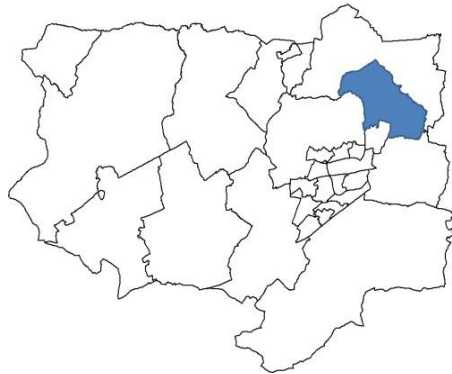# Bramley and Sherfield Ward Profile

Population

The 2011 Census population of Bramley and Sherfield was 5,875. The population had increased by 935 people since 2001, approximately 18.9%. Compared to 10.0% for Basingstoke and Deane.

5,875
2011 Census Population

In addition to the usually resident population, there were 120 schoolchildren and students that lived outside the ward during term-time.
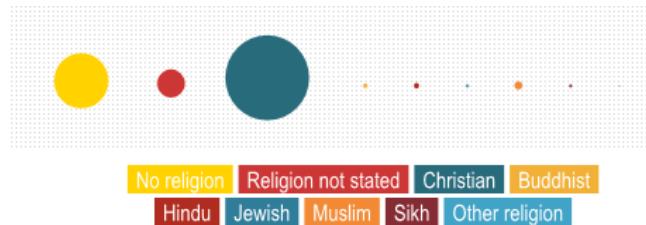
Length of Residence

7.1% of the population were born outside the UK. The majority (67.5%) of these people had lived in the UK for 10 or more years.

Age and Gender Profile

Median Age 39 years

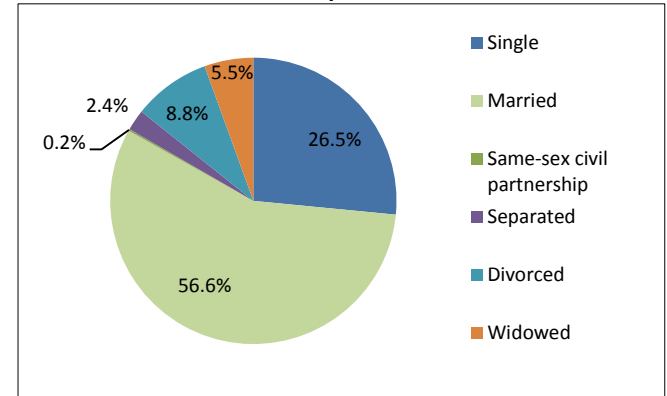☐ 2001 Females ☐ 2001 Males ■ 2011 Females ■ 2011 Males
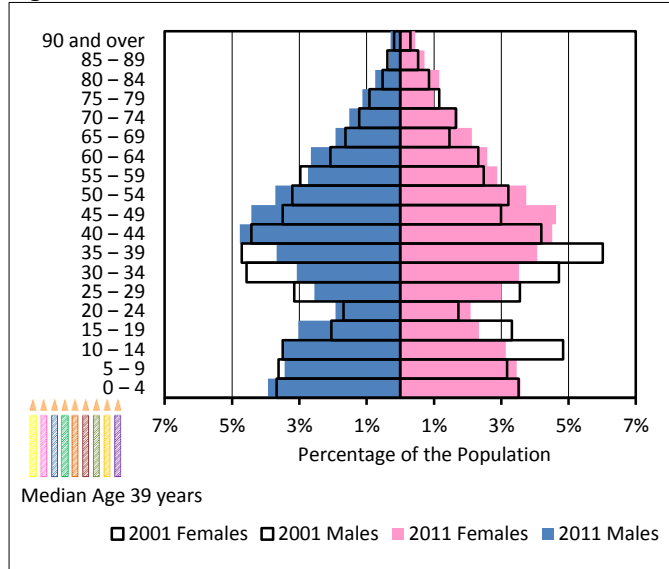
The population had aged since 2001. The percentage of the population aged 45 and over increased by 20.8%, whilst the population aged under 45 decreased by 10.5%. If the entire population of Bramley and Sherfield ward was made to stand in a line according to age, the middle person would have been 39 years old. Compared to 39 for Basingstoke and Deane and 40 for the South East. This is known as the median age.

Religion

No religion | Religion not stated | Christian | Buddhist
Hindu | Jewish | Muslim | Sikh | Other religion

The majority of residents were Christian (64.3%) but this figure had declined by 16.7% since 2001. 27.1% had no religion, which was an increase of 76.3% since 2001.

