

Annex 2

Longer-term trends in Thanet related to priorities within TDC Corporate Plan 2012-2016 (2014 version)

The following pages show trends in contextual measures related to corporate plan priorities. All data in this report is annualised, and further updates will be given annually. The priorities of the corporate plan are premised on the assumption that the Council is able to influence or change community outcomes; so success can be assessed against measureable changes in chosen community oriented priority outcomes. Priority 10 of the present Corporate Plan is 'We will influence the work of other agencies to ensure the best outcomes for Thanet'.

For outcomes to be assessed fairly data trends need to be monitored for the longest period for which it is consistently available, to have a reasoned understanding of change over time. Where our data sources are consistent the aim is to show five to ten year trend rather than recent short-term trends. Where the data set is still being built the recent data is shown and the comment is inconclusive. A fuller explanation of the measures with sources and caveats is available from steve.tebbett@thanet.gov.uk

In order to make comparisons between territories it is necessary to find a common denominator and compare proportions. For example, to show the percentage of people with jobs enables a more useful comparison than giving numbers of people in different sizes of territory. Nevertheless number is added to give an understanding of the reliability of the proportions.

Priority 1: We will support the growth of our economy and the number of people in work

Whilst the proportion of Thanet residents of working age has increased over the last decade, the number and proportion of those in paid work has fallen. Labour supply data suggests there is greater variance in the proportion of the working age population that is 'economically active' in Thanet than it is in other territories.

It is generally accepted that the private sector is the main driver for prosperity. However, there are fewer businesses for the size of population in Thanet than elsewhere; the proportion of people who are self-employed is falling, and the proportion of people working as managers, directors or professionals (SOC 2010 groups 1-3) shows decline over the last ten years. The median full-time earning levels are lower in Thanet than in the other areas, and this may partly explain the relatively low gross value added (GVA) estimate of the average value of labour in Thanet.

However, since 2009 there has been an increase in the proportion of businesses surviving their first year. This is based on number rather than size of business.

The 2011 Census suggests that Thanet's private sector employer with most staff is 'wholesale and retail etc.', but the other large employers are 'human health and social work' and 'education' where public sector employment is more significant. The only other industries where Thanet employs more people than the other territories are 'arts, entertainment & recreation etc.' and accommodation and food services.

Priority 1 measure 01: Proportion of working age population that have paid work

Success: An increase in the proportion of working age people in paid work

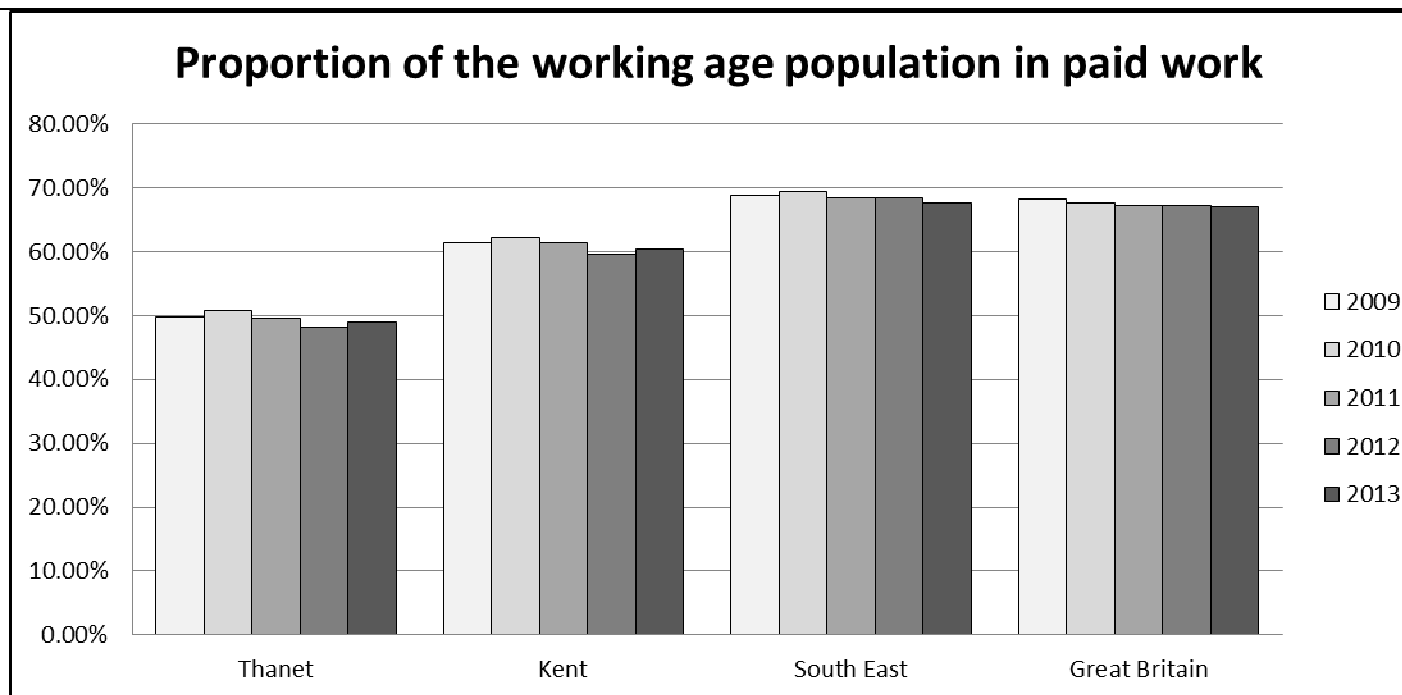


Table 1.1: Proportion of the working age population (16-64) in paid work

Year	Thanet	Kent	South East	Great Britain
2009	49.76%	61.43%	68.72%	68.20%
2010	50.70%	62.14%	69.45%	67.69%
2011	49.67%	61.46%	68.44%	67.29%
2012	48.19%	59.66%	68.32%	67.18%
2013	49.00%	60.45%	67.63%	67.03%
Change in five years	-0.76%	-0.98%	-1.09%	-1.17%
2012 numbers employed	153,702	1,747,893	3,767,000	76,521,640

Trend: nomis 'Employee jobs' count shows that a smaller proportion of the working age population in all areas had jobs at the end of the period than the start. The decrease in employment opportunity is proportionately greater in Kent and Thanet than in the other territories.

Priority 1 Measure 02: Size of the working age population

Purpose: To show trends in the number of people of working age (also showing percentage of the total population that are of working age)

Change in proportion of total population that are of working age

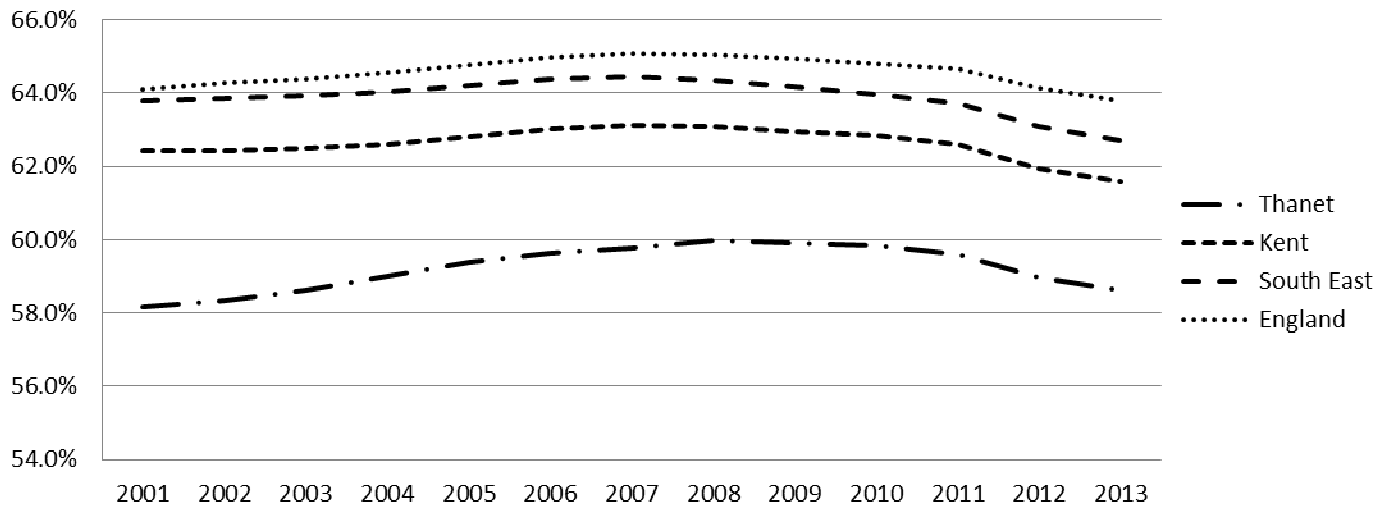


Table 1.2: Number in the working age population (16-64) & percentage of total population that is of working age

Year	Thanet	Kent	South East	England
2001	73,700 (58.1%)	831,000 (62.4%)	5,118,500 (63.8%)	31,705,800 (64.1%)
2002	74,500 (58.4%)	835,800 (62.4%)	5,138,000 (63.9%)	31,930,100 (64.3%)
2003	75,100 (58.6%)	842,900 (62.5%)	5,171,500 (63.9%)	32,147,500 (64.4%)
2004	76,000 (59.0%)	852,200 (62.6%)	5,207,500 (64.0%)	32,399,600 (64.5%)
2005	76,800 (59.4%)	863,700 (62.8%)	5,266,300 (64.2%)	32,769,800 (64.8%)
2006	77,300 (59.6%)	875,700 (63.0%)	5,325,100 (64.4%)	33,107,800 (65.0%)
2007	78,100 (59.8%)	888,600 (63.1%)	5,382,000 (64.4%)	33,440,400 (65.1%)
2008	79,000 (60.0%)	898,000 (63.1%)	5,423,400 (64.4%)	33,713,000 (65.1%)
2009	79,300 (59.9%)	903,300 (62.9%)	5,447,700 (64.2%)	33,892,200 (64.9%)
2010	79,900 (59.8%)	912,400 (62.8%)	5,487,700 (64.0%)	34,118,000 (64.8%)
2011	80,100 (59.6%)	917,800 (62.6%)	5,513,600 (63.7%)	34,347,400 (64.7%)
2012	80,000 (59.0%)	916,900 (61.9%)	5,504,600 (63.1%)	34,307,000 (64.1%)
2013	80,200 (58.6%)	919,500 (61.6%)	5,511,400 (62.7%)	34,351,400 (63.8%)

Trend: nomis 'Population aged 16-64' which is based on annual sub-national population estimates shows the working age populations as rising in all territories, but proportionately more in Thanet.

Priority 1 Measure 03: Proportion of self-employed people as percentage of all people in work

Success: An increase in the proportion of private sector initiative

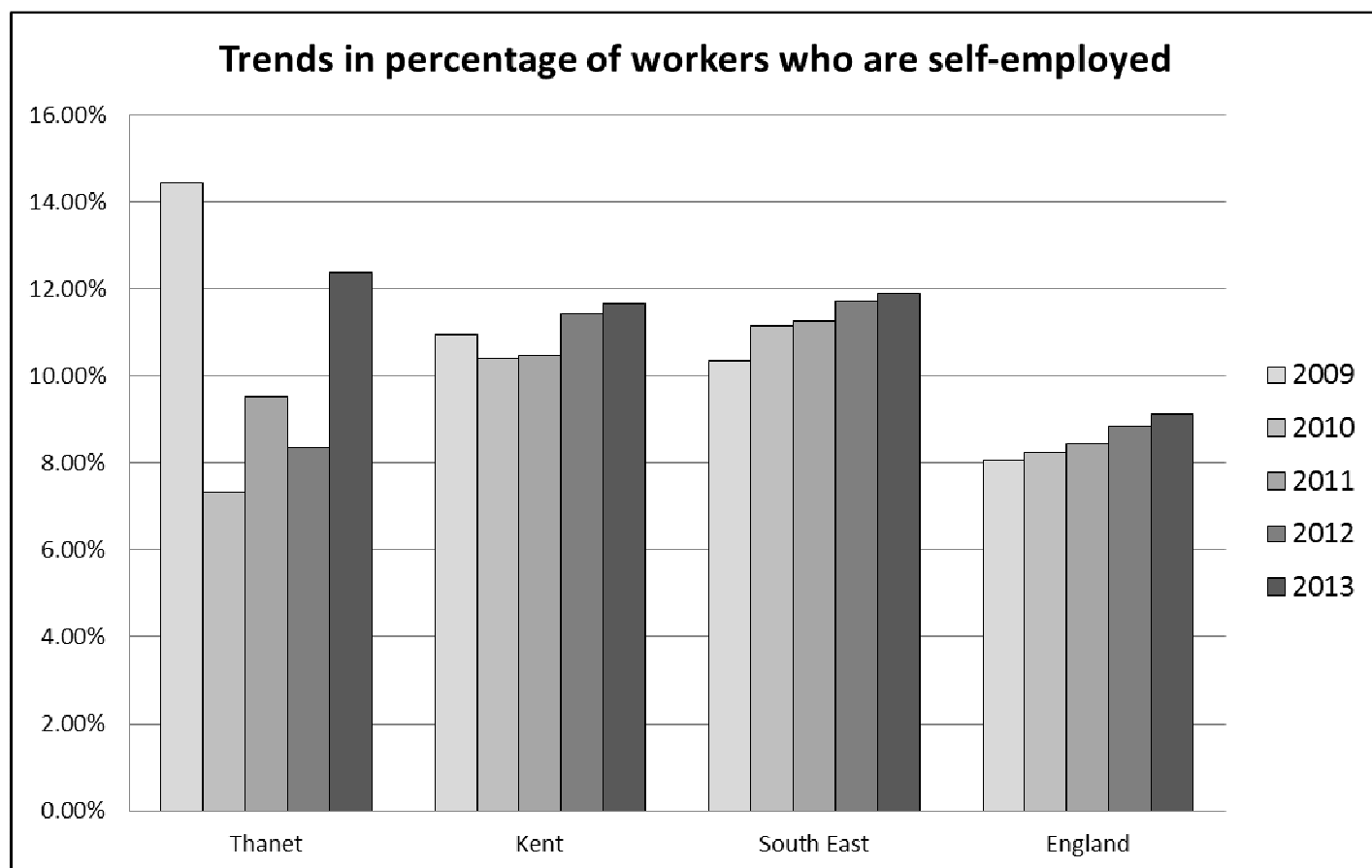
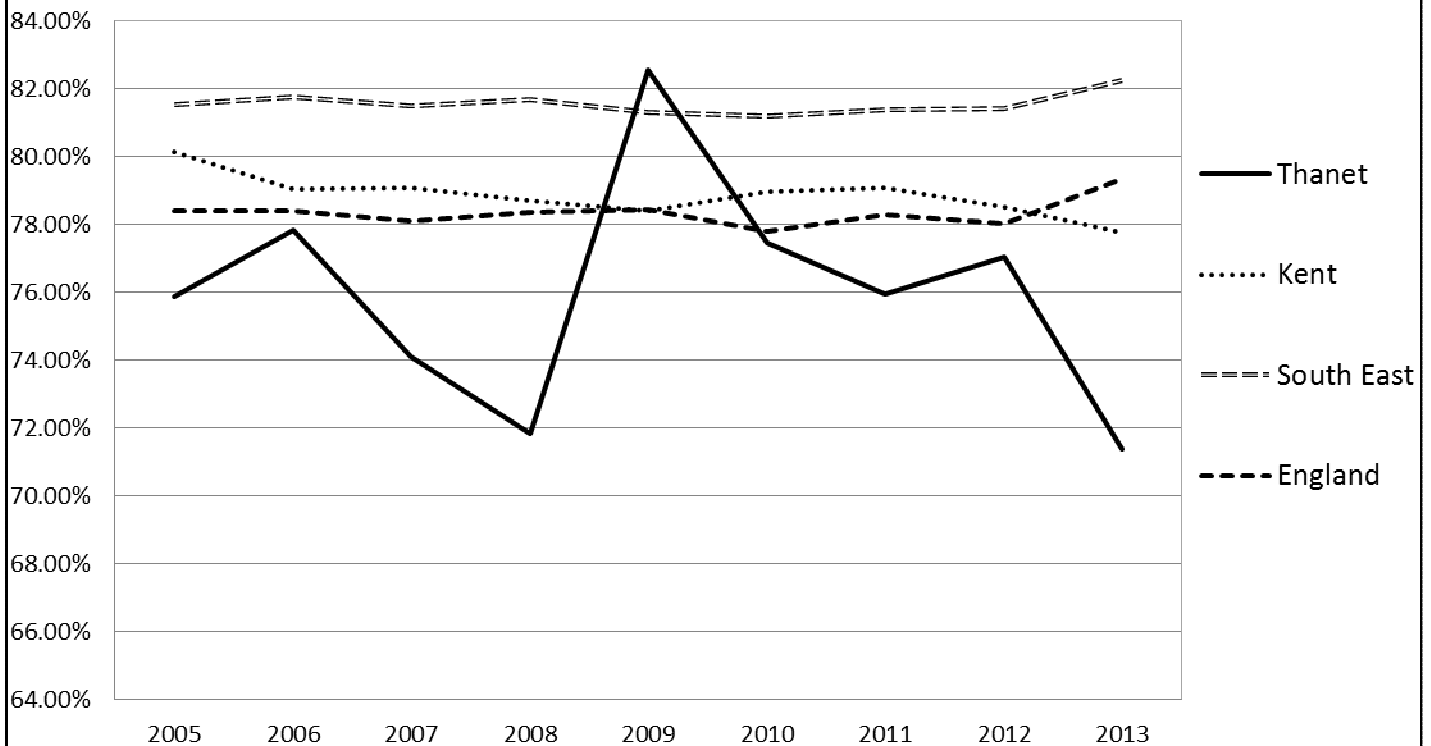


Table 1.3: Proportion of residents in employment who are self-employed

Year	Thanet	Kent	South East	England
2009	14.43%	10.95%	10.34%	8.05%
2010	7.32%	10.41%	11.14%	8.25%
2011	9.51%	10.48%	11.26%	8.44%
2012	8.36%	11.44%	11.73%	8.83%
2013	12.37%	11.66%	11.90%	9.12%
change in five years	-2.06%	0.71%	1.56%	1.06%
2013 numbers	9,900	106,900	655,000	3,620,000

Trend: nomis 'Employee and unemployment' counts based on the government's annual population survey (APS) shows greater volatility in the proportion of self-employed workers in Thanet. Elsewhere there is a steady increase. In Thanet there is a reduction over the period, but increase since 2010.

Priority 1 Measure 04: Proportion of the working age population that are economically active**Success:** An increase in the proportion of the working age population either in paid work or providing evidence of trying to find paid work**Proportion of working age people that are economically active****Table 1.4: Proportion of the working age population that are economically active**

Year	Thanet	KCC	South East	England
2005	75.88%	80.13%	81.54%	78.41%
2006	77.84%	79.03%	81.77%	78.38%
2007	74.10%	79.09%	81.50%	78.08%
2008	71.84%	78.69%	81.68%	78.37%
2009	82.55%	78.40%	81.31%	78.42%
2010	77.44%	78.97%	81.21%	77.81%
2011	75.94%	79.08%	81.36%	78.30%
2012	77.02%	78.52%	81.42%	78.03%
2013	71.36%	77.76%	82.24%	79.36%

Trend: nomis 'Labour Supply' data based on APS shows greater volatility in the proportion of people that

are economically active in Thanet. The latest figure (2013) for Thanet is the lowest in 9 years.

Priority 1 Measure 05: Estimate of the Gross Value Added (GVA) for the workforce (£)

Success: An increase in the financial productivity of people who are working

Trends in estimate for average gross value added (GVA) for workers

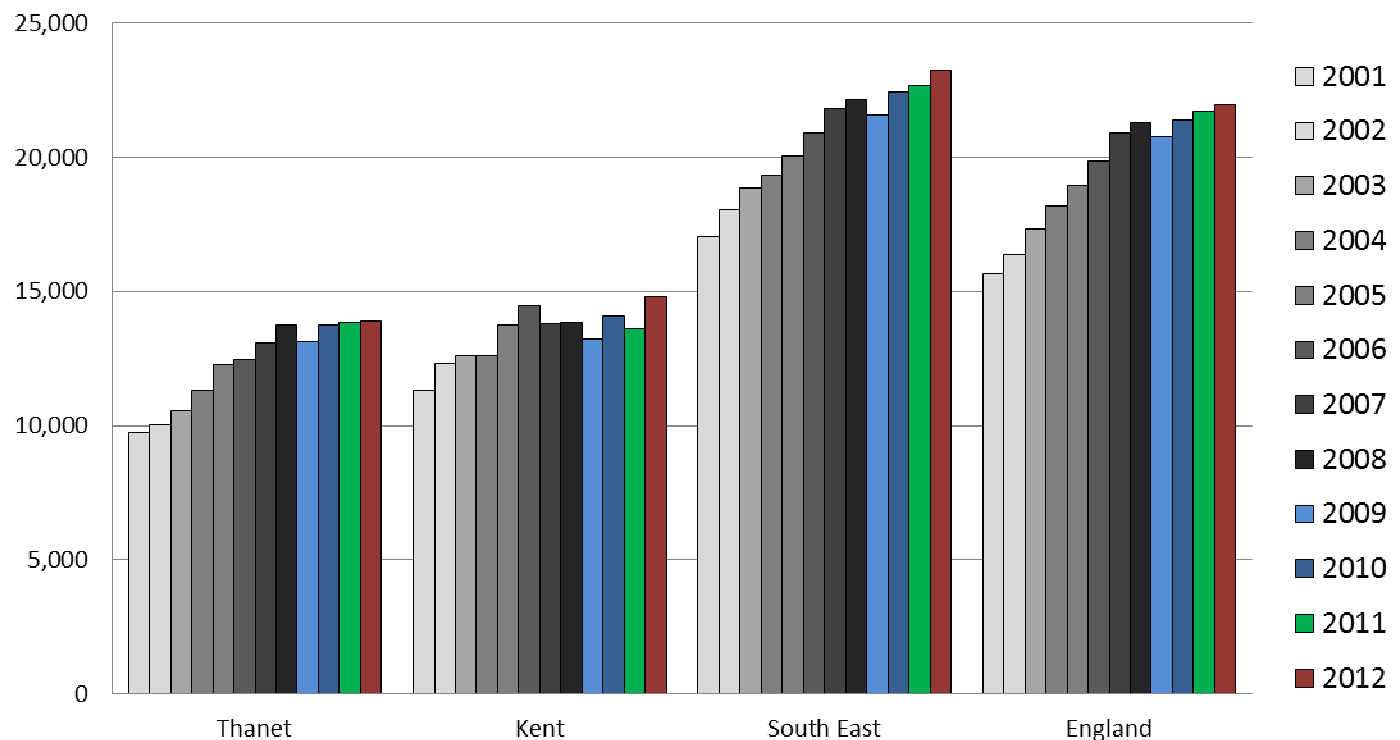


Table 1.5: Estimated average value added to the economy by a person in work

Year	Thanet	Kent	South East	England
2001	9,760	11,322	17,035	15,654
2002	10,009	12,297	18,063	16,391
2003	10,557	12,592	18,858	17,343
2004	11,309	12,596	19,312	18,185
2005	12,263	13,745	20,040	18,968
2006	12,452	14,473	20,928	19,841
2007	13,065	13,780	21,792	20,903
2008	13,751	13,823	22,136	21,295
2008	13,751	13,823	22,136	21,295
2009	13,120	13,228	21,591	20,755
2010	13,756	14,092	22,456	21,387
2011	13,853	13,598	22,664	21,700
2012	13,911	14,802	23,221	21,937
Change over 12 years	4,151	3,480	6,186	6,283

Trend: KCC's estimate of GVA, derived from EU economic areas, suggests that all areas continue to increase GVA. However, the GVA level in Thanet is lower than in the other territories in this modelling.

Priority 1 Measure 06: Estimate of the proportion of people in managerial, professional or directorial work

Success: An increase in the proportion of people who are more likely to have higher earning work

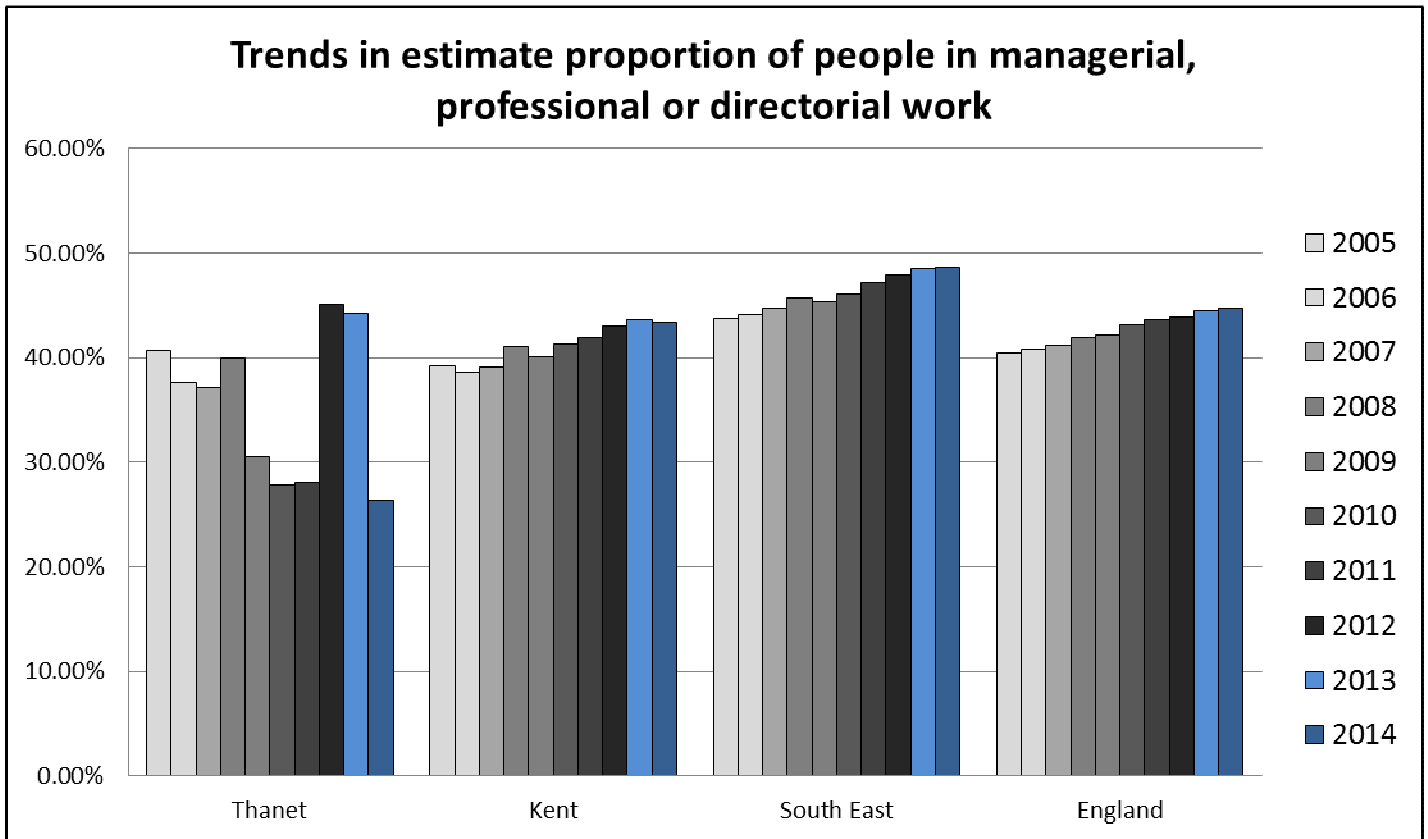


Table 1.6: Proportion of people in managerial, professional or directorial work

SOC 2010 Groups 1-3: managers, directors, professions etc	Thanet	Kent	South East	England
2005	40.74%	39.21%	43.76%	40.42%
2006	37.59%	38.66%	44.12%	40.80%
2007	37.12%	39.05%	44.68%	41.18%
2008	39.92%	41.01%	45.73%	41.88%
2009	30.52%	40.06%	45.34%	42.11%
2010	27.86%	41.33%	46.11%	43.11%
2011	28.07%	41.95%	47.22%	43.66%
2012	45.13%	43.00%	47.93%	43.86%
2013	44.29%	43.69%	48.48%	44.44%
2014	26.40%	43.44%	48.64%	44.77%
10 year average	19,010	271,810	1,918,860	10,374,520
2014 number	14,100	294,900	2,075,300	11,157,200

Trend: Nomis 'Employment by occupation' data based on APS sampling of types of work shows greater volatility in the proportion of people that are more likely to have higher earnings in Thanet than the other territories, which show a steady trend towards increasingly remunerative work.

