



## Stoke-on-Trent- Loneliness and Social Isolation: 2017 Update

### Introduction & Methodology

This report provides an update to the version of May 2015 compiled in-response to the 'National Campaign to End Loneliness – connections in older age' [www.campaigntoendloneliness.org.uk](http://www.campaigntoendloneliness.org.uk)

As part of the Age Friendly City agenda – Stoke-on-Trent City Council's Public Health Department – who originally initiated the investigation into the nature of the issue across the City – have, in-conjunction with partners, requested an update for 2017.

The City Council's Corporate Intelligence function has undertaken the following analysis to assess the potential nature of the issue on their behalf.

The approach has been to analyse the 'potential risk factors' at household level using Experian's MOSAIC 2016 product. A total of 52 factors have been adopted across 9 'isolation-related' themes – these are summarised on page 3 of this report.

In turn, each of the City's 115,200 properties has been assigned a relative 'risk' weighting across each of the 52 factors – these have been subsequently aggregated into a weighted score for each of the 9 themes.

These nine themes have then been aggregated into a single score and the scores assigned to one of seven distinct categories:-

Category		'Typical' Characteristics	Number of Properties / % of Total
At Most Risk of Social Isolation – Loneliness	1	Single, Elderly-Old, Low Income, No car, Poor Health – Multiple Conditions, Little use off technology	13,214 (11.5%)
	2		5,415 (4.7%)
	3 - 4		15,792 (13.7%)
At least Risk of Social Isolation - Loneliness	5	Younger, Cohabiting- Married with or without children, Physically active, Employed, Own a Car, High use of technology	36,718 (31.9%)
	6		28,282 (24.6%)
	7		15,775 (13.7%)

The 52 factors have been aggregated to street, ward and Lower Super Output Area [LSOA] geographies – to identify potential 'hot spots' across the City – these 'hot spots' are listed on pages 4 & 5 of this report –and are visually represented in the maps on the subsequent pages.

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## Stoke-on-Trent- Loneliness and Social Isolation: 2017 Update

### Stoke-on-Trent 2017 – Spotfacts

#### Recent Trends

- **An ageing population** - The population aged 65 and over has increased by 9.1% since the 2011 Census - as those born in the 1946-1950 post-war period have reached retirement age. Increasing from 15.6% to 16.8% of the population [ONS Mid-year estimates, 2015]
- **Economic Inactivity** - Some 39,600 adults of working age are not in work (25.1% of the working age population). More than one-in-six households (18.3%) contain no-one in employment (15,000 households) [ONS Annual Population Survey, 2016]
- **Qualifications** - 27,000 adults aged 16-64 years (17.0%) have no qualifications compared with 8.6% nationally [ONS Annual Population Survey, 2016]
- Average household **incomes** are only 70% of the GB average and the 5<sup>TH</sup> lowest of all Local Authority districts [CACI Ltd 2016]
- **Poverty and Hardship** – The City is the 14<sup>th</sup> most deprived local authority area in England – 30% of the population living in the 10% most deprived areas [CLG 2015]. Levels of Fuel poverty are amongst the highest in England.

#### Projections

- The predicted numbers of **older persons** (aged 75 and over) expected to be **living alone** by 2030 is expected to increase by 30% (15,100 to 19,500).
- The projected numbers unable to manage **domestic tasks, self-care activities, or basic mobility tasks** is set to significantly over the same period.
- The number of persons expected to be living with **dementia**, longstanding conditions caused by either a **stroke or bronchitis/emphysema** will increase by one-third.
- Issues related to **continence, visual or hearing impairment, obesity and diabetes** are also set to increase at rates over-and-above expected population growth alone.

[Projection Older People Population Information [www.poppi.org.uk](http://www.poppi.org.uk)]

Loneliness And Social Isolation is not a 'standalone' agenda – it is intrinsically linked to wider culture and prevailing social and economic conditions

While not experiencing the impacts of rural isolation seen in many shire and county boroughs – the complex interplay of poor health – low incomes – smaller family size - and single occupancy suggest that Loneliness is a significant feature of life for many people in the City.

