develop the Council's transformation programme and work with partners to drive through efficiencies and achieve resilience

### CA13

Develop our commercial approach in a consistent way to secure our financial position by exploring opportunities to increase income

### CA14

Ensure that the asset base of the Council is managed to its maximum

### CA15

Develop our organisation to be business ready, community focussed and partner of choice

### CA16

Develop and implement a strategy to develop staff to have the skills needed to drive the organisation forward

### CA17

Ensure that our regulatory services are consistent and effective, and that the Council is legally compliant

# About Our Services

## Corporate Priority - 'To provide the right services, at the right time and in the right way'

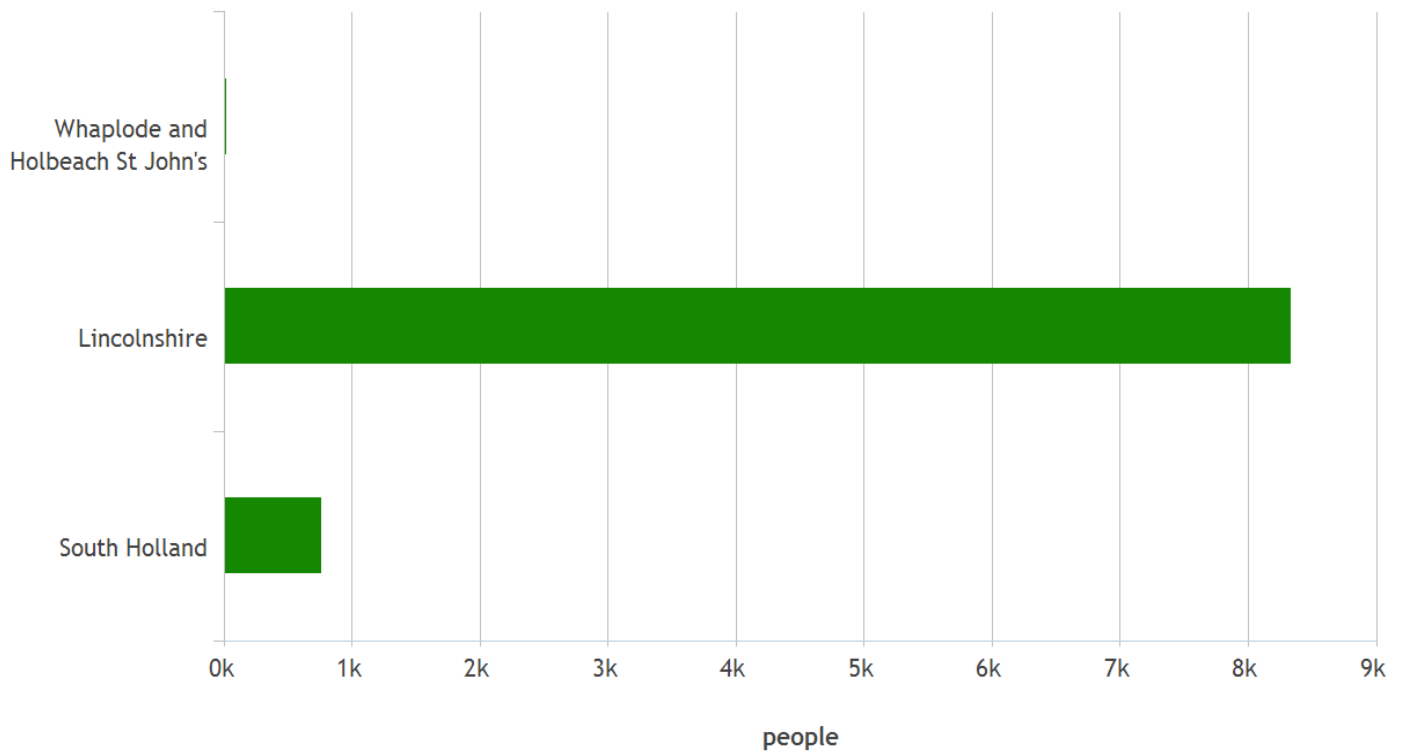
This section presents information about service provision, demand and accessibility in Whaplode and Holbeach St John's Ward. It covers information about the Council's expenditure, as well as levels of benefit claims and digital exclusion.

### Benefit Claims

Of the 757 people claiming Job Seekers Allowance in South Holland for March 2015, Whaplode and Holbeach St John's had 17 claimants, which means of the 18 wards in South Holland they are number 3 in the order of wards with the lowest JSA claimants. Gedney ward had the lowest number of claimants with 11 people claiming in March 2015. South Holland as a whole is number 3 of 7 in terms of lowest claimant numbers for March 2015 within Lincolnshire.

JSA Claimant count, total claimants (resident population of working age)

