

# WYCHAVON

*Knowing Our Communities*



Information and intelligence about the district



January 2017

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# Summary

The **Knowing Wychavon Communities** report brings together information and intelligence about the Wychavon district and its residents from a wide range of sources including the 2011 Census, Office of National Statistics, Public Health Profiles and the Worcestershire Viewpoint survey.

The document provides an overview of the district to support strategic priority setting, decision making, project development and planning services to meet needs.

The report is structured around our three corporate priorities. The first section looks at range of issues related to **people** including population, health, wellbeing and deprivation.

The district has a population of around 121,500. This is set to rise to 128,420 by 2026. 23.9% of the population is aged 65 or over, this is set to increase to over 28% by 2026. Most residents are from a White British background.

Life expectancy is above the national average at 81.3 years for men and 84.8 years for women. However, people living in the most deprived areas can expect to live around eight years less than those in the least deprived areas.

Obesity is one of the biggest health concerns in Wychavon. Two thirds of the adult population are overweight and 22.8% are estimated to be obese. Over a quarter of reception year children are considered overweight. 60% of over 16 year olds do the recommended levels of physical activity, the highest in Worcestershire.

Wychavon residents are the happiest and least anxious of all the Worcestershire districts. Just under 2,000 over 65s have dementia, this is projected to increase to 3,286 by 2030.

27% of pensioners live alone, in some wards this is as high as 41%. Age UK estimates that there are around 1,770 lonely older people living in Wychavon.

Overall, the district is relatively well-off. It is 191st of 326 local authorities in England (where 1 is the most deprived). However, there is one area in the most deprived 10% and three areas in the most deprived 20% nationally. There are smaller pockets of deprivation too.

A profile of households using Experian's MOSAIC tool shows over 50% of households fall into the three groups described as County Living, Rural Reality and Prestige Positions.

The section of the report on **place** covers location and geography, environment, crime and community safety and housing.

The district covers 664km<sup>2</sup> of the south and eastern parts of Worcestershire and is the largest of the county's six districts. The towns of Droitwich Spa, Evesham and Pershore, along Broadway village, account for almost half of the district's population. The rest of the district is more sparsely populated and includes nearly 100 smaller villages and hamlets.

In the 2016 Halifax Quality of Life Survey, Wychavon was named as the third best place to live in the UK. The district has a rich natural environment, including many important wildlife sites, and historic heritage.

Health services, the level of crime and education provision are seen as the most important things in making somewhere a good place to live. Residents' top priorities for improvement are road and pavement repairs, traffic congestion and public transport.

Levels of domestic energy consumption have fallen since 2010, while non-domestic energy

use has risen in recent years. There has been a notable increase in renewable energy generation. The district is vulnerable to extreme weather events and has experienced serious floods and droughts over the last 15 years.

Wychavon remains a low crime area. There were 5,942 crimes in Wychavon during 2015/16 which equates to 50.5 per 1,000 residents, well below the national average and the average for the West Mercia force area. 93% of people feel safe in the district during the day and 76% after dark.

There are currently around 52,000 homes in Wychavon. The South Worcestershire Development Plan sets out a target for 7,803 new homes to be delivered in Wychavon by 2030.

At 73%, levels of home ownership are high. However, with a median house sale price of £232,995 in 2015, some 11 times the median salary, there is a shortage of affordable housing to buy and rent. Around 6,200 people receive Housing Benefit.

The third section of the document focuses on **prosperity**. This looks at businesses, employment, income, social mobility, education, skills and communities.

The district is home to over 6,000 businesses. The majority are small and medium-sized enterprises. Just 10% of businesses employ ten or more people. The key business growth areas are advanced manufacturing, agri-tech, cyber security and defence, and visitor destination and economy.

In 2016, 82% of the population aged 16-64 were economically active, an increase from 77% in 2013. 3.1% were unemployed. 8.2% of 16-64 year olds were claiming out of work benefits. The number of people aged under 25 claiming Job Seekers Allowance fell to 40 in May 2016 from 190 in May 2014.

Average annual salaries for people living in the district rose to £28,005 in 2016, well above the county average. The gap between average workplace and average resident's salaries has significantly reduced over the last three years.

12.9% of Wychavon households do not own a car or van, well below county and national averages. Three quarters of residents travel to work by car or van, just over 3% use a bus or train.

The district has the second highest average household income in Worcestershire at £37,634; however there are significant variations in income levels across the district.

The Social Mobility Index identifies the differences between where children grow up and the chances they have of doing well at school, finding a good job and having a decent standard of living. The index rates Wychavon as the third worst area for social mobility in England.

Over 40% of the working age population has level 4 qualifications or above, just under 11% have no qualifications. There are large differences in levels of qualification between different wards.

There are over 60 parish councils and hundreds of community groups, clubs and societies across the district. 26% of residents currently volunteer and 36% feel they can influence decisions affecting their local area.

We will update the Knowing Wychavon Communities at least once a year. If you have any feedback on the report or other sources of relevant information, please contact Paul Curry on 01386 565333 or e-mail [paul.curry@wychavon.gov.uk](mailto:paul.curry@wychavon.gov.uk).

# 1. Purpose and introduction

This Knowing Our Communities document draws together information and intelligence about the Wychavon district from a wide range of sources. The purpose of the document is to provide an up to date overview of the district – the people, the place, the economy and its communities.

This will help us and our partners to:

- inform our strategic decision-making and set future priorities
- plan and target services to meet needs
- develop projects
- prepare funding bids.

Throughout the document, we have referenced sources of data using footnotes and, where possible links. Key sources of data include the 2011 Census, Office for National Statistics, Public Health England and the annual Worcestershire Viewpoint survey. All information is the most up to date at the time of publication. We will update the document once a year.

Knowing Our Communities is structured around our three corporate priorities and the associated goals, which are:

## People

### Healthy, happy, active and supported

- Helping people to be health, happy and active
- Supporting people most in need

## Place

### Green, clean and safe with quality, affordable homes

- Keeping the district clean, green and safe
- Delivering quality, affordable homes

## Prosperity

### Vibrant communities with quality jobs and skills

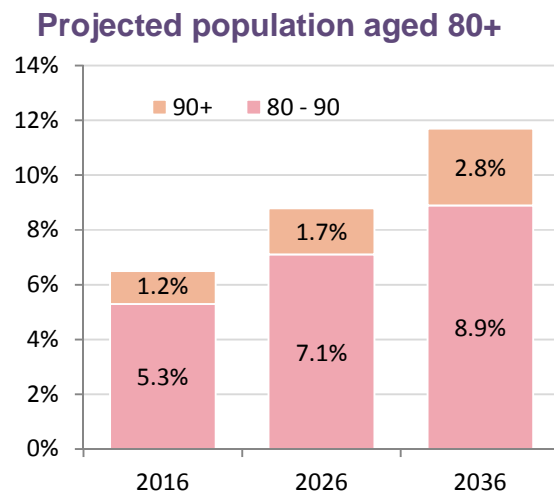
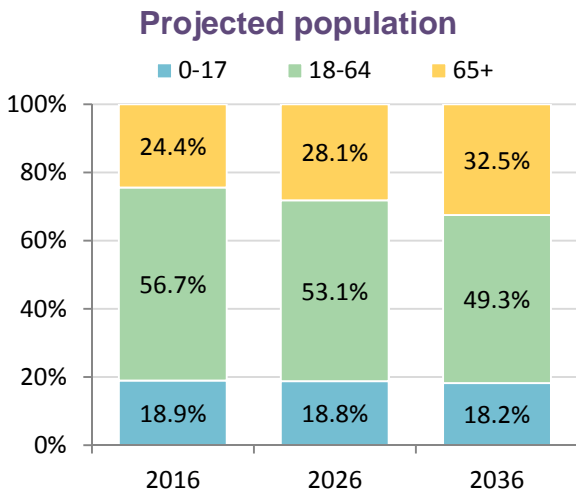
- Attracting business and quality jobs
- Improving people's skills to succeed
- Supporting and engaging with communities

We will update the Knowing Wychavon Communities at least once a year. If you have any feedback on this report or any other sources of relevant information please contact Paul Curry at Wychavon District Council on 01386 565333 or email [paul.curry@wychavon.gov.uk](mailto:paul.curry@wychavon.gov.uk).

# 2. People: healthy, happy, active and supported

## 2.1 Population

The mid 2015 estimated population of the district is 121,520 and the gender split is 49% male and 51% female<sup>1</sup>. The population is predicted to increase by 5.7% to 128,420 by 2026.



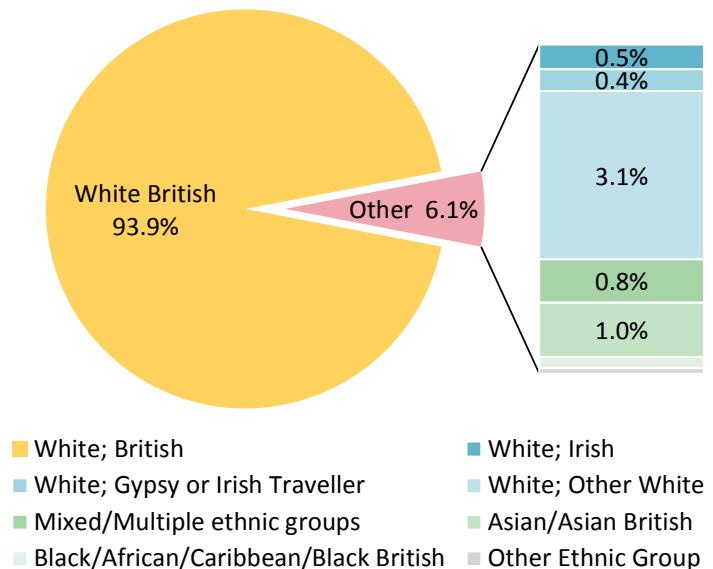
Currently, 23.9% are aged 65 and over and this is set to increase to over 28% by 2026<sup>2</sup>. By this time, it is also projected that 8.8% of the population will be over 80 and 1.7% will be over 90. By 2036 these figures are projected to rise to 11.6% for those over 80 and 2.8% for the over 90's.

In 20 years' time, the working age population is projected to account for just 49.3% of the total Wychavon population compared with an estimated 56.7% currently.

Most Wychavon residents are from a White British background (93.9%).

Just 6.1% of the districts residents are from a Black and Ethnic Minority (BME) background. 91% of residents were born in England with the next largest proportion (2.3%) being born outside the UK<sup>3</sup>.

### Ethnicity of Wychavon residents



<sup>1</sup> Mid-year population estimate tool [ONS](#)

<sup>2</sup> Mid-2014 based Population Projections, [ONS](#)

<sup>3</sup> Worcestershire [Census 2011 data](#)

## Population density

The population of the district is split across 32 wards and the population density of these wards ranges from over 10,000 people per square mile in Droitwich Central and Droitwich South West to 131 people per square mile in Upton Snodsbury<sup>4</sup>.

	2015 estimated population	Area in square miles	Persons per square mile
Badsey	2,946	2.9	1,003
Bengeworth	6,793	1.2	5,632
Bowbrook	2,912	13.5	216
Bredon	2,591	5.7	456
Bretforton and Offenham	2,798	4.6	611
Broadway and Wickhamford	4,690	11.6	406
Dodderhill	2,660	9.0	294
Drakes Broughton	2,415	10.9	221
Droitwich Central	2,568	0.3	10,165
Droitwich East	5,554	0.9	6,419
Droitwich South East	5,303	0.7	7,386
Droitwich South West	4,909	0.5	10,393
Droitwich West	5,492	0.9	5,958
Eckington	2,761	13.2	208
Elmley Castle and Somerville	2,462	13.8	178
Evesham North	4,966	1.3	3,931
Evesham South	5,320	1.0	5,249
Fladbury	2,726	11.4	239
Great Hampton	2,783	1.9	1,456
Hartlebury	2,757	7.1	388
Harvington and Norton	2,724	6.2	440
Honeybourne and Pebworth	2,559	10.8	238
Inkberrow	5,559	36.4	153
Little Hampton	5,475	0.8	6,942
Lovett and North Claines	5,465	19.5	280
Norton and Whittington	3,181	4.5	705
Ombersley	2,413	12.3	196
Pershore	7,485	4.4	1,697
Pinvin	3,043	9.7	313
South Bredon Hill	2,387	12.3	194
The Littletons	3,137	6.3	497
Upton Snodsbury	2,686	20.5	131

<sup>4</sup> [Nomis – Official labour market statistics](#)

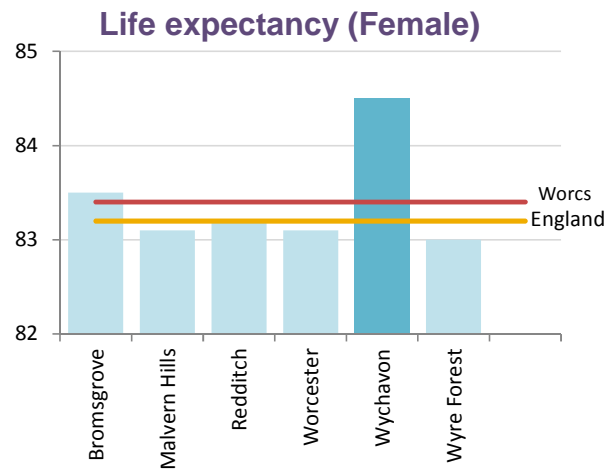
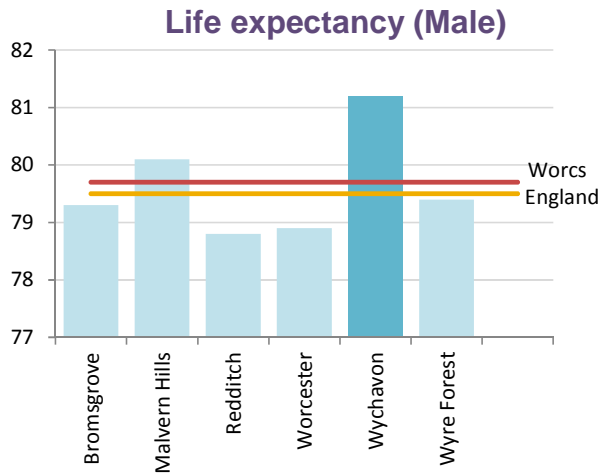


## 2.2 Health and wellbeing

Census data from 2011 showed that 82% of people regarded their health as good or very good and 95% fair to very good<sup>3</sup>. The 2016 Worcestershire Viewpoint survey found that 75% of people in Wychavon regard their health as either good or very good<sup>5</sup>.

