

2023

# Area profile for Malvern Hills Area of Outstanding Natural Beauty.



**WELCOME to Malvern Hills AONB**

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## Introduction

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The Malvern Hills Area of Outstanding Natural Beauty (MHAONB) is one of England's nationally protected landscapes.

In 2019 a review of England's Protected Landscapes carried out by a panel led by Julian Glover and published in 2019 (The Glover Report) concluded that:

- Large parts of society have no relationship with protected landscapes.
- Many communities feel that these landscapes hold no relevance for them.

It suggested that AONBs need to understand who lives in the AONB and the surrounding area, in order to meet their needs better and to also find out who doesn't visit and why. Without this understanding it isn't possible to understand who the AONB is serving and who is underserved, or to work towards removing barriers and encouraging a wider range of people to enjoy these protected landscapes.

This study is the first step in the process of helping more people to engage with our protected landscape and aims to give us a better idea of who actually lives in the AONB and surrounding area – our potential visitors.

## The data used

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Max Bassett was commissioned by the Malvern Hills AONB Unit to carry out demographic research across the AONB and for some of the cities and small towns in the hinterland. The choice of settlements was informed by the Malvern Hills and Commons Visitor survey 2018 (the Research solution) and the Malvern Hills and Commons visitor postcode analysis 2020 (Footprint Ecology) and by discussion with AONB officers.

The challenge in carrying out this research is that the AONB area is not an area in its own right in terms of data. The AONB area is simply a line drawn on a map (See Map 1), around the Malvern Hills but also covering parts of Herefordshire, Worcestershire and Gloucestershire; this area does not match any of the geographical boundaries that data is released for.

Data is primarily released for areas called Lower Super Output Areas (LSOAs), geographical areas for census statistics which were first created following the 2001 Census. LSOAs comprise between 400 and 1,200 households and usually have a resident population between 1,000 and 3,000 persons.

The best fit LSOAs to show an area have been used throughout this profile. The LSOAs used for the Malvern Hills AONB are shown in Map 2.

The data for these profiles primarily come from the 2021 Census, mostly for the LSOAs that make up the area, however for some data from the 2021 Census and others, it is only available at larger geographies such as Mid-Layer Super Output areas, or regionally and nationally. Specific sources are identified throughout the profile and sourced at the end of this report.

2021 LSOA Census data was used for:

- Age
- Ethnicity
- Language
- Deprivation
- Employment
- Disability and health
- Religion or belief
- Access to private transport

2019 English Indices of deprivation and Income estimates for small areas were available for LSOA areas.

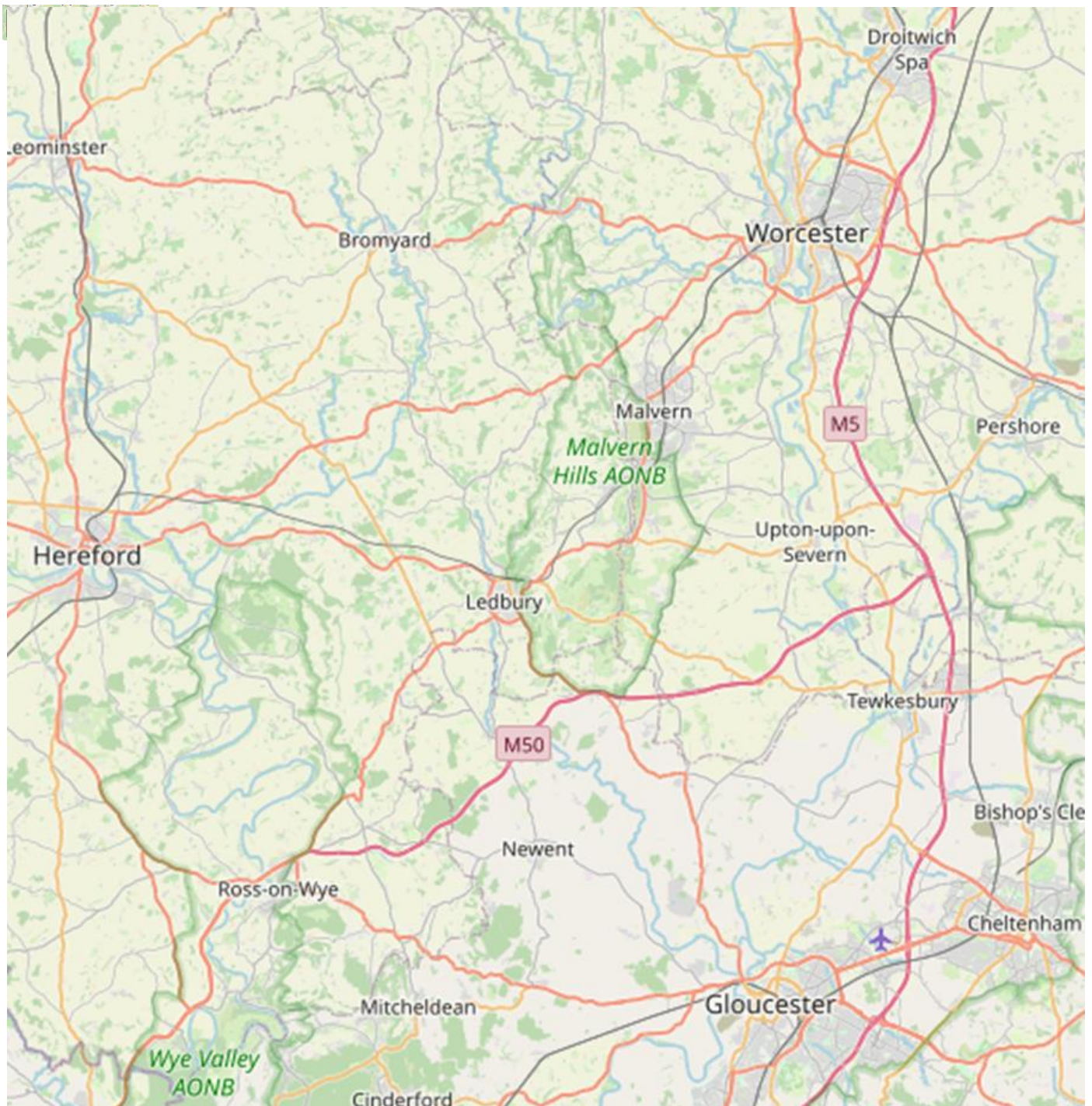
2021 MSOA Census data was used for:

- Gender identity
- Sexual orientation

Food security and type of disability was only available at a national level from survey data.

Access to public transport accessibility data is extremely limited, local bus and train services information provides some data around travel options to the AONB area.

Map 1. Malvern Hills Area of Outstanding Natural Beauty



Scale 1: 341,262

OpenStreetMap data is licensed under the [Open Data Commons Open Database License](https://www.openstreetmap.org/about) (ODbL).



## Summary

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Below is a summary of the key demographic information provided by the profiles of those who live in and around the Malvern Hills AONB.

- **Age.** The age structure of the Malvern Hills AONB is very much an older aged population, nearly a third of the population (31 per cent) being aged 66 years or older, surrounding villages have similar age profiles but nearby cities Hereford, Worcester and Gloucester have younger age profiles, with only around 20 per cent being of pensionable age. Nationally 18.6% of the population is of pensionable age.
- **Disability and health.** 83 per cent of the population in the Malvern Hills AONB described their general health as Good or Very good. Only 4 per cent described their health as Bad or Very bad. The area also had 6 per cent (1,613 people) who identified that they were disabled and their day-to-day activities are limited a lot. Bromyard and the wider Malvern Hills area both had slightly lower proportions of people with limiting disabilities. National data suggests that of those that have a disability, 49 per cent have a mobility impairment, 36 per cent have difficulties with stamina, breathing and fatigue and 29 per cent suffer with their mental health.
- **Ethnicity.** The proportion of people within the AONB whose ethnicity is other than White British is low, and this is also the case for all the surrounding villages, at approximately 10 per cent. This was higher for nearby cities, which had between 15-20 per cent who were not White British. White Other was the largest ethnic group following White British. 5 per cent of the Worcester and Gloucester population were Asian or Asian British. The majority of households in the AONB area have all adults who can speak English (98 per cent).
- **Economic Activity.** 38 per cent of the population were employed, mostly on a full-time basis making up 26 per cent of the 16 years and over population, a further 13 per cent were self-employed, both full and part time. Over a third of residents were retired. 2 per cent were unemployed but looking for work. 3 per cent were looking after home or family and 3 per cent are long term sick or disabled. This is similar for the all the surrounding areas and cities.
- **Deprivation.** The average decile of the Malvern Hills AONB for the overall Index of Multiple Deprivation puts the area in the 70 per cent least deprived in England. The Index of Multiple Deprivation (IMD) is an overall relative measure of deprivation constructed by combining seven domains of deprivation, including Income, Employment, Education, Skills and Training, Health Deprivation and Disability, Crime, Living Environment and Barriers to Housing and Services. However, in nearly all of the profiled areas (excluding Ledbury) there are some small areas of high deprivation, within the 10 per cent most deprived in England, particularly around the physical proximity of local services, and access to affordable housing, as well as the quality of housing, and measures of air quality and road traffic accidents.  
In addition to this there are higher levels of deprivation around lack of attainment and skills in the local population, for both children and young people and adults in Ledbury, Newent, Tewkesbury and Hereford. The wider Malvern Hills area also has a higher proportion of the working-age population in an area involuntarily excluded from the labour market. Gloucester also sees a higher risk of premature death and the impairment of quality of life through poor physical or mental health.
- **Income and Food insecurity.** Those living in the Malvern Hills AONB had a slightly higher household income (£44,700) than regionally (£39,500), and this is true for all of the surrounding areas in the Worcestershire and Gloucestershire counties. The surrounding areas, Bromyard, Ledbury and Hereford, all within Herefordshire, all have similar or lower incomes than regionally.  
18 per cent of households nationally have experienced food insecurity in the past month (Feb 2023). As income increases, households are more likely to be food secure. Income figures for the Malvern Hills AONB area suggest that food security may not be a big issue, compared to e.g. nearby areas within the county of Herefordshire.

- **Car ownership and Transport.** Car ownership is very important in the Malvern Hills AONB, with only 10 per cent of households with no car or van, compared to 24 per cent of households across England as a whole. This is similar for all the surrounding areas.

Local data shows Malvern is served by 3 train stations but has a limited bus service up onto the hills or beyond into the wider AONB. Pershore, Hereford, Gloucester and Worcester all have access via train and bus services to Malvern. The smaller towns, such as Bromyard, have bus routes directly (albeit infrequently) to Malvern or which link up with local towns such as Worcester with better access. Newent, Pershore and Upton-upon-Severn do not have any direct public transport services that access the Malvern Hills AONB area. In summary, most places can access the Malvern Hills AONB by public transport but neither easily nor directly.

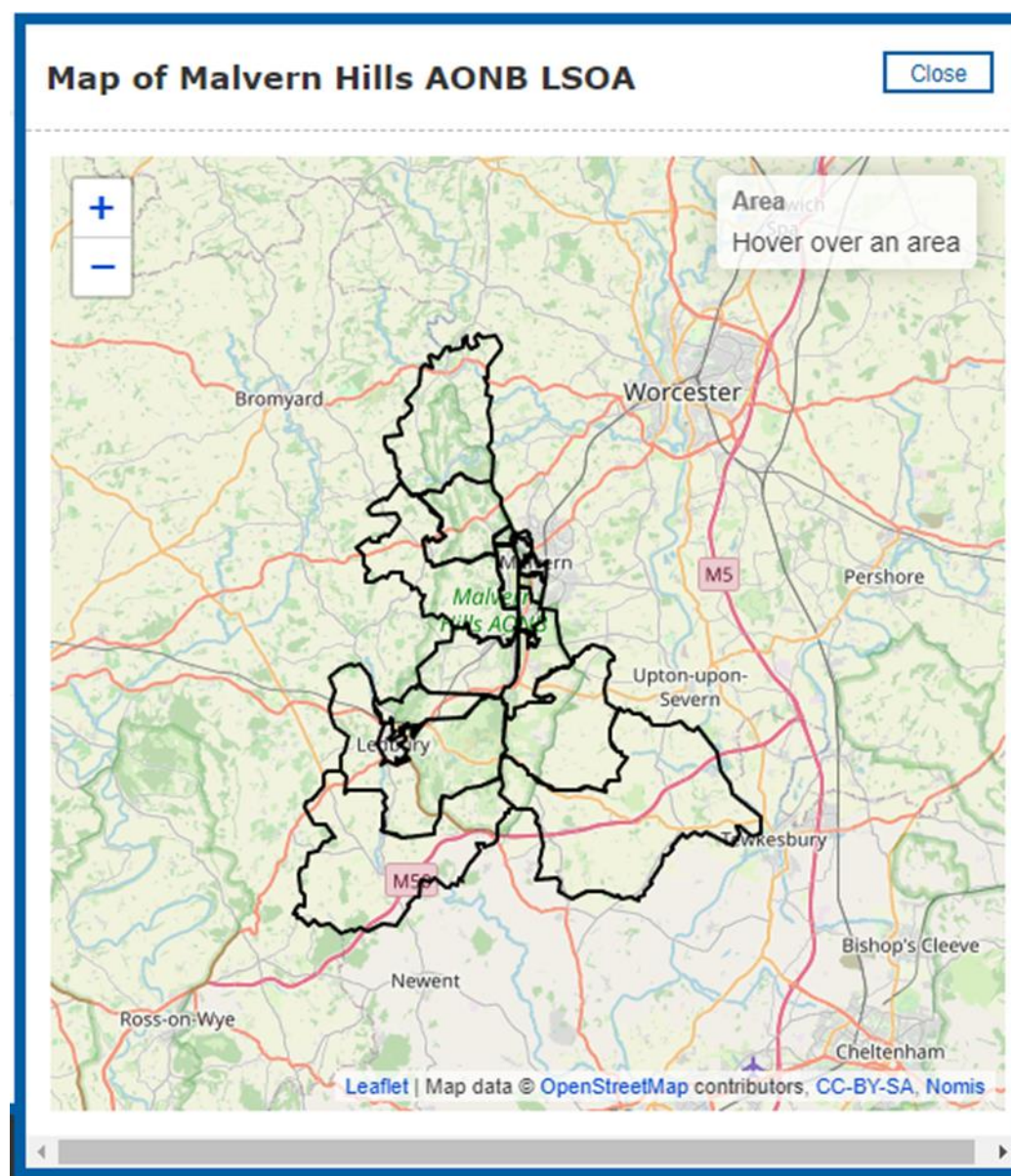
The lack of transport data readily available means that this topic merits more research.

# Malvern Hills Area of Outstanding Natural Beauty Profiles

## 1. Malvern Hills AONB

As stated above, the AONB area is not an area in its own right, the map below (Map 2) shows the data boundaries used for this research and where they fit alongside the AONB boundary. This is the best fit to ensure the whole area within the AONB is included.

Map 2. Map of LSOAs used to cover the Malvern Hills AONB area.



OpenStreetMap data is licensed under the [Open Data Commons Open Database License](#) (ODbL).

Note: A list of LSOAs is available in Appendix 1



**The Malvern Hills (a designated AONB) as viewed approaching the British Camp on Herefordshire Beacon (Iron Age earth works as seen on the left).**



*"File:Malvern Hills AONB.jpg" by Saffron Blaze is licensed under CC BY-SA 3.0. To view a copy of this license, visit <https://creativecommons.org/licenses/by-sa/3.0/?ref=openverse>.*

- 1.1 There are 25,925 usual residents who live in the AONB, the majority of whom were living in households<sup>1</sup>, with 4 per cent of the population living in communal establishments<sup>2</sup> (984 people). 51 per cent of the population were female, 49 per cent male.
- 1.2 In terms of gender identity, 94 per cent of the population identified their gender as the same as sex registered at birth, 6 per cent did not answer the question and less than 1 per cent were those that gender identity different from sex registered at birth but no specific identity given, or identified as a trans woman, a trans man or any other gender identity.
- 1.3 35 per cent of households in the Malvern Hills AONB are adult only households (less than 66 years old), 34 per cent are households made up of people of pensionable age (66 years and over) and 19 per cent of households contain dependent children.

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<sup>1</sup> A "household" is (current definition, from 2011) one person living alone, or a group of people (not necessarily related) living at the same address who share cooking facilities and share a living room, sitting room or dining area. A household can consist of a single family, more than one family or no families in the case of a group of unrelated people. Office for National Statistics.

<sup>2</sup> A communal establishment is an establishment providing managed residential accommodation. According to the 2011 Census, communal establishments include: sheltered accommodation units, hotels, guest houses and B&Bs and student accommodation.



Table 1.3 Household Type	Number	Per cent
Total: All households	11,639	
Adult only household (<66 years old)	4,082	35%
All household with people aged 66 years and over	3,924	34%
Lone pensioner	1,911	16%
All households with dependent children	2,259	19%
Lone parent with dependent children	375	3%

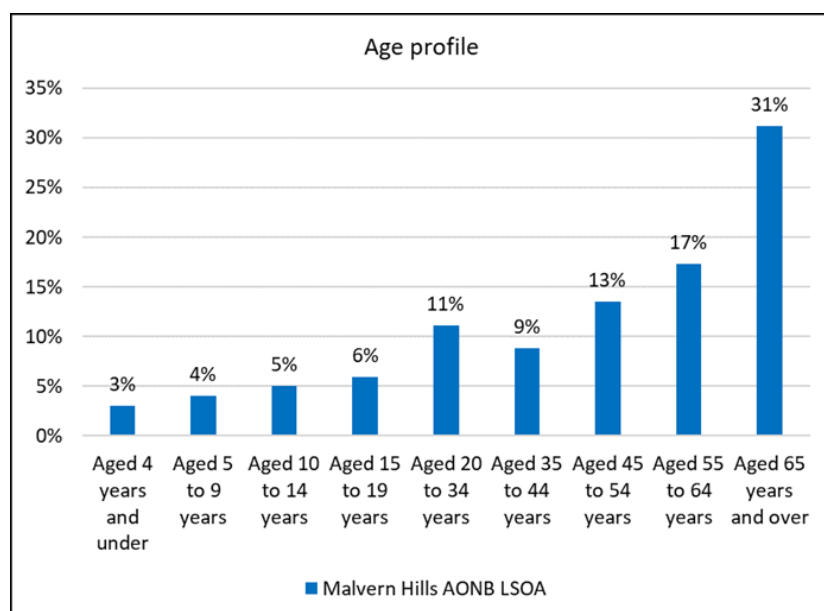
Source: TS003 - Household composition, 2021 Census, Office for National Statistics

- 1.4 The age structure of the Malvern Hills AONB is very much an older aged population, with the proportion of the population in the older age groups increasing with age, with nearly a third of the population (31 per cent) being aged 65 years or older.

Table 1.4 Age structure	Number
Total	25,925
Aged 4 years and under	789
Aged 5 to 9 years	1,046
Aged 10 to 14 years	1,306
Aged 15 to 19 years	1,541
Aged 20 to 34 years	2,889
Aged 35 to 44 years	2,278
Aged 45 to 54 years	3,495
Aged 55 to 64 years	4,486
Aged 65 years and over	8,095

Source: TS007A - Age by five-year age bands, 2021 Census, Office for National Statistics

Chart 1.4 Age profile in percentages for Malvern Hills AONB

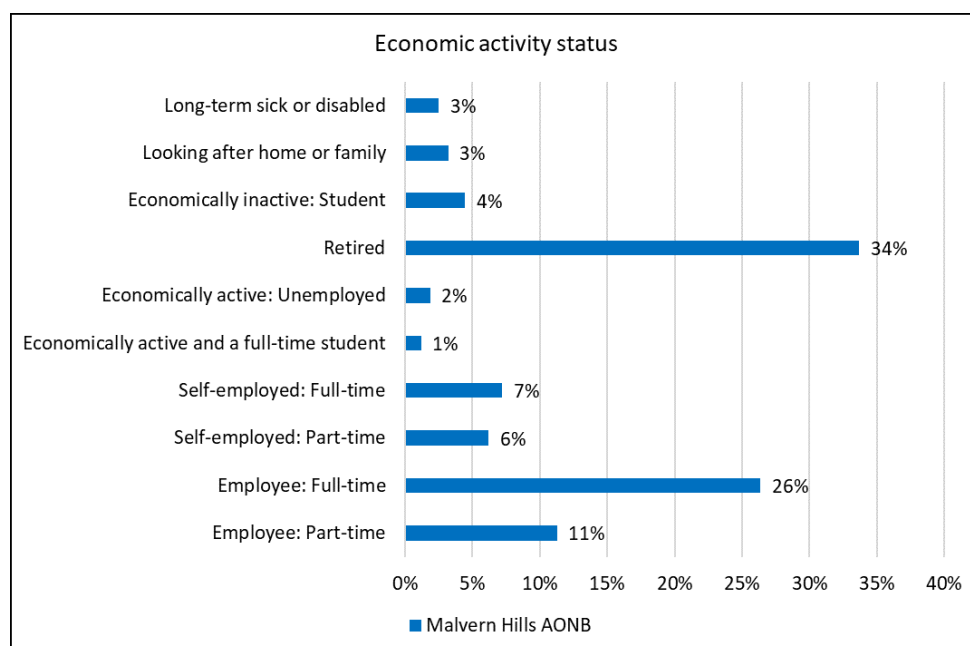


Source: TS007A - Age by five-year age bands, 2021 Census, Office for National Statistics

- 1.5 83 per cent of the population in the Malvern Hills AONB described their general health as Good or Very good. Only 4 per cent described their health as Bad or Very bad.

- 1.6 73 per cent of the population are not disabled under the Equality Act and do not have any long-term physical or mental health conditions. Whereas 6 per cent (1,613 people) are disabled and their day-to-day activities are limited a lot.
- 1.7 The latest data from the Family Resources Survey 2019/20 suggests that nationally (UK) 49 per cent of disabled people have a mobility impairment, 36 per cent have difficulties with stamina, breathing and fatigue and 12 per cent have their vision impaired. 29 per cent of disabled people also suffer with their mental health. Note: respondents can report more than one impairment type.
- 1.8 Of those that define themselves as registered disabled according to the 2021 Census, if the same proportions of impairment types are assumed across the UK, this could mean that of the population in the Malvern Hills AONB there are around:
- 2,250 that have a mobility impairment.
  - 1,650 people have difficulties with stamina, breathing and fatigue.
  - 550 have their vision impaired.
  - 1,330 have a mental health disability.
- 1.9 93 per cent of the population of the Malvern Hills AONB are 'White: English, Welsh, Scottish, Northern Irish or British', the next highest Ethnic group was 'Other White' with 3 per cent of the population (790 people). 1 per cent each in 'Asian, Asian British or Asian Welsh', 'Mixed or Multiple ethnic groups', 'White Irish' and Other ethnic group.
- 1.10 The majority of households in the AONB area have all adults who can speak English (98 per cent). 1 per cent of households have at least one adult but not all adults who have English as their main language (130 households) and 1 per cent where No people have English as their main language (90 households). There is less than 1 per cent of households where there are no adults in household, but at least one person aged 3 to 15 years, has English as a main language (20 households).
- 1.11 Over half the population (54 per cent) of the area answered in the 2021 Census that they were Christian; 38 per cent said they had no religion and 7 per cent did not answer. 1 per cent of the population identified themselves as practicing an 'Other religion' (130 people). All other religions were less than 1 per cent (Buddhist, Hindu, Jewish, Muslim and Sikh).
- 1.12 At the time of the 2021 Census, 90 per cent of residents aged 16 years and over in Malvern Hills AONB identified as Straight or Heterosexual, 1 per cent were Gay or Lesbian and another 1 per cent were Bisexual. 7 per cent did not answer the question.
- 1.13 38 per cent of the population were employed, mostly on a full-time basis making up 26 per cent of the 16 years and over population, a further 13 per cent were self-employed, both full and part time (7 per cent and 6 per cent, respectively). Over a third of residents were retired. 2 per cent were unemployed but looking for work. 3 per cent were looking after home or family and 3 per cent are long term sick or disabled.

