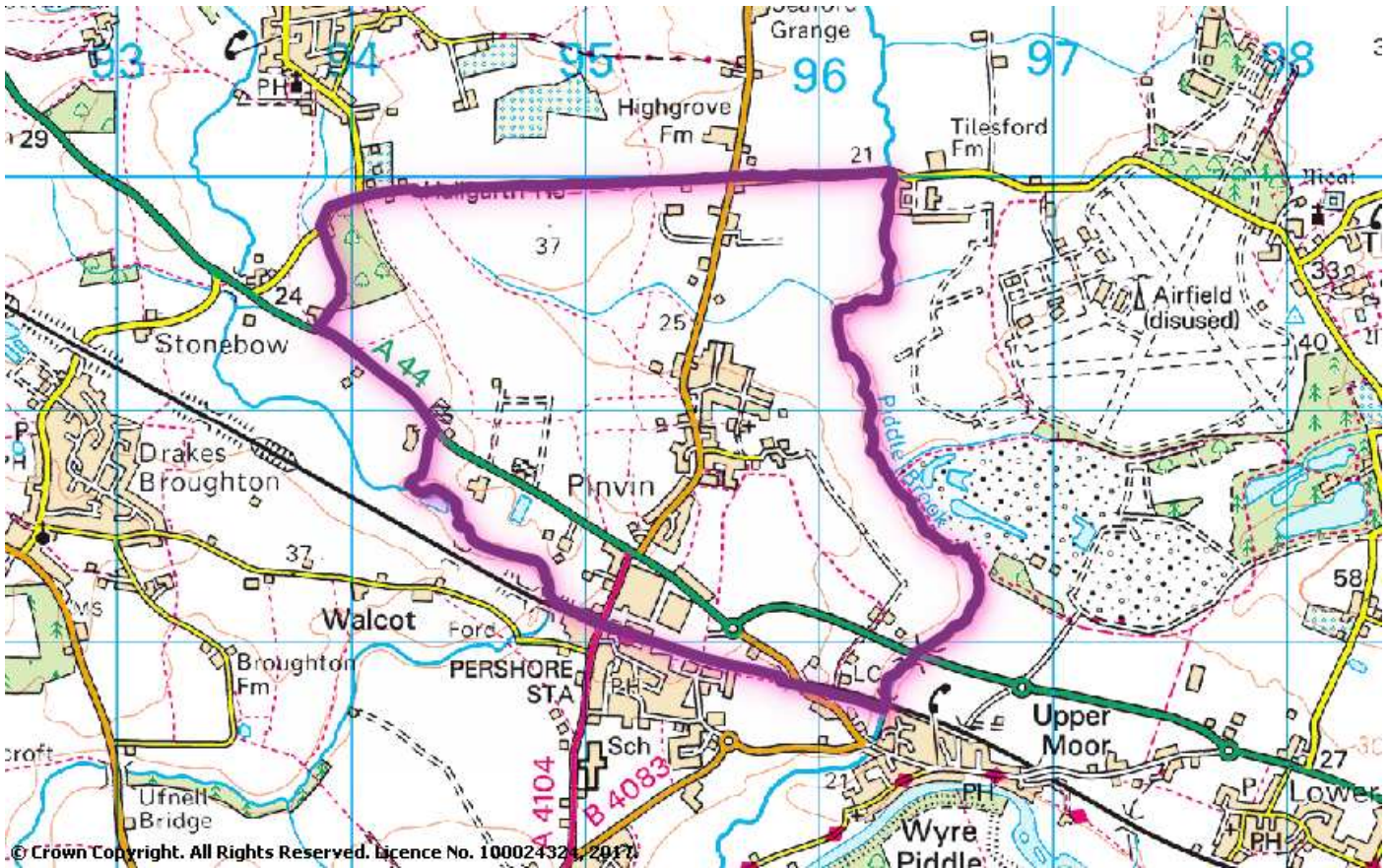


Pinvin

December 2017

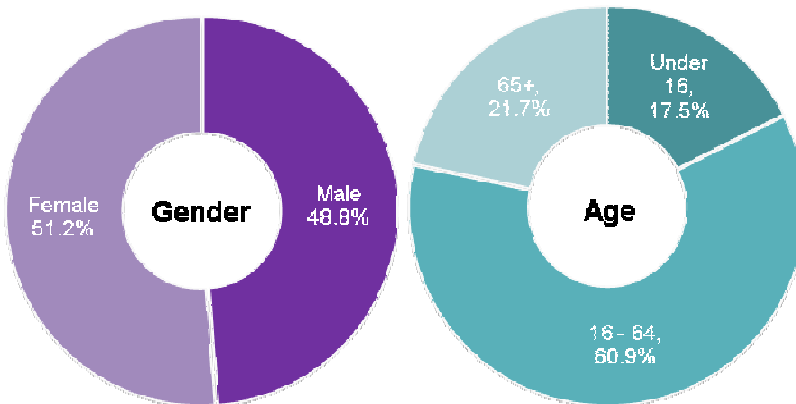


Area (sq. miles) 1.61

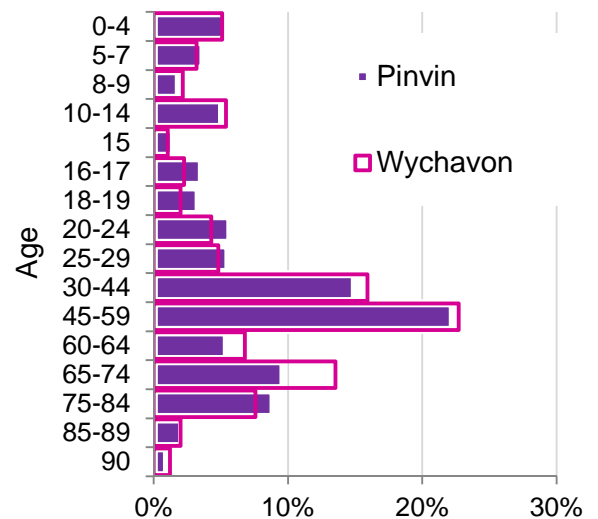
Persons per sq. mile 474

Population: 808 people

(mid 2016 estimate)



Age categories



The latest population estimate for Pinvin is 808 and the ward has a higher proportion of people aged between 16 and 29 than the district.

Population change (2001 census to 2016 estimate)

	Overall change		Under 16		16 - 64		65+	
Pinvin	42	5.5%	-16	-10.2%	33	7.2%	25	16.7%
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 Pinvin has grown by 5.5% (42 people) which is less than the district increase and county % growth.

Although numbers are small, growth in the 16-64 category has been at a much greater rate than in the district.

Households: 305 (Census 2011)

There are proportionally more semi-detached houses in Pinvin than in the district and a greater proportion of socially rented properties and those with single occupants aged 65+.

