Social Value Portal

Lancashire Local Needs Analysis

Local Needs Analysis

Lancashire County Council
August 2022

Lancashire County Council

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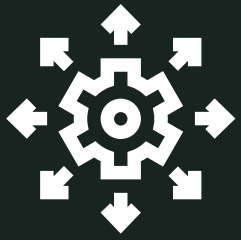
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Overview & Approach

This report includes content that is aligned to the National Social Value Measurement Framework also known as the National TOMs as it is built around a set of Themes Outcomes and Measures.

This will allow the analysis to inform social value targets and ensures the recommendations arising from this report can be measured to evidence the social value they are creating.

The National TOMs Measurement Framework includes **20 Outcomes across 5 Themes with 40 core Measures**

THEMES	OUTCOMES
Jobs Promoting local skills & employment	More local people in employment
	More opportunities for disadvantaged people
	Improved skills
	Improved skills for disadvantaged people
	Improved employability of young people
Growth Supporting growth of responsible regional business	More opportunities for local SMEs and VCSEs
	Improving staff wellbeing and mental health
	Reducing inequalities
	Ethical Procurement is promoted
Social Healthier, safer & more resilient communities	Creating a healthier community
	Vulnerable people are helped to live independently
	More working with the Community
Environment Decarbonising & safeguarding our world	Carbon emissions are reduced
	Air pollution is reduced
	Safeguarding the natural environment
	Resource efficiency and circular economy solutions are promoted
Innovation Promoting social innovation	Other measures (TBD)

For more information about the National TOMs Measurement Framework, please see: socialvalueportal.com/national-toms. The National TOMs is an open source and is free to use.

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Overview & Approach

Why?

The first step in delivering a place-based social value strategy is to recognise the importance of local context.

- The purpose of this report is to provide an understanding of the key needs and opportunities when it comes to delivering social value in the local area

- This will help to identify where the new development can make a real and long-lasting difference

How?

To achieve this, three exercises have been carried out and are summarised in this report:

1. **A Policy Review:**

   A comprehensive review of relevant policy documents.

2. **A Deprivation Analysis:**

   Quantitative and qualitative deprivation analysis of economic, social and environmental research and data to understand the key needs and opportunities to inform the delivery of social value.

3. **An Overview of the Support Ecosystem:**

   Including the identification of potential Local Community Partners to collaborate with to achieve lasting change.

Policy Review

Deprivation Analysis

Overview of Support Ecosystem
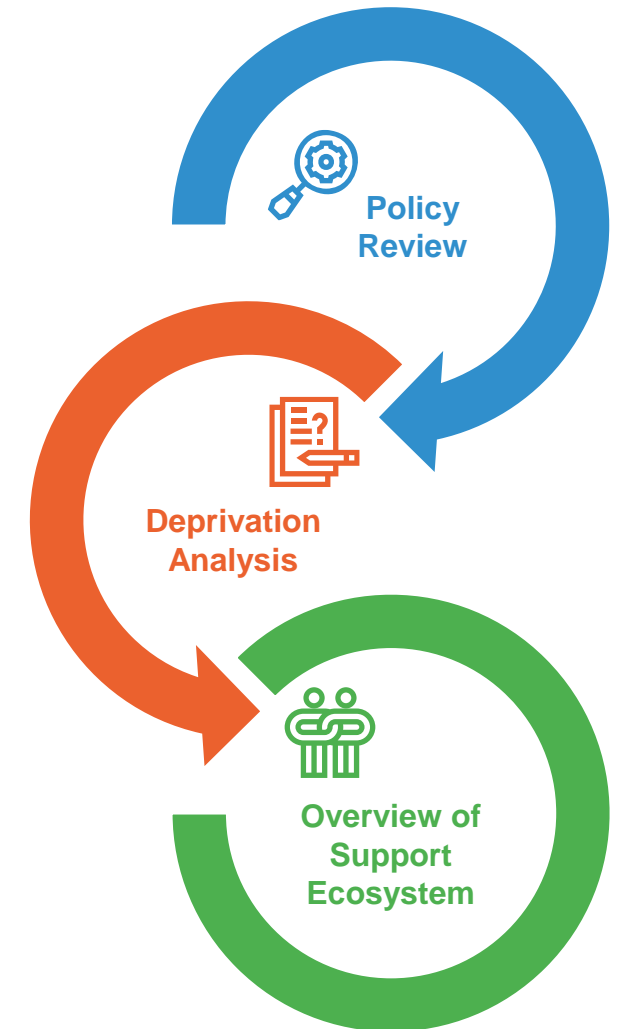
Overview & Approach

We use IMD data to inform the deprivation analysis as well as numerous other public data sets.

The next pages will provide an overview of IMD and the overall deprivation analysis across the Lancashire County Area.

What is IMD?

The Indices of Multiple Deprivation (IMD) are a measure of relative deprivation used to rank neighbourhoods across the UK.

Deprivation is essentially defined as 'a lack of…' and the IMD allows for the identification of need, relative to the rest of the country.
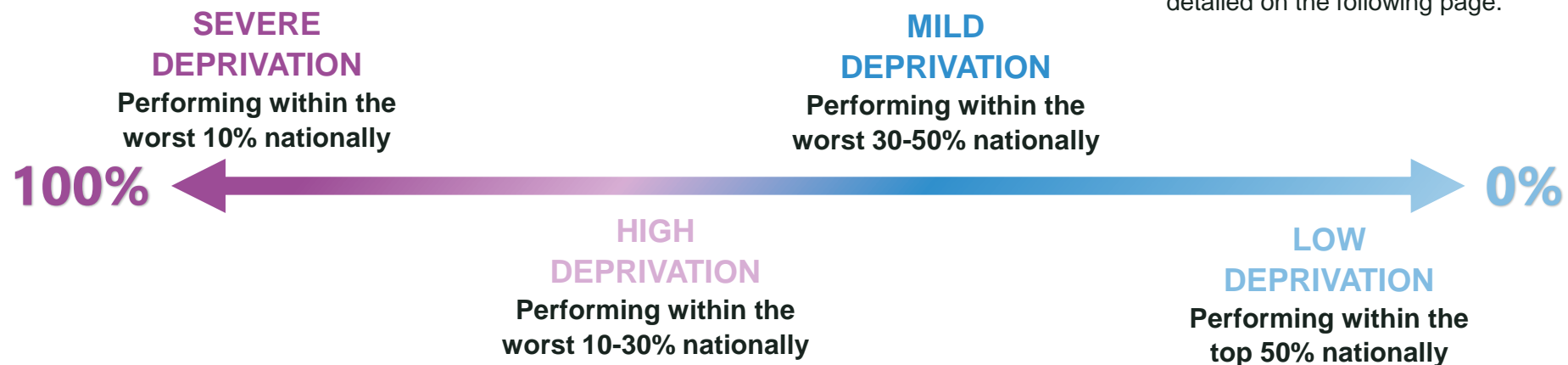
How does it work?

IMD measures the deprivation in 32,844 Lower-layer Super Output Areas (LSOAs) in England. These areas have an average of 1,500 residents each.

IMD analysis allows for the identification of levels of deprivation by ranking LSOAs from 1 (most deprived area) to 32,844 (least deprived area).

What does it measure?

IMD measures the overall deprivation on the basis of the following seven domains: income; employment; education, skills and training; health; crime; barriers to housing and services; and the living environment.

These individual domains provide specific insight about what might be causing deprivation. They are further detailed on the following page.

SEVERE DEPRIVATION
Performing within the worst 10% nationally

MILD DEPRIVATION
Performing within the worst 30-50% nationally

100% ←——————————————→ 0%

HIGH DEPRIVATION
Performing within the worst 10-30% nationally

LOW DEPRIVATION
Performing within the top 50% nationally

Social Value Portal

Overview & Approach

IMD data **CAN** be used to:

- Compare small areas across England
- Identify the most deprived small areas
- Explore the domains / types of deprivation
- Compare larger areas e.g. local authorities
- Look at changes in relative deprivation over time

IMD data **CANNOT** be used to:

- Quantify how deprived a small area is
- Identify deprived people
- State how affluent a place is
- Compare with other UK countries
- Measure real change in deprivation over time

The diagram outlines the seven IMD domains and their various subdomains.
N.B. IMD data is released every 5 years. The IMD data from this report was last updated in 2019.
For more information on the domains and guidance visit IMD

Domain

Income
Measures the proportion of the population experiencing deprivation relating to low income

Employment
Measures the proportion of the working age population in an area involuntarily excluded from the labour market

Education, skills & training
Measures the lack of attainment and skills in the local population

Health
Measures the risk of premature death and the impairment of quality of life through poor physical or mental health

Crime
Measures the risk of personal and material victimisation at local level

Barriers to housing & services
Measures the risk of personal and material victimisation at local level

Living environment
Measures the quality of both the 'indoor' and 'outdoor' local environment

Subdomain

Income deprivation affecting:
1. Children
2. Older people

1. Adult Skills
2. Children & young people attainment

1. Proximity of local services
2. Access to affordable housing

1. Indoor – quality of housing
2. Outdoor – air quality & road traffic accidents

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Overview & Approach

The IMD deprivation table on pages 9 and 10 shows the percentage of LSOAs experiencing high to severe deprivation in the North West region, and all local authorities in Lancashire.

The table below shows that Overall the local authorities of Hyndburn and Burnley experience the greatest proportion of high to severe Overall deprivation in comparison to the North West region, with 63.5% and 65% respectively and the North West experiencing 44.2%. The table also illustrates Health as the domain containing the highest proportion of high to severe deprivation with the local authorities of Hyndburn experiencing 84.6% and Burnley experiencing 81.7% Health deprivation in comparison to the North West average of 57.8%.

% of LSOAs experiencing Severe-High Deprivation	North West	Burnley	Chorley	Fylde	Hyndburn	Lancaster	Pendle	Preston
Overall	44.2%	65.0%	19.7%	11.8%	63.5%	36.0%	50.9%	55.8%
Income	41.4%	58.3%	19.7%	17.6%	51.9%	31.5%	47.4%	47.7%
Employment	45.9%	68.3%	21.2%	25.5%	65.4%	33.7%	49.1%	50.0%
Education, Skills and Training	38.6%	58.3%	24.2%	13.7%	44.2%	29.2%	59.6%	44.2%
Health	57.8%	81.7%	27.3%	27.5%	84.6%	50.6%	66.7%	68.6%
Crime	42.3%	60.0%	16.7%	0.0%	50.0%	36.0%	29.8%	55.8%
Barriers to Housing and Services	10.6%	5.0%	10.6%	9.8%	1.9%	7.9%	5.3%	4.7%
Outdoor Living Environment	20.4%	38.3%	4.5%	0.0%	23.1%	3.4%	40.4%	50.0%

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Overview & Approach

The IMD deprivation table on pages 9 and 10 shows the percentage of LSOAs experiencing high to severe deprivation in the North West region, and all local authorities in Lancashire.

The table below illustrates the local authority of Rossendale has the highest proportion of high to severe Overall deprivation with 46.5%, 2.3% higher than The North West which experiences 44.2% high to severe Overall deprivation. The domains in which the highest proportion of high to severe deprivation among the areas shown is that of Health and Employment, with Rosendale experiencing 53.5% high to severe deprivation in both domains. Additionally, Rossendale's proportion of high to severe Employment deprivation is 7.6% higher than the North West average.

% of LSOAs experiencing Severe-High Deprivation	North West	Ribble Valley	Rossendale	South Ribble	West Lancashire	Wyre
Overall	44.2%	0.0%	46.5%	15.7%	23.3%	21.7%
Income	41.4%	0.0%	44.2%	14.3%	26.0%	26.1%
Employment	45.9%	5.0%	53.5%	15.7%	28.8%	33.3%
Education, Skills and Training	38.6%	0.0%	34.9%	14.3%	24.7%	23.2%
Health	57.8%	2.5%	53.5%	25.7%	26.0%	44.9%
Crime	42.3%	0.0%	27.9%	12.9%	12.3%	20.3%
Barriers to Housing & Services	10.6%	27.5%	9.3%	2.9%	20.5%	11.6%
Outdoor Living Environment	20.4%	0.0%	7.0%	25.7%	0.0%	1.4%

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Overview & Approach

Key insights

Overall

Overall, the majority of areas in Lancashire experiences low to mild deprivation. However, pockets of high to severe Overall deprivation can be seen within the county, with the local authorities of Hyndburn and Burnley experiencing the largest amounts of high to severe Overall deprivation compared to other local authorities in the county.

Jobs

Lancashire experiences pockets of Education and Employment deprivation primarily around the outskirts of the county. Local authorities such as Burnley and Hyndburn experience a significant amount of high to severe Employment deprivation with 68.3% and 65.4% respectively compared to other local authorities in the county. A focus on skills attainment and supporting NEETs into employment are a high priority for the county.

Growth

88.5% of businesses in Lancashire are micro businesses, with the three main enterprise groups in construction, professional, scientific & technical and retail. Lancashire County Council have a focus on boosting the area's competitive advantage and making it a renowned hub of innovation and enterprise in the North, and globally.
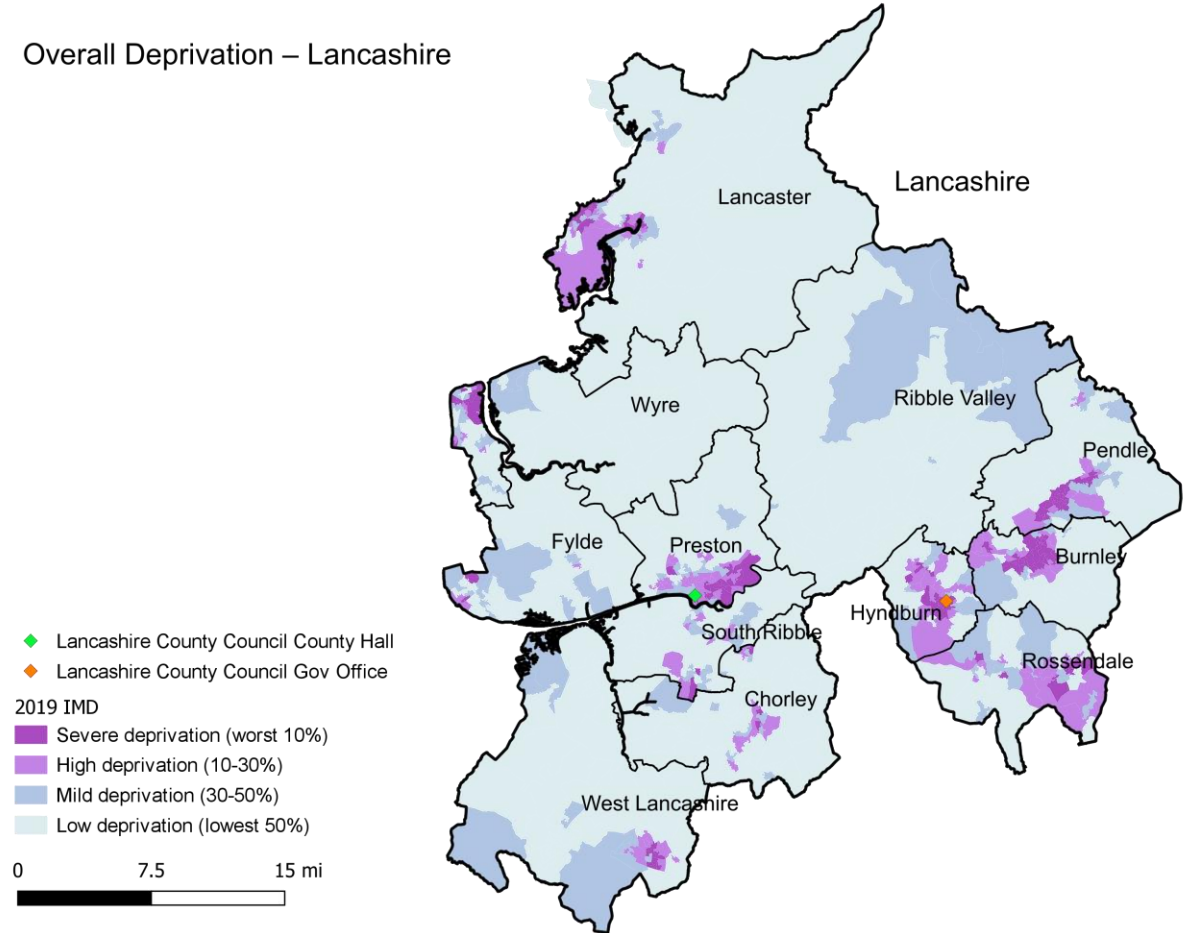
Social

Lancashire experiences the most high to severe deprivation in the domain of Barriers to Housing and Services. In the domain of Health the local authorities of Burnley and Hyndburn experience the highest proportion of high to severe deprivation with 81.7% and 84.6% respectively , therefore a focus on health initiatives, supporting those in carer roles and those vulnerable to reoffending and drug misuse are high priorities for Lancashire.

