

An aerial photograph of a rural landscape. In the foreground, a village with numerous houses and a main road is visible. The middle ground consists of large, golden-brown fields, likely harvested crops, interspersed with green trees and hedgerows. The background shows a distant horizon under a clear sky.

Oxfordshire Rural Areas Data Pack

[1. Introduction](#)

[2. Summary of findings](#)

[3. Methodology](#)

[4. Geography](#)

[5. Population](#)

[5.1 Population by age](#)

[5.2 Population growth](#)

[5.3 Ethnicity](#)

[5.4 Household composition](#)

[6. Health and wellbeing](#)

[6.1 Health and Disability](#)

[6.2 Life expectancy](#)

[6.3 Healthcare use and mortality](#)

[6.4 Childhood obesity](#)

[7. Building blocks of health](#)

[7.1 Employment](#)

[7.2 Housing](#)

[7.3 Deprivation](#)

[7.4 Access to services](#)

[7.5 Crime](#)

[8. Appendix](#)

[8.1 Detailed geography of rural areas](#)

[8.2 IMD25 domain definitions](#)

[8.3 PPFI domain definitions](#)

Introduction

Oxfordshire became a Marmot county in November 2024, partnering with the UCL Institute of Health Equity to tackle health inequalities and improve health fairness in the region.

One of the main priorities as part of this work is to understand rural health inequalities in Oxfordshire, in terms of how they manifest, and which areas are affected, so that we can take steps to address them. This work is the result of collaboration with local partners across the system, including local authorities, voluntary sector organisations, and academic partners.

National and local data sources were used to select fourteen rural areas to focus further work on.

This data pack provides a summary of facts and figures about rural Oxfordshire overall, as well as the selected rural areas. Comparisons are made with urban areas and Oxfordshire as a whole. It accompanies the “Health and wellbeing in rural towns and villages in Oxfordshire” report, prepared by Healthwatch Oxfordshire, which describes findings from community engagement work in these areas.



Summary of Findings



Rural Oxfordshire is older than urban Oxfordshire, but there is substantial variation across rural communities, with some rapidly growing family-oriented settlements and some communities with older age profiles.



Overall deprivation levels are low in rural Oxfordshire, with no areas in the 20% most deprived nationally and only two LSOAs in the 40% most deprived. However, 60% of rural LSOAs are among the 10% most deprived and 99% are in the 40% most deprived nationally for geographical access to services. Chipping Norton, Cropredy, and Faringdon were the most deprived.



Oxfordshire has experienced sustained population growth over the last decade, but growth has been disproportionately concentrated in rural communities where engagement activity has taken place. These grew by 23%, compared with 15% across rural areas and 12% across the urban areas.



Properties in rural areas are less energy-efficient than in urban areas, with 20% of properties in rural areas having a low EPC rating (E to G) compared to 8% in urban areas.



Rural areas have higher life expectancy at birth than urban for both sexes (difference +1.5 years for females and +1.3 years for males). However, there is variation, as Chipping Norton had significantly lower life expectancy than Oxfordshire for both females (-3.4 years) and males (-3.6 years).



The proportion of households in fuel poverty in rural areas (10.2%) is significantly higher than the Oxfordshire average of 8.7% and the urban area average of 7.9%. This is related to the low energy efficiency of rural housing stock but reveals additional challenges related to income.

- This report presents data at multiple geographical levels:
 - **Output Areas (OAs):** Output Areas (OAs) are the smallest geographical areas for census statistics. They are made up of 40 - 250 households and have a usually resident population between 100 and 625 persons. There are 2,201 OAs in Oxfordshire.
 - **Lower layer Super Output Areas (LSOAs):** small geographic units, typically made up of four or five OAs. They comprise between 400 and 1,200 households and have an average resident population of 1,500 persons. There are 428 LSOAs in Oxfordshire.
 - **Middle Layer Super Output Areas (MSOAs):** medium-sized geographic areas, usually made up of four or five LSOAs. They comprise 2,000 to 6,000 households and have a usually resident population between 5,000 and 15,000 persons. There are 87 MSOAs in Oxfordshire. ([Census 2021 geographies - Office for National Statistics](#))
- The **2021 Rural Urban Classification (RUC)** was used to determine whether an area is rural or urban. The RUC is an official statistical classification produced by the Office for National Statistics (ONS), used to distinguish rural and urban areas, based on address density, physical settlement form, population size, and relative access to major towns and cities. Urban areas are determined as settlements with populations of 10,000 or more, based on the 2021 Census; rural settlements are everywhere else. The classification is available for OAs, LSOAs, MSOAs and Local Authority District geographies. ([2021 Rural Urban Classification - Office for National Statistics](#))
- Fourteen selected rural areas were matched to Parish boundaries. OAs and LSOAs were assigned to each area using population-weighted centroids, representing the average location of residents within each area. Areas were included where their centroid fell within a priority parish boundary.
- Depending on the data source, data were available at OA, LSOA or MSOA level. After these geographies were assigned to the fourteen areas as described above, data were aggregated to each area. Data are also presented for Oxfordshire as a whole, all rural areas, all urban areas, and as a total of the selected areas. All 2021 Census data were available at OA level, which most accurately represent the selected rural areas, while Index of Multiple Deprivation data were available for LSOAs and health indicators for MSOAs.

Geography

Rural and urban areas in Oxfordshire

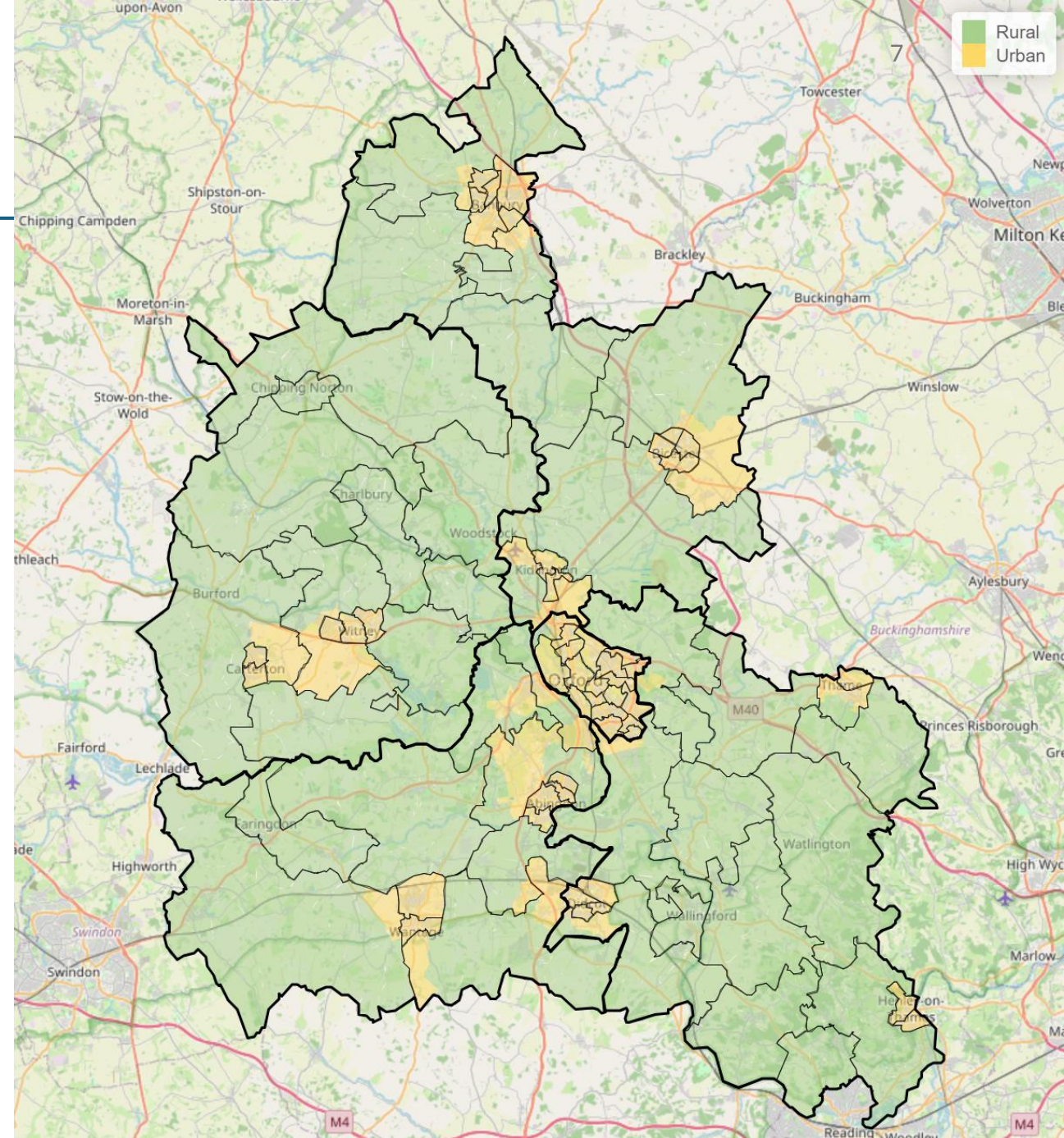
The ONS 2021 Rural Urban Classification (RUC) categorises geographies as either rural or urban, based on address density, physical settlement form, population size, and relative access to major towns and cities.

Rural settlements are spread across 89% of Oxfordshire's land area, with urban areas accounting for the remaining 11%. **In Oxfordshire, 35% of the population lives in rural areas.**

Rural settlements are distributed across much of the county, while urban areas include Oxford and the main market towns of Banbury, Bicester, Kidlington, Witney, Carterton, Abingdon, Didcot, Wantage, and Thame.

Although most of the county is rural in geographic terms, population and services are concentrated within urban centres. This creates distinctive challenges for rural communities, particularly in relation to transport, access to services and social connectivity.

2024 mid-year population estimates at Output Area level aggregated using the Rural Urban Classification 2021. Source: [Population estimates - small area - Nomis](#), [2021 Rural Urban Classification - Office for National Statistics](#)

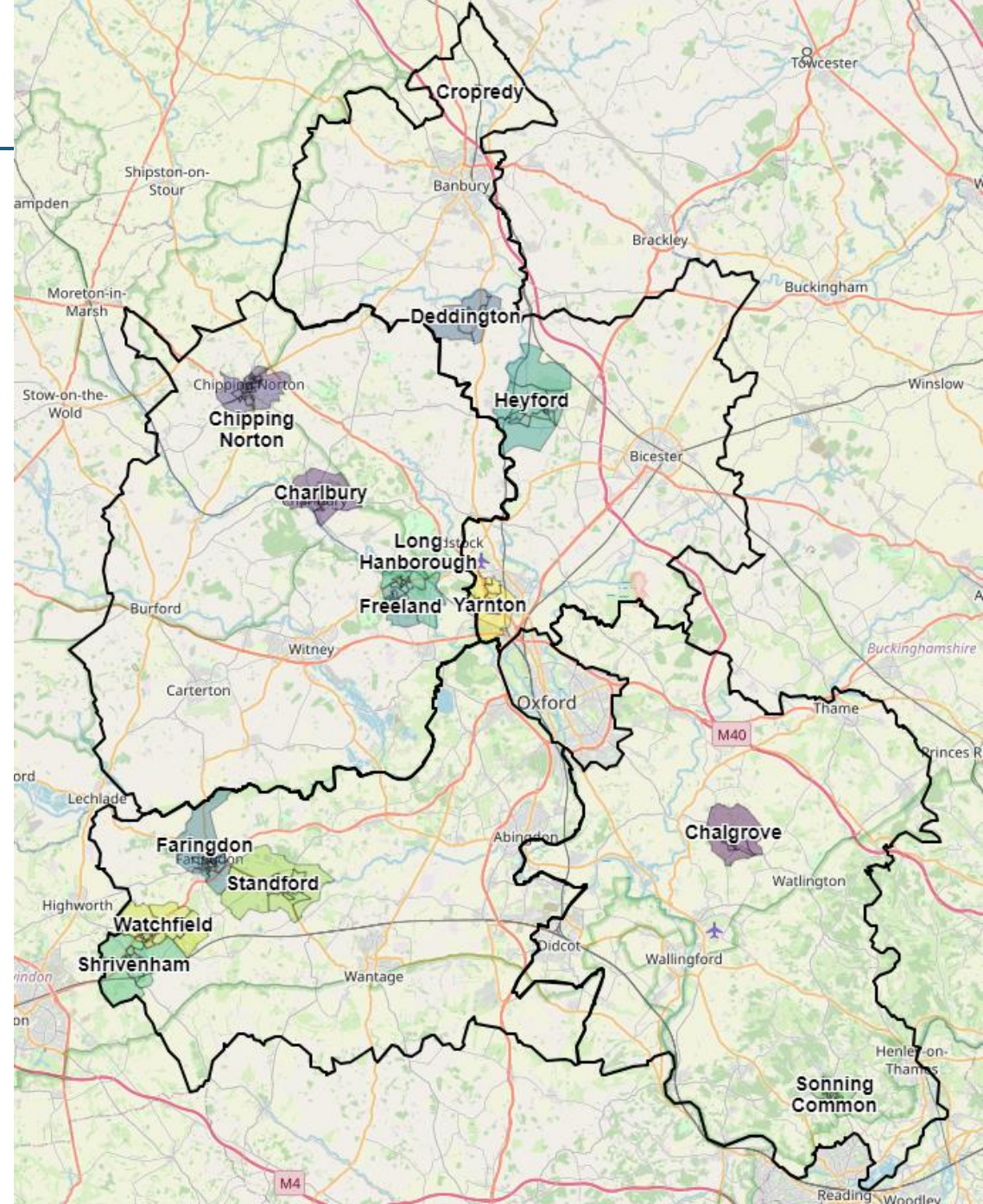


Bold lines indicate Local Authority District boundaries and fine lines MSOA boundaries.

Selected rural areas

This report focuses on 14 rural areas in Oxfordshire, where community engagement work was undertaken. They were selected for their diverse populations, deprivation markers, and distance from urban centres. These areas are the following:

- Cropredy, Deddington, Heyford, and Yarnton in Cherwell;
- Charlbury, Chipping Norton, Freeland, and Long Hanborough in West Oxfordshire;
- Chalgrove and Sonning Common in South Oxfordshire;
- Faringdon, Stanford in the Vale, Watchfield, and Shrivenham in the Vale of White Horse.



Bold lines indicate Local Authority District boundaries. Colours used to separate areas.

Population

[Population by age](#)

[Ethnicity](#)

[Population change](#)

[Household composition](#)

According to the ONS 2024 mid-year population estimates, Oxfordshire has a resident population of 763,218.

35% of the population of Oxfordshire (268,542 residents) lives in rural areas.

The 14 rural areas described in this report have a population of 52,921, representing 20% of the rural population, and 7% of the overall Oxfordshire population.

These areas comprise of 20,567 households, based on 2021 Census data.

Population and number of households in selected rural areas, all rural areas, all urban areas and Oxfordshire overall

Area	No. of residents (2024)	No. of households (2021)
Chalgrove	3,099	1,136
Charlbury	3,121	1,396
Chipping Norton	7,469	3,251
Cropredy	774	342
Deddington	2,241	989
Faringdon	9,611	3,715
Freeland	1,657	608
Heyford	4,117	1,338
Long Hanborough	3,782	1,441
Shrivenham	3,824	1,252
Sonning Common	4,580	1,849
Stanford in the Vale	2,573	965
Watchfield	2,882	995
Yarnton	3,191	1,290
Selected rural	52,921	20,567
Rural	268,542	104,979
Urban	494,676	183,093
Oxfordshire	763,218	288,072

2024 Mid-year population estimates and 2021 Census number of households at Output Area level were aggregated using the 2021 rural-urban classification
Source: [Population estimates - small area – Nomis](#), [TS041 Number of Households - Office for National Statistics](#)

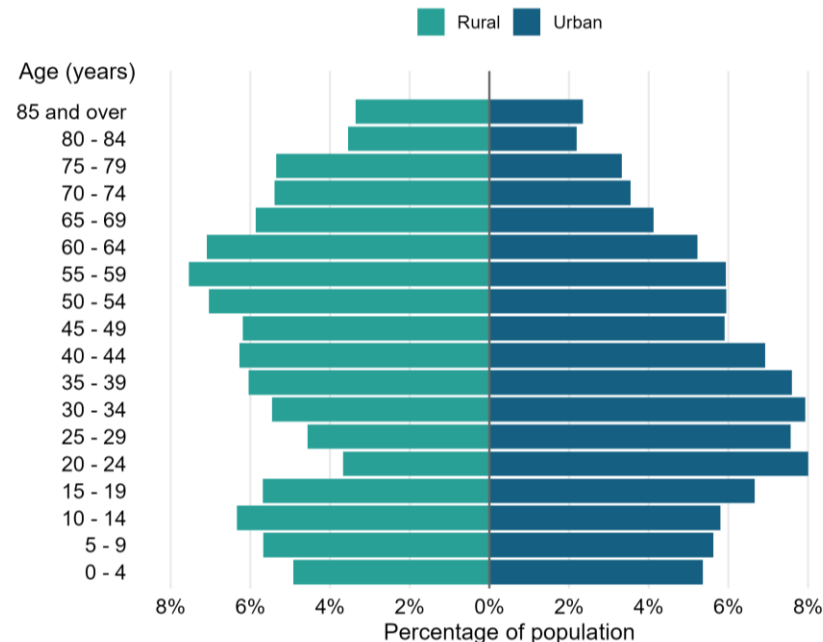
Population by age (1)

Rural areas have significantly higher proportion of adults aged 65 years and over (24%), compared to urban areas (16%) and Oxfordshire (18%).

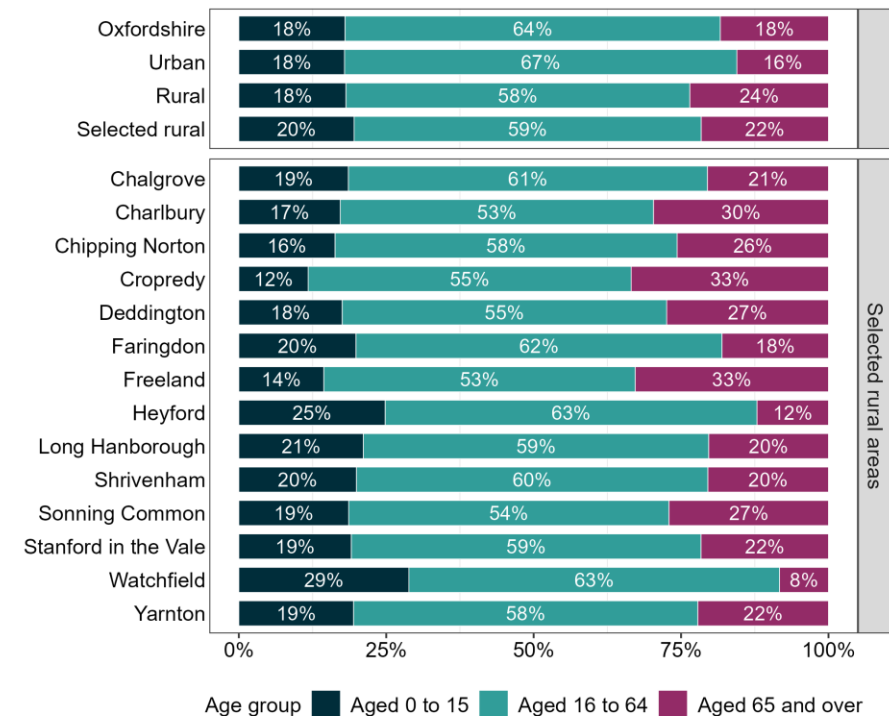
Conversely, in rural Oxfordshire, there is a lower proportion of working age adults (16 to 64 years); 58% compared to 67% in urban areas. This is mainly driven by the 25-49 age group, which comprises 29% of the rural population compared to 36% of the urban. The 16-24 year age group is also proportionally low in rural areas (8%) compared to urban (14%).

The proportion of the population aged 0 to 15 years is comparable across both urban and rural areas.

Population pyramid showing the percentage of population living in rural and urban areas within five-year aged bands (2024)



Percentage of population by age group (2024)



Population by age (2)

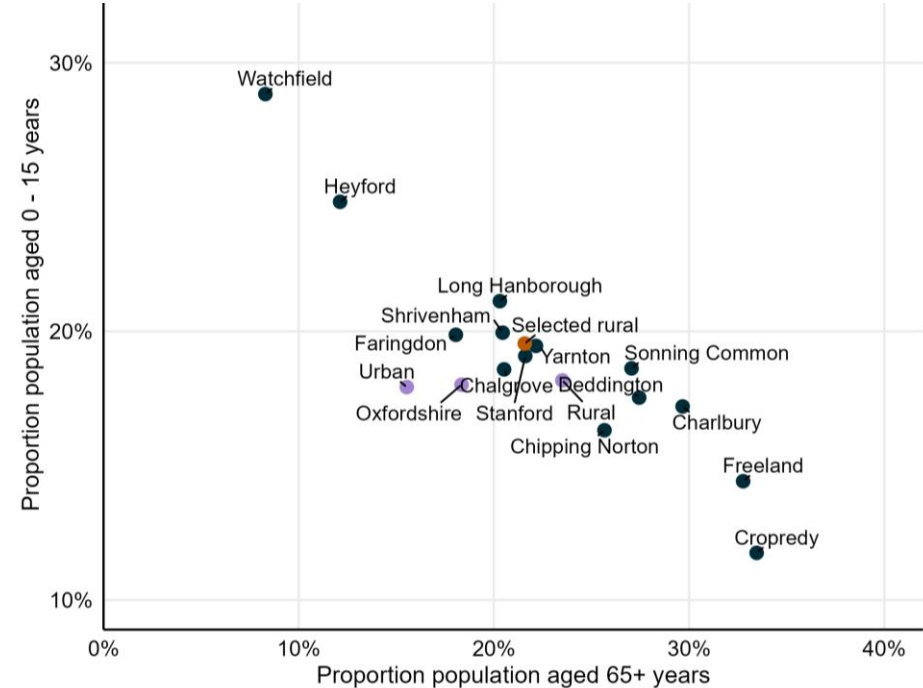
In six of the fourteen rural areas in this report, a quarter or more of the population were 65 years and over. This has considerable implications for infrastructure as well as health and social care services.

However, **there is a wide variation in the geographic make-up of these rural areas**, with a clear split between "young growth settlements" and "older rural communities". As a result, these communities have different needs.

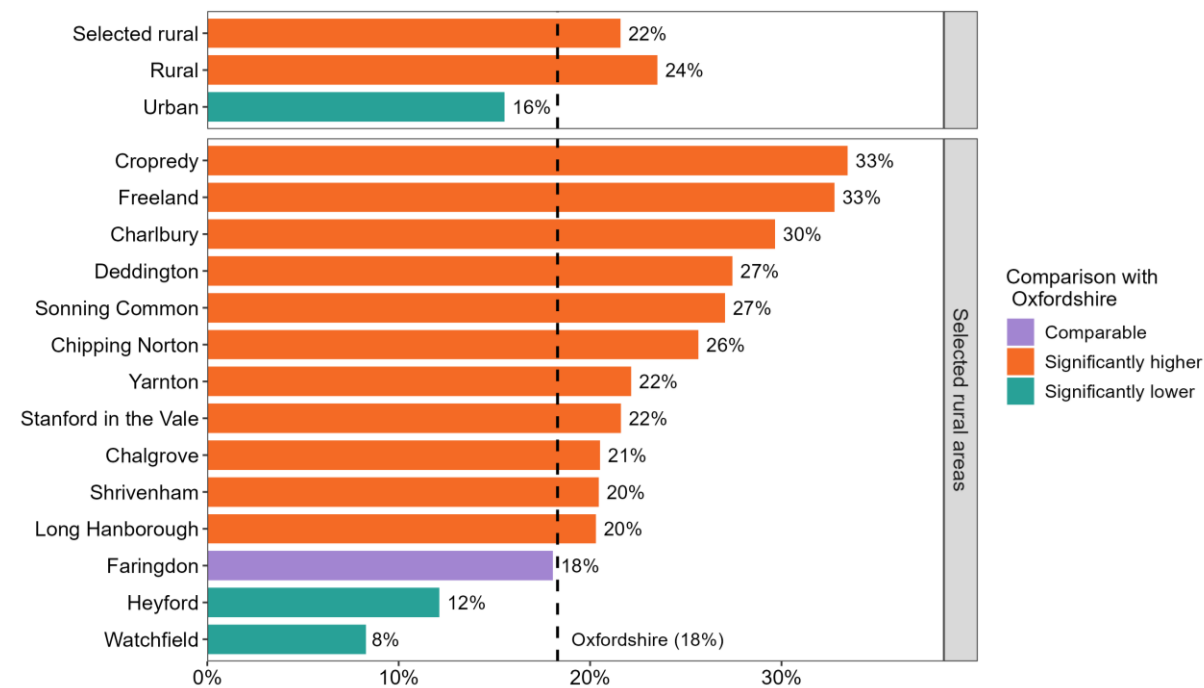
For example, Watchfield and Heyford are younger communities, with 29% and 25% of their population under 16 years respectively and fewer older adults than urban centres (8% and 12% respectively).

Freeland and Cropredy on the other hand are older communities with proportionally fewer children and young people.

Age profiles across rural Oxfordshire communities (2024)



Percentage of population aged 65 years and over (2024)



Population change (1)

Oxfordshire's population has grown by 13% over the last decade, an increase of 86,597 residents, from 676,621 people in 2014 to 763,218 in 2024.

Population growth accelerated after 2020. Annual growth before 2020 was around 6,000 people per year, compared with over 11,000 per year from 2020 onwards.

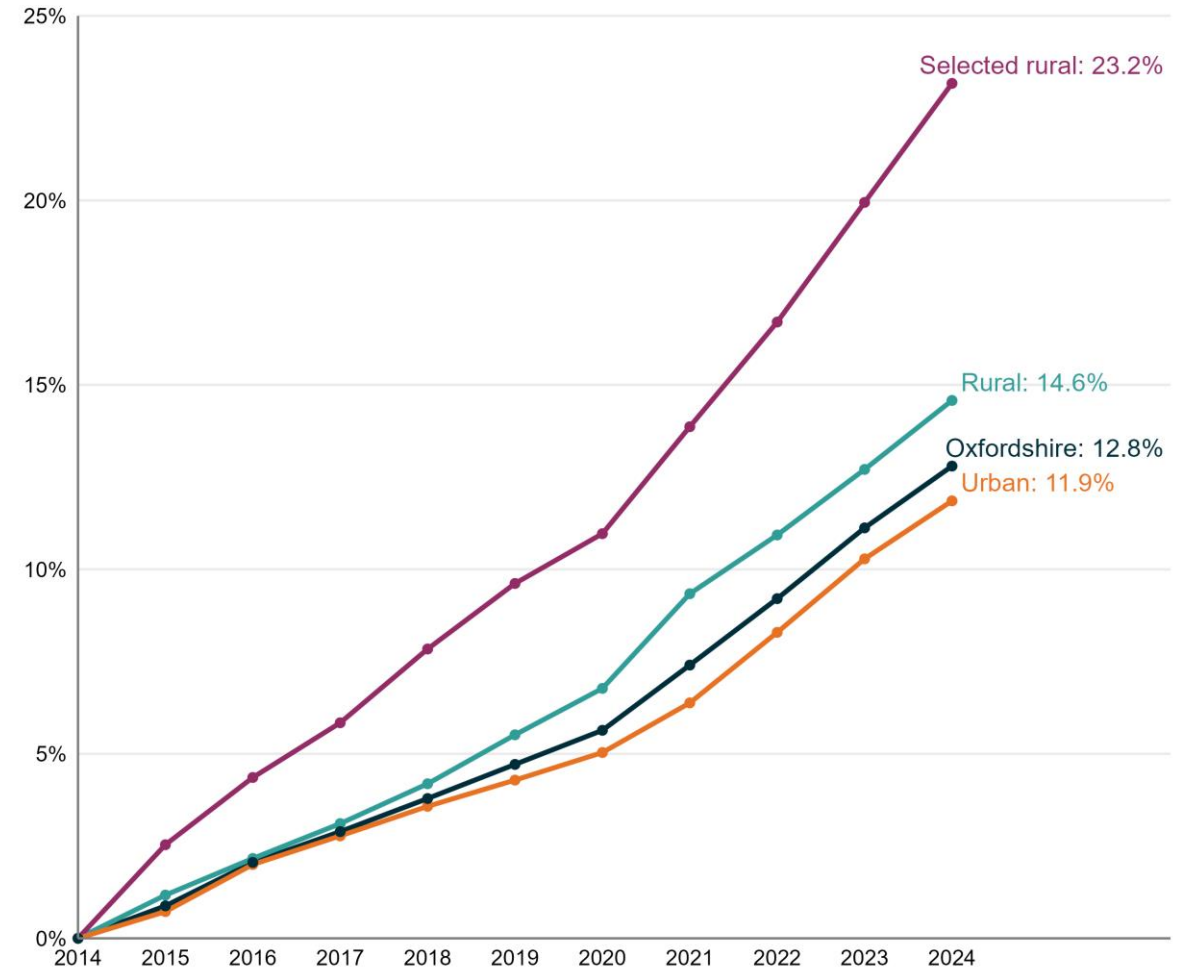
Rural Oxfordshire grew faster than urban Oxfordshire over the last decade. Rural areas experienced a **15%** population increase (234,376 in 2014 to 268,542 in 2024), compared to **12%** (442,245 to 494,676) in urban areas.

Slightly higher proportion of the population in Oxfordshire lived rurally in 2024 (35.2%) compared to 2014 (34.6%).

The 14 rural engagement areas experienced higher population growth than other rural areas, with a 23% increase in population (42,966 → 52,921). This was almost **double the Oxfordshire growth rate**.

