

# Kessingland Profile

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Oxford Consultants for Social Inclusion  
(OCSI)



Commissioned by Suffolk ACRE



## Section 1 Kessingland Profile

### 1.1 Introduction

- 1.1.1 Many small settlements are home to vulnerable groups experiencing particular deprivation issues. Information at settlement level can help target programmes run by mainstream providers, as well as helping local communities with the evidence-base to support the development of community and parish plans and strengthening local funding applications.
- 1.1.2 This short area profile is based on detailed *Output Area* datasets developed and collected by Oxford Consultants for Social Inclusion<sup>1</sup>. We have used the Office for National Statistics Output Area definitions of settlements to develop these profiles.
- 1.1.3 Kessingland lies in Waveney district, and at the time of the 2001 Census had a population of 4211.

### 1.2 Population

- 1.2.1 Population size and composition are crucial elements in any attempt to identify, measure and understand social exclusion. It is important to know how many people live within a settlement, and their characteristics such as age and sex. Additional information such as ethnic composition, as well as the numbers of children and older people, add further valuable context to the analysis.

#### Key Population Indicators

	Kessingland		Suffolk		East of England	
	N	%	N	%	N	%
All People	4,211	-	668,553	-	5,388,140	-
Males	2,027	48.1%	327,900	49.0%	2,638,335	49.0%
Females	2,184	51.9%	340,653	51.0%	2,749,805	51.0%
Aged 0-4	197	4.7%	38,486	5.8%	321,579	6.0%
Aged 5-15	575	13.7%	94,104	14.1%	761,320	14.1%
Aged 0-15	772	18.3%	132,590	19.8%	1,082,899	20.1%
Working age	2,231	53.0%	395,660	59.2%	3,283,713	60.9%
Aged 65 and over	1,082	25.7%	122,731	18.4%	886,735	16.5%
All households	2,177	-	295,569	-	2,312,052	-

Source: OCSI (2007), from Census 2001, ONS Settlement Definitions (2005)

#### Population Growth

	Kessingland	Suffolk	East of England
	N	N	N
2001	4,230	669,913	5,400,463
2002	4,240	671,574	5,422,397
2003	4,242	678,074	5,462,918
2004	4,278	683,736	5,491,293
Population increase 2001 to 2004	1.2%	2.1%	1.7%

Source: OCSI (2007), from MYE 2001-4, ONS Settlement Definitions (2005)

### 1.3 Population Characteristics

#### Key Population Groups<sup>2</sup>

- 1.3.1 Although it is not possible to identify social exclusion issues from population counts of key communities, this information can help identify concentrations of people who may be particularly 'at-risk' of social exclusion and deprivation.

<sup>1</sup> These datasets were developed as part of the "Deprivation in Rural Norfolk" project, see OCSI (2006). *Deprivation in Rural Norfolk*.

<sup>2</sup> The denominator for lone parent households with dependent children is all households with dependent children. The denominator for lone pensioner households is all pensioner households.

	Kessingland		Suffolk		East of England	
	N	%	N	%	N	%
All households	2,177	-	295,569	-	2,312,052	-
Lone parent households with dependent children	110	22.8%	13,949	17.6%	117,962	18.0%
Pensioner households	687	31.6%	76,500	25.9%	551,657	23.9%
Lone pensioner households	369	53.7%	42,927	56.1%	315,542	57.2%
Student households	0	0.0%	56	0.0%	3,936	0.2%
One person households	543	24.9%	80,722	27.3%	631,113	27.3%
Married households	637	29.3%	111,528	37.7%	882,350	38.2%
Cohabiting households	135	6.2%	23,616	8.0%	196,076	8.5%
Other households	125	5.7%	17,684	6.0%	164,575	7.1%

Source: OCSI (2007), from Census 2001, ONS Settlement Definitions (2005)

### Ethnicity overview

	Kessingland		Suffolk		East of England	
	N	%	N	%	N	%
All people	4,222	-	668,445	-	5,387,671	-
White British	4,125	98.0%	626,741	93.7%	4,927,343	91.4%
Other white	42	1.0%	23,392	3.5%	197,736	3.7%
Non-white	55	1.3%	18,312	2.7%	262,592	4.9%

Source: OCSI (2007), from Census 2001, ONS Settlement Definitions (2005)

