

# Canterbury District Customer and Community Profile

People Places Prosperity

August 2017



# Executive Summary

The Customer and Community Profile (CCP) has been produced to help the Canterbury City Council, and its partners, understand the issues and needs of the people living in our district. It has been produced from a wide range of data sources and provides an evidence-base on which to develop future strategies and plans. It is a 'live' document and will be routinely updated to ensure the changing needs of the district are understood. If any information is out of date or you feel that there are issues that haven't been covered in the profile, please email [strategy@canterbury.gov.uk](mailto:strategy@canterbury.gov.uk)

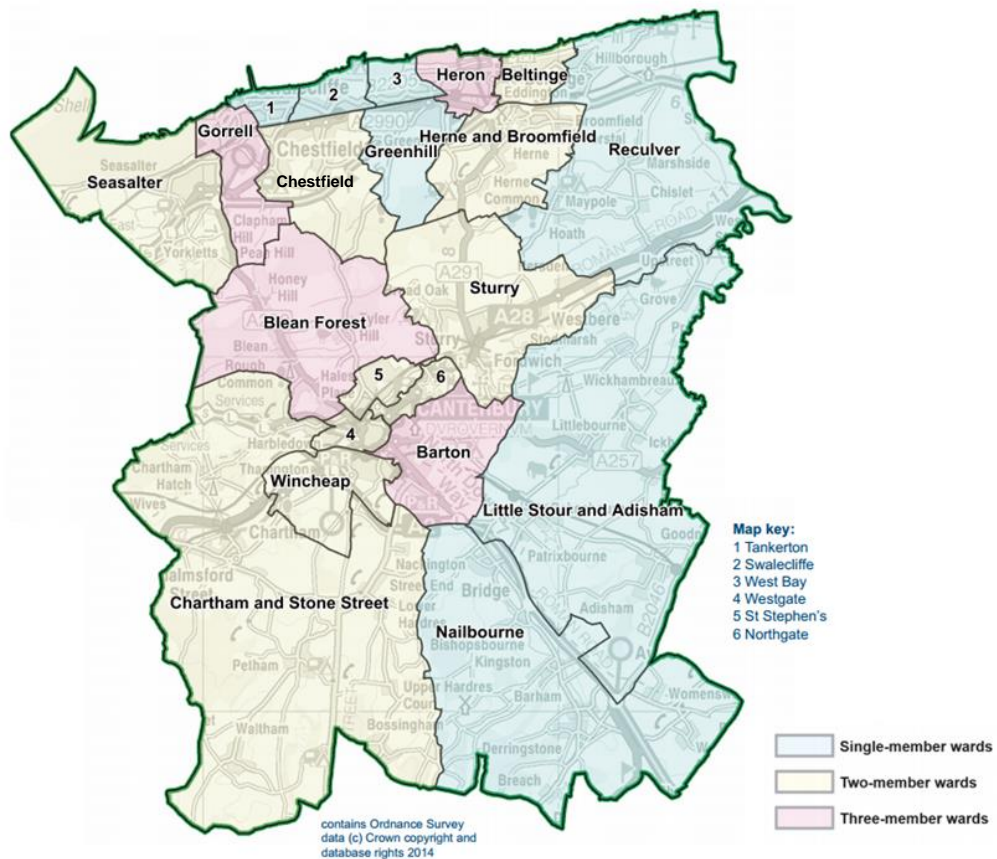
The profile is structured around three themes covering People (social), Places (environmental) and Prosperity (economic) but there is understandably cross over between these themes for example Housing issues cuts across the three themes.

We have also produced profiles of each area (Canterbury, Whitstable, Herne Bay and Rural) and a short profile of each new ward. At the time of writing most ward level data pre dates the 2015 ward boundary changes, so will be periodically updated as new data is published to reflect the changes to wards.

## Overview of the District

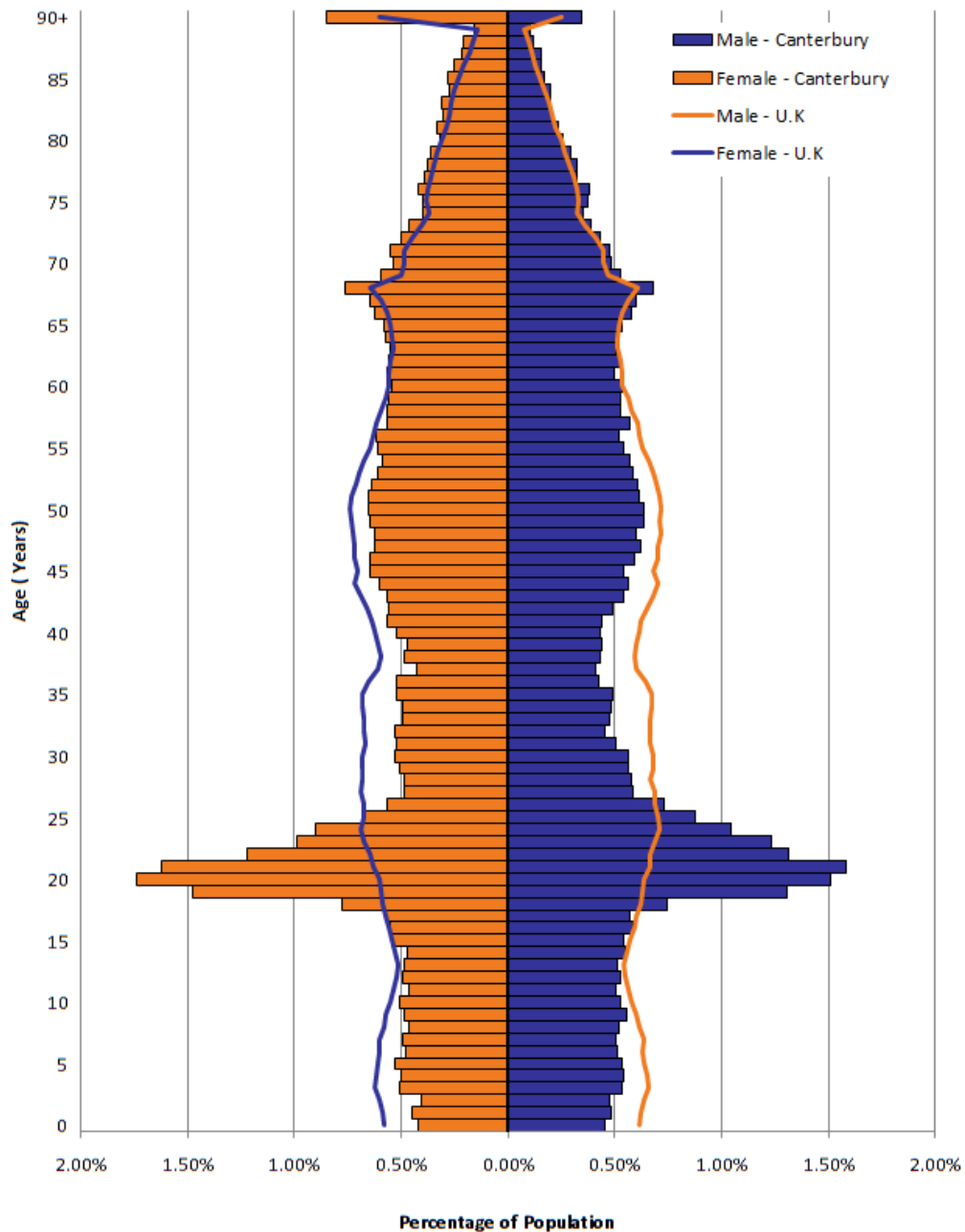
The Canterbury District covers an area of 30,885 hectares, split into 21 electoral wards represented by 39 councillors. The district has three main residential centres, Canterbury city, Whitstable and Herne Bay, as well large rural area consisting of 41 villages.

**Figure 0.1**  
Canterbury District – May 2015 Ward Boundaries



The City of Canterbury has a rich history and this is recognised through its UNESCO World Heritage Site status which includes Canterbury Cathedral, St. Augustine’s Abbey and St Martin’s Church. There are also over 3,600 listed buildings and more than 50 Scheduled Ancient Monuments. The District has a rich natural environment with 21.6km of coastline and diverse landscape including the Blean Woodland, the Stour valley and the Kent Downs Area of Outstanding Natural Beauty which makes up one third of the district.

**Figure 0.2**  
Population Pyramid for Canterbury District vs U.K<sup>1</sup>



<sup>1</sup> ONS Mid-Year Population Estimates 2015

## Key Facts and Figures

### People

- The Canterbury District has a population of 162,400 has the **second highest population** of districts in Kent
- The population is forecast to reach 196,500 by 2035
- Canterbury has a significantly higher number of 20-24 year olds reflecting its large student population consisting **29,400 students** studying at 3 universities in the city.
- In 2014 1 in 5 people were over 65 years old, this is estimated to increase to **1 in 4 residents by 2035.**
- In 2016 **residents' top 5 priorities** were:
  1. The level of traffic congestion
  2. Clean streets
  3. Quality of roads
  4. Affordable decent housing
  5. The level of crime and Anti-Social Behaviour
- In 2013-14, there was an estimated 2,346 residents suffering with dementia the highest number of any district in Kent. This figure is estimated to increase to 2,526 by 2017
- **Northgate** ward has the **highest number of children living in poverty** (40.6%) in the district
- Canterbury has the **2<sup>nd</sup> highest rate of children in care in Kent.**
- The lowest life expectancy for **males** is in Westgate at 75.3 years. For **females** the lowest life expectancy is in Wincheap at 81 years.
- 8.1% of women are smokers at time of delivery, now below the Kent and England rate of 11.4%.
- Rate of alcohol admissions to hospitals for under 18's is 60.9 per 100,000 population compared to 36.6 per 100,000 population for England and 34.5 per 100,000 population for the South East.
- The admission rate of women to hospital for alcohol-related conditions is 365 per 100,000 population, above both the regional (272 per 100,000 population) and national (306 per 100,000 population) levels.
- The Canterbury District has a **higher rate of drug admissions for under 18s** 1.9 (per 10,000 population) compared to 1.4 (per 10,000 population) for England.
- There is a **low rate of mothers initiating breast feeding with** 74.9% of mothers in the district initiating breastfeeding within 48 hours of delivery, although above the England rate, 74.3%, it is below the South East rate, 78.0%.
- 56% of Canterbury District CAB clients helped in 2014 had a disability/long-term health problem. Furthermore a survey of Canterbury Food Bank users showed that two thirds of Food Bank users were disabled/had a long-term health condition.
- 1,180 residents claim Disability Living Allowance for mental ill health, and a further 300 residents claim Personal Independence Payment for mental ill health
- The rate of admissions to hospital for self-harm is 261.3 per 100,000 population, significantly worse than the England average 191.4 per 100,000.
- Across all ages and areas, the level of crime and ASB was in the top 3 things which make somewhere a good place to live.

- The lower quartile house price to income ratio in Canterbury is **13 : 1**
- The most deprived LSOA in the district falls within Wincheap ward, and is in the 20% most deprived areas in the country, along with 9 other LSOA's in the district.
- 13.6% of all households in the district are in fuel poverty, the 4<sup>th</sup> highest rate in Kent.
- 66% of people with a long term health problem or disability have access to the internet, compared to 92% of people with no long term health problems or disability.
- Heron has the highest rate of unemployment with **2.8%** of residents claiming JSA. This is followed by Northgate with 2.4% of residents.



## Places

- Canterbury District has 15 nationally important Sites of Special Scientific Interest (SSSIs) and 49 Local Wildlife Sites of county importance.
- The Canterbury has **10 LSOAs** in the 20% most deprived in the country. These pockets of deprivation are in Wincheap (1), Northgate (2), Barton (1), Seasalter (1), Gorrell (1), Greenhill and Eddington (1) and Heron (3).
- Visitors to Canterbury district were estimated to contribute £453,865,700 in economic impact in 2015 and the visitor economy is estimated to have supported 9,378 jobs.
- Marshside (pre 2015 ward boundaries) is the 8th most vulnerable to fuel poverty in Kent.
- The contractors and community regularly clean the beach and help collect around 300 tonnes of waste per year.
- Canterbury district is the **12<sup>th</sup>** most likely to flood out 317 local authorities nationally.
- In the winter of 2013/14 over 24,000 sand bags and 16 pumps were distributed as part of the emergency response to prevent and alleviate flooding.
- 63.2% of working people in the district commute to work by car or van. Of these just 7.7% were passengers, suggesting low levels of car sharing.
- **87.67%** of households have access to one or more cars. There are 73,800 cars or vans owned by 60,800 households in the district, this is an increase in car or van ownership of 15.3% since 2001.
- Canterbury district has the highest proportion of trips to work on foot or by bicycle in Kent with **18.5%** of people walking or cycling.
- Bus usage has increased from 4.5m passengers in 2004 to 9.5m passengers in 2009.
- It is calculated that the Park and Ride scheme has saved **8.5 million** car journeys between 1992 and 2014.
- The number of train journeys to and from Canterbury, Herne Bay and Whitstable has increased from 1.2 million in 2008 to 1.5 million in 2011.
- The 8.2% of rural residents and 17.25% of elderly rural residents over 65 years of age do not have access to a car or van can be significantly disadvantaged as public transport in the rural areas is limited.

## Prosperity

- Between 2009 and 2014 the number of part-time employees increased by 2,200, compared to just 300 full-time employees
- The estimated economic impact of the University of Kent and Canterbury Christ Church University is over **£1.1billion** per annum.
- The average weekly wage for someone working in Canterbury district during 2015 was £380.20
- The wage gap between Canterbury residents and Canterbury workers (£46.30) at its lowest since 2010.

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# People

## 1.1 Introduction

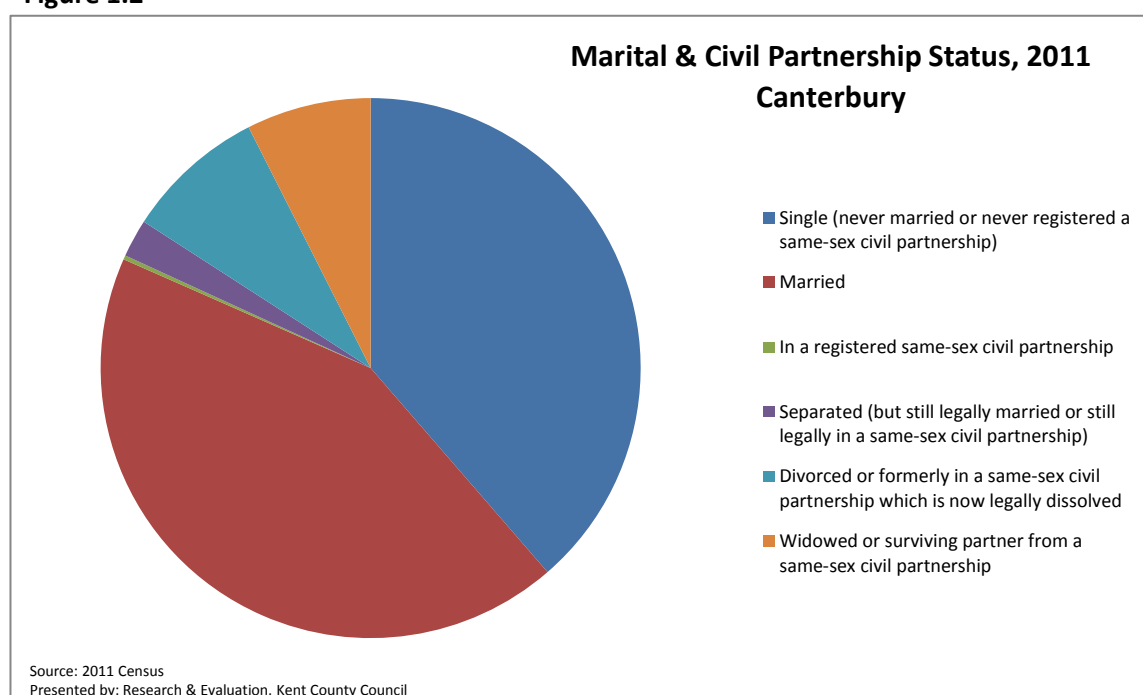
With a population estimated at 162,400,<sup>2</sup> up 4,800 from 2014<sup>3</sup>, Canterbury has the second largest population in Kent behind Maidstone. 51.2% of the district are female, and the population density is 518 people/km<sup>2</sup>, which is the highest of all of Canterbury's geographical neighbours, except Thanet.

**Figure 1.1**

Population forecasts for Canterbury District 2016-2035<sup>4</sup>

Year	Total	0-15		16-64		65+	
2016	162,400	25,600	15.8%	104,200	64.2%	32,600	20.1%
2020	170,800	27,500	16.1%	107,900	63.2%	35,400	20.7%
2025	180,300	29,200	16.2%	111,700	62.0%	39,500	21.9%
2030	189,800	30,300	16.0%	114,900	60.5%	44,600	23.5%
2031	191,600	30,600	16.0%	115,300	60.2%	45,700	23.9%
2035	196,500	31,000	15.8%	116,000	59.0%	49,500	25.2%

**Figure 1.2**



<sup>2</sup> ONS 2015 Mid-Year Population Estimates - [Link](#)

<sup>3</sup> ONS 2014 Mid-Year Population Estimates - [Link](#)

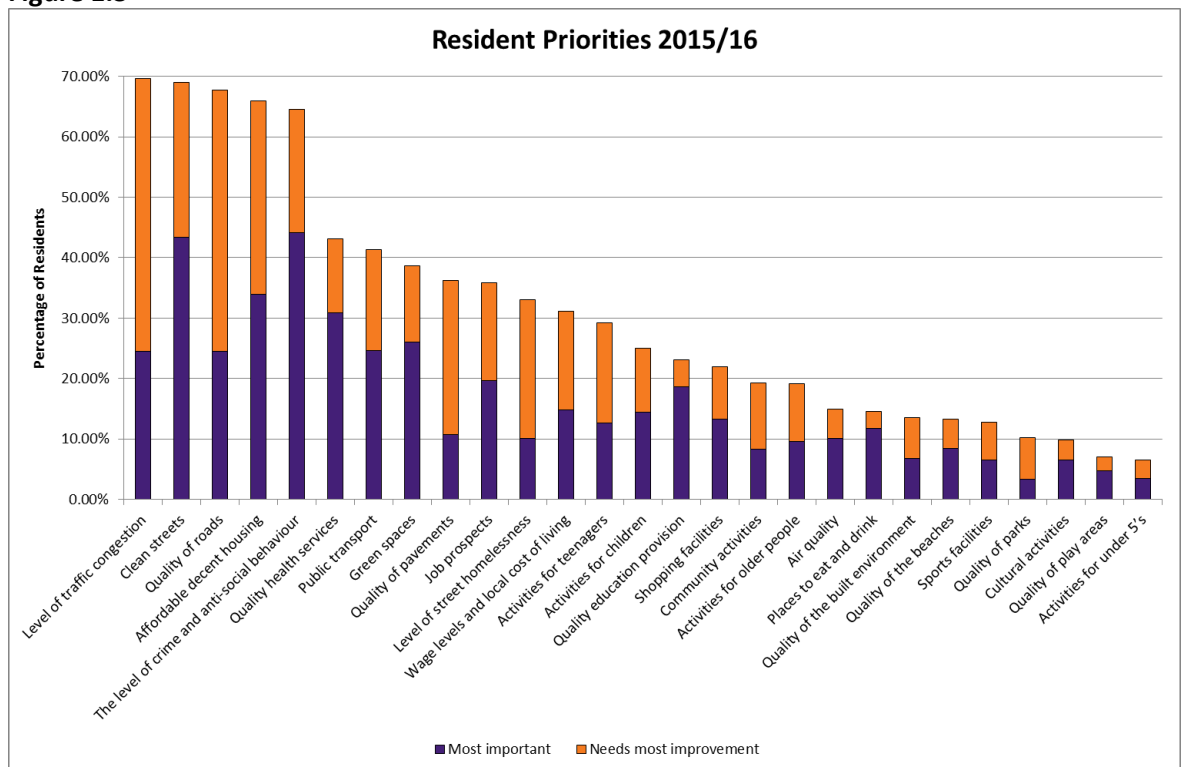
<sup>4</sup> KCC Strategy Forecasts – October 2014 Business Intelligence, Kent County Council

### 1.1.1 Resident priorities

When asked, residents told us that their top 5 priorities are: the level of **crime and Anti-Social Behaviour**, **clean streets**, **affordable decent housing**, **quality health services** and **green spaces**<sup>5</sup>

Below is a chart from our 2015/16 Residents Survey, which shows the priorities for people living in the district. The purple/blue bars represent the percentage of residents who agreed that the activity was one of the most important things in making somewhere a good place to live, and the orange bars represent the percentage of residents who agreed that the activity was one of the things need most improving across the district.<sup>5</sup>

Figure 1.3



## 1.2 Students

Canterbury has **29,400** students studying at 3 universities across the city<sup>6</sup>

Canterbury has 3 universities, the University of Kent, Canterbury Christ Church University and the University of Creative Arts.

Of the 29,400 students studying in Canterbury, data from the universities suggests that 16,300 students study full-time and have moved into Canterbury, therefore are in need of accommodation. Within those 16,300 students, around 45 per cent of students can be accommodated by the universities, leaving approximately 9,000 students requiring accommodation in the private rented sector in the city. Most of these students will live in

<sup>5</sup> 2015/16 Canterbury City Council Residents Survey

<sup>6</sup> 14/15 University Data

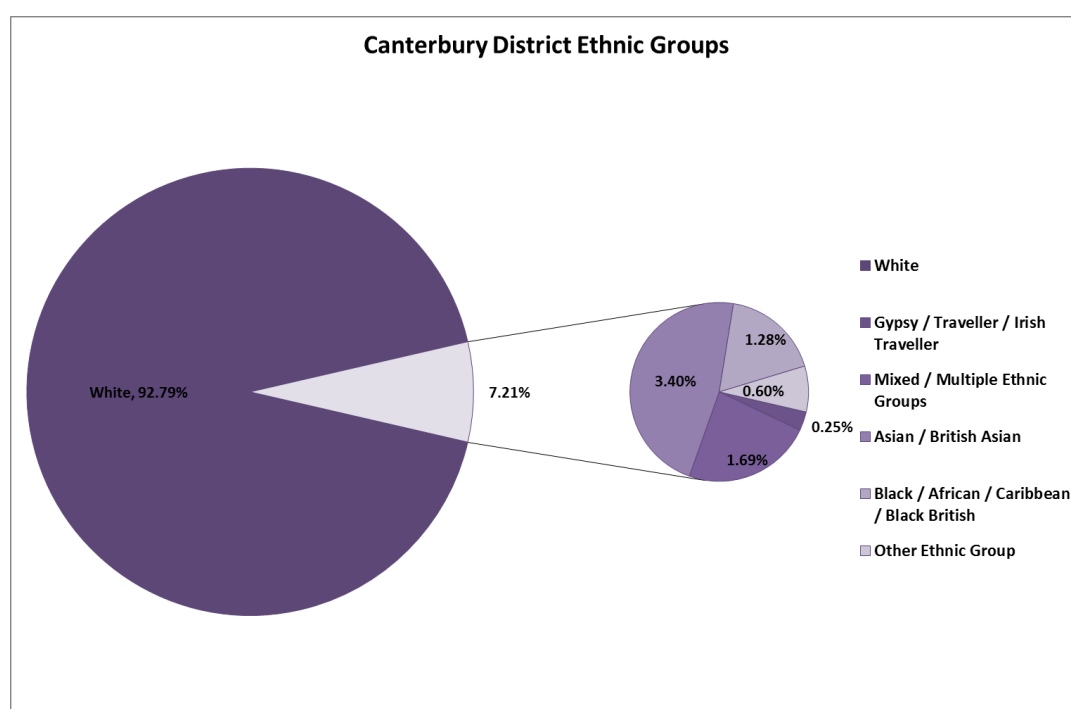
shared houses within existing communities.<sup>7</sup> There are also 8,200 students studying a mixture of Further and Higher Education courses at Canterbury College.

