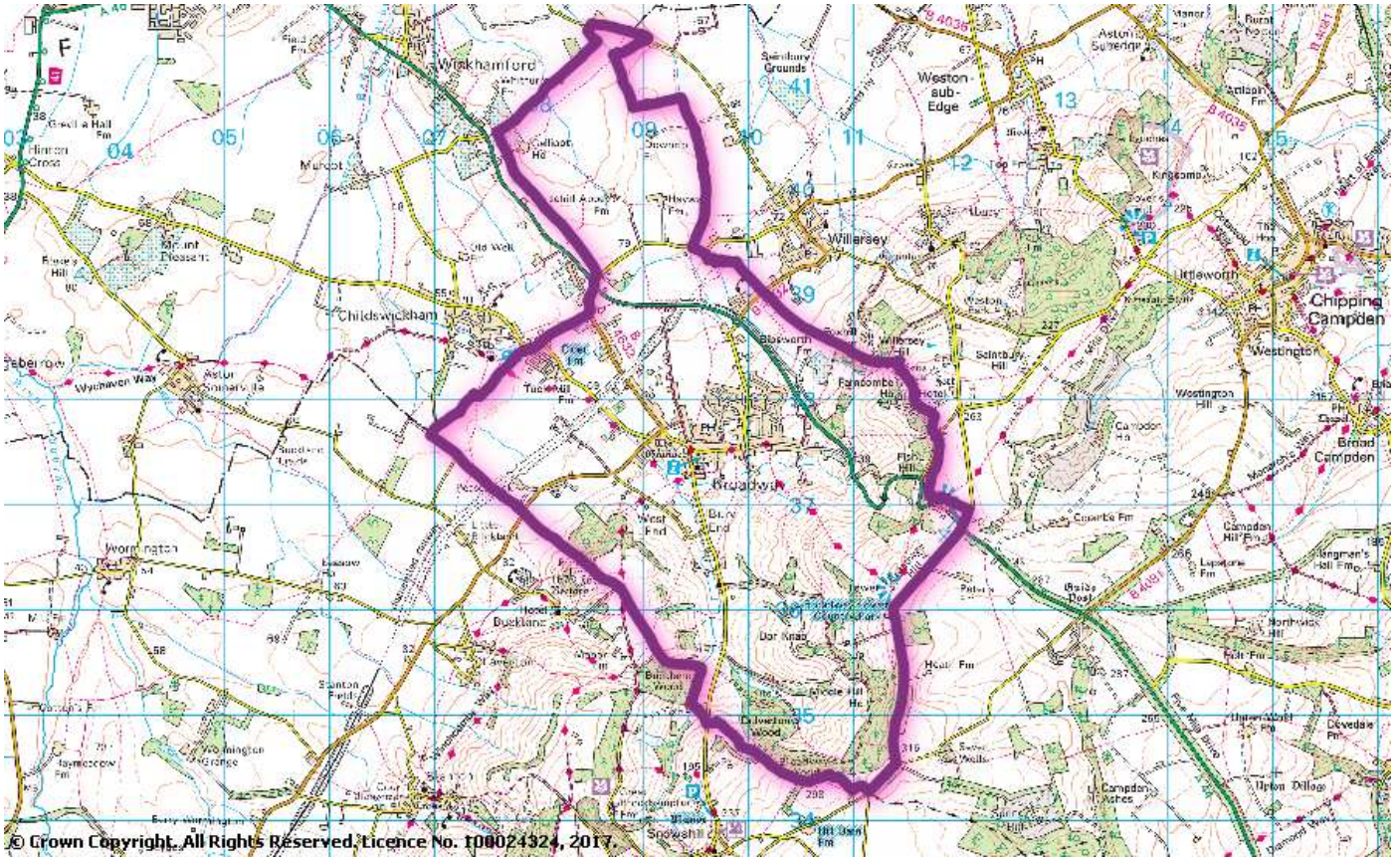


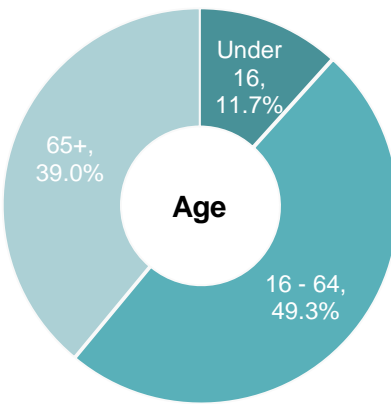
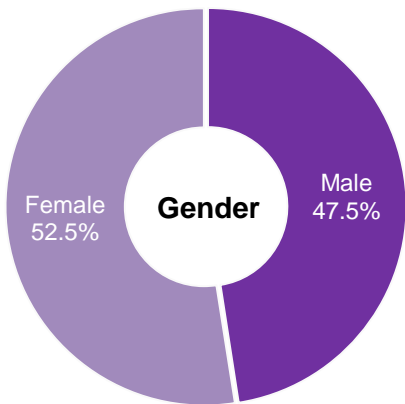
### Broadway