### Ethnicity detail

	Kessingland		Suffolk		East of England	
	N	%	N	%	N	%
All people	4,222	-	668,445	-	5,387,671	-
White British	4,125	98.0%	626,741	93.7%	4,927,343	91.4%
Other white	42	1.0%	23,392	3.5%	197,736	3.7%
Non-white	55	1.3%	18,312	2.7%	262,592	4.9%
Mixed	43	1.0%	7,063	1.1%	57,771	1.1%
South Asian (incl mixed)	10	0.2%	5,466	0.8%	139,028	2.6%
Indian	0	0.0%	1,598	0.2%	50,967	0.9%
Pakistani	0	0.0%	478	0.1%	38,810	0.7%
Bangladeshi	0	0.0%	1,164	0.2%	18,473	0.3%
Black (incl mixed)	26	0.6%	7,773	1.2%	74,233	1.4%
Black Caribbean	0	0.0%	2,283	0.3%	26,124	0.5%
Black African	3	0.1%	843	0.1%	16,971	0.3%
Chinese	3	0.1%	1,504	0.2%	20,375	0.4%
Other ethnic group	16	0.4%	3,569	0.5%	28,956	0.5%

Source: OCSI (2007), from Census 2001, ONS Settlement Definitions (2005)

### Religion

	Kessingland		Suffolk		East of England	
	N	%	N	%	N	%
All people	3,881	-	613,355	-	4,970,388	-
Christian	3,212	82.8%	494,608	80.6%	3,886,778	78.2%
Buddhist	3	0.1%	1,167	0.2%	11,994	0.2%
Hindu	0	0.0%	913	0.1%	31,468	0.6%
Jewish	0	0.0%	630	0.1%	30,338	0.6%
Muslim	8	0.2%	2,619	0.4%	78,972	1.6%
Sikh	3	0.1%	430	0.1%	13,365	0.3%
Other religion	19	0.5%	1,825	0.3%	15,330	0.3%
No religion	636	16.4%	111,163	18.1%	902,143	18.2%

Source: OCSI (2007), from Census 2001, ONS Settlement Definitions (2005)

## Occupation Groups

	Kessingland		Suffolk		East of England	
	N	%	N	%	N	%
All People in work	1,571	-	313,823	-	2,579,358	-
Managers and senior officials	168	10.7%	45,356	14.5%	419,221	16.3%
Professional occupations	119	7.6%	29,614	9.4%	279,159	10.8%
Associate professional and technical occupations	169	10.8%	40,017	12.8%	349,431	13.5%
Administrative and secretarial occupations	162	10.3%	38,285	12.2%	353,232	13.7%
Skilled trades occupations	277	17.6%	43,232	13.8%	310,983	12.1%
Personal service occupations	142	9.0%	22,808	7.3%	173,180	6.7%
Sales and customer service occupations	126	8.0%	23,064	7.3%	188,081	7.3%
Process; plant and machine operatives	197	12.5%	30,131	9.6%	209,345	8.1%
Elementary occupations	211	13.4%	41,316	13.2%	296,726	11.5%

Source: OCSI (2007), from Census 2001, ONS Settlement Definitions (2005)

## 1.4 Multiple Deprivation

1.4.1 The Index of Multiple Deprivation 2004 (IMD 2004) is based on seven separate "domains" of deprivation - income, worklessness, health, education and skills, crime, barriers to housing and services, and the living environment.

1.4.2 Detailed small area multiple deprivation analysis based on the IMD 2004 modelled down to Output Area (OA) level<sup>3</sup> indicates that there are extremely deprived areas in Kessingland with 1290 people (30.6% of the population) living in areas identified as among the most deprived 20% in the region.

	Kessingland		Suffolk		East of England	
	N	%	N	%	N	%
Working-age people receiving any DWP benefit	421	18.7%	51,735	12.9%	418,888	12.6%

Source: OCSI (2007), from DWP (2005), ONS Settlement Definitions (2005)

## 1.5 Low Income

1.5.1 People living on a low income are among the most deprived groups in society. A person or household living on a low income may be out of work, or in work but on low pay.

	Kessingland		Suffolk		East of England	
	N	%	N	%	N	%
ID 2004 Income domain score	758	17.9%	83,929	12.6%	696,355	12.6%
Income Support (IS) claimants	169	7.5%	19,428	4.8%	163,787	4.8%
Income Deprivation Affecting Children Index (IDACI)	191	24.5%	20,166	15.2%	172,330	15.2%
ID 2004 Income Deprivation Affecting Older Persons Index (IDAOPI)	200	14.8%	19,476	12.3%	151,531	12.3%
Pension Credit (PC) claimants	334	27.1%	30,639	21.1%	230,152	21.1%

Source: OCSI (2007), from Norfolk CC (2006), ODPM (2004), DWP (2005), ONS Settlement Definitions (2005)

<sup>3</sup> Index of Multiple Deprivation (IMD) 2004 modelled down to Output Area (OA) level by OCSI - see OCSI (2006) *Deprivation in Rural Norfolk* for more details.

## 1.6 Employment and Enterprise

1.6.1 Being out of work can have a severe impact on an individual's quality of life - both in terms of the economic implications and in terms of the wider social exclusion implications. The impacts will be felt not only by the individual, but also by partners and dependent children.