'Down and anxious' – when loneliness hits - <http://www.bbc.co.uk/news/uk-38760612>

'Tackling loneliness – some ideas' - <http://www.bbc.co.uk/news/uk-38814960>



## Stoke-on-Trent- Loneliness and Social Isolation: 2017 Update

### Loneliness and Social Isolation Stratification Model – Indicator List

Theme	Section	Measure	Source
Demographics	Age	66-75 and 76+	ConsumerView
	Household composition	Single	
	Family lifestage	Older single and Elderly single	
General - Property	Accessibility	Access to shopping centres and high streets	GIS Analytics + ShopPoint
General - Work Lives	Employment status	Part-time / housewife	ConsumerView
		Retired	
	Level of responsibility	Never worked and Long-term unemployed	Census
General - Finances	Personal income	Median income, Mean income, <£10k	ConsumerView
	Household income	Median income, Mean income, <£15k	
	Financial stress	Very difficult on household income	TGI
	Method of receipt of state benefits	Paid into bank / building society account or Post Office card account	
	Current accounts	Hold no current accounts	
General - Home Lives	Length of residency	<1 year	ConsumerView
	Driving licence	Yes	Research Now
	Car ownership	No	
General - Perspectives	Values and personality	Like to be surrounded by different people, cultures and ideas Quality of human contact improved by technology Keen sense of adventure Enjoy life and don't worry about future Worry a lot about oneself Like to pursue a life of challenge, novelty and change There is little that can be done to change life	TGI
Education	Highest qualification	No qualifications	Census
Health	Care providers	Provides no unpaid care	Census
	Activity limited	Problem or disability limits activities / work	TGI
	Medical conditions	Asthma Arthritis and Rheumatism High blood pressure or Poor blood circulation Hearing problems High cholesterol and Diabetes Heart problems Depression	
	Visits to GP	Not seen GP at all	
	Taking care of self	Do not take care of self as well as should	
	Exercise (jogging, walking, gym)	Do not exercise	
	Self-diagnosed conditions	Anxiety – Depression	Research Now
Engagement & Communications	Email access or Internet surfing	Not at all	Research Now Channel Preference
	Mobile connection	No mobile phone	Research Now



## Stoke-on-Trent- Loneliness and Social Isolation: 2017 Update

### Ward level analysis

The following table identifies the estimated numbers and rates of loneliness and social isolation across the City at ward level.

Ward Name	Category		% of Household in Area	
	1	2	1 only	1 & 2
Abbey Hulton and Townsend	614	181	13.8%	17.8%
Baddeley, Milton and Norton	971	661	12.3%	20.7%
Bentilee and Ubberley	633	112	13.0%	15.3%
Birches Head and Central Forest Park	664	112	12.9%	15.1%
Blurton East	288	267	12.1%	23.2%
Blurton West and Newstead	301	84	10.7%	13.7%
Boothen and Oakhill	388	41	13.0%	14.4%
Bradeley and Chell Heath	237	196	9.7%	17.7%
Broadway and Longton East	366	65	13.9%	16.4%
Burslem Central	241	180	7.0%	12.2%
Burslem Park	288	170	12.1%	19.3%
Dresden and Florence	305	91	14.0%	18.2%
Eaton Park	323	245	14.0%	24.7%
Etruria and Hanley	315	161	8.9%	13.4%
Fenton East	341	51	11.0%	12.6%
Fenton West and Mount Pleasant	399	138	13.6%	18.3%
Ford Green and Smallthorne	372	145	12.5%	17.4%
Goldenhill and Sandyford	395	4	15.6%	15.7%
Great Chell and Packmoor	543	152	12.2%	15.7%
Hanford and Trentham	475	611	9.4%	21.4%
Hanley Park and Shelton	53	2	2.1%	2.2%
Hartshill and Basford	263	47	8.2%	9.7%
Hollybush and Longton West	478	210	18.3%	26.3%
Joiner's Square	245	238	8.0%	15.7%
Lightwood North and Normacot	193	28	9.4%	10.8%
Little Chell and Stanfield	338	49	12.2%	14.0%
Meir Hay	184	19	8.2%	9.0%
Meir North	350	233	12.1%	20.2%
Meir Park	121	216	6.2%	17.2%
Meir South	354	17	14.0%	14.7%
Moorcroft	243	38	9.8%	11.3%
Penkhull and Stoke	406	63	12.6%	14.6%
Sandford Hill	279	57	11.8%	14.2%
Sneyd Green	349	123	14.3%	19.3%
Springfields and Trent Vale	403	13	13.5%	13.9%
Tunstall	268	127	9.0%	13.3%
Weston Coyney	228	268	10.3%	22.4%
<b>City Total</b>	<b>13,214</b>	<b>5,415</b>	<b>11.5%</b>	<b>16.2%</b>



