

This is one of a series of profiles which cover all of the 22 wards in the Malvern Hills district. It is designed to assist in identifying the key challenges in the ward and to help ensure a better understanding of the community.

Population

1023 Male  **1081** Female 

27.7% of people are 65+

3rd highest of the 22 wards

17.6% are under 18

2nd lowest of the 22 wards

Population 2011	2104
Households	891
Life expectancy: Male	79.6
Life expectancy: Female	82.3
Average household size	2.3
Area (sq. miles)	12.1
Population density (persons per sq. mile)	173

Education

32%

people qualified to level 4 or above



26%

people without any qualifications

34% Malvern Hills 20%
27% England 23%

Health

79.8% of people have good or very good



vs 80.7%

in Malvern Hills

& 81.4%

in Worcestershire

Crime

(April 2015 -March 2016)

42 Crimes per 1000 residents

the 8th highest of the 22 wards



9 ASB incidents per 1000 residents

the 3rd lowest of the 22 wards

Car ownership

7%

of households have no car or van



the 7th lowest of the 22 wards

14%

Malvern Hills

17%

Worcestershire

Housing

Properties that are owned



Malvern
72%



Baldwin
78%



England
63%

Deprivation

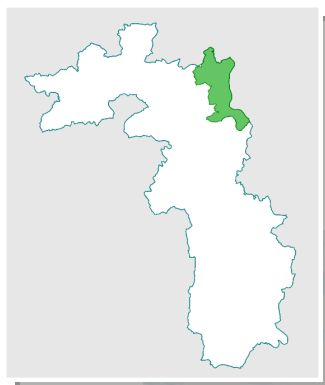
21%

of households in Baldwin are deprived in 2 or more dimensions

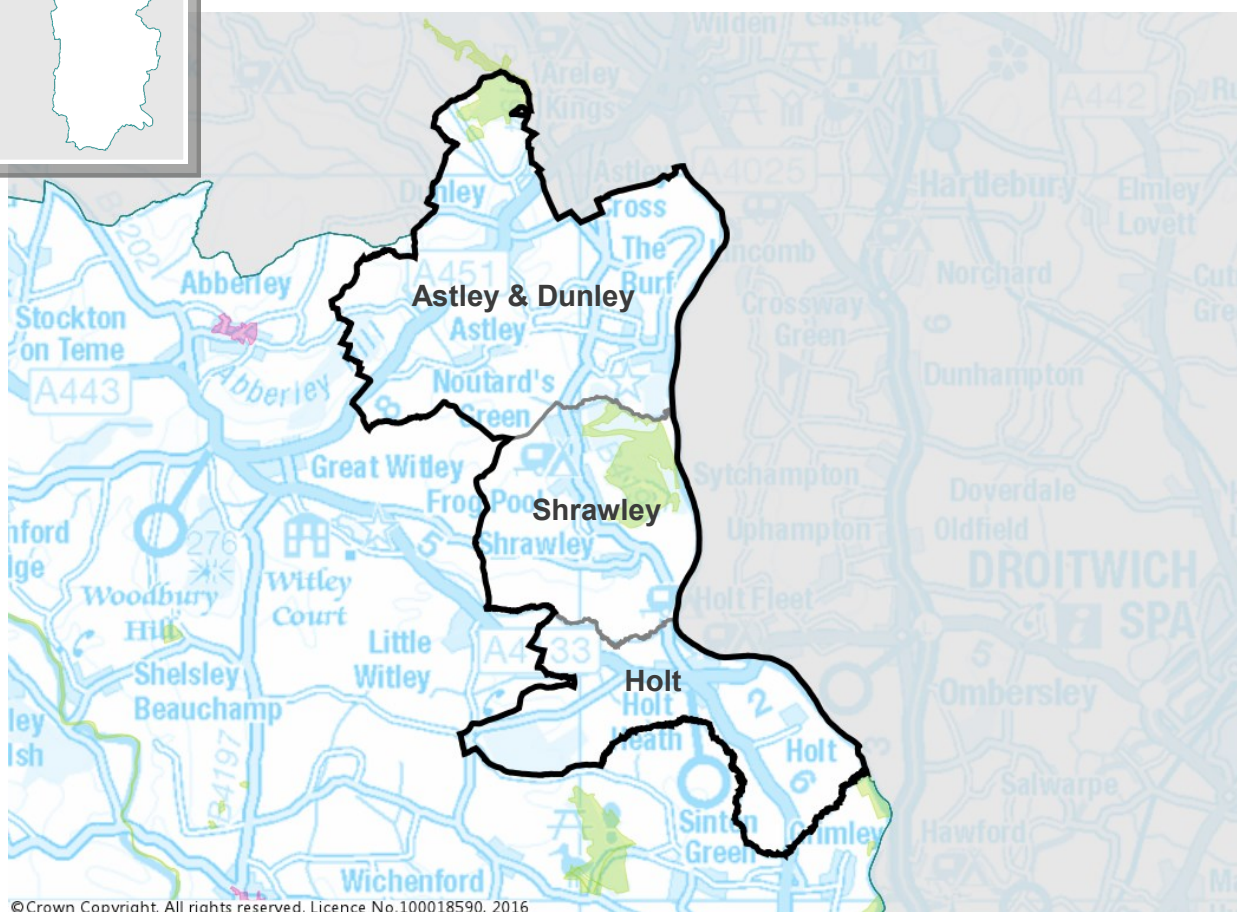
5th highest of the 22 wards

things to consider...





- High levels of over 65s and low levels of under 18s.
