

Worcestershire Profile

Insight to enable sport and physical activity to improve the health and wellbeing of the people of Worcestershire



Worcestershire County Profile

Sports Partnership Herefordshire and Worcestershire (SPHW) is the strategic lead for Sport and Physical Activity across Herefordshire and Worcestershire. Our purpose is to create a more active and healthier Herefordshire and Worcestershire by enabling a thriving, sustainable environment of physical activity and sport.

We are a not-for-profit organisation and part of a network of Active Partnerships across England. We work with the eight local authorities, the two public health teams, Sport England, the University of Worcester and other key organisations.

This profile highlights key information about the **county of Worcestershire**. It focusses on local needs where we know that sport and physical activity can have a positive impact, as well as the local resources that are available to help address these needs.

SPHW will work with partners to use this information to identify local opportunities and priorities. We encourage use of this information to inform and strengthen funding bids, and are keen to support any organisation looking to use sport and physical activity to improve the lives of the people across Herefordshire and Worcestershire.

If you would like more information on SPHW, and how we can work with you to develop sport and physical activity, please contact us:

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 SportsPartnershipHW  @SportsPartHW  @SportsPartHW



Overview

Worcestershire is a small county in the south of the West Midlands, extending from the outskirts of Birmingham in the north to the edge of the Cotswolds in the south. The city of Worcester is located in the centre, with the large towns of Redditch, Kidderminster and Bromsgrove in the north and many smaller towns such as Malvern, Evesham and Droitwich Spa further south.

Almost three-quarters of the population live in urban areas, but the county has sizeable rural areas, with over a third of the population in the districts of Malvern Hills and Wychavon living in the most rural areas.

Total population
588,370¹

Area
1,741
sq km

Population density
335
people per km²

Compared to Herefordshire -
87 people per km², West Midlands
- 446 people per km², England and
Wales - 387 people per km²



3%

live in 'urban major conurbations'²
England average 36%

71%

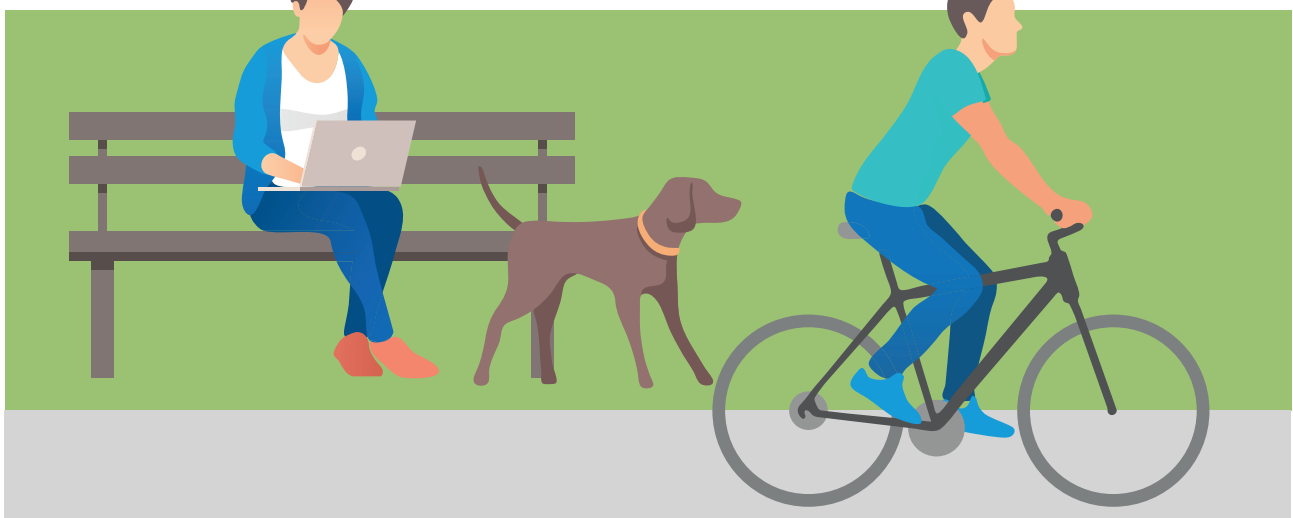
live in other 'urban' areas
England average 47%