Priority 1 Measure 07: Proportion of the working age population that are jobseekers claiming JSA

Success: A decrease in the proportion of people who are reliant on benefits

Proportion of working age people that claim jobseekers allowance (JSA)

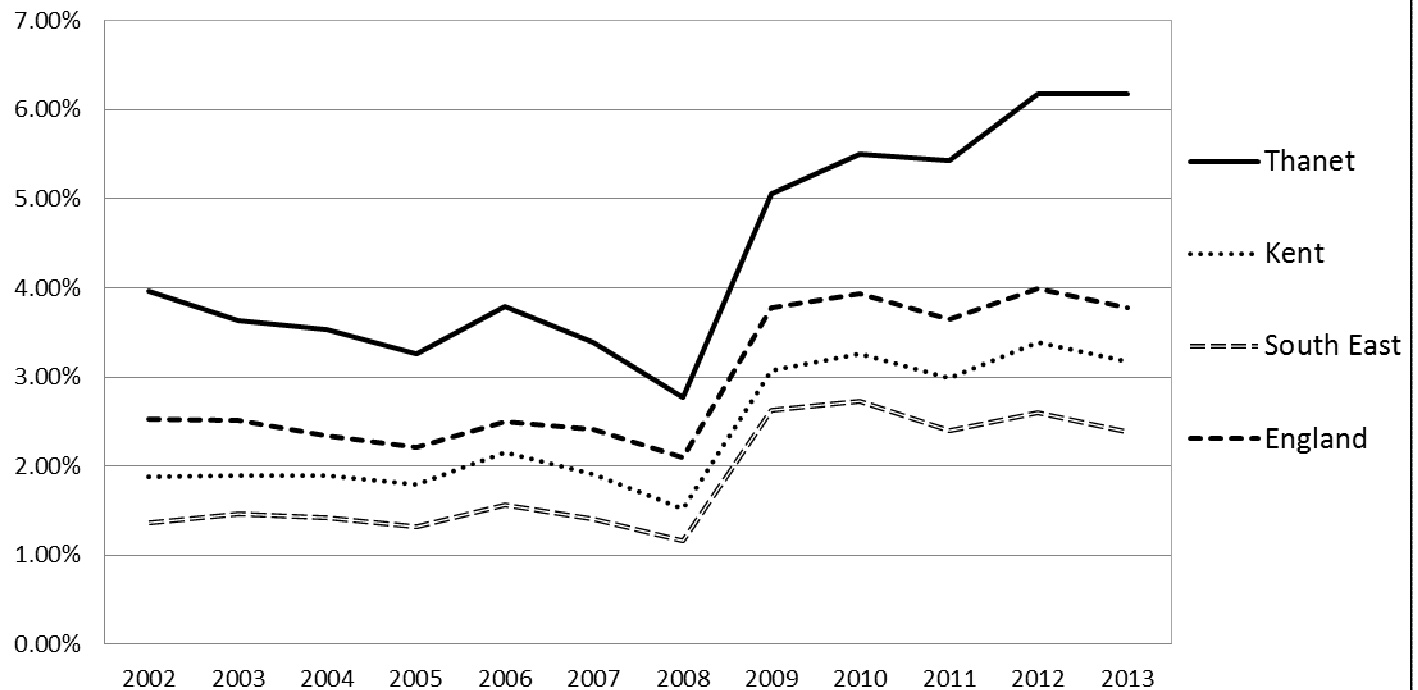


Table 1.7: Proportion of working age population that claim jobseekers allowance (JSA):

Year	Thanet	Kent	South East	England
2002	3.97%	1.88%	1.36%	2.17%
2003	3.63%	1.90%	1.46%	2.16%
2004	3.53%	1.89%	1.42%	2.01%
2005	3.25%	1.80%	1.33%	1.91%
2006	3.80%	2.15%	1.56%	2.15%
2007	3.39%	1.90%	1.40%	2.08%
2008	2.77%	1.52%	1.16%	1.81%
2009	5.06%	3.07%	2.62%	3.26%
2010	5.50%	3.25%	2.72%	3.40%
2011	5.43%	2.98%	2.39%	3.15%
2012	6.17%	3.39%	2.60%	3.45%
2013	6.18%	3.17%	2.38%	3.26%
change over 12 yrs.	2.21%	1.29%	1.02%	1.09%
2014	4,155	21,953	90,600	962,539

Trend: nomis 'Total JSA claimants' based on DWP claimant counts shows greater volatility in claimant trends in Thanet, but a greater medium-term rise in claimant levels on this period.

Priority 1 Measure 08: Profile of changes in the type of businesses employing people

Success: An increase in more profitable types of employment

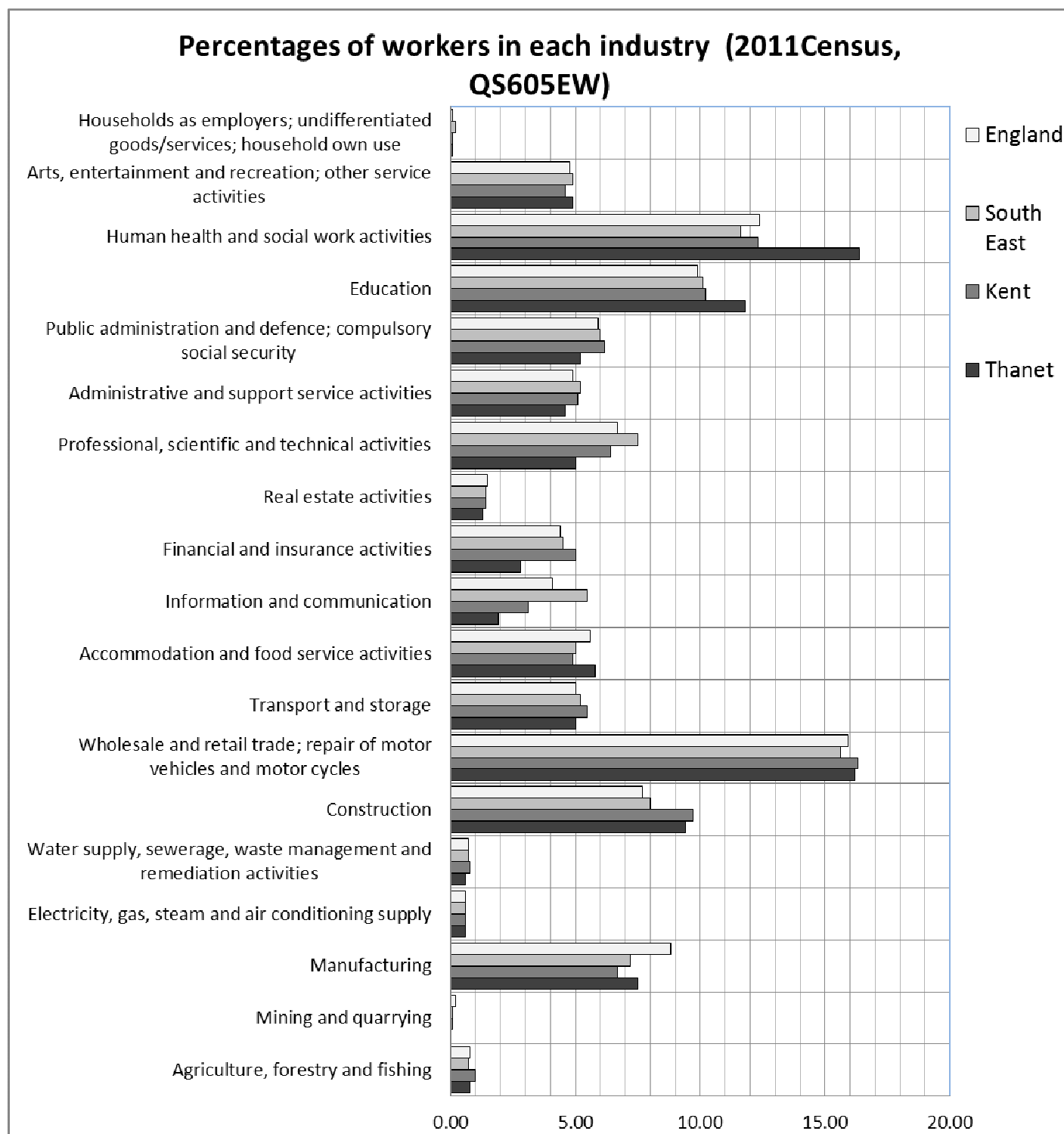


Table 1.8: Proportion of people in different types of work undertaken by residents (2011 Census, QS605EW: Industry)	Thanet (%)	Kent (%)	South East (%)	England (%)
Agriculture, forestry and fishing	0.80	1.00	0.70	0.80
Mining and quarrying	0.00	0.10	0.10	0.20
Manufacturing	7.50	6.70	7.20	8.80
Electricity, gas, steam and air conditioning supply	0.60	0.60	0.60	0.60
Water supply, sewerage, waste management and remediation activities	0.60	0.80	0.70	0.70
Construction	9.40	9.70	8.00	7.70
Wholesale and retail trade; repair of motor vehicles and motor cycles	16.20	16.30	15.60	15.90
Transport and storage	5.00	5.50	5.20	5.00
Accommodation and food service activities	5.80	4.90	5.00	5.60
Information and communication	1.90	3.10	5.50	4.10
Financial and insurance activities	2.80	5.00	4.50	4.40
Real estate activities	1.30	1.40	1.40	1.50
Professional, scientific and technical activities	5.00	6.40	7.50	6.70
Administrative and support service activities	4.60	5.10	5.20	4.90
Public administration and defence; compulsory social security	5.20	6.20	6.00	5.90
Education	11.80	10.20	10.10	9.90
Human health and social work activities	16.40	12.30	11.60	12.40
Arts, entertainment and recreation; other service activities	4.90	4.60	4.90	4.80
Households as employers; undifferentiated goods/services; household own use	0.10	0.10	0.20	0.10
All categories: Industry (number)	55,200	688,434	4,260,723	25,162,721

Trend: Neighbourhood statistics derived from 10 year Censuses shows some significant changes in definition so decennial changes are not shown. Human health & social work activity and wholesale & retail are Thanet's largest employers, followed by education.

Priority 1 Measure 09: Changes in the number of businesses as a proportion of usual population size

Success: An increase in the number of active enterprises per 1000 population

Change in number of active enterprises per 1000 population

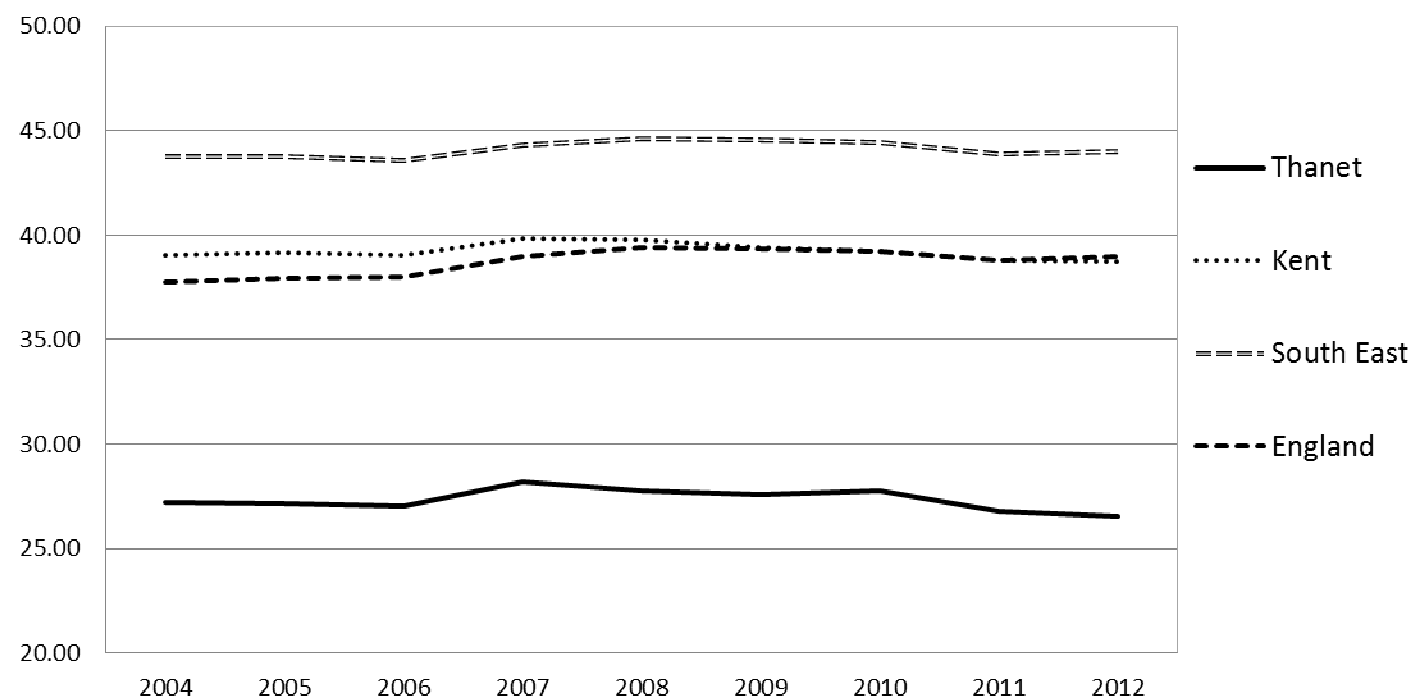


Table 1.9: Number of active enterprises per 1000 population

Year	Thanet	Kent	South East	England
2004	27.24	39.05	43.74	37.76
2005	27.14	39.14	43.76	37.94
2006	27.03	39.05	43.55	38.03
2007	28.16	39.85	44.33	39.00
2008	27.75	39.79	44.64	39.41
2009	27.55	39.42	44.57	39.37
2010	27.77	39.23	44.44	39.20
2011	26.81	38.78	43.88	38.77
2012	26.53	38.71	43.99	38.99

Trend: Office for National Statistics (ONS) 'Business Demography' series shows that Thanet has significantly fewer businesses in relation to population size. This data does not make it possible to comment on the size of those businesses.

Priority 1 Measure 10: Differences in the number of businesses that are ‘born’ and that ‘die’ annually

Success: An increase in the number of viable enterprises

Table 1.10: Number of active enterprises

Year	Thanet	Kent	South East	England
2004	3,490	52,675	353,770	1,885,265
2005	3,495	53,285	355,905	1,904,490
2006	3,495	53,705	357,215	1,924,485
2007	3,650	55,375	366,680	1,987,590
2008	3,625	56,020	372,810	2,024,990
2009	3,630	56,100	375,595	2,040,150
2010	3,675	56,305	377,315	2,046,310
2011	3,580	56,310	376,380	2,040,980
2012	3,565	56,775	380,620	2,070,400

Table 1.11: Difference between numbers of active enterprises that are ‘born’ and those that ‘died’

Year	Thanet	Kent	South East	England
2004	65	1,190	5,065	32,455
2005	30	670	6,210	39,200
2006	105	1,155	6,535	42,320
2007	65	1,105	7,230	47,400
2008	45	770	6,555	41,160
2009	-55	-895	-6,230	-38,115
2010	-55	-490	-1,385	-11,510
2011	0	585	4,905	30,185
2012	-25	295	1,965	16,175
Net change over 9 years	175	4,385	30,850	199,270

Trend: ONS ‘Business Demography’ series contains data on the numbers of businesses that start and that end in each year. Over the medium term there is a net increase in all territories, but recent trends in Thanet show reduction in short-term enterprise viability.

Priority 1 Measure 11: Number of businesses surviving their first year as a proportion of the total number of active enterprises

Success: An increase in the proportion of new businesses that thrive year on year

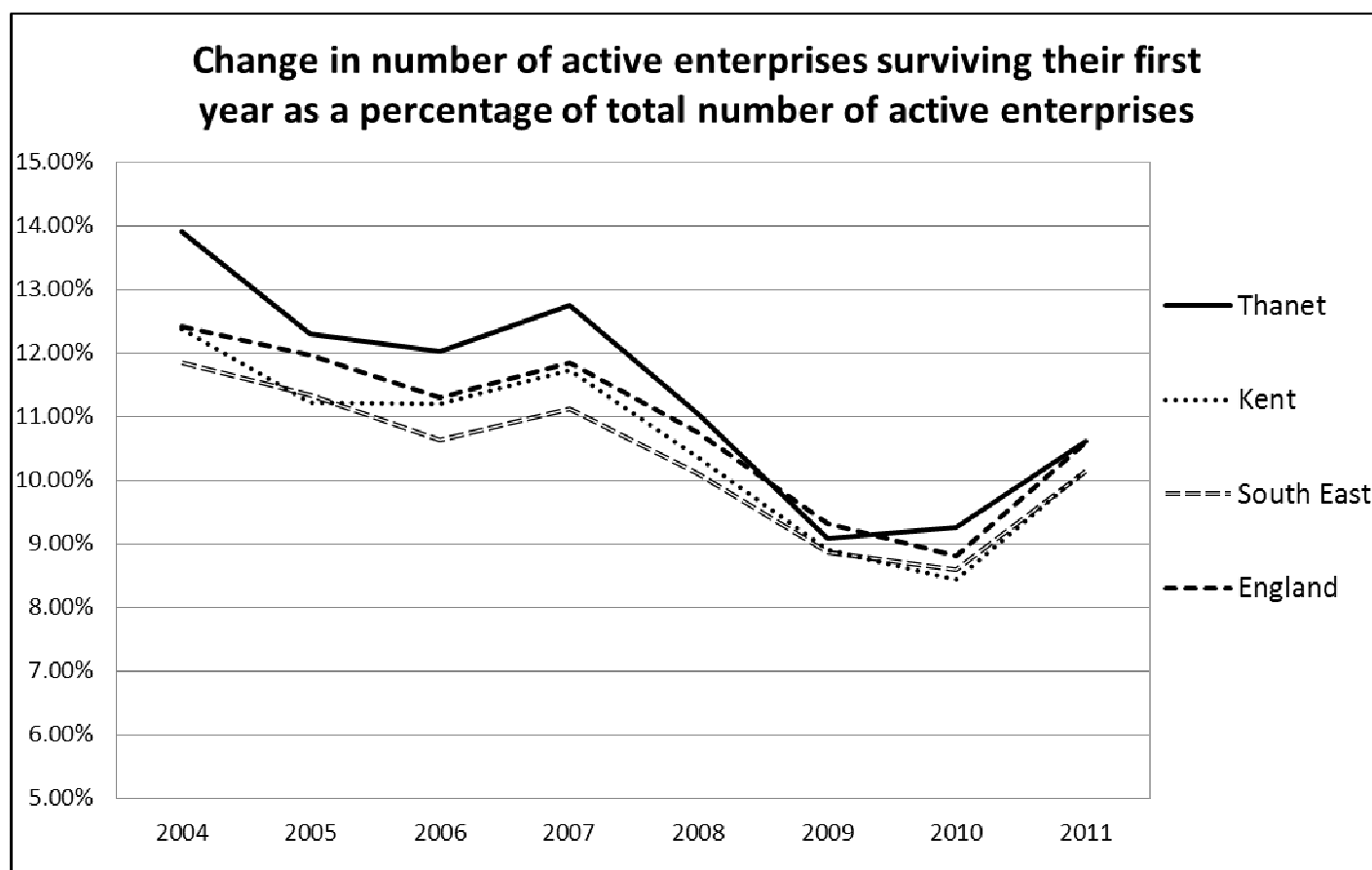


Table 1.12: Percentage of active enterprises surviving first year as a percentage of total number of active enterprises

Year	Thanet	Kent	South East	England
2004	13.90%	12.38%	11.85%	12.42%
2005	12.30%	11.22%	11.33%	11.96%
2006	12.02%	11.20%	10.64%	11.29%
2007	12.74%	11.73%	11.12%	11.85%
2008	11.03%	10.35%	10.10%	10.75%
2009	9.09%	8.91%	8.86%	9.31%
2010	9.25%	8.43%	8.60%	8.80%
2011	10.61%	10.16%	10.14%	10.60%
Average over 8 years	11.37%	10.55%	10.33%	10.87%

Trend: ONS 'Business Demography' series shows a downward trend in percentage of businesses surviving their first year as a percentage of all active businesses. However, the trend since 2009 has been better in Thanet, and from 2010 better elsewhere.

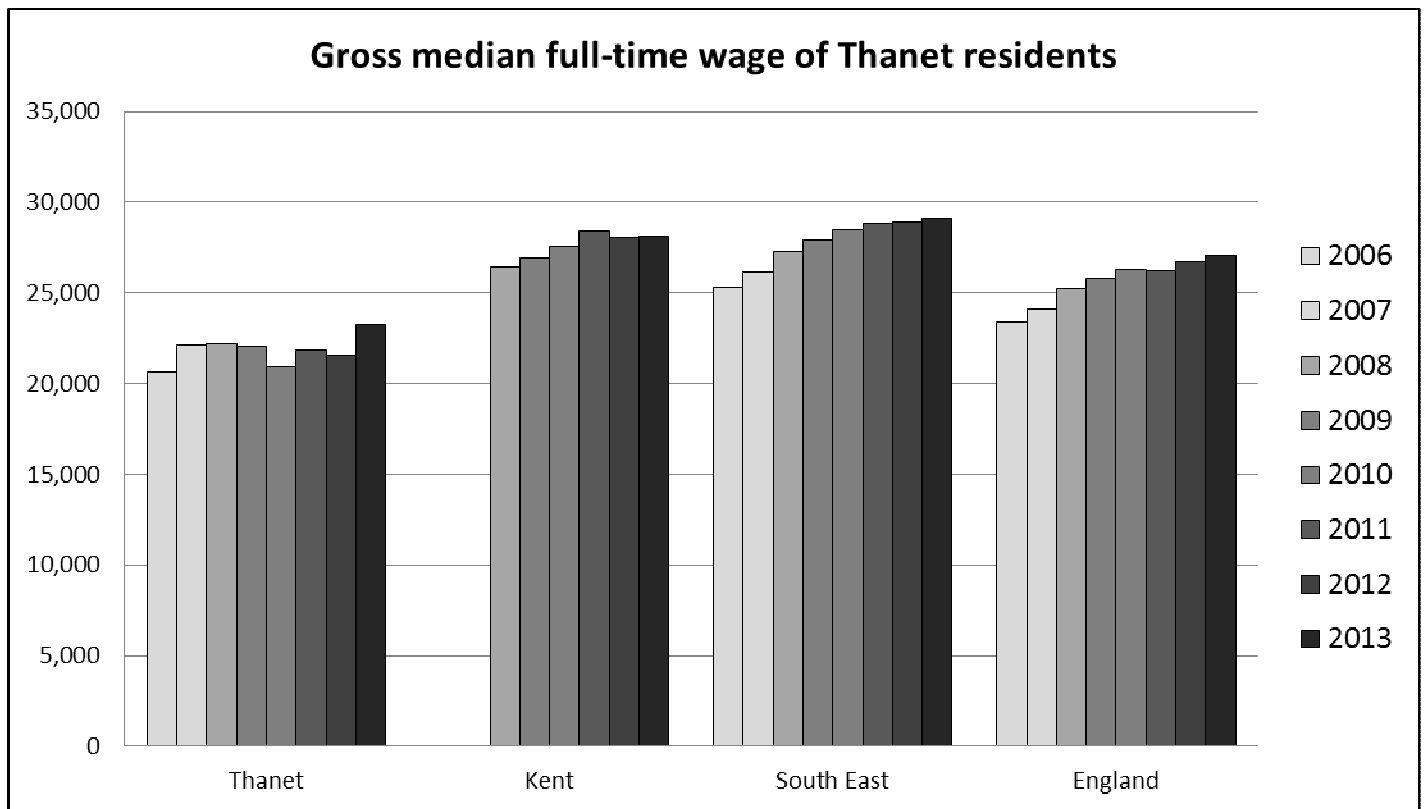
Priority 2: We will tackle disadvantage across the district

The most recent Indices of Multiple Deprivation (IMD 2010) show Thanet to be the most deprived district in the South-East. IMD snapshots over the last decade suggest that the gap between Thanet and the average deprivation of other Kent districts is widening.

The proportion of working age people who are dependent on jobseekers allowance (JSA) and key out-of-work benefits has increased in the last decade, and typical full-time wages are relatively low. There are a greater number of 16-18 year olds who are not in employment, education or training in Thanet than is average for Kent districts.

Both the percentage of usual population workless households with dependent children, and the percentage of lone parent workless households have decreased in the monitored territories over the last decade. However, the rate remains considerably higher in Thanet than in the other territories. Similarly the percentage of households in the usual population who say they have at least one person with long-term health problems or disabilities has got less.

Government figures for the number of households in temporary accommodation have shown reduction over the last decade. Some of this is due to changes in definition, but some is due to better management practices. So, there is some evidence of long-term improvement in housing and health, but not of economic disadvantage.

Priority 2 Measure 01: Gross median full-time wage of residents**Success: Full-time wage levels move closer to Kent median****Table 2.1: Gross median full-time wage of residents**

Year	Thanet	Kent	South East	England
2008	22,168	26,421	27,290	25,194
2009	22,017	26,936	27,903	25,787
2010	20,951	27,581	28,486	26,312
2011	21,819	28,434	28,839	26,244
2012	21,559	28,023	28,902	26,686
2013	23,218	28,116	29,104	27,076
Average median wage 2008-2013	21,955	27,585	28,421	26,217

Trend: nomis 'Earnings by residence' derived from ONS survey of hours and earnings (ASHE) shows greater volatility in earning levels than is shown in other territories. Thanet levels remain lower than the other territories, and the full-time wage gap between Thanet and Kent is increasing.

