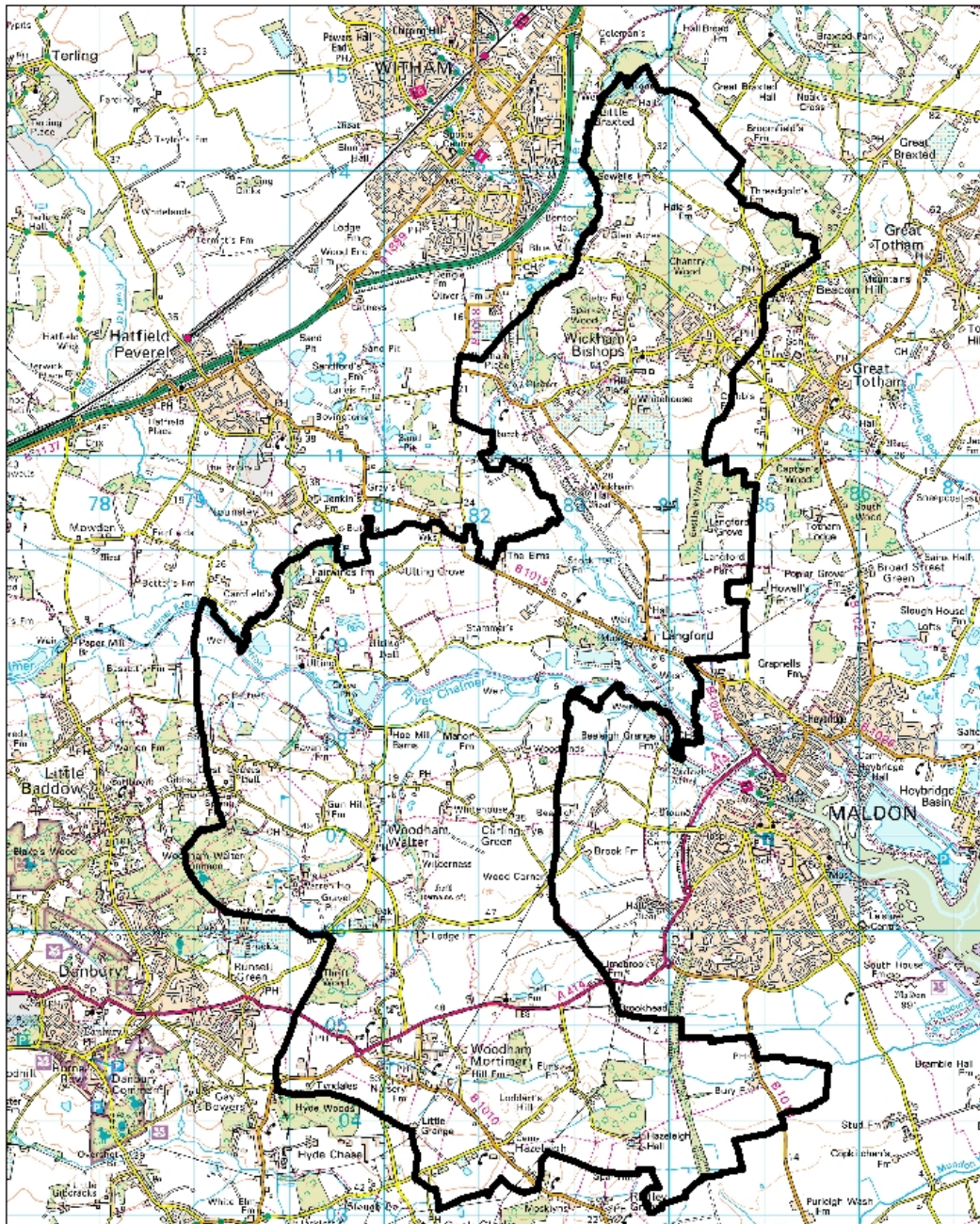




## Ward Profile – Wickham Bishops and Woodham

### Wickham Bishops and Woodham



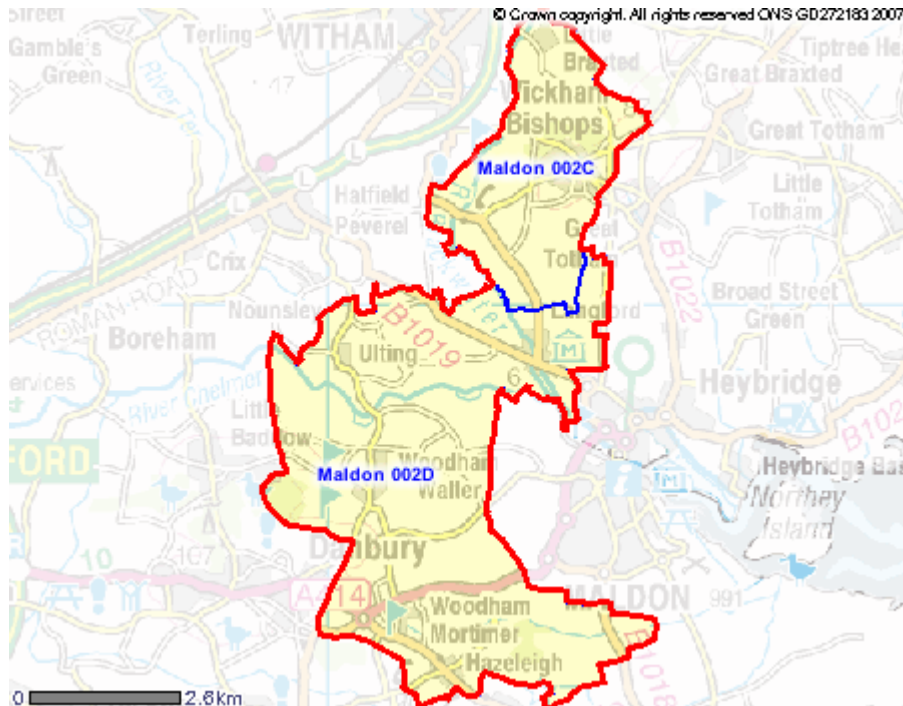
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Maldon District Council 2008-MLA100018888



#### 1. Description of Area

Wickham Bishops and Woodham is a large rural ward, comprised of the villages of Hazeleigh, Woodham Mortimer, Woodham Walter, Ulting, Langford, Wickham Bishops and Little Braxted. It had an estimated population of 3,524 in 2008.

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



The ward belongs to Middle Super Output Area Maldon 002.



## 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 (76.62%) made up of the profile group A - Career professionals living in sought after locations.

Group A contains people whose lives are 'successful' by whatever yardsticks society commonly uses to measure success. These are people who have rewarding careers rather than jobs, who live in sought after locations, who drive the more modern and expensive cars and who indulge in the most exotic leisure pursuits. Most, though not all, appear to enjoy stable household arrangements.

### Mosaic portrait of group A



© Experian, Mosaic™

