# Ancoats & Clayton and Bradford Neighbourhood
# Mosaic Profile

## Summary


- There are just over 17,200 households in the Ancoats, Clayton and Bradford Neighbourhood.

- The neighbourhood is split between a mixture of relatively young, single people living in low cost rented accommodation, less well off families and more deprived older people in Clayton and Bradford and younger, more affluent households in parts of Ancoats close to the City Centre.

- Around two-thirds of households in Bradford contain people whose social circumstances suggest that they may need high or very high levels of support to help them manage their own health and prevent them becoming high users of acute healthcare services in the future. Households in Ancoats and Clayton are split almost equally between people in households estimated to require high or very high levels of support and those requiring low or very low levels.


## Introduction

This profile provides more detailed information about the people who live in different parts of the neighbourhood. It draws heavily on the insights that can be gained from the Mosaic population segmentation tool.

### What is Mosaic?

Mosaic is a population segmentation tool that uses a range of data and analytical methods to provide insights into the lifestyles and behaviours of the public in order to help make more informed decisions. Over 850 million pieces of information across 450 different types of data are condensed using the latest analytical techniques to identify 15 summary groups and 66 detailed types that are easy to interpret and understand. Mosaic's consistent segmentation can also provide a 'common currency' across partners within the city.

Mosaic can provide insights into how and why people make decisions about their health and care and how they are likely to respond to services. It allows us to tailor our public services in specific locations in line with the needs and preferences of citizens living in those areas by understanding their profiles. This is critical in delivering high quality public services that match the needs of our citizens and improve value for money.

Mosaic Public Sector website: http://www.experian.co.uk/public-sector/

The most recent Mosaic dataset for Manchester (from December 2015) indicates that there are just over 17,200 households in the Ancoats, Clayton and Bradford One Team Neighbourhood. This is broadly similar to Manchester City Council's own estimates of number of households in the area. This suggests we can be fairly confident in the data.

| Mosaic group | Brief description of group | % of households in the area | | |
|---|---|---|---|---|
| | | Neighbourhood | Manchester | England |
| A - Country Living | Well-off owners in rural locations enjoying the | 0.00% | 0.05% | 5.85% |

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| | benefits of country life (typical age 66-70) | | | |
| B - Prestige Positions | Established families in large detached homes living upmarket lifestyles (typical age 61-65) | 0.00% | 0.55% | 6.84% |
| C - City Prosperity | High status city dwellers living in central locations and pursuing careers with high rewards (typical age 31-35) | 0.12% | 2.15% | 4.77% |
| D - Domestic Success | Thriving families who are busy bringing up children and following careers (typical age 41-45) | 0.01% | 2.34% | 8.04% |
| E - Suburban Stability | Mature suburban owners living settled lives in mid-range housing (typical age 56-60) | 0.01% | 1.58% | 6.00% |
| F - Senior Security | Elderly people with assets who are enjoying a comfortable retirement (typical age 76-80) | 0.01% | 1.66% | 8.74% |
| G - Rural Reality | Householders living in inexpensive homes in village communities (typical age 46-50) | 0.00% | 0.00% | 5.46% |
| H - Aspiring Homemakers | Younger households settling down in housing priced within their means (typical age 31-35) | 0.69% | 3.22% | 9.71% |
| I - Urban Cohesion | Residents of settled urban communities with a strong sense of identity (typical age 56-60) | 1.03% | 9.88% | 5.48% |
| J - Rental Hubs | Educated young people privately renting in urban neighbourhoods (typical age 26-30) | 35.87% | 26.94% | 7.66% |
| K - Modest Traditions | Mature homeowners of value homes enjoying stable lifestyles (typical age 56-60) | 2.38% | 4.52% | 4.43% |
| L - Transient Renters | Single people privately renting low cost homes for the short term (typical age 18-25) | 19.97% | 16.35% | 6.60% |
| M - Family Basics | Families with limited resources who have to budget to make ends meet (typical age 31-35) | 17.97% | 13.56% | 7.83% |
| N - Vintage Value | Older people reliant on support to meet financial or practical needs (typical age 76-80) | 9.43% | 7.93% | 6.59% |
| O - Municipal Challenge | Urban renters of social housing facing an array of challenges (typical age 56-60) | 12.52% | 9.27% | 6.01% |