- There are high levels of oil central heating, fuel poverty and houses that fail to meet the decent homes standard
- A large increase in people aged 60+ and decreasing levels of unpaid carers
- Large distances to community amenities for many of the population and a reliance on high levels of car ownership



The ward is located in the north of the district and contains the parishes of Astley & Dunley, Holt and Shrawley and two sites of special scientific interest.



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-  Site of Special Scientific Interest
-  Conservation area
-  Area of Outstanding Natural Beauty
-  Parish boundary

Further information about these parishes can be found below along with a link to details of the local councillors in the area.

Astley & Dunley	Holt	Shrawley
Parish Council	Parish Council	Parish Council
Parish profile	Parish profile	Parish profile
Additional sheet	Additional sheet	Additional sheet

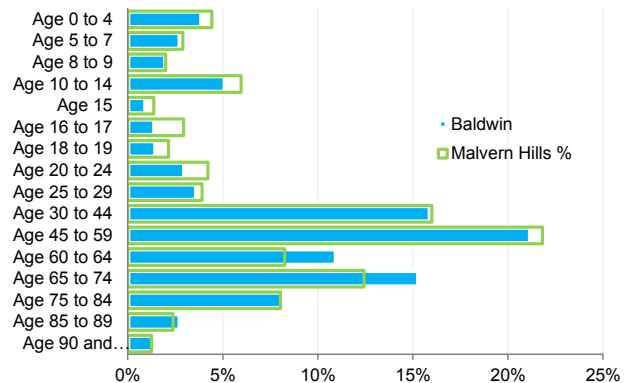
Population

In 2011 the total population of Baldwin was 2104. There is a greater percentage of 60 to 74 year olds than in the ward as a whole.

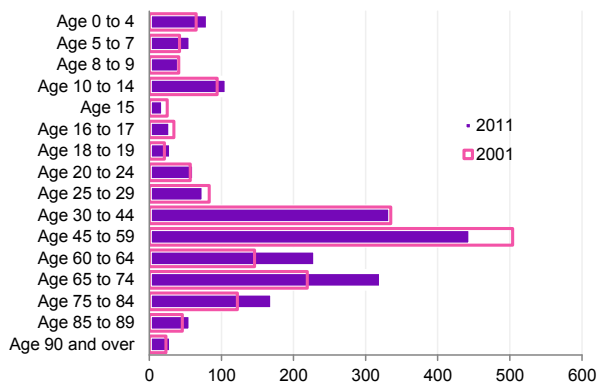
The total population has increased by 247 people (13.3%) since the 2001 census with a notable increase in residents aged 60 or over.

Male life expectancy of 79.6 is the 6th lowest of the 18 wards where data is available, female (82.3) is the 8th lowest of 17 wards ([local health profile tool](#)).