The 14 rural areas contributed almost 30% of all rural population growth, despite containing only around one-fifth of the rural population.

Percentage increase in the resident population size from 2014 to 2024



Mid-year population estimates at Output Area level were aggregated to the above categories using the 2021 rural-urban classification

Source: [Population estimates - small area - Nomis](#)

Population change (2)

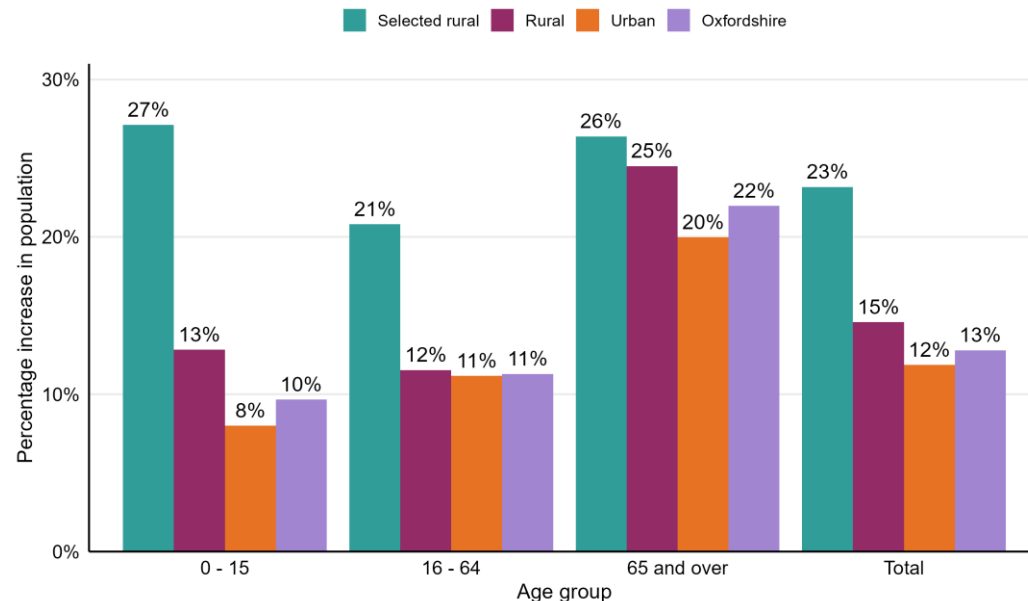
Population growth has occurred across all age groups over the past decade, but **the fastest increase has been in the 65 years and over age group**, which grew almost twice as fast as the overall population. **The growth of this group was more prominent in rural areas (+25%) compared to urban (+20%).**

This affected the overall population structure. The proportion of residents aged 65+ increased from 17.0% to 18.3% across Oxfordshire (+1.3 percentage points) and from 21.6% to 23.5% in rural areas (+1.9 pp) between 2014 and 2024.

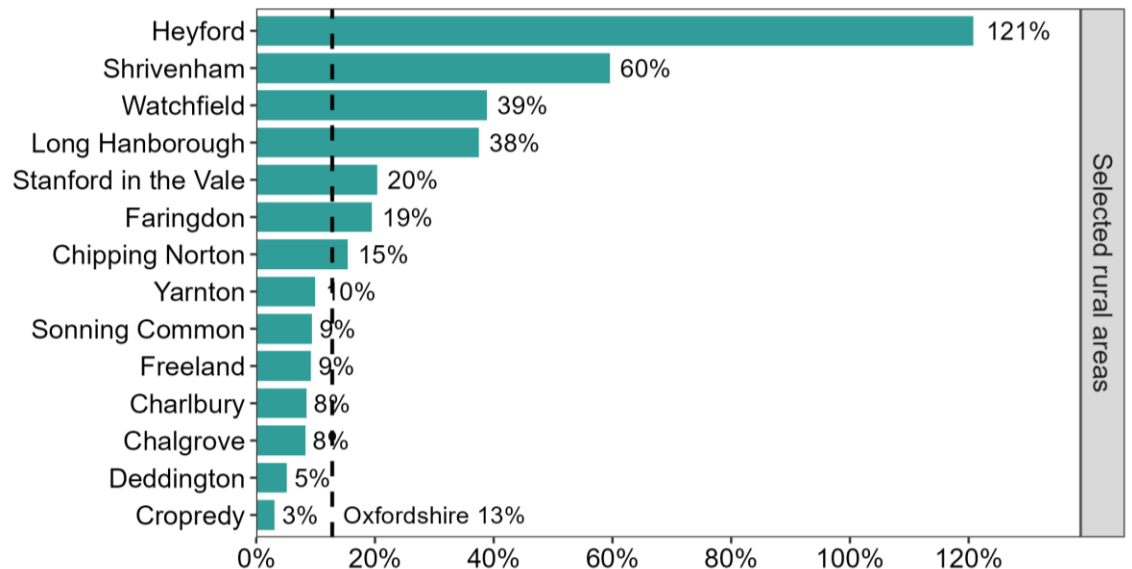
Conversely, the selected rural communities maintained relatively young age profiles through increases in children and working-age residents. In these areas, the children's share in the population increased from 18.9% to 19.5% (+0.6 pp), whereas it fell in urban areas (-0.6pp), rural areas in general (-0.3pp), and Oxfordshire (-0.5pp).

The most rapidly growing area was Heyford, with 121% (2,252 people) increase, followed by Shrivenham (60%), while the slowest-growing were Cropredy (3%) and Deddington (5%).

Population change between 2014 and 2024 by broad age group



Population growth between 2014 and 2024 in selected rural areas



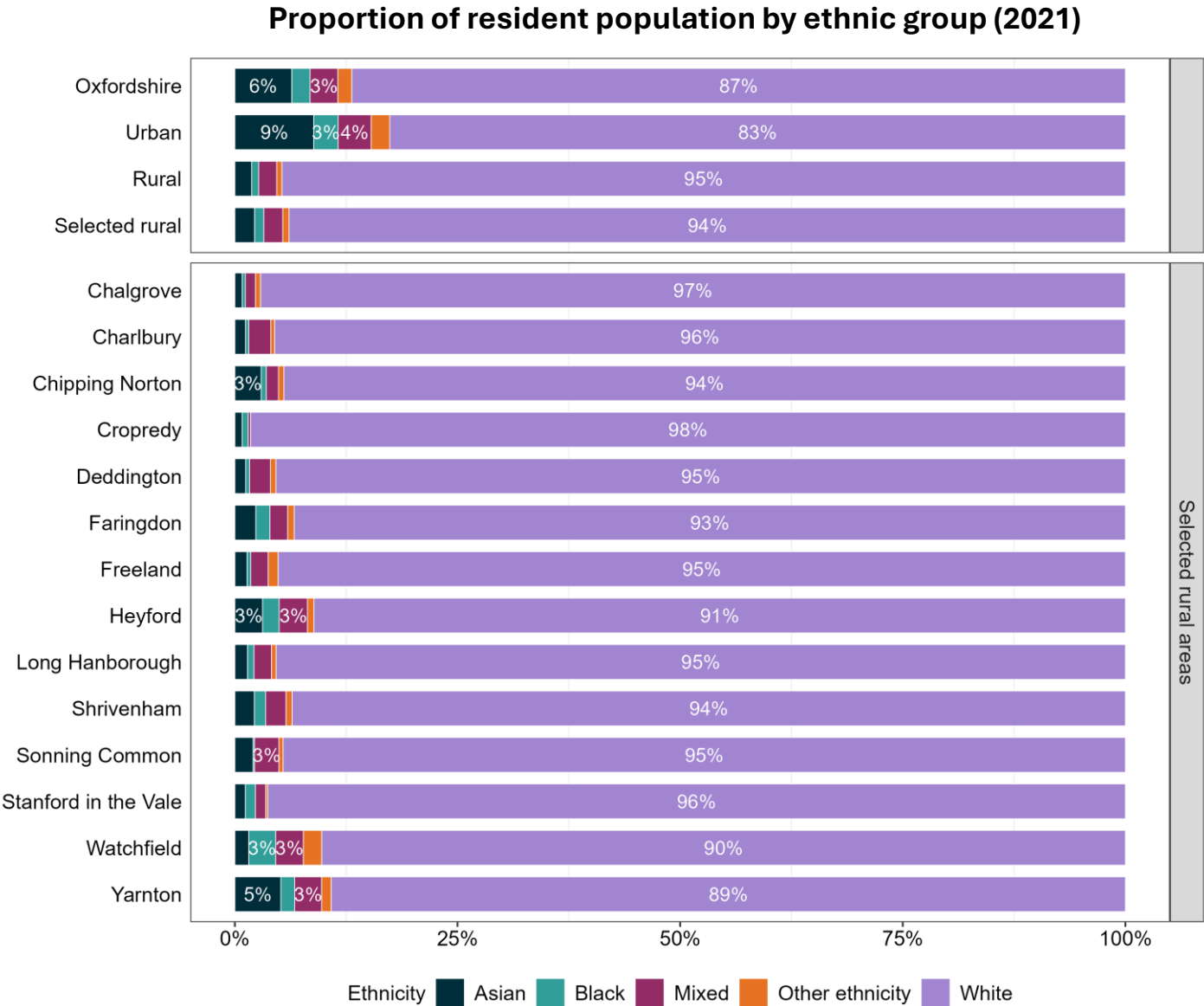
Rural areas are less ethnically diverse than Oxfordshire as a whole. Only 5% of residents had a non-white background, compared to 17% in urban areas and 13% in Oxfordshire, based on 2021 Census data.

In the 14 rural areas, 94% of the population were from a white background, 2% from an Asian background, 1% from a Black background, and 3% from a mixed or other background.

The most ethnically diverse area was Yarnton, with 11% of residents from a non-white background, followed by Watchfield (10%) and Heyford (9%).

Yarnton had the highest proportion of residents in the Asian ethnic group among the 14 rural areas (5%), followed by Heyford and Chipping Norton (3%).

At the time of the Census, 3% of residents in Watchfield identified as Black, which was the highest among the 14 rural areas, higher than the Oxfordshire average (2%) and comparable to urban areas (3%).

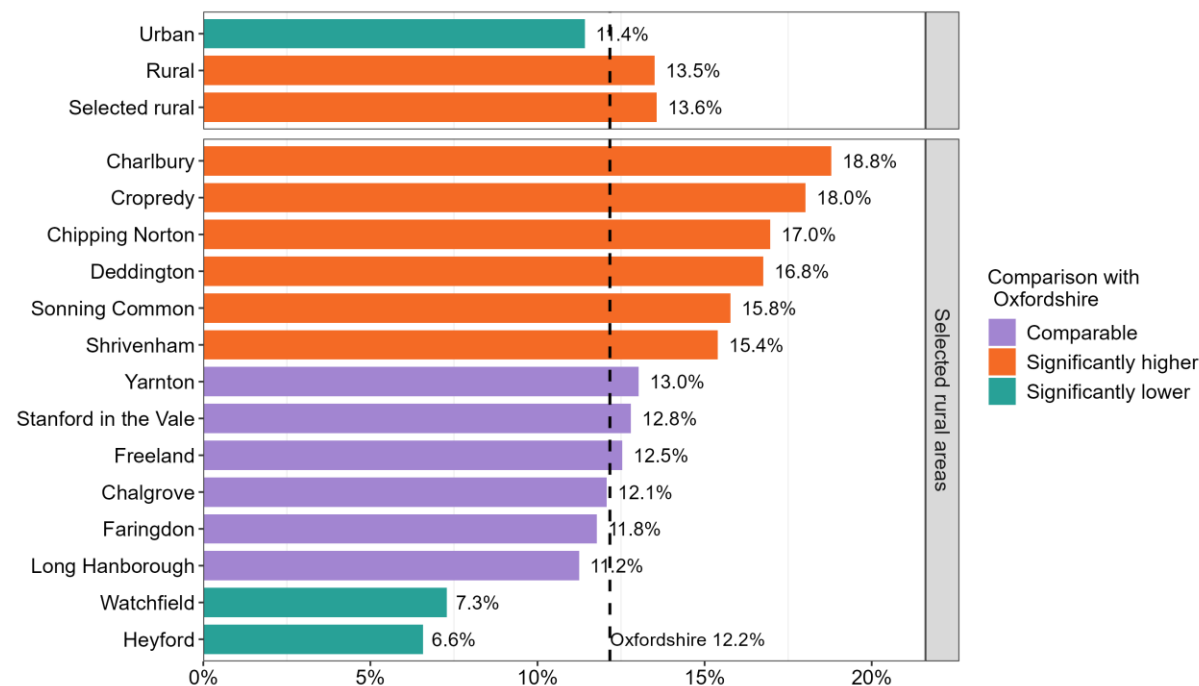


Household composition

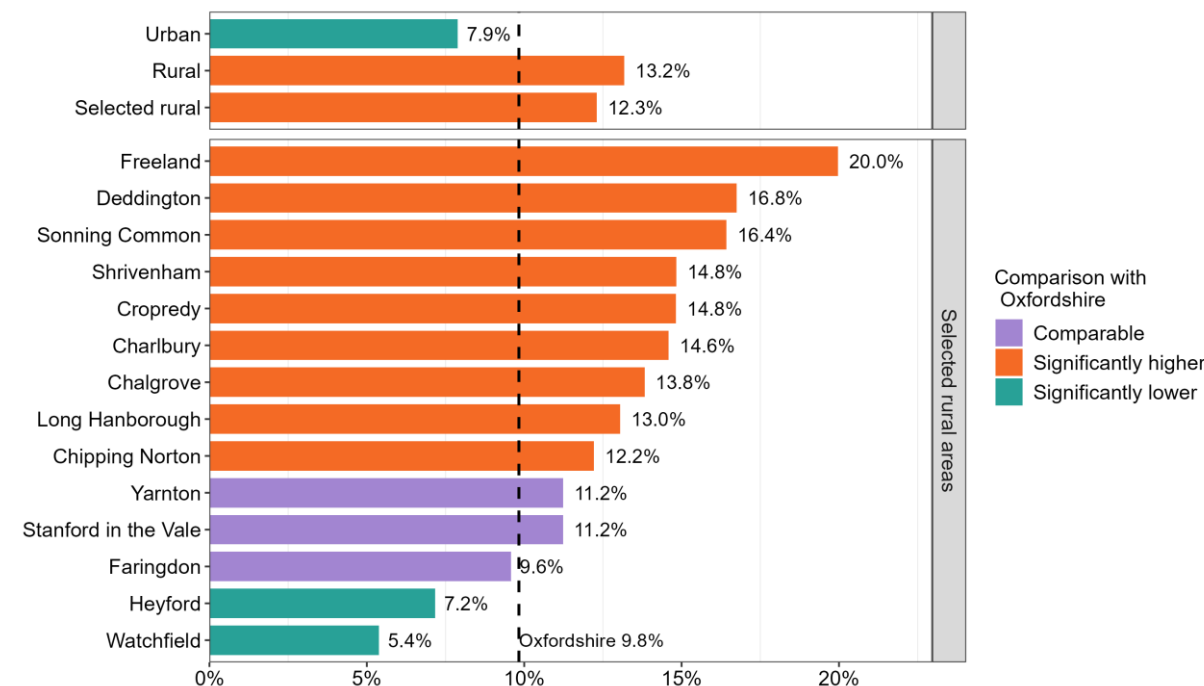
In rural areas of Oxfordshire, single family households were the most common household type (70%), followed by one person households (25%), whilst “other household types”, such as multiple family households, were the least common (5%), based on 2021 Census data. In comparison, urban areas had higher proportion of persons living on their own (28%), with 9% being other types of household.

More households proportionally consisted of either a single person over 65 years or a family with all members over 65 years in rural areas (27%), compared to the average in urban areas (19%) and the Oxfordshire average (22%). In rural areas, 53% of one-person households were over 65 years, which was equivalent to 14% of all households. This may have considerable implications for the prevalence of loneliness in these areas.

Proportion of households with a single person over 65 years (2021)



Proportion of households with a single family aged over 65 years (2021)



Source: Census 2021 table TS003 from <https://www.nomisweb.co.uk>

Living and Ageing Well Health and Wellbeing

Health and disability

Healthcare use and
Mortality

Life expectancy

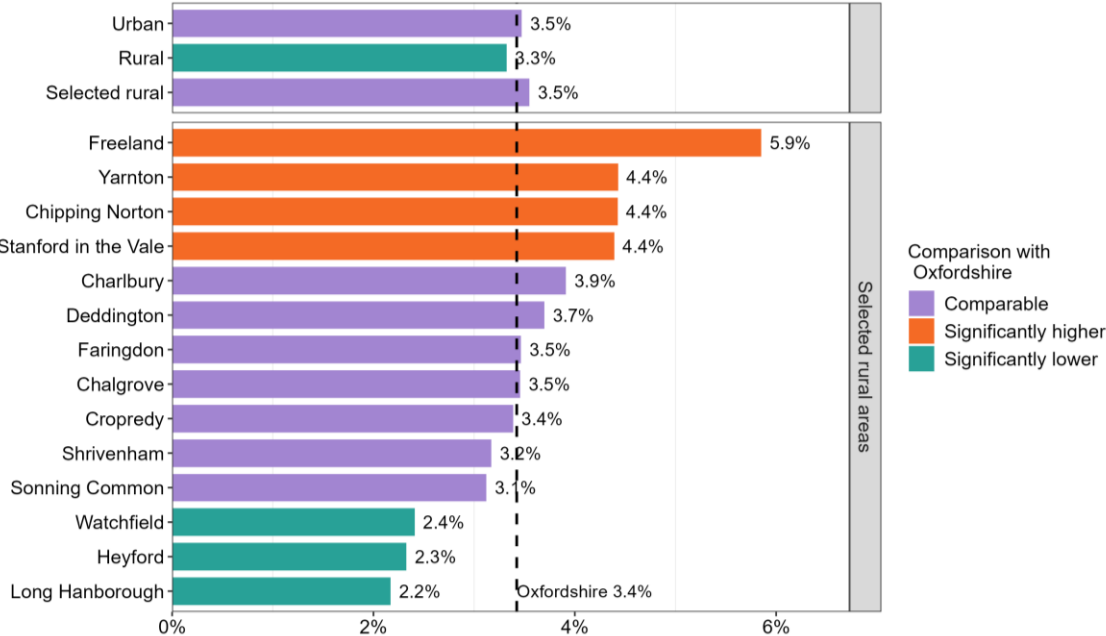
Childhood obesity

Self-reported health was broadly similar across rural and urban Oxfordshire, with 86% of individuals reporting good or very good health, according to 2021 Census data.

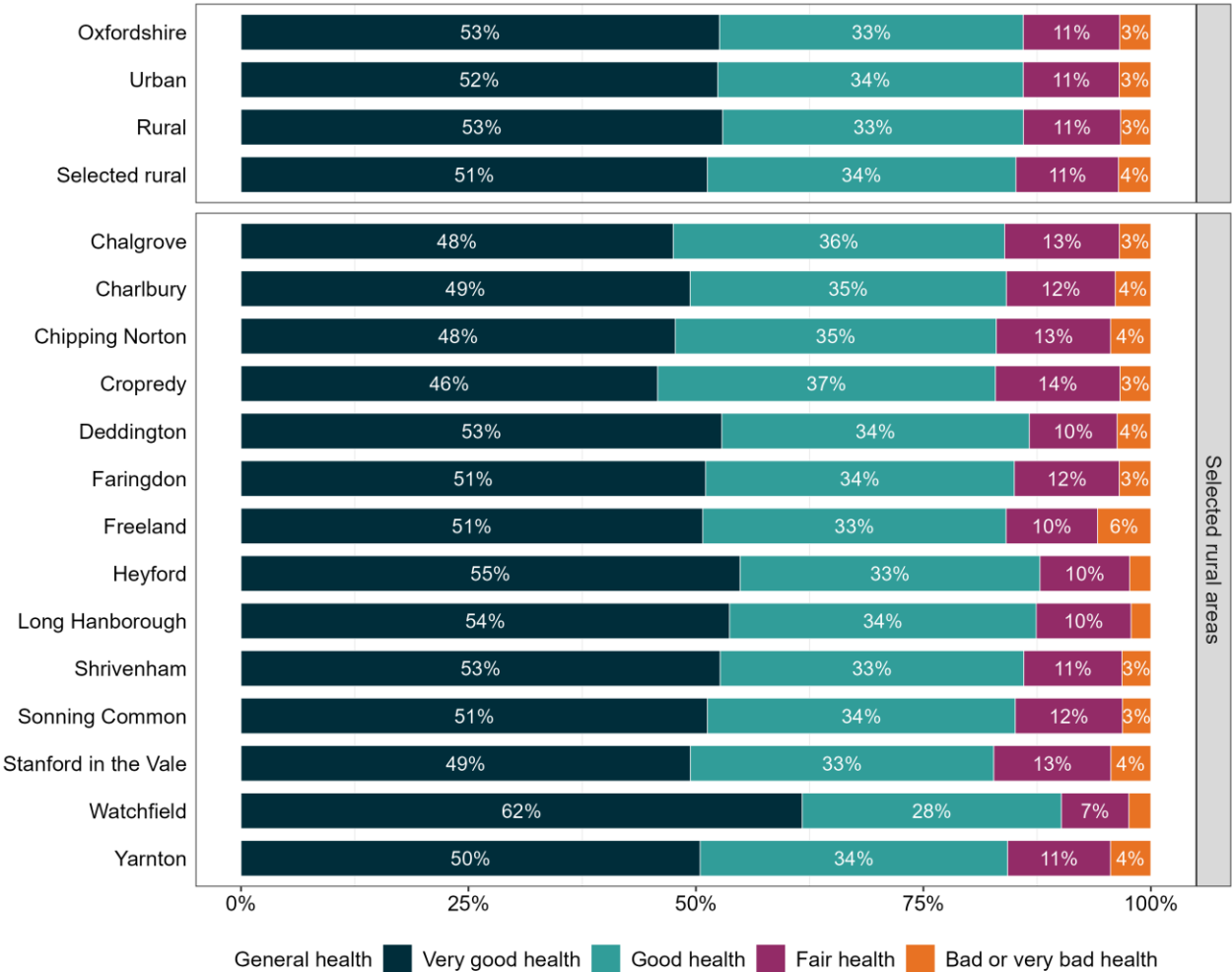
However, there was considerable variation across individual rural communities. Residents in Freeland reported double the proportion of bad or very bad health (6%) compared to the Oxfordshire average of 3%. Yarnton, Chipping Norton and Stanford also had higher proportion of people with bad or very bad health than Oxfordshire (4% vs 3%).

Conversely, residents in Watchfield, Heyford, and Long Hanborough reported better health than Oxfordshire as a whole.

Proportion of population reporting bad or very bad health (2021)



Proportion population by self-reported health status (2021)

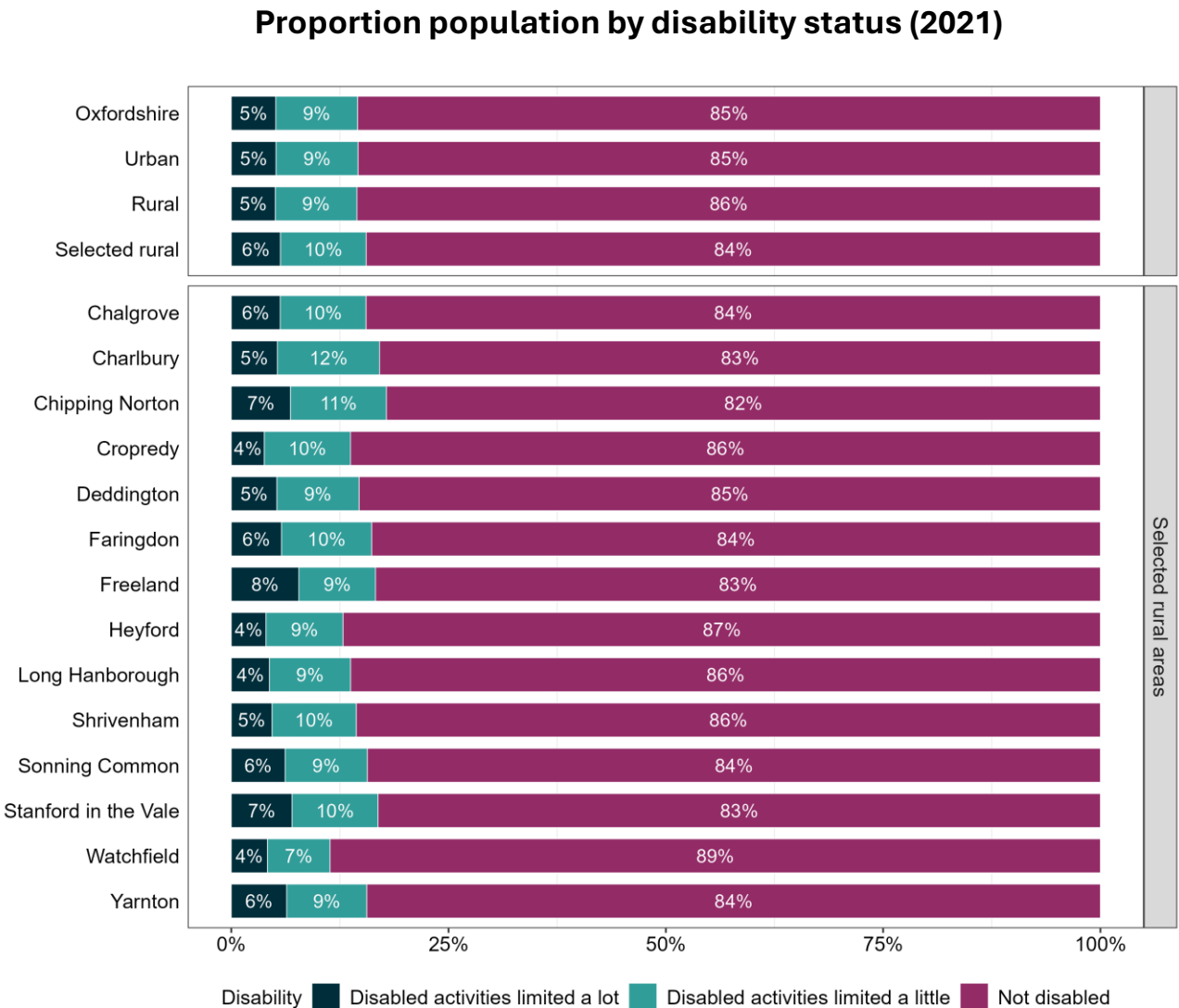
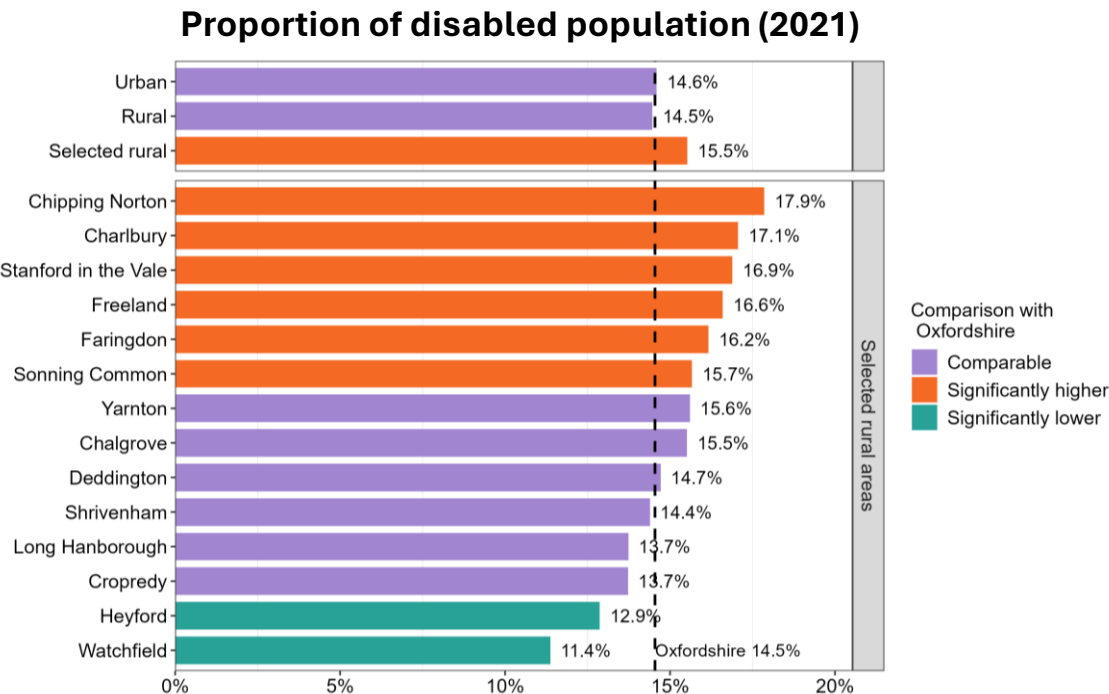


Source: Census 2021 table TS037 from <https://www.nomisweb.co.uk>

Disability data are based on the 2021 census, where disabled individuals are considered those who assessed their day-to-day activities as limited by long-term physical or mental health conditions or illnesses, in line with the Equality Act (2010).

Rural areas had similar prevalence of disability (14.5%) as urban areas (14.6%) and Oxfordshire (14.5%).

However, there was variation across rural areas. Chipping Norton, Charlbury, Stanford, and Freeland had higher proportion of population with disability compared to Oxfordshire.