Environment

With local authorities such as Preston experiencing more than double high to severe Outdoor Living Environment deprivation at 50% and the North West experiencing 20.4%, key initiatives set out in Lancashire include accessibility to sustainable forms of transports and convenience of local service, with a 20 minute neighbourhood initiative. Along with this, engagement with preserving biodiversity through community efforts and education is also a key priority for Lancashire.

Overall Deprivation – Lancashire

◆ Lancashire County Council County Hall
◆ Lancashire County Council Gov Office

2019 IMD
- Severe deprivation (worst 10%)
- High deprivation (10-30%)
- Mild deprivation (30-50%)
- Low deprivation (lowest 50%)

0   7.5   15 mi

This map contains public sector information licensed under the Open Government License v3.0

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Overview & Approach

User Guidance

This Local Needs Analysis is based on the public datasets available at the time that this report was written (see a full list of data sources and time periods covered on the following slide). It is important to note that this Local Needs Analysis should not be viewed as an all-encompassing summary of the needs in an area. Instead, it provides information and insights about the area that are relevant as of August 2022 and based on the selected data indicators included. This report should be used to inform decision making around social value initiatives and activities that could be delivered by helping readers understand where the greatest impact can be made. It should also be used to inform discussions with local stakeholders who will be able to provide their own thoughts about the key needs and priorities locally.

The data indicators used in this Local Needs Analysis are selected on their basis to address needs that achieve of the desired outcomes and measures in the National Social Value Measurement Framework (National TOMs) and to expand on IMD domains. This ensures that the recommendations arising from this report can be measured to evidence the social value they are creating.

To include additional indicators, please contact the Social Value Portal team for a customised Local Needs Analysis package.

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Overview & Approach
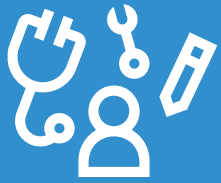
We use numerous other public data sets in the deprivation analysis within each theme. The table below provides a list of data indicators and sources used throughout this report:

Theme	Indicator	Data Sources
Jobs	• Unemployment Rate – EA Core or Work Limiting Disabled • Unemployment Rate Aged 16 and Over • Claimant Count (Feb 2022)	ONS Annual Population Survey, 2021
	• GCSE Attainment • NEETs 16- and 17-year-olds	Department for Education, Statistics for GCSE Key Stage 4 (2020/21), 2021 Department for Education, NEET and Participation – Local Authority, 2021
	• Gender Pay Gap Mean and Median	ASHE, Gender Pay Gap, 2021
	• Percentage of workless households (July 2020)	ONS, Households by combined economic status 2021
	• Hourly Income	ONS UK, Hourly Income, 2020
Growth	• Number of VAT/PAYE Based Enterprises by Sector • MSMEs Based In The Local Impact Area	ONS UK business: activity, size and location, 2021 ONS Inter Departmental Business Register, 2021
Social	• Percentage of Adults (16+) With Inactive Levels of Sports And Physical Activity • Reoffending Rates • Avoidable Mortality Rate • Deaths from alcohol-related conditions • Suicide Rate • Density of Fast Food Outlets	Sports England, Active Lives Adult Survey Report, 2021 Nomis (ONS), Benefit claimants - employment and support allowance, 2020 Ministry of Justice, Proven reoffending statistics(2018-2019), 2021 ONS, Avoidable Mortality in England and Wales (2017-2019), 2021 Public Health England, Local Alcohol Profile (2019-2020), 2021 Public Health England, Suicide Prevention Profile (2018-2020), 2021 Public Health England, Fast Food Outlets, 2018
	• COVID-19 Cases - Rate Per 100,000 Population • COVID-19 Vaccinations	GOV.UK, Coronavirus in the UK, 2022
Environment	• Domestic Other Fuels CO_2 Emissions (Ktco2) • Transport CO_2 Emissions (ktCO2)	Department for Business, Energy & Industrial Strategy, UK local authority and regional carbon dioxide emissions national statistics (2019), 2021
	• Percentage of Household Waste Sent For Reuse, Recycling or Composting	DEFRA, Local authority collected waste annual results (2020-2021), 2021
	• Renewable Electricity Generation Total (Per Household)	DEFRA, Regional Renewable Statistics (2020), 2021

Jobs: Promoting local skills & employment

A look into the employment and education needs and priorities for Lancashire.

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Jobs

Lancashire County Council

The county is driving increased qualifications including T-levels (technology-based qualifications), apprenticeships and digital work skills. Focusing on young people and those who are unemployed or economically inactive. The aim is to attract and retain university leavers to the county. These aims will help grow the number of people with Level 4+ qualifications, which Lancashire is below the average for England.

The development of the Greater Lancashire Plan and the engagement of the Lancashire Skills Pledge will help to involve local businesses in these initiatives.

Policy Document	Relevant Policy or Objective
Lancashire Corporate Strategy	**Objective 1: Lancashire will be the place to live** Children of all abilities do well in our first class schools, colleges and universities, gaining skills for life **Objective 2: Lancashire will be the place to work** • Significant new, good job opportunities are created • Work with the universities and colleges to retain local talent and encourage people from Lancashire who may have studied elsewhere to come, or return to Lancashire. **Success looks like** • A greater number of graduates choosing to work in Lancashire • Fewer reported vacancies/skills shortages in key sectors • More volunteering opportunities • Better access to skills development • More apprenticeships available for people of all ages • More good quality jobs are available in a variety of sectors • More people are in higher paid and skilled jobs • More people with learning disabilities are supported to be in work.
Lancashire Education Strategy 2022-2025	The strategy aims to bring together services, schools and settings to work together to address any barriers to learning. • Working with partners to drive educational excellence and get all schools to, at the very least, an Ofsted judgement of good. • We want to ensure school places for all children, as well as aligning services, schools and settings to address barriers to learning and recognise the individual needs of both children and communities to tailor the educational support we provide. • Increase the number of children and young people in Education, Employment or Training (EET).
Lancashire Skills and Employment Strategic Framework 2021	**Digital Workforce of the future** –this includes actions; Delivery of digital careers activities: Teen Tech Lancashire programme, E-Sports programme, STEM Ambassador activity and embedding of employer encounters in GCSE Computer Science delivery **Supporting Young People who are NEET to reengage with learning and work** Ensuring routes enabled through the 'Plan for Jobs' are maximised in Lancashire and communicated effectively (e.g. Traineeships)

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Jobs

Lancashire County Council

The skills and employment strategic framework sets out key themes and identifies the priorities of Lancashire.

These priorities include creating a skilled and well adapted future workforce with employable skills to meet future labour market demand. The framework also identifies the need for reskilling and upskilling the existing workforce while also focusing on inclusion to ensure equal opportunities are available to all in Lancashire.

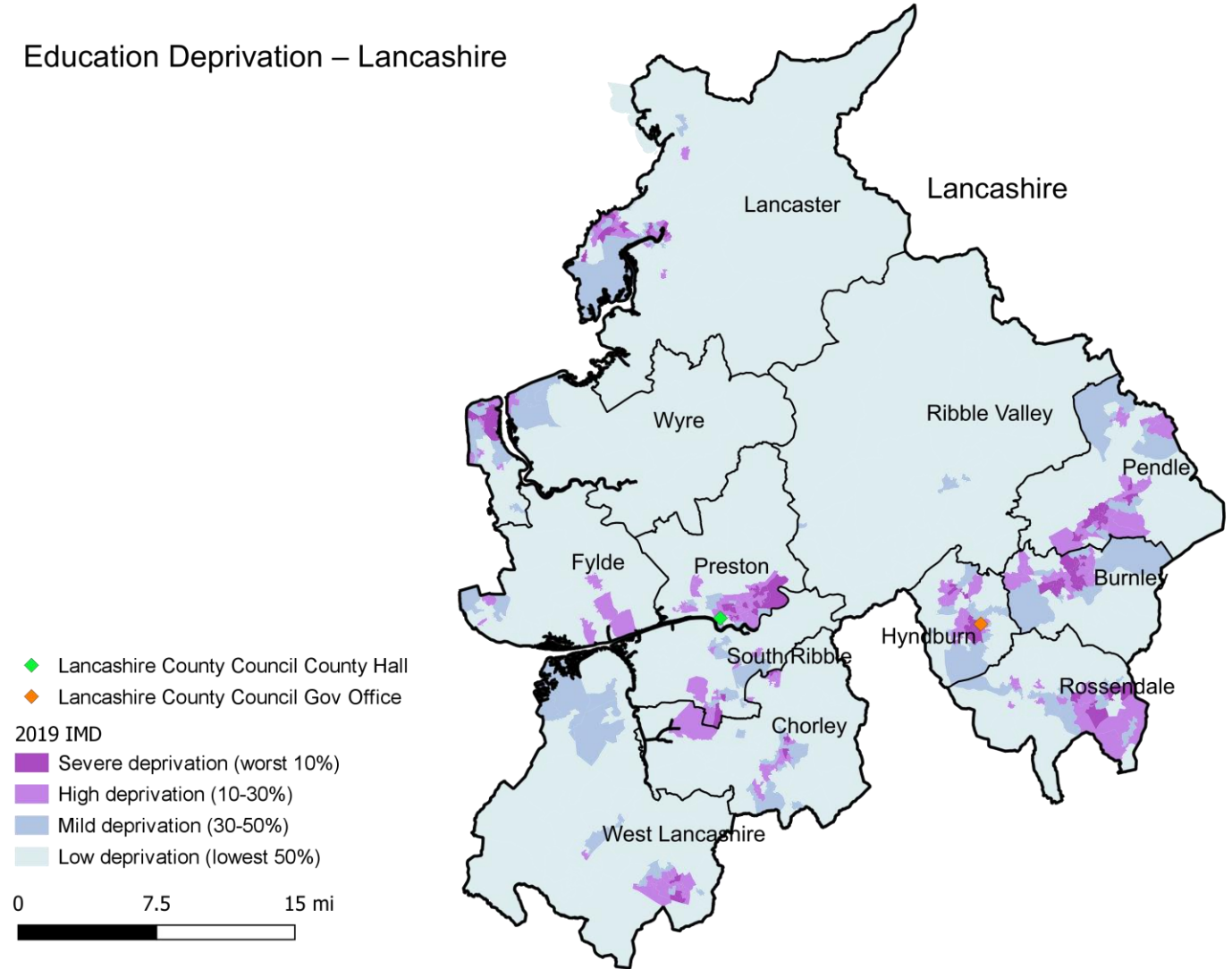| Policy Document	Relevant Policy or Objective
Lancashire Skills and Employment Strategic Framework 2021	**Key Themes from the framework:** **Future Workforce**: Working with education and business to establish a talent pipeline and future workforce that meets the current and future demands of the local labour market. How they will enable this: • Excellent careers provision underpinned by Labour Market Intelligence (LMI) + • Technical Education Vision: roll out of T levels & progression pathways to higher technical qualifications **Inclusive Workforce**: Supporting unemployed and economically inactive residents into sustainable employment, driving up digital skills and embedding social value to 'level up' areas of Lancashire and accelerate inclusive growth • Boost employability & skills of unemployed & economically inactive residents & support journey into work, particularly in disadvantaged areas • Sector specific initiatives targeted at areas with labour market demand • Raise digital inclusion- supporting those households without and providing basic digital skills • Embed social value in commissioning, procurement and planning processes **Skilled & Productive Workforce**: working with business to drive up skills in Lancashire's workforce to boost productivity, in-line with the needs of Lancashire's growth pillars. Enabled through: • Apprenticeships aligned with business needs, alongside growth in higher level and degree Apprenticeships • Reskilling & Upskilling the current workforce – with focus on digital skills to support technology adoption & the growth pillars

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Jobs

Education

The local authority in Lancashire that experiences most high to severe Education deprivation is Pendle with 59.6%. This is 21% higher than the North West average of 38.6%.

The map shows pockets of mild to severe Education deprivation exists in various local authorities primarily around the outskirts of Lancashire. This also includes Preston and Hyndburn where Lancashire County Council buildings are located.

Offering support to the local authorities experiencing high and severe Education deprivation through supporting local schools, learning institutions as well as the creation of training initiatives could help improve the deprivation experienced.

