



Birmingham City Council Segmentation: **Pen Portraits**



Produced by:
Customer Knowledge Team, Birmingham City Council
October 2015

Segmentation

This document is based on Experian Mosaic Public Sector Segmentation for Birmingham City Council (BCC) looking at household and service use. Each segment consists of two pages of information.

This segmentation does not include Segments A and G due to extremely low population counts in Birmingham.

The first page identifies:

- The percentage of Birmingham households and people in each segment.
- The top three wards that represent the segment.
- A map illustrating the percentage of Birmingham households in the segment, represented by ward (i.e. 10 - 12% of households in segment D can be found in each of the Sutton Coldfield wards).
- Key characteristics for each segment.
- Preferred communication channels.

The second page identifies:

- The council priorities and provides a description of how each segment relates to each priority.

- The proportion of total service users in the segment (based on service data 2014 – 2015).
- The rank of service area by segment: this shows how dependent the segment is on the service (with 1 having the highest proportion and therefore the highest usage and 13 having the smallest proportion and therefore having the lowest usage).
- The index score: this compares the proportion of the segment in the service/area against the proportion of the segment in Birmingham. A score of 100 = equal proportion to Birmingham, 200 = double the proportion of Birmingham, 50 = half the proportion of Birmingham.

For the index score, which is based on a comparison with Birmingham proportions, please note that some of the service data contains service users from outside Birmingham.

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B: Prestige Positions

Established families in large detached homes living upmarket lifestyles



Key Characteristics

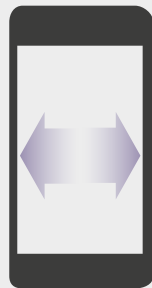
- Small proportion of Birmingham, with very little impact on local services
- The majority are found in the north and south of the city
- Large detached houses
- Managerial positions with good income
- Good health
- More dedicated to recycling than most



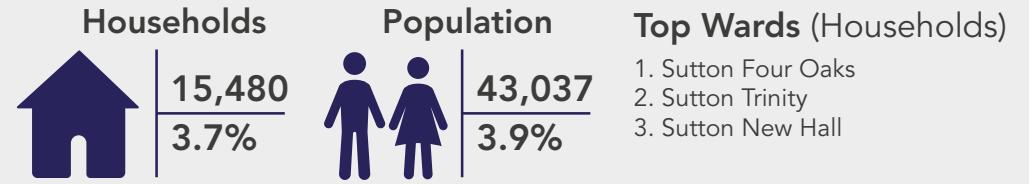
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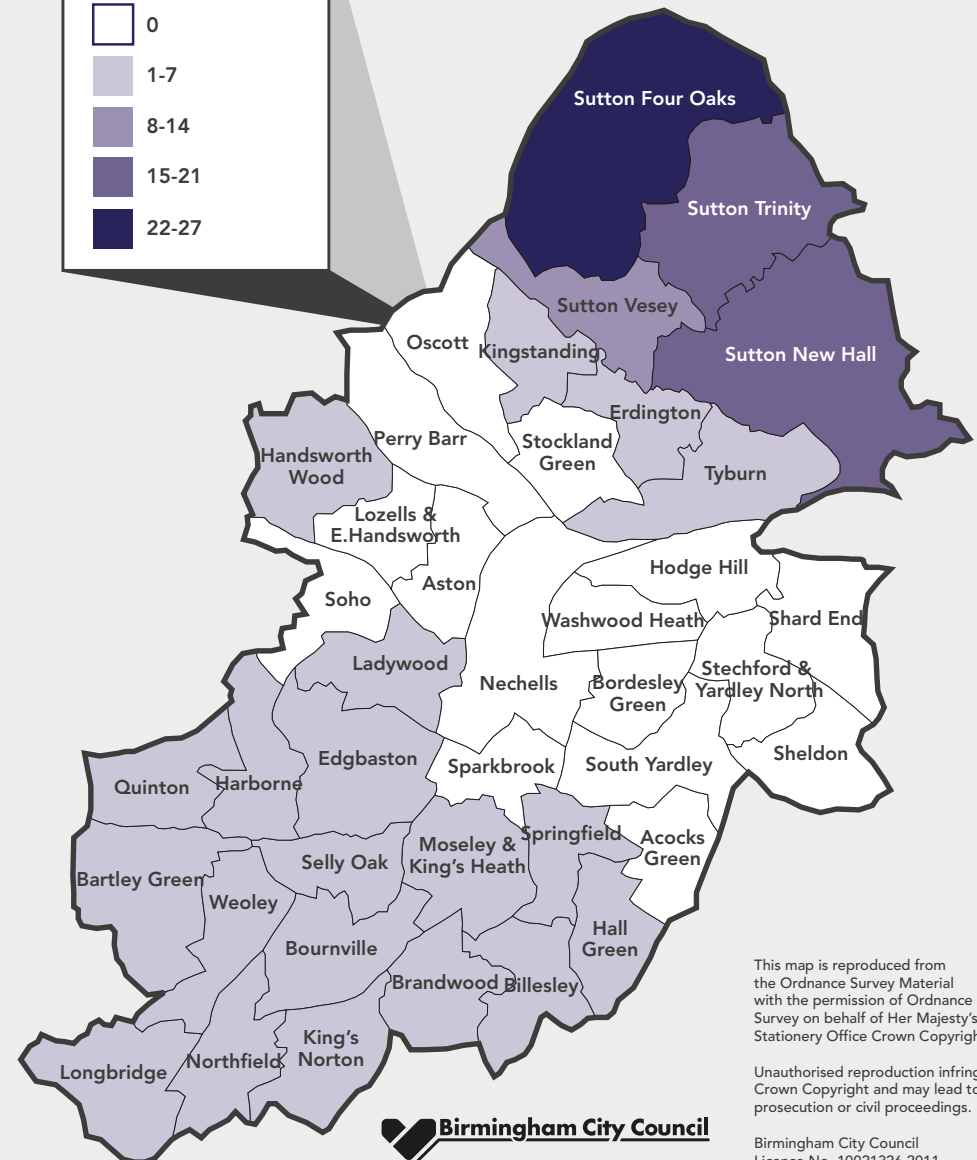
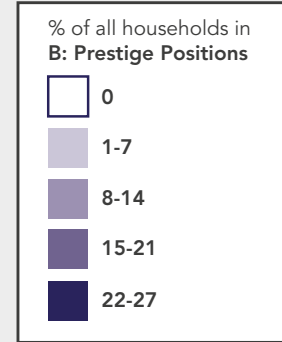


Smartphone Use:
Average



Top Wards (Households)

1. Sutton Four Oaks
2. Sutton Trinity
3. Sutton New Hall



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Council Priorities

Summaries of national segment information

Council Services

% Total of BCC Services by Segment



Health and well-being

Very good health: Try to lead a healthy life and keep in shape. Good diet, low for smoking, enjoy drinking regularly.



Physical Activity

Very high: They are likely to spend 4+ hours each week taking part in sport or exercising (jogging, walking, gym).



Crime rate

Crime is low, people generally feel very safe. Homes likely to be alarmed and be part of a neighbourhood watch scheme.



Sustainability

Likely to be **environmentally friendly** and committed to recycling.



Qualifications & Skills

This group are **well educated** at degree or higher level.



Employment

Low unemployment. In senior or managerial positions and in accomplished, professional careers. Some are directors of their own businesses. This group also has a high number of retired people and housewives.



Income & Benefits

This segment is **very affluent**, with the second highest average household income of all groups (£71,480).

Not dependant on the state other than claiming state pension.



Housing

High homeownership. Live in large detached, named properties with four or five bedrooms and large mature gardens.

	Proportion of Total Service/Area in this Segment	Segment Rank for Each Service/Area	Index Score
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Adult Education	5.0	9	128
Adult Social Care - All	3.4	10	88
Adult Social Care - Older Adults 65+	3.4	10	87
Schoolchildren	3.5	10	89
Reception Schoolchildren with Excess Weight	1.3	12	34
Year 6 Schoolchildren with Excess Weight	1.9	11	48
Child Protection	0.0	13	0
Children in Care	0.2	13	4
Council Housing Stock	0.0	13	0.02
Leisure Members	4.9	9	125
Be Active Members	3.9	11	100

C: City Prosperity

High status city dwellers living in central locations and pursuing careers with high rewards



Key Characteristics

- Very small proportion of Birmingham and very little demand on local services
- Rent or own expensive properties, particularly in south-west Birmingham
- Very well educated with high status jobs
- High internet use via smartphones and tablets
- Highest level of sports participation and exercise
- Healthiest of all segment groups
- Environmentally conscious



Contact By:

**Mobile call,
text, email**



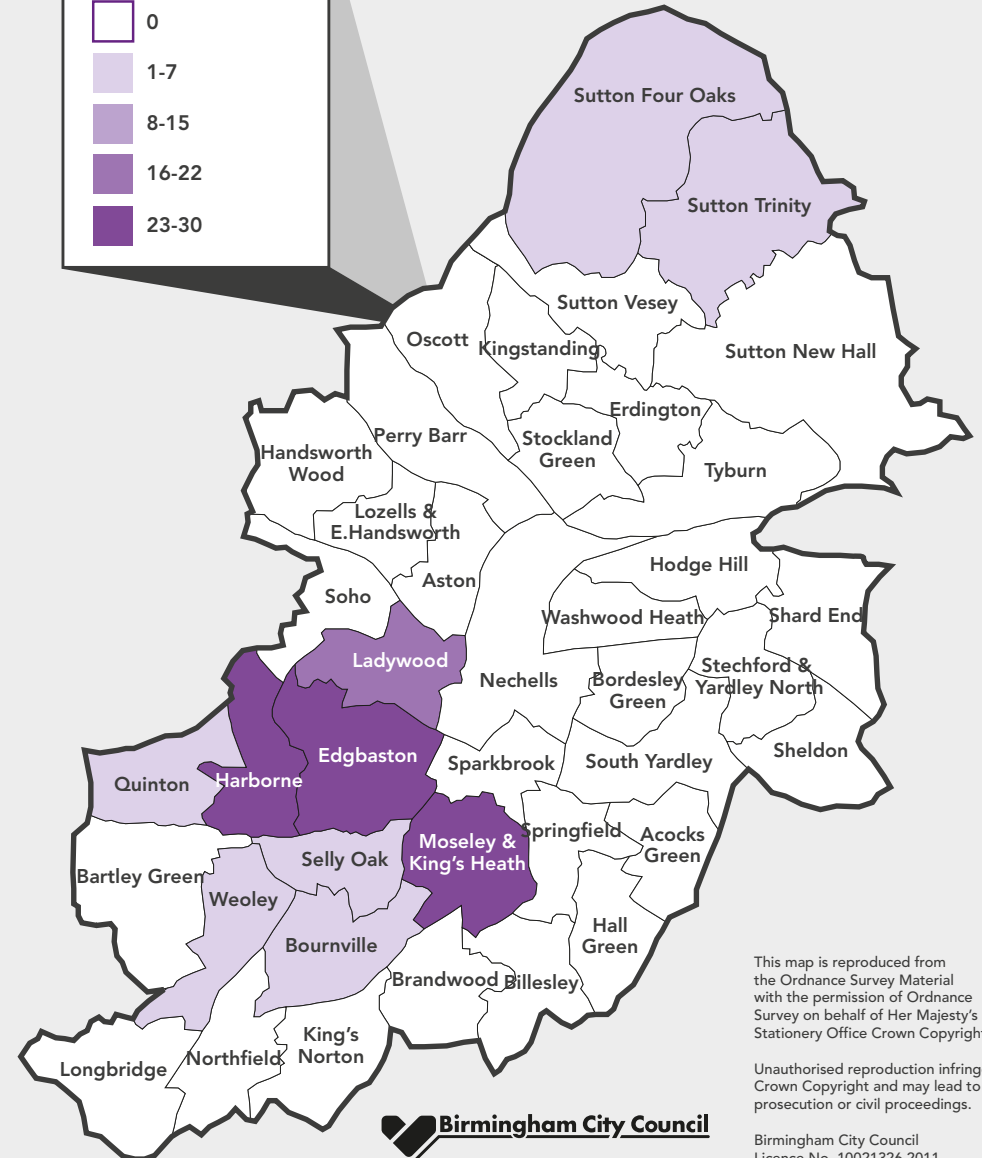
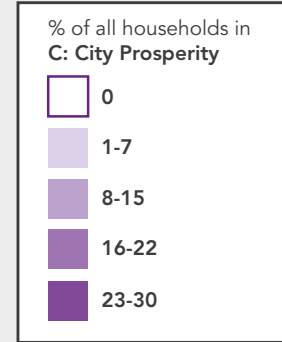
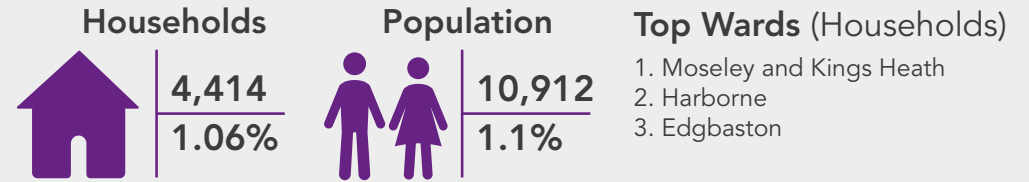
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Smartphone Use:

**Above
average**



Council Priorities

Summaries of national segment information

Council Services

% Total of BCC Services by Segment



Health and well-being

Very good/good health: Low number of smokers, healthy diets, and good levels of exercise.



Physical Activity

Very high: They are likely to spend 4+ hours each week taking part in sport or exercising (jogging, walking, gym).



Crime rate

Reported **crime is high**, particularly robbery and vehicle crime.



Sustainability

This segment are **environmentally aware** and reduce, reuse and recycle.



Qualifications & Skills

This group are likely to be **very well educated at degree or postgraduate level**. They are overrepresented for foreign students.



Employment

Low unemployment. Tend to be in senior managerial/directorial positions and in accomplished professional careers.



Income & Benefits

This segment is **very affluent** with the highest average household income of all groups (£73,073) and the highest proportion earning £150k+ (9.3%).

Not dependant on the state other than claiming state pension.



Housing

Mix of home ownership and private rented. Live in expensive houses and flats in prestigious, centrally located neighbourhoods.

	Proportion of Total Service/Area in this Segment	Segment Rank for Each Service/Area	Index Score
--	--	------------------------------------	-------------

Adult Education	2.7	13	270
Adult Social Care - All	1.3	13	128
Adult Social Care - Older Adults 65+	1.2	13	125
Schoolchildren	0.5	13	54
Reception Schoolchildren with Excess Weight	0.5	13	50
Year 6 Schoolchildren with Excess Weight	0.3	13	28
Child Protection	0.5	12	46
Children in Care	0.2	13	18
Council Housing Stock	0.1	12	9
Leisure Members	0.6	13	65
Be Active Members	0.5	13	46

D: Domestic Success

Thriving families who are busy bringing up children and following careers



Key Characteristics

- Small proportion of Birmingham and little demand on local services
- High earning families living affluent lifestyles
- Large detached houses
- Tend to be located in the less deprived suburban areas of Birmingham away from the city centre
- Most likely to have a degree
- Frequent internet users - most likely to own tablets



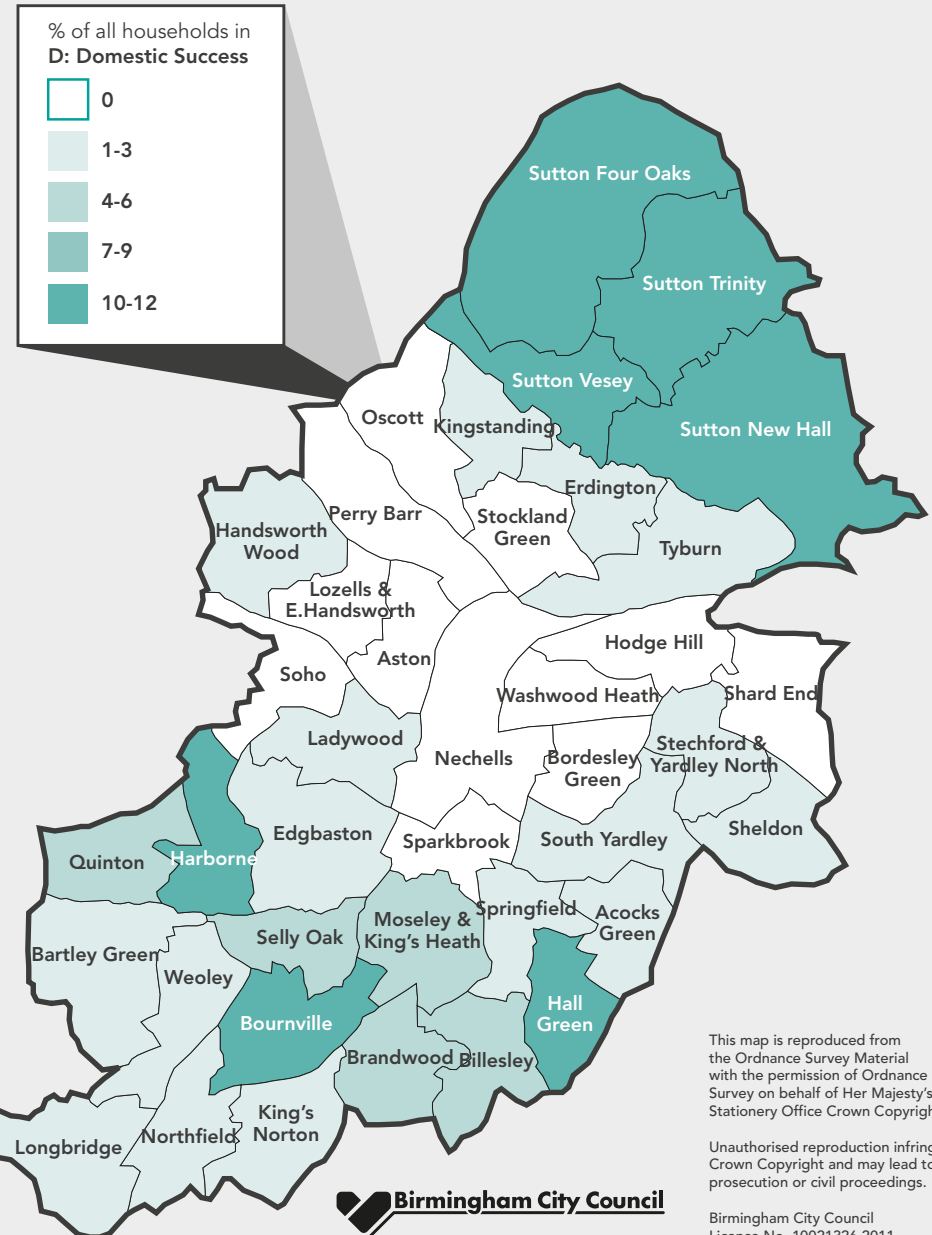
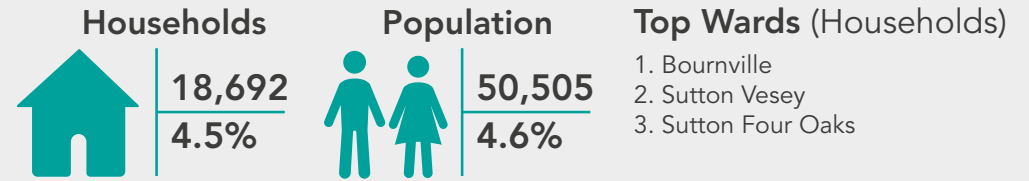
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Smartphone Use:
Above Average



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Council Priorities

Summaries of national segment information

Council Services

% Total of BCC Services by Segment



Health and well-being

Good health: Low number of smokers, healthy diets, and good levels of exercise but drink regularly.



Physical Activity

High: They are likely to spend 4+ hours each week taking part in sport or exercising (jogging, walking, gym). Least likely of all groups to not exercise.



Crime rate

Crime is below average, with fear of crime being correspondingly low.



Sustainability

This segment are slightly above average for being **environmentally aware**. They reuse and recycle, but do not tend to reduce energy consumption.



Qualifications & Skills

This group are likely to be **well educated with a degree** or be **mature students**, and likely to have **older school children or students** aged 16-17.



Employment

Low unemployment. Tend to be in senior managerial or professional careers, directors of small companies, or parttime/housewives.



Income & Benefits

High earning, with the third highest average household incomes of all groups (£60,985) and the lowest proportion earning under £10k.

Far below average for benefits and state dependence.



Housing

High homeownership. Live in good-sized three or four bedroom detached properties.

