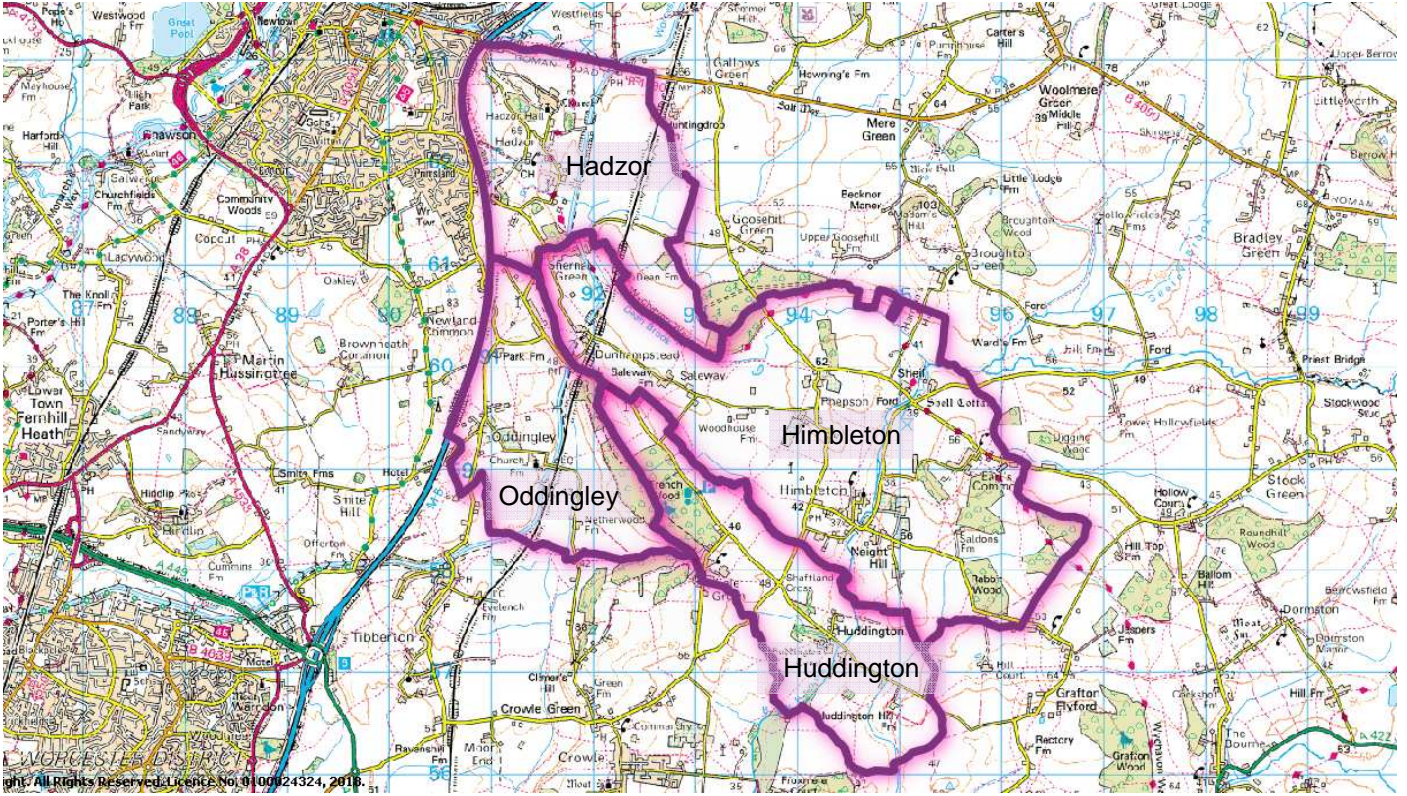


Saleway

April 2018



Area (sq. miles)

