

# 18. Housing

Poor or inappropriate housing is a recognised factor in ill health.<sup>33</sup> Housing therefore plays an important role in the health and well-being and the delivery of health and social care services. Problems with dampness, cold rooms, uneven

or loose flooring, and a lack of support rails or floors that are slippery when wet can all make it difficult to maintain good health and well-being.

Further, some tenants are at particular risk of social

exclusion, including people who have recently moved in, people who don't receive regular contact from family or friends and people who have impaired mobility and/or reduced cognitive function.

## 18.1 Types of Housing in Wigan

Table 36 shows the breakdown of housing in Wigan and the similarities to the England split in terms of private to social which is around 80/20 in favour of private for both which is a favorable picture.

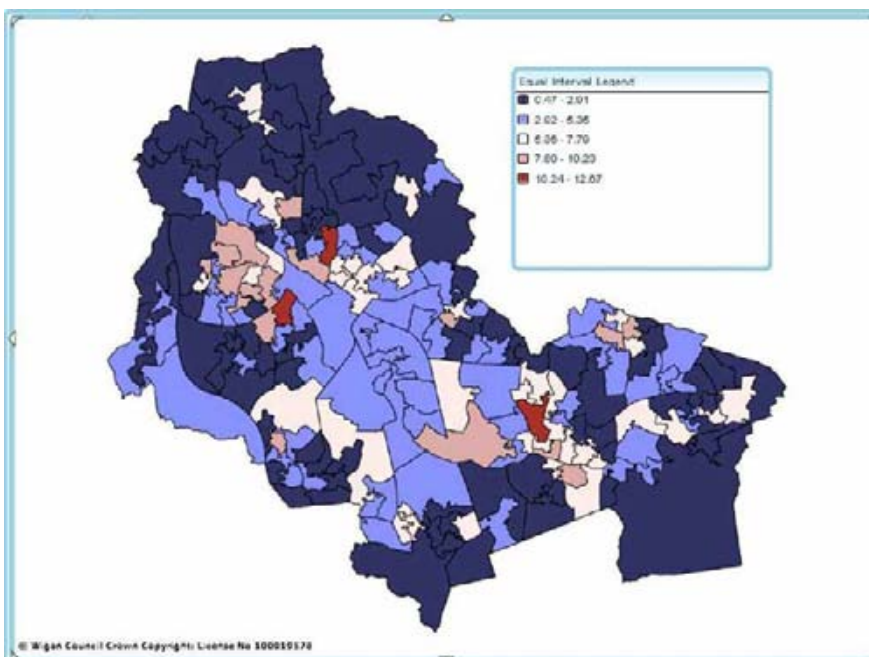
Table 36: Housing Tenure in Wigan

House Tenure	Wigan	England
Owner Occupation	72.18%	68.72%
Private Rented	5.39%	9.96%
Local Authority	16.67%	13.21%
Social Landlord / Housing Association	2.20%	6.05%
Living rent free	2.56%	2.05%

Source: 2001 Census, ONS

The highest concentrations of social housing stock are in the more deprived areas such as Pemberton (39%), Ince (37.4%) and Atherton (31.5%)

Figure 42: Index of Multiple Deprivation: Overcrowding indicator (used in calculation of Housing Domain)



The more deprived areas are likely to show overcrowding. The main problem LSOAs, as identified from using the IMD Overcrowding indicator, show Swinley East with a score of 12.67, Worsley Mesnes North 10.86 and Westleigh West 10.26 (red areas on map), when compared to less deprived LSOAs such as Whitley with a score of 0.47.

Source: WISDOM

<sup>33</sup> [www.dh.gov.uk/en/SocialCare/Deliveringadultsocialcare/Housing/index.htm](http://www.dh.gov.uk/en/SocialCare/Deliveringadultsocialcare/Housing/index.htm)

## 18.2 Central Heating

Cold and damp homes can affect people's health which will therefore affect their quality of life particularly for the most vulnerable members of society. For information on fuel poverty refer to section 16.7.

According to the Census in 2001, 6.38% of all households (125,096) in Wigan have no central heating, with 8.49% of the over 65's living without it which equates to 3,650 people.



## 18.3 Changing Demographic and Impact on Housing

The numbers of people aged over 60 is steadily increasing and it is estimated that by 2025 this age band range will have grown by 27%. Of those with a disability, 61.4% are over the age of 60 (Housing Needs Survey 2008). This along with the general ageing population

creates a demand for specialist housing to accommodate these requirements - whether this be supported accommodation or Extra Care housing. A Housing Needs and Demand Survey carried out in 2008 identified a need for 641 units of extra care accommodation

over the next three years. Predictions for demographic change over the next 15 years highlight the need for an audit of existing sheltered housing schemes to be undertaken to inform an Older Persons Housing Strategy.

## 18.4 Older Persons Housing Needs

The Older Persons Housing Strategy addresses the current and future growth in older people and frail older households across all tenures, and their related care and support needs to:-

- Assess and prioritise the need for support services and adaptation required to keep people in their own home.
- Re-assess existing sheltered stock in meeting today's housing standards and preferences.
- Assess the need for 'extra care' accommodation for the growing frail elderly population.

## 18.5 Disabled Persons Housing Needs

In order to address the housing needs of disabled people, a Housing Needs Assessment carried out in 2008 <sup>34</sup> identified the need to:

- Continue to promote disabled adaptations in order to improve the ratio of suitably adapted properties for disabled people.
- Develop a register of adapted property and disabled people needing adapted accommodation in order to facilitate better matching.
- Consider working towards Lifetime Homes standards for new housing.

