

**The Deepings Neighbourhood Plan : Population and Place Topic Paper.  
(Market Deeping and Deeping St James Parish Profile)**

**January 2018**

**Contents**

1. Introduction .....5  
    Location. ....5  
    History. ....5  
    Population growth. ....5  
    Community characteristics.....6  
    The Market Town and its Rural Hinterland. ....6  
    Entertainment and Sports.....6  
    A note on Market Deeping Town Centre.....8

2. Profile Summary.....9

3. Main Profile .....10  
    a. Who lives in the local community? .....10  
    b. How the population is changing?.....12  
    c. How strong is the local community?.....13  
    d. How safe is the local community?.....14  
    e. People living on a low income .....15  
    f. People in employment.....17  
    g. People out of work (needs updating) .....19  
    h. What jobs do local residents have?.....20  
    i. Housing and the built environment.....22  
    j. Do people rent or own their homes? .....24  
    k. How affordable are homes in the Deepings?.....24  
    l. What is the local housing need. ....25  
    m. Housing in poor condition .....26  
    n. Transport and connectivity .....26  
    o. How far away are key services? .....26  
    p. Population density.....27

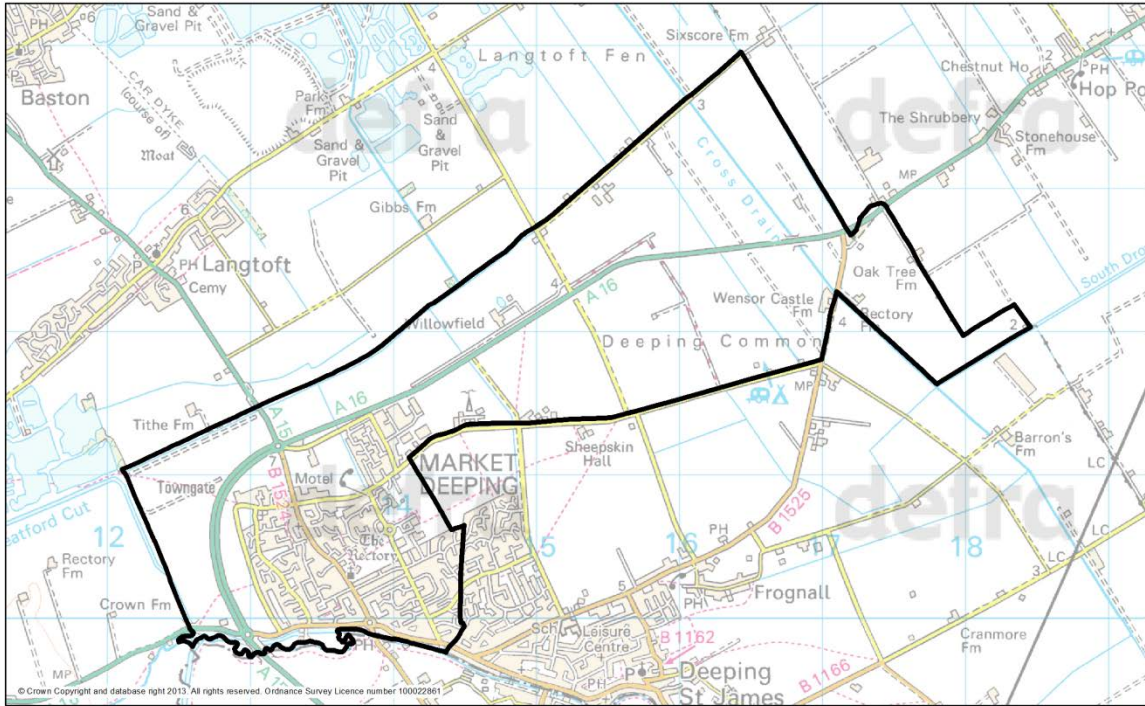
This document is part of the evidence base for the Deeping Neighbourhood Plan and presents key statistical and other indicators of the nature of its population and place.

### **Sources of information.**

The following information is derived from:

1. Rural evidence profiles compiled by Oxford Consultants for Social Inclusion (OCSI) on behalf of Action for Communities across Rural England (ACRE), the umbrella organisation for the 38 Rural Community Councils across England. It has been provided to Deepings First by Community Lincs and adapted by Deeping First with additional information sources. There may be small differences between the data provided in this profile and data published in the Census Parish Profiles, due to slightly different boundary definitions.
2. South Kesteven District Council. (2014). Conservation Area Appraisal and Management Plans. Grantham: South Kesteven District Council. Available at: <http://www.southkesteven.gov.uk/CHttpHandler.ashx?id=1206&p=0>. & <http://www.southkesteven.gov.uk/CHttpHandler.ashx?id=9818&p=0>
3. Deepings.co.uk. (2016). *The History of the Deepings*. [online] Available from Deeping Business Club: <http://www.deepings.co.uk/history-of-the-deepings.html>.
4. Current (July 2017) Drafts of the emerging Local Plan.
5. South Kesteven District Council, Planning Policy and Partnerships Section - affordable housing data for both parishes.
6. Deeping Heathcheck report April 2004 –Countryside Agency
7. Deeping First - Initial Community Survey, July 2017
8. South Kesteven Retail Study July 2015.

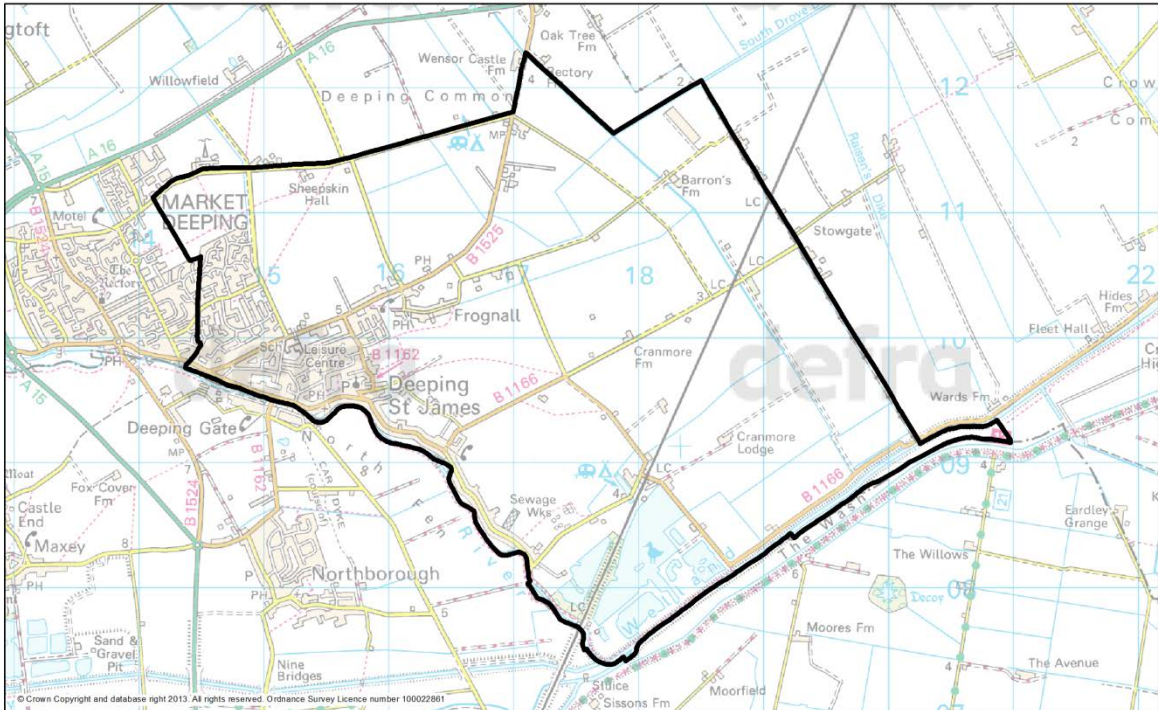
**Market Deeping Parish**



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**Deeping St James Parish**



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## 1. Introduction

### Location.

The parishes of Market Deeping and Deeping St James are in the District of South Kesteven, in South Lincolnshire. It is approximately 9 miles north of Peterborough, and 26 miles south of Grantham. The two parishes are part of 'The Deepings', indistinguishable to a visitor but have locally perceived differences. This term can also include the parishes of nearby Deeping Gate, West Deeping and Deeping St Nicholas, but these are presently excluded from this topic paper.