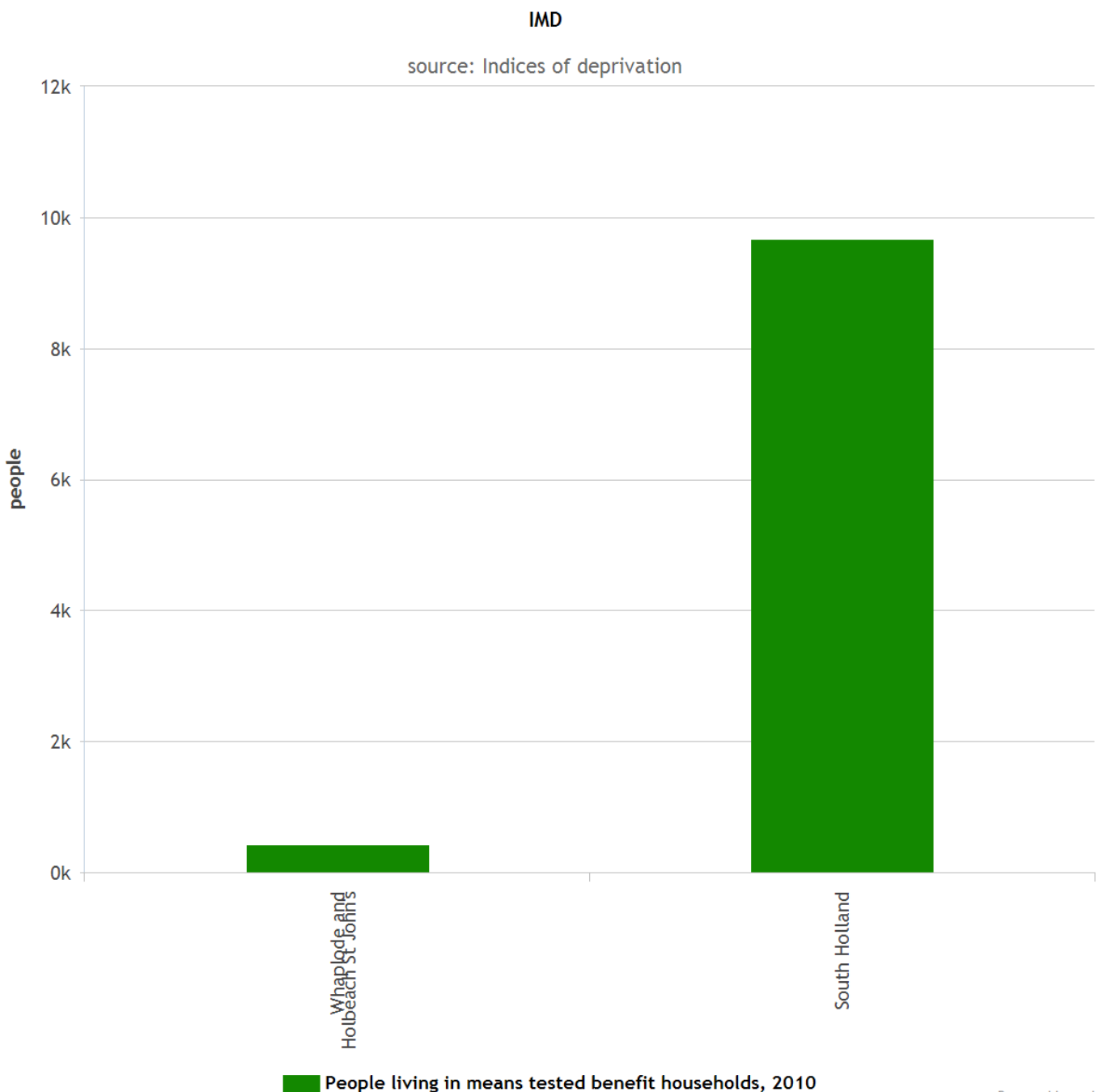
source: Claimant count



Total JSA claimants, Mar 2015

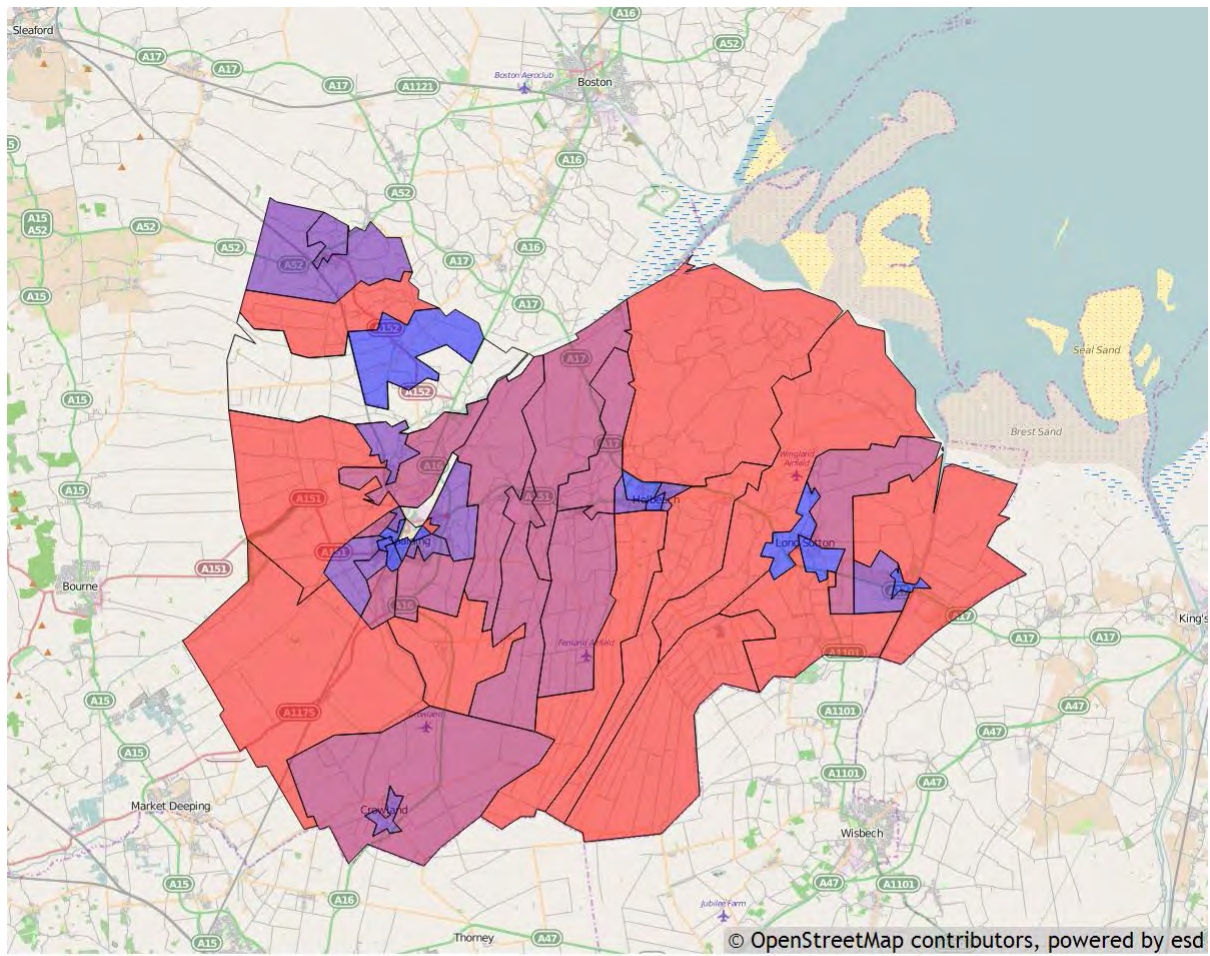
## Income deprivation

This is the number 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) 2010 and is a measure of deprivation in the area. The difference in deprivation between areas is a major determinant of health 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 number of people living in low income families in Whaplode and Holbeach St John's is 433. Within South Holland it totals 9,677 and varies throughout the district from 211 people in Spalding Castle to 1,007 people in Long Sutton.



## 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.



IMD:Barriers Domain (rank) (2010)

- 25,304 - 31,285
- 18,201 - 25,304
- 6,489 - 18,201
- 232 - 6,489

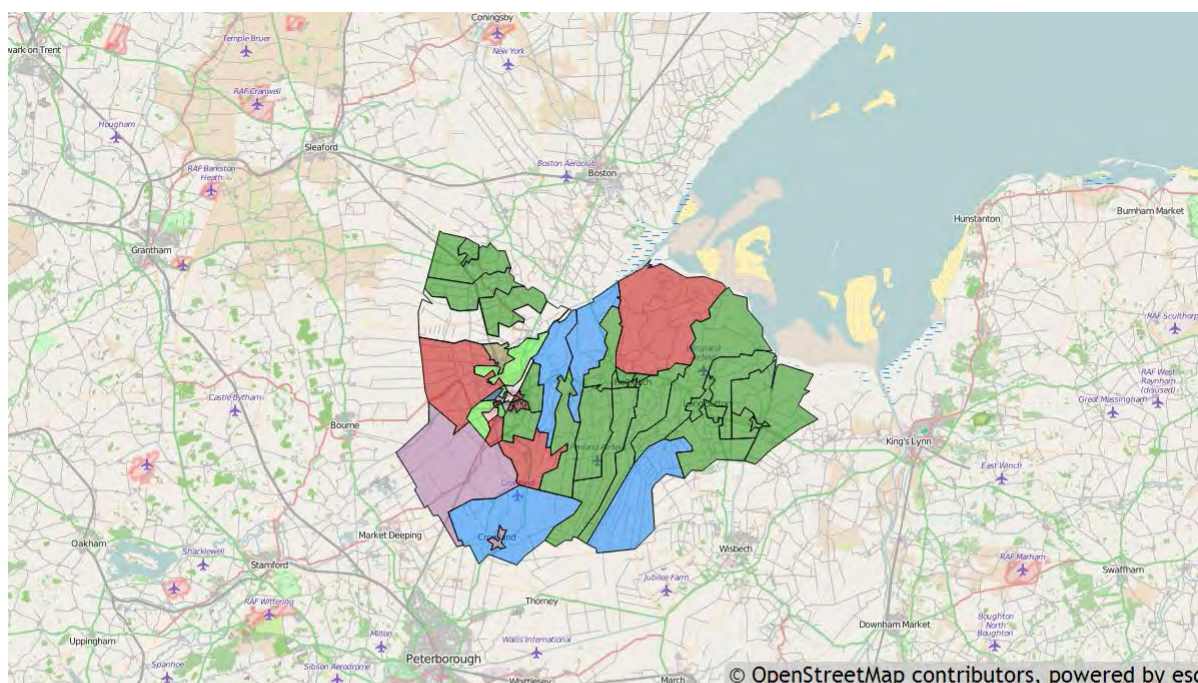
## Digital Exclusion

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.

