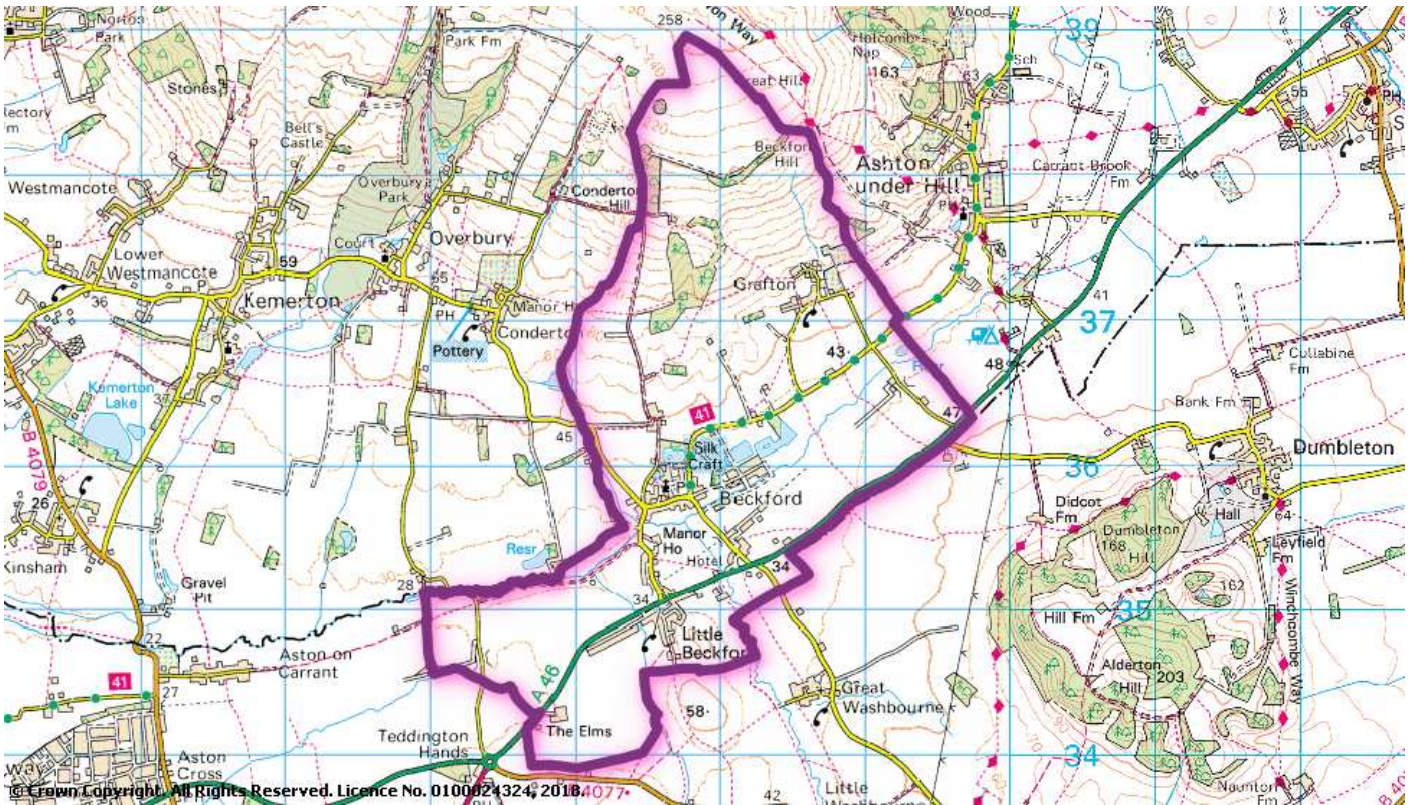


Beckford

June 2018



Area (sq. miles)

