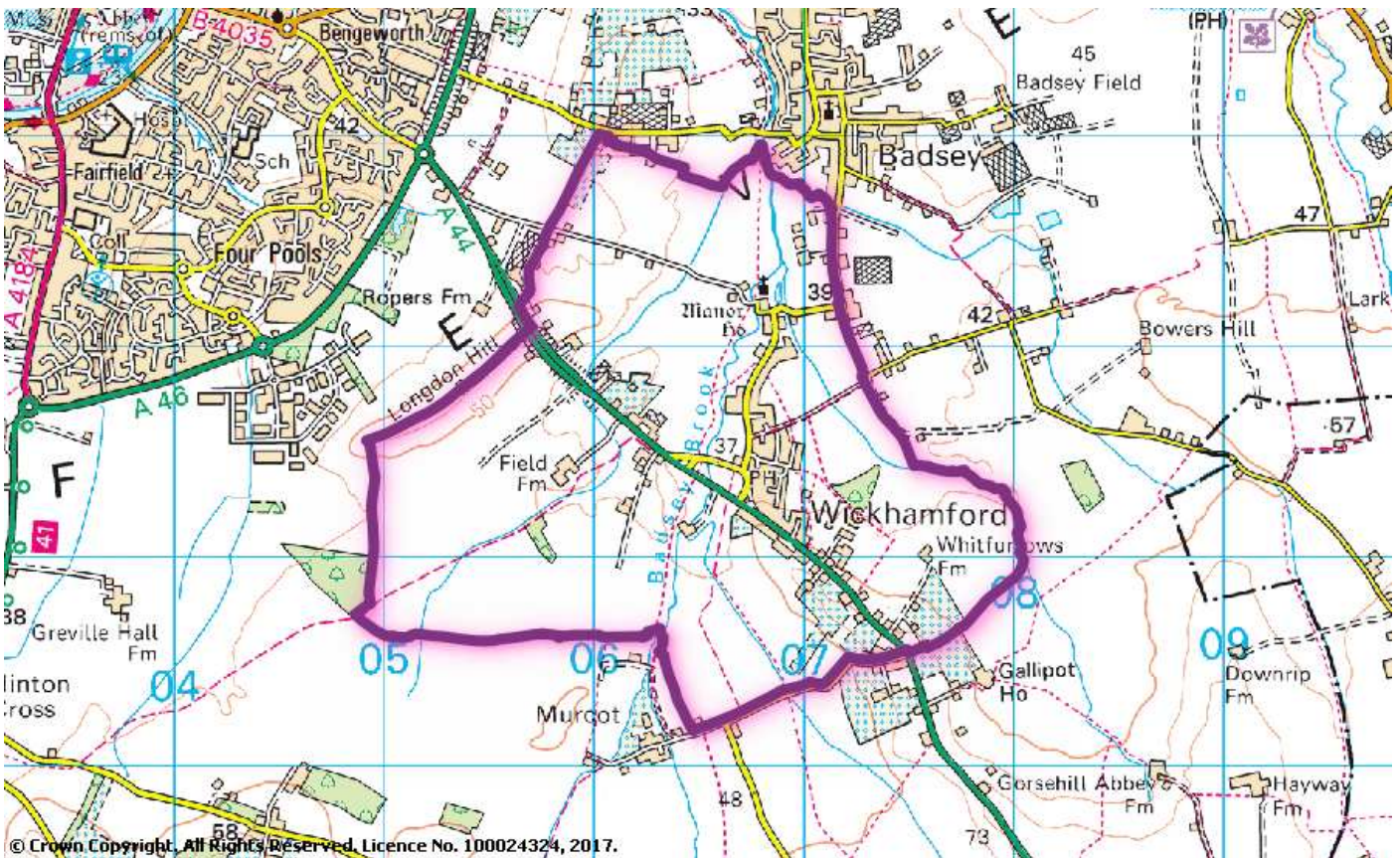


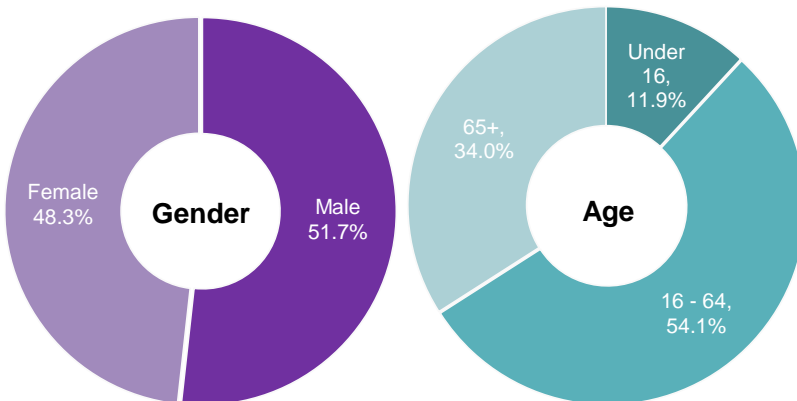
## Wickhamford

November 2017

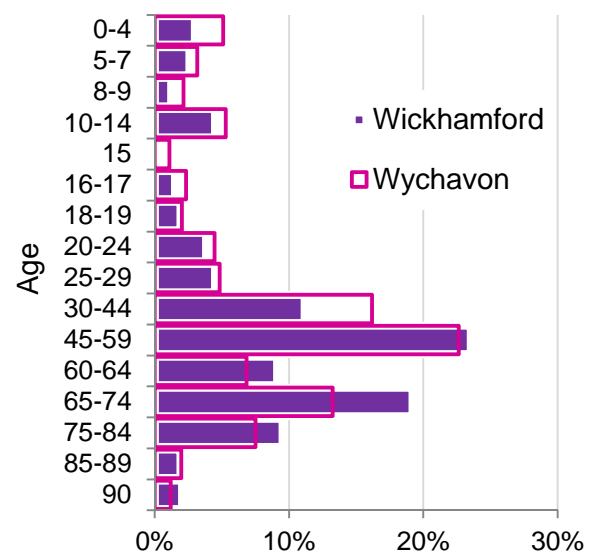


### Population: 717 people

(mid 2016 estimate)



### Age categories



The latest population estimate for Wickhamford is 717 and the ward has a higher proportions of people aged between 60 and 84, particularly those aged 65-74.

## Population change (2001 census to 2016 estimate)

	Overall change		Under 16		16 - 64		65+	
Wickhamford	-13	-1.8%	-3	-3.4%	-76	-16.4%	66	37.1%
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%

Overall, since the 2001 census the population of Wickhamford has grown by 0.7% (five people) which is much lower than the district increase.

Growth has come in the 65+ age group (+62 people) whilst the 16-64 category has reduced by over 12% (56 people).

