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Disclaimer

Please note that whilst every attempt has been made to quality check this information, no data is completely accurate. However these profiles are designed to make the best use of available intelligence at the time of producing the profiles.
1. Borough map

Rossendale covers an area of 13,805 hectares, approximately 4.8% of Lancashire
## 2. Borough performance

<table>
<thead>
<tr>
<th>Topic</th>
<th>Rosendale</th>
<th>Lancashire</th>
<th>NW</th>
<th>England</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population change (2015 vs 2011)</td>
<td>2.1%</td>
<td>1.7%</td>
<td>1.7%</td>
<td>3.3%</td>
</tr>
<tr>
<td>Population density (population per hectare) (2015)</td>
<td>5.03</td>
<td>3.87</td>
<td>5.06</td>
<td>4.20</td>
</tr>
<tr>
<td>Economically active residents (2015)</td>
<td>73%</td>
<td>74%</td>
<td>71%</td>
<td>75%</td>
</tr>
<tr>
<td>Average house price (2016)</td>
<td>£142,858</td>
<td>£155,666</td>
<td>£150,082</td>
<td>£232,885</td>
</tr>
<tr>
<td>Residents who own their own home</td>
<td>70%</td>
<td>71%</td>
<td>65%</td>
<td>63%</td>
</tr>
<tr>
<td>Detached housing</td>
<td>20%</td>
<td>22%</td>
<td>18%</td>
<td>22%</td>
</tr>
<tr>
<td>Access to at least one car</td>
<td>78%</td>
<td>77%</td>
<td>73%</td>
<td>74%</td>
</tr>
<tr>
<td>Reported crime change (2010-2012)</td>
<td>-1%</td>
<td>-7%</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Day to day activities not limited</td>
<td>80%</td>
<td>80%</td>
<td>80%</td>
<td>82%</td>
</tr>
<tr>
<td>IMD rank (a higher number is better out of 32,482 LSOAs)</td>
<td>18584.24</td>
<td>16730.13</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>
3. Population and density

Population

2011 – 67,982 (accounting for 5.8% of the Lancashire population)

Population density

2011 – 4.9 people per hectare (compared to 4.0 pph for Lancashire)

2015 – 69,487 (accounting for 5.8% of the Lancashire population)

2015 – 5.03 people per hectare (compared to 3.87 pph for Lancashire)

Source: 2011 census (Nomisweb) and 2015 estimates (ONS)
4. Population change

- Population in Rossendale has increased between 2011 and 2015 by 2.1%
- This is higher than the Lancashire increase of 1.7% and also higher than the North West increase of 1.7% but lower than the national increase of 3.3%

Source: 2011 census (Nomisweb) and 2015 estimates (ONS)
5. Age groups

- Average age in Rossendale is 39.6 yrs compared to 40.5 yrs in Lancashire
- The Rossendale age group breakdown is similar to all comparator areas
- But Rossendale appears to be witnessing a larger shift in its age group composition
  - A relatively larger decrease in those aged 0-15 and 25-44
  - A relatively larger increase in those aged 45+
  - Hence, an ageing population

**Age group breakdown 2011**

<table>
<thead>
<tr>
<th></th>
<th>0-15</th>
<th>16-24</th>
<th>25-44</th>
<th>45-64</th>
<th>65+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rossendale</td>
<td>19%</td>
<td>11%</td>
<td>26%</td>
<td>28%</td>
<td>15%</td>
</tr>
<tr>
<td>Lancashire</td>
<td>18%</td>
<td>12%</td>
<td>25%</td>
<td>27%</td>
<td>18%</td>
</tr>
<tr>
<td>North West</td>
<td>19%</td>
<td>12%</td>
<td>26%</td>
<td>26%</td>
<td>17%</td>
</tr>
<tr>
<td>England</td>
<td>19%</td>
<td>12%</td>
<td>28%</td>
<td>25%</td>
<td>16%</td>
</tr>
</tbody>
</table>