Life Expectancy

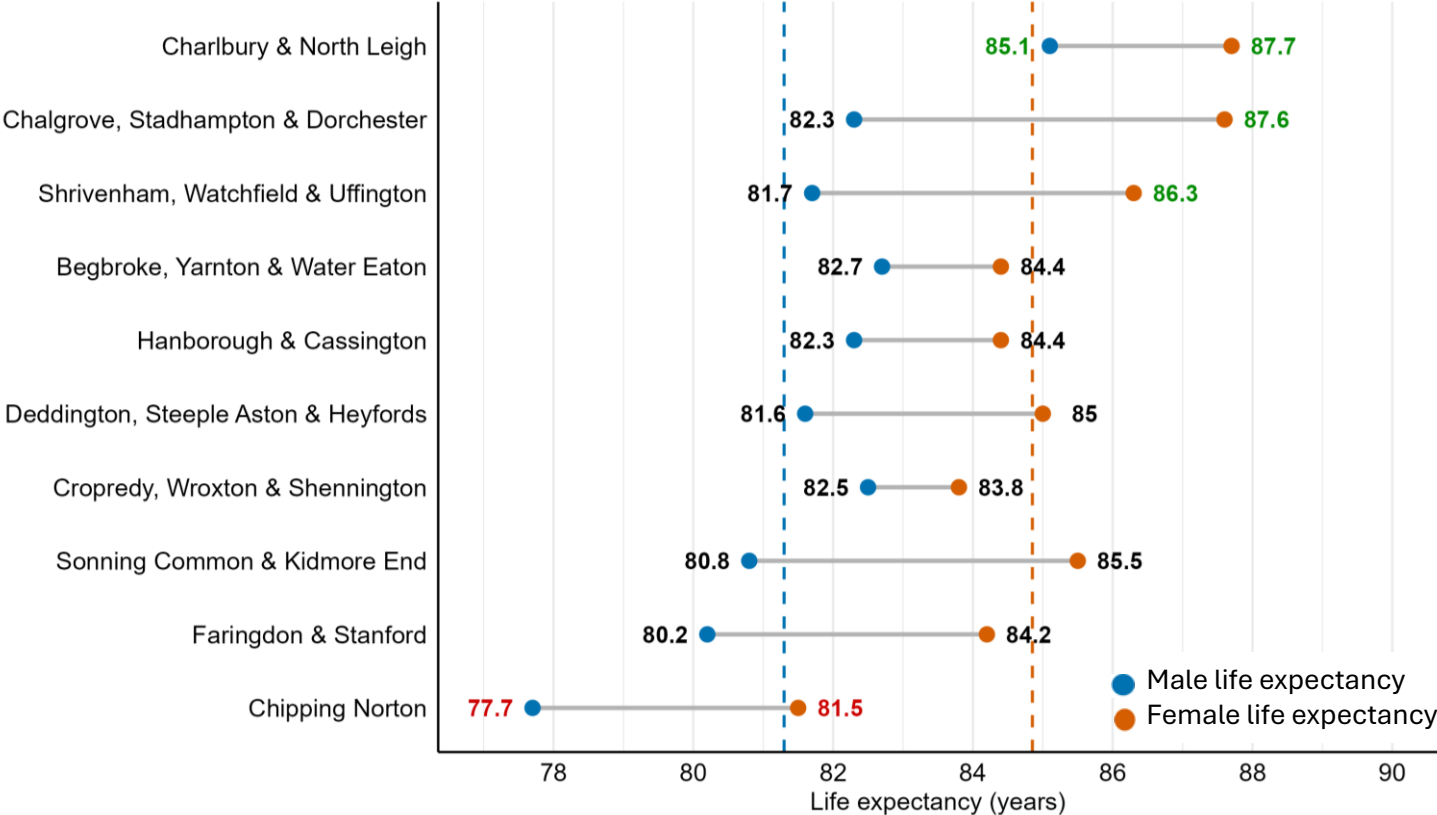
Life expectancy data at MSOA level is available for the 5-year period 2019-2023. The fourteen selected rural areas were within 10 MSOAs.

In 2019-2023, the average life expectancy at birth in Oxfordshire was 84.9 years for females and 81.3 years for males.

Rural MSOAs had higher life expectancy at birth than urban MSOAs for both sexes. Female life expectancy was 85.9 years in rural areas compared to 84.4 years in urban areas (difference +1.5 years). For males, life expectancy was 82.0 years in rural areas compared to 80.7 years in urban areas (difference +1.3 years).

Most of the selected rural areas had similar life expectancy to Oxfordshire apart from Chipping Norton, which had significantly lower life expectancy for both genders. The gap to the Oxfordshire average was -3.4 years for females and -3.6 years for males.

Male and female life expectancy at birth in selected rural MSOAs



Vertical lines represent the Oxfordshire average life expectancy for males (blue) and females (orange). The colour of the labels represents values significantly higher than Oxfordshire (green), similar (black), and significantly lower than Oxfordshire (red).

Healthcare use and mortality indicators

21

Information on mortality and emergency hospital admissions were available at MSOA level.

Rural areas had lower mortality than urban areas across most major causes of death, based on 2019-2023 data. However, Chipping Norton is a significant outlier. The area experiences significantly higher all cause mortality, premature mortality (under 75s), mortality from stroke, cardiovascular disease, and respiratory diseases, as well as preventable mortality.

Emergency hospital admission rates were generally lower in rural Oxfordshire and the selected areas in 2016/17-2020/21. However, a third of rural MSOAs (11 out of 31) had significantly higher rates of injury-related admissions among young people aged 15–24, compared to Oxfordshire. Emergency hospital admissions in the 0-4 years age group were also higher than the Oxfordshire average in 23% of rural MSOAs (7 out of 31). Chipping Norton had higher emergency admissions for 8 out of 12 indicators, including all causes, heart attacks, strokes, COPD, and hip fractures in over 65s than the county averages.

Comparison of selected rural areas with Oxfordshire across health indicators

	Begbroke, Yarnton & Water Eaton	Chalgrove, Stadhampton & Dorchester	Charbury & North Leigh	Chipping Norton	Cropley, Wroxton & Shennington	Deddington, Steeple Aston & Heyfords	Faringdon & Stanford	Hamborough & Cassington	Shrivenham, Watchfield & Uffington	Sunning Common & Kidmore End	
Emergency hospital admissions for COPD	54.4	21.3	28.9	85.6	54.1	82.1	50.4	30.5	37.9	46.4	Hospital admissions
Emergency hospital admissions for all causes	96.6	82.0	86.9	123.1	93.2	88.4	78.9	83.2	78.2	62.0	
Emergency hospital admissions for coronary heart disease	54.4	67.4	74.3	94.5	64.1	82.4	68.0	70.9	67.0	34.9	
Emergency hospital admissions for heart attack (MI)	66.5	84.1	92.7	113.0	68.9	71.3	71.3	66.1	76.0	40.0	
Emergency hospital admissions for hip fracture, ages 65+	116.3	80.0	101.4	148.0	115.9	98.1	92.9	77.1	85.0	74.2	
Emergency hospital admissions for injury, ages 0-14 years	103.1	78.8	88.3	97.8	85.1	98.7	63.5	95.8	75.9	91.9	
Emergency hospital admissions for injury, ages 0-4 years	108.2	116.3	77.2	158.3	113.0	99.9	81.5	69.8	70.1	108.0	
Emergency hospital admissions for injury, ages 15-24 years	148.5	152.6	145.6	225.6	121.7	183.0	197.5	130.5	156.5	172.9	
Emergency hospital admissions for intentional self-harm	78.5	112.8	81.5	122.5	66.2	64.6	152.2	106.9	89.3	78.1	
Emergency hospital admissions for stroke	83.5	69.8	74.7	114.3	77.3	84.1	88.0	91.3	67.7	74.4	
Emergency hospital admissions, ages 0-4 years	107.9	124.6	90.7	185.3	188.8	172.5	89.1	145.8	108.3	100.4	
Hospital admissions for alcohol attributable conditions	75.1	65.3	64.1	82.0	68.2	55.6	75.0	58.1	74.4	58.9	
Mortality from all causes	86.0	71.1	63.8	122.0	90.2	83.5	95.2	90.5	85.5	85.5	Mortality
Mortality from cancer	76.4	88.0	74.5	92.0	94.0	106.0	86.6	72.4	73.5	76.3	
Mortality from cardiovascular disease	65.4	65.2	68.8	107.2	79.5	63.4	97.7	97.5	86.8	57.1	
Mortality from coronary heart disease	57.7	67.1	83.0	87.1	74.9	41.6	79.3	70.0	87.0	36.6	
Mortality from respiratory diseases	72.8	70.7	54.4	115.0	52.4	105.4	88.5	90.6	67.0	87.4	
Mortality from stroke	69.5	56.3	70.2	131.3	100.7	64.5	120.2	173.7	106.6	94.0	
Mortality from all causes (aged under 75)	74.1	57.2	55.6	107.9	74.7	78.0	80.2	53.1	67.5	67.2	
Mortality from cancer (aged under 75)	85.4	81.5	78.6	89.0	91.8	115.0	91.4	50.9	75.6	83.2	
Mortality from cardiovascular disease (aged under 75)	45.7	43.8	37.4	94.3	61.5	62.2	72.1	55.0	80.0	53.2	
Mortality from causes considered preventable (aged under 75)	76.6	58.5	45.8	95.1	68.5	57.6	74.9	41.8	54.0	55.7	

Compared to Oxfordshire ■ Better ■ Similar ■ Worse

Emergency admissions figures are indirectly standardised ratios per 100 population for 2016/17-2020/21, apart from admissions for injury, which are crude rates per 10,000 population, and admissions in ages 0-4 years, which are crude rates per 1,000 population of that age group. Mortality figures are indirectly standardised ratios per 100 population for 2019-2023. Data available at MSOA level. Source: [Local health, public health data for small geographic areas - Data | Fingertips | Department of Health and Social Care](#)

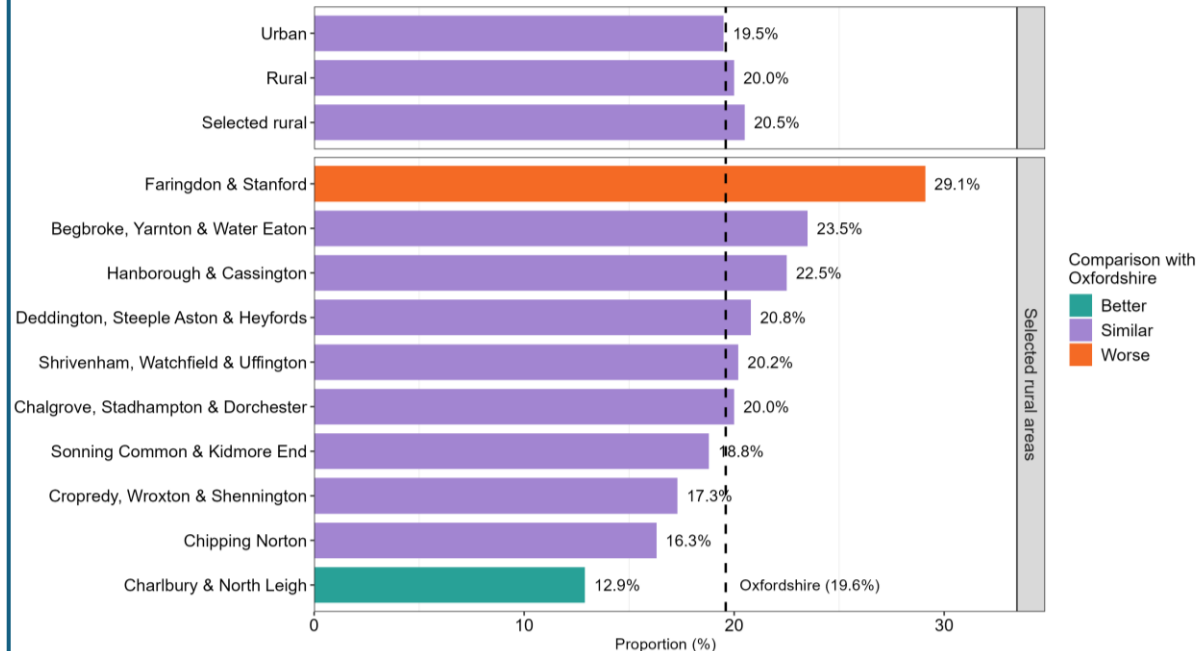
Childhood obesity

Reception Year

Childhood prevalence of overweight and obesity at Reception in the three-year period 2022/23 to 2024/25 was similar across rural (20.0%) and urban (19.5%) Oxfordshire.

Faringdon & Stanford was one of the four Oxfordshire MSOAs (out of 87), where obesity prevalence was significantly higher (29.1%) than the Oxfordshire average of 19.6%, with the other three being in urban areas. It was also one of the two areas with significantly higher obesity prevalence than England (22.3%).

Reception prevalence of overweight and obesity (2022/23-24/25)

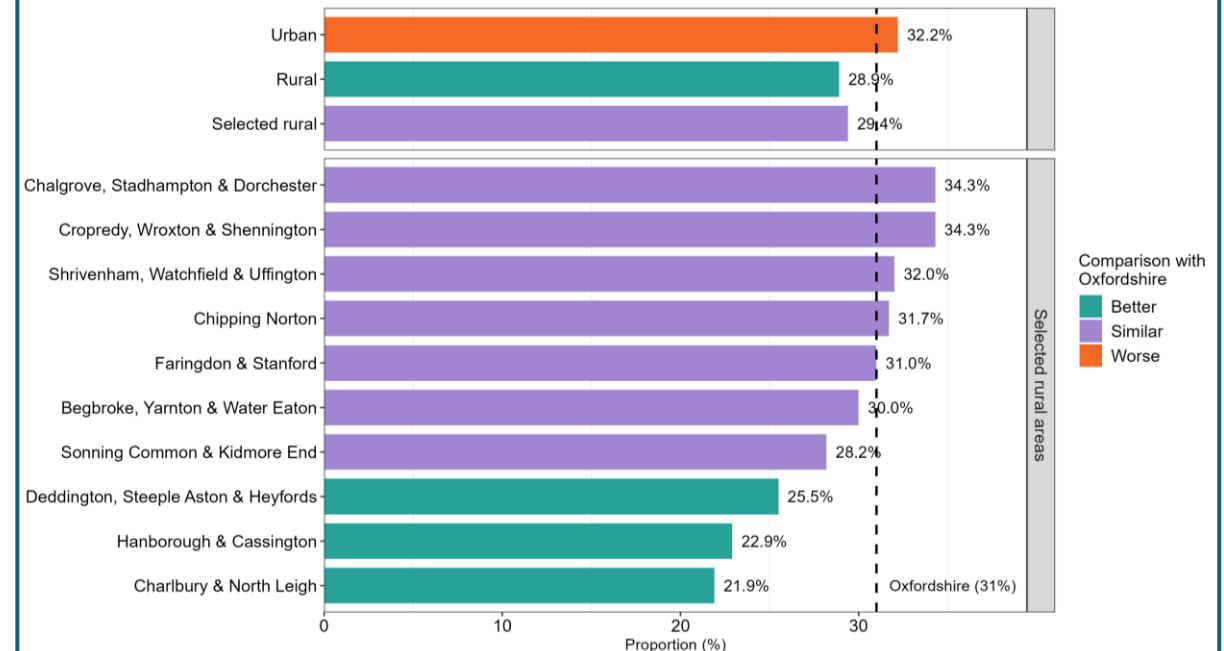


Year 6

Prevalence of overweight and obesity at Year 6 was lower in rural areas (28.9%) compared to urban (32.2%), based on data from 2022/23 to 2024/25.

None of the rural MSOAs in Oxfordshire had significantly higher prevalence of Year 6 overweight compared to Oxfordshire as a whole and compared to England.

Year 6 prevalence of overweight and obesity (2022/23-24/25)



Building blocks of health

Employment

Housing

Deprivation

Access to services

Crime

Economic activity (1)

Data on economic activity is available from the 2021 Census and counts people aged 16 years and over as economically active if they were:

- In employment (an employee or self-employed),
- Unemployed, but looking for work and could start within two weeks, or waiting to start a job that had been offered and accepted.

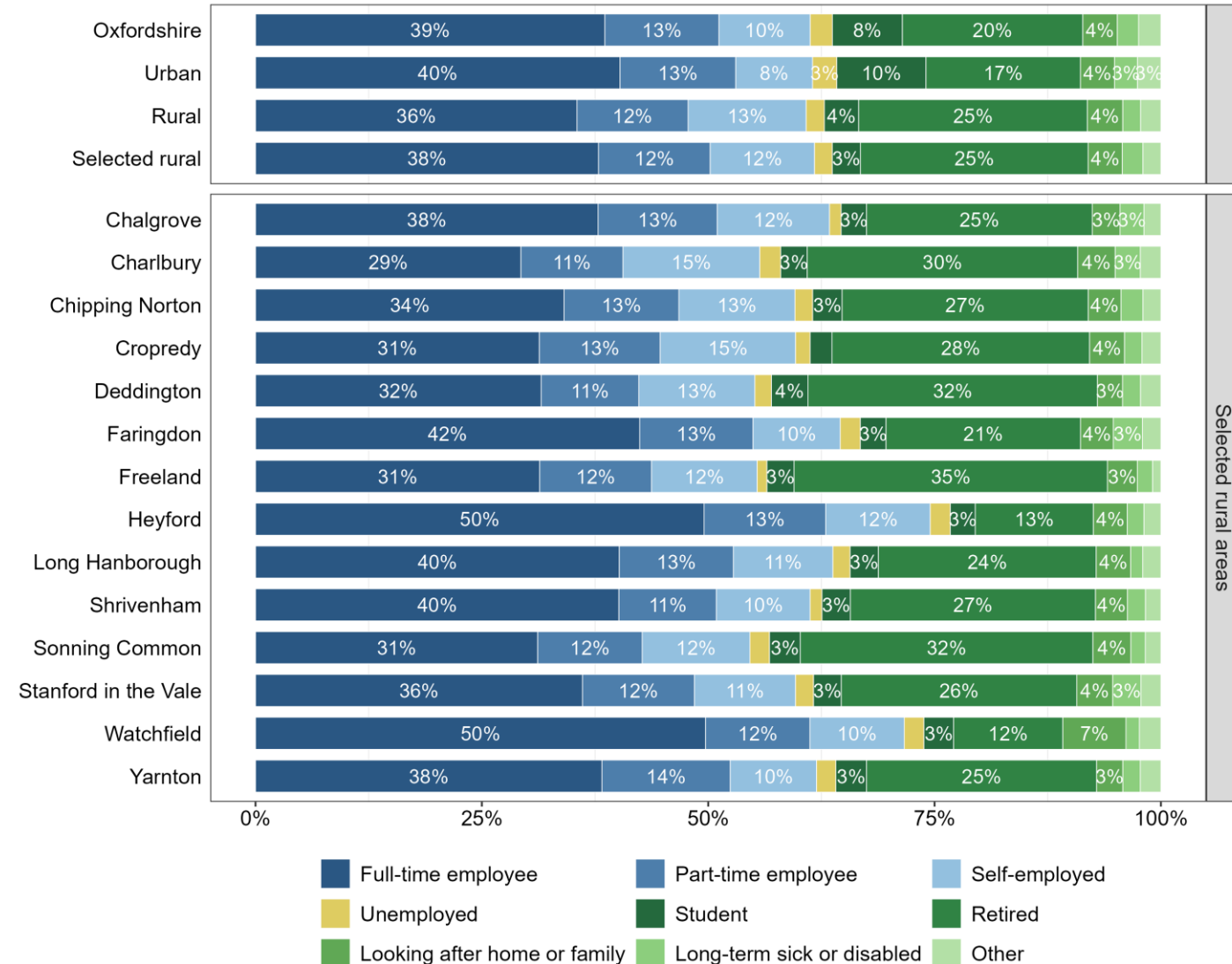
Rural areas had slightly lower proportion of economically active population (62.8%) compared to urban areas (64.2%) and Oxfordshire (63.7%). Of those economically active, 96.8% were in employment and 3.2% unemployed, compared to 95.8% in employment and 4.2% unemployed in urban areas.

Rural areas also had higher proportion of self-employed individuals (13.0%) than urban areas (8.5%).

The slightly higher economic inactivity in rural areas (37.2% vs 35.8% in urban) was driven by those retired, who comprised 25.3% of the population, compared to 17.1% in urban areas and 19.9% in Oxfordshire.

On the other hand, rural areas had proportionally much lower student population (3.8%) compared to urban areas (9.9%) and Oxfordshire (7.7%).

Proportion of people aged 16+ years by economic activity (2021)



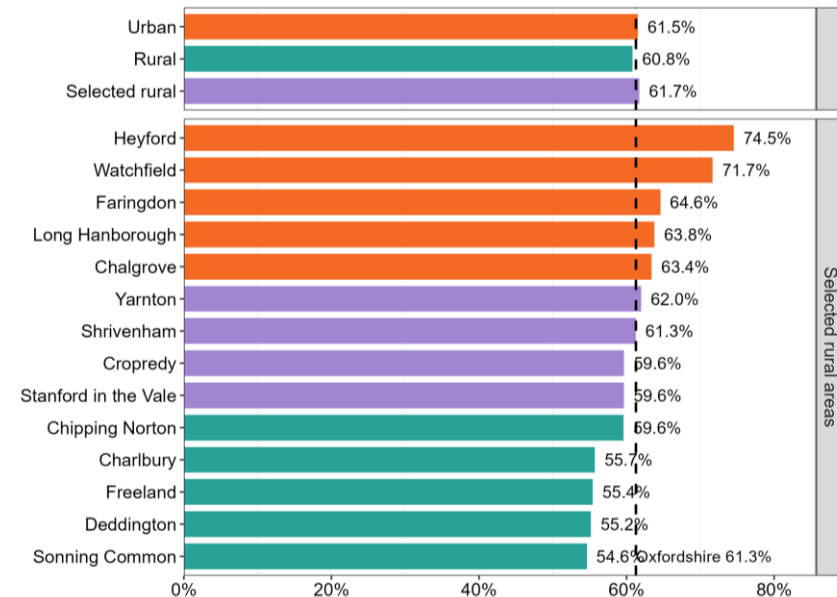
Economic activity (2)

Heyford and Watchfield had the strongest employment profile among the selected rural areas (74.5% and 71.7% in employment respectively), which was considerably higher than the Oxfordshire average of 61.3%.

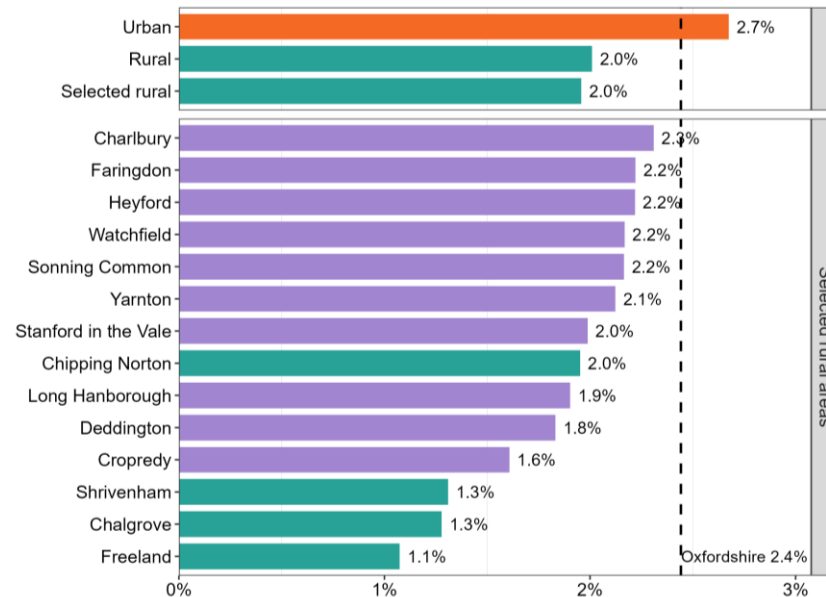
None of the selected rural areas had higher unemployment rate than Oxfordshire as a whole.

The communities with the highest economic inactivity were Freeland (43.5%), Sonning Common (43.2%), and Deddington (43.0%). This likely reflects the older population profile, as these were also the areas with the highest proportion of retired individuals.

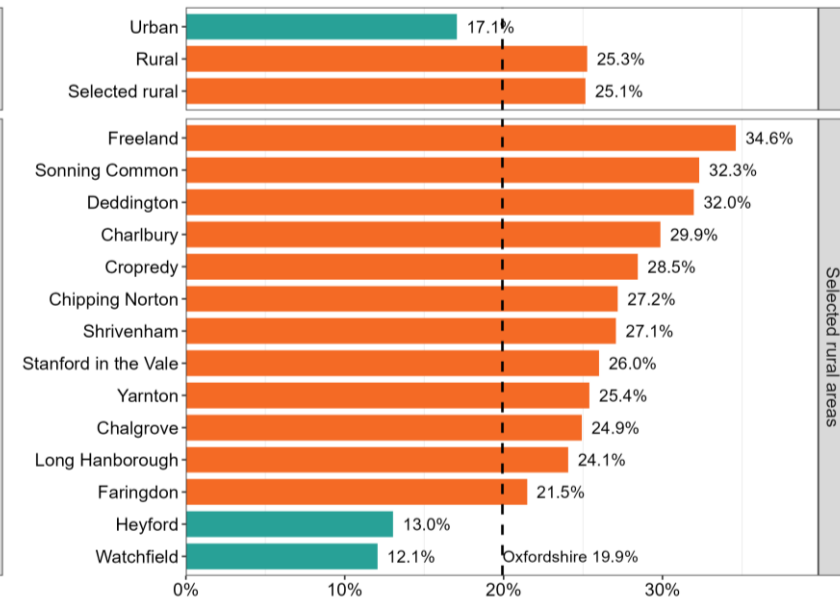
Proportion of population in employment (2021)



Proportion of unemployed population (2021)



Proportion of retired population (2021)



Comparison with
Oxfordshire

Comparable Significantly higher Significantly lower

Source: Census 2021 table TS066 from <https://www.nomisweb.co.uk>

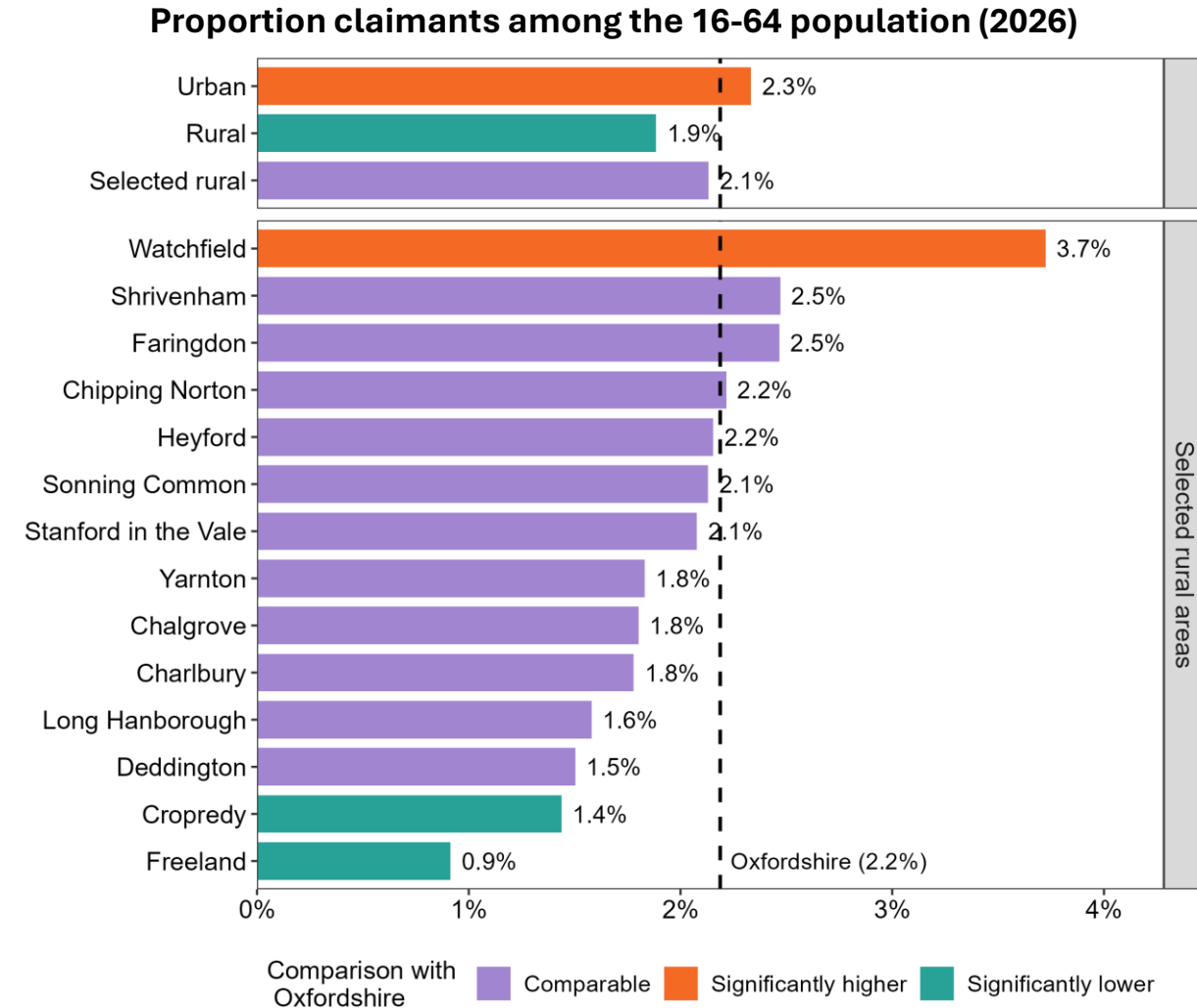
Unemployment claimants

The claimant count is a measure of the number of people claiming benefits principally for the reason of being unemployed, based on administrative data from the benefits system. This includes all Universal Credit claimants who are required to seek work and be available for work, as well as all Jobseeker's Allowance claimants.

