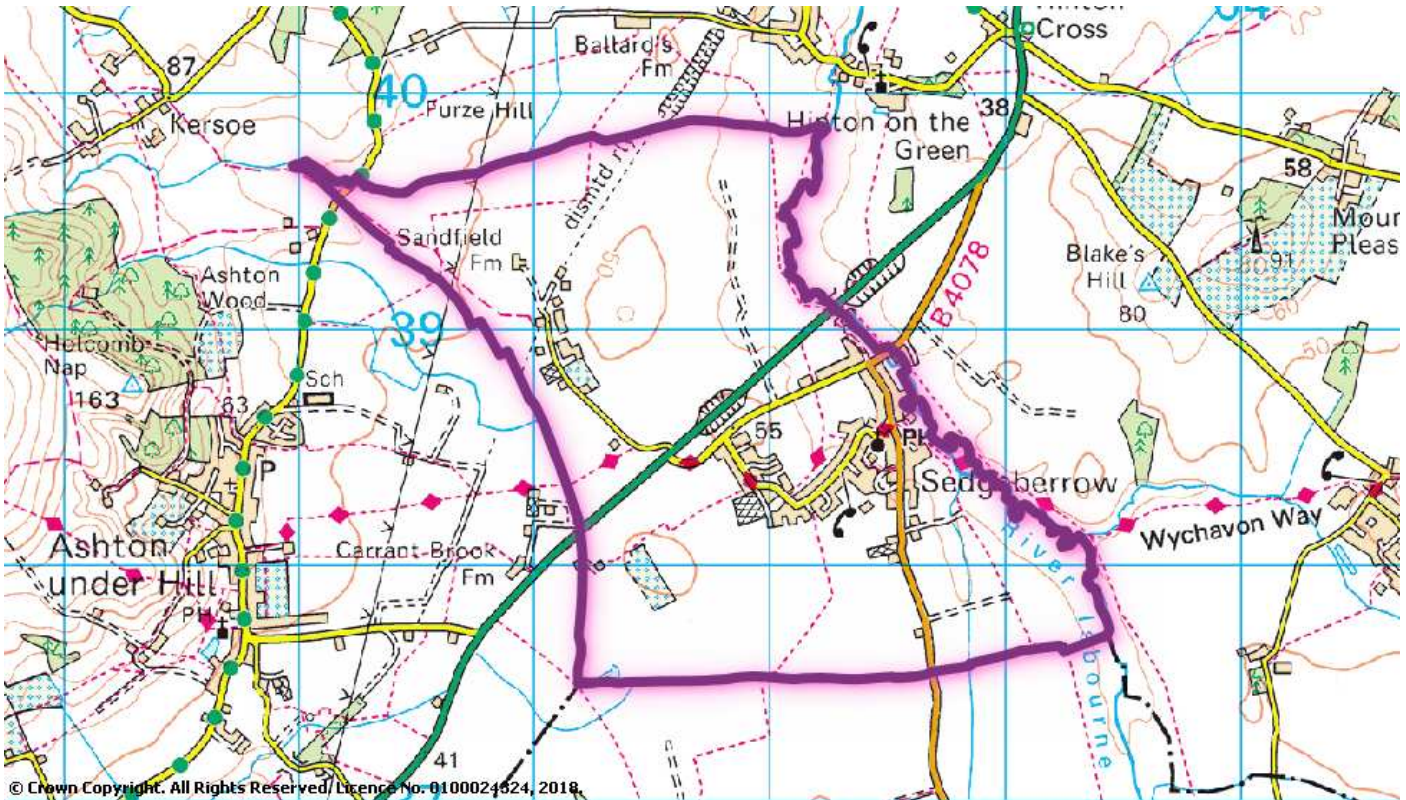


### Sedgeberrow

March 2018



Area (sq. miles)

