

Understanding Equality and Diversity Social Inequalities Digest

Produced by the Corporate Research Team, Borough of Poole.



Purpose of this Paper

This paper has been designed to help inform service and policy planning, by providing a series of 7 guides to available research and statistical evidence relating to the varying needs, experiences and outcomes of different equalities strands in Poole. It provides a top-level view of this specific subject area and identifies contacts and resources for people who would like more detailed information. National information is highlighted in grey throughout.

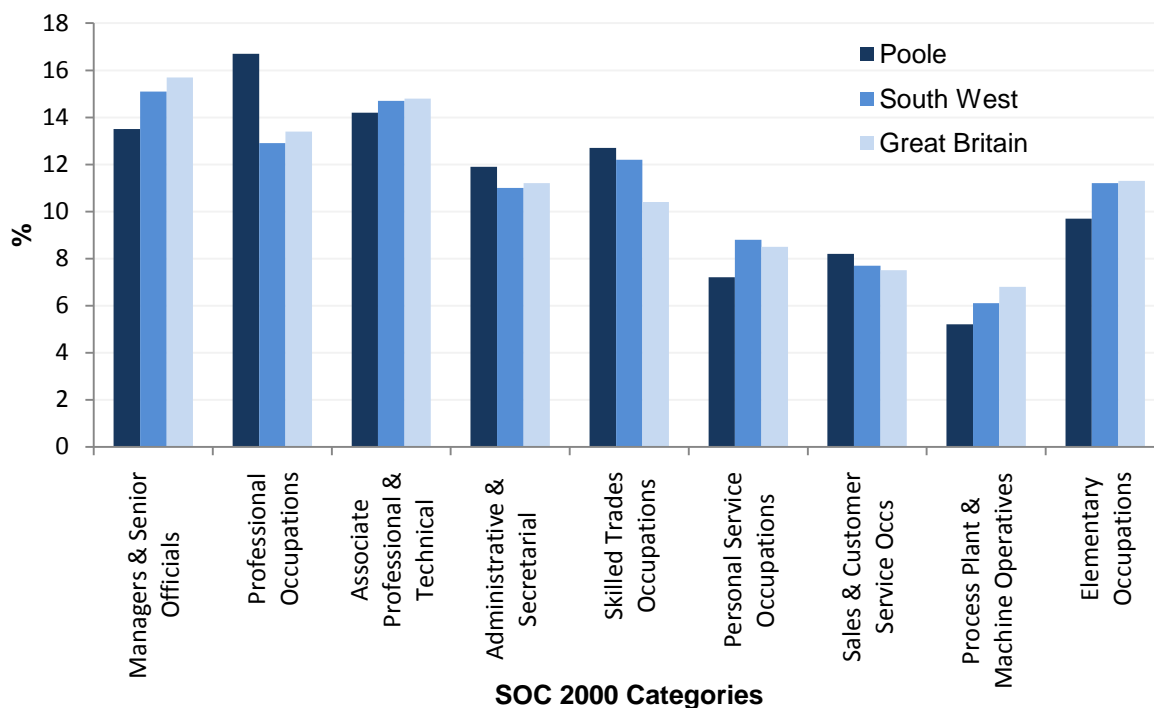
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The local population of interest

The term inequality refers to difference or variability between groups. In the case of social inequalities we consider those who are excluded from normal social opportunities or life chances because they lack the necessary economic resources.

The traditional definition of these inequalities has been social class, based on occupation. The chart below shows the social class of Poole residents (all people in employment aged 16+) classified by occupation according to the Standard Occupation Classification 2000. This is compared to figures for the South West and Great Britain.



Source: Nomisweb, 2008-2009 data.
(Data at Ward Level is available for 2001)

MOSAIC and Indices of Multiple Deprivation

More recent techniques have enabled the integration of multiple factors to provide a more considered measure of social inequalities. Mosaic is a classification system, devised by Experian, which was originally designed to profile consumers for market research purposes. A wealth of demographic and socio-economic data is available for each group and comparisons can be made over a wide range of indicators (*Mosaic and its uses*). The classification system has recently been updated, and now consists of 15 groups and 69 types.

