

Getting to know your parish

What is this spotlight?

This short spotlight brings together a range of information about your parish, both in terms of your congregations, but also the wider community living in your area. It covers areas such as Christian affiliation, population age and ethnicity profiles, household structures, deprivation, employment, schools and qualifications, alongside church statistics such as attendance and giving.

How should I use it?

This spotlight is not an end in itself, but rather a starting place for you to explore further. You may want to discuss it at a PCC meeting or with leadership teams. We've included some questions on each page to help you to think about the information, however some things will be of more relevance in some areas than others, and these are just suggestions to get you started. We've also included some bigger questions about what to do next at the end of the spotlight on page 17. There's space for you to write some notes here. It might be helpful to write a short paragraph to summarise your community profile or note down anything that has struck you as particularly important. There are also details at the end for where you can find further information should you want to dig a little deeper.

Questions

There is information at the end of the spotlight about where this data comes from and how it was calculated. If you have any further queries then please do contact the Research and Statistics team at statistics.unit@churchofengland.org

Contents

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3. Ethnicity: ethnicity profile of your community
4. Integration: English language speaking and length of UK residency in your community
5. Religious affiliation: religious affiliation in your community
6. Households: families, dependents, one person households, temporary residents and housing tenure
7. Marital and civil partnership status
8. Employment: occupations, benefits and mobility in your community
9. Education: CofE schools and qualification levels in your community
10. Health: people with health problems and carers in your community
11. Deprivation: different types of deprivation in your community



Parish of: Longfield: St Mary Magdalene

Parish Code: 310080

PARISH OVERVIEW

Deanery	COBHAM
Archdeaconry	ROCHESTER
Diocese	Rochester
Included Churches	
631080	Longfield: St Mary Magdalene

Fresh Expressions Sorry, no Fresh Expressions listed for this parish.



Parishioners at glance

Population

2001³ 2,400

2011² 2,700

Proportion Christian

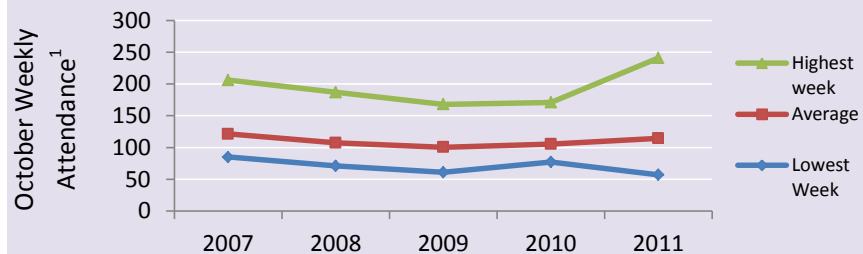
2001³ 81%

2011² 72%

Age Profile (2011²)

