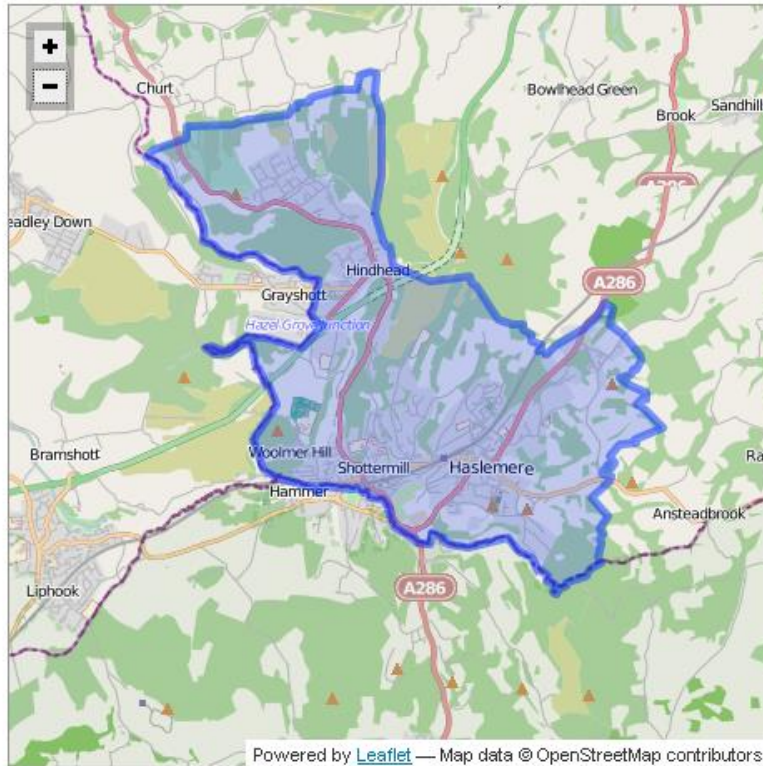


Haslemere Vision: Evidence Base

The Neighbourhood Planning Area

The designated Neighbourhood Planning Area for Haslemere aligns with the Civil Parish area / Town Council area. This is made up of 3 wards – Haslemere, Critchmere & Shottermill ward, Haslemere East & Grayswood ward and Hindhead ward.



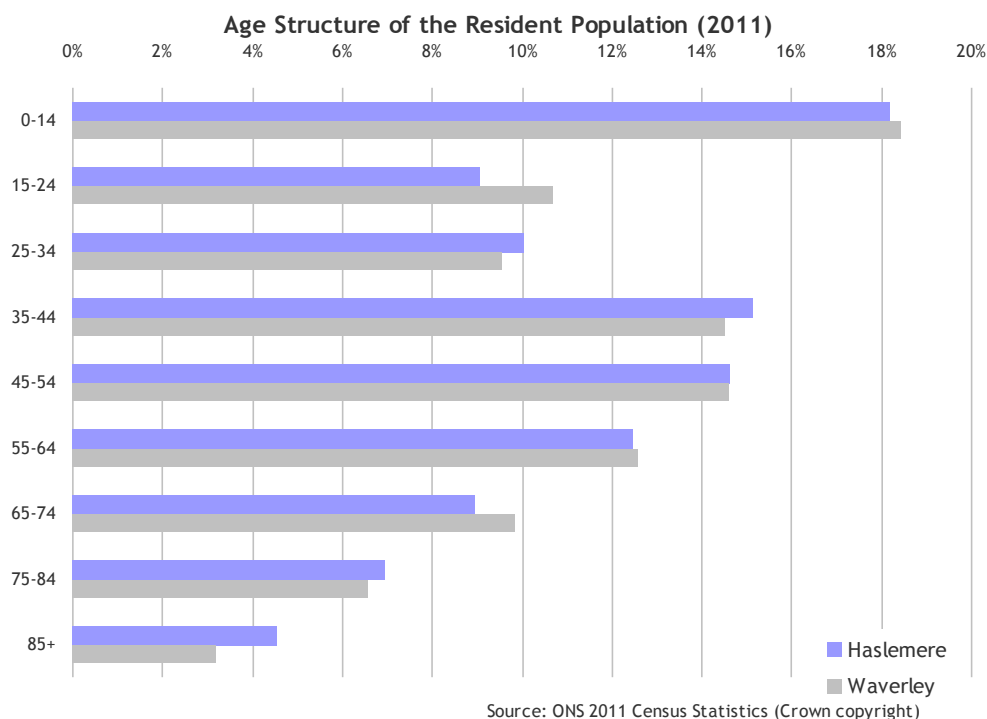
Population Growth & Age Structure

There are around 16,800 people resident in the Haslemere Neighbourhood Planning Area (2011 Census¹: 16,826 usual resident population of Haslemere Parish).

The age structure is similar to Waverley with just under a third being aged 35 to 54 years, and a fifth aged 65 years or over.

Of note is the older population in Haslemere, with nearly 800 people being aged 85 years or over – at 5% this is a larger proportion than Waverley (3%) or England (2%).

