

# Wellow

## Parish Profile



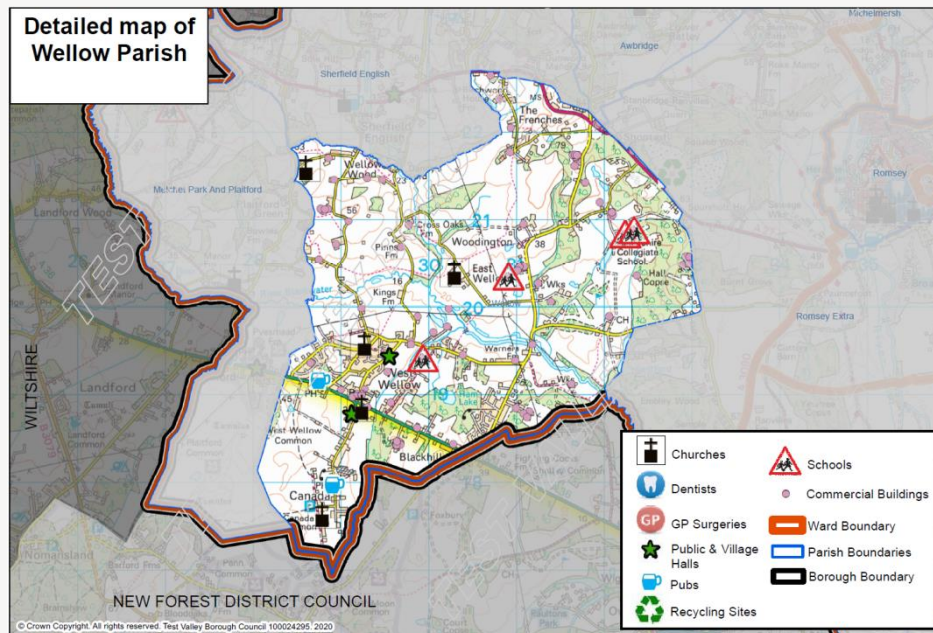
2024



# Wellow Parish Profile

This profile provides a summary of the latest available information on the demographic make-up of the parish of Wellow within Test Valley. It looks at information on topics such as the population structure, economic, housing, health and educational information for the parish.

**Wellow** is one of the Test Valley's fifty-nine parishes. It has an area of **1565.22** hectares which represents **2.49%** of the total area of Test Valley; in terms of size, **Wellow** is Test Valley's **twelfth largest** parish. The parish's population is **3,409** and its population density is **2.16** people per hectare, which is similar to the borough's average population density of **2.10** people per hectare.



## Census Data

Some of the data used in this profile is taken from the 2011 Census; where this is the case, this is clearly labelled. Though this data is from several years ago, the breadth and volume of information the Census collects means it remains a valuable source of data and a reasonable indication of current trends.

