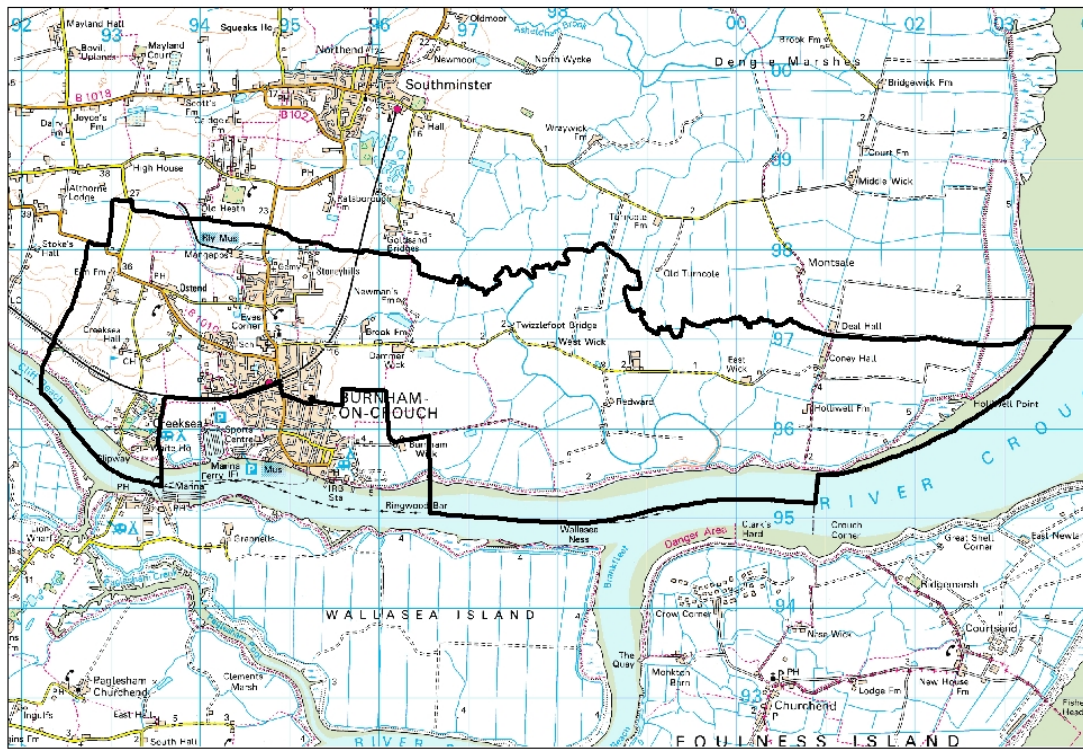




Ward Profile – Burnham-on-Crouch North

Burnham on Crouch North



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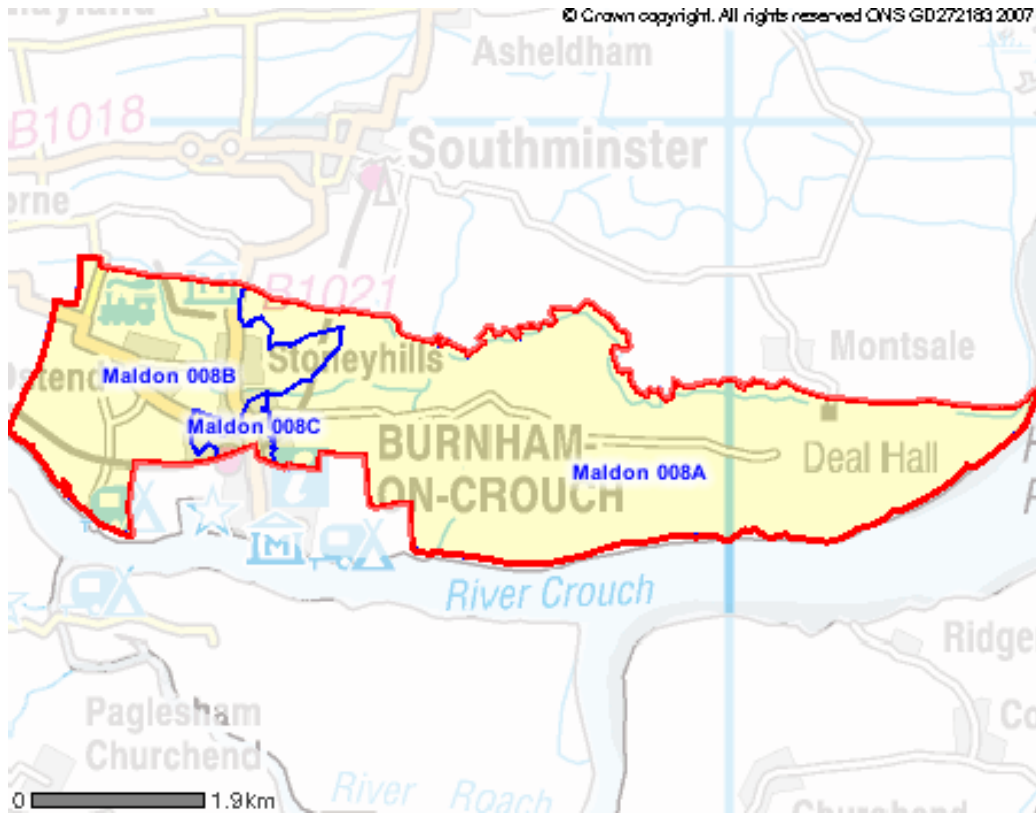


1. Description of Area

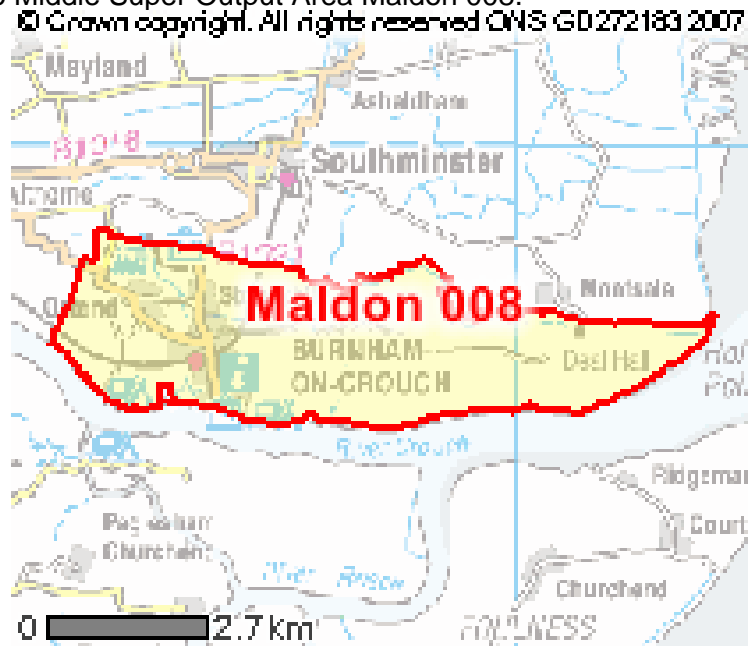
The population of Burnham on Crouch ward was estimated to be 3,922 in 2008 and is spread over 2,167 hectares (5,355 acres).

The ward of Burnham-on-Crouch North is located to the east of the District and borders the River Crouch to the south. The area is sparsely populated outside of Burnham on Crouch itself and includes areas of low lying saltmarsh on the Dengie peninsular. It includes the village of Ostend and Stoneyhills, a new development to the north of the town envelope of Burnham. There are scattered dwellings and farms in hamlets across the rural east of the ward.

The ward is split in to the following Lower Super Output Areas as shown below:



The ward belongs to Middle Super Output Area Maldon 008.