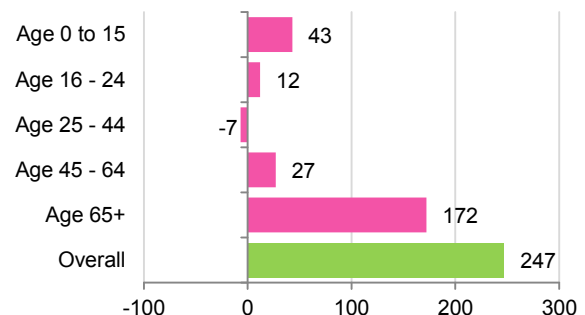
Age profile



Age profile change 2001 - 2011



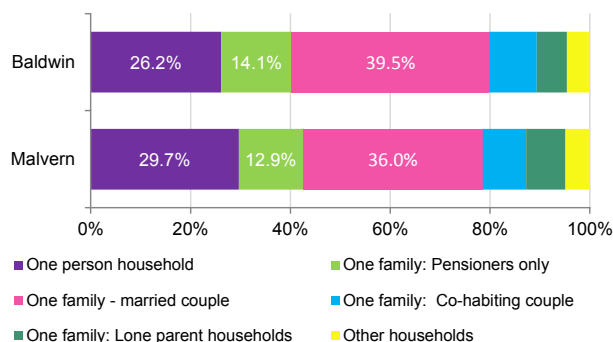
Age categories 2001 - 2011



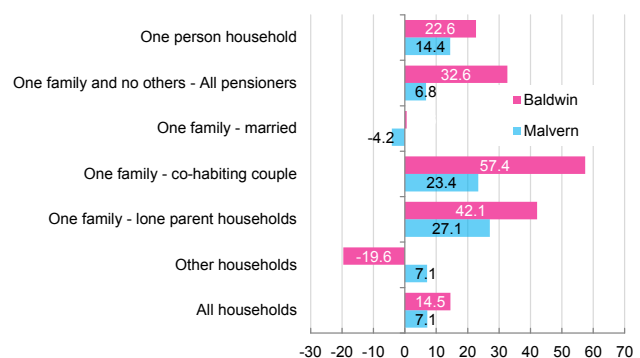
Since the 2001 census there has been an increase in families with co-habiting couples of 57% and for lone parents households of 42%, both of these are significantly higher than the change seen across the district as a whole.

Despite these significant percentage increases Baldwin continues to have a greater percentage of married couples than the district.

Household composition



Change in household composition since 2001 (%)



Housing

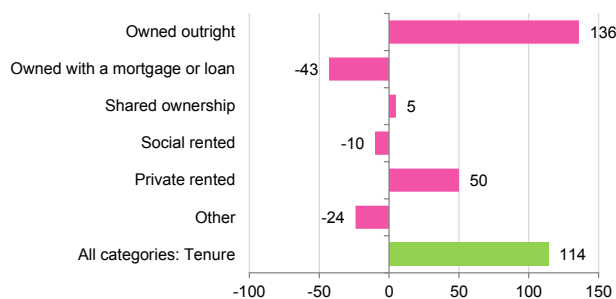


There are 891 households in Baldwin, an increase from 777 in the 2001 census.

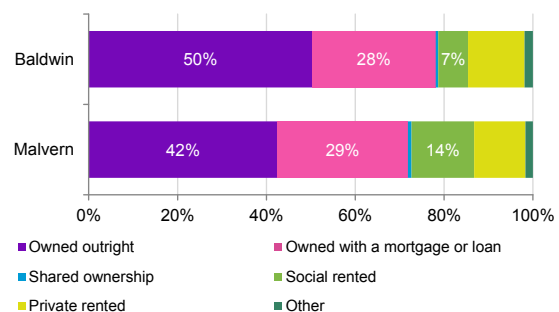
Baldwin has a greater proportion of households that are owner occupied than in the district as a whole.

There has been an increase in the number of properties that are owned outright in the ward but there has also been a shift from properties owned with a mortgage or loan to those which are private rented.

