

# 3 STUDY AREA: PEOPLE

## 3.1 Population Demographics

The maps analysed over the coming pages present a spatial visualisation of the 2011 population census in Brandon, offering an insight into the specific demographics within areas of the estate. These maps highlight in particular that Oakgreen, Vicarage and Redwood Flats often stand out from the rest of the estate - with younger residents, lower home ownership levels and lower employment grades than elsewhere within the estate.

### Deprivation

This map shows the degree of deprivation faced by residents in Brandon. This shows that less than 35% of households do not experience social deprivation. A household is deprived in a dimension if they meet one or more of these conditions:

- Employment: A member of a household is either unemployed or long-term sick.
- Education: No person in the household has at least Level 2 education and no person aged 16 to 18 is a full-time student.
- Health and disability: Any person in the household has health that is 'bad' or 'very bad'
- Housing: The household's accommodation is overcrowded

It is clear that deprivation is high within the study area, although deprivation appears to be lower in Pear Lea and Pine Lea, and higher within Redwood Flats, Vicarage Flats and Oakgreen Flats. It is worth noting however that Pine Lea and Pear Lea have been grouped with the larger houses within the historic Brandon Village at the northernmost tip of Sawmils Lane, which is probably skewing results.

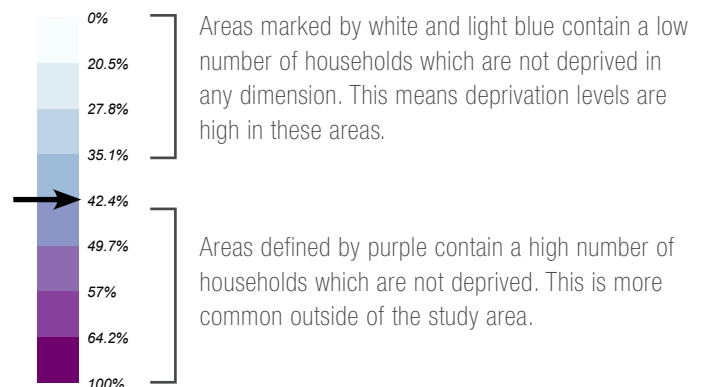
In the latest Index of Multiple Deprivation (IMD) the Brandon ward was ranked within the 20% most deprived areas of the UK, performing poorly on income deprivation, employment, health and education. It performed better than average for access to services and living environment.

### How to interpret these maps:

- Light colours indicate that a lower than nationally average percentage of households meet the criteria being examined within that specific area
- A deeper purple colour shows a higher than average percentage of people meeting the criteria being examined.
- Keys are shown next to each map to assist with the interpretation of the data.
- The arrow  $\rightarrow$  indicates the national average of households meeting the criteria in question

Maps come from DataShine.org.uk.