Age Group	Parish
0-4	3%
5-15	10%
16-64	54%
65 +	32%

Annual Parochial Returns



2011 Tax Efficient Planned Giving/person/week ¹	2011 Electoral Roll ¹	2011 Parish Share Paid ¹
£9	100	£10,000

Issues to look out for in your parish

Female Life Expectancy

Housing Access

Crime & Disorder Environment

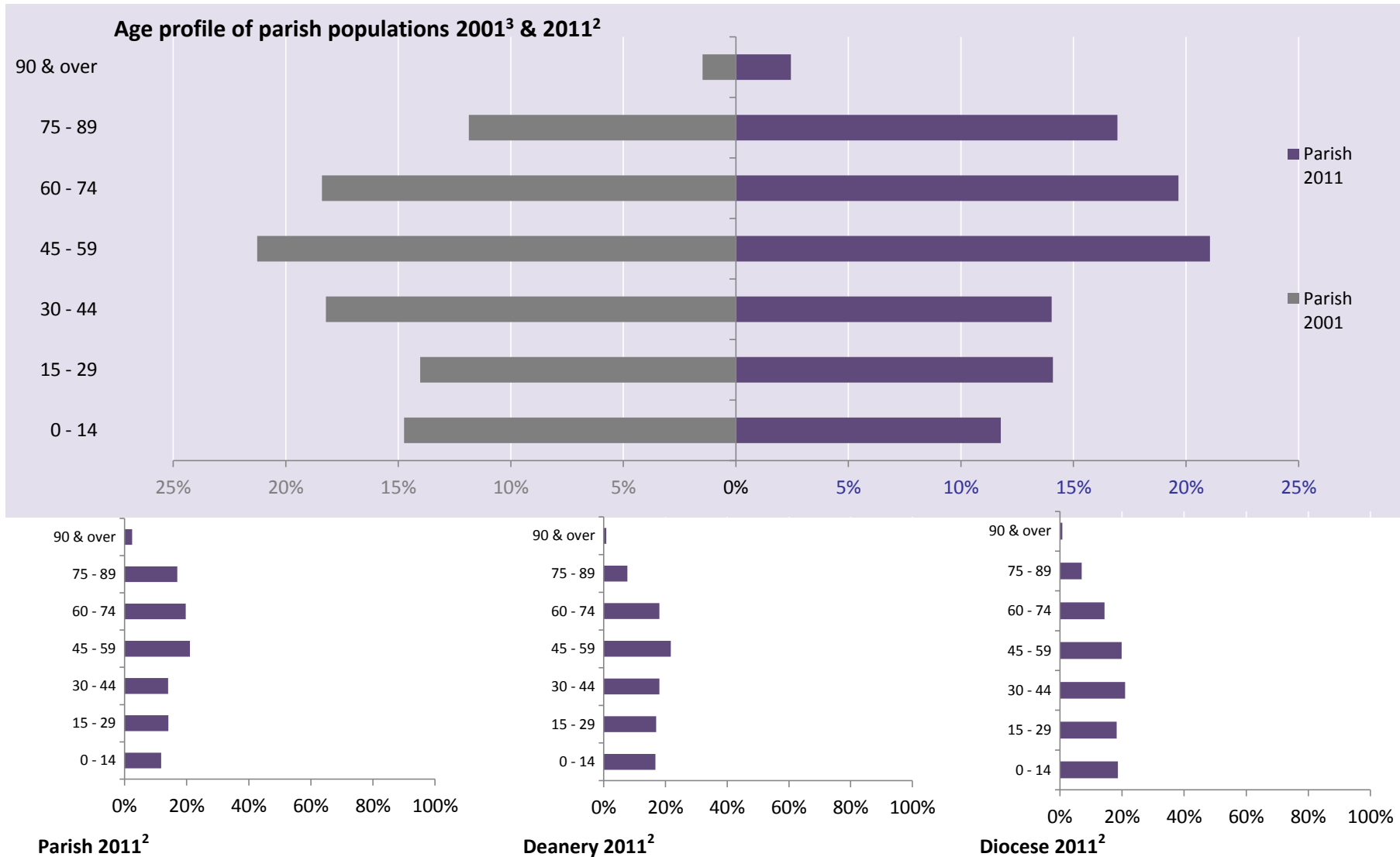
Low/No Qualifications

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Demographics: AGE PROFILE AND ATTENDANCE AT SERVICES



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Does the age profile of your congregation match that of your parish? Are you engaging with the parish's largest demographic: those aged 45 - 59?

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Demographics: AGE PROFILE AND ATTENDANCE AT SERVICES

Comparable Age profile of Adults

	18 - 44	45 - 64	65 +
Diocesan Congregation ⁴ (2007)	19%	33%	49%
Diocesan Population ² (2011)	46%	34%	21%



Age	Parish Population ² (2011) (nearest 50)	Highest Weeks Attendance 2011 ¹	Infant & Juvenile Baptisms 2011 ¹
0 - 4	100	135	4
5 - 15	250		
16 - 64	1,450	106	
65 +	850		



Diocesan Core Congregation Age Profile⁴ (2007)



Does the age profile of your congregation match that of your parish?

Demographics: ETHNICITY

Detailed Parish Ethnicity² 2011

British	Irish	Gypsy or Irish Traveller	Other White	
92%	1%	<1%	2%	
White & Black Caribbean	White & Black African	White & Asian	Other Mixed	
<1%	<1%	<1%	<1%	
Indian	Pakistani	Bangladeshi	Chinese	Other Asian
2%	<1%	0%	1%	1%
African	Caribbean	Other Black		
<1%	<1%	<1%		
Arab	Other Ethnic Group			
<1%	<1%			

Percentage Minority Ethnic Background

Diocesan Population ² (2011)	11%
Diocesan Core Congregation ⁴ (aged 18+ only) (2007)	3%

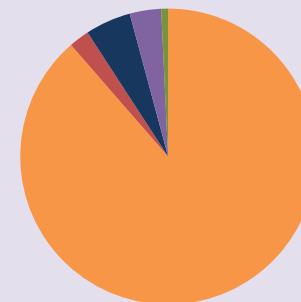
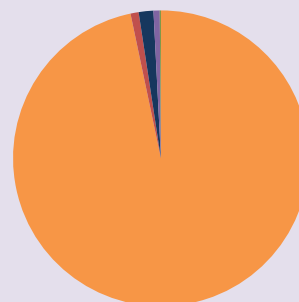
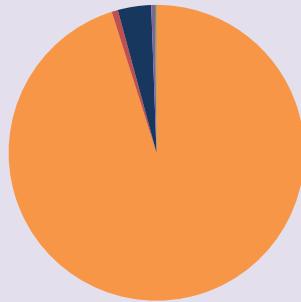
Parish
Percentage
ME: 5%

Parish Ethnicity² 2011

Parish Ethnicity³ 2001

Diocese Ethnicity² 2011

- White
- Mixed/Multiple ethnic group
- Asian/Asian British
- Black or Black British
- Other ethnic group



Does the ethnicity profile of your congregation match that of your parish? Are you engaging with the parish's largest demographics: those describing themselves as White or Asian/Asian British?

Demographics: Integration



²Percentage of people who



<1%

Cannot speak English well or cannot speak English



3%

Can speak English well or very well



97%

Have English as their main language (English or Welsh if in Wales)

²Resident in UK:

Less than 2 years

2 years or more but less than 5 years

5 years or more but less than 10 years

10 years or more

Born in the UK



1%

1%

1%

4%

93%

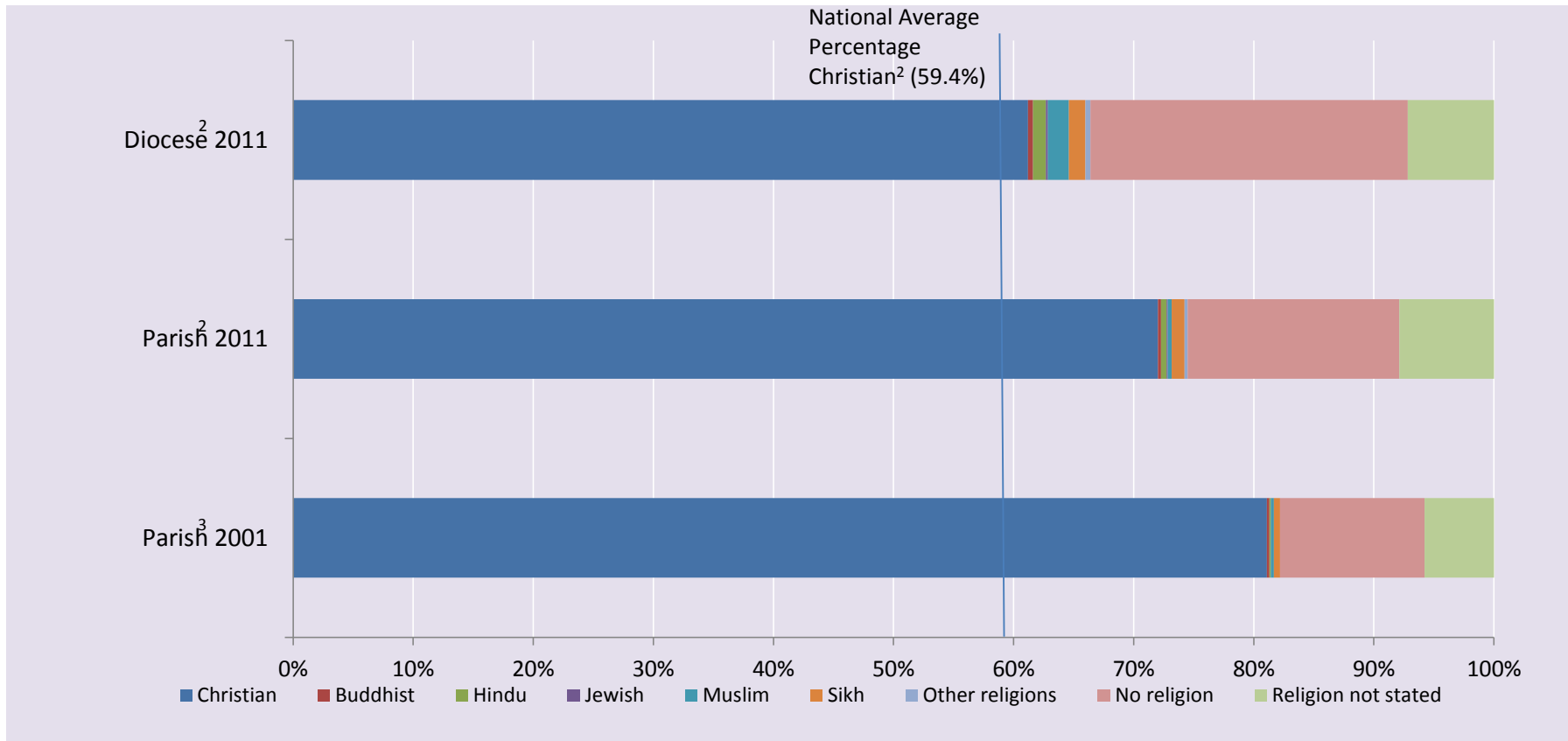
Are services in your parish accessible to all residents? Do you offer any services in foreign languages? What can you offer those who may not have been in the UK for long?

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RELIGIOUS AFFILIATION



Christians in your Parish

In your parish ²72% of the population (that is 1,950 people) declared themselves as Christian in 2011

Statistics from the Annual Parochial Returns 2011	Easter Communicants ¹	91
	Easter Day Attendance ¹	122
	Christmas Communicants ¹	66
	Christmas Attendance ¹	433

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How has the religious affiliation of those living in your parish changed over the past decade? How closely does it match that of the Diocese as a whole? Are Christians in your parish engaging with your churches? How are you engaging with other faith groups?

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HOUSEHOLDS, LIFESTYLE AND THE COMMUNITY I

Household Spaces² 2011

With at least one usual resident i.e. not vacant	98%
Caravan or other mobile or temporary structure	<1%

Social rented as a percentage of all households² 5%

Tenure²



Owner occupied households
(including shared ownership)



Private Rented households
(including those living rent free)

