

KNOWING OUR COMMUNITIES

DISTRICT PROFILE



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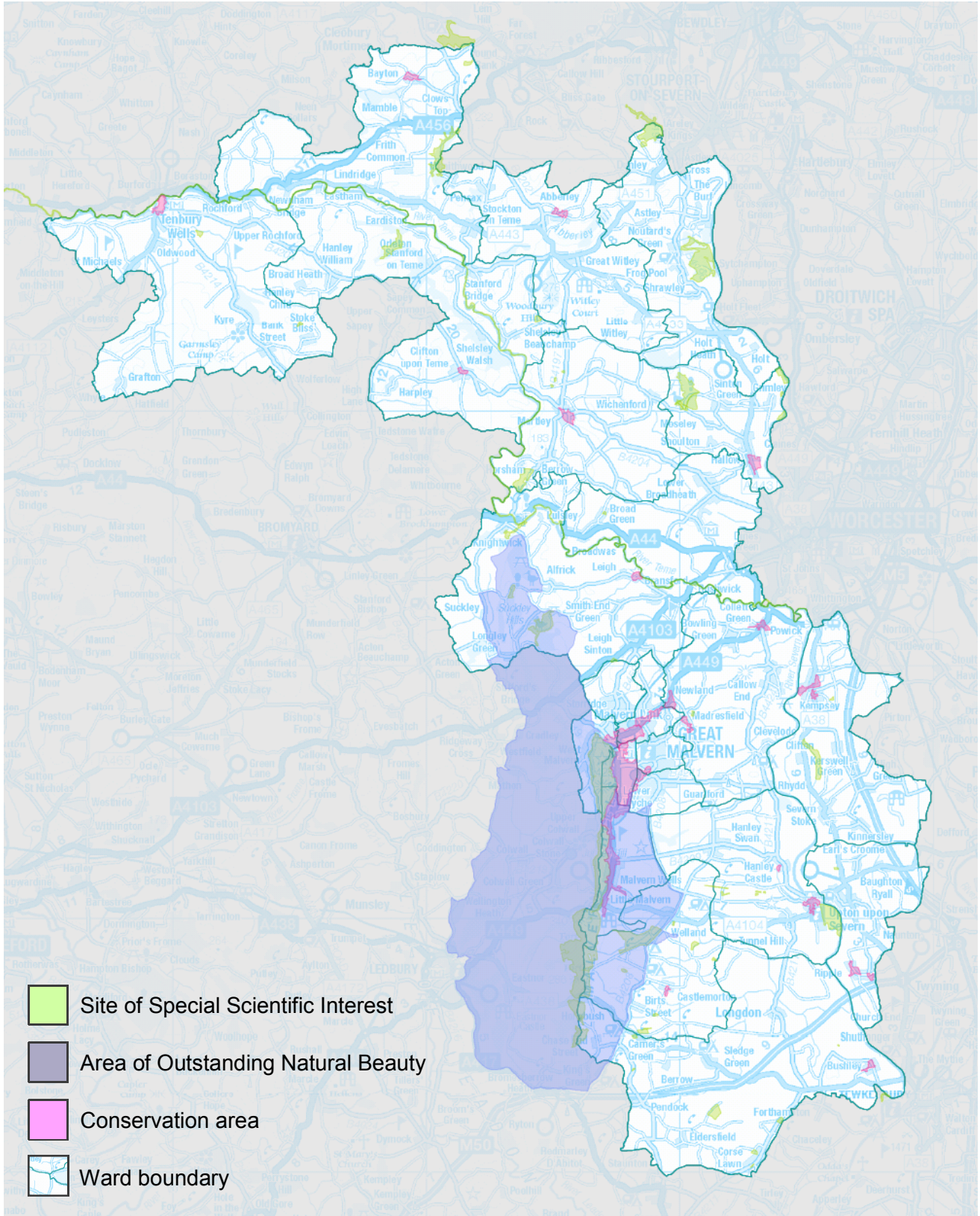
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DISTRICT PROFILE

The Malvern Hills District covers 577km and is dominated by the Malvern Hills on its western border. It has four major settlements of Malvern, Tenbury, Kempsey and Upton which account for over half the population.

The rest of the area is sparsely populated, consisting of many villages and hamlets and has numerous conservation areas and Sites of Special Scientific Interest.



Knowing Our Communities

This document draws together information and intelligence about the Malvern Hills district from a wide range of sources. Its purpose is to provide an up to date overview of the district – its population, economy, environment and communities.

This will help us and our partners to:

- Inform our strategic decision-making
- Set future priorities
- Plan and target services to meet needs
- Develop projects
- Prepare funding bids.

The profile is supplemented by [22 ward profiles](#) which look at key themes at a local level.

Throughout the document, we have referenced sources of data using footnotes and, where possible, we've included links to information sources. Key sources of data include the 2011 Census, Office for National Statistics, Public Health England and the Worcestershire Viewpoint survey.

The document is structured around the five year plan and the three priorities of:

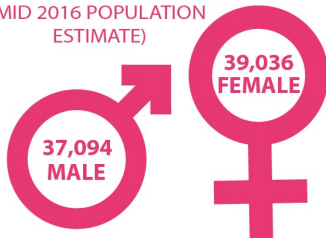
- Building stronger and healthier communities
- Driving economic prosperity and growth
- Making the most of our superb environment

The latest version of the five year plan can be found on page six and some of the key information from this document under each of the three priorities are overleaf.

Malvern Hills at a glance

POPULATION

(MID 2016 POPULATION ESTIMATE)



26.5% ARE AGED 65+

COMPARED WITH 21.6% IN WORCESTERSHIRE AND 17.7% IN ENGLAND

32,212 HOUSEHOLDS



18.6% ARE AGED UNDER 18

COMPARED WITH 19.9% IN WORCESTERSHIRE AND 21.3% IN ENGLAND

Summary of key points

Building stronger and healthier communities

- Most satisfied and least anxious residents in Worcestershire
- Highest number of alcohol related road traffic accidents per 1000 residents in the West Midlands.
- There are 1,236 lonely older people in Malvern Hills
- High levels of admissions for alcoholic liver disease
- 12 x ratio of median house price to annual salary
- Small gap in life expectancy between most and least deprived wards
- Larger proportion of obese children in reception year than the national average



Driving economic prosperity and growth

- £100 million spent in the area by visiting tourists in 2015.
- Ranks 255th out of 324 nationally for social mobility.
- Over 50% of the working age population has level 4 qualifications or above, the highest level in the county.
- 46% of newly born enterprises survive for 5 years or more.
- In Malvern Hills there are 0.74 jobs per resident which is the third lowest in Worcestershire and below the county (0.78) and national (0.84) averages.
- There are 4,165 active enterprises in the district, 9% employ ten or more people.
- 154th most competitive from a total of 379 in the UK Competitiveness Index.



Making the most of our superb environment

- 17% reduction in carbon emissions since 2005.
- Levels of domestic energy consumption have fallen since 2010, while non-domestic energy use has risen in recent years.
- 38% of household waste is recycled
- There has been a notable increase in renewable energy generation.
- Residents are the most satisfied in Worcestershire with land being kept clear of litter
- Residents are most satisfied in Worcestershire with the local area as a place to live.



OUR FIVE YEAR PLAN 2016-2021

Our vision: to make life better for everyone who lives, works in and experiences the Malvern Hills district

To achieve this we have three priorities with objectives and actions for each, making the most of our resources.



1. Building stronger and healthier communities

Deliver quality and affordable housing

- Deliver 400 affordable homes and bring 250 empty homes back into use by 2020
- Help people access housing through promoting options including starter homes, right to buy and shared ownership

- **Work with partners to improve the energy efficiency of homes for those households that are vulnerable or on low incomes in 2017/18**

Improve people's health, in line with the County Health Plan

- Secure a 15% increase in use of leisure centres by 2020 and target the less active to participate in sport and leisure activities
- Deliver a programme of at least ten sport and health related activities in rural areas each year

- **Work with five parish councils in 2017/18 to support them to identify and tackle local issues and to strengthen community wellbeing using the Rural Communities Programme village self assessment tool**

Supporting and engaging with communities

- Increase both the number of volunteering hours worked and the value to society by 5% each year
- Promote our services and go out with councillors to meet residents and businesses in every ward through the Meet your Council programme and by attending 12 festivals and events by 2017/18
- Continue to celebrate volunteering through annual sports and community awards



2. Driving economic prosperity and growth

Bring forward land and premises for business to grow

- Support at least 300 businesses to survive and grow through business start up and growth programmes by 2020
- Make land available to create more than 200 new jobs at MHSP by 2021
- Achieve new business and promote employment investment at Tenbury Business Park, Blackmore Park and Malvern Technology Centre

Develop the skills of our young people

- Work with businesses to create at least 50 new apprenticeships per year to enable young local people to secure their first job
- Create 100 new school work experience placements, 50 new student placements and improve school and business links by 2021 so our children have the skills they need to succeed
- **Develop a youth forum in 2017 to give young people a voice on key issues in the area**

Promote our area as a centre of innovation

- Support the development of an Innovation Programme to help businesses to grow in the district
- Work with the Malvern Festival of Innovation to raise its national profile and build on our links with local schools in 2016

Improve our infrastructure and broadband speed

- Lobby to secure funding for a new Carrington Bridge and road improvements through to Powick roundabout, and secure funding for improved road and rail infrastructure linking our district to the Midlands and London
- Ensure 90% of residents and businesses get access to Superfast Broadband by 2018
- Support the roll out of next generation mobile phone signals across the district and other initiatives to support the rural economy by 2021
- Improve our council website and online services and secure savings in face to face and telephone contact

**New for 2017*

3. Making the most of our superb environment

Improve our parks and open spaces

- Achieve Green Flag accreditation for Priory Park by 2018
- Enable investment of up to £10 million in new open space provision including play areas and playing pitches across the district by 2021

Make the visitor experience even better

- Work with the Three Counties Showground on a new plan to improve facilities and events
- **Work in partnership with Historic England and local interest groups to review and identify heritage assets for protection in 2017/18**
- Deliver the Route to the Hills programme to deliver better links between Malvern and the hills and improve Great Malvern as a great place to visit and shop
- **Develop a revised Elgar Route incorporating cycling and walking trails, additional district wide walking route information on the website and create a 'street view' virtual walking tour of the hills in 2017/18**

Work with partners to reduce the impact of flooding

- Ensure all high risk ordinary watercourses are maintained
- Implement early warning systems to all properties in rapid reaction catchments and support communities to be more self reliant
- Continue to lobby for flood defences across the district

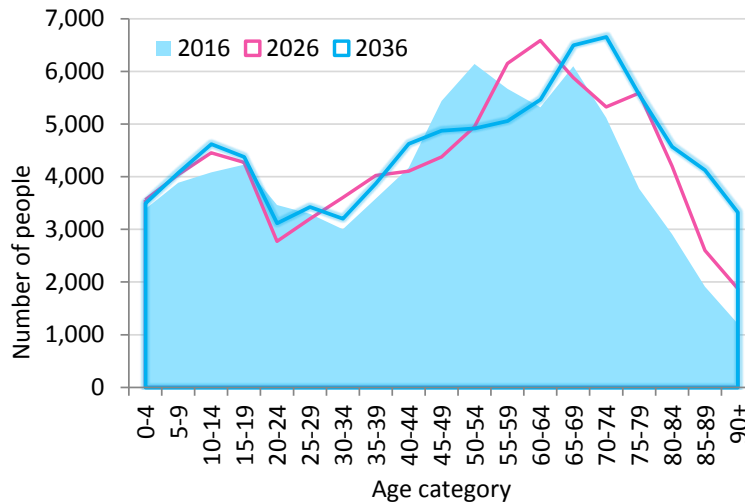


Malvern Hills District - Proud of Our Place

Current and future population

The mid 2016 estimated population of the district is 76,130⁽¹⁾ and the gender split is 49% male and 51% female. The population is projected to increase by 7.5% to 81,566 by 2026 and 85,871 in 2036.⁽²⁾

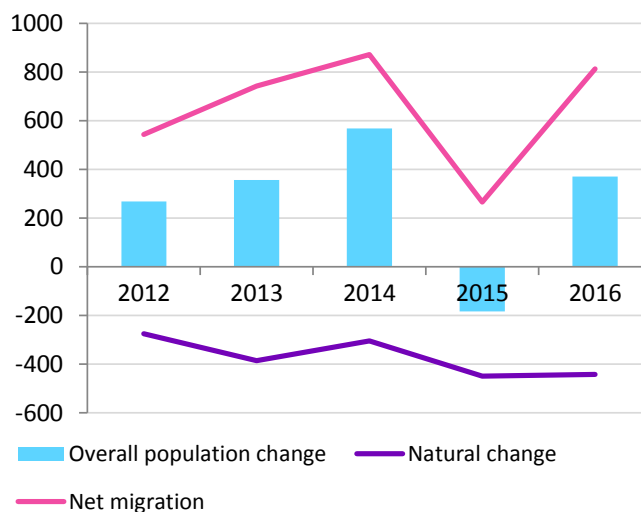
Projected population change in Malvern Hills



Currently, 26.5% are aged 65 and over which compares with 21.6% in Worcestershire and in Malvern Hills this is set to increase to over 31% by 2026. By this time, it is also projected that nearly 13% of the population will be over 80 and 2.3% will be over 90. By 2036 these figures are projected to rise to 35.8% for those aged 65 or over, 14% for those over 80 and 3.9% for the over 90's.

In 20 years time the population aged 18-64 is projected to account for just 46.7% of the total in Malvern Hills compared with an estimated 54.8% currently.

Yearly change in population estimates

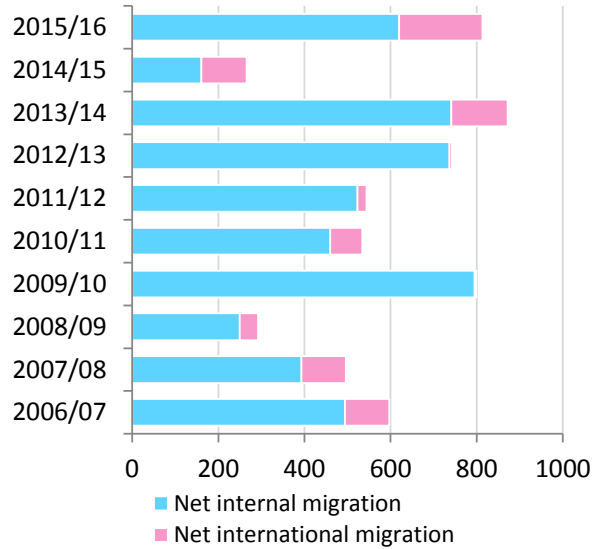


In 2016 there was an overall increase of 371 people in the district population. Although there was a decrease of 442 people in natural change (births minus deaths) this was in contrast to an increase in net migration of 813 people (620 internal migration and 193 international migration). There was a decrease in the population in 2015 which was down to a small number of internal migration (161 people).

