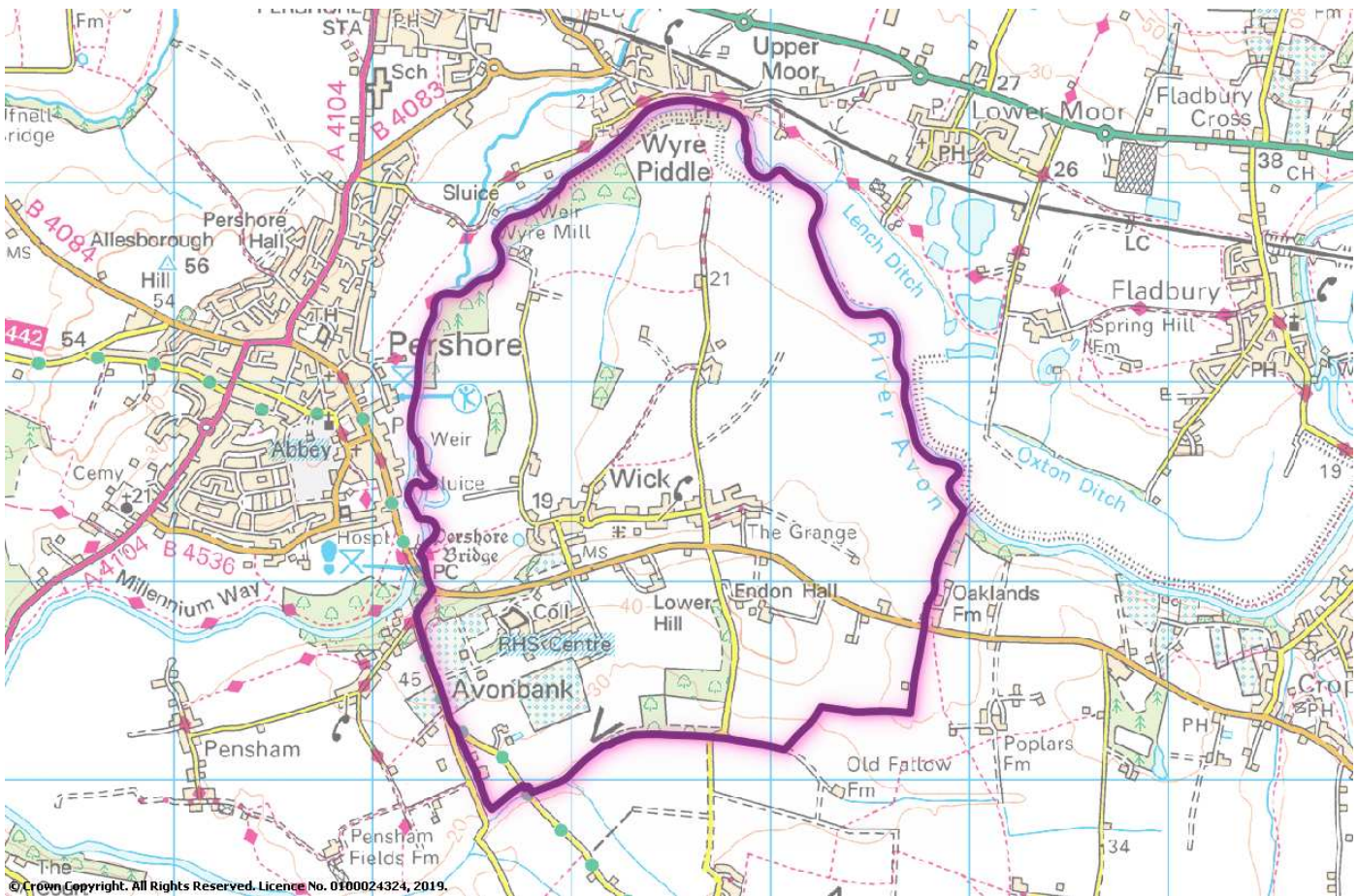


### Wick

January 2019



Area (sq. miles)

