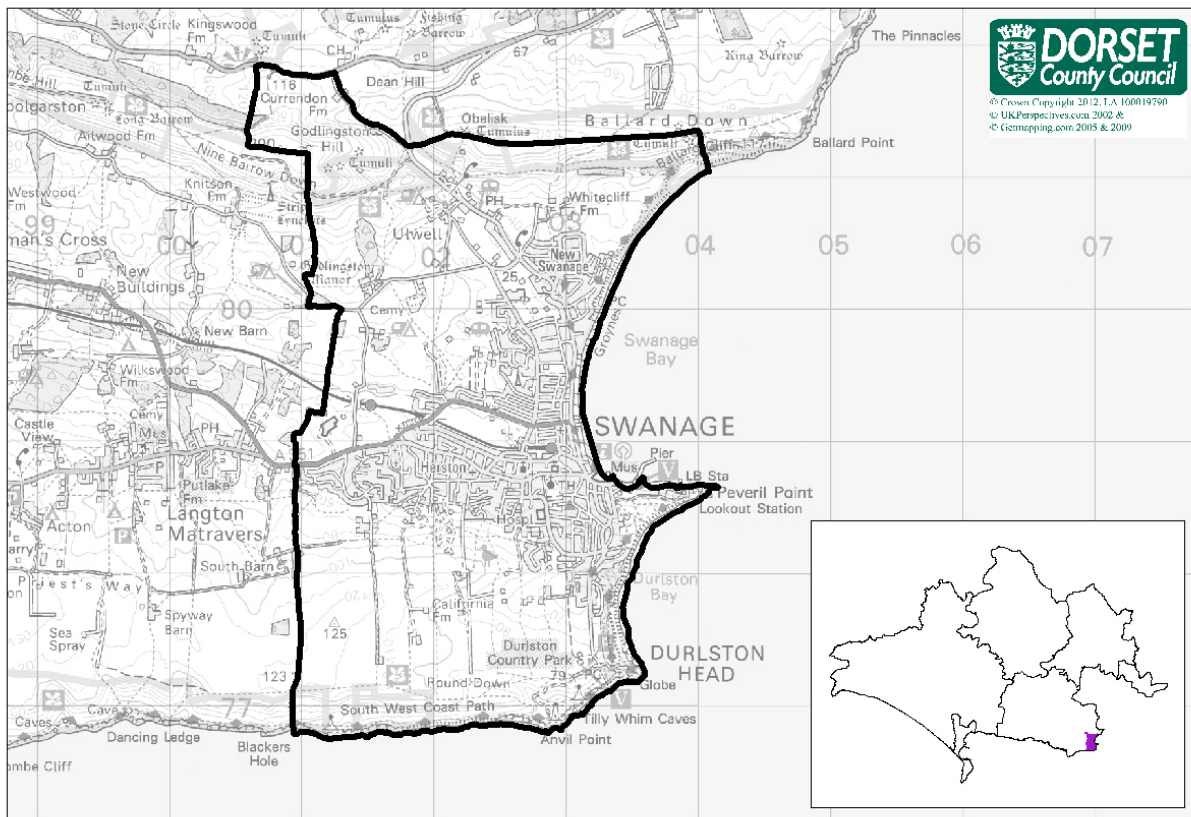


Electoral Division Profile 2013



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Swanage Electoral Division

Total Population: **9,600** (2011 Mid Year Estimate, DCC) Number of Electors: **8,059** (March 2013, PDC)

- Swanage Electoral Division is composed of Swanage North ward and Swanage South ward.
- Within the division there is 1 library and 4 schools (3 primary and 1 middle school).

Population

2011 Mid-Year Population Estimates, ONS & DCC	Swanage Electoral Division	Purbeck	Dorset (DCC)
All	9,600	44,970	412,910
% aged 0-15 years	13.7%	16.2%	16.3%
% aged 16-64 years	56.0%	59.4%	58.5%
% aged 65-84 years	25.0%	20.9%	21.3%
% aged 85+ years	5.3%	3.4%	3.9%

- Swanage division has a total population of over 9,600.
- There is a high proportion of older people in the division, over 30% are aged 65+ years compared with a County average of 25%.
- There is a particularly high proportion aged 85+ years, 5.3% compared to 3.9% across Dorset.

Ethnicity/Country of Birth

<i>Census, 2011</i>	Swanage Electoral Division	Purbeck	Dorset (DCC)
% white British	94.6	96.2	95.5
% Black and minority ethnic groups (BME)	5.4	3.8	4.5
% England	90.8	91.2	91.0
% born rest of UK	3.0	3.4	3.4
% Rep of IRE	0.6	0.4	0.4
% EU (member countries in 2001)	1.5	1.7	1.3
% EU (Accession countries April 2001 to March 2011)	0.9	0.6	0.7
% born elsewhere	3.3	2.6	3.1

- The town has a larger than average ethnic minority population at 5.4%, this is partly due to international students studying at the language school in the town.