Migration

The slowdown in migration levels in 2015 can be seen in the chart below but this reversed in 2016 where international migrations levels were at their highest level of the last ten years. ⁽⁴⁾

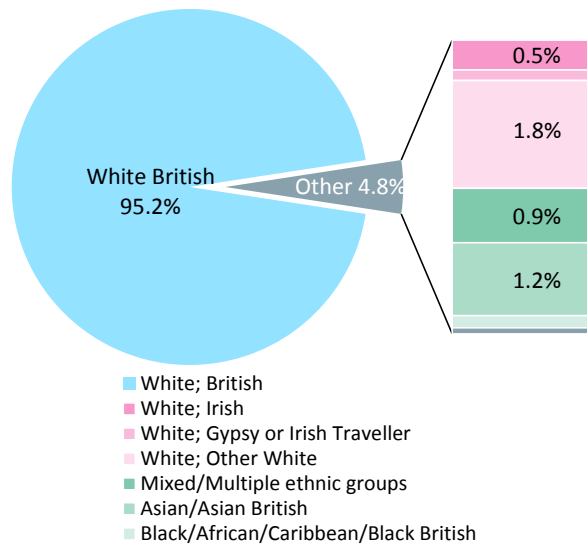
Migration of Malvern Hills residents



Ethnicity

Most Malvern Hills residents are from a White British background (95.2%) and 4.8% of the districts residents are from a Black and Ethnic Minority (BME) background. ⁽³⁾ 90.8% of residents were born in England and 4.2% in the rest of the U.K.

Ethnicity of Malvern Hills residents



The largest non-Christian religions practised in the district are Muslim (197 adherents) and Buddhist (189 adherents) – they tend to be focused in the Chase, Wells and Priory wards.

Ward populations

Population changes at ward level between the 2001 census⁽³⁾ and 2015 estimates⁽⁵⁾ are shown below and the ageing population is clear, with almost all wards seeing a considerable increase in the proportion of those aged 65+.

Only Dyson Perrins had notable growth across all the age categories and there are four areas; Powick, Chase, Longdon and West which have had a small overall reduction in their population during the 15 year period.

The population of the district is split across 22 wards and the population of these wards varies from over 6,000 people per square mile in Pickersleigh to 89 in Longdon.

	% Growth All ages	% Growth Under 16	% Growth 16-64	% Growth 65+	Area in square miles	2011 Census Population density (persons per sq. mile)
Alfrick & Leigh	7.9%	-15.8%	-0.7%	62.4%	18.2	193
Baldwin	12.3%	7.5%	-2.3%	57.6%	12.1	173
Broadheath	5.2%	-15.2%	-3.2%	50.1%	10.5	327
Chase	-1.4%	-11.9%	-7.4%	18.5%	1.7	3605
Dyson Perrins	36.9%	51.1%	34.4%	30.2%	1.6	2447
Hallow	3.6%	-5.1%	-7.0%	47.8%	6.3	292
Kempsey	2.5%	-2.3%	-7.9%	37.1%	12.1	324
Lindridge	13.2%	-9.3%	-2.4%	103.8%	16.3	133
Link	4.8%	-18.2%	3.6%	26.0%	1.7	3628
Longdon	-0.5%	-26.0%	-5.3%	37.5%	23.7	89
Martley	7.1%	-5.1%	-2.3%	49.7%	13.0	135
Morton	6.3%	-11.8%	-6.1%	54.3%	10.7	192
Pickersleigh	2.0%	-9.1%	4.6%	9.7%	1.0	6381
Powick	-0.8%	-8.1%	-13.2%	39.9%	13.2	281
Priory	8.3%	-2.4%	1.5%	30.5%	1.0	4149
Ripple	0.5%	-21.1%	-13.6%	43.3%	7.2	247
Teme Valley	6.1%	0.9%	-6.0%	57.4%	21.1	91
Tenbury	2.1%	-6.0%	-5.3%	24.6%	21.1	179
Upton and Hanley	1.6%	-19.7%	-5.3%	36.1%	11.9	354
Wells	1.1%	-8.9%	-8.5%	41.4%	4.0	802
West	-0.4%	-25.4%	-0.9%	38.6%	1.8	2417
Woodbury	4.5%	-11.1%	-6.3%	73.2%	12.6	170



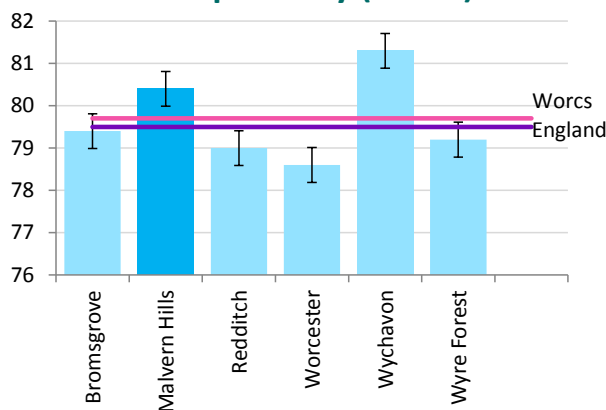
Life expectancy

The 2016 Worcestershire Viewpoint survey found that 78% of people in Malvern Hills regard their health as either good or very good. Census data from 2011 showed that 81% regarded their health as good or very good and 95% fair to very good.⁽³⁾

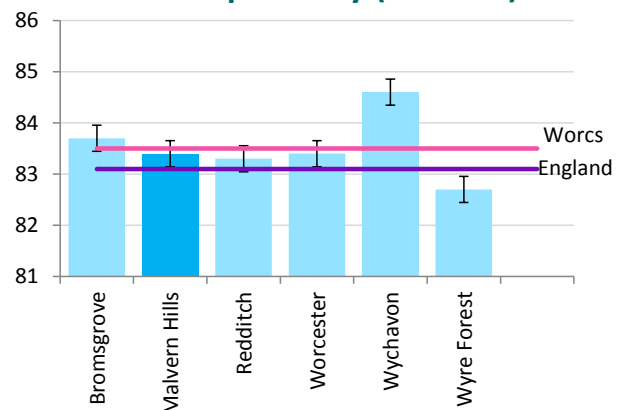
Life expectancy for males is 80.4 years and is well above both the county and national figure, the figure for females of 83.4 years however is below the county average.⁽⁶⁾

The difference between life expectancies in the most deprived wards of Malvern Hills compared with the least deprived wards is very small at 0.9 years for males and 1.6 years for females. For both males and females this is the lowest difference in Worcestershire and the second lowest of all authorities in the West Midlands.⁽⁶⁾

Life expectancy (males)



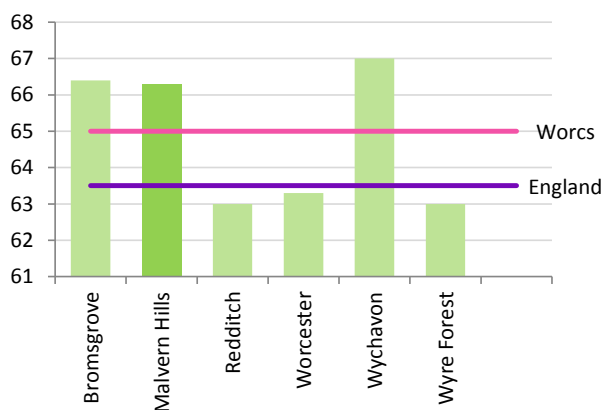
Life expectancy (females)



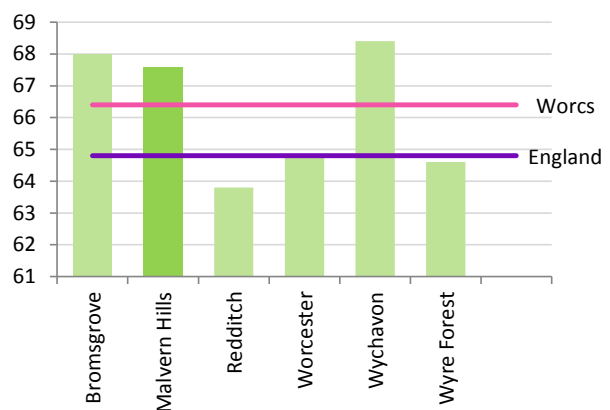
Healthy life expectancy

This provides a snapshot of the health of the population in Worcestershire between 2009 and 2013.⁽⁷⁾ Both males and females who live in Malvern Hills have the third highest number of years that they can expect to live in good health. Although females can expect to live three years longer than males in Malvern Hills their healthy life expectancy is just over one year higher. These figures are also higher than the national average.

Male healthy life expectancy



Female healthy life expectancy

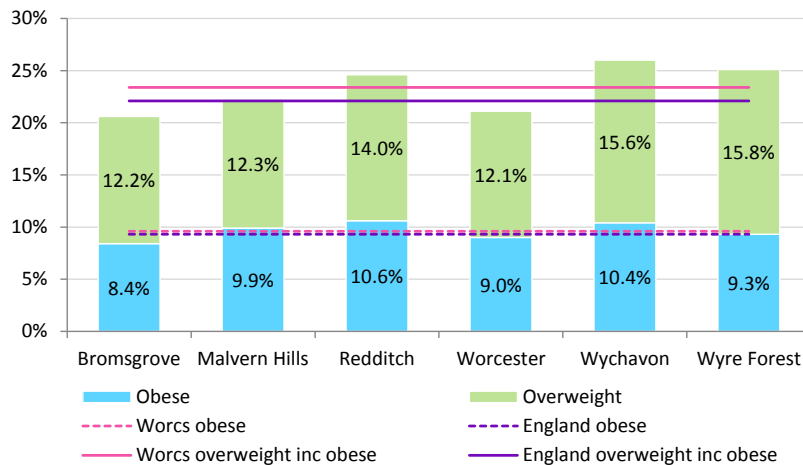


Child obesity

The proportion of children in reception year who are classified as obese is 9.9% which is the third highest in Worcestershire and above the county (9.6%) and national (9.3%) averages. ⁽⁸⁾ At ward level in Malvern Hills this varies from 5.6% to 12.2% of children.

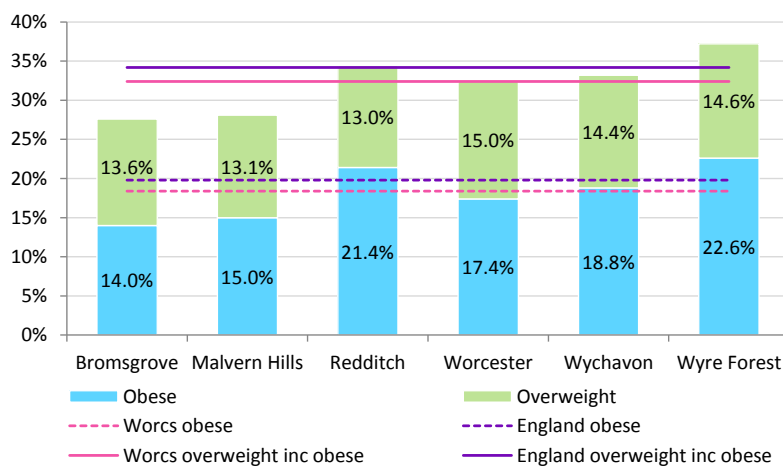
The proportion of children in reception year who are considered overweight is 21.2% which is below the county (23.4%) and national (22.1%) averages. At ward level this varies from 13.9% to 32.9%.

Reception year children who are overweight or obese (2015/16)



At year six, children are comfortably below the county and national averages for both overweight and obese. They have the second lowest levels in the county for both measures.

Year six children who are overweight or obese (2015/16)



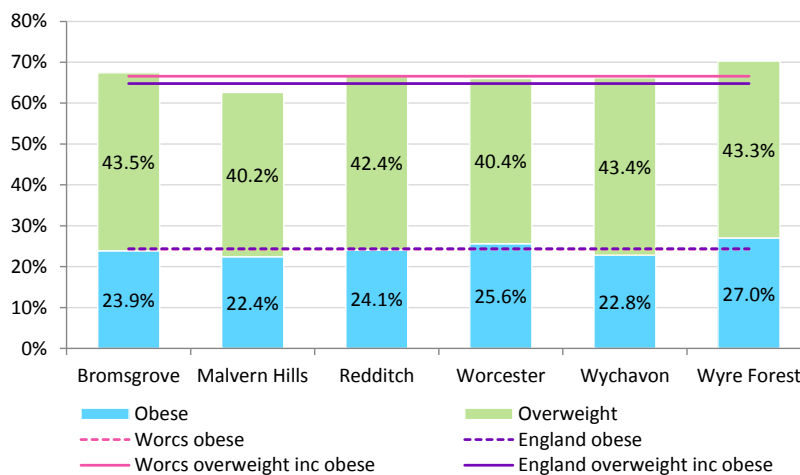
Since 2013/14 obesity in reception year children has increased from 7.5% to 9.9% whilst obesity for year six children has reduced from 17.1% to 15%.

At ward level obesity varies from 11% to 23.6% and those who are overweight varies from 22.3% to 35.5%. The national child measurement program reports that nationally, children in the most deprived areas twice as likely to be obese than children in the least deprived areas.

Adult obesity

Both the levels of adult obesity (22.4%) and excess weight (62.6%) in Malvern Hills are the lowest in Worcestershire and well below the national averages (24% and 63.8%).⁽⁹⁾

Adults who are overweight or obese (2013- 15)



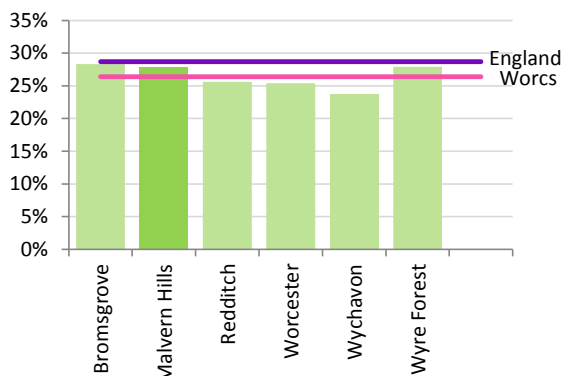
There is a growing body of evidence on the association between exposure to fast food outlets and obesity, however some studies show conflicting results. Malvern Hills has 46.1 fast food outlets per 100,000 population⁽⁹⁾ which is the 19th lowest of the 326 local authorities and the second lowest in the West Midlands. Twelve of the 22 wards in the district do not contain any fast food outlets at all.