In the last decade development by the universities and private investors has increased the amount of purpose built student accommodation to around 7,600 bed spaces in the city, which should begin to reduce the pressure on family housing in the city.

### 1.3 Ethnicity and Religion

The largest ethnic group in the district is White-British (92.8%) a further 4.4% are non-UK born residents of white origin and 3.4% class themselves as Asian or British Asian. A significant proportion of non-UK born residents in Canterbury are thought to be students.

Figure 1.4



<sup>7</sup> CCC – HEFE Review 2017

**Figure 1.5**  
Length of residence in the UK<sup>8</sup>

Length of residence in the UK	Canterbury City		England	
	Number	% of all people	Number	% of all people
All People	151,145	100%	53,012,456	100%
Born in the UK	134,587	89.0%	45,675,317	86.2%
Born outside the UK	16,558	11.0%	7,337,139	13.8%
<i>Resident in UK: Less than 2 years</i>	<i>3,952</i>	<i>2.6%</i>	<i>928,025</i>	<i>1.8%</i>
<i>Resident in UK: 2 years or more but less than 5 years</i>	<i>2,821</i>	<i>1.9%</i>	<i>1,170,307</i>	<i>2.2%</i>
<i>Resident in UK: 5 years or more but less than 10 years</i>	<i>2,793</i>	<i>1.8%</i>	<i>1,521,867</i>	<i>2.9%</i>
<i>Resident in UK: 10 years or more</i>	<i>6,992</i>	<i>4.6%</i>	<i>3,716,940</i>	<i>7.0%</i>

Below in Figure 1.6 is data about non-UK born students for Kent. It is assumed that the majority of students in Kent are based in Canterbury due to the number of universities in the city compared with the rest of Kent.<sup>9</sup>

**Figure 1.6**  
First Year Overseas students studying in Kent in 2010/11 to 2012/13<sup>10</sup>

	2010/11		2011/12		2012/13	
	No.	%	No.	%	No.	%
Other European Union	1,050	6.6	1,200	6.8	875	5.9
Asia	855	5.3	1,105	6.3	820	5.5
North America	260	1.6	360	2.0	375	2.5
Africa	195	1.2	195	1.1	210	1.4
Middle East	130	0.8	165	0.9	140	0.9
Other Europe	75	0.5	105	0.6	100	0.7
South America	10	0.1	20	0.1	25	0.2
Australasia	5	0.0	10	0.1	10	0.1
Non-European Union unknown	0	0.0	0	0.0	5	0.0
<b>Total overseas students</b>	<b>2,580</b>	<b>16.1</b>	<b>3,160</b>	<b>17.9</b>	<b>2,560</b>	<b>17.3</b>
Total	15,995		17,615		14,825	

The overall number of overseas students studying in Kent decreased in the last year by 600 (down 19.0%). However, the proportion of overseas students has only fallen slightly; 17.3% compared to 17.9% the previous year.

<sup>8</sup> Source: 2011 Census Table QS803EW

<sup>9</sup> Kent Universities: **University of Kent** in Canterbury, Chatham and Tonbridge, **Christ Church University** in Canterbury, Broadstairs and Tunbridge Wells, **Hadlow College** and **West Kent College** both in Tonbridge, the **University of the Creative Arts** in Canterbury, Rochester and Maidstone, and **Imperial College London** in Ashford.

<sup>10</sup> Origin and destination of Graduates in Kent 2014 – KCC business intelligence

This means that overseas students continue to represent roughly 1 in 6 of all those studying at higher education establishments in Kent.

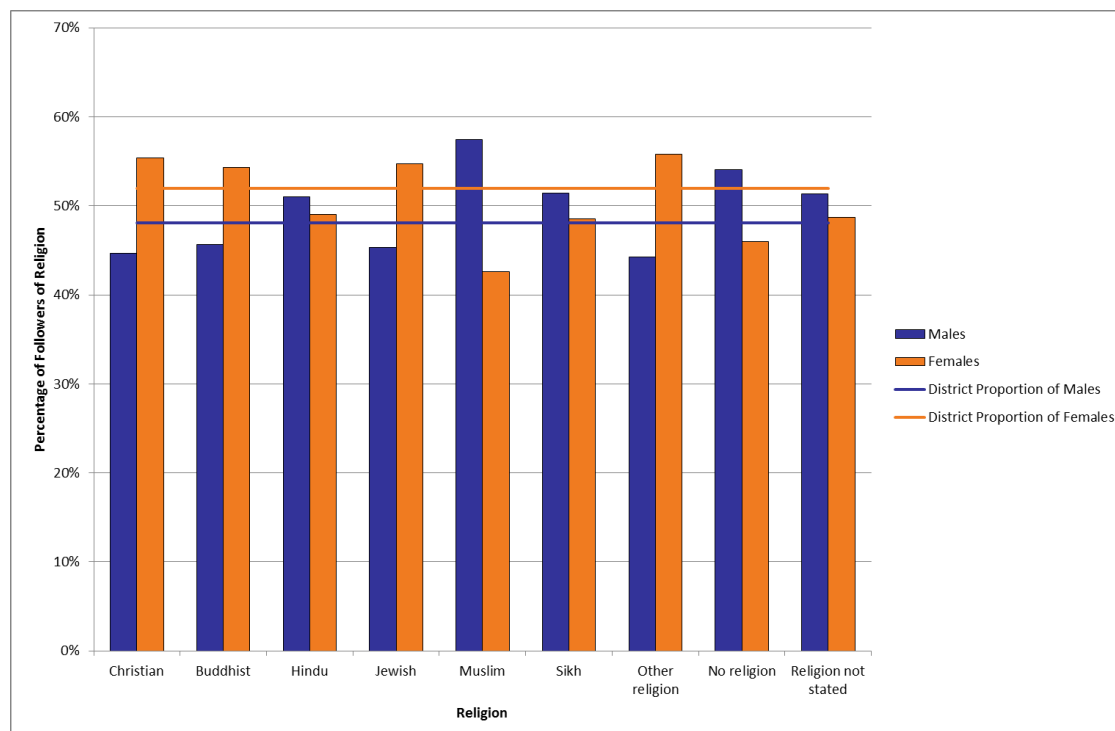
Although overall numbers have fallen, particularly from Other EU Countries and Asia, there have been slight increases in the numbers coming from North America (+15) and Africa (+15).<sup>11</sup>

**Figure 1.7**

Religion by age group, 2011 - Canterbury District<sup>12</sup>

	0-15		16-64		65+	
	Number	%	Number	%	Number	%
ALL PEOPLE	25,174	16.7%	97,526	64.5%	28,445	18.8%
Christian	14,048	15.4%	54,095	59.4%	22,979	25.2%
Buddhist	96	10.9%	736	83.6%	48	5.5%
Hindu	151	14.3%	872	82.7%	32	3.0%
Jewish	30	11.2%	189	70.8%	48	18.0%
Muslim	273	14.9%	1,525	83.0%	40	2.2%
Sikh	35	14.3%	207	84.5%	3	1.2%
All other religions	49	6.4%	654	86.1%	57	7.5%
No religion	8,388	19.5%	31,840	73.8%	2,889	6.7%
Religion not stated	2,104	17.7%	7,408	62.5%	2,349	19.8%

**Figure 1.8**



<sup>11</sup> Origin and destination of Graduates in Kent 2014 – KCC business intelligence

<sup>12</sup> Source: 2011 Census Table DC2107EW

## 1.4 Age

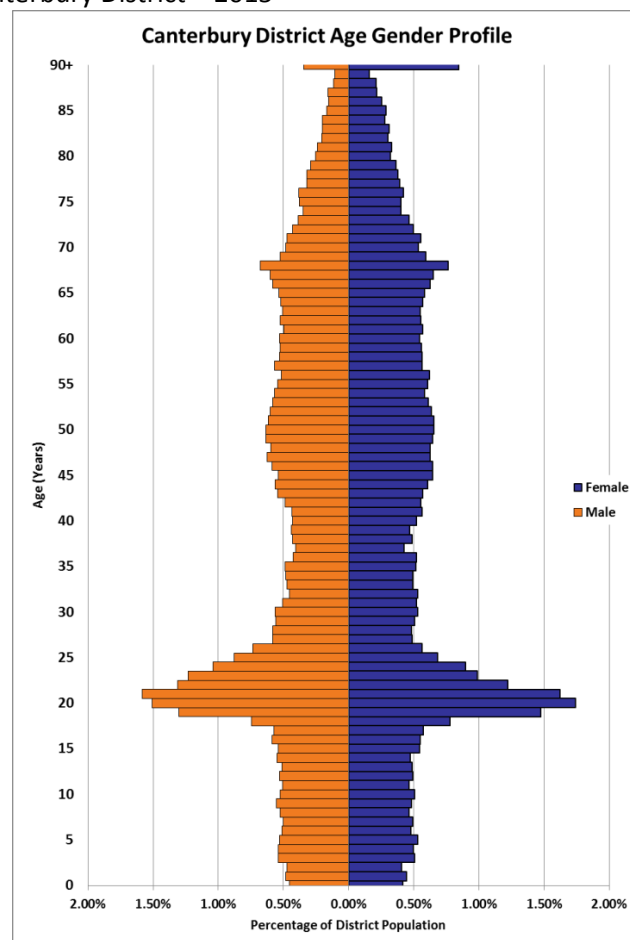
By 2033 it is estimated that **1 in 4** residents will be **over 65**

The mean average age of the district is 40, yet there is a significant elderly population. In 2014 **20% of residents were over the age of 65** which is comparable with the Kent and South East average. However, population forecasts expect this to be as high as 25.5% by 2034, of which the majority will be over 75 years old.<sup>13</sup>

Furthermore, 31% of pensioners (around 9,000 people) **live alone** in our district, and in Northgate the rate is 49%.<sup>14</sup> There are also a large number of residents between the ages of 16-24, 19.5% of the population. This is linked to the 29,400 students<sup>15</sup> currently studying at one of the four Universities in the city.

The latest population estimates<sup>2</sup> indicate that the district has a negative natural change rate, with more people dying than being born. This means that the net increase of 2,400 people is due to migration, both internal and international. The district actually has the net highest level of international migration in Kent, most likely due to the international students attending the University of Kent.

**Figure 1.9**  
Population Pyramid for Canterbury District – 2015



<sup>13</sup> KCC Business intelligence

<sup>14</sup> ONS – 2011 Census

<sup>15</sup> Source: University data for 2014/15



## 1.5 Older people

### 1.5.1 Life expectancy from the age of 65:

As the population ages the need for health care increases as people are living longer and managing better with long term conditions

The proportion of the Canterbury district population aged over 65 is 20.0% with 3.1% over the age of 85. These are both higher than the averages for Kent at 19.5% and 2.6% respectively.<sup>2</sup>

By 2034, the proportion of residents in the district is expected to be over 25%. In some wards, such as Tankerton, the proportion of residents over 65 is already over 30%.

When asked “What are the most important things in making somewhere a good place to live?” Activities for older people came 19<sup>th</sup> out of 27 activities. It was 16<sup>th</sup> out of 27 for “Things that need most improving”.

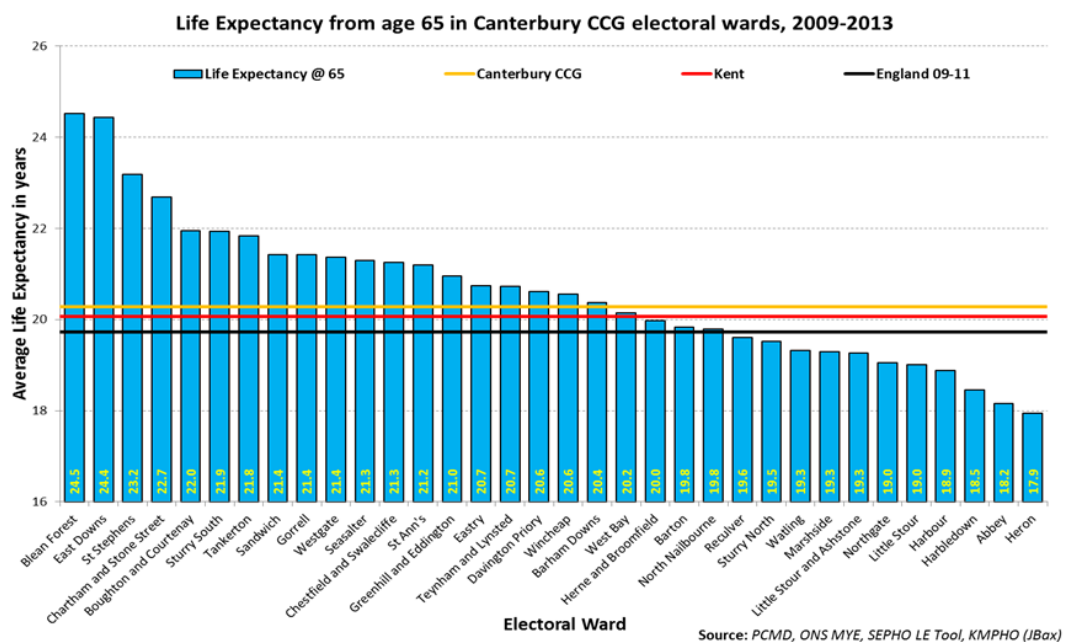
However, for over 65’s it was the 10<sup>th</sup> most important thing in making somewhere to live, and 8<sup>th</sup> for “Needs most improving”.<sup>5</sup>

Men in the district who reach 65 years can expect to live a further 19.2 years compared to 18.9 years for Kent, whereas women can expect to live a further 21.3 years, the same as the Kent.<sup>16</sup>

Canterbury & Coastal CCG has the third highest life expectancy at 65+ of all CCGs for the years 2009-2013. There are 20 wards in the CCG with a life expectancy greater than that for Kent.<sup>17</sup>

**Figure 1.10**

Note the Canterbury district wards are pre-May 2015 wards



<sup>16</sup> Public Health England Older People’s Health and Wellbeing Profile - [Link](#)

<sup>17</sup> Canterbury and Coastal Clinical Commission Group Area (Public Health England)- [Link](#)

### 1.5.2 Falls in the over 65's

In the 2015/16 the rate of falls which resulted in a hospital admission was around 1,716 (per 100,000 population over 65) in the Canterbury significantly down from 2014/15 when there was 1,994 falls per 100,000 population, and much lower than the Kent rate (2,164 per 100,000 population).<sup>18</sup>

Ambulances needed following a fall account for 10-25% of all call outs. Hip fractures in over 65s are at a slightly higher rate in Canterbury compared to Kent and England, (591 per 100,000 population vs 582 and 589 respectively).<sup>19</sup>

Fall hazards include:

- Poor lighting
- Worn stairs internally and externally
- Trip hazards
- Difficulty getting in and out of the bath.
- Excess cold

A briefing paper produced by the Buildings Research Establishment (BRE) was written in 2015 to update “The real cost of poor housing 2010”. Based on the 2011 English Housing Survey and 2011 indicative NHS costs, the paper widens the definition of ‘poor housing’ to include sub-standard housing and includes the estimated cost of poor housing on the NHS to provide economic justification for investing and improving the existing housing stock.

The costs of falls to the NHS features high on the list and are categorised as: Falls on stairs, falls on the level, falls between levels and falls-baths (in order of frequency).<sup>20</sup>

### 1.5.3 Dementia

In the Canterbury and Coastal CCG, there are 1,986 people diagnosed with dementia, of which 98.7% of sufferers are over 65. The prevalence of dementia in the CCG is higher than both the South East and England rates.<sup>21</sup>

According to Public Health England 66.4% of people with dementia over the age of 65, die in a care home in the Canterbury and Coastal CCG, compared to 59.2% for the rest of England and 64.0% in the South East area.<sup>22</sup>

In 2013-14, there was an estimated 2,346 residents suffering with dementia the highest number of any district in Kent. This figure is estimated to increase to 2,526 by 2017<sup>23</sup>

<sup>18</sup> Public Health England – Adult Social Care profile - [Link](#)

<sup>19</sup> Public Health England Older People’s Health and Wellbeing Profile - [Link](#)

<sup>20</sup> BRE Trust – The cost of poor housing to the NHS - [Link](#)

<sup>21</sup> Public Health England Dementia Profile - [Link](#)

<sup>22</sup> Public Health England Older People’s Health and Wellbeing Profile - [Link](#)

<sup>23</sup> Kent Public Health Observatory JSNA Dementia - [Link](#)

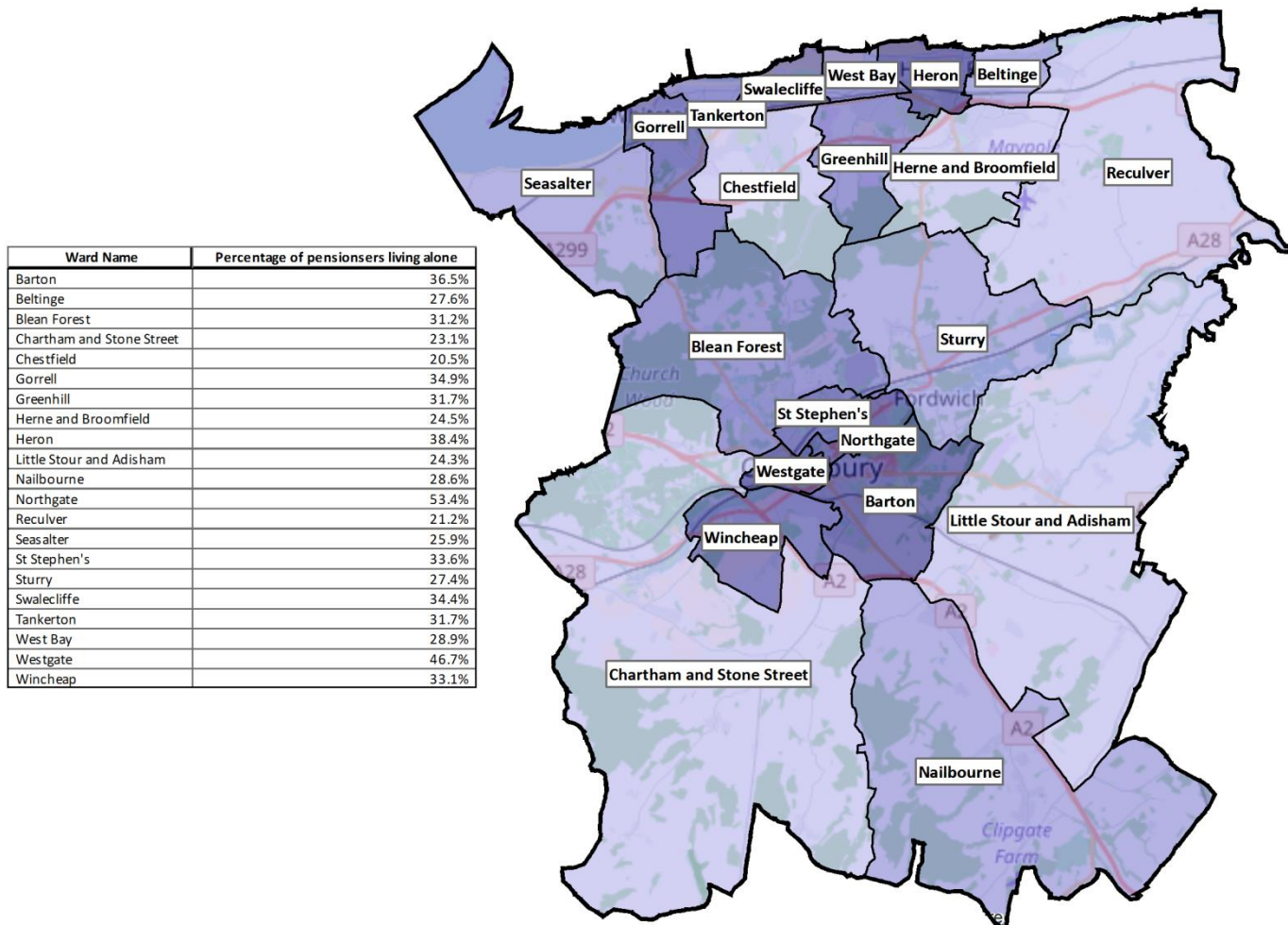
### 1.5.4 People at risk of loneliness

Loneliness is by definition an isolating experience, and this can make it difficult to identify people experiencing it. Factors causing loneliness included lack of affordable or accessible transport, living in an urban area with a high population turnover or not living near family. Life events, traumas and transitions were also regularly cited as leading to loneliness, particularly those suffering bereavement or becoming a care giver.

Finally, being childless, living on a low income, experiencing poor health and poor mobility, and the loss of our sight and/or hearing can also increase our risk of loneliness.

Below is a map which shows the rate of pensioners living alone in the Canterbury district – note that the two areas with the most pensioners living alone are in the Canterbury city urban centre. Both have a high turnover of residents (partially due to students) which is a factor in the risk of loneliness.

**Figure 1.11**  
Percentage of Pensioners Living Alone



Furthermore when asked “How strongly do you feel part of a community?” 51.7% of residents replied “Fairly” or “Very”, but drops to just 33.6% or residents in St Stephens, 35.0% in Chartham and Stone Street and 37.0% in Wincheap.

