

Type F35 Young people renting hard to let social housing often in disadvantaged inner city locations

0.75% 



Overview

Key Features

- Young adults
- Few children
- Few pensioners
- Some teenage mums
- Mix of jobs and incomes
- Significant deprivation
- City centre rented flats
- Some health problems
- Liberal attitudes

Regional Houses



Paisley, PA1



Liverpool, L17



Exeter, EX4



Rankings

- Age Rank (12/61)
- Wealth Rank (48/61)
- Good Health (44/61)
- Fear of Burglary (14/61)
- Degree (16/61)
- Public Renting (18/61)
- Higher Tax (56/61)
- Environment (42/61)
- Internet (19/61)

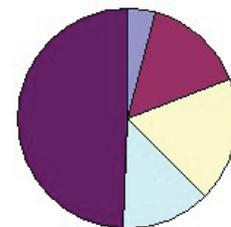
Top Councils

- Aberdeen City (11.11%)
- City of Edinburgh (10.77%)
- Glasgow City (9.61%)
- Dundee City (9.41%)
- Brighton and Hove (6.08%)
- Bournemouth (5.52%)
- Renfrewshire (4.86%)
- Perth & Kinross (3.80%)
- Inverclyde (3.42%)

Constituencies



Regional Distribution



- London (4.07%)
- South East (14.98%)
- East Anglia, Midlands, South West, Wales (18.49%)
- North, North West, Yorkshire (13.04%)
- Scotland, Northern Ireland (49.42%)

Contents

1	Overview
2	Description
3	Characteristics
4	Who We Are
5	Our Education
6	Our Work Lives
7	Our Finances
8	Where We Live
9	Our Home Lives
10	Weltanschauung
11	Time Use
12	Measures of Deprivation
13	Supporting Notes



City of Edinburgh

Type F35 Young people renting hard to let social housing often in disadvantaged inner city locations

0.75% 



Type F35 contains people who live in the centres of cities and larger towns, mostly in mid rise rented flats in tenement blocks or above shops.

Key Features	Communication
<ul style="list-style-type: none"> Young adults Few children Few pensioners Some teenage mums Mix of jobs and incomes Significant deprivation City centre rented flats Some health problems Liberal attitudes 	<ul style="list-style-type: none"> Receptive <ul style="list-style-type: none"> Internet Telemarketing Telephone advice lines Centre-left broadsheets Unreceptive <ul style="list-style-type: none"> Tabloid press

Description - Public Sector Focus

Education Whilst a significant number of people in Type F35 will have left school with few, if any, qualifications, the proportion with 'A' levels and degrees is well above the national average, highlighting the diversity of the population. Very few children are brought up in these areas, and those that are tend to belong to the poorer families, often of ethnic origin. Many qualify for free school meals. Attainment levels throughout their schooling, whilst better than other Types within Group F, are well below national levels. However, these people may be taking advantage of the Widening Participation agenda, so an above average proportion are entering higher education.

Health These people have adopted a lifestyle dictated by circumstance. Their diet tends to consist of standard foods bought in small quantities from the convenience grocer; and consequently items such as fresh fish or vegetables are quite rare. Financial constraints mean that many cannot afford to participate in active pursuits. Drinking tends to be irregular, but a night out can involve some heavy consumption. With this lifestyle it is not surprising that Type F35 has some health problems, particularly relating to drug and alcohol abuse. Mental health problems also affect a significant proportion of the population.

Crime These neighbourhoods are not considered pleasant places in which to live, although many consider that it could be a lot worse. The transient nature of many of the population means that neighbours rarely know each other, let alone provide help when it is needed. Fear of crime is reasonably high, although it is less than the rate of actual occurrence of all major types of crime. Typical of its town and city centre location, offences tend to happen in or close to the home; it is in these areas that young men under the influence of drink or drugs are more likely to be the offender. There is general dissatisfaction with the police.

Finances Many people are so poor that they pay no income tax, and rely heavily on the state for benefits such as Income Support and Jobseeker's Allowance. There are virtually no higher earners, so most will have no savings and investments of any real value. These relatively transient neighbourhoods, with associated poverty, make it difficult for Local Authorities to consistently collect council tax revenues.

