

# Longstock

## Parish Profile



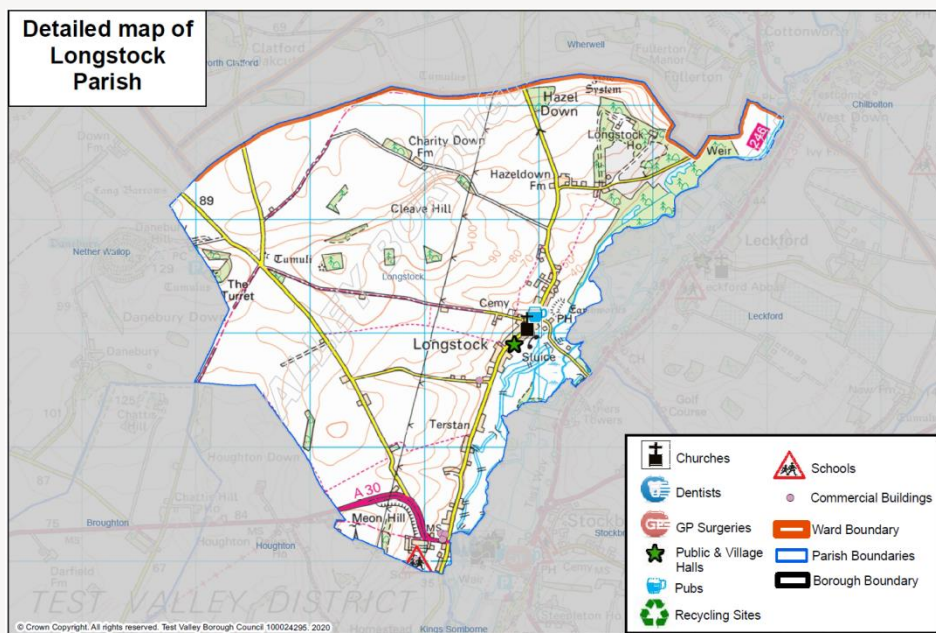
2024



# Longstock Parish Profile

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

**Longstock** is one of the Test Valley's fifty-nine parishes. It has an area of **1207.97** hectares which represents **1.92%** of the total area of Test Valley; in terms of size, **Longstock** is Test Valley's **seventeenth largest** parish. The parish's population is **467** and its population density is **0.39** people per hectare, which is lower than the borough's average population density of **2.10** people per hectare.



