

# North Baddesley

## Parish Profile



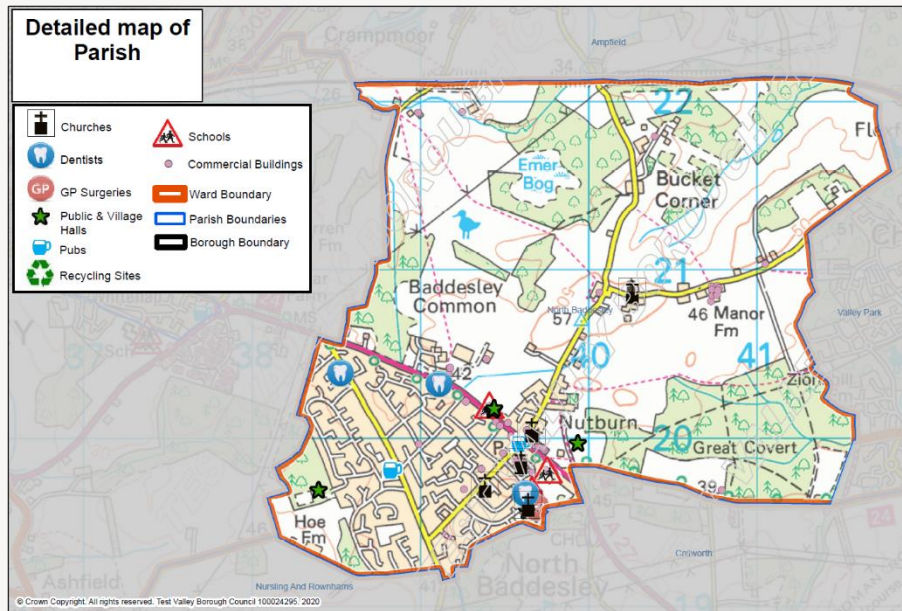
2021



# North Baddesley Parish Profile

This profile provides a summary of the latest available information on the demographic make-up of the parish 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 parish.

**North Baddesley** is one of the Test Valley's fifty-nine parishes. It has an area of **779.88** hectares which represents 1.24% of the total area of Test Valley; in terms of size, **North Baddesley** is Test Valley's **thirty-fifth largest** parish. The parish's population is **7,164** and its population density is **9.19** people per hectare, which is significantly higher than the borough's average population density of **2.10** people per hectare.



## Census Data

Some of the data used in this profile is taken from the 2011 Census; where this is the case, this is clearly labelled. Though this data is from several years ago, the breadth and volume of information the Census collects means it remains a valuable source of data and a reasonable indication of current trends. Data from the 2021 Census will be released by the Office for National Statistics in 2022/3. When this happens, this profile will be updated and circulated to Councillors.

