

# Winchester District Profile

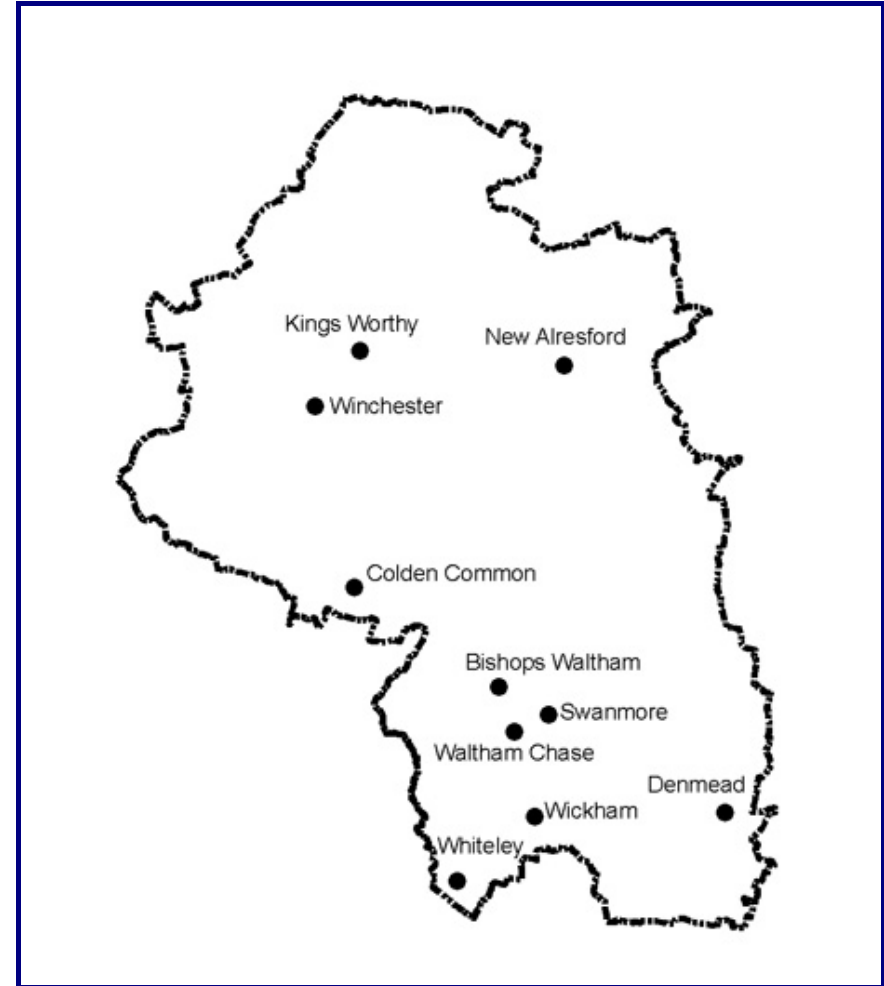
## Key facts and figures about the Winchester District

### Who lives in the District?

- Around 113,000 people (46,000 households) live in the district, a growth of around 6% over the last 10 yrs.
- Over that period the greatest increase has been in 45-64 yr olds, though in percentage terms over 75 yr olds see the largest growth.
- The District is popular with families with pre-school and school age children and a significant proportion of households moving into the district are young families.
- The southern parts of the District play an important role in housing families with the rest of the District housing a relatively higher proportion of single pensioner households, couples without dependents and, in Winchester Town, a high proportion of single households and sharing households, with fewer family households.
- 72% of households are home owners, 15% have a private landlord, and 13% rent from the Council or a housing association.

### How might this change in the future?

- If you are interested in the technical data, detailed population forecasts can be found at the end of this profile.
- Forecasts suggest an increase in couple and family households in the future, though the largest growth is forecast to be in single person households, due to a large extent to the



growth in single older people.

