

Providing population forecasts for the West of England



Location:
West of England.

Client:
Four local authorities: Bath and North East Somerset, Bristol, North Somerset and South Gloucestershire – which form the West of England Local Enterprise Partnership (LEP).

Completion due:
Autumn 2015.

Specialist teams:
Hampshire Services' Research & Intelligence team.

Understanding the population of an area is imperative to develop policies and strategies to improve people's lives. Knowing the current size and structure of the population of an area, how this has changed over time and how it is likely to change in the future can help develop relevant policies and plan for operational service needs accurately and effectively.

The brief for this project was to produce ward level dwelling led population forecasts by age and gender, from 2014-2024, for four unitary authorities across the West of England sub-region.

Our demographers have produced reliable and robust population estimates and forecasts for Hampshire, Portsmouth and Southampton authorities for many years using a combination of local data, particularly dwelling supply, and nationally available data.

For this project we adapted our in-house excel based forecasting model, and used dwelling data from our clients. We had to quickly understand each of the local populations under investigation and their individual nuances in order to sense check the outputs. The delivery team met regularly to review progress and resolve issues using our demographic knowledge and technical expertise.

The project will present the information for each authority, as summary factsheets (see diagram) with infographics and maps to aid understanding. We will also look to provide a detailed report highlighting the methodology and results, along with raw outputs of the final population figures.

Key benefits:

- the research will provide robust population estimates and forecasts
- our clients will be able to use the forecasts to inform operational planning for a wide range of council services, such as: health and care, school placements, securing planning obligations and electoral services.

