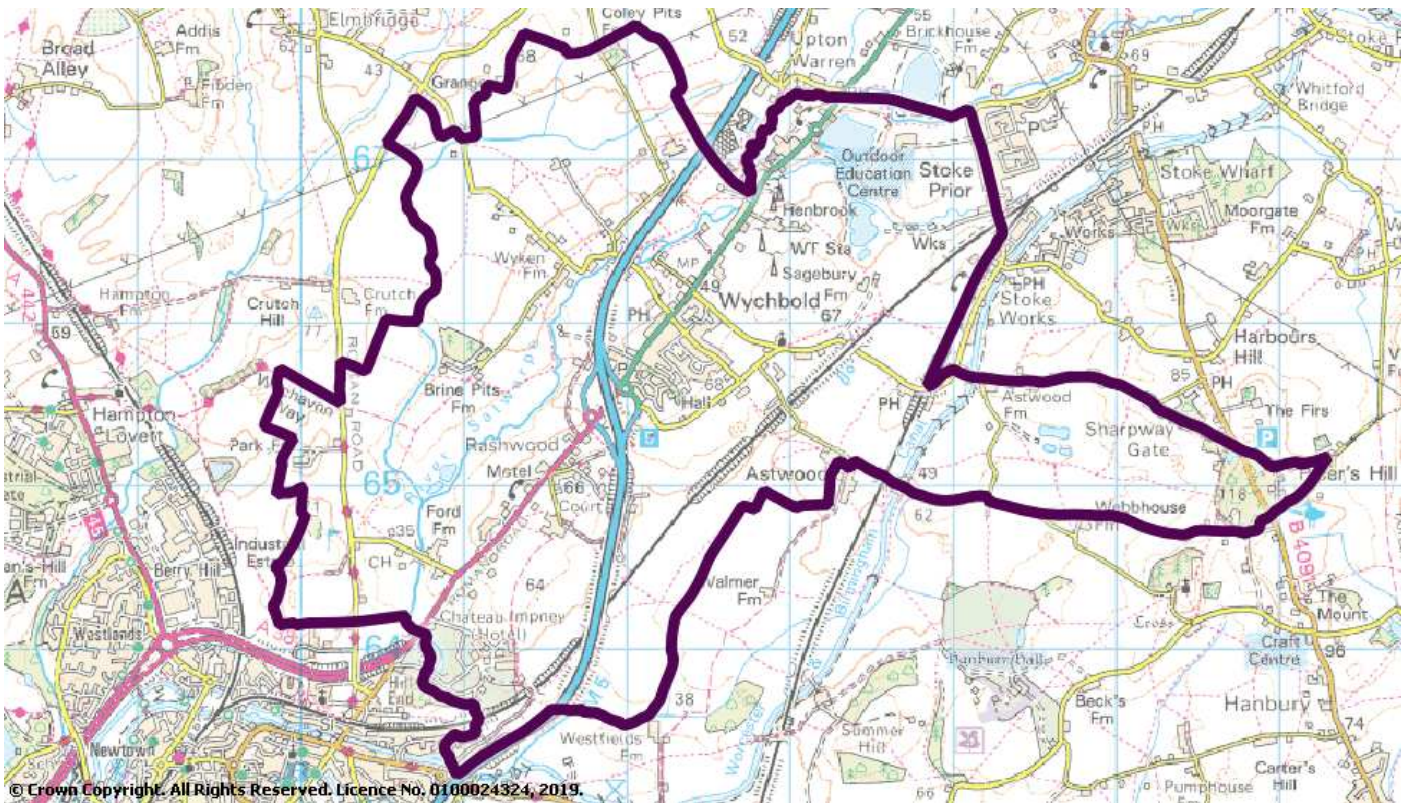


Dodderhill

July 2019



Area (sq. miles)