Chart 1.13 Economic Activity Status percentages for Malvern Hills AONB



Source: TS066 - Economic activity status, 2021 Census, Office for National Statistics

Table 1.13 Economic Activity		Malvern Hills AONB
All usual residents aged 16 years and over		22,433
Economically Active*	Employee: Part-time	2,532
	Employee: Full-time	5,917
	Self-employed with & without employees: Part-time	1,390
	Self-employed with & without employees: Full-time	1,617
	Unemployed	423
	Economically active and a full-time student	267
Economically inactive	Retired	7,560
	Student	1,004
	Looking after home or family	724
	Long-term sick or disabled	566

\* Excluding full time students

Source: TS066 - Economic activity status, 2021 Census, Office for National Statistics

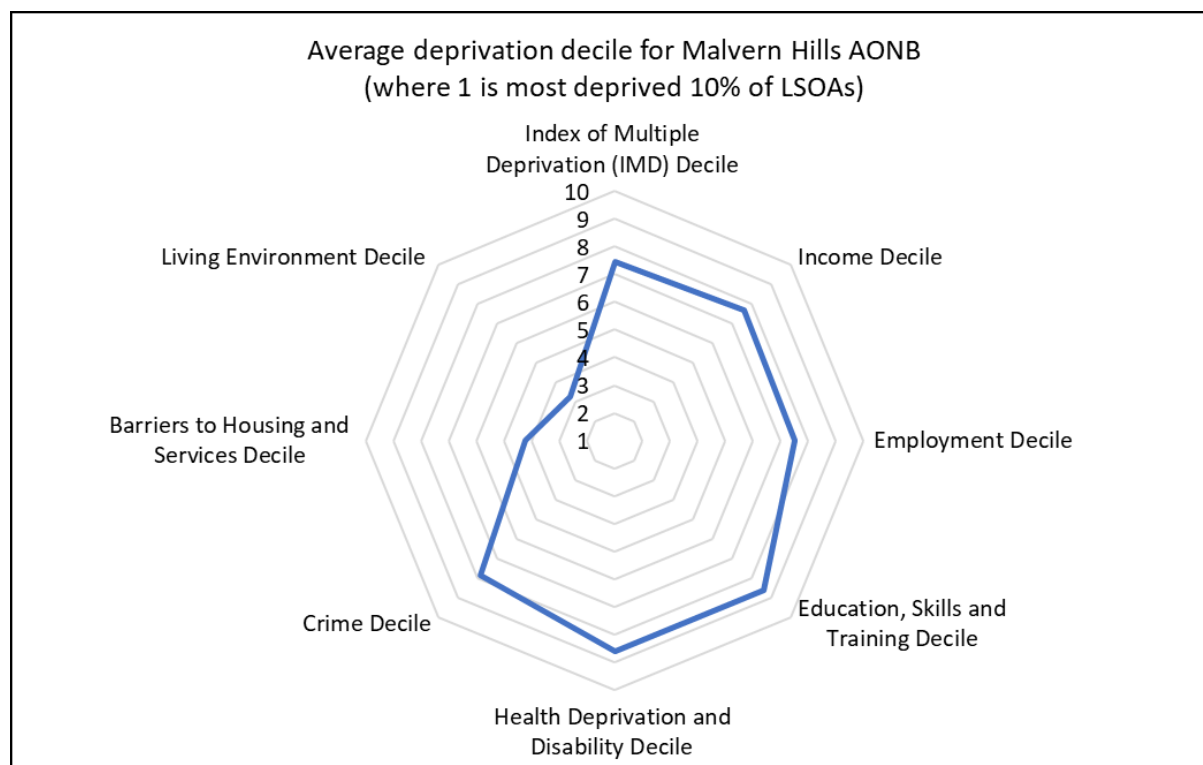
- 1.14 The average decile of the Malvern Hills AONB for the overall Index of Multiple Deprivation puts the area in the 70 per cent least deprived in the county. The Index of Multiple Deprivation (IMD) is an overall relative measure of deprivation constructed by combining seven domains of deprivation, including Income, Employment, Education, Skills and Training, Health Deprivation and Disability, Crime, Living Environment and Barriers to Housing and Services.

There are low levels of deprivation across the domains around Income, Employment, Education, Skills and Training, Health Deprivation and Disability and Crime.

However, the Living Environment and the Barriers to Housing and Services domains were much more deprived with an area score being in the 30 and 40 per cent most deprived, respectively. Also, for both of these domains there were 4 areas in the Living Environment domain and 5 in the Barriers to Housing and Services domain that were in the 10 most deprived in England.

- The Barriers to Housing and Services Domain measures the physical and financial accessibility of housing and local services, such as the physical proximity of local services, and issues relating to access to housing such as affordability.
- The Living Environment Deprivation Domain measures the quality of the local environment such as the quality of housing, and measures of air quality and road traffic accidents.

Chart 1.14 Average deprivation decile for Malvern Hills AONB



Source: The English indices of Deprivation 2019, Ministry of Housing, Communities & Local Government (MHCLG) by Oxford Consultants for Social Inclusion (OCSI) and Deprivation.org.

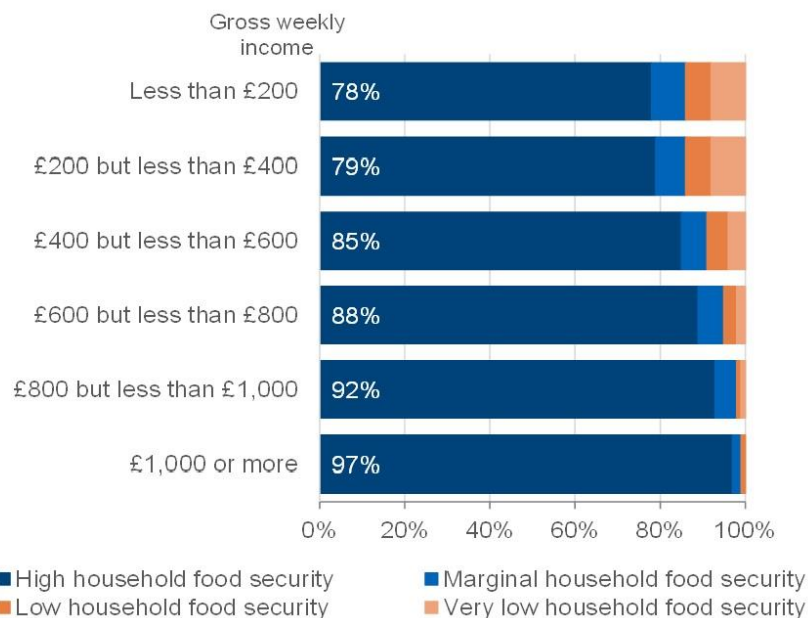
- 1.15 The average total household income for the Malvern Hills AONB was £44,700. The average net annual household income after housing costs, reflecting money that could be used for other bills, food or leisure, was lower at £30,300. The difference between the two was £14,400. The average total household income for the West Midlands region as a whole was £39,500, and £25,700 after housing costs. This suggests that those living in the Malvern Hills AONB had a slightly higher household income than regionally.
- 1.16 Only 10 per cent of households in the Malvern Hills AONB had no car or van. Across England, 24 per cent of households and 22 per cent in the West Midlands region did not have a car, showing how important car ownership is in the smaller rural areas and towns. Compared to the Malvern Hills AONB area where 52 per cent of households had 2 or more cars, this figure fell to 38% for the region and 35 per cent across England as a whole.
- 1.17 Local food insecurity data is not available for small areas, only on a national (UK) level.

18.4% of households nationally have experienced food insecurity in the past month (Feb 2023). With food insecurity being measured by anyone who has had smaller meals than usual or skip meals because they couldn't afford or get access to food, ever been hungry but not eaten because they couldn't afford or get



access to food or not eaten for a whole day because they couldn't afford or get access to food. In Malvern Hills AONB this would be equivalent to 2,142 households living with food insecurity in the last month (September 2022).

Chart 1.17 Households by total gross weekly income and household food security status, 2020 to 2021, United Kingdom



As income increases, households were more likely to be food secure. Income figures for the Malvern Hills AONB area show income is higher in the area than regionally, suggesting that food security may not be as big an issue as other areas around the AONB.

Source: Family Resources Survey: financial year 2020 to 2021, ONS, Crown Copyright

Nationally it suggested that 25.8 per cent of households with children that are experiencing food insecurity in the last month. In Malvern Hills AONB this would mean 583 households with children were experiencing food insecurity.

Nationally, 16 per cent of households without children experienced food insecurity in the last month, this would mean 1,587 households in Malvern Hills AONB.

Food insecurity was more of a problem for households with children, increasing with the more children they had, those who were Non 'White', those who were 'limited a lot' by a disability and those on Universal Credit. Additional concerns for these groups affected by food insecurity was the worry about rising energy costs, and the impact being that they were cutting back on their purchases of healthy foods (fruit and vegetables), more than those who were food secure.

## Surrounding Villages

### 2. Bromyard and surrounding area

#### Bromyard Heritage Centre and Tourist Information Centre - Church Lane and Rowberry Street, Bromyard



*"Bromyard Heritage Centre and Tourist Information Centre - Church Lane and Rowberry Street, Bromyard" by ell brown is licensed under CC BY-SA 2.0. To view a copy of this license, visit <https://creativecommons.org/licenses/by-sa/2.0/?ref=openverse>.*

- 2.1 There are 7,618 usual residents who live in the area. 51 per cent of the population were female, 49 per cent male.
- 2.2 In terms of gender identity, 92 per cent of the population identified their gender as the same as sex registered at birth, 7 per cent did not answer the question and less than 1 per cent were those that gender identity different from sex registered at birth, but no specific identity given, or identified as a trans woman, a trans man or any other gender identity.
- 2.3 There is a slightly younger household profile in Bromyard, with 36 per cent of households being adult only households (less than 66 years old), 32 per cent are households made up of people of pensionable age (66 years and over) and 21 per cent of households contain dependent children.

Table 2.3 Household Type	Number	Per cent
Total: All households	3,525	
Adult only household (<66 years old)	1,259	36%
All household with people aged 66 years and over	1,125	32%
Lone pensioner	583	17%
All households with dependent children	723	21%
Lone parent with dependent children	181	5%

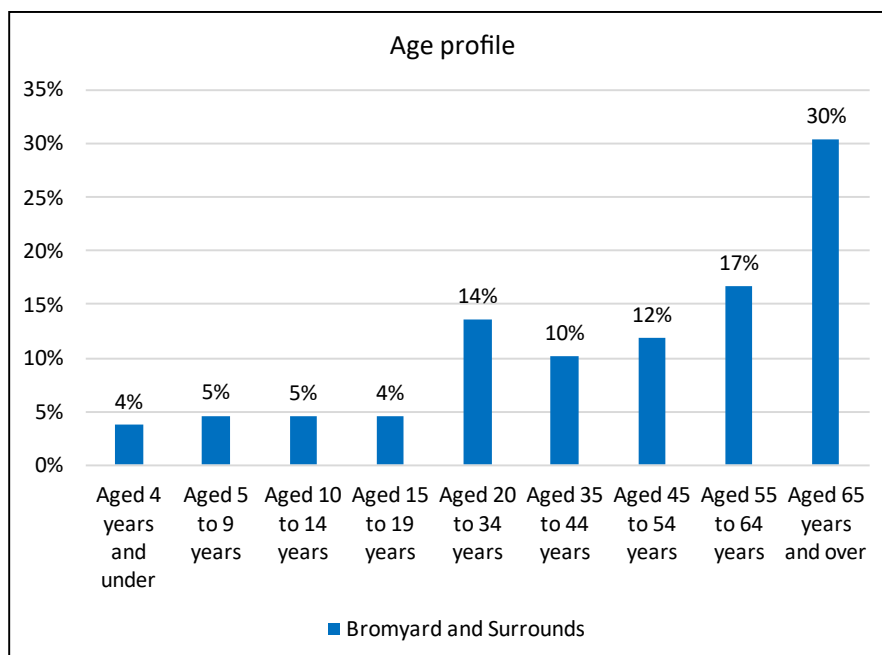
Source: TS003 - Household composition, 2021 Census, Office for National Statistics

- 2.4 The age structure of Bromyard and the surrounding area has less than a third of the population being aged 65 years and over. It has a large adult population, with 36 per cent of the population being aged between 20 and 64 years old, but one of the areas in this profile with the lowest proportion of children 19 years and younger (17 per cent).

Table 2.4 Age structure	Number
Total	7,615
Aged 4 years and under	286
Aged 5 to 9 years	351
Aged 10 to 14 years	348
Aged 15 to 19 years	341
Aged 20 to 34 years	1,031
Aged 35 to 44 years	777
Aged 45 to 54 years	900
Aged 55 to 64 years	1,267
Aged 65 years and over	2,314

Source: TS007A - Age by five-year age bands, 2021 Census, Office for National Statistics

Chart 2.4 Age profile in percentages for Bromyard and Surrounds

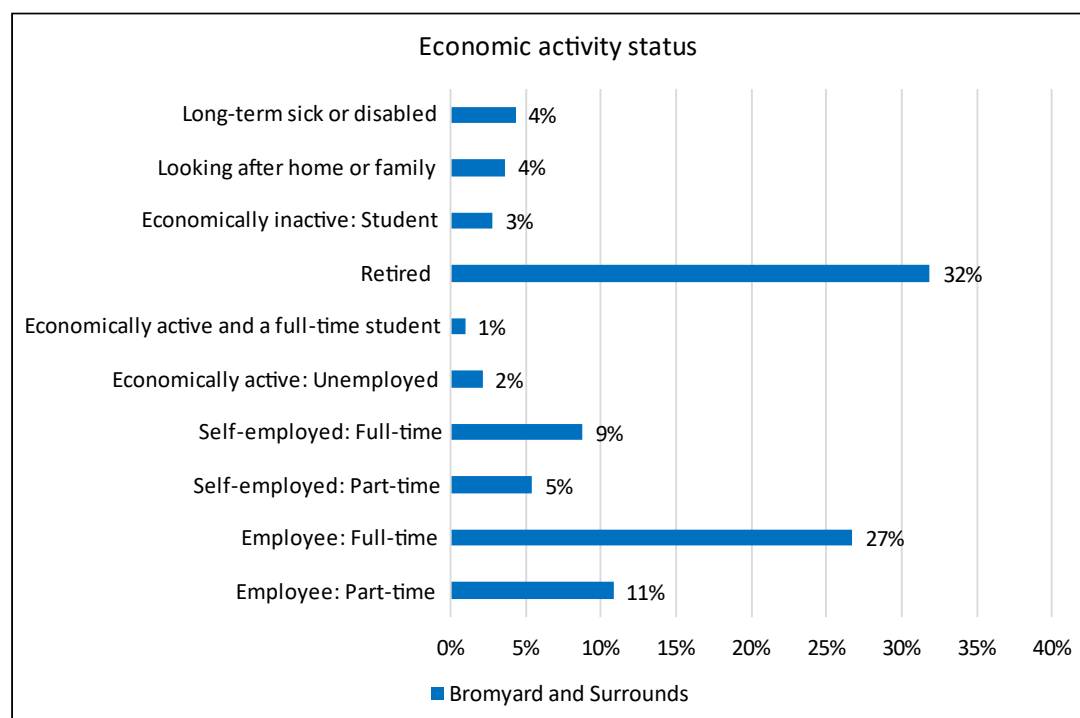


Source: TS007A - Age by five-year age bands, 2021 Census, Office for National Statistics

- 2.5 78 per cent of the population of Bromyard and the surrounding area described their general health as Good or Very good. Only 6 per cent described their health as Bad or Very bad.
- 2.6 70 per cent of the population are not disabled under the Equality Act and do not have any long-term physical or mental health conditions. Whereas 9 per cent (665 people) are disabled and their day-to-day activities are limited a lot.
- 2.7 The latest data from the Family Resources Survey 2019/20 suggests that nationally (UK) 49 per cent of disabled people have a mobility impairment, 36 per cent have difficulties with stamina, breathing and fatigue and 12 per cent have their vision impaired. 29 per cent of disabled people also suffer with their mental health. Note: respondents can report more than one impairment type.
- 2.8 Of those that define themselves as registered disabled according to the 2021 Census, if the same proportions of impairment types are assumed across the UK, this could mean that of the population in Bromyard and its surrounds there are around:
- 810 that have a mobility impairment.
  - 600 people have difficulties with stamina, breathing and fatigue.
  - 200 have their vision impaired.
  - 480 have a mental health disability.
- 2.9 93 per cent of the population of Bromyard and its surrounds are 'White: English, Welsh, Scottish, Northern Irish or British', the next highest Ethnic group was 'Other White' with 4 per cent of the population (280 people). 1 per cent each in 'Asian, Asian British or Asian Welsh' and 'Mixed or Multiple ethnic groups'.
- 2.10 The majority of households in the area have all adults who can speak English (97 per cent). 1 per cent of households have at least one adult but not all adults who have English as their main language (40 households), 1 per cent where No people have English as their main language (50 households), and 1 per cent of households where there are no adults in household, but at least one person aged 3 to 15 years, has English as a main language (20 households).
- 2.11 Over half the population (54 per cent) of the area answered in the 2021 Census that they were Christian; 37 per cent said they had no religion and 8 per cent did not answer. All other religions were less than 1 per cent (Buddhist, Hindu, Jewish, Muslim, Sikh and Other religion).
- 2.12 At the time of the 2021 Census, 89 per cent of residents aged 16 years and over in Bromyard and the surrounding area identified as Straight or Heterosexual, 1 per cent were Gay or Lesbian and another 1 per cent were Bisexual. 9 per cent did not answer the question.
- 2.13 38 per cent of the population were employed, mostly on a full-time basis making up 27 per cent of the 16 years and over population, a further 14 per cent were self-employed, both full and part time (9 per cent and 5 per cent, respectively). Nearly a third of residents were retired. 2 per cent were unemployed but looking for work. 4 per cent were looking after home or family and 4 per cent are long term sick or disabled.



Chart 2.13 Economic Activity Status percentages for Bromyard and Surrounds



Source: TS066 - Economic activity status, 2021 Census, Office for National Statistics

Table 2.13 Economic activity status - numbers		Bromyard and Surrounds
All usual residents aged 16 years and over		6,544
Economically Active*	Employee: Part-time	707
	Employee: Full-time	1,748
	Self-employed with & without employees: Part-time	356
	Self-employed with & without employees: Full-time	573
	Unemployed	138
	Economically active and a full-time student	62
Economically inactive	Retired	2,085
	Student	183
	Looking after home or family	236
	Long-term sick or disabled	282

\* Excluding full time students

Source: TS066 - Economic activity status, 2021 Census, Office for National Statistics

2.14 The average decile of the Bromyard and the surrounding area for the overall Index of Multiple Deprivation puts the area in the 50 per cent least deprived in the county.

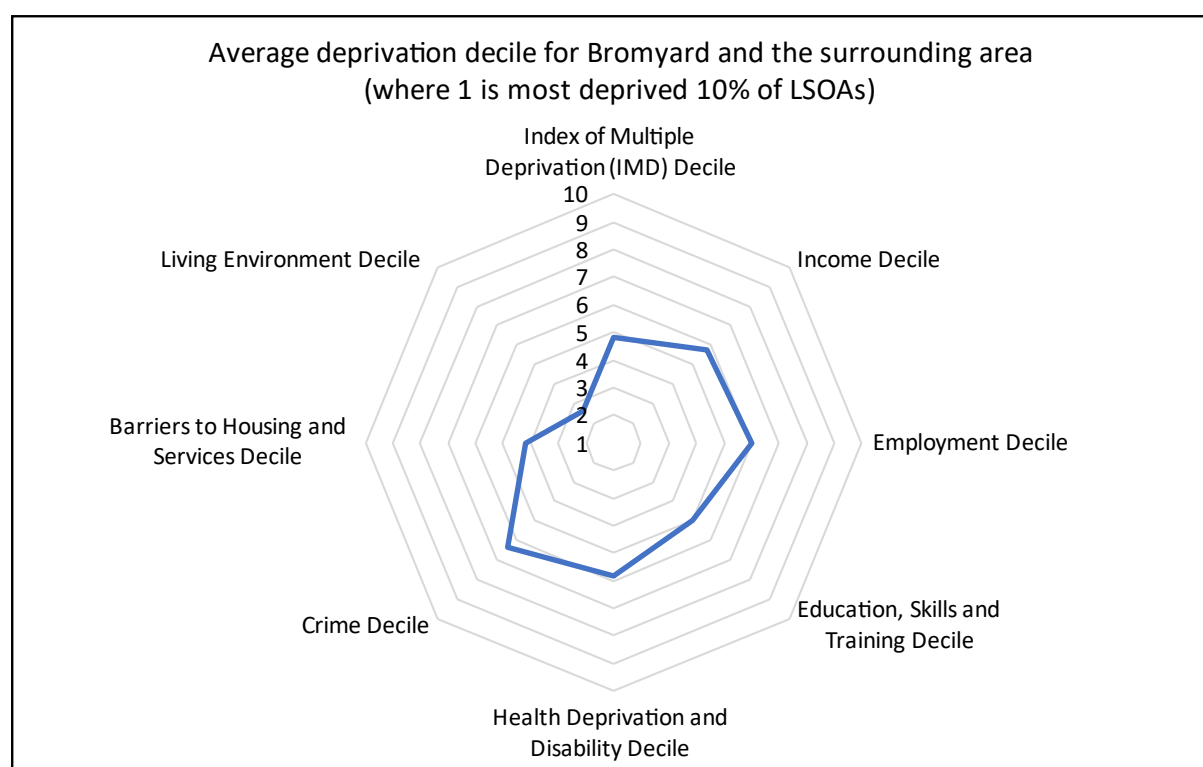
This is similar for the deprivation across the sub-domains around Income, Employment, Education, Skills and Training, Health Deprivation and Disability and Crime, roughly in the 50-60 per cent least deprived.

However, the Living Environment and the Barriers to Housing and Services domains were much more deprived being in the 30 and 40 per cent most deprived, respectively. Also, for both of these domains there

were 2 LSOAs in the Living Environment domain and 2 in the Barriers to Housing and Services domain that were in the 10 most deprived in England.

- The Barriers to Housing and Services Domain measures the physical and financial accessibility of housing and local services, such as the physical proximity of local services, and issues relating to access to housing such as affordability.
- The Living Environment Deprivation Domain measures the quality of the local environment such as the quality of housing, and measures of air quality and road traffic accidents.

Chart 2.14 Average deprivation decile for Bromyard and the surrounding area



Source: The English indices of Deprivation 2019, Ministry of Housing, Communities & Local Government (MHCLG) by Oxford Consultants for Social Inclusion (OCSI) and Deprivation.org.

- 2.15 The average total household income for Bromyard and the surrounding area was £38,700. The average net annual household income after housing costs, reflecting money that could be used for other bills, food or leisure, was lower at £27,600. The difference between the two was £11,100.
- 2.16 Only 12 per cent of households in Bromyard and the surrounding area had no car or van. 40 per cent had 1 car or van and 48 per cent had 2 or more.
- 2.17 Local food insecurity data is not available for small areas, only on a national (UK) level.

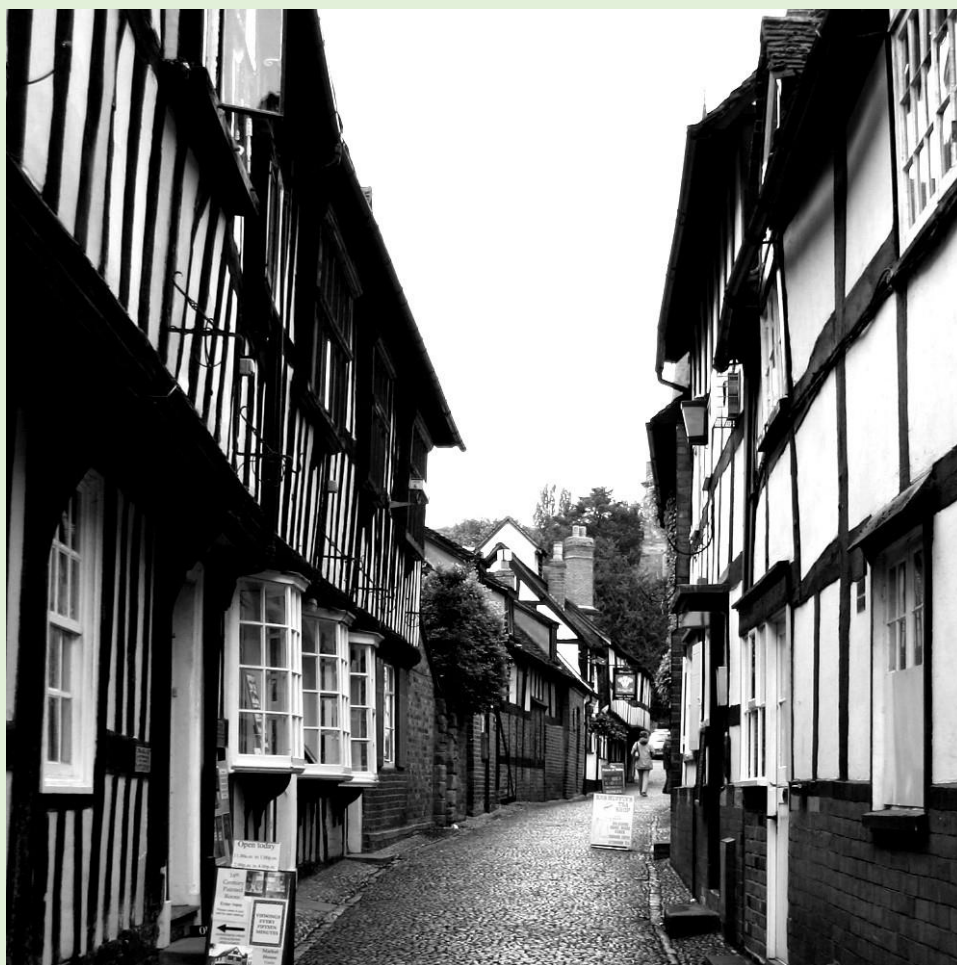
18.4% of households nationally have experienced food insecurity in the past month. With food insecurity being measured by anyone who has had smaller meals than usual or skip meals because they couldn't afford or get access to food, ever been hungry but not eaten because they couldn't afford or get access to food or not eaten for a whole day because they couldn't afford or get access to food. In Bromyard and the surrounding area this would be equivalent to 649 households living with food insecurity in the last month (September 2022).

Nationally it suggested that 25.8 per cent of households with children that are experiencing food insecurity in the last month. In Bromyard and the surrounding area this would mean 233 households with children were experiencing food insecurity.

Nationally, 16 per cent of households without children experienced food insecurity in the last month, this would mean 475 households in Bromyard and the surrounding area.

Food insecurity was more of a problem for households with children, increasing with the more children they had, those who were Non 'White', those who were 'limited a lot' by a disability and those on Universal Credit. Additional concerns for these groups affected by food insecurity was the worry about rising energy costs, and the impact being that they were cutting back on their purchases of healthy foods (fruit and vegetables), more than those who were food secure.

### 3. Ledbury



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- 3.1 There are 6,205 usual residents who live in the area. 52 per cent of the population were female, 48 per cent male.
- 3.2 In terms of gender identity, 94 per cent of the population identified their gender as the same as sex registered at birth, 6 per cent did not answer the question and less than 1 per cent were those that Gender identity different from sex registered at birth but no specific identity given, or identified as a trans woman, a trans man or any other gender identity.
- 3.3 In Ledbury there are more households made up of people of pensionable age (66 years and over) 35 per cent, with the majority of these being lone pensioners (20 per cent of total households). Ledbury also had slightly more households containing dependent children (22 per cent of households. 31 per cent of households being adult only households (less than 66 years old).

