

North Baddesley Ward Profile



2023



Table of contents

- Introduction and elected representatives, page 2

Population, pages 3-6

- Population changes and age breakdown, page 3
- Ethnicity and religion, page 4
- Health and disability, page 5
- Deprivation, page 6

Education and employment, pages 7-9

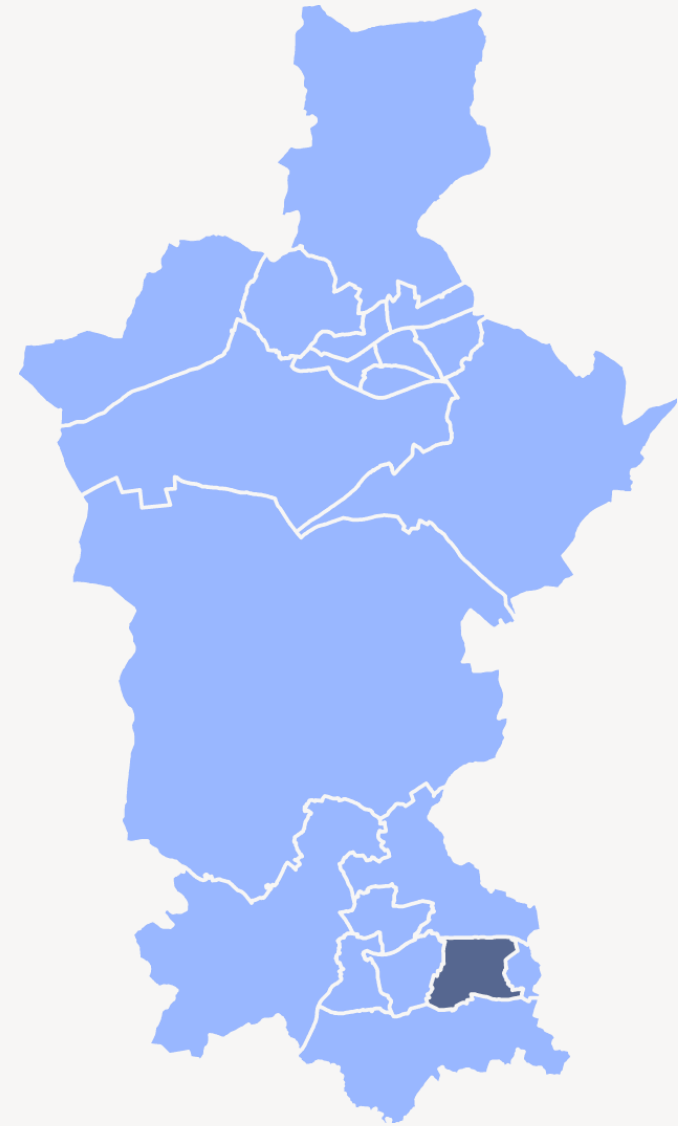
- Qualifications, page 7
- Economic activity, page 8
- Employment by sector, page 9

