



Demographic & Socio-Economic Review

For Great Staughton

Report prepared by Cambridgeshire ACRE's Neighbourhood Planning Service

Report dated 10-Nov-2021

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About the Report's Author

Cambridgeshire ACRE is an independent organisation, a registered charity and a company limited by guarantee. We are part of the national ACRE Network of 38 similar organisations in England.

Our vision is to have thriving rural communities across Cambridgeshire and Peterborough. We therefore strive for positive change and work with others to improve the lives of those living and working in rural communities.

Our action-driven approach is supported by our team of staff who are experts in their field and not influenced by any other body. Communities can therefore have peace of mind knowing that their ambitions are in the best possible hands.

Our aim is to help rural communities seize opportunities and drive their projects forward, which includes improving their accessibility to services, information and funding.

As part of our work, we provide a Neighbourhood Planning service for local communities. We have developed this service by building on our skills, knowledge and competencies gained in other project areas such as rural affordable housing and community-led planning and by working with local planning consultants to broaden our capacity. Our current partners are [Modicum Planning Limited](#) and [Nupremis Cambridge Limited](#).

More information can be found on Cambridgeshire ACRE's wider work with rural communities at <https://www.cambsacre.org.uk>.

Contents

About the Report's Author	2
Contents	3
Executive Summary	6
Geography	8
Demography	12
Housing	16
Economic Activity	25
Deprivation	30

Introduction

This report has been produced to support the development of the Great Staughton Neighbourhood Plan. It pulls together a range of published data to paint a picture of the parish in terms of its demography, housing profile, socio-economic characteristics, local labour market and deprivation statistics.

A range of published data sources have been used to compile this report. The data presented is at Parish, Ward or Lower Layer Super Output Area (LSOA) level, depending on data type. Maps showing how the geographic boundaries of these different areas align are shown overleaf.

Where possible, parish data has been used (see Figure 1), covering the exact jurisdiction of Great Staughton Parish Council. Where parish data has been unavailable, data for the closest geographic boundary has been used.

For example, in this report, deprivation data and that pertaining to those claiming benefits is presented at LSOA level. The LSOA covering Great Staughton is E01018152 (officially designated as Huntingdonshire 015C). The LSOA boundary is not the same as the parish boundary but it is the closest match to source the data required. The LSOA covers a more extensive area than the parish and includes the adjacent parish of Hail Weston (see Figure 2).

Similarly, data on population forecasts is only available at ward level. At the time of the 2011 Census, Great Staughton was in the Kimbolton and Staughton ward (E36001814) (see Figure 3). Subsequent boundary changes means that Great Staughton ward now includes the parish of Great Staughton and also the parishes of Hail Weston, Perry, Grafham. and Ellington (see Figure 4).

These data source differences must be borne in mind when reviewing the data presented but this should not detract from the overall conclusions that can be drawn.

Figure 1: Map showing Great Staughton Parish boundary

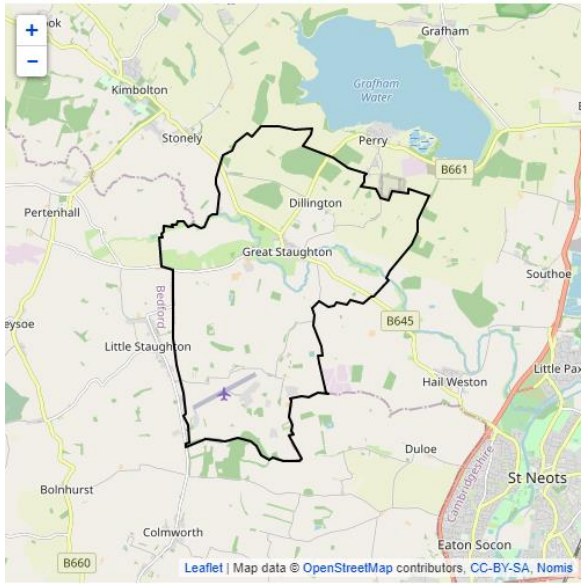


Figure 2: Map showing Great Staughton LSOA boundary

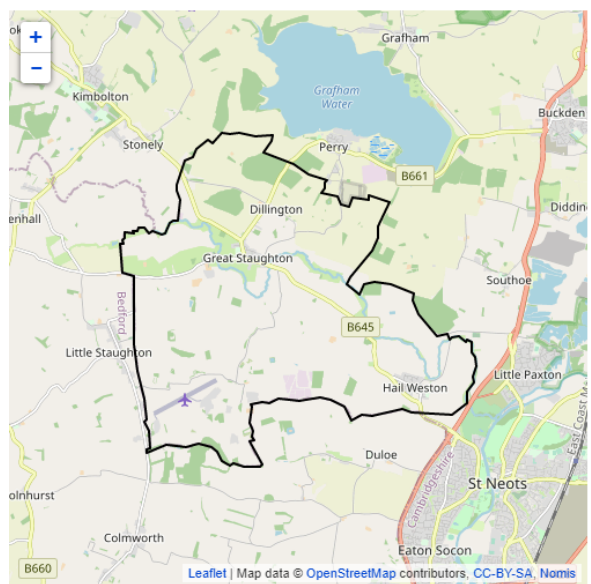


Figure 3: Map showing Kimbolton and Staughton Ward boundary

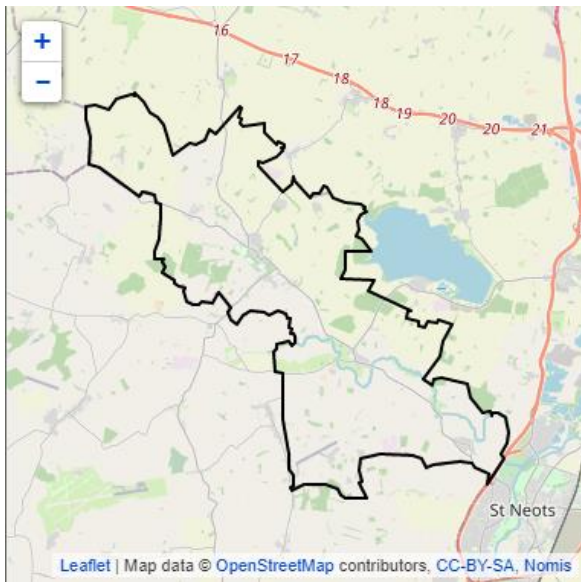
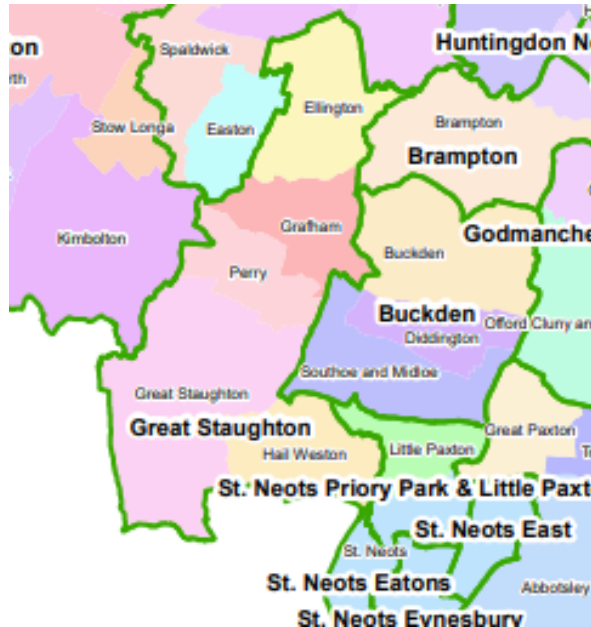


Figure 4: Map showing Great Staughton Ward boundary



Executive Summary

Demography

With a population of 865 in 2019, Great Staughton is actually, geographically, the second largest parish in Huntingdonshire but with a low density of residents.

The parish has seen limited population growth, barely changing between the 1911 and 2011 Censuses. When looking at population figures, it should be noted that the parish boundary changed in 1982 when the parish of Perry was formed by joining West and East Perry. West Perry was previously part of Great Staughton Parish and so its population would have been included in Great Staughton's figures in 1911.

Population is forecast to continue with very little growth (less than 5%) predicted over the next 18 years.

Great Staughton has a slightly older age profile than district and county averages, although its population is forecast to age up to 2036: the share of population aged 65 and above is expected to increase from 22% to 32% while the shares of people in younger age groups are forecast to fall.

The parish is a family-orientated community with three quarters of households being one-family households. The highest shares of households are one family with dependent children (23% of all households) and couples aged under 65 with no children (17%). These account for higher shares of households than across Huntingdonshire.

Housing

Great Staughton is home to 370 dwellings and has experienced extremely limited housing Growth, just 30 new homes in the last 20 years. Great Staughton has a Community Land Trust that is working to develop 12 new affordable homes currently.

Great Staughton has a high share of detached housing (65%) and low shares of semi-detached and terraced housing and flats, which is consistent with the parish's below-average population density.

Great Staughton has an above-average housing size in Huntingdonshire, with 44% of homes having four or more bedrooms. Housing tenure is dominated by owner occupation, with three quarters of households owning their own property.

Average and lower quartile house prices in Great Staughton are high. The average (median) price paid for a residential property in Great Staughton was 30% above the Huntingdonshire average last year.