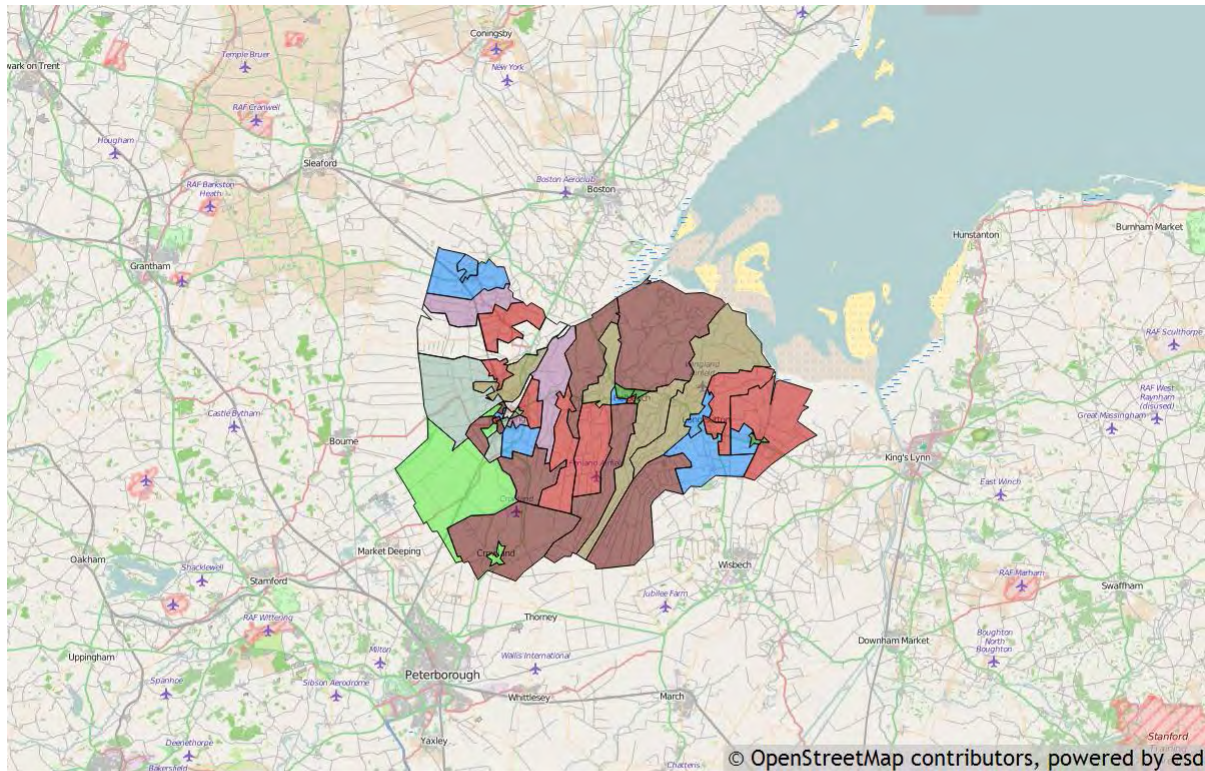
The map below shows the likelihood of digital exclusion within the district, with decile 1 meaning there is a high probability for digital exclusion and decile 10 showing a low probability.



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.



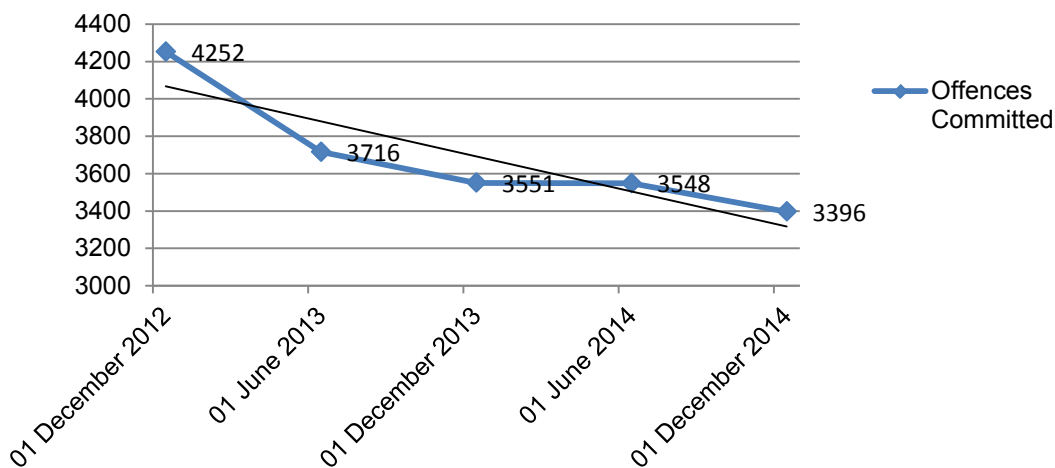
**2009**

- 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

## South Holland Services Key Facts

- Nearly ½ million people participated in cultural activities for the year in South Holland, with over 17,000 visitors to Ayscoughfee Hall Museum and almost 150,000 to the South Holland Centre.
- Asset Management maintained 93% occupancy rate at the 50 industrial units owned by the council, an important source of income for the Council
- Taxi applications were processed within 3 days of receipt for 94.33% of cases in 2014/15
- The housing team managed to collect 97.51% of rent for the financial year
- In 2013/14 the housing team prevented homelessness for 770 households
- 65 new affordable homes were built this year
- The ASB officer has dealt with 54 cases in 2014/15, of which almost 80% were resolved within 6 months
- According to ONS statistics, the residents of South Holland rated themselves, on average, 7.33 out of 10 on a scale of happiness and 7.59 for Life Satisfaction which compares to the UK average of 7.32 and 7.46 respectively

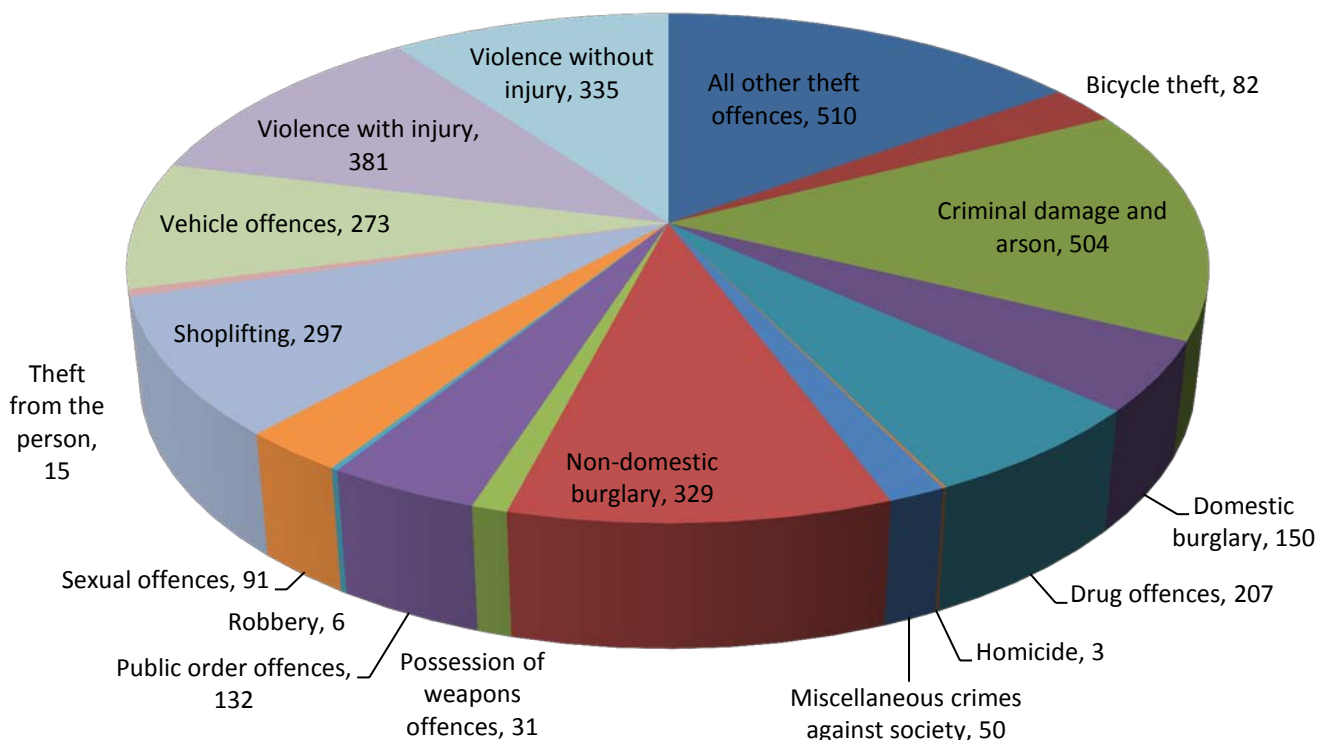
### Total Offences Committed



### Crime

ONS statistics show that crime is on a downward trend and has reduced by 20.13% in the last 2 years

The pie chart shows the types of crimes that are reported





## South Holland District Council Tax Rate 2015-16

South Holland continues to provide a range of services including:

- weekly refuse and recycling services throughout the District
- affordable housing, housing advice and homelessness accommodation
- inspecting food premises
- dealing with planning applications
- processing Housing Benefit and Council Tax Support applications.

The District Council's share of Council Tax for 2015/16 is £154.84, or £3 a week, for a household paying Band D Council Tax. This represents a 0.5% reduction on the 2014/15 Council Tax.

A reduction in Central Government Grant has been matched by reductions in spending primarily related to the service changes noted above together with the delivery of an on-going efficiency agenda.