¹ Office for National Statistics. Note In order to protect against disclosure of personal information from the 2011 Census, there has been swapping of records in the Census database between different geographic areas, and so some counts will be affected. In the main, the greatest effects will be at the lowest geographies, since the record swapping is targeted towards those households with unusual characteristics in small areas.



The population in Haslemere has grown by 8% (1,215 people) between 2001 and 2011 – this is a faster growth rate than for Waverley (5%), but similar to England at 8% (see Table 1).

The Office for National Statistics project population growth to continue². The growth rate for Waverley is projected to increase to 9% (similar to the England average) from 2011 to 2021. Projections for small areas are not available, but if this growth rate is assumed to occur in Haslemere, the population would reach around 18,400 by 2021 – over 1,600 persons more than 2011. Assuming a constant average household size, this equates to around 700 new households.

Table 1: Population estimates and projections 2001 to 2021

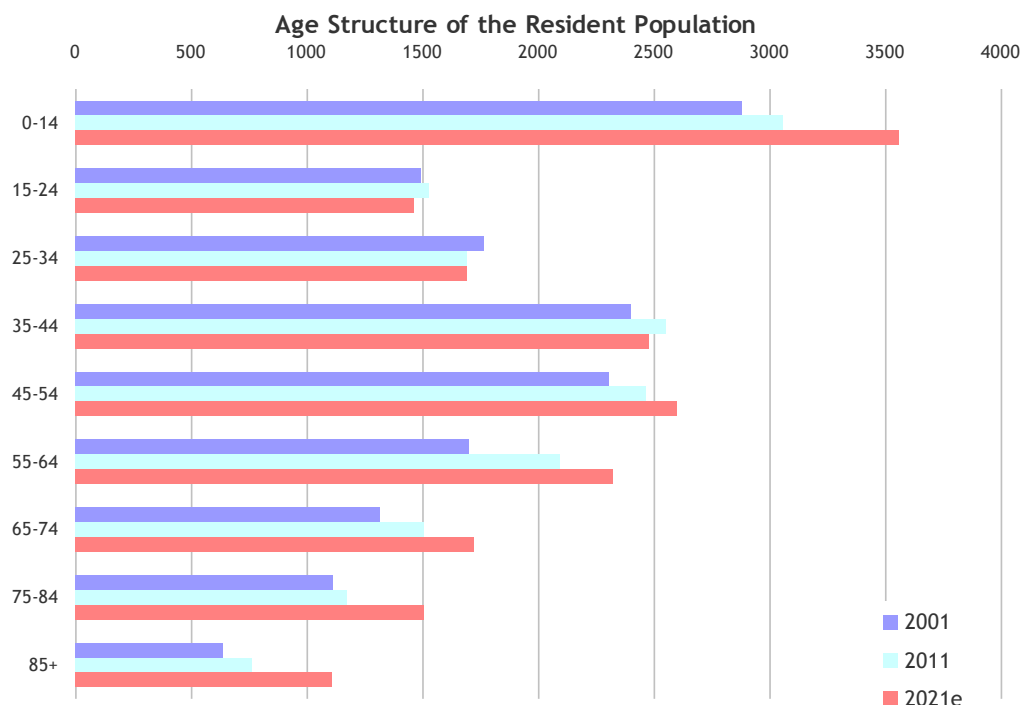
	2001	2011	2021
Haslemere	15,611	16,826	18,460*
<i>Abs diff</i>		1,215	1,630
<i>% increase</i>		8%	10%
Waverley	115,665	121,572	132,879
<i>Abs diff</i>		5,907	11,307
<i>% increase</i>		5%	9%
England	49.14m	53.01m	57.69m
<i>Abs diff</i>		3.9m	4.7m
<i>% increase</i>		8%	9%

* estimate assuming Waverley age group specific growth rates.

As well as growing, the composition of the population is changing. Between 2001 and 2011 there has been marked growth in Haslemere in the older populations, particularly those aged 55 to 74 years (+583) and those aged 85 or over (an increase of 21%).

² Interim 2011-based subnational population projections for England, published 28 September 2012.

Applying the projected growth rates for Waverley between 2011 and 2021 to Haslemere’s 2011 population by age group indicates a possible change in the future population age structure for the area (see chart & Table 2).



Source: ONS 2011 Census Statistics (Crown copyright) & estimates

Table 2: Estimated 2021 population projection* for Haslemere by age

	2011	2021est	difference	% increase
0-14	3,058	3,556	498	16%
15-24	1,525	1,468	- 57	-4%
25-34	1,692	1,693	1	0%
35-44	2,549	2,480	- 69	-3%
45-54	2,465	2,601	136	6%
55-64	2,096	2,321	225	11%
65-74	1,505	1,720	215	14%
75-84	1,170	1,509	339	29%
85+	766	1,108	342	45%
Total	16,826	18,457	1,631	10%

* Assuming Waverley growth rates by aged group. Note this does not reflect any local differences in fertility, mortality or net migration.

Future population growth is projected to be in both the very young (0-14) and older populations – the over 75s may increase by nearly 700 people. This will place considerable pressure on housing, infrastructure, services and care provision.