		Pinvin	Wychavon	Worcestershire	England
Housing type	Detached	41.0%	41.5%	33.7%	22.4%
	Semi-detached	38.0%	30.1%	33.5%	31.2%
	Terraced	13.8%	16.9%	18.7%	24.5%
	Flats	4.3%	10.5%	13.2%	21.2%
	Other	3.0%	1.2%	1.0%	0.7%
Tenure	Owned: outright	40.7%	38.7%	35.9%	30.6%
	Owned: mortgage	25.2%	34.0%	35.0%	32.8%
	Social rented	23.6%	14.5%	14.8%	17.7%
	Private rented	6.9%	11.0%	12.5%	16.8%
	Other	3.6%	1.9%	1.9%	2.1%
Composition	Married	34.8%	39.3%	36.5%	33.2%
	Co-habiting	8.9%	9.4%	10.1%	9.8%
	Lone parent	11.5%	8.0%	9.3%	10.6%
	All 65+	14.4%	12.2%	10.4%	8.1%
	Single under 65	7.5%	12.4%	15.2%	17.9%
	Single 65+	17.0%	13.7%	13.1%	12.4%
	Other	5.9%	5.1%	5.5%	8.0%

House prices




Between July 2016 and June 2017 there were 14 house sales in the parish and the average price that these properties sold for was £273,821.

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.

