

***** KEY STATISTICS *****

Our analysis of statistics from published data sources highlights a number of important features of the Neighbourhood Area and evolving trends between the 2001 and 2011 Census years.

- ❖ A decline in resident population (-26%) and households (-28%) over the 10 year period
- ❖ A reduction in the 25-44 year olds age group (-12%) and an increase in the 60+ group (+7%)
- ❖ An increase in the permanent dwelling stock (+9%) which is greater than the national average
- ❖ A majority of the fixed housing stock (55%) in use as a second or holiday home (or empty)
- ❖ A disproportionately large element of mobile accommodation (greater than the number of homes with at least one usual resident)
- ❖ An imbalance in the housing supply reinforced by recent growth in the higher Council Tax Bands
- ❖ A mismatch between housing stock and household size (75% dwellings have three or more bedrooms, 83% of households consist of two or fewer people)
- ❖ A relatively high level of economic activity (56%), despite a significant retired population (38%)
- ❖ An unusually high proportion of home working (14%) and self-employment (18%)
- ❖ High levels of car ownership and overwhelming dependence on car for the journey to work

If the Parish is to have a sustainable future, the issues will need to be addressed through the Neighbourhood Plan and these results provide valuable pointers to guide the development of appropriate policies.

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Households and Population

	2001	2011	Change	Change
	(Count)	(Count)	(Count)	(%)
All residents	322	239	-83	-25.78
Males	165	124	-41	-24.85
Females	157	115	-42	-26.75
Households	176	126	-50	-28.41
Average household size	1.83	1.90	0.07	3.68
Change in usually resident population: 2001-2011 (Parish)				
Source: 2001 and 2011 Census (ONS)				

Key features

- ❖ In 2011 the Census recorded 239 people and 126 households normally resident in the Parish.
- ❖ There were more males than females (52%: 48%) in contrast to the country as a whole where more than 50% of the resident population is female (ONS, 2013)
- ❖ Average household size was low at less than 2, but slightly higher in 2011 than in 2001.
- ❖ The most striking feature of the overall population statistics is the very pronounced fall in absolute numbers between 2001 and 2011 (households -28%; all residents -26%).

Household Mobility - Access to Cars or Vans

		Parish	KL&WN	EoE
No of Households	Count	126	62977	2423035
All Cars or Vans in the Area	Count	207	86531	3231763
0 Cars or Vans in Household	%	7.1	16.4	18.5
1 Car or Van in Household	%	39.7	44.6	42.9
2 Cars or Vans in Household	%	38.1	29	29.1
3 Cars or Vans in Household	%	11.9	7.1	6.9
4 or More Cars or Vans in Household	%	3.2	3	2.6
Household car or van availability				
Source: 2011 Census (ONS)				

Key features

- ❖ Car availability is high in the Parish. In 2011, only 7% of households were recorded as having no access to a car or van compared to more than twice this figure in the Borough and the Region.
- ❖ Almost 40% of households in Holme reported 2 cars or vans available and more than 15% reported 3 or more.
- ❖ The overall proportion of 2+ car households in the Parish (53%) is significantly greater than the comparable figures for the Borough and the Region (both c 39%).

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Mode of Travel to Work

	Parish		KL&WN		EoE	
	Count	%	Count	%	Count	%
All Usual Residents Aged 16 to 74	101	100	67268	100	2849512	100
Work Mainly at or From Home	14	13.86	4000	5.95	161428	5.67
Working mainly at a place other than home	87	86.14	63268	94.05	2688084	94.33
<i>Working mainly at a place other than home</i>						
Underground, Metro, Light Rail, Tram	0	0.00	114	0.18	33110	1.23
Train	2	2.30	1038	1.64	205077	7.63
Bus, Minibus or Coach	0	0.00	1517	2.40	106303	3.95
Taxi	0	0.00	174	0.28	13227	0.49
Motorcycle, Scooter or Moped	3	3.45	496	0.78	22475	0.84
Driving a Car or Van	69	79.31	45671	72.19	1757121	65.37
Passenger in a Car or Van	4	4.60	4110	6.50	143749	5.35
Bicycle	2	2.30	3248	5.13	100651	3.74
On Foot	6	6.90	6442	10.18	288663	10.74
Other Method of Travel to Work	1	1.15	458	0.72	17708	0.66
<i>All working mainly at a place other than home</i>	87	100	63268	100	2688084	100
Method of Travel to Work						
(Persons working mainly at non-home locations, usually resident, aged 16-74 years in employment)						
Source: 2011 Census (ONS)						

