

Type K60 Smallholders and self employed farmers, living beyond the reach of urban commuters

1.28% 



Overview

Key Features

- Scattered farmers
- Older working ages
- Retired people
- Some agro-tourism
- Isolated
- Good diet
- Country pursuits
- Gardening
- Winter holidays abroad

Regional Houses



Dale Abbey, DE7



Penrith, CA10



Conwy, LL32



Rankings

- Age Rank (47/61)
- Wealth Rank (22/61)
- Good Health (23/61)
- Fear of Burglary (52/61)
- Degree (25/61)
- Public Renting (47/61)
- Higher Tax (22/61)
- Environment (13/61)
- Internet (36/61)

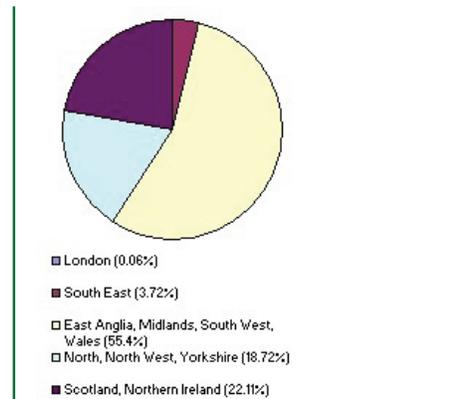
Constituencies



Top Councils

- South Shropshire (24.21%)
- Ceredigion (21.77%)
- Powys (18.71%)
- West Devon (18.44%)
- Eden (17.60%)
- Teesdale (16.79%)
- Orkney Islands (16.66%)
- North Shropshire (16.62%)
- Torridge (15.11%)

Regional Distribution



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Type K60 contains populations of scattered farmers most of whom are owner managers of medium sized operations with a bias towards dairying rather than cereals or intensive agribusiness.

Key Features	Communication
Scattered farmers	Receptive
Older working ages	Internet
Retired people	Broadsheet newspapers
Some agro-tourism	Unreceptive
Isolated	TV
Good diet	Posters
Country pursuits	Telemarketing
Gardening	Direct mail
Winter holidays abroad	

Description - Public Sector Focus

Education Educational attainment of people living in these areas is mixed. However, it is a minority that have poor qualifications. Many have at least some good 'O' Levels, and a significant number have gone on to degree level. In most cases these better qualified people are the older generation who have moved into the area, rather than the working farmers who have probably inherited the farm from their parents. The children in these neighbourhoods generally do well at school. Many will achieve good grades at GCSE, and are likely to move on to higher education. These are areas where most parents earn sufficiently for free school meals to be a rarity. Voluntary controlled schools are relatively commonplace.

Health People in Type K60 areas tend to eat healthily, and whilst many drink alcohol regularly it is not normally excessive. Relatively speaking, smoking is rare. They lead a naturally active life, encouraged by what the local countryside can offer. Consequently, their health is relatively good, and the problems associated with social disadvantage are infrequent. Those who have private medical insurance are likely to have sorted it themselves rather than relying on their employers.

Crime Crime is extremely rare in these areas, and anti-social behaviour is almost unheard of. When people are victims, it is almost always when they leave the neighbourhood. These people naturally assume that the police are doing a good job, although on the odd occasion when they are victims their expectations are not met.

Finances These are areas of low unemployment, and the number paying higher rate income tax is well above the national average. State financial support for working age households is therefore low. These people have a habit of ensuring that their own future is secure, with healthy savings and investments. An above average proportion of retired people ensures that the state pension is the primary state benefit claimed in these areas; however, this is usually just a supplementary income for people who have prepared for their retirement.

Environmental Issues People in Type K60 neighbourhoods are concerned for the environment, but have a lifestyle that belies that concern. Their car ownership is high, often with multiple cars per household, and with the car needed for both work and leisure, mileage can be high. The older, often large, houses are also very inefficient in terms of energy usage. These people, typical of many of the un-deprived Types, assuage their guilt on the environment by financial means rather than changing the way in which they live.

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Description - Sociology and Environment

Summary *Type K60* contains populations of scattered farmers most of whom are owner managers of medium sized operations with a bias towards dairying rather than cereals or intensive agribusiness.

Demography *Type K60* is found in areas of lowland Britain which are populated by a countryside of scattered farms and cottages rather than large nuclear villages. In comparison with *Type K59*, land is less likely to have been consolidated into a small number of large estates owned by wealthy families most farmers either manage their own farms with the help of their family or employ just one or two workers to help them out. Though many farms continue to be handed down from generation to generation, these areas are subject to land consolidation and many redundant farms and farm cottages now provide rural retreats for retired people, weekenders or urban commuters. A key feature of these areas therefore is that farmers have high equity in their land and in their businesses but that this equity often provides an unpredictable financial return and is very difficult to release in the form of disposable income. Many farmers plough back profits into their farms in the hope of selling them once they retire and these areas are populated by many smart bungalows financed by the sales of these farms once their owners retire. The population age distribution of these areas, as is common throughout the countryside, is now skewed towards older working age groups and retired people. Young people have had to move to towns to obtain technical qualifications and have little incentive to return to these rural settlements unless to work on family farms. There is little modern housing that would attract young people. However the varied scenery and undulating countryside attracts many older people who are prepared to cope with the solitude of living beyond the support systems provided by more traditional villages. In these areas distant from major centres of population commuters are more likely to work in shops and public sector jobs in local market towns than to enjoy well paid jobs in the offices of major corporations.