Around 94% of Pinvin residents fall into just three groups: G, A and N. These groups account for 48% of households in the district as a whole. The key features of these top three groups are shown in the table below:

		Key characteristics	Channel preference
1	G: Rural Reality		
	 <p>47% 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
2	A: Country Living		
	 <p>36% 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
3	N:Vintage Value		
	 <p>11% of parish households 6% of district households</p>	Elderly Living alone Low income Small houses and flats Need support Low technology use	Landline Post Face to Face Email Online Mobile

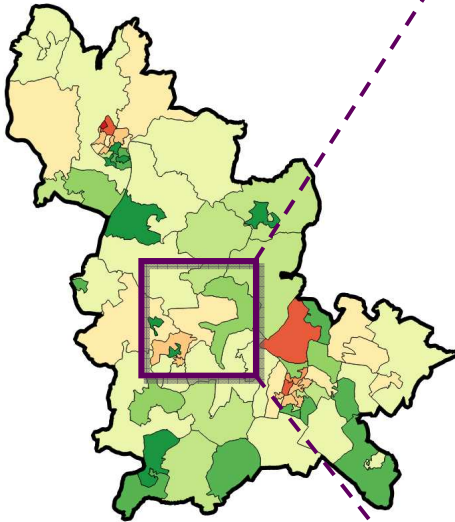
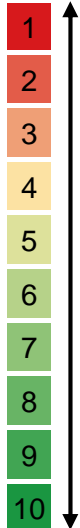
Within each group description there are four to six household types. The types within each group have a further more defined description, which provides key features and preferences.

The top three types for Pinvin are below.

A04: Village Retirement  <p>110 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>	G28: Local Focus  <p>58 households</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>	G27: Outlying Seniors  <p>53 households</p> <p>Retired people living in inexpensive housing in out of the way locations such as in larger villages or small market towns. Incomes are low and people rely on their state pensions to fund their modest lifestyles.</p>
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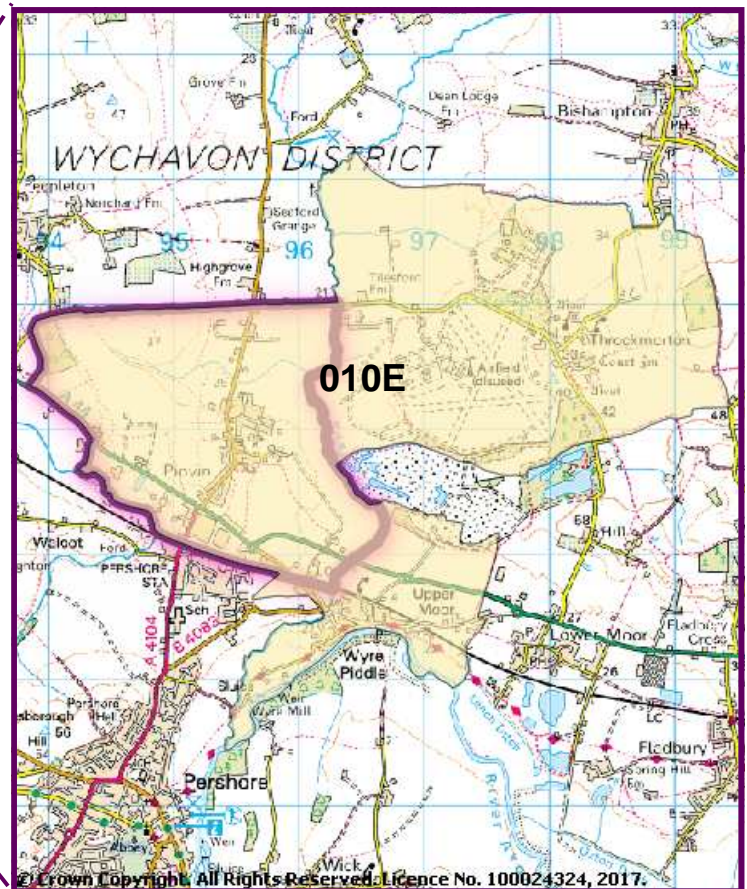
Deprivation

Most deprived



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Least deprived



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

Pinvin parish makes up part of one small area (010E) and overall, the IMD puts this area in the 5th decile nationally (where the 1st decile contains the most deprived 10% of areas).

For barriers to housing and services, the area is in the 10% most deprived nationally and the reason for this is proximity to local amenities, particularly a post office but also a primary school, general store and GP surgery.

Parish	Pinvin
Part of small area code	E01032411
Part of small area name	Wychavon 010E
Index of Multiple Deprivation (IMD) decile	5
Income decile	5
Employment decile	5
Education, Skills and Training decile	6
Health, Deprivation and Disability decile	6
Crime decile	6
Barriers to Housing and Services decile	1
Living Environment decile	7

Further data for Pinvin from the 2011 census can be found in the NOMIS [local area report](#).