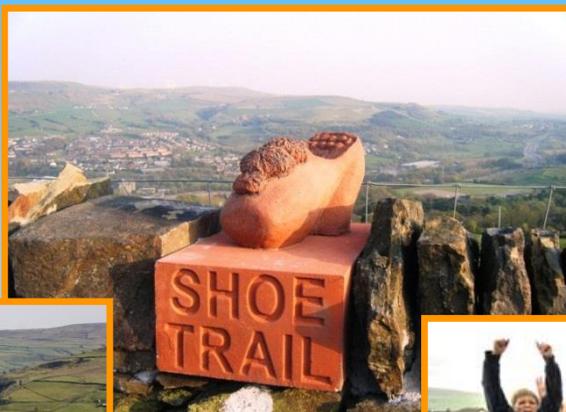


Rossendale borough profile

January 2017



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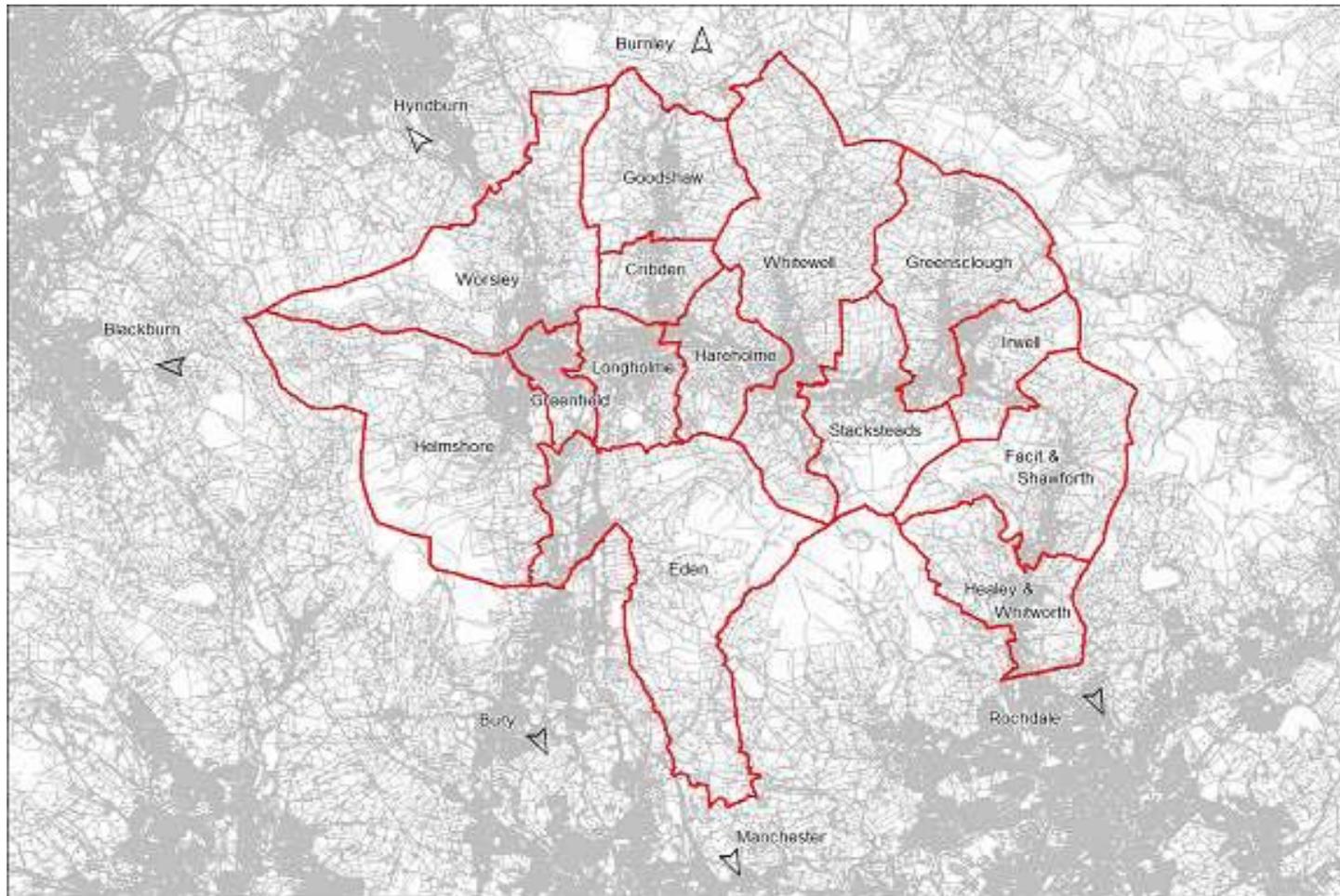
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Disclaimer

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

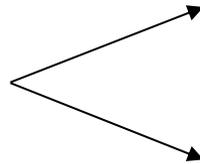


2. Borough performance

Topic	Rossendale	Lancashire	NW	England
Population (2015)	69,487	1,191,691	7,173,835	54,786,327
Population change (2015 vs 2011)	2.1%	1.7%	1.7%	3.3%
Population density (population per hectare) (2015)	5.03	3.87	5.06	4.20
Economically active residents (2015)	73%	74%	71%	75%
Average house price (2016)	£142,858	£155,666	£150,082	£232,885
Residents who own their own home	70%	71%	65%	63%
Detached housing	20%	22%	18%	22%
Access to at least one car	78%	77%	73%	74%
Reported crime change (2010-2012)	-1%	-7%	-	-
Day to day activities not limited	80%	80%	80%	82%
IMD rank (a higher number is better out of 32,482 LSOAs)	18584.24	16730.13	-	-

