

Whitchurch

Select geography: Select area:

Parish

2011 Census Profile  
[www.bathnes.gov.uk/jsna](http://www.bathnes.gov.uk/jsna) Name: Whitchurch  
 Produced by Strategic Planning, Code: research@bathnes.gov.uk  
 Source: Office for National Statis Type: E04000998 Parish

Population	Whitchurch %	B&NES %	England & Wales
Population	1,354	100	100
Total usually resident population	633	46.8	48.9
Total males	721	53.2	51.1
Total females	54	4	5.2
Age 0-4	62	4.6	6.2
Age 5-9	106	7.8	5.6
Age 10-15	153	11.3	7
Age 16-24	264	19.5	11.9
Age 25-44	425	31.4	27.4
Age 45-64	140	10.3	25.4
Age 65-74	150	11.1	8.7
Age 75 and over	1,301	96.1	7.8
People living in households	53	3.9	96.6
People living in communal establ	34	2.5	3.4
Full time students aged 18 and o			9.1

INCREASE  
 MAINPRIN.  
 This is a young moving village for young people.  
 This age group moving Whitchurch to 55-75

Identity	Whitchurch %	B&NES %	England & Wales
Ethnic Group	1,333	98.4	94.6
White Total	1,321	97.6	86
White: English/Welsh/Scottish/N	7	0.5	80.5
White: Irish	0	0	0.7
White: Gypsy or Irish Traveller	5	0.4	0.9
White: Other White	21	1.6	0.1
Black and Minority Ethnic Group	3	0.2	3.8
Mixed: White and Black Caribbean	1	0.1	5.4
Mixed: White and Black African	1	0.1	0.5
Mixed: White and Asian	0	0	0.2
Mixed: Other Mixed	4	0.3	0.3
Asian/Asian British: Indian	2	0.1	0.5
Asian/Asian British: Pakistani	0	0	0.4
Asian/Asian British: Bangladeshi	2	0.1	0.6
Asian/Asian British: Chinese	0	0	0.1
Asian/Asian British: Other Asian	0	0	2
Black/Black British: African	0	0	0.8
Black/Black British: Caribbean	0	0	0.7
Black/Black British: Other Black	8	0.6	1.5
Other ethnic group: Arab	0	0	1.8
Other ethnic group: Other	0	0	1.1
Country of Birth	1,321	97.6	0.5
United Kingdom	6	0.4	1.6
Republic of Ireland	5	0.4	2
Other EU member countries (in I	2	0.1	9
Other EU Accession countries (A	20	1.5	5.7
Other countries	946	69.9	86.6
Religion	2	0.1	0.7
Christian	2	0.1	0.4
Buddhist	0	0	1.5
Hindu	10	0.7	0.5
Jewish	1	0.1	4.8
Muslim	1	0.1	0.8
Sikh	1	0.1	0.4
Other religions	306	22.6	25.1
No religion	86	6.4	7.2
Religion not stated	1,318	100	100
Language	1,311	99.5	92.3
All people aged 3 and over	7	0.5	7.7
Main language is English	1	0.1	0
Main language is not English	1,321	97.6	86.6
Main language is sign language (	10	0.7	1.7
Migration	0	0	2.1
Born in UK	3	0.2	2.8
Resident in UK: Less than 2 year	20	1.5	6.8
Resident in UK: 2 years or more			
Resident in UK: 5 years or more			
Resident in UK: 10 years or more			

Health and Care	Whitchurch %	B&NES %	England & Wales
Limiting long-term illness [4]	148	10.9	7
People whose day-to-day activitie	123	9.1	9.1
People whose day-to-day activitie	45	5.3	3.9
People aged 16 to 64 whose day	57	6.8	5.8
People aged 16 to 64 whose day			7.2
General health			