### 1.5.5 Malnutrition

Across the UK 1 in 10 over 65 year olds are malnourished. Of those 93% are in the community. When surveyed 60% of carers worry about this.

Research from 2009-10 found that a quarter of a million untouched meals were binned in **Kent** hospitals in one year costing the NHS £600,000 and leading to concerns that patients may suffer from malnutrition even when in hospital care.

## 1.6 Children and Young people

### 1.6.1 Child poverty

According to Public Health England 16.6% of children under 16 in the district are estimated to be in child poverty. Although this is lower than the England rate (18.6%) it is higher than the regional rate (13.7%) and still equates to 3,875 children.<sup>24</sup>

However, End Child Poverty report that after housing costs 23.8% of children in the district are in poverty, around 5,500 children. In Northgate, it is estimated that 40.6% of children live in poverty.<sup>25</sup> They also suggest that nationwide, 63% of children living in poverty come from working families.

The Northgate ward has the highest percentage of children living in poverty in the Canterbury district (40.6%) which is the 15th highest out of all the wards in Kent<sup>25</sup>.

Of the 4,480 children living in poverty 3,150 come from a lone parent household and 1,325 from a 2 parent home. Of the total 1,000 children come from households with 4 or more children which along with Thanet and Swale is the highest number of 'larger' families living in poverty in Kent.

### 1.6.2 Children in care

Canterbury has the 2<sup>nd</sup> highest rate of children in care in Kent<sup>26</sup>

Canterbury has 100.69 looked after children per 10,000 child population, the 2<sup>nd</sup> highest in Kent (after Thanet) and the number is rising.<sup>27</sup>

The CT6 area (Herne Bay) has the second highest number of registered foster carers in Kent behind CT9 (Margate). The rest of the east Kent area also has higher numbers of foster carers than mid-Kent and west Kent, suggesting that it is a particular problem for East Kent.<sup>28</sup>

<sup>24</sup> Public Health England Children and Young People's Health - [Link](#)

<sup>25</sup> End Child Poverty 2016 - [Link](#)

<sup>26</sup> Kent Public Health Observatory JSNA on Children in Care - [Link](#)

<sup>27</sup> Kent Public Health Observatory – Children Canterbury - [Link](#)

<sup>28</sup> [KCC Sufficiency Strategy 2015-18](#)

**Figure 1.12**  
Children in Care – Canterbury District and KCC

	March 2010	March 2011	March 2012	March 2013
<b>Number in Canterbury</b>	89	104	115	130
<b>Per 10,000 child population (Canterbury)</b>	30.8	36.0	39.8	45.1
<b>Per 10,000 child population (Kent)</b>	47	54	56	56

### 1.6.3 Youth education and unemployment

Canterbury has the lowest rate of **youth** (18-24) unemployment in Kent at just over with just 1.1% of young people in the area claiming JSA (or Universal Credit), compared to 2.6% across Kent and Medway.<sup>29</sup> However, residents still see ‘Quality education provision’ as a high priority, ranking 8<sup>th</sup> out of 28 for “What makes an area a good place to live?” and people aged 26-54 (i.e. those most likely to have school age children) ranked it 5<sup>th</sup>. Overall it ranked 22<sup>nd</sup> of things that need most improving in the district.<sup>30</sup>

### 1.6.4 Childhood obesity

In Canterbury district the number of children who are overweight or obese at both Reception and Year 6 is lower than across England. However, compared with the South East, Canterbury has a higher rate of children who are obese at Reception and Year 6, as shown in Figure 1.13.<sup>31</sup>

**Figure 1.13**  
Child Obesity at Reception and Year 6

	Indicator	Canterbury	South East	England
<b>Reception</b>	Overweight (including obese)	20.0%	20.3%	21.9%
	Obese	8.6%	7.9%	9.1%
<b>Year 6</b>	Overweight (including obese)	33.1%	30.1%	33.2%
	Obese	17.6%	16.4%	19.1%

The areas in Canterbury & Coastal CCG with the highest levels of obesity are mainly in the central Canterbury wards. There is a noticeable relationship between deprivation and high levels of obesity prevalence in England with prevalence in the most deprived 10% of the population being approximately twice that of the least deprived 10% (HSCIC, NCMP). Little Stour (Pre 2015 Ward) and Northgate wards have high obesity prevalence in both year groups.<sup>32</sup>

<sup>29</sup> Unemployment in Kent, January 2017 Business Intelligence, Kent County Council

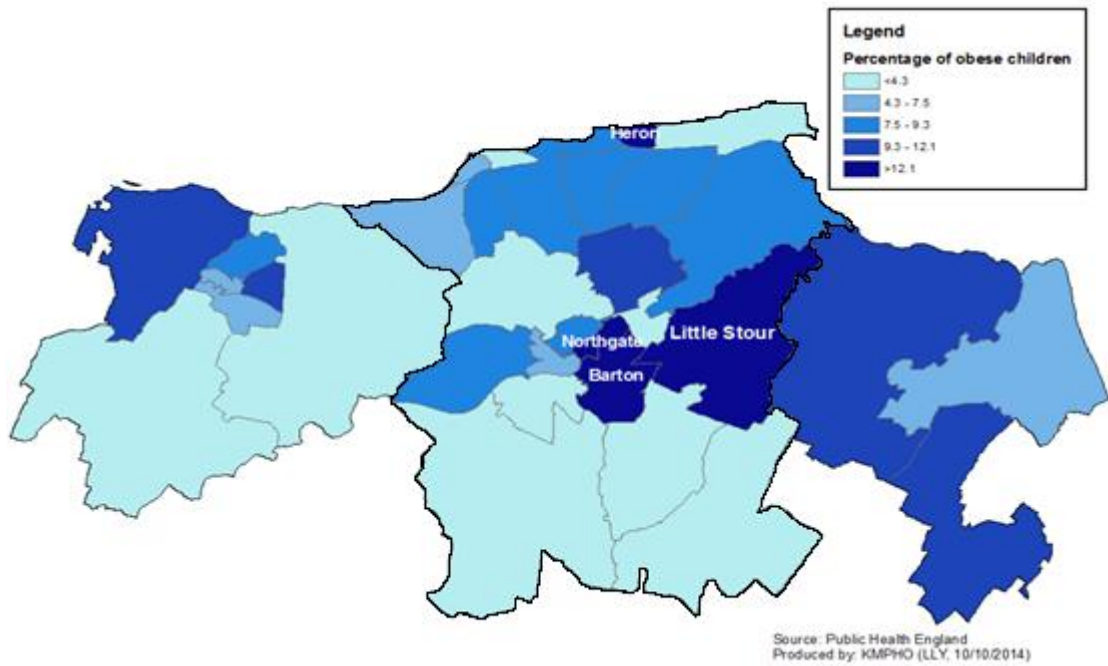
<sup>30</sup> 2014/15 Canterbury City Council Residents Survey

<sup>31</sup> Public Health England NCMP Local Profile - [Link](#)

<sup>32</sup> National Child Measurement Programme (NCMP)

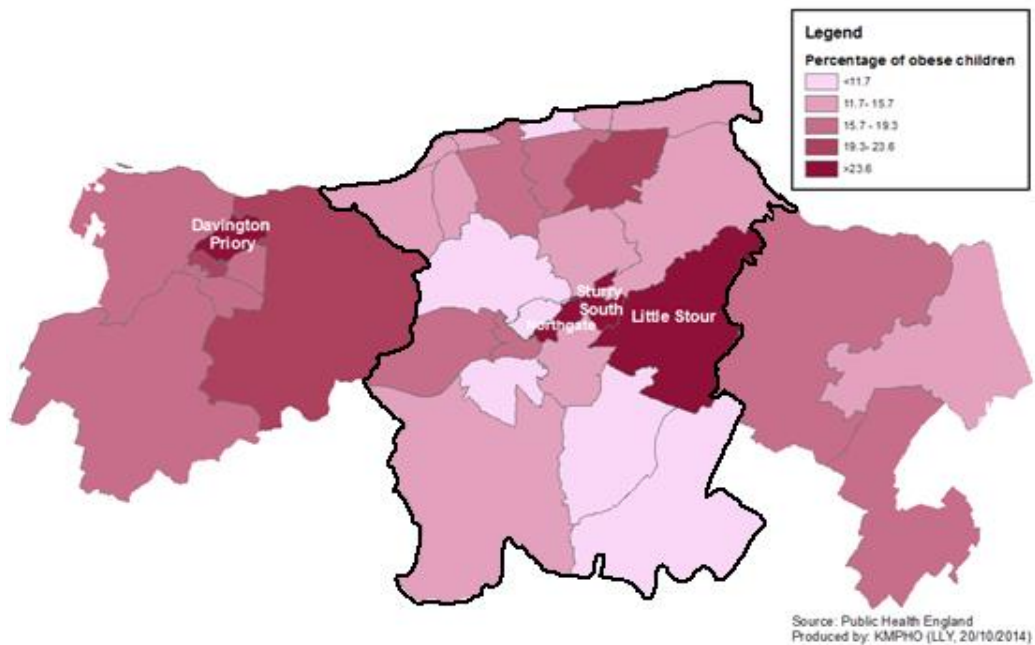
**Figure 1.14**

Reception Year Obesity Prevalence 2012/13



**Figure 1.15**

Year 6 Obesity Prevalence 2012/13



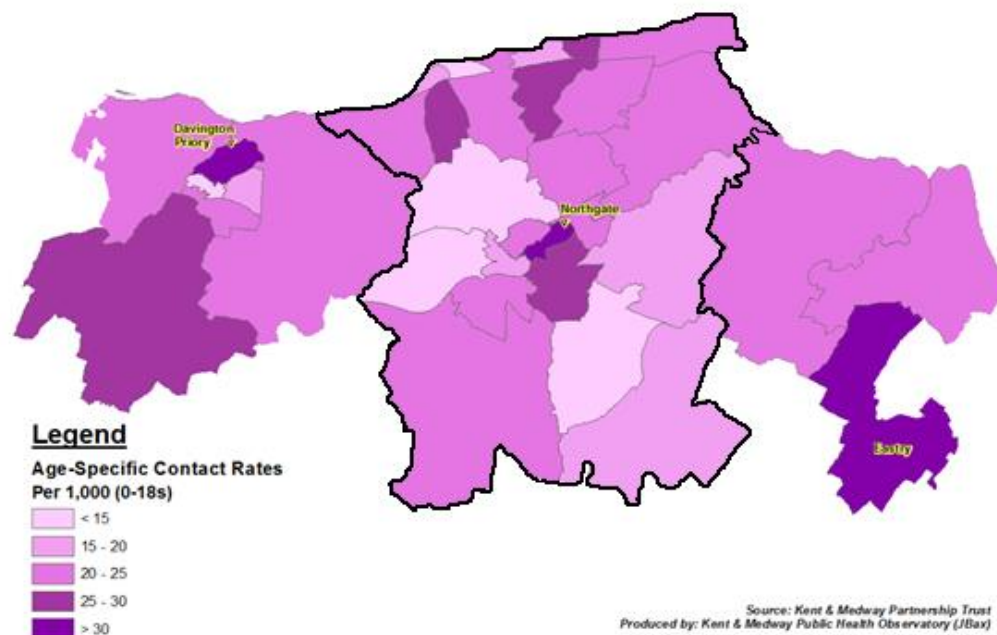


### 1.6.5 Child Mental Health

Overall Canterbury & Coastal CCG had a child admission for mental health rate of 91.1 per 100,000 in 2014/15.<sup>33</sup> The rate for England is 87.4 per 100,000.

Northgate has the highest rate of contact for children and young people with mental health services

**Figure 1.16**  
Age-specific 0-18s CAMHS contact rates 2010/11



### 1.6.6 Teenage conception

Canterbury's teenage (under 18's) conception rate is 18.8 per 1,000 conceptions. Lower than the England average of 22.8 per 1,000 and the Kent average of 22.2 per 1,000.<sup>34</sup>

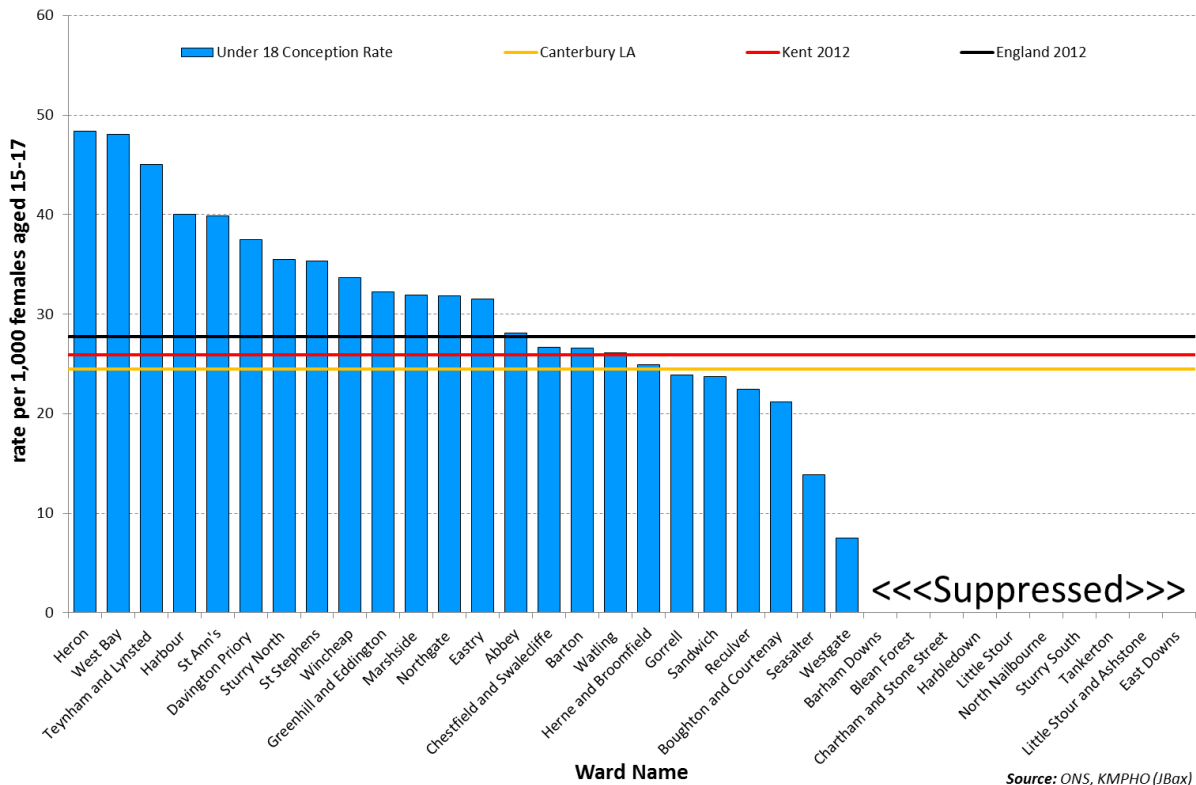
For the period 2010 – 2012 (pooled data) the Canterbury & Coastal CCG area had 14 wards with a higher teenage conception rate than England and Kent (data for 2012). To protect confidentiality all counts and rates based on fewer than 5 occurrences have been suppressed. Of the top 5 wards with the highest teenage conception rate in the Canterbury & Coastal CCG area two were in Herne Bay and one was in Whitstable.

<sup>33</sup> PHE Child Health Profile - [Link](#)

<sup>34</sup> PHE Health profile 2014



Figure 1.17



### 1.6.7 Youth crime

The number of first-time entrants to the Youth Justice System has been falling over the years of comparison against Kent. 65% of first-time entrants from Canterbury district are male compared to 71% across all Kent districts.

Three types of offences most frequently committed by children and young people (both males and females) in the county between October 2013 and September 2014 are:

- Violence against the Person: 24.4%
- Theft and Handling of Stolen Goods: 23.6%
- Criminal Damage: 14.2%

Activities for children is seen as an important activity for local residents, ranking it 12<sup>th</sup> out of 27 in “What makes somewhere a good place to live”, and activities for teenagers ranks 14<sup>th</sup>.

However, under “What needs most improving”, activities for teenagers ranks 9<sup>th</sup> out of 27, but activities for children ranks 15<sup>th</sup>.<sup>5</sup>

## 1.7 Health

Inequalities-in-health is primarily a socio-economic relationship. The poorer people are, the greater the likelihood of early onset disability, chronic disease and a shorter life span. In contrast, those who are of a higher socio-economic status are expected to have a much greater disability-free life span and live a lot longer.

People with low socio-economic status are at greater risk of behaviours causing ill health. They will have higher smoking rates, a poorer diet; have less opportunity to take part in social activities and poorer mental health. Whilst it is undeniable that individual behaviour is a significant driver of ill health, it is wrong to attribute all causes of premature poor health and early death to personal behaviour. If such behaviour was eliminated, people with the lowest socio-economic status would certainly live longer, but would continue to die prematurely relative to the mainstream society.

### 1.7.1 Life Expectancy

The average life expectancy for residents of Canterbury district is 80.3 for men and 83.5 for women. This compares well with the average for England which is 79.4 for men and 83.1 for women.<sup>35</sup>

Within the district the highest life expectancies can be found in Blean Forest (83 years for men and 88.1 years for women). The lowest life expectancies can be found in Westgate where the life expectancy for men is 75.3 years, and Wincheap which has a life expectancy of 81 years for women.<sup>36</sup>

It is also worth noting that Northgate, which borders St. Stephens, also has one of the lowest life expectancies in the district, with 75.6 years for men and 80.9 years for women.

The lowest life expectancy in the district is **males** in Heron and Harbour 75.3 years. The highest is for **females** in Chartham and Stone Street where it is 87.2 years

### 1.7.2 Mortality

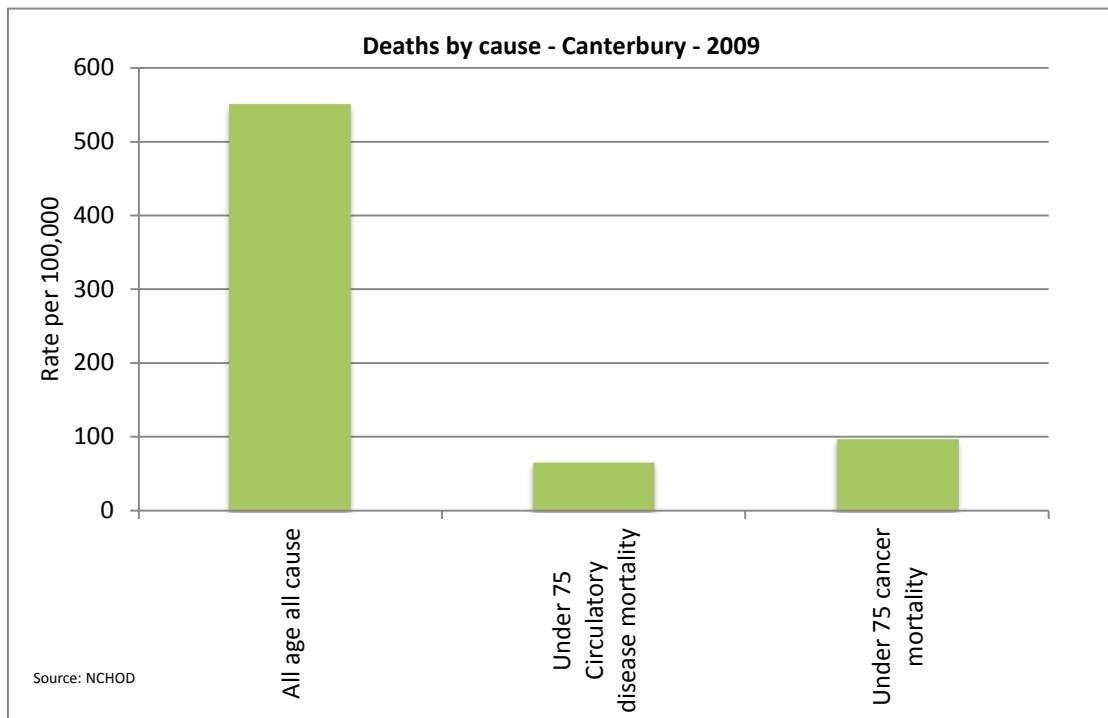
Overall Canterbury has fewer cancer related deaths than the Kent and National average. The Heron ward has the highest mortality rate (all ages, causes and both sexes) more than 700 per 100,000 people. Chartham and Stone Street have the lowest: fewer than 500 per 100,000.

Northgate and Heron have the highest mortality rates for circulatory disease and respiratory diseases aged under 75 and Harbledown has the lowest. However, Northgate has the **2<sup>nd</sup> lowest** cancer mortality rate in the district after Tankerton (these wards have higher than average cancer registration rates) whereas the more affluent wards Marshside and Blean Forest has the highest cancer related mortality rate in the district (but the lowest cancer registration rates).

<sup>35</sup> PHE Health Profile 2015 - [Link](#)

<sup>36</sup> Public health Mortality file, 2008-12; ONS CAS estimates

Figure 1.18



### 1.7.3 Smoking

The percentage of women who smoke whilst pregnant has improved in Canterbury over the last few years, down from 20.4% of women smoking at time of delivery in 2010/11 to 12.8% in 2013/14, and 8.1% in 2014/15, bringing the district below the national average (currently 11.4%) for the first time.<sup>37</sup>

8.1% of women were **smoking at time of delivery** in 2014/15

### 1.7.4 Substance misuse

The latest Public Health England profile of the district shows that the rate of hospital admissions for under 18's is a significant problem.

Rate of alcohol admissions to hospitals for under 18's is 60.9 per 100,000 population compared to 36.6 per 100,000 population for England and 34.5 per 100,000 population for the South East (2012/13 - 2014/15)

There is also a problem around drinking for women, with a particularly high level of hospital admissions compared to the rest of England.

The admission rate of women to hospital for alcohol-related conditions is 365 per 100,000 population, above both the regional (272 per 100,000 population) and national (306 per 100,000 population) levels (2014/15)<sup>38</sup>

<sup>37</sup> PHE Health profiles - [Link](#)

<sup>38</sup> Local Alcohol Profiles for England

For all alcohol hospital admission indicators Canterbury is significantly worse than the South East, with 650 men per 100,000 population admitted to hospital in Canterbury compared to 499 across the South East.<sup>37 38</sup>

Furthermore the rate of hospital admissions for drug misuse in under 18's is higher than the national rate.

The rate of under 18 drug admissions 1.9 per 10,000 population compared to 1.4 for England (2013)

### **1.7.5 Initiation of breastfeeding**

The number of women breastfeeding after giving birth has improved, but it is still a problem in the district.