## Households: 334 (Census 2011)

There are proportionally more semi-detached houses in Wickhamford than the district and a greater proportion of married couple households and houses that are owned outright.

		Wickhamford	Wychavon	Worcestershire	England
<b>Housing type</b>	Detached	35.3%	41.5%	33.7%	22.4%
	Semi-detached	48.5%	30.1%	33.5%	31.2%
	Terraced	10.2%	16.9%	18.7%	24.5%
	Flats	5.1%	10.5%	13.2%	21.2%
	Other	0.9%	1.2%	1.0%	0.7%
<b>Tenure</b>	Owned:outright	45.5%	38.7%	35.9%	30.6%
	Owned: mortgage	29.9%	34.0%	35.0%	32.8%
	Social rented	14.1%	14.5%	14.8%	17.7%
	Private rented	8.7%	11.0%	12.5%	16.8%
	Other	1.8%	1.9%	1.9%	2.1%
<b>Composition</b>	Married	45.2%	39.3%	36.5%	33.2%
	Co-habiting	8.1%	9.4%	10.1%	9.8%
	Lone parent	3.6%	8.0%	9.3%	10.6%
	All 65+	13.8%	12.2%	10.4%	8.1%
	Single under 65	9.0%	12.4%	15.2%	17.9%
	Single 65+	16.8%	13.7%	13.1%	12.4%
	Other	3.6%	5.1%	5.5%	8.0%

## House prices




Between July 2016 and June 2017 there were 13 house sales in the parish and the average price that these properties sold for was £297,635.

