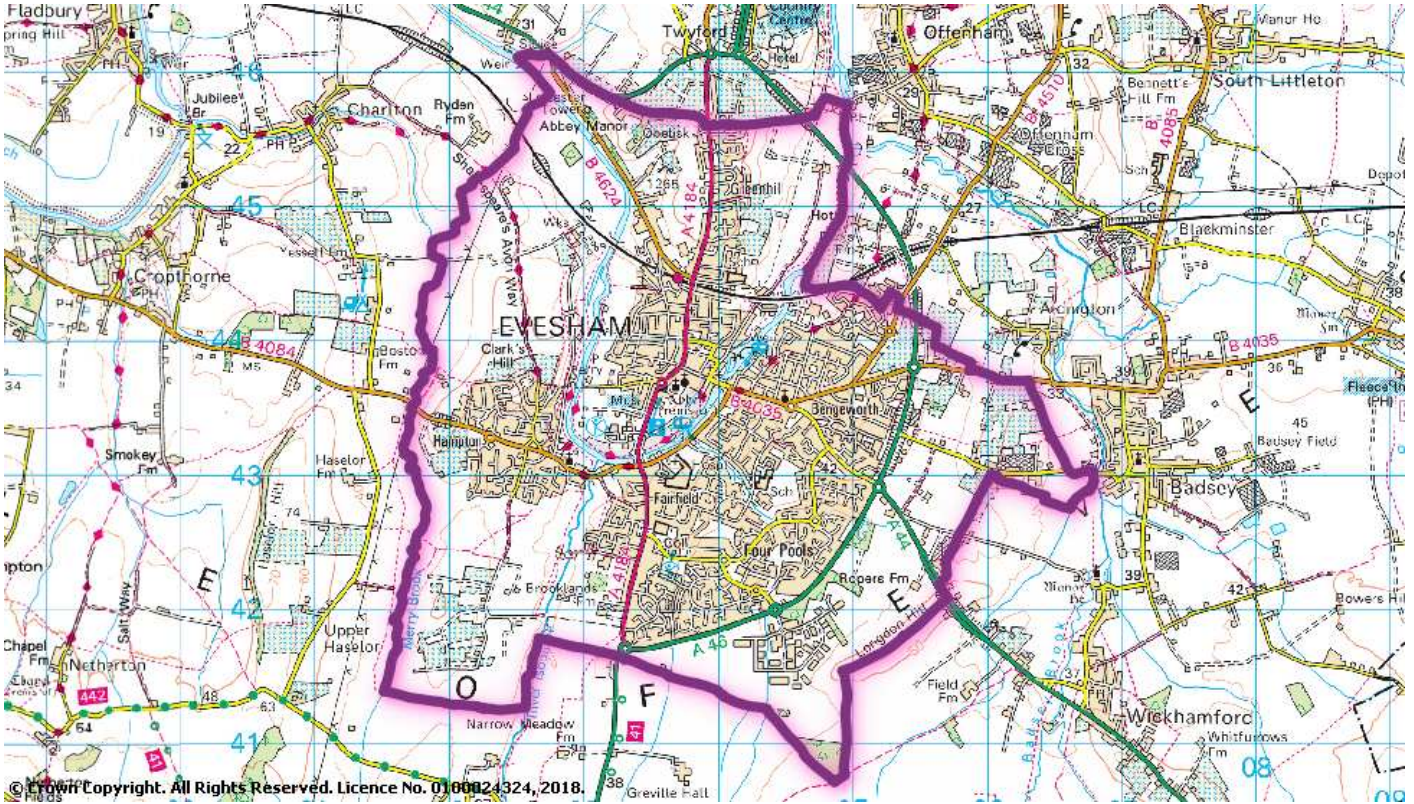


Evesham

October 2018



Area (sq. miles)

