

## Appendix B: Heacham demographic data

**Table 1: Population by Age structure 2001-2016**

Age Group %	Heacham			BCKLWN			England	
	2001	2011	2017	2001	2011	2017	2001	2011
<b>0-15</b>	12	11.7	10.5	18.1	15.7	16.3	20.2	20.2
<b>16-29</b>	9.4	9.5	9.4	14.0	15.5	15.2	17.6	17.6
<b>30-44</b>	14.6	12.6	9.6	20.1	17.3	16	22.6	22.6
<b>45-64</b>	28.7	28.6	18.2	26.4	27.3	27	23.8	23.8
<b>65+</b>	35.2	37.5	42.3	21.3	24.0	25.5	15.8	15.8

2017 figures are from Norfolk County Council estimates – some caution is necessary in conclusions drawn from this data

Heacham has markedly older population than that of the district and the country. In 2001 35% of the population was over 65 compared with 21% for Borough Council King's Lynn and West Norfolk (BCKLWN) and 16% for England. This emphasis has widened quite rapidly since then with an estimated over 42% over 65 in 2017 in Heacham compared to 26% in BCKLWN. 2017 figures are not available for England. There has been a slight fall in the population from 4,750 in 2011, to an estimated 4,649 for 2017. This may be attributable to an increase in the number of second homes or a fall in average household size associated with the ageing population. The decrease is small however and may not be significant given the margin of error in the 2017 estimates.

The Office for National Statistics Report 'Living Longer: how our population is changing and why it matters', published in August 2018 reports that in 50 years' time, there are likely to be an additional 8.6 million people aged 65 years and over in the UK – a population roughly the size of London. The percentage of people aged 65+ in BCKLWN is estimated to rise by nearly 7% to 32.27% by 2039.

**Table 2 Household type 2011 census**

Dwelling type %	Heacham		BCKLWN	England
	2001	2011	2011	2011
Household space with at least 1 usual resident	88.4	52	85.1	95.7
Household spaces with no usual residents	11.6	48	14.9	4.3
House or bungalow detached		31.4	41.6	22.3
House or bungalow semidetached		17	28.7	30.7
Terraced (including end of terrace)		8.5	14.8	24.5
Flat maisonette or apartment		0.6	9.1	22.1
Caravan or other temporary or mobile structure		39.4	5.9	0.4

As can be seen in the table above, 48% of the homes in Heacham have no permanent residents compared to 14.9% in King's Lynn and west Norfolk and just 4.3% in England.

This figure includes houses temporarily vacant, second homes and holiday lets and suggests a high level of second homes and holiday lets in Heacham. Being a coastal resort Heacham has a high proportion of caravans at 39.4%, significantly higher than BCKLWN and England as a whole.

Otherwise the housing stock reflects the rural character of the area with a relatively high proportion of detached and semi-detached properties and correspondingly less terraced houses and apartments.

**Table 3 Ethnic Group 2011 Census**

Ethnic Group %	Heacham	BCKLWN	England
White	99	97.3	85.4
Mixed/multiple ethnic	0.5	0.9	2.3
Asian /Asian British	0.4	1.3	7.8
Black/African/Caribbean/Black British	0.1	0.4	3.5

The proportion of the population from non-white ethnic groups is significantly less than for the country as a whole and slightly less than for BCKLWN.

**Table 4 Household Composition**

% of all Households	Heacham		BCKLWN	England
	2001	2011		
<b>One Person Household</b>	<b>33.6</b>	<b>34.7</b>	<b>27.2</b>	<b>30.2</b>
<b>One family household</b>	<b>62.3</b>	<b>60.6</b>	<b>66.6</b>	<b>61.8</b>
<b>Other household types</b>	<b>4.1</b>	<b>4.7</b>	<b>6.2</b>	<b>8.0</b>

Heacham has a higher proportion of one person households than BCKLWN and England as a whole.

**Table 4a – One person household**

This table provides a breakdown of the occupants of one-person households by age, under 65 and 65+

% of all Households	Heacham			BCKLWN			England		
<b>One Person Household</b>	<b>34.7</b>			<b>27.2</b>			<b>30.2</b>		
<b>One person household aged 65+</b>		22.6			14.4			12.4	
<b>One person household other</b>		12.1			12.8			17.9	

Heacham has a significantly higher proportion of households occupied by single people age 65 and over than either BCKLWN or England as a whole.