### History.

The name Deeping is Anglo Saxon and translates as 'deep places'.<sup>1</sup> The name for Market Deeping originated from 1220 and King Henry III's market charter, where a weekly market was held on a Wednesday. The market still takes place every Wednesday. The town's prosperity in the 18 to 19th centuries was derived from (a) the coaching trade, as it was a staging stop on the London to York coaching route, and (b) the construction of the Stamford Canal in the 17th century. The canal circumvented the water mills and re-established the navigability of the river, opening access to the North Sea ports for the export of locally produced barley, rope, malt and grain and the import of cheap supplies of coal, timber and groceries. The decline of water-based transportation and the resistance to the provision of a railway station led to economic depression in prosperity during the latter half of the 19th century. Today the town has been revitalised supporting a wide range of commercial functions.

Deeping St James (DSJ) is based around the Grade I listed Anglican church of St James, the largest church in the whole of The Deepings. The church was founded in 1139 by Benedictine monks.<sup>2</sup> DSJ's southern section is older and has a linear nature, meandering attractively along the contours of the River Welland. Its northern section presents housing mostly from the 1980's onwards.

In the 19<sup>th</sup> Century trade based on the River Welland meant that the Deepings were a vibrant, wealthy and busy place.

### Population growth.

Population in the 1940's was around 800. Growth continued in the 1960s -1990's with a steady expansion of houses, businesses and services. The current population (year 2011) is over 13, 000 with 5,555 households.

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<sup>1</sup> South Kesteven District Council. (2014). Conservation Area Appraisal and Management Plans. Grantham: South Kesteven District Council. Available at:  
<http://www.southkesteven.gov.uk/CHttpHandler.ashx?id=1206&p=0>. &  
<http://www.southkesteven.gov.uk/CHttpHandler.ashx?id=9818&p=0>

<sup>2</sup> Deepings.co.uk. (2016). *The History of the Deepings*. [online] Available from Deeping Business Club:  
<http://www.deepings.co.uk/history-of-the-deepings.html>.



### Community characteristics.

- The strength of “community and belonging” is significantly higher in the district council area (South Kesteven) than nationally. A 2016 Deeping First survey found the Deepings was particularly highly valued for its sense of community. (further work needed)
- The Deepings as a whole have higher household earnings than the county average, and slightly higher than the England average.
- There are comparatively high rates of *economically active* citizens and low rates of *economically inactive* citizens.
- The number of people out of work in the Deepings is similar to the national average (update this).
- Detached housing is the most prominent housing type for the Deepings (54%), the England average is 22%. Terraced properties and flats are far lower in proportion than the England average.
- The majority of housing is owner occupied (78%). There is a very low number of social rented homes (10%) compared to the national average (18%). Private rented property is also low (10% against the national 15%). The demand for affordable homes is strong irrespective of size.
- Houses cost nearly 15 times the average annual earnings of low paid workers. This is the same as the England average.
- Car ownership in the Deepings is significantly higher than the national average reflecting its rural location; however 12.5% of the population is *without* a car (the national average is 25.8%).

### The Market Town and its Rural Hinterland.

Many of those living in Market Deeping and the immediate area tend to commute to work, with Peterborough offering considerable employment opportunities. Locally, Northfields Industrial Estate offers an increasing range of employment associated with vehicle garages, warehouse operations through to communications, navigation and surveillance activity, the very successful Eventus Business Centre (County Council supported). The new Local Plan seeks to expand this estate to the east offering further local employment.

The town acts as the service centre within an identified rural ‘hinterland’ (see map overpage). The hinterland represents a geographical area within which a range of retail and local services are carried out. Its catchment area for is bordered to the north by the villages a of Wilsthorpe and Baston, to the east by Deeping St Nicholas, to the south by Northborough and Maxey and the west by Tallington, Barholm and Greatford. This includes villages in the adjoining Districts of South Holland and Peterborough.

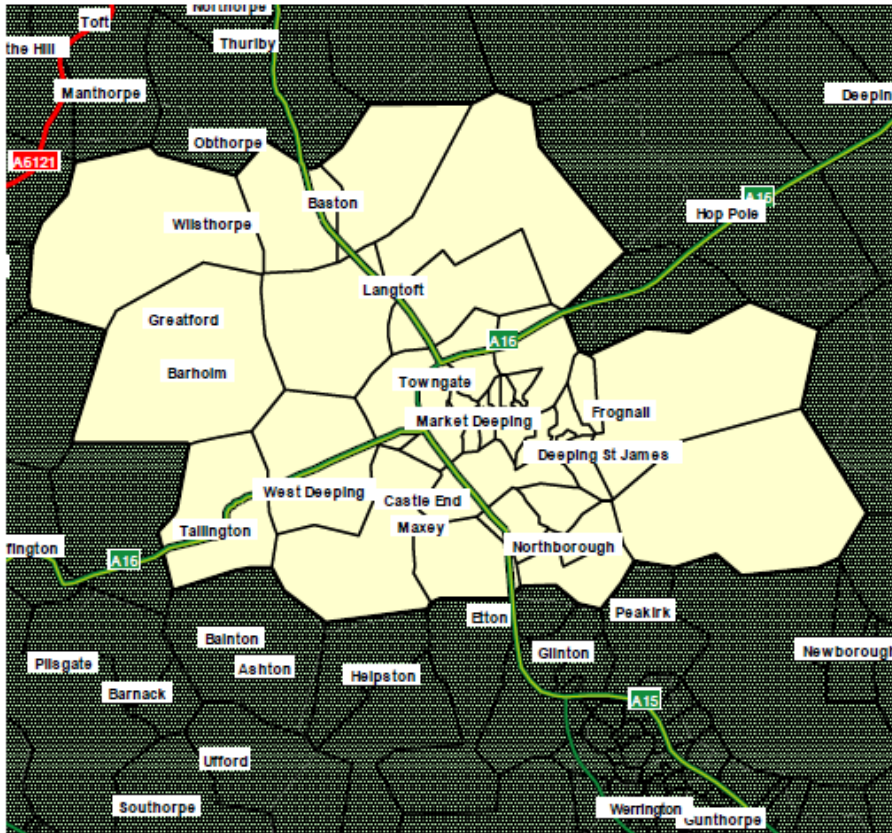
There are two supermarkets, a Tesco’s to the north of town, a small CoOp that has recently moved from the centre of town. A central large retail unit is awaiting a new tenant (the previous Co-Op) Small local parades offer more localised services at Godsey Lane (Spar) , Manor Way, Rycroft Avenue (including a post office), and Crowson Way

### Entertainment and Sports.

Much entertainment requires a journey to neighbouring towns (Peterborough, Stamford). Market Deeping and Deeping St. James boasts a strong community based infrastructure of local activities and events, including a well-used leisure centre (recognised as needing replacement), a community centre, a community run library, active churches, a 1600 pupil secondary school (Business Academy), and 4 primary schools with capacity for 1200 children.

There is no cinema or theatre in The Deepings but it does boast 11 active pubs/bars/music venues.

Deeping Rangers Football Club is located to the north of the town, sharing space with the MD Sports and Social Club. Deeping Rugby Union Football Club is located on the eastern perimeter of town. There are two outdoor bowls clubs, and a new commercial gym (Empire) in the town centre. Health activities are also promoted by the Spinroom Studio and The Fitness Factory.