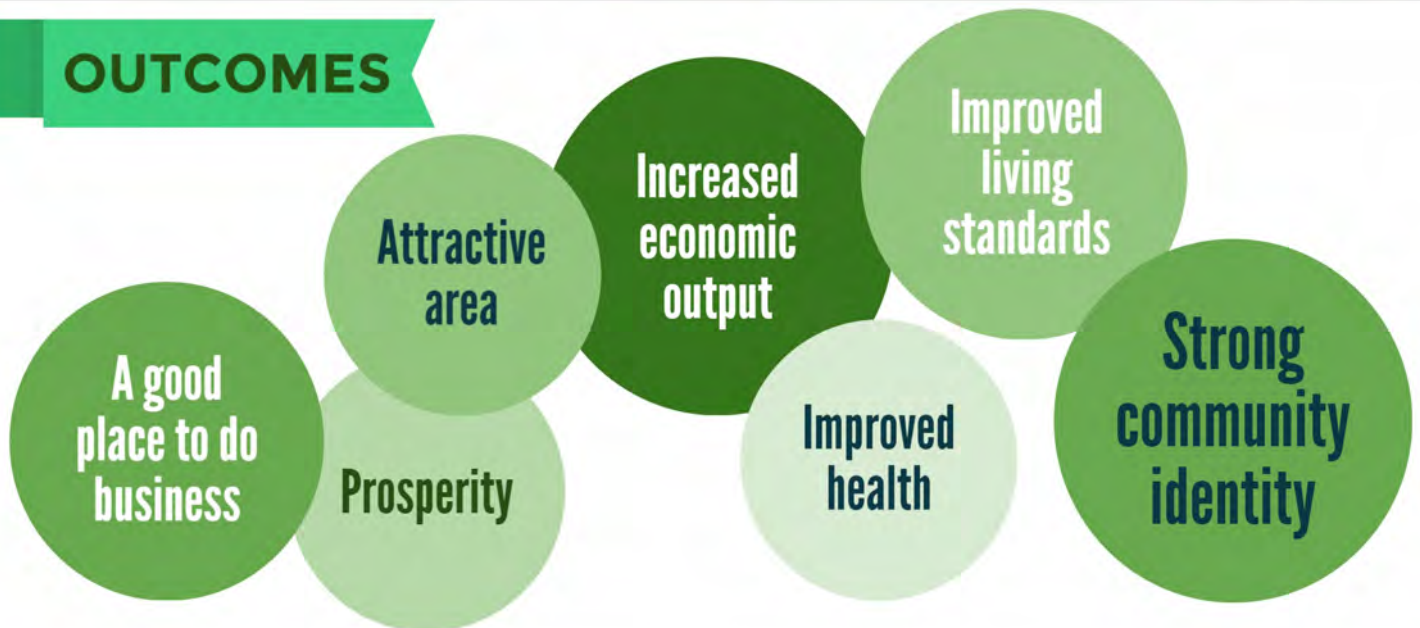
Areas within South Holland	A	B	C	D	E	F	G	H
Cowbit	£969.79	£1,131.42	£1,293.05	£1,454.68	£1,777.94	£2,101.21	£2,424.47	£2,909.36
Crowland	£992.27	£1,157.65	£1,323.02	£1,488.40	£1,819.16	£2,149.92	£2,480.67	£2,976.81
Deeping St Nicholas	£973.09	£1,135.27	£1,297.45	£1,459.63	£1,783.99	£2,108.35	£2,432.71	£2,919.26
Donington	£977.56	£1,140.49	£1,303.42	£1,466.34	£1,792.20	£2,118.05	£2,443.91	£2,932.69
Fleet	£976.32	£1,139.04	£1,301.76	£1,464.48	£1,789.92	£2,115.36	£2,440.80	£2,928.96
Gedney	£985.03	£1,149.20	£1,313.37	£1,477.54	£1,805.89	£2,134.23	£2,462.57	£2,955.09
Gedney Hill	£984.46	£1,148.53	£1,312.61	£1,476.69	£1,804.84	£2,132.99	£2,461.14	£2,953.37
Gosberton	£978.95	£1,142.10	£1,305.26	£1,468.42	£1,794.73	£2,121.05	£2,447.36	£2,936.84
Holbeach	£1,000.62	£1,167.38	£1,334.15	£1,500.92	£1,834.46	£2,168.00	£2,501.54	£3,001.85
Little Sutton	£971.80	£1,133.77	£1,295.73	£1,457.70	£1,781.63	£2,105.57	£2,429.50	£2,915.40
Long Sutton	£989.89	£1,154.87	£1,319.85	£1,484.83	£1,814.79	£2,144.75	£2,474.72	£2,969.66
Lutton	£993.62	£1,159.23	£1,324.83	£1,490.43	£1,821.64	£2,152.85	£2,484.06	£2,980.87
Moulton	£981.07	£1,144.58	£1,308.09	£1,471.60	£1,798.62	£2,125.65	£2,452.67	£2,943.20
Pinchbeck	£968.85	£1,130.32	£1,291.80	£1,453.27	£1,776.22	£2,099.17	£2,422.12	£2,906.55
Quadring	£971.40	£1,133.30	£1,295.20	£1,457.10	£1,780.89	£2,104.69	£2,428.49	£2,914.19
Spalding	£974.34	£1,136.73	£1,299.13	£1,461.52	£1,786.30	£2,111.08	£2,435.86	£2,923.03
Surfleet	£958.99	£1,118.82	£1,278.66	£1,438.49	£1,758.15	£2,077.82	£2,397.48	£2,876.98
Sutton Bridge	£991.63	£1,156.90	£1,322.17	£1,487.44	£1,817.99	£2,148.53	£2,479.07	£2,974.89
Sutton St Edmund	£978.39	£1,141.45	£1,304.52	£1,467.58	£1,793.71	£2,119.84	£2,445.97	£2,935.16
Sutton St James	£974.37	£1,136.77	£1,299.16	£1,461.56	£1,786.35	£2,111.14	£2,435.93	£2,923.12
Tydd St Mary	£1,002.97	£1,170.13	£1,337.30	£1,504.46	£1,838.78	£2,173.11	£2,507.43	£3,008.92
Weston	£975.61	£1,138.21	£1,300.81	£1,463.41	£1,788.61	£2,113.81	£2,439.01	£2,926.82
Whaplode	£966.98	£1,128.14	£1,289.31	£1,450.47	£1,772.80	£2,095.12	£2,417.45	£2,900.94
Households per band in SH	14985	8416	9687	4032	1753	360	98	13

Your Council Tax 2015/16, where is it spent?

Expenditure	A	B	C	D	E	F	G	H
COUNTY	£723.96	£844.62	£965.28	£1,085.94	£1,327.26	£1,568.58	£1,809.90	£2,171.88
POLICE	£131.76	£153.72	£175.68	£197.64	£241.56	£285.48	£329.40	£395.28
SHDC	£103.23	£120.43	£137.64	£154.84	£189.25	£223.66	£258.07	£309.68
TOTAL	£958.95	£1,118.77	£1,278.60	£1,438.42	£1,758.07	£2,077.72	£2,397.37	£2,876.84

# To encourage the **local economy** to be **vibrant** with **continued growth**

## OUTCOMES



## CRITICAL ACTIVITIES

### CA18

Work with our partners to ensure that the technological infrastructure is available, accessible and meets the needs of our communities and businesses

### CA19

Build strong working relationships with partners to draw in funding and resources to the district

### CA20

Build on the key sector strengths of South Holland district to retain and attract business investment

### CA21

Grow and encourage local business opportunities and activities for business in the district

### CA22

Develop a clear "open for business" approach across all Council services that promotes and supports business growth

### CA23

Support Spalding and Market Towns in the district to be vibrant and meet the needs of their communities

# About our Economy

## Corporate Priority - 'Developing the Local Economy to be Vibrant with Continued Growth'

This section presents information about the local economy of Whaplode and Holbeach St John's Ward. It covers the information about the areas businesses, employment and skill levels, and access to Broadband and transport.

