

# Ampfield Parish Profile



2021

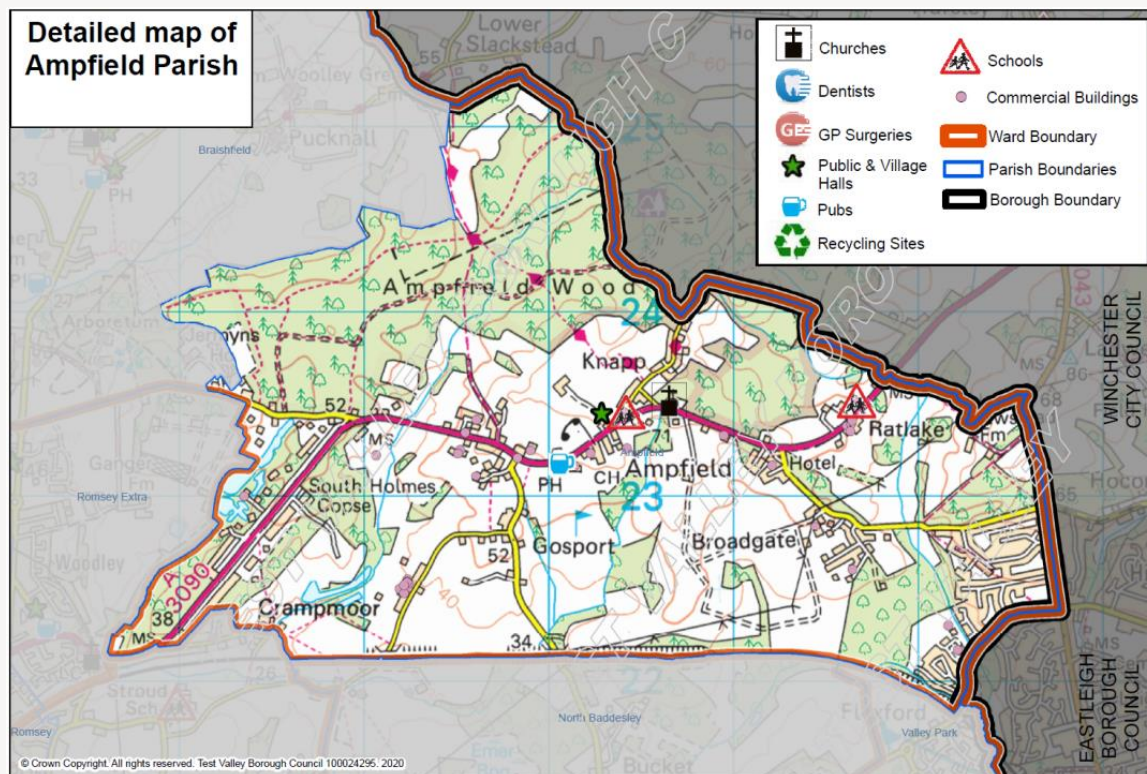




# Ampfield Parish Profile

This profile provides a summary of the latest available information the demographic make-up of the parish of Ampfield within Test Valley. It looks at information on topics such as the population structure, economic, housing, health and educational information for the parish.

**Ampfield** is one of the Test Valley's fifty-nine parishes. It has an area of **966.32** hectares which represents **1.54%** of the total area of Test Valley; in terms of size, **Ampfield** is Test Valley's **thirtieth largest** parish. The parish's population is **1762** and its population density is **1.81** people per hectare, which is lower than the borough's average population density of **2.10** people per hectare.



## Elected Representatives

### Hampshire County Councillor

**Councillor Alan Dowden**

**Division:** Baddesley

**Email:** alan.dowden@hants.gov.uk

**Telephone:** 02380 266458

### Test Valley Borough Councillor

**Councillor Sally Yalden**

**Ward:** Ampfield & Braishfield

**Email:** cllrsyalden@testvalley.gov.uk

**Telephone:** 01794 368397



### Ampfield Parish Council

**Chairman:** Councillor Bryan Nanson

**Email:** bryan@ampfield.org.uk

**Telephone:** 02380 267760

**Clerk:** Kate Orange

**Email:** clerk@ampfield.org.uk

**Telephone:** 07922 118840

## Census Data

Some of the data used in this profile is taken from the 2011 Census; where this is the case, this is clearly labelled. Though this data is from several years ago, the breadth and volume of information the Census collects means it remains a valuable source of data and a reasonable indication of current trends. Data from the 2021 Census will be released by the Office for National Statistics in 2022/3. When this happens, this profile will be updated and circulated to Councillors.