Priority 2 Measure 02: Proportion of the working age population that are jobseekers claiming JSA

Success: A decrease in the proportion of people who are reliant on benefits

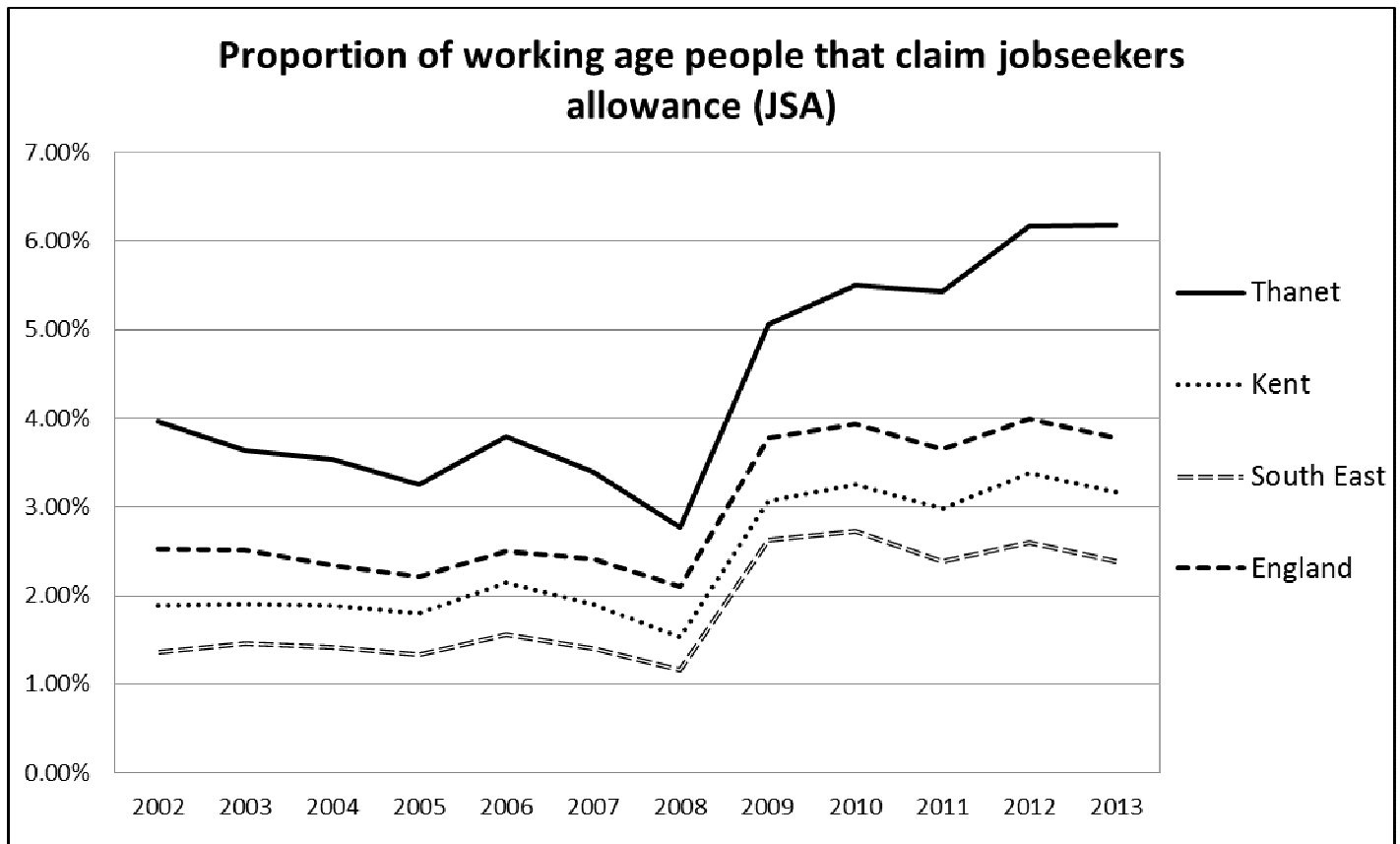


Table 2.2: Proportion of working age population that claim jobseekers allowance (JSA):

Year	Thanet	Kent	South East	England
2002	3.97%	1.88%	1.36%	2.17%
2003	3.63%	1.90%	1.46%	2.16%
2004	3.53%	1.89%	1.42%	2.01%
2005	3.25%	1.80%	1.33%	1.91%
2006	3.80%	2.15%	1.56%	2.15%
2007	3.39%	1.90%	1.40%	2.08%
2008	2.77%	1.52%	1.16%	1.81%
2009	5.06%	3.07%	2.62%	3.26%
2010	5.50%	3.25%	2.72%	3.40%
2011	5.43%	2.98%	2.39%	3.15%
2012	6.17%	3.39%	2.60%	3.45%
2013	6.18%	3.17%	2.38%	3.26%
change over 12 yrs.	2.21%	1.29%	1.02%	1.09%

Trend: nomis 'Total JSA claimants' based on DWP claimant counts shows greater volatility in claimant trends in Thanet, but a greater medium-term rise in claimant levels on this period.

Priority 2 Measure 03: Averaged indices of multiple deprivation (IMD) score

Success: Reduction in the deprivation gap between Kent and Thanet

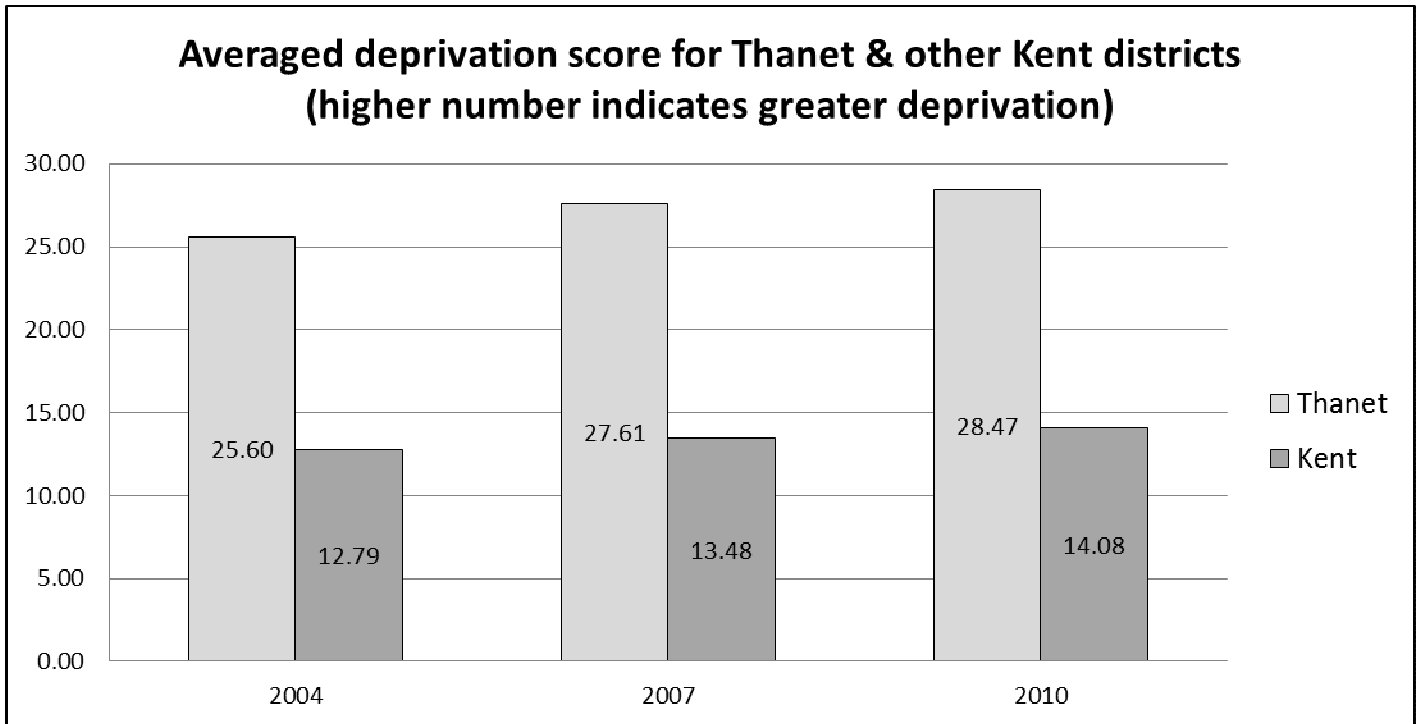


Table 2.3: Averaged district level deprivation score

Year published	Thanet	Kent
2004	25.60	12.79
2007	27.61	13.48
2010	28.47	14.08

Trend: The triennial indices of multiple deprivation (IMD) give three snapshots of deprivation levels that have been averaged here at district level. In the 2010 snapshot Thanet was assessed as being the most deprived district in the South-East region. Each snapshot shows greater deprivation in Thanet and Kent. The next snapshot is programmed for 2015.

Priority 2 Measure 04: Number & proportion of households in temporary accommodation at financial year end

Success: A reduction in the number of homeless households in temporary accommodation

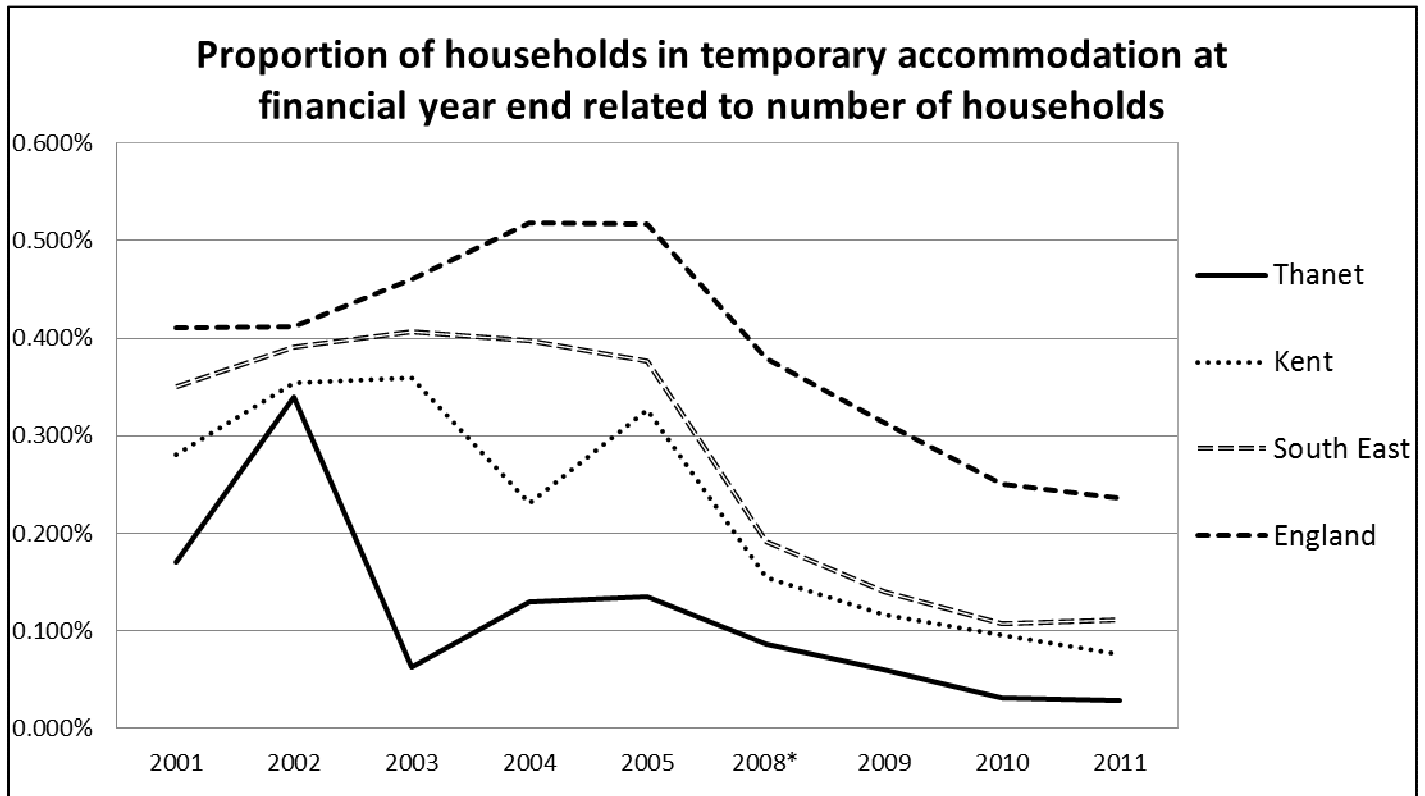


Table 2.4: Trend in numbers of households in temporary accommodation at financial year end

Year	Thanet	Kent	South East	England
2001	94	1,538	11,503	83,858
2002	189	1,938	12,849	84,305
2003	35	1,970	13,352	94,269
2004	73	1,263	13,066	106,025
2005	77	1,793	12,390	105,586
2008*	50	848	6,320	77,510
2009	35	644	4,610	64,000
2010	18	527	3,520	51,310
2011	17	421	3,660	48,240

Trend: ONS Neighbourhood Statistics series recorded from local authority returns to central government show reduction in numbers of homeless families being housed in temporary accommodation. When compared to trends in total numbers of households this still shows reduction. Note: definition was changed in 2008, but the changed definition applied to all territories.

Priority 2 Measure 05: Proportion of the working age population claiming 'key out of work' (KOOW) benefits

Success: Reduction in the percentage of the working age population reliant on KOOW benefits

Proportion of working age people claiming KOOW benefits

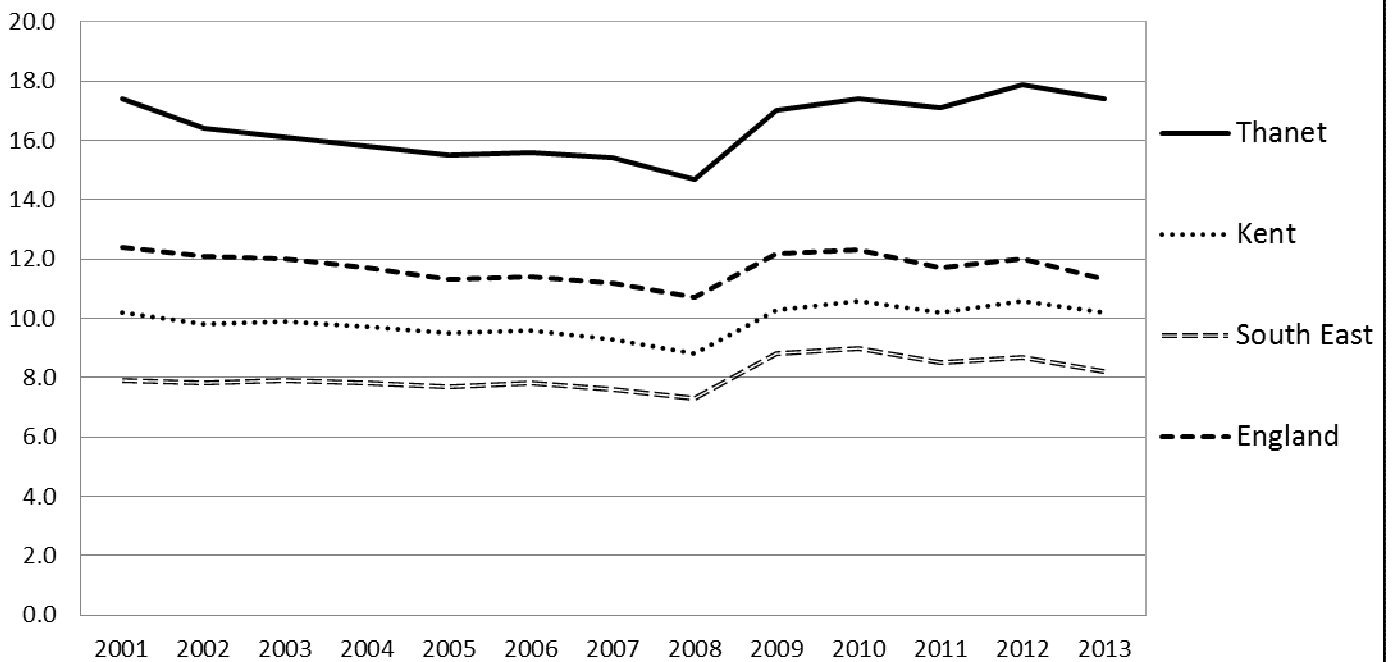


Table 2.5: Percentage of working age (16-64) residents claiming key out-of-work benefits

Year	Thanet	Kent	South East	England
2001	17.4	10.2	7.9	12.4
2002	16.4	9.8	7.8	12.1
2003	16.1	9.9	7.9	12.0
2004	15.8	9.7	7.8	11.7
2005	15.5	9.5	7.7	11.3
2006	15.6	9.6	7.8	11.4
2007	15.4	9.3	7.6	11.2
2008	14.7	8.8	7.3	10.7
2009	17.0	10.3	8.8	12.2
2010	17.4	10.6	9.0	12.3
2011	17.1	10.2	8.5	11.7
2012	17.9	10.6	8.7	12.0
2013	17.4	10.2	8.2	11.3
Change over 13 years	0.0	0.0	0.3	-1.1

Trend: nomis 'Working-age client group – key benefit claimants' data derived from DWP claimant records show that there has been very little change in the proportion of people claiming the main set of benefits associated with worklessness.

Priority 2 Measure 06: Number of 16-18 year olds who are not in employment, education or training (NEET)

Success: Reduction in number of NEET youngsters in Thanet, and in relation to the rest of Kent

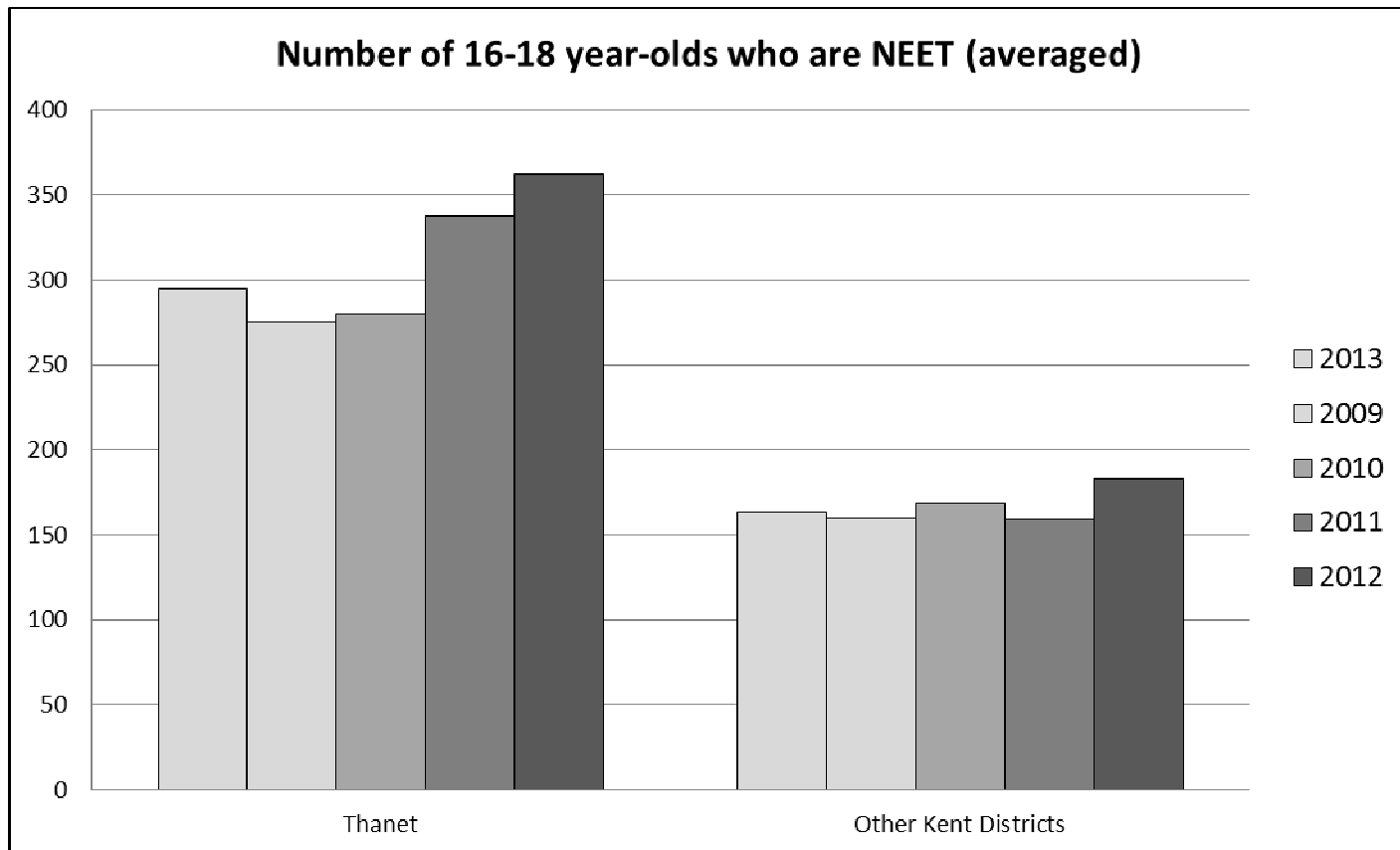


Table 2.6: Number of 16-18 year old residents not in employment, education or training (NEET)

Year	Thanet	Other KCC districts	Kent
	(Average)	(Total – Thanet)	(Average)
2009	275	1,753	159
2010	280	1,858	169
2011	337	1,748	159
2012	363	2,016	183
2013	295	1,800	164

Trend: Kent Education Learning & Skills Information (KELSI) and previously Connections data shows Thanet as having a higher number of 16-18 year-olds without employment, education or training.

Priority 2 Measure 07: Proportion of households with no working adults that have dependent children

Success: Reduction in the proportion of households with no working adults that have dependent children

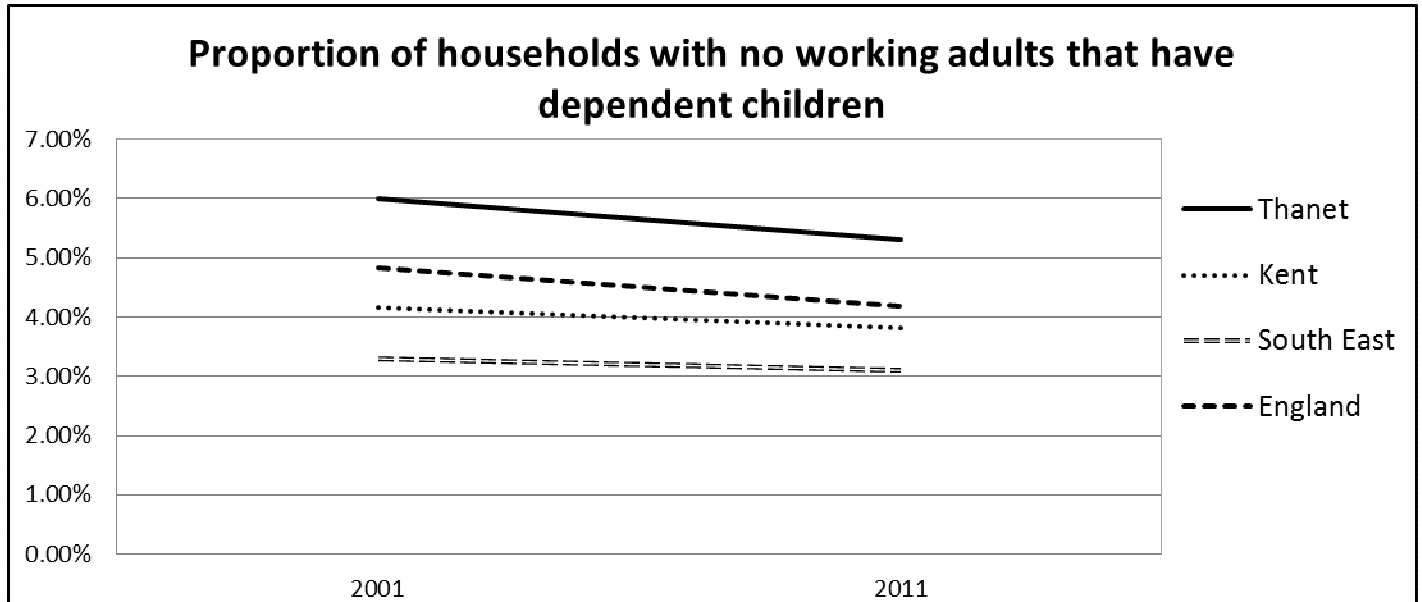


Table 2.7: Percentage of households with no working adults that have dependent children

Year	Thanet	Kent	South East	England
2001	6.00%	4.15%	3.29%	4.83%
2011	5.30%	3.82%	3.11%	4.18%
change over 10 years	-0.70%	-0.33%	-0.18%	-0.65%

Trend: The national ten year Censuses for 2001 and 2011 (KS21 & KIS106EW) show reduction in the proportion of workless households with dependent children.

Priority 2 Measure 08: Proportion of lone parent households with dependent children without paid employment

Success: Reduction in the proportion of lone parent households with no paid employment

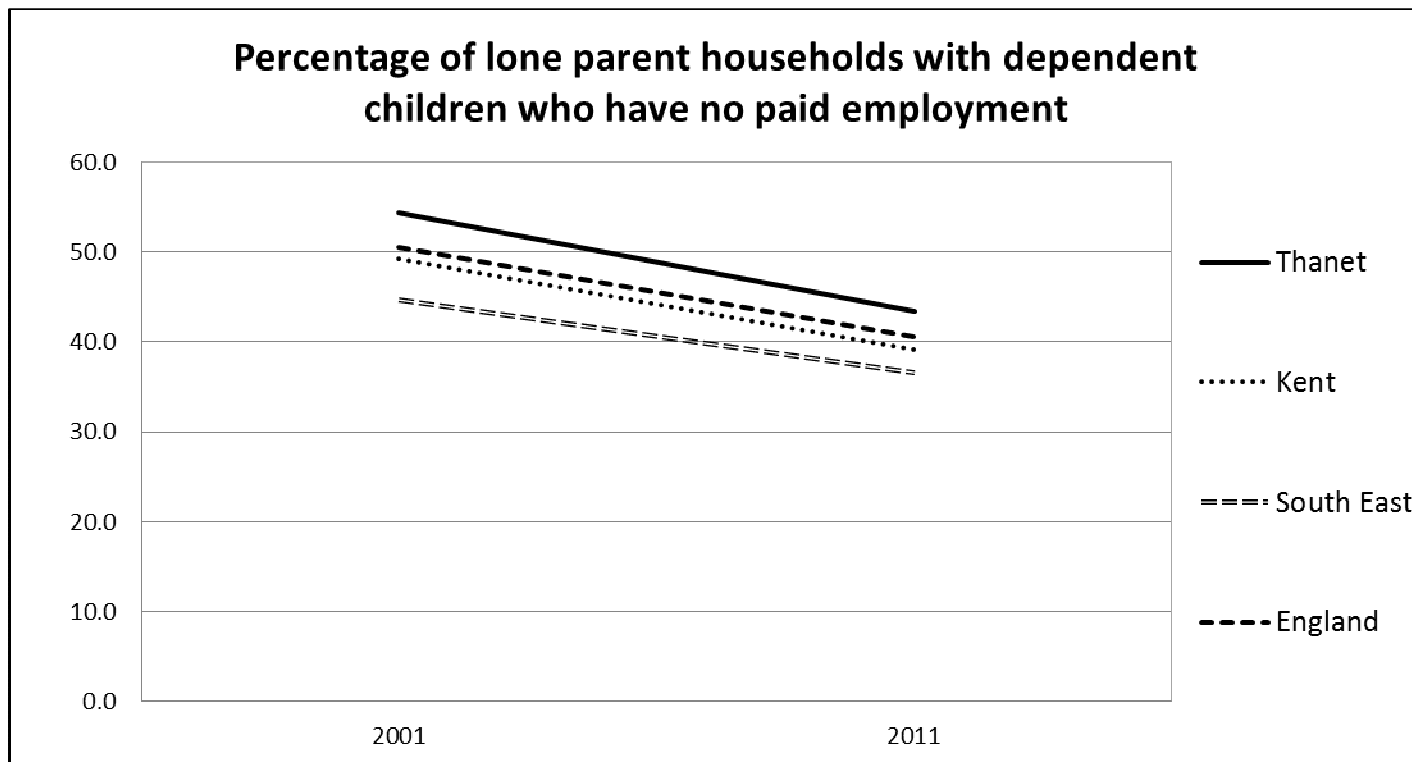


Table 2.8: Percentage of lone parent households (with dependent children) who have no paid employment

Year	Thanet	Kent	South East	England
2001	54.4	49.3	44.7	50.5
2011	43.4	39.2	36.5	40.5
change over 10 years	-11.0	-10.1	-8.2	-10.0

Trend: The national ten year Censuses for 2001 and 2011 (KS22 & KIS107EW) show reduction in the percentage of lone parent households with dependent children who have no paid employment.