Marital and Civil Partnership Status

- Single — 26.5%
- Married — 56.6%
- Same-sex civil partnership — 0.2%
- Separated — 2.4%
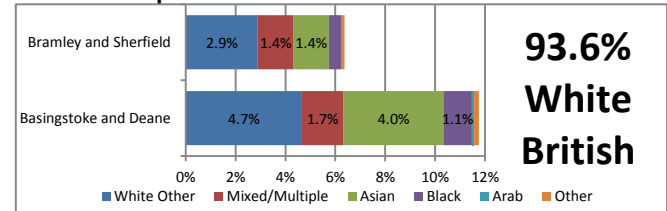- Divorced — 8.8%
- Widowed — 5.5%

The percentage of the adult population that were married declined by 3.9% over the decade. Compared to a 5.2% decline for Basingstoke and Deane. The percentage that were single increased by 13.2%.

Main Language

👤 **98.3% spoke English** as their main language

🔴 **French and Polish** were the other most common main languages

Ethnic Group

Bramley and Sherfield: 2.9% | 1.4% | 1.4%
Basingstoke and Deane: 4.7% | 1.7% | 4.0% | 1.1%

■ White Other ■ Mixed/Multiple ■ Asian ■ Black ■ Arab ■ Other

93.6% White British

Non-White British ethnicities made up 6.4% of the ward's population (shown on the chart).

Basingstoke and Deane

Economic Activity

Legend (top to bottom):
- Inactive: Other
- Inactive: Long-term sick or disabled
- Inactive: Looking after home or family
- Inactive: Student (including full-time students)
- Inactive: Retired
- Active: Full-time student
- Active: Unemployed
- Active: Self-employed
- Active: Employee: Full-time
- Active: Employee: Part-time

2001: 405, 1,830, 345, 60, 360, 100, 235
2011: 565, 2,035, 445, 110, 530, 125, 190
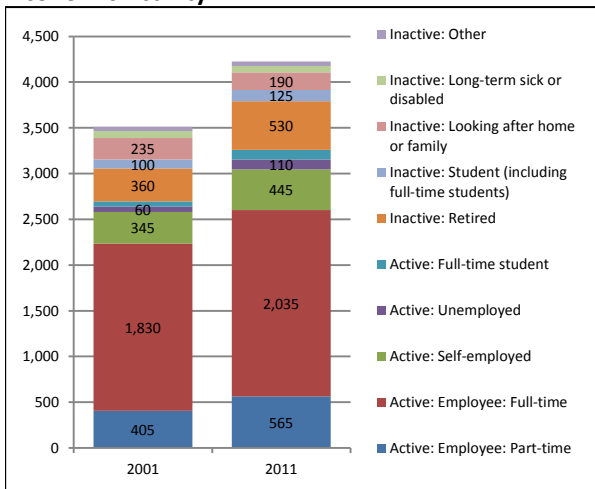
Nearly half (48.1%) of all residents aged 16-74 were working full-time in 2011, a decline of 7.7% since 2001. Those that were retired accounted for 12.5%, an increase of 22.3% since 2001. The percentage working part-time increased by 15.6%.

Occupation

Top five occupations:

1. **Corporate managers and directors (11.7%)**
2. **Business and public service associate professionals (11.3%)**
3. **Science research, engineering and technology professionals (10.0%)**
4. **Administrative occupations (8.3%)**
5. **Business, media and public service professionals (7.0%)**

These top five occupations accounted for 48.4% of all the occupations in the ward. Since 2001, the percentage of the population employed in professional occupations (shown in blue) increased by 35.9%, whilst the percentage employed as managers, directors and senior officials (shown in purple) declined by 38.8%.

Method of Travel to Work

2001: 275, 230, 1,825, 875
2011: 440, 295, 2,090, 1,085

Legend:
- Work mainly at or from home
- Underground, metro, light rail, tram
- Train
- Bus, minibus or coach
- Taxi
- Motorcycle, scooter or moped
- Driving a car or van
- Passenger in a car or van
- Bicycle
- On foot
- Other method of travel to work
- Not in employment

Almost half (49.4%) of those aged 16-74 drove a car to work. The percentage travelling by car decreased by 5.2% since 2001, whilst passenger in a car or van declined by 6.6%. The percentage working from home (+32.0%), travelling on foot (12.0%), and by train (+7.1%) increased.