# Population



**1,762**

*Estimated population  
in 2020*



**13.6%**  
*increase*



**2,002**

*Forecast population  
in 2027*



**1.33% of Test Valley's population**

## Age breakdown

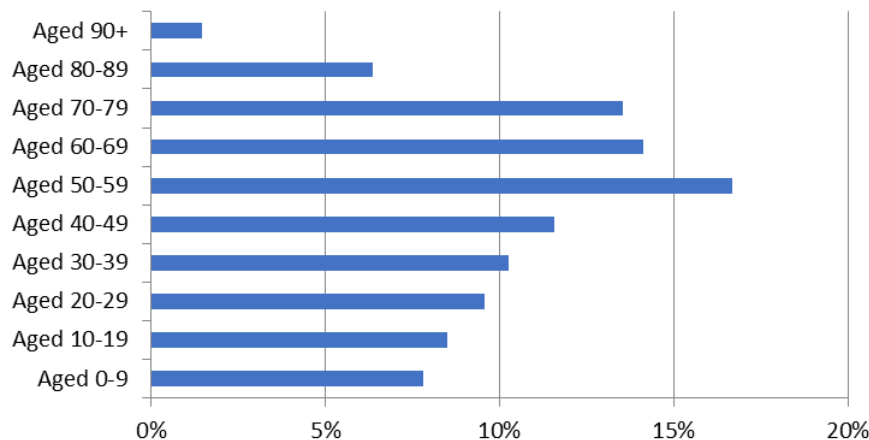
At 16.3% Ampfield has a significantly smaller percentage of **young people** (aged 0-19) than the borough average of 22.8%. By 2027, the proportion of young people will decrease to 13.1%, and will then be 9.9% lower than the borough average.

At 19.9%, Ampfield has an identical amount of **young adults** (aged 20-39) as the wider borough at 19.9%. The proportion of young adults living in the parish is expected to fall by 2.3% between 2020 and 2027, a faster rate than the fall of 1.2% across the borough.

**Middle aged residents** (aged 40-69) constitute 42.4% of Ampfield's population, which is slightly higher than the borough average of 40.2%. This is forecast to decrease to 40.0% by 2027, 0.4% above the borough average.

At 21.4%, Ampfield has a higher percentage of those **aged 70 and over**, 4.2% above the borough average. By 2027 this percentage is forecast to increase by 8.0%, a rate that is more than five times the forecast increase of 1.5% for the borough as a whole.

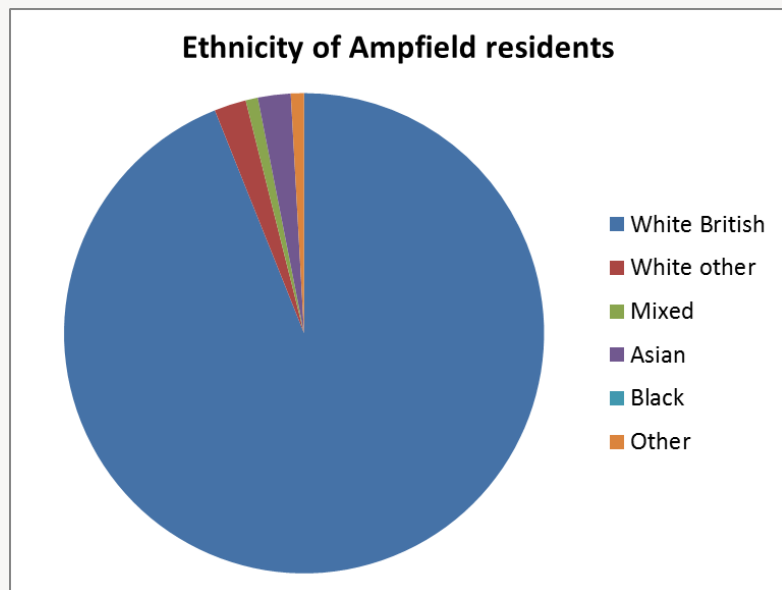
**Percentage of the population by age group 2020**



## Population Data

This population data is taken from the Small Area Population Forecasts (SAPF), provided by Hampshire County Council. Further information on this is available online at: <https://www.hants.gov.uk/landplanningandenvironment/facts-figures/population/estimates-forecasts>.