The largest type of household in the neighbourhood as a whole is Mosaic Group J ("Rental Hubs"), which accounts for nearly 36% of households in the area. However, these households are almost entirely clustered on the western edge of Ancoats and Clayton ward, close to the City Centre, and in Bradford around the Etihad Stadium. Leaving this group aside, the other common types of household in the neighbourhood are Groups L ("Transient Renters") and M "Family Basics"). Together, the two groups make up around 38% of all households in the neighbourhood.

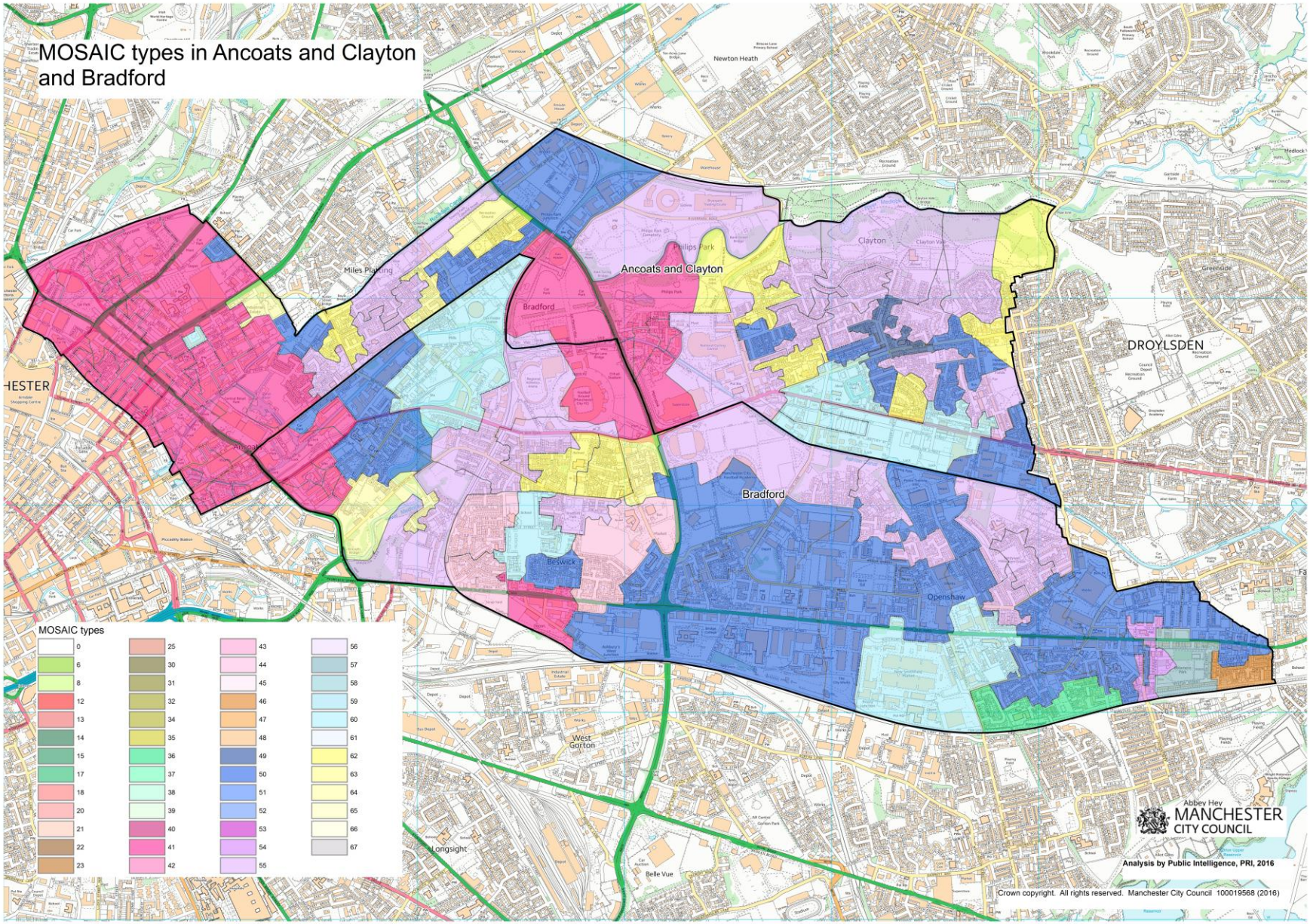
In order to get the best possible understanding of the different sorts of households in the neighbourhood, it is necessary to go down to a lower level of detail. The table shows the 5 most common types of households in the neighbourhood.