Priority 2 Measure 09: Proportion of households with at least one person with long-term health problems or disability

Success: Reduction in the proportion of households with at least one person with long-term health problems or disability

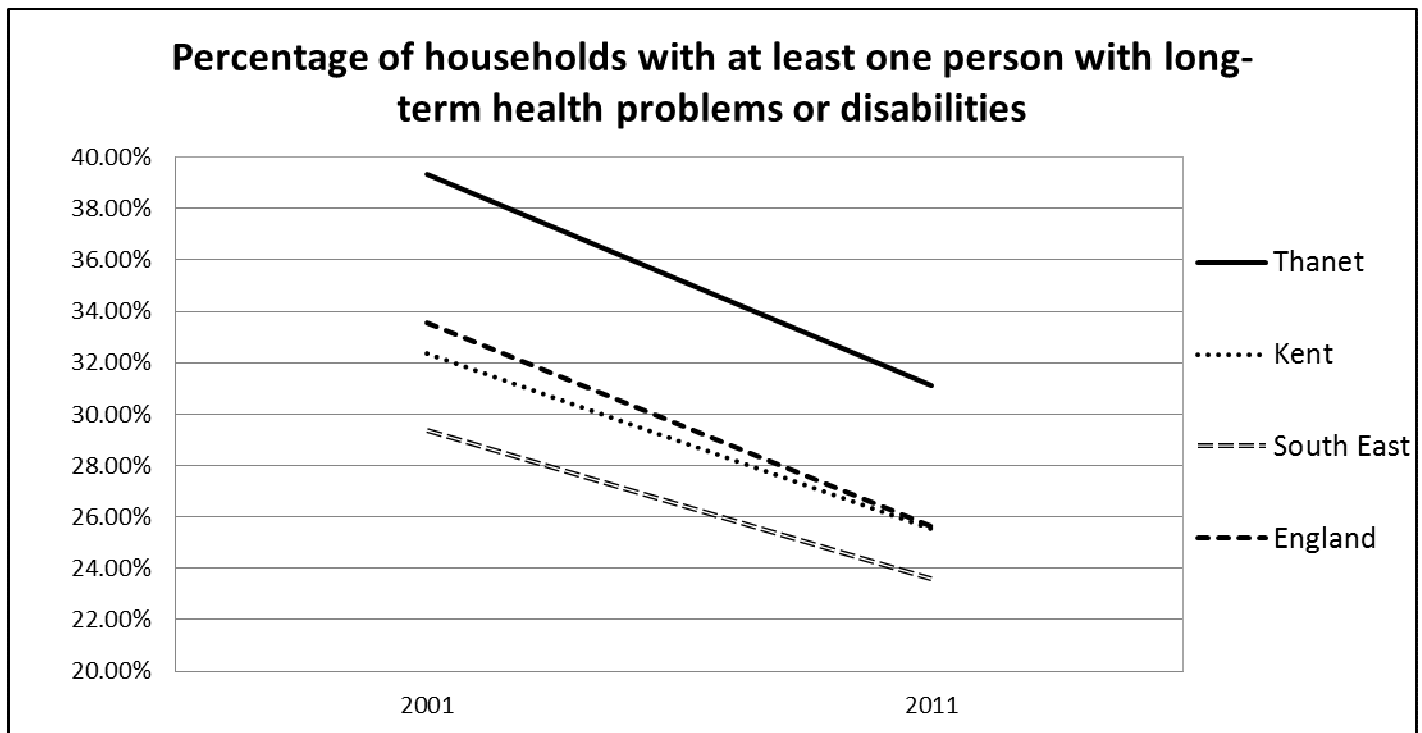


Table 2.9: Percentage of households with at least one person with long-term health problems or disabilities

Year	Thanet	Kent	South East	England
2001	39.36%	32.36%	29.36%	33.55%
2011	31.12%	25.55%	23.60%	25.65%
change over 10 years	-8.24%	-6.81%	-5.76%	-7.90%

Trend: The national ten year Censuses for 2001 and 2011 (KS21 & KIS106EW) show reduction in the percentage of households with at least one person with long-term health problems or disabilities. The Thanet proportion is still nearly a third, and remains considerably higher than the comparators.

Priority 3: We will support our community and voluntary organisations

Priority 3 Measures: No contextual measures are currently tracked

Success: n/a

Priority 4: We will make our district a safer place to live

The crime indicators that have been chosen for the Community Safety programme show overall reduction in recorded crime, though the most recent year does not follow that trend. Also, for some types of crime the trend shows more crime, or a reversal of former beneficial trends – notably for domestic abuse, violence against the person and drug crime. The levels of crime measured against the size of population shows that crime levels of all sorts continue to be higher in Thanet than the average for Kent districts.

Priority 4 Measure 01: Total number of recorded crimes per 1000 residents

Success: A fall in the overall crime rate, and movement towards KCC district average

Trends in numbers of crimes per 1000 population

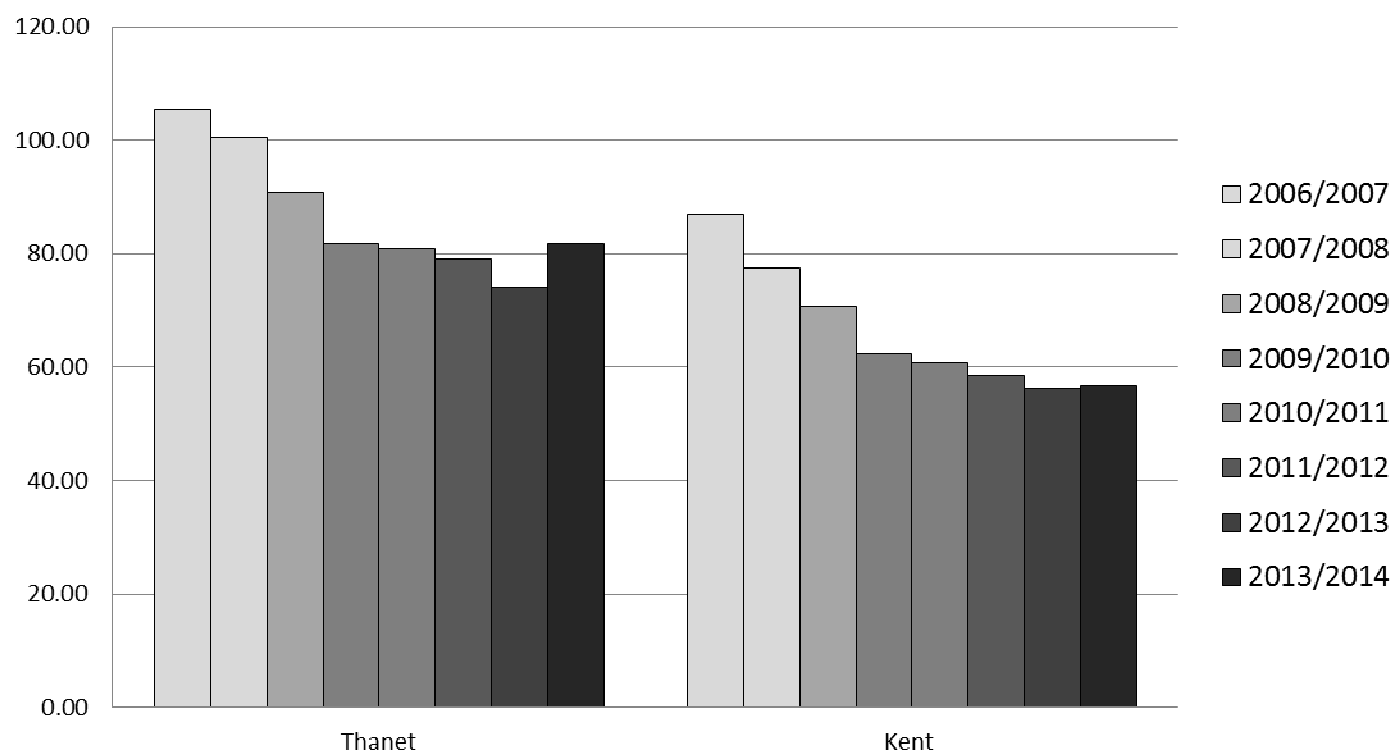


Table 4.1: Total number of offences recorded

Financial year	Thanet	Kent
2006/2007	13,637	119,519
2007/2008	13,023	107,530
2008/2009	11,852	99,508
2009/2010	10,771	88,654
2010/2011	10,698	87,181
2011/2012	10,565	84,853
2012/2013	9,946	82,371
2013/2014	11,105	83,924
Change in number	-2,532	-35,595

Table 4.2: Number of crimes per 1000 population

Financial year	Thanet	Kent
2006/2007	105.47	86.91
2007/2008	100.49	77.38
2008/2009	90.72	70.68
2009/2010	81.75	62.29
2010/2011	80.84	60.74
2011/2012	79.13	58.44
2012/2013	74.00	56.17
2013/2014	81.83	56.70
change in proportion	-23.63	-30.21

Trend: Kent Community Safety Portal data shows a general reduction in the total crime rate over the last eight years. However, there is concern that the most recent year reverses the trend.

Priority 4 Measure 02: Total number of police recorded cases of anti-social behaviour (ASB) per 1000 residents

Success: A fall in the rate of ASBs

Trends in numbers of ASB matters recorded by police per 1000 population

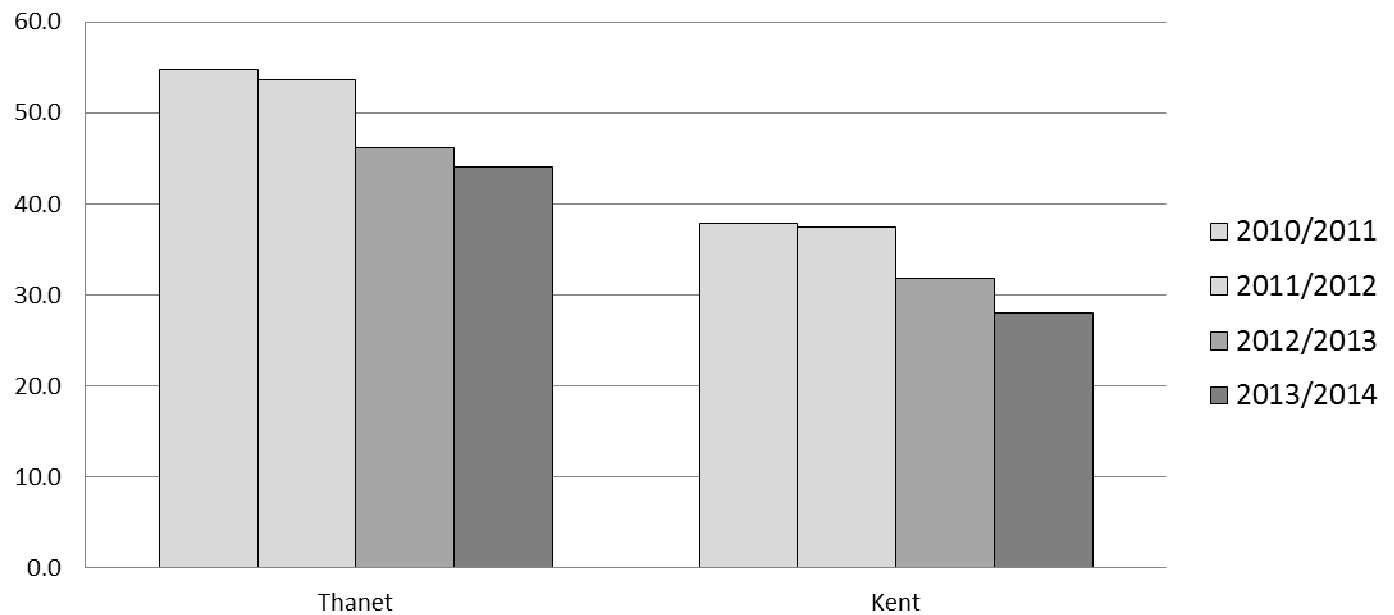


Table 4.3: Total number of matters recorded

Financial year	Thanet	Kent
2010/2011	7,253	54,297
2011/2012	7,159	54,344
2012/2013	6,211	46,700
2013/2014	5,973	41,530
Change in number	-1,280	-12,767

Table 4.4: Number of ASB incidents per 1000 population

Financial year	Thanet	Kent
2010/2011	54.8	37.8
2011/2012	53.6	37.4
2012/2013	46.2	31.8
2013/2014	44.0	28.1
change in proportion	-10.79	-9.77

Trend: Kent Community Safety Portal data shows a general reduction in the rate of anti-social behaviour matters recorded.

Priority 4 Measure 03: Total number of recorded drug crimes per 1000 residents

Success: A fall in the drug crime rate

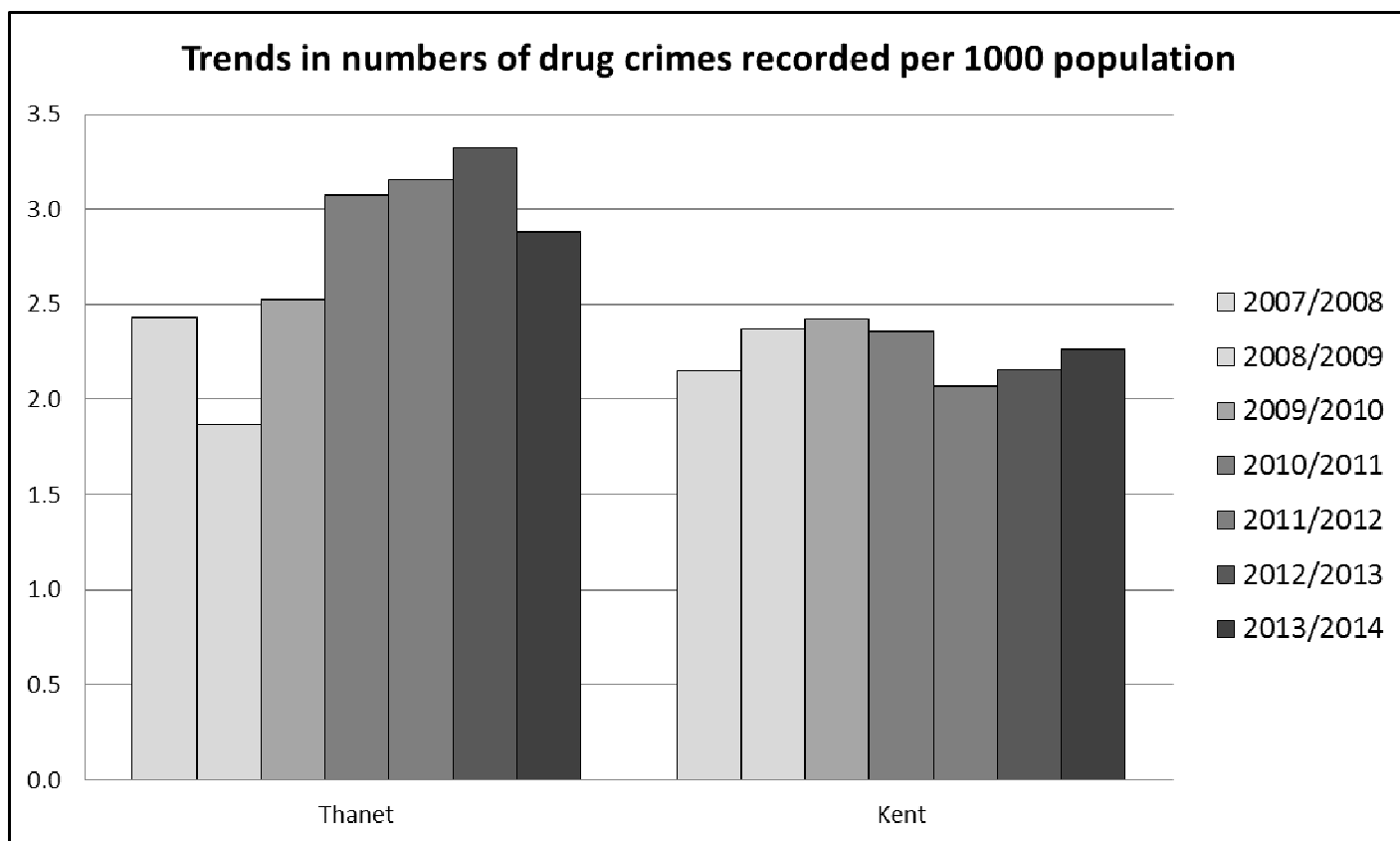


Table 4.5: Total number of offences recorded

Financial year	Thanet	Kent
2007/2008	315	2990
2008/2009	244	3340
2009/2010	333	3455
2010/2011	407	3385
2011/2012	421	3003
2012/2013	447	3168
2013/2014	391	3353
Change in number	76	363

Table 4.6: Number of drug crimes per 1000 population

Financial year	Thanet	Kent
2007/2008	2.4	2.2
2008/2009	1.9	2.4
2009/2010	2.5	2.4
2010/2011	3.1	2.4
2011/2012	3.2	2.1
2012/2013	3.3	2.2
2013/2014	2.9	2.3
change in proportion	0.45	0.11

Trend: Kent Community Safety Portal data shows an increase in recorded drug crime over the period – more so in Thanet than in Kent generally. However, there was an improvement in 2013/14.

Priority 4 Measure 04: Total number of recorded incidents of violence against the person per 1000 residents

Success: A fall in the violent crime rate

Trends in numbers of crimes of violence against the person recorded per 1000 population

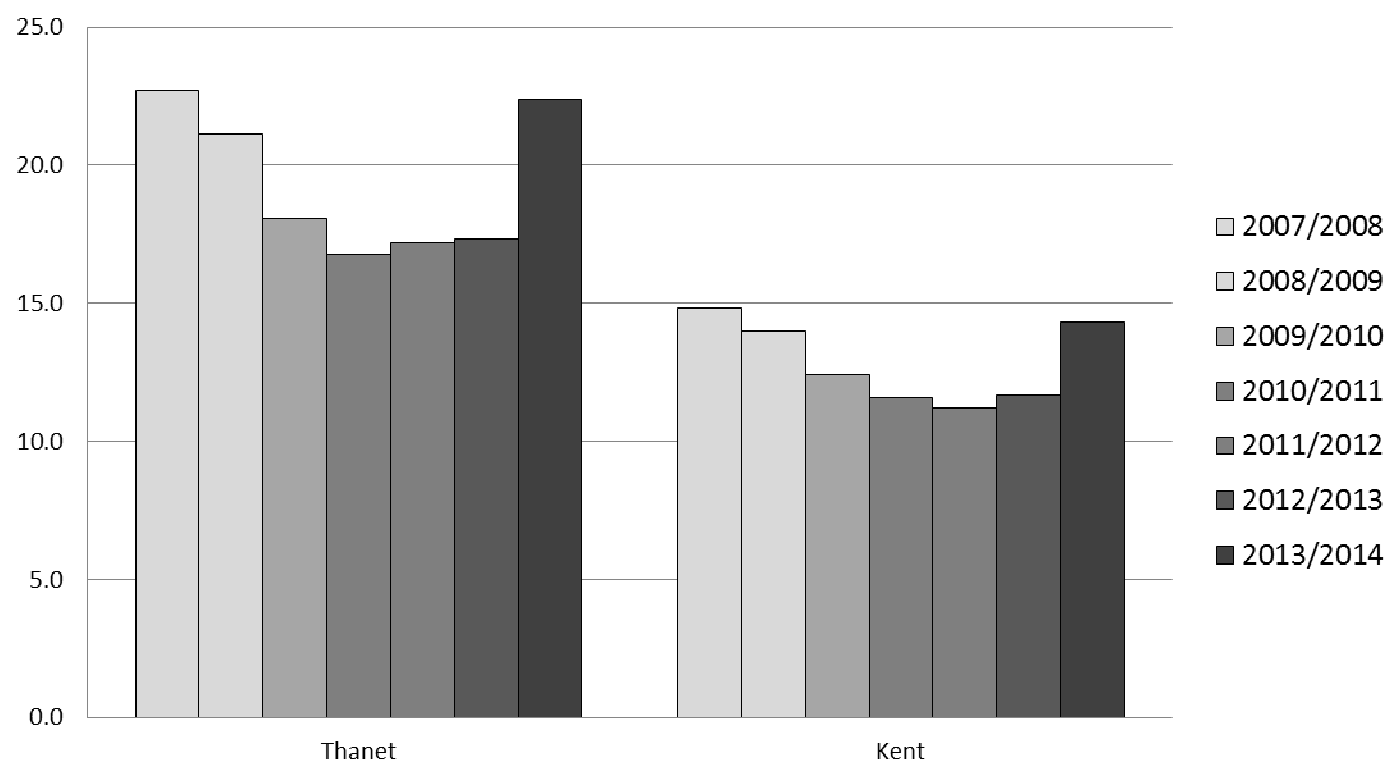


Table 4.7: Total number of offences recorded

Financial year	Thanet	Kent
2007/2008	2941	20629
2008/2009	2759	19701
2009/2010	2381	17686
2010/2011	2220	16630
2011/2012	2296	16279
2012/2013	2329	17086
2013/2014	3040	21199
Change in number	99	570

Table 4.8: Number of crimes of violence against the person per 1000 population

Financial year	Thanet	Kent
2007/2008	22.7	14.8
2008/2009	21.1	14.0
2009/2010	18.1	12.4
2010/2011	16.8	11.6
2011/2012	17.2	11.2
2012/2013	17.3	11.7
2013/2014	22.4	14.3
change in proportion	-0.29	-0.52

Trend: Kent Community Safety Portal data shows a slight decrease in violence against the person over the last seven years. However, there is concern that the most recent year reverses the trend.

Priority 4 Measure 05: Total number of theft offences per 1000 residents

Success: A fall in the rate of theft offences

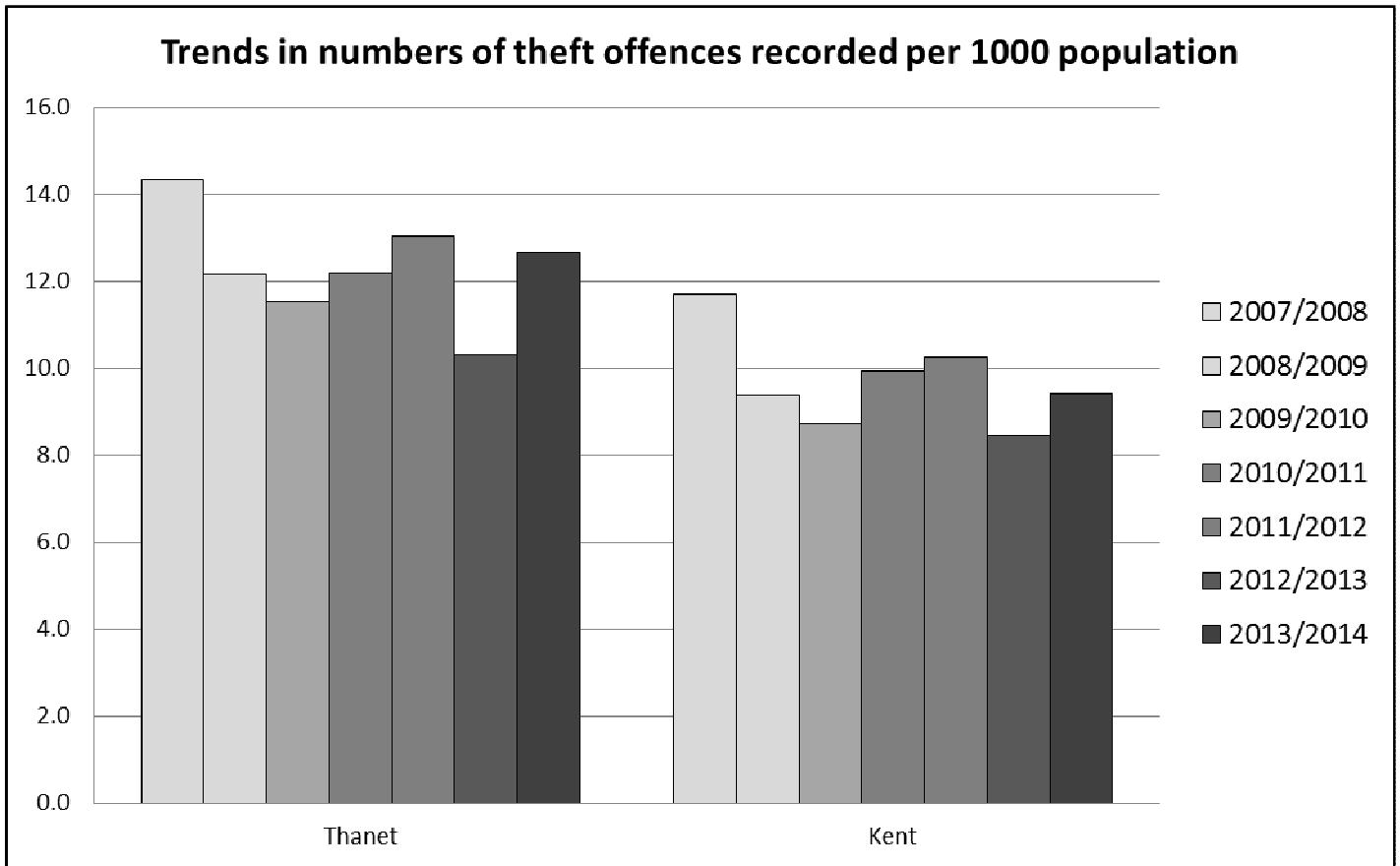


Table 4.9: Total number of offences recorded

Financial year	Thanet	Kent
2007/2008	1858	16239
2008/2009	1587	13192
2009/2010	1519	12400
2010/2011	1614	14270
2011/2012	1741	14866
2012/2013	1387	12388
2013/2014	1717	13933
Change in number	-141	-2,306

Table 4.10: Number of theft offences per 1000 population

Financial year	Thanet	Kent
2007/2008	14.3	11.7
2008/2009	12.1	9.4
2009/2010	11.5	8.7
2010/2011	12.2	9.9
2011/2012	13.0	10.2
2012/2013	10.3	8.4
2013/2014	12.7	9.4
change in proportion	-1.68	-2.27

Trend: Kent Community Safety Portal data shows an overall decrease in theft offences over the last seven years. However, there is concern that the most recent year reverses the trend.

