

Appendix 1: Key Facts about South Worcestershire

SWDP Public Consultation Document

Key Facts about South Worcestershire

1 This section provides statistical data and analysis about South Worcestershire.

GEOGRAPHY

Table i South Worcestershire Area.

Area (% of total SW area)	Malvern Hills	Wychavon	Worcester	South Worcs (total area)	England
Total Area (Km ²)	577.1 (45%)	663.5 (52%)	33.3 (3%)	1,273.9	130,281
Green Belt (Km ²)	0	89.1 (7%)	2.7 (0.2%)	91.8 (7.2%)	16,396 (12%)
AONB (Km ²)	38.3 (6.6%)	48.9 (4%)	0	87.2 (6.8%)	21,435 (England & Wales)

CARBON EMISSIONS

2 In order to reduce the impacts of climate change, there is a need to globally reduce emissions of greenhouse gases, in particular carbon dioxide. Carbon dioxide is released as a waste product of burning fossil fuels for energy.

3 The Climate Change Act 2008 commits the UK to reducing carbon emissions by 80% by 2050, with a 34% reduction by 2020, from a 1990 baseline. How this is to be achieved is set out in the UK Low Carbon Transition Plan.

Table ii Per capita emissions, 2005 to 2008 (Tonnes)

Area	2005	2006	2007	2008	2005 to 2008 Point Change
Malvern Hills	7.2	7.5	7.3	7.2	0
Worcester	6.5	6.3	6	5.8	-0.7
Wychavon	8.8	9.1	8.8	8.6	-0.2
South Worcs	7.5	7.6	7.4	7.2	-0.3
England	7.4	7.4	7.2	7	-0.4

4 In 2008, carbon emissions per capita were slightly higher in South Worcestershire (7.2 tonnes) than the national average (7.0 tonnes). Emissions in South Worcestershire have fallen to an average of 7.2 tonnes in 2005, a 4% reduction. Emissions were particularly high in Wychavon at 8.6 tonnes per capita, possibly due to the relative affluence of the authority and the fact it is a rural district, which affects such factors as car ownership and the need to travel by car to access employment and service centres (Worcestershire County Economic Assessment, 2011).

SOUTH WORCESTERSHIRE ECONOMY

5 The Worcestershire County Economic Assessment 2011 provides a very useful and in depth analysis of current economic and employment trends occurring South Worcestershire. Some of the key stats to emerge from the assessment include:

6 Across Worcestershire, businesses with more than 50 people, which represent just 3% of all businesses in the county, employ 49% of the workforce. Businesses with more than 200 employees account for 0.5% of business, employ almost one-quarter of the Worcestershire workforce.⁰

7 Total GVA in Worcestershire in 2007 was £8.9 bn, which equates to 9.7% of the West Midlands total.

8 GVA per resident head in Worcestershire was £16,074 compared with £19,951 in the UK.

9 GVA of Business services and finance has increased by 154% since 1995 from £180m to £2.6 bn while GVA from Public administration, education, health and other services has nearly doubled. Over the same period GVA from Production has increased just 17% and GVA from Agriculture, forestry and fishing has decreased by 32%.

10 There were 1,270 business births in South Worcestershire between 2007 and 2008, a 7% decrease in the number of new business births. The number of new businesses created was most marked in Wychavon, with a 26.4% decrease on 2007.

11 There were 1,080 business deaths in South Worcestershire between 2007 and 2008, a 9.6% decrease in the number of new business deaths. The number of businesses closing has also seen a reduction in South Worcestershire, most notably in Worcester with a decrease of 18.6%.

12 Across South Worcestershire in 2007/8, an average of 14.5% of small businesses experienced employment growth. This represents a 0.1 percentage point decrease when compared with 2006/7, however, not all districts have seen a similar decline, with Worcester increasing by 0.6 and 0.8 percentage points respectively. However, these figures relate to the period at the start of the economic downturn.⁰

13 The economic activity rate in South Worcestershire is significantly higher than it is for England (see table iii).

14 In South Worcestershire just under 20% of the population aged 16-64 are classed as economically inactive, however this is lower than England. Of the economically inactive population nearly 25% state that they do want a job.⁰

15 The economic inactivity rate is higher amongst females than males, with the difference most prominent in the 25-34 age categories. The economic inactivity rates are also higher for those aged 50 and over and for those aged 16-24. Analysis of these trends can be found in the Worcestershire County Economic Assessment 2011.

16 The employment rate in South Worcestershire is higher than England and is also true when the employment rate is considered by gender. Table iv illustrates Malvern Hills has the highest employment rate in South Worcestershire.

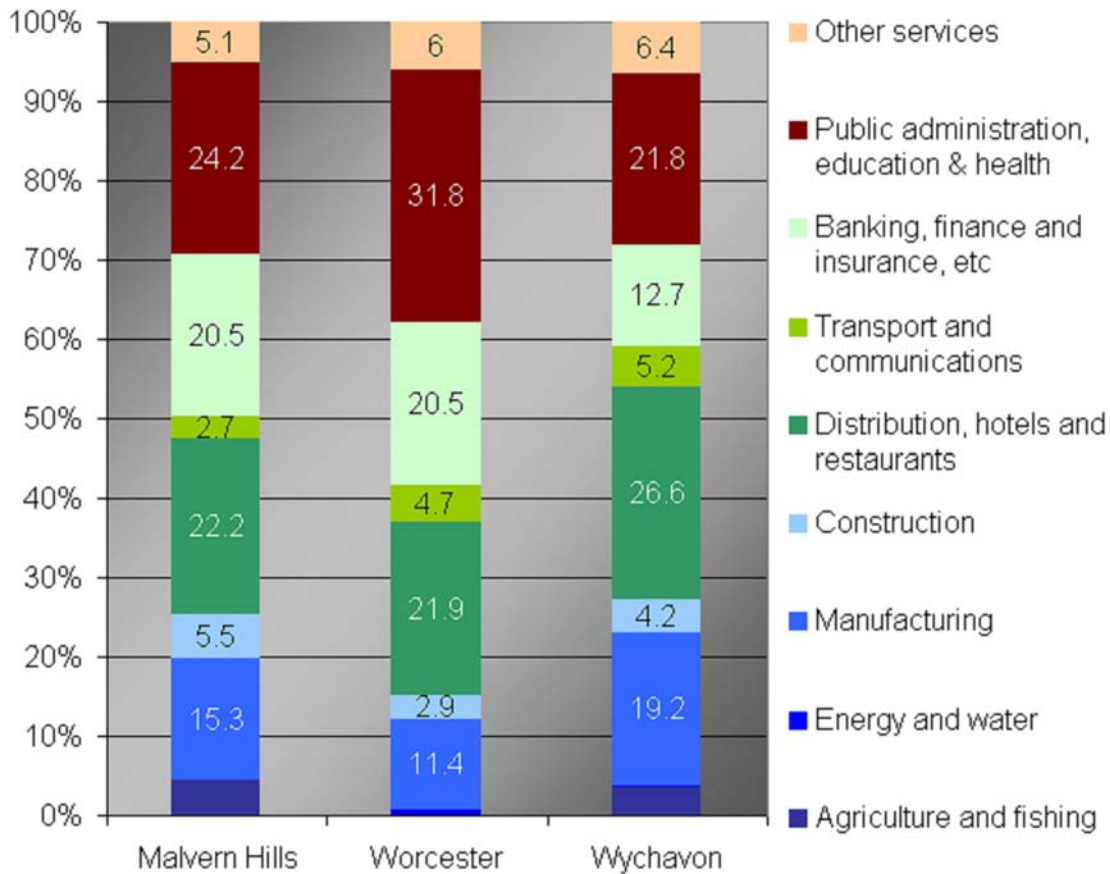
Table iii Economic Activity and Inactivity rate aged 16 to 64, April 2009 to March 2010.

Area	Active		Inactive		Confidence
	Number	%	Number	%	
Malvern Hills	35,900	81.5	8,200	18.5	6.2
Worcester	49,600	79.9	12,400	20.1	6.3
Wychavon	61,000	82.1	13,300	17.9	5.3
South Worcs	146,500	85.2	33,900	19.7	5.9 (Average)
England	25,615,500	76.6	7,807,100	23.4	0.2

Table iv Employment rate aged 16 to 64 April 2009 to March 2010.

Area	Number	%
Malvern Hills	35,300	80
Worcester	48,000	77.4
Wychavon	58,100	78.2
South Worcs	141,400	78.4
England	23,554,500	70.5

Figure i South Worcestershire Employment by Industry, Workplace-based
Source: Worcestershire County Economic Assessment, 2008



17 Looking specifically at the workforce employed in manufacturing in South Worcestershire, about one-third are involved in medium-high and high technology manufacturing, which is a smaller proportion than in England (Figure ii).

18 Malvern Hills has the greatest proportion of manufacturing employees employed in high-technology manufacturing at 19%, 11 percentage points higher than the county average. It is likely that this is due to the presence of facilities such as Malvern Hills Science Park.