2. Mosaic profile

The Mosaic profile is sourced from Experian's Mosaic™ people classification. Mosaic is built using a variety of privacy compliant public information such as the Census, Post Office Address, edited Electoral Roll, Council Tax property valuations and house sale prices, as well as market research surveys. It is designed to classify every individual and household in the UK into one of 61 Mosaic types aggregated in 11 Mosaic groups. A series of Mosaic 'portraits' have been created to help interpret the classification. These highlight the key features that make each Mosaic group or type distinctive and are useful to consider when targeting services. These portraits are subjective descriptions and are intended to highlight key characteristics of each Mosaic group or type rather than being prescriptive or comprehensive.

This ward is predominantly (30.83%) made up of the profile group C - Older families living in suburbia

Group C comprises people who have successfully established themselves and their families in comfortable homes in mature suburbs. Children are becoming more independent, work is becoming less of a challenge and interest payments on homes and other loans are becoming less burdensome. With more time and money on their hands, people can relax and focus on activities that they find intrinsically rewarding.

Mosaic portrait of group C



The most common (12.66%) profile type is C16 - Low density private estates, now with self reliant couples approaching retirement. Key features of this type are:

- Helpful neighbours
- Gentle exercise
- Grandchildren
- Neat and tidy homes
- Churchgoers
- Thrifty
- Mainstream tastes
- Grown up children
- Older Working ages

3. Demographics

3.1 Age

	BOC North	%	Maldon District	%
All Persons; All Ages	3922		62,400	
All Persons; Aged 0-15	687	17.5	11,800	18.9
All Persons; Aged 16-29	521	13.3	8,700	13.9
All Persons; Aged 30-44	680	17.3	12,700	20.4
All Persons; Aged 45-64 (Males), 45-59 (Females)	1040	26.5	15,900	25.5
All Persons; Aged 65 and Over (Males), 60 and Over (Females)	994	25.3	13,200	21.1

Resident Population Estimates by Broad Age Band, June 2007. Office of National Statistics.

3.2 Gender

	BOC North	%	Maldon District	%
Males; All Ages	1969	50.2	30,900	49.6
Females; All Ages	1953	49.8	31,500	50.4

Resident Population Estimates by Broad Age Band, June 2007. Office of National Statistics.

4. Indices of Deprivation

The index of multiple deprivation is a national index which shows how deprived an area is, and consists of a range of indicators. The most deprived areas in the country are found in inner city areas, however the index when broken down can provide a useful tool at pinpointing areas of specific local deprivation.

The data is shown at Lower Super Output Area (LSOA) level. LSOAs are sub areas of wards and there are 41 LSOAs in the District.

Below each area is ranked against the types of deprivation. 1 is the most deprived, 41 is the least deprived in the District.

	Type of deprivation							
	Income	Employment	Health deprivation & disability	Education, skills & training	Barriers to housing & services	Crime	Living environment	Multiple index of deprivation
Rural Burnham East Maldon 008A	5	4	4	3	23	15	38	4
Rural Burnham West Maldon 008B	38	39	24	36	15	33	37	38
Central Burnham North Maldon 008C	9	20	33	6	35	13	27	16

Source: Indices of Multiple Deprivation, 2007.

5. Economic Activity

5.1 Type of Occupation

Occupation	Burnham North ward (count)	Burnham North ward %	Maldon District %	England %
Managers/senior officials	322	18.51	17.99	15.26
Professional occupations	199	11.44	10.43	11.21
Associate Professional and Technical Occupations	239	13.74	12.8	13.84
Administrative and Secretarial Occupations	231	13.28	13.76	13.39
Skilled Trades Occupations	231	13.28	14.19	11.55
Personal Service Occupations	114	6.55	6.41	6.89
Sales and Customer Service Occupations	98	5.63	5.86	7.65
Process, Plant and Machine Operatives	140	8.05	8.26	8.42
Elementary Occupations	166	9.54	10.31	11.8

Source: ONS Census data 2001: Occupation Groups - All People (KS12A)

5.2 Economically active

Percentages are based on working age population, except unemployed which is based on economically active.

