Hulme, Moss Side and Rusholme Neighbourhood
Mosaic Profile

Summary

- There are just over 21,300 households in the Hulme, Moss Side and Rusholme Neighbourhood.

- The neighbourhood contains a range of different household types clustered within different parts of the area. Moss Side is dominated by relatively deprived, transient single people renting low cost accommodation whereas Hulme and Rusholme wards contain larger concentrations of relatively affluent young people and students.

- Over 60% of households in Moss Side 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. However, the proportion of households in the other parts of the neighbourhood estimated to require this levels of support is much lower. This reflects the distribution of different types of household within the locality as described above.

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 under 21,300 households in the Hulme, Moss Side and Rusholme 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%

	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)	0.91%	2.15%	4.77%
D - Domestic Success	Thriving families who are busy bringing up children and following careers (typical age 41-45)	0.00%	2.34%	8.04%
E - Suburban Stability	Mature suburban owners living settled lives in mid-range housing (typical age 56-60)	0.00%	1.58%	6.00%
F - Senior Security	Elderly people with assets who are enjoying a comfortable retirement (typical age 76-80)	0.00%	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)	0.27%	3.22%	9.71%
I - Urban Cohesion	Residents of settled urban communities with a strong sense of identity (typical age 56-60)	12.24%	9.88%	5.48%
J - Rental Hubs	Educated young people privately renting in urban neighbourhoods (typical age 26-30)	46.85%	26.94%	7.66%
K - Modest Traditions	Mature homeowners of value homes enjoying stable lifestyles (typical age 56-60)	0.33%	4.52%	4.43%
L - Transient Renters	Single people privately renting low cost homes for the short term (typical age 18-25)	20.14%	16.35%	6.60%
M - Family Basics	Families with limited resources who have to budget to make ends meet (typical age 31-35)	4.05%	13.56%	7.83%
N - Vintage Value	Older people reliant on support to meet financial or practical needs (typical age 76-80)	3.50%	7.93%	6.59%
O - Municipal Challenge	Urban renters of social housing facing an array of challenges (typical age 56-60)	11.71%	9.27%	6.01%

The data shows that the Hulme, Moss Side and Rusholme neighbourhood is dominated by two main household groups - Group J ("Rental Hubs') and Group L ('Transient Renters'). Group J makes up nearly half (47%) of all households in the neighbourhood, over double that of the second most common household group ('Transient Renters'). The proportion of households classed as 'Rental Hubs' in Hulme, Moss Side and Rusholme (47%) is much higher than that in Manchester as a whole (27%).