## Elected Representatives

### Hampshire County Councillor

**Councillor Alan Dowden**

**Division:** Baddesley

**Email:** alan.dowden@hants.gov.uk

**Telephone:** 02380 266458

### Test Valley Borough Councillor

**Councillor Celia Dowden**

**Ward:** North Baddesley

**Email:** cllrcowden@testvalley.gov.uk

**Telephone:** 02380 266458



**Councillor Geoff Cooper**

**Ward:** North Baddesley

**Email:** cllrgcooper@testvalley.gov.uk

**Telephone:** 07771 524224



**Councillor Alan Warnes**

**Ward:** North Baddesley

**Email:** cllrawarnes@testvalley.gov.uk

**Telephone:** 02380 734271



### North Baddesley Parish Council

**Chairman:** Councillor David Knight

**Email:** Cllr.David.Knight@northbaddesley-pc.gov.uk

**Telephone:** 02380 733784

**Clerk:** Joan Harrington

**Email:** clerk@northbaddesley-pc.gov.uk

**Telephone:** 02380 339950

# Population



7,164

Population 2020



11.4%  
increase



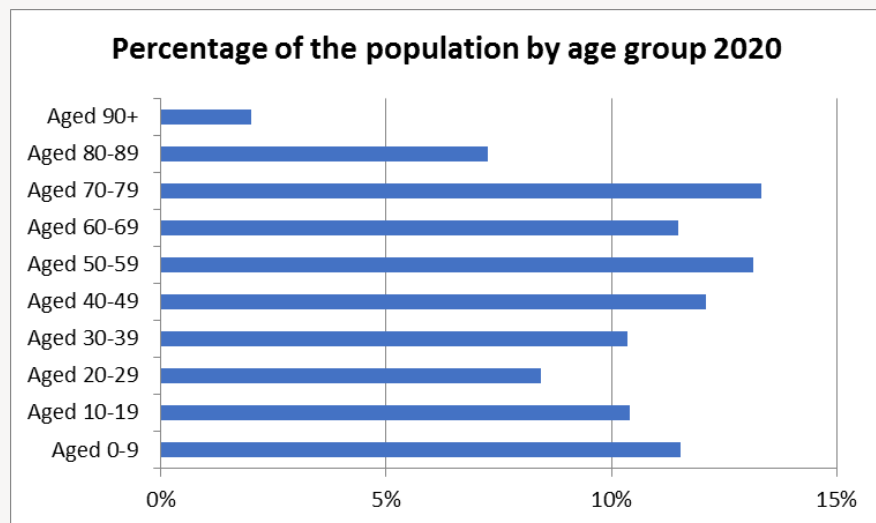
7,981

Estimated population  
in 2025



5.43% of Test Valley's population

## Age breakdown



At 21.9% North Baddesley has a smaller percentage of **young people** (aged 0-19) than the borough average of 22.8%. By 2025, the proportion of young people will increase to 23.2%, and will then be 0.2% higher than the borough average.

At 18.8%, North Baddesley has smaller amount of **young adults** (aged 20-39) than the wider borough at 19.9%. The proportion of young adults living in the parish is expected to decrease by 0.3% between 2020 and 2025, a smaller fall than the predicted decrease of 1.2% across the borough.

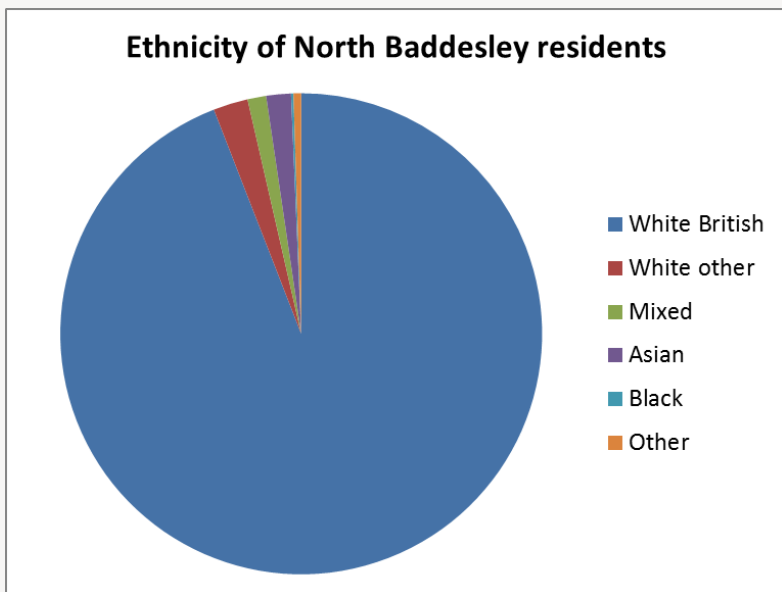
**Middle aged residents** (aged 40-69) constitute 36.7% of North Baddesley's population, which is lower than the borough average of 40.2%. This is forecast to decrease slightly to 36.3% by 2025, 3.3% below the borough average.