Education Deprivation – Lancashire

Lancashire

Lancaster

Wyre

Ribble Valley

Pendle

Fylde

Preston

Burnley

Hyndburn

South Ribble

Rossendale

Chorley

West Lancashire

◆ Lancashire County Council County Hall
◆ Lancashire County Council Gov Office

2019 IMD
■ Severe deprivation (worst 10%)
■ High deprivation (10-30%)
■ Mild deprivation (30-50%)
■ Low deprivation (lowest 50%)

0   7.5   15 mi

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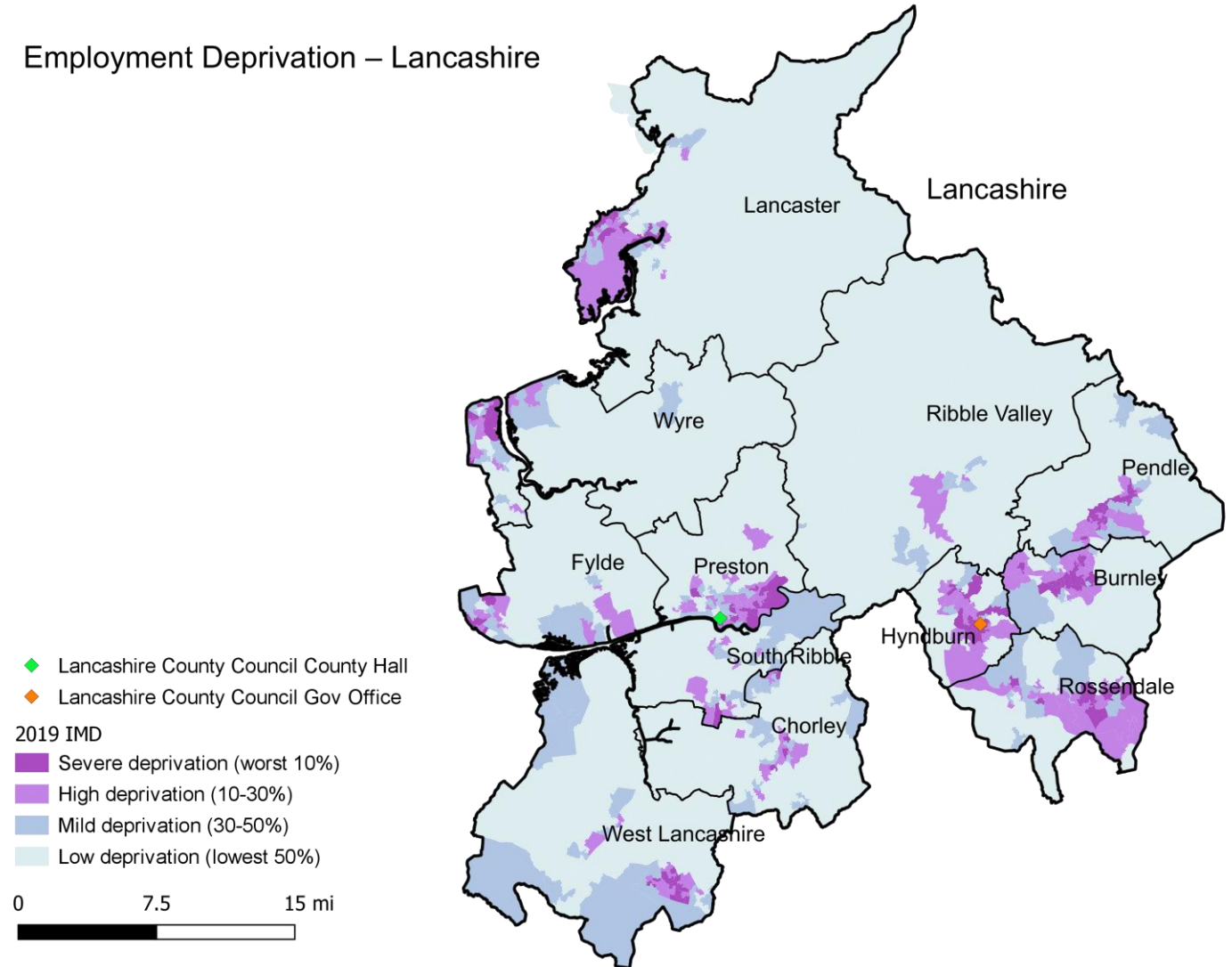
Social Value Portal

Jobs

Employment

The local authorities of Burnley and Hyndburn experience the most high to severe Employment deprivation in comparison to the North West regional average, with 68.3% and 65.4% respectively. This is between 19.5% to 22.4% higher than the North West average of 45.9%.

The map illustrates that Lancashire experiences pockets of Employment deprivation around the outskirts, with some local authorities experiencing a greater proportion of high to severe Employment deprivation. These local authorities include, Hyndburn and Rossendale.

Therefore, supporting and promoting initiatives that help boost employment opportunities including training schemes, work experience and apprenticeships could be beneficial for the local authorities experiencing high to severe Employment deprivation.

Employment Deprivation – Lancashire

- ◆ Lancashire County Council County Hall
- ◆ Lancashire County Council Gov Office

2019 IMD
- Severe deprivation (worst 10%)
- High deprivation (10-30%)
- Mild deprivation (30-50%)
- Low deprivation (lowest 50%)

0   7.5   15 mi

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Jobs

The Ofsted Rating system measures schools on a range from 1-4: Outstanding (1), Good (2), Requires Improvement (3), and Inadequate (4). The schools recommended for potential engagement opportunities were identified due to their proximity to the site (5 miles) and their Ofsted rating of 3 . This indicates that the effectiveness of the school requires improvement. Furthermore, this rating identifies weakness or serious weakness in the overall promotion of pupils' spiritual, moral, social and cultural development.
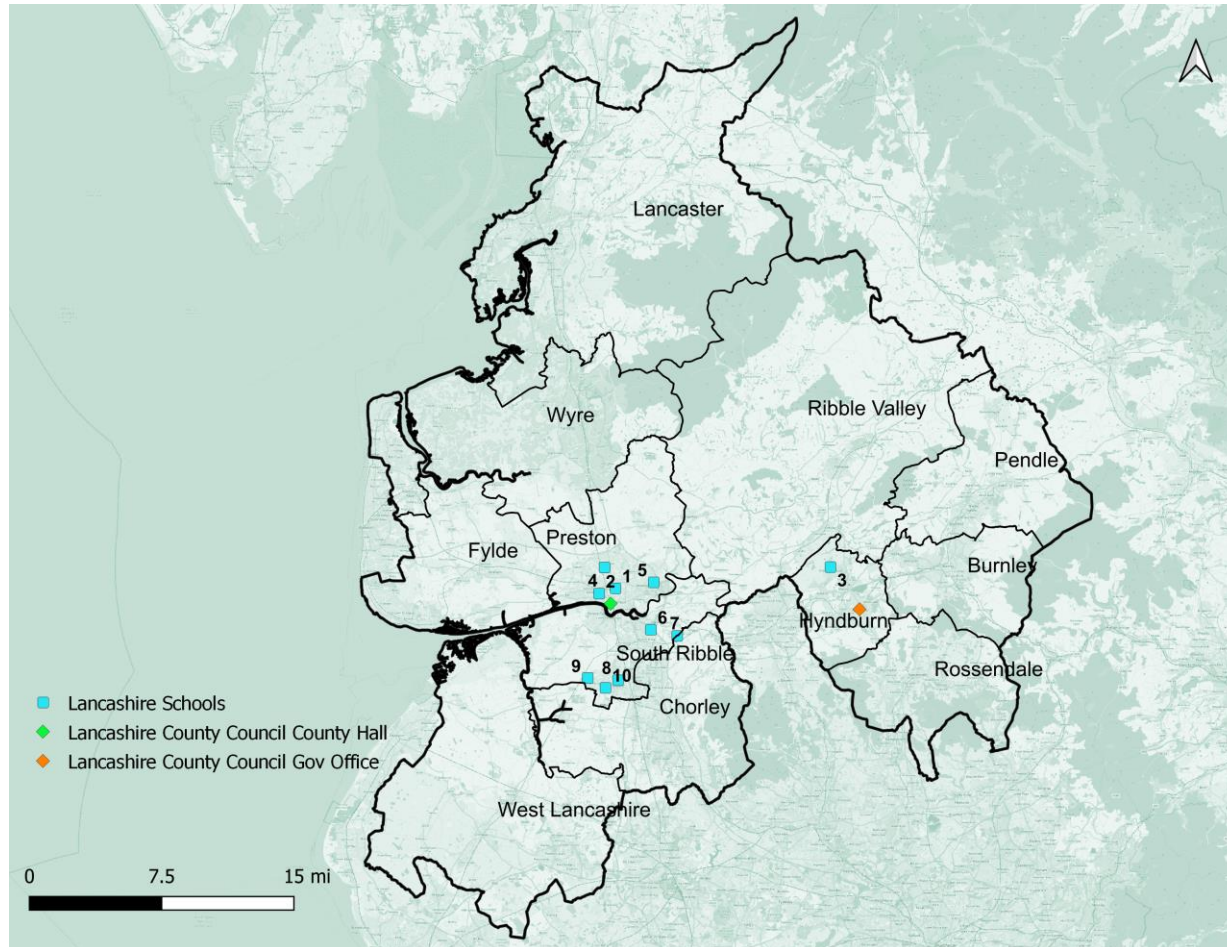
School name	School Type	Ofsted Rating
1.Abar Academy	Independent School	3
2. Sacred Heart Catholic Primary School	Primary	3
3. Great Harwood St Bartholomew's Parish Church of England Voluntary Aided Primary School	Primary	3
4. Fulwood Academy	Secondary	3
5. Moor Nook Community Primary School	Primary	3
6. Walton-Le-Dale High School	Secondary	3
7. Brindle Gregson Lane Primary School	Primary	3
8. Wellfield Academy	Secondary	3
9. Aurora Brambles School	Independent School	3
10. St Anne's Catholic Primary School	Primary	3

Jobs

Lancashire performs worse than the regional average in the following indicators shown relating to the theme of *Jobs: Local Skills and Employment.*
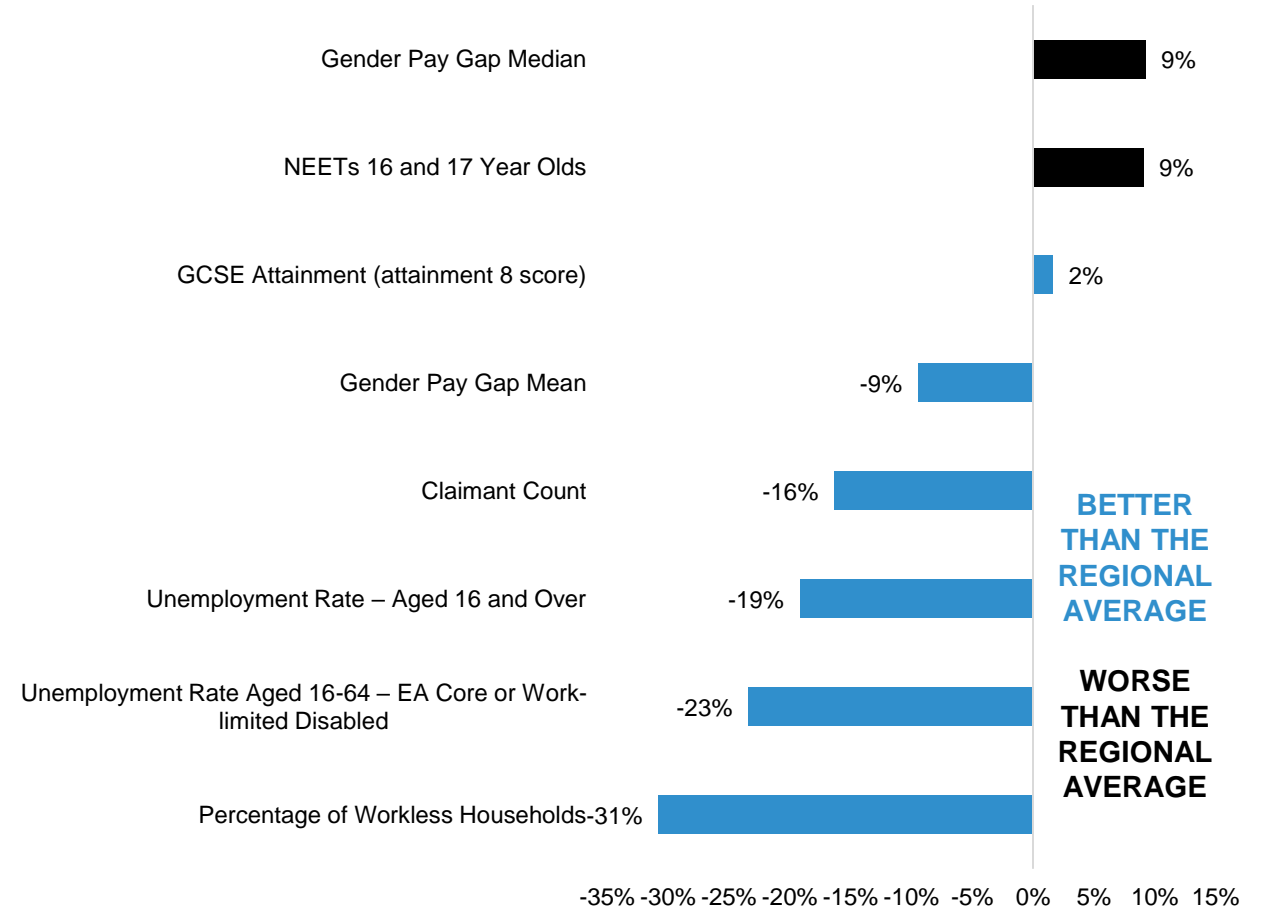
- Gender Pay Gap Median is 9% higher
- NEETs 16 and 17 Year Olds is 9% higher

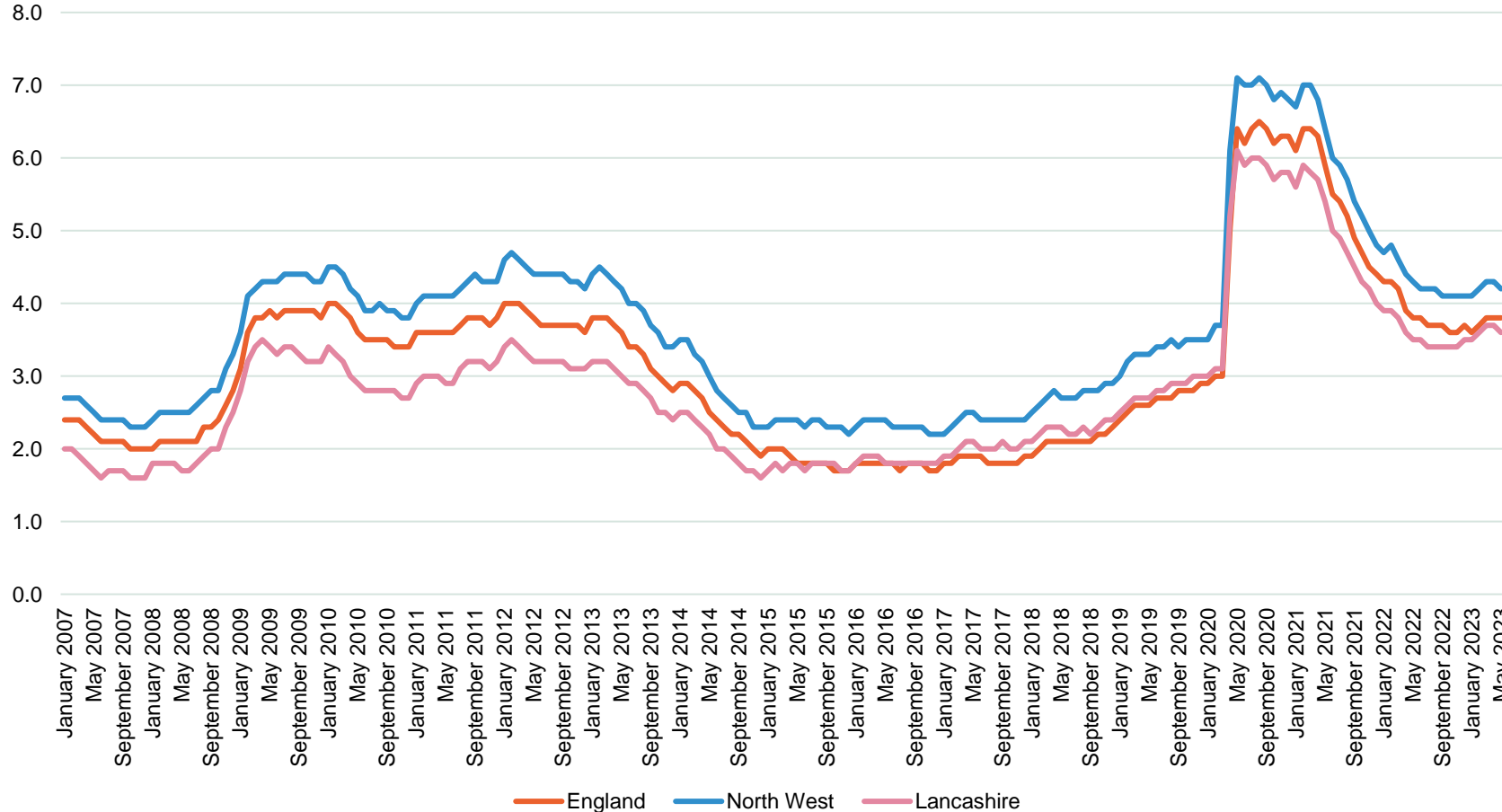Lancashire performs better than the regional average in the following indicators:

- GCSE Attainment is 2% higher
- Gender Pay Gap Mean is 9% lower
- Claimant count is 16% lower
- Unemployment rate – aged 16 and over is 19% lower
- Unemployment rate is 23% lower
- Percentage of workless households is 31% lower

Based on these indicators targeted initiatives to help NEETs with skills and training, along with employment schemes that offer a fair wage could be beneficial in boosting employment in Lancashire.