Change in tenure 2001 - 2011

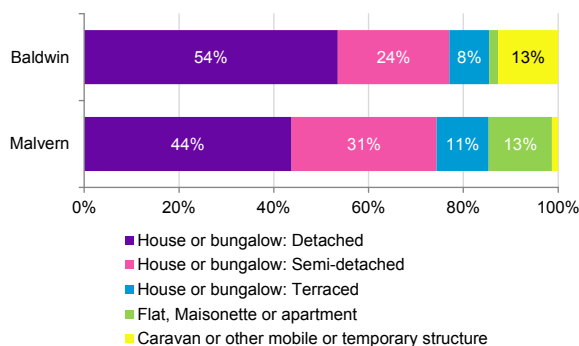


Property tenure

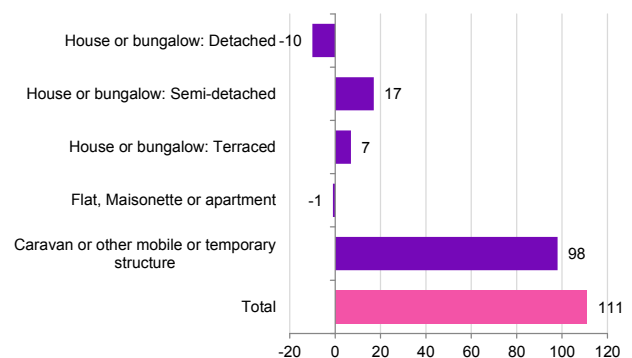


The majority of properties (78%) in Baldwin are either detached or semi-detached. There are significantly higher numbers of caravans or other mobile or temporary structures (13%) than any other ward and this figure has increased from 4% in 2001. This property type accounted for 98 of the 111 additional household spaces since the last census.

Property profile



Change in profile 2001 - 2011



There were 27 house sales during 2014/15 in Baldwin¹ and the average price for a detached property was £411,304 (based on 13 sales) which compares to £339,514 in Malvern Hills and £320,501 in Worcestershire.

There were too few sales in Baldwin to compare other property types.

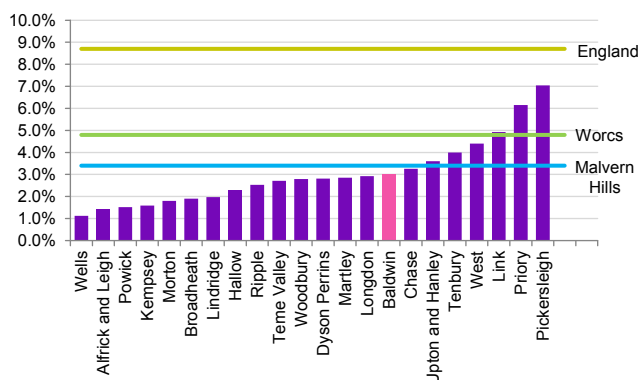
¹ [Land registry house price index](#)

Housing

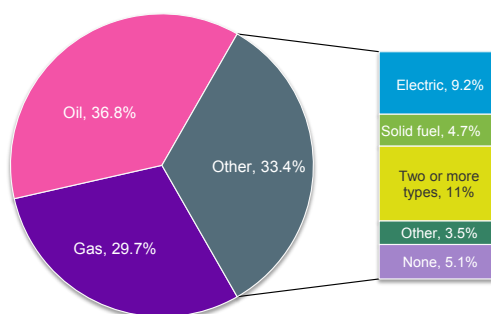
There are 3% of properties in Baldwin which are considered overcrowded (have at least one room less than is required by the occupants).

This is the 8th highest figure of the 22 wards and is below the average figures for Malvern Hills (3.4%), Worcestershire (4.8%) and England (8.7%).

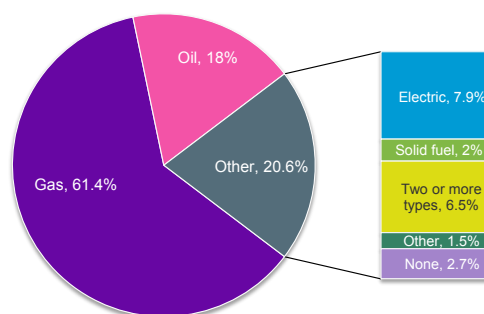
Overcrowding



Central heating



Baldwin



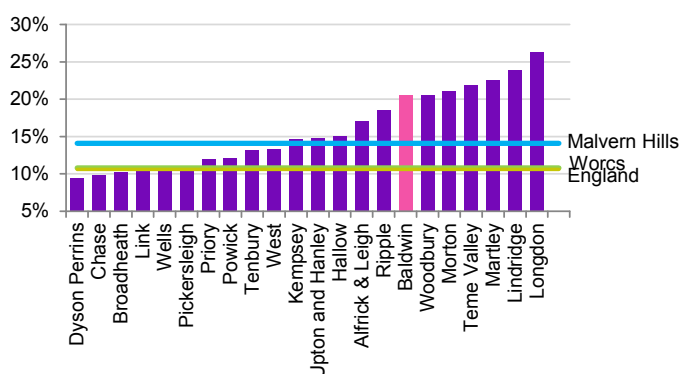
Malvern Hills

In Baldwin, oil central heating accounts for almost 37% of the heating systems in domestic properties whilst gas systems accounts for just 30%. This is significantly different to the district as a whole. There are also a greater proportion of other fuel types including just over 5% which have no central heating.