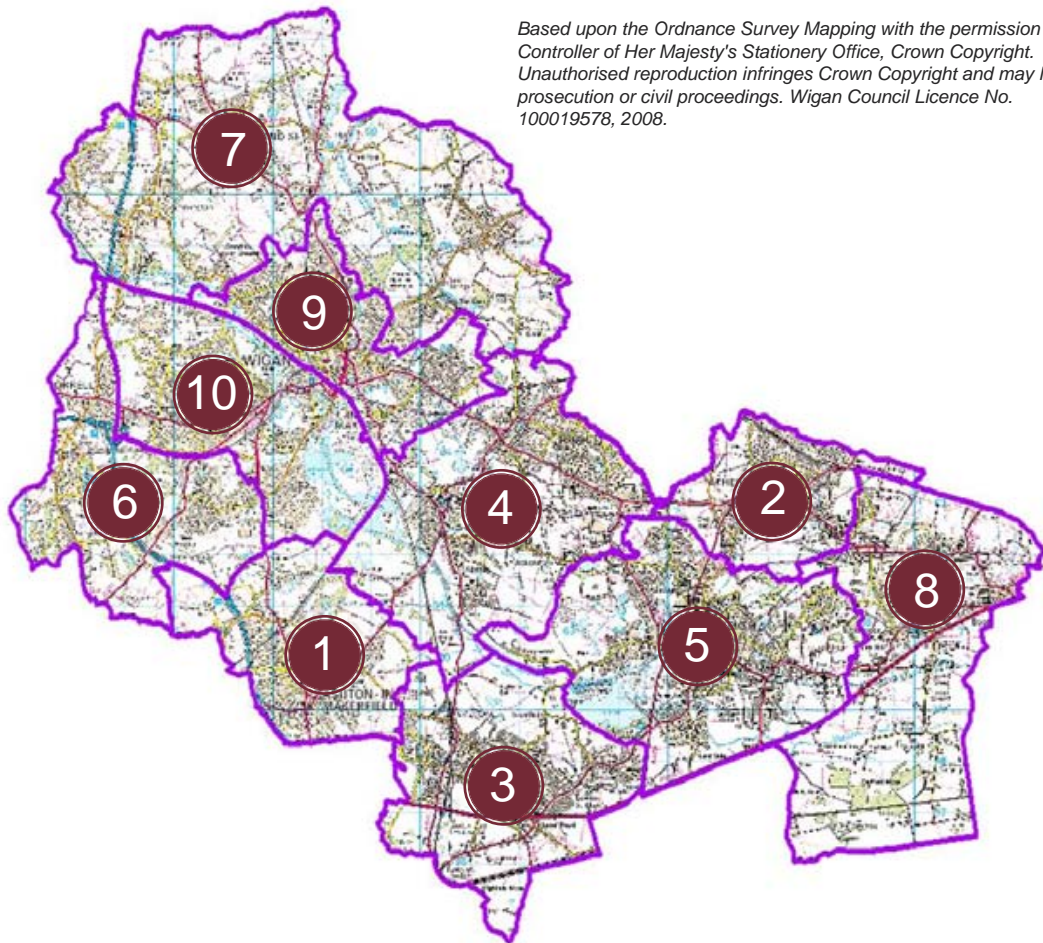
<sup>34</sup> <http://www.wigan.gov.uk/NR/rdonlyres/C53855CF-1FDF-449B-B909-3C381F81D353/0/WiganHousingNeedsSurveyExecutiveSummary.pdf>

# 19. Strategic Geographical Analysis by Township

Wigan is served by Township Forums in its 10 Townships; each township has its own character and priorities based on local intelligence. The WISDOM system contains detailed contemporary reports at township, ward and police-beat level as well as at local super output area level.

The 10 townships are:

- 1 Ashton, Bryn
- 2 Atherton
- 3 Golborne, Lowton
- 4 Hindley, Abram
- 5 Leigh
- 6 Orrell, Billinge, Winstanley
- 7 Standish, Aspull, Shevington
- 8 Tyldesley, Astley
- 9 Wigan North
- 10 Wigan South



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The following reports are short summaries only of township profiles.

## 19.1 Ashton, Bryn

Ashton, Bryn has a population of 23,449, and 9,369 households. The percentages of residents in the various age bands are about average for the Borough: 18.99% at age 0–15, 61.91% of working age and 19.1% of pensionable age<sup>36</sup>.

The township comprises a mix of what analysts call ‘blossoming families’, ‘rooted households’, ‘suburban stability’ and ‘weathered communities’ (see appendix). 98.28% of residents are White British in background. Other White groups (e.g. Irish) take up most of the remaining numbers. 89.08% of residents describe themselves as Christian; most of the remainder are of no religion.

12.16% of working age residents claim out of work benefits, compared to 15.19% in the Borough as a whole. The average of pupil’s average points scores at Key Stage 1 is around the Borough average of 15.5% whereas 70% of pupils from this township achieve 5 GCSC A\* - C grades – higher



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than the Borough average of 61%. Typically, adults are qualified at Level 2, but 31.72% of adults have no qualifications.

67.32% of people in this township believe their health is good, and 21.62% fairly good. 21.11% live with a limiting long term illness, which is similar to Borough, regional and national averages, but a greater proportion (11.42%) provide unpaid care, against a national average of 9.93%. Less than 1% of the population (0.7%) receives home care.

In terms of lifestyle, although diet seems better than average, 20.23% have a body mass

index in the obese range and 65.94% live sedentary lifestyles (no or low activity). Smoking cessation rates are lower than average at 36.74%.

78.56% of resident adults are home owners, which is relatively high for Wigan and 10% higher than nationally, and a bigger proportion are detached properties (21.06%). Household composition is average. Average house prices are £136,597. Crime and disorder rates are generally low to average for the Borough.



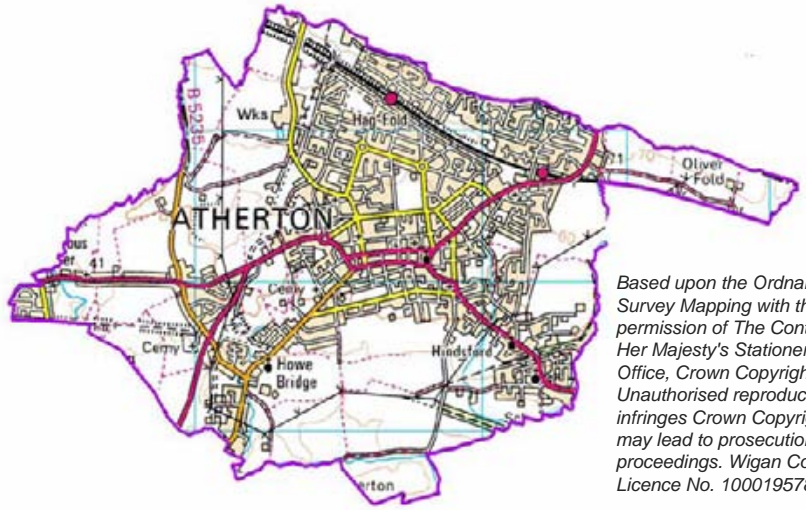
<sup>36</sup> % aged 65 and Over (Males), 60 and Over (Females)

## 19.2 Atherton

Atherton has a population of 20,196, and 8,659 households. The percentages of residents in the various age bands are about average for the Borough: 18.92% at age 0–15, 61.77% of working age and 19.31% of pensionable age<sup>37</sup>.

The township comprises a mix of what analysts call ‘rooted households’, ‘suburban stability’, ‘weathered communities’ and ‘disadvantaged households’ (see appendix). 97.24% of residents are White British in background. Other White groups (e.g. Irish) take up most of the remaining numbers. 86.49% of residents describe themselves as Christian; most of the remainder are of no religion.

18.52% of working age residents claim out of work benefits, compared to 15.19% in the Borough as a whole. A higher than average proportion of children is eligible for free school meals (19.7% against 14.7% Borough average). The average of pupil’s average points scores at Key Stage 1 is lower than the Borough average of 15.5% and only 50% of pupils from this township achieve 5 GCSC A\* - C grades



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– lower than the Borough average of 61%. Typically, adults are qualified at Levels 1 and 2, and 38.39% of adults have no qualifications.

