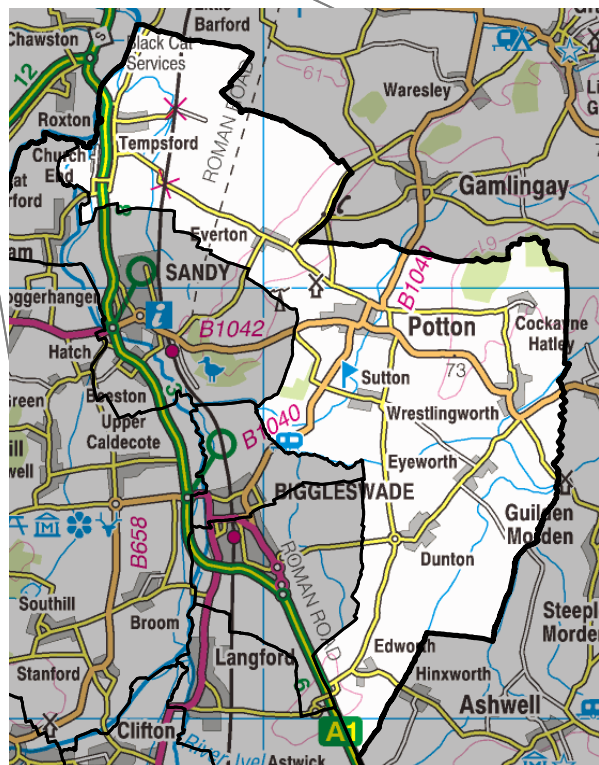
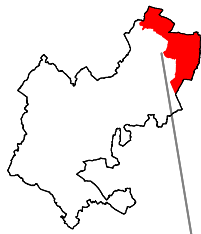




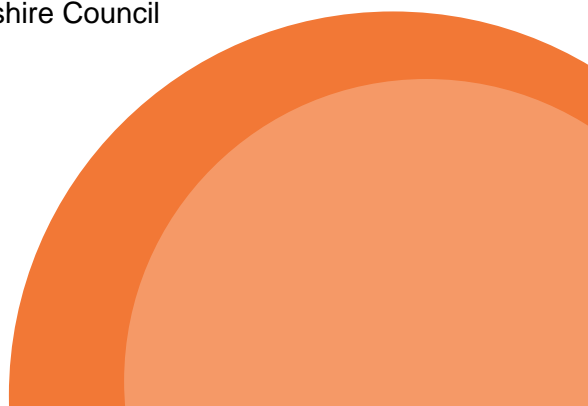
# POTTON WARD PROFILE

August 2015



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Ordnance Survey 100049029. Central Bedfordshire Council

Security classification:  
Not Protected





## Summary for Potton ward

- Potton ward covers the area of Potton town, as well as the parishes of Dunton, Edworth, Everton, Eyeworth, Sutton, Tempsford and Wrestlingworth & Cockayne Hatley. The ward population increased by 2% between 2011 and 2013, to 7,900 residents. The ward has a similar age profile to Central Bedfordshire and a smaller proportion of people were from ethnic minority communities.
- Most households were owner occupied, with little change since 2001.
- Neither deprivation nor fuel poverty is a particular issue in this ward. Unemployment is low and there was no major difference in the rate of people claiming out of work benefits compared to Central Bedfordshire. Residents had similar levels of qualifications to Central Bedfordshire.
- A quarter of residents worked within the ward, while other key destinations for work were other parts of Central Bedfordshire. 76% of commuters travelled by car, similar to the Central Bedfordshire average.
- Serious acquisitive crime is lower in Potton ward than in Central Bedfordshire as a whole.
- In terms of overall health, and the proportion of residents providing unpaid care, there was little variation from the overall Central Bedfordshire figures.
- A similar proportion of households have dependent children compared to Central Bedfordshire. A higher proportion of children achieved good GCSEs, and there were no significant differences in the levels of child obesity.

## About this profile

- This ward profile presents the most up to date information on a range of topics, to help us understand who lives in each ward, and what their needs might be.
- Additional detail is contained in the notes section at the end of the profile – these are referenced, where needed, throughout the document.
- We hope you find this profile useful. If you have questions or feedback, please use the contact details at the end of this profile.
- An online version of this profile, along with profiles for all 31 wards in Central Bedfordshire, is available on the Central Bedfordshire Council website at:  
[www.centralbedfordshire.gov.uk/statistics](http://www.centralbedfordshire.gov.uk/statistics)



## Population and demography

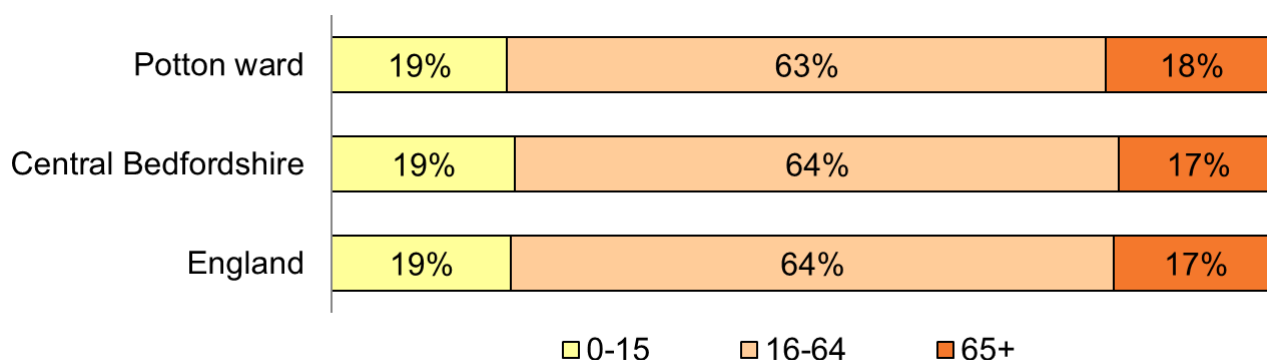
### Population of Potton ward

There were 7,900 residents in 2013. This is an increase of 200 people (2%) since the 2011 Census.

*(Sources: Office for National Statistics, Mid-2013 Population Estimates for 2013 Wards in England and Wales, by Single Year of Age and Sex and Office for National Statistics, 2011 Census, Usual resident population, Table KS101EW)*

### Population by age group, all residents, 2011

Potton ward has a similar age profile to Central Bedfordshire and England.