MOSAIC group	% HH (Poole)	% HH (UK)	Index	Description
Group B	15.4%	8.8%	175	Residents of small & mid-sized towns with strong local roots
Group L	13.5%	4.3%	314	Active elderly people living in pleasant retirement locations
Group D	12.7%	8.2%	155	Successful professionals living in suburban or semi-rural homes
Group E	10.9%	11.2%	97	Middle income families living in moderate suburban semis
Group H	10.3%	5.9%	175	Couples & young singles in small modern starter homes
Group J	9.3%	7.4%	126	Owner occupiers in older-style housing in ex-industrial areas
Group K	6.8%	8.7%	78	Residents with sufficient incomes in right-to-buy social houses
Group M	5.9%	6.0%	98	Elderly people reliant on state support
Group F	3.9%	5.8%	67	Couples with young children in comfortable modern housing
Group C	3.9%	3.5%	111	Wealthy people living in the most sought after neighbourhoods
Group I	2.7%	7.0%	39	Lower income workers in urban terraces in often diverse areas
Group G	2.5%	8.5%	29	Young, well educated city dwellers
Group O	1.6%	5.2%	31	Families in low-rise social housing with high levels of benefit need
Group N	0.4%	5.2%	8	Young people renting flats in high density social housing
Group A	0.2%	4.4%	5	Residents of isolated rural communities

The table above shows the proportions of the new MOSAIC groups, by number of households, in Poole, compared with the UK and an index for these (where the index is over 100, the MOSAIC group is over-represented within the Poole population, compared to the UK).

All of the Mosaic groups are ranked from 1 to 15 for various measures with 1 being the worst and 15 the best. In terms of measures of deprivation, of the 15 types above, those most likely to experience social and economic inequalities are Group O “Families in low-rise social housing” (1/15), Group N “Young People renting flats in high density social housing” (2/15) and Group I “Lower income workers in urban terraces” (3/15).

In Poole, there is a much higher proportion than the UK, of residents in Group L “Active elderly people living in pleasant retirement locations”, and this group is ranked 11 of 15 for deprivation. There are also higher proportions than the UK, of Group B “Residents of small and mid-sized towns” (12/15 for deprivation) and Group H “Couples & Young singles in modern starter homes” (8/15 for deprivation).

The third key indicator of social inequalities is the Index of Multiple Deprivation (IMD). This is generated by scores from 7 principal domains: Income, Employment, Health and Disability, Education, Skills and Training, Barriers to Housing and Services, Crime and the Environment. There are also two supplementary indices: Income Deprivation Affecting Children Index (IDACI) and Income Deprivation Affecting Older People Index (IDAOP).

Lower Level Super Output Areas (LSOAs) can then be ranked nationally with respect to each index, where a rank of 1 is worst. This allows for the detection of *pockets* of deprivation within an area. These can be seen for Poole in the report *Indices of Deprivation, 2007*.