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 the national average
- Were they to spend that amount, they would be left with a residual income below the official poverty line.



In Baldwin 20.6% of households are considered to be fuel poor² and this is well above the district, county and national averages

Broadband provision

To check provision of superfast broadband for a particular postcode visit the [Superfast Worcestershire](#) website.

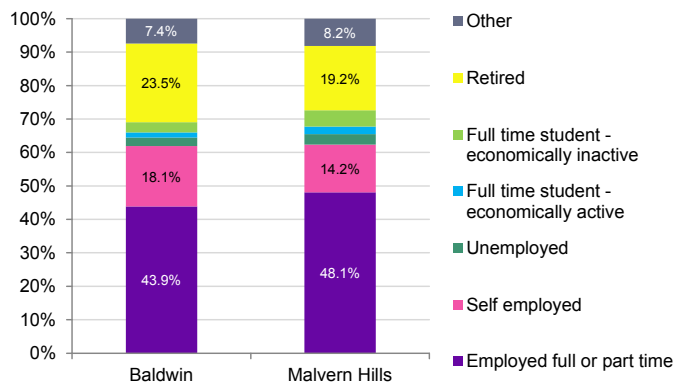
² [Fuel poverty sub-regional statistics](#)

Economy

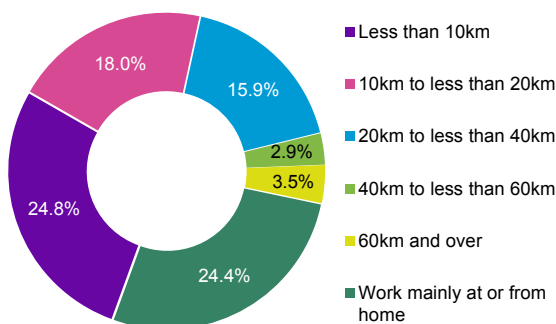
There are 1534 residents aged 16 – 74 in Baldwin and of these, 66% are economically active, slightly less than the district as a whole (68%). There is a greater proportion of self employed and retired people in Baldwin when compared with the district.

In June 2016 there were 10 people aged 16-64 who claimed Job Seekers Allowance which is 0.8% of people. In Malvern Hills 0.9% of people claimed.

Economic activity



Distance travelled to work

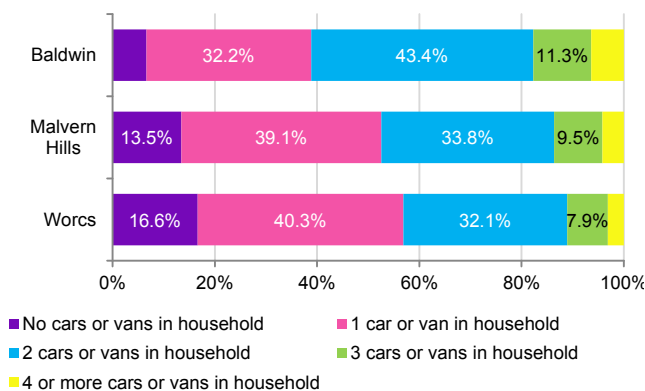


There are 237 people who work mainly at or from home in Baldwin which is 24.9% of the population that are aged 16 and over and in employment (970 people).

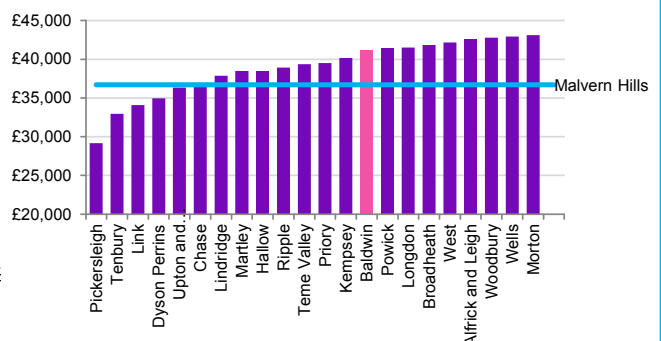
The average distance that residents of Baldwin commuted the week before the census was 21.7km compared with 18.1km in Malvern Hills.