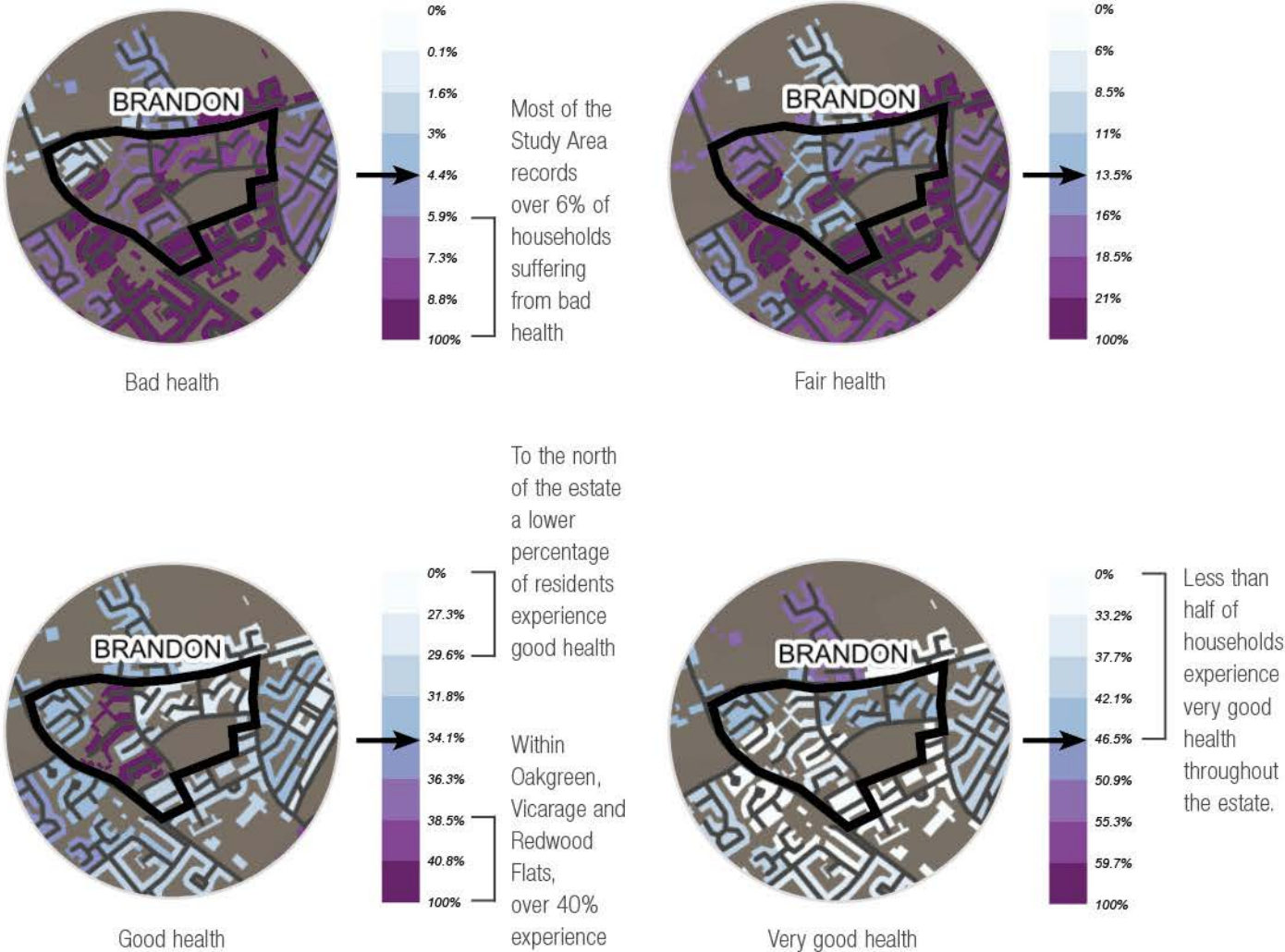
DEPRIVATION MAP



Health

Very few people recorded 'very bad' health in Brandon, however the study area presents a higher than regionally average number of residents experiencing bad or fair health. The percentage of residents experiencing poor health is much higher than within the city of Durham, where the majority reported very good health.

A higher than average percentage of residents recorded good health in Redwood, Oakgreen and Vicarage Flats as tenants tend to be younger, whilst poorer health is identified within Silver Courts and Rowan Lea, with the majority of residents living in bungalows.