**Figure 1 The hinterland or primary retail and service catchment area for The Deepings.**

Source: Heath Check dated 2004

Future work:

- Add school catchment area to show another hinterland
- Review SKDC retail paper

## A note on Market Deeping Town Centre

The town centre has a special character that underpins its role as one of the four principal market towns in the district. However it does have a subservient role to Peterborough only 9 miles to the south, and serves primarily local needs (including the needs of adjacent villages).

Market Place is the focal point, with an historic plan form related to The River Welland. Traditional 18<sup>th</sup> and 19<sup>th</sup> C buildings line the principal streets of High Street, Horsegate, Market Place and Stamford Road echoing the line of the river bank to the south. A pleasant approach from the north along Church Street presents building unity with a broad similarity of scale and materials, and a broad width of road with deep grass verges. On its southern side, the River Welland is an important water feature and provides a contrast to the tightly packed town centre also contributing key views to and from the town centre.

There are few comparison retailers (e.g. clothes and electrical products) in the town centre. Units facing the High Street are dominated independent retailers and by services such as hairdressers, health services, and food and drink outlets. The retail element of the Deepings is largely to the rear of the High Street, part of the 1960's (?) linear 'Deepings Shopping Centre' with vehicle access from Godsey Lane and until recently anchored by a Coop food store ( 1432m<sup>2</sup> net sales area) . <http://www.nrr.co.uk/portfolio/properties/market-deeping>, and the smaller 'Precincts' (12 small units).

There are a limited number of vacant units. The provision of service users within Market Deeping is (at March 2011) nearly 11% above the UK national average confirming the convenience and service function of the centre.

New floor space is likely to relate to replacement of existing, but there are two new retail sites off Godsey Lane (the 'Witts' Site) that await retail development.

Given the small scale of Market Deeping town centre, its close proximity to Stamford and Peterborough, its principle role is to provide services for local residents who will most likely travel to larger town centres for a wider range of services, facilities and comparison retail goods.

The town centre is compact. As the range of shops is fairly limited, the levels of pedestrian movements are generally low. The footways are of a good standard and there is limited conflict between pedestrians and vehicles.

The town centre does have its own special character that will continue to be preserved and enhanced but it does not meet the area's shopping demands on its own.

Work carried out by local residents for the Deepings Green Walk (<https://www.deepingsgreenwalk.co.uk/>) provides recognition of how valued but geographically peripheral the centre is to the population it serves, and the need to improve non-car access where practical. Further the corridor for shops and services is increasingly dispersed in clusters east-west along High Street/Horsegate and northwards up to Tesco's (1703m<sup>2</sup> sales area) and the Health Centre. New housing growth is in the town's north-east quarter (near Tesco's) ; this will continue the trend of a large number of local journeys being made by car along the Godsey Lane corridor. Deepings second 'town centre' is thereby a dispersed cluster of services acting as a contrast to the traditional compact town centre.



## 2. Profile Summary

- Market Deeping and Deeping St James have similar population figures, the combined population is 13,060 at 2011 living in a total of 5,555 households. In terms of age, the population structure is very similar to the England average, although Market Deeping shows a markedly higher proportion of older persons (over 65's) than the national average
- There is a very low proportion of people from black or minority ethnic groups (3.9%) or born outside the UK (4.5%). The respective England averages are 20% & 14%.
- Deeping St James has shown an increase in inward migration, Market Deeping in contrast has an increase in outward migration.
- The strength of "community and belonging" is significantly higher in the district council area (South Kesteven) than nationally. A 2016 Deeping First survey found the deepings was particularly highly valued for its sense of community.
- The Deepings as a whole have higher household earnings than the county average, and slightly higher than the England average.
- The Deepings have a low number of people claiming Housing and Council Tax Benefits.
- The percentage of people living in 'income deprivation' is significantly lower than the national average.
- There are comparatively high rates of *economically active* citizens and low rates of *economically inactive* citizens.
- The number of people out of work in the Deepings is similar to the national average.
- The largest employment sector is in retail (16% of those employed), followed by health and social work and manufacturing.
- Those working in senior, or in elementary occupations, follow the national average.
- Detached housing is the most prominent housing type for the Deepings (54%) , the England average being 22%. Terraced properties and flats are far lower in proportion than found in the England average.
- The majority of housing is owner occupied (78%). A very low number of social rented homes (10%) compared to the national average (18%). Private rented property is also low (10% against the national 15%).
- Houses are nearly 15 times the average annual earnings of low paid workers. This is the same as the England average.
- The number of people claiming Housing and Council Tax Benefits and the number of people claiming Pension Credit in Market Deeping are both well below the national average.
- Car ownership in the Deepings is significantly higher than the national average reflecting its rural location. However, 12.5% of the population is *without* a car (compared to the national average of 25.8%) showing the continued importance of local bus services.

### 3. Main Profile

#### a. Who lives in the local community?

At the time of the 2011 Census the population of Market Deeping and Deeping St James consisted of 13,060 people living in a total of 5, 555 households.

Figure 1 shows the population and household breakdown by age, ethnic minority and those born outside the UK. The percentage of older people over 65 is higher than the England average, with the percentage of working age adults slightly lower.

Figure

1

Population and household breakdown by age, ethnic minority and those born outside the UK

<p><b>How many people live locally?</b></p> <p><b>13,060</b></p> <p>48.03% male (6273); 51.97% female (6787)</p>	<p><b>How many households?</b></p> <p><b>5, 555</b></p>	<p><b>Children under 16</b></p> <p><b>2, 280</b></p> <p>17.46% (England average = 18.9%)</p>	<p><b>Working age adults</b></p> <p><b>8, 530</b></p> <p>65.31% (England average = 64.7%)</p>	<p><b>Older people over 65</b></p> <p><b>2,250</b></p> <p>17.23% (England average = 16.3%)</p>
<p><b>Lone parent families with children</b></p> <p><b>335</b></p> <p>20.6% of all families with dependent children (England average = 24.5%)</p>	<p><b>Single pensioner households</b></p> <p><b>645</b></p> <p>11.6% of households (England average = 12.4%)</p>	<p><b>People from Black or Minority ethnic groups</b></p> <p><b>510</b></p> <p>3.9% (England average = 20.2%)</p>	<p><b>People born outside the UK</b></p> <p><b>590</b></p> <p>4.5% (England average = 13.8%)</p>	<p><b>Dependency Ratio</b></p> <p><b>0.53</b></p> <p>England average = 0.55</p>

Source: Census 2011

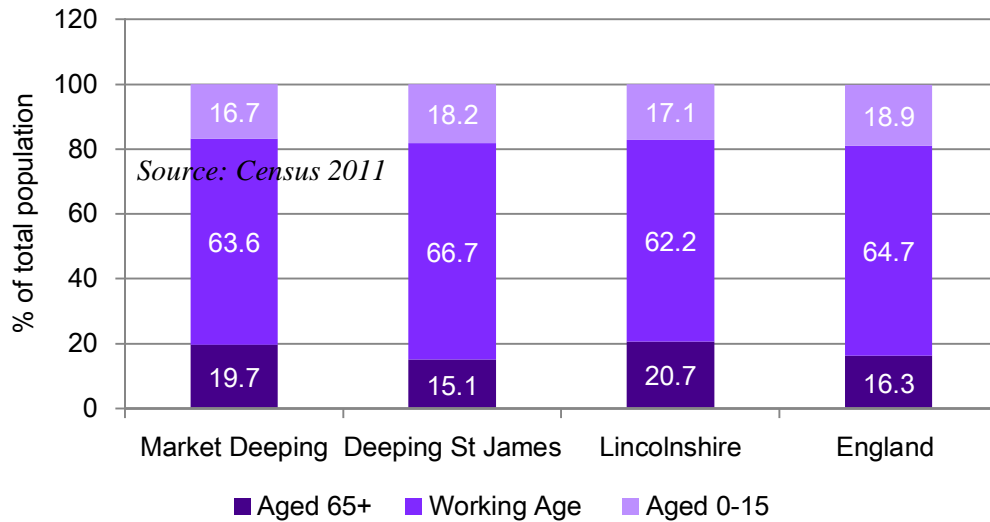
[The **dependency ratio** is a measure showing the number of dependents, aged zero to 14 and over the age of 65, to the **total population**, aged 15 to 64. It is used to measure the pressure on productive population.]