Local skills and employment: Lancashire

Indicator	Value
Gender Pay Gap Median	9%
NEETs 16 and 17 Year Olds	9%
GCSE Attainment (attainment 8 score)	2%
Gender Pay Gap Mean	-9%
Claimant Count	-16%
Unemployment Rate – Aged 16 and Over	-19%
Unemployment Rate Aged 16-64 – EA Core or Work-limited Disabled	-23%
Percentage of Workless Households	-31%

BETTER THAN THE REGIONAL AVERAGE

WORSE THAN THE REGIONAL AVERAGE

-35% -30% -25% -20% -15% -10% -5% 0% 5% 10% 15%

Jobs

Claimant Count as a Proportion of Residents Aged 16-64

This graph shows the claimant count as a proportion of residents aged 16-64 in England, the North West and Lancashire between January 2007 and May 2023.

The graph shows a significant rise in claimant count in 2020 due to the pandemic.

Whilst the most recent data shows that claimant count has lowered since the peak in 2021, the claimant count is yet to return to pre-pandemic levels in all areas shown in the graph.

However most recent data shows the Lancashire claimant count it below both the England and North West average as of May 2023.

ONS 2023

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Jobs

The data below shows the local authorities performing worse than the regional average in the theme of *Jobs: Local Skills and Employment.* This was determined by selecting the local authorities with the highest proportion of high to severe deprivation in the Employment or Education domain from the IMD deprivation chart (pages 9 & 10).

In Hyndburn the **gender pay gap mean** is 70% above the North West regional average and the **gender pay gap median** is 42% above the regional average.

The number of **job density** in Rossendale is 37% below the North West regional average.
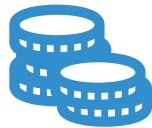
The **hourly income** in Burnley is 14% below the North West regional average and 10% below the North West regional average in Hyndburn.

Claimant count in Burnley is 31% and Hyndburn 22% higher than the North West regional average.

Jobs

Organisation	Description	Contact
Lancashire Skills and Employment Hub	Lancashire Skills and Employment Hub support the Lancashire Skills and Employment Advisory Panel who are responsible for the skills and employment priorities for Lancashire, they are part of the Lancashire Enterprise Partnership (LEP) and work with partners to deliver against key education and employment objectives set out in Lancashire policy.	www.lancashireskillshub.co.uk
Lancashire Adult Learning	Lancashire Adult Learning is an adult community learning provider and independent organisation offering a range of courses in various subjects across the county. Provision of courses range from leisure learning to employability skills and skills for life.	www.lal.ac.uk
Lancashire County Council Employment Support	Employment Support offered by Lancashire County Council is a service that that helps people with a disability and those needing extra support to get into paid employment. Along with this the service supports the individuals once in work through monitoring their training and development needs and support them to become independent at work.	www.lancashire.gov.uk/health-and-social-care/employment-support
The Lancashire Collages	The Lancashire Collages is a not for profit company offering support further and higher education colleges. They provide education and training to young and adult learners including delivering collaborative projects such as the Moving On project providing employability skills, careers advice to young people and NEETs.	www.tlc.ac.uk
Lancashire Women	Lancashire Women is a registered charity focused on empowering women in the region to have safer, happier and more positive lives. They offer numerous services including employment support, life skills training and mental health support.	www.lancashirewomen.org

Growth: Supporting growth of responsible & regional business

A look into income needs and priorities and the opportunities for supporting growth in Lancashire

Social Value Portal

Growth

Lancashire County Council

Supporting business innovation, investment and growth are key priorities for Lancashire. Particularly investing in growth industries and encouraging growth in existing business as well as those starting up.

The Lancashire Enterprise Partnership (LEP) has identified 6 growth areas for the county including: Energy and low carbon, Tourism, culture and places and Digital.

There is a demand for a new Lancashire Institute of Technology to enable new Higher Technical qualifications to be available in the future but funding is still in discussion.

Policy Document	Relevant Policy or Objective
Lancashire Corporate Strategy	**Objective 2: Lancashire will be the place to work** • We support and encourage business investment, innovation and growth • We build and develop effective infrastructure and transport links **Objective 5 : Lancashire will be a place where everyone acts responsibly** • We commission, procure and provide services that provide maximum benefit to Lancashire residents • We recruit and retain a workforce that meets service needs **Objective 3.Lancashire will be the place to prosper** • We invest in industry, and promote innovation to secure Lancashire's growth potential Success looks like: • More new businesses will be starting up • More investment in Lancashire to support business growth **Objective 4. Lancashire will be the place to visit** • We encourage the visitor economy and the opportunities for growth Success looks like • Businesses continue to invest in the visitor economy in Lancashire
Our Corporate priorities 2021-25	**Supporting economic growth** • Develop and build effective infrastructure and transport networks, to help people and businesses connect and grow • Secure inward investment, to boost and level up the county • Invest in skills and innovation, to secure economic growth and maximise Lancashire's potential
Lancashire Skills and Employment Strategic Framework 2021	Lancashire Enterprise partnership (LEP) has identified 6 pillars of growth areas • Food and agriculture • Health • Energy and low carbon • Tourism, culture and places • Digital • Advanced manufacturing Funds for a Lancashire Institute of Technology, enabling the co-design and development of existing and new Higher Technical Qualifications that meet the needs of employers now and in the future, and progression routes from T Levels.

Social Value Portal
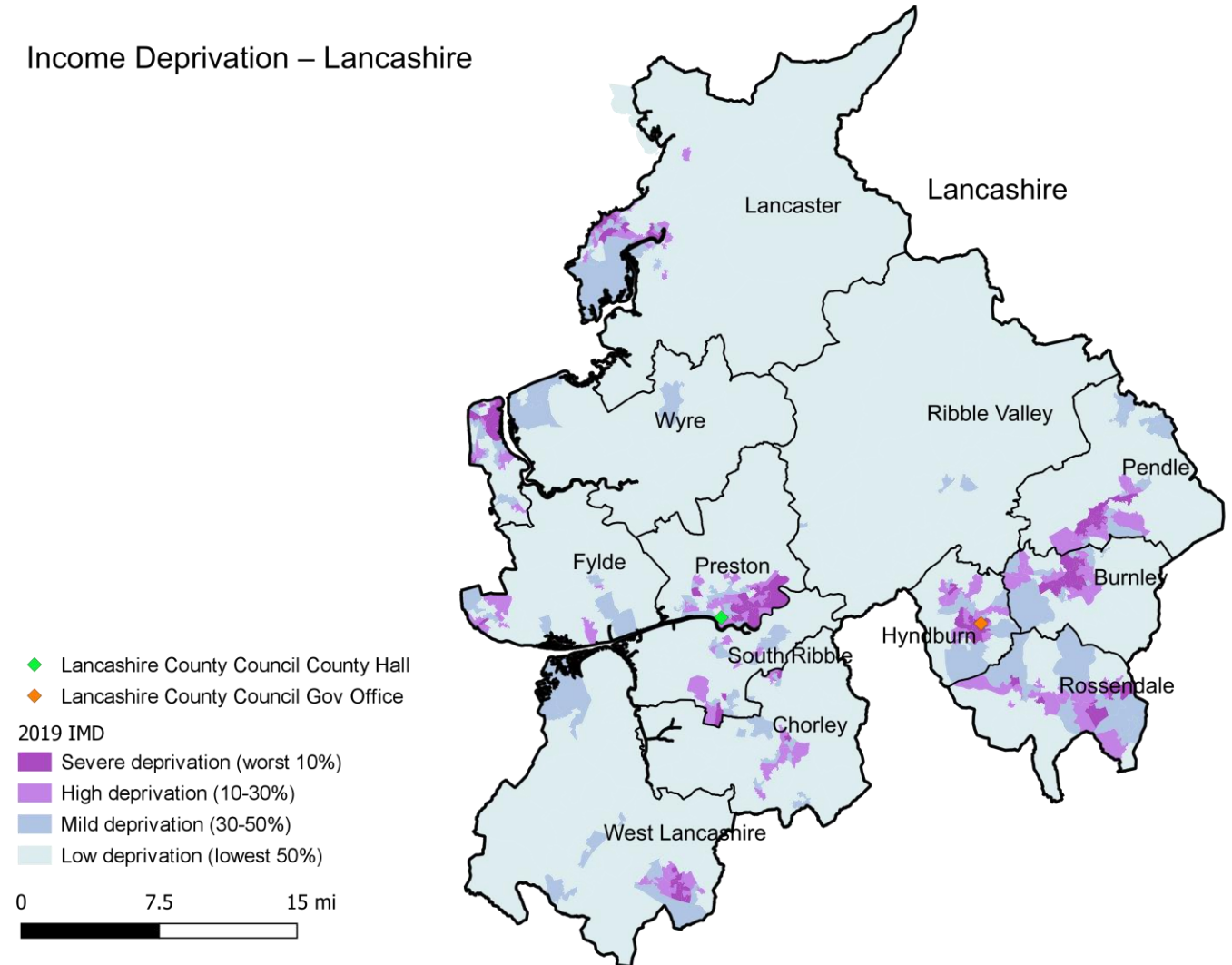
Growth

Income deprivation

Income deprivation looks at the proportion of the population experiencing deprivation relating to low income. Low income includes people who are out of work, and people who have low earnings.

The most high to severe Income deprivation is experienced by the local authorities of Hyndburn with 51.9% Income deprivation and Burnley with 58.3% Income deprivation. This is between to 10.5 and 16.9% higher than the North West average of 41.4%.

Lancashire experiences high to severe Income deprivation in local authorities around the outskirts of Lancashire. These local authorities include Pendle, Burnley, Hyburn, Rossendale, Chorley, West Lancashire, South Ribble, Preston, Flyde and Lancaster.

Therefore, engaging and supporting in initiatives for upskilling or reskilling workers to improve earning potential is recommended for local authorities experiencing high to severe Income deprivation.

Income Deprivation – Lancashire

Legend:
- ◆ Lancashire County Council County Hall
- ◆ Lancashire County Council Gov Office

2019 IMD
- Severe deprivation (worst 10%)
- High deprivation (10-30%)
- Mild deprivation (30-50%)
- Low deprivation (lowest 50%)

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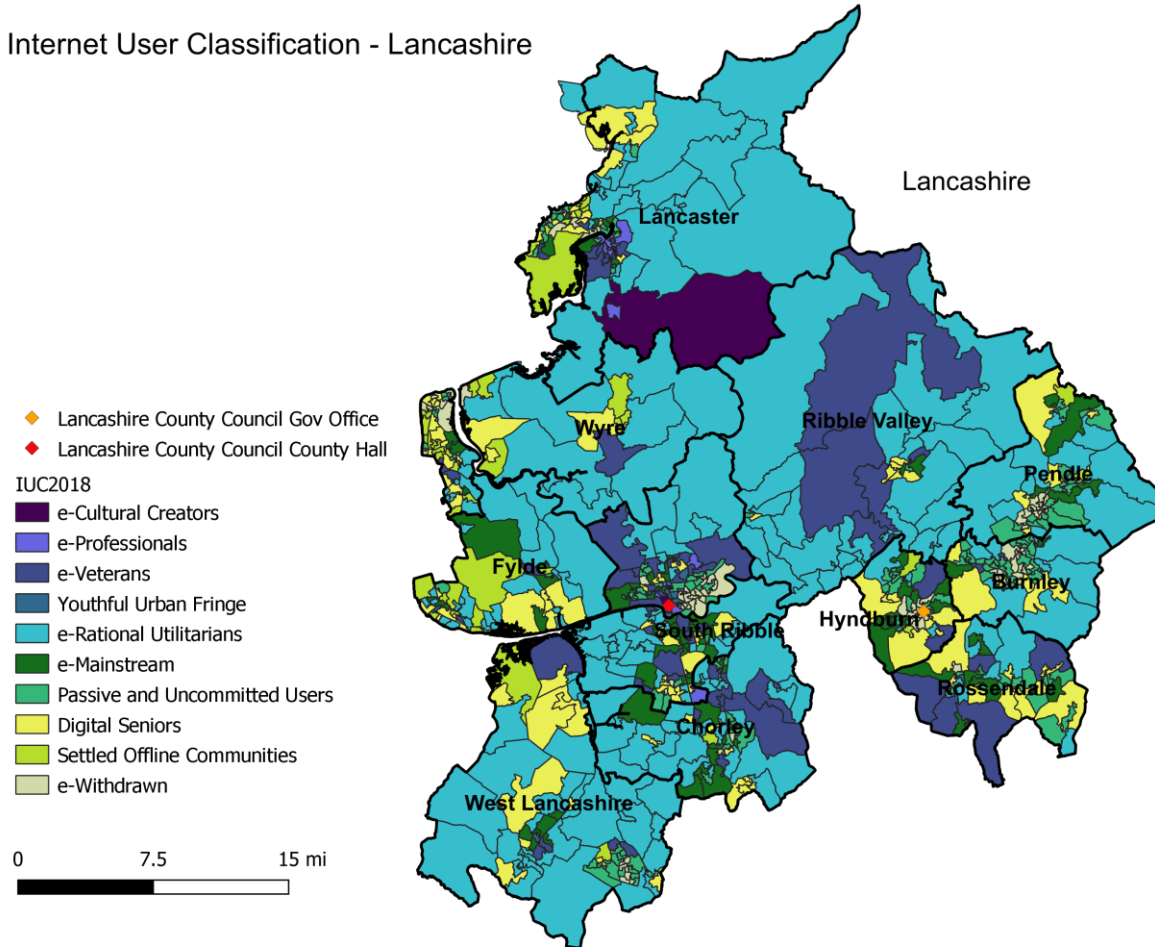
Social Value Portal

Growth

The map shows the classification of neighbourhoods in Lancashire in terms of how they interact with the internet. The Consumer Data Research Centre (CDRC) have developed an Internet User Classification using data from the British Population Survey (BPS), which provides info on the behavioural characteristics of the population regarding various aspects of internet use, which could be linked with demographic data from the census and supplemented with data from online retailers, on online transactions and infrastructure data from OfCom on download speed. Every LSOA in the UK has been classified into 10 groups (summarised in the table on the Appendix).