19 In contrast, more than 70% of the manufacturing workforces of Wychavon and Worcester are employed in medium-low and low technology manufacturing, with low technology manufacturing dominating in Wychavon, and medium-low technology manufacturing dominating in Worcester.

Figure ii Percentage of employees in low technology and high technology manufacturing industries as a proportion of all manufacturing

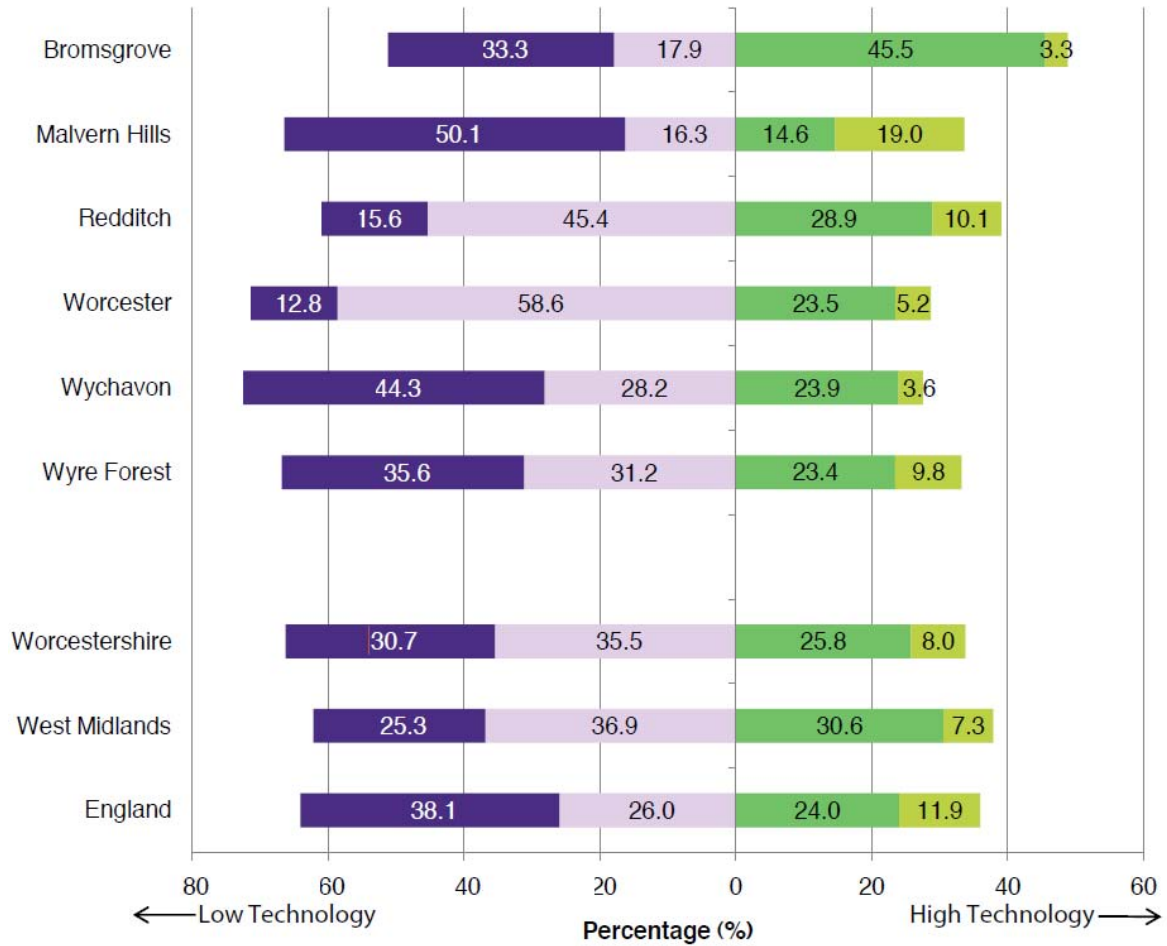


Table v Transport. Source: Census 2001

	Malvern Hills	Worcester	Wychavon	South Worcs Average	England
Car Ownership per Household (%)					
At least 2 cars	43.8	31.6	45.6	40.3	29.4
No car	14	22.6	14.4	17.3	26.8
Commuting (%)					
By car	69.6	65	72.2	68.9	(UK) 61.5
By public Transport	3.5	6	2.8	4.1	(UK) 14.5

By cycle	2.41	5	2.45	3.2	(UK) 2.8
By walking	8.49	15	8.48	10.65	UK 10.0

20 South Worcestershire is served by two motorways (M5 and M50) and one designated Trunk Road (A46). These roads are managed by the Highways Agency, which has a clear remit to deliver a safe and efficient strategic road network.

21 The busiest sections of the motorway network in Worcestershire carry approximately 28 million vehicles per annum, but none of the top five sections of motorway in the West Midlands in terms of Annual Average Weekday Traffic (AAWT) fall within South Worcestershire's boundary.

22 The annual average weekday traffic for Motorways junctions in South Worcestershire at 2009 are (Source Highways Agency, 2009):

- M5 Junction 5 to J6 = 115,000 vehicles
- M5 Junction 6 to J7 = 110,700 vehicles
- M50 Junction 1 to M5 Junction 8 = 35,000 vehicles

23 Traffic flows on the A46 are markedly less than for the M5 but comparable with the M50 along certain sections, in particular at the A46 junction with the B4510 (AAWT of 26,400 vehicles) and between the junction with the A44 and B4035 (AAWT of 24,300 vehicles).

24 The strategic highway network is also vital for road freight and helps to minimise the volume of Heavy Goods Vehicles (HGVs) using the non-strategic network.

25 Other strategically important roads in South Worcestershire i.e. the Principal Road Network (PRN), including the A38, A422, A449, A4103, A44 and A456 are managed by WCC, along with the local road network. In general, the PRN has to cater for the highest non-motorway traffic flows, with the busiest sections of the network being located in and around Worcester (e.g. A44 Worcester Bridge and A4440 Southern Link Road) and the A38.

26 Approx 7 million passengers/annum use Worcestershire's rail stations. Rail patronage has grown, +20% between 2004/05 and 2007/08. The most used station in Worcestershire is Worcester Foregate Street (approx 21% of all rail journeys to/from Worcestershire). In combination, Worcester Foregate Street and Shrub Hill Stations account for 32% of all rail journeys to/from Worcestershire (Worcestershire County Economic Assessment, 2011).

SOUTH WORCESTERSHIRE POPULATION ESTIMATES

27 Population figures presented in this appendix derive from ONS mid-year estimates and subsequent analysis undertaken by Worcestershire County Council. Data present in tables vi, vii and viii and figures iii to ix are based on ONS and Worcestershire County Council data and analysis.

28 The 2009 mid-year estimates were released in June 2010, whereas updated mid year figures for 2001-2008 were revised in May 2010. At 2008 an estimated 285,200 people were living in South Worcestershire. Latest estimates (mid 2009) predict this to increase to 286,400 by 2009. This represents growth by an estimated 31,200 people across South Worcestershire or almost 12% growth on the 1991 population estimate (see table vi).

Table vi Population at Mid 2009 Source: Office for National Statistics mid year estimates 2009

Residential Population	Malvern Hills	Wychavon	Worcester	South Worcs (total)	Current South Worcs Trend	England
Total	75,000	116,700	94,700	286,400		51,809,700
% increase 1981 to 2009						
% increase 1991 to 2009	+7%	+15%	+14%	+12%		Not Known
% increase 2001 to 2009	+4%	+3%	+1%	+3%		Not Known
(Av Density per km ²)	130	176	2844	225		Not Known

Table vii Population at Mid 2009 Source: ONS Mid year estimates 2009

Town	Population Estimate
Malvern (including Malvern Wells)	33,600
Droitwich	23,600
Evesham	22,800
Pershore	7,000
Upton-upon-Severn	2,700

Tenbury	2,300
Worcester City	94,700

29 The largest population increases have been seen in Wychavon due in part sustained levels of natural change coupled with high levels of net migration into the district (see figures iii and iv). The urban area of Worcester City has in recent times tended to have a small net out-migration, however since 2006 the City has recorded small net gains. Despite the out-migration at the turn of the 21st Century the City does register a population increase due to a higher number of births compared to the number of deaths. Malvern Hills District has consistently recorded the lowest levels of natural change and highest levels of in-migration across South Worcestershire. Since 2001 Malvern Hills District has recorded more deaths than births, however this net decrease in population is supplemented by a higher level of in-migration.