Very good health	595	43.9	88,882	50.5	47.1
Good health	500	36.9	58,849	33.4	34.1
Fair health	176	13	20,856	11.8	13.2
Bad health	67	4.9	5,831	3.3	4.3
Very bad health	16	1.2	1,598	0.9	1.3
All people who provide unpaid care [5]					
Total number of carers	176	100	17,585	100	100
1-19 hours a week	120	68.2	12,396	70.5	63.2
20-49 hours a week	25	14.2	1,989	11.3	13.4
50 or more hours a week	31	17.6	3,200	18.2	23.4

Economic Activity	Whitchurch %	B&NES %	England & Wales
Total number of people aged 16	982	100	100
Total Economically active aged 1	723	73.6	68.7
Employees full time	368	37.5	35.5
Employees part time	168	17.1	14.4
Self-employed	128	13	11
Unemployed	23	2.3	2.7
Full time student	36	3.7	5.1
Total Economically inactive aged	259	26.4	31.3
Retired	161	16.4	13.7
Student	33	3.4	10.1
Looking after home or family	27	2.7	3.3
Long-term sick or disabled	28	2.9	2.8
Other	10	1	1.4
Unemployment			
Total Unemployed aged 16 to 74	23	100	100
aged 16 to 24	9	39.1	27.3
aged 50 to 74	8	34.8	20.7
who have never worked	4	17.4	10.9
who are long term unemployed	5	21.7	36.4
Qualifications [8]			
Total number of people aged 16	1,132	100	100
No Qualifications	259	22.9	17.2
Highest level of qualification: Lev	178	15.7	11
Highest level of qualification: Lev	195	17.2	14.2
Highest level of qualification: App	87	7.7	3.7
Highest level of qualification: Lev	156	13.8	16.5
Highest level of qualification: Lev	209	18.5	33.4
Other qualifications	48	4.2	4

People in Employment

Travel to Work	Whitchurch %	B&NES %	England & Wales
Total number of people aged 16	696	100	100
People who work mainly at or fro	42	6	7.7
Who usually travel to work by:			
Underground, metro, light rail, t	1	0.1	0.1
Train	1	0.1	0.1
Bus, minibus or coach	56	8	3.6
Taxi	0	0	6.4
Motorcycle, scooter or moped	6	0.9	0.3
Driving a car or van	496	71.3	55.4
Passenger in a car or van	34	4.9	4.6
Bicycle	11	1.6	3
On foot	48	6.9	17.2
Other method of travel to work	1	0.1	0.6
Hours Worked			
Total number of people aged 16	696	100	100
Part time: 15 or less	84	12.1	12.8
Part time: 16 to 30	145	20.8	20.4
Full time: 31 to 43	369	53	53.8
Full time: 49 or more	98	14.1	13
Industry			
Total number of people aged 16	696	100	100
A Agriculture: forestry and fishing	2	0.3	0.7
B Mining and quarrying	0	0	0.1
C Manufacturing	69	9.9	7.1
D Electricity, gas, steam and air	5	0.7	0.4
E Water supply; sewerage, waste	8	1.1	0.9
F Construction	100	14.4	7.3
G Wholesale & retail trade; repai	124	17.8	14.7
H Transport and storage	26	3.7	3.2
I Accommodation and food servic	12	1.7	6.6
J Information and communicati	25	3.6	5.2
K Financial and insurance activiti	44	6.3	3.4
L Real estate activities	9	1.3	1.5
M Professional, scientific and tec	30	4.3	7.8
N Administrative and support ser	22	3.2	3.9
O Public administration and defe	39	5.6	6.5
P Education	63	9.1	12.7
Q Human health and social work	92	13.2	12.9
R/S/T/U Other	26	3.7	5.1
National Statistics Socio-Economic Classification			
Total number of people aged 16	982	100	100
1. Higher managerial and profess	78	7.9	12.7
2. Lower managerial and profess	211	21.5	22.3

