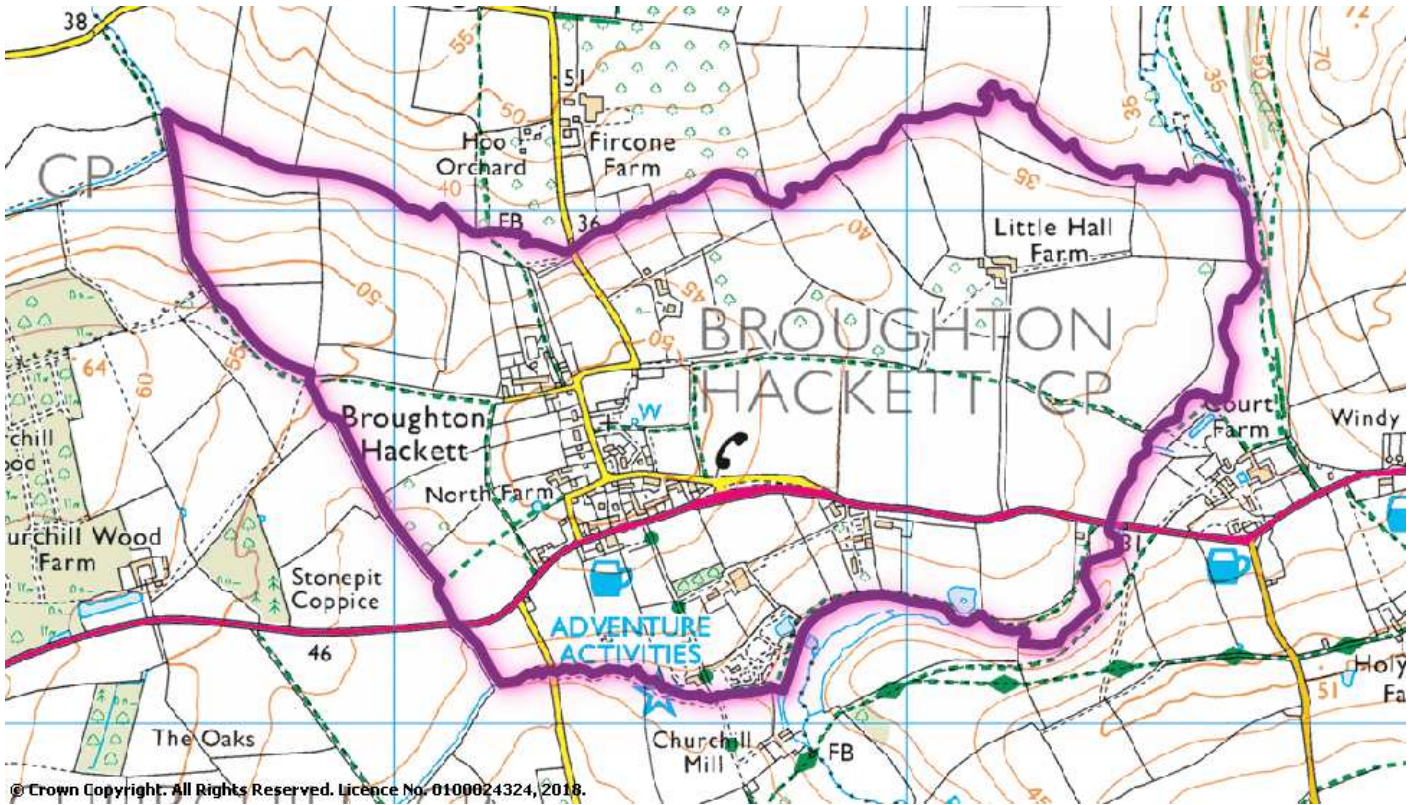


Broughton Hackett

September 2018



Area (sq. miles)

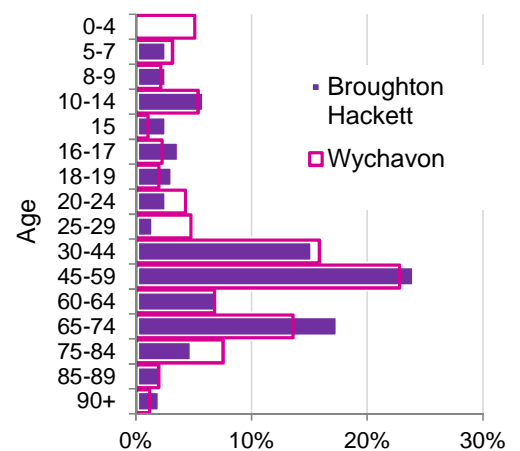
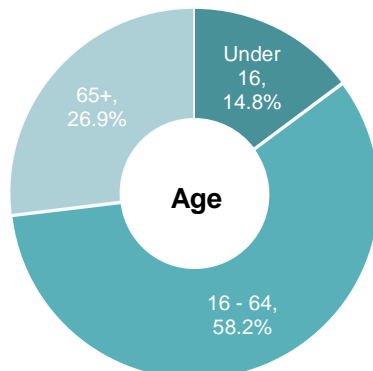
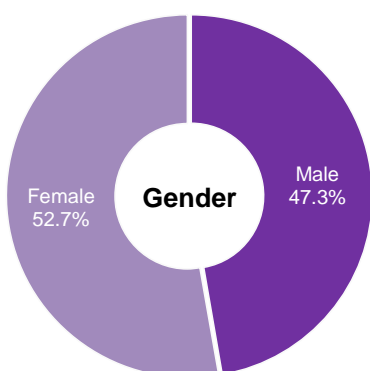
0.6

Persons per sq. mile

303

Population: **182 people** (mid 2016 estimate)

Age categories (2016)



The latest population estimate for Broughton Hackett is 182 and the parish has a larger proportion of people aged 65-74 than the district as a whole and smaller proportions of young children and twenty somethings.

