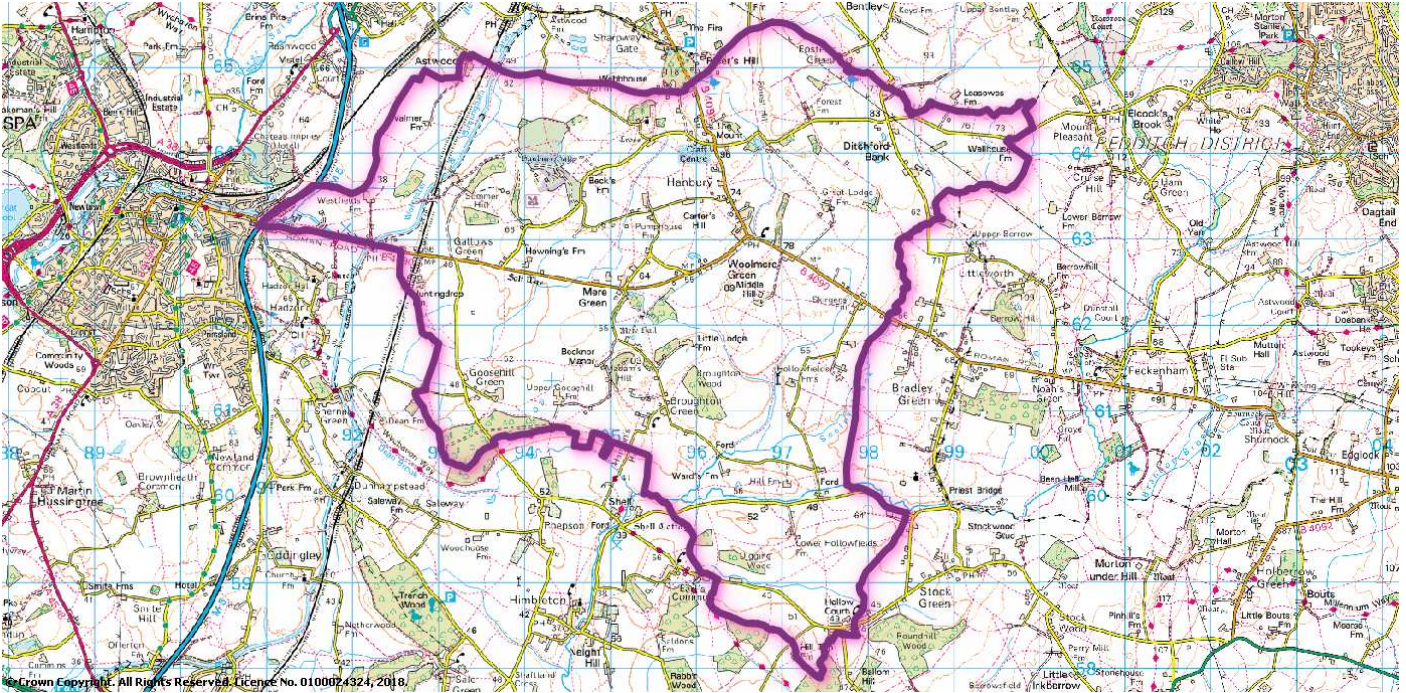


Hanbury

December 2018



Area (sq. miles)

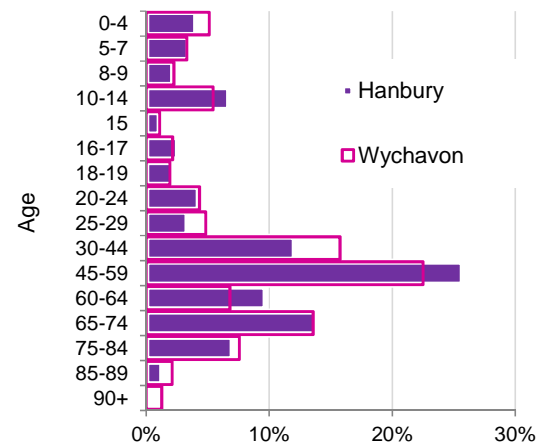
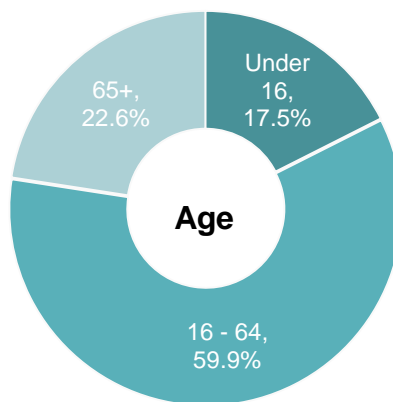
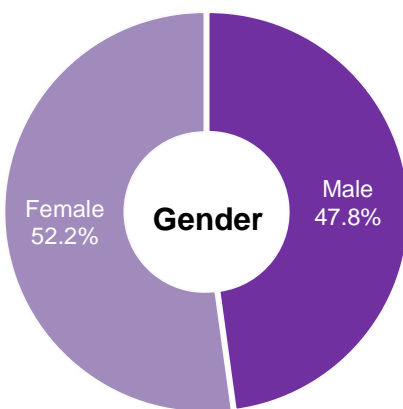
12.21

Persons per sq. mile

83

Population: **1,010 people** (mid 2017 estimate)

Age categories (2017)



The latest population estimate for Hanbury is 1,010 and the parish has a larger proportion of people aged 45-64 and a smaller proportions of those aged 25-44.