## Stoke-on-Trent- Loneliness and Social Isolation: 2017 Update

### Ward level summary

- The top ten wards in terms of volumes of households with Category 1 Loneliness (highlighted) account for only 30.2% of the City's 13,214 total.
- Only one ward – Hanley Park and Shelton has less than 5% of households designated as 'category 1'.
- Even considering the addition of 'category 2' households – only one ward has more than 25% of its households classified as being at most risk of Loneliness / Social Isolation.
- There is no particular spatial concentration of 'category 1' households across the city at ward level.

The following pages examine the concentration of those household estimates to be most at risk of Loneliness / Social Isolation at both LSOA level - mirroring the work recently done on 2011 Census data by Age UK – and at street / thoroughfare level for all 3,700+ residential thoroughfares across the city.

### LSOA analysis summary

- The top sixteen LSOA's (10% of the city's 159 LSOAs) - account for only 18% of the 13,213 total households designated as 'category 1'.
- Distribution of LSOA's by concentration of Category 1 households

% Category 1 Households	>15%	10 – 15%	5 - 10%	<5%
Number of LSOA	32 LSOA	68 LSOA	50 LSOA	9

- Only one LSOA (out of 159 in total) has no 'category 1' households.
- 135 LSOA have 50 or more households in 'category 1' – with 43 having 100 or more.
- Caveat: Statistics at this level of geography are potentially skewed by the presence of retirement facilities such as Berryhill, Bradeley and West End Villages.
- No direct relationship was found between poverty / deprivation and loneliness / social isolation
- While there is some spatial concentration of 'category 1' households at LSOA level – it is insufficient to inform / direct action.



## Stoke-on-Trent- Loneliness and Social Isolation: 2017 Update

The following table identifies the estimated numbers and rates of loneliness and social isolation across the City in the LSOA's with the highest incidence of Category 1 households.

