

Type G41 Families, many single parent, in deprived social housing on the edge of regional centres



Overview

Key Features

- Young families
- Single parents
- Extreme deprivation
- Poorly educated
- High unemployment
- Income Support
- Low rise public housing
- Outskirts of major provincial cities

Regional Houses



Dudley, DY1



Brighton, BN1



Plymouth, PL1



Rankings

- Age Rank (10/61)
- Wealth Rank (59/61)
- Good Health (38/61)
- Fear of Burglary (5/61)
- Degree (57/61)
- Public Renting (5/61)
- Higher Tax (49/61)
- Environment (61/61)
- Internet (48/61)

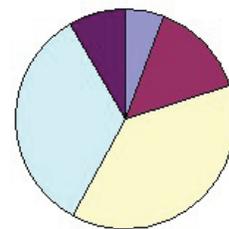
Top Councils

- Nottingham (7.52%)
- Kingston upon Hull, City of (5.51%)
- Middlesbrough (5.40%)
- Lincoln (4.79%)
- Derby (4.70%)
- Wolverhampton (4.64%)
- Leicester (4.34%)
- Gosport (3.93%)
- Newport (3.79%)

Constituencies



Regional Distribution



- London (5.48%)
- South East (14.63%)
- East Anglia, Midlands, South West, Wales (38%)
- North, North West, Yorkshire (33.47%)
- Scotland, Northern Ireland (8.42%)

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Type G41 contains large numbers of young families on very low incomes who live in extensive areas of low rise public housing on the outskirts of major provincial cities where few people have exercised their right to buy.

Key Features	Communication
Young families	Receptive
Single parents	TV
Extreme deprivation	Telemarketing
Poorly educated	Posters
High unemployment	Direct mail
Income Support	Unreceptive
Low rise public housing	Newspapers
Outskirts of major provincial cities	Magazines

Description - Public Sector Focus

Education Educational achievement amongst the adults in Type G41 is low, with two thirds not having achieved 5 or more grades A to C at 'O' level or GCSE. This is reflected by their children, who perform very poorly throughout their schooling. Most are highly unlikely to leave school with even basic qualifications, and very few will go on to either college or university. Unlike the inner city areas, these children are not particularly likely to suffer the difficulties associated with language differences between school and home; however, poverty ensures that many qualify for free school meals, and a significant proportion have Special Educational Needs.

Health These people eat poorly, smoke heavily, and many are prone to binge drinking. In addition, few take regular exercise. Overall it is therefore unsurprising that health is poor, with particular problems associated with drug or alcohol abuse. These are also areas where teenage pregnancy is a particular issue.

Crime These are neighbourhoods where social capital is low, housing is poor, and anti-social behaviour is a serious problem. The fear of crime is justifiably above average, as actual crime levels are high. Most of the offences are experienced on the estates, which many of the residents seldom leave. Many of the victims feel that they are repeatedly victimised, although this is more likely simply due to the high levels of crime rather than specific targeting. It is not surprising that in areas such as these there is no respect for the police from either victim or offender.

Finances These are areas of high unemployment, so income levels are low. A significant number are therefore claiming Jobseeker's Allowance or Income Support, plus council tax benefit. Although most people in these neighbourhoods are of working age, those who are retired are also poor, with high levels of claims for Pension Credits and Disability Living Allowance. With many people having a general attitude that their lot is not a happy one, and that they owe society nothing, payment of the council tax bill is often not seen as a high priority.

Environmental Issues These inwardly focussed people have little care for environmental concerns. Their immediate environment is not pleasant, so they see little reason to waste their thoughts (and certainly their money) on wider issues. Car ownership is low for financial reasons, so their usage of public transport is their main contribution to the environmental effort.



41 42 43

Nottingham

1.19% 

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Description - Sociology and Environment

Summary *Type G41* contains large numbers of young families on very low incomes who live in extensive areas of low rise public housing on the outskirts of major provincial cities where few people have exercised their right to buy.