At lower quartile levels, anyone seeking to buy a property in Great Staughton would require an annual income of £57,071 for a semi-detached property and £86,821 for a detached home. To put this into context, a household with two people working full-time (35 hours/week) and earning the National Living Wage (£8.91/hour) will only earn around £32,432 per annum. Even a couple both earning the median salary for Great Staughton would struggle to reach the threshold for a lower quartile semi-detached property.

Great Staughton has very limited social housing stock and private rented housing stock currently.

Economic Activity

Great Staughton has a high rate of employment (72%) among its adult population. This is counter-balanced by a quarter of its population (25%) being economically inactive, i.e. not in work nor looking for a work. A significant proportion of this group are those who are retired rather than being inactive for any other reason.

The COVID-19 pandemic has resulted in a rise in unemployment. The number of residents claiming unemployment-related benefits rose sharply in April and May 2020 and has been on a downward trend since September 2020. The latest data, for July 2021, showed that 15 Great Staughton residents were unemployed – up 200% on two years ago, higher than the increases across Huntingdonshire (157%) and Cambridgeshire (156%).

Great Staughton residents are more likely to work as ‘Managers, Directors and Senior Officials’, ‘Professional Occupations’, ‘Skilled Trades Occupations’ and in ‘Associate professional and technical occupations’. They are less likely to work in ‘Caring, leisure and other service occupations’, ‘Sales and customer service occupations’, ‘Process, Plant and Machine Operatives’ or ‘Elementary occupations’.

At industry level, the largest employment sectors for people living in Great Staughton were ‘Wholesale and retail trade; repair of motor vehicles and motor cycles’, ‘Professional, scientific and technical activities’, ‘Education’ and ‘Construction’. Lower concentrations than district averages work in sectors like ‘Manufacturing’ and ‘Human health and social work activities’.

Great Staughton has a well-qualified adult population. A third of adults aged 16-74 have a Level 4 (degree-level) qualification (higher than the district average). Its level of people with no qualifications – roughly one in five people – is in line with the rest of Huntingdonshire.

The most popular workplaces for employed people living in Great Staughton are within Huntingdonshire followed by ‘Elsewhere within UK (but not within the County)’ and ‘Mainly work at or from home’.

Deprivation

While overall deprivation levels are low in the parish, Great Staughton does exhibit higher levels of deprivation with regards to ‘Barriers to Housing and Services’ and ‘Living Environment Deprivation’.

In terms of ‘Barriers to Housing and Services’, the parish exhibits higher levels of deprivation with regards to its distance to essential services. It scored relatively poorly on a sub-domain relating to issues around access to housing such as affordability.

The parish also exhibited higher levels of deprivation in the Living Environment Deprivation domain which measures things like quality of housing, air quality based on emissions rates for four pollutants and road traffic accidents involving injury to pedestrians and cyclists.

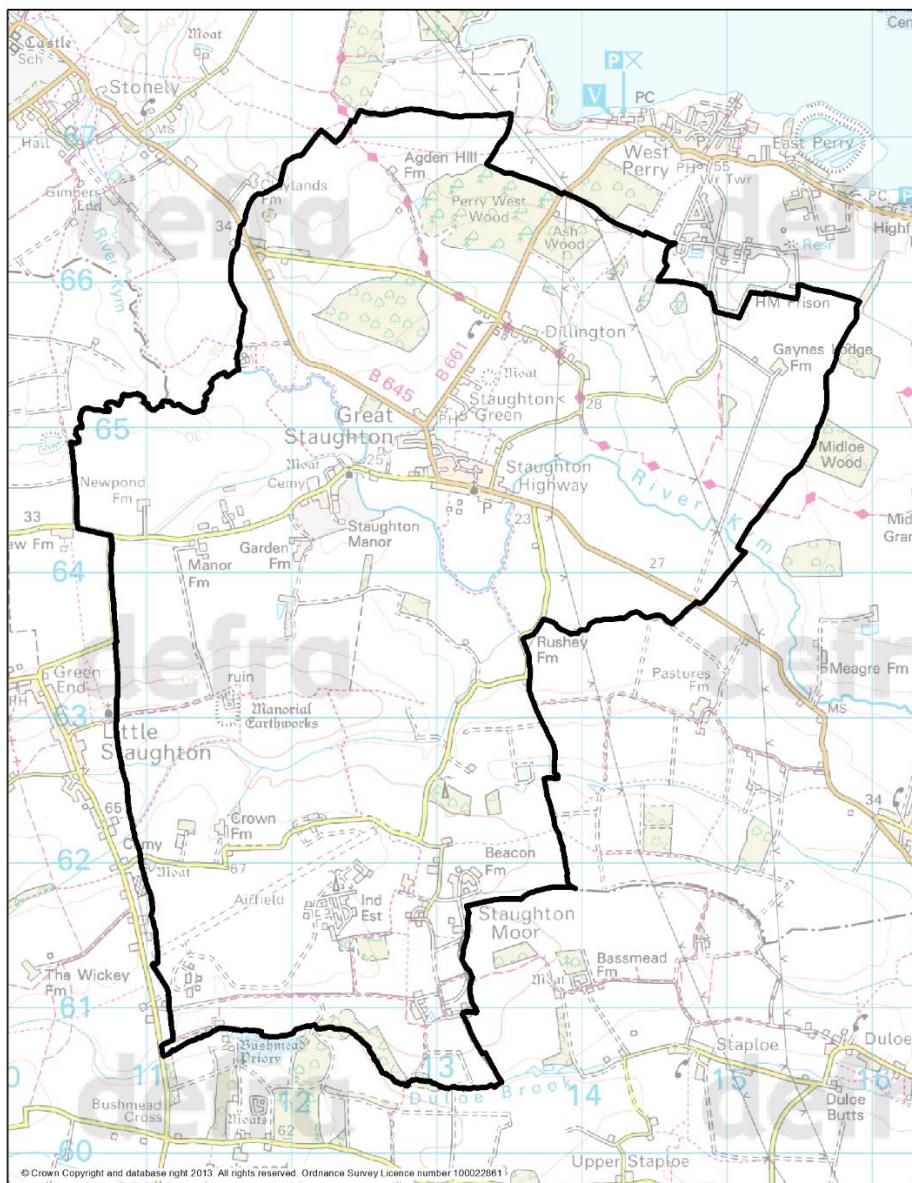
Geography

Great Staughton is a small village in Huntingdonshire to the south of the A14 and west of the A1. Great Staughton lies approximately 11 miles (18 km) south-west of Huntingdon and 6 miles (10 km) north-west of St Neots. The parish itself covers 2,055 hectares making it the second largest parish by area in Huntingdonshire, after Sawtry.

Its nearest village neighbours are Perry to the north-east, Kimbolton & Stonely to the north-west and Hail Weston to the South East.

Great Staughton had a population of around 865 people in 2019.¹

Figure 5: Map of Great Staughton parish boundary



Source: 2011 Census Output Area boundaries. Crown Copyright.
Crown Copyright material is reproduced with the permission of the controller of HMSO
Produced by Oxford Consultants for Social Inclusion. www.ocsocial.co.uk, April 2013

¹ ONS Population Estimates, 2019 (taken from <https://cambridgeshireinsight.org.uk/parish-profile/>)

Despite the proximity of St Neots and Huntingdon and their larger range of services, Great Staughton does retain some key facilities including a church, two public houses, The White Hart and The Snooty Tavern, a village hall and a butcher's shop. A mobile post office visits the village twice a week. It also has a primary school and a doctor's surgery (images shown in Figures 4 – 10). Secondary schooling is accessed in St Neots or Huntingdon.

Figure 6: St Andrew's Church, Great Staughton © Copyright British Listed Buildings



Figure 7: Great Staughton Village Hall © Copyright Cambridgeshire ACRE



Figure 8: Gilbert Family Butcher's Shop © Copyright Gilbert Family Butchers Facebook page



Figure 9: The White Hart Pub © Copyright J Thomas and licensed for reuse under a Creative Commons Licence



Figure 10: The Snooty Tavern © Copyright The Snooty Tavern



Figure 11: Great Staughton Primary Academy © Copyright Great Staughton Community Website



Figure 12: Great Staughton Surgery © Copyright Cambridge News



Demography

Headline: Great Staughton is home to just 0.5% of the total population of Huntingdonshire.

