

Group F People living in social housing with uncertain employment in deprived areas

6.52% 



Overview

Key Features

- Families
- Many young children
- Low incomes
- Free school meals
- High deprivation
- Council housing
- Public transport
- Heavy watchers of TV
- Heavy drinkers/smokers

Regional Houses



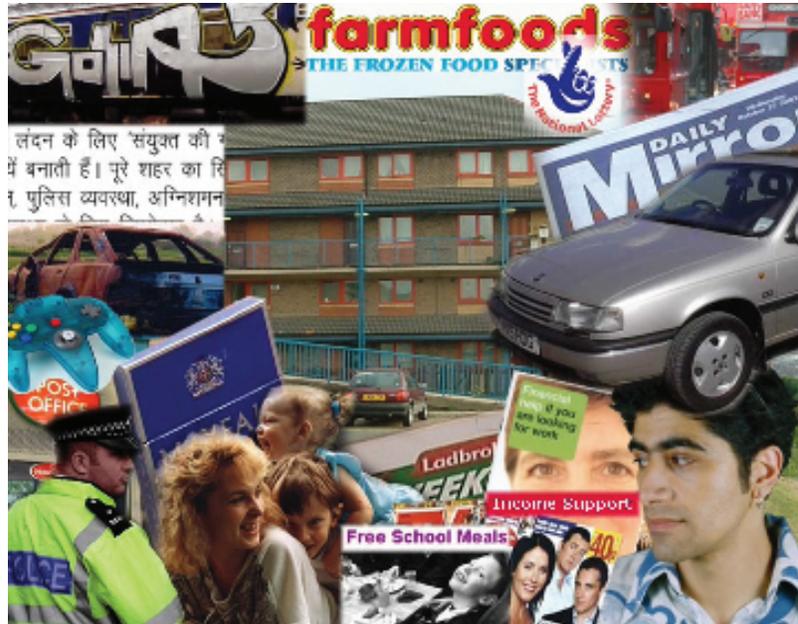
Sheffield, S3



Portsmouth, PO3



Birmingham, B36



Rankings

- Age Rank (4/11)
- Wealth Rank (11/11)
- Good Health (10/11)
- Fear of Burglary (2/11)
- Degree (8/11)
- Public Renting (1/11)
- Higher Tax (8/11)
- Environment (9/11)
- Internet (8/11)

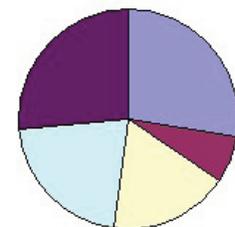
Top Councils

- Glasgow City (49.54%)
- Tower Hamlets (46.99%)
- Southwark (46.88%)
- Hackney (46.00%)
- Dundee City (30.36%)
- Islington (29.93%)
- Lambeth (28.57%)
- West Dunbartonshire (28.44%)
- Newham (28.22%)

Constituencies



Regional Distribution



- London (27.5%)
- South East (6.91%)
- East Anglia, Midlands, South West, Wales (17.73%)
- North, North West, Yorkshire (21.48%)
- Scotland, Northern Ireland (28.39%)

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 |

Group F People living in social housing with uncertain employment in deprived areas

6.52% 



Group F is comprised of many people who are struggling to achieve the material and personal rewards that are assumed to be open to all in an affluent society. Few hold down rewarding or well paying jobs and, as a result, most rely on the council for their accommodation, on public transport to get around and on state benefits to fund even the bare essentials. The lack of stability in many family formations undermines social networks and leads to high levels of anti social behaviour among local children.

| Key Features | Communication |
|--|--|
| <ul style="list-style-type: none"> Families Many young children Low incomes Free school meals High deprivation Council housing Public transport Heavy watchers of TV Heavy drinkers/smokers | <p>Receptive</p> <ul style="list-style-type: none"> Telemarketing TV (esp shopping channels) Leaflets, Posters, Direct mail Red top newspapers <p>Unreceptive</p> <ul style="list-style-type: none"> Internet Magazines Broadsheet newspapers |

Description - Public Sector Focus

Education Over 40% of the adults in *Group F* have no qualifications. However, whilst still below the national average, almost 15% have a degree. This indicates a willingness by some to push themselves when opportunity arises, so provision of further education facilities may be particularly welcome in these areas. Children's education reflects their parents. They are poor achievers throughout their education, and at each of the Key Stages they often fail to make satisfactory grades. However, more go to university than would be expected from their educational achievements. This may be because the inclusion agenda is providing an opportunity which people in this Group seek to accept if at all possible. Within this Group there are many with refugee status, and for whom English is not the main language at home. The low income levels mean that qualification for free school meals is very high.

Health *Group F* generally follows a very poor lifestyle; poor diet, heavy smoking and insufficient exercise. These people do not tend to consume alcohol on a daily basis, but they are still heavy beer drinkers which implies binge drinking. Consequently they are in poorer health than the majority of the population, with liver disease particularly prevalent. Mental illness is a particular problem with this Group. Similarly, even adjusting for age, these neighbourhoods have the highest levels of teenage pregnancy.

Crime These people have both a high expectation and realisation of all types of crime and anti-social behaviour. They see their neighbourhood as a bad place to live, and where neighbours tend not to help each other. This Group is the most likely of all to experience crime within or immediately outside their own home. Offenders are often under the influence of drink and drugs. Within these areas, the police are more likely to find the offender than in many other types of neighbourhood; however, rating of the police is still poor.