Key Issues for this Strand

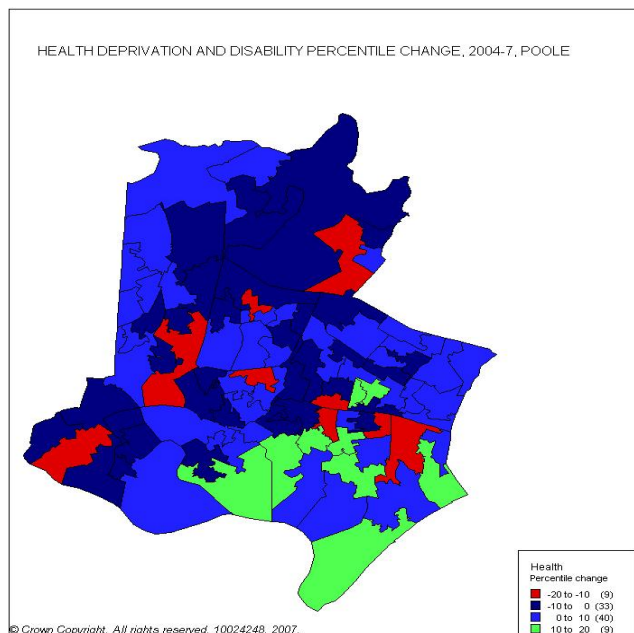
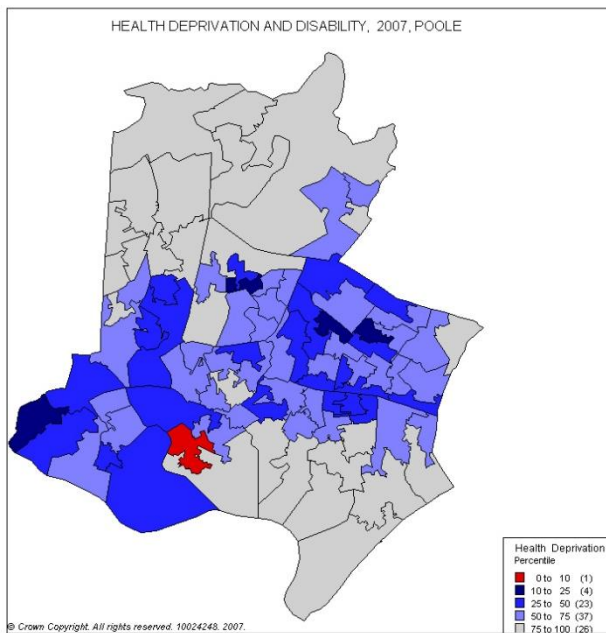
National data and issues are covered in the report “[Focus on Social Inequalities](#)” 2004 by the Office for National Statistics and “[An Anatomy of Economic Inequality in the UK](#)” 2010 by the National Equality Panel.

Health and Longevity e.g. mortality, access to healthcare

In England, people living in the poorest neighbourhoods will on average die seven years earlier than people living in the richest neighbourhoods. The average difference in disability-free life expectancy is 17 years (*Fair Society, Healthy Lives, 2010*).

Reports from the Association of Public Health Observatories (APHO) have shown that life expectancy is three years less in the most deprived areas compared to the least deprived areas in Poole. Many research reports have highlighted the link between being poor and having poor health. Within the poorest 20% of areas in Poole, more people of retirement age report having poor health than would be expected. The least poor 80% of areas have considerably less people of retirement age reporting poor health (*Health and Wellbeing in Bournemouth and Poole, 2008*).

The 2007 Indices of Deprivation report examines the level of deprivation in Poole across 10 domains, and also the change since 2004. The maps below show that Poole has 5 Lower Level Super Output Areas (LSOAs) in the worst quartile for Health Deprivation and Disability (i.e. 25%) nationally, and 1 LSOA is within the worst decile (i.e. 10%). In regards to change since 2004, 9 LSOAs have shown significant improvements in health deprivation but 9 other LSOAs have got significantly worse.

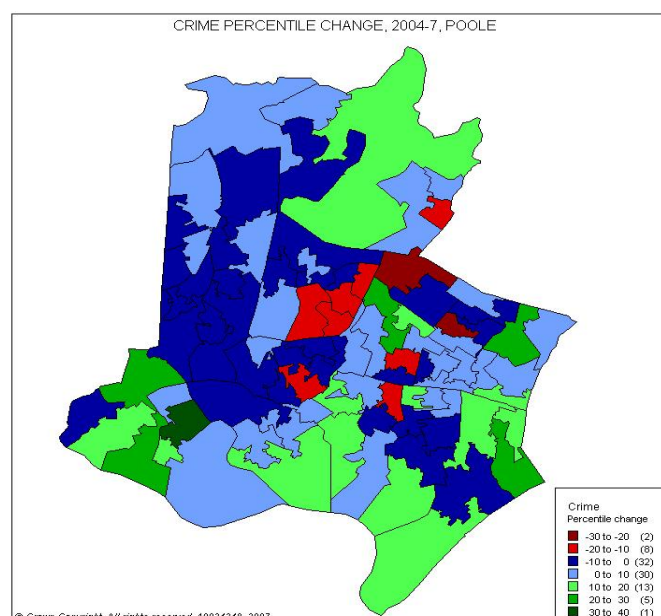
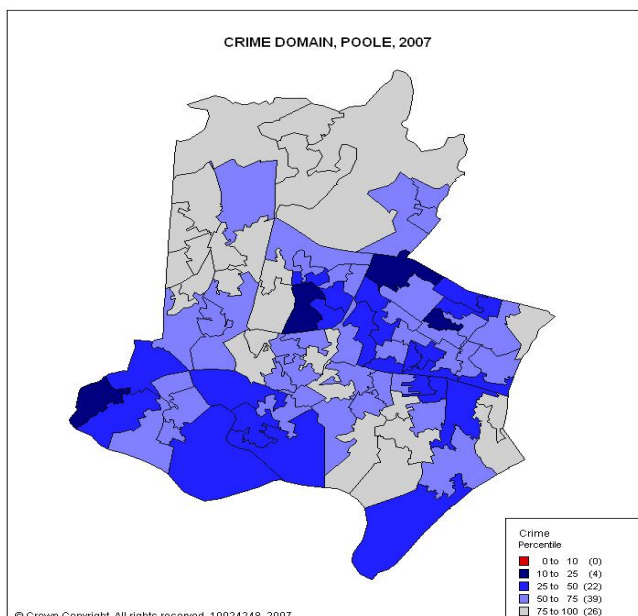