The other household types category covers several sub-sets and consist of households occupied by more than one family or unrelated individuals. The proportion of households in this group is much lower than in England and BCCKLWN. Typically these households are more numerous in urban areas where students and young professionals may share a household.

**Table 4b – One family household**

This table provides a breakdown of the type of one-family households.

% of all Households	Heacham			BCKLWN			England		
<b>One family household</b>	<b>60.6</b>			<b>66.6</b>			<b>61.8</b>		
<b>One family only: all aged 65+</b>		18.3			13.0			8.1	
<b>One family only: married or same sex civil partnership couple</b>		29.5			35.3			33.2	
<b>no children</b>			16.3			16.0			12.3
<b>dependent children</b>			9			13.7			15.3
<b>all children non dependent</b>			4.2			5.6			5.6
<b>One family only: cohabiting couple</b>		6.8			10.6			9.8	
<b>no children</b>			3.7			5.4			5.3
<b>dependent children</b>			2.8			4.6			4.0
<b>all children non dependent</b>			0.3			0.6			0.5
<b>One family only: lone parent</b>		6			7.7			10.6	
<b>dependent children</b>			3.6			4.9			7.1
<b>all children non-dependent</b>			2.4			2.8			3.5

The number of one family households in Heacham is broadly in line with numbers for BCKLWN and England as a whole, but the proportion of these with dependent children is significantly lower.

The number of lone parent households is broadly in line with BCKLWN, but lower than in England as a whole. Again, the proportion of these with dependent children is lower

**Table 5 Housing tenure 2011 Census**

Tenure %	Heacham	BCKLWN	England
<b>Owned</b>	78	66.4	63.3
<b>Shared ownership</b>	0.6	0.3	0.8
<b>Social rented</b>	9.7	13.4	17.7
<b>Private rented</b>	9.9	14.7	16.8
<b>Living rent free</b>	1.8	2.1	1.3

The proportion of owner-occupied dwellings in Heacham is significantly higher than that for BCKLWN and for the country as a whole, with a marginally lower proportion in social rented housing and a privately rented housing.

**Table 6 Qualifications 2011 Census**

Highest qualification %	Heacham	BCKLWN	England
No qualifications	35.7	29.3	22.5
Level 1	13.2	14.5	13.3
Level 2	14.3	16.2	15.2
Apprenticeships	5.5	3.8	3.6
Level 3	9.3	11.0	12.4
Level 4 or above	17.2	19.1	27.4
Other qualifications	4.8	6.1	5.7
School children and full time students age 16-18	1.9	2.4	2.7
School children and full time students age 18 +	1.7	2.1	5.5

A higher proportion of Heacham residents have no qualifications than in either BCKLWN or the country as a whole. While the numbers of residents with qualifications of Levels 1-4 is lower than BCKLWN or the county,

**Table 7 Occupation 2011 Census**

Occupation %	Heacham	BCKLWN	England
Managers Directors and Senior officials	11.1	10.5	10.9
Professional occupations	9.8	12.1	17.5
Associate professional and technical occupations	8.1	10.7	12.8
Administrative and secretarial occupations	11.1	10.0	11.5
Skilled trade occupations	19	14.8	11.4
Caring leisure and other service occupations	11.7	10.4	9.3
Sales and customer service operations	8.9	7.9	8.4
Process plant and machine operatives	6.6	10.8	7.2
Elementary occupations	13.6	12.9	11.1

While perhaps not reflected in the data on qualifications, a higher proportion of the economically active population are in managerial and skilled occupations than in both the district as a whole and England. Unsurprisingly given its location in a popular holiday area, Heacham also has a high proportion of residents working in the caring, leisure and other service occupations.

