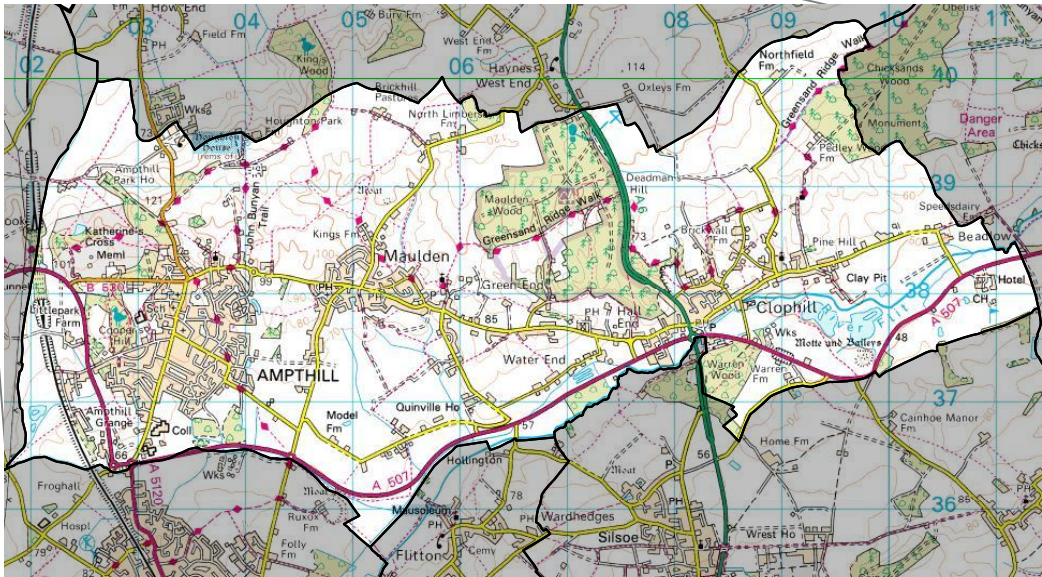
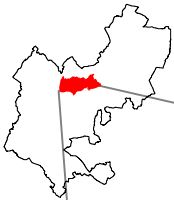




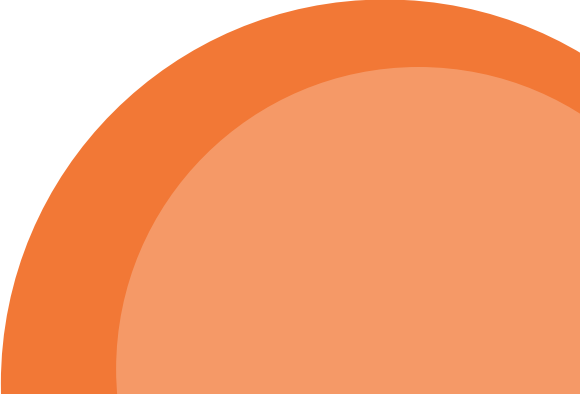
# AMPTHILL WARD PROFILE

April 2013



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Security classification:  
Not Protected





## Summary for Ampthill ward

- Ampthill ward covers Ampthill town and the parishes of Clophill and Maulden. The ward population increased by 5% between 2001 and 2011, to 11,900 residents. The ward has a similar age profile to Central Bedfordshire and a smaller proportion of people were from ethnic minority communities.
- Most households were owner occupied, with an increase in private renting since 2001. There is a higher proportion of 65+ households than Central Bedfordshire as a whole.
- Deprivation is not a particular issue in this ward. Unemployment is low and residents were less likely to be claiming out of work benefits compared to Central Bedfordshire. They were also more likely to have degree-level qualifications.
- Serious acquisitive crime is lower in Ampthill ward than in Central Bedfordshire as a whole.
- There were no major differences in overall health, and a similar proportion of residents provided unpaid care.
- The proportion of households with dependent children was around the same as the Central Bedfordshire average. A higher proportion of children achieved good GCSEs, and children in year 6 (age 10/11) were less likely to be obese.

## About this profile

- This ward profile presents the most up to date information on a range of topics, to help us understand who lives in each ward, and what their needs might be. We have also included comparisons with the 2001 census, where available, to show how each ward has changed over time.
- Additional detail is contained in the notes section at the end of the profile – these are referenced, where needed, through the document.
- We hope you find this profile useful. If you have questions or feedback, please use the contact details at the end of this profile.
- An online version of this profile, along with profiles for all 31 wards in Central Bedfordshire, is available on the Central Bedfordshire Council website at:  
<http://www.centralbedfordshire.gov.uk/council-and-democracy/local-government-in-central-bedfordshire/statistics-and-census-information/default.aspx>



# Population and demography

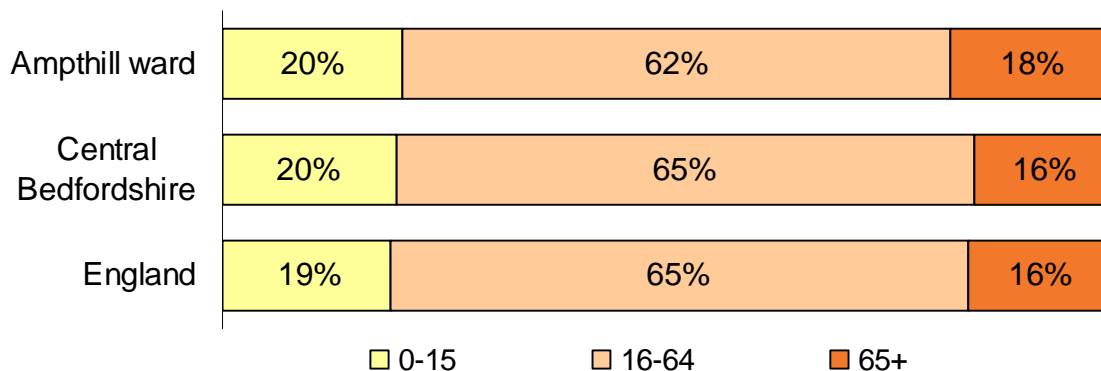
## Population of Ampthill ward

There were 11,900 residents in 2011. This is an increase of 560 people (5%) since 2001.

*(Sources: Office for National Statistics, 2011 Census, Usual resident population, Table KS101EW, and Office for National Statistics, 2001 Census, Age and sex by resident type, Table CAS001)*

## Population by age group, all residents, 2011

Ampthill ward has a similar age profile to Central Bedfordshire and England. The proportion of people aged 65 and over has increased from 15% in 2001.