| Rank | Mosaic Type | Brief description | % of households in locality |
|---|---|---|---|
| 1. | J41 Central Pulse | Youngsters renting city centre flats in vibrant locations close to jobs and night life | 33.24% |
| 2. | L50 Renting a Room | Transient renters of low cost accommodation often within subdivided older properties | 16.51% |
| 3. | M55 Families with Needs | Families with children living in areas of high deprivation and who need support | 13.62% |
| 4. | O62 Low Income Workers | Older social renters settled in low value homes in communities where employment is harder to find | 7.34% |
| 5. | N60 Dependent Greys | Ageing social renters with high levels of need in centrally located developments of small units | 4.21% |

The data again shows the stark differences between areas within the neighbourhood. Mosaic type J41 ("Central Pulse") represents younger, more affluent households and is predominantly found on the western edge of Ancoats and Clayton ward, close to the City Centre, and in Bradford around the Etihad Stadium. The households most commonly found in other parts of the neighbourhood are very different and are made of relatively young, single people living in low cost rented accommodation ("Renting a Room"), less well off families ("Families with Needs") and older people with high needs living in small social housing ("Dependent Greys").

A brief summary of all of the Mosaic groups and types is provided in Appendix 1.

The map below shows where within the neighbourhood each type of household is most commonly found. As previously outlined, the households type J41 ("Central Pulse") is overwhelmingly found in areas closer to the City Centre. In contrast, less well off families ("Families with Needs") are most commonly found in Clayton and at the eastern edge of the neighbourhood, bordering Droylsden. Pockets of households containing relatively young, single people living in low cost rented accommodation ("Renting a Room") are found throughout the neighbourhood but are particularly concentrated on the edge of the city around the boundary between Manchester and Tameside. There is also a significant cluster of deprived older people ("Low Income Workers") in the centre of the neighbourhood, in an area bounded by Ashton New Road and Alan Turing Way.


MOSAIC types in Ancoats and Clayton and Bradford
Ancoats and Clayton
Bradford
Clayton
DROYLSDEN
Newton Heath
Miles Platting
Beswick
Openshaw
West Gorton
Longsight
Belle Vue
Greenside
Abbey Hey
MANCHESTER CITY COUNCIL
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MOSAIC types
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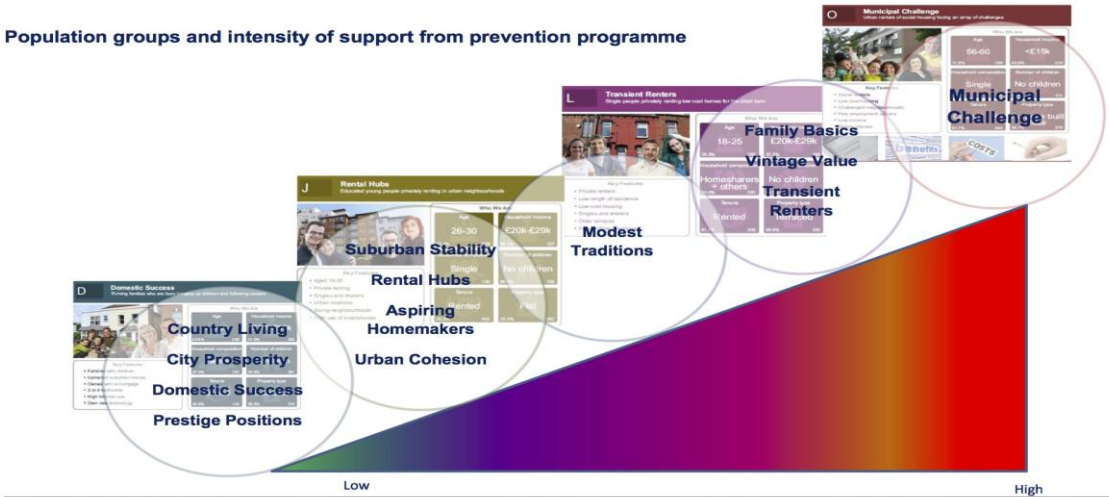
## Health and lifestyle issues

