

## **A Demographic & Socio-Economic Review of Swavesey**

### Key points

- Swavesey lies to the north of the A14, midway between Cambridge and Huntingdon. It is well served in terms of community facilities including both a primary and secondary school.
- Swavesey's population of 2,500 has remained fairly steady in recent years. However, 2016 saw an increase in housebuilding and a number of large housing developments have recently secured planning permission. Furthermore, the new town of Northstowe, currently under construction, is only a couple of miles to the east.
- Swavesey's age profile is fairly typical of a South Cambridgeshire rural community. There is a significant under-representation of people in their 20's. There is also an under-representation of people aged 75+.
- Swavesey can best be described as a family orientated community. There are relatively high levels of families with no children, dependent children and non-dependent children.
- Owner occupation is the dominant tenure in Swavesey. Many of these are large detached properties with 4 bedroom dwellings particularly significant.
- Affordable housing is in relatively scarce supply – about half the average for South Cambridgeshire. Most affordable houses remain under the control of South Cambridgeshire District Council. A significant minority of this stock is focused on the needs of the elderly.
- Swavesey house prices are out of reach for many local low income households. (They are arguably out of reach for many average income households) This is reflected in evidence of housing need. There are 46 households on the Housing Register with a local connection to Swavesey.
- Economic activity rates are high for men and women in Swavesey. Unemployment is low. Many employed residents work in managerial and professional roles and many are qualified to Higher Education level.
- Most Swavesey employed residents commute within South Cambridgeshire. There are many employment opportunities within the parish. In particular, Swavesey has a strong manufacturing base – about a quarter of all employees. The proximity to the A14 makes Swavesey an attractive location for some employers.
- There is very little deprivation in Swavesey. Swavesey ranks among the least deprived communities in England.
- There are also very few working age people claiming work related benefits. Disability and incapacity are the most common factors.

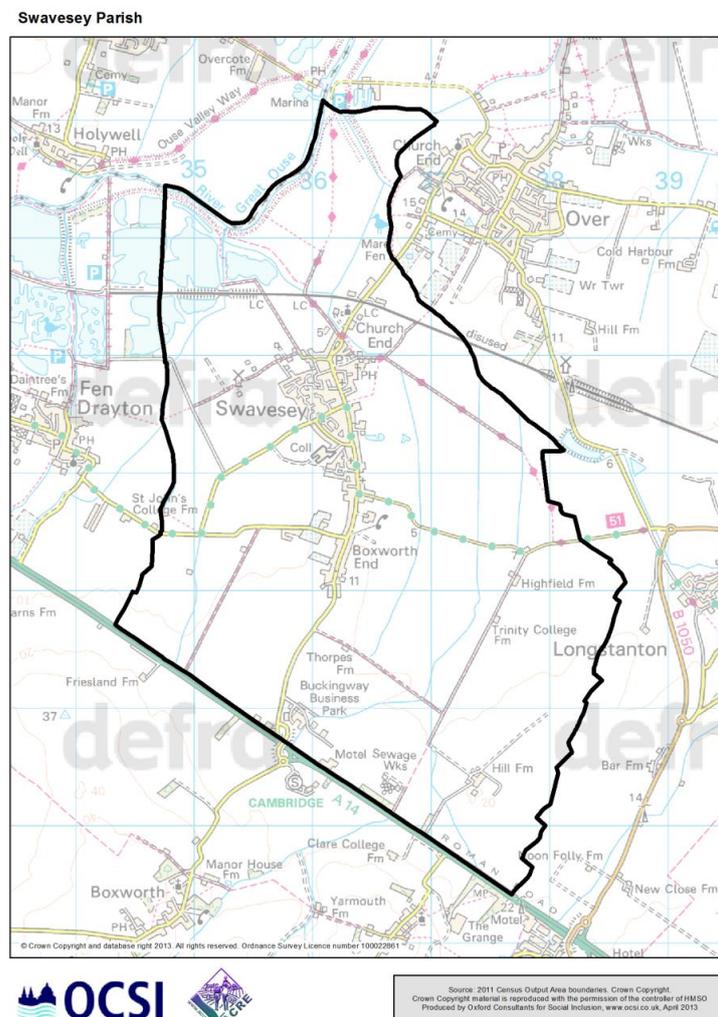
## Introduction

This report has been produced to support the development of the Swavesey Neighbourhood Plan. It pulls together a range of published data to paint a picture of the parish in terms of its demography, socio-economic characteristics and local labour market.

The report is broken down into the following sections:

- Key points
- Introduction
- Geography
- Data sources
- Demography
- Housing
- Economic activity
- Deprivation

## Geography



Swavesey parish falls within South Cambridgeshire District Council. It lies to the north of the A14 midway between Cambridge and Huntingdon. The village of Swavesey is the key settlement in the parish. The village has developed along and off from a north/ south road that runs through the village. This road connects the A14 with Over and Willingham to the north and onto the A1123.

Swavesey's near neighbours are a network of other villages including Longstanton, Over and Fen Drayton. The nearest town is St Ives which is about three miles to the north west. The new settlement of Northstowe, currently under construction, is a couple of miles to the east.

Swavesey benefits from a secondary and primary school. The village also retains a doctors' surgery, pub and shop alongside a memorial hall and community pavilion. There are a wide range of clubs and societies.

The Neighbourhood Plan boundary is contiguous with the parish boundary.

### Data sources

A range of published data sources have been used to compile this report. Parish level data is obviously ideal as it matches the Neighbourhood Plan area. However, not all data is published at this geography. The Office for National Statistics (ONS) uses 'Output Areas' as the building block for its local area data and publishes a range of data at this scale and aggregations of it (known as 'Super Output Areas'). The average population of an Output Area is about 300 people.