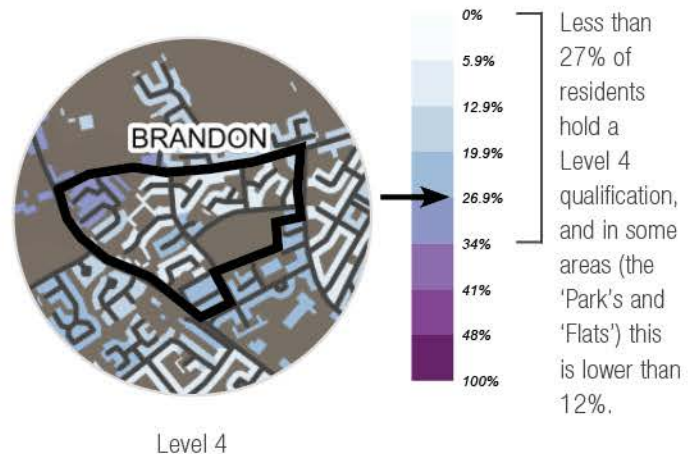
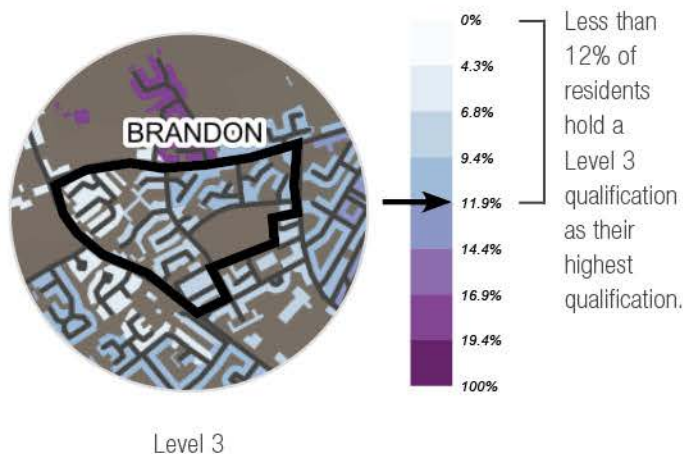
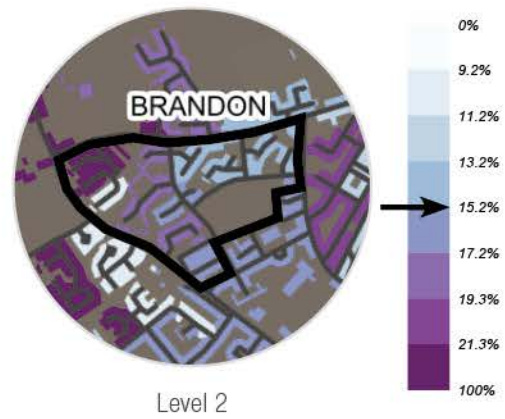
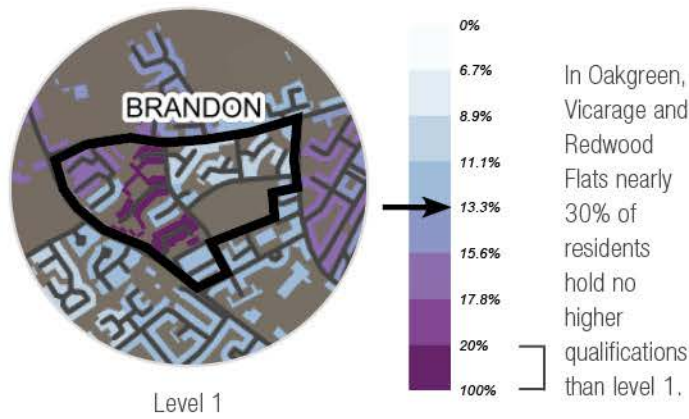
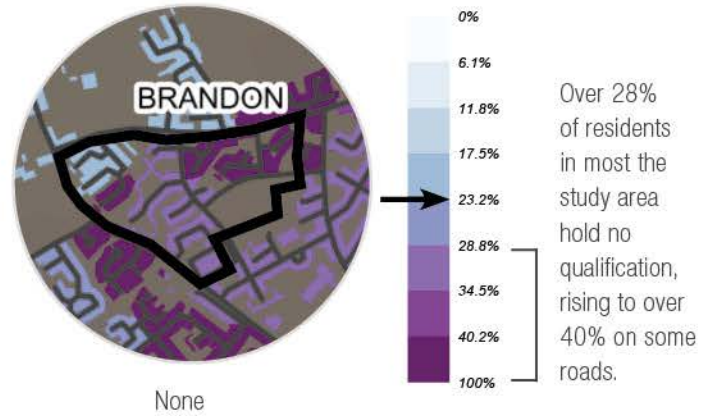
# 3 STUDY AREA: PEOPLE

## Education

These maps present the highest qualification level for any household resident aged 16 and over. Roughly 30 - 40% of residents aged 16 and over recorded no educational qualifications, and a minority of people hold a Level 3 or 4 (or higher) qualification.

- Level 1 - GCSE grade 1- 3 / D - G
- Level 2 - GCSE grade 4 - 9 / A\* - C
- Level 3 - AS or A Level
- Level 4 to 8 - Certificate of Higher Education / Degree / Masters etc.

In conversation at consultation events, many people identified problems within the local schools in their catchment area, which may contribute to low levels of educational attainment.



**Household**

The study area contains a mix of one-bedroom, two-bedroom and three-bedroom houses, bungalows and flats.

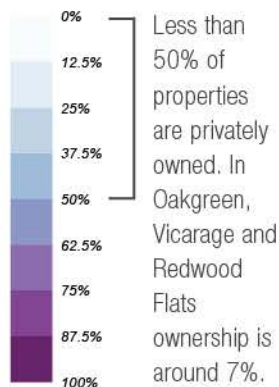
The majority of the larger three bedrooms properties are located at the top of the hill (the Lea and Park closes), and home ownership is higher here at around 40 - 60%. Very few people privately rent property within the study area.