## 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.

## Elected Representatives

### Hampshire County Councillor

**Councillor David Drew**

**Division:** Test Valley Central

**Email:** david.drew@hants.gov.uk

**Telephone:** 07738 289902

### Test Valley Borough Councillors

**Councillor Ian Jeffrey**

**Ward:** Mid Test

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

**Telephone:** 01794 388872



**Councillor Alison Johnston**

**Ward:** Mid Test

**Email:**

cllrajohnston@testvalley.gov.uk

**Telephone:** 01794 517939



**Councillor Stewart MacDonald**

**Ward:** Mid Test

**Email:**

cllrs.macdonald@testvalley.gov.uk

**Telephone:** 07803 594872



## Longstock Parish Council

**Chairman:** Councillor Alice Foster

**Email:** cllralicefosterlpc@gmail.com

**Telephone:** 07846 173217

**Clerk:** Gill Bulpitt

**Email:** longstockparishcouncil18@gmail.com

**Telephone:** 07763 857512

# Population



467

Population 2020



0.6%  
increase



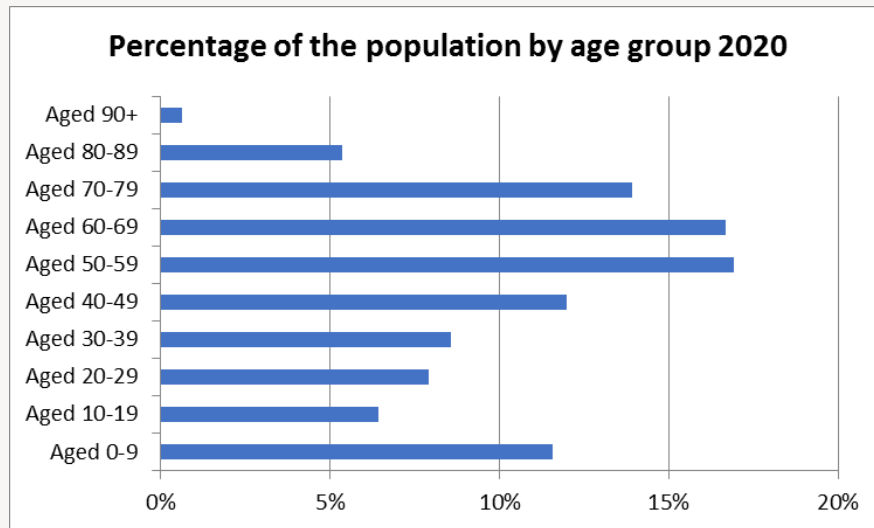
470

Estimated population  
in 2025



0.35% of Test Valley's population

## Age breakdown



At 18.0% Longstock has a smaller percentage of **young people** (aged 0-19) than the borough average of 22.8%. By 2025, the proportion of young people will increase to 18.5%, and will then be 4.5% lower than the borough average.

At 16.5%, Longstock has a smaller percentage of **young adults** (aged 20-39) than the borough average of 19.9%. The proportion of young adults living in the parish is expected to fall by 2.2% between 2020 and 2025, a faster rate than the fall of 1.2% across the borough.

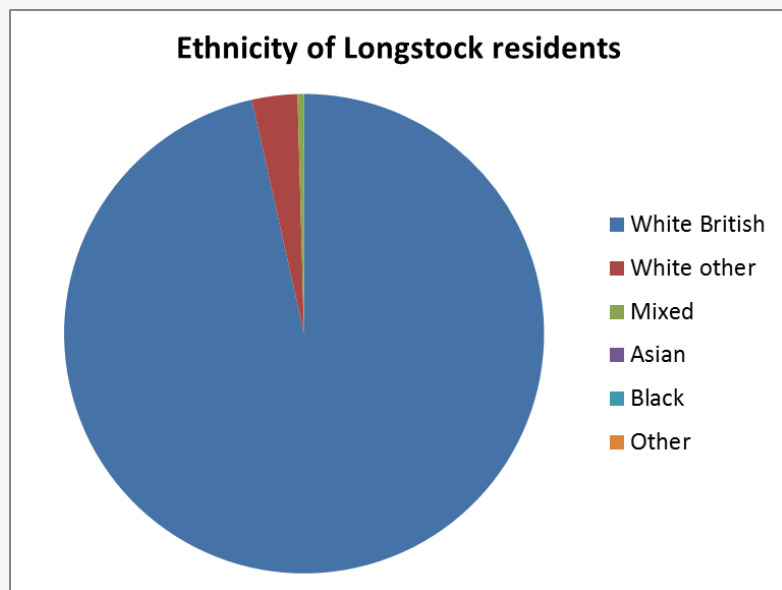
**Middle aged residents** (aged 40-69) constitute 45.6% of Longstock's population, which is higher than the borough average of 40.2%. This is forecast to increase slightly to 47.0% by 2025, 7.4% above the borough average.

At 19.9%, Longstock has a higher percentage of those **aged 70 and over**, 2.7% above the borough average. By 2025 this percentage is forecast to increase by 0.3%, a rate which slower than the forecast increase for the borough as a whole of 1.5%.

