

West Midland Regional Observatory

New and emerging challenges of Population Change

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Demographic needs of a Rural Economy

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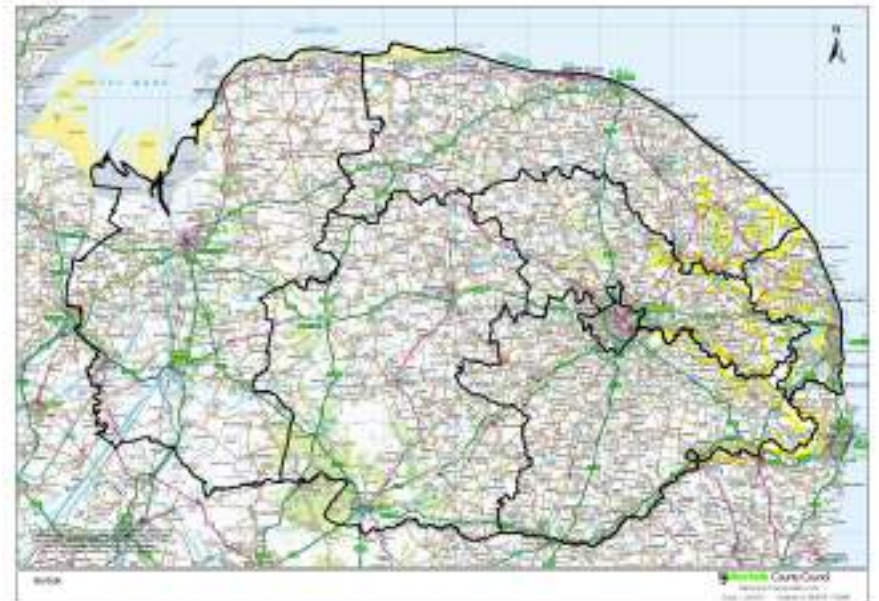
Norfolk County Council

Overview

- **Norfolk – a rural county**
- **What are the issues?**
- **Population statistics**
- **Migration (migrant worker) statistics**
- **How can we tease out deprivation / need in small rural populations?**
- **Conclusions**

Norfolk – a rural County

- 90 miles of coast, 250 miles of waterways, 6,329 miles of roads
- Over 200 conservation areas, more than 10,000 listed buildings and more than 350 scheduled ancient monuments
- A population of over 840,000 with 7 districts and 541 parishes
- The County's population
 - 38 % in built up areas of Norwich, Great Yarmouth and King's Lynn
 - 18% in Market towns
 - 40% in parishes of over 300 pop
 - 4% in parishes with less than 300
- An increasingly elderly population
- A high proportion of second homes



What are the issues?

Issues facing all LAs

- **Small is beautiful ! – small is essential if we are going to tackle inequalities, plan better services and target scarce resources.**
- **We need statistics at neighbourhood level– we need to be able to build our own neighbourhoods!!**
 - **LSOA is seen as a building block – we need LSOA data as accurate as possible – unrounded!!**
 - **Can LAs be trusted partners to have access to unrounded and un- suppressed counts, not for publishing, but for building their neighbourhoods and service planning areas?**
- **We need accurate reliable population stats at LA district level – is LGR and some of the changes to unitary status undermining this?**

What are the issues?

Issues facing a rural county

- **Demographic information at district level describes very inadequately the mixture of population sizes and differing service requirements**
- **LSOA is not always a very good building block – rural neighbourhoods are often parishes – LSOAs are no respecters of parish boundaries**
- **Statistics even at LSOA level can mask social inequalities / need**
 - **Rural deprivation is very often in small pockets and isolated**
 - **It needs to be recognised and identified**
 - **Service delivery requirements are often different**

Population statistics

A few issues – more questions than answers!

- **LGR / unitary LAs – are we losing even the granularity of district data in official population statistics?**
- **198 NIS – Govt requires reporting at LA level**
 - **Over 15 differing population denominator counts**
 - **We need to report the NIS at below district level – where will we get these denominator counts from?**
- **ONS LSOA experimental population estimates – broad age groups**
 - **We need parish population counts – how do we get from LSOA to parishes (and other ‘awkward’ service planning areas – primary school catchments!!)**
 - **Solution??? – can LAs have access to ONS LSOA population counts modelled to unit postcode level? – purely for aggregation purposes!**