Physical activity

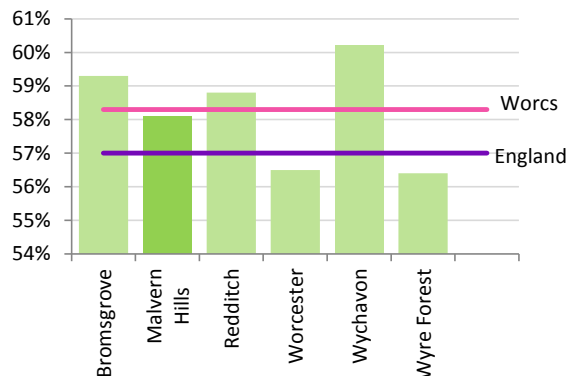
Physical inactivity is the fourth leading risk factor for global mortality accounting for 6% of deaths globally. People who have a physically active lifestyle have a 20-35% lower risk of cardiovascular disease, coronary heart disease and stroke compared to those who have a sedentary lifestyle.⁽⁹⁾ Malvern Hills has slightly higher levels of physically inactive people (27.9%) than the Worcestershire average (26.4%) but is still below the national average (28.7%). It has increased in Malvern Hills from 24.2% in 2014.

In Malvern Hills, 58.1% of people aged 16+ were doing the recommended levels of physical activity in 2015 and this has decreased from 61.7% in 2014. This is just below the county average although still above the national average of 57%. Keeping active at every age is one of the three priorities of the [Worcestershire Joint Strategic Needs assessment 2016](#).

Physically inactive people



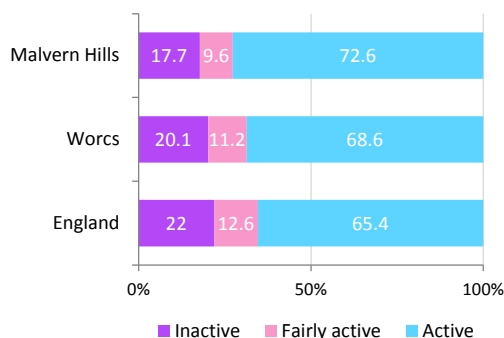
Recommended levels of physical activity



Sport participation

The levels of participation in sport and physical activity (at least twice in the last 28 days) in Malvern Hills are above the county and national averages with the proportion of those who are active (150+ minutes per week) are the highest in Worcestershire.⁽¹¹⁾ There has been a notable increase in female participation over the last ten years whilst male participation has declined, something which is evident across the county.⁽¹²⁾

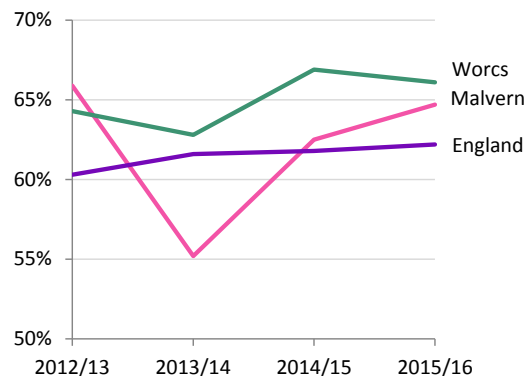
Adult participation in sport and physical activity



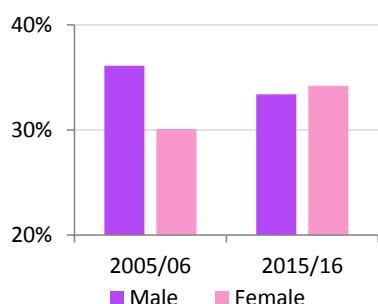
The level of satisfaction of Malvern Hills residents have increased in the last two years but remains below the national average.

There are 237 sports facilities in Malvern Hills, 151 are public and 86 are private.⁽¹²⁾

Very/fairly satisfied with local sports provision



Sport participation by gender

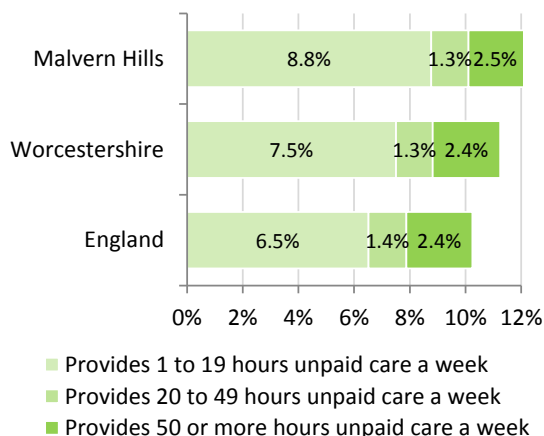


Carers and limited activity

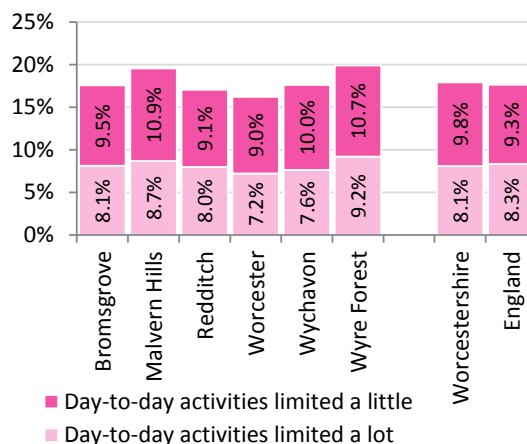
The levels of people who provide less than 20 hours unpaid care in Malvern Hills are greater than those in the district and nationally. The proportion of those that provide more than 20 hours care per week is broadly in line with the Worcestershire and England averages.

Malvern Hills has 19.7% of people whose day to day activities are limited* which is second only to Wyre Forest in Worcestershire and greater than the national average of 17.6%.⁽³⁾

Provision of unpaid care



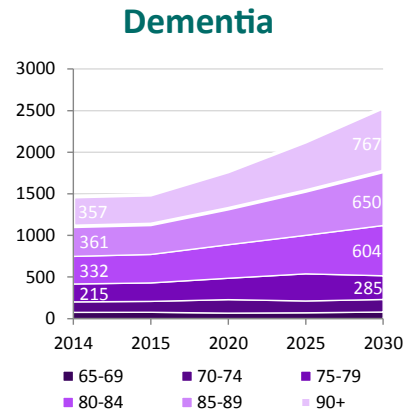
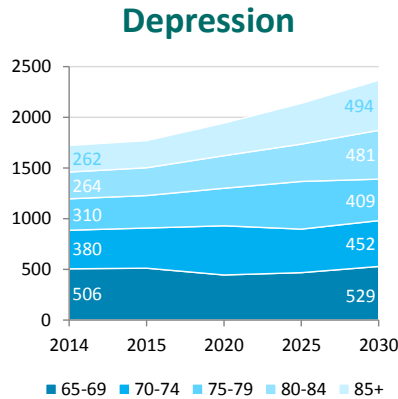
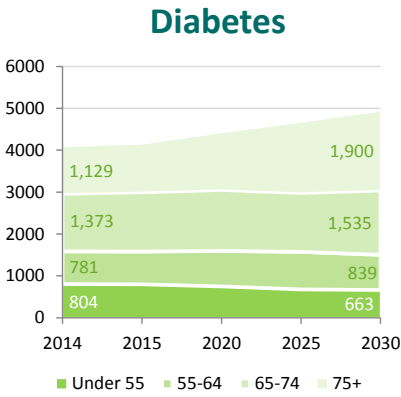
Day to day activities limited



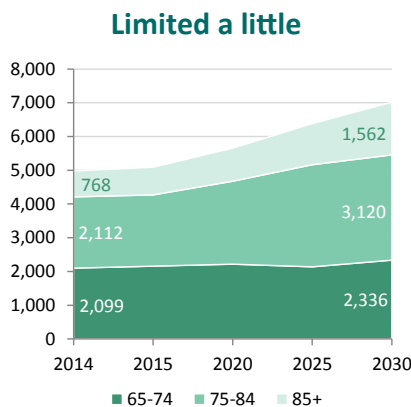
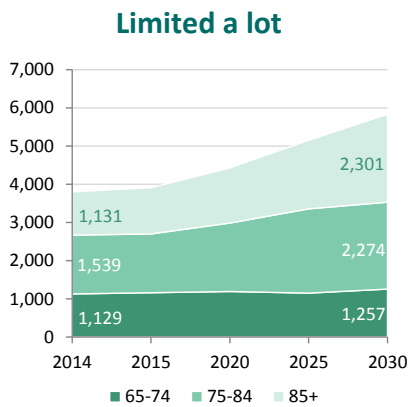
*Limited activity is defined as a health problem or disability that had lasted, or was expected to last, at least 12 months, and limited daily activities a lot. This includes problems related to old age.

Health projections

Projecting Older People Information (POPPI) ⁽¹³⁾ provide projected numbers of older people by age category likely to be impacted by a variety of health conditions.



Limiting long term illness



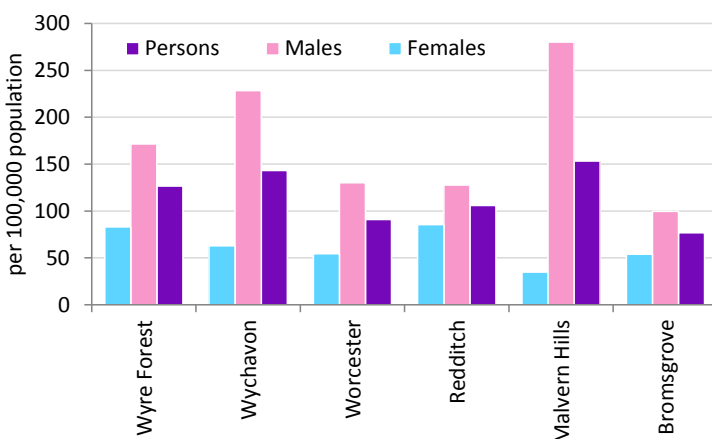
Levels of dementia sufferers are set to almost double overall and the number of people suffering from depression will increase by around 600. Diabetes will increase in all but the under 55s and those with some sort of limiting illness in Malvern Hills will increase by around 4,000 people.

Liver disease

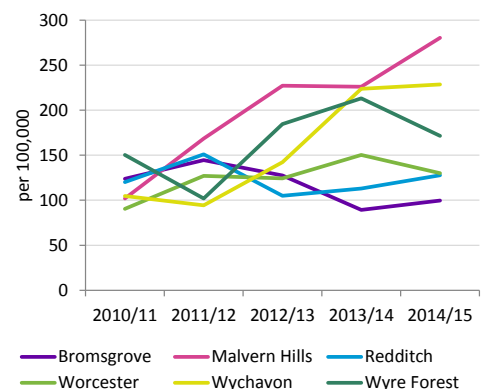
Liver disease is one of the top causes of death in England and people are dying from it at younger ages. Most liver disease is preventable and much is influenced by alcohol consumption and obesity prevalence, which are both amenable to public health interventions.

Malvern Hills has the highest rate of hospital admissions for alcoholic liver disease in Worcestershire both overall and for males. Male admissions have risen from around 100 in 100,000 persons in 2010/11 to almost 300 in 2014/15. This compares with a national average of 152 persons. ⁽⁶⁾

Admission episodes for alcoholic liver disease (2014/15)

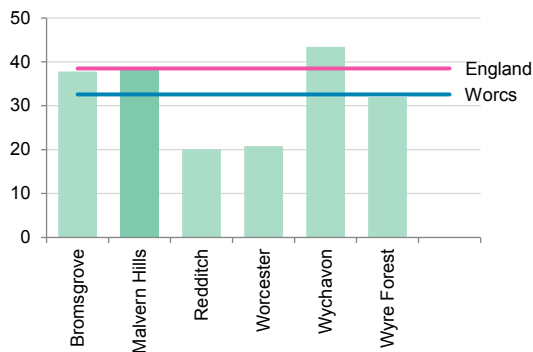


Male admissions



Road Traffic Accidents

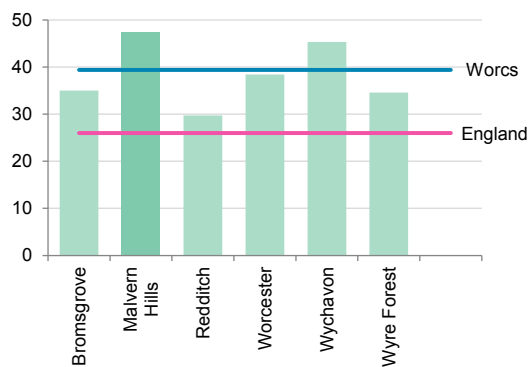
Killed and seriously injured on roads per 100,000 population (2013-15)



Motor vehicle traffic accidents are a major cause of preventable deaths and morbidity, particularly in younger age groups. For children and for men aged 20-64 years, mortality rates for motor vehicle traffic accidents are higher in lower socioeconomic groups.

The number of people reported killed or seriously injured on the roads in Malvern during 2013-15 was 37.8 per 100.00 population which is just below the England average of 38.5 but above the Worcestershire average of 32.6.⁽⁶⁾

Alcohol related R.T.As per 1,000 accidents (2013- 15)



Alcohol consumption is responsible for around one in every seven deaths of reported road traffic accidents in Great Britain.

The figures for Malvern Hills where at least one driver failed a breath test were the highest in both Worcestershire and the West Midlands at 47.5 per 1,000 accidents.⁽⁶⁾

Other health data ⁽⁶⁾

- Smoking related deaths are the lowest in Worcestershire at 205.8 per 100,000 deaths and this compares with 274.8 in England.
- The under 75 mortality rate for cancer is 114.8 per 100,000 which is the lowest in Worcestershire and the West Midlands and compares with 138.8 in England.
- The percentage of patients registered at a GP practice who have diabetes is 6.7% which is higher than in England (6.4%) but still only the fourth highest in Worcestershire.
- Excess winter deaths (2012-15) in Malvern Hills was 18 which is the second lowest in Worcestershire and below the value for England (19.6).
- The percentage of people who cycle at least once per month (10.8%) is the lowest in Worcestershire and well below the England average (14.7%). The percentage that cycle at least three times per week (4%) is also lower the England average (4.4%) and the second lowest in Worcestershire.
- Emergency hospital admissions for intentional self harm are 200.9 per 100,000 which is above the England average (191.4) and the third highest in Worcestershire.
- The estimated prevalence of mental health disorders in children and young people aged 5-16 is 8.4% which is the second lowest in Worcestershire and below the England average of 9.3%.
- The rate per 1000 working age population who claim ESA for mental and behavioural disorders was 22.5 which is the third lowest in Worcestershire and below the England average of 27.5.