**Table 8 Economic Activity % of all residents aged 16-74 2011 Census**

Highest qualification %	Heacham			BCKLWN			England		
<b>Economically active</b>	<b>56.5</b>			<b>67.3</b>			<b>69.9</b>		
<b>In employment</b>		51.8			61.4			62.1	
<b>Employee Part-time</b>			14.4			14.6			13.7
<b>Employee Full-time</b>			25.1			36.5			38.6
<b>Self employed</b>			12.4			10.3			9.8
<b>Unemployed</b>		2.7			3.7			4.4	
<b>Age 16-24</b>			0.6			1.1			1.2
<b>Age 50-74</b>			0.7			0.8			0.8
<b>Never worked</b>			0.2			0.5			0.7
<b>Long term</b>			1.2			1.5			1.7
<b>Full time student</b>		2			2.2			3.4	
<b>Economically inactive</b>	<b>43.5</b>			<b>32.7</b>			<b>30.1</b>		
<b>Retired</b>		32.6			19.6			13.7	
<b>Student</b>		2.6			3.1			5.8	
<b>Looking after home or family</b>		3.7			4.3			4.4	
<b>Long term sick or disabled</b>		3.4			4.1			4.0	
<b>Other</b>		1.2			1.7			2.2	

The pattern of economic activity in Heacham mainly reflects the age structure. The proportion of the population that is economically active is a little less than the national or District figure and the proportion that is retired is substantially more. The proportion of the population that is self-employed is also marginally higher.

**Table 9 Employment by industry**

<b>Industry by Standard Industrial Classification % of employment</b>	<b>Heacham</b>	<b>BCKLWN</b>	<b>England</b>
<b>Agriculture, forestry and fishing</b>	1.0	3.3	0.8
<b>Mining and quarrying</b>	0.3	0.2	0.2
<b>Manufacturing</b>	7.4	12.8	8.8
<b>Electricity, gas, steam and air conditioning supply</b>	0.1	0.3	0.6
<b>Water supply</b>	0.5	0.9	0.7
<b>Construction</b>	13.8	9.3	7.7
<b>Wholesale and retail trade</b>	17.7	17.4	15.9
<b>Transport and storage</b>	3.8	4.0	5.0
<b>Accommodation and food service</b>	10.6	5.8	5.6
<b>Information and communication</b>	1.1	1.3	4.1
<b>Financial and insurance activities</b>	1.5	2.1	4.4
<b>Real estate activities</b>	1.7	1.3	1.5
<b>Professional, scientific and technical activities</b>	3.8	3.8	6.7
<b>Administrative and support service activities</b>	4.4	4.3	4.9
<b>Public administration and defence</b>	3.8	7.0	5.9
<b>Education</b>	8.3	8.3	9.9
<b>Human health and social work activities</b>	14.6	13.2	12.4
<b>Other</b>	5.6	4.9	5.0

Reflecting the proportion of the economically active population who are self-employed, the proportion of residents employed in Construction is significantly higher than in BCKLWN and England. Again, reflecting its location in a popular holiday area, a high proportion of Heacham residents are employed in Accommodation and Food services.

**Table 10 Car Ownership by household 2011 census**

No cars or vans in household %	Heacham	BCKLWN	England
0	20.8	16.4	25.8
1	48.3	44.6	42.2
2	23.1	29.0	24.7
3	5.7	7.1	5.5
4 or more	2.1	3.0	1.9

**Table 11 Method of Travel to Work**

% of population in employment	Heacham	BCKLWN	England
Working mainly or from home	6.63	11.84	10.26
Public transport/ taxi	4.00	4.04	16.92
Motor cycle or moped	1.09	0.71	0.80
Driving car or van	68.50	64.30	53.96
Passenger in car or van	5.95	5.95	4.90
Bicycle	4.40	4.69	2.87
On foot	9.09	7.96	9.80
Other	0.34	0.50	0.49

The proportion of people working from home in Heacham is substantially lower than nationally or BCKLWN. For those travelling to work the proportion going by car either as driver or passenger is much higher than nationally and slightly higher than for BCKLWN. Similarly the proportion using motor cycle or moped is higher than KLBC or nationally. The proportions using public transport higher than for England and broadly in line with BCKLWN. A higher proportion of Heacham residents travel to work on foot than that of BCKLWN, but the figure is broadly in line with those for England as a whole.