

Type D26

Communities of lowly paid factory workers, many of them of South Asian descent

Newham
0.91% 



Overview

Key Features

- Large families
- Some overcrowding
- Low qualifications
- Modest incomes
- Free school meals
- Terraces in provincial cities
- Religion important
- Sense of community
- Fear of racism

Regional Houses



Blackburn, BB2



Luton, LU1



Bradford, BD7



Rankings

- Age Rank (1/61)
- Wealth Rank (54/61)
- Good Health (37/61)
- Fear of Burglary (4/61)
- Degree (44/61)
- Public Renting (19/61)
- Higher Tax (54/61)
- Environment (60/61)
- Internet (43/61)

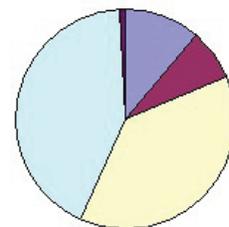
Top Councils

- Newham (16.60%)
- Blackburn with Darwen (13.41%)
- Bradford (12.05%)
- Birmingham (11.77%)
- Pendle (10.48%)
- Luton (10.16%)
- Tower Hamlets (9.73%)
- Leicester (7.60%)
- Oldham (7.12%)

Constituencies



Regional Distribution



- London (11.22%)
- South East (7.38%)
- East Anglia, Midlands, South West, Wales (37.97%)
- North, North West, Yorkshire (42.62%)
- Scotland, Northern Ireland (0.81%)

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 11
- 12
- 13

Contents

- Overview
- Description
- Characteristics
- Who We Are
- Our Education
- Our Work Lives
- Our Finances
- Where We Live
- Our Home Lives
- Weltanschauung
- Time Use
- Measures of Deprivation
- Supporting Notes

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Type D26 contains extremely poor people, many of them of Bangladeshi origin, who live in very low quality 19th century terraced housing in the inner areas of industrial towns.

Key Features	Communication
<ul style="list-style-type: none"> Large families Some overcrowding Low qualifications Modest incomes Free school meals Terraces in provincial cities Religion important Sense of community Fear of racism 	<ul style="list-style-type: none"> Receptive <ul style="list-style-type: none"> Internet Telemarketing Unreceptive <ul style="list-style-type: none"> TV Newspapers Leaflets

Description - Public Sector Focus

Education Educational attainment is low, with close to 50% having no formal qualifications. There is some evidence, however, that those that have had both the opportunity and ability have at least progressed to 'A' level standard, although few have gone beyond that. Carefully thought through, further education opportunities may be a way of helping many more of this generally poor community. It is not surprising that the educational standards of the children are equally poor. A well below average proportion will leave school without the solid qualifications needed for well paid employment. However, the proportion going to university is close to the national average, again indicating that where opportunity and ability combine this community will strive to better itself. A very high proportion of children live in homes where English is not spoken, and many qualify for free school meals.

Health Bad diet is a hallmark of these people, as they eat a cuisine suited to their traditional lifestyle in the Far East rather than the more sedentary ways of the UK. They also tend to be heavy smokers, but alcohol plays less of a role, often for religious reasons. Health is generally poor across the board, with respiratory illnesses and heart disease a particular concern. Teenage pregnancy rates are also surprisingly high, given the cultural background of many in these communities. Few of these people will have medical insurance, so the burden on the NHS is high.

Crime The residents of Type D26 areas do not find their neighbourhood a pleasant one in which to live, although their cultural background gives some degree of neighbourly support. Anti-social behaviour is rife, and racism is high. Unsurprisingly, the fear of crime is well above the national average, although it is slightly less than in the better-off Type C20 areas. All types of crime are common, and it is more likely to occur in or near the home than elsewhere. These people perceive the police as disinterested and ineffective.

Finances Almost two thirds of these very poor people pay no income tax, and virtually none pay tax at the higher rate. The shortage of money, combined with cultural constraints, means that little is put into formal savings and investments. Consequently take-up of Income Support and Jobseeker's Allowance is running at twice the norm in these areas. Few qualify for the state pension, through both age and a lack of contributions, but those that do are likely to be also claiming Pension Credits. Non-payment of council tax is an issue for those Local Authorities with high numbers of this Mosaic Type, although it is normally an issue of "Can't Pay" rather than "Won't Pay".

Environmental Issues In terms of attitude this is one of the most environmentally unfriendly Types. Few care for the environment, recycling is not a priority, and environmental products do not sell well in these areas. Their home lives are also damaging, with extended families and low levels of employment ensuring that energy usage is high throughout the day. The only positive contribution is low car ownership coupled with low annual mileage, although car ownership is increasing rapidly.



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Description - Sociology and Environment

Summary *Type D26* contains extremely poor people, many of them of Bangladeshi origin, who live in very low quality 19th century terraced housing in the inner areas of industrial towns.

Demography Many people in *Type D26* are first generation economic migrants who have moved to the United Kingdom from rural South Asian communities particularly in Bangladesh. Indeed, at the time of the 2001 census, one quarter of the population had been born in South Asia. Many of the older people do not speak English and, as a result, have taken up low paid and unskilled shift work in local factories, often in the textile industry. Lacking confidence in their ability to integrate within the broader community, older migrants have settled in distinct communities, close to friends and relatives, buying up cheaper terraced houses many of which were, and still are, in a state of poor repair. To save money, many second generation members of these communities continue to live in their parents' houses, and with multiple generation families there is a high level of overcrowding. Whilst birth rates are lower than in their home countries, these communities nevertheless contain high proportions of young children. This is partly because of the tradition of very early marriage in these communities. Although younger members of the workforce have the confidence to engage in a wider variety of occupations, including the running of small businesses, few people have a university degree, work in offices or in high status occupations.

