**Demographic Study for Selsey, East Wittering & Bracklesham,**

**and West Wittering**

A long term vision for the future allows Selsey, East Wittering & Bracklesham, and West Wittering to develop as attractive areas for existing businesses, and to flourish as new business start-up centres outside the city of Chichester.

The demographic study for the sites on the Manhood Peninsula was commissioned by Selsey Town Council through the Coastal Community Teams project. The demographic study aimed to:

* Produce statistics on demographics and employment development in Selsey and East Wittering & Bracklesham. The research and recommendations will benefit local businesses including those involved with tourism, and aims to do at the following:
	+ Investigate the quality of employment opportunities, education & training locally.
	+ Investigate the impacts of seasonality and how this links to issues creating barriers to work such as transport, childcare, accessibility of the workplace and skills.
	+ Establish the current and likely population trends in Selsey and East Wittering/Bracklesham.
	+ Establish the current visitor profile

The work was undertaken by CACI using the Acorn classification tool. Further information about Acorn including links to documents used on the study can be found in the following section.

**What is Acorn?**

Acorn is a powerful consumer classification that segments the UK population. By analysing demographic data, social factors, population and consumer behaviour, it provides precise information and an understanding of different types of people. Acorn provides valuable consumer insight helping you target, acquire and develop profitable customer relationships and improve service delivery.

**Acorn User Guide:**

Acorn is a segmentation tool which categorises the UK’s population into demographic types. Acorn segments households, postcodes and neighbourhoods into 6 categories, 18 groups and 62 types. For more information see the Acorn User Guide that can be accessed via the following link:

<http://acorn.caci.co.uk/downloads/Acorn-User-guide.pdf>

**Acorn Knowledge Sheets:**

The [Acorn Knowledge sheets](http://acorn.caci.co.uk/downloads/Acorn-Knowledge-sheet.xlsm) provide detailed statistics of the behavior of each Acorn type. It also includes attitudes to crime, health, spending or financial activity, to preferences in communications channels.

If the above link is difficult to access, please download the Acorn Knowledge Excel spreadsheet from the list on the right hand side of the following page:

<http://acorn.caci.co.uk/what-can-acorn>

**Results:**

The statistical results for the demographic study are found in the attached spreadsheets:

Chi and Selsey Council – Selsey Pop Report

Chi and Selsey Council – East Wittering Pop Report

Chi and Selsey Council – West Wittering Pop Report

Selsey Holiday Park Visitors