General Health

Legend: Very Good Health, Good Health, Fair Health, Bad Health, Very Bad Health

54.1% of the population were in very good health and a further 34.3% were in good health. Of those with bad or very bad health (2.6%), 48.7% were aged 65 and over.
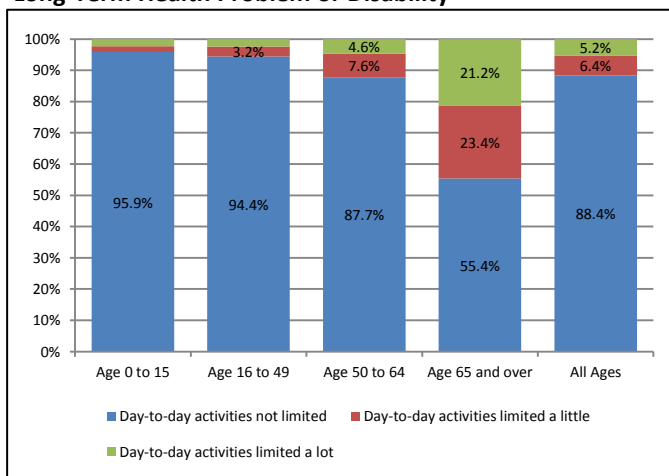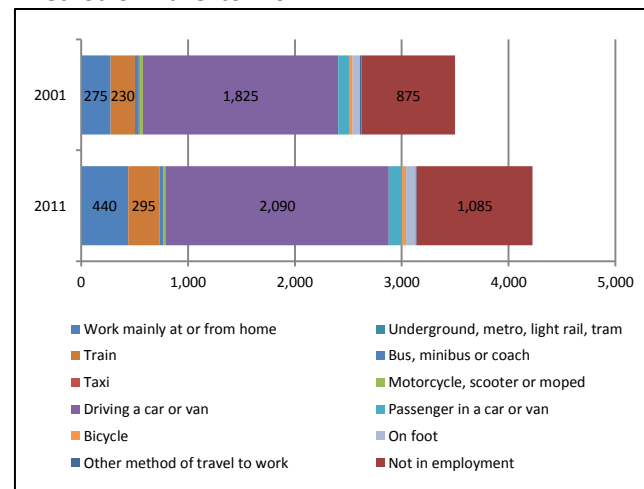
Long-Term Health Problem or Disability

	Age 0 to 15	Age 16 to 49	Age 50 to 64	Age 65 and over	All Ages
Day-to-day activities limited a lot		3.2%	4.6%	21.2%	5.2%
Day-to-day activities limited a little			7.6%	23.4%	6.4%
Day-to-day activities not limited	95.9%	94.4%	87.7%	55.4%	88.4%

The percentage with a health problem or disability increased with age. 44.6% of those aged 65 and over had their day to day activities limited, compared to 45.3% across the borough.

Provision of Unpaid Care

▲ **8.8% of residents** provided unpaid care (520 people) compared to 9.1% across the borough

● **19.7% of unpaid carers** provided 50 or more hours of unpaid care a week (100 people) compared to 19.6% in the borough overall

★ **21.3% of unpaid carers** were aged 65 and over (110 people) compared to 20.3% in the borough as a whole

The percentage of the population providing unpaid care to others increased by 8.7% over the decade.

Qualifications

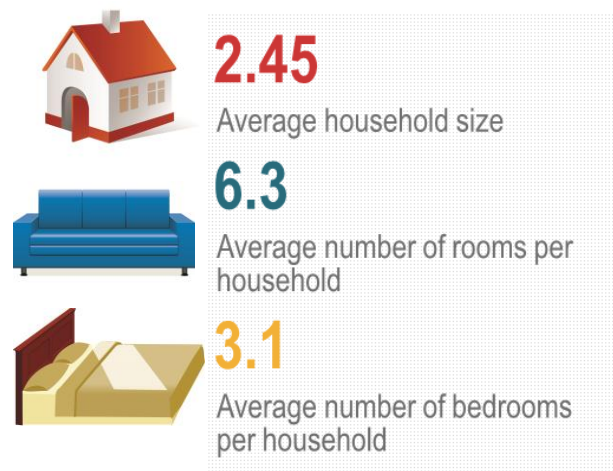13.1% of residents aged 16+ had no qualifications.