Population change (2001 census to 2017 estimate)

	Overall change		Under 16		16 - 64		65+	
Hanbury	203	25.2%	25	16.4%	76	14.4%	102	81.0%
Wychavon	13,086	11.7%	139	0.7%	1,936	2.7%	11,011	55.9%
Worcestershire	46,263	8.5%	-1,417	-1.3%	6,171	1.8%	41,509	46.6%

Since the 2001 census, the population of Hanbury has increased by 203 people (25.2%) which is well above the growth in the district and county.

Growth has come in all categories with the 65+ age increasing by the 102 people, 16-64's by 76 and those under 16 by 25 people. All the categories have has a greater increase than in the district and county.

Households: 375 (Census 2011)

Almost 60% of houses in Hanbury 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 almost half of all households, considerably more than in the wider areas.

		Hanbury	Wychavon	Worcestershire	England
Housing type	Detached	58.9%	41.5%	33.7%	22.4%
	Semi-detached	28.8%	30.1%	33.5%	31.2%
	Terraced	5.6%	16.9%	18.7%	24.5%
	Flats	4.0%	10.5%	13.2%	21.2%
	Other	2.7%	1.2%	1.0%	0.7%
Tenure	Owned: outright	41.6%	38.7%	35.9%	30.6%
	Owned: mortgage	33.1%	34.0%	35.0%	32.8%
	Social rented	9.3%	14.5%	14.8%	17.7%
	Private rented	12.3%	11.0%	12.5%	16.8%
	Other	3.7%	1.9%	1.9%	2.1%
Composition	Married	46.4%	39.3%	36.5%	33.2%
	Co-habiting	10.7%	9.4%	10.1%	9.8%
	Lone parent	5.9%	8.0%	9.3%	10.6%
	All 65+	9.9%	12.2%	10.4%	8.1%
	Single under 65	11.5%	12.4%	15.2%	17.9%
	Single 65+	10.4%	13.7%	13.1%	12.4%
	Other	5.3%	5.1%	5.5%	8.0%

House prices



There were 8 house sales between July 2016 and June 2017 in Hanbury and the average price that these properties sold for was £380,750.

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 of Hanbury residents are either group A or G. These groups account for 43% of households in the district as a whole. The key features of these groups are shown in the table below:

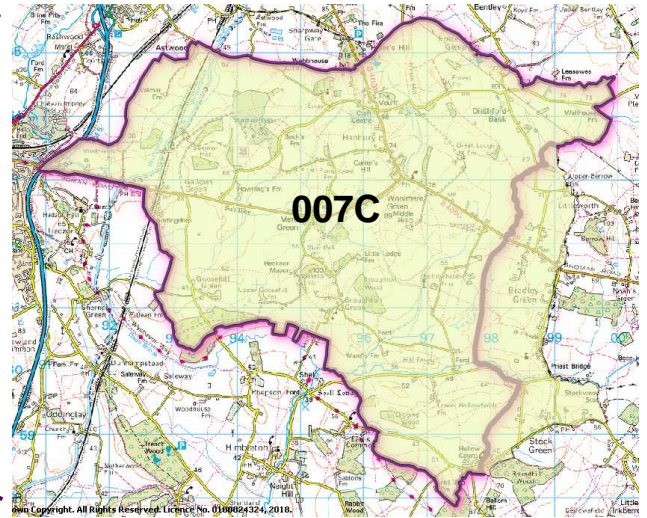
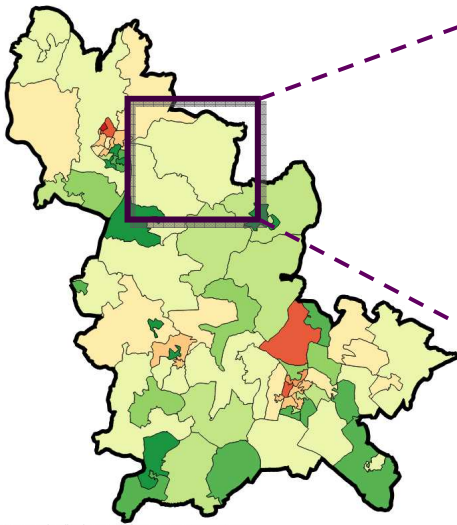
A : Country Living	Key characteristics	Channel preference
 <p>89% of parish households 27% of district households</p>	Rural locations Well off homeowners Attractive detached homes Higher self employment High car ownership High use of internet	Post Prefer no contact Email Landline SMS Mobile call
G: Rural Reality	Key characteristics	Channel preference
 <p>10% 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	Prefer no contact Email Post Landline SMS Mobile call

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 Hanbury are:

<p>A03: Wealthy Landowners</p>  <p>285 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>48 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>G29: Satellite Settlers</p>  <p>47 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.

Hanbury is within small area 007C which is in 7th decile (where the 1st decile contains the most deprived 10% of areas).

For Barriers to Housing and Services, the reason for the poor scores for both areas was the proximity to a primary school, general store, GP surgery and post office.

The Living Environment decile is in the most deprived 20% nationally and the two areas that has contributed to this are the number of houses in poor condition and those without central heating.

Parish	Hanbury
Part of small area code	E01032395
Part of small area name	Wychavon 007C
Index of Multiple Deprivation (IMD) decile	7
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