The proportion of people claiming unemployment benefits as a proportion of the residents aged 16-64 was lower in rural areas (1.9%) compared to urban (2.3%) in the first half of 2026.

Of the fourteen selected rural areas, Watchfield had significantly higher proportion of claimants (3.7%) compared to the Oxfordshire average (2.2%).

In eleven other rural areas the prevalence of unemployment claimants was similar to Oxfordshire as a whole, while in Cropredy and Freeland it was significantly lower.



Monthly claimant count from January to June 2026 at LSOA-level was averaged. Resident population aged 16-64 was used as denominator.

Source: [Claimant count by sex and age](#) and [claimant count denominators – residents aged 16 to 64](#) from NOMIS.

Occupation

Information on occupation, which classifies what people aged 16 years and over do as their main job is based on the 2021 Census.

In 2021, rural Oxfordshire had a more managerial and skilled-trades occupational profile than urban Oxfordshire.

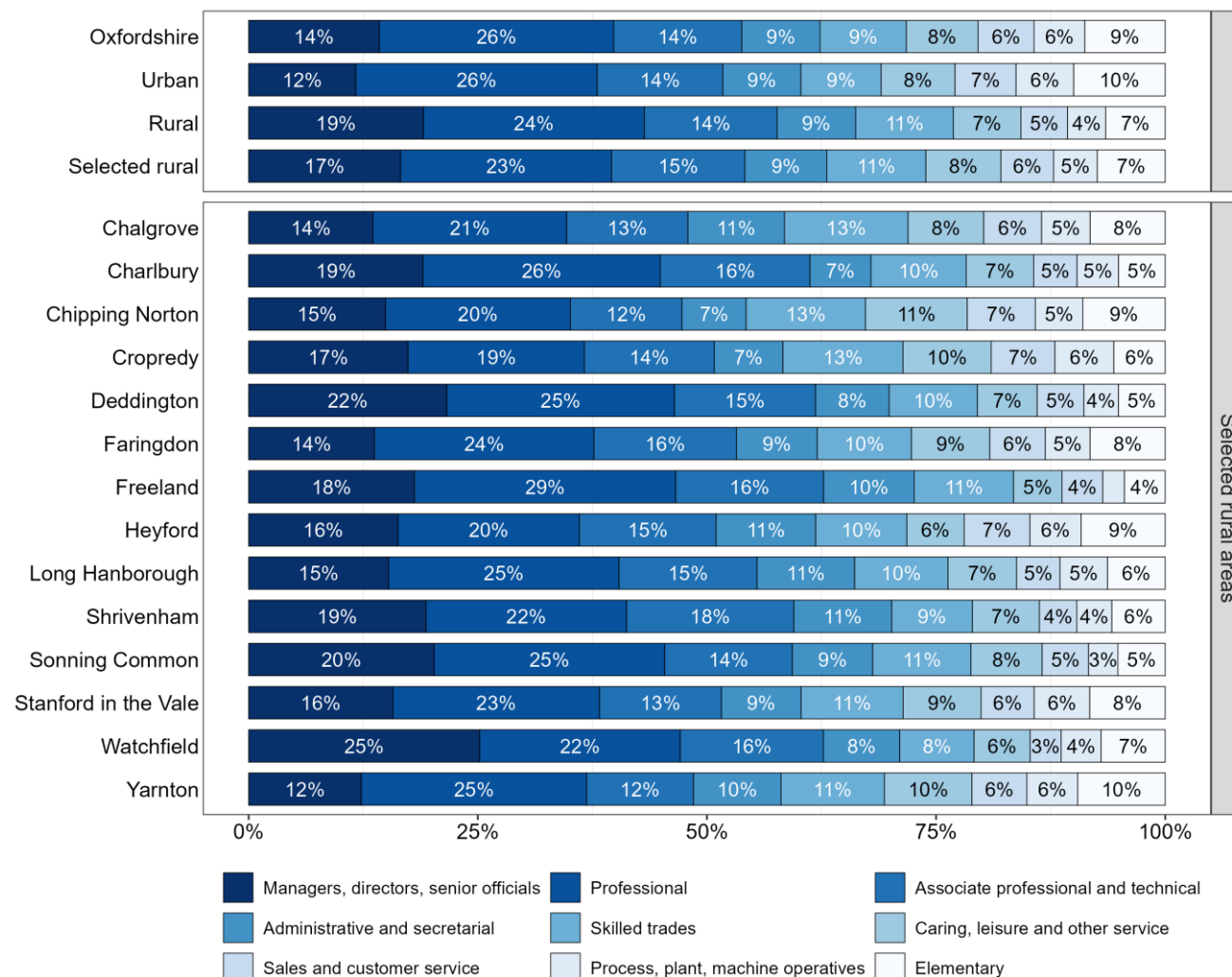
Managers and senior officials comprised 19.1% of rural residents, compared to 11.7% in urban areas. Additionally, 10.7% of the rural population were in skilled trades compared to 8.8% in urban areas.

Workers in rural areas were less likely to be in service-related, process, and elementary occupations (23.1%) compared to urban areas (31.0%).

Watchfield had the highest proportion of managers (25.2%), followed by Deddington and Sonning Common.

Chipping Norton had the highest proportion of service-related and elementary workers (32.7%), followed by Yarnton (30.6%).

Proportion of people aged 16+ in employment by occupation (2021)



Housing tenure

Housing tenure data are based on the 2021 Census.

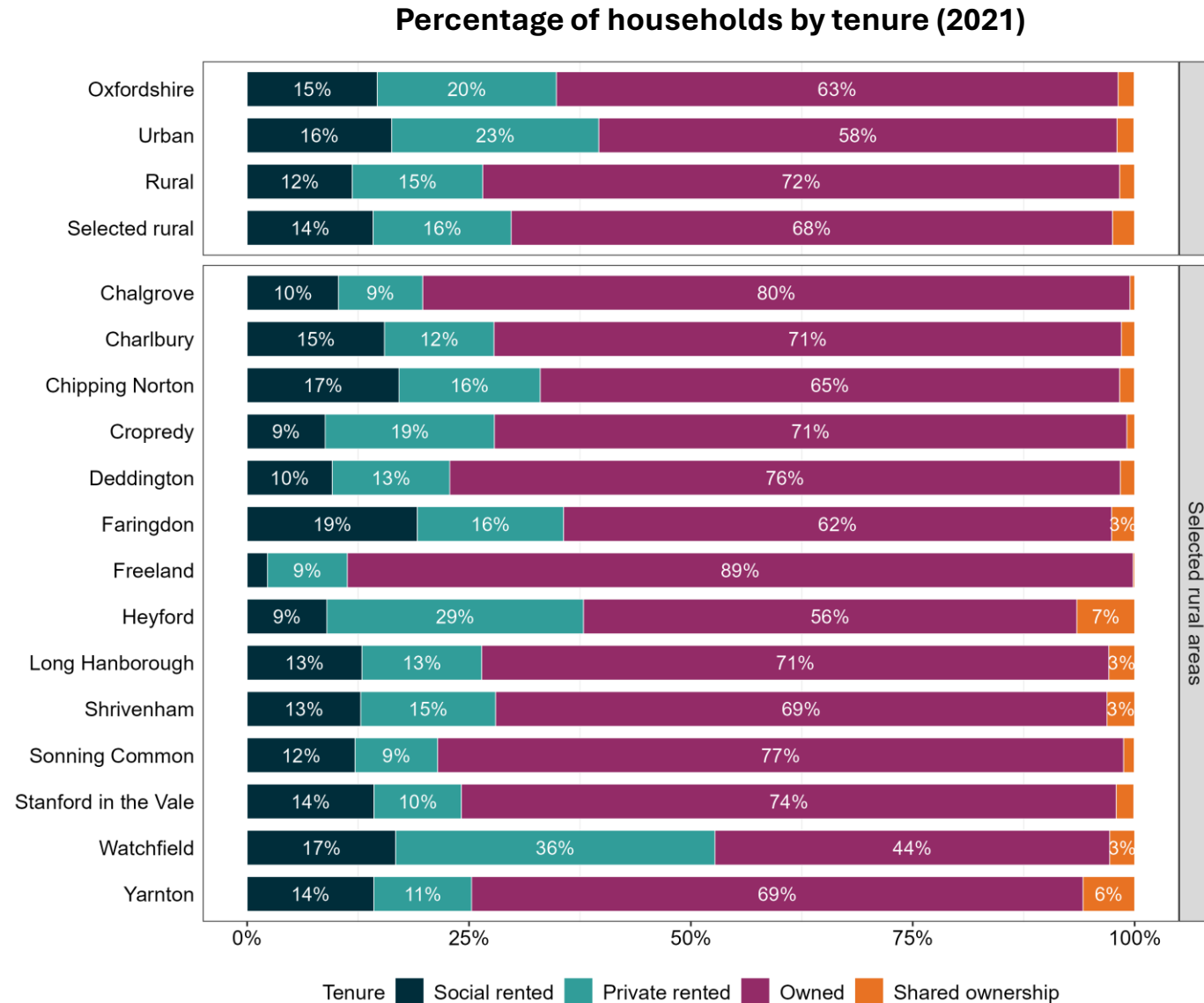
Owner occupation was substantially higher in rural Oxfordshire (71.8%) compared to urban (58.4%).

Consequently, there were lower proportions of private rented (14.7%) and social rented (11.9%) households in rural areas compared to urban (23.3% and 16.3% respectively).

However, there was wide variation in household tenure across rural areas.

Faringdon had the highest proportion of social rented households (19.2%), followed by Chipping Norton and Watchfield.

Watchfield had the lowest owner occupation (44.5%), with higher proportions of households in the area being privately rented (36%) compared to the Oxfordshire average of 20%.



Housing - Accommodation type

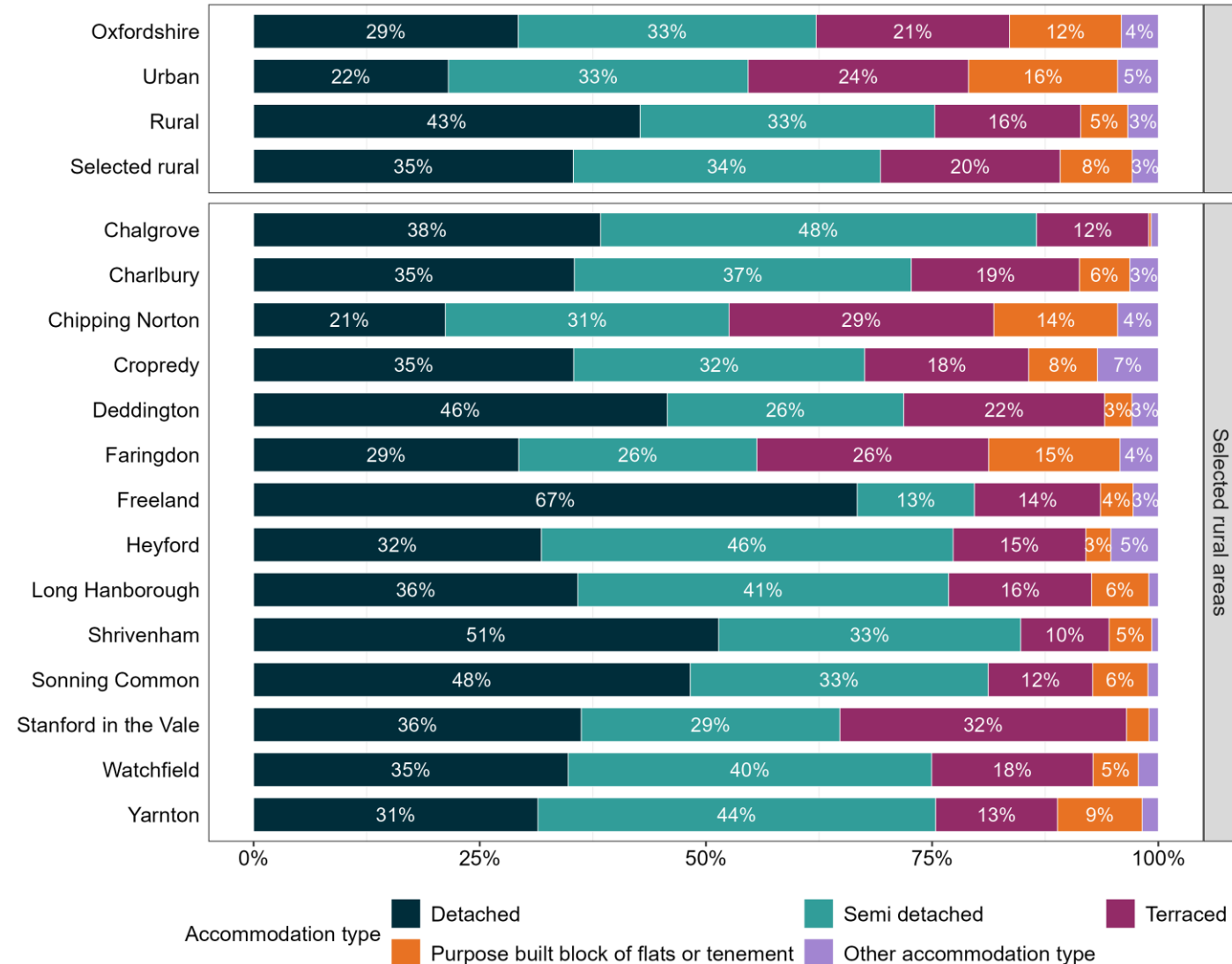
In 2021, rural housing stock was characterised by detached homes, while urban areas had more terraced houses and purpose-built flats, according to 2021 Census data.

Indicatively, detached houses represented double the proportion of the households in rural areas (42.7%) compared to urban (21.5%).

On the other hand, only 5.2% of households lived in flats in rural areas compared to 16.5% in urban.

Faringdon and Chipping Norton had the highest proportion of flats and the lowest proportion of detached houses among the fourteen rural areas.

Percentage of households by accommodation type (2021)

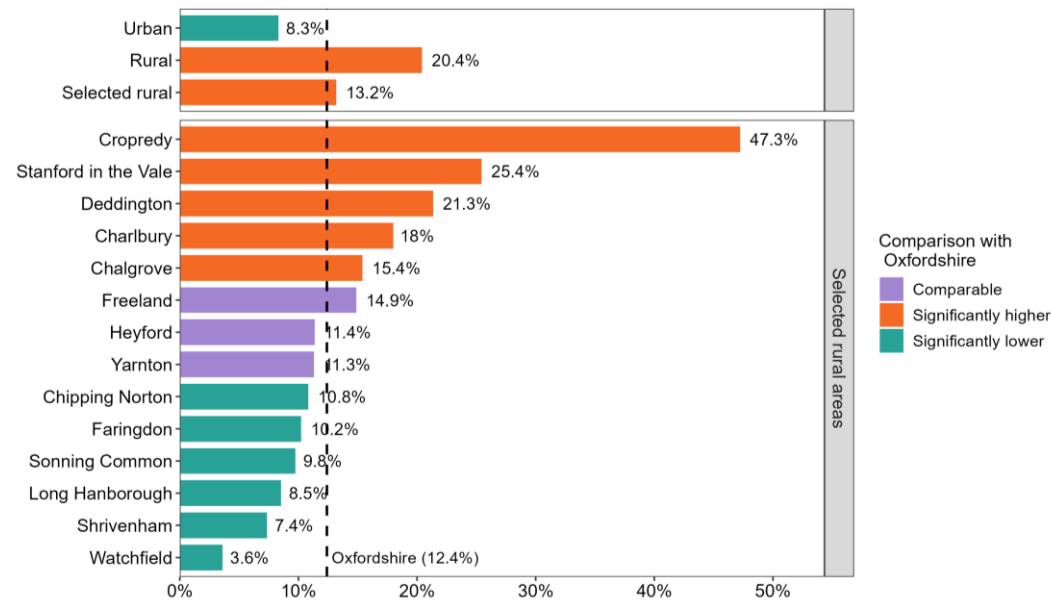


Household Energy Efficiency

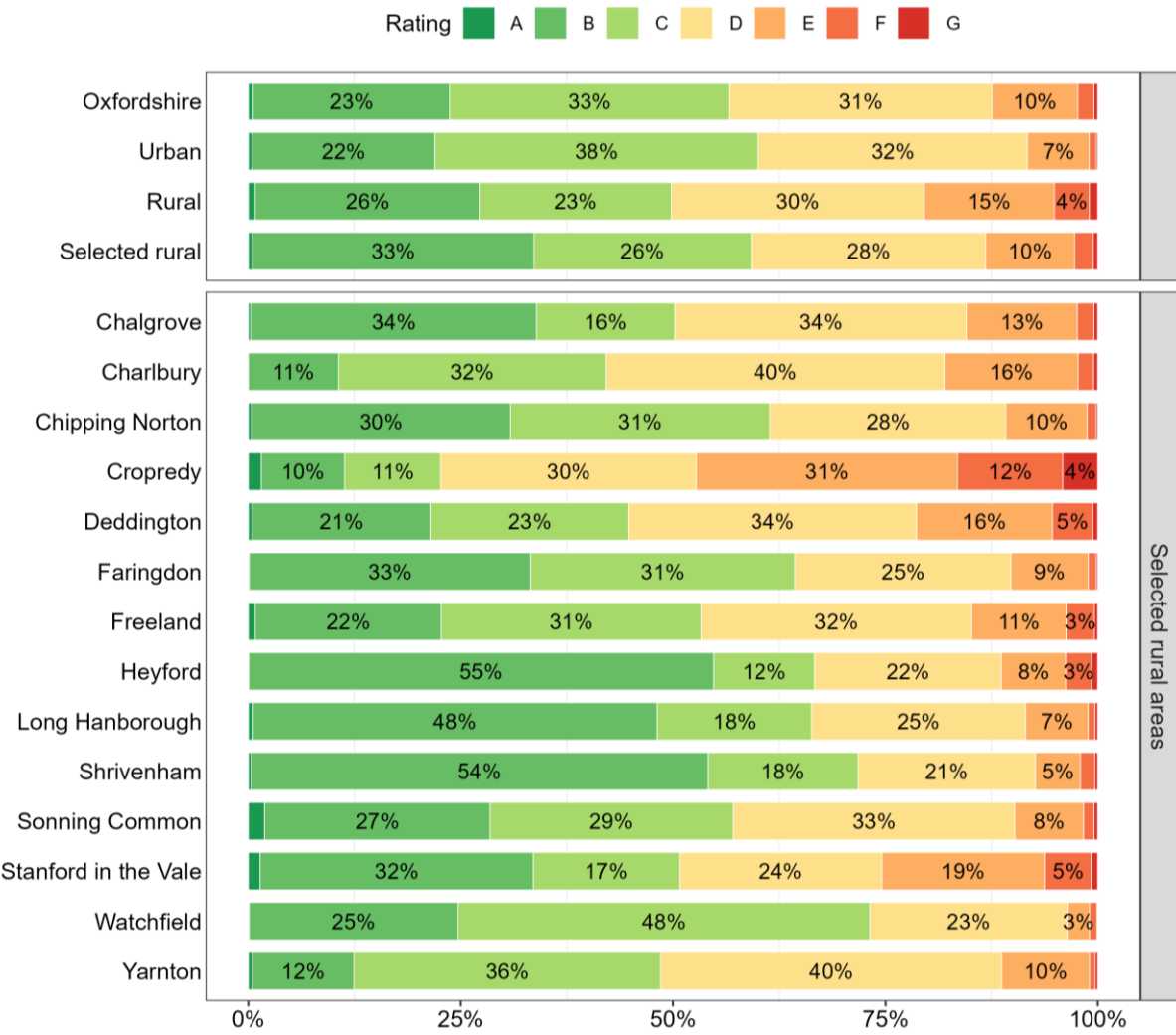
Energy efficiency of housing is based on data on the number of Energy Performance Certificates (EPCs) in each energy efficiency rating band for 10-year periods by lower layer super output area (LSOA) up to March 2024. An EPC provides information on the energy efficiency of a building. Band A is very energy-efficient and Band G is very energy-inefficient.

Properties in rural areas are less energy-efficient than in urban areas, with more than double the proportion of properties in rural areas (20.4%) having a low EPC rating (E to G) compared to urban areas (8.3%). Even though the selected rural areas have better energy efficiency than rural areas overall, in Cropredy, almost half of the properties (47.3%) have a low EPC rating.

Proportion of least energy efficient properties (EPC rating E – G)



Proportion of domestic properties by EPC rating (2024)

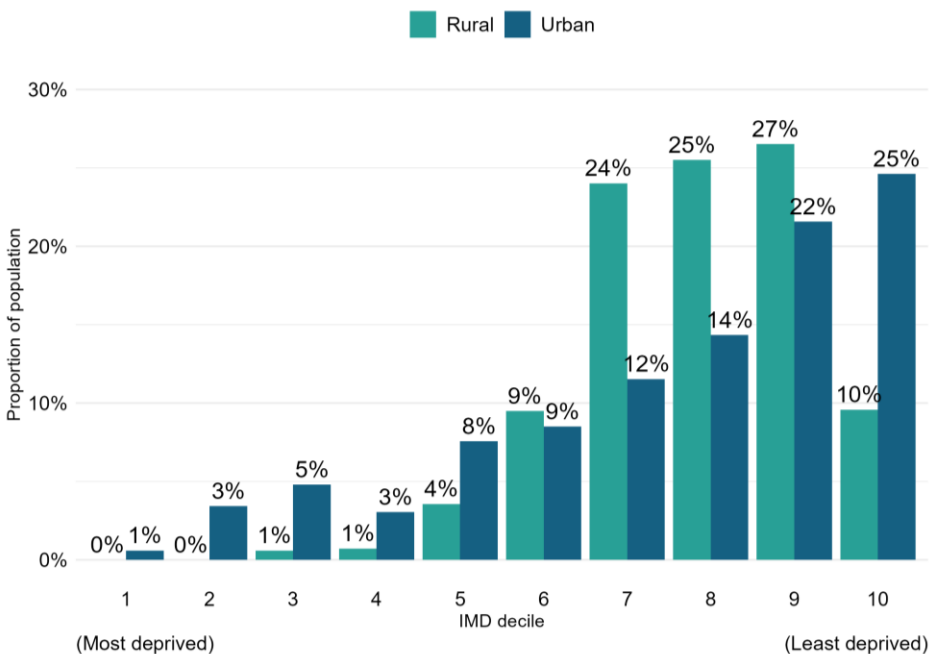


Source: [Energy efficiency of housing – Nomis](#) Latest data: 2024

Indices of Deprivation (1)

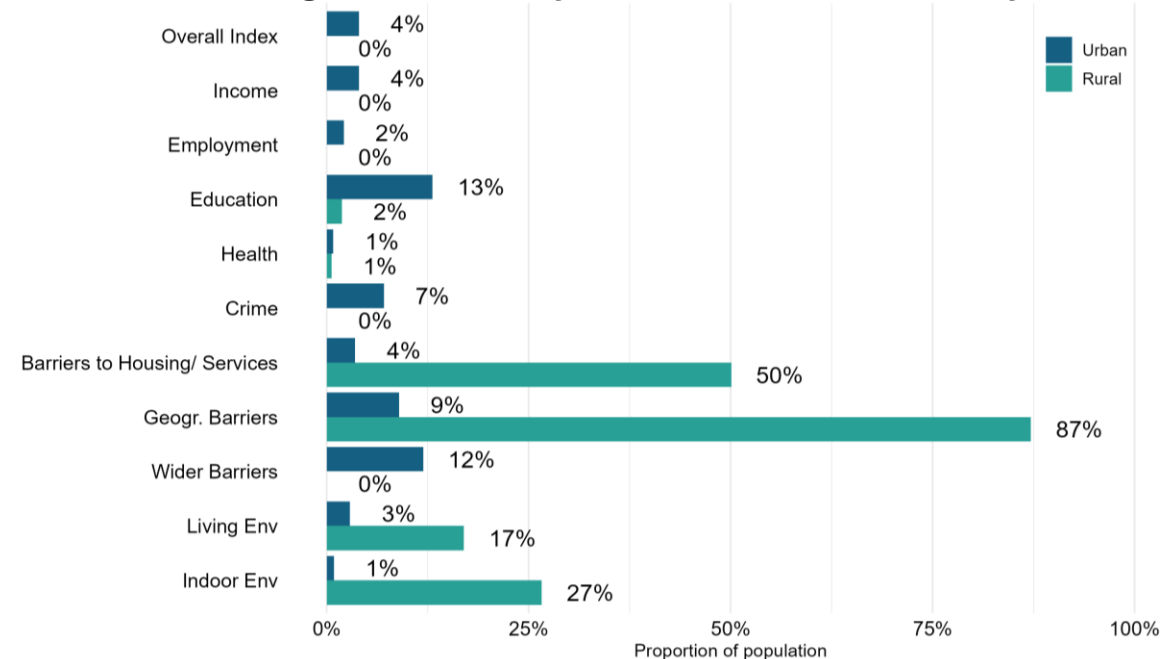
The English Index of Multiple Deprivation (IMD25) is the official measure of relative deprivation in England. It is created by combining and weighting data from 7 different domains: income, employment, health deprivation and disability, education and skills training, crime, barriers to housing and services and living environment (see Appendix for definitions). The IMD25 ranks all small areas (LSOAs) in England according to their level of deprivation relative to other areas and divides them into deciles. Areas in the first decile are in the 10% most deprived.

Proportion of population living in neighbourhoods within each IMD25 decile by rural-urban classification



Overall deprivation levels are low in rural Oxfordshire, with no areas in the 20% most deprived nationally and only two LSOAs in the 40% most deprived. However, rural communities face substantial challenges relating to access to services. Half of the rural population lives in neighbourhoods within the 20% most deprived for *Barriers to Housing and Services*. This is mainly due to the *Geographical barriers* subdomain, as 87% of rural population lives within the most deprived 20% of neighbourhoods and all rural areas in Oxfordshire are in the most deprived 40% nationally.

Proportion of population living in the most deprived 20% of neighbourhoods by IMD25 domain and rurality



Indices of Deprivation (2)

32

Across the selected rural areas, all but three LSOAs are ranked among the least deprived 50% of neighbourhoods nationally. Additionally, 62% are in the 30% least deprived, and none fall within the 30% most deprived nationally.

However, one LSOA in Chipping Norton falls in the 40% most deprived overall, and is ranked within the 20% most deprived for the *Education, Skills and Training* domain and within the 30% most deprived for *Employment* and *Crime*.

IMD25 deciles of LSOAs in selected rural areas

		Overall Index	Income	IDAC1	IDAOPI	Employment	Education	Health	Crime	Barriers to Housing/ Services	Living Env
Chalgrove	South Oxfordshire 007E	7	7	6	8	7	5	9	10	2	8
	South Oxfordshire 007D	8	8	7	9	8	8	9	9	2	10
Charlbury	West Oxfordshire 005C	8	9	9	10	8	8	9	10	2	7
	West Oxfordshire 005B	7	7	7	7	6	6	8	8	3	8
	West Oxfordshire 005A	9	10	10	9	10	10	10	9	3	4
Chipping Norton	West Oxfordshire 001D	7	6	7	6	6	6	7	5	6	7
	West Oxfordshire 001C	10	10	10	9	10	8	8	10	6	6
	West Oxfordshire 001B	4	4	4	4	3	2	5	3	3	10
	West Oxfordshire 001A	9	8	7	8	8	8	8	6	7	7
Cropredy	Cherwell 001B	7	9	10	9	9	9	9	9	2	1
	Cherwell 001A	5	9	9	9	7	7	9	8	1	1
Deddington	Cherwell 010B	9	10	10	10	10	10	10	10	2	4
	Cherwell 010A	8	8	8	9	9	8	8	10	3	5
Faringdon	Vale of White Horse 016F	9	8	8	8	9	8	9	8	4	9
	Vale of White Horse 009D	9	7	7	9	8	9	9	8	6	10
	Vale of White Horse 009C	5	4	5	3	4	3	6	4	6	6
	Vale of White Horse 009B	6	4	4	5	6	5	8	5	5	4
	Vale of White Horse 009A	7	5	6	6	6	5	8	6	4	10
Freeland	West Oxfordshire 006D	10	10	10	10	10	10	10	10	3	10
Heyford	Cherwell 010G	8	8	8	7	9	6	10	9	2	7
	Cherwell 010F	6	5	6	4	8	5	7	7	2	10
	Cherwell 010D	8	8	9	8	9	8	10	9	1	4
Long Hanborough	West Oxfordshire 006C	8	7	7	7	7	8	8	9	3	10
	West Oxfordshire 006B	10	9	8	9	10	8	10	10	4	9
Shrivenham	Vale of White Horse 016B	8	7	6	7	7	7	10	9	4	9
	Vale of White Horse 016A	9	6	4	9	9	9	10	8	4	10
Sonning Common	South Oxfordshire 020D	10	10	10	10	10	10	10	10	5	10
	South Oxfordshire 020C	10	8	7	10	9	9	10	10	4	10
	South Oxfordshire 020B	8	6	6	6	7	7	9	8	5	9
Stanford in the Vale	Vale of White Horse 009E	7	6	6	7	8	7	9	8	2	4
Watchfield	Vale of White Horse 016D	7	5	5	4	7	5	7	8	3	10
	Vale of White Horse 016C	8	7	7	7	9	7	9	10	2	10
Yarnton	Cherwell 019D	7	6	6	6	7	5	7	8	3	10
	Cherwell 019B	10	10	10	10	10	9	10	10	4	9

Decile 1 – most deprived (red), Decile 10 – least deprived (green). Source: [English indices of deprivation 2025 - GOV.UK](#)

Indices of Deprivation (3)

33

Both LSOAs in Cropredy are in the 10% most deprived in the *Living Environment* domain. This is due to the deprivation in the *Indoor Environment* subdomain, which measures housing quality. Neighbourhoods in Charlbury, Deddington, Faringdon, Heyford, and Stanford also ranked in the 30% most deprived in this subdomain, raising concerns about the housing stock in these areas.

