local futures

Making more effective use of local data

John Fisher, Director
Local Futures Group

19th March 2009

Structure of presentation

- What is OAC?
- Future developments
- Opportunities for Local Authorities

Output Area Classification System (OAC)

- Geodemographic system
- Developed by ONS
- Open and transparent
- Limited support from OAC User Group (affiliated to RSS)

local futures

Supergroup	Group	Sub Group
1 Blue Collar Communities	1a Terraced Blue Collar	1a1 Preparing the Nest
		1a2 Serving Society
		1a3 Brigh Horizons
	1b Younger Blue Collar	1b1 City Fringe Youthful Hard Work
		1b2 Small Town Youthful Hard Work
	1c Older Blue Collar	1c1 Respectable Resilience
		1c2 Peripheral Provision
		1c3 Industrial Legacy
2 City Living	2a Transient Communities	2a1 Graduate Living
		2a2 Student Hangouts
	2b Settled in the City	2b1 Cities in the Suburbs
		2b2 Opulent Urban Dwellers
3 Countryside	3a Village Life	3a1 Country Seclusion
		3a2 Semi-secluded Countryside
	3b Agricultural	3b1 Agricultural Fringe
		3b2 Urban Fringe
	3c Accessible Countryside	3c1 Village Life
		3c2 Older Country Dwellers
4 Prosperous Suburbs	4a Prospering Younger Families	4a1 Thriving With Achievement
		4a2 Rewards of Prosperity
	4b Prospering Older Families	4b1 Happiness in Success
		4b2 Beginning to Fly the Nest
		4b3 Young Suburban Families
		4b4 Moving up in the World
	4c Prospering Semis	4c1 Selling in Security
		4c2 Bright Horizons
		4c3 Semi Suburban Mix
	4d Thriving Suburbs	4d1 Asian Endeavour
		4d2 Working Towards Comfort
5 Constrained by Circumstances	5a Senior Communities	5a1 Departure from Paucity
		5a2 Providing with Difficulty
	5b Older Workers	5b1 Restricted Job Seekers
		5b2 Working Hard to Upgrade
		5b3 Working Hard to Survive
		5b4 Twilight Trail
	5c Public Housing	5c1 Anxiety with Age
		5c2 Small Town Terrace Properties
		5c3 City Fringe Terraced Families
6 Typical Traits	6a Settled Households	6a1 Young Families with Kids
		6a2 Older Domestic Synthesis
	6b Least Divergent	6b1 Looking to the Future
		6b2 Families on the up
		6b3 Familiar Families
	6c Young Families in Terrace Housing	6c1 Middle of the Road
		6c2 Conformist Younger Families
	6d Aspiring Households	6d1 Traditional Family Estates
		6d2 Young and Crowded Skies
7 Multicultural	7a Asian Communities	7a1 Raising Kids Under Stress
		7a2 On the Buses
		7a3 Asian Entrepreneurs
	7b Afro-Caribbean Communities	7b1 No Place Like Home
		7b1 Here for Good