Key Point

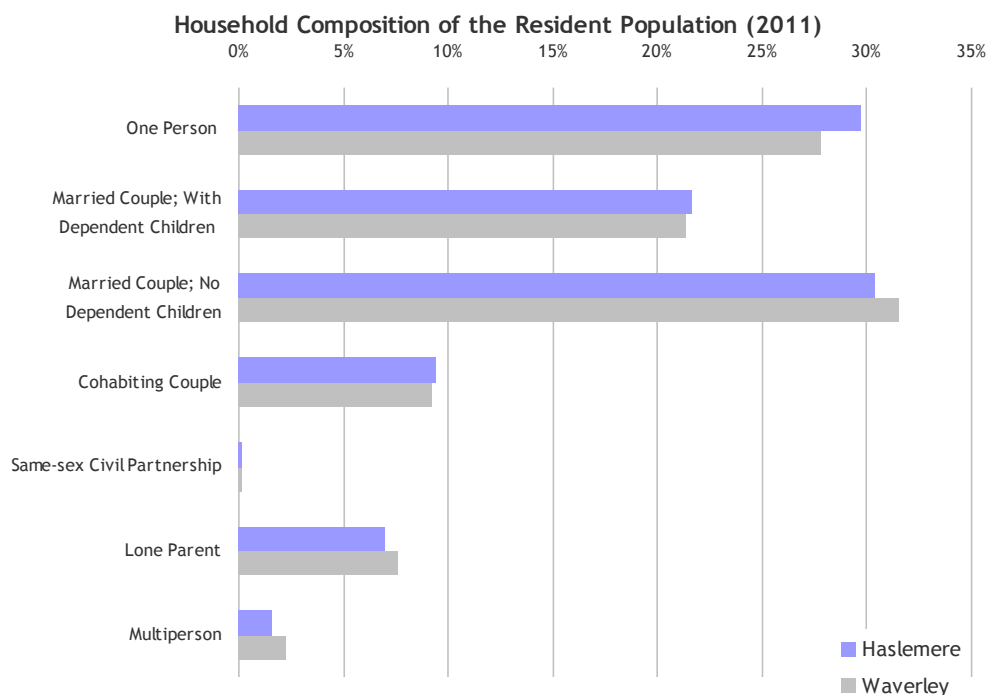
Haslemere’s population is growing and could reach over 18,400 by 2021. The population is becoming older with people living longer and the number of children is also likely to increase. This has significant implications for local services, housing, schools and care provision.

Household Type

On average there are 2.4 persons per household – the composition of the 6,900 households in Haslemere are shown in Figure 2 below.

The majority (52%) are in married couple households – this is similar to Waverly as a whole, but this area is different to England which has a smaller proportion (43%) of married couple households. 30% are people living alone, with over 1000 of these (15%) are aged 65 or over – a higher proportion than in Waverly (14%) and England (12%).

In Haslemere, only 7% of households are lone parents and 2% multi-person shared households.



Ethnicity

96% of residents reported their ethnic group as White, the same proportion as Waverley but notably higher than for England (85%). Whilst for 95% of households all persons aged 16 or over have English as a main language, there are 132 households where no members have English as a main language.

Education & Schools

People living in Haslemere are generally highly qualified, with 42% of the population aged 16 or over reporting qualifications at least at degree level (or equivalent). This is similar to Waverley (40%) but notably higher than for England (27%).

According to the Department for Education (2010), there are 13 schools altogether in Haslemere Parish, educating 1,525 girls and 1,430 boys (see Table 3).

Six of these are state schools, of which all but one are primary (infant/junior) schools catering for those aged 5 to 11. The total headcount for these state primary schools in 2010 was 990.

However, demand for state school places is growing. Additional reception classes were provided at Shottermill in 2010 and 2011, and a half class at St Bartholomew's in 2012 and 2013. Beacon Hill primary school is opening an extra class in 2013, and Grayswood Infant School is consulting parents about expanding into a Primary school, citing the need for about 30 more school places on current figures, and a further increase when proposed housing development takes place.

There is a state technical college for 635 pupils from 11 to 16, but for free advanced level studies, Haslemere children have to travel to Godalming, where there is a sixth form college.

Table 3: Schools in Haslemere Parish (DfE, 2010)

School name	Age range	Phase of education	Sex of intake	headcount of pupils (rounded)
Shottermill Infant School	5-7	Primary	Mixed	175
Shottermill Junior School	7-11	Primary	Mixed	210
St Bartholomew's CofE Aided Primary School	4-11	Primary	Mixed	330
Grayswood CofE Aided Infant School	5-7	Primary	Mixed	85
Beacon Hill Community Primary School	5-11	Primary	Mixed	190
Woolmer Hill Technology College	11-16	Secondary	Mixed	630
Amesbury School	5-13	Independent	Mixed	310
The Royal School (now taking mixed pupils to aged 18)	3-16	Independent	Girls	390
St Ives School	2-11	Independent	Girls	135
Haslemere Preparatory School	2-14	Independent	Boys	150
Highcombe Edge School (now Focus School)	7-18	Independent	Mixed	85
Stepping Stones School	7-16	Independent	Mixed	20
St Edmund's School	2-14	Independent	Mixed	235

Independent schooling is a thriving business. There are an additional 7 independent schools for 1325 children. One caters specifically for a small number of children of 7 to 16 years with mild disabilities.