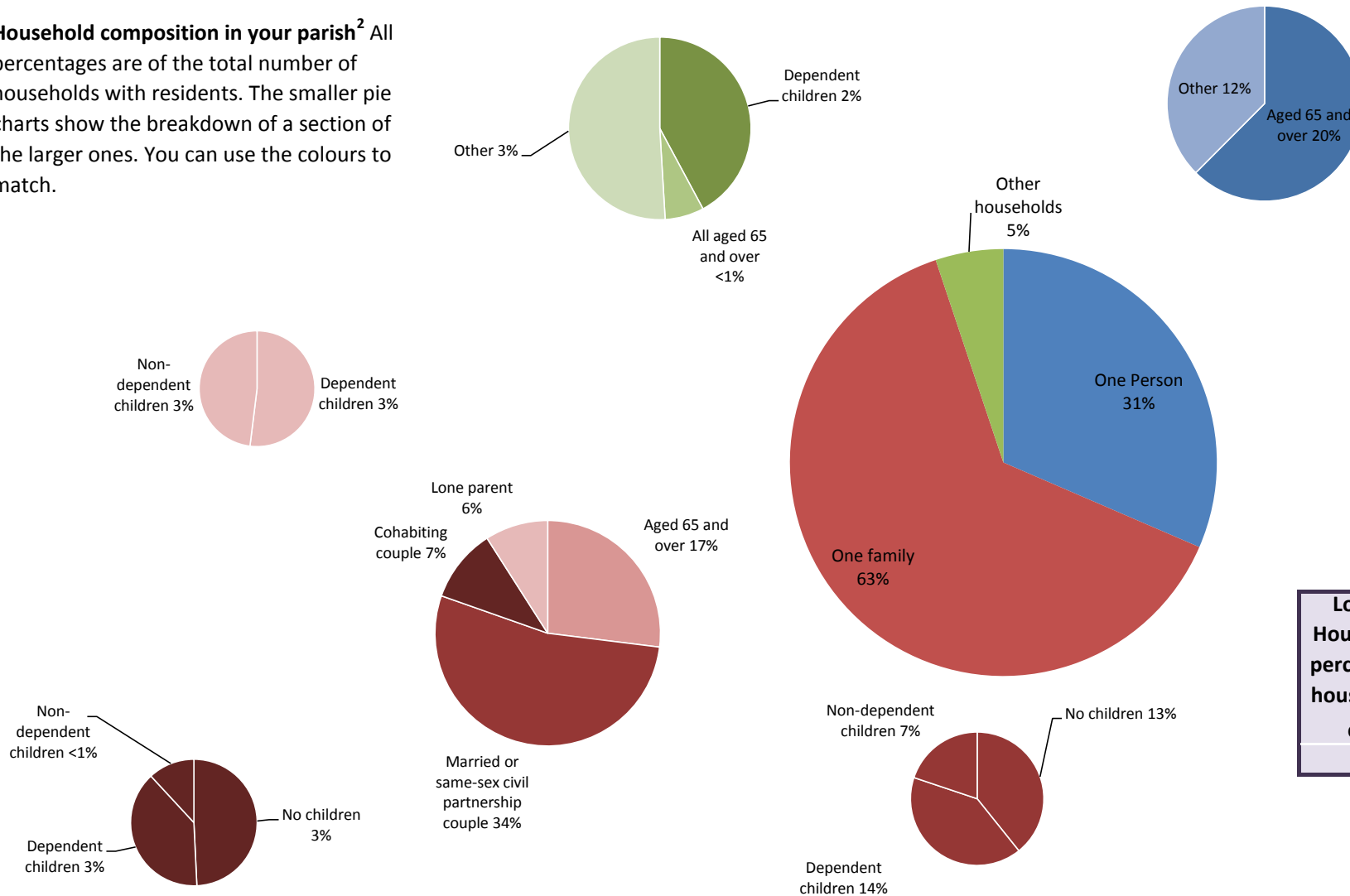


Social Rented households

Who lives in your parish? Are there issues with access to housing? How permanent are your parishioners?

HOUSEHOLDS, LIFESTYLE AND THE COMMUNITY II

Household composition in your parish² All percentages are of the total number of households with residents. The smaller pie charts show the breakdown of a section of the larger ones. You can use the colours to match.



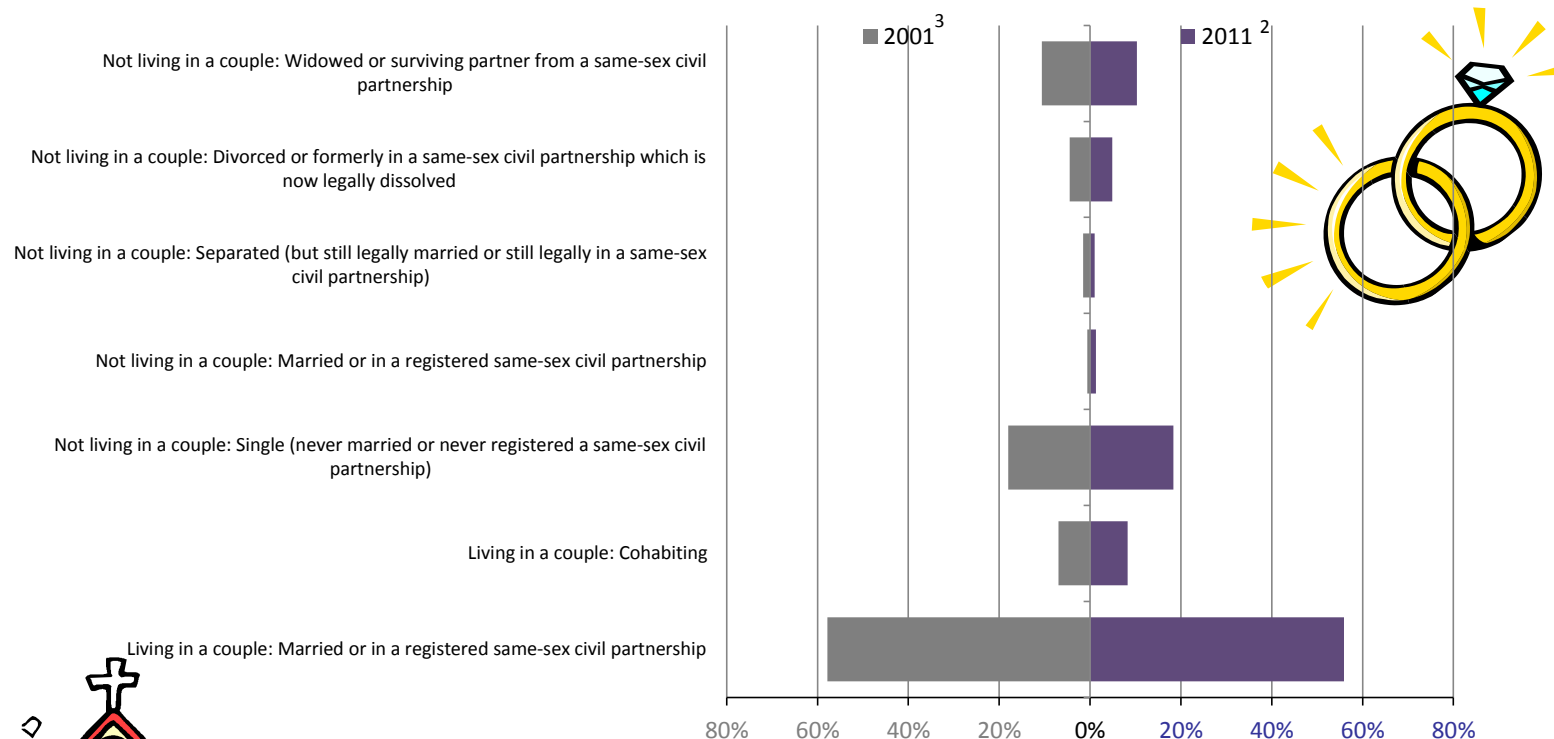
Lone Parent Households as a percentage of all households with children²
14%