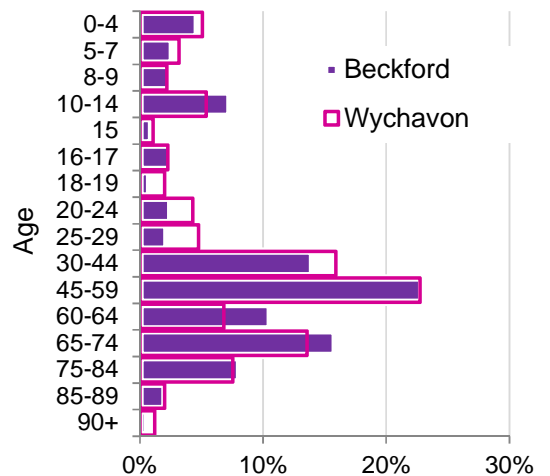
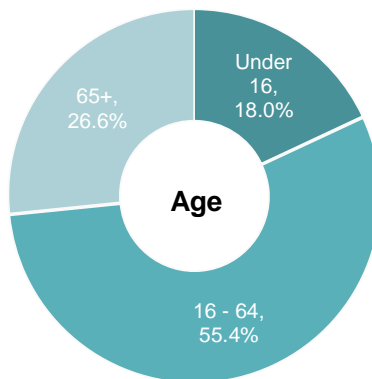
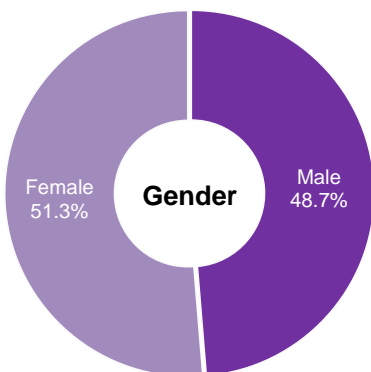
3.12

Persons per sq. mile

206

Population: **643 people** (mid 2016 estimate)

Age categories (2016)



The latest population estimate for Beckford is 643 and the parish has a larger proportion of people aged 60-74 than the district as a whole and smaller proportions of 18-44 year olds.

Population change (2001 census to 2016 estimate)

	Overall change	Under 16	16 - 64	65+
Beckford	42 7.0%	17 17.2%	-28 -7.3%	53 44.9%
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 Beckford has grown by 42 people (7%) which is a little lower than the growth seen in the district and county.

Significant growth has come in the 65+ age group (53 people) whilst the number of 16-64 year olds has reduced by 28 people (7.3%). There has been a small increase in under 16's in contrast to decreases in the district and county.

Households: 262 (Census 2011)

There are a greater proportion of semi-detached houses in Beckford 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 outright in Beckford whilst married couples account for almost half of all households, notably more than in the wider areas.

	Beckford	Wychavon	Worcestershire	England	
Housing type	Detached	45.0%	41.5%	33.7%	22.4%
	Semi-detached	43.9%	30.1%	33.5%	31.2%
	Terraced	8.4%	16.9%	18.7%	24.5%
	Flats	2.3%	10.5%	13.2%	21.2%
	Other	0.4%	1.2%	1.0%	0.7%
Tenure	Owned:outright	43.1%	38.7%	35.9%	30.6%
	Owned: mortgage	32.1%	34.0%	35.0%	32.8%
	Social rented	13.7%	14.5%	14.8%	17.7%
	Private rented	10.7%	11.0%	12.5%	16.8%
	Other	0.4%	1.9%	1.9%	2.1%
Composition	Married	48.1%	39.3%	36.5%	33.2%
	Co-habiting	8.0%	9.4%	10.1%	9.8%
	Lone parent	1.5%	8.0%	9.3%	10.6%
	All 65+	11.8%	12.2%	10.4%	8.1%
	Single under 65	12.6%	12.4%	15.2%	17.9%
	Single 65+	13.7%	13.7%	13.1%	12.4%
	Other	4.2%	5.1%	5.5%	8.0%

House prices




Between July 2016 and June 2017 there were 7 house sales in the parish and the average price that these properties sold for was £336,136.