Parents may of course choose to send their children to schools outside the town boundaries and those outside the immediate area may similarly send their children to schools in the Haslemere area. Within a 10 mile radius of Haslemere, and including the schools already listed above, there are a total of 39 schools and nurseries, of which 14 (36%) are state funded. There are 20 independent schools and nurseries for younger children, and 13 state primaries. In total there are 3 independent senior schools, including the 2 already referred to, but after the technical college at

Woolmer Hill, state pupils from the wider area still have to travel to Godalming for advanced studies.

Both the state and independent sectors provide local jobs, many of them part time. In 2010 there were 196 qualified teachers working full time within the Haslemere area, together with 113 part time teachers and the equivalent of 68 full time teaching assistants and other support staff.

Further to this, there are a range of educational establishments for adult or wider education (e.g. Hindhead music school) in the surrounding area which provide important further educational opportunities.

Key Point

Currently there is no state provision for children under the age of 4, or for those pursuing their education beyond GCSEs. Pupil numbers are expected to rise placing more demand on existing schools.

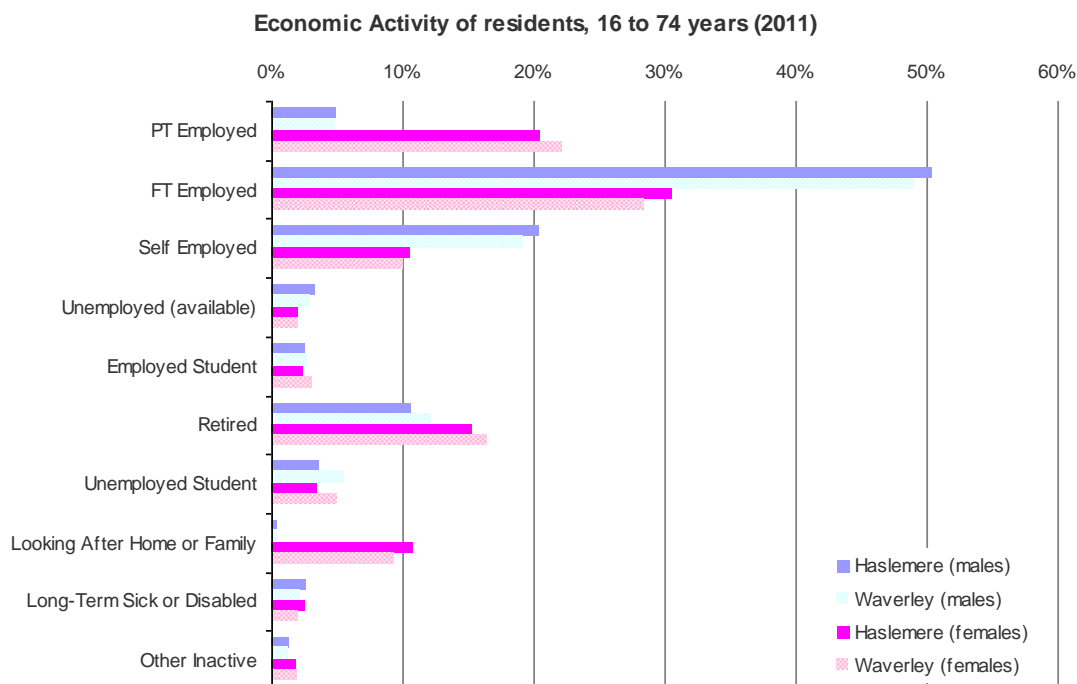
Employment

The majority (69%) of the resident population (16 to 74 years) are employed or self employed. Males are more likely to be full time employed (50%) or self employed (20%) than females (30%, 11% respectively).

The level of self employment is notably higher in Haslemere and Waverley than England as a whole (15% vs 10%).

A small, yet notable number, are employed by looking after the home / family (~650), and around 300 are long term sick or disabled.

Around 300 residents (3%) reported themselves as unemployed but economically active and available for work.



Many residents are employed in managerial or professional occupations. Whilst men and women show similar proportions in professional occupations, females are more likely to be employed in administrative/secretarial or caring, leisure occupations than males, whilst men are more likely to be in senior managerial or skilled trades occupations.

The overall proportion of those in senior managerial positions in Haslemere (16%) is the same as Waverley but higher than for England (11%).



Information on the characteristics of business in the local area is not readily available.

Earnings data are only available for Waverley as a whole. However there is an interesting difference between the gross annual earnings of those who live in the area, compared to those who work in the area. Table 4 below shows that the mean gross annual earnings of those who live in Waverley is nearly twice that of those that work in Waverley. This difference is greater for males than for females.

This is likely to reflect the commuting patterns of those living and working in Waverley with some residents – more likely to be males – travelling out of the area to higher paid jobs and some residents (or those commuting in from elsewhere) taking up local employment at lower wage rates.

