Fact Sheet 1

People and place
People & Place

General

• South Northamptonshire is a mainly rural district that covers a large area of 245 square miles (27% of the area of the county).

• The district has a thriving economy, the A43 runs through it linking the M1 and M40, passing the Silverstone Racing Circuit, and ensuring a strategic location for high tech and engineering industries.

• Also natural and cultural attractions have helped the district’s tourism industry grow including the Grand Union and Oxford canals, Salcey and Hazelborough Forests and Towcester Racecourse.

• In 2015 tourism was worth over £183 million to the district and the tourism sector supports the equivalent of 2,800 full time jobs. 43% of visitors stayed in the district for leisure purposes.

• Over the last few years, the district has consistently been placed in the top 20 best places to live in the UK (Halifax Bank of Scotland Annual Survey).
Current population

- The current population of South Northamptonshire is estimated to be 91,074\(^1\). This is an increase up from 85,200 in 2011\(^2\).

Distribution

- The district consists of two historic market towns, Brackley and Towcester, 96 villages and 78 parishes. Key services, facilities and employment are concentrated in the two market towns.\(^3\)

- Five villages are categorised as ‘Primary Service Villages' which are those with the highest levels of services and facilities\(^3\).

- Grange Park is within the South Northamptonshire district but in functional terms acts more as part of Northampton.

- The population is distributed across the district as follows:

<table>
<thead>
<tr>
<th>Town or village name</th>
<th>Population</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Market towns</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Towcester</td>
<td>9,932</td>
<td>26%</td>
</tr>
<tr>
<td>Brackley</td>
<td>14,161</td>
<td></td>
</tr>
<tr>
<td><strong>Primary Services Villages</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Middleton Chenney</td>
<td>4,076</td>
<td></td>
</tr>
<tr>
<td>Deanshanger</td>
<td>4,122</td>
<td>18%</td>
</tr>
<tr>
<td>Bugbrooke</td>
<td>2,952</td>
<td></td>
</tr>
<tr>
<td>Roade</td>
<td>2,619</td>
<td></td>
</tr>
<tr>
<td>Kings Sutton</td>
<td>2,407</td>
<td></td>
</tr>
<tr>
<td><strong>Secondary Services Villages</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Various</td>
<td>46,287</td>
<td>51%</td>
</tr>
<tr>
<td><strong>Sustainable urban extension to outskirts of Northampton</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grange Park(^4)</td>
<td>4,518</td>
<td>5%</td>
</tr>
</tbody>
</table>

1 Office for National Statistics Mid-Year Estimates 2017
2 Census 2011
3 South Northamptonshire Local Plan Part 2 (Draft, September 2018)
4 Further houses were completed at Wootton Fields on the outskirts of Northampton (in the NRDA) in early 2019, but occupation is not included in current midyear population estimates
Future population

- The Office for National Statistics projects that population within the district will increase by 9% over the next 10 years to 98,500 by 2029. This projection is largely based on past trends.

- Taking into account the ambitious housebuilding plans in the West Northamptonshire Joint Core Strategy (ICS) Local Plan (Part 1) forecasts population grown at 14% more than this (23% increase to a population of 110,700 by 2029).

- The ICS sets out that housing growth in South Northants will be focused around Towcester, Brackley and in the sustainable urban extensions (SUEs) on the edge of Northampton.

- Between 2011 and 2018, 3,098 new homes have been built in South Northants, these were in the following locations:
  - Towcester 362
  - Brackley 915
  - Rural Areas 1,821

- Between 2018 and 2029, it is anticipated 4,366 new homes will be built in South Northants, these will be in the following location:
  - Towcester 1,827
  - Brackley 1,233
  - Rural Areas 1,306

- Historically SUEs in the Northampton area have a much younger population profile compared to established populations.

- SUEs have tended to attract young families and fewer people aged 50 years and over compared to the rest of the district. This trend is anticipated to continue in the Northampton SUEs and those in Brackley and Towcester. This is important as many sports, particularly pitch based, tend to attract people aged under 45 years. Also the higher number of children and young people require good children’s play and youth facilities.

- The proportion of people over 65 within the population is already above average and this difference is projected to exaggerate over time which is displayed in Figure 1 below.

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**Old age dependency ratio - People of pensionable age per 1,000 people of working age**

Source: Old age dependence ratio, Office for National Statistics Mid-Year Estimates 2017
Socio-economic characteristics

In 2018, 83% of people aged 16–64 were in employment and the average weekly household income is £871 (annual income of £45,292). Despite the district generally being affluent, there is hidden poverty and disadvantage.

In August 2018, 22,703 people were in receipt of welfare benefits, including housing benefit and disability benefits such as PIP, DLA. Universal Credit (UC) was fully rolled out in the district in October 2018. By March 2019, 606 people were in receipt of UC, 359 of who were not in employment.

During 2018–19 the council paid Discretionary Housing Payments (DHPs) of approximately £500 per application to support 154 households, mainly with rent shortfalls because of the size criteria (bedroom tax) or discrepancies between the Local Housing Allowance rate and local private rents.

The Council has an in-house Money Advice Service that works with South Northants households in debt and/or experiencing financial difficulties, during 2018–19 the service dealt with 265 referrals.

Young People

In South Northants 6% of children live in low income families (compared to 14% across the county as a whole and 17% in England).

4.1% of school half days were missed by pupils due to absence, compared to 4.59% across the county and 4.65% nationally.

722 pupils are eligible for free school meals in South Northamptonshire.

30 children not in mainstream education receive a weekly physical activity programme in Towcester.

Older People

Kings Sutton and Blisworth are among villages within the county where there are a higher number of people with long-term limiting illness and disabilities. In addition, Kings Sutton is ranked as ‘Very High Risk’ and Blisworth is rated as ‘Medium’ risk on Age UK’s Risk of Loneliness map.

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5 ONS Crown Copyright Reserved Nomis 2018
6 Public Health Outcomes Framework fingertips.phe.org.uk/profile/public-health-outcomes-framework/data#page/1
gid/10000413/pat/696/par/E12000004/ati/101/are/E07000155
7 Northamptonshire Children’s JSNA 2015
8 Age UK Risk of Loneliness in England 2016 data.ageuk.org.uk/loneliness-maps/england-2016/
Access to services and facilities

Nationally access to services and facilities in rural areas is becoming difficult with ‘Walk-to’ rural facilities continuing to decline and other services centralising in urban locations which can be hard for rural residents to get to.

• In 2017/18 across England 290 bus services were reduced or withdrawn. In 2018/19, Northamptonshire County Council removed subsidies to over 30 bus routes including some that served South Northants.

• Community transport is an alternative to public transport. There are at least 6 community transport schemes covering South Northants. These currently focus on travel to and from medical appointments but can also help people to shop and use other essential local amenities such as a post office and bank.

• There are currently 21 youth clubs and groups within the district. Nine are run by churches, the others are volunteer led and affiliated to Northampton Association Youth Clubs (NAYC) and supported by the council. Clubs are reasonably spread throughout the district, though there are gaps in the parishes north of Brackley. During 2018 the Sport and Leisure Team attended approximately half of the clubs to deliver activities. We are looking to increase this reach.

• There are sports halls (either a council-owned leisure centre or a school with community access to leisure facilities) in Towcester, Brackley Roade, Deanshanger, Middleton Cheney, Bugbrooke and Grange Park. This means that almost all residents have access to a Pay & Play sports hall within 20 minutes-drive (this is dependent on access to a car).

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