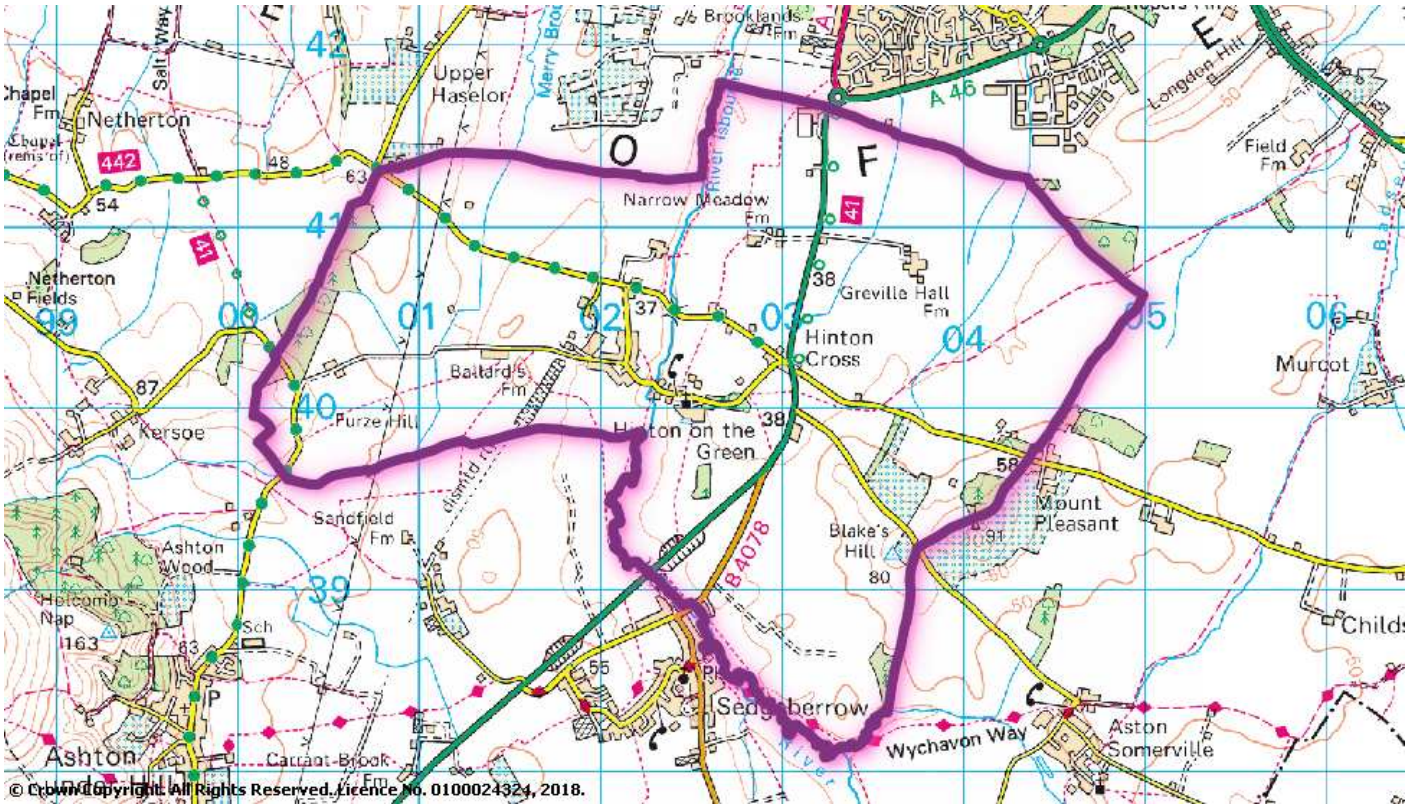


Hinton on the Green

February 2018



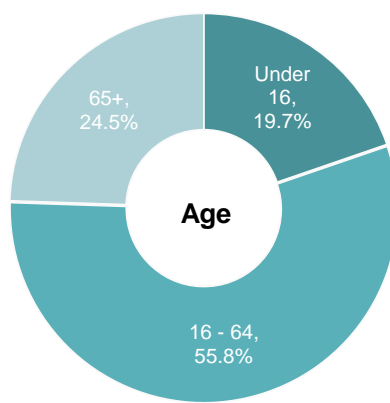
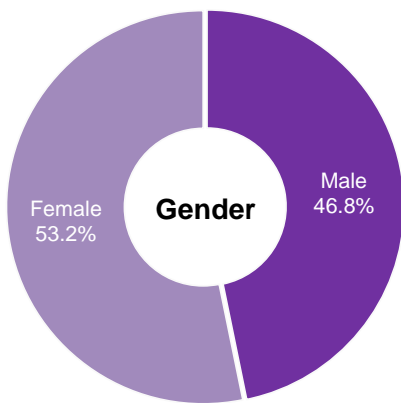
Area (sq. miles)

