Location Analyst UK

Mountnessing & Ingatestone - Property Dev.

Property Development Pack

15 February, 2019

Contents

Describing MountnessingIngatestone in relation to Brentwood
Creation Date: February 15, 2019

Map showing your area
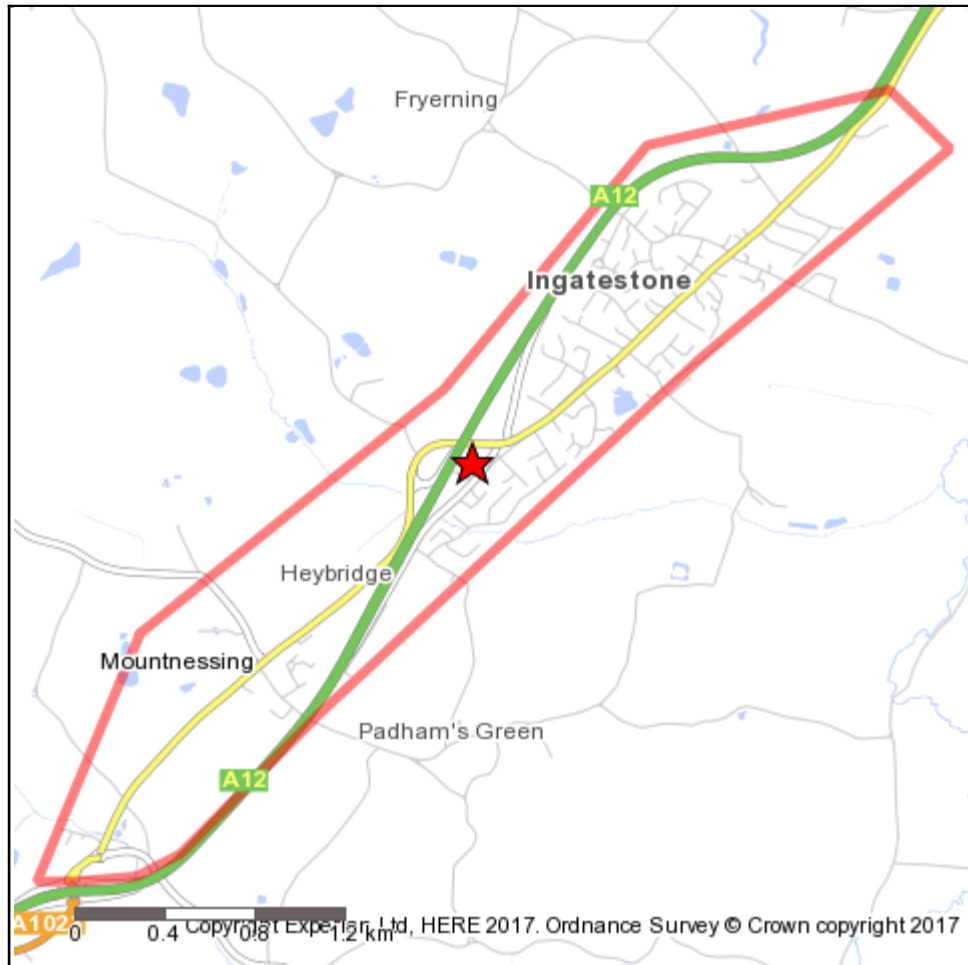
Geography Selection:

MountnessingIngatestone

Boundary Colour:

N Geography Selection

Mapping data: © 2017 HERE.
Copyright Experian 2017.

Date: 15/02/19

Summary of your area

There are 5,359 people living within MountnessingIngatestone of which 2,542 are male and 2,817 are female.
Within this population 2,514 are economically active whilst 1,236 are classed as economically inactive.
75.08 % of houses are owner occupied whilst 11.41 % are privately rented.
The three highest Mosaic groups are B Prestige Positions, E Senior Security and G Domestic Success .
The population of the area is expected to change by 4.28 % by 2022 .

Please note that some of the data tables in this report require you to have selected an LA as a base.

Describing MountnessingIngatestone in relation to Brentwood
Creation Date: February 15, 2019

Understanding the make-up of your area

	Area	Base
Total Households	2,342	32,447
Total Population	5,359	77,144
Total Males	2,542	37,632
Total Females	2,817	39,512

The current year estimates show a total resident population of 5,359 in the study area, compared to 77,144 in the base selection. When looking at the population of households there are 2,342 in your area and 32,447 in your base selection. This was split by 52.56 % of the population being female and 47.44 % being male in the study area.

Source: Experian Current year estimates (Mid-year 2017).

Understanding who lives in your area

Age Bands	Area	Base	Index	59	100	141
Under 15	803	13,347	87			
15-19	324	4,213	111			
20-24	167	3,696	65			
25-34	400	9,174	63			
35-44	620	9,843	91			
45-54	853	11,511	107			
55-64	674	9,540	102			
65+	1,518	15,820	138			

Source: Experian Age and Gender Estimates (2017).

Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.
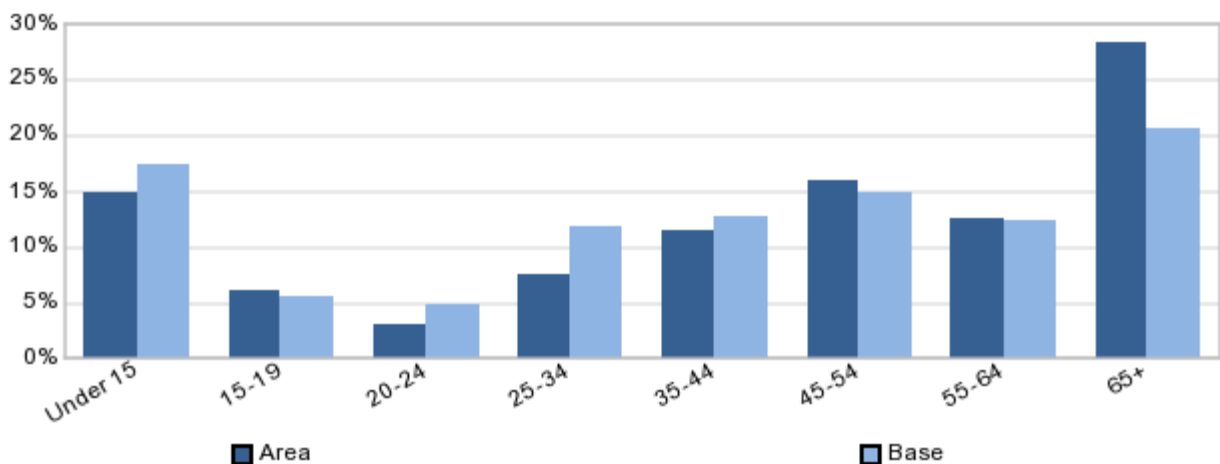
The highest proportion fell into age band 65+ with a count of 1,518 representing 28.33 % in the study area. The smallest proportion is in age band 20-24 with a count of 167 which represents 3.11 %. In the study area the most over represented age band in comparison to the base selection is 65+ with an index value of 138. The band that is most under represented is 25-34 with an index of 63, where an index* of 100 represents the national average.

*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Understanding the Ethnic mix

Ethnic Mix	Area	Base	Index 14	100	335
White	5,147	72,002	103		
Gypsy / Traveller / Irish Traveller	27	121	321		
Mixed / Multiple Ethnic Groups	62	1,317	67		
Asian / Asian British: Indian	44	932	68		
Asian / Asian British: Pakistani	5	127	57		
Asian / Asian British: Bangladeshi	7	201	50		
Asian / Asian British: Chinese	12	389	45		
Asian / Asian British: Other Asian	22	775	41		
Black / African / Caribbean / Black British	19	977	29		
Other Ethnic Group	14	303	66		

Source: Experian Current Year Estimates based on ONS Census Data (2017).

Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.

The ONS data shows the ethnic make up of your area is as follows:

96.05 % White
0.50 % Gypsy / Traveller / Irish Traveller
1.15 % Mixed / Multiple Ethnic Groups
0.82 % Asian / Asian British: Indian
0.09 % Asian / Asian British: Pakistani
0.13 % Asian / Asian British: Bangladeshi
0.23 % Asian / Asian British: Chinese
0.41 % Asian / Asian British: Other Asian
0.36 % Black / African / Caribbean / Black British
0.26 % Other Ethnic Group

Compare this to your base ethnic diversity as follows:

93.33 % White
0.16 % Gypsy / Traveller / Irish Traveller
1.71 % Mixed / Multiple Ethnic Groups
1.21 % Asian / Asian British: Indian
0.16 % Asian / Asian British: Pakistani
0.26 % Asian / Asian British: Bangladeshi
0.50 % Asian / Asian British: Chinese
1.00 % Asian / Asian British: Other Asian
1.27 % Black / African / Caribbean / Black British
0.39 % Other Ethnic Group

In the study area the largest ethnic group is White taking up 96.05 % of the population with a count of 5,147. This is in comparison to the selected base with 93.33 % of the population being White. The smallest ethnic representation in the study area was Asian / Asian British: Pakistani with a count of 5, compare this to the base selection where the smallest group was Gypsy / Traveller / Irish Traveller with a count of 121.

Social Grade	Area	Base	Index 91	100	108
AB Higher & intermediate manage/admin/prof	500	7,350	108		
C1 Supervisory, cleric, junior manage/admin/prof	483	8,295	92		
C2 Skilled manual workers	266	3,897	108		
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	191	3,282	92		

Source: Experian Current Year Estimates based on ONS Census Data (2017).

Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.
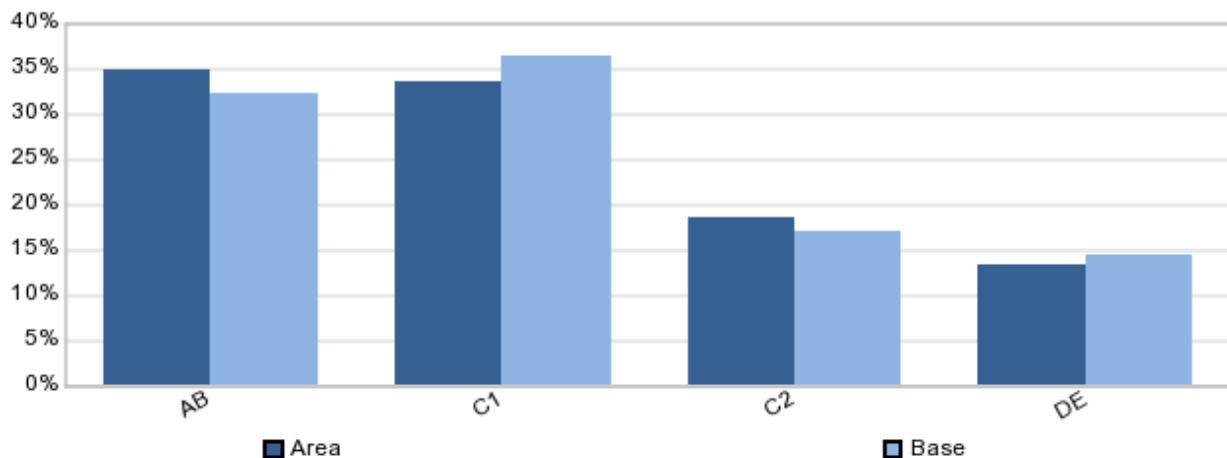
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Within your area social grade AB forms the largest proportion with 500 people falling into this group, which is 34.75 % of the overall distribution. The smallest proportion falls into grade DE with a count of 191 taking up 13.25 %. When comparing this to the selected base the most over represented grade is C2 with an index* count of 108, whereas the most under represented group is DE with an index count of 92.

Understanding the Economic Activity

| Economically Active	Area	Base	Index	86	100	105
Employee	1,931	30,550	100			
Self employed with employees	107	1,618	104			
Self employed without employees	340	5,255	102			
Unemployed	56	1,019	87			
Full-time students	79	1,232	102			
Economically Inactive				64	100	115
Retired	734	8,127	113			
Student	201	2,371	106			
Looking after home/ family	182	2,792	82			
Permanently sick/ disabled	70	1,308	67			
Other	49	885	70			

Source: Experian Current Year Estimates based on ONS Census Data (2017).

Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.

Economically Active - % by Category
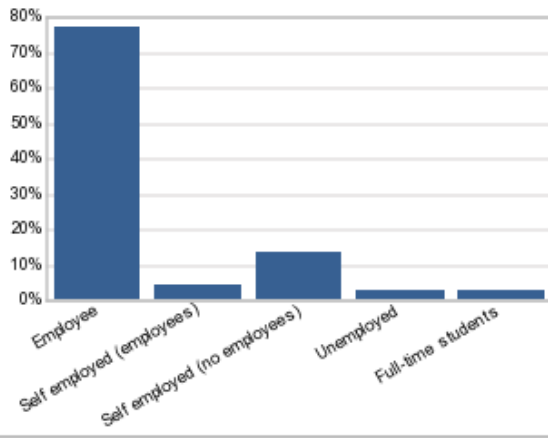
Economically Inactive - % by Category
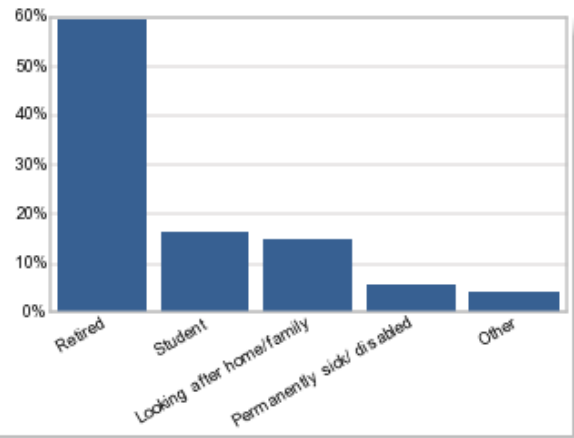
Economic activity within the study area shows that 51.51 % of the population are employed, this is 1,931 people, compare this to your base where 55.39 % are employed. The smallest economically active group is Unemployed representing 1.50 %, compare this to the selected base where this group represents 1.85 %. When analysing index* values the most over represented group is Employee with an index of 104, taking up 2.85 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 734 representing 19.57 %. The smallest inactive group is Other with 49 which is 1.32 %. When looking at the index values the group that is most over represented is Retired with an index of 113, representing 19.57 %.