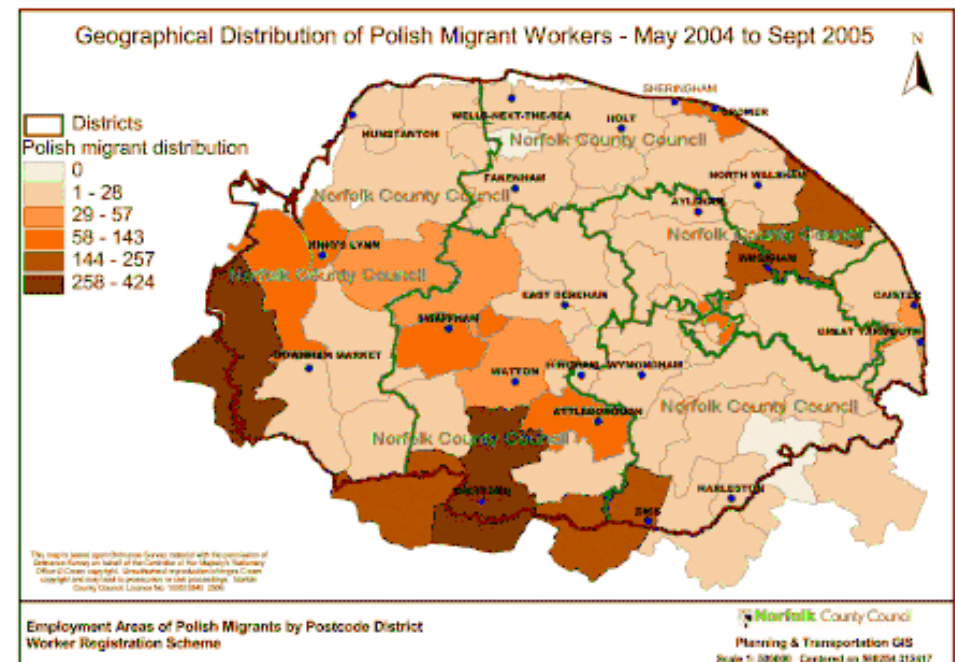
Migration statistics

A changing profile

- Black and minority ethnic population , 2001: 4.1%, 2005: 6.1%
- 85+ languages spoken
- Minimum of 7,000 migrants from the newly acceded EU countries. Nearly 3,000 are Polish; 2,000 are Lithuanian
- Significant numbers of Portuguese in Norfolk (very rough estimate 25,000)
- We need more quantitative information (at below district/county level!!)
- What do we have?

➤ Worker Registration (based on workplace)

- We did have postcode district level
- No longer !
now only at district level



Migration statistics

What about NINO registrations?

- We can obtain these at district level
- We did have these as anonymised records with a unit postcode for a couple of quarters (no longer) – now only with a postcode district (how much longer!!)

- School PLASC data
 - Ethnicity
 - First language spoken

- National Asylum Seekers by nationality (County level only)

- Seasonal Agricultural Workers by nationality (County level only)

- Count of Gypsy Caravans (by district)

- University of East Anglia students by ethnicity (total counts)

- Not a complete picture - we need more reliable data at below district level

How can we tease out deprivation / need in small rural populations?

Hidden but still there!

- The Social Disadvantage Research Centre at Oxford University produce the English Indices of Deprivation – the IMD is considered a consistent measure of deprivation / social need at LSOA Level
- Frequently used as evidence base to assess relative need
- In December 2006 The Oxford Consultants for Social Inclusion (OCSI) were commissioned by the Norfolk Rural Community Council to look at Rural Deprivation in Norfolk
- They modelled the IMD down to OA level to try to uncover pockets of deprivation masked at LSOA level.
 - **75 Norfolk SOAs regional hotspots of deprivation – 1 outside large urban area**
 - **394 OAs regional hotspots – 39 outside large urban areas**
 - **OA data uncovered previously hidden pockets of deprivation**
- Can we start using modelled Acorn or Mosaic lifestyle data? (available at household / unit postcode level) – annually updated

An example that hit the headlines!

Deprivation lurks behind the idyll

Most people associate deprivation with urban areas such as Norwich, Yarmouth, Thetford and King's Lynn.

But the fact that the true picture of rural poverty is often masked within the affluence of leafier communities came as no surprise to some of those working in the areas highlighted in the report.

Dick Copas, vice-chairman of Holt Town Council and chairman of the Holt Youth Project, said the community had battled for years to raise awareness of deprivation issues in the town.

With no cash forthcoming from either the district or county council, the community has rallied round to raise £250,000 to set up the youth project which offers a space for youngsters to meet and greet, learn computer skills, play sport and try out other activities.