Those who work in Waverly have a lower gross earnings than for the South East as a whole – at £24,900 the average wage earned in Waverley is 9% below the national average and 11% below the regional average.

Table 4: Annual gross earnings for those living or working in Waverley and the South East

£	Place of residence		Place of work		
	Waverley	Median	Mean	Median	Mean
All	28,006	46,064	21,381	24,900	
Males	37,475	63,046	25,198	30,391	
Females	20,922	25,325	15,017	19,201	

£	Place of residence		Place of work		
	South East	Median	Mean	Median	Mean
All	24,000	31,134	22,928	28,017	
Males	30,730	40,119	29,060	35,396	
Females	15,206	17,855	17,033	20,355	

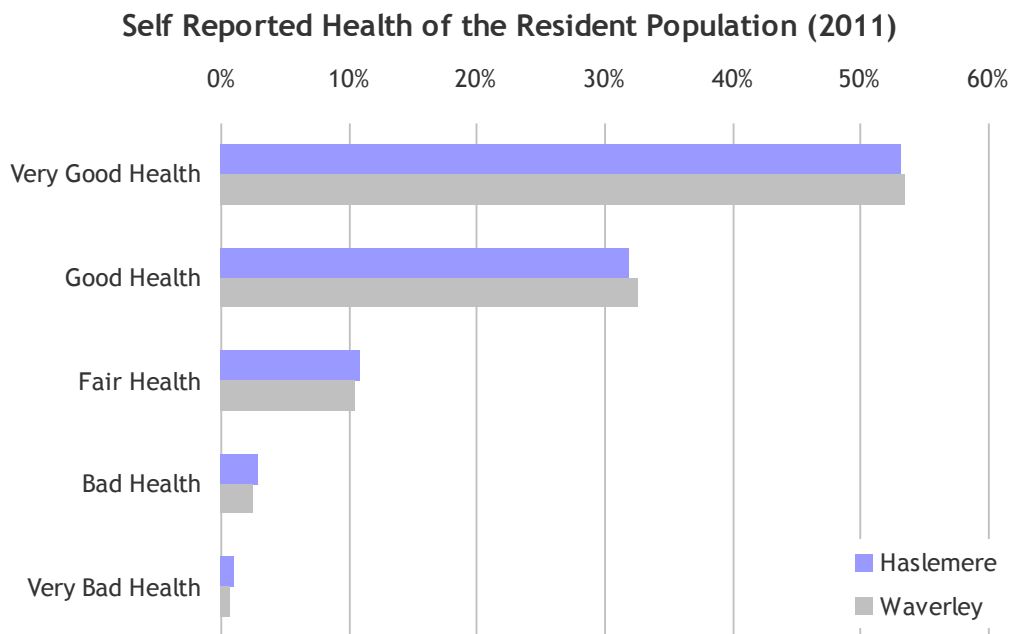
Source: Annual Survey of Hours and Earnings 2012, ONS. Employed individuals only. Mean = simple average, median = 50th percentile, i.e. half of people have earnings above and half below this point.

Key Point

There is notable disparity in earned income of those working in the area, compared to those who live here – this is likely to reflect commuting patterns of those who live here and travel elsewhere to obtain higher wages.

Health

The majority of the Haslemere population feel themselves to be in Good or Very Good health (85%), but 4% reported Bad or Very Bad health. 1148 people reported that their health limited their day to day activities a lot and a further 1371 felt their activities were limited a little – collectively this makes up 15% of the usual resident population.



Source: ONS 2011 Census Statistics (Crown)