3.57

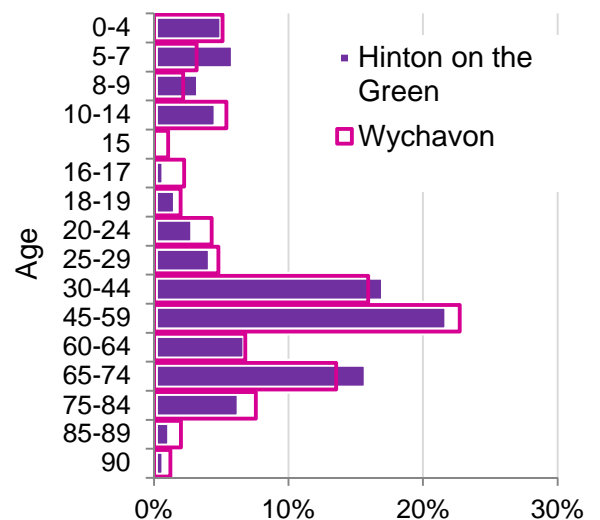
Persons per sq. mile

62

Population: **233 people** (mid 2016 estimate)



Age categories (2015)



The latest population estimate for Hinton on the Green is 233 and the parish has a similar age profile to the district.

Population change (2001 census to 2016 estimate)

	Overall change	Under 16	16 - 64	65+
Hinton on the Green	-19 -7.5%	-3 -6.1%	-35 -21.2%	19 50.0%
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 Hinton on the Green has reduced by 7.5% (19 people) which is in contrast to the district and county.

Growth has come in the 65+ age group (19 people) whilst the number of under 16-64 has reduced by 21.2% (35 people).

Households: 96 (Census 2011)

Houses in Hinton on the Green are more typically semi-detached and rented when compared with wider areas. Households are also more likely to be composed of people who are married and there are a larger proportion of single households where the occupants are aged 65+.

	Hinton on the Green	Wychavon	Worcestershire	England	
Housing type	Detached	32.3%	41.5%	33.7%	22.4%
	Semi-detached	49.0%	30.1%	33.5%	31.2%
	Terraced	16.7%	16.9%	18.7%	24.5%
	Flats	1.0%	10.5%	13.2%	21.2%
	Other	1.0%	1.2%	1.0%	0.7%
Tenure	Owned: outright	18.8%	38.7%	35.9%	30.6%
	Owned: mortgage	25.0%	34.0%	35.0%	32.8%
	Social rented	33.3%	14.5%	14.8%	17.7%
	Private rented	22.9%	11.0%	12.5%	16.8%
	Other	0.0%	1.9%	1.9%	2.1%
Composition	Married	45.8%	39.3%	36.5%	33.2%
	Co-habiting	8.3%	9.4%	10.1%	9.8%
	Lone parent	6.3%	8.0%	9.3%	10.6%
	All 65+	9.4%	12.2%	10.4%	8.1%
	Single under 65	11.5%	12.4%	15.2%	17.9%
	Single 65+	14.6%	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 only 2 house sales in the parish and the average price that these properties sold for was £249,500.

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 Hinton on the Green residents fall into just three groups: A, H and G. These groups account for 50% of households in the district as a whole. The key features of these top three groups are shown in the table below:

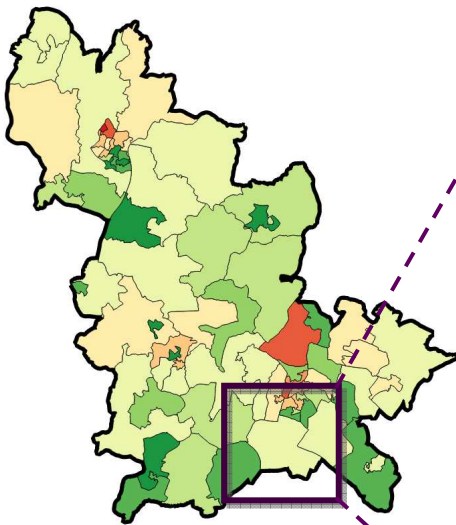
1	A: Country Living	 <p>89% of parish households 27% of district households</p>	<p>Rural locations Well off homeowners Attractive detached homes Higher self employment High car ownership High use of internet</p>	<p>Online Post Face to face Email Landline Mobile</p>
2	H: Aspiring Homemakers	 <p>6% of parish households 7% of district households</p>	<p>Younger households Full-time employment Private suburbs Affordable housing costs Starter salaries Buy and sell on eBay</p>	<p>Mobile Email Online Landline Post Face to face</p>
3	G: Rural Reality	 <p>5% of parish households 16% of district households</p>	<p>Rural locations Villages and outlying houses Agricultural employment Most are homeowners Affordable value homes Slow internet speeds</p>	<p>Online Face to face Landline Email Post Mobile</p>

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.

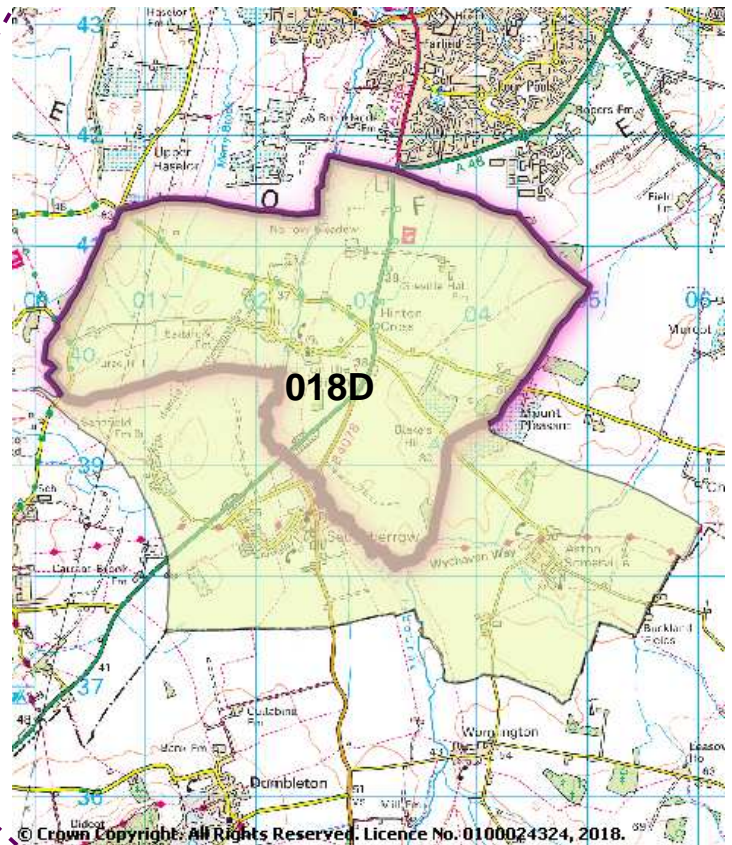
The top three types for Hinton on the Green are below.

A01: Rural Vogue	 <p>86 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>
A04: Village Retirement	 <p>7 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>
H32: Flying Solo	 <p>7 households</p> <p>Young singles living in homes in affordable but pleasant suburbs. In contrast to many other young people, they do not live in shared houses or flats but instead live on their own, or occasionally with a partner, in what are traditionally family neighbourhoods.</p>

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.

Hinton on the Green makes up part of one small area (018D) and overall, the IMD puts this area in the 6th decile nationally (where the 1st decile contains the most deprived 10% of areas).

Parish	Hinton on the Green
Part of small area code	E01032375
Part of small area name	Wychavon 018D
Index of Multiple Deprivation (IMD) decile	6
Income decile	7
Employment decile	8
Education, Skills and Training decile	8
Health, Deprivation and Disability decile	9
Crime decile	9
Barriers to Housing and Services decile	1
Living Environment decile	3
Income deprivation affecting children (IDACI)	6
Income deprivation affecting older people (IDAOP)	8

For barriers to housing and services, the reason for a poor score for area 018D was proximity to local amenities, notably a GP, post office and general store.