

FUTURE OPTIONS: TECHNICAL NOTE
Understanding the community

Title: Understanding the community
Date 26th August
Author(s) Jenny Stephens
Submitted to Member Group Draft version: 30 th August, 2011 Final version: 15 th September 2011
<p>Introduction</p> <p>The content of this analysis will endeavour to build a dimensional view of the residents of Harborough District so that an understanding is gained of the predominant socio - economic characteristics and economic pressures that impact on the Council. Not only will there be a statistical analysis of the district, but also descriptive text to provide a visual picture of the residents who live and rely on the Council for its services.</p> <p>Research has been conducted using national and regional statistics as well as a neighbourhood profiling tool called Mosaic which is supplied by the company Experian. This will bring to life the residents socio economic characteristics within the district.</p> <p>Collectively using different information stream, a comparison will be made against other local authorities to see how many similarities Harborough District Council has within its own regional boundaries of Leicestershire as well as some neighbouring authorities from other counties.</p> <p>Key Facts</p> <p><u>Background</u></p> <p>The Harborough District spans an area of 59,178 hectares.</p> <ul style="list-style-type: none"> ○ The district shares boundaries with Melton, Rutland, Corby, Kettering, Daventry, Rugby, Blaby, Oadby & Wigston, Leicester and Charnwood Districts. ○ The sub-regional centre of the district is Market Harborough; key centres are recognised as Broughton Astley and Lutterworth; rural centres are Kibworth, Fleckney, Great Glen, Billesdon, Ullesthorpe, and Husbands Bosworth. Leicester Urban Fringe Settlements are Thurnby, Bushby and Scraftoft. ○ Harborough recently came 21st in the 2010 Halifax Quality of Life Rankings out of all Rural Local Authority Districts.

Infrastructure

There are a number of main 'A' roads that link the main urban settlements within and outside the district. The A4303/A4304 serves between Harborough and Lutterworth, and the A426 links Lutterworth to Rugby. The A6 links Market Harborough directly to Leicester and the A14 links to Kettering and the South. The main urban areas of the District are close to the intersection of the M1, M6 and A14.

