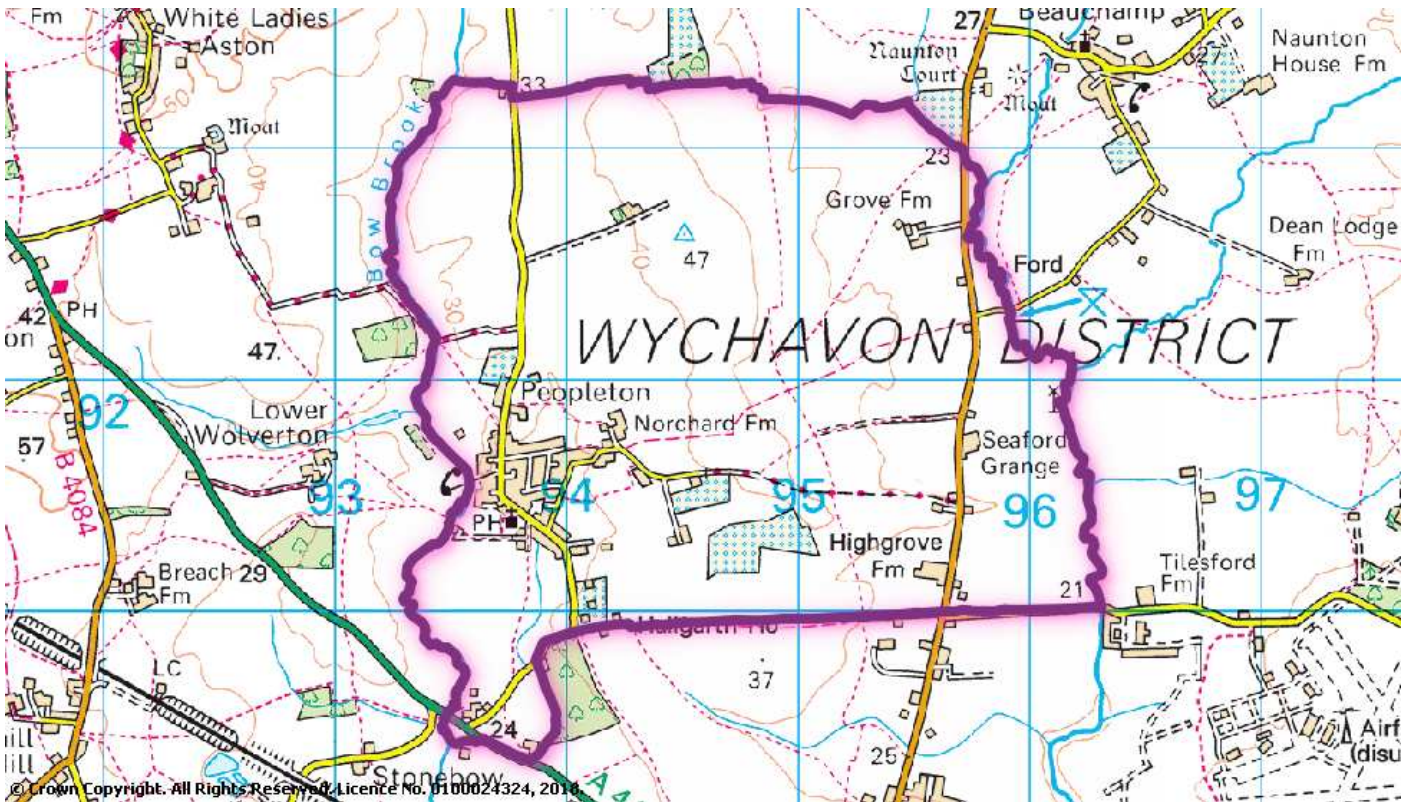


Peopleton

September 2018



Area (sq. miles)

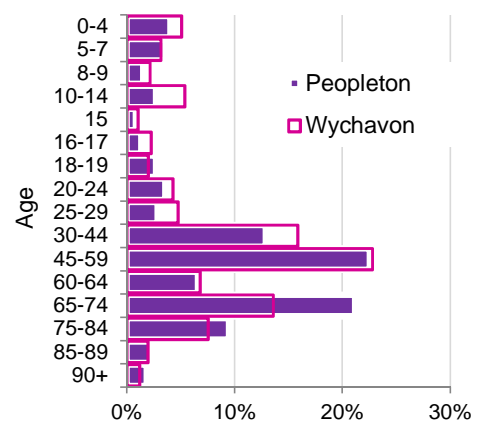
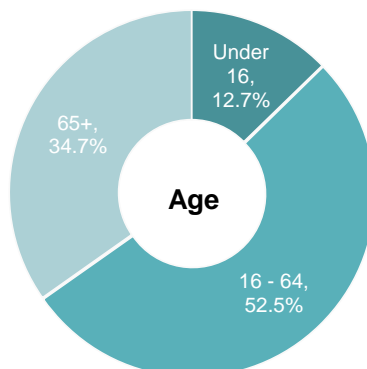
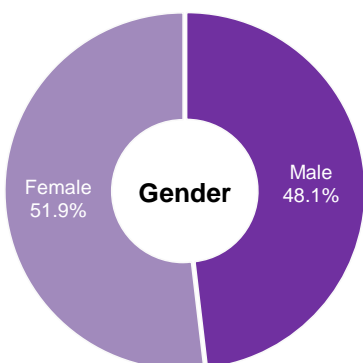
2.4

Persons per sq. mile

241

Population: **590 people** (mid 2016 estimate)

Age categories (2016)



The latest population estimate for Peopleton is 590 and the parish has a larger proportion of people aged 65-84 than the district as a whole and smaller proportions of almost all categories under the age of 60.