Basingstoke and Deane

Dwellings

The number of dwellings in Bramley and Sherfield in 2011 was 2,400. This was an increase of 430 since 2001, approximately 21.9%. Compared to 13.0% for Basingstoke and Deane and 8.9% for the South East.
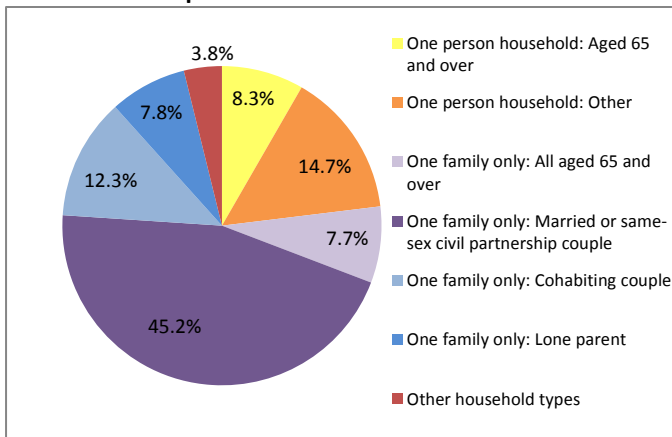
2,400

Dwellings

In addition to dwellings, there were 3 communal establishments, containing 70 people. These were medical, care, and educational establishments.

Household Composition

Pie chart legend:
- One person household: Aged 65 and over — 8.3%
- One person household: Other — 14.7%
- One family only: All aged 65 and over — 7.7%
- One family only: Married or same-sex civil partnership couple — 45.2%
- One family only: Cohabiting couple — 12.3%
- One family only: Lone parent — 7.8%
- Other household types — 3.8%

There were 2,365 households in Bramley and Sherfield and these housed 5,805 people. Many households were occupied by married or civil partnership couple families (45.2%). Almost a quarter (23.1%) were lived in by those that live alone, a 3.9% increase since 2001. 16.1% of households were occupied entirely by people aged 65 and over.

Accommodation Type

Detached
Terraced
Semi-detached
Flat
Caravan

Nearly half of households lived in semi-detached properties (43.9%). The percentage living in flats increased by 98.6% over the decade. The percentage living in houses and bungalows declined by 3.7%.

Average Household Size, Rooms and Bedrooms

2.45
Average household size

6.3
Average number of rooms per household

3.1
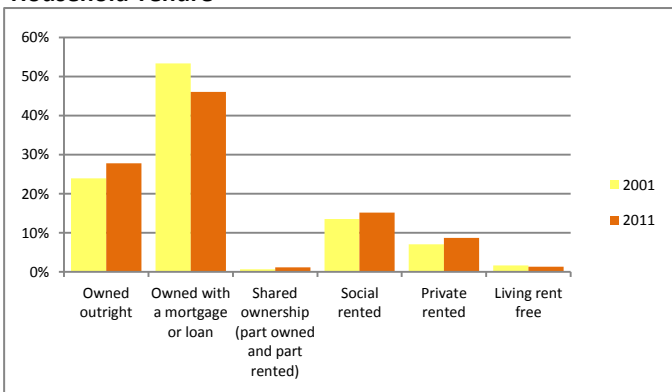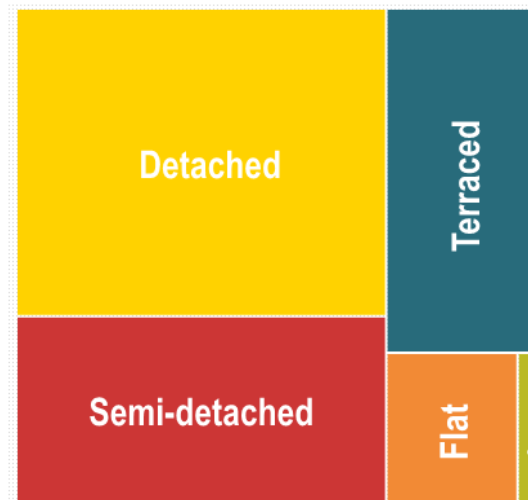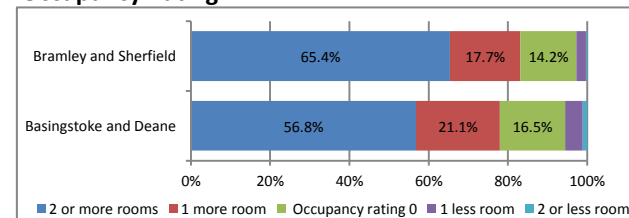Average number of bedrooms per household

Over the decade, average household size decreased from 2.46 to 2.45. Average household size was similar to the borough (2.40 people) and region (2.38) average.