Priority 4 Measure 06: Total number of recorded incidents of domestic abuse per 1000 residents

Success: A fall in the rate of domestic abuse

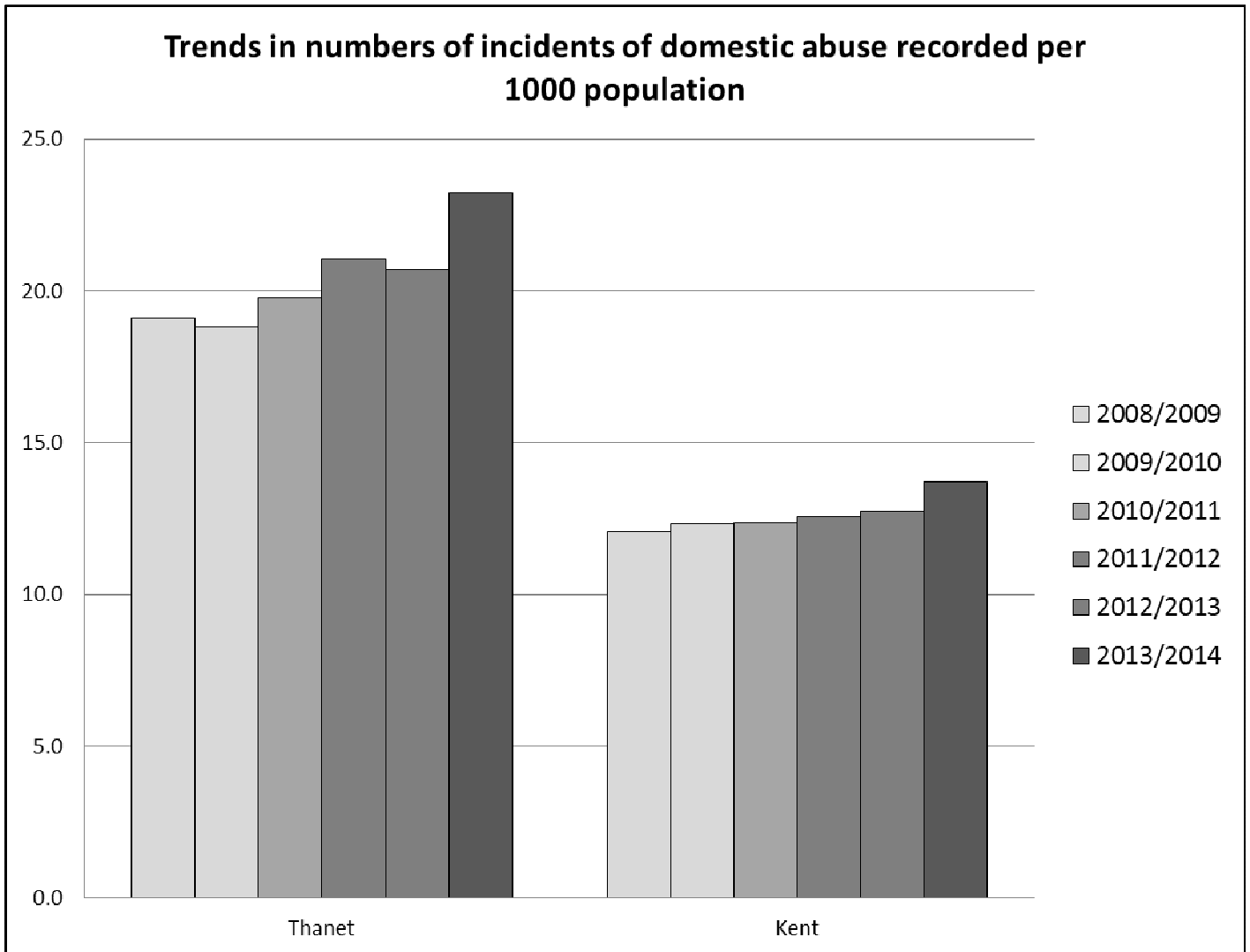


Table 4.11: Total number of offences recorded

Financial year	Thanet	Kent
2008/2009	2496	16992
2009/2010	2477	17549
2010/2011	2616	17748
2011/2012	2808	18261
2012/2013	2783	18670
2013/2014	3151	20276
Change in number	655	3,284

Table 4.12: Number of recorded incidents of domestic abuse per 1000 population

Financial year	Thanet	Kent
2008/2009	19.1	12.1
2009/2010	18.8	12.3
2010/2011	19.8	12.4
2011/2012	21.0	12.6
2012/2013	20.7	12.7
2013/2014	23.2	13.7
change in proportion	4.11	1.63

Trend: Kent Community Safety Portal data shows an increase in domestic abuse, markedly greater in Thanet than in Kent generally.

Priority 4 Measure 07: Proportion of residents who say they are satisfied with the crime reduction (community safety) service

Success: Increase in public satisfaction levels

Trends in percentage of residents satisfied with the community safety service

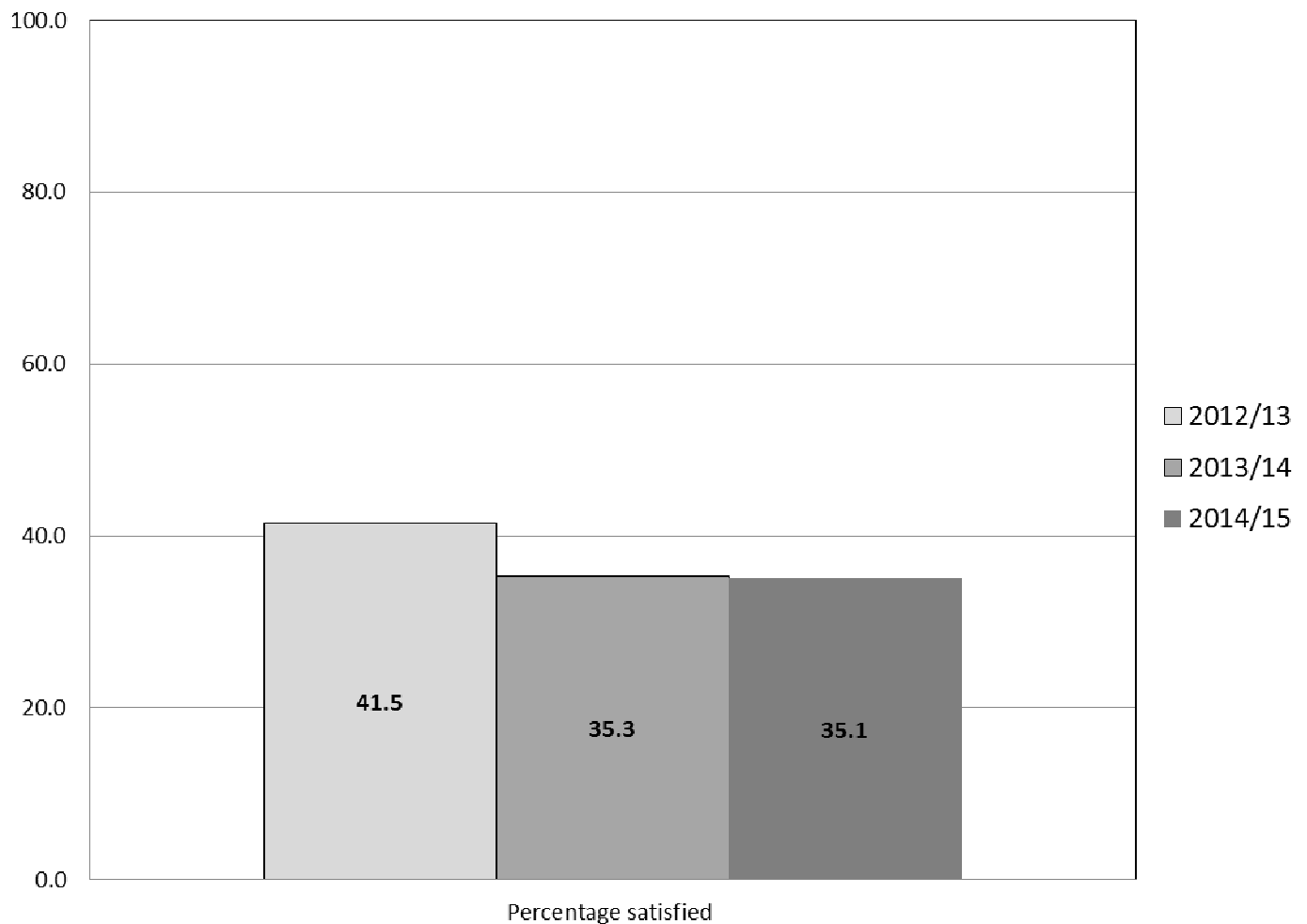


Table 4.13: Percentage of residents satisfied with TDC community safety services

Year	Percentage satisfied
2012/13	41.5
2013/14	35.3
2014/15	35.1

Trend: TDC's annual budget consultation shows a decrease in level of resident satisfaction with this service.

Priority 5: We will work to improve parking and transportation in our district

The percentage of households with cars or vans has increased over the past decade in all monitored territories, though the proportion of households with cars or vans is lower in Thanet. This correlates to age profile. There is an increase in the proportion of working age residents who use their own car or van to travel to work and a decline in car-sharing, but there is also an increase in the proportion of people using the bus or train, or walking to work.

Over the last four years road safety in Thanet compares favourably with the rest of Kent. There are fewer road traffic accidents for the size of population and a lower proportion of accidents where people have been killed or seriously injured. This, of course, is not a measure of transport congestion.

Priority 5 Measure 01: Proportion of residents with cars or vans

Success: Fewer cars and vans on the road

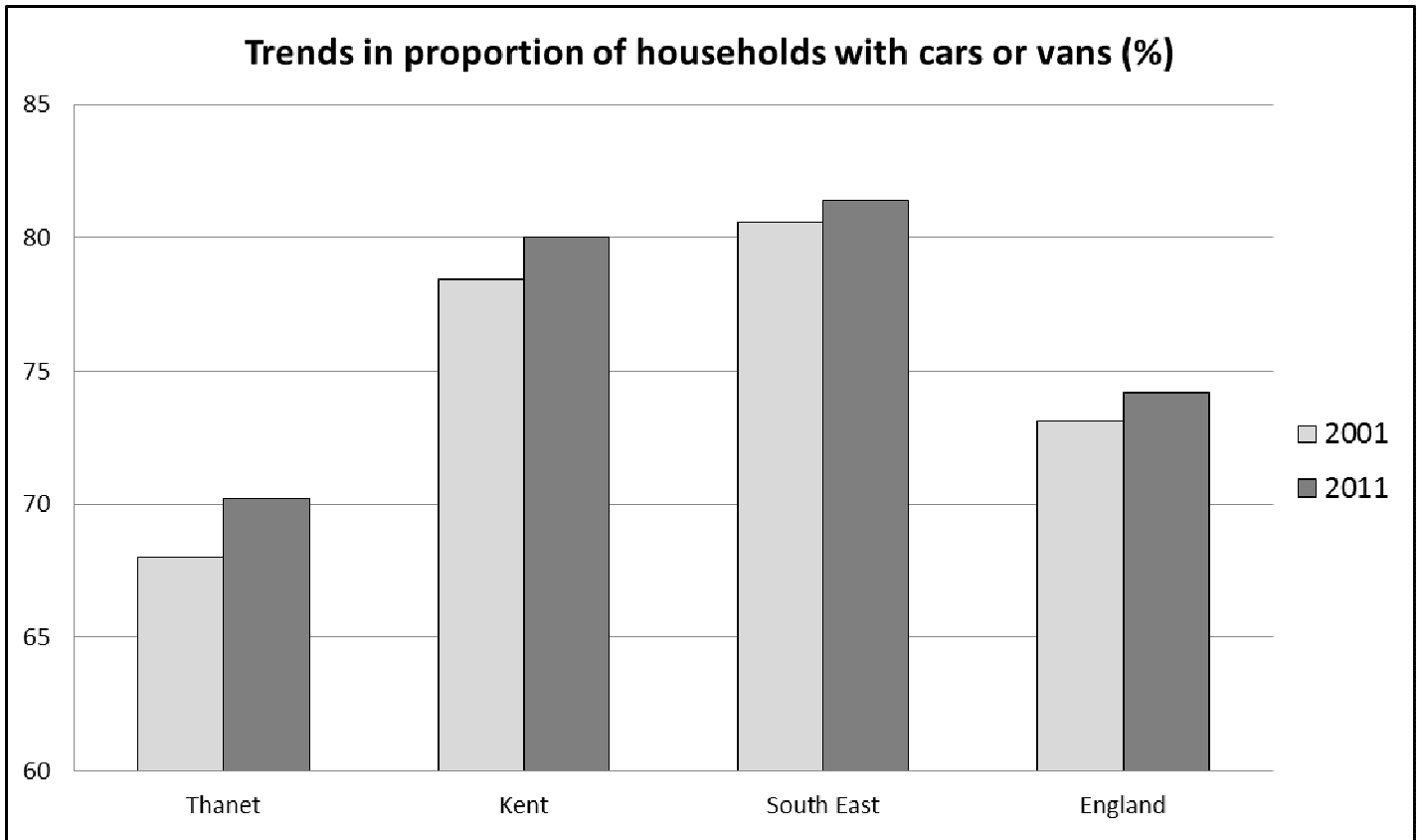


Table 5.1: Percentage of households with at least one car or van

Year	Thanet	Kent	South East	England
2001	68.03	78.43	80.57	73.16
2011	70.20	80.00	81.40	74.20

Trend: The 10 year Censuses for 2001 and 2011 (KS15 and QS701EW) show an increase in the percentage of households with cars or vans in all territories. The percentage of ownership is lower in Thanet than the other territories.

Success: More use of public transport or vehicle sharing

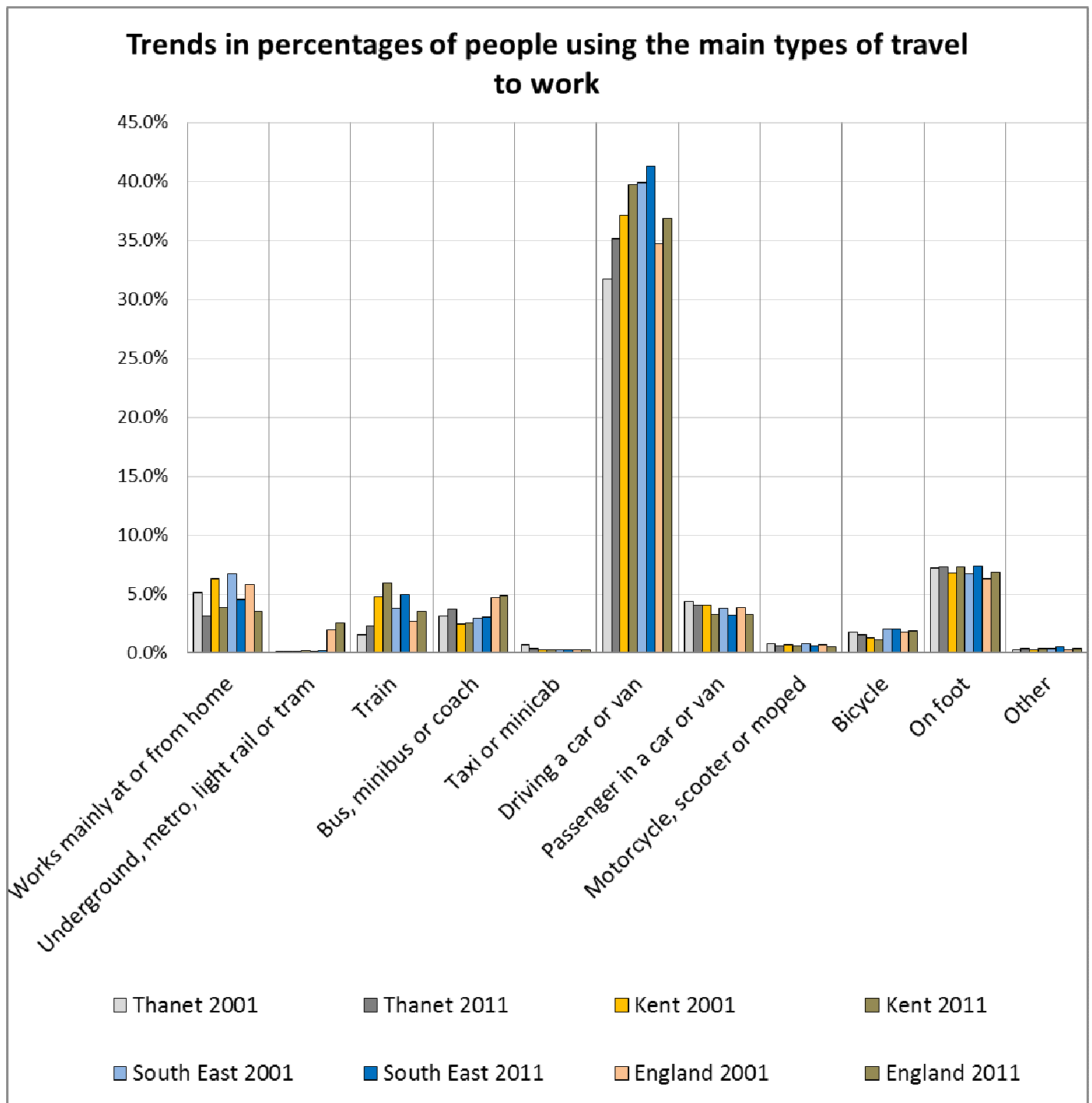


Table 5.2: Changes in main means of travel to work (Census data)	Thanet		Kent		South East		England	
	2001	2011	2001	2011	2001	2011	2001	2011
Works mainly at or from home	5.1%	3.1%	6.3%	3.9%	6.7%	4.5%	5.8%	3.5%
Underground, metro, light rail or tram	0.1%	0.1%	0.1%	0.2%	0.2%	0.2%	2.0%	2.5%
Train	1.5%	2.3%	4.8%	6.0%	3.8%	5.0%	2.7%	3.5%
Bus, minibus or coach	3.1%	3.7%	2.4%	2.5%	2.9%	3.0%	4.7%	4.9%
Taxi or minicab	0.7%	0.4%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%
Driving a car or van	31.7%	35.1%	37.2%	39.7%	39.9%	41.3%	34.7%	36.9%
Passenger in a car or van	4.4%	4.0%	4.1%	3.3%	3.8%	3.2%	3.9%	3.3%
Motorcycle, scooter or moped	0.8%	0.6%	0.7%	0.6%	0.8%	0.6%	0.7%	0.5%
Bicycle	1.8%	1.5%	1.3%	1.1%	2.1%	2.0%	1.8%	1.9%
On foot	7.2%	7.3%	6.8%	7.3%	6.7%	7.4%	6.3%	6.9%
Other	0.3%	0.4%	0.3%	0.4%	0.3%	0.5%	0.3%	0.4%
Not currently working	43.3%	41.6%	35.7%	34.8%	32.6%	32.1%	36.8%	35.3%
All People 16-74	86,693	94,452	947,830	1,055,397	5,766,307	6,274,341	35,532,091	41,126,540

Trend: The 10 year Censuses for 2001 and 2011 (uv39 and QS701EW) show decline in the proportion of people who say they mainly work at home, and a rise in use of car/van, walking to work and use of trains.

Priority 5 Measure 03: Number of road accidents per 1000 population

Success: A lower rate of road accidents

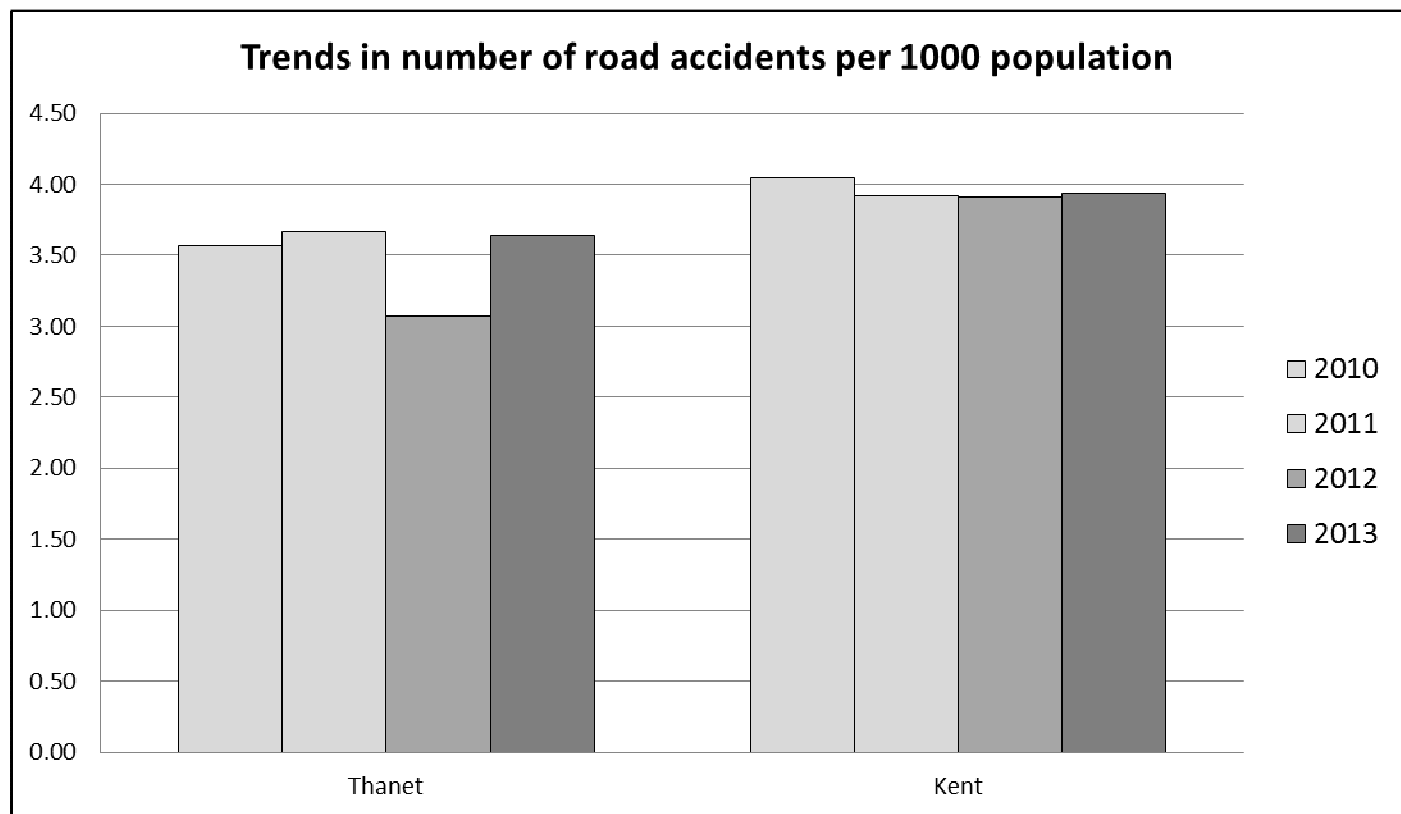


Table 5.3: Trend in number of road accidents and proportion per 1000 population

Year	Thanet			Kent		
	No. Accidents	Population (000s)	No accidents per 1000 population	No. Accidents Kent	Population (000s)	No accidents per 1000 population
2010	472	132.34	3.57	5,802	1435.30	4.04
2011	490	133.51	3.67	5,694	1451.90	3.92
2012	413	134.40	3.07	5,740	1466.50	3.91
2013	494	135.70	3.64	5,830	1480.20	3.94

Trend: Kent Community Safety Portal data shows that there are fewer road accidents for the size of population than Kent, during this period.

Priority 5 Measure 04: Number and percentage of road accidents where people are killed or seriously injured (KSI)

Success: Fewer accidents where people are KSI

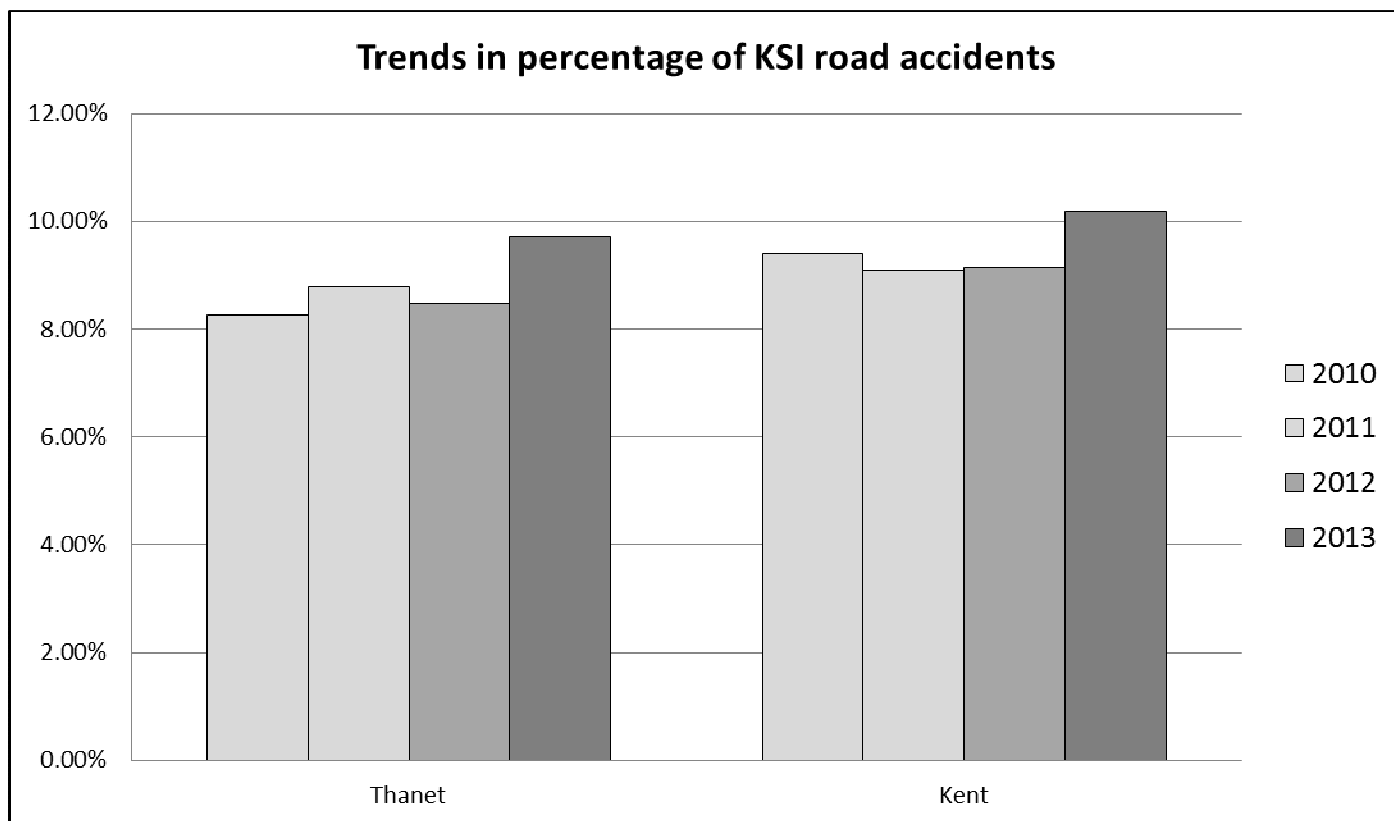


Table 5.4: Trend in number and proportion of road accidents where people are killed or seriously injured (KSI)

Year	Thanet		Kent	
	Total Accidents	Total KSI	Total Accidents	Total KSI
2010	472	39	5,802	545
2011	490	43	5,694	517
2012	413	35	5,740	524
2013	494	48	5,830	594

Trend: Kent Community Safety Portal data shows the level of road accidents where people are killed or seriously injured is lower in Thanet than in Kent as a whole.

Priority 6: We will make our district cleaner and greener and lead by example on environmental issues

Per capita CO2 emission levels have fallen over the last seven years. Thanet CO2 emission levels compare favourably with the other territories, both in terms of residential and commercial emissions, and insofar as can be judged emission control from TDC's estate is better than other Kent districts.

Data for 2008-2014 shows a favourable trend in the levels of street litter, graffiti and fly-tipping as measured by the former national indicator regime. Satisfaction levels with TDC's street cleansing, waste collection and recycling obtained from the annual budget consultation showed increase between 2012 and 2013, but marked decline between 2013 and 2014.

