

Type D24 Low income families living in cramped Victorian terraced housing in inner city locations

Burnley
2.95% 



Overview

Key Features

- Young working class
- Unmarried
- Young children
- Income Support
- High unemployment
- Cheap terraces
- Provincial cities
- Social problems
- Health problems

Regional Houses



Lincoln, LN5



Mexborough, S64



Wallsend, NE28



Rankings

- Age Rank (21/61)
- Wealth Rank (49/61)
- Good Health (45/61)
- Fear of Burglary (6/61)
- Degree (50/61)
- Public Renting (24/61)
- Higher Tax (48/61)
- Environment (46/61)
- Internet (37/61)

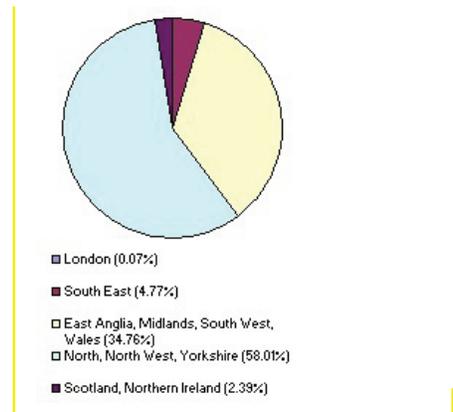
Constituencies



Top Councils

- Burnley (24.93%)
- Hyndburn (21.54%)
- Barrow-in-Furness (20.04%)
- North East Lincolnshire (20.03%)
- Pendle (18.77%)
- Stoke-on-Trent (17.00%)
- Darlington (15.81%)
- Blackburn with Darwen (15.71%)
- Lincoln (14.34%)

Regional Distribution



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Type D24 contains poor, mostly white families, who own or privately rent, cheap terraced houses close to the centres of less prosperous provincial cities.

Key Features	Communication
<ul style="list-style-type: none"> Young working class Unmarried Young children Income Support High unemployment Cheap terraces Provincial cities Social problems Health problems 	<p>Receptive</p> <ul style="list-style-type: none"> TV Tabloid press <p>Unreceptive</p> <ul style="list-style-type: none"> Internet Telephone advice lines Heavyweight magazines Broadsheet newspapers

Description - Public Sector Focus

Education Adults in *Type D24* are more likely than not to have left school with few, if any, formal qualifications. Only about one third have, what are generally considered to be, adequate basic qualifications, and the number with a degree is half the national average. The children display almost identical characteristics. Below average performances begin at Key Stage 1, and continue until they leave school, typically with few if any GCSEs. An above average proportion of the pupils come from families with refugee status, and reflecting the low income levels many qualify for free school meals.

Health These people have incredibly unhealthy lifestyles. Their diet is one of fries rather than fruit. Many are heavy smokers and heavy drinkers, and primary leisure activities are music, cinema and going to the pub. Regular exercise is not a common feature. It is therefore no surprise that the general health of people in *Type D24* is poor, particularly relating to diseases of the heart, liver and respiratory tracts. Hospital admissions due to alcohol and drug abuse run at over twice the national average, and teenage pregnancies are also a serious issue.

Crime Most residents do not consider the neighbourhood as being pleasant to live in, and households tend to keep themselves to themselves. Most aspects of anti-social behaviour are very common, often occurring at twice the national rate. Not surprisingly, there is an above average fear of crime which is borne out in reality. Offences tend to occur at or near home, or at nearby places of entertainment such as the local pub. The local population are generally unhappy with the service provided by the police.

Finances Almost half of this population do not pay income tax, and of the rest it is almost exclusively at the basic rate. These people earn low incomes, and tend to spend what they have on the basics and on entertainment. Little therefore goes into savings. Dependence on the state for financial assistance is relatively high. Significant numbers are claiming Jobseeker's Allowance and Income Support, and although the age profile means that not so many are on the state pension, those that are will be probably also be claiming Pension Credits.

Environmental Issues These people have more concerns than for the environment, namely personal living and enjoyment. Few will contribute financially to environmental concerns. However, the financial constraints mean that in *Type D24* car ownership is usually restricted to one small car per household doing below average mileage.



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Description - Sociology and Environment

Summary Type D24 contains poor, mostly white families, who own or privately rent, cheap terraced houses close to the centres of less prosperous provincial cities.