### Economic Status

	Kessingland		Suffolk		East of England	
	N	%	N	%	N	%
All People aged 16-74	2,891	-	476,013	-	3,883,987	-
Economically Active	1,701	58.8%	327,471	68.8%	2,689,563	69.2%
Full Time	933	32.3%	194,884	40.9%	1,654,887	42.6%
Part Time	358	12.4%	65,538	13.8%	484,731	12.5%
Self Employed	237	8.2%	44,320	9.3%	359,110	9.2%
Economically Inactive	1,203	41.6%	148,539	31.2%	1,194,218	30.7%
Working more than 49 hours per week	259	9.0%	56,633	11.9%	458,223	11.8%

Source: OCSI (2007), from Census 2001, ONS Settlement Definitions (2005)

### Worklessness

	Kessingland		Suffolk		East of England	
	N	%	N	%	N	%
ID 2004 Employment domain score	270	12.6%	28,663	7.6%	226,078	7.2%
Jobseekers Allowance (JSA) claimants	75	3.3%	10,702	2.7%	87,132	2.6%
Incapacity Benefit/Severe Disablement Allowance (IBSDA) claimants	198	8.8%	22,221	5.5%	177,499	5.3%

Source: OCSI (2007), ODPM (2004), DWP (2005), ONS Settlement Definitions (2005)

### What jobs are people doing?

	Kessingland		Suffolk		East of England	
	N	%	N	%	N	%
All People in work	1,566	-	313,835	-	2,579,458	-
Real estate, renting and business activities	108	6.9%	32,672	10.4%	343,229	13.3%
Manufacturing	273	17.4%	48,025	15.3%	373,152	14.5%
Wholesale and retail trade, repairs	301	19.2%	53,382	17.0%	445,895	17.3%
Education	87	5.6%	18,804	6.0%	189,314	7.3%
Health and social work	160	10.2%	32,293	10.3%	249,784	9.7%
Construction	151	9.6%	23,369	7.4%	196,480	7.6%
Transport, storage and communications	86	5.5%	27,127	8.6%	191,265	7.4%
Public administration and defence, social security	81	5.2%	17,699	5.6%	133,092	5.2%
Hotels and restaurants	123	7.9%	15,538	5.0%	107,548	4.2%
Financial intermediation	17	1.1%	11,763	3.7%	149,796	5.8%
Agriculture, hunting and forestry	43	2.7%	9,592	3.1%	49,062	1.9%
Electricity, gas and water supply	19	1.2%	3,513	1.1%	16,287	0.6%
Mining and quarrying	18	1.1%	954	0.3%	5,320	0.2%
Fishing	15	1.0%	188	0.1%	629	0.0%
Other community, social and personal service activities	84	5.4%	18,916	6.0%	128,605	5.0%

Source: OCSI (2007), from Census 2001, ONS Settlement Definitions (2005)

## 1.7 Health

1.7.1 Health is a fundamental determinant of quality of life, having a direct impact on an individual's ability to live a fulfilling and enjoyable life and also indirectly impacting on their ability to

sustain standards of living through income. Ill health may also have a severe effect on other people, either directly through changing relationships (for example forcing people into informal unpaid care), or through indirect effects such as change in household income.

	Kessingland		Suffolk		East of England	
	N	%	N	%	N	%
Disability Living Allowance (DLA) claimants	237	5.6%	26,547	3.9%	205,590	3.8%
People permanently sick or disabled (Census)	178	6.2%	19,257	4.0%	151,737	3.9%
People with a limiting long-term illness (Census)	1,028	24.4%	114,292	17.1%	873,168	16.2%

Source: OCSI (2007), from DWP (2005), Census 2001, ONS Settlement Definitions (2005)

## 1.8 Education and Skills

1.8.1 Improving the level of education and skills present within a local population remains an important policy objective for both local and central government. The task of implementing initiatives to improve life-long learning and enhance individual development (and employability) represents a significant and essential challenge for local authorities.

### Adult Skills

	Kessingland		Suffolk		East of England	
	N	%	N	%	N	%
People aged 16 - 74	2,633	-	439,061	-	3,603,395	-
No qualifications	1,205	45.8%	144,039	32.8%	1,085,264	30.1%
Highest qualification attained level 1	519	19.7%	84,920	19.3%	707,197	19.6%
Highest qualification attained level 2	487	18.5%	95,978	21.9%	797,625	22.1%
Highest qualification attained level 3	159	6.0%	35,512	8.1%	308,566	8.6%
Highest qualification attained level 4/5	263	10.0%	78,612	17.9%	704,743	19.6%

Source: OCSI (2006), from Census 2001, ONS Settlement Definitions (2005)

## 1.9 Housing

1.9.1 Information on housing and households allows us to identify areas where people may be at risk of social exclusion, due to the type and condition of their housing or their household structure.