LSOA Name	Category		% of Household in Area	
	1	2	1 only	1 & 2
Heathcote Road, Swingle Hill and Cockster Brook Park	237	130	27.7%	42.8%
Goldenhill and Colclough	206	3	27.2%	27.6%
Dresden Queens Park and Carlisle Street	154	8	24.6%	25.9%
Meir South Harrowby Road and Normacot Grange Road	152	15	21.5%	23.7%
Berryhill Fields, Village and Youlgreave Avenue (*)	159	157	21.0%	41.7%
Northwood Park and Stadium, Lower Mayer Street, Bucknall New Road	154	3	20.4%	20.8%
Trent Vale Stone Road, Keelings Drive, Collin Road, and Flash Lane	119		19.4%	19.4%
Northwood East Keelings Road, Prime Street and Cromer Road	155	8	19.3%	20.3%
Smallthorne Newford Estate West	125	2	19.3%	19.6%
Penkhull Trent Valley Road, Farm and Boon Avenue	154	29	18.5%	22.0%
Sandford Hill Anchor Road Marlow Road and Smith Street	118		18.0%	18.0%
Bucknall Fellbrook Lane and Ruxley Road East	115	12	18.0%	19.9%
Abbey Hulton Abbots Road and Carmountside	118		18.0%	18.0%
Mill Hill and High Lane	119		18.0%	18.0%
Longton Centre, Exchange, Strand and Uttoxeter Road	184	90	17.4%	25.9%
Norton and Bellerton Lanes	143	151	17.2%	35.4%
Goldenhill Broadfield Road, Linehouses and Holly Wall	97	1	17.2%	17.3%
Central Forest Park and surrounds	145	29	17.1%	20.6%
Fenton Cemetery, Vivian Road, Glebedale Road and Park	153		17.0%	17.0%
University Hospital, Hilton Road, Lodge and Franklin Road	108		16.9%	16.9%
Abbey Hulton Holehouse Priory Roads	111		16.8%	16.8%
Birches Head West Barthomley Road and Moston Street	110		16.2%	16.2%
Sneyd Green Courtway Drive	104	22	16.1%	19.6%
Little Chell and Pitts Hill	109	1	15.9%	16.1%
Hanford Wilson Road and Diarmid Road	114		15.9%	15.9%
Chell Monks Neil Park	87	10	15.9%	17.7%



## Stoke-on-Trent- Loneliness and Social Isolation: 2017 Update

### Street / Thoroughfare Analysis and Summary

- 2,402 of the city's 3,714 residential street / thoroughfares (64.7%) were found to have at least 1 property classified in 'category 1'
- 1,092 of the 3,714 total street / thoroughfares (29.4%) were found to have neither category 1 or 2 households.
- 'Category 1' properties were found to comprise more than 50% of the total in 174 city streets (these streets were found to be in 36 of the city's 37 wards)
- 50 thoroughfares were found to contain more than 25 'category 1' properties (these streets were found to be in 26 of the city's 37 wards) – However, a number of these thoroughfares cross-over two or ward boundaries (Leek Road, London Road, Dividy Road, Leek New Road, Lightwood Road, Blurton Road).