Internet User Classification - Lancashire

◆ Lancashire County Council Gov Office
◆ Lancashire County Council County Hall

IUC2018
- e-Cultural Creators
- e-Professionals
- e-Veterans
- Youthful Urban Fringe
- e-Rational Utilitarians
- e-Mainstream
- Passive and Uncommitted Users
- Digital Seniors
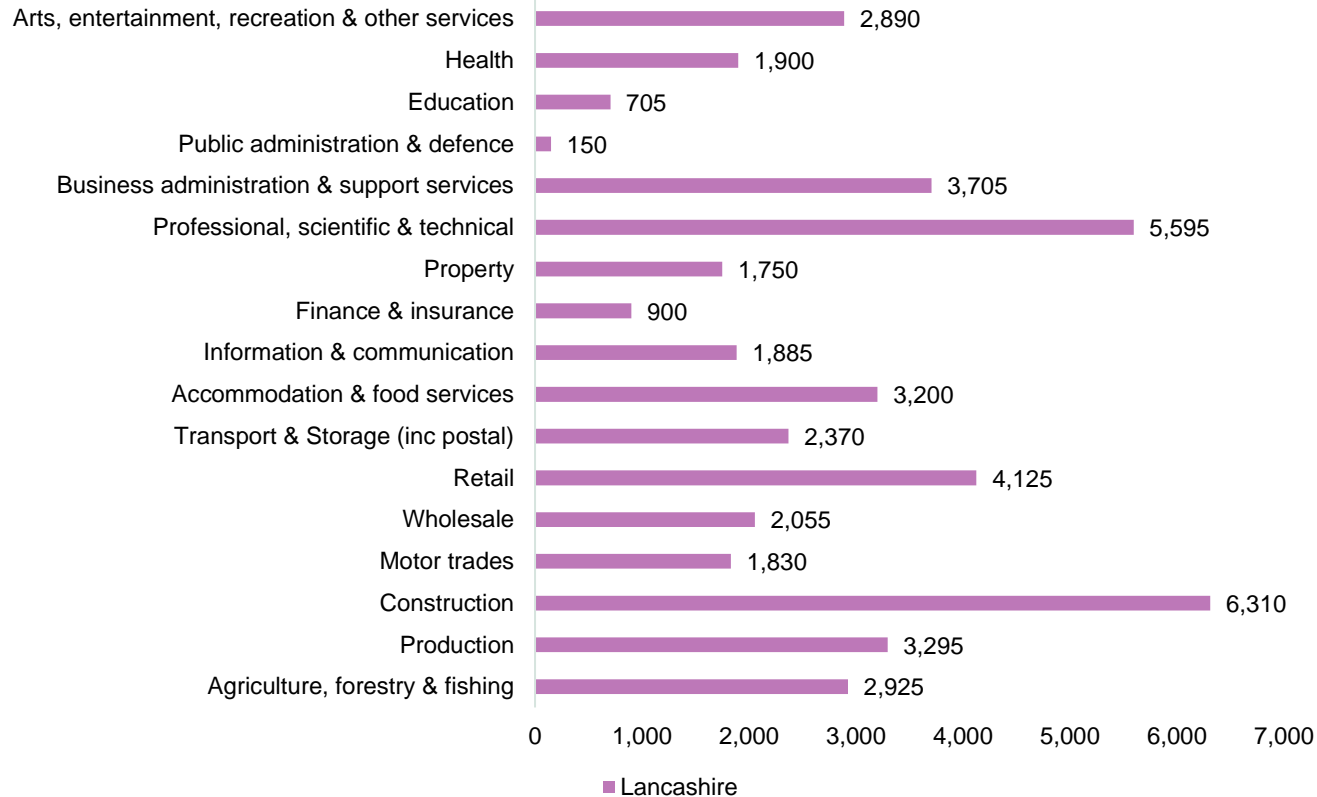- Settled Offline Communities
- e-Withdrawn

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Every Internet User is identified in Lancashire with varying proportions of each including:

- **E-rational Utilitarian's** who are the most prominent user in Lancashire are present in every local authority. They are categorised by those living in rural or semi rural areas with a higher-than-average retired population and use the internet for utility rather than entertainment

- Similarly, pockets of the **E-veterans** exists in every local authority and this type of user are the second most recognised in Lancashire. They are categorised as mainly middle aged and highly qualified professionals , usually located in low density suburbs and use the internet for information seeking, online services and shopping

- Pockets of the **E-mainstream** user is also present in all local authorities, this user resides in heterogeneous neighbourhoods at the periphery of urban areas or in transitional neighbourhoods

- Pockets of the **Passive and Uncommitted** are also present in all local authorities with a higher concentration in Pendle and Rossendale. This internet user has limited or no interaction with the internet with higher levels of employment in semi-skilled and blue-collar occupations

- The **Digital Senior** are another user present in all local authorities, they are categorised as infrequent users but well adept to using the internet for information seeking, online shopping and financial service. They are typically white British, retired and relatively affluent

- **Settled Offline** and **E-withdrawn** users are seen in various pockets across Lancashire apart from Ribble Valley. Higher proportions of the Settled Offline who undertake only limited engagement with the Internet are in Fylde, Lancaster, and Wyre. Concentrated clusters of the E-withdrawn can be primarily seen in Hyndburn, Preston, Burnley and Pendle. They have the least engaged with the Internet

- **E-cultural** creators are seen primarily in Lancaster with high levels of Internet engagement particularly regarding social networks, communication, streaming and gaming and less so for online shopping with the exception of groceries.

Social Value Portal

Growth

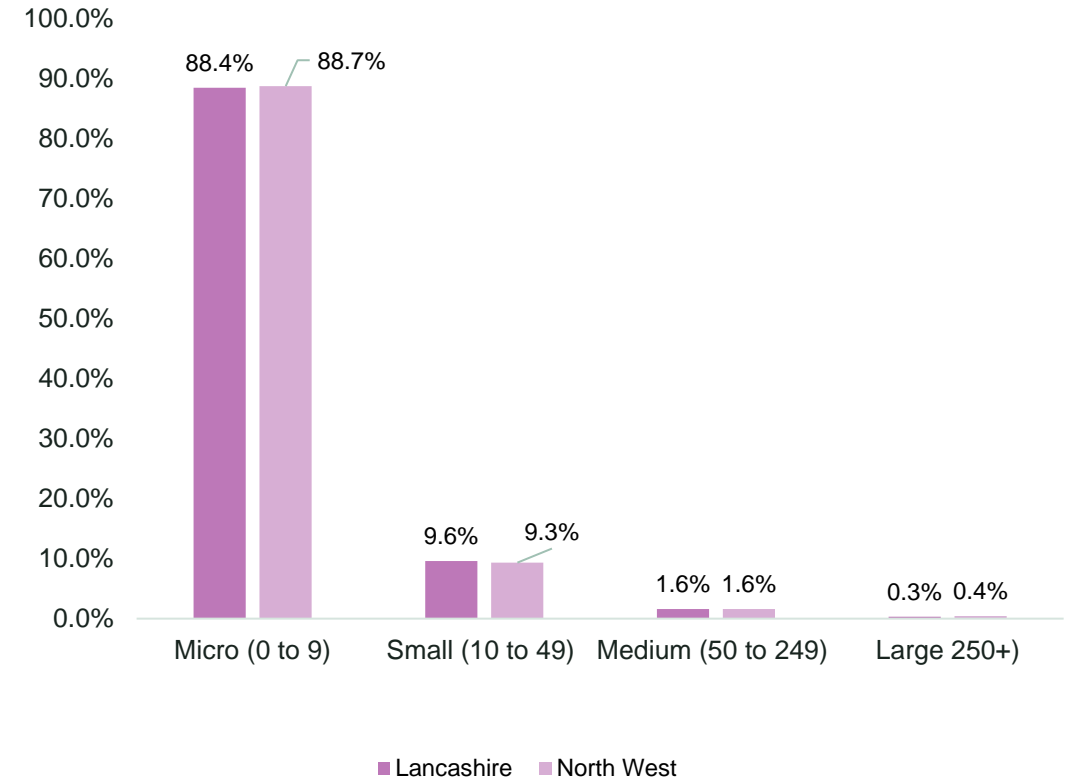## Number of VAT/PAYE Based Enterprises by Broad Enterprise Group: Lancashire

Enterprise Group	Value
Arts, entertainment, recreation & other services	2,890
Health	1,900
Education	705
Public administration & defence	150
Business administration & support services	3,705
Professional, scientific & technical	5,595
Property	1,750
Finance & insurance	900
Information & communication	1,885
Accommodation & food services	3,200
Transport & Storage (inc postal)	2,370
Retail	4,125
Wholesale	2,055
Motor trades	1,830
Construction	6,310
Production	3,295
Agriculture, forestry & fishing	2,925

■ Lancashire

This graph shows number of PAYE and/or VAT based enterprises by broad enterprise group in 2021. The 3 largest broad enterprise groups in Lancashire are Construction, Professional, scientific & technical and Retail. Therefore, supporting businesses in these industries could help facilitate growth in Lancashire.

Enterprises by Size – Lancashire

Size	Lancashire	North West
Micro (0 to 9)	88.4%	88.7%
Small (10 to 49)	9.6%	9.3%
Medium (50 to 249)	1.6%	1.6%
Large 250+)	0.3%	0.4%

■ Lancashire ■ North West

This graph shows the number of enterprises by size based on the number of employees in the North West and Lancashire. Lancashire comprises of a total of 44,970 enterprises and the North West consists of 270,945. 88.4% of enterprises in Lancashire are micro (0-9), 9.6% small (10-49), 1.6% medium (50-249) and 0.3% large (250+). Therefore, initiatives to support micro businesses especially in the largest enterprise groups in Lancashire could aid growth.

ONS Inter Departmental Business Register, 2022

Growth

Organisation	Description	Contact
Lancashire Enterprise Partnership	The Lancashire Enterprise Partnership is a partnership comprised of a collaboration between universities, businesses and local councils formed with the aim of making Lancashire a location for business growth and inward investment. They work to secure funding, collaborate with public and private sector and direct resources to drive economic growth.	www.lancashirelep.co.uk
Boost	Boost is Lancashire's Business Growth Hub led by the Lancashire LEP and Lancashire County Council and their purpose is to help Lancashire's businesses grow. Through Boost, Lancashire businesses from start-ups to large companies can get access to mentoring, scaling up, innovation, international trade, leadership development, and accessing finance programmes.	www.boostbusinesslancashire.co.uk
Northern Powerhouse	Northern Powerwhouse is strategy and government vision for a connected, globally-competitive northern economy with a flourishing private sector, a highly-skilled population, and world-renowned civic and business leadership. The government will invest in the North in order to ensure the North is a great place to start and grow a business, as well as the Powerhouse being recognized worldwide for trade and investment.	www.northernpowerhouse.gov.uk
University of Central Lancashire	The University of Central Lancashire offers services for businesses looking to employ apprentices or generally develop their business. They allow businesses to recruit their students, degree apprentices as well as SME support enabling students and graduates to start a business or be self employed.	www.uclan.ac.uk/business
Living Wage Foundation	Living Wage Foundation is an organisation that campaigns for employers to pay living wage and equal pay. They annually announce the real living wage rates plus accredit employers who choose to pay a real living wage based on the cost of living, not just the government minimum.	www.livingwage.org.uk
Lancashire Skills Pledge	The Lancashire Skills Pledge provides businesses with one door to find out more about Lancashire's key skills and training initiatives. Businesses can sign up to pledge 1-7 actions and these include employing people who are out of work, upskilling workforce or offering an apprenticeship.	www.lancashireskillshub.co.uk/lancashire-skills-pledge

Social: Healthier, safer & more resilient communities

A look into the community safety, health and services needs and priorities for Lancashire

Social Value Portal

Social

Lancashire County Council

The care of vulnerable residents is a high priority in Lancashire. This includes their carers also. By reducing social isolation, increasing the utilisation of the outdoors for exercise and health, and promoting self care and healthy behaviours some of this priority can be addressed and they will improve the overall health of the residents.

Also, a high priority for Lancashire is reducing health concerns where it performs worse than the England national average, including inactivity, smoking and alcohol misuse.

Policy Document	Relevant Policy or Objective
Lancashire Corporate Strategy	**Lancashire will be the place to live** • People have good housing • People live healthier lives for longer • People can travel on good quality, reliable public transport • People get on well together and are connected to their local community • Our most vulnerable people are protected and supported **What success will look like** • More people having active lifestyles • Our most vulnerable people will receive the support they need • People will be protected from harm and will feel safe • People get the help of an advocate when they need one • Carers are supported **Lancashire will be the place where everyone acts responsibly** • We will equip our most vulnerable people with the support and skills they need to do more for themselves • We commission, procure and provide services that provide maximum benefit to Lancashire residents
Our Corporate priorities 2021-25	**Caring for the vulnerable** • Protect, safeguard, support and enable the most vulnerable residents in our society • Challenge and reduce areas of inequality and provide opportunity for all • Ensure children of all abilities do well in our schools and colleges, gaining important skills and expertise for life
Lancashire Education Strategy 2022-2025	**Priority 4:** Improve outcomes for vulnerable groups including those eligible for Free School Meals, Children In Need, children with a Care Plan, and Children Looked After, as well as those with SEN support and those with an EHCPX

