



County Durham Pound Project

# **Local Needs Analysis**

Durham County Council  
March 2022



**make  
good  
go  
further**

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## Overview and Approach



**Jobs:** Promoting Local Skills & Employment



**Growth:** Supporting Growth of Responsible & Regional Business



**Social:** Healthier, Safer & More Resilient Communities



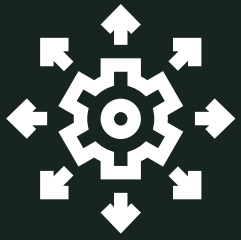
**Environment:** Decarbonising & Safeguarding Our World



**Key Recommendations**



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# Overview & approach

# Overview & Approach



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4. User Guidance

County Durham is located in the North East region of England. Covering an area of 862 square miles, there are approximately 533,149 people living in County Durham. The population is predicted to increase by 5.6% by 2043.

County Durham has seen a 20% increase in businesses in the last 10 years and 71.4% of the working age population are in employment. Looking at the trends (using a trend line), the banking, finance and insurance and the real estate services sector have been the fastest growing sectors in the county for employment (Durham County Council).

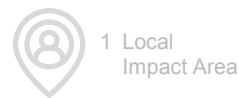
This needs analysis takes a closer look at the local needs and priorities across County Durham, its wards and the wider North East region.

*(ONS Population Estimates, 2020)*



This map contains public sector information licensed under the Open Government License v3.0

# Overview & Approach



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4. User Guidance



This report includes content that is aligned to the **National Social Value Measurement Framework** also known as the **National TOMs** as it is built around a set of **Themes Outcomes and Measures**.

This will allow the analysis to inform social value targets and ensures the recommendations arising from this report can be measured to evidence the social value they are creating.

The National TOMs Measurement Framework includes **20 Outcomes across 5 Themes with 40 core Measures**

| THEMES  | OUTCOMES  |
|---|---|
| <b>Jobs</b><br>Promoting local skills & employment                  | More local people in employment<br>More opportunities for disadvantaged people<br>Improved skills<br>Improved skills for disadvantaged people<br>Improved employability of young people |
| <b>Growth</b><br>Supporting growth of responsible regional business | More opportunities for local SMEs and VCSEs<br>Improving staff wellbeing and mental health<br>Reducing inequalities<br>Ethical Procurement is promoted                                  |
| <b>Social</b><br>Healthier, safer & more resilient communities      | Creating a healthier community<br>Vulnerable people are helped to live independently<br>More working with the Community   |
| <b>Environment</b><br>Decarbonising & safeguarding our world        | Carbon emissions are reduced<br>Air pollution is reduced<br>Safeguarding the natural environment<br>Resource efficiency and circular economy solutions are promoted                     |
| <b>Innovation</b><br>Promoting social innovation                    | Other measures (TBD)  |

For more information about the National TOMs Measurement Framework, please see: [socialvalueportal.com/national-toms](https://socialvalueportal.com/national-toms). The National TOMs is an open source and is free to use.

# Overview & Approach

## Why?

The first step in delivering a place-based social value strategy is to recognise the importance of local context.

- The purpose of this report is to provide an understanding of the key needs and opportunities when it comes to delivering social value in the local area
- This will help to identify where the new development can make a real and long-lasting difference

## How?

To achieve this, three exercises have been carried out and are summarised in this report:

### 1. A Policy Review:

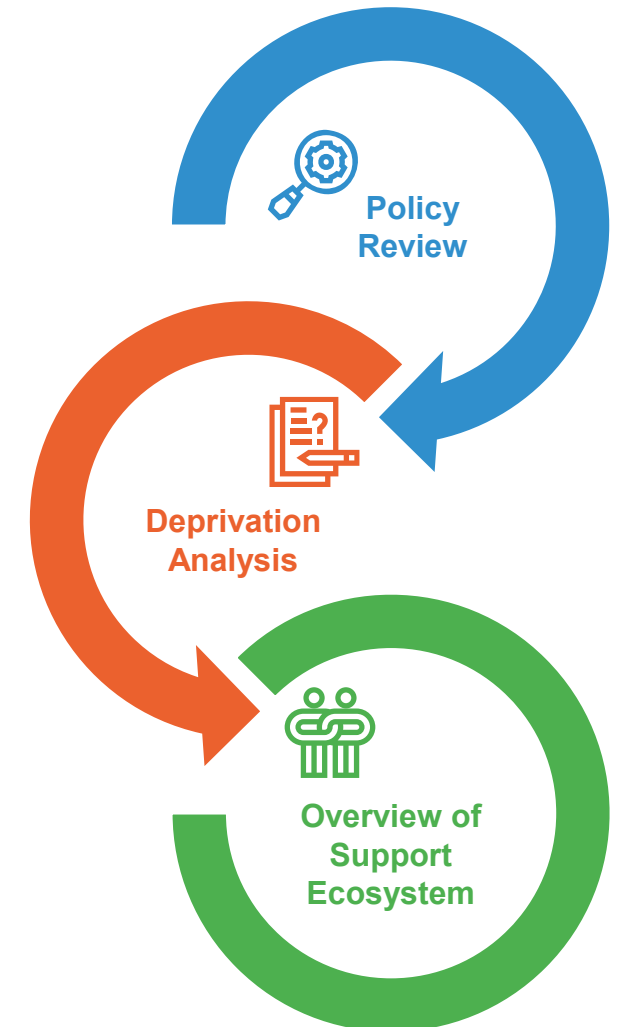
A comprehensive review of relevant policy documents.

### 2. A Deprivation Analysis:

Quantitative and qualitative deprivation analysis of economic, social and environmental research and data to understand the key needs and opportunities to inform the delivery of social value.

### 3. An Overview of the Support Ecosystem:

Including the identification of potential Local Community Partners to collaborate with to achieve lasting change.



## We use IMD data to inform the deprivation analysis as well as numerous other public data sets.

The next pages will provide an overview of IMD and the overall deprivation analysis across County Durham.

### What is IMD?

The Indices of Multiple Deprivation (IMD) are a measure of relative deprivation used to rank neighbourhoods across the UK.

Deprivation is essentially defined as 'a lack of...' and the IMD allows for the identification of need, relative to the rest of the country.

### How does it work?

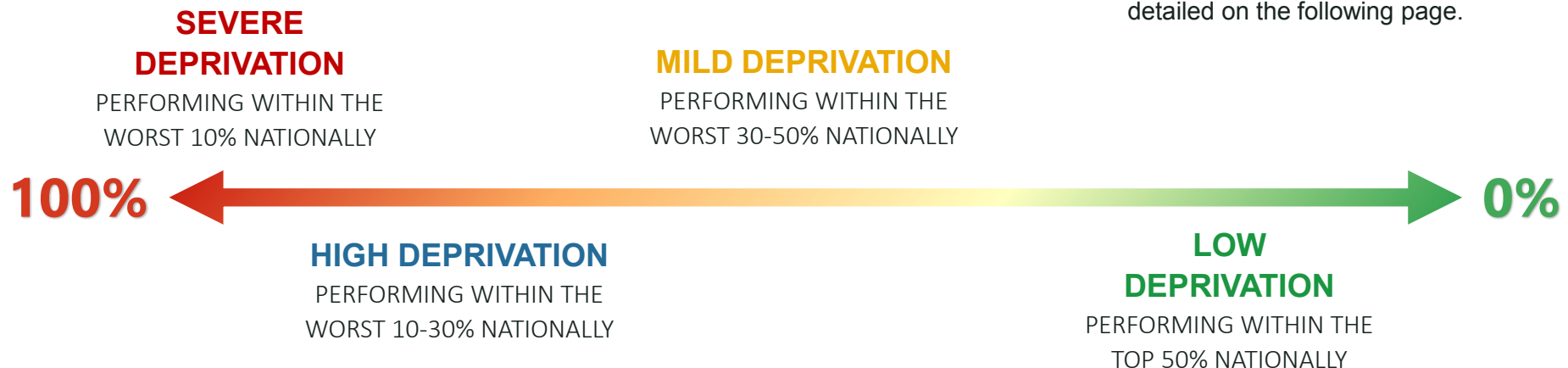
IMD measures the deprivation in 32,844 Lower-layer Super Output Areas (LSOAs) in England. These areas have an average of 1,500 residents each.