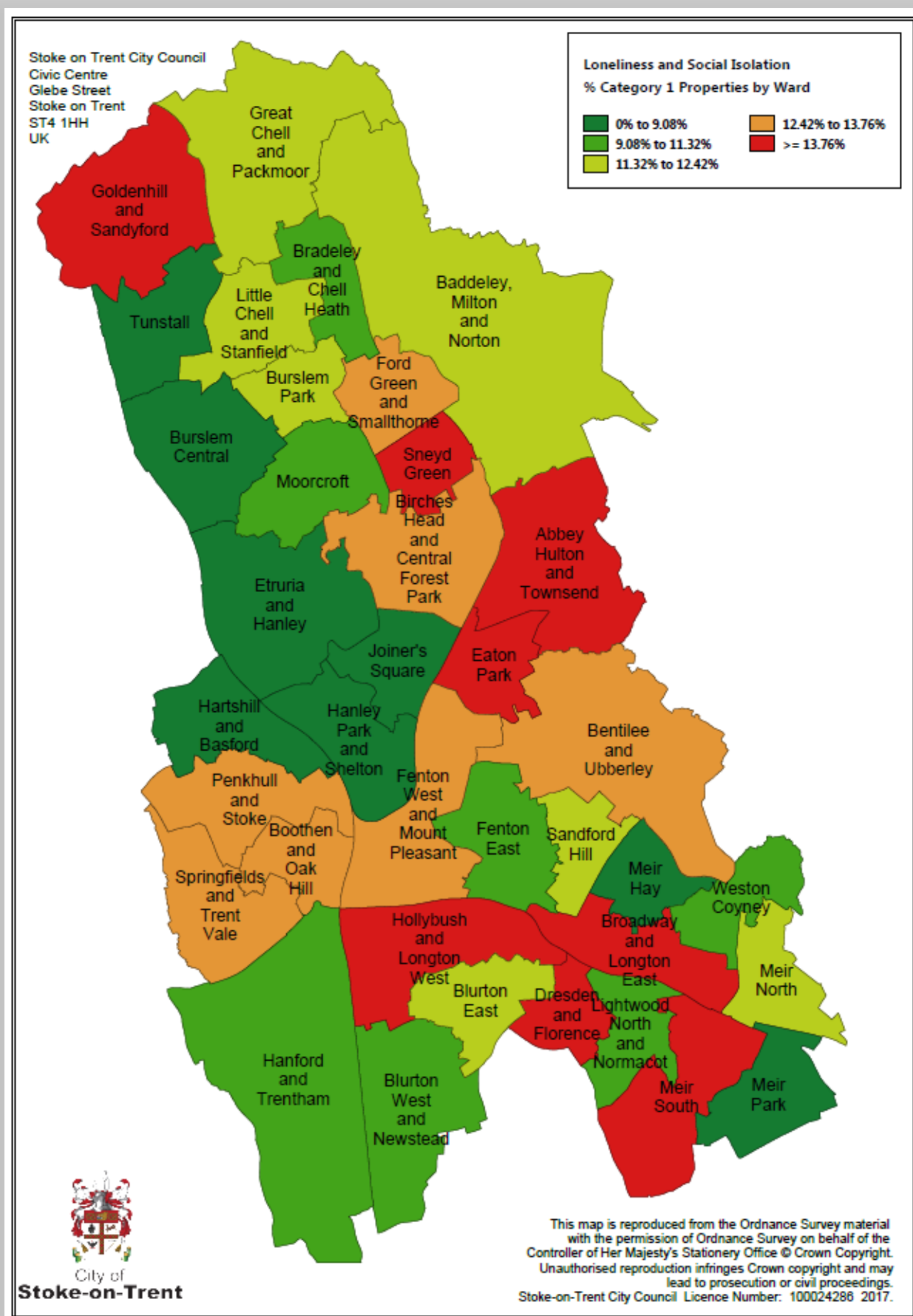
The following table identifies the estimated numbers and rates of loneliness and social isolation across the City in a range of selected streets / thoroughfares with the highest incidence of Category 1 & 2 households.

Thoroughfare / Ward	Total Properties	Category		% of Household in Area	
		1	2	1 only	1 & 2
Arbourfield Drive - Eaton Park	197	6	156	3.0%	82.2%
Werburch Drive - Hanford & Trentham	143	7	79	4.9%	60.1%
Stubbs Lane - Joiners Square	124	2	114	1.6%	93.5%
Holyhead Crescent - Weston Coyney	72	0	68	0%	94.4%
Kirkup Walk - Hollybush & Longton West	52	17	35	32.7%	100%
Viscount Walk - Meir South	48	48	0	100%	100%
Cotteril Grove - Burslem Central	46	0	44	0%	95.7%
Sunnyfield Oval - Baddeley, Milton, Norton	56	0	43	0	76.8%
Lowhurst Drive – Gt Chell & Packmoor	92	43	0	46.7%	46.7%
Shannon Drive – Goldenhill & Sandyford	58	38	0	65.5%	65.5%
Albany Street - Goldenhill & Sandyford	32	29	1	90.6%	93.8%

Further examination indicates that some of the streets with the highest incidence and rates of category 1 properties are somewhat spatially concentrated – as demonstrated on the map on page 10 of this document..



