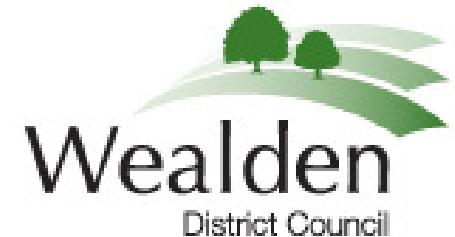


# Beyond the traditional lens

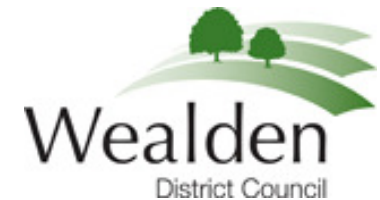
A partnership study of deprivation in  
Wealden

10 March 2011



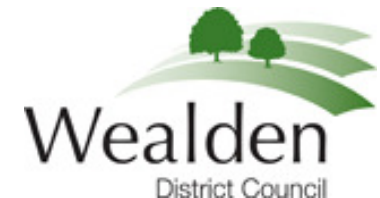
# Summary

- Project overview
- Interpretation of the synthesis report
- Conclusions from the research
- Next steps: developing new approaches within partner organisations and as an LSP



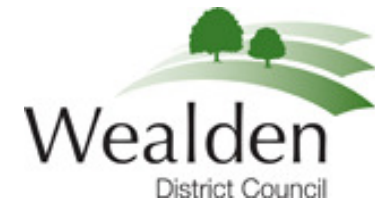
# Aims to help Wealden LSP partners:

- know where deprivation exists
- know how to use existing data to demonstrate it
- target deprivation more effectively
- identify new opportunities to improve services by working together
- access additional resources for the District



## Early stages

- Rural share of deprivation in Wealden
  - 1320 people who claim DWP benefits live in the 9 most deprived of Wealden's 94 LSOAs, but 5010 live elsewhere in the District
- Considerable involvement of partners



# Main research effort

- Data provided by LSP partners reanalysed and mapped to compare rural and town wards
- Mosaic and OAC 'segmentation' tools used to profile Wealden and particularly Council Tax Benefit recipients
- Focus groups and interviews conducted in order to get underneath statistics and provide a 'human context'

