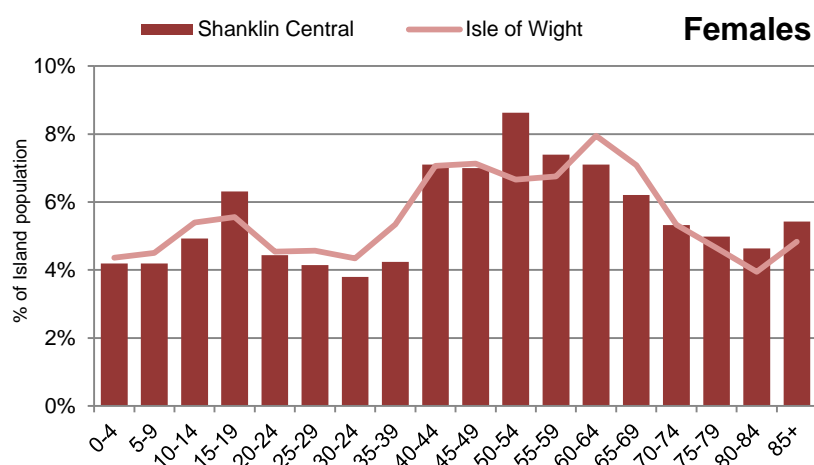
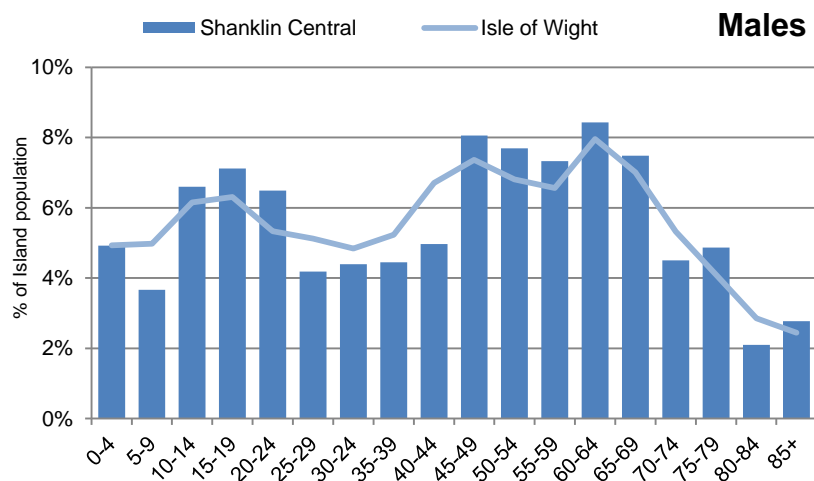


The information within this pack is designed to offer key data and information about this ward in a variety of subjects. It is one in a series of 39 packs produced by the Isle of Wight Council Business Intelligence Unit which cover all electoral wards.

## Population

Population (2011 Census)  
% of the Island total

|                  |               |
|------------------|---------------|
| Shanklin Central | Isle of Wight |
| 3,940            | 138,265       |
| 2.85%            |               |



| Age          | Males        | Females      |
|--------------|--------------|--------------|
| 0-4          | 94           | 85           |
| 5-9          | 70           | 85           |
| 10-14        | 126          | 100          |
| 15-19        | 136          | 128          |
| 20-24        | 124          | 90           |
| 25-29        | 80           | 84           |
| 30-34        | 84           | 77           |
| 35-39        | 85           | 86           |
| 40-44        | 95           | 144          |
| 45-49        | 154          | 142          |
| 50-54        | 147          | 175          |
| 55-59        | 140          | 150          |
| 60-64        | 161          | 144          |
| 65-69        | 143          | 126          |
| 70-74        | 86           | 108          |
| 75-79        | 93           | 101          |
| 80-84        | 40           | 94           |
| 85+          | 53           | 110          |
| <b>Total</b> | <b>1,911</b> | <b>2,029</b> |

## Population Change

The table below shows the population figures for Shanklin Central, The Bay Cluster and the Isle of Wight as a whole and how their populations have changed since 2002 (using ONS mid-year estimates).