*(Source: Office for National Statistics, Mid-2013 Population Estimates for 2013 Wards in England and Wales, by Single Year of Age and Sex)*

### Population by ethnic origin, all residents, 2011

Potton ward is less diverse than Central Bedfordshire. There was an increase in the proportion of people who were not White British, from 4.4% in 2001 to 5.7% in 2011. The only individual ethnic group to comprise more than 2% of the population was 'White Other' (which includes people with a White ethnic background who are not 'White British', 'White Irish' or 'Gypsy or Irish Traveller').

	This ward (number)	This ward (%)	Central Bedfordshire	England
White British	7,350	94.3%	89.7%	79.8%
Not 'White British'	440	5.7%	10.3%	20.2%

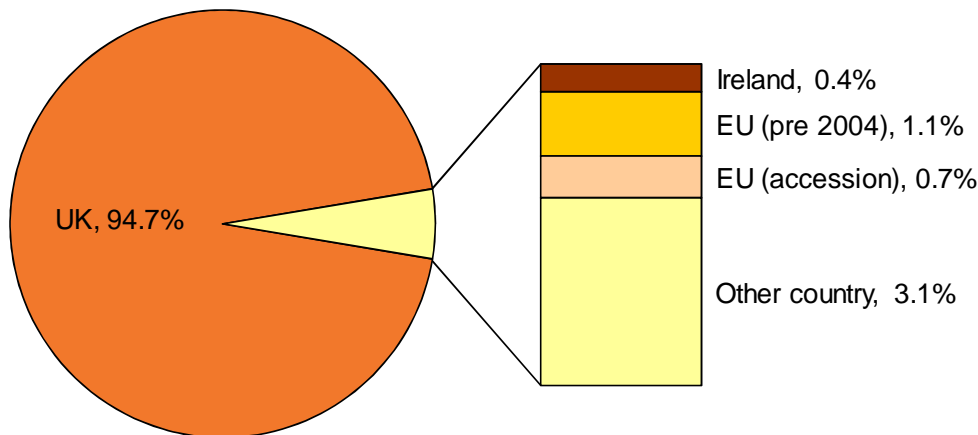
Note that numbers may not sum due to rounding.

*(Sources: Office for National Statistics, 2011 Census, Ethnic group, Table KS201EW and Office for National Statistics, 2001 Census, Theme table on Ethnic group - people, Table CAST03)*



## Country of birth<sup>(note 1)</sup>, all residents, 2011

The majority of Potton ward residents were born in the UK. Of those that were born outside the UK, 2.2% were from Ireland or other EU countries, while 3.1% of residents came from outside the EU.



(Source: Office for National Statistics, 2011 Census, Country of birth, KS204EW)

## Population and number of dwellings by town and parish, 2011

There was an increase of 140 dwellings (5%) across Potton ward between 2011 and 2015.

	Population (2011)	Dwellings (2015)
Dunton and Edworth	700	320
Everton	520	230
Potton	4,870	2,250
Sutton and Eyeworth	370	160
Tempsford	590	250
Wrestlingworth and Cockayne Hatley	740	320
<b>Total</b>	<b>7,790</b>	<b>3,540</b>

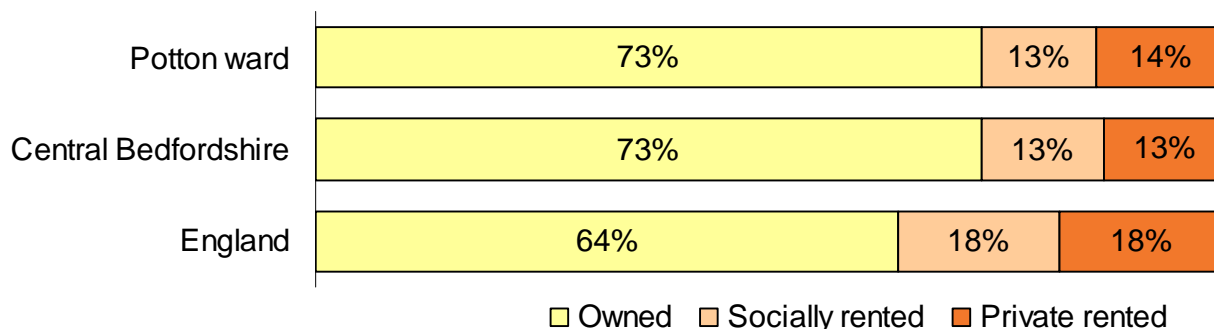
Note that due to their small size, Census information for Edworth is combined with Dunton, while information for Eyeworth is combined with Sutton.

(Sources: Office for National Statistics, 2011 Census, Usual resident population, Table KS101EW and Dwellings, household spaces and accommodation type, Table KS401EW; and Central Bedfordshire Council, Annual Monitoring Report Development Plan)



## Household tenure<sup>(note 2)</sup>, all households, 2011

Households in Potton ward had similar levels of tenure compared to the Central Bedfordshire average. The figures for household tenure were similar in 2001.



(Sources: Office for National Statistics, 2011 Census, Tenure - households, Table QS405EW and Office for National Statistics, 2001 Census, Tenure and household size by number of rooms, Table CAS051)

## Household composition, all households, 2011

Household composition in Potton ward is similar to Central Bedfordshire, and there have been no major changes since 2001.

	This ward (number)	This ward (%)	Central Bedfordshire	England
One person – 65 and over	380	11.7%	11.2%	12.4%
One person – other	450	13.7%	14.7%	17.9%
Couple – no children	800	24.3%	20.5%	17.6%
Couple & dependent children	740	22.5%	23.1%	19.3%
Couple & non dependent children	240	7.3%	7.3%	6.1%
Lone parent & dependent children	140	4.4%	6.5%	7.1%
Lone parent & non dep children	100	3.0%	3.1%	3.5%
All aged 65 and over	300	9.2%	8.7%	8.4%
All other households	130	3.9%	4.9%	7.7%
<b>Total</b>	<b>3,270</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Note that numbers may not sum due to rounding.