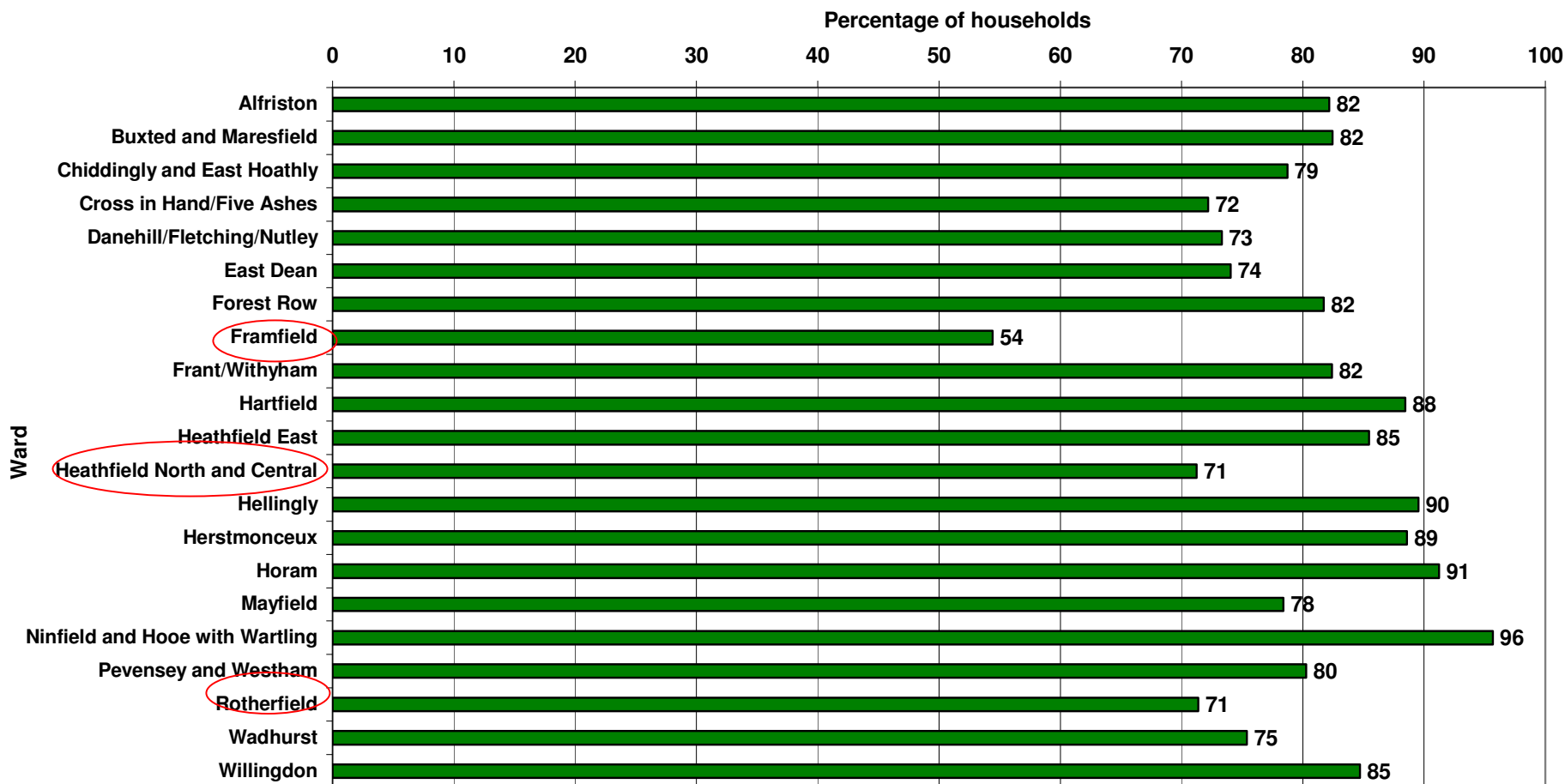


# Issues that needed addressing

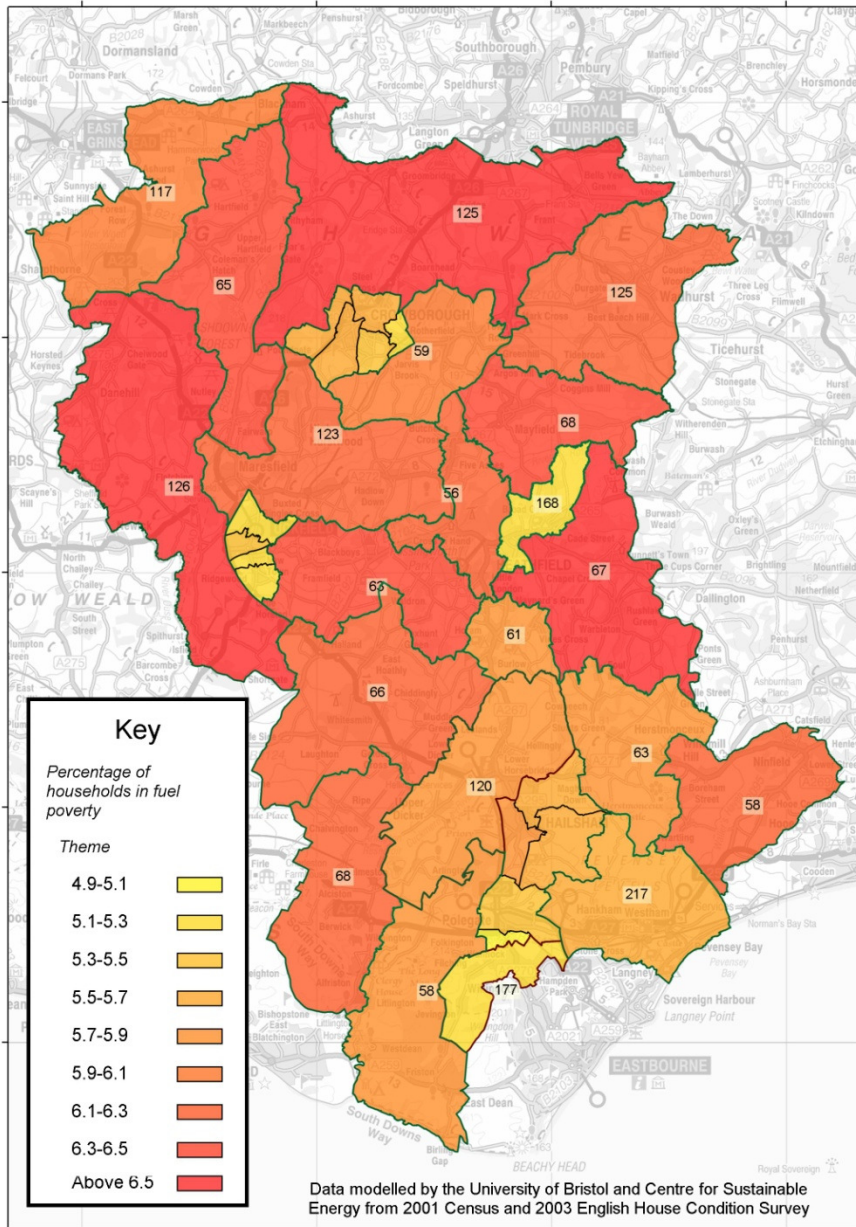
- Geographic scale
- Comparability of datasets
  - time
  - demographics
  - scale
- Sensitive data/anonymity/data sharing
- Balance between data and interviews
- Time and resources



