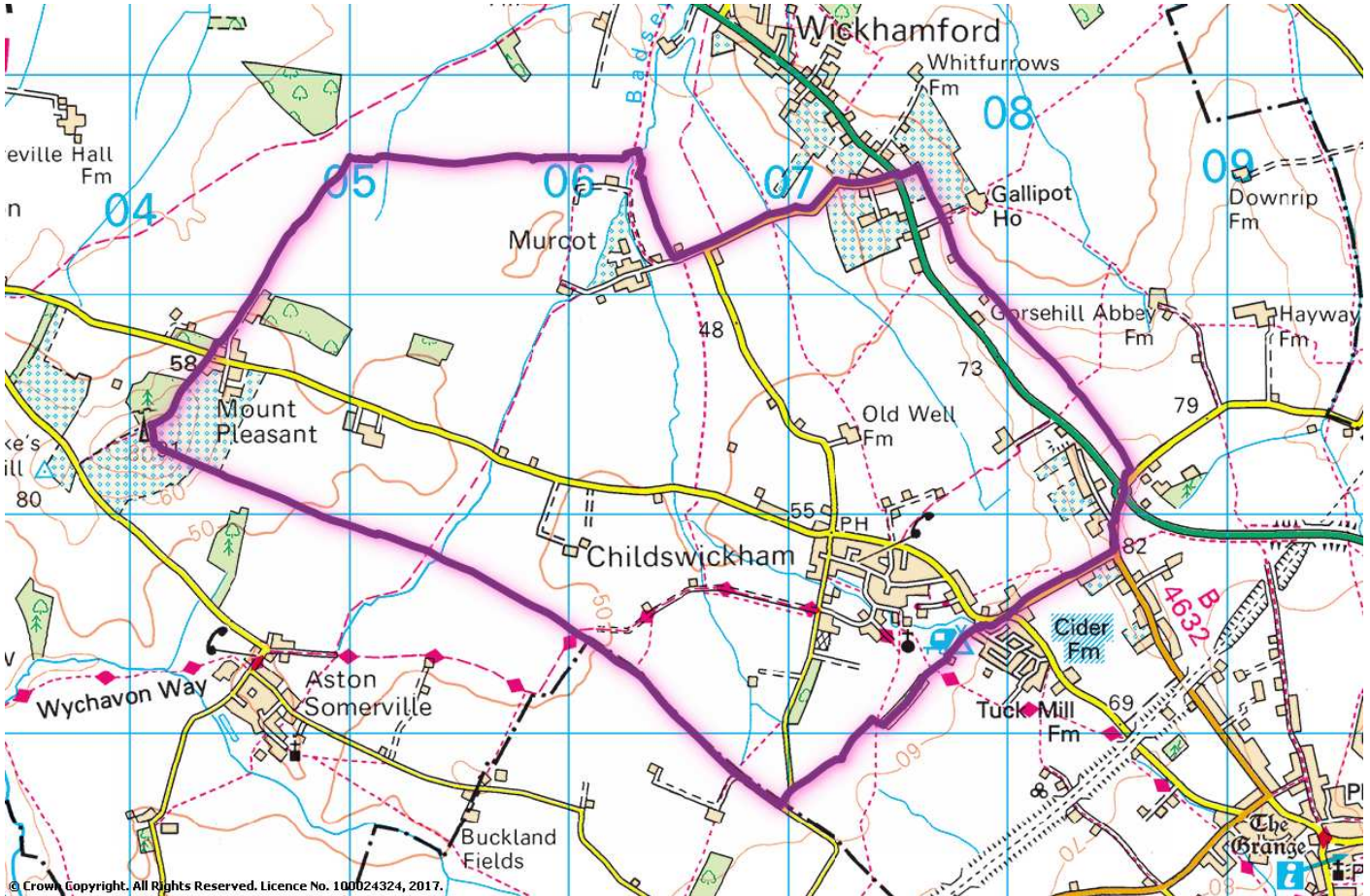


Childswickham

November 2017



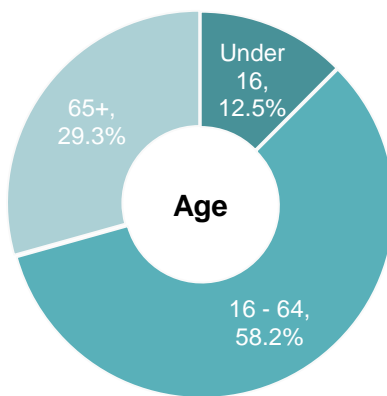
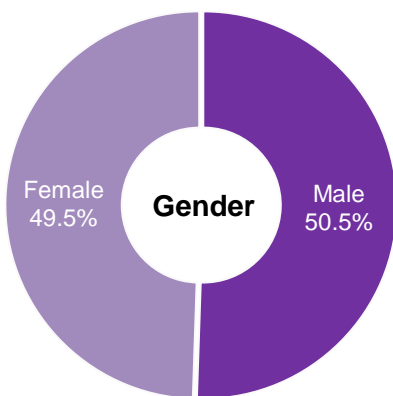
Area (sq. miles)

2.96

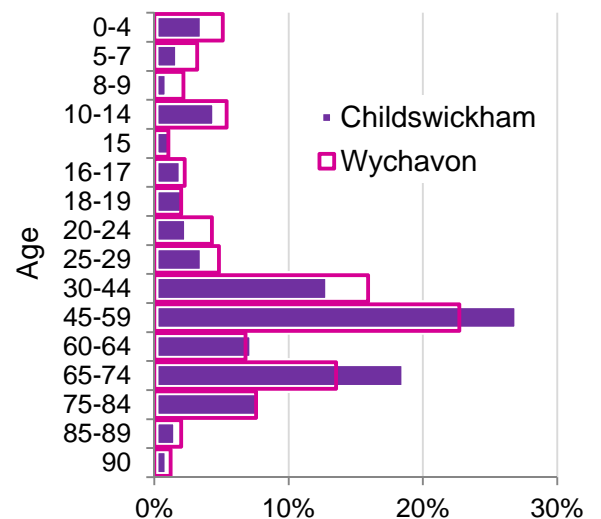
Persons per sq. mile

254

Population: 760 people (mid 2016 estimate)



Age categories



The latest population estimate for Childswickham is 760 and the parish has a higher proportion of people aged between 45 and 74, particularly those aged 45-59 and 65-74.

Population change (2001 census to 2016 estimate)

	Overall change		Under 16		16 - 64		65+	
Childswickham	60	8.6%	-23	-19.5%	17	4.0%	66	42.0%
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 Childswickham has grown by 8.6% (60 people) which is below the district increase.

Growth has mainly come in the 65+ age group (66 people) whilst the number of under 16's has reduced by almost 20% (23 people).

Households: 319 (Census 2011)