Demography *Type G41* contains members of many of the UK's poorest families. Typically living in large provincial cities where they have been housed by councils on extensive low rise estates on the city fringe, these families are characterised by poorly educated young parents for whom bringing up their children is a constant struggle. Many of these parents are themselves the products of single parent families or of violent homes, and the causes of the deprivation which is so pervasive lies as often in family breakdown and social exclusion as it does in any shortage of decent local employment opportunities.

Few of these people stayed on at school long enough to obtain worthwhile qualifications and preferred instead to start a family at an early age. Many of the relationships into which children have been born have proved to be unstable. Large proportions of children live in single parent families and, of those that do not, many live with half brothers and half sisters in frequently changing household formations.

Neighbourhoods of *Type G41* have many children. When combined with the poor levels of parental control that often characterise these areas, there are high levels of anti social behaviour which aggravates the older tenants who then apply to be rehoused on quieter 'better' estates. A constant problem in these estates is the absence of successful role models for children to emulate.

Very few tenants have exercised their right to buy. Few people hold down responsible, well paid positions. Relatively few people own a car and those that are owned are likely to be second hand versions of older models. The schools which the children attend are ones which are avoided by the middle classes and which employ relatively young and inexperienced teachers. Another recurring problem of these environments is their physical scale. These are not small pockets of poorer council tenants living in close proximity to areas of higher incomes, but very large and often impersonal swathes of low status council housing. With uniformly low incomes, few members of the community come into regular contact with those who have achieved success through the focussed pursuit of long term career or financial goals. These estates have a sprinkling of people of Caribbean descent and of children of mixed race marriages.

Environment Neighbourhoods of *Type G41* are most common in the outer rim of Britain's larger provincial cities, more often in those with important regional service functions, such as Cardiff, Nottingham and Leeds, than in smaller cities which have traditionally relied on smokestack and maritime employment. During the early post war years many of these cities embarked on ambitious projects to rehouse the residents of older inner terraces on a small number of very large outer estates, most some distance away from families and friends as well as traditional sources of blue collar employment. These products of municipal expansionism were often intended to provide a better quality of environment. Houses were built to agreeable, if somewhat uniform, designs typically on sweeping crescents in small rows of terraced or semi-detached units, surrounded by generous plots and by large areas of public open space. These new estates, of which councillors were justifiably proud, were designed with a view to providing a more healthy environment than the 'slums' they were intended to replace. The subsequent deterioration of these estates results from a number of factors. Most of these estates have poor access to community facilities, not just shops but pubs, leisure facilities, community centres, churches and centres of higher education. Because of their poor accessibility, the more successful tenants transfer either to other 'better' estates or to new private housing rather than exercise their right to buy.

(Continued)

2 Description - Sociology and Environment

Type G41 Families, many single parent, in deprived social housing on the edge of regional centres



Description - Sociology and Environment *(Continued)*

Then, as budgets for new public housing began to decline, councils found themselves able to offer homes only to people in very serious social need. These estates therefore have become much younger and much poorer, further contributing to the loss of their more stable older members. Today these are not neighbourhoods where residents are proud to live. They have acquired a stigma as being undesirable places in which to live, where the more responsible tenants are likely to feel at risk from vandalism, burglary and indeed physical attack. The safety of cars parked on the street can not be taken for granted and when children misbehave few people would feel safe asking them to desist from anti-social activities. In the parlance of sociology these are areas of low social capital where the local community feels it lacks the authority to enforce commonly accepted standards of social behaviour and where it increasingly looks to external agencies for support.

Economy Neighbourhoods of *Type G41* most often occur in towns whose economies are in the process of shifting from manufacturing industry to the provision of regional service functions. Whilst unemployment rates are lower than in more traditional industrial communities, there is no doubt that the economic transformation makes it difficult for the less skilled members of the population to find stable employment. Many low end service jobs do not provide wages on which families can be maintained.