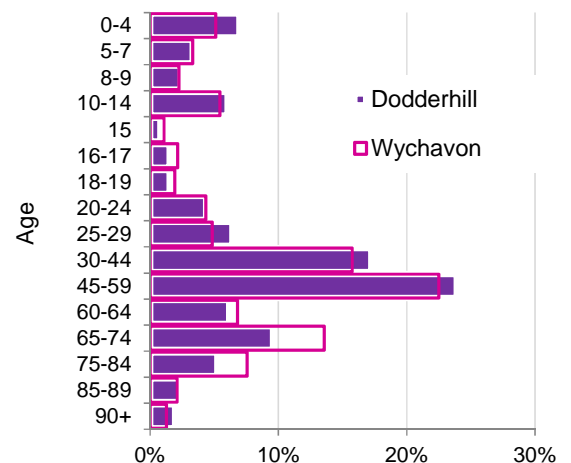
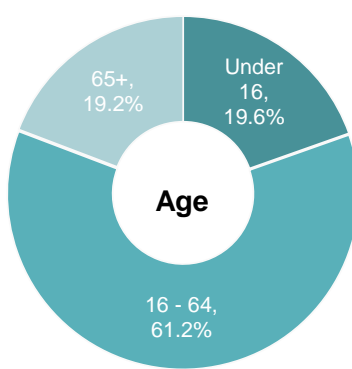
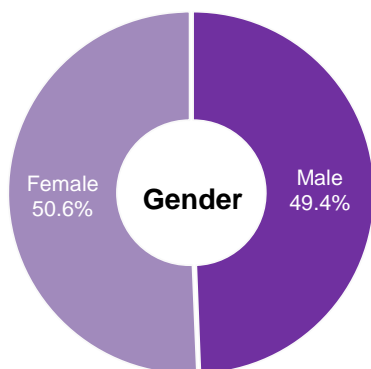
5.16

Persons per sq. mile

483

Population: **2492 people** (mid 2017 estimate)

Age categories (2017)



The latest population estimate for Dodderhill is 2492 and the parish has smaller proportions of people aged between 60 and 74 than in the district as a whole and slightly larger proportions of most categories younger than 60.

Population change (2001 census to 2017 estimate)

	Overall change		Under 16		16 - 64		65+	
Dodderhill	692	38.4%	200	69.4%	358	30.7%	134	38.8%
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 Dodderhill has increased by 692 people (38%) with large increases in all three age categories, in contrast to the district and county as a whole.

Households: 857 (Census 2011)

At the time of the 2011 census the housing types and household composition in Dodderhill were similar to that in the district as a whole.

There were a larger proportion of properties owned with a mortgage or loan and those that were social rented.

		Dodderhill	Wychavon	Worcestershire	England
Housing type	Detached	40.6%	41.5%	33.7%	22.4%
	Semi-detached	28.6%	30.1%	33.5%	31.2%
	Terraced	18.4%	16.9%	18.7%	24.5%
	Flats	12.1%	10.5%	13.2%	21.2%
	Other	0.2%	1.2%	1.0%	0.7%
Tenure	Owned: outright	30.9%	38.7%	35.9%	30.6%
	Owned: mortgage	41.9%	34.0%	35.0%	32.8%
	Social rented	17.7%	14.5%	14.8%	17.7%
	Private rented	7.4%	11.0%	12.5%	16.8%
	Other	2.1%	1.9%	1.9%	2.1%
Composition	Married	39.9%	39.3%	36.5%	33.2%
	Co-habiting	12.1%	9.4%	10.1%	9.8%
	Lone parent	9.3%	8.0%	9.3%	10.6%
	All 65+	10.3%	12.2%	10.4%	8.1%
	Single under 65	11.1%	12.4%	15.2%	17.9%
	Single 65+	12.8%	13.7%	13.1%	12.4%
	Other	4.4%	5.1%	5.5%	8.0%




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.




Over two thirds of Dodderhill residents are either group G, H or A.

These groups account for half of households in the district as a whole. The key features of these groups are shown in the table below:

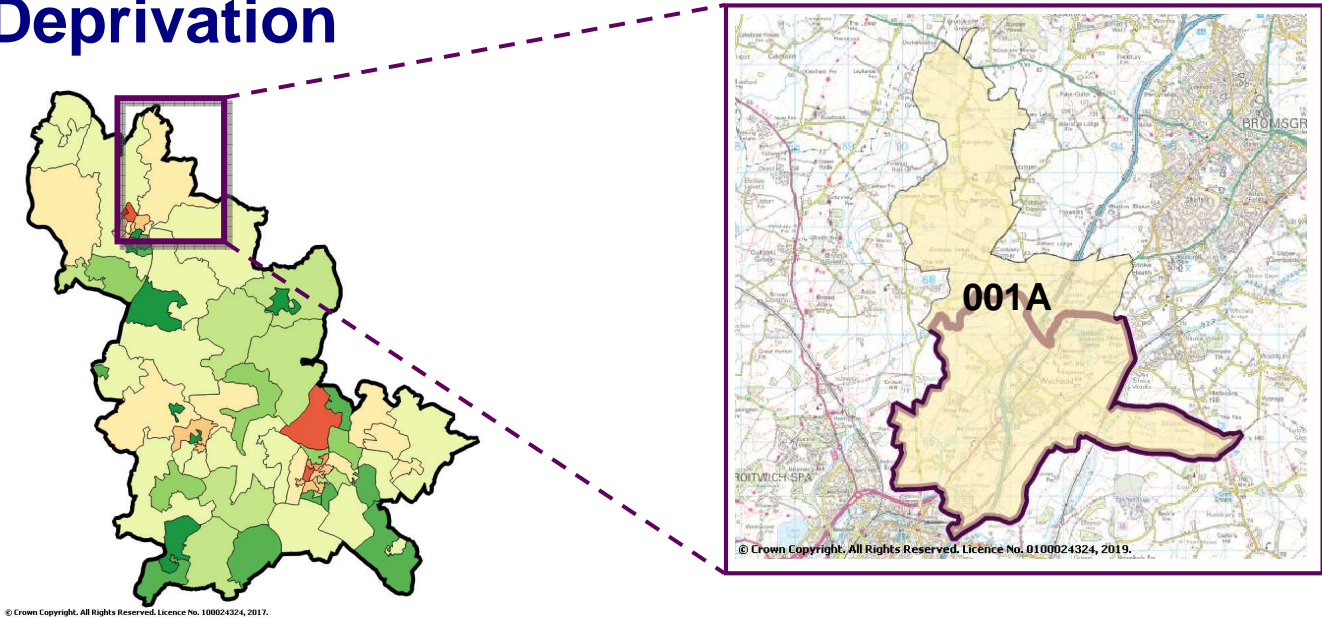
G: Rural Reality	Key characteristics	Channel preference
 <p>28% of parish households 16% of district households</p>	<p>Rural locations Villages and outlying houses Agricultural employment Most are homeowners Affordable value homes Slow internet speeds</p>	<p>Prefer no contact Email Post Landline SMS Mobile call</p>
H: Aspiring Homemakers	Key characteristics	Channel preference
 <p>22% 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 SMS Prefer no contact Post Landline</p>
A: Country Living	Key characteristics	Channel preference
 <p>19% 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>Post Prefer no contact Email Landline SMS Mobile call</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 Dodderhill are:

<p>G29: Satellite Settlers</p>  <p>255 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>H33: New Foundations</p>  <p>149 households</p> <p>New Foundations are people who live in a brand new home with a newly designated postcode on a development that will often include a mix of housing styles. These people are often younger and single but all on these new developments have recently moved in.</p>	<p>D15: Modern parents</p>  <p>148 households</p> <p>Modern Parents are busy, double-income families juggling the demands of school age children and careers. Typically married couples, they live in modern detached homes of good design and quality, on newer estates or streets popular with similar families.</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	Dodderhill
Seven domains of deprivation are combined to produce the overall index.	Part of small area code	E01052354
	Part of small area name	Wychavon 001A
	Index of Multiple Deprivation (IMD) decile	5
Dodderhill is within small area 001A which is in 5th decile nationally (where the 1st decile contains the most deprived 10% of areas).	Income decile	6
	Employment decile	6
	Education, Skills and Training decile	5
	Health, Deprivation and Disability decile	6
	Crime decile	7
	Barriers to Housing and Services decile	2
	Living Environment decile	3
	Income deprivation affecting children (IDACI)	6
Income deprivation affecting older people (IDAOP)	6	

For the Barriers to Housing and Services domain, the reason for the poor score was the proximity to local services, overcrowding and housing affordability.

For the Living Environment domain, road traffic accidents, air quality and houses in poor condition and houses without central heating all ranked fairly low when compared across Wychavon.