	Proportion of Total Service/Area in this Segment	Segment Rank for Each Service/Area	Index Score
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Adult Education	5.2	8	112
Adult Social Care - All	3.4	11	74
Adult Social Care - Older Adults 65+	3.2	11	74
Schoolchildren	4.4	8	95
Reception Schoolchildren with Excess Weight	3.2	9	68
Year 6 Schoolchildren with Excess Weight	2.9	9	63
Child Protection	0.9	10	20
Children in Care	0.8	10	18
Council Housing Stock	0.2	11	4
Leisure Members	6.3	5	137
Be Active Members	5.4	6	116

E: Suburban Stability

Mature suburban owners living settled lives in mid-range housing



Key Characteristics

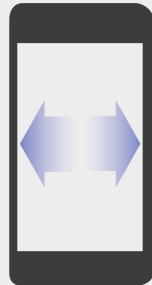
- Very small proportion of Birmingham and little demand on local services
- Mature couples or families with older or adult children
- Own traditional semi-detached houses
- Lower managerial, supervisory and technical occupations
- Mostly comfortable incomes, apart from those still supporting adult children
- Above average green behaviour



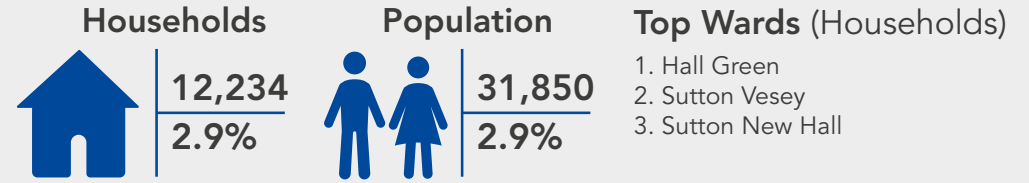
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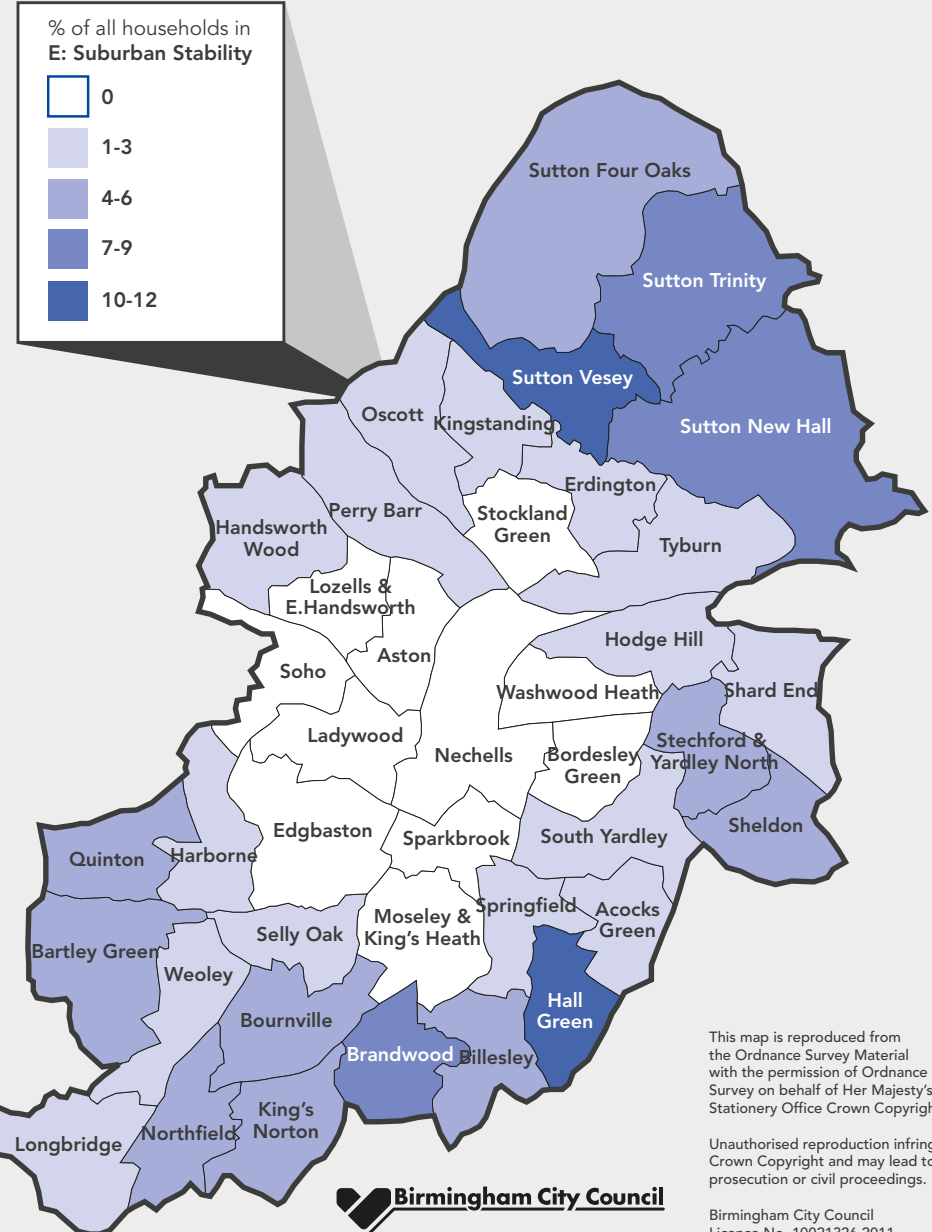


Smartphone Use:
Average



Top Wards (Households)

1. Hall Green
2. Sutton Vesey
3. Sutton New Hall



Council Priorities

Summaries of national segment information

Council Services

% Total of BCC Services by Segment



Health and well-being

Generally good health: Low number of smokers, moderate drinking levels and diet, but have highest stress levels of all groups.



Physical Activity

Medium: Average levels of participation in sport or exercise (jogging, walking, gym).



Crime rate

Crime is below average, with fear of crime being correspondingly low.



Sustainability

This segment are environmentally aware, and **slightly above average** for green behaviours such as recycling , reducing and reusing.



Qualifications & Skills

Medium: This group's highest qualifications tend to be **apprenticeships** or **GCSE/ A level** but they are slightly below average for degrees.



Employment

Low unemployment. Tend to be in lower managerial, supervisory and technical occupations. Above average for those who are part-time/housewives.



Income & Benefits

Financially comfortable with an average household income of £38,910 but finances can feel stretched when adult children still live at family home.

Below average for benefits and state dependence, except for pensions.



Housing

High homeownership. Live in mid-range traditional three bedroom inter-war or post-war semi-detached houses.

	Proportion of Total Service/Area in this Segment	Segment Rank for Each Service/Area	Index Score
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Adult Education	3.1	12	105
Adult Social Care - All	2.6	12	90
Adult Social Care - Older Adults 65+	2.4	12	82
Schoolchildren	2.2	12	75
Reception Schoolchildren with Excess Weight	1.9	11	65
Year 6 Schoolchildren with Excess Weight	1.9	12	64
Child Protection	0.7	11	25
Children in Care	0.5	11	18
Council Housing Stock	0.2	10	6
Leisure Members	3.4	12	116
Be Active Members	3.0	12	103

F: Senior Security

Elderly people with assets who are enjoying a comfortable retirement



Key Characteristics

- Few demands on Birmingham services, including low use of adult social care
- Top group for blue badge permits
- Independent with relatively good health
- Homeowners with considerable equity
- Comfortable income with both state and private pensions
- Good at recycling, re-use and reducing energy consumption



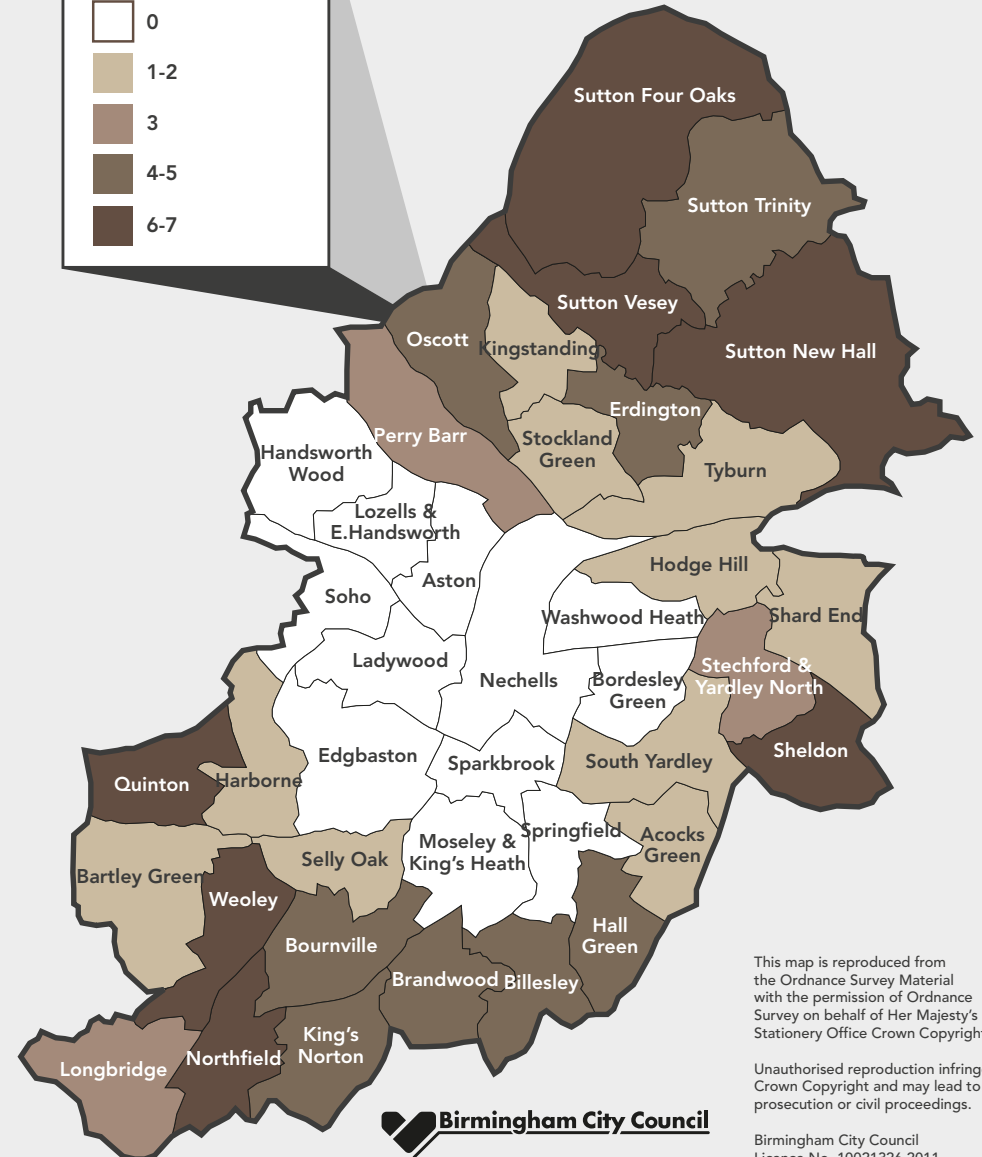
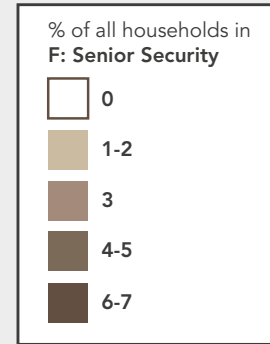
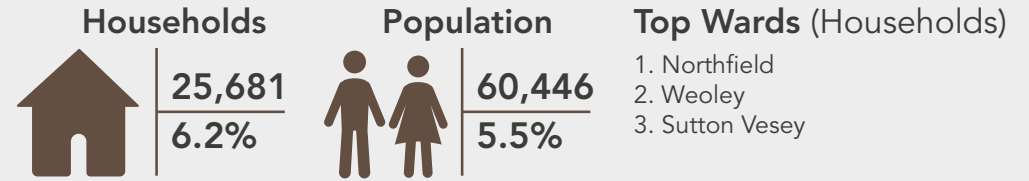
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Smartphone Use:
Lowest of all segments



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Council Priorities

Summaries of national segment information

Council Services

% Total of BCC Services by Segment



Health and well-being

Good health: Very low number of smokers, good diet, moderate drinking, but are above average for high cholesterol, high blood pressure and obesity.