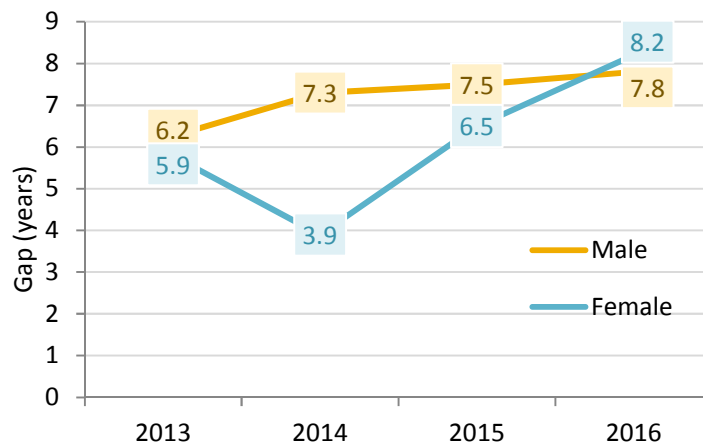
### Life expectancy

Life expectancy at birth for the population of Wychavon is 81.3 years for males and 84.8 years for females<sup>6</sup>. These are the highest of the Worcestershire districts and higher than the county and national averages.



Although the life expectancy figures for Wychavon are high, the gap in life expectancy for people in the most deprived wards compared with those in the least deprived wards is 7.8 years for males and 8.2 years for females<sup>6</sup> and this gap has been increasing in recent years.

### Gap in life expectancy between most and least deprived wards

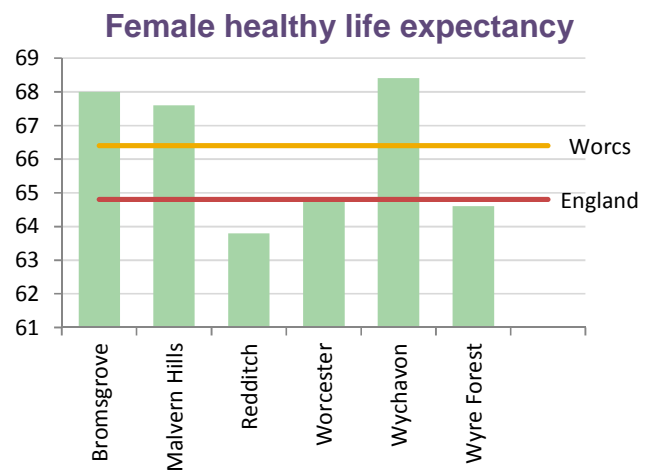
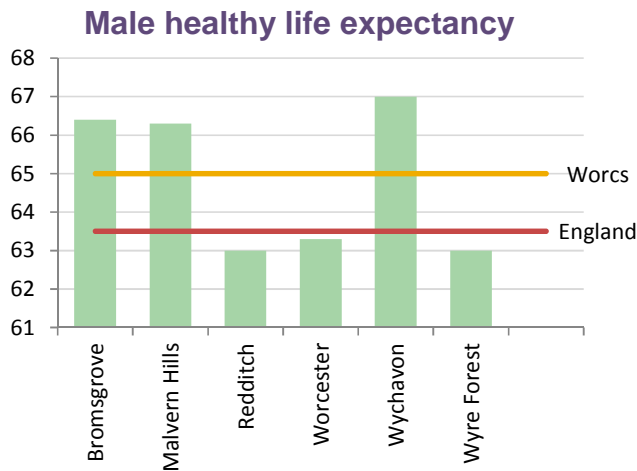


<sup>5</sup> [Worcestershire Viewpoint](#)

<sup>6</sup> Public Health England [Health Profiles](#)

## Healthy life expectancy (HLE)

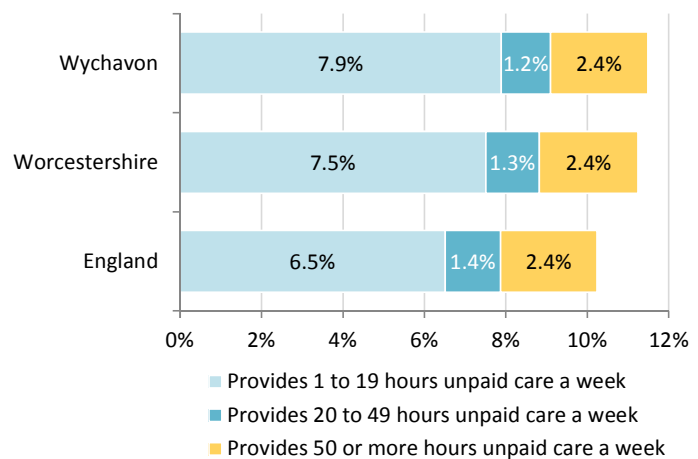
This provides a snapshot of the health of the population in Worcestershire between 2009 and 2013<sup>7</sup>. Both males and females who live in Wychavon have the highest number of years that they can expect to live in good health. These figures are also significantly higher than the national average.



## Carers

Levels of people who provide less than 20 hours unpaid care in Wychavon are greater than those in the district and nationally<sup>3</sup>. A person is a provider of unpaid care if they look after or give help or support to family members, friends, neighbours or others because of long-term physical or mental ill health or disability, or problems related to old age. This does not include and activities as part of paid employment.

## Provision of unpaid care

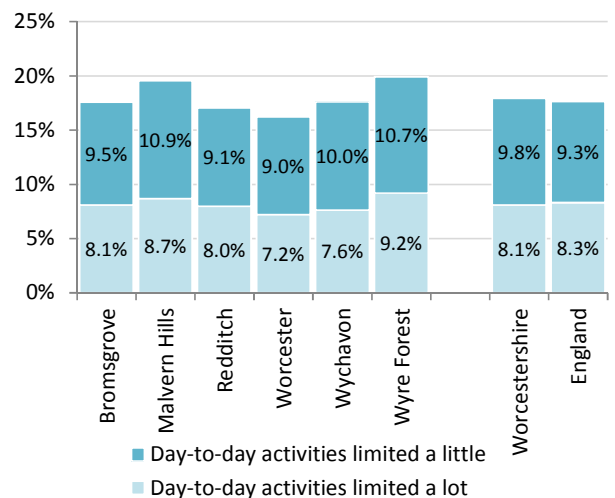


## Limited activity

Wychavon has the same proportion of people whose day to day activities are limited as nationally (17.6%) but a lower proportion whose activities are limited a lot<sup>3</sup>.

Limited activity is defined as a health problem or disability that had lasted, or was expected to last, at least 12 months, and limited daily activities a lot. This includes problems related to old age.

## Day to day activities limited

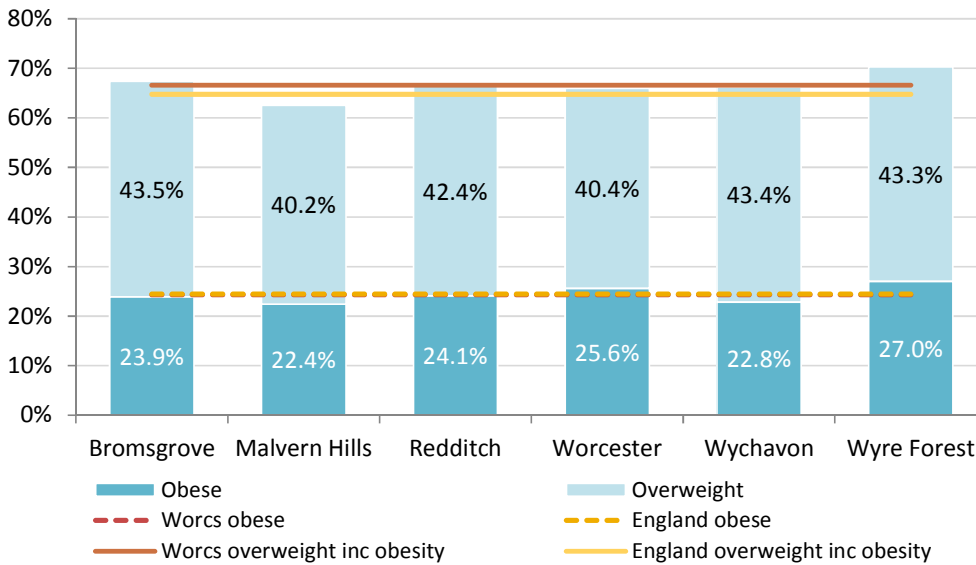


<sup>7</sup> Public Health England [Local health profile](#)

## Obesity

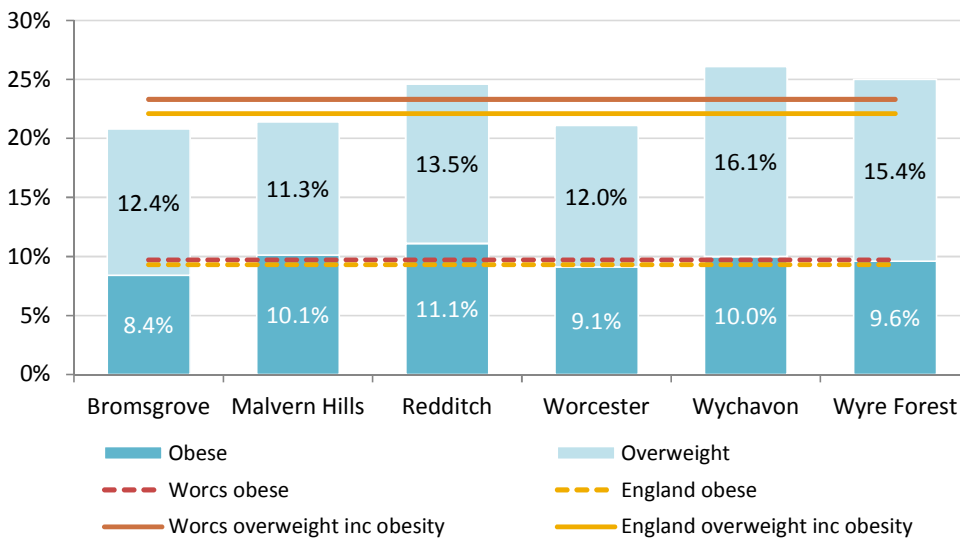
Obesity is one of the biggest health concerns in Wychavon. In the 2015 Worcestershire Viewpoint survey<sup>8</sup>, 62% of residents placed being overweight or obese as one of their three most important threats to health. At 22.8% the estimated rate of adult obesity<sup>9</sup> in Wychavon is lower than the county average (24.3%) and the England average (24.4%).

**Adults who are overweight or obese (2013-15)**



In Wychavon 66.2% of the adult population have excess weight; this is the third lowest of the Worcestershire districts and below the county average (66.6%) but still below the national average of 64.8%.

**Reception year children who are overweight or obese (2015/16)**



The proportion of children in reception year who are classified as obese is 10% which is just above the county (9.7%) and national (9.3%) average<sup>10</sup>. The proportion of children in reception year who are considered overweight but not obese is 16.1% which is the highest in Worcestershire and considerably higher than the county and national averages.

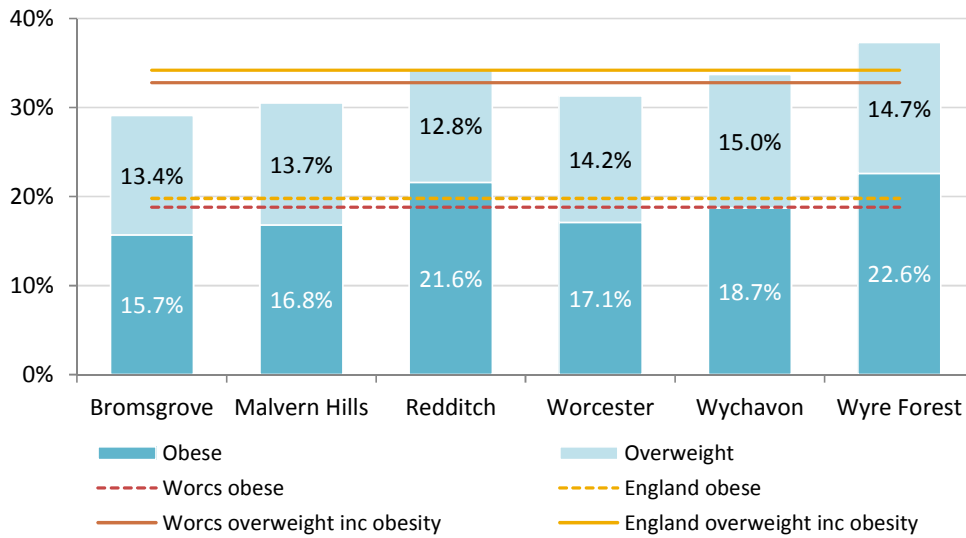
<sup>8</sup> [Viewpoint survey 2015](#)

<sup>9</sup> [Public Health England obesity website](#)

<sup>10</sup> [National Child Measurement Programme](#)

However when children reach year six, the Wychavon figure drops below the county and national averages. Child obesity in year six is 18.7% which is lower than the county (18.8%) and national average (19.8%).

### Year six children who are overweight or obese (2015/16)



In Wychavon, levels of recorded diabetes are 7% compared with 6.4% nationally<sup>11</sup>. They are the second highest in Worcestershire.

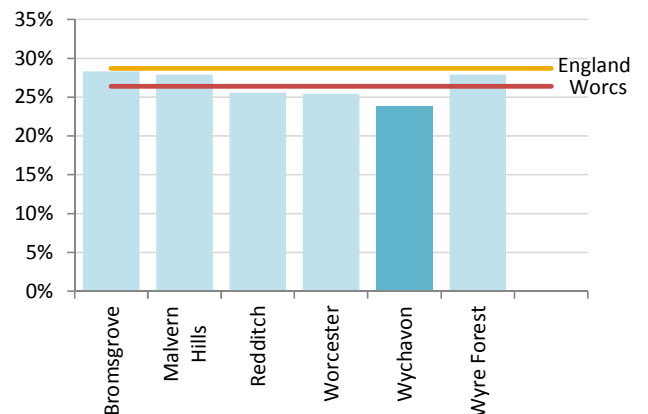
### Physical activity

Physical inactivity is the fourth leading risk factor for global mortality accounting for 6% of deaths globally. People who have a physically active lifestyle have a 20-35% lower risk of cardiovascular disease, coronary heart disease and stroke compared to those who have a sedentary lifestyle<sup>12</sup>.