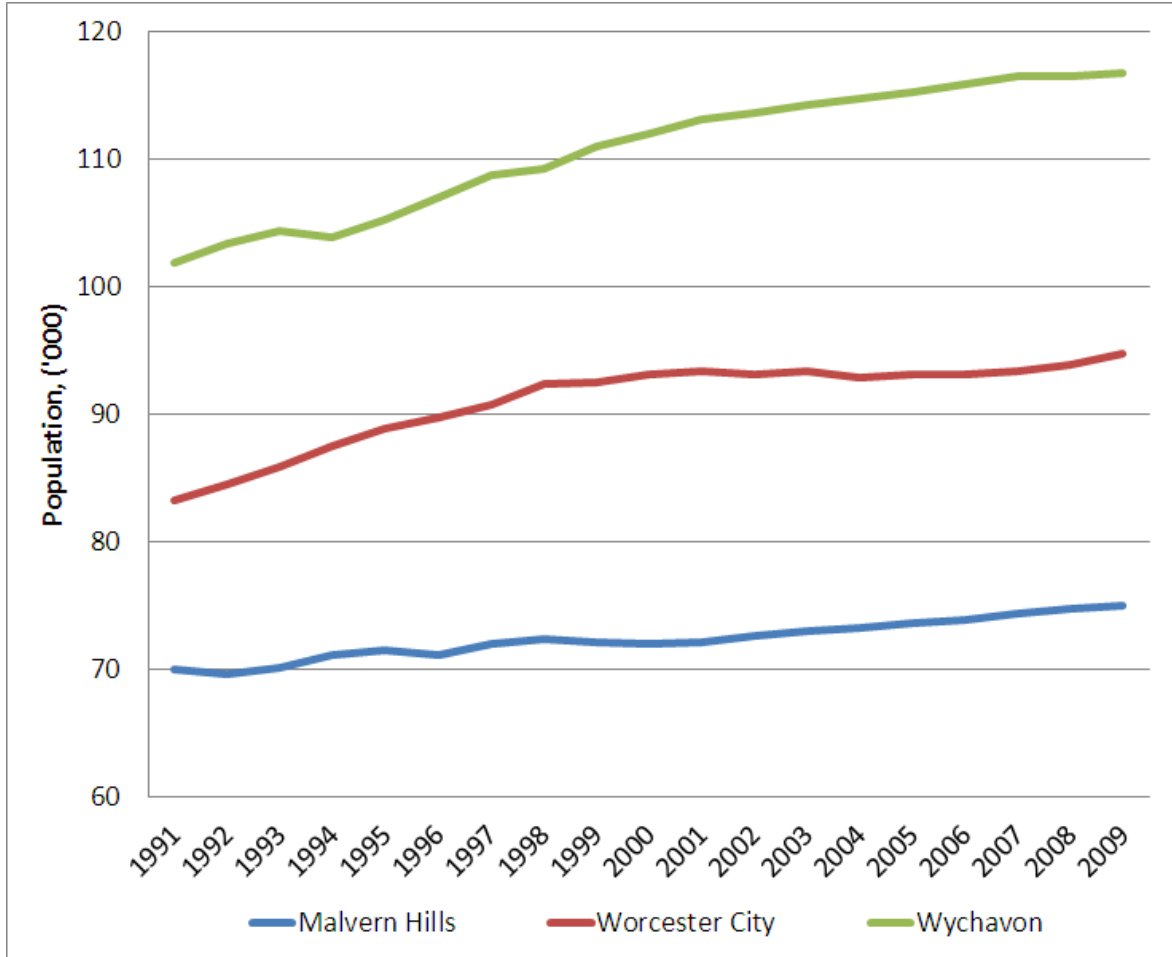
30 Full details of components of change are available on the Worcestershire County Council Website or directly by using the following link:

3

1

www.worcestershire.gov.uk/cms/communityandliving/researchandintelligence/populationcomponentsofchange.aspx

Figure iii South Worcestershire Annual Population Estimates Since 1991

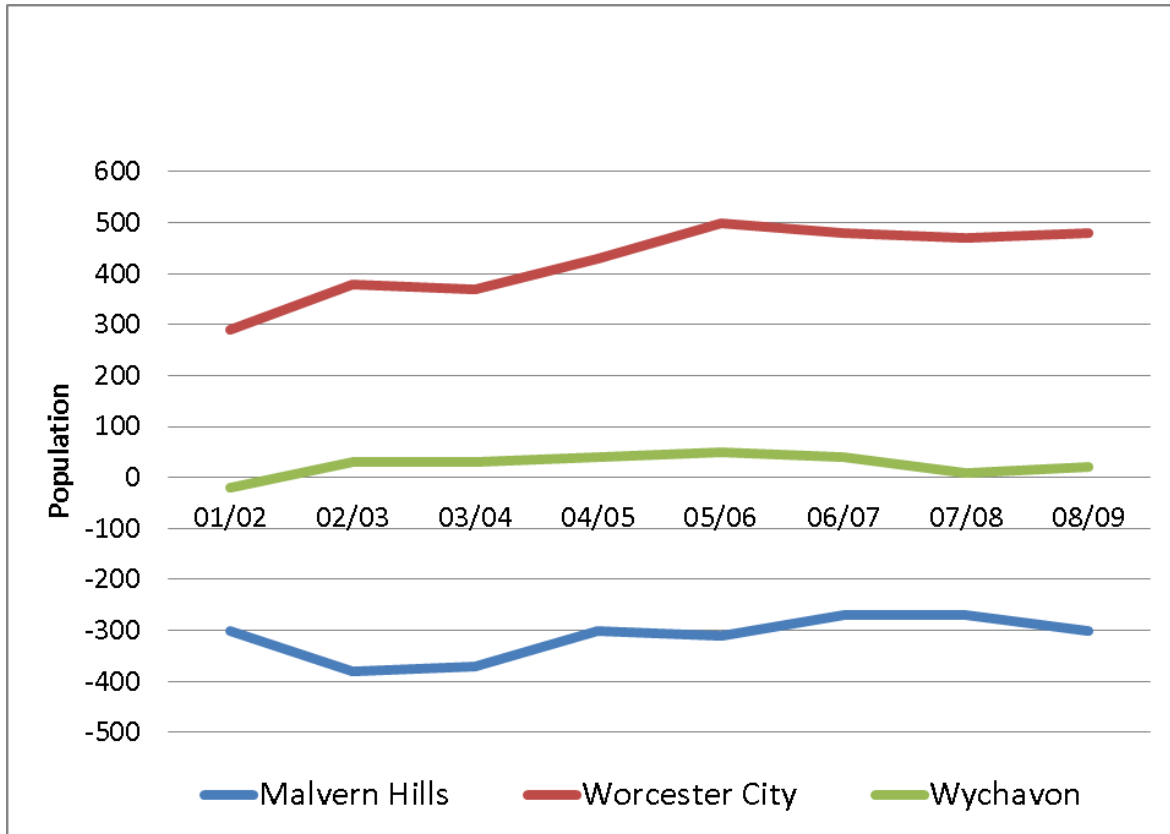


Natural Change (Births and Deaths)

32 Official figures for births and deaths in Worcestershire and the districts are received from ONS annually. To view details please visit: www.worcestershire.gov.uk/cms/pdf/Comps_of_change_Births_deaths_2001-09.pdf

33 Further population information can be found via the [2001 Census](#). Alternatively, general population information at a regional and national level can be accessed via the [Office for National Statistics](#).

Figure iv Population Change due to Natural Change: 2001 to 2009



Migration

34 Official figures for internal and international migration are received from ONS annually. Internal migration is migration to and from areas within the UK, and international migration is to and from areas overseas. To see details of the **net movements** into and out of the County and districts, please visit the following website:

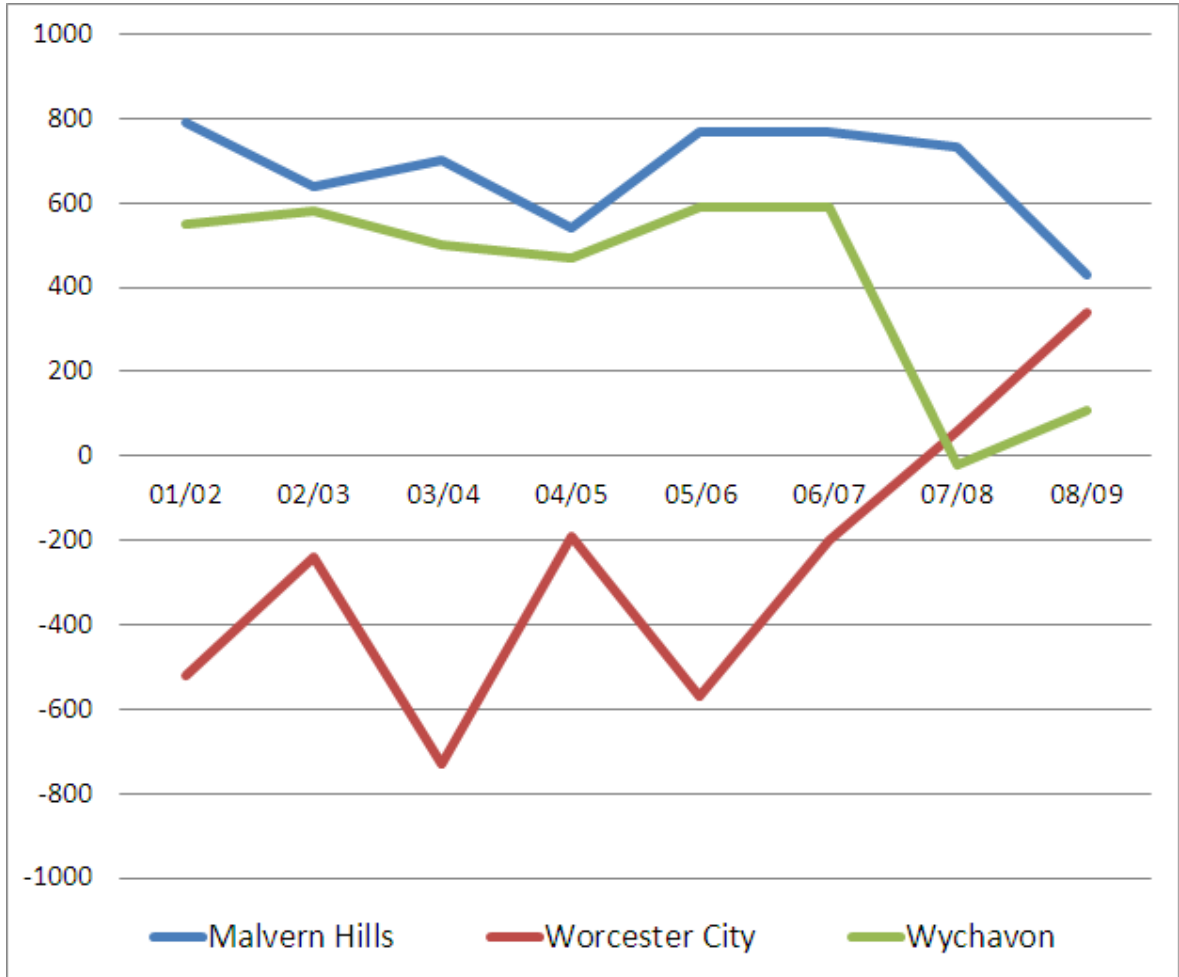
35 www.worcestershire.gov.uk/cms/pdf/Comps_of_change_Migration_2001-09.pdf

