

Connecting with communities

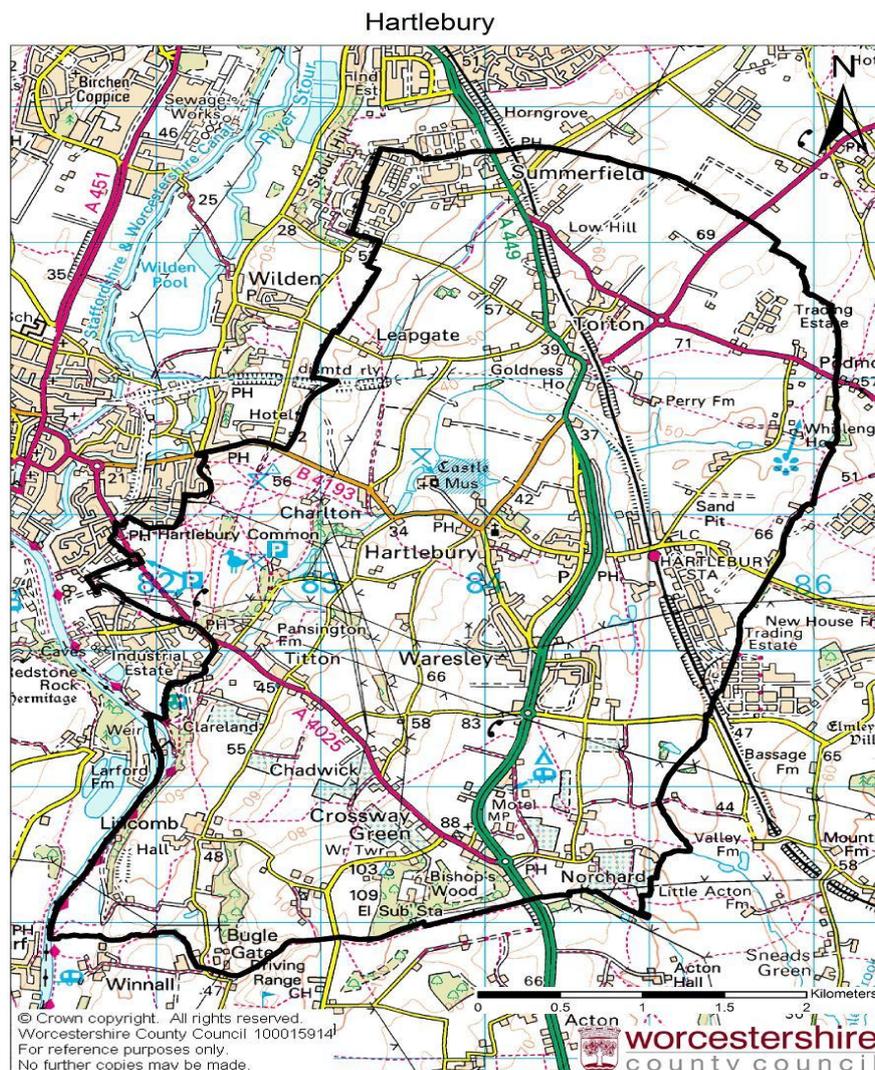
Hartlebury ward profile Councillor Nigel Dowty

Introduction and purpose

The purpose of this profile to help inform you about key issues in your ward in preparation for the ward 'walks', which you are doing as part of our **connecting with communities** programme. The profile contains information about population, housing, income, employment, education, car ownership, health and crime. This is primarily taken from the more detailed [ward profiles](#) produced by Worcestershire County Council and is the most up to date information available at the time of collation.

The profile also includes details about household characteristics derived from Experian's Mosaic Public Sector household segmentation and profiling tool. It highlights any significant live issues in your ward and some of the things we have done in your ward during the last three years. We can add some of the information that you gather through the connecting with communities programme to build up a more complete profile of your ward, which will be a useful source of reference for councillors and officers in the future.

Geography



The ward covers the parish of Hartlebury.

Population

The total population of the Hartlebury ward is 2,600. 14.9% of residents are under 16 years old, 65.3% are aged 16-64 and 19.8% are aged over 65 years.

Figures from the 2001 Census show that 97.3% of people are White British. This compares with 95.5% in Worcestershire and 96.9% in Wychavon.

Housing

There are 1,150 homes. According to the 2001 Census, 78.0% are owned, 11.0% are rented from registered social landlords and 6.6% are privately rented. In 2010/11, the average house price was £300,777. This is above the Wychavon average of £248,263 and the Worcestershire average of £210,055.

There are eight second homes and 19 long term empty properties. There are currently 19 active applications for Home Choice Plus in the ward.

There are high levels of fuel poverty. In 2010, around 24% of households in the ward were fuel poor¹.

