

Whiteley Town Plan

Analysis of community profile and residents' survey January 2015

Contents

- 1. Community profile**
- 2. Population**
- 3. Age of adult residents**
- 4. Age of children**
- 5. Religion**
- 6. Household language**
- 7. Qualifications**
- 8. Housing tenure**
- 9. Travel to work**
- 10. Health and unpaid care**
- 11. 2014 Town Council Survey**

1. Community profile

This profile is for residents within the Town Council's civic boundary – the Winchester side of Whiteley.

Statistics are taken from the Office of National Statistics 2011 and 2001 Censuses. Comparisons are made with statistics for Winchester District, South East England and England where there are significant differences.

2. Population

The population has grown by just over 1000 between 2001 and 2011 as the development of Whiteley has continued.

The table below shows the age range of the population. The most significant change is the reduction in % for the 25-34 age group at 12%.

	Whiteley Ward 2011		Whiteley Ward 2001	
No of Residents	3236		2194	
Age 0-4	301	9%	218	10%
Age 5-10	315	10%	162	7%
Age 11-15	195	6%	93	4%
Age 16 to 24	284	9%	158	7%
Age 25 to 34	626	19%	677	31%
Age 35 to 54	1111	34%	663	30%
Age 55 to 64	236	7%	139	6%
Age 65 to 74	108	3%	53	3%
Age 75 and Over	60	2%	31	1%
		99%		99%

1. & 2. Summary of Residents' ages 2001/2011 2001 from Age (UV04) 2011 from Age by Single Year (QS103EW)

3. Age of adult residents

The majority of adult residents (aged 16 and over) are in the 35-54 age bracket. Residents are younger in comparison with those in Winchester District and nationally with under a quarter over the age of 65 compared to a third in the wider areas.

4% of residents are aged 65-74 compared with 12% in Winchester District; 2 % are aged 75+ compared with 11% in Winchester District.

3. Adult Lifestage 2011 (QS110EW)

4. Age of children

The age range of Whiteley children has remained reasonably constant between 2001 and 2011 but the number of under 16s has increased by 338.

1. & 2. Summary of Residents' ages 2001/2011 2001 from Age (UV04) 2011 from Age by Single Year (QS103EW)

5. Religion

Of 3,236 residents 56% state their religion is Christian, 33.5% have no religion, 6.8% did not state their religion 3.4% are 'other religions'

4. Religion 2011 (KS209EW)

6. Household language

Of 1,280 households 94% have English as the main language this is slightly higher than the 91% average for England.

Just under 2% have no one in the household with English as the main language. The average for England is 4.4%.

5. Household Language 2011 (KS206EW)

7. Qualifications

Whiteley residents are well qualified with 42% having a Level 4 or above qualification, this compares with Winchester 41%; South East 30% and England 27%.

6. Highest Level of Qualification, 2011 (QS501EW)

8. Housing tenure

57% (75%) of households have a mortgage compared to between 33% (38%) and 35% (42%) across Winchester District, the South East and England.

13.5% (12%) of households own their home outright compared to between 30% (29%) and 35% (32%) across the District, South East and England.

Social rented households at 2.8% (2.8%) are considerably lower than that for Winchester District 15.5% (16%), South East 14% (14%) and England 18% (19%)

Privately rented households at 25% (10%) are correspondingly higher compared with 14% (14%) in Winchester District, 16% (12%) in South East and England 17% (12%).

7. Tenure 2001 in (red) (KS18)

8. Tenure 2011 (KS402EW)

9. Travel to work

The percentage of residents driving or as a passenger to work at 64% is just 2% lower than in 2001 although the number of people walking has increased by 4%. Self containment has not improved greatly during the last 10 years although these statistics were collected before the shopping centre re-opened.

The number of people working from home has increased slightly from 6% in 2001 to 9% in 2011.

9. Method of travel to work 2011 (QS701EW) (UV39) 2001

10. Health and unpaid care

Residents in 2011 are overwhelmingly healthy with 97% reporting very good or good health.

10. General Health, 2011 (QS302EW)

The 2011 Census shows Whiteley has 145 people providing 1-19 hours of unpaid care a week; 17 providing 20-49 hours and 32 providing 50 or more hours a week.

11. Provision of Unpaid Care 2011 (QS301EW) 2001 (UV21)

62 people have health problems that limit day to day activities a lot and 142 have problems that have some impact on their day to day activities.

12. Long-Term Health Problem or Disability, 2011 (QS303EW)

11. 2014 Town Council Survey

The Autumn edition of The Whiteley Voice included a survey for residents. It was hand delivered to 3000 households in Whiteley so the results include both the Fareham and Winchester parts of the community unlike the Census results mentioned above.

419 questionnaires were returned, not everyone responded to every question.

13. Survey summary

Question 1

Is there anyone currently living in your household who is in need of housing or wishing to set up an independent household in Whiteley but is unable to rent or buy privately?

386 (95%) said no, 20 (5%) said yes, 13 did not respond.