(2007 Indices of Deprivation Report, 2008)

MOSAIC group M “Elderly people reliant on state support” are likely to place heavy demands on the health service, due to their age, and issues with mobility. Group O “Families in low-rise social housing” are likely to have reduced life expectancies due to social disadvantages. Drinking and smoking levels are high amongst Group O residents, and obesity is also a key issue. Life expectancy rates are also worse than the national average for Group N residents “Young people renting flats in high density social housing” due to stress and low incomes. Levels of smoking are also high for this group.

Physical and Legal Security e.g. freedom from violence and discrimination

In Poole, the number of LSOAs appearing in the worst quartile for the Crime domain in the 2007 Indices of Deprivation has halved from 8 to 4, since 2004. Only West Hamworthy has remained in the worst quartile from 2004 to 2007. The variables measured in the crime domain include burglary, theft, criminal damage and violence. 19 LSOAs have seen a significant improvement in their crime position since 2004, however 10 have seen their position significantly worsen, with 2 having a change of nearly 20 percentile points. The maps below show the worst LSOAs in Poole, and the change in crime score from 2004 to 2007.



(2007 Indices of Deprivation Report, 2008)

Groups O (“Families in low-rise social housing”), N (“Young people renting flats in high density social housing”) and I (“Lower income workers in urban terraces”) are all likely to experience high levels of crime, with issues around theft, robbery, anti-social behaviour and car-crime.

Groups C (“Wealthy people living in sought after neighbourhoods”) and G (“Young well-educated city dwellers”) are at higher risk of theft and burglary due to the value of their possessions, and in the case of Group G, through inexperience with protecting their possessions.

Education e.g. attainment, access to life-long training and learning

Entitlement to Free School Meals depends on parental receipt of out-of-work benefits or the maximum rate of Child Tax Credit, and is an imperfect measure of parental income/social class. About 1 in 8 children covered by English statistics receive Free School Meals. At Key Stage 4, a half of boys receiving Free School Meals come in the bottom quarter of the distribution of results at age 16. A tenth of boys receiving Free School Meals have no more than 44 tariff points (the equivalent of no more than 2 passes at grade F). Very few of the highest achievers come from the most deprived areas, and very few of the lowest achievers come from the least deprived areas in the UK (An anatomy of Economic inequality in the UK).

The most common type of deprivation in Poole, according to the 2007 Indices of Deprivation, relates to education, skills and training. It is the only deprivation domain where more than one of the Boroughs LSOAs is among the most deprived 10% nationally (5 LSOAs, +1 since 2004). 12 of the Boroughs LSOAs fall within the most deprived 20% nationally (+3 from 2004). The sub-domains suggest that lack of achievement among children and lack of qualifications among adults contribute equally to education, skills and training deprivation in Poole (*Indices of Deprivation 2007 – Poole Summary*).

Levels of educational attainment are below the national average for MOSAIC groups I “Lower income workers in urban terraces”, J “Owner occupiers in older-style housing”, K “Residents with sufficient incomes in right-to-buy housing”, N “Young people renting flats in high density social housing” and Group O “Families in low-rise social housing”.

