

Group D Close-knit, inner city and manufacturing town communities

Newham 16.51% 



Overview

Key Features

- Young couples
- Children
- Family close by
- Older houses
- Small industrial towns
- Traditional
- Close knit communities
- Working family tax credit
- Inactive lifestyles

Regional Houses



Port Talbot, SA13



Leyton, E10



Blackburn, BB2



Rankings

- Age Rank (3/11)
- Wealth Rank (7/11)
- Good Health (6/11)
- Fear of Burglary (3/11)
- Degree (7/11)
- Public Renting (6/11)
- Higher Tax (7/11)
- Environment (7/11)
- Internet (6/11)

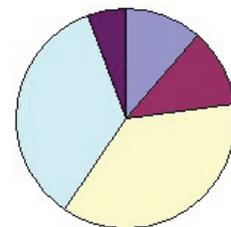
Top Councils

- Newham (56.62%)
- Hyndburn (50.69%)
- Pendle (50.14%)
- Barrow-in-Furness (45.79%)
- Burnley (45.65%)
- Blackpool (45.31%)
- Waltham Forest (45.18%)
- Blackburn with Darwen (44.80%)
- Ashfield (41.07%)

Constituencies



Regional Distribution



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

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Group D

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Group D is comprised of people whose lives are mostly played out within the confines of close knit communities. Living mostly in older houses in inner city neighbourhoods or in small industrial towns, most of these people own their homes, drive their own cars and hold down responsible jobs. Community norms rather than individual material ambitions shape the pattern of most residents' consumption.

Key Features	Communication
<ul style="list-style-type: none"> Young couples Children Family close by Older houses Small industrial towns Traditional Close knit communities Working family tax credit Inactive lifestyles 	<ul style="list-style-type: none"> Receptive <ul style="list-style-type: none"> Communal centres Red top newspapers Unreceptive <ul style="list-style-type: none"> Heavyweight magazines Broadsheet newspapers

Description - Public Sector Focus

Education The educational attainment of adults living in *Group D* is generally low. One third of the population have no formal qualifications, and over a half have not reached the 5+ 'O' levels standard. Educational standards of children living in *Group D* can best be described as modest. Performance at the higher levels of each of the Key Stages is well below average, with the result that university admissions are fewer than is typical nationally. This is a mixed community in many senses; there are more cases of refugee status than would be expected, as well as occurrences where English is not the first language at home. To a lesser extent there is an above average take-up of free school meals.

Health These people follow a lifestyle that, whilst being better than many, is not ideal for good health. There is a tendency towards a bad diet and smoking. Whilst they are less likely to drink alcohol daily than is the norm, they are also heavy beer drinkers, perhaps suggesting that binge drinking may be an issue. As a result there is evidence of increased risk of conditions such as diabetes or diseases of the liver. Mental health issues, whilst not commonplace, are also of some concern with this Group.

Crime *Group D* experiences levels of crime that, whilst not as extensive as those seen in some inner city areas or large council estates, are higher than most other Mosaic groups. They also consider that their neighbourhoods are bad places to live. However, they are less worried about crime than would be expected given these circumstances, an indication perhaps of the sense of community. When crime occurs these people are neutral to the specific actions taken by the police, but overall they are not satisfied with the police response.

Finances These are people for whom money has traditionally been hard to come by. *Group D* has evolved a culture of economy and thrift and a reluctance to borrow beyond their means. Very few *Group D* are higher rate tax payers, and a significant number do not pay income tax. There is therefore some reliance on state benefits. Despite the reliance on the state to supplement incomes in many cases, these people are more likely than many to pay bills such as their council tax. People have traditionally built up small savings making frequent small contributions from their incomes and have liked to undertake financial transactions in local branches of trusted financial services groups with a friendly image. These are poor markets for sophisticated investments, for pensions and for annuities. Few people expect to have more than a basic state pension in old age, although for some there is provision through company pension schemes. The proportion claiming the state pension is below the national norm, reflecting that the majority are of working age. However, an above average take-up of Pension Credits indicates that some of those past retirement age have not made sufficient provision for old age.

Environmental Issues These people are not particularly concerned about the environment: their views are relatively neutral, but due to financial constraints they are not willing to spend money on addressing environmental issues. Their vehicle CO₂ emissions are relatively low, but this is more a reflection of the level of car ownership rather than a conscious environmental effort. Typically families have access to one small or medium car, and do average annual mileage.



