

Type D27 Multi-cultural inner city terraces attracting second generation settlers from diverse communities

Waltham Forest

1.64% 



Overview

Key Features

- Very young with children
- Some professionals
- Service sector jobs
- London terraces
- Unemployment high
- Income Support
- Free school meals
- Problems with racism
- Bad place to live

Regional Houses



Lewisham, SE13



Walthamstow, E17



Leyton, E10



Rankings

- Age Rank (17/61)
- Wealth Rank (41/61)
- Good Health (30/61)
- Fear of Burglary (8/61)
- Degree (22/61)
- Public Renting (17/61)
- Higher Tax (24/61)
- Environment (37/61)
- Internet (21/61)

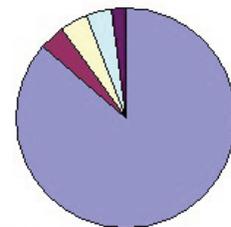
Top Councils

- Waltham Forest (40.07%)
- Newham (39.16%)
- Haringey (29.73%)
- Brent (24.02%)
- Lewisham (23.11%)
- Croydon (20.99%)
- Enfield (16.16%)
- Greenwich (15.52%)
- Merton (13.38%)

Constituencies



Regional Distribution



- London (86.34%)
- South East (3.71%)
- East Anglia, Midlands, South West, Wales (4.17%)
- North, North West, Yorkshire (3.42%)
- Scotland, Northern Ireland (2.38%)

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Type D27 contains areas of Victorian and Edwardian two storey houses which are attractive to young second generation black British and other ethnic minorities as they move out from the inner city in search of affordable family accommodation.

| Key Features | Communication |
|---|--|
| <ul style="list-style-type: none"> Very young with children Some professionals Service sector jobs London terraces Unemployment high Income Support Free school meals Problems with racism Bad place to live | <ul style="list-style-type: none"> Receptive <ul style="list-style-type: none"> Internet Direct mail Posters Radio Telemarketing Unreceptive <ul style="list-style-type: none"> Centre-right press |

Description - Public Sector Focus

Education Type D27 is generally well educated, with significantly more than the national average reaching 'A' level or even degree standard. It is therefore perhaps surprising that their children do not appear to perform as well. Throughout schooling they lag some way behind their peers, and many will leave school at 16 without a solid foundation of qualifications. However, the opportunity provided by the participation agenda, together with the family culture, combine to ensure that more children than the national average go on to university. Not surprisingly in these areas, many children come from homes with refugee status, and where English is not spoken at home.

Health Compared to many areas where ethnic minorities dominate, these people eat a reasonably healthy diet. Smoking and alcohol consumption are regular rather than dominant features of the lives of many. The biggest contributor to a poor lifestyle is a general lack of active leisure pursuits. Therefore, although this relatively young population currently has few serious health problems, when adjusting for age they represent the national average for hospital admissions.

Crime People in Type D27 live fairly independent lives, in neighbourhoods they feel are not particularly pleasant. They have a relatively high fear of crime, particularly racial attacks. All crime is more prevalent than across the country as a whole, but racism is the most prevalent. These people are ambivalent towards the police, with no strong opinions as to how effective or otherwise they are.

Finances These people are generally earning moderate incomes, but rarely find money to put into savings and investments. They are heavily reliant on the state for Income Support and Jobseeker's Allowance. The attitude of Type D27 means that if they can afford to pay a bill they will, but there is a minority that cannot afford basic bills such as council tax.

Environmental Issues These people are not especially concerned about the environment. However, most households either have no car or only one, and those that do rarely do high mileage. On the other hand, households can tend to be large, resulting in relatively high levels of energy consumption at home.



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Description - Sociology and Environment

Summary *Type D27* contains areas of Victorian and Edwardian two storey houses which are attractive to young second generation black British and other ethnic minorities as they move out from the inner city in search of affordable family accommodation.

Demography The people in *Type D27* are not solely of Caribbean and African decent but also of Cypriot and Pakistani origin. As minority communities become more established, aspirations increase. This results in many second generation minority members moving further from the early ethnic community heartlands into more distant suburbs, whose houses are better suited to family life. Whereas parents may have been happy to have lived in a flat in Brixton or Hackney, children will now move to Norbury or to Edmonton. This outward migration, searches out housing areas that are affordable, are accessible and which are suitable for single family accommodation, unlike the multi-occupied big old houses in which earlier generations lived.

Neighbourhoods of *Type D27* commonly consist of late Victorian and Edwardian terraces, typically with three bedrooms, some of them privately rented but the majority owned with mortgages. The age profile of these newly settled areas is very young and not dissimilar to those of modern private estates on the edge of town. In particular, there has been a wholesale withdrawal from these areas of the older people who, thirty years ago, would have been the dominant cohort. Notwithstanding the more family oriented nature of these neighbourhoods, there is a diversity of household arrangements with significant numbers of young singles, students and other sharers, single parents and younger white people happy to live in a cosmopolitan environment. Population turnover is rapid, as is common in most areas of younger people.

Environment Neighbourhoods of *Type D27* are most common in the older traditionally working class areas of London, particularly in areas traditionally reliant on industrial employment. These areas typically date from the turn of the twentieth century, such as West Ham and Lewisham, to 1920s suburbs such as Thornton Heath and Edmonton. Typical of these areas are long terraces, most of which have at least a modest front garden. In the less prestigious areas there may be a bay window only on the ground floor, in better areas this will extend to the upper storey. Front doors are often set back behind an open porch that would originally have featured tiles. At the back of many houses are extensive rear additions within which a bathroom and a kitchen are located. A small front garden is often supplemented by a useful rear yard, often spacious and sunny enough to support a lawn. In many houses the original Welsh slate roof remains. Many of these houses have been spared the do it yourself modernisation of slightly more modern suburbs and the brightness of the tropics is reflected in the colours in which doors and windows are painted. Many of these streets lead of 'Broadways' or 'High Roads', long strips of small shops, with flats above, selling a wide range of daily necessities to local residents. Generally there is little empty space and only small pockets of open parkland. However access to buses is much better and many residents spend lengthy journeys to city centre jobs due to the poor provision of tubes and trains in what were originally industrial suburbs.