Source: 2011 and 2001 census (nomisweb)
6. Ethnicity

- 94% of residents in Rossendale are White or White British
- This compares to 92% in Lancashire and 85% nationally
- Rossendale has an almost identical record with Lancashire when looking at the change over time of ethnic groups
- But the scale of ethnic change in Rossendale is less than in both the North West and nationally

Source: 2011 and 2001 census (nomisweb)
7. Language

- 97% of those aged 16+ in Rossendale speak English as their first language
- This compares to
  - 95% in Lancashire
  - 91% nationally

Source: 2011 census (nomisweb)
8. Economic activity levels

2015

- 73% of Rossendale residents are economically active
- This compares to 74% in Lancashire and 75% nationally
- 73% of all Rossendale residents are employed
  This compares to 71% in the North West
- 25% of all Rossendale residents are Economically inactive (24% for the North West)

Economically active residents 2015 vs 2011

<table>
<thead>
<tr>
<th>Region</th>
<th>2015</th>
<th>Change vs 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rossendale</td>
<td>73%</td>
<td>2%</td>
</tr>
<tr>
<td>Lancashire</td>
<td>74%</td>
<td>5%</td>
</tr>
<tr>
<td>North West</td>
<td>71%</td>
<td>2%</td>
</tr>
<tr>
<td>England</td>
<td>76%</td>
<td>6%</td>
</tr>
</tbody>
</table>

Economically inactive residents 2011

<table>
<thead>
<tr>
<th>Region</th>
<th>2011</th>
<th>2015</th>
<th>Retired</th>
<th>Student</th>
<th>Looking after home</th>
<th>LT sick/ disabled</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rossendale</td>
<td>15%</td>
<td>16%</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
<td>5%</td>
<td>2%</td>
</tr>
<tr>
<td>Lancashire</td>
<td>16%</td>
<td>15%</td>
<td>5%</td>
<td>4%</td>
<td>4%</td>
<td>5%</td>
<td>2%</td>
</tr>
<tr>
<td>North West</td>
<td>15%</td>
<td>16%</td>
<td>6%</td>
<td>4%</td>
<td>4%</td>
<td>6%</td>
<td>2%</td>
</tr>
<tr>
<td>England</td>
<td>14%</td>
<td>15%</td>
<td>6%</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Source: 2015 (nomisweb) and 2011 census
9. Claimant count

- As at December 2016, Rossendale had 845 total claimants
- Over the period between April 2013 and December 2016, the total claimant count has decreased by 42% in Rossendale
- The decrease in claimants compares favourably to that seen for the comparator area

<table>
<thead>
<tr>
<th>Area</th>
<th>Total claimants (December 2016)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rosendale</td>
<td>845</td>
</tr>
<tr>
<td>North West</td>
<td>101,715</td>
</tr>
</tbody>
</table>

Change in total claimant count, Apr 13 to Dec 2016

-91% Rossendale

-47% North West

Source: Claimant count December 2016 (nomisweb)
10. Housing - tenure

- Home ownership in Rossendale is at 70% (vs 71% in Lancashire and 63% nationally)
- Renting in Rossendale is at 15% for social rented housing and 14% for private rented housing
- Home ownership is consistently falling in all areas and has fallen by 6% in Rossendale since 2001
- This fall is not being picked up by the social rented sector – private rented the most likely alternative to ownership

Source: 2011 and 2001 census (nomisweb)
10. Housing - type

- The proportion of semi detached housing, relative to the comparator areas, is quite low in Rossendale.
- By comparison, the proportion of terraced houses account for a relatively large proportion of all housing.
- Detached properties and flats appear to be on the increase in Rossendale, whilst semi’s and terraced housing appears to be falling.