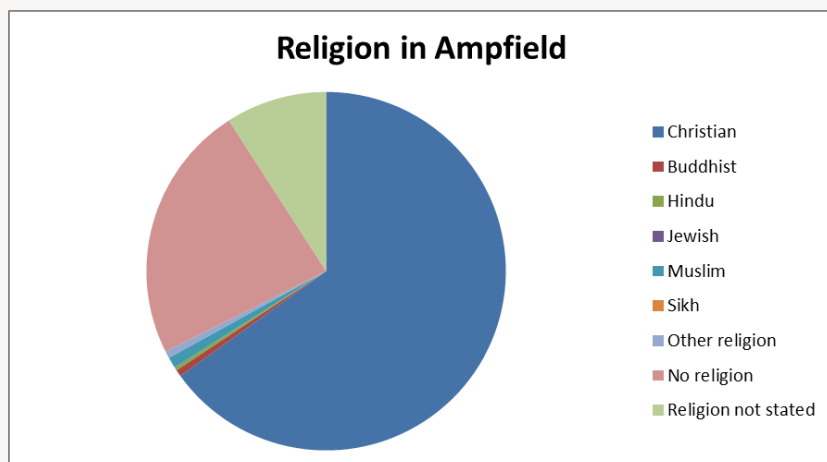
## Ethnicity



White British	White other	Mixed/multiple ethnic groups	Asian	Black	Other
93.9%	2.1%	0.8%	2.2%	0.0%	0.9%

The graph shows the ethnic groups within Ampfield by percentage. In the 2011 Census, 93.9% of Ampfield's population identified as White British. This is above the borough average of 93.1%. Ampfield's level of ethnic diversity is also lower than England as a whole, where only 79.8% of the population are White British.

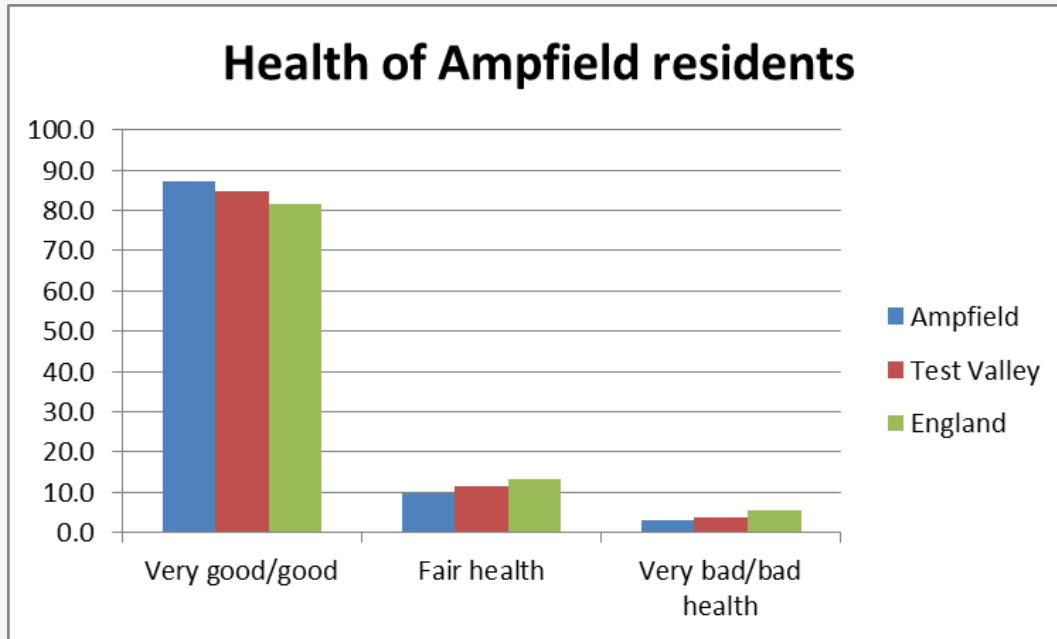
## Religion



Christian	Buddhist	Hindu	Jewish	Muslim	Sikh	Other religion	No religion	Religion not stated
65.0%	0.6%	0.3%	0.0%	1.0%	0.0%	0.6%	23.3%	9.1%