IMD analysis allows for the identification of levels of deprivation by ranking LSOAs from 1 (most deprived area) to 32,844 (least deprived area).

### What does it measure?

IMD measures the overall deprivation on the basis of the following seven domains: income; employment; education, skills and training; health; crime; barriers to housing and services; and the living environment.

These individual domains provide specific insight about what might be causing deprivation. They are further detailed on the following page.



# Overview & Approach

IMD data **CAN** be used to:

- ◆ Compare small areas across England
- ◆ Identify the most deprived small areas
- ◆ Explore the domains / types of deprivation
- ◆ Compare larger areas e.g. local authorities
- ◆ Look at changes in relative deprivation over time

IMD data **CANNOT** be used to:

- ◆ Quantify how deprived a small area is
- ◆ Identify deprived people
- ◆ State how affluent a place is
- ◆ Compare with other UK countries
- ◆ Measure real change in deprivation over time

The diagram outlines the seven IMD domains and their various subdomains.  
N.B. IMD data is released every 5 years. The IMD data from this report was last updated in 2019.

For more information on the domains and guidance visit [IMD](#)

## Domain

### Income

Measures the proportion of the population experiencing deprivation relating to low income



### Employment

Measures the proportion of the working age population in an area involuntarily excluded from the labour market



### Education, skills & training

Measures the lack of attainment and skills in the local population



### Health

Measures the risk of premature death and the impairment of quality of life through poor physical or mental health



### Crime

Measures the risk of personal and material victimisation at local level



### Barriers to housing & services

Measures the risk of personal and material victimisation at local level



### Living environment

Measures the quality of both the 'indoor' and 'outdoor' local environment



## Subdomain

Income deprivation affecting:

1. Children
2. Older people

1. Adult Skills
2. Children & young people attainment

1. Proximity of local services
2. Access to affordable housing

1. Indoor – quality of housing
2. Outdoor – air quality & road traffic accidents

# Overview & Approach

The IMD deprivation tables on pages 9 to 16 show the percentage of the resident population that are living in areas (LSOAs) that experience high to severe deprivation in the North East region, County Durham and its 63 wards.

46.9% of the County Durham population live in areas that experience high to severe Overall deprivation. The domain with the highest percentage of County Durham residents living in high to severe deprivation is Health followed by Employment. The wards with the highest proportion of residents that experience the greatest levels of Overall deprivation across County Durham are Aycliffe West, Peterlee East, Craghead and South Moor, Shildon and Dene Valley, Shotton and South Hetton, Tow Law, and Woodhouse Close which all have 100% of their population living in areas that experience high to severe overall deprivation.

| % of the population living in areas of high to severe deprivation (the top 30% most deprived areas (LSOAs)) | North East | County Durham | Annfield Plain | Aycliffe East | Aycliffe North and Middridge | Aycliffe West | Barnard Castle East | Barnard Castle West | Belmont | Benfieldside |
|---|------------|---------------|----------------|---------------|------------------------------|---------------|---------------------|---------------------|---------|--------------|
| Overall   | 46.7       | 46.9          | 78.3           | 49.1          | 20.2                         | 100.0         | 0.0                 | 0.0                 | 27.4    | 10.4         |
| Income  | 49.5       | 50.3          | 100.0          | 67.7          | 20.2                         | 100.0         | 0.0                 | 0.0                 | 27.4    | 28.2         |
| Employment  | 55.2       | 59.4          | 100.0          | 100.0         | 19.6                         | 100.0         | 19.1                | 0.0                 | 29.8    | 47.6         |
| Education, Skills and Training  | 43.7       | 43.1          | 78.3           | 16.6          | 20.2                         | 84.4          | 19.7                | 0.0                 | 27.4    | 17.4         |
| Health  | 64.4       | 68.5          | 100.0          | 100.0         | 55.0                         | 84.4          | 19.7                | 0.0                 | 66.3    | 22.8         |
| Crime   | 43.3       | 42.5          | 58.8           | 32.3          | 8.1                          | 81.5          | 0.0                 | 0.0                 | 47.5    | 0.0          |
| Barriers to Housing and Services  | 11.1       | 11.2          | 0.0            | 0.0           | 0.0                          | 15.6          | 65.4                | 50.0                | 0.0     | 0.0          |
| Outdoor Living Environment  | 4.4        | 1.9           | 0.0            | 0.0           | 0.0                          | 0.0           | 9.5                 | 33.9                | 0.0     | 0.0          |

This table above shows the percentage of the resident population living in high to severe deprivation areas in the wards of Annfield Plain, Aycliffe East, Aycliffe North and Middridge, Aycliffe West, Barnard Castle East, Barnard Castle West, Belmont, and Benfieldside.

# Overview & Approach



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4. User Guidance

| % of the population living in the areas of high to severe deprivation (the top 30% most deprived areas (LSOAs)) | North East | County Durham | Bishop Auckland Town | Bishop Middleham and Cornforth | Blackhalls | Burnopfield and Dipton | Brandon | Chester-le-Street East | Chester-le-Street North | Chester-le-Street South |
|---|------------|---------------|----------------------|--------------------------------|------------|------------------------|---------|------------------------|-------------------------|-------------------------|
| Overall   | 46.7       | 46.9          | 59.6                 | 65.5                           | 74.5       | 30.7                   | 19.4    | 0.0                    | 42.4                    | 22.8                    |
| Income  | 49.5       | 50.3          | 59.6                 | 65.5                           | 57.4       | 30.7                   | 40.8    | 0.0                    | 42.4                    | 22.8                    |
| Employment  | 55.2       | 59.4          | 85.2                 | 64.7                           | 74.2       | 57.7                   | 40.4    | 0.0                    | 44.2                    | 22.1                    |
| Education, Skills and Training  | 43.7       | 43.1          | 17.6                 | 65.5                           | 74.5       | 45.9                   | 21.3    | 0.0                    | 42.4                    | 22.8                    |
| Health  | 64.4       | 68.5          | 83.2                 | 100.0                          | 100.0      | 59.7                   | 40.8    | 0.0                    | 42.4                    | 34.0                    |
| Crime   | 43.3       | 42.5          | 83.2                 | 65.5                           | 74.5       | 43.3                   | 0.0     | 42.9                   | 0.0                     | 0.0                     |
| Barriers to Housing and Services  | 11.1       | 11.2          | 0.0                  | 0.0                            | 25.5       | 13.8                   | 0.0     | 0.0                    | 0.0                     | 11.2                    |
| Outdoor Living Environment  | 4.4        | 1.9           | 0.0                  | 0.0                            | 0.0        | 0.0                    | 0.0     | 0.0                    | 0.0                     | 0.0                     |

This table above shows the percentage of the resident population living in high to severe deprivation areas in the wards of Bishop Auckland Town, Bishop Middleham and Cornforth, Blackhalls, Burnopfield and Dipton, Brandon, Chester-le-Street East, Chester-le-Street North, and Chester-le-Street South.