|      | Shanklin Central |       | The Bay Cluster |       | Isle of Wight |       |
|------|------------------|-------|-----------------|-------|---------------|-------|
|      | Pop.             | %     | Pop.            | %     | Pop.          | %     |
| 2002 | 3,375            |       | 20,569          |       | 134,038       |       |
| 2003 | 3,487            | +3.32 | 20,869          | +1.46 | 135,073       | +0.77 |
| 2004 | 3,566            | +2.27 | 21,111          | +1.16 | 136,409       | +0.99 |
| 2005 | 3,586            | +0.56 | 21,329          | +1.03 | 137,827       | +1.04 |
| 2006 | 3,508            | -2.18 | 21,445          | +0.54 | 138,536       | +0.51 |
| 2007 | 3,551            | +1.23 | 21,829          | +1.79 | 139,443       | +0.65 |
| 2008 | 3,676            | +3.52 | 21,965          | +0.62 | 140,158       | +0.51 |
| 2009 | 3,704            | +0.76 | 21,969          | +0.02 | 140,229       | +0.05 |
| 2010 | 3,692            | -0.32 | 21,836          | -0.61 | 140,491       | +0.19 |

Source: ONS – Mid-Year Population Estimates

In total between 2002 and 2010, the population of Shanklin Central had increased by 9.39%, The Bay Cluster had increased by 6.16% and the Isle of Wight had increased by 4.81%.

## Deprivation

The 2010 Indices of Deprivation were published by the Department for Communities and Local Government (CLG) in March 2010.

For the purposes of constructing these Indices, deprivation was not limited to just a lack of financial resource, but took account of a range of different issues, where the main consideration was a lack of fulfilment to people's needs in respect of their lives.

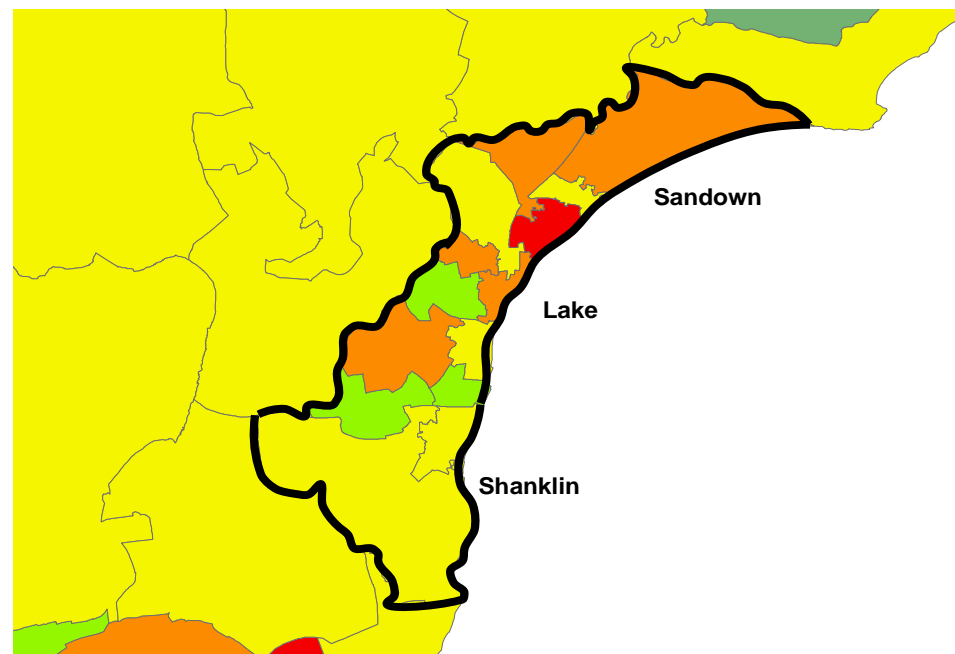
### *How were the results arrived at?*

Outcomes were based mainly on 2008 data, using a combination of 38 separate indicators to provide a ranking, or comparison, of deprivation for each of the areas across England which were included. Using a number of different indicators, these were aggregated across seven distinct 'domains', each of which represents a specific form of deprivation:

- Barriers to Housing and other Services
- Crime
- Living Environment
- Income
- Employment
- Health and Disability
- Education, Skills and Training

The Indices of Deprivation measure and rank the relative levels of deprivation based on small geographical areas called Lower layer Super Output Areas (LSOAs) whose sizes vary but are generally smaller than Electoral Wards and have an average population of around 1,500 residents. This approach can be used to rank every small area in England according to the deprivation experienced by the people living there (a total of 32,482 LSOAs).