36 The Migration Report 2003 to 2008 has been produced by Worcestershire County Council and looks in details at migration patterns of people moving in and out of the County and districts. This can be found using the following link:

37 http://www.worcestershire.gov.uk/cms/PDF/worcs_migration_report_2003-08.pdf

38 Minus figures in figure v illustrate an out migration of the area. A positive figure illustrates migration in to the area.

Figure v Population Change due to Migration: 2001 to 2009



Age Groups in South Worcestershire

39 Figures quoted in figure 4 are for quinary (5-year) age groups. Please also note population figures presented are in thousands. The source for this figure is ONS Mid 2009 Population Estimates for Malvern Hills by 5-year Age Group.

40 The number of young people aged 0 to 17 years in South Worcestershire has decreased by 1,100 over the period 2001 to 2009, but not before reaching a peak of 60,400 people in 2005. At 2009 there were 59,200 people aged 0 to 17 years living in South Worcestershire. During the same period the 18 to 64 years, often referred to as the working age population, has increased by 1,900 people. Table iv and figure v illustrate the 65-plus population has risen by 7,000 people, representing an increase of 15%.

Figure vi South Worcestershire Population Pyramid, mid year population estimates 2009

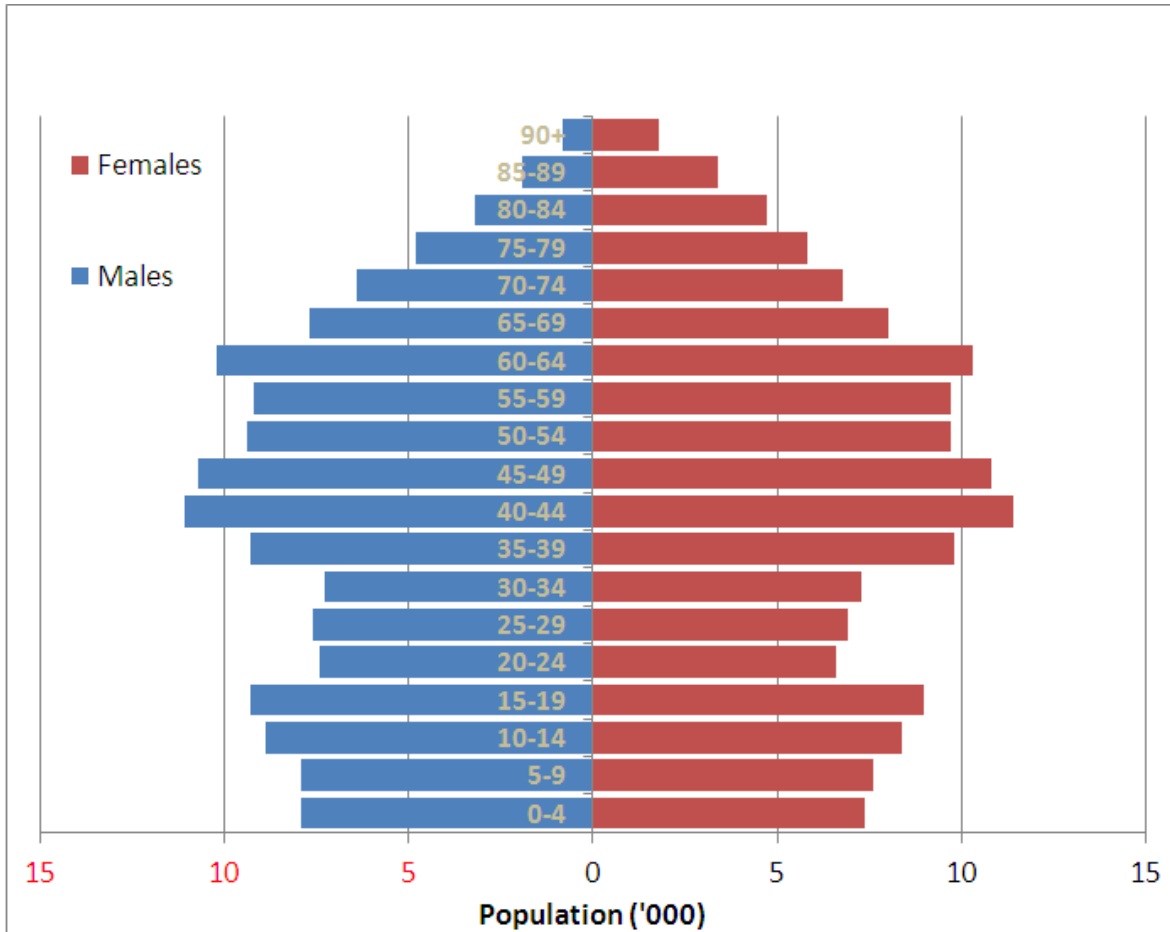


Figure vii Comparison of ONS Mid Year Estimates 2001 and 2009 for South Worcestershire by Broad Age Group

