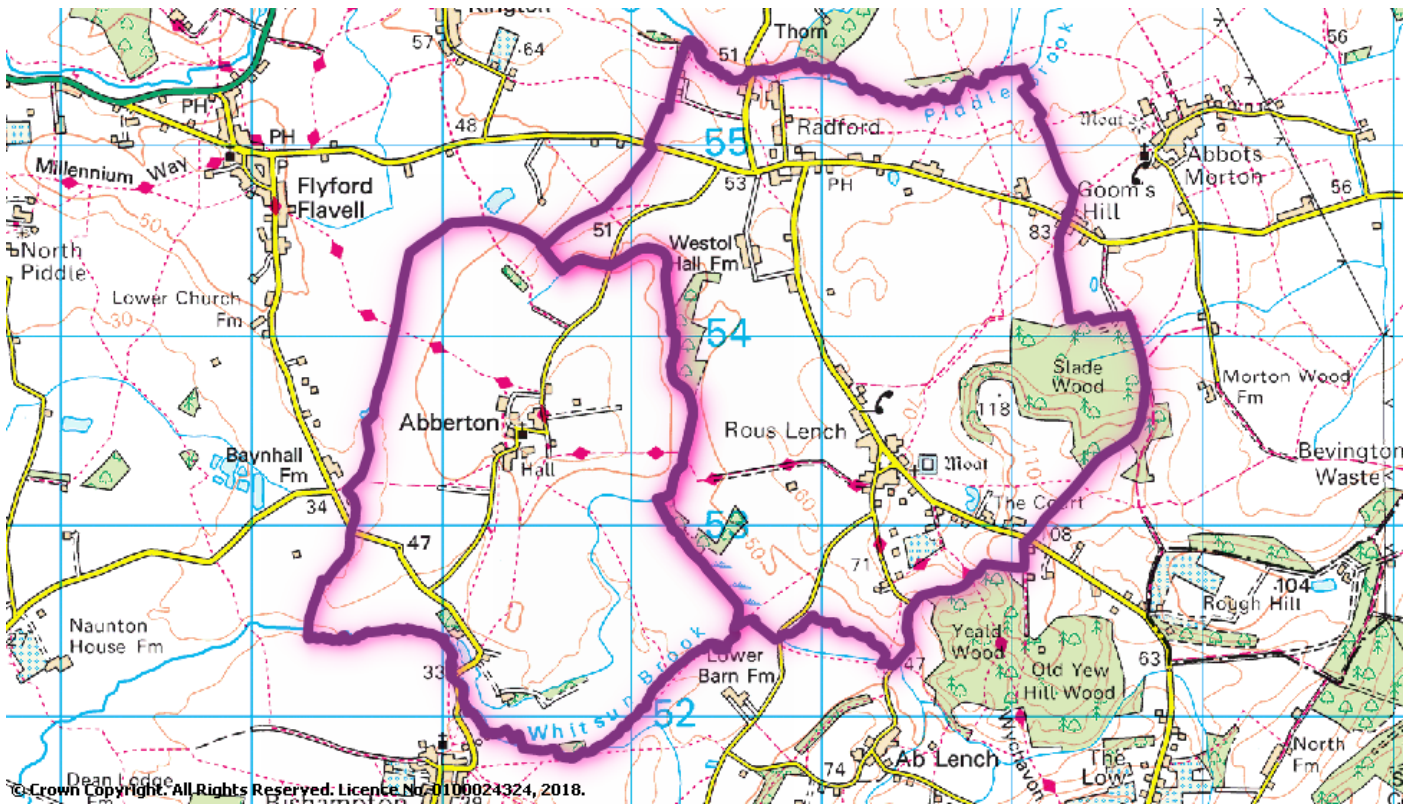


### Abberton and Rous Lench

August 2018

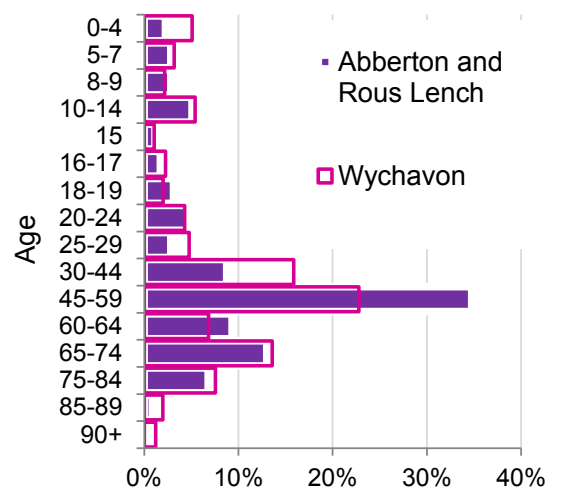
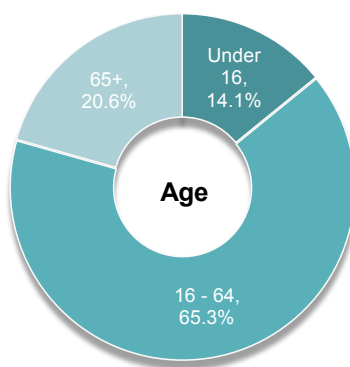
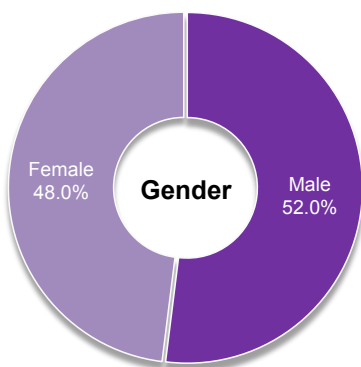


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**Area (sq. miles) 3.89      Persons per sq. mile 90**

**Population: 354 people** (mid 2016 estimate)

**Age categories (2016)**



The latest population estimate for Abberton and Rous Lench is 354 and the parish has a larger proportion of people aged 45-59 than the district as a whole and smaller proportions of 30-44 year olds.

### Population change (2001 census to 2016 estimate)

	Overall change		Under 16		16 - 64		65+	
Abberton and Rous Lench	2	0.6%	-26	-34.2%	-1	-0.4%	29	65.9%
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 Abberton and Rous Lench has grown by just 2 people (0.6%) which is much lower than the growth seen in the district and county.

Growth has come in the 65+ age group (29 people) whilst the number of in under 16's has decreased by 26.