The most common (45.37%) profile type is A4 - Financially secure couples, many close to retirement, living in sought after suburbs

Key features of this type are:

- Semi-rural locations
- Good neighbourhood
- Grandchildren
- Drink alcohol daily
- Professional careers
- Good diet and health
- Retirement
- Grown up children
- Wealthy older people

### 3. Demographics

#### 3.1 Age

	Wickham Bishops and Woodham	%	Maldon District	%
All Persons; All Ages	3524		62,400	
All Persons; Aged 0-15	617	17.5	11,800	18.9
All Persons; Aged 16-29	362	10.3	8,700	13.9
All Persons; Aged 30-44	582	16.5	12,700	20.4
All Persons; Aged 45-64 (Males), 45-59 (Females)	1019	28.9	15,900	25.5
All Persons; Aged 65 and Over (Males), 60 and Over (Females)	944	26.8	13,200	21.1

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

#### 3.2 Gender

	Wickham Bishops and Woodham	%	Maldon District	%
Males; All Ages	1734	49.2	30,900	49.6
Females; All Ages	1790	50.8	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
Wickham Bishops & Little Braxted. Maldon 002C	35	40	40	41	17	26	24	39
Hazeleigh, Woodham Mortimer, Woodham Walter, Ulting, Langford Maldon 002D	31	33	37	40	6	40	10	28

Source: Indices of Multiple Deprivation, 2007.