Population change (2001 census to 2016 estimate)

	Overall change		Under 16		16 - 64		65+	
Broughton Hackett	6	3.4%	-7	-20.6%	-10	-8.6%	23	88.5%
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 Broughton Hackett has increased by just 6 people (3.4%) which is smaller than the growth in the district and county.

Growth has come in the 65+ age group (23 people) whilst the number of under 16's has decreased by 7 and those aged 16-64 by 10.

Households: 68 (Census 2011)

Almost three quarters of houses in Broughton Hackett are detached, a much larger proportion than in the district as a whole.

There is a larger proportion of properties that are owned in the parish whilst married couples account for 44% of all households, more than in the wider areas.

	Broughton Hackett	Wychavon	Worcestershire	England	
Housing type	Detached	72.1%	41.5%	33.7%	22.4%
	Semi-detached	13.2%	30.1%	33.5%	31.2%
	Terraced	13.2%	16.9%	18.7%	24.5%
	Flats	1.5%	10.5%	13.2%	21.2%
	Other	0.0%	1.2%	1.0%	0.7%
Tenure	Owned: outright	50.0%	38.7%	35.9%	30.6%
	Owned: mortgage	35.3%	34.0%	35.0%	32.8%
	Social rented	7.4%	14.5%	14.8%	17.7%
	Private rented	5.9%	11.0%	12.5%	16.8%
	Other	1.5%	1.9%	1.9%	2.1%
Composition	Married	44.1%	39.3%	36.5%	33.2%
	Co-habiting	10.3%	9.4%	10.1%	9.8%
	Lone parent	5.9%	8.0%	9.3%	10.6%
	All 65+	10.3%	12.2%	10.4%	8.1%
	Single under 65	5.9%	12.4%	15.2%	17.9%
	Single 65+	14.7%	13.7%	13.1%	12.4%
	Other	8.8%	5.1%	5.5%	8.0%

House prices



There were no house sales between July 2016 and June 2017 in Broughton Hackett.

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 Broughton Hackett residents are either group A or B. These groups account for 43% of households in the district as a whole. The key features of this group is shown in the table below:

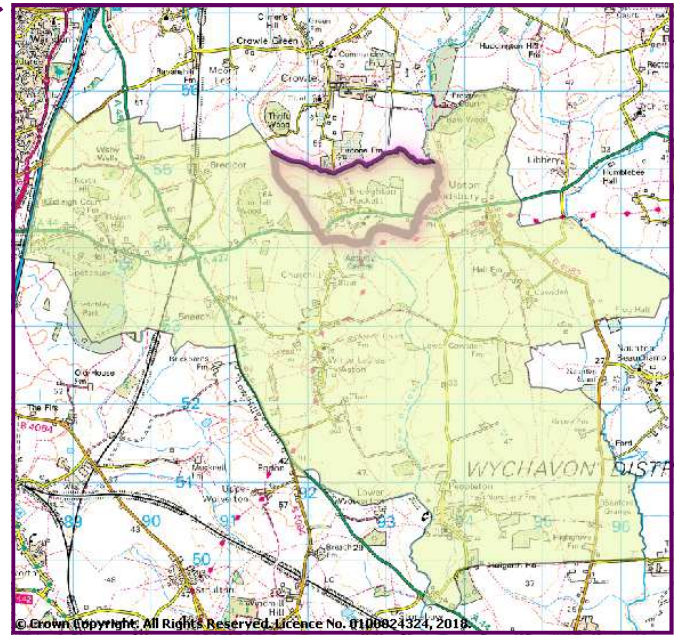
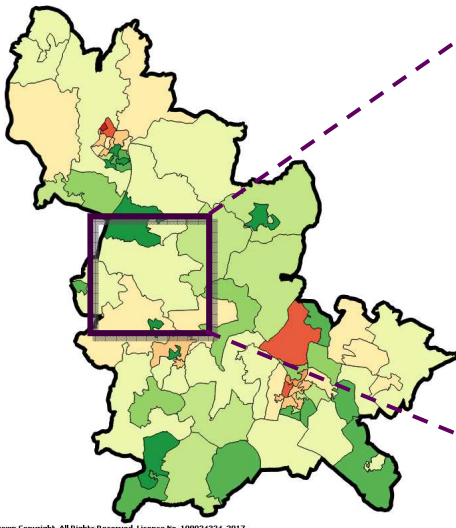
A: Country Living	Key characteristics	Channel preference
 <p>93% of parish households 27% of district households</p>	Rural locations Well off homeowners Attractive detached homes Higher self employment High car ownership High use of internet	Online Post Face to face Email Landline Mobile
G: Rural Reality	Key characteristics	Channel preference
 <p>7% 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

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 Broughton Hackett are:

<p>A03: Wealthy Landowners</p>  <p>48 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>A04: Village Retirement</p>  <p>30 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>	<p>G29: Satellite Settlers</p>  <p>6 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>
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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.

Broughton Hackett is situated within the small area 007D and the IMD puts this area in the 6th 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 primary school, general store and GP surgery.

Parish		Broughton Hackett
Part of small area code		E01032416
Part of small area name		Wychavon 007D
Index of Multiple Deprivation (IMD) decile		6
Income decile		9
Employment decile		10
Education, Skills and Training decile		9
Health, Deprivation and Disability decile		9
Crime decile		9
Barriers to Housing and Services decile		1
Living Environment decile		2
Income deprivation affecting children (IDACI)		9
Income deprivation affecting older people (IDAOP)		8

For the Living Environment decile, the main areas that has contributed to this area being in the second decile nationally are the number of houses in poor condition and those without central heating.