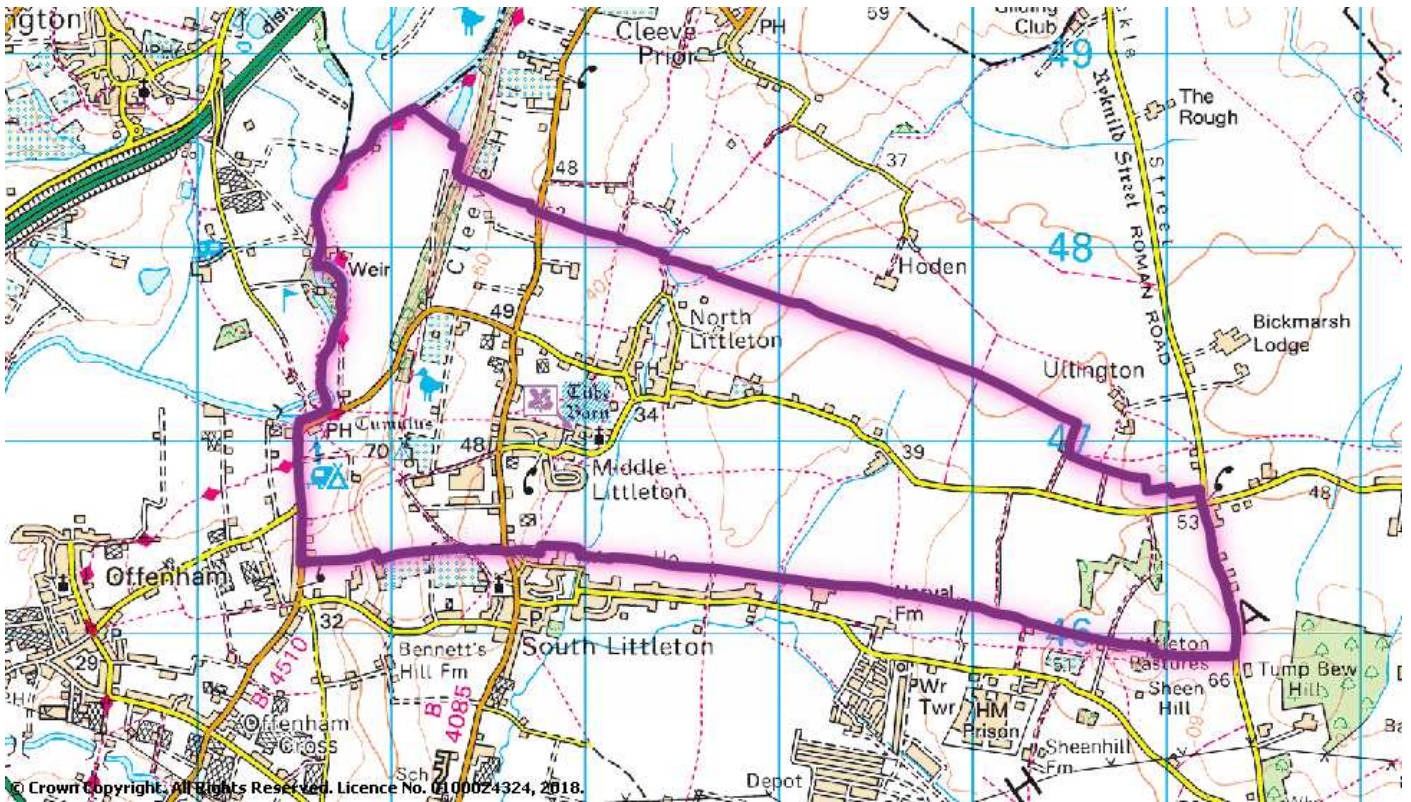


## North and Middle Littleton

February 2018



Area (sq. miles)

