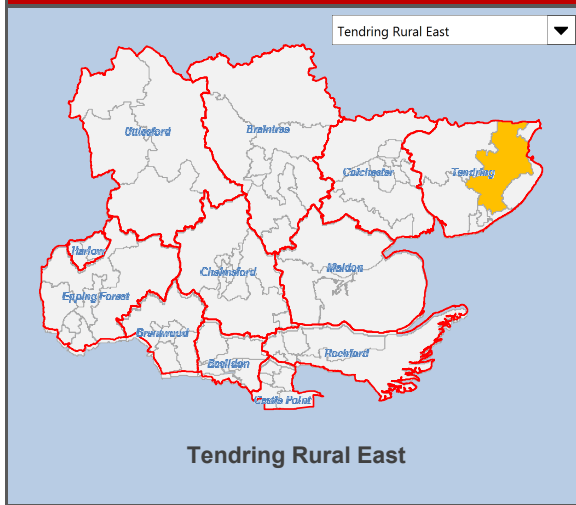


# ELECTORAL DIVISION PROFILES

## DIVISION LOCATION



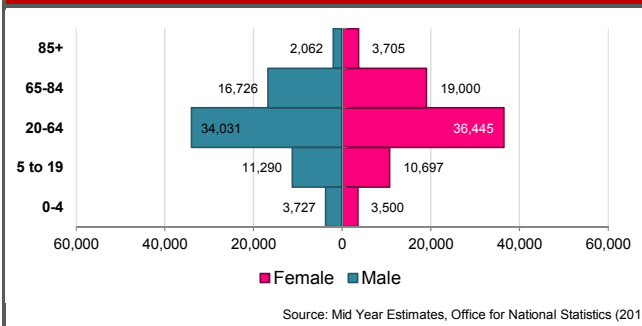
## DISTRICT LOCAL AUTHORITY PORTRAITS

### District: Tendring

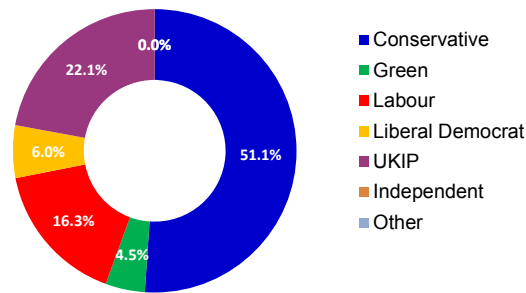
Tendring is located in the north eastern peninsula of Essex and covers 130 square miles. The district is bounded by the River Stour in the north, River Colne in the south, the sea to the east and the town of Colchester to the west. The main populous areas are those on the coast line such as Frinton, Walton, Brightlingsea, Clacton and Harwich. Harwich is home to a busy international freight and passenger port. Tendring district houses a large elderly population and is also home to the most deprived small area in England, locally known as Jaywick.

Source: Local Authority Portrait Series (2016) - Detailed portraits on [www.essexinsight.org.uk](http://www.essexinsight.org.uk)

## TENDRING POPULATION



## TENDRING RURAL EAST ELECTORAL RESULTS



**Registered voters:** 14,571  
**Turnout:** 32.2%  
**Councillor:** Cllr Andrew Erskine  
**Party:** Conservative  
**Elected:** May 2017

Source: CMIS (2017)

## TENDRING RURAL EAST MOSAIC PROFILE

Experian's Mosaic UK™ consumer classification provides an understanding of the demographics, lifestyles and behaviour of all households in the UK. For further information please contact Organisational Intelligence. The top three Mosaic types in this electoral division are (percentage by division household):



- F** Elderly people with assets who are enjoying a comfortable retirement 25%
- G** Householders living in inexpensive homes in village communities 23%
- A** Well-off owners in rural locations enjoying the benefits of country life 13%

Source: Mosaic UK™

## TENDRING ECONOMIC PROFILE

|                        | Tendring | Essex |
|------------------------|----------|-------|
| Employed part-time     | ↑ 14.6%  | 14.4% |
| Employed full-time     | ↓ 30.2%  | 39.1% |
| Self-employed          | ↓ 10.1%  | 11.1% |
| Unemployed             | ↑ 4.7%   | 3.8%  |
| Full-time student      | ↓ 2.2%   | 2.7%  |
| Economically inactive* | ↑ 38.3%  | 28.9% |

\*Includes retirees, students, looking after home/family & long-term sick/disabled

Source: Census (2011)