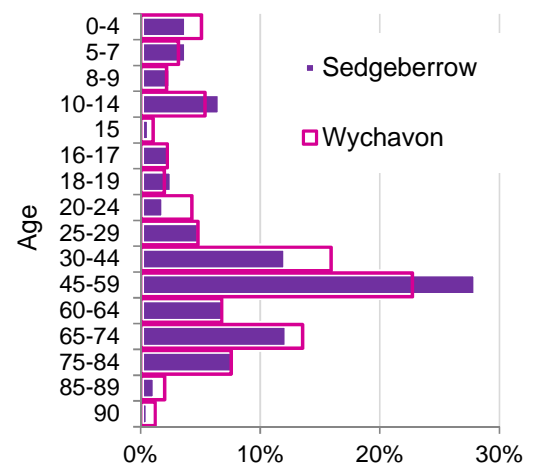
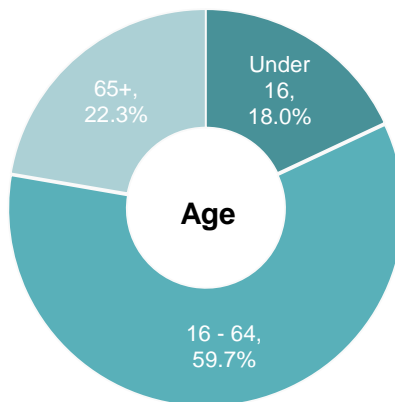
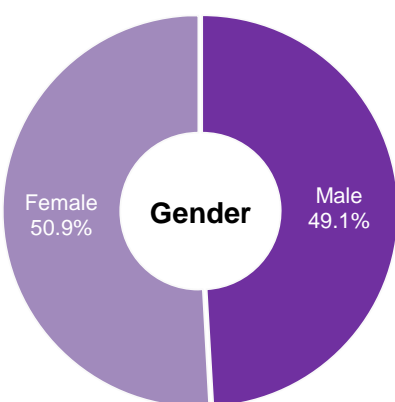
1.59

Persons per sq. mile

522

Population: **843 people** (mid 2016 estimate)

Age categories (2015)



The latest population estimate for Sedgeberrow is 843 and the parish has a larger proportion of people aged 45 - 59 than the district as a whole.

## Population change (2001 census to 2016 estimate)

	Overall change		Under 16		16 - 64		65+	
Sedgeberrow	-12	-1.4%	-67	-30.6%	-27	-5.1%	82	77.4%
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 Sedgeberrow has reduced slightly by 12 people (1.4%) which is in contrast to the district and county.

Significant growth has come in the 65+ age group (82 people) whilst the number of 16-64 year olds has reduced by 27 people (5.1%) and under 16's by 67 people (30.6%).

## Households: 336 (Census 2011)

There are a greater proportion of detached houses in Sedgeberrow than in the district and the proportion of flats is very low.

There is a smaller proportion of rented properties in Sedgeberrow whilst over 83% of properties are owned compared with just under 73% in the district. Married couples and households of more than one person all over 65 account for larger proportions of households than in the wider areas.

		Sedgeberrow	Wychavon	Worcestershire	England
<b>Housing type</b>	Detached	54.8%	41.5%	33.7%	22.4%
	Semi-detached	29.8%	30.1%	33.5%	31.2%
	Terraced	13.1%	16.9%	18.7%	24.5%
	Flats	1.8%	10.5%	13.2%	21.2%
	Other	0.6%	1.2%	1.0%	0.7%
<b>Tenure</b>	Owned: outright	41.1%	38.7%	35.9%	30.6%
	Owned: mortgage	42.0%	34.0%	35.0%	32.8%
	Social rented	7.7%	14.5%	14.8%	17.7%
	Private rented	6.3%	11.0%	12.5%	16.8%
	Other	3.0%	1.9%	1.9%	2.1%
<b>Composition</b>	Married	46.1%	39.3%	36.5%	33.2%
	Co-habiting	8.3%	9.4%	10.1%	9.8%
	Lone parent	6.0%	8.0%	9.3%	10.6%
	All 65+	14.3%	12.2%	10.4%	8.1%
	Single under 65	9.5%	12.4%	15.2%	17.9%
	Single 65+	10.7%	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 17 house sales in the parish and the average price that these properties sold for was £272,559.