Social

Lancashire County Council

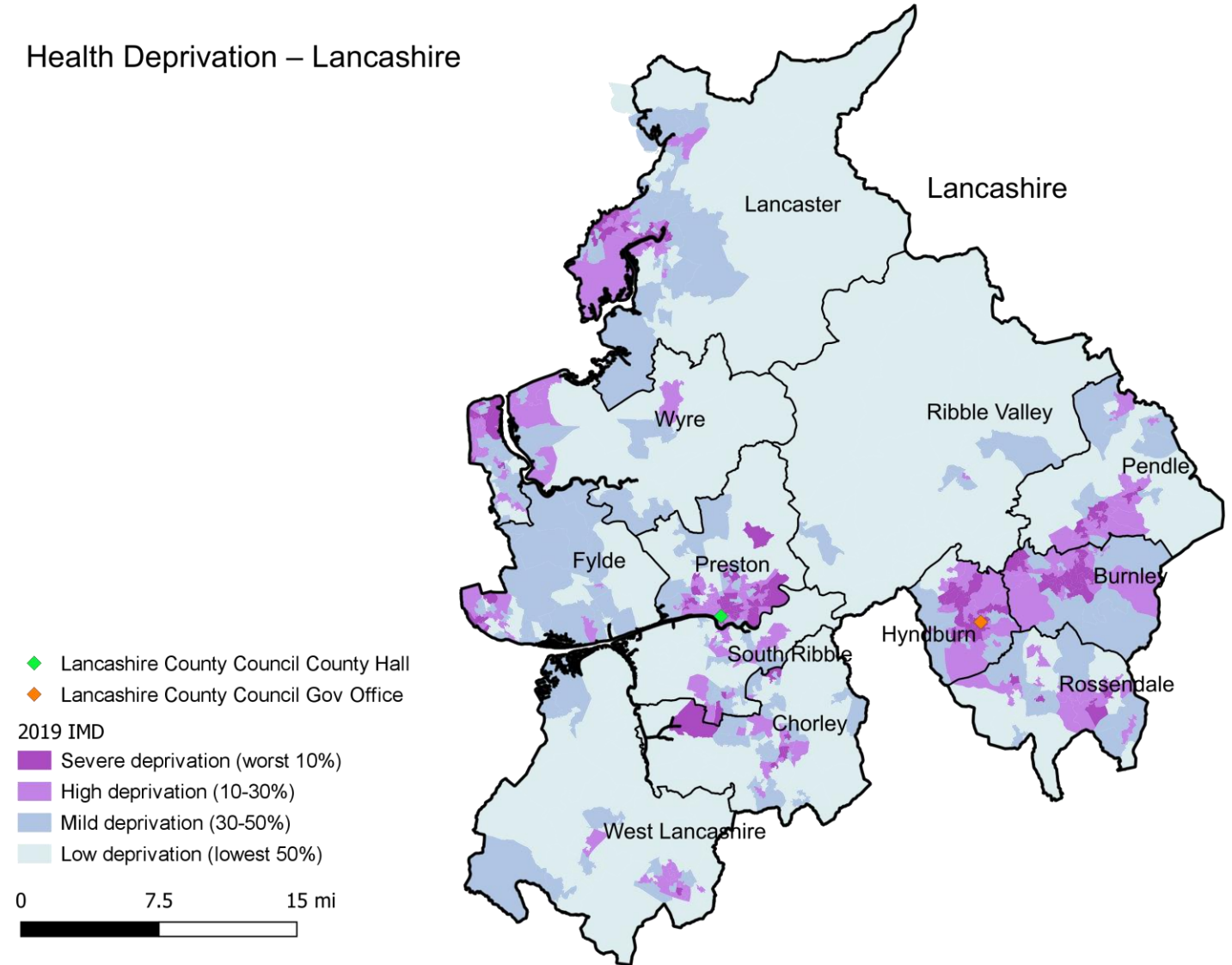| Policy Document	Relevant Policy or Objective
Lancashire Health and wellbeing strategy	**Health and wellbeing outcomes and targets : areas to improve include** • Smoking prevalence in adults • Successful completion of alcohol treatment • Utilisation of outdoor space for exercise/health reasons • Social isolation – service users and carers • Emergency hospital admissions for intentional self-harm • Hospital admissions for alcohol-related conditions in males **Key actions to improve health and wellbeing** • Activating Communities for Health and Wellbeing • Healthy lifestyle behaviours • Promoting self-care • Social isolation and loneliness • 'Prevention' at scale e.g. through health in all policies approach across all agencies • Supporting independent living

Social

Health

The local authority of Hyndburn experiences 26.8% more high to severe Health deprivation than the North West regional average with 84.6% compared to the North West region experiencing 57.8%.

The map illustrates that Lancashire experiences high to severe Health deprivation in various local authorities including that of Hyndburn and Brunley.

The local authority of Ribble Valley experiences the least Health deprivation but still experiences a small pocket of high deprivation seen towards the centre of the local authority area.

Therefore, working with local partners to address and promote health and wellbeing within the communities affected by Health deprivation is recommended.

Health Deprivation – Lancashire

◆ Lancashire County Council County Hall
◆ Lancashire County Council Gov Office

2019 IMD
- Severe deprivation (worst 10%)
- High deprivation (10-30%)
- Mild deprivation (30-50%)
- Low deprivation (lowest 50%)

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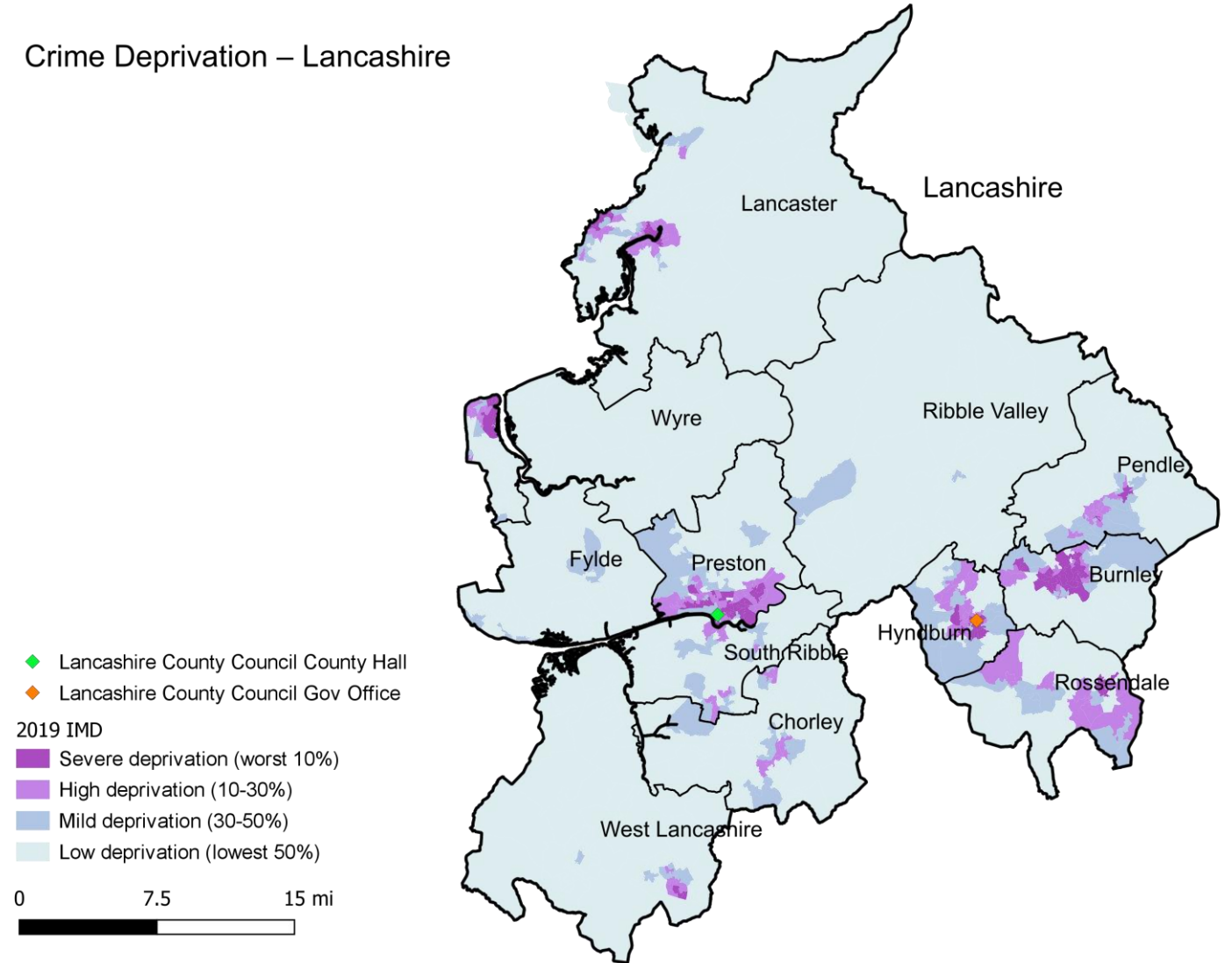
Social

Crime

The local authority of Burnley experiences the most high to severe Crime deprivation in Lancashire 60% respectively. This is 17.7% higher than the North West region experiencing 42.3%.

The map shows Lancashire experiences pockets of high to severe deprivation in local authorities primarily around the outskirts of Lancashire. Preston, Rossendale and Burnley experience a high proportion of Crime deprivation within their local authority.

Engaging and promoting initiatives for a safe community as well as working with local charitites aiming to create safe spaces, help those most vulnerable to crime and reoffending is recommended for the local authorities experiencing high crime deprivation.

Crime Deprivation – Lancashire

Legend:
- ◆ Lancashire County Council County Hall
- ◆ Lancashire County Council Gov Office

2019 IMD
- Severe deprivation (worst 10%)
- High deprivation (10-30%)
- Mild deprivation (30-50%)
- Low deprivation (lowest 50%)

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Social Value Portal
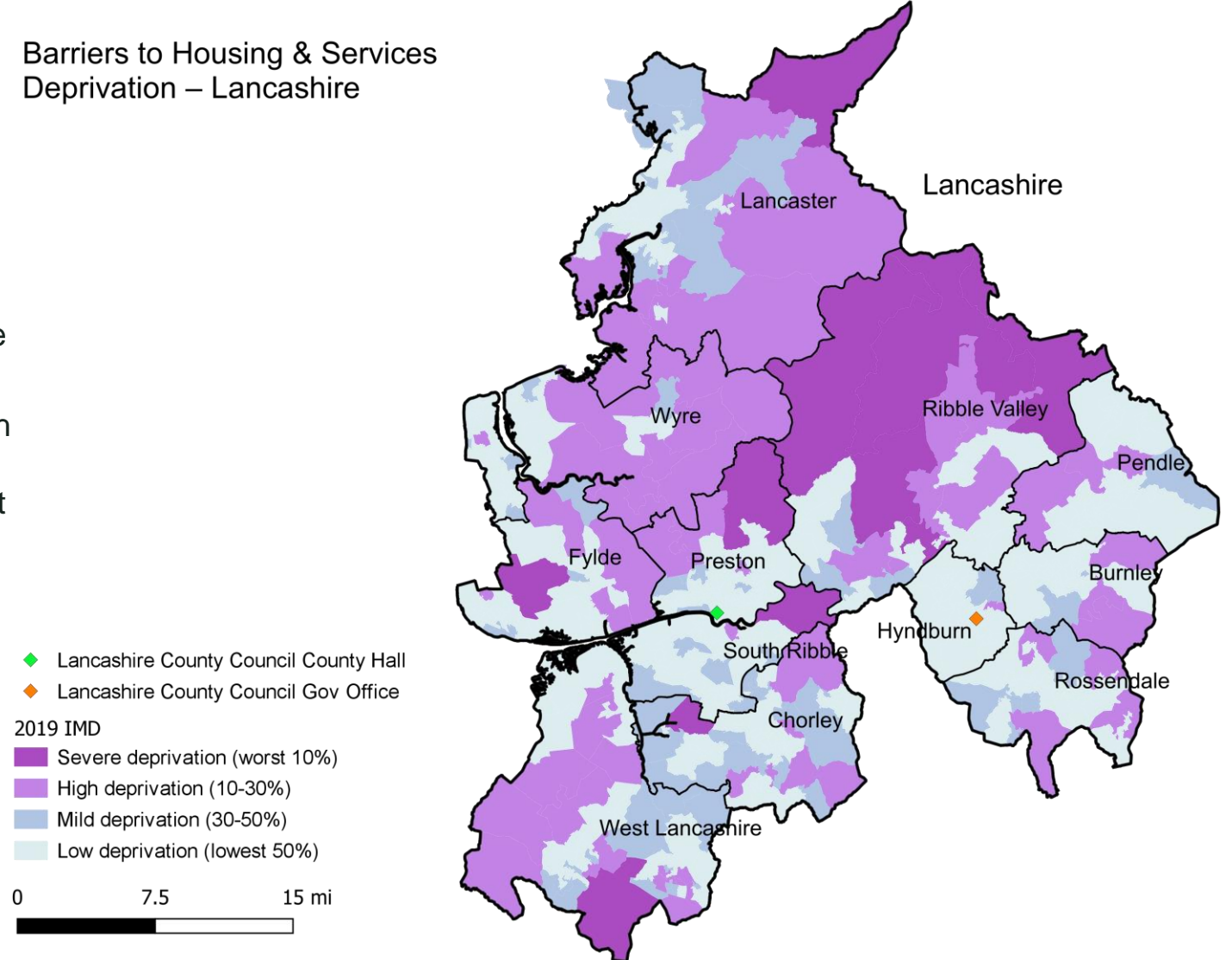
Barriers to Housing & Services

Barriers to Housing and Services includes access to services (such as GPs, grocery stores, post office, etc.) as well as access to affordable housing.

The local authorities of Ribble Valley and West Lancashire experience the most high to severe Barriers to Housing & Services deprivation in Lancashire with 27.5% and 20.5% respectively. This is between 9.9% to 16.9% higher than the North West regional average of 10.6%.

The map illustrates that Lancashire experiences mainly high to severe Barriers to Housing & Services deprivation. With the local authority of Ribble Valley experiencing the highest proportion of severe Barriers to Housing & Services deprivation in Lancashire.

Therefore, supporting local partners and promoting initiatives to improve access to services and affordable housing for the community is recommended.

Barriers to Housing & Services
Deprivation – Lancashire

◆ Lancashire County Council County Hall
◆ Lancashire County Council Gov Office

2019 IMD
- Severe deprivation (worst 10%)
- High deprivation (10-30%)
- Mild deprivation (30-50%)
- Low deprivation (lowest 50%)
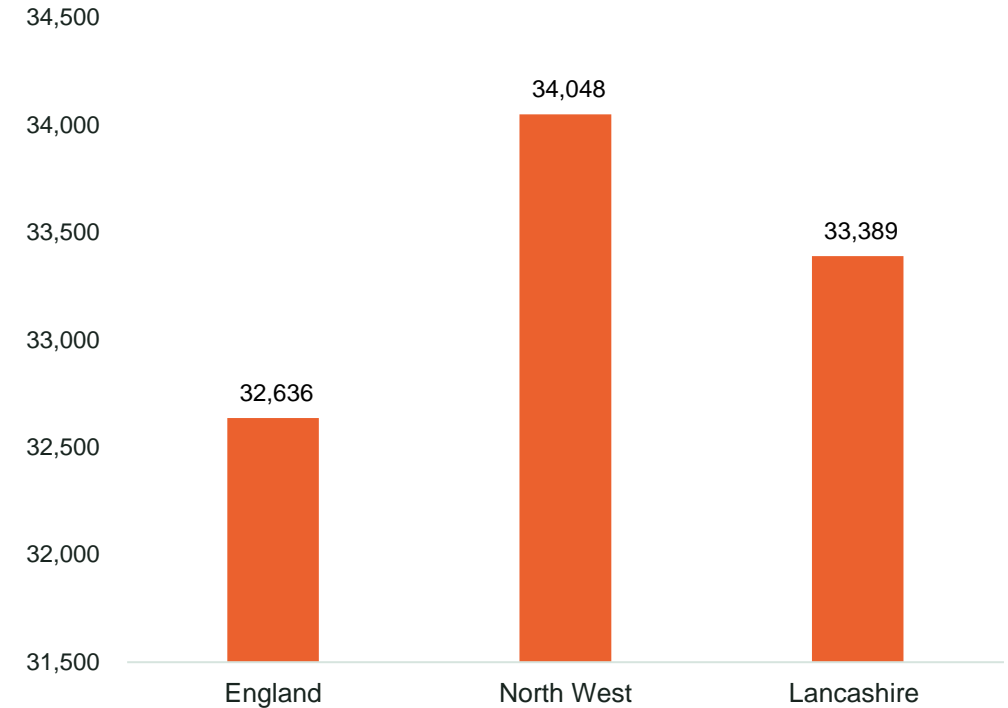
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Social