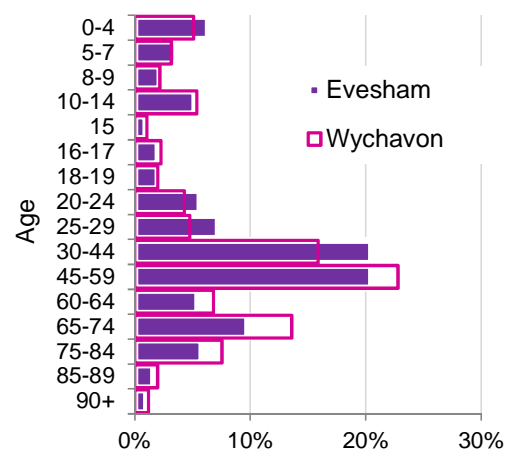
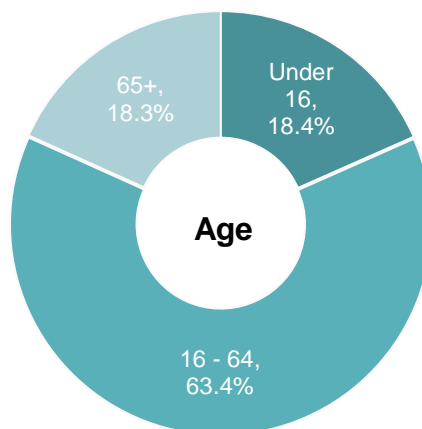
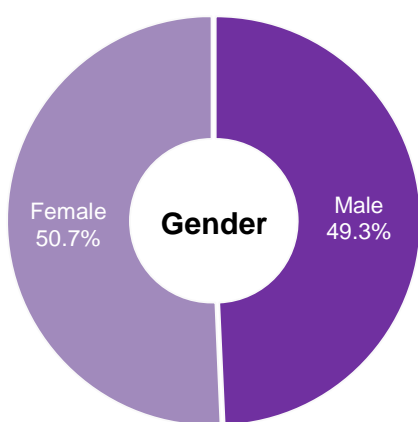
6.18

Persons per sq. mile

4100

Population: **26,168 people** (mid 2016 estimate)

Age categories (2016)



The latest population estimate for Evesham is 26,168 and the parish has a larger proportion of people aged 30-44 than the district as a whole and smaller proportions of all the categories aged 45 and above.

Population change (2001 census to 2016 estimate)

	Overall change	Under 16	16 - 64	65+
Evesham	3848 17.2%	330 7.4%	2,265 15.8%	1,253 35.5%
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 Evesham has increased by 3,848 people (17.2%) which is considerably greater than the district and county.

Growth has come in all categories and the growth in under 65's is in contrast to the picture in the wider areas.

Households: 10,027 (Census 2011)

There are a greater proportion of terraced houses and flats in Evesham compared with the district and wider areas.

There is a larger proportion of properties that are rented either socially or privately than in the district and county.

	Evesham	Wychavon	Worcestershire	England	
Housing type	Detached	26.2%	41.5%	33.7%	22.4%
	Semi-detached	29.3%	30.1%	33.5%	31.2%
	Terraced	25.6%	16.9%	18.7%	24.5%
	Flats	18.1%	10.5%	13.2%	21.2%
	Other	0.8%	1.2%	1.0%	0.7%
Tenure	Owned: outright	30.9%	38.7%	35.9%	30.6%
	Owned: mortgage	34.0%	34.0%	35.0%	32.8%
	Social rented	17.3%	14.5%	14.8%	17.7%
	Private rented	16.0%	11.0%	12.5%	16.8%
	Other	1.8%	1.9%	1.9%	2.1%
Composition	Married	34.5%	39.3%	36.5%	33.2%
	Co-habiting	11.3%	9.4%	10.1%	9.8%
	Lone parent	9.0%	8.0%	9.3%	10.6%
	All 65+	8.9%	12.2%	10.4%	8.1%
	Single under 65	15.8%	12.4%	15.2%	17.9%
	Single 65+	13.1%	13.7%	13.1%	12.4%
	Other	7.3%	5.1%	5.5%	8.0%

House prices




Between July 2016 and June 2017 there were 478 house sales in the parish and the average price that these properties sold for was £206,786.

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.

The top three groups in Evesham are H, L and F which account for residents are either group A or B. These groups account for 47% of households in the district as a whole. The key features of these groups are shown in the table below:

H: Aspiring homemakers	Key characteristics	Channel preference
 <p>21% of parish households 7% of district households</p>	<ul style="list-style-type: none"> Younger households Full-time employment Private suburbs Affordable housing costs Starter salaries Buy and sell on eBay 	<ul style="list-style-type: none"> Mobile Email SMS Prefer no contact Post Landline
L: Transient renters	Key characteristics	Channel preference
 <p>16% of parish households 4% of district households</p>	<ul style="list-style-type: none"> Private renters Low length of residence Low cost housing Singles and sharers Older terraces Few landline telephones 	<ul style="list-style-type: none"> SMS Mobile Prefer no contact Email Landline Post
F: Senior security	Key characteristics	Channel preference
 <p>10% of parish households 6% of district households</p>	<ul style="list-style-type: none"> Elderly singles and couples Homeowners Comfortable homes Additional pension above state Don't like new technology Low mileage drivers 	<ul style="list-style-type: none"> Landline Post Prefer no contact Email Mobile SMS

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 Evesham are below.