Households

<i>Census, 2011</i>	Swanage Electoral Division	Purbeck	Dorset (DCC)
all household spaces	5,820	22,140	195,060
% household spaces with no usual residents	22.6	13.1	8.2
all household spaces with residents	4,500	19,580	180,210
% owner occupied	72.3	70.4	72.7
% rented (public)	11.5	12.5	12.4
% rented (private) & others	16.2	17.2	14.9
% no cars	22.0	14.5	15.5
% 2 or more cars	31.3	41.8	41.0
% of households 65+ (couples or lone, with/without dependents)	35.7	29.7	30.6
% married couples with/without dependents	28.6	35.8	35.1
% cohabiting couples with/without dependents	8.2	8.7	8.4
% lone parents with/dependents	7.5	8.0	7.6
% all others	20.0	17.7	18.4
average household size	2.1	2.3	2.3

- Swanage has a high proportion of vacant properties and second/holiday homes, almost 23% of the total housing stock, the County average is just 8.2%.
- Car ownership in the town is lower than the County average, 22% of households do not have a car and just 31% have two or more cars.

Health and Care

<i>Census, 2011</i>	Swanage Electoral Division	Purbeck	Dorset (DCC)
% long term illness/disability	23.9	19.5	20.1
% health very good/good	78.1	80.9	80.5
% health very bad/bad	5.9	5.0	5.0
% provides unpaid care	13.7	12.7	11.9
% all usual residents in communal establishments	1.9	1.4	2.3

- Overall the health of those who live in Swanage is slightly worse than the County average, probably a reflection of the older age profile of the area.
- Almost 24% of the population have a long term illness or disability, the County average is 20%.
- Almost 14% are providing unpaid care to a relative or friend, above the County average of 11.9%.

Employment and Qualifications

<i>Census, 2011</i>	Swanage Electoral Division	Purbeck	Dorset (DCC)
all usual residents aged 16 to 74	6,760	32,380	293,440
all usual residents aged 16 to 74 economically active	4,410	22,400	199,940
% part-time	25.1	23.3	23.1
% full-time	44.7	51.6	51.0
% self-employed	22.3	17.6	18.4
% unemployed	4.6	4.0	4.0
all usual residents aged 16 to 74 economically inactive	2,350	9,980	93,500
% retired	67.8	65.1	63.6
% student	8.7	9.1	10.0
% looking after home/family	9.2	11.3	11.3
% sick/disabled	9.2	9.5	9.7
% other	5.2	5.0	5.4
all usual residents aged 16 and over	8,290	37,680	345,600
% of all usual residents aged 16 and over no qualifications	22.3	21.6	21.3
% of all usual residents aged 16 and over with higher level qualifications	26.6	25.7	27.0
all usual residents aged 16 to 74 in employment	4,200	21,420	190,900
% high skill occupation	36.1	38.6	40.0
% intermediate skill occupation	47.0	44.0	43.4
% low skill occupation	16.9	17.4	16.6

- The majority of those who are economically active are employed full-time (44.7%). The town has a high proportion who are self-employed, over 22% of the economically active population compared with 18.4% across Dorset.
- Unemployment in Swanage is slightly higher than the County average at 4.6%.
- Of those who are economically inactive (aged 16-74) the majority are retired (68%).
- Swanage has a lower proportion of people employed in high skill occupations (36%) than the County average (40%).

Index of Deprivation 2010, CLG.

Lower Super Output Area	IMD Rank
Swanage King George's	25,098
Swanage North	23,977
New Swanage & Ulwell	18,989
Swanage South	20,636
Swanage Town Centre	17,485
Swanage Herston	16,141
Swanage Townsend	17,235

- 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 Swanage are within the top 40% most deprived in England

MOSAIC socio-economic classifications, 2012

Rank	Swanage ED Top 5 Mosaic Public Sector Types	Swanage ED %	Dorset CC %
1	Mixed communities with many single people in the centres of small towns	24.6	5.7
2	Residents in retirement, second home and tourist communities	21.4	5.8
3	Self employed trades people living in smaller communities	12.2	6.1
4	Communities of wealthy older people living in large seaside houses	10.0	7.3
5	Capable older people leasing / owning flats in purpose built blocks	5.0	1.9

Electoral Division Profile 2013

Average House Prices

Postcode district	Detached	Sales	Semi-Det	Sales	Terraced	Sales	Flat/Mais	Sales	Overall Average	Total
Swanage ED BH19	£435,746	16	£0	0	£242,423	13	£197,116	21	£285,258	50
£343,117 689	£233,079	304	£196,327	413	£162,160	220	£260,776	1,626	£265,534	1,358
£324,602	£201,427	47,961	£196,327	50,491	£243,379	30,131	£238,293	171,843	£219,262	179,141

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

Citizens' Panel Questions—March 2011

Questions —Swanage ED	Yes	No	Net Agreement
Do you feel that you can influence decisions made by Dorset County Council?	18%	59%	-40%
Do you feel informed about Dorset County Council?	46%	32%	14%
Do you agree that Dorset County Council offer value for money?	21%	45%	-24%

Council Tax—2012/13

	Swanage	Notes
Band D	£1,694.17	

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
Swanage ED	46.2
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	
Swanage ED	64	2.3	36	1.2	100	1.8	15.4
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 sector
Swanage ED	2,900	89%
DCC Dorset	148,700	81%
Great Britain	26,561,700	85%

Note: Excludes self-employed & agricultural employment

Firms Source: MINT Database, Jan 2013

	Number of firms	% employing 1-10 people (micro firms)
Swanage ED	310	90%