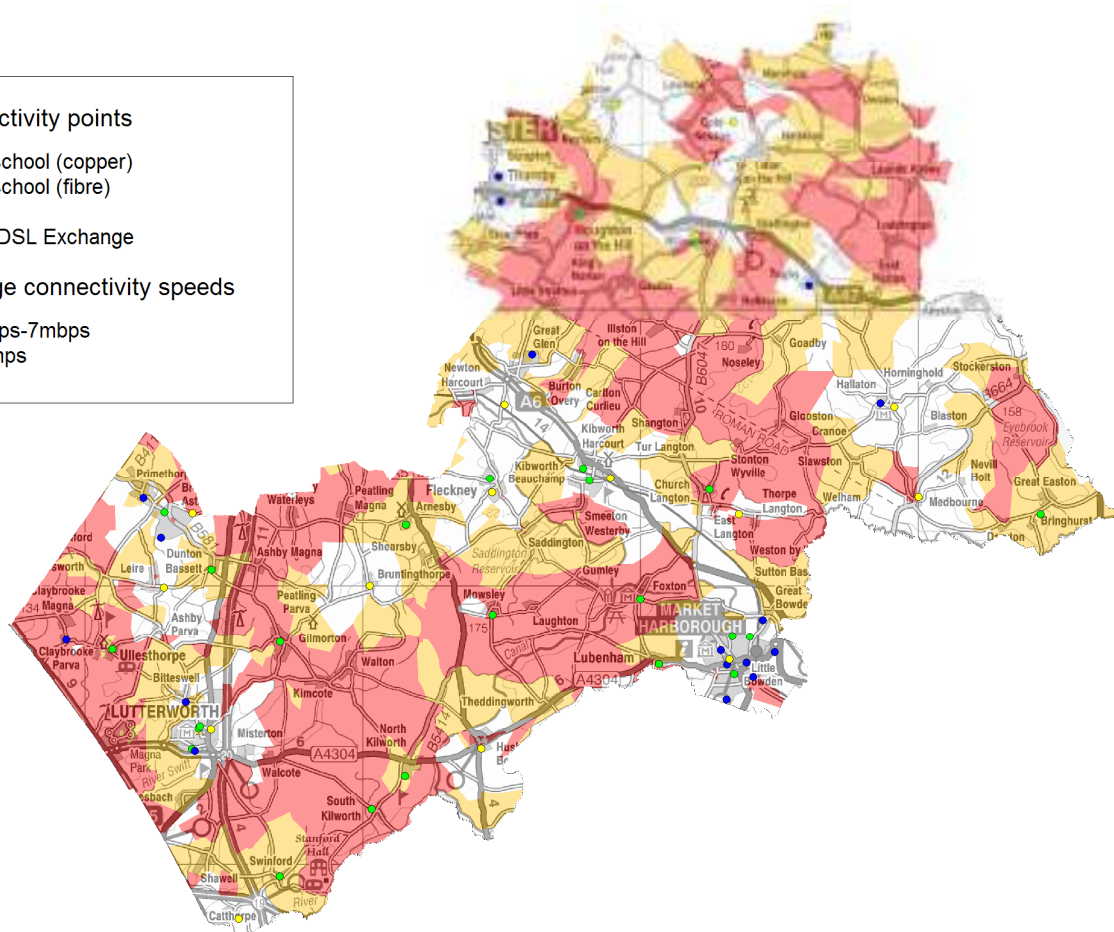
- 95% of all places in England are within 4 hours travelling distance of Lutterworth.
- Harborough's rural nature and its proximity to London by rail make it an increasingly attractive place for commuters to live. It is likely that alongside this, an increasing number of businesses setting up in Harborough have either links to or clients in London.
- Despite Harborough's excellent infrastructural links to many of the country's major cities, on a local level the rural nature of the district means that public transport serving destinations both within and outside the District is limited.
- Digital Infrastructure - the map on the following page gives a picture of the broadband landscape of the district. Although there are no specific Harborough figures, we know that 14.3% of Leicestershire is not currently receiving a speed of 2MB per second. Due to the rural nature of the district, some areas are isolated from the internet, particularly high-speed broadband. As illustrated on the map, a relatively large area of the district receives broadband at less than 2 MB per second, meaning that the speed at which data is exchanged over the internet will be slow.

Connectivity points

- LCC school (copper)
- LCC school (fibre)
- BT ADSL Exchange

Average connectivity speeds

- 2mbps-7mbps
- < 2mps



Population

The population of the Harborough district is estimated to be 84,400.

- According to ONS projections, this figure will increase 18% over the next 20 years to 99,600.
- These projections also suggest a shift in the profile of the population over the next decade.
- The 60+ population of Harborough is projected to increase disproportionately to any other age group in the district. The number of people within this age bracket is expected to rise by 62.4%, to form 36% of the districts total population in 2031. The table below shows the age breakdown of over 60s in the Harborough District (figures are in 1000's).

	2011	2016	2021	2026	2031
60-69	11.1	11.7	11.9	13.7	14.6
70-79	6.7	8.1	10.1	10.8	11.1
80-89	3.6	4.2	5.0	6.3	7.9

90+	0.7	1	1.3	1.8	2.3
Total 60+	22.1	25.0	28.3	32.6	35.9
Projected % change within the 60+ age bracket from 2011		+ 13.1%	+ 28.1%	+ 47.5%	+ 62.4%

At 35,900, the 60+ age group will make up 36% of the Harborough District's population in 2031. This figure is almost as high as the 2031 projected figures for the 0-19, 20-29 and 30-39 age groups combined.

- An ageing population combined with the sprawling nature of the district has the potential to increase rural isolation, particularly for more vulnerable adults

The table below shows the Top 10 ranked sub-groups of the socio-economic profile of the Harborough District using the Mosaic tool (powered by Experian).

- Although each of these profiles is very different, there are some recurring themes within the characteristics. Affluence, good quality of life, family and community spirit and rural living all feature highly in these profiles.

