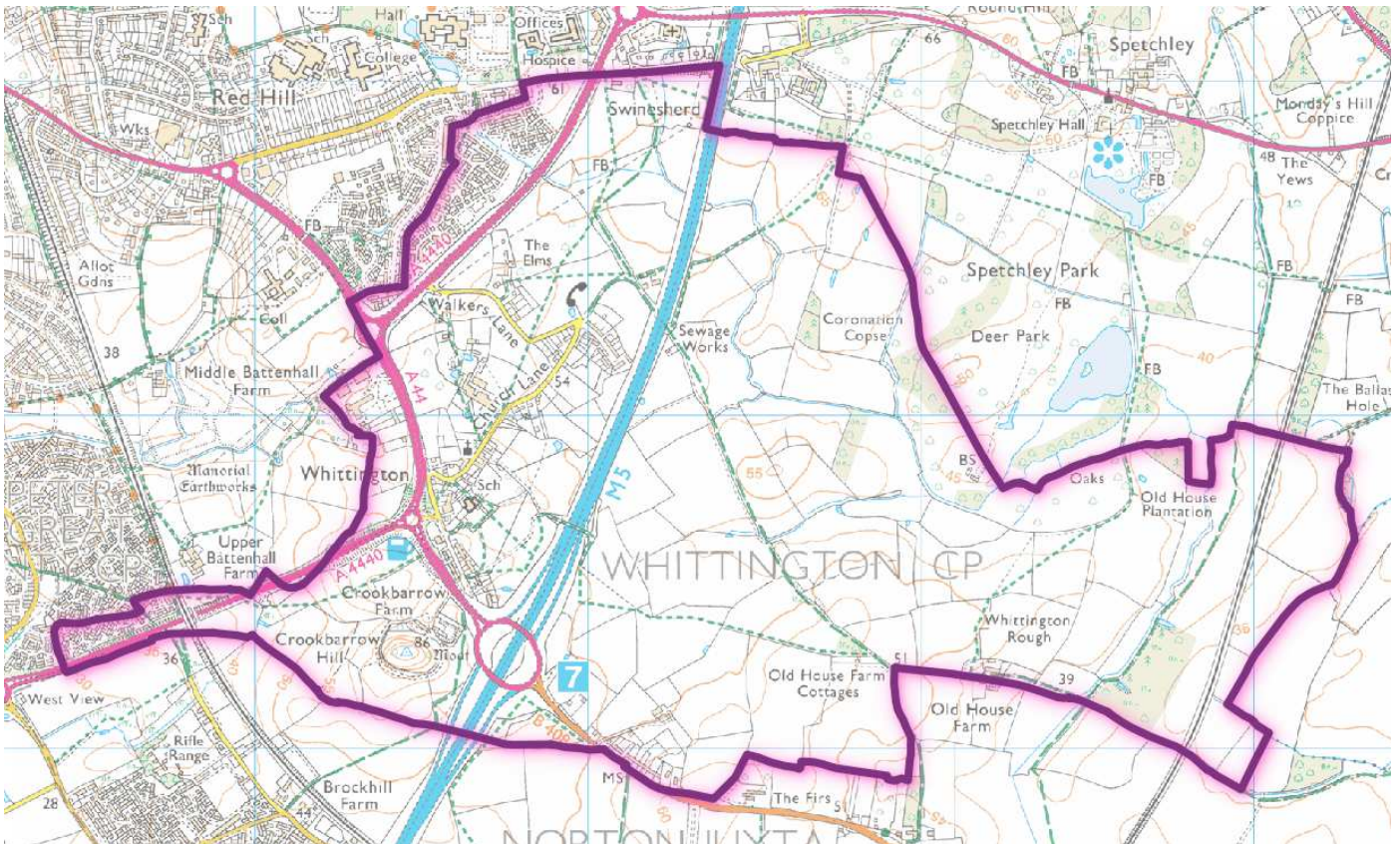


Whittington

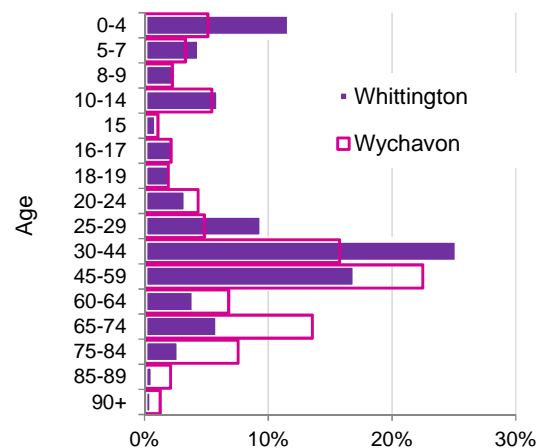
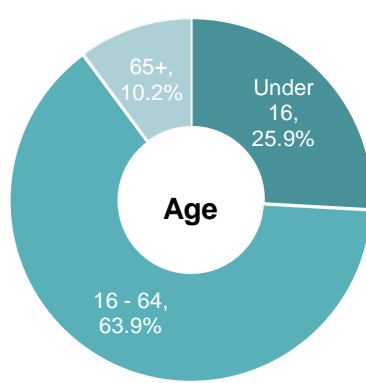
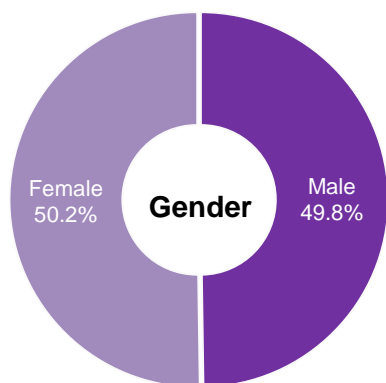
January 2019



Area (sq. miles) 1.62 Persons per sq. mile 673

Population: 1090 people (mid 2017 estimate)

Age categories (2017)



The latest population estimate for Whittington is 1,090 and the parish has larger proportions of people aged 30-44 and children aged under 8 than in the district as a whole. The proportion of the population that are aged over 45 is significantly lower than the district.

Population change (2001 census to 2017 estimate)

	Overall change		Under 16		16 - 64		65+	
Whittington	530	94.6%	176	166.0%	311	80.6%	43	63.2%
Wychavon	13,086	11.7%	139	0.7%	1,936	2.7%	11,011	55.9%
Worcestershire	46,263	8.5%	-1,417	-1.3%	6,171	1.8%	41,509	46.6%

Since the 2001 census, the population of Whittington has increased by 530 people (94.6%) and the majority of this growth has come in those aged under 65.

The 2017 estimated population of 1,090 compares with a 2016 estimated population of 737.

Households: 239 (Census 2011)