"Wherever you go, whether you are putting in for any lottery money or grants, as soon as you say NR25 the perception is that you are rich," he said. "Deprivation is anything that prevents a



HOLT: More deprivation than you may think.

young person thriving," he said. "Nearly 25pc of youngsters in Holt who take the bus to school qualify for free school meals."

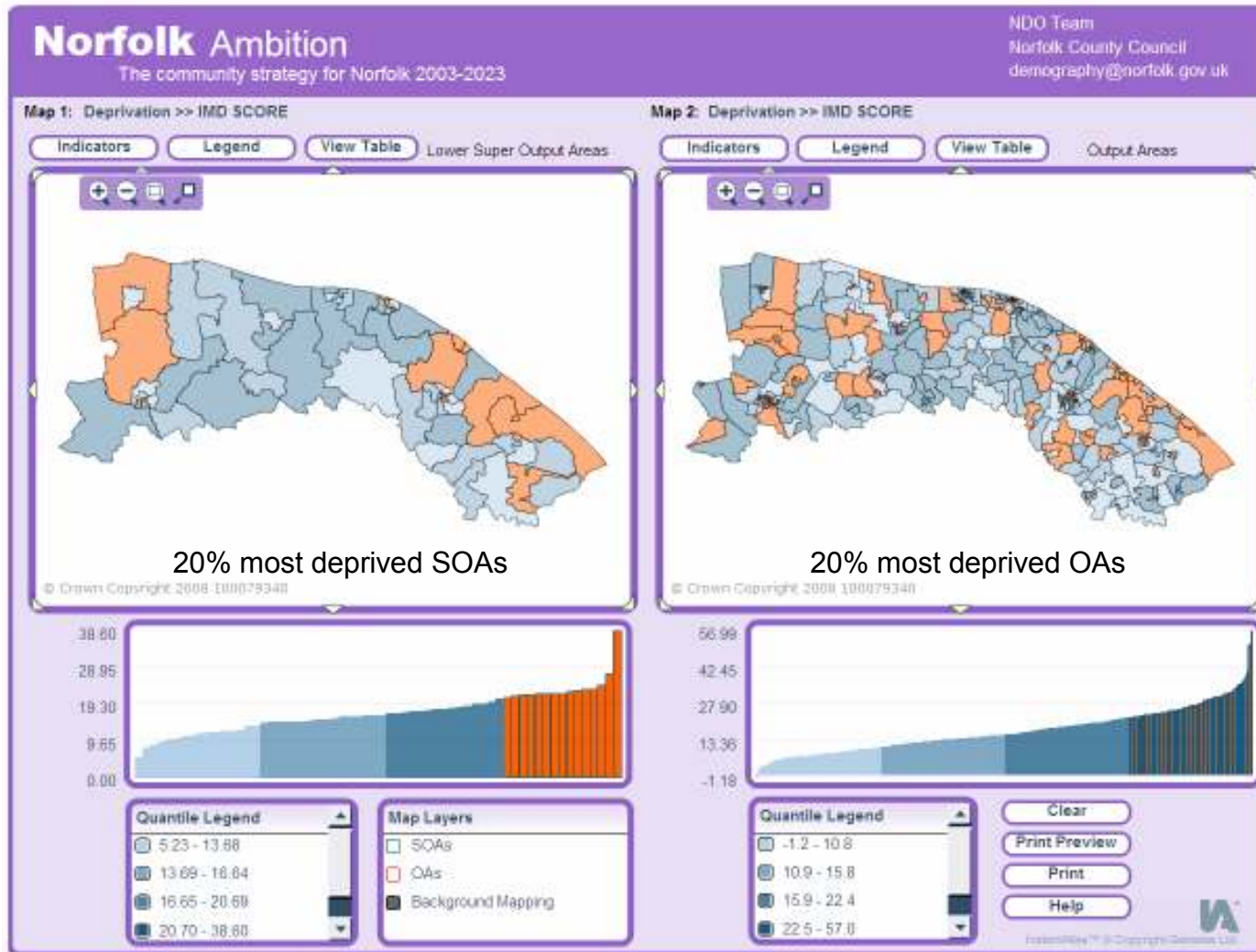
Ian Duckmanton, children's centre programme manager for the Poppyland Children's Centres in north Norfolk, said: "When you think of Holt or Mundesley you think of quite affluent communities living in rural idylls without realising that a significant number of people in those communities are not well off."

How can we tease out deprivation / need in small rural populations?