Household Tenure

Bar chart (2001 / 2011) for categories: Owned outright, Owned with a mortgage or loan, Shared ownership (part owned and part rented), Social rented, Private rented, Living rent free.

Over the decade, the percentage of households that owned their home with a mortgage declined by 13.7%. Outright ownership increased by 16.2%, whilst private renting grew by 23.3%. Shared ownership increased by 71.2%, which was an increase of 14 households.

Car Availability

8.2% of households had no access to a car or van, compared to 15.2% for Basingstoke and Deane as a whole. 3.9% had access to 4 or more cars or vans. There were 3,920 cars or vans.
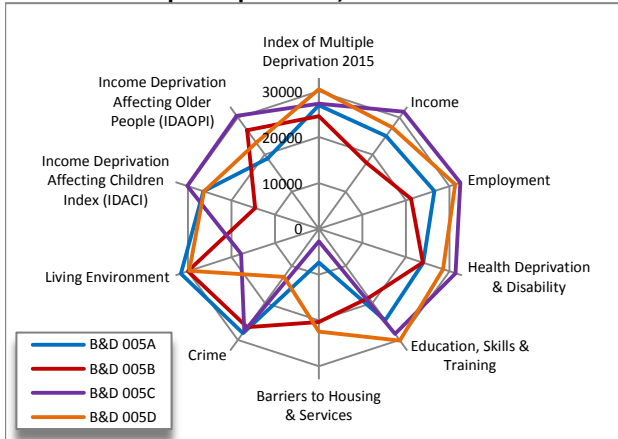
Occupancy Rating

Bramley and Sherfield: 65.4% / 17.7% / 14.2%
Basingstoke and Deane: 56.8% / 21.1% / 16.5%

Legend: 2 or more rooms, 1 more room, Occupancy rating 0, 1 less room, 2 or less rooms

The majority of households had 2 or more rooms than they needed (65.4%).

Basingstoke and Deane

Index of Multiple Deprivation, 2015

Radar chart axes: Index of Multiple Deprivation 2015, Income, Employment, Health Deprivation & Disability, Education, Skills & Training, Barriers to Housing & Services, Crime, Living Environment, Income Deprivation Affecting Children Index (IDACI), Income Deprivation Affecting Older People (IDAOPI)

Legend:
- B&D 005A
- B&D 005B
- B&D 005C
- B&D 005D

The chart shows Index of Multiple Deprivation data for each domain and both IDACI and IDAOPI. It records how deprived each Lower Super Output Area (LSOA) in the ward was compared with all LSOAs in England. The closer each LSOA is to 32,844, the lower the deprivation. Relative deprivation was low in all of the four LSOAs. B&D 005B was the most deprived LSOA in the ward (LSOA boundaries shown on ward map).

Forecast Population and Dwelling Change, 2014-2021

▲ **1,265 more people**
Expected to be resident between 2014-2021
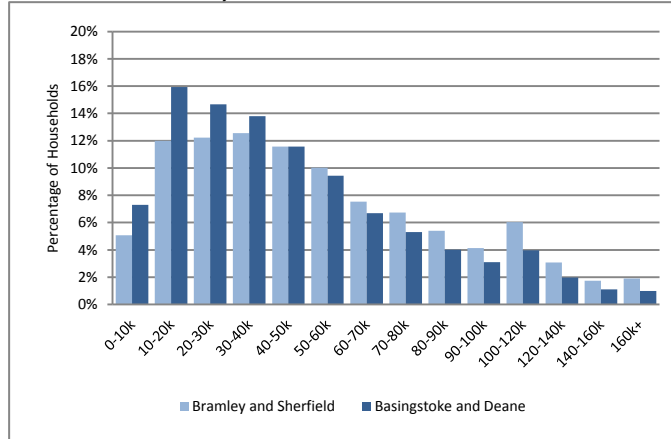
▲ **521 new dwellings**
Expected to be built between 2014-2021

▲ **245 more older people**
(Aged 65 and over) expected to be resident between 2014-2021

Small Area Population Forecasts show that the overall population is expected to increase (+21.5%), a long with dwellings (+21.7%) and older people (+28.9%).