## 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>.

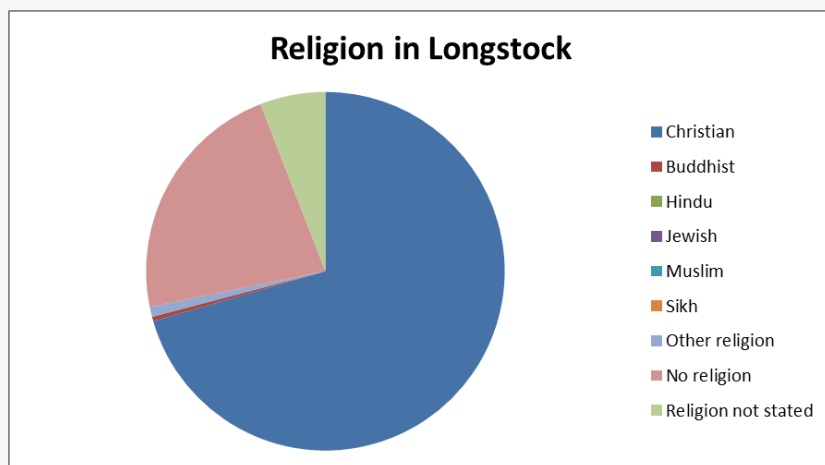
## Ethnicity



| White British | White other | Mixed/multiple ethnic groups | Asian | Black | Other |
|---------------|-------------|------------------------------|-------|-------|-------|
| 96.5%         | 3.1%        | 0.4%                         | 0.0%  | 0.0%  | 0.0%  |

The graph shows the ethnic groups within Longstock by percentage. In the 2011 Census, 96.5% of Longstock's population identified as White British. This is above the borough average of 93.1%. Longstock's level of ethnic diversity is also lower than England as a whole, where only 79.8% of the population are White British.

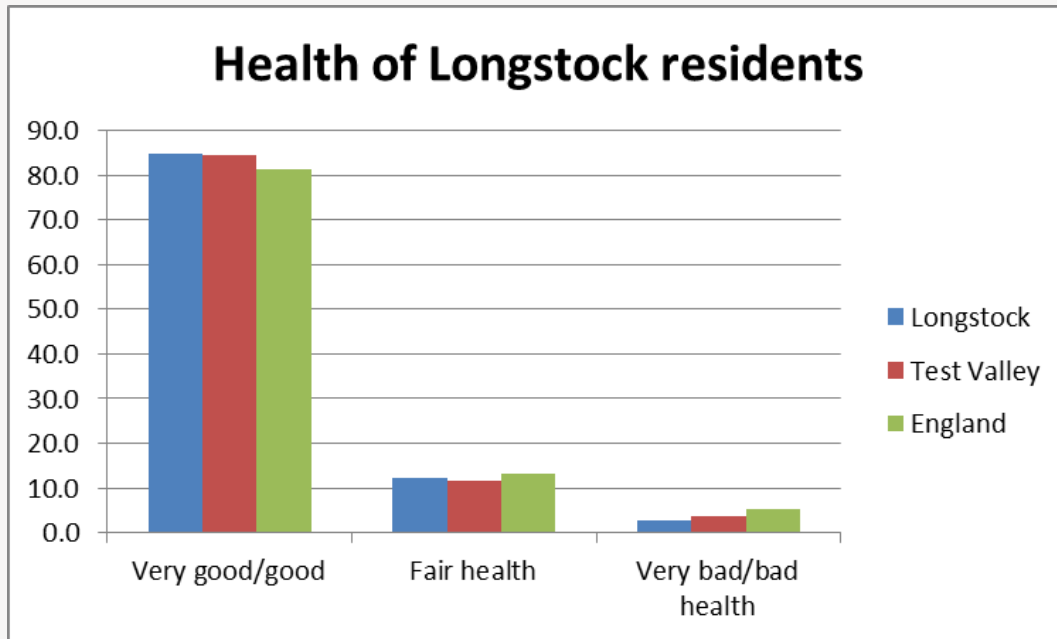
## Religion



| Christian | Buddhist | Hindu | Jewish | Muslim | Sikh | Other religion | No religion | Religion not stated |
|-----------|----------|-------|--------|--------|------|----------------|-------------|---------------------|
| 70.5%     | 0.4%     | 0.0%  | 0.0%   | 0.0%   | 0.0% | 0.9%           | 22.3%       | 5.9%                |

At the 2011 Census, the majority of Longstock residents (70.5%) classify themselves as Christian, which is higher than the borough average of 65.7% and the English average of 59.8%. The next largest group are those that say they have no religion (22.3%), 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, other religions are collectively the second largest group at 0.9%, this is higher than the equivalent figure for both Test Valley and England (both 0.4%).