Physical Activity

Low: Below average levels of participation in sport or exercise (jogging, walking, gym).



Crime rate

Crime is below average, with fear of crime being correspondingly low.



Sustainability

Despite low environmental awareness, they are amongst the most dedicated **recyclers**, re-users and reducers of energy use, mainly for financial reasons and to reduce waste.



Qualifications & Skills

Medium/Low: Highest qualification likely to be an apprenticeship or A Levels.



Employment

Likely to be retired. When they were employed, it was in a range of managerial and intermediate occupations.



Income & Benefits

Comfortable income from combination of state and private pensions.

Little need for state support apart from pensions and blue badge permits.



Housing

High homeownership. Comfortable semi-detached three bedroom houses and bungalows in pleasant suburbs.

	Proportion of Total Service/Area in this Segment	Segment Rank for Each Service/Area	Index Score
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Adult Education	5.0	10	90
Adult Social Care - All	5.1	8	93
Adult Social Care - Older Adults 65+	6.1	6	111
Schoolchildren	3.8	9	69
Reception Schoolchildren with Excess Weight	2.8	10	51
Year 6 Schoolchildren with Excess Weight	3.0	8	55
Child Protection	1.1	9	20
Children in Care	1.3	9	24
Council Housing Stock	0.5	9	8
Leisure Members	5.8	7	105
Be Active Members	5.1	7	92

H: Aspiring Homemakers

Younger households settling down in housing priced within their means



Key Characteristics

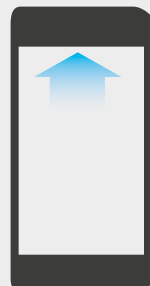
- Very low demands on council services
- Moderate Birmingham leisure centre membership
- Full-time employment
- Modest home ownership in affordable private suburbs
- 3 bed semis/terraced housing
- Nursery/school-age children
- Keen social networkers
- Use tablets



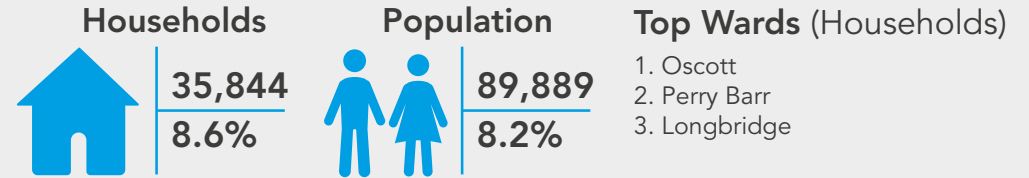
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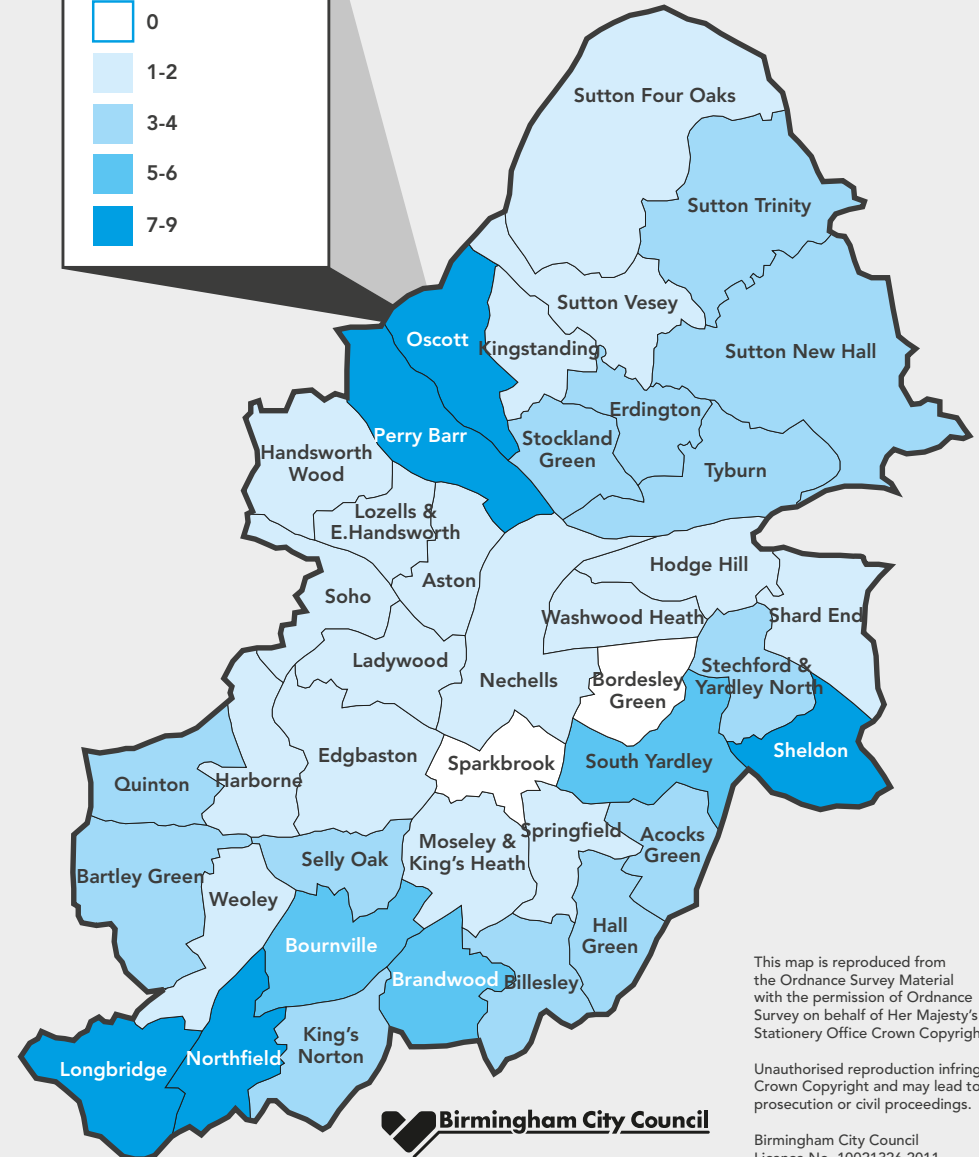
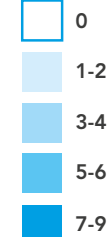
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Smartphone Use:
**Highest of
all segments**



% of all households in
H: Aspiring Homemakers



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Council Priorities

Summaries of national segment information

Council Services

% Total of BCC Services by Segment



Health and well-being

Reasonable health: Low number of smokers, and drink regularly but not every day and poor diets. Below average for trying to lead healthy life.



Physical Activity

High: They are likely to spend 4+ hours each week taking part in sport or exercising (jogging, walking, gym).



Crime rate

Crime is lower than average, with fear of crime being correspondingly low.



Sustainability

This segment know a reasonable amount about environmental issues, but are not always inclined to exhibit green behaviours.



Qualifications & Skills

Medium: This group's highest qualification level is likely to be GCSE/A Level or apprenticeships, with some studying HNDs.



Employment

Low unemployment. Most are in full-time employment with a few part-time workers.



Income & Benefits

Manageable income: Many are on starter salaries, with an average personal income of £23,935 and household income of £40,394.

Lower than average for benefits and state dependence.



Housing

High homeownership. Live in modest three bedroom semi-detached or terraced housing.

	Proportion of Total Service/Area in this Segment	Segment Rank for Each Service/Area	Index Score
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Adult Education	6.6	5	80
Adult Social Care - All	5.2	7	63
Adult Social Care - Older Adults 65+	5.4	9	65
Schoolchildren	6.8	4	83
Reception Schoolchildren with Excess Weight	6.4	5	78
Year 6 Schoolchildren with Excess Weight	6.9	3	84
Child Protection	3.7	7	45
Children in Care	2.4	8	29
Council Housing Stock	1.3	8	15
Leisure Members	9.8	3	119
Be Active Members	9.2	3	112

I: Urban Cohesion

Residents of settled urban communities with a strong sense of identity



Key Characteristics

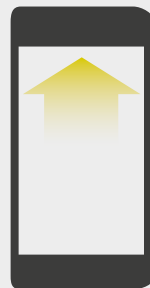
- Largest segment in Birmingham, dominates most local services
 - particularly schools, leisure membership, adult education
- High proportion of segment in the city are schoolchildren
- Most of Segment I in Birmingham are sub-group I38 - Asian Heritage: Large extended families in neighbourhoods with a strong South Asian tradition
- Sense of community belonging
- Terraced/semi-detached housing in city suburbs
- Younger generation love technology



