

# Type I50 Older people receiving care in homes or sheltered accommodation

1.29% 



## Overview

### Key Features

- Old age pensioners
- Pension Credit
- Modest savings
- Purpose built bungalows
- Meals on wheels
- TV popular
- Coach tours
- Poor health
- HES emergencies

### Regional Houses



Wallsend, NE28



Woburn, MK17



Stoke on Trent, ST6



### Rankings

- Age Rank (61/61)
- Wealth Rank (45/61)
- Good Health (53/61)
- Fear of Burglary (44/61)
- Degree (47/61)
- Public Renting (11/61)
- Higher Tax (58/61)
- Environment (54/61)
- Internet (59/61)

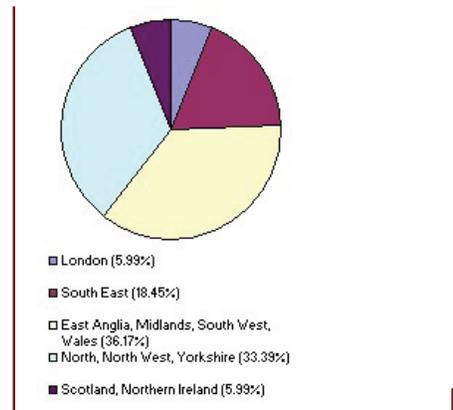
### Top Councils

- West Somerset (4.31%)
- Sedgefield (4.26%)
- Boston (4.20%)
- Chester-le-Street (3.89%)
- Wear Valley (3.48%)
- Carlisle (3.33%)
- South Tyneside (3.27%)
- Bolsover (3.14%)
- Derwentside (3.05%)

### Constituencies



### Regional Distribution



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## Type I50 Older people receiving care in homes or sheltered accommodation

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Type I50 contains old age pensioners who live in small pockets of specially built bungalows and flats, typically within more extensive estates of public sector housing.

Key Features	Communication
<ul style="list-style-type: none"> <li>Old age pensioners</li> <li>Pension Credit</li> <li>Modest savings</li> <li>Purpose built bungalows</li> <li>Meals on wheels</li> <li>TV popular</li> <li>Coach tours</li> <li>Poor health</li> <li>HES emergencies</li> </ul>	<ul style="list-style-type: none"> <li><b>Receptive</b> <ul style="list-style-type: none"> <li>TV</li> <li>Red top newspapers</li> </ul> </li> <li><b>Unreceptive</b> <ul style="list-style-type: none"> <li>Most channels</li> </ul> </li> </ul>

### Description - Public Sector Focus

**Education** Gaining formal academic qualifications was not generally a requirement when these people went to school. Consequently many entered the world of employment with few if any. However, about a third did leave school with a good solid grounding, or even went on to achieve higher level qualifications. There are very few children living in these neighbourhoods, so it is difficult to draw general conclusions. However, indications are that, in common with other children living in areas where poverty is commonplace, they will only have limited success at school and are unlikely to proceed to university.

**Health** Type I50 is one of the least healthy Types. This is primarily due to their age and the way in which they may have lived their life in the past, rather than current lifestyle. Today many will probably get a balanced diet through the provision of services such as Meals on Wheels, although those who are still independent are less likely to eat wholesome food. Today few of them smoke, and although many may drink regularly it is much more likely to be a small glass of sherry before bed than a night out at the pub. When these elderly people are admitted to hospital it is often as an emergency case.

**Crime** Overall these elderly people feel that others are prepared to help them, whether it is the warden in their sheltered accommodation, or a neighbour. Fear of crime is surprisingly low for the elderly, although this may be because they feel cocooned in their own homes with the knowledge that help is often at hand. Incidence of crime is also relatively low. Most crime that does occur happens in the home, which is to be expected as most of the time is spent there. However, these people are more likely to be the victims of distraction burglaries by young offenders than forced entries. Overall they feel that the police are very attentive when dealing with a specific incident, although their general opinion of the police is more mixed.

**Finances** Three quarters of the population of these areas pay no tax. These are poor people, and those that have retired are likely to be claiming Pension Credits. Where people of working age are living in the area they too are likely to be on state benefits. Council tax benefit is also claimed; with this support and an attitude of doing what is right, the bills are usually paid. Type I50 has few savings, although they may have a few premium bonds retained from the days when they could be bought in small quantities. Any difficulties experienced with paying the council tax bill are highly likely to be due to genuine hardship, and would need treating accordingly.

**Environmental Issues** Type I50 has past the stage of caring about the environment, and many believe that others spend too much time worrying about it. Fortunately they are doing little to make the situation worse, as few have cars, and these mainly single people will use relatively little energy heating and lighting their small flats (although many will undoubtedly feel they are still paying too much for their energy).

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**Description - Sociology and Environment**

**Summary** *Type I50* contains old age pensioners who live in small pockets of specially built bungalows and flats, typically within more extensive estates of public sector housing.

**Demography** Neighbourhoods of *Type I50* are populated almost exclusively by old age pensioners on low incomes whose housing needs are met by the local authority. Some live independently in small enclaves of bungalows within larger areas of local authority housing. Others live in more specifically sheltered accommodation, where they have the benefit of a warden and nursing staff. These homes tend to be built not as isolated housing developments but as small pockets within the large areas of standard two storey designs that are characteristic of housing schemes in medium and smaller sized towns. Particularly common in the North East of England and in Scotland, these areas allow older people to move from family houses to more convenient accommodation within the same estate, thus benefiting from proximity to previous friends and neighbours and to familiar shops.