The bungalows are mainly one-bedroom properties, and the flats are largely two bedroom properties.

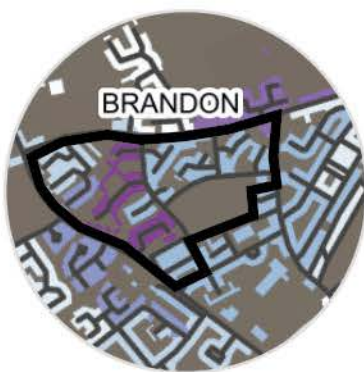
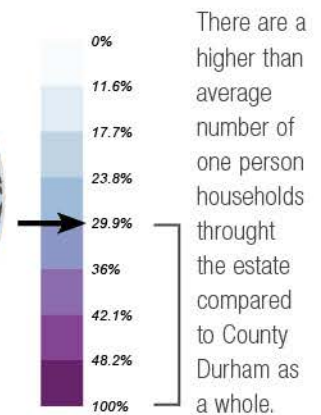
Within these smaller households, over 42% are one-person households. One quarter of the residents within Oakgreen, Vicarage and Redwood Flats are aged 16 - 24, and approximately one fifth of these dwellings contain lone parents with dependent children.



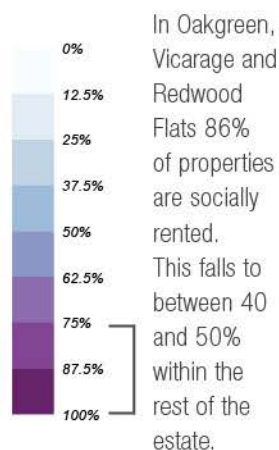
Privately owned properties



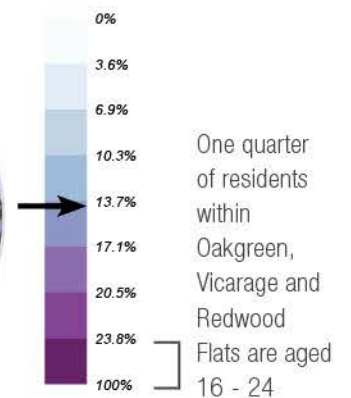
One person households



Socially rented properties



Residents aged 16 - 24



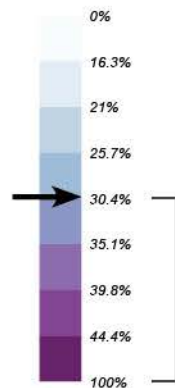
## 3.1 Population Demographics

### Occupation

With the exception of Pine and Pear Lea (potentially skewed by the boundary of data collation), all other parts of the study area experience higher than regionally average economic inactivity within residents aged 16 - 74, of between 30 - 40 %. This figure includes retired residents, those with longterm health issues or disabilities, carers for family members and full time students.

7.1% of people living in Brandon have never worked or are long term unemployed - this is 1.4% higher than the average across the North East of England, which stands at 5.7%. The average for the UK is 4.5%.

ECONOMICALLY INACTIVE PEOPLE  
(BETWEEN THE AGES OF 16 - 75)



Economic inactivity is higher than the national average throughout the estate.

Occupation Social Grades				
				Grade AB - Higher & intermediate managerial, administrative, professional occupations
Grade AB jobs	Grade C1 jobs	Grade C2 jobs	Grade DE jobs	Grade C1 - Supervisory, clerical & junior managerial, administrative, professional occupations
Managerial, administrative, professional occupations	Supervisory, clerical & junior professional occupations	Skilled manual occupations	Unskilled manual occupations/ Unemployed.	Grade C2 - Skilled manual occupations
1 - 16 %	0 - 35%	17 - 29 %	More than 33 %	Grade DE - Semi-skilled & unskilled manual occupations, Unemployed and lowest grade occupations
22%	31%	21%	26 %	Study area
				UK averages

Occupation

The census data shows that a lower than average number of residents work in higher paid managerial, administrative and professional occupations, and a higher than average number of residents work in lower grade jobs. Within the Brandon Ward as a whole this stands at approximately 12.5%.\*

At least 33% of residents in all areas of the estate work in Grade DE jobs, and this is particularly high within Redwood, Oakgreen and Vicarage Flats - with at least 48% of economically active residents here in Grade DE employment.

\* <https://themovemarket.com/area/employmentclassification/brandon-county-durham/county-durham-038b>