*(Sources: Office for National Statistics, 2011 Census, Age by single year, Table QS103EW and Office for National Statistics, 2001 Census, Age by sex and resident type, Table CAS001.)*

## Population by ethnic origin<sup>(note 1)</sup>, all residents, 2011

Ampthill ward is less diverse than Central Bedfordshire. There was an increase in the proportion of people from ethnic groups other than White British, from 4.5% in 2001 to 6.6% in 2011. However, the individual groups remain small, with no group comprising more than 2% of the population in 2011.

	This ward (number)	This ward (%)	Central Bedfordshire	England
White British	11,120	93.4%	89.7%	79.8%
Other 'White' ethnic groups	340	2.9%	4.2%	5.7%
Other ethnic groups	440	3.7%	6.2%	14.6%

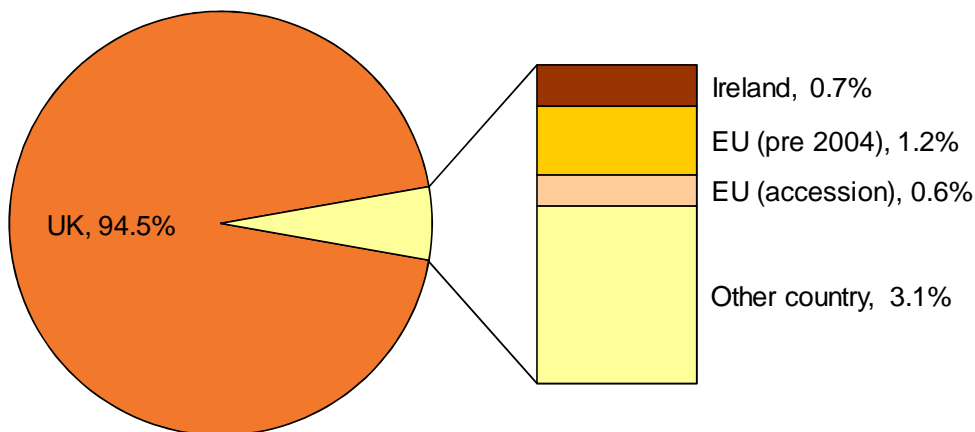
Note that numbers may not sum due to rounding.

*(Sources: Office for National Statistics, 2011 Census, Ethnic group, Table KS201EW and Office for National Statistics, 2001 Census, Theme table on Ethnic group - people, Table CAST03)*



## Country of birth<sup>(note 2)</sup>, all residents, 2011

The majority of Ampthill ward residents were born in the UK. Of those that were born outside the UK, 2.5% were from Ireland or other EU countries, while 3% of residents came from outside the EU.



(Source: Office for National Statistics, 2011 Census, Country of birth, KS204EW)

## Population and number of dwellings by town and parish, 2011

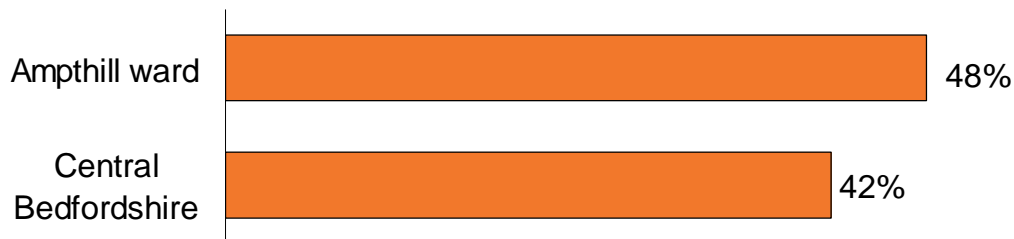
There was an increase of 260 dwellings (5%) across Ampthill ward between 2001 and 2011.

	Population	Dwellings
Ampthill	7,030	3,000
Clophill	1,740	720
Maulden	3,130	1,290
<b>Total</b>	<b>11,900</b>	<b>5,020</b>

(Sources: Office for National Statistics, 2011 Census, Usual resident population, Table KS101EW and Dwellings, household spaces and accommodation type, Table KS401EW; and Office for National Statistics, 2001 Census, Dwellings, Table UV55)



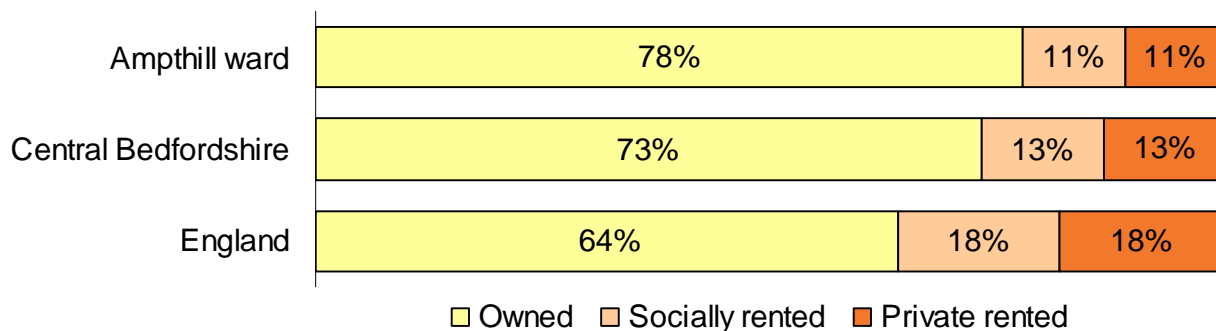
## Turnout at the local election on 5 May 2011



(Source: Central Bedfordshire Council)

## Household tenure<sup>(note 3)</sup>, all households, 2011

Households in Ampthill ward were more likely to be owned, compared to the Central Bedfordshire average. Since 2001, there has been an increase in private renting (from 7%). This has also been the case across Central Bedfordshire as a whole.



(Source: Office for National Statistics, 2011 Census, Tenure - households, Table QS405EW and Office for National Statistics, 2001 Census, Tenure and household size by number of rooms, Table CAS051)



## Household composition, all households, 2011

Amptill ward had a higher proportion of 65 and over households than Central Bedfordshire in 2011. Overall, there have been no major changes in household composition since 2001.

