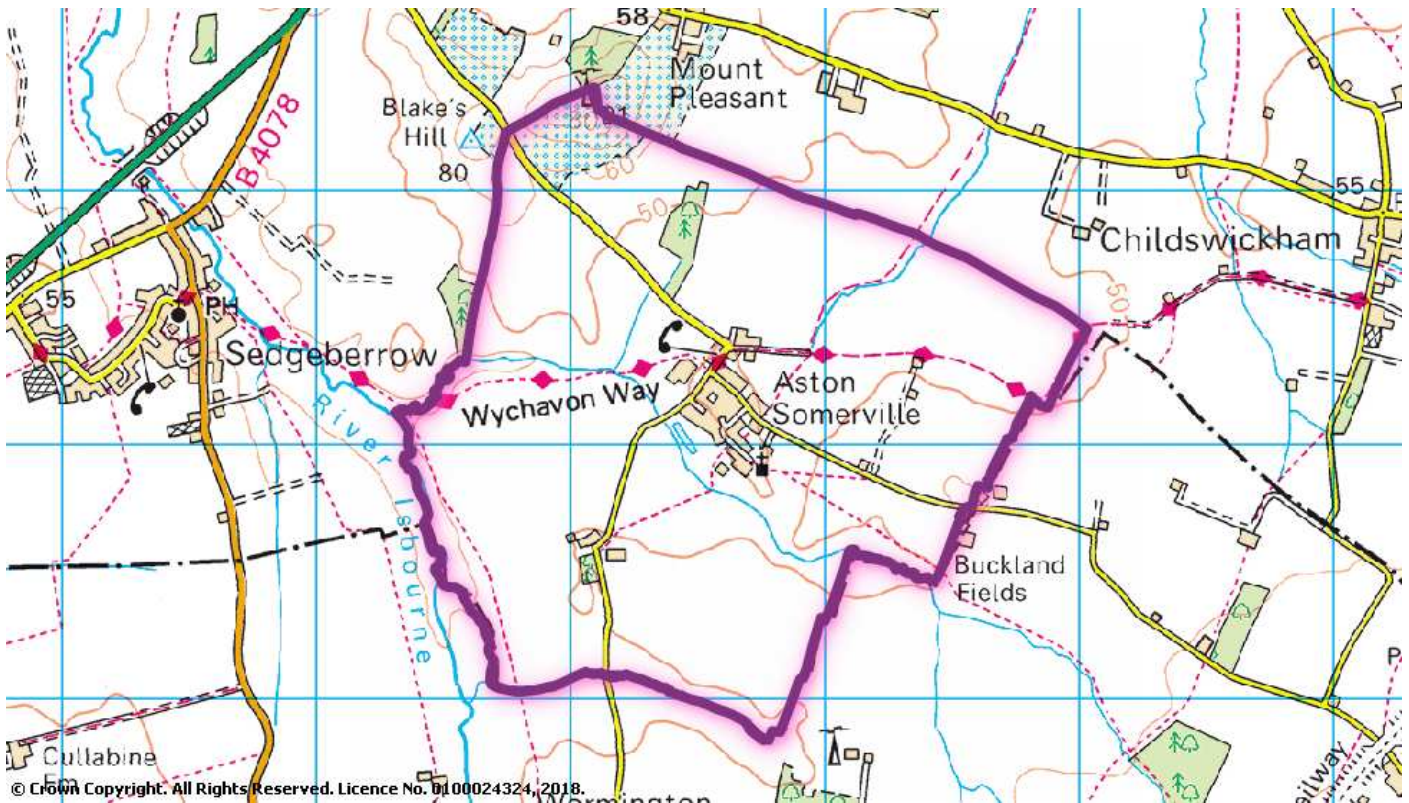


Aston Somerville

February 2018

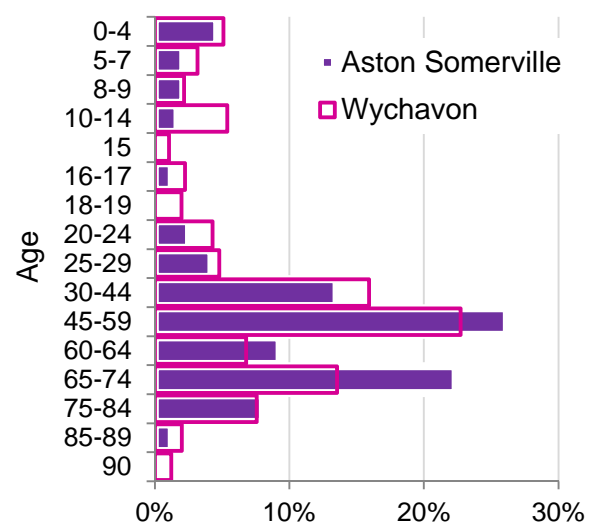
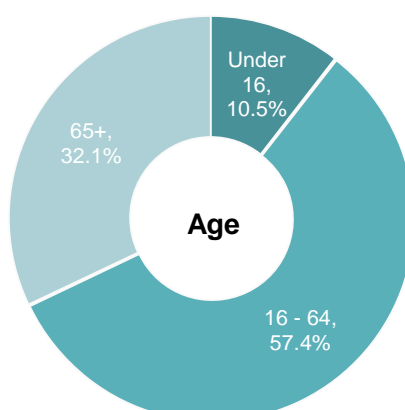
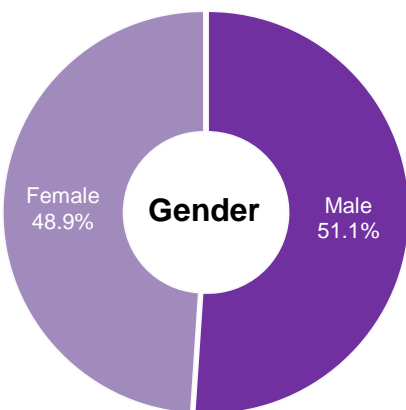