## Elected Representatives

### Hampshire County Councillor

**Councillor Nick Adams-King**

**Division:** Romsey Rural

**Email:** [nick.adams-king@hants.gov.uk](mailto:nick.adams-king@hants.gov.uk)

**Telephone:** 07771 727402

### Test Valley Borough Councillor

**Councillor Nick Adams-King**

**Ward:** Blackwater

**Email:** [Cllrnadams-king@testvalley.gov.uk](mailto:Cllrnadams-king@testvalley.gov.uk)

**Telephone:** 01794 516341



**Councillor Gordon Bailey MBE**

**Ward:** Blackwater

**Email:** [cllrgbailey@testvalley.gov.uk](mailto:cllrgbailey@testvalley.gov.uk)

**Telephone:** 01794 323557



### Wellow Parish Council

**Chairman:** **Councillor Julian David Pease**

**Email:** [cllrjpease@wellowparish.org.uk](mailto:cllrjpease@wellowparish.org.uk)

**Telephone:** 07971 129 600

**Clerk:** **Maria Sadler**

**Email:** [clerk@wellowparish.org.uk](mailto:clerk@wellowparish.org.uk)

**Telephone:** 01794 323275

# Population



**3,409**

Population 2020



2.2%  
increase



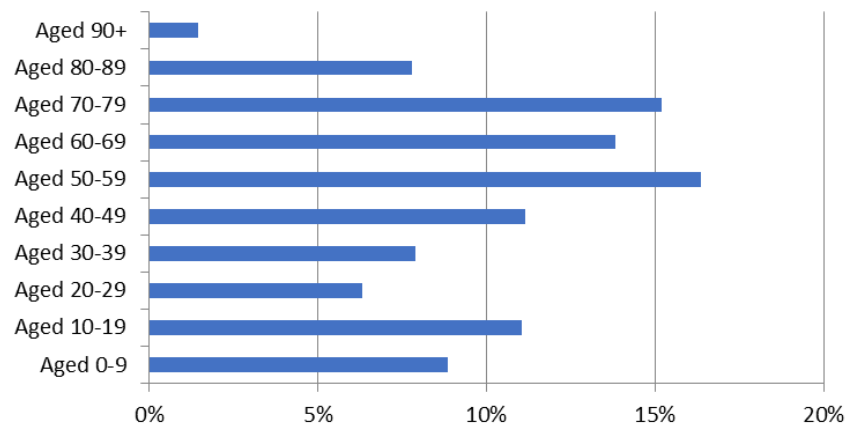
**3,483**

Estimated population  
in 2027



**2.57% of Test Valley's population**

**Percentage of the population by age group 2020**



## Age breakdown

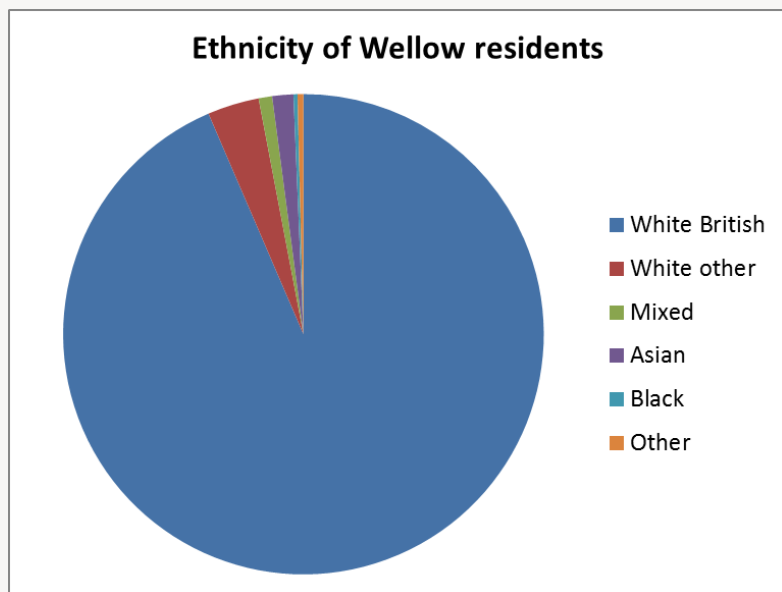
At 19.9% Wellow has a smaller percentage of **young people** (aged 0-19) than the borough average of 22.8%. By 2027, the proportion of young people will decrease to 19.1%, and will then be 3.9% lower than the borough average. At 15.4%, Wellow has a smaller percentage of **young adults** (aged 20-39) than the borough average of 19.9%. The proportion of young adults living in the parish is expected to remain steady between 2020 and 2027, in contrast to the fall of 1.2% across the borough.

**Middle aged residents** (aged 40-69) constitute 41.4% of Wellow's population, which is slightly higher than the borough average of 40.2%. This is forecast to decrease slightly to 40.5% by 2027, 0.9% above the borough average. At 24.5%, Wellow has a significantly higher percentage of those **aged 70 and over**, 7.3% above the borough average. By 2027 this percentage is forecast to increase by 1.3%, a rate which is similar to the forecast increase for the borough as a whole of 1.5%.

## Population Data

This population data is taken from the Small Area Population Forecasts (SAPF), provided by Hampshire County Council. Further information on this is available online at: <https://www.hants.gov.uk/landplanningandenvironment/facts-figures/population/estimates-forecasts>.