Household Income, 2015

Legend: Bramley and Sherfield | Basingstoke and Deane

2015 income estimates for the ward gave a median household income of £46,900 and lower quartile household income of £26,470. These incomes are above the Basingstoke and Deane median of £38,700 and lower quartile of £21,150.
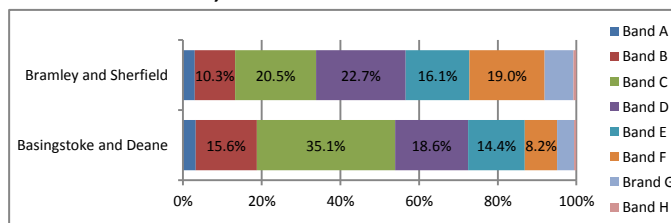
Jobs Available by Sector, 2014

Estimated to be 1,300 jobs in the ward.

The top three sectors:

1. **Health** (30.8%)
2. **Business admin & support services** (15.4%)
3. **Professional, scientific & technical** (15.4%)

Council Tax Bands, 2015

Bramley and Sherfield: 10.3% | 20.5% | 22.7% | 16.1% | 19.0%
Basingstoke and Deane: 15.6% | 35.1% | 18.6% | 14.4% | 8.2%

Legend: Band A, Band B, Band C, Band D, Band E, Band F, Brand G, Band H

Bramley and Sherfield had a larger percentage of dwellings in the higher council tax bands compared to Basingstoke and Deane as a whole, with 65.9% of dwellings in bands D, E, F, G, and H, compared to 46.1% for the borough overall.