### Households: 145 (Census 2011)

There are a greater proportion of detached houses in Abberton and Rous Lench than in the district and the proportion of terraced houses and flats is very low.

There is a larger proportion of properties that are owned in the parish whilst married couples account for almost half of all households, notably more than in the wider areas.

		Abberton and Rous Lench	Wychavon	Worcestershire	England
<b>Housing type</b>	Detached	57.9%	41.5%	33.7%	22.4%
	Semi-detached	33.8%	30.1%	33.5%	31.2%
	Terraced	4.8%	16.9%	18.7%	24.5%
	Flats	3.4%	10.5%	13.2%	21.2%
	Other	0.0%	1.2%	1.0%	0.7%
<b>Tenure</b>	Owned: outright	41.4%	38.7%	35.9%	30.6%
	Owned: mortgage	37.2%	34.0%	35.0%	32.8%
	Social rented	2.8%	14.5%	14.8%	17.7%
	Private rented	13.8%	11.0%	12.5%	16.8%
	Other	4.8%	1.9%	1.9%	2.1%
<b>Composition</b>	Married	49.7%	39.3%	36.5%	33.2%
	Co-habiting	9.0%	9.4%	10.1%	9.8%
	Lone parent	3.4%	8.0%	9.3%	10.6%
	All 65+	10.3%	12.2%	10.4%	8.1%
	Single under 65	12.4%	12.4%	15.2%	17.9%
	Single 65+	7.6%	13.7%	13.1%	12.4%
	Other	7.6%	5.1%	5.5%	8.0%

### House prices


Between July 2016 and June 2017 there were 3 house sales in the parish and the average price that these properties sold for was £385,000.