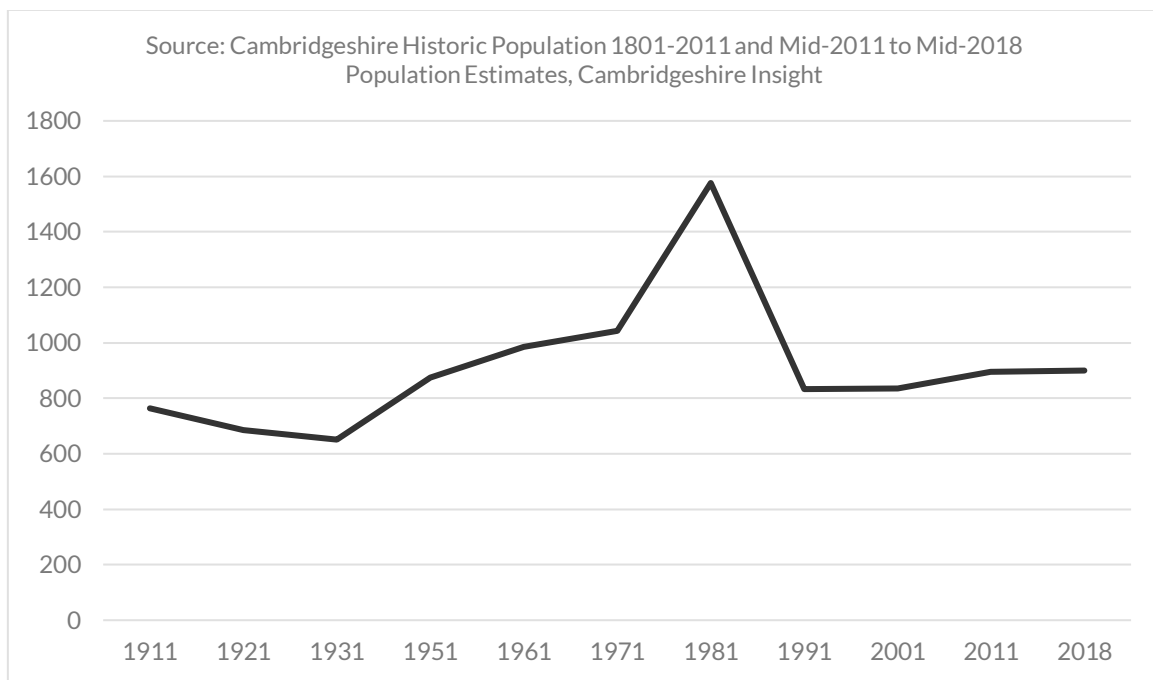
In 2019, 865 people lived in the parish of Great Staughton, making it the thirty-third largest settlement in Huntingdonshire (out of 81)². Great Staughton's population was equivalent to just 0.5% of the total population of Huntingdonshire³.

Great Staughton is less densely-populated than the Huntingdonshire and Cambridgeshire averages. Covering an area of 2,055 hectares, Great Staughton had a population density of 0.4 people per hectare in 2018 – considerably below the averages for Huntingdonshire (2.0) and Cambridgeshire (outside of Cambridge City) (1.7).

Headline: Great Staughton's population barely grew between the 1911 and 2011 censuses.

Historic Census data shows that Great Staughton's population grew by just 133 people to 896 – or by 17% – over the century to 2011⁴. This was significantly lower than average population growth across Huntingdonshire (238%). The population peaked in 1981 when the parish was home to over 1,500 people. The caveat made in the Executive Summary about the changing of the parish boundary in 1982 needs to be borne in mind when looking at population statistics.

Figure 13: Population of Great Staughton Parish, 1911 - 2018



Headline: Great Staughton has a slightly older age profile than District and County averages.

At the time of the 2011 Census, the average age of Great Staughton's population was 41.6 years, compared to 39.9 years in Huntingdonshire and 39.0 years across Cambridgeshire⁵.

The latest 2019 estimates show that Great Staughton continues to have a slightly older age profile than district and county averages, with higher shares of people aged 50+, counter-balanced by lower than average proportions of people aged 10-39.

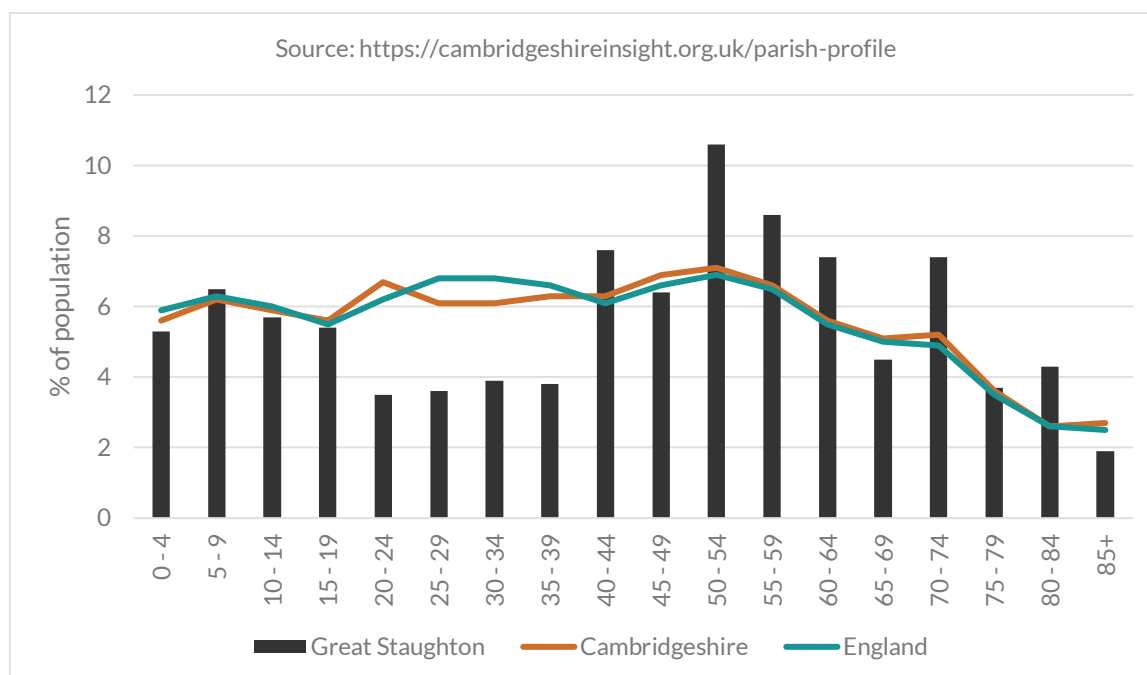
² Source: ONS Population Estimates, 2019 (taken from <https://cambridgeshireinsight.org.uk/parish-profile/>)

³ Source: Mid-2011 to Mid-2018 Population and Dwelling Stock Estimates, Cambridgeshire Insight, 2018

⁴ Source: Cambridgeshire Historic Population 1801-2011, Cambridgeshire Insight, 2018

⁵ Source: Table KS102EW – Age structure, Census 2011, Office for National Statistics

Figure 14: Great Staughton population by age, 2019



Headline: Great Staughton’s population is forecast to age over the next 18 years.

Forecasts from Cambridgeshire County Council suggest that Great Staughton’s population is set to age over the period 2018-2036⁶. It should be noted that this data is only available at Ward level and the Ward within which Great Staughton sat at this time (Kimbolton and Staughton) was not contiguous with Great Staughton Parish and covered a far great area.

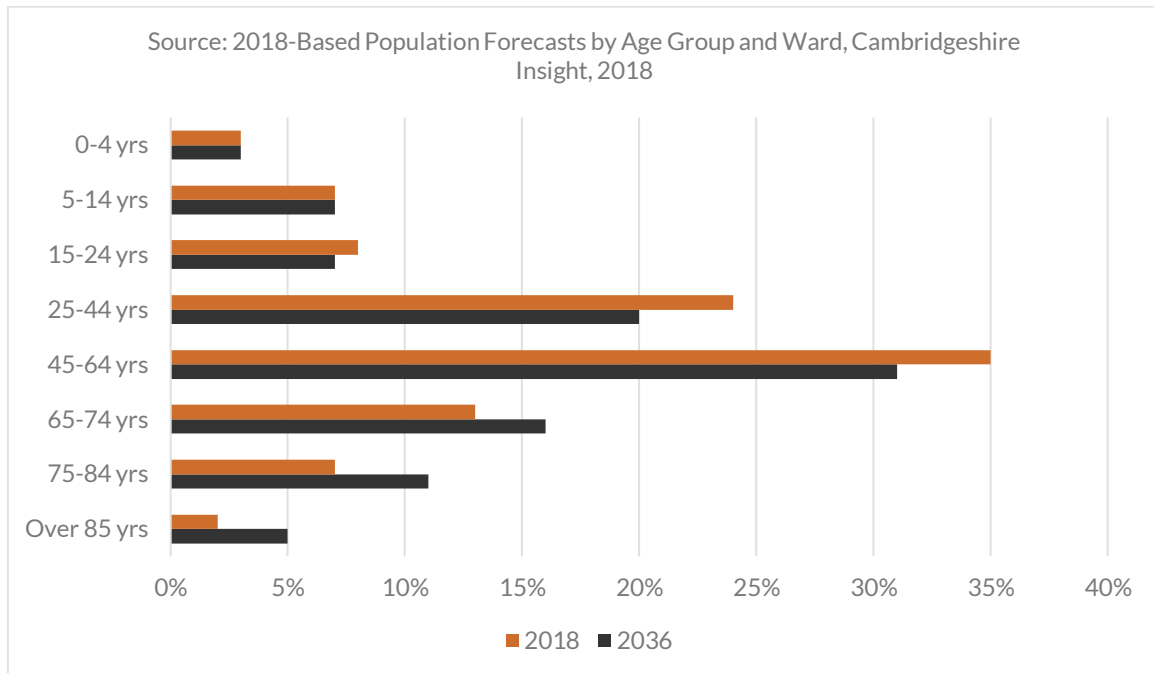
Numbers of people living in Great Staughton are expected to increase across the older age groups (65-85+) and decrease across the younger age groups (0-64). Population is expected to increase most in absolute terms among 75-84 year olds (+190) and over 85 year olds (+150) but most in percentage terms among over 85 year olds (+167%) and 75-84 year olds (+58%). The share of population aged 65 and above is therefore expected to increase from 22% to 32%, while the shares of people in younger age groups are forecast to fall.