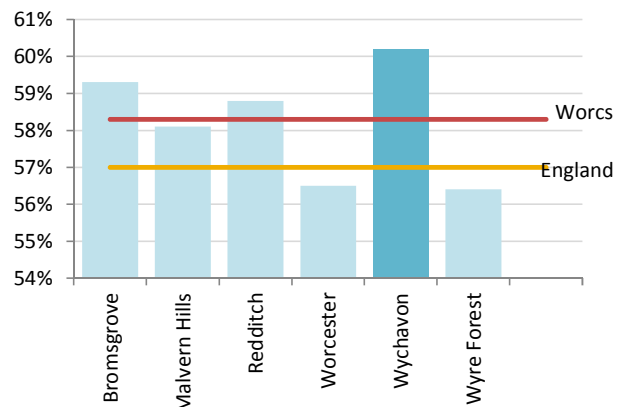
Wychavon has the smallest proportion of physically inactive people (23.8%) of the Worcestershire districts and is considerably below the national average (28.7%)<sup>11</sup>. It has reduced from a high of 31.2% in 2013.

In Wychavon, 60.2% of people aged 16+ were doing the recommended levels of physical activity in 2015 and this was an increase from 57.6% in 2014. This is higher than the national average of 57% and the highest of the Worcestershire districts.

### Physically inactive people



### Recommended levels of physical activity



<sup>11</sup> [Public Health Profiles](#)

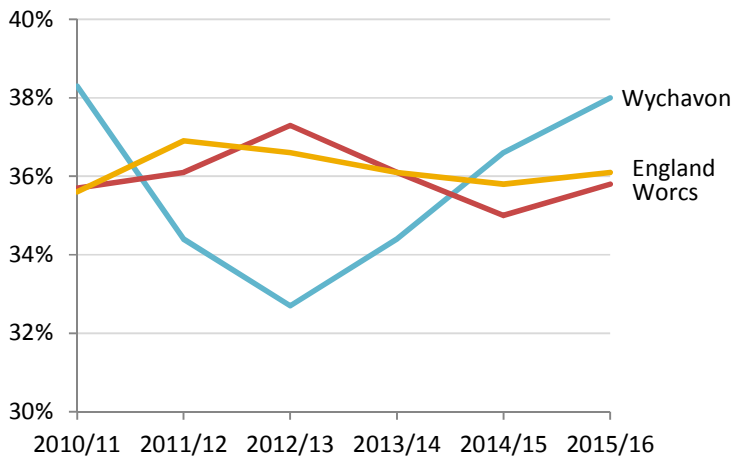
<sup>12</sup> Joint Strategic Needs Assessment – [Physical activity](#)

## Sport participation

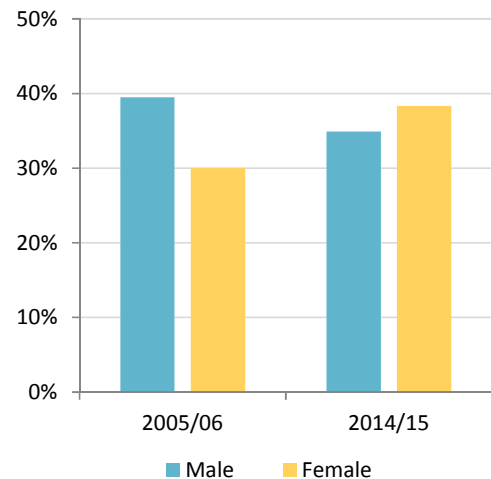
The levels of participation in sport (at least once a week) in Wychavon have increased over the last three years and are now above the national and county averages for the first time since 2010/11 and are now the highest in the county<sup>13</sup>.

Since 2005/2006 participation levels for males in Wychavon have fallen from 39.5% to 34.9% and female participation rose from 34.9% to 38.3% meaning there are now more females participating in sport than males. This decrease in male participation and increase in female participation is reflected in the county as a whole.

### Adult participation in sport

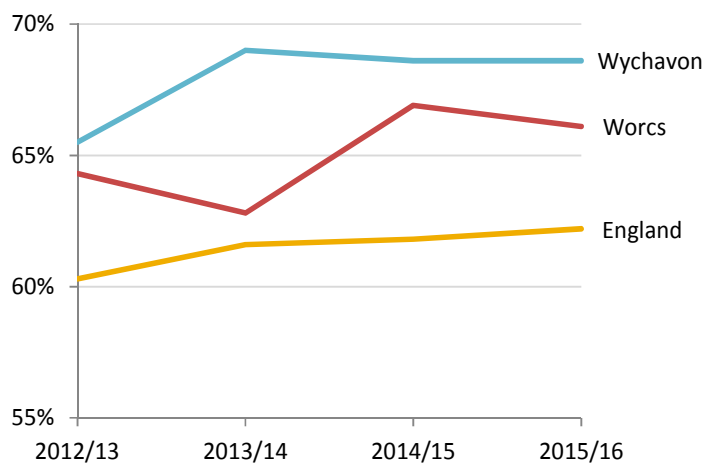


### Participation by gender



Residents of Wychavon are also more satisfied with the facilities on offer than the county and national averages and this too has increased in the last three years.

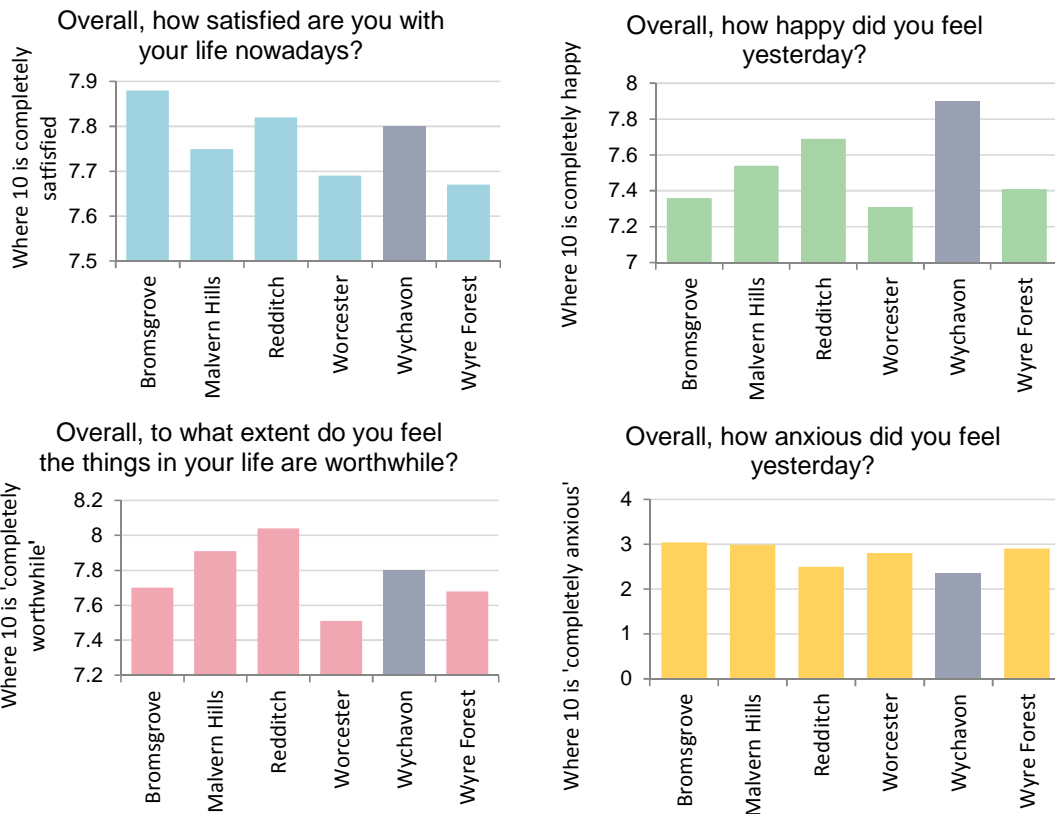
### Very / fairly satisfied with local sports provision



<sup>13</sup> [Local Sport Profile tool](#)

## Wellbeing

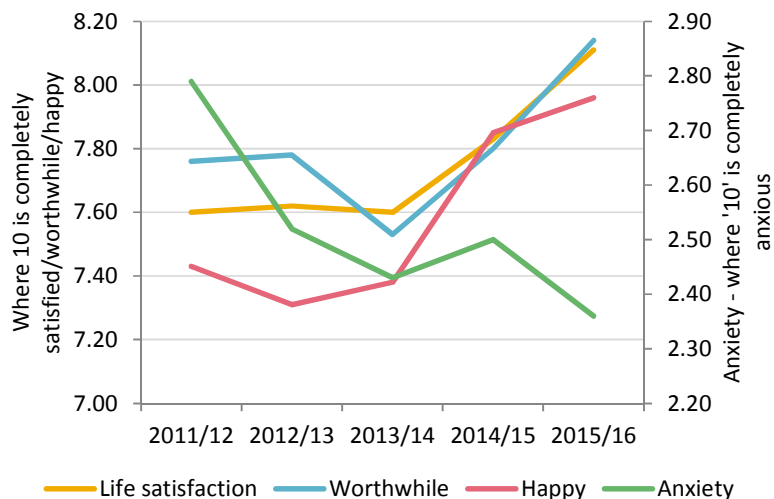
The annual population survey<sup>14</sup> assesses people's personal wellbeing by looking at four areas: life satisfaction, happiness, anxiety and whether the things in a person's life are worthwhile. These are rated on a scale from 0 to 10 where 0 is not at all and 10 is completely.



Wychavon residents came out as the happiest and least anxious of the Worcestershire districts in the survey for the period covering April 2015 to March 2016.

Since 2013/14 these measures have all improved in Wychavon.

### Personal wellbeing in Wychavon



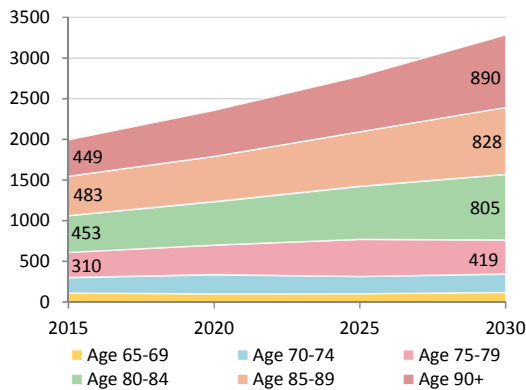
<sup>14</sup> Personal Wellbeing 2015/16 [ONS](#)

## Dementia and depression

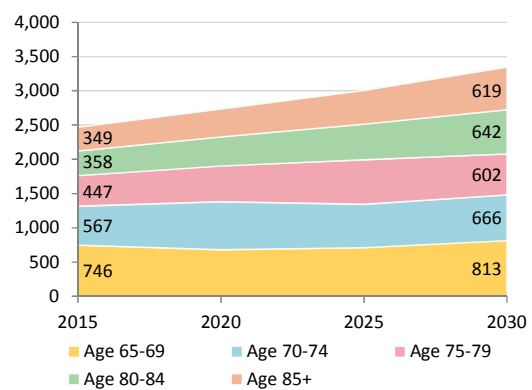
The number of people aged over 65 with dementia in Wychavon is projected to increase by 65% from 1,995 people in 2015 to 3,286 in 2030<sup>15</sup>.

Those over 65 and suffering from depression is projected to rise from 2,467 people in 2015 to 3,342 in 2030<sup>15</sup>.

**Predicted number of people with dementia (2015 – 2030)**



**Predicted number of older people with depression (2015 – 2030)**



## Other health issues<sup>16</sup>

The birth rate for under 18s in Wychavon was 3.4 per 1000 15-17 year old women and is below the county (5.7) and national (6.7) figures.

In 2015 the prevalence of smokers in Wychavon was 10.3% which was the second lowest of the Worcestershire districts and significantly less than the national average of 16.9%.

In Wychavon 9.8% of women were known to smoke at the time of giving birth. This compares with 10.7% in Worcestershire and 10.6% nationally.

There were 320 people admitted to hospital for alcohol-specific conditions in 2014/15. This equates to 261 per 100,000 which is below the county (286) and national (364) figures.

The hospital admission rate for liver disease is 159.9 per 100,000 which is the highest in Worcestershire. The figure for males only is 244.9 per which compares with 150.6 in England. Admission episodes for alcoholic liver disease conditions are the second highest in Worcestershire at 143.3 per 100,000 this compares with 108.9 in England.

<sup>15</sup> [POPP](#) (Projecting Older People Population Information)

<sup>16</sup> [Public Health Profiles](#)

## 2.3 People in need

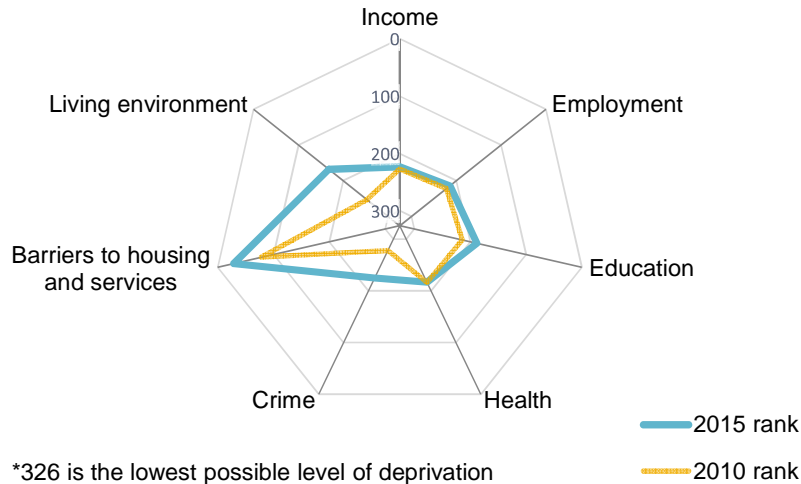
### Index of Multiple Deprivation

The Index of Multiple Deprivation (IMD)<sup>17</sup> is based upon seven domains of deprivation: income, employment, health and disability, education skills and training, barriers to housing and services, living environment and crime. These are weighted and combined to create the IMD.

Wychavon's ranking in the IMD is 191 out of 326 where 326 is the least deprived local authority and this compares to 226 in 2010. Each of the seven domains are plotted below to see how deprived they are and how they have each changed since 2010, the closer to the edge of the chart, the more deprived the domain is.

#### Indices of Multiple Deprivation 2015

Wychavon domain ranks\*



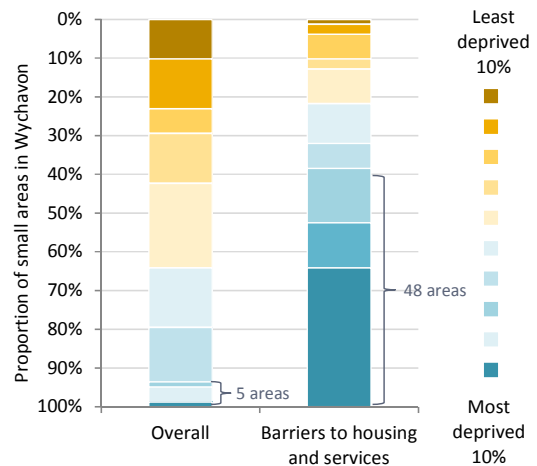
The barriers to housing and services domain is ranked as much more deprived than the other domains and this looks at:

**Geographical barriers** – Road distances to post office, primary school, general store and GP surgery

**Wider barriers** – Households overcrowding, homelessness and housing affordability

The chart opposite shows that of the 78 small areas in Wychavon, 48 are in the most deprived 30% for barriers to housing and services compared with five small areas in the most deprived 30% overall. A small area has, on average, around 1,500 residents.