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Who lives in your parish? Are there a lot of households with children? What about lone parent households? Are there a lot of people living alone?

Marital and civil partnership status



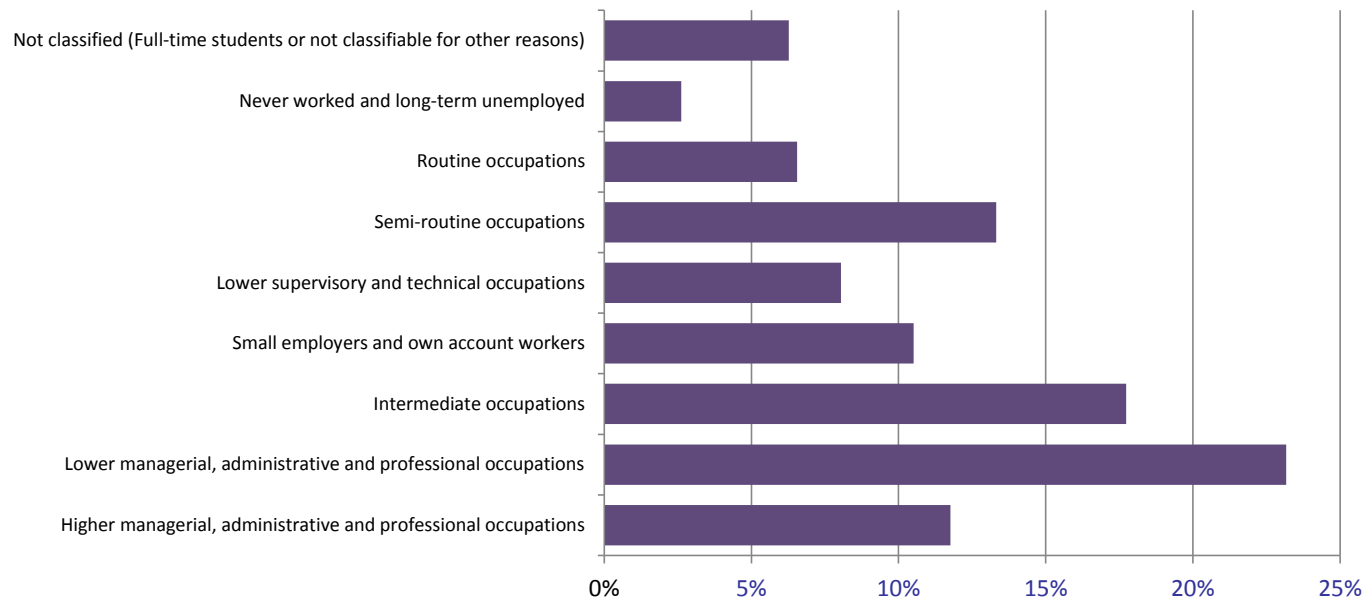
Your Parish Churches held¹

3	Weddings	&	No	Blessings	in 2010
1	Wedding	&	No	Blessings	in 2011

Do you hold many weddings in your parish? How is your parish supporting those in the above categories?

EMPLOYMENT AND SOCIAL GRADE, LIFESTYLE

NS-SeC of Household Reference Person²



The **National Statistics Socio-economic Classification (NS-SeC)** is an occupationally based classification but has rules to provide coverage of the whole adult population.

The NS-SeC provides an indication of socio-economic position based on occupation. It is an Office for National Statistics standard classification. To assign a person aged 16 to 74 to an NS-SeC category their occupation title is combined with information about their employment status, whether they are employed or self-employed and whether or not they supervise other employees. Full-time students are recorded in the 'full-time students' category regardless of whether they are economically active or not.