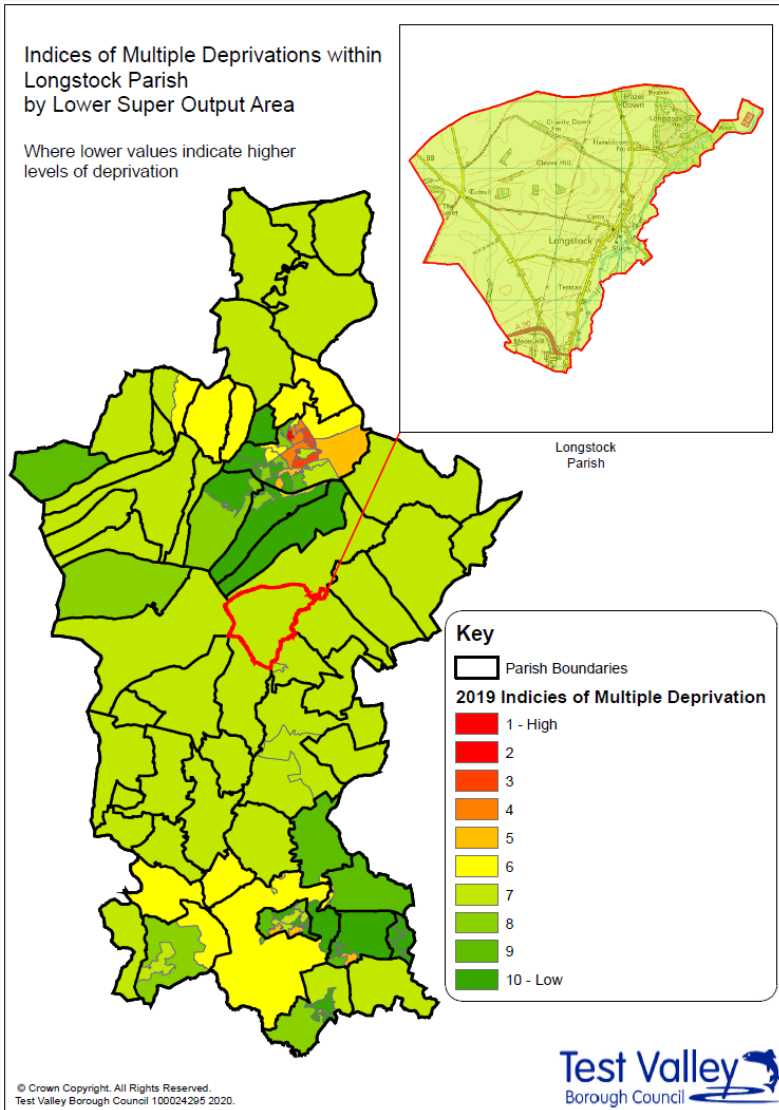
## Health



At the 2011 Census, 84.9% of residents in Longstock said they felt that they were in very good or good health. This is slightly higher than the average for Test Valley (84.6%) and England (81.4%). 2.8% 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%).

**0.6% of Longstock's residents are long term sick or disabled (2011 Census)**

# 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.

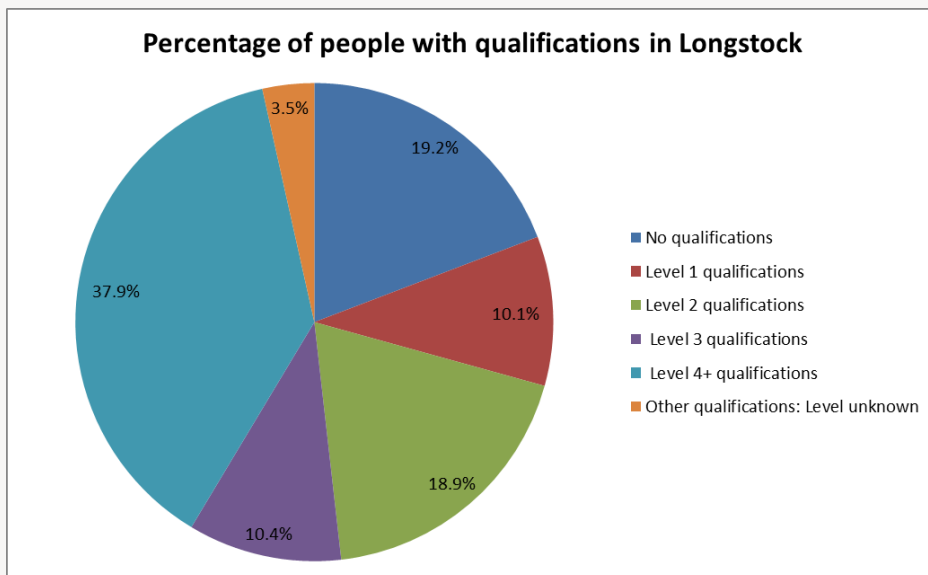
This map shows the deprivation scores for parish of Longstock against all areas in Test Valley. Of 32,844 areas ranked across the country, Longstock ranks 22,641<sup>st</sup>, this puts it in the **30% of least deprived** areas in the country.