Area (sq. miles) 1.57

Persons per sq. mile 138

Population: **237 people** (mid 2016 estimate)

Age categories (2015)



The latest population estimate for Aston Somerville is 237 and the parish has a much higher proportion of people aged 45 or over, particularly those aged between 65 and 74.

Population change (2001 census to 2016 estimate)

| | Overall change | | Under 16 | | 16 - 64 | | 65+ | |
|------------------|----------------|-------|----------|--------|---------|-------|--------|-------|
| Aston Somerville | 24 | 11.3% | -4 | -13.8% | -3 | -2.2% | 31 | 68.9% |
| Wychavon | 10,651 | 9.5% | -818 | -3.9% | 699 | 1.0% | 9,347 | 47.4% |
| Worcestershire | 40,946 | 7.6% | -2,755 | -2.6% | 4,794 | 1.4% | 38,907 | 43.7% |

Since the 2001 census, the population of Aston Somerville has grown by 11.3% (24 people) which is above the district increase.

Growth has come in the 65+ age group (31 people) whilst the number of under 65s has reduced, albeit only by 7 people.

Households: 100 (Census 2011)

Houses in Aston Somerville are more typically detached and owned outright when compared with wider areas. Households are also more likely to be composed of people who are all aged 65+.

| | | Aston Somerville | Wychavon | Worcestershire | England |
|---------------------|-----------------|------------------|----------|----------------|---------|
| Housing type | Detached | 54.0% | 41.5% | 33.7% | 22.4% |
| | Semi-detached | 28.0% | 30.1% | 33.5% | 31.2% |
| | Terraced | 17.0% | 16.9% | 18.7% | 24.5% |
| | Flats | 1.0% | 10.5% | 13.2% | 21.2% |
| | Other | 0.0% | 1.2% | 1.0% | 0.7% |
| Tenure | Owned:outright | 60.0% | 38.7% | 35.9% | 30.6% |
| | Owned: mortgage | 20.0% | 34.0% | 35.0% | 32.8% |
| | Social rented | 8.0% | 14.5% | 14.8% | 17.7% |
| | Private rented | 11.0% | 11.0% | 12.5% | 16.8% |
| | Other | 1.0% | 1.9% | 1.9% | 2.1% |
| Composition | Married | 36.0% | 39.3% | 36.5% | 33.2% |
| | Co-habiting | 9.0% | 9.4% | 10.1% | 9.8% |
| | Lone parent | 7.0% | 8.0% | 9.3% | 10.6% |
| | All 65+ | 21.0% | 12.2% | 10.4% | 8.1% |
| | Single under 65 | 8.0% | 12.4% | 15.2% | 17.9% |
| | Single 65+ | 16.0% | 13.7% | 13.1% | 12.4% |
| | Other | 3.0% | 5.1% | 5.5% | 8.0% |

House prices




Between July 2016 and June 2017 there were 4 house sales in the parish and the average price that these properties sold for was £416,875.

Mosaic profile

MOSAIC 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.

All Aston Somerville residents fall into just three groups: A, G and H. These groups account for 50% of households in the district as a whole. The key features of these top three groups are shown in the table below:

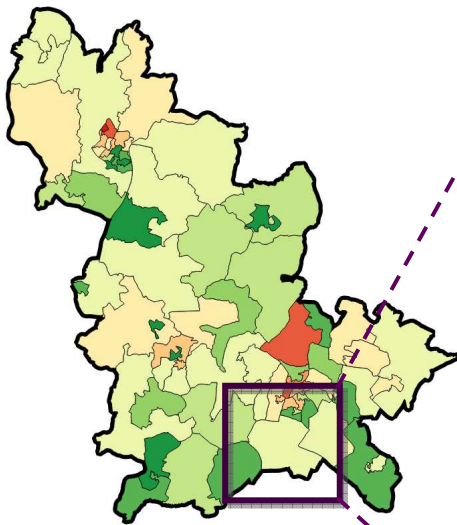
| 1 | A: Country Living | Key characteristics | Channel preference |
|---|---|---|---|
| |  <p>82% of parish households 27% of district households</p> | Rural locations Well off homeowners Attractive detached homes Higher self employment High car ownership High use of internet | Online Post Face to face Email Landline Mobile |
| 2 | G: Rural Reality | Key characteristics | Channel preference |
| |  <p>15% of parish households 16% of district households</p> | Rural locations Villages and outlying houses Agricultural employment Most are homeowners Affordable value homes Slow internet speeds | Online Face to face Landline Email Post Mobile |
| 3 | H: Aspiring Homemakers | Key characteristics | Channel preference |
| |  <p>3% of parish households 7% of district households</p> | Younger households Full-time employment Private suburbs Affordable housing costs Starter salaries Buy and sell on eBay | Mobile Email Online Landline Post Face to face |