Diagram: Top Ten Types in the Harborough District (as classified by Mosaic Data)

Ranking	Mosaic Public Sector Types	Characteristics
1	Rural families with high incomes, often from city jobs	Well-off individuals, Commuters, Pleasant villages, Scattered Settlements, Exclusive Homes, Traditional & modern, Buy items in bulk, Reliant on cars, Expensive foreign holidays, Quality of country life
2	Higher income older champions of village communities	Comfortably off families, Well-off retirees, Thriving rural villages, Daily commutes, Good qualifications, Professionals & managers, Sense of community, Gardens & Cooking, Individuality, Internet shopping
3	Well off commuters living in spacious houses in semi rural settings	Empty nesters & retirees, Established careers, Company directors, Commuter villages, Some very expensive housing, Traditional, Local community, Good networks of friends, Quality & service, Country pursuits
4	Early middle aged parents likely to be involved in their children's education	Married with school age children, Substantial mortgages, Spacious housing on new estates, Commuter areas, Technical / managerial professions, Environmentally aware, High food bills, Multiple cars, Computers integral to home, High incomes
5	Older people living in large houses in mature suburbs	Attractive spacious houses, Owner occupied, Suburbs, Active minds, Recently retired professionals, Empty nesters, Comfortable but budget carefully, Quality and service, Traditional, Personal Service
6	Higher income families concerned with education and careers	40s & 50s, Families, State secondary school children, Pleasant modern houses, Technical & organisational skills, Children's education, Competitive, Responsible, National health, Early adopters of new technology
7	Residents in blue collar communities revitalised by commuters	Influx of younger families, Comfortable incomes, Sense of community, Early 30s, Children, Mixture of employment, Cars to commute to work, Local shops, Children encouraged in activities
8	Better off empty nesters in low density estates on town fringes	Spacious bungalows, Retired married couples & widows, Self employed, accountant, teacher, Good social networks, Pride in home & gardens, Responsible, Hardworking, Savings and investments, Decisions based on facts / testimonials

9	Self employed trades people living in smaller communities	Older owner occupied housing, Comfortable spacious homes, Small businesses, Skilled craft workers, Low levels of education, Extensive social networks, Little population movement, Responsibility, Pride in work	
10	Empty nester owner occupiers making little use of public services	Empty nesters, Mix of occupations, Commercial & industrial, Few qualifications, Reasonable incomes, Hard working, Grandchildren, Mainstream tastes, Family centred, Face to face contact	

- Between 2008 and 2033, the number of households is projected to increase in the Harborough district from 34 thousand to 45 thousand, a 32 per cent increase. This is greater than the percentage increase in East Midlands (29%).

Ethnicity & Religion

- The main ethnic group of Harborough is white. The BME population of Harborough is 3,257 or 4.2% of the population
- The largest ethnic groups are Other White (1,131 people), Indian (631 people) and Irish (488 people)
- 78% of the population identify themselves as being Christian. The next largest faith group is Hindu (0.47%), although (over 20.6%) state that they have no religion.

Economy

- The number of VAT registered business units in the Harborough District fell from 4,940 in 2007 to 4,740 in 2010.
- 29% of VAT registered business units in the Harborough district are based within urban locations, whilst 71% are rural. This is in stark contrast to the national average (74% urban, 26% rural.)
- At May 2010 there were 4,485 active businesses in the Harborough District (active businesses are defined as those with turnover or employment).
- The rate of business closure, at 12.3%, was higher than the business start-up rate (8.7%).
- Harborough District is currently experiencing more business closures as a percentage than the national average and, likewise, comparatively less business start-ups.
- Harborough's businesses are predominantly small. Most rural and urban businesses employ 0-4 people. Only 6% of local businesses employ 20+ people.
- According to 2010 figures average earnings within the Harborough District are £14.54 per hour, which is higher than the average for Great Britain at £12.65.
- The bankruptcy rate per 1,100 increased in the Harborough District from 5.6 in 2005 to 19.3 in 2009. In 2009 this figure overtook the national average (16.8).