Household information is only available from the 2011 census since which, for Whittington will have been subject to significant increases. At that point though almost 60% of houses were detached, a much larger proportion than in the district as a whole.

There was a larger proportion of properties that were owned in the parish whilst married couples accounted for almost half of all households, considerably more than in the wider areas.

		Whittington	Wychavon	Worcestershire	England
Housing type	Detached	41.4%	41.5%	33.7%	22.4%
	Semi-detached	30.5%	30.1%	33.5%	31.2%
	Terraced	25.9%	16.9%	18.7%	24.5%
	Flats	2.1%	10.5%	13.2%	21.2%
	Other	0.0%	1.2%	1.0%	0.7%
Tenure	Owned: outright	31.0%	38.7%	35.9%	30.6%
	Owned: mortgage	41.4%	34.0%	35.0%	32.8%
	Social rented	7.5%	14.5%	14.8%	17.7%
	Private rented	17.2%	11.0%	12.5%	16.8%
	Other	2.9%	1.9%	1.9%	2.1%
Composition	Married	44.4%	39.3%	36.5%	33.2%
	Co-habiting	9.6%	9.4%	10.1%	9.8%
	Lone parent	9.6%	8.0%	9.3%	10.6%
	All 65+	7.1%	12.2%	10.4%	8.1%
	Single under 65	16.3%	12.4%	15.2%	17.9%
	Single 65+	8.8%	13.7%	13.1%	12.4%
	Other	4.2%	5.1%	5.5%	8.0%

House prices




There were 30 house sales between July 2016 and June 2017 in Whittington and the average price that these properties sold for was £352,217.

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.