## 5. Economic Activity

### 5.1 Type of Occupation

Occupation	Wickham Bishops and Woodham ward (count)	Wickham Bishops and Woodham ward %	Maldon District %	England %
Managers/senior officials	381	24.52	17.99	15.26
Professional occupations	260	16.73	10.43	11.21
Associate Professional and Technical Occupations	229	14.74	12.8	13.84
Administrative and Secretarial Occupations	214	13.77	13.76	13.39
Skilled Trades Occupations	142	9.14	14.19	11.55
Personal Service Occupations	73	4.7	6.41	6.89
Sales and Customer Service Occupations	69	4.44	5.86	7.65
Process, Plant and Machine Operatives	76	4.89	8.26	8.42
Elementary Occupations	110	7.08	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.

	Wickham Bishops and Wooham count	Wickham Bishops and Wooham (%)	Maldon (%)	England (%)
<b>All people</b>				
Economically active	1495	75.1	79.3	76.0
In employment	1467	73.7	76.6	71.6
Employees	1122	56.4	62.7	62.6
Self-employed	345	17.3	13.9	9.0
Unemployed	28	1.9	3.5	5.8
<b>Males</b>				
Economically active	877	84.4	86.8	81.4
In employment	858	82.6	83.8	76.0
Employees	611	58.8	63.4	63.1
Self-employed	247	23.8	20.4	12.9
Unemployed	19	2.2	3.5	6.5
<b>Females</b>				
Economically active	618	65	71.2	70.3
In employment	609	64	68.8	66.9
Employees	511	53.7	62.0	62.1
Self-employed	98	10.3	6.8	4.8
Unemployed	9	1.5	3.4	4.8

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

### 5.3 Benefits

	Count
Disability Living Allowance Claimants	75
Incapacity Benefit/Severe Disablement Allowance Claimants	50
Income Support Claimants	25
Jobseekers Allowance Claimants	15
Pension Credit Claimants	75

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

## 6. Health

### 6.1 General health

	Wickham Bishops and Woodham count	Wickham Bishops and Woodham %	Maldon District %
Good Health	2557	75.7	71.7
Fairly Good Health	626	18.5	21.7
Not Good Health	19.	5.7	7.1

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

### 6.2 Life expectancy

Life expectancy at birth is 79.9 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 002 %	Maldon District %
Smoking	20.7	21.8
Binge Drinking	12.7	15.1
Obesity	26	25.1
Consumption of Fruit and Vegetables	27.7	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 002		Maldon District		England	
	Count	%	Count	%	Count	%
Coronary Heart Disease (CHD); Diagnosis	105	21.5	970	23.1	1,000,332	29.3
Cerebrovascular Disease (including Stroke); Diagnosis	19	3.9	226	5.4	187,962	5.5
Cancer (excluding non-melanoma skin cancer); Diagnosis	245	50.2	2,036	48.4	1,326,050	38.9
Falls (basic accidental falls); External cause	38	7.8	348	8.3	365,098	10.7
Coronary Artery Bypass Graft (CABG) and Percutaneous Transluminal Coronary Angioplasty (PTCA); Operation	10	2.0	97	2.3	65,603	1.9
Hip Replacement; Operation	13	2.7	86	2.0	69,434	2
Knee Replacement; Operation	8	1.6	83	2.0	71,541	2.1
Cataract; Operation	50	10.2	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