Properties, page 10

- Number of properties, type of properties and household tenure, page 10

Community facilities, page 11

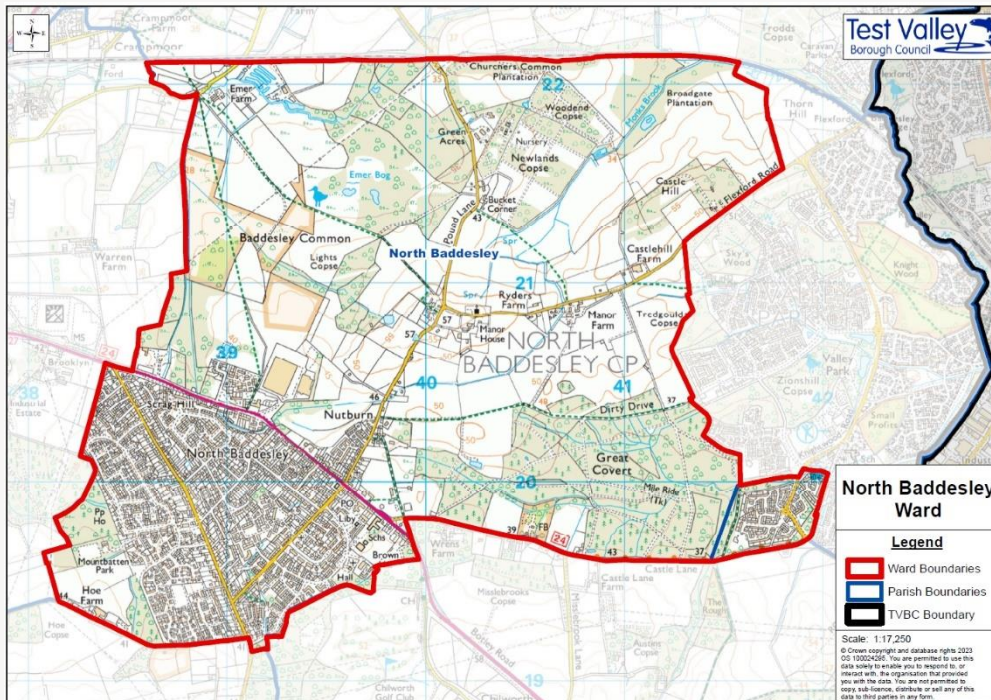
Further information, page 11



North Baddesley Ward Profile

This profile provides a summary of the latest available information on the demographic make-up of the ward of North Baddesley within Test Valley. It looks at information on topics such as the population structure, economic, housing, health and educational information for the ward.

North Baddesley is one of the Test Valley's twenty wards. It has an area of **796.52** hectares which represents **1.3%** of the total area of Test Valley; in terms of area, **North Baddesley** is Test Valley's **tenth largest** ward. The ward's population is **7,566** and its population density is **9.50** people per hectare, which is far higher than the borough's average population density of **2.15** people per hectare.



The ward of North Baddesley is in the south-east of Test Valley, with Valley Park to the east and the town of Romsey to the west. The main residential area in the ward is in the south-western corner. The remainder of the ward is dominated by countryside with a few houses and small hamlets. In addition to the parish of North Baddesley, the ward includes a small part of Valley Park parish in its south-east corner.

Elected Representatives

Hampshire County Council

Councillor Alan Dowden

Division: Baddesley

Email: alan.dowden@hants.gov.uk

Telephone: 02380 266458

Test Valley Borough Council

Councillor Geoff Cooper

Ward: North Baddesley

Email: cllrgcooper@testvalley.gov.uk

Telephone: 07771 524 224

Councillor Amanda Ford

Ward: North Baddesley

Email: cllraford@testvalley.gov.uk

Councillor Alan Warnes

Ward: North Baddesley

Email: cllrawarnes@testvalley.gov.uk

Parish Councils

North Baddesley ward includes parts of the following parishes:

- **North Baddesley Parish**
- **Valley Park Parish**

Further information about this, and Test Valley's other parishes, can be found on the [council's website](#).

Population

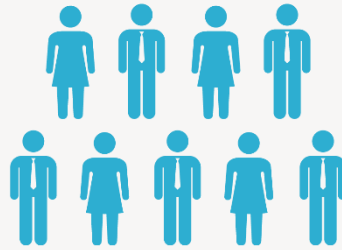


7,566

Population 2022



11.3%
increase



8,420

Estimated
population in 2029



4.0% of the population are military veterans
16.4% of the population are school children

Age breakdown

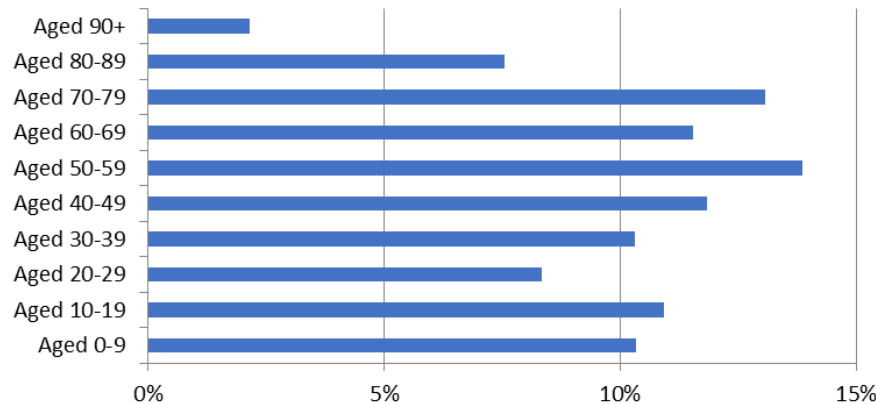
At 21.3% North Baddesley has a smaller percentage of **young people** (aged 0-19) than the borough average of 22.6%. By 2029, the proportion of young people will increase to 22.0%, and will then be 0.5% higher than the borough average.