3. Population and density

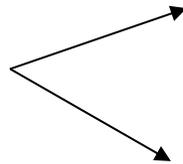
Population



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

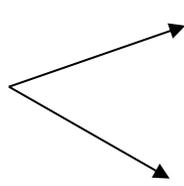
2015 – 69,487 (accounting for 5.8% of the Lancashire population)

Population density



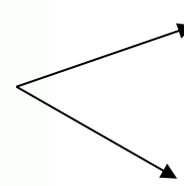
2011 – 4.9 people per hectare (compared to 4.0 pph for Lancashire)

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



2011 – 49%

2015 – 49%

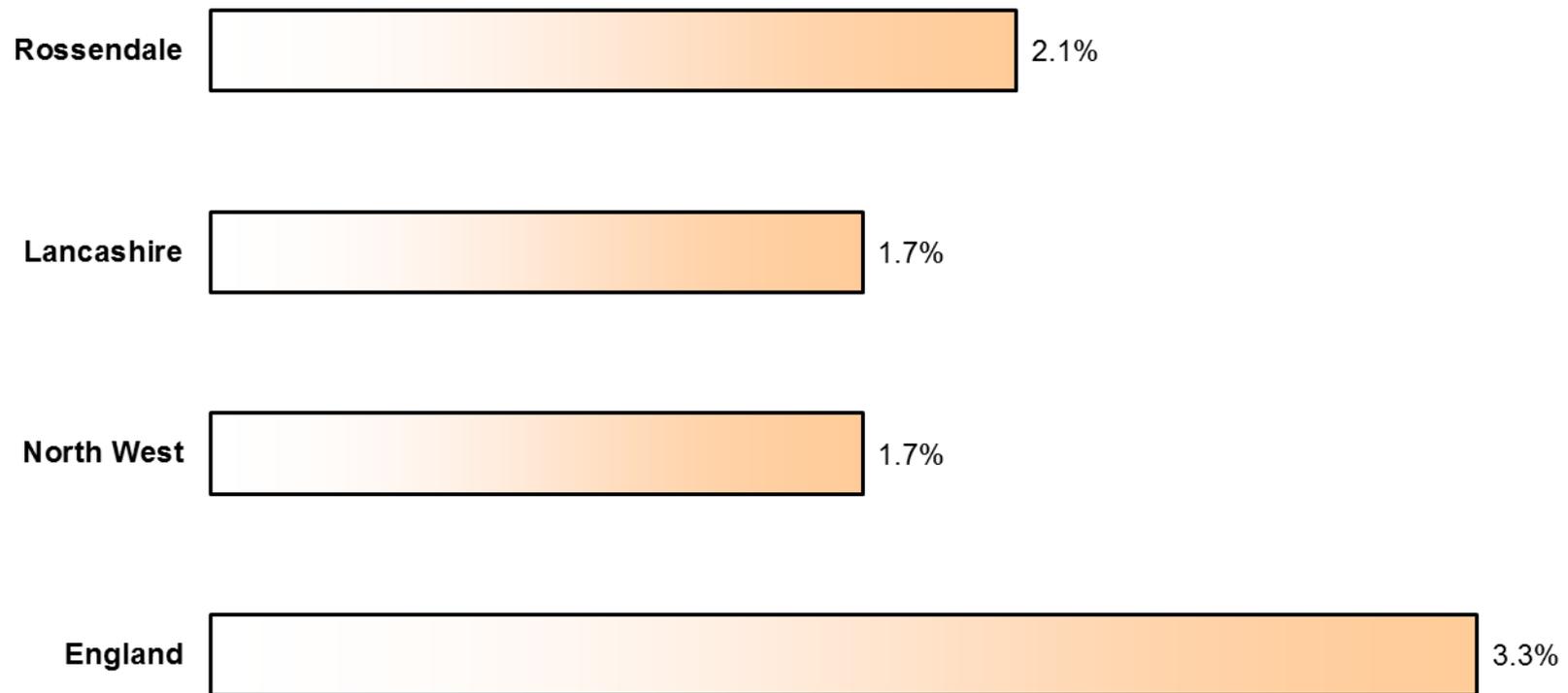


2011 – 51%

2015 – 51%

4. Population change

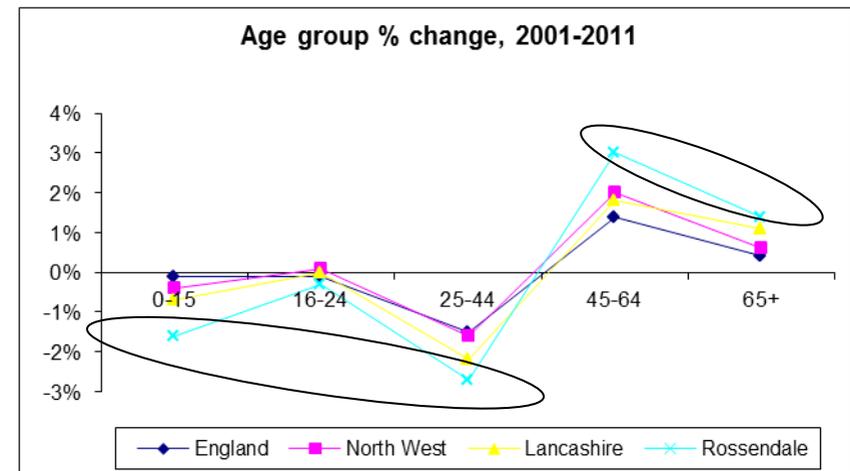
- Population in Rossendale has increased between 2011 and 2015 by 2.1%
- This is higher than the Lancashire increase of 1.7% and also higher than the North West increase of 1.7% but lower than the national increase of 3.3%