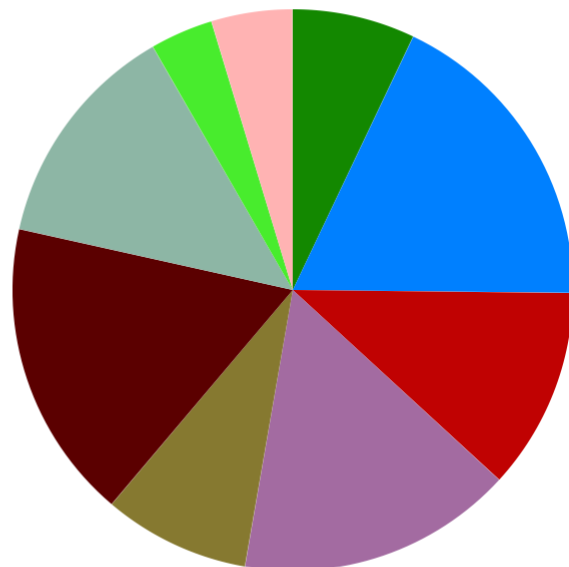
### Employment

The following chart provides a breakdown of the Whaplode and Holbeach St John's 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

#### Residents by NS-Sec (count)

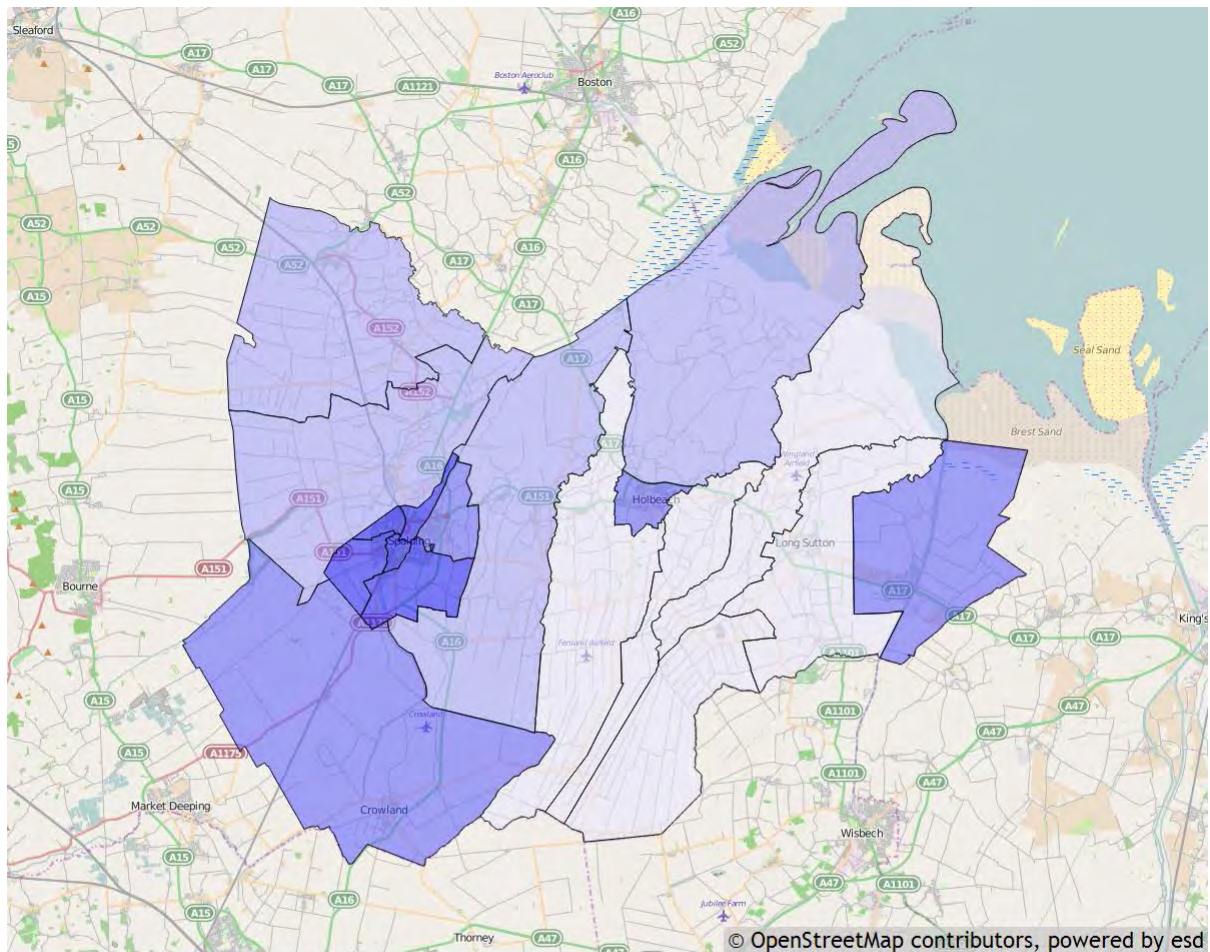
■ NS-Sec: Higher managerial, administrative and professional	228
■ NS-Sec: Lower managerial, administrative and professional	583
■ NS-Sec: Intermediate	375
■ NS-Sec: Small employers and own account workers	513
■ NS-Sec: Lower supervisory and technical	272
■ NS-Sec: Semi-routine occupations	557
■ NS-Sec: Routine occupations	425
■ NS-Sec: Never worked and long-term unemployed	117
■ NS-Sec: Not classified	151



The largest group is 'National Statistics Socio-Economic Classification - 2. Lower managerial, administrative and professional occupations' representing 18.10% of the Ward's population.

## Full-time vs part-time contracts

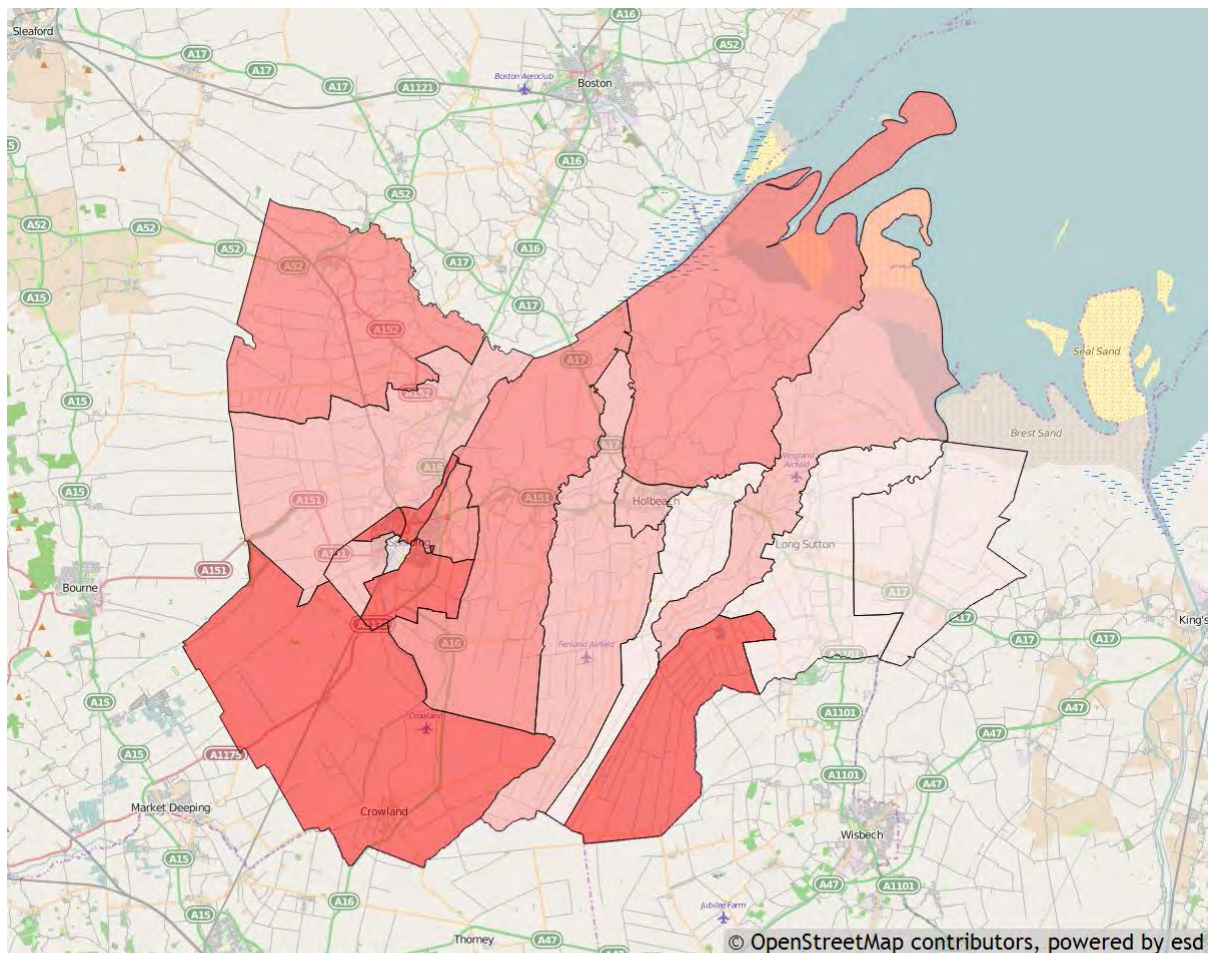
The map above demonstrates the proportion of ward population full time employment across South Holland based on data from the 2011 Census. While not a perfect indicator of stable employment (full time work may well be fixed term or permanent), it is a proxy measure for the lifestyle of residents and the prevailing economic conditions within South Holland's wards. Whaplode and Holbeach St John's is ranked number 14 the district in terms of percent of population in full-time employment with 34.90%. Across South Holland, Spalding St John's has the highest proportion and Fleet having the lowest.