10%

live in 'rural towns and fringe'
England average 9%

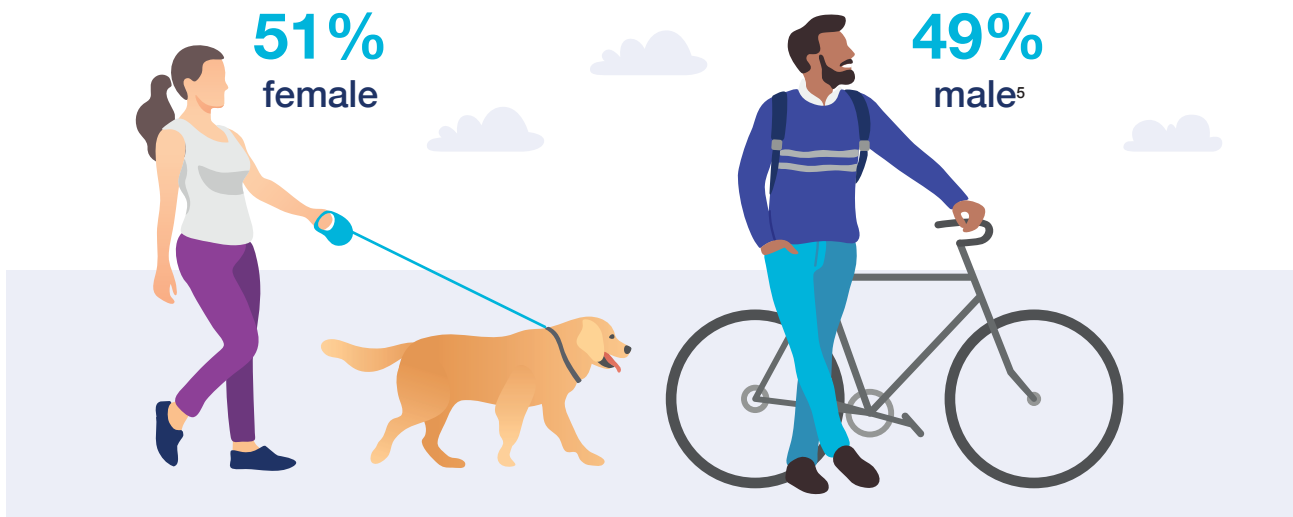
16%

live in 'rural village and dispersed'³
England average 8%⁴



Demographics

Worcestershire has a population that is older than the national average overall. The population is older in rural areas than it is in Redditch and Worcester.



33% are under 30

England 37%

45% are aged 30-64

England 45%

22% are aged 65+

England 18%⁶

Population increased by

3.9%
since 2011



Projected population increase of

0.61%
per year

England 0.5% per year⁷



Worcestershire' population is ageing, with estimates that by 2029

26%
will be aged 65+

with

4.2%
aged over 85

The population of Worcestershire is predominantly White British, although more than 10% of the population of Redditch and Worcester is from another ethnic background.⁸



White British
92.4%



Other White
3.4%



Asian/Asian British
2.4%



Mixed/Multiple Ethnic Group
1.2%



Black/Black British
0.4%



Other Ethnic Group
0.2%

Deprivation

Worcestershire has low levels of deprivation overall. However, there are pockets of deprivation throughout the county, most notably in Kidderminster, Redditch and Worcester.

The LSOAs falling within the most deprived 10% of LSOAs in England are:

Droitwich Spa

Westlands North

Kidderminster

Birchen Coppice

Comberton - North

Larkhill

Rifle Range - West

Malvern

Pickersleigh - South

Redditch

Abbeydale

Batchley - Central

Church Hill - Central

Woodrow - East

Stourport-on-Severn

The Walshes

Worcester:

Gorse Hill - South

Rainbow Hill - South

St John - Dines Green

Warndon - Blackpole

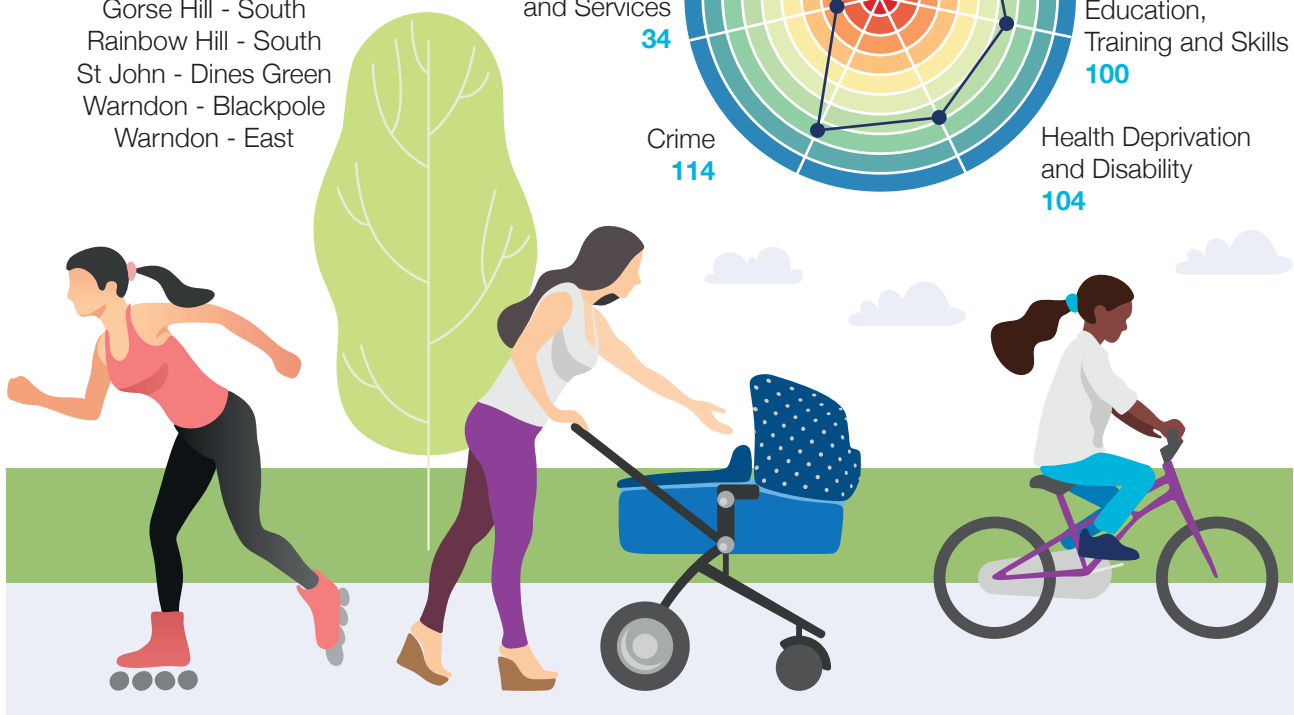
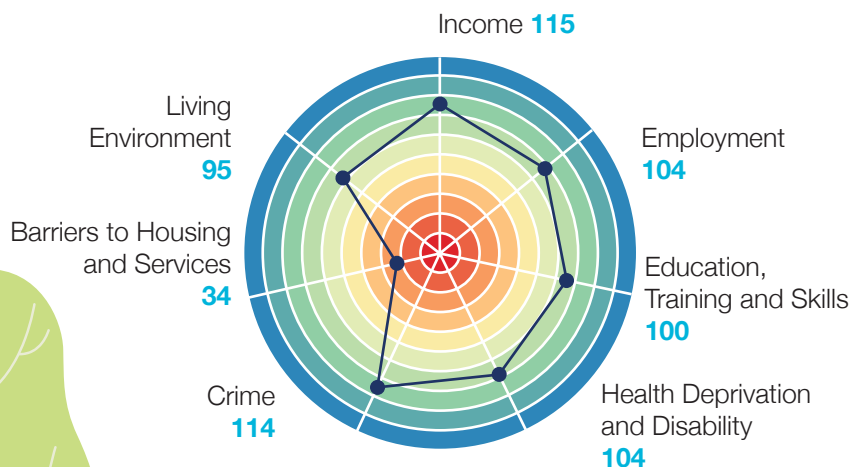
Warndon - East

Lower super-output areas (LSOAs) are areas of around 1,500 people

that are used to assess local variations in income, employment, skills, health, crime and other areas related to deprivation. Worcestershire has a total of 364 LSOAs. Just 47 are within the most deprived 20% of LSOAs in England, of which 16 are within the most deprived 10% of LSOAs in England.⁹

The Index of Multiple Deprivation is split into seven domains.

The 152 upper tier local authorities in England are ranked for each domain, with 1 indicating the most deprived and 152 the least deprived. Worcestershire experiences below average levels of deprivation overall, ranking on average 110 out of 152 local authority areas. Overall, Worcestershire experiences above average barriers to housing and services, but below average deprivation in all other areas.



Employment

Worcestershire has low levels of unemployment and high levels of self-employment compared to the regional and national average. The county has a higher than average proportion of 'working age' people who are retired and long-term sick.