	This ward (number)	This ward (%)	Central Bedfordshire	England
One person – 65 and over	670	13.8%	11.2%	12.4%
One person – other	590	12.1%	14.7%	17.9%
Couple – no children	920	18.8%	20.5%	17.6%
Couple & dependent children	1,240	25.4%	23.1%	19.3%
Couple & non dependent children	330	6.7%	7.3%	6.1%
Lone parent & dependent children	230	4.7%	6.5%	7.1%
Lone parent & non dep children	140	3.0%	3.1%	3.5%
All aged 65 and over	550	11.3%	8.7%	8.4%
All other households	210	4.3%	4.9%	7.7%
<b>Total</b>	<b>4,870</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Note that numbers may not sum due to rounding.

(Sources: Office for National Statistics, 2011 Census, Household composition, Table KS105EW and Office for National Statistics, 2001 Census, Household composition by tenure and occupancy rating, Table CAS053)

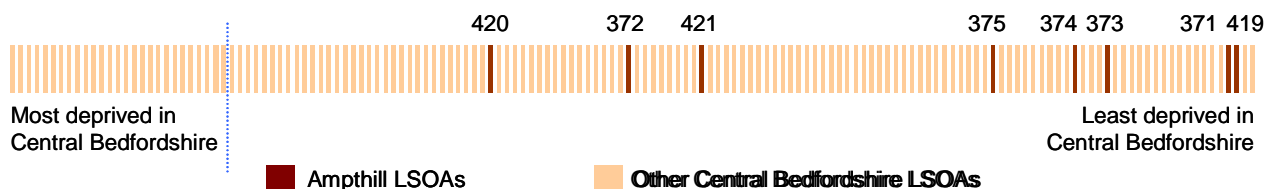


## Deprivation

All eight of Ampthill ward's lower super output areas (LSOAs)<sup>(note 4)</sup> are in the least deprived 30% in England<sup>(note 5)</sup>. Five of these are also in the least deprived 10% in England.

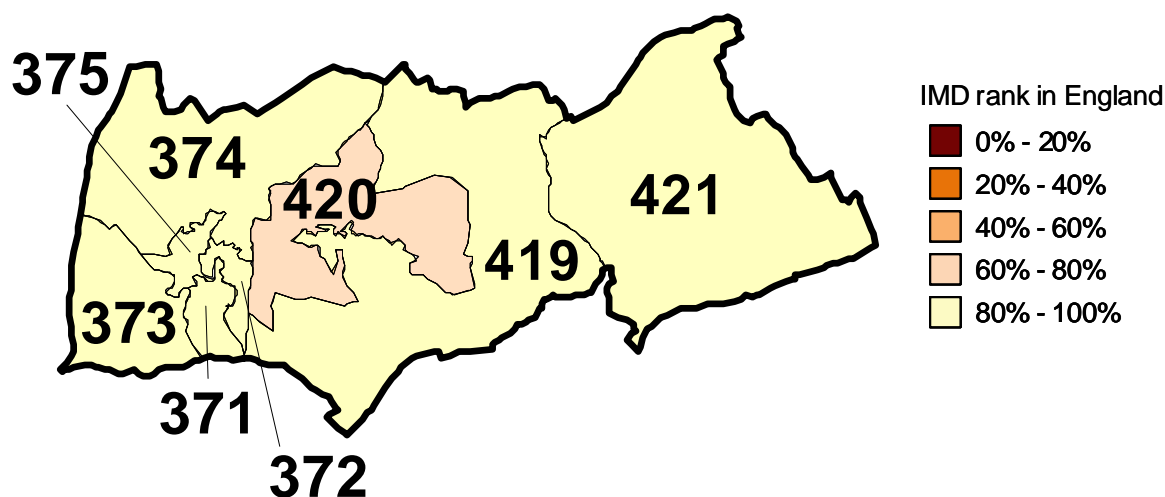
### Ampthill ward LSOAs<sup>(note 4)</sup> – deprivation rank in Central Bedfordshire

This chart has a bar for each of the 154 LSOAs in Central Bedfordshire, ranked from most deprived on the left, to least deprived on the right. Each of the eight LSOAs in Ampthill ward is shown as a dark line. The LSOA name (a 3-digit code) is shown above each dark line, and the blue dotted line shows the mid-point for England (areas to the left of this are in the 50% most deprived in England, while areas to the right are in the 50% least deprived).



### Location and rank of LSOAs<sup>(note 4)</sup> in Ampthill ward

The map below shows each LSOA in Ampthill ward, with its 3 digit code. The colours on the map show the level of deprivation relative to all LSOAs in England (darker colours are more deprived).



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(Source for page: Department for Communities and Local Government, Indices of Deprivation – Index of Multiple Deprivation<sup>(note 5)</sup>, 2010)



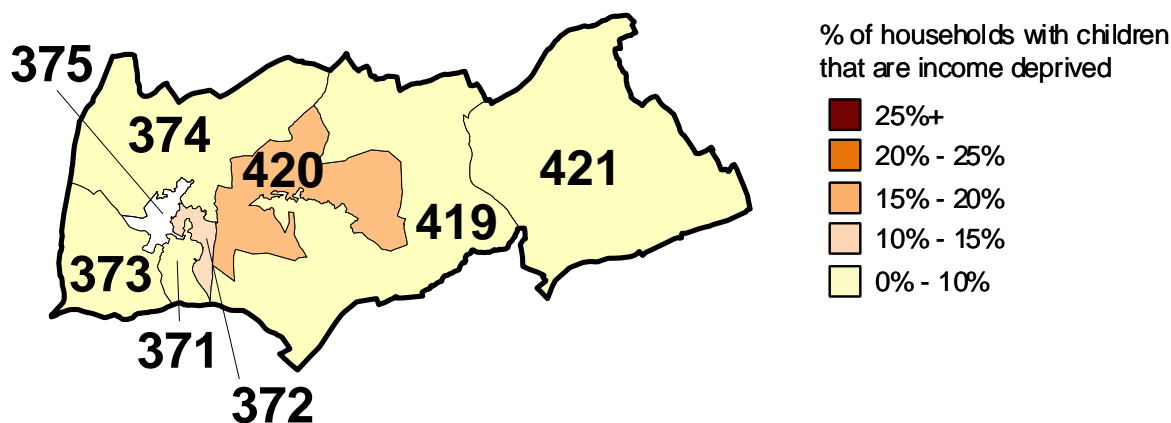
In addition to looking at overall deprivation, we can also look at particular aspects of deprivation, known as 'domains'. This analysis shows that none of the Ampthill ward LSOAs is in the most deprived 20% in England for any of the 'domains' of deprivation.