(Sources: Office for National Statistics, 2011 Census, Household composition, Table KS105EW and Office for National Statistics, 2001 Census, Household composition by tenure and occupancy rating, Table CAS053)

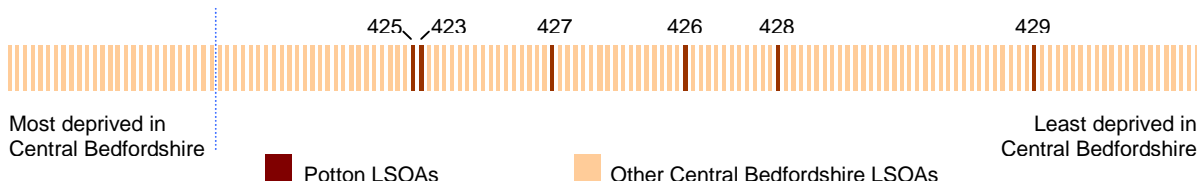


## Deprivation 2010<sup>(note 3)</sup>

All six of Potton ward's lower super output areas (LSOAs)<sup>(note 4)</sup> are in the least deprived 40% in England. Three of these are also in the least deprived 20% in England.

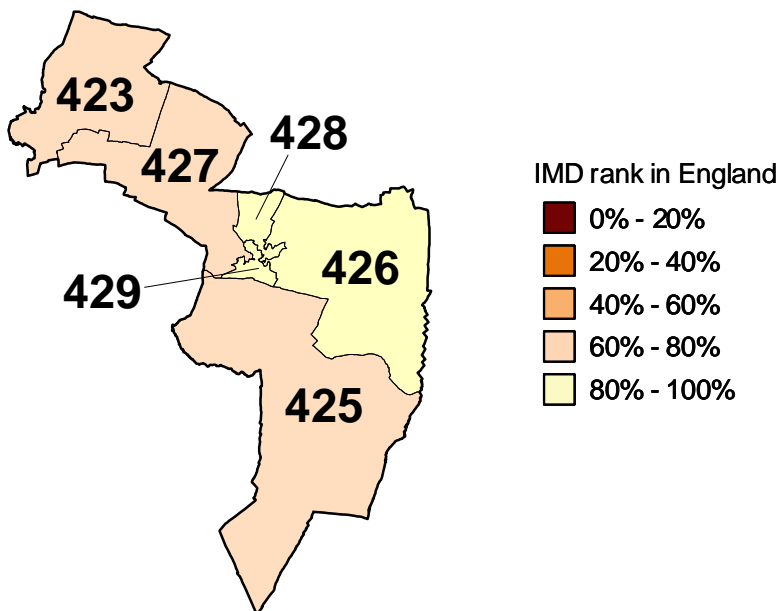
### Potton ward LSOAs<sup>(note 4)</sup> – deprivation rank in Central Bedfordshire

This chart has a bar for each of the 154 LSOAs in Central Bedfordshire, ranked from most deprived on the left, to least deprived on the right. Each of the six LSOAs in Potton ward is shown as a dark line. The LSOA name (a 3-digit code) is shown above each dark line, and the blue dotted line shows the mid-point for England (areas to the left of this are in the 50% most deprived in England, while areas to the right are in the 50% least deprived).



### Location and rank of LSOAs<sup>(note 4)</sup> in Potton ward

The map below shows each LSOA in Potton ward, with its 3 digit code. The colours on the map show the level of deprivation relative to all LSOAs in England (darker colours are more deprived).



Note: LSOA 423 also covers part of Sandy ward.

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*(Source for page: Department for Communities and Local Government, Indices of Deprivation – Index of Multiple Deprivation, 2010)*

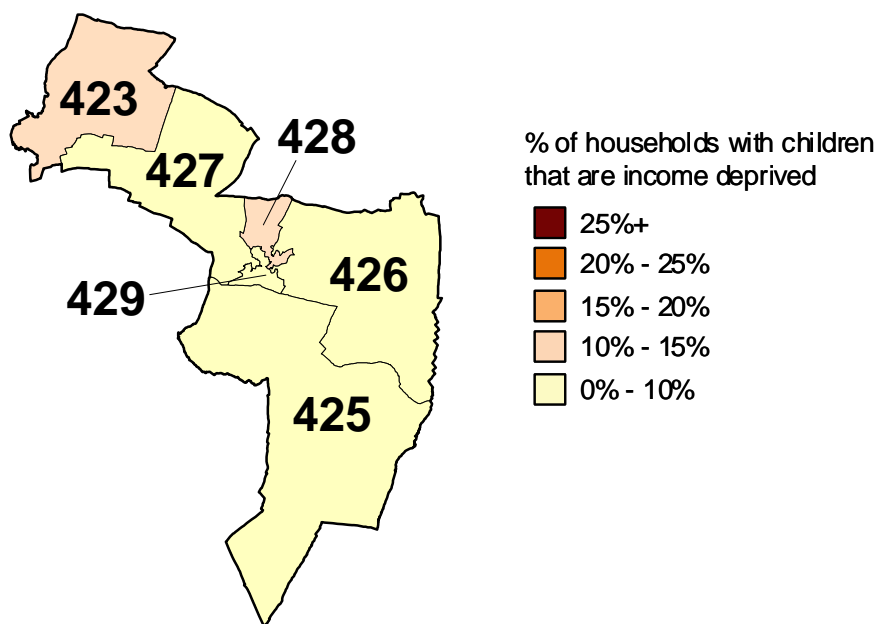
In addition to looking at overall deprivation, we can also look at particular aspects of deprivation, known as 'domains'. This analysis highlights that three areas of Potton ward, LSOAs 423 (shared with Sandy ward), LSOA 425 and LSOA 426 (see map, above), are in the most deprived 20% in England for the Barriers to Housing and Services domain. This highlights issues with housing affordability and access to services.

(Source: Department for Communities and Local Government, Indices of Deprivation – Index of Multiple Deprivation, 2010)

### Children living in income deprived households<sup>(note 5)</sup>

Overall, 8% of children in Potton ward live in income deprived households, compared to 13% in Central Bedfordshire as a whole, and 22% in England.

The map below shows each LSOA in Potton ward, with its 3 digit code. The colours on the map show the level of income deprived households with children (darker colours mean more income deprived households).



Note: LSOA 423 also covers part of Sandy ward.