Demography Type D24 comprises many young people, in menial occupations who have little option but to choose an older terrace if they want to set up a home of their own and start a family. Such people are likely to have been born and bred in their local community, their parents perhaps living in a suburban council house. In their twenties and early thirties, they are unwilling or unable to afford the cost of a mortgage on a new house and find it more convenient, and often more convivial, to put up with the cramped and old fashioned fabric of Victorian older terraces. Many of these young people are not yet married, or indeed do not intend to marry, but are at the stage in life when they are in long term relationships and many have pre-school or primary school age children. As these people get older, and their families become larger, many may move out to more salubrious neighbourhoods and sell their small homes to younger people.

Environment Neighbourhoods of Type D24 are most common in northern maritime and industrial regions which grew rapidly during the last years of the nineteenth century but whose populations have stagnated since. Built originally to house people working in shipyards, docks, chemical plants and railway workshops, these neighbourhoods are typically laid out in the form of long rows of terraced housing punctuated by the occasional corner shop and primary school. These terraces often stretch off major Victorian thoroughfares providing frequent buses to city centre locations. Most of these terraces are built of brick with Welsh slate roofs. Some front doors open directly onto the street, others onto small front gardens protected by a low wall. Often with only two bedrooms, many would have been originally built with an outside toilet. Today some homes will benefit from an upstairs bathroom, in others the new bathroom and toilet will have been built on to the back of the house. Because many of these neighbourhoods were built to provide cheap labour for large, capital intensive enterprises, they are usually some distance away from centres of employment. There is often an oppressive scale about such neighbourhoods and an absence of variety in the built environment. Many local councils have switched the emphasis of their housing policies, now investing in the restoration of communities which in previous times they might have cleared. This investment is reflected not just in improvements to sanitary arrangements and to roofing but to the exterior streetscape. It will not be uncommon to find the environment improved by traffic management schemes, designed to make them safer places in which children can play, and by tree planting schemes that relieve the repetitiveness of their brick facades.

Economy Neighbourhoods of Type D24 are most common in maritime industrial regions such as Merseyside, Humberside and Teesside. In more prosperous regions, or ones with successful universities, terraces of this sort will by now have become gentrified by young professionals or by students. In textile towns, such areas might have been taken over by immigrants from South Asia. Being where they are they continue to accommodate poorly educated, white, young working class families who struggle to find remunerative employment in businesses with long term futures. Many of these regions have not had a tradition of small scale entrepreneurship, relying as they have done on highly capital intensive industries. As a result these are neighbourhoods in which very few people, other than local shopkeepers, are self-employed. Despite the economic difficulties of these regions, the level of unemployment in these neighbourhoods is substantially lower than on the overspill estates to which previous generations have been decanted on periphery housing estates. Their inner city location provides good access to the growing number of jobs in city centre locations.

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Description - Sociology and Environment *(Continued)*

However these tend not so much to be neighbourhoods for office workers, however junior, but for those working in manual jobs, such as on the roads, in the parks, on the buses and as construction labourers.

Consumer Values *Type D24* is relatively unaffected by the growth of new consumerist values. In these neighbourhoods good and bad times have followed the rise, decline and sometimes rebirth of very large plants whose future has seemed beyond the control of local people. Although subject to economic fluctuations, *Type D24* has not suffered the social dislocation caused by major slum clearance programmes, the transformations in purchasing power resulting from the rise of new jobs in the information economy nor the impact of gentrification and 'studentification' that has occurred in many provincial centres.

Although people move in and out, the social fabric of these communities has remained as constant as the physical environment. Economic uncertainty, it can be argued, has resulted in a happy go lucky response to times of good fortune which contrasts with the more orderly life stage planning typical of regions of greater economic opportunity. The nature of the local community fosters interaction people meet each other in the street, at corner shops and in the pubs and have both less need and less opportunity to display symbols of material success. In comparison with the better low rise council estates there is less evidence of flamboyant customisation of house exteriors and expensive cars would look out of place in these mean streets. Those who are motivated to demonstrate conspicuous consumption would have sold up and moved to leafier suburbs. These therefore are cultures which value mass market, trustworthy brands, for whom price and function may be more important than emotional intangibles and where there is little interest in the personalisation of standard products that is so important to better educated young singles.