7 Supergroups

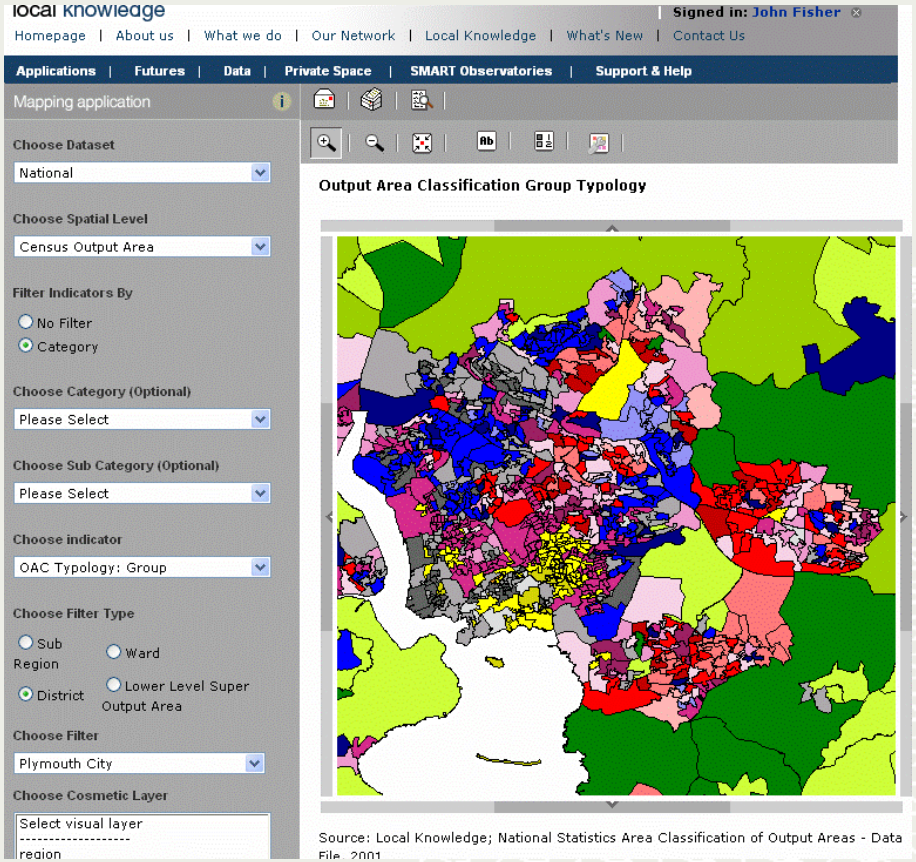
21 Groups

52 Sub-groups

local futures

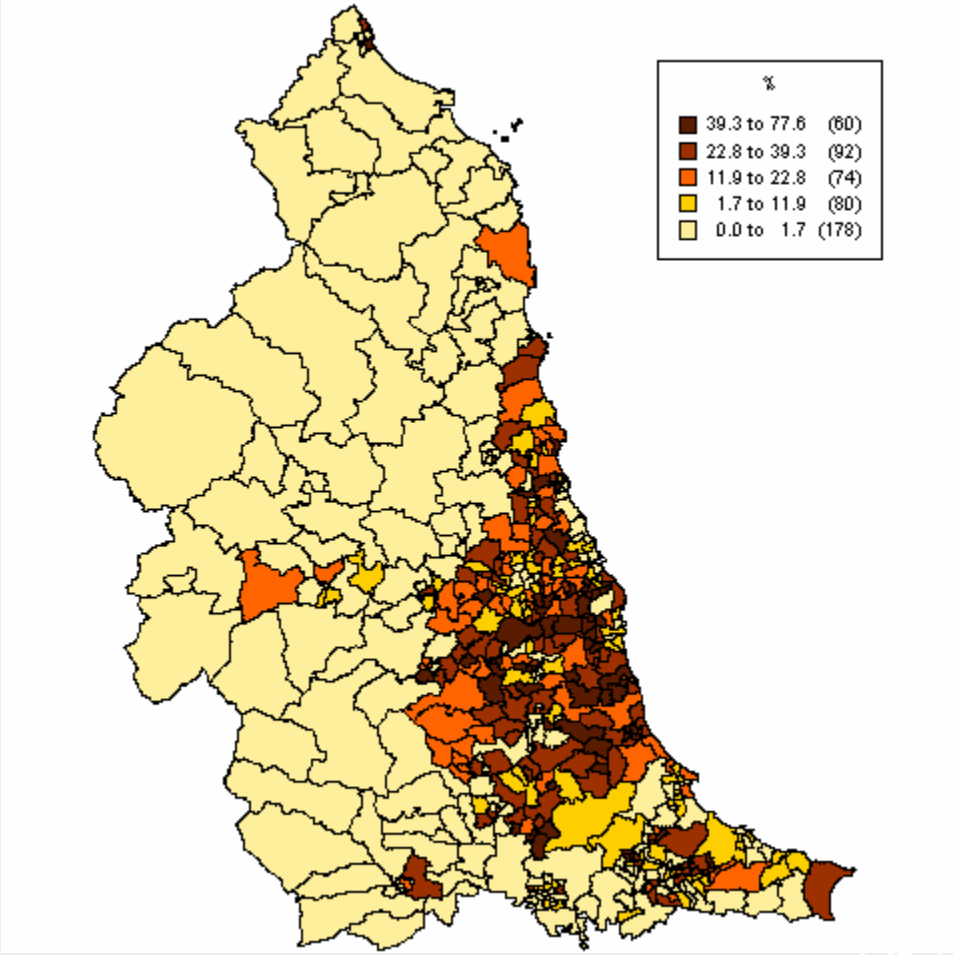
Local Knowledge

- On-line GIS system developed by Local Futures
- Used by researchers and policymakers across Local Government
  - 1,300 national indicators
  - Held at regional, sub-regional/county, district, ward, LLSOA and COA level
  - Interactive toolkit (map, rank, compare, profile)
  - Private space
- Now includes OAC
- Enables analysis across Britain at all geographical levels



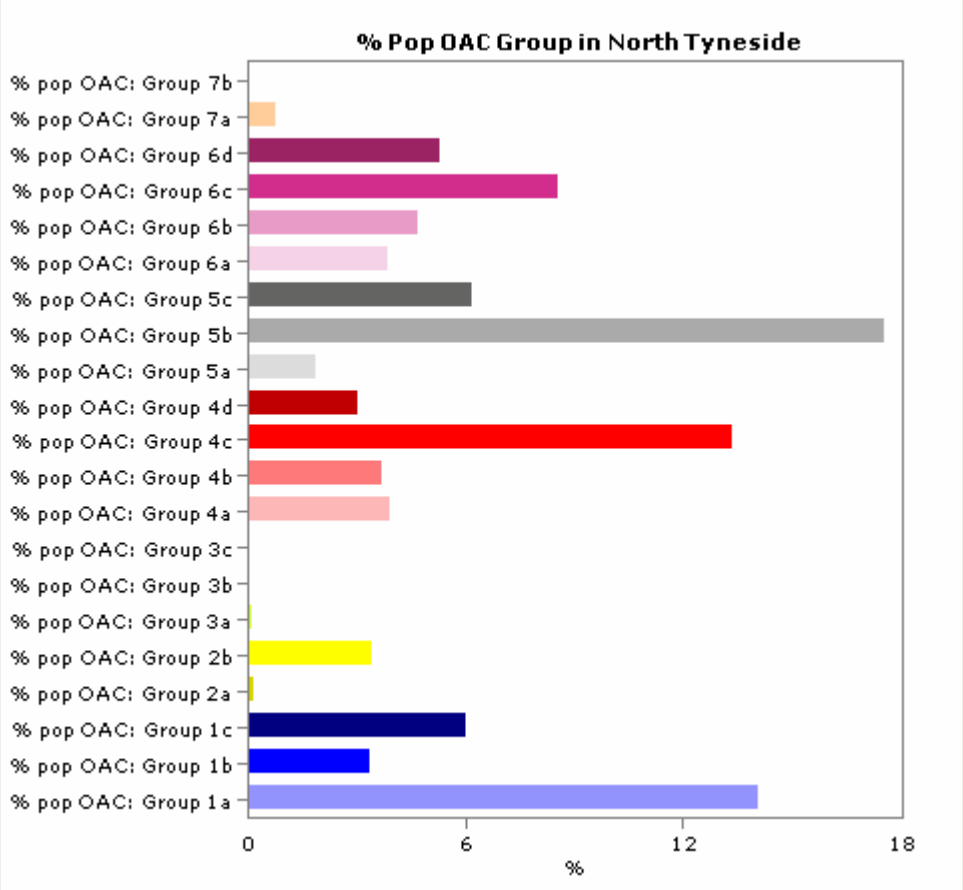
local futures

The proportion of the population that are classified within the Output Area Classification as Group 1a



local futures

North Tyneside - groups

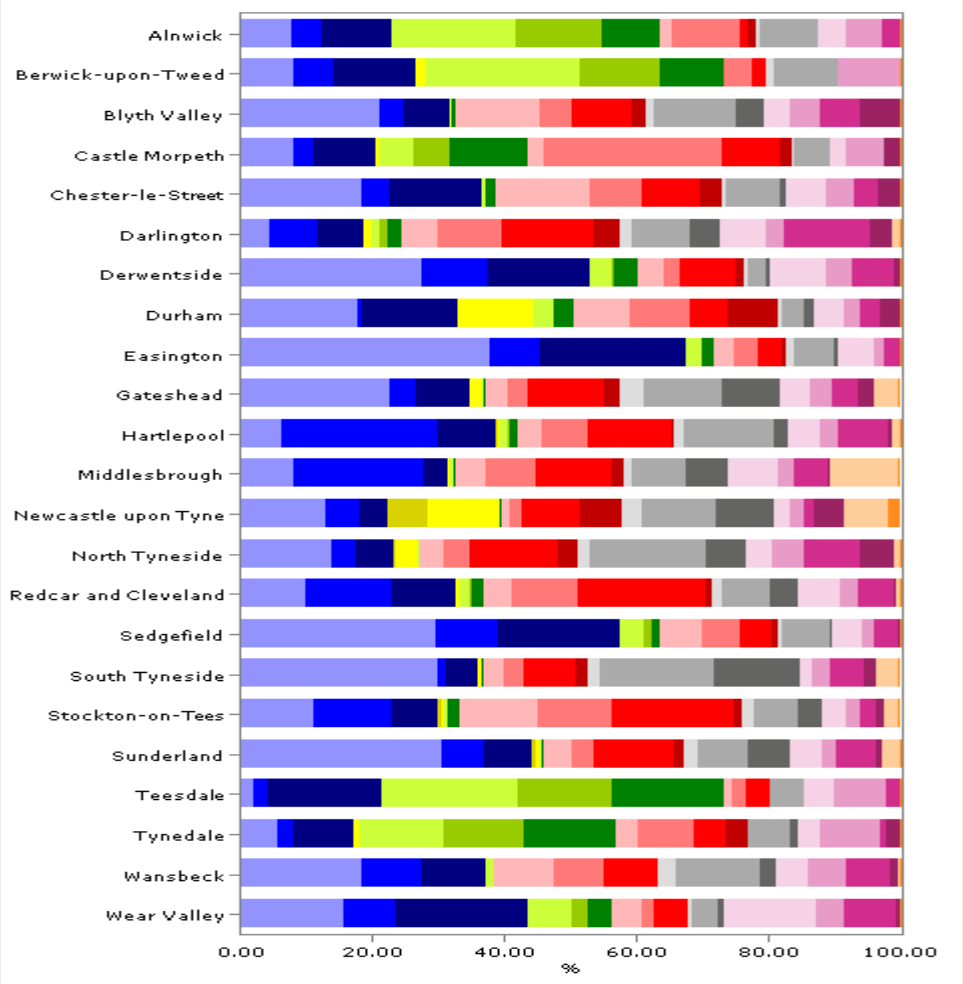


Map Key - Mouse over row for additional details

Group 1a	Terraced Blue Collar
Group 1b	Younger Blue Collar
Group 1c	Older Blue Collar
Group 2a	Transient Communities
Group 2b	Settled in the City
Group 3a	Village Life
Group 3b	Agricultural
Group 3c	Accessible Countryside
Group 4a	Prospering Younger Families
Group 4b	Prospering Older Families
Group 4c	Prospering Semis
Group 4d	Thriving Suburbs
Group 5a	Senior Communities
Group 5b	Older Workers
Group 5c	Public Housing
Group 6a	Settled Households
Group 6b	Least Divergent
Group 6c	Young Families in Terraced Homes
Group 6d	Aspiring Households
Group 7a	Asian Communities
Group 7b	Afro-Caribbean Communities