MOSAIC Group Profile, 2014

Groups: A, B, D, E, F, G, H, K, M, N
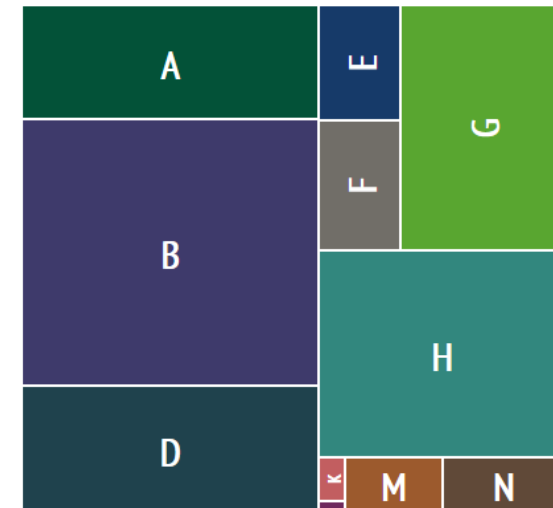
Many households fell into MOSAIC groups B (established families in large detached homes living upmarket lifestyles) and H (younger households settling down in housing priced within their means). The ward had much larger percentages of groups G, B, and D (thriving families who are busy bringing up children and following careers), than the borough as a whole.
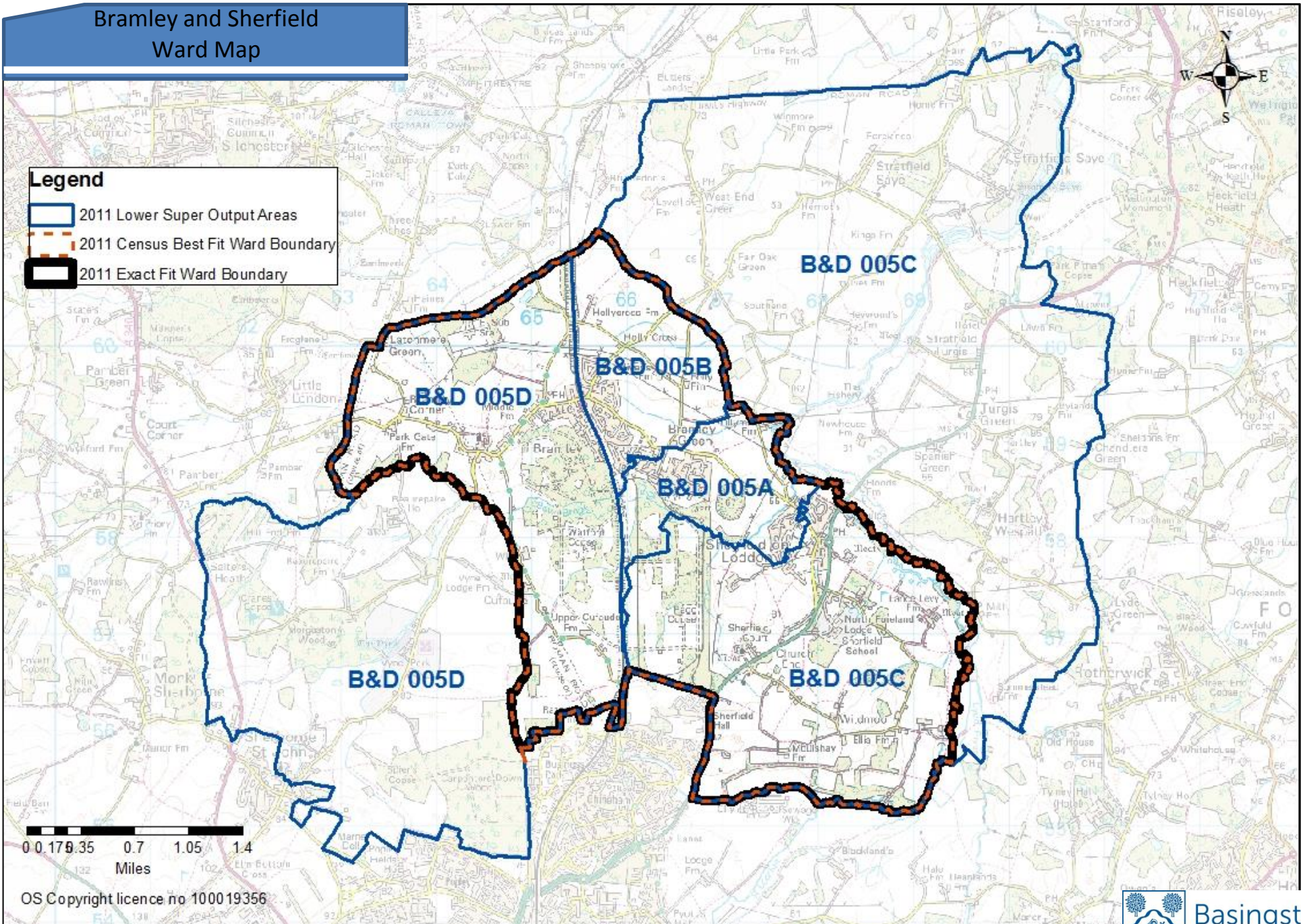
Job Seekers Allowance Claimant Counts, 2006-2015
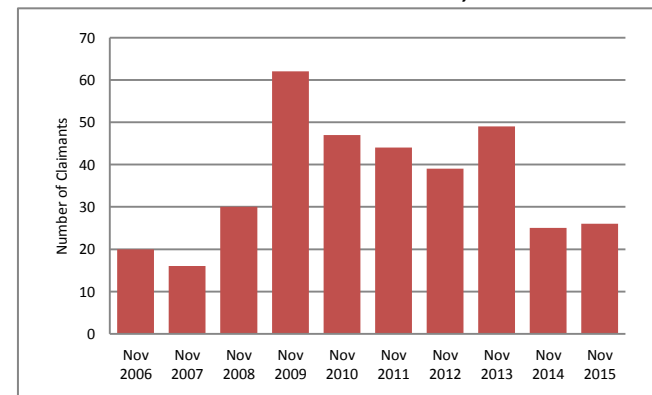
The number of job seekers allowance claimants peaked in November 2009. Numbers have since fallen.

Basingstoke and Deane

Bramley and Sherfield
Ward Map

Legend
2011 Lower Super Output Areas
2011 Census Best Fit Ward Boundary
2011 Exact Fit Ward Boundary

B&D 005C

B&D 005B

B&D 005D

B&D 005A

B&D 005D

B&D 005C

0 0.17 0.35   0.7   1.05   1.4
Miles

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Basingstoke
and Deane

Bramley and Sherfield - This ward did not exist at the time of the 2001 Census. Data collected at Lower Super Output Area (LSOA) level does not fit exactly within the ward boundary (as shown on the ward map). The table below states whether the data is provided for the best fit or the exact fit ward boundary.