Employment

- 2009-10 statistics show that 75.6% of working age people are economically active; slightly less than the Great Britain average.
- However, 22% of all working age people are understood to be economically inactive out of choice because they do not want a job,
- May 2011 figures show that 1.5% of working age people are claiming Jobseekers Allowance; less than half the national average.
- The largest number of JSA claimants (425) belonged to the 25 to 49 age group in May 2011 – but as a proportion of their age group, 18-24 year olds were most affected (3.8% of the age group).

Housing, Benefits & Deprivation

- In Harborough in 2009, the mean house price was £214,332. This is a 6.8% drop from the figure recorded in 2008.
- In 2008, the mean house price in the Harborough district was almost £10,000 higher than the England national average. However by 2009 this figure had dropped to fall nearly £2,000 below the national average.
- However, the number of Benefits Claimants in the Harborough District continues to rise and there has been an overall increase of 14.11% between 2008/09 and 2010/11.
- In line with this local increase in Benefits claimants, all local authorities within Leicestershire moved up the Index of Multiple Deprivation between 2007 and 2010 meaning that they have become more deprived.
- The Harborough district remains the least deprived in the County, however it is now ranked 25 places higher on the Index than it was in 2007. This suggests that it has become more deprived over the last three years.
- Harborough now contains two of the 10 most deprived neighbourhoods in Leicestershire in terms of Barriers to Housing and Service. This is the only deprivation category to feature any Harborough neighbourhoods in the top 10. However 1,280 children live in poverty
- The health of people in Harborough is generally better than the England average. Life expectancy for both men and women is higher than the England average. Two key issues facing Harborough District relating to well being is that compared to the national average, Harborough is significantly worse than the national average relating to road deaths and injuries as well as significantly worse than the national average in it's young children participating in physical activity.

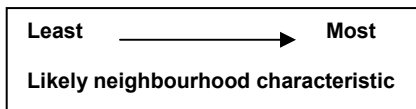
Painting a Picture of Harborough Residents

Using Mosaic as a profiler for the residents and neighbourhoods within the district, it is possible to get a clear understanding of who our residents are in terms of their life choices and lifestyles. The data used in Mosaic is source from Experian and gives an indicative profile of the households by post code across the district. The information used to build the profile comes from a multitude of data sources ranging from DWP; DVLA; Banks; Insurance Companies; Internet Search Engines; National Health; Police; Car Manufacturers; Retailers and so forth. By collating all data used across public and private sectors against the postcode, a clear picture is drawn of the type of household that lives against individual post codes.

For the purposes of this exercise a high level view is presented of the main characteristic of Harborough's residents. There will be a descriptive category followed by a bar chart which will show the residents propensity to have this characteristic or not within each sub group that makes up the districts socio- economic profile. This breakdown can be viewed below..



Mosaic Public Sector Types



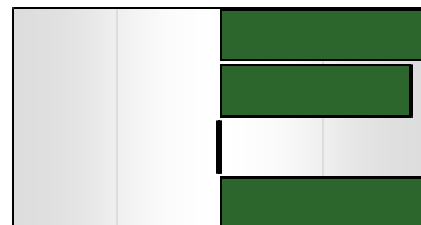
Group A - Residents of isolated rural communities

Rural families with high incomes, often from city jobs

Retirees electing to settle in environmentally attractive localities

Remote communities with poor access to public and commercial services

Villagers with few well paid alternatives to agricultural employment



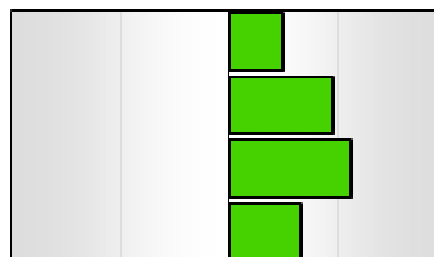
Group B - Residents of small and mid-sized towns with strong local roots

Better off empty nesters in low density estates on town fringes

Self employed trades people living in smaller communities

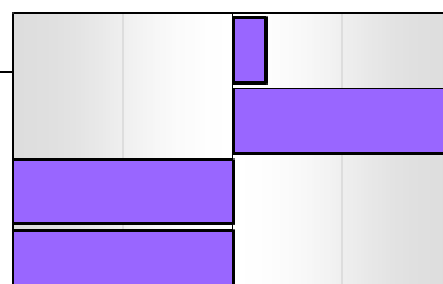
Empty nester owner occupiers making little use of public services