local futures

North East Districts

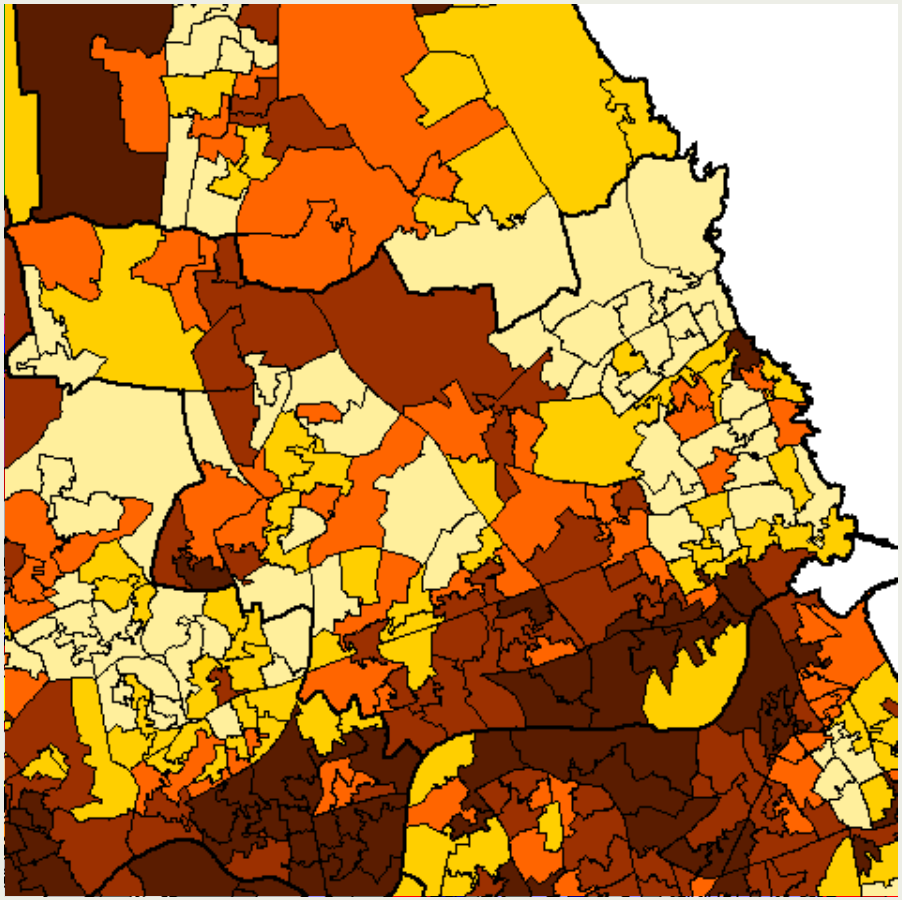


Map Key - Mouse over row for additional details

Group 1a	Terraced Blue Collar
Group 1b	Younger Blue Collar
Group 1c	Older Blue Collar
Group 2a	Transient Communities
Group 2b	Settled in the City
Group 3a	Village Life
Group 3b	Agricultural
Group 3c	Accessible Countryside
Group 4a	Prospering Younger Families
Group 4b	Prospering Older Families
Group 4c	Prospering Semis
Group 4d	Thriving Suburbs
Group 5a	Senior Communities
Group 5b	Older Workers
Group 5c	Public Housing
Group 6a	Settled Households
Group 6b	Least Divergent
Group 6c	Young Families in Terraced Homes
Group 6d	Aspiring Households
Group 7a	Asian Communities
Group 7b	Afro-Caribbean Communities

local futures

North Tyneside groups

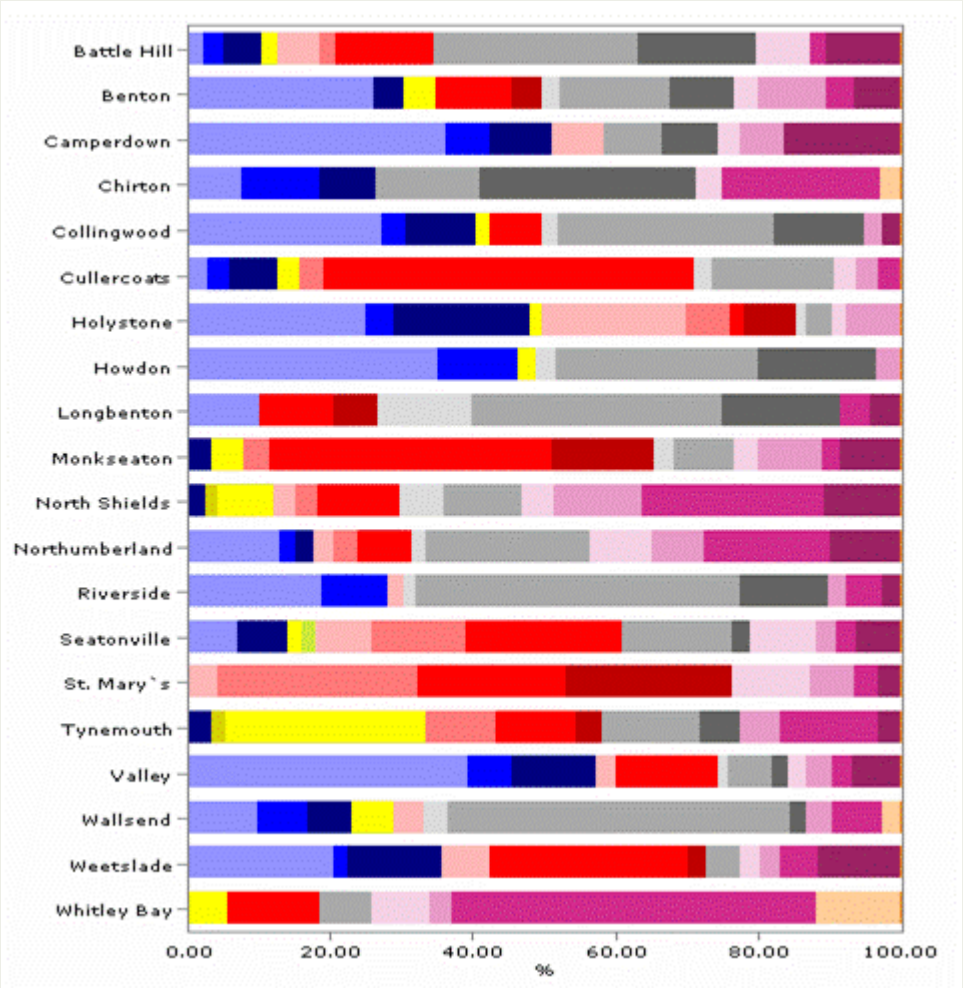


Map Key - Mouse over row for additional details

Group 1a	Terraced Blue Collar
Group 1b	Younger Blue Collar
Group 1c	Older Blue Collar
Group 2a	Transient Communities
Group 2b	Settled in the City
Group 3a	Village Life
Group 3b	Agricultural
Group 3c	Accessible Countryside
Group 4a	Prospering Younger Families
Group 4b	Prospering Older Families
Group 4c	Prospering Semis
Group 4d	Thriving Suburbs
Group 5a	Senior Communities
Group 5b	Older Workers
Group 5c	Public Housing
Group 6a	Settled Households
Group 6b	Least Divergent
Group 6c	Young Families in Terraced Homes
Group 6d	Aspiring Households
Group 7a	Asian Communities
Group 7b	Afro-Caribbean Communities