Worcestershire has around

353,500
16-64 year olds.

82%
of 16-64 year olds are
'economically active'

(either in employment or available to start work)
compared to 77% in West Midlands - 79% across GB¹⁰

3.1% are unemployed

compared to 4.7% in West Midlands and 4.2% across GB

11.6% are self-employed

compared to 9.4% in West Midlands
and 10.6% across GB

18%
of 16-64 year olds
are 'economically inactive'

(not in employment and not available to start work).
Of these:

20.2% want a job

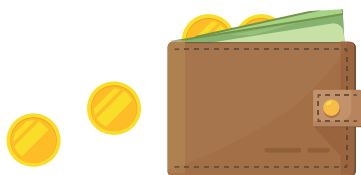
compared to 17.3% in West Midlands
and 20.8% across GB

25.8% are long-term sick

compared to 22.1% in West Midlands
and 22.7% across GB

20% are retired

compared to 12.7% in West Midlands
and 13.2% across GB



Gross weekly pay for full time workers
is below the national average

£537

compared to £537 in West Midlands, £571 across GB¹²

The three biggest industries by employee
job numbers in Worcestershire account for
just over 40% of all jobs:

**Human Health
and Social Work Activities**

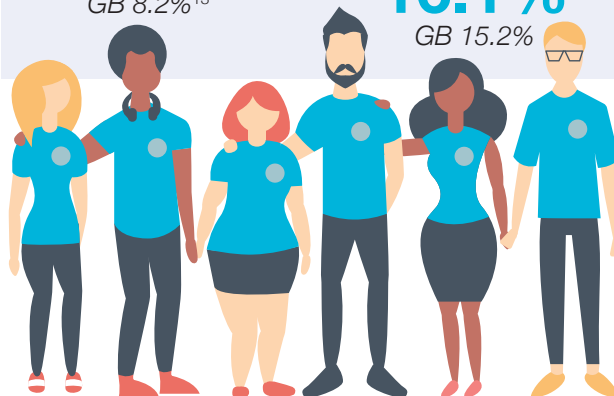
13%
GB 13.3%

Manufacturing

12.6%
GB 8.2%¹³

**Wholesale and
Retail Trade**

16.1%
GB 15.2%



The mix of full-time and part-time jobs
in Worcestershire is in line with the
national average:

66% are in full time jobs **34%** in part time jobs¹⁴

GB average: 68% full time, 32% part time

Residents of Worcestershire have levels
of qualifications in line with the
national average¹¹

36%
NVQ4 and above

West Midlands 33%, GB 39%

76%
NVQ2 and above

West Midlands 70%, GB 75%

Quality of Life

Worcestershire has an overall level of anti-social behaviour and crime in line with the West Mercia average. Levels of life satisfaction and happiness are slightly above the regional and national average.



106

crimes and anti-social behaviour incidents per 1,000 residents were reported in 2018¹⁵,

compared to

105

crimes and anti-social behaviour incidents per 1,000 residents across West Mercia.

Of these:

34%

were Anti-Social Behaviour

24%

were violent crime

79%
of Worcestershire residents

Are **satisfied** with their local area as a place to live¹⁶

13%

Are **dissatisfied** with their local area as a place to live

85%

have **high** or **very high** life satisfaction compared to 81% in West Midlands and 82% across UK

77%

have **high** or **very high** happiness compared to 76% in West Midlands and 75% across UK¹⁷



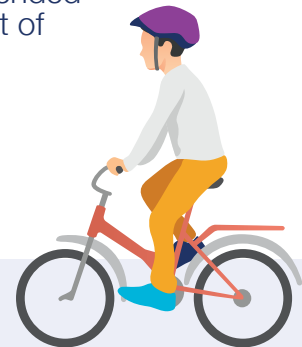
Physical Activity

Levels of physical activity in Worcestershire are in line with the national average for adults, and a bit higher than the national average for children and young people.



There are an estimated **145,500 people**

undertaking significantly less than the recommended level of physical activity, at an estimated cost of **£49.6 million.**



Levels of physical activity for **adults aged 16+**

are in line with national averages:

61% Active

150+ minutes per week
England 63%

13% Fairly active

30-149 minutes per week
England 12%

26% Inactive

less than 30 minutes per week
England 25%¹⁸

This means that there are around **124,300 physically inactive** adults in Worcestershire

Levels of physical activity for **children aged 5-16**

are a bit higher than the national average

21% Active every day

at least 60 minutes every day *England 17%*

24% Active across the week

an average of at least 60 minutes a day, but not every day *England 26%*

25% Fairly active

an average of 30-59 minutes a day *England 24%*

30% Less active

less than an average of 30 minutes a day *England 33%¹⁹*

This means that there are around **21,200 Less active** children and young people in Worcestershire .