More specifically, Longstock ranks in the top 10% of most deprived areas when it comes to physical proximity of local services. Longstock is also in the top 10% 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

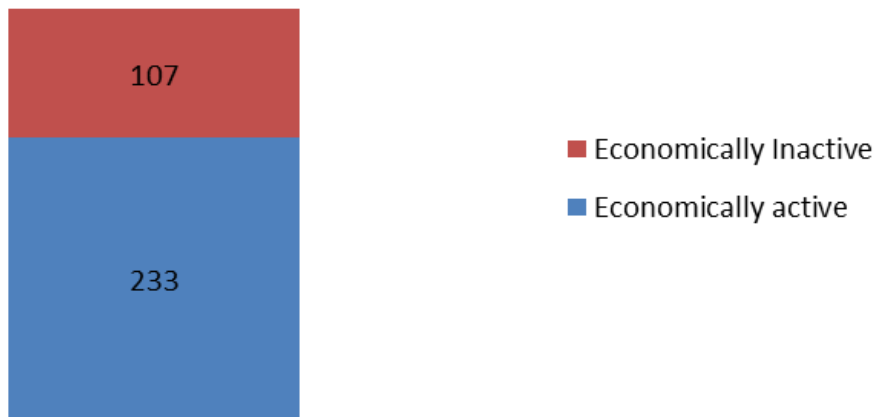


The pie chart shows the qualifications gained by Longstock residents aged 16-74 years, according to the 2011 Census. 77.3% of people living in Longstock have at least one GCSE or equivalent qualification, a figure which is slightly lower than the Test Valley average of 77.6%. Additionally, 3.5% of residents have an unknown qualification, which is similar to the borough average. This means that 19.2% of Longstock residents between 16 and 74 have no academic, vocational or professional qualifications, which is 0.8% higher than the borough average. In addition, 37.9% of Longstock residents have a level 4 qualification or above, which is equivalent to at least an undergraduate degree. This is 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, 68.5% of Longstock 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.