Table 1: Population Forecasts for Great Staughton (Ward level) by age, 2018 - 2036

	0-4	5-14	15-24	25-44	45-64	65-74	75-84	Over 85	Total
2018	140	330	360	1,090	1,590	590	330	90	4,510
2036	130	320	340	930	1,440	720	520	240	4,630
2018-2036 change	-10	-10	-20	-160	-150	130	190	150	120
2018-2036 % change	-7%	-3%	-6%	-15%	-9%	22%	58%	167%	3%
% total population 2018	3%	7%	8%	24%	35%	13%	7%	2%	100%
% total population 2036	3%	7%	7%	20%	31%	16%	11%	5%	100%

⁶ Based on Ward data from 2018-based population forecasts, Cambridgeshire Insight

Figure 15: % of population by age, 2018 and 2036



Headline: The majority of Great Staughton’s population are White British⁷.

In 2011, 96% of Great Staughton’s residents classified themselves as White British. This was above the Huntingdonshire (90%) and Cambridgeshire averages (85%). The next largest group was Other White (2%). No other cohort accounted for more than one per cent of Great Staughton’s population.

Headline: The majority of Great Staughton’s population are UK born⁸.

In 2011, 95% of Great Staughton’s residents were UK-born, while 5% were born outside the UK. 3% were born outside the EU, and 2% were born in countries that were EU member states. Compared to Huntingdonshire and Cambridgeshire averages, Great Staughton had a higher share of population born in the UK and lower share born in other countries.

Headline: The majority of Great Staughton’s population are in good health⁹.

Great Staughton has a very healthy population. At the time of the 2011 Census, 85% of Great Staughton’s population considered themselves to be in very good/good health, with 12% considering themselves to be in fair health and just 3% considering themselves to be in bad/very bad health. This was broadly in line with the district and county averages.

Headline: The majority of households in Great Staughton are one-family households¹⁰.

At the time of the 2011 Census, three quarters (75%) of the 358 households in Great Staughton were one-family households, particularly one-family households (couples) aged under 65 with no children (17%) and one-family households with dependent children (23% of all households).

Compared to district averages, Great Staughton had higher shares of one-family households, particularly couples all aged 65 and over, couples aged under 65 with no children and one-

⁷ Source: Table KS201EW – Ethnic group, Census 2011, Office for National Statistics

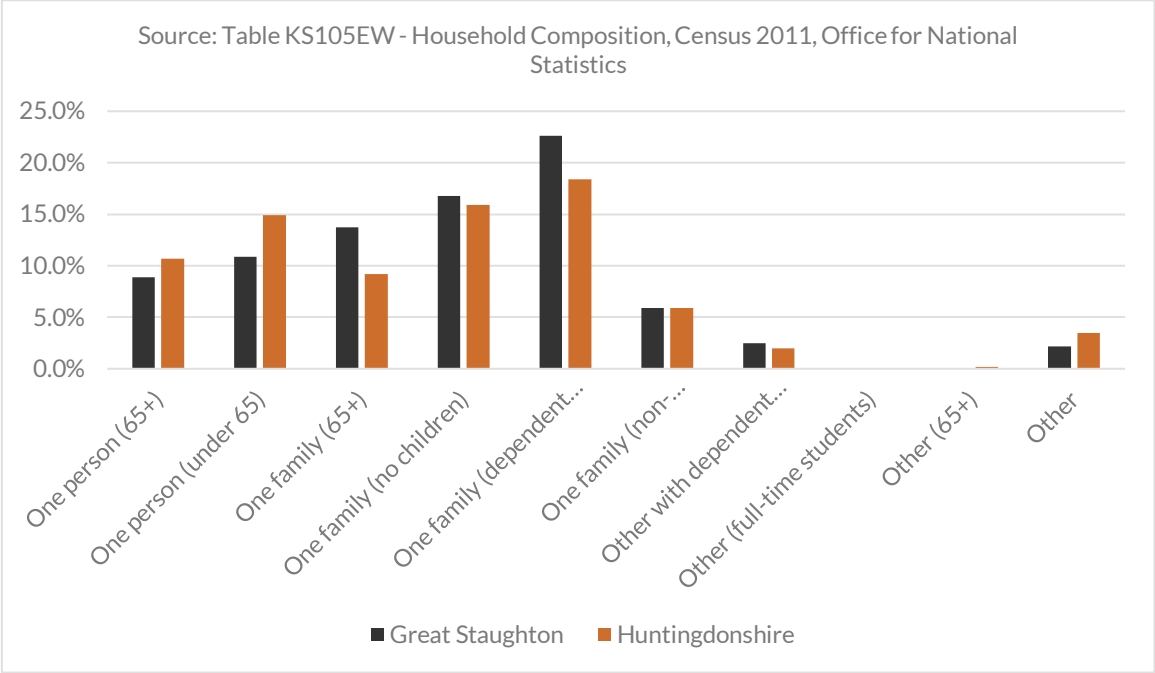
⁸ Source: Table KS204EW – Country of birth, Census 2011, Office for National Statistics

⁹ Source: Table KS301EW – Health, Census 2011, Office for National Statistics

¹⁰ Source: Table KS105EW – Household composition, Census 2011, Office for National Statistics

family households with dependent children. It had a lower share of one person households and of lone parent families.

Figure 16: Household Composition (% of all households), 2011 (Source: Consus 2011, Office for National Statistics)



Housing

Headline: There were 370 dwellings in Great Staughton.

In 2018, there were 370 dwellings in the parish. Between 2002 and 2017 the number of dwellings completed (built) in the parish was 30¹¹. By April 2017 there was only commitment for one further dwelling¹².

Huntingdonshire District Council has designated two conservation areas in Great Staughton; one around The Town area and the other around The Highway area. No Conservation Area Character Assessment has been adopted for Great Staughton yet.

There are many contrasting styles of housing in the village from relatively modern new-builds and traditional thatched cottages (see Figures 17 and 18).

Figure 17: Beachampstead Road, Great Staughton © Rightmove



¹¹ Source: Table H1.2 Dwellings completed (Net) by Parish in Cambridgeshire (2002-2017), Cambridgeshire Insight, 2018

¹² Source: Table H2.2 Dwelling Commitments by Parish in Cambridgeshire, Cambridgeshire Insight, 2018

Figure 18: 1 The Green, Great Staughton © Peter Lane & Partners



The last large scale housing development in the village took place during the 1970s with the construction of the Beachampstead Road estate. With this housing development, comprising of three and four bedroom houses, there was a subsequent increase in the number of family households in the village.

Cambridgeshire ACRE was commissioned to undertake an independent housing needs survey by Great Staughton Parish Council and Huntingdonshire District Council in 2013 and this was updated with revised information in 2018. It concluded that there were 16 households in need of affordable housing who either lived in, or had a local connection to, Great Staughton. It reported that the need was for homes for younger families rather than older people and suggested that 5 one bedroom homes, 5 two bedroom homes; 5 three bedroom homes and 1 four bedroom home (in a mix of tenures) should be built to satisfy this need.

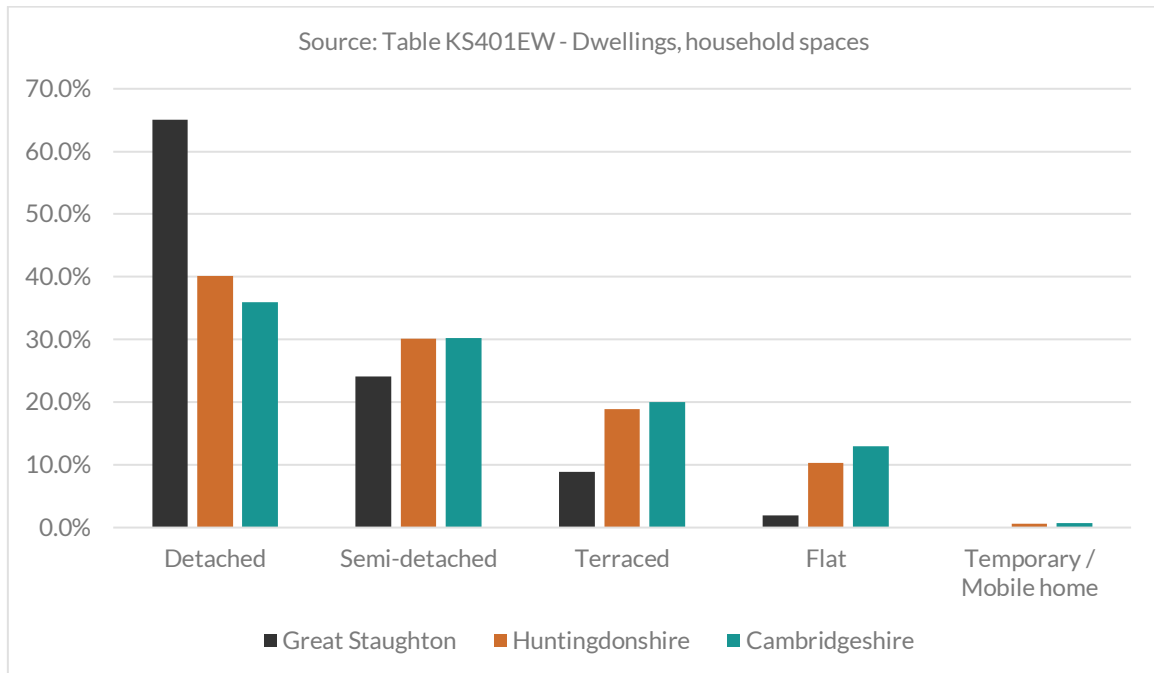
Members of community in Great Staughton came together to form a Community Land Trust (Registered Community Benefit Society no 7820) in August 2018. The purpose of the Community Land Trust (CLT) was to provide and manage affordable housing for the benefit of the local community. The CLT has been leased an area of land by the parish charities and are working with Chorus Homes (formerly Luminus Homes) to bring forward a development of 12 dwellings (9 for social rent and 3 for shared ownership). A planning application¹³ was submitted in September 2020 and received approval in June 2021.