### Employee: Full time per cent (2011)

- 43.18 - 51.90 %
- 39.25 - 43.18 %
- 35.13 - 39.25 %
- 31.70 - 35.13 %

However, the areas where the percentage of full time employment is 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 choose 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. Whaplode and Holbeach St John's is ranked number 12 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.



Employee: Part time per cent (2011)

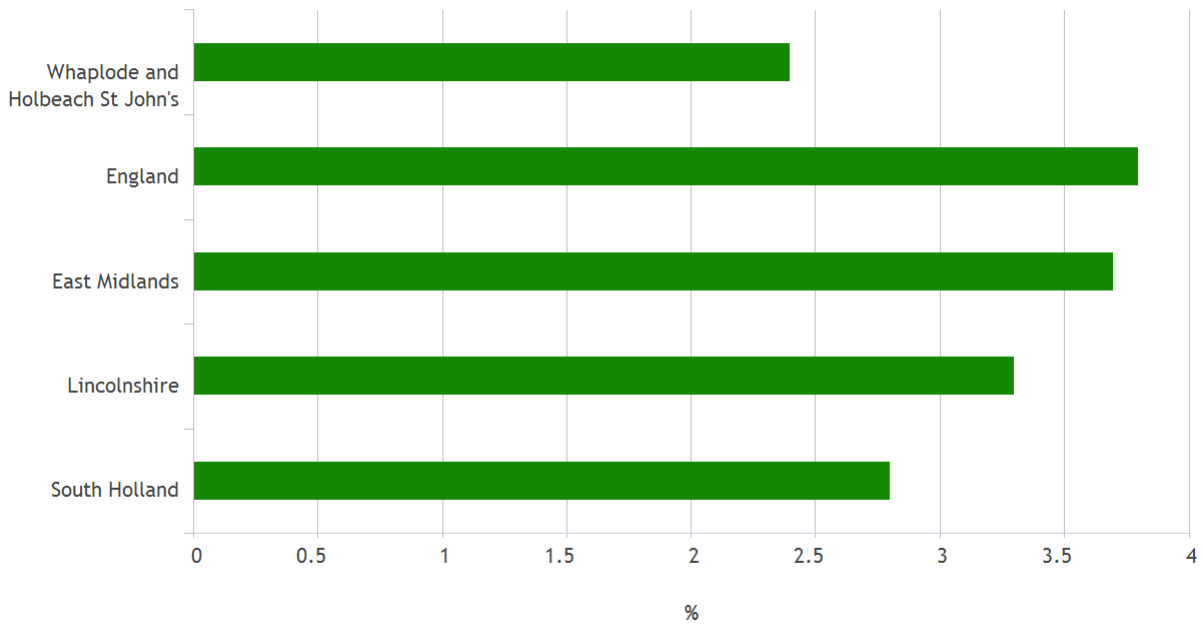
- 13.67 - 14.30 %
- 13.45 - 13.67 %
- 12.80 - 13.45 %
- 11.00 - 12.80 %

### 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.

### Working age people on out of work benefits (annual)

source: Labour Market Statistics



Working age unemployment (%), monthly average, 2012/13

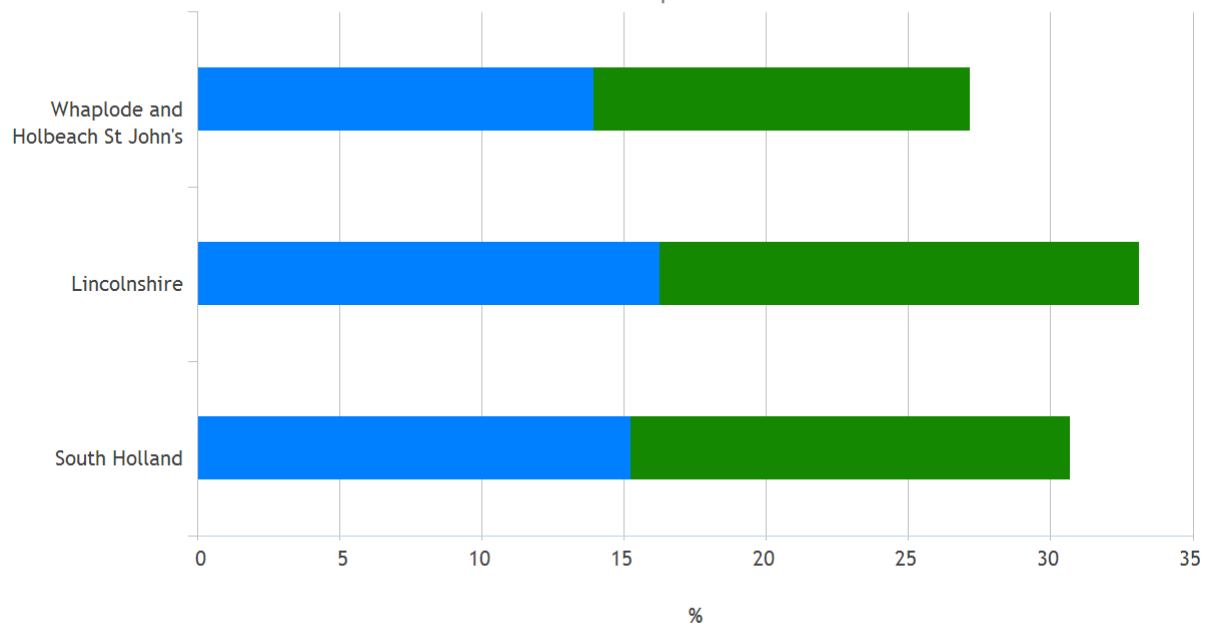
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### Indices of Deprivation

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 (ICACI) and Income Deprivation Affecting Older People (IDAOP) 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