In terms of education, a neighbourhood in Chipping Norton falls within the most deprived 10% nationally for children and young people attainment of qualifications, which relates to Key Stage 2 and 4 attainment, pupil absence, and entry to higher education, with LSOAs in Faringdon and Watchfield also ranked in the most deprived 30% in this subdomain.

IMD25 subdomain deciles of LSOAs in selected rural areas

		Education	Children Young People	Adult Skills	Barriers to Housing/ Services	Geogr. Barriers	Wider Barriers	Living Env	Indoor Env	Outdoor Env
Chalgrove	South Oxfordshire 007E	5	4	6	2	1	7	8	6	10
	South Oxfordshire 007D	8	8	7	2	1	8	10	9	10
Charlbury	West Oxfordshire 005C	8	7	8	2	1	7	7	7	6
	West Oxfordshire 005B	6	5	6	3	2	7	8	7	9
	West Oxfordshire 005A	10	9	10	3	2	7	4	3	6
Chipping Norton	West Oxfordshire 001D	6	6	7	6	4	5	7	6	7
	West Oxfordshire 001C	8	8	8	6	3	8	6	4	10
	West Oxfordshire 001B	2	1	3	3	3	4	10	10	10
	West Oxfordshire 001A	8	8	8	7	4	7	7	7	7
Cropredy	Cherwell 001B	9	9	8	2	1	9	1	1	8
	Cherwell 001A	7	7	7	1	1	8	1	1	9
Deddington	Cherwell 010B	10	10	10	2	1	10	4	3	8
	Cherwell 010A	8	7	9	3	1	10	5	3	8
Faringdon	Vale of White Horse 016F	8	5	10	4	2	10	9	8	8
	Vale of White Horse 009D	9	8	9	6	3	8	10	10	9
	Vale of White Horse 009C	3	2	4	6	4	7	6	6	7
	Vale of White Horse 009B	5	4	7	5	3	6	4	3	6
	Vale of White Horse 009A	5	3	8	4	3	6	10	10	10
Freeland	West Oxfordshire 006D	10	9	10	3	1	10	10	8	10
Heyford	Cherwell 010G	6	5	7	2	1	7	7	6	9
	Cherwell 010F	5	4	7	2	1	7	10	10	9
	Cherwell 010D	8	7	9	1	1	9	4	3	9
Long Hanborough	West Oxfordshire 006C	8	7	8	3	1	10	10	10	7
	West Oxfordshire 006B	8	6	9	4	2	10	9	9	7
Shrivenham	Vale of White Horse 016B	7	6	8	4	2	9	9	9	8
	Vale of White Horse 016A	9	8	10	4	2	10	10	10	9
Sonning Common	South Oxfordshire 020D	10	10	9	5	2	10	10	9	10
	South Oxfordshire 020C	9	9	9	4	2	9	10	10	8
	South Oxfordshire 020B	7	6	7	5	2	9	9	9	7
Stanford in the Vale	Vale of White Horse 009E	7	7	8	2	1	7	4	3	10
Watchfield	Vale of White Horse 016D	5	3	8	3	2	7	10	10	10
	Vale of White Horse 016C	7	4	10	2	1	8	10	10	10
Yarnton	Cherwell 019D	5	4	7	3	2	5	10	9	10
	Cherwell 019B	9	9	8	4	2	8	9	9	7

Decile 1 – most deprived (red), Decile 10 – least deprived (green). Source: [English indices of deprivation 2025 - GOV.UK](#)

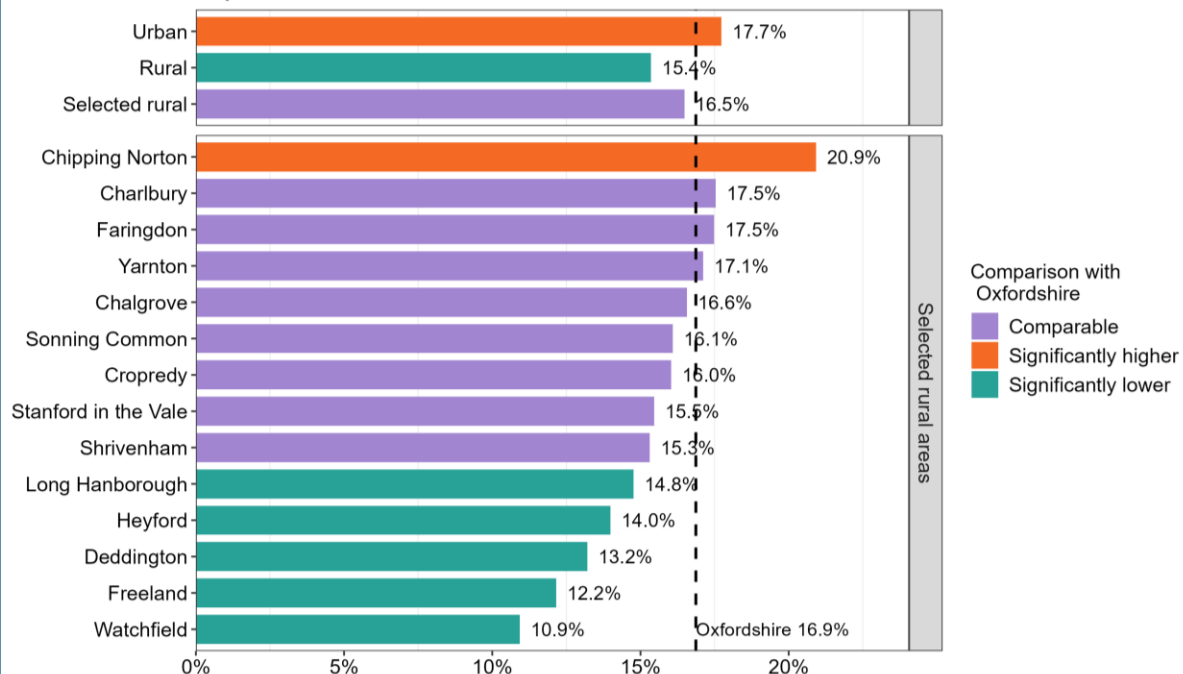
Household Deprivation (1)

Deprivation in education

A household is classified as deprived in the education dimension if no one has at least level 2 education and no one aged 16 to 18 years is a full-time student.

Most rural areas have lower or comparable proportion of households deprived in education compared to Oxfordshire. However, Chipping Norton was significantly more deprived in education, with 20.9% of households being deprived compared to 16.9% in Oxfordshire.

Percentage of households deprived in education (2021)

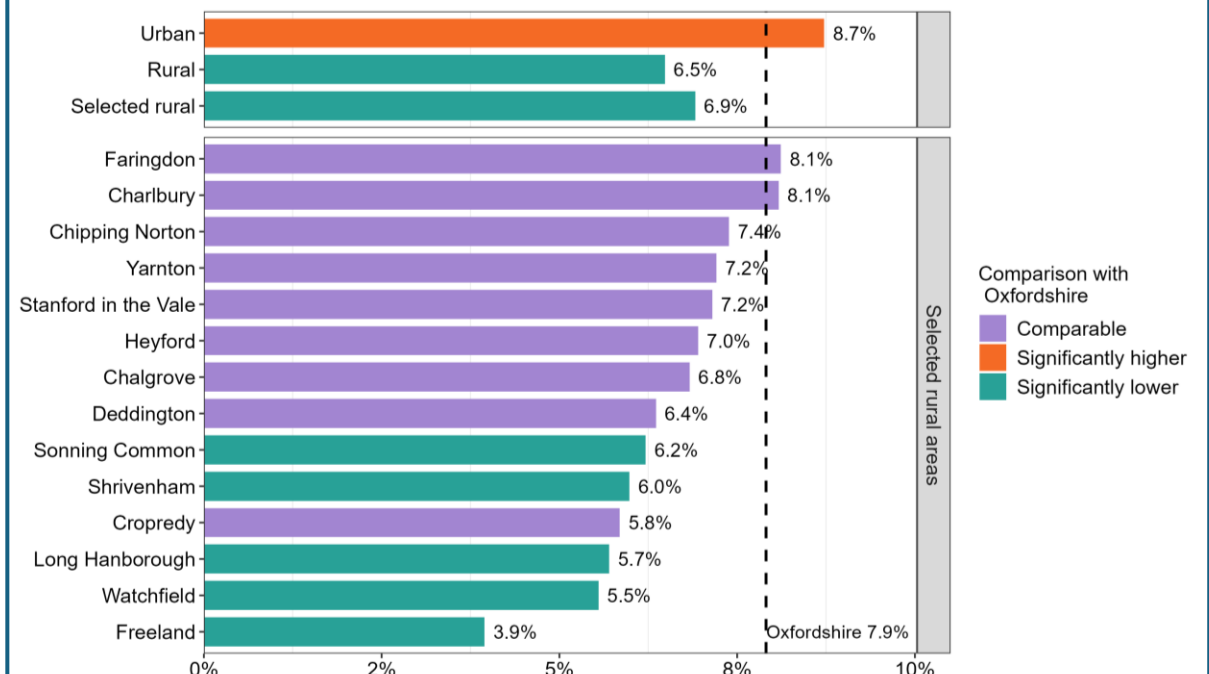


Deprivation in employment

A household is classified as deprived in the employment dimension if any member, not a full-time student, is either unemployed or economically inactive due to long-term sickness or disability.

Rural Oxfordshire has lower or comparable proportion of households deprived in employment compared to Oxfordshire. None of the selected areas had higher levels of employment deprivation compared to Oxfordshire.

Percentage of households deprived in employment (2021)



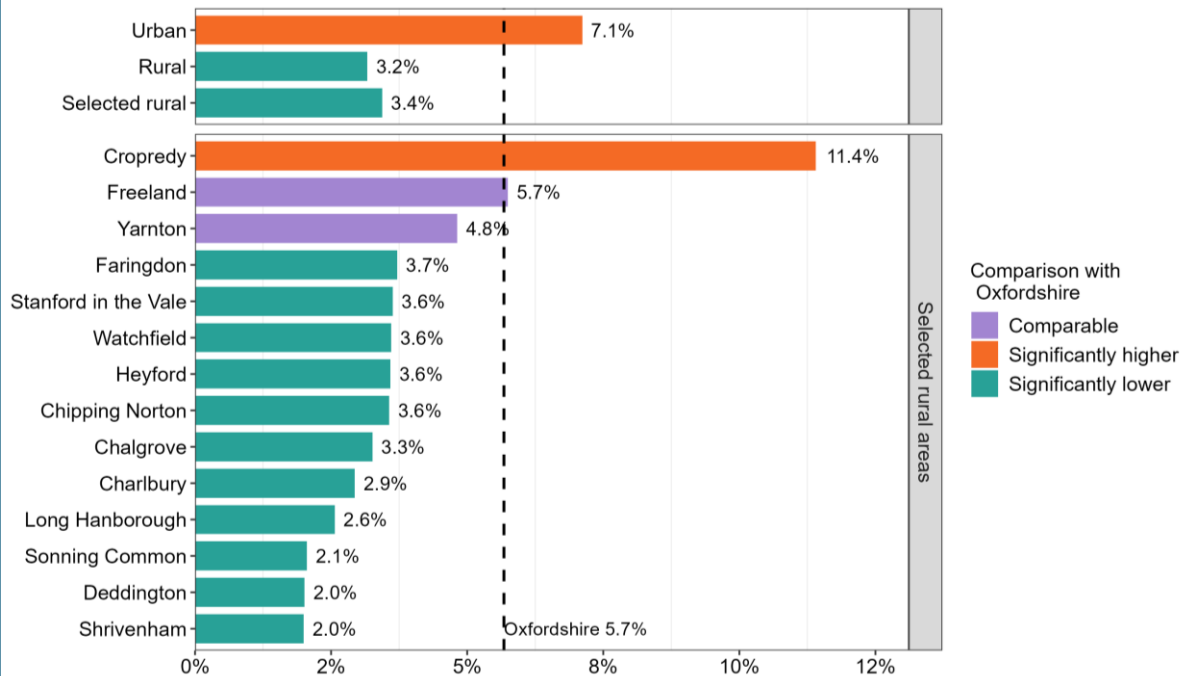
Household Deprivation (2)

Deprivation in housing

A household is classified as deprived in the housing dimension if the household's accommodation is either overcrowded, in a shared dwelling, or has no central heating.

Rural areas are less deprived in terms of housing compared to Oxfordshire with the exception of Cropredy, which has significantly higher proportion of households deprived in this dimension (11.4%), compared to 5.7% in Oxfordshire.

Percentage of households deprived in housing (2021)

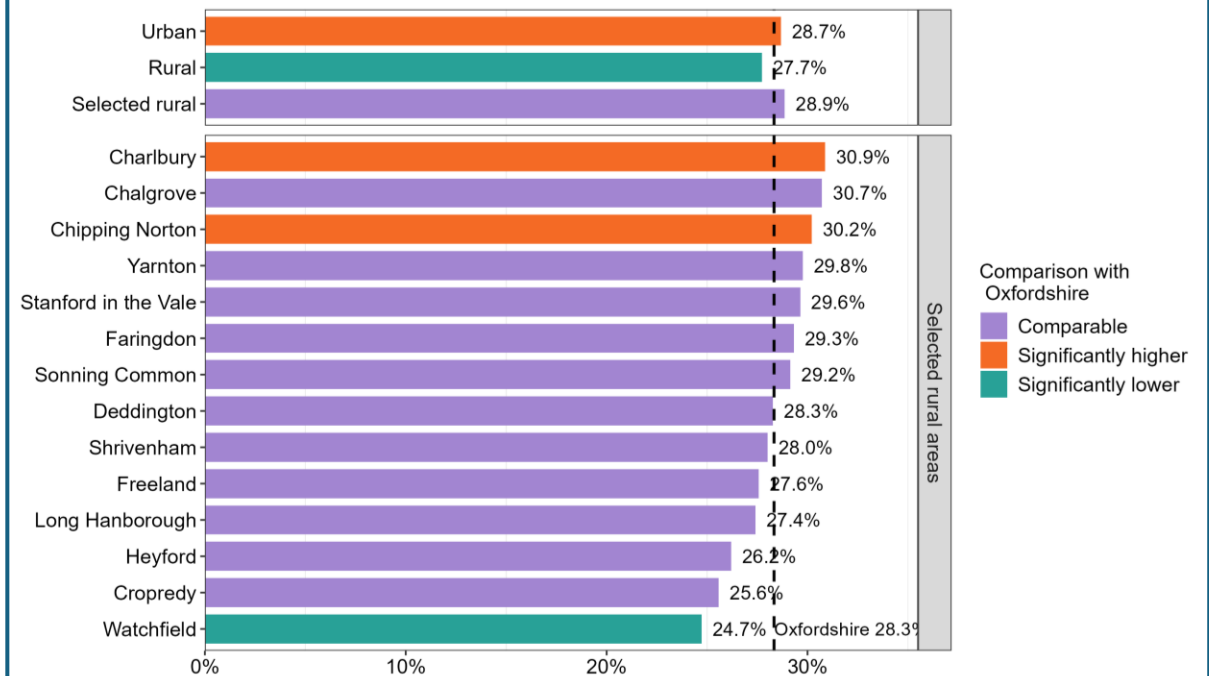


Deprivation in health

A household is classified as deprived in the health dimension if any person in the household has general health that is bad or very bad or is identified as disabled.

Even though most rural areas are less deprived in health than Oxfordshire, in Charlbury and Chipping Norton 30.9% and 30.2% of households respectively are deprived, which is significantly higher than the Oxfordshire average of 28.3%.

Percentage of households deprived in health (2021)



Fuel poverty

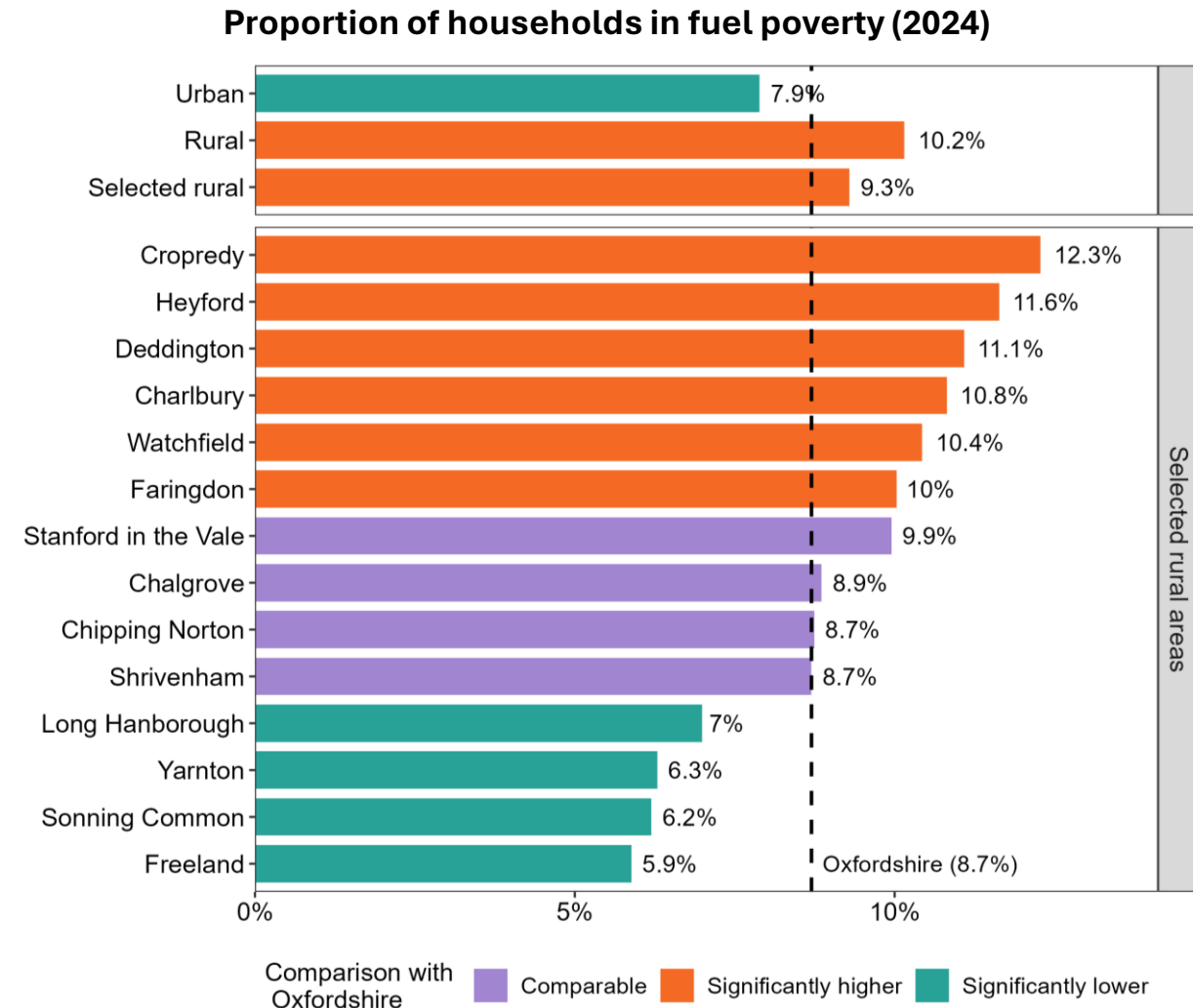
Fuel poverty in England is measured using the Low-Income Low Energy Efficiency (LILEE) indicator. The LILEE indicator considers a household to be fuel-poor if:

- *they are living in a property with an energy efficiency rating of band D, E, F or G, and*
- *their residual income after spending the required amount to heat their home would be below the official poverty line.*

Annual Fuel Poverty Statistics at a sub-regional level released in 2026 are available for Lower Super Output Areas (LSOAs) based on 2024 data.

The proportion of households in fuel poverty in rural areas (10.2%) is significantly higher than the Oxfordshire average of 8.7% and the urban area average of 7.9%. This is related to the low energy efficiency of rural housing stock but reveals additional challenges related to income.

Six of the fourteen rural areas had fuel poverty levels significantly above the Oxfordshire average, with Cropredy being the area with the highest proportion of households in fuel poverty.



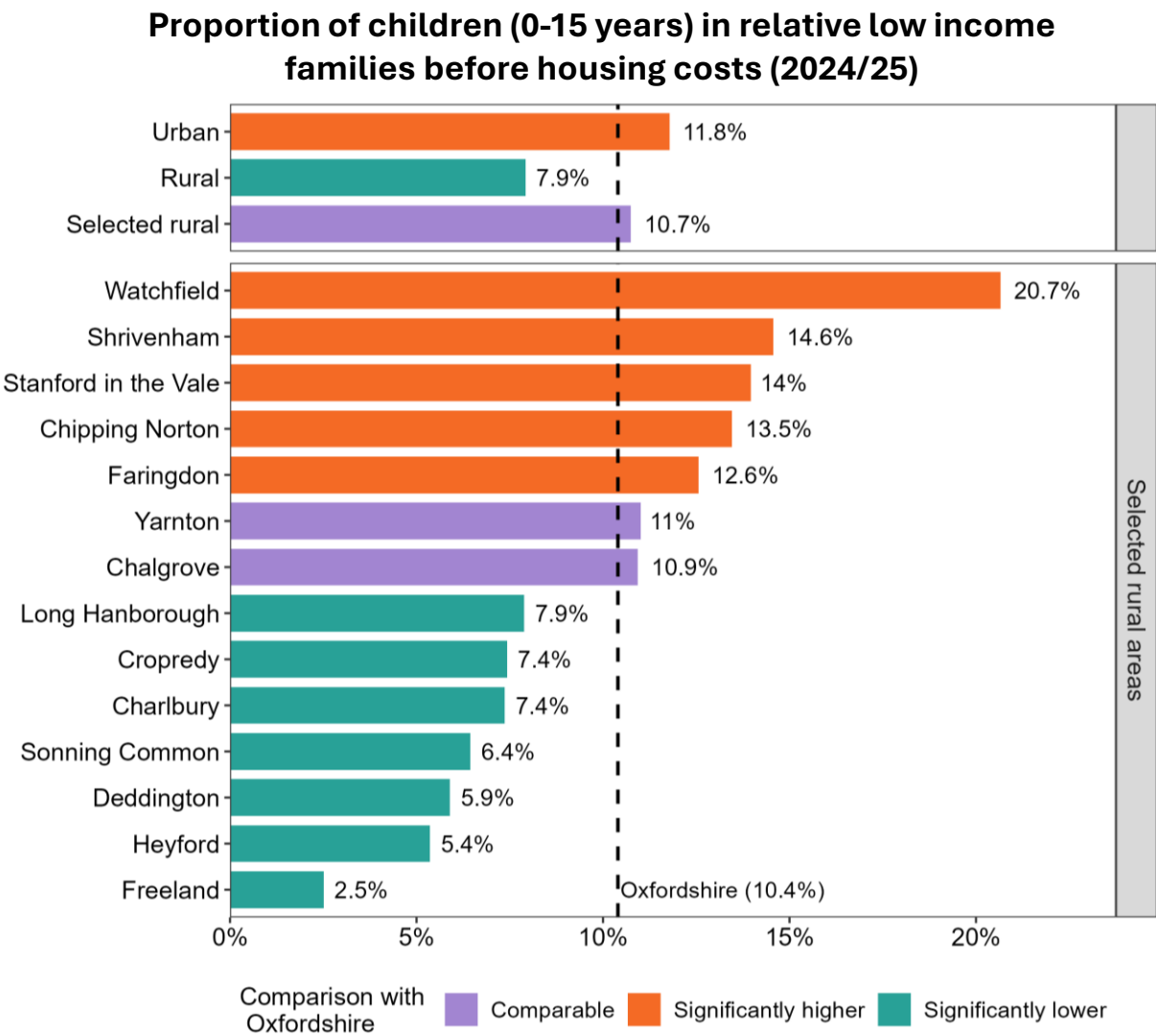
Children in poverty

Relative low-income family is defined as a family whose equivalised income is below 60% of the contemporary median income Before Housing Costs (BHC) in the reference year. Equivalisation adjusts incomes for family size and composition. A family must have claimed Child Benefit and at least one other household benefit (Universal Credit, tax credits, or Housing Benefit) at any point in the year to be classed as low income in these statistics.

Presented figures are for children 0-15 years based on Lower Super Output Area (LSOA) data for 2024/25.

In 2024/25, approximately 8% of children aged 0-15 years in rural Oxfordshire were living in poverty (relative low-income families), which was almost 3,900 children. This was lower than the average for urban areas (12%) and Oxfordshire as a whole (10%).

However, this proportion varied considerably across rural areas. Watchfield had double the proportion of children in poverty (21%) compared to the Oxfordshire average, while Shrivenham (15%), Stanford (14%), Chipping Norton (14%), and Faringdon (13%) also had higher prevalence of children in low income families compared to Oxfordshire.



Source: [DWP Stat Xplore](#), Department of Work and Pensions - Children in relative low-income families 2024/25 by age band in LSOAs. Proportions were calculated using ONS mid-2024 estimates for population aged 0-15. Due to small number (<5) suppression at LSOA level, proportions may be slightly underestimated.

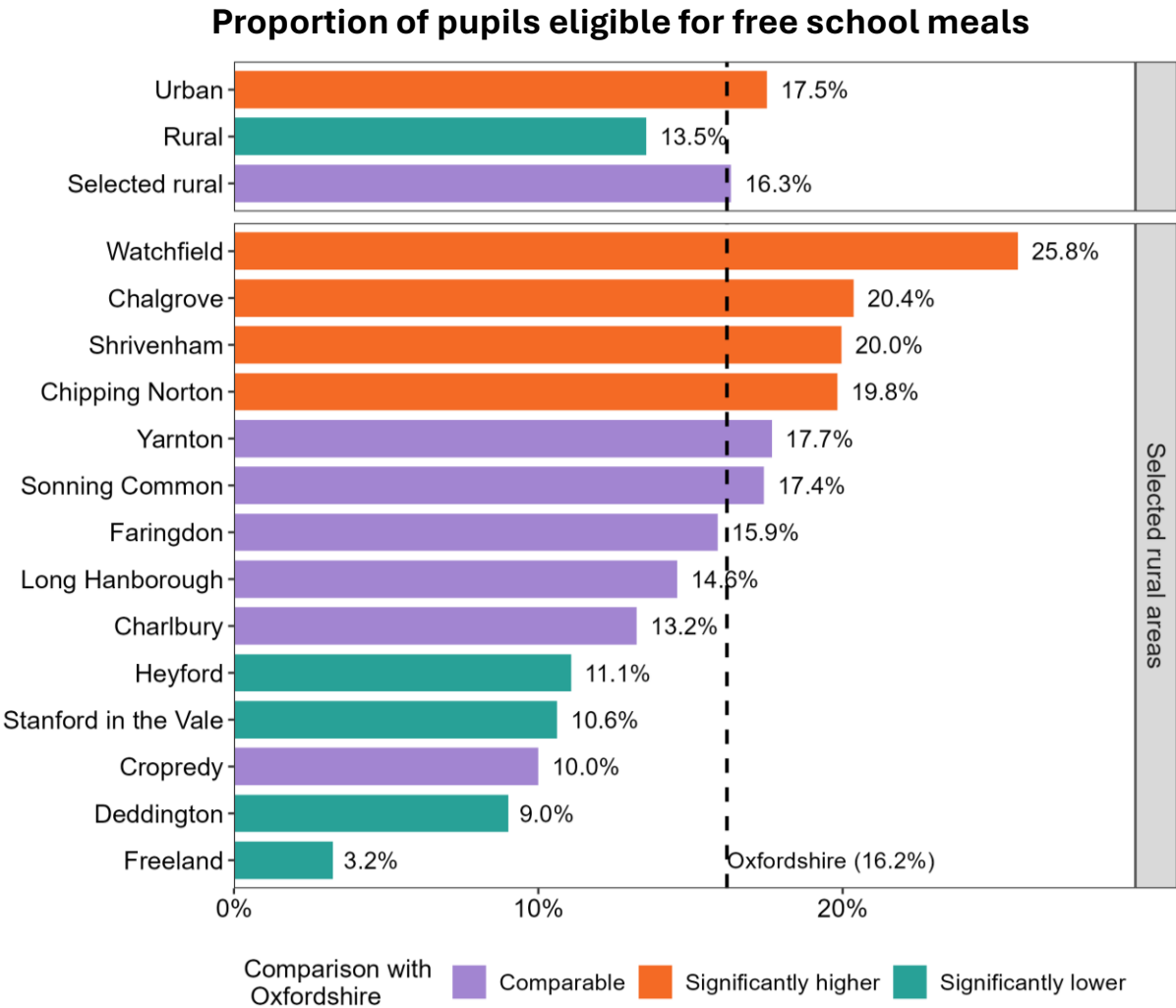
Free school meals

Pupils are eligible for Free School Meals if the household receives any of the below:

- Income Support*
- Income-based Jobseeker’s Allowance*
- Income-related Employment and Support Allowance*
- Support under Part VI of the Immigration and Asylum Act 1999*
- The guaranteed element of Pension Credit*
- Child Tax Credit (provided not also entitled to Working Tax Credit and have an annual gross income of no more than £16,190)*
- Working Tax Credit run-on*
- Universal Credit - household income must be less than £7,400 a year (after tax and not including any benefits)*

In 2024, there were 4,427 school pupils in all Oxfordshire rural areas who were eligible for free school meals, at a rate of 13.5 children per 100 population aged 0-15 years. This was below the average for urban areas (17.5%) and Oxfordshire (16%).