62.4% of people in this township believe their health is good, and 23.84% fairly good. 21.11% live with a limiting long term illness, which is similar to Borough, regional and national averages, but a greater proportion (11.48%) provide unpaid care, against a national average of 9.93%. Less than 1% of the population (0.8%) receives home care. In terms of lifestyle, 21.2% have a body mass index in the obese range and 64.81% live sedentary lifestyles (no or low activity). Smoking cessation rates are lower than average at 36.11%.

65.8% of resident adults are home owners, which is relatively low for Wigan and lower than nationally, and at 24.81% the proportion of Council house tenancies is almost twice the national average (13.24%). Household composition has generally a greater proportion of lone parent, lone person and lone pensioner households. Average house prices are £131,157. Crime and disorder rates are generally higher than average for the Borough, including criminal damage to a dwelling, which is 3.52% - higher than the average of 2.3% but much lower than the worst affected areas, which are at 6%.



<sup>37</sup> % aged 65 and Over (Males), 60 and Over (Females)

## 19.3 Golborne, Lowton

Golborne has a population of 23,208, and 9,345 households. The percentages of residents in the various age bands are about average for the Borough: 19.7% at age 0–15, 62.31% of working age and 18.52% of pensionable age<sup>38</sup>.

The township comprises a mix of what analysts call 'blossoming families', 'rooted households', 'suburban stability' and 'urban producers' (see appendix). 97.65% of residents are White British in background. Other White groups (e.g. Irish) take up most of the remaining numbers. 85.66% of residents describe themselves as Christian; most of the remainder are of no religion.

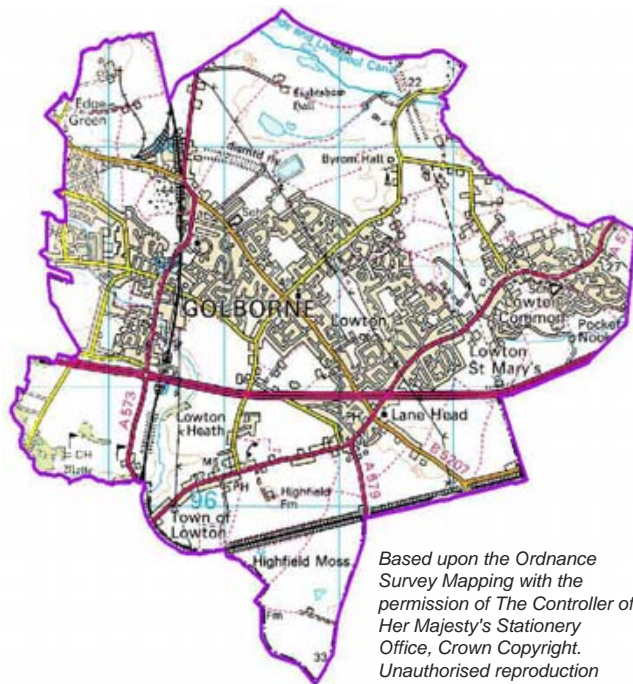
Only 10.96% of working age residents claim out of work benefits, compared to 15.19% in the Borough as a whole. A lower than average proportion of children is eligible for free school meals (10.4% against 14.7% Borough average). The average of pupil's average points scores at Key Stage 1 is average for the Borough but only 56% of pupils from this township achieve 5 GCSC A\* - C grades – lower than the Borough average of 61%. Typically, adults are qualified at

all levels (2-5), but 30.73% of adults have no qualifications.

67.76% of people in this township believe their health is good and 21.60% fairly good. 20.46% live with a limiting long term illness, which is similar to Borough, regional and national averages and a slightly greater proportion (10.95%) provide unpaid care, against a national average of 9.93%. More than 1% of the population (1.1%) receives home care – slightly higher than average.

In terms of lifestyle, although diet seems better than average, 17.03% have a body mass index in the obese range and 58.06% live sedentary lifestyles (no or low activity), which is better than for other areas of the Borough. Smoking cessation rates are higher than average at 43.3%.

A high percentage (73.3%) of resident adults are home



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owners, which is relatively high for Wigan and nationally, and at 12.62% the proportion of Council house tenancies is lower than all averages. Household composition has generally a greater proportion of families and co-habiting couples and lower proportions of lone parent, lone person and lone pensioner households. Average house prices are £143,842. Crime and disorder rates are generally lower than average for the Borough and car access and access to public amenities is generally higher.



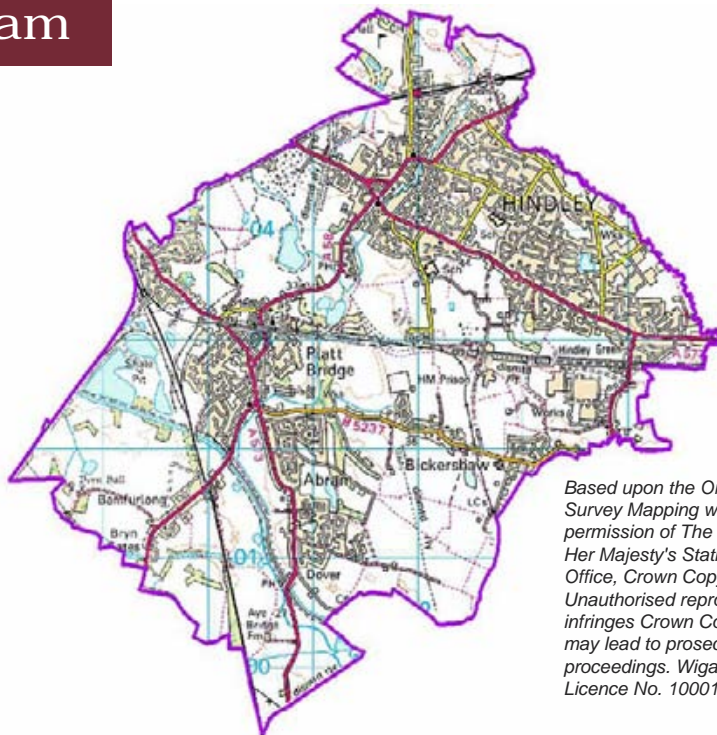
<sup>38</sup> % aged 65 and Over (Males), 60 and Over (Females)

## 19.4 Hindley, Abram

Hindley, Abram is a bigger township, with a population of 39, 043, and 14,851 households. The percentages of residents in the various age bands are about average for the Borough: 19.97% at age 0–15, 64.41% of working age and 16.62% of pensionable age<sup>39</sup>.

The township comprises a mix of what analysts call ‘blossoming families’, ‘suburban stability’ and ‘urban producers’ (see appendix). 97.75% of residents are White British in background. Other White groups (e.g. Irish) take up most of the biggest proportion of what remains. 86.29% of residents describe themselves as Christian; most of the remainder are of no religion.