Finance Returns	2011	2010
Parish Income ¹	£69,369	£75,591
Tax Efficient Planned Giving (TEPG) ¹	£26,880	£26,605
TEPG/PERSON/WEEK ¹	£9	£9
Other planned giving ¹	£3,014	£4,248
Other/person/week ¹	£4	£5
Parish Expenditure ¹	£63,863	£73,120
Parish Share Assessed ¹	£10,000	£10,000
Parish Share Paid ¹	£10,000	£10,000

Please note, figures may differ from your financial statements in cases where the totals of components of income and expenditure given in returns do not sum to the financial statement totals.

We do not have a record of the total income on your financial statement in 2011.

We do not have a record of the total expenditure on your financial statement in 2011.

We do not have a record of the total income on your financial statement in 2010.

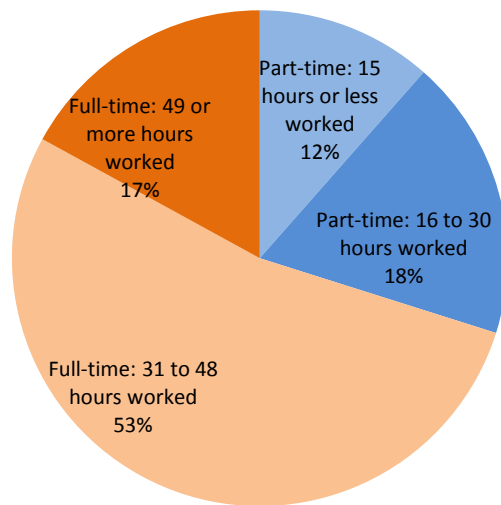
We do not have a record of the total expenditure on your financial statement in 2010.

An "E" indicates that at least one figure in your return is estimated.

How are your parish finances? How does this compare to your community profile?

EMPLOYMENT AND SOCIAL GRADE, LIFESTYLE

Hours Worked²



- Part-time: 15 hours or less worked
- Part-time: 16 to 30 hours worked
- Full-time: 31 to 48 hours worked
- Full-time: 49 or more hours worked

Household Mobility ²	Households
No access to a car or van	16%
Access to at least 1 car or van	84%



Proportion of population aged 60+ who are in receipt of the Guaranteed part of Pension Credit⁵ 8%

Proportion of the population aged 16+ with no qualifications² 27%

Proportion of working age population who are in receipt of a key out-of-work benefit⁵ 5%

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How much free time do residents of your parish have? How accessible are your churches to those with/without cars?

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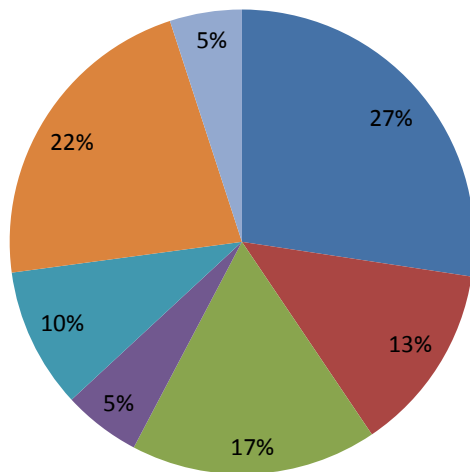
EDUCATION AND SCHOOLS

Church Schools in the parish

LANGAFEL CE (VC) PRIMARY SCHOOL



Parish² 2011 (proportion of 16+ population)



National² 2011 (proportion of 16+ population)



- No qualifications (No formal qualifications)
- Level 1 qualifications (1-4 GCSEs or equivalent)
- Level 2 qualifications (5 GCSEs or equivalent)
- Apprenticeships
- Level 3 qualifications (2 or more A-levels or equivalent)
- Level 4 qualifications and above (Bachelors degree or equivalent, and higher qualifications)
- Other qualifications (including foreign qualifications)

How qualified are residents of your parish? What Church of England schools are available?

HEALTH

Hours per week of provision of unpaid care²

0

1 - 19

20 - 49

50 +

88%

8%

1%

3%

General health²

3%

Very bad health



5%

Bad health



17%

Fair health



33%

Good health



42%

Very good health

Long-term health problem or disability²

11%

Day-to-day activities limited a lot

13%

Day-to-day activities limited a little

76%

Day-to-day activities not limited

Are there people in your parish with health problems? Is there anything you can do to assist with day-to-day activities of those who have health problems?

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DEPRIVATION AND KEY ISSUES AFFECTING PARISHIONERS

You parish can be categorised as in the most or least deprived 10% or 50% of all parishes within the diocese and of all parishes nationally

Deprivation Indicator	Score	Diocesan Position	National Position	
Life Expectancy at birth (boys) ⁶ (1999-2003)	78	50% least deprived	50% least deprived	
Life expectancy at birth (girls) ⁶ (1999-2003)	80	50% most deprived	50% most deprived	

Life expectancy at birth can give an idea of overall quality of life. Life expectancy is an average. Women tend to have greater life expectancy. Life expectancy can be affected by family history, marital status, economic status, physique, exercise, diet, drug use including smoking and alcohol consumption, disposition, education, environment, sleep, climate, and health care.