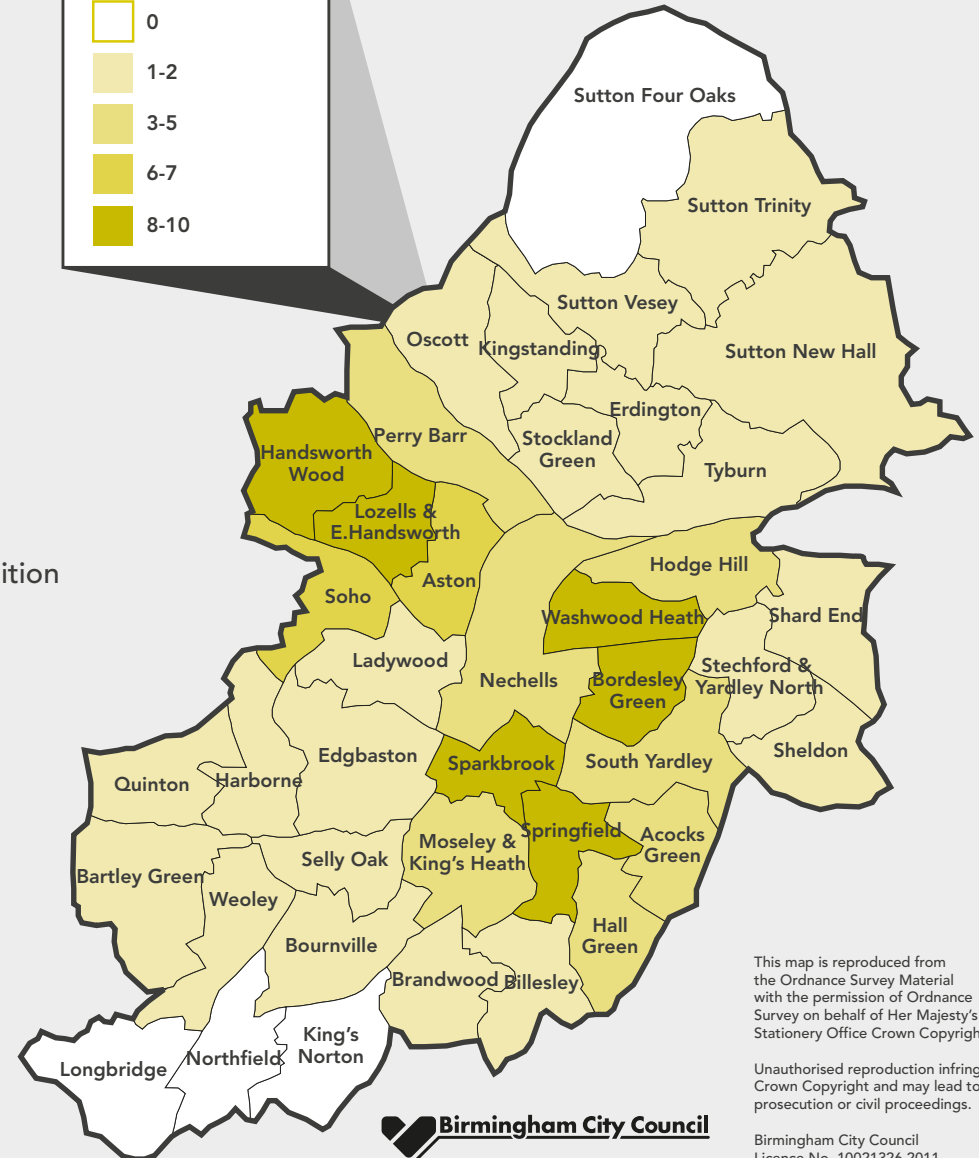
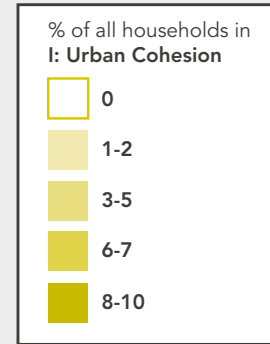
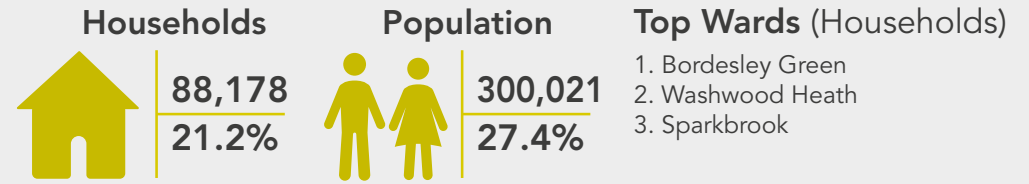
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No Contact By:
Not applicable



Smartphone Use:
Above average



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Council Priorities

Summaries of national segment information

Council Services

% Total of BCC Services by Segment



Health and well-being

Moderate health: Higher proportion of smokers and poorer diets, but less likely to drink and good levels of exercise.



Physical Activity

Moderate/high: They are likely to spend 4+ hours each week taking part in sport but less likely to exercise (jogging, walking, gym).



Crime rate

Crime is far above average, particularly drug dealing, robbery and public disorder, with many having a higher fear of crime.



Sustainability

Average environmental awareness and green behaviours. More likely to be environmentally friendly if it saves money.



Qualifications & Skills

Mixed: This group has a mix of those with no qualifications, with degrees, and the highest rate of foreign/work-related qualifications of all groups.



Employment

Varied employment. A mix of unemployed, full and part-time jobs, stay at home, full-time student, self-employed.



Income & Benefits

Low: Many are in low-paid positions, with an average personal income of £21,040 and household income of £35,265.



Above average for work-related benefits, low for state pension.

Housing

Mix of owned and rented. Tend to be close-packed terraced, with some semi-detached housing.

	Proportion of Total Service/Area in this Segment	Segment Rank for Each Service/Area	Index Score
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Adult Education	27.6	1	101
Adult Social Care - All	22.4	1	82
Adult Social Care - Older Adults 65+	19.6	2	72
Schoolchildren	38.1	1	139
Reception Schoolchildren with Excess Weight	34.7	1	127
Year 6 Schoolchildren with Excess Weight	41.6	1	152
Child Protection	24.8	2	91
Children in Care	22.4	2	82
Council Housing Stock	10.7	5	50
Leisure Members	26.5	1	97
Be Active Members	29.7	1	108

J: Rental Hubs

Educated young people privately renting in urban neighbourhoods



Key Characteristics

- Low demands on council services
- City centre professionals in modern flats in Ladywood
- Renting privately further out near main routes into town (e.g. Bristol Road, Hagley Road, etc.)
- Students sharing near universities/colleges (e.g. University of Birmingham)
- Most likely to be studying a Masters/Doctoral degree
- High/frequent internet use



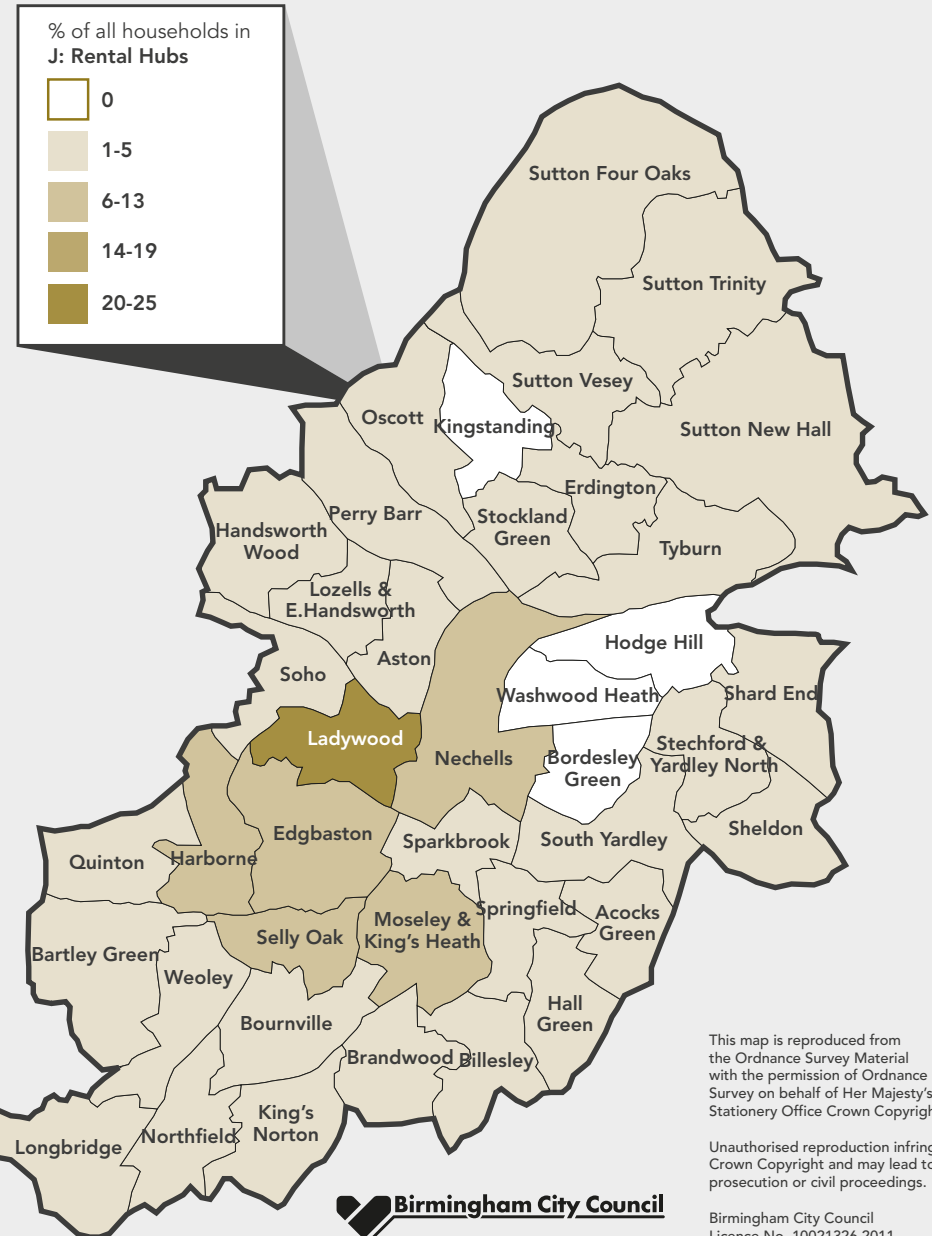
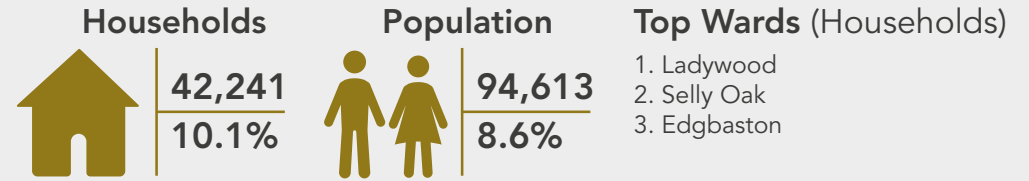
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Smartphone Use:
**Above
average**



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Council Priorities

Summaries of national segment information

Council Services

% Total of BCC Services by Segment



Health and well-being

Moderate health: Higher proportion of smokers and poorer diets, but low less likely to drink and good levels of exercise.



Physical Activity

Moderate/high: They are likely to spend 4+ hours each week taking part in sport but less likely to exercise (jogging, walking, gym).



Crime rate

Crime is far above average due to living in urban areas, particularly for robbery, public disorder and drugs, however residents in this segment are less likely than the average to worry about crime.



Sustainability

Average environmental awareness and green behaviours. More likely to be environmentally friendly if it saves money.



Qualifications & Skills

Mixed: This group has a mix of those with no qualifications, with degrees, and the highest rate of foreign/work-related qualifications of all groups.



Employment

Varied employment. A mix of unemployed, full and part-time jobs, stay at home, full-time student, self-employed.



Income & Benefits

Low: Many are in low-paid positions, with an average personal income of £21,040 and household income of £35,265.

Above average for work-related benefits, low for state pension.



Housing

Mix of owned and rented. Tend to be close-packed terraced, with some semi-detached housing.