(Source: Department for Communities and Local Government, Indices of Deprivation – Index of Multiple Deprivation<sup>(note 5)</sup>, 2010)

### Children living in income deprived households<sup>(note 6)</sup>

Overall, 6% of children in Ampthill ward live in income deprived households, compared to 13% in Central Bedfordshire as a whole, and 22% in England.

The map below shows each LSOA in Ampthill ward, with its 3 digit code. The colours on the map show the level of income deprived households with children (darker colours mean more income deprived households).



Note: there were fewer than three households with children in LSOA 375, so data has not been published for this area.

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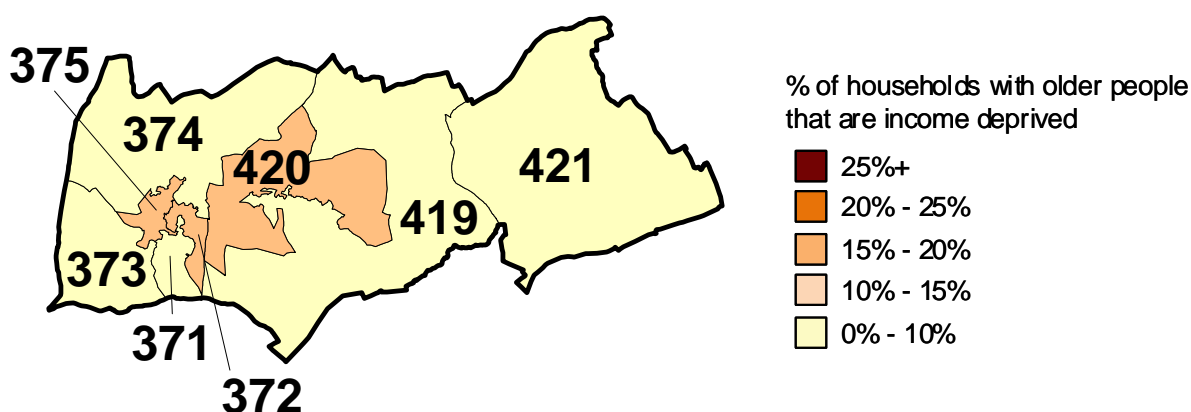
(Source: Department for Communities and Local Government, Indices of Deprivation – Income Deprivation Affecting Children Index<sup>(note 6)</sup>, 2010)



## Older people living in income deprived households<sup>(note 7)</sup>

Overall, 11% of older people in Ampthill ward live in income deprived households, similar to the Central Bedfordshire average of 13%, but lower than the England average of 18%.

The map below shows each LSOA in Ampthill ward, with its 3 digit code. The colours on the map show the level of income deprived households with older people (darker colours mean more income deprived households).



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(Source: Department for Communities and Local Government, Indices of Deprivation – Income Deprivation Affecting Older People Index<sup>(note 7)</sup>, 2010)

## Fuel poverty<sup>(note 8)</sup>

Overall, 12.6% of households in Ampthill ward experience fuel poverty, compared to 12.6% in Central Bedfordshire and 16.4% in England.

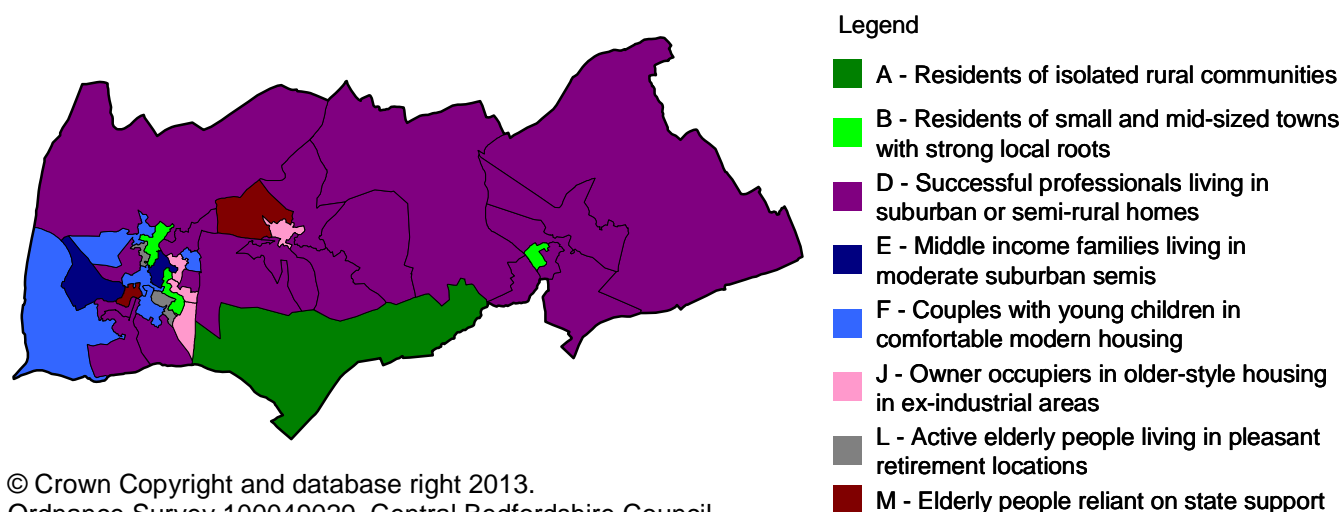
(Source: Department of Energy and Climate Change, Fuel poverty statistics 2010)

## Mosaic geo-demographic profile

Geo-demographics is an analysis of people by where they live. It can help us to identify people living within Central Bedfordshire that have similar lifestyles and behaviours. This enables the Council to gain a better understanding of how communities are changing that may not be apparent using Census data alone. Mosaic combines information from a variety of national and local sources to form a profile of each household, which is classified into one of 15 'groups' that represent the type of people who would typically live there.

The map below shows Ampthill ward divided into output areas. Each output area is approximately the same size in population terms, and contains around 100 households. The colour on the map represents the most common Mosaic 'group' in each output area (although each area will contain many different types of household).