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Description - Sociology and Environment

Summary *Group D* is comprised of people whose lives are mostly played out within the confines of close knit communities. Living mostly in older houses in inner city neighbourhoods or in small industrial towns, most of these people own their homes, drive their own cars and hold down responsible jobs. Community norms rather than individual material ambitions shape the pattern of most residents' consumption.

Demography Neighbourhoods of *Group D* are very old established communities that have, by tradition, relied on manual rather than white-collar jobs for employment. As a result, in past generations, relatively few children have been motivated to stay on at school to obtain technical qualifications and the labour force has little to offer employers other than craft skills, many of which are no longer suited to contemporary production methods. Such communities are ones where people have traditionally married at an early age and where people, on account of the work in docks and mines, have been able to command high wages at quite an early stage in their lives. This pattern has made it possible for many young people to afford mortgages on terraced houses that are generally cheap in these areas. Today *Group D* contains a younger than average population, with many young married couples and co-habiting partners bringing up young children benefiting from the social support networks of rather old fashioned communities, where friends and relations seldom live far away. Notwithstanding decades of exposure to national advertising, the focus of most people's lives is very local and one's standing with friends, neighbours and the wider community is still governed more by personality and character than by the clothes you wear or the car you drive. As their families get older some residents will in due course move to more distant suburbs. However in the smaller manufacturing and mining towns many people are likely to live out their entire life in these neighbourhoods. The close-knit nature of these communities can be a two-edged sword. Whilst it continues to provide support networks to the locals, tribal connections can equally easily deter would be incomers, who feel they would not be accepted, and who, by shunning them further contribute to their isolation from mainstream cultures.

Environment Neighbourhoods of *Group D* often take the form of streets of late nineteenth century housing, originally built without an inside toilet or a bathroom, but which over the years have been improved by their owners. Many of them are now quite comfortable if somewhat cramped places in which to live. Usually with two rooms and a back extension downstairs and perhaps two or three small bedrooms upstairs, they often open out directly onto the street and have only a modest rear garden. Many of these neighbourhoods were built to be within short walking distance of shops and local factories and many still have access to small corner shops often owner managed by recently arrived Asian families. Most *Group D* neighbourhoods have had only limited investment over their lifetime and many are losing population. Many are losing jobs. Derelict land resulting from industrial decline is a common feature. If this can be cleared, many of them can be rejuvenated through the development of low cost modern housing on their boundaries.

Economy Neighbourhoods of *Group D* tend to be particularly common in former coalfield regions, in old steel and shipbuilding towns and places with docks and chemical plants. Many of them have therefore been reliant on industries that have been in serious, if not terminal, decline in recent years. Factories have moved out to more spacious locations nearer to motorways. Shipyards have closed in the face of foreign competition. Coal no longer competes with other sources of energy. Despite this decline many of these neighbourhoods have been able to retain their vitality with the assistance of regional initiatives that have attracted footloose industry to new light industrial estates. Many of these new jobs provide lower wages but in healthier conditions than traditional smokestack industries and more women now have chances to go to work.

(Continued)



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Description - Sociology and Environment *(Continued)*

Today unemployment in these neighbourhoods is not as high as it used to be, or as high as it now is in equally low income areas where people rent their houses from the local council.

Consumer Values *Group D* can be found in communities that have, to varying degrees, been resistant to the shift toward individualistic consumption styles. These are people whose standing in their communities is based on the reputation of their families, their personality and their integrity. Conspicuous consumption is out of place. Likewise with little exposure to students, recent graduates and the older members of the chattering classes, relatively few people have been subjected to contemporary concerns relating to the ethical standing of companies, the provenance of food, healthy diets, third world issues or the use of animals in testing products.

Consumption Patterns *Group D* watches a lot of commercial television and sees many adverts in a lifetime. These people are also very likely to be readers of *The Mirror* and, to a lesser extent, *The Sun*. On the other hand they do not tend to buy or read magazines other than those relating to celebrities. Many enjoy cable and Sky, but few make use of the Internet as a communication channel. Foods that are purchased tend to be very traditional, with a strong reliance on pies and soups, on fish and meat rather than on fresh fruit and vegetables. People pop to local convenience shops, as and when they run out and purchase small amounts of food at a time, often in smaller size packets. Home cooked food is supplemented by a wide range of takeaways, including fish and chips and Chinese, but relatively few people visit sit down cafes and restaurants. A larger amount of money is spent on home improvement and home furnishings than is spent on gardening though many of these neighbourhoods are rich in second hand furniture shops and charity shops. For their leisure many visit the local pub. Others will be members of local clubs and, in the smaller towns, there is often a rich network of community activities and entertainments, mostly home grown.