Consumer Values *Type G41* contains a significant minority who have slipped into a dependency culture in which people are no longer in control of their own destiny. Too often efforts are disconnected from rewards, resulting in a mood of fatalism and aimless indirection.

Consumption Patterns *Type G41* is a poor market for almost all consumer products. Few people own cars, few spend money improving their homes and gardens and few travel abroad. Most households would aim to own those consumer durables such as refrigerators or televisions which are considered necessities. Sometimes they will purchase these products second hand. Though many would like to borrow if they could, many people have a history of defaulting on previous loans and are therefore frustrated from obtaining future credit as a result of the county court judgements that they have acquired. Many resort to obtaining small loans from providers of secondary credit services, often at very high rates of interest. Difficulties in the management of household finances spills out into problems of non-payment of telephone and utility bills. Not being sufficiently credit worthy to obtain a current account or a credit card, many residents visit post offices to pay quarterly utility bills rather than rely on standing orders.

Change Notwithstanding the various initiatives of central government and city councils, there is little current improvement in the social conditions of many of these neighbourhoods.



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Description - Culture and Consumer Psychology

These people live in large council estates on the periphery of cities across the UK, but more frequently in the North and particularly so in Scotland. These council estates have seen extreme economic disturbance over the last 30 years and now, there are very high levels of personal financial difficulties, and extreme social and cultural deprivation. Few would voluntarily choose to live in these areas. These people provide an alarming example of the dysfunctional effects of economic restructuring, and the resulting inequality with respect to wealth and life chances. There are limited opportunities for these people to break the cycle of deprivation, at any one time or across the generations.

These people are driven by the need for basic sustenance. They have very low incomes and many are reliant on state benefits. Financial hardship is extreme, with very high levels of personal debt. There are few older people. The typical household has a number of, often very young, children. Parents may be cohabiting, and there is a very high occurrence of single parent families. The traditional nuclear family is far from being the norm. Instability in terms of income and family relationships will characterise the upbringing of many of the children.

Unemployment runs at very high levels and those who have jobs are likely to work in routine, low skilled, poorly paid employment in the service sector. Many stay at home to look after children. The people are generally indigenous, but there has been a recent growth in the proportion of ethnic groups who live in these areas.

The social environment is also poor with many problems such as violence, theft, vandalism and rubbish linked in various ways to the causal factors of unemployment, family breakdown, poor housing conditions and also alcohol and drug abuse. In every respect, these people live in very underprivileged areas.

The lives of these people in terms of beliefs, attitudes, interests and subsequent use of time and, very limited disposable income, are extremely basic. Routine shopping takes place at discount stores and low prices are the primary buying criterion. Large quantities of frozen food are bought, and there is little importance attached to healthy eating. They often buy takeaways. They smoke a great deal, mainly the cheaper brands. More expensive items are purchased, frequently on credit if it is available, and such items are often for the children by way of computer games and the latest toys. Children are often indulged.

Familiarity with IT and use of the Internet for shopping are both very low. These people rely on public transport. They rarely have access to a car and if they do, it is likely to be an old model. Newspaper readership is confined to the tabloids and is more for entertainment. They watch a great deal of TV and popular programmes are soaps, quiz shows and other light entertainment. Leisure activities are basic. The pub figures large in the lives of many. Betting and bingo are popular pastimes. Holidays are taken very rarely.

These people no longer have the stability provided by regular employment and reasonable levels of income, and together with other disruptive influences, there has been a serious weakening of the conventions and obligations of working class life, if they have not disappeared completely. Family life and social bonds more generally have been major casualties of change in these areas. The absence of stable employment and the self-identity that this can provide, has not been replaced by a sense of purpose beyond that which derives from the security of the mundane or the pleasures of the trivial. A marked and very fatalistic pessimism is common amongst these people and this fatalism, particularly amongst the younger members, can become a self-destructive nihilism.

These young people with children have an ever-pressing need to survive.

2 Description - Culture and Consumer Psychology