At the 2011 Census, the majority of Ampfield residents (65.0%) classify themselves as Christian, which is similar to the borough average of 65.7% and higher than the English average of 59.8%. The next largest group are those that say they have no religion (23.3%), which is lower than both the Test Valley average (25.1%) and the English average (27.7%). Of those groups that do adhere to a religion, Islam is the second largest group at 1.0%; this is higher than the Test Valley average of 0.6% but lower than the equivalent figure for England, where 5.0% of people identified as adhering to Islam.

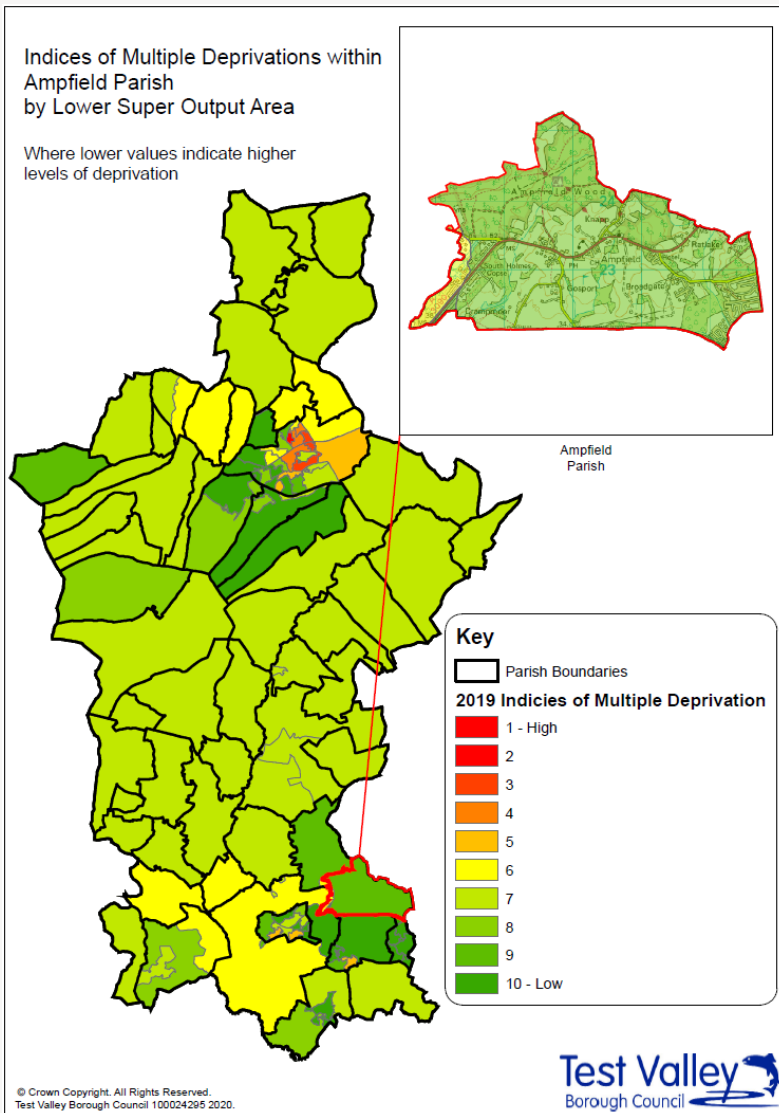
## Health



At the 2011 Census, 87.3% of residents in Ampfield said they felt that they were in very good or good health. This is higher than both the average for Test Valley (84.6%) and the equivalent figure for England (81.4%). 2.9% of the population rated their health as bad or very bad, which is lower than the borough average (3.8%) and the average for England (5.5%).