At 18.6%, North Baddesley has a lower percentage of **young adults** (aged 20-39) than the borough average of 19.5%. The proportion of young adults living in the ward is expected to increase by 0.5% between 2022 and 2029, compared to the expected fall of 0.9% across the borough.

Middle aged residents (aged 40-69) constitute 37.3% of North Baddesley population, which is slightly below the borough average of 40.0%. This is forecast to slightly decrease by 1.0% between now and 2029, when it'll be 3.5% lower than the borough average.

At 22.8%, North Baddesley has a higher percentage of those **aged 70 and over**, 4.9% above the borough average. By 2029 this percentage is forecast to decrease by 0.2%, in contrast to the increase of 2.2% that is forecast for the borough as a whole.

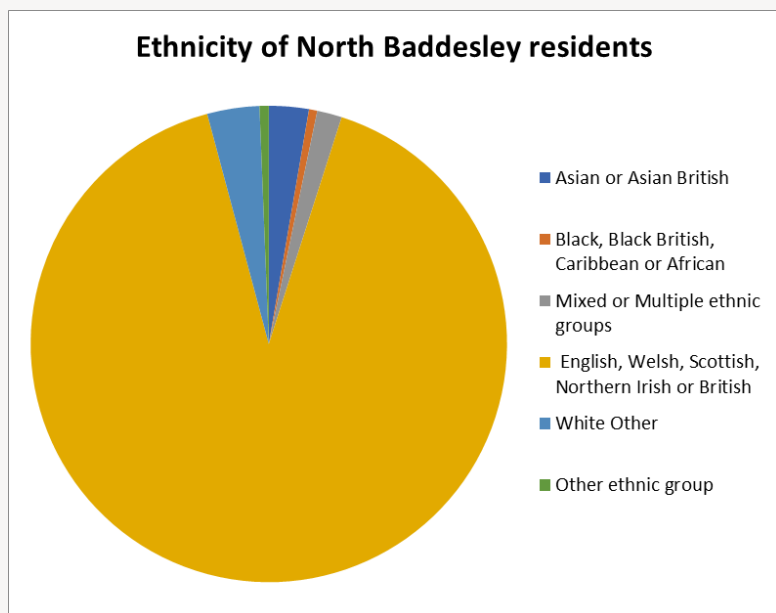
Percentage of the population by age group 2022



Population Data

This population data is taken from the Small Area Population Forecasts (SAPF), provided by Hampshire County Council. Further information on this is available online at: <https://www.hants.gov.uk/landplanningandenvironment/facts-figures/population/estimates-forecasts>.

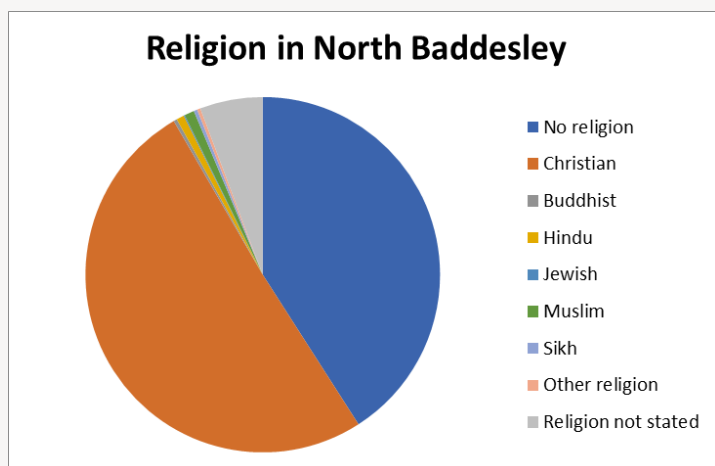
Ethnicity



| Asian or Asian British | Black, Black British, Caribbean or African | Mixed or Multiple ethnic groups | English, Welsh, Scottish, Northern Irish or British | White Other | Other ethnic group |
|------------------------|--|---------------------------------|---|-------------|--------------------|
| 2.7% | 0.6% | 1.7% | 90.9% | 3.5% | 0.6% |

The graph shows the ethnic groups within North Baddesley by percentage. At the 2021 Census, 90.9% of North Baddesley population as White British. This is higher than the borough average of 88.8%. North Baddesley's level of ethnic diversity is lower than England as a whole, where only 73.5% of the population are White British.