At 22.6%, North Baddesley has a higher percentage of those **aged 70 and over**, 5.4% above the borough average. By 2025 this percentage is forecast to decrease by 0.6%, in contrast to the forecast increase of 1.5% for the borough as a whole.

## 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>.

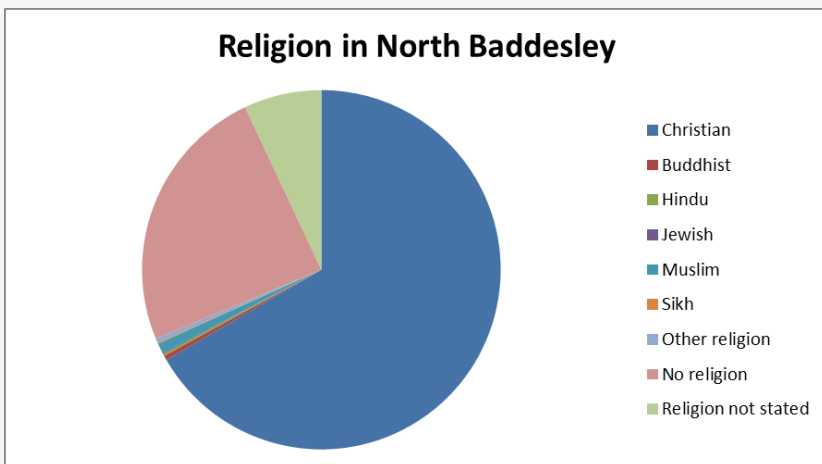
## Ethnicity



White British	White other	Mixed/multiple ethnic groups	Asian	Black	Other
94.1%	2.3%	1.2%	1.7%	0.2%	0.5%

The graph shows the ethnic groups within North Baddesley by percentage. In the 2011 Census, 94.1% of North Baddesley's population identified as White British. This is above the borough average of 93.1%. North Baddesley's level of ethnic diversity is also lower than England as a whole, where only 79.8% of the population are White British.