Priority 6 Measure 01: Average CO2 emissions per person

Success: Reduction in CO2 emissions

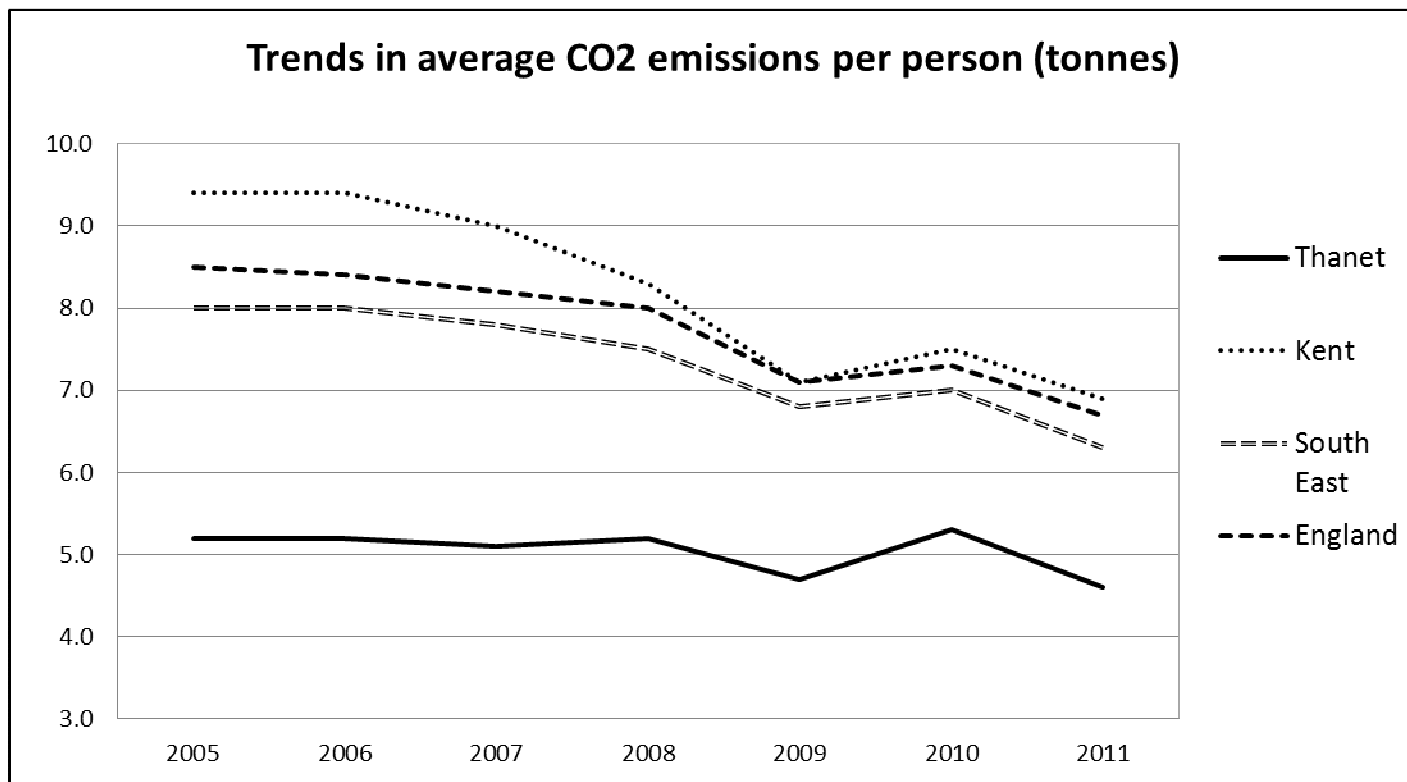


Table 6.1: Trends in average CO2 emissions (tonnes) per resident, as estimated for HM Government

Year	Thanet	Kent	South East	England
2005	5.2	9.4	8.0	8.5
2006	5.2	9.4	8.0	8.4
2007	5.1	9.0	7.8	8.2
2008	5.2	8.3	7.5	8.0
2009	4.7	7.1	6.8	7.1
2010	5.3	7.5	7.0	7.3
2011	4.6	6.9	6.3	6.7
Change over seven years	-0.6	-2.5	-1.7	-1.8

Trend: DECC 'Local and Regional CO2 emissions estimates for 2005-2011' prepared for government by Ricardo-AEA shows that average CO2 emissions are lower in Thanet than elsewhere. Emissions have fallen in all territories, but less so in Thanet than elsewhere.

Priority 6 Measure 02: Net CO2 emissions from Local Authority sites

Success: Reduction in local authority CO2 emissions

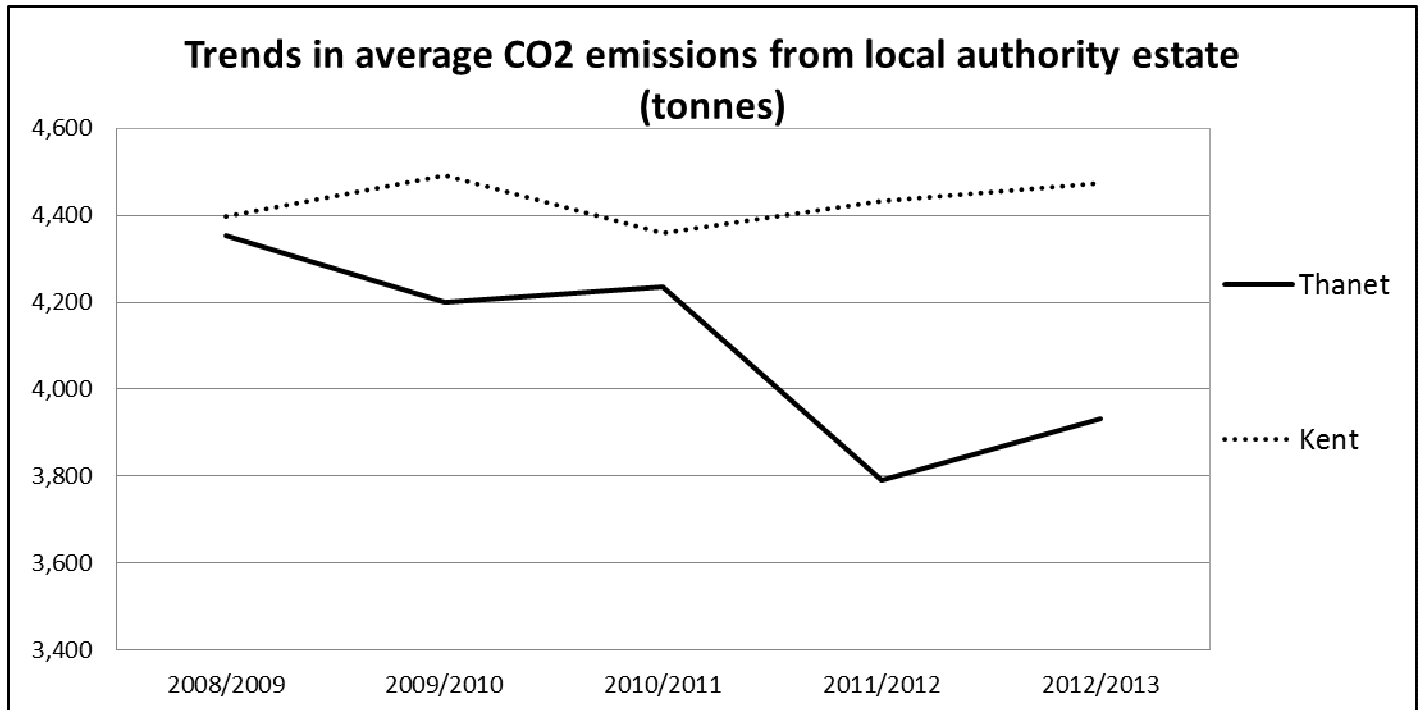


Table 6.2: Trends in CO2 emissions (tonnes) from local authority estate

Year	Thanet	Other Kent districts
2008/2009	4,353	4,398
2009/2010	4,200	4,491
2010/2011	4,234	4,360
2011/2012	3,790	4,432
2012/2013	3,931	4,473

Trend: Gov.uk compilations of data on greenhouse gas emissions from local authority estates suggests TDC has a better than average record within Kent in controlling CO2 emissions. However, there is some inconsistency in the extent of estate included by different authorities.

Priority 6 Measure 03: Proportion of street inspections showing litter above acceptable levels

Success: Reduction in Thanet street litter

Trends in proportion of street inspections showing 'litter above acceptable levels'

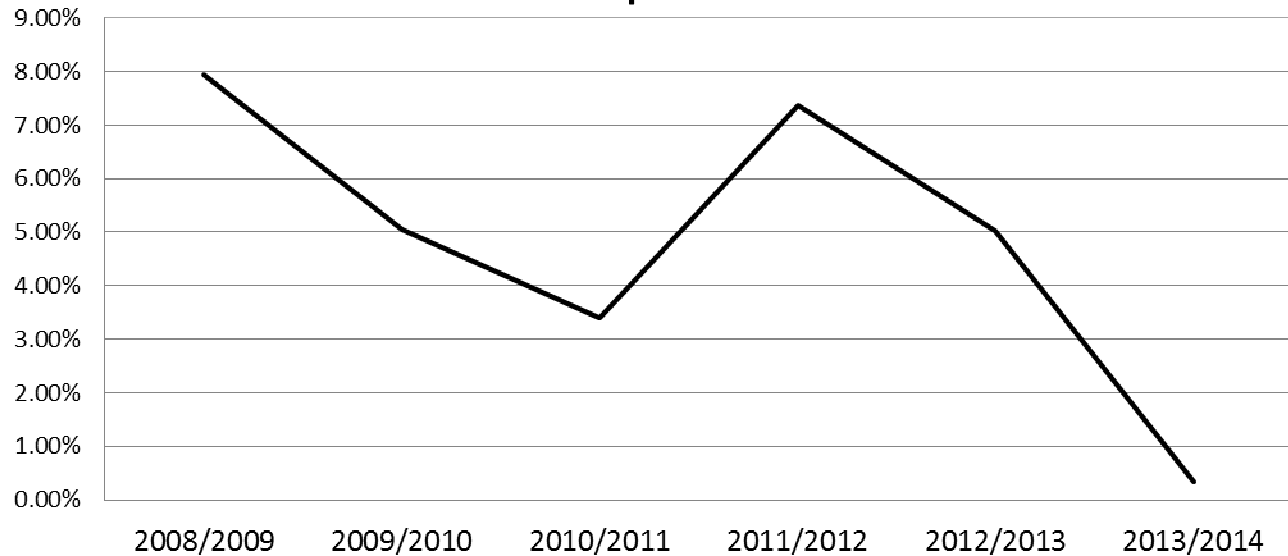


Table 6.3: Trends in street litter inspection results following NI195 methodology

Year	No surveys	No fails	Thanet
2008/2009	780	62	7.95%
2009/2010	900	45.5	5.06%
2010/2011	900	30.5	3.39%
2011/2012	400	29.5	7.38%
2012/2013	598	30	5.02%
2013/2014	597	2	0.34%

Trend: TDC Street Cleansing Service records following former national indicator (NI) 195 rules suggest that between April 2008 and March 2014 the levels of street litter considerably reduced.

Priority 6 Measure 04: Proportion of street inspections showing graffiti above acceptable levels

Success: Reduction in graffiti in Thanet



Table 6.4: Trends in graffiti inspection results following NI195 methodology

Year	No surveys	No fails	Thanet
2008/2009	780	42	5.38%
2009/2010	900	32.5	3.61%
2010/2011	900	27.5	3.06%
2011/2012	400	19	4.75%
2012/2013	604	13	2.15%
2013/2014	597	9	1.51%

Trend: TDC Street Cleansing Service records following former national indicator (NI) 195 rules suggest that between April 2008 and March 2014 the levels of graffiti considerably reduced.

Priority 6 Measure 05: Proportion of street inspections showing fly tipping above acceptable levels

Success: Reduction in fly tipping in Thanet

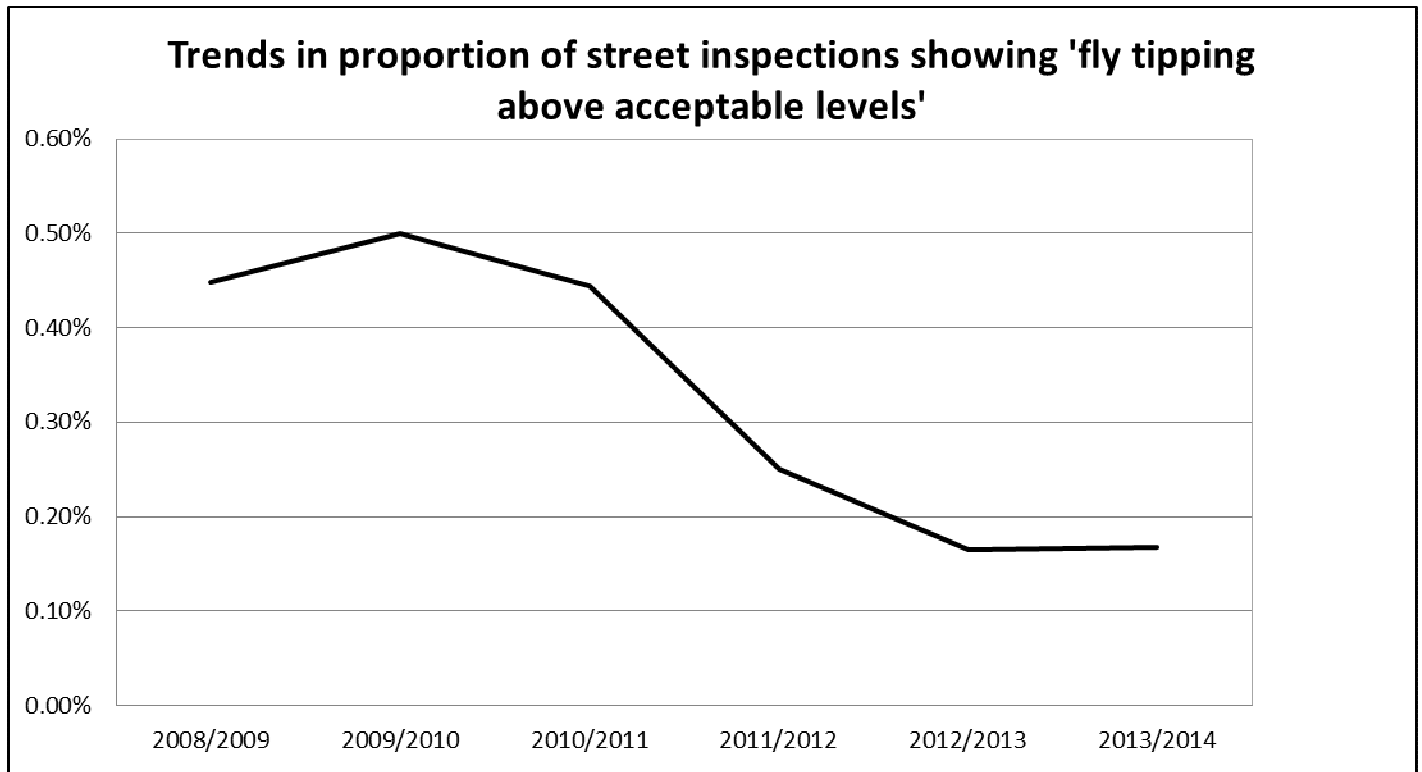


Table 6.5: Trends in fly tipping inspection results following NI195 methodology

Year	No surveys	No fails	Thanet
2008/2009	780	3.5	0.45%
2009/2010	900	4.5	0.50%
2010/2011	900	4	0.44%
2011/2012	400	1	0.25%
2012/2013	605	1	0.17%
2013/2014	596	1	0.17%

Trend: TDC Street Cleansing Service records following former national indicator (NI) 195 rules suggest that between April 2008 and March 2014 the levels of fly tipping considerably reduced.

Priority 7: We will plan for the right type and number of homes in the right place to create sustainable communities in the future

Over the last seven years overall housing delivery in Thanet district has exceeded the level set in the 2009 South East Plan. That plan has now been revoked and new targets will be established through a new Local Plan. In all territories ownership trends have changed over the last decade – home ownership is declining generally, and private sector renting is significantly increasing. There is also a slight reduction in social renting. In all territories home ownership is becoming less affordable. All of these trends are more marked in Thanet than the other monitored territories. However, more of the total stock of dwellings is being used. There is a general decline in the number of empty dwellings, and in the proportion that are empty for more than a year.

The types of dwellings we live in are also changing. Although most people still live in houses or bungalows the proportion that do is falling and more are living in flats or maisonettes. There is a greater rise in the proportion of purpose built flats than in conversions. There is also a slight rise in people living in temporary forms of accommodation. These trends may be correlated to economic patterns. Paradoxically, over the last decade there has been an increase in the proportion of households with seven or eight rooms – though this is an average rather than a median figure (a few very large dwellings may distort the result).

Over the last decade the proportion of one person households is increasing in all monitored territories, and in all approximately two-thirds of households have one or two people in them. However, there is a slight decline in the proportion of one person pensioner households. Whilst generally there is a slight rise in large households (with seven or eight people), the proportion of these in Thanet is declining. In all monitored areas only 6-7% households have more than four people. Although there is a general rise in families where all children are non-dependent, Thanet is unusual in having a rise in families with no children. In general most people still live in families, but families are getting smaller, and the proportion of non-family based households is increasing.

Priority 7 Measure 01: Comparison of agreed requirement for dwellings with new housing completions

Success: To meet the agreed requirement for housing in Thanet

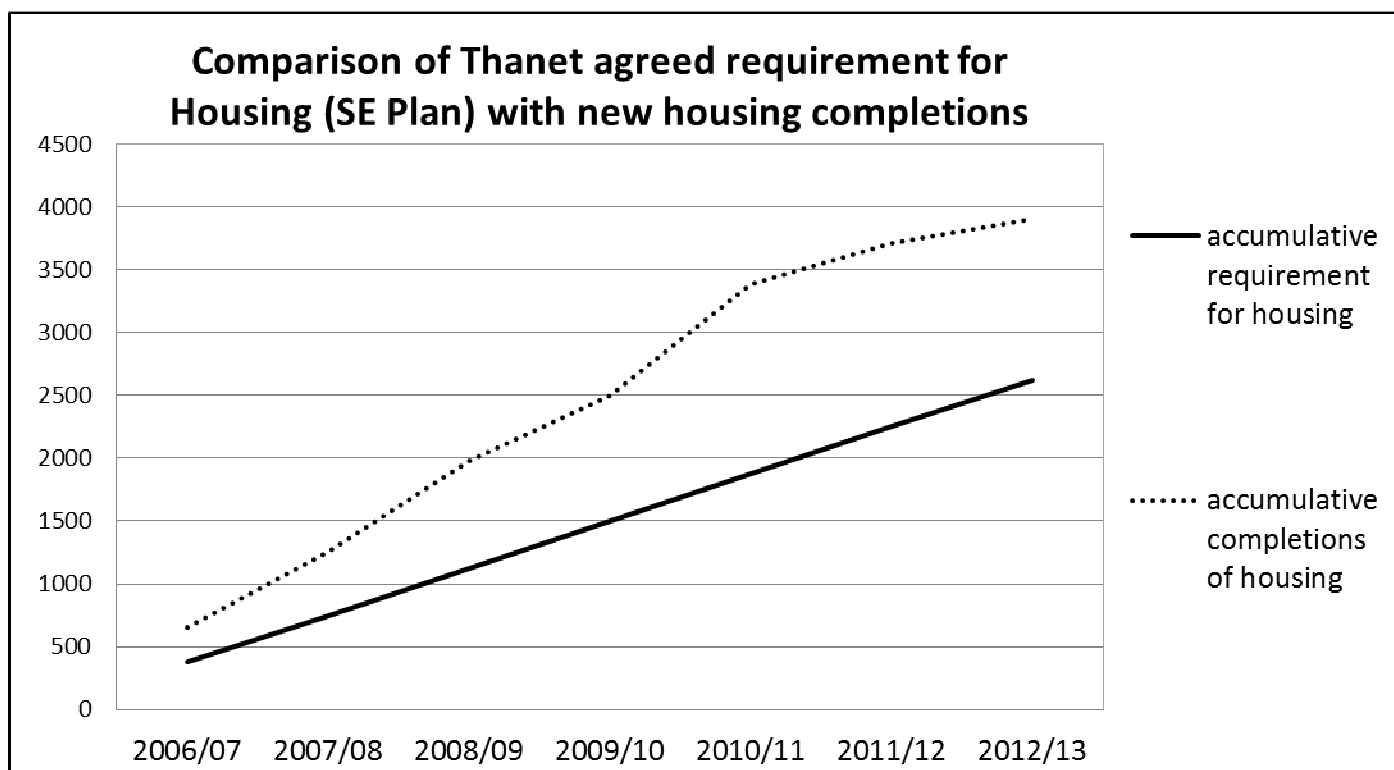


Table 7.1: Comparison of housing requirement from former South East Plan with net new dwellings delivered in Thanet

KCC Housing Information Audit 2013	accumulative requirement for housing	accumulative completions of housing	Requirement compliance (+/-)
2006/07	375	651	276
2007/08	750	1257	507
2008/09	1125	1983	858
2009/10	1500	2503	1003
2010/11	1875	3392	1517
2011/12	2250	3712	1462
2012/13	2625	3906	1281

Trend: KCC's most recent Housing Information Audit (HIA) for Thanet shows that Thanet has consistently met the total requirement for housing agreed within the former South East Plan. Within that plan it was envisaged that completions would exceed requirement until 2023, from which point completions would be less than requirement. Future needs are subject to review as the regional authorities no longer exist.

Priority 7 Measure 02: Number and proportion of types of ownership of dwellings

Success: Profile the number and ownership types of dwellings

Trends in ownership types for dwellings

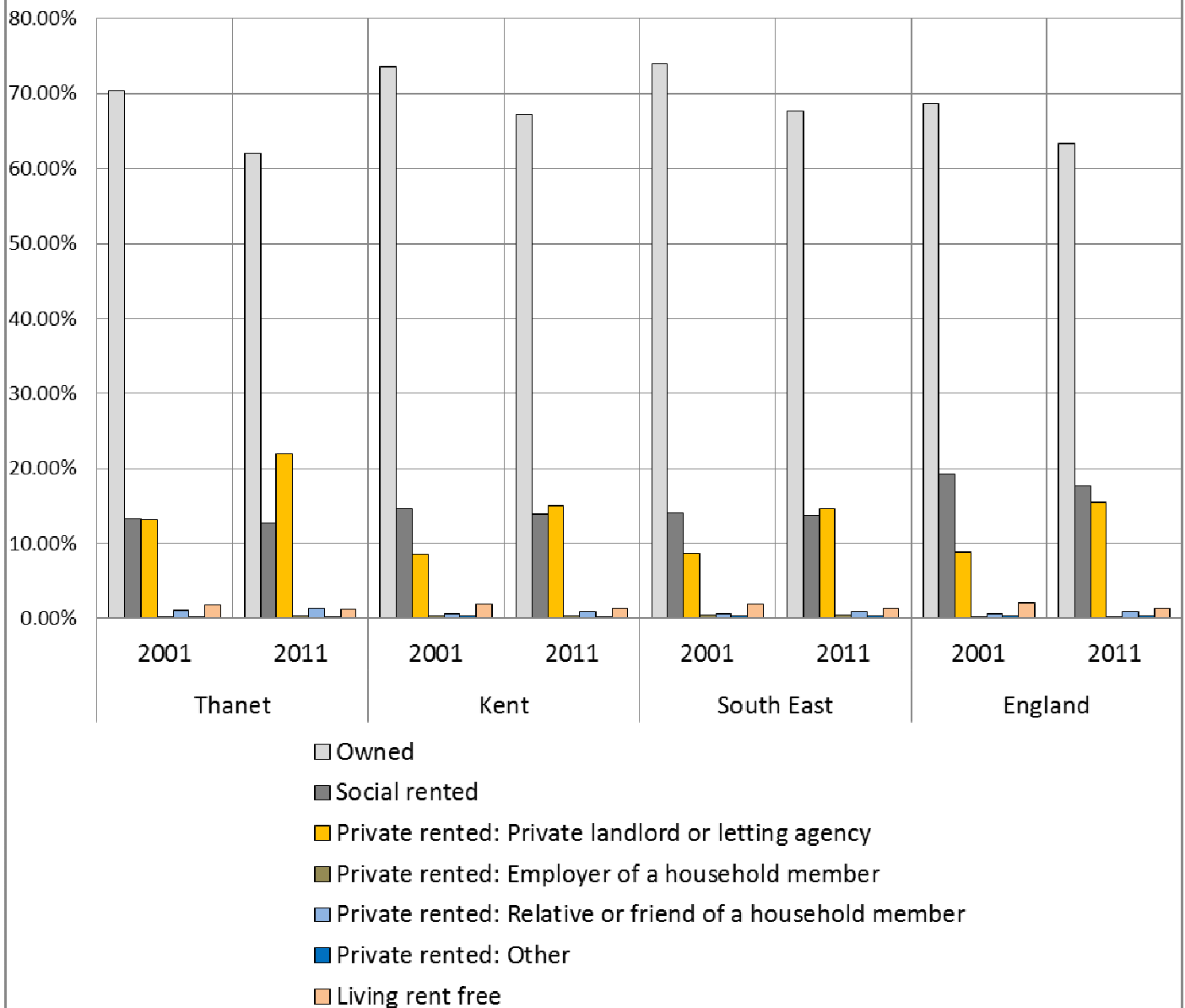


Table 7.2: Trends in home ownership patterns (Census data)	Thanet		Kent		South East		England	
	2001	2011	2001	2011	2001	2011	2001	2011
Owned	70.35%	62.02%	73.64%	67.30%	73.96%	67.63%	68.72%	63.34%
Owned: Owns outright	35.00%	33.44%	32.21%	33.13%	31.28%	32.52%	29.19%	30.57%
Owned: Owns with a mortgage or loan	34.97%	28.57%	40.80%	34.17%	41.90%	35.11%	38.88%	32.77%
Owned: Shared ownership	0.38%	0.35%	0.62%	0.95%	0.78%	1.10%	0.65%	0.79%
Social rented	13.34%	12.66%	14.67%	13.89%	13.96%	13.71%	19.27%	17.69%
Social rented: Rented from Council (Local Authority)	6.22%	5.07%	7.59%	5.83%	7.35%	5.81%	13.21%	9.43%
Social rented: Other social rented	7.12%	7.59%	7.08%	8.06%	6.61%	7.90%	6.05%	8.27%
Private rented	14.56%	23.78%	9.72%	16.54%	10.17%	16.27%	9.96%	16.84%
Private rented: Private landlord or letting agency	13.17%	21.96%	8.53%	15.07%	8.77%	14.67%	8.80%	15.42%
Private rented: Employer of a household member	0.16%	0.28%	0.28%	0.29%	0.45%	0.44%	0.26%	0.25%
Private rented: Relative or friend of a household member	1.06%	1.31%	0.64%	0.92%	0.58%	0.84%	0.61%	0.90%
Private rented: Other	0.18%	0.23%	0.27%	0.26%	0.37%	0.32%	0.30%	0.27%
Living rent free	1.75%	1.20%	1.98%	1.32%	1.91%	1.28%	2.05%	1.34%
All Households	55,228	59,513	546,742	605,638	3,287,489	3,555,463	20,451,427	22,063,368

Trend: The two Censuses of 2001 and 2011 (uv63 and QS405EW) show changes in home ownership and occupation. The majority of dwellings are still owned within the private sector. A feature of the last decade has been the increase in the proportion of private renting, a slight fall in social renting and a larger fall in owner-occupation.