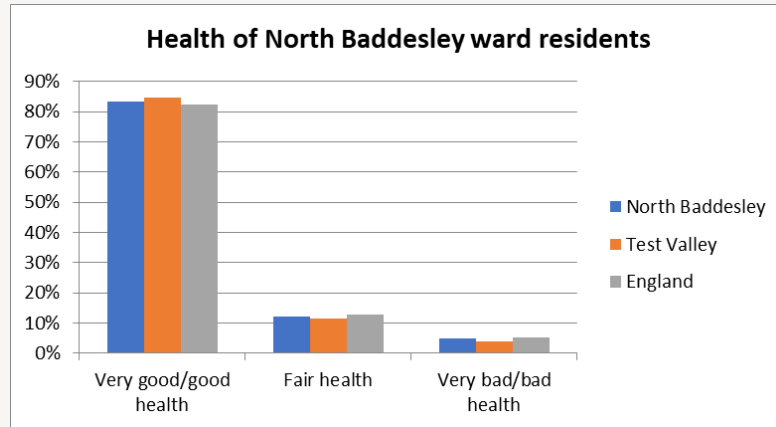
Religion



| No religion | Christian | Buddhist | Hindu | Jewish | Muslim | Sikh | Other religion | Religion not stated |
|-------------|-----------|----------|-------|--------|--------|------|----------------|---------------------|
| 40.9% | 50.7% | 0.3% | 0.7% | 0.1% | 0.9% | 0.3% | 0.3% | 5.7% |

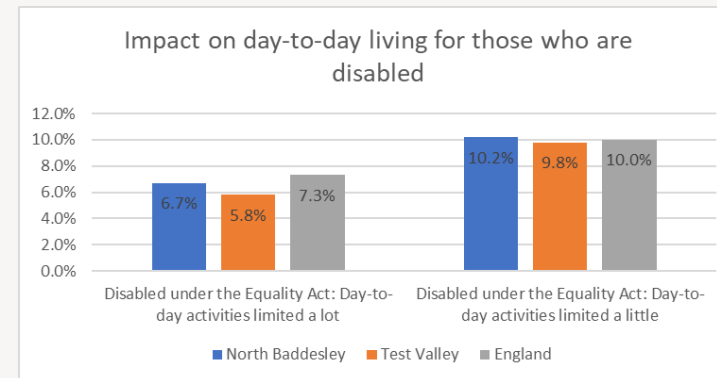
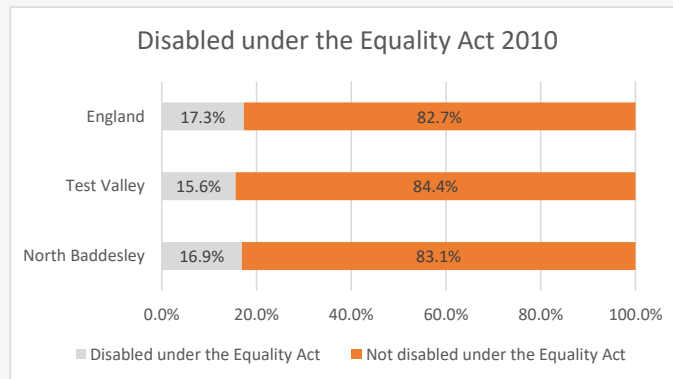
At the 2021 Census, the majority of North Baddesley residents (50.7%) classify themselves as Christian, which is higher than both the borough average of 50.5% and the English average of 46.3%. The next largest group are those that say they have no religion (40.9%) which is higher than both the Test Valley average (40.6%) but the English average (36.7%). Of those groups that do adhere to a religion, Islam is the second largest faith group, constituting 0.9% of the population of the ward. By comparison, 6.7% of England's population identify as being Muslim.