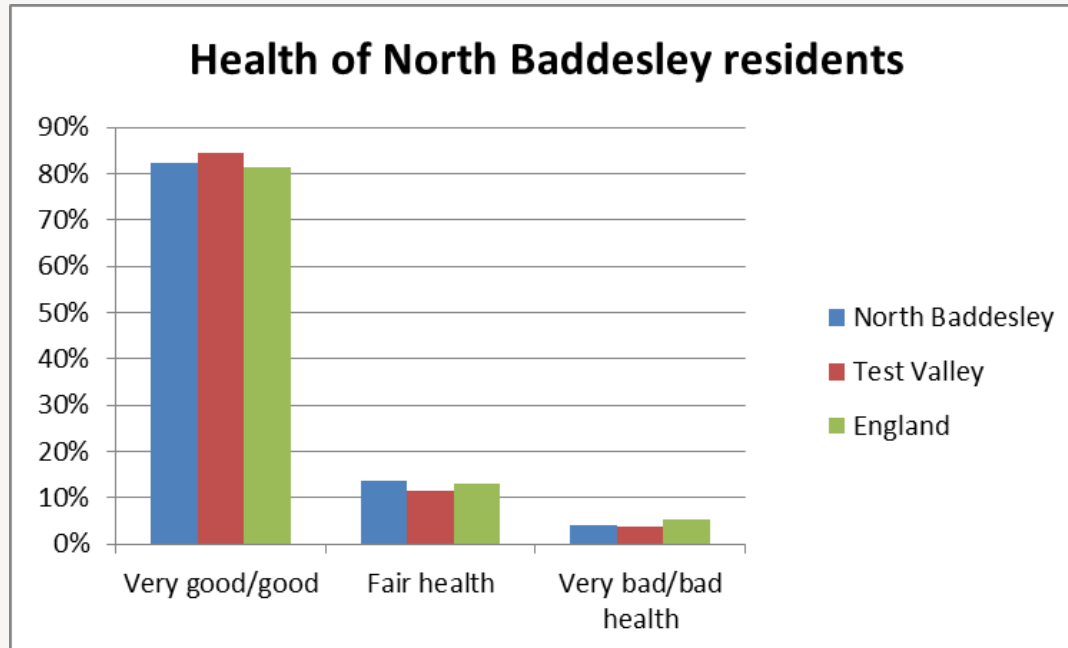
## Religion



Christian	Buddhist	Hindu	Jewish	Muslim	Sikh	Other religion	No religion	Religion not stated
66.7%	0.4%	0.2%	0.1%	0.9%	0.1%	0.4%	24.3%	7.0%

At the 2011 Census, the majority of North Baddesley residents (66.7%) classified themselves as Christian, which is higher than the borough average of 65.7% as well as the English average of 59.8%. The next largest group are those that say they have no religion (24.3%), which is lower than both the Test Valley average (25.1%) and the English average (27.7%). Of those groups that do adhere to a religion, Islam is the second largest group at 0.9%; this is higher than the average for Test Valley (0.6%) but lower than the equivalent figure for England, where 5.0% of people identified as adhering to Islam.

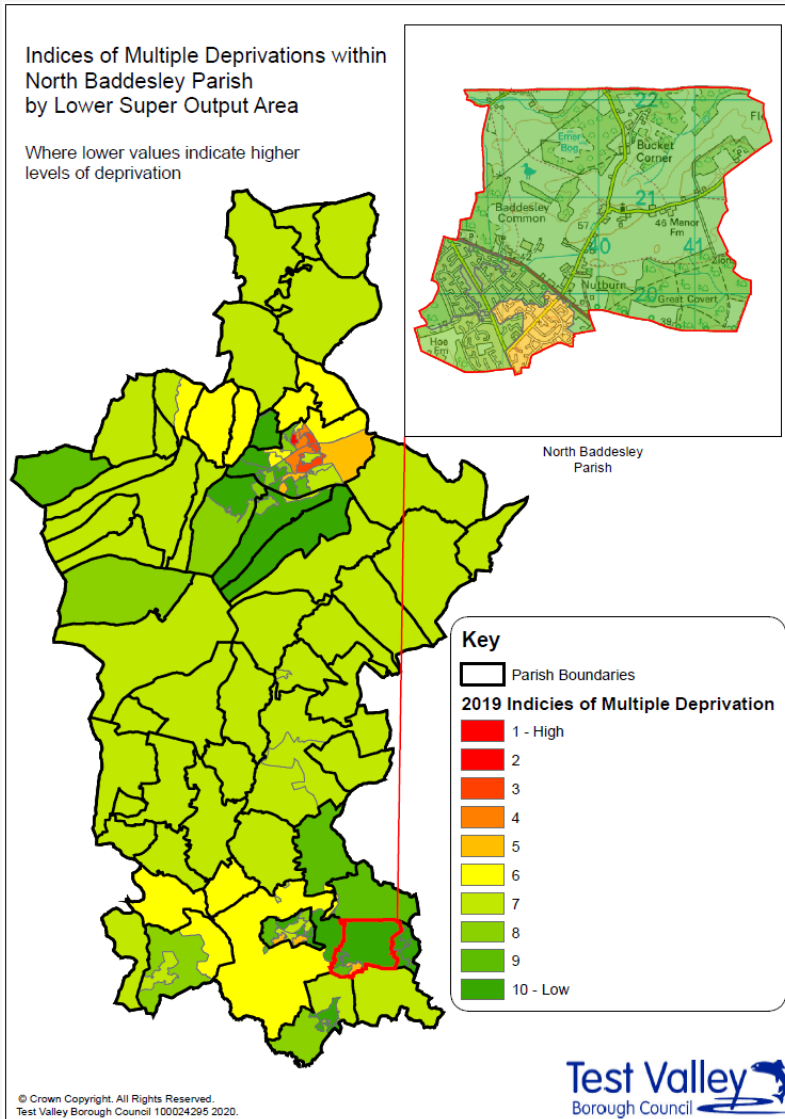
## Health



**2.0% of North Baddesley's residents are long term sick or disabled (2011 Census)**

At the 2011 Census, 82.2% of residents in North Baddesley said they felt that they were in very good or good health. This is lower than the equivalent figure for Test Valley (84.6%) but higher than the average for England (81.4%). 4.1% of the population rated their health as bad or very bad, which is higher the figure for the borough (3.8%) but lower than the English average (5.4%).

