

Type H45 Older couples, mostly in small towns, who now own houses once rented from the council

2.38% 



Overview

Key Features

- Older working ages
- Manufacturing jobs
- Low incomes
- Older council housing
- Owner occupied terraces
- Close to countryside
- Few social problems
- Inactive lifestyles
- TV popular

Regional Houses



Broxburn, EH52



Clwyd, H8



Conisborough, DN12



Rankings

- Age Rank (53/61)
- Wealth Rank (40/61)
- Good Health (52/61)
- Fear of Burglary (20/61)
- Degree (55/61)
- Public Renting (16/61)
- Higher Tax (45/61)
- Environment (51/61)
- Internet (53/61)

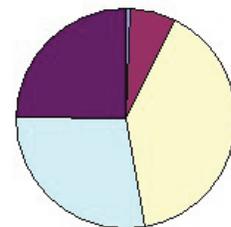
Top Councils

- Easington (14.63%)
- Neath Port Talbot (13.78%)
- Bolsover (12.41%)
- Rhondda, Cynon, Taff (12.09%)
- Dumfries & Galloway (11.98%)
- Clackmannanshire (11.14%)
- Torfaen (10.76%)
- Moray (10.58%)
- Sedgefield (10.45%)

Constituencies



Regional Distribution



- London (0.62%)
- South East (6.58%)
- East Anglia, Midlands, South West, Wales (39.98%)
- North, North West, Yorkshire (28.1%)
- Scotland, Northern Ireland (24.73%)

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

Type H45 Older couples, mostly in small towns, who now own houses once rented from the council

2.38% 



Type H45 contains people of older working age, working in manufacturing industries and living in mixed areas of older council housing and owner occupied terraces.

<p>Key Features</p> <ul style="list-style-type: none"> Older working ages Manufacturing jobs Low incomes Older council housing Owner occupied terraces Close to countryside Few social problems Inactive lifestyles TV popular 	<p>Communication</p> <p>Receptive</p> <ul style="list-style-type: none"> TV Red top newspapers Social networks <p>Unreceptive</p> <ul style="list-style-type: none"> Internet Broadsheet newspapers
--	---

Description - Public Sector Focus

Education The traditional "working class" horizons of Type H45 mean that many of the adults grew up in an environment where there was little emphasis placed on gaining formal qualifications. Consequently many left school with very little to show. The relatively closed nature of the community means that it is difficult for the few children to do well at school. Whilst they are likely to gain more qualifications than their parents did, a proportion well below the national average will gain 5 or more GCSEs at Grades A to C, and an even smaller number will go on to higher education.

Health Whilst these people cannot generally afford particularly healthy foodstuffs, they do tend to limit the really poor foods in their diet. Alcohol and tobacco are features in the lives of many, but these too are more likely to be taken in moderation. As this population is aging it is suffering from health problems; however, when adjusting for age the rate of hospital admissions does not greatly exceed the national average. The sense of order in these communities means that problems such as drug and alcohol abuse and teenage pregnancies are below average.

Crime People in Type H45 are proud of their community and their area, and consider it a good place to live. There is a good degree of social capital, and anti-social behaviour is relatively low. The fear of crime is below average, and the actual incidence even lower than that. When an incident does occur there is often dissatisfaction with the way in which the police deal with it, but nevertheless their overall view of the police is a very positive one.

Finances Many of those of working age are in employment, and earn sufficient to maintain their daily lives. Some households require Income Support, but this is a much smaller proportion than in many other impoverished areas. The more elderly and the sick are generally more dependent on the state for assistance, claiming Pension Credits and Disability Living Allowance. The ethical values of these people are such that, other than through genuine hardship, they will always find the money to pay their bills.

Environmental Issues These relatively insular communities tend to focus on local issues rather than wider concerns such as the environment. However, they have less negative impact on the environment than many. Car ownership and annual mileage are both generally low, and they are likely to run their homes in such a way as to keep their utility bills down.

Type H45 Older couples, mostly in small towns, who now own houses once rented from the council

2.38% 



Description - Sociology and Environment

Summary *Type H45* contains people of older working age, working in manufacturing industries and living in mixed areas of older council housing and owner occupied terraces.

Demography Neighbourhoods of *Type H45* are found in areas which have traditionally relied on a mixture of mining and large scale industrial plants, such as power stations and steelworks, for their employment and set in towns which have been relatively unsuccessful in developing modern, middle class suburbs. These are typically neighbourhoods where older working age groups tend to live either in small council estates, most of whose tenants have exercised their right to buy, or where areas of older private housing are found mixed in among inter war or early post war infill council housing. The key characteristic of the population is its stability, with few of the older people moving out of the area and few families with young children moving in. Many neighbourhoods of *Type H45* are found in small settlements within industrialised regions places such as Maesteg or Castleford rather than in large provincial cities.

The population consists mostly of people of older working age groups, from 45 upwards, and the closeness of community networks is such that, on retirement, few people move out of these neighbourhoods or they move into special accommodation for the elderly within them.

With few children and little anti social behaviour these are pleasant if unpretentious places in which to live. The houses provide most families with more than adequate space though many of them would be considered somewhat old fashioned by young families. There is much evidence of the heavy industrial make up on the economy in the form of pubs and clubs, co-operatives and small corner shops, but levels of health are significantly better than in communities more narrowly dependent on coal mining in previous years.

Many of the workforce benefit from well paid craft jobs in large process plants which often involve quite lengthy journeys to get to work but many others work in comparatively unskilled, routine operations in new industries as well as in the old process plants. Few people commute to city centres or work in jobs involving the provision of services other than to the immediate community. Minority groups are conspicuously absent.

