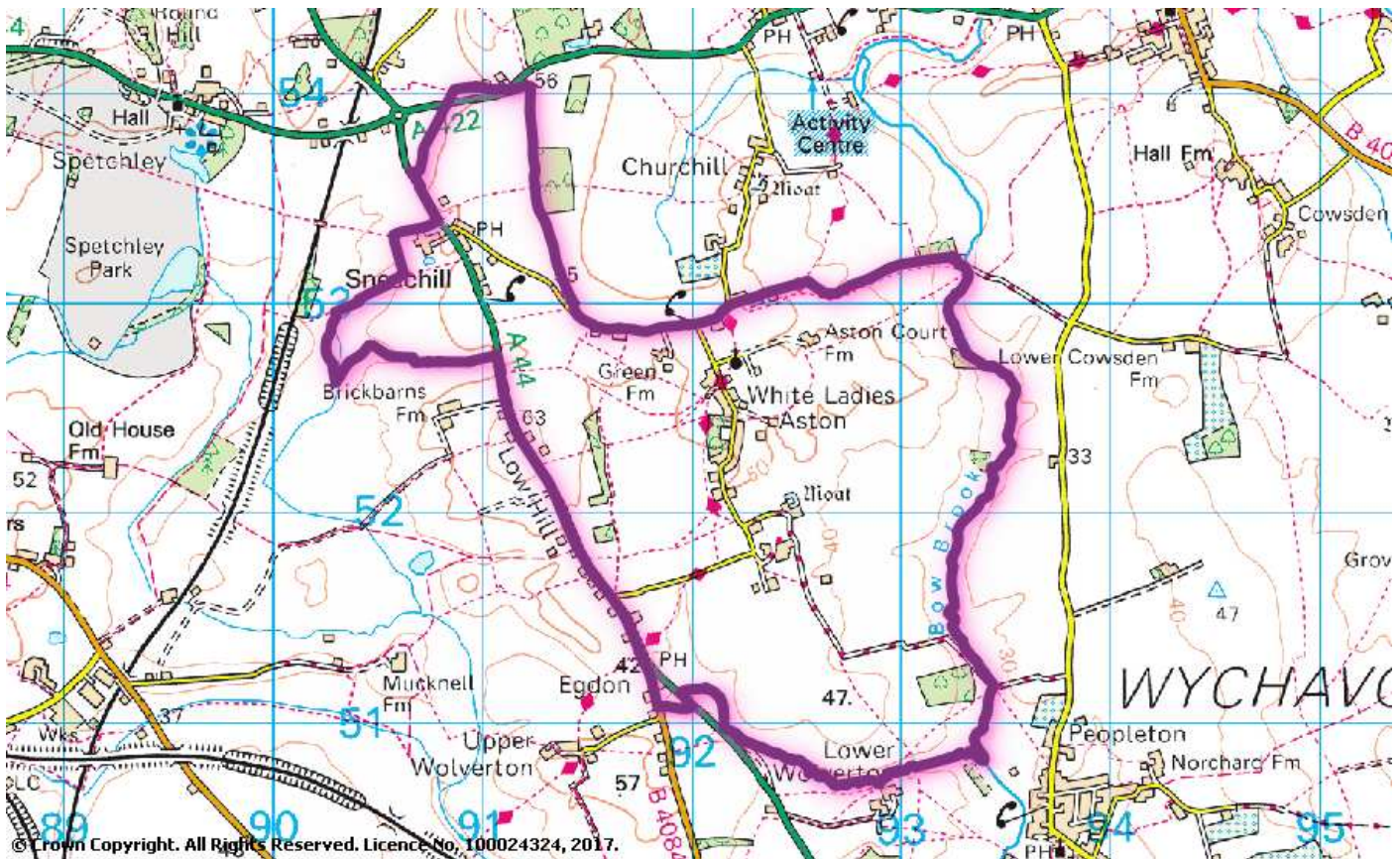


White Ladies Aston

November 2017



Area (sq. miles)