**Map of Ampthill ward showing the most common Mosaic group in each output area**



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As the map shows, Ampthill ward is mainly characterised by successful professionals (group D). This group accounts for 34% of all households in Ampthill ward. The next biggest groups are couples with young children (group F, 15% of all households), residents with strong local roots (B, 14%) and middle income families (E, 10%).

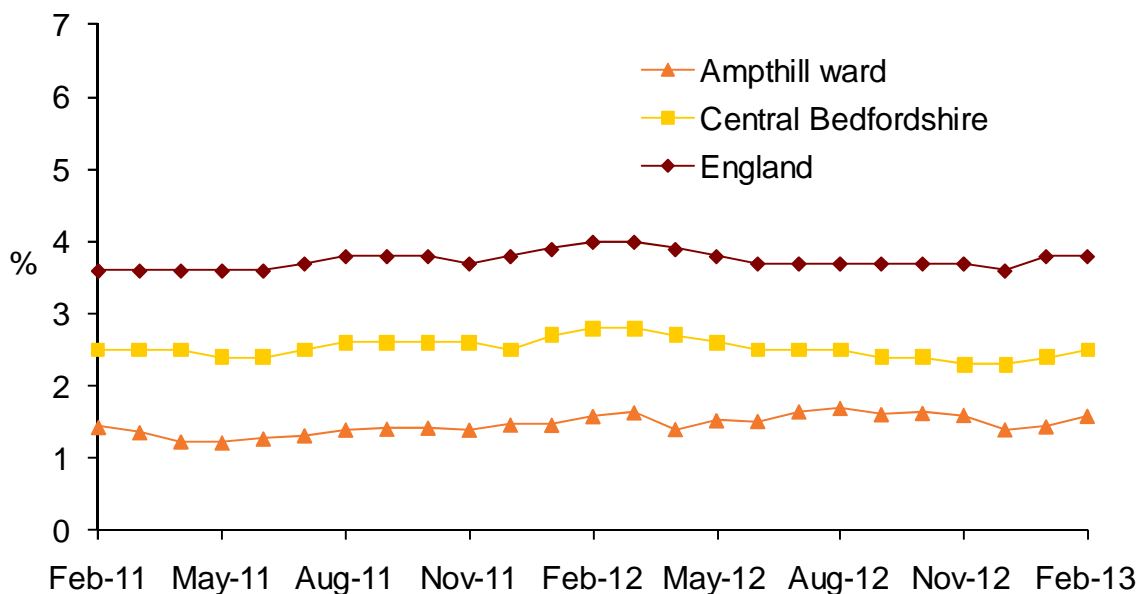
Source: Experian, Mosaic data, October 2012



## Economy

### Unemployment<sup>(note 9)</sup> – jobseeker’s allowance (JSA) claimant count

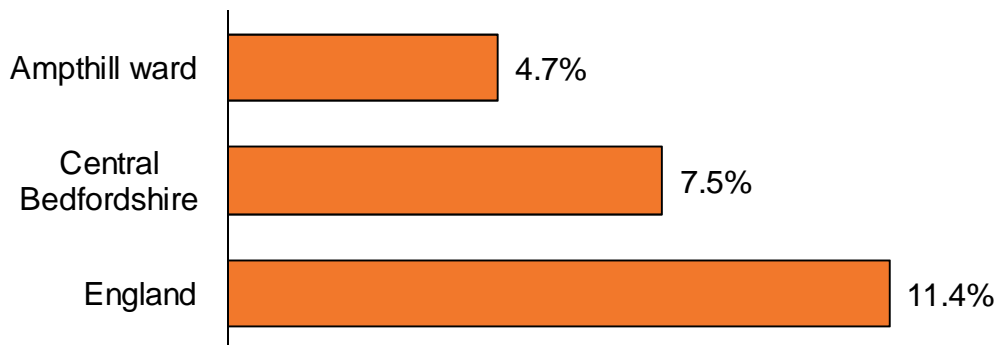
Amphill ward’s unemployment rate remains lower than the England and Central Bedfordshire averages. 115 people were claiming JSA in Amphill ward in February 2013.



(Source: Office for National Statistics, Claimant count unemployment, Crown Copyright Reserved, from Nomis, 20/03/2013)

### Working age people on out of work benefits<sup>(note 10)</sup>

Amphill ward residents are less likely to be claiming out of work benefits, compared to the Central Bedfordshire and England averages.



(Source: Office for National Statistics, Work and Pensions Longitudinal Study August 2012, from Nomis, 20/03/2013)



## Economically active population, all people aged 16 and over, 2011

Amphill ward had a similar proportion of people who were economically active compared to Central Bedfordshire.

	This ward (number)	This ward (%)	Central Bedfordshire	England
Economically active	6,290	74.1%	74.7%	69.9%
- Part time employee	1,240	14.6%	14.0%	13.7%
- Full time employee	3,400	40.0%	43.6%	38.6%
- Self employed	1,170	13.7%	11.0%	9.8%
- Unemployed	230	2.7%	3.5%	4.4%
- Full time student	260	3.1%	2.8%	3.4%
Economically inactive	2,200	25.9%	25.3%	30.1%
- Retired	1,340	15.7%	13.5%	13.7%
- Student	340	3.9%	4.2%	5.8%
- Looking after home	290	3.4%	3.9%	4.4%
- Sick / disabled	160	1.9%	2.4%	4.0%
- Other	70	0.9%	1.3%	2.2%
<b>All people aged 16+</b>	<b>8,490</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

(Source: Office for National Statistics, 2011 Census, Economic Activity, Table KS601EW)



## Economic profile of Ampthill ward residents, all residents aged 16 and over in employment, 2011

Ampthill ward residents who work are:

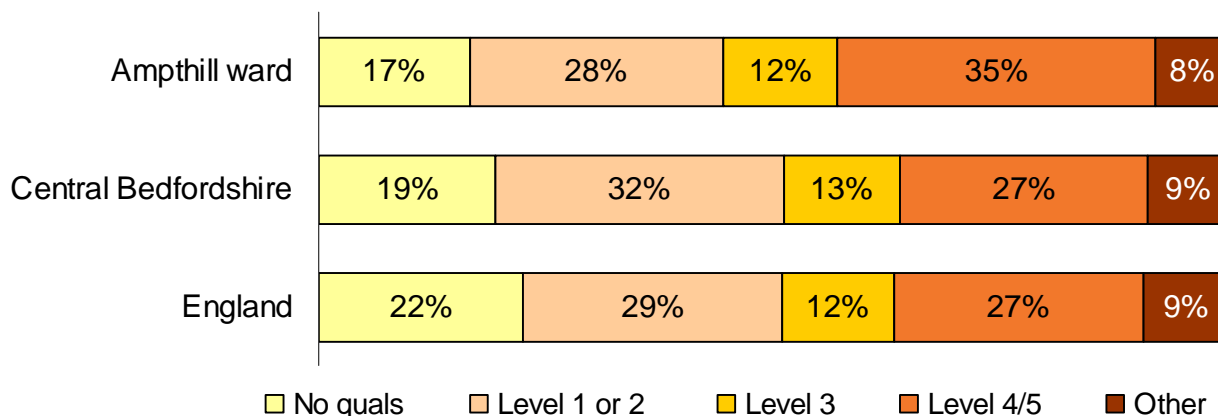
- more likely to be in managerial or professional/ technical occupations (51.1% compared to 43.5% in Central Bedfordshire).
- less likely to be in unskilled positions, or process, plant or machine operatives (12.0% compared to 15.8% in Central Bedfordshire).
- as likely to travel to work by car (74.0% compared to 74.3% in Central Bedfordshire)

The main industries of employment for residents of Ampthill ward were wholesale & retail, education, and health & social work.

*(Sources: Office for National Statistics, 2011 Census: Occupation, Table QS606EW; Industry, Table QS605EW; Method of Travel to Work, Table QS701EW)*

## Highest level of qualifications<sup>(note 11)</sup> achieved, all people aged 16 and over, 2011

Ampthill ward residents are more likely to have a higher level qualification than Central Bedfordshire and England residents.

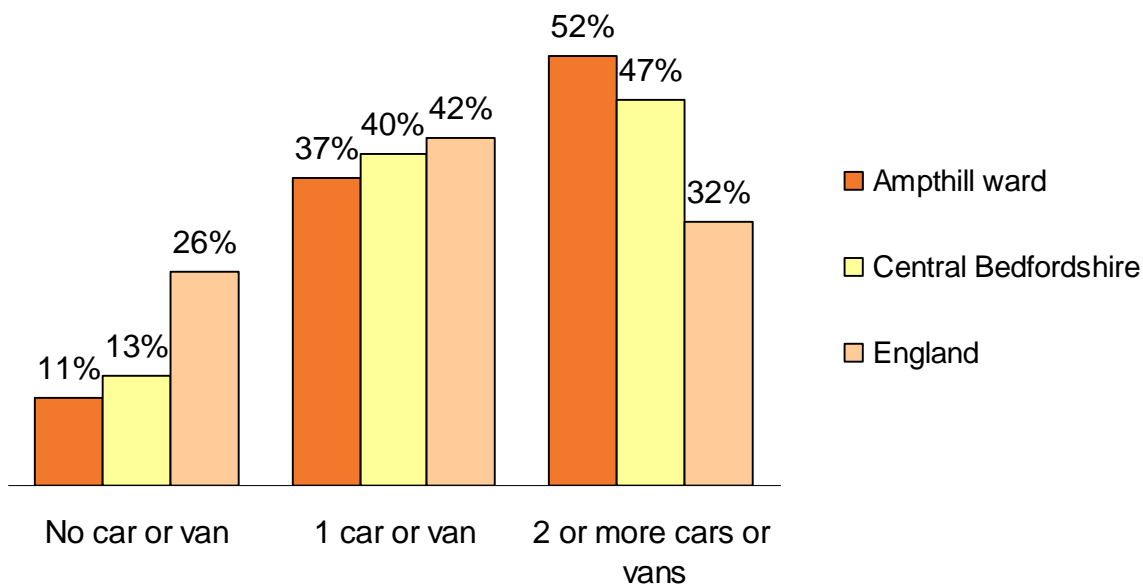


*(Source: Office for National Statistics, 2011 Census, Qualifications and students, Table KS501EW)*



## Car or van availability, all households, 2011

Most households in Ampthill ward have two or more cars or vans, and the proportion is higher than the Central Bedfordshire and England averages. This was similar to 2001.



(Sources: Office for National Statistics, 2011 Census, Car or van availability, Table KS404EW and Office for National Statistics, 2001 Census, Household composition by number of cars or vans available, Table CAS062)

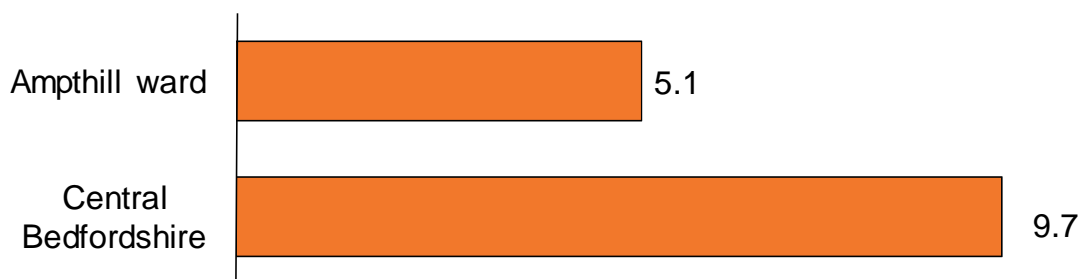


## Safer communities

### Serious acquisitive crime

In Ampthill ward there were 61 incidents of serious acquisitive crime (which includes domestic burglary, robbery, theft from a motor vehicle and theft of a motor vehicle) between 1 April 2012 and 31 March 2013. This equates to a rate of 5.1 per 1,000 residents, lower than the Central Bedfordshire average of 9.7 per 1,000 residents.