The population of the combined community of Market Deeping and Deeping St. James (currently 13,060) is scheduled to increase further by approximately 2000 or so more people over the next 5 years. This growth represents a 14% increase in residents from 2016 data and is largely due to the allocation of 800 more homes to be built within the area. It is also due to a small anticipated increase in household size due to a rising birth rate for the area as more family homes are being built, alongside a trend for more young people to remain living in the family home as adults. (more research needed)

Current and planned population growth between the 10 year Census period 2011-2021 is therefore expected to be around 30%. The big challenge for the Deepings Community is to ensure we positively promote healthy environments and have access to excellent healthcare provision for the current and future population whilst remaining efficient and effective in our vision.

Figure 2 shows the population breakdowns for Market Deeping and Deeping St James with local and national comparators. Figure 2 demonstrates that Market Deeping and Deeping St James have similar population figures, while Market Deeping has a higher percentage of older people (over 65s) than Deeping St James.) Overall the over 65 age group is considerably higher in MD (19.7%) than the England average (16.3%) .

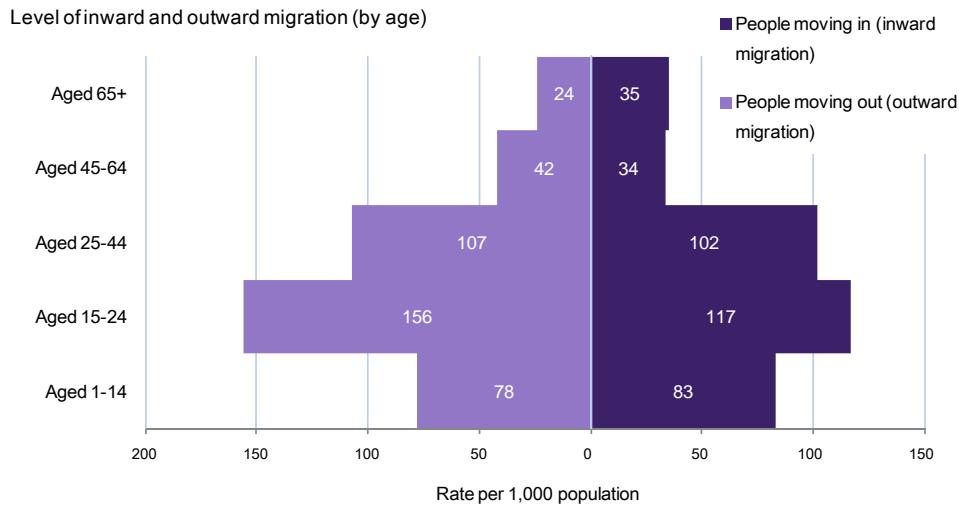
*Figure 2: Population by age*



**b. How the population is changing?**

Figure 3 shows the level of inward and outward migration in Market Deeping from 2009 to 2010.

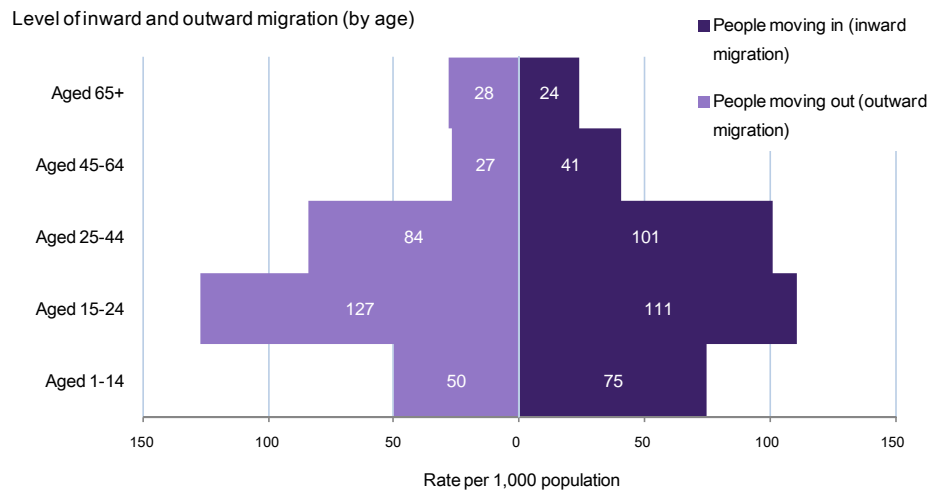
Figure 3 Source: Population Turnover rates (ONS 2009/10)



The 15-24 age group shows the largest change which may be reflected in that this is the most common age to leave the parental home. Overall, it would appear that 407 people moved out of the area compared to 371 moving in. This is a 9.7% increase in outward migration within this period.

Figure 4 shows the level of inward and outward migration in Deeping St James from 2009 to 2010.

Figure 4 Source: Population Turnover rates (ONS 2009/10)



The 1-14 age group shows the largest change. We can assume this is connected to family migration into the parish. On a whole it appears that 316 people moved out of Deeping St James, compared to 352 moving in. This is an 11.4% increase in inward migration within this period.

While Deeping St James has shown an increase in inward migration over the year, Market Deeping in contrast has an increase in outward migration, at a similar rate.

**c. How strong is the local community?**

The data in figure 5 is from the National Place Survey, which was collected by all local authorities in 2008. The data shown relates to South Kesteven with a comparison to national figures. These figures indicate that the strength of “community and belonging” is significantly higher in South Kesteven than nationally.

Figure

Measures of community strength



Source: Place survey 2008, Sport England Survey 2009

This is underpinned by Deeping First’s survey carried out in July 2017. Based on 658 returned questionnaires by local households, most people positively rated the Deepings on measures of

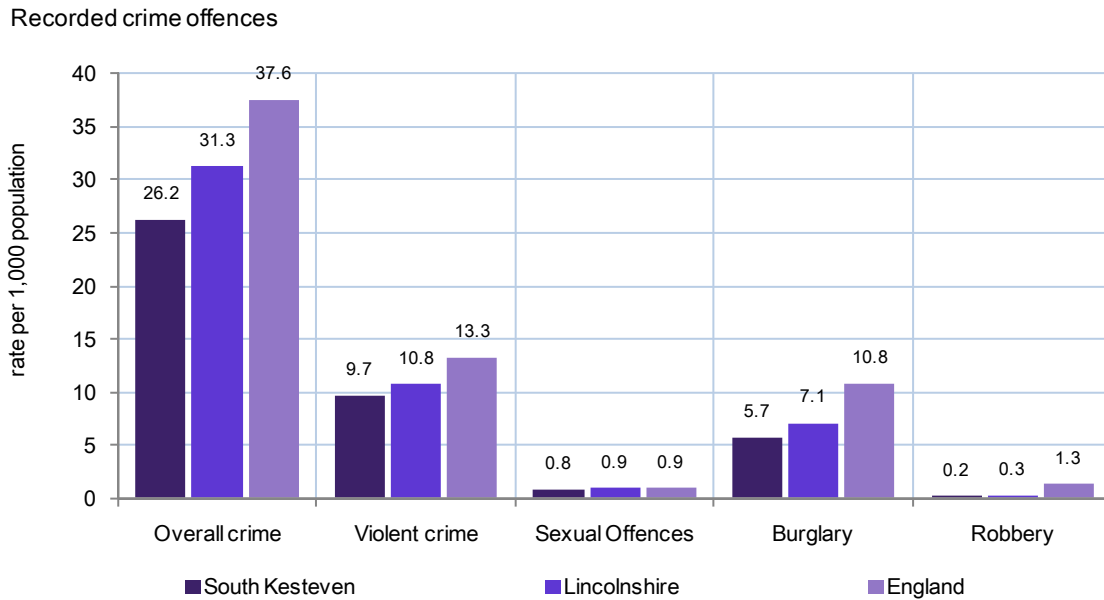
1. Community spirit and feel
2. Friendliness
3. Feeling safe



**d. How safe is the local community?**

The Indices of Deprivation 2010 provides information at district level regarding people living within each of the crime offence categories listed. Figure 7 compares South Kesteven district with county and national figures. From these figures we can conclude that the area is a safe place to live and work.

