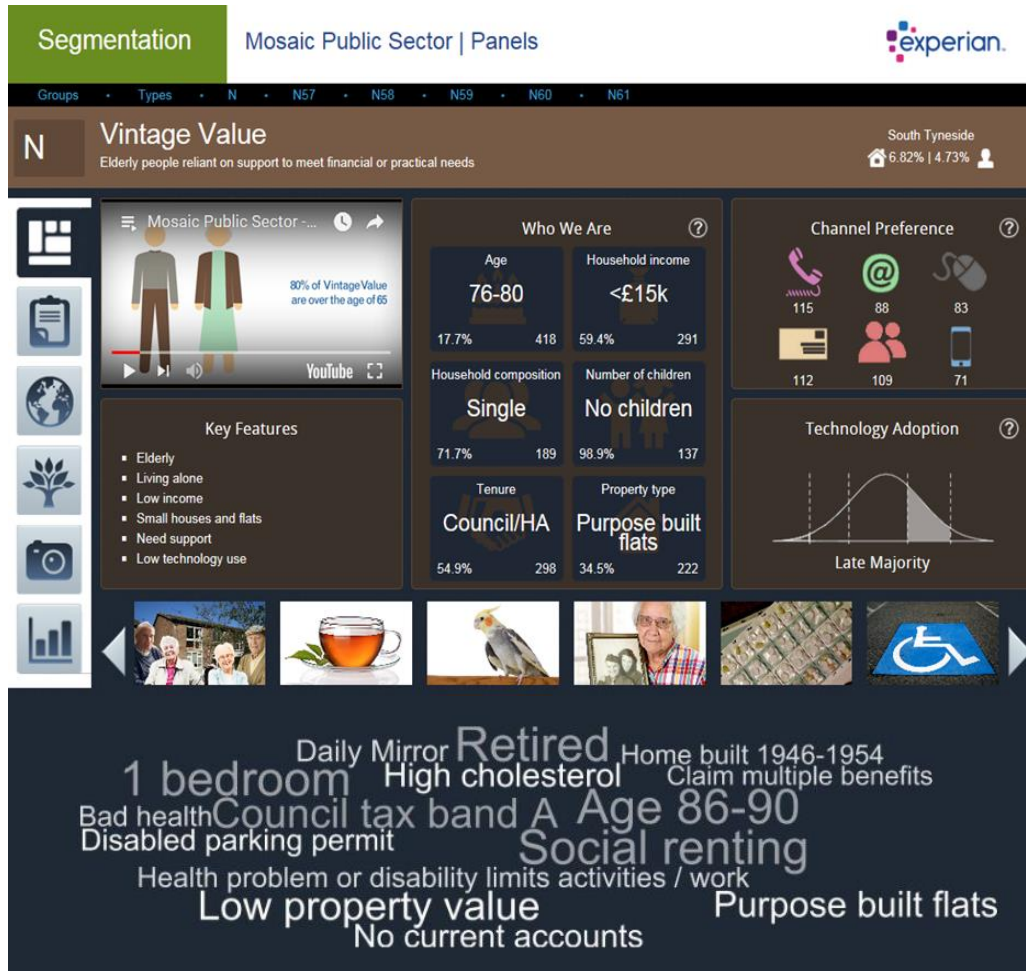


8.4 Estate Demographic Profile

Brunswick Court - RM14 1ND / Delderfield House – RM1 1DH / Dell Court - RM12 6JH / Maygreen Crescent (Park Lane) – RM12 5NR / Royal Jubilee Court – RM2 5AW / Solar, Serena, Sunrise – RM12 4YT



Vintage Value - Overview

Vintage Value are elderly people (with an average age of 74,) who mostly live alone, either in social or private housing, often built with the elderly in mind. Women outnumber men because of their longer life expectancy.

Before retirement, Vintage Value often worked in skilled manual occupations or routine jobs. The majority are now dependent on state pensions. Only a few have additional income from an occupational pension. As a result, incomes are generally very low. Money is spent carefully to keep within budgets. Vintage Value generally have a higher than average level of dependency on the state for financial assistance.

Typically, people in Vintage Value live in small houses and flats, with up to two bedrooms. While the majority are long-term social renters, a third are owner-occupiers who have purchase their flats or exercised the Right to Buy. Those that have moved more recently have done so into specialised accommodation or small housing developments as their independence has decreased.

Vintage Value suffer the most from poor levels of health. Levels of independence vary, but with health needs growing and incomes declining, many require an increasing amount of support

Take up of technology including mobile and internet services is very low. There is a preference for traditional methods of communications such as post and landline calls. While they tend not to recycle they are willing to do things that save their money, such as re-using items and cutting down on their energy use.

Delta Estate (Elvet Avenue) – RM2 6JR / **Maygreen Crescent** – RM11 1EL / **Napier & New Plymouth House** – RM13 8LB / **Oldchurch Gardens** - RM7 0DL / **Waterloo Gardens** – RM7 9BD



Municipal Challenge – Overview

People in Municipal Challenge are typically of working age. There are some families with children, but most are singles.

Municipal Challenge are long-term social renters living in low-value multi-storey flats in urban locations, or small terraces on outlying sites. These are challenged neighbourhoods with limited employment options and correspondingly low household incomes. Those in work tend to be in manual or low level service jobs.

People are the most likely to be finding it difficult to cope on their incomes and they are the most likely group to access Job Seeker's Allowance, Income Support and benefits related to disability and incapacity. Short-term finance options are used occasionally and car ownership is very low.

Mobile phones are important and are the preferred means of contact. Purchases are made in local shops rather than buying online.

Some have health issues, and levels of poor health are only higher among the very elderly. Municipal Challenge are the most likely to be heavy smokers. While they drink less than average, they also have amongst the lowest levels of exercise and fewer than average follow a healthy diet. The environment and trying to be green is not really a concern for this group.



Family Basics - Overview

Their homes are low cost and are often found in areas with fewer employment options.

Typically aged in their 30s and 40s, Family Basics consists of families with school age children, who have limited budgets and can struggle to make ends meet. While many households are headed by a couple providing two incomes, a small proportion are lone parent households. In addition to younger children, some families also continue to support their adult offspring.

Homes are usually three bedroom terraced or semi-detached houses, typically of low value and may be located on sites or low cost housing in the suburbs of large cities and towns. A proportion of the working families have pushed themselves to buy their low cost homes, but more than half rent their home from social landlords.

Limited qualifications amongst this group mean that people can struggle to compete in the jobs market, and rates of unemployment are above average. Employment is often in low wage routine and semi-routine jobs. As a result, many families have the support of Tax Credits and/or Income Support, but significant levels of financial stress still exist.

Mobile phones are important; they send a large number of texts every day and are keen social networkers.

This group is one of the least likely to recycle or re-use items or particularly try to save energy or water.

Poor health is more common here than amongst the general population, with people more likely to smoke and less likely to follow a healthy diet, exercise or play sport to keep in shape.