#### Deprivation by small area



One small area is in the most deprived 10% of all areas across England, this is located in Droitwich West. There are also three areas within the most deprived 20% nationally; these are in Evesham North, Harvington and Norton and a further area of Droitwich West.

Of the 78 small areas in Wychavon, 67 are now ranked as more deprived than they were in 2010. The 2015 IMD is the first time that areas have been ranked in the most 20% deprived nationally.

<sup>17</sup> [Indices of Multiple Deprivation 2015](#)



## Dimensions of deprivation

The dimensions of deprivation are calculated from census data<sup>18</sup> and are used to classify households based on the following four household characteristics:

**Employment:** any member of a household not a full time student is either unemployed or long-term sick.

**Education:** no person in household has at least level 2 education and no-one aged 16-18 is a full-time student.

**Health & disability** - anyone in the household has general health 'bad or very bad' or long term health problem.

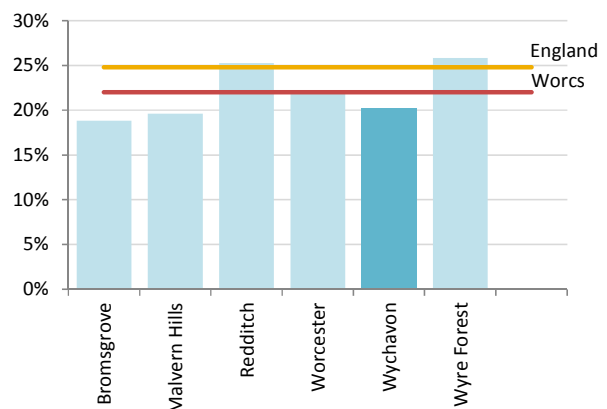
**Housing** - Household accommodation is either overcrowded, with an occupancy rating of -1 or less or is in a shared dwelling or has no central heating.

A household is classified as being deprived in none, or one to four dimensions in any combination.

There are 20.2% of households which are deprived by two or more of these dimensions in Wychavon and this is the third lowest level in the county and below the county (22%) and national (24.8%) averages.

Of the 32 wards in the district, nine are above the county level and just four are above the national level. Droitwich South East has the fewest households deprived in two or more dimensions and Droitwich West has the most.

### Households deprived in two or more dimensions



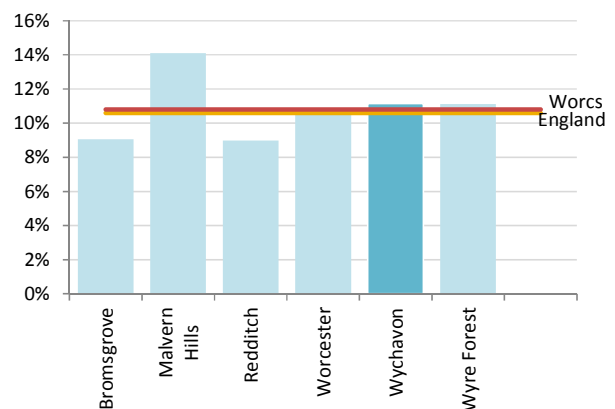
## Fuel poverty

Fuel poverty in England is monitored using the Low Income High Cost Indicator (LIHC). Under the LIHC definition, a household is considered to be fuel poor if:

- They have required fuel costs that are above average (the national median level)
- Were they to spend that amount, they would be left with a residual income below the official poverty line.

In 2014, 5,569 households (11.1%) in Wychavon were fuel poor; this has risen from 10.6% in 2013<sup>19</sup>. This is above the Worcestershire (10.8%) and national (10.6%) averages.

### Households in fuel poverty



Fuel poverty at local level uses lower super output areas (LSOAs) which are small areas covering around 1500 residents. The LSOAs with the highest proportion of fuel poor households in Wychavon are located in Upton Snodsbury (24%), Elmley Castle and Somerville (23.6%) and Ombersley (22.7%).

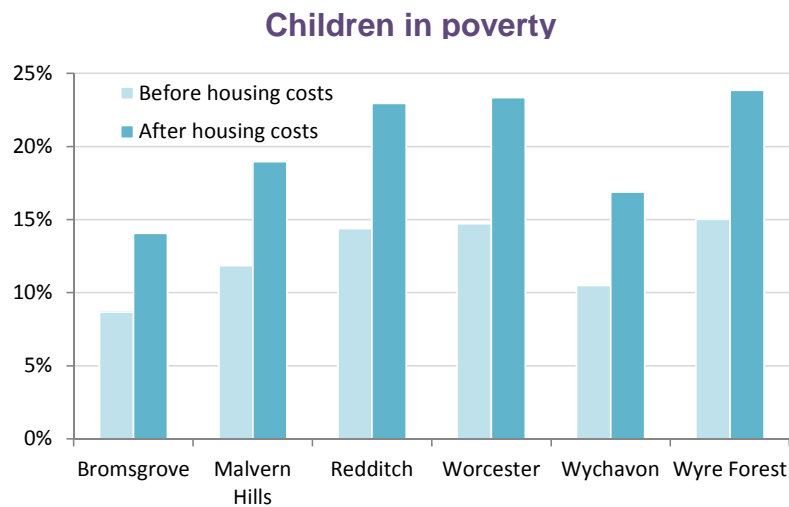
The LSOAs with the lowest proportions are located in Droitwich South East (3.4%), Norton and Whittington (3.5%) and Little Hampton (3.6%).

<sup>18</sup> [Nomis - Official labour market statistics](#)

<sup>19</sup> Fuel poverty sub-regional statistics [DECC](#)

## Child poverty

The Campaign to End Child Poverty estimates that 3.7 million children are living in poverty in the UK. This accounts for 28% of all children in the UK; one of the highest rates in the industrialised world. They estimate child poverty both before housing costs and after housing costs. In Wychavon, child poverty after housing costs affects around 17% of children<sup>20</sup>. This is the second lowest of the Worcestershire districts.



## Social isolation

*“The issue of social isolation is receiving increasing attention from health and social care professionals, the voluntary sector, community-based organisations and local authorities. One reason for this is the negative impact that social isolation is known to have on individual health and wellbeing at different stages of life. As a result, social isolation brings significant costs to health and social care services. There are links between inequality, social isolation and health: this is because many factors associated with social isolation are unequally distributed in society”<sup>21</sup>.*

In Wychavon 27% of pensioners live alone, in some wards this is as high as 41%<sup>22</sup>.

Car ownership is high, but some residents experience isolation because of the small number of public transport options and limited access to services, particularly in some rural areas.

Loneliness and isolation is of particular concern due to the direct impact it can have on residents' health and wellbeing. A statistic often used is that loneliness can have as great a negative impact on health as smoking 15 cigarettes a day. Age UK estimate that there are around 1,770 lonely older people living in Wychavon, the highest number in Worcestershire, accounting for around 1.5% of the total population or 26% of older people living alone in the district.

<sup>20</sup> [End child poverty report](#)

<sup>21</sup> [Reducing social isolation across the lifecourse, Public Health England](#)

<sup>22</sup> [Nomis – Official labour market statistics](#)

## 2.4 Population characteristics

### MOSAIC groups and types

MOSAIC<sup>23</sup> is Experian's cross-channel consumer classification designed to help understand the demographics, lifestyles, preferences and behaviours of the UK adult population in detail. It classifies all consumers in the UK by allocating them to one of 15 Groups and 66 Types. 72% of the information used to build Mosaic Public Sector is sourced from a combination of data that includes the consumer view database, which provides consumer demographic information for the UK's adults and households. The remainder is sourced from the 2011 Census.

Over 50% of Wychavon households fall into just three groups: A, G and B. The proportion of each group and the key features of these top three are shown in the tables below.

#### Proportion of household groups in Wychavon

Group code	Group description	Number of households	%
<b>A</b>	Country Living	14,244	27.33
<b>G</b>	Rural Reality	8,157	15.65
<b>B</b>	Prestige Positions	5,075	9.74
<b>D</b>	Domestic Success	3,880	7.44
<b>H</b>	Aspiring Homemakers	3,341	6.41
<b>F</b>	Senior Security	3,284	6.30
<b>N</b>	Vintage Value	2,870	5.51
<b>E</b>	Suburban Stability	2,854	5.48
<b>K</b>	Modest Traditions	2,573	4.94
<b>L</b>	Transient Renters	2,520	4.84
<b>M</b>	Family Basics	1,860	3.57
<b>J</b>	Rental Hubs	1,012	1.94
<b>O</b>	Municipal Challenge	419	0.80
<b>I</b>	Urban Cohesion	28	0.05
<b>TOTAL</b>		<b>52,117</b>	<b>100</b>

#### Key features of the top three groups in Wychavon

Mosaic group	A: Country Living	G: Rural Reality	B: Prestige Positions
<b>Key features</b>	Rural locations Well off homeowners Detached home Higher self employment High car ownership High use of internet	Rural locations Village and outlying houses Agricultural employment Most are homeowners Affordable value homes Slow internet speed	High value detached homes Married couples Managerial and senior positions Supporting older children High assets and investment Online shopping and banking
<b>Channel preference</b>	Online Post Face to face	Online Face to face Landline	Post Online Email

Within each group description there are four to six household types. For example, within the Country Living (Group A) there is Rural Vogue (A01), Scattered Homesteads (A02), Wealthy Landowners (A03), and Village Retirement (A04). The types within each group have a further more defined description, which provides key features and preferences. The top ten types within Wychavon are detailed over the page:

<sup>23</sup> [Mosaic classification](#)

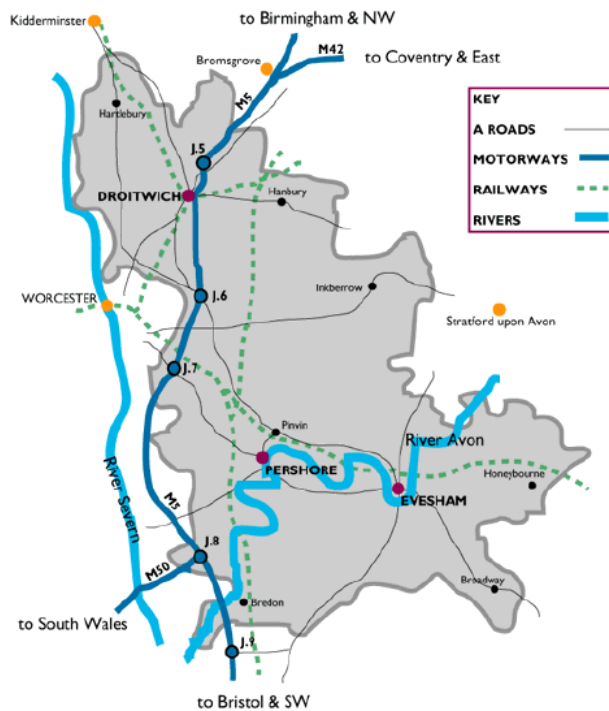
Mosaic type	Households		Key features	Channel preference
<b>A03: Wealthy Landowners</b> 	6,775	13%	High value large detached homes Rural locations Own several cars Mature married couples Own both PCs and laptops	1. Face to Face 2. Landline 3. Online
<b>A04: Village Retirement</b> 	6,185	11.9%	Retired couples and singles Larger villages Likely to be self sufficient Enjoy UK holidays Most likely to play cricket and golf	1. Face to Face 2. Post 3. Online
<b>G29: Satellite Settlers</b> 	4,415	8.5%	Mature households Larger villages Close to transport links Own pleasant homes Online groceries	1. Face to Face 2. Mobile telephone 3. Online
<b>G28: Local Focus</b> 	2,024	3.9%	Rural families Rent or own affordable homes Skilled trades Long distance from towns and cities Shop locally	1. Mobile telephone 2. Email 3. Landline
<b>B05: Empty nest adventure</b> 	2,013	3.9%	Couples aged 56 and over Children have left home Live in long term family home Book holidays and tickets online Buy new cars	1. Face to face 2. Online 3. Post
<b>D16: Mid-career convention</b> 	1,961	3.8%	Married couples with children Traditional suburbs Professional jobs Likely to have life cover High proportion with mortgage	1. Mobile telephone 2. Email 3. Landline
<b>F24: Bungalow Haven</b> 	1,955	3.8%	Elderly couples and singles Own properties outright Neighbourhoods of elderly people May research online Like buying in store	1. Post 2. Email 3. Landline
<b>B07: Alpha Families</b> 	1,774	3.4%	Married couples with school age children Two professional careers High salaries, large mortgages Online shopping to save time Company cars and mobiles	1. Post 2. Online 3. Mobile telephone
<b>D15: Modern Parents</b> 	1,764	3.4%	Families with school age children Modern, detached housing Double income families Own tablets Search using online aggregators	1. Mobile telephone 2. Online 3. Email
<b>G27: Outlying Seniors</b> 	1,718	3.3%	Age 60+ Low incomes Low cost housing Out of the way locations Dislike being contacted by marketers	1. Face to Face 2. Post 3. Landline

### 3. Place: green, clean and safe with quality, affordable homes

#### 3.1 Location

Wychavon is located in the West Midlands region. The district covers 664km<sup>2</sup> of the south and eastern part of the county of Worcestershire. It is the largest of the six Worcestershire districts.

The district is largely rural with a rich natural environment, diverse geology and historic heritage. The three main towns of Droitwich Spa, Evesham, and Pershore, along with the large Cotswold village of Broadway, account for almost half of the district's population. The rest of the district is sparsely populated and includes nearly 100 smaller villages and hamlets.



Droitwich Spa, in the north of the district, is a spa town. The town's lido pool is popular during the summer months. The town is served by two canals, the Droitwich Barge Canal and Droitwich Junction Canal.

Evesham is situated alongside the River Avon in the south-east of the district. The Vale of Evesham extends beneath the Cotswold Hills and is well known for its fruit and vegetable production, especially asparagus.

Pershore is located on the banks of the River Avon. It is known for its Georgian architecture and the famous Pershore Plum. Pershore is home to the College of Horticulture and the headquarters for Wychavon District Council.