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

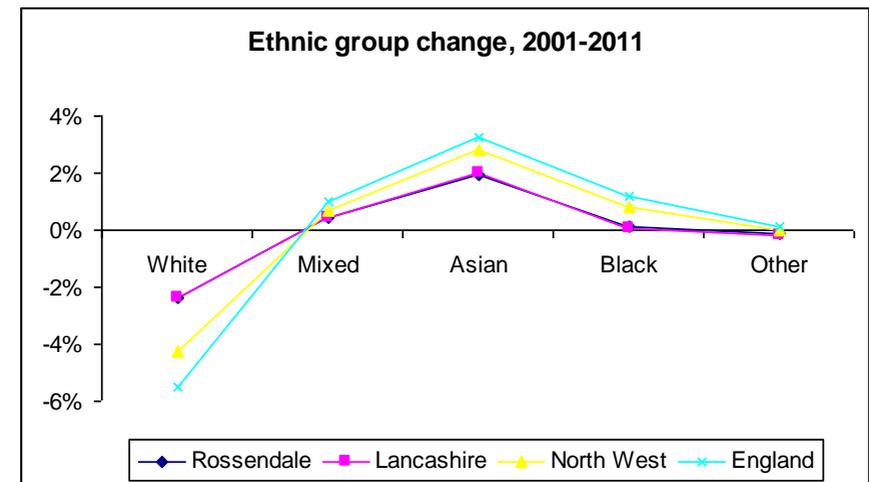
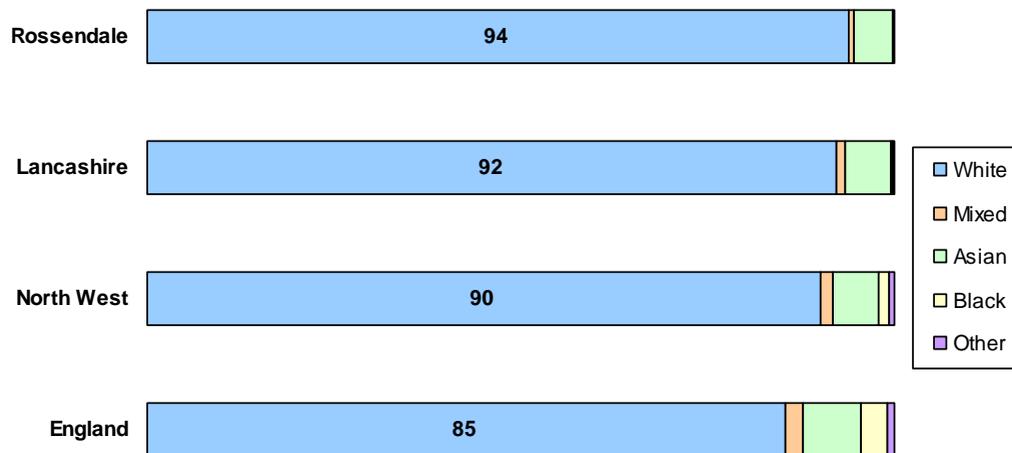
Age group breakdown 2011



6. Ethnicity

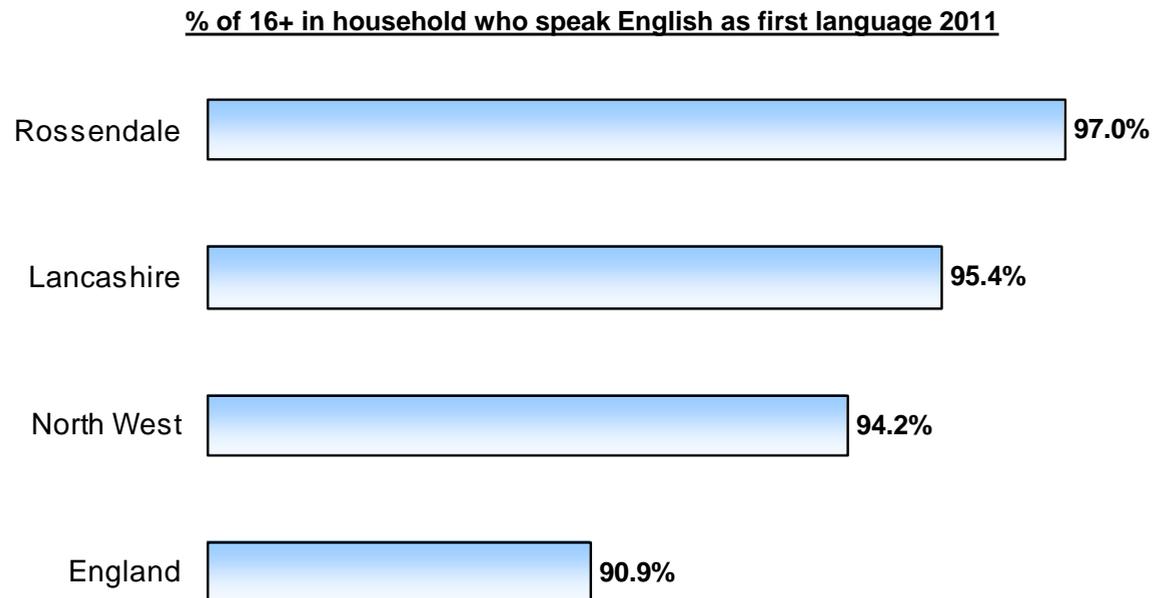
- 94% of residents in Rossendale are White or White British
- This compares to 92% in Lancashire and 85% nationally
- Rossendale has an almost identical record with Lancashire when looking at the change over time of ethnic groups
- But the scale of ethnic change in Rossendale is less than in both the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