The table below describes some of the health and lifestyle issues associated with each of the three most common types of household. This has implications for the way that health and social care and health improvement activities are delivered by the Neighbourhood Teams.

| Household type | Health issues |
|---|---|
| Central Pulse | In very good health overall<br>Above average levels of smoking and fairly regular drinkers<br>Highly likely to have done something to maintain or improve their health over the past year<br>Make the effort to stay in shape and participate in sport<br>Not many eat the recommended amounts of fruit and vegetables |
| Renting a Room | Poor health is at above average levels.<br>Fairly moderate drinkers<br>Smoke far more than average. 3 times as likely to be heavy smokers.<br>Less active when it comes to sport and exercise<br>Most do not follow healthy eating guidelines |
| Families with Needs | Around 50% more likely to be in bad or very bad health than average<br>Adults are twice as likely to smoke and are two and a half times more likely to be heavy smokers.<br>Drink but less frequently - most commonly less than once a month.<br>Significantly fewer than average follow healthy eating guidelines or do a lot to keep in shape |

## Intensity of support from prevention programme

We have analysed the Mosaic data in more detail to look at some of the health related factors that might indicate whether people are likely to need support to help them improve the way they look after their own health. This includes data on lifestyle factors such as alcohol consumption, smoking and exercise, the extent to which people take care of their own medical conditions, how often they visit their GP and the prevalence of self-diagnosed conditions, including insomnia, stress and anxiety.




Mosaic Public Sector classification by Experian™ provides and understanding of resident's demographics, lifestyle, behaviours and location which can be used to deliver appropriate public services and engage residents effectively. Using the health related factors that are most likely to be impacted by the prevention programme; we grouped the Mosaic population groups into levels support they might require from the programme. The nature of the Mosaic classification means that social factors are also taken account, producing cohorts based on a combination of factors, rather than a conventional medical "risk modelling" approach. The Mosaic graphics displayed are for the groups within each bubble, which have the largest number of people in Manchester. This data can also be used in mapping where the groups that will need the most support live.

Percentage of population in each group: Bubble 1 (Municipal Challenge) =6%, Bubble 2 (Family basics, Vintage value, transient renters) =40%, bubble 3(modest reality) =3%, bubble 4 (Suburban stability, rental hubs, aspiring homemakers, urban cohesion, senior security) = 45%, bubble 5(Country living, city prosperity, domestic success,

This approach allows us to identify 'target' areas and population groups based on a combination of socio-demographic factors rather than using a conventional medical "risk modelling" approach.

The data in the following table shows the proportion of the population in each ward that fall into those Mosaic population groups that we estimate will require different levels of support from the programme.

| Ward name | Total no. of households | Intensity of support (1=very low, 5-very high) % of households | | | | |
|---|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 |
| Ancoats and Clayton | 9,043 | 0.2% | 46.7% | 1.3% | 40.5% | 11.3% |
| Bradford | 8,184 | 0.0% | 27.6% | 3.5% | 55.0% | 13.9% |
| North Manchester | 78,428 | 1.1% | 37.8% | 6.0% | 43.7% | 11.5% |
| Manchester | 223,112 | 10.6% | 38.5% | 5.3% | 36.9% | 8.7% |

This analysis shows that, based on this methodology, over two-thirds of households in Bradford contain people whose social circumstances suggest that they may need high or very high levels of support to help them manage their own health and prevent them becoming high users of acute healthcare services in the future, although the figures are slightly higher in Bradford. The intensity of support required by households in Ancoats and Clayton is split almost equally between people in households estimated to require high or very high levels of support (52%) and those requiring low or very low levels (48%).