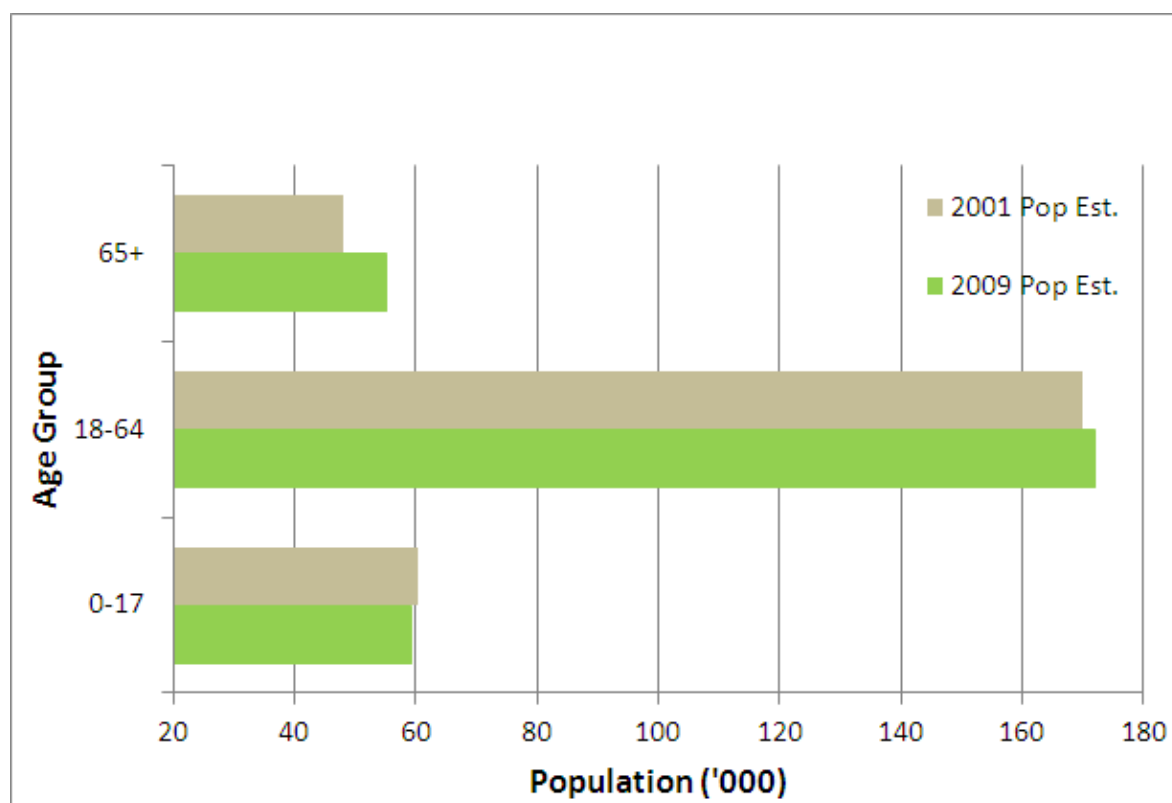
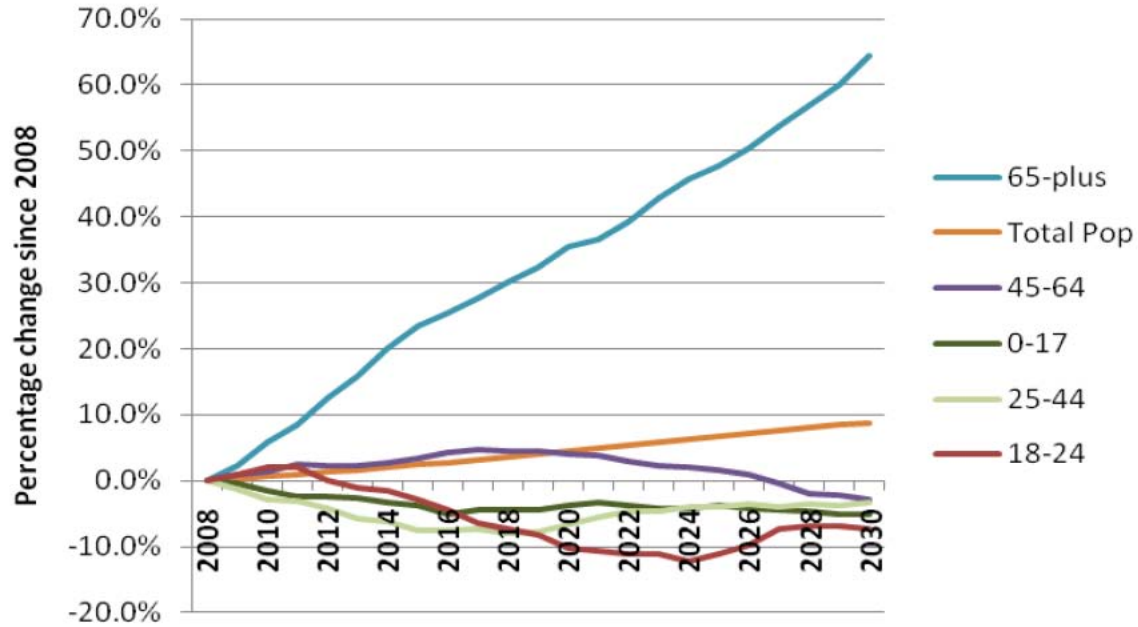


Table viii Age & gender.

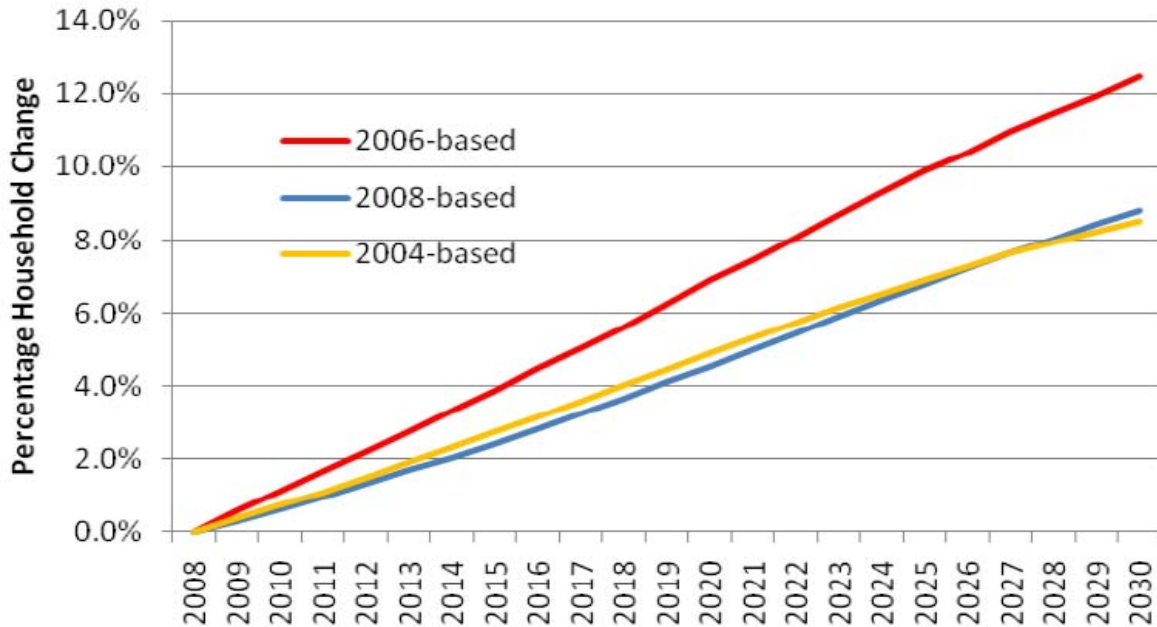
	Malvern Hills	Worcester	Wychavon	South Worcs	Current South Worcs Trend
Male	36.8	46.4	57.7	140.9	N/A
Female	38.2	48.3	59.0	145.5	N/A
0 to 17 years	15.6	20.0	23.6	59.2	Slight decrease
18 to 64 years	42.1	60.5	69.3	171.9	Slight increase
65 years and over	17.3	14.2	23.7	55.2	Significant increase
85 years and over	2.7	1.9	3.1	7.7	Significant increase

Figure viii Projected % Population Change in South Worcestershire by Age Group, 2008 to 2030. Source: ONS 2008-based Population Projections



41 Figure viii shows the projected population change in South Worcestershire for 2008-30 split by age group. It can be seen that the 65-plus population has the greatest projected change, at almost 65%, representing an increase of around 35,000. This compares to a total population increase of 25,000, or just less than 9%. The other age groups are all projected to have decreased by 2030, with the number of people aged 18-24 projected to decrease the most, at over 7%.

Figure ix Projected Percentage Population Change in South Worcestershire by ONS Projection, 2008 to 2030. Source: ONS Population Projections 2004-based, 2006-based and 2008-based



42 Figure ix shows the differences between the three most recent ONS population projections. It is evident that the 2006-based projections suggest the greatest population increase in South Worcestershire between 2008 and 2030 (around 12.5%, or over 35,000 persons). The 2008-based and 2004-based figures have similar levels of projected growth, at just under 9%, representing an increase of around 25,000 persons. This is because the 2006-based projections were calculated at a time of economic stability, meaning that a high level of migration into the county was built into the assumptions.

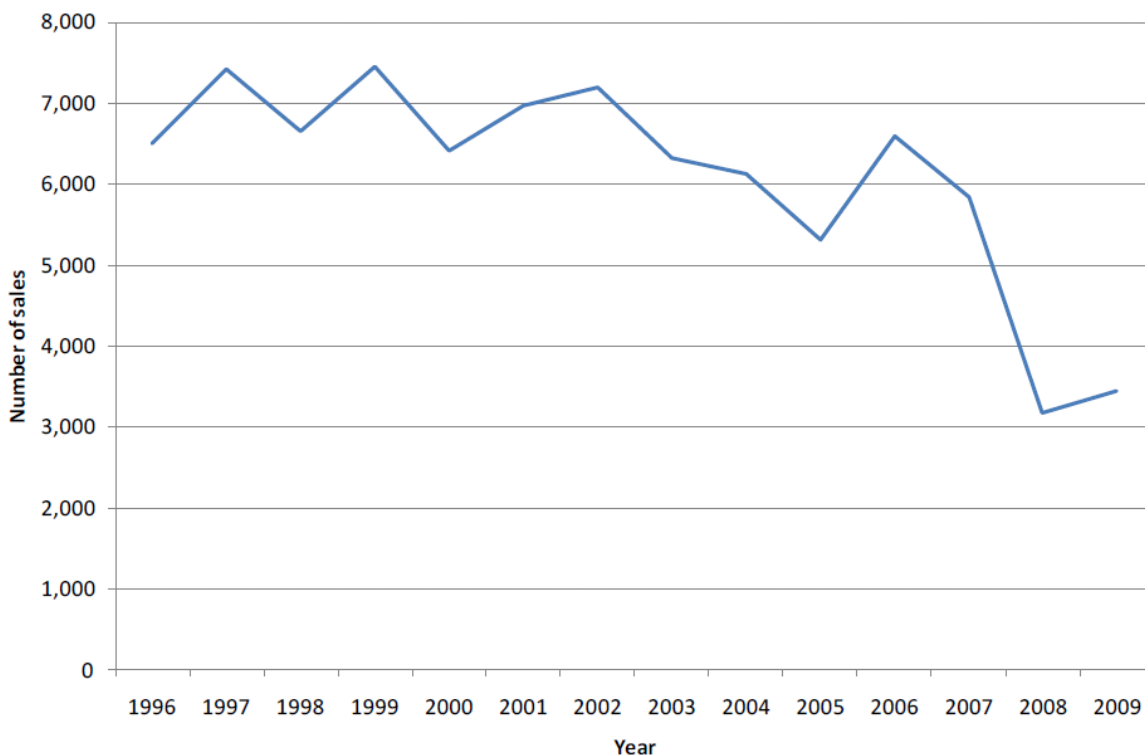
HOUSING

43 In 2009, the mean house price in South Worcestershire was £203,679. This compares to North Worcestershire at £184,229, Worcestershire at £195,317 and England at £216,493