Within each group description there are four to six household types. The types within each group have a further more defined description, which provides key features and preferences.

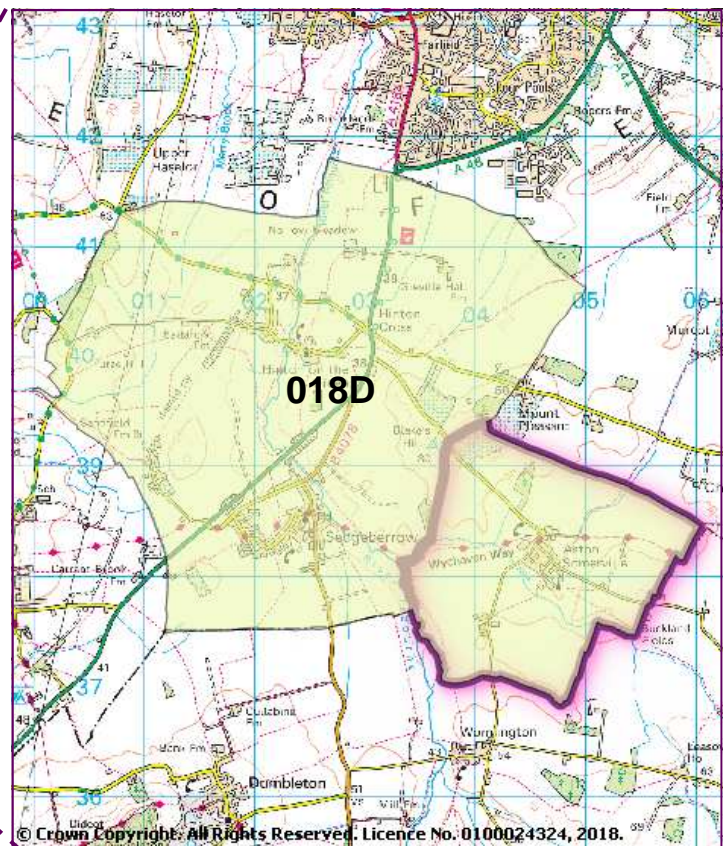
The top three types for Aston Somerville are below.

| | | |
|---|---|---|
| <p>A04: Village Retirement</p>  <p>78 households</p> <p>Couples and singles aged 65+, who have chosen to move to the country for their retirement. They now live in village locations, within thriving communities that are still large enough to give them access to the local amenities they require for their everyday living and social needs.</p> | <p>G29: Satellite Settlers</p>  <p>17 households</p> <p>Older working age people, mostly without children, living in their own pleasant homes in expanding developments around larger villages. These locations still benefit from good transport links to nearby towns and cities.</p> | <p>A03: Wealthy Landowners</p>  <p>7 households</p> <p>Wealthy Landowners are the moneyed owners of highly desirable country houses located in sought after villages in some of the UK’s finest countryside. Generally married couples over the age of 45 with older children, this well-heeled country set is a combination of rural grandees, successful farmers and affluent business people.</p> |
|---|---|---|

Deprivation



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The 2015 Indices of multiple deprivation (IMD)* calculates local measures of deprivation and indicates where each small area ranks across the country.

Each small area consists of around 1500 residents and the lower the rank, the more deprived the area is.

Seven domains of deprivation are combined to produce the overall index.

Aston Somerville makes up part of one small area (018D) and overall, the IMD puts this area in the 6th decile nationally (where the 1st decile contains the most deprived 10% of areas).

| Parish | Aston Somerville |
|---|-------------------------|
| Part of small area code | E01032375 |
| Part of small area name | Wychavon 018D |
| Index of Multiple Deprivation (IMD) decile | 6 |
| Income decile | 7 |
| Employment decile | 8 |
| Education, Skills and Training decile | 8 |
| Health, Deprivation and Disability decile | 9 |
| Crime decile | 9 |
| Barriers to Housing and Services decile | 1 |
| Living Environment decile | 3 |
| Income deprivation affecting children (IDACI) | 6 |
| Income deprivation affecting older people (IDAOP) | 8 |

For barriers to housing and services, the reason for a poor score for area 018D was proximity to local amenities, notably a GP, post office and general store.