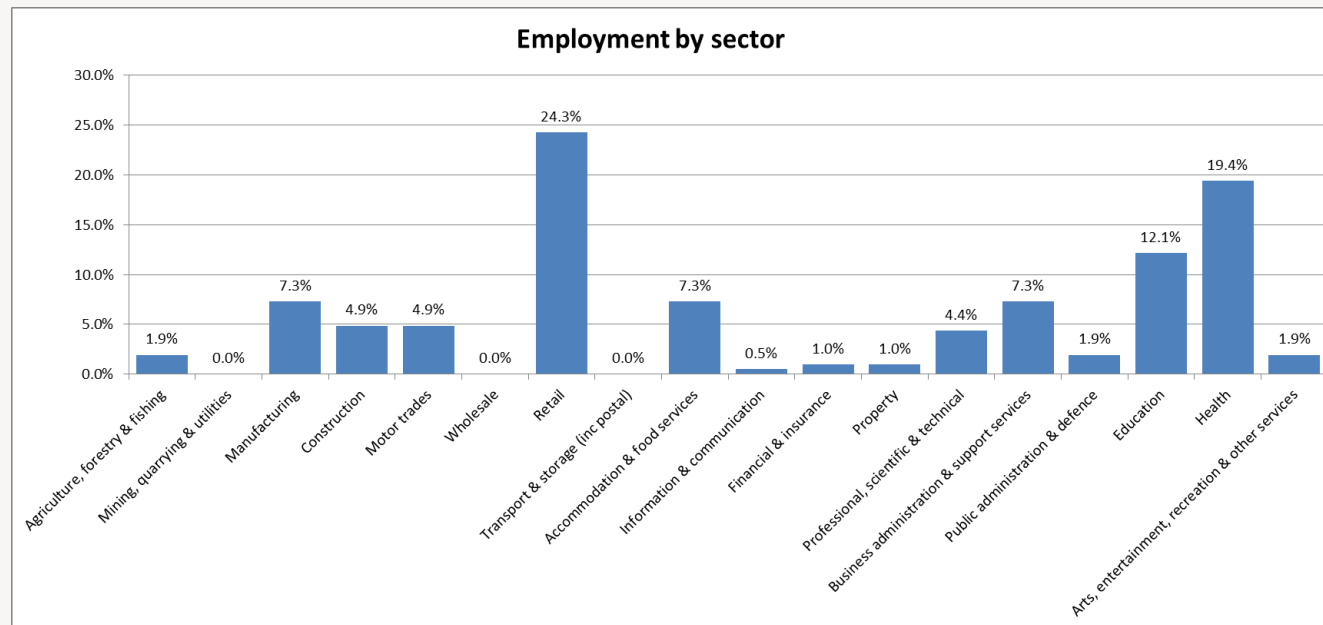
The remaining 31.5% of residents aged 16-74 are economically inactive, compared to 26.6% of Test Valley residents. This includes people who are retired, long-term sick or disabled, or who look after the home and family.



## 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 Longstock 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.*



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 Longstock is Retail (24.3%) followed by Health (19.4%) and Education (12.1%).

# Properties

Total number of properties

**201**

## Dwellings

## Estimated Average Value

**5.9%**  
*Terraced*



**£383,282**

**45.8%**  
*Semi-Detached*



**£363,699**

**5.4%**  
*Flat*



*Figure not available*

**42.9%**  
*Detached*



**£1,217,809**

**0.0%**  
*Mobile*

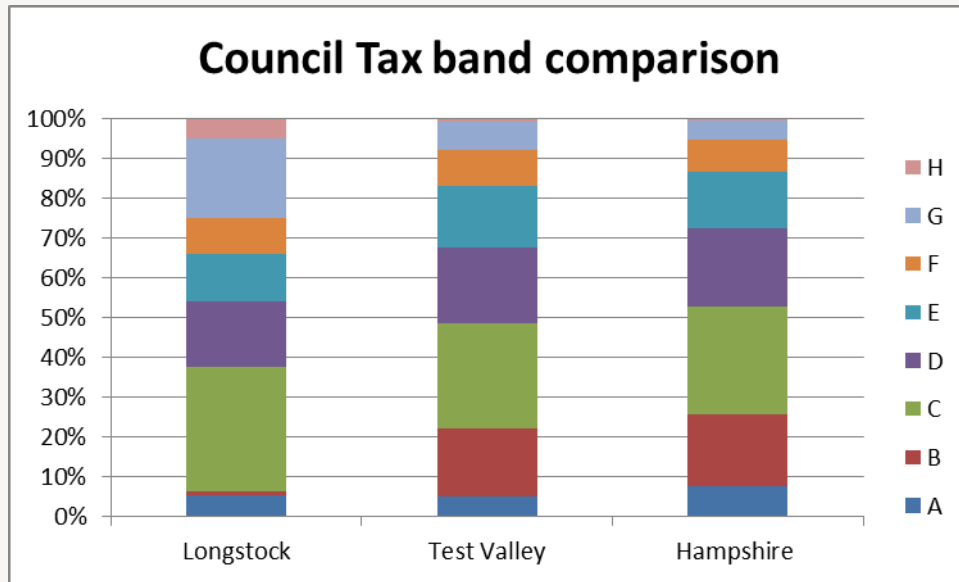





*Figure not available*

According to Zoopla estimates, the average value of a property in Longstock in 2020 is **£1,059,629**. This is an increase of 22% over the past 5 years and makes Longstock the second most expensive parish in Test Valley.