Standard of Living e.g. housing, transport, independence

Median pay (FT) nationally for women is around 87% of that for men. Historically, Poole has shown a wider gender pay gap than nationally. The gross weekly pay for resident full-time workers in Poole during 2009 was £510.06 for males and £396 for females ([Nomisweb Labour Market Profile, Poole](#)).

According to the Income Deprivation Affecting Children Index (IDACI) for 2007, there were 2 Super Output Areas (SOAs) in Poole that fell within the worst 10% in England, in Alderney and Branksome East. A further 8 SOAs fell within the worst 25% of SOAs nationally - in Alderney, Newtown, Canford Heath East and West, Hamworthy West and Poole Town. The link between deprivation and multiple risks in particular is clear in Poole. Children in Poole living within the most deprived quartile nationally are 3 times more likely to experience 4 or more needs/risks than children living in the least deprived quartile (*Children and Young People’s Needs Analysis, 2007/08*).

Productive and Valued Activities e.g. employment, workplace experience

For the UK as a whole, the unemployment rate among females (5.0%) is less than that for males (5.8%) but in Poole the situation is quite different; the unemployment rate among females

in Poole (5.5%) is more than double that of males (2.4%) (*Economic Inequalities in Poole, 2007*).

The 2009 recession has already begun to have a notable impact locally. Numbers claiming Job Seekers Allowance in Poole in February 2008 was 901. This rose to 2,218 by February 2009, an annual increase of 146% over the period. In Poole the numbers of males claiming rose from 632 to 1590, an increase of 152% while the number of females claiming rose from 269 to 628 an increase of 133% (*Benefit Claimants/BoP claimants*).

Although economically active women are more likely to be unemployed, they are better qualified than men at the higher end of the scale. One in three economically active women of working age in Poole has NVQ4+ qualifications, compared to one in four men. Also, women are slightly less likely to have no qualifications than men, 8.6% of economically active women of working age in Poole have no qualifications compared to 9.4% of men (*Economic Inequalities in Poole, 2007*).

Individual Family and Social Life e.g. independence, equality in relationships

Respondents to the Community Involvement Residents Survey who lived within the 10% most deprived SOAs in Poole tended to have lived in the area for longer (69% for over 11 years) than those from less deprived areas in Poole (57%) and 78% felt a stronger sense of belonging to the town (compared to 67% of less deprived respondents).

Responses suggested that residents living in deprived areas are more likely to know over 5 neighbours in their street than those in less deprived areas (64% compared to 57%) and to have relatives living within 5 miles (63% compared to 55%) (*Community Involvement report, 2006*).

Participation, Influence and Voice e.g. participation in decision making

38% of residents living in the most deprived areas of the Borough are more likely to know of an active local community centre in their neighbourhood compared to 32% of residents living elsewhere in the Borough.

However, they are also less likely to agree that they can influence decisions affecting their local neighbourhood (24%) or to have an interest in doing so (19%) than those respondents from less deprived areas (32% and 27%).

Although a similar percentage of respondents from deprived and less deprived areas had volunteered in the past 12 months, those from the most deprived areas were more likely to have undertaken the role of befriending (32% compared to 13% less deprived), and less likely to have helped at events (46% to 51%) or worked in publicity (3% to 19%). Volunteering by respondents of deprived communities was mainly done to remain active (58%) or to meet new people (50% compared to 41%), whereas those from less deprived areas were more likely to respond to needs of their families (19% to 17%) or other people (67% to 54%).

Non-volunteers in both areas lacked spare time, however, those in deprived areas were more likely to feel prevented by a lack of skills (12%), than those in less deprived areas (4%) (*Community Involvement Report, 2006*).

Identity, Expression and Self Respect e.g. Religion, Belief

The 2006 Best Value Survey found that a significantly larger proportion of working (14%) than non-working respondents (9%) disagree that people from different backgrounds get on well together in Poole.

Sources of Information Regarding Social Inequalities:

The following section provides links to local reports and datasets that offer further insight into the diverse nature of the varying age groups in Poole. However, it should be noted that due to population sizes and inconsistent data monitoring, the information available at local level is often limited. For more robust, national sources of equalities information, please refer to the Improvement and Development Agency '[Equality Evidence Base](#)', and the Equalities and Human Rights Commission '[Review of Equality Statistics](#)'.