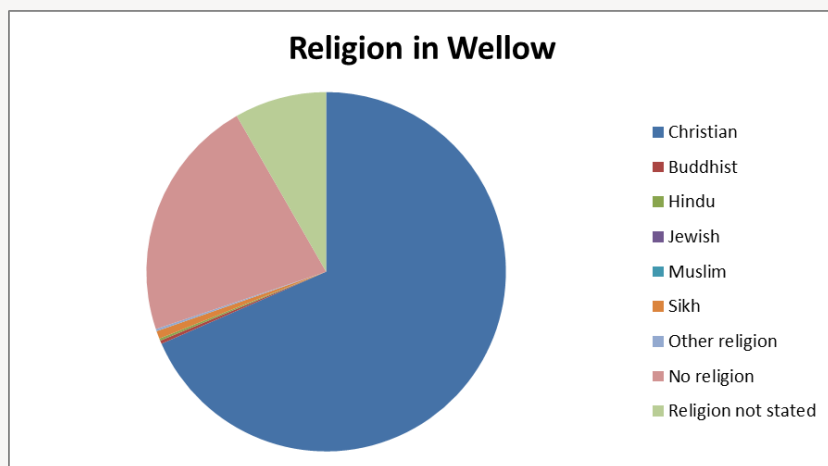
## Ethnicity



White British	White other	Mixed/multiple ethnic groups	Asian	Black	Other
93.5%	3.5%	0.9%	1.4%	0.3%	0.4%

The graph shows the ethnic groups within Wellow by percentage. In the 2011 Census, 93.5% of Wellow's population identified as White British. This is slightly above the borough average of 93.1%. However, Wellow's level of ethnic diversity is lower than England as a whole, where only 79.8% of the population are White British.

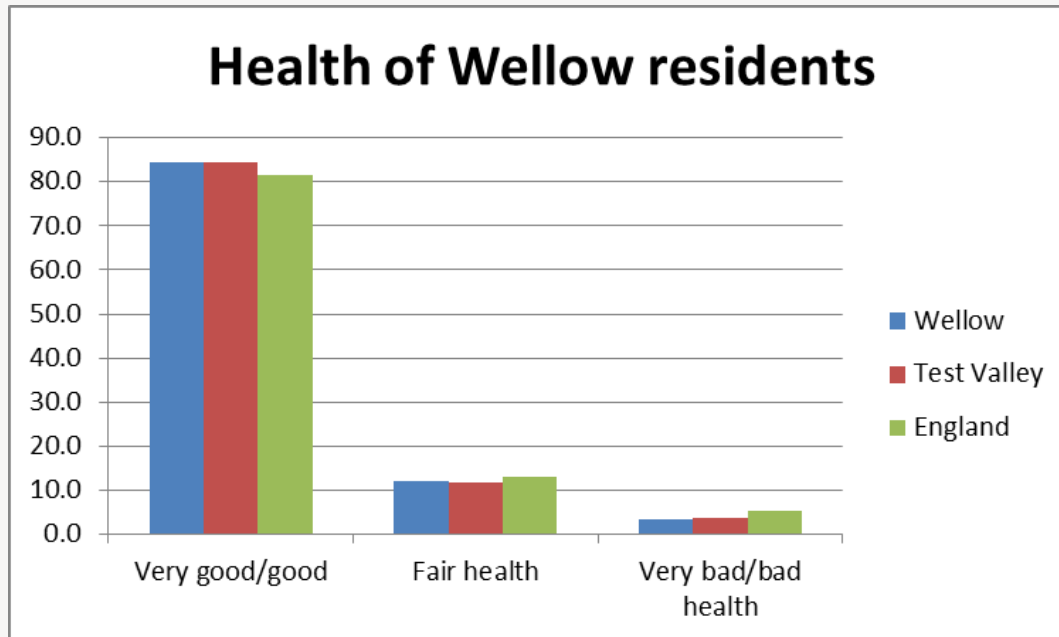
## Religion



Christian	Buddhist	Hindu	Jewish	Muslim	Sikh	Other religion	No religion	Religion not stated
68.5%	0.3%	0.2%	0.0%	0.0%	0.7%	0.2%	21.9%	8.3%