## 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 Sedgeberrow residents fall into just three groups: A, G and B. These groups account for just over half 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>58% 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	G: Rural Reality	Key characteristics	Channel preference
 <p>39% 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
3	B: Prestige Positions	Key characteristics	Channel preference
 <p>3% of parish households</p> <p>10% of district households</p>		High value detached homes	Post
		Married couples	Online
		Managerial and senior positions	Email
		Supporting students & older children	Landline
		High assets and investments	Face to Face
		Online shopping and banking	Mobile

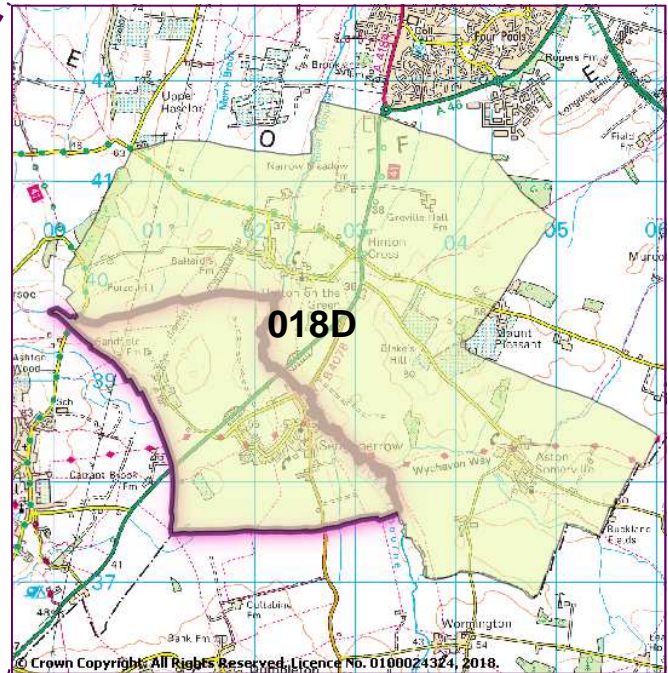
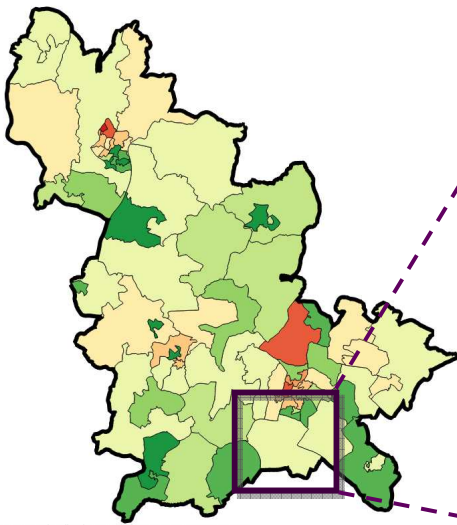
Within each group description there are four to six household types. The types within each group have a further more defined description, which provides key features and preferences.

The top three types for Sedgeberrow are below.

<p><b>A04: Village Retirement</b></p>  <p><b>188 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>G29: Satellite Settlers</b></p>  <p><b>105 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>G27: Outlying Seniors</b></p>  <p><b>28 households</b></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



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	Sedgeberrow
Part of small area code	E01032375
Part of small area name	Wychavon <b>018D</b>
<b>Index of Multiple Deprivation (IMD) decile</b>	<b>6</b>
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

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

Sedgeberrow is situated within 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).

For Barriers to Housing and Services, the reason for a poor score for area 018D was proximity to local amenities, particularly a post office, general store and GP surgery.

For the Living Environment decile, areas that have contributed to area being in the third decile nationally are the number of houses in poor condition and the number of road traffic accidents.