Priority 7 Measure 03: Changes in the types of occupied dwellings

Success: Closer match of housing supply to the needs of the area

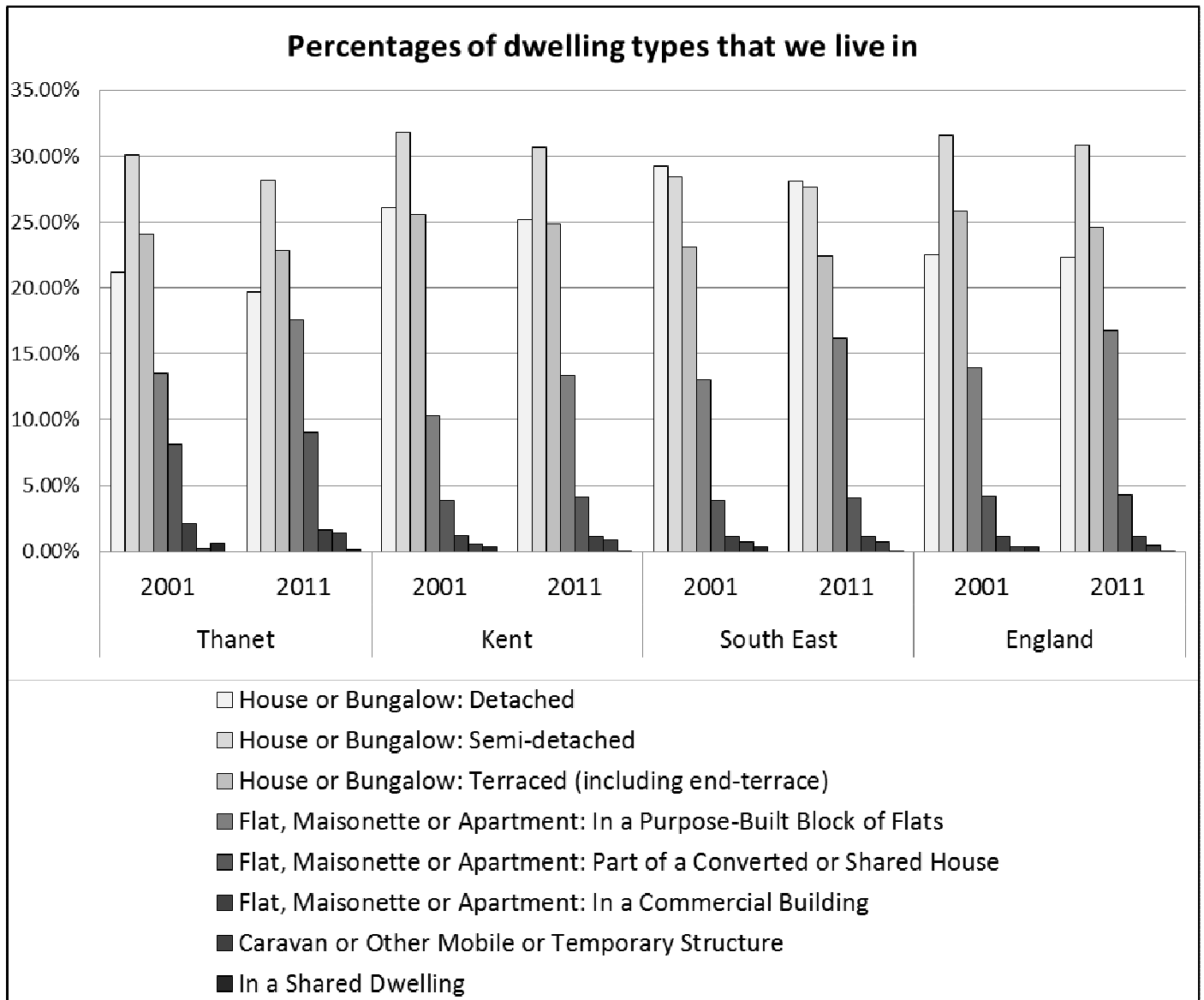


Table 7.3: Proportion of household spaces/dwelling types recorded in national Censuses	Thanet		Kent		South East		England	
	2001	2011	2001	2011	2001	2011	2001	2011
Occupy Own dwelling-space	99.39%	99.87%	99.59%	99.93%	99.61%	99.93%	99.64%	99.91%
House or Bungalow	75.31%	70.69%	83.54%	80.64%	80.85%	78.22%	79.92%	77.68%
House or Bungalow: Detached	21.16%	19.68%	26.06%	25.17%	29.28%	28.08%	22.51%	22.32%
House or Bungalow: Semi-detached	30.08%	28.20%	31.86%	30.62%	28.45%	27.67%	31.57%	30.80%
House or Bungalow: Terraced (including end-terrace)	24.06%	22.81%	25.62%	24.84%	23.12%	22.46%	25.84%	24.56%
Flat, Maisonette or Apartment	23.83%	28.31%	15.47%	18.70%	18.07%	21.35%	19.30%	22.18%
Flat, Maisonette or Apartment: In a Purpose-Built Block of Flats	13.56%	17.62%	10.31%	13.40%	13.02%	16.19%	13.96%	16.78%
Flat, Maisonette or Apartment: Part of a Converted or Shared House	8.13%	9.06%	3.92%	4.16%	3.87%	4.04%	4.19%	4.28%
Flat, Maisonette or Apartment: In a Commercial Building	2.14%	1.64%	1.24%	1.14%	1.17%	1.11%	1.15%	1.12%
Caravan or Other Mobile or Temporary Structure	0.25%	1.42%	0.58%	0.89%	0.69%	0.70%	0.42%	0.44%
In a Shared Dwelling	0.61%	0.13%	0.41%	0.07%	0.39%	0.07%	0.36%	0.09%
All Household Spaces	59,300	64,998	569,631	633,329	3,401,820	3,694,388	21,262,825	22,976,066

Trend: The 10 year Censuses for 2001 and 2011 (uv56 and KS401EW) show the types of dwelling lived in by the usual population. Although there is an increase in the proportion of people living in flats, the majority of people still live in houses or bungalows. The numbers and proportions of empty properties are shown separately. In the absence of specialist surveys this data can be used as a proxy for the distribution of property types in an area, and shows trend in the types of dwellings.

Priority 7 Measure 04: Profile of the numbers of rooms within households

Success: Closer match of housing to the needs of the area

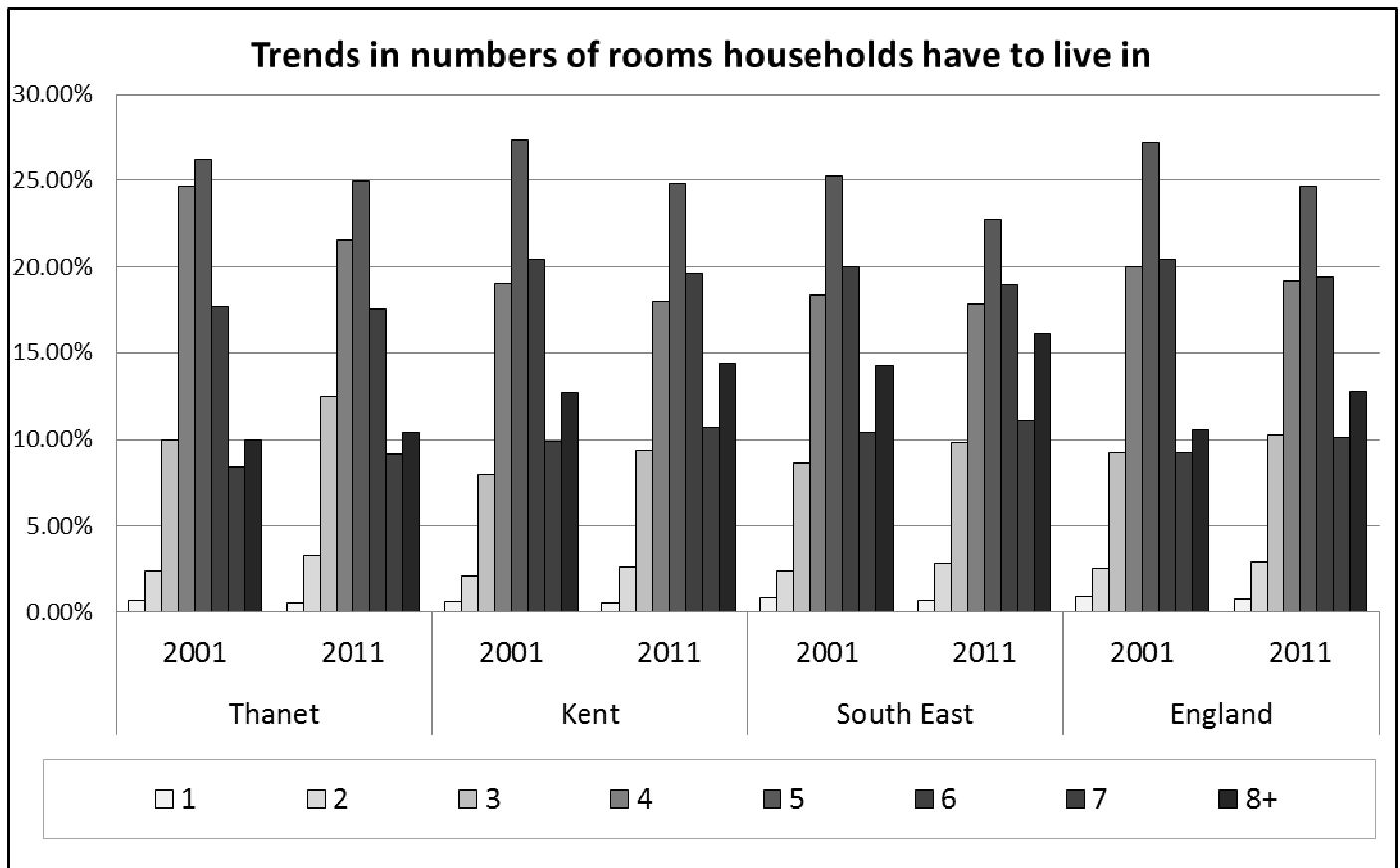


Table 7.4: Percentage of households by occupancy space(excluding kitchen & bathroom)

No. rooms	Thanet		Kent		South East		England	
	2001	2011	2001	2011	2001	2011	2001	2011
1	0.69%	0.54%	0.59%	0.50%	0.79%	0.64%	0.89%	0.78%
2	2.39%	3.27%	2.06%	2.60%	2.39%	2.84%	2.52%	2.91%
3	9.97%	12.49%	7.99%	9.40%	8.61%	9.82%	9.20%	10.26%
4	24.66%	21.57%	19.01%	18.00%	18.35%	17.85%	19.97%	19.16%
5	26.22%	24.96%	27.27%	24.80%	25.25%	22.70%	27.13%	24.69%
6	17.71%	17.58%	20.46%	19.60%	19.99%	18.95%	20.47%	19.38%
7	8.41%	9.15%	9.89%	10.70%	10.40%	11.08%	9.23%	10.08%
8+	9.96%	10.44%	12.73%	14.40%	14.22%	16.12%	10.59%	12.74%
Households	55,228	59,513	546,742	605,638	3,287,489	3,555,463	20,451,427	22,063,368

Trend: The 10 year Censuses for 2001 and 2011 (uv57 and QS407EW) shows a general trend towards households having a greater number of rooms to live in, during this decade.

Priority 7 Measure 05: Changes in the number of people in households – trends in household size.

Success: Closer match of housing to the needs of the area

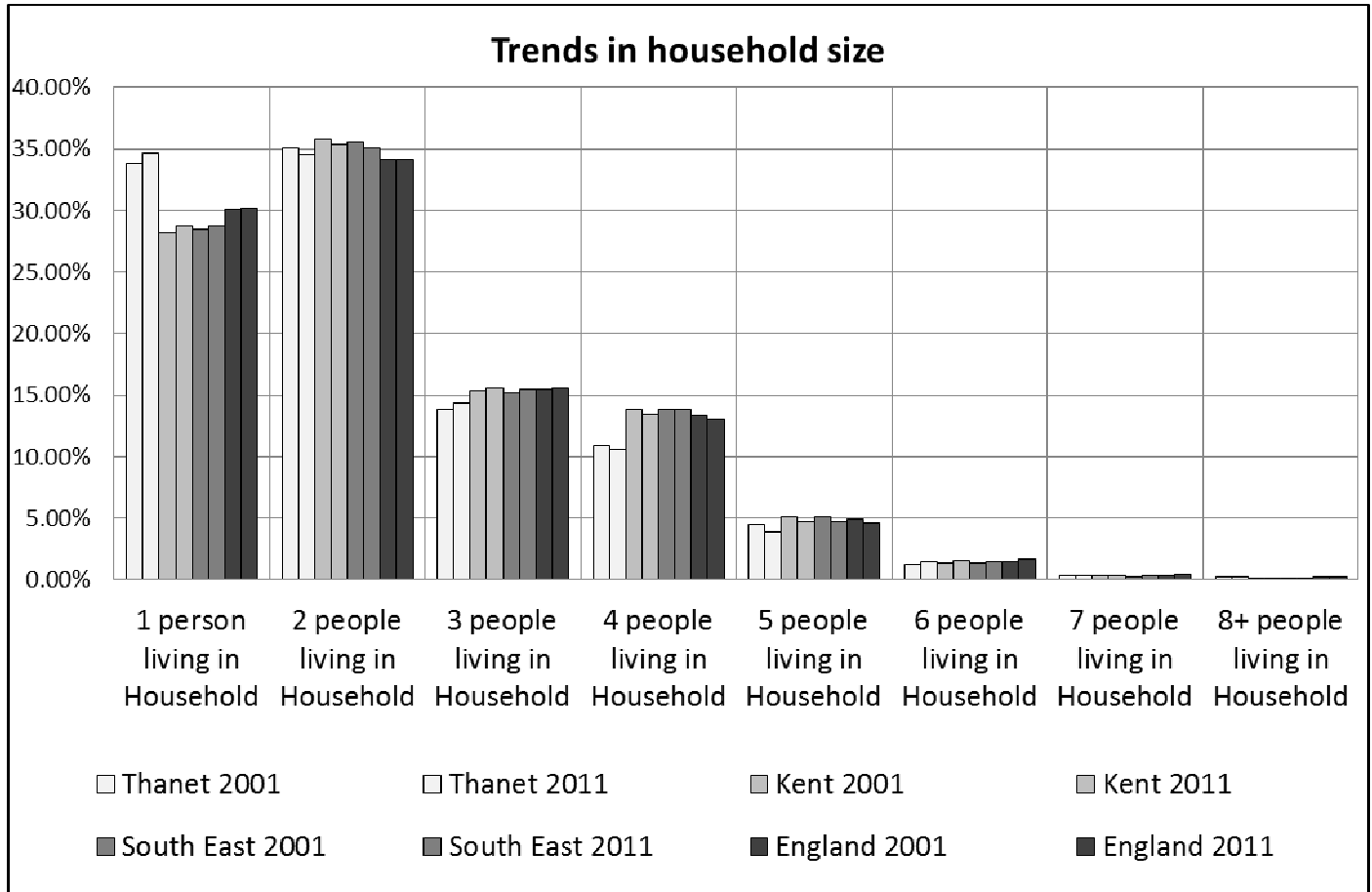


Table 7.5: Trends in household size (percentages of households with different number of rooms)

National Census data	Thanet		Kent		South East		England	
	2001	2011	2001	2011	2001	2011	2001	2011
1 person living in Household	33.82%	34.69%	28.13%	28.78%	28.52%	28.78%	30.07%	30.22%
2 people living in Household	35.08%	34.56%	35.77%	35.37%	35.53%	35.10%	34.16%	34.19%
3 people living in Household	13.85%	14.31%	15.33%	15.57%	15.18%	15.52%	15.46%	15.58%
4 people living in Household	10.91%	10.55%	13.85%	13.43%	13.90%	13.86%	13.36%	12.99%
5 people living in Household	4.50%	3.88%	5.11%	4.76%	5.09%	4.71%	4.93%	4.66%
6 people living in Household	1.24%	1.45%	1.33%	1.59%	1.34%	1.51%	1.46%	1.67%
7 people living in Household	0.38%	0.34%	0.33%	0.33%	0.29%	0.33%	0.34%	0.40%
8+ people living in Household	0.20%	0.21%	0.15%	0.17%	0.15%	0.19%	0.22%	0.28%
All Occupied Household Spaces	55,228	59,513	546,742	605,638	3,287,489	3,555,463	20,451,427	22,063,368

Trend: The 10 year Censuses for 2001 and 2011 (uv51 and QS406EW) show household size is generally getting smaller. Approximately two-thirds of households have one or two people in them. The characteristics of households are outlined below.

Priority 7 Measure 06: Changes in the number and proportion of different types of household

Success: Closer match of housing to the needs of the area

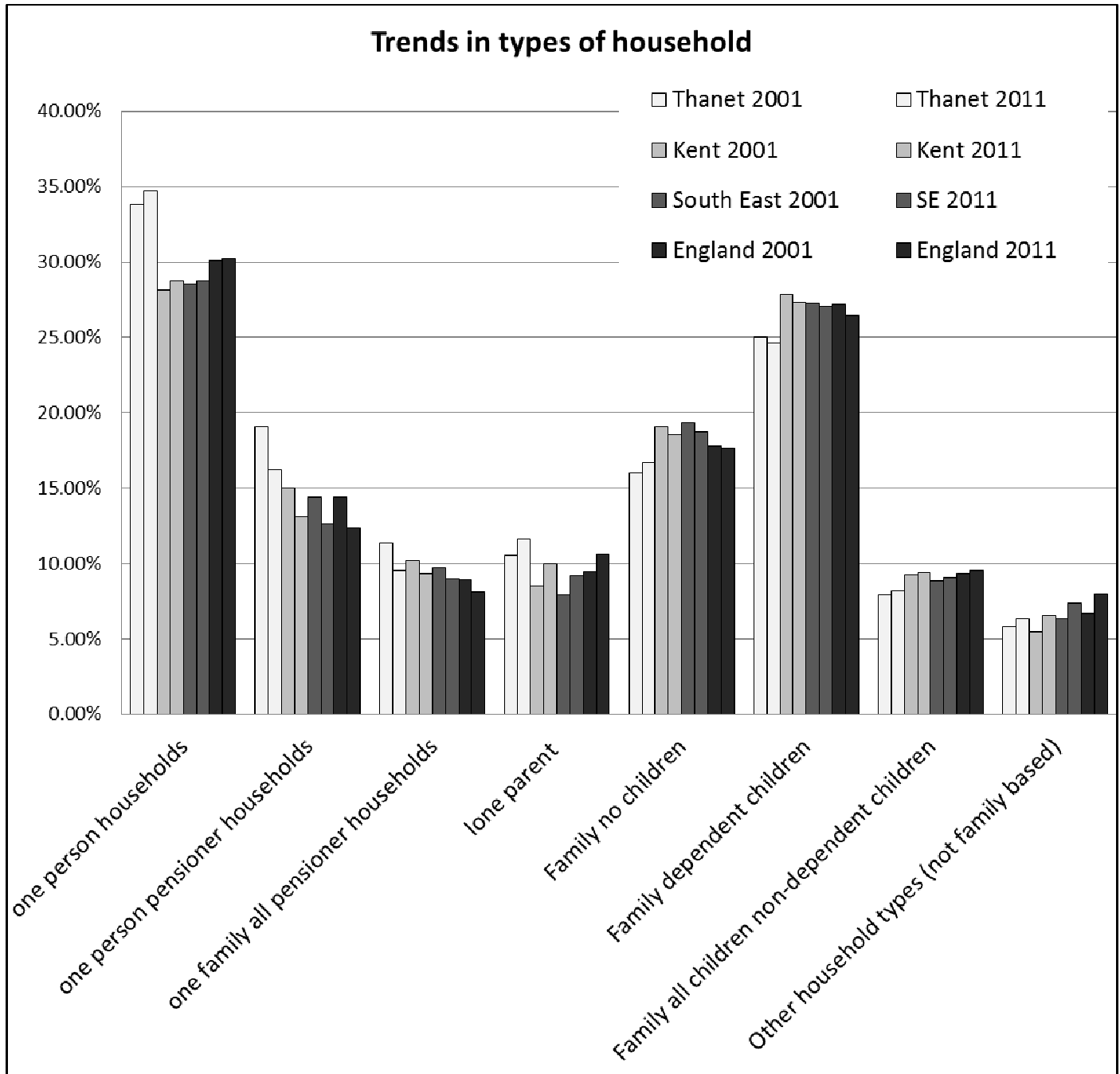


Table 7.6: Trends in the proportions of households with different familial structure								
	Thanet		Kent		South East		England	
	2001	2011	2001	2011	2001	2011	2001	2011
one person households	33.82%	34.69%	28.13%	28.78%	28.52%	28.78%	30.07%	30.22%
one person pensioner households	19.10%	16.21%	14.99%	13.10%	14.39%	12.66%	14.37%	12.35%
one family all pensioner households	11.39%	9.49%	10.23%	9.34%	9.74%	8.96%	8.93%	8.11%
lone parent	10.55%	11.65%	8.54%	10.01%	7.91%	9.18%	9.46%	10.61%
Family no children	16.06%	16.68%	19.10%	18.56%	19.31%	18.74%	17.77%	17.64%
Family dependent children	25.01%	24.64%	27.86%	27.35%	27.27%	27.09%	27.21%	26.47%
Family all children non-dependent children	7.92%	8.14%	9.22%	9.41%	8.82%	9.08%	9.33%	9.56%
Other household types (not family based)	5.80%	6.35%	5.45%	6.55%	6.35%	7.35%	6.70%	8.00%
Total Households	55,228	59,513	546,742	605,638	3,287,489	3,555,463	20,451,427	22,063,368

Trend: The 10 year Censuses for 2001 and 2011 (uv65 and QS113EW) show the trend towards changes in the household structure. Most people still live in families, but families are getting smaller, and there is an increase in non-family based households.

Priority 7 Measure 07: Changes in the number of vacant dwellings and the proportion of long-term 'voids'

Success: Better use of housing stock to meet needs in the area

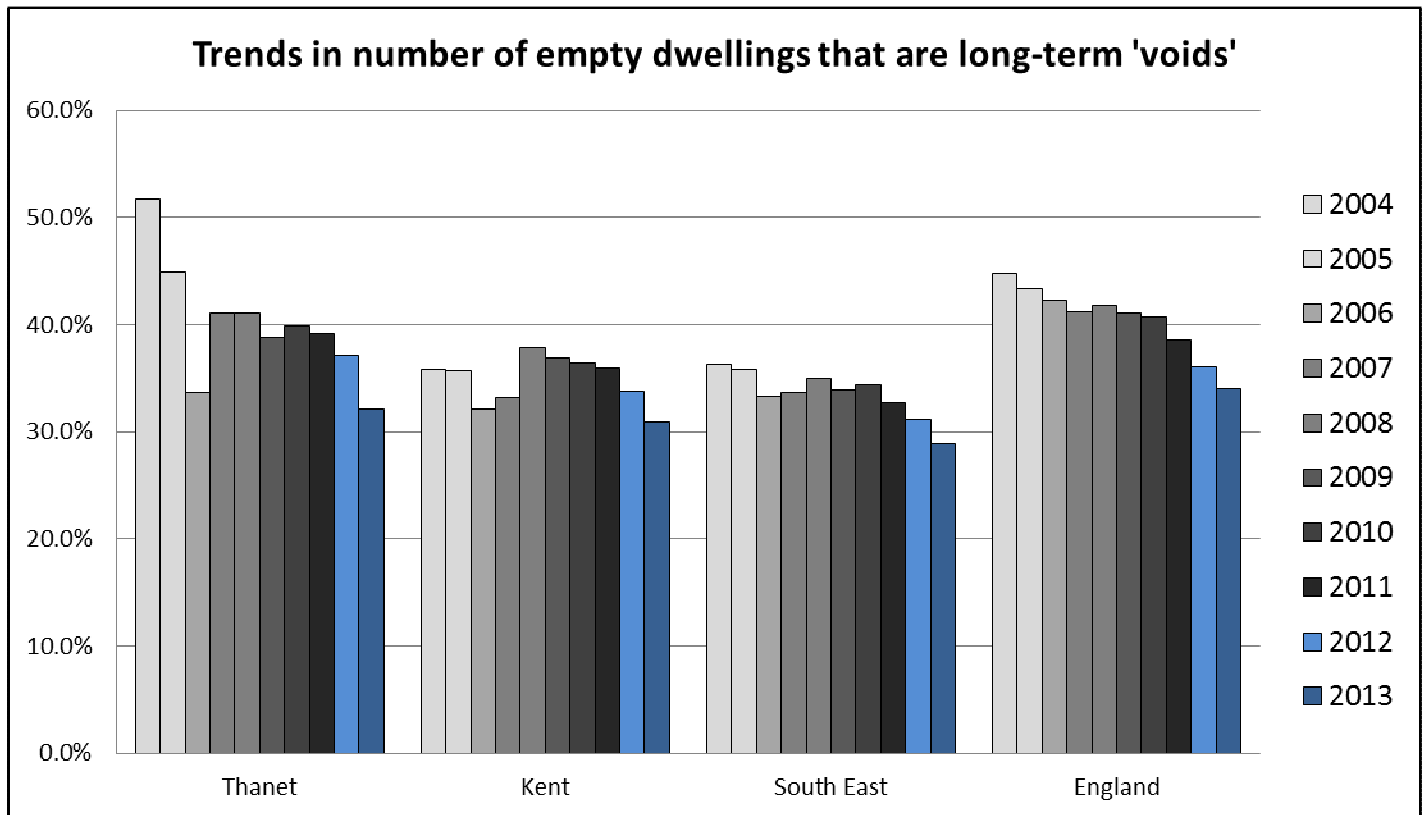


Table 7.7: Trends in the numbers of empty dwellings

Year	Thanet	Kent	South East	England
2004	2,956	20,052	97,804	710,935
2005	2,496	20,561	100,480	723,509
2006	2,733	21,506	102,812	744,931
2007	3,188	21,416	101,809	763,319
2008	3,482	20,196	102,884	783,119
2009	3,628	20,307	103,426	770,496
2010	3,340	19,473	98,996	737,147
2011	3,377	19,621	99,606	719,352
2012	3,065	19,012	98,391	704,357
2013	2,452	16,640	89,010	635,127

Trend: Department of Community and Local Government (DCLG) figures (Housing Table 615) show a decline in the number of empty dwellings and the proportion of empty dwellings that are empty long-term.