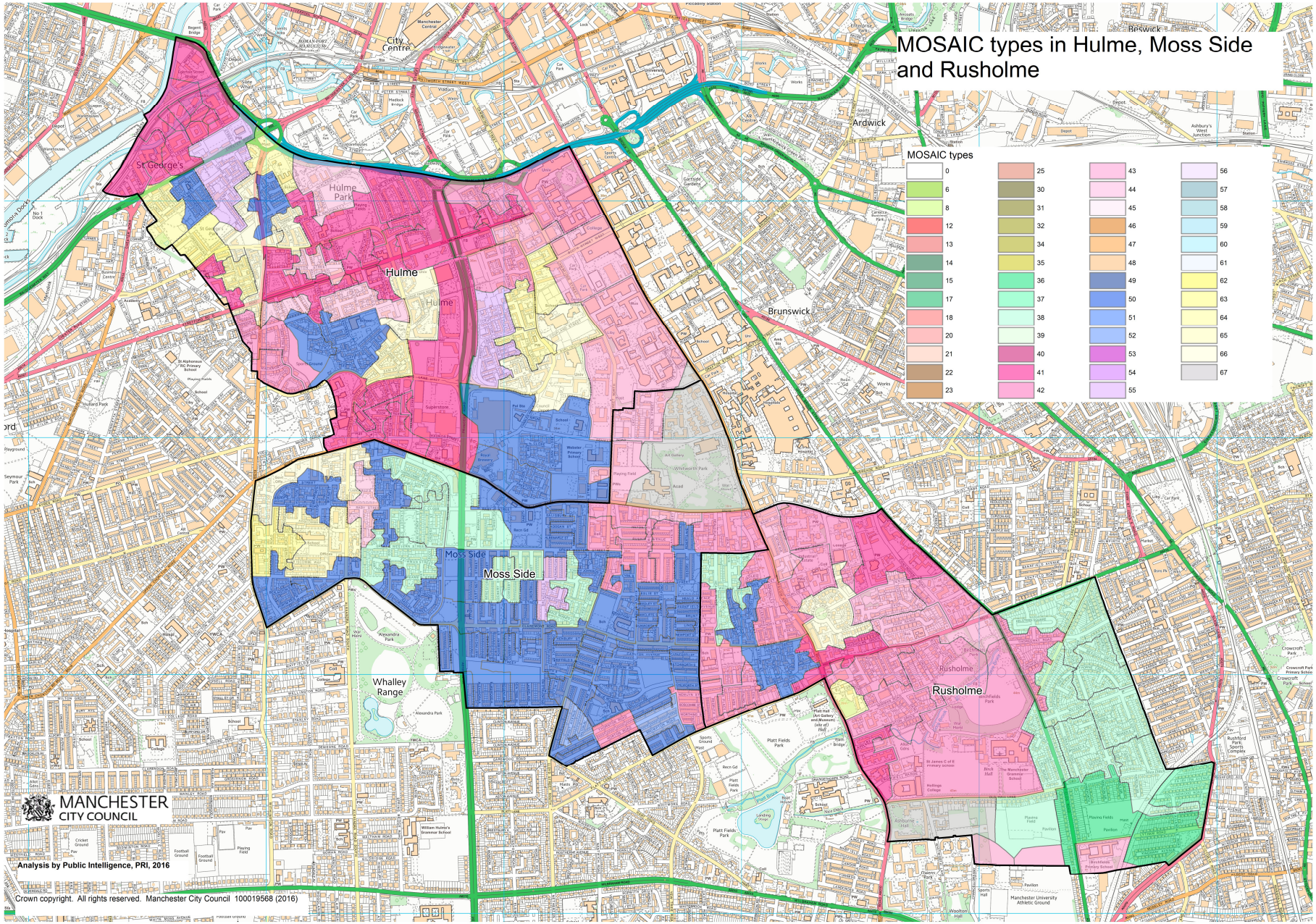
In order to get the best possible understanding of the different sorts of households in the neighbourhood, it is necessary to go down to a lower level of detail. The table shows the 5 most common types of households in the neighbourhood.

Rank	Mosaic Type	Brief description	% of households in locality
1.	L50 Renting a Room	Transient renters of low cost accommodation often within subdivided older properties	18.03%
2.	J41 Central Pulse	Youngsters renting city centre flats in vibrant locations close to jobs and night life	17.99%
3.	J42 Learners & Earners	Inhabitants of the university fringe where students and older residents mix in cosmopolitan locations	14.06%
4.	J43 Student Scene	Students in high density accommodation close to universities & educational centres	10.02%
5.	I38 Asian Heritage	Large extended families in neighbourhoods with a strong South Asian tradition	9.13%

The data shows that the neighbourhood is a fairly mixed area. The largest type of household ('Renting a Room') consists of relatively deprived, transient single people renting low cost accommodation. There is a marked contrast between the people living in this type of household and the other relatively common household types in the area. Group J41 ('Central Pulse') represents young people renting city centre flats in vibrant locations close to jobs and night life. The other two major household types in the neighbourhood ('Learners and Earners' and 'Student Scene') reflect the presence of the two university campuses in Manchester within, or close to, the neighbourhood.