At the 2011 Census, the majority of Wellow residents (68.5%) classify themselves as Christian, which is higher than the borough average of 65.7% and the English average of 59.8%. The next largest group are those that say they have no religion (21.9%), which is lower than both the Test Valley average (25.1%) and the English average (27.7%). Of those groups that do adhere to a religion, Sikhs are the second largest group at 0.7%, which is above the Test Valley average of 0.3% but below lightly below the English average of 0.8%.

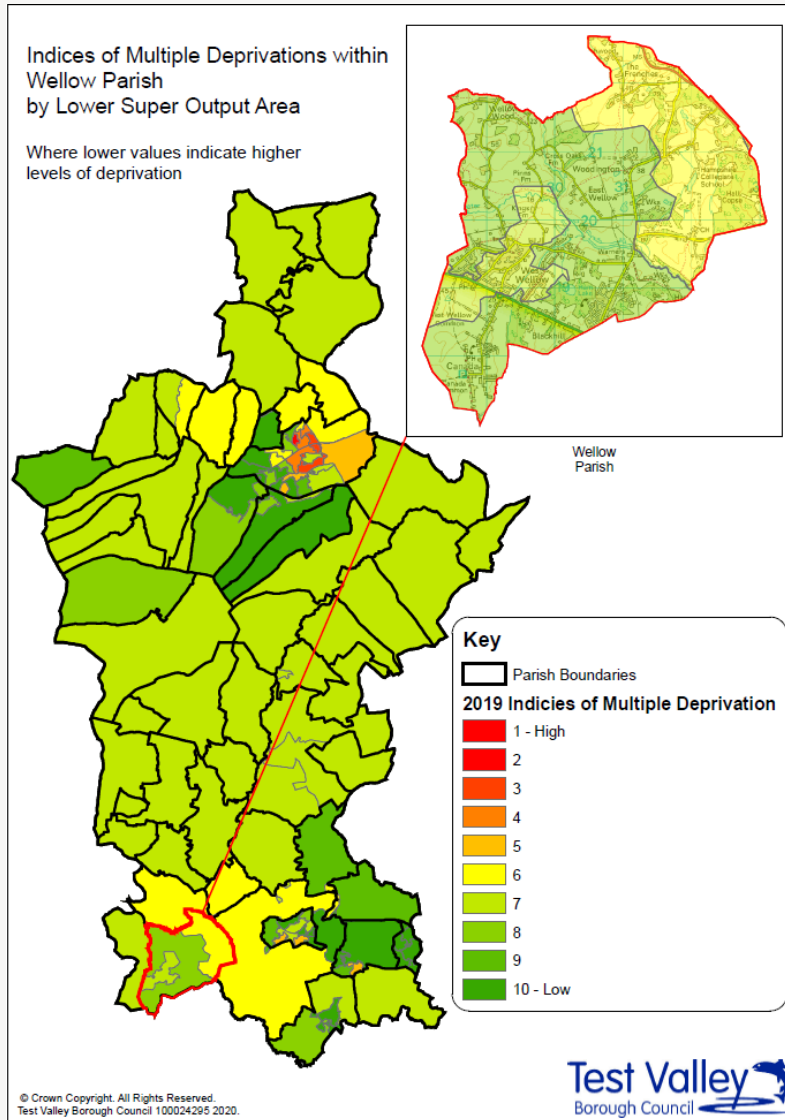
## Health



At the 2011 Census, 84.5% of residents in Wellow said they felt that they were in very good or good health. This is slightly lower than the average for Test Valley (84.6%), but higher than the average for England (81.4%). 3.4% of the population rated their health as bad or very bad, which is lower than the borough average (3.8%) and the average for England (5.5%).