Businesses

There are 191 registered businesses in the ward.

Income, economic activity and benefits

The average household income in 2011 was £43,380; the Worcestershire average is £36,979. The proportion of households in the ward earning less than £10,000 a year is 8.8%, compared with a Worcestershire average of 13.4%.

According to the 2001 Census, 69.4% of people were economically active, compared with the county equivalent of 70.7%. 39.6% of people worked full time and 11.2% part time. 15.3% of people were retired, compared with the county figure of 14.1%.

In February 2012, there were 130 people claiming out of work benefits, representing 7.6% of the population aged between 16 - 64 years. In September 2012, there were 30 Job Seekers Allowance claimants; this is 1.8% of the population aged 16-64, compared with 3.0% for Worcestershire.

Education and qualifications

27.1% of residents aged between 16 - 74 years have no qualifications; this is similar to the Wychavon average of 27%. 23.8% of residents aged between 16 - 74 years have achieved level 4/5 qualifications (first degree, higher degree, NVQ levels 4 and 5 or equivalent). The Worcestershire average is 19.3%.

Car ownership and travel to work

According to the 2001 Census, 9.0% of households do not own a car or van. 70.5% drive a car or van to work, compared with the Worcestershire average of 64.4%. 15.2% work mainly from home, which is above the Worcestershire average of 10.3%.

Health

According to the 2001 Census, 15.4% of people suffer from a limiting long-term illness, compared with 16.7% in Worcestershire. 71.9% defined their health as good; this is slightly

¹ A household is defined as fuel poor if it needs to spend more than 10% of its income on fuel to maintain an adequate level of warmth.

higher than the Wychavon average of 70.9%. 7.3% of people defined their health as not good.

In 2008/09, life expectancy was 80.1 years, which is just below the district life expectancy of 80.4 years.

The Hartlebury ward is in the top quartile of all Worcestershire wards based on the number of alcohol related hospital admissions 2006-2010 with 1,069.2 admissions, below the district average of 1,448 admissions.

24.2% of reception age children are obese, which is just below the Wychavon average of 24.6%. 32.8% of year six (aged ten to eleven) are obese compared with the Wychavon average of 33.4%

There is an above district average mortality rate from smoking at 115 per 100,000 deaths compared to the Wychavon average of 87.6 and the county average of 94.4

Crime

During 2011/12, 166 crimes were recorded in the Hartlebury ward - a rate of 17.9 per 1000 population significantly below the Wychavon rate of 44.7. 85 anti-social behaviour incidents were recorded during 2011/12.

Deprivation

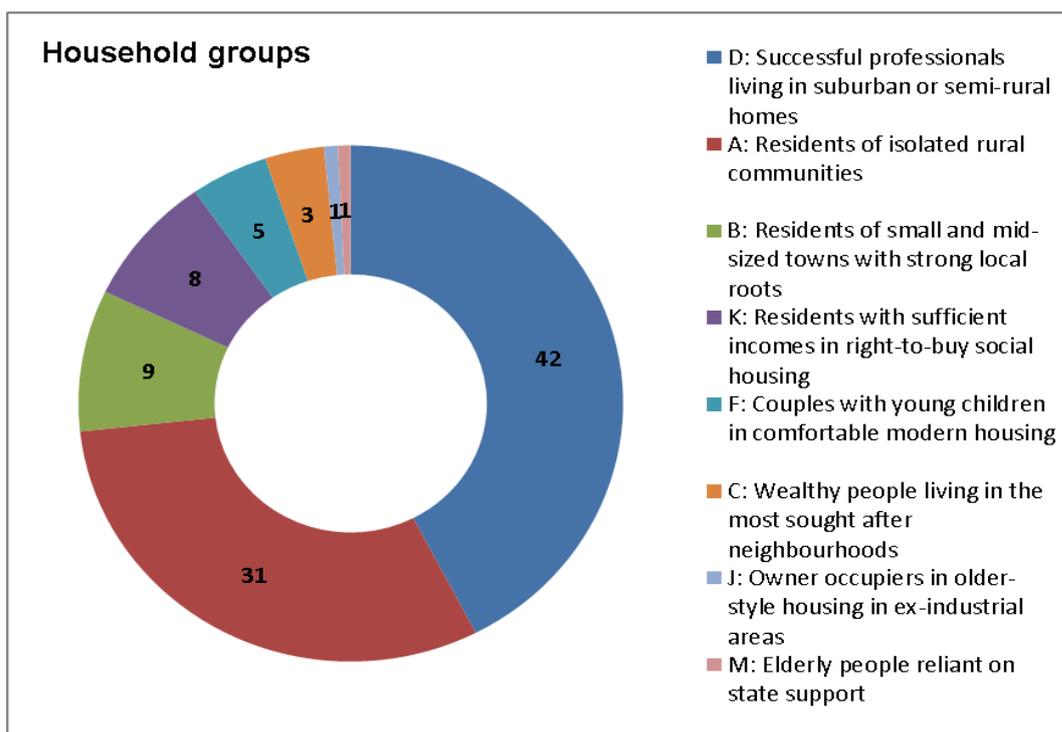
An area of the ward is the fifth most deprived rural Output Areas² in Wychavon and falls within the top 30% most deprived Output Areas in England.