Ethnic group breakdown 2011



7. Language

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



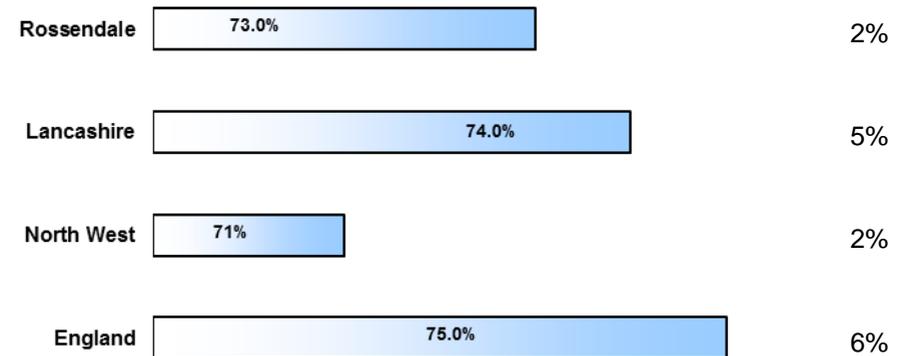
8. Economic activity levels

2015

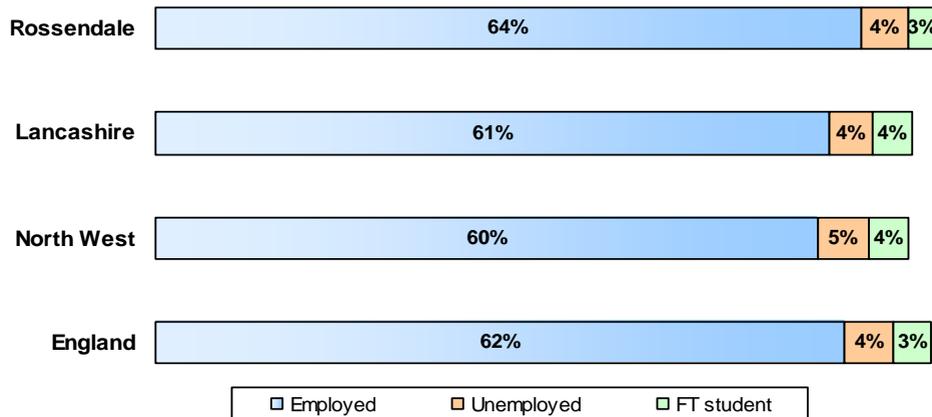
- 73% of Rossendale residents are economically active
- This compares to 74% in Lancashire and 75% nationally
- 73% of all Rossendale residents are employed
This compares to 71% in the North West
- 25% of all Rossendale residents are Economically inactive (24% for the North West)