## 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 Abberton and Rous Lench residents are group A: Country Living. This group accounts for just over a quarter of households in the district as a whole. The key features of this group is shown in the table below:

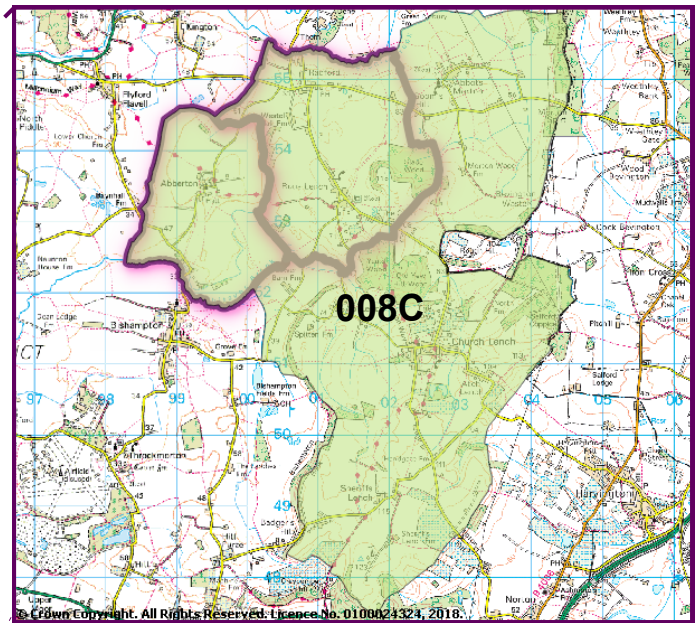
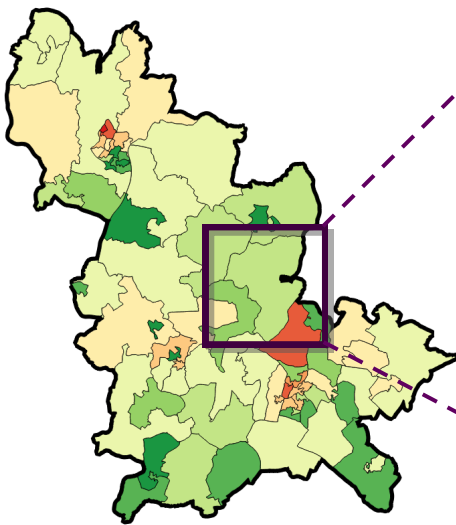
A: Country Living	Key characteristics	Channel preference
 <p>100% of parish households</p> <p>27% of district households</p>	<ul style="list-style-type: none"> <li>Rural locations</li> <li>Well off homeowners</li> <li>Attractive detached homes</li> <li>Higher self employment</li> <li>High car ownership</li> <li>High use of internet</li> </ul>	<ul style="list-style-type: none"> <li>Online</li> <li>Post</li> <li>Face to face</li> <li>Email</li> <li>Landline</li> <li>Mobile</li> </ul>

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 Abberton and Rous Lench are below.

<p><b>A03: Wealthy Landowners</b></p>  <p><b>111 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>	<p><b>A01: Rural Vogue</b></p>  <p><b>34 households</b></p> <p>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.</p>	<p><b>A04: Village Retirement</b></p>  <p><b>17 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>
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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.

Abberton and Rous Lench is situated within the small area 008C and the IMD puts this area in the 7th 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 was proximity to local amenities, particularly a post office, general store and GP surgery.

Parish	Abberton and Rous Lench
Part of small area code	E01032395
Part of small area name	Wychavon <b>008C</b>
<b>Index of Multiple Deprivation (IMD) decile</b>	<b>7</b>
Income decile	10
Employment decile	10
Education, Skills and Training decile	9
Health, Deprivation and Disability decile	10
Crime decile	10
Barriers to Housing and Services decile	1
Living Environment decile	2
Income deprivation affecting children (IDACI)	10
Income deprivation affecting older people (IDAOP)	9

For the Living Environment decile, the main area that has contributed to this area being in the second decile nationally is the number of houses in poor condition.