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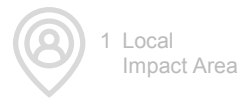


4. User Guidance

| % of the population living in the areas of high to severe deprivation (the top 30% most deprived areas (LSOAs)) | North East | County Durham | Chester-le-Street West Central | Chilton | Consett North | Consett South | Coundon | Coxhoe | Craghead and South Moor | Crook |
|---|------------|---------------|--------------------------------|---------|---------------|---------------|---------|--------|-------------------------|-------|
| Overall   | 46.7       | 46.9          | 81.3                           | 44.8    | 36.6          | 33.0          | 68.9    | 44.7   | 100.0                   | 50.1  |
| Income  | 49.5       | 50.3          | 81.3                           | 44.8    | 38.7          | 100.0         | 68.9    | 44.7   | 100.0                   | 60.9  |
| Employment  | 55.2       | 59.4          | 80.1                           | 42.0    | 65.4          | 100.0         | 100.0   | 33.3   | 100.0                   | 77.3  |
| Education, Skills and Training  | 43.7       | 43.1          | 65.7                           | 44.8    | 2.1           | 100.0         | 68.9    | 34.5   | 100.0                   | 27.3  |
| Health  | 64.4       | 68.5          | 100.0                          | 44.8    | 100.0         | 100.0         | 100.0   | 84.5   | 100.0                   | 77.3  |
| Crime   | 43.3       | 42.5          | 58.3                           | 0.0     | 27.1          | 33.0          | 100.0   | 22.4   | 57.3                    | 22.8  |
| Barriers to Housing and Services  | 11.1       | 11.2          | 0.0                            | 0.0     | 0.0           | 0.0           | 31.1    | 10.2   | 0.0                     | 12.6  |
| Outdoor Living Environment  | 4.4        | 1.9           | 0.0                            | 0.0     | 0.0           | 0.0           | 0.0     | 0.0    | 0.0                     | 0.0   |

This table above shows the percentage of the resident population living in high to severe deprivation areas in the wards of Chester-le-Street West Central, Chilton, Consett North, Consett South, Coundon, Coxhoe, Craghead and South Moor, and Crook.

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| % of the population living in the areas of high to severe deprivation (the top 30% most deprived areas (LSOAs)) | North East | County Durham | Dawdon | Deerness | Delves Lane | Deneside | Durham South | Easington | Elvet and Gilesgate | Esh and Witton Gilbert |
|---|------------|---------------|--------|----------|-------------|----------|--------------|-----------|---------------------|------------------------|
| Overall   | 46.7       | 46.9          | 69.3   | 39.4     | 25.5        | 79.6     | 0.0          | 63.2      | 0.4                 | 22.2                   |
| Income  | 49.5       | 50.3          | 69.3   | 61.4     | 25.5        | 79.6     | 0.0          | 63.2      | 0.4                 | 40.4                   |
| Employment  | 55.2       | 59.4          | 83.4   | 76.2     | 42.5        | 78.8     | 0.0          | 81.7      | 0.3                 | 39.5                   |
| Education, Skills and Training  | 43.7       | 43.1          | 69.3   | 61.4     | 25.5        | 79.6     | 0.0          | 63.2      | 23.2                | 40.4                   |
| Health  | 64.4       | 68.5          | 100.0  | 61.4     | 72.1        | 83.8     | 0.0          | 81.4      | 42.8                | 40.4                   |
| Crime   | 43.3       | 42.5          | 49.5   | 14.0     | 26.8        | 54.6     | 0.0          | 81.4      | 36.6                | 0.0                    |
| Barriers to Housing and Services  | 11.1       | 11.2          | 0.0    | 8.5      | 0.0         | 0.0      | 18.7         | 18.2      | 46.3                | 26.4                   |
| Outdoor Living Environment  | 4.4        | 1.9           | 0.0    | 0.0      | 0.0         | 0.0      | 0.0          | 0.0       | 0.0                 | 0.0                    |

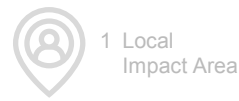
This table above shows the percentage of the resident population living in high to severe deprivation areas in the wards of Dawdon, Deerness, Delves Lane, Deneside, Durham South, Easington, Elvet and Gilesgate, and Esh and Witton Gilbert.

# Overview & Approach

| % of the population living in the areas of high to severe deprivation (the top 30% most deprived areas (LSOAs)) | North East | County Durham | Evenwood | Ferryhill | Framwellgate and Newton Hall | Horden | Lanchester | Leadgate and Medomsley | Lumley | Murton |
|---|------------|---------------|----------|-----------|------------------------------|--------|------------|------------------------|--------|--------|
| Overall   | 46.7       | 46.9          | 47.1     | 88.9      | 0.0                          | 100.0  | 22.0       | 50.0                   | 19.3   | 57.3   |
| Income  | 49.5       | 50.3          | 32.2     | 88.9      | 12.8                         | 100.0  | 22.0       | 66.7                   | 19.3   | 57.3   |
| Employment  | 55.2       | 59.4          | 46.6     | 88.6      | 12.3                         | 100.0  | 41.2       | 66.3                   | 34.9   | 57.8   |
| Education, Skills and Training  | 43.7       | 43.1          | 32.2     | 63.3      | 0.0                          | 100.0  | 22.0       | 32.7                   | 19.3   | 57.3   |
| Health  | 64.4       | 68.5          | 60.9     | 88.9      | 32.6                         | 100.0  | 22.0       | 77.0                   | 61.7   | 77.8   |
| Crime   | 43.3       | 42.5          | 32.2     | 75.2      | 0.0                          | 100.0  | 0.0        | 15.8                   | 0.0    | 77.8   |
| Barriers to Housing and Services  | 11.1       | 11.2          | 24.4     | 11.1      | 0.6                          | 0.0    | 0.0        | 23.0                   | 0.0    | 0.0    |
| Outdoor Living Environment  | 4.4        | 1.9           | 43.3     | 0.0       | 0.0                          | 0.0    | 0.0        | 0.0                    | 0.0    | 0.0    |

This table above shows the percentage of the resident population living in high to severe deprivation areas in the wards of Evenwood, Ferryhill, Framwellgate and Newton Hall, Horden, Lanchester, Leadgate and Medomsley, Lumley, and Murton.

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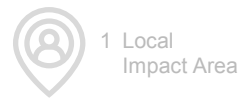


4. User Guidance

| % of the population living in the areas of high to severe deprivation (the top 30% most deprived areas (LSOAs)) | North East | County Durham | Neville's Cross | North Lodge | Passfield | Pelton | Peterlee East | Peterlee West | Sacrison | Seaham |
|---|------------|---------------|-----------------|-------------|-----------|--------|---------------|---------------|----------|--------|
| Overall   | 46.7       | 46.9          | 0.0             | 0.0         | 36.1      | 37.6   | 100.0         | 83.4          | 27.0     | 0.0    |
| Income  | 49.5       | 50.3          | 0.0             | 0.0         | 36.1      | 37.6   | 84.1          | 83.4          | 27.0     | 18.1   |
| Employment  | 55.2       | 59.4          | 0.0             | 0.0         | 61.9      | 47.5   | 100.0         | 100.0         | 71.4     | 34.0   |
| Education, Skills and Training  | 43.7       | 43.1          | 0.0             | 0.0         | 36.1      | 37.6   | 84.1          | 69.4          | 27.0     | 0.0    |
| Health  | 64.4       | 68.5          | 6.7             | 0.0         | 63.0      | 48.3   | 100.0         | 100.0         | 100.0    | 46.9   |
| Crime   | 43.3       | 42.5          | 6.7             | 0.0         | 36.1      | 54.8   | 100.0         | 87.5          | 92.5     | 0.0    |
| Barriers to Housing and Services  | 11.1       | 11.2          | 57.4            | 40.4        | 37.0      | 11.6   | 0.0           | 0.0           | 7.5      | 0.0    |
| Outdoor Living Environment  | 4.4        | 1.9           | 0.0             | 0.0         | 0.0       | 0.0    | 0.0           | 0.0           | 0.0      | 0.0    |

This table above shows the percentage of the resident population living in high to severe deprivation areas in the wards of Neville's Cross, North Lodge, Passfield, Pelton, Peterlee East, Peterlee West, Sacrison, and Seaham.