**1.6% of Wellow's residents are long term sick or disabled (2011 Census)**

## Deprivation



The English Index of Multiple Deprivation 2019 is designed to identify areas where communities lack resources and are in need. To do this, seven factors are considered, which are:

- income deprivation;
- employment deprivation;
- education, skills and training deprivation;
- health deprivation and disability;
- crime;
- barriers to housing and services;
- living environment deprivation.

Areas are scored on each of these factors, and ranked nationally from least deprived to most deprived.

This map shows the deprivation scores for parish of Wellow against all areas in Test Valley. Of 32,844 areas ranked across the country, the majority of Wellow (as seen in dark green on the map) ranks 25,248<sup>th</sup>, this puts it in the **30%** of **least deprived** areas in the country. The area in the west of the parish ranks 21,882<sup>nd</sup>, putting it in the 40% of least deprived areas whilst the east of Wellow, around Embley Park, ranks 17,643<sup>rd</sup>, putting in the 50% of least deprived areas in the country.

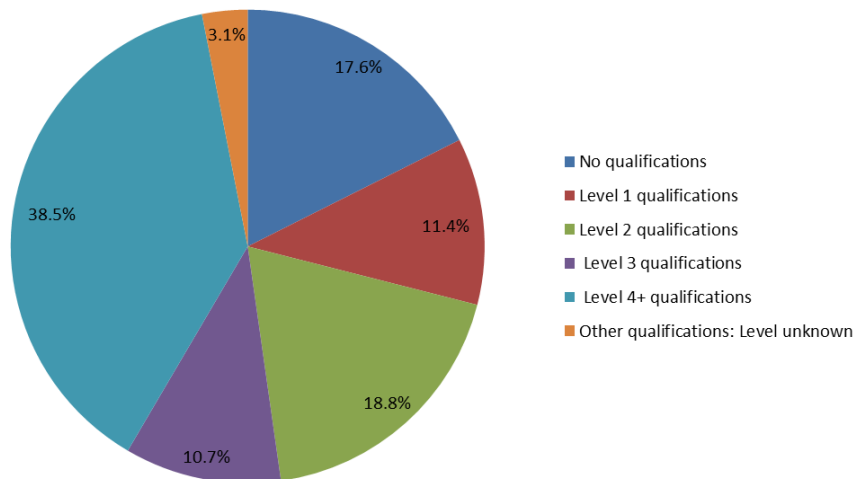
More specifically, all of Wellow ranks in the top 10% of most deprived areas when it comes to physical proximity of local services. Additionally, the east of the parish is in the top 10% of most deprived areas with regards to the quality of housing available.

*Further information about the Ministry of Housing, Communities and Local Government 2019 English Indices of Deprivation is available online at: <https://www.gov.uk/government/statistics/english-indices-of-deprivation-2019>*

# Education and employment

## Qualifications

Percentage of people with qualifications in Wellow

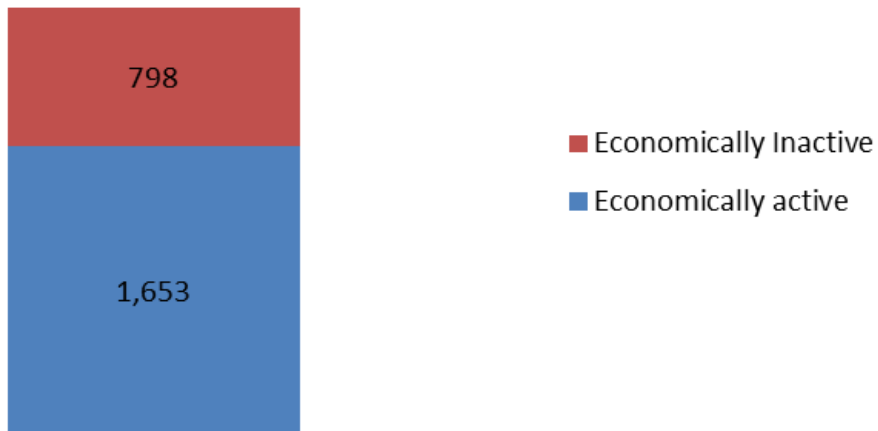


The pie chart shows the qualifications gained by Wellow residents aged 16-74 years, according to the 2011 Census. 79.4% of people living in Wellow have at least one GCSE or equivalent qualification, a figure which is similar to the Test Valley average of 77.6%. Additionally, 3.1% of residents have an unknown qualification, which is similar to the borough average. This means that 17.6% of Wellow residents between 16 and 74 have no academic, vocational or professional qualifications, which is 0.8% lower than the borough average. In addition, 38.5% of Wellow residents have a level 4 qualification or above, which is equivalent to at least an undergraduate degree. This is higher than the borough average of 30.5%.