Watchfield (26%), Chalgrove (20%), Shrivenham (20%), and Chipping Norton (20%) had significantly higher proportion of children eligible for free school meals compared to Oxfordshire.

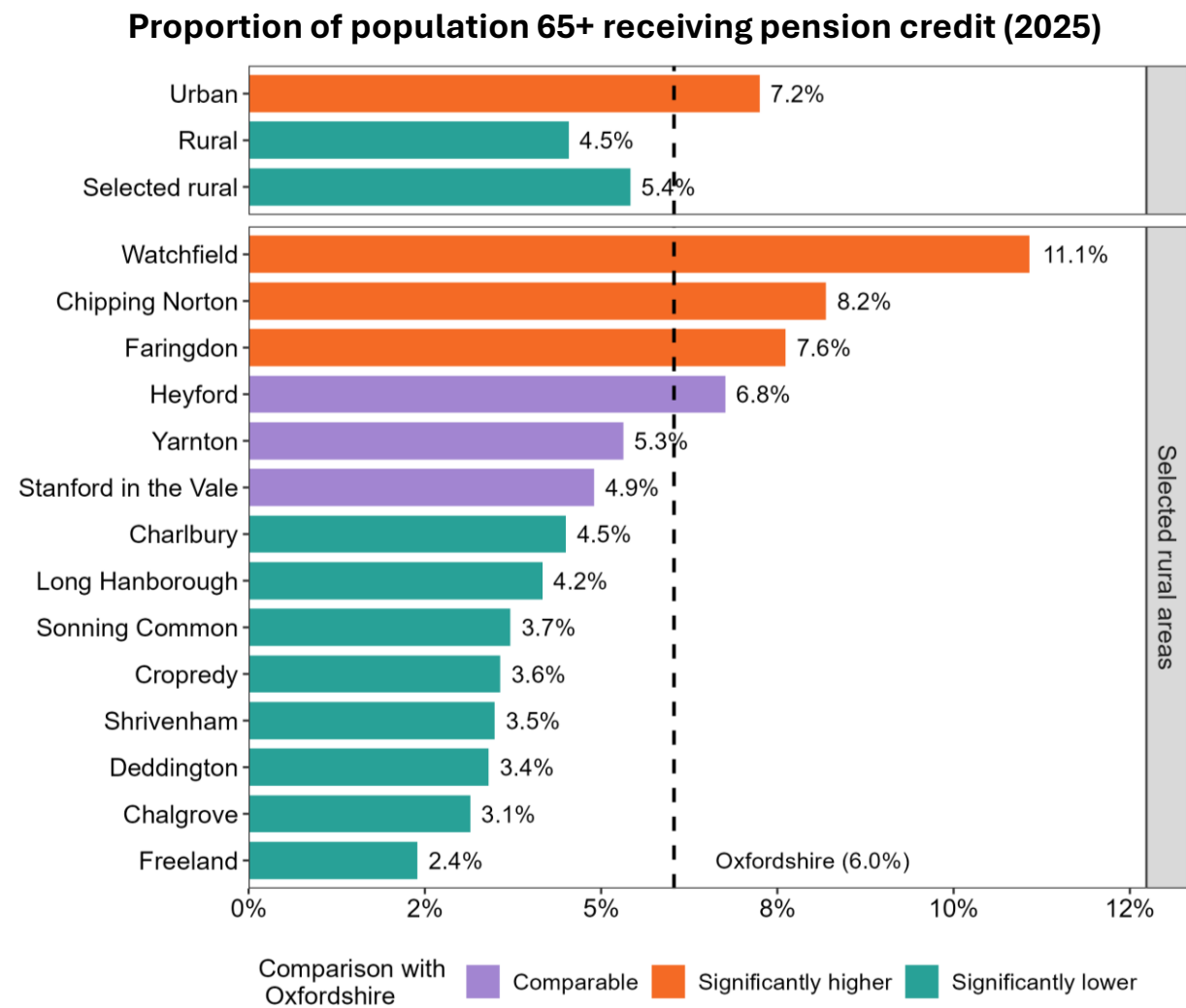


Pension credit

Pension credit is an income-related benefit made up of two parts – Guarantee Credit and Savings Credit. It can be claimed by those who have reached state pension age (currently 66 years) and with income below a threshold (Guarantee Credit) or who have made some provision for their retirement (such as savings or a second pension) which brings their income above a certain level (Savings Credit). The data describe the number of live claims for Pension Credit, as at the last day of the quarter ending November 2025.

As of November 2024, there were approximately 2,850 older people aged 65 and over claiming pension credit in rural areas of Oxfordshire, corresponding to 4.5% of the population aged 65 years and over. This was below the average for urban areas (7.2%) and Oxfordshire as a whole (6.0%).

The proportion was slightly higher in the selected rural areas (5.4%). Notably, three of the fourteen rural areas, Watchfield (11.1%), Chipping Norton (8.2%), and Faringdon (7.6%), had significantly higher proportions of the population over 65 claiming pension credit compared to Oxfordshire.



Source: [DWP Stat Xplore](#), Department of Work and Pensions - Pension credit claimants November 2025 in LSOAs. Proportions were calculated using ONS mid-2024 estimates for population aged 65+. Due to small number (<5) suppression in 12 of the 428 LSOAs in Oxfordshire, proportions may be slightly underestimated.

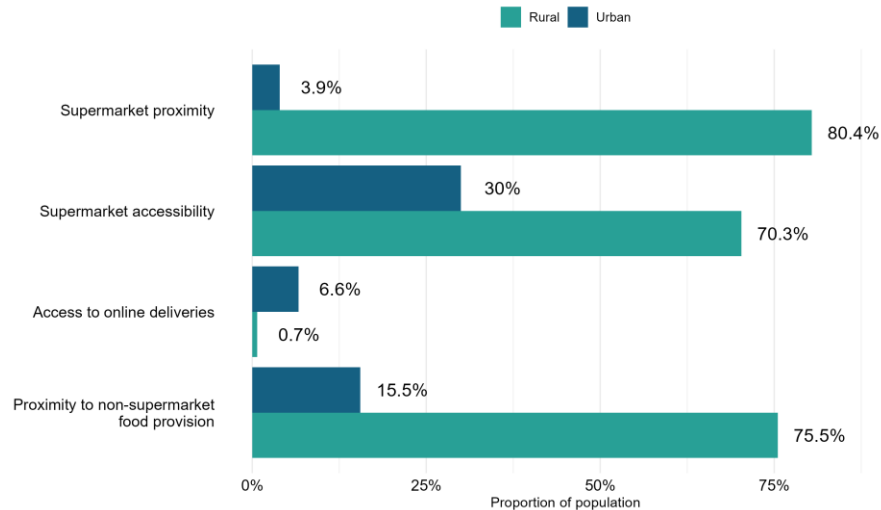
Access to food provision

40

The [Priority Places for Food Index \(PPFI\)](#) is a composite indicator aiming to identify neighbourhoods which are most vulnerable to increases in the cost of living and which have limited accessibility to nutritious food options. It assesses food insecurity risk across seven domains at LSOA level (see Appendix). Neighbourhoods in decile 1 are in the top 10% of Priority Places according to the index.

According to data from the PPFI, most rural residents live far from supermarkets and other stores or markets that sell food. Access to online deliveries is also scarce, with areas such as Faringdon and Chipping Norton facing particular challenges.

Proportion of population in the top 20% of priority places by PPFI domain and rurality (2024)



PPFI deciles of LSOAs in selected rural areas

		Overall decile	Supermarket proximity	Supermarket accessibility	Access to online deliveries	Proximity to non-supermarket food provision	Sociodemogr. barriers	Need for family food support	Fuel poverty
Chalgrove	South Oxfordshire 007E	7	1	2	5	1	8	10	7
	South Oxfordshire 007D	9	1	1	5	2	10	10	8
Charlbury	West Oxfordshire 005C	6	1	1	5	1	9	10	8
	West Oxfordshire 005B	5	1	2	5	1	7	10	7
	West Oxfordshire 005A	7	1	2	7	1	8	10	8
Chipping Norton	West Oxfordshire 001D	10	10	3	4	10	6	10	7
	West Oxfordshire 001C	9	6	1	5	10	8	10	8
	West Oxfordshire 001B	6	5	2	2	9	4	10	3
	West Oxfordshire 001A	10	9	4	5	10	7	10	9
Cropredy	Cherwell 001B	6	2	1	8	1	8	9	8
	Cherwell 001A	8	1	1	8	1	10	9	9
Deddington	Cherwell 010B	10	1	1	7	1	10	9	10
	Cherwell 010A	5	1	3	5	1	8	10	7
Faringdon	Vale of White Horse 016F	9	4	1	5	1	10	10	8
	Vale of White Horse 009D	9	7	2	5	2	9	10	9
	Vale of White Horse 009C	7	10	5	4	2	5	10	4
	Vale of White Horse 009B	5	6	5	4	2	5	10	4
	Vale of White Horse 009A	9	9	4	7	2	7	10	8
Freeland	West Oxfordshire 006D	8	1	2	5	1	10	9	9
Heyford	Cherwell 010G	7	1	1	7	1	9	10	7
	Cherwell 010F	8	1	1	7	1	9	10	9
	Cherwell 010D	6	1	1	5	1	9	10	7
Long Hanborough	West Oxfordshire 006C	4	1	4	5	2	8	8	7
	West Oxfordshire 006B	9	1	4	5	2	10	9	10
Shrivenham	Vale of White Horse 016B	7	1	4	5	1	9	10	7
	Vale of White Horse 016A	9	1	8	7	1	10	10	8
Sonning Common	South Oxfordshire 020D	10	1	4	8	2	10	10	9
	South Oxfordshire 020C	9	1	3	8	3	9	10	10
	South Oxfordshire 020B	8	1	6	8	3	7	10	6
Stanford in the Vale	Vale of White Horse 009E	7	1	2	5	2	9	10	7
Watchfield	Vale of White Horse 016D	8	1	4	7	1	8	10	7
	Vale of White Horse 016C	10	1	2	7	1	10	10	8
Yarnton	Cherwell 019D	5	2	4	5	5	7	8	8
	Cherwell 019B	8	3	3	5	6	9	7	10

Source: Pontin, F., Oldroyd, R., Baudains, P., Ennis, E., Newing, A., & Morris, M. A. (2024) "[Priority Places for Food Index](#)" (Version 2.1). Data asset provided by the Healthy & Sustainable Places Data Service (ES/Z504336/1). DOI:10.82147/003. Last updated in 2024.

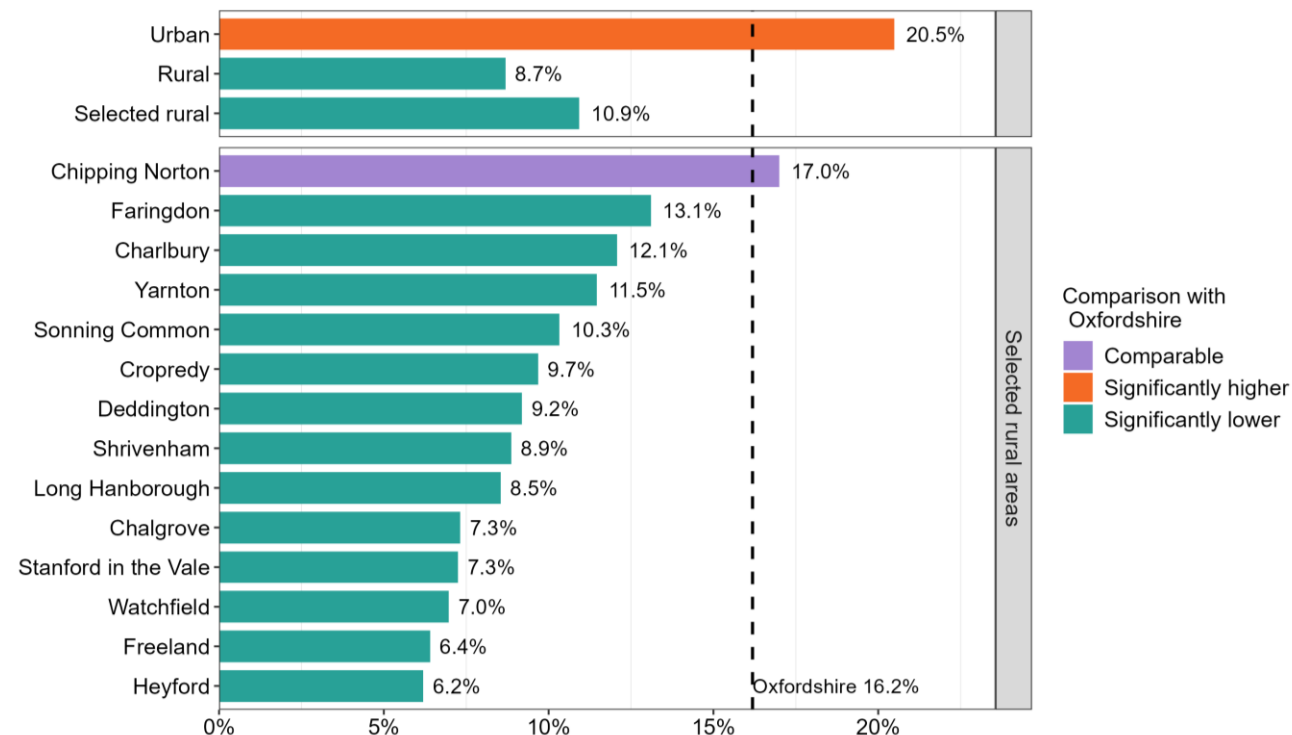
Car ownership

Car ownership data were based on the 2021 Census.

Rural households were substantially more car-dependent than urban households. Compared to 20.5% of urban households without a car, 8.7% of households did not have one in rural areas. However, given the greater distance from services and scarcity of public transport, households without cars in rural communities would face greater difficulties accessing services or obtaining necessities than residents of urban centres.

From the 14 urban areas, Chipping Norton had the highest proportion of households without a car (17.0%).

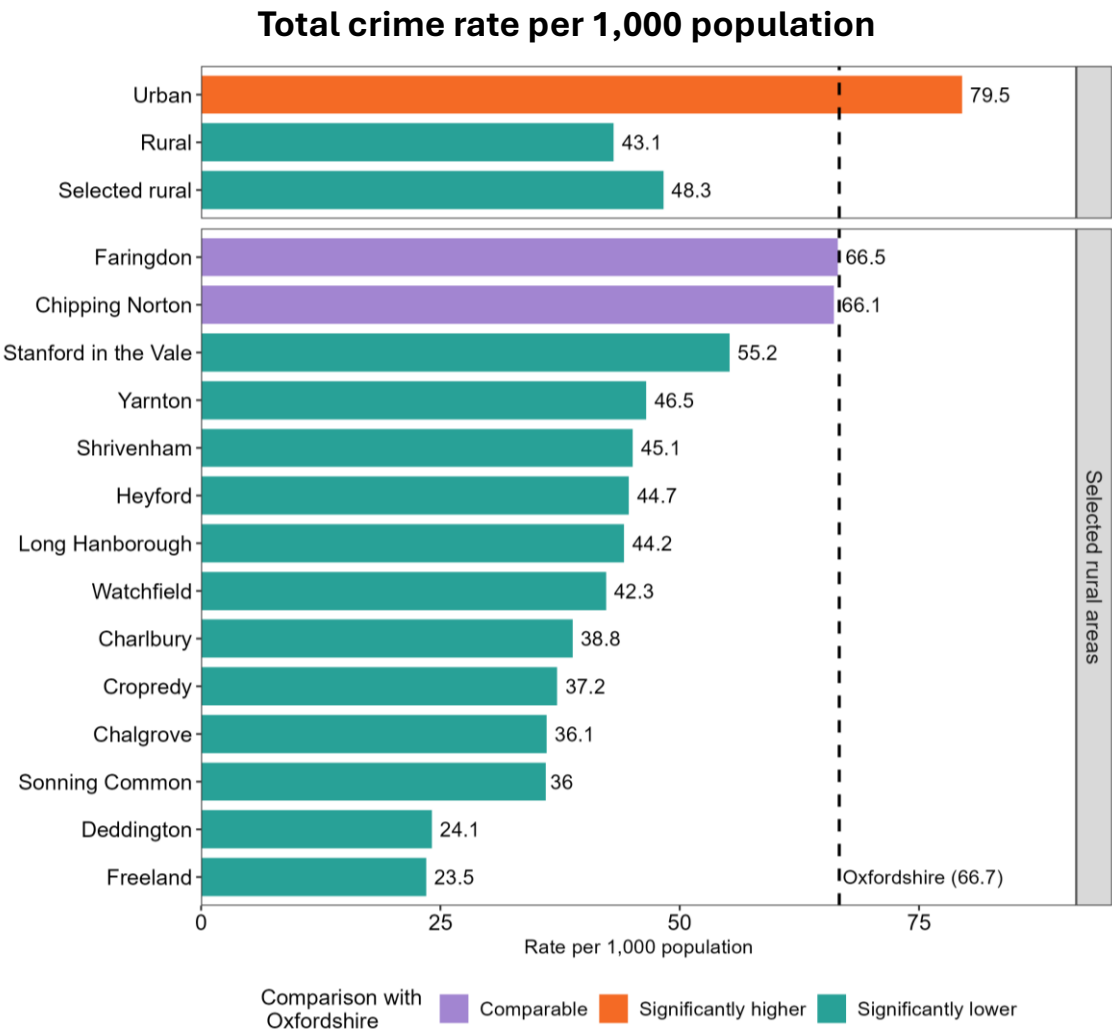
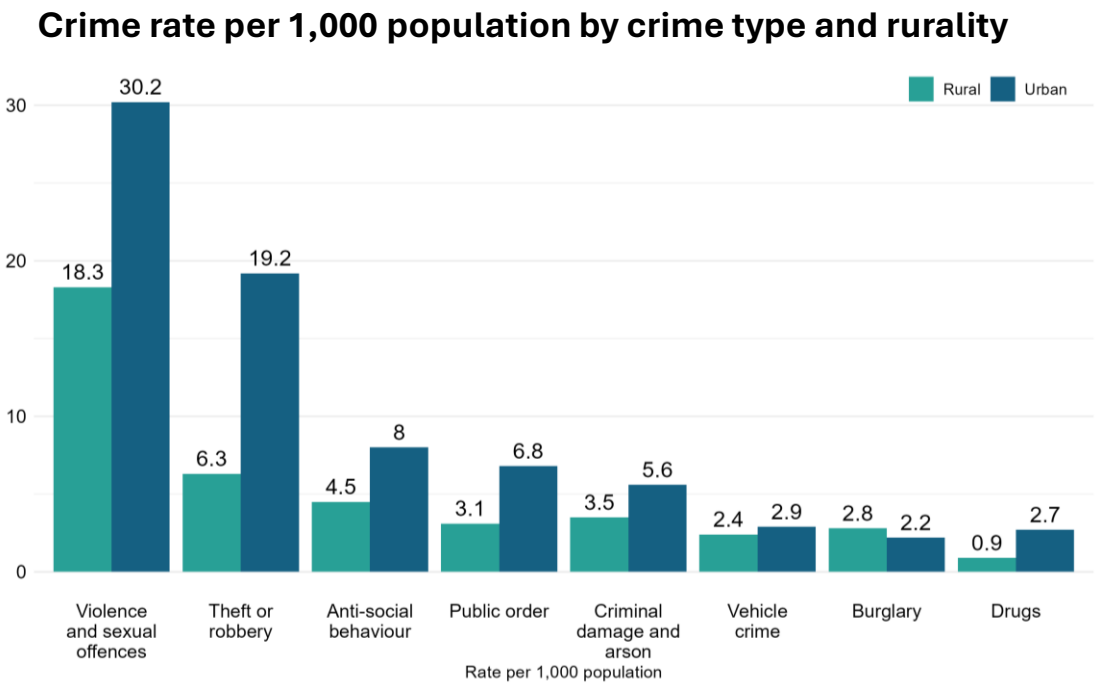
Percentage of households without a car or van (2021)



The overall crime rate was lower in rural areas (43.1 crimes per 1,000 population) compared to urban (79.5) in the financial year 2025/26.

Violence and sexual offences was the most common crime in rural areas (18.3 crimes per 1,000), and Chipping Norton was the only of the selected areas with higher rate (31.9) compared to the Oxfordshire average (26.0).

Burglary was the only type of crime more common in rural areas than in urban, but all selected areas had similar rates to Oxfordshire.



Appendix

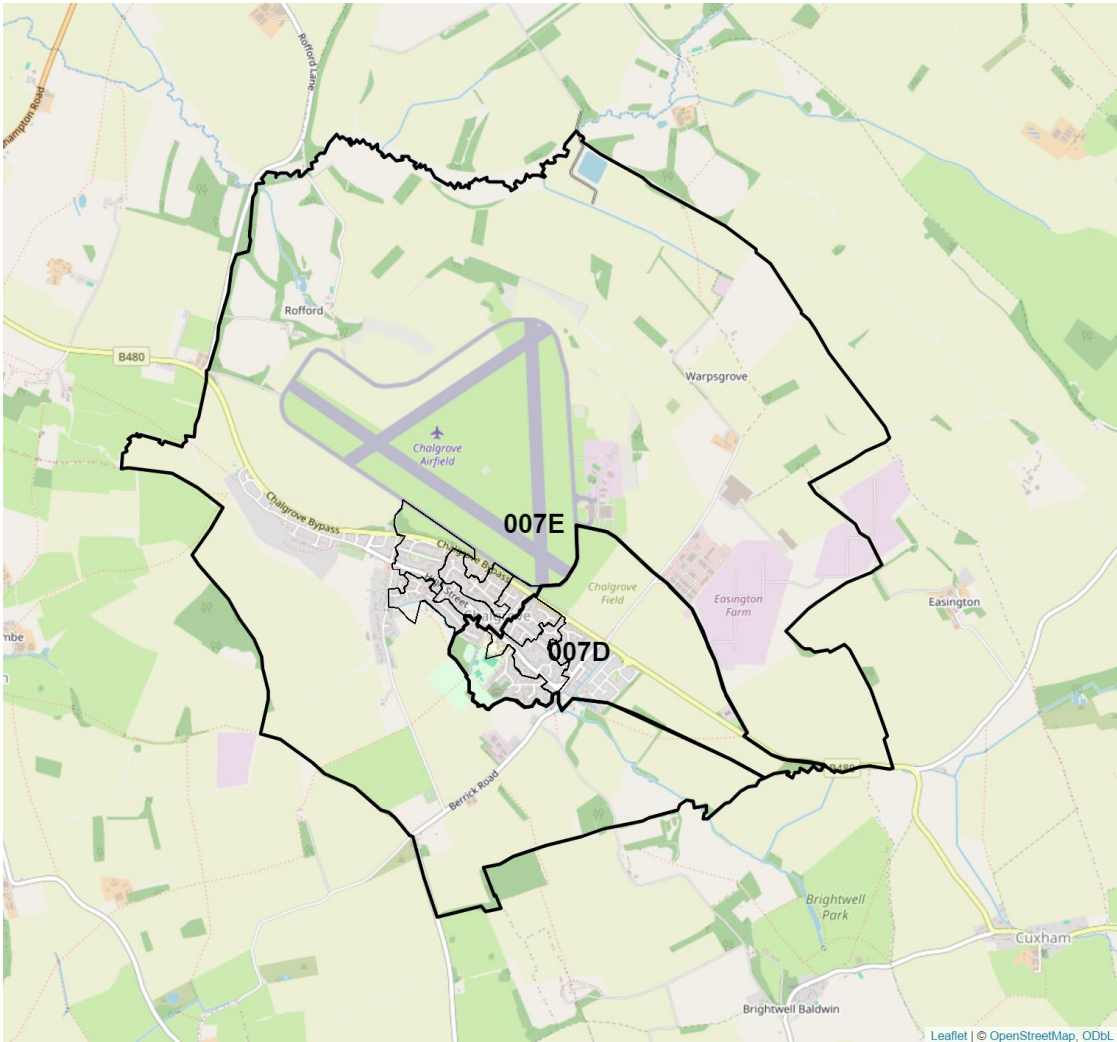
Chalgrove is situated in South Oxfordshire. The data included in this pack are based on a geographical area built from Lower Super Output Areas (LSOAs) South Oxfordshire 007D and South Oxfordshire 007E, which comprise of 4 and 5 Output Areas respectively.

Data for the Chalgrove area is included for:

- The Lower Super Output Areas (LSOAs) South Oxfordshire 007D and South Oxfordshire 007E.
- Where data is not available at an LSOA level, data is included for the Middle Layer Super Output Area (MSOA) Chalgrove, Stadhampton & Dorchester (South Oxfordshire 007). In addition to the above LSOAs, this MSA includes LSOAs South Oxfordshire 007A, 007B, and 007C.

Area	Total population
Chalgrove area (LSOAs South Oxfordshire 007D, 007E)	3,099
Chalgrove, Stadhampton & Dorchester MSA (South Oxfordshire 007)	7,933

Map showing LSOAs and Output Areas in the Chalgrove area



Bold outlines show the LSOA boundaries and fine lines the Output Area boundaries.

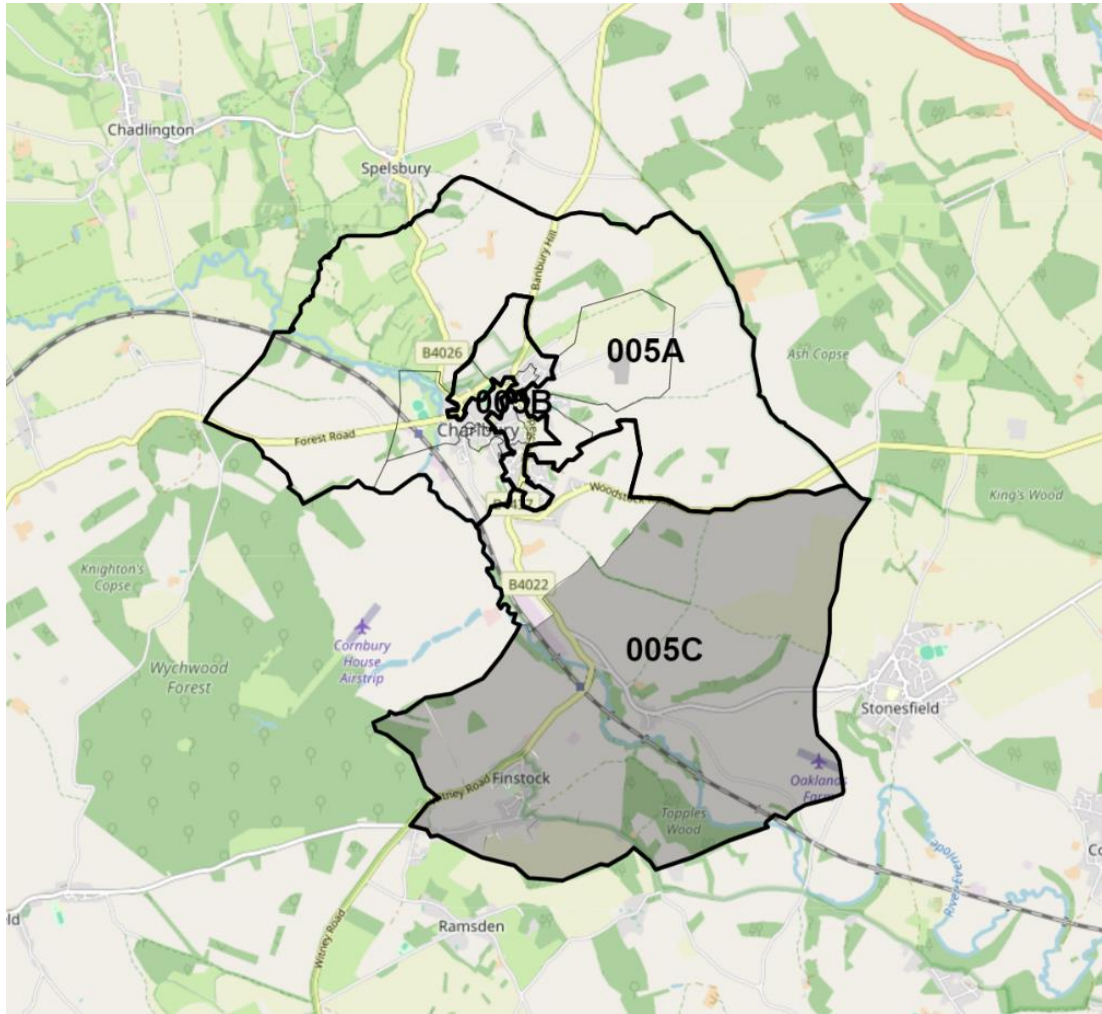
Charlbury is situated in West Oxfordshire. The data included in this pack are based on a geographical area built from LSOA West Oxfordshire 005A, LSOA West Oxfordshire 005B, and one Output Area from LSOA West Oxfordshire 005C.

Data for the Charlbury area is included for:

- All five Output Areas within the West Oxfordshire 005A LSOA, all six Output Areas within the West Oxfordshire 005B LSOA, and one Output Area from LSOA West Oxfordshire 005C.
- Where data is not available at Output Area level, data is included for the LSOAs West Oxfordshire 005A, 005B, and 005C, and therefore include the remaining three output areas of West Oxfordshire 005C.
- Where data is not available at LSOA level, data is included for the Charlbury & North Leigh MSOA (West Oxfordshire 005), which also includes LSOAs West Oxfordshire 005C and 005D.