Eight output areas, in aggregate form, are contiguous with the parish boundary. This would allow a more detailed analysis of data within different parts of the parish if required. This report largely focuses on the parish as a whole. Lower Super Output Areas (LSOAs) are an aggregation of Output Areas and there are two of these contiguous with the parish boundary. The next aggregation is the Middle Super Output Area (MSOA) but the relevant MSOA extends beyond the parish boundary incorporating Longstanton and Oakington and has therefore not been used in this report. The 2011 ward and 2015 ward boundaries are also consistent with the parish boundary.

### Demography

Swavesey's population was estimated to be 2,520 in 2015.<sup>1</sup> The dwelling stock was 1,020. This represents virtually static growth over the last 14 years. In 2001 the population was estimated to be 2,490.<sup>2</sup> This is consistent with dwelling monitoring statistics which show that only 27 dwellings were completed in the parish between 2002 and 2015. There was more growth during the 1990s – in 1991 the population was estimated to be 1,930.

There has also been further growth since 2015 with the prospect of significantly more in the future. Twenty seven completions were recorded in 2016 (the same number as completed in the previous 13 years combined) with a number of other planning applications in the pipeline.<sup>3</sup> Details of four schemes with planning permission (totalling 289 dwellings) are provided in a separate 'Planning Policy Context' paper provided by Cambridgeshire ACRE.<sup>4</sup> Hence, the village can be expected to grow significantly over the next few years.

---

<sup>1</sup> 'Cambridgeshire Population and Dwelling Stock Estimates, Mid-2011 to Mid-2015', Cambridgeshire CC (online)

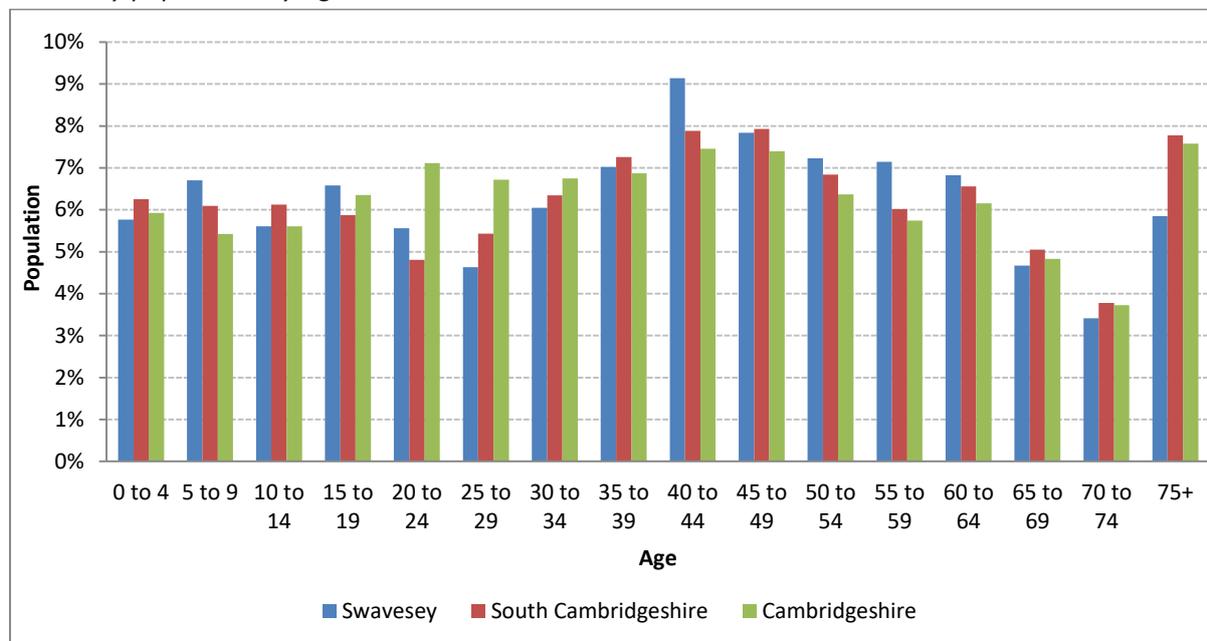
<sup>2</sup> 'Cambridgeshire Population and Dwelling Stock Estimates, 1991 -2010', Cambridgeshire CC, July 2011<sup>2</sup>

<sup>3</sup> Table H1.2 Dwellings completed (net) by Ward/Parish in Cambridgeshire (2002-2016), Cambridgeshire CC

<sup>4</sup> 'Swavesey Neighbourhood Plan: The Planning Policy Context', Cambridgeshire ACRE, January 2018

In terms of understanding the characteristics of the population the 2011 Census is the most robust recent source. Given the relatively small change in total population between 2011 and 2015 it seems reasonable to assume that the characteristics will have changed little over this period. Whether these characteristics will change as a result of more recent and planned house building will depend on the types of dwellings built and the nature of the households who move into them.

### Swavesey population by age, 2011



Source: 2011 Census of Population via 'Swavesey parish profile', Cambridgeshire Insight (October 2014)

Swavesey's age profile is fairly similar to the average for Cambridgeshire, more so than many South Cambridgeshire parishes. There are above average levels of school age children and people aged 40-64. There are significantly lower levels of people aged in their 20s (a typical feature of rural communities). This could be due to both 'push' and 'pull' factors. There are also lower levels of older people in Swavesey, particularly in the 75+ category. This may reflect declining mobility and a need for better access to health and other services.