16.6% of working age residents claim out of work benefits, compared to 15.19% in the Borough as a whole. Also a higher than average proportion of children is eligible for free school meals (16.3% against 14.7% Borough average). The average of pupil's points scores at Key Stage 1 is average for the Borough but only 56% of pupils from this township achieve 5 GCSC A\* - C grades – lower than the Borough average of 61%. Typically, adults are qualified at all levels 1 and 2, but 39.53% of adults have no qualifications.



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63.26% of people in this township believe their health is good and 23.53% fairly good. 23.9% live with a limiting long term illness, which is slightly high for the Borough and regional and national averages and a slightly greater proportion (11.25%) provide unpaid care, against a national average of 9.93%. 0.8% of the population receives home care – average for the Borough.

In terms of lifestyle, although diet seems better than average, 23.35% have a body mass index in the obese range and 63.34% live sedentary lifestyles (no or low activity), which is worse than average for the Borough. A greater percentage (12.3%) is worried by debt.

Smoking cessation rates are higher than average at 44.88%.

A high percentage (72.03%) of resident adults are home owners, which is relatively high for Wigan and nationally. Household composition represents the norm for the Borough in terms of percentages of family, lone parents, lone persons and lone pensioner households. Average house prices are £119,905, which is low for the Borough. Crime and disorder rates are generally average for the Borough as is car access and access to public amenities – apart from access to further education nearby.



<sup>39</sup> % aged 65 and Over (Males), 60 and Over (Females)



## 19.6 Orrell, Billinge, Winstanley

Orrell, Billinge and Winstanley has a population of 22,594, and 8,724 households. The percentages of residents in the various age bands are about average for the Borough: 18.42% at age 0–15, 62.86% of working age and 18.73% of pensionable age<sup>41</sup>.

The township comprises a mix of what analysts call 'blossoming families', 'suburban stability', and 'suburban stability' (see appendix). As such this township represents comparatively uniform wealth and social and economic stability. 98.24% of residents are White British in background. Other White groups (e.g. Irish) take up most of the biggest proportion of what remains. 90.12% of residents describe themselves as Christian; most of the remainder are of no religion.

Only 8.37% of residents claim out of work benefits, compared to 15.19% in the Borough as a whole. Also a much lower than average proportion of children is eligible for free school meals (3.1% against 14.7% Borough average). The average of pupil's points scores at Key Stage 1 is high for the Borough and correspondingly 76% of pupils from this township achieve 5 GCSC A\* - C grades – far higher than the Borough

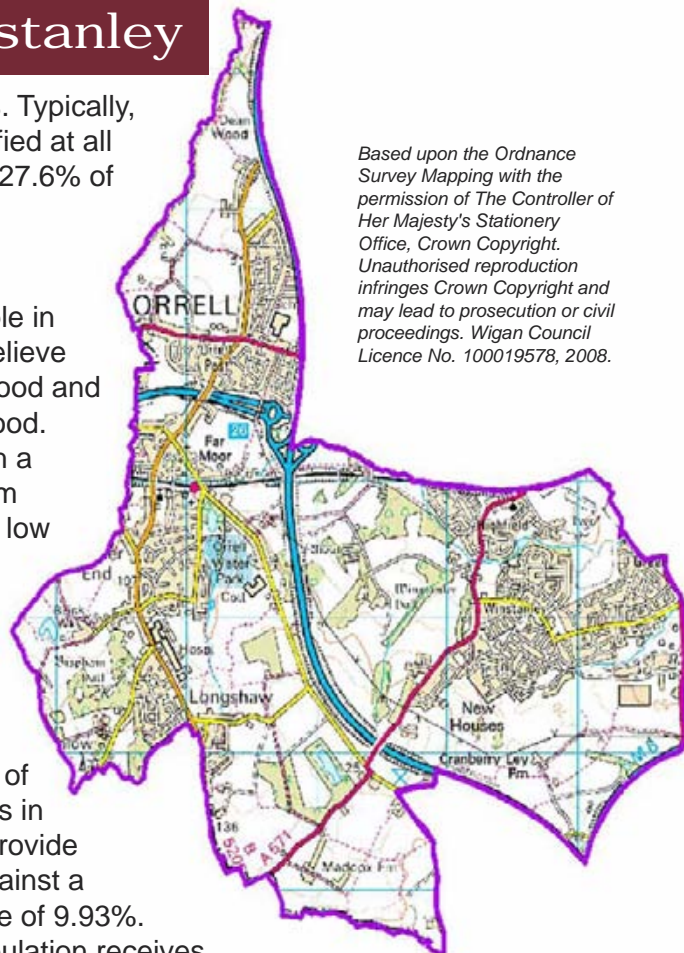
average of 61%. Typically, adults are qualified at all levels and only 27.6% of adults have no qualifications.

70.04% of people in this township believe their health is good and 20.83% fairly good. 18.37% live with a limiting long term illness, which is low for the Borough and regional, though not for national, averages and a good proportion (12.35%) – one of the highest rates in the Borough - provide unpaid care, against a national average of 9.93%. 0.5% of the population receives home care – low for the Borough.

In terms of lifestyle, diet and BMI scores are better than average, but 56.78% still live sedentary lifestyles (no or low activity). Smoking cessation rates are the best in the Borough at 52.38%.

89.52% of residents are home owners and 5.75% rent Council tenancies. In terms of household composition there are higher percentages of families and pensioners and

fewer living alone, either as lone parents, lone persons or lone pensioner households. Average house prices are £160,897, which is higher than average for the Borough. Crime and disorder rates are comprehensively lower than for the Borough as a whole. Car ownership rates are high and public amenity access is good.



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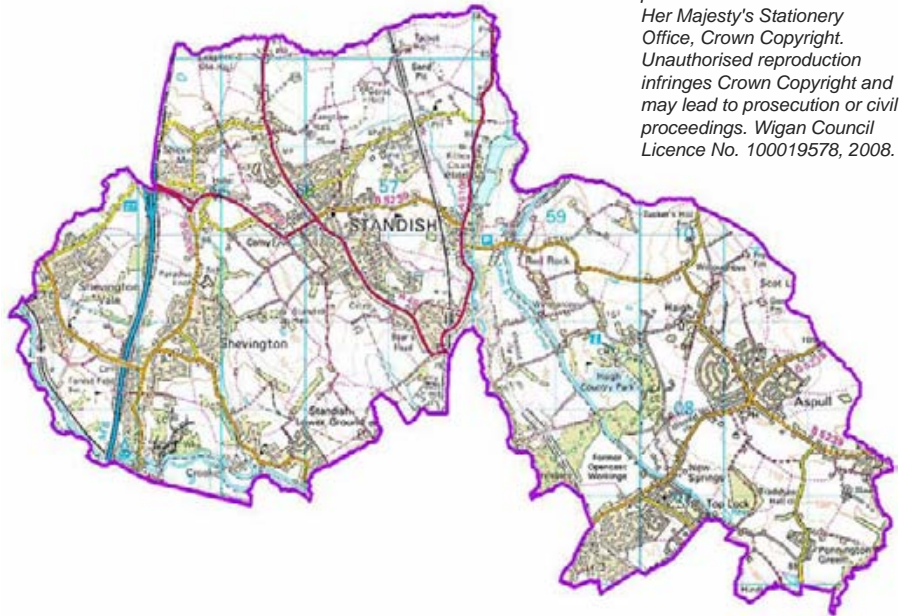
<sup>41</sup> % aged 65 and Over (Males), 60 and Over (Females)

## 19.7 Standish, Aspull, Shevington

Standish, Aspull and Shevington has a population of 35,440, and 14,207 households. The percentages of residents in the various age bands represent slightly fewer children than average for the Borough: 18.92% at age 0–15, 61.96% of working age and 18.11% of pensionable age<sup>42</sup>.