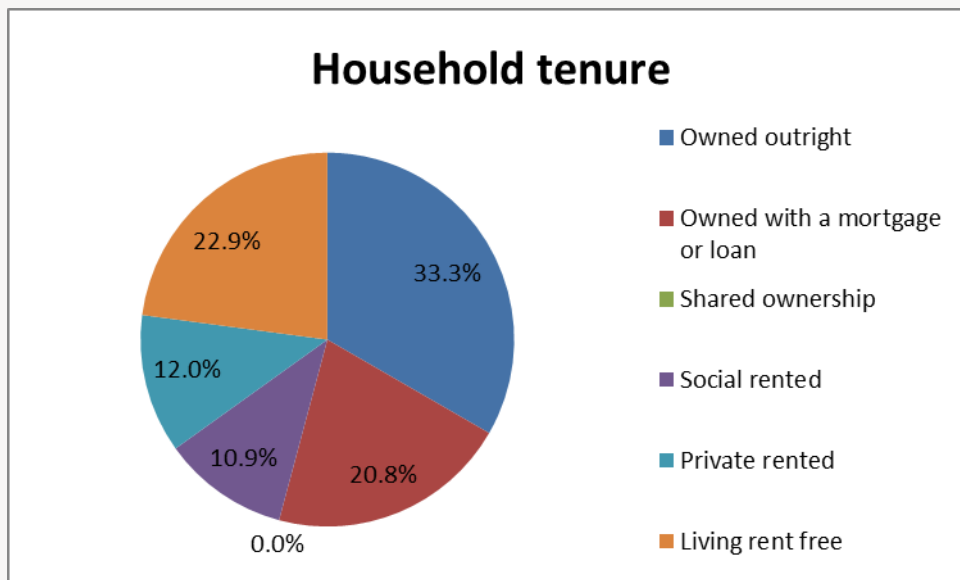
In Hampshire, the average value of a property is £367,727 (a 21% rise in 5 years) whilst in South East England, the average is £408,651 (a 22% rise in 5 years).

## Council Tax Bandings



|  | Longstock    | Test Valley  |
|--|--------------|--------------|
| <b>Bands F-H</b>  | <b>33.8%</b> | <b>16.9%</b> |
| <b>Bands C-E</b>  | <b>59.7%</b> | <b>60.8%</b> |
| <b>Bands A-B</b>  | <b>6.5%</b>  | <b>22.3%</b> |

## 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 Longstock. 54.2% of people in Longstock live in a property which they own outright or with a mortgage or loan. This is significantly lower than the average for Test Valley, which is 70.3%, and the average for the South East of England, which is 67.6%.

10.9% of residents rent their property from a Housing Association, similar to the borough average of 14.4%.

12.0% of residents privately rent their property; this figure is similar to the borough average of 12.9%.

Unusually, 22.9% of residents live in their properties rent free. This is far higher than the Test Valley average of 1.7% and is because of the proximity of the Leckford Estate

# Community facilities

Within Longstock there are a range of community facilities including a Village Hall, Longstock Farm Shop and Café, plant Nursery, Recreation Ground, the Peat Spade Inn pub, and St Mary's Church. Longstock is also home to Longstock Park which, along with the neighboring Leckford Estate, is owned by the John Lewis Partnership and whose Water Gardens are periodically open to the public.

The nearest primary school and GP surgery is located close by in the neighbouring parish of Stockbridge; a secondary school, Test Valley School, is situated in Longstock though, serving it and neighbouring communities. The nearest railway station is located in Andover.



# Community plans

Longstock has a **Village Design Statement** which was adopted by Test Valley Borough Council in June 2010 as Supplementary Planning Guidance. The design statement provides a description of the natural and man-made features of the village of Longstock 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 Longstock today.

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

<https://www.testvalley.gov.uk/planning-and-building/planningpolicy/village-design-statements/Longstockvds>

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 the Policy Team who will be happy to help:

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