Health



At the 2021 Census, 83.4% of residents in North Baddesley said they felt that they were in very good or good health. This is lower than the average for Test Valley (84.7%) but higher than the average for England (82.2%). 4.7% of the population rated their health as bad or very bad, which is higher than equivalent figure for the borough (3.8%) but lower than the English average (5.2%).

Disability

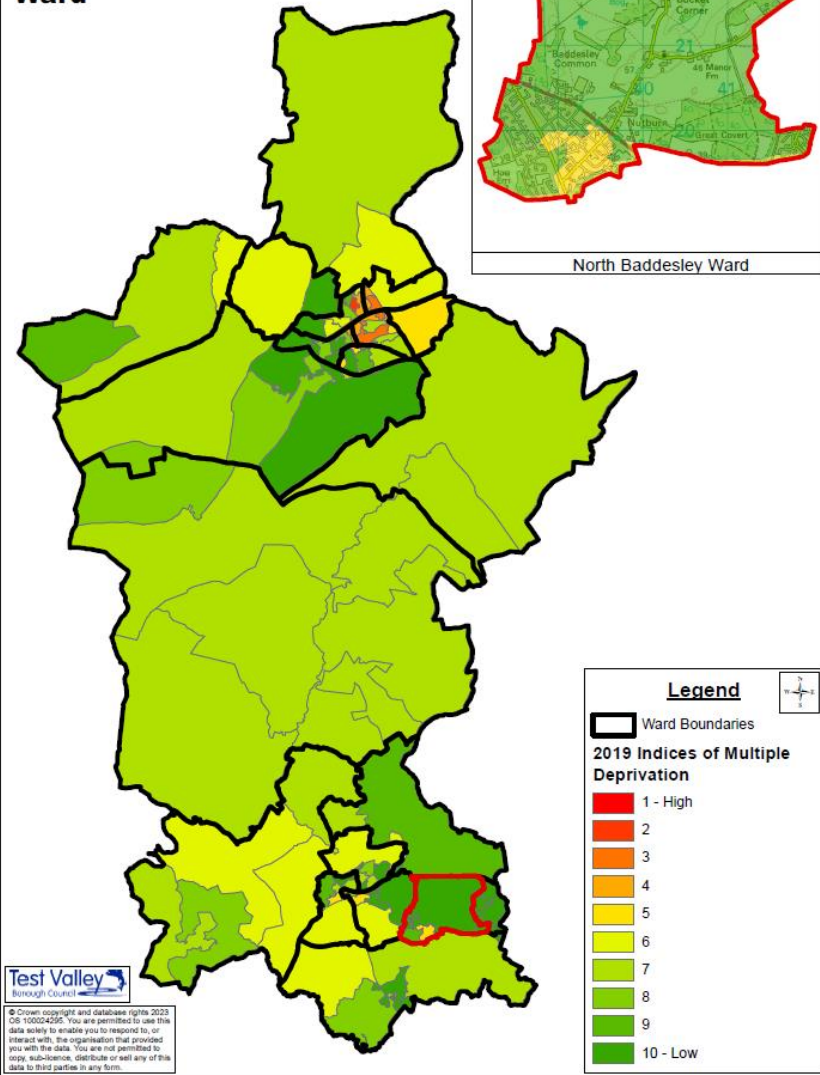


At the 2021 Census, 16.9% of North Baddesley's population identified as having a disability, as defined by the Equality Act 2010. This is a higher proportion than the population of Test Valley as a whole, where 15.6% identified as having a disability, but lower than the proportion of people in England as a whole, where the figure was 17.3%.

Of this 16.9%, 6.7% of the ward's population said they had a disability that limited their day-to-day activities a lot, higher than the equivalent figure for Test Valley but lower than the English average. 10.2% said they had a disability that impacted them a little, higher than the respective figures for the borough and country.

Deprivation

Indices of Multiple Deprivation within the North Baddesley Ward



The English Index of Multiple Deprivation 2019 is designed to identify areas where communities lack resources and are in need. To do this, seven factors are considered, which are:

- income deprivation;
- employment deprivation;
- education, skills and training deprivation;
- health deprivation and disability;
- crime;
- barriers to housing and services;
- living environment deprivation.