Unlike retirement bungalows favoured by owner occupiers, most people are living in the communities in which they grew up and the move to single storey accommodation occurs as and when needs require rather than when the residents reach pensionable age. Many are in poor health and rely on meals on wheels, being unable to reach local shops or to expend the effort involved in sustaining a nourishing diet. However most are able to take short walks around their local neighbourhoods often in the company of small dogs.

**Environment** Neighbourhoods of *Type I50* consist mostly of single storey bungalows arranged around cul-de-sacs or small pockets of public open space well protected from passing traffic but usually within sight of some activity. Often they will have no more than a kitchen, a bathroom/toilet, a living room and a single bedroom. In some instances public open space acts as an alternative to a garden, in others there will be very small strips of garden to the front and small rear patios. These bungalows are often semi-detached or built in short blocks of four or eight.

Usually they are built of similar materials to, and at similar times as, the surrounding two storey houses or, if in inner urban areas, developments of flats and high rise blocks.

Many of these dwellings have ramps and their garden paths often have metal handrails. In those estates that do have neighbourhood shops it is likely that these small blocks will be situated to provide easy access for these old people. These neighbourhoods are more likely to occur on 'better' estates than in those with large numbers of deprived families and by now many of these pensioners' neighbours will have bought their homes.

**Economy** *Type I50* is scattered throughout the country but are particularly common in traditional industrial regions, particularly in the North East of England and in Scotland, where in the past it has been more common to rent from the council than to own one's own home. These regions are ones where relatively few people have been members of occupational pension schemes and where few old age pensioners have sources of income other than the basic state pension.

(Continued)

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**Description - Sociology and Environment** *(Continued)*

**Consumer Values** *Type I50* contains a population which is old fashioned in its attitudes and conservative in its tastes. Most people of this generation will have memories of the hardships associated with the inter war depression and are understandably cautious spenders of what little money they have. They have few personal ambitions, by contrast enjoying vicarious satisfaction from following the fortunes of famous people featured on the television, which they spend much time watching, or who they read about in the pages of *The Mirror*.

**Consumption Patterns** *Type I50* not only has little current income but few financial assets. People rely on state benefits which they collect at the local post office where they also pay their utility bills, preferring to pay by cash rather than by standing order.

Few people have cars and little is spent on consumer durables, gardening and home improvement products or on foreign holidays. Outings may take the form of a car journey with relatives to local shopping centres or occasionally a coach trip to the coast organised by a local charity. Many of these people enjoy the company of others and enjoy visits to local clubs for old people where bingo is a favourite pastime.

**Change** The growth in the exercise of right to buy, particularly among older skilled manual workers, will reduce the demand for housing of this sort, much of which will have to be improved internally to make it acceptable to the needs of more affluent post war generations.

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**Description - Culture and Consumer Psychology**

These people live in small, purpose built, publicly rented flats, usually of recent construction and usually in the North of England or in Scotland. The vast majority of these people are elderly, but younger adults and children are also present. There are significant social problems in these neighbourhoods but, even though they are seen as unappealing areas, the problems are not as acute as elsewhere. The very high proportion of elderly, single pensioners means that health problems are a constant concern.

These elderly people have low incomes with most relying on state pensions. Some may have modest savings but not sufficient to generate any significant income or financial security. They have to budget carefully for all expenditure. Amongst both young and old, few people have anything beyond basic qualifications and skills, and for those in employment, low paid jobs in the service sector and routine unskilled work are common. Work is no more than a job for the younger people. But paid work and the upbringing of children used to have powerful personal and social meanings for those who are now retired.

These people shop for routine items frequently and spend only modest amounts on each shopping trip, which is usually to a local discount store. Prices, home delivery and a pleasant shopping environment are all important criteria when they do have some choice of store. Catalogue shopping provides an alternative route for some. They are not that bothered about healthy eating and buy large amounts of convenience food such as frozen microwave ready meals. Expensive, non-routine shopping is rare. Ownership of modern high tech products such as computers or mobile phones is unusual. Internet connections are amongst the lowest in the UK.

Use of leisure time is basic and follows the pattern often seen for low income, elderly people. Bingo and betting offer a cheap release from daily routines and these people have a very high propensity to watch TV, usually soaps, quiz shows and other light entertainment. They read the tabloids and listen to local radio but they have little or no interest in the wider issues of the day. Reading magazines and completing crosswords and puzzles are regular pastimes. There is no interest in home improvements beyond basic decoration. Few holidays are taken and if they are, the preference is for familiar places in Britain. An interest in grandchildren provides a reference point for these 'solitary survivors' but religion and the community matter little in these areas and social events are infrequent. The traditional ties that provide structure and a sense of purpose are extremely weak.

These people lead an impoverished existence. The social reality is governed by debilitating factors including a lack of income, parochial concerns, limited interests and for many, a culture of dependency. The elderly, usually living alone, are more likely to live in the past and to be driven by the basic need for survival in a bleak environment. There is a resigned acceptance of circumstances, and their daily concerns are to maintain a tidy, comfortable order in their domestic routines.

These predominantly older people lead frugal, reclusive lives.