3. Intermediate occupations	166	16.9	14,725	11.3	12.7
4. Small employers and own acc	124	12.6	12,608	9.7	9.4
5. Lower supervisory and technic	76	7.7	7,557	5.8	6.9
6. Semi-routine occupations	155	15.8	15,813	12.1	14.1
7. Routine occupations	81	8.2	11,005	8.4	11.1
Never worked and long term une	24	2.4	3,485	2.7	5.6
Full-time students	67	6.8	19,664	15.1	9

Housing and Accommodation

	Whitchurch %	B&NES %	England & Wales
Total number of dwellings [9]	516	100	100
Unshared	516	100	99.9
Shared	0	0	0.1
Total number of household space	516	100	100
Occupied (with at least one usual resident)	499	96.7	96.3
Unoccupied (no usual residents)	17	3.3	4.4
Household spaces which are:			
Detached	234	45.3	21.7
Semi-detached	158	30.6	28
Terraced (including end terrace)	62	12	27.9
Flat, maisonette or apartment:			
Purpose-built block of flats	23	4.5	12.5
Part of a converted or shared house	7	1.4	8.3
In commercial building	8	1.6	1.2
Caravan or other mobile or temporary	24	4.7	0.4
Tenure			
All households [10]	499	100	100
Owned: Owned outright	191	38.3	35.1
Owned: Owned with a mortgage	217	43.5	31.6
Owned: Shared ownership (part)	0	0	0.5
Social rented: Local authority [11]	8	1.6	3.4
Social rented: Other	39	7.8	11
Private rented: Private landlord or	31	6.2	15.5
Private rented: Other	4	0.8	1.4
Living rent free	9	1.8	1.4

handover for young people to enter housing market + stay close by

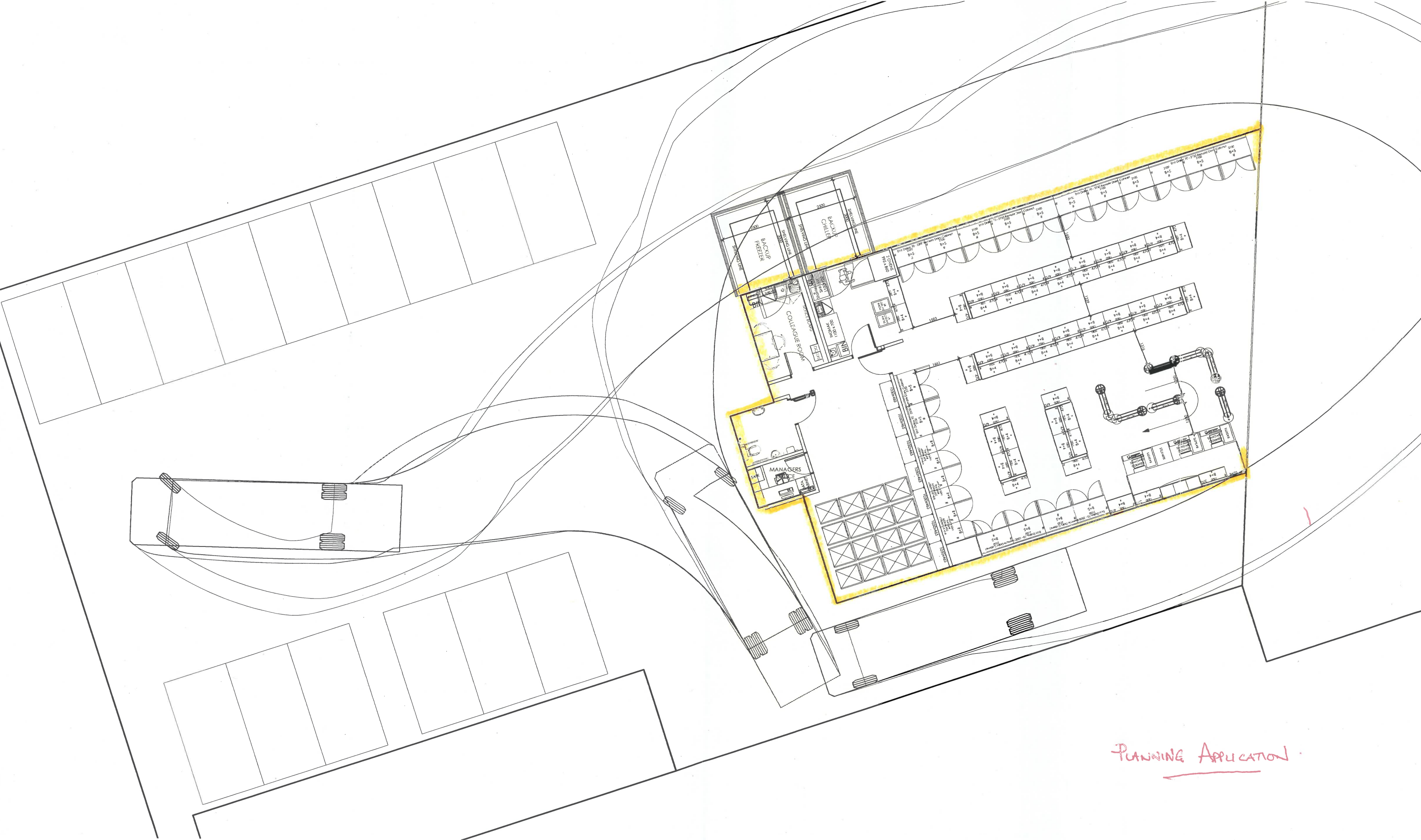
Household size	2.6	2.3	2.7
Average household size	2.6	5,072	8.5
Occupancy rating (rooms) of -1 or	13	2,213	4.7
Occupancy rating (bedrooms) of	11		
Central heating			
No central heating	5	1	2.3
Gas central heating	401	80.4	77.1
Electric (including storage heater)	18	3.6	10.4
Oil central heating	52	10.4	4.9
Solid fuel (wood, coal) central heating	5	1	0.9
Other central heating	2	0.4	0.7
2 or more types of central heating	16	3.2	1.6
Car availability			4.1
No cars or vans in household	57	11.4	22
One car or van in household	175	35.1	42.3
Two or more cars or vans in household	267	53.5	35.8
Total number of cars or vans in a	863	100	