The map below shows the LSOAs within The Bay Cluster and their levels of deprivation compared with England.



Source: The English Indices of Deprivation 2010 - Communities and Local Government  
(c) Crown copyright and database rights 2012 Ordnance Survey 100019229

### Key to IMD National Ranking

- Among 20% most deprived areas of England
- Among 21-40% most deprived areas of England
- Broadly in line with the England average
- Among 21-40% least deprived areas of England
- Among 20% least deprived areas of England

**Mosaic Data**

Mosaic Public Sector data provides socio-demographic segmentation of all UK households, based on over 440 data elements, including Census data. All UK citizens are classified into 69 types and 15 groups, helping local authorities gain a better understanding of the characteristics and needs of the local population. This table looks at the 15 groups and the make-up of households within them.

|   | Shanklin Central |             | The Bay Cluster |      | Isle of Wight |      | England |
|---|------------------|-------------|-----------------|------|---------------|------|---------|
|   | Number           | %           | Number          | %    | Number        | %    | %       |
| <b>A</b> Residents of isolated rural communities                              | 40               | 2.5         | 180             | 1.8  | 6,281         | 9.3  | 4.5     |
| <b>B</b> Residents of small and mid-sized towns with strong local roots       | <b>833</b>       | <b>52.8</b> | 4,145           | 41.0 | 16,433        | 24.2 | 8.7     |
| <b>C</b> Wealthy people living in the most sought after neighbourhoods        | 0                | 0.0         | 4               | 0.0  | 103           | 0.2  | 3.1     |
| <b>D</b> Successful professionals living in suburban or semi-rural homes      | 71               | 4.5         | 271             | 2.7  | 2,973         | 4.4  | 8.2     |
| <b>E</b> Middle income families living in moderate suburban semis             | 17               | 1.1         | 117             | 1.2  | 2,608         | 3.8  | 10.9    |
| <b>F</b> Couples with young children in comfortable modern housing            | 4                | 0.3         | 20              | 0.2  | 515           | 0.8  | 5.6     |
| <b>G</b> Young, well-educated city dwellers                                   | 3                | 0.2         | 129             | 1.3  | 1,607         | 2.4  | 9.1     |
| <b>H</b> Couples and young singles in small modern starter homes              | 27               | 1.7         | 240             | 2.4  | 2,739         | 4.0  | 5.0     |
| <b>I</b> Lower income workers in urban terraces in often diverse areas        | 5                | 0.3         | 82              | 0.8  | 2,052         | 3.0  | 7.3     |
| <b>J</b> Owner occupiers in older-style housing in ex-industrial areas        | 54               | 3.4         | 428             | 4.2  | 6,036         | 8.9  | 7.8     |
| <b>K</b> Residents with sufficient incomes in right-to-buy social housing     | 79               | 5.0         | 792             | 7.8  | 5,102         | 7.5  | 9.2     |
| <b>L</b> Active elderly people living in pleasant retirement locations        | <b>287</b>       | <b>18.2</b> | 2,266           | 22.4 | 14,158        | 20.9 | 4.3     |
| <b>M</b> Elderly people reliant on state support                              | 98               | 6.2         | 844             | 8.4  | 4,418         | 6.5  | 5.5     |
| <b>N</b> Young people renting flats in high density social housing            | 50               | 3.2         | 180             | 1.8  | 1,259         | 1.9  | 5.5     |
| <b>O</b> Families in low-rise social housing with high levels of benefit need | 10               | 0.6         | 403             | 4.0  | 1,566         | 2.3  | 5.5     |
| <b>Total</b>  | <b>1,578</b>     |             | <b>10,101</b>   |      | <b>67,850</b> |      |         |

Source: Experian – 2012 Mosaic Public Sector

**Group B** contains residents who mostly live in medium sized and smaller towns in neighbourhoods of older housing where there is relatively little turnover from year to year. Though some people are quite well off and others have to be careful to make ends meet, this is not a group where you are likely to find people at either extreme of the income distribution. A significant number are self-employed. The best off are likely to be the owners of successful local businesses, the least well off recent school-leavers who rent small flats over shops in the centre of town. This Group has very few members of minority ethnic groups.