The mean age of Swavesey's population is 39.3 compared with 39.5 in Cambridgeshire. However, the median age is 41.0 compared with 39.0 in Cambridgeshire.

The low proportion of older people is consistent with the household composition in Swavesey which is skewed towards families. The proportion of single person households (23.5%) is lower than Cambridgeshire (27.4%). In contrast, there are higher proportions of families with no children, dependent children and non-dependent children in Swavesey. There is, however, a slightly lower proportion of lone parents with dependent children (4.2%) in Swavesey than in Cambridgeshire (4.9%).<sup>5</sup>

<sup>5</sup> Table KS105EW, 2011 Census of Population (via NOMIS)

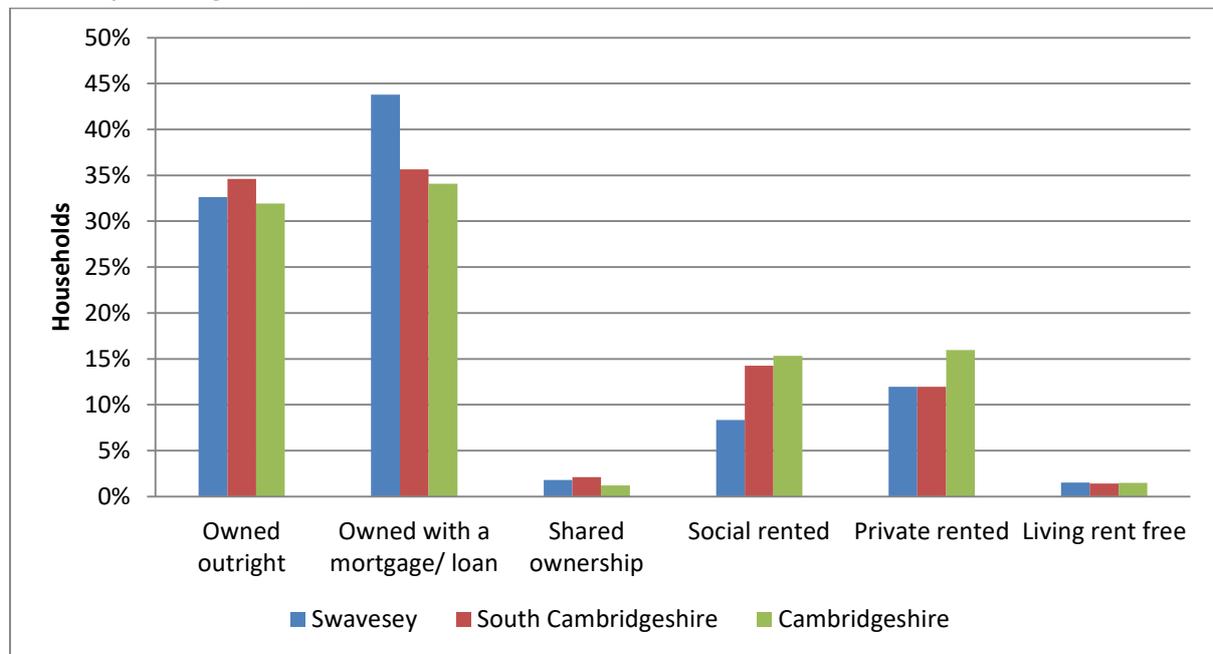
The relatively lower level of older people in Swavesey is also consistent with the health of the local population. Only 4.3% of the population describe themselves as ‘day-to-day activities limited a lot’ compared with 6.5% in Cambridgeshire. In contrast, 54.4 of Swavesey’s population are considered to be in ‘very good health’ compared with 49.4% in Cambridgeshire.<sup>6</sup>

Swavesey’s population is predominantly ‘White British’ (92.4%). The next most significant group is ‘Other White’ (2.9%).<sup>7</sup>

### Housing

Analysis of housing characteristics, as with population, is focused on the 2011 Census. Similar issues arise. Housing developments built in 2016 and those in the pipeline could change the profile over the longer term. However, the 2011 Census still provides a robust picture of the current situation. Housing completions since the 2011 Census are equivalent to a very small proportion of the overall stock of dwellings in the parish.

*Swavesey housing tenure, 2011*



Source: ‘Swavesey Parish Profile’, Cambridgeshire Insight, October 2014 (Table QS405EW 2011 Census of Population)

Swavesey’s housing tenure is dominated by owner occupation. Over three quarters of households own their own property. Over half of these own with the aid of a mortgage or loan which is consistent with the population profile – older people are more likely to have paid off mortgages. Affordable housing is in relatively scarce supply. Affordable rented property accounted for eight per cent of all dwellings in Swavesey in 2011. This was a little over half the South Cambridgeshire

<sup>6</sup> Table KS301EW, 2011 Census of Population (via NOMIS)

<sup>7</sup> Table KS201EW, 2011 Census of Population (via NOMIS)

average. Shared ownership properties were in even scarcer supply (2%) but this was in line with the South Cambridgeshire average.

More recent data from South Cambridgeshire District Council provides a more detailed and up to date insight into affordable housing in the parish. The number of affordable properties grew from 101 in 2011 to 126 in 2017. This was largely due to the Home Close development of 20 rented properties.