# Deprivation



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.

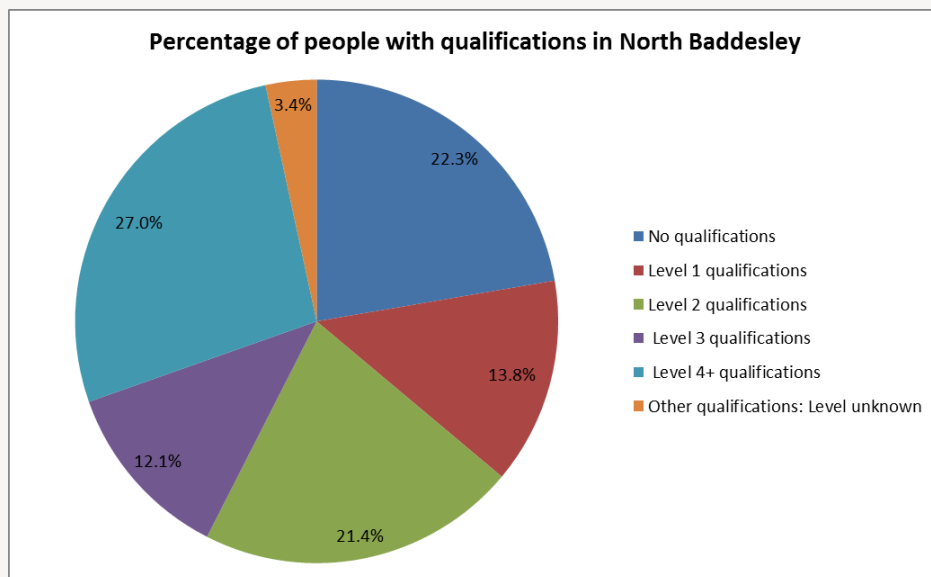
This map shows the deprivation scores for parish of North Baddesley against all areas in Test Valley. Of 32,844 areas ranked across the country, the majority of the parish is in the **20% of least deprived** areas in the country. The area of the parish seen in orange, around Fleming Avenue and Rownhams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

More specifically, the area of the parish around the Botley Road and Rownhams Lane junction, as well as the south-west of the parish around Hoe Lane and Sylvan Drive, rank within the top 20% 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 Ministry of Housing, Communities and Local Government 2019 English Indices of Deprivation is available online at: <https://www.gov.uk/government/statistics/english-indices-of-deprivation-2019>