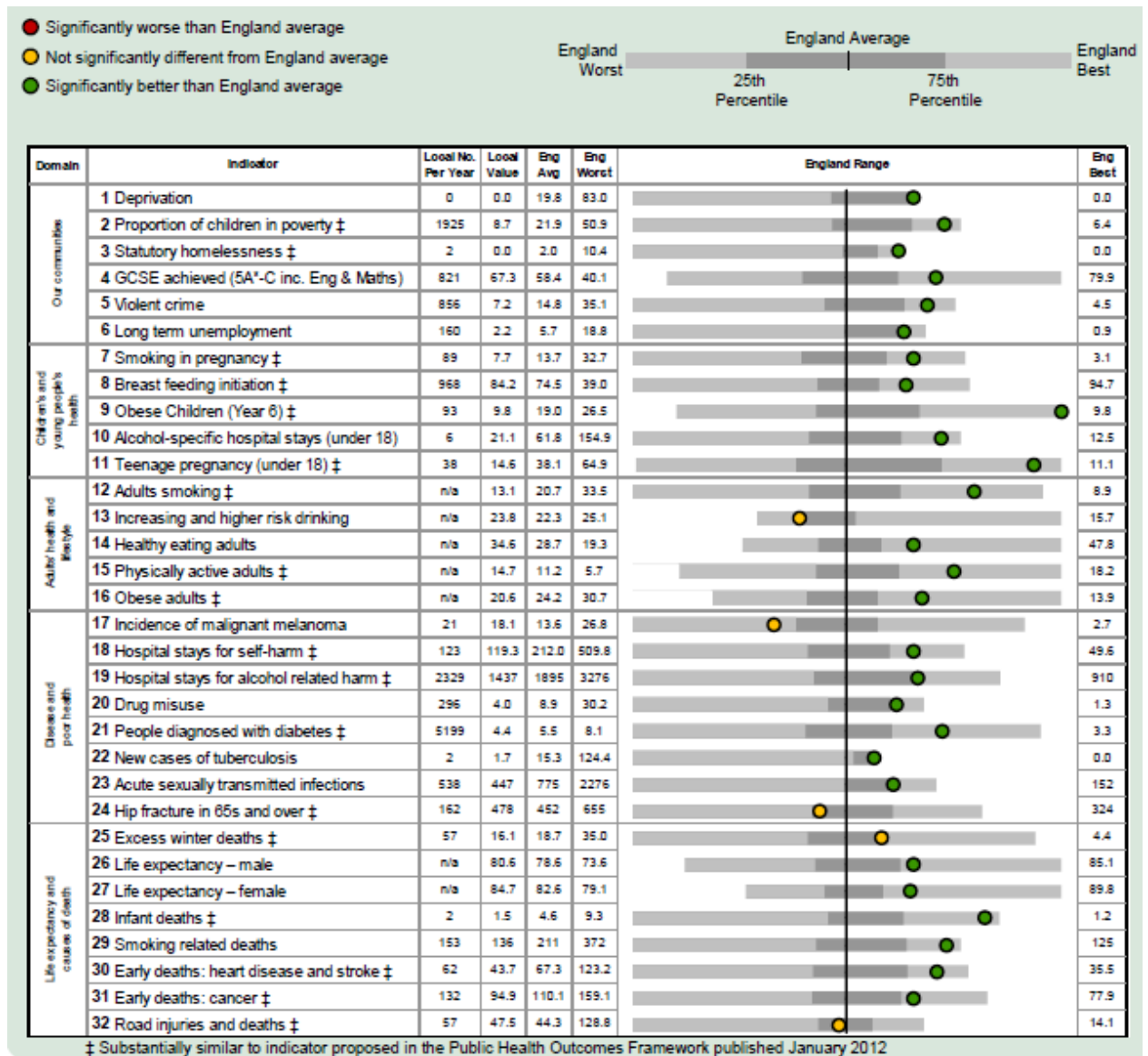
The health of people in Waverley is generally better than the England average. Deprivation is lower than average, however about 1,900 children live in poverty.

Life expectancy for both men and women is higher than the England average – at birth, women are expected to live until 84.7 years and men until 80.6 years (compared to 82.6 and 78.6 respectively). Life expectancy is 6.1 years lower for men and 7.2 years lower for women in the most deprived areas of Waverley than in the least deprived areas.

Over the last 10 years, all cause mortality rates have fallen. Early death rates from cancer and from heart disease and stroke have fallen and are better than the England average.

About 9.8% of Year 6 children are classified as obese, lower than the average for England. Levels of teenage pregnancy, GCSE attainment, alcohol-specific hospital stays among those under 18, breast feeding initiation and smoking in pregnancy are better than the England average.

Estimated levels of adult 'healthy eating', smoking, physical activity and obesity are better than the England average. Rates of sexually transmitted infections, smoking related deaths and hospital stays for alcohol related harm are better than the England average.