Area	Total population
Charlbury area (12 OAs)	3,121
LSOAs West Oxfordshire 005A, 005B, 005C	3,893
Charlbury & North Leigh MSOA (West Oxfordshire 005)	6,206

Map showing LSOAs and Output Areas in the Charlbury area



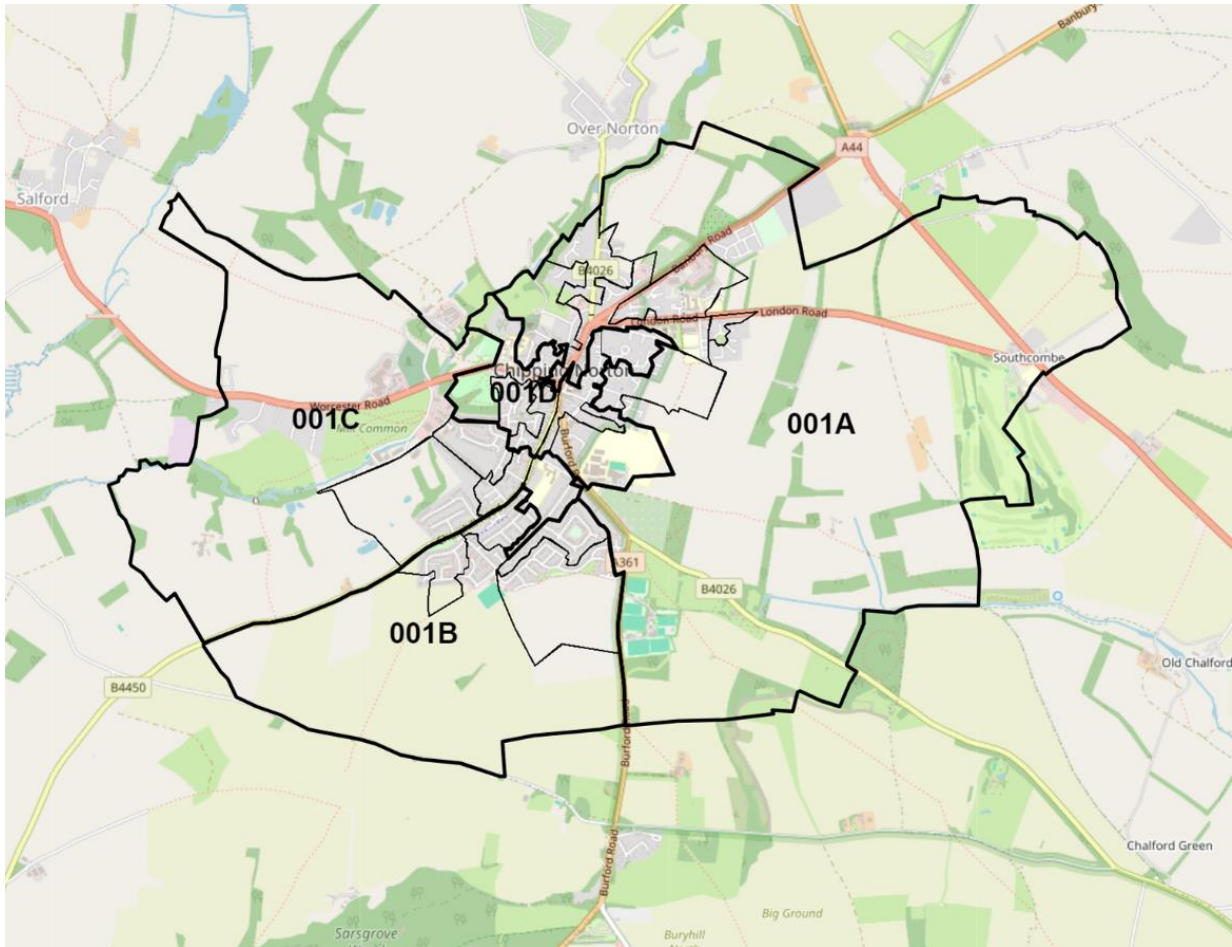
Greyed out areas are not included in data at output area level. Bold outlines show the LSOA boundaries and fine lines the Output Area boundaries.

Chipping Norton is situated in West Oxfordshire, within the Cotswolds, 18 miles northwest of Oxford. The data included in this pack are based on the Chipping Norton MSOA (West Oxfordshire 001).

This MSOA includes 4 LSOAs: West Oxfordshire 001A, 001B, 001C, 001D, with 6, 5, 5, and 6 Output Areas respectively.

Area	Total population
LSOAs West Oxfordshire 001A, 001B, 001C, 001D)	7,469
Chipping Norton MSOA (West Oxfordshire 001)	7,469

Map showing LSOAs and Output Areas within the Chipping Norton area



Bold outlines show the LSOA boundaries and fine lines the Output Area boundaries.

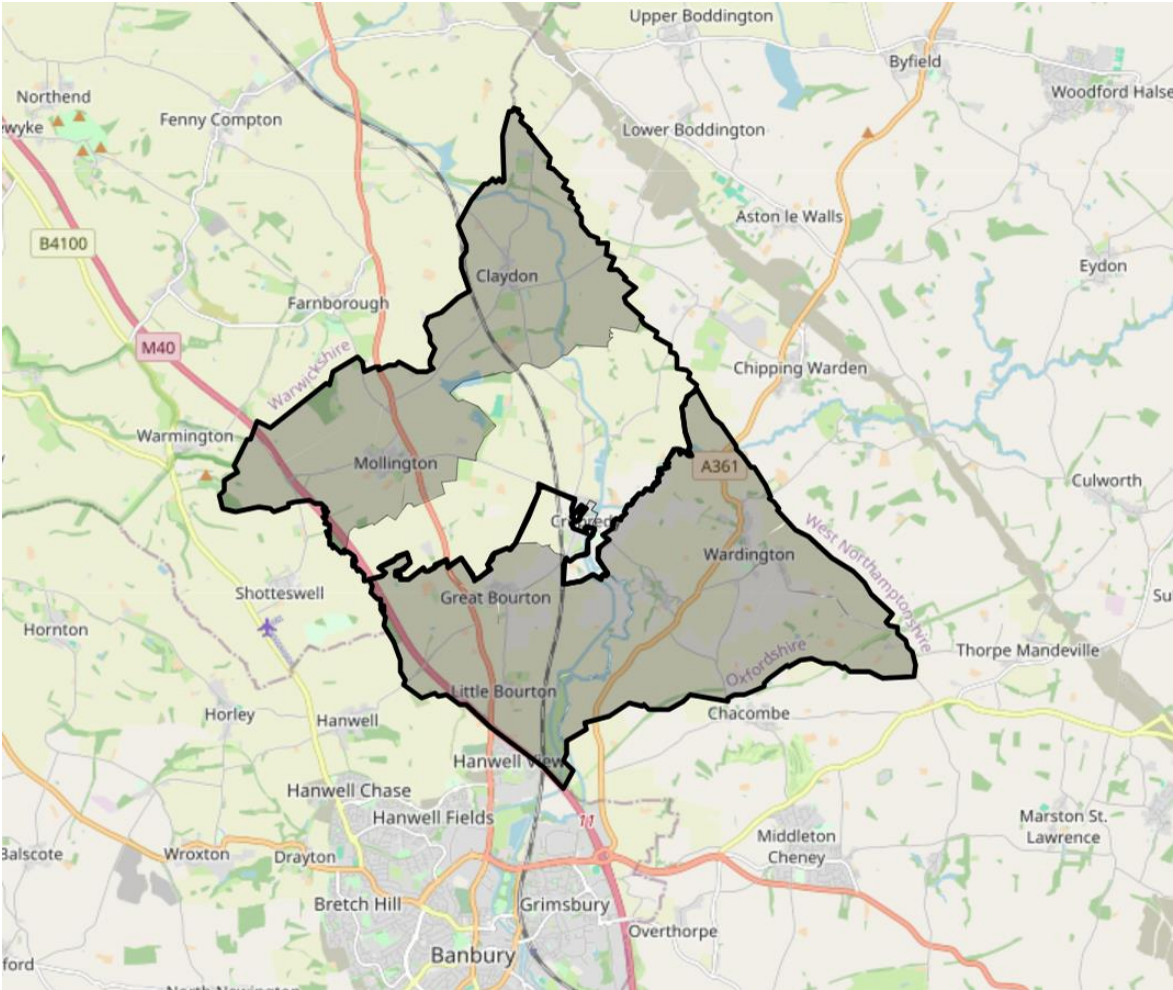
Cropredy is situated in Cherwell. The data included in this pack are based on a geographical area built from two Output Areas from LSOA Cherwell 001A and one output area from LSOA Cherwell 001B.

Data for the Cropredy area is included for:

- Two Output Areas within LSOA Cherwell 001A and one Output Area within LSOA Cherwell 001B.
- Where data is not available at Output Area level, data is included for the LSOAs Cherwell 001A and 001B, and therefore include seven additional Output Areas.
- Where data is not available at LSOA level, data is included for the Cropredy, Wroxton & Shennington MSOA (Cherwell 001), which also includes LSOAs Cherwell 001C, 001E, and 001F.

Area	Total population
Cropredy area (3 OAs)	774
LSOAs Cherwell 001A and 001B	2,927
Cropredy, Wroxton & Shennington MSOA (Cherwell 001)	8,020

Map showing LSOAs and Output Areas in the Cropredy area



Greyed out areas are not included in data at output area level. Bold outlines show the LSOA boundaries and fine lines the Output Area boundaries.

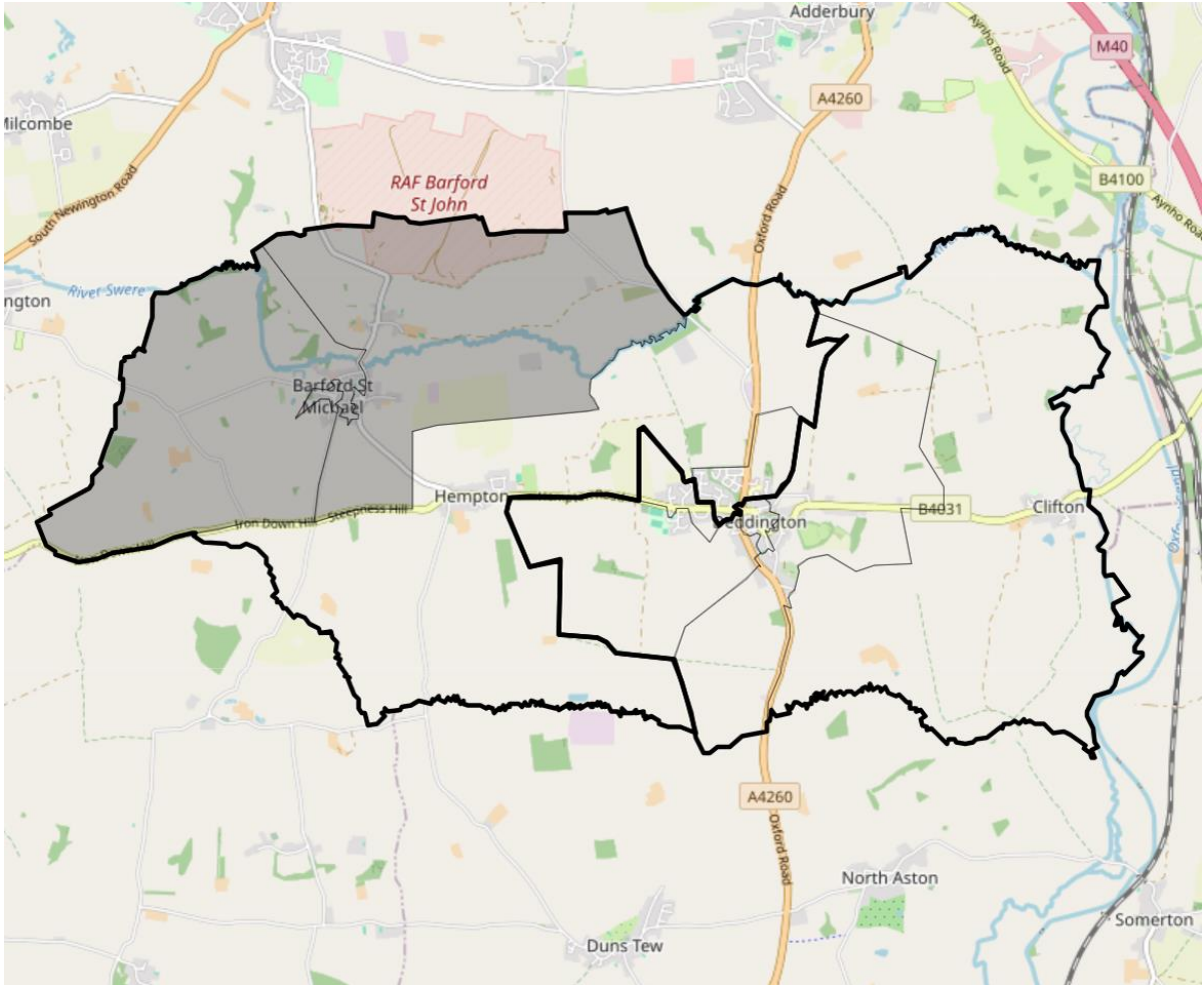
Deddington is situated in Cherwell. The data included in this pack are based on a geographical area built from LSOA Cherwell 010A (all 5 Output Areas) and two Output Areas from LSOA Cherwell 010B.

Data for Deddington is included for:

- Five Output Areas within LSOA Cherwell 010A and two Output Areas within LSOA Cherwell 010B.
- Where data is not available at Output Area level, data is included for the LSOAs Cherwell 010A and 010B, and therefore include two additional Output Areas.
- Where data is not available at LSOA level, data is included for the Deddington, Steeple Aston & Heyfords MSOA (Cherwell 010), which also includes LSOAs Cherwell 010D, 010E, 010F and 010G.

Area	Total population
Deddington area (7 OAs)	2,241
LSOAs Cherwell 010A and 010B	2,739
Deddington, Steeple Aston & Heyfords MSOA (Cherwell 010)	10,014

Map showing LSOAs and Output Areas in the Deddington area



Greyed out areas are not included in data at output area level. Bold outlines show the LSOA boundaries and fine lines the Output Area boundaries.

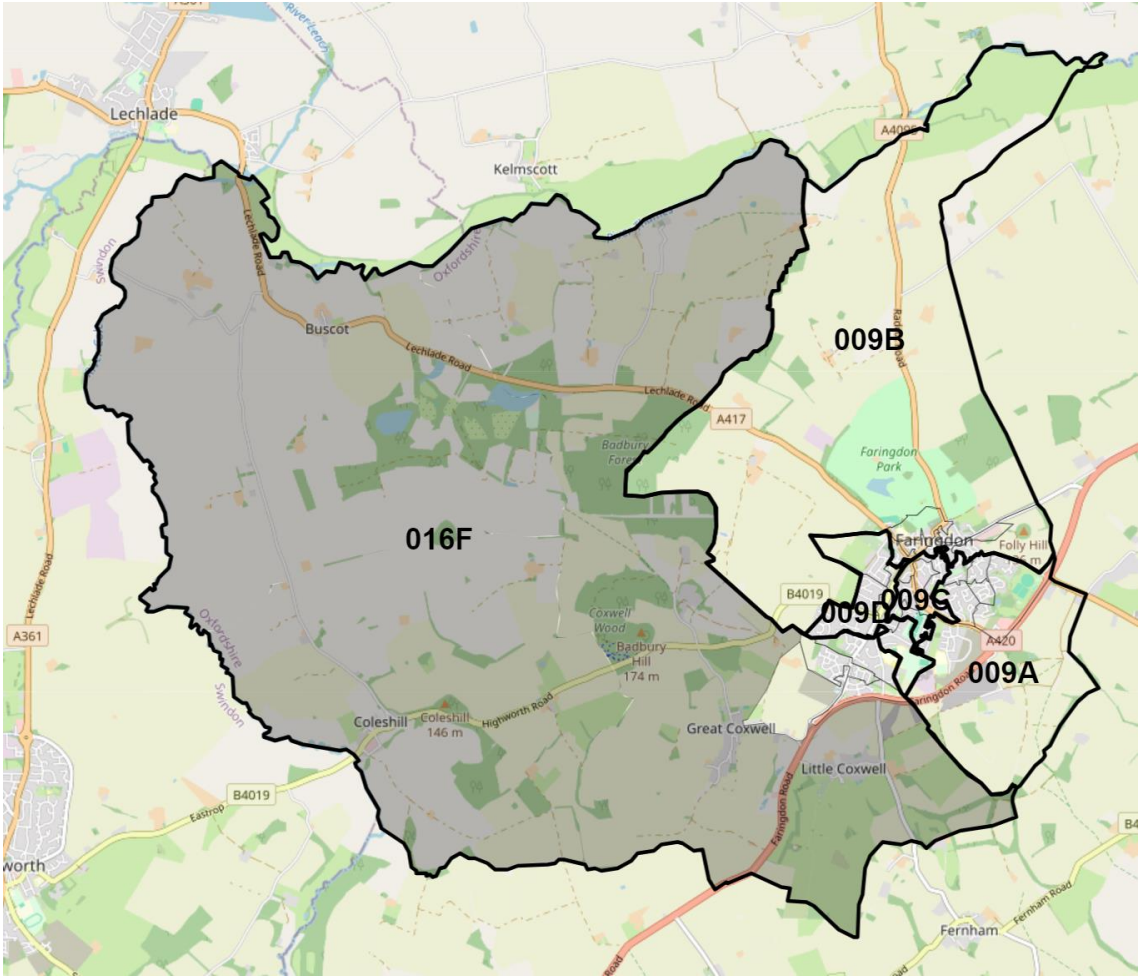
Faringdon is situated in the Vale of White Horse. The data included in this pack are based on a geographical area built from Lower Super Output Areas (LSOAs) Vale of White Horse 009A, 009B, 009C, and 009D, as well as 4 Output Areas in the Vale of White Horse 016F LSOA.

Data for the Faringdon area is included for:

- All Output Areas within LSOA Vale of White Horse 009A, 009B, 009C, and 009D, and four Output Areas within LSOA Vale of White Horse 016F.
- Where data is not available at Output Area level, data is included for the entirety of the above LSOAs, and therefore include four additional Output Areas of LSOA Vale of White Horse 016F.
- Where data is not available at LSOA level, data is included for the Faringdon & Stanford MSOA (Vale of White Horse 009).

Area	Total population
Faringdon area (26 OAs)	9,611
LSOAs Vale of White Horse 009A, 009B, 009C, 009D, Vale of White Horse 016F	10,383
Faringdon & Stanford MSOA (Vale of White Horse 009)	10,995

Map showing LSOAs and Output Areas in the Faringdon area



Greyed out areas are not included in data at output area level. Bold outlines show the LSOA boundaries and fine lines the Output Area boundaries.

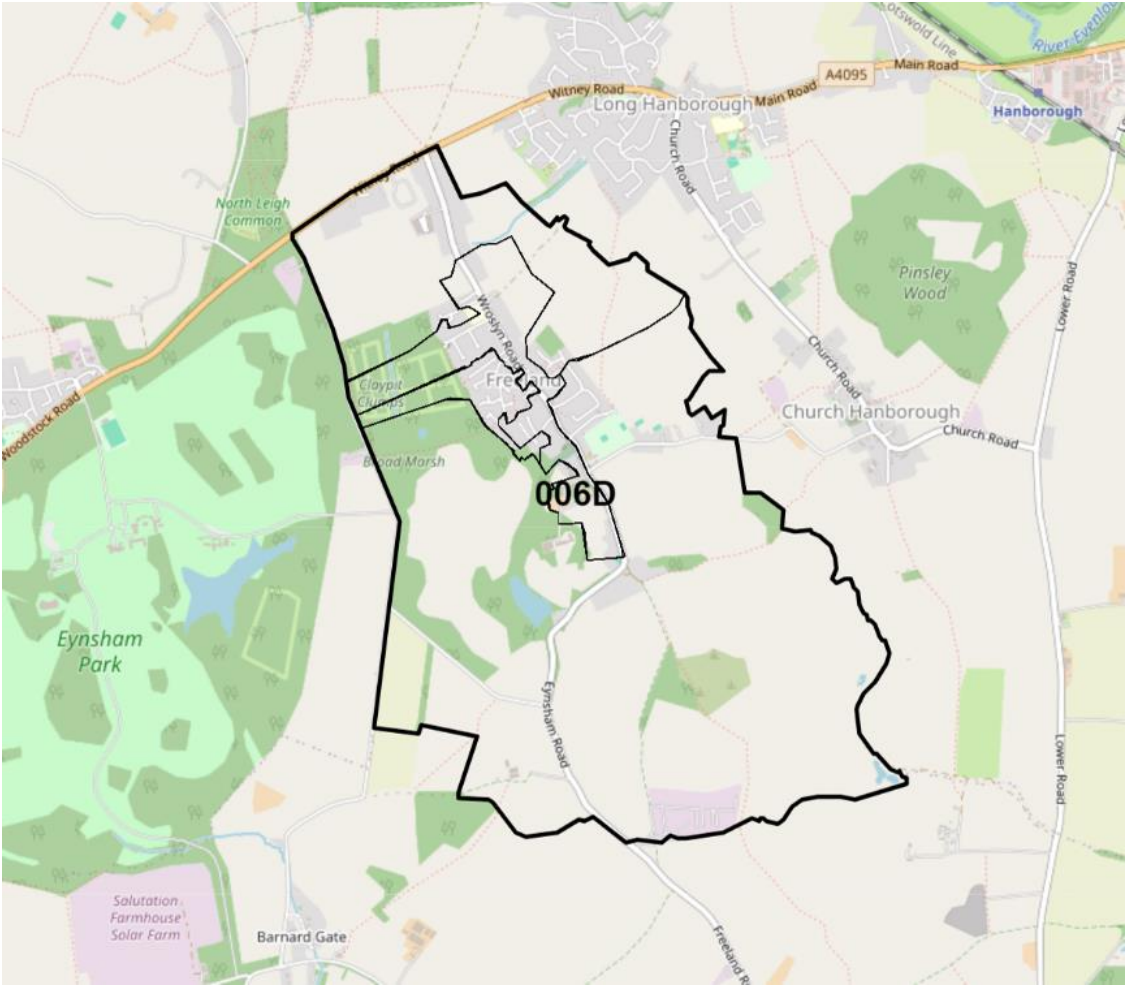
Freeland is situated in West Oxfordshire. The data included in this pack are based on a geographical area built from LSOA West Oxfordshire 006D, which is part of the Hanborough and Cassington MSOA (West Oxfordshire 006).

Data for Freeland is included for:

- All four Output Areas within LSOA West Oxfordshire 006D.
- Where data is not available at Output Area or LSOA level, data is included for the Hanborough & Cassington MSOA (West Oxfordshire 006), which also includes LSOAs West Oxfordshire 006A, 006B, and 006D.

Area	Total population
Freeland area (LSOA West Oxfordshire 006D)	1,657
Hanborough & Cassington MSOA (West Oxfordshire 006)	7,472

Map showing LSOAs and Output Areas in the Freeland area



Bold outlines show the LSOA boundaries and fine lines the Output Area boundaries.

Heyford

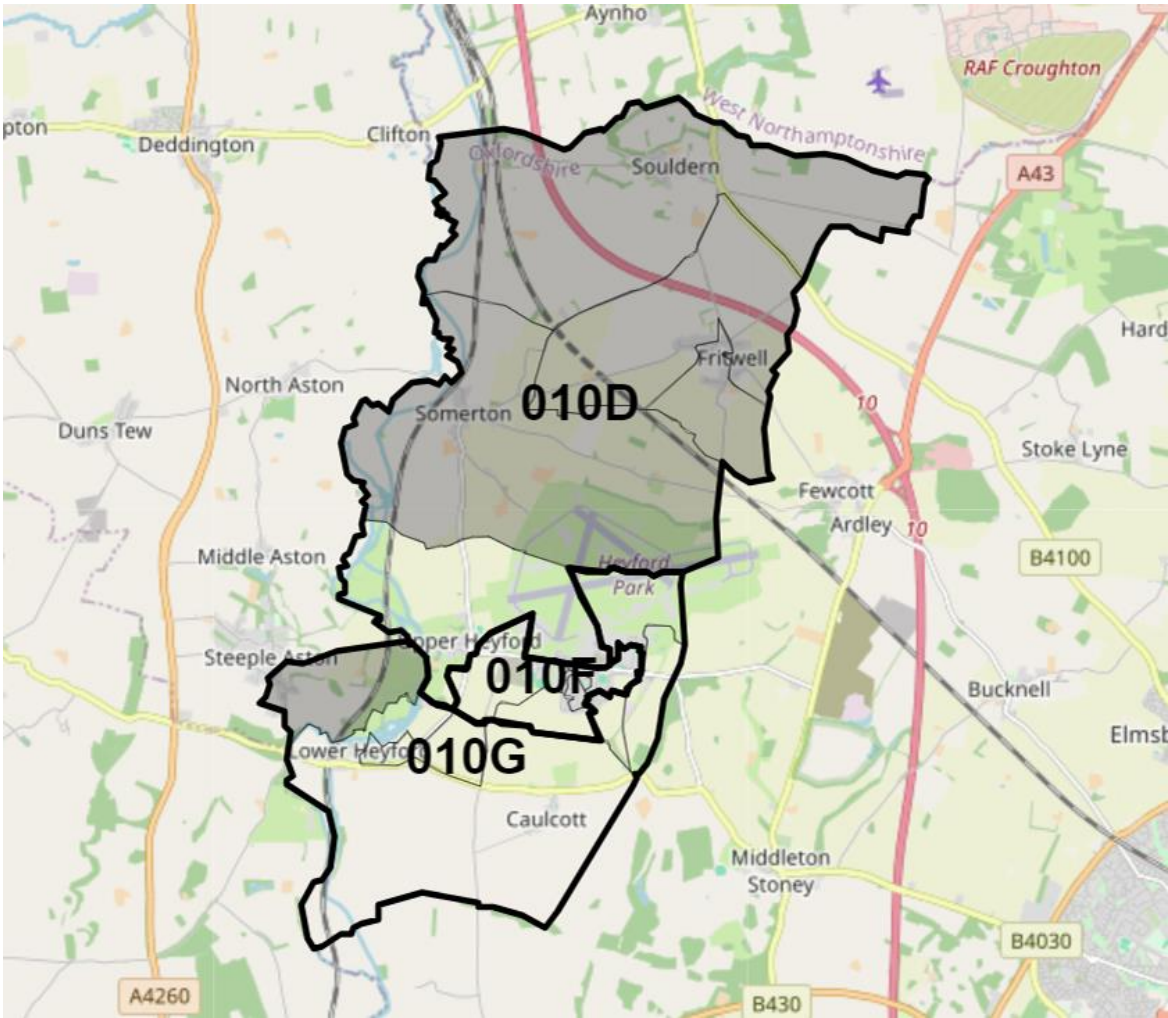
Heyford is situated in Cherwell. The data included in this pack are based on a geographical area built from LSOA Cherwell 010F (all 4 Output Areas), five Output Areas in LSOA Cherwell 010G and one Output Area in LSOA Cherwell 010D.

Data for Heyford is included for:

- Four Output Areas within LSOA Cherwell 010F, five Output Areas within LSOA Cherwell 010G, and one Output Area within Cherwell 010D.
- Where data is not available at Output Area level, data is included for the LSOAs Cherwell 010D, 010F, and 010G, and therefore include five additional Output Areas.
- Where data is not available at LSOA level, data is included for the Deddington, Steeple Aston & Heyfords MSOA (Cherwell 010), which also includes LSOAs Cherwell 010A, 010B, and 010E.

Area	Total population
Heyford area (10 OAs)	4,117
LSOAs Cherwell 010D, 010F, and 010G	5,835
Deddington, Steeple Aston & Heyfords MSOA (Cherwell 010)	10,014

Map showing LSOAs and Output Areas in the Heyford area



Greyed out areas are not included in data at output area level. Bold outlines show the LSOA boundaries and fine lines the Output Area boundaries.