Figure 6 Source: Indices of Deprivation 2010, CLG



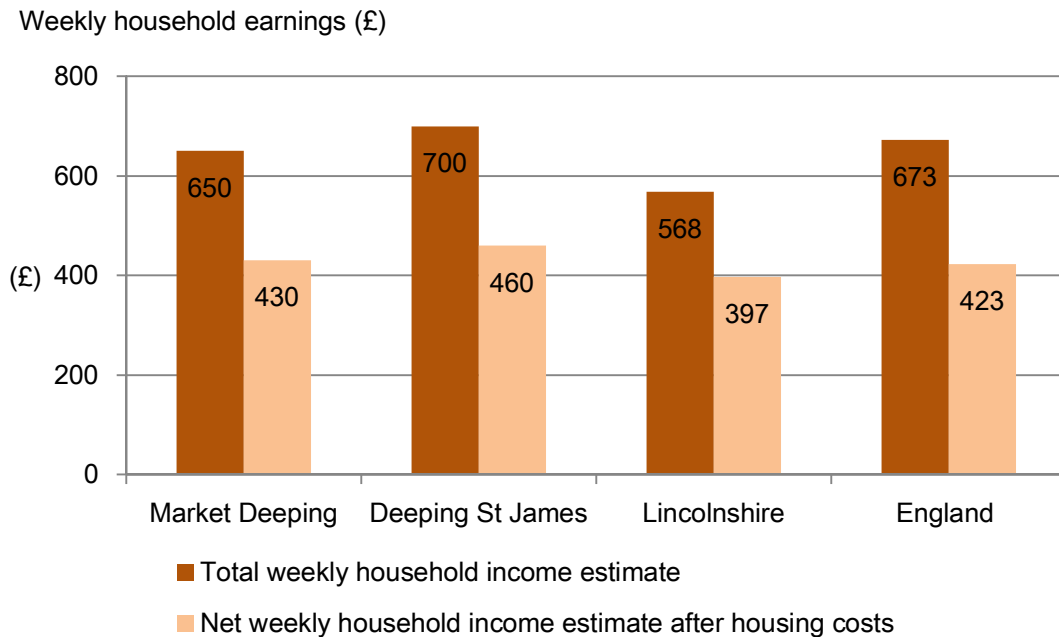
**e. People living on a low income**

The estimated level of earned income in Market Deeping sits between county and national averages, as shown in figure 7.

Also demonstrated in figure 7 is that the estimated level of earned income in Deeping St James is higher than both county and national averages.

Overall, Deeping St James has slightly higher weekly household earnings than Market Deeping.

Figure 7



Indicators providing a measure of the number of people in Market Deeping living on a low income relate to Housing and Council Tax Benefit and are shown in figure 8.

Figure 8

Income support, income deprivation and fuel poverty

Housing and Council Tax Benefit claimants	Income Support claimants	Pension Credit claimants
328	100	221
12.8% of households (England average = 20.6%)	2.6% of working age adults (England average = 3.2%)	18.6% of people aged 65+ (England average = 24.4%)
People living in 'income deprivation' (Economic Deprivation Index)	Households below 60% of the median income, after housing costs (as a % of all households)	Households estimated to be in 'Fuel Poverty'
419	16.9%	225
9.9% of all people (England average = 13.5%)	England Average = 21.5%	8.9% of households (England = 10.9%)

Source: Income Support/Pension Credit (DWP Aug-12), Economic Deprivation Index 2009, Fuel Poverty (Department for Energy and Climate Change 2009), Housing/Council Tax Benefit (DWP 2005), Households below median income (ONS 2008)

It is significant to note that the number of people claiming Housing and Council Tax Benefits and the number of people claiming Pension Credit in Market Deeping are both well below the national average.

The same indicators are shown in figure 9 for Deeping St James.

*Figure 9*

Income support, income deprivation and fuel poverty

Housing and Council Tax Benefit claimants	Income Support claimants	Pension Credit claimants
228 7.6% of households (England average = 20.6%)	63 1.3% of working age adults (England average = 3.2%)	186 17.5% of people aged 65+ (England average = 24.4%)
People living in 'income deprivation' (Economic Deprivation Index)	Households below 60% of the median income, after housing costs (as a % of all households)	Households estimated to be in 'Fuel Poverty'
210 4.0% of all people (England average = 13.5%)	14.2% England Average = 21.5%	250 8.2% of households (England = 10.9%)

*Source: Income Support/Pension Credit (DWP Aug-12), Economic Deprivation Index 2009, Fuel Poverty (Department for Energy and Climate Change 2009), Housing/Council Tax Benefit (DWP 2005), Households below median income (ONS 2008)*

Deeping St James has even fewer people claiming Housing and Council Tax Benefits than Market Deeping. Deeping St James' percentage of people living in 'income deprivation' is also significantly lower than both Market Deeping and the national average.

**f. People in employment**

Employment levels are usually higher in rural areas than in urban areas although more people have to travel to their place of work. However, there are also large numbers of economically inactive, part-time employees and people working from home; many of whom may therefore remain in the local area during the day and so need services and facilities. Figures 10 and 11 highlight the number of residents who are ‘economically active’ (i.e. those either working or unemployed, who will be discussed in the following section), and ‘economically inactive’ (including students, home-makers, and retired). Also shown are numbers and proportions of those working, including full or part-time, self-employed, working from home, and those working in the public sector. The percentage break down for Market Deeping, as displayed in figure 10, is not significantly different from the national averages.

Figure 10: Employment status

<p><b>Economically active residents</b></p> <p>3,180</p> <p>71.3% of people aged 16-74 (England average = 69.9%)</p>	<p><b>Economically inactive residents</b></p> <p>1,277</p> <p>28.7% of people aged 16-74 (England average = 30.1%)</p>	<p><b>Full-time employees</b></p> <p>1,826</p> <p>41.0% of people aged 16-74 (England average = 38.6%)</p>	<p><b>Part-time employees</b></p> <p>668</p> <p>15.0% of people aged 16-74 (England average = 13.7%)</p>
<p><b>Self-employed</b></p> <p>391</p> <p>8.8% of people aged 16-74 (England average = 9.8%)</p>	<p><b>Working 49+ hours per week</b></p> <p>382</p> <p>12.8% of people in employment (England average = 13.3%)</p>	<p><b>Working from home</b></p> <p>160</p> <p>3.6% of people aged 16-74 (England average = 3.5%)</p>	<p><b>Employed in the public sector</b></p> <p>875</p> <p>29.2% of 2,970 people in employment (England average = 28.2%)</p>

Source: Census 2011

There are 5.7% more economically active residents in Deeping St James than the national average.