Mixed communities with many single people in the centres of small towns



Group C - Wealthy people living in the most sought after neighbourhoods

Successful older business leaders living in sought-after suburbs



Wealthy families in substantial houses with little community involvement

Creative professionals seeking involvement in local communities

Residents in smart city centre flats who make little use of public services

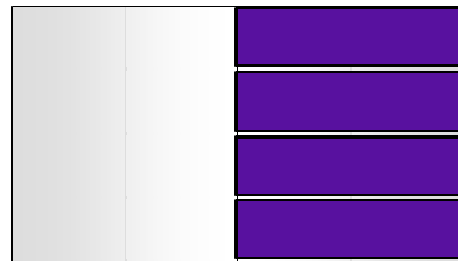
Group D - Successful professionals living in suburban or semi-rural homes

Higher income older champions of village communities

Older people living in large houses in mature suburbs

Well off commuters living in spacious houses in semi rural settings

Higher income families concerned with education and careers



Group E - Middle income families living in moderate suburban semis

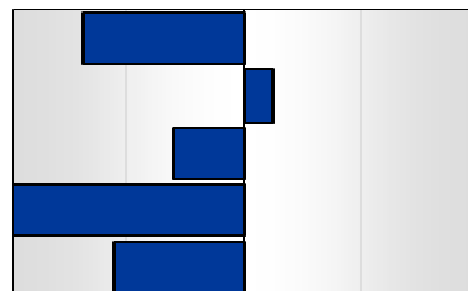
Comfortably off suburban families weakly tied to their local community

Industrial workers living comfortably in owner occupied semis

Self reliant older families in suburban semis in industrial towns

Upwardly mobile South Asian families living in inter war suburbs

Middle aged families living in less fashionable inter war suburban semis



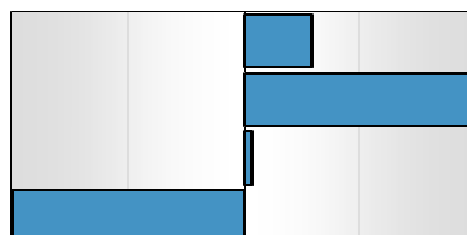
Group F - Couples with young children in comfortable modern housing

Busy executives in town houses in dormitory settlements

Early middle aged parents likely to be involved in their children's education

Young parents new to their neighbourhood, keen to put down roots

Personnel reliant on the Ministry of Defence for public services



Group G - Young, well-educated city dwellers

Well educated singles living in purpose built flats

City dwellers owning houses in older neighbourhoods

Singles and sharers occupying converted Victorian houses

Young professional families settling in better quality older terraces

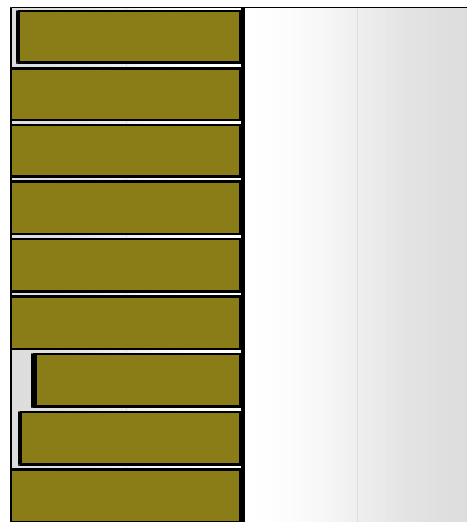
Diverse communities of well educated singles living in smart, small flats