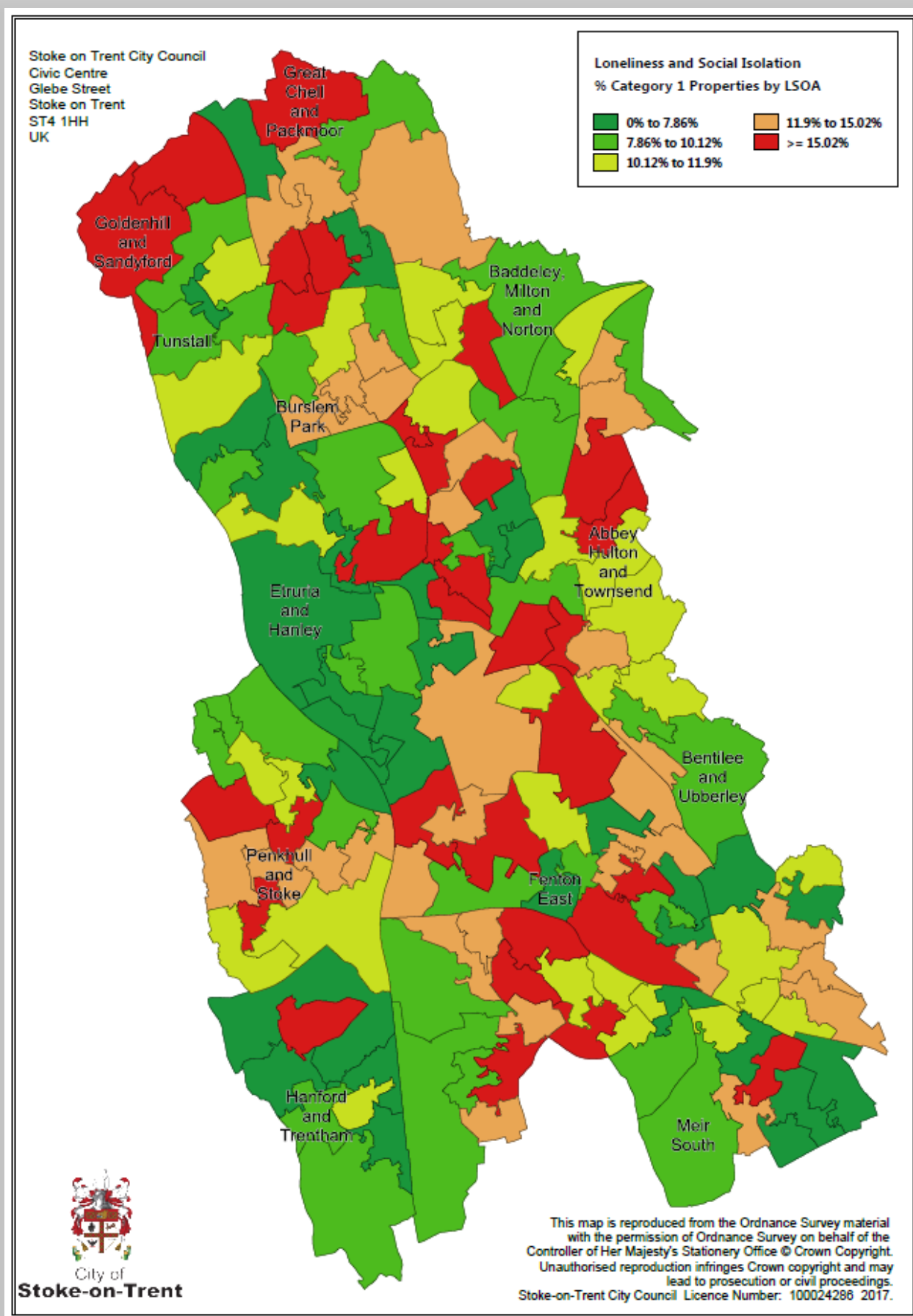
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### Loneliness and Social Isolation 2017 – Ward Classification