**In the 2011 Census, 1.0% of Ampfield's residents identified as being economically inactive because they were long-term sick or disabled.**

## Deprivation



The English Index of Multiple Deprivation 2019 is designed to identify areas where communities lack resources and are in need. To do this, seven factors are considered, which are:

- income deprivation;
- employment deprivation;
- education, skills and training deprivation;
- health deprivation and disability;
- crime;
- barriers to housing and services;
- living environment deprivation.

Areas are scored on each of these factors, and ranked nationally from least deprived to most deprived.

This map shows the deprivation scores for parish of Ampfield against all areas in Test Valley. Of 32,844 areas ranked across the country, the vast majority of Ampfield ranks 28,035<sup>th</sup>, this puts it in the **20% of least deprived** areas in the country.

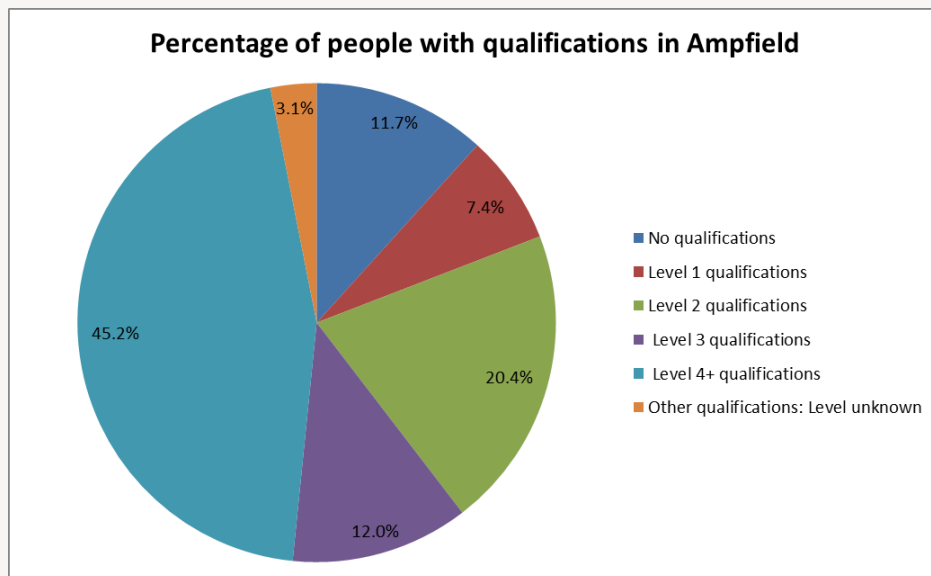
More specifically, Ampfield ranks in the top 10% of most deprived areas when it comes to physical proximity of local services as well as in the top 20% of most deprived areas for the quality of housing available.

*Further information about the Ministry of Housing, Communities and Local Government 2019 English Indices of Deprivation is available online at: <https://www.gov.uk/government/statistics/english-indices-of-deprivation-2019>*