# Education and employment

## Qualifications

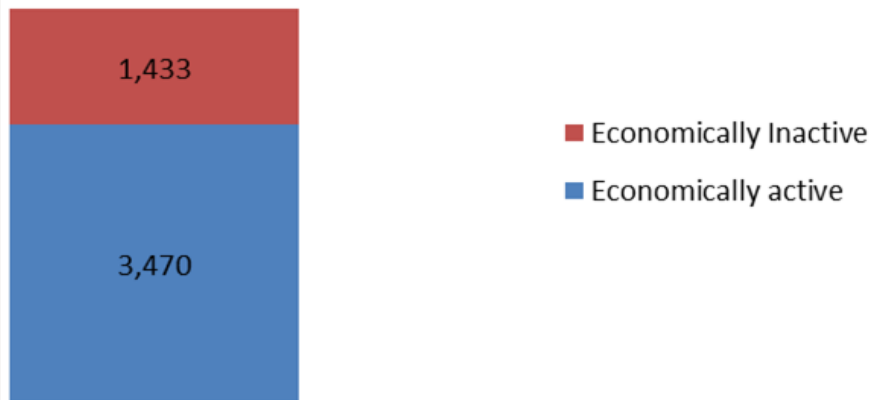


The pie chart shows the qualifications gained by North Baddesley residents aged 16-74 years, according to the 2011 Census. 74.3% of people living in North Baddesley have at least one GCSE or equivalent qualification, a figure which is lower than Test Valley average of 77.6%. Additionally, 3.4% of residents have an unknown qualification, which is similar to the borough average. This means that 22.3% of North Baddesley residents between 16 and 74 have no academic, vocational or professional qualifications, which is 3.9% higher than the borough average. In addition, 27.0% 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 30.5%.

No qualifications	No academic or professional qualifications.
Level 1	1+'O' level passes, 1+CSE/GCSE any grades, NVQ level 1, Basic/Essential skills, NVQ Level 1.
Level 2	5+'O' level passes, 5+GCSEs (grades A*-C) 1 A level/2-3 AS levels. City and Guilds Craft, Apprenticeship, NVQ level 2.
Level 3	2+'A' levels, Higher School certificate, NVQ level 3, City and Guilds Advanced Craft, BTEC National.
Level 4/5	Degree (for example BA, BSc) higher degree (for example Master's, PhD, PGCE), NVQ levels 4 and 5, Qualified Teacher status, Nurse or Accountancy. BTEC Higher level.
Other qualification	Level unknown, vocational/work-related Qualifications, Foreign qualifications.

## Economic Activity

### Economic activity (count)



According to the 2011 Census, 70.8% of North Baddesley residents aged 16-74 are economically active, lower than Test Valley as a whole where the figure is 73.4% of residents. This includes people in full-, part- and self-employment, those who are actively seeking a job, and full-time students.

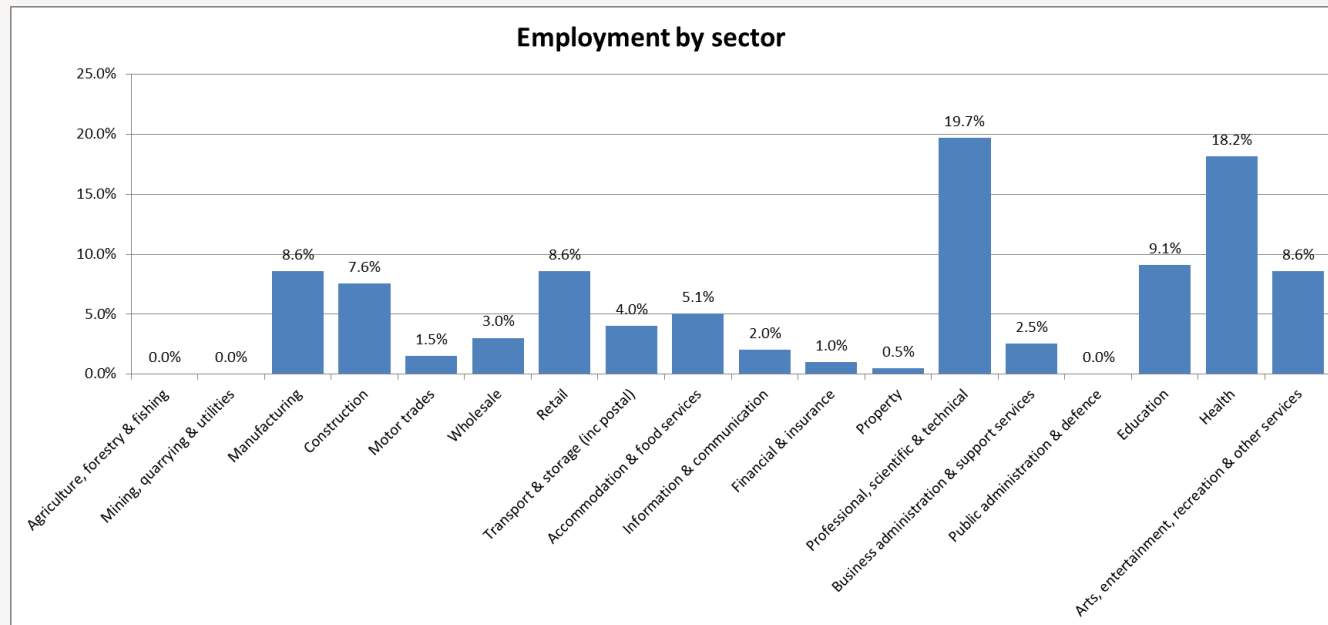
The remaining 29.2% of residents aged 16-74 are economically inactive, compared to 26.6% of Test Valley residents. This includes people who are retired, long-term sick or disabled, or who look after the home and family.