Table 3.3 Household Type	Number	Per cent
Total: All households	2,935	
Adult only household (<66 years old)	924	31%
All household with people aged 66 years and over	1,022	35%
Lone pensioner	599	20%
All households with dependent children	637	22%
Lone parent with dependent children	160	5%



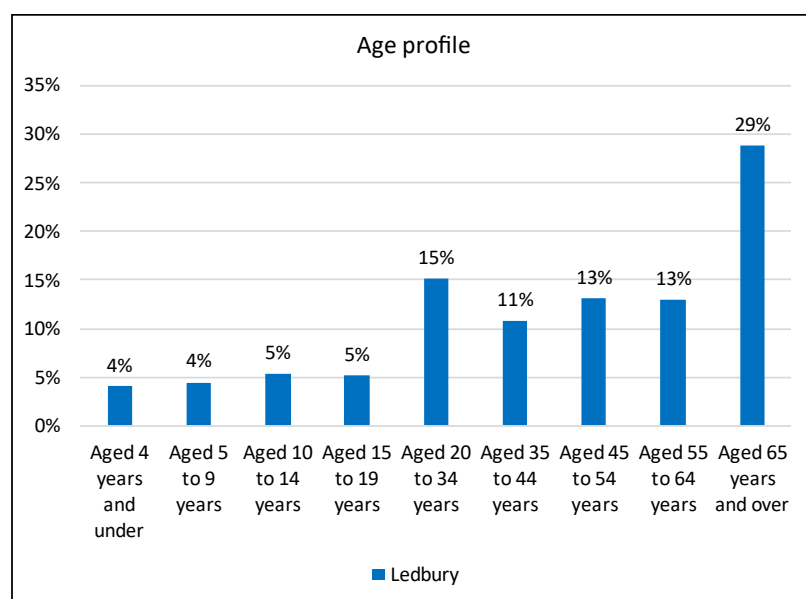
Source: TS003 - Household composition, 2021 Census, Office for National Statistics

- 3.4 The age structure of Ledbury is similar to that of Bromyard and its surrounding area. Ledbury has a large proportion of adults, aged 20 to 64 years old (39 per cent of the population). Ledbury has less than a third of the population that is aged 65 years and over, but less than a fifth (19 per cent) who are children (aged 19 years and under).

Table 3.4 Age structure	Number
Total	6,203
Aged 4 years and under	255
Aged 5 to 9 years	277
Aged 10 to 14 years	328
Aged 15 to 19 years	320
Aged 20 to 34 years	943
Aged 35 to 44 years	665
Aged 45 to 54 years	817
Aged 55 to 64 years	803
Aged 65 years and over	1,795

Source: TS007A - Age by five-year age bands, 2021 Census, Office for National Statistics

Chart 3.4 Age profile in percentages for Ledbury

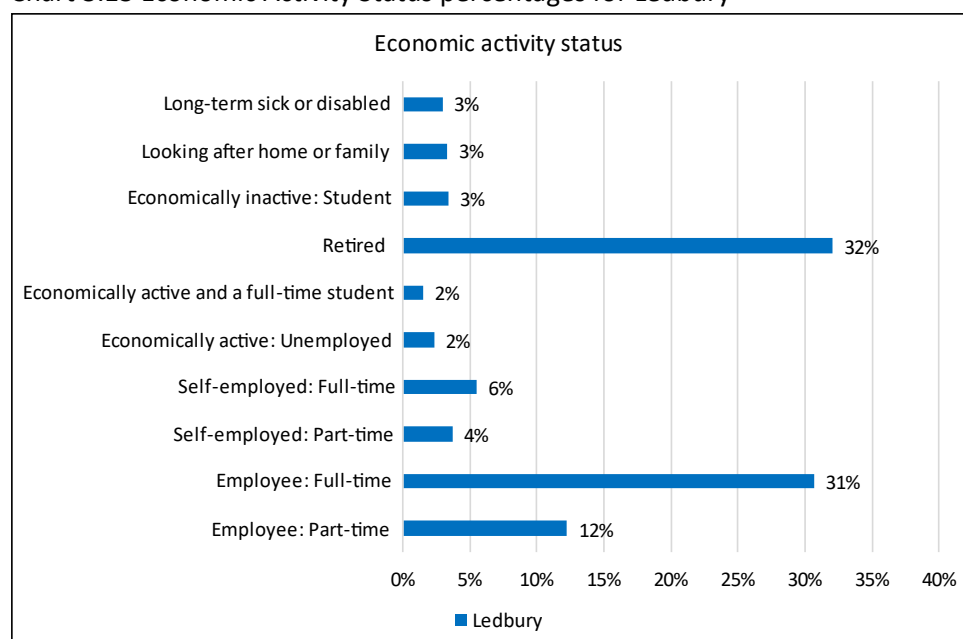


Source: TS007A - Age by five-year age bands, 2021 Census, Office for National Statistics

- 3.5 80 per cent of the population of Ledbury described their general health as Good or Very good. Only 5 per cent described their health as Bad or Very bad.
- 3.6 72 per cent of the population are not disabled under the Equality Act and do not have any long-term physical or mental health conditions. Whereas 7 per cent (427 people) are disabled and their day-to-day activities are limited a lot.
- 3.7 The latest data from the Family Resources Survey 2019/20 suggests that nationally (UK) 49 per cent of disabled people have a mobility impairment, 36 per cent have difficulties with stamina, breathing and fatigue and 12 per cent have their vision impaired. 29 per cent of disabled people also suffer with their mental health. Note: respondents can report more than one impairment type.

- 3.8 Of those that define themselves as registered disabled according to the 2021 Census, if the same proportions of impairment types are assumed across the UK, this could mean that of the population in Ledbury there are around:
- 580 that have a mobility impairment.
  - 430 people have difficulties with stamina, breathing and fatigue.
  - 140 have their vision impaired.
  - 350 have a mental health disability.
- 3.9 90 per cent of the population of Ledbury are 'White: English, Welsh, Scottish, Northern Irish or British', the next highest Ethnic group was 'Other White' with 6 per cent of the population (400 people). 1 per cent each in 'Asian, Asian British or Asian Welsh', 'Mixed or Multiple ethnic groups' and 'White Roma'.
- 3.10 The majority of households in the area have all adults who can speak English (95 per cent). 1 per cent of households have at least one adult but not all adults who have English as their main language (30 households), 3 per cent where No people have English as their main language (90 households), and 1 per cent of households where there are no adults in household, but at least one person aged 3 to 15 years, has English as a main language (30 households).
- 3.11 Over half the population (57 per cent) of the area answered in the 2021 Census that they were Christian; 35 per cent said they had no religion and 6 per cent did not answer. 1 per cent of the population identified themselves as practicing an 'Other religion' (40 people). All other religions were less than 1 per cent (Buddhist, Hindu, Jewish, Muslim and Sikh).
- 3.12 At the time of the 2021 Census, 90 per cent of residents aged 16 years and over in Ledbury identified as Straight or Heterosexual, 1 per cent were Gay or Lesbian and another 1 per cent were Bisexual. 7 per cent did not answer the question.
- 3.13 43 per cent of the population were employed, mostly on a full-time basis making up 31 per cent of the 16 years and over population, a further 9 per cent were self-employed, both full and part time (6 per cent and 4 per cent, respectively\*). Nearly a third of residents were retired. 2 per cent were unemployed but looking for work. 3 per cent were looking after home or family and 3 per cent are long term sick or disabled.

Chart 3.13 Economic Activity Status percentages for Ledbury



\*Note: some percentages do not sum due to rounding.

Table 3.13 Economic activity status - numbers		Ledbury
All usual residents aged 16 years and over		5,284
Economically Active*	Employee: Part-time	648
	Employee: Full-time	1,620
	Self-employed with & without employees: Part-time	195
	Self-employed with & without employees: Full-time	291
	Unemployed	123
	Economically active and a full-time student	80
Economically inactive	Retired	1,693
	Student	180
	Looking after home or family	176
	Long-term sick or disabled	156

\* Excluding full time students

Source: TS066 - Economic activity status, 2021 Census, Office for National Statistics

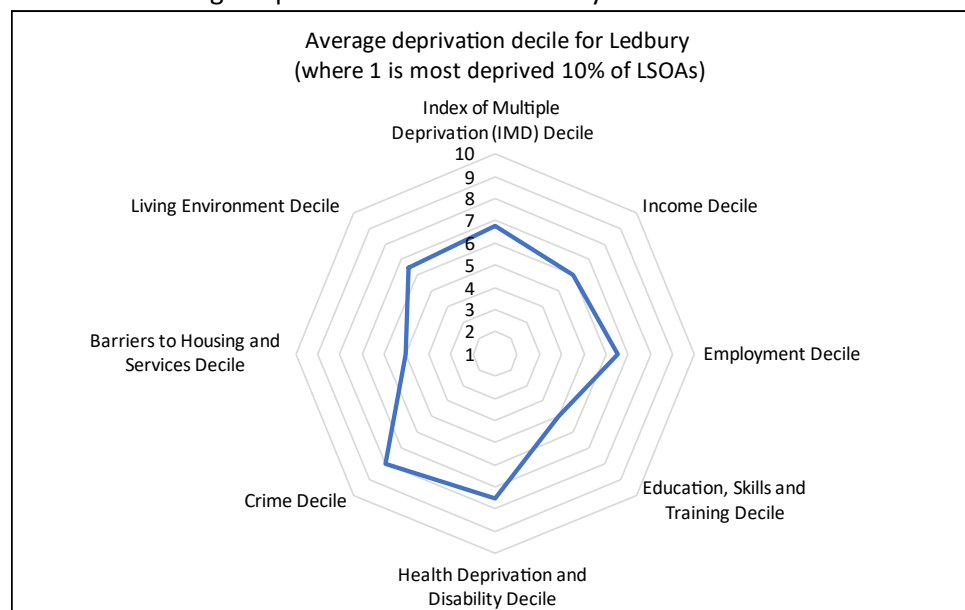
3.14 The average decile of Ledbury for the overall Index of Multiple Deprivation for puts the area in the 70 per cent least deprived in the county.

This is similar for the deprivation across the sub-domains around Income, Employment, Health Deprivation and Disability, Crime and the Living Environment, roughly in the 60-80 per cent least deprived.

However, the Barriers to Housing and Services and Education, Skills and Training domains were lower with the combined areas making it within the 50 per cent most deprived for both.

- The Barriers to Housing and Services Domain measures the physical and financial accessibility of housing and local services, such as the physical proximity of local services, and issues relating to access to housing such as affordability.
- The Education, Skills and Training Deprivation Domain measures the lack of attainment and skills in the local population, for both children and young people and adults.

Chart 3.14 Average deprivation decile for Ledbury



Source: The English indices of Deprivation 2019, Ministry of Housing, Communities & Local Government (MHCLG) by Oxford Consultants for Social Inclusion (OCSI) and Deprivation.org.

- 3.15 The average total household income for Ledbury was £39,200. The average net annual household income after housing costs, reflecting money that could be used for other bills, food or leisure, was lower at £28,200. The difference between the two was £11,100.
- 3.16 18 per cent of households in Ledbury had no car or van. 46 per cent had 1 car or van and 36 per cent had 2 or more.
- 3.17 Local food insecurity data is not available for small areas, only on a national (UK) level.

18.4% of households nationally have experienced food insecurity in the past month. With food insecurity being measured by anyone who has had smaller meals than usual or skip meals because they couldn't afford or get access to food, ever been hungry but not eaten because they couldn't afford or get access to food or not eaten for a whole day because they couldn't afford or get access to food. In Ledbury this would be equivalent to 540 households living with food insecurity in the last month (September 2022).

Nationally it suggested that 25.8 per cent of households with children that are experiencing food insecurity in the last month. In Ledbury this would mean 206 households with children were experiencing food insecurity.

Nationally, 16 per cent of households without children experienced food insecurity in the last month, this would mean 407 households in Ledbury.

Food insecurity was more of a problem for households with children, increasing with the more children they had, those who were Non 'White', those who were 'limited a lot' by a disability and those on Universal Credit. Additional concerns for these groups affected by food insecurity was the worry about rising energy costs, and the impact being that they were cutting back on their purchases of healthy foods (fruit and vegetables), more than those who were food secure.



#### 4. Newent and surrounding area

**Market Hall, Newent**



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- 4.1 There are 10,962 usual residents who live in the area, the majority of whom were living in households, with nine per cent of the population living in communal establishments (1,004 people). 53 per cent of the population were female, 47 per cent male.
- 4.2 In terms of gender identity, 93 per cent of the population identified their gender as the same as sex registered at birth, 6 per cent did not answer the question and less than 1 per cent were those that Gender identity different from sex registered at birth but no specific identity given, or identified as a trans woman, a trans man or any other gender identity.
- 4.3 33 per cent of households in the Newent and the surrounding area are adult only households (less than 66 years old), 29 per cent are households made up of people of pensionable age (66 years and over) and 24 per cent of households contain dependent children.

Table 4.3 Household Type	Number	Per cent
Total: All households	4,334	
Adult only household (<66 years old)	1,415	33%
All household with people aged 66 years and over	1,249	29%
Lone pensioner	659	15%
All households with dependent children	1,052	24%
Lone parent with dependent children	206	5%

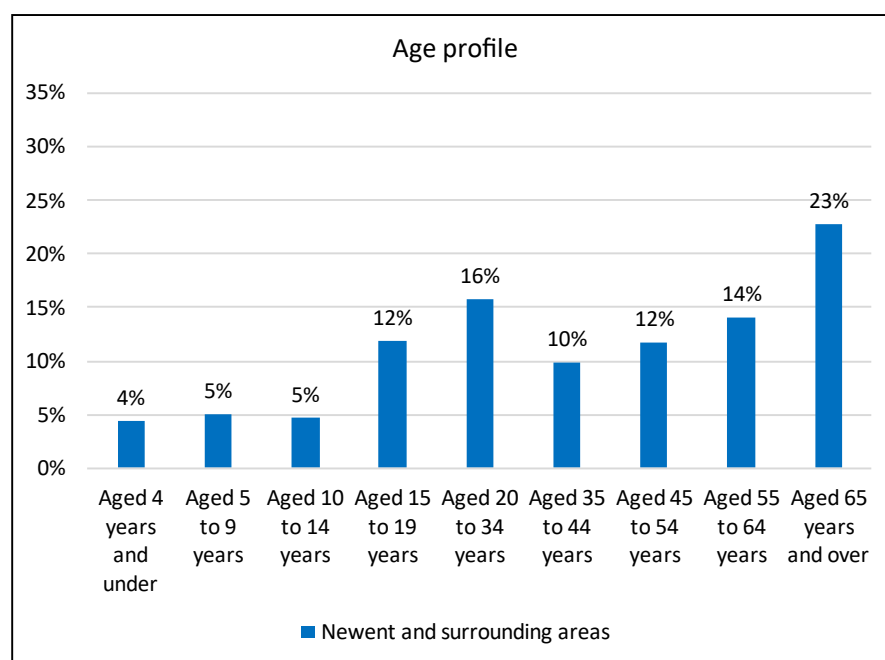
Source: TS003 - Household composition, 2021 Census, Office for National Statistics

- 4.4 Newent and the surrounding areas have a much younger age profile with only 23 per cent of the population bring aged 65 years and over. 38 per cent of the population is an adult (20 to 64 years) and has the higher proportion of teenagers out of the all the areas in this profile, 12 per cent are aged 15 to 19 years old, with a further 14 per cent being aged 0 to 14 years old.

Table 4.4 Age structure	Number
Total	10,962
Aged 4 years and under	488
Aged 5 to 9 years	549
Aged 10 to 14 years	511
Aged 15 to 19 years	1,295
Aged 20 to 34 years	1,731
Aged 35 to 44 years	1,072
Aged 45 to 54 years	1,287
Aged 55 to 64 years	1,539
Aged 65 years and over	2,490

Source: TS007A - Age by five-year age bands, 2021 Census, Office for National Statistics

Chart 4.4 Age profile in percentages for Newent and the surrounding area



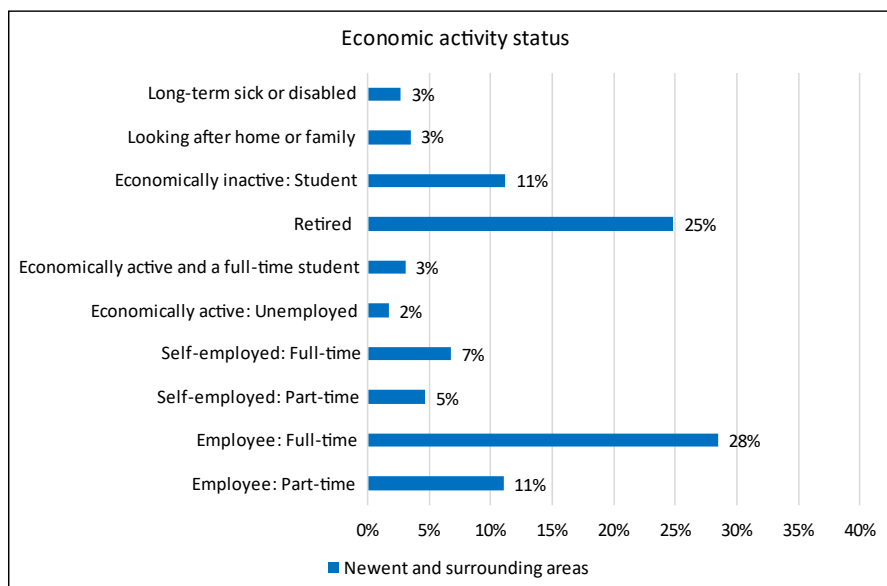
Source: TS007A - Age by five-year age bands, 2021 Census, Office for National Statistics

- 4.5 84 per cent of the population of Newent and the surrounding area described their general health as Good or Very good. Only 4 per cent described their health as Bad or Very bad.
- 4.6 76 per cent of the population are not disabled under the Equality Act and do not have any long-term physical or mental health conditions. Whereas 6 per cent (620 people) are disabled and their day-to-day activities are limited a lot.
- 4.7 The latest data from the Family Resources Survey 2019/20 suggests that nationally (UK) 49 per cent of disabled people have a mobility impairment, 36 per cent have difficulties with stamina, breathing and

fatigue and 12 per cent have their vision impaired. 29 per cent of disabled people also suffer with their mental health. Note: respondents can report more than one impairment type.

- 4.8 Of those that define themselves as registered disabled according to the 2021 Census, if the same proportions of impairment types are assumed across the UK, this could mean that of the population in Newent and the surrounding areas there are around:
- 880 that have a mobility impairment.
  - 650 people have difficulties with stamina, breathing and fatigue.
  - 220 have their vision impaired.
  - 520 have a mental health disability.
- 4.9 91 per cent of the population of Newent and the surrounding area are 'White: English, Welsh, Scottish, Northern Irish or British', the next highest Ethnic group was 'Other White' with 5 per cent of the population (570 people). 1 per cent each in 'Asian, Asian British or Asian Welsh', 'Mixed or Multiple ethnic groups' and Other ethnic group.
- 4.10 The majority of households in the area have all adults who can speak English (95 per cent). 1 per cent of households have at least one adult but not all adults who have English as their main language (60 households), 3 per cent where No people have English as their main language (120 households), and 1 per cent of households where there are no adults in household, but at least one person aged 3 to 15 years, has English as a main language (30 households).
- 4.11 Over half the population (53 per cent) of the area answered in the 2021 Census that they were Christian; 38 per cent said they had no religion and 7 per cent did not answer. All other religions were less than 1 per cent (Buddhist, Hindu, Jewish, Muslim, Sikh and Other religion).
- 4.12 At the time of the 2021 Census, 89 per cent of residents aged 16 years and over in Newent and the surrounding area identified as Straight or Heterosexual, 1 per cent were Gay or Lesbian and another 1 per cent were Bisexual. 8 per cent did not answer the question.
- 4.13 39 per cent of the population were employed, mostly on a full-time basis making up 28 per cent of the 16 years and over population, a further 11 per cent were self-employed, both full and part time (7 per cent and 5 per cent, respectively\*). A quarter of residents were retired. 2 per cent were unemployed but looking for work. 3 per cent were looking after home or family and 3 per cent are long term sick or disabled. 11 per cent of the 16 years and over were students who were not working on top of their studies. This was much larger than any other area within these profiles.

Chart 4.13 Economic Activity Status percentages for Newent and the surrounding area



\*Note: some percentages do not sum due to rounding.

Source: TS066 - Economic activity status, 2021 Census, Office for National Statistics

Table 4.13 Economic activity status - numbers		Newent and surrounding areas
All usual residents aged 16 years and over		9,319
Economically Active*	Employee: Part-time	1,027
	Employee: Full-time	2,652
	Self-employed with & without employees: Part-time	436
	Self-employed with & without employees: Full-time	632
	Unemployed	161
	Economically active and a full-time student	283
Economically inactive	Retired	2,315
	Student	1,044
	Looking after home or family	323
	Long-term sick or disabled	253

\* Excluding full time students

Source: TS066 - Economic activity status, 2021 Census, Office for National Statistics

- 4.14 The average decile of Newent and the surrounding area for the overall Index of Multiple Deprivation for puts the area in the 60 per cent least deprived in the county.

This is similar for the deprivation across the sub-domains around Income, Employment, Health Deprivation and Disability, and Crime, roughly in the 70-80 per cent least deprived.

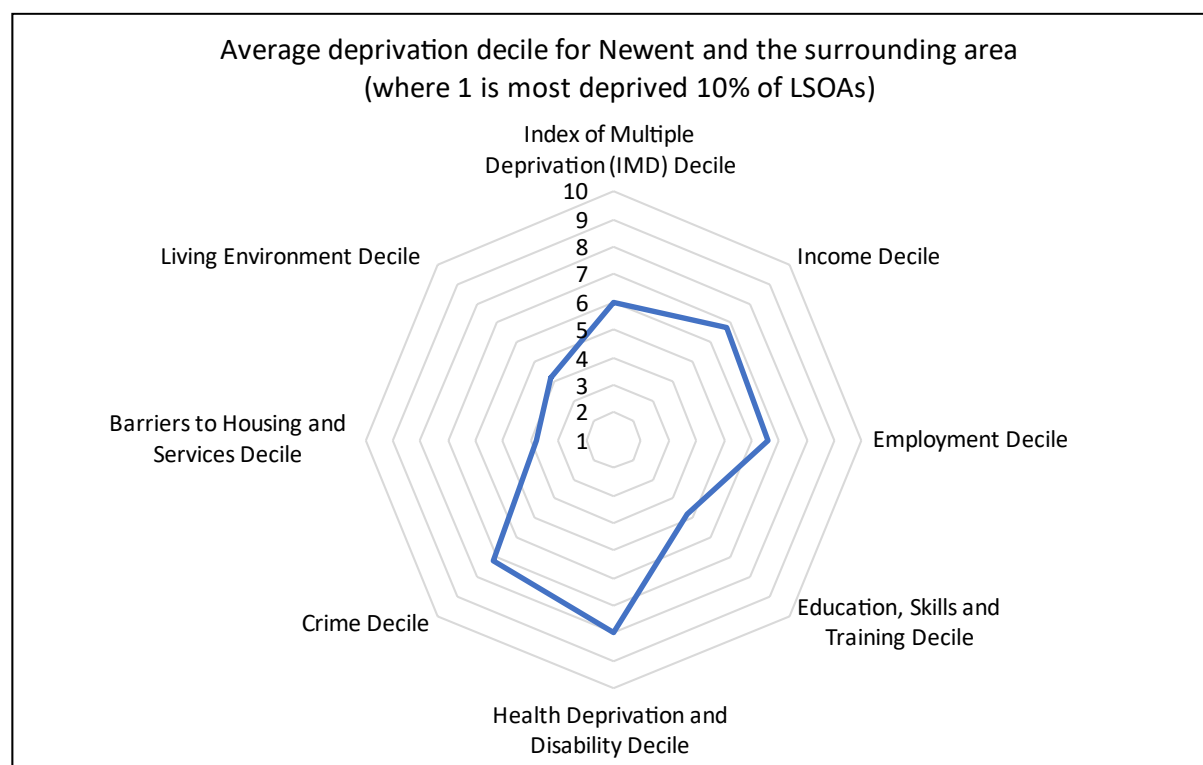
However, the Education, Skills and Training, Barriers to Housing and Services and Living Environment domains were lower with the combined areas making it within the 50 per cent most deprived for Education, Skills and Training and 40 per cent most deprived for Barriers to Housing and Services and Living Environment.

- The Education, Skills and Training Deprivation Domain measures the lack of attainment and skills in the local population, for both children and young people and adults.

- The Barriers to Housing and Services Domain measures the physical and financial accessibility of housing and local services, such as the physical proximity of local services, and issues relating to access to housing such as affordability.
- The Living Environment Deprivation Domain measures the quality of the local environment such as the quality of housing, and measures of air quality and road traffic accidents.



Chart 4.14 Average deprivation decile for Newent and the surrounding area



Source: The English indices of Deprivation 2019, Ministry of Housing, Communities & Local Government (MHCLG) by Oxford Consultants for Social Inclusion (OCSI) and Deprivation.org.

- 4.15 The average total household income for Newent and the surrounding area was £43,000. The average net annual household income after housing costs, reflecting money that could be used for other bills, food or leisure, was lower at £28,800. The difference between the two was £14,200.
- 4.16 Only 12 per cent of households in Newent and the surrounding area had no car or van. 37 per cent had 1 car or van and 51 per cent had 2 or more.
- 4.17 Local food insecurity data is not available for small areas, only on a national (UK) level.

18.4% of households nationally have experienced food insecurity in the past month. With food insecurity being measured by anyone who has had smaller meals than usual or skip meals because they couldn't afford or get access to food, ever been hungry but not eaten because they couldn't afford or get access to food or not eaten for a whole day because they couldn't afford or get access to food. In Newent and the surrounding area this would be equivalent to 797 households living with food insecurity in the last month (September 2022).

Nationally it suggested that 25.8 per cent of households with children that are experiencing food insecurity in the last month. In Newent and the surrounding area this would mean 325 households with children were experiencing food insecurity.

Nationally, 16 per cent of households without children experienced food insecurity in the last month, this would mean 532 households in Newent and the surrounding area.