The township comprises a mix of what analysts call ‘mature oaks’, ‘blossoming families’, ‘suburban stability’, ‘urban producers’ and weathered communities’ (see appendix). As such there is relative affluence but some mobility. 97.7% of residents are White British in background. Other White groups (e.g. Irish) take up most of the biggest proportion of what remains. 87.7% of residents describe themselves as Christian; most of the remainder are of no religion.

A very low percentage of residents - 9.66% - claim out of work benefits, compared to 15.19% in the Borough as a whole. Also a much lower than average proportion of children is eligible for free school meals (6.0% against 14.7% Borough average). The average of pupil's points scores at Key Stage 1 is average for the Borough but nevertheless 73% of pupils from this township achieve 5 GCSC A\* - C grades



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– higher than the Borough average of 61%. Typically, adults are qualified at all levels, and only 29.34% of adults have no qualifications.

69.69% of people in this township believe their health is good and 20.923% fairly good. 19.2% live with a limiting long term illness, which is slightly high for the Borough and regional and national averages and a slightly greater proportion (11.48%) provide unpaid care, against a national average of 9.93%. 0.6% of the population receives home care – lower than average for the Borough.

In terms of lifestyle, although diet seems better than average, 17.04% have a body mass index in the obese range but

62.92% – quite a high percentage - live sedentary lifestyles (no or low activity). Smoking cessation rates are good at 50.87%.

83.28% of residents are home owners and 10.2% rent Council tenancies. In terms of household composition there are higher percentages of families and pensioners and fewer living alone, either as lone parents, lone persons or lone pensioner households. Average house prices are £170,029, which are the highest in the Borough. Crime and disorder rates are comprehensively lower than for the Borough as a whole. Car ownership rates are high and public amenity access is good.



<sup>42</sup> % aged 65 and Over (Males), 60 and Over (Females)

## 19.8 Tyldesley, Astley

Tyldesley, Astley Township has a population of 23,961, and 9,666 households. The percentages of residents in the various age bands are: 19.79% at age 0–15, 65.24% of working age and a lower than average percentage (14.97) of pensionable age<sup>43</sup>.

The township comprises a real mix of what analysts call 'blossoming families', 'rooted households' and 'urban producers' (see appendix). 97.51% of residents are White British in background. Other White groups (e.g. Irish) take up most of the biggest proportion of what remains. 87.18% of residents describe themselves as Christian; most of the remainder are of no religion.

A low number of residents - 10.81% - claim out of work benefits, compared to 15.19% in the Borough as a whole. Also a lower than average percentage of children is eligible for free school meals (11.4% against 14.7% Borough average). The average of pupil's points scores at Key Stage 1 is average for the Borough but 71% of pupils from this township achieve 5 GCSC A\* - C grades – a high rate indicating aspiration - 10% higher than the Borough average. Typically, adults are qualified at all levels, and only



29.43% of adults have no qualifications.

69.22% of people in this township believe their health is good and 20.61% fairly good. 18.94% live with a limiting long term illness, which is comparatively low for the Borough and regional, but not national, averages and a slightly greater proportion (11.22%) provide unpaid care, against a national average of 9.93%. 0.7% of the population receives home care – just below average for the Borough.

In terms of lifestyle, 25.79% have a body mass index in the obese range and 72.68% – a high percentage - live sedentary lifestyles (no or low activity). Smoking cessation rates are higher than average at 47.18%.

There is high home ownership for the Borough (79.24%) and lower than average Council house tenure (13.27%). In terms of household composition there are higher percentages of families and co-habiting



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couples and fewer lone parents, lone persons and lone pensioner households. Average house prices are average - £136,917. Crime and disorder rates are lower than average for the Borough as a whole. Car ownership is above average and public amenity access is very good.



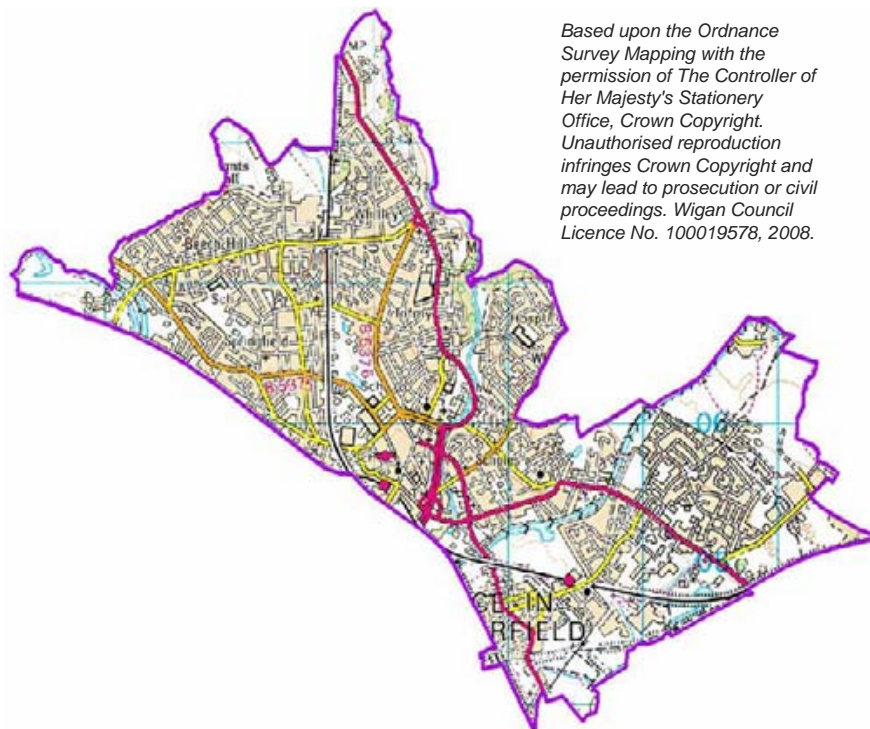
<sup>43</sup> % aged 65 and Over (Males), 60 and Over (Females)

## 19.9 Wigan North

Wigan North has a population of 37,005, and 16,008 households. The percentages of residents in the various age bands are: 18.55% at age 0–15 (lower than average), 61.82% of working age and a 19.63% of pensionable age (higher than average).<sup>44</sup>

The township comprises a mix of what analysts call ‘blossoming families’, ‘rooted households’ and ‘urban producers’ (see appendix). 97.02% of residents are White British in background. Other White groups (e.g. Irish) take up most of the biggest proportion of what remains. 85.31% of residents describe themselves as Christian; most of the remainder are of no religion.