Physical inactivity

in Worcestershire has been estimated to result in additional yearly health and social care costs of

£5.9 million

for the county's three CCGs²¹

£43.7 million

for other public services^{22,23,24}



Volunteers

14% of adults aged 16+ volunteered

at least twice in the last year to support sport and physical activity, down from 19% in 2016-2017. This is in line with the England average of 14%.²⁰



Sports Facilities

Worcestershire has a large number of sports facilities, but membership of a sports club or commercial provider is required in order to access over 85% of these.

1,706 sports facilities

in Worcestershire at 426 sites²⁵

Access Type

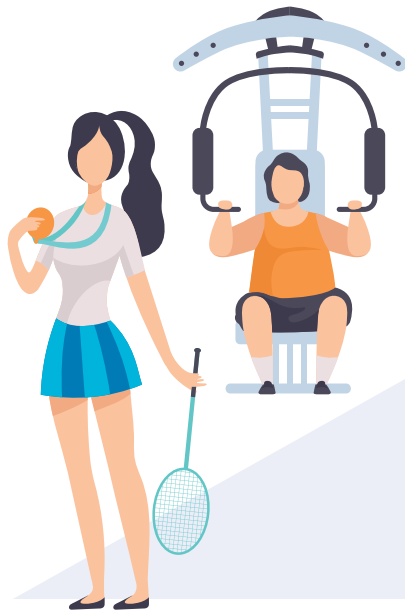
55%
Sports Club/Community Association

19%
Private Use

12%
Registered Member Use

13%
Pay and Play

1%
Free Public Access



Ownership Type

45%
Education

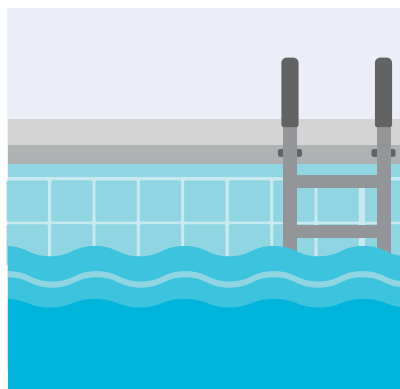
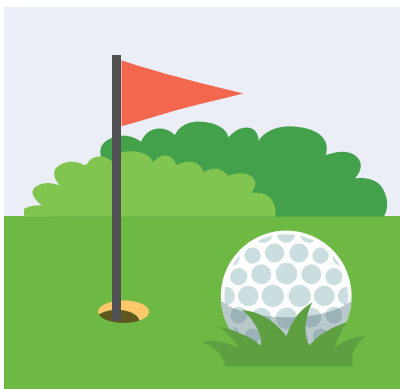
20%
Local Authority

13%
Sports Club

13%
Commercial

3%
Community Organisation

6%
Other



1,054
Grass Pitches

45
Artificial Grass Pitches

35
Golf Courses

12
Driving Ranges

139
Health and Fitness Studios

76
Activity Halls

61
Sports Halls

51
Swimming Pools

177
Tennis Courts

5
Indoor Tennis Centres

40
Squash Courts

6
Athletics Tracks

2
Indoor Bowls

1
Ski Slope

1
Cycling Track

1
BMX Race Track

Health

Key health indicators across Worcestershire are in line with the national average.

Life expectancy at birth is in line with the national average²⁶

83.9
years
females



79.9
years
males



Around
11.4%
of Worcestershire residents provide unpaid care, with
3.8%
providing
20
or more hours
a week of unpaid care.³⁵