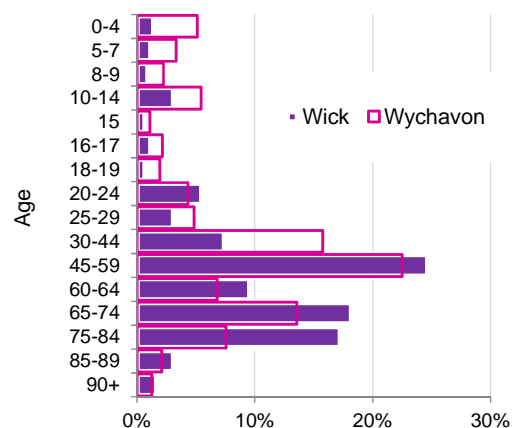
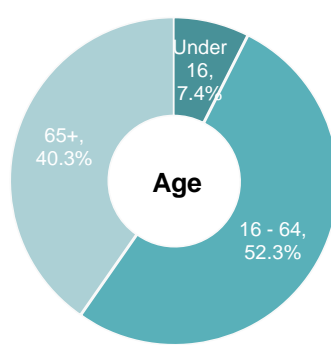
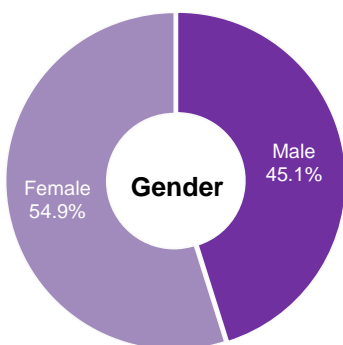
2.62

Persons per sq. mile

159

**Population: 417 people** (mid 2017 estimate)

**Age categories** (2017)



The latest population estimate for Wick is 417 and the parish has larger proportions of people aged 45 or older than in the district as a whole. All categories of people aged under 45 are significantly lower than the district apart from those aged 20-24.

## Population change (2001 census to 2017 estimate)

	Overall change	Under 16	16 - 64	65+
Wick	-28 -6.3%	-17 -35.4%	-49 -18.4%	38 29.2%
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 Wick has decreased by 28 people (6.3%) with those aged 65+ the only category to see any growth. The 2016 estimated population was 440 people which decreased to 417 in the latest estimate.

## Households: 193 (Census 2011)

At the time of the 2011 census almost of houses were owned outright in Wick, a larger proportion than in the district as a whole. The majority of the houses in the parish are either detached or semi-detached and the proportion of married couples is greater than in wider areas while the proportion of single occupiers aged 65+ is also above the district level.

	Wick	Wychavon	Worcestershire	England	
<b>Housing type</b>	Detached	45.6%	41.5%	33.7%	22.4%
	Semi-detached	38.9%	30.1%	33.5%	31.2%
	Terraced	10.9%	16.9%	18.7%	24.5%
	Flats	2.1%	10.5%	13.2%	21.2%
	Other	2.6%	1.2%	1.0%	0.7%
<b>Tenure</b>	Owned:outright	48.7%	38.7%	35.9%	30.6%
	Owned: mortgage	23.3%	34.0%	35.0%	32.8%
	Social rented	10.4%	14.5%	14.8%	17.7%
	Private rented	16.1%	11.0%	12.5%	16.8%
	Other	1.6%	1.9%	1.9%	2.1%
<b>Composition</b>	Married	41.5%	39.3%	36.5%	33.2%
	Co-habiting	6.2%	9.4%	10.1%	9.8%
	Lone parent	2.6%	8.0%	9.3%	10.6%
	All 65+	21.8%	12.2%	10.4%	8.1%
	Single under 65	7.8%	12.4%	15.2%	17.9%
	Single 65+	15.5%	13.7%	13.1%	12.4%
	Other	4.7%	5.1%	5.5%	8.0%

## House prices




There were 7 house sales between July 2016 and June 2017 in Wick and the average price that these properties sold for was £291,865.