Environmental Issues For most people, environmental concerns are rarely in their thoughts. They have far more immediate concerns of their own, and will often consider that global warming and the like are problems for other people and for future generations. However, predominance of singles, and the flats and bedsits in which many of them live mean that home energy consumption is relatively low. Vehicle usage is varied, although many households will not have access to a car.

Type F35 Young people renting hard to let social housing often in disadvantaged inner city locations

0.75% 



Description - Sociology and Environment

Summary *Type F35* contains people who live in the centres of cities and larger towns, mostly in mid rise rented flats in tenement blocks or above shops.

Demography *Type F35* neighbourhoods are found in the areas which lie at the heart of larger towns and cities close by commercial buildings and shops, where young people can find inexpensive flats which they can rent for short periods of time.

These rentals are sometimes from the public sector, particularly from housing associations, sometimes from private landlords. They tend to be either purpose built units in mid rise blocks of walk up flats or bedsits in the larger terraced houses which may, originally, have been built for the Victorian middle classes but which are now converted for multiple occupation.

These neighbourhoods attract a scattering of students and well qualified young professionals who like the convenience of a city centre location and a spacious house. They often live next door to young people in less fortunate circumstances, many of whom are living in hostels or homes, maybe for ex offenders or for people rehabilitating themselves from drug addiction. These are not the types of area in which the majority of people would like to bring up any, but the very young, children, and few do. The transient nature of much of its population results in an environment where people don't know and indeed often don't trust their neighbours.

With large numbers of people passing through these neighbourhoods to reach workplaces or shops they are often areas where the risk of crime is high and where local shopkeepers would be prudent to fit effective security systems.

People move in to these areas typically around the age of 18. Some arrive as students. Others arrive as a result of disputes with their parents or to find cheap places in which to live with a young partner. By the age of 30 most of these people will have left these areas, either to start a family in an older terrace in a better part of town, or to more spacious accommodation provided for them by the local council.

For the time being people are likely to work in the types of occupations offered in the city centre, the better qualified young professionals perhaps as trainees in a professional practice, many of the less well educated as shop assistants. Others work in the caring professions. The population includes significant numbers of people who are deprived in some manner or other. For example many people who live in these neighbourhoods are unemployed and the proportion that suffers from ill health or permanent disabilities is well above the national average. Teenage mothers, children in overcrowded conditions and single parents are all over-represented in these areas.

Environment Neighbourhoods of *Type F35* take a variety of forms. Many are found in large Scottish cities where they will often consist of streets of older, flat fronted tenement buildings where a single front door to the street provides access to a staircase, from which very small studio flats are reached on each of the four or so floors. A number take the form of hard to let mid rise blocks close to a major traffic artery or to car parks. In English cities, neighbourhoods of *Type F35* are more likely to consist of tall, three storey terraced houses which may have been built in the late nineteenth century for middle class families with a servant but which are now too large for the typical family. Many of these houses have been bought up by housing associations as places to let or as hostels under 'care in the community' programmes. In each of these cases, the buildings are packed in at high residential densities and what little land was originally allocated to gardens is seldom tended with any enthusiasm by current residents. Public spaces are most likely to be shared with motorists and shoppers, and inner city parks are likely to be some distance away. Such areas may be supported by local convenience stores along major arteries and obviously have good access to the variety of shops located in the city centre nearby.

(Continued)

Type F35 Young people renting hard to let social housing often in disadvantaged inner city locations

0.75% 



Description - Sociology and Environment *(Continued)*

Economy Neighbourhoods of *Type F35*, typically rely for employment on service jobs in city centres. These are increasingly polarised between low paid casual work in shops and restaurants, and higher paid work with better long term career prospects for those with appropriate professional qualifications.

Consumer Values For *Type F35*, consumption is not a priority. For the better educated, the priority is the development of their 'human' capital, the acquisition of degrees or further technical qualifications. For the less fortunate, the priority is overcoming specific social or medical handicaps. Living in small flats rented only for short periods of time, many residents have yet to reach the 'nest-making' phase of their lives which involves fitting out the home with products that match their own particular tastes. Few people's jobs command the salaries that would enable them to engage in the more cosmopolitan lifestyles common in more affluent quarters of the inner city.