### Wealden Rural Wards - Percentage of households within 30 mins of GP by public transport (2005)



Numbers and percentages of households in fuel poverty (would need to spend >10% of income to heat home satisfactorily), 2001-2003

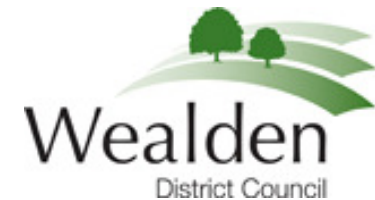


Key to maps:

Orange shading represents the rates or percentages.

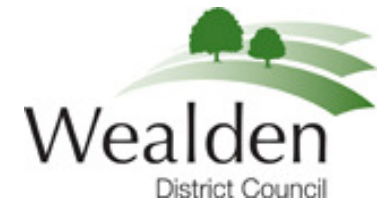
Redder shades are wards that perform less well.

Numbers are the actual number of cases (people/households, etc.)

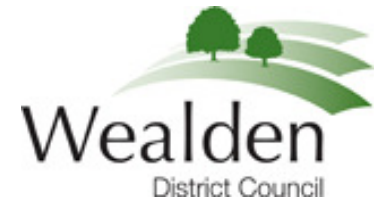
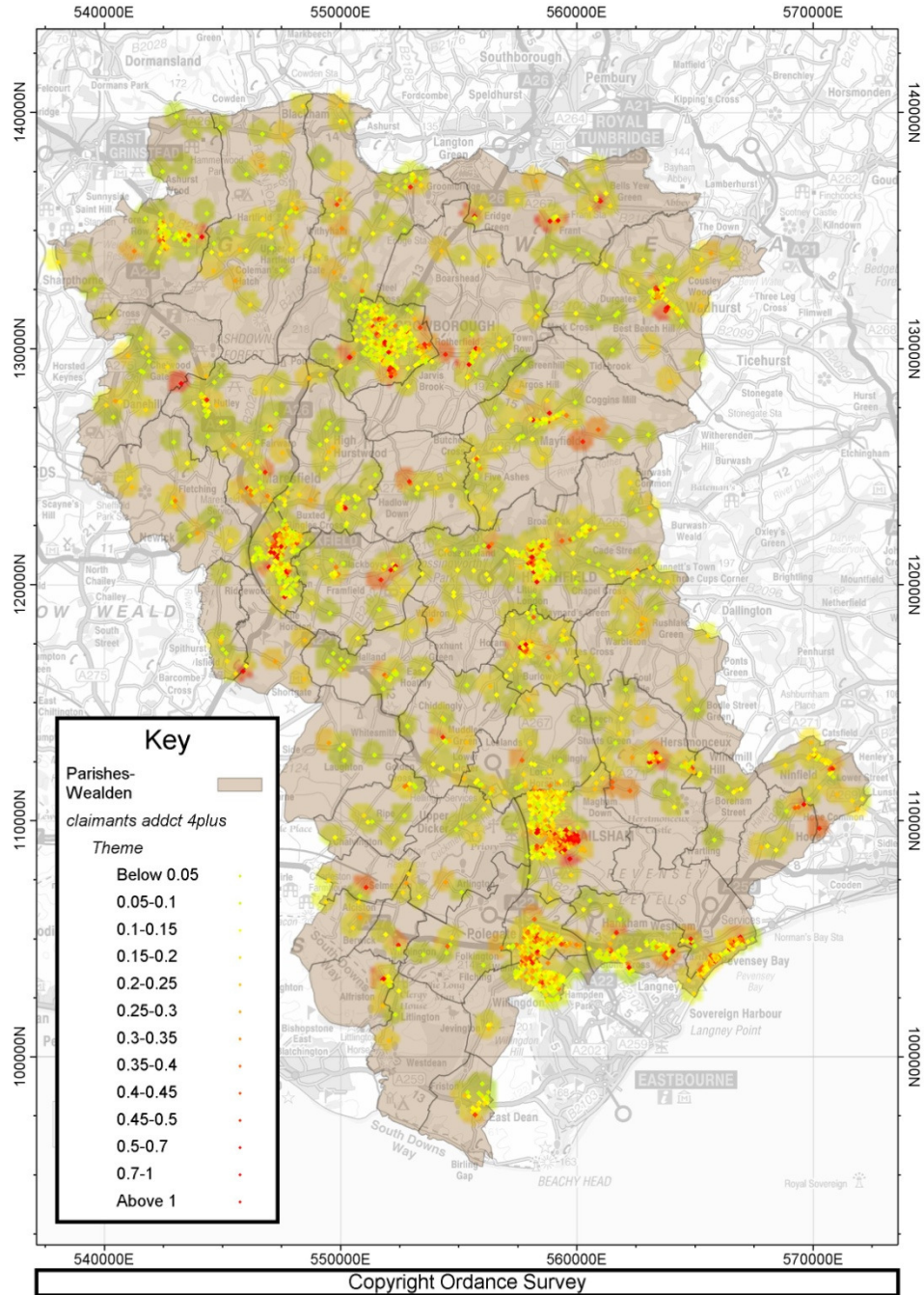