Key features

- ❖ An unusually large proportion of Holme residents work mainly from home (14% compared to only 6% in the Borough / Region) - a good basis for sustainable development in an area poorly served by public transport.
- ❖ Adjusting for residents who are not working from home (87 out of 101) highlights the overwhelming dependency of parishioners on car travel to reach their place of work.
- ❖ Almost 80% of employed Holme residents drove to work in 2011, compared to 72% of employed persons resident in the Borough and 65% of those in the Region.
- ❖ The mode share of journeys to work reported by public transport was less than 3%.
- ❖ Slow modes accounted for less than 10% of journeys to work.

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Types of Accommodation in Holme

Holme next the Sea Parish		
All Dwellings (household spaces)		477
Unshared	<i>Percentage</i>	100
Household Spaces With At Least One Usual Resident	Count	126
Household Spaces With At Least One Usual Resident	Percentage	26.4
Mobile or temporary structures	Count	202
Mobile or temporary structures	Percentage	42.3
Other Household Spaces (ie permanent structure second homes) With No Usual Residents	Count	149
Other Household Spaces (ie permanent structure second homes) With No Usual Residents	Percentage	31.24
Whole House or Bungalow - Detached	Count	191
Whole House or Bungalow - Detached	Percentage	40
Whole House or Bungalow - Semi-Detached	Count	46
Whole House or Bungalow - Semi-Detached	Percentage	9.6
Whole House or Bungalow - Terraced (Including End-Terrace)	Count	36
Whole House or Bungalow - Terraced (Including End-Terrace)	Percentage	7.5
Flat, Maisonette or Apartment - Purpose-Built Block of Flats or Tenement	Count	0
Flat, Maisonette or Apartment - Purpose-Built Block of Flats or Tenement	Percentage	0
Flat, Maisonette or Apartment - Part of a Converted or Shared House (Including Bed-Sits)	Count	1
Flat, Maisonette or Apartment - Part of a Converted or Shared House (Including Bed-Sits)	Percentage	0.2
Flat, Maisonette or Apartment - In Commercial Building	Count	1
Flat, Maisonette or Apartment - In Commercial Building	Percentage	0.2
Caravan or Other Mobile or Temporary Structure	Count	202
Caravan or Other Mobile or Temporary Structure	Percentage	42.3
Fixed dwelling stock-Permanent structures	Count	275
Mobile or temporary structures	Count	202
All household spaces	Count	477
Dwellings - Household Spaces and Accommodation Types		
Source: 2011 Census (ONS)		

Household Accommodation (spaces)

	Parish		KL&WN		EoE	
	Count	%	Count	%	Count	%
All Household Spaces	477	100	74016	100	2535498	100
At Least One Usual Resident	126	26.42	62977	85.09	2423035	95.56
No Usual Residents	351	73.58	11039	14.91	112463	4.44
Household Spaces in 2011						
Source: 2011 Census (ONS)						

Key features

- ❖ The Census indicated that almost three quarters of household spaces in the Parish have no usual residents. This reflects the very large proportion of second and mobile homes in the Parish.
- ❖ This figure is almost five times the comparable proportion of unoccupied homes in the Borough – and all the more striking given the fact that KL&WN was ranked third amongst the Top 10 local authorities with the highest percentages of unoccupied household spaces in England and Wales, 2001-11 (ONS, 2014).