Priority 7 Measure 08: Changes in the ratio of median house prices to median earnings

Success: More affordable homes as evidenced by lower ratio

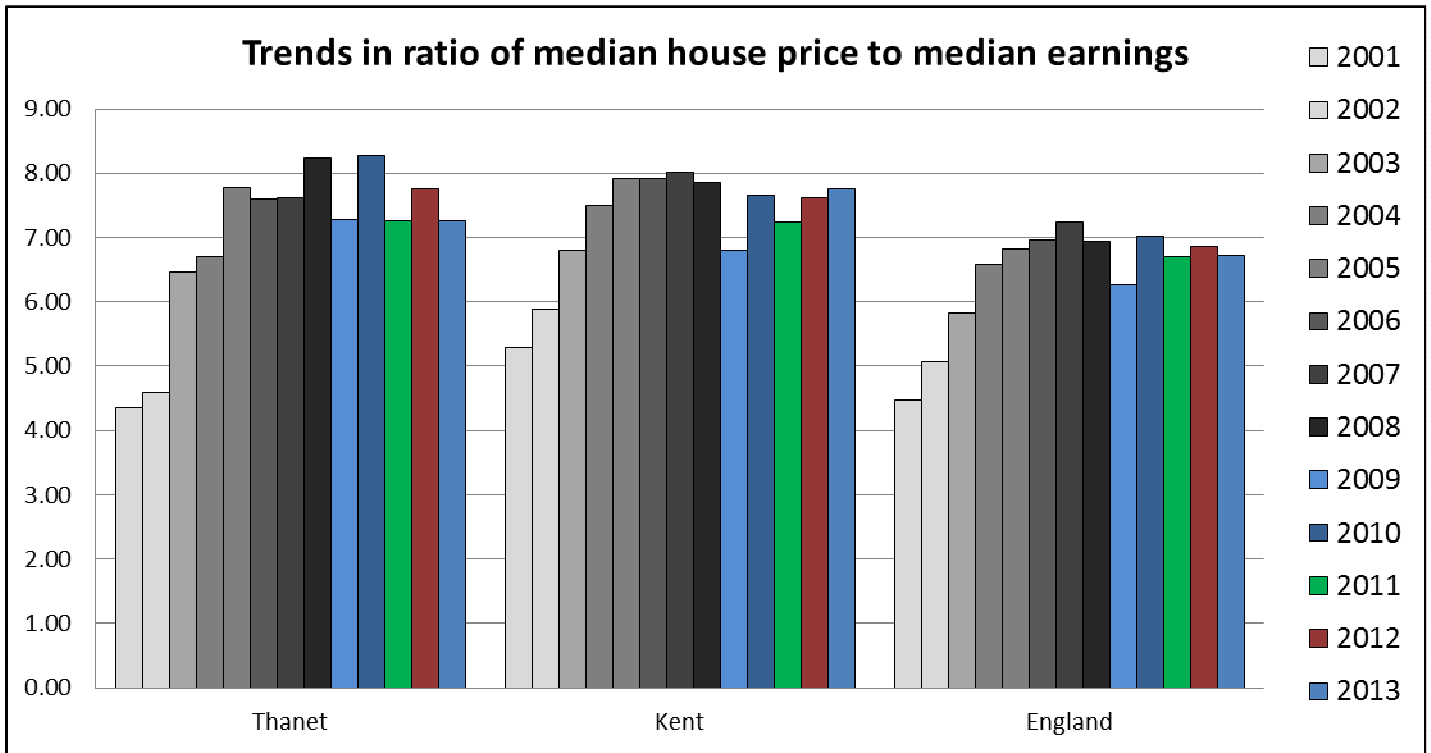


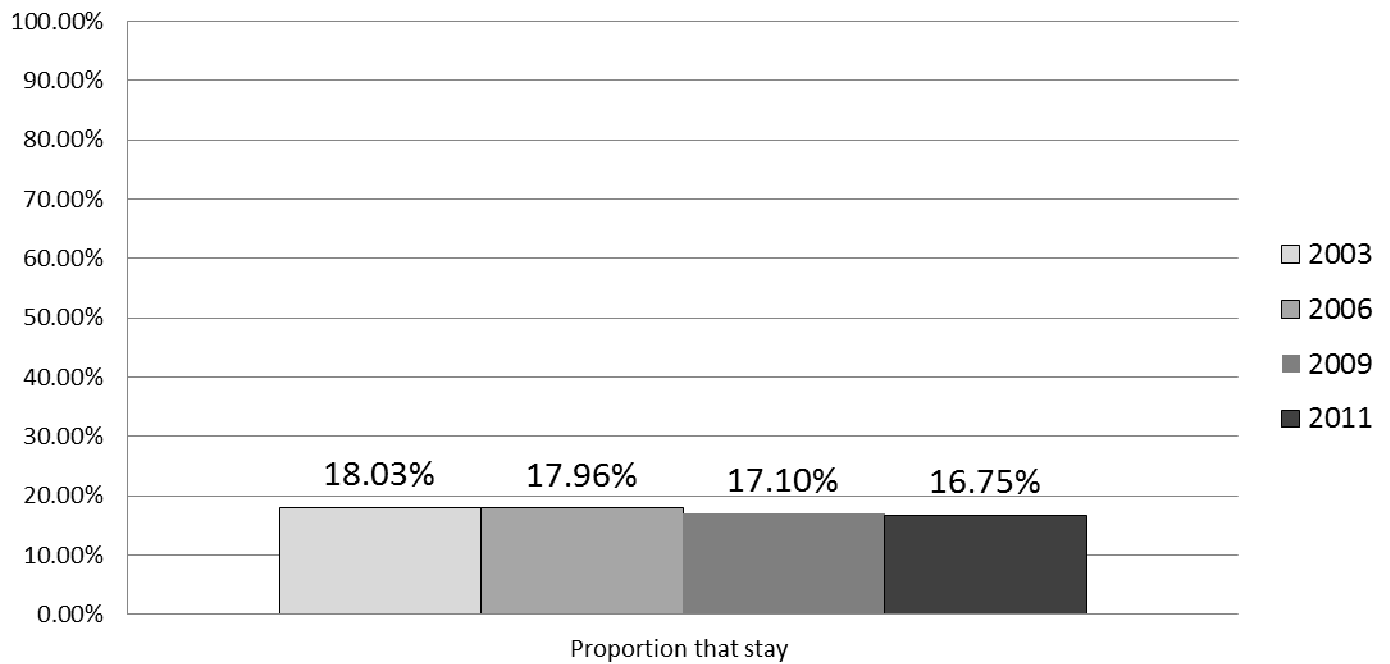
Table 7.8: Trends in the ratio of median house price to median earnings

Year	Thanet	Kent	England
2001	4.36	5.30	4.47
2002	4.59	5.90	5.07
2003	6.46	6.81	5.83
2004	6.70	7.50	6.58
2005	7.77	7.91	6.81
2006	7.60	7.92	6.97
2007	7.62	8.01	7.23
2008	8.24	7.85	6.93
2009	7.29	6.80	6.27
2010	8.28	7.66	7.01
2011	7.26	7.25	6.69
2012	7.75	7.61	6.86
2013	7.27	7.75	6.72

Trend: DCLG housing market figures (Housing Table 577) shows that buying your own home is becoming less affordable option over the last thirteen years.

Priority 8: We will support excellent and diverse cultural facilities and activities for our residents and visitors

The evidence monitored by TDC relates to tourism trends, and we are still reliant on Cambridge Model data. The trends over the last decade show increasing visitor numbers and local direct spending, but a decline in the proportion of visitors that stays overnight. The average direct visitor spend seems to have changed little over the last five years. The tourism service was one of the few where resident satisfaction levels rose in the last Annual Budget Consultation – though the figure was still low.

Priority 8 Measure 01: Numbers of visitors to Thanet**Success:** More visitors and evidence of increasing tourism**Proportion of visitors to Thanet that stay overnight****Table 8.1: Estimate of Thanet visitor number showing day-visits and those that stay longer**

Year	No Staying	No Day visitors	Total people
2003	497,000	2,259,000	2,756,000
2006	498,596	2,277,971	2,776,567
2009	521,000	2,525,000	3,046,000
2011	524,000	2,604,000	3,128,000

Trend: The triennial 'Cambridge model' for estimating trends in tourism shows that the number of visitors to Thanet is increasing, but that the proportion that stay overnight has decreased over the last ten years.

Priority 8 Measure 02: Average spend by visitors to Thanet

Success: Increasing visitor spend

Average amount of direct spending by visitors

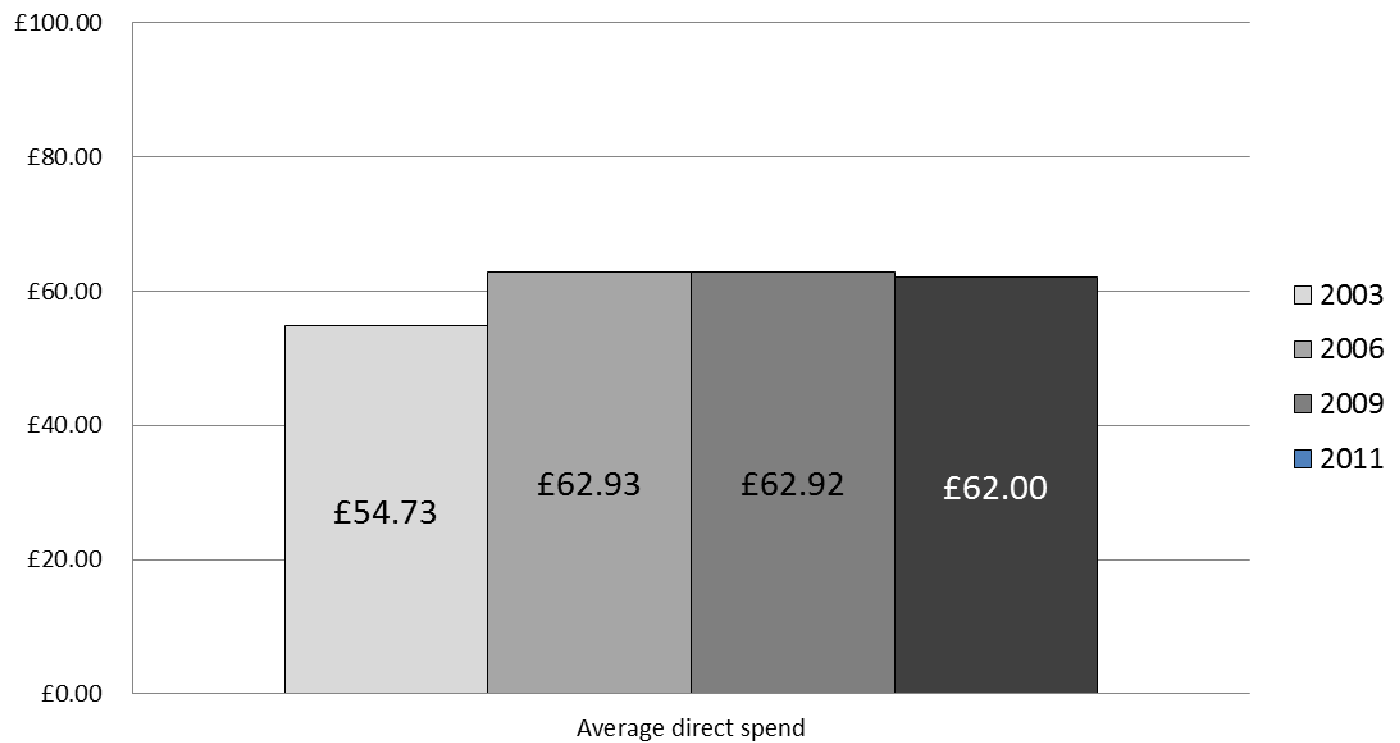


Table 8.2: Estimate of average direct spend by visitors to Thanet (no multiplier factored in)

Year	Stayer	Day Visitor	Other	Total spend	Average Spend
2003	£84,421,000	£54,142,000	£12,285,000	£150,848,000	£54.73
2006	£89,385,814	£72,644,507	£12,690,000	£174,720,321	£62.93
2009	£93,453,000	£82,311,000	£15,882,000	£191,646,000	£62.92
2011	£97,455,000	£86,204,000	£10,288,000	£193,947,000	£62.00

Trend: The triennial 'Cambridge model' for estimating trends in tourism shows that the total amount being directly spent by visitors is increasing, but that this is related to increased visitor numbers rather than by increase in average amount being spent by visitors.

Priority 9: We will support a broad range of sports, leisure and coastal facilities and activities

Visitor trends to Your Leisure run sports facilities in Thanet shows a steady rise over the last five years, though the overall proportion of adults participating in at least one session of 30 minutes sport or other exercise a week remains lower than the other comparators. And, the adult obesity levels appear to be increasing.

Priority 9 Measure 01: Percentage of residents participating in at least one 30 minute session of sport a week

Success: Increase in active exercise as a means of improving health and wellbeing

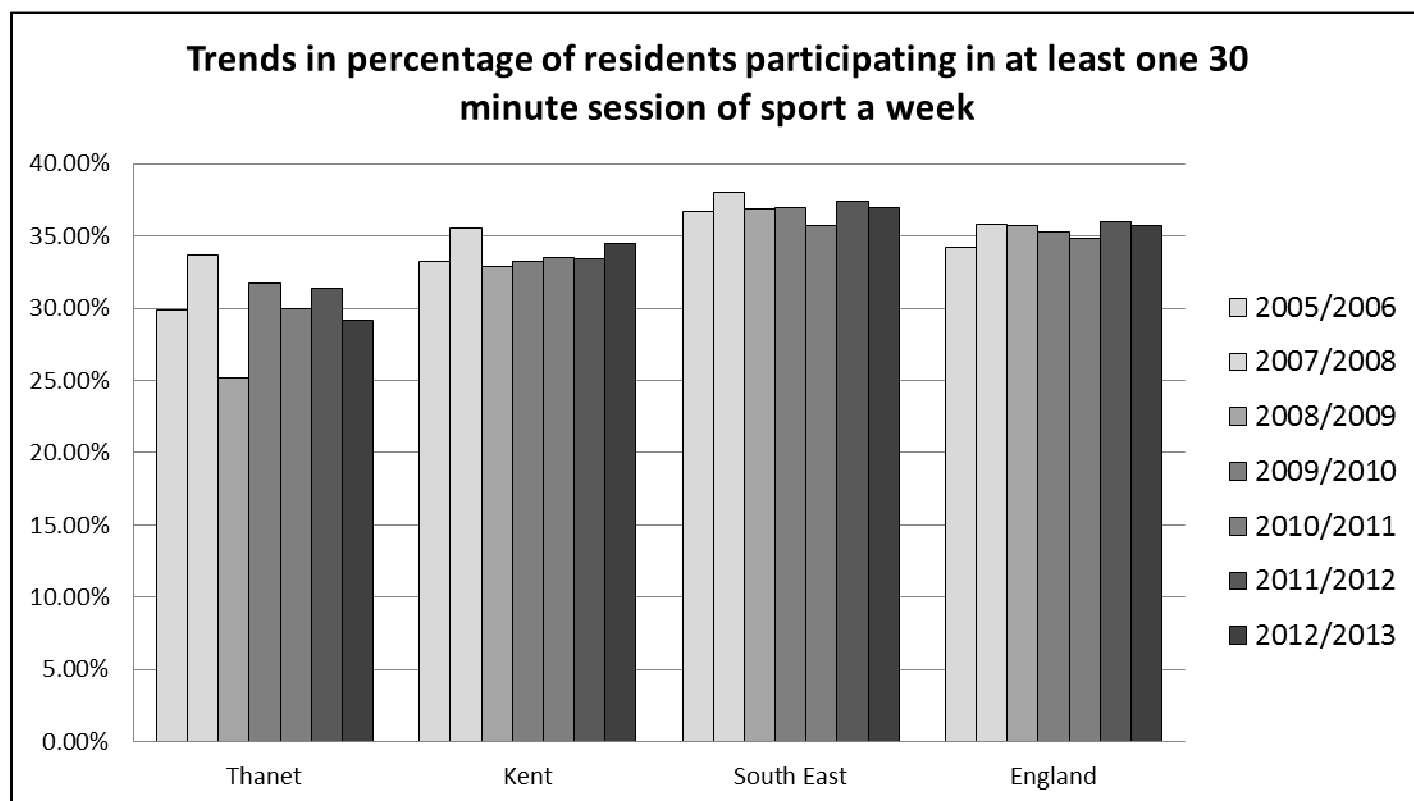


Table 9.1: Trends in the proportion of residents participating in at least one session of 30 minutes sport weekly

Year	Thanet	Kent	South East	England
2005/2006	29.90%	33.20%	36.70%	34.20%
2007/2008	33.70%	35.50%	38.00%	35.80%
2008/2009	25.20%	32.90%	36.90%	35.70%
2009/2010	31.70%	33.20%	37.00%	35.30%
2010/2011	30.00%	33.50%	35.70%	34.80%
2011/2012	31.40%	33.40%	37.40%	36.00%
2012/2013	29.20%	34.50%	37.00%	35.70%

Trend: Sport England's annual Active People Survey shows the trend in participation in sport is more volatile in Thanet than elsewhere, and is lower. This may be taken as one piece of evidence to suggest less healthy lifestyles.

Priority 9 Measure 02: Number of visits to Your Leisure run sport facilities in Thanet

Success: Increase in active exercise as a means of improving health and wellbeing

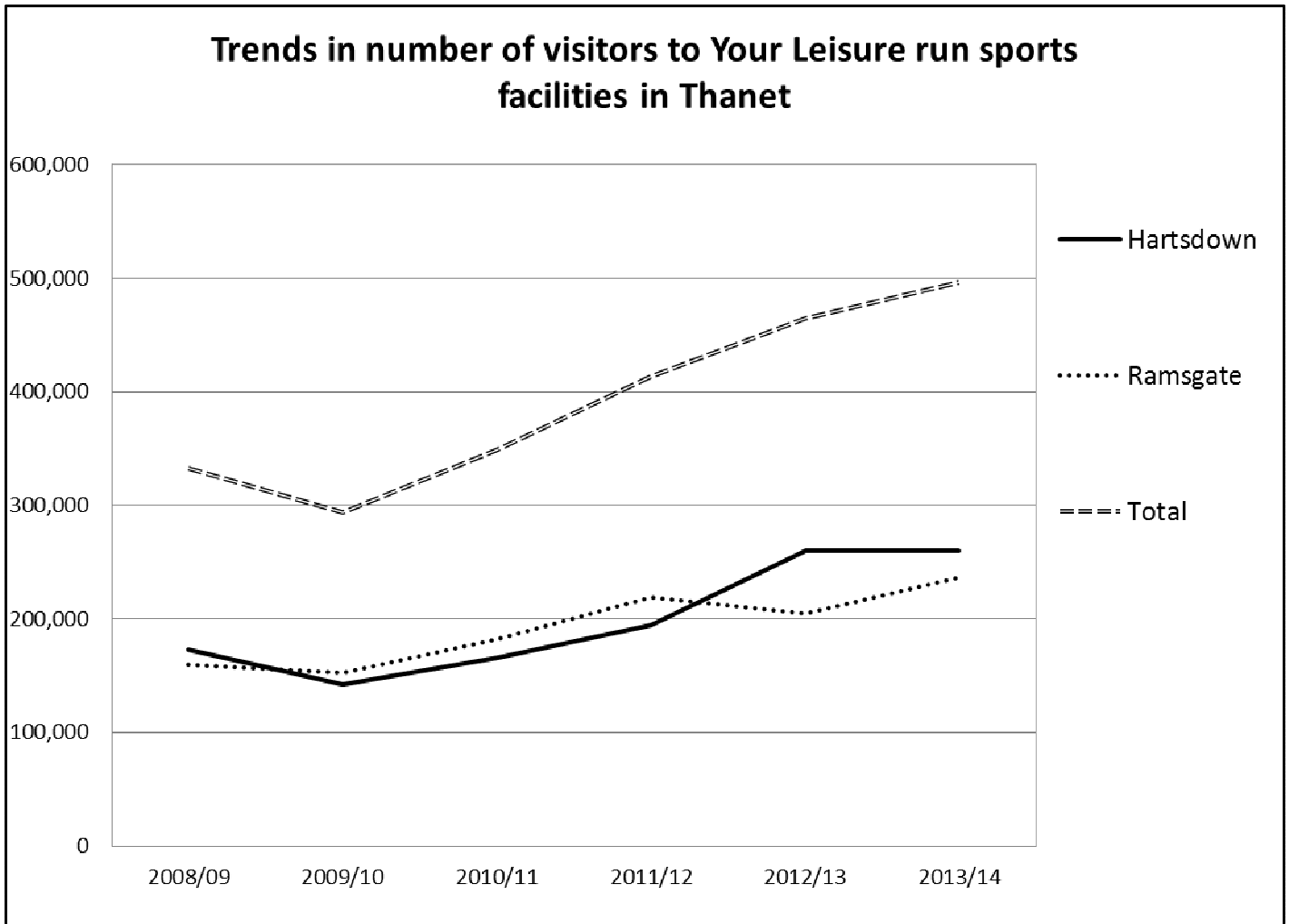


Table 9.2: Trends in the number of visits to Your Leisure run sports facilities in Thanet

Year	Hartsdown	Ramsgate	Total
2008/09	172,549	160,158	332,707
2009/10	141,835	152,117	293,952
2010/11	166,313	182,417	348,730
2011/12	194,385	219,492	413,877
2012/13	260,024	204,523	464,547
2013/14	260,116	236,694	496,810

Trend: Your Leisure data supplied to TDC shows an increase in use of both of the main sports facilities in Thanet.

Priority 9 Measure 04: Proportion of people over 16 who are clinically obese

Success: Reduction in obesity levels as one indicator of improving health

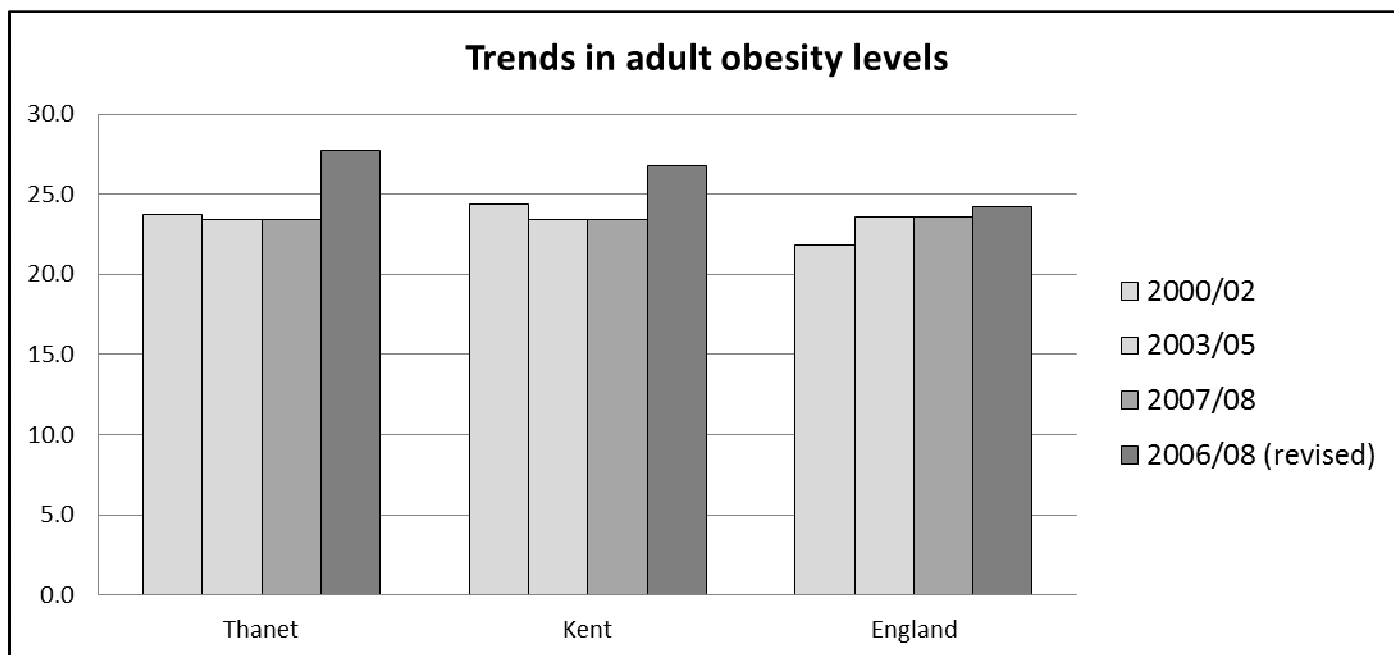


Table 9.4: Trends in adult obesity levels

Year	Thanet	Kent	England
2000/02	23.7	24.4	21.8
2003/05	23.4	23.4	23.6
2007/08	23.4	23.4	23.6
2006/08 (revised)	27.7	26.8	24.2

Trend: NHS health profiles suggest a general rise in obesity.

Priority 10: We will influence the work of other agencies to ensure the best outcome for Thanet

Priority 10 Measures: No contextual measures are currently tracked

Priority 11: Protecting and enhancing our public open spaces

The Land Use Survey (LUS), 2005 is the only appraisal of land-use areas in the last decade that has been statistically validated by government. It shows that although Thanet has a relatively high level of garden space the proportion of green space is low (67%) compared to the region and country.

Priority 11 Measure 01: Proportion of the area that is green space

Success: Conservation of green space

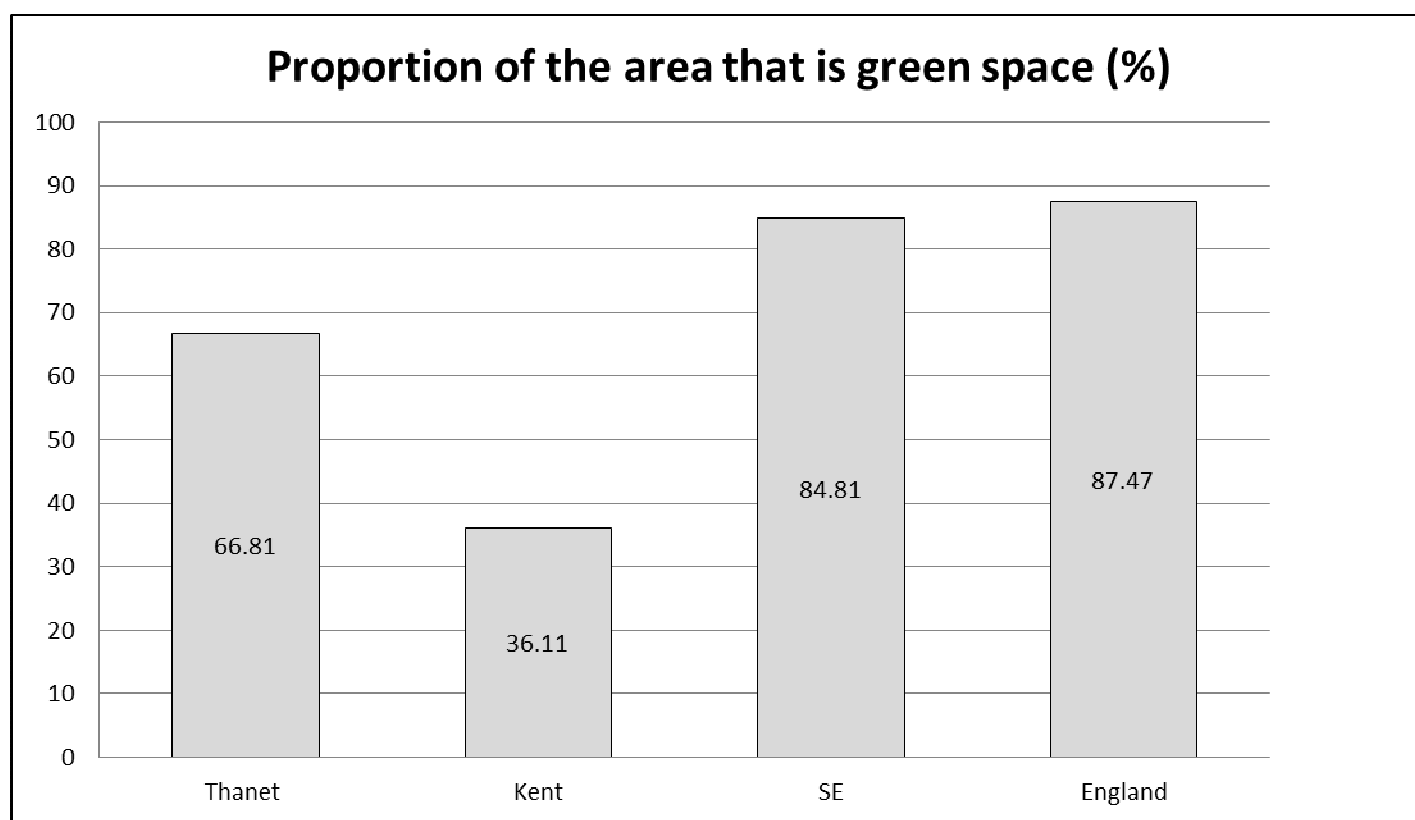


Table 11.1: Proportion of green space

Year	Thanet	Kent	SE	England
2005	66.81	36.11	84.81	87.47

Trend: The 2005 Land Use Survey shows the level. But as the survey was a 'one-off' it is not possible to comment on trend from this data.