### Tenure

	Kessingland		Suffolk		East of England	
	N	%	N	%	N	%
All households	1,873	-	281,150	-	2,232,025	-
Owner occupied	1,424	76.0%	200,910	71.5%	1,622,860	72.7%
Social rented	276	14.7%	43,181	15.4%	368,702	16.5%
Private rented	108	5.8%	24,980	8.9%	169,074	7.6%
Other	65	3.5%	12,079	4.3%	71,389	3.2%

Source: OCSI (2007), from Census 2001, ONS Settlement Definitions (2005)

### Households by Dwelling Type

	Kessingland		Suffolk		East of England	
	N	%	N	%	N	%
All households	2,177	-	295,569	-	2,312,052	-
Detached house	509	23.4%	104,787	35.5%	697,517	30.2%
Semi-detached house	737	33.9%	92,364	31.2%	721,565	31.2%
Terraced house	820	37.7%	65,718	22.2%	543,424	23.5%
Flat (purpose built)	52	2.4%	22,054	7.5%	262,671	11.4%
Flat (other)	30	1.4%	8,929	3.0%	72,628	3.1%
Caravan or other mobile or temporary accommodation	29	1.3%	1,717	0.6%	14,247	0.6%

Source: OCSI (2007), from Census 2001, ONS Settlement Definitions (2005)

### Key Housing Indicators

	Kessingland		Suffolk		East of England	
	N	%	N	%	N	%
All households	2,177	-	295,569	-	2,312,052	-
Overcrowded households	55	3.0%	10,936	3.9%	115,357	5.2%
Households lacking central heating	119	6.4%	21,608	7.7%	115,685	5.2%

Source: OCSI (2007), from Census 2001, ONS Settlement Definitions (2005)

### Council Tax Bands

	Kessingland		Suffolk		East of England	
	N	%	N	%	N	%
All Households	2,189	-	304,052	-	2,373,948	-
Council Tax band A-B	1,666	76.1%	156,821	51.6%	844,864	35.6%
Council Tax band C-D	447	20.4%	102,073	33.6%	1,037,908	43.7%
Council Tax band E-F	68	3.1%	36,840	12.1%	386,990	16.3%
Council Tax band G-H	8	0.4%	8,318	2.7%	104,186	4.4%

Source: OCSI (2007), from Valuation Office Agency (2005), ONS Settlement Definitions (2005)

## 1.10 Access to Services

1.10.1 Access to services is a major factor in quality of life for people and communities. People are at risk from social exclusion where necessary services such as food shops and post offices are not easily accessible. This is especially likely to present difficulties for people whose mobility is limited, are unable to drive, or in areas where public transportation is poor.

	Kessingland		Suffolk		East of England	
	N	%	N	%	N	%
Households with no car or van	474	25.3%	55,604	19.8%	441,880	19.8%

Source: OCSI (2007), from Census 2001, ONS Settlement Definitions (2005)

## 1.11 Indicator definitions and sources

### *Population*

- All population breakdowns are from the Census 2001

### *Multiple Deprivation*

- IMD 2004 (ODPM - Indices of Deprivation 2004, OCSI modelled data 2006)
- Working-age people receiving any DWP benefit - Working Age Client Group (DWP Quarterly Benefit Datasets: August 2005, OCSI modelled data 2006)

### *Low Income*

- ID 2004 Income domain, ID 2004 Income Deprivation Affecting Children Index (IDACI), ID 2004 Income Deprivation Affecting Older Persons Index (IDAOPI) (ODPM - Indices of Deprivation 2004, OCSI modelled data 2006)
- Income Support (IS) claimants, Pension Credit (PC) claimants (DWP Quarterly Benefit Datasets: August 2005, OCSI modelled data 2006)

### *Employment and Enterprise*

- Economic activity; Hours worked; Industry of Employment (Census 2001)
- ID 2004 Employment domain (ODPM - Indices of Deprivation 2004, OCSI modelled data 2006)
- Jobseekers Allowance (JSA) claimants ; Incapacity Benefit/ Severe Disablement Allowance (IBSDA) claimants (DWP Quarterly Benefit Datasets: August 2005, OCSI modelled data 2006)

### *Health*

- Disability Living Allowance (DLA) claimants (DWP Quarterly Benefit Datasets: August 2005, OCSI modelled data 2006)
- People permanently sick or disabled, People with a limiting long-term illness (Census 2001)

### *Education and Skills*

- Qualifications (Census 2001)

### *Housing*

- Tenure; Housing type; Overcrowded households; Households lacking central heating (Census 2001)
- Council Tax bands (Valuation Office Agency 2004)

### *Access to Services*

- Households with no car or van (Census 2001)