Economically active residents 2015 vs 2011

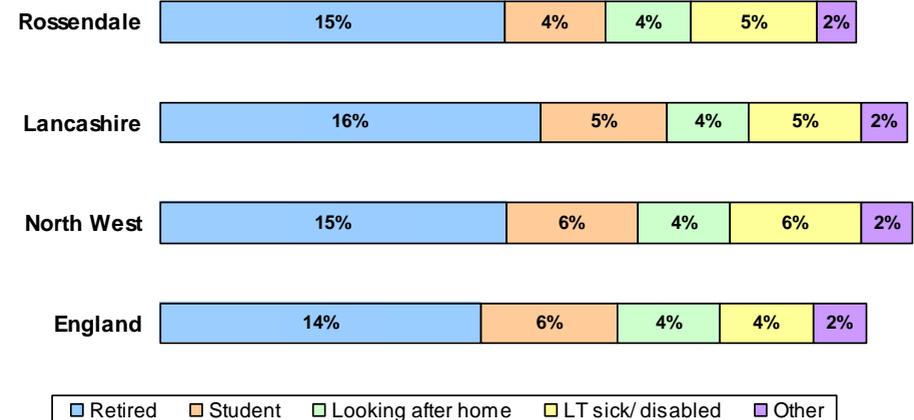
Change vs 2011



Economically active residents 2011



Economically inactive residents 2011

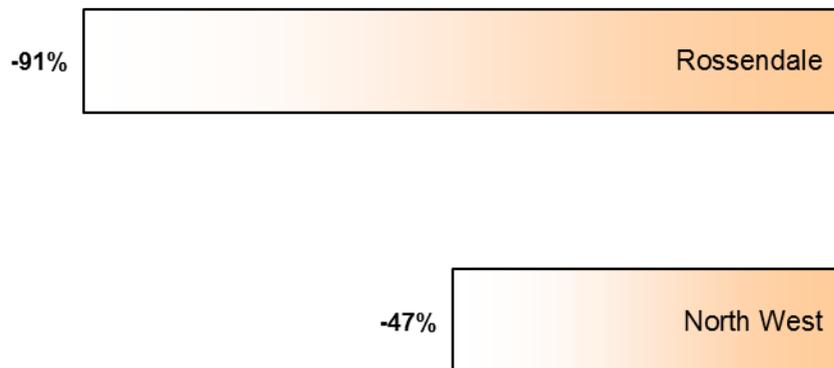


9. Claimant count

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

Area	Total claimants (December 2016)
Rossendale	845
North West	101,715

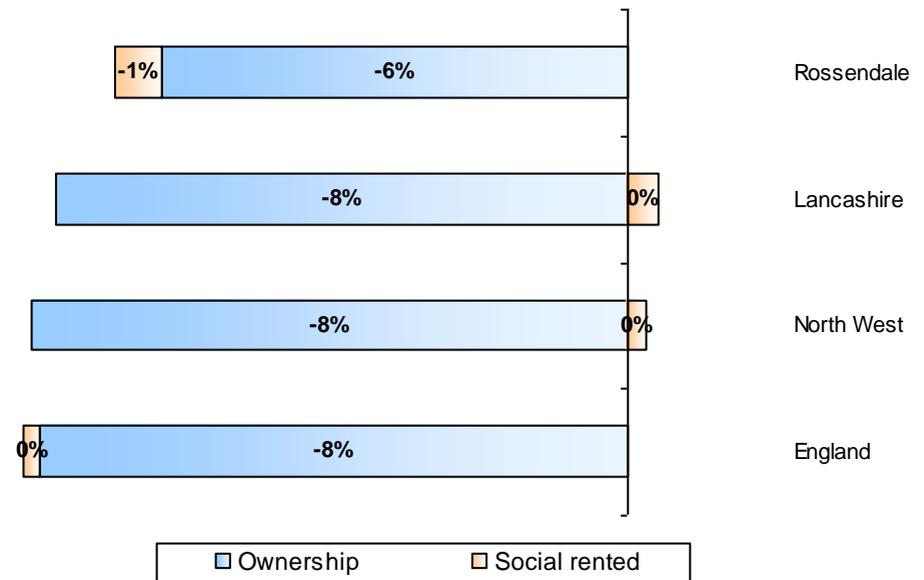
Change in total claimant count, Apr 13 to Dec 2016



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

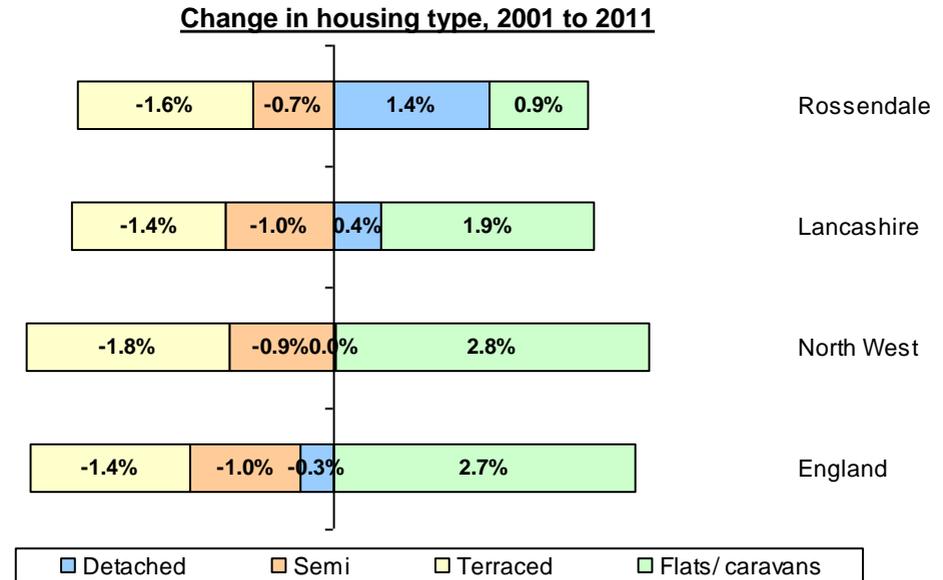
Change in housing tenure, 2001 to 2011



2011 tenure	Owned	Shared	Social rented	Private rented	Living rent free
Rossendale	69.7%	0.3%	14.6%	14.1%	1.3%
Lancashire	71.0%	0.5%	12.1%	15.1%	1.3%
North West	64.5%	0.5%	18.3%	15.4%	1.3%
England	63.3%	0.8%	17.7%	16.8%	1.3%

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

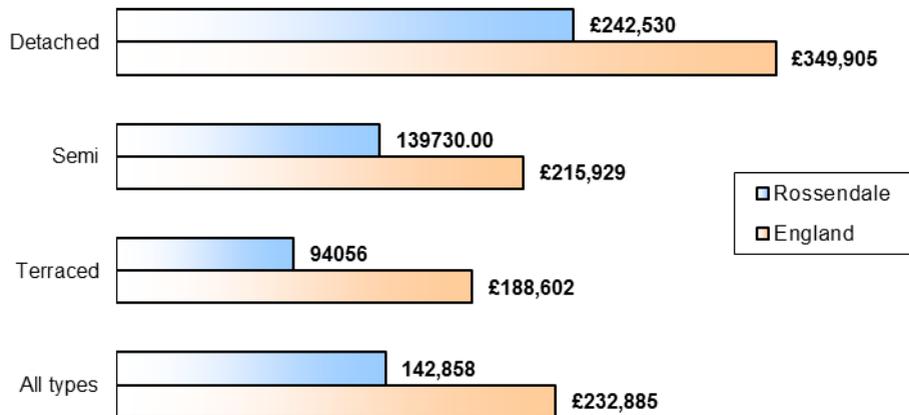


				
Rossendale	20.2%	25.3%	43.6%	10.9%
Lancashire	21.9%	33.2%	31.5%	13.4%
North West	17.7%	35.7%	30.0%	16.7%
England	22.3%	30.7%	24.5%	22.5%