Covid-19 Vaccination Uptake Rate as of 27th July 2022

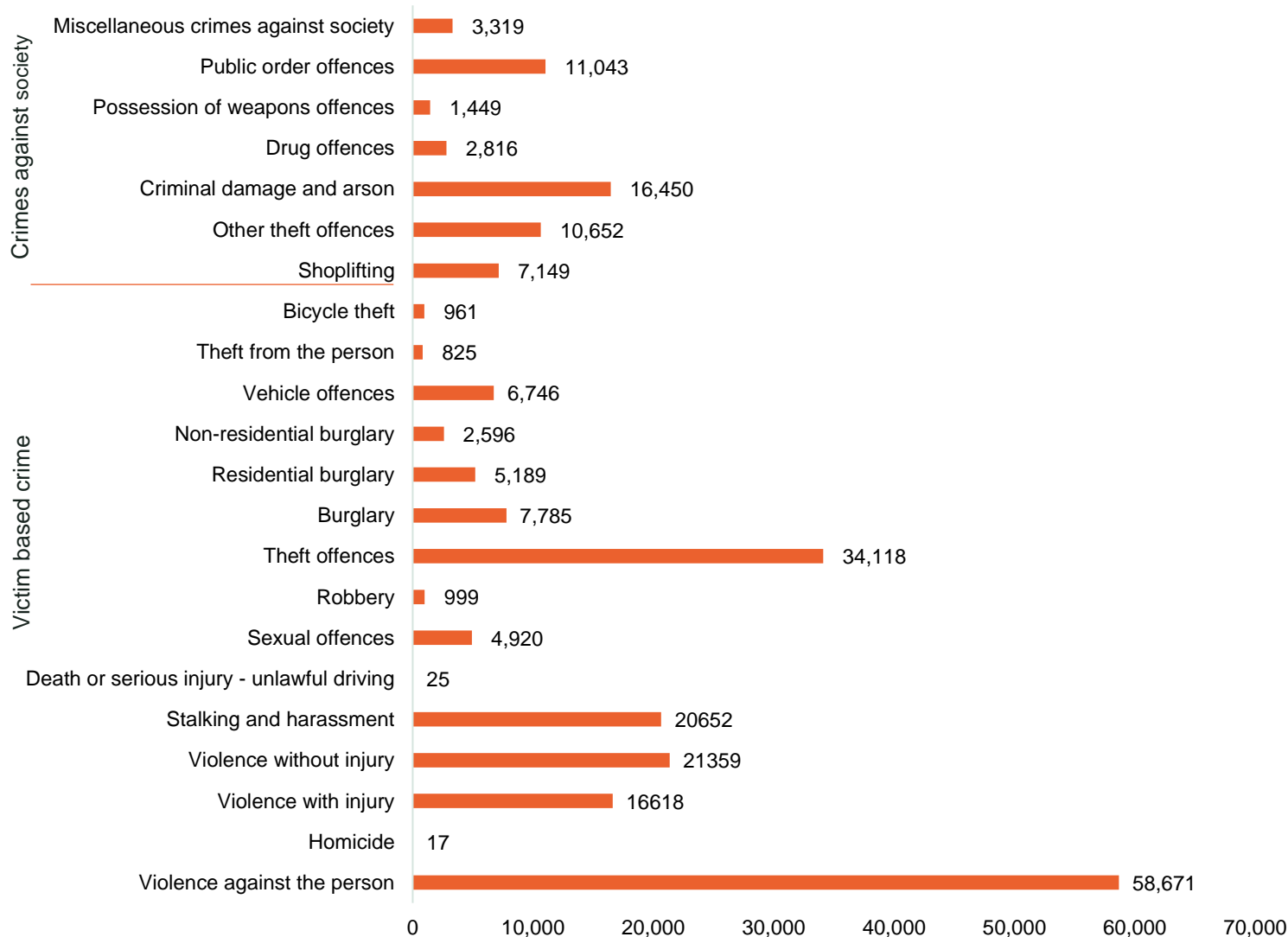## Covid-19 Case rate per 100,000 Population as of 27th July 2022

This graph shows the Covid-19 vaccination uptake rate in England, North West, and Lancashire as of 27th July. Lancashire has a higher vaccination uptake compared to the North West average but lower than the England average. The vaccination uptake rate for Dose 3 is 62.2%, 2.5% higher than the regional average meaning the proportion of fully vaccinated people is higher than the North West region.

This graph shows the Covid-19 case rate per 100,000 population in the England, North West, and Lancashire as of 27th July. Lancashire has 34,048 case rate compared to the North West region average of 33,389 . The case rate is lower than the North West average but higher than the England average, this could possibly correlate to having a higher vaccination rate than the North West but not England.

Social

Number of Crimes by Offence Group: Lancashire

Crimes against society

Offence	Number
Miscellaneous crimes against society	3,319
Public order offences	11,043
Possession of weapons offences	1,449
Drug offences	2,816
Criminal damage and arson	16,450
Other theft offences	10,652
Shoplifting	7,149

Victim based crime

Offence	Number
Bicycle theft	961
Theft from the person	825
Vehicle offences	6,746
Non-residential burglary	2,596
Residential burglary	5,189
Burglary	7,785
Theft offences	34,118
Robbery	999
Sexual offences	4,920
Death or serious injury - unlawful driving	25
Stalking and harassment	20652
Violence without injury	21359
Violence with injury	16618
Homicide	17
Violence against the person	58,671

This graph shows the number of crimes recorded by offence group in the Lancashire area for the year ending December 2022.

The graph shows that the highest recorded crime is Violence against the person followed by Theft offences and Violence without injury. These are all within the victim based crime category.
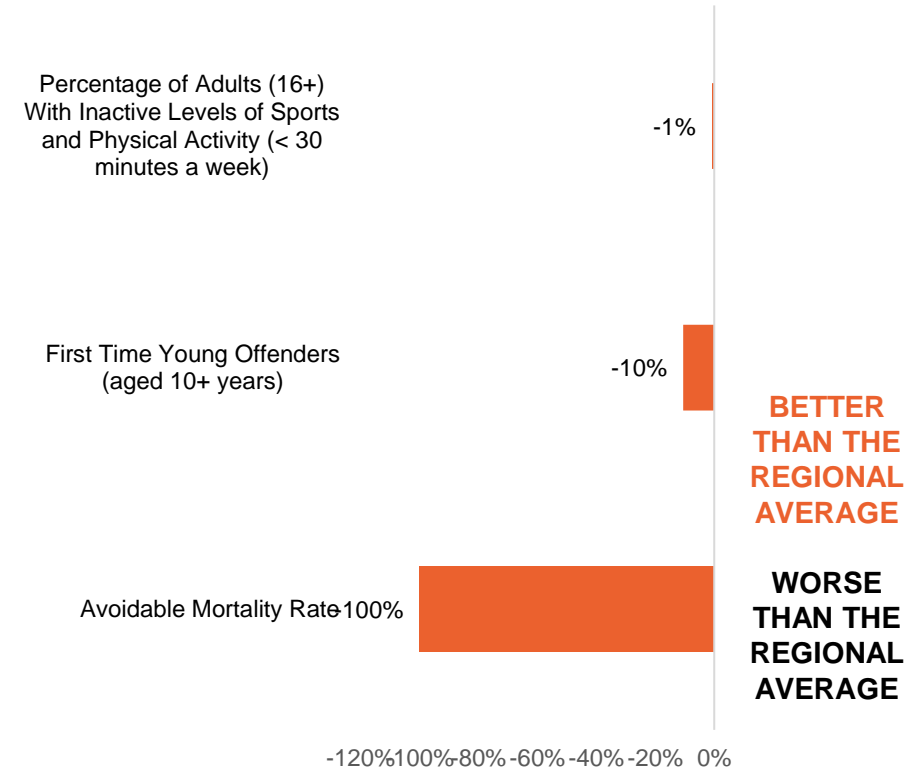
Therefore, supporting initiatives to reduce crime and re-offending in Lancashire is key to improving personal safety in the county.

ONS 2022

Social Value Portal

Social

Lancashire performs better than the regional average in the following indicators relating to the theme of *Social: Healthier, Safer and More Resilient Communities*.

- Percentage of adults with inactive levels of sports and physical activity is 1% lower

- First time young offenders is 10% lower

- Avoidable mortality rate is 100% lower

Additional support to encourage a healthy active lifestyle as well as initiatives to reduce offending rates is recommended to further aid improvement in the above indicators.

Healthier, Safer and More Resilient Communities: Lancashire

Percentage of Adults (16+) With Inactive Levels of Sports and Physical Activity (< 30 minutes a week)   -1%

First Time Young Offenders (aged 10+ years)   -10%

BETTER THAN THE REGIONAL AVERAGE

Avoidable Mortality Rate   -100%

WORSE THAN THE REGIONAL AVERAGE

-120% -100% -80% -60% -40% -20% 0%

Social Value Portal

Social

The data below shows the local authorities performing worse than the regional average in the theme of *Social: Healthier, Safer and More Resilient Communities*. **This was determined by selecting the local authorities with the highest proportion of high to severe deprivation in the Health, Crime or Barriers to Housing & Services domains from the IMD deprivation chart (<u>pages 9 & 10</u>).**

84.6% of LSOAs in Hyndburn experience high to severe Health deprivation.

Death from alcohol-related conditions (rate per 100,000 population) is 93% higher than the regional average in Burnley.

Re-offending rate in Burnley is 30% higher than the regional average.

Density of fast-food outlets is 42% higher in Burnely and 27% higher in Hyndburn than the regional average.

The **suicide rate** is 71% higher in Rossendale than the regional average.

Social Value Portal

Social

Organisation	Description	Contact
Lancashire Violence Reduction Network	The Lancashire Violence Reduction Network is a violence reduction unit based in Lancashire which aims to tackle crime and its underlying causes. Their mission includes prevention and intervention to reduce and prevent violence, working with local partners to use civil and criminal remedies.	www.lancsvrn.co.uk
Active Lancashire	Active Lancashire is a charity that connects local organisations and individuals to promote activity. They also aim to influence and inspire behaviour change in Lancashire resident. Building on the positive impact that increased physical activity can bring and engage in sport and physical activity to lead a happy, more prosperous life.	www.activelancashire.org.uk
Carers Link Lancashire	Carers link is an independent charity offering support to unpaid carers across East Lancashire through the provision of information, training and support and to raise public awareness in all aspects relating to carers and caring. This includes support groups, meet up and events for carers and those they may care for.	www.carerslinklancashire.co.uk
Noor Food Bank	Noor Food bank is a non profit organisation based in Preston, Lancashire to tackle food poverty. They work with local organisations such as grocers and businesses to provide food parcels to those most in need.	www.noorfoodbank.co.uk
Red Rose Recovery	Red Rose Recovery is a charity developing recovery systems and creating opportunities for people affected by substance misuse, dual diagnosis and offending behaviours. Services include peer led Connect groups to help individuals gain support and aid theor recovery journey.	www.redroserecovery.org.uk

Environment

Lancashire

The county has a new climate strategy in development with a clear priority of 'Protecting our environment' in the Corporate Strategy. The new strategy will enable green initiatives to be put in place, including a possible 20-minute neighborhood where residents can meet their needs within a 20- minute walk from home.

Recycling rates have not increased in the county and raising these is one objective. Due to the habitat of the area, it has an opportunity to use peat restoration for carbon capture.

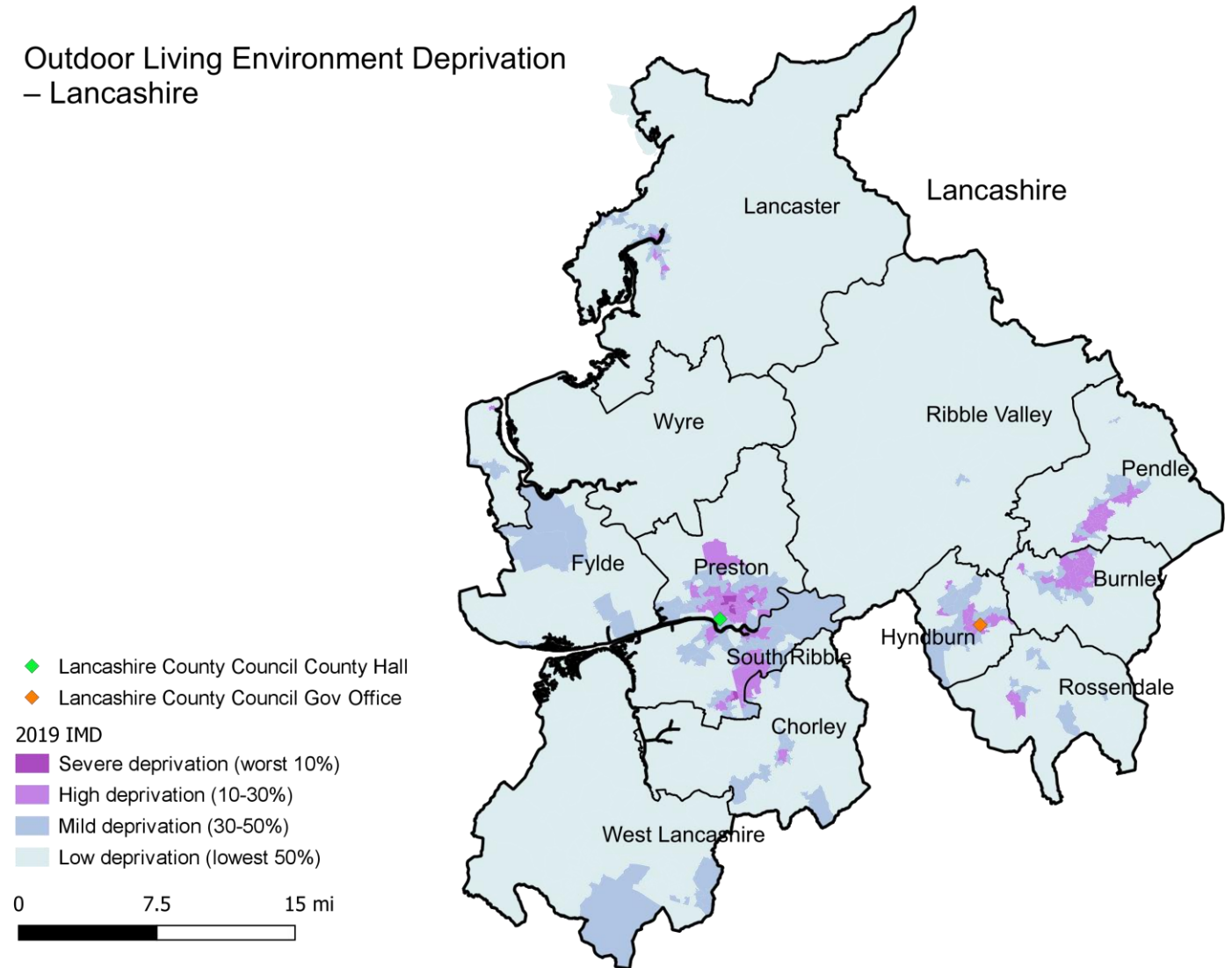| Policy Document	Relevant Policy or Objective
Our Coprporate priorities 2021-25	**Protecting our environment** • Lead on environmental improvement schemes and renewable energy initiatives. • Work with businesses and communities on flood prevention, decarbonisation projects and climate change resilience. • Promote more recycling and better waste
Our vision for Lancashire	**Objective 1:Lancashire will be the place to live** Success includes • High recycling rates • Continued investment in energy efficiency and flood prevention. **Objective 4: Lancashire will be the place to visit** Continued use and enjoyment of our country parks, public rights of way, cycle routes, bridleways and areas of outstanding natural beauty **Objective 5: Lancashire will be the place where everyone acts responsibly** • We prevent waste and use money wisely
Lancashire Climate Summit Thursday 10th March 2022 **(New climate strategy in development as previous ended 2020)**	Following 4 major studies, - Found emissions evenly spread among transport, domestic buildings, and industry and commercial sectors **Proposed ways of achieving Net Zero** • Large scale interventions in transport (walking, cycling, public transport, demand reduction, vehicle battery charging). • Large scale programmes of domestic building intervention (insulation, glazing, heating, lighting, meters). • Interventions at large industrial installations. • Large scale carbon removal interventions- peatland restoration, tree planting. **Current decarbonisation** Peat restoration is important to the area and carbon capture Increased EV charging points fitted Renovated and built new bus stations **Future discussions/possible initiatives** Better planning for a **20- minute neighbourhood** where residents can meet their needs within a 20- minute walk from home or by using cycles and public transport. Also ideas around mobility hubs and ev car clubs.