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| % of the population living in the areas of high to severe deprivation (the top 30% most deprived areas (LSOAs)) | North East | County Durham | Sedgefield | Sherburn | Shildon and Dene Valley | Shotton and South Hetton | Spennymoor | Stanley | Tanfield | Tow Law |
|---|------------|---------------|------------|----------|-------------------------|--------------------------|------------|---------|----------|---------|
| Overall   | 46.7       | 46.9          | 16.1       | 31.5     | 100.0                   | 100.0                    | 54.8       | 89.2    | 32.5     | 100.0   |
| Income  | 49.5       | 50.3          | 16.1       | 31.5     | 100.0                   | 83.7                     | 54.8       | 89.2    | 32.5     | 100.0   |
| Employment  | 55.2       | 59.4          | 34.7       | 50.9     | 100.0                   | 100.0                    | 54.5       | 89.5    | 71.3     | 100.0   |
| Education, Skills and Training  | 43.7       | 43.1          | 0.0        | 51.3     | 78.7                    | 64.4                     | 54.8       | 83.9    | 15.7     | 49.2    |
| Health  | 64.4       | 68.5          | 50.4       | 51.3     | 88.8                    | 100.0                    | 54.8       | 100.0   | 100.0    | 100.0   |
| Crime   | 43.3       | 42.5          | 15.8       | 63.1     | 89.9                    | 100.0                    | 54.8       | 16.9    | 23.5     | 58.6    |
| Barriers to Housing and Services  | 11.1       | 11.2          | 20.0       | 17.5     | 0.0                     | 0.0                      | 5.8        | 0.0     | 0.0      | 0.0     |
| Outdoor Living Environment  | 4.4        | 1.9           | 0.0        | 0.0      | 0.0                     | 0.0                      | 0.0        | 0.0     | 0.0      | 0.0     |

This table above shows the percentage of the resident population living in high to severe deprivation areas in the wards of Sedgefield, Sherburn, Shildon and Dene Valley, Shotton and South Hetton, Spennymoor, Stanley, Tanfield, and Tow Law.

# Overview & Approach

| % of the population living in the areas of high to severe deprivation (the top 30% most deprived areas (LSOAs)) | North East | County Durham | Trimdon and Thornley | Tudhoe | Weardale | West Auckland | Willington and Hunwick | Wingate | Woodhouse Close |
|---|------------|---------------|----------------------|--------|----------|---------------|------------------------|---------|-----------------|
| Overall   | 46.7       | 46.9          | 88.9                 | 58.0   | 0.2      | 48.9          | 30.6                   | 57.2    | 100.0           |
| Income  | 49.5       | 50.3          | 88.9                 | 58.0   | 0.2      | 64.3          | 49.0                   | 57.2    | 100.0           |
| Employment  | 55.2       | 59.4          | 100.0                | 74.5   | 22.3     | 80.0          | 80.2                   | 56.7    | 100.0           |
| Education, Skills and Training  | 43.7       | 43.1          | 88.9                 | 58.0   | 0.2      | 64.3          | 30.6                   | 57.2    | 70.1            |
| Health  | 64.4       | 68.5          | 100.0                | 74.5   | 19.6     | 81.3          | 80.8                   | 57.2    | 100.0           |
| Crime   | 43.3       | 42.5          | 89.7                 | 46.1   | 0.2      | 48.9          | 66.8                   | 57.2    | 100.0           |
| Barriers to Housing and Services  | 11.1       | 11.2          | 5.4                  | 0.0    | 37.2     | 18.7          | 18.4                   | 0.0     | 15.8            |
| Outdoor Living Environment  | 4.4        | 1.9           | 0.0                  | 0.0    | 37.2     | 0.0           | 0.0                    | 0.0     | 0.0             |

This table above shows the percentage of the resident population living in high to severe deprivation areas in the wards of Trimdon and Thornley, Tudhoe, Weardale, West Auckland, Willington and Hunwick, Wingate and Woodhouse Close.

# Overview & Approach

## Key insights

### Overall

A slightly larger proportion of County Durham's resident population experience high to severe Overall deprivation compared to the North East (46.9% compared to 46.7%). The wards with the highest proportion of residents that experience the greatest levels of Overall deprivation across County Durham are Aycliffe West, Peterlee East, Craghead and South Moor, Shildon and Dene Valley, Shotton and South Hetton, Tow Law, and Woodhouse Close which all have 100% of their population living in areas that experience high to severe overall deprivation.

### Jobs

Durham County Council policies highlight a number of challenges, related to retaining young people who are leaving school or University to support the local labour force. County Durham has a higher percentage of 16 and 17 year old NEETs and lower GCSE attainment levels than the North East regional average

### Growth

County Durham has an hourly income comparable to the regional average - both of which are lower than the national average, however, half of County Durham's population live in areas experiencing high to severe levels of Income deprivation. 98% of the 14,565 businesses in County Durham are micro (0-9 people) or small (10-49 people) and the largest industrial sector for businesses is distribution/accommodation and food which accounted for 24.4% of all business enterprises in 2021 in the county. The Council also has a focus on supporting rural economies by improving broadband in these areas.

### Social

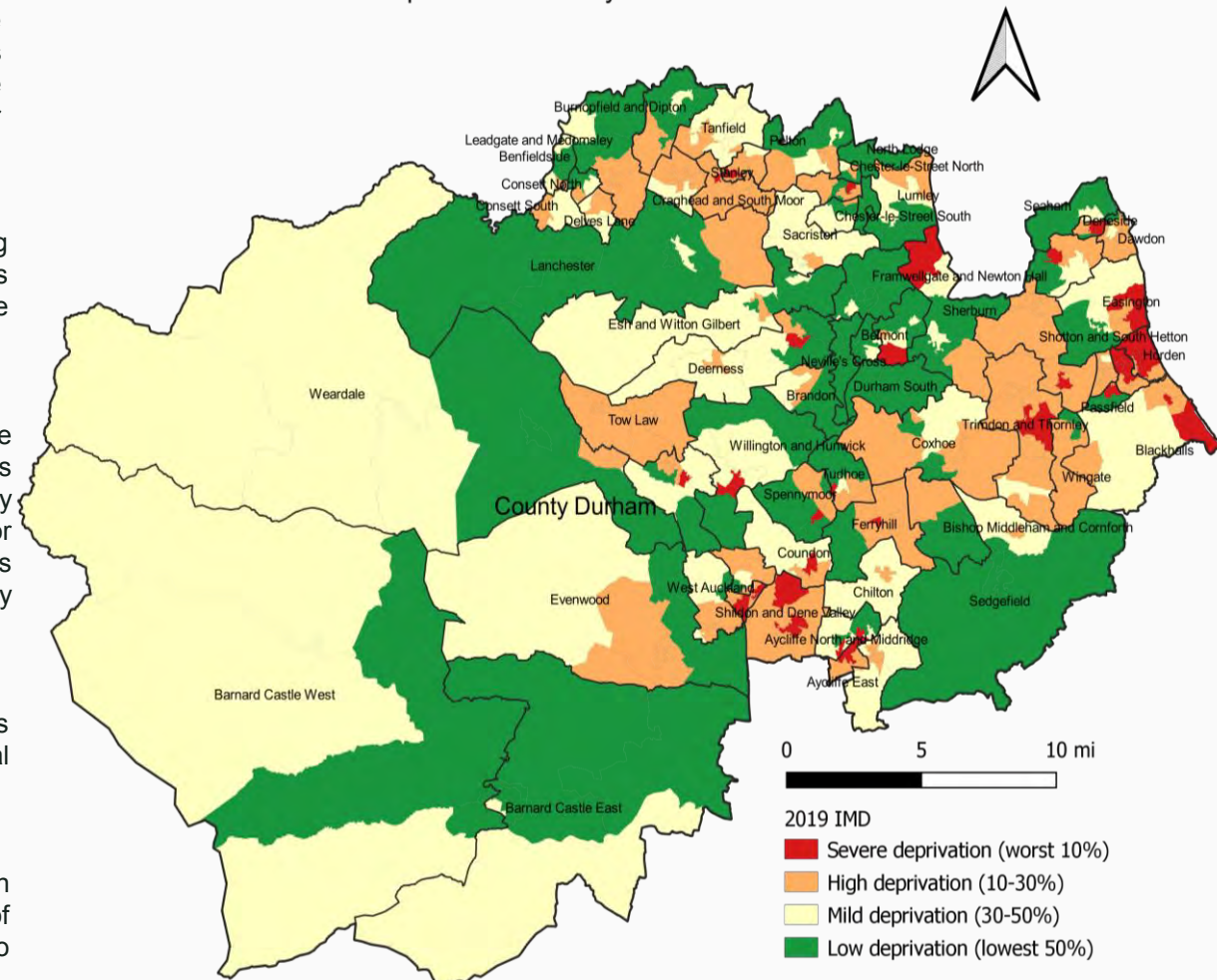
Over two thirds of the County's resident population live in areas experiencing high to severe levels of Health deprivation. County Durham performs worse than the regional average in several indicators relating to healthy lifestyles including food choices and alcohol consumption.