## 5. Malvern and surrounding area

### Great Malvern from the Hills



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- 5.1 There are 33,256 usual residents who live in the area. 52 per cent of the population were female, 48 per cent male.
- 5.2 In terms of gender identity, 94 per cent of the population identified their gender as the same as sex registered at birth, 6 per cent did not answer the question and less than 1 per cent were those that Gender identity different from sex registered at birth but no specific identity given, or identified as a trans woman, a trans man or any other gender identity.
- 5.3 33 per cent of households in Malvern and the surrounding area are adult only households (less than 66 years old), 31 per cent are households made up of people of pensionable age (66 years and over) and 24 per cent of households contain dependent children.

Table 5.3 Household Type	Number	Per cent
Total: All households	14,787	
Adult only household (<66 years old)	4,845	33%
All household with people aged 66 years and over	4,512	31%
Lone pensioner	2,547	17%
All households with dependent children	3,561	24%
Lone parent with dependent children	882	6%

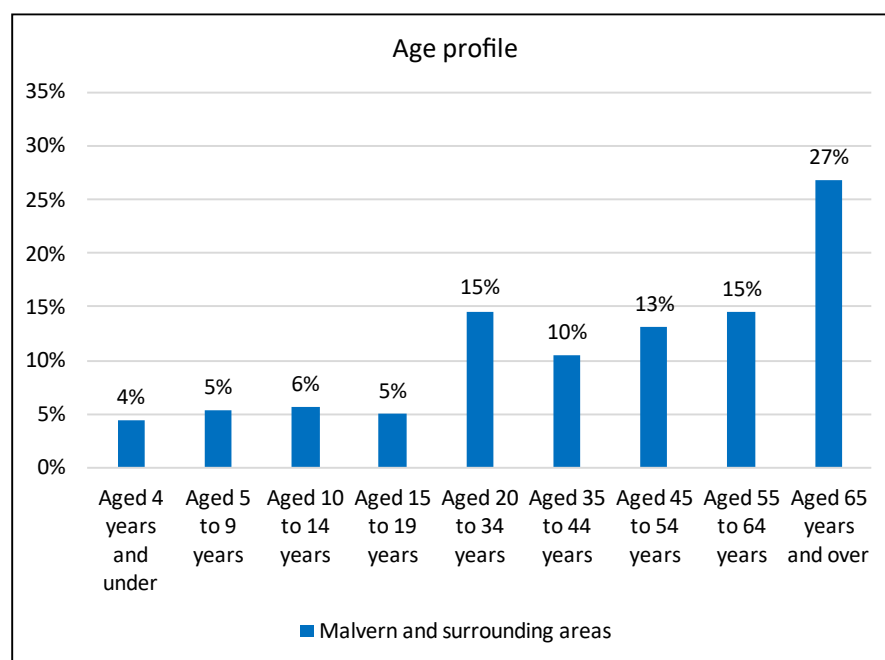
Source: TS003 - Household composition, 2021 Census, Office for National Statistics

- 5.4 The age structure of the Malvern and the surrounding areas is also quite young with just over a quarter of its population being aged 65 years and over. There is large adult population (38 per cent) and 20 per cent being aged 19 years and younger.

Table 5.4 Age structure	Number
Total	33,248
Aged 4 years and under	1,466
Aged 5 to 9 years	1,790
Aged 10 to 14 years	1,868
Aged 15 to 19 years	1,684
Aged 20 to 34 years	4,854
Aged 35 to 44 years	3,490
Aged 45 to 54 years	4,346
Aged 55 to 64 years	4,828
Aged 65 years and over	8,922

Source: TS007A - Age by five-year age bands, 2021 Census, Office for National Statistics

Chart 5.4 Age profile in percentages for Malvern and the surrounding area

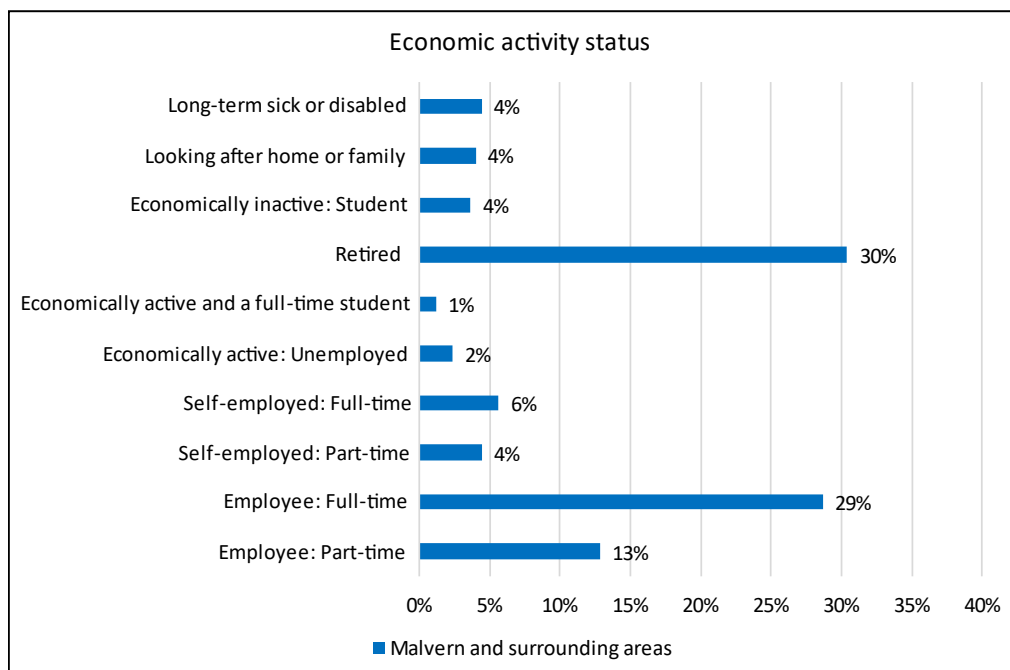


Source: TS007A - Age by five-year age bands, 2021 Census, Office for National Statistics

- 5.5 79 per cent of the population of Malvern Hills and the surrounding area described their general health as Good or Very good. Only 6 per cent described their health as Bad or Very bad.
- 5.6 71 per cent of the population are not disabled under the Equality Act and do not have any long-term physical or mental health conditions. Whereas 9 per cent (2,909 people) are disabled and their day-to-day activities are limited a lot.
- 5.7 The latest data from the Family Resources Survey 2019/20 suggests that nationally (UK) 49 per cent of disabled people have a mobility impairment, 36 per cent have difficulties with stamina, breathing and fatigue and 12 per cent have their vision impaired. 29 per cent of disabled people also suffer with their mental health. Note: respondents can report more than one impairment type.

- 5.8 Of those that define themselves as registered disabled according to the 2021 Census, if the same proportions of impairment types are assumed across the UK, this could mean that of the population in Malvern and the surrounding areas there are around:
- 3,460 that have a mobility impairment.
  - 2,540 people have difficulties with stamina, breathing and fatigue.
  - 850 have their vision impaired.
  - 2,050 have a mental health disability.
- 5.9 92 per cent of the population of Malvern and the surrounding area are 'White: English, Welsh, Scottish, Northern Irish or British', the next highest Ethnic group was 'Other White' with 3 per cent of the population (920 people). 2 per cent each in 'Asian, Asian British or Asian Welsh' and 'Mixed or Multiple ethnic groups'.
- 5.10 The majority of households in the area have all adults who can speak English (97 per cent). 1 per cent of households have at least one adult but not all adults who have English as their main language (220 households), 1 per cent where No people have English as their main language (120 households), and less than 1 per cent of households where there are no adults in household, but at least one person aged 3 to 15 years, has English as a main language (60 households).
- 5.11 Over half the population (51 per cent) of the area answered in the 2021 Census that they were Christian; 41 per cent said they had no religion and 6 per cent did not answer. 1 per cent of the population identified themselves as Muslim (220 people) or practicing an 'Other religion' (200 people). All other religions were less than 1 per cent (Buddhist, Hindu, Jewish and Sikh).
- 5.12 At the time of the 2021 Census, 90 per cent of residents aged 16 years and over in Malvern and the surrounding area identified as Straight or Heterosexual, 1 per cent were Gay or Lesbian and another 1 per cent were Bisexual. 7 per cent did not answer the question.
- 5.13 41 per cent of the population were employed, mostly on a full-time basis making up 29 per cent of the 16 years and over population, a further 10 per cent were self-employed, both full and part time (6 per cent and 4 per cent, respectively). Nearly a third of residents were retired. 2 per cent were unemployed but looking for work. 4 per cent were looking after home or family and 4 per cent are long term sick or disabled.

Chart 5.13 Economic Activity Status percentages for Malvern and the surrounding area



Source: TS066 - Economic activity status, 2021 Census, Office for National Statistics

Table 5.13 Economic activity status - numbers		Malvern and surrounding areas
All usual residents aged 16 years and over		27,771
Economically Active*	Employee: Part-time	3,562
	Employee: Full-time	7,961
	Self-employed with & without employees: Part-time	1,235
	Self-employed with & without employees: Full-time	1,565
	Unemployed	661
	Economically active and a full-time student	331
Economically inactive	Retired	8,450
	Student	1,016
	Looking after home or family	1,105
	Long-term sick or disabled	1,231

\* Excluding full time students

Source: TS066 - Economic activity status, 2021 Census, Office for National Statistics

5.14 The average decile of Malvern and the surrounding area for the overall Index of Multiple Deprivation for puts the area in the 60 per cent least deprived in the county.

This is similar for the deprivation across the sub-domains around Income, Education, Skills and Training, Health Deprivation and Disability, Crime and Living Environment, roughly in the 60-70 per cent least deprived.

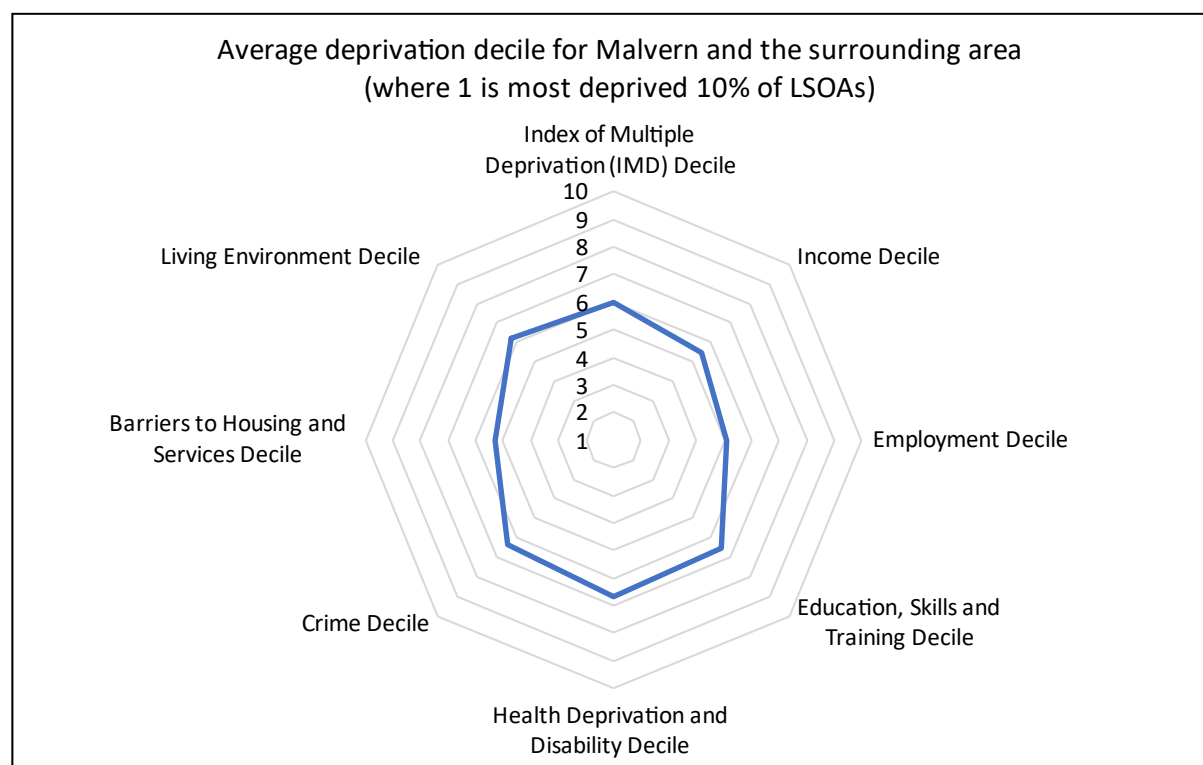
However, the Employment and Barriers to Housing and Services domains were lower with the combined areas making it within the 50 per cent most deprived.

Despite the area as a whole being in the 50 per cent least deprived area, for 6 out of the 8 indices there are smaller LSOA areas that are within the 10 per cent most deprived in England, suggesting that there is wide variability within Malvern and the surrounding area in terms of deprivation.

- The Employment Deprivation Domain measures the proportion of the working-age population in an area involuntarily excluded from the labour market. This includes people who would like to work but are unable to do so due to unemployment, sickness or disability, or caring responsibilities.
- The Barriers to Housing and Services Domain measures the physical and financial accessibility of housing and local services, such as the physical proximity of local services, and issues relating to access to housing such as affordability.



Chart 5.14 Average deprivation decile for Malvern and the surrounding area



Source: The English indices of Deprivation 2019, Ministry of Housing, Communities & Local Government (MHCLG) by Oxford Consultants for Social Inclusion (OCSI) and Deprivation.org.

- 5.15 The average total household income for Malvern and the surrounding area was £42,800. The average net annual household income after housing costs, reflecting money that could be used for other bills, food or leisure, was lower at £29,800. The difference between the two was £13,000.
- 5.16 Only 16 per cent of households in Malvern and the surrounding area had no car or van. 41 per cent had 1 car or van and 43 per cent had 2 or more.
- 5.17 Local food insecurity data is not available for small areas, only on a national (UK) level.

18.4% of households nationally have experienced food insecurity in the past month. With food insecurity being measured by anyone who has had smaller meals than usual or skip meals because they couldn't afford or get access to food, ever been hungry but not eaten because they couldn't afford or get access to food or not eaten for a whole day because they couldn't afford or get access to food. In Malvern and the surrounding area this would be equivalent to 2,721 households living with food insecurity in the last month (September 2022).

Nationally it suggested that 25.8 per cent of households with children that are experiencing food insecurity in the last month. In Malvern and the surrounding area this would mean 1,146 households with children were experiencing food insecurity.

Nationally, 16 per cent of households without children experienced food insecurity in the last month, this would mean 1,905 households in Malvern and the surrounding area.

## 6. Pershore and surrounding area

### The High Street, Pershore



"File:The High Street, Pershore - geograph.org.uk - 305983.jpg" by Philip Halling is licensed under CC BY-SA 2.0.

- 6.1 There are 17,765 usual residents who live in the area. 52 per cent of the population were female, 48 per cent male.
- 6.2 In terms of gender identity, 95 per cent of the population identified their gender as the same as sex registered at birth, 4 per cent did not answer the question and less than 1 per cent were those that gender identity different from sex registered at birth but no specific identity given, or identified as a trans woman, a trans man or any other gender identity.
- 6.3 33 per cent of households in Pershore and the surrounding area are adult only households (less than 66 years old), 31 per cent are households made up of people of pensionable age (66 years and over) and 24 per cent of households contain dependent children.

Table 6.3 Household Type	Number	Per cent
Total: All households	7,937	
Adult only household (<66 years old)	2,639	33%
All household with people aged 66 years and over	2,500	31%
Lone pensioner	1,265	16%
All households with dependent children	1,898	24%
Lone parent with dependent children	447	6%

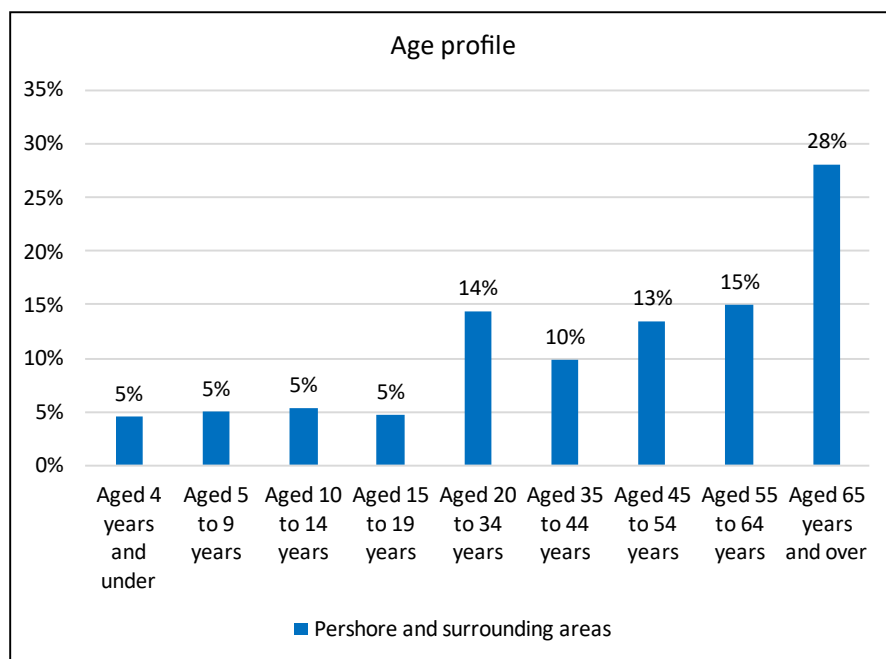
Source: TS003 - Household composition, 2021 Census, Office for National Statistics

- 6.4 The age structure of Pershore and the surrounding areas is also quite young with just over a quarter of its population being aged 65 years and over (28 per cent). There is large adult population (37 per cent) and 20 per cent being aged 19 years and younger.

Table 6.4 Age structure	Number
Total	17,761
Aged 4 years and under	812
Aged 5 to 9 years	884
Aged 10 to 14 years	937
Aged 15 to 19 years	837
Aged 20 to 34 years	2,542
Aged 35 to 44 years	1,740
Aged 45 to 54 years	2,373
Aged 55 to 64 years	2,650
Aged 65 years and over	4,986

Source: TS007A - Age by five-year age bands, 2021 Census, Office for National Statistics

Chart 6.4 Age profile in percentages for Pershore and surrounds



Source: TS007A - Age by five-year age bands, 2021 Census, Office for National Statistics

- 6.5 82 per cent of the population of Pershore and the surrounding area described their general health as Good or Very good. Only 5 per cent described their health as Bad or Very bad.
- 6.6 73 per cent of the population are not disabled under the Equality Act and do not have any long-term physical or mental health conditions. Whereas 8 per cent (1,333 people) are disabled and their day-to-day activities are limited a lot.
- 6.7 The latest data from the Family Resources Survey 2019/20 suggests that nationally (UK) 49 per cent of disabled people have a mobility impairment, 36 per cent have difficulties with stamina, breathing and fatigue and 12 per cent have their vision impaired. 29 per cent of disabled people also suffer with their mental health. Note: respondents can report more than one impairment type.

- 6.8 Of those that define themselves as registered disabled according to the 2021 Census, if the same proportions of impairment types are assumed across the UK, this could mean that of the population in Pershore and the surrounding areas there are around:
- 1,640 that have a mobility impairment.
  - 1,210 people have difficulties with stamina, breathing and fatigue.
  - 400 have their vision impaired.
  - 970 have a mental health disability.
- 6.9 94 per cent of the population of Pershore and the surrounding area are 'White: English, Welsh, Scottish, Northern Irish or British', the next highest Ethnic group was 'Other White' with 3 per cent of the population (450 people). 1 per cent each in 'Asian, Asian British or Asian Welsh' and 'Mixed or Multiple ethnic groups'.
- 6.10 The majority of households in the area have all adults who can speak English (98 per cent). 1 per cent of households have at least one adult but not all adults who have English as their main language (80 households), 1 per cent where No people have English as their main language (90 households), and less than 1 per cent of households where there are no adults in household, but at least one person aged 3 to 15 years, has English as a main language (20 households).
- 6.11 Over half the population (58 per cent) of the area answered in the 2021 Census that they were Christian; 35 per cent said they had no religion and 6 per cent did not answer. All other religions were less than 1 per cent (Buddhist, Hindu, Jewish, Muslim, Sikh and Other religion).
- 6.12 At the time of the 2021 Census, 92 per cent of residents aged 16 years and over in Pershore and the surrounding area identified as Straight or Heterosexual, 1 per cent were Gay or Lesbian and another 1 per cent were Bisexual. 6 per cent did not answer the question.
- 6.13 43 per cent of the population were employed, mostly on a full-time basis making up 31 per cent of the 16 years and over population, a further 10 per cent were self-employed, both full and part time (6 per cent and 4 per cent, respectively). Nearly a third of residents were retired. 2 per cent were unemployed but looking for work. 3 per cent were looking after home or family and 3 per cent are long term sick or disabled.

Chart 6.13 Economic Activity Status percentages for Pershore and the surrounding area

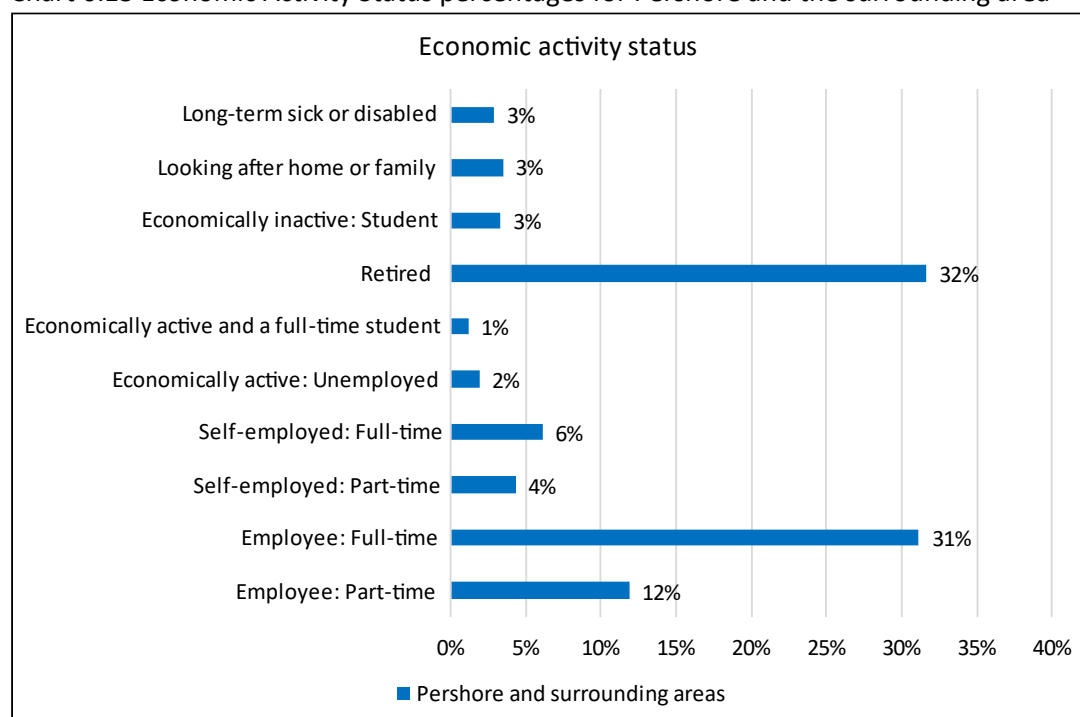


Table 6.13 Economic activity status - numbers		Pershore and surrounding areas
All usual residents aged 16 years and over		14,946
Economically Active*	Employee: Part-time	1,771
	Employee: Full-time	4,655
	Self-employed with & without employees: Part-time	643
	Self-employed with & without employees: Full-time	911
	Unemployed	282
	Economically active and a full-time student	172
Economically inactive	Retired	4,727
	Student	496
	Looking after home or family	517
	Long-term sick or disabled	433

\* Excluding full time students

Source: TS066 - Economic activity status, 2021 Census, Office for National Statistics

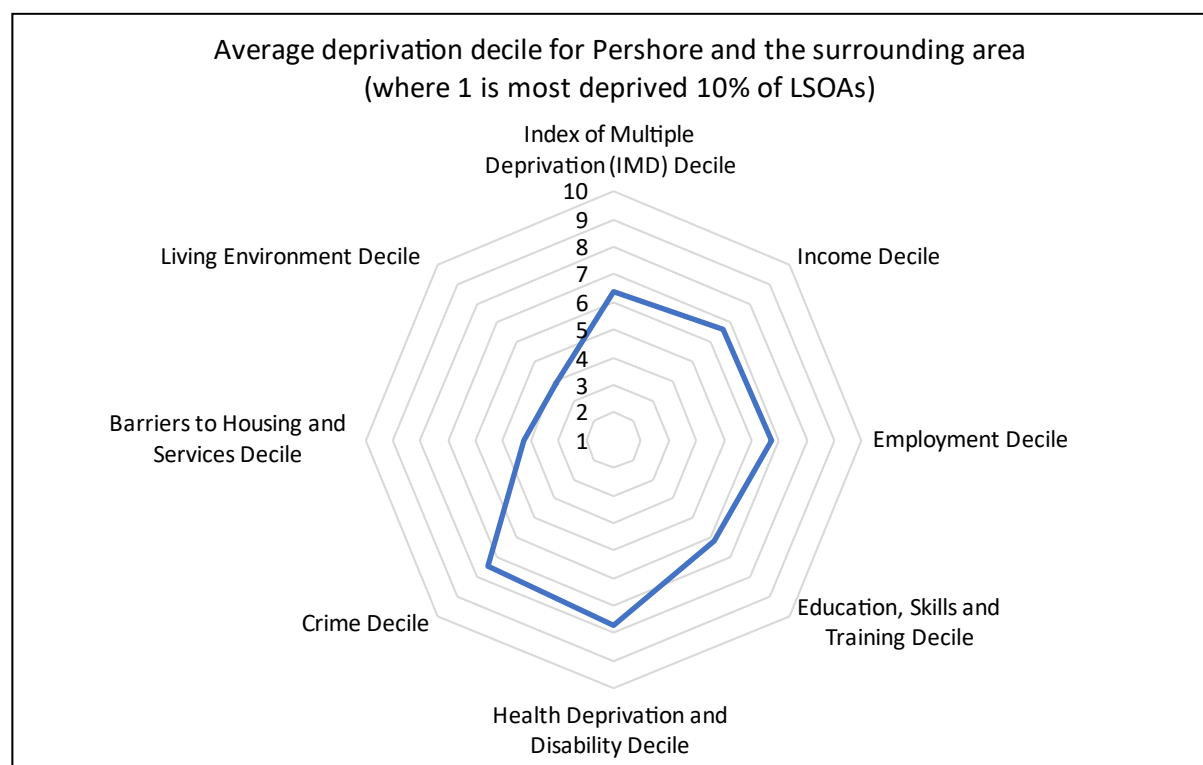
- 6.14 The average decile of Pershore and the surrounding area for the overall Index of Multiple Deprivation for puts the area in the 60 per cent least deprived in the county.