Topic	Source Organisation	Source Data	Census Table Codes	Best Fit/Exact Fit	Notes
Population	Office for National Statistics	2001 and 2011 Census	KS01 and KS101EW	Exact Fit	
Length of Residence	Office for National Statistics	2011 Census	QS803EW	Exact Fit	Refers to all usual residents
Age Profile	Office for National Statistics	2001 and 2011 Census	CAS001 and DC1104EW	Exact Fit	
Religion	Office for National Statistics	2001 and 2011 Census	UV15 and KS209EW	Exact Fit	The only voluntary question on the Census
Marital and Civil Partnership Status	Office for National Statistics	2001 and 2011 Census	UV07 and KS103EW	Exact Fit	Refers to usual residents aged 16 and over. Same-sex civil partnerships are included for the first time in 2011
Main Language	Office for National Statistics	2011 Census	QS204EW	Exact Fit	Question asked for the first time in 2011
Ethnic Group	Office for National Statistics	2011 Census	KS201EW	Exact Fit	
Economic Activity	Office for National Statistics	2001 and 2011 Census	UV28 and KS601EW	Exact Fit	Refers to all usual residents aged 16-74
General Health	Office for National Statistics	2001 and 2011 Census	QS302EW and DC3201EW	Exact Fit	Refers to all usual residents. General health is a self assessment of a person's general state of health
Occupation	Office for National Statistics	2011 Census	QS606EW	Exact Fit	All usual residents aged 16 to 74 in employment the week before the census
Long-Term Health Problem or Disability	Office for National Statistics	2011 Census	LC3205EW	Exact Fit	A self defined long-term health problem or disability that limits a person's day-to-day activities, and has lasted, or is expected to last, at least 12 months. This includes problems that are related to old age
Method of Travel to Work	Office for National Statistics	2001 and 2011 Census	KS15 and CT0045	Exact Fit	This is the alternative version of the 2011 Census table, which is consistent with the 2001 version
Provision of Unpaid Care	Office for National Statistics	2001 and 2011 Census	UV21, KS301EW and	Exact Fit	Refers to all usual residents
Qualifications	Office for National Statistics	2011 Census	QS501EW	Exact Fit	Refers to all usual residents aged 16 and over
Dwellings	Office for National Statistics	2001 and 2011 Census	UV55 and QS418EW	Exact Fit	
Average Household Size, Rooms and Bedrooms	Office for National Statistics	2001 and 2011 Census	KS19 and KS403EW	Exact Fit	Average household size is the number of usual residents living in households divided by the number of household spaces with at least one usual resident
Household Composition	Office for National Statistics	2001 and 2011 Census	UV65 and QS113EW	Exact Fit	
Household Tenure	Office for National Statistics	2001 and 2011 Census	UV63 and QS405EW	Exact Fit	Refers to all households
Accommodation Type	Office for National Statistics	2001 and 2011 Census	UV56 and QS402EW	Exact Fit	Refers to all households
Car Availability	Office for National Statistics	2011 Census	QS416EW	Exact Fit	Refers to all households
Occupancy Rating	Office for National Statistics	2011 Census	QS408EW	Exact Fit	Age and relationships of household members are used to derive the number of rooms/bedrooms they require. The number of rooms required is subtracted from the number of rooms in the accommodation to obtain the occupancy rating. A rating of -1 implies one fewer room than required, whereas +1 implies one more room than the standard requirement
Index of Multiple Deprivation, 2015	Department for Communities and Local Government	Index of Multiple Deprivation, 2015		Best Fit	Based on 2011 Lower Super Output Areas. Combines a number of datasets to create the deprivation index
Forecast Population and Dwelling Change, 2014-2021	Hampshire County Council	2014-based Small Area Population Forecasts		Exact Fit	Population forecasts roll forward 2011 Census data to incorporate known births, deaths and dwelling completions and estimate migration. The forecast dwellings data includes all sites with planning permission or allocated in local plans
Household Income, 2015	CACI	Paycheck Directory		Exact Fit	Estimates of household income at ward level
Jobs Available by Sector, 2014	Office for National Statistics	Business Register and Employment Survey		Exact Fit	Data is based on the number of employments in the ward
Council Tax Bands, 2015	Valuation Office Agency	Dwelling Stock by Council Tax Band		Best Fit	Domestic dwelling stock by council tax band. Based on 2011 Lower Super Output Areas
MOSAIC Group Profile, 2014	Experian	MOSAIC Public Sector		Exact Fit	MOSAIC is a classification system that uses a number of data sources to group households by type
Job Seekers Allowance Claimant Counts, 2006-2015	Department for Work and Pensions	Claimant Count		Exact Fit	Records the number of people claiming Job Seekers Allowance (JSA) and National Insurance Credits at Jobcentre Plus local offices

Numbers are rounded to the nearest 5 people/dwellings/households/cars in the majority of Census data topics.

The accompanying ward profile Excel file contains the raw data used in all the ward profiles and comparisons to the borough average.

Basingstoke and Deane