Voting

The May 2011 district council elections were uncontested

Household characteristics

The chart below shows households by Mosaic Public Sector group.



² Output Areas typically comprise around 125 households and usually contain whole unit postcodes.

These groups can be further divided into household types, to provide a more detailed picture of the socio-economic and socio-cultural behaviour of residents. The table below shows the top ten household types for the ward.

Household types		%
A1	Rural families with high incomes, often from city jobs	25
D13	Higher income older champions of village communities	21
D15	Well off commuters living in spacious houses in semi-rural settings	19
K48	Middle aged couples and families in right-to-buy homes	5
B6	Self employed trades people living in smaller communities	4
C9	Successful older business leaders living in sought-after suburbs	3
K50	Older families in low value housing in traditional industrial areas	3
B7	Empty nester owner occupiers making little use of public services	3
A2	Retirees electing to settle in environmentally attractive localities	3
A4	Villagers with few well paid alternatives to agricultural employment	3

Significant planning issues

In July, we granted planning permission to Festival Housing for the demolition of 36 flats and the erection of 28 houses and apartments at 15-50 Woodbury Close. This scheme is essentially for a housing renewal to replace old stock. Conditions are yet to be discharged but we expect a start on site early in the New Year.

In September, we refused planning permission for the erection of 69 dwellings and a doctor's surgery at Waresly Park. This was a second attempt to gain planning permission in the Green Belt for residential development. The refusal reasons relate to Green Belt, impact on the heritage asset, highways and lack of a legal agreement. To date, no appeal has been submitted.

In October, we granted planning permission to Festival Housing, subject to a legal agreement which is at an advanced stage of preparation for ten affordable houses with associated site access and infrastructure at land off Old Worcester Road.

We are currently considering an outline planning application for land off Worcester Road (ref 12/02358/OU) for 92 dwellings. This site is the preferred options site in the South Worcestershire Development Plan. Consultation responses are still being considered. This is likely to go to Planning Committee in January 2013.

We granted planning permission in September 2011 for a new dwelling at a previously contentious site off Quarry Bank at a property known as Hurdlands. Following approval it became apparent that a condition requested by County Highways was not achievable so a further application to vary the condition was submitted. We granted this in July 2012. A subsequent Ombudsman complaint from the neighbour was not upheld. The Ombudsman stated that the report to Planning Committee was "very detailed".

The energy from waste incinerator adjacent to Hartlebury Industrial Estate was allowed by the Secretary of State after a Public Inquiry.

In the last three years, we have dealt with a planning enforcement issue at Fairburn House relating to untidy land (section 215) and more recently a contentious case involving Hurdlands. This related to access, redevelopment of the existing house and works to outbuildings, which resulted in a retrospective application for the refurbishment of property in a Conservation Area.

South Worcestershire Development Plan

The South Worcestershire Development Plan (SWDP) proposes to allocate the following site for housing in the ward, giving a total allocation of 100 dwellings.

Policy reference	Location	Indicative number of dwellings
SWDP23/27	Hartlebury: land west of Worcester Road	100

What we've done in the last three years

The list below is a selection of the things we've done or supported in the ward during the last three years. We will include this in the connecting with communities leaflet for your ward.

- Allocated £9,210 New Homes Bonus for Hartlebury for the next six years.
- Manage Bowbrook Grange open space
- Housed 52 households who were in need.
- Carried out 22 community safety visits and given 82 free security items to victims of crime.
- Supported two litter picks.
- So far in 2012, dealt with 114 consumer complaints and 129 complaints about nuisances and other issues. A significant number of the consumer complaints that Worcestershire Regulatory Services dealt with in 2012 related to solar energy companies and car sales
- Worked with Hartlebury Castle Preservation Trust in making a bid for Heritage Lottery Funding for the castle and also provided evaluation and professional advice.

Community

We would like to add a section that includes details of the main places where people meet, major annual events and how people keep in touch. This could include details of village halls, schools, churches and pubs and details of local websites, village blogs, noticeboards and newsletters. We hope you will gather some of this during your ward walks.

If you have any questions about this profile or further information to add, please contact [Zach Butcher](#) or [Cherrie Mansfield](#) in the Strategy and Communications team.

Profile produced: November 2012