*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Understanding the residential profile by Mosaic UK 6

Mosaic UK 6 classifies all consumers in the United Kingdom by allocating them to one of 15 Groups and 66 Types. The 15 Groups are shown below as a profile using the Population data from your target area. The groups, types and the supporting descriptive information paint a detailed picture of UK consumers in terms of their socio-economic and socio-cultural behaviour.

Mosaic UK 6 Group	Area	Base	Index	-17	100	364
A City Prosperity	28	570	71			
B Prestige Positions	1,794	21,584	120			
C Country Living	79	4,553	25			
D Rural Reality	428	1,773	347			
E Senior Security	1,262	8,231	221			
F Suburban Stability	110	2,047	77			
G Domestic Success	530	16,012	48			
H Aspiring Homemakers	251	4,211	86			
I Family Basics	266	2,704	142			
J Transient Renters	48	874	79			
K Municipal Challenge	0	520	0			
L Vintage Value	190	2,596	106			
M Modest Traditions	0	648	0			
N Urban Cohesion	0	790	0			
O Rental Hubs	373	9,914	54			
Totals	5,359	77,144				

Source: Experian Mosaic UK 6 Classification (2017).

Chart explanation: The chart above represents the index* value. This indicates the over or under representation of the area selection relative to the base.
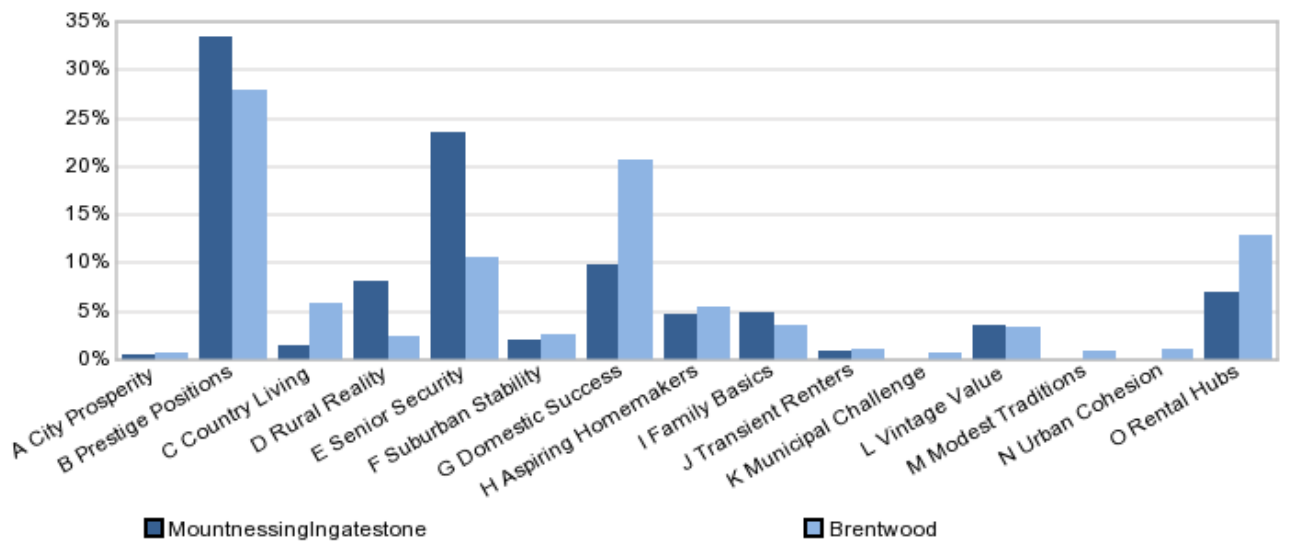
The largest group is B Prestige Positions with a count of 1,794 representing 33.47 % of the overall distribution, in comparison to the base where 27.98 % fall into this group. The smallest group is K Municipal Challenge with a count of 0 which represents 0.00 %. The index* figures indicate that the most over represented group is D Rural Reality taking up 7.98 % of the target area. In contrast the most under represented group is K Municipal Challenge with just 0.00 %.

*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Summary of the Area

B Prestige Positions - 33.47 %

Established families in large detached homes living upmarket lifestyles.

Key Features

- High value detached homes
- Married couples
- Managerial and senior positions
- Supporting students and older children
- High assets and investments
- Online shopping and banking

E Senior Security - 23.55 %

Elderly people with assets who are enjoying a comfortable retirement.

Key Features

- Elderly singles and couples
- Homeowners
- Comfortable homes
- Additional pensions above state
- Don't like new technology
- Low mileage drivers

G Domestic Success - 9.89 %

Thriving families who are busy bringing up children and following careers.