The map below shows where within the neighbourhood each type of household is most commonly found. It shows that households classed as being from Mosaic type L50 ('Renting a Room') are most commonly found in Moss Side. In contrast, household type J41 ('Central Pulse') is most common in the recently regenerated parts of Hulme, close to the City Centre, and types J42 ('Learners & Earners') and J43 ('Student Scene') are more commonly found close to the MMU and University of Manchester campuses along Oxford Road and in Rusholme.

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


MOSAIC types in Hulme, Moss Side and Rusholme
MOSAIC types
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64
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66
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City Centre
Ardwick
Reddish
St George's
Hulme Park
Hulme
Hulme
Brunswick
Moss Side
Moss Side
Whalley Range
Rusholme
Rusholme
MANCHESTER CITY COUNCIL
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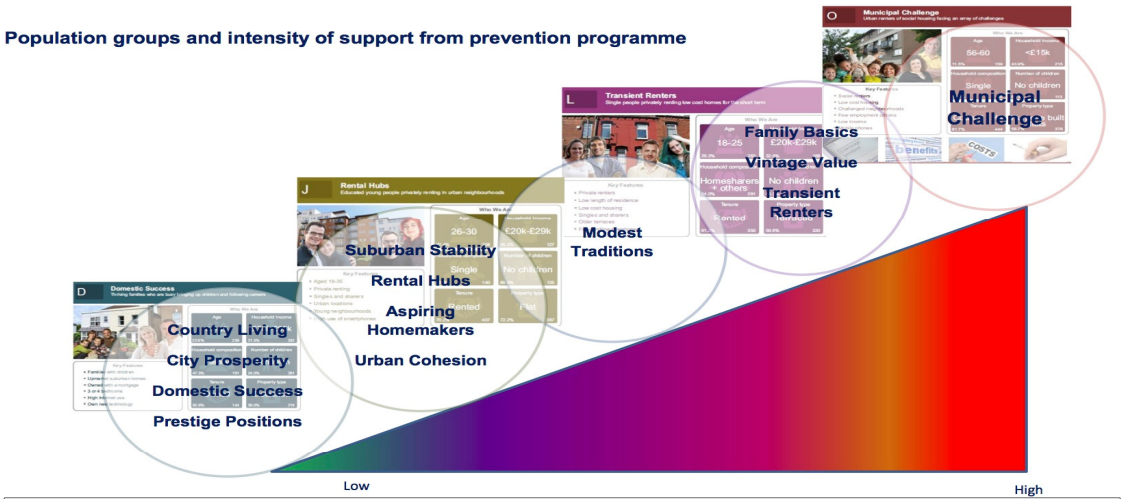
Health and lifestyle issues

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
Renting a Room	Poor health is at above average levels. Fairly moderate drinkers Smoke far more than average. 3 times as likely to be heavy smokers. Less active when it comes to sport and exercise Most do not follow healthy eating guidelines
Central Pulse	In very good health overall Above average levels of smoking and fairly regular drinkers Highly likely to have done something to maintain or improve their health over the past year Make the effort to stay in shape and participate in sport Not many eat the recommended amounts of fruit and vegetables
Learners and Earners	Likely to be in good health High levels of exercise and participation in sport Less likely to smoke but more likely than average to be heavy smokers

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=low, 5-very high) % of households				
		1	2	3	4	5
Hulme	8,369	1.9%	64.3%	0.1%	13.6%	20.2%
Moss Side	7,760	0.0%	37.6%	0.7%	53.6%	8.1%
Rusholme	5,145	0.8%	84.1%	0.1%	11.6%	3.4%
Central Manchester	74,561	4.1%	53.7%	2.2%	32.5%	7.5%
Manchester	223,112	10.6%	38.5%	5.3%	36.9%	8.7%

Based on this methodology, we estimate over 60% of households in Moss Side are likely to 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. However, the proportion of households in the other parts of the neighbourhood estimated to require high or very high levels of support is much lower. This reflects the distribution of different types of household within the locality as described above.

Appendix A

MOSAIC PUBLIC SECTOR

Mosaic Public Sector one-line descriptions

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

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

G 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 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 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

J 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 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 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

M 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 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 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