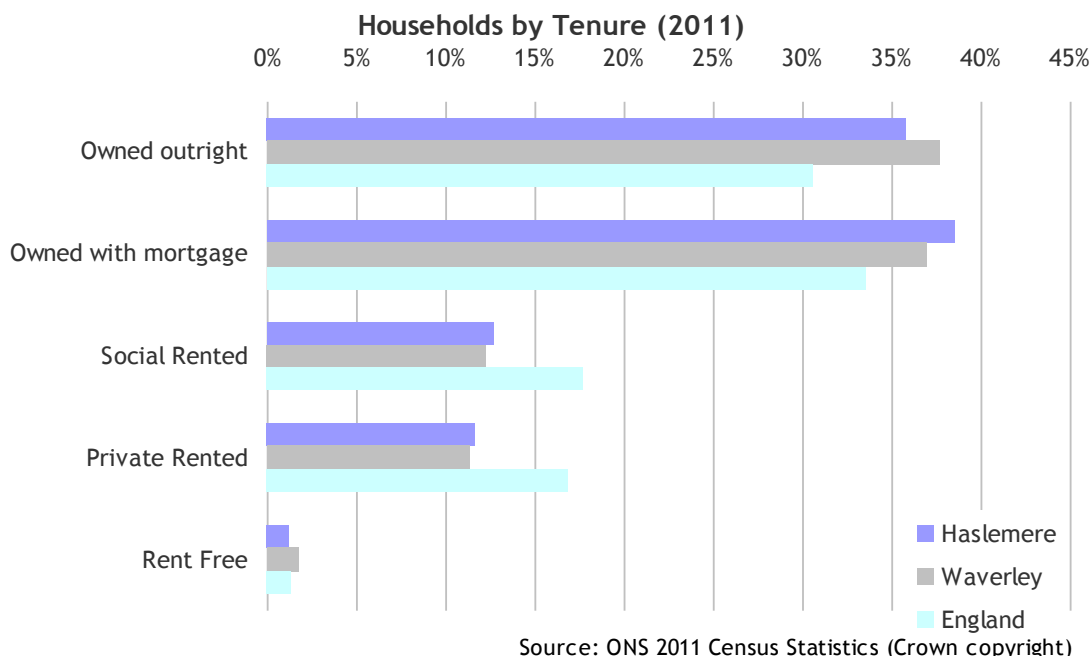


Source: Public Health England, Local Health Profiles www.healthprofiles.info

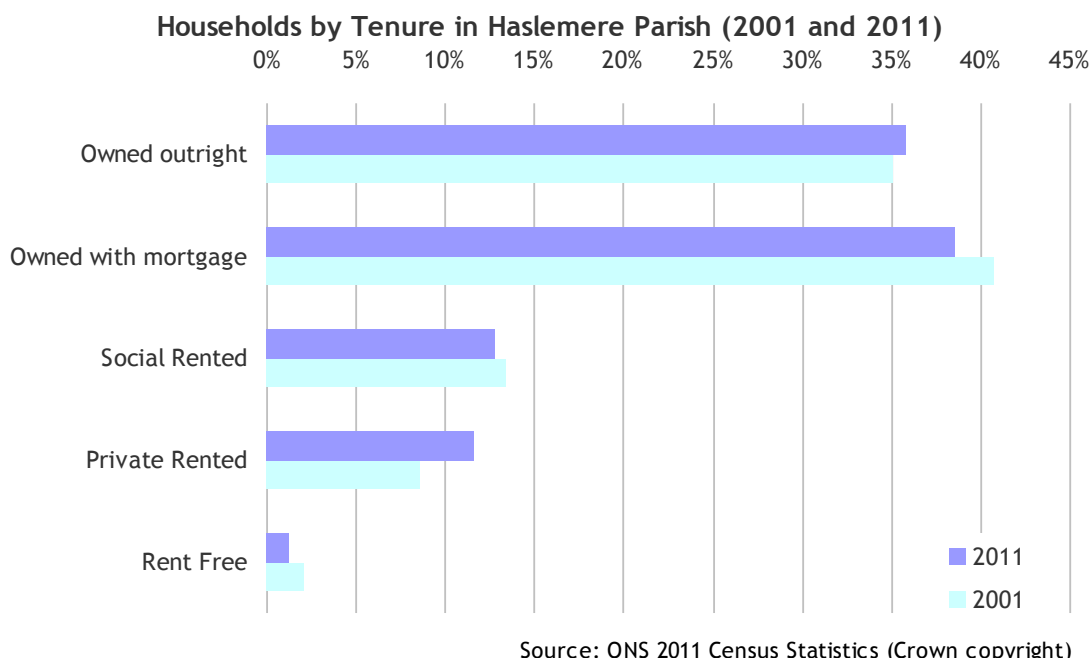
Housing

In 2011, the majority of the 6,900 households in Haslemere live in owner-occupation (74%) a much greater proportion than across England (64%). This difference is particularly marked for those that own their property outright, perhaps reflecting the older age and wealth of the population.

Haslemere shows a similar occupation profile to Waverley with relatively few households in social rented (13%) or private rented (12%) compared to the national picture (18% SR and 17% PRS).



Over the last decade, there has been a small but notable increase in the proportion of households living in the private rented sector (+ 3 percentage points), away from those in owner occupation (-1.5pp) and social renters (-0.6pp). However, this is much less marked than the patterns observed nationally where the proportion in the PRS has increased by 7pp and owner occupation decreased by 5pp. This probably reflects the mortgage constraints arising out of the credit crunch along with rising house prices.



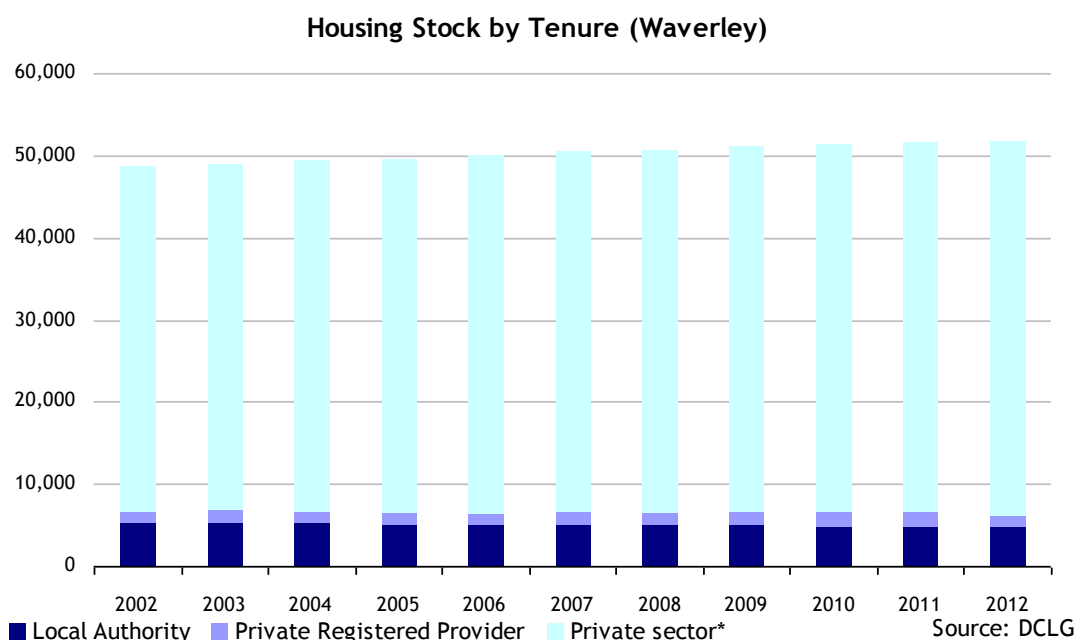
Nearly 700 of the 16,826 (4%) usual residents in Haslemere live in communal establishments; the majority of which are in medical care homes. This is a similar proportion to 2001 (5%) and around twice the rate for England (2%).