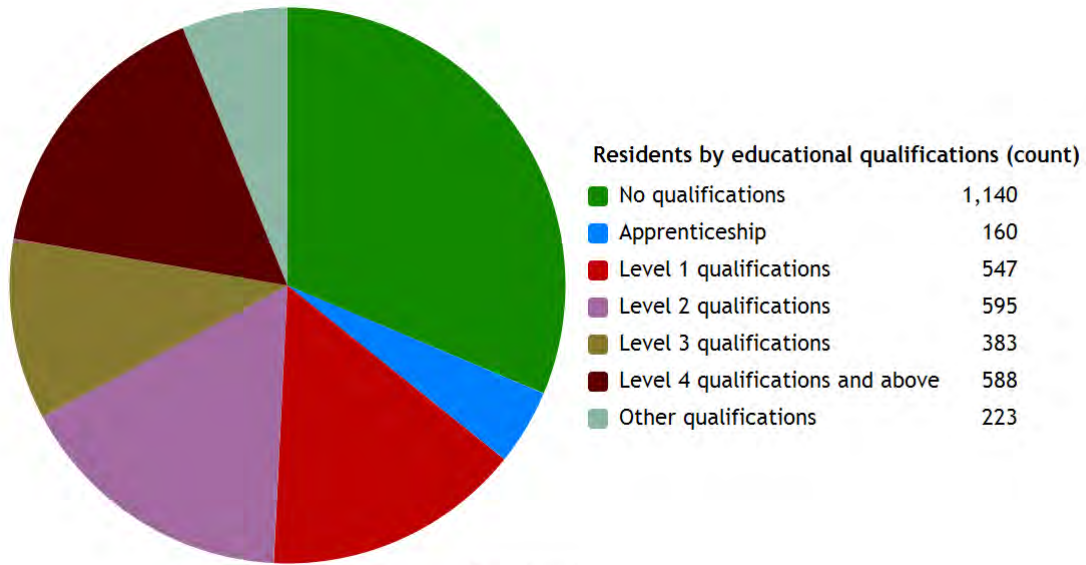
source: Indices of deprivation



IMD:IDACI (%), 2010    IMD:IDAOP (%), 2010

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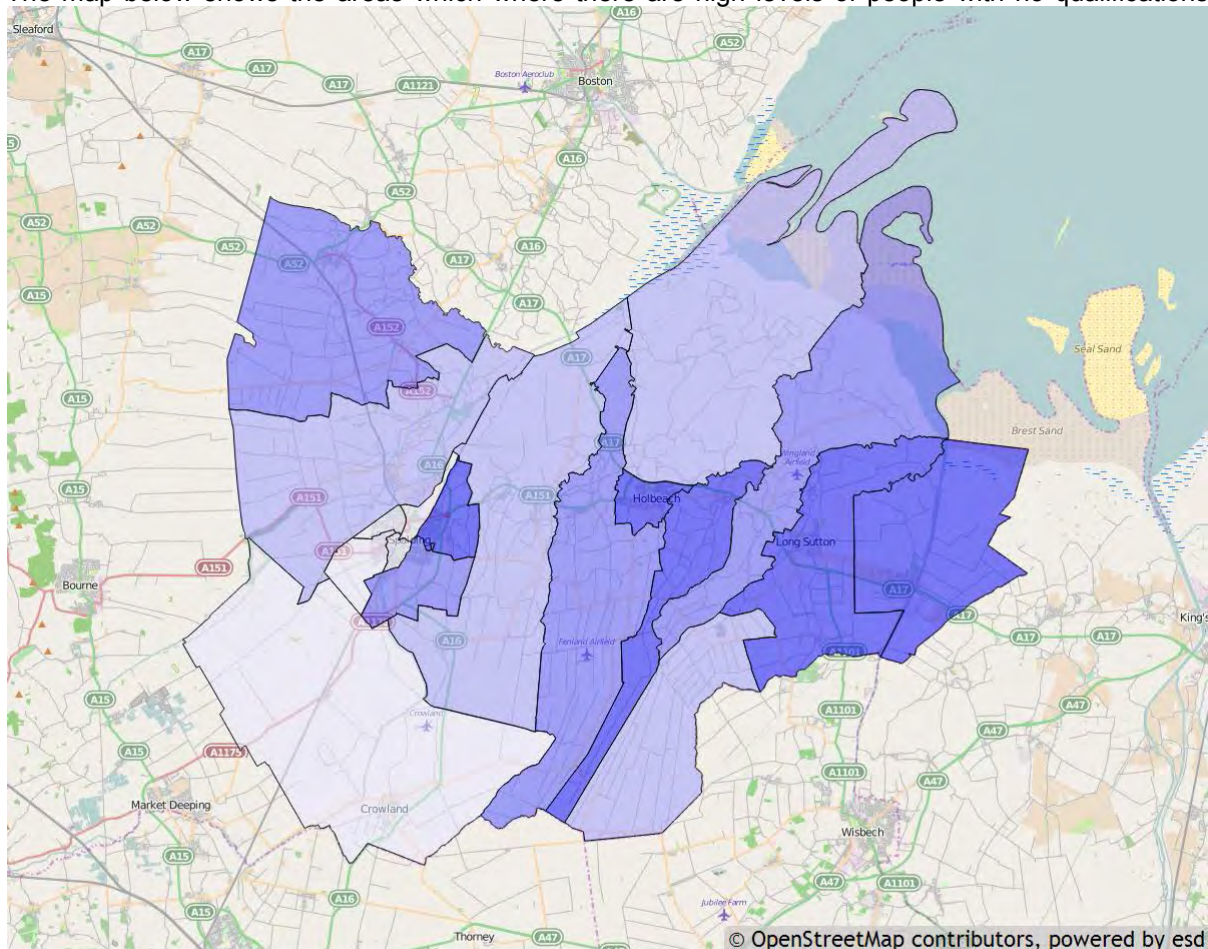
# Education



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16.20% of Whaplode and Holbeach St John's 's residents have achieved level 4 qualifications and above compared to 23.60% in East Midlands as a whole and 31.40% of Whaplode and Holbeach St John's '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



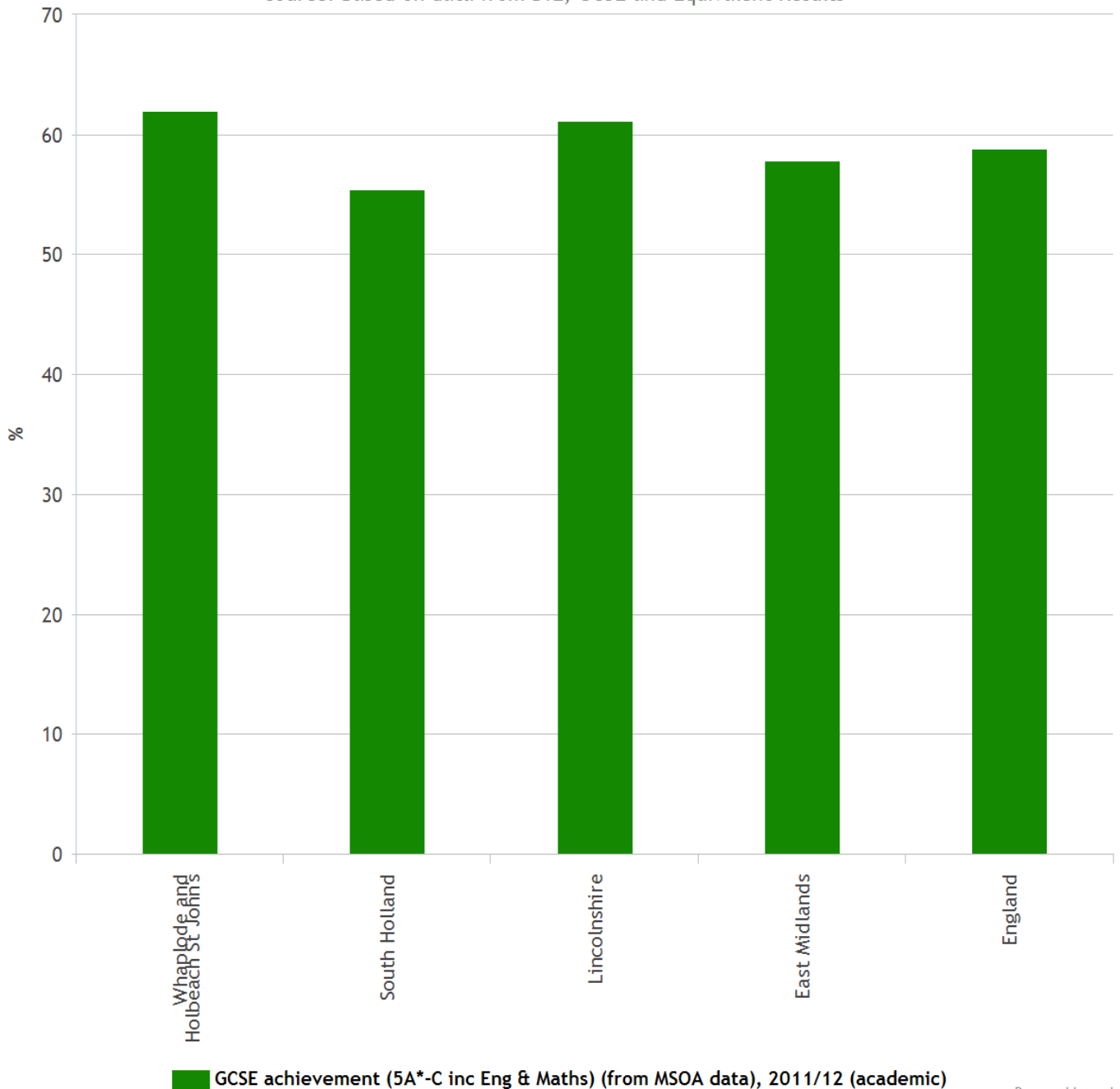
## No qualifications per cent (2011)

- 33.10 - 36.70 %
- 31.20 - 33.10 %
- 27.85 - 31.20 %
- 25.20 - 27.85 %

The percentage of children gaining 5 or more A\* to C grades at GCSE (including English and Maths) in Whaplode and Holbeach St John's is 62.0%. This compares with 55.4% for South Holland, 57.8% for the East Midlands region, and 58.8% for England. Within South Holland, Whaplode and Holbeach St John's has the highest level of attainment at GCSE, with an attainment rate of 62.0 per cent. Gedney has the lowest level of attainment at GCSE, with an attainment rate of 43.7 per cent.