*Affordable housing in Swavesey, April 2017*

Ownership/tenure	
South Cambridgeshire DC	
- Rented	67
- Sheltered housing	15
- Equity share	10
- Leasehold properties	2
Housing Associations	
- Rented	32
- Shared ownership	0
Total	126

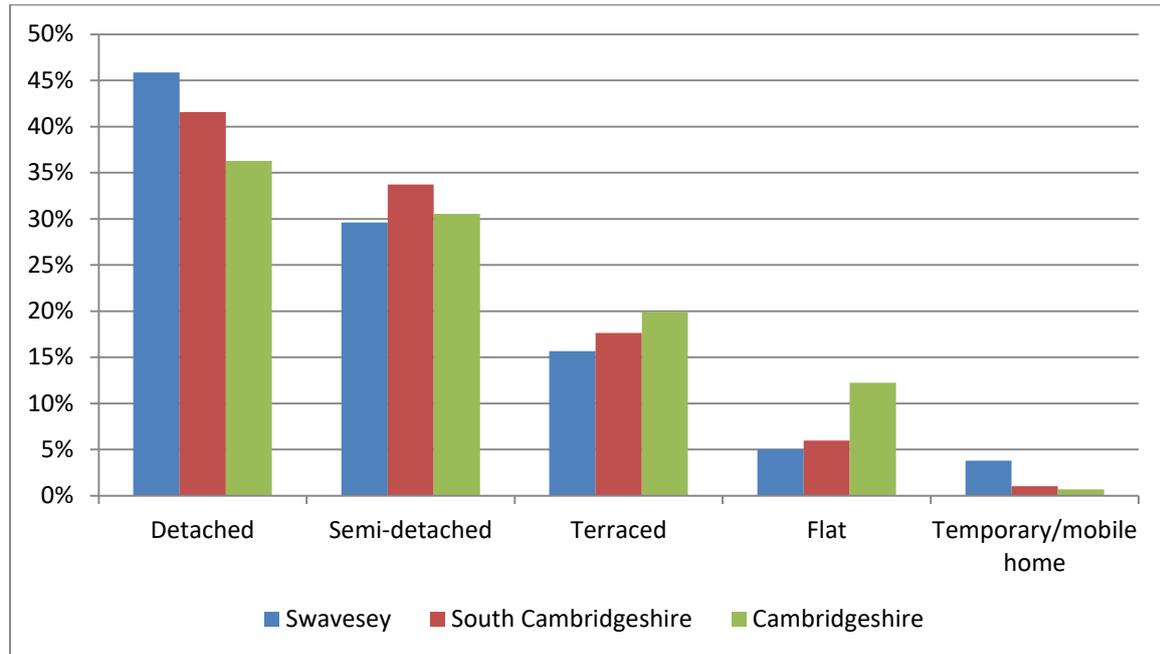
*Source: 'Housing Statistical Information Leaflet', South Cambridgeshire DC, December 2017*

The majority of affordable homes in Swavesey are managed by South Cambridgeshire District Council . Most of these are rented but there is a small supply of equity share (presumably treated as shared ownership in the 2011 Census) and sheltered accommodation (presumably treated as social rented in the 2011 Census). Housing Associations manage a further 32 rented properties in the parish. They currently have no shared ownership properties. Overall, the number of shared ownership properties appears to have reduced since 2011.

The affordable housing stock is considerably smaller in terms of number of bedrooms than the housing stock overall. Three quarters of all affordable properties have one or two bedrooms. There are only three four bedroom affordable properties in the parish. (See chart 'Swavesey dwellings by number of bedrooms, 2011' below for comparison)

Almost half of all dwellings in Swavesey are detached houses (46%). In contrast, terraced houses and flats are in relatively short supply. There is a small but significant supply of 'temporary/ mobile homes'. This is believed to be largely accounted for by the Pine Grove Park site.

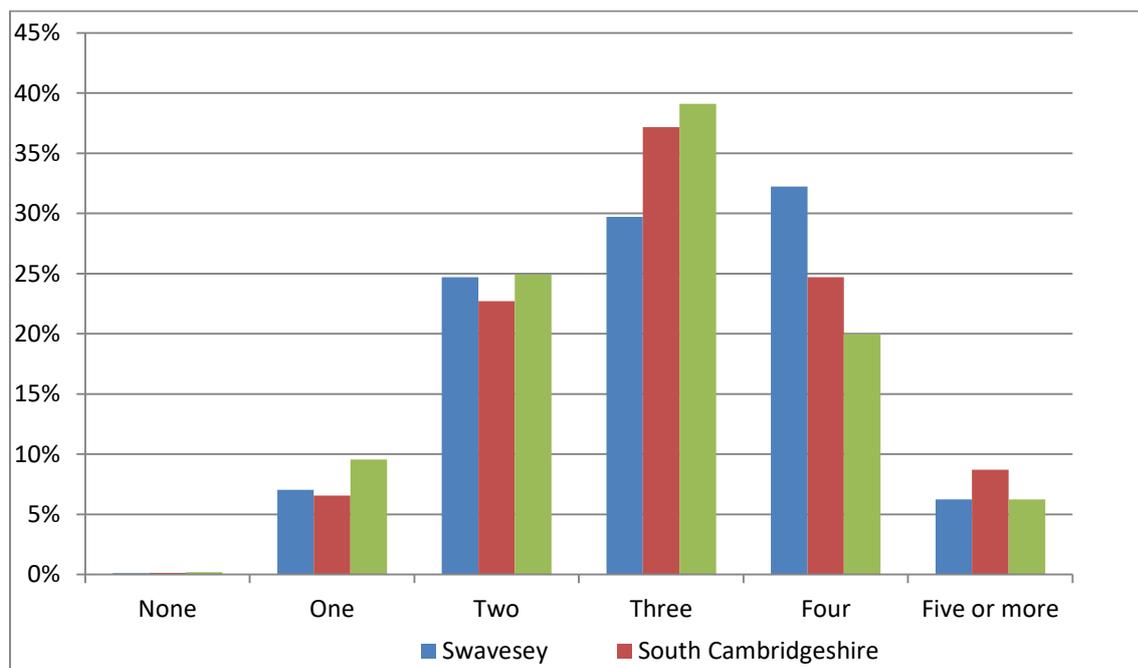
*Swavesey housing type, 2011*



Source: 'Swavesey Parish Profile', Cambridgeshire Insight, October 2014 (Table QS402EW 2011 Census of Population)