	Burnham North (count)	Burnham North (%)	Maldon (%)	England (%)
All people				
Economically active	1745	76	79.3	76.0
In employment	1690	73.6	76.6	71.6
Employees	1412	61.5	62.7	62.6
Self-employed	278	12.1	13.9	9.0
Unemployed	55	3.2	3.5	5.8
Males				
Economically active	995	82.7	86.8	81.4
In employment	966	80.3	83.8	76.0
Employees	757	62.9	63.4	63.1
Self-employed	209	17.4	20.4	12.9
Unemployed	29	2.9	3.5	6.5
Females				
Economically active	750	68.6	71.2	70.3
In employment	724	66.2	68.8	66.9
Employees	655	59.9	62.0	62.1
Self-employed	69	6.3	6.8	4.8
Unemployed	26	3.5	3.4	4.8

Source: 2001 Census of Population (Table CAS028 – Sex and Age by Economic Activity) from www.nomisweb.co.uk

5.3 Benefits

	Count
Disability Living Allowance Claimants	135
Incapacity Benefit/Severe Disablement Allowance Claimants	105
Income Support Claimants	80
Jobseekers Allowance Claimants	50
Pension Credit Claimants	190

Source: Benefits Data: Summary Statistics, August 2008. Office of National Statistics.

6. Health

6.1 General health

	Burnham North count	Burnham North %	Maldon District %
Good Health	2672	70.2	71.7
Fairly Good Health	849	22.3	21.7
Not Good Health	284	7.5	7.1

Source: General Health, April 2001. Office of National Statistics

6.2 Life expectancy

Life expectancy at birth is 81.7 years. The Maldon District average is 79.8 years.

Source: Life expectancy at birth for all persons, by ward in England and Wales, 1999 to 2003 (experimental statistics), Office of National Statistics.

6.3 Healthy Lifestyle Behaviours

Please note that this data is not available at ward level but at Middle Super Output Area.

Model-based estimates have been produced for the prevalence of the following healthy lifestyle indicators:

- 1) Current smoking among adults (aged 16 or over).
- 2) Binge drinking for adults (aged 16 or over).
- 3) Obesity among adults (aged 16 or over).
- 4) Consumption of 5 or more portions of fruit and vegetables a day among adults (aged 16 or over).

	Maldon 008 %	Maldon District %
Smoking	21.6	21.8
Binge Drinking	13.1	15.1
Obesity	24.7	25.1
Consumption of Fruit and Vegetables	26.8	25.3

Source: Healthy Lifestyle Behaviours: Model Based Estimates, 2003-2005, Office of National Statistics

6.4 Hospital Admissions

Please note that this data is not available at ward level but at Middle Super Output Area.

	Maldon 008		Maldon District		England	
	Count	%	Count	%	Count	%
Coronary Heart Disease (CHD); Diagnosis	122	21.9	970	23.1	1,000,332	29.3
Cerebrovascular Disease (including Stroke); Diagnosis	33	5.9	226	5.4	187,962	5.5
Cancer (excluding non-melanoma skin cancer); Diagnosis	288	51.6	2,036	48.4	1,326,050	38.9
Falls (basic accidental falls); External cause	48	8.6	348	8.3	365,098	10.7
Coronary Artery Bypass Graft (CABG) and Percutaneous Transluminal Coronary Angioplasty (PTCA); Operation	14	2.5	97	2.3	65,603	1.9
Hip Replacement; Operation	10	1.8	86	2.0	69,434	2
Knee Replacement; Operation	10	1.8	83	2.0	71,541	2.1
Cataract; Operation	33	5.9	359	8.5	326,758	9.6

Source: Hospital Admissions: Summary Statistics, 2007/08, Office of National Statistics

Last updated: 04/02/2010

Prepared by Maldon District Council