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 Beckford residents fall into just three groups: A, G and B. These groups account for just over half of households in the district as a whole. The key features of these top three groups are shown in the table below:

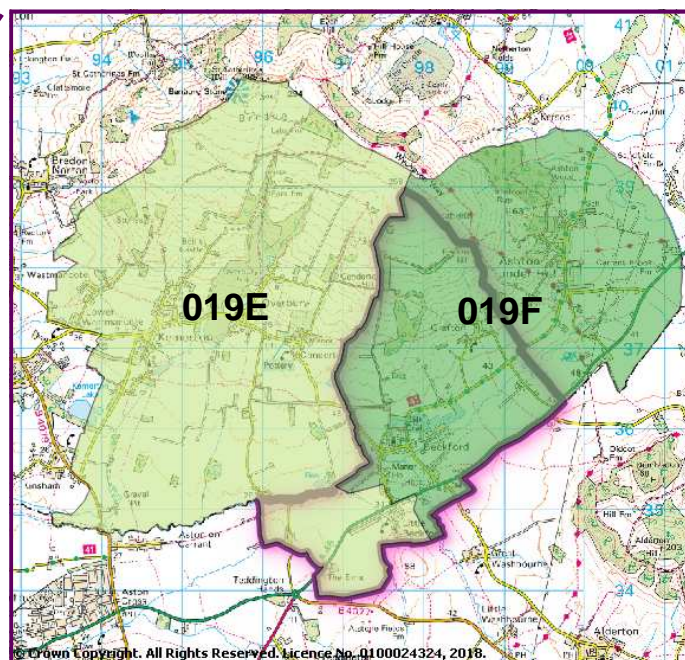
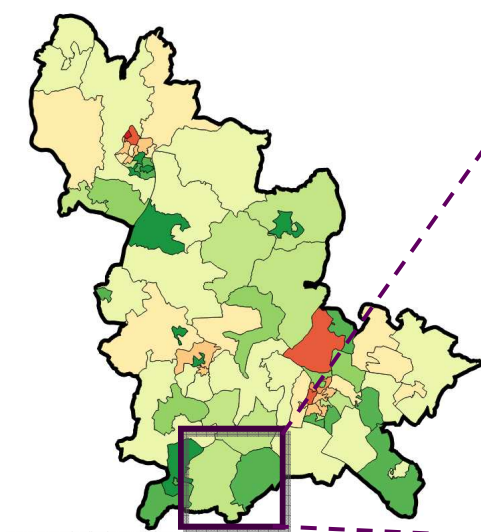
1	A: Country Living	Key characteristics	Channel preference
	 <p>78% of parish households 27% of district households</p>	Rural locations Well off homeowners Attractive detached homes Higher self employment High car ownership High use of internet	Online Post Face to face Email Landline Mobile
2	G: Rural 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	Online Face to face Landline Email Post Mobile
3	B: Prestige Positions	Key characteristics	Channel preference
	 <p>3% 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 Beckford are below.

<p>A03: Wealthy Landowners</p>  <p>141 households</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>A01: Rural Vogue</p>  <p>57 households</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>A04: Village Retirement</p>  <p>43 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>
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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.

	Parish	Beckford	
	Part of small area code	E01032412	E01032413
	Part of small area name	Wychavon 019E	Wychavon 019F
	Index of Multiple Deprivation (IMD) decile	7	9
	Income decile	7	9
	Employment decile	7	10
	Education, Skills and Training decile	9	9
	Health, Deprivation and Disability decile	8	9
	Crime decile	9	9
	Barriers to Housing and Services decile	1	8
	Living Environment decile	3	3
	Income deprivation affecting children (IDACI)	8	10
	Income deprivation affecting older people (IDAOP)	7	8

Beckford is situated within small areas 019E and 019F and the IMD puts these areas in the 7th and 9th 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 for area 019E was proximity to local amenities, particularly a primary school, general store and GP surgery.

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