This is similar for the deprivation across the sub-domains around Income, Employment, Education, Skills and Training, Health Deprivation and Disability, and Crime, roughly in the 60-80 per cent least deprived.

However, the Barriers to Housing and Services and Living Environment domains were lower with the combined areas making it within the 40 per cent most deprived in England. Also, for the Barriers to Housing and Services domain, 4 out of the 11 LSOAs that make up this area are within the 10 most deprived in the country.

- The Barriers to Housing and Services Domain measures the physical and financial accessibility of housing and local services, such as the physical proximity of local services, and issues relating to access to housing such as affordability.
- The Living Environment Deprivation Domain measures the quality of the local environment such as the quality of housing, and measures of air quality and road traffic accidents.

Chart 6.14 Average deprivation decile for Pershore and the surrounding area



Source: The English indices of Deprivation 2019, Ministry of Housing, Communities & Local Government (MHCLG) by Oxford Consultants for Social Inclusion (OCSI) and Deprivation.org.

- 6.15 The average total household income for Pershore and the surrounding area was £46,100. The average net annual household income after housing costs, reflecting money that could be used for other bills, food or leisure, was lower at £31,000. The difference between the two was £15,100.
- 6.16 Only 12 per cent of households in Pershore and the surrounding area had no car or van. 38 per cent had 1 car or van and 51 per cent had 2 or more.
- 6.17 Local food insecurity data is not available for small areas, only on a national (UK) level.

18.4% of households nationally have experienced food insecurity in the past month. With food insecurity being measured by anyone who has had smaller meals than usual or skip meals because they couldn't afford or get access to food, ever been hungry but not eaten because they couldn't afford or get access to food or not eaten for a whole day because they couldn't afford or get access to food. In Pershore and the surrounding area this would be equivalent to 1,460 households living with food insecurity in the last month (September 2022).

Nationally it suggested that 25.8 per cent of households with children that are experiencing food insecurity in the last month. In Pershore and the surrounding area this would mean 605 households with children were experiencing food insecurity.

Nationally, 16 per cent of households without children experienced food insecurity in the last month, this would mean 1,025 households in Pershore and the surrounding area.



## 7. Tewkesbury and surrounding area

### Abbey from the Ham 'Tewkesbury'



"Abbey from the Ham 'Tewkesbury'" by Jayt74 is licensed under CC BY-SA 2.0. To view a copy of this license, visit <https://creativecommons.org/licenses/by-sa/2.0/?ref=openverse>.

- 7.1 There are 21,791 usual residents who live in the area. 51 per cent of the population were female, 49 per cent male.
- 7.2 In terms of gender identity, 94 per cent of the population identified their gender as the same as sex registered at birth, 5 per cent did not answer the question and less than 1 per cent were those that gender identity different from sex registered at birth, but no specific identity given, or identified as a trans woman, a trans man or any other gender identity.
- 7.3 Tewkesbury also has a slightly younger household profile, with 36 per cent of households being adult only households (less than 66 years old), 27 per cent are households made up of people of pensionable age (66 years and over) and 25 per cent of households contain dependent children.

Table 7.3 Household Type	Number	Per cent
Total: All households	9,766	
Adult only household (<66 years old)	3,488	36%
All household with people aged 66 years and over	2,639	27%
Lone pensioner	1,538	16%
All households with dependent children	2,446	25%
Lone parent with dependent children	483	5%

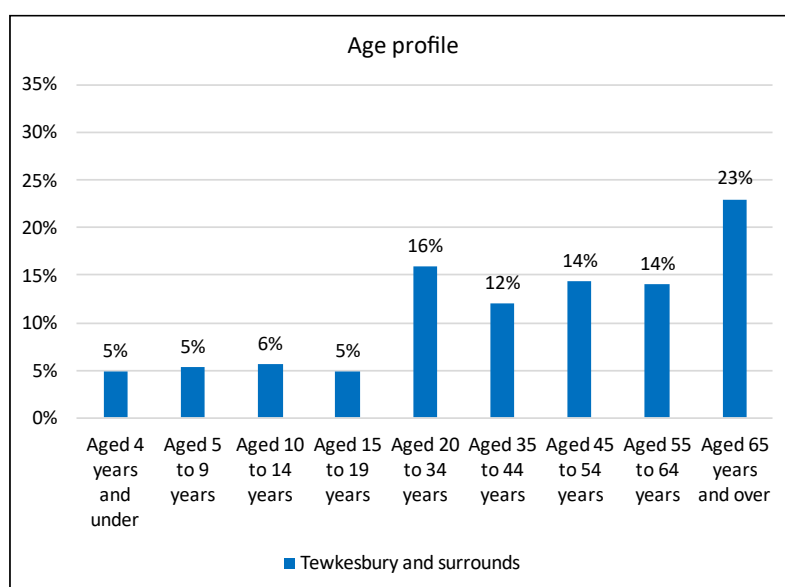
Source: TS003 - Household composition, 2021 Census, Office for National Statistics

- 7.4 42 per cent of the population of Tewkesbury and its surrounding areas were adults (aged 20- 64 years old). It has less than a quarter of the population being aged 65 years and over. 21 per cent of the population were children (aged 0- 19 years old).

Table 7.4 Age structure	Number
Total	21,800
Aged 4 years and under	1,057
Aged 5 to 9 years	1,171
Aged 10 to 14 years	1,239
Aged 15 to 19 years	1,059
Aged 20 to 34 years	3,465
Aged 35 to 44 years	2,618
Aged 45 to 54 years	3,126
Aged 55 to 64 years	3,048
Aged 65 years and over	5,017

Source: TS007A - Age by five-year age bands, 2021 Census, Office for National Statistics

Chart 7.4 Age profile in percentages for Tewkesbury and surrounds

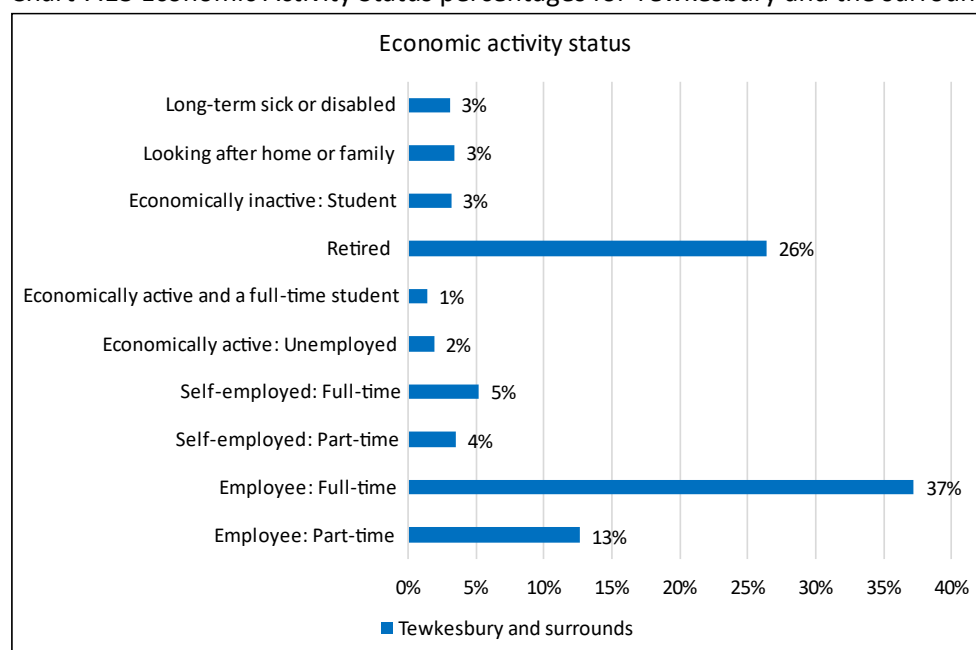


Source: TS007A - Age by five-year age bands, 2021 Census, Office for National Statistics

- 7.5 82 per cent of the population of Tewkesbury and the surrounding area described their general health as Good or Very good. Only 5 per cent described their health as Bad or Very bad.
- 7.6 75 per cent of the population are not disabled under the Equality Act and do not have any long-term physical or mental health conditions. Whereas 6 per cent (1,414 people) are disabled and their day-to-day activities are limited a lot.
- 7.7 The latest data from the Family Resources Survey 2019/20 suggests that nationally (UK) 49 per cent of disabled people have a mobility impairment, 36 per cent have difficulties with stamina, breathing and fatigue and 12 per cent have their vision impaired. 29 per cent of disabled people also suffer with their mental health. Note: respondents can report more than one impairment type.

- 7.8 Of those that define themselves as registered disabled according to the 2021 Census, if the same proportions of impairment types are assumed across the UK, this could mean that of the population in Tewkesbury and the surrounding areas there are around:
- 1,830 that have a mobility impairment.
  - 1,350 people have difficulties with stamina, breathing and fatigue.
  - 450 have their vision impaired.
  - 1,080 have a mental health disability.
- 7.9 92 per cent of the population of Tewkesbury and the surrounding area are 'White: English, Welsh, Scottish, Northern Irish or British', the next highest Ethnic group was 'Other White' with 4 per cent of the population (930 people). 1 per cent each in 'Asian, Asian British or Asian Welsh' and 'Mixed or Multiple ethnic groups'.
- 7.10 The majority of households in the area have all adults who can speak English (96 per cent). 1 per cent of households have at least one adult but not all adults who have English as their main language (150 households), 2 per cent where No people have English as their main language (210 households), and 1 per cent of households where there are no adults in household, but at least one person aged 3 to 15 years, has English as a main language (70 households).
- 7.11 Over half the population (51 per cent) of the area answered in the 2021 Census that they were Christian; 41 per cent said they had no religion and 6 per cent did not answer. 1 per cent of the population identified themselves as Muslim (120 people). All other religions were less than 1 per cent (Buddhist, Hindu, Jewish, Sikh and Other religion).
- 7.12 At the time of the 2021 Census, 91 per cent of residents aged 16 years and over in Tewkesbury and the surrounding area identified as Straight or Heterosexual, 1 per cent were Gay or Lesbian and another 1 per cent were Bisexual. 7 per cent did not answer the question.
- 7.13 50 per cent of the population were employed, mostly on a full-time basis making up 37 per cent of the 16 years and over population, a further 9 per cent were self-employed, both full and part time (5 per cent and 4 per cent, respectively). Just over a quarter of residents were retired. 2 per cent were unemployed but looking for work. 3 per cent were looking after home or family and 3 per cent are long term sick or disabled.

Chart 7.13 Economic Activity Status percentages for Tewkesbury and the surrounding area



Source: TS066 - Economic activity status, 2021 Census, Office for National Statistics

Table 7.13 Economic activity status - numbers		Tewkesbury and surrounds
All usual residents aged 16 years and over		18,123
Economically Active*	Employee: Part-time	2,290
	Employee: Full-time	6,750
	Self-employed with & without employees: Part-time	638
	Self-employed with & without employees: Full-time	946
	Unemployed	343
	Economically active and a full-time student	254
Economically inactive	Retired	4,784
	Student	571
	Looking after home or family	618
	Long-term sick or disabled	554

\* Excluding full time students

Source: TS066 - Economic activity status, 2021 Census, Office for National Statistics

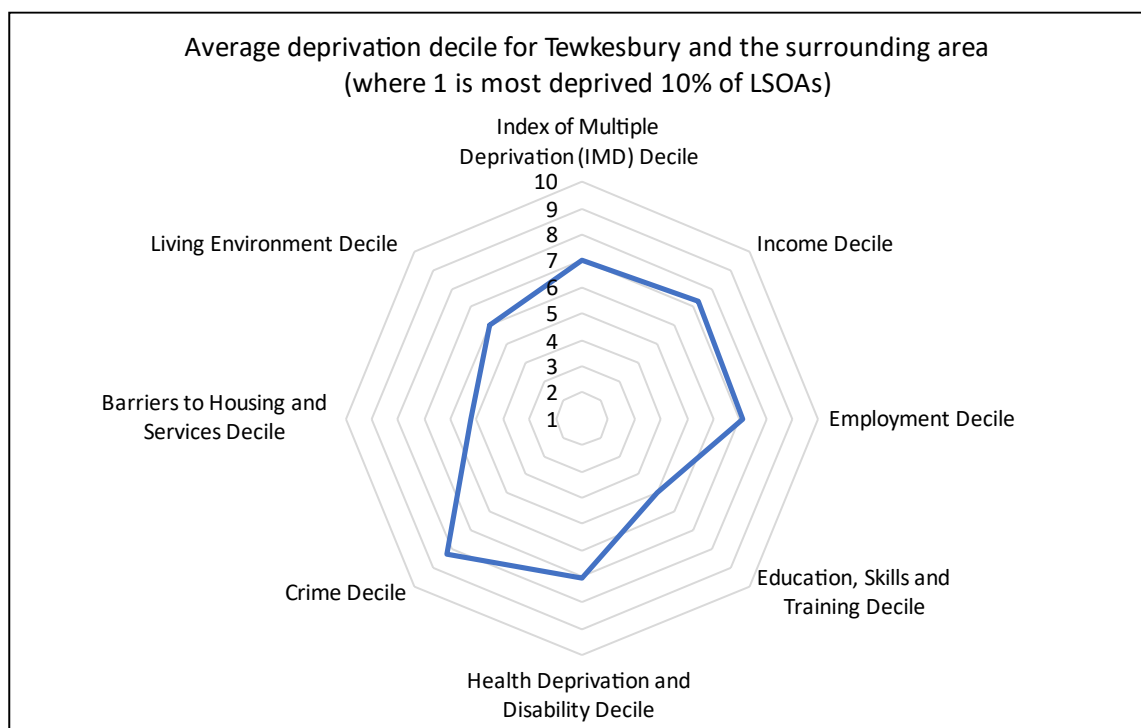
7.14 The average decile of Tewkesbury and the surrounding area for the overall Index of Multiple Deprivation puts the area in the 70 per cent least deprived in the county. This is similar for the deprivation across the sub-domains around Income, Employment, Health Deprivation and Disability, Crime and Living Environment roughly in the 60-80 per cent least deprived.

However, the Education, Skills and Training and Barriers to Housing and Services and domains were lower with the combined areas making it within the 50 per cent most deprived in England. Also, for the Education, Skills and Training domain, 3 out of the 14 LSOAs that make up this area are within the 10 most deprived in the country.

- The Education, Skills and Training Deprivation Domain measures the lack of attainment and skills in the local population, for both children and young people and adults.

- The Barriers to Housing and Services Domain measures the physical and financial accessibility of housing and local services, such as the physical proximity of local services, and issues relating to access to housing such as affordability.

Chart 7.14 Average deprivation decile for Tewkesbury and the surrounding area



Source: The English indices of Deprivation 2019, Ministry of Housing, Communities & Local Government (MHCLG) by Oxford Consultants for Social Inclusion (OCSI) and Deprivation.org.

- 7.15 The average total household income for Tewkesbury and the surrounding area was £47,800. The average net annual household income after housing costs, reflecting money that could be used for other bills, food or leisure, was lower at £30,700. The difference between the two was £17,100.
- 7.16 Only 15 per cent of households in Tewkesbury and the surrounding area had no car or van. 41 per cent had 1 car or van and 44 per cent had 2 or more.
- 7.17 Local food insecurity data is not available for small areas, only on a national (UK) level.

18.4% of households nationally have experienced food insecurity in the past month. With food insecurity being measured by anyone who has had smaller meals than usual or skip meals because they couldn't afford or get access to food, ever been hungry but not eaten because they couldn't afford or get access to food or not eaten for a whole day because they couldn't afford or get access to food. In Tewkesbury and the surrounding area this would be equivalent to 1,797 households living with food insecurity in the last month (September 2022).

Nationally it suggested that 25.8 per cent of households with children that are experiencing food insecurity in the last month. In Tewkesbury and the surrounding area this would mean 756 households with children were experiencing food insecurity.

Nationally, 16 per cent of households without children experienced food insecurity in the last month, this would mean 1,226 households in Tewkesbury and the surrounding area.



## 8. Upton upon Severn and surrounding area

**Tudor House Museum, Upton upon Severn**



"Tudor House Museum, Upton upon Severn - [geograph.org.uk](https://www.geograph.org.uk) - 2533444" by Bob Embleton is licensed under CC BY-SA 2.0. To view a copy of this license, visit <https://creativecommons.org/licenses/by-sa/2.0/?ref=openverse>.

- 8.1 There are 11,275 usual residents who live in the area. 52 per cent of the population were female, 48 per cent male.
- 8.2 In terms of gender identity, 95 per cent of the population identified their gender as the same as sex registered at birth, 5 per cent did not answer the question and less than 1 per cent were those that gender identity different from sex registered at birth, but no specific identity given, or identified as a trans woman, a trans man or any other gender identity.
- 8.3 33 per cent of households in Upton upon Severn and the surrounding area are adult only households (less than 66 years old), 32 per cent are households made up of people of pensionable age (66 years and over) and 24 per cent of households contain dependent children.

Table 8.3 Household Type	Number	Per cent
Total: All households	4,994	
Adult only household (<66 years old)	1,652	33%
All household with people aged 66 years and over	1,596	32%
Lone pensioner	816	16%
All households with dependent children	1,180	24%
Lone parent with dependent children	231	5%

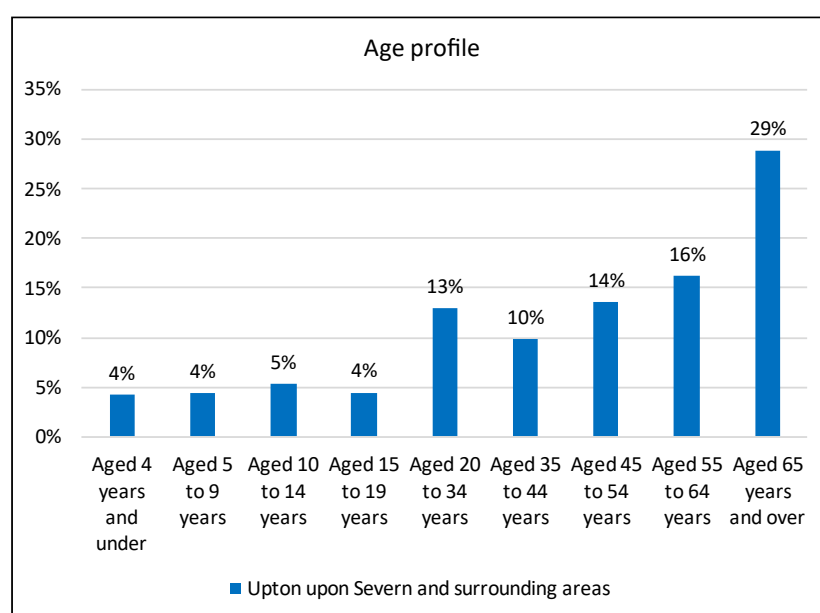
Source: TS003 - Household composition, 2021 Census, Office for National Statistics

- 8.4 The age structure of Upton upon Severn is older, with 29 per cent of the population being aged 65 years and over. 36 per cent were adults (20 to 64 years old) and 18 per cent were children (aged 19 years and under).

Table 8.4 Age structure	Number
Total	11,286
Aged 4 years and under	479
Aged 5 to 9 years	495
Aged 10 to 14 years	604
Aged 15 to 19 years	503
Aged 20 to 34 years	1,465
Aged 35 to 44 years	1,112
Aged 45 to 54 years	1,538
Aged 55 to 64 years	1,832
Aged 65 years and over	3,258

Source: TS007A - Age by five-year age bands, 2021 Census, Office for National Statistics

Chart 8.4 Age profile in percentages for Upton upon Severn and surrounds

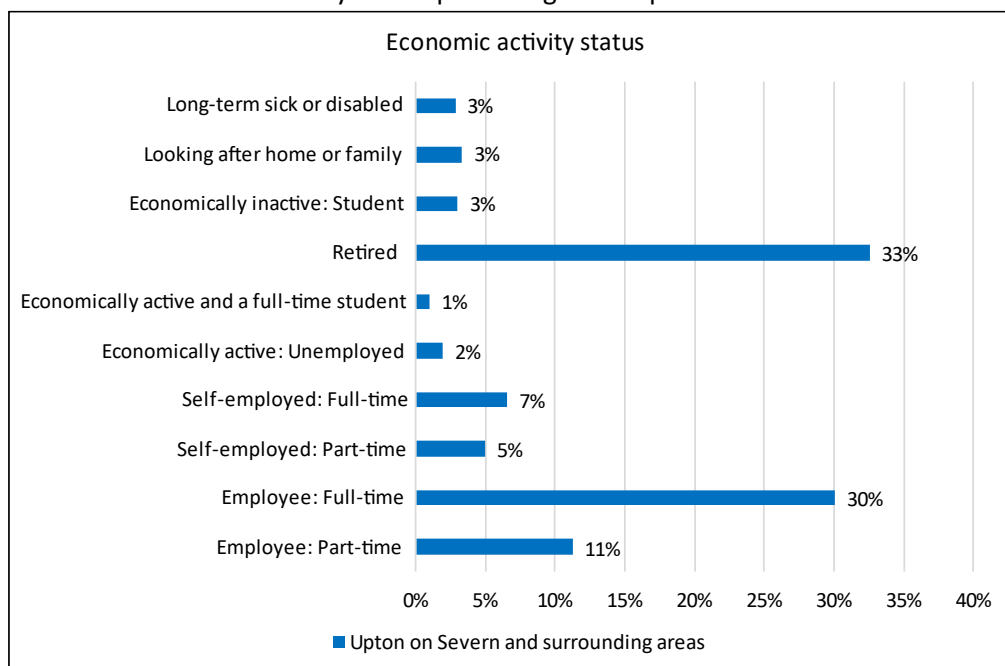


Source: TS007A - Age by five-year age bands, 2021 Census, Office for National Statistics

- 8.5 81 per cent of the population of Upton upon Severn and the surrounding area described their general health as Good or Very good. Only 5 per cent described their health as Bad or Very bad.
- 8.6 73 per cent of the population are not disabled under the Equality Act and do not have any long-term physical or mental health conditions. Whereas 8 per cent (878 people) are disabled and their day-to-day activities are limited a lot.
- 8.7 The latest data from the Family Resources Survey 2019/20 suggests that nationally (UK) 49 per cent of disabled people have a mobility impairment, 36 per cent have difficulties with stamina, breathing and fatigue and 12 per cent have their vision impaired. 29 per cent of disabled people also suffer with their mental health. Note: respondents can report more than one impairment type.

- 8.8 Of those that define themselves as registered disabled according to the 2021 Census, if the same proportions of impairment types are assumed across the UK, this could mean that of the population in Upton upon Severn and the surrounding areas there are around:
- 1,040 that have a mobility impairment.
  - 770 people have difficulties with stamina, breathing and fatigue.
  - 260 have their vision impaired.
  - 620 have a mental health disability.
- 8.9 95 per cent of the population of Upton upon Severn and the surrounding area are 'White: English, Welsh, Scottish, Northern Irish or British', the next highest Ethnic group was 'Other White' with 2 per cent of the population (190 people). 1 per cent each in 'Asian, Asian British or Asian Welsh', 'Mixed or Multiple ethnic groups' and 'White Irish'.
- 8.10 The majority of households in the area have all adults who can speak English (98 per cent). 1 per cent of households have at least one adult but not all adults who have English as their main language (50 households). There is less than 1 per cent of households where No people have English as their main language (20 households), or where there are no adults in household, but at least one person aged 3 to 15 years, has English as a main language (10 households).
- 8.11 Over half the population (57 per cent) of the area answered in the 2021 Census that they were Christian; 36 per cent said they had no religion and 6 per cent did not answer. 1 per cent of the population identified themselves as Muslim (60 people). All other religions were less than 1 per cent (Buddhist, Hindu, Jewish, Sikh and Other religion).
- 8.12 At the time of the 2021 Census, 92 per cent of residents aged 16 years and over in Upton-on-Severn and the surrounding area identified as Straight or Heterosexual, 1 per cent were Gay or Lesbian and another 1 per cent were Bisexual. 6 per cent did not answer the question.
- 8.13 41 per cent of the population were employed, mostly on a full-time basis making up 30 per cent of the 16 years and over population, a further 12 per cent were self-employed, both full and part time (7 per cent and 5 per cent, respectively). A third of residents were retired. 2 per cent were unemployed but looking for work. 3 per cent were looking after home or family and 3 per cent are long term sick or disabled.