- Despite the growth in the numbers of single people, around 35% of the demand from future households is likely to be for 3 bed properties, with around 15% looking for larger homes. There is no direct link between household size and the size of home they want.
- A recent study of the patterns of ownership over recent years revealed much of the increase in housing supply being taken up by the private rented sector. The current economic climate makes the future difficult to project, however, it is possible private rented market share could grow further.

## Housing and People

### Where do people move to and from?

- The southern Hampshire area acts as an integrated housing market with significant movements within it. The rest of the District is made up of several self contained housing markets which means people are more likely to move locally.
- Movement to/from Southampton and Eastleigh is high but broadly in balance. There is significant in-migration from London and other parts of the South East.
- Most movers into affordable housing already live in the District.

### What can people afford?

- Average annual household income of residents is around £47,000 p.a., with individual income around £35,000 p.a.
- The vast majority of the households on the Council's housing register seeking rented accommodation earn less than £10,000 p.a., with most of those seeking other forms of affordable housing, such as shared ownership, earning less than £30,000 p.a.
- Average property prices are £375,000, with flats averaging at £181,000 (2010 figures).
- Taking standard lending criteria a household income of over £63,000 is needed to buy even the lower cost housing in the District. 84% of households earn less than this.
- Affordability is related not just to price but to income and to access to finance. Despite the impact of the current recession on prices the shortage of mortgage finance is reinforcing affordability problems. Large deposits are required by lenders and interest rates can be high for certain borrowers.

- The “affordability gap” (the gap between the average property price and the price the average household can afford) is over £73,000.
- Between a 1/4 and a 1/3 of households cannot afford to rent in the private sector unassisted, with a £24,000 p.a. income needed to rent a flat.

For more information on affordable housing, please go to the housing key facts sheet ([www.community-blueprint.co.uk/parish/](http://www.community-blueprint.co.uk/parish/))

## Jobs

<b>Economically active = people in work or looking for work</b>	79.7% (National average = 67% )
<b>Economically inactive = retired, students, looking after family/home, permanently sick/disabled</b>	20.3% (National average = 33%)
<b>Top five employment sectors:</b>	<ul style="list-style-type: none"> <li>• public service,</li> <li>• knowledge and creative,</li> <li>• land-based,</li> <li>• tourism,</li> <li>• retail</li> </ul>
<b>Top five employment destinations for people commuting out of the District:</b>	<ul style="list-style-type: none"> <li>• Southampton</li> <li>• Greater London</li> <li>• Portsmouth</li> <li>• Eastleigh</li> <li>• Basingstoke</li> </ul>

<b>Top five settlements outside of the District for people commuting into the District:</b>	<ul style="list-style-type: none"> <li>• Southampton</li> <li>• Eastleigh</li> <li>• Portsmouth</li> <li>• Locks Heath/Bursledon</li> <li>• Fareham/Porchester</li> </ul>
<b>Jobs in Winchester District</b> <b>Jobs density (The numbers of jobs per resident aged 16-64. For example, a job density of 1.0 would mean that there is one job for every resident aged 16-64):</b>	<p>76000</p> <p>Winchester District: 1.07</p> <p>South East: 0.82</p> <p>Great Britain: 0.79</p>
<b>Unemployment (April 09 – March 2010)</b>	<p>Winchester: 5.0% (2700)</p> <p>South East: 6.3%</p> <p>Great Britain: 7.9%</p>
<b>Employment by Occupation (categories taken from 2000 edition Standard Occupational Classification (SOC))</b>	
<b>Managers and senior officials</b>	19.7% (National average = 15.2% )
<b>Professional</b>	17.2% (National average = 11.2%)
<b>Associate professional &amp; technical</b>	15.8% (National average = 13.8%)
<b>Administrative &amp; secretarial</b>	11.9% (National average = 13.2%)
<b>Skilled trades</b>	9.6% (National average = 11.6%)
<b>Personal services</b>	5.9% (National average = 6.9%)
<b>Sales and customer services</b>	5.9% (National average = 7.7%)
<b>Process plant and machine operatives</b>	4.3% (National average = 8.4%)
<b>Elementary occupations</b>	9.7% (National average = 11.8%)