In Baldwin there are 6.5% of households who do not have a car or van. This compares with 13.5% in Malvern Hills and 16.6% in Worcestershire.

Cars or vans in household



Household income



The mean household income in 2013 was £41,165³ which is the 9th highest figure of the 22 wards and higher than the figure for Malvern Hills of £36,694.

³ [Worcestershire County Council instant Atlas \(Advanced Data Views\)](#)

Education



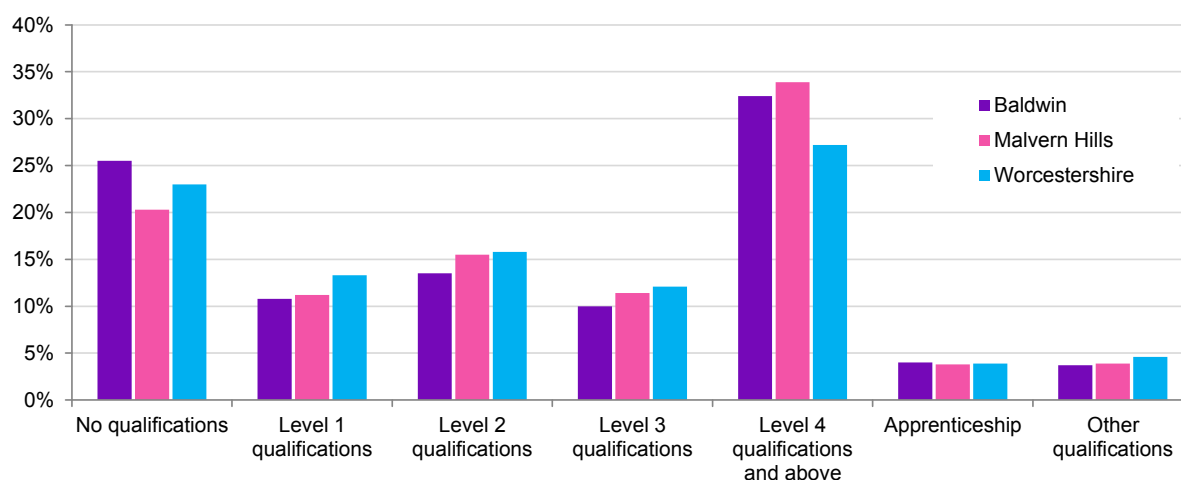
The only school located in the ward is Astley CofE primary school. The table below shows the latest Ofsted ratings, absence levels and achievements at level 4 or above which are in line with the county and national averages. Click on the links in the table for further information about the school and the latest Ofsted rating.

School	Pupils achieving level 4 or above in reading, writing and maths (2015)	Pupil absence (2014/15)	Latest Ofsted rating
Astley CofE Primary School	75%	4.0%	Good (08/3/2012)
Worcestershire	76%	4.0%	
England	80%	3.9%	

Compared with the district and county there are a greater percentage of people with no qualifications in Baldwin from the total population and a smaller percentage of people with Level 2 or above than in the district as a whole.

Qualifications	Baldwin	Malvern Hills	Worcestershire
No qualifications	25.5	20.3	23.0
Highest level of qualification: Level 1 qualifications	10.8	11.2	13.3
Highest level of qualification: Level 2 qualifications	13.5	15.5	15.8
Highest level of qualification: Apprenticeship	4.0	3.8	3.9
Highest level of qualification: Level 3 qualifications	10.0	11.4	12.1
Highest level of qualification: Level 4 qualifications and above	32.4	33.9	27.2
Highest level of qualification: Other qualifications	3.7	3.9	4.6

Qualification levels



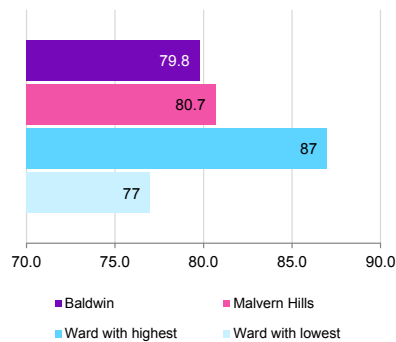
An explanation of each of the qualification levels can be found on the [education and learning](#) pages of the government website.