**Group L** mostly contains people aged over 65 whose children have grown up. On retirement they have decided to uproot themselves from their family home in favour of life in a retirement community among people of broadly similar ages, incomes and social attitudes as themselves. Many of these properties will take the form of a seaside bungalow, with a single upstairs room used by a son or a daughter on an occasional visit, or a country cottage overlooking the sea. These are people who are likely to be in the earlier, more active phase of their retirement, to have the benefit of mobility and to live in comfortable financial circumstances. Most live in their own homes which they own outright. Most are still married.

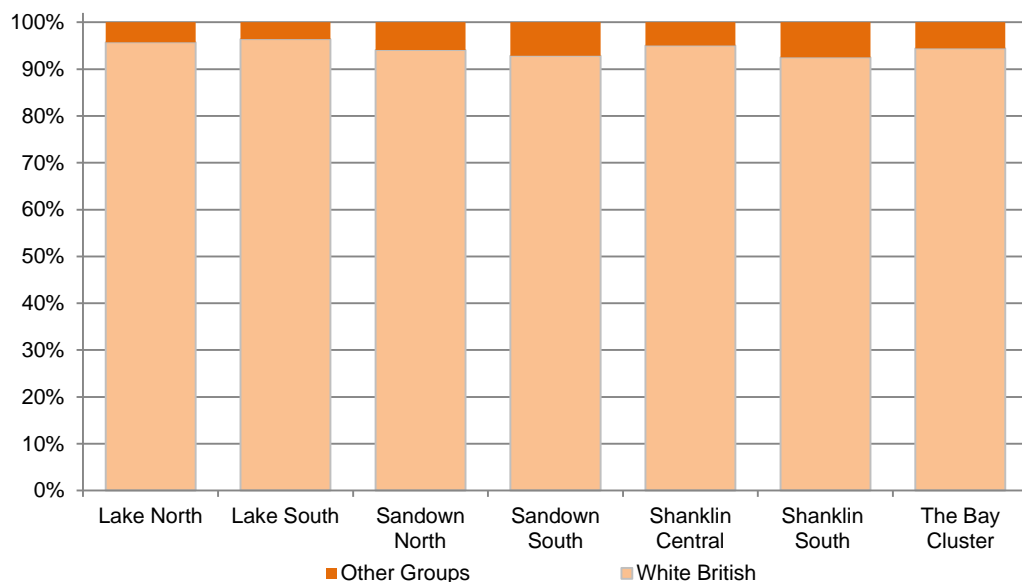
### Ethnicity

The following table shows the ethnicity of each ward in The Bay Cluster:

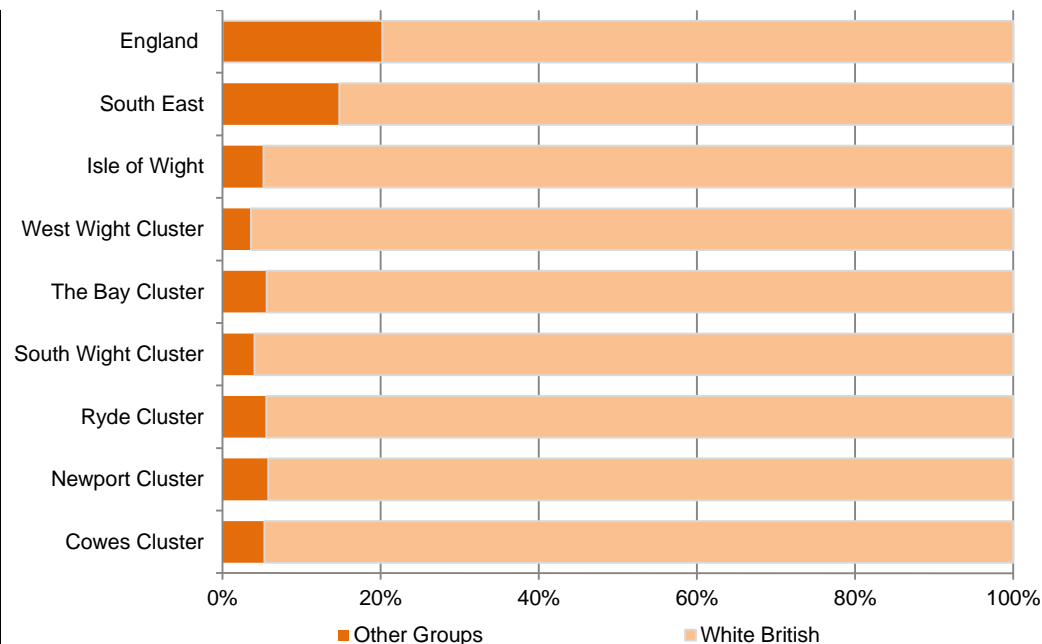
|                                      | Lake North |      | Lake South |      | Sandown North |      | Sandown South |      | Shanklin Central |      | Shanklin South |      |
|--------------------------------------|------------|------|------------|------|---------------|------|---------------|------|------------------|------|----------------|------|
|                                      | No.        | %    | No.        | %    | No.           | %    | No.           | %    | No.              | %    | No.            | %    |
| <b>All people</b>                    | 3,871      |      | 3,189      |      | 3,131         |      | 4,054         |      | 3,940            |      | 3,189          |      |
| <b>White: British</b>                | 3,705      | 95.7 | 3,074      | 96.4 | 2,946         | 94.1 | 3,764         | 92.8 | 3,743            | 95.0 | 2,950          | 92.5 |
| <b>White: Non-British</b>            | 96         | 2.5  | 53         | 1.7  | 101           | 3.2  | 151           | 3.7  | 96               | 2.4  | 148            | 4.6  |
| <b>Mixed Race</b>                    | 32         | 0.8  | 43         | 1.3  | 33            | 1.1  | 55            | 1.4  | 57               | 1.4  | 50             | 1.6  |
| <b>Asian or Asian British</b>        | 30         | 0.8  | 11         | 0.3  | 30            | 1.0  | 74            | 1.8  | 35               | 0.9  | 33             | 1.0  |
| <b>Black or Black British</b>        | 3          | 0.1  | 0          | 0.0  | 1             | 0.0  | 4             | 0.1  | 2                | 0.1  | 4              | 0.1  |
| <b>Chinese or other ethnic group</b> | 5          | 0.1  | 8          | 0.3  | 20            | 0.6  | 6             | 0.1  | 7                | 0.2  | 4              | 0.1  |

Source: ONS – 2011 Census

Comparison of proportions for residents - White British and other groups



The table above shows Shanklin Central has the third highest rate for a White British resident population in The Bay Cluster and joint second highest rate for those of a Mixed Race background



The graph above shows The Bay Cluster has a White British resident population marginally lower than the Island as a whole. The graph also shows the Island has overall a higher proportion of 'White British' population than the South East and England average.