44 Mean prices were highest in Malvern Hills (£231,904), followed by Wychavon (£221,355) and Worcester City (£165,698).

45 Over the period 1996-2007, house prices in Worcestershire rose by 194%, fuelled by the availability of affordable mortgages during a period of economic prosperity. In South Worcestershire they rose 214% compared to a North Worcestershire figure of 174%.

Figure x Number of Property Sales in South Worcestershire, 1996 to 2009.
Source: Land Registry, 2010



46 Prices rose by 234% in Malvern Hills, 220% in Worcester City and 207% in Wychavon.

47 However, during the 'credit crunch' and subsequent 2008/9 recession, affordable mortgages became difficult to obtain, with borrowers required to have large deposits as lenders were unwilling to lend to those needing high loan-to-value ratios.

48 Rising unemployment and falling confidence led to a marked reduction in house sales, so that by 2008 the number of sales in Worcestershire was just 46% of the number seen in 2006. In South Worcestershire the equivalent figure was 48%, with sales in Malvern seemingly less affected than across the rest of the county with the number of sales remaining at 56% of 2006 levels.

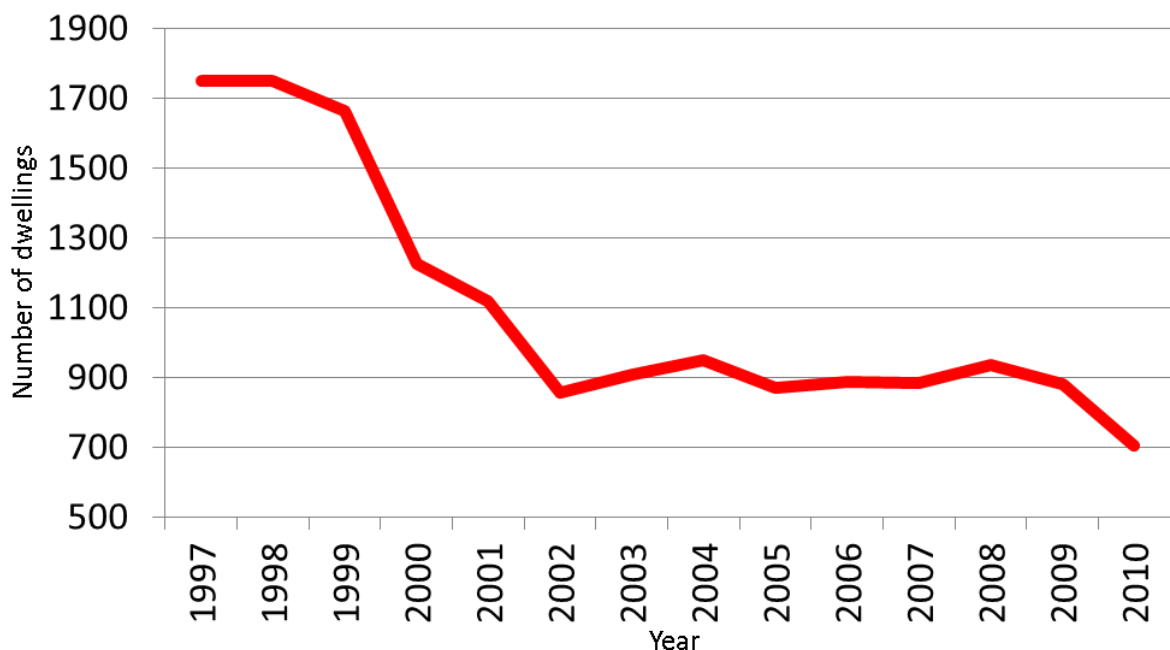
49 During 2009 the number of sales in the county increased by 4%, but remains well below 'normal' levels.

50 As a consequence of falling demand (partly a result of an inability to secure finance), house prices fell during 2008 and 2009. In 2009, mean prices across Worcestershire were 8.5% below 2007 levels. In South Worcestershire they were 11.2% down, while in North Worcestershire they were 6.5% lower.

51 Comparing the first three quarters of 2010 with the same period in 2009, the number of sales in Worcestershire increased by 15.3%, while the mean property price rose 8.6%. The housing market has demonstrated some signs of recovery, but

this may be a result of a better balance between the number of properties for sale, and the demand from those willing and able to obtain a mortgage rather signs of a significant recovery.

Figure xi Annual Number of Dwellings Built Across South Worcestershire Since 1996



Housing Completions

52 House building is important in Worcestershire. The construction industry employs almost 5% of the Worcestershire’s workforce, some 11,000 people. However, as well as being an industry in its own right, the provision of housing has important implications for the social and economic constitution of an area.

53 In the twelve months ending 31 March 2010 a total of 743 dwellings were completed in the South Worcestershire area. This figure represents the total net increase to the total South Worcestershire dwelling stock and takes into account demolitions, changes of uses out of dwellings, replacement dwellings and losses due to conversions.

54 Total net completions for 2009/10 are significantly lower than the total annual mean average of 850 net completed dwellings per year between 2006/7 and 2009/10. Since 2007/8 the number of dwellings being built across South Worcestershire has dropped by 25%. The 2009/10 monitoring period, illustrates the continuing effects of the economic recession. It is important to continue to monitor such trends and potential implications this has on planning policy, house prices and housing needs.

Table x Housing Completions in South Worcestershire between 2006 and 2010.

Year	Total Annual New Build Completions (gross)	Demolitions	Conversion (losses) / gains	Change of use (losses) / gains	Total Net Completions
2006/7	840	18	-	-	883
2007/8	836	43	-	-	934
2008/9	802	37	-	-	880
2009/10	610	56	9	140	703
TOTAL	3088	154	-	-	3400

Table xi Tenure (%) Source: Census 2001

Housing Tenure	Malvern Hills	Worcester	Wychavon	South Worcestershire Average
Owner Occupied	76	72	76	75
Public Rented	14	15	17	15
Private and other rented	10	11	7	9

ETHNICITY

55 Since January 2008, ONS have published "experimental" ethnicity statistics for each Local Authority in England. These statistics give a more up-to-date picture than the 2001 Census.

56 The most recently released figures are for the year mid-2007, although it should be noted that these figures have **not** yet been updated to be consistent with the revised figures that became available in May 2010. The ethnicity stats for 2001-07 are available for Worcestershire and the districts using the following link

57 http://www.worcestershire.gov.uk/cms/pdf/worcs_ethnicity_mid_2007.pdf

58 The population of ethnic minorities is relatively small in South Worcestershire. In mid-2007 just over 93% of people in South Worcestershire are classed as White British compared to 84% in the whole of England. However figure xiii illustrates that

ethnic diversity across South Worcestershire has increased during the period 2001 and 2007. The statistics show that BME persons (Black and Minority Ethnic - i.e those not of White British origin) have rose from around 11,400 (4.1%) in 2001 to around 18,900 (6.6%) in 2007, with populations of BME in 2007 varying from 6.2% in Worcester City, 6.2% in Malvern Hills and 5.8% in Wychavon.

59 In 2007 the largest ethnic minority in South Worcestershire were among the White Other (i.e. White but originating from outside Great Britain and Ireland). Similar to BME persons this group has also risen, from 4,100 in 2001 to 5,900 in 2007. The Indian, Pakistani and Chinese populations are also relatively prevalent in comparison to other ethnic groups in the County. The Pakistani population is estimated at around 2,100 in 2007, up from around 1,300 in 2001. The Pakistani population in 2007 was mainly located in Worcester City (1,200), with very limited presence in Wychavon and Malvern Hills. The Indian population has risen from around 600 in 2001 to 1,500 in 2007. This population group is more evenly distributed across South Worcestershire when compared against the Pakistani population. The largest percentage increase during the period 2001 and 2007 was the African population. During this 6 year period the African population has increased by 250% from 200 to 700 people.

60 Please note that these are experimental statistics. This means they are still in the testing phase and are not as rigorous as official ONS releases, and should be treated with caution. They are however fully consistent with published mid-year population estimates for the corresponding year.