Areas are scored on each of these factors, and ranked nationally from least deprived to most deprived.

This map shows the deprivation scores for North Baddesley against all areas in Test Valley. Of 32,844 areas ranked across the country, the majority of the ward is in the **20%** of **least deprived** areas in the country. The area of the ward seen in orange, around Fleming Avenue and Rownhams Road, is within the **50%** of **most deprived** areas in the country.

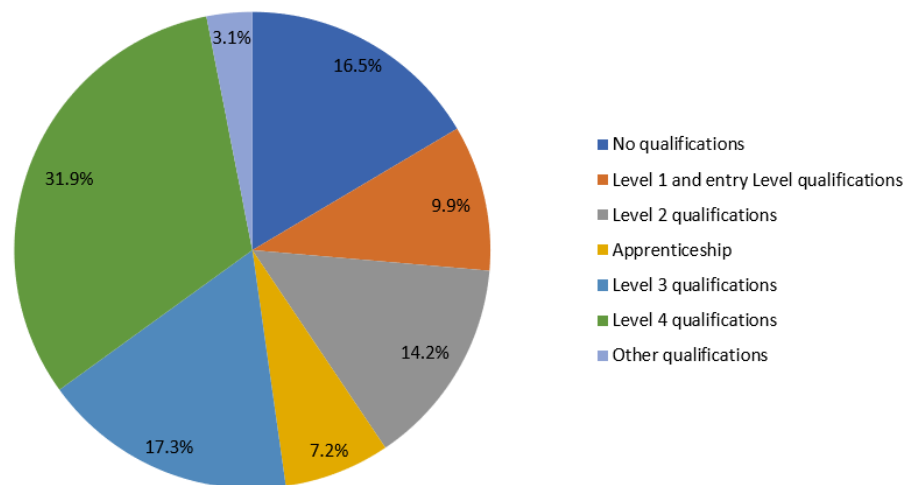
More specifically, the area of the ward around the Botley Road and Rownhams Lane junction, the south-west of the ward around Hoe Lane and Sylvan Drive, rank within the top 30% of most deprived areas when it comes to physical proximity of local services. Meanwhile, the area seen in orange is within the top 30% of most deprived areas for income, employment, and for income deprivation that affects children.

Further information about the Department for Levelling Up, Housing & Communities 2019 English Indices of Deprivation is available online at: <https://www.gov.uk/government/statistics/english-indices-of-deprivation-2019>

Education and employment

Qualifications

Percentage of people with qualifications in North Baddesley



The pie chart shows the qualifications gained by North Baddesley's residents aged 16-74 years, according to the 2021 Census.

85.9% of people living in North Baddesley have at least one GCSE or equivalent qualification, a figure which is higher than the Test Valley average of 83.3% and the English average of 79.1%.

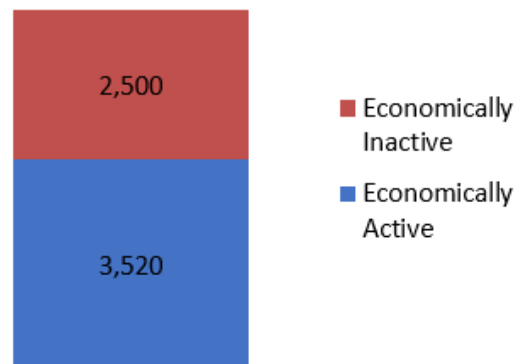
This means that 16.5% of North Baddesley residents between 16 and 74 have no academic, vocational or professional qualifications, which is 3.6% higher than the borough average but 0.4% lower than the English average.

In addition, 31.9% of North Baddesley residents have a level 4 qualification or above, which is equivalent to at least an undergraduate degree. This is lower than the borough average of 35.7% and the English average of 33.9%. Similarly, 7.2% of the ward's population have undertaken an apprenticeship.