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(Source: Department for Communities and Local Government, Indices of Deprivation – Income Deprivation Affecting Children Index, 2010)

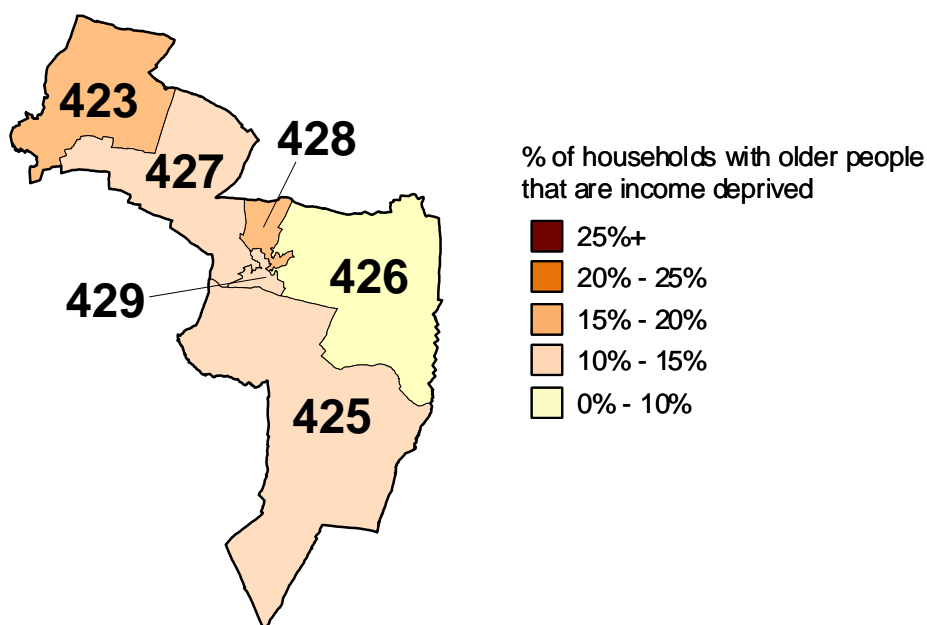




## Older people living in income deprived households<sup>(note 6)</sup>

Overall, 13% of older people in Potton ward live in income deprived households, similar to the Central Bedfordshire average of 13%, but lower than the England average of 18%.

The map below shows each LSOA in Potton ward, with its 3 digit code. The colours on the map show the level of income deprived households with children (darker colours mean more income deprived households).



Note: LSOA 423 also covers part of Sandy ward.

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(Source: Department for Communities and Local Government, Indices of Deprivation – Income Deprivation Affecting Older People Index, 2010)

## Fuel poverty<sup>(note 7)</sup>

8.0% of households in Potton ward experience fuel poverty, compared to 7.7% in Central Bedfordshire and 10.4% in England. For the LSOAs<sup>(note 5)</sup> in this ward, fuel poverty ranged from 6.4% of households in LSOA 428 to 9.3% in LSOA 423 (which also covers part of Sandy ward).

(Source: Department of Energy and Climate Change, Fuel poverty statistics 2013)

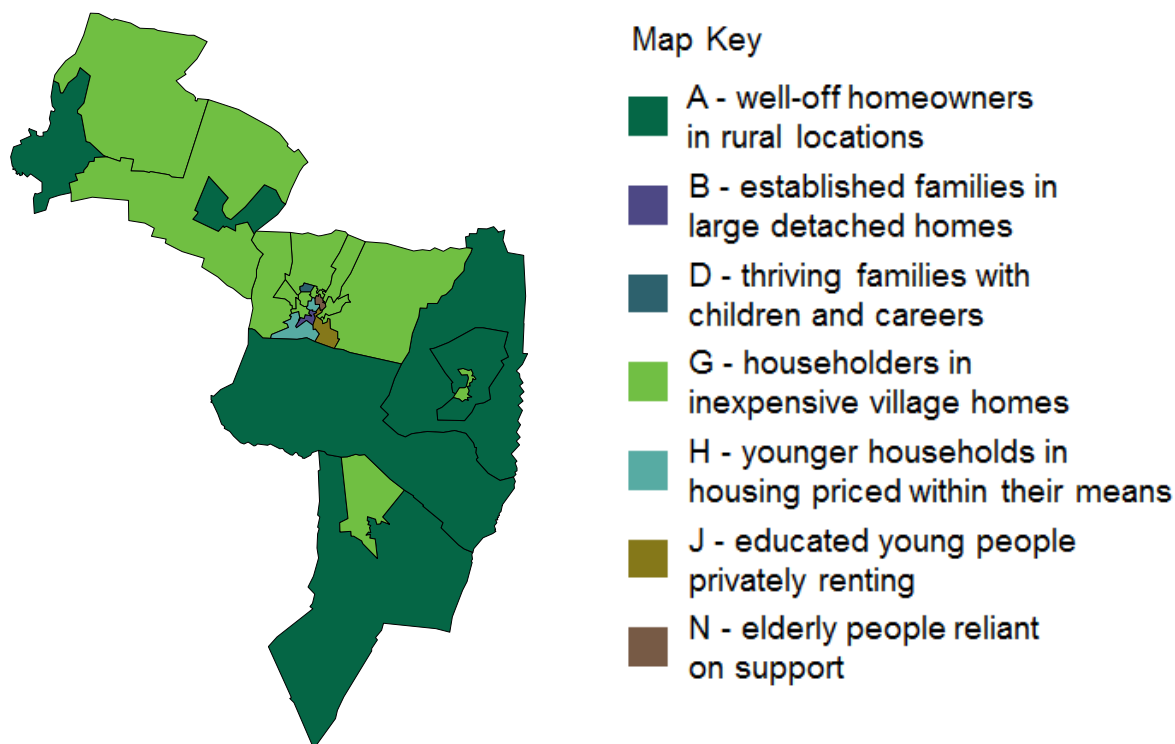


## Mosaic geo-demographic profile

Geo-demographics is an analysis of people by where they live. It can help us to identify people living within Central Bedfordshire that have similar lifestyles and behaviours. This enables the Council to gain a better understanding of how communities are changing that may not be apparent using Census data alone. Mosaic combines information from a variety of national and local sources to form a profile of each household, which is classified into one of 15 'groups' that represent the type of people who would typically live there.

The map below shows Potton ward divided into 'output areas'<sup>(note 8)</sup>. Each output area is approximately the same size in population terms, and contains around 130 households. The colour on the map represents the most common Mosaic 'group' in each output area (although each area will contain many different types of household).