Figure 11

Employment status Source: Census 2011

<p><b>Economically active residents</b></p> <p>4,048</p> <p>75.6% of people aged 16-74 (England average = 69.9%)</p>	<p><b>Economically inactive residents</b></p> <p>1,310</p> <p>24.4% of people aged 16-74 (England average = 30.1%)</p>	<p><b>Full-time employees</b></p> <p>2,441</p> <p>45.6% of people aged 16-74 (England average = 38.6%)</p>	<p><b>Part-time employees</b></p> <p>821</p> <p>15.3% of people aged 16-74 (England average = 13.7%)</p>
<p><b>Self-employed</b></p> <p>505</p> <p>9.4% of people aged 16-74 (England average = 9.8%)</p>	<p><b>Working 49+ hours per week</b></p> <p>482</p> <p>12.5% of people in employment (England average = 13.3%)</p>	<p><b>Working from home</b></p> <p>205</p> <p>3.8% of people aged 16-74 (England average = 3.5%)</p>	<p><b>Employed in the public sector</b></p> <p>1,105</p> <p>28.6% of 3,865 people in employment (England average = 28.2%)</p>

Market Deeping and Deeping St James have comparatively high rates of economically active citizens and low rates of economically inactive citizens. This results in both of the parishes having higher than average full and part-time employees.



**g. People out of work (needs updating)**

Figure 12 shows that the number of people out of work in Market Deeping is similar to the national average. Data is drawn from Jobseekers Allowance (those who are unemployed) and Employment Support Allowance (those who are unable to work due to sickness). The only discrepancy is the ‘Unemployment Available Jobs Ratio’, in Market Deeping there are more than double the national average claimants per job.

*Figure 12*

People out of work

Jobseekers Allowance claimants (Feb-13) 102 2.7% of working age adults (England average = 3.8%)	Jobseekers Allowance claimants claiming for more than 12 months (Feb-13) 23 0.6% of working age adults (England average = 1.0%)	Employment Support Allowance / Incapacity Benefit claimants (Aug-12) 199 5.2% of working age adults (England average = 6.1%)
Unemployment to 'Available Jobs' Ratio (Nov-12) 814.29 claimants per job England average = 343.44	All people receiving 'out of work' benefits (Aug-12) 316 8.3% of working age adults (England average = 9.8%)	

Source: Jobseekers Allowance claimants (DWP Feb 2013), Employment Support Allowance/Incapacity Benefits/Out of work benefits (DWP Aug 2012), Available jobs (Job Centre Plus Nov 2012)

As shown in figure 13, the figures for Deeping St James are all under the national average.

*Figure 13*

Employment status

Jobseekers Allowance claimants (Feb-13) 91 1.9% of working age adults (England average = 3.8%)	Jobseekers Allowance claimants claiming for more than 12 months (Feb-13) 10 0.2% of working age adults (England average = 1.0%)	Employment Support Allowance / Incapacity Benefit claimants (Aug-12) 132 2.8% of working age adults (England average = 6.1%)
Unemployment to 'Available Jobs' Ratio (Nov-12) 241.18 claimants per job England average = 343.44	All people receiving 'out of work' benefits (Aug-12) 198 4.2% of working age adults (England average = 9.8%)	

Source: Jobseekers Allowance claimants (DWP Feb 2013), Employment Support Allowance/Incapacity Benefits/Out of work benefits (DWP Aug 2012), Available jobs (Job Centre Plus Nov 2012)

Deeping St James’ figures are lower than those of Market Deeping. The figure that stands out is the ‘Unemployment to Available Jobs Ratio’ which is very high for Market Deeping, while significantly below the national average in Deeping St James.

**h. What jobs do local residents have?**

The information in figure 14 shows the three largest employment sectors for residents in the local area; they also highlight the number and percentage of employed people working in each of these sectors. Numbers are additionally shown by occupation type (e.g. managers, professional, administrative).

Market Deeping’s largest employment sector is the retail sector. There is a higher than average number of managerial occupations in the area.

*Figure 14*  
Employment sectors

<b>Largest employment sector</b>	<b>Second largest employment sector</b>	<b>Third largest employment sector</b>
<b>Retail</b>	<b>Health and social work</b>	<b>Manufacturing</b>
520 employees (17% of 2,970 of people in employment)	365 employees (12% of 2,970 of people in employment)	355 employees (12% of 2,970 of people in employment)

<b>Managerial occupations</b>	<b>Professional (or associate) occupations</b>	<b>Administrative or secretarial occupations</b>	<b>Skilled trades occupations</b>	<b>Elementary occupations</b>
365	880	395	335	265
12.2% of 2,970 people in employment (England = 10.9%)	29.6% of 2,970 people in employment (England = 30.3%)	13.3% of 2,970 people in employment (England = 11.5%)	11.2% of 2,970 people in employment (England = 11.4%)	8.8% of 2,970 people in employment (England = 11.1%)

Source: Census 2011

Retail is also the largest employment sector for Deeping St James. The types of occupations in Deeping St James all meet the national average with a slight variation for ‘administrative or secretarial occupations’ which is higher in Deeping St James than in Market Deeping.

*Figure 15*  
Employment sectors

<b>Largest employment</b>	<b>Second largest</b>	<b>Third largest</b>
<b>Managerial occupations</b>	<b>Professional (or associate) occupations</b>	<b>Administrative or secretarial occupations</b>
405	1,190	530
10.5% of 3,865 people in employment (England = 10.9%)	30.8% of 3,865 people in employment (England = 30.3%)	13.7% of 3,865 people in employment (England = 11.5%)
<b>Skilled trades occupations</b>	<b>Elementary occupations</b>	
450	295	
11.7% of 3,865 people in employment (England = 11.4%)	7.6% of 3,865 people in employment (England = 11.1%)	

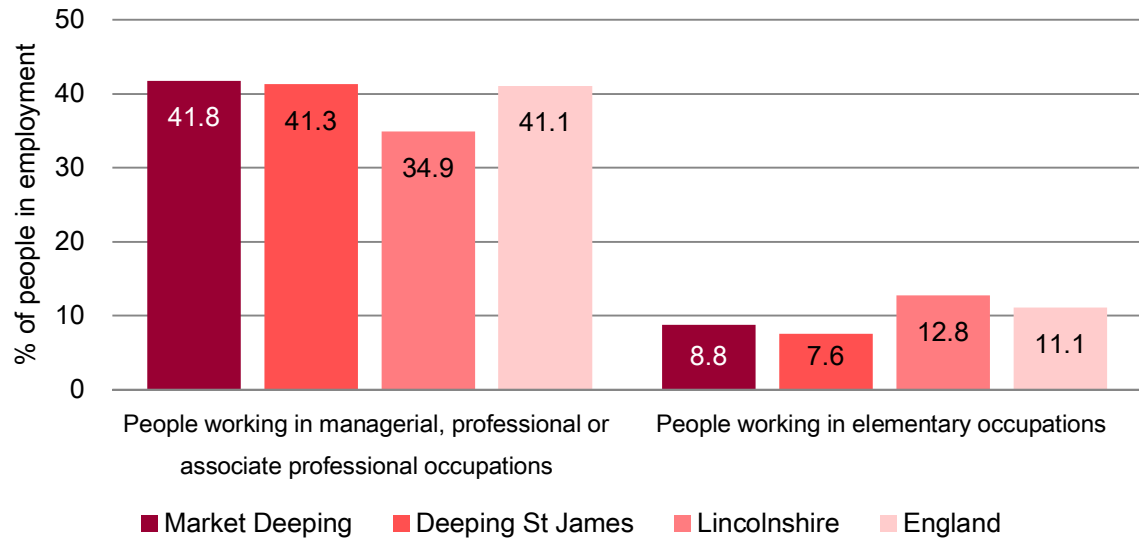
Source: Census

2011

Figure 16 compares Market Deeping and Deeping St James with local authority and national averages for people working in senior and elementary occupations.

Figure 16

People in professional and elementary positions



Source: Census 2011 tables (KS605EW and KS608EW)

This data illustrates that the makeup of occupations in both areas is relatively similar to county and national makeups.

**i. Housing and the built environment**

Development should create strong, sustainable, cohesive and inclusive communities, making the most effective use of previously developed land (except where land is of high environmental value), and enabling a larger number of people to access jobs, services and facilities locally.

What does a sustainable community look like and offer?