	Proportion of Total Service/Area in this Segment	Segment Rank for Each Service/Area	Index Score
--	--	------------------------------------	-------------

Adult Education	9.3	3	108
Adult Social Care - All	7.4	4	86
Adult Social Care - Older Adults 65+	6.6	4	77
Schoolchildren	3.1	11	35
Reception Schoolchildren with Excess Weight	3.5	8	40
Year 6 Schoolchildren with Excess Weight	2.5	10	29
Child Protection	3.1	8	36
Children in Care	5.7	6	66
Council Housing Stock	2.0	7	19
Leisure Members	5.6	8	65
Be Active Members	4.9	8	56

K: Modest Traditions

Mature homeowners of modern homes enjoying stable lifestyles



Key Characteristics

- Not heavily reliant on state but above average access of Income Support and Disability Allowance
- 61% of Segment K in Birmingham are sub-group K47
- Offspring Overspill: Lower income owners whose adult children are still striving to gain independence meaning space is limited
- Older people in inexpensive homes
- Modest incomes and qualifications
- May struggle financially if adult children living with them are unemployed



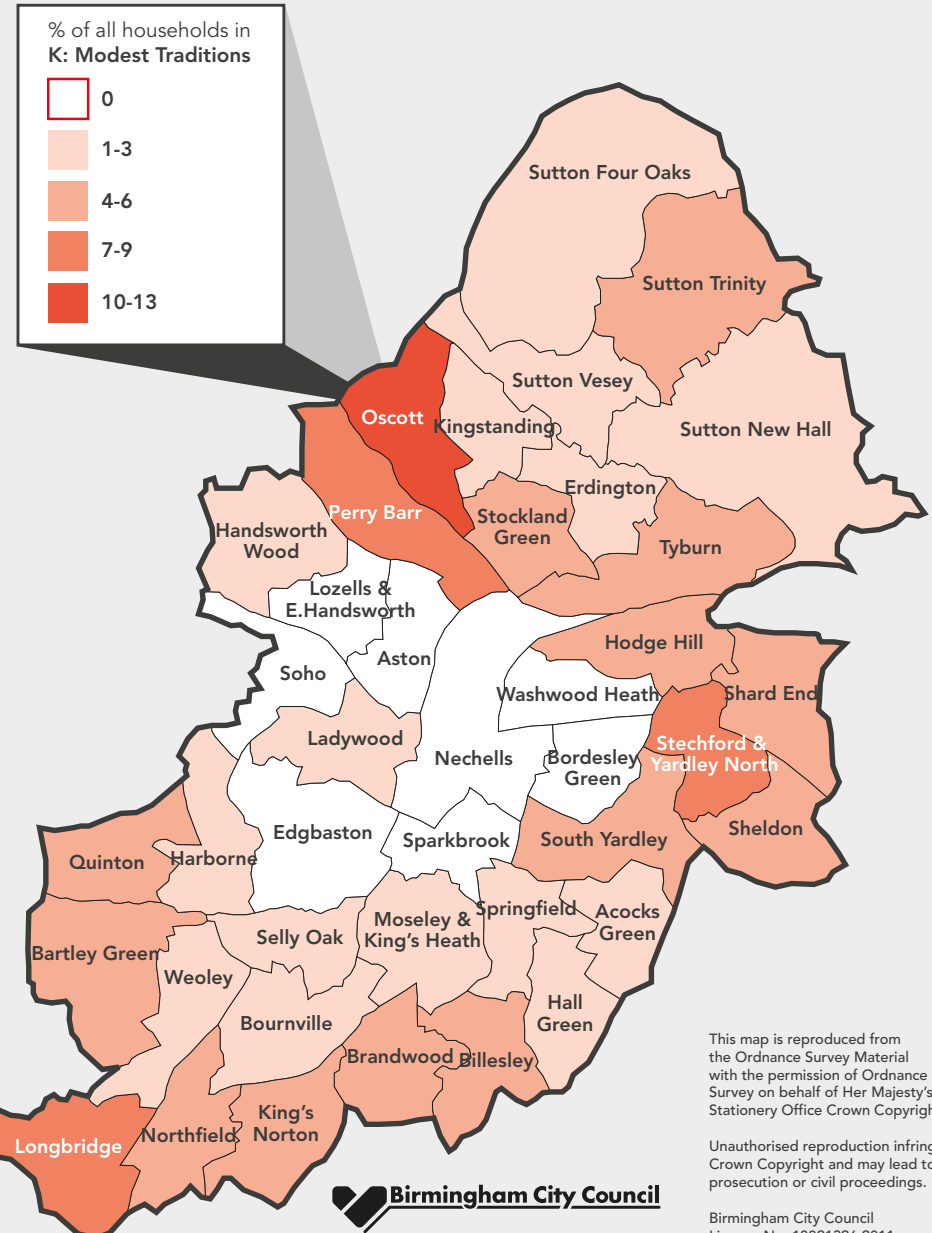
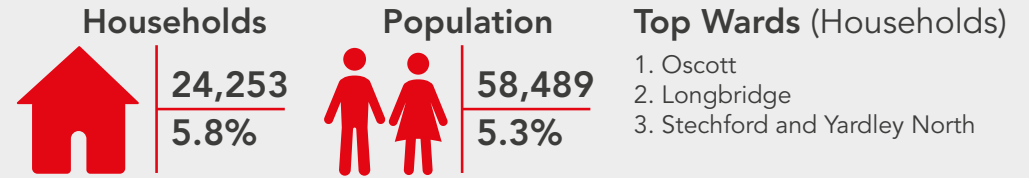
Contact By:
Post, landline



No Contact By:
Most channels



Smartphone Use:
Above average



Council Priorities

Summaries of national segment information

Council Services

% Total of BCC Services by Segment



Health and well-being

Poor/moderate: Above average for heavy smokers, slightly below average healthy diets, average drinking, average for leading a healthy lifestyle.



Physical Activity

Low: They are unlikely to participate in a lot of sport and or exercise (jogging, walking, gym).



Crime rate

Average rate of crime and fear of crime. Concerned about speeding and littering/vandalism.



Sustainability

Average green behaviours and environmental awareness, but slightly above average for reducing packaging and use of plastic bags.



Qualifications & Skills

Low: Likely to have either **no qualifications, or GCSEs/apprenticeships** as highest level of qualifications. Unlikely to have degrees. May have children at high school.



Employment

Likely to be in **lower paid roles** from lower supervisory to routine occupations. Slightly above average for long-term unemployed.



Income & Benefits

Low/moderate: Dependent on whether adult children are employed. This group has an average household income of £31,740.

More likely than average to access benefits.



Housing

High home ownership of three bedroom semi-detached/detached homes.

	Proportion of Total Service/Area in this Segment	Segment Rank for Each Service/Area	Index Score
--	--	------------------------------------	-------------

Adult Education	3.9	11	74
Adult Social Care - All	5.1	9	96
Adult Social Care - Older Adults 65+	5.5	7	103
Schoolchildren	4.5	7	84
Reception Schoolchildren with Excess Weight	4.6	7	86
Year 6 Schoolchildren with Excess Weight	3.9	7	74
Child Protection	5.6	6	104
Children in Care	3.9	7	72
Council Housing Stock	4.6	6	79
Leisure Members	5.9	6	110
Be Active Members	5.7	5	106

L: Transient Renters

Single people privately renting low cost homes for the short term



Key Characteristics

- Often require benefits - Job Seeker's Allowance, Income Support
- Full-time, low paid jobs which may require financial support
- 2nd highest birth rate of all groups in Birmingham
- Oldest terraced properties, private landlords
- Mix of ethnicities, mostly British
 - Younger people more likely to be Eastern European



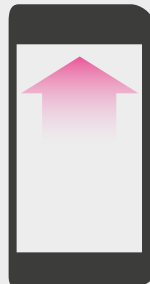
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**Text,
mobile call**



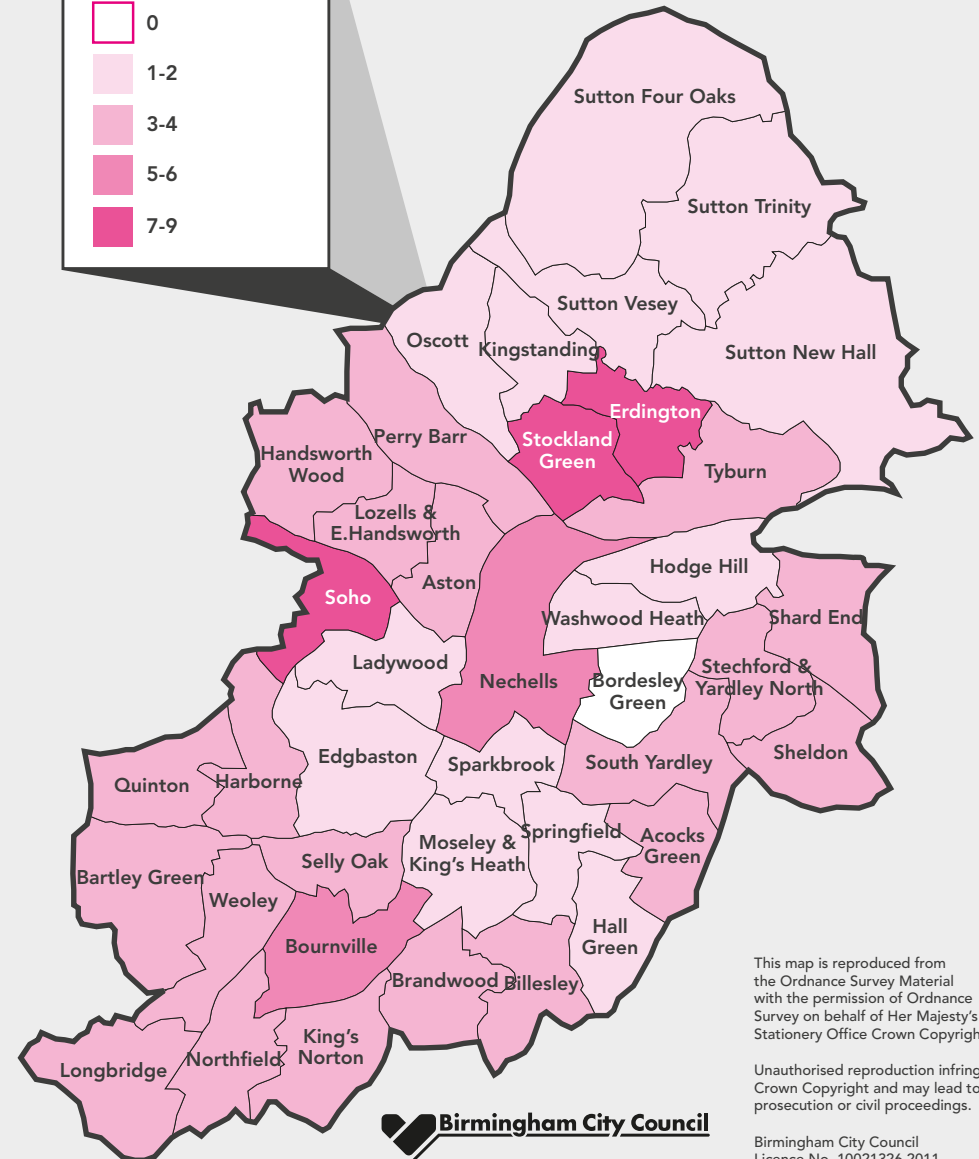
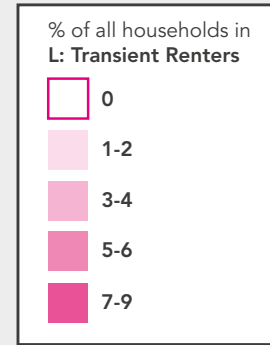
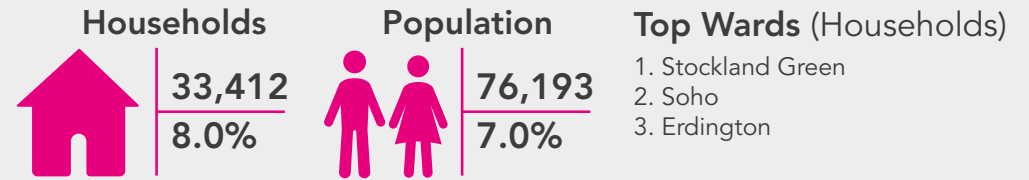
No Contact By:

Landline, post



Smartphone Use:

**Above
average**



Council Priorities

Summaries of national segment information

Council Services

% Total of BCC Services by Segment



Health and well-being

Very poor: Very high for smokers, drink regularly but not frequently, very poor diet, average for leading a healthy lifestyle.