November 2017

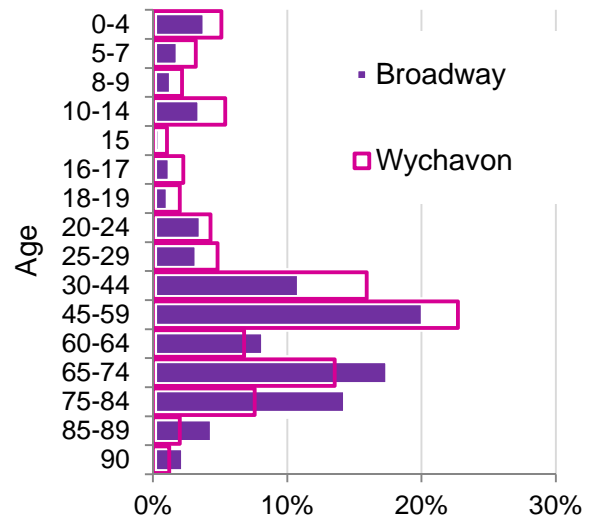


### Population: 3,237 people

(mid 2016 estimate)



### Age categories



The latest population estimate for Broadway is 3,237 and the ward has a significantly higher proportion of people over 60 than in the district.

## Population change (2001 census to 2016 estimate)

	Overall change		Under 16		16 - 64		65+	
Broadway	212	7.0%	-18	-4.5%	-14	-0.9%	244	24.0%
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%

Overall, since the 2001 census the population of Broadway has grown by 5.9% which is lower than the district increase.

Growth has come on the 65+ age group whilst the under 16 category has reduced by 7.3%.

## Households: 1,511 (Census 2011)

A larger proportion of houses are owned outright on Broadway compared with wider areas and households are also more likely to be composed of people aged 65+.

		Broadway	Wychavon	Worcestershire	England
<b>Housing type</b>	Detached	34.9%	41.5%	33.7%	22.4%
	Semi-detached	30.0%	30.1%	33.5%	31.2%
	Terraced	16.0%	16.9%	18.7%	24.5%
	Flats	14.8%	10.5%	13.2%	21.2%
	Other	4.3%	1.2%	1.0%	0.7%
<b>Tenure</b>	Owned:outright	48.0%	38.7%	35.9%	30.6%
	Owned: mortgage	22.9%	34.0%	35.0%	32.8%
	Social rented	14.1%	14.5%	14.8%	17.7%
	Private rented	12.8%	11.0%	12.5%	16.8%
	Other	2.2%	1.9%	1.9%	2.1%
<b>Composition</b>	Married	28.4%	39.3%	36.5%	33.2%
	Co-habiting	7.5%	9.4%	10.1%	9.8%
	Lone parent	7.1%	8.0%	9.3%	10.6%
	All 65+	17.9%	12.2%	10.4%	8.1%
	Single under 65	12.5%	12.4%	15.2%	17.9%
	Single 65+	23.4%	13.7%	13.1%	12.4%
	Other	3.2%	5.1%	5.5%	8.0%

## House prices




Between July 2016 and June 2017 there were 71 house sales in the parish and the average price that these properties sold for was £447,294.

## 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.

86% of Broadway residents fall into just three groups: G, A and F. These groups account for 49% of households in the district as a whole. The key features of these top three groups are shown in the table below:

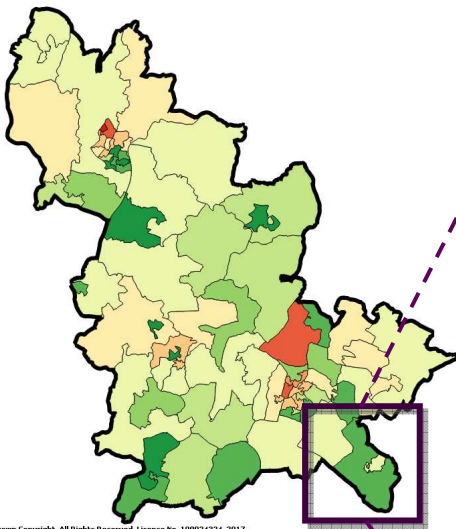
1	G: Rural Reality	Key characteristics	Channel preference
	 <p>44% of parish households 16% of district households</p>	<p>Rural locations Villages and outlying houses Agricultural employment Most are homeowners Affordable value homes Slow internet speeds</p>	<p>Online Face to face Landline Email Post Mobile</p>
2	A: Country Living	Key characteristics	Channel preference
	 <p>30% of parish households 27% of district households</p>	<p>Rural locations Well off homeowners Attractive detached homes Higher self employment High car ownership High use of internet</p>	<p>Online Post Face to face Email Landline Mobile</p>
3	B: Senior security	Key characteristics	Channel preference
	 <p>12% of parish households 6% of district households</p>	<p>Elderly singles and couples Homeowners Comfortable homes Additional pension above state Don't like new technology Low mileage drivers</p>	<p>Post Landline Face to Face Email Online Mobile</p>