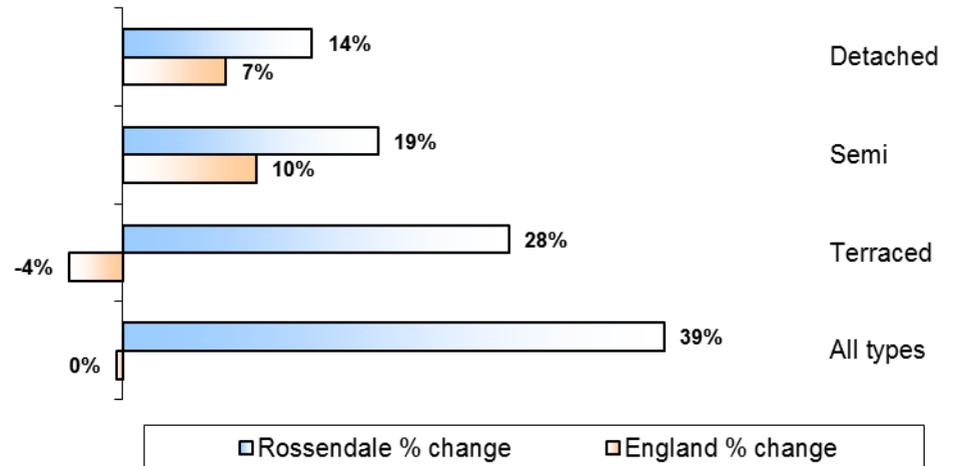
10. Housing - prices

- 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



House price change, Mar 2012 vs Mar 2013



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 \(HMLR\)](http://www.gov.uk/government/organisations/her-majestys-land-registry)

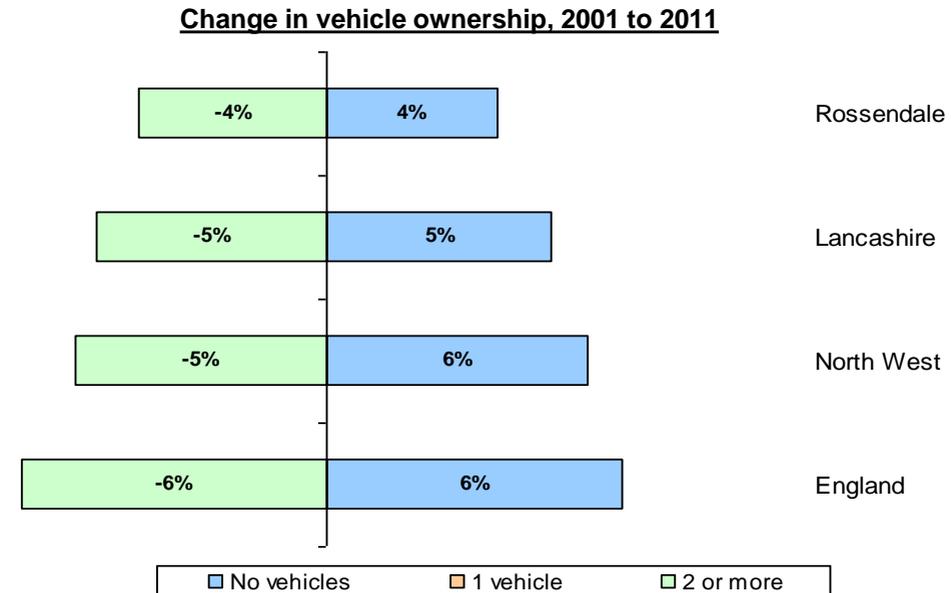
11. Hours worked and income

- 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.

	Hours worked	Weekly pay (gross)	
		Earned	Change since 2015
Rossendale	37.1	346.10	-
Lancashire	37.1	393.50	3.6
North West	37	503.2	3.0
England	39.2	528.83	2.1