74.9% of mothers in the district are initiating breastfeeding within 48 hours of delivery, above the England average of 74.3%. The South East rate is 78.0%. (2014/15)<sup>39</sup>

### **1.7.6 Adult obesity**

Adult rate Canterbury district 23.4% which is lower than the Kent (26.3%) and national average (24.2%).

### **1.7.7 Sport**

The leisure centres across the district are a vital part of keeping our residents healthy. 66% of people who use Kingsmead Leisure Centre are 'Very' or 'Fairly' satisfied. This rises to 76% of users at both Herne Bay Leisure Centre and 70% for Whitstable Sports Centre, whilst Whitstable Swimming Pool has a 73% satisfaction.<sup>5</sup>

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<sup>39</sup> PHE Health profile 2015

Figure 1.19

## Partnering Local Government in Canterbury



### We all want to improve the quality of life for our communities.

Evidence shows that by increasing participation in sport and physical activity we can reduce health inequalities, spur economic growth, and energise community engagement.

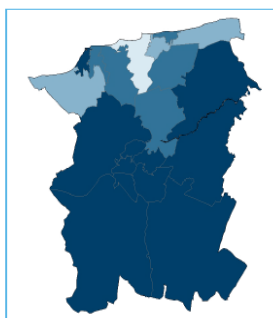
- 17%** of deaths are caused by inactivity. International comparison shows physical inactivity is a greater cause of death nationally than almost every other economically comparable country.
- £7.4bn** is the estimated figure that physical inactivity costs the national economy in healthcare, premature deaths and sickness absence.
- £1,760 - £6,900** can be saved in healthcare costs per person by taking part in sport.
- £20.3bn** was contributed to the English economy in 2010 through sport and sport-related activity.
- 29%** increase in numeracy levels can be achieved by underachieving young people who take part in sport.
- £7.35** is the estimated return on investment for every £1 spent on sports for at-risk youth through, for example, reducing crime and anti social behaviour.

Source data can be found at <http://www.sportengland.org/our-work/local-work/partnering-local-government/local-sports-data>



### How healthy is your community?

#### Excess weight in adults



Low 38.8% - 62.7%    Low - middle 62.8% - 66.5%    Middle - high 66.6% - 69.7%    High 69.8% - 81.3%

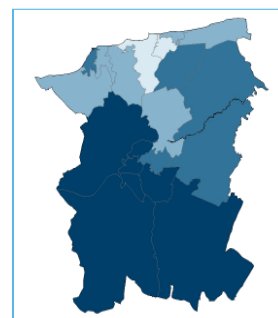
Dataset: Active People Survey model based MSA estimates January 2011-2013 for adults classed as overweight or obese. Contains Ordnance Survey data. © Crown copyright and database right 2014. Sport England 100033111.

- 80.2** is the life expectancy of males, compared to the national average of 79.2.
- 83.4** is the life expectancy for females, compared to the national average of 83.
- 18.1%** of the population have a long term health problem or disability.
- deaths are estimated to be prevented per year if 75% of the population aged 40 – 79 were engaged in the recommended levels of physical activity.
- 69** of adults (16+) are inactive in your community.
- 22.1%** of adults (16+) are inactive in your community.
- £2.4m** is the estimated health costs of inactivity in your community.



### How active is your community?

#### Adult participation in sport



Low 24.9% - 37.8%    Low - middle 37.9% - 42.3%    Middle - high 42.4% - 46.7%    High 46.8% - 69.3%

Dataset: Active People Survey model based MSA estimates 2011-12 for once a week sport participation. Contains Ordnance Survey data. © Crown copyright and database right 2014. Sport England 100033111.

- 57.4%** of adults (16+) report undertaking 150 minutes of moderate intensity physical activity compared to the national average of 55.6%.
- 36.9%** adults (14+) take part in sport at least once a week compared to the national average of 36.7%: that's **42.7%** of men and **31.7%** of women in your community.
- 25.2%** adults (16+) take part in sport and active recreation three times a week compared to the national average of 26.0%: that's **26.6%** of men and **23.9%** of women in your community.
- 38.8%** of adults who are inactive, want to take part in sport, demonstrating there is an opportunity to increase participation.

## 1.7.8 Residents Perception of Health

Figure 1.20  
Health of the district<sup>40</sup>

	Canterbury City		England	
	Number	% of all people	Number	% of all people
All People	151,145	100.0%	53,012,456	100.0%
Very good health	70,764	46.8%	25,005,712	47.2%
Good health	52,338	34.6%	18,141,457	34.2%
Fair health	20,211	13.4%	6,954,092	13.1%
Bad health	6,133	4.1%	2,250,446	4.2%
Very bad health	1,699	1.1%	660,749	1.2%

The quality of health services is seen as very important for residents, who ranked it 4<sup>th</sup> out of 27 of things that make an area a good place to live, compared to 13<sup>th</sup> of things that need most improving in the district. There is variation with age however, with over 65s placing 'Quality health services' 2<sup>nd</sup> behind 'Clean streets' of things that are most important.<sup>5</sup>

<sup>40</sup> Source: 2011 Census - Table KS301EW

### 1.7.9 Disability

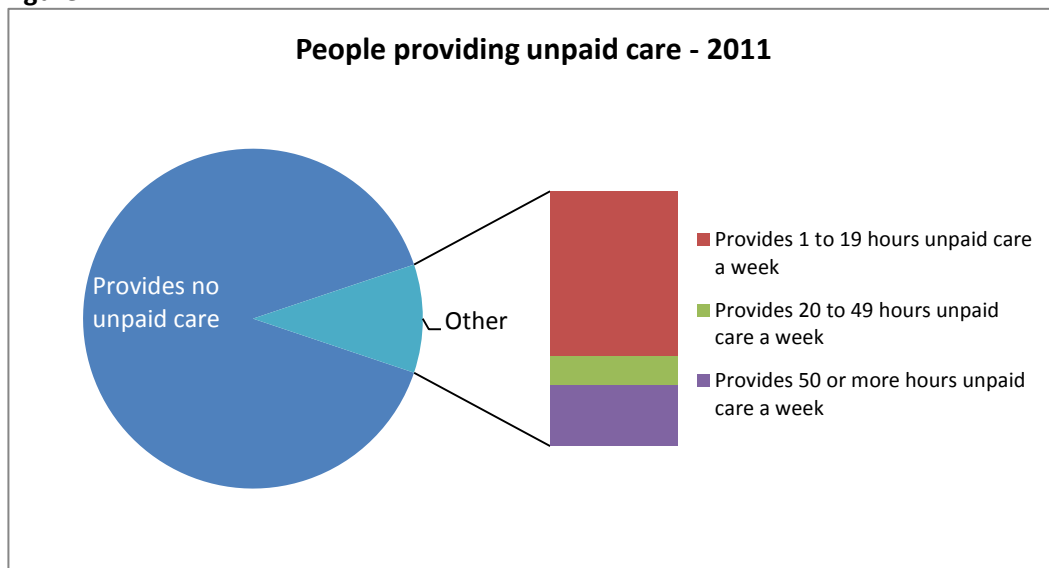
Canterbury district residents claiming Disability Living Allowance (DLA) or Attendance Allowance (AA) due to a physical disability – 9,060<sup>41</sup> (75.8% of all DLA/AA claimants).

**Figure 1.21**

Disability benefit claimants <sup>42</sup> (DLA or AA), Nov 2014	
Total	11,960
0-15	980
16-64	4,320
65+	6,640

56% of Canterbury District CAB clients helped in 2014 had a disability/long-term health problem. Furthermore a survey of Canterbury Food Bank users showed that two thirds of Food Bank users were disabled/had a long-term health condition

**Figure 1.22<sup>43</sup>**



<sup>41</sup> Source: DWP 5% sample data

<sup>42</sup> DWP

<sup>43</sup> Source: ONS 2011 Census Presented by: Research & Evaluation, Kent County Council

**Figure 1.23**

Residents claiming carers allowance – February 2016<sup>44</sup>

Aged Band	Number	% of age group
Aged 16-24	60	0.2%
25-64	1,590	2.1%
65 and over	20	0.1%
Total Claimants	1,680	0.7%

## 1.8 Mental health

The number of residents claiming Disability Living Allowance (DLA) due to mental ill health reasons is 1,180, and a further 300 claim Personal Independence Payment (PIP). 1,380 residents claim DLA for a learning difficulty and 20 receive PIP. Attendance Allowance is received by 610 people.<sup>45 46</sup>

In Canterbury and Coastal CCG 83.0% of adults with mental health problems are in settled accommodation. The South East and England rate is 56.4% and 61.0% respectively.<sup>47</sup>

The rate of admissions to hospital for self-harm is 261.3 per 100,000 population, which is significantly worse than the England average 191.4 per 100,000. (2014/15)

Furthermore, hospital stays for 'alcohol related' self-harm is 665 per 100,000 population in Canterbury compared with 525 per 100,000 population in the South East and 645 per 100,000 population across England.

### 1.8.1 Parental Mental Health

Data from the Riverside Children's Centre in Canterbury for families involved with caseworkers shows that of the families referred to an outreach worker 17 (44% of cases) were families where one or both parents had a diagnosed mental health issue, with the majority related to anxiety & depression.<sup>48</sup>

<sup>44</sup> DWP - Nomis

<sup>45</sup> Canterbury and Coastal Clinical Commissioning Group's (which includes parts of Faversham) mental health profile 2014

<sup>46</sup> DWP – August 2015

<sup>47</sup> Canterbury CCG Mental Health Profile - [Link](#)

<sup>48</sup> Internal CCC Data from Riverside Children Centre



## 1.9 Housing

We are committed to putting local people at the heart of everything we do. Our residents tell us that a home they can afford is one of their top concerns. We asked people from a range of backgrounds and ages about their housing needs and aspirations.<sup>49</sup> Their priorities are remarkably consistent:

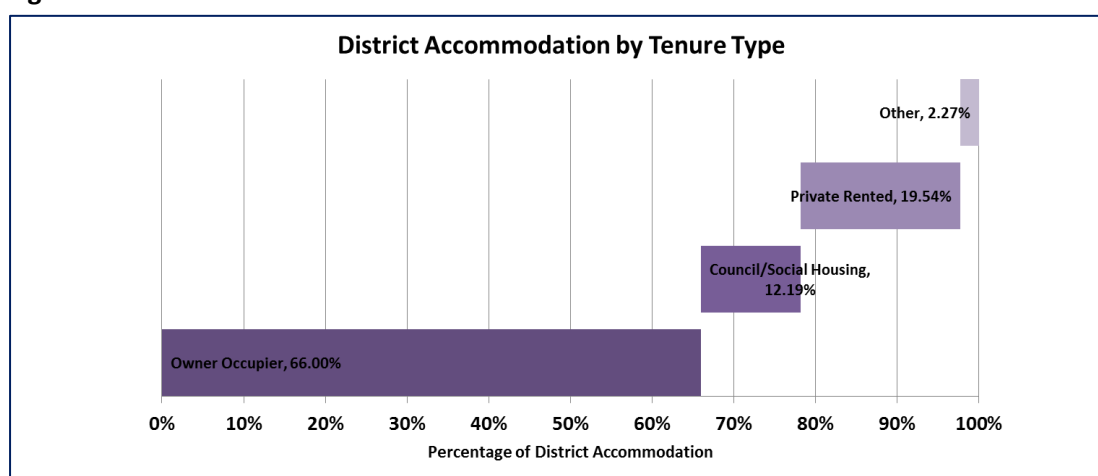
- People and communities
- Enough homes
- Homes that local people can afford
- Quality
- Choice

The condition and location of our homes can have a fundamental impact on our health. Yet the gap between the housing haves and have-nots is widening and there is a danger of it becoming entrenched for generations. We know there is a strong correlation between housing inequality and health inequality. Neighbourhoods and housing matter to health in many ways from homelessness, the physical attributes of housing failing to provide adequate, safe, dry, warm and not overcrowded accommodation to neighbourhoods with concentrated disadvantage, where services are overburdened, basic amenities in short supply and issues such as high crime, challenging schools and poor transport mar the life chances for many.<sup>50</sup>

### 1.9.1 Housing stock (dwellings) in the district

- Local Authority - 5,200
- Private Registered Provider (Housing Association) - 2,400
- Other public sector - 30
- Private sector - 57,920
- **Total (All stock) 65,550<sup>51</sup>**

Figure 1.24



<sup>49</sup> Housing Strategy 2012-16

<sup>50</sup> Forward: Think Housing First (John Littlemore)

<sup>51</sup> KCC Business intelligence

### 1.9.2 Dwelling type

To help increase First time Buyers and increase homeownership the Government launched 'Help to Buy'.

The Help to Buy (HTB) scheme was first announced in the 2013 March budget, in an attempt to encourage banks and building societies to offer more mortgages. Applicants may be able to get financial help through a government home ownership scheme if you live in England and can't afford to buy a home. Purchasers must produce 5% of the purchase price and the Government will then lend up to 20% to create a deposit of up to 25%. A mortgage is then used to purchase the remaining 75% of the property price. For more details please see <http://www.help2obuy.org.uk/>

Between April 2013 and June 2015 there were 90 homes purchased in Canterbury using the HTB scheme and the average loan amount was £37,014.<sup>52</sup>

The breakdown of property type across the district is as follows<sup>53</sup>:

- Detached – 31.4%
- Semi-detached – 30.1%
- Terraced – 18.7%
- Flat/Maisonette – 18.8%
- Caravan/temporary structure – 1.1%

### 1.9.3 Homelessness

Households experiencing, or threatened with homelessness are often trapped in cycles of deprivation that impact on their health, emotional well-being and life chances. The effects on children within households experiencing or threatened with homelessness can be life-long.

Sometimes being homeless is epitomised by the rough sleeper who is living on the streets, but this group of people form a relatively small proportion of all homeless households. Many homeless households are 'hidden' as they may have access to some sort of shelter, but lack a stable, long term, settled home often moving from one form of temporary accommodation to another with consequent impact on health and wellbeing of households and children's education.<sup>54</sup>

Homelessness can also have significant cost implications for local housing authorities and their partners at a time when overall public resources are reducing.

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<sup>52</sup> [DCLG Help to Buy](#)

<sup>53</sup> ONS 2011 Census

<sup>54</sup> East Kent Homelessness Strategy 2014-19

The following information presents homelessness information from Canterbury City Council collected through the P1E return and published by the Department of Communities and Local Government (DCLG).

**Figure 1.25**

Figures from the end of Quarter 1 in 2015<sup>55</sup>

	Canterbury City Council	KCC (not inc Medway) average
Total homeless applications:	290	83
Of which in priority need:	20	27
Households in temporary accommodation:	50	51
<i>Of which hostel accommodation</i>	20	Canterbury and Swale (who had 10) are the only Authorities in Kent with hostel accommodation in use.
<i>Of which is our own stock/housing association stock</i>	20	19
<i>Of which B&amp;B</i>	10	16

Total homeless applications: Applications received for housing assistance (Including accepted and in priority need).

Priority need: with dependent children, pregnant, old age, physical disability, mental illness, young persons & domestic violence.

Total households living in all types of temporary accommodation at the end of the quarter (Accommodated in Bed & Breakfast, Hostels, LA/HA stock, leased and other stock).

The level of street homelessness only ranks 18 out of 27 in making somewhere a good place to live. However, residents do believe that it needs improving ranking it 6<sup>th</sup> of 27 of things that most need improving in Canterbury district.

Residents of Canterbury city ranked the level of street homelessness 6<sup>th</sup> of things that most need improving

Rough sleepers:

The 2014 Rough Sleeper Count (carried out by Porchlight) identified 38 rough sleepers in Canterbury.<sup>56</sup>

<sup>55</sup> DCLG P1E returns

<sup>56</sup> [Rough sleeping in England: autumn 2014](#)

#### 1.9.4 Housing Need Register (HNR)

The HNR is the council's register of households in need of affordable housing. There are 1,734 Households on the register, each application is then assessed by need and placed into band A (most urgent need) to Band D (least urgent need).

**Figure 1.26**

	<b>Band allocated and reason</b>	<b>Count of Band Reason</b>
	Total band A	67
A	Management decision	42
	Needs enhanced care housing	5
	Urgent Medical or Welfare Need	20
	Total band B	156
B	Leaving supported housing	1
	Major Disrepair or HS Hazard	3
	Major overcrowding	30
	Move-on From Supported Housing	79
	Under occupying by 2 or more bedrooms	43
C	Total band C	628
	Medium medical or welfare need	168
	Minor overcrowding	363
	Under occupying by 1 bedroom	97
D	Total band D	883
	Families Living With Relatives For Under 1 Year	1
	Families with children living with relatives or friends	247
	Homeless full duty	20
	Insecure Tenant	28
	Intentionally Homeless	1
	Low medical or welfare need	203
	Need sheltered	32
	Needs designated elderly housing	1
	No Fixed Abode	26
	Social reasons	88
	Threatened with homelessness	222
	Unaffordable private rent	14
	<b>Grand Total</b>	<b>1734</b>

The need for affordable decent housing is reflected in the 2015/16 residents survey, where Affordable decent housing was ranked 3<sup>rd</sup> in things which make an area a good place to live, and 3<sup>rd</sup> of things which most need improving in Canterbury district.

This is particular concern for younger people, with 45.1% of 18-25 year olds saying that it most needed improving in the district.<sup>5</sup>

### 1.9.5 Affordability

Many larger family-sized homes in Canterbury city are rented to students as houses in multiple occupation (HMOs); meaning local families often have difficulty finding affordable accommodation in the private rented sector. This imbalance in the housing market has contributed to high rents and property prices that many local people cannot afford.

Based on spending 25% of gross income on housing costs and local housing allowance levels, a one bedroom flat would require an income of £25,000pa, and 4 bedroom property an income of £54,000pa in Canterbury.<sup>57</sup> For those receiving welfare, limited and temporary help is available in the form of 'discretionary housing payments' but otherwise the shortfalls in rent below are met from benefit income.

**Figure 1.27**  
Average rent and LHA in the Canterbury district

District Accommodation Profile - July 2014	Median Average Rents (£ p/w) <sup>58</sup>	Local Housing Allowance 2016/17 (£ p/w)	Shortfall (£ p/w)
Shared room rate	£90	£74.62	£15.38
1 bedroomed property	£150	£123.86	£26.14
2 bedroomed property	£186.92	£154.82	£32.10
3 bedroomed property	£229.62	£180.45	£49.17
4 bedroomed property	£346.15	£280.60	£65.55
Mean Average	£196.15		

The house price to earnings ratio in Canterbury (District) is currently **9.2 : 1**<sup>59</sup> The regional house price to earnings is **10.2 : 1**

The lower quartile house price to income ratio in Canterbury is **13 : 1** (July 2017)<sup>59</sup>

Earnings data relates to a single person in full time employment. The majority of households have more than one earner. Affordability in Canterbury (District) based on household disposable incomes is **9 : 1**, compared to a regional ratio of **8.2 : 1**. The lower quartile house price to income ratio in Canterbury (District) is **13 : 1**.<sup>60</sup>

<sup>57</sup> CCC Housing Allocation Scheme 2013

<sup>58</sup> Valuation Office Agency Private Rental Market Statistics May 2015

<sup>59</sup> hometrack - Based on data from the latest Annual Survey of Hours and Earnings and sales and valuations over the last 12 months.

<sup>60</sup> hometrack - Housing Intelligence System

The affordability of home ownership is just one part of the affordability equation. The cost of buying an average 2 bed property with an 85% mortgage is currently **£203** per week assuming a **2.52%** mortgage rate.<sup>60</sup> The cost of buying an average 2 bed property with a 40% Homebuy product is **£136** assuming a 90% mortgage and an **2.52%** mortgage rate.<sup>60</sup>

The cost of privately renting an average 2 bed property is around **£206** per week compared to **£84.73** renting from a Housing Association.<sup>61</sup>

Canterbury property prices are on average £55,000 higher and rents are around £54 per week more expensive than the East Kent average. Private rented housing in Canterbury is comparatively large and growing, partially fuelled by the growth of higher education in the city centre in the last ten years. The prevalence of shared student houses means that there are fewer families living in Canterbury city wards than elsewhere in the district.

There are 4,800 known private rented homes in the city, approximately 3,800 of which are occupied by students. As shown in **Error! Reference source not found.** below, private rented homes account for about 28 per cent of homes in the city, compared to 18 per cent for the district as a whole. St Stephens ward has the highest proportion of private rented housing at 34 per cent owing to its large student population. Furthermore, analysis from the 2011 census shows that city centre of Canterbury has the second highest percentage of private renting and the lowest homeownership percentage in England.<sup>62</sup>

	Canterbury (District)	St. Stephens	Wincheap	Northgate	Barton	Westgate	Average of city centre
Owns - with or without a mortgage/loan	67%	41%	54%	30%	48%	47%	44%
Private rented	18%	34%	24%	27%	22%	32%	28%
Rented from council	8%	9%	14%	29%	15%	9%	15%
Other tenures	7%	16%	22%	14%	15%	12%	16%

## 1.10 Community Safety

We want to make the area safer by reducing crime, disorder and anti-social behaviour. At the same time we want to make people feel safer and improve the quality of life for everyone living, working or visiting here.<sup>63</sup>

We believe the best way to do this is for the council, the police and other agencies and services in the Community Safety Partnership to work closely together in the community and with the community. We listen and respond to the public and provide a joined up service rather than one where people have to deal with several bodies at the same time about the same problem.<sup>64</sup>

<sup>61</sup> hometrack

<sup>62</sup> Higher Education and Further Education Impact Review

<sup>63</sup> Community Safety Partnership 2014 Strategic Partnership

<sup>64</sup> Community Safety Partnership mission statement

Across all ages and areas, the level of crime and ASB was in the top 3 things which make somewhere a good place to live. However, there is significant variation when asked what needs most improving. There is a peak in the 45-54 age group, where 32.0% of residents think that the level of crime and ASB need improving, compared to 10.2% of 18/-25 year olds.<sup>5</sup>

### 1.10.1 Victim based crime

**Figure 1.28**

District	2011/2012	2012/2013	2013/2014	Per 1,000 population
Canterbury	7,326	7,696	8,490	55.35
KCC	74,106	80,289	86,519	58.45
Medway	14,820	15,589	16,770	62.53

Comparison against other districts 5<sup>th</sup> of 12. Lower than KCC and Medway average. However, Westgate Ward (pre 2015 ward boundary change) at 75.63 per 1,000 of population is the 7th highest in the county representing 807 reported incidents.