local futures

North Tyneside wards



Map Key - Mouse over row for additional details

Group 1a	Terraced Blue Collar
Group 1b	Younger Blue Collar
Group 1c	Older Blue Collar
Group 2a	Transient Communities
Group 2b	Settled in the City
Group 3a	Village Life
Group 3b	Agricultural
Group 3c	Accessible Countryside
Group 4a	Prospering Younger Families
Group 4b	Prospering Older Families
Group 4c	Prospering Semis
Group 4d	Thriving Suburbs
Group 5a	Senior Communities
Group 5b	Older Workers
Group 5c	Public Housing
Group 6a	Settled Households
Group 6b	Least Divergent
Group 6c	Young Families in Terraced Homes
Group 6d	Aspiring Households
Group 7a	Asian Communities
Group 7b	Afro-Caribbean Communities

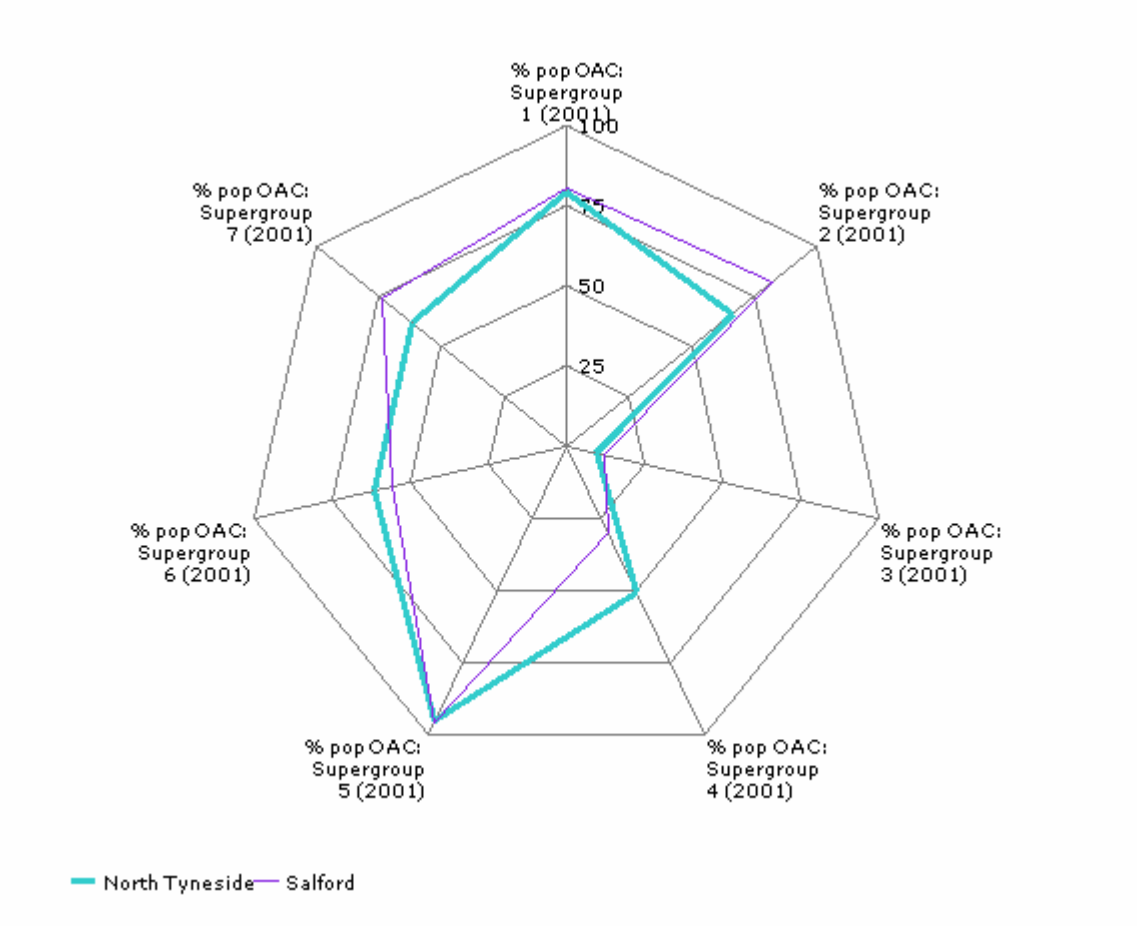
local futures

North Tyneside Wards

Rank	Geography	% pop OAC: Supergroup 1 (%) 2001	% pop OAC: Supergroup 2 (%) 2001	% pop OAC: Supergroup 3 (%) 2001	% pop OAC: Supergroup 4 (%) 2001	% pop OAC: Supergroup 5 (%) 2001	% pop OAC: Supergroup 6 (%) 2001	% pop OAC: Supergroup 7 (%) 2001
1	Battle Hill	10.42	2.16		21.88	45.37	20.17	
2	Benton	30.27	4.59		14.8	27.13	23.2	
3	Camperdown	51.23			7.22	15.89	25.66	
4	Chirton	26.31				45.02	25.95	2.71
5	Collingwood	40.32	2.19		7.24	45.29	4.96	
6	Cullercoats	12.61	3.16		55.35	19.61	9.27	
7	Holystone	47.96	1.78		35.67	4.97	9.63	
8	Howdon	46.24	2.69			47.66	3.41	
9	Longbenton	10			16.6	64.89	8.51	
10	Monkseaton	3.35	4.47		57.48	11.5	23.19	
11	North Shields	2.49	9.67		17.55	17.26	53.03	
12	Northumberland	17.63			13.97	24.88	43.52	
13	Riverside	28.06			2.31	59.46	10.17	
14	Seatonville	14.17	1.73	1.97	43.11	18.03	20.99	
15	St. Mary`s				76.3		23.7	
16	Tynemouth	3.37	30.17		24.74	19.21	22.51	
17	Valley	57.39			16.97	9.84	15.79	
18	Wallsend	23.1	5.84		4.26	53.6	10.61	2.58
19	Weetslade	35.72			37.17	4.77	22.34	
20	Whitley Bay		5.64		12.92	7.33	62.24	11.87