Population change (2001 census to 2016 estimate)

	Overall change		Under 16		16 - 64		65+	
Peopleton	-50	-7.8%	-36	-32.4%	-95	-23.5%	81	65.3%
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 Peopleton has reduced by just 50 people (-7.8%) which is in contrast to the district and county.

Growth has come in the 65+ age group (81 people) whilst the number of under 16's has decreased by 36 and those aged 16-64 by 95.

Households: 249 (Census 2011)

There are a greater proportion of detached houses in Peopleton than in the district and the proportion of terraced houses and flats is very low.

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

		Peopleton	Wychavon	Worcestershire	England
Housing type	Detached	49.0%	41.5%	33.7%	22.4%
	Semi-detached	39.8%	30.1%	33.5%	31.2%
	Terraced	8.0%	16.9%	18.7%	24.5%
	Flats	2.0%	10.5%	13.2%	21.2%
	Other	1.2%	1.2%	1.0%	0.7%
Tenure	Owned: outright	50.6%	38.7%	35.9%	30.6%
	Owned: mortgage	33.3%	34.0%	35.0%	32.8%
	Social rented	4.8%	14.5%	14.8%	17.7%
	Private rented	9.6%	11.0%	12.5%	16.8%
	Other	1.6%	1.9%	1.9%	2.1%
Composition	Married	45.4%	39.3%	36.5%	33.2%
	Co-habiting	8.8%	9.4%	10.1%	9.8%
	Lone parent	6.8%	8.0%	9.3%	10.6%
	All 65+	16.1%	12.2%	10.4%	8.1%
	Single under 65	8.4%	12.4%	15.2%	17.9%
	Single 65+	10.8%	13.7%	13.1%	12.4%
	Other	3.6%	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 £357,400.

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 Peopleton 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:

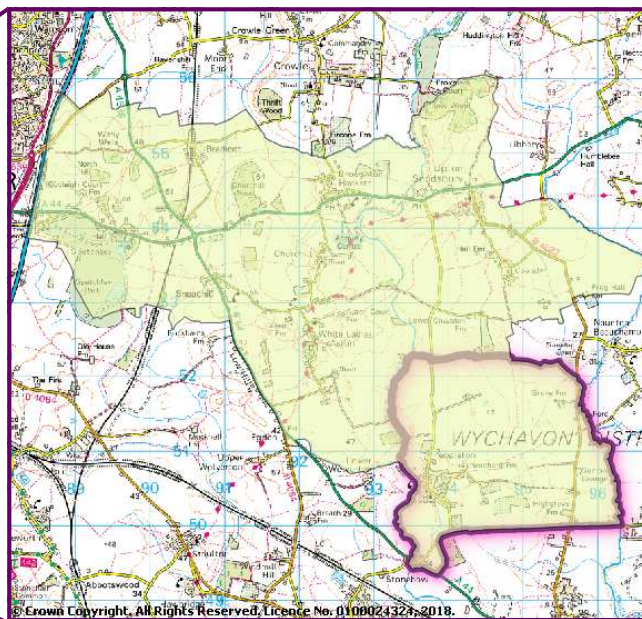
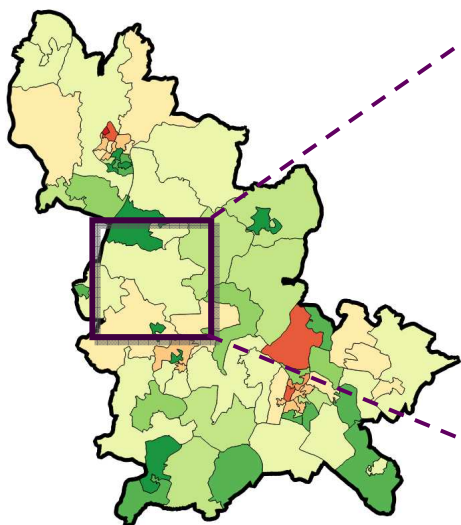
A: Country Living	Key characteristics	Channel preference
 <p>82% of parish households 27% of district households</p>	<ul style="list-style-type: none"> Rural locations Well off homeowners Attractive detached homes Higher self employment High car ownership High use of internet 	<ul style="list-style-type: none"> Online Post Face to face Email Landline Mobile
G: Rural Reality	Key characteristics	Channel preference
 <p>18% of parish households 16% of district households</p>	<ul style="list-style-type: none"> Rural locations Villages and outlying houses Agricultural employment Most are homeowners Affordable value homes Slow internet speeds 	<ul style="list-style-type: none"> 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 Peopleton are below.

<p>A04: Village Retirement</p>  <p>155 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>32 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>	<p>A02: Scattered homesteads</p>  <p>46 households</p> <p>Scattered Homesteads are comfortable mature households living deep in the countryside, a considerable distance from the nearest towns and cities. Appreciating the solitude of these isolated rural locations, they live in hamlets or, more often, in stand-alone properties set within agricultural landscapes.</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.

Peopleton 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	Peopleton
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.