A higher than average percentage -18.83% - claim out of work benefits, compared to 15.19% in the Borough as a whole. Also a higher than average percentage of children is eligible for free school meals (18.3% against 14.7% Borough average). The average of pupil's points scores at Key Stage 1 is below average for the Borough (14.5%) and a lower percentage (59% against an average of 61%) achieve 5 GCSC A\* - C grades. Typically, adults are qualified at levels 1 and 2, and 38.53% of adults have no qualifications.



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63.01% of people in this township believe their health is good and 23.72% fairly good. 24.75% live with a limiting long term illness, which is slightly high for the Borough and regional and national averages. 10.95% provide unpaid care, against a national average of 9.93%. 0.9% of the population receives home care – just above average for the Borough.

In terms of lifestyle, 19.95% have a body mass index in the obese range and 58.52% – both lower than average percentages - live sedentary lifestyles (no or low activity). Smoking cessation rates are higher than average at 41.45%.

There is lower than average home ownership for the Borough (63.49%) and higher than average Council house tenure (21.95%). In terms of household composition there are higher percentages of lone parents, lone persons and lone pensioner households. Average house prices are below average - £123,255. Crime and disorder rates are slightly worse than average and there are issues with criminal damage to vehicles. Car ownership is below average but public amenity access is excellent.

<sup>44</sup> % aged 65 and Over (Males), 60 and Over (Females)

## 19.10 Wigan South

Wigan South has a population of 36,858, and 15,661 households. The percentages of residents in the various age bands are average for the Borough: 19.79% at age 0–15, 62.45% of working age and 17.76% of pensionable age <sup>45</sup>.

The township comprises a mix of what analysts call ‘rooted households’, ‘urban producers’, ‘weathered communities’ and ‘disadvantaged households’ (see appendix). 98% of residents are White British in background. Other White groups (e.g. Irish) take up most of the biggest proportion of what remains. 87.04% of residents describe themselves as Christian; most of the remainder are of no religion.

A high percentage – 21.79% - claim out of work benefits, compared to 15.19% in the Borough as a whole. Also a higher than average percentage of children is eligible for free school meals (23.2% against 14.7% Borough average). The average of pupil’s points scores at Key Stage 1 is below average for the Borough (14.5%) and a much lower percentage (46% against an average of 61%) achieve 5

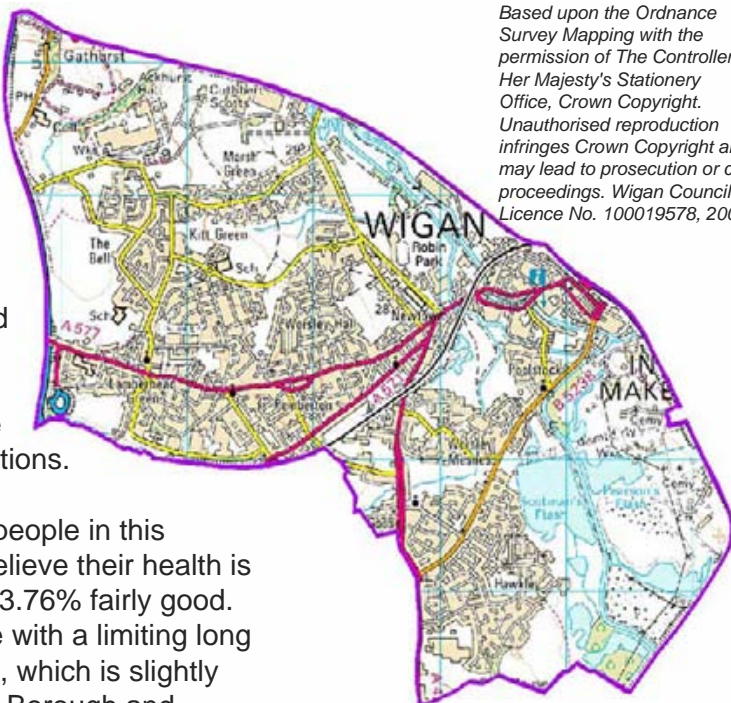


GCSC A\* - C grades. Typically, adults are qualified at levels 1 and 2, and 44.42% of adults have no qualifications.

62.32% of people in this township believe their health is good and 23.76% fairly good. 25.32% live with a limiting long term illness, which is slightly high for the Borough and regional and national averages. 10.67% provide unpaid care, against a national average of 9.93%. 1.0% of the population receives home care – above average for the Borough. 15.06% of adults worry about debt.

In terms of lifestyle, 22.44% have a body mass index in the obese range and 68.22% – both above average percentages - live sedentary lifestyles (no or low activity). Smoking cessation rates are lower than average at 38.22%.

There is lower than average home ownership for the Borough (53.38%) and higher



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than average Council house tenure (29.01%). In terms of household composition there are higher percentages of lone parents, lone persons, lone pensioner and co-habiting couples households. Average house prices are below average - £111,333. Crime and disorder rates are slightly worse than average and there are issues with small fire incidents and criminal damage to dwellings. Car ownership is below average but public amenity access is very good.



## 19.11 General

Our Local Development Framework also sets out many of our spatial objectives, how we will achieve our vision and how we will resolve the issues that the borough faces. They relate directly to the key issues identified.

Our spatial objectives for health and recreation in the borough can be found at: [http://wigan-consult.limehouse.co.uk/portal/pp/core\\_strategy/csio?pointId=1198170032760#1198170032760](http://wigan-consult.limehouse.co.uk/portal/pp/core_strategy/csio?pointId=1198170032760#1198170032760)

<sup>45</sup> % aged 65 and Over (Males), 60 and Over (Females)

## 20. Summary

Wigan, like many other areas in the country, is improving in health and wellbeing, economically and socially. People are living longer and in better health. The picture for Wigan people's health looks poor, however, compared to areas of greater affluence, and even between more and less affluent areas in the borough the inequalities gap is too wide.

Our Local Area Agreement was founded on analysis of the differing life-chances of 400 babies we studied – 200 each from the least and most deprived neighbourhoods in the borough - and this has set the initial agenda for strategy makers. We will concentrate on the triangle of 'ambition and aspiration, sense of place and identity, and addressing inequalities'.

