

CHERWELL DISTRICT - RURAL COMMUNITIES

- There are 73 rural parishes in the district
- One third (about 44,000 people) of the population live in rural parishes
- Rural settlements range in size from the six smallest, totalling under 500 residents between them, to the six largest, with over 2,000 each.
- Two thirds of Cherwell's villages have populations of less than 500
- Unlike other Oxfordshire districts, there are no rural market towns to act as hubs for local rural economies.
- Rural Cherwell has 28% home-based workers (above county and regional averages)
- Cherwell has around 700 farms (85% of the district is farmland)
- Farming employment in Oxfordshire has declined by almost 20% since 1990
- Most of rural Cherwell's economically active residents commute to their workplaces. Less than a quarter of them work within 5km of home. Car ownership overall is high, but the people most likely to be without a car are pensioners.
- In rural Cherwell, the population group aged 75 and over is expected to grow by 81% over the next 20 years
- Rural isolation is a key feature of the area affecting older, younger and poorer people more profoundly. 11 rural wards fall into the 10% most deprived in terms of access to housing and services