### Environment

Durham County Council have declared a climate emergency and aim to reduce their carbon emissions by 80% by 2030 and establish the county as carbon neutral by 2050. A low proportion of both County Durham and the North East's resident population live in areas that experience high to severe Outdoor Living Environment deprivation. This is in part due to large rural areas.

## Overall deprivation – County Durham

Overall deprivation - County Durham



## User Guidance

This Local Needs Analysis is based on the public datasets available at the time that this report was written (see a full list of data sources and time periods covered on the following slide). It is important to note that this Local Needs Analysis should not be viewed as an all-encompassing summary of the needs in an area. Instead, it provides information and insights about the area that are relevant as of March 2022 and based on the selected data indicators included. This report should be used to inform decision making around social value initiatives and activities that could be delivered by helping readers understand where the greatest impact can be made. It should also be used to inform discussions with local stakeholders who will be able to provide their own thoughts about the key needs and priorities locally.

The data indicators used in this Local Needs Analysis are selected on their basis to address needs that achieve of the desired outcomes and measures in the National Social Value Measurement Framework (National TOMs) and to expand on IMD domains. This ensures that the recommendations arising from this report can be measured to evidence the social value they are creating.

To include additional indicators, please contact the Social Value Portal team for a customised Local Needs Analysis package.

# Overview & Approach



1 Local  
Impact Area



2 Process  
& Approach







3 Deprivation  
Analysis



4. User Guidance

We use numerous other public data sets in the deprivation analysis within each theme. The table below provides a list of data indicators and sources used throughout this report:

| Theme  | Indicator   | Data Sources  |
|--|---|---|
| <br>Jobs          | <ul style="list-style-type: none"> <li>Unemployment Rate – EA Core or Work Limiting Disabled</li> <li>Unemployment Rate Aged 16 and Over</li> </ul>   | ONS Annual Population Survey, 2021  |
|  | <ul style="list-style-type: none"> <li>GCSE Attainment</li> <li>NEETs 16- and 17-year-olds</li> </ul>   | Department for Education, Statistics for GCSE Key Stage 4 (2020/21), 2021<br>Department for Education, NEET and Participation – Local Authority, 2021   |
|  | <ul style="list-style-type: none"> <li>Gender Pay Gap Mean and Median</li> </ul>  | ASHE, Gender Pay Gap, 2021  |
| <br>Growth        | <ul style="list-style-type: none"> <li>Number of VAT/PAYE Based Enterprises by Sector</li> <li>MSMEs Based In County Durham</li> </ul>  | ONS UK business: activity, size and location, 2021<br>ONS Inter Departmental Business Register, 2021  |
| <br>Social        | <ul style="list-style-type: none"> <li>Percentage of Adults (16+) With Inactive Levels of Sports And Physical Activity</li> <li>ESA Claimants For Mental and Behavioural Disorders</li> <li>The Proportion of Adults Who Currently Smoke</li> <li>Reoffending Rates</li> <li>Deaths from alcohol-related conditions</li> <li>Proportion of Households that are fuel poor</li> <li>Suicide Rate</li> <li>Number of Rough Sleepers</li> </ul> | Sports England, Active Lives Adult Survey Report, 2021<br>Nomis (ONS), Benefit claimants - employment and support allowance, 2020<br>ONS, Adult Smoking Habits (2020), 2021<br>Ministry of Justice, Proven reoffending statistics(2018-2019), 2021<br>Public Health England, Local Alcohol Profile (2019-2020), 2021<br>Department for Business, Energy & Industrial Strategy, Sub-regional fuel poverty data 2021,2022<br>Public Health England, Suicide Prevention Profile (2018-2020), 2021<br>MHCLG, Rough Sleeping in England (2020), 2021 |
| <br>Environment | <ul style="list-style-type: none"> <li>Domestic Electricity CO2 Emissions (Ktco2)</li> <li>Domestic Other Fuels CO2 Emissions (Ktco2)</li> <li>Transport CO2 Emissions (ktCO2)</li> </ul>   | Department for Business, Energy & Industrial Strategy, UK local authority and regional carbon dioxide emissions national statistics (2019), 2021  |
|  | <ul style="list-style-type: none"> <li>Percentage of Household Waste Sent For Reuse, Recycling or Composting</li> <li>Percentage of Municipal Waste Sent to Landfill</li> </ul>   | DEFRA, Local authority collected waste annual results (2020-2021), 2021   |
|  | <ul style="list-style-type: none"> <li>Renewable Energy Generation From Photovoltaics (Per Household)</li> <li>Renewable Electricity Generation Total (Per Household)</li> </ul>  | DEFRA, Regional Renewable Statistics (2020), 2021   |



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# Jobs:

## Promoting local skills & employment

A look into the employment and education needs  
and priorities for County Durham



## Durham County Council & County Durham

Durham County Council faces a number of challenges, particularly related to retaining young people who are leaving school or University to support the local labour force. The aging population makes it difficult to maintain an adequate labour force. Durham look to deliver a range of employment types as well as supporting quality education, particular improving qualifications and attainment of vocational subjects for young people.

| Policy Document                                      | Relevant Policy or Objective  |
|--|---|
| <u>Durham County Council: Council Plan 2020-2023</u> | <p><b><u>Council Ambition: More and Better Jobs</u></b></p> <ul style="list-style-type: none"> <li>• Delivery of a range of employment sites across the county</li> <li>• Young people will have access to good quality education, training and employment</li> <li>• Helping all people into rewarding work</li> <li>• Fewer people will be affected by poverty and deprivation within the county</li> </ul>   |
| <u>County Durham Plan Adopted 2020</u>               | <p><b><u>Policy 16: Durham University</u></b></p> <ul style="list-style-type: none"> <li>• The University is committed to increasing both the number of students from the county and the graduates retained in the area. Working with the University provides a major opportunity and is a priority for improving the county's economy by providing adequate and appropriate space to facilitate investment related to the work and research of the University and the conditions in which graduates want and have the opportunity to stay within the county.</li> </ul> <p><b><u>Core Principle: Building a Strong Competitive Economy</u></b></p> <ul style="list-style-type: none"> <li>• Changing age structure is another challenge due to the population ageing and the reduction of the number of people that are economically active, makes it challenging to maintain an adequately sized labour force and to maintain and increase the overall rate of employment.</li> </ul> |