Again, like many other areas, Wigan is getting older. Population projections have described numbers of those over 65 growing and those under 19 reducing.

Combined with longstanding illness and disability rates, some poor lifestyle choices and some patterns in housing and transport provision, more of those older people are also living alone and are isolated. More falls and accidents are occurring in the home and by 2026 there will be a 63.5% increase in rates of dementia, amongst other problems – all of which create a significant pressure on public services. Fuel poverty is also a common problem for those people.

Dementia is an illness which respects no class or background; unlike many of the other social and medical issues highlighted in this report. Life

expectancy is affected most by improving circulatory diseases, COPD, cancers and heart disease. These diseases have been plotted geographically and are most prevalent in areas of highest poverty. People in our most deprived areas tend to drink and smoke more, to be overweight and to do less exercise. The JSNA reveals that it is three times more effective to concentrate efforts on risk factors than on those with the established conditions, and this is what, in public health terms, we shall do.

Hazardous drinking in Wigan – particularly amongst younger people and amongst women – is increasingly part of a lifestyle culture which needs to be changed if associated illnesses are to be avoided. 6% of Wiganers are dependent drinkers. Alcohol fuels a series of other social problems including youth nuisance, low-level crime and teenage pregnancy. There are seven ward 'hotspots' that have been targeted for action where teenage pregnancy is most likely.

Obesity is an up and coming problem, with children and young people exhibiting trends that indicate a growing problem for the future if not today. And related to diet, dental health – particularly in deprived areas and with the under 5s – is of concern. 25% of people in more deprived communities report dental pain.

Children in the most deprived areas achieve lower SAT and generally poorer GCSE results than children from more affluent families – with few exceptions. A range of issues, including educational attainment are due to some low levels of aspiration.



This is never more strongly the case than for children looked after within the care system who, alongside others, need more support to succeed.

Worklessness – particularly for Wigan people with a mental health problem – is a particularly hard problem to solve. Through evidence-based approaches and significant targeted resource we have already started to turn the corner in terms of reversing the trend for those people, particularly where they live in deprived areas, to fall out of work.

The township profiles characterize the range of different experiences people are having in different parts of the borough and demonstrate, to some extent, how health, happiness, lifestyle, work, housing, income and educational attainment are inextricably linked. Our aim is for all people in the borough to have the experience that the better off in the borough are able to have; in other words to narrow the inequalities gap.

Wigan Local Strategic Partnership has used the Joint Strategic Needs Assessment and in particular the fuller analysis available from WISDOM, our local information system, to create a short list of 6 major priorities. These are:

1. Improve the aspirations of young people
2. Getting people into work and off benefits
3. Improving access to public transport and reducing isolation in the borough
4. Adding life to years and years to life
5. Reducing teenage pregnancies and improving sexual health
6. Reducing alcohol related harm

IDeA has worked with the Partnership and a wide variety of stakeholders, including customers, to create a set of fact sheets and an outcomes based accountability (OBA) approach beginning with a series of high profile workshops which concluded in September 2008.

The outcome based approach has led to a series of papers detailing action that will change, or add to, existing strategy by all partners in these areas and to inform strategic commissioning in the borough. These can be found at:

<http://www.wigan.gov.uk/Services/CommunityLiving/Partnerships/JointStrategicNeedsAssessment/>

## 21. Appendix Segmented Community Profiles

Segmented community profiles are ordered according to data gained at a national level and applied locally. At small area level, communities are labeled according to typical characteristics. We have used 'P2 People and Places' categorisations. P2 People & Places is a geodemographic classification system which groups people into a series of clusters based on them having similar characteristics. The classification has been built using data from the Census 2001. For more information on types visit <http://www.beacon-dodsworth.co.uk/pdfs/p2-manual-small.pdf>.

### A. Mature Oaks

Mature Oaks are older, prosperous adults. This Tree might also include pensioners. Those in this Tree tend to live in large detached houses, which they own outright, having finished paying their mortgages. They live as married couples, and it is likely their children have grown up and moved out to start their own homes. There is a tendency for these couples to have a car each, and each car is generally powerful. Mature Oaks read broadsheet newspapers and black top papers such as the Mail and the Express, and have a keen interest in politics. They use their leisure time to go on holiday, and while they are not afraid to buy online on their home computers, they prefer to shop at Sainsbury's. In their working lives, Mature Oaks are likely to work as managers, professionals or employers. As such, many work from home. They are likely to hold academic qualifications, and command a good income from their professions. These incomes fall into the first quartile.

### B. Country Orchards

Country Orchards consists of people working in agriculture in rural areas. The Tree consists of older adults, mostly as part of family units. The majority of Country Orchards own the large detached houses they live in. Each household has two cars, which are likely to have quite powerful engines. Country Orchards have a keen interest in politics, and are readers of broadsheet newspapers. Tesco is their supermarket of choice. In their working lives, Country Orchards are split between land owners, and less wealthy farmers and agricultural workers. As such, many work from home, on their own farms, and can have a high income. Many are also well educated. Income falls into the first quartile.

### C. Blossoming Families

Blossoming Families are young families, with the parents being young adults aged between 25 and 34 with young infants. These parents are likely to be a married couple, and so make up a family in the conventional sense. Blossoming Families are still paying a mortgage on their homes, which are mainly detached properties, though some live in semidetached or terraced housing. These families have at least two cars, with some having three or more. The majority of these cars have large powerful engines, but family cars with mid-sized engines are also popular. Black top newspapers, such as the Mail and the Express, are read in the households of Blossoming Families. They do their shopping predominantly in Sainsbury's, with Tesco also being popular. In their working life, these adults are well qualified and well paid, and are professionals, managers or employers. A large proportion of the females in this Tree also work. Income falls into the first quartile.

## D. Rooted Households

Rooted Households are made up of older adults, who are generally aged 45 and over. This gives the sense of established households. This Tree also includes some young families, where the parents of young children are aged 25 to 34. These households are based in semi-detached properties. Generally, the mortgages are still being paid on these homes, though some in this Tree will own their houses outright. A typical Rooted Household will have two or more cars, and these cars are predominantly family cars with mid-sized engines. Rooted Households are generally not interested in politics, and will read black top newspapers such as the Express and the Mail. These households like to do their grocery shopping at Tesco. In their working lives, Rooted Households adults are skilled manual workers on high wages, with incomes falling into the second quartile. To get to work, they use their cars.

## E. Qualified Metropolitans

Qualified Metropolitans are mainly single, highly qualified adults, living in cities, predominantly London. They live in single households, which are likely to be small accommodation, such as flats and bedsits. Women in this Tree are of a child bearing age, while the men are likely to be aged between 35 and 54. Qualified Metropolitans rent their homes, and do not have cars. They use the public transport network, mostly the train, to get to work. This Tree is highly mobile, and people are likely to move after a year living in one place. Qualified Metropolitans are extremely interested in politics, and are heavy readers of broadsheet newspapers. Overwhelmingly, the majority of them like to do their grocery shopping at Sainsbury's. In their working lives, Qualified Metropolitans hold higher qualifications, such as degrees and work as professionals in well paid jobs. This Tree also includes some cultural diversity, including Chinese, Black, Indian and Pakistani people. Income falls into the first quartile.