No qualifications	No academic or professional qualifications.
Level 1	1+'O' level passes, 1+CSE/GCSE any grades, NVQ level 1, Basic/Essential skills, NVQ Level 1.
Level 2	5+'O' level passes, 5+GCSEs (grades A*-C) 1 A level/2-3 AS levels. City and Guilds Craft, Apprenticeship, NVQ level 2.
Level 3	2+'A' levels, Higher School certificate, NVQ level 3, City and Guilds Advanced Craft, BTEC National.
Level 4/5	Degree (for example BA, BSc) higher degree (for example Master's, PhD, PGCE), NVQ levels 4 and 5, Qualified Teacher status, Nurse or Accountancy. BTEC Higher level.
Other qualification	Level unknown, vocational/work-related Qualifications, Foreign qualifications.

## Economic Activity

### Economic activity (count)



According to the 2011 Census, 67.4% of Wellow residents aged 16-74 are economically active, lower than Test Valley as a whole where the figure is 73.4% of residents. This includes people in full-, part- and self-employment, those who are actively seeking a job, and full-time students.

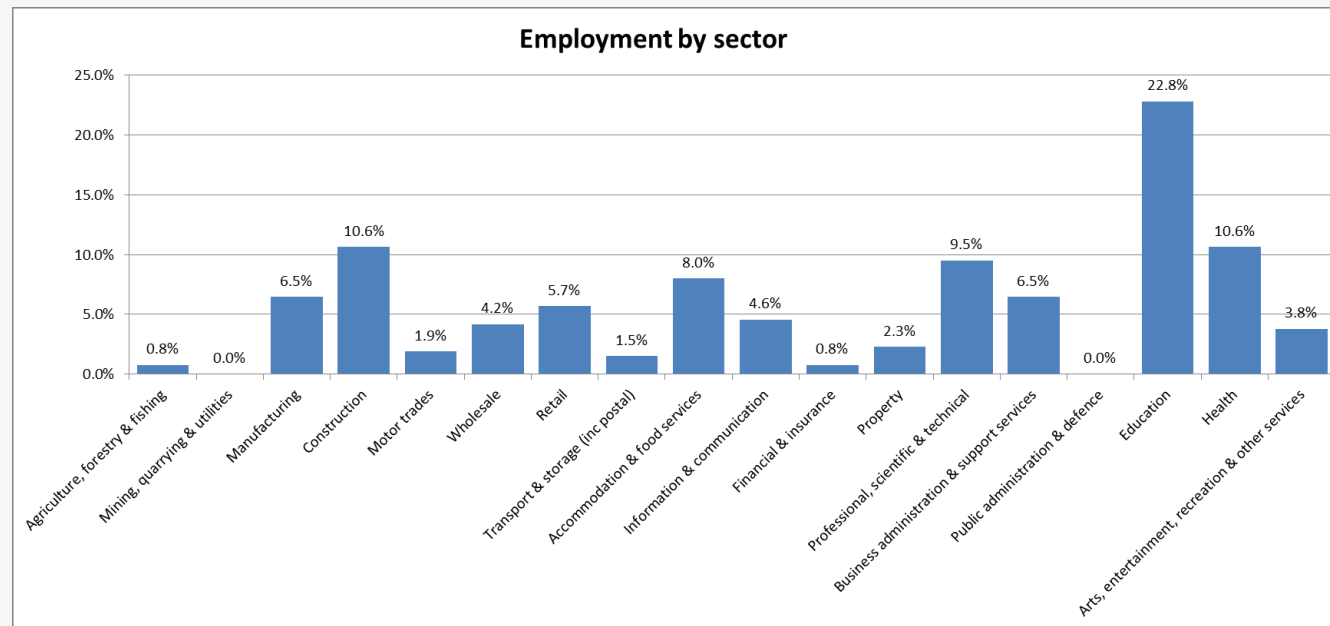
The remaining 32.6% of residents aged 16-74 are economically inactive, compared to 26.6% of Test Valley residents. This includes people who are retired, long-term sick or disabled, or who look after the home and family.