Health and Care

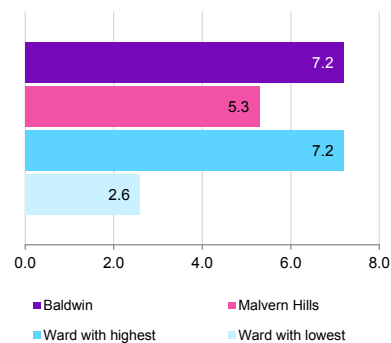


The percentage of people who said their health was good or very good in the 2011 census was lower than the average for Malvern Hills and those who declared their health to be bad or very bad is higher than the Malvern Hills average and the highest of all the 22 wards.

Health is good or very good

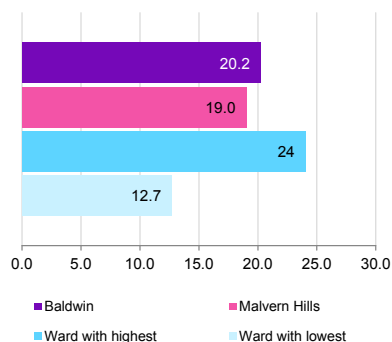


Health is bad or very bad

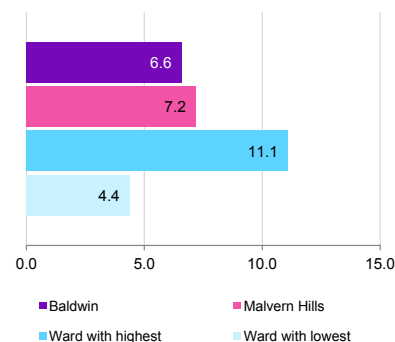


There were 20.2% of people that said their day to day activities were limited which is the 7th highest of the 22 wards and higher than the average for Malvern Hills. Of the population who were aged 16-64, 6.6% had limited day to day activities.

Day to day activities limited



Aged 16 to 64 and activities limited



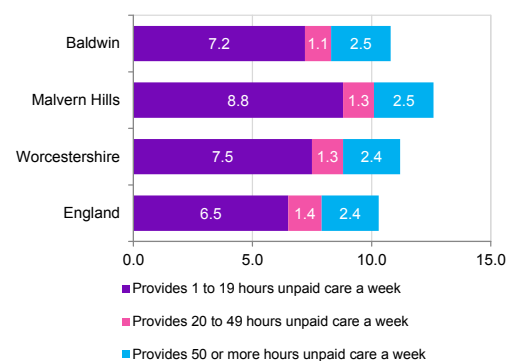
There were 228 residents in Baldwin who provided unpaid care at the time of the 2011 census which is 10.8% of the population. This has decreased from 14.3% since the 2001 census.

There are lower levels of carers in Baldwin than the district and county and only slightly more than the national average.

Public Health England provides a [local health profile tool](#) which gives detailed information about individual wards and comparisons with larger areas.

Please see the Baldwin [detailed ward report](#) for selectable subject areas and graphs.

Provision of unpaid care

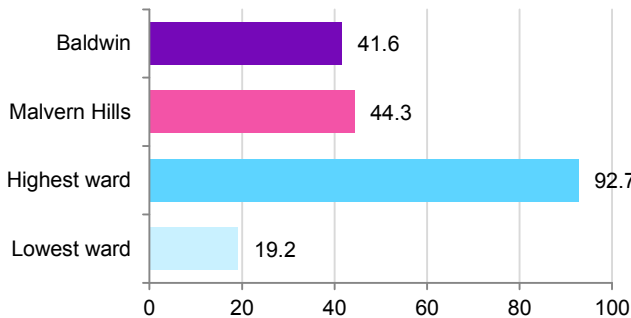


Crime and Community Safety

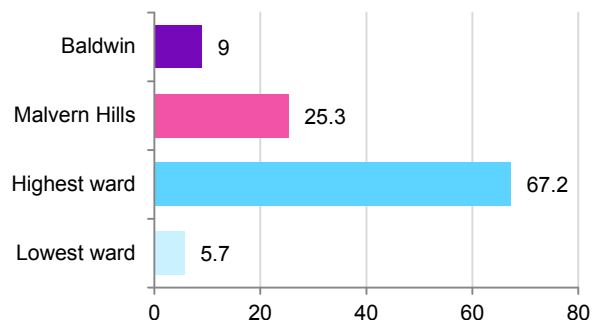


There were 88 crimes reported in Baldwin between April 2015 and March 2016⁴. The average number of crimes across all the wards in Malvern Hills is 151 during the same period. These 88 crimes equate to 42 crimes per 1000 residents which is the 8th highest level across the 22 wards.