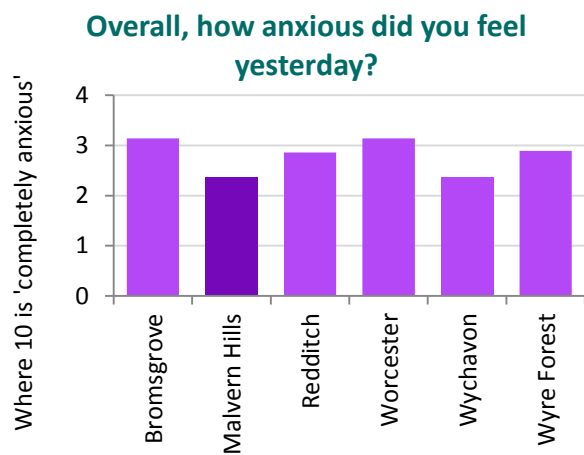
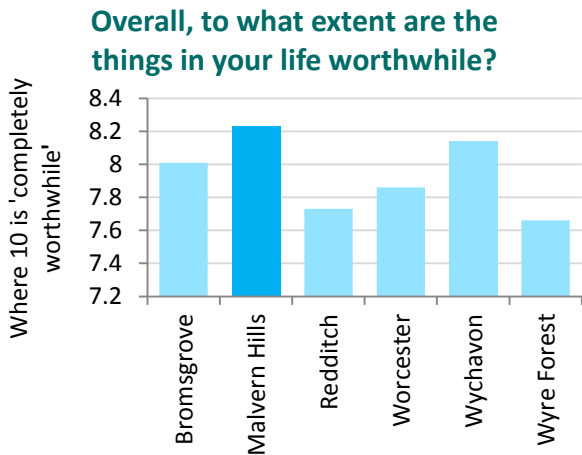
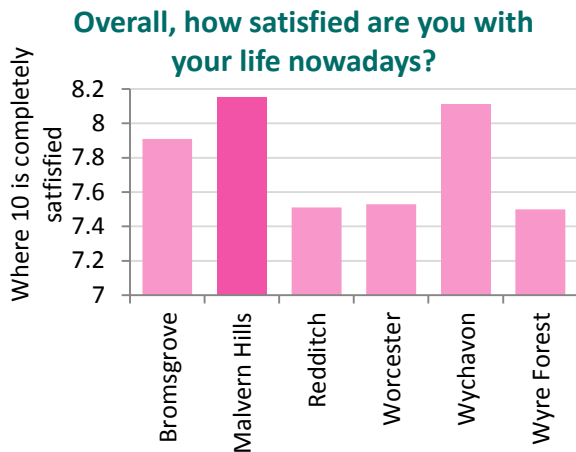
Personal wellbeing

The annual population survey assesses people’s personal wellbeing by looking at four areas; life satisfaction, happiness, anxiety and whether the things in a person’s life are worthwhile.

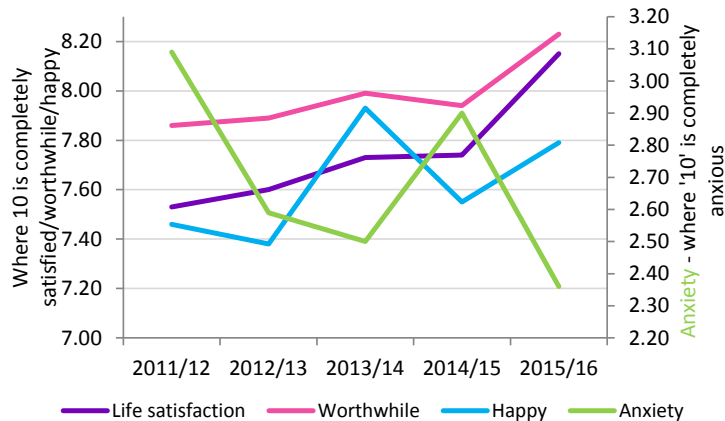
These are rated on a scale from 0 to 10 where 0 is not at all and 10 is completely.

Malvern Hills residents came out as the most satisfied and joint least anxious and of the Worcestershire districts in the survey for the period covering April 2015 to March 2016. They also scored highest on the things in their life being worthwhile. ⁽¹⁴⁾

All of the measures have shown improvement in the last five years.



Personal wellbeing in Malvern Hills



“The issue of social isolation is receiving increasing attention from health and social care professionals, the voluntary sector, community-based organisations and local authorities. One reason for this is the negative impact that social isolation is known to have on individual health and wellbeing at different stages of life. As a result, social isolation brings significant costs to health and social care services. There are links between inequality, social isolation and health: this is because many factors associated with social isolation are unequally distributed in society”.

(15)

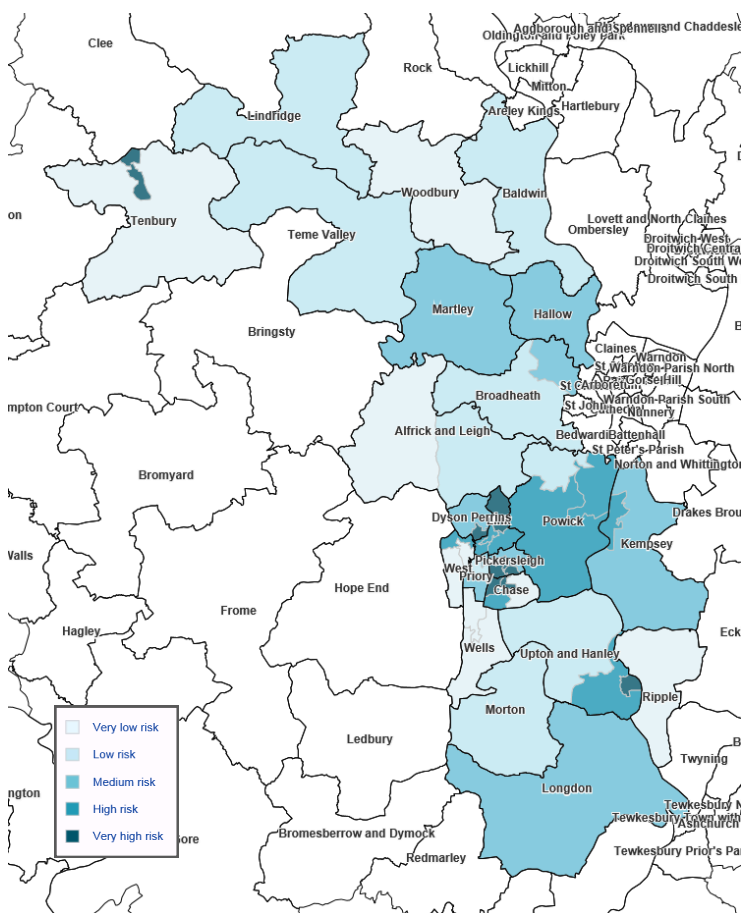
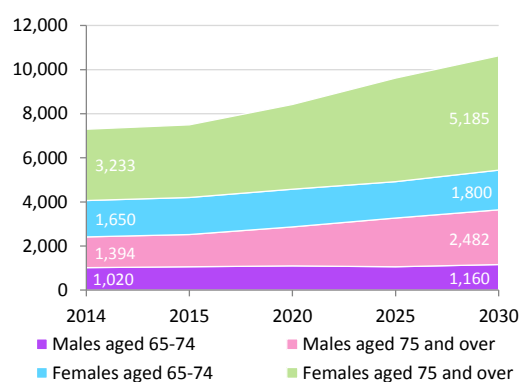
In Malvern Hills 28% of pensioners live alone, in some wards this is as high as 36% (7).

Car ownership is high, but some residents experience isolation because of the small number of public transport options and limited access to services, particularly in some rural areas.

Loneliness and isolation is of particular concern due to the direct impact it can have on residents’ health and wellbeing. A statistic often used is that loneliness can have as great a negative impact on health as smoking 15 cigarettes a day. Age UK estimate that there are around 1,265 lonely older people living in Malvern Hills, accounting for around 1.7% of the total population or 25% of older people living alone in the district. It is projected that the number of people aged 65 or over in the district who live alone will rise by over 3,000 to 10,627 by 2030 and the majority of this increase will be females aged 75+.

(13)

Projected number of people living alone



Age UK have produced a heat map to show the relative risk of loneliness across all the neighbourhoods in England. (16) The relative risk is based on the Census 2011 figures for marital status, self reported health status, age and household size.

The map shows the level of risk of each of the neighbourhoods in Malvern Hills and the darker the shading the greater the relative risk of loneliness for people in that neighbourhood.

The neighbourhood with the highest risk of loneliness in Malvern Hills is in the Link ward and is ranked 8,316 out of the 32,844 neighbourhoods in England where 1 has the highest risk of loneliness.

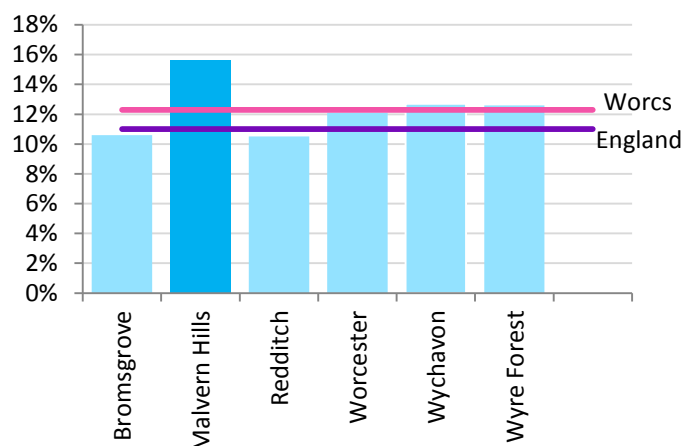
Of 348 local authorities assessed, the residents of Malvern Hills are ranked as having the 66th lowest risk of loneliness.

Fuel poverty

Fuel poverty in England is monitored using the Low Income High Cost Indicator (LIHC). Under the LIHC definition, a household is considered to be fuel poor if:

- They have required fuel costs that are above average (the national median level)
- Were they to spend that amount, they would be left with a residual income below the official poverty line.

Fuel poverty in Worcestershire 2015



In 2015, 5,100 households (15.6%) in Malvern Hills were fuel poor; this is an increase from 14.1% in 2014 and well above the Worcestershire (12.3%) and national (11%) averages⁽¹⁷⁾.

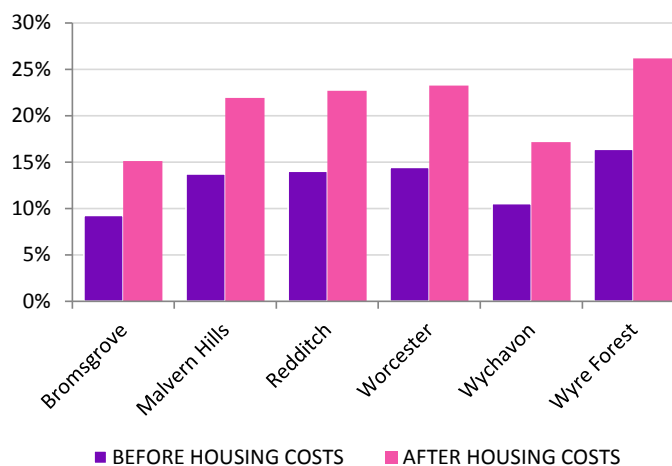
The wards with the highest proportion of fuel poor households in Malvern Hills are in Longdon (27.7%), Lindridge (25.3%), Teme Valley and Martley (both 23.6%).

The wards with the lowest proportions are Dyson Perrins (10.8%), Chase (11.2%) and Broadheath (11.7%).

Child poverty

The Campaign to End Child Poverty estimates that 3.7 million children are living in poverty in the UK. This accounts for 28% of all children in the UK; one of the highest rates in the industrialised world. These children live in families where incomes are less than 60% of the average.

They estimate child poverty both before housing costs and after housing costs. In Malvern Hills, child poverty before housing costs affects around 13.7% of children and after housing costs affects around 21.9% of children (2015). Both are the third lowest in Worcestershire but have risen from 11.9% and 19% since 2013⁽¹⁸⁾.



Wards with the highest levels of both measures of child poverty are Pickersleigh (25.2% & 39%), Link (18.4% and 29%) and Lindridge (26.6% and 25.4%).

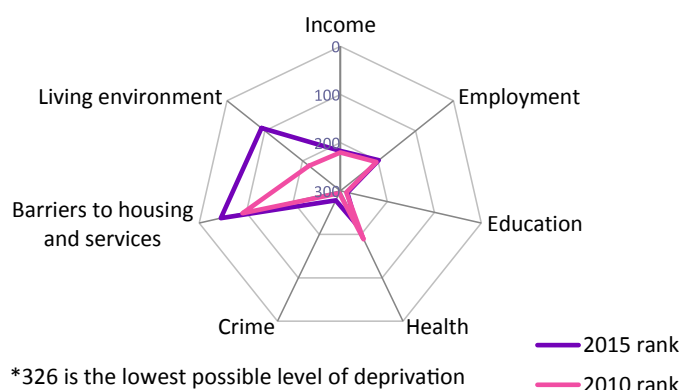
Indices of Multiple Deprivation

The Index of Multiple Deprivation (IMD)⁽¹⁹⁾ is based upon seven domains of deprivation: income, employment, health and disability, education skills and training, barriers to housing and services, living environment and crime. These are weighted and combined to create the overall IMD.

Malvern Hills is ranked 188 out of 326 where 1 is the most deprived local authority and this compares with 223 in 2010.

Whilst the majority of domains have similar ranks to 2010, living environment and barriers to housing and services have both dropped noticeably to a more deprived ranking.