<table>
<thead>
<tr>
<th>Region</th>
<th>Detached</th>
<th>Semi</th>
<th>Terraced</th>
<th>Flats/caravans</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rossendale</td>
<td>20.2%</td>
<td>25.3%</td>
<td>43.6%</td>
<td>10.9%</td>
</tr>
<tr>
<td>Lancashire</td>
<td>21.9%</td>
<td>33.2%</td>
<td>31.5%</td>
<td>13.4%</td>
</tr>
<tr>
<td>North West</td>
<td>17.7%</td>
<td>35.7%</td>
<td>30.0%</td>
<td>16.7%</td>
</tr>
<tr>
<td>England</td>
<td>22.3%</td>
<td>30.7%</td>
<td>24.5%</td>
<td>22.5%</td>
</tr>
</tbody>
</table>

Source: 2011 and 2001 census (nomisweb)
10. Housing - prices

- The average property price for sales recorded in 2016 for Rossendale is £142,858.
- Comparing sales in March 2013 to those in January 2017, all house types have seen an increase in price in Rossendale.
- However prices for all property types in Rossendale are much lower in Rossendale than they are for the whole of England.

**Average house price, January 2017**

- **Detached**: £242,530 vs £349,905
- **Semi**: £139730.00 vs £215,929
- **Terraced**: £94056 vs £188,602
- **All types**: £142,858 vs £232,885

This data covers the transactions received at land Registry in the period 1st March to 30th January © Crown copyright 2012. If you have found an error with the data please contact Her Majesty's Land Registry (HMLR).
11. Hours worked and income

- Hours worked in 2016 are similar to competitor areas but lower than the national average.
- Pay is much lower than the national average and is among the lowest in the country.

<table>
<thead>
<tr>
<th></th>
<th>Hours worked</th>
<th>Weekly pay (gross)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Earned</td>
<td>Change since 2015</td>
</tr>
<tr>
<td>Rosendale</td>
<td>37.1</td>
<td>346.10</td>
</tr>
<tr>
<td>Lancashire</td>
<td>37.1</td>
<td>393.50</td>
</tr>
<tr>
<td>North West</td>
<td>37</td>
<td>503.2</td>
</tr>
<tr>
<td>England</td>
<td>39.2</td>
<td>528.83</td>
</tr>
</tbody>
</table>

Source: 2016 annual survey of hours and earnings (nomisweb)
12. Vehicle access

- 35% of households in Rossendale have access to at least two vehicles
- 22% of households have access to no vehicle
- Two or more vehicles within a household is consistently on the decline
- Despite the decrease in households who have access to at least one or more vehicles, Rossendale witnesses the lowest decrease across Lancashire

<table>
<thead>
<tr>
<th>Region</th>
<th>No vehicles</th>
<th>1 vehicle</th>
<th>2 or more</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rossendale</td>
<td>22%</td>
<td>43%</td>
<td>35%</td>
</tr>
<tr>
<td>Lancashire</td>
<td>23%</td>
<td>44%</td>
<td>34%</td>
</tr>
<tr>
<td>North West</td>
<td>28%</td>
<td>43%</td>
<td>30%</td>
</tr>
<tr>
<td>England</td>
<td>26%</td>
<td>42%</td>
<td>32%</td>
</tr>
</tbody>
</table>

Source: 2011 and 2001 census (nomisweb)

- All recorded crime has increased slightly over the past year in Rossendale.
- Rossendale still has a much lower crime rate in comparison to other Lancashire areas.

Please note that the scale of some of the crimes does vary. Hence in some cases a small increase in number of crimes can lead to a high % increase.

For further crime information please visit the Lancashire Multi-Agency Data Exchange.
14. Health

- 10% of residents in Rossendale state that their day to day activities are limited a lot by their health
- 80.1% state that their health has no impact on their day to day activities
- 79% of residents in Rossendale rate their health as very good or good (similar to the comparator areas)

<table>
<thead>
<tr>
<th>Region</th>
<th>Very good</th>
<th>Good</th>
<th>Fair</th>
<th>Bad</th>
<th>Very bad</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rossendale</td>
<td>46%</td>
<td>33%</td>
<td>14%</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Lancashire</td>
<td>46%</td>
<td>34%</td>
<td>14%</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>North West</td>
<td>47%</td>
<td>33%</td>
<td>14%</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>England</td>
<td>47%</td>
<td>34%</td>
<td>13%</td>
<td>4%</td>
<td></td>
</tr>
</tbody>
</table>

Residents perception of their own health 2011

Source: 2011 census (nomisweb)

For further health information please visit the [Rossendale Health Profile](#) and the [JSNA for Rossendale](#).
14. Health

- 19.2% of Year 6 (10-11) children in Rossendale are classed as obese. This is slightly higher than Lancashire which is at 18.1%.
- Life expectancy for men in Rossendale is 77.7 years and for women 82.4 years. This is lower than the national average.