## F. Senior Neighbourhoods

Senior Neighbourhoods consists of pensioners, generally those aged over 65. Senior Neighbourhoods live in detached houses that they own, having finished paying off their mortgages. A lot of these homes are single occupancy households. Some in this Tree will also own a second home. Senior Neighbourhoods households are likely to have one car. This car can range from being a run around car with a small engine, to a family car with a mid-sized engine, to a powerful car with a large engine. Senior Neighbourhoods are very interested in politics, and read broadsheet and black top newspapers. Grocery shopping is varied, with Senior Neighbourhoods choosing to shop at supermarkets such as Aldi and Lidl at one end of the spectrum, and Tesco and Morrisons, Safeway and Somerfield at the other. As this Tree contains pensioners, incomes are generally low, and fall into the fourth quartile. However, some pensioners receive more than one form of pension, and this can boost their income into the second and third quartiles. For some, affluence comes from assets, rather than income.

## G. Suburban Stability

Suburban Stability are the average group of British society, encompassing all ages, of those who live in the suburbs. Families are common in this Tree, with parents likely to be aged between 25 and 34. As well as families, there are also co-habiting couples in the same age group and older adults, up to a pensionable age. Suburban Stability tend to be buying the houses they live in, so still have mortgages to pay. Some also live in rented accommodation, as well as housing association and council housing. These homes are mostly semi-detached or terraced properties. Suburban Stability households are likely to have one car, and this is generally one with a small engine. These adults are not interested in politics, and tend to read tabloids such as the Sun and the Mirror. Grocery shopping is generally done at Asda, though Aldi, Lidl, Morrisons, Safeway and Somerfield are also frequented by those in this Tree. In their working lives, Suburban Stability tend to be skilled manual workers, with some also being employed in routine and semi-routine occupations. To get to the workplace, they take their cars, the bus or walk. Income falls into the third quartile.

## H. New Starters

New Starters are young adults aged between 16 and 34. They include students and young working adults. These New Starters live mainly in single households, and women are well represented amongst them. New Starters' accommodation is rented, and these young adults live in bedsits and purpose built flats. Though many live in single households, there are also a high proportion of couples co-habiting. New Starters households are likely to be without a car. New Starters are very interested in politics, and read broadsheet newspapers to keep up with world affairs. They are also very likely to smoke. Grocery shopping is done as cheaply as possible, by visiting chains such as Aldi and Lidl. As this Tree is predominantly made up of students, these young adults have a high level of qualifications, but do not work. As such, their income falls into the fourth quartile.

## I. Multicultural Centres

Multicultural Centres is made up predominantly of families, and includes a broad ethnic mix. This includes those of different faiths, such as Jews and Muslims, as well as those of different ethnic groups, such as Blacks, Chinese, Indians, Pakistanis and Bangladeshis. This Tree is split into two Branches on the basis of affluence, so includes some richer and some poorer families. Multicultural Centres live mostly in terraced housing that is housing association or council property. Many also live in bedsits or purpose built flats. Multicultural Centres households generally have no car.

Multicultural Centres are quite interested in politics, and predominantly read tabloid newspapers, though some also read broadsheets. Some are likely to be smokers, and grocery shopping is split by affluence – Aldi and Lidl are very popular, and so is Sainsbury's. In their working lives, Multicultural Centres tend to be employed as semi-skilled manual and unskilled workers. Commuting by train is the most popular way of getting to work. For the Multicultural Centres Tree as a whole, incomes fall into the fourth quartile.

## J. Urban Producers

Urban Producers are younger adults between the ages of 16 and 34, many with children. A lot of these families are single parent households. Urban Producers tend to live in terraced council housing, and many of these homes can be without central heating. Urban Producers are likely to have one car per household, and this is likely to be a car with a small engine. These adults are not interested in politics, and tend to be keen readers of tabloid newspapers. They are very likely to be smokers, and tend to do their grocery shopping at Asda. In their working lives, Urban Producers do not hold academic qualifications and tend to be employed in routine and semi-routine occupations, or work as skilled manual, semi-skilled manual or unskilled labour. Incomes are low, and unemployment and long-term unemployment is high, as is long-term illness. Income falls into the fourth quartile.

## K. Weathered Communities

Weathered Communities contains mostly pensioners, aged under 74 and over 75, but there are also young adults, aged 16 to 24, with children, who tend to be single parent families. The pensioners in Weathered Communities tend to live alone. Homes are likely to be housing association or council accommodation, and are generally small, being semi-detached or purpose built flats. Weathered Communities households are unlikely to have a car. These adults are uninterested in politics, but are likely to read tabloid newspapers, such as the Sun and the Mirror. They tend to be smokers, and do their grocery shopping at supermarket chains such as Asda, Aldi and Lidl. Weathered Communities is made up mostly of retired adults, but for those who are employed, routine and semi-routine occupations are common, as well as working in semi-skilled manual and unskilled jobs. These jobs tend to be in the manufacturing industry. However, unemployment is high in this Tree, as is unemployment due to long term illness. Income falls into the third and fourth quartiles.

## L. Disadvantaged Households.

Disadvantaged Households are conventional and single parent families, made up of young adults between the ages of 25 and 34 with children. Disadvantaged Households are poor, and live in council and housing association properties, which are mainly purpose, built flats and terraced houses. These homes are unlikely to have central heating. Disadvantaged Households are unlikely to have a car. These adults are not interested in politics, and tend to read tabloid newspapers, such as the Sun and the Mirror. They are extremely likely to be smokers, and do their shopping at Asda. In their working lives, Disadvantaged Households are unlikely to have qualifications, and are employed in routine and semi-routine occupations, as well as being semi-skilled manual and unskilled labour. However, many in this Tree are unemployed, and there tends to be a lot of long term illness preventing employment. Incomes fall into the fourth quartile.

## M. Urban Challenge

Urban Challenge is made up mainly of pensioners, particularly those aged over 75. This Branch also contains some young adults between 16 and 24. This is a poor Tree, centred mainly in urban areas. Urban Challenge households tend to be in purpose built flats. Accommodation is small and council or housing association owned. A lot of these households are pensioners who live alone. Urban Challenge households are very unlikely to own a car. These adults are unlikely to be interested in politics, and tend to read tabloid newspapers, like the Sun and the Mirror. They tend to be smokers, and like to do their grocery shopping at Asda. In their working lives, Urban Challenge are very unlikely to have any qualifications, and those with jobs work in routine and semi-routine occupations. Unemployment, including long term unemployment, is high, as are incidences of long term illness. Income falls into the fourth quartile.