# Education and employment

## Qualifications

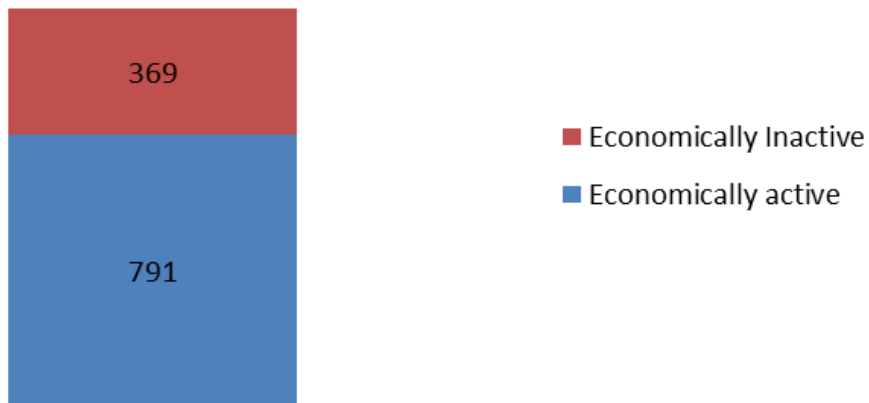


The pie chart shows the qualifications gained by Ampfield residents aged 16-74 years, according to the 2011 Census. 85.0% of people living in Ampfield have at least one GCSE or equivalent qualification, a figure which is higher than the Test Valley average of 77.6%. Additionally, 3.1% of residents have an unknown qualification, which is similar to the borough average. This means that 11.7% of Ampfield residents between 16 and 74 have no academic, vocational or professional qualifications, which is 6.7% lower than the borough average. In addition, 45.2% of Ampfield residents have a level 4 qualification or above, which is equivalent to at least an undergraduate degree. This is significantly higher than the borough average of 30.5%.

No qualifications	No academic or professional qualifications.
Level 1	1+'O' level passes, 1+CSE/GCSE any grades, NVQ level 1, Basic/Essential skills, NVQ Level 1.
Level 2	5+'O' level passes, 5+GCSEs (grades A*-C) 1 A level/2-3 AS levels. City and Guilds Craft, Apprenticeship, NVQ level 2.
Level 3	2+'A' levels, Higher School certificate, NVQ level 3, City and Guilds Advanced Craft, BTEC National.
Level 4/5	Degree (for example BA, BSc) higher degree (for example Master's, PhD, PGCE), NVQ levels 4 and 5, Qualified Teacher status, Nurse or Accountancy. BTEC Higher level.
Other qualification	Level unknown, vocational/work-related Qualifications, Foreign qualifications.

## Economic Activity

### Economic activity (count)



According to the 2011 Census, 68.2% of Ampfield residents aged 16-74 are economically active, lower than Test Valley as a whole where the figure is 73.4% of residents. This includes people in full-, part- and self-employment, those who are actively seeking a job, and full-time students.

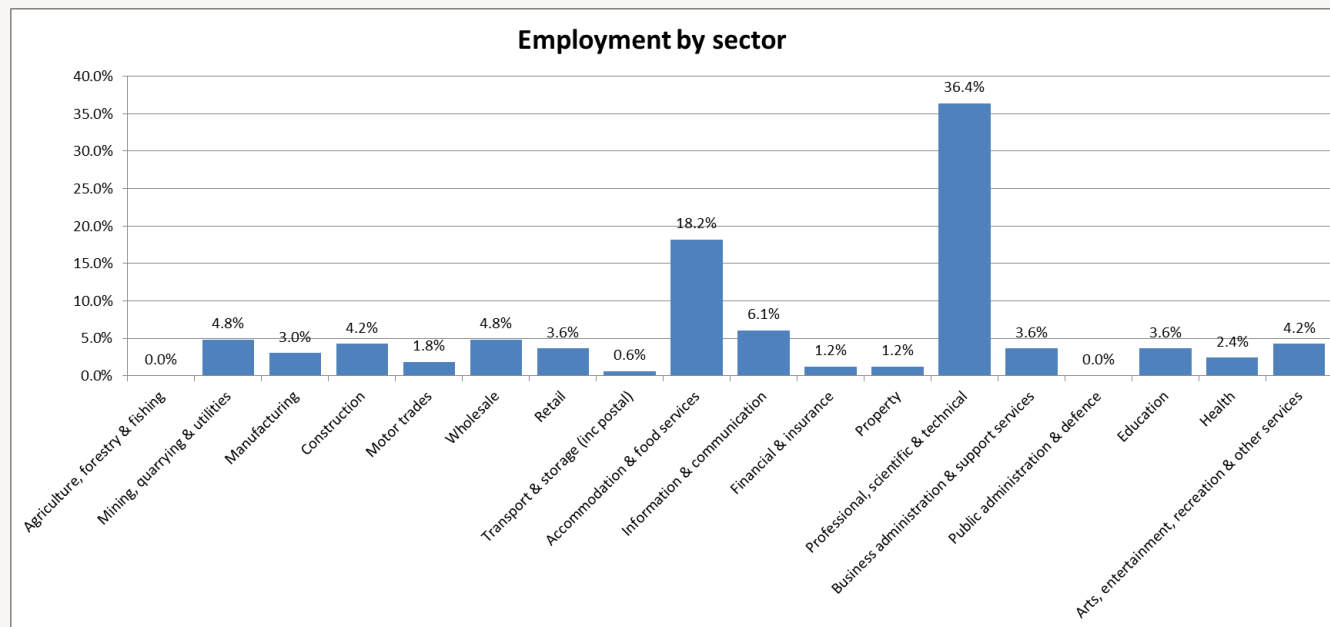
The remaining 31.8% of residents aged 16-74 are economically inactive, compared to 26.6% of Test Valley residents. This includes people who are retired, long-term sick or disabled, or who look after the home and family.