Chart 8.13 Economic Activity Status percentages for Upton on Severn and the surrounding area



Source: TS066 - Economic activity status, 2021 Census, Office for National Statistics

Table 8.13 Economic activity status - numbers		Upton upon Severn and surrounding areas
All usual residents aged 16 years and over		9,588
Economically Active*	Employee: Part-time	1,077
	Employee: Full-time	2,881
	Self-employed with & without employees: Part-time	477
	Self-employed with & without employees: Full-time	629
	Unemployed	187
	Economically active and a full-time student	96
Economically inactive	Retired	3,119
	Student	289
	Looking after home or family	319
	Long-term sick or disabled	272

\* Excluding full time students

Source: TS066 - Economic activity status, 2021 Census, Office for National Statistics

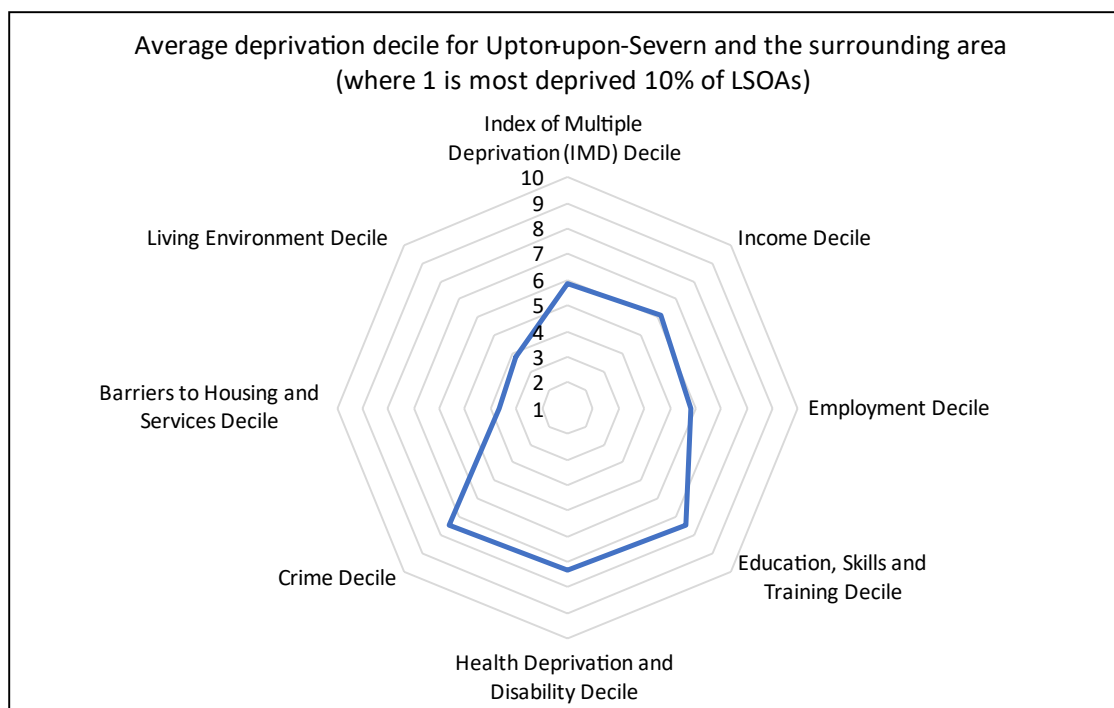
- 8.14 The average decile of Upton-upon-Severn and the surrounding area for the overall Index of Multiple Deprivation puts the area in the 60 per cent least deprived in the county.

This is similar for the deprivation across the sub-domains around Income, Employment, Education, Skills and Training, Health Deprivation and Disability, and Crime, roughly in the 60-80 per cent least deprived.

However, the Barriers to Housing and Services and Living Environment domains were lower with the combined areas making it within the 40 per cent most deprived in the country, with a number of areas being in the 10 per cent most deprived in the country for both of these domains.

- The Barriers to Housing and Services Domain measures the physical and financial accessibility of housing and local services, such as the physical proximity of local services, and issues relating to access to housing such as affordability.
- The Living Environment Deprivation Domain measures the quality of the local environment such as the quality of housing, and measures of air quality and road traffic accidents.

Chart 8.14 Average deprivation decile for Upton on Severn and the surrounding area



Source: The English indices of Deprivation 2019, Ministry of Housing, Communities & Local Government (MHCLG) by Oxford Consultants for Social Inclusion (OCSI) and Deprivation.org.

- 8.15 The average total household income for Upton upon Severn and the surrounding area was £43,900. The average net annual household income after housing costs, reflecting money that could be used for other bills, food or leisure, was lower at £29,700. The difference between the two was £14,200.
- 8.16 Only 9 per cent of households in Upton-upon-Severn and the surrounding area had no car or van, the lowest percentage across all the profiles. 42 per cent had 1 car or van and 55 per cent had 2 or more, the highest proportion with 2 or more cars or vans.
- 8.17 Local food insecurity data is not available for small areas, only on a national (UK) level.

18.4% of households nationally have experienced food insecurity in the past month. With food insecurity being measured by anyone who has had smaller meals than usual or skip meals because they couldn't afford or get access to food, ever been hungry but not eaten because they couldn't afford or get access to food or not eaten for a whole day because they couldn't afford or get access to food. In Upton upon Severn and the surrounding area this would be equivalent to 919 households living with food insecurity in the last month (September 2022).

Nationally it suggested that 25.8 per cent of households with children that are experiencing food insecurity in the last month. In Upton upon Severn and the surrounding area this would mean 364 households with children were experiencing food insecurity.

Nationally, 16 per cent of households without children experienced food insecurity in the last month, this would mean 650 households in Upton upon Severn and the surrounding area.



## Surrounding Cities

### 9. Worcester

**View from Worcester Cathedral Tower towards Worcester Bridge**



*"View from Worcester Cathedral Tower towards Worcester Bridge" by Cathedral City Guide is licensed under CC BY-SA 2.0.*

- 9.1 There are 103,863 usual residents who live in the area. 51 per cent of the population were female, 49 per cent male.
- 9.2 In terms of gender identity, 94 per cent of the population identified their gender as the same as sex registered at birth, 6 per cent did not answer the question and less than 1 per cent were those that gender identity different from sex registered at birth but no specific identity given, or identified as a trans woman, a trans man or any other gender identity.
- 9.3 Worcester has a much younger household profile compared to Malvern Hills AONB and the other areas, with 38 per cent of households being adult only households (less than 66 years old), 21 per cent are households made up of people of pensionable age (66 years and over) and 27 per cent of households contain dependent children.

Table 9.3 Household Type	Number	Per cent
Total: All households	44,734	
Adult only household (<66 years old)	17,157	38%
All household with people aged 66 years and over	9,318	21%
Lone pensioner	5,554	12%
All households with dependent children	11,979	27%
Lone parent with dependent children	2,858	6%

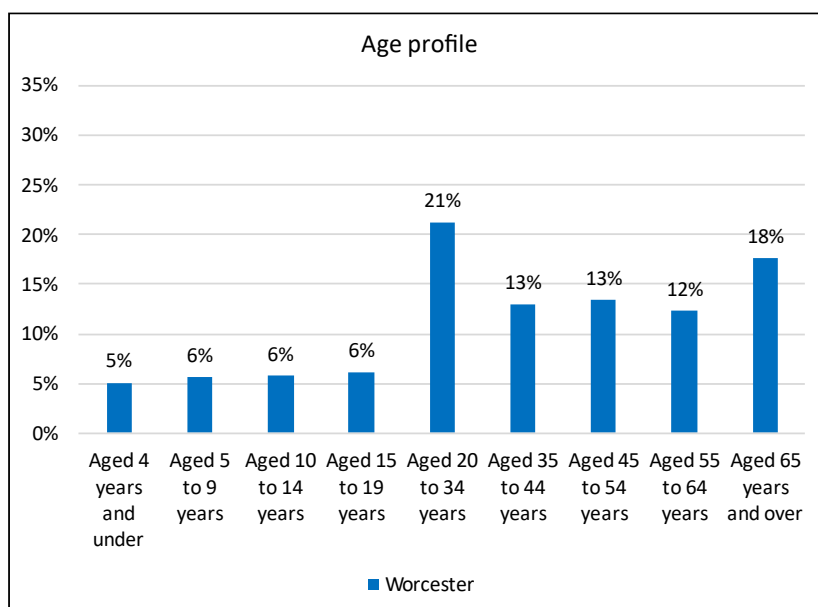
Source: TS003 - Household composition, 2021 Census, Office for National Statistics

- 10.4 The age structure of Worcester is very different from all the other areas within this profile, with the largest age band being aged 20 to 34 years old, 21 per cent. Following this, 18 per cent of the population were aged 65 years and over. There was also a large proportion of the population being aged 19 years and under, 23 per cent.

Table 9.4 Age structure	Number
Total	103,887
Aged 4 years and under	5,281
Aged 5 to 9 years	5,834
Aged 10 to 14 years	5,974
Aged 15 to 19 years	6,296
Aged 20 to 34 years	22,011
Aged 35 to 44 years	13,399
Aged 45 to 54 years	14,017
Aged 55 to 64 years	12,778
Aged 65 years and over	18,297

Source: TS007A - Age by five-year age bands, 2021 Census, Office for National Statistics

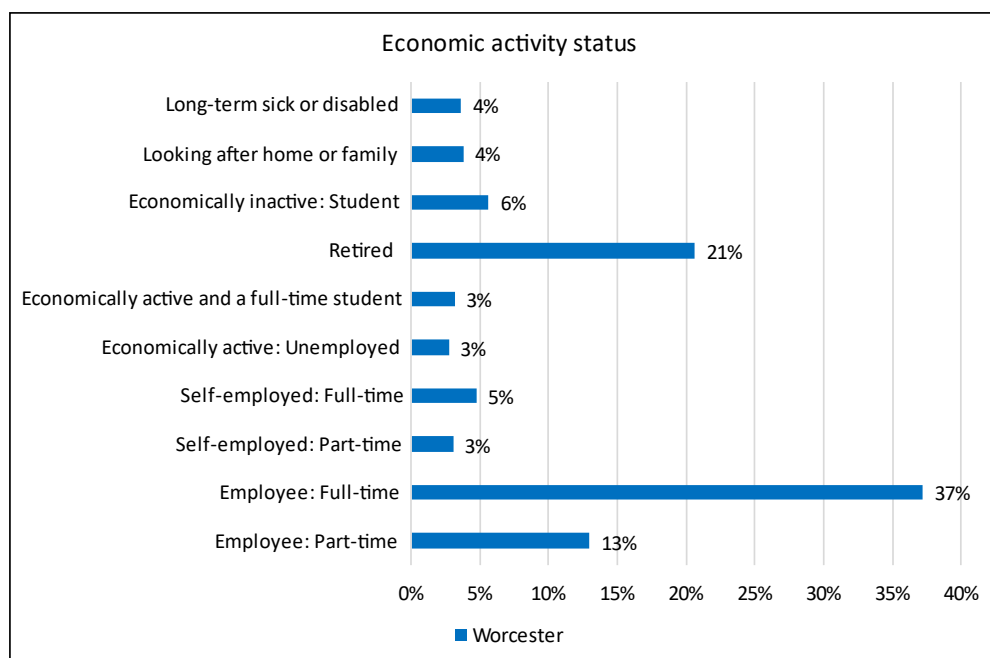
Chart 9.4 Age profile in percentages for Worcester



Source: TS007A - Age by five-year age bands, 2021 Census, Office for National Statistics

- 10.5 82 per cent of the population of Worcester described their general health as Good or Very good. Only 5 per cent described their health as Bad or Very bad.
- 10.6 75 per cent of the population are not disabled under the Equality Act and do not have any long-term physical or mental health conditions. Whereas 7 per cent (6,951 people) are disabled and their day-to-day activities are limited a lot.
- 10.7 The latest data from the Family Resources Survey 2019/20 suggests that nationally (UK) 49 per cent of disabled people have a mobility impairment, 36 per cent have difficulties with stamina, breathing and fatigue and 12 per cent have their vision impaired. 29 per cent of disabled people also suffer with their mental health. Note: respondents can report more than one impairment type.
- 10.8 Of those that define themselves as registered disabled according to the 2021 Census, if the same proportions of impairment types are assumed across the UK, this could mean that of the population in Worcester there are around:
- 8,910 that have a mobility impairment.
  - 6,550 people have difficulties with stamina, breathing and fatigue.
  - 2,180 have their vision impaired.
  - 5,280 have a mental health disability.
- 10.9 Worcester was one of the most ethnically diverse of the areas within this profile with 83 per cent of the population being 'White: English, Welsh, Scottish, Northern Irish or British'. The next highest ethnic groups were 'Other White' with 7 per cent of the population (6,820 people) and 'Asian, Asian British or Asian Welsh' with 6 per cent (5,870 people). 2 per cent were 'Mixed or Multiple ethnic groups' and 1 per cent each in 'Black, Black British, Black Welsh, Caribbean or African', 'White Irish' and 'Other' ethnic group.
- 10.10 The majority of households in the area have all adults who can speak English (91 per cent). 3 per cent of households have at least one adult but not all adults who have English as their main language (1,430 households), 5 per cent where No people have English as their main language (2,020 households), and 1 per cent of households where there are no adults in household, but at least one person aged 3 to 15 years, has English as a main language (520 households).
- 10.11 Less than half the population (49 per cent) of the area answered in the 2021 Census that they were Christian; 40 per cent said they had no religion and 6 per cent did not answer. 4 per cent of the population identified themselves as Muslim (4,230 people). All other religions were less than 1 per cent (Buddhist, Hindu, Jewish, Sikh and Other religion).
- 10.12 At the time of the 2021 Census, 89 per cent of residents aged 16 years and over in Worcester identified as Straight or Heterosexual, 2 per cent were Gay or Lesbian and another 2 per cent were Bisexual. 7 per cent did not answer the question.
- 10.13 50 per cent of the population were employed, mostly on a full-time basis making up 37 per cent of the 16 years and over population, a further 8 per cent were self-employed, both full and part time (5 per cent and 3 per cent, respectively). Just over a fifth of residents were retired. 3 per cent were unemployed but looking for work. 4 per cent were looking after home or family and 4 per cent are long term sick or disabled. 6 per cent of the population were students who were not working alongside their studies.

Chart 9.13 Economic Activity Status percentages for Worcester



Source: TS066 - Economic activity status, 2021 Census, Office for National Statistics

Table 9.13 Economic activity status - numbers		Worcester
All usual residents aged 16 years and over		85,625
Economically Active*	Employee: Part-time	11,097
	Employee: Full-time	31,832
	Self-employed with & without employees: Part-time	2,605
	Self-employed with & without employees: Full-time	4,054
	Unemployed	2,338
	Economically active and a full-time student	2,688
Economically inactive	Retired	17,657
	Student	4,840
	Looking after home or family	3,232
	Long-term sick or disabled	3,111

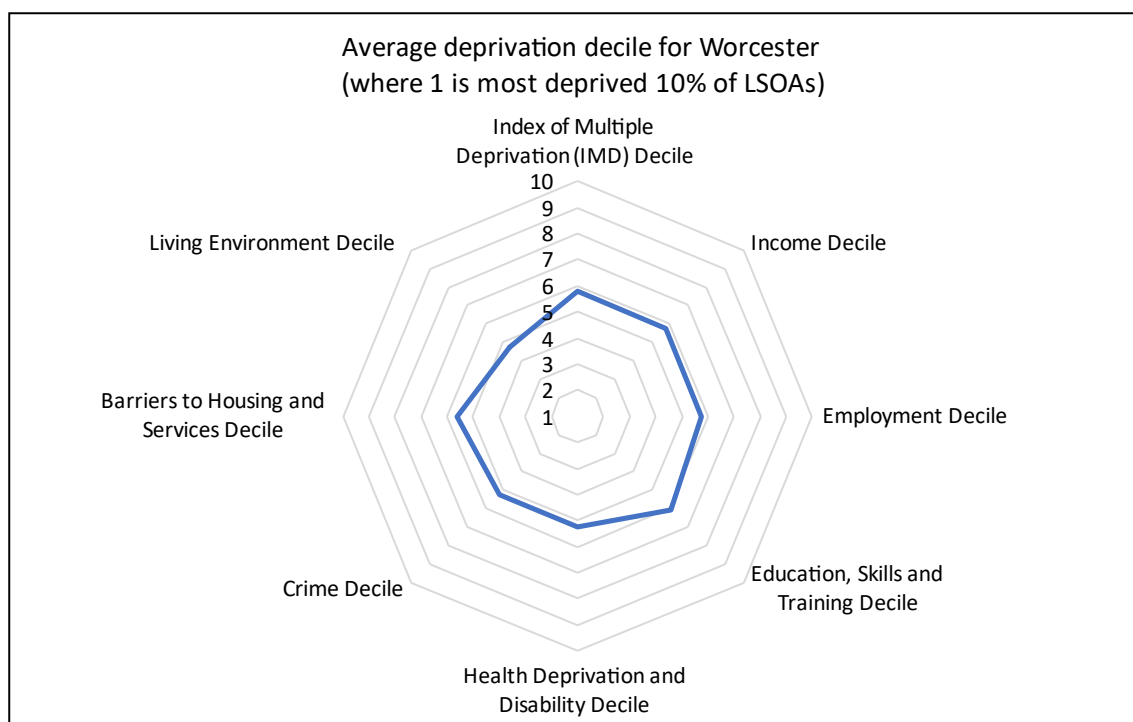
\* Excluding full time students

Source: TS066 - Economic activity status, 2021 Census, Office for National Statistics

10.14 The average decile of Worcester for the overall Index of Multiple Deprivation puts the area in the 60 per cent least deprived in the county. Although, there are many LSOA areas within Worcester that are within the 10 per cent most deprived in England for the overall Index of multiple deprivation as well as for some of the domains.

This is similar for the deprivation across the sub-domains around Income, Employment, Education, Skills and Training, Health Deprivation and Disability, Crime, Barriers to Housing and Services and Living Environment roughly in the 50-60 per cent least deprived.

Chart 9.14 Average deprivation decile for Worcester



Source: The English indices of Deprivation 2019, Ministry of Housing, Communities & Local Government (MHCLG) by Oxford Consultants for Social Inclusion (OCSI) and Deprivation.org.

- 10.15 The average total household income for Worcester was £44,200. The average net annual household income after housing costs, reflecting money that could be used for other bills, food or leisure, was lower at £26,800. The difference between the two was £17,400.
- 10.16 At the time of the 2021 Census, a fifth (20 per cent) of households in Worcester had no car or van. 42 per cent had 1 car or van and 37 per cent had 2 or more.
- 10.17 Local food insecurity data is not available for small areas, only on a national (UK) level.

18.4% of households nationally have experienced food insecurity in the past month. With food insecurity being measured by anyone who has had smaller meals than usual or skip meals because they couldn't afford or get access to food, ever been hungry but not eaten because they couldn't afford or get access to food or not eaten for a whole day because they couldn't afford or get access to food. In Worcester area this would be equivalent to 8,231 households living with food insecurity in the last month (September 2022).

Nationally it suggested that 25.8 per cent of households with children that are experiencing food insecurity in the last month. In Worcester this would mean 3,828 households with children were experiencing food insecurity.

Nationally, 16 per cent of households without children experienced food insecurity in the last month, this would mean 5,125 households in Worcester.



## 10. Hereford

**The Old House, High Town, Hereford**



"File:The Old House, High Town, Hereford - geograph.org.uk - 11172.jpg" by Ruth Harris is licensed under CC BY-SA 2.0. To view a copy of this license, visit <https://creativecommons.org/licenses/by-sa/2.0/ref=openverse>.

- 10.1 There are 58,331 usual residents who live in the area. 51 per cent of the population were female, 49 per cent male.
- 10.2 In terms of gender identity, 93 per cent of the population identified their gender as the same as sex registered at birth, 7 per cent did not answer the question and less than 1 per cent were those that gender identity different from sex registered at birth, but no specific identity given, or identified as a trans woman, a trans man or any other gender identity.
- 10.3 Hereford also has a younger household profile compared to Malvern Hills AONB and the other areas, with 37 per cent of households being adult only households (less than 66 years old), 23 per cent are households made up of people of pensionable age (66 years and over) and 27 per cent of households contain dependent children.

Table 10.3 Household Type	Number	Per cent
Total: All households	26,028	
Adult only household (<66 years old)	9,577	37%
All household with people aged 66 years and over	5,970	23%
Lone pensioner	3,760	14%
All households with dependent children	6,919	27%
Lone parent with dependent children	1,838	7%

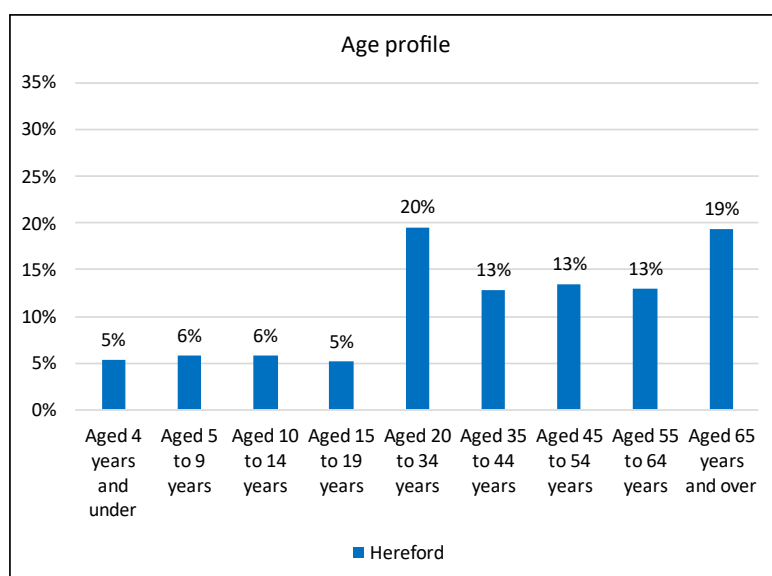
Source: TS003 - Household composition, 2021 Census, Office for National Statistics

- 11.4 The age structure of Hereford is similar to that of the surrounding cities near the Malvern Hills AONB but different from the AONB area itself. The largest age band being aged 20 to 34 years old, 20 per cent, followed by, 19 per cent of the population were aged 65 years and over. There was also a large proportion of the population being aged 19 years and under, 22 per cent.

Table 10.4 Age structure	Number
Total	58,315
Aged 4 years and under	3,113
Aged 5 to 9 years	3,338
Aged 10 to 14 years	3,397
Aged 15 to 19 years	3,010
Aged 20 to 34 years	11,383
Aged 35 to 44 years	7,470
Aged 45 to 54 years	7,813
Aged 55 to 64 years	7,544
Aged 65 years and over	11,247

Source: TS007A - Age by five-year age bands, 2021 Census, Office for National Statistics

Chart 10.4 Age profile in percentages for Hereford



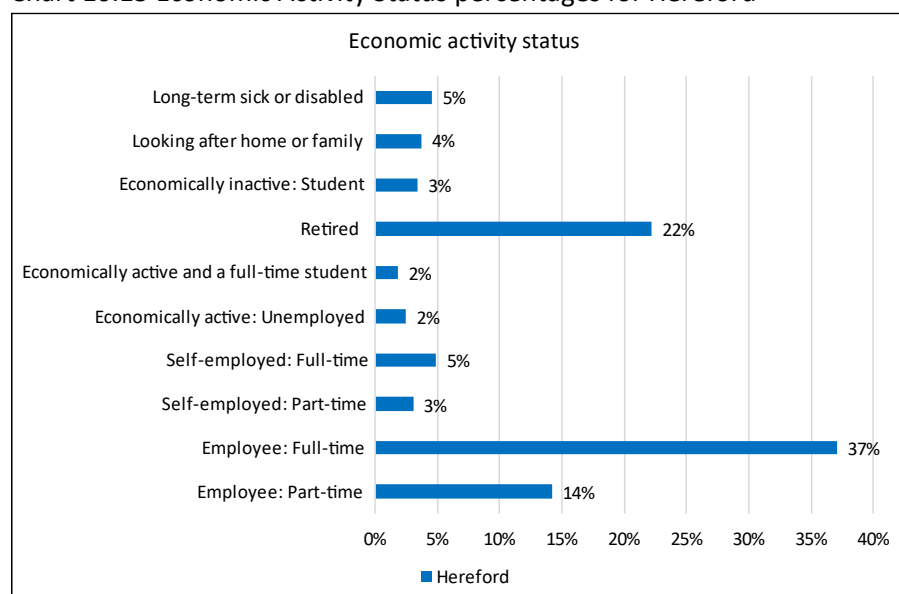
Source: TS007A - Age by five-year age bands, 2021 Census, Office for National Statistics

- 11.5 80 per cent of the population of Hereford described their general health as Good or Very good. Only 6 per cent described their health as Bad or Very bad.
- 11.6 75 per cent of the population are not disabled under the Equality Act and do not have any long-term physical or mental health conditions. Whereas 8 per cent (4,576 people) are disabled and their day-to-day activities are limited a lot.
- 11.7 The latest data from the Family Resources Survey 2019/20 suggests that nationally (UK) 49 per cent of disabled people have a mobility impairment, 36 per cent have difficulties with stamina, breathing and fatigue and 12 per cent have their vision impaired. 29 per cent of disabled people also suffer with their mental health. Note: respondents can report more than one impairment type.



- 11.8 Of those that define themselves as registered disabled according to the 2021 Census, if the same proportions of impairment types are assumed across the UK, this could mean that of the population in Hereford there are around:
- 5,300 that have a mobility impairment.
  - 3,890 people have difficulties with stamina, breathing and fatigue.
  - 1,300 have their vision impaired.
  - 3,140 have a mental health disability.
- 11.9 The majority of Hereford's population (86 per cent) were 'White: English, Welsh, Scottish, Northern Irish or British', and the next highest ethnic groups was 'Other White' with 8 per cent of the population (4,896 people). Two per cent of the population were 'Asian, Asian British or Asian Welsh' (1,223 people). 1 per cent each in were 'Mixed or Multiple ethnic groups' and 'Black, Black British, Black Welsh, Caribbean or African', and 'Other' ethnic group.
- 11.10 The majority of households in the area have all adults who can speak English (91 per cent). 2 per cent of households have at least one adult but not all adults who have English as their main language (580 households), 6 per cent where No people have English as their main language (1,450 households), and 1 per cent of households where there are no adults in household, but at least one person aged 3 to 15 years, has English as a main language (360 households).
- 11.11 Over half the population (53 per cent) of the area answered in the 2021 Census that they were Christian; 38 per cent said they had no religion and 7 per cent did not answer. 1 per cent of the population identified themselves as Muslim (450 people). All other religions were less than 1 per cent (Buddhist, Hindu, Jewish, Sikh and Other religion).
- 11.12 At the time of the 2021 Census, 89 per cent of residents aged 16 years and over in Hereford identified as Straight or Heterosexual, 1 per cent were Gay or Lesbian and another 1 per cent were Bisexual. 9 per cent did not answer the question.
- 11.13 51 per cent of the population were employed, one of the highest out of all the areas in these profiles. Most of the employee population worked on a full-time basis making up 37 per cent of the 16 years and over population, a further 8 per cent were self-employed, both full and part time (5 per cent and 3 per cent, respectively). Just over a fifth of residents were retired. 2 per cent were unemployed but looking for work. 4 per cent were looking after home or family and 5 per cent are long term sick or disabled.