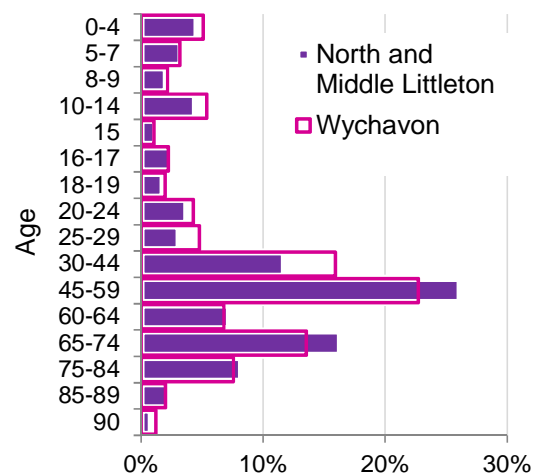
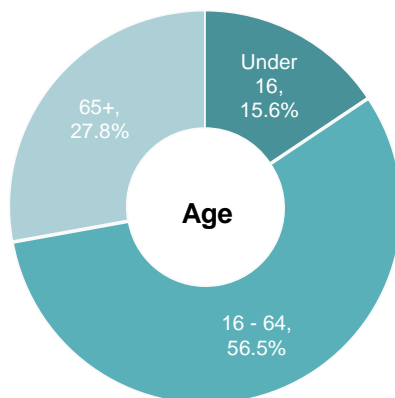
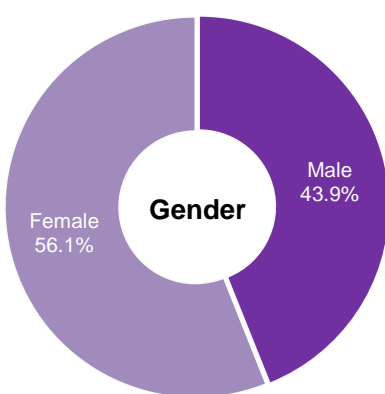
2.66

Persons per sq. mile

309

Population: **826 people** (mid 2016 estimate)

Age categories (2015)



The latest population estimate for North and Middle Littleton is 826 and the parish has a smaller proportion of people aged under 45 and greater proportions aged 45—59 and 75—84.

### Population change (2001 census to 2016 estimate)

	Overall change		Under 16		16 - 64		65+	
North and Middle Littleton	-112	-11.9%	-86	-40.0%	-125	-21.1%	99	75.6%
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 North and Middle Littleton has reduced by 11.9% (112 people) which is in contrast to the district and county.

Significant growth has come in the 65+ age group (99 people) whilst the number of under 16-64 year olds has reduced by 21.1% (125 people) and under 16's by 40% (86 people).

### Households: 407 (Census 2011)

There is a similar profile of housing types to the district as a whole but with a greater proportion of semi-detached and slightly smaller proportion of detached houses.

Housing tenure and composition are also similar to the district but there is a greater proportion of social rented properties.

		North and Middle Littleton	Wychavon	Worcestershire	England
<b>Housing type</b>	Detached	37.6%	41.5%	33.7%	22.4%
	Semi-detached	37.8%	30.1%	33.5%	31.2%
	Terraced	15.5%	16.9%	18.7%	24.5%
	Flats	8.1%	10.5%	13.2%	21.2%
	Other	1.0%	1.2%	1.0%	0.7%
<b>Tenure</b>	Owned: outright	38.3%	38.7%	35.9%	30.6%
	Owned: mortgage	35.4%	34.0%	35.0%	32.8%
	Social rented	17.4%	14.5%	14.8%	17.7%
	Private rented	6.6%	11.0%	12.5%	16.8%
	Other	2.2%	1.9%	1.9%	2.1%
<b>Composition</b>	Married	38.6%	39.3%	36.5%	33.2%
	Co-habiting	8.6%	9.4%	10.1%	9.8%
	Lone parent	8.1%	8.0%	9.3%	10.6%
	All 65+	11.1%	12.2%	10.4%	8.1%
	Single under 65	14.3%	12.4%	15.2%	17.9%
	Single 65+	14.5%	13.7%	13.1%	12.4%
	Other	4.9%	5.1%	5.5%	8.0%

### House prices




Between July 2016 and June 2017 there were 16 house sales in the parish and the average price that these properties sold for was £360,559.