Distance travelled to work	0-10km (incl. home working) 67%	10-30km 18%	30+km 15%
<b>Car ownership</b>	All households	43132	
	Households with no car or van	6768/15.7% (National Average = 26.8%)	
	Households with 1 car or van	16981 / 39.4% (National Average = 43.7%)	
	Households with 2 cars or vans	14899/ 34.5% (National Average = 23.6%)	
	Households with 3 cars or vans	4484/10.4% (National Average = 5.9%)	

Source : Census 2001 (Occupation Groups); SQW Winchester Economic and Employment Study 2007; Economic Strategy for the Winchester District 2010 – 2020; nomis – official labour market statistics; Census 2001 ONS ward level data

## Population and Housing Forecasts

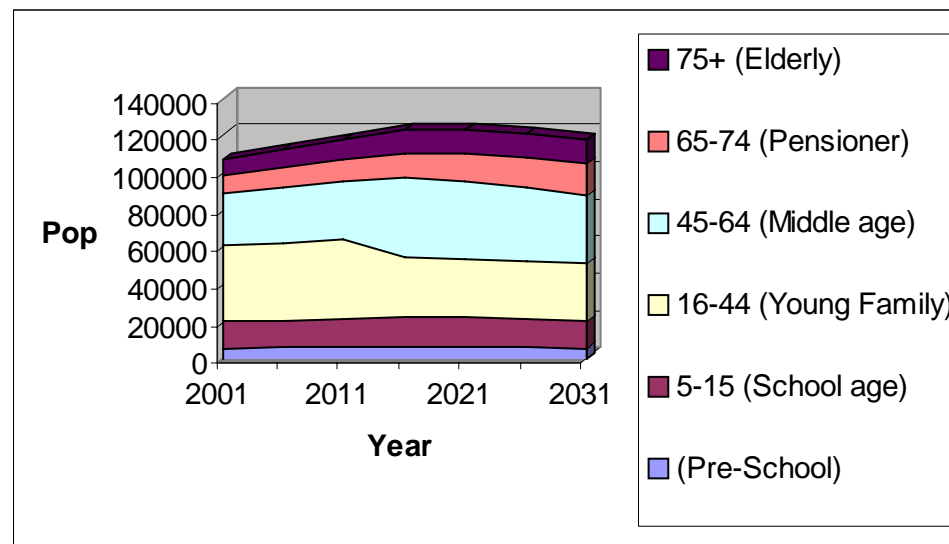
The tables and graphs below show two possible scenarios for population and housing change in Winchester District – it is not suggested that they should or will happen. The first is called ‘natural change’<sup>i</sup> and looks at how the District’s population might change if no one moves either in or out. The second is based on the South East Plan housing requirement of 12240 homes which was intended to be built between 2006 and 2026. This requirement has now been abolished; however it does provide an interesting comparison.<sup>ii</sup>

Under both scenarios the older age groups increase due to the ‘aging’ population. Under the ‘SE Plan’ scenario all other age groups also increase in number, whereas under the ‘Natural Change’ scenario they decrease along with the size of the total population. The dwelling change is shown in the tables below converted to annual figures

The amount of housing provided affects the population size and structure. In considering how much housing is appropriate, account needs to be taken of the overall population size, but also the effect on different age groups, the resulting need for/impact on facilities and services (such as health care, schools, etc) and on employment/commuting.