V High mobility - leakage of net in absence of provision

	Whitchurch %	B&NES %	England & Wales
Household Composition			
Household Composition	499	100	100
All households	108	21.6	30.7
One person household	107	21.4	15.8
Married couple household: With dependent child	210	42.1	28.1
Married couple household: No dependent child	0	0	0
Same-sex civil partnership couple	0	0	0
Same-sex civil partnership couple	0	0	0.1
Cohabiting couple household: With dependent child	15	3	3.6
Cohabiting couple household: No dependent child	23	4.6	6.8
Lone parent household: With dependent child	11	2.2	6.2
Lone parent household: No dependent child	19	3.8	7.9
Multi-person household: All full-time	0	0	3.1
Multi-person household: Other	6	1.2	2.4
Households with dependent children [13]			
Households with dependent child	136	27.3	26
Households with dependent child	40	8	9.8
No adults in employment with dependent child	10	2	2.7
No adults in employment without dependent child	136	27.3	30.6

SS2 2014/15





PLANNING APPLICATION



Store Number	Store Name	Town	ACORN Group	ACORN Type	Vat Rate	Parking	Retail Size sqft	2011-12 Turnover £'s Wkly	Turnover psf £'s	2011-12 Custs Wkly	2011-12 ATV £'s Wkly	Competition (,0.25ml/0.25ml-0.5ml)	HH 0.25	HH 0.5	Average HH Spend £'s 0.25ml	Average HH Spend £'s 0.5ml	Available Mkt 0.25ml (Wkly)	Available Mkt 0.5ml (Wkly)	Penetration/ Mkt Share 0.25ml	Turnover £'s (Wkly)	Penetration/ Mkt Share 0.5ml	Turnover £'s (Wkly)