## 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 North and Middle Littleton 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:

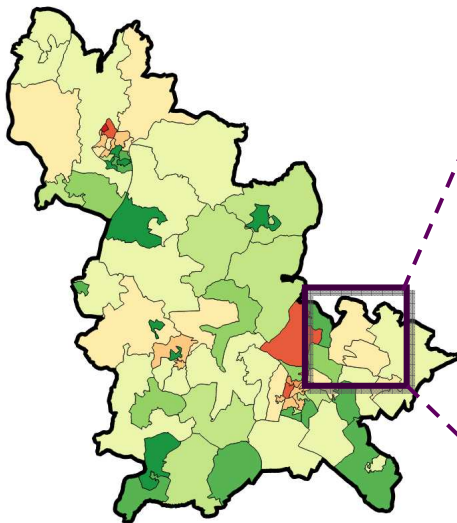
1	A: Country Living	Key characteristics	Channel preference
	 <p>50% of parish households 27% of district households</p>	Rural locations Well off homeowners Attractive detached homes Higher self employment High car ownership High use of internet	Online Post Face to face Email Landline Mobile
2	G: Rural Reality	Key characteristics	Channel preference
	 <p>45% 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>4% 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.

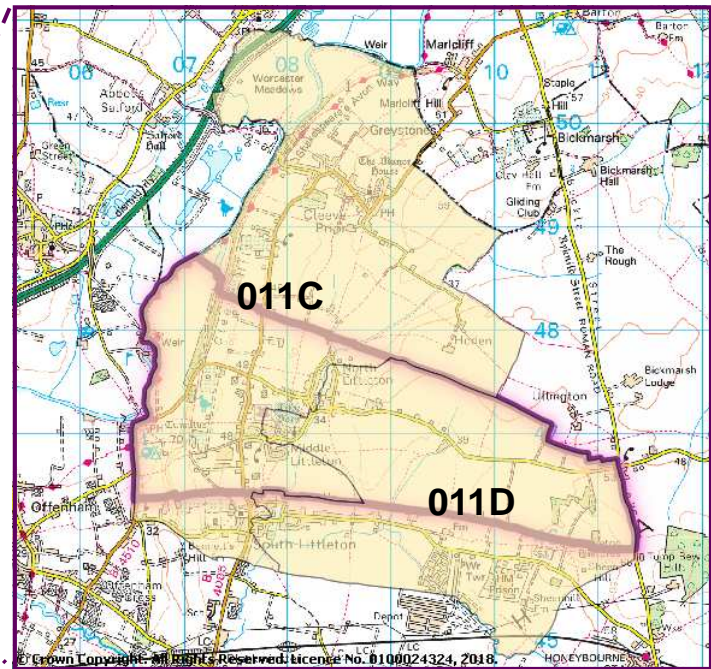
The top three types for North and Middle Littleton are below.

<p><b>A04: Village Retirement</b></p>  <p><b>158 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>G28: Local Focus</b></p>  <p><b>138 households</b></p> <p>Families living in affordable village homes in rural communities who are reliant on the local economy for employment, often working in skilled trades. Homes are a mixture of owned and rented houses, but are not the character properties found elsewhere in the village.</p>	<p><b>A03: Wealthy Landowners</b></p>  <p><b>50 households</b></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>
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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.

Parish	North and Middle Littleton	
	E01032414	E01032415
Part of small area code	E01032414	E01032415
Part of small area name	Wychavon <b>001C</b>	Wychavon <b>011D</b>
<b>Index of Multiple Deprivation (IMD) decile</b>	<b>5</b>	<b>5</b>
Income decile	5	8
Employment decile	5	8
Education, Skills and Training decile	5	4
Health, Deprivation and Disability decile	7	4
Crime decile	7	7
Barriers to Housing and Services decile	1	1
Living Environment decile	7	6
Income deprivation affecting children (IDACI)	4	8
Income deprivation affecting older people (IDAOP)	7	9

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

North and Middle Littleton is situated across two small areas (011C and 011D) and overall, the IMD puts both of these areas in the 5th deciles nationally (where the 1st decile contains the most deprived 10% of areas).

For barriers to housing and services, the reason for a poor score for area 018D was proximity to local amenities and housing affordability.