Despite the shortage of dwelling types that would usually be associated with smaller properties Swavesey still has a proportion of one and two bedroom properties slightly higher than South Cambridgeshire. The key difference appears to be that Swavesey has a relatively low proportion of three bedroom properties in comparison with both South Cambridgeshire and Cambridgeshire and a high proportion of four bedroom properties.

*Swavesey dwellings by number of bedrooms, 2011*



Source: 2011 Census of Population (Table KS411EW), NOMIS

Lower quartile house prices in Swavesey ward (contiguous with the parish boundary) are broadly similar to prices in neighbouring areas but a little lower than in South Cambridgeshire as a whole. Lower quartile prices are used as they give a better indication of affordability. The prices are based on sales and valuations over a six month period. This only sums to 26 properties in Swavesey but the prices do reflect the actual prices and valuations that have occurred.

*Lower quartile house prices by ward, June 2017 – November 2017*

Ward	2 bed house	3 bed house	4 bed house
<b>Swavesey</b>	<b>£225,000</b>	<b>£282,000</b>	<b>£365,000</b>
Papworth & Elsworth	£206,375	£265,500	£331,250
Willingham & Over	£241,000	£293,750	£383,500
Longstanton	£225,000	£268,875	£367,500
Bar Hill	£220,750	£245,750	£330,000
South Cambridgeshire	£231,750	£300,000	£397,000

Source: Hometrack

A review of estate agents websites confirmed the shortage of available property on the market. Our review identified only three properties currently available. A two bedroom semi-detached house was for sale @ £235,000 and there were two three bedroom properties for sale @£315,000 and £340,000.<sup>8</sup>

The prices cited above can be used to derive an estimate of the income levels required to enter the local housing market. The table below uses the lower quartile prices to estimate the income that would be needed to purchase an entry level 2 bed, 3 bed and 4 bed property. On the assumptions used, even a property priced at £225,000 would require an income over £50,000. To put this in context, the current National Living Wage pays £7.50 an hour which translates into an annual salary of less than £15,000.<sup>9</sup> The assumptions used are just that. Every household will have their own unique circumstances. However, the calculations do highlight the challenges faced by low income households in the local community.

*Annual income requirements for differing house prices*

House price	Deposit required (assume 15% required)	Annual income required (based on mortgage lending principle of 3.5 x income)	Monthly mortgage payment <sup>10</sup>
£225,000	£33,750	£56,643	£907
£282,000	£42,300	£68,486	£1,137
£365,000	£54,750	£88,643	£1,471

Source: Lower quartile prices for 2,3 and 4 bed properties from Hometrack and monthly mortgage payments sourced from [www.moneyadvice.org.uk](http://www.moneyadvice.org.uk)

<sup>8</sup> Review of [www.zoopla.co.uk](http://www.zoopla.co.uk), [www.rightmove.co.uk](http://www.rightmove.co.uk) and [www.nestoria.co.uk](http://www.nestoria.co.uk) on 26.01.2018

<sup>9</sup> The National Living Wage only applies to people aged 25 and over and increased to £7.50 from April 2017

<sup>10</sup> Mortgage calculator based on 3% repayment mortgage repaid over 25 years

Rental costs are also available at ward level. However, the small number of properties does limit data availability. Rental costs are not currently available for one or three bedroom properties in Swavesey. For two and four bedroom properties, average rents are well above the Local Housing Allowance rate (which caps Housing Benefit). The review of property estate agent websites identified seven properties on the market.<sup>11</sup> In line with published data, most were two or four bedroom properties although there were also two one bed flats.

*Property rental costs in Swavesey ward, December 2016 - November 2017*

No. of Beds	Typical market rent per week (median rent)	Entry level rent per week (30 <sup>th</sup> percentile)	Housing Association Maximum affordable rent per week (80% of median market rent)	Local Housing Allowance 2017-18 (applicable from 1 April 2017)
1	N/A	N/A	N/A	£126.05
2	£183	£183	£146	£144.96
3	N/A	N/A	N/A	£168.45
4	£305	£286	£244	£224.70

Source: Hometrack

The best indicator of housing need in Swavesey is the Housing Register.<sup>12</sup> There are 46 households on the register with a local connection to Swavesey who also express an interest in living in Swavesey.<sup>13</sup> Most of the need is for small properties (households are allocated to what they need rather than what they would like using strict eligibility criteria). Only five out of 46 households are eligible for a three or four bedroom property. Only eight households include someone aged over 60, and would therefore qualify for a bungalow.