**'Natural change'** (planning permissions and Local Plan allocations 2011-2016, 'zero net migration' 2016-2031)

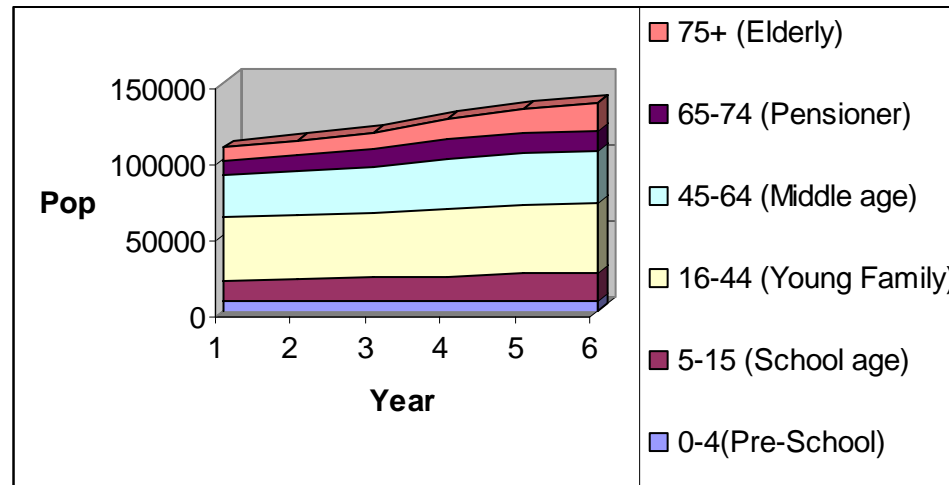
Age / Year	0-4 (Pre-School)	5-15 (School age)	16-44 (Young Family)	45-64 (Middle age)	65-74 (Pensioner)	75+ (Elderly)	TOTAL POP.	DWELLINGS
2001	5730	14237	41281	27573	9320	9081	107222	44340
2011	6368	15309	42163	31468	10686	11391	117385	49494
2016	6400	15883	32558	42748	12496	12704	122789	50632
2021	6189	15848	31484	42192	12646	14356	122715	51672
2026	6003	15168	31288	39884	12359	15982	120684	52463
2031	5747	14660	30572	37063	13233	16744	118019	53107



Source : 2001 = 2001 Census  
 2011-2016 = HCC Small Area Population Statistics (2009 based)  
 2016-2031 = HCC Zero Net Migration (using Winchester District % changes)

**'SE Plan Housing'** (planning permissions and Local Plan allocations 2011-2016, SE Plan housing 2016-2026)

Age / Year	0-4 (Pre-School)	5-15 (School age)	16-44 (Young Family)	45-64 (Middle age)	65-74 (Pensioner)	75+ (Elderly)	TOTAL	DWELLINGS
2001	5730	14237	41281	27573	9320	9081	107222	44340
2011	6368	15309	42163	31468	10686	11391	117385	49494
2016	6393	15332	45283	33072	12834	12940	125854	54790
2021	7024	17927	45114	34111	13261	15116	132553	57908
2026	6909	18386	46168	34080	13336	18076	136955	60878



Source :  
 2001 = 2001 Census  
 2011-2016 = HCC Small Area Population Statistics (2009 based)  
 2016-2026 = HCC South East Plan housing-led (using Winchester District % changes)

<b>Projected dwelling increase 2011-2031 (natural change)</b>	181 dwellings per annum
<b>Projected dwelling increase 2011-2026 (SE Plan)</b>	759 dwellings per annum
<b>No of new houses built- last 5 years</b>	2164 (433 per annum)

Source : Census 2001; WCC

<sup>i</sup> **How was this calculated?**

The 'Natural Change' scenario is population-led and assumes 'zero net migration' (i.e. in-migration is balanced by out-migration). It uses Hampshire County Council population projections for Winchester to 2016 (which take account of planning permissions and committed housing sites) and then applies population change in proportion to the a zero net migration projections for Winchester District.

<sup>ii</sup> **How was this calculated?**

The 'SE Plan Housing' assumption is housing-led and uses Hampshire County Council population projections for Winchester to 2011 (which take account of planning permissions and committed housing sites) and then applies a housing growth rate in proportion to the Winchester District housing requirement in the South East Plan to 2026.