## Employment by sector

Following the Local Government Boundary Commission for England (LGBCE) review in 2017, new Ward and Parish boundaries have been introduced in Test Valley. Hence, this information has been produced on a 'best fit' basis, it's not an exact representation of North Baddesley but provides as good an indication as is currently feasible.

This data is taken from the 2018 UK Business Register and Employment Survey which is produced by the Office for National Statistics (ONS). This dataset relies upon a sample of 85,000 businesses across the country, from which these estimates are modelled. As such, there will be some sampling variability which result in the quality of the estimates deteriorating for smaller geographies. A better indication will be available from the 2021 Census which will be available in 2022/3; once this data is released, this profile will be updated and circulated to Borough and Parish Councillors.



This graph shows the percentage of the workforce by sector, according to the latest Business Register and Employment Survey in 2018. The largest sectors employing people in North Baddesley are Professional, Scientific & Technical (19.7%), followed by Health (18.2%) and Education (9.1%).

# Properties

Total number of properties

**3,086**

## Dwellings

## Estimated Average Value

**18.0%**  
*Terraced*



**£247,733**

**33.8%**  
*Semi-Detached*



**£289,552**

**11.4%**  
*Flat*



**£160,645**

**36.6%**  
*Detached*



**£396,602**

**0.2%**  
*Mobile*

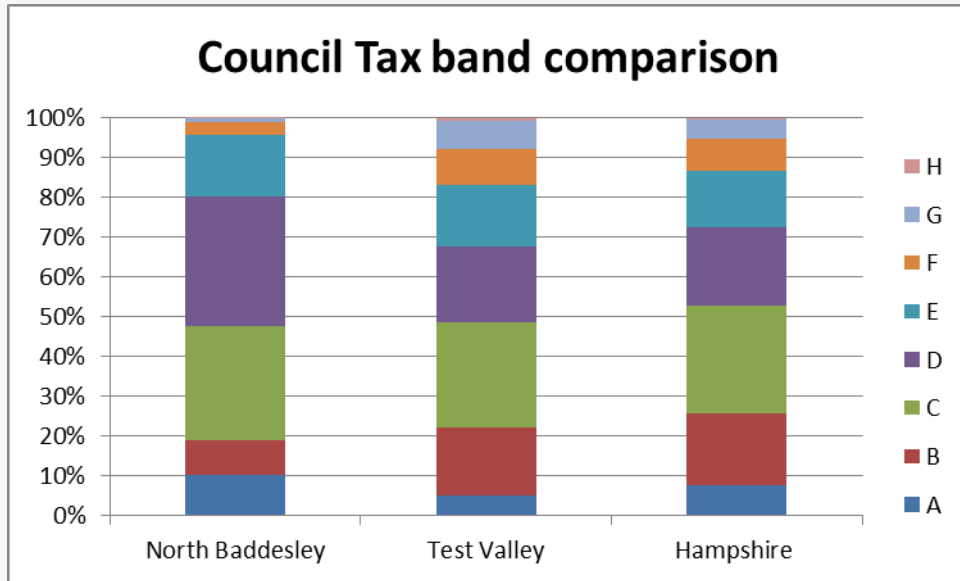


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According to Zoopla estimates, the average value of a property in North Baddesley in 2020 is **£320,740**. This is an increase of 20% over the past 5 years and makes North Baddesley the forty-eighth most expensive parish in Test Valley.