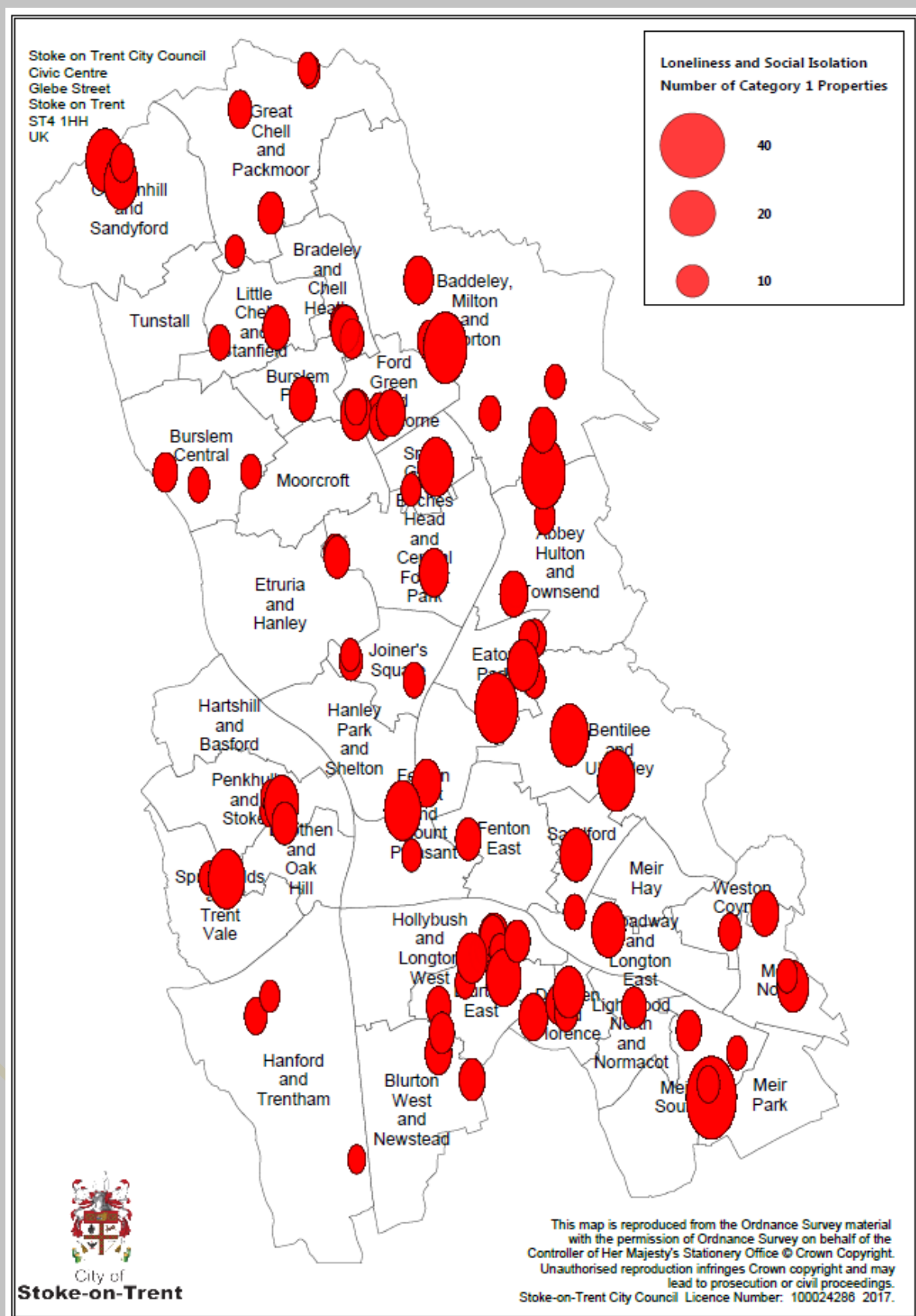


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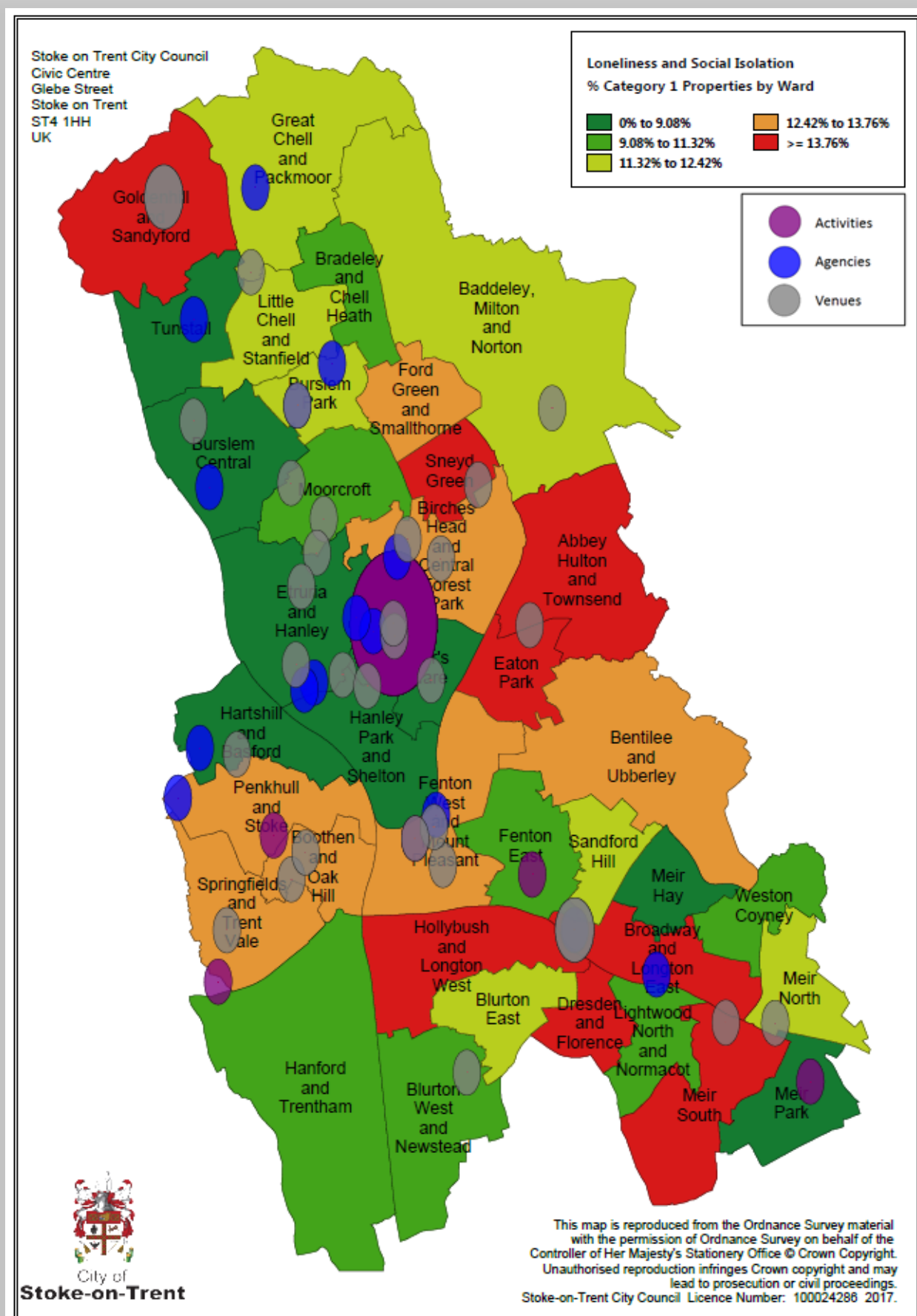
### Loneliness and Social Isolation 2017 –Super Output Area Classification

## Stoke-on-Trent- Loneliness and Social Isolation: 2017 Update



### ***Loneliness and Social Isolation 2017 – Hotspot Postcodes***

## Stoke-on-Trent- Loneliness and Social Isolation: 2017 Update



### Loneliness and Social Isolation 2017 – Ward Classification – With Agencies and Activities