	Whitchurch 47 new Homes		BCM	5, 6, 10										1,137 1,184		111.08 111.08	0	126,298 131,519		0	15.00% 15.00%	18,945 19,728
0018	Shere	Guildford	CBM CBM	10, 41, 5 10, 5, 41	1.094	0	1,500	36,000	24.00	0	0.00	0.00	288	386	106.94	108.59	30,799	41,916	116.89%		85.89%	
0004	Ashurst	Southampton	CBF CBF	12, 10, 4 12, 10, 4	1.088	0	1,625	44,339	27.29	None	None	None	502	769	108.26	110.02	54,347	84,605	81.59%		52.41%	
0007	Cranbrook <u>KENT</u>	Cranbrook	CFN MCB	10, 26, 34 10, 41, 42	1.106	0	1,500	23,553	15.70	CO-OP	None	CO-OP None	895	1,651	104.76	105.25	93,760	173,768	25.12%		13.55%	
	#N/A	#N/A	#N/A #N/A	#N/A #N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A
	#N/A	#N/A	#N/A #N/A	#N/A #N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A
	#N/A	#N/A	#N/A #N/A	#N/A #N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A
AVE					#N/A		#N/A	#N/A	#N/A	#N/A	#N/A		#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A		#N/A	#N/A

Notes

TURNOVER YR3	0	18,945
VAT EX	10%	17,222
Minus Growth	2.5%	16,802
	2.5%	16,393

Spatial Modeller

	Run 1	Run 2	Run 3
Sqft			
Visibility			
Accessibility			
Pedestrian Flow			
Road Index			
Competition			
Competition Description			
Competition Proximity			
Parking			
Format			
Condition			
ATM			
PO			
Retail Support			
IOW Flag			
Ports Flag			
Tourism			
Covenants			
Model Sales YR3			
Model Sales YR1	0	0	0
Analogue Sales YR3			
Analogue Sales YR1	0	0	0

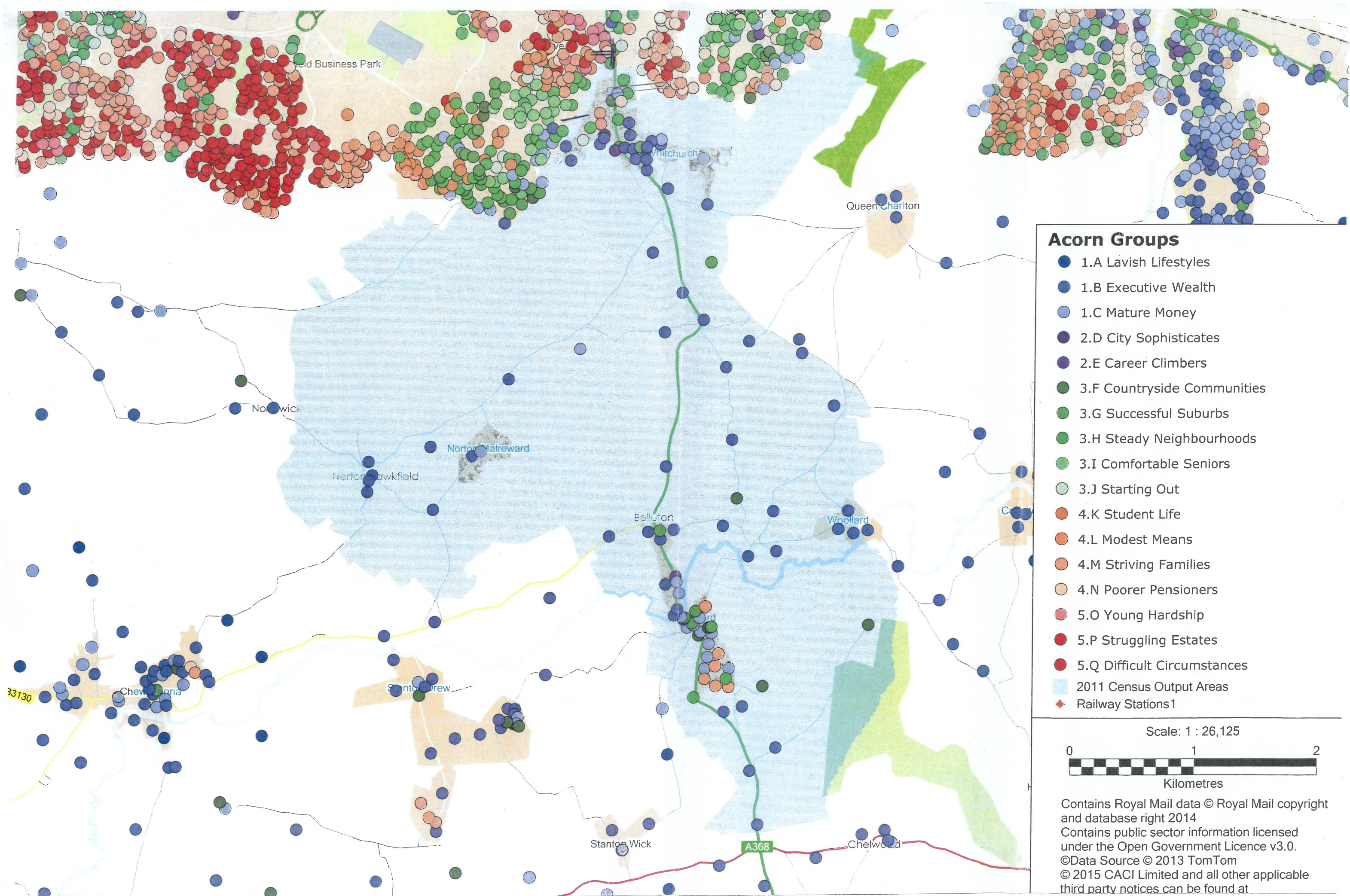
TURNOVER YR3	0	19,728
VAT EX	10%	17,934
Minus Growth	2.5%	17,497
	2.5%	17,070