Environment *Type K60* includes large populations of country dwellers in rural Wales, along the Welsh borders and on both sides of the Scottish border. These are areas which are very remote from centres of population and where the economy is almost entirely dependent on agriculture. Scattered farms are reached along private roads leading off winding single track country lanes often lined by steep banks and thick hedges. Large but often unimproved farmhouses sit amid a complex of barns and silos and old buildings protect tractors and other farm equipment. These are typically landscapes of greenfields and orchards, with grazing sheep and cows protected by fields separated by barbed wire fences and by coppiced hedgerows. Though these are seldom in mountain areas, these are often areas of poorer soils where water runs off into small streams and where significant amounts of steeper land are forested. The network of support services, which in lowland areas are provided from within nucleated villages, are provided in these areas by informal networks of local entrepreneurs many also living in isolated farms and cottages. By comparison recognisable villages with churches and pubs are relative few and far apart. Much more of the support in these areas is provided by local market towns, and the weekly visit to markets and to suppliers of agricultural services provides important intelligence in what are otherwise very fragmented and isolated communities.

(Continued)

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Description - Sociology and Environment *(Continued)*

Economy Neighbourhoods of *Type K60* are highly dependent upon farming for employment and their financial health is greatly affected by decisions made by governments regarding the way in which agriculture is financially supported. Declining farm incomes in these areas have encouraged many to diversify into more specialised, higher value food products, such as organic cheese, which appeal increasingly to more sophisticated urban consumers. A number are also experimenting with agro-tourism and with diversification into recreational land uses.

Consumer Values *Type K60* contains people who greatly value the quietness and solitude of living in physical isolation from their neighbours and who tend not to feel disadvantaged by their lack of access to the range of leisure opportunities taken for granted by urban residents. Many, though happy to welcome urban visitors, consciously look down on urban cultures which they see as imposing rigid disciplines and unwanted complexity on their residents. The culture of self reliance is a particularly important value in these areas which subscribe strongly to the belief that 'small is beautiful', one reason why many Liberal Democrat Members of Parliament represent these areas. Where consumers do engage in the formal economy it is primarily to source basic necessities.

Consumption Patterns *Type K60* typically spends large amounts of money on products and services, such as motoring and financial services, where it is difficult to distinguish between consumer and business use. Due to the scattered population, a high proportion of income is spent on cars and on motoring expenses, and cars tend to be kept for particularly long periods of time. These are important markets for loans, many of which will be secured against land and buildings. People work particularly long hours in these neighbourhoods and spend little on leisure, although a minority will enjoy foreign travel particularly during winter months. Being beyond the reach of mains gas, these are good markets for bottled gas and for home heating fuels, and large kitchens tend to be well equipped. Self standing freezers sell particularly well in these areas. Tastes in clothing and in food are traditional and many residents buy in bulk and visit discount stores and car boot sales. The collection of antiques is a particularly popular hobby among this population.

Change In recent years the decline in the population of many of these remoter areas of the country has been arrested, if not reversed, but much of the growth in population numbers is occurring on the edge of the small market towns rather than in these areas of scattered farms. The growth of the Internet is now playing a major role in moderating isolation and in making them feasible locations for footloose knowledge workers.

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Description - Culture and Consumer Psychology

These are farming communities, characterised by a down-to-earth, common sense approach to life. They are not really 'switched on' to advertising, except where it is particularly relevant. Financial services information, for example, is followed with some interest, and these people are quite astute in managing their finances as they no doubt have had to be, dependent as they are on the vagaries and changing fortunes of farming today. Traditional folk with traditional values is probably a fair way to describe these people.

They are quite heavy spenders when it comes to grocery shopping. This is often because there will be teenage, or even older children still at home. But also probably because shopping trips may be less frequent and bulk buying is likely to be the norm. Planning and budgeting for shopping trips may be undertaken with some care, and value for money is likely to be more important than novelty or brand names.

Although these farming families are not keen followers of fashionable trends, they are likely to embrace new technology, when it offers convenience in the form of both cost and time savings. Many use the Internet for buying goods, and as a general source of information. TV viewing does not feature very highly in the busy lifestyles of these people, but they regularly read the better quality newspapers, and subscriptions to various magazines are popular this is probably also driven by convenience as these will be delivered with the mail. They also listen extensively to the radio.

Not surprisingly, country pursuits, nature, birdwatching, hiking and walking are popular pastimes. With less opportunity to socialise locally, much leisure time is centred in and around the home. Being fit and active is more important than looking good, and appearances or self-image are of little consequence here. With the exception of cars and motoring, they are not at all interested in status goods such as fashion and designer brands, or symbolic consumption in any form. However, this may not be the case when it comes to consumption directly associated with the farm and farming, and it will no doubt be of interest to farm suppliers, outdoor clothing and farm vehicle manufacturers to know what excites these *Type K60* country dwellers.