Owners in smart purpose built flats in prestige locations, many newly built

Students and other transient singles in multi-let houses

Transient singles, poorly supported by family and neighbours

Students involved in college and university communities



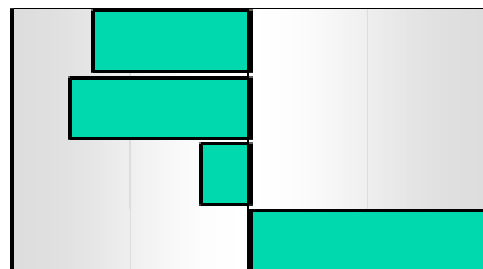
Group H - Couples and young singles in small modern starter homes

Childless new owner occupiers in cramped new homes

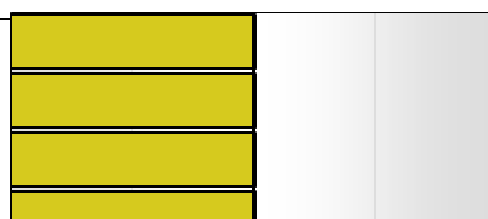
Young singles and sharers renting small purpose built flats

Young owners and rented developments of mixed tenure

People living in brand new residential developments



Group I - Lower income workers in urban terraces in often diverse areas



Young owners and private renters in inner city terraces

Multi-ethnic communities in newer suburbs away from the inner city

Renters of older terraces in ethnically diverse communities

South Asian communities experiencing social deprivation

Older town centres terraces with transient, single populations

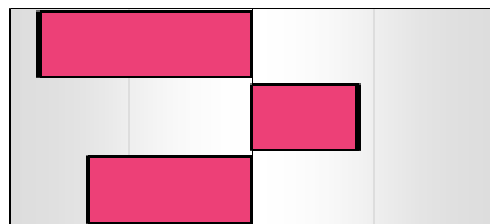
Low income families occupying poor quality older terraces

Group J - Owner occupiers in older-style housing in ex-industrial areas

Low income communities reliant on low skill industrial jobs

Residents in blue collar communities revitalised by commuters

Comfortably off industrial workers owning their own homes



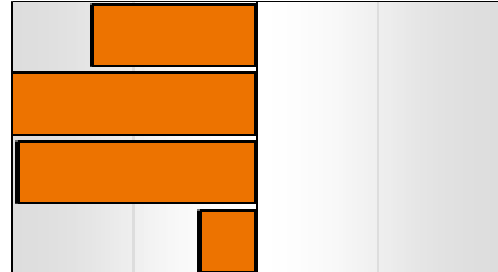
Group K - Residents with sufficient incomes in right-to-buy council houses

Middle aged couples and families in right-to-buy homes

Low income older couples long established in former council estates

Older families in low value housing in traditional industrial areas

Often indebted families living in low rise estates



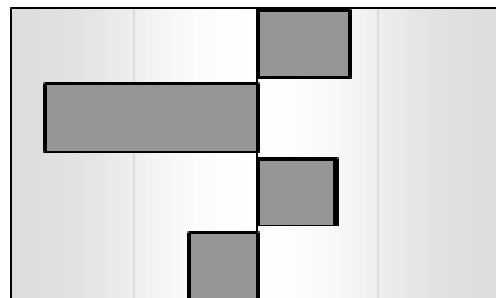
Group L - Active elderly people living in pleasant retirement locations

Communities of wealthy older people living in large seaside houses

Residents in retirement, second home and tourist communities

Retired people of modest means commonly living in seaside bungalows

Capable older people leasing / owning flats in purpose built blocks



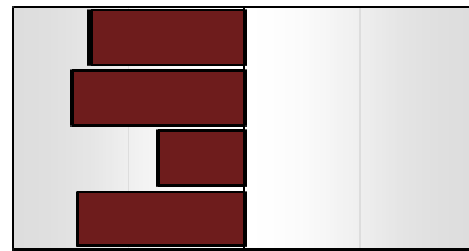
Groups M - Elderly people reliant on state support