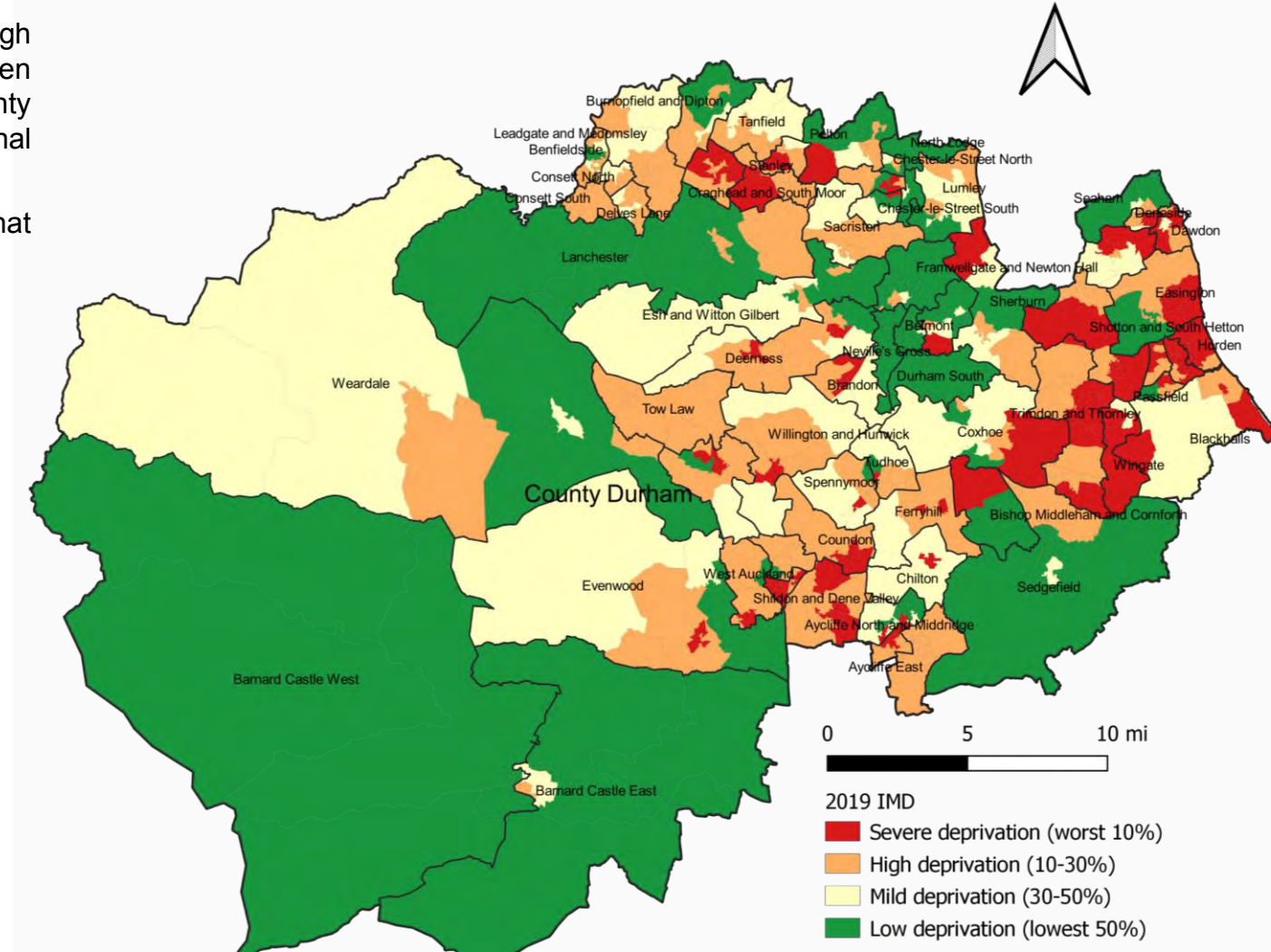
## Employment

Nearly 60% of the County Durham population live in areas experiencing high to severe levels of Employment deprivation which is slightly higher when compared to the North East average of 55%. The jobs density in County Durham is 0.61 which is slightly lower than the average North East regional jobs density of 0.71 ([ONS Jobs Density \(2020\), 2022](#))

The wards with the highest proportion of residents living in areas that experience high to severe Employment deprivation (100%) are:

- Shotton and South Hetton
- Shildon and Dene Valley
- Tow Law, Stanley
- Trimdon and Thronley
- Woodhouse Close
- Peterlee East
- Peterlee West
- Horden
- Consen South
- Coundon
- Craghead and South Moor
- Annfield Plain
- Aycliffe East
- Aycliffe West

Employment deprivation - County Durham



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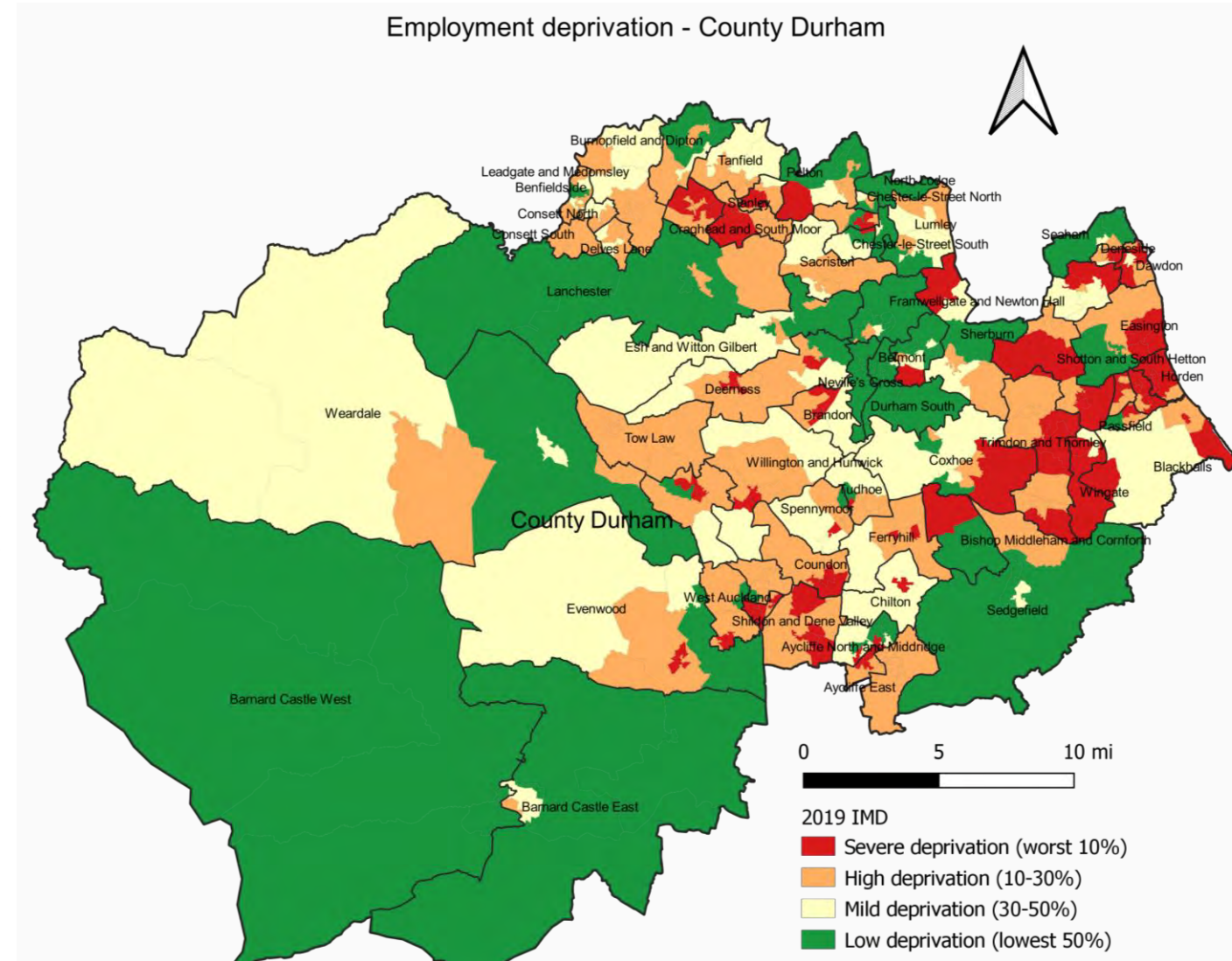
## Employment cont.