The number of households on the Housing Register is likely to be an under-estimate of housing need in the parish. Some households may not register because they are unfamiliar with the system whilst others will not register because they believe they have little chance of being allocated a property. In the period March 2008 to December 2013 there were 20 Housing Association properties become available in Swavesey. In total they attracted 932 bids, an average of 46.6 per property. This is slightly lower than the South Cambridgeshire average of 54 bids per property.<sup>14</sup>

<sup>11</sup> Review of [www.zoopla.co.uk](http://www.zoopla.co.uk), [www.rightmove.co.uk](http://www.rightmove.co.uk) and [www.nestoria.co.uk](http://www.nestoria.co.uk) on 26.01.2018

<sup>12</sup> The last Housing Needs Survey was undertaken in March 2009. These surveys are considered to have a shelf life of about five years

<sup>13</sup> Data as at September 2017 from 'Housing Statistical Information Leaflet', South Cambridgeshire DC, December 2017

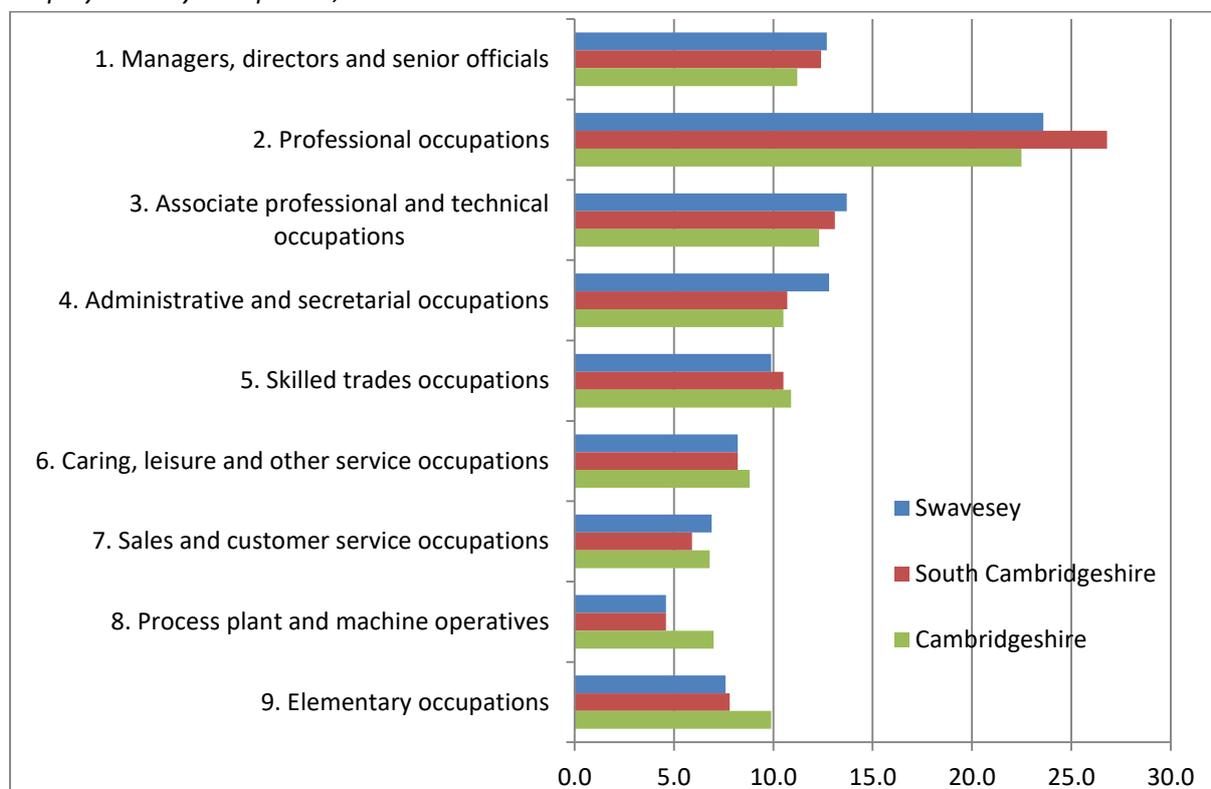
<sup>14</sup> 'Parish Profiles', Cambridgeshire County Council Research Group, October 2014

## Economic activity

Economic activity rates in Swavesey are high. 80.1% of all residents aged 16-74 are economically active compared to 76.2% in South Cambridgeshire.<sup>15</sup> Rates are higher for men and women. There are high levels of full-time and part-time employees. Self-employment is at a similar level to South Cambridgeshire. Unemployment is lower. The majority of economically inactive aged 16-74 classify themselves as retired.

The occupational profile of Swavesey employed residents is broadly similar to South Cambridgeshire. There are fewer people working in professional occupations and more people working in administrative & secretarial occupations.

### *Employment by occupation, 2011*



Source: 2011 Census of Population (Tables KS608-610EW), via NOMIS

The profile of qualification levels held is also similar to South Cambridgeshire. Almost four in ten people aged 16+ (37.9%) are qualified to Level 4 or higher compared with 40.1% in South Cambridgeshire. (This broadly corresponds to Higher Education) Swavesey does have a higher proportion of adults qualified to level 4 than Cambridgeshire (33.0%).<sup>16</sup>

The majority of employed residents in Swavesey commute relatively short distances. Twenty seven per cent work from home, elsewhere in Swavesey or have no fixed workplace. Almost half commute

<sup>15</sup> Tables KS601EW to KS603EW, Census of Population, 2011 (via NOMIS)

<sup>16</sup> Table QS501EW, Census of Population, 2011 (via NOMIS)

elsewhere in South Cambridgeshire or Cambridge. Only two per cent commute to London and a further 13% per cent commute out of county.