| | |
|---------------------|--|
| No qualifications | No academic or professional qualifications. |
| Level 1 | any GCSEs at other grades, O levels or CSEs (any grades), Foundation Welsh Baccalaureate, one Advanced Subsidiary (AS) level, NVQ (National Vocational Qualification) level 1, Basic or Essential Skills, skills for life, literacy and numeracy, Level 2 Scottish Vocational qualifications |
| Level 2 | five or more GCSEs (A* to C or 9 to 4), O levels (passes), CSEs (grade 1), Intermediate Welsh Baccalaureate, one A level, two to three AS levels, NVQ level 2, Business and Technology Education Council (BTEC) General, City and Guilds Craft, Level 2 Scottish Vocational qualifications |
| Apprenticeship | Has completed any form of apprenticeship, at any level. |
| Level 3 | two or more A levels, four or more AS levels, Advanced Welsh Baccalaureate, NVQ level 3, City and Guilds Advanced Craft, Ordinary National Certificate (ONC), Ordinary National Diploma (OND), BTEC National, International Baccalaureate, Level 3 Scottish Vocational qualifications |
| Level 4 or above | degree, foundation degree, Doctor of Philosophy (PhD), Master's degrees, Higher National Diploma (HND) or Higher National Certificate (HNC), NVQ level 4 or above, professional qualifications (for example, teaching or nursing) |
| Other qualification | Any other qualifications, equivalent unknown |

Economic Activity

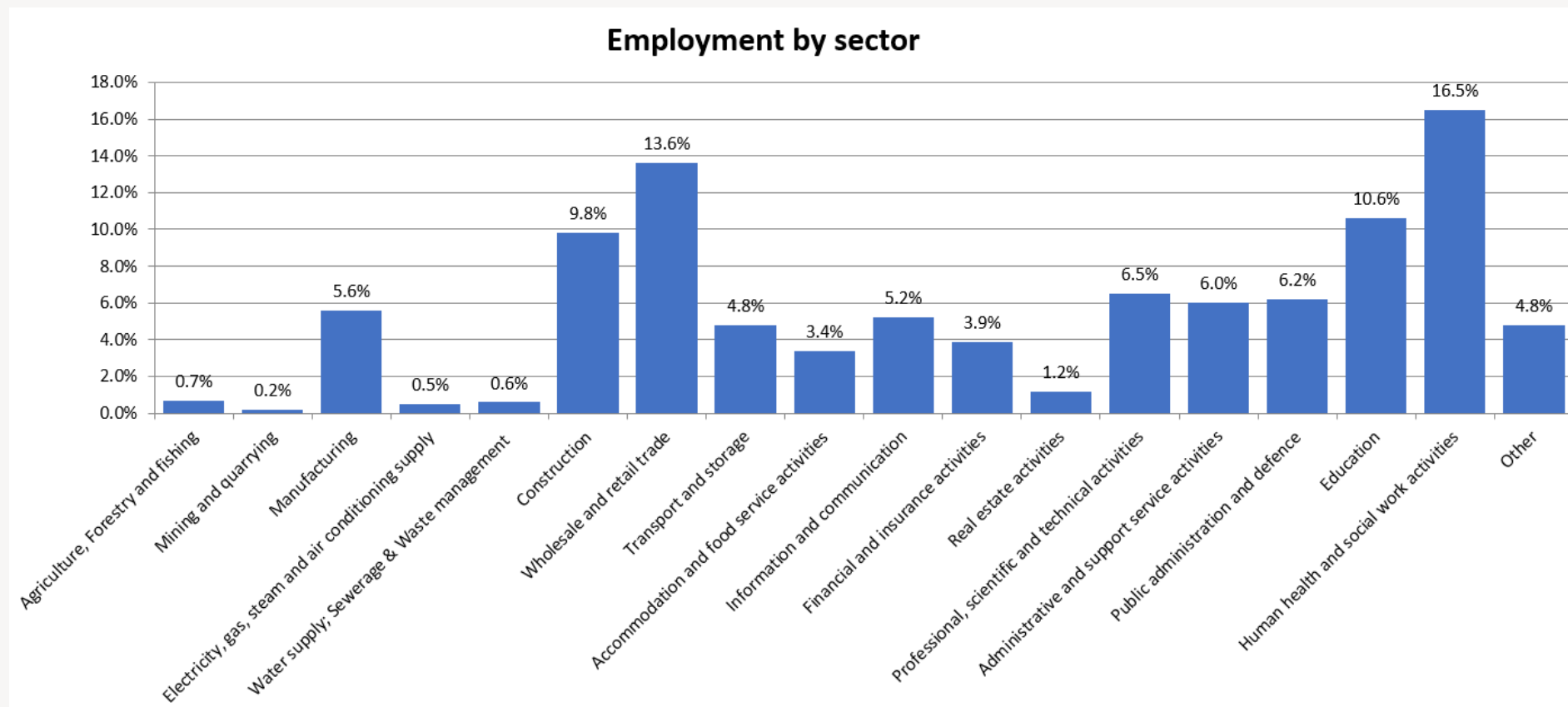
Economic activity (count)