Indices of Multiple Deprivation* Malvern Hills



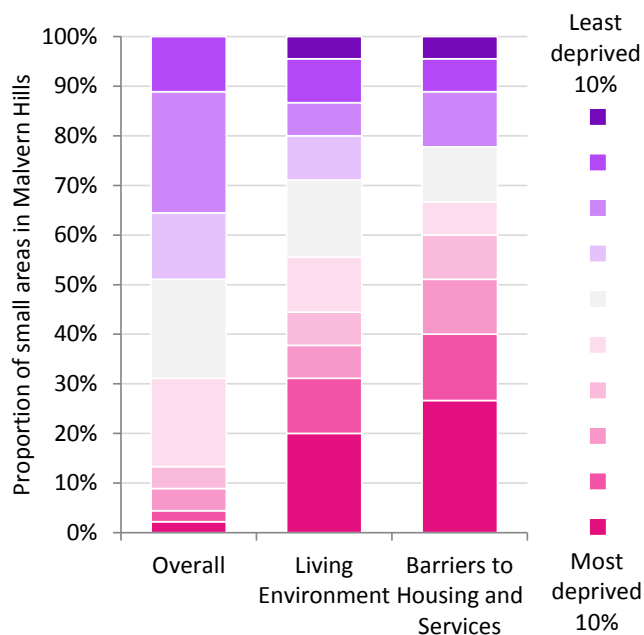
The poor score for the barriers to housing and services domain comes from road distances to a post office, primary school, general store and GP surgery. Of the Malvern Hills population from the 2011 census, 30% live in small areas which are considered in the most deprived decile for barriers to housing and services.

Whilst households with access to their own transport may not suffer greatly from these barriers, households with lower incomes and less available transport options may regard this as a more significant problem.

The low score for the living environment domain comes from number of houses without central heating and houses that fail to meet the decent home standard. There are 22% of the population that live in areas considered in the most deprived decile.

The only change to the indicator since the 2010 indices is an improved modelling methodology for the houses in poor condition indicator. The four components of the decent homes standard were modelled separately in the 2015 indices. The model was created at dwelling level rather than output area and the Housing Health and Safety Rating System (HHSRS) was used instead of the previous standard.

Deprivation by small area



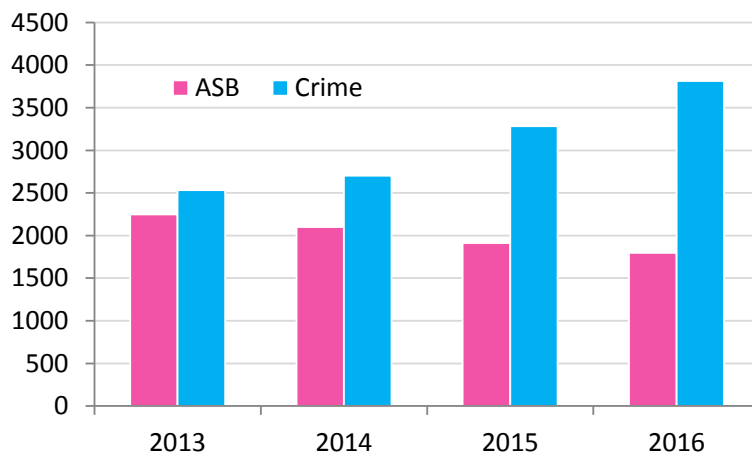
There are small areas in Lindridge, Teme Valley, Baldwin, Martley, Powick, Aflrick & Leigh, Longdon and Morton that are in the most deprived 10% nationally for both of these domains.

Crime figures

Malvern Hills remains a low crime area, however, overall crime has increased by around 20% between 2013/14 to 2015/16. This is however, largely due to changes in recording methods used.

There were 3,813 crimes in Malvern Hills during 2016 which equates to 51 per 1,000 residents. Across the 22 wards this varies from 286.5 (Link) to 10.9 (Teme Valley).

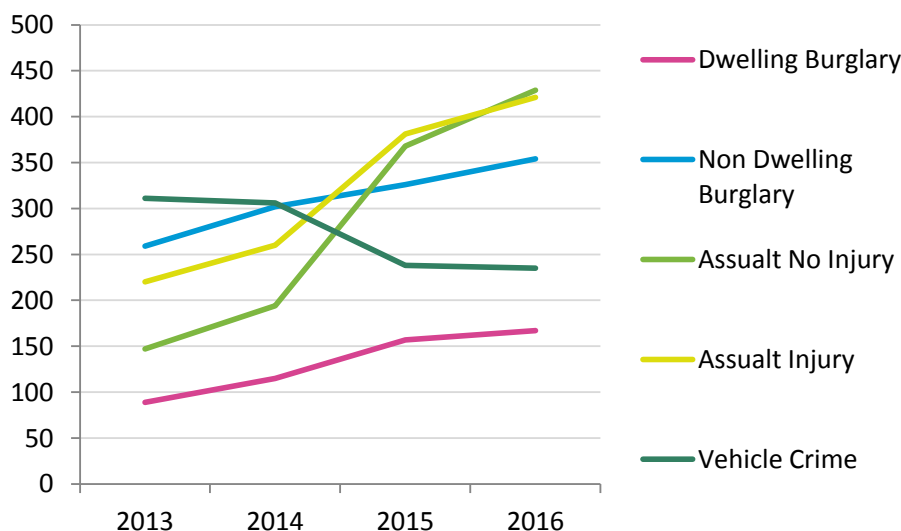
Overall crime and incidents of ASB



There were 2,116 anti-social behaviour (ASB) incidents in Malvern Hills during 2016 which equates to 28.2 per 1,000 residents. Across the 22 wards this varies from 131 (Link) to 4.8 (Teme Valley).

There has been an increase burglary and in assault in the last three years although the recording method for assault has changed recently. Vehicle crime has decreased in each of the last three years.

Main crime types



West Mercia Police provides [crime mapping information](#) where details can be found on the nature and location of individual crimes reported in any police neighbourhood.

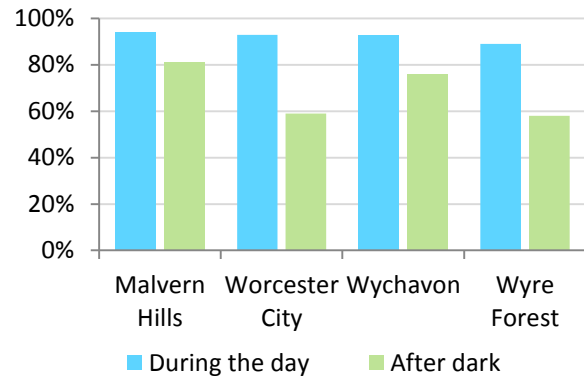
Viewpoint survey

94% of respondents to the 2016 Viewpoint survey, felt safe in their local area during the day and 81% after dark. ⁽²⁰⁾ These values have reduced slightly over the last five years but remain the highest in Worcestershire.

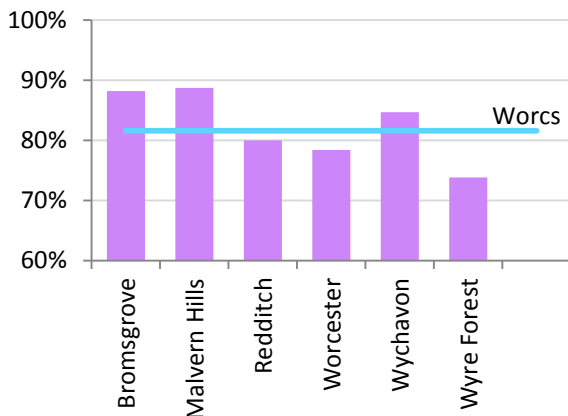
Results from the Viewpoint survey also indicate that people 89% of people agree that people from different backgrounds get on well together, the highest in the county.

The proportion of people surveyed who believe that there is a problem with people not treating people with respect was 12%, the lowest of the six districts.

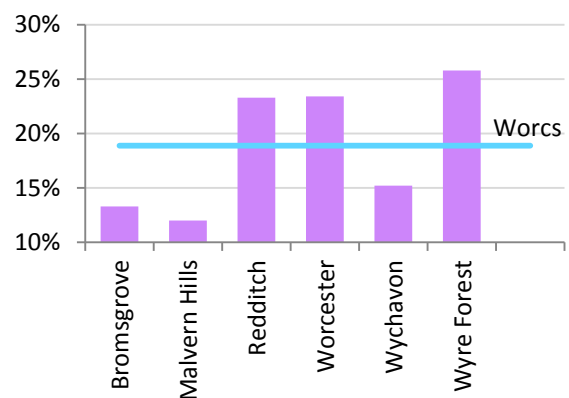
Very/fairly safe in local area



Agree that people from different backgrounds get on well together

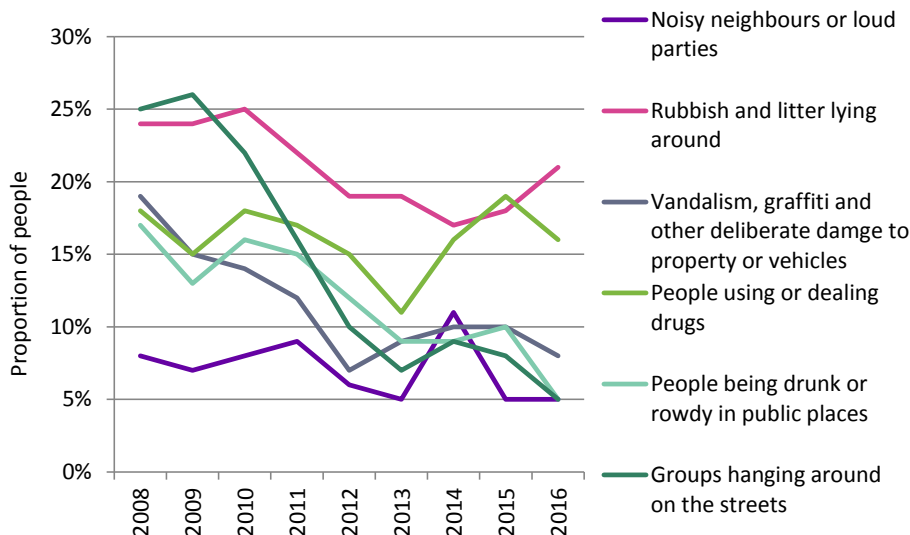


Believe there is a problem with people not treating each other with respect in their area



The chart below shows the changes in things that people perceive to be a problem in their local area. It shows that after several years of decline in all measures, rubbish and litter and people using drugs, have shown a recent increase.

Proportion of Viewpoint panel that believe the following are a problem in Malvern Hills



Property type

In 2011, there were approximately 32,212 homes in Malvern Hills.⁽³⁾

At over 44%, the proportion of detached houses in Malvern Hills is considerably higher than in Worcestershire and is almost double the national figure.

	Malvern Hills	Worcestershire	England
Detached house	44.3%	33.7%	22.4%
Semi-detached house	31.2%	33.5%	31.2%
Terraced house	11.1%	18.7%	24.5%
Flat	12.5%	13.2%	21.2%
Other	1%	1%	0.7%

Property tenure

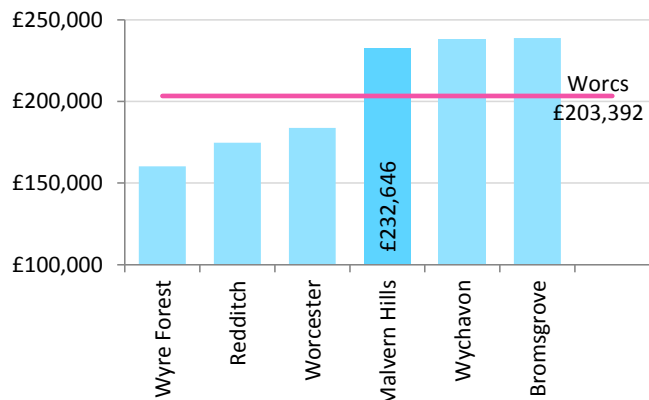
The majority of houses in Malvern Hills are owned either outright or with a mortgage or loan (71.9%).

This is higher than in Worcestershire (70.9%) and England (63.4%).

	Malvern Hills	Worcestershire	England
Owned outright	42.5%	35.9%	30.6%
Owned with mortgage or loan	29.4%	35%	32.8%
Shared ownership	0.8%	0.7%	0.8%
Private rented	11.5%	12.5%	16.8%
Social rented	14.1%	14.8%	17.7%
Living rent free	1.7%	1.2%	1.3%

Average house price in Malvern Hills (price paid)

April 2015 - March 2016

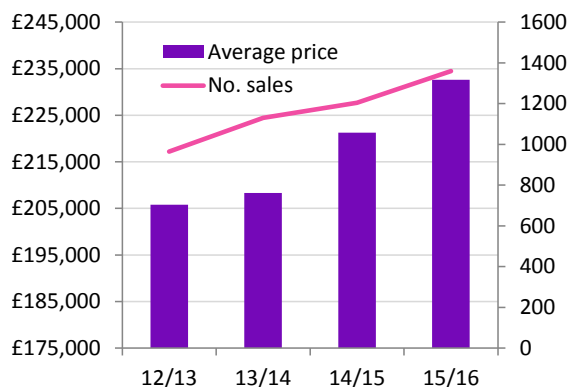


House sales

There were 1360 house sales in Malvern Hills between April 2015 and March 2016 and the average sold price was £232,646.⁽²¹⁾

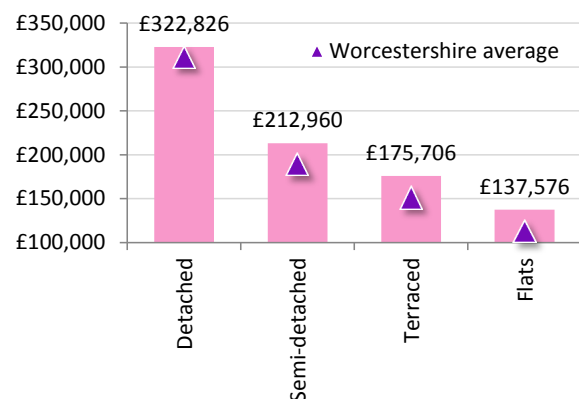
Average sold prices are the third highest in Worcestershire and are around 14% higher than the Worcestershire average.

Average sold price and no. of sales



Average sold prices by property type

Apr 2015 - Mar 2016

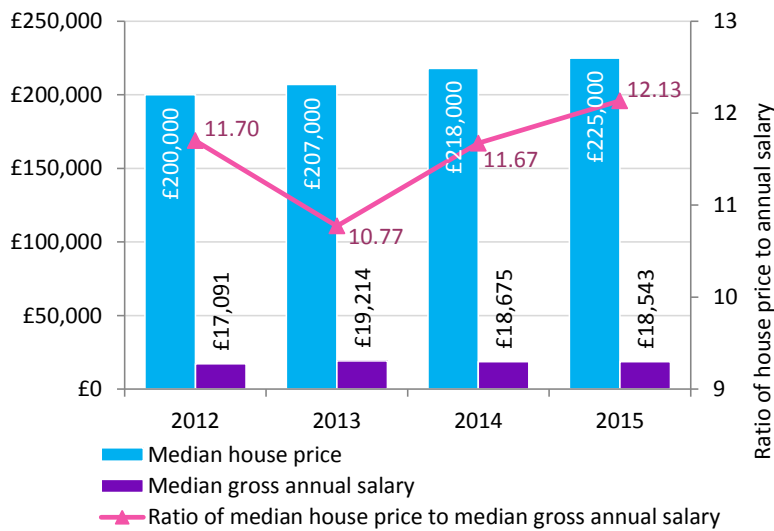


The mean sold price for a detached house in 2015/16 was £322,826 which was around 4% higher than the Worcestershire average, semi-detached was 13% higher and terraced houses 16% higher. The sale price for flats was 22% above the Worcestershire average.