Environment Neighbourhoods of *Type H45* consist mostly of housing which is mixed in among industrial uses or abandoned empty land but which was clearly built in times of quite high construction standards, even for housing in industrial areas. The older housing is mostly built of good quality facing bricks that have weathered well. Sooty dirt and atmospheric pollution is more responsible than physical deterioration for giving these areas an air of having seen better times. The older houses are often situated along a mesh of minor 'A' roads that connect one industrial town with another and the settlement often appears to have grown in a gradual organic manner with houses of different sizes and styles mixed up with small industrial sites, Victorian schools, churches, public houses and the occasional parade of local shops. Small developments of council housing are more likely to lead directly off these roads than to be situated in major developments, reinforcing the fine grain of development. Most of these places lie quite close to open country and indeed to sites which may have been previously used for mineral extraction or by railways. Many of these environments are now being cleaned up by local councils. Although many people now have to travel long distances to work in large plants, shops and local services are mostly within easy walking distance and many people would expect to exchange greetings with known acquaintances on the way to and from the bus stop or the local shop.

(Continued)

Type H45 Older couples, mostly in small towns, who now own houses once rented from the council

2.38% 



Description - Sociology and Environment *(Continued)*

Economy Neighbourhoods of *Type H45* typically rely on large manufacturing plants which were originally situated in regions of plentiful energy resources. Most of these plants manufacture 'producer' rather than 'consumer' products and require high level contractual negotiations on price and specifications, rather than call centres or national sales, or branch networks to maintain their sales.

These are not, therefore, places which have developed a workforce experienced in dealing face to face or over the phone with individual consumers. Processing, in these economies, is more important than marketing and advertising. These traditions can make it difficult for the local councils to attract footloose consumer oriented service businesses to their areas.

Consumer Values *Type H45* live in communities where people's aspirations are expressed within limits which reflect their limited social mix and narrow range of incomes. Most households would aspire to live in their own homes, own their cars, enjoy overseas holidays and to have modern kitchens and bathrooms in their houses. However the physical expression of these aspirations is likely to involve the selection of mass market brands and designs, not those which demonstrate individual taste or cultural preference.

Consumption Patterns *Type H45* is a quite a good market for motoring, home improvement and gardening products and for mass market food brands where price and reputation are more important than freshness, ingredients or variety. Basic home appliances, leisure products and home furnishings absorb a significant proportion of people's disposable income. This population is easily reached via commercial television channels and many residents read The Sun. By contrast these are communities where few people read books and where personal computers are more likely to be used for children's games than for the development of human capital. Tobacco and alcohol sell well.

Change The key advantages these neighbourhoods offer are affordable housing of quite good quality and low levels of anti social behaviour. In many neighbourhoods of *Type H45*, particularly where money has been spent on environmental reclamation, young families are now starting to move back to the older housing as well as to keenly priced new private housing on nearby estates.

Type H45 Older couples, mostly in small towns, who now own houses once rented from the council

2.38% 



Description - Culture and Consumer Psychology

These people live on small-scale council-owned estates, and may have exercised their right to buy. These estates were created to house those working in nearby industry. The original industries may still exist but it is more likely to have been supplemented or supplanted by new economic activity. These estates are not usually part of urban sprawl, and open countryside may be nearby. The location, together with the traditional values retained by many of these people, explains the relative absence of serious environmental and social problems.

Incomes in these areas are modest, and few people have any investments or any interest in financial matters beyond the pay cheque. But these people are not poor and there is little debt. Although they may fear redundancy, particularly where there is only one, or a small number of, local employers, the level of unemployment is not a major problem. The local employment is usually in processing of some kind and this provides these people with basic jobs as operatives. Others have supervisory positions or work in a skilled trade. Many of the women work in local manufacturing operations. This kind of work, together with the background and disposition of the people, means that formal qualifications are rare.

Most households contain families. All age groups are represented but there is a slight skew towards older people, which is one reason why these areas have a poor health record. Conversely, young adults are under represented. These people are not very mobile and some will have been born here, raised their families here and will probably die here. The traditional working class culture of these areas has not been augmented by any influx of ethnic groups.

For routine grocery shopping, these people budget carefully and generally use discount stores, notably the Co-op, but will occasionally venture elsewhere for the brands they prefer having very clear-cut and often inflexible preferences for use of time and money. They make great use of the Post Office. They have all the conventional desires for consumer durables but respond slowly to innovative products. Few households are connected to the Internet, and awareness, interest and adoption of products such as mobile phones and MP3 players is extremely low. However, when such products have been available for a while and when they provide entertainment value, such as with DVD players, then adoption rates pick up as the benefits are slowly recognised and accepted. Leisure time is taken up with long-established and familiar pastimes and watching TV is a major preoccupation. Soaps and light entertainment are preferred. There is little or no engagement with religion. Holidays are taken in the UK and the holiday destination may remain unchanged over many years. Apart from the occasional night at the pub, home based activities such as gardening, walking the dog and DIY absorb discretionary time. They live a cocooned existence and do not socialise much beyond immediate family and friends.

These people are very insulated from the modern world. Their geographical isolation and the self-contained, self-serving and socially incestuous nature of the communities, results in traditional working class values, preserved largely intact. They are concerned about self-improvement, but only with respect to limited ambitions where acquisitions and a comfortable material existence have a high priority. They have little interest in the wider world, even when it starts nearby. They are reserved and insular, and to some extent protected from the harsh realities faced by others who have a similar heritage. These people are stoical and introverted. They are not adventurous. They prefer the homespun.

These people still live in pockets of social history which have been overtaken by social and economic events elsewhere. They are traditional working class folk with basic values and lifestyles. They change only very slowly.