Environment

Outdoor Living Environment

Outdoor Living Environment includes road traffic accidents and air pollution

In Lancashire, the local authorities that experience the most high to severe Outdoor Living Environment deprivation is that of Preston at 50% followed by Pendle at 40.4% high to severe Outdoor Living Environment deprivation.

The map indicates that Lancashire experiences a majority low to mild Outdoor Living Environment deprivation, however pockets of high Outdoor Living Environment deprivation exist in local authorities such as Preston, South Ribble, Chorley, Hyndburn, Burnley and Pendle.

Creating and promoting initiatives that aim to reduce the air pollution and improve air quality for example through promoting sustainable transport could help reduce the Outdoor Living Environment deprivation in Lancashire.

Outdoor Living Environment Deprivation – Lancashire

◆ Lancashire County Council County Hall
◆ Lancashire County Council Gov Office

2019 IMD
- Severe deprivation (worst 10%)
- High deprivation (10-30%)
- Mild deprivation (30-50%)
- Low deprivation (lowest 50%)

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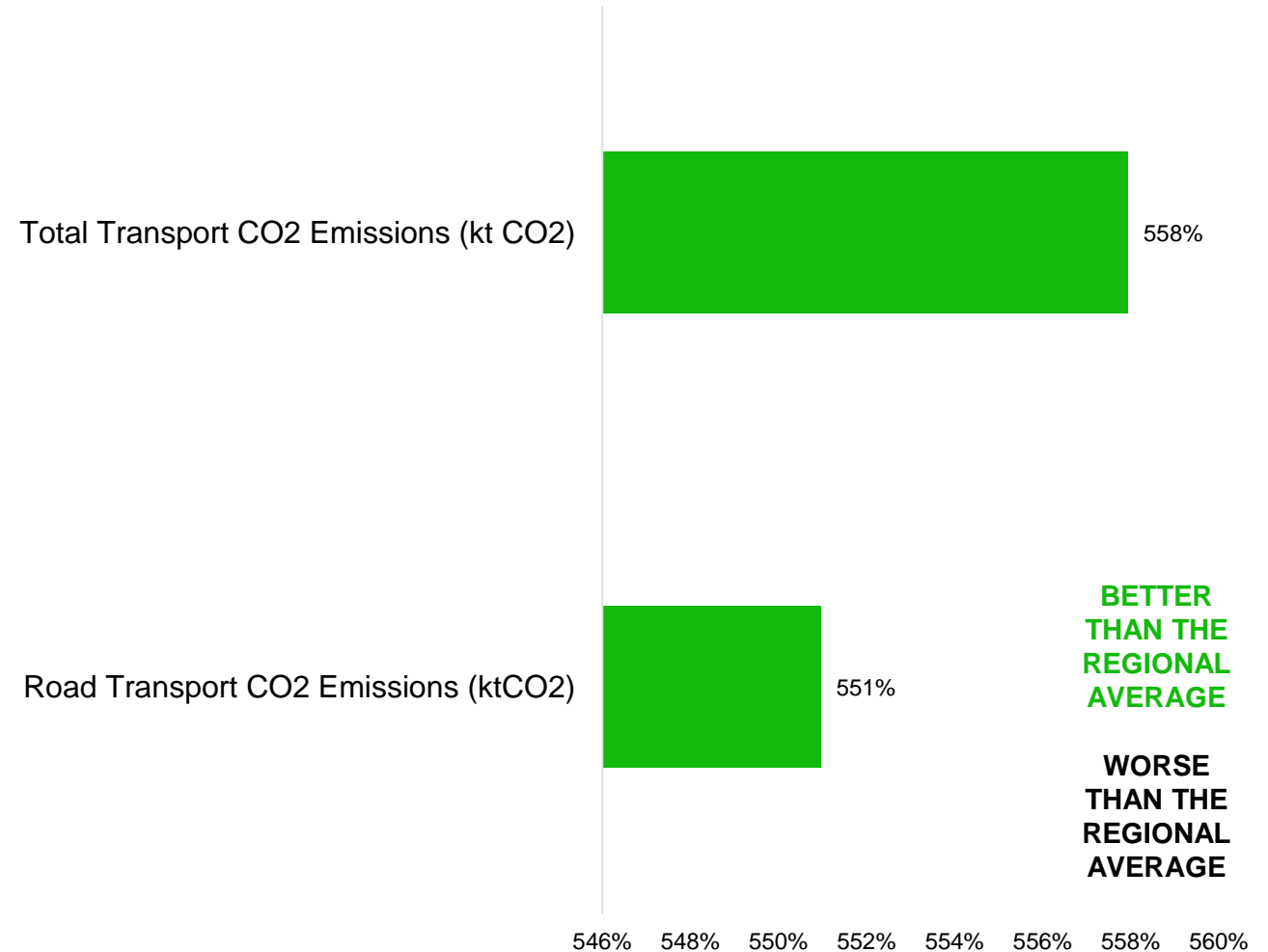
Social Value Portal

Environment

Lancashire performs worse than the regional average in the following indicators related to the theme of *Environment: Decarbonising and Safeguarding our World.*

- Total transport CO2 emissions is 558% higher

- Road transport CO2 emission is 551% higher

This indicates that support for initiatives that aim to reduce emissions could help boost Lancashire's environmental goals.

Decarbonising and safeguarding our world: Lancashire

Total Transport CO2 Emissions (kt CO2) — 558%

Road Transport CO2 Emissions (ktCO2) — 551%

BETTER THAN THE REGIONAL AVERAGE

WORSE THAN THE REGIONAL AVERAGE

546%   548%   550%   552%   554%   556%   558%   560%

Social Value Portal

Environment

The data below shows the local authorities performing worse than the regional average in the theme of *Environment: Decarbonising and Safeguarding our World*. This was determined by selecting the local authorities with the highest proportion of high to severe deprivation in the Outdoor Living Environment domain from the IMD deprivation chart (pages 9 & 10).

Percentage of household waste sent for reuse, recycling or composting is 29% lower than the regional average in Preston.

Renewable electricity generation total (per household) is 72% lower than the regional average in both Preston and Pendle.

Domestic other fuels CO2 emissions (ktCO2) is 21% higher in Pendle than the regional average.

50% of LSOAs in Preston experience high to severe **Outdoor Living Environment** deprivation.

Environment

Organisation	Description	Contact
The Wildlife Trust for Lancashire, Manchester & North Merseyside	The Wildlife Trust is a nature conservation charity with the aim to protect, create and enhance wildlife in the region. Additional aims include educating people on the importance of wildlife and conservation with services including Forest School Training.	www.lancswt.org.uk
Ribble Rivers Trust	The Ribble Rivers Trusts is a charity aimed at improving, protecting and promoting the River Ribble for both people and wildlife. The work with various organisation and the public within the Ribble Catchment covering 750 square miles and contains more than 3479 miles of watercourses to deliver river improvements.	www.ribbletrust.org.uk
Let's Grow Preston	Let's Grow Preston is a an environmental charity based in Preston Lancashire. The charity helps local communities brighten up their areas and greenspaces and run two community gardens in Preston. Projects include food growing and various other community events.	www.letsgrowpreston.org
The Countryside Charity Lancashire, Liverpool City Region and Greater Manchester	The Countryside Charity also known as CPRE is a charity working across Lancashire, the Liverpool City Region and Greater Manchester, with communities, businesses and government, to advocate green spaces and countryside's and ensure they are protected for now and future generations.	www.cprelancashire.org.uk
The Prospects Foundation	The Prospects Foundation is an environmental charity based in Hyndburn with the aim of improving people's quality of life through positive environmental action against their six sustainability themes: biodiversity, energy conservation, local food growing, environmental awareness, sustainable transport and recycling.	www.prospectsfoundation.org.uk

Key recommendations

Key Recommendations

Local Skills & Employment

- More opportunities for people who are NEETs and people who are long-term unemployed through training initiatives, work experiences and apprenticeships

- Supporting young people through curriculum support to local schools, encouraging qualification attainment, and provision of career insights to boost future career aspirations in young people

- Providing employment support to adults and promoting work schemes and training programmes to boost skills in the area

Healthier, Safer & More Resilient Communities

- Create a healthier community through initiatives that engage people in health interventions related to physical activity

- Facilitating and promoting support for families and carers

- Supporting individuals and local groups that aim to improve with mental health, increase alcohol rehabilitation and smoking support through curated programmes and initiatives

- Creating safer communities through initiatives that support ex-offenders and those most vulnerable to crime

Continue to support supply chain and community organisations in response to COVID-19 crisis

Growth of Responsible & Regional Business

- Offering support to MSMEs and those seeking to be self employed, through business advice, local spend, curated programmes and schemes.

- Encouraging initiatives to reduce income inequalities including gender pay gaps and promoting the Living wage

- Ethical procurement is encouraged and promoted within supply chains of businesses working locally

Key Recommendations

Decarbonising & Safeguarding Our World

- Creating initiatives that encourage sustainable transportation including walking and cycling

- Supporting initiatives for carbon reduction including tree planting activities

- Working with local groups with the aim of preserving and enhance local habitats

- Boosting education and understanding around the environment causes through initiatives that aim to reduce of household waste and increase generation of renewable energy

Social Value Portal
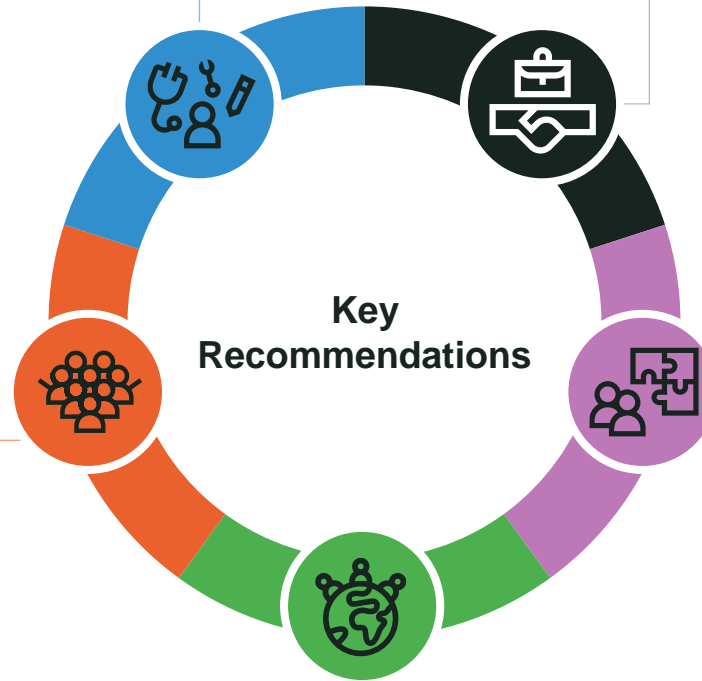
Appendix

Appendix 1 – Definitions

- **IMD** – Indices of Multiple Deprivation*
- **LSOA** – Lower Layer Super Output Area
- **High to severe deprivation** – areas performing within the worst 30% nationally
- **NEET** – not in education, employment or training
- **MSME** – Micro small and medium enterprises
- **VCSE** – Voluntary, Community and Social Enterprise

*for IMD domain definitions see slide 7

Appendix 2 – Internet User Classification

The Consumer Data Research Centre (CDRC) have developed an Internet User Classification using data from the British Population Survey (BPS), which provides info on the behavioural characteristics of the population regarding various aspects of internet use, which could be linked with demographic data from the census and supplemented with data from online retailers, on online transactions and infrastructure data from OfCom on download speed.

Every LSOA in the UK has been classified into 10 groups (summarised in the table below):

Internet User Classification	Definition
e-Cultural Creators	High levels of Internet engagement, particularly regarding social networks, communication, streaming and gaming, but relatively low levels of online shopping, besides groceries.
e-Professionals	High levels of Internet engagement, and comprises fairly young populations of urban professionals, typically aged between 25 and 34. They are experienced users and engage with the Internet daily and in a variety of settings.
e-Veterans	Affluent families, usually located within low-density suburbs, with populations of mainly middle-aged and highly qualified professionals. Higher levels of engagement for information seeking, online services and shopping, less for social networks or gaming.
Youthful Urban Fringe	Reside at the edge of city centres and deprived inner-city areas, ethnically diverse, young, large student and informal household populations, access via mobile devices. High levels of Internet engagement are average over-all, with high levels of social media usage
e-Rational Utilitarians	Comprising mainly rural/semi-rural areas with higher than average retired populations, constrained by poor infrastructure. Users undertake online shopping; the Internet is used as a utility rather than a conduit for entertainment.
e-Mainstream	Exhibit typical Internet user characteristics in heterogeneous neighbourhoods at the periphery of urban areas or in transitional neighbourhoods.
Passive and Uncommitted Users	Limited or no interaction with the Internet. They tend to reside outside city centres and close to the suburbs or semi-rural areas. Higher levels of employment in semi-skilled and blue-collar occupations.
Digital Seniors	Typically, White British, retired and relatively affluent. Average use of the Internet, typically using a personal computer at home. Despite being infrequent users, they are adept enough to use the Internet for information seeking, financial services and online shopping.
Settled offline Communities	Elderly, White British, in semi-rural areas. They undertake only limited engagement with the Internet, they may have only rare access or indeed no access to it at all.
e-Withdrawn	Least engaged with the Internet. Deprived neighbourhoods of urban regions. Highest rate of unemployment and social housing among all Lowest rates of engagement in terms of information seeking and financial services, as well as the lowest rate in terms of online access via a mobile device.

Source: Alexiou, A. and Singleton, A. (2018). ESRC Consumer Data Research Centre; Contains National Statistics data Crown copyright and database right (2017); Ofcom data (2016). CDRC data from Data Partners (2017)

Thank you

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