Reports Providing Specific Information on Social Inequalities

2007 Indices of Deprivation for Poole – This report examines the deprivation in Poole across ten indicators (Income, Employment, Health and Disability, Education, Skills and Training, Barriers to housing and services, Crime, and the Environment) and also the change in deprivation since 2004. Available [here](#).

Deprivation 2004 - report examines the deprivation in Poole across ten indicators (Income, Employment, Health and Disability, Education, Skills and Training, Barriers to housing and services, Crime, and the Environment) for 2004. Available [here](#).

Economic Inequalities in Poole, 2007 – A brief paper looking at the economic position of different groups within Poole for example age, gender and disability. Available from the Corporate Research Team on 01202 633388.

Health Deprivation Report, 2010 – A short paper examining health deprivation in Poole, focusing on three areas of concern. Also looks at the relationship between health deprivation and unemployment in Poole. Available [here](#).

Mosaic and its uses - describes the Mosaic classification system, devised by Experian. A wealth of demographic and socio-economic data is available for each type and comparisons can be made between types over a wide range of indicators. Available [here](#).

Poverty and Wealth in the Bournemouth and Poole Conurbation, 1980 – 2000 – report summarising poverty in Poole focusing on Child Poverty, Pensioner Poverty, Poverty among Working Age adults and low educational attainment. Available [here](#).

Reports Which Contain Analysis of Information By Social Inequalities

2006 Best Value Survey – Survey asking residents what they think about Council services, living in Poole, and what they think needs improving. Available [here](#).

Childcare Sufficiency Survey 2007 – aimed to gain a greater understanding of parents' experiences and views of childcare provision, in order to identify parents' concerns and needs for childcare. Available [here](#)

Children and Young People's Needs Analysis, 2006/07 - outlines information about the needs of children and young people in terms of their health, safety, achievement, behaviour and

economic wellbeing, and shows where these combine to increase the likelihood of poor outcomes. Analyses IDACI (Income Deprivation Affecting Children) scores in Poole. Available [here](#).

Community Involvement Survey 2006 – covers voluntary activities Poole residents get involved in and the extent to which they feel they can influence decisions in their local area. Available from the Corporate Research Team.

Health and Wellbeing in Bournemouth and Poole – Joint Strategic Needs Assessment 2008 - provides a picture of the current and future needs of the local population to enable comprehensive and better managed care that results in real improvements in health and wellbeing. Available [here](#).

Place Survey, 2008 – statutory consultation exercise to find out about what residents think about living in Poole and what needs improving. Available [here](#).

Social Inequalities Relevant Information Sources

Children and Young People's Needs Analysis - Thirty-six datasets obtained from the Borough and its Strategic partners feed in to the Analysis, providing information about the health, wellbeing and lifestyles of children and young people in the Borough. A full list is available [here](#)

How Fair is Britain? Equalities and Human Rights commission – The first review that examines how far what happens in people's real lives matches up to the ideals of equality in Britain. The report brings together a range of sources including Census data, surveys and research. Report and supporting evidence available [here](#).

Joseph Rowntree Foundation - Independent development and social research charity, supporting a wide programme of research and development projects in housing, social care and social issues. <http://www.jrf.org.uk/>

Knowledge Base, Equality South West Data Tool - collates and disaggregates (where possible), by local area and by equality strand and socio-economic status, existing data from a wide range of reliable and widely used national data sets, and is capable of detailed interrogation and analysis for a range of local equality purposes. Available [here](#).

Neighbourhood Statistics – Allows you to find detailed statistics within specific geographic areas e.g. Local Authority, Ward, Super Output Area.
<http://www.neighbourhood.statistics.gov.uk/dissemination/>

Nomisweb – service provided by the Office for National Statistics providing detailed and up-to-date UK labour market statistics. <https://www.nomisweb.co.uk/>

Office for National Statistics - The Office for National Statistics produces independent information to improve our understanding of the UK's economy and society.
<http://www.statistics.gov.uk/default.asp>

This paper is one in a series of seven profiling the Equalities Strands produced by the Corporate Research Team, Strategy Team, in line with I&Dea guidance on measuring equality at a local level. You can view the papers on disability, age, gender, ethnicity, faith and sexual orientation [here](#).

Contact the Corporate Research Team on (01202) 633357 or research@poole.gov.uk