Competition Beyond 0.5ml Buffer Operator	Sqft

Schools Name	Pupils

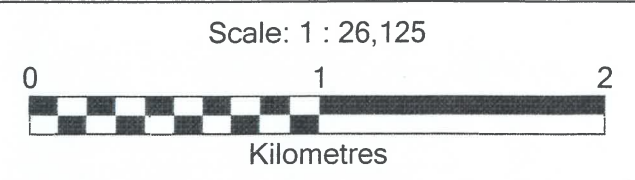






### Acorn Groups

- 1.A Lavish Lifestyles
- 1.B Executive Wealth
- 1.C Mature Money
- 2.D City Sophisticates
- 2.E Career Climbers
- 3.F Countryside Communities
- 3.G Successful Suburbs
- 3.H Steady Neighbourhoods
- 3.I Comfortable Seniors
- 3.J Starting Out
- 4.K Student Life
- 4.L Modest Means
- 4.M Striving Families
- 4.N Poorer Pensioners
- 5.O Young Hardship
- 5.P Struggling Estates
- 5.Q Difficult Circumstances
- 2011 Census Output Areas
- ◆ Railway Stations<sup>1</sup>



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Store Number	Store Name	Town	GM % Actual 2014 15	ACORN Group	ACORN Type	Vat Rate	Parking	Retail Size sqft	Ave 2014-15 Turnover £'s Wkly	Ave T/O psf £'s	Ave 2014-15 Custs Wkly	Ave 2014-15 ATV £'s Wkly	Ave 2014-15 Sales £'s Wkly	Competition (0.25ml/0.25ml-0.5ml)	HH 0.25	HH 0.5	Ave HH Spend £'s 0.25ml	Ave HH Spend £'s 0.5ml	Mkt Size 0.25ml (Wkly)	Mkt Size 0.5ml (Wkly)	Mkt Share 0.25ml	T/O £'s (Wkly)	Mkt Share 0.5ml	T/O £'s (Wkly)
	Whitchurch			BCM	5, 6, 10			1500 2000	22,734	15.16 11.37						1137		111.08	0	126,298		0	18.00%	22,734
0231	Winsley	Bradford on Av	31.03%	CBM BCM	10, 4, 41 10, 5, 4	1.084	St	1539	16,040	10.42	3,068	5.23	14,791	NONE NONE	463	701	106.81	110.22	49,453	77,264	32.43%		20.76%	
0170	Shrewton High	Shrewton	27.85%	CBF CBM	10, 4, 6 10, 41, 4	1.095	St	2400	33,319	13.88	4,118	8.09	30,422	None NONE	455	748	107.50	104.83	48,913	78,413	68.12%		42.49%	
0120	Odiham	Odiham	29.12%	CBI BCM	10, 5, 31 10, 41, 5	1.086	0	1604	29,267	18.25	4,321	6.77	26,938	None None	381	763	99.09	112.63	37,753	85,937	77.52%		34.06%	
0216	Alderholt	Alderholt	27.90%	HCG BFC	29, 10, 26 22, 4, 29	1.099	10 TSC	1615	35,457	21.95	5,204	6.81	32,249	None None	576	985	93.28	100.54	53,729	99,032	65.99%		35.80%	
0343	Cliffe Wood	Cliffe Woods	28.35%	HFG HFB	29, 22, 23 29, 6, 22	1.110	TSC	855	21,857	25.56	3,960	5.52	19,686	PREMIER None	826	1,085	108.06	110.58	89,258	119,979	24.49%		18.22%	
0344	Wadhurst,	Wadhurst	30.13%	MBG BCM	41, 26, 9 10, 41, 5	1.080	TSC	2410	31,437	13.04	3,479	9.04	29,108	MCCOLL'S ONESTOP	540	1,234	106.20	107.56	57,348	132,729	54.82%		23.69%	
<b>AVE</b>			<b>29.06%</b>			<b>1.093</b>		<b>1,737</b>	<b>27,896</b>	<b>17.19</b>	<b>4,025</b>	<b>6.91</b>	<b>25532</b>		<b>540</b>	<b>919</b>	<b>103.49</b>	<b>107.73</b>	<b>56,076</b>	<b>98,892</b>	<b>53.90%</b>		<b>29.17%</b>	

STANDARD MARGIN (from April 29th 2015) REMAINS 27.5%  
 Growth Rates Reduced to 7.5% & 5.0% only from 29.4.15  
 1% Growth rate added to Yrs 3, 4, 5, 6, 7 from 14.5.15

Notes

TURNOVER YR3		0	22,734
VAT EX			
Additional Sales Non foods (Batteries, Toys, China, Gardening)	10.00%	0	20,667
	0.17%	0	20,702
Discounted for Growth		0	20,702
Year 2 Sales 2.5%		0	20,197
Year 1 Sales 2.5%		0	19,705