## Employment by sector

Following the Local Government Boundary Commission for England (LGBCE) review in 2017, new Ward and Parish boundaries have been introduced in Test Valley. Hence, this information has been produced on a 'best fit' basis, it's not an exact representation of Ampfield but provides as good an indication as is currently feasible.

This data is taken from the 2018 UK Business Register and Employment Survey which is produced by the Office for National Statistics (ONS). This dataset relies upon a sample of 85,000 businesses across the country, from which these estimates are modelled. As such, there will be some sampling variability which result in the quality of the estimates deteriorating for smaller geographies. A better indication will be available from the 2021 Census which will be available in 2022/3; once this data is released, this profile will be updated and circulated to Borough and Parish Councillors.



This graph shows the percentage of the workforce by sector, according to the latest Business Register and Employment Survey in 2018. The largest sector employing people in Ampfield is Professional, Scientific & Technical (36.4%) followed by Accommodation & Food Services (18.2%) and Information & Communication (6.1%).

# Properties

Total number of properties

**787**

## Dwellings

## Estimated Average Value

**5.6%**  
*Terraced*



**£331,759**

**8.0%**  
*Semi-Detached*



**£397,407**

**5.9%**  
*Flat*



**£242,850**

**67.5%**  
*Detached*



**£882,101**

**13.0%**  
*Mobile*

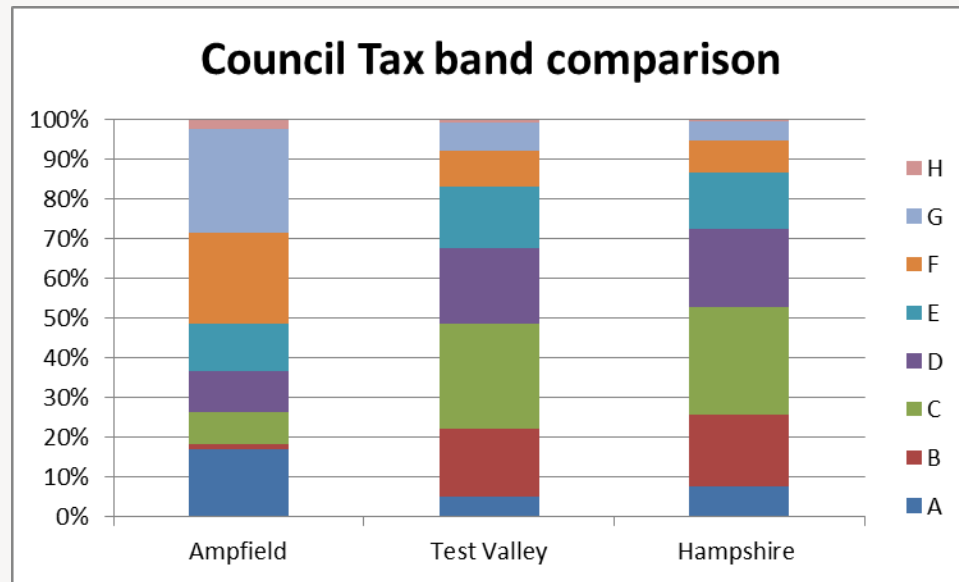


**Figure not available**

According to Zoopla estimates, the average value of a property in Ampfield in 2020 is **£744,390**. This is an increase of 20% over the past 5 years and makes Ampfield the fourteenth most expensive parish in Test Valley.