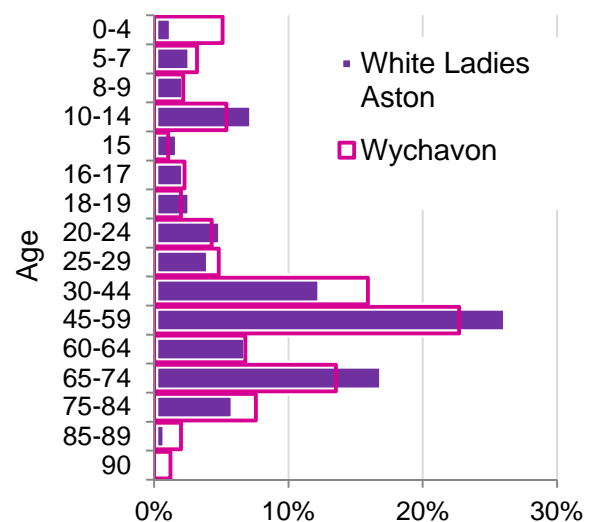
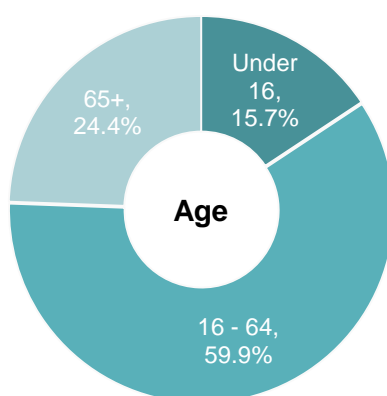
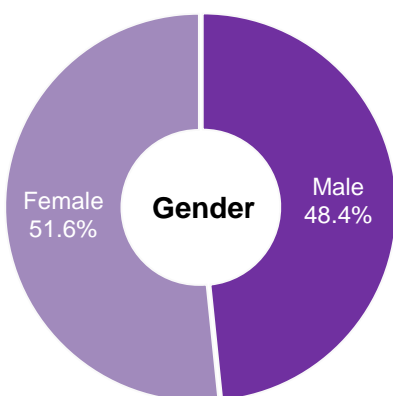
1.93

Persons per sq. mile

112

Population: 217 people (mid 2016 estimate)

Age categories



The latest population estimate for White Ladies Aston is 217 and the parish has a higher proportion of people aged between 45-59 and 65-74.

Population change (2001 census to 2016 estimate)

	Overall change		Under 16		16 - 64		65+	
White Ladies Aston	-5	-2.3%	-7	-17.1%	-14	-9.7%	16	43.2%
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 White Ladies Aston has reduced by 2.3% (5 people) which although small is in contrast to an increase in the district and county.

There has been a reduction of 21 people of those under 65 although there has been growth in the 65+ age group of 16 people.

Households: **87** (Census 2011)

The majority of houses in White Ladies Aston are detached and more are owned outright than when compared with wider areas. Households are also more likely to be composed of married couples or have more than one person aged 65+.

	White Ladies Aston	Wychavon	Worcestershire	England	
Housing type	Detached	58.6%	41.5%	33.7%	22.4%
	Semi-detached	25.3%	30.1%	33.5%	31.2%
	Terraced	16.1%	16.9%	18.7%	24.5%
	Flats	0.0%	10.5%	13.2%	21.2%
	Other	0.0%	1.2%	1.0%	0.7%
Tenure	Owned:outright	47.1%	38.7%	35.9%	30.6%
	Owned: mortgage	27.6%	34.0%	35.0%	32.8%
	Social rented	10.3%	14.5%	14.8%	17.7%
	Private rented	12.6%	11.0%	12.5%	16.8%
	Other	2.3%	1.9%	1.9%	2.1%
Composition	Married	44.8%	39.3%	36.5%	33.2%
	Co-habiting	11.5%	9.4%	10.1%	9.8%
	Lone parent	8.0%	8.0%	9.3%	10.6%
	All 65+	18.4%	12.2%	10.4%	8.1%
	Single under 65	9.2%	12.4%	15.2%	17.9%
	Single 65+	4.6%	13.7%	13.1%	12.4%
	Other	3.4%	5.1%	5.5%	8.0%

House prices







Between July 2016 and June 2017 there were 5 house sales in the parish and the average price that these properties sold for was £260,700.