12. Vehicle access

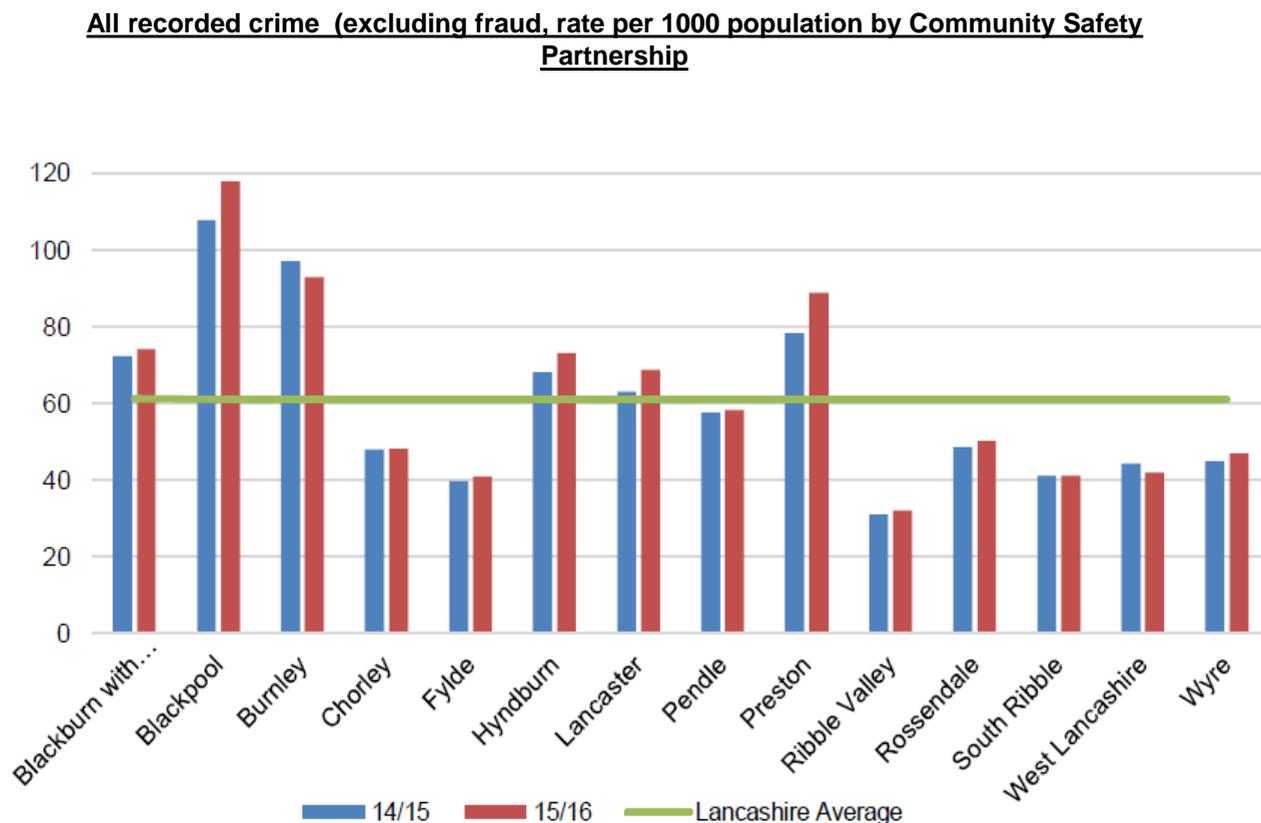
- 35% of households in Rossendale have access to at least two vehicles
- 22% of households have access to no vehicle
- Two or more vehicles within a household is consistently on the decline
- Despite the decrease in households who have access to at least one or more vehicles, Rossendale witnesses the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



Region	No vehicles	1 vehicle	2 or more
Rossendale	22%	43%	35%
Lancashire	23%	44%	34%
North West	28%	43%	30%
England	26%	42%	32%

13. Crime & ASB (2015-2016)

- 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)

Residents perception of their own health 2011



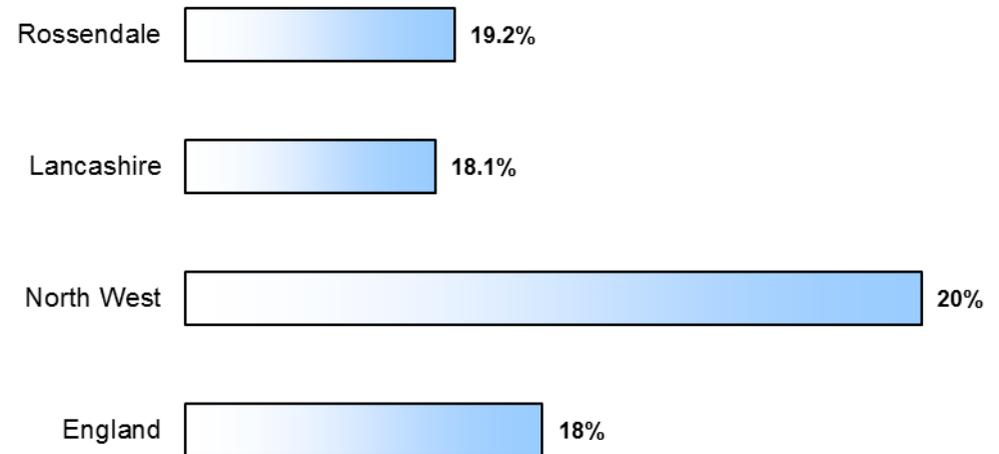
Rossendale	10.0%	9.8%	80.1%
Lancashire	9.8%	10.2%	79.9%
North West	10.3%	10.0%	79.8%
England	8.3%	9.3%	82.4%

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

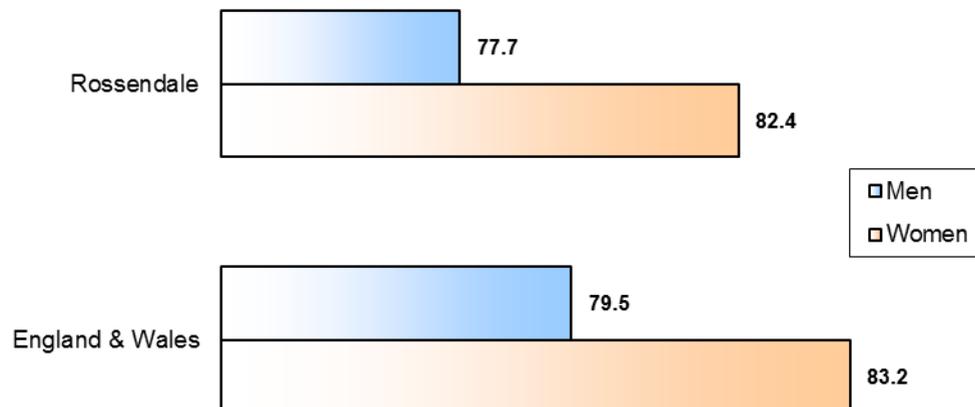
14. Health

- 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

Obesity prevalence in Year 6 children, 2014 to 2015



Life expectancy levels



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

15. IMD 2013

- 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

For further information on the IMD please visit the [IMD pages on the LCC website](#).