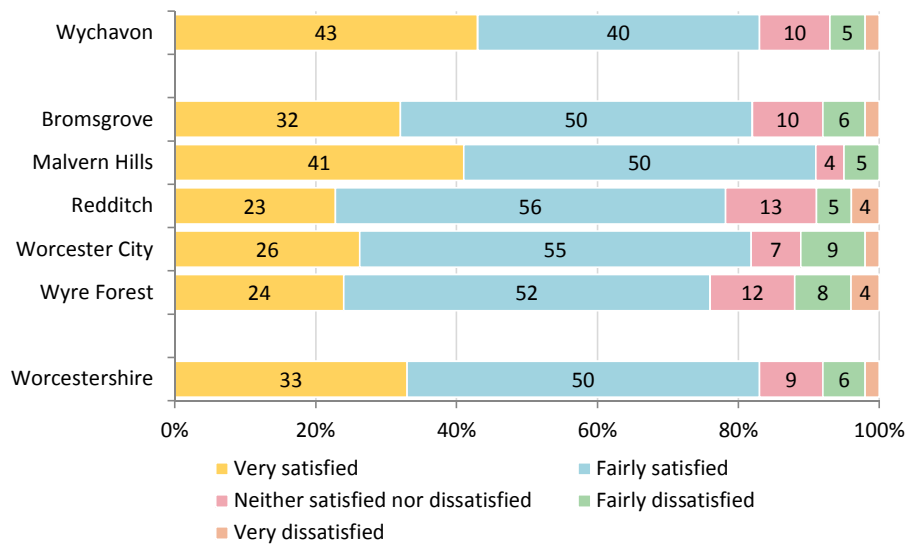
Wychavon is located close to national transport networks. The M5, with connections to the M42 and M50, runs through the district. The district also has good rail links with major cities such as London, Birmingham, Manchester and Bristol, which are accessible in approximately one and a half to two hours.

### 3.2 Satisfaction with the area

Every year since 2009, the Worcestershire Viewpoint survey<sup>24</sup> has been conducted by Worcestershire County Council on behalf of the county’s district and borough councils, NHS Worcestershire and Hereford and Worcester Fire and Rescue Services. Worcestershire Viewpoint members are asked to complete an annual survey to enable the council to gather their views and opinions.

In the 2016 results, residents of Wychavon are the second most satisfied overall with 83% being satisfied with their local area as a place to live.

#### Satisfaction with the local area as a place to live



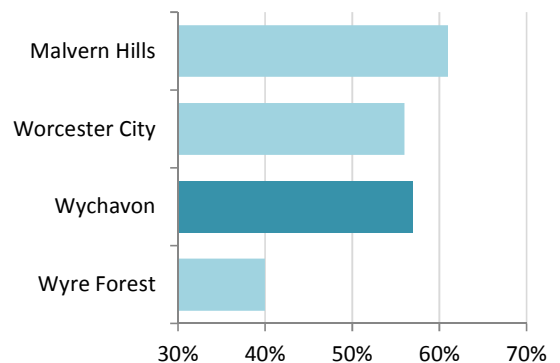
From 2015, prior members Redditch Borough Council, Bromsgrove District Council and Hereford and Worcester Fire and Rescue Service decided to pursue their own separate engagement activities, so comparisons for district council specific questions are limited to four districts.

Satisfaction with keeping public land clear of litter in Wychavon is at 57% which has fallen by ten percentage points since 2013 but remains the second most satisfied of the four districts.

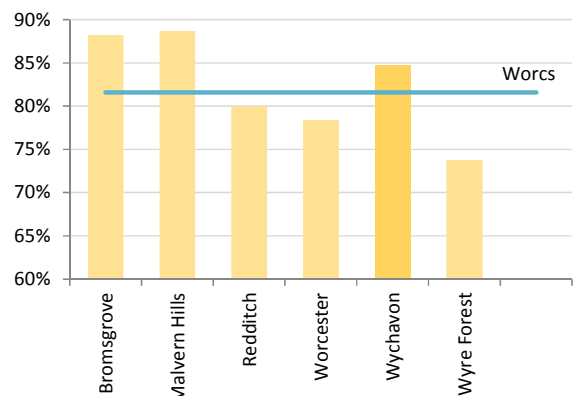
The district has been named as the third best place to live in the UK, according to the Halifax Quality of Life Survey 2016<sup>25</sup>. The survey ranks local performance across key indicators covering: the labour market, the housing market, the environment, education, health, and personal well-being. Wychavon came third of 324 nationally and ranked first in the West Midlands.

In the 2016 Viewpoint survey, as a way of measuring community cohesion, people were asked whether they agree that their local area is a place where

#### Very / fairly satisfied with keeping public land clear of litter



#### Agree that people from different backgrounds get on well



<sup>24</sup> [Worcestershire Viewpoint survey](#)

<sup>25</sup> [Halifax Rural Quality of Life Survey 2016](#)

people from different backgrounds get on well together. Just under 85% of people definitely agreed or tended to agree with this which is the third highest in Worcestershire and an increase from 74% in 2015.

People were also asked to state the things that are most important to them and the table below summarises these. The top five most important things have not changed since the 2015 survey. For those that need improving, traffic congestion, affordable housing and health services have all risen one place.

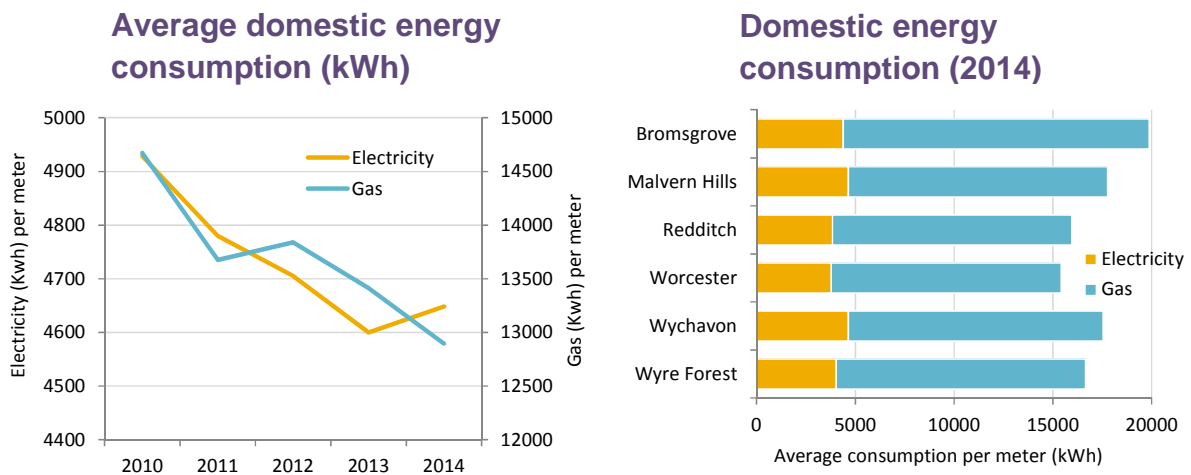
Position	Most important things	Things that need improving
1st	Health services	Road and pavement repairs
2nd	Level of crime	Level of traffic congestion
3rd	Education provision	Public transport
4th	Clean streets	Affordable decent housing
5th	Access to nature	Health services

Road and pavement repairs has remained as the thing that people feel most needs improving since the survey began in 2008. Traffic congestion has risen each year from sixth in 2013 and health service has entered the top five for the first time having risen from tenth most in need of improving in 2012.

### 3.3 Environment

#### Energy consumption

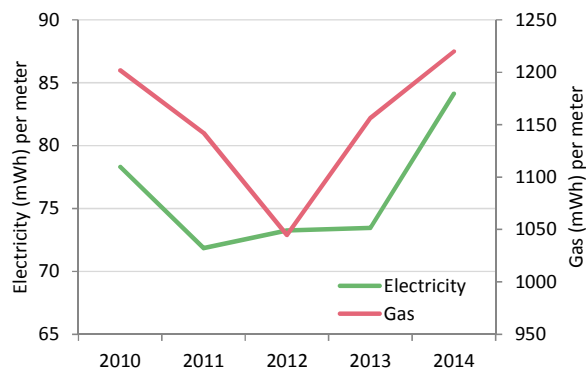
Levels of domestic energy consumption in Wychavon have fallen since 2010 to a combined total for gas and electricity of 17,545 kWh in 2014<sup>26</sup>. Gas accounts for 74% of the total. Domestic consumption levels are the highest in Worcestershire for electricity and the third highest for gas.



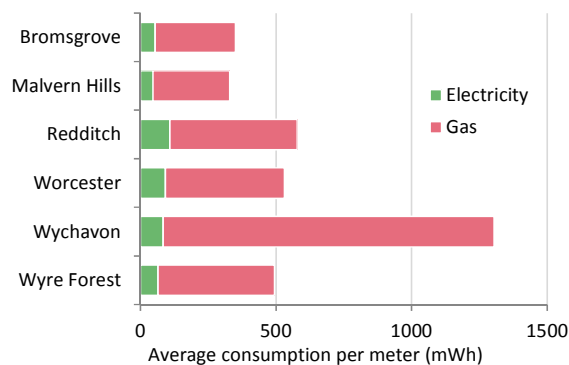
Non-domestic energy levels have risen again from a low in 2012 and the average consumption per meter reached 1,304 mWh in 2014. Consumption in Wychavon is considerably greater than in the rest of Worcestershire with gas levels around three or four times higher than the other districts.

<sup>26</sup> [Sub-national electricity and gas consumption statistics 2005 to 2014](#)

## Average non-domestic energy consumption (mWh)



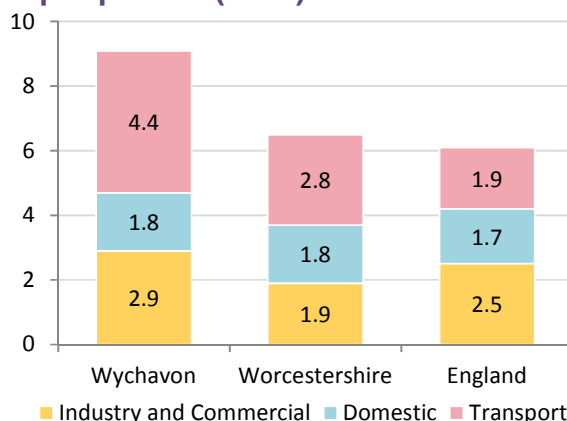
## Non-domestic energy consumption (2014)



## Carbon emissions

In 2014, 9.2 tonnes of carbon dioxide (CO<sub>2</sub>) was emitted per person in Wychavon<sup>27</sup>. This is a 23.4% reduction compared to 2005. However, this is the highest proportion across the county, and is higher than the Worcestershire and England averages. This can be attributed to a number of factors. Homes in rural areas are often harder to heat and keep warm than those in more densely populated urban areas. The district also has substantially more through traffic than most neighbouring districts and the district has the largest number of industrial and commercial businesses in the county.

## Carbon emissions - tonnes of CO<sub>2</sub> per person (2014)



## Renewable energy

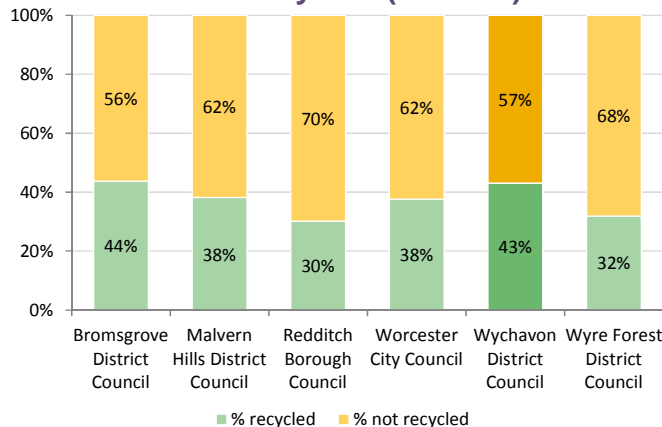
In 2012/13 there were 1,057 installations of cavity wall insulation in Wychavon, which is 153 more than the British average of 904 installations<sup>28</sup>. Between June 2010 and September 2016 there were 2,337 domestic solar PV installations which is 375 more than the British average of 1,962.

Renewable energy generation in Wychavon has increased from 57,416 MWh in 2014 to 71,557 MWh in 2015<sup>29</sup>.

## Waste

Just under 43,000 tonnes of household waste was collected in Wychavon between April 2014 and March 2015, this equates to 451kg per household. Of this, 43% was sent for recycling/composting/reuse which was the second highest of the Worcestershire districts.

## Proportion of household waste recycled (2014/15)



<sup>27</sup> [Per capita local CO2 emissions](#)

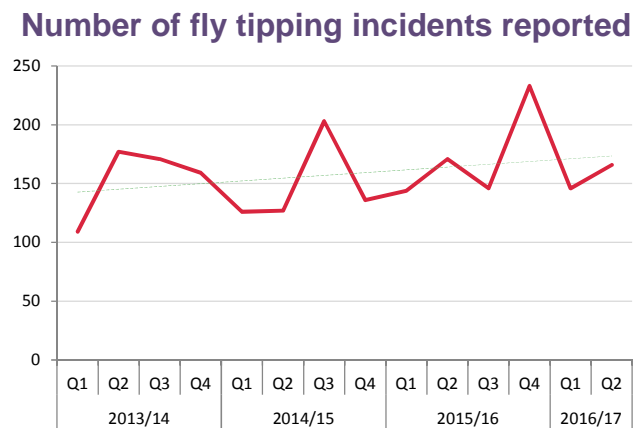
<sup>28</sup> [Department for Energy and Climate Change](#)

<sup>29</sup> [Renewable energy statistics](#)



## Fly tipping

There were 694 reported incidents of fly tipping in 2015/16 which was an increase from 592 in 2014/15. There has been a steady rise in reported incidents since 2013/14.



## Water resources

The River Avon runs from east to west, winding through Evesham and Pershore in the southern half of the district. The River Severn runs from north to south to the west of Wychavon. Both flood on a regular basis, sometimes leading to major emergencies.

Wychavon is vulnerable to extreme weather events, having experienced serious droughts and floods during the last 15 years. The most severe flooding, in July 2007, was a major emergency and badly affected over 1,500 homes and 220 businesses. The impact was felt across most of the district, with Droitwich High Street, Port Street and Waterside in Evesham, Hampton, Crophorne, Sedgeberrow, Broadway and Pershore among the worst affected.

## Biodiversity

Wychavon is a largely rural district, with plenty of countryside and open spaces, high quality parks, many important wildlife sites and a rich heritage. The southern part of Wychavon forms part of the Cotswolds Area of Outstanding Natural Beauty. The district contains a number of Sites of Special Scientific Interest, local nature reserves and seven regionally important geological/ geomorphological sites. It has some of the richest traditional hay meadows in the country. It is also known for its orchards and semi-natural ancient woodlands.