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.

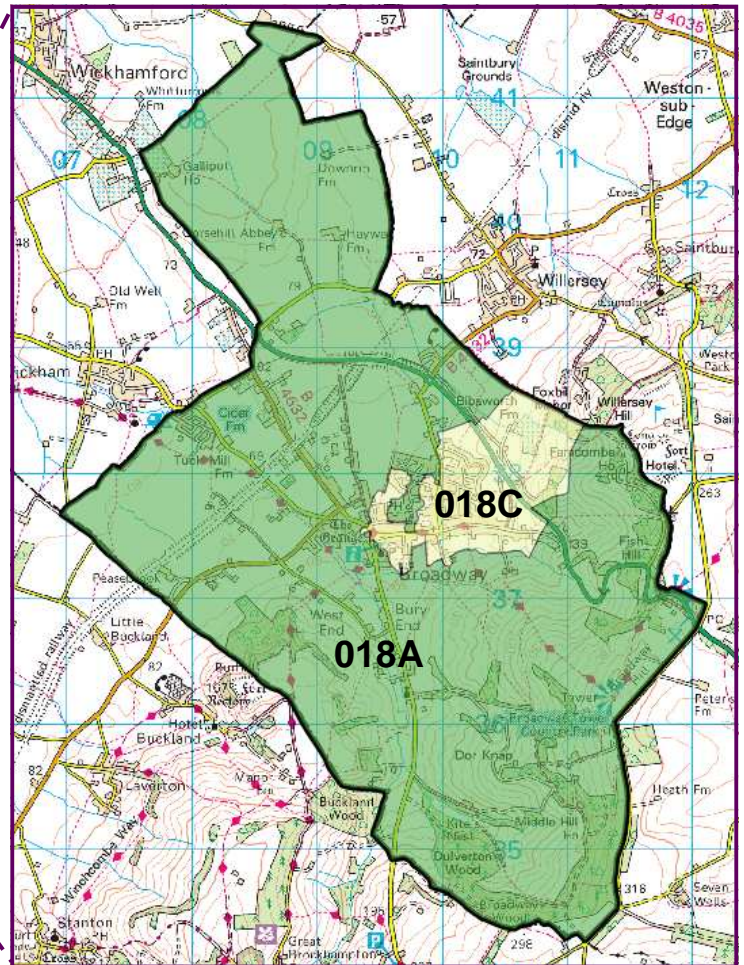
The top three types for Broadway are below.

<p><b>G29: Satellite Settlers</b></p>  <p><b>541 households</b></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><b>A04: Village Retirement</b></p>  <p><b>349 households</b></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><b>F24: Bungalow Haven</b></p>  <p><b>97 households</b></p> <p>Communities of peace-seeking elderly couples and singles who appreciate the calm of bungalow estates designed with older residents in mind. The similar interests and attitudes their neighbours share are part of the appeal of these locations to these ageing people</p>
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## 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.

Broadway contains two small areas (018A and 018C) and overall, the IMD puts these areas in the 9th and 6th deciles nationally (where the 1st decile contains the most deprived 10% of areas).

Parish	Broadway	
	018A	018C
Small area code	E01032351	E01032353
Small area name	Wychavon <b>018A</b>	Wychavon <b>018C</b>
<b>Index of Multiple Deprivation decile</b>	<b>9</b>	<b>6</b>
Income decile	9	4
Employment decile	10	5
Education, Skills and Training decile	7	3
Health, Deprivation and Disability decile	10	7
Crime decile	8	8
Barriers to Housing and Services decile	3	8
Living Environment decile	7	8

For barriers to housing and services, the reason for a poor score for area 018A was the affordability of housing

For education, skills and training in area 018C the factors that led to it being placed in the third most deprived decile were the numbers staying in education post 16, those entering higher education and adult skills and English language proficiency.