23 respondents stated housing needs as follows:

4 x 1 bed
4 x 2 bed
12 x 3 bed
3 x 4 bed

Question 2.1 Does the lack of public transport in Whiteley cause you problems?

107 (26%) said yes, 301 (74%) said no, 11 did not respond.

Question 2.2 If yes what regular service would you like to see provided?

Respondents noted 'more buses' and more frequent buses were requested to Fareham/Portsmouth/Southampton/Swanwick railway station/Whiteley/Hedge End

Question 3. Meadowside Recreation Ground

Meadowside Recreation Ground play area is due to be refurbished, if there is sufficient interest it may be possible to extend the play area to make it an even more attractive place for children to visit.

3.1 What type of play area user are you?

262 respondents replied to Q3, the majority of users are parents with young children, 17 were grandparents caring for grandchildren.

24 responded to a similar survey via the Extraordinary Parks Facebook Group.

3.2 How often do you use the play area? Usage varies from every day to once a month.

3.3 What do you not like about the play area as it is now? Things that are not liked about the play area include the bark surface which becomes waterlogged and messy; lack of separation between the toddler equipment and equipment for older children; more swings needed, yellow slide too difficult to access via the climbing wall, no provision for children with special or additional needs.

3.4 What do you like about the play area as it is now? Respondents mentioned that the play area is well kept, feels safe, enclosed preventing access by dogs, is in a good location with a good selection of equipment for all ages.

3.5 How would you like to see the play area improved? Suggestions include improved surfacing, more seating, shaded area, more equipment, splash park, more swings, bike storage, coffee shop, provision for children with special and additional needs.

3.6 Thinking about your friends and family who may have different needs, how could the play area make sure everyone is welcome? Suggestions include level surface suitable for wheelchairs and visually impaired. Wider gates, wheelchair friendly equipment, equipment with a harness, lower level activities, bike and scooter storage to prevent blocked paths, equipment that makes a noise or offers sensory appeal, equipment that needs children to work together to operate, more accessible seating and picnic benches, splash park, sensory gardens.

3.7 Would you be interested in attending play events arranged by a play worker? 172 responded, 75 saying yes and 97 no

17 of the Extraordinary Parks respondents would be interested.

3.8 Other comments included a request for a zip wire, coffee shop, splash park, flowers,

4. Whiteley play areas and open spaces

4.1 Are there any improvements you would like to see to Whiteley’s public open spaces? (on the Winchester side)

Suggestions included shady areas, more litter picking, less dog poo, more dog waste bins, more dog warden controls, café, more seating, multi-use games area, outdoor gym equipment , splash park, more accurate maps and path maintenance were all mentioned.

5. What events would you like to see happening in Whiteley?

Another music festival, fireworks, more markets, more community events, Halloween walk/pumpkin festival, Whiteley Park Run, running club, more festivals and fairs, summer fete, summer bbq, carnival, more for the not quite teens, more for teens/young adults, more for adults, community sports day, cricket match, rounders match, community picnic days with no access for dogs, Christmas events and ice rink, film festival when cinema opens all received a mention!

6. Effective communication

How do you find out what is happening in Whiteley?

Answer Options	Percent	Count
Southern Daily Echo	4.7%	15
Portsmouth Evening News	3.1%	10
The Whiteley Voice magazine	71.9%	230
Newsletters from councillors / political parties	15.0%	48
Voice4Whiteley Facebook Group	85.9%	275
Winchester City Council website	0.6%	2
Fareham Borough Council website	2.8%	9
Whiteley Town Council website	9.7%	31
Other	14.1%	45
<i>answered question</i>		320
<i>skipped question</i>		99

Voice4Whiteley Facebook Group and the Whiteley Voice magazine, both run and produced by Whiteley Town Council are how the majority find out about what is happening in Whiteley.

7. Quality of life

7.1 What do you most like about living in Whiteley?

283 responded, the majority mentioning safety, sense of community, quiet, open spaces and woodland, being able to walk/cycle everywhere.

7.2 What do you least like about living in Whiteley?

Traffic and access problems at peak times are the main concerns.

7.3 What would you most like to see happen in Whiteley in the future?

261 responded, of these 89 would like to see improved roads and road access, 41 a secondary school, 28 a swimming pool, other requests included better internet access (12), improved public transport (13), more community events (12), independent restaurants/pub/bar (9)

7.4 What would you least like to see happen in Whiteley in the future?

247 responded, of these 40 were concerned about more housing without infrastructure, 42 about more houses, 31 the closure of Yew Tree Drive to all traffic, other concerns include social housing (22), more traffic (10), overdevelopment (10), fast food restaurants (8)

8 Listening to everyone

276 respondents gave some or all of their details, responses were evenly spread across Whiteley. 275 stated whether they were male or female. 78 (28%) respondents were male and 197 (71%) female 1 nil response.

272 gave an age: less than 1% under 18; 36% aged 19-35; 58% aged 36-55; 6% aged 56-69 and less than 1% over 70.

271 indicated whether or not they had children under 10@ 52% saying yes and 48% saying no.

236 indicated their address: 56% of respondents live on the Fareham side of Whiteley and 44% on the Winchester side.