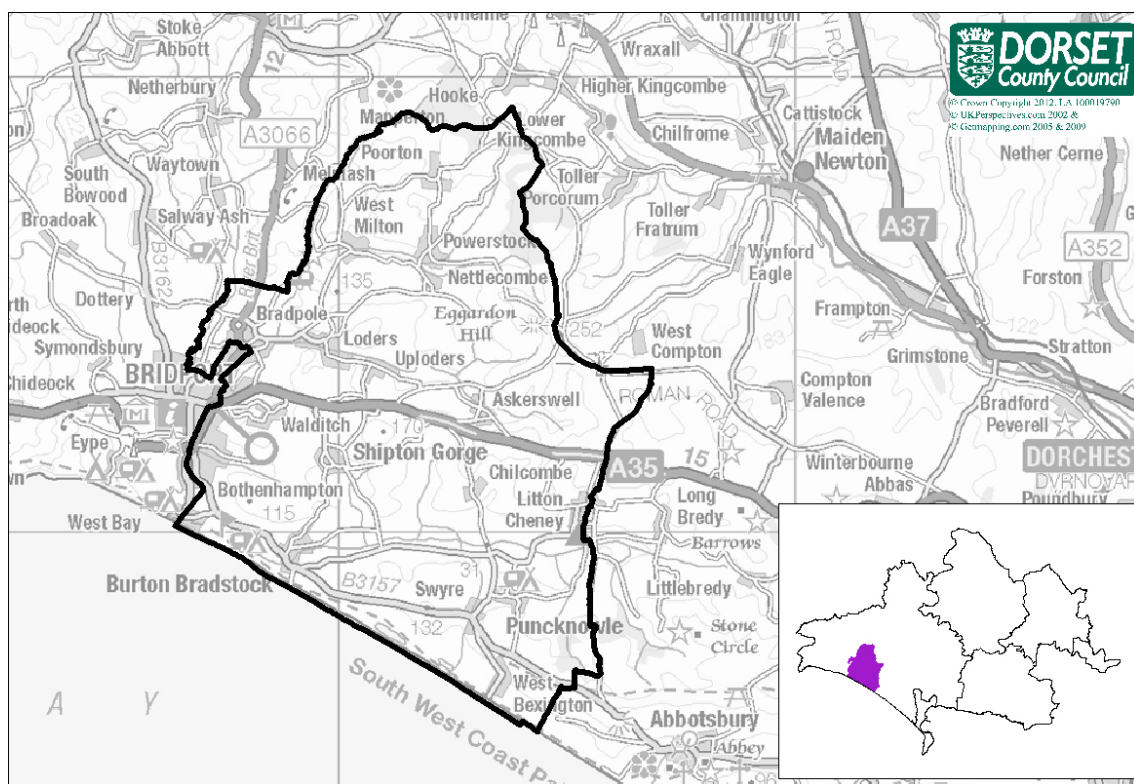


Electoral Division Profile 2013



Bride Valley Electoral Division

Total Population: **7,760** (2011 Mid Year Estimate, DCC) Number of Electors: **6,644** (Dec 2012, WDDC)

- Bride Valley Electoral Division is composed of the following parishes: Bothenhampton, Litton Cheney, Bradpole, Askerswell, North Poorton, Powerstock, Lodgers, Burton Bradstock, Shipton Gorge, Puncknowle, Swyre and Chilcombe.
- Within the division there is 1 community library in Burton Bradstock (a further library is located just outside of the division in Bridport). There are also 6 schools (5 primary and 1 secondary).

Population

2011 Mid-Year Population Estimates, ONS & DCC	Bride Valley Electoral Division	West Dorset	Dorset (DCC)
All	7,760	99,260	412,910
% aged 0-15 years	12.9%	15.8%	16.3%
% aged 16-64 years	53.9%	57.7%	58.5%
% aged 65-84 years	28.0%	22.3%	21.3%
% aged 85+ years	5.2%	4.2%	3.9%

- Bride Valley division has a total population of 7,760.
- There is a high proportion of older people in the division, over 33% of the population are aged 65+ years compared with around 25% across Dorset.