Headline: Detached houses are more common in Great Staughton than across the District and County.

Analysis of housing characteristics is based on data from the 2011 Census. At the time of the 2011 Census, the most common type of housing in Great Staughton were detached properties (65%), compared with 40 per cent in Huntingdonshire and 36 per cent in Cambridgeshire. In contrast, semi-detached houses, terraced houses and flats were under-represented in the parish.

¹³ Reference 20/01915/FUL, Huntingdonshire District Council

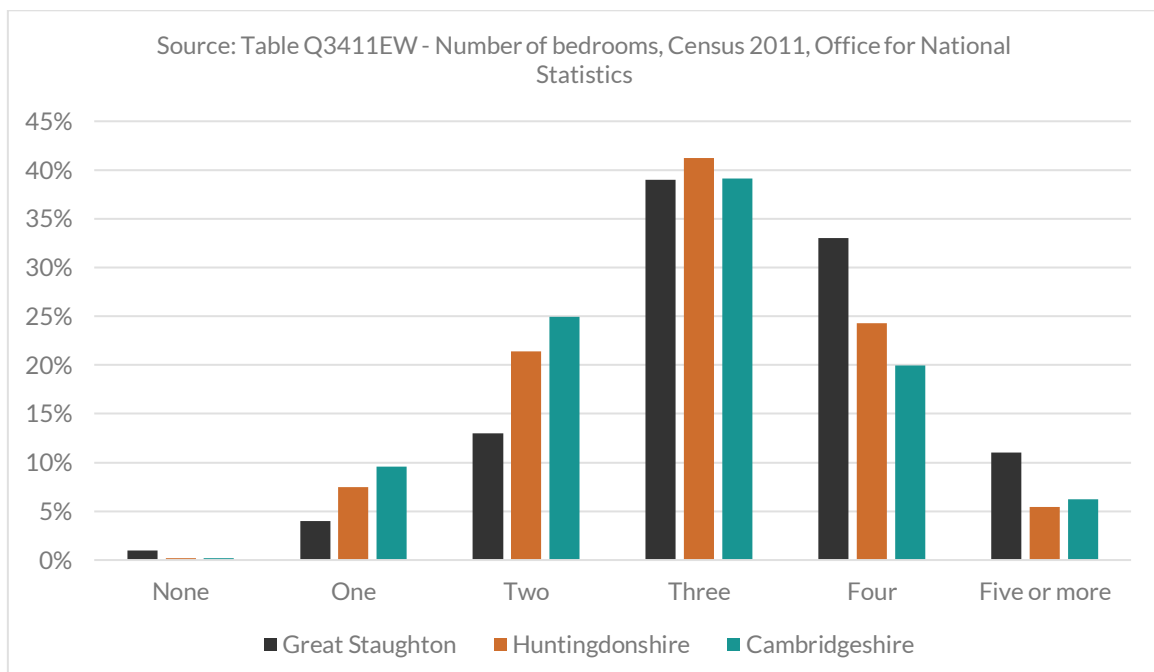
Figure 19: Great Staughton housing type



Headline: Great Staughton is dominated by larger homes.

Not surprisingly, given the dominance of detached houses, there is also a predominance of larger homes. In 2011, 44 per cent of dwellings had four or more bedrooms. This compared with just 29 per cent in Huntingdonshire. In contrast, smaller properties were less prevalent. The proportions of two-bed and one-bed properties were low. The shortage of smaller market housing and social housing in general has implications for low income families seeking to stay in Great Staughton.

Figure 20: Great Staughton dwellings by number of bedrooms

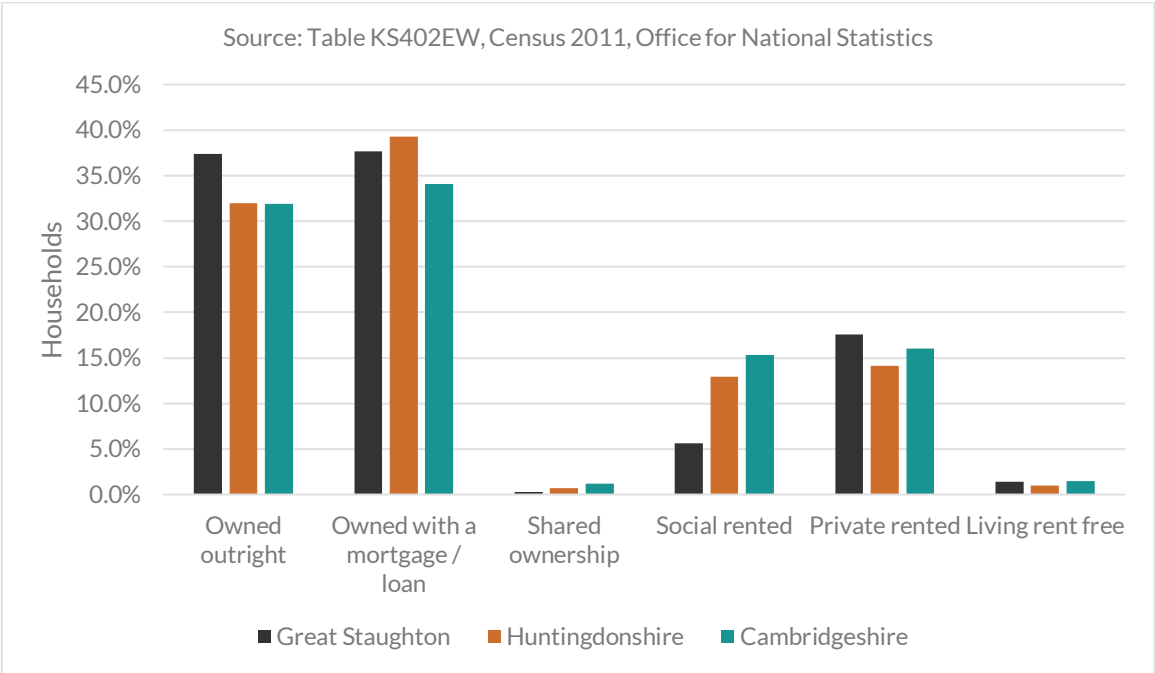


Headline: Owner occupation is the dominant housing tenure.

Great Staughton housing tenure is dominated by owner occupation. In 2011, three quarters (75%) of households owned their own property. Social rented and private rented accounted for 6% and 18% of all households respectively. Shared ownership and living rent free were minority tenures (<1% and 1% of all households respectively).

The key differences to district and county averages were within the owner occupation tenure, with a higher share of households owning their house outright (37% in Great Staughton versus 32% in both Huntingdonshire and Cambridgeshire) and a lesser share owning with a mortgage or loan (38% in Great Staughton vs Huntingdonshire (39%) and Cambridgeshire (34%)). This, in part, reflects the older age profile of the parish, with older people more likely to have paid off their mortgages.

Figure 21: Great Staughton Housing Tenure



Headline: The average house price in Great Staughton is higher than in most of Huntingdonshire¹⁴.

In the year to December 2020, the average (median) price paid for a residential property in Great Staughton Ward was £370,000. This was 30% above the Huntingdonshire average (£285,000). Average house prices were above the district average for both detached and semi-detached houses (10% and 4% above the Huntingdonshire averages respectively).

Headline: The lower quartile house price in Great Staughton is significantly higher than in most of the district.

Great Staughton (Ward)’s lower quartile house price – a better indication of housing affordability than the median house price¹⁵ – was £285,000. This was 33% above the Huntingdonshire average (£215,000). Lower quartile house prices were above the district average too, particularly for detached houses (15% above the Huntingdonshire average).

¹⁴ Source: Ward level data from House Price Statistics for Small Areas (HPSSAs), 2021, Office for National Statistics

¹⁵ The median divides the data into a lower half and an upper half. The lower quartile is the middle value of the lower half. The upper quartile is the middle value of the upper half.