### 1.10.2 Crimes recorded in 2013/2014 by type:

**Figure 1.29**

Type of Crime by Area – 2013/14<sup>65</sup>

	Canterbury		KCC		Medway		
	2013/14	Per 1,000 population	2013/14	Per 1,000 population	2013/14	Per 1,000 population	
Shoplifting	985	6.42	9,313	6.29	1,812	6.79	
Theft and handling of stolen goods	2,915	19.00	25,080	16.94	4,524	16.87	
Vehicle crime	572	3.73	7,46	5.10	1,894	7.06	
Theft of pedal cycle	406	2.65	1,824	1.23	223	0.83	
Burglary dwelling	370	6.09	5,011	8.27	794	7.48	
Burglary other	552	3.60	6,916	4.67	778	2.90	
Criminal damage	1,550	10.10	15,217	10.28	2,967	11.06	
Anti-social behaviour	4,353	28.38	40,540	27.39	9,250	34.49	
Domestic abuse (incl. 16 & 17 year olds)	Incidents	1,814	14.17	21,724	18.19	5,397	25.23
	Repeat victims	462	3.61	5,481	4.59	1,414	6.61
Violent crime	2,483	16.19	26,002	17.57	5,642	21.04	

<sup>65</sup> Canterbury Community Safety Partnership – Strategic Assessment Summary – August 2015



Theft of pedal cycle is the highest in the county, and Westgate has the 2nd highest rate of bicycle theft in of all wards in Kent with a rate of 5.9 per 1,000 of population.

Shoplifting is higher than the KCC average and Westgate has the 6<sup>th</sup> highest rate of any ward in Kent at 20.24 per 1,000 of population. Theft and handling of stolen goods is also high in the district, ranked 3<sup>rd</sup> highest in Kent. Again Westgate is the 6<sup>th</sup> highest rate in the county at a rate of 40.01 per 1,000 of population representing 427 reported incidents.

Vehicle crime, burglary of dwelling, domestic abuse incidents and repeat domestic abuse are all 9<sup>th</sup> of 12 district in Kent with lower rates than KCC and Medway. However, for burglary of a dwelling Sturry North is the 9<sup>th</sup> highest ward in Kent, with a rate of 9.4 per 1,000 population.

Other burglaries, criminal damage, violent crime and Anti-Social Behaviour (ASB) are also lower than the overall Kent rate, but Westgate had 524 reported incidents of ASB, which at 49.11 per 1,000 population is the 5<sup>th</sup> highest rate in Kent.

### **1.10.3 Domestic Abuse One Stop Shops**

The Canterbury District has the 2<sup>nd</sup> highest number of people visiting One Stop Shops in Kent, with 491 visitors in the year 2015/16 (July – June), a 22.8% increase from the previous year. There were 817 children in the households of people attending the One Stop Shops.

The numbers of people attending One Stop Shops in Canterbury has increased every year since 2012/13. There were 257 attendees in 2012/13, 357 in 2013/14 and 400 in 2014/15.

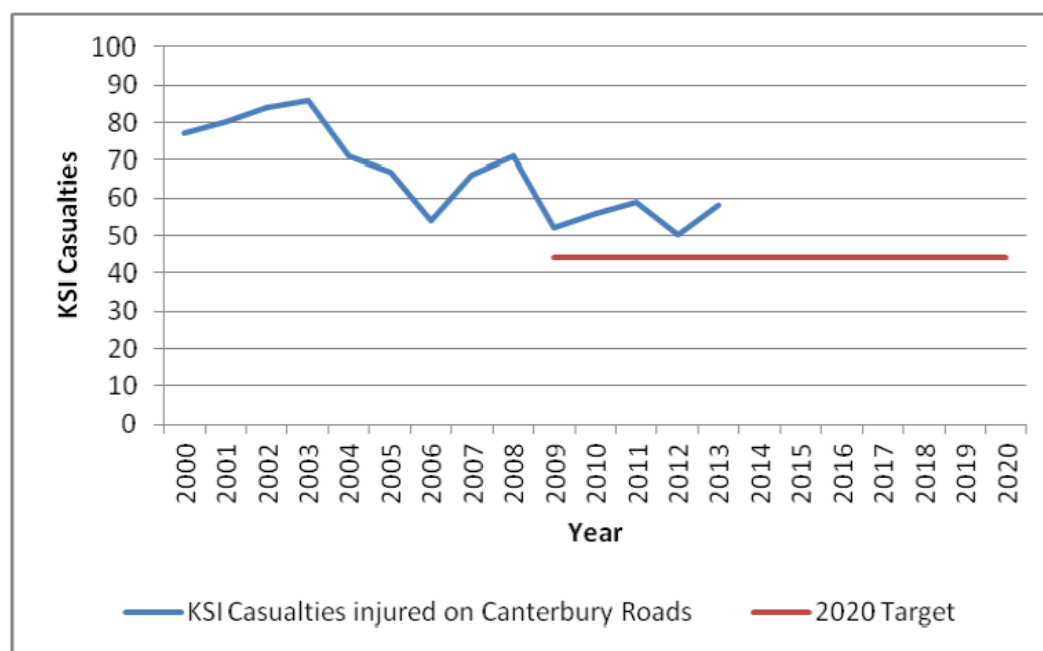
42.6% of people attending the One Stop Shops in the district have been more than once.<sup>66</sup>

The Riverside children's centre has referred some families to caseworkers for additional support they identified that 11 families (28% of cases) were affected by domestic abuse.

#### 1.10.4 Road safety

**Figure 1.30**

Killed or seriously injured (KSI) in the Canterbury district<sup>66</sup>



Our KSI levels have been fluctuating between 50-60 for the last four years.

The latest data shows that:

- In 2013 Canterbury recorded 353 collisions which resulted in 464 casualties, 58 of which were classed as killed or seriously injured (KSI).
- In 2014 the number rose to 418 collisions, resulting in 535 injuries including 59 KSI.
- 2015 saw 371 collisions, with 510 casualties of which 57 were KSI
- In 2013 there was a recorded increase in KSI casualties and KSI child casualties.
- Canterbury recorded a higher proportion of pedestrian (14%) and pedal cycle (14%) casualties than the Kent overall proportion (11% and 8% respectively) in 2014.
- There are more casualties involving 19-26 year olds in Canterbury compared to other districts.
- The wards with the highest number of collisions are in Westgate (39), Barton (38) and Northgate (31).

The target for Kent is to reduce those Killed or Seriously Injured (KSI) on Canterbury's roads to no more than a level of 44 by 2020.<sup>67</sup>

#### 1.10.5 Public Opinion

The level of crime and anti-social behaviour ranked 1<sup>st</sup> out of 27 things that make an area a good place to live, and 7<sup>th</sup> out of 27 for needing most improvement in the district.

<sup>66</sup> Kent & Medway Domestic Abuse Strategy Group – One Stop Shop annual report

<sup>67</sup> Road Casualties in Kent Annual review 2014 - [Link](#)

## 1.11 Disadvantage

### 1.11.1 Indices of multiple deprivation (IMD)

The English indices of deprivation 2015 provide an area based measure of deprivation at Lower Super Output Area (LSOA) level, which all have approximately the same population. In the district there are 90 LSOA's, and each is assigned a deprivation score and rank so that their level of deprivation can be measured relative to other areas. There are 32,844 LSOA's across England.

The least deprived area of the district is in Blean Forest, which along with parts of St Stephens, Harbledown, Barton and Tankerton, fall within the 10% least deprived areas in the country. Of the 6 most deprived areas of the district, 3 are in Heron.<sup>68</sup>

The most deprived LSOA in the district falls within Wincheap ward, and is in the 20% most deprived areas in the country, along with 9 other LSOA's in the district.

**Figure 1.31**

LSOA's in the 20% most deprived in England

LSOA Name	IMD Score	Ward
Canterbury 019A	3,751	Wincheap
Canterbury 007B	3,814	Gorrell
Canterbury 001B	3,968	Heron
Canterbury 001C	4,469	Heron
Canterbury 009D	4,715	Seasalter
Canterbury 001A	4,726	Heron
Canterbury 011A	4,869	Northgate
Canterbury 014B	5,383	Barton
Canterbury 014E	5,941	Northgate
Canterbury 003B	6,070	Greenhill and Eddington

### 1.11.2 Households in poverty

This is calculated as less than 60% of the national average for disposable income. Canterbury has an estimated 12,800 households in poverty (21.1% of the district), ranked 113<sup>rd</sup> out of 326 nationally (for context our neighbour Thanet is ranked 36<sup>th</sup>). The Kent estimation is 19.7% of households in poverty,<sup>69</sup> therefore Canterbury has slightly more households in poverty than the Kent average.

<sup>68</sup> English indices of deprivation 2015 - [Link](#)

<sup>69</sup> Business intelligence statistical bulletin

### 1.11.3 Fuel poverty

The districts average Standard Assessment Procedure (SAP) rating is 54, the fourth poorest in Kent. The average running cost of a dwelling was calculated as £734.23 in 2010. Energy efficiency is worse in older properties. Yet we have a lower percentage of the least energy efficient homes than most of the other Kent districts.<sup>70</sup>

Fuel poverty in Canterbury (9.3%) is below the national average (10.6%), but is higher than the Kent rate (8.9%). It has a significant impact on those affected and equates to 5,858 households in district.<sup>71</sup>

9.3% of all households in the district are in fuel poverty, the 5<sup>th</sup> highest rate in Kent.

Marshside ward (pre-2015 ward) has the 8<sup>th</sup> highest percentage of fuel poor households in Kent, whilst 8.4% of private sector homes in the district are in fuel poverty.

### 1.11.4 Digital exclusion

In recent years, Information and Communication Technologies (ICT) have changed the way that individuals and organisations interact. The Government's Digital Strategy sets out how government will become 'digital by default'. Their definition of this is "creating digital services that are so straightforward and convenient that all those who can use them will choose to do so whilst those who can't are not excluded".<sup>72</sup>

According to our 2015/16 Residents Survey 87.6% of our residents have access to the internet. In St Stephens this is as high as 97.3% but as low as just 64.9% in Greenhill and Swalecliffe wards.

66% of people with a long term health problem or disability have access to the internet, compared to 92% of people with no long term health problems or disability.

Other exclusion factors include age, with 100% of 18-25 years olds having access to the internet compared to 59.2% of over 65s, and housing tenure where 98.4% of people in private rented accommodation have access, but in the social rented sector it is just 66.5%.

However, there is significant variation within the social rented sector, with just 59.3% of CCC/EKH tenants with access to the internet, compared to 82.2% of residents renting from a Housing Association.<sup>5</sup>

## 1.12 Financial hardship

### 1.12.1 Earnings

There are significant disparities in levels of earnings within the district and with national and regional levels. Gross weekly pay for Canterbury district residents in 2015 was £449.70 per week compared to £467.90 per week in the South East and £425.80 per week across the U.K.<sup>73</sup>

<sup>70</sup> Source: Private sector house survey – Michael Dyson Associates Ltd 2009

<sup>71</sup> 2014 sub-regional fuel poverty data – [Link](#)

<sup>72</sup> Government Digital Strategy, Executive Summary

<sup>73</sup> Annual Survey of Hours and Earnings 2014

In contrast gross weekly pay (for all workers) in Canterbury district in 2015 was £350.10 per week compared to £447.00 per week at a regional level and £425.80 per week at a U.K level.

Full time employee earnings for workers in the district (£466.10 per week) are also lower than regional (£552.10) and national (£527.70) levels as well as Kent (£504.10). Furthermore, earnings for part-time employees are distinctly low, thereby indicating the area's dependence upon retail and social care jobs (these sectors are among the lowest paid in the UK). In fact 40% of workers in the district earn less than £300 per week, and around 70% of part-time workers earn less than £200 per week.<sup>73</sup>

The contrast between the earnings of people who work in Canterbury and reside in Canterbury help to illustrate that higher paid jobs are outside the district. The median full time wage for a worker in Canterbury was £466.10 per week in 2015, but for a resident of Canterbury working full time the median weekly wage was £583.40. The difference between the two has more than doubled since 2009.

These varying levels illustrate a clear mismatch between resident and workplace jobs possibly indicating that residents seeking higher paid employment are forced to commute to other areas.

### 1.12.2 Cost of living

The average weekly expenditure for households in the U.K. in 2013 was £517.30 (£2,241 pcm) according to the ONS. However, for the South East it is estimated to be £585.40 (£2,536 pcm).<sup>74</sup>

### 1.12.3 Out of work benefits and unemployment

Unemployment in the Canterbury district January 2017 was at **1.3%** of the working age population (1,300 people).<sup>75</sup> This compared well with GB 1.9% and KCC 1.6%, but has recently become greater than the South East rate of 1.1%.

Heron has the highest rate of unemployment with 2.8% of residents out of work. This is followed by Northgate with 2.4% of residents.<sup>75</sup>

Unemployment in Heron has dropped from 3.6% in January 2014, and was a low as 2.0% in August 2015.<sup>76</sup>

The lowest rate of unemployment is in Blean Forest (0.3%) followed by Tankerton (0.5%) and Nailbourne (0.6%).<sup>75</sup>

Health crossover: According to Annual Public Health report 2013: "Higher numbers of people on low incomes face anxiety and depression".<sup>77</sup>

<sup>74</sup> ONS - Family Spending 2014

<sup>75</sup> Ward Unemployment in Kent January 2017, Business Intelligence, Kent County Council

<sup>76</sup> Nomis - Claimant Count

<sup>77</sup> [www.kmpho.nhs.uk/](http://www.kmpho.nhs.uk/)

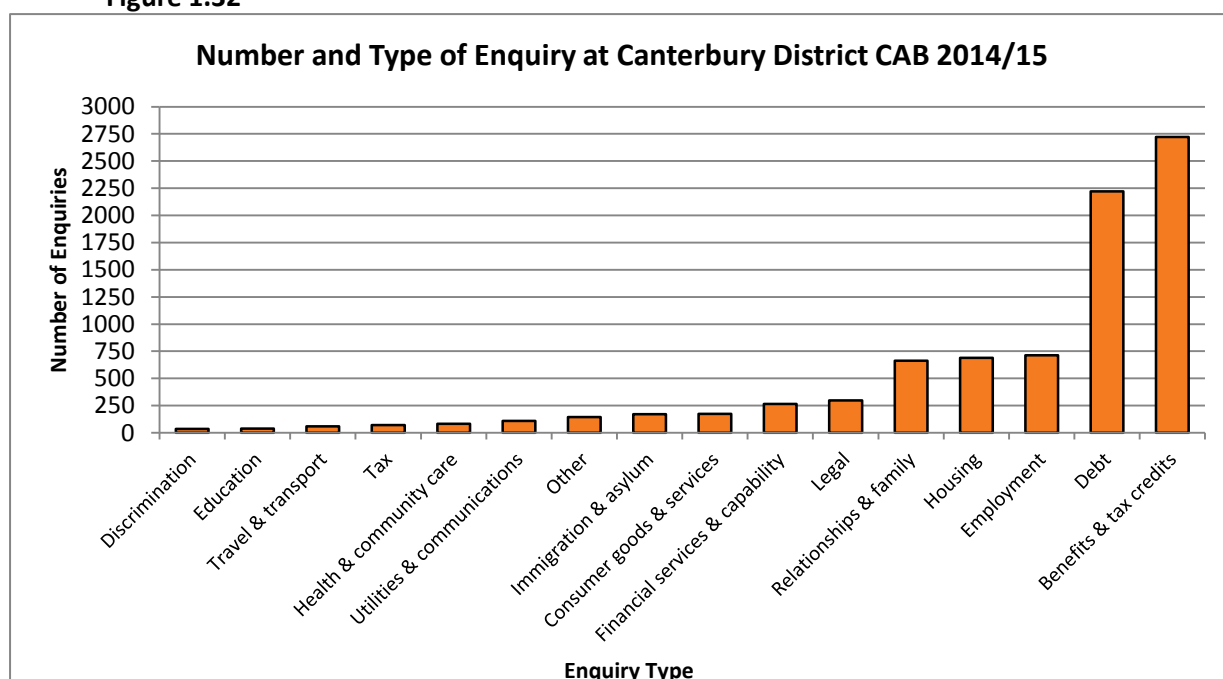
### 1.12.4 Debt

The major drivers of this poverty are; a reduction in welfare support and problems with receiving it, low waged poor quality employment, high relative housing costs, poor debt management options for those with a low income and a lack of support for people with vulnerabilities.

### 1.12.5 Canterbury District Citizens Advice Bureau

Canterbury & District Citizens Advice answered 8,458 enquires made by 3,598 clients in 2014/15. The vast majority were about benefits and tax credits (32.2%) and debt enquiries (26.4%).

Figure 1.32



A conservative estimate is that 58% of the Citizens Advice Bureau users live in poverty using the government’s own measure. For 2014/15 this represents approximately 2,087 households seen in 2014/15. This is before housing costs and not taking into account repayment towards priority debt.

The Riverside children’s centre in Canterbury has referred families needing extra support to outreach workers. The have referred on to other organisations for debt advice such as Citizens Advice Bureau (CAB) or Christians Against Poverty (CAP).

### 1.12.6 Food banks

Food bank usage in the district has increased dramatically in the last few years.

**Figure 1.33**

Canterbury Food Bank	2013	2014	Percentage Change
Number of Parcels	1966	3452	+76%
Number of clients	480	1545	+222%

- 72,404 food items given out (incl. to Salvation Army and other agencies) in 2014
- 80,542 food items received
- 95 agencies able to give out vouchers
- Around 100 collection points

# Places

## 2.1 Introduction

The District is rich in the built and natural environment which helps make the district a wonderful place to live, work and visit.

The district comprises the historic city of Canterbury, two seaside towns in Herne Bay and Whitstable plus 41 villages set in a wonderful landscape that includes the Blean Woodland, the Stour Valley and the Kent Downs Area of Outstanding Natural Beauty, which makes up one third of the district.<sup>78</sup>

Canterbury District has 15 nationally important Sites of Special Scientific Interest (SSSIs), there are 49 Local Wildlife Sites of county importance

In addition the district has 14 miles of highly valued coastline. The open space provision in the Canterbury district as a whole is generally good.<sup>79</sup>

The Canterbury district has an exceptionally rich urban and rural heritage including<sup>80</sup>:

- 3,686 listed and locally listed buildings;
- 96 conservation areas covering over 4,000 hectares;
- 53 Scheduled Ancient Monuments (SAMs); and
- 2,300+ entries on the Sites and Monuments Record.
- A World Heritage Site which includes Canterbury Christchurch, Cathedral and Precinct, St Augustine's Abbey and St Martin's Church.
- Victorian seaside resorts.

## 2.2 District geographic areas of deprivation

England has been divided into 32,844 areas (which are scored and ranked) known as Lower Super Output Areas (LSOAs).<sup>81</sup>

The Canterbury has 10 LSOAs in the 20% most deprived in the country. These pockets of deprivation are in Wincheap (1), Northgate (2), Barton (1), Seasalter (1), Gorrell (1), Greenhill and Eddington (1) and Heron (3).<sup>82</sup>

<sup>78</sup> 2014 Conservation and Heritage report

<sup>79</sup> 2014 Open Spaces Strategy for the Canterbury District

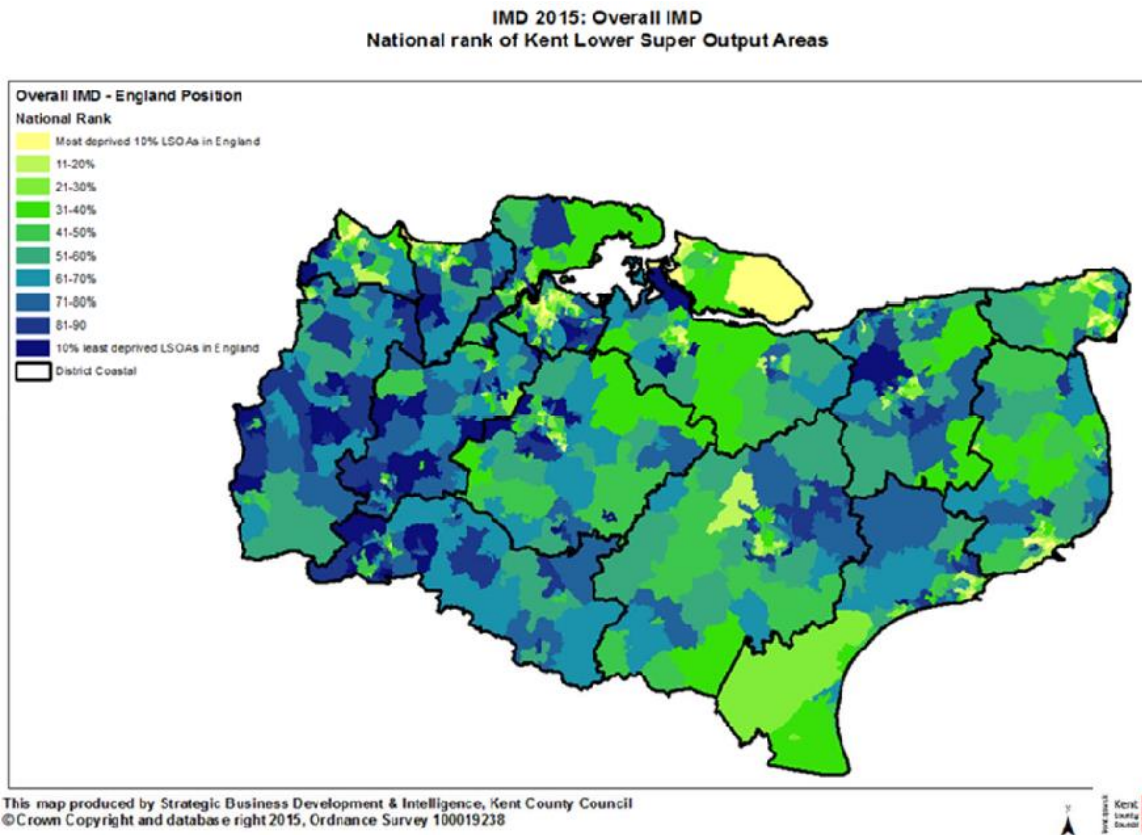
<sup>80</sup> 2014 Conservation and Heritage report

<sup>81</sup> Note these are due for an update in mid 2015 – once received we will update this section.