Proportion of the population aged 60+ who are in receipt of the Guaranteed part of Pension Credit ⁵ (2012)	8%	50% least deprived	50% least deprived	
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Pension Credit is an income related benefit made up of 2 parts - Guarantee Credit and Savings Credit. The guaranteed part tops up weekly income if it's below £142.70 (single people) or £217.90 (couples) so those who receive this are on a low income. This statistic only covers people living in private households, and not residential institutions (such as nursing homes).

Percentage of working age persons (16-74) with no qualifications ² (2011)	27%	10% most deprived	10% most deprived	
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A low-level of skill or educational attainment is one indicator of social disadvantage. Qualifications may make it easier to find employment. Learning also helps promote active citizenship and combat social exclusion.

Percentage of Children under 16 in Poverty ⁷ (2010)	10%	50% least deprived	50% least deprived	
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The proportion of children in families in receipt of either out of work benefits or tax credits where their reported income is less than 60% median income. Poor children may be excluded from participating in society. They may be unable to afford school trips and activities; school uniforms or warm winter clothes, be unable to go swimming, have friends round for tea or celebrate their birthdays. Many will never have a holiday. Children who grow up poor are more likely to leave school without qualifications, have lower employment chances, thus restricting their ability to get a good job and financially contribute to society.

Index of Multiple Deprivation (IMD) ⁸ (2010)	8.5	50% least deprived	50% least deprived	
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Deprivation is considered to be a multi-dimensional problem, encompassing a range of domains such as financial, health, education, services or crime. continuous measure of relative deprivation therefore there is no definitive point on the scale below which areas are considered to be deprived and above which they are not. While being in the most deprived 10% may indicate financial disadvantage, it could equally be due to isolated living.

Proportion of the working age population who are in receipt of a key out-of-work benefit ⁵ (2012)	5%	50% least deprived	50% least deprived	
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Number of people aged 16 to State Pension age claiming: Jobseeker's Allowance (JSA), Employment and Support Allowance (ESA), Incapacity Benefit (IB), Income Support (IS) (as a lone parent or in the "other" category), Other income related benefits.

Social rented as a percentage of all households ² (2011)	5%	50% least deprived	50% least deprived	
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Social housing is housing that is let at low rents and on a secure basis to people in housing need. It is generally provided by councils and not-for-profit organisations such as housing associations. Vulnerable groups are often concentrated in the social housing sector, with low rates of employment and low income levels

Lone Parent Households as a percentage of all households with children ² (2011)	14%	50% least deprived	50% least deprived	
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Children in single parent families have a much higher risk of living in poverty than children in couple families. Single parents may rely on informal childcare.

What are the particular issues that affect your parish? Are you doing anything to address these?

DEPRIVATION AND KEY ISSUES AFFECTING PARISHIONERS

It is important to note that these statistics are a measure of deprivation, not affluence, and to recognise that not every person in a highly deprived area will themselves be deprived. Equally, there will be some deprived people living in the least deprived areas.

Deprivation covers a broad range of issues and refers to unmet needs caused by a lack of resources of all kinds, not just financial. The English Indices of Deprivation attempt to measure a broader concept of multiple deprivation, made up of several distinct dimensions, or domains, of deprivation. Seven domains of deprivation are combined to produce the overall Index of Multiple Deprivation. Each domain contains a number of component indicators. The English Indices of Deprivation are a continuous measure of relative deprivation therefore there is no definitive point on the scale below which areas are considered to be deprived and above which they are not. Deprived areas have been defined in this release as those containing LSOAs that are amongst the 10 per cent most deprived in England according to the overall Index of Multiple Deprivation.

IMD Subdomains ⁸ (2010)	Average Score for parish	Diocesan position	National position	Number of LSOAs amongst most deprived*			Number of LSOAs amongst least deprived*		
				1%	5%	10%	1%	5%	10%
Overall IMD	8.5	50% least deprived	50% least deprived	0	0	0	0	1	1
INCOME	0.1	50% least deprived	50% least deprived	0	0	0	0	1	1
EMPLOYMENT	0.1	50% least deprived	50% least deprived	0	0	0	0	0	2
HEALTH DEPRIVATION AND DISABILITY	-1.2	50% least deprived	50% least deprived	0	0	0	0	2	1
EDUCATION SKILLS AND TRAINING	10.8	50% least deprived	50% least deprived	0	0	0	0	0	0
BARRIERS TO HOUSING AND SERVICES	17.6	50% least deprived	50% least deprived	0	0	0	0	1	0
CRIME AND DISORDER	0.0	50% most deprived	50% most deprived	0	0	0	0	0	0
LIVING ENVIRONMENT	7.7	10% least deprived	50% least deprived	0	0	0	0	2	0
Indoors Sub-domain	4.6	10% least deprived	10% least deprived	0	0	0	0	2	1
Outdoors Sub-domain	14.0	50% least deprived	50% most deprived	0	0	0	0	0	0
Geographical Barriers Sub-domain	19.4	50% least deprived	50% least deprived	0	0	1	0	0	0
Wider Barriers Sub-domain	15.9	50% least deprived	50% most deprived	0	0	0	0	0	0
Children/Young People Sub-domain	7.0	50% least deprived	50% least deprived	0	0	0	0	0	0
Skills Sub-domain	14.5	50% most deprived	50% most deprived	0	0	0	0	0	0
Income Deprivation Affecting Children Index	0.1	50% least deprived	50% least deprived	0	0	0	1	1	1
Income Deprivation Affecting Older People Index	0.1	50% least deprived	50% least deprived	0	0	0	0	2	0

*There are 4 full or partial LSOAs included in this parish

What are the particular issues that affect your parish? Are you doing anything to address these?