Ethnicity/Country of Birth

<i>Census, 2011</i>	Bride Valley Electoral Division	West Dorset	Dorset (DCC)
% white British	96.7	95.7	95.5
% Black and minority ethnic groups (BME)	3.3	4.3	4.5
% England	92.2	91.3	91.0
% born rest of UK	2.8	3.1	3.4
% Rep of IRE	0.6	0.4	0.4
% EU (member countries in 2001)	1.1	1.2	1.3
% EU (Accession countries April 2001 to March 2011)	0.3	0.5	0.7
% born elsewhere	2.9	3.4	3.1

- The BME population is lower than average for the County, 3.3% compared with 4.5%.

Households

<i>Census, 2011</i>	Bride Valley Electoral Division	West Dorset	Dorset (DCC)
all household spaces	4,170	49,340	195,060
% household spaces with no usual residents	12.8	11.2	8.2
all household spaces with residents	3,640	44,390	180,210
% owner occupied	81.6	70.3	72.7
% rented (public)	7.2	13.9	12.4
% rented (private) & others	11.2	15.8	14.9
% no cars	11.5	15.7	15.5
% 2 or more cars	42.0	39.4	41.0
% of households 65+ (couples or lone, with/without dependents)	37.2	31.4	30.6
% married couples with/without dependents	33.9	34.3	35.1
% cohabiting couples with/without dependents	7.1	8.2	8.4
% lone parents with/dependents	5.8	7.0	7.6
% all others	15.9	18.9	18.4
average household size	2.1	2.2	2.3

- There are almost 4,170 dwellings in Bride Valley division, almost 13% are either vacant or second/holiday homes, significantly higher than the County average (8.2%).
- Almost 82% of homes are owner-occupied, typical of areas with an older population and with a high level of second/holiday homes.

Health and Care

<i>Census, 2011</i>	Bride Valley Electoral Division	West Dorset	Dorset (DCC)
% long term illness/disability	22.8	20.3	20.1
% health very good/good	78.4	80.3	80.5
% health very bad/bad	5.4	5.0	5.0
% provides unpaid care	13.4	12.0	11.9
% all usual residents in communal establishments	0.8	2.7	2.3

- Overall the health of those in Bride Valley division is slightly worse than the County average, a reflection of the older population in the area.
- Almost 23% have a long term illness or disability compared with 20.1% across Dorset.
- 13.4% of Bride Valley's population are providing unpaid care, above the County average (11.9%).

Employment and Qualifications

<i>Census, 2011</i>	Bride Valley Electoral Division	West Dorset	Dorset (DCC)
all usual residents aged 16 to 74	5,510	70,360	293,440
all usual residents aged 16 to 74 economically active	3,480	47,570	199,940
% part-time	23.8	23.0	23.1
% full-time	44.2	48.6	51.0
% self-employed	26.0	21.5	18.4
% unemployed	2.9	3.4	4.0
all usual residents aged 16 to 74 economically inactive	2,020	22,790	93,500
% retired	74.4	65.4	63.6
% student	6.3	10.4	10.0
% looking after home/family	8.2	10.6	11.3
% sick/disabled	7.0	9.1	9.7
% other	4.1	4.5	5.4
all usual residents aged 16 and over	6,750	83,540	345,600
% of all usual residents aged 16 and over no qualifications	20.5	20.1	21.3
% of all usual residents aged 16 and over with higher level qualifications	31.0	30.8	27.0
all usual residents aged 16 to 74 in employment	3,370	45,710	190,900
% high skill occupation	41.1	40.8	40.0
% intermediate skill occupation	44.7	43.1	43.4
% low skill occupation	14.2	16.1	16.6

- Of those who are economically active, Bride Valley has a high proportion of people who are self-employed, 26% compared with 18.4% across Dorset.
- The percentage in full-time employment is below average (44.2% in Bride Valley and 51% across Dorset).
- Bride Valley's population aged 16+ have higher qualifications than the County average. 20.5% have no qualifications, lower than the Dorset figure (21.3%) whilst 31% have higher qualifications (degree or above), above the average (27%).