## 3.4 Crime and community safety

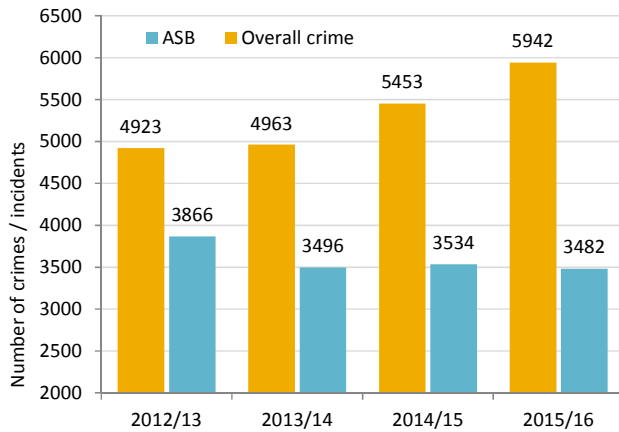
### Crime

Wychavon remains a low crime area, however, overall crime in Wychavon increased by around 20% between 2013/14 to 2015/16. This is largely due to changes in recording methods used however and is a smaller increase than those seen in Worcester and Malvern Hills.

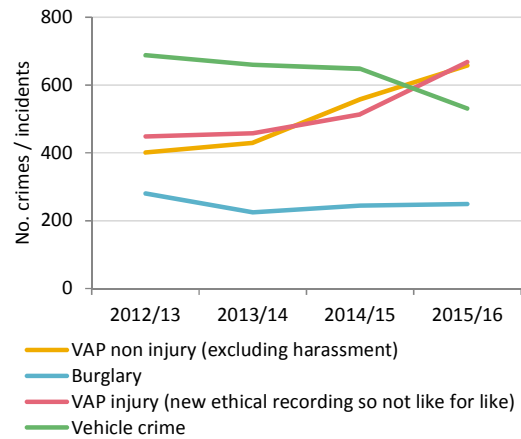
There were 5,942 crimes in Wychavon during 2015/16 which equates to 50.5 per 1,000 residents. The West Mercia force area recorded an overall rate of 58.5 whilst nationally it was 67.3. Across the 32 wards in Wychavon the figure varies from 109.5 (Bengeworth) to 19.3 (Bredon).

There were 3,482 anti-social behaviour (ASB) incidents in Wychavon during 2015/16 which equates to 29.6 per 1,000 residents. The West Mercia force area recorded 35 and nationally it was 31. Across the 32 wards this varies from 98.9 (Bengeworth) to 8.3 (Bredon).

## Overall crime and incidents of ASB



## Main crime types



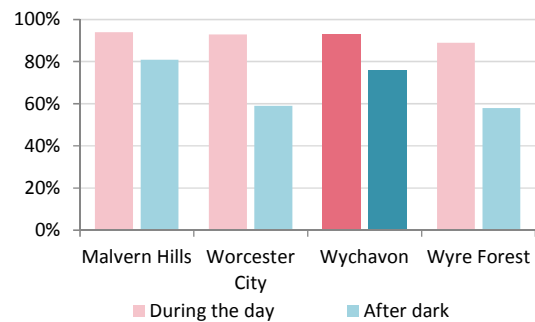
There has been an increase in violence against the person (VAP) in the last two years although the recording method for VAP with injury changed recently. Vehicle crime has decreased in each of the last four years.

## Community safety

93% of respondents to the 2016 Viewpoint survey, felt safe in their local area during the day and 76% after dark. These perceptions have remained largely unchanged over the last four years, only the residents of Malvern Hills feel safer in their local area.

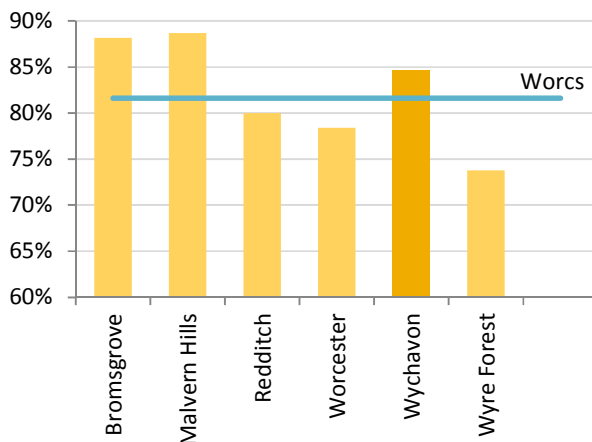
Results from the Viewpoint survey<sup>30</sup> also indicate that 85% of people agree that people from different backgrounds get on well together, the third highest of the Worcestershire districts. The proportion of people surveyed who believe that there is a problem with people not treating people with respect was 15%, the third lowest of the six districts.

## Very/fairly safe in local area

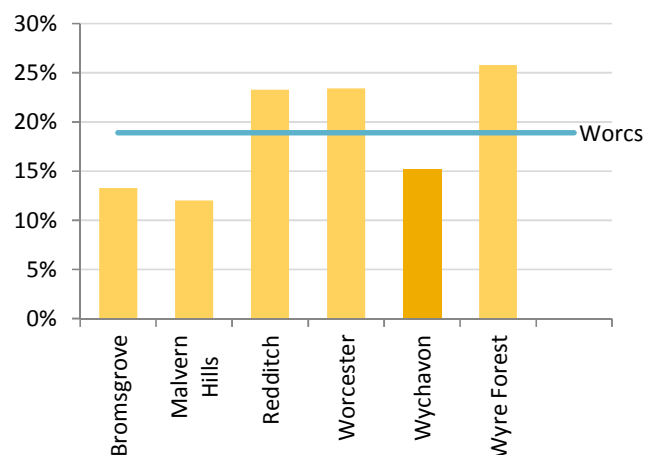


The chart overleaf shows the changes in things that people perceive to be a problem in their local area. It shows that after several years of decline in most measures, some, including rubbish and litter and people using drugs, have shown a recent increase.

## Agree that people from different backgrounds get on well

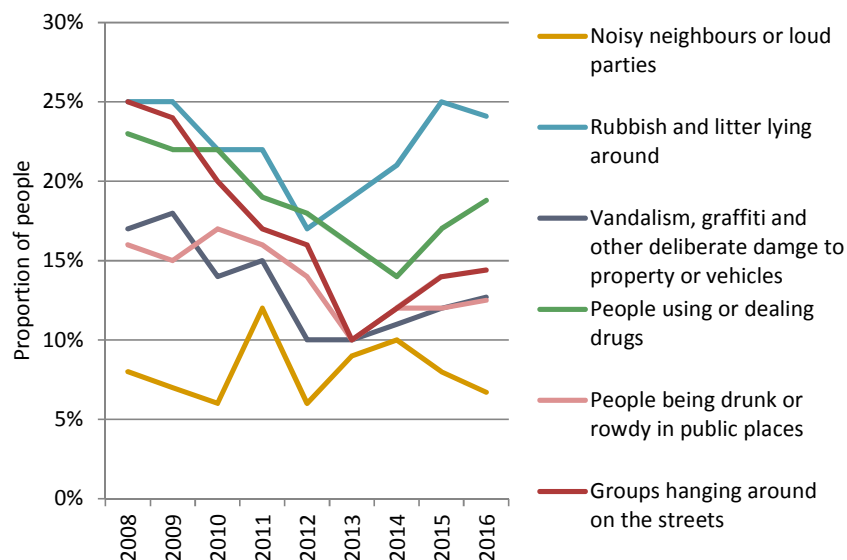


## Believe there is a problem with people not treating each other with respect in their area



<sup>30</sup> [Worcestershire Viewpoint survey](#)

### Proportion of Viewpoint panel that believe the following are a problem in Wychavon



## 3.5 Housing

There are around 51,538 households in Wychavon<sup>31</sup>. This is higher than the total number of homes in the other Worcestershire districts and makes up almost 21% of homes in the county. Of these, 403 are second homes.

### Property type

At almost 42% the proportion of detached houses in Wychavon is considerably higher than the county figure and almost 20% above the national proportion.

	Wychavon	Worcestershire	England
Detached house	41.5%	33.7%	22.4%
Semi-detached house	30.1%	33.5%	31.2%
Terraced house	16.9%	18.7%	24.5%
Flat	10.2%	13.2%	21.2%
Caravan or shared dwelling	1.2%	1.0%	0.7%

### Property tenure

The majority of houses in Wychavon are owned either outright or with a mortgage or loan (72.7%). This is higher than in Worcestershire (70.9%) or England (63.4%).

Most of the remainder are rented either privately (11%) or socially (14.5%). The main social housing landlords in Wychavon are Rooftop Housing Group, Fortis Living, WM Housing, Bromford Housing, Sanctuary Housing, Housing 21, Cottsway Housing, and Jephson Housing Group.

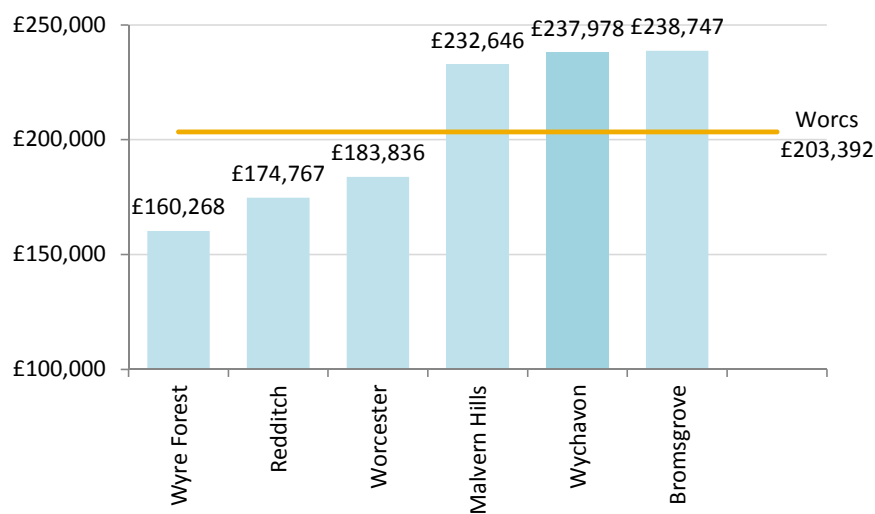
<sup>31</sup> [Live tables on household projections](#)

	Wychavon	Worcestershire	England
Owned outright	38.7%	35.9%	30.6%
Owned with a mortgage or loan	34.0%	35.0%	32.8%
Private rented	11.0%	12.5%	16.8%
Social rented	14.5%	14.8%	17.7%
Living rent free	1.4%	1.2%	1.3%
Shared ownership	0.5%	0.7%	0.8%

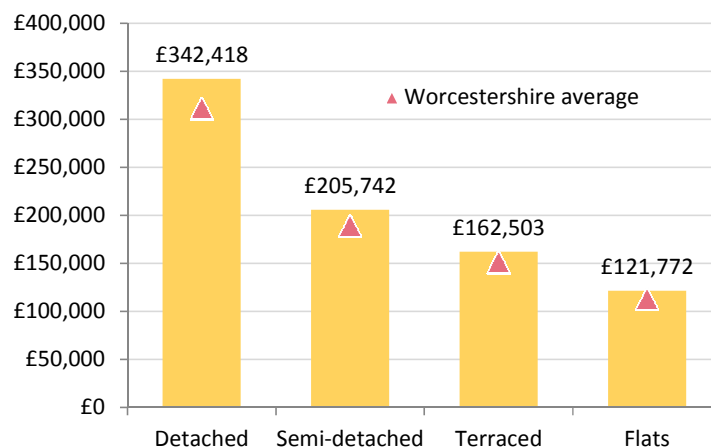
## House prices

There were 2,158 house sales in Wychavon between April 2015 and March 2016. The average sold price was £237,978<sup>32</sup>. Average sold prices are the second highest in Worcestershire and are around 17% higher than the Worcestershire average.

### Average house price (price paid) April 2015 - March 2016



### Average sold prices by property type April 2015 – March 2016

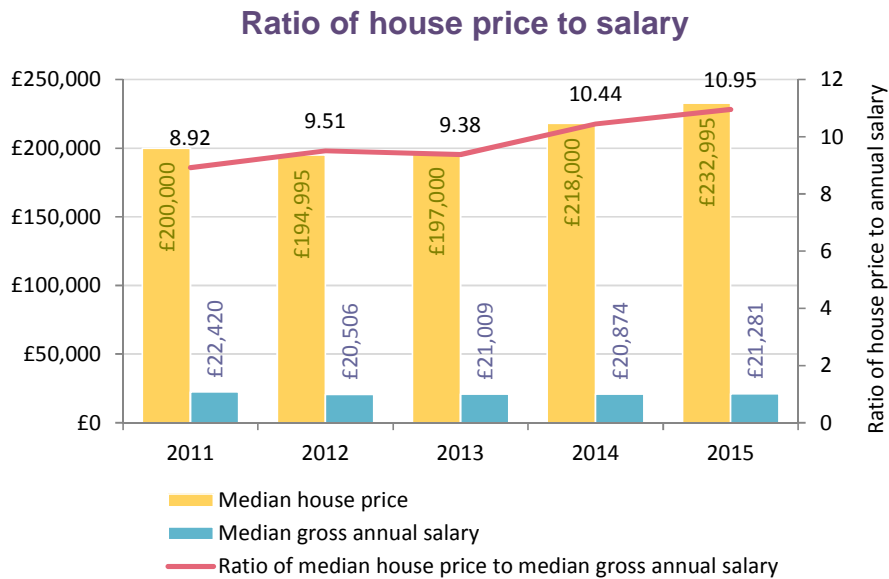


The average sold price for a detached house in 2015/16 was £342,418 which was around 10% higher than the Worcestershire average, a similar % difference to semi-detached and terraced houses. The sale price for flats was 8% above the Worcestershire average.