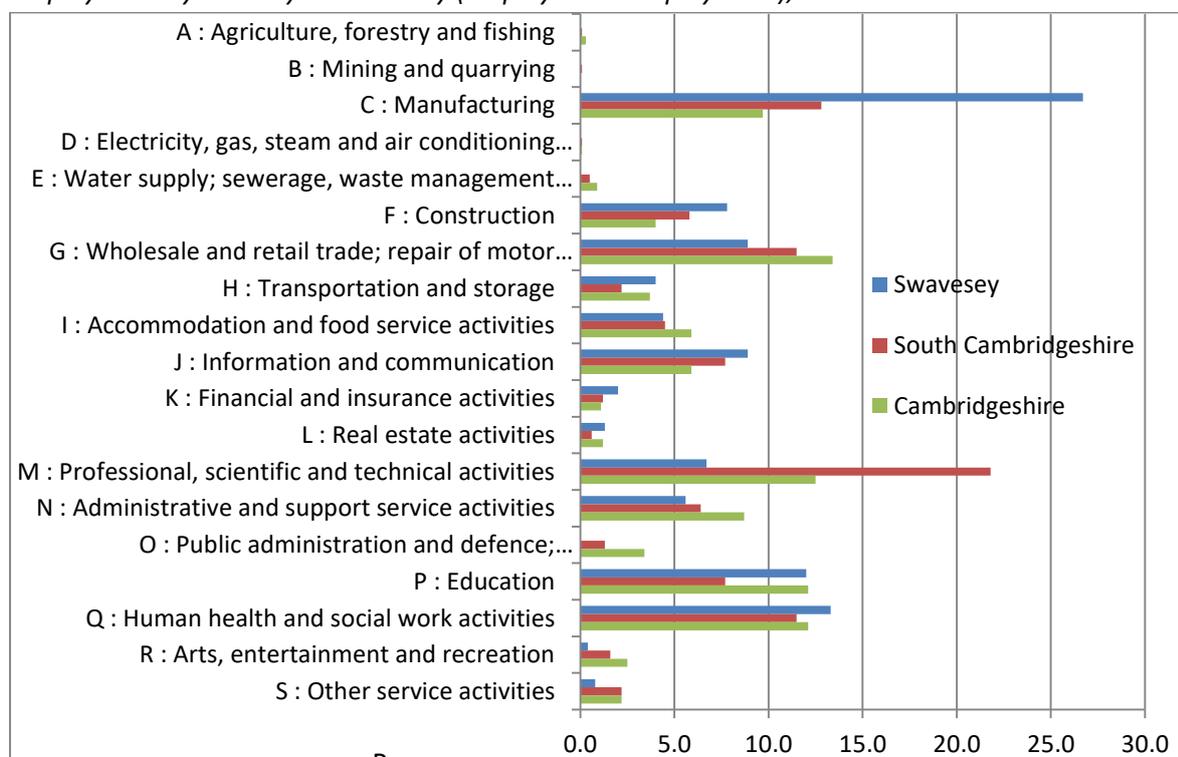
#### Commuting from Swavesey, 2011

Workplace	%
Work from home/ no fixed workplace	18
Swavesey	9
South Cambridgeshire (excl Swavesey)	24
Cambridge	24
Rest of Cambridgeshire	11
London	2
Other	13

Source: Table WF02EW, Census of Population, 2011 (via NOMIS)

There are also significant numbers of people commuting into Swavesey. Unusually for a rural parish, Swavesey retains a strong employment base and over 1,000 people commute into Swavesey for employment.<sup>17</sup> Much of this employment is located on the Buckingway Business Park on the southern perimeter of the parish with direct access onto the A14.

#### Employment by industry in Swavesey (employees in employment), 2016



Source: NOMIS (BRES 2016 – open access data)<sup>18</sup>

<sup>17</sup> Table WF01BEW, Census of Population, 2011 (via NOMIS)

<sup>18</sup> BRES excludes farm based agricultural employment. Data is published at ward level. Swavesey 2015 ward boundary is contiguous with the parish boundary