### Map of Potton ward showing the most common Mosaic group in each output area



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As the map shows, Potton ward is characterised by a small number of household groups. The two biggest are G – householders in inexpensive village homes (37% of all households) and A – well-off homeowners in rural locations (22%).

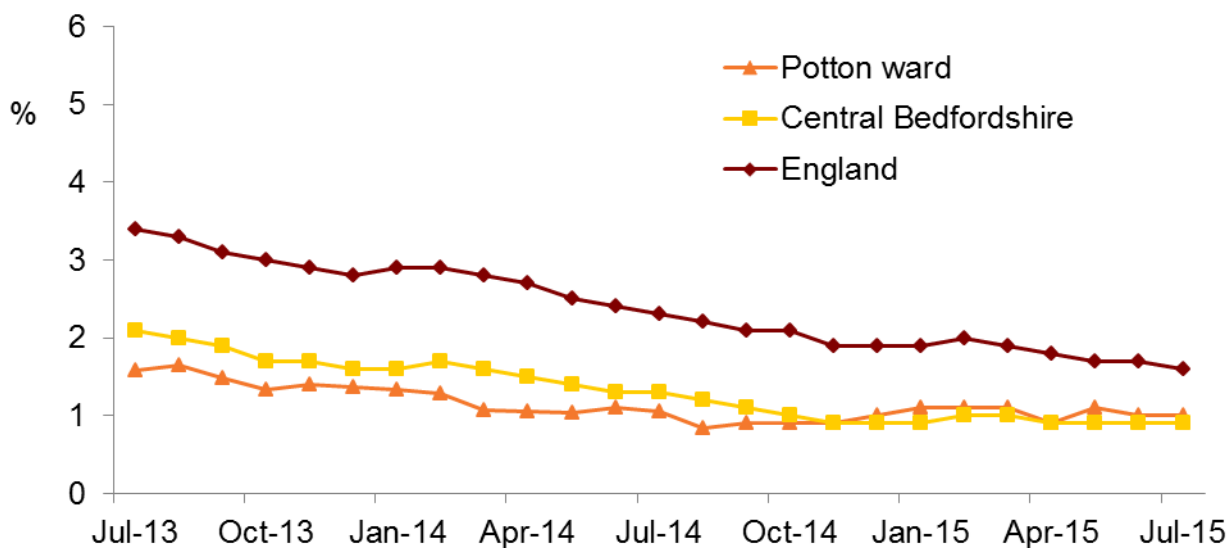
Source: Experian, Mosaic data, April 2015



## Economy

### Unemployment<sup>(note 9)</sup> – jobseeker’s allowance (JSA) claimant count

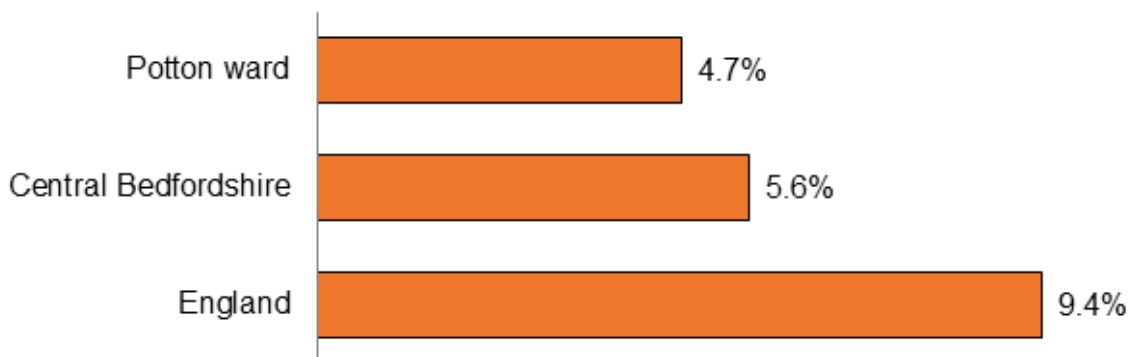
Potton ward’s unemployment rate is similar to the Central Bedfordshire average. 50 people were claiming JSA in Potton ward in July 2015.



(Source: Office for National Statistics, Claimant count unemployment, Crown Copyright Reserved, from Nomis, 14/08/2015)

### Working age people on out of work benefits<sup>(note 10)</sup>

A similar rate of Potton ward residents were claiming out of work benefits compared to Central Bedfordshire. This was lower than the England average.



(Source: Office for National Statistics, Work and Pensions Longitudinal Study August 2012, from Nomis, 20/03/2013)



## Economically active population, all people aged 16 and over, 2011

Potton ward had a similar proportion of people who were economically active compared to Central Bedfordshire.

	This ward (number)	This ward (%)	Central Bedfordshire	England
Economically active	4,430	76.5%	74.7%	69.9%
- Part time employee	800	13.7%	14.0%	13.7%
- Full time employee	2,500	43.2%	43.6%	38.6%
- Self employed	840	14.5%	11.0%	9.8%
- Unemployed	170	2.9%	3.5%	4.4%
- Full time student	130	2.3%	2.8%	3.4%
Economically inactive	1,360	23.5%	25.3%	30.1%
- Retired	790	13.7%	13.5%	13.7%
- Student	200	3.4%	4.2%	5.8%
- Looking after home	200	3.5%	3.9%	4.4%
- Sick / disabled	100	1.8%	2.4%	4.0%
- Other	60	1.1%	1.3%	2.2%
<b>All people aged 16+</b>	<b>5,780</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

(Source: Office for National Statistics, 2011 Census, Economic Activity, Table KS601EW)



## Economic profile of Potton ward residents, all residents aged 16 and over in employment, 2011

Compared to Central Bedfordshire as a whole, Potton ward residents who work are:

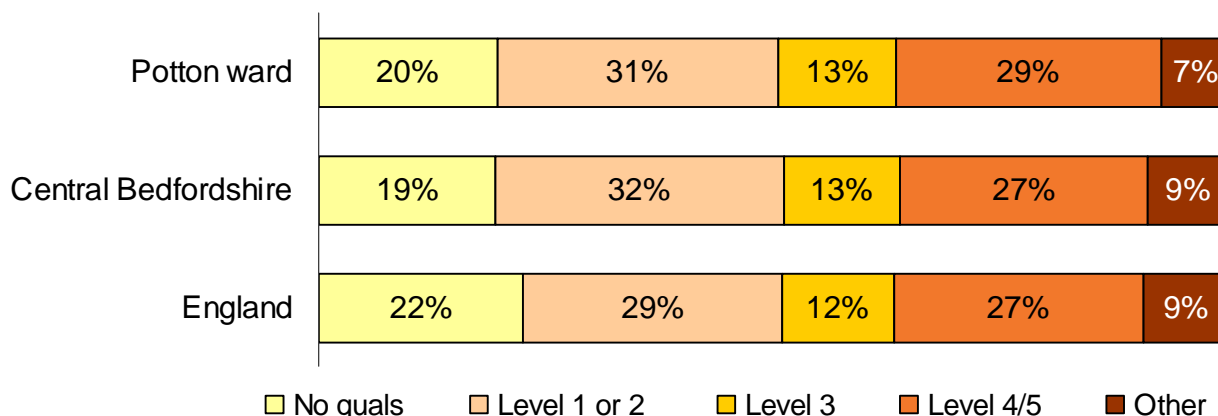
- as likely to be in managerial or professional/ technical occupations (46.9% compared to 43.5% in Central Bedfordshire).
- as likely to be in unskilled positions, or process, plant or machine operatives (13.6% compared to 15.8% in Central Bedfordshire).
- as likely to travel to work by car (76.2% compared to 74.3% in Central Bedfordshire)

The main industries of employment for residents of Potton ward were wholesale & retail, manufacturing, and construction.

*(Sources: Office for National Statistics, 2011 Census: Occupation, Table QS606EW; Industry, Table QS605EW; Method of Travel to Work, Table QS701EW)*

## Highest level of qualifications<sup>(note 11)</sup> achieved, all people aged 16 and over, 2011

Potton ward residents have similar levels of qualifications as Central Bedfordshire and England residents.

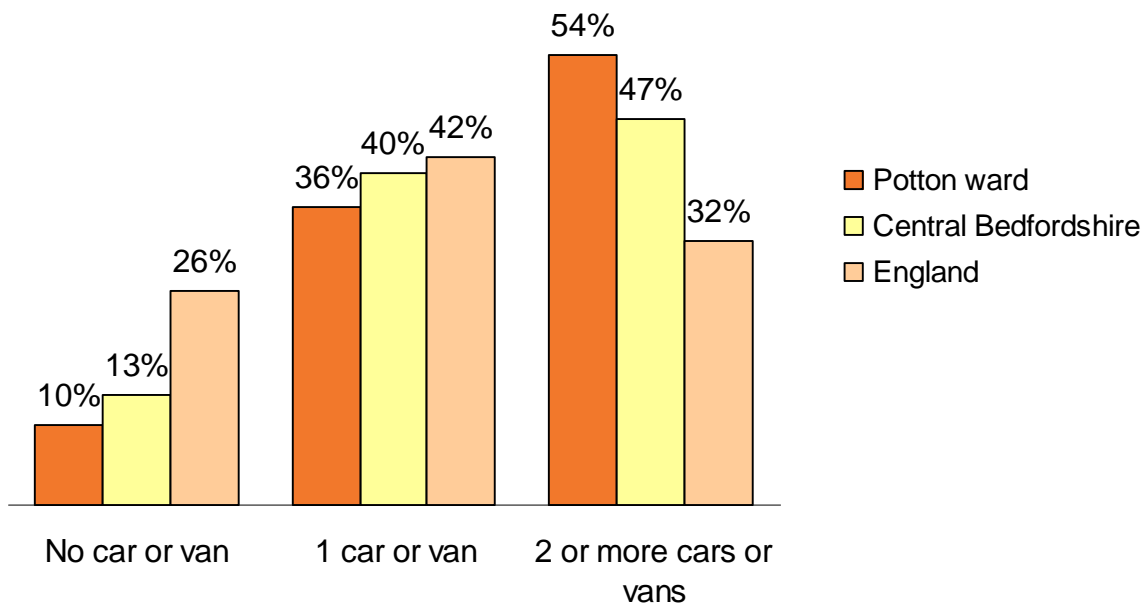


*(Source: Office for National Statistics, 2011 Census, Qualifications and students, Table KS501EW)*



## Car or van availability, all households, 2011

Most households in Potton ward have two or more cars or vans, and the proportion is higher than the Central Bedfordshire and England averages. This was similar to 2001.



(Sources: Office for National Statistics, 2011 Census, Car or van availability, Table KS404EW and Office for National Statistics, 2001 Census, Household composition by number of cars or vans available, Table CAS062)

## Commuting and location of workplace, 2011

In total, a quarter of Potton ward residents worked within the ward: 600 residents (14%) worked from home, and 400 residents (9%) travelled to work within Potton ward. 820 Potton ward residents (19%) worked elsewhere in Central Bedfordshire, with 290 (7%) travelling to Biggleswade, and 280 (6%) travelling to Sandy ward.

Outside Central Bedfordshire, the main destinations were:

- Bedford: 350 people (8%)
- London (all local authority areas): 270 people (6%)
- North Hertfordshire: 270 people (6%)
- South Cambridgeshire: 250 people (6%)

(Sources: Office for National Statistics, 2011 Census, Location of usual residence and place of work (OA level), Table WF01BEW)

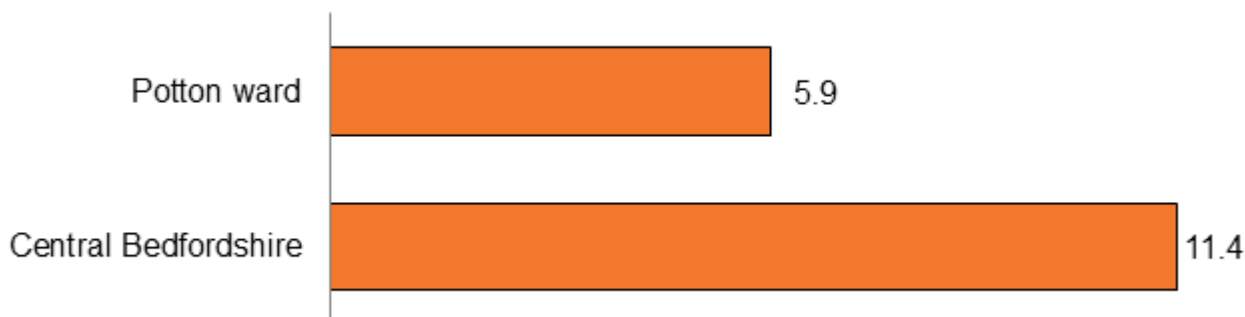


## Safer communities

### Serious acquisitive crime

In Potton ward there were 47 incidents of serious acquisitive crime (which includes domestic burglary, robbery, theft from a motor vehicle and theft of a motor vehicle) between 1 April 2014 and 31 March 2015. This equates to a rate of 5.9 per 1,000 residents, lower than the Central Bedfordshire average of 11.4 per 1,000 residents.