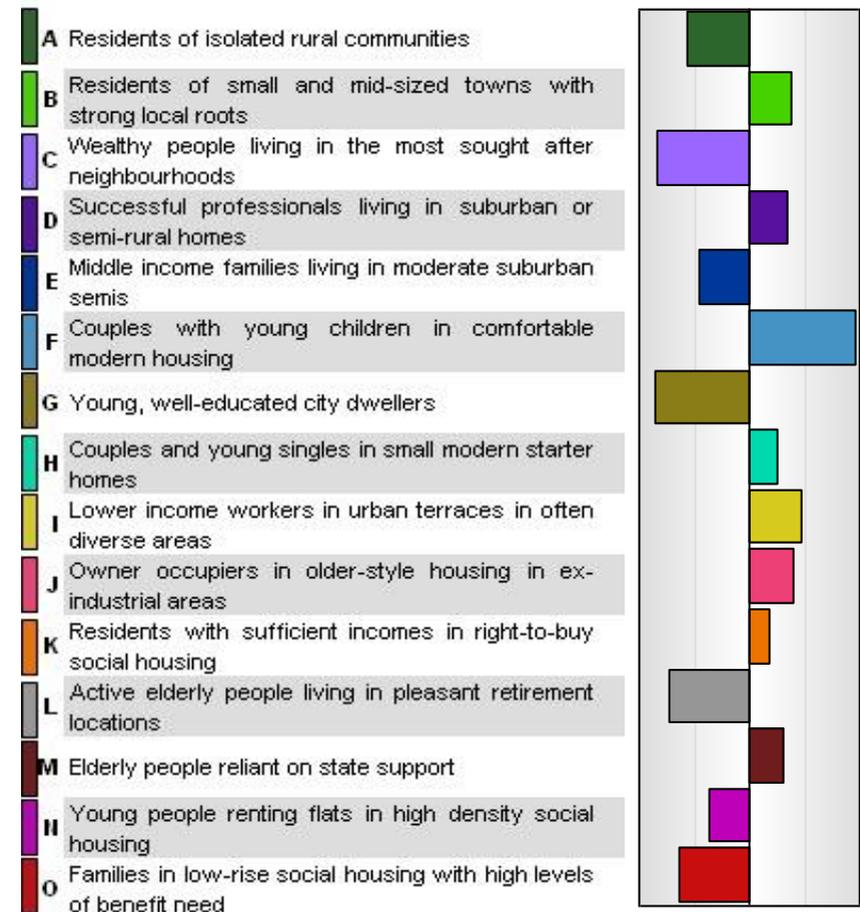
15. IMD 2015

- 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

	IMD Rank	Income	Employment	Health	Education	Barriers	Crime
Rossendale	18584.24	18483.58	19982	23293.99	15883.13	9469.85	17051.03
Lancashire	16730.13	16070.63	17530.63	21754.79	15317.56	9560.73	15875.86

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



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)

Group C: Wealthy people living in the most sought after neighbourhoods 3.11%

Overview | Top 5s | Rankings | Data | Imagery | Streetscapes | Description | Family Tree | Distribution | Data | Mapping

Overview

Key Features

- Successful
- Rewarding careers
- Substantial wealth
- Influential
- Luxury items
- Specialist advice
- Professional
- Well educated

Access Information

Service Channels

Self Serve Indicator

Pen Portrait...

Group G: Young, well-educated city dwellers 9.31%

Overview | Top 5s | Rankings | Data | Imagery | Streetscapes | Description | Family Tree | Distribution | Data | Mapping

Overview

Key Features

- Young singles
- Students
- Degree level education
- Creative jobs
- Diversity
- Ethical products
- Internet searches
- Theatre / arts
- Cinema

Access Information

Service Channels

Self Serve Indicator

Pen Portrait...

Group L: Active elderly people living in pleasant retirement locations 4.40%

Overview | Top 5s | Rankings | Data | Imagery | Streetscapes | Description | Family Tree | Distribution | Data | Mapping

Overview

Key Features

- Retired
- Seaside
- Bought a smaller property
- Bungalow
- Pensions
- Specialist shops
- Pay off credit card in full
- Grandchildren
- Heritage sites

Access Information

Service Channels

Self Serve Indicator

Pen Portrait...

Group O: Families in low-rise social housing with high levels of benefit need 5.53%

Overview | Top 5s | Rankings | Data | Imagery | Streetscapes | Description | Family Tree | Distribution | Data | Mapping

Overview

Key Features

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

Access Information

Service Channels

Self Serve Indicator

Pen Portrait...

Summary Page

Profile: Demographics | Derivation

Group O ranked 1 out of 15

Further information

- Lancashire profile
<http://www3.lancashire.gov.uk/corporate/atoz/toptasks/index.asp?catID=16308>
- ONS Neighbourhood Statistics <http://www.neighbourhood.statistics.gov.uk/dissemination/>
- 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>
- Rossendale Ward Profiles
http://www.rossendale.gov.uk/site/scripts/documents_info.php?documentID=447

[Nomis - http://www.nomisweb.co.uk/reports/lmp/la/1946157099/printable.aspx](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>

•Income and earnings –

<http://www.lancashire.gov.uk/lancashire-insight/economy/income-earnings-and-benefits/average-earnings-and-hours-of-work.aspx>

•Lancashire County Council - Crime

<http://www.lancashire.gov.uk/lancashire-insight/community-safety/overview.aspx>