

Group O – Families in low rise social housing with high levels of benefit need

Key Characteristics

- Disadvantaged
- Low income
- Unemployment
- Long term illness
- Low rise council housing
- One parent families
- High TV watching
- Dependent on state benefits

Receptive Communication Channels

Accessing Services

- Face to face

Accessing Information

- Local papers
- Face to face

Non-Receptive Communication Channels

Accessing Services

- Internet
- Telephone
- Mobile phone
- Post

Accessing Information

- Internet

Group O in Warwickshire

Number of households in Warwickshire	6,644
County Rank (1-15, where 1st is largest Group)	14th
Percentage of Warwickshire households	2.8%
Percentage of households nationally	5.5%

Group O Types	Households	Rank*
O67 Older tenants on low rise social housing estates where jobs are scarce	1,016	49th
O68 Families with varied social structures living on low rise social housing estates	2,485	35th
O69 Vulnerable young parents needing substantial social support	3,143	31st

* Rank 1-69 where 1st is largest Type

Group O makes up a relatively small proportion of the population in Warwickshire when compared to the national average, but is likely to have a significant dependency on public sector service provision. Geographically, Group O households are relatively concentrated, approximately two thirds of Group O households are located in just 20 Super Output Areas.

What is Mosaic?

The Mosaic dataset categorises households into groups with certain common characteristics. It allocates every household in the country to one of 15 Groups and 69 Types using demographic information and data on economic status, health, lifestyles, attitudes, interests and other themes. It also provides information on a household's preferred methods of accessing information or communication.

For local authorities, Mosaic can help establish that different customer types have different needs and understand where specific service needs are located. In addition, it can help understand the preferred communication channels of each customer type and thus help target services and information more effectively.

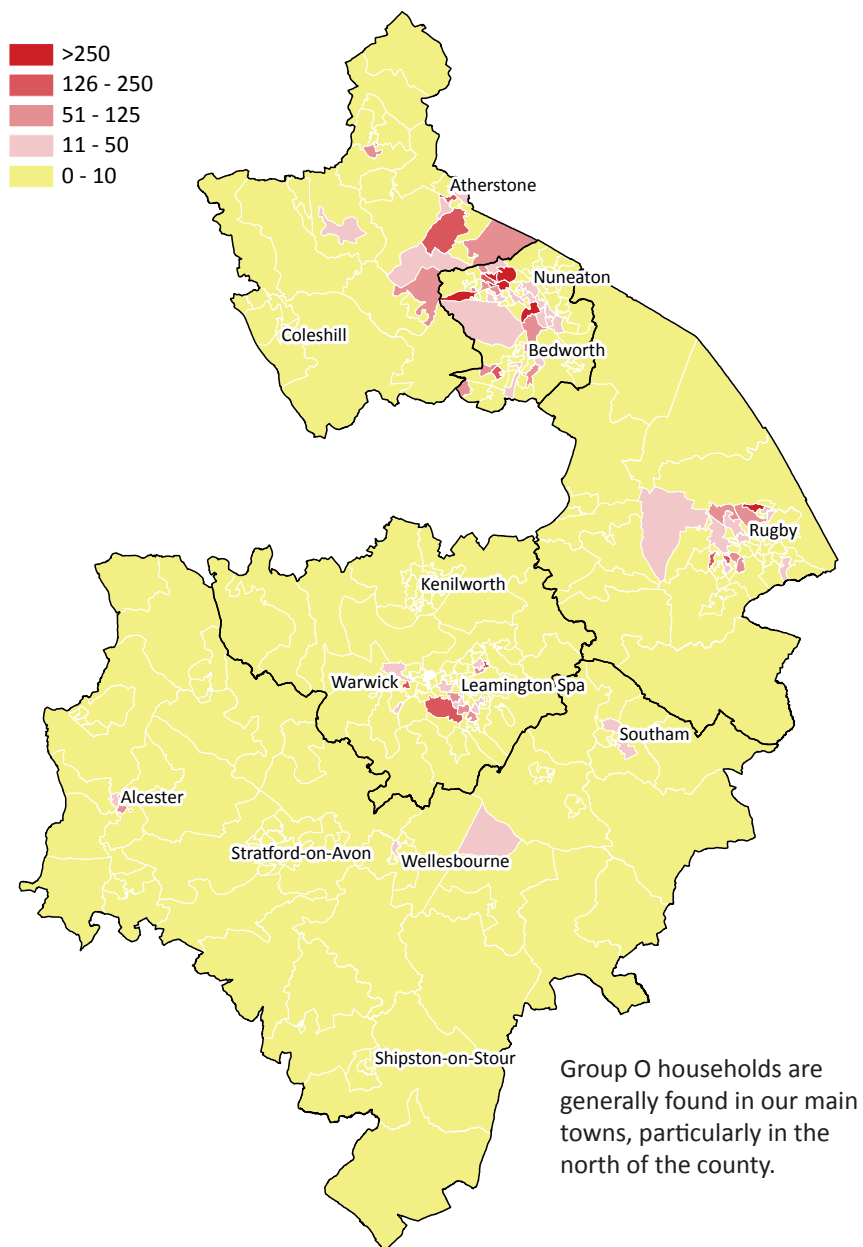
This profile highlights the volume and location of Group O households around the county. It describes their key characteristics and points to some of the likely service needs. Other potential applications for Mosaic for local authorities are summarised at the end of this profile.

