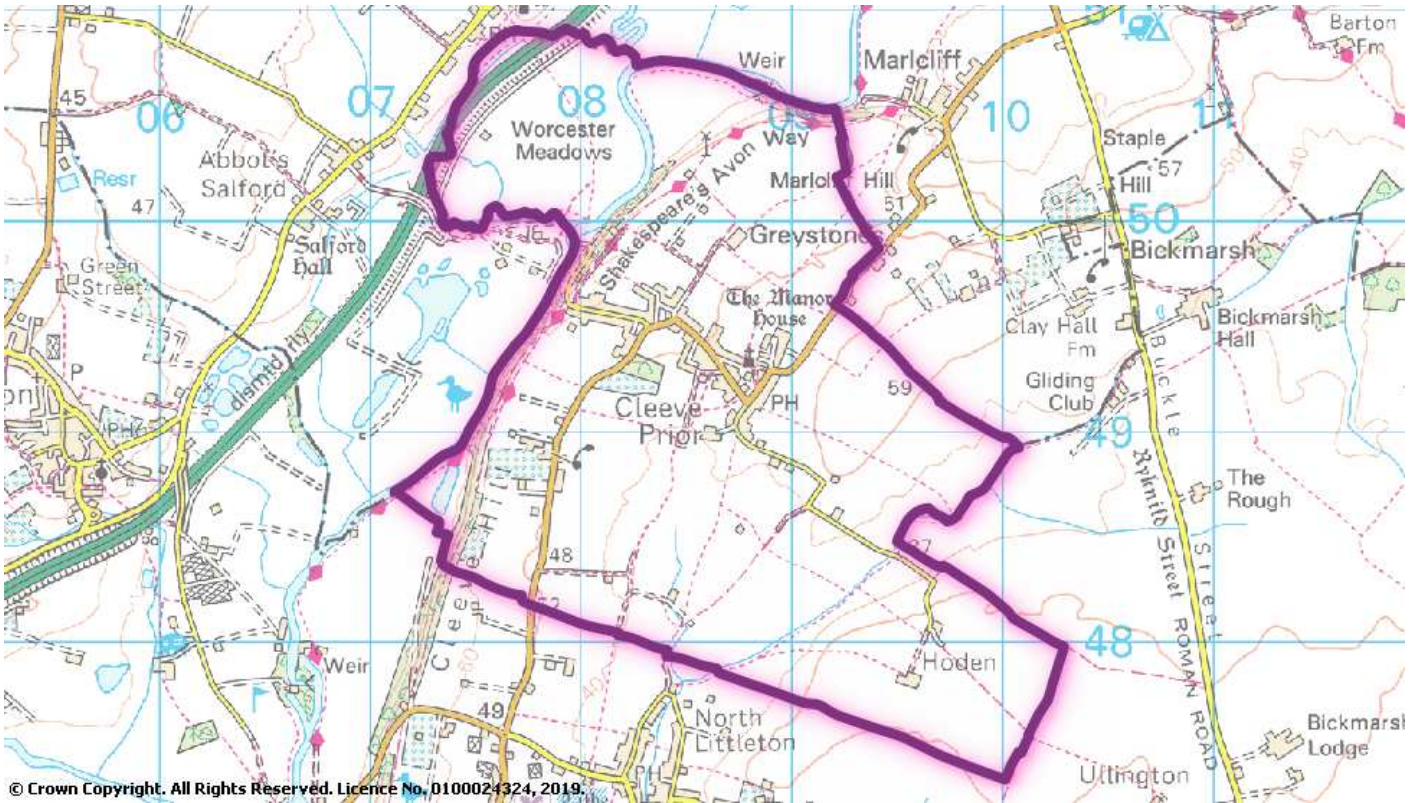


Cleeve Prior

January 2019

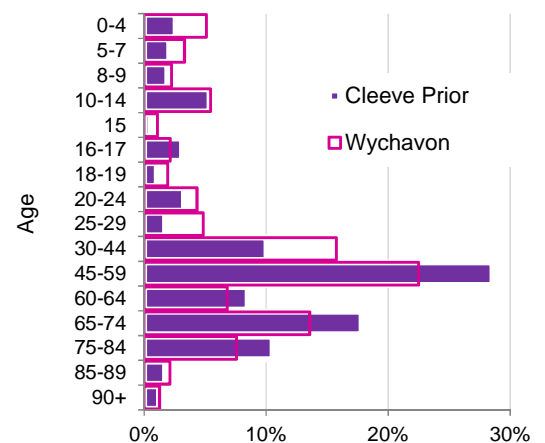
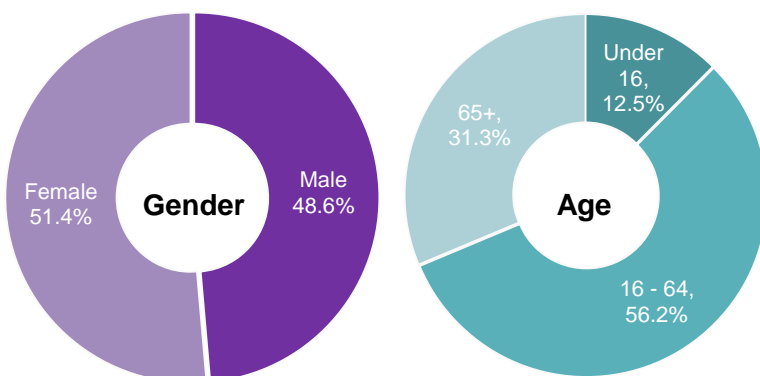


Area (sq. miles) **2.38**

Persons per sq. mile **243**

Population: **578 people** (mid 2017 estimate)

Age categories (2017)



The latest population estimate for Cleeve Prior is 578 and the parish has larger proportions of people aged between 45 and 84 than in the district as a whole and smaller proportions of people in most categories younger than 45.