Houses in Childswickham are more typically detached and owned when compared with wider areas. Households are also more likely to be composed of married couples or have more than one person aged 65+.

		Childswickham	Wychavon	Worcestershire	England
Housing type	Detached	48.9%	41.5%	33.7%	22.4%
	Semi-detached	37.9%	30.1%	33.5%	31.2%
	Terraced	10.3%	16.9%	18.7%	24.5%
	Flats	2.8%	10.5%	13.2%	21.2%
	Other	0.0%	1.2%	1.0%	0.7%
Tenure	Owned: outright	39.5%	38.7%	35.9%	30.6%
	Owned: mortgage	37.0%	34.0%	35.0%	32.8%
	Social rented	11.0%	14.5%	14.8%	17.7%
	Private rented	10.0%	11.0%	12.5%	16.8%
	Other	2.5%	1.9%	1.9%	2.1%
Composition	Married	40.4%	39.3%	36.5%	33.2%
	Co-habiting	10.0%	9.4%	10.1%	9.8%
	Lone parent	8.8%	8.0%	9.3%	10.6%
	All 65+	14.4%	12.2%	10.4%	8.1%
	Single under 65	11.0%	12.4%	15.2%	17.9%
	Single 65+	11.3%	13.7%	13.1%	12.4%
	Other	4.1%	5.1%	5.5%	8.0%

House prices




Between July 2016 and June 2017 there were 10 house sales in the parish and the average price that these properties sold for was £429,600.