#### Serious acquisitive crime, 1 April 2012 – 31 March 2013



(Source: Bedfordshire Police crime data, 1 April 2012 to 31 March 2013)

In this period, the rate of crime for most of the four components of serious acquisitive crime was similar in Ampthill ward compared to Central Bedfordshire:

- domestic burglary: 4.3 per 1,000 households (compared to 7.7 in Central Bedfordshire)
- robbery: no rate available as fewer than 5 incidents occurred during the year.
- thefts from motor vehicles: 2.8 per 1,000 residents (compared to 5.0 in Central Bedfordshire)
- thefts of motor vehicles: 0.4 per 1,000 residents (compared to 1.0 in Central Bedfordshire)

(Source: Bedfordshire Police crime data, 1 April 2012 to 31 March 2013)

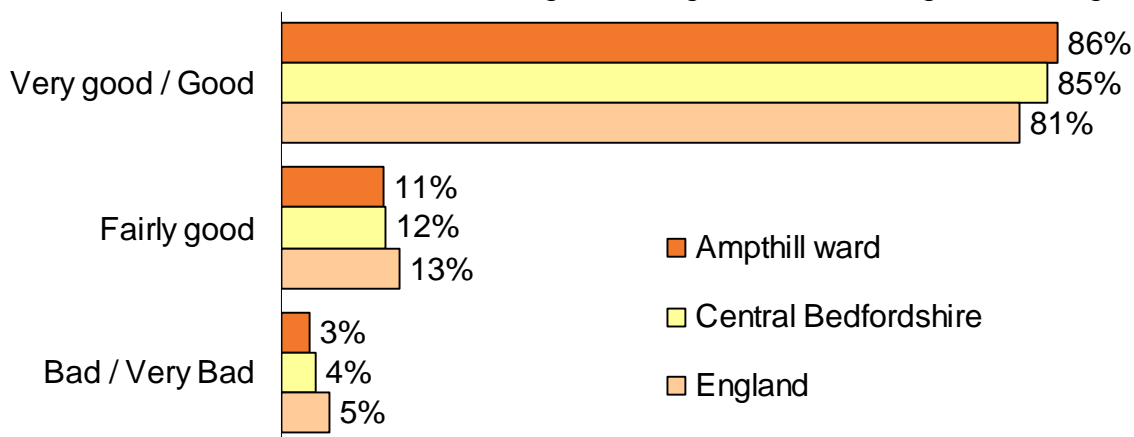
The neighbourhood policing team covering this ward is Ampthill and Flitwick. Further police crime data and mapping are available from: <http://www.police.uk>



## Health and well-being

### People’s overall health and well-being (self-reported), all people, 2011

The rate of people in Ampthill ward who said their health was ‘Very good’ or ‘Good’ is similar to the Central Bedfordshire average, and higher than the England average.



(Source: Office for National Statistics, 2011 Census, General health, Table QS302EW)

### Long term health problem or disability, all people, 2011

A similar proportion of Ampthill ward residents stated that their day-to-day activities were limited a lot compared to the Central Bedfordshire average. This was lower than the England average.

Day-to-day activities:	This ward (number)	This ward (%)	Central Bedfordshire	England
Limited a lot	680	5.7%	6.1%	8.3%
Limited a little	980	8.2%	8.3%	9.3%
Not limited	10,240	86.0%	85.6%	82.4%

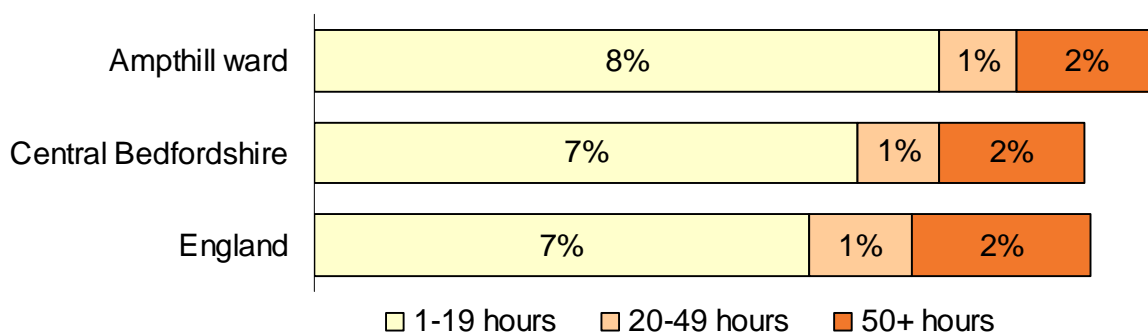
(Source: Office for National Statistics, 2011 Census, Long term health problem or disability, Table QS303EW)





## Provision of unpaid care, all people, hours per week, 2011

1,320 residents in Ampthill ward provided unpaid care at the 2011 Census, equivalent to 11% of the population. This was similar to the figures for Central Bedfordshire and England, and there has been little change since 2001. As the chart below shows, most people provided 1-19 hours care per week.



Note: percentages may not sum due to rounding.

(Sources: Office for National Statistics, 2011 Census, Provision of unpaid care, Table QS301EW, and Office for National Statistics, 2001 Census, Sex and age by general health and provision of unpaid care, Table CAS025)



## Children and young people

### Composition of households with dependent children<sup>(note 12)</sup>, all households, 2011

The overall proportion of households with dependent children was similar in Ampthill ward and Central Bedfordshire.

	This ward (number)	This ward (%)	Central Bedfordshire	England
Married / Civil partnership parents	1,050	21.5%	18.6%	15.3%
Co-habiting parents	190	3.9%	4.5%	4.0%
Lone parent	230	4.7%	6.5%	7.1%
- Male lone parent	30	0.6%	0.7%	0.7%
- Female lone parent	200	4.1%	5.7%	6.4%
Other households with dependent children	80	1.7%	2.0%	2.6%
<b>All households with dependent children</b>	<b>1,550</b>	<b>31.8%</b>	<b>31.6%</b>	<b>29.1%</b>

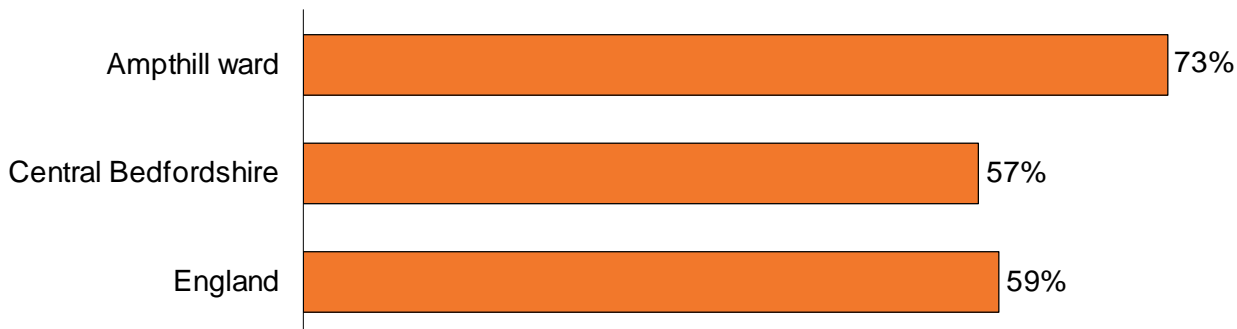
Note that percentages shown are as a proportion of all households in each area.