Key Features

- Families with children
- Upmarket suburban homes
- Owned with a mortgage
- 3 or 4 bedrooms
- High Internet use
- Own new technology

Average House Value by Residence Type

Residence Type	Total HH Value for Catchment	Number of Houses	Average Value	LA Average Value	Diff	-50	0	50
Detached	£492,044,098	650	£756,862	£839,737	-9.87%		■	
Semi-Detached	£288,612,576	700	£412,280	£410,573	0.42%			
Bungalow	£116,911,081	306	£382,438	£457,265	-16.36%	■		
Terrace	£87,312,551	238	£367,560	£329,424	11.58%		■	
Flats	£75,796,436	240	£316,171	£302,545	4.50%		■	
Total	£1,060,676,741	2,133	£497,240	£502,032	-0.95%			

Includes all houses in catchment area.

Diff: Shows the percentage increase/decrease between average house sale in the catchment and LA. ((Average Value Catchment - Average Value LA) / Average Value LA) x 100.

Source: Land Registry, VOA and Experian 2017

Length of Residency

Length of Residency	Catchment (HH)	Catchment (HH) %	Base (HH)	Base (HH) %	Index	0	100	200
Less than 1 year	122	5.70	1,950	6.51	88		■	
1 to 3 years	364	17.07	5,650	18.87	90		■	
4 to 7 years	240	11.25	4,064	13.57	83		■	
8 to 10 years	225	10.54	3,197	10.68	99			
More than 11 years	1,183	55.44	15,078	50.36	110		■	
Total	2,133	100.00	29,939	100.00	100			

The average length of residency within the catchment area: 8.44 Years

The average length of residency within the base area: 8.03 Years

This means that the average length of residency within the catchment area is approximately 0.41 years longer than the base area average.

Source: Experian ConsumerView Household Directory 2018 .

Average Rent for Social Housing

This compares the average weekly rent for the Local Authority against England.

Type of Housing	LA	England	Index	50	100	150
Bedspaces	£ 0	£ 41	N/A			
Bedsits	£ 0	£ 78	N/A			
One Bedroom	£ 101	£ 83	121		■	
Two Bedrooms	£ 117	£ 95	124		■	
Three Bedrooms	£ 136	£ 105	130		■	
Four+ Bedrooms	£ 162	£ 124	130		■	
All Types of Housing	£ 119	£ 97	123			

This means that the average rent in the Local Authority is £22   greater than the average in England.

Source: Housing Corporation. From Guide to Local Rents 2017 : Part II based on Gross Rent for each Local Authority
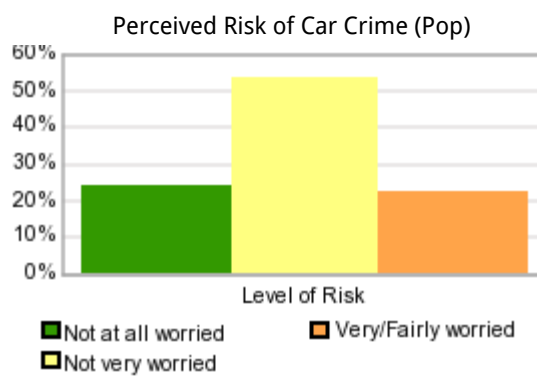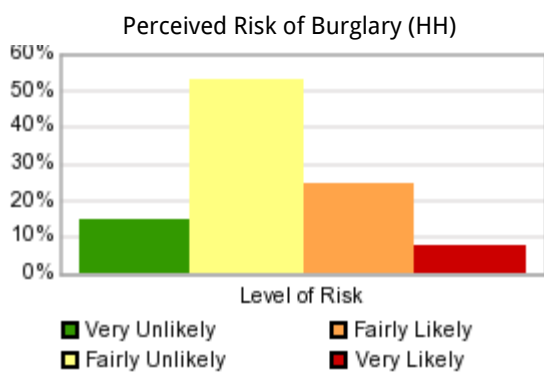
Crime

This page of the report gives you information about the risk of crime within the catchment area around your target postcode and about the level of fear of crime within the area. This may give an indication of whether improved security features within a development are necessary, either as a method of crime prevention or as reassurance to residents.

These results are modelled from actual crime statistics using Mosaic to create the risk of crime for each household.

Source: Crime Survey for England and Wales 2016-2017

Percieved Risk of Crime

The information below relates to perceived risk of crime within the catchment area by residents within the area for Burglary and Car Crime.

Perceived Risk of Burglary (HH)

- Very Unlikely
- Fairly Unlikely
- Fairly Likely
- Very Likely

Perceived Risk of Car Crime (Pop)

- Not at all worried
- Not very worried
- Very/Fairly worried

These results are based on modelled data using Mosaic to create a response for each household.

Source: Crime Survey for England and Wales 2016-2017

Recorded Crime in the Local Authority

This shows recorded crime for the LA in which the target postcode lies, compared to totals for England and Wales.