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 White Ladies and Aston residents fall into just two groups: A and G. These groups account for 43% of households in the district as a whole. The key features of these top two groups are shown in the table below:

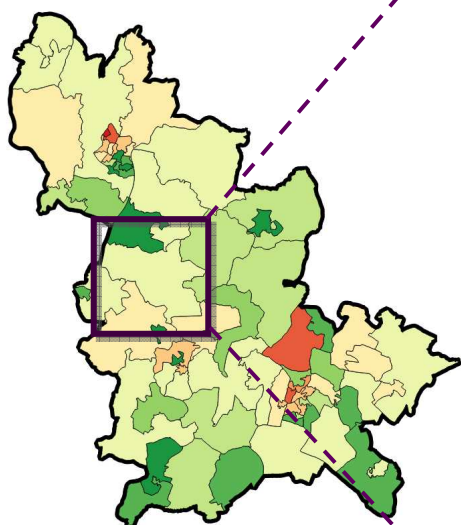
A: Country Living		Key characteristics	Channel preference
	 <p>80% of parish households</p>	Rural locations Well off homeowners Attractive detached homes Higher self employment High car ownership High use of internet	Online Post Face to face Email Landline Mobile
	 <p>27% of district households</p>		
G: Rural Reality		Key characteristics	Channel preference
	 <p>20% of parish 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
	 <p>16% of district households</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.

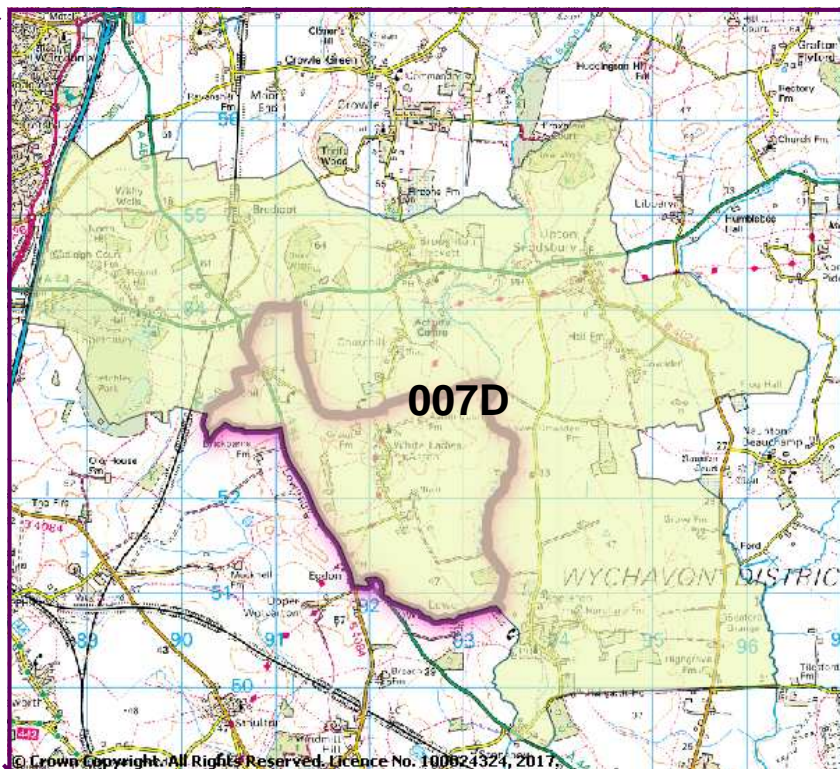
The top three types for White Ladies Aston are below.

A03: Wealthy Landowners 	A01: Rural Vogue 	G29: Satellite Settlers 
41 households 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.	23 households Country-loving families with children, pursuing an ideal of rural living in comfortable, detached village homes. As parents they have made a definite lifestyle choice to give their children a village upbringing in a rural setting and are prepared to commute some distance to work to realise this.	19 households 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.

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.

White Ladies Aston makes up part of one small area (007D) and overall, the IMD puts this area in the 6th decile nationally (where the 1st decile contains the most deprived 10% of areas).

For the barriers to housing and services domain however 007D is in the 10% most deprived nationally and the reason the poor score is the road distances to amenities, particularly a general store and GP surgery.

The living environment domain is in the most deprived 20% nationally and the main reasons for this are the numbers of homes that fail to meet the decent homes standard and the number without central heating.

Parish	White Ladies Aston
Part of small area code	E01032416
Part of small area name	Wychavon 007D
Index of Multiple Deprivation (IMD) decile	6
Income decile	9
Employment decile	10
Education, Skills and Training decile	9
Health, Deprivation and Disability decile	9
Crime decile	9
Barriers to Housing and Services decile	1
Living Environment decile	2
Income deprivation affecting children (IDACI)	9
Income deprivation affecting older people (IDAOPI)	8