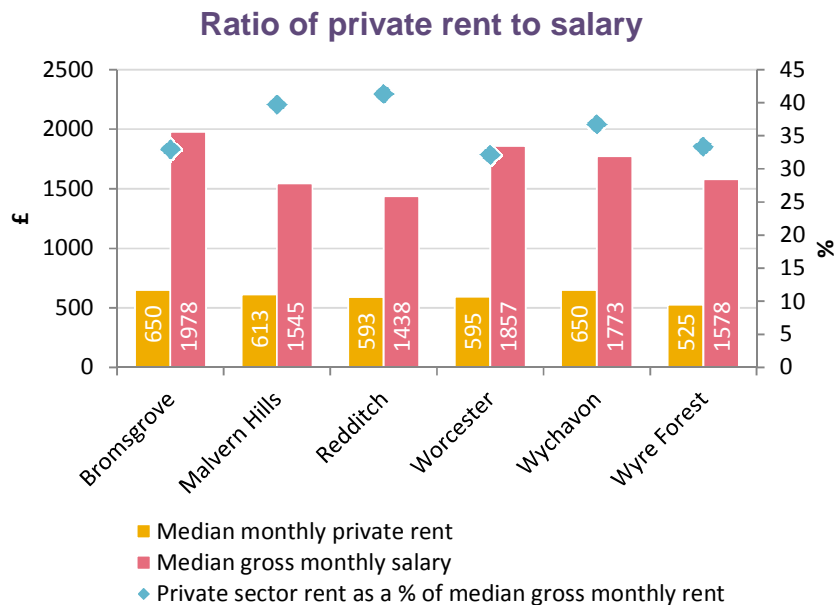
<sup>32</sup> [Land registry house price index](#)

## Ratio of median house price to median earnings

The ratio of house price to earnings has risen sharply in the last five years as the median gross salary has stagnated whilst the median house price has increased by almost £33,000<sup>33</sup>. The median house price in Wychavon is now almost 11 times the median salary. This is the second highest in Worcestershire behind Malvern Hills.



In the private rented sector the median monthly rent in Wychavon is joint highest in Worcestershire whilst the median gross monthly salary is the third highest and over £200 per month lower than in Bromsgrove. This has led to people spending over 35% of their salary on their rent in Wychavon which is the third highest ratio in Worcestershire.



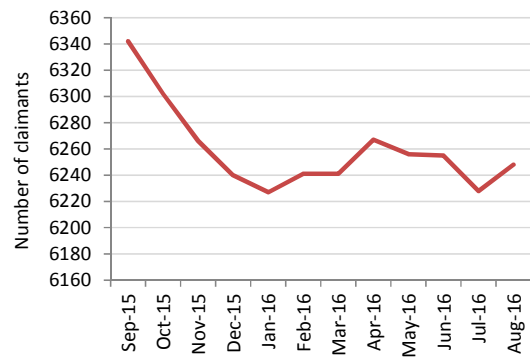
<sup>33</sup> ONS [Housing summary measures analysis](#)

## Housing benefit

Housing Benefit claimant statistics are derived from the Single Housing Benefit Extract which is compiled from monthly returns of housing benefit and council tax benefit claimants.

The number of claimants in Wychavon fell from 6,342 in September 2015 to 6,248 in August 2016<sup>34</sup>.

### Housing benefit claimants

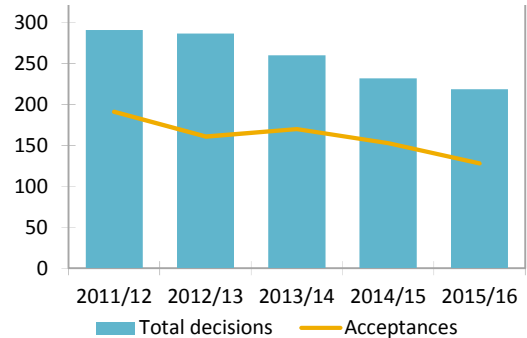


## Homelessness

A "main homelessness duty" is owed where the authority is satisfied that the applicant is eligible for assistance, unintentionally homeless and falls within a specified priority need group. Such statutorily homeless households are referred to as "acceptances".

In 2015/16 homeless decisions and acceptances fell again from the previous year and the percentage of those accepted from decisions made was 58%<sup>35</sup>.

### Homeless decisions and acceptances



## Empty properties

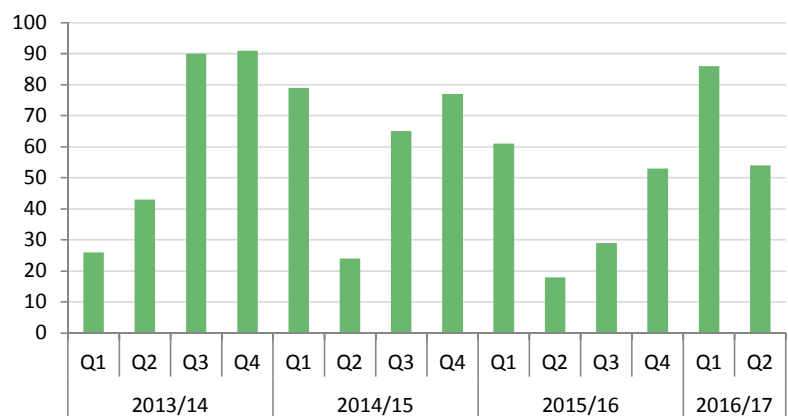
There were 391 properties that were empty for six months or more in 2016, a slight fall from the previous year.

	2011	2012	2013	2014	2015	2016
<b>Wychavon</b>	490	482	346	384	403	391

## House building

The [South Worcestershire Development Plan \(SWDP\)](#) was adopted on 25 February 2016. The SWDP is a planning framework that aims to ensure development has a positive impact on the environment. It was jointly prepared by Wychavon District Council, Malvern Hills District Council and Worcester City Council and will guide development in the area up to the year 2030. The plan has set Wychavon a target to deliver 7,803 housing units by 2030, which equates to 38.3% of all new units in South Worcestershire.

### Number of affordable homes completed



There have been 796 affordable homes completed in Wychavon since April 2013. This is around 30% of all new homes completed.

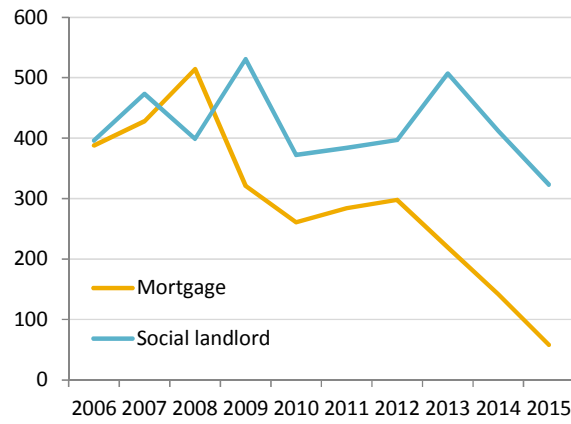
<sup>34</sup> [DWP](#) Housing benefit statistics

<sup>35</sup> [Live tables on homelessness](#)

## Repossessions

The number of mortgage possessions in Wychavon has reduced considerably since a peak of 514 in 2008 to just 58 in 2015. There are considerably more social landlord possessions, although these have also declined in recent years from over 500 in 2013 to 323 in 2015.

### Mortgage and social landlord possessions

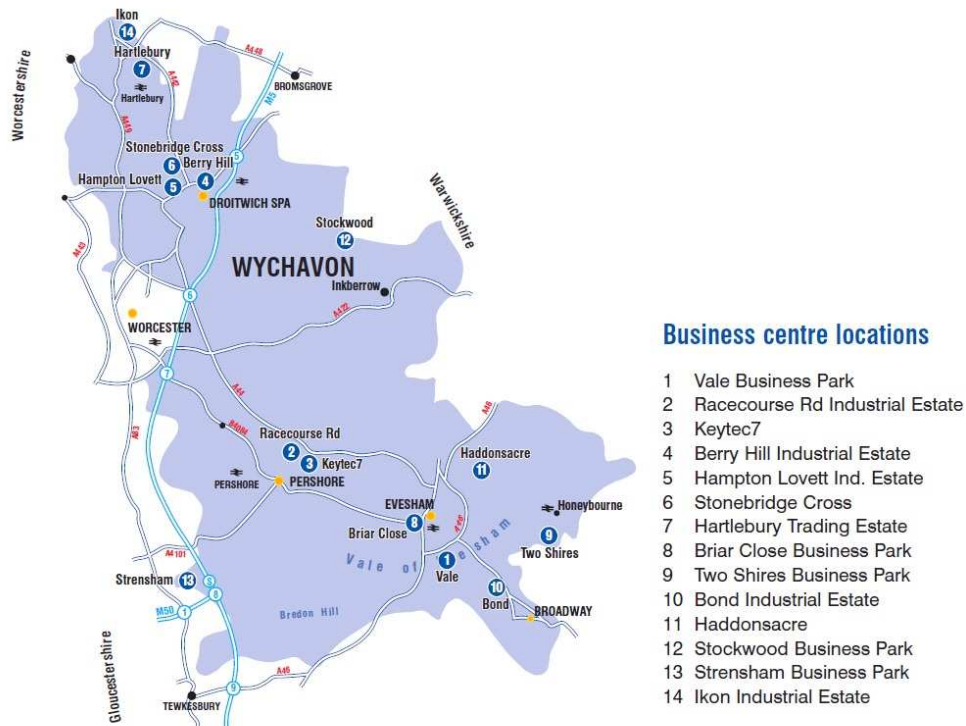


# 4. Prosperity: vibrant communities with quality jobs and skills

## 4.1 Attracting businesses and jobs

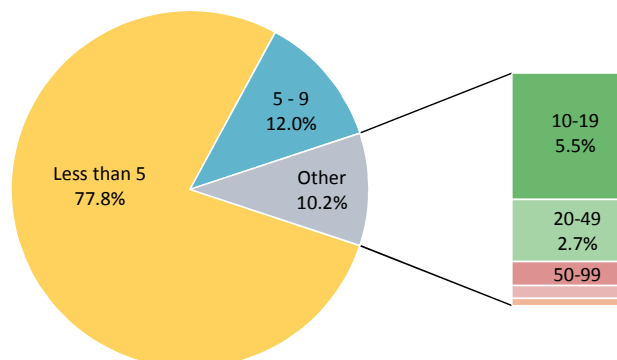
### Business base

The total number of business ratepayers registered in Wychavon in June 2016 was 4,682. This figure will not include many of the small, home-based businesses that are the bedrock of the economy. The map below shows the locations of the main centres of business in the district.



Typically, the 'Wychavon Company' is a small or micro enterprise, employing fewer than five people. The proportion of enterprises that employ less than five people (77.8%) is more than in the county (76%) and country (76.7%)<sup>36</sup>. Just 10% of enterprises employ ten or more people. The biggest employer in the district is Kanes Foods in Middle Littleton with over 1,600 employees.

**Number of employees in enterprises in Wychavon**



<sup>36</sup> ONS data explorer - [Enterprise units by employment size](#)



The Wychavon business base broadly reflects that of Worcestershire. The [Local Enterprise Partnership](#) (LEP) has identified four key business growth areas which are:

**Advanced manufacturing:** 8,500 people, amounting to 17.9% of Wychavon’s employees are employed in manufacturing. Across Worcestershire the figure is 14%, meaning Worcestershire ranks fifth when compared with England’s other 38 LEPs. There is a strong automotive supply chain in the Wychavon district, particularly linking with Jaguar Land Rover and other first tier car manufacturers.

**Agri-tech:** horticulture and food production form a significant element of the business base in Wychavon and particularly in the Vale of Evesham. The county’s central location means produce can be picked and packed in one day and on the supermarket shelves anywhere in mainland Britain the following morning. The sector also supports a wide ranging local supply chain including transport, logistics and construction.

**Cyber security and defence:** although predominantly based in the Malvern district, there are several companies located in the Wychavon area with a focus on this growth sector. The presence of Qinetiq in Malvern is clearly one of the drivers for this.

**Visitor and destination economy:** Worcestershire LEP works closely with Destination Worcestershire to encourage visitors to the county, with all the benefits that this brings to the local economy. The tourist offer in Wychavon is developing with new investment at the Wood Norton Hotel between Evesham and Pershore, and the Chateau Impney and the St Andrew’s House Hotel at Droitwich Spa, complementing the long standing events and festivals for which the district has an excellent reputation.

A relatively high proportion of residents work within the public sector with 10,300 or 21.8% of the working population based in ‘Public Admin, Education and Health’.

In summary, the economy in Wychavon is very mixed, with no one sector dominating, but with a strong emphasis on micro enterprises and smaller SMEs. There is, perhaps surprisingly, a high level of engineering and manufacturing for what is perceived as a rural district.

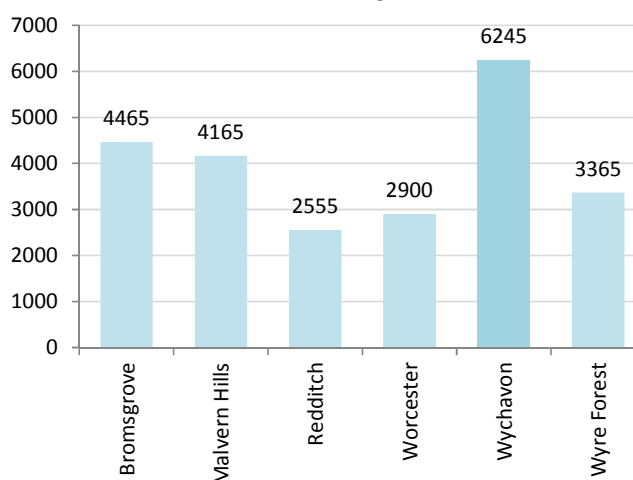
## Active enterprises

There are 6,245 active enterprises in Wychavon which is significantly more than in any of the other Worcestershire districts<sup>37</sup>.

Wychavon has a higher number of newly born enterprises than the other Worcestershire authorities and also a higher 5 year survival rate (49.5%). Of 465 businesses which were born in 2009, 230 survived for 5 years.

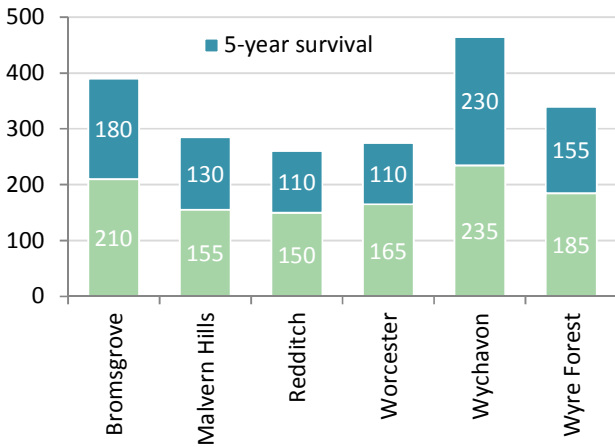
The position in 2014 was that there were considerably more births of enterprises in Wychavon than deaths. This is in contrast to the position in 2009.