<sup>82</sup> Index of Multiple Deprivation 2010, Communities and Local Government



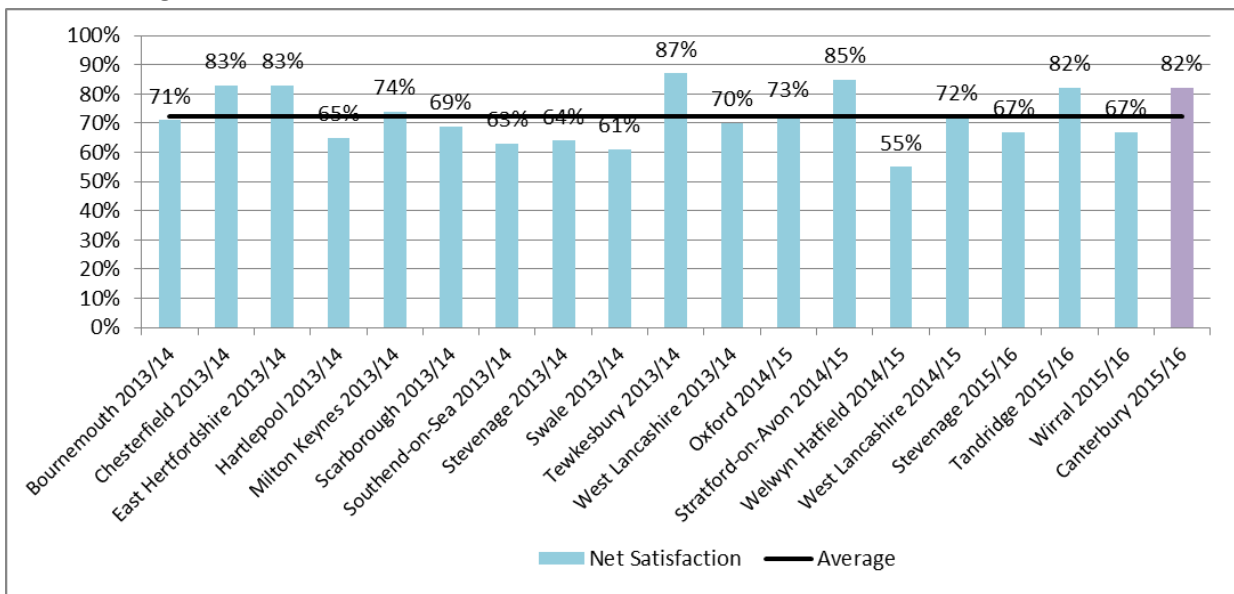
Figure 2.1



### 2.3 Satisfaction with the local area

Residents Surveys<sup>83</sup> suggest that residents enjoy high levels of satisfaction with their local area, 90% satisfied and a net satisfaction rating of 82%.<sup>5</sup>

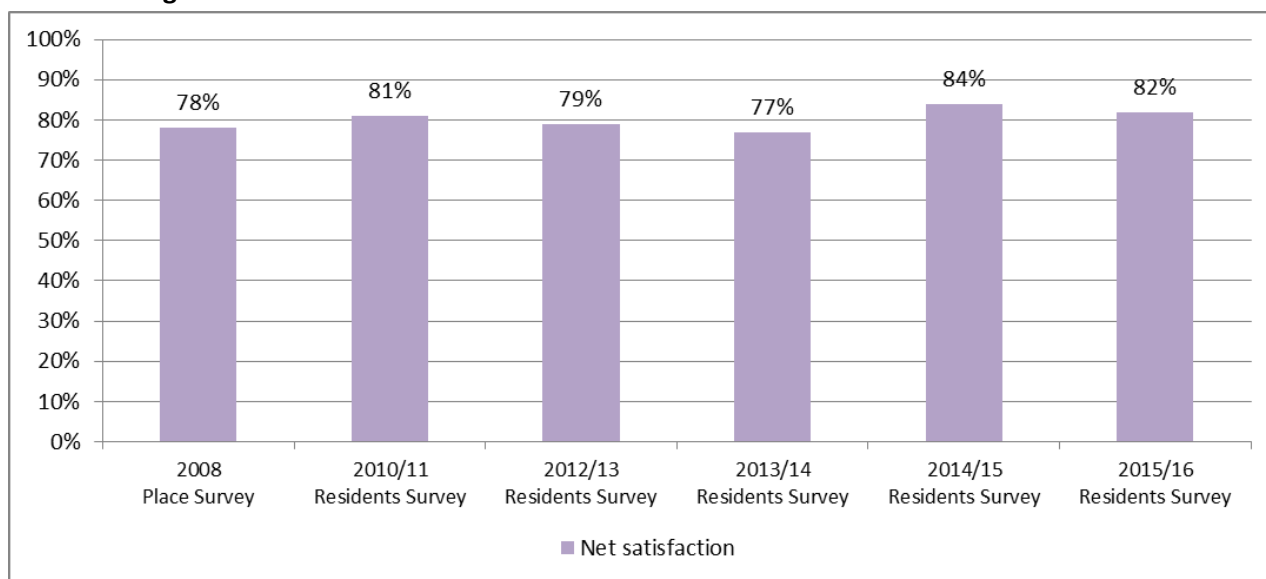
Figure 2.2



<sup>83</sup> Residents Survey 2014 and 2015

This reflects a general positive trend over the last few years, see below.

**Figure 2.3**



Studies such as “Neighbourhood Open Space Impacts Older Adults’ Quality of Life” emphasise that the satisfaction with a local area has a major impact on quality of life.

The majority of young people are “happy or okay” with the area, the reasons why they were satisfied with the area are shown below<sup>84</sup>:

**Figure 2.4**

Reason why satisfied	Percentage return
Good community/friendly people/friends and family	74%
The level of crime and anti-social behaviour	55%
Clean streets	40%
Parks and open spaces	35%
Shopping facilities	31%
Activities for teenagers	28%

<sup>84</sup> Young Residents Survey 2013

## 2.4 Tourism

As part of the Economic Impact of the Kent Visitor Economy, Canterbury district was estimated to contribute £453,865,700 in economic impact in 2015, up from £446,709,000 in 2013, and £432,024,000 in 2012. The visitor economy is also estimated to support 9,378 jobs (6,810 FTE) in 2015 compared to 8833 jobs (6353 FTE) in 2013, and 8,526 jobs (6218 FTE) in 2012.<sup>85</sup>

Visitors to Canterbury district were estimated to contribute £453,865,700 in economic impact in 2015 and the visitor economy is estimated to have supported 9,378 jobs.

For further economic data view the Prosperity section of the CCP.

## 2.5 Housing

### 2.5.1 Decent homes

We commissioned a private sector stock condition survey in 2009/10 jointly with other Kent councils and found that 15,725 private sector properties did not meet the Decent Homes Standard. 100% of Canterbury City Council homes meet the Decent Homes Standard. A new private sector stock condition survey will be commissioned in the near future.<sup>86</sup>

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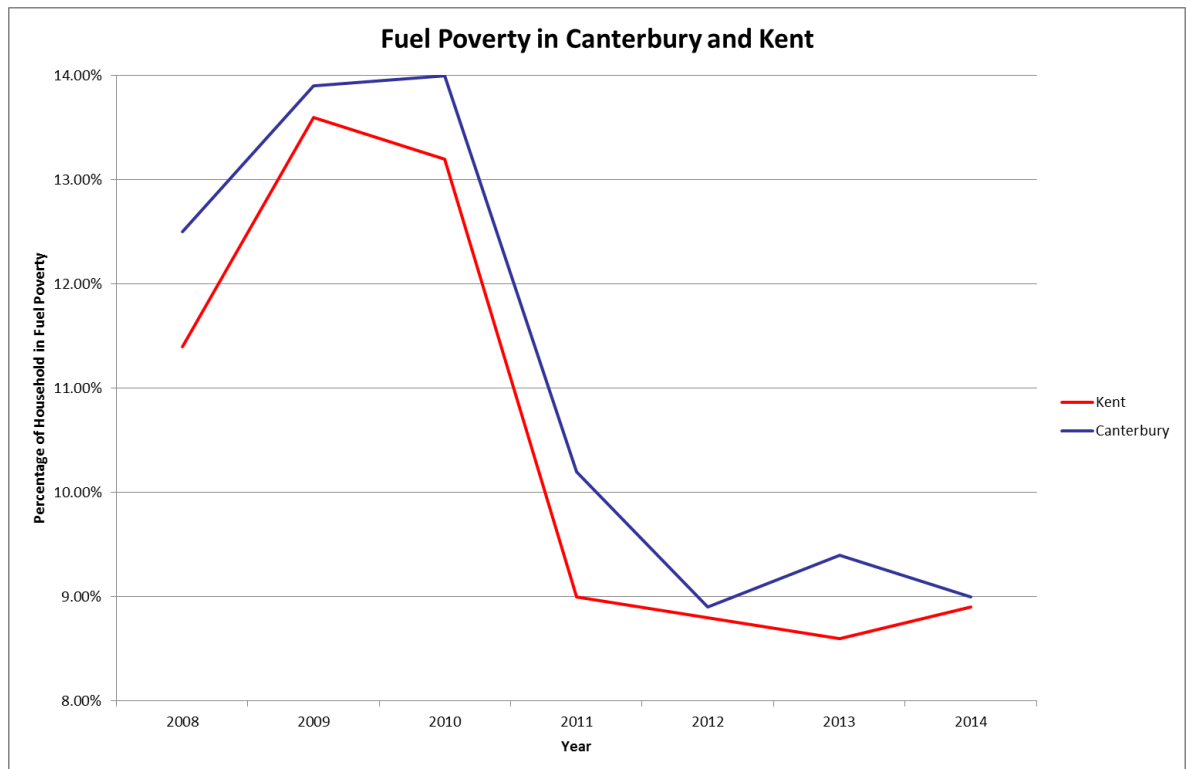
<sup>85</sup> The Economic Impact of the Kent Visitor Economy 2012, 2013, [2015](#)

<sup>86</sup> Canterbury District Housing Strategy 2012-2016

## 2.5.2 Heating and fuel poverty

Fuel poverty in Canterbury (9.3%) is below the national average (10.6%), but is higher than the Kent rate (8.9%). It has a significant impact on those affected and equates to 5,858 households in district.<sup>87</sup>

Figure 2.5



The ward of Marshside (Pre-2015 ward) is the eighth most vulnerable to fuel poverty in Kent<sup>88</sup>

For information on housing see also People section.

## 2.6 Energy usage

Canterbury district when compared nationally uses less energy than average. Figure 2.6 below shows household energy usage in the Canterbury district compared to the national average<sup>89</sup>:

<sup>87</sup> 2014 sub-regional fuel poverty data – [Link](#)

<sup>88</sup> Canterbury District Housing Strategy 2012-2016

<sup>89</sup> 2011 Department of Energy and Climate Change energy usage figures

**Figure 2.6**

	Energy <sup>90</sup> used per consumer per year (Canterbury)	Energy used per consumer per year (National)	Difference
Average domestic electricity use	4,060KWh	4,190KWh	130KWh less in Canterbury
Average domestic gas use	14,080KWh	14,140KWh	60KWh less in Canterbury
Average non-domestic electricity use	55MWh	75MWh	20MWh less in Canterbury
Average non-domestic gas use	486MWh	728MWh	242MWh less in Canterbury

The council is driving down energy consumption in its own buildings by reducing carbon emissions, in 2014/15 to 3,277 metric tonnes as against a target of 3,500 metric tonnes.<sup>91</sup>

## 2.7 Empty properties

Empty properties can have a negative impact on neighbourhoods by increasing the risk of, a fear of crime, vandalism, squatting, vermin infestation, structural damage to an adjoining property, as well as contributing to a shortage of housing.

As of February 2014 there were a total of 1,168<sup>92</sup> private empty properties made up of the following:

- 535 empty and unfurnished for 6 months or more
- 295 empty and unfurnished for 12 months or more
- 194 empty and unfurnished for 18 months or more
- 144 empty and unfurnished for 24 months or more

Since the project started in early 2014 we have worked on 37 empty property sites: 6 are back in use, work has started on a further 14 sites, 6 loan applications have been made and 8 sites referred to planning.<sup>93</sup>

<sup>90</sup> The kilowatt hour (kWh) is a unit of energy and a **MWh** (megawatt hour) is 1000 kWh

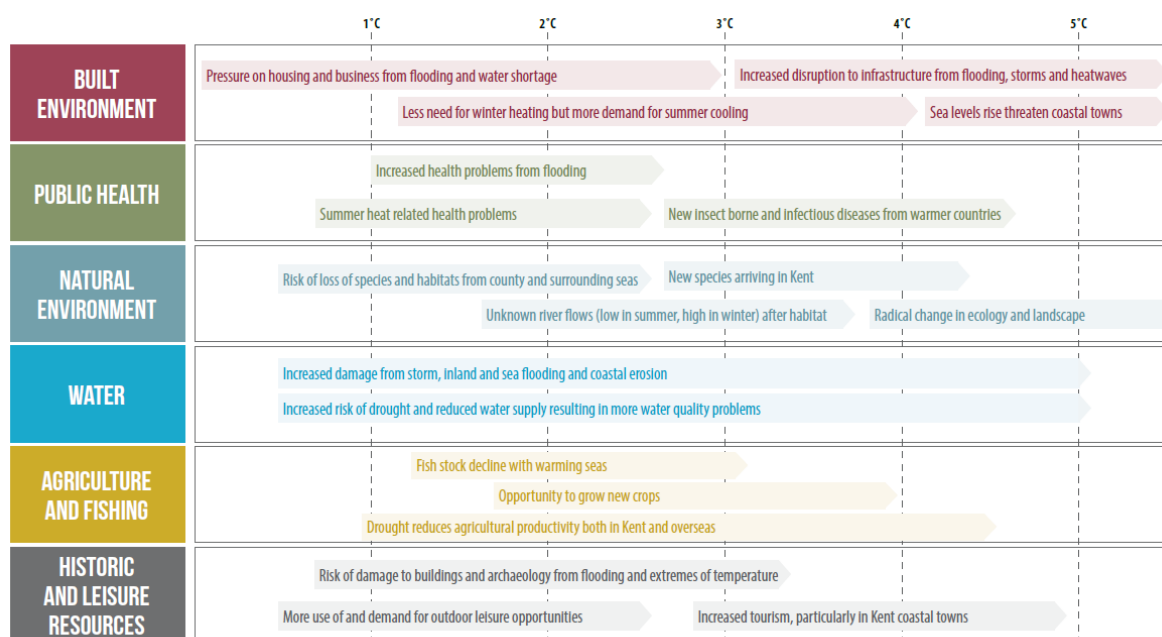
<sup>91</sup> Canterbury contract data

<sup>92</sup> 2014 Bringing Empty properties back into use report

<sup>93</sup> CCC May 2015 empty properties data

## 2.8 Climate change

**Figure 2.7**  
Climate change projections from Kent Environmental Strategy<sup>94</sup>



The latest UK Climate Change Projections by 2050 would see summers 2.8°C warmer, winters 2.0°C warmer, with winter rainfall up 14% and summer rainfall down 24% (UKCP09).

**Figure 2.8**  
The expected impact on Policy makers of the climate change projections<sup>95</sup>

Environmental quality and conversation	<ul style="list-style-type: none"> <li>• Air quality impacts</li> <li>• Water quality</li> <li>• Habitat loss</li> <li>• Altered breeding seasons, migration, species distribution</li> </ul>
Agriculture, fisheries and forestry	<ul style="list-style-type: none"> <li>• Crop production</li> <li>• Disease risk</li> <li>• Increases in wood and bioenergy crop production</li> <li>• Decline in marine fish production</li> </ul>
Health and social welfare	<ul style="list-style-type: none"> <li>• Heat related mortality</li> <li>• Health and social care infrastructure</li> <li>• Mortality and morbidity impacts from flooding</li> <li>• Inequalities</li> </ul>
Infrastructure	<ul style="list-style-type: none"> <li>• Flood risk</li> <li>• Insurances</li> <li>• Transport</li> <li>• Property</li> </ul>

<sup>94</sup> Kent Environmental Strategy – Consultation Draft July 2015

<sup>95</sup> Kent Environment Strategy – statement 2015

## 2.9 Public open space

There is a historic gap in provision in some urban areas due to high density housing built in previous generations. Public open space is divided into different categories, assessed against national standards (need), mapped and gaps in provision identified.

In 2014 the gaps in open space provision are<sup>96</sup>: (reference to pre 2015 Wards)

- **Amenity green spaces** – Southern section of Wincheap and Barton area in Canterbury plus coastal areas such as Reculver, Heron, West Bay, Swalecliffe, Tankerton, Harbour, Seasalter - as beaches do not fulfil all the requirements of amenity open space.
- **Green corridors** – Herne Bay to Canterbury, Faversham to Canterbury (via Blean) and Bridge to Canterbury
- **Fixed play areas** – Chislet and Lower Hardres in the rural areas plus Barton, Harbour and Reculver areas in urban areas
- **Outdoor sports pitches** – Canterbury (one adult, four mini football and one rugby), Herne Bay (four junior football) and Whitstable (four junior football)
- **Allotments** – Herne Bay and Whitstable
- **Public realm** - is generally well provided for events, however there is a gap in public realm provision in Whitstable.

In 2014/15 the district has 3 green flags for high quality open space, regularly achieves well in the “Britain in Bloom” competitions.

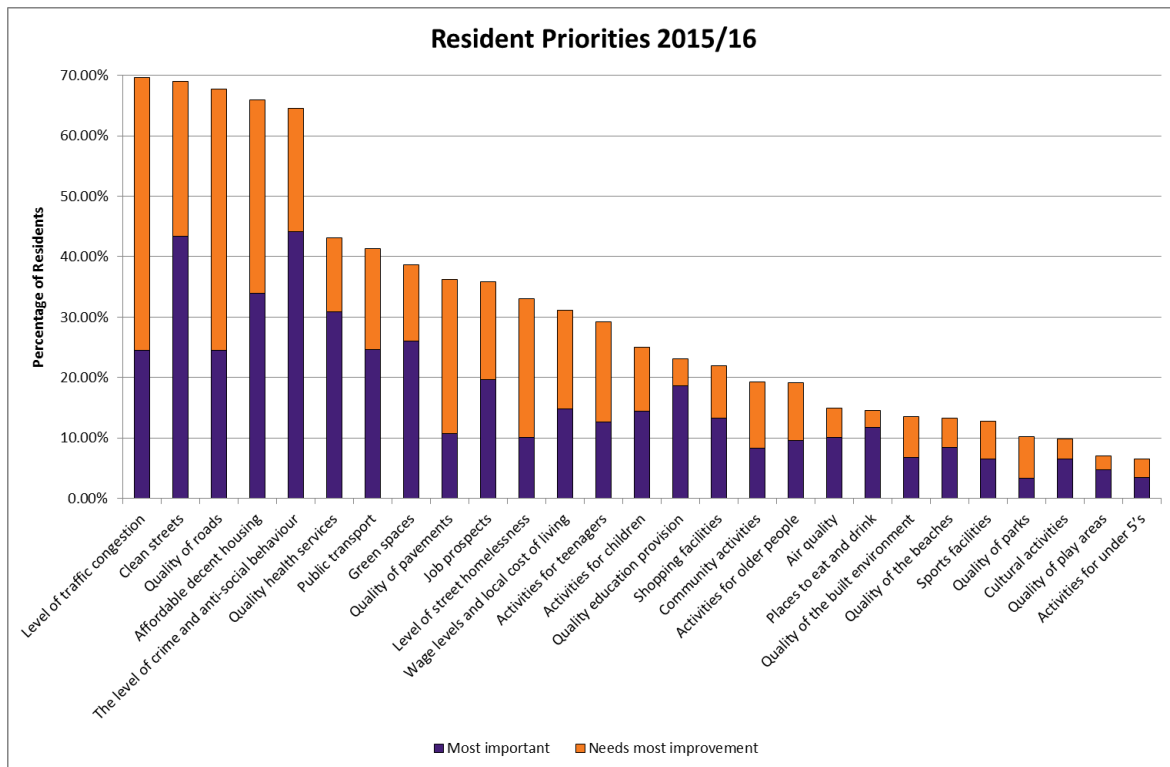
“Green spaces” was 8<sup>th</sup> overall in resident priorities when asked in the 2015/16 Residents Survey.<sup>5</sup>

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<sup>96</sup> 2014 Open Spaces Strategy for the Canterbury District

**Figure 2.9**

Things that are most important and need most improvement in making somewhere a good place to live. (Residents Survey 2015/16, Q17)



## 2.10 Beaches and Water Quality

The district has one Blue Flag beach at Tankerton<sup>97</sup> and three Seaside Awards at Tankerton, Herne Bay and Reculver.<sup>98</sup>

Furthermore, the bathing water classification is classed as Excellent at West Beach - Whitstable, Tankerton and Herne Bay, and classed as Good at Herne Bay – Central.<sup>99</sup>

## 2.11 General Waste and recycling

In 2014/15 we exceeded the target of 42% by achieving 48% of household waste sent for reuse, recycling or composting.<sup>100</sup> In addition the community are proactive in cleaning open spaces; beach cleans in 2014/15 helped collect 302 tonnes of waste.

Contractors and the community regularly clean the beach and collect around 300 tonnes of waste per year<sup>101</sup>

<sup>97</sup> Blue Flag – [Link](#)

<sup>98</sup> Seaside Awards – [Link](#)

<sup>99</sup> Environment Agency – [Link](#)

<sup>100</sup> 2014/15 Contract data

<sup>101</sup> 2014/15 Contract Data



The identified challenges moving forward are improving knowledge of recycling, reducing contamination such as food waste in plastic recycling and improving communicating the recycling message to students to help increase recycling by students.

## 2.12 Flooding

Flooding can be caused by surface water, groundwater, fluvial or coastal flooding. Over the winter of 2013/14 there was a significant flood risk from both the sea and rivers in the district.

Canterbury district is the 12<sup>th</sup> most likely to flood out 317 local authorities nationally<sup>102</sup>

If the sea defences had failed as a result of the storm surge in December 2013 there would have been an estimated 2,700 properties flooded in the Whitstable area – the estimated valuation of property at risk was £558 million.

The map below illustrates coastal areas in the Whitstable area that would have been affected.