For further health information please visit the Rossendale Health Profile and the JSNA for Rossendale.
The Index of Multiple Deprivation is an indicator tool that highlights areas of relative deprivation both nationally and locally based upon 7 themes:

- Income, Employment, Health & disability, Education & skills, Barriers to housing, Crime, Living environment

In total there are 32,482 LSOA’s (Lower Super Output Areas – areas measured by the IMD) in England:

- Rank of 1 = most deprived
- Rank of 32,482 = least deprived

Average rank of Rossendale’s LSOAs = 18584.24

Source: Index of multiple deprivation 2013

For further information on the IMD please visit the IMD pages on the LCC website.
The average IMD rank for Rossendale is 18584.24
   - This compares to 16730.13 for the Lancashire
Rossendale outperforms the Lancashire on 5 of the 6 domains
Weakest performance can be seen for the Barriers domain

<table>
<thead>
<tr>
<th></th>
<th>IMD Rank</th>
<th>Income</th>
<th>Employment</th>
<th>Health</th>
<th>Education</th>
<th>Barriers</th>
<th>Crime</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rossendale</td>
<td>18584.24</td>
<td>18483.58</td>
<td>19982</td>
<td>23293.99</td>
<td>15883.13</td>
<td>9469.85</td>
<td>17051.03</td>
</tr>
<tr>
<td>Lancashire</td>
<td>16730.13</td>
<td>16070.63</td>
<td>17530.63</td>
<td>21754.79</td>
<td>15317.56</td>
<td>9560.73</td>
<td>15875.86</td>
</tr>
</tbody>
</table>

Source: Index of multiple deprivation 2015
16. Community segmentation

- MOSAIC is a consumer classification dataset based upon a variety of demo-graphic data.

- The data is not a perfect fit but is deemed to be a reasonably accurate profile based on the latest available information.

- The chart to the right details the MOSAIC composition of Rossendale and compares this to the North West composition.

- MOSAIC groups F, I and J are above the North West average whilst groups C, G, L and O are well below the North West average.

- Anything close to the central black line (i.e. group K) indicates that the group is equally represented both in Rossendale and the North West.

Source: Experian MOSAIC data
16. Community segmentation

- MOSAIC provides a more detailed breakdown of each of the 15 groups. Here is the breakdown for the 4 groups that are more dominant in Rossendale (click on each image for more details)

Source: Experian MOSAIC data
Further information

- Lancashire Made http://www3.lancashire.gov.uk/corporate/atoz/a_to_z/service.asp?u_id=1060&tab=1
- Police http://www.police.uk/data
- Rossendale Health Profile http://www.rossendale.gov.uk/downloads/file/505/rossendale_health_profile
- JSNA http://www.lancashire.gov.uk/corporate/web/?siteid=6101&pageid=35157&e=e
- IMD http://data.gov.uk/dataset/index-of-multiple-deprivation
- NOMIS http://www.nomisweb.co.uk/
- MOSAIC http://www.experian.co.uk/business-strategies/mosaic-uk.html
Nomis - http://www.nomisweb.co.uk/reports/lmp/la/1946157099/printable.aspx

• Office of National Statistics - http://www.neighbourhood.statistics.gov.uk/dissemination/LeadDatasetList.do?a=7&b=6275215&c=rossendale&d=13&g=6442507&i=1001x1003&m=0&r=1&s=1485512933973&enc=1&domainId=4