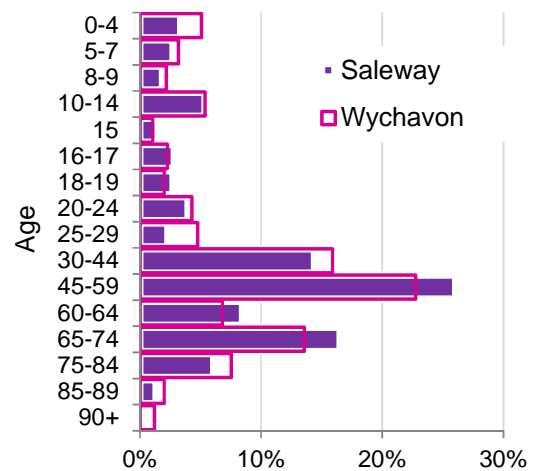
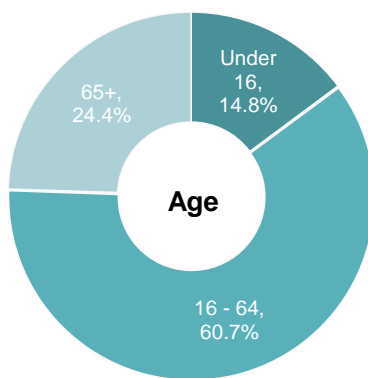
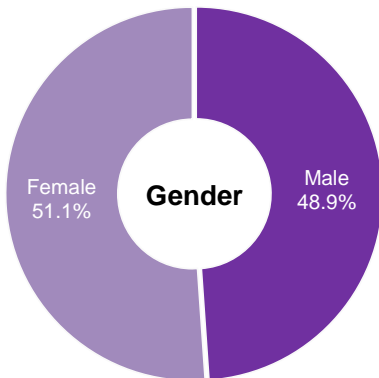
8.22

Persons per sq. mile

139

Population: 1133 people (mid 2016 estimate)

Age categories (2015)



The latest population estimate for Saleway is 1133 and the parish has a higher proportion of people aged between 45 and 74 than the district overall and smaller proportions of the youngest and oldest age categories.

Population change (2001 census to 2016 estimate)

	Overall change		Under 16		16 - 64		65+	
Saleway	305	36.8%	16	10.5%	140	25.5%	149	116.4%
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 Saleway has grown by 36.8% (305 people) which is above the district increase.

Growth has come in all age groups but particularly the 65+ age group (149 people) and 16-64 year olds (140 people).

Households: 449 (Census 2011)

Houses in Saleway are more typically detached and owned outright when compared with wider areas. Households are also more likely to be composed of married couples.

		Saleway	Wychavon	Worcestershire	England
Housing type	Detached	55.7%	41.5%	33.7%	22.4%
	Semi-detached	25.4%	30.1%	33.5%	31.2%
	Terraced	10.7%	16.9%	18.7%	24.5%
	Flats	2.9%	10.5%	13.2%	21.2%
	Other	5.3%	1.2%	1.0%	0.7%
Tenure	Owned: outright	43.4%	38.7%	35.9%	30.6%
	Owned: mortgage	36.1%	34.0%	35.0%	32.8%
	Social rented	4.5%	14.5%	14.8%	17.7%
	Private rented	14.5%	11.0%	12.5%	16.8%
	Other	1.6%	1.9%	1.9%	2.1%
Composition	Married	49.2%	39.3%	36.5%	33.2%
	Co-habiting	7.1%	9.4%	10.1%	9.8%
	Lone parent	4.9%	8.0%	9.3%	10.6%
	All 65+	11.4%	12.2%	10.4%	8.1%
	Single under 65	14.9%	12.4%	15.2%	17.9%
	Single 65+	7.3%	13.7%	13.1%	12.4%
	Other	5.1%	5.1%	5.5%	8.0%

House prices




Between July 2016 and June 2017 there were 15 house sales in the parish and the average price that these properties sold for was £438,300.

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.