Environment Neighbourhoods of *Type D26* are most common in northern industrial towns, where historically economies have been dependent on the textile industry. Within these towns, *Type D26* are typically found on the lower hillsides and valleys, close to the source of water that provided energy for the original mills. The mass housing needed for industrial workers typically took the form of long terraces of stone or brick houses, with front doors often opening directly onto the street rather than into front gardens. Occasionally, there is a small back extension. Often the houses are accessed from the rear through a small yard, reached via a back alley, which itself may be accessed via snickets between the terraced houses. The rectangular 'grid iron' pattern of many of these areas is punctuated by small corner shops, most of which are owned by residents from the local community whose stock includes exotic foods and local language videos. Around these neighbourhoods, it is common to find Victorian workplaces and the derelict ground which once accommodated slums that have been cleared, or factories that have been pulled down. In their place may be new industrial premises and retail parks, empty land, transport infrastructure and new urban parks. However, as these communities expand, it is quite common for them now to include areas of large older housing that has been subdivided into flats and bedsits and, in parts of London, areas of cheaper inter war pebbledash housing.

Economy *Type D26* neighbourhoods are generally found in those areas of the country where wage rates are low and where there is a shortage of jobs in the knowledge economy. Nevertheless these are areas with a history of commercial entrepreneurship, albeit on a local scale. Much of the local manufacturing industry is not capital intensive and there are opportunities for ethnic communities as well as the host community to adapt to new consumer opportunities taking advantage of cheap and plentiful premises as well as low paid labour. An increasing amount of employment supports the needs of the local community itself.

(Continued)



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Description - Sociology and Environment *(Continued)*

Consumer Values Type D26 has moved to the United Kingdom to better their standard of living so, however conservative they may be in terms of family relationships and tastes in food and clothing, young people are not uninterested in major brands, particularly electronic goods and leisure equipment. Differences are increasingly opening up between a more conservative first generation and a more ambitious second generation. However the influence of the community and the family is an important counterweight to that of mainstream advertising and for many older people language is also a barrier. On account of their lack of cars and preference for their own traditional products, many people shop in local independent stores rather than in national multiples.

Consumption Patterns Type D26 represents a poor market for most mass-market products. However, compared with other low income areas, these are good markets for fresh food, clothing, overseas travel, specialist cable channels and Asian videos.

Change This type of neighbourhood is likely to expand over time as the population increases and to become older. However differences between it and other types of low income neighbourhood are likely to diminish.



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Description - Culture and Consumer Psychology

These people usually live in terraced houses in provincial towns and cities. Usually rented from private landlords, the houses are small and rarely have a garden or a garage. House values are very low when these houses come to the market. These are undesirable areas in which to live, given the poor housing conditions and the social and environmental problems which surround them. These problems are extensive, but very notable is the actual or perceived threat of racial attack.

By far the most significant feature of these people is their ethnicity. A very high proportion originate from the Indian Sub Continent and particularly from Pakistan and Bangladesh. Consequently, the impact of the Muslim faith is very pronounced in all aspects of their lives. The age profile is very skewed towards young adults and children with very few people aged over 40. These adults are very much in the 'family formation' stage and this can begin at a very early age. The modest terraced houses in which these families live mean that overcrowding is frequent.

The standard of educational qualifications is very low. This means these people can usually only aspire to routine, basic employment in the service sector, particularly in hotels and catering. Women, in particular, may find work in local manufacturing. However this is unlikely to be the original manufacturing associated with these areas, but new developments which have grown out of the major structural shifts in the local economy. Unemployment runs at high levels in these areas, and many are concerned about the threat of redundancy. There is also quite a substantial presence of students.

Incomes are modest and have to be stretched to meet the needs of large families. Consequently, debt levels are high and many get by without a credit card, preferring the simplicity of cash. The immediate pressures of needing to make ends meet can result in a high take up of secured and unsecured loans, leading to serious financial difficulties. These people rarely have financial investments and have little confidence in their ability to manage money.

These people shop regularly for groceries and the like, using local shops which may offer specialist products, or nearby discount stores such as Netto and Aldi. The large numbers of children in most households have a big impact on shopping budgets. Many of their purchases are determined by their Faith but they are also susceptible to marketing influences, and do desire the usual trappings of consumer society. They experiment with new brands but are generally slow to respond to new product innovations, such as those with a substantial IT component. Use of the Internet for any purpose is low.

Overall use of leisure time is again influenced very much by Faith but this varies between families. These are young people who are susceptible to change, and while some may adhere strongly to traditional values inherited from previous generations, others may have become much more secular and materialistic, with very little evidence of religion in their daily lives. Although the impact of religion varies, there is usually a strong sense of shared interests and of community. On a day-to-day basis, TV is watched regularly but there are few TV addicts here. They have very eclectic tastes when it comes to newspapers, reading all types from popular tabloids through to the 'quality' broadsheets. Much of their free time is centred on the home and here, the gender roles can show traditional divisions. The kitchen is central to daily routines and it is most likely to be occupied by the women. These people can be extremely house proud.

Optimistic in nature, these young people look to the future. They are prepared to take risks and are quite willing to initiate change as well as responding positively to it. They may have a very private home life which provides a clear sense of belonging and of order, but their approach to the wider world is active, extrovert and ambitious, although this disposition may often be gender specific. Many have an entrepreneurial bent and would like to establish their own businesses.

These young families, usually Asian in origin and often very large in size, are likely to see major changes in the near future. Their attitudes and behaviour now and in the future will reflect modest income and the complex interplay of traditional Faith with contemporary consumer values.