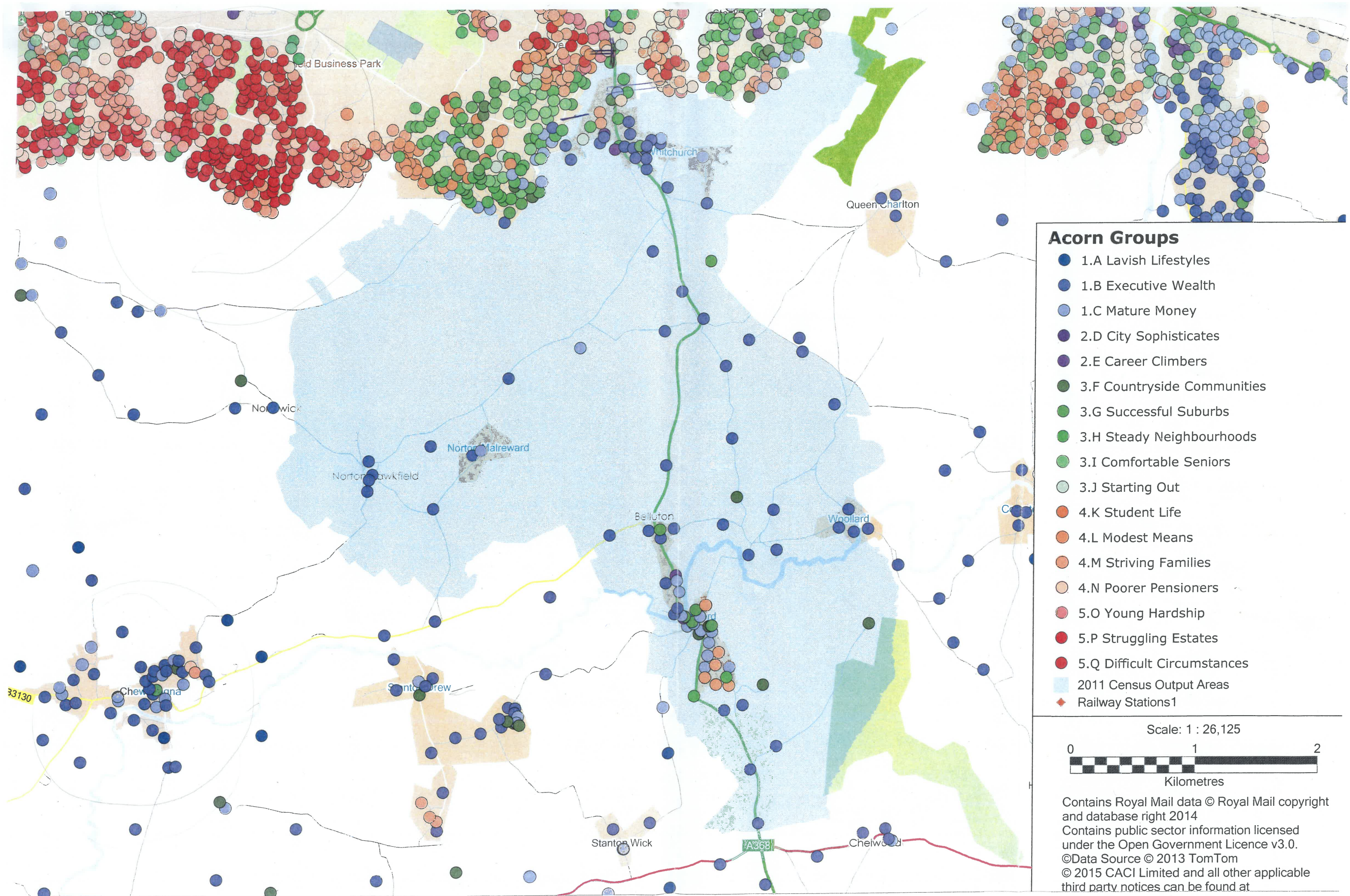
Spatial Modeller

	Run 1	Notes	Run 2	Run 3
Sqft				
Visibility				
Accessibility				
Pedestrian Flow				
Road Index				
Competition				
Competition Description				
Competition Proximity				
Parking				
Format				
Condition				
ATM				
PO				
Retail Support				
IOW Flag				
Ports Flag				
Tourism				
Covenants				
Model Sales YR3				
Model Sales YR1	£0		0	0
Analogue Sales YR3				
Analogue Sales YR1	0		0	0

Competition Beyond 0.5ml Buffer		
Operator	Sqft	Distance

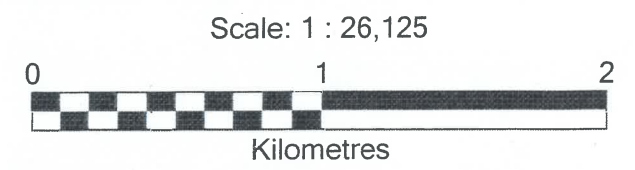
Schools		
Name	Pupils	Buffer





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