61 For a detailed description of experimental statistics please go to: <http://www.statistics.gov.uk/CCI/nugget.asp?ID=173>

Figure xii South Worcestershire Population by Ethnic Group. Source ONS mid year population estimates 2007

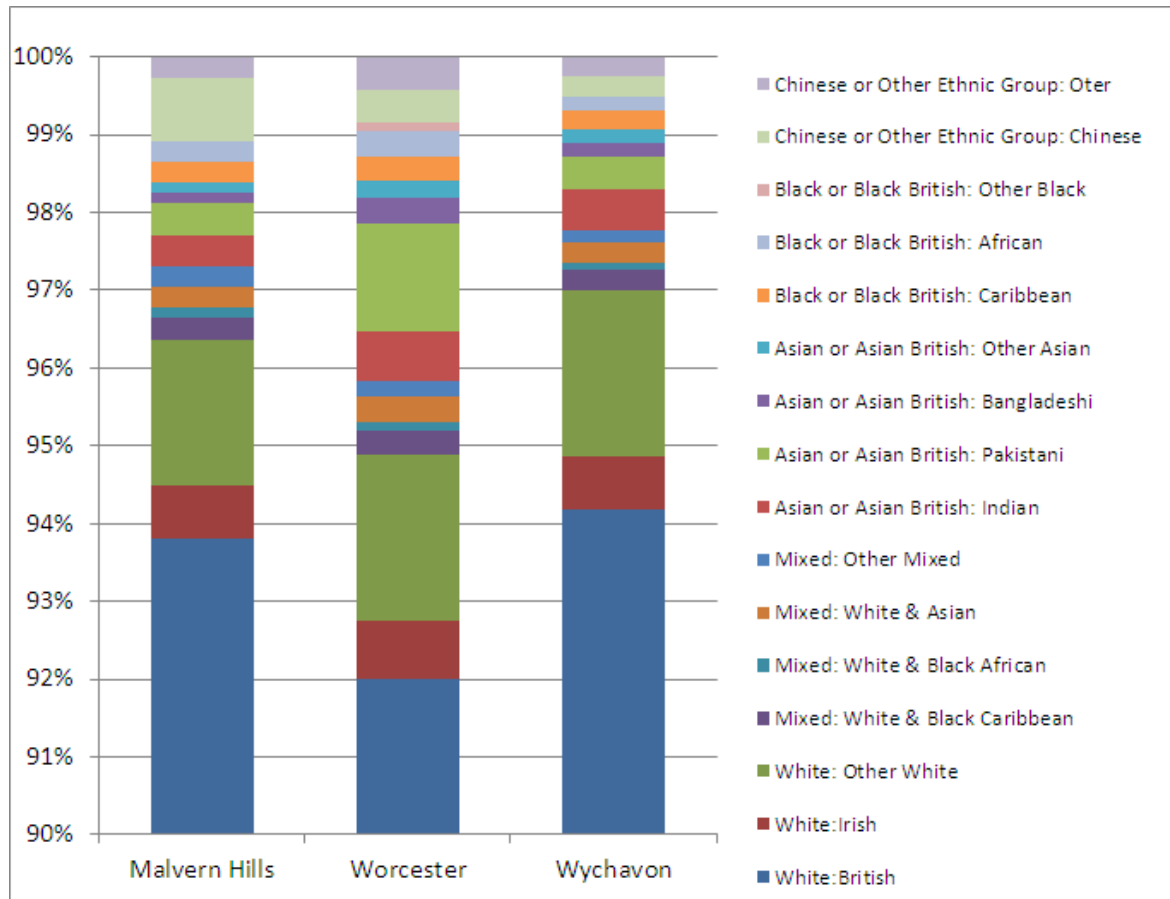
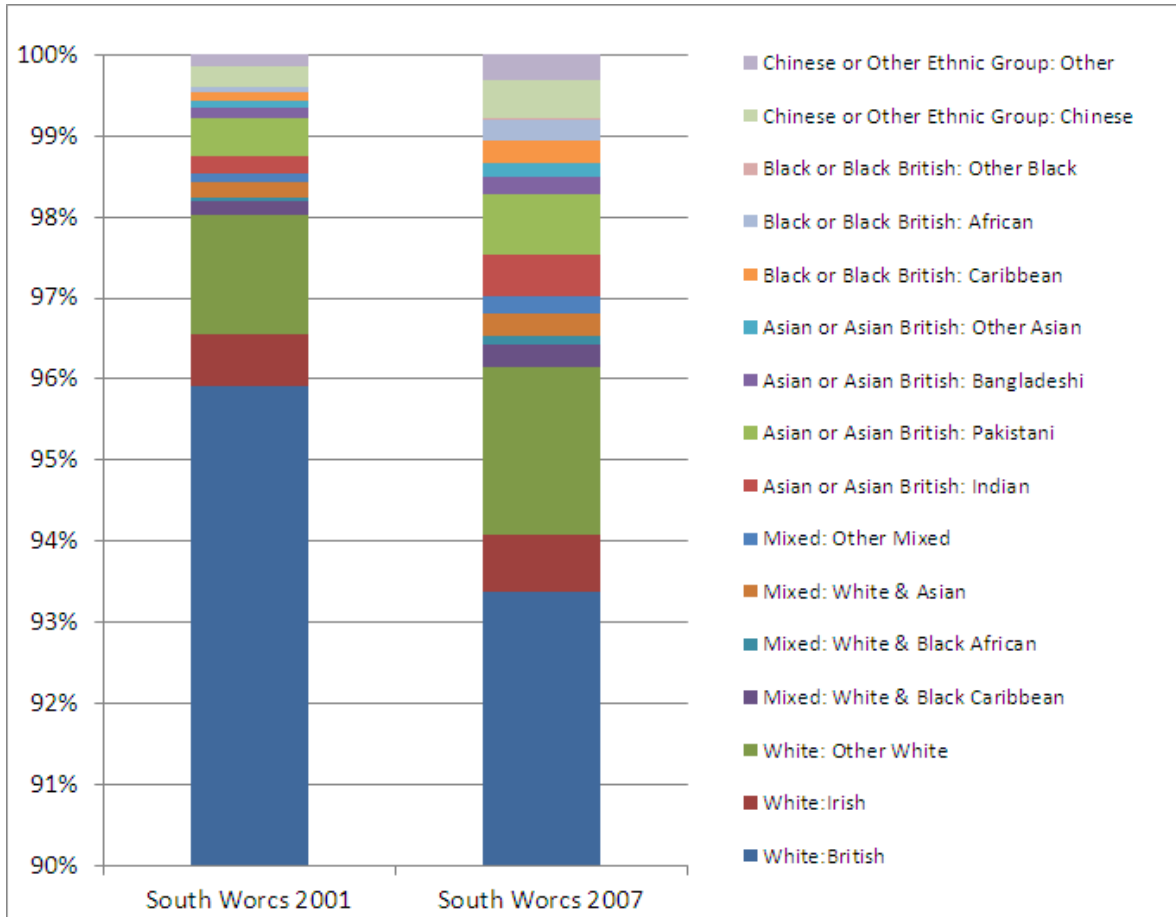


Figure xiii South Worcestershire Population by Ethnic Group 2001 and 2007.
 Source ONS mid year population estimates 2001 and 2007



DEPRIVATION

62 Data, text and analysis in this section has been taken from the annual Worcestershire County Economic Assessment, 2010.

63 Deprivation is a key factor in affecting people’s life chances, their levels of education and opportunities for employment and involvement in society. From an economic perspective, deprivation is frequently associated with unemployment and, more broadly, worklessness. It is, therefore, important to understand where pockets of deprivation exist. Although deprivation can result from a number of different factors (employment, education, living environment) income deprivation is usually deemed to be the most important. People living on low incomes are restricted in terms of their housing choices, education opportunities and skills, and employment prospects.

64 In South Worcestershire, approximately 7,130 people (2.5% of the population) live in households with less than £17,833 pa (60% of the median household income for England). The proportion is largest in Worcester City (3.7%).

65 Communities and Local Government have published an Economic Deprivation Index, which combines information about claimants of income-related benefits and job seekers allowance. It shows that in 2005, Worcester City was the most deprived South Worcestershire Local Authority with a rank of 187 out of 354 (where 1 is the most deprived). This is followed by Malvern Hills (237) and Wychavon (256).

Table xiii Income Deprivation, Population and households on low incomes, 2009. Source: CACI Ltd, 2009. Paycheck

Area	Pop in Households on less than 60% of England median household income	Pop total	%	Households on less than 60% of England median household income	Households total	%
Malvern Hills	1,639	75,000	2.2	926	32,400	2.9
Worcester	3,516	94,100	3.7	1,839	41,700	4.4
Wychavon	1,975	118,900	1.7	1,064	51,800	2.1
South Worcs	7,130	288,000	2.5	3,829	125,900	3

66 Comparing the average rank for 2002-5 with that for 2000-2 suggests that relative to other LAs in England economic deprivation in South Worcestershire is worsening, with Worcester most affected. Of the 6 South Worcestershire Lower Super Output Areas (LSOAs) that fall in the 10% most deprived areas nationally, 4 are in Worcester.