Little data on housing stock is available at the local level of Haslemere Parish. Published official statistics tend to cover local authority districts and are presented for Waverley below.

Total housing stock has changed little in Waverley over the decade. From 2003/4 to 2012/13 there were a total of 1920 new build completions in Waverley.

The projected population growth (2011-2021) in Waverley of over 11,000 people equates to roughly an additional 4,700 households (assuming a conservative static average household size of 2.4), indicating a build rate much higher than seen in recent periods could be required to meet demand. Addressing the high prices of housing in the area would require even larger supply.

Over the last 5 years there have been only around 250 new affordable homes supplied in Waverley, most of these were grant funded by the Homes and Communities Agency for social rent.



Private rents in Waverley are slightly lower than that for Surrey as a whole. Clearly they vary by size and type of property – figures from the Valuation Office Agency by number of bedrooms are shown below:

Table 5: Average Private Rents by bedroom size (2012/13)

Waverley Private Rents	1 bed	2 bed	3 bed	4 bed	All
Average (£/month)	689	925	1,259	2,134	1,053
Count	94	215	110	89	603
Surrey					
Average (£/month)	770	1,043	1,317	2,558	1,238
Count	1,327	2,659	1,205	1,089	6,825

Source: VOA

During 2012/13 the average price paid for property in some illustrative postcodes in Haslemere ranged from £150,000 for a flat to over £500,000 for a detached property – there will of course be a large range of prices within these averages.

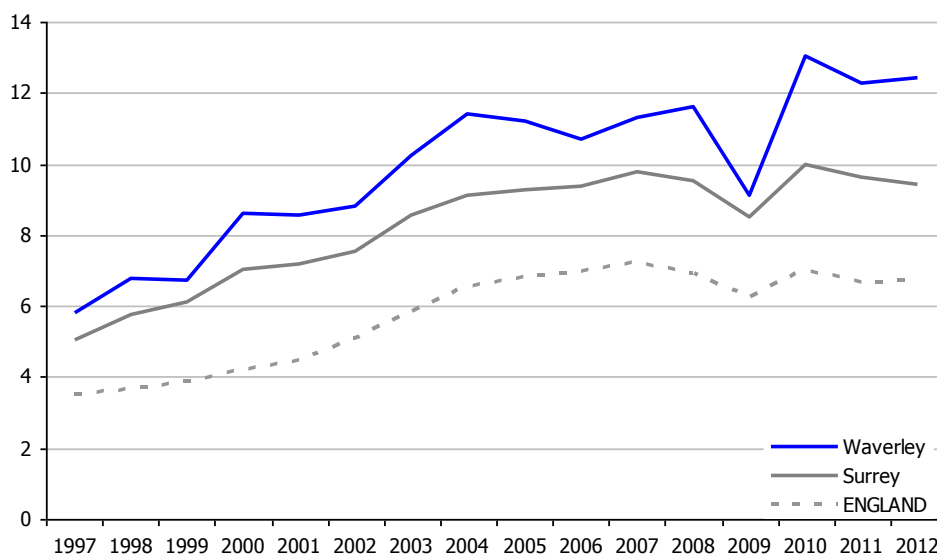
Table 6: Average property price paid (Haslemere Town; GU27 1, GU27 2, GU27 3)

	Median price paid (£)	Average price paid (£)
Detached	500,000	654,379
Flat-maisonette	146,000	170,403
Semi-detached	290,000	312,093
Terraced	245,000	271,435

Source: Land Registry Open Data

The cost of purchasing a property in Waverley has become increasingly expensive over time with median house prices in 2012 being around 12x median earnings. As for the rest of the country this has increased significantly from the late 1990's.

Ratio of Median Earnings to Median House Prices



Key Point

The growth in population, coupled with high & rising house prices and historic low levels of house building suggest high levels of suppressed demand for housing and significant problems in accessing appropriate housing, particularly for those working in the local area at lower wage rates.

These factors suggest a local need for good quality affordable housing.

30th July 2013