Recorded Offences	LA	LA Crime per Pop %	England & Wales	E & W Crime per Pop %	Index	0	100	200
Violence against the person	950	1.23	1,057,217	1.78	69			
Sexual	94	0.12	143,278	0.24	50			
Robbery	39	0.05	73,611	0.12	41			
Burglary Dwelling	469	0.61	288,416	0.49	125			
Vehicle Offences	782	1.01	450,878	0.76	133			
Total Crime	3,871	5.02	3,684,559	6.21	81			
Population	59,285,213		59,285,213					

5.02 % of the LA has been affected by crime compared to 6.21 % in England and Wales.

Crime per Population = 100 * Recorded offence / Population. This shows the percentage of recorded offences against the total population for the area.

Source: © Crown Copyright 2016

Source: Crime Survey for England and Wales 2016-2017

This page of the report gives you information about the qualifications and household income in the catchment area.

Qualifications

Qualifications	Catchment (16+)	Catchment %	Base (16+)	Base %	Index	0	100	200
No Qualifications	934	20.34	11,474	17.99	113			
Level 1 qualifications	574	12.50	8,512	13.35	94			
Level 2 qualifications	680	14.81	9,960	15.62	95			
Apprenticeship (not counted as separate variable in Scotland)	151	3.29	2,049	3.21	103			
Level 3 qualifications	508	11.08	8,043	12.61	88			
Level 4 qualifications and above	1,553	33.85	21,348	33.48	101			
Other qualifications	189	4.13	2,384	3.74	110			
Total	4,589	100.00	63,770	100.00	100			

Household Income

Household Income Band	Catchment (HH)	Catchment %	Base (HH)	Base %	Index	0	100	200
£14,999 or Less	94	4.40	1,499	5.01	88			
£15,000 to £19,999	94	4.39	1,317	4.40	100			
£20,000 to £29,999	241	11.30	2,809	9.38	120			
£30,000 to £39,999	270	12.68	3,455	11.54	110			
£40,000 to £49,999	247	11.60	3,430	11.46	101			
£50,000 to £59,999	218	10.20	3,091	10.32	99			
£60,000 to £69,999	176	8.27	2,696	9.01	92			
£70,000 to £99,999	401	18.82	6,009	20.07	94			
£100,000 to £149,999	248	11.64	3,256	10.88	107			
£150,000 or Over	143	6.71	2,377	7.94	84			
Total	2,133	100.00	29,939	100.00	100			

Source: MORI & Experian Ltd (2017)

The average household income within the catchment area: £ 66,326
The average household income within the base area: £ 68,770
This means that the average household income within the catchment area is 4 % below the base area average.

Unemployment

Total Unemployment	Catchment (15+)	Catchment %	Base (15+)	Base %	Index	0	100	200
Unemployed	56	1.23	1,019	1.60	77			
Adults 15+	4,556		63,797					

Home Ownership

Home Ownership	Catchment (HH)	Catchment %	Base (HH)	Base %	Index	0	100	200
Owns Outright	1,056	45.08	12,283	37.86	119			
Owns With a Mortgage or Loan	696	29.71	11,548	35.59	83			
Shared Ownership	7	0.29	230	0.71	41			
Rented from Council (LA/Sc Homes)	247	10.55	2,770	8.54	124			
Other Social Rented	28	1.21	1,044	3.22	38			
Private Rented	267	11.41	4,180	12.88	89			
Living Rent Free	41	1.75	392	1.21	145			
Total	2,342	100.00	32,447	100.00	100			

Source: Experian Current Year Estimates based on ONS Census Data (2017).

Car Ownership within the Household

Car Ownership	Catchment (HH)	Catchment %	Base (HH)	Base %	Index	0	100	200
No Car or Van	313	13.38	4,928	15.19	88			
1 Car or Van	1,049	44.81	14,112	43.49	103			
2 Cars or Vans	753	32.16	9,922	30.58	105			
3 Cars or Vans	171	7.31	2,487	7.66	95			
4 or More Cars or Vans	55	2.35	998	3.08	76			
Total	2,342	100.00	32,447	100.00	100			

On average, there are 1.42 vehicles in each household in the catchment area.

Source: Experian Current Year Estimates based on ONS Census Data (2017).

Amenities in the Catchment Area

Amenity	Catchment
Banks	1
Building Societies	0
Chemists	1
Convenience Stores	0
Community Centres	0
Council Offices	0
Government Buildings	0
Guildhall	0
Advice Centre	0
Information Centre	0
Tourist Information	0
Chiropodist	1
Dental Surgery	0
Doctors Surgery	0
Health Centre	0
Nursing Home	0
Osteopath	0
Rest Home	0
Veterinary Surgery	0
Post Office	0
Sports and Leisure Facilities	0

Source: Shop*Point 02/2017

Retail Location Insight

For over 30 years, Goad has been the UK's leading supplier of town centre retail information, specialising in the sourcing of information about retail outlets and the shopping centres where they are located. Goad became part of Experian in 1996.