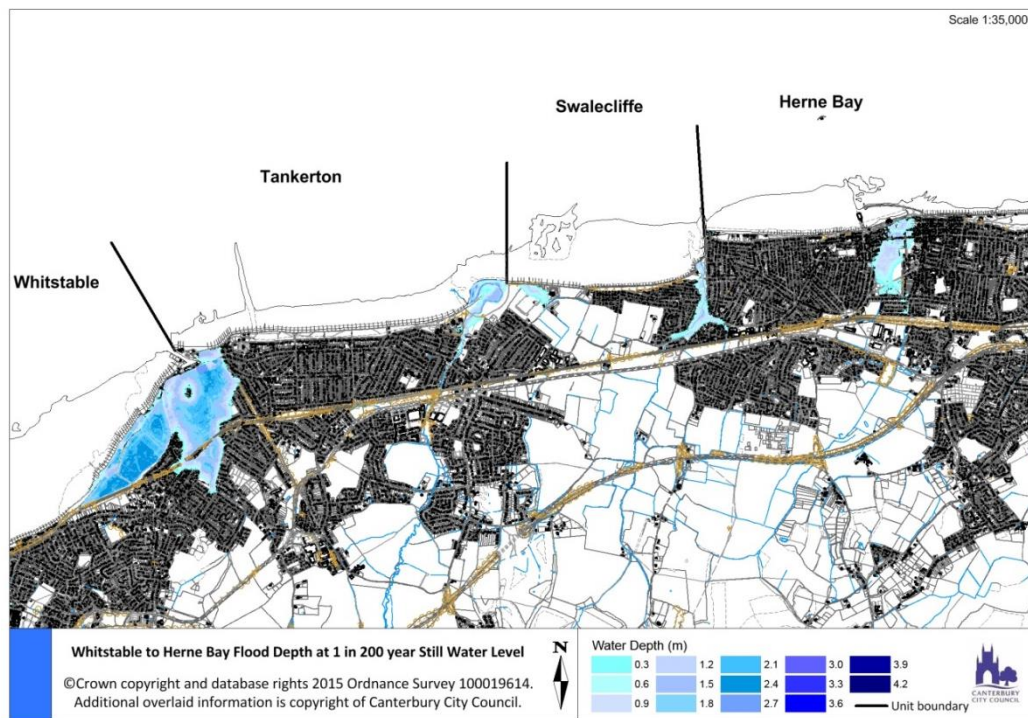
Figure 2.10



<sup>102</sup> Association of British Insurers (ABI)

The map below highlights the degree of flood risk to the coastal areas of the district.

**Figure 2.11**



Over the past 20 years the Council has spent £29.5 million,<sup>103</sup> the majority external grant aid to improve flood resilience. In 2012 £880,000 of flood defence improvement works were completed in Herne Bay.

Fluvial flooding in the district can be caused by, Greater Stour, Lesser Stour, Nailbourne, Petham Borune, Westbrook, Swalecliffe Brook, Plenty Brook, Kite Farm Ditch and the Gorrell Stream.

There are also over one hundred miles of ordinary watercourses for which Canterbury City Council is the relevant operating authority.

In January 2014 the South East received 258% of its average monthly rainfall, with the effects most heavily felt in Barham, Bridge, Littlebourne and surrounding villages.

In the winter of 2013/14 over 24,000 sand bags and 16 pumps were distributed as part of the emergency response to prevent and alleviate flooding

Maps showing indicative flood risk for both inland and coastal areas have been published by the Environment Agency. These maps are available on the Environment Agency's website - [Here](#)

<sup>103</sup> SWIMS Event summary report for Kent and Medway Winter 2013/14

## 2.13 Transport

### 2.13.1 Commuting and Car Ownership

Based on the last census data (2011), the vast majority of households in the district are car owners and most people use a car or van to get to their place of work.

63.2% of working people in the district commute to work by car or van. Of these just 7.7% were passengers, suggesting low levels of car sharing.<sup>104</sup>

87.67% of households have access to one or more cars. There are 73,800 cars or vans owned by 60,800 households in the district, this is an increase in car or van ownership of 15.3% from 2001 to 2011.<sup>104</sup>

### 2.13.2 Congestion

Congestion is calculated per unit length of journey, the comparative is journey time per mile on A Roads. In Kent in 2006 one mile took two minutes 11 seconds, in 2009 this had reduced to two minutes 8 seconds.<sup>105</sup> This reflects a very small reduction in congestion in Kent.

However, despite improvements in bus, train and cycle usage road traffic congestion is still a major concern as shown in the 2014 and 2015 Residents Surveys.<sup>106</sup>

When asked “What needs most improving in your local area?” residents ranked the level of traffic 1<sup>st</sup> out of 27 activities, quality of the roads 2<sup>nd</sup> and quality of the pavements 5<sup>th</sup> 5

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<sup>104</sup> 2011 census data

<sup>105</sup> 2014 Canterbury District Transport Strategy

<sup>106</sup> Residents survey 2014 and 2015

### 2.13.3 Air pollution

Air pollution is a significant issue in the Canterbury ring road area where air quality readings for nitrogen dioxide exceed national guidance. An Air Quality Management Area has been declared in Canterbury which includes: Sturry Road, Tourtel Road, Inner ring road, Wincheap, Rheims Way, St Dunstons Road and North Lane.<sup>107</sup>

In addition the central areas of Whitstable and Herne Bay are monitored but levels do not exceed national guidance.

Air quality has a major impact on respiratory disease and Particulate matter is the fifth major cause of death in urban areas.<sup>108</sup>

The Air Quality Management Area is being reviewed in winter 2015 and this will lead to a review of the action plan, consultation is due in 2016.

### 2.13.4 Cycling and walking

In 2011 18.5% of people travelling to work do so by foot or by bicycle in Canterbury district. This is the highest rate Kent, which has an average of 12.6%.<sup>109</sup>

On just 5 recorded cycle routes in 2013/14 243,231 journeys were made. There are also 300 cycle parking places at 40 locations in the district.<sup>110</sup>

### 2.13.5 Public transport

When asked “What needs most improving in your local area?” Public transport was ranked 8<sup>th</sup> out of 27 activities.<sup>5</sup>

#### 2.13.5.1 Bus services

The main bus services are focused on the three urban areas and the Universities. The standard time between buses is approximately 15 – 20 minutes through the day.

Bus usage has increased from 4.5m passengers in 2004 to 9.5m passengers in 2009.<sup>111</sup>

Over 60s travel free on Stagecoach buses across England after 9.30am until 11pm on weekdays and all day at weekends and on Bank Holidays. Also, a range of discount cards are available – family, student etc. Figure 2.12 illustrates bus times and cost.

<sup>107</sup> 2014 Air Quality Management Plan

<sup>108</sup> Parliament Hill Research Air Pollution and Health – implications of the new evidence – March 2014

<sup>109</sup> 2011 census data

<sup>110</sup> Kent Stour Countryside Partnership usage statistics 2013/14 – on behalf of KCC

<sup>111</sup> 2014 Canterbury District Transport Strategy

**Figure 2.12**Bus regularity and cost – May 2015<sup>112</sup>

Route	Weekday regularity:	Weekend regularity:	Price for an adult return	Price for a family of 4 return
Herne bay to Canterbury	10-15 mins	10-15 mins	£6.20	£10.50
Herne Bay to Whitstable	10-15 mins	10-15 mins	£5.80	£10.50
Whitstable to Canterbury	10-15 mins	10-15 mins	£6.20	£10.50
Whitstable to Herne Bay	10-15 mins	10-15 mins	£5.80	£10.50
Bridge to Canterbury	15-20 mins	15-20 mins	£4.40	£10.50
Blean to Canterbury	10-15 mins	10-15 mins	£4.40	£10.50
Chartham to Canterbury	30 mins	30 mins	£4.90	£10.50
Barham to Canterbury	60 mins	60 mins	£6.20	£10.50
Hersden to Canterbury	10-15 mins	10-15 mins	£4.90	£10.50
Sturry to Canterbury	5-10 mins	5-10 mins	£3.80	£10.50
Canterbury to London	60 mins	60 mins	£17.50	£52.50

The data suggests that buses are relatively high cost and may act as a barrier to further increased usage and the residents' survey illustrates an increase in concerns about public transport.

### 2.13.5.2 Park and Ride

It is calculated that the Park and Ride scheme has saved 8.5 million car journeys between 1992 and 2014.<sup>113</sup>

The numbers of vehicles using Park and Ride has increased steadily, and over half a million vehicles used Park and Ride last year. However, the estimated number of passengers has reduced over the last 3 years, from 886,700 to 806,900.<sup>114</sup>

Parking provision within Canterbury is 4,261 car parking spaces, including Park and Ride. The number of tickets sold in all car parks has increase every year since 2012/13, from 2,972,512 to 3,120,936.<sup>115</sup>

<sup>112</sup> October 2014 Canterbury bus station information centre

<sup>113</sup> 2014 Canterbury District Transport Strategy

<sup>114</sup> Car parking contract data

<sup>115</sup> Car parking contract data

The 2015/16 Residents Survey showed that 70% of residents were fairly satisfied or very satisfied with Park and Ride in Canterbury.

### 2.13.5.3 Train

There are 9 stations in the district, all with direct trains to a variety of London terminals, including London Victoria and London St. Pancras.

More recently the district has become connected to the High Speed 1 (HS1) network, which means the travel time to London is less than an hour from some parts of the district.

The number of train journeys to and from Canterbury, Herne Bay and Whitstable has increased from 1.2 million in 2008 to 1.5 million in 2011.<sup>116</sup>

**Figure 2.13**

Summary of train times and prices May 2015<sup>117</sup>

Route <sup>118</sup>	Weekday regularity:	Weekend regularity:	Week day for adult return (peak)	Weekend, for family of 4 (family and friends railcard)
Chartham to Canterbury	20 mins	20 mins	£3.20	£6.20
Sturry to Canterbury	20 mins	20 mins	£3.00	£5.20
Bekesbourne to Canterbury	30 mins	30 mins	£3.00	£6.00
Whitstable to Herne Bay	20 mins	20 mins	£3.60	£10.50
Canterbury to London	15mins	20 mins	£55.50	£48.40
Herne Bay to London	15mins	20 mins	£48.40	£37.20
Whitstable to London	20 mins	20 mins	£48.40	£37.20

It should be noted that for comparable journeys that the train is a more affordable mode of public transport than the bus.

<sup>116</sup> 2011 The impact of High Speed Once Scrutiny review Final report

<sup>117</sup> May 2015 southeastern rail

<sup>118</sup> Note a range of discount cards are available such as Family and Friends or Young Persons travel card

#### 2.13.5.4 Change in modes of transport

Figure 2.14 reflects the changes in mode of transport in Canterbury district between 2001 and 2011.<sup>119</sup>

**Figure 2.14**

Mode of transport	Percentage increase 2001 -2011
Bus or coach	+61.1%
Train	+47.4%
Work mainly from home	+33.3%
On foot	+16.2%
Driving car or van	+12%
Passenger in car or van	-14.9%
Bicycle	+0.3%

When Canterbury is compared to Kent, Canterbury has the biggest increases in train usage and working mainly from home.<sup>120</sup>

#### 2.14 Rural isolation

Rural isolation is caused by limited opportunities to access services. The lack of transport options, apart from a car, impact on getting to facilities such as GP surgeries, Post Offices, shops, Primary schools etc. These facilities tend to be located in the larger villages, therefore being physically able to get to facilities can be especially challenging in the smaller villages and hamlets.

There has been a steady reduction in facilities within rural areas, which can increase rural isolation. The loss or losses at local level vary from village to village, but are usually most significant at the outer limits of the Canterbury District's area, e.g. Stodmarsh, Adisham and Barham.<sup>121</sup>

The 8.2% of rural residents and 17.25% of elderly rural residents over 65 years of age do not have access to a car or van can be significantly disadvantaged as public transport in the rural areas is limited.<sup>122</sup>

An example is set out as a heat map in Figure 2.15 for access to primary schools by foot and Figure 2.16 public transport.<sup>123</sup> The heat maps for other services are similar.

<sup>119</sup> ONS Census 2011

<sup>120</sup> ONS Census 2011

<sup>121</sup> Rural Study Report – May 2010

<sup>122</sup> ONS Census 2011

<sup>123</sup> A Rural Settlement Hierarchy study of Canterbury District – October 2011



Figure 2.15

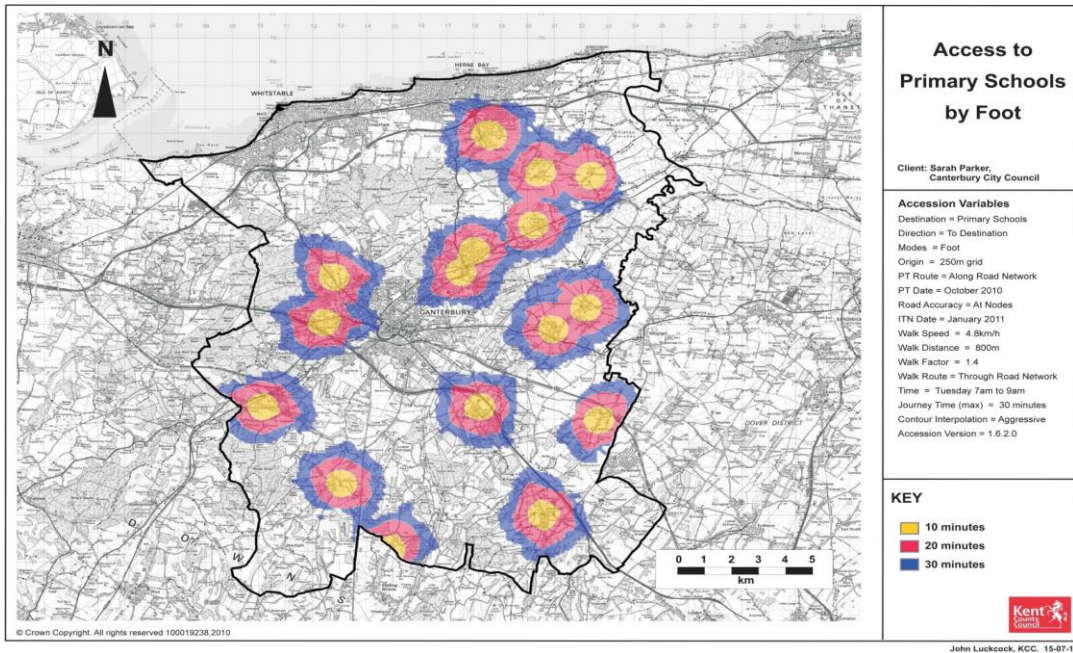
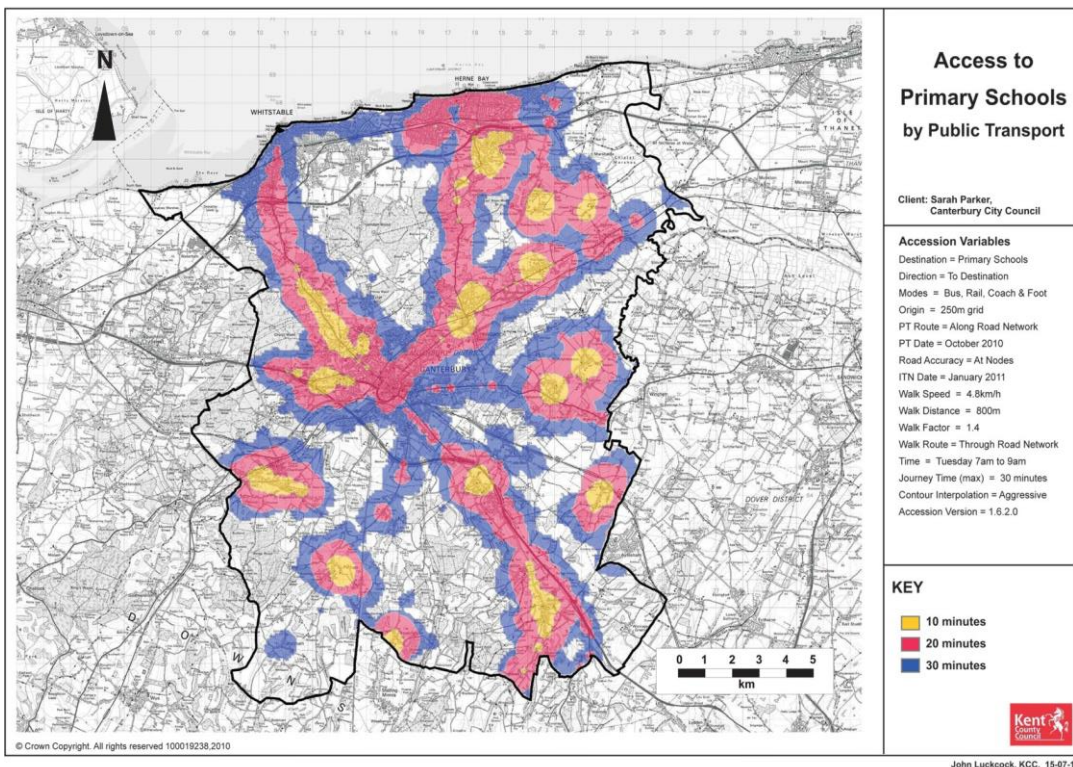


Figure 2.16



Alternatively access to services can be online and fibre broadband is generally good throughout the District. However, some rural areas are limited, and this compounds the access issues for those without access to a car or van.



## 2.15 Access to digital services

At present 4G mobile coverage is being rolled out about the U.K by the 4 major networks (EE, Vodafone, O<sub>2</sub> and 3). Currently 4G coverage is available across most the district for those on EE and in the main urban areas for customers of O<sub>2</sub> or Vodafone. 3 currently only offer 4G in Canterbury and Whitstable. The coverage in rural areas is best on EE, and improving on O<sub>2</sub> or Vodafone. Although the timescales vary according to the network, all 4 plan to have rolled 4G out to 98% of the population (U.K) by at least mid-2016.<sup>124</sup>

Extending fast broadband in Kent:

Kent County Council is currently working with BT and the government's broadband agency, Broadband Delivery UK (BDUK) to bring better broadband to Kent.<sup>125</sup> The project will take up until the end of 2015 by which time the target is for:

- At least 95% of all properties in Kent to have access to higher-speed fibre-based broadband infrastructure.
- Every property should be able to access a broadband service of at least 2Mbps.
- A minimum of 91% of premises should have superfast broadband of at least 24Mbps.

The project is focusing on delivering better broadband services to rural parts of Kent and Medway that do not benefit from commercial broadband programmes because of the cost involved in upgrading the infrastructure requirements in many rural areas. See map below<sup>126</sup>

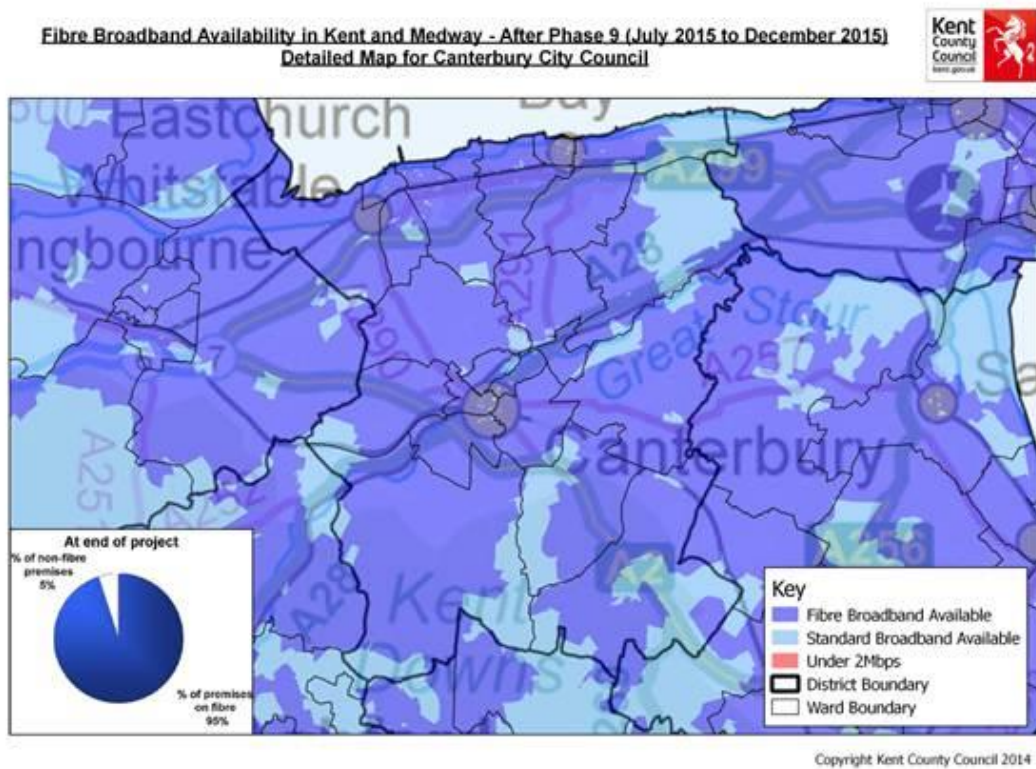
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<sup>124</sup> Source: EE, Vodafone, O<sub>2</sub> and 3

<sup>125</sup> <http://www.kent.gov.uk/leisure-and-community/broadband/broadband-maps>

<sup>126</sup> <http://www.kent.gov.uk/leisure-and-community/broadband/broadband-maps>

Figure 2.17



The roll out for the Canterbury district is currently taking place and by December 2015 the whole district should have standard broadband. The vast majority of the district will have access to fibre broadband however some pockets of The Blean and the Downs will not have access to fibre Broadband.

# Prosperity

## 3.1 Introduction

Canterbury district has a unique position within the area as the economic centre for East Kent. The district was relatively resilient during the economic crisis and following recession that began in 2007. The local economy has several important sectors which are all interlinked and support each other such as tourism, education and night time economy.

## 3.2 Employment

### 3.2.1 Workforce structure

In 2014 there were 62,300 employees in Canterbury, which is an increase of 2,500 from 2013. Overall employment also increased from 62,600 to 64,600.