Older people living on social housing estates with limited budgets

Old people in flats subsisting on welfare payments

Less mobile older people requiring a degree of care

People living in social accommodation designed for older people



Groups N - Young people renting flats in high density social housing

Tenants in social housing flats on estates at risk of serious social problems

Childless tenants in social housing flats with modest social needs

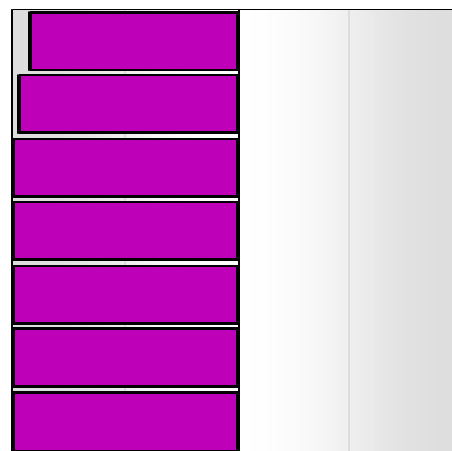
Young renters in flats with a cosmopolitan mix

Multicultural tenants renting flats in areas of social housing

Diverse homesharers renting small flats in densely populated areas

Young singles in multi-ethnic communities, many in high rise flats

Childless, low income tenants in high rise flats

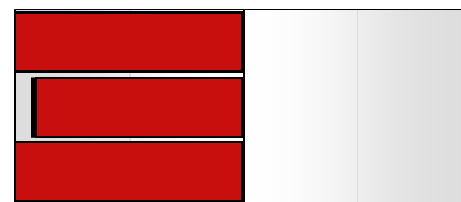


Group O - Families in low-rise council housing with high levels of benefit need

Older tenants on low rise social housing estates where jobs are scarce

Families with varied structures living on low rise social housing estates

Vulnerable young parents needing substantial state support



Compared to the rest of England Harborough District has several groups who are represented over and above the national average as well as groups who are underrepresented compared to national average.



Sources of Information

Websites:

- Nomis Official Labour Market Statistics

<http://www.nomisweb.co.uk/reports/lmp/la/2038431983/report.aspx?town=harborough>

- Office For National Statistics – Neighbourhood Level

<http://www.neighbourhood.statistics.gov.uk/dissemination/LeadHome.do;jsessionid=ysTs3TkIFp6sgK0GtspfvBhv2yiwTxBRN28X2Bp2x252dYJfJmT3!222248611!1315218789008?a=3&c=market+harborough&d=13&i=1001x1009&m=0&r=1&s=1315218789008&enc=1&extendedList=false&nsjs=true&nsck=true&nssvg=false&nswid=1020>

- Leicestershire Statistics on line

<http://www.lsr-online.org/>

- Leicestershire County Council - Roads and Transport

http://www.leics.gov.uk/index/highways/road_pathway_maintenance/roadworks.htm

Research Tools/Material:

- Mosaic Profiling Tool
- HDC Business Intelligence Report 2009/10
- HDC Business Intelligence Report 2010/11
- Leicestershire District Councils Equality and Diversity Partnership
- Positioning the Welland “sub-region” in the new economic development landscape – Issues Paper (Third Life Economics)

Consultees

Harborough District Council manages a Citizens' Panel made up of representatives of the community across the district. A discussion group was held on 13th September with a small group of representatives of the Citizens' Panel. This group did reflect the demographics of the community of Harborough, except for young people. Although young people (aged 18-24) only represent 0.06% of the community, work is underway to ensure this group is more involved in the next stages of the future options project.

The discussion group meeting focused on three questions:

- Q1 What services do you think residents want from the Council?
- Q2 What services do you think residents will want in the future – say 10 years time?
- Q3 Do you think it is important that services are delivered by the Council or could they be provided by another organisation, say a charity, a business or other public sector body?

Key findings from this discussion group were:

- Harborough District Council should be more assertive to take the lead on shared services with others.
- Market Harborough is more reliant on Harborough District Council to provide its services as there is no Town Council, unlike villages with Parish Councils, who could provide some services.
- Shared service as a good idea although the Council needs to ensure they share service with 'the best' councils/services providers. How would 'the best' be assessed?
- Commissioning is a specialist function and therefore experienced/specialist people or organisations would be required to manage this.
- Rises in Council Tax is not a concern as long as current services standards are not reduce, and preferably enhanced.
- Shared services should not have an impact on the current responsiveness of the council and concern was expressed around who would have 'priority' over service delivery if they were shared.
- Services should not be looked at in isolation.
- The group were more concerned about the 'output' of services rather than who 'delivers' them.
- The Council should play a more supportive and enabling role to help communities deliver services, such as litter picking. This support would be in the form of advice, guidance, sign-posting and loaning of equipment to carryout such community activities.