Most of this information is obtained by annual visits by a team of a surveyors who record the location and boundaries of retail and other occupiers in the shopping area. This data is stored digitally in a retail database and visually on maps.

A comprehensive range of products is available to help provide a complete picture of many shopping areas.

Introduction

This report provides the first step to measuring the sustainability of communities, enabling you to assess whether a development you are considering, or an estate you are managing is a place where people want to live and work, now and in the future.

The degree to which the index score is above or below 100 is used to indicate the level of statistical significance, as outlined below:

Index Score	Level of Significance
0-67	Very significant
68-84	Significant
84-119	Normal
120-149	Significant
150+	Very significant

Crime Survey for England and Wales

The Crime Survey for England and Wales (CSEW) is a well-established study and one of the largest social research surveys conducted in England and Wales. The CSEW is primarily a 'victimisation' survey, in which respondents are asked about the experiences of property crimes of the household (e.g. burglary) and personal crimes (e.g. theft from the person) which they themselves have experienced. Since the move to continuous interviewing in 2001 the reference period for all interviews has related to the last 12 months before the date of interview. Although there have been changes to the design of the survey over time, the wording of the questions that are asked to elicit victimisation experiences, have been held constant throughout the life of the survey.

Respondents are asked directly about their experience of crime, irrespective of whether or not they reported these incidents to the police. As such the CSEW provides a record of peoples' experiences of crime which is unaffected by variations in reporting behaviour of victims or variations in police practices of recording crime. The scope of the CSEW goes well beyond the counting of criminal incidents, although it is for this estimate that it has become established as a definitive source of information. In order to classify incidents, the CSEW collects extensive information about the victims of crime, the circumstances in which incidents occur and the behaviour of offenders in committing crimes. In this way, the survey provides information to inform crime reduction measures and to gauge their effectiveness.

Information is collected from approximately 46,000 respondents. The CSEW questionnaire for the adult survey has a complex structure, consisting of a set of core modules asked of the whole sample, a set of modules only asked only of different sub-samples, and self-completion modules asked of all 16-59 year olds.

Up to 2001, eight waves of the CSEW were carried out in England and Wales; 1982, 1984, 1988, 1992, 1994, 1996, 1998 and 2000. From 2001, the series became annual instead of biennial. For consistency of evaluation, Experian reports may use questions from different versions of CSEW. Using the mosaic profile, the counts are scaled to the current year estimates.

Census Data 2011

The Census is a government survey which is conducted every 10 years and covers the whole country. The information is collected on a single day. The government use the information to plan what local infrastructure is required in the future such as schools and hospitals.

Each decade the release of Census data for the UK provides analysts with a wealth of information that allows a rich and detailed picture to be created for each local area within the country. The most recent Census for the UK in 2011 covered a broad range of topics including population, households, employment, qualification, ethnicity and health.

A deep understanding of the demographics and socio-demographics of areas as diverse as neighbourhoods, store catchment areas, and sales or distribution territories can be gained by profiling and analysing suitable Census variable and can provide insight to help underpin decision making across a wide variety of sectors.

Census 2011 Current Year Estimates

Recognising the Complexity of the Census and of modelling Census data, a range of methods and of other input data has been used to predict the amount of change since Census Day and to therefore create Census Current Year Estimates for these tables. For many of the Census tables modelled, more than one underlying method has been used, with final results being created via the weighted combination of the separate method results. This multi-model approach recognises the strengths and weaknesses of each underlying approach used. As such, it draws strength from the underlying separate methods in order to maximize accuracy.
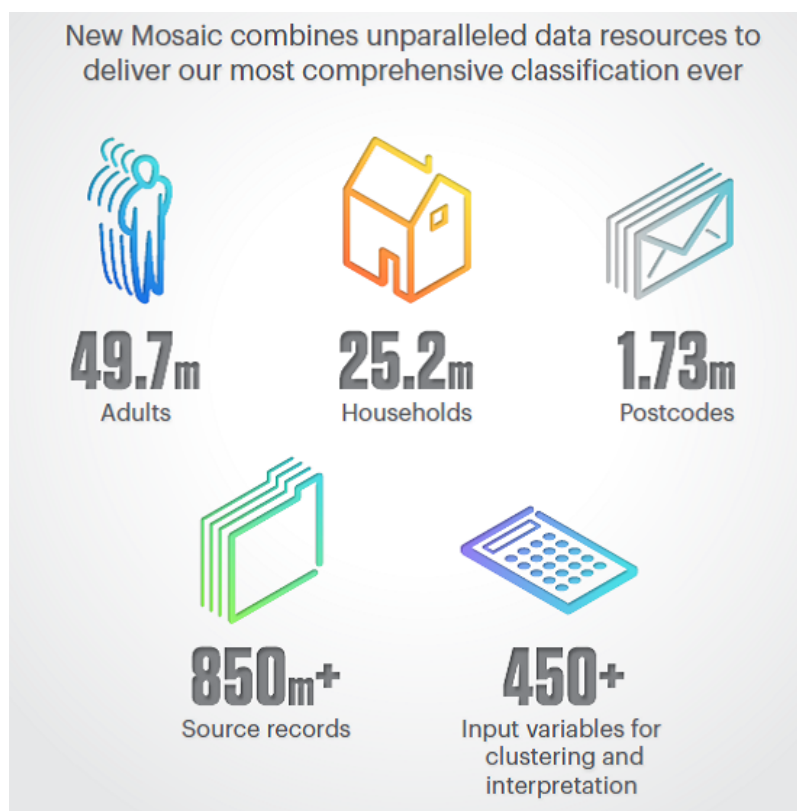
Key non-Census input data used includes Government mid-year estimates of population by age by gender, other Government Open data sources including results of key surveys and reports such as the OND' Families and Households' report, HM Land Registry information, Experian Economics estimates and projections, variables from Experian's ConsumerView database and variables that underpin Experian's Mosaic UK classification. The Experian' 2011 Census-based Current Year Estimates' database has been designed to be one of a family of Experian '2011 Census and 2011 Census-based' databases. This family of databases provides views at different point in time of a range of UK-wide Local Area Data estimates of key demographics and socio-demographics.