#### Serious acquisitive crime, 1 April 2014 – 31 March 2015



(Source: Bedfordshire Police crime data, 1 April 2014 to 31 March 2015)

In this period, the rate of crime for most the four components of serious acquisitive crime in Potton ward was lower than that in Central Bedfordshire:

- domestic burglary: 6.2 per 1,000 households (compared to 8.9 in Central Bedfordshire)
- robbery: no rate available as fewer than 5 incidents occurred during the year.
- thefts from motor vehicles: 2.3 per 1,000 residents (compared to 5.7 in Central Bedfordshire)
- thefts of motor vehicles: 1.0 per 1,000 residents (compared to 1.6 in Central Bedfordshire)

(Source: Bedfordshire Police crime data, 1 April 2014 to 31 March 2015)

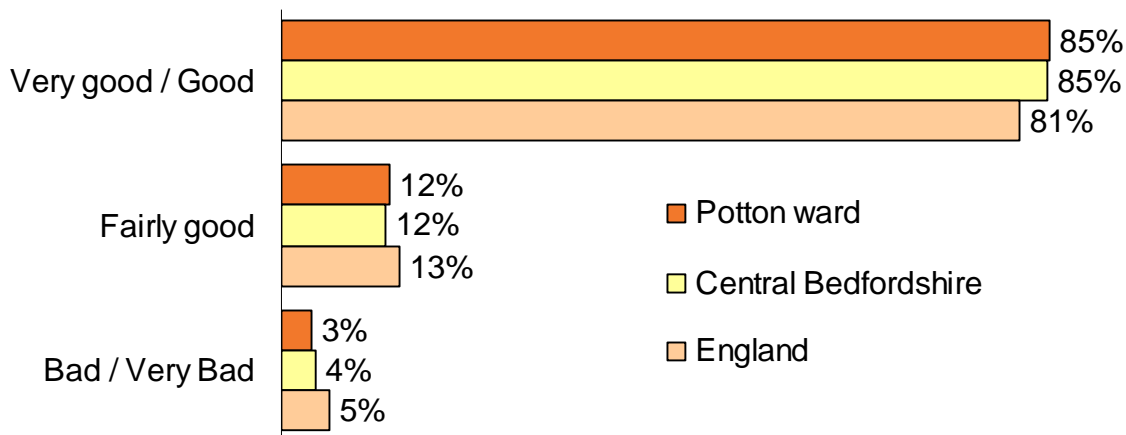
The neighbourhood policing team covering this ward is Sandy and Biggleswade. Further police crime data and mapping for this area are available from: [www.police.uk](http://www.police.uk)



## Health and well-being

### People’s overall health and well-being (self-reported), all people, 2011

The rate of people in Potton ward who said their health was ‘Very good’ or ‘Good’ is similar to the Central Bedfordshire average, and higher than the England average.



(Source: Office for National Statistics, 2011 Census, General health, Table QS302EW)

### Long term health problem or disability, all people, 2011

A similar proportion of Potton ward residents stated that their day-to-day activities were limited a lot due to a long term health condition or disability compared to the Central Bedfordshire average. This was lower than the England average.

Day-to-day activities:	This ward (number)	This ward (%)	Central Bedfordshire	England
Limited a lot	430	5.6%	6.1%	8.3%
Limited a little	610	7.8%	8.3%	9.3%
Not limited	6,750	86.6%	85.6%	82.4%

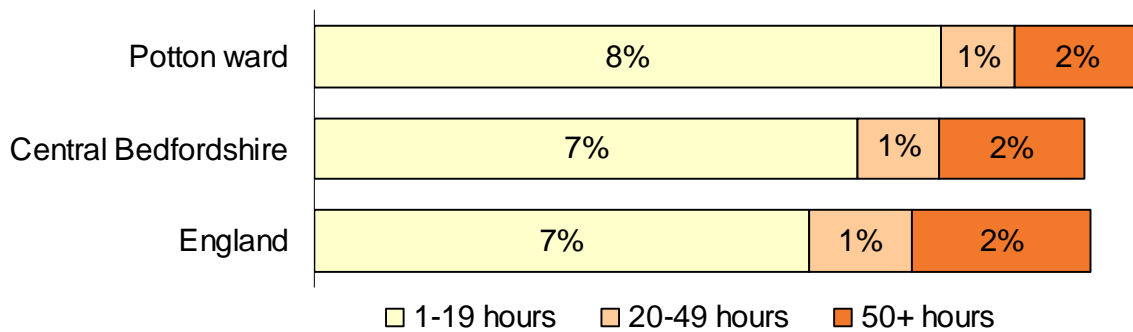
(Source: Office for National Statistics, 2011 Census, Long term health problem or disability, Table QS303EW)





## Provision of unpaid care, all people, hours per week, 2011

850 residents in Potton ward provided unpaid care at the 2011 Census, equivalent to 11% of the population. This was similar to the figures for Central Bedfordshire and England, and there has been little change since 2001. As the chart below shows, most people provided 1-19 hours care per week.



Note: percentages may not sum due to rounding.

(Sources: Office for National Statistics, 2011 Census, Provision of unpaid care, Table QS301EW, and Office for National Statistics, 2001 Census, Sex and age by general health and provision of unpaid care, Table CAS025)



## Children and young people

### Composition of households with dependent children<sup>(note 12)</sup>, all households, 2011

The overall proportion of households with dependent children was similar in Potton ward and Central Bedfordshire.

	This ward (number)	This ward (%)	Central Bedfordshire	England
Married / Civil partnership parents	610	18.7%	18.6%	15.3%
Co-habiting parents	120	3.8%	4.5%	4.0%
Lone parent	140	4.4%	6.5%	7.1%
- Male lone parent	20	0.6%	0.7%	0.7%
- Female lone parent	120	3.7%	5.7%	6.4%
Other households with dependent children	50	1.7%	2.0%	2.6%
All households with dependent children	930	28.6%	31.6%	29.1%

Note that percentages shown are as a proportion of all households in each area.