Population change (2001 census to 2017 estimate)

	Overall change		Under 16		16 - 64		65+	
Cleeve Prior	107	22.7%	-26	-26.5%	41	14.4%	92	103.4%
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 Cleeve Prior has increased by 107 people (22.7%) and the majority of this growth has come in those aged 65+.

Households: 247 (Census 2011)

Household information is only available from the 2011 census and for Cleeve Prior will have been subject to an increase. Almost half of houses are detached, a larger proportion than in the district as a whole and there is a larger proportion that are owned outright..

		Cleeve Prior	Wychavon	Worcestershire	England
Housing type	Detached	48.2%	41.5%	33.7%	22.4%
	Semi-detached	35.6%	30.1%	33.5%	31.2%
	Terraced	13.4%	16.9%	18.7%	24.5%
	Flats	0.4%	10.5%	13.2%	21.2%
	Other	2.4%	1.2%	1.0%	0.7%
Tenure	Owned:outright	44.9%	38.7%	35.9%	30.6%
	Owned: mortgage	34.8%	34.0%	35.0%	32.8%
	Social rented	13.0%	14.5%	14.8%	17.7%
	Private rented	6.5%	11.0%	12.5%	16.8%
	Other	0.8%	1.9%	1.9%	2.1%
Composition	Married	40.5%	39.3%	36.5%	33.2%
	Co-habiting	9.3%	9.4%	10.1%	9.8%
	Lone parent	4.5%	8.0%	9.3%	10.6%
	All 65+	18.2%	12.2%	10.4%	8.1%
	Single under 65	10.1%	12.4%	15.2%	17.9%
	Single 65+	15.4%	13.7%	13.1%	12.4%
	Other	2.0%	5.1%	5.5%	8.0%

House prices

There were just seven house sales between July 2016 and June 2017 in Cleeve Prior and the average price that these properties sold for was £462,429.



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 Cleeve Prior 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:

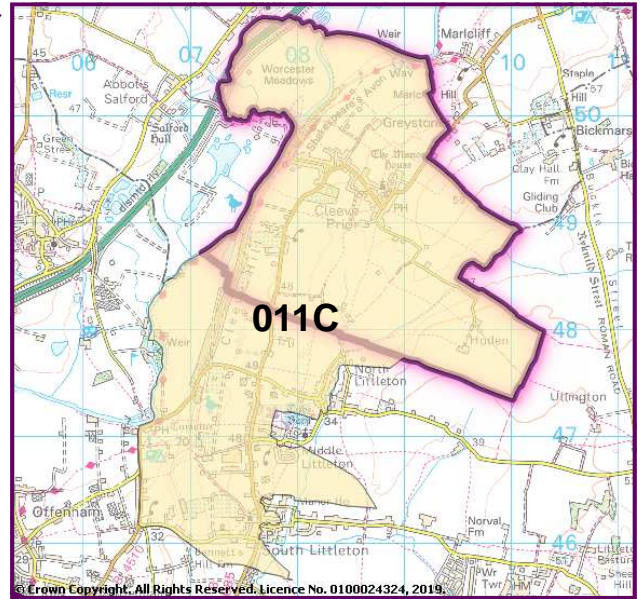
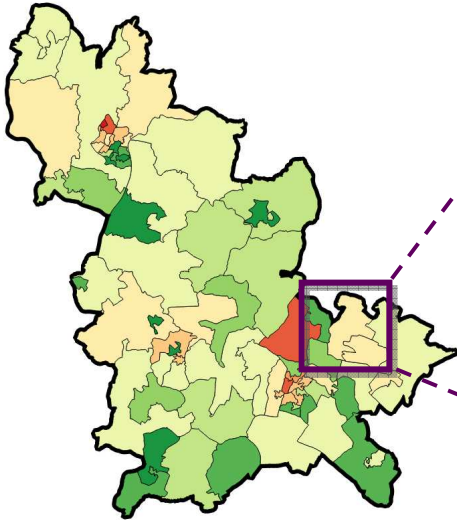
A: Country Living	Key characteristics	Channel preference
 <p>70% of parish households 27% of district households</p>	Rural locations Well off homeowners Attractive detached homes Higher self employment High car ownership High use of internet	Post Prefer no contact Email Landline SMS Mobile call
G: Rural Reality	Key characteristics	Channel preference
 <p>30% 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 Cleeve Prior are:

<p>A03: Wealthy Landowners</p>  <p>150 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>A04: Village Retirement</p>  <p>60 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>G27: Outlying Seniors</p>  <p>39 households</p> <p>Retired people living in inexpensive housing in out of the way locations such as in larger villages or small market towns. Incomes are low and people rely on their state pensions to fund their modest lifestyles.</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.

Parish	Cleeve Prior
Part of small area code	E01032414
Part of small area name	Wychavon 011C
Index of Multiple Deprivation (IMD) decile	5
Income decile	5
Employment decile	5
Education, Skills and Training decile	5
Health, Deprivation and Disability decile	7
Crime decile	7
Barriers to Housing and Services decile	1
Living Environment decile	7
Income deprivation affecting children (IDACI)	4
Income deprivation affecting older people (IDAOP)	7

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

Cleeve Prior is within small area 011C which is in 5th decile (where the 1st decile contains the most deprived 10% of areas).

For Barriers to Housing and Services, the reason for the poor score was the proximity to a general store, GP surgery and post office and the affordability of housing