**Appendix A**

# MOSAIC PUBLIC SECTOR

## Mosaic Public Sector one-line descriptions

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| A Country Living | A01 | Rural Vogue | Country-loving families pursuing a rural idyll in comfortable village homes while commuting some distance to work |
| | A02 | Scattered Homesteads | Older households appreciating rural calm in stand-alone houses within agricultural landscapes |
| | A03 | Wealthy Landowners | Prosperous owners of country houses including the rural upper class, successful farmers and second-home owners |
| | A04 | Village Retirement | Retirees enjoying pleasant village locations with amenities to service their social and practical needs |
| B Prestige Positions | B05 | Empty-Nest Adventure | Mature couples in comfortable detached houses who have the means to enjoy their empty-nest status |
| | B06 | Bank of Mum and Dad | Well-off families in upmarket suburban homes where grown-up children benefit from continued financial support |
| | B07 | Alpha Families | High-achieving families living fast-track lives, advancing careers, finances and their school-age children's development |
| | B08 | Premium Fortunes | Influential families with substantial income established in large, distinctive homes in wealthy enclaves |
| | B09 | Diamond Days | Retired residents in sizeable homes whose finances are secured by significant assets and generous pensions |

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| C City Prosperity | C10 | World Class Wealth | Global high flyers and families of privilege living luxurious lifestyles in the most exclusive locations of the largest cities |
| | C11 | Penthouse Chic | City workers renting premium-priced flats in prestige central locations, living life with intensity |
| | C12 | Metro High-Flyers | Ambitious people in their 20s and 30s renting expensive apartments in highly commutable areas of major cities |
| | C13 | Uptown Elite | High status households owning elegant homes in accessible inner suburbs where they enjoy city life in comfort |
| D Domestic Success | D14 | Cafes and Catchments | Affluent families with growing children living in upmarket housing in city environs |
| | D15 | Modern Parents | Busy couples in modern detached homes balancing the demands of school-age children and careers |
| | D16 | Mid-career Convention | Professional families with children in traditional mid-range suburbs where neighbours are often older |
| | D17 | Thriving Independence | Well-qualified older singles with incomes from successful professional careers living in good quality housing |
| E Suburban Stability | E18 | Dependable Me | Single mature owners settled in traditional suburban semis working in intermediate occupations |
| | E19 | Fledgling Free | Pre-retirement couples with respectable incomes enjoying greater space and spare cash since children left home |
| | E20 | Boomerang Boarders | Long-term couples with mid-range incomes whose adult children have returned to the shelter of the family home |
| | E21 | Family Ties | Active families with teenage and adult children whose prolonged support is eating up household resources |
| F Senior Security | F22 | Legacy Elders | Elders now mostly living alone in comfortable suburban homes on final salary pensions |
| | F23 | Solo Retirees | Senior singles whose reduced incomes are satisfactory in their affordable but pleasant owned homes |
| | F24 | Bungalow Haven | Seniors appreciating the calm of bungalow estates designed for the elderly |
| | F25 | Classic Grandparents | Lifelong couples in standard suburban homes enjoying retirement through grandchildren and gardening |