Affordability

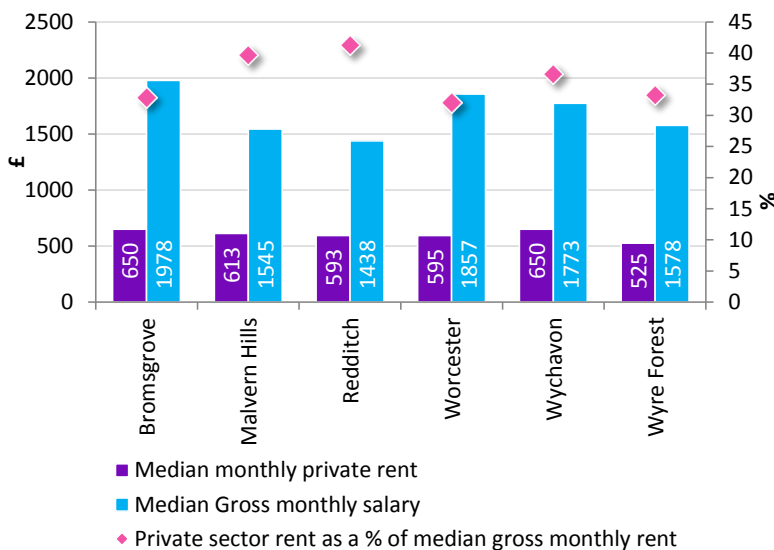
The ratio of house price to earnings has risen sharply in the last three years. The median gross salary has reduced whilst the median house price has increased by around £18,000. The median house price in Malvern Hills is now over 12 times the median salary and is the highest in Worcestershire. ⁽²²⁾ Many new households will have little option but to look for rented housing and the increase in houses that are under occupying (around 2000 households since the 2001 census) will only compound this problem.

Ratio of house price to salary



In the private rented sector the median monthly rent in Malvern Hills is third highest in Worcestershire whilst the median gross monthly salary is the second lowest and over £400 per month lower than in Bromsgrove. This has led to people spending almost 40% of their salary on their rent in Malvern Hills which is second only to Redditch and almost 8% more than is spent by people living in Worcester.

Ratio of private rent to salary

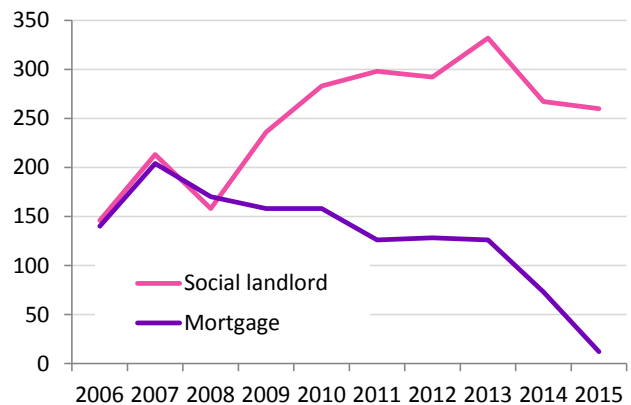


Repossessions

The numbers of mortgage repossessions in Malvern Hills have reduced considerably since a peak of 204 in 2007 to just 12 in 2015. ⁽²²⁾

In contrast, Social Landlord repossessions rose between 2008 and 2013 before reducing to a figure of 260 in 2015.

Mortgage and social landlord possessions



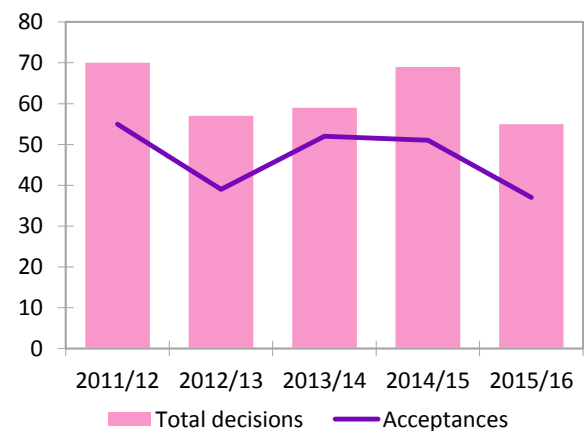
Homelessness

A "main homelessness duty" is owed where the authority is satisfied that the applicant is eligible for assistance, unintentionally homeless and falls within a specified priority need group.

Such statutorily homeless households are referred to as "acceptances".

In 2015/16 homeless decisions and acceptances fell again from the previous year to 37 acceptances which equates to 1.1 per 1,000 residents ⁽²³⁾.

Homeless decisions and acceptances

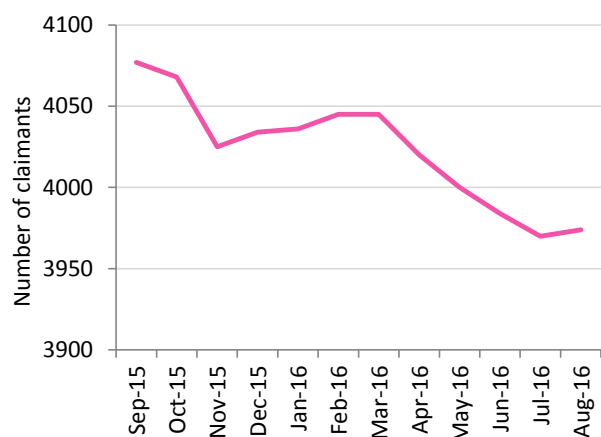


Housing benefit

Housing Benefit claimant statistics are derived from the Single Housing Benefit Extract (SHBE) which is compiled from monthly returns of housing benefit and council tax benefit claimants.

The number of claimants in Malvern Hills fell from 4077 in September 2015 to 3974 in August 2016 ⁽²⁴⁾.

Housing benefit claimants in Malvern Hills



House building

The [South Worcestershire Development Plan](#) (SWDP) was adopted on 25 February 2016. The SWDP is a statutory Local Plan which directs new development to the most appropriate locations in order to minimise impacts on the environment and allows the greatest access to local services and employment opportunities. It was jointly prepared by Wychavon District Council, Malvern Hills District Council and Worcester City Council and will guide development in the area up to the year 2030.

The SWDP sets a housing target of 5,650 dwellings for Malvern Hills District for the plan period i.e. 1 April 2006 to 31 March 2030. Up to 1 April 2016 2,267 dwellings have been completed of which 675 (equates to 30%) are to meet local affordable housing need.

Qualifications

For the year ending December 2016 there were almost 51% of people aged 16-64 with level 4 qualifications or above in Malvern Hills compared with around 37% in the county and country as a whole. ⁽²⁵⁾

NVQ level	Description
1	GCSEs grade D-G
2	GCSEs grade A*-C
3	A levels
4	HNC/ HND/ Degree

Qualifications (January - December 2016)



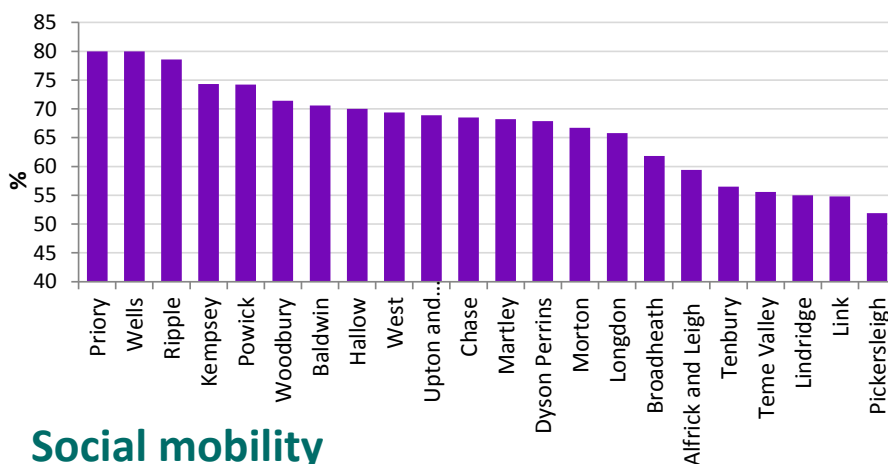
At a local level data is available from the 2011 census for all people aged 16+ and this shows large differences between the wards across the district. Pickersleigh (29%), Tenbury (27%) and Baldwin (26%) have the highest percentage of residents with no qualifications and Wells (10%), West and Priory (12%) the lowest.

The percentage of residents aged 16+ qualified to level 4 or above in the wards varies from Wells (48%), Priory (44%) and West (43%) to Pickersleigh (21%) and Tenbury (26%).

National Vocational Qualification (NVQ) level description:

In 2013/14 68.2% of pupils achieved 5A*-C GCSEs including English and Maths. This was the second highest in Worcestershire and above the national average of 57.3%. At ward level data is available for 2013/14 and the range across the district can be seen below ⁽⁷⁾.

GCSE achievement (5 A*-C inc. English & Maths) 2013/14



Social mobility

In January 2016, the government published the Social Mobility Index ⁽³⁹⁾ which aims to identify the differences between where children grow up and the chances they have of doing well at school, finding a good job and having a decent standard of living

The index uses a suite of indicators that are related to the chances of experiencing upward social mobility. The focus is on two types of outcome:

Educational attainment of those from poorer backgrounds in each local area. Early years, primary and secondary schools, post 16 and higher education participation. Eligibility for free school meals was the main metric of disadvantage and accounts for the most disadvantaged 15-20% of children.

Outcomes achieved by adults in the local area. Average income, prevalence of low paid work, availability of professional jobs, home ownership and the affordability of housing.

Each of the 324 local authorities in England is ranked on these criteria and an overall rank from 1 to 324 is given to each local authority (where 1 is the greatest level of social mobility for children from disadvantaged backgrounds).

The index rates Malvern Hills as 255th out of 324 local areas where 1st has the best social mobility in England.

Apprenticeships

The number of apprenticeships completed in 2014/15 reduced to 300 from 360 in the previous year. ⁽²⁶⁾

This remains the lowest number in Worcestershire.

	2012/13	2013/14	2014/15
Bromsgrove	470	460	450
Malvern Hills	310	360	300
Redditch	520	530	500
Worcester	500	580	510
Wychavon	470	550	570
Wyre Forest	470	570	560

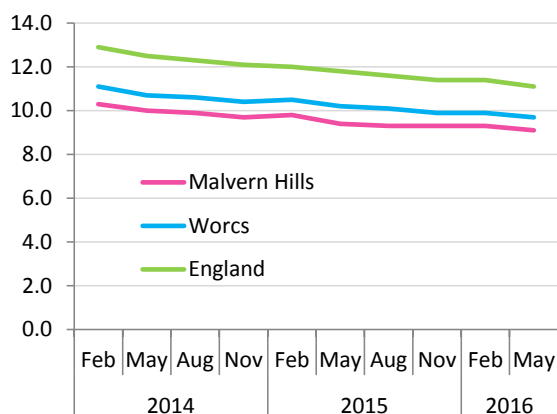
Employment

At the end of September 2016, 72.2% of the population aged 16-64 in Malvern Hills were economically active. This is lower than the county and national averages and has fallen from 82.7 % in 2014. The percentage of economically active people aged 16+ who were unemployed at this time was 4.1% compared with 3.6% in Worcestershire. ⁽²⁶⁾

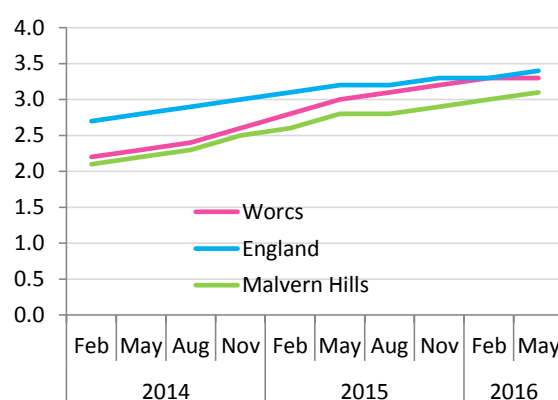
It is estimated that at the end of March 2016, 7.9% of the working age population of Malvern Hills were self employed which is the lowest of the Worcestershire districts and is lower than both the county (11.4%) and national (10.4%) averages.

The proportion of residents aged 16-64 claiming benefits reduced to 8.2% in May 2016 and this is below the county and national averages. Those aged 16-64 claiming Employment Support Allowance (ESA) and Incapacity Benefit rose to 2.7% in May 2016 whilst those claiming Job Seekers Allowance (JSA) fell to 0.5%. The number of people aged under 25 claiming JSA fell to 40 in May 2016 from 190 in May 2014.

Benefit claimants aged 16 - 64



Incapacity benefit and ESA claimants



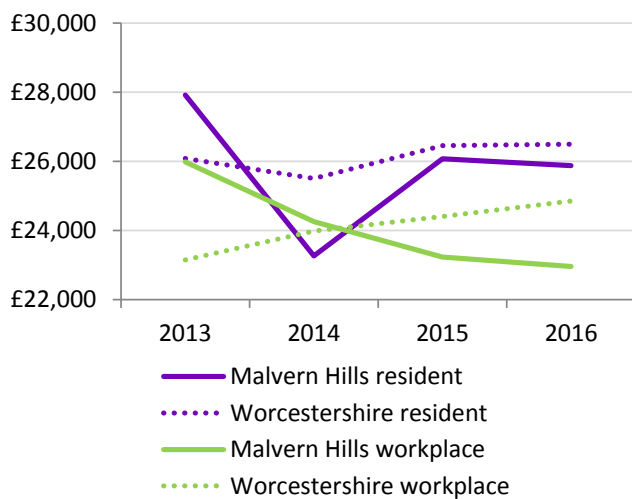
Income

The median annual salary for people who live in Malvern Hills rose to £25,878 in 2016 and is below the county average of £26,494, a gap which grew from 2015. [\(27\)](#)

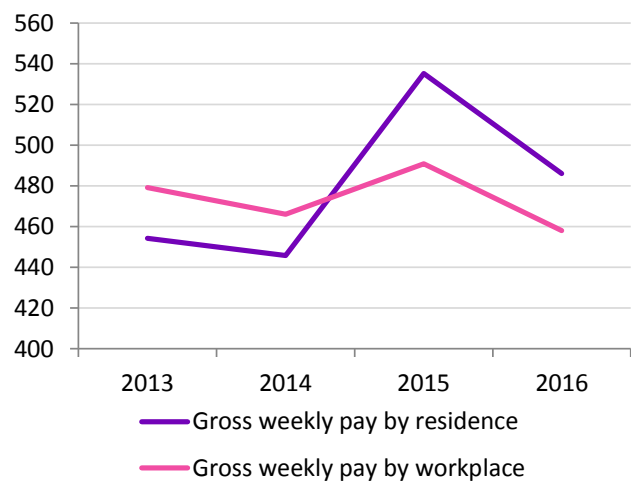
The median annual salary for people who work in the district fell to £22,960 in 2016 and is below the county figure of £24,853. In 2013 the value for Malvern Hills was above the county average. It should be noted however that the reliability of these estimates for Malvern Hills are only considered acceptable and not precise or reasonably precise.