## Employment by sector

Following the Local Government Boundary Commission for England (LGBCE) review in 2017, new Ward and Parish boundaries have been introduced in Test Valley. Hence, this information has been produced on a 'best fit' basis, it's not an exact representation of Wellow but provides as good an indication as is currently feasible.

This data is taken from the 2018 UK Business Register and Employment Survey which is produced by the Office for National Statistics (ONS). This dataset relies upon a sample of 85,000 businesses across the country, from which these estimates are modelled. As such, there will be some sampling variability which result in the quality of the estimates deteriorating for smaller geographies.



This graph shows the percentage of the workforce by sector, according to the latest Business Register and Employment Survey in 2018. The largest sector employing people in Wellow is Education (22.8%) followed jointly by Health and Construction (both 10.6%).

# Properties

Total number of properties

**1,401**

## Dwellings

## Estimated Average Value

**5.6%**  
*Terraced*



**£271,437**

**9.5%**  
*Semi-Detached*



**£338,593**

**6.6%**  
*Flat*



**£155,023**

**74.6%**  
*Detached*



**£719,689**

**3.8%**  
*Mobile*

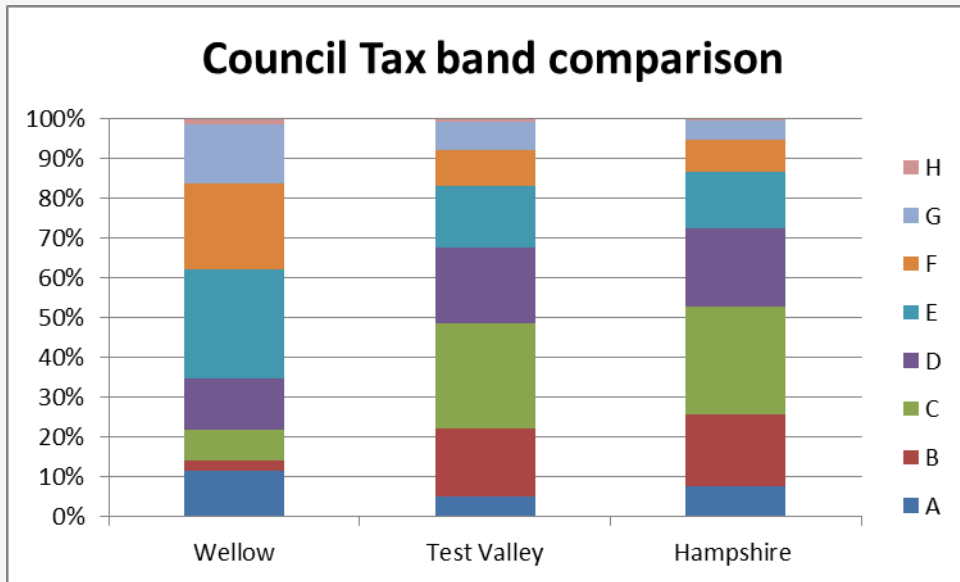





**Figure not available**

According to Zoopla estimates, the average value of a property in West Wellow in 2021 is **£640,714**. This is an increase of 17% over the past 5 years and makes Wellow the thirty-fourth most expensive parish in Test Valley.