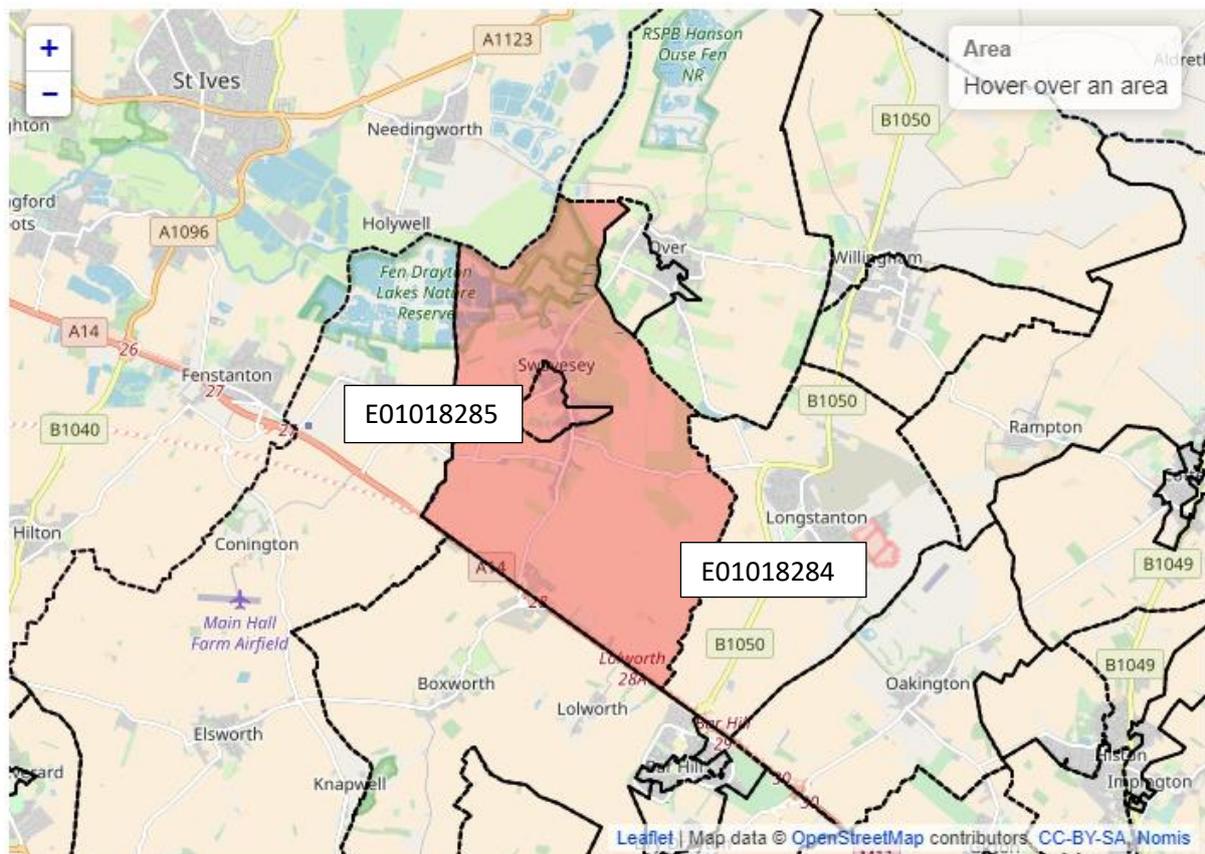
A more up to date profile of employment by industry in Swavesey is available from the Business Register and Employment Survey (BRES). BRES counts people according to where they work rather than where they live. In 2016 there were almost 2,400 employees based in Swavesey. The survey highlights the importance of manufacturing to the local labour market and economy. Over a quarter of employees in Swavesey work in manufacturing. This employment is spread across a number of employers but most of these could be broadly categorized as engineering related.

Education and health are the next two largest employment sectors in Swavesey. Together they account for a similar number of employees as the manufacturing sector. Other significant sectors include 'information & communication', 'wholesale & retail' and construction. Some sectors/ employers will have strong connections to the local community (eg. Swavesey Village College). Others are more likely to be in Swavesey for convenience (access to A14) and may have weaker links to the local community.

### Deprivation

Swavesey is one of the least deprived communities in England. The English Indices of Deprivation 2015 provides a composite measure of deprivation alongside measures of specific 'domains' of deprivation.<sup>19</sup>

*Map of Lower Super Output Areas covering Swavesey*



<sup>19</sup> 'English indices of deprivation 2015' (see <https://www.gov.uk/government/collections/english-indices-of-deprivation>)

The data is published for Lower Super Output Areas (LSOAs). Two LSOAs cover the parish of Swavesey. These are shown on the map above. Much of the centre of the village, including most housing to the west of the High Street, falls within LSOA E01018285. The remainder of the village and the outlying parts of the parish fall within LSOA E01018284.

LSOA E01018284 ranks as the 32,200<sup>th</sup> least deprived LSOA in England out of 32,844 LSOAs. LSOA E01018285 ranks as the 30,550<sup>th</sup> least deprived LSOA. Both LSOAs are assessed as suffering from little deprivation across all domains. Neither LSOA ranks lower than the 8<sup>th</sup> decile for any domain.

Even when some of the domains are broken down into 'sub domains' deprivation is hard to identify. The poorest scores for both LSOAs fall within the 'Geographical barriers' sub domain of the Barriers to Housing & Services domain. This is a composite score based on distance from a post office, primary school, general store or supermarket and GP surgery.

#### *Relative deprivation in Swavesey, 2015<sup>20</sup>*

Domain	LSOA E01018284		LSOA E01018285	
	Rank	Decile	Rank	Decile
Income		10		8
Employment		10		8
Education, Skills & Training		10		8
Health & Disability		10		8
Crime		10		8
Barriers to Housing & Services		9		9
Sub domain: Geographical barriers		6		6
Sub domain: Wider barriers		7		8
Living Environment		8		10
Sub domain: Indoors		7		10
Sub domain: Outdoors		10		8
Index of Multiple Deprivation	32,200	10	30,550	10

Source: English Indices of Deprivation 2015 (Department for Communities and Local Government)

An alternative measure of deprivation is the number of working age people claiming benefits from the Department of Work and Pensions (DWP).<sup>21</sup> The total number of claimants fell slightly from 75 in

<sup>20</sup> The rank is out of 32,844 Lower Super Output Areas where 1 is the most deprived. Likewise, decile 1 is the most deprived decile. LSOA E01018211 has been used which is coterminous with Bury parish.

November 2011 to 65 in November 2016. About two-thirds (40) of benefit claimants are claiming Employment Support Allowance or other incapacity related benefits. Unemployment, measured in terms of Jobseeker's Allowance, is less significant with only 10 claimants in November 2016.

There has been a shift in the gender balance of claimants towards women. Women now account for two-thirds of all working age claimants (40 out of 65). People aged over 50 account for about half (30) of all working age claimants. About two-thirds of all working age claimants live in LSOA E01018285 despite the LSOA accounting for slightly less than half of the population.

Mark Deas  
Cambridgeshire ACRE  
January 2018

---

<sup>21</sup> Data for Swavesey LSOAs, November 2011 and November 2016 from 'benefit claimants – working age clients for small area' DWP (extracted from NOMIS)