Additionally, the wards of Easington, Woodhouse Close and Horden contain LSOAs that rank within the worst 100 nationally within this domain. These LSOAs are:

- Woodhouse Close Central (E01020909) - rank 65
- Horden Central (E01020764) - rank 77
- Easington Colliery North (E01020752) - rank 33

Therefore, targeted recruitment initiatives to employ local people (especially young people not in education, employment or training) should be directed to these wards and across the east of County Durham.

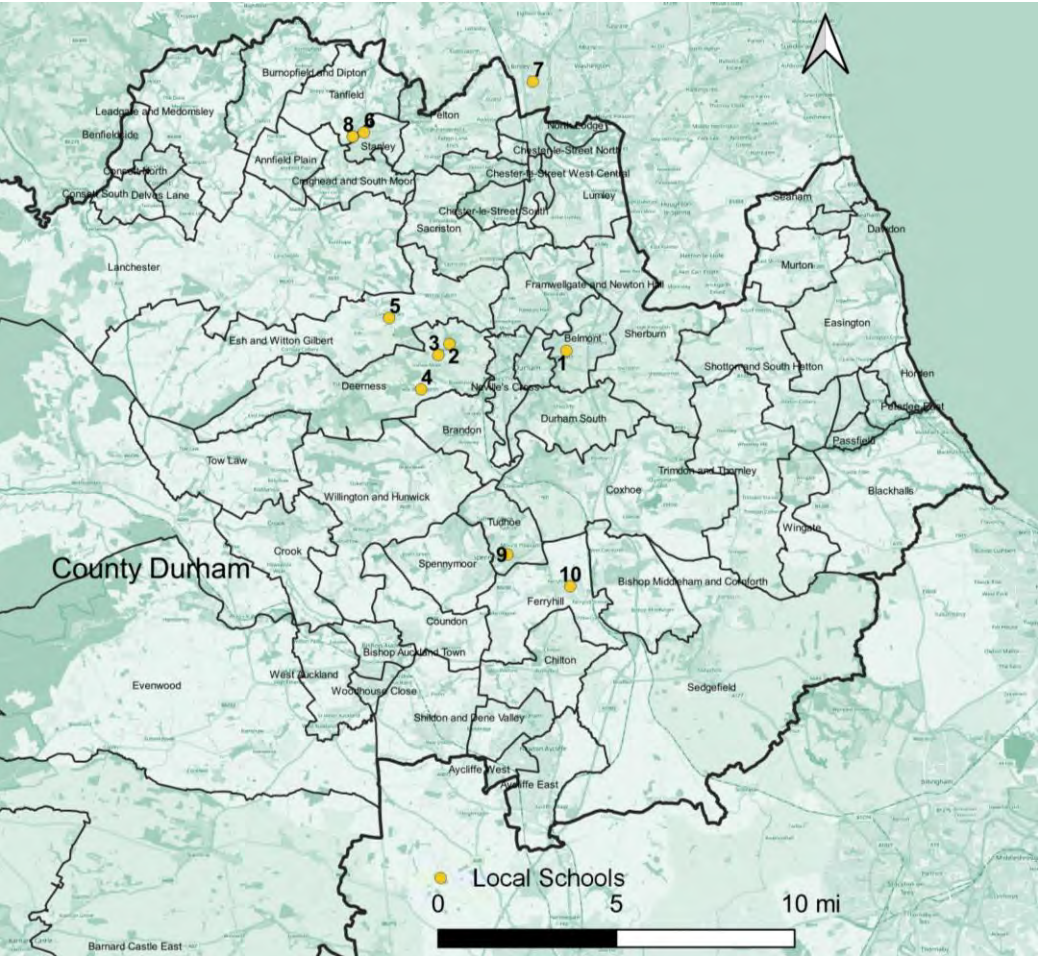
The population of the wards of Lanchester, Barnard Castle West and Barnard Castle East that experience low employment deprivation are majorly aged between 50 and 79 years which is likely to contribute to the low deprivation levels.



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The Ofsted Rating system measures schools on a range from 1-4: Outstanding (1), Good (2), Requires Improvement (3), and Inadequate (4). The schools recommended for potential engagement opportunities across County Durham were identified due to their Ofsted rating of 3 and 4. This indicates that the effectiveness of the school requires improvement or is inadequate. Furthermore, this rating identifies weakness or serious weakness in the overall promotion of pupils’ spiritual, moral, social and cultural development.



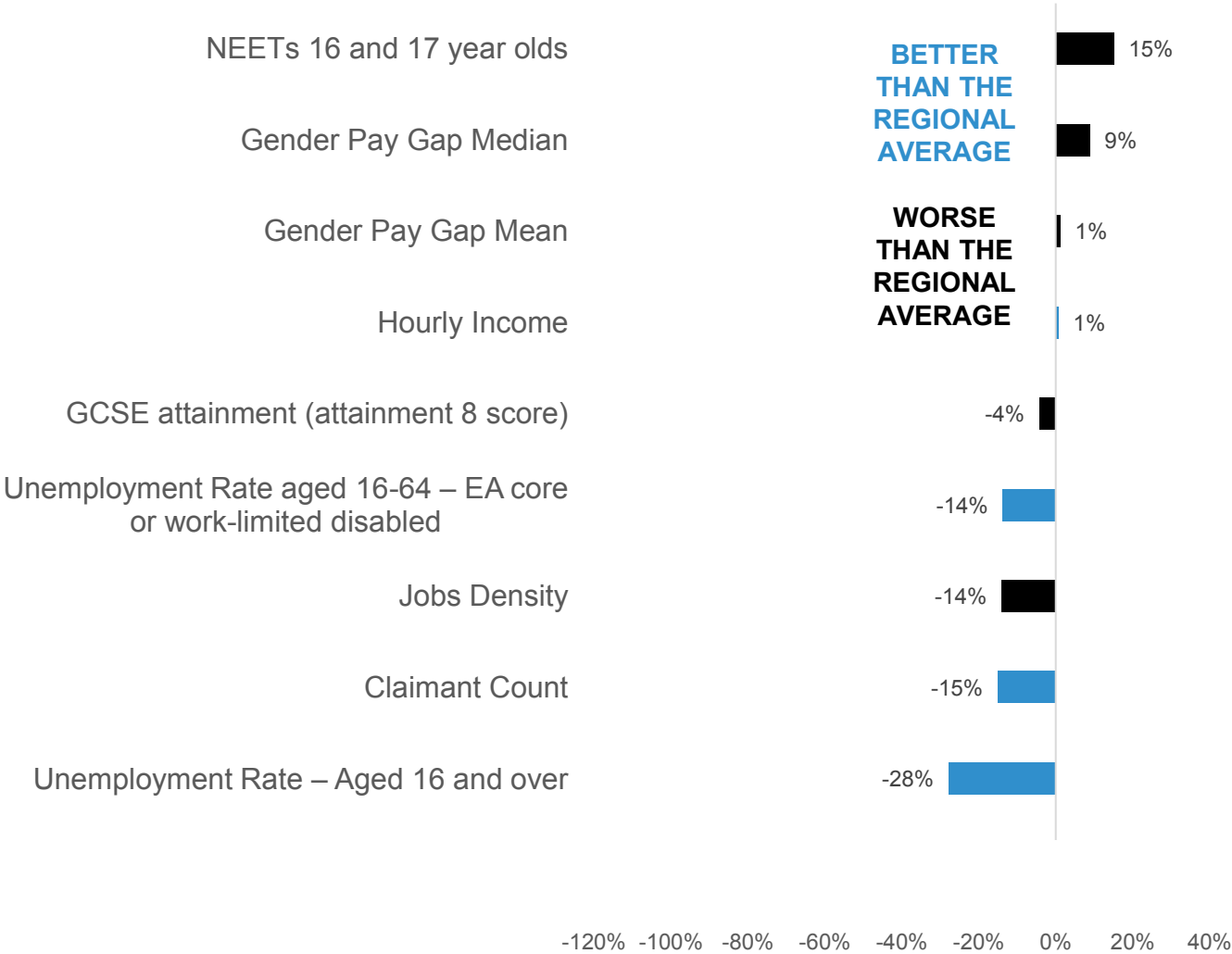
| School name  | School Type       | Ofsted Rating |
|--|-------------------|---------------|
| 1. Durham Gilesgate Primary School                                 | Primary           | 3             |
| 2. Bearpark Primary School   | Primary           | 3             |
| 3. Durham Community Business College for Technology and Enterprise | Secondary         | 3             |
| 4. New Brancepeth Primary School                                   | Primary           | 3             |
| 5. Langley Park Primary School                                     | Primary           | 3             |
| 6. North Durham Academy  | Secondary         | 3             |
| 7. Lord Lawson of Beamish Academy                                  | Secondary         | 3             |
| 8. Stanley Children's Centre                                       | Children's Centre | 3             |
| 9. North Park Primary School                                       | Primary           | 3             |
| 10. Broom Cottages Primary & Nursery School                        | Primary           | 3             |