F24: Bungalow Haven



775 households

Communities of peace-seeking elderly couples and singles who appreciate the calm of bungalow estates designed with older residents in mind. The similar interests and attitudes their neighbours share are part of the appeal of these locations. Almost all of whom are aged 66 or over and with an average age of 73.


L52: Midlife Stopgap



1,187 households

Working single people who are privately renting short-term affordable homes. Sometimes living with other homesharers, they do not have children and their length of residence at this address is likely to be low. typically aged between 35 and 55, renting small homes from private landlords. They've usually lived in the property for less than three years.

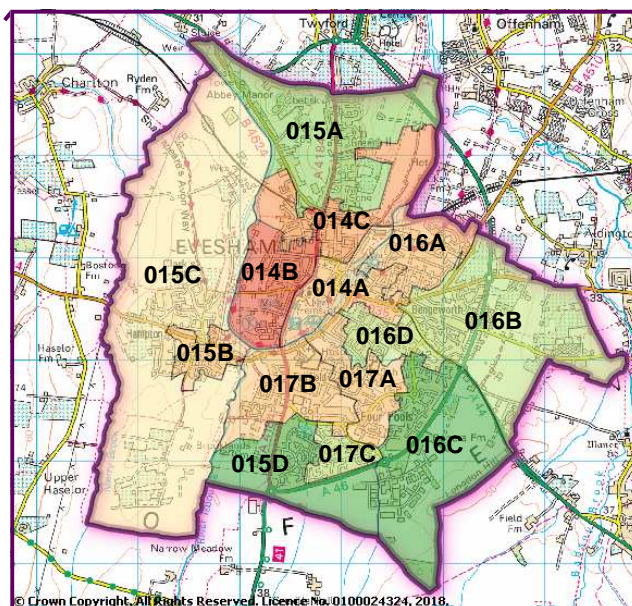
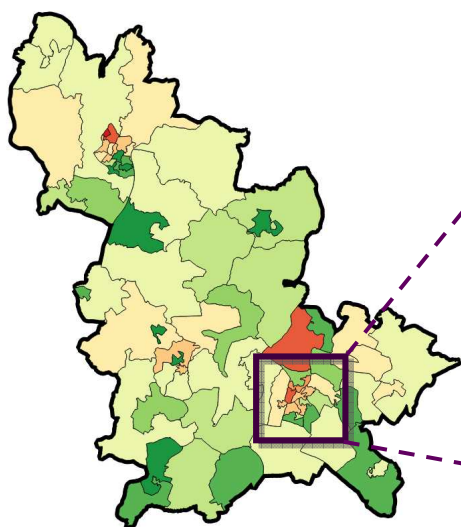
J45: Bus-Route renters



755 households

Singles who rent low cost flats, further away from city centre amenities and often on main roads. Predominantly rented from private landlords on short lets, these homes can be unmodernised and of poor quality. Typically aged between 25 and 40 and tend to live alone. Mostly rent one or two bed flats for a few years before they move on

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.

Parish	Evesham													
	Wychavon 014A	Wychavon 016A	Wychavon 016B	Wychavon 014B	Wychavon 014C	Wychavon 015A	Wychavon 016C	Wychavon 016D	Wychavon 017A	Wychavon 015B	Wychavon 015C	Wychavon 015B	Wychavon 017C	Wychavon 017D
Small areas within the parish:														
Index of Multiple Deprivation (IMD) decile	4	4	7	2	3	8	9	7	4	4	5	9	4	7
Income decile	5	5	8	3	3	9	9	9	4	4	6	10	4	7
Employment decile	5	4	9	3	4	8	9	8	4	4	4	9	3	8
Education, Skills and Training decile	3	2	5	2	2	8	6	6	2	1	5	6	3	5
Health, Deprivation and Disability decile	7	5	7	2	5	9	9	7	5	6	4	9	5	7
Crime decile	1	4	4	2	2	7	9	2	3	5	3	7	5	8
Barriers to Housing and Services decile	6	6	4	4	5	3	2	5	2	8	6	3	6	1
Living Environment decile	2	3	9	3	4	4	10	7	6	7	9	9	6	10

Seven domains of deprivation are combined to produce the overall index.

Evesham has 14 small areas which vary from the 2nd decile overall to the 9th.