Figure 22: Median and Lower Quartile House Prices in Great Staughton and Huntingdonshire, Year to Dec-20

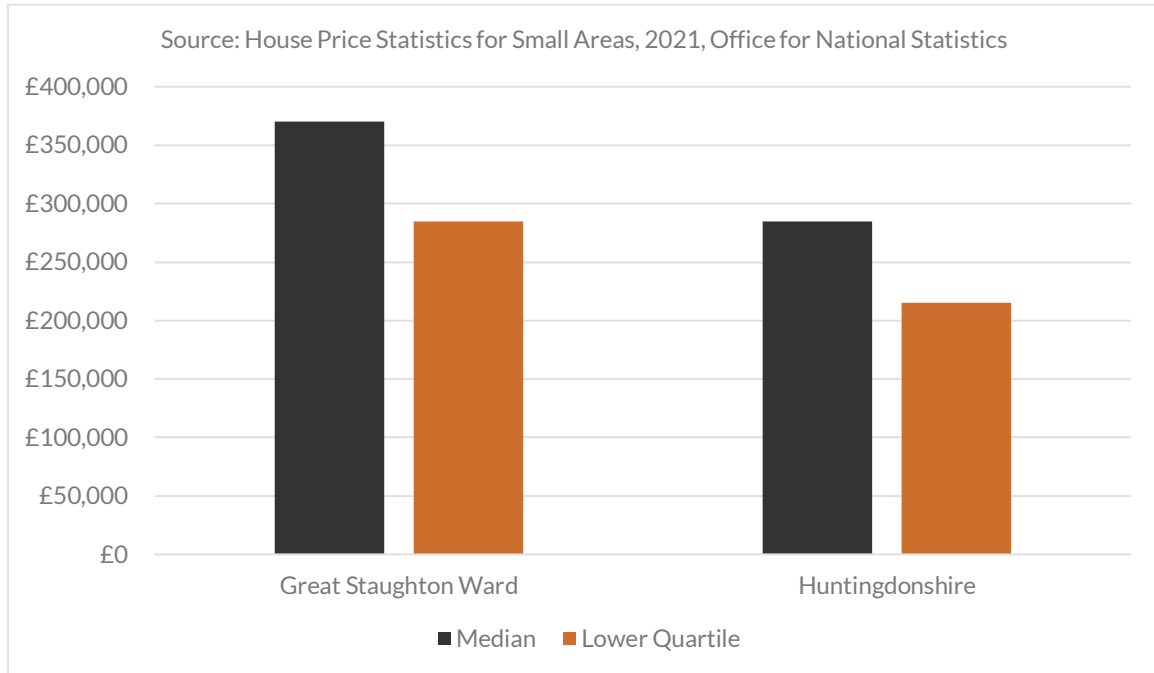


Table 2: Median and Lower Quartile House Prices by type in Great Staughton Ward and Huntingdonshire, Year to Dec-20

	All	Detached	Semi-detached	Terraced	Flats / Maisonettes
<i>Median</i>					
Great Staughton Ward	£370,000	£411,750	£270,000	No data	No data
Huntingdonshire	£285,000	£375,995	£260,000	£214,500	£155,000
<i>Lower Quartile</i>					
Great Staughton Ward	£285,000	£357,500	£235,000	No data	No data
Huntingdonshire	£215,000	£310,000	£220,000	£178,000	£121,000

Headline: The cheapest housing currently for sale in Great Staughton would require an annual household income of £57k to purchase.

These data can be used to build a picture of housing affordability in Great Staughton. Table 3 uses lower quartile prices for Great Staughton for all types of property and applies some standard assumptions about deposits and mortgages to calculate the minimum salary needed to purchase these properties.

An entry level price of £235,000 for a semi-detached house would require an annual household income of over £57,000. To put this into context, a household with two people working full-time (35 hours/week) and earning the National Living Wage (£8.91/hour) will only earn around £32,432 per annum. Even a couple both earning the median salary would struggle to reach this threshold. A household income in excess of £86,000 would be required to purchase a detached property.

Table 3: Annual income requirements for purchasing housing at lower quartile prices in Great Staughton¹⁶

	Lower Quartile House Prices in Great Staughton	15% deposit	Annual Income required (based on a mortgage lending principle of 3.5 times income)	Monthly Mortgage Payment (based on a repayment mortgage at 3% interest repaid over 25 years)
Detached	£357,500	£53,625	£86,821	£1,441
Semi-detached	£235,000	£35,250	£57,071	£947
			Annual	Monthly
National Living Wage ¹⁷ Apr-2021 (for a 35 hr week)			£16,216	£1,351
Huntingdonshire Median Earnings 2020			£28,911	£2,409
Huntingdonshire Lower Quartile Earnings 2020			£18,827	£1,569

Headline: Properties currently for sale in Great Staughton range from £150,000 to £1.25m.

A review of property sales website, Rightmove, found 10 properties currently on the market in Great Staughton¹⁸. The median price was higher than the latest available data for year to December 2020, at £412,500, while the lower quartile price was lower, at £280,000.

The three cheapest properties were a one-bedroom bungalow (£150,000), a three bedroom terraced house (£230,000) and a three bedroom semi-detached house (£280,000), highlighting that there are a limited number of 'affordable' properties on the market. The cheapest four bedroom home was for sale at £385,000.

Table 4: Properties for sale in Great Staughton, Aug-2021

Type	Number	Median Price	Lower Quartile Price	Cheapest Property	
All	10	£412,500	£280,000	1 bed bungalow	£150,000
Detached	7	£425,000	£400,000	4 bed detached house	£385,000
Semi-detached	1	£280,000	£280,000	3 bed semi-detached house	£280,000
Terraced	1	£230,000	£230,000	3 bed terraced house	£230,000
Bungalow	1	£150,000	£150,000	1 bed bungalow	£150,000

¹⁶ Sources: House Price Statistics for Small Areas, Office for National Statistics; Mortgage Calculator, Money Advice Service; Annual Survey of Hours and Earnings, Office for National Statistics

¹⁷ National Living Wage rate for those aged 23 and over <https://www.gov.uk/national-minimum-wage-rates>

¹⁸ Undertaken on 19-Aug-2021 and extended to include properties under offer or sold subject to contract

Figure 23: One bedroom bungalow (34a The Highway) priced at £150,000 (Source: Giggs & Company)



Figure 24: Three bedroom terraced house (Vicarage Walk) priced at £230,000 (Source: Thomas Morris Estate Agents)



Figure 25: Three bedroom semi-detached house (Beachampstead Road) priced at £280,000 (Source: Rightmove)



Figure 26: Lowest priced four bedroom detached house (Beachampstead Road) priced at £385,000 (Source: Connells)



Headline: There are no private rental properties currently available in Great Staughton.

A review of property estate agent websites found there are no properties currently available to let in Great Staughton¹⁹.

Headline: Social rented housing is scarce in Great Staughton and heavily bid for when it does come up for let.

At the time of the 2011 Census, 20 households in Great Staughton were living in social rented accommodation. Half of these households lived in three bedroom properties, with one in a one bedroom property, seven in a two bedroom property and two in four or more bedroom properties²⁰.

¹⁹ Rightmove, Nestoria and Zoopla, search conducted 19-Aug-2021

²⁰ Source: Table LC4405EW - Tenure by number of bedrooms, Census 2011, Office for National Statistics

Social rented properties rarely become available. Between March 2008 and December 2013 (latest available data) just three properties came up for let in Great Staughton. They attracted an average of 32 bids each (compared with 41 per property across Huntingdonshire as a whole).²¹

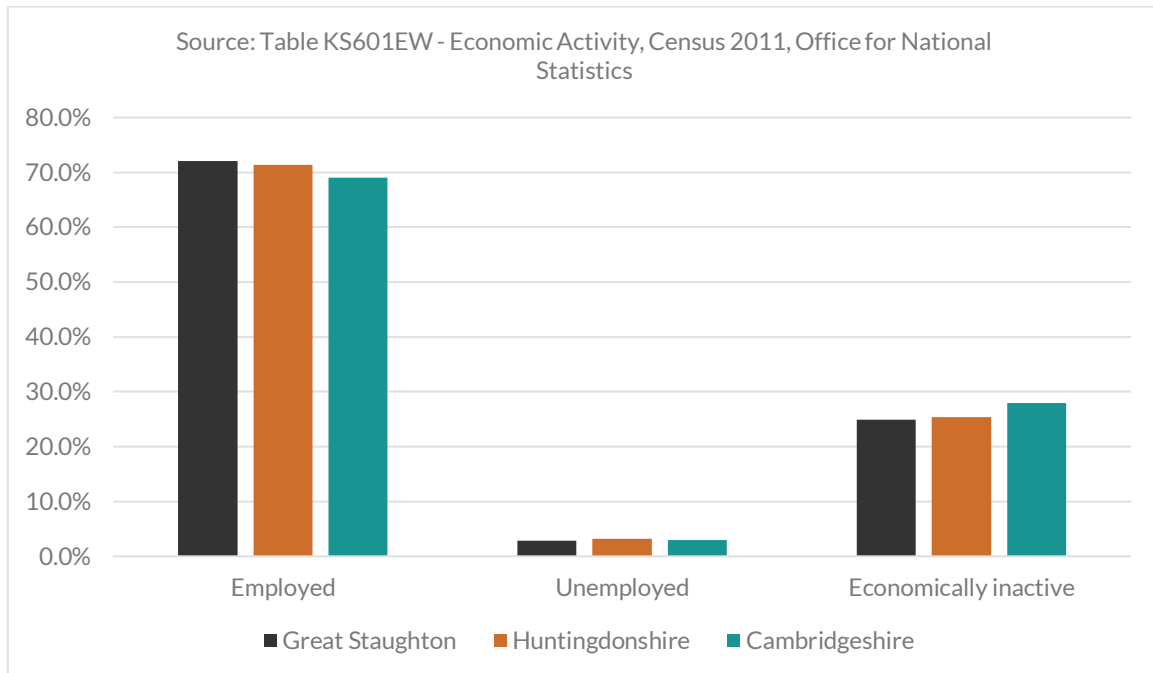
²¹ *Housing need register applicants parish preference, social rented lettings and bidding behaviour, Cambridgeshire Research Group, Jul-2018*

Economic Activity

Headline: Levels of economic activity are high among Great Staughton's residents, with a high rate of employment and low rates of economic inactivity.