Number of bedrooms in homes

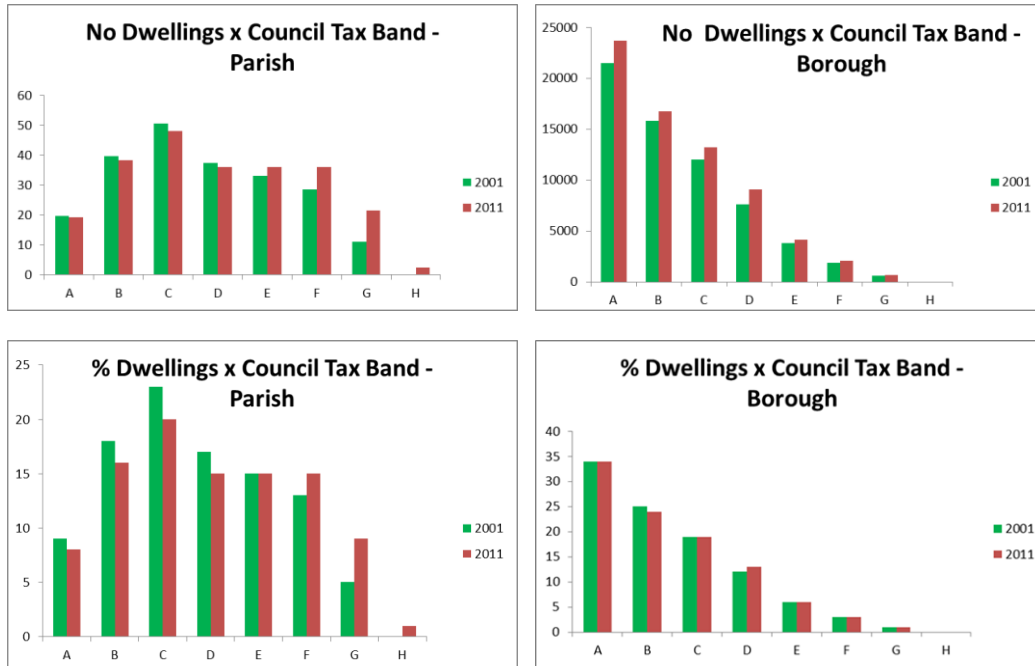
	Parish		KL&WN		EoE	
	Count	%	Count	%	Count	%
All household spaces	126		62977		2423035	
0 Bedrooms	0	0.00	107	0.17	5194	0.21
1 Bedroom	2	1.59	4629	7.35	251374	10.37
2 Bedrooms	28	22.22	18495	29.37	633776	26.16
3 Bedrooms	54	42.86	27311	43.37	1002547	41.38
4 Bedrooms	33	26.19	9671	15.36	407633	16.82
5 or More Bedrooms	9	7.14	2764	4.39	122511	5.06
Number of bedrooms in homes (household spaces) with at least one usual resident						
Source: 2011 Census (ONS)						

Key features

- ❖ Taking the number of bedrooms as an indicator of size of dwelling, the picture that emerges for Holme is in sharp contrast to that for Kings Lynn & West Norfolk and for the East of England.
- ❖ Whereas more than 75% dwellings have three or more bedrooms, 83% of households consist of two or fewer people.

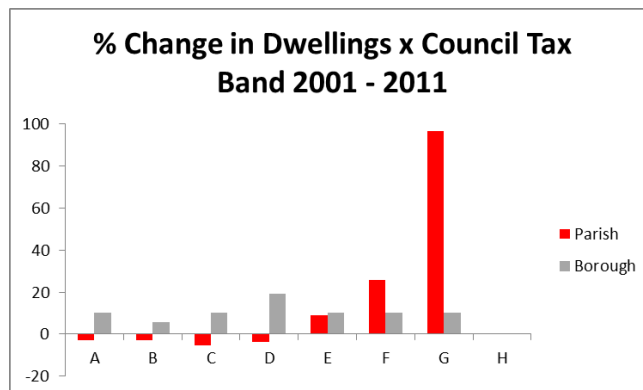
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Changes in Permanent Dwelling Stock



Key features

- ❖ The distribution of dwellings for Holme and the Borough are quite different. Taking 2011, in Holme, less than 25% of dwellings fall within Council Tax Bands A and B and more than 25% fall in Bands F to H. In the Borough the comparable figures are 58% and only 4% respectively.
- ❖ Differences in the pattern of changes through time are even more pronounced. The growth across the Borough has been pretty well balanced and the proportion of dwellings in 6 of the 8 Council Tax Bands shows no change. The growth in Holme on the other hand has been entirely within the higher Tax Bands with a corresponding reduction in the in the lower bands.



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Changes in Dwellings compared to Changes in Population