Chart 10.13 Economic Activity Status percentages for Hereford



Source: TS066 - Economic activity status, 2021 Census, Office for National Statistics

Table 10.13 Economic activity status - numbers		Hereford
All usual residents aged 16 years and over		47,876
Economically Active*	Employee: Part-time	6,787
	Employee: Full-time	17,736
	Self-employed with & without employees: Part-time	1,455
	Self-employed with & without employees: Full-time	2,347
	Unemployed	1,186
	Economically active and a full-time student	873
Economically inactive	Retired	10,622
	Student	1,625
	Looking after home or family	1,765
	Long-term sick or disabled	2,183

\* Excluding full time students

Source: TS066 - Economic activity status, 2021 Census, Office for National Statistics

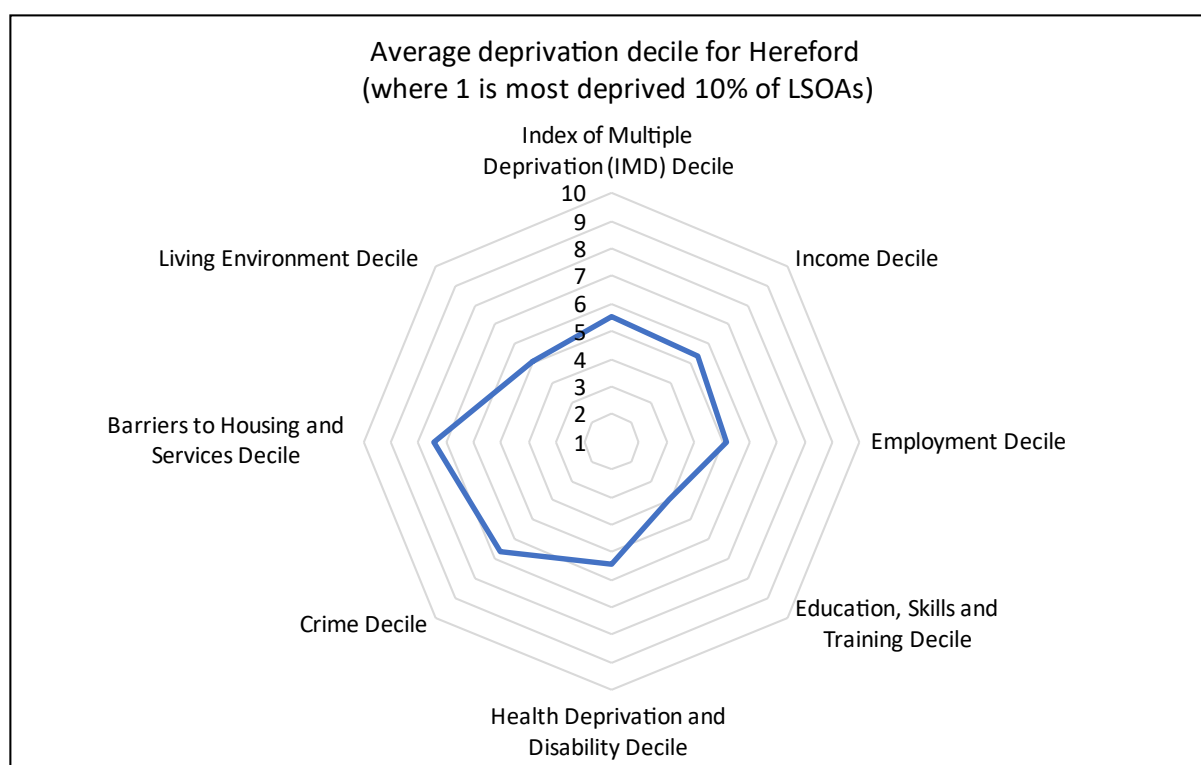
- 11.14 The average decile for Hereford for the overall Index of Multiple Deprivation puts the area in the 60 per cent least deprived in the county.

This is similar for the deprivation across the sub-domains around Income, Employment, Health Deprivation and Disability, Crime, Barriers to Housing and Services and Living Environment roughly in the 50-70 per cent least deprived.

However, the Education, Skills and Training domain was lower with the combined areas making it within the 40 per cent most deprived in England. Also, for the Education, Skills and Training domain, 5 of the 36 LSOAs that make up this area are within the 10 most deprived in the country.

- The Education, Skills and Training Deprivation Domain measures the lack of attainment and skills in the local population, for both children and young people and adults.

Chart 10.14 Average deprivation decile for Hereford



Source: The English indices of Deprivation 2019, Ministry of Housing, Communities & Local Government (MHCLG) by Oxford Consultants for Social Inclusion (OCSI) and Deprivation.org.

- 11.15 The average total household income for Hereford was £38,300. The average net annual household income after housing costs, reflecting money that could be used for other bills, food or leisure, was lower at £25,900. The difference between the two was £12,400.
- 11.16 At the time of the 2021 Census, over a fifth (22 per cent) of households in Hereford had no car or van. 45 per cent had 1 car or van and 33 per cent had 2 or more.
- 11.17 Local food insecurity data is not available for small areas, only on a national (UK) level.

18.4% of households nationally have experienced food insecurity in the past month. With food insecurity being measured by anyone who has had smaller meals than usual or skip meals because they couldn't afford or get access to food, ever been hungry but not eaten because they couldn't afford or get access to food or not eaten for a whole day because they couldn't afford or get access to food. In Hereford area this would be equivalent to 4,789 households living with food insecurity in the last month (September 2022).

Nationally it suggested that 25.8 per cent of households with children that are experiencing food insecurity in the last month. In Hereford this would mean 2,259 households with children were experiencing food insecurity.

Nationally, 16 per cent of households without children experienced food insecurity in the last month, this would mean 3,089 households in Hereford.

## 11. Gloucester

### Gloucester Waterways Museum - Gloucester Docks - boats - S.N.D. No. 4 and Sabrina



"Gloucester Waterways Museum - Gloucester Docks - boats - S.N.D. No. 4 and Sabrina 5" by ell brown is licensed under CC BY-SA 2.0. To view a copy of this license, visit <https://creativecommons.org/licenses/by-sa/2.0/?ref=openverse>.

- 11.1 There are 190,747 usual residents who live in the area. 51 per cent of the population were female, 49 per cent male.
- 11.2 In terms of gender identity, 94 per cent of the population identified their gender as the same as sex registered at birth, 6 per cent did not answer the question and less than 1 per cent were those that gender identity different from sex registered at birth, but no specific identity given, or identified as a trans woman, a trans man or any other gender identity.
- 11.3 Gloucester, similar to the other towns, has a younger household profile compared to Malvern Hills AONB and the other areas, with 37 per cent of households being adult only households (less than 66 years old), 21 per cent are households made up of people of pensionable age (66 years and over) and 28 per cent of households contain dependent children.

Table 11.3 Household Type	Number	Per cent
Total: All households	81,437	
Adult only household (<66 years old)	30,022	37%
All household with people aged 66 years and over	16,921	21%
Lone pensioner	10,215	13%
All households with dependent children	22,900	28%
Lone parent with dependent children	5,833	7%

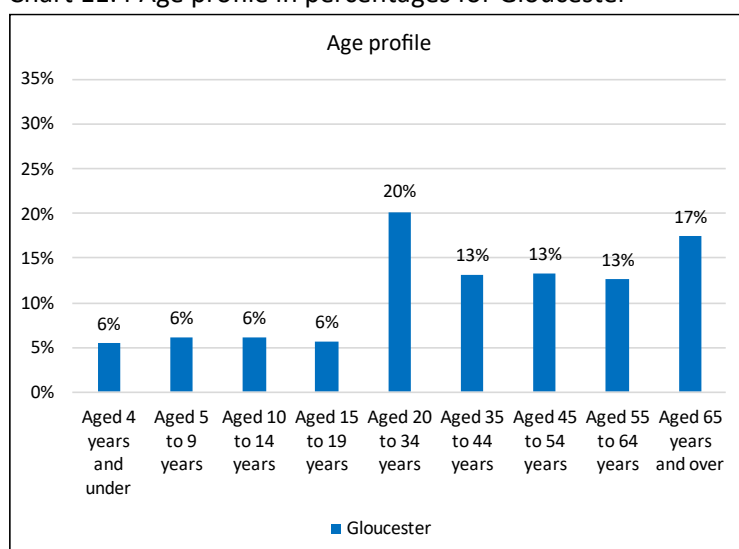
Source: TS003 - Household composition, 2021 Census, Office for National Statistics

- 11.4 The age structure of Gloucester is similar to that of the surrounding cities near the Malvern Hills AONB but different from the AONB area itself. The largest age band being aged 20 to 34 years old, 20 per cent, followed by, 17 per cent of the population were aged 65 years and over. There was also a large proportion of the population being aged 19 years and under, 23 per cent.

Table 11.4 Age structure	Number
Total	190,741
Aged 4 years and under	10,569
Aged 5 to 9 years	11,665
Aged 10 to 14 years	11,566
Aged 15 to 19 years	10,637
Aged 20 to 34 years	38,562
Aged 35 to 44 years	24,983
Aged 45 to 54 years	25,249
Aged 55 to 64 years	24,142
Aged 65 years and over	33,368

Source: TS007A - Age by five-year age bands, 2021 Census, Office for National Statistics

Chart 11.4 Age profile in percentages for Gloucester

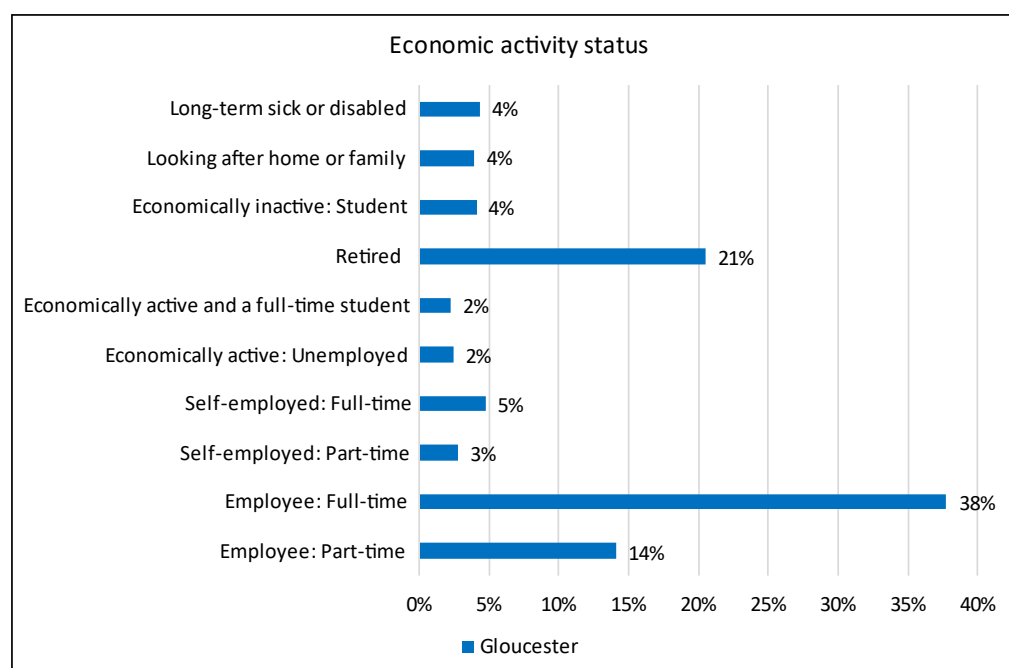


Source: TS007A - Age by five-year age bands, 2021 Census, Office for National Statistics. Note some figures do not add up to grouped totals due to rounding.

- 11.5 81 per cent of the population of Worcester described their general health as Good or Very good. Only 5 per cent described their health as Bad or Very bad.
- 11.6 75 per cent of the population are not disabled under the Equality Act and do not have any long-term physical or mental health conditions. Whereas 7 per cent (13,880 people) are disabled and their day-to-day activities are limited a lot.
- 11.7 The latest data from the Family Resources Survey 2019/20 suggests that nationally (UK) 49 per cent of disabled people have a mobility impairment, 36 per cent have difficulties with stamina, breathing and fatigue and 12 per cent have their vision impaired. 29 per cent of disabled people also suffer with their mental health. Note: respondents can report more than one impairment type.

- 11.8 Of those that define themselves as registered disabled according to the 2021 Census, if the same proportions of impairment types are assumed across the UK, this could mean that of the population in Worcester there are around:
- 16,610 that have a mobility impairment.
  - 12,200 people have difficulties with stamina, breathing and fatigue.
  - 4,070 have their vision impaired.
  - 9,830 have a mental health disability.
- 11.9 Gloucester was the most ethnically diverse of the areas within this profile with 80 per cent of the population being 'White: English, Welsh, Scottish, Northern Irish or British'. The next highest ethnic groups were 'Other White' with 7 per cent of the population (12,718 people) and 5 per cent of the population in 'Asian, Asian British or Asian Welsh' (9,778 people). 3 per cent of the population were in both of the following ethnic groups 'Mixed or Multiple ethnic groups' (5,788 people) and 'Black, Black British, Black Welsh, Caribbean or African' (5,134 people). 1 per cent each in 'White Irish' and 'Other' ethnic group.
- 11.10 The majority of households in the area have all adults who can speak English (91 per cent). 3 per cent of households have at least one adult but not all adults who have English as their main language (2,310 households), 5 per cent where No people have English as their main language (4,090 households), and 1 per cent of households where there are no adults in household, but at least one person aged 3 to 15 years, has English as a main language (1,140 households).
- 11.11 Less than half the population (49 per cent) of the area answered in the 2021 Census that they were Christian; 39 per cent said they had no religion and 6 per cent did not answer. 3 per cent of the population identified themselves as Muslim (6,650 people) and 1 per cent as Hindu (1,490 people). All other religions were less than 1 per cent (Buddhist, Jewish, Sikh and Other religion).
- 11.12 At the time of the 2021 Census, 90 per cent of residents aged 16 years and over in Gloucester identified as Straight or Heterosexual, 1 per cent were Gay or Lesbian and another 1 per cent were Bisexual. 7 per cent did not answer the question.
- 11.13 52 per cent of the population were employed, the highest out of all the areas in these profiles. Most of the employee population worked on a full-time basis making up 38 per cent of the 16 years and over population, a further 8 per cent were self-employed, both full and part time (5 per cent and 3 per cent, respectively). Just over a fifth of residents were retired. 2 per cent were unemployed but looking for work. 4 per cent were looking after home or family and 4 per cent are long term sick or disabled.

Chart 11.13 Economic Activity Status percentages for Gloucester



Source: TS066 - Economic activity status, 2021 Census, Office for National Statistics

Table 11.13 Economic activity status - numbers		Gloucester
All usual residents aged 16 years and over		154,819
Economically Active*	Employee: Part-time	21,855
	Employee: Full-time	58,488
	Self-employed with & without employees: Part-time	4,306
	Self-employed with & without employees: Full-time	7,373
	Unemployed	3,811
	Economically active and a full-time student	3,526
Economically inactive	Retired	31,749
	Student	6,345
	Looking after home or family	6,146
	Long-term sick or disabled	6,739

\* Excluding full time students

Source: TS066 - Economic activity status, 2021 Census, Office for National Statistics

11.14 The average decile for Gloucester for the overall Index of Multiple Deprivation for puts the area in the 50 per cent least deprived in the county. Although, there are many LSOA areas within Gloucester that are within the 10 per cent most deprived in England for the overall Index of multiple deprivation as well as for some of the domains.

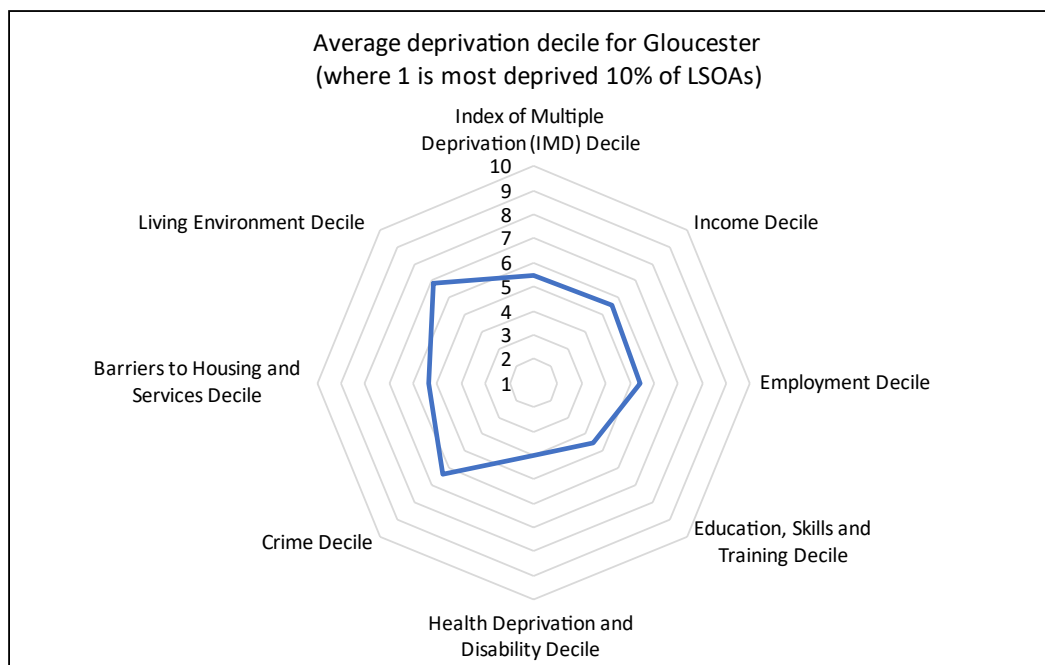
This is similar for the deprivation across the sub-domains around Income, Employment, Education, Skills and Training, Crime, Barriers to Housing and Services and Living Environment roughly in the 50-70 per cent least deprived.

However, the Health Deprivation and Disability domain was lower with the combined areas making it within the 40 per cent most deprived in England. Also, for the Health Deprivation and Disability domain, 11 of the 83 LSOAs that make up this area are within the 10 most deprived in the country.



- The Health Deprivation and Disability Domain measures the risk of premature death and the impairment of quality of life through poor physical or mental health. The domain measures morbidity, disability and premature mortality but not aspects of behaviour or environment that may be predictive of future health deprivation.

Chart 11.14 Average deprivation decile for Gloucester



Source: The English indices of Deprivation 2019, Ministry of Housing, Communities & Local Government (MHCLG) by Oxford Consultants for Social Inclusion (OCSI) and Deprivation.org.

- 11.15 The average total household income for Gloucester was £41,700. The average net annual household income after housing costs, reflecting money that could be used for other bills, food or leisure, was lower at £26,400. The difference between the two was £15,300.
- 11.16 At the time of the 2021 Census, 21 per cent of households in Gloucester had no car or van. 43 per cent had 1 car or van and 36 per cent had 2 or more.
- 11.17 Local food insecurity data is not available for small areas, only on a national (UK) level.

18.4% of households nationally have experienced food insecurity in the past month. With food insecurity being measured by anyone who has had smaller meals than usual or skip meals because they couldn't afford or get access to food, ever been hungry but not eaten because they couldn't afford or get access to food or not eaten for a whole day because they couldn't afford or get access to food. In Gloucester area this would be equivalent to 14,984 households living with food insecurity in the last month (September 2022).

Nationally it suggested that 25.8 per cent of households with children that are experiencing food insecurity in the last month. In Gloucester this would mean 7,413 households with children were experiencing food insecurity.

Nationally, 16 per cent of households without children experienced food insecurity in the last month, this would mean 9,145 households in Gloucester.

## Sources

- 0.1 TS001 - Number of usual residents in households and communal establishments, and TS008 – Sex, 2021 Census, Office for National Statistics
- 0.2 TS078 - Gender identity, MSOA level, 2021 Census, Office for National Statistics. Note some figures do not tally to 100% due to rounding.
- 0.3 TS003 - Household composition, 2021 Census, Office for National Statistics
- 0.4 TS007A - Age by five-year age bands, 2021 Census, Office for National Statistics
- 0.5 TS037 - General health, 2021 Census, Office for National Statistics
- 0.6 TS038 - Disability, 2021 Census, Office for National Statistics
- 0.7 Family Resources Survey 2019/20, March 2021, Department for Work & Pensions
- 0.8 Family Resources Survey 2019/20, March 2021, Department for Work & Pensions and TS038 - Disability, 2021 Census, Office for National Statistics
- 0.9 TS021 - Ethnic group, 2021 Census, Office for National Statistics
- 0.10 TS035 – Household language, 2021 Census, Office for National Statistics
- 0.11 TS030 – Religion, 2021 Census, Office for National Statistics
- 0.12 TS077 - Sexual orientation, MSOA level, 2021 Census, Office for National Statistics
- 0.13 TS045 - Car or van availability, 2021 Census, Office for National Statistics
- 0.14 TS066 - Economic activity status, 2021 Census, Office for National Statistics
- 0.15 The English indices of Deprivation 2019. The Indices of Deprivation 2019 have been constructed for the Ministry of Housing, Communities & Local Government (MHCLG) by Oxford Consultants for Social Inclusion (OCSI) and Deprivation.org. See more detail below.
- 0.16 Income estimates for small areas, England & Wales, financial year ending 2018, Office for National Statistics, © Crown copyright 2020.
- 0.17 TS045 - Car or van availability, 2021 Census, Office for National Statistics
- 0.18 Food Insecurity Tracking. From an online survey of 4280 adults in the United Kingdom conducted on 21st to 23rd September 2022 by YouGov Plc. Data presented by The Food Foundation and the London School of Hygiene and Tropical Medicine. See more detail below. <https://foodfoundation.org.uk/initiatives/food-insecurity-tracking#tabs/Round-11->

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The **Index of Multiple Deprivation (IMD)** is an overall relative measure of deprivation constructed by combining seven domains of deprivation according to their respective weights, as described below.

The seven domains of deprivation are as follows:

- The **Income Deprivation** Domain measures the proportion of the population experiencing deprivation relating to low income. The definition of low income used includes both those people that are out-of-work, and those that are in work but who have low earnings (and who satisfy the respective means tests).
- The **Employment Deprivation** Domain measures the proportion of the working-age population in an area involuntarily excluded from the labour market. This includes people who would like to work but are unable to do so due to unemployment, sickness or disability, or caring responsibilities.
- The **Education, Skills and Training Deprivation** Domain measures the lack of attainment and skills in the local population. The indicators fall into two sub-domains: one relating to children and young people and one relating to adult skills.

- The **Health Deprivation and Disability** Domain measures the risk of premature death and the impairment of quality of life through poor physical or mental health. The domain measures morbidity, disability and premature mortality but not aspects of behaviour or environment that may be predictive of future health deprivation.
- The **Crime** Domain measures the risk of personal and material victimisation at local level.
- The **Barriers to Housing and Services** Domain measures the physical and financial accessibility of housing and local services. The indicators fall into two sub-domains: 'geographical barriers', which relate to the physical proximity of local services, and 'wider barriers' which includes issues relating to access to housing such as affordability.
- The **Living Environment Deprivation** Domain measures the quality of the local environment. The indicators fall into two sub-domains. The 'indoors' living environment measures the quality of housing, while the 'outdoors' living environment contains measures of air quality and road traffic accidents.

**LSOAs** (Lower-layer Super Output Areas) are small areas designed to be of a similar population size, with an average of approximately 1,500 residents or 650 households. There are 32,844 Lower-layer Super Output Areas (LSOAs) in England. They were produced by the Office for National Statistics for the reporting of small area statistics.

For each measure, the LSOA with a **rank** of 1 is the most deprived and the LSOA with a rank of 32,844 is the least deprived.

The **deciles** are calculated by ranking the 32,844 LSOAs in England from most deprived to least deprived and dividing them into 10 equal groups. LSOAs in decile 1 fall within the most deprived 10% of LSOAs nationally and LSOAs in decile 10 fall within the least deprived 10% of LSOAs nationally.

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## Measuring Food Insecurity

We asked three questions to assess whether people were food insecure.