2 Description - Sociology and Environment

(Continued)



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Description - Sociology and Environment *(Continued)*

Economy Though *Type D27* may seem economically 'deprived' to civil servants, they do offer a bewildering array of opportunities to the new minority communities. The London economy, in which many of them are located, offers plentiful opportunities for those prepared to travel and willing and able to engage in office cultures. Formal recruitment networks are complemented by the informal networks of association that characterise many of these communities. There is much to be done, settling in to a new neighbourhood, restoring an old house to modern standards, acquiring new skills and finding out about local job opportunities. Such communities often support large numbers of small self-employed businesses, many of them independent retailers servicing other members of the ethnic community. Such areas, notwithstanding the run down nature of much of their infrastructure, have an air of dynamism and a vibrancy that results from the combination of high residential densities and the rich mix of local shops, transport links and leisure facilities. Particularly in London these are very much 24 hour economies.

Consumer Values The values of *Type D27* are varied. While some people are enthusiastic (and well dressed) members of evangelical churches or Jehovah's Witnesses, others may belong to radical counter cultures. However the majority of the population place a high value on hard work, on providing for their families and on creating a comfortable and warm family home. The young want to be seen driving well maintained, but elderly, BMWs whose acquisition and personalisation accounts for much of their disposable incomes. Significant attention is given to the behaviour and appearance of younger children.

Consumption Patterns *Type D27* represents an excellent market for fashion products, clothes, trainers, hair care, fitness centres and cosmetics, for consumer durables and for children's clothes and toys. Many spend heavily on takeaway foods and on videos. Holidays are mostly taken with relatives 'back home' to whom remittances are sent on a regular basis using specialist financial organisations.

Change These neighbourhoods are likely both to age and to expand outwards. Inner boundaries are under pressure from inner city gentrification and from increases in land and property prices. In due course it is likely that *Type D27* will start moving into cheaper areas of inter war housing, whose low residential densities, poor access to transport services and relatively cramped accommodation does not ideally satisfy their needs. In the long term this Type would like to live as close to the centre of London as it can, subject to affordability.



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Description - Culture and Consumer Psychology

Type D27 is usually found in London, living in terraced houses, which have sometimes been converted into small flats. Gardens are small and there are very few garages. Most of these houses are rented in the private sector but there is a buoyant market for those who wish to buy, and this is probably part of a general trend. It is likely that nearby areas have seen a large increase in house prices as prosperous people move into the vicinity. The social complexion of these parts of the capital, and of equivalent locations in some major cities, can change radically in the space of a few decades. However, at the moment, these are not seen as good areas in which to live with various signs of social disorder including robbery, serious wounding and racial attack.

A primary feature of these people is their ethnic origin. Various ethnic groups are present in large proportions. Asians and East Europeans are numerous but Black Caribbeans are by far the most significant ethnic group. Most of the adults are young, and they marry at an early age.

Typically, these people are in their family formation stage and there are many children. However, as with some other types, the concept and reality of 'family' are very flexible and there are many and various relationships in any one household. There are also numerous single parent households and many others who live alone, including students. The large size of some households, accounted for by the many children, can result in serious overcrowding, and this is one reason why the residents are very transient.

Incomes are quite good, reflecting the variety of employment and the higher rates of pay in London. But the large numbers of children, the general cost of living in the capital, spending habits and general disposition, mean that it all tends to get spent. There is little interest in saving, or in careful management of money. Debt levels are substantial and many have personal loans, as well as making extensive use of overdraft facilities.

The service sector is the main source of employment, and some of these people are well-qualified and work as professionals. Others are employed in administrative and technical work or have more routine jobs in transport, storage and communication. At the same time, unemployment is quite high. These people have an optimistic view of the future and they can be ambitious, but there is always a concern about the threat or the reality of redundancy.

These people shop regularly, facilitated by easy access to nearby stores. There is little need to use a car when most services are accessible by foot or public transport. Still, most households have one car, usually a second-hand model and for some the car is a badge of status. Convenience foods are very popular but some grocery shopping is for more traditional, esoteric items.

Recent product developments such as MP3 players have been adopted very quickly, and with large numbers of children, there has been a rapid uptake of Internet connected games. Generally, there is constant exposure to marketing messages and these can register strongly, particularly where there is an aspirational component and an appeal to vanity. Leisure time is absorbed by children, but also by a fairly hedonistic lifestyle. These people like to enjoy life, and have a liberal and relaxed view about many contemporary issues seen as contentious by others. Watching TV is a regular pastime but these young, urban people are more inclined to prefer active rather than sedentary entertainment. They like novelty and excitement. Visits to the cinema, to pubs, to clubs and to concerts are frequent. Music is a major interest for many of them. Generally, they are well informed as well as pleasure seeking, and the background mix is seen in readership of newspapers, which includes the Guardian and the Financial Times as well as the Sun and the Mirror. There are some who seek hedonism in a variety of more alternative ways, while others might be more inclined to shun hedonism and the world of consumption, in a quest for the spiritual. These young people present a complex kaleidoscope of values, attitudes and behaviours, which draw from their rich ethnic backgrounds.

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