Most Saleway residents fall into just three groups: A, D and G and the majority are group A, Country Living. These three 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:

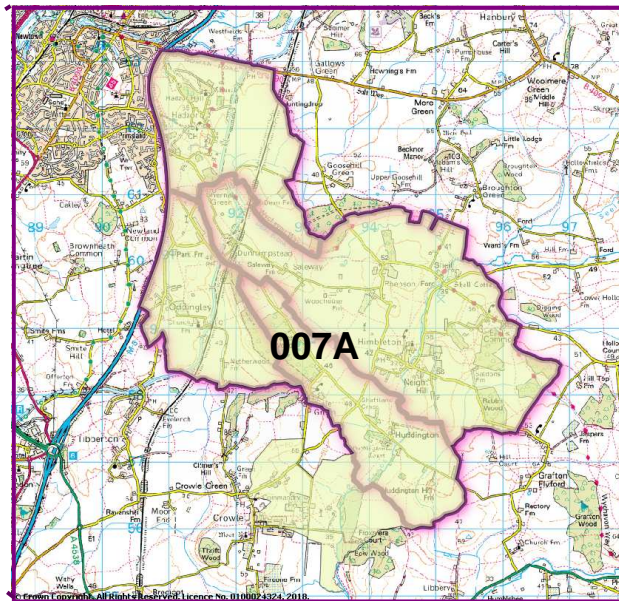
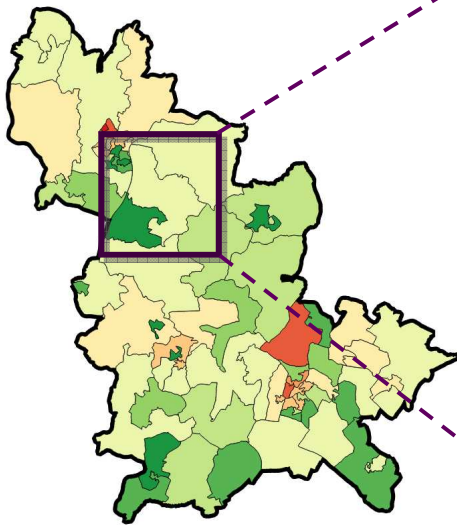
1 A: Country Living		Key characteristics	Channel preference
 <p>82% of parish households</p> <p>27% of district households</p>		Rural locations	Online
		Well off homeowners	Post
		Attractive detached homes	Face to face
		Higher self employment	Email
		High car ownership	Landline
		High use of internet	Mobile
2 D: Domestic Success		Key characteristics	Channel preference
 <p>7% of parish households</p> <p>7% of district households</p>		Families with children	Mobile
		Upmarket suburban homes	Email
		Owned with a mortgage	Online
		3 or 4 bedrooms	Landline
		High internet use	Post
		Own new technology	Face to face
3 G: Rural Reality		Key characteristics	Channel preference
 <p>6% of parish households</p> <p>16% of district households</p>		Rural locations	Online
		Villages and outlying houses	Face to face
		Agricultural employment	Landline
		Most are homeowners	Email
		Affordable value homes	Post
		Slow internet speeds	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 Saleway are below:

<p>A03: Wealthy Landowners</p>  <p>374 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>	<p>A04: Village Retirement</p>  <p>69 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>32 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>
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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.

Saleway makes up the majority of one small area (007A) and overall, the IMD puts this area in the 6th decile nationally (where the 1st decile contains the most deprived 10% of areas).

For barriers to housing and services, the small area where Saleway is situated (007A) is in the most deprived decile nationally and the reason for this is the proximity to local amenities, notably a GP, post office and general store. For the living environment domain which is in the 30% most deprived areas nationally, the principal reason is the number of houses that fail to meet the decent home standard.

Parish	Saleway
Part of small area code	E01032345
Part of small area name	Wychavon 007A
Index of Multiple Deprivation (IMD) decile	6
Income decile	9
Employment decile	9
Education, Skills and Training decile	8
Health, Deprivation and Disability decile	10
Crime decile	9
Barriers to Housing and Services decile	1
Living Environment decile	3
Income deprivation affecting children (IDACI)	9
Income deprivation affecting older people (IDAOP1)	8