- A sense of place: a place with a positive 'feeling' for people and local distinctiveness;
- User-friendly public and green spaces with facilities for everyone, including children and older people;
- A sufficient range, diversity, affordability and accessibility of housing within a balanced housing market;
- Housing of an appropriate size, scale, density, design and layout, including mixed-use development that complements the distinctive local character of the community;
- High quality, mixed-use, durable, flexible and adaptable buildings, using materials which minimise negative environmental impacts;
- Buildings and public spaces which promote health and are designed to reduce crime and make people feel safe;
- Accessibility of jobs, and key services by public transport, walking and cycling.

Housing type, ownership, affordability and condition of dwellings in Market Deeping are considered in the figure 17. The information is taken from the 2011 Census which provides the most up to date account of the types of housing in the parish and makes a comparison with housing type at the national level.

*Figure 17*

Housing types. Total dwellings 5689

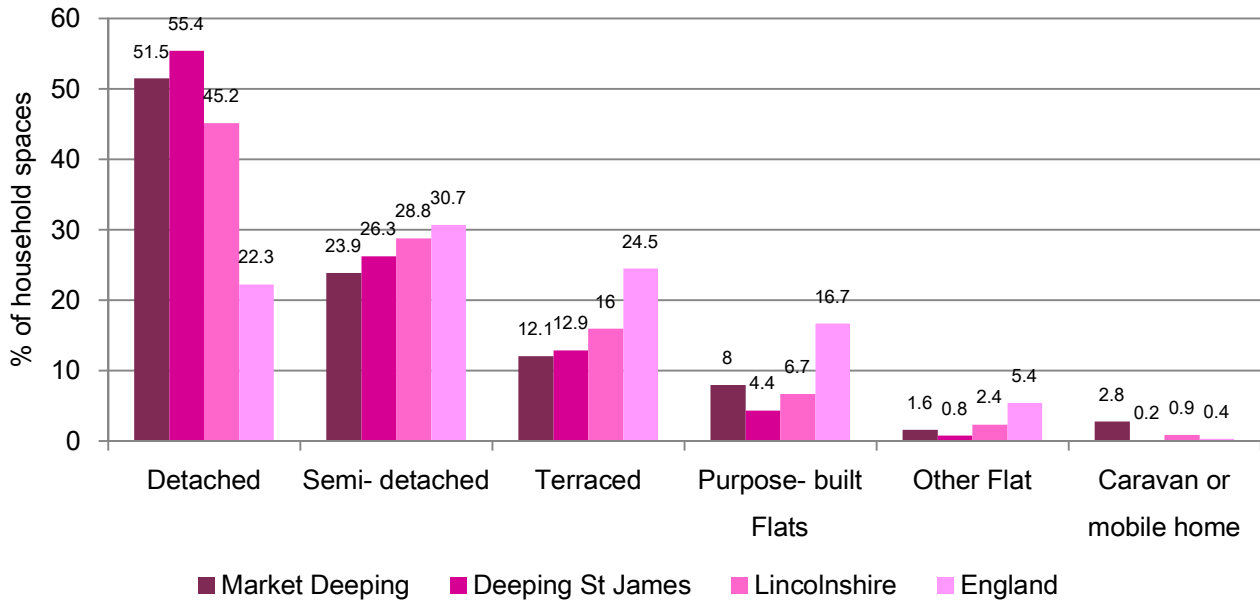
Detached houses 3049 53.6% of dwellings (England average = 22.3%)	Semi-detached houses 1435 25.2% of dwellings (England average = 30.7%)	Terraced houses 713 12.5% of dwellings (England average = 24.5%)
Flats (purpose built) 345 6.0% of dwellings (England average = 16.7%)	Flats (other) 67 0.1% of dwellings (England average = 5.4%)	Caravan or other temporary accommodation 80 0.1% of dwellings (England average = 0.4%)

Source: Census 2011

Clearly the prominent housing type is detached dwellings; which is well above the national and Lincolnshire average as demonstrated in figure 18. Flats are very underrepresented relative to the England average. The amount of ‘caravan or other temporary accommodation’ is also well above national and county average. Arguably, as a small settlement, the range of housing types is likely to be less varied than in an urban or larger rural setting.

Figure 18

Dwelling type breakdowns



Source: Census 2011



**j. Do people rent or own their homes?**

The mixture of owner-occupied, social rented and private rented accommodation in the area is an important component in the sustainability of the local community. With high house-prices, it may be difficult for less affluent people (for example younger people or families who have grown up in the area) to stay in, or move to, areas which have low levels of social or private rented housing.

Knowing this information may be useful in demonstrating evidence that there is a need for certain housing in the area, and has been used by other communities to prioritise actions, such as supporting sympathetic development proposals that increase the stock of needed housing.

Figure 19 demonstrates that there are a high number of owner occupied housing and a low number of social rented homes in Market Deeping, compared to the national average.

*Figure 19*

Housing tenure –total households 5555

Housing that is owner occupied	Housing that is social rented	Housing that is private rented	Other rented accommodation
4,344	345	207	124
78.2% of households (England average 64.1%)	9.97% of households (England average 17.7%)	9.59% of households (England average 15.4%)	2.23% of households (England average = 2.8%)

Source: Census 2011

**k. How affordable are homes in the Deepings?**

The housing affordability ratio is based on comparing house prices to earnings. An affordability index of 10 for example would mean that lowest quartile house prices are 10 times as high as lowest quartile incomes. This example means that house prices are ten times higher than the average earnings of low paid workers.

Figures 20 and 21 demonstrate the affordability ratios for Market Deeping and Deeping St James. For both parishes the affordability index is 14.9. This means that house are nearly 15 times higher than the average earnings of low paid workers. This is the same as the England average.

Market Deeping: *Figure 20*

Affordability ratio (median house prices as ratio of median incomes)
16.4
England average = 15.4

*Affordability Ratio (Land Registry/ONS 2007/8)*

Deeping St James: *Figure 21*

Affordability ratio (median house prices as ratio of median incomes)
13.4
England average = 15.4

*Affordability Ratio (Land Registry/ONS 2007/8)*

The difference in affordability ratios is likely to relate to the income and the housing costs differentials between the two parishes.

**1. What is the local housing need.**

Data from the Council’s emerging Housing Strategy provides context of housing need for the district of South Kesteven as a whole (<http://www.southkesteven.gov.uk/index.aspx?articleid=12186>):

:

- The population in the district as a whole is predicted to increase by 19% to 159,120 by 2036.
- The Deepings is projected to take 6% of household growth or 870 dwellings (source Local Plan, Site and Settlements Consultation July 2016).
- Households are becoming smaller with 28% of households being single.
- The number of people applying as homeless has risen by a fifth since 2010/11.
- Levels of disability are increasing at the same rate as the rise in population, however, the vast proportion of disabled people live in unadapted housing.
- Over 50% of those on our housing register are in need of 1 bedroom accommodation.
- The use of temporary accommodation is increasing due to the lack of affordable housing solutions locally.
- Fourteen percent of those with an evidenced need on the housing register are living in crowded conditions.
- The median house sale price in 2016 was £180,986 (up from £149,000 in 2009), this ranges from around £250,000 for a detached house to £95,000 for a flat/maisonette.
- South Kesteven has a projected need for an additional 625 new homes per annum. 646 new homes were completed in 2014-15, of which 92 were affordable (AH)
- The draft new Local Plan contains a projected target between 680 and 720 AH dwellings per annum.

It is not easy to derive comparable figures for the Deepings but given that a housing market (both supply and need) exists beyond the Neighbourhood, the above figures offer relevant context.

Work carried out with the Council’s Housing Officer shows that there continues to be a requirement for all sizes and types of housing across the board (see separate Housing topic paper).

Some local statistics provide an indication of the need for affordable housing of various types.