Consumption Patterns *Type F35* provides a poor market for virtually all widely advertised goods other than rucksacks and bicycles.

Change The key advantages these neighbourhoods offer are affordable housing and proximity to the city centre. Many have seen their status decline as vulnerable groups have been cared for in the 'community' and the fortunes of many individual neighbourhoods is bound up with decisions about the future of particular hostels and housing association properties.

Type F35 Young people renting hard to let social housing often in disadvantaged inner city locations

0.75% 



Description - Culture and Consumer Psychology

These people live in purpose built flats, or converted houses located in, or near to, city centres. Most property is privately rented. The market values of these properties can vary considerably and this is reflected in the composition of the people who live here. The social and environmental conditions may vary a good deal at the very local level but overall, while there are various problems such as theft, noise and the threat of racial attack, these are not unpleasant urban areas in which to live. Various ethnic groups are well represented in these areas, and this Type is common in Scotland.

Most of these people are aged between 18 and 30, and there are very few children or pensioners. Most are living alone. These are heterogeneous people, which is reflected in their occupations. Many work in the old and the new professions, and a significant number are employed in sales and customer service, or in hotels and catering. There is a high proportion of students, and a high rate of unemployment. For those who are now established in employment, work is more likely to be seen as a career than simply a job. Levels of formal qualifications are similarly mixed, and all social grades are represented.

This Type is quite transient in nature. A few older people may have lived in these areas for a number of years, but most people stay for only a year or two. When they leave, they are likely to be replaced by others who have the same or similar characteristics. Most have arrived at a temporary phase in their lives, often between higher education and working life. Once they have established a direction, they move on.

This diversity in occupations also translates into a wide and bipolar range of incomes, with some individuals being quite wealthy and others surviving on state benefits. Most have a current account, a credit card and an active overdraft facility, but there is little interest in money management and life is lived for today. Consequently, levels of savings and investments are low, and some people have significant personal debt. Those who enjoy higher incomes and have a professional working life may have a different perspective on the future, and they consider personal finances more carefully.

Routine grocery shopping is seen as a chore, and these people normally shop infrequently and do not spend a great deal. There are probably many quick trips to stock up on items which are needed immediately. They are not particularly price conscious and will shop at any store that offers long opening hours and a good range of brands, including more unusual brands. Takeaways, often ordered by 'phone, are more common than a conventional family dinner.

These people are well-informed and they have sophisticated tastes. They are widely read. The Guardian, the Independent and the Sunday Times are popular newspapers. They also read quality specialist interest magazines. Watching TV and videos or DVDs occupies a fair amount of leisure time but they are very selective about programme choice and prefer documentaries, plays and classic films to light entertainment, although soaps which reflect their actual or desired lifestyle are also popular. They visit the cinema frequently and they have an active interest in the Arts, in all types of music and in world affairs. A busy social life with friends is important, and they are often out at the pub, the club or the restaurant.

A marked feature of these people is their quick adoption of innovative products, such as IT, and they are well versed in the use of the Internet for information and shopping. Car ownership is low, a consequence of limited income in some cases but more generally by their central locations and adequate public transport. If a car is owned, it is likely to be a small, economy model of almost any make but with some preference for the more unusual marques, that will in some way reflect a sense of individuality.

(Continued)

Type F35 Young people renting hard to let social housing often in disadvantaged inner city locations

0.75% 



Description - Culture and Consumer Psychology *(Continued)*

The degree of optimism is also bipolar amongst these people. Some are sanguine about the future but the majority are positive, and also ambitious. They are quick to initiate and to respond to change, which they welcome in their lives. These people do not want or seek the comfort of routine. An emerging sense of self and of personal destiny drives their beliefs and attitudes and although it may be denied, they are influenced by the view and by the approval of others. There is an element of vanity in their behaviour. Most are wary of consumer society but also seek the benefits it provides, in terms of personal comfort, personal development and social acceptance.

These young, single people live a varied life in terms of spending money and time. Generally, they have informed and cultured preferences but they do not have the necessary disposable income to support the lifestyle to which they aspire.