# 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 of Wick residents are either group A, G or B. These groups account for 53% of households in the district as a whole. The key features of these groups are shown in the table below:

A: Country Living	Key characteristics	Channel preference
 <p>75% 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	Post Prefer no contact Email Landline SMS Mobile call
G: Rural Reality	Key characteristics	Channel preference
 <p>22% 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	Prefer no contact Email Post Landline SMS Mobile call
B: Prestige Positions	Key characteristics	Channel preference
 <p>4% of parish households 10% of district households</p>	High value detached homes Married couples Managerial and senior positions Supporting students & older children High assets and investments Online shopping and banking	Post Online Email Landline Face to Face Mobile

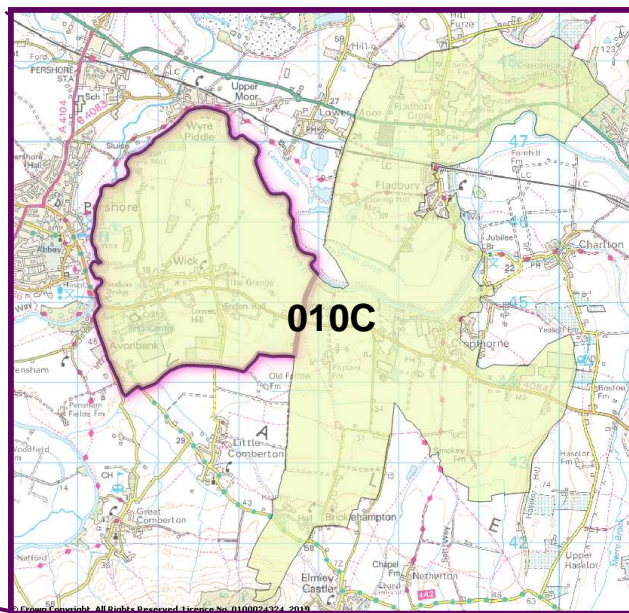
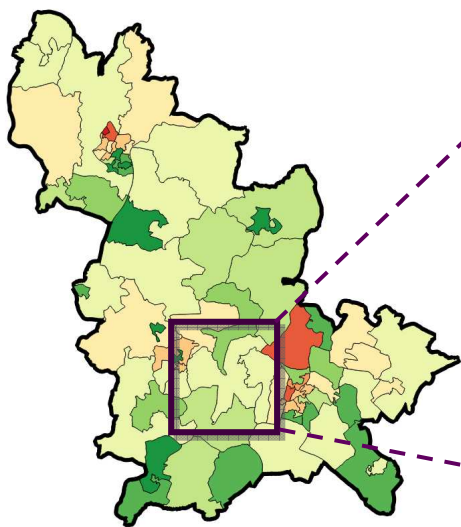
Within each group description there are four to six household types. The types within each group have a further more defined description, which provides key features and preferences.

The top three types for Wick are:

<p><b>A04: Village Retirement</b></p>  <p><b>134 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: Satelite Settlers</b></p>  <p><b>29 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>A03: Wealthy Landowners</b></p>  <p><b>24 households</b></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>
--	--	--



# 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.

Wick is within small area 010C 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 amenities particularly a general store 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 and those without central heating.

<b>Parish</b>	<b>Wick</b>
Part of small area code	E01032383
Part of small area name	Wychavon <b>010C</b>
<b>Index of Multiple Deprivation (IMD) decile</b>	<b>6</b>
Income decile	9
Employment decile	9
Education, Skills and Training decile	7
Health, Deprivation and Disability decile	8
Crime decile	6
Barriers to Housing and Services decile	1
Living Environment decile	2
Income deprivation affecting children (IDACI)	8
Income deprivation affecting older people (IDAOP)	9