



The Population and Economy of the Cotswolds Area of Outstanding Natural Beauty

Population

The total resident population of the AONB is just over 139,000¹, of which:

- nearly 60% are of working age
- 16.5% are retired people
- all age groups over 45 years are significantly greater than the national average but children up to five years old and adults between 15 and 29 years old are significantly below the national average, especially those from 20 to 29 years
- 99% of the population is categorised as white.

Economy

The Cotswolds AONB is generally a relatively affluent area:

- of the economically active population, 2.5% are unemployed
- all income bands over £20,000 are better represented in the Cotswolds AONB than nationally
- all of the bands above £40,000 are 20-30% higher than the national average.

Households

One and two person households comprised solely of pensioners are over-represented in the Cotswolds AONB compared to the national picture and the number of households with no children is also above the national average. The increasing proportion of retired and near-retired people creates generally older communities:

- 26% of the resident population is over the age of 60
- 27% of all households, are people living on their own.

1. Headline population statistic supplied by the South West Protected Landscapes Forum, 2006. All other statistics quoted in this section are derived from special analyses commissioned by the Cotswolds AONB Partnership from CACI Ltd and are based on the 2001 Census and other specialist CACI sources. Please note that the information provided about the population of the AONB is derived from more than one source.

Housing

Providing affordable housing throughout the Cotswolds is important, especially for the young and the elderly. This is seen by many people as vital to ensure that balanced communities can survive and prosper. There are continuing increases in the number of people from outside the Cotswolds purchasing second homes within the area:

- detached housing accounts for 47% of dwellings in the AONB, which is over double the national average
- all other types of housing are below the national average
- the bulk of housing is owner-occupied.

Car ownership

Car ownership is extremely high:

- 88% of households have a car and 47.5% have two or more (compared with 28.8% nationally)
- 11% of households have three or more cars, nearly twice the national average
- however, nearly one in eight of the households in the Cotswolds AONB are without a car.

Many other people are without access to a car during the day. This means they are heavily dependent upon the frequency and quality of public and/or community transport.

Employment

The main sources of employment for people living in the AONB are:

- real estate, renting and business activities
- manufacturing
- wholesale and retail trade repairs

These industries account for just over 44% of employed people. Many people within the AONB earn their living by travelling to work in the urban areas outside the AONB boundary. Naturally people from outside also travel into the AONB for work.

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Main occupations In the Cotswolds AONB:

- managers and other professional occupations account for 50% of the working population. This is much higher than the average for Great Britain
- craft and other related occupations are also slightly over-represented compared to the national picture
- clerical/secretarial and machine operatives are much lower than the national average.

Qualifications

The AONB has very well qualified residents:

- over 21% having a degree
- over 3% a higher degree
- nearly 11% a diploma
- possession of higher qualifications is 40% higher than the average for Great Britain.

Land based industries operating in the AONB

The landscape of the AONB depends on the main economic activities of farming, tourism and quarrying. However:

- fewer than 5% of people living in the AONB work in agriculture, hunting, forestry, mining and quarrying
- nearly 5.5% of the employed population work in hotels and restaurants²

2. 2001 Census, Employment Profile, CACI Ltd, 2003.

Cotswolds Conservation Board

Cotswolds Discovery Centre at The Old Prison, Fosse Way, Northleach, Gloucestershire GL54 3JH

Tel: 01451 862000. Email: info@cotswoldsaonb.org.uk

www.cotswoldsaonb.org.uk