Opportunity for public feedback through Future Options website page using link futureoptions@harborough.gov.uk

Officer Conclusion

- Harborough District's key characteristic is its rural nature and affluence of its citizens; generally being recognised as one of the least deprived local authority districts in the country. Poverty within the district is highly localised and tend to be in the urban areas of the district rather than rural areas. Residents in rural areas rely on receiving community support rather than relying on state support.
- The District has a more intense service economy than national averages (with a particularly strong distribution sector anchored by Magna Park).
- There is low public sector dependency across the district and this is reflected in the socio profiling that can be found in the appendix A, detailing the prominent neighbourhood characteristics within the region as well as the fact that resident earnings are significantly above national averages. These neighbourhoods tend to highlight that in rural areas affordable housing is an issue. Rural pursuits are favoured rather than the reliance on the local authority providing leisure activities. Internet usage is used for transactional purposes. Strong sense of community exists with residents very much concerned with planning and the "sanctity of the green belt"; valuing their gardens and local open spaces. The residents understand that their choice of a rural lifestyle means that they are prepared to travel to the nearest Market Town for facilities they wish to use. The overall dependency for support and services is not directed towards the local authority, but rather towards their own communities. Only in the market towns is there a tendency for dependency on the local authority. The elderly are the main age group where there is reliance for social care or state support
- The district has strong out-commuting pressures. In general, this out-commuting is to better-paid and more senior jobs, and this is reflected in the differential between resident employee pay (i.e. the amounts earned by Harborough residents) and workplace pay (i.e. the amounts paid for jobs in Harborough District. The differential is 20% for the citizens of Harborough District.
- The global economic downturn is having an impact within the District's business community with more business closures being identified as the upward trend rather than new business ventures being started within the district.
- Population growth is expected to be growing faster than in many urban areas. This combined with an above average aging population, along with loss of young people/families will place different economic and socio pressures on the districts' resources over the next 10-20 years.
- An ageing population combined with the sprawling nature of the district has the potential to increase rural isolation, particularly for more vulnerable adults. This will require the Council to consider how it delivers its services to vulnerable residents in a large rural area.
- Uncertainties remain about the future of sustainable transport solutions in rural/non-metropolitan areas – epitomised by the current issues with bus funding and concessionary fares leading to a continued reliance on private transport/car ownership. CO2 emissions will remain relatively high as a result of the need to travel though out the district without suitable public transport in place.
- Crime is below the national average with the main focus of communities being

directed towards the fear of anti social behaviour rather than the fear of crime. The make up of the district shows no indication of this trend changing in the future.

- Due to the rural nature of the district, some areas are isolated from the internet, particularly high-speed broadband. A relatively large area of the district receives broadband at less than 2 MB per second, meaning that the speed at which data is exchanged over the internet will be slow. This should be an important consideration when taking into account how we communicate with our customers and accessibility of services.

To conclude, Harborough District is undergoing change, with the main catalysts being its aging population; combined with local businesses facing tough challenges both at the present and in the foreseeable future due to national economic challenges.

Opportunity may exist in how to combat and prioritise the community's socio and economic needs with the roll out across the region over the next 5 years, of improved broadband and digital communications being driven at a national level. However that will need a commitment in terms of investment and corporate priority relating to ICT to capture and realise the full benefits of an ever changing digital age.

The Council has only just started gaining an insight into its communities and it would be prudent to use customer insight into future business planning processes as well as deciding Harborough District Council's Future Options. Where there has been relative global economic stability in the past, future ongoing national budgetary pressures means nature and make up of the district will become more volatile. Unless a clear analysis is made on an ongoing basis into the make up of the district, the risk will remain that resources are not being utilised effectively to match the communities' needs as well as missing opportunities to change residents' behaviour to support the Council's long term budgetary goals.