Physical Activity

Medium: They are average for participating in sport and exercise.



Crime rate

Above average crime rate and high fear of crime. Shoplifting, criminal damage, and public disorder are the biggest crimes.



Sustainability

Least environmentally conscious group of all.



Qualifications & Skills

Low: Likely to have either **no qualifications, GCSEs, foreign/work-related qualifications** as highest level of qualifications. Unlikely to have degrees. Some may be trying to improve their situation by studying for additional qualifications.



Employment

Full-time, **low skilled, low paid jobs** or **unemployed**.



Income & Benefits

Low: This group has an average personal income of £16,353 and household income of £24,218.

High levels of dependency on the state.



Housing

Privately rented, very low value terraced housing.

	Proportion of Total Service/Area in this Segment	Segment Rank for Each Service/Area	Index Score
--	--	------------------------------------	-------------

Adult Education	7.4	4	107
Adult Social Care - All	7.2	5	103
Adult Social Care - Older Adults 65+	6.5	5	94
Schoolchildren	6.9	3	99
Reception Schoolchildren with Excess Weight	8.4	3	121
Year 6 Schoolchildren with Excess Weight	6.5	4	93
Child Protection	12.1	4	174
Children in Care	15.7	3	225
Council Housing Stock	12.1	4	151
Leisure Members	7.1	4	102
Be Active Members	7.4	4	107

M: Family Basics

Families with limited resources who have to budget to make ends meet



Key Characteristics

- 2nd largest segment in Birmingham, very deprived
- Dominates council's child social care & social housing
- Families with 4+ children, often school age
- Low-paid jobs or unemployed
- Low-cost homes or social housing
- Limited qualifications
- High usage of Tax Credits



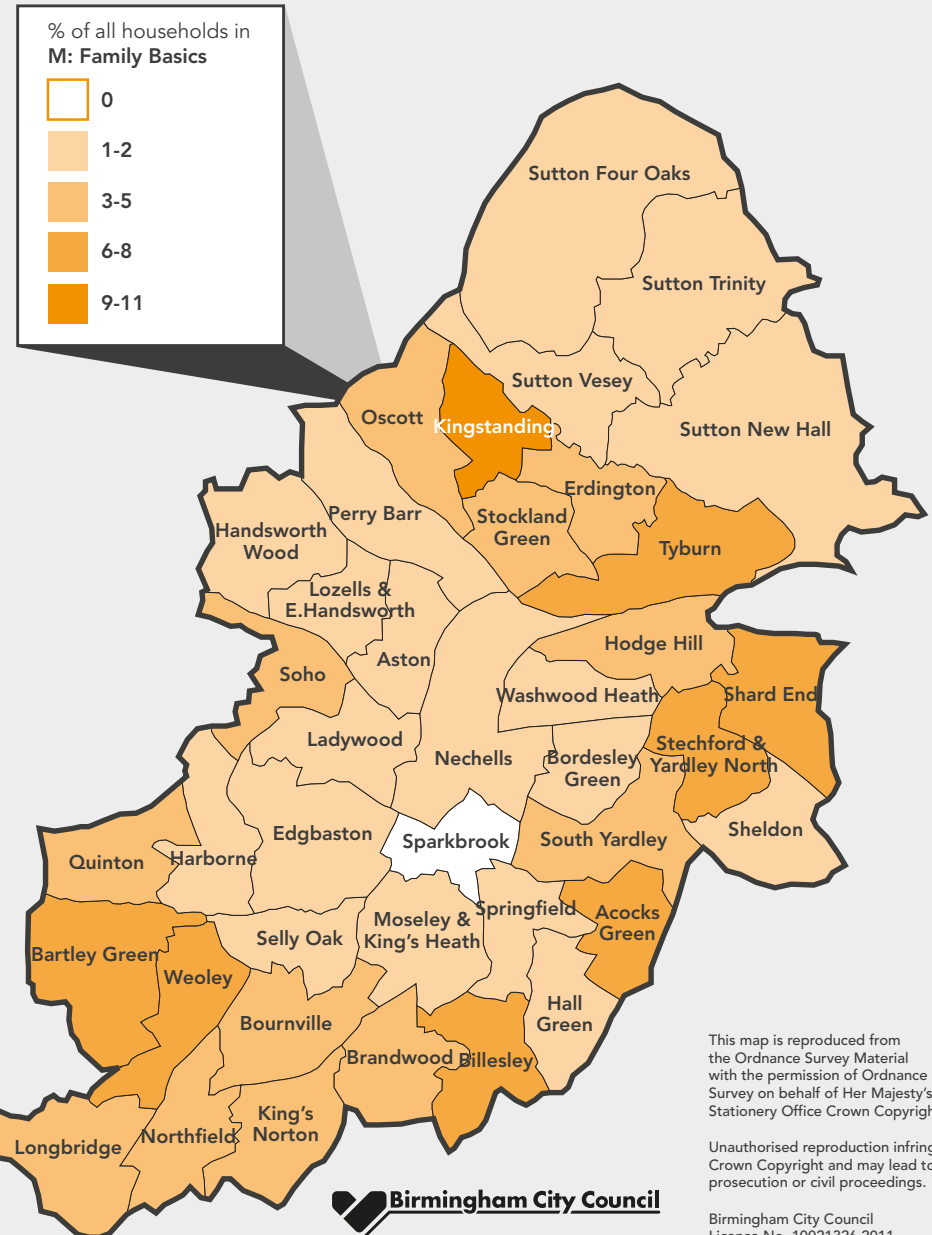
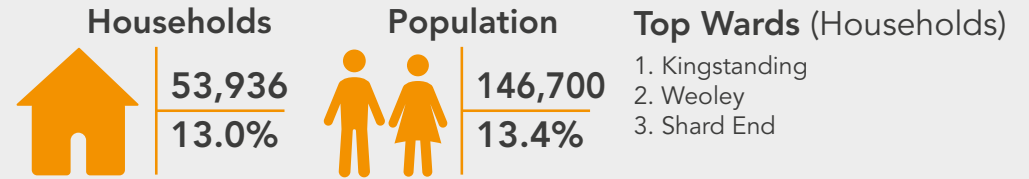
Contact By:
**Mobile Call, text,
Landline**



No Contact By:
None significant



Smartphone Use:
**Above
average**



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Council Priorities

Summaries of national segment information

Council Services

% Total of BCC Services by Segment



Health and well-being

Poor: Very poor health more common here than nationally. This group are more likely to smoke and less likely to follow a healthy diet or keep in shape.



Physical Activity

Low: They are below average for participating in sport or exercise.



Crime rate

Slightly higher than average crime rate but relatively high fear of crime. The group with least confidence in the Police and Criminal Justice System.



Sustainability

Low: One of the least likely groups to recycle or re-use items or particularly try to save energy or water.



Qualifications & Skills

Very low: The group least likely to have a degree. Very likely to have no qualifications or only a few GCSEs. However, this group is also the highest for 16-17 year old schoolchildren.



Employment

Above average unemployment or low wage, routine and semi-routine jobs.



Income & Benefits

Very low: One of the most deprived segments. This group has an average personal income of £13,638 and household income of £25,785 and has a large number of people earning less than £10k.

Very high levels of dependency on the state, with above average proportions accessing all benefits, particularly Council Tax and Housing benefits.



Housing

More than half rent social housing, or live in very low cost housing.

	Total Service/Area in this Segment	Rank for Each Service/Area	Score
--	---------------------------------------	-------------------------------	-------

Adult Education	11.3	2	84
Adult Social Care - All	9.5	3	71
Adult Social Care - Older Adults 65+	8.5	3	63
Schoolchildren	16.6	2	124
Reception Schoolchildren with Excess Weight	18.1	2	135
Year 6 Schoolchildren with Excess Weight	17.2	2	129
Child Protection	28.8	1	215
Children in Care	25.1	1	187
Council Housing Stock	27.8	1	215
Leisure Members	14.9	2	111
Be Active Members	15.9	2	119

N: Vintage Value

Elderly people reliant on support to meet financial or practical needs



Key Characteristics

- Highest users of over 65 social care in Birmingham - very high health needs
- The lowest income segment group, dependent on state pension
- Blue Badge permit holders
- Found in Erdington and suburbs on the outskirts of the city
- Social housing, small flats or houses
- Poor health, little exercise
- Enjoy television and radio