However, since 2009 the proportion of full-time (FT) jobs has decreased from 60.6% to 58.5%. There has also been a shift from public sector jobs to private sector jobs from 21.5% of jobs in 2009 to 16.3% in 2014.<sup>127</sup>

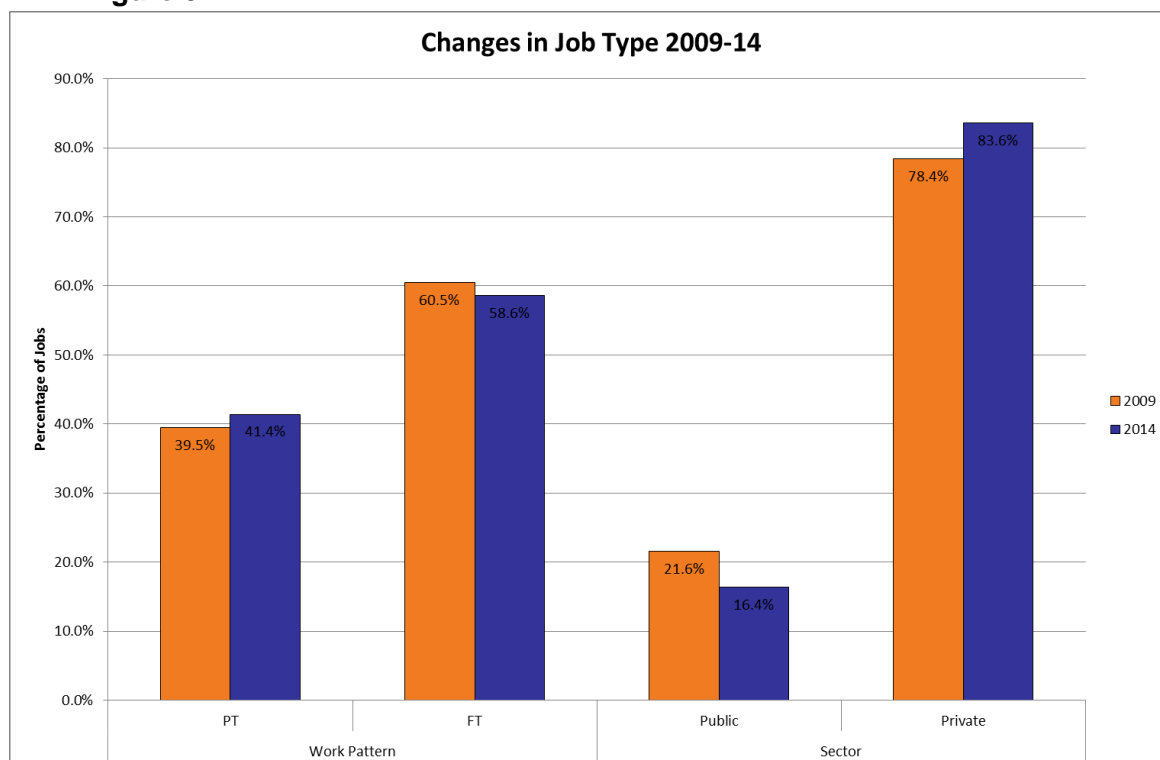
There are a further 10,000+ people working in the district who are self-employed, working in HM Forces or as a government supported trainee.<sup>127</sup>

Between 2009 and 2014 the number of part-time employees increased by 2,200, compared to just 300 full-time employees

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<sup>127</sup> Business Register and Employment Survey - ONS

**Figure 3.1**



### 3.2.2 Key industries

With 3 universities in Canterbury a significant number of jobs are in the education sector. The University of Kent is the district's top employer providing 5.4% of employment in the district and the University of Kent Student Union also make the top 10 with 0.7% of jobs. Canterbury Christ Church University (2.7%), Canterbury College (1.1%) and The King's School (1.0%) are also major employers.<sup>128</sup>

The estimated economic impact of the University of Kent and Canterbury Christ Church University is over £1.1billion per annum

This is estimated as £571.7million<sup>129</sup> from the University of Kent and a further £539.1million<sup>130</sup> through Canterbury Christ Church University.

There is also a reliance on other public sector employers, such as East Kent Hospitals University NHS Foundation Trust, Kent Police and Canterbury City Council, which combined account for 5.4% of jobs in the district. Kent County Council also employ around 850 people in the district as well as over 2100 people working in state schools in the district (not including academies).<sup>128</sup>

<sup>128</sup> Canterbury City Council internal data

<sup>129</sup> The economic impact of the University of Kent, Viewforth Consulting October 2011

<sup>130</sup> The Economic and Social Impact of Canterbury Christ Church University, 2012-2013

**Figure 3.2**  
Biggest employers in Canterbury District

Organisation	Number of Employees
University of Kent	3400
East Kent Hospitals University NHS Foundation Trust	2300
Kent County Council (School Staff)	2100
Canterbury Christ Church University	1700
Kent County Council (Non School Staff)	900
Canterbury College	700
Kent Police	650
The Kings School	600
Asda Stores Ltd	450
A Gomez Ltd	450
Canterbury City Council	440
University of Kent Students Union	440

### 3.3 Unemployment

As of January 2017, the rate of people claiming Job Seekers Allowance (JSA) or Universal Credit in the district is 1.3%, down from a peak of 2.7% in February 2012.

The rate is highest in Heron Ward where 2.8% of residents are claiming unemployment benefit, although this is down from 3.6% in January 2014

Furthermore, Canterbury has the lowest rate of 18-24 year olds claiming JSA (1.1%) in Kent.<sup>131</sup>

See People section for further information on Unemployment.

### 3.4 Qualifications

#### 3.4.1 Canterbury

According to the last census (2011) Canterbury (city) has a much lower rate of people who have no qualifications (14.9%) than other areas in the district.<sup>132</sup> This is helped by the high numbers of students who live in the city (who usually must have a certain level of qualification to gain entry), and also explains the high proportion of people with Level 3

<sup>131</sup> Unemployment in Kent January 2017, Business Intelligence, Kent County Council

<sup>132</sup> Census 2011 – ONS/Nomis

qualifications (A Levels, Level 3 NVQ, IB etc.<sup>133</sup>), as this is usually the level of qualification most students will have whilst still completing their undergraduate degrees.

The lower rates of people with Level 1 (GCSEs D-G, Level 1 NVQ etc.), Level 2 (GCSEs A\*-C, Level 2 NVQ etc.), no qualifications or apprenticeships, suggests that a significant amount residents have progressed to either higher or further education.

The high proportion who have already achieved Level 4 qualifications (e.g. Level 4 NVQs, BTEC Professional Qualifications, Degrees etc) again reflects the influence the local universities have on the city's population. This high proportion could reflect the number of people living in the area who are completing post-graduate degrees, or have remained in the area following the completion of their course.<sup>132</sup>

### **3.4.2 Whitstable**

In Whitstable there is a significant proportion of the 16+ population who have no qualifications. This is a higher proportion than the district, region and country. Although the proportion of people who have achieved Level 4 qualifications or higher is on par with the district and national proportions, it is below the regional average.<sup>132</sup>

The number of people whose highest level of qualification is Level 3 below the relative proportions for the district, region and country. This would suggest that either not many people are progressing from Level 2 qualifications in the area or more residents are progressing to Level 4 and higher qualifications. However, there is also a higher proportion of people with apprenticeships than in other areas.<sup>132</sup>

### **3.4.3 Herne Bay**

Herne Bay also has a significant proportion (27.9%) of its 16+ population who have no qualifications, which is the highest proportion in the district. It is also a higher level than the South East and England & Wales. The proportion of people who have achieved Level 3 or Level 4 qualifications or higher is also below the district, region and country levels. The opposite is true for people whose top qualification is a Level 1 or Level 2 qualification, suggesting fewer than average people in Herne Bay are progressing to higher or further education.<sup>132</sup>

### **3.4.4 Rural and Villages**

The share of the Villages and Rural population with Level 1, Level 2 or who have No qualifications or apprenticeships is below that of the district. It is also below the South East and England & Wales rate, whilst Level 3 and 4 rates are above the relative amounts for the same areas. This is partly due to the number of students who are living in Blean Forest and thus must have (usually) achieved a minimum of a Level 3 qualification in order to qualify for higher education.

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<sup>133</sup> OFQUAL

The numbers of people with Level 4 qualifications could also be explained by the perception of a rural elite or property rich households who are more likely to have a high level of qualification.<sup>132</sup>

**Figure 3.3**

Highest Level of Qualification by Area<sup>132</sup>

Level of Qualification	None	Level 1	Level 2	Apprenticeship	Level 3	Level 4	Other qualifications
Canterbury	14.9%	9.4%	11.7%	1.8%	25.5%	30.5%	6.3%
Herne Bay	27.9%	14.9%	16.8%	4.6%	11.2%	20.1%	4.5%
Whitstable	23.6%	13.3%	15.8%	4.7%	10.8%	27.3%	4.4%
Rural and Villages	17.0%	10.1%	13.9%	2.9%	19.8%	30.9%	5.2%
District	20.5%	11.8%	14.3%	3.3%	17.6%	27.3%	5.2%
South East	19.1%	13.5%	15.9%	3.6%	12.8%	29.9%	5.2%
England & Wales	22.7%	13.3%	15.3%	3.6%	12.3%	27.2%	5.7%

## 3.5 Earnings

### 3.5.1 Low Wage Economy

Canterbury has a low-wage economy based around tourism and retail. The level of wages for people working in the district only surpassed the 2009 medium weekly wage last year. The median weekly earning for people working in Canterbury district is £380.20<sup>134</sup>

The average wage for someone working in Canterbury district during 2016 was £380.20 per week.

### 3.5.2 Wage Gap

Wages for people who are resident in Canterbury district are comparatively much better than people who work in Canterbury (see 3.5.1), with an average weekly wage of £426.50 (up 13.1% since 2009), £46.30 higher than people who work in the district. This gap is smallest it has been since 2010, and is a significant change since it reached a high of £96.20 per week in 2015.

Since 2009, people working in the district saw their wages remain at or below that level until 2016 when wages rose by 8.7%, which is up 6.3% from 2009. Although Resident wages fell by 4.4% last year, their wages are still 13.1% higher than in 2009.<sup>134</sup> The changes in Worker wages are most likely due to the 'National Living Wage' which has increased the basic earnings for low paid jobs, whilst reducing the need for people to travel outside of the district to find now similarly paid work.

<sup>134</sup> Annual Survey of Hours and Earnings – ONS/Nomis

The wage gap between Canterbury residents and Canterbury workers (£46.30) at its lowest since 2010

Figure 3.4

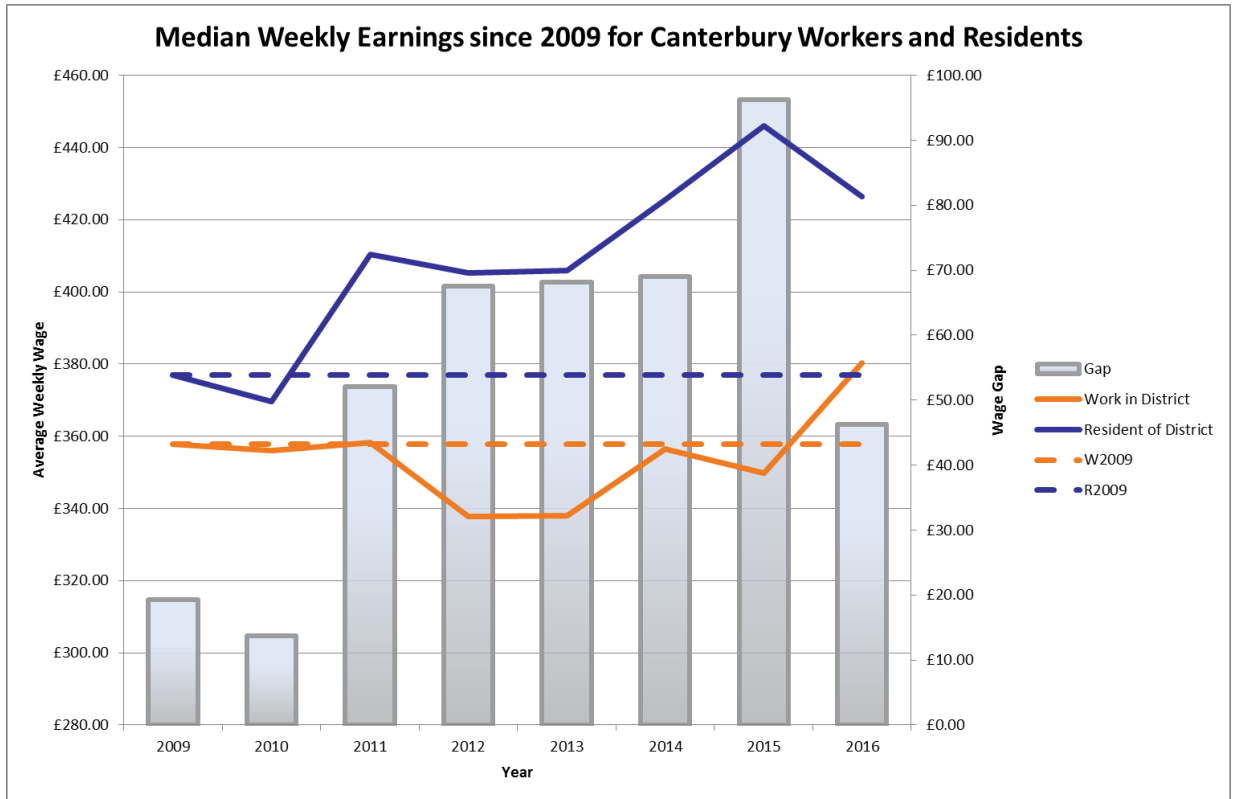
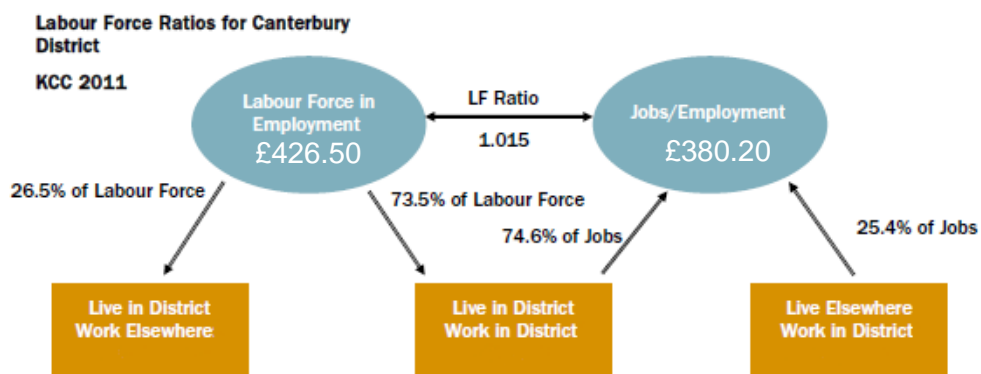


Figure 3.5

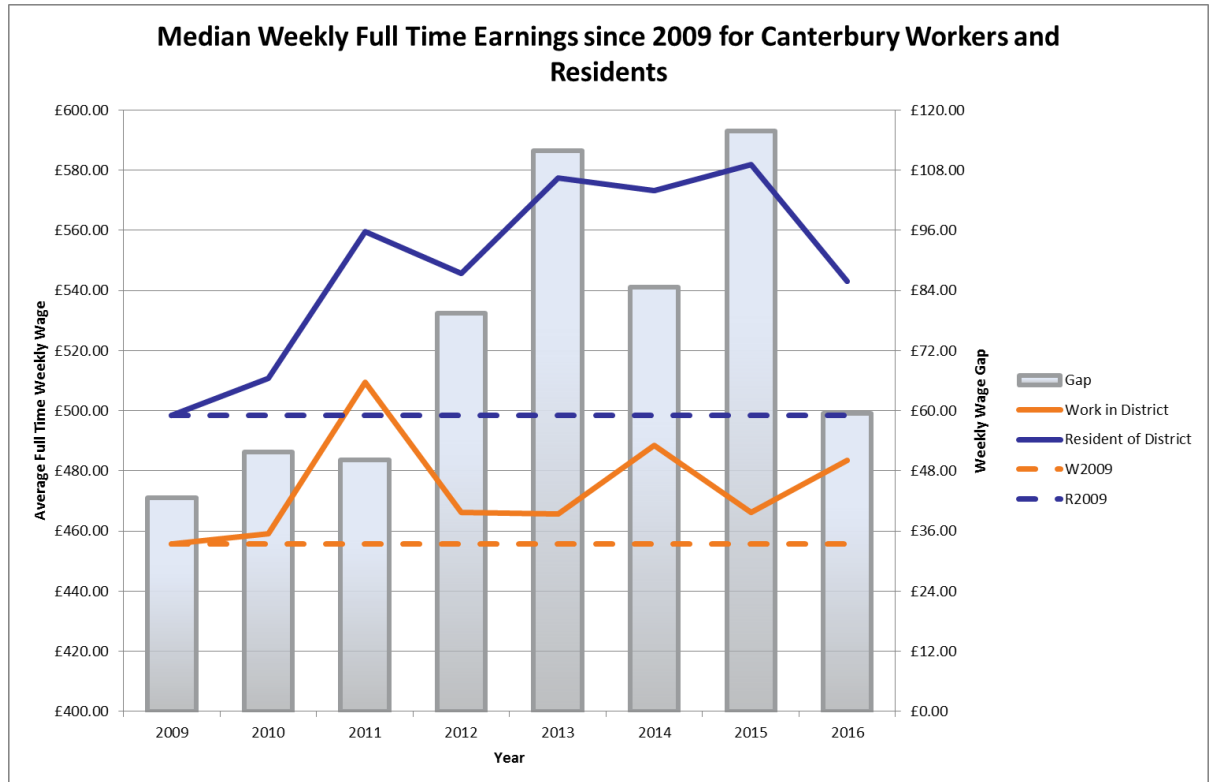


### 3.5.3 Full time wages

The trend is similar for full time employees, with a significant increase in the worker/resident wage gap between 2009 and 2015, and significantly narrowing in 2016. For full time (FT) workers in Canterbury average weekly wage is £483.60, up 6.1% from 2009, but down 5.1% from 2011 when wages were over £500 per week. Resident FT wages have increased by 9% overall since 2009.<sup>134</sup>



**Figure 3.6**



The evidence suggests that people are traveling outside of the district for higher paid full time work, and this is supported by the Business Register and Employment Survey statistics which show a 4.1% drop in full time jobs in Canterbury from 2009 to 2013 and a 6.4% increase in part time work over the same period.<sup>127</sup> However, the recent narrowing of the gap is likely due to the ‘National Living Wage’ that was introduced in April 2016.

### 3.5.4 Commuting

In 2011 there were 67,254 people working in the district of which 51% also lived in the district. A further 12% worked from home and 9% had no fixed workplace. This leaves 29% of people working in the district commuting from other areas. Of these people 66% are from Dover, Thanet and Swale.

Conversely 27% of (working) residents commute outside of the district to work, of which 55% go to a neighbouring district. A further 12% go to either Medway or Maidstone, and 5% to Westminster & City of London. Overall there are 1,175 more people employed in the district than residents who work, meaning there is a net inward movement of people to work in Canterbury district every day. Canterbury is the only district in East Kent with a net influx of workers, and only Dartford has a higher net level of inward commuting.<sup>134</sup>

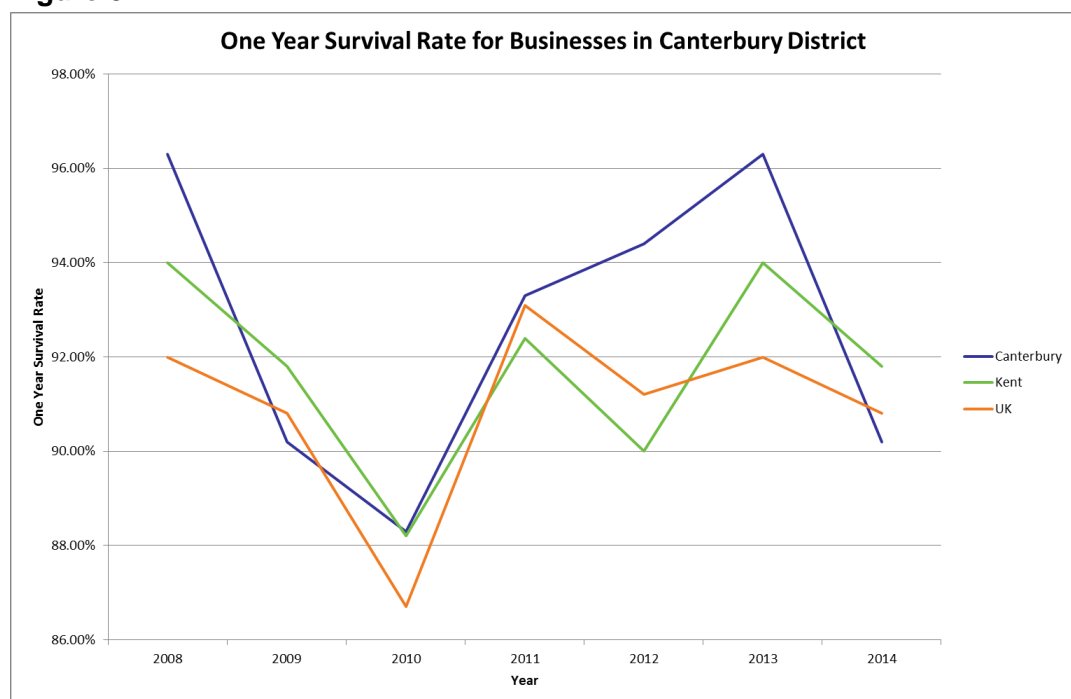
### 3.6 Business

The number of active businesses in Canterbury district increased every year since 2009. There are currently 5405 active enterprises in the district.

In 2013 there were 50.0% more business births and 4.5% fewer business deaths than in 2009, but the number of births fell by 40 in 2014 compared to 2013.<sup>135</sup>

The 1 year survival rate for business in the district has decreased rapidly in 2014, down to 90.2% from 96.3% in 2013. In 2008 96.3% of business survived their first year, which then fell to a low in 2010 of 88.3%.<sup>127 136</sup>

**Figure 3.7**



In 2013 StartMyBiz helped start 29 businesses and supported a further 21. It also helped create 47 jobs.<sup>128</sup>

<sup>135</sup> ONS Statistical Bulletin: Business Demography

<sup>136</sup> Kent County Council Business Intelligence Statistical Bulletin, November 2014

### 3.7 Economic Impact of Culture and Tourism

As part of the Economic Impact of the Kent Visitor Economy, Canterbury district was estimated to contribute £453,865,700 in economic impact in 2015, up from £446,709,000 in 2013, and £432,024,000 in 2012. The visitor economy is also estimated to support 9,378 jobs (6,810 FTE) in 2015 compared to 8833 jobs (6353 FTE) in 2013, and 8,526 jobs (6218 FTE) in 2012.<sup>137 138139</sup>

The Marlowe Theatre also has a significant economic impact, generating £24.34m in 2012/13 and £27.41m in 2013/14 (calculated using the Shellard Formula) and the various district festivals created £2.7m of economic impact, which translates to £15 generated for every £1 spent on festivals.<sup>128</sup>

The 2015 Residents Survey revealed that 90% of residents were satisfied with the Beaney House of Art and Knowledge, and 87% were satisfied with the Marlowe Theatre. Other museums also had high levels of satisfaction; Canterbury Heritage Museum (89%), Canterbury Roman Museum (86%) Whitstable Museum (80%) and Herne Bay (73%) all had dissatisfaction levels below 10%.<sup>140</sup>

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<sup>137</sup> The Economic Impact of the Kent Visitor Economy 2012

<sup>138</sup> The Economic Impact of the Kent Visitor Economy 2013

<sup>139</sup> Economic Impact of Tourism Canterbury – [2015 Results](#)

<sup>140</sup> 2015 Residents Survey

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