Consumption Patterns *Type D24* represents a good market for most mass market brands but offers little opportunity for sales of more sophisticated products with lifestyle associations. Tastes in foods are particularly old fashioned and tins and packets are favoured over fresh ingredients. Betting, bingo and the pub remain favoured leisure activities in a culture that still has difficulty subscribing to contemporary expectations surrounding the roles of men and women.

Change These neighbourhoods have seen relatively little change over a hundred years and are unlikely to be in the vanguard of change in the future. Key factors influencing their future are the relative movements in house prices and interest rates. The recent period of house price inflation has, for the first time for many years, arrested the deterioration in the price of these areas relative to others types of housing whilst cheaper mortgages do make it easier for residents who would like to move out to afford more modern houses in more suburban locations.



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Description - Culture and Consumer Psychology

These people live in small terraced houses which are usually rented, although there is some private ownership. There are significant social and environmental difficulties in these areas, such as litter, disruptive teenagers, drugs and poor home conditions. The consequences in terms of crime include serious wounding, criminal damage and burglary. The size and nature of the properties together with the often unpleasant neighbourhood results in very low property values. The areas are changing in terms of their ethnic composition, and there is likely to be a significant proportion of people with Asian or Chinese origins.

These people have a very young age profile and the number of people over 40 is relatively small. There are many children, of all ages, and these households typically fall into the 'young family' stage of the family life cycle. For some of these family units, living in these areas is a temporary phase prior to moving on to a more salubrious setting. In the past, these areas may have represented traditional provincial working class structures, but they are now evolving into various hybrids.

While the young family is dominant, it comes in many forms. Indeed, many permutations of family relationships occur. However, when these people do marry, it tends to be at an early age. There are also notable proportions of students and lone parents. There is a high incidence of health problems and many are permanently sick.

These people have low incomes, very little by way of investments, and high levels of debt. Relatively few have current accounts and credit cards, relying on cash transactions. They are not poverty stricken as seen on the scale in some other areas, but there is little scope for a full engagement in consumer society. Unemployment is high and the vast majority of these people belong to social grade D, employed in routine jobs as operatives or with some basic supervisory responsibility. In the past, these areas would have housed large numbers of people working in manufacturing, and while this is still the case, notably for women, it is on a much-reduced scale. Now, the service sector employs a large proportion of these people in hotels, catering, wholesaling activities, sales and customer services. They are anxious about the threat of redundancy and with few or no qualifications and only basic skills, many of these people have little prospect of coping well should this occur.

Routine shopping occurs at discount stores such as Netto and Aldi. The small, independent corner shop is still a feature of these areas. Such shopping is frequent and is driven by price sensitivity, and a need for convenience rather than a search for quality. There is very little interest in healthy eating amongst these people, so frozen and tinned foods are regular purchases as are takeaways. Alcohol and tobacco will take a large slice out of the disposable income. These people will spend, perhaps extravagantly, on high-involvement items which provide entertainment or which demonstrate status in some way. Where there are older children, computer games are very popular. There is little interest in IT for information or for purchasing and these people are excluded from participation in new shopping methods. Car ownership is low, and most people use public transport, or walk.

Leisure time is not used in any sophisticated or elevating way. Readership of newspapers is the usual diet of popular tabloids such as the Sun, the Mirror, the Star and the Sunday Sport. These people watch a lot of TV and hire many videos. Betting is popular and bingo still provides a major interest, particularly for older women. The pub figures large in the lives of many, particularly for the men. These properties rarely have a garden but it is doubtful that there would be much interest in gardening anyway.

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2 Description - Culture and Consumer Psychology

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Description - Culture and Consumer Psychology *(Continued)*

Similarly, DIY is not very popular, partly due to the properties being rented, and partly due to a lack of interest. Family and community bonds were probably very strong until quite recently, and may still be so in small pockets, but as the generations age these bonds become progressively weaker and the households become more isolated and insular.

These areas can be in a state of flux. The dominant culture reflects basic working class attitudes and behaviours where people have limited horizons, rarely looking beyond immediate needs and pleasures. Their lack of income, limited education and primitive ambitions result in a very narrow set of behaviours, and like others in a similar position, any sense of social value now comes more from displays of consumption rather than from the routines of employment. However, local circumstances, notably economic transformations, are starting to introduce more cultural variety, and some of these areas will undergo major change. Those which do not are likely to become increasingly isolated from the modern world.

These people are characterised by young working class families leading simple lives with limited incomes and basic pleasures.