local futures

North Tyneside Supergroups



Nearest neighbours

Salford

Thurrock

Sheffield

Stoke on trent

Lincoln

Newport

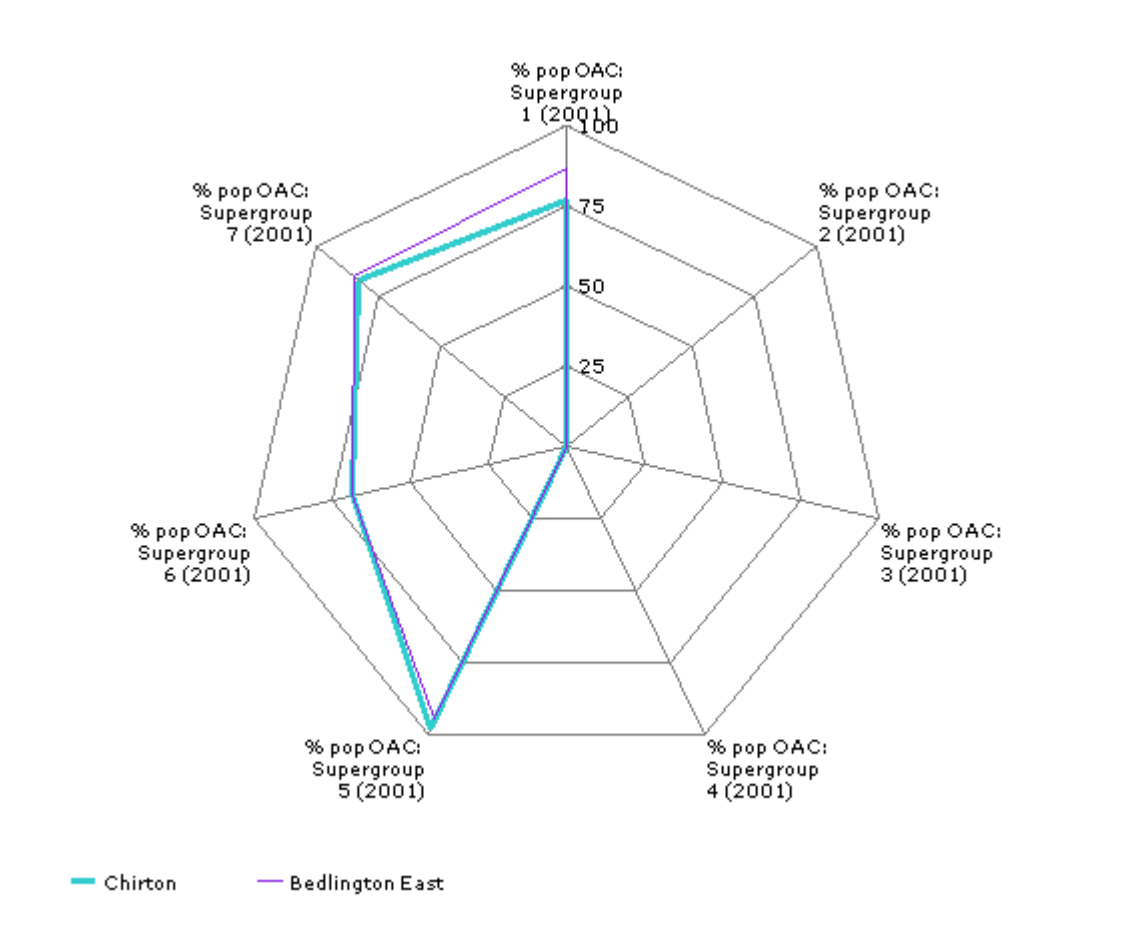
Welwyn Hatfiield

Gateshead

Crawley

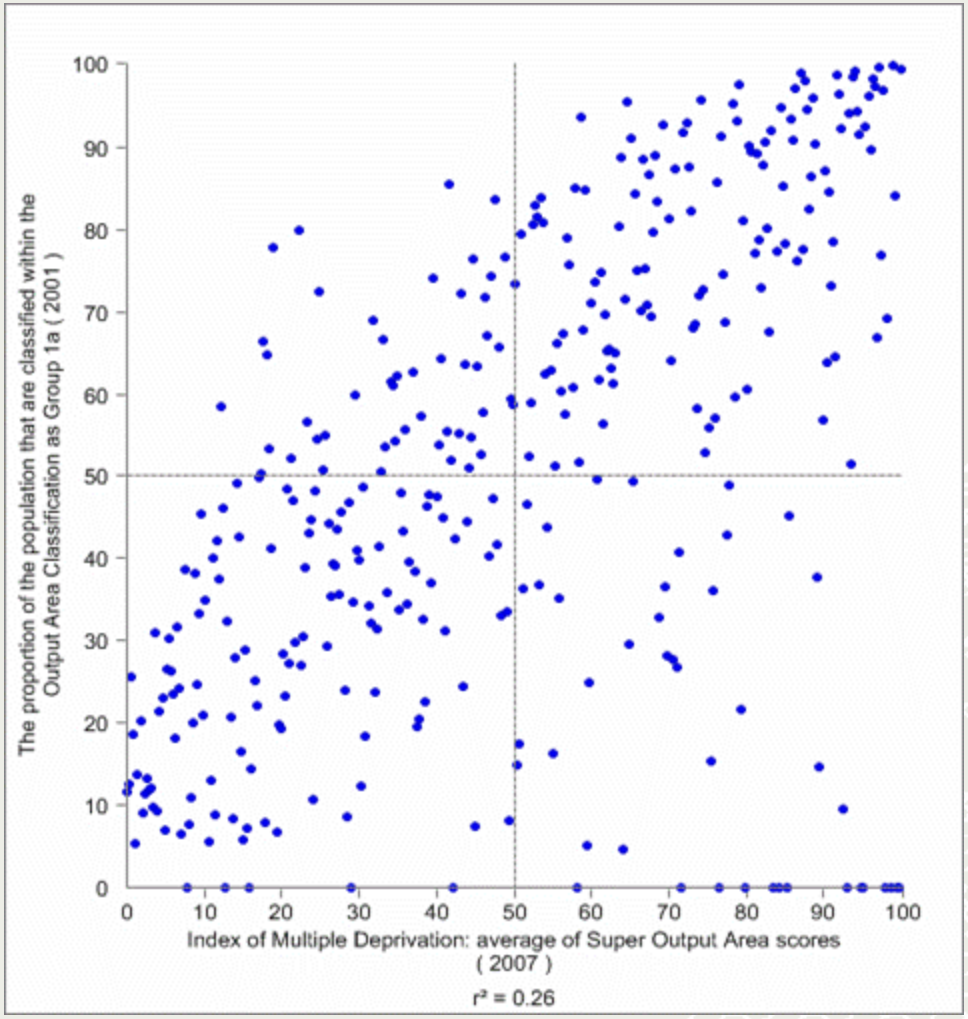
local futures

Chirton Ward, North Tyneside



local futures

Deprivation v Group 1a

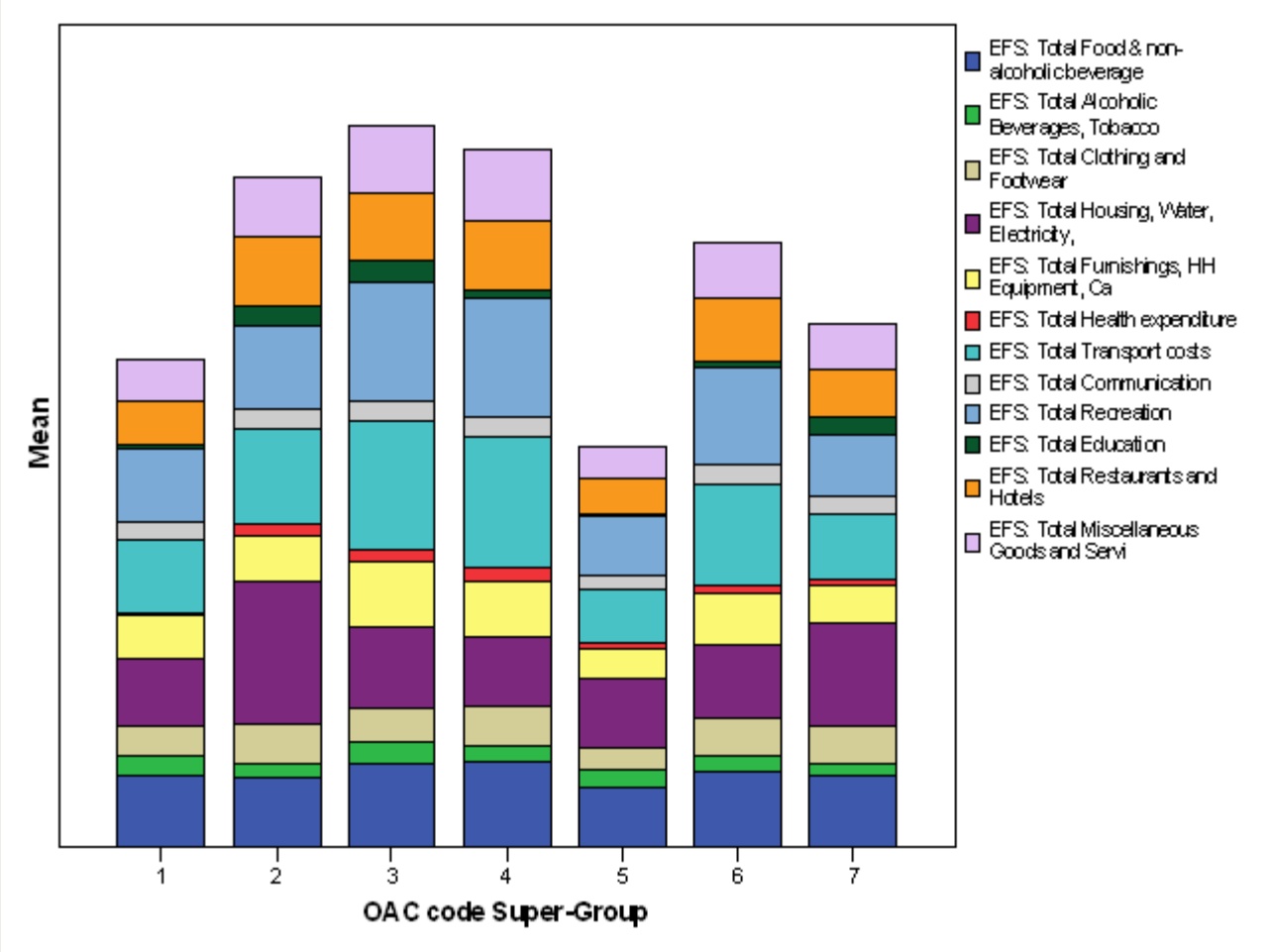


OAC-tagged National Surveys

- Expenditure and Food Survey (ONS)
  - household spending patterns, food consumption and nutrition, income
- English Housing Survey (ONS)
  - household composition and status variables (e.g. ethnicity, income, education and health); household accommodation and length of residence, housing conditions, rent and mortgage payments, local area satisfaction, second homes
- Family Resources Survey (ONS)