Deaths of under 75s from all causes is

14%
lower
than the West Midlands average and
9%
lower
than across England

18%
of residents
have at least one long term health condition²⁷

Prevalence of

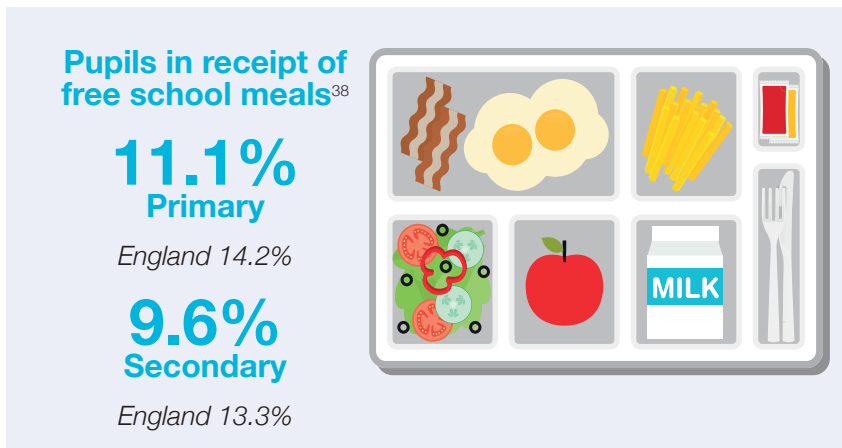
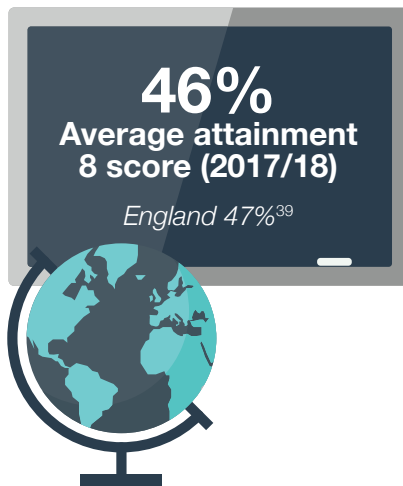
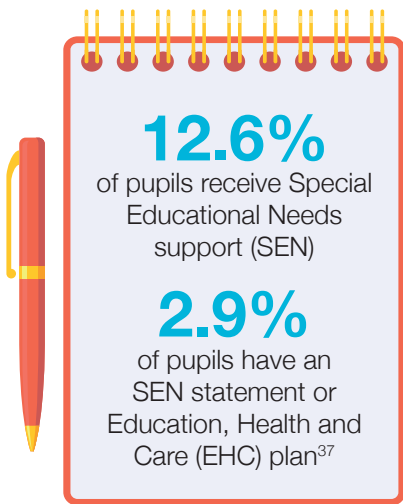
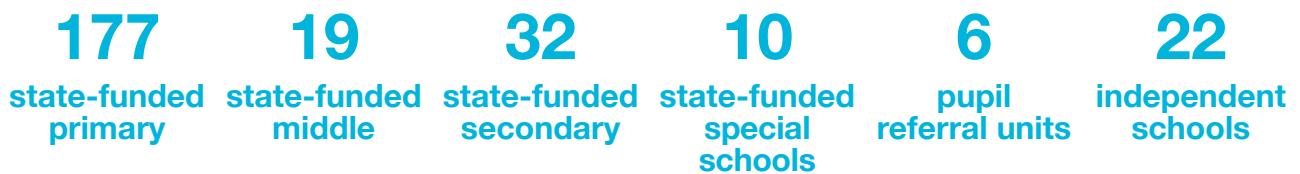


Cancer
3.6%²⁸
Diabetes
7.2%²⁹
Hip Fracture
551 per 100,000³²
Suicide Rate
11 per 100,000³³
Hospital Stays for Self-Harm
156 per 100,000³⁴

Obesity (adults)
11%
Obese and Overweight
65%³⁰
increased from 63% in 2016. England 62%
Obesity (children Yr6)
19%³¹
2012 18%
Obese and Overweight
33%
2012 34% England 34%

Education

There are 226 schools in Worcestershire³⁶



Grants

Total Charitable Grants in Worcestershire 2017-2018:
319 grants to 260 organisations.⁴¹



Total awarded
£9,349,855

Grants from
£500 to £800,000

13

Funding organisations

The Big Lottery Fund
193 grants £7,642,328

The Henry Smith Charity
5 grants £372,600

The Dulverston Trust
2 grants £90,000

Co-operative Group
80 grants £280,291

Lloyds Bank Foundation
5 grants £186,817

The Tudor Trust
2 grants £74,400

Sport England
14 grants £109,703

Masonic Charitable
Foundation
4 grants £6,884

The Clothworkers
Foundation
2 grants £24,600

Wolfson Foundation
6 grants £209,500

Woodward Charitable
Trust- **3 grants £1,500**

Esmée Fairbairn
Foundation
1 grant £338,732

National Churches Trust
2 grants £12,500

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LOTTERY
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SPORT
ENGLAND

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