(Sources: Office for National Statistics, 2011 Census, Household composition, Table KS105EW, and Lone parent households with dependent children, Table KS107EW and Office for National Statistics, 2001 Census, Household composition by tenure and occupancy rating, Table CAS053)



## Children achieving 5 or more GCSEs grade A\*-C, including English and Maths<sup>(note 13)</sup>

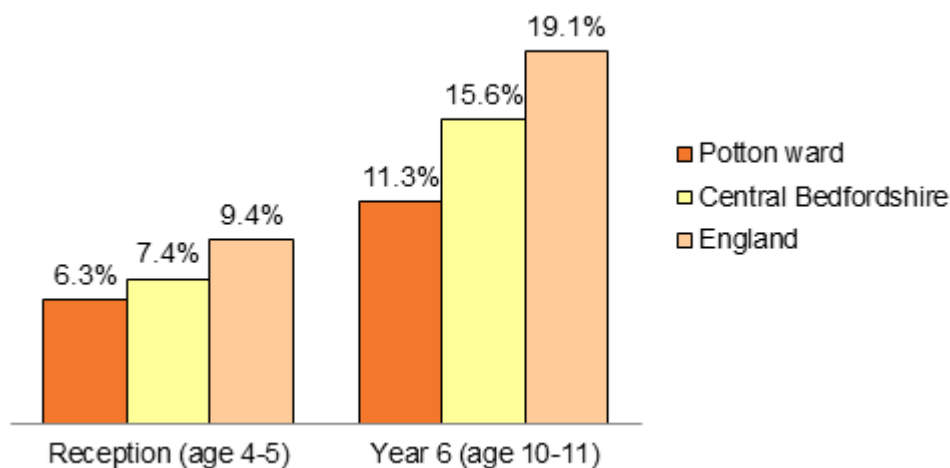
In 2014, a higher proportion of children in Potton ward gained 5 GCSEs at grades A\*-C, including English and Maths, compared to Central Bedfordshire and England.



(Source: Central Bedfordshire Council, 2014)

## Child obesity, 2011-14<sup>(note 14)</sup>

Over the three year period 2011-2014, there were no significant differences in the proportion of obese children in Potton ward compared to the Central Bedfordshire average, either in Reception, or in year 6.



(Source: [www.noo.org.uk/visualisation](http://www.noo.org.uk/visualisation) National Child Measurement Programme 2011/12 to 2013/14)

## Notes and definitions

1. **Country of birth:** 'EU (pre-2004)' refers to the 15 western European states that were EU members at the start of 2004. 'EU (Accession)' refers to the 12 states that have joined the EU since 2004, most of which are in Eastern Europe.
2. **Household tenure:** 'Owned' includes households that are owned outright, owned with a mortgage, and owned with shared ownership. 'Socially rented' includes households that are rented from Local Authorities and those rented from Registered Social Landlords (RSLs), such as Housing Associations. 'Private rented' includes households that are rented from private landlords and also those that are rent free.
3. **Index of Multiple Deprivation (IMD)** is a key indicator of deprivation, published by Department for Communities and Local Government. It uses 37 different indicators, grouped into seven 'domains', which are weighted and combined to produce the IMD score for an area. Areas can be ranked to show which are the most deprived. The current IMD was published in 2010. A new IMD is due to be published in autumn 2015. Details of this will be made available on our website: [www.centralbedfordshire.gov.uk/statistics](http://www.centralbedfordshire.gov.uk/statistics)
4. **Lower Super Output Areas (LSOAs)** are a statistical geography used nationally. There are 154 LSOAs in Central Bedfordshire, each containing an average of 1,600 people (based on 2011 figures). Each LSOA is identified using the name of the ward it is in and a unique three-digit code.
5. **Income Deprivation Affecting Children Index (IDACI)** forms part of the Indices of Deprivation from the Department for Communities and Local Government. IDACI shows the proportion of children aged 0-15 living in households that receive work-related benefits, or where income is below 60% of the national median.
6. **Income Deprivation Affecting Older People Index (IDAOPI)** forms part of the Indices of Deprivation from the Department for Communities and Local Government. IDAOPI shows the proportion of people aged 60 or over living in households that receive pension credits.
7. **Fuel poverty** in England is measured by the Low Income High Costs definition, which considers a household to be in fuel poverty if:
  - They have required fuel costs that are above average (the national median level)
  - Were they to spend that amount they would be left with a residual income below the official poverty line
8. **Output Areas** are part of the same statistical geography as LSOAs (see note 4, above). There are 795 Output Areas in Central Bedfordshire, each containing an average of 310 people and 130 households (based on 2011 figures).
9. **Unemployment** rates are calculated as a percentage of the 2013 mid year estimate population aged 16-64 in each area. Rates for Central Bedfordshire, England, and the wards from September 2014 onwards are calculated by ONS (via Nomis). Rates for the wards from July 2013 to August 2014 are calculated locally. Numbers are rounded to the nearest five.
10. **Out of work benefits** include job seeker's allowance (JSA), employment and support allowance (incapacity benefit), lone parent benefit and other income related benefits. JSA accounts for approximately 30-35% of all out of work benefits. Working age is 16-64.



11. **Qualification levels:** a quick guide to each level is shown below. Please note that the list is not exhaustive and other qualifications are included in each level.

- Level 1/2: 1 or more GCSE
- Level 3: 2 or more A-levels
- Level 4/5: first degree or higher
- Other: includes apprenticeships

12. A **dependent child** is a person aged 0-15 in a household (whether or not in a family) or aged 16-18 in full-time education and living with his or her parent(s). It does not include any children who have a spouse, partner or child living in the household.

13. **GCSE results:** data only includes those children attending maintained schools and Academies within Central Bedfordshire. Ward level data is estimated using best fit methodology. Note that from the 2016/17, a new grading system will be introduced for GCSEs, replacing the current system of A\*-G. Students will be awarded a grade from 9 to 1, with 9 being the highest, and 4 being equivalent to a current 'C' grade.

14. **Child obesity** data: due to the small cohort sizes at ward level, the data shown here is a three-year average, using data from 2001/12, 2012/13 and 2013/14.

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