According to the 2021 Census, 57.8% of North Baddesley residents aged 16-74 are economically active, lower than Test Valley as a whole where the figure is 63.8% of residents. This includes people in full-, part- and self-employment, those who are actively seeking a job, and full-time students.

The remaining 41.5% of residents aged 16-74 are economically inactive, compared to 36.1% of Test Valley residents. This includes people who are retired, long-term sick or disabled, or who look after the home and family.

Employment by sector



This graph shows the different industries residents of North Baddesley ward work in, according to the 2021 Census. The largest sector employing people in North Baddesley is Human health and social work activities (16.5%) followed by Wholesale and retail trade (13.6%) and then by Education (10.6%).

Properties

Total number of properties

3,141

Dwellings



17.1%
Terraced



33.5%
Semi-Detached



38.7%
Detached

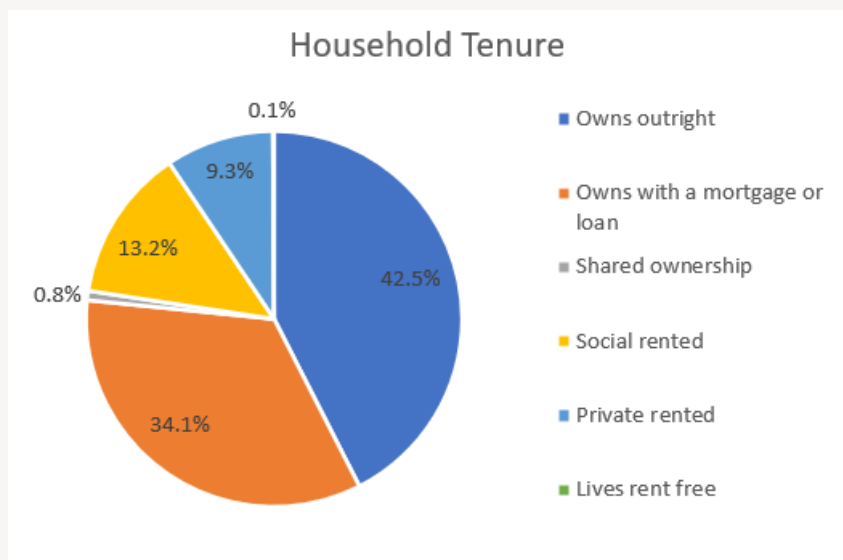


9.9%
Flat



0.9%
Mobile or other

Household Tenure



Household tenure refers to the financial arrangements under which people occupy their homes and is taken from the 2021 Census.

This pie chart depicts the tenure of households in North Baddesley. 76.6% of people in the ward live in a property which they own outright or with a mortgage or loan. This is higher than the average for Test Valley, which is 69.0%, and higher than the average for England, which is 61.3%.

13.2% of residents rent their property from a Housing Association, which is lower than the borough average of 14.3% as well as the English average of 17.1%. 9.3% of residents privately rent their property; this figure is lower than the borough average of 14.8% and lower than the figure for England of 20.5%.

0.8% of households are part of a shared ownership scheme whilst 0.1% live rent free.

Community facilities

Within North Baddesley there are a range of community facilities including a number of shops, a community library, a Recreation Ground and village hall.

The ward has is home to North Baddesley Infant School and North Baddesley Junior School, as well as a GP surgery. The nearest railway stations are located in either Romsey or Chandlers Ford.



Further Information

The Community Team at Test Valley Borough Council provide support to local councillors and communities. They are also able to signpost local organisations to grant funding and other resources that may be available. To contact them, please email:

communityteam@testvalley.gov.uk

The information in this profile has been prepared by Test Valley Borough Council's Policy Team. If you have any further queries or would like to talk to us about other information you would like to see, then please contact one of the Policy Team who will be happy to help:

policyteam@testvalley.gov.uk