(Sources: Office for National Statistics, 2011 Census, Household composition, Table KS105EW, and Lone parent households with dependent children, Table KS107EW and Office for National Statistics, 2001 Census, Household composition by tenure and occupancy rating, Table CAS053)



## Children achieving 5 or more GCSEs grade A\*-C, including English and Maths<sup>(note 13)</sup>

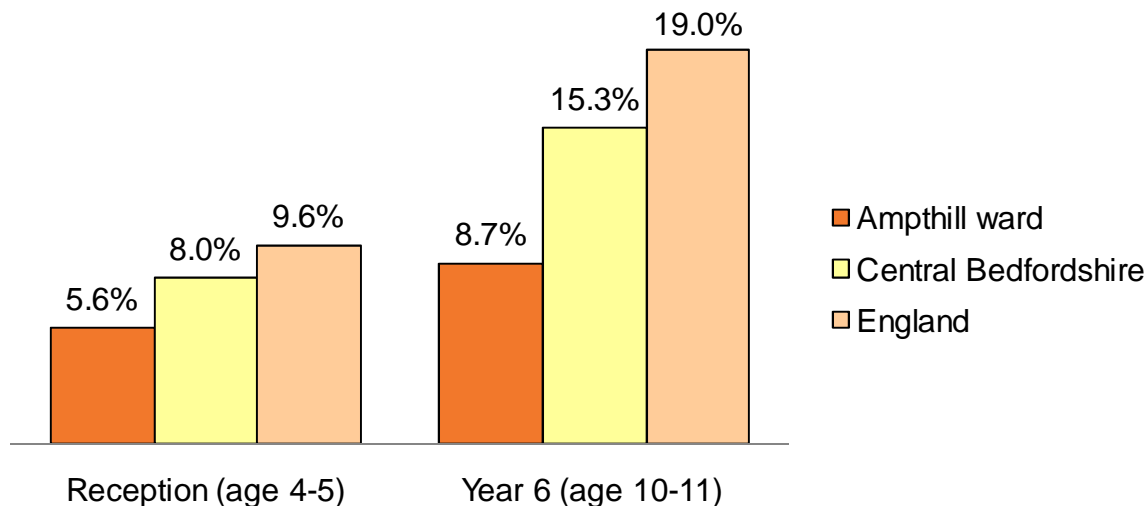
In 2012, a greater proportion of children in Ampthill ward gained 5 GCSEs at grades A\*-C, including English and Maths, compared to Central Bedfordshire and England.



(Source: Central Bedfordshire Council, 2012)

## Child obesity, 2009-12<sup>(note 14)</sup>

On average, a smaller proportion of children in Year 6 were obese in Ampthill ward, compared with the Central Bedfordshire average. There was no significant difference in the proportion of obese children in Reception.



(Sources: England average data from Information Centre for Health and Social Care; Local data from Public Health Intelligence - Bedford Borough Council working in partnership with Central Bedfordshire Council - Local Child Measurement Programme)



## Notes and definitions

1. **Ethnic group:** the heading 'Other White ethnic groups' includes categories for White Irish, Gypsy or Irish Traveller, and White Other. White Other will include people from European countries other than the UK and Ireland.
2. **Country of birth:** EU (pre-2004) refers to the 15 western European states that were EU members at the start of 2004. EU (Accession) refers to the 12 states that have joined the EU since 2004, most of which are in Eastern Europe.
3. **Household tenure:** 'Owned' includes households that are owned outright, owned with a mortgage, and owned with shared ownership. 'Socially rented' includes households that are rented from Local Authorities and those rented from Registered Social Landlords (RSLs), such as Housing Associations. 'Private rented' includes households that are rented from private landlords and also those that are rent free.
4. **Lower Super Output Areas (LSOAs)** are a statistical geography used nationally. There were 154 LSOAs in Central Bedfordshire, each containing an average of 1,500 people (based on 2001 figures). Each LSOA is identified using the name of the ward it is in and a unique three-digit code.
5. **Index of Multiple Deprivation (IMD)** is a key indicator of deprivation, published by Department for Communities and Local Government. It uses 37 different indicators, grouped into seven 'domains', which are weighted and combined to produce the IMD score for an area. Areas can be ranked to show which are the most deprived.
6. **Income Deprivation Affecting Children Index (IDACI)** forms part of the Indices of Deprivation from the Department for Communities and Local Government. IDACI shows the proportion of children aged 0-15 living in households that receive work-related benefits, or where income is below 60% of the national median.
7. **Income Deprivation Affecting Older People Index (IDAOPI)** forms part of the Indices of Deprivation from the Department for Communities and Local Government. IDAOPI shows the proportion of people aged 60 or over living in households that receive pension credits.
8. **Fuel poverty:** households in fuel poverty need to spend more than 10% of their income on all fuel use in order to heat their home to an adequate standard of warmth.
9. **Unemployment** rates for Central Bedfordshire and England are worked out as a percentage of the 2011 mid year estimate population aged 16-64 in each area. Rates for the wards are worked out as a percentage of the 2011 Census population aged 16-64 in each area. Numbers are rounded to the nearest five.
10. **Out of work benefits** include job seeker's allowance (JSA), employment and support allowance (incapacity benefit), lone parent benefit and other income related benefits. JSA accounts for approximately 30-35% of all out of work benefits. Working age is 16-64.
11. **Qualification levels:** a quick guide to each level is shown below.  
Please note that the list is not exhaustive and other qualifications are included in each level.
  - Level 1/2: 1 or more GCSE
  - Level 3: 2 or more A-levels
  - Level 4/5: first degree or higher
  - Other: includes apprenticeships



- 12. A **dependent child** is a person aged 0-15 in a household (whether or not in a family) or aged 16-18 in full-time education and living with his or her parent(s). It does not include any children who have a spouse, partner or child living in the household.
- 13. **GCSE results:** data only includes those children attending maintained schools and Academies within Central Bedfordshire. Ward level data is estimated using best fit methodology.
- 14. **Child obesity** data: due to the small cohort sizes at ward level, the data shown here is a three-year average, using data from 2009/10, 2010/11 and 2011/12.

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