For further information on Mosaic or to discuss how it can be applied to your area of work, please contact the Warwickshire Observatory on 01926 418066 or research@warwickshire.gov.uk

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Where are the Group O households in Warwickshire?

Number of Group O households in each Super Output Area



Top 20 Super Output Areas in Warwickshire for Group O

Rank	Super Output Area	Group O Households	% of Warwickshire Group O households	Cumulative Group O households	Cumulative % of Warwickshire Group O households
1	Camp Hill Village Centre	486	7.3%	486	7.3%
2	Bar Pool North & Crescents	405	6.1%	891	13.4%
3	Camp Hill West & Quarry	402	6.1%	1,293	19.5%
4	Brownsover South Lake District North	373	5.6%	1,666	25.1%
5	Middlemarch & Swimming Pool	330	5.0%	1,996	30.1%
6	Kingswood Grove Farm & Rural	286	4.3%	2,282	34.4%
7	Atherstone Central - Centre	220	3.3%	2,502	37.7%
8	Overslade North West	219	3.3%	2,721	41.0%
9	Camp Hill South West & Brook	197	3.0%	2,918	44.0%
10	Mancetter South and Ridge Lane	182	2.7%	3,100	46.7%
11	Admirals East	166	2.5%	3,266	49.2%
12	Bede East	163	2.5%	3,429	51.7%
13	Packmores West & The Cape	159	2.4%	3,588	54.1%
14	Warwick Gates North & Myton South	146	2.2%	3,734	56.3%
15	Lillington East	143	2.2%	3,877	58.5%
16	Heath Sports	137	2.1%	4,014	60.6%
17	Hill Top	109	1.6%	4,123	62.2%
18	Lillington South	107	1.6%	4,230	63.8%
19	Keresley North and Newlands	99	1.5%	4,329	65.3%
20	Galley Common South East	89	1.3%	4,418	66.6%

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Service Needs Summary

Although Group O is relatively small in terms of volume it is likely to contain some of Warwickshire's most vulnerable households. Service needs relating to financial need and social support for vulnerable families and older people are likely to be higher in those areas where Group O households are present. Some 45% of Group O households (3,000) are estimated to have a household income below £15,000 per annum. Group O has types which distinguish between households with older people on lower incomes and families with children on low incomes making it possible to identify different service need requirements within this group. Group O has a higher propensity for long term illness and heavy smoking.

Nearly 30% of Group O households are estimated to be without a car; over twice the national average, with a corresponding higher dependency on public transport. Although the impact of this is likely to be mitigated by the fact that Group O households tend to be concentrated in more urban locations where public transport to key services is more available, it is a factor when considering services provision generally. Group O households are likely to contain households least likely to engage in greener lifestyles with some household types particularly resistant or unconvinced by the green case.

Group O's willingness to self serve is relatively low with few receptive service channels preferring face to face or local papers relative to other channels. Communication and engagement with Group O households therefore presents a greater challenge than is perhaps the case for some other Mosaic groups.

Examples of how Mosaic has been applied in Warwickshire

Using Customer Insight in North Warwickshire to reduce child poverty
Warwickshire Observatory worked with North Warwickshire Borough Council on a customer profiling project to address child poverty. By combining and mapping data on Council Tax and Housing Benefits, Free School Meals claimants and the Mosaic household classification dataset, the Observatory was able to pinpoint which areas a new outreach service should be targeting.

<http://wp.me/pGw9x-2p>

Mosaic Applications for Local Authorities

Mosaic has a number of applications for Local Authorities across a variety of service areas. These broadly include:

Community Profiling

Mosaic profiling can help local authorities understand the proportions of each household type in a particular area. It can thus paint a picture of the likely demographics, lifestyle, culture and behaviours in a designated area.

Identify communities of need

Mosaic can be used to identify households across the county with a propensity to display certain characteristics, including certain demographics, lifestyles, behaviours or attitudes. For example it might be possible to identify households with higher or lower propensities to smoke, engage in recycling activities or take up certain leisure pursuits and plan service delivery and communication with those groups accordingly.

Customer Profiling

Mosaic analysis can be applied to the county council's own customer data to build a profile of the types of users of particular services. It is therefore possible to identify geographical communities or communities of identity which are under utilising the service. Using customer data, it is possible to point out areas of possible mismatch between need, usage and provision and then in turn ensure relevant communication channels are used.

Deprivation

Mosaic complements the current Index of Multiple Deprivation by providing an estimate of deprivation at the very lowest level, therefore making it possible to identify pockets of deprivation below the level of Super Output Area. It can also provide an improved understanding of the types of people and deprivation in an area, such as older people on low incomes or families.

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Further Information:	http://bit.ly/MosaicBackground