## 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 Wickhamford residents fall into just three groups: G, A and F. These groups account for 49% of households in the district as a whole. The key features of these top three groups are shown in the table below:

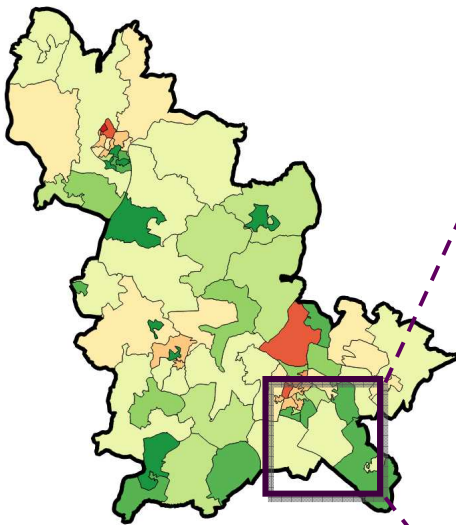
		Key characteristics	Channel preference
<b>1</b>	<b>G: Rural Reality</b>		
	 <p>57% of parish households 16% of district households</p>	Rural locations Villages and outlying houses Agricultural employment Most are homeowners Affordable value homes Slow internet speeds	Online Face to face Landline Email Post Mobile
<b>2</b>	<b>A: Country Living</b>		
	 <p>35% 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	Online Post Face to face Email Landline Mobile
<b>3</b>	<b>B: Senior security</b>		
	 <p>8% of parish households 6% of district households</p>	Elderly singles and couples Homeowners Comfortable homes Additional pension above state Don't like new technology Low mileage drivers	Post Landline Face to Face Email Online 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.

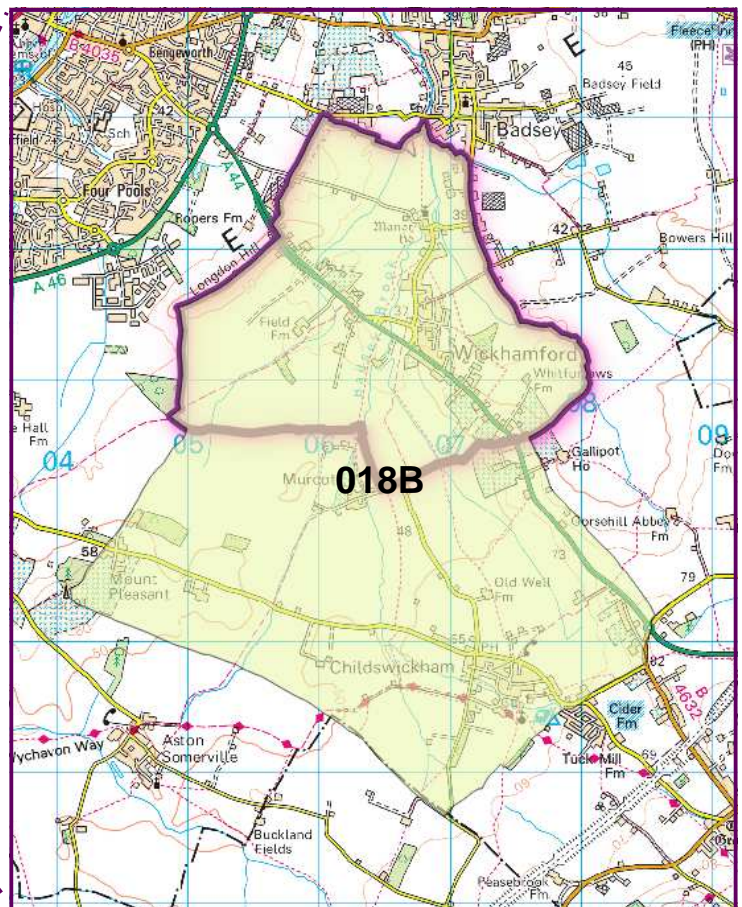
The top three types for Wickhamford are below.

<b>G29: Satellite Settlers</b>  <p><b>139</b> 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>	<b>A04: Village Retirement</b>  <p><b>90</b> 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>	<b>G27: Outlying Seniors</b>  <p><b>84</b> households</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



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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.

Wickhamford makes up part of one small area (018B) and overall, the IMD puts this area in the 6th decile nationally (where the 1st decile contains the most deprived 10% of areas).

Parish	Wickhamford
Part of small area code	E01032352
Part of small area name	Wychavon <b>018B</b>
<b>Index of Multiple Deprivation (IMD) decile</b>	<b>6</b>
Income decile	7
Employment decile	8
Education, Skills and Training decile	6
Health, Deprivation and Disability decile	7
Crime decile	8
Barriers to Housing and Services decile	1
Living Environment decile	7
Income deprivation affecting children (IDACI)	9
Income deprivation affecting older people (IDAOP)	8

For barriers to housing and services, the area is in the 10% most deprived nationally and the reason for this is proximity to local amenities, notably a primary school, post office and general store.