Count of active enterprises in 2015

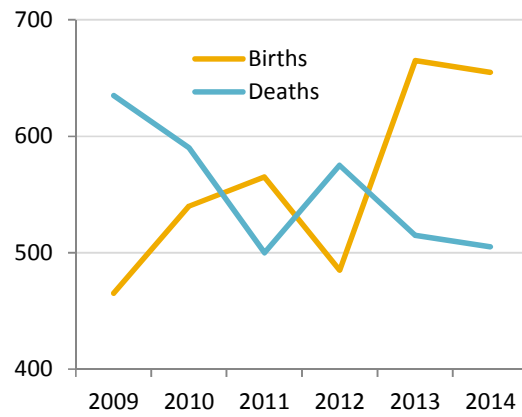


<sup>37</sup> [Business rate datasets](#)

## Newly born enterprises in Worcestershire



## Births and deaths of enterprises in Wychavon



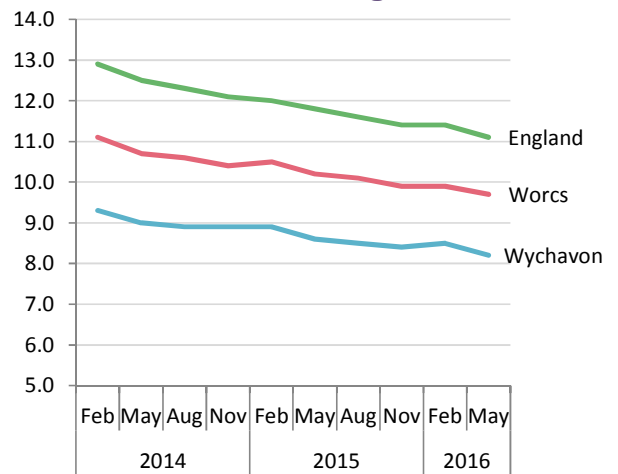
## Employment and income

At the end of September 2016, 82% of the population aged 16-64 in Wychavon were economically active<sup>38</sup>. This is higher than the county and national averages and has risen from 77.3% in 2013. The percentage of economically active people aged 16+ who were unemployed at this time was 3.1% compared with 3.6% in Worcestershire

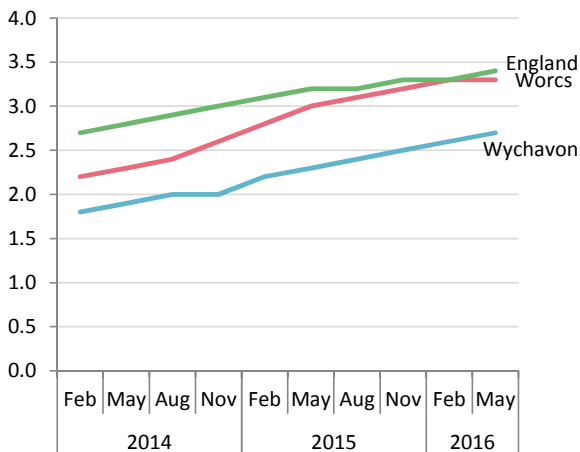
It is estimated that at the end of March 2016, 17.6% of the working age population of Wychavon were self employed which is the highest of the Worcestershire districts and is higher than both the county (11.4%) and national (10.4%) averages.

The proportion of residents aged 16-64 claiming benefits reduced to 8.2% in May 2016<sup>38</sup> and is below the county and national proportions. Those aged 16-64 claiming Employment Support Allowance (ESA) and Incapacity Benefit rose to 2.7% in May 2016 whilst those claiming Job Seekers Allowance (JSA) fell to 0.5%. The number of people aged under 25 claiming JSA fell to 40 in May 2016 from 190 in May 2014.

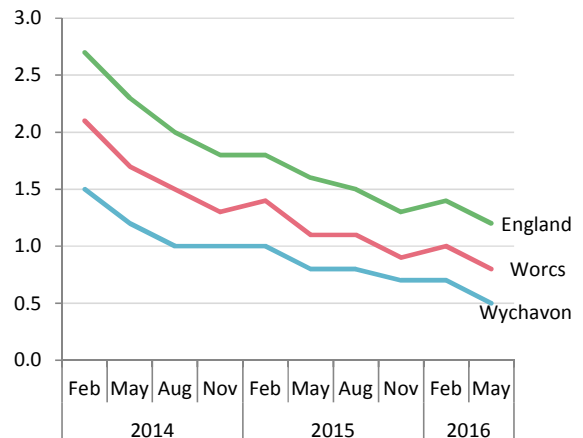
## Benefit claimants aged 16-64



## Incapacity benefit and ESA claimants



## JSA claimants



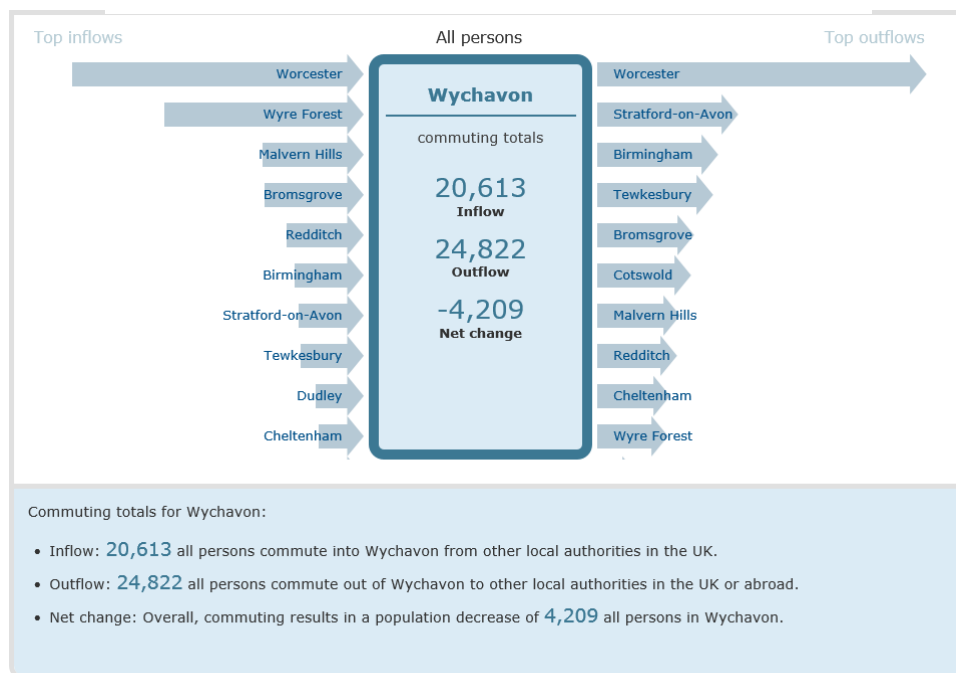
<sup>38</sup> [Nomis – Official labour market statistics](#)

## Commuting patterns

Figures from the 2011 Census show that 12.9% of households in Wychavon do not own a car or van. This compares to 16.6% of households in Worcestershire, and 25.8% in England. 38.4% of households in Wychavon own one car or van. 35% of households in Wychavon own two cars or vans which is higher than both the Worcestershire (32.1%) and England (24.7%) average<sup>3</sup>.

Worcester City is the only district with a positive commuting increase with a net change of 3,165. Wychavon district has a net decrease of -4,209 with the most popular commuting areas being Worcester, Stratford-on-Avon and Birmingham<sup>39</sup>.

### Location of usual residence and place of work



Source: ONS, Census WU01UK - Location of usual residence and place of work by sex

See more visualisations by Nomis

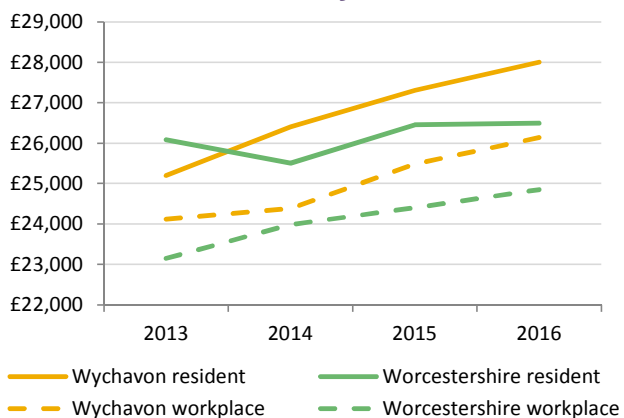
Of Wychavon residents who travel to work, 76% do so in a car or van, 9% travel on foot and around 8% work from home and just over 3% use a bus or train<sup>3</sup>.

## Income

The median annual salary for people who live in Wychavon rose to £28,005 in 2016

and is more than the county average of £26,494, a gap which has grown. The median annual salary for people who work in the district rose to £26,139 in 2016 compared with the county figure of £24,853, again a gap which has grown<sup>40</sup>.

### Median full time worker salary for those who live or work in Wychavon



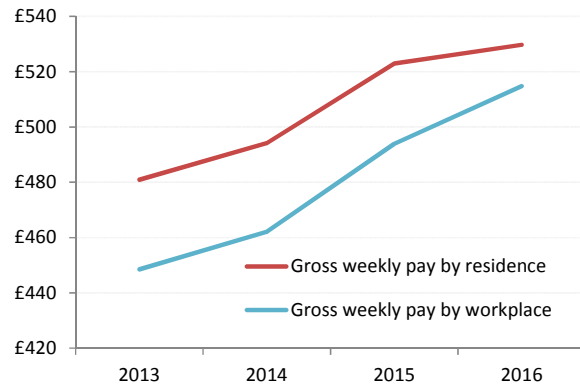
<sup>39</sup> ONS Commuter flows

<sup>40</sup> ONS Annual Survey of Hours and Earnings

The average resident's weekly salary has increased by £7.50 over the last year whilst the average workplace salary has increased by £20.90. This is good news and means the gap between the average workplace salary and average resident's salary has significantly reduced from £32.40 to £14.90 over the last three years.

Average household income in Wychavon in 2013 was £37,634<sup>41</sup>. This compares to an average household income for Worcestershire of £37,000 and £36,357 in England.

### Gap between resident and workplace salaries



### Social mobility

In January 2016, the government published the Social Mobility Index<sup>42</sup> which aims to identify the differences between where children grow up and the chances they have of doing well at school, finding a good job and having a decent standard of living

The index uses a suite of indicators that are related to the chances of experiencing upward social mobility. The focus is on two types of outcome:

- **Educational attainment of those from poorer backgrounds in each local area.** Early years, primary and secondary schools, post 16 and higher education participation. Eligibility for free school meals was the main metric of disadvantage and accounts for the most disadvantaged 15-20% of children.
- **Outcomes achieved by adults in the local area.** Average income, prevalence of low paid work, availability of professional jobs, home ownership and the affordability of housing.

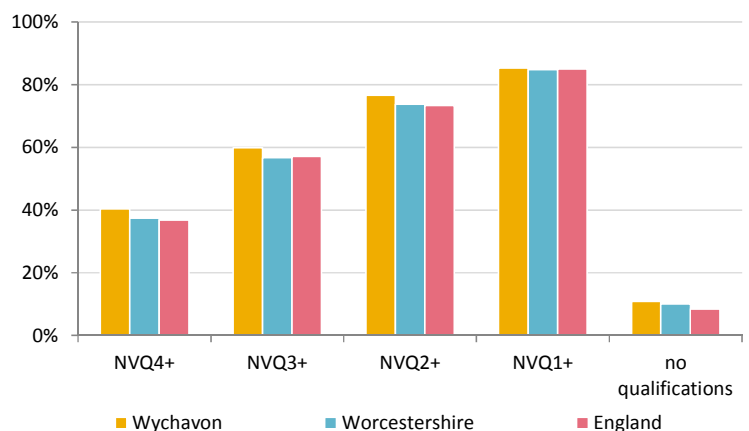
Each of the 324 local authorities in England is ranked on these criteria and an overall rank from 1 to 324 is given to each local authority (where 1 is the greatest level of social mobility for children from disadvantaged backgrounds). Wychavon was given a rank of 322 which means that it is rated as the third worst area for social mobility in England.

### Education and skills

For the year ending December 2015 there were over 40% of people aged 16-64 with level 4 qualifications or above in Wychavon compared with around 37% in the county and country as a whole. Just under 11% of the Wychavon population aged 16-64 has no qualifications which is higher than in Worcestershire (10.2%) and England (8.4%).

At a local level data is available from the 2011 census for people aged 16+ and this shows large differences between the

### Qualifications January – December 2015



<sup>41</sup> [Worcestershire County Council district profiles](#)

<sup>42</sup> [Social Mobility Index](#)

wards across the district. Great Hampton (31%), Droitwich West and Droitwich central (30%) having the highest percentage of residents with no qualifications and Droitwich South East (12%), Bowbrook (13%), and Norton and Whittington (14%) the least.

The proportion of residents qualified to level 4 or above in the wards varies from Bowbrook (43%), Eckington and South Bredon Hill (39%) to Droitwich West (17%) and Great Hampton (19%).

National Vocational Qualification (NVQ) level description

NVQ level	Description
1	GCSEs grade D-G
2	GCSEs grade A*-C
3	A levels
4	HNC/ HND/ Degree

28.7% of Wychavon residents aged 16+ are qualified to level 4 or above, which again is above the Worcestershire and England averages although below Malvern Hills (33.9%) which has the highest of the Worcestershire districts.

### Apprenticeship framework achievements

	2012/13	2013/14	2014/15
Bromsgrove	470	460	450
Malvern Hills	310	360	300
Redditch	520	530	500
Worcester	500	580	510
Wychavon	470	550	570
Wyre Forest	470	570	560

The number of apprenticeships completed in Wychavon has risen to 570 in 2014/15 and was the highest of the Worcestershire districts in that year.

## 4.3 Supporting communities

There are 66 [parish and town councils](#) in Wychavon and seven parish meetings. These local councils exist to improve the lives of people in their local community and to give their local community a voice. Each year a sum of money raised locally called a 'precept' is collected through the council tax. This money is invested back into the local neighbourhood by the local council to improve facilities and services. Local councils can also apply for grants and loans and, if they own property, can receive money from rents or leases.

There are hundreds of community groups, clubs and societies across the district covering arts, [sports](#), older people, young people and much more besides. Many of them are supported by the district's three volunteer centres – [Droitwich Spa Council for Voluntary Services](#), [Evesham Volunteer Centre](#) and [Pershore Volunteer Centre](#).

In the 2016 Viewpoint survey 26% of Wychavon residents said that they already volunteer in at least one of the services that were asked about and this is just above the county figure of 24%. When people who are interested in volunteering or who maybe interested are added to this, the figure rises to around 69%. The most popular services for volunteering were countryside and open spaces and maintaining the local area.

The survey also revealed that 36.4% of respondents felt they could influence decisions affecting their local area which is the highest level in Worcestershire.

### Proportion of people who feel that they can influence decisions affecting their local area