Finances *Group F* does not, as a rule, have the skills needed to earn incomes significantly above the national minimum wage, and most families qualify for state benefits in some form. Very few own shares or indeed enjoy the benefit of any savings. Budgets can cope with daily necessities but are often undermined by the need to pay for larger or unexpected items such as utility bills. At these times, many would like to be able to borrow but are prevented from doing so in the mainstream by previous County Court Judgments, and can only call upon the home collected credit. Most are unable to qualify for a credit card and some do not have a current account so cash becomes an important medium of exchange. This results in post offices playing a vital role as places to pay bills as well as obtain benefit payments. Among this Group it is quite common for utilities to insist on prepayment, for example, electricity and mobile phones; incidence of non-payment of council tax is high. A high proportion of these people do not pay income tax, and those that do are almost exclusively on the basic rate.

Environmental Issues These people are fairly neutral in terms of both household and vehicle emissions. However, this is more to do with the nature of housing stock, the low levels of vehicle ownership, and the low mileages for those that do own a car. In practice they are not concerned about the environment; indeed if anything they feel that others are over-concerned.



35 36 37 38 39 40

Glasgow City

6.52% 

Group F People living in social housing with uncertain employment in deprived areas



Description - Sociology and Environment

Summary *Group F* is comprised of many people who are struggling to achieve the material and personal rewards that are assumed to be open to all in an affluent society. Few hold down rewarding or well paying jobs and, as a result, most rely on the council for their accommodation, on public transport to get around and on state benefits to fund even the bare essentials. The lack of stability in many family formations undermines social networks and leads to high levels of anti social behaviour among local children.

Demography *Group F* contains people on very low incomes who are mostly housed by local authorities in small flats, either in high rise towers or in large mid rise developments. This Group is most common in West Central Scotland, which has a tradition of housing families with children in mid rise and high rise blocks but is also common in inner London where the high price of land has encouraged councils to build flats rather than houses. In both London and Scotland these flats are not the sort that better off council tenants would want to live in. Nor are they ones that many of the tenants would want to purchase from their council landlords. As a result these have become areas of housing of last resort, offered to those with nowhere else to live. They are neighbourhoods with high levels of social deprivation not just on conventional indicators from the census but in terms of crime, health and educational performance. Few of the tenants have marketable skills that enable them to hold down jobs which are other than menial, low paid, with uncertain futures and few long term prospects. Many of *Group F* have difficulty sustaining stable personal relationships and particularly large proportions of the children in local schools live in single parent families, or in transient family formations, involving adults other than their natural parents. Despite the unsuitability of much of this accommodation for families with children, these are areas in which large proportions of the population are children, many of them younger rather than older, and many of them members of large families living in overcrowded conditions. In London a high proportion of these neighbourhoods are of Caribbean or Bangladeshi descent or have recently arrived in the country as asylum seekers.

Environment Many people in *Group F* live in flats, many of which are too cramped to accommodate families with children other than in overcrowded conditions. These flats are often found in the high rise towers that are landmarks in the inner areas of most large provincial cities as well as London and Strathclyde. Others are found in developments of mid rise social housing often involving three or four storeys. In Scotland, these neighbourhoods may contain small maisonettes which were popularly built in the form of 'four in a block's, arrangements where a small block would have two lower and two upper flats each with their own separate front entrances. The immediate environment around many of these blocks often has an air of neglect and danger, particularly from local youths. However there are many instances where, as a result of government funding, these blocks have been refurbished with new exteriors and new internal lifts. Improvement to security is often a major priority in these programmes.

Economy *Group F* is mostly located in inner city areas and in particular in those parts of the city where the houses of poor people have been cleared to make way for council housing. Many people have suffered from the decline of jobs in local docks and processing factories. Although these flats are often located quite close to the central business districts of large cities, few of the residents have the personal and information management skills to hold down positions in offices and jobs, and have to rely on lowly jobs as car park attendants, security guards, janitors and cleaners.

(Continued)

2 Description - Sociology and Environment



35 36 37 38 39 40

Glasgow City

6.52% 

Group F People living in social housing with uncertain employment in deprived areas



Description - Sociology and Environment *(Continued)*

Consumer Values *Group F* includes many people who have very little access to resources and thus can only engage in a marginal way with the values that drive the majority of consumers in contemporary western societies. For many, the process of coping with what to others are routine tasks can often be a major struggle and much effort is devoted to the achievement of basic necessities such as warmth, shelter and food.

Consumption Patterns Not everyone in *Group F* is on the breadline, though many are. Those who do not work are likely to be particular heavy viewers of commercial television but in general low consumers of other forms of advertising. Whilst *The Mirror* and *The Sun* sell well, there are many residents who are unable to afford to purchase a newspaper on a daily basis. Few people are stable enough to have become regular users of mail order catalogues or to use telephone ordering or the Internet to purchase products and services. Likewise few people in these neighbourhoods are likely to purchase a new car. What cars are owned tend to be old models bought second hand. Again only among the London Caribbean community is *marque* likely to be important, young males driving around in old but lovingly maintained BMWs. Shopping trips tend to be frequent, local and of low value, whether to medium sized discount chains, to small independent convenience stores, to newsagents and to petrol filling stations. A large proportion of expenditure goes on confectionery and drinks, often purchased on impulse, and dietary considerations play a much less important role than they might when selecting items to place in the shopping basket. Despite low incomes these are good markets for pizzas, fish and chips, curries and Chinese takeaways. By contrast little money is spent on home improvement or on gardening and the room in the house that people are most likely to spend money on is their living room. Leisure activities in these areas centre on bars and clubs. With high expenditure on betting, smoking and the lottery, these neighbourhoods contribute disproportionately to revenues from indirect taxation.