The gap between the median weekly salary of residents and those that work in the district was £28 in 2016 a position that has reversed since 2013. Again it should be noted that the reliability of these estimates are only considered acceptable.

Median full time salary for those who live or work in Malvern Hills



Gap between workplace and resident salaries

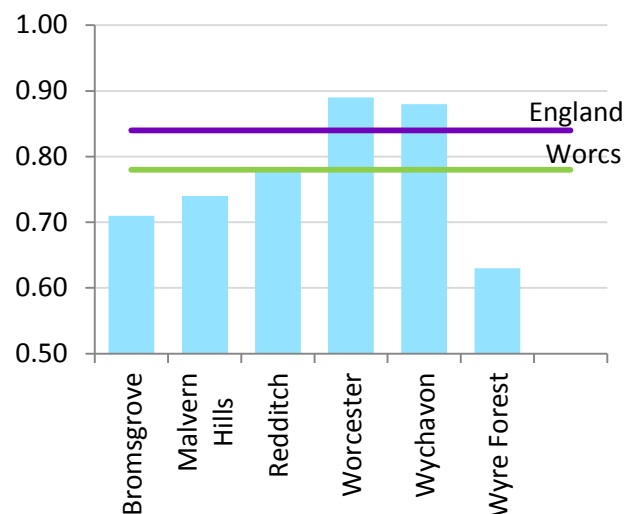


Job density

Job density refers to the ratio of total jobs to the population aged 16 - 64.

In Malvern Hills there are 0.74 jobs per resident which is the third lowest in Worcestershire and below the county (0.78) and national (0.84) averages. [\(25\)](#)

Job density



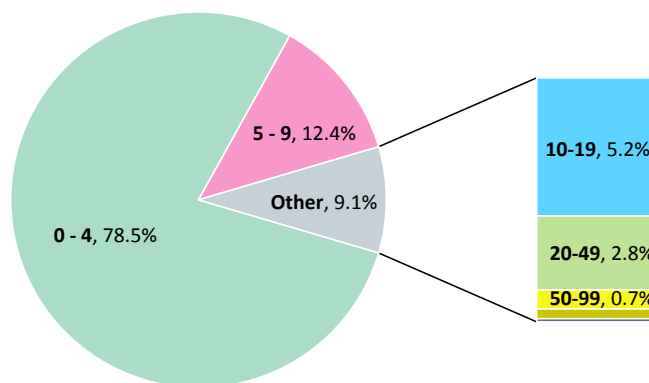
Enterprises

In 2016 there were 4190 enterprises in Malvern Hills. Since 2012 this figure has grown by 245 with the largest increases coming in professional, scientific and technical.

An **enterprise** can be thought of as the overall business, made up of all the individual sites or workplaces. It is defined as the smallest combination of legal units (generally based on VAT and/or PAYE records) that has a certain degree of autonomy within an enterprise group.

Enterprise type	No. of enterprises	%	5 year change
Professional, scientific & technical	690	16.5%	+90
Agriculture, fishing and forestry	650	15.5%	+35
Construction	405	9.7%	+10
Manufacturing	300	7.2%	10
Business administration & support services	280	6.7%	+30
Retail	255	6.1%	-10
Information & communication	260	6.2%	+25
Arts, entertainment, recreation & other services	235	5.6%	+10
Accommodation & food services	225	5.4%	0
Wholesale	205	4.9%	-15
Property	185	4.4%	+35
Health	135	3.2%	0
Motor trades	120	2.9%	+10
Transport & Storage (inc. postal)	80	1.9%	-5
Education	65	1.6%	+5
Finance & insurance	50	1.2%	0
Public administration & defence	35	0.8%	+15
Mining, quarrying and utilities	15	0.4%	+5
Total	4,190		+245

Number of employees in enterprises in Malvern Hills

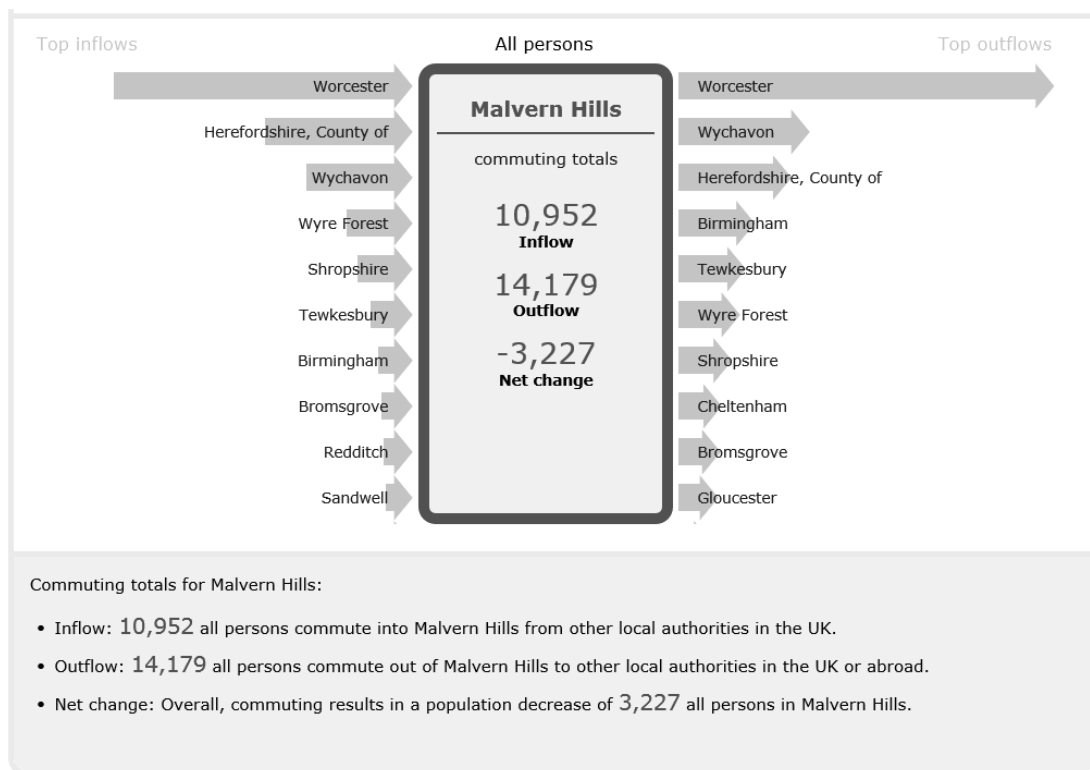


Almost 80% of enterprises in Malvern Hills are small or micro enterprises, employing fewer than five people. The proportion of enterprises that employ less than five people (78.5%) is greater than in the county (76%) and country (76.7%). Just 9.1% of enterprises employ ten or more people. [\(28\)](#)

Commuting patterns

Figures from the 2011 Census show that 13.5% of households in Malvern Hills do not own a car or van. This compares to 16.6% of households in Worcestershire, and 25.8% in England. 39.1% of households in Malvern Hills own one car or van and 33.8% of households own two cars or vans, higher than both the Worcestershire (32.1%) and England (24.7%) averages. ⁽²⁹⁾

Worcester City is the only district with a positive commuting increase in Worcestershire, with a net change of 3,165. Malvern Hills has a net decrease of -3,227 with the most popular commuting areas being Wychavon, Herefordshire and Birmingham.

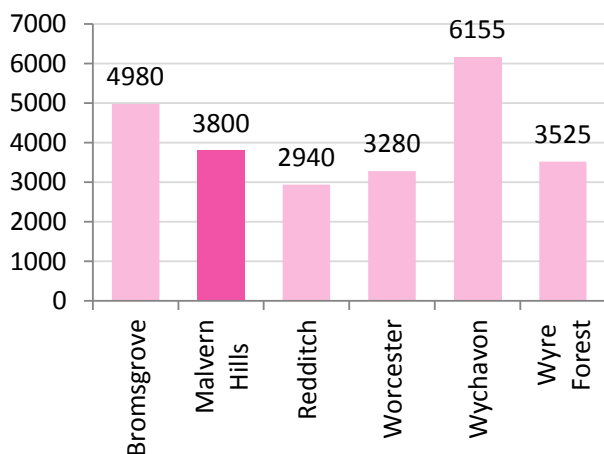


Business survival

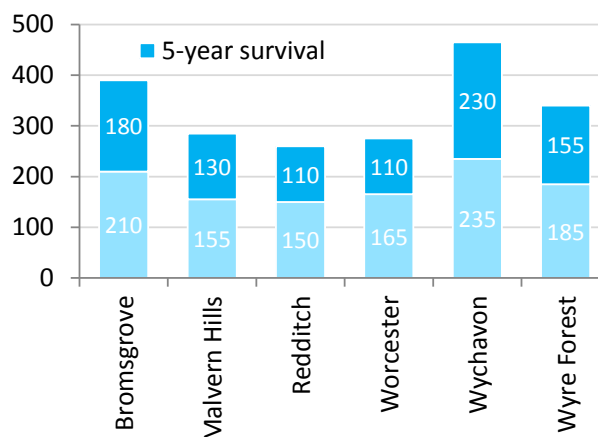
There are 3,800 active enterprises in Malvern Hills which is the third highest of the districts in Worcestershire. ⁽³⁰⁾

Malvern Hills businesses have a five year survival rate of 45.6% which is the joint third highest of the Worcestershire districts. Of the 340 businesses which were born in 2010, 175 survived for five years.

Active enterprises 2015



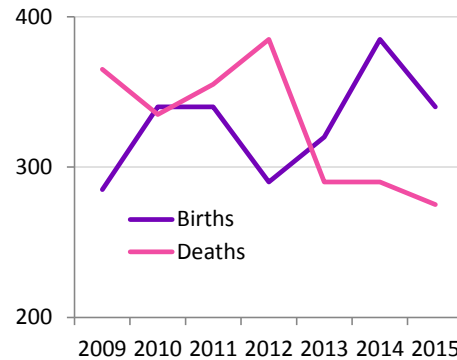
Newly born enterprises



Births and deaths of enterprises

The position in 2014 was that there were considerably more births of enterprises in Malvern Hills than deaths.

This is in contrast to the position in 2009.



UK Competitiveness Index

The UKCI provides a benchmark of the competitiveness of the UK's localities. Competitiveness is considered to consist of the capability of an economy to attract and maintain firms with stable or rising market shares in an activity while maintaining stable or increasing standards of living for those who participate in it. ⁽³¹⁾

In 2016 Malvern Hills ranked as 154th most competitive from a total of 379 and was 4th in Worcestershire and 8th in the West Midlands. This was a fall of one place from the 2013 index.

Broadband

Currently 84 per cent of residents in Malvern Hills District have access to superfast broadband but just 35 per cent have actually switched following the upgrade of their local cabinet/infrastructure.

Visit [Superfast Worcestershire](#) to find out more about broadband availability in the district.

Tourism

The visitor economy is a very important element of the district's economic base. The most recent Economic Impact Assessment in Malvern Hills District was completed for 2015/16. Key findings were:

- 3.46 Million trips were undertaken to (and within) the district – 3.296m day trips and 164,000 overnight visits
- During their visit to the Malverns, visitors spent approximately £105,933,000 of which £26,185,000 was from overnight visits
- The overnight trips account for a total of 0.6 million nights in the area (an average of 3 nights per trip)
- Overnight visits generated approximately £26 million in the area, compared with £79 million from irregular day trips
- This spending supported in the region of 2,500 jobs within Malvern Hills; approximately 2,100 direct tourism related jobs plus c 400 non-tourism jobs dependent upon multiplier spending from visitors
- This equates to over 8% of employed people in the district. These figures were a slight increase over the figures from 2008 (cited in the 2009-12 action plan) showing the visitor economy was continuing to grow despite the challenging economic environment.
- The average spend per day trip was c. £25 with overnight stays generating an average of c. £160 per visit.



The Malvern Hills area was designated as an Area of Outstanding Natural Beauty in 1959.

It covers 105 square kilometres and the landscape of the area is highly varied, supporting a wide diversity of flora and fauna including dormice, skylarks, great crested newts and barn owls.

The area is famous for its hills, water, musical and literary connections as well as its outstanding natural beauty. It has a rich cultural heritage and contains many ancient monuments from the Iron Age to the Medieval period and is also home to 339 listed buildings and 2 listed parks and gardens.

The Malvern Hills AONB

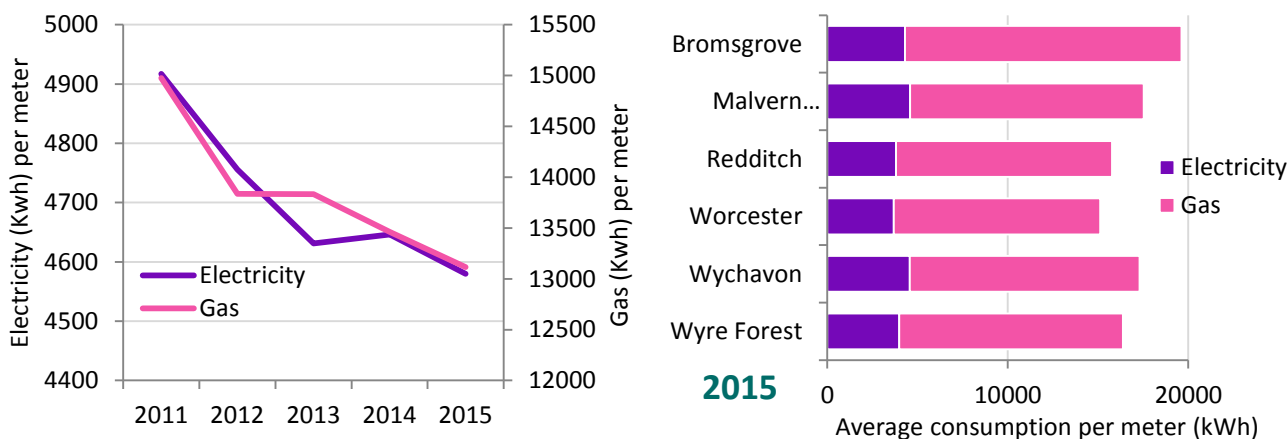


Energy consumption

Levels of domestic energy consumption in Malvern have decreased since 2011 to a combined total for gas and electricity of 17,531 kWh in 2015. ⁽³³⁾ Gas accounts for 74% of the total.