### GCSE attainment (5 A\*-C inc Eng & Maths)

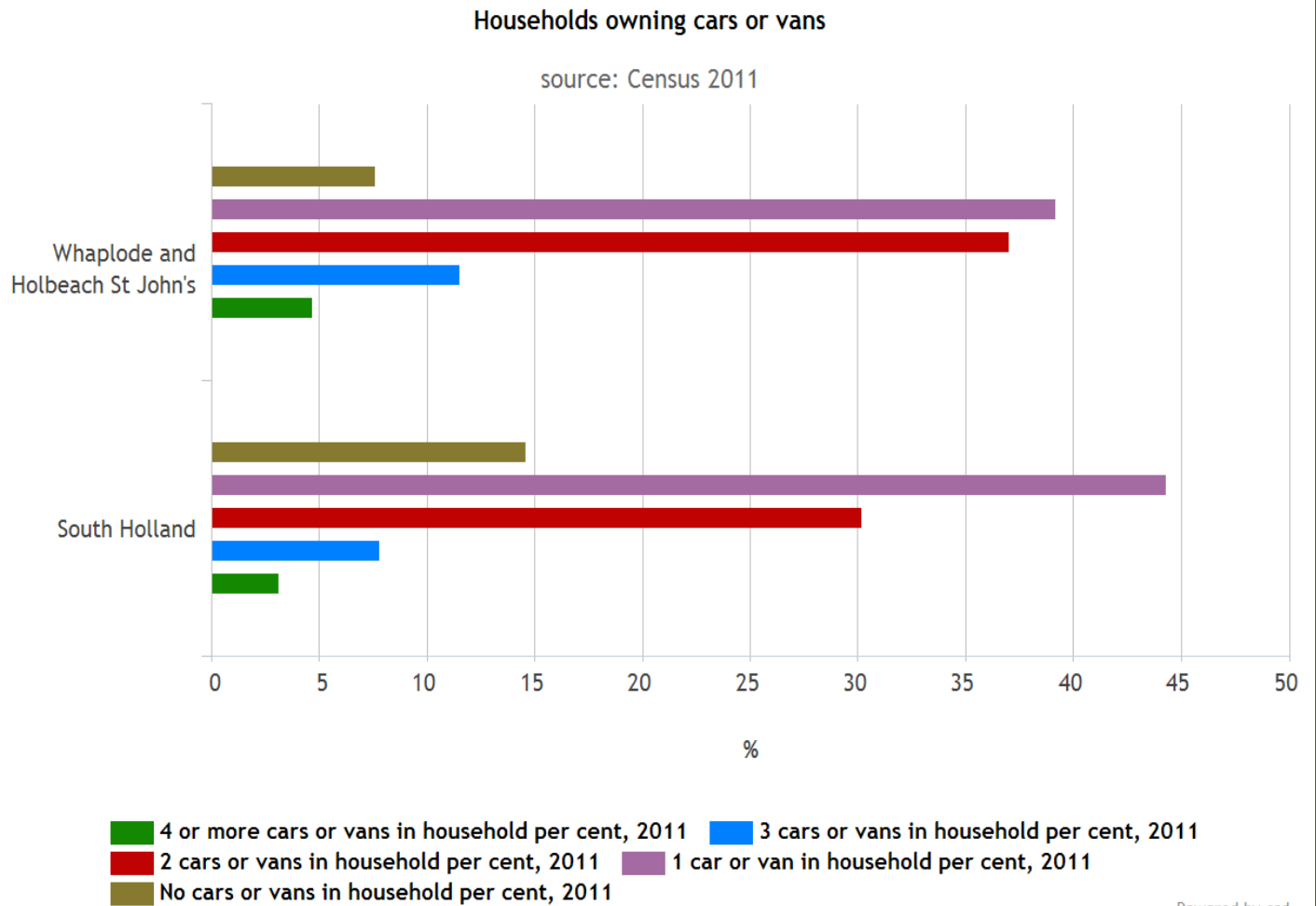
source: Based on data from DfE, GCSE and Equivalent Results



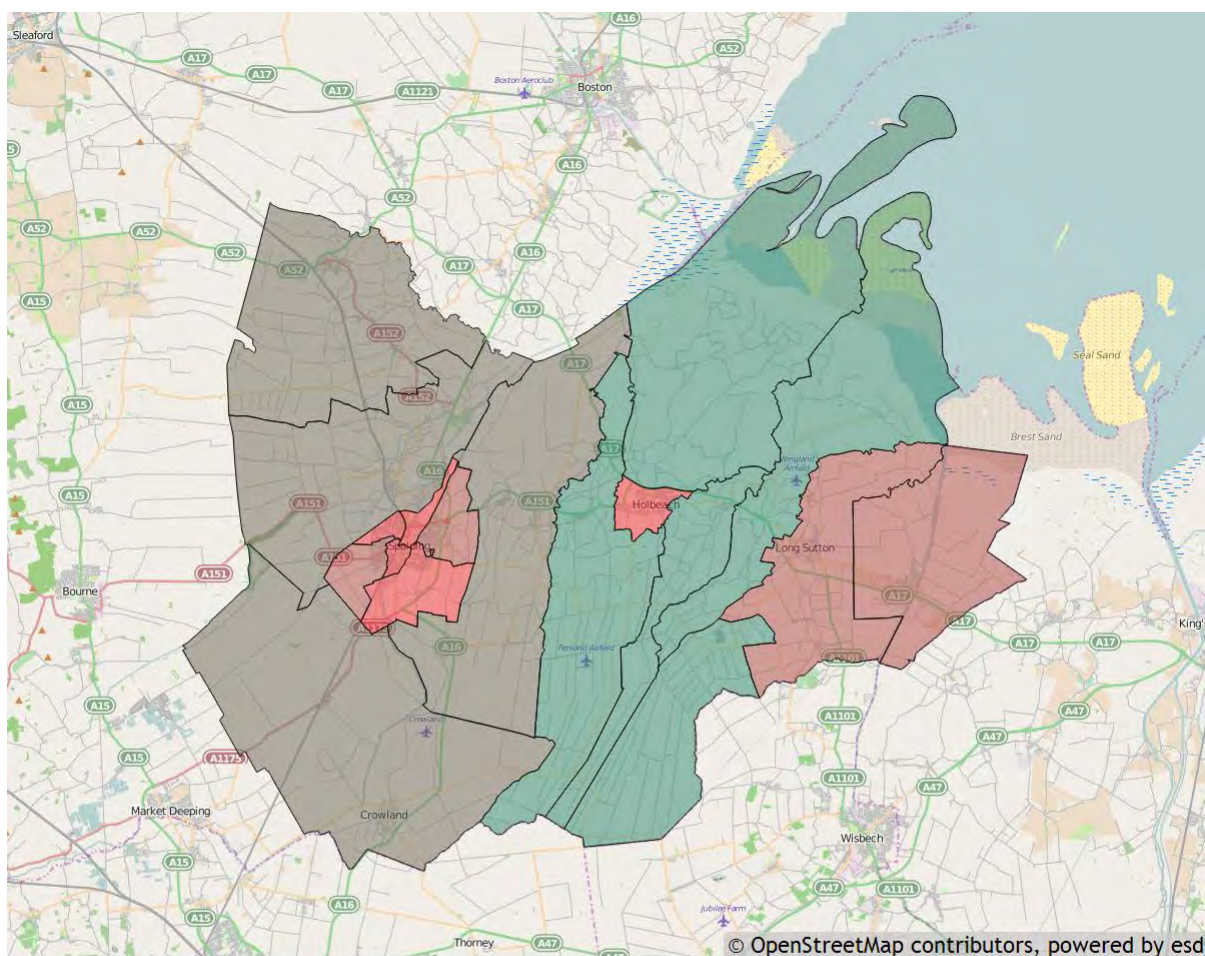


## Transport

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. Whaplode and Holbeach St John's ward is ranked 13 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:



The map shows people who live in small villages or in isolated farmhouses and cottages where farming and tourism are the mainstays of the local economy. These are places where residents still value a traditional country “way of life” characterised by a strong community spirit and a sense of responsibility towards one’s neighbours as a percentage of households. These areas have less easy access to services provided in more built-up areas, meaning that the council needs to adapt to serve their needs. Working with partners to ensure fast broadband, mobile signal coverage and online access to council services will allow these residents to connect when they need to without a costly physical presence. They will also allow rural businesses to remain competitive and help the rural economy compete with towns and cities in the region.



**Mosaic: A per cent (2013)**

- 28.39 - 56.31 %
- 11.08 - 28.39 %
- 2.53 - 11.08 %
- 0.00 - 2.53 %