  - income and benefits; tenure and housing costs; assets and savings; occupation and employment; health and ability to work; pensions; carers and those needing care
- British Household Panel Survey
  - Individual details - core subjects include neighbourhood and individual demographics, current employment, labour and non-labour income, health and caring , employment history, values and opinions. Continuous measures of income and employment histories over the life of the survey
  - Household details - core subjects include size and condition of dwelling, ownership, housing costs, consumer durables.
  - Good source of longitudinal data.

local futures

Household Expenditure by OAC

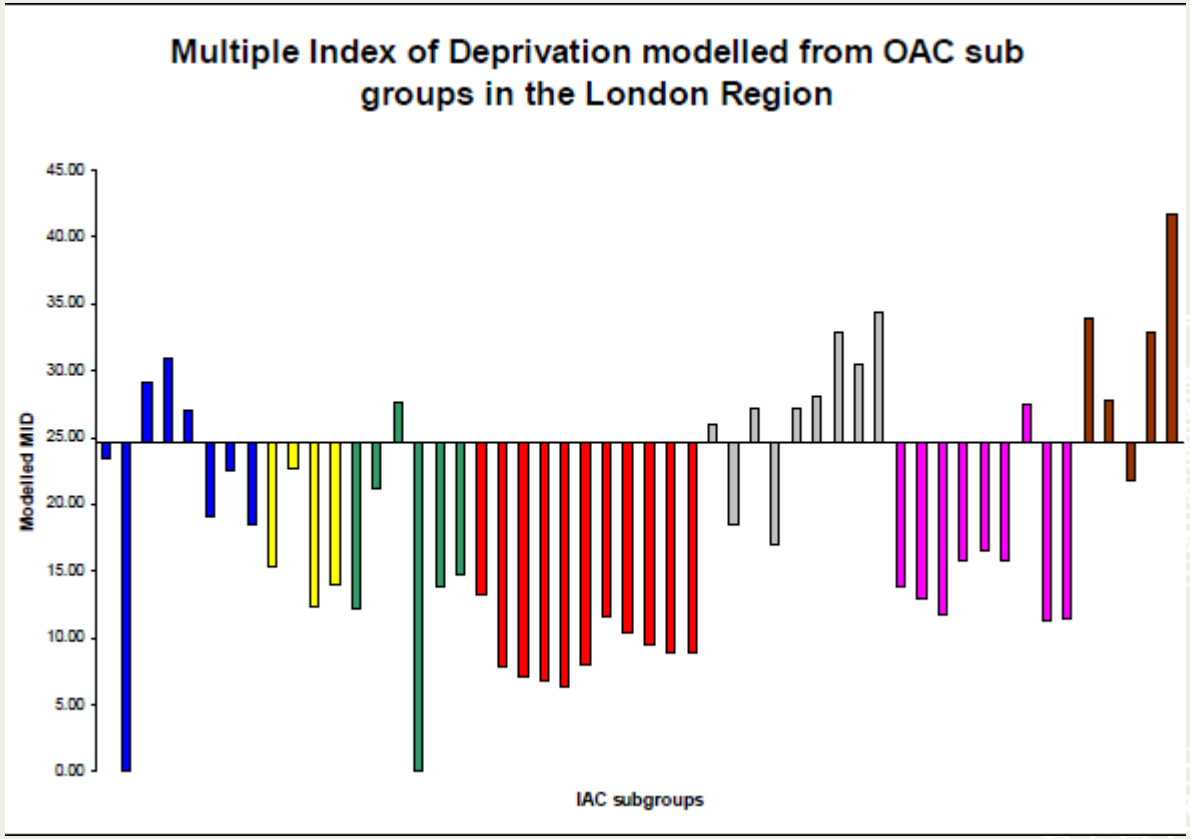


Other ONS Household Surveys

- Labour Force Survey
- General Household Survey
- Household Assets Survey
- Omnibus
- HIS Outputs