Long Hanborough

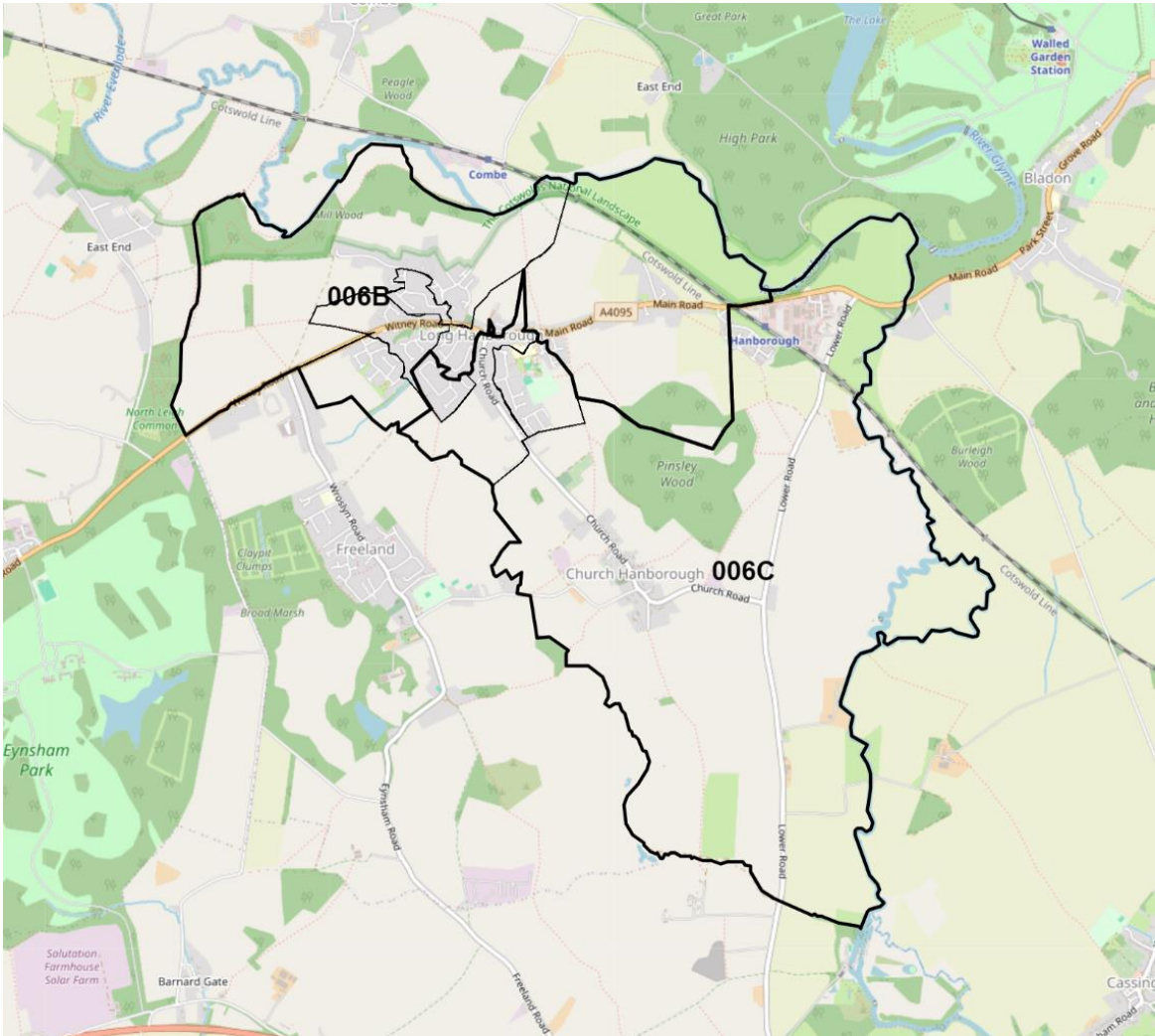
Long Hanborough is situated in West Oxfordshire. The data included in this pack are based on a geographical area built from LSOAs West Oxfordshire 006B and West Oxfordshire 006C.

Data for Long Hanborough is included for:

- All six Output Areas within West Oxfordshire 006B and all four Output Areas within West Oxfordshire 006C.
- Where data is not available at Output Area or LSOA level, data is included for the Hanborough & Cassington MSOA (West Oxfordshire 006), which also includes LSOAs West Oxfordshire 006A and 006D.

Area	Total population
Long Hanborough area (LSOAs West Oxfordshire 006B and 006C)	3,782
Hanborough & Cassington MSOA (West Oxfordshire 006)	7,472

Map showing LSOAs and Output Areas in the Long Hanborough area



Bold outlines show the LSOA boundaries and fine lines the Output Area boundaries.

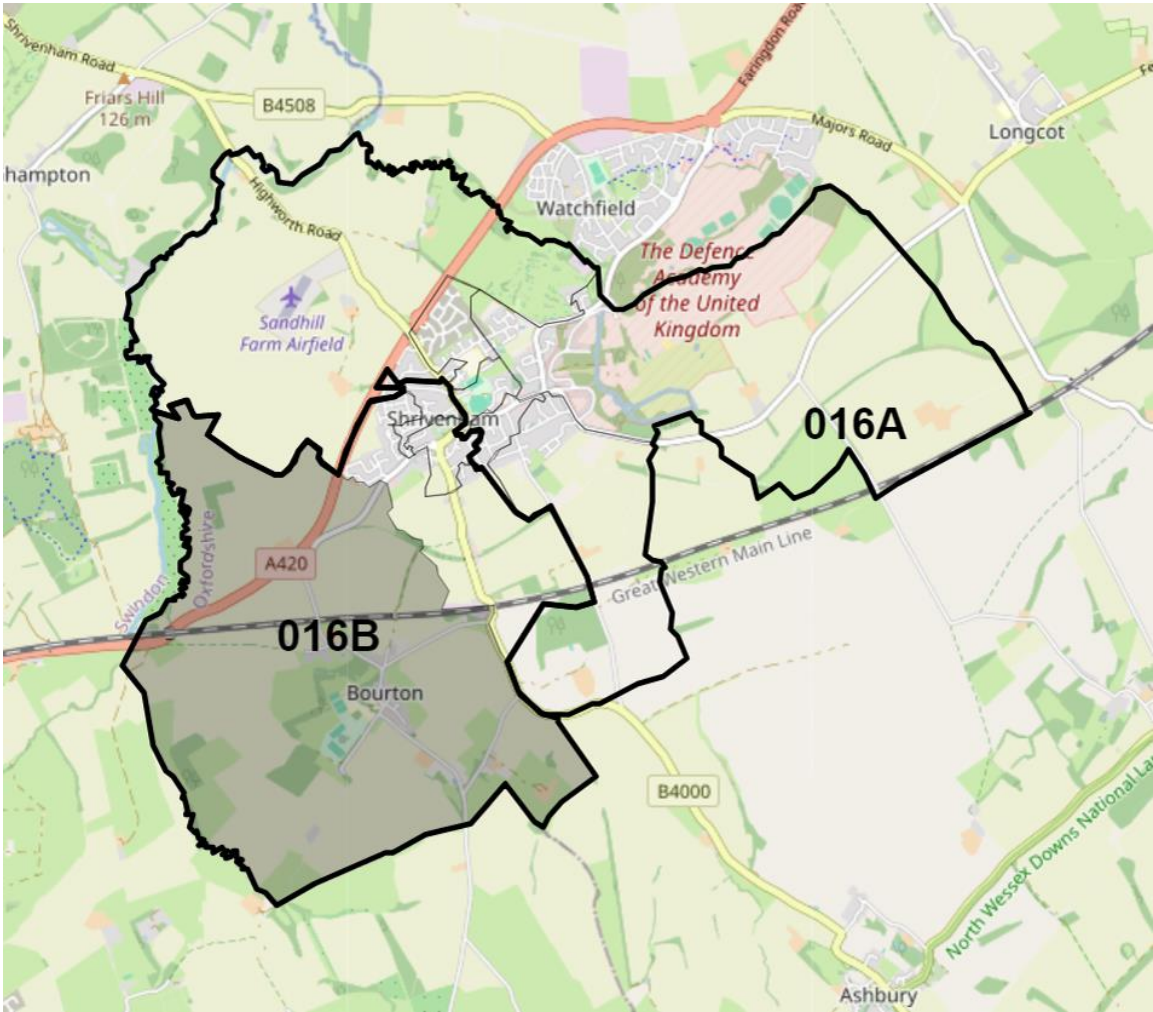
Shrivenham is situated in the Vale of White Horse. The data included in this pack are based on a geographical area built from LSOA Vale of White Horse 016A and three Output Areas in LSOA Vale of White Horse 016B.

Data for Shrivenham is included for:

- Five Output Areas within LSOA Vale of White Horse 016A and three Output Areas within LSOA Vale of White Horse 016B.
- Where data is not available at Output Area level, data is included for the LSOAs Vale of White Horse 016A and 016B, and therefore include one additional Output Area.
- Where data is not available at an LSOA level, data is included for the Shrivenham, Watchfield & Uffington MSOA (Vale of White Horse 016). In addition to the above LSOAs, this MSOA includes 5 additional LSOAs, which are Vale of White Horse 016C, 016D, 016E, 016F and 016G.

Area	Total population
Shrivenham area (8 Output Areas)	3,824
LSOAs Vale of White Horse 016A and 016B	4,144
Shrivenham, Watchfield & Uffington MSOA (Vale of White Horse 016)	15,320

Map showing LSOAs and Output Areas in the Shrivenham area



Greyed out areas are not included in data at output area level. Bold outlines show the LSOA boundaries and fine lines the Output Area boundaries.

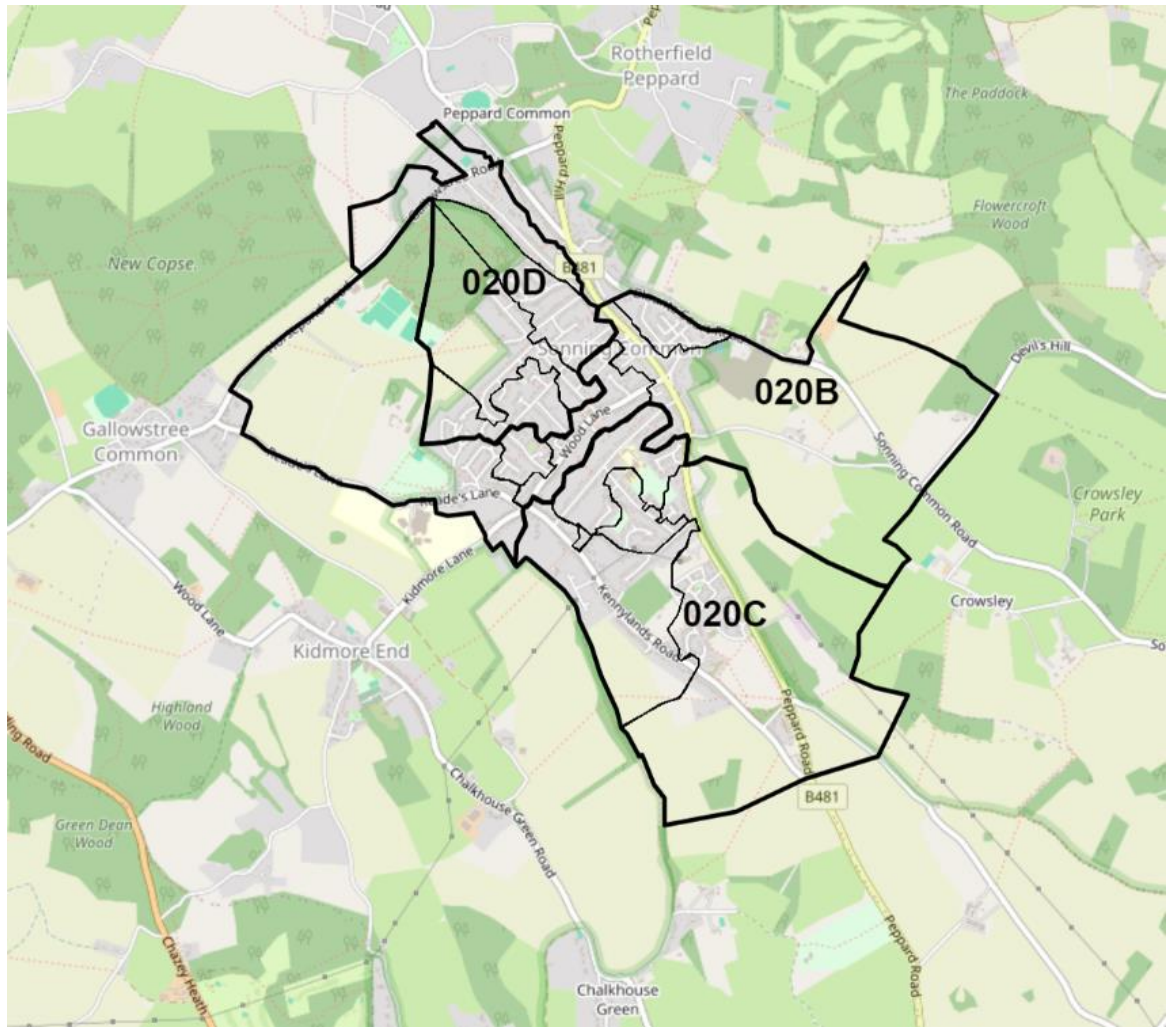
Sonning Common is situated in South Oxfordshire, north of Reading. The data included in this pack are based on a geographical area built from Lower Super Output Areas (LSOAs) South Oxfordshire 020B, South Oxfordshire 020C and South Oxfordshire 020D, which comprise of 5, 4, and 4 Output Areas respectively.

Data for Sonning Common is included for:

- The Lower Super Output Areas (LSOAs) South Oxfordshire 020B, South Oxfordshire 020C and South Oxfordshire 020D.
- Where data is not available at an LSOA level, data is included for the Sonning Common & Kidmore End MSOA (South Oxfordshire 020). In addition to the above LSOAs, this MSOA includes the South Oxfordshire 020A LSOA.

Area	Total population
Sonning Common area (LSOAs South Oxfordshire 020B, 020C and 020D)	4,580
Sonning Common & Kidmore End MSOA (South Oxfordshire 020)	6,160

Map showing LSOAs and Output Areas in the Sonning Common area



Bold outlines show the LSOA boundaries and fine lines the Output Area boundaries.

Stanford in the Vale

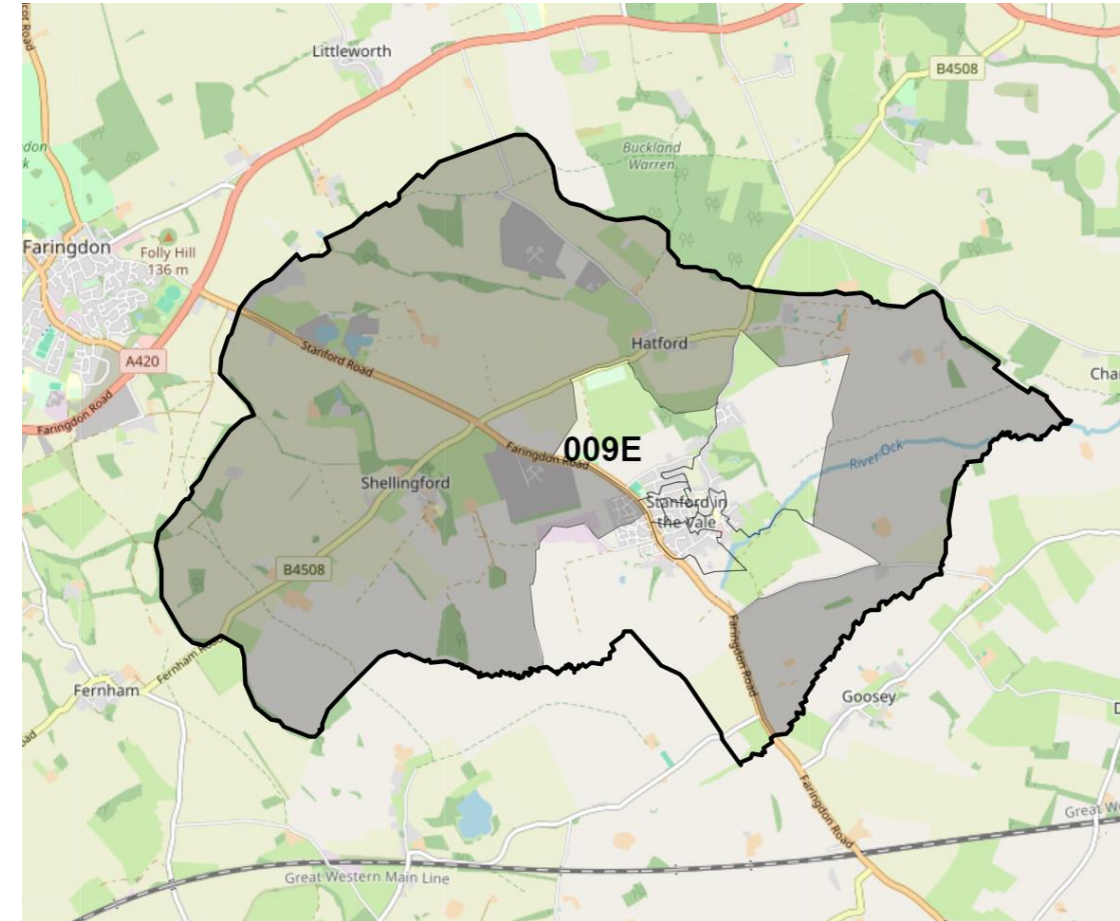
Stanford in the Vale is situated in the Vale of White Horse. The data included in this pack are based on a geographical area built from 6 Output Areas in the LSOA Vale of White Horse 009E.

Data for the Stanford in the Vale area is included for:

- Six Output Areas in the Vale of White Horse 009E LSOA.
- Where data is not available at Output Area level, the LSOA Vale of White Horse 009E is used, which has two additional Output Areas.
- Where data is not available at an LSOA level, data is included for the Faringdon & Stanford MSOA (Vale of White Horse 009). In addition to the above LSOA, this MSOA includes the Vale of White Horse 009A, 009B, 009C and 009D LSOAs. Data presented at this larger geography cover both Stanford and Faringdon areas, and should therefore be interpreted accordingly.

Area	Total population
Stanford in the Vale area (6 Output Areas)	2,573
LSOA Vale of White Horse 009E	3,098
Faringdon & Stanford MSOA (Vale of White Horse 009)	10,995

Map showing LSOAs and Output Areas in the Stanford in the Vale area



Greyed out areas are not included in data at output area level. Bold outlines show the LSOA boundaries and fine lines the Output Area boundaries.

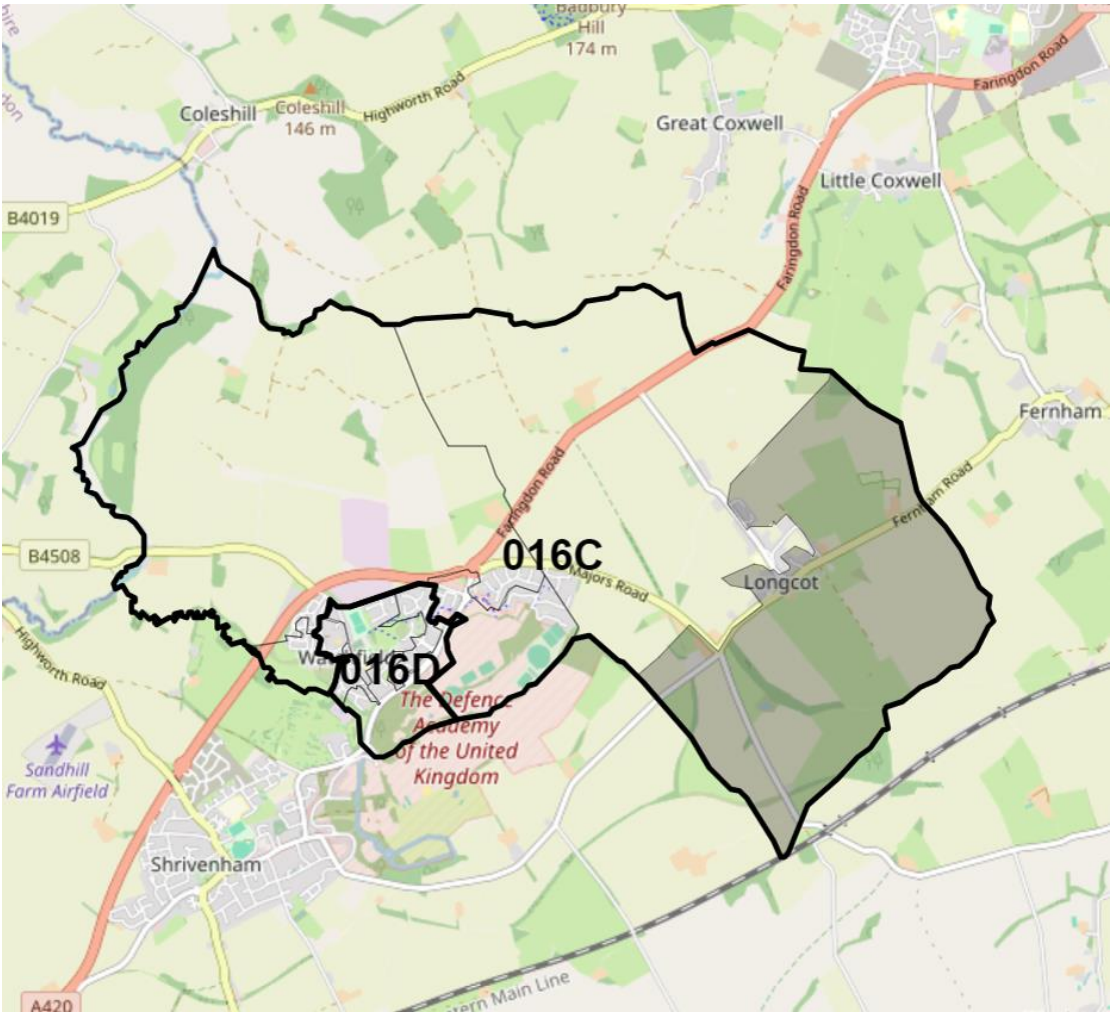
Watchfield is situated in the Vale of White Horse. The data included in this pack are based on a geographical area built from LSOA Vale of White Horse 016D and four Output Areas within Vale of White Horse 016C.

Data for the Watchfield area is included for:

- Four Output Areas in the Vale of White Horse 016C LSOA and five Output Areas in the Vale of White Horse 016D LSOA.
- Where data is not available at Output Area level, the LSOAs Vale of White Horse 016C and 016D are used, which have one additional Output Area.
- Where data is not available at an LSOA level, data is included for the Shrivenham, Watchfield & Uffington MSOA (Vale of White Horse 016). In addition to the above LSOAs, this MSOA includes 5 additional LSOAs, which are Vale of White Horse 016A, 016B, 016E, 016F and 016G. Data presented at this geography cover both Shrivenham and Watchfield areas.

Area	Total population
Watchfield area (9 Output Areas)	2,882
LSOAs Vale of White Horse 016C and 016D	3,171
Shrivenham, Watchfield & Uffington MSOA (Vale of White Horse 016)	15,320

Map showing LSOAs and Output Areas in the Watchfield area



Greyed out areas are not included in data at output area level. Bold outlines show the LSOA boundaries and fine lines the Output Area boundaries.

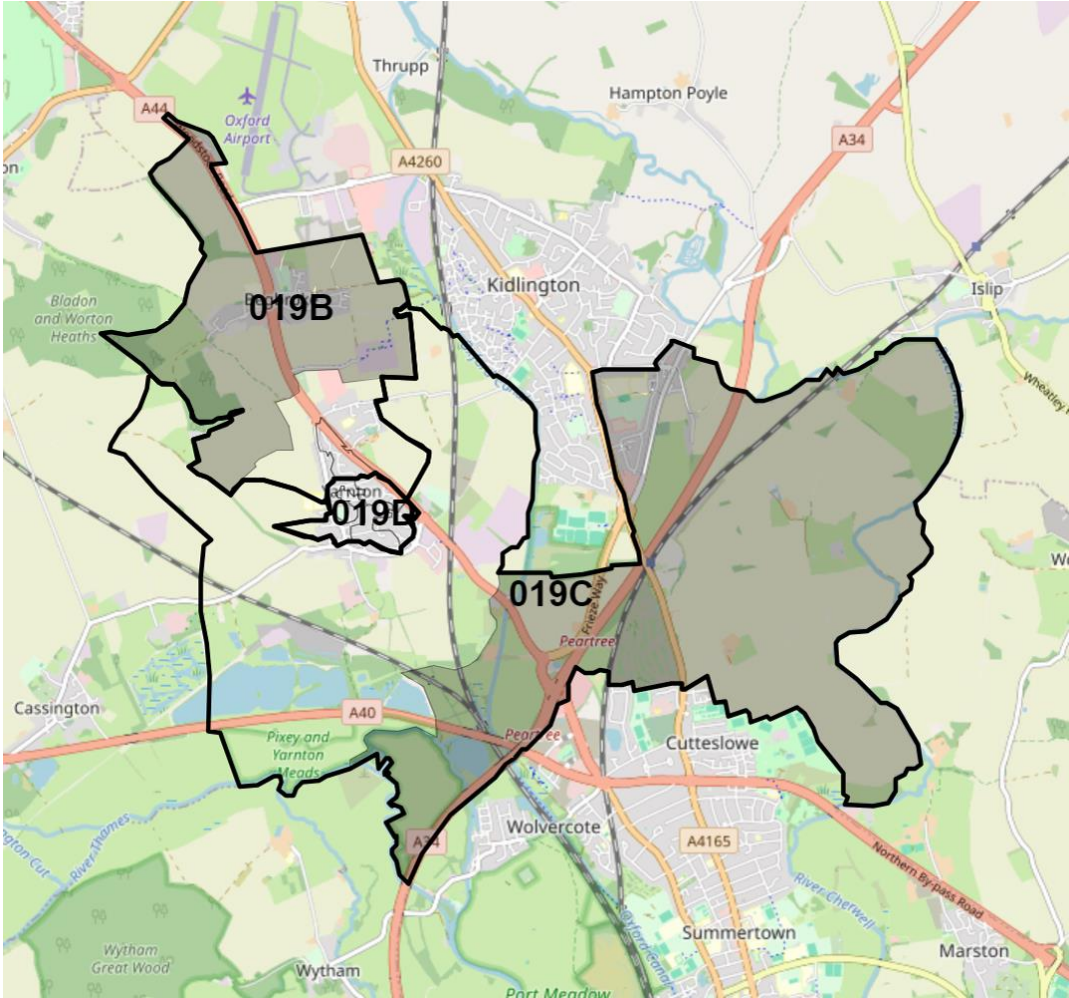
Yarnton is situated in Cherwell, west of Kidlington. The data included in this pack are based on a geographical area built from LSOA Cherwell 019D, two Output Areas from Cherwell 019B, and one Output Area from Cherwell 019C.

Data for the Yarnton area is included for:

- All five Output Areas within the Cherwell 019B LSOA, two Output Areas within the Cherwell 019D LSOA, and one Output Area in Cherwell 019C.
- Where data is not available at Output Area level, data is included for the LSOAs Cherwell 019B and 019D. Cherwell 019C is not included, as its remaining four output areas include parts of Kidlington and are considered urban.
- Where data is not available at LSOA level, data is included for the Middle Layer Super Output Area (MSOA) Begbroke, Yarnton & Water Eaton MSOA (Cherwell 019), which includes LSOAs Cherwell 019A, 019B, 019C and 019D.

Area	Total population
Yarnton area (8 Output Areas)	3,191
LSOAs Cherwell 019B and 019D	3,631
Begbroke, Yarnton & Water Eaton MSOA (Cherwell 019)	6,988

Map showing LSOAs and Output Areas in the Yarnton area



Greyed out areas are not included in data at output area level. Bold outlines show the LSOA boundaries and fine lines the Output Area boundaries.

Index of Multiple Deprivation (IMD25) domains

58

The 7 domains of deprivation, which combine to create the IMD25, with their relative weighting are the following:

- **Income (22.5%):** Measures the proportion of the population experiencing deprivation relating to low income.
 - **Income Deprivation Affecting Children Index (IDACI):** Measures the proportion of all children aged 0 to 15 living in income-deprived families.
 - **Income Deprivation Affecting Older People Index (IDAOPI):** Measures the proportion of those aged 60+ who experience income deprivation.
- **Employment (22.5%):** Measures the proportion of working age population involuntarily excluded from the labour market due to unemployment, sickness, disability, or caring responsibilities.
- **Education, Skills and Training (13.5%):** Measures the lack of attainment and skills in the local population.
 - **Children and Young People:** measures the attainment of qualifications such as Key Stage 2 and 4 attainment, pupil absence, and entry to higher education.
 - **Adult Skills:** measures the lack of qualifications in the resident working age adult population.
- **Health and Disability (13.5%):** Measures the risk of premature death and impairment of life quality through poor physical or mental health.
- **Crime (9.3%):** Measures the risk of personal and material victimisation at local level.
- **Barriers to Housing and Services (9.3%):** Measures the physical and financial accessibility of housing and local services.
 - **Geographical Barriers:** relates to the geographical (in)accessibility of key local services and amenities through a “connectivity score” that measures travel time to retail, education, health, employment and leisure/entertainment destinations by walking, cycling and public transport.
 - **Wider Barriers:** relates to broader issues of accessibility, such as access to affordable housing, overcrowding, homelessness, broadband speed, and patient-to-GP ratio.
- **Living Environment (9.3%):** Measures the quality of both the indoor and outdoor local environment.
 - **Indoor Environment:** measures the quality of the home environment, determined by whether the housing is in poor condition, lacking outdoor space or having low energy efficiency.
 - **Outdoor Environment:** measures air quality, noise pollution, and road traffic accidents involving injury to pedestrians or cyclists.

Priority Places for Food Index (PPFI) definitions

59

The [Priority Places for Food Index](#) (PPFI) is a composite index constructed using open data to determine food insecurity risk across seven domains. The PPFI identifies neighbourhoods that are most vulnerable to increases in the cost of living and which have limited accessibility to nutritious and sustainable food options. The index is computed at LSOA level. Each domain within the Index was weighted as follows so that the food shop access domains (1-4) and affordability barriers (5-7) are equally weighted. Domain definitions and weighting are provided below:

1. Proximity to supermarket retail facilities (12.5%)

- Average distance to nearest large grocery store
- Average count of stores within 1km

2. Accessibility to supermarket retail facilities (12.5%)

- Average travel distance
- Accessibility via public transport

3. Access to online deliveries (12.5%)

- Online groceries availability
- Propensity to shop online

4. Proximity to non-supermarket food provision (12.5%)

- Distance to nearest non-supermarket retail food store
- Count of non-supermarket retail food stores within 1km
- Average distance to nearest market
- Average count of markets within 1km

5. Socio-demographic barriers (16.7%)

- Proportion of population experiencing income deprivation (2017-2020)
- Proportion of population with no car (2021)

6. Need for family food support (16.7%)

- Children in relative low-income families (2022)
- Healthy start voucher uptake (2023)
- Distance to nearest food bank (2023)

7. Fuel Poverty (16.7%)

- Proportion of households in fuel poverty (2017 - 2020)
- Prepayment meter prevalence (2017)