# How do the qualitative and quantitative results compare?

- Differs theme to theme – some have strong overlap, with others people's concerns are around different issues from those we measured
- Issues of perception
- Not intended that the quantitative side should be representative



# Council Tax Benefit Claimant Rates by Postcode



# Post code-based analyses and 'customer insight' tools

- Used post code level Council Tax Benefit data to map against Mosaic profiles to gain insight into the 'types' of people in areas with higher claimant rates
- Helps to understand a bit more about the 'who and why', rather than just the 'where'

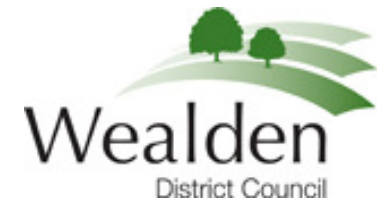


## Wealden CTB claimants' Mosaic types

Mosaic type	% of rural Wealden CTB claimant households	Ratio of over-representation
I50: Older people receiving care in homes or sheltered accommodation	<b>3.9%</b>	<b>4.0</b>
F37: Young families living in upper floors of social housing	<b>0.3%</b>	<b>3.9</b>
I49: Low income older couples renting low rise social housing in industrial regions	<b>1.7%</b>	<b>2.5</b>
C17: Small business proprietors living in low density estates in smaller communities	<b>13.1%</b>	<b>2.2</b>
J55: Older people preferring to live in familiar surroundings in small market towns	<b>12.5%</b>	<b>2.0</b>
K60: Smallholders and self employed farmers, living beyond the reach of urban commuters	<b>3.0%</b>	<b>1.7</b>
K58: Well off commuters and retired people living in attractive country villages	<b>16.3%</b>	<b>0.8</b>
J54: Older couples, independent but on limited incomes, living in bungalows by the sea	<b>10.5%</b>	<b>1.4</b>

# Key conclusions

- Indicators slightly lower in rural areas than in Wealden towns, but most are comparable
- Complex picture – almost all wards among the more deprived under one indicator
- When 'customer insight' profiling categories are applied, older age emerges as probably the key driver of rural deprivation here
- Many CTB claimants live in typically affluent areas



# The synthesis report: three-in-one

- Rural share of deprivation in Wealden
  - mainly based on 2007 OCSI research
- Interviews and focus groups report
  - Brighton/Plumpton report
- Full data report
  - tables, charts and maps for all 20 indicators
- [www.wealdencommunitystrategy.co.uk](http://www.wealdencommunitystrategy.co.uk)



## Next steps

- Public sector partners can include rural-urban analyses when compiling evidence
  - ESDW PCT and ESFRS taking this approach, probably others too
- Consider how LSP partner actions in Wealden can take account of the rural issues highlighted here
- Looking for opportunities to work together