Index of Deprivation 2010, CLG

Lower Super Output Area	IMD Rank
Bradpole	18,102
Bothenhampton & West Bay	20,173
Burton Bradstock	17,065
Loders	19,295

- IMD Stands for the Index of Multiple Deprivation
- All Lower Super Output Areas in England are ranked from 1 for the most deprived to 32,482 for the least deprived
- None of the areas in the division are within the top 50% most deprived in England

MOSAIC socio-economic classifications, 2012

Rank	Bride Valley ED Top 5 Mosaic Public Sector Types	Bride Valley ED %	Dorset CC %
1	Residents in retirement, second home and tourist communities	29.2	5.8
2	Retirees electing to settle in environmentally attractive localities	12.8	4.3
3	Self employed trades people living in smaller communities	8.0	6.1
4	Communities of wealthy older people living in large seaside houses	7.4	7.3
5	Villagers with few well paid alternatives to agricultural employment	6.9	2.9

Electoral Division Profile 2013

Average House Prices

Postcode District	Detached	Sales	Semi-Det	Sales	Terraced	Sales	Flat/Mais	Sales	Overall Average	Total
Bride DT3	£286,584	47	£223,202	22	£191,708	24	£167,667	12	£238,027	105
Valley ED DT6	£359,641	39	£306,316	3	£189,525	20	£127,666	6	£286,786	68
Dorset	£343,117	689	£233,079	304	£196,327	413	£162,160	220	£260,776	1,626
England & Wales	£324,602	43,260	£201,427	47,961	£196,327	50,491	£243,379	30,131	£238,293	171,843

Source: HM Land Registry, based on sales Oct—Dec 2012

Citizens' Panel Questions—March 2011

Questions —Bride Valley ED	Yes	No	Net Agreement
Do you feel that you can influence decisions made by Dorset County Council	29%	53%	-24%
Do you feel informed about Dorset County Council	58%	33%	22%
Do you agree that Dorset County Council offer value for money?	36%	42%	-11%

Council Tax—2012/13

	Lowest *	Highest **	Notes
Band D	1,533.48	£1,573.49	* Chilcombe **Burton Bradstock

Earnings — median weekly earnings of full time employees

	Workplace based	Residence based
DCC Dorset	£458.50	£480.00
Christchurch	£477.40	£486.20
East Dorset	£458.50	£518.10
North Dorset	£379.90	£479.80
Purbeck	£484.60	£439.50
West Dorset	£452.70	£506.30
Weymouth & Portland	£437.50	£449.10

Source: Annual Survey of Hours and Earnings 2012, ONS

Crime Rates

Area	Rate of total crime per 1,000 population
Bride Valley ED	22.7
DCC Dorset	45.7
South West Region	61.2
England & Wales	72.0

Sources: Dorset County Council, Dorset Police & ONS. For further detail contact 01305 224984

Unemployment Source: Claimant Count, Jan-Dec 2012, ONS

Area	Male		Female		Total		% of claimants long term unemployed
	number	rate	number	rate	number	rate	
Bride Valley ED	18	1.2	9	0.5	26	0.9	2.8
DCC Dorset	2,605	2.2	1,341	1.1	3,946	1.6	12.1
Great Britain	1,011,913	5.1	514,638	2.6	1,526,551	3.8	25.0

Employment Business Register and Employment Survey 2011, ONS

Area	Employees in employment	% employed in the service sec-
Bride Valley ED	1,400	63%
DCC Dorset	148,700	81%
Great Britain	26,561,700	85%

Note: Excludes self-employed & agricultural employment

Firms Source: MINT Jan 2013

	Number of firms	% employing 1-10 people (micro firms)
Bride Valley ED	340	95%