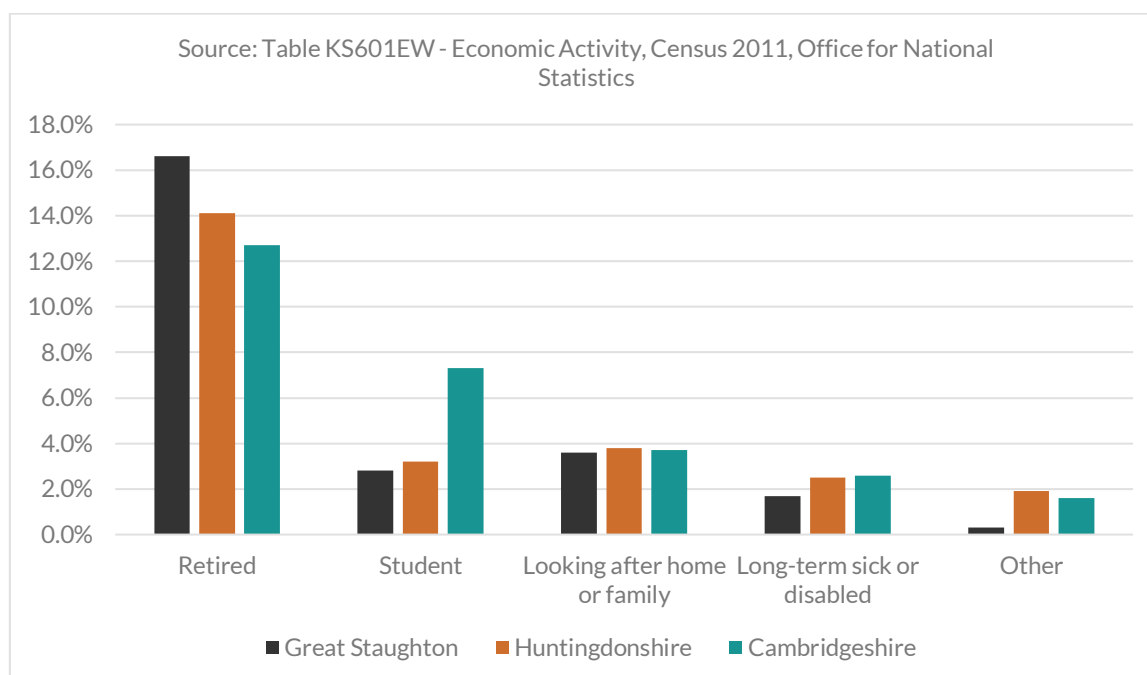
At the time of the 2011 Census, 72% of 16-74 year olds living in Great Staughton were in employment. This was above rates for Huntingdonshire (71%) and Cambridgeshire (69%). The unemployment rate, at 3%, was in line with the district and county averages.

Figure 27: Labour market activity rates, % 16 - 74 year olds, 2011



At 25%, Great Staughton's economic inactivity rate (those neither in work nor looking for work) was on a par with that across Huntingdonshire (25%) and slightly lower than the Cambridgeshire average (28%). These headline figures do mask the fact that Great Staughton has a higher property of economically inactive people due to retirement (17%) compared with Huntingdonshire (14%) and Cambridgeshire (13%).

Figure 28: Economic Inactivity by reason for inactivity, % 16 - 74 year olds, 2011



Headline: The number of Great Staughton residents claiming unemployment benefits is higher than pre-pandemic levels.

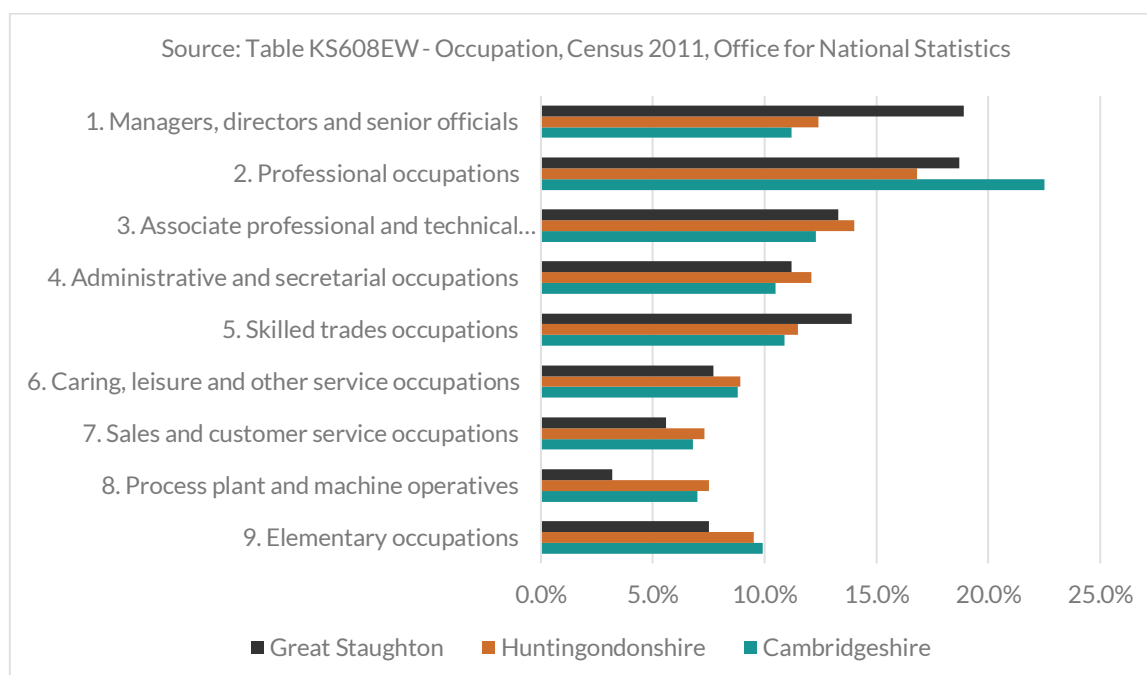
There is little available data about the impact of the COVID-19 pandemic on labour market participation in small areas, except the Claimant Count. This measures the number of people claiming Jobseeker’s Allowance along with Universal Credit claimants who are required to seek work and be available for work.

In July 2021, 15 people living in the Great Staughton LSOA were registered as claimant unemployed – up by 10, or 200%, on two years ago. This was statistically higher than the increase across Huntingdonshire (157%) and Cambridgeshire (156%). Following district and countywide trends, claimant unemployment rose sharply in April 2020, following the first lockdown and peaked at 20 in July 2020.

Headline: Great Staughton residents were more likely to work in ‘Managers, Directors and Senior Officials’, ‘Associate professional and technical occupations’ and Skilled trades occupations’ roles than district and county averages.

At the time of the 2011 Census, the most popular occupational categories for Great Staughton’s employed residents were ‘Managers, Directors and Senior Officials’ (19% of employed residents), ‘Professional Occupations’ (19% of employed residents), ‘Skilled Trades Occupations’ (14% of employed residents), and ‘Associate professional and technical occupations’ (13% of employed residents). Compared to district and county averages, Great Staughton residents were less likely to work in ‘Caring, leisure and other service occupations’, ‘Sales and customer service occupations’, ‘Process, Plant and Machine Operatives’ or ‘Elementary occupations’.

Figure 29: % employed residents by occupation, 2011



Comparing occupational categories of male and female residents, the most popular occupational categories for males were 'Managers, Directors and Senior Officials' (26%) and 'Skilled Trades Occupations' (23%), while the most popular occupational categories for females were 'Administrative and Secretarial Occupations' (23%) and 'Professional Occupations' (20%).

Headline: 39% of Great Staughton's employed residents work in Huntingdonshire.

At the time of the 2011 Census, nearly 60% of all employed residents in the Output areas making up Great Staughton parish worked in Huntingdonshire, either at a Huntingdonshire workplace (39%) or at or from home (19%)²². The next most popular workplaces were Elsewhere within UK (not within the County) (20%) and Elsewhere within Cambridgeshire or Peterborough (9%). A small but significant proportion of residents travelled to London to work (6%) which is possible due to the good rail links at nearby St Neots and Huntingdon).

Table 6: Place of work for Great Staughton residents, 2011

Place of work	Number of employed residents	Share of employed residents
Huntingdonshire	183	39%
Elsewhere within UK (not within the County)	96	20%
Mainly work at or from home	91	19%
Elsewhere in Cambridgeshire or Peterborough	41	9%
No fixed place	30	6%
London	30	6%
Outside UK or Offshore	3	1%