WHAT TO DO NEXT***What to do next?***

This spotlight has given you some information about your parish both in terms of your own church congregations and your local community. This is not an end in itself, but rather a starting place for you to explore further. Questions to consider might include:

- What does our congregation look like?
 - How does it compare to the local population?
 - What other churches are there in the area? What parts of the community do they reach? Which parts of the community are being missed?
 - What other local organisations or centres are there, that might bring people into our parish? Examples might be Hospitals or health centres, prisons, job centres, homeless shelters, schools, charities, mother and toddler groups, uniformed organisations, community centres, libraries, shops, offices, stations?
- How can we interact with these people?
- What areas of our parish do we know well or less well?
 - How does the local community change between weekdays and weekends? How do our services and events fit with the shifting local population?
 - Is our website/'A Church Near You' profile up to date?
 - Are our records up to date?



Your notes

**Research
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Sources of further information

Research & Statistics GIS

<http://www.churchofengland.org/about-us/facts-stats/research-statistics/census-2011.aspx>

Church Urban Fund

www.cuf.org.uk

A Church Near You

www.achurchnearyou.com

Police.uk - Local crime and policing information for England and Wales

<http://www.police.uk/>

ONS - Neighbourhood Statistics

<http://neighbourhood.statistics.gov.uk/>

Hint: Use the summary box

UpMyStreet - UK house prices, property, crime, local neighbourhood & schools

<http://www.upmystreet.com/>

Hint: Use the "My Neighbourhood" tab

The network of Public Health Observatories - Health Profiles

http://www.apho.org.uk/default.aspx?QN=HP_FINDSEARCH2011

Public Health Observatories - APHO JSNA Datasets (The datasets are intended to cover a range of issues, focused on underlying determinants of health and conditions which account for substantial numbers of preventable diseases and deaths.)

www.apho.org.uk/resource/view.aspx?RID=91736

The Poverty Site - Geographic Analysis

www.poverty.org.uk/summary/regional.shtml

AboutMyArea - The local interactive site - news, reviews, what's on, events, businesses

<http://www.aboutmyarea.co.uk/>

Homeless Pages - Information, Research and Publications on homelessness

<http://www.homelesspages.org.uk/>

MurderMap - London Homicide Reported Direct from The Old Bailey

<http://www.murdermap.co.uk/>

London Street Gangs - Territory maps and background information

<http://www.londonstreetgangs.com/>

Hint: Scroll to the bottom of the "Gang Maps" page to see boundaries.

ABOUT THIS DATA

1 Annual parochial returns

These have been collected annually between 2007 and 2011 by the Research and Statistics team, Archbishops' Council. Finance data may include estimates. If a field contains a zeros or blank in our records, they will be reported as "-" as we are unable to distinguish between the two.

2 ONS Census data 2011

Estimated using postcode and OA level data sourced from ONS Census Data 2011, ONS

3 ONS Census data 2001

Estimated using OA level data sourced from ONS Census Data 2001, ONS

4 2007 Church Diversity Survey

<http://www.churchofengland.org/about-us/facts-stats/research-statistics/clergydiversityaudit2005linkpage.aspx>

5 DWP

Proportion of the population aged 60+ who are in receipt of the Guaranteed part of Pension Credit (August 2012)

Estimated using LSOA level data sourced from <http://83.244.183.180/NESS/BEN/iben.htm>

Proportion of the working age population who are in receipt of a key out-of-work benefit (Q3 2012)

Estimated using OA level data from DWP Information, Governance and Security Directorate from

http://statistics.dwp.gov.uk/asd/asd1/tabtools/census_output_area_data/index.php?page=census_output_area_data

6 ONS

Life Expectancy at birth (boys) (1999-2003)

Estimated using ward level data from ONS.

Life expectancy at birth (girls) (1999-2003)

Estimated using ward level data from ONS.

7 HMRC

Percentage of Children under 16 in Poverty (2009)

Estimated using LSOA level data from <http://www.hmrc.gov.uk/statistics/child-poverty-stats.htm>

8 Department for Communities and Local Government

IMD (2010)

Estimated using LSOA level data from Communities and Local Government, 2010.

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/6320/1870718.pdf

When analysing data, it is important to consider that some parishes are very small and proportions may be very large even where very few cases meet the criteria.

When quoting figures derived from this data, care should be taken with the level of accuracy quoted.

Methodology: Government data are published on government boundaries that do not match ecclesiastical boundaries. In order to produce parish population and demographic estimates we have worked with the ONS to use a best fit modelling process. As such, these statistics can only be considered estimates and, particularly in very diverse areas, are best used in the context of local knowledge. Where parish populations are sparse the figures for government areas overlapping the parish are used.

2011 parish estimates from the census have been calculated using the census postcode population headcounts published by the ONS. The parish population count is the sum of all postcode headcounts within a parish. Proportions for characteristics of the population from the Output Area Census data are then applied to the postcode headcounts and summed to get parish figures. Where parishes have not been allocated population as no postcode centroids fall within the parish boundaries, proportions for demographic variables have been calculated based on the output areas overlaying the parish. The population count and other statistics for 2001 are estimated using Output Area Census data in the same way as postcode data is used for 2011 statistics.

For further information about this process please contact statistics.unit@churchofengland.org.