If they answered yes to any of these three questions, they are classified as food insecure:

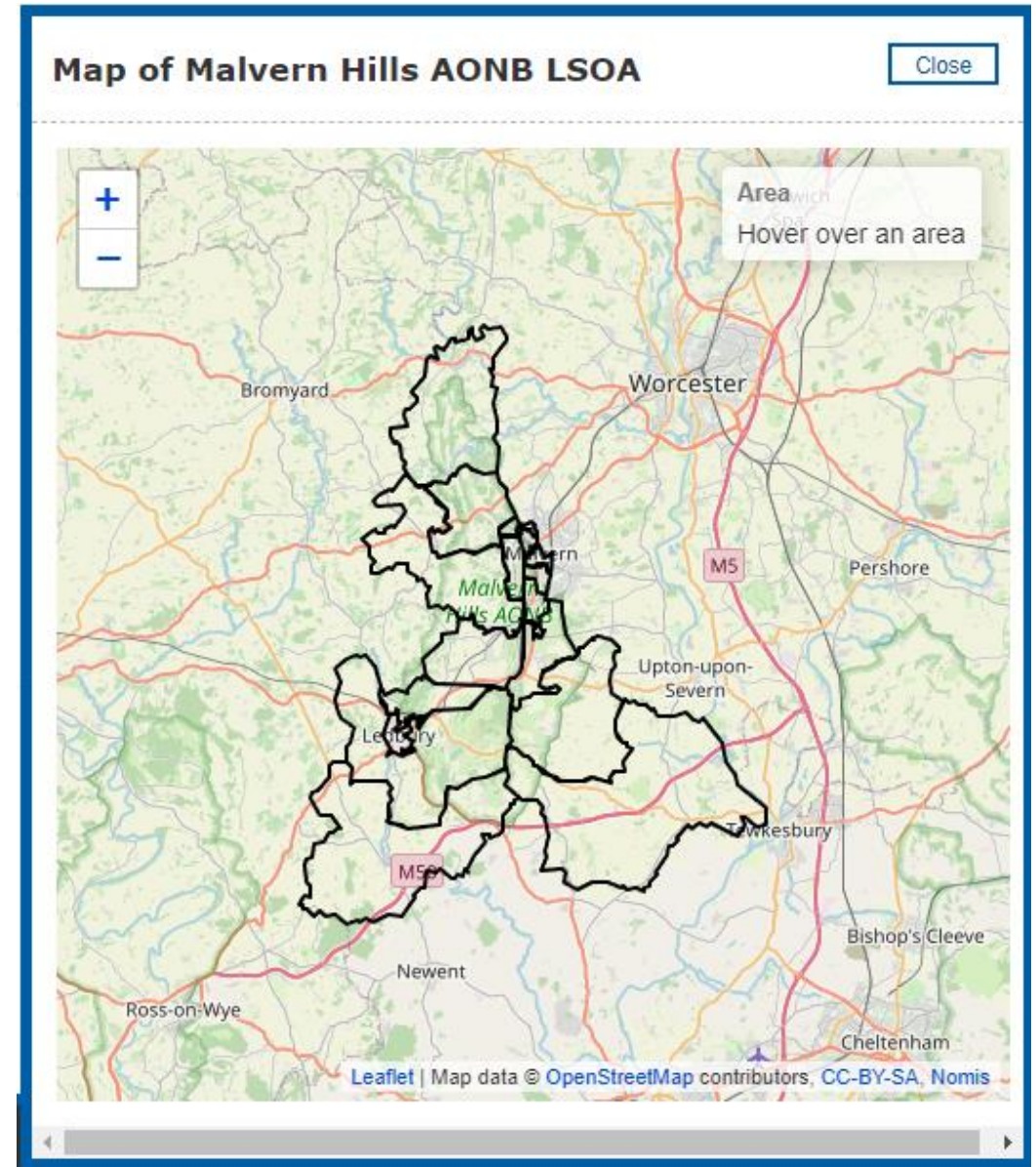
Have you/anyone else in your household:

1. had smaller meals than usual or skip meals because you couldn't afford or get access to food?
  2. ever been hungry but not eaten because you couldn't afford or get access to food?
  3. not eaten for a whole day because you couldn't afford or get access to food?
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## Appendix 1: LSOA areas in each area

### Malvern Hills AONB

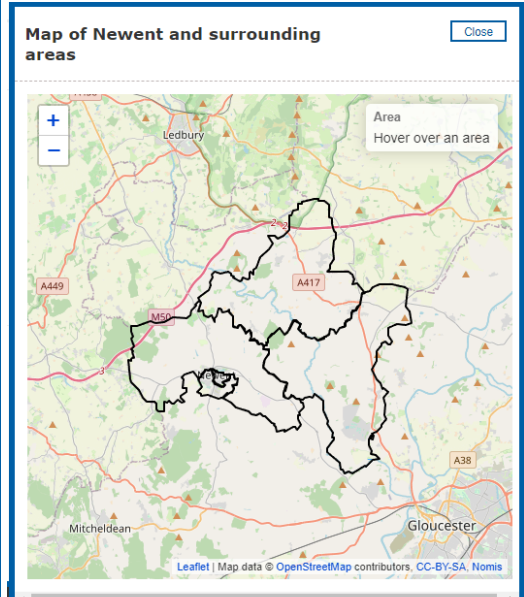
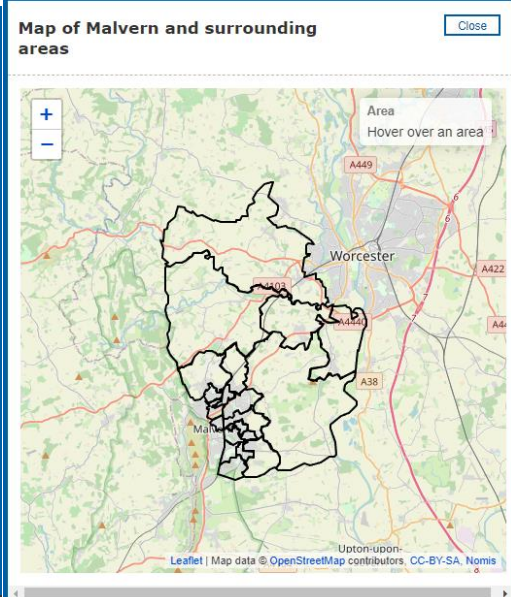
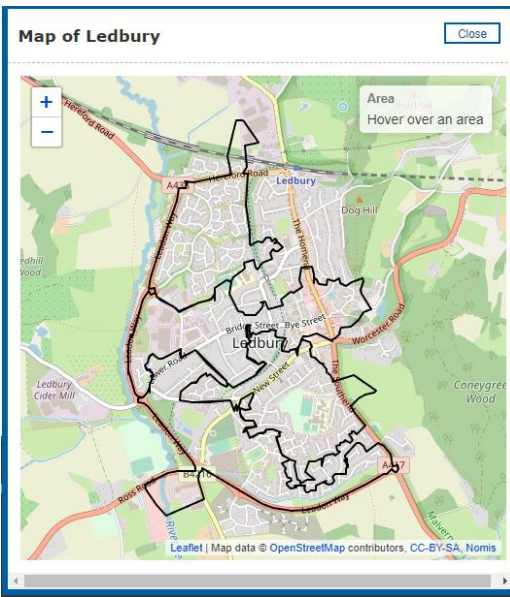
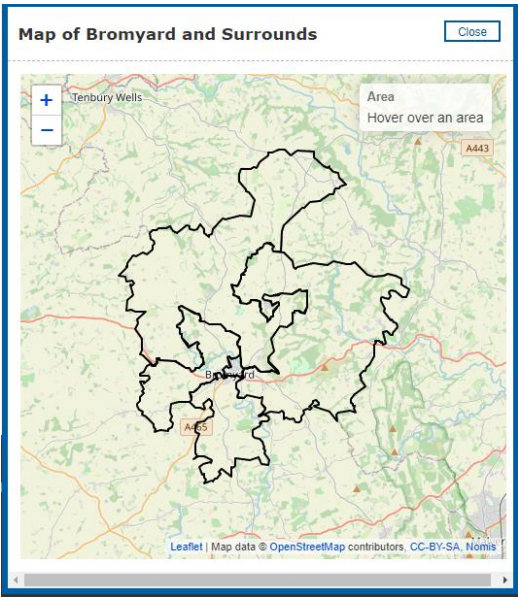
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E01014036 : Herefordshire 019B  
E01014040 : Herefordshire 019F  
E01032179 : Malvern Hills 003A  
E01032220 : Malvern Hills 006C  
E01032221 : Malvern Hills 006D  
E01032222 : Malvern Hills 006E  
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E01032209 : Malvern Hills 010B  
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E01032200 : Malvern Hills 011B



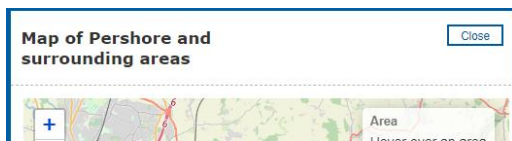
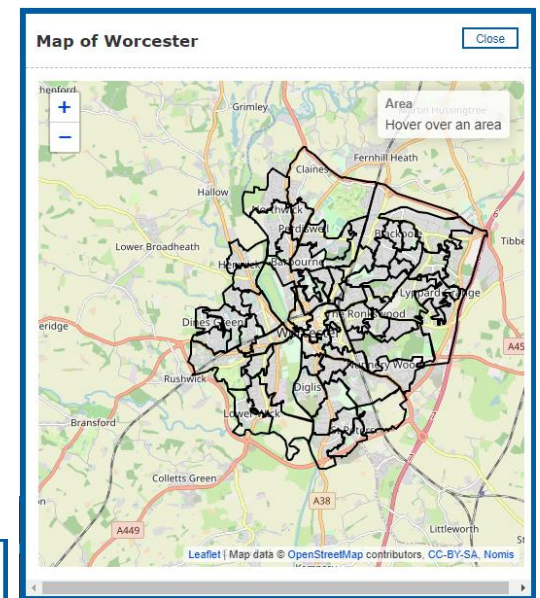
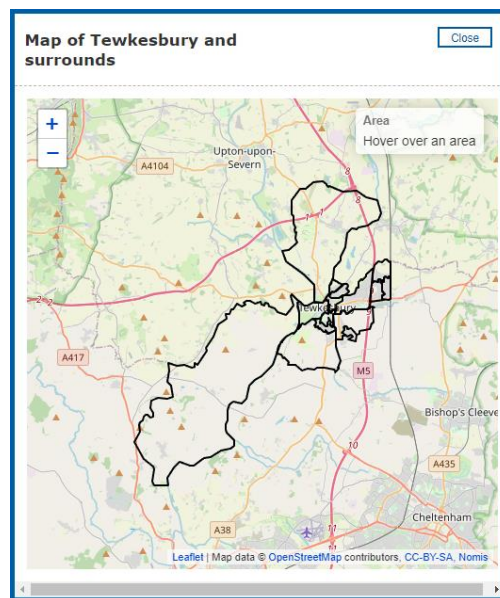


Neighbouring towns and villages

<p><b>Bromyard and surrounding area</b></p> <p>E01014000 : Herefordshire 005A</p> <p>E01014001 : Herefordshire 005B</p> <p>E01014002 : Herefordshire 005C</p> <p>E01014003 : Herefordshire 005D</p> <p>E01014005 : Herefordshire 005F</p>	<p><b>Ledbury</b></p> <p>E01014035 : Herefordshire 019A</p> <p>E01014037 : Herefordshire 019C</p> <p>E01014038 : Herefordshire 019D</p> <p>E01014039 : Herefordshire 019E</p>	<p><b>Malvern and surrounding area</b></p> <p>E01032180 : Malvern Hills 003B</p> <p>E01032182 : Malvern Hills 003C</p> <p>E01032194 : Malvern Hills 004A</p> <p>E01032195 : Malvern Hills 004B</p> <p>E01032196 : Malvern Hills 004C</p> <p>E01032197 : Malvern Hills 004D</p> <p>E01032205 : Malvern Hills 005A</p> <p>E01032206 : Malvern Hills 005B</p> <p>E01032207 : Malvern Hills 005C</p> <p>E01032188 : Malvern Hills 006A</p> <p>E01032189 : Malvern Hills 006B</p> <p>E01032201 : Malvern Hills 007A</p> <p>E01032202 : Malvern Hills 007B</p> <p>E01032203 : Malvern Hills 007C</p> <p>E01032204 : Malvern Hills 007D</p> <p>E01032184 : Malvern Hills 009A</p> <p>E01032185 : Malvern Hills 009B</p> <p>E01032186 : Malvern Hills 009C</p> <p>E01032187 : Malvern Hills 009D</p> <p>E01032210 : Malvern Hills 010C</p>	<p><b>Newent and surrounding area</b></p> <p>E01022247 : Forest of Dean 001C</p> <p>E01022270 : Forest of Dean 001D</p> <p>E01022261 : Forest of Dean 002A</p> <p>E01022262 : Forest of Dean 002B</p> <p>E01022267 : Forest of Dean 002C</p>
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<b>Pershore and surrounding area</b> E01032355 : Wychavon 009A E01032356 : Wychavon 009B E01032403 : Wychavon 009D E01032383 : Wychavon 010C E01032405 : Wychavon 012A E01032406 : Wychavon 012B E01032407 : Wychavon 012C E01032408 : Wychavon 012D E01032409 : Wychavon 012E E01032372 : Wychavon 019C E01032373 : Wychavon 019D	<b>Tewksbury</b> E01022450 : Tewkesbury 001B E01022451 : Tewkesbury 001C E01022452 : Tewkesbury 001D E01022455 : Tewkesbury 001E E01032939 : Tewkesbury 001G E01032940 : Tewkesbury 001H E01022456 : Tewkesbury 002A E01022457 : Tewkesbury 002B E01022458 : Tewkesbury 002C E01022459 : Tewkesbury 002D E01022460 : Tewkesbury 002E E01022461 : Tewkesbury 002F E01022462 : Tewkesbury 002G E01022445 : Tewkesbury 004C	<b>Upton upon Severn and surrounding area</b> E01032217 : Malvern Hills 005D E01032191 : Malvern Hills 008A E01032192 : Malvern Hills 008B E01032211 : Malvern Hills 008C E01032215 : Malvern Hills 011C E01032216 : Malvern Hills 011D	<b>Worcester</b> See list below
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**Worcester** (map above)

E01032296 : Worcester 001A  
E01032297 : Worcester 001B  
E01032298 : Worcester 001C  
E01032299 : Worcester 001D  
E01032300 : Worcester 001E  
E01032303 : Worcester 002A  
E01032304 : Worcester 002B  
E01032331 : Worcester 002C  
E01032332 : Worcester 002D  
E01032330 : Worcester 003A  
E01032334 : Worcester 003B  
E01032335 : Worcester 003C  
E01032336 : Worcester 003D  
E01032279 : Worcester 004A  
E01032312 : Worcester 004B  
E01032327 : Worcester 004C  
E01032328 : Worcester 004D  
E01032329 : Worcester 004E  
E01032301 : Worcester 005A  
E01032302 : Worcester 005B  
E01032310 : Worcester 005C  
E01032311 : Worcester 005D

E01032313 : Worcester 005E  
E01032333 : Worcester 005F  
E01032314 : Worcester 006A  
E01032315 : Worcester 006B  
E01032316 : Worcester 006C  
E01032317 : Worcester 006D  
E01032280 : Worcester 007A  
E01032281 : Worcester 007B  
E01032282 : Worcester 007C  
E01033246 : Worcester 007E  
E01033247 : Worcester 007F  
E01032337 : Worcester 008A  
E01032338 : Worcester 008B  
E01032339 : Worcester 008C  
E01032318 : Worcester 009A  
E01032319 : Worcester 009B  
E01032320 : Worcester 009C  
E01032321 : Worcester 009D  
E01032322 : Worcester 009E  
E01032305 : Worcester 010A  
E01032306 : Worcester 010B  
E01032307 : Worcester 010C

E01032309 : Worcester 010D  
E01032285 : Worcester 011A  
E01032292 : Worcester 011B  
E01032294 : Worcester 011D  
E01033248 : Worcester 011E  
E01033249 : Worcester 011F  
E01032286 : Worcester 012A  
E01032287 : Worcester 012B  
E01032288 : Worcester 012C  
E01032289 : Worcester 012D  
E01032290 : Worcester 012E  
E01032283 : Worcester 013A  
E01032284 : Worcester 013B  
E01032308 : Worcester 013D  
E01034323 : Worcester 013E  
E01034324 : Worcester 013F  
E01032323 : Worcester 014A  
E01032324 : Worcester 014B  
E01032325 : Worcester 014C  
E01032326 : Worcester 014D

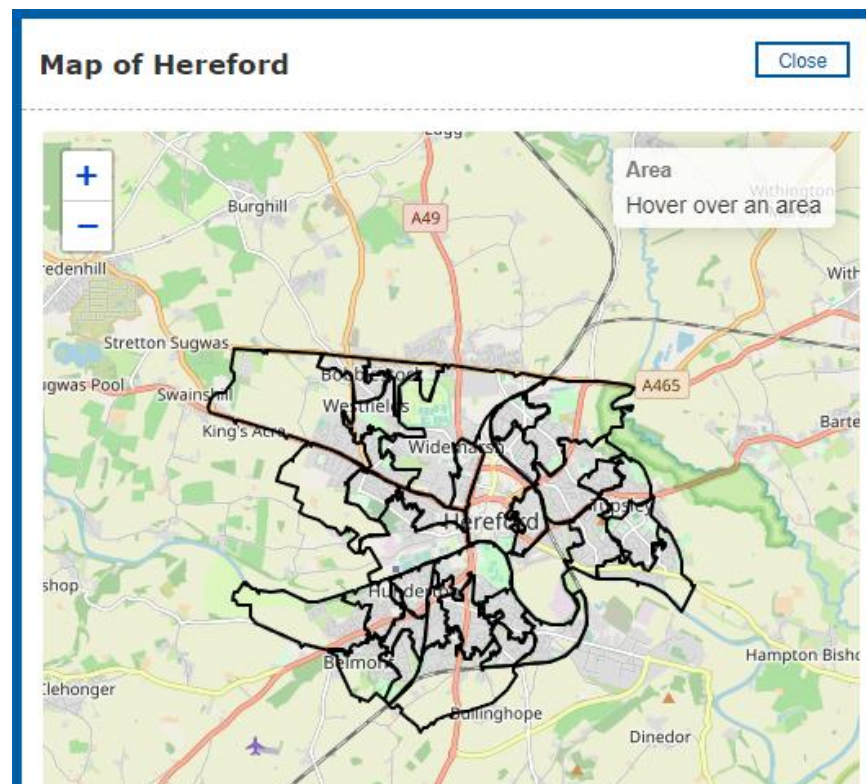


## Hereford

E01014083 : Herefordshire 010A  
 E01014084 : Herefordshire 010B  
 E01014085 : Herefordshire 010C  
 E01014087 : Herefordshire 010D  
 E01014088 : Herefordshire 010E  
 E01014089 : Herefordshire 010F  
 E01013987 : Herefordshire 011A  
 E01013988 : Herefordshire 011B  
 E01014095 : Herefordshire 011D  
 E01013986 : Herefordshire 012A  
 E01013989 : Herefordshire 012B  
 E01014010 : Herefordshire 012C  
 E01014011 : Herefordshire 012D  
 E01014086 : Herefordshire 012E  
 E01014092 : Herefordshire 012F  
 E01014075 : Herefordshire 013A  
 E01014076 : Herefordshire 013B  
 E01014077 : Herefordshire 013C  
 E01014078 : Herefordshire 013D  
 E01014090 : Herefordshire 014A  
 E01014091 : Herefordshire 014B  
 E01014093 : Herefordshire 014C  
 E01014094 : Herefordshire 014D  
 E01014068 : Herefordshire 015A  
 E01014070 : Herefordshire 015B

E01014072 : Herefordshire 015C  
 E01014073 : Herefordshire 015D  
 E01014074 : Herefordshire 015E  
 E01013996 : Herefordshire 016A

E01013997 : Herefordshire 016B  
 E01013992 : Herefordshire 017A  
 E01013993 : Herefordshire 017B  
 E01013994 : Herefordshire 017C  
 E01013995 : Herefordshire 017D  
 E01014071 : Herefordshire 017E  
 E01014069 : Herefordshire 021D





## Gloucester

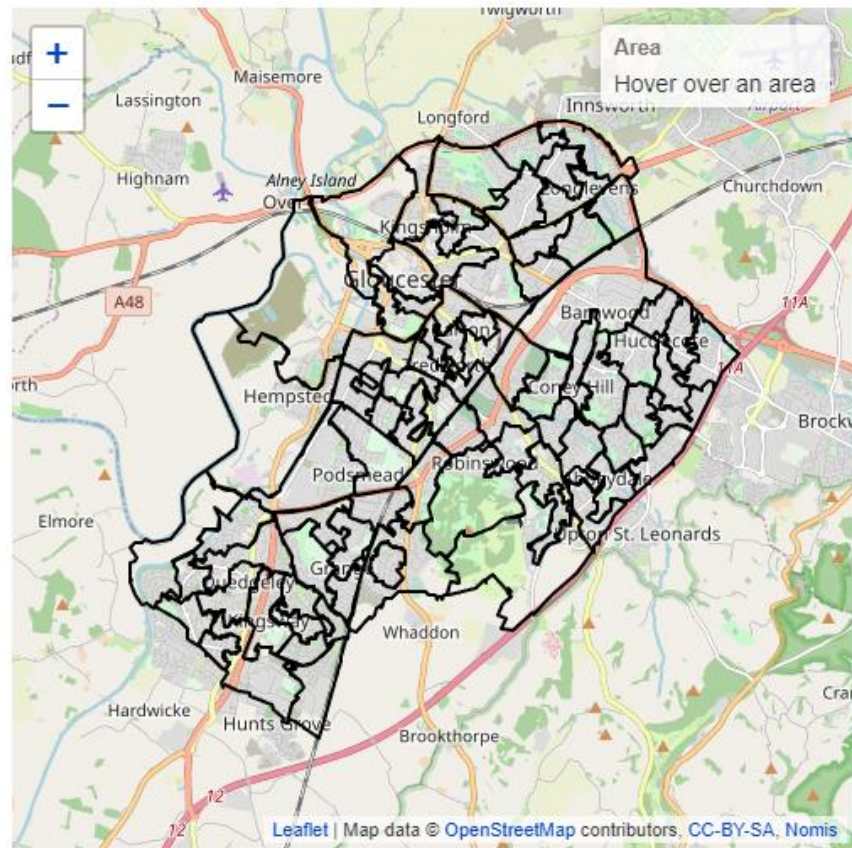
E01022313 : Gloucester 001A  
E01022315 : Gloucester 001B  
E01022316 : Gloucester 001C  
E01022317 : Gloucester 001D  
E01022318 : Gloucester 001E  
E01022309 : Gloucester 002A  
E01022310 : Gloucester 002B  
E01022311 : Gloucester 002C  
E01022312 : Gloucester 002D  
E01022314 : Gloucester 002E  
E01022295 : Gloucester 003A  
E01022296 : Gloucester 003B  
E01022297 : Gloucester 003C  
E01022298 : Gloucester 003D  
E01022332 : Gloucester 004A  
E01032932 : Gloucester 004E  
E01032937 : Gloucester 004F  
E01034791 : Gloucester 004G  
E01034792 : Gloucester 004H  
E01034793 : Gloucester 004I  
E01034794 : Gloucester 004J  
E01022288 : Gloucester 005A  
E01022289 : Gloucester 005B  
E01022290 : Gloucester 005C  
E01022291 : Gloucester 005D  
E01022292 : Gloucester 005E  
E01022283 : Gloucester 006A  
E01022303 : Gloucester 006B  
E01022304 : Gloucester 006C

E01022305 : Gloucester 006D  
E01022308 : Gloucester 006E  
E01022278 : Gloucester 007A  
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E01022282 : Gloucester 007C  
E01022284 : Gloucester 007D  
E01022285 : Gloucester 007E  
E01022286 : Gloucester 007F  
E01022287 : Gloucester 007G  
E01022293 : Gloucester 008A  
E01022294 : Gloucester 008B  
E01022323 : Gloucester 008C  
E01022328 : Gloucester 008D  
E01022329 : Gloucester 008E  
E01022326 : Gloucester 009A  
E01022327 : Gloucester 009B  
E01022330 : Gloucester 009C  
E01022331 : Gloucester 009D  
E01022333 : Gloucester 009E  
E01022334 : Gloucester 009F  
E01022276 : Gloucester 010A  
E01022277 : Gloucester 010B  
E01022280 : Gloucester 010C  
E01022281 : Gloucester 010D  
E01022306 : Gloucester 010E  
E01022307 : Gloucester 010F  
E01022319 : Gloucester 011A  
E01022320 : Gloucester 011B  
E01022321 : Gloucester 011C

E01022322 : Gloucester 011D  
E01022324 : Gloucester 011E  
E01022325 : Gloucester 011F  
E01022343 : Gloucester 012A  
E01022344 : Gloucester 012B  
E01022345 : Gloucester 012C  
E01022346 : Gloucester 012D  
E01022299 : Gloucester 013A  
E01022300 : Gloucester 013B  
E01022301 : Gloucester 013C  
E01022302 : Gloucester 013D  
E01022339 : Gloucester 014A  
E01022340 : Gloucester 014B  
E01022341 : Gloucester 014C  
E01022342 : Gloucester 014D  
E01022335 : Gloucester 015A  
E01022336 : Gloucester 015B  
E01022338 : Gloucester 015D  
E01032933 : Gloucester 015E  
E01032935 : Gloucester 015G  
E01034795 : Gloucester 015I  
E01034796 : Gloucester 015J  
E01034797 : Gloucester 015K  
E01034798 : Gloucester 015L

## Map of Gloucester

Close



MSOAs for each area, used for:

OTS078 - Gender identity, MSA level, 2021 Census, Office for National Statistics.

TS077 - Sexual orientation, MSA level, 2021 Census, Office for National Statistics

Malvern AONB	Bromyard	Ledbury	Newent	Malvern	Pershore	Tewkesbury	Upton-upon-Severn	Worcester	Hereford	Gloucester
E02004626	E02002909	E02002923	E02004626	E02006712	E02006756	E02004666	E02006714	E02006734	E02002914	E02004636
E02002913			E02004627	E02006713	E02006757	E02004667	E02006717	E02006735	E02002915	E02004637
E02002923				E02006714	E02006759	E02004669	E02006720	E02006736	E02002916	E02004638
E02006712				E02006715	E02006766			E02006737	E02002917	E02004639
E02006715				E02006716				E02006738	E02002918	E02004640
E02006719				E02006718				E02006739	E02002919	E02004641
E02006720				E02006719				E02006740	E02002920	E02004642
								E02006741	E02002921	E02004643
								E02006742	E02002925	E02004644
								E02006743		E02004645
								E02006744		E02004646
								E02006745		E02004647
								E02006746		E02004648
								E02006747		E02004649
										E02004650