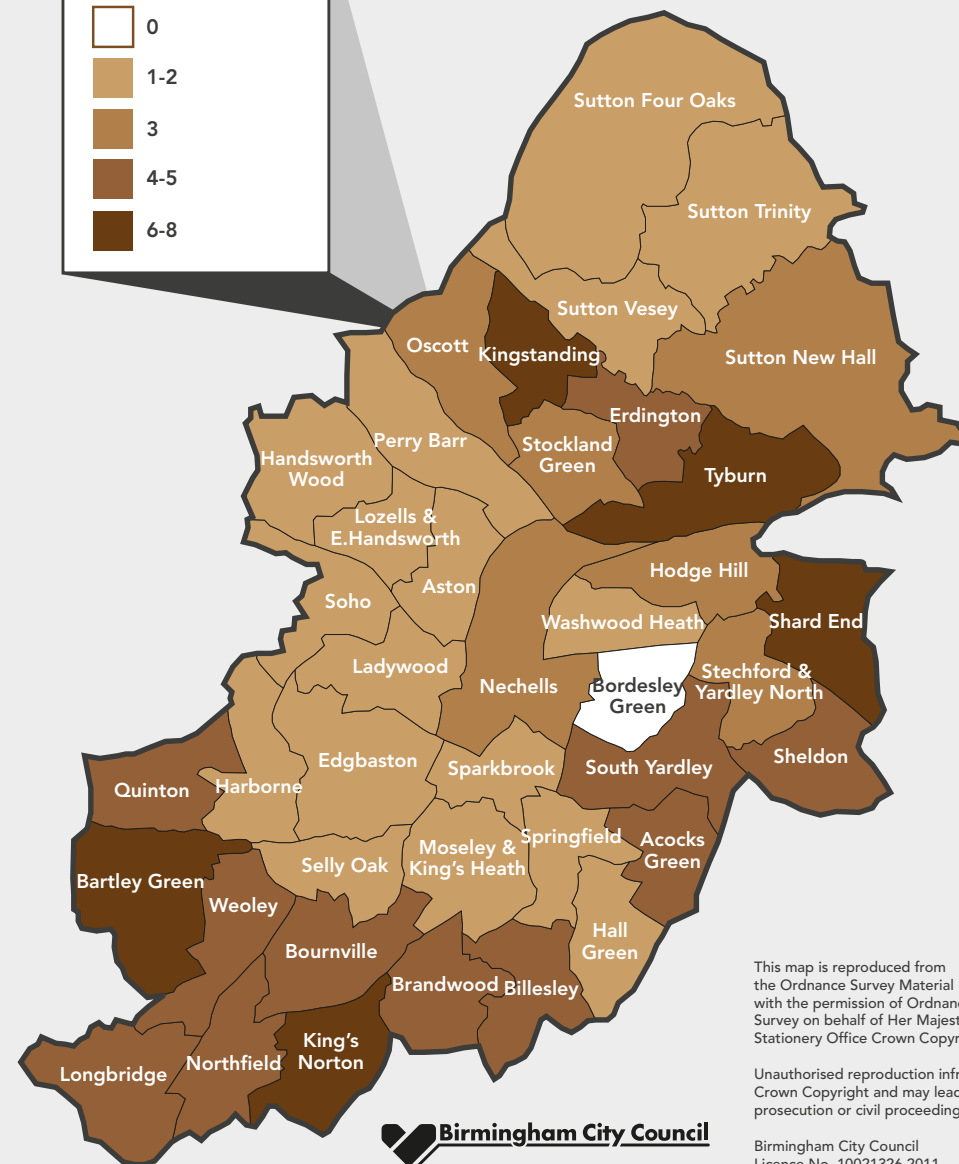
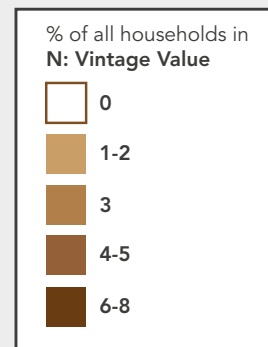
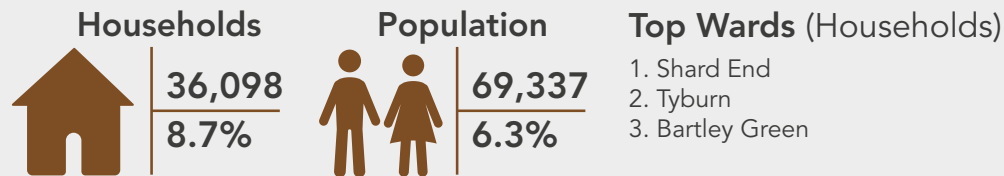
Contact By:
Post, landline



No Contact By:
Email, text



Smartphone Use:
Far below average



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Council Priorities

Summaries of national segment information

Council Services

% Total of BCC Services by Segment



Health and well-being

Very Poor: Suffer the most from poor health. Tends to talk to GP about health issues. This group has the **highest proportions with health problems** or disabilities, particularly arthritis, COPD, high blood pressure and high cholesterol.



Physical Activity

Very Low: Most do not exercise or participate in sport.



Crime rate

Slightly higher than average crime rate and worry about anti-social behaviour, and personal safety when alone.



Sustainability

Least environmentally aware but do re-use and reduce, for financial reasons.



Qualifications & Skills

Very low: Highest proportion of no qualifications. Average for apprenticeships.



Employment

Above average unemployment or low wage, routine and semi-routine jobs.



Income & Benefits

Very low: One of the most deprived segments. This group has an average household income of £16,427, the lowest of all segments.

High levels of dependency on the state due to increasing health needs and decreasing income (heavily reliant on state pension).



Housing

In social or private housing, often supported accommodation built with the elderly in mind.

	Proportion of Total Service/Area in this Segment	Segment Rank for Each Service/Area	Index Score
--	--	------------------------------------	-------------

Adult Education	5.3	7	83
Adult Social Care - All	17.6	2	278
Adult Social Care - Older Adults 65+	22.1	1	349
Schoolchildren	4.5	6	71
Reception Schoolchildren with Excess Weight	5.3	6	83
Year 6 Schoolchildren with Excess Weight	4.1	6	65
Child Protection	6.4	5	101
Children in Care	7.8	5	124
Council Housing Stock	19.3	3	223
Leisure Members	4.8	10	77
Be Active Members	4.7	9	74

O: Municipal Challenge

Urban renters of social housing facing an array of challenges



Key Characteristics

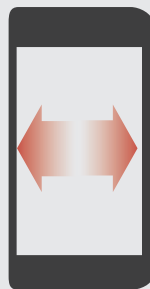
- One of the lowest income segments - top for most benefits
- Uses BCC's housing services & child social care
- Long-term social renters in low-value multi-storey flats
- Few employment options
- Highest birth rate in Birmingham
- Low car ownership
- Low levels of exercise



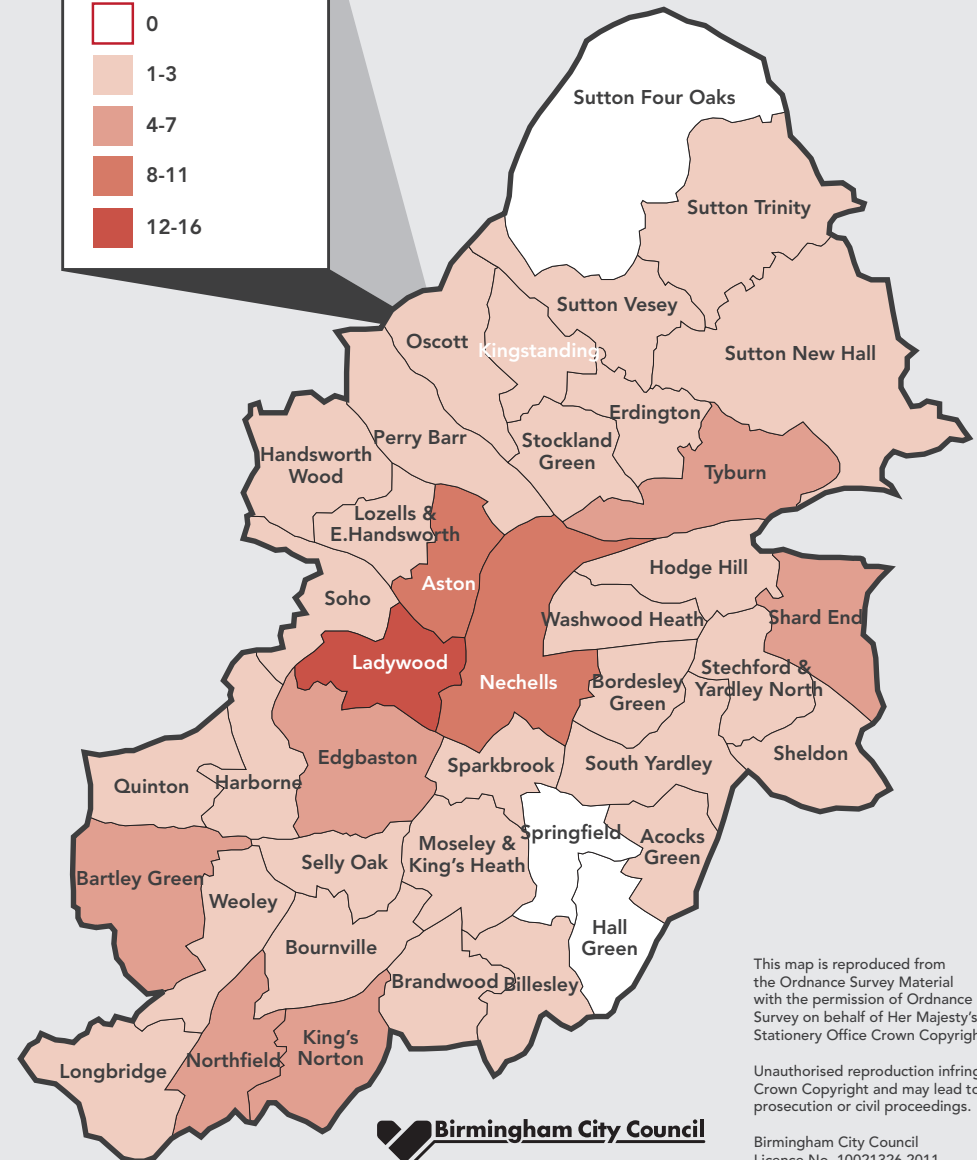
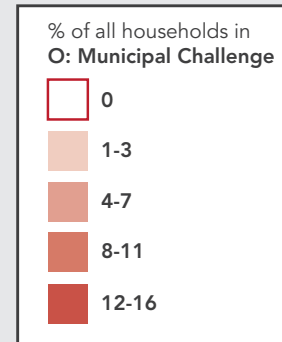
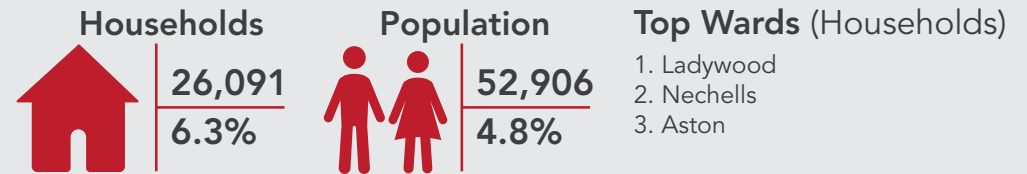
Contact By:
Mobile call, post, landline



No Contact By:
Text, email



Smartphone Use:
Average



Council Priorities

Summaries of national segment information

Council Services

% Total of BCC Services by Segment



Health and well-being

Very Poor: Have high proportions suffering from poor/very poor health. Above average smokers, with high proportions smoking heavily. Drink lower than average but very inactive.



Physical Activity

Very Low: Most do not exercise or participate in sport.



Crime rate

High crime rate, but not the highest. Most crimes are above average, with robbery, public disorder, and drugs the highest.



Sustainability

Not very environmentally aware or friendly.



Qualifications & Skills

Low: High proportion of no qualifications but also high proportion of foreign/work-related qualifications.



Employment

Highest rate of long-term unemployment of all groups. Those in work tend to be in manual or low level service jobs.



Income & Benefits

Very low: One of the most deprived segments, find it the most difficult to cope on income. This group has an average household income of £19,860.

High levels of dependency on the state - highest access for most benefits compared to other groups, particularly job-related and housing benefits.



Housing

This group is very high for **social housing** (council/housing association).

	Proportion of Total Service/Area in this Segment	Segment Rank for Each Service/Area	Index Score
--	--	------------------------------------	-------------

Adult Education	5.8	6	121
Adult Social Care - All	5.9	6	123
Adult Social Care - Older Adults 65+	5.4	8	112
Schoolchildren	4.9	5	102
Reception Schoolchildren with Excess Weight	6.9	4	143
Year 6 Schoolchildren with Excess Weight	4.2	5	87
Child Protection	12.2	3	252
Children in Care	13.6	4	281
Council Housing Stock	21.4	2	341
Leisure Members	4.2	11	88
Be Active Members	4.7	10	97