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 Childswickham residents fall into just three groups: G, A and B. These groups account for 53% of households in the district as a whole. The key features of these top three groups are shown in the table below:

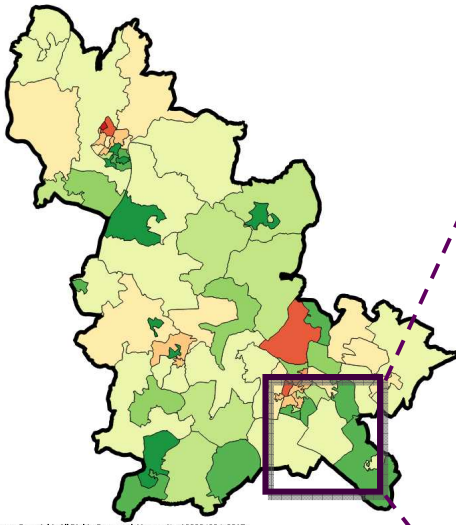
A: Country Living		Key characteristics		Channel preference	
	80% of parish households	Rural locations	Well off homeowners	Attractive detached homes	Higher self employment
	27% of district households	High car ownership	High use of internet		
G: Rural Reality		Key characteristics		Channel preference	
	14% of parish households	Rural locations	Villages and outlying houses	Agricultural employment	Most are homeowners
	16% of district households	Affordable value homes	Slow internet speeds		
B: Prestige Positions		Key characteristics		Channel preference	
	6% of parish households	High value detached homes	Married couples	Managerial and senior positions	Supporting students and older children
	10% of district households	High assets and investments	Online shopping and banking		

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.

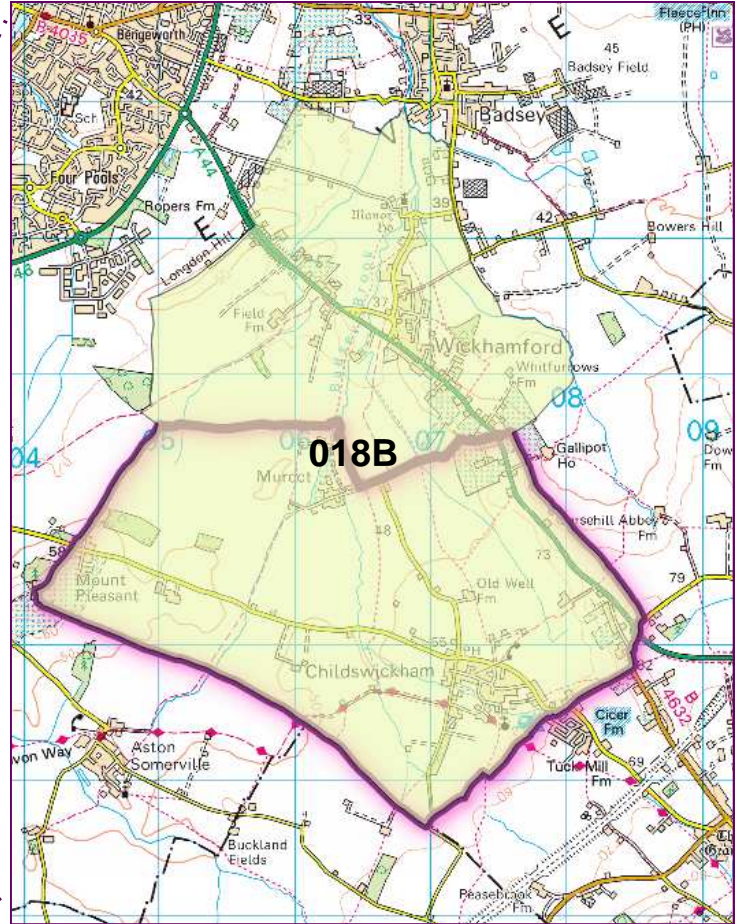
The top three types for Childswickham are below.

<p>A04: Village Retirement</p>  <p>172 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>A03: Wealthy Landowners</p>  <p>97 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>G29: Satellite Settlers</p>  <p>49 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



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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.

Childswickham 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	Childswickham
Small area code	E01032352
Small area name	Wychavon 018B
Index of Multiple Deprivation (IMD) decile	6
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 reason for a poor score for area 018B was proximity to local amenities, notably a primary school, post office and general store.