Mosaic UK 6

72 per cent of the information used to build Mosaic UK 6 is sourced from a combination of data that includes Experian's UK ConsumerView Database, which provides consumer demographic information for the UK's 50 million adults and 25 million households. This database is built from an unrivalled variety of privacy-compliant public and Experian proprietary data and statistical models. These include the edited Electoral Roll, Council Tax property valuations, house sale prices, self-reported lifestyle surveys, term time students from HESA, social housing information from NROSH, broadband speed information from OFCOM, and other compiled consumer data.

The remaining 28 per cent of the data are sourced from the 2011 Census which provides highly accurate neighbourhood level information.

All of the information used to build Mosaic is continuously updated. This enables Experian to verify and update the classification annually, and the segmentation has been built in such a way that new data can be can be added to provide further insight into the types.

New Mosaic combines unparalleled data resources to deliver our most comprehensive classification ever

49.7m Adults
25.2m Households
1.73m Postcodes
850m+ Source records
450+ Input variables for clustering and interpretation

The Mosaic UK 6 Family Tree

The Mosaic UK 6 family tree illustrates the major demographic and lifestyle polarities between the groups and types, and shows how the Mosaic types relate to each other.
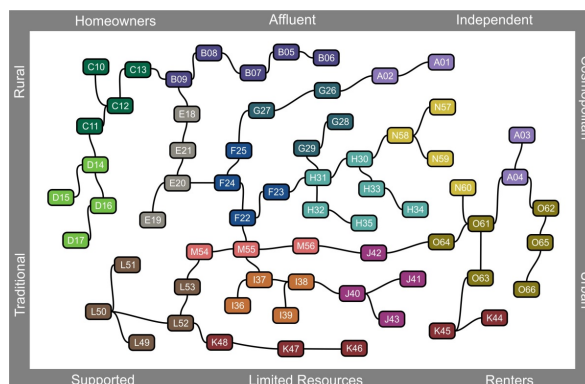
Household Income

Household Income identifies the likely household income at an address. An average Household Income is also available for each postcode.

Base data

The base data was taken from three sources:

- A stratified random sample of 300,000 responses to Experian's surveys was selected. The sample was split into a development sample and a test sample.
- A dataset built from 96,000 responses to MORI's Financial Tracking Survey.
- Predictive Data

The data used to predict Household Income was:

- Experian Person and Household level demographics
- Mosaic UK 6
- Mosaic UK 6 Factors
- Relevant census information
- Modelling techniques
- Logistic regression was applied to the consumer survey data to predict an individual's employment status

Employment status has the following values:

- Retired
- Student
- Housewife
- Unemployed
- Part time
- Full time / other

A logistic regression model was developed for each employment status, which was then applied to Output Area level targets from the census. A linear regression model was then built for each employment status. This predicts the annual income value for the various types of employment. Income is then accumulated to household level according to Household Composition, for example:

- For singles, this is the same as Personal Income
- For families, income is accumulated
- For homesharers and multi-occupancy dwellings, Household Income takes the value of the highest Personal Income in the household
- Household Income is calibrated to individual Government Office Region targets from the Expenditure and Food survey

The modelled results were overwritten with recent actual Experian consumer survey response data where available.

Length of Residency

There are two Length of Residency variables, one at person level and one at the household level.

At the person level, Length of Residency identifies the length of time that an individual has been at the same address. At the household level, Length of Residency identifies the length of time that the longest residing head of household has been at the same address.