Crime rate per 1000 residents

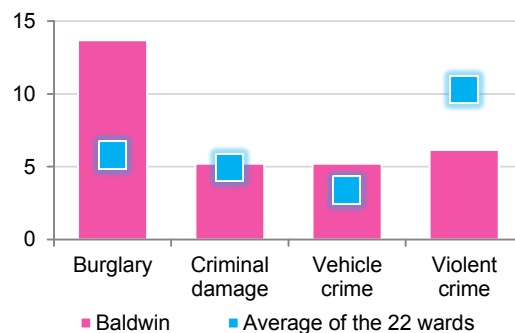


ASB rate per 1000 residents



During the same period there were 19 Anti-social behaviour (ASB) incidents in Baldwin. The average number of ASB incidents across all the wards in Malvern Hills was 86. This figure of 19 in Baldwin equates to 9 incidents per 1000 residents and is the 3rd lowest of the 22 wards.

Key crime types 2015/2016
Number of crimes per 1000 residents



The four main crime categories are burglary, criminal damage, violent crime and vehicle crime. Between April 2015 and March 2016 burglary was significantly above the ward average and violent crime was significantly below.

For detailed information on the types of crimes committed, how Baldwin compares with other wards and more detail on the district as a whole please see the [Monthly Crime Report](#) on the Worcestershire County Council website.

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.

Baldwin is found in the [Martley and Tenbury](#) policing neighbourhood.

⁴West Mercia Police

Deprivation



The 2015 Indices of Multiple Deprivation (IMD)⁵ calculates local measures of deprivation and indicates where each small area ranks across the country. Each small area consists on average of around 1500 residents and the lower the rank, the more deprived the area is.

Seven domains of deprivation are combined to produce the overall IMD. The Baldwin ward contains just one small area and overall the IMD puts this area in the 5th decile nationally (where the 1st decile contains the 10% most deprived areas).

Only the Barriers to Housing and Services and Living Environment domains fall within the most deprived 40% of areas nationally although both of them fall within the bottom 10%.

Ward	Baldwin
LSOA code	E01032181
LSOA name	Malvern Hills 002A
Index of Multiple Deprivation (IMD) decile	5
Income decile	7
Employment decile	6
Education, Skills and Training decile	8
Health Deprivation and Disability decile	9
Crime decile	7
Barriers to Housing and Services decile	1
Living Environment decile	1

Each of the seven domains have several indicators that are combined to establish the score that places them in the deciles above.

The two areas that scored poorly for this area were Barriers to Housing Services and Living Environment. For Barriers to Housing services the areas that contributed to this poor score were the road distances to a primary school, post office, general store or GP surgery.

For the Living Environment domain the primary reasons were the number of houses in poor condition and the number without central heating.

⁵ [English indices of deprivation 2015](#)

Deprivation



The dimensions of deprivation are calculated from census data and are used to classify households based on the following four household characteristics:

Employment - any member of a household not a full time student is either unemployed or long-term sick

Education - no person in the household has at least level 2 education and no person aged 16-18 is a full-time student)

Health & disability - any person in the household has general health 'bad or very bad' or has a long term health problem)

Housing - Household accommodation is either overcrowded, with an occupancy rating of - 1 or less or is in a shared dwelling or has no central heating.

A household is classified as being deprived in none, or one to four dimensions in any combination.

	Not deprived in any dimension	Deprived in 1 dimension	Deprived in 2 dimensions	Deprived in 3 dimensions	Deprived in 4 dimensions
Baldwin	48.0%	30.5%	17.6%	3.6%	0.2%
Malvern Hills	47.5%	32.9%	16.2%	3.2%	0.2%

There are just over 21% of households in Baldwin that are considered deprived in 2 or more dimensions which is the 5th highest of the 22 wards and higher than the Malvern Hills average. It does however remain below the Worcestershire average and considerably below the England average.