Table xiv Economic Deprivation Index Worcestershire Lower Super Output Areas in the most deprived 10% of areas nationally, 2005.

Ward	LSOA	LA	Rank 2005 (1 = most deprived, 32,342 = least deprived)
Warndon	E01032332	Worcester	712
Gorse Hill	E01032302	Worcester	2,265
Rainbow Hill	E01032313	Worcester	2,286
Pickersleigh	E01032204	Malvern Hills	2,451

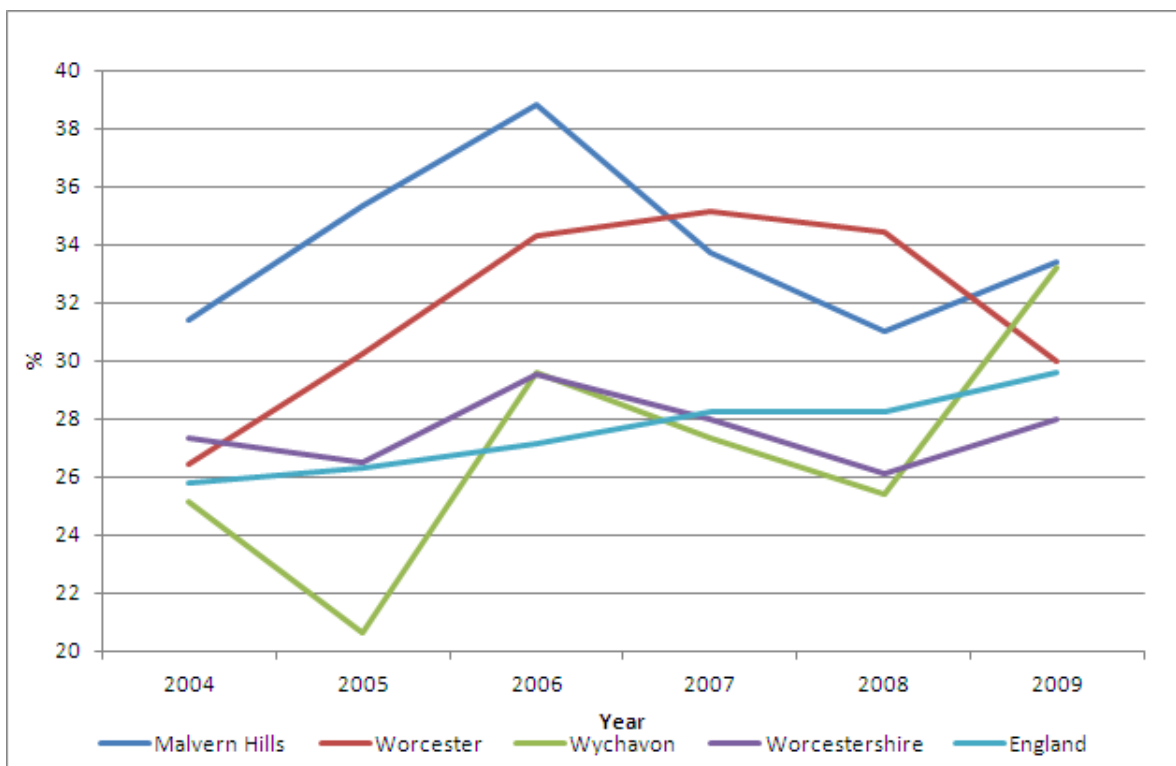
Warndon	E01032333	Worcester	2,789
Droitwich West	E01032369	Wychavon	3,146

EDUCATION

Adult qualifications

67 In order to fulfil the objective of a highly skilled knowledge economy it is important that the workforce has the qualifications and skills required by employers. Although it is difficult to assess whether the particular requirements of specific businesses are being provided for, data are available which assess overall qualification levels in the population. Across South Worcestershire, an average of 32% of the population aged 16-64 was qualified to NVQ Level 4 or higher in 2009. This is above the average for England (30%) and much higher than for the West Midlands (25%). Percentages are highest in Malvern Hills and Wychavon (both around 33%).

Figure xiv Proportion of the population aged 16-64 qualified to at least NVQ 4 or higher (%) 2004 to 2009. Source: ONS, 2010. Annual Population Survey



68 Around 50% (average) of the population were qualified to NVQ Level 3 or above in South Worcestershire, compared to 49% for England. About 68% (average) of the South Worcestershire population is qualified to NVQ Level 2 or higher; 3 percentage points higher than English average. The proportion of the population with no

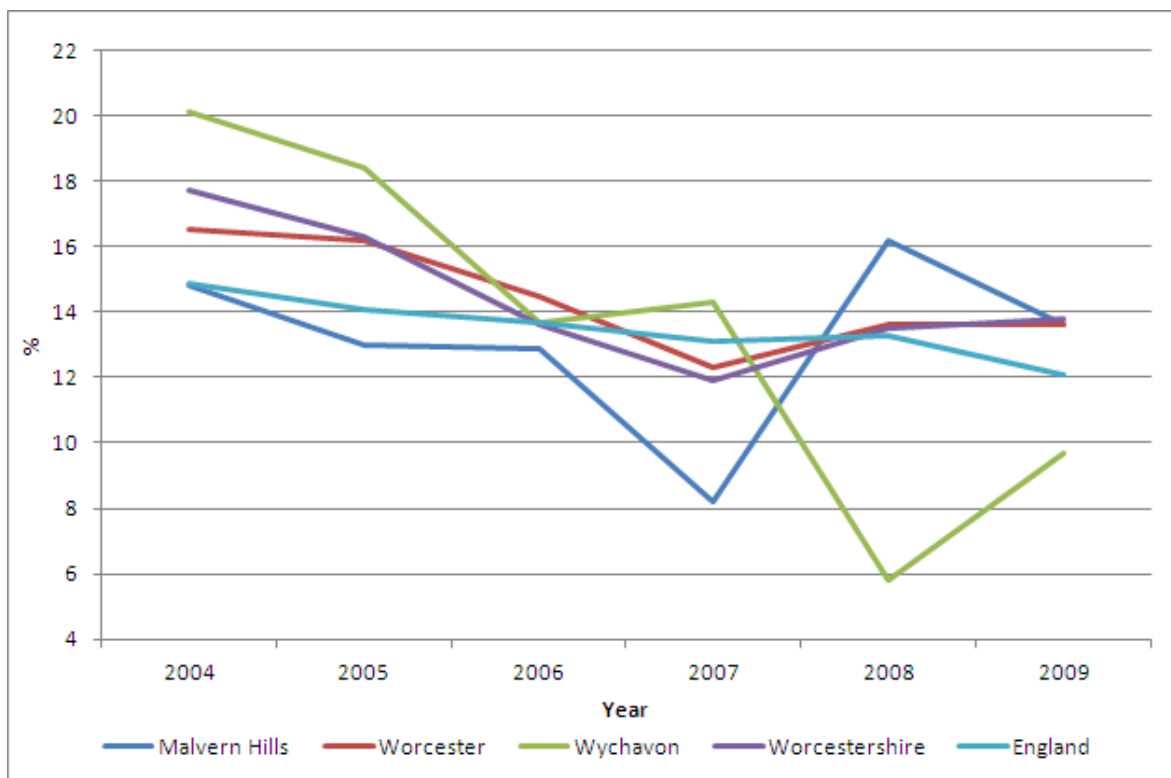
qualification (12%) which is the same as the national equivalent (12%). Wychavon has recorded a significant drop in recent years and has the lowest level of people without a qualification (see Figure xv).

69 In 2010 the Educational Planning and Assessment System found that roughly 60% of students studying GCSE's in Malvern Hills achieved 5 or more A* to C (including A* to C GCSE English & Maths). Where as Worcester and Wychavon achieved 52% and 56% respectively. Malvern Hills and Worcester achieved the highest number of students achieving 3 or more A Level A to B grades (roughly 35%). Roughly 18% of Wychavon students achieved 3 or more A Level A to B grades.

University of Worcester

70 The University of Worcester is a considerable asset to the county; it is the fastest growing university in the country and has been for the past three years (Based upon the percentage increase in applications to undergraduate programmes). In 2009/10 there were 9,545 students; approximately 81% were studying for an undergraduate qualification, 18% were studying for a postgraduate qualification and just over 1% were postgraduate research students. Almost 69% of students are enrolled on courses in Education (34%) or Health (25%); however, there has also been expansion in science courses, particularly biological sciences (Worcestershire County Economic Assessment, 2011).

Figure xv Proportion of the population aged 16-64 with no qualifications (%), 2004 to 2009. Source: ONS, 2010. Annual Population Survey



CRIME

71 The level of reported crime across South Worcestershire during 2009 can be seen in figure xvi. The highest level of total crime and anti social behaviour can be seen in Worcester. Anti social behaviour in Worcester is roughly 150% higher than that reported in Malvern Hills District.

Picture xvi Level of Crime in South Worcestershire during 2009 to 2010.