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| G<br>Rural Reality | G26 | Far-Flung Outposts | Inter-dependent households living in the most remote communities with long travel times to larger towns |
| | G27 | Outlying Seniors | Pensioners living in inexpensive housing in out of the way locations |
| | G28 | Local Focus | Rural families in affordable village homes who are reliant on the local economy for jobs |
| | G29 | Satellite Settlers | Mature households living in expanding developments around larger villages with good transport links |
| H<br>Aspiring Home makers | H30 | Affordable Fringe | Settled families with children owning modest, 3-bed semis in areas of more affordable housing |
| | H31 | First Rung Futures | Pre-family newcomers who have brought value homes with space to grow in affordable but pleasant areas |
| | H32 | Flying Solo | Young singles on starter salaries choosing to rent homes in family suburbs |
| | H33 | New Foundations | Occupants of brand new homes who are often younger singles or couples with children |
| | H34 | Contemporary Starts | Young singles and partners setting up home in developments attractive to their peers |
| | H35 | Primary Ambitions | Forward-thinking younger families who sought affordable homes in good suburbs which they may now be out-growing |
| I<br>Urban Cohesion | I36 | Cultural Comfort | Thriving families with good incomes in multi-cultural urban communities |
| | I37 | Community Elders | Established older households owning city homes in diverse neighbourhoods |
| | I38 | Asian Heritage | Large extended families in neighbourhoods with a strong South Asian tradition |
| | I39 | Ageing Access | Older residents owning small inner suburban properties with good access to amenities |

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| J<br>Rental Hubs | J40 | Career Builders | Singles and couples in their 20s and 30s progressing in their field of work from commutable properties |
| | J41 | Central Pulse | Youngsters renting city centre flats in vibrant locations close to jobs and night life |
| | J42 | Learners & Earners | Inhabitants of the university fringe where students and older residents mix in cosmopolitan locations |
| | J43 | Student Scene | Students living in high density accommodation close to universities and educational centres |
| | J44 | Flexible Workforce | Young renters ready to move to follow worthwhile incomes from service sector jobs |
| | J45 | Bus-Route Renters | Singles renting affordable private flats away from central amenities and often on main roads |
| K<br>Modest Traditions | K46 | Self Supporters | Hard-working mature singles who own budget terraces manageable within their modest wage |
| | K47 | Offspring Overspill | Lower income owners whose adult children are still striving to gain independence meaning space is limited |
| | K48 | Down-to-Earth Owners | Ageing couples who have owned their inexpensive home for many years while working in routine jobs |
| L<br>Transient Renters | L49 | Disconnected Youth | Young people endeavouring to gain employment footholds while renting cheap flats and terraces |
| | L50 | Renting a Room | Transient renters of low cost accommodation often within subdivided older properties |
| | L51 | Make Do & Move On | Yet to settle younger singles and couples making interim homes in low cost properties |
| | L52 | Midlife Stopgap | Maturing singles in employment who are renting short-term affordable homes |

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| M<br>Family Basics | M53 | Budget Generations | Families supporting both adult and younger children where expenditure can often exceed income |
| | M54 | Childcare Squeeze | Younger families with children who own a budget home and are striving to cover all expenses |
| | M55 | Families with Needs | Families with many children living in areas of high deprivation and who need support |
| | M56 | Solid Economy | Stable families with children renting better quality homes from social landlords |
| N<br>Vintage Value | N57 | Seasoned Survivors | Deep-rooted single elderly owners of low value properties whose modest home equity provides some security |
| | N58 | Aided Elderly | Supported elders in specialised accommodation including retirement homes and complexes of small homes |
| | N59 | Pocket Pensions | Elderly singles of limited means renting in developments of compact social homes |
| | N60 | Dependent Greys | Ageing social renters with high levels of need in centrally located developments of small units |
| | N61 | Estate Veterans | Longstanding elderly renters of social homes who have seen neighbours change to a mix of owners and renters |
| O<br>Municipal Challenge | O62 | Low Income Workers | Older social renters settled in low value homes in communities where employment is harder to find |
| | O63 | Streetwise Singles | Hard-pressed singles in low cost social flats searching for opportunities |
| | O64 | High Rise Residents | Renters of social flats in high rise blocks where levels of need are significant |
| | O65 | Crowded Kaleidoscope | Multi-cultural households with children renting social flats in over-crowded conditions |
| | O66 | Inner City Stalwarts | Long-term renters of inner city social flats who have witnessed many changes |