Just over three quarters of Whittington residents are either group H, B or E. These groups account for 22% of households in the district as a whole. The key features of these groups are shown in the table below:

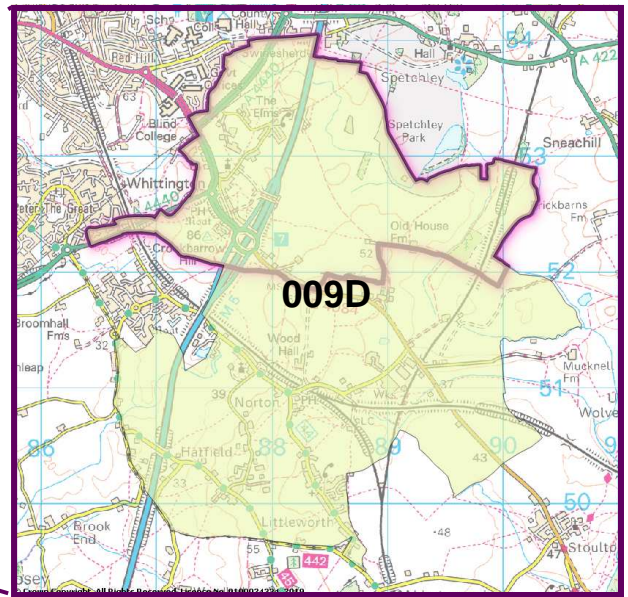
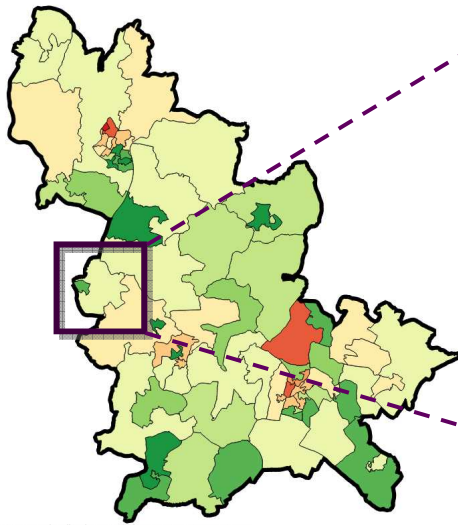
H :Aspiring Homemakers	Key characteristics	Channel preference
 <p>43% of parish households 7% of district households</p>	<ul style="list-style-type: none"> Younger households Full-time employment Private suburbs Affordable housing costs Starter salaries Buy and sell on eBay 	<ul style="list-style-type: none"> Mobile Email SMS Prefer no contact Post Landline
B: Prestige Positions	Key characteristics	Channel preference
 <p>22% of parish households 10% of district households</p>	<ul style="list-style-type: none"> High value detached homes Married couples Managerial and senior positions Supporting students & older children High assets and investments Online shopping and banking 	<ul style="list-style-type: none"> Post Online Email Landline Face to Face Mobile
E: Suburban Stability	Key characteristics	Channel preference
 <p>12% of parish households 5% of district households</p>	<ul style="list-style-type: none"> Older families Some adult children at home Suburban mid-range homes 3 bedrooms Have lived at address some years Research on Internet 	<ul style="list-style-type: none"> Prefer no contact Email Landline Post SMS 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 Whittington are:

<p>H33: New Foundations</p>  <p>79 households</p> <p>New Foundations are people who live in a brand new home with a newly designated postcode on a development that will often include a mix of housing styles. These people are often younger and single but all on these new developments have recently moved in.</p>	<p>B06: Bank of Mum and Dad</p>  <p>64 households</p> <p>Bank of Mum and Dad are well-off families in upmarket suburban homes, whose older children are still living at home, benefiting from the continued financial support of their middle aged parents.</p>	<p>H35: Primary Additions</p>  <p>55 households</p> <p>Primary Ambitions are aspiring young families who have sought out affordable homes in better neighbourhoods which are manageable within the family budget given their good household incomes. Having lived there for a number of years, they may now be out-growing these homes which were chosen because of their proximity to good schools and nurseries for their children.</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.

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

Whittington is within small area 009D which is in 6th decile (where the 1st decile contains the most deprived 10% of areas).

For Barriers to Housing and Services, the reason for the poor score was the proximity to a general store, GP surgery and post office.

The Living Environment decile is in the most deprived 20% nationally and the areas that have contributed to this are the number of houses in poor condition, those without central heating, the air quality in the area and road traffic accidents.

Parish	Whittington
Part of small area code	E01032403
Part of small area name	Wychavon 009D
Index of Multiple Deprivation (IMD) decile	6
Income decile	7
Employment decile	9
Education, Skills and Training decile	8
Health, Deprivation and Disability decile	10
Crime decile	8
Barriers to Housing and Services decile	1
Living Environment decile	2
Income deprivation affecting children (IDACI)	6
Income deprivation affecting older people (IDAOP)	6