local futures

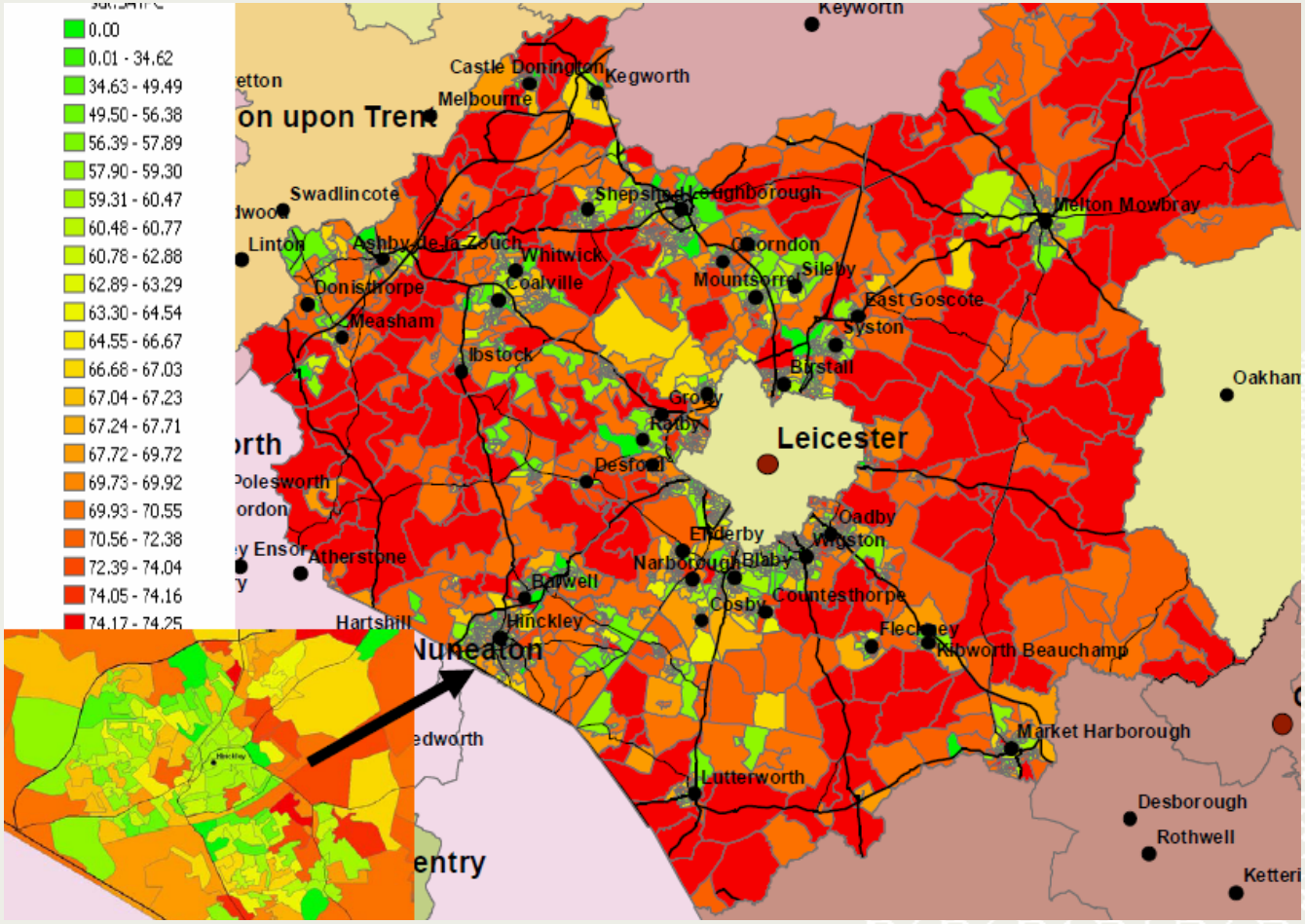
Deprivation modelled to OAC Groups



local futures

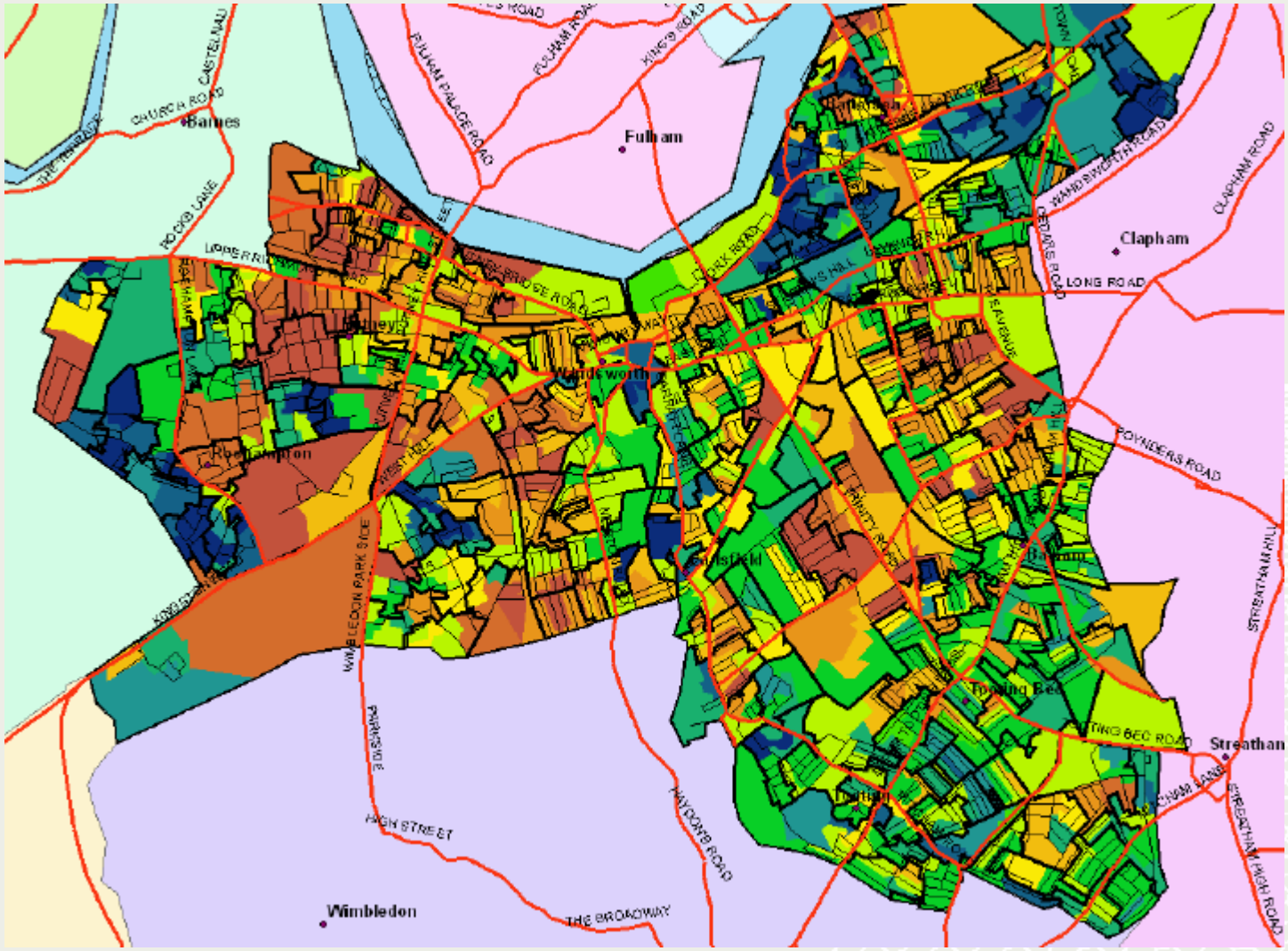
Modelled satisfaction with area

% very or fairly satisfied



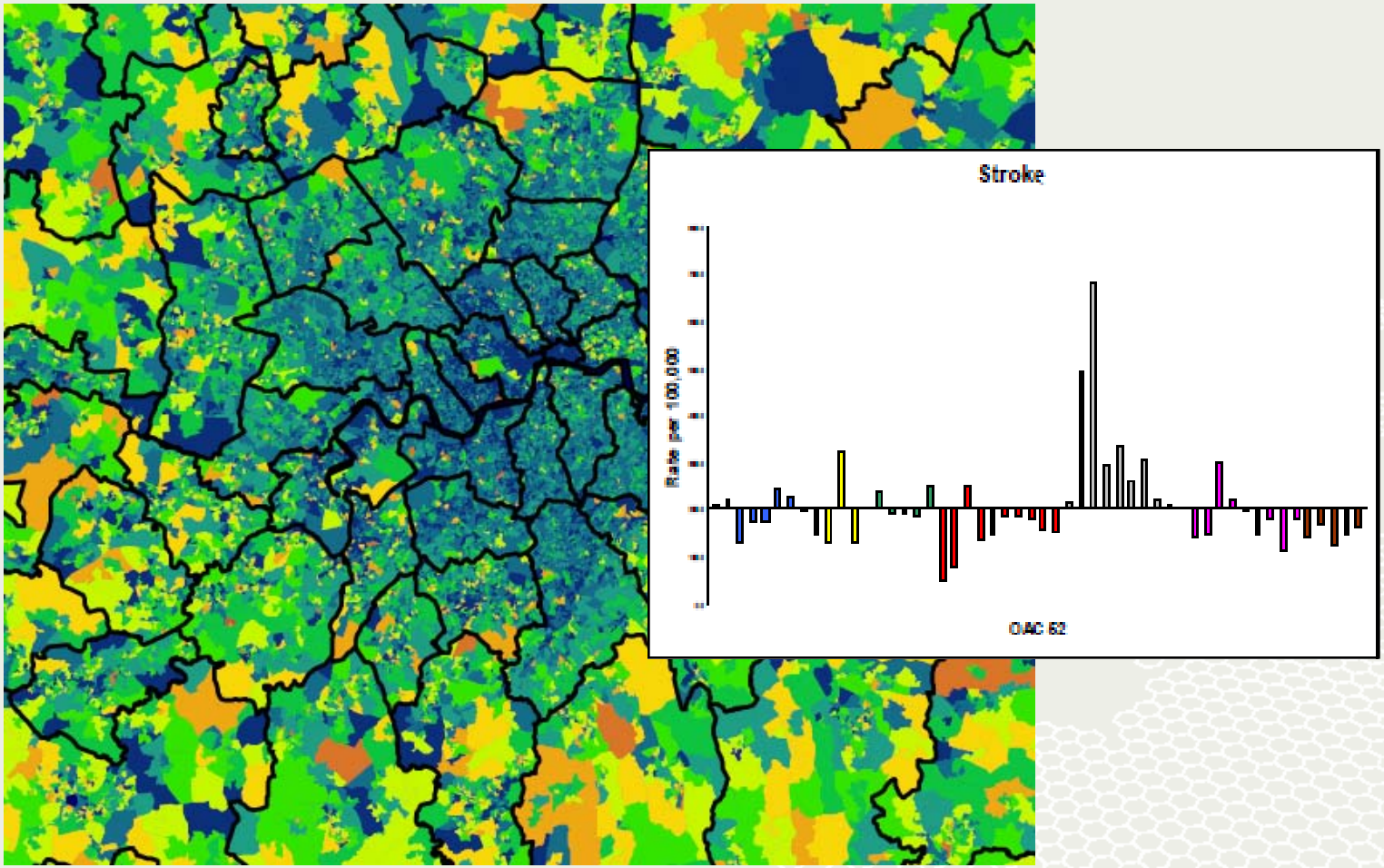
local futures

IMD modelled to COA level



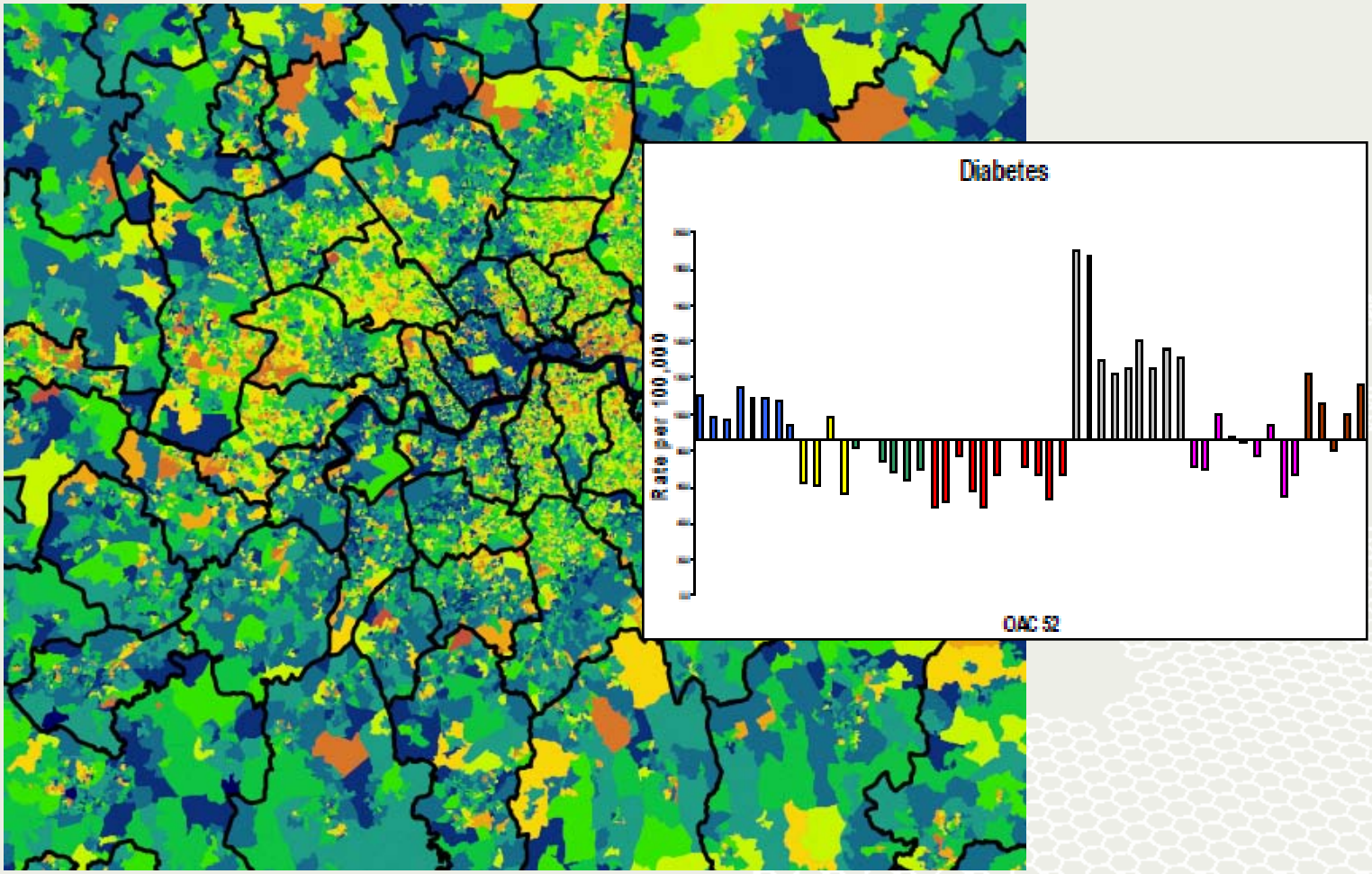
local futures

Modelled stroke incidence



local futures

Modelled diabetes incidence



local futures

Exploit the OAC opportunity!

- A common language for understanding citizens, customers and communities
- Developed by ONS
- Open and transparent
- Free
- A bright (and colourful) future!

local futures

john.fisher@localfutures.com
www.localfutures.com