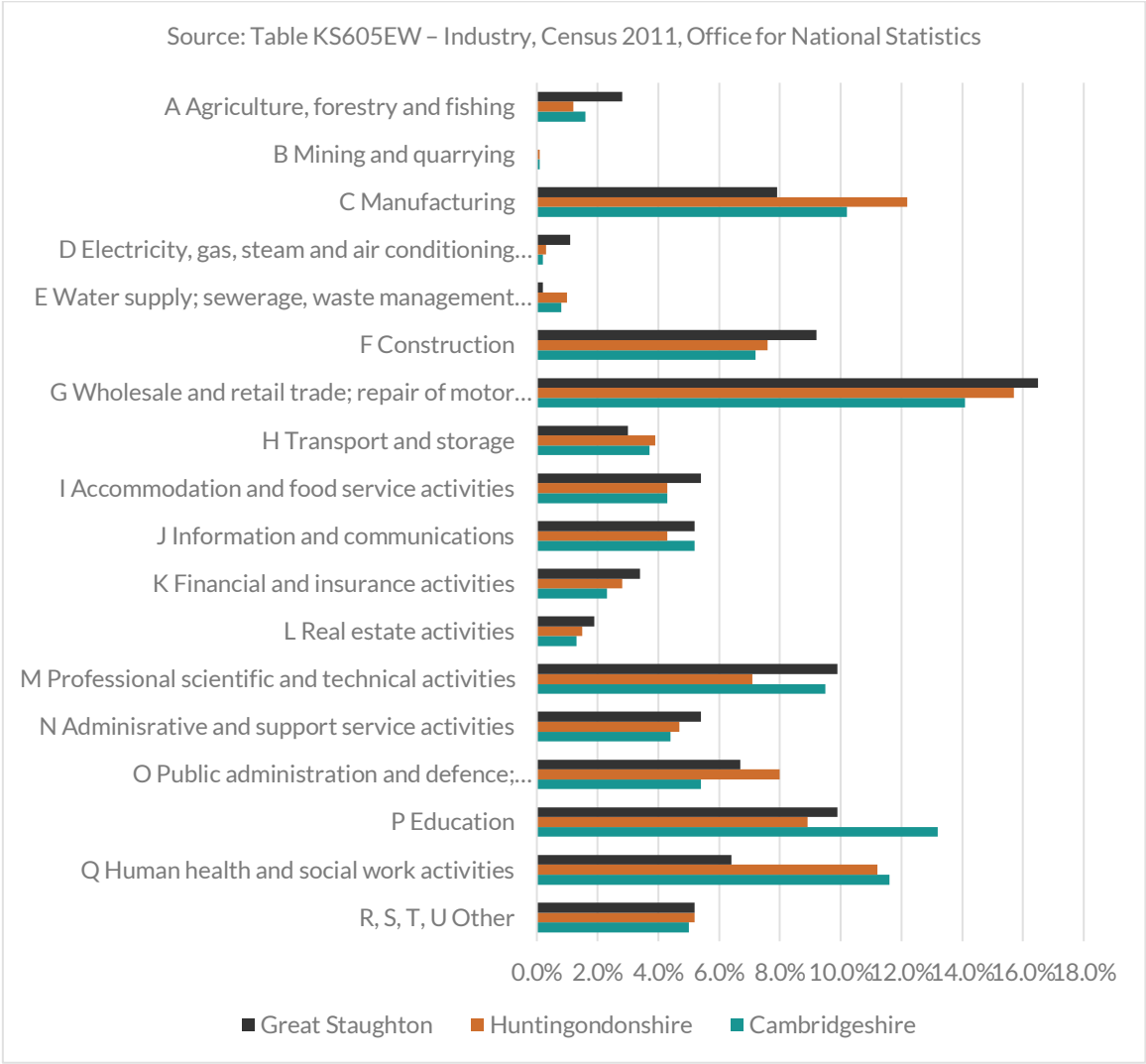
Headline: Great Staughton has higher concentration of employment in Construction, Wholesale and Retail Trade, Information and Communication, Financial and insurance activities and Professional, scientific and technical activities than district and county averages.

²² Source: Table WF02EW - Location of usual residence and place of work, Census 2011, Office for National Statistics. Data presented has been collapsed for ease of display.

In 2011, the largest employment sectors for people living in Great Staughton were 'Wholesale and retail trade; repair of motor vehicles and motor cycles' (16.5%), 'Professional, scientific and technical activities' (9.9%); 'Education' (9.9%) and 'Construction' (9.2%).

Compared to Huntingdonshire averages, Great Staughton has higher concentration of employment in these industries and lower concentrations in a range of other sectors, particularly 'Manufacturing' and 'Human health and social work activities'.

Figure 30: % of people working in Great Staughton, Huntingdonshire and Cambridgeshire by industry, 2011



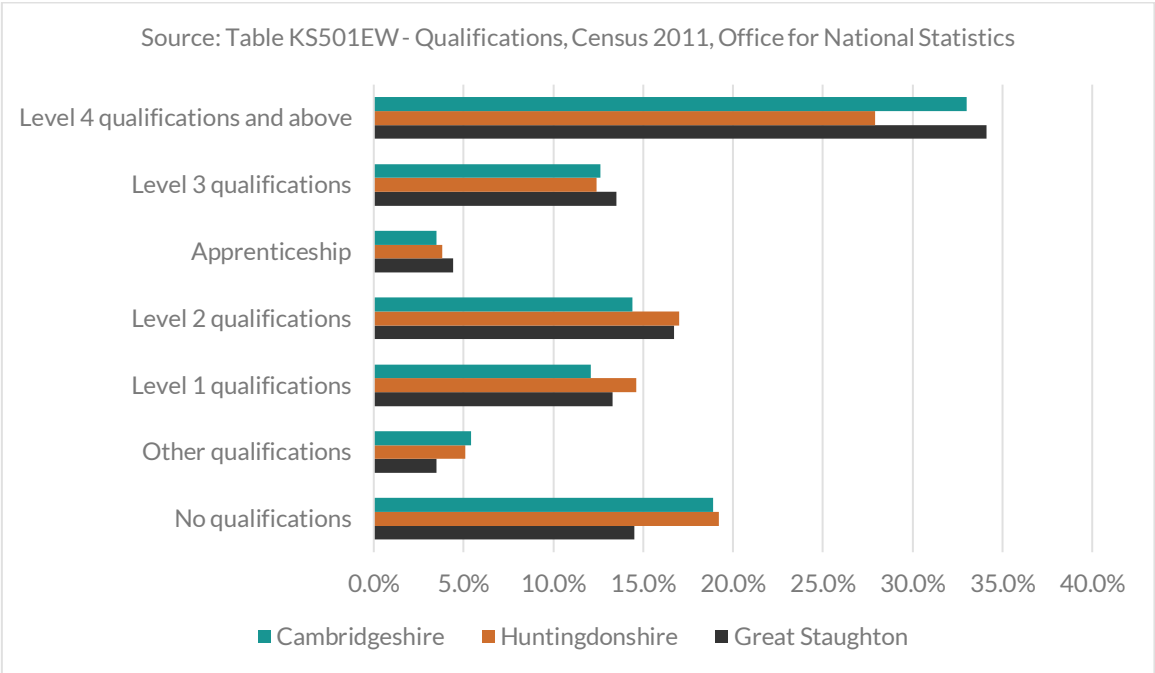
Headline: Great Staughton has a well-qualified population with above average numbers of people qualified to degree-level.

In 2011, 33% of working-aged adults (aged 16-64 years) living in Great Staughton were qualified to Level 4 (degree-level) and above. This was significantly higher than the Huntingdonshire average (28%) and just short of the Cambridgeshire (34%) average. There was a similar result for Level 3 qualifications.

Great Staughton had lower shares who have achieved an Apprenticeship or with Level 2 qualifications (five GCSEs grades A-C or equivalent), Level 1 qualifications (GCSE grades D-G or equivalent). Its level of people with no qualifications (19%) – roughly one in five people - was in line with the rest of Huntingdonshire (19%) but higher than that in Cambridgeshire (15%).

This qualification profile is reflected in the types of work that Great Staughton residents are employed in, i.e. more in managerial and professional positions and fewer in manual labour, care and elementary positions.

Figure 31: Highest level of qualification, % 16-64 year olds, 2011



Deprivation

The English Indices of Deprivation 2019 measure relative deprivation in small areas in England. They provide a composite measure of deprivation alongside measures of specific 'domains' of deprivation. The data is published at Lower Layer Super Output Area (LSOA) level.

The Indices of Deprivation measure deprivation in terms of ranks and deciles. In terms of ranks of deprivation, the LSOA with a rank of 1 is the most deprived in England and the LSOA with a rank of 32,844 is the least deprived. The deciles are calculated by ranking the 32,844 LSOAs in England from most deprived to least deprived and dividing them into 10 equal groups. LSOAs in decile 1 fall within the most deprived 10% of LSOAs nationally and LSOAs in decile 10 fall within the least deprived 10% of LSOAs nationally.

A single LSOA, E01018152, covers the parish of Great Staughton. It should be noted that the LSOA also includes some of the adjacent Hail Weston parish so it is not an exact match to the Great Staughton parish area²³.

Headline: Overall deprivation levels are low in Great Staughton.

This LSOA exhibits only modest deprivation in overall terms. It is ranked 23,621 out of 32,844 LSOAs. It falls into the 8th decile in terms of overall deprivation.

LSOA E01018152 falls into the 8th - 10th deciles across most domains. The exceptions are:

- The Barriers to Housing & Services domain where it falls into the 2nd decile. This is due to a weak score in the Geographical Barriers sub-domain and reflects a significant distance to some key services. (Those measured are post office; primary school; general store or supermarket; and GP surgery); and also a poorer score on the Wider Barriers Sub-domain which includes issues relating to access to housing such as affordability; and
- The Living Environment Deprivation domain where the LSOA also falls into the 2nd decile. This is due to poor score on both the Indoors Sub-domain which measures the quality of housing and the Outdoors Sub-domain which contains measures of air quality based on emissions rates for four pollutants and road traffic accidents involving injury to pedestrians and cyclists.

Table 7: Relative deprivation in Great Staughton parish, 2019

Domain	Rank	Decile
Income	30,590	10
Employment	29,604	10
Education, Skills & Training	25,060	8
Health & Disability	28,681	9
Crime	24,172	8
Barriers to Housing & Services	4,018	2
Sub domain: Geographical barriers	1,796	1
Sub domain: Wider barriers	22,960	7
Living Environment	5,608	2
Sub domain: Indoors	5,439	2
Sub domain: Outdoors	8,802	3
Index of Multiple Deprivation	23,621	8

²³ 'English indices of deprivation 2019' (see <https://www.gov.uk/government/statistics/english-indices-of-deprivation-2019>)