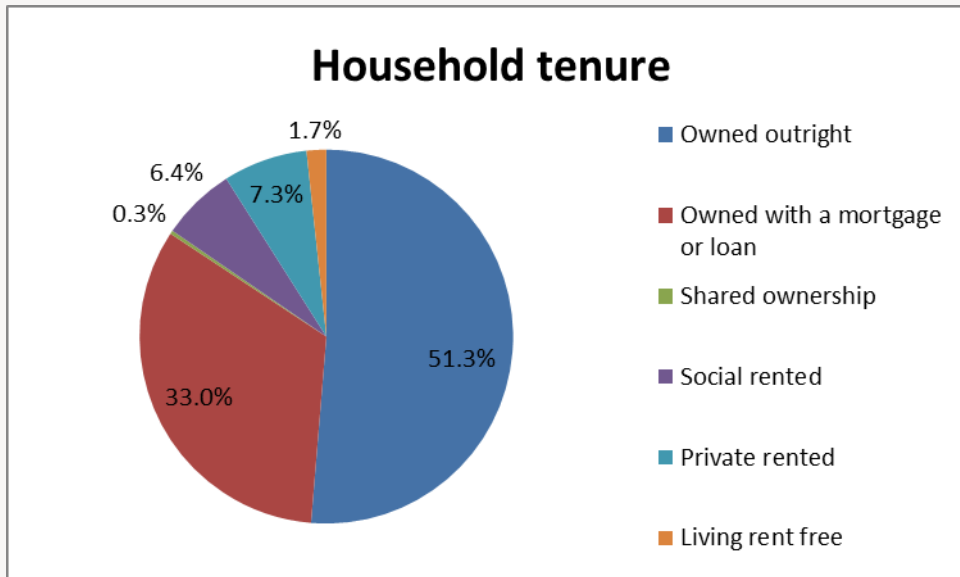
In Hampshire, the average value of a property is £381,137 (a 12% rise in 5 years) whilst in South East England, the average is £424,800 (an 11% rise in 5 years).

## Council Tax Bandings



	Wellow	Test Valley
<b>Bands F-H</b> 	<b>37.6%</b>	<b>16.9%</b>
<b>Bands C-E</b> 	<b>47.8%</b>	<b>60.8%</b>
<b>Bands A-B</b> 	<b>14.6%</b>	<b>22.3%</b>

## Household Tenure



Household tenure refers to the financial arrangements under which people occupy their homes and is taken from the 2011 Census.

This pie chart depicts the tenure of households in Wellow. 84.2% of people in Wellow live in a property which they own outright or with a mortgage or loan. This is higher than the average for Test Valley, which is 70.3%, and the average for the South East of England, which is 67.6%.

6.4% of residents rent their property from a Housing Association, which is over half the borough average of 14.4%.

7.3% of residents privately rent their property; this figure is much lower than borough average of 12.9%.

# Community facilities

Within Wellow there are a range of community facilities including a Village Hall, a range of local stores, Golf Club, various sports pitches, two pubs, and several churches. A small part of the parish, around the village of Canada, is located within the New Forest National Park.

The parish has a primary school, Wellow Primary School, as well as an independent primary and secondary school, Embley. The nearest GP surgeries and railway station are located in nearby Romsey.



# Community plans

Wellow has a **Village Design Statement** which Test Valley Borough Council adopted in September 2010 as a Supplementary Planning Document for the part of Wellow outside of the New Forest National Park (to the north of the A36).

The remaining part of Wellow (to the south of the A36), lies within the New Forest National Park. The New Forest National Park Authority as planning authority for this area, adopted the Wellow Village Design Statement as a Supplementary Planning Document for this part of Wellow on in March 2011.

The Village Design Statement can be accessed using the following link:

<https://www.testvalley.gov.uk/planning-and-building/planningpolicy/village-design-statements/wellowvds>

Details of any community planning exercises your parish is undertaking can be added here. Please get in touch with the Policy Team at the email address below and we will be more than happy to add information at your request.

## Test Valley Borough Council – Policy Team

The information in this profile has been prepared by Test Valley Borough Council's Policy Team. If you have any further queries or would like to talk to us about other information you would like to see, then please contact the Policy Team who will be happy to help:

[policyteam@testvalley.gov.uk](mailto:policyteam@testvalley.gov.uk)