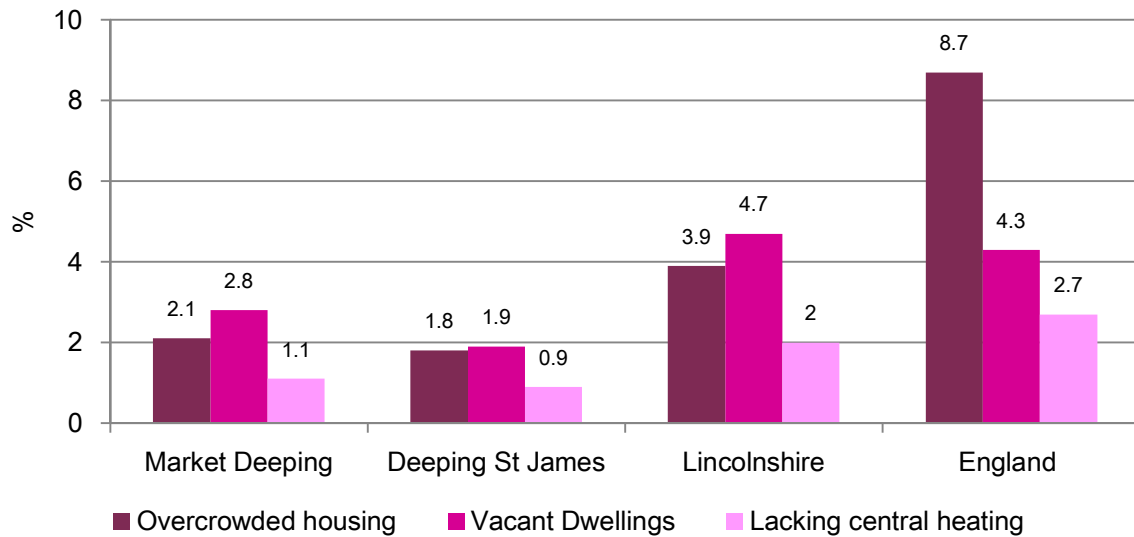
	Applicants with a local connection seeking affordable housing	Affordable housing stock
Dec 2016	287	662 (all occupied)
Dec 2017		
2011-2017	Relets average only 10-14 each year	

**m. Housing in poor condition**

The housing environment in Market Deeping and Deeping St James is better than at county or national level. This could suggest that there are fewer houses in the area that are overcrowded, vacant and lacking in central heating. Figure 25 shows the comparative with local and national data.

Figure 22

Housing environment



Source: Overcrowding/Central heating/Vacant household spaces (Census 2011 KS403EW), Fuel Poverty (Department for Energy and Climate Change)

**n. Transport and connectivity**

For both parishes, 12.5% of the population is without a car compared to the national average of 25.8%. This reflects the position that rural communities rely more heavily on private transport than their urban counterparts

In Market Deeping 15.4% of the population are without a car, compared to the national average of 25.8%. 42.2% own one car, 31.9% own two cars with the remaining 10.5% owning three or more cars..

In Deeping St James only 9.6% of the population are without a car. 40.7% own one car and 39.7% own two cars which, compared to the national average of 24.7%, is reasonably high. The remaining 9.9% own three or more cars.

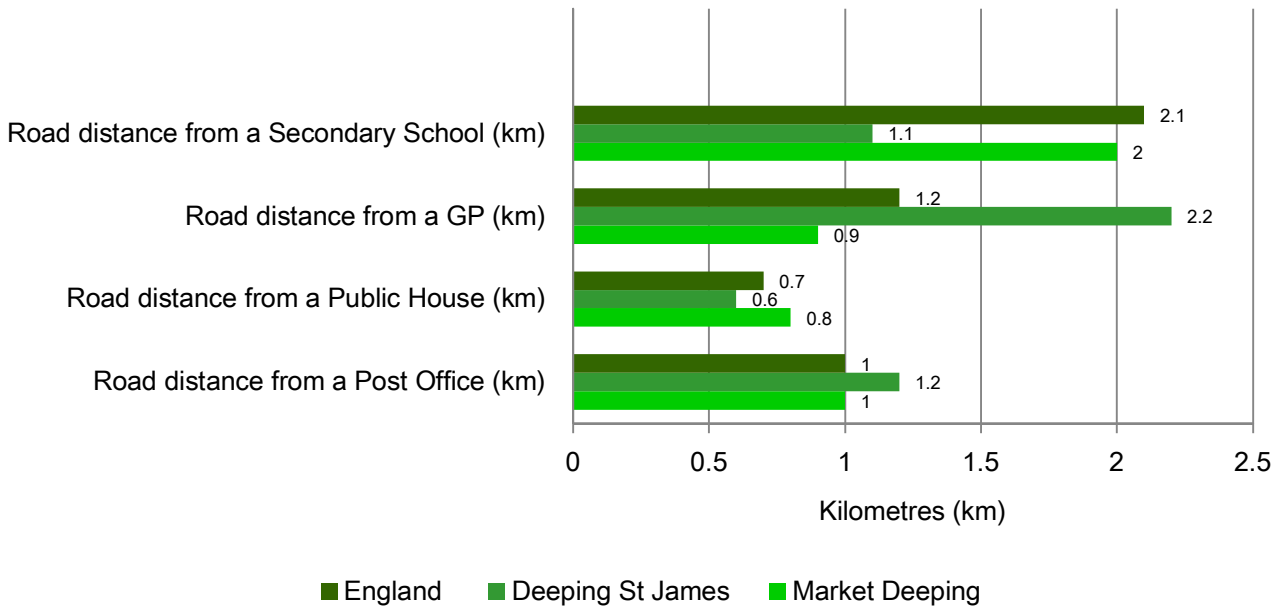
**o. How far away are key services?**

Access to key services is a fundamental factor in the quality of life for people in rural communities where services and amenities may be some distance away.

Figure 23 compares the local area to England averages, in terms of road distance to these services.

Figure 23

Road distance to services



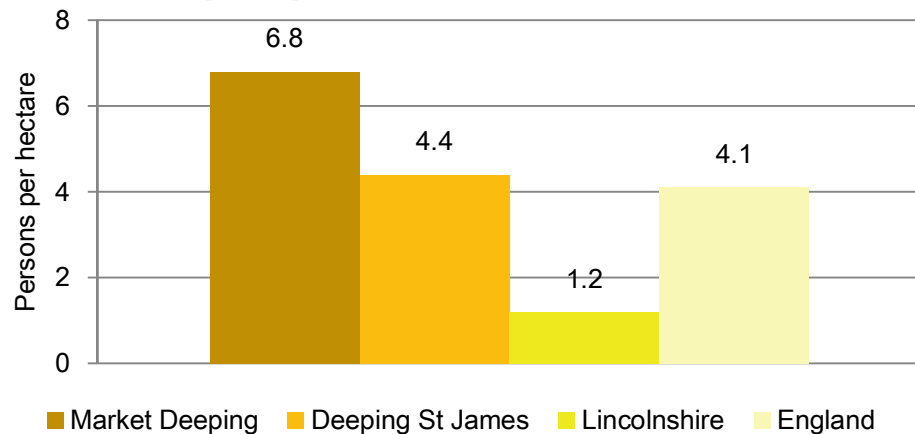
Source: Commission for Rural Communities 2010

The main contrast between Market Deeping and Deeping St James is the higher than average distance to the GP for Deeping St James, and the distance Market Deeping is from the secondary school.

**p. Population density**

We can illustrate the population density for the local area and compare this with county and national levels. Figure 24 demonstrates that the population density per hectare is low for Deeping St James and even lower for Market Deeping. This is indicative of the high proportion of agricultural land in the parish.

Figure 24 Population density –person per hectare



Source: Waste statistics (DEFRA Waste Data Flow system, 2009), Population Density (Census 2011), Living Environment domain (Indices of Deprivation 2010, CLG) CO2 emissions DEFRA 2008)