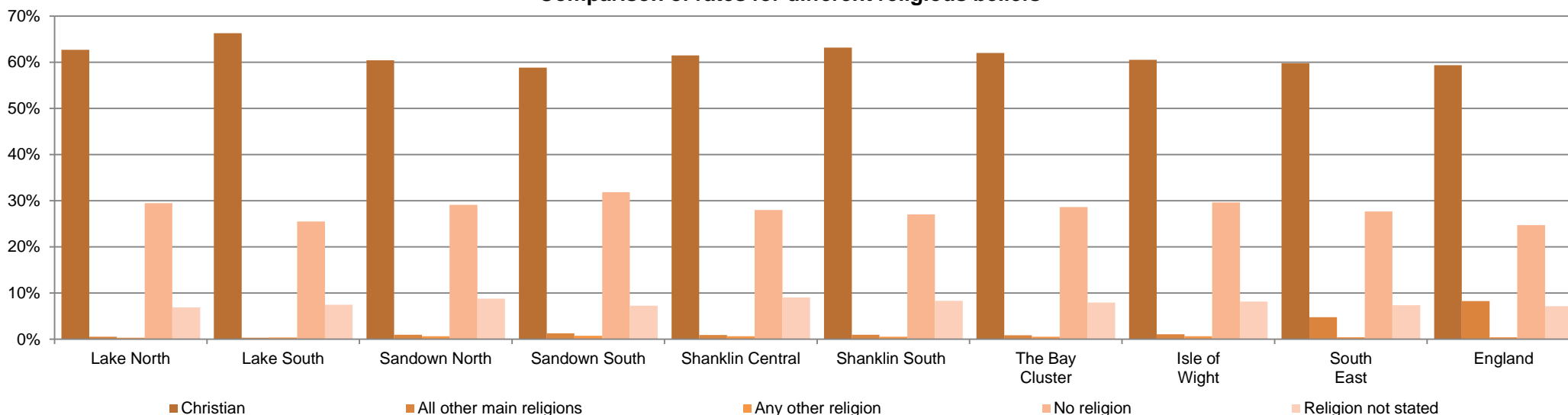
### Religion

This table and graph show the religious belief of The Bay Cluster wards:

|                            | Lake North |       | Lake South |       | Sandown North |       | Sandown South |       | Shanklin Central |       | Shanklin South |       |
|----------------------------|------------|-------|------------|-------|---------------|-------|---------------|-------|------------------|-------|----------------|-------|
|                            | No.        | %     | No.        | %     | No.           | %     | No.           | %     | No.              | %     | No.            | %     |
| <b>All people</b>          | 3,871      |       | 3,189      |       | 3,131         |       | 4,054         |       | 3,940            |       | 3,189          |       |
| <b>Christian</b>           | 2,427      | 62.70 | 2,113      | 66.26 | 1,892         | 60.43 | 2,384         | 58.81 | 2,422            | 61.47 | 2,014          | 63.16 |
| <b>Buddhist</b>            | 7          | 0.18  | 6          | 0.19  | 7             | 0.22  | 12            | 0.30  | 12               | 0.30  | 8              | 0.25  |
| <b>Hindu</b>               | 5          | 0.13  | 0          | 0     | 15            | 0.48  | 15            | 0.37  | 8                | 0.20  | 1              | 0.03  |
| <b>Jewish</b>              | 3          | 0.08  | 4          | 0.13  | 1             | 0.03  | 3             | 0.07  | 3                | 0.08  | 0              | 0     |
| <b>Muslim</b>              | 7          | 0.18  | 0          | 0     | 8             | 0.26  | 22            | 0.54  | 11               | 0.28  | 21             | 0.66  |
| <b>Sikh</b>                | 0          | 0     | 1          | 0.03  | 0             | 0     | 1             | 0.02  | 1                | 0.03  | 1              | 0.03  |
| <b>Any other religion</b>  | 13         | 0.34  | 13         | 0.41  | 20            | 0.64  | 31            | 0.76  | 25               | 0.63  | 17             | 0.53  |
| <b>No religion</b>         | 1,142      | 29.50 | 814        | 25.53 | 912           | 29.13 | 1,292         | 31.87 | 1,102            | 27.97 | 862            | 27.03 |
| <b>Religion not stated</b> | 267        | 6.89  | 238        | 7.46  | 276           | 8.82  | 294           | 7.25  | 356              | 9.04  | 265            | 8.31  |

Source: ONS – 2011 Census

Comparison of rates for different religious beliefs



Shanklin Central has the third lowest rate for those of a Christian faith in The Bay Cluster, together with the highest rate for those who did not declare a religious faith. The Island (1.06%) as a whole has a lower proportion of people of 'other' religious beliefs (e.g. Buddhist, Hindu, Jewish, Muslim, Sikh) than the South East (4.76%) or England (8.27%). The Island (29.62%) also has a higher proportion of people with 'no religion' compared with the South East (27.66%) and England averages (24.74%).