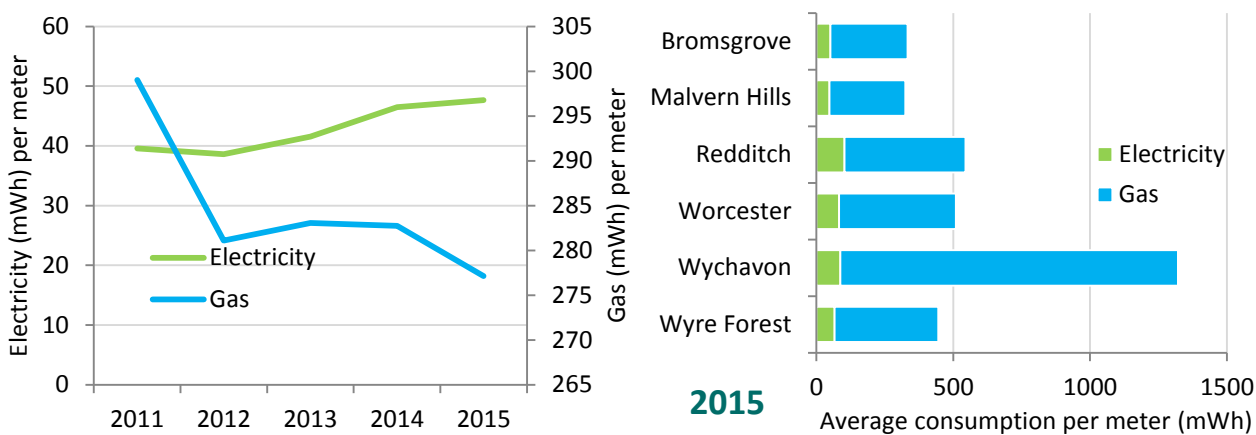
Domestic consumption levels are the highest in Worcestershire for electricity and second highest for gas.

Average domestic energy consumption per meter (kWh)



Non-domestic electric consumption has risen since 2011 whilst gas has fallen the average combined consumption per meter reached 325 mWh in 2015. Malvern Hills has the lowest consumption level per meter in Worcestershire.

Average non-domestic energy consumption per meter (kWh)



Total energy consumption (GWh)

	2011	2012	2013	2014	2015
Domestic electricity	159.0	159.9	156.2	156.7	148.8
Domestic gas	290.0	292.7	285.6	280.3	278.6
Non-domestic electricity	132.5	129.4	140.1	161.3	149.0
Non-domestic gas	83.7	75.3	75.0	75.8	72.3

The total energy consumed in Malvern Hills in 2015 was 649 GWh which is a reduction from 665 GWh in 2011.

Total energy consumption in the district has fallen in recent years for all but non-domestic electricity which rose between 2012 and 2014 before falling again.

Renewable energy

In 2012/13 there were 792 installations of cavity wall insulation per 10,000 households ⁽³⁴⁾ in Malvern Hills which is 112 less than the British average of 904 installations. Between June 2010 and September 2016 there were 1,800 domestic solar PV installations which is 162 less than the British average of 1,962.

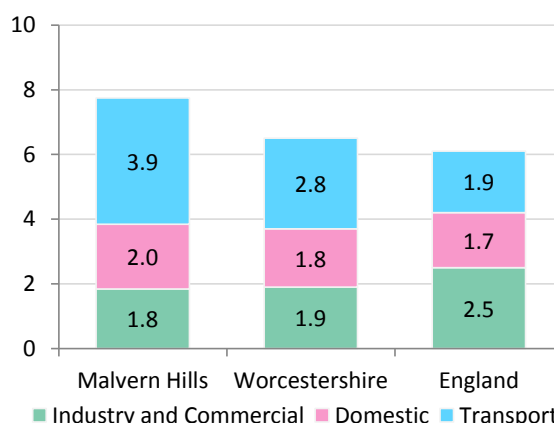
Renewable energy generation in Malvern Hills has increased from 5,519 MWh in 2014 to 6,310 MWh in 2015. ⁽³⁴⁾

Carbon emissions

In 2014, 7.7 tonnes of carbon dioxide (CO₂) was emitted per person in Malvern Hills when domestic, transport and industrial and commercial emissions are taken into account. This is a 17.2% reduction compared to 2005. ⁽³⁵⁾

Carbon emissions

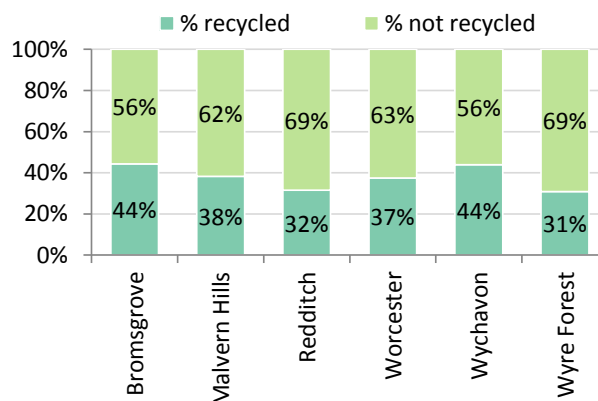
Tonnes of CO₂ per person (2014)



Waste

Between April 2015 and March 2016, 26,194 tonnes of household waste was collected in Malvern Hills. Of this, 38.3% was sent for recycling/composting/reuse which was the third highest in Worcestershire. ⁽³⁷⁾

Percentage of household waste recycled

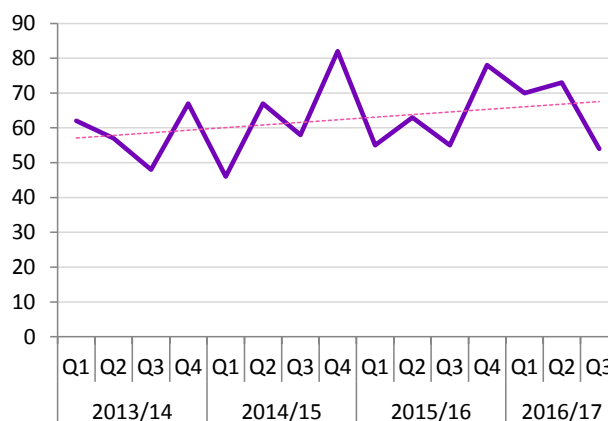


Fly tipping

There were 251 fly tipping incidents reported in 2015/16 which was very similar to the previous year (253).

There has however been a slight upward trend since 2013/14 and to date the values for 2016/17 are an increase on the corresponding quarters of the previous year. ⁽³⁷⁾

Number of fly tipping incidents reported

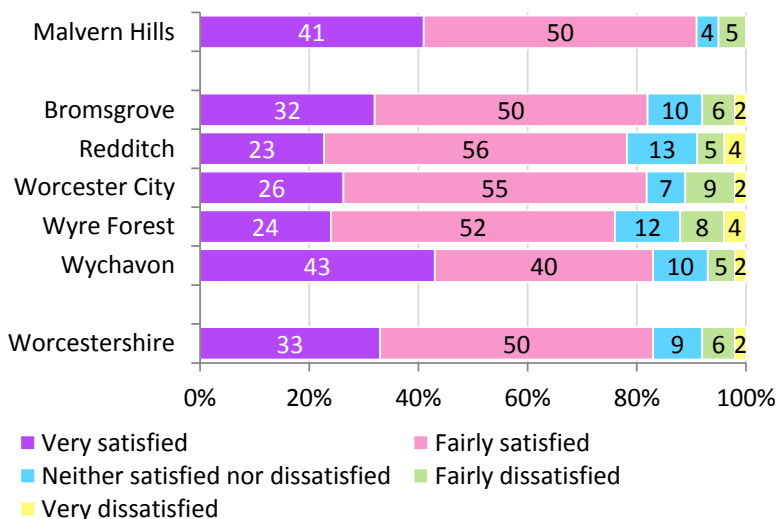


Satisfaction with the area

Every year since 2009, the Worcestershire Viewpoint survey has been conducted by the County Council on behalf of the county's district and borough councils, NHS Worcestershire and Hereford and Worcester Fire and Rescue Services. Worcestershire Viewpoint members are asked to complete an annual survey to enable the council to gather their views and opinions.

In the 2016 results, residents of Malvern Hills are the most satisfied overall with 91% being satisfied with their local area as a place to live⁽²⁰⁾.

Satisfaction with the local area as a place to live

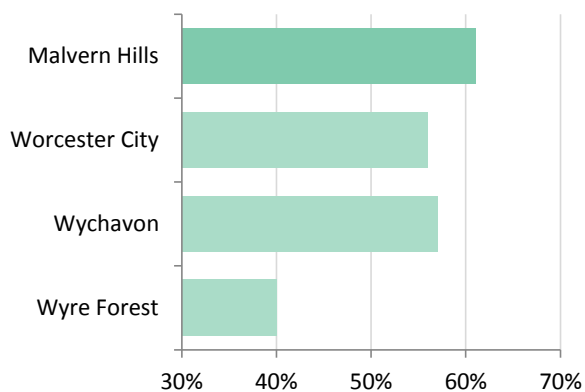


From 2015, prior members Redditch Borough Council, Bromsgrove District Council and Hereford and Worcester Fire and Rescue Service decided to pursue their own separate engagement activities, so comparisons for district council specific questions are limited to four districts.

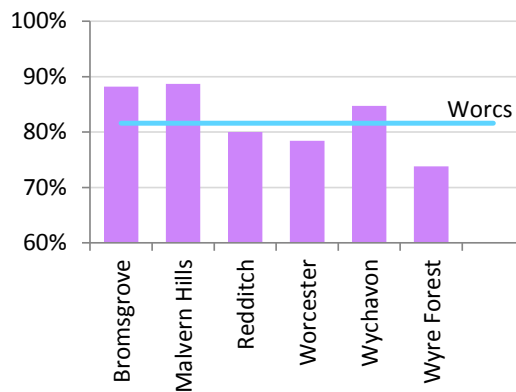
Satisfaction with keeping public land clear of litter in Malvern hills is at 61% which has remained the most satisfied of the districts and has stayed within three percentage points since the survey began in 2008.

As a way of measuring community cohesion, people were asked whether they agree that their local area is a place where people from different backgrounds get on well together. Just under 89% of people definitely agreed or tended to agree with this which is the highest in Worcestershire and an increase from 78% in 2014.

Very / fairly satisfied with keeping public land clear of litter



Agree that people from different backgrounds get on well together



Resident priorities

The Viewpoint Survey also asked people to state the things that are most important to them and the table below summarises these. Education provision and affordable decent housing have risen one place since 2015 while access to nature has fallen from the third most important priority. For those that need improving, traffic congestion has risen one place while activities for teenagers and affordable decent housing have fallen one place.

Position	Most important things	Things that need improving
1st	Health services	Road and pavement repairs
2nd	Level of crime	Public transport
3rd	Education provision	Level of traffic congestion
4th	Affordable decent housing	Activities for teenagers
5th	Access to nature	Affordable decent housing

Quality of life

The district was named as the 24th best area to live in the UK in the 2016 Halifax Quality of Life Survey.⁽³⁸⁾

The survey ranks local authority performance across key indicators covering: the labour market, the housing market, the environment, education, health, and personal well-being.

Malvern Hills was 24th of 324 nationally and third in the West Midlands.

Flooding

Significant watercourses within the Malvern Hills District include the River Severn, River Teme, Kyre Brook, Dick Brook, River Rea, Hatfield Brook and Pool Brook. Surface water is the main cause of flooding within Malvern, Tenbury Wells, the River Teme and Kyre Brook. In addition, a culverted section of an un-named watercourse causes flooding at Bog Lane.

The main causes of flooding within Upton-upon-Severn are the River Severn, Pool Brook, and surface water flooding. There is an important flood flow route to west of the town during extreme flood events on the River Severn, which essentially isolates the town. In 2012 a new permanent flood defence designed to protect 64 properties from a 1 in 150 chance of flooding was completed.

1. ONS [Mid 2016 population estimate tool](#)
2. [Mid 2014 population projections](#)
3. [Census 2011 data](#)
4. [Local area migration](#)
5. [Ward level population estimates](#)
6. [Public Health profiles](#)
7. [Local health](#)
8. [National Child Measurement Programme](#)
9. Public Health England - [Obesity, diet and physical activity](#)
10. [Worcestershire Joint Strategic Needs Assessment](#)
11. Sport England - [Active Lives Survey](#)
12. Sport England - [Local Sport Profile](#)
13. Projecting Older People Information ([POPPI](#))
14. [Personal wellbeing](#)
15. Public Health England - [Reducing social isolation across the lifecourse](#)
16. Age UK [Loneliness Index](#)
17. Gov.uk [Fuel poverty statistics](#)
18. End Child Poverty - [Poverty in your area](#)
19. [English Indices of Deprivation 2015](#)
20. [Worcestershire Viewpoint Survey](#)
21. Land registry [House Price Index](#)
22. ONS - [Housing Summary Measures](#)
23. Gov.uk [Live tables on homelessness](#)
24. ONS - [Housing benefit statistics](#)
25. Nomis - [Official labour market statistics](#)
26. Gov.uk - [FE data library - Apprenticeships](#)
27. ONS - [Annual survey of hours and earnings](#)
28. ONS - UK business - [Activity, Size and Location](#)
29. Nomis - [Commuter flows](#)
30. ONS - [Business demography](#)
31. [Centre for International Competitiveness](#)
32. [Malvern Hills AONB](#)
33. [Sub national electric and gas consumption statistics 2006 to 2015](#)
34. Gov.uk - [Department of Business, Energy and Industrial Strategy](#)
35. Gov.uk - [Renewable energy statistics](#)
36. Gov.uk - [Carbon dioxide emissions](#)
37. Gov.uk - [Waste and Recycling statistics](#)
38. [Halifax Quality of Life Survey 2016](#)
39. [Social Mobility Index](#)