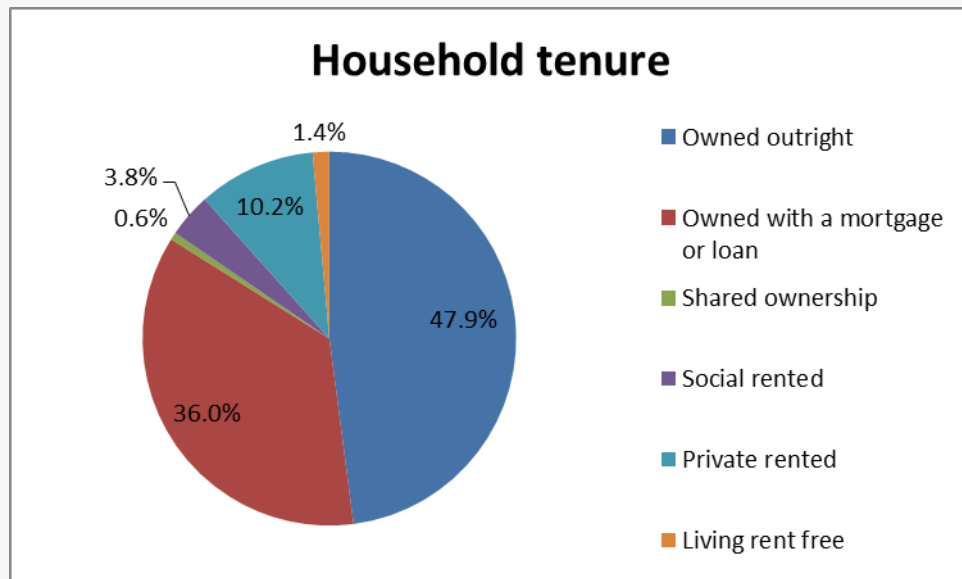
In Hampshire, the average value of a property is £381,137 (a 11.3% rise in 5 years) whilst in South East England, the average is £424,800 (a 10.6% rise in 5 years).

## Council Tax Bandings



		Ampfield	Test Valley
Bands F-H		51.5%	16.9%
Bands C-E		30.4%	60.8%
Bands A-B		18.2%	22.3%

## Household Tenure



Household tenure refers to the financial arrangements under which people occupy their homes and is taken from the 2011 Census.

This pie chart depicts the tenure of households in Ampfield. 83.9% of people in Ampfield live in a property which they own outright or with a mortgage or loan. This is significantly higher than the average for Test Valley, which is 70.3%, and the average for the South East of England, which is 67.6%.

3.8% of residents rent their property from a Housing Association, far lower than the borough average of 14.4%.

10.2% of residents privately rent their property; this figure is slightly lower than the borough average of 12.9%.



# Community facilities

Within Ampfield there are a range of community facilities including a Village Hall, Recreation Ground, The Potters Heron Hotel, Keats Restaurant, Ampfield Golf Club, The White Horse Pub, Chapel Wood, and St Mark's Church.

The parish has a primary school, Ampfield Church of England Primary School, with the nearest GP surgeries being located in Romsey, North Baddesley, or Chandlers Ford. The nearest railway station is located in Romsey.



# Community plans

Ampfield has a **Village Design Statement** which was adopted by Test Valley Borough Council in September 2019 as Supplementary Planning Guidance. The design statement provides a description of the natural and man-made features of the village of Ampfield that are regarded by the members of the community as particularly distinctive. The document provides a guide to ensure that future development and change is managed to respect and preserve the character and distinctiveness of the village. It should thus contribute positively to protecting and enhancing the special nature and qualities of the community that is Ampfield today.

The Village Design Statement can be accessed using the following link:

<https://www.testvalley.gov.uk/planning-and-building/planningpolicy/village-design-statements/draft-ampfield-vds-spd>

Details of any community planning exercises your parish is undertaking can be added here. Please get in touch with the Policy Team at the email address below and we will be more than happy to add information at your request.

## Test Valley Borough Council – Policy Team

The information in this profile has been prepared by Test Valley Borough Council's Policy Team. If you have any further queries or would like to talk to us about other information you would like to see then please contact one of the Policy Team who will be happy to help:

[policyteam@testvalley.gov.uk](mailto:policyteam@testvalley.gov.uk)

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