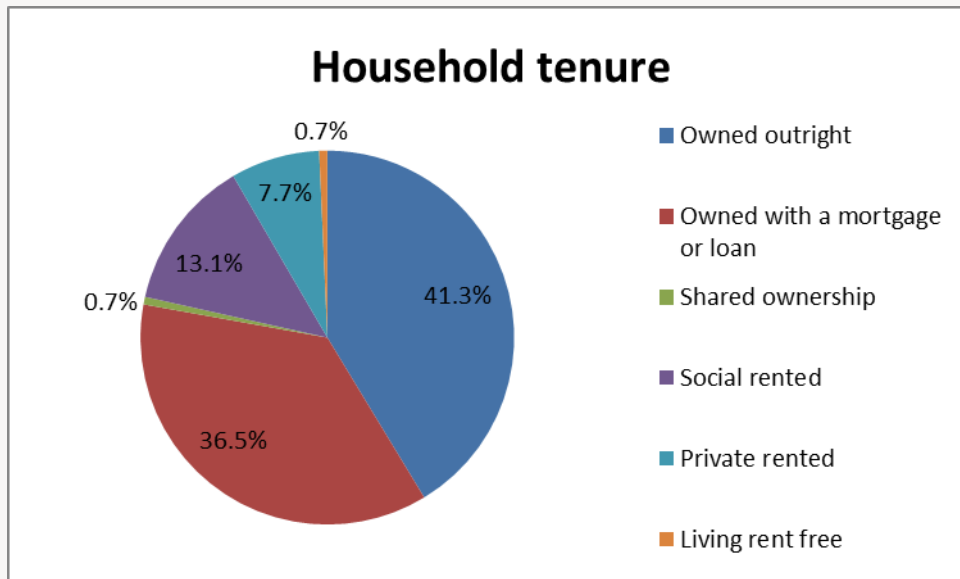
In Hampshire, the average value of a property is £367,727 (a 21% rise in 5 years) whilst in South East England, the average is £408,651 (a 22% rise in 5 years).

## Council Tax Bandings



		North Baddesley	Test Valley
Bands F-H		4.4%	16.9%
Bands C-E		76.7%	60.8%
Bands A-B		18.9%	22.3%

## Household Tenure



Household tenure refers to the financial arrangements under which people occupy their homes and is taken from the 2011 Census.

This pie chart depicts the tenure of households in North Baddesley. 77.8% of people in North Baddesley live in a property which they own outright or with a mortgage or loan. This is higher than both the average for Test Valley, which is 70.3%, and the average for the South East of England, which is 67.6%.

13.1% of residents rent their property from a Housing Association, lower than the borough average of 14.4%.

7.7% of residents privately rent their property; this figure is lower than the borough average of 12.9%.

# Community facilities

Within North Baddesley, there are a range of community facilities including several food shops and numerous other shops (of varying types including a Post Office), various community halls (Including a Village Hall and Community Hall), several green spaces, play areas and playing fields, a community library, multiple restaurants and takeaways, Knights' Grove Care Home, two pubs, and five churches (of varying denominations).

The parish has both an infant and a junior school, as well multiple pre-schools and a GP surgery. The closest railway stations are situated in Romsey and Chandlers Ford.



# Community plans

Details of any community planning exercises your parish is undertaking can be added here. Please get in touch with the Policy Team at the email address below and we will be more than happy to add information at your request.

## Test Valley Borough Council – Policy Team

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](mailto:policyteam@testvalley.gov.uk)

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