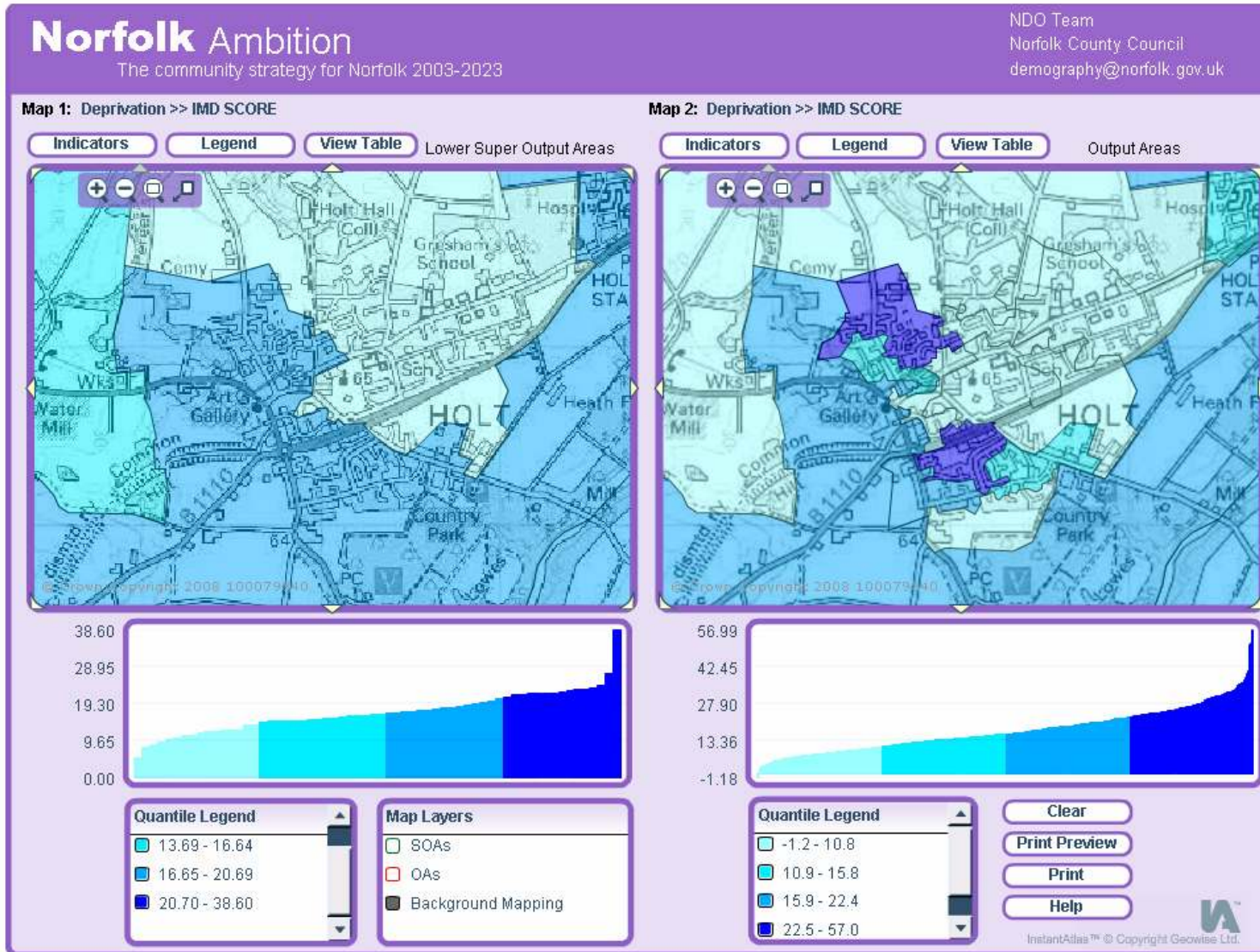
- **Holt – a wealthy Norfolk market town**
- **Considered to have the ‘Harrods of Norfolk’**
- **No highly deprived LSOAs!!**
- **One small area flagged up as within the top 10% most deprived in the Region**
 - **Raised money for a youth project**
 - **Difficulties to make the case – little hard evidence**

[Compare and map statistics at two area levels](#)

Masked pockets of rural deprivation in North Norfolk



Hidden deprivation in Holt



Conclusions

- **The requirement to have good neighbourhood demographic statistics is important for all LAs**
- **Even more so for diverse rural areas – good service provision for those isolated pockets of social need is a challenge**
- **We must lessen inequality not only in our urban areas but for all those requiring services wherever they live**
- **Only a wide breadth of good quality small area statistics can supply us with the evidence base with which to assess need and target our resources to deliver fair and well focussed services.**