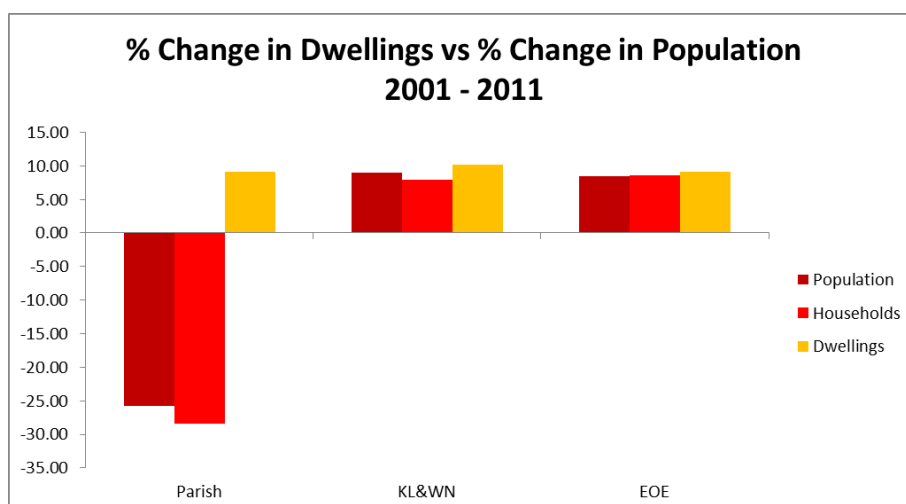
	Population			Households			Dwellings		
	2001	2011	% Change	2001	2011	% Change	2001	2011	% Change
Holme next the Sea Parish	322	239	-25.78	176	126	-28.41	220	240	9.09
KL&WN	135345	147451	8.94	58338	62977	7.95	63322	69723	10.11
East of England Region	5388140	5846965	8.52	2231974	2423035	8.56	2316175	2527384	9.12
Country	49138831	53012456	7.88	20451427	22063368	7.88	21296187	22947500	7.75

Change in dwellings vs change in resident population and households - Holme next the Sea vs Other Areas 2001 to 2011

Source: 2001 and 2011 Census population and household numbers, 2001 and 2011 Valuation Office Agency dwellings data (ONS)

Key features

- ❖ Across the Region, in the 10 year period between the Census years, the growth in dwellings (around 9% to 10%) has been greater than the national figure (7.5%).
- ❖ In both Kings Lynn and the Region, population and households grew more slowly than dwellings.
- ❖ In contrast, in Holme there was a very marked reduction in resident population and households.
- ❖ Against the background of a 28% reduction in resident households seen in the Census, the most interesting feature of the Valuation Office data is the growth in dwelling stock in Holme of almost 10% in the 10 years between the Census Surveys.



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Where do Employed Residents Work?

	Parish		KL&WN		EoE	
	Count	%	Count	%	Count	%
All Usual Residents Aged 16 to 74 in Employment	101	100	67268	100	2849512	100
A Agriculture, Forestry and Fishing	3	2.97	2240	3.33	30198	1.06
B Mining and Quarrying	1	0.99	127	0.19	3451	0.12
C Manufacturing	5	4.95	8613	12.80	247992	8.70
D Electricity, Gas, Steam and Air Conditioning Supply	0	0.00	226	0.34	11186	0.39
E Water Supply; Sewerage, Waste Management and Remediation Activities	1	0.99	577	0.86	20502	0.72
F Construction	9	8.91	6267	9.32	245284	8.61
G Wholesale and Retail Trade; Repair of Motor Vehicles and Motor Cycles	24	23.76	11699	17.39	466687	16.38
H Transport and Storage	1	0.99	2690	4.00	150814	5.29
I Accommodation and Food Service Activities	13	12.87	3898	5.79	133925	4.70
J Information and Communication	1	0.99	881	1.31	111192	3.90
K Financial and Insurance Activities	2	1.98	1387	2.06	142716	5.01
L Real Estate Activities	5	4.95	841	1.25	41257	1.45
M Professional, Scientific and Technical Activities	6	5.94	2530	3.76	192755	6.76
N Administrative and Support Service Activities	3	2.97	2897	4.31	137902	4.84
O Public Administration and Defence; Compulsory Social Security	1	0.99	4682	6.96	159924	5.61
P Education	7	6.93	5571	8.28	282949	9.93
Q Human Health and Social Work Activities	14	13.86	8879	13.20	327457	11.49
R-U Other	5	4.95	3263	4.85	143321	5.03
Industry of Employment for usual residents in employment (Aged 16-74 years)						
Source: 2011 Census (ONS)						

Key features

- ❖ By far the largest sector of employment for Holme's residents is the Wholesale & Retail trade (24% compared to 17% and 16% in the Borough and Region respectively).
- ❖ This is followed by Health & Social Work (14%), Accommodation & Food Services (13%) and the Construction sector (9%).
- ❖ Only 3% of residents are employed in Agriculture.
- ❖ The sectors dominating the pattern in the Parish are unsurprising given the coastal location and importance of tourism.
- ❖ Local employment is however dependent (to a degree not seen in the Borough and Region) on a small number of sectors which are sensitive to seasonal activities and is surprisingly under-represented in sectors such as Information & Communication and Finance.