County Durham performs worse than the regional average in the following indicators relating to *Jobs: Local skills and employment*.

- NEET 16 and 17 year olds is 15% higher
- GCSE attainment is 4% lower
- Jobs density is 14% lower
- Gender pay gap mean is 1% higher
- Gender pay gap median is 9% higher

Therefore, value added in this theme should be directed towards reducing work inequalities by promoting equal pay, supporting employment and training opportunities for young NEETs and engaging with local secondary schools, youth groups and colleges to provide curriculum support and career support.

Local skills and employment: County Durham





| Organisation   | Description   | Contact  |
|--|---|--|
| <b>Sports Work's Aspire Programme</b>                                  | Sport Works' Aspire programme is designed to support young people aged 15-24 who are at risk of disengaging from education to get back on the right track.  | <a href="http://www.sportworksLtd.co.uk">www.sportworksLtd.co.uk</a>           |
| <b>North Durham Academy</b>  | These secondary schools in County Durham have an Ofsted rating of 3 (requires improvement).   | <a href="http://www.northdurhamacademy.co.uk">www.northdurhamacademy.co.uk</a> |
| <b>Durham Community Business College for Technology and Enterprise</b> |   | <a href="http://www.durhamfederation.net">www.durhamfederation.net</a>         |
| <b>Durham University Women in Business (DUWIB)</b>                     | Durham University Women in Business (DUWIB) has been enormously successful in helping members gain access to internships and graduate schemes. DUWIB aims to change the gender pay gap and gender imbalance in higher education and the work places.  | <a href="http://duwib.org.uk">duwib.org.uk</a>                                 |
| <b>Living Wage Foundation</b>  | Living Wage Foundation campaigns for employers and councils to pay living wage. They consider the low pay to be largely a gender inequality issue. They annually announce the real living wage rates plus accredit employers who choose to pay a real living wage based on the cost of living, not just the government minimum. | <a href="http://www.livingwage.org.uk">www.livingwage.org.uk</a>               |

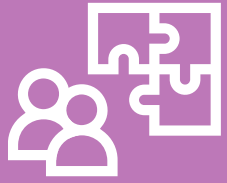


| Outcome                                     | NT Ref | Measure   | Local Context  | Potential Community Partners  |
|---|--------|---|--|---|
| More local people in employment             | NT1    | No. of local direct employees (FTE) hired or retained (for re-tendered contracts) on contract for one year or the whole duration of the contract, whichever is shorter  | <ul style="list-style-type: none"> <li>- Jobs density is 14% lower than the regional average and is less than 1-</li> <li>- With nearly 60% of the County Durham population living in areas experiencing high to severe Employment deprivation, Employment is the domain in which County Durham experiences its second highest levels of high to severe deprivation</li> </ul> |   |
|   | NT1a   | No. of local direct employees (FTE) which are TUPE transfers retained on contract for one year or the whole duration of the contract, whichever is shorter (re-tendered contracts only - to be used at Measurement)   |  |   |
|   | NT1b   | No. of residents (FTE) from the listed sub-localities employed directly or through the supply chain as a result of your procurement requirements on the contract for one year or the whole duration of the contract, whichever is shorter (see sub-localities listed in 'LISTNT1b')                             |  |   |
|   | NT2    | % of local people employed on contract (FTE)  |  |   |
| More opportunities for disadvantaged people | NT3    | No. of employees (FTE) hired on the contract who are long term unemployed (unemployed for a year or longer) as a result of a recruitment programme  |  |   |
|   | NT3a   | No. of armed forces veterans employees (FTE) hired on the contract as a result of a recruitment programme who are long term unemployed (unemployed for a year or longer) and are facing specific barriers to transitioning to civilian employment that do not qualify them as disabled (e.g. long term service) |  |   |
|   | NT3b   | No. of homeless employees (FTE) hired on the contract as a result of a recruitment programme  |  |   |
|   | NT3c   | No. of mothers returning to work (FTE) hired on the contract as a result of a recruitment programme who are long-term unemployed (unemployed for a year or longer) (when the mother is the primary carer)   | Gender pay gap mean is 1% higher than the North East regional average  | Durham University Women in Business (DUWIB)   |
|   |        |   | Gender pay gap median is 9% higher than the North East regional average  | Living Wage Foundation  |
|   | NT4    | No. of employees (FTE) hired on the contract who are Not in Employment, Education, or Training (NEETs) as a result of a recruitment programme   | <ul style="list-style-type: none"> <li>- NEET 16 and 17 year olds is 15% higher than the North East regional average</li> <li>- GCSE attainment is 4% lower than the North East regional average</li> </ul>  | Sports Work's Aspire Programme<br><br>North Durham Academy<br>Lord Lawson of Beamish Academy<br><br>Durham Community Business College for Technology and Enterprise |
|   | NT5    | No. of 18+ y.o. employees (FTE) hired on the contract who are rehabilitating or ex offenders as a result of a recruitment programme   | - Nearly half of County Durham's resident population (42.5%) live in areas experiencing high to severe levels of Crime deprivation.  |   |
|   | NT6    | No. of disabled employees (FTE) hired on the contract as a result of a recruitment programme  |  |   |



| Outcome                                     | NT Ref | Measure  | Local Context  | Potential Community Partners  |
|---|--------|--|--|---|
| More opportunities for disadvantaged people | NT7    | No. of hours of support into work provided to over 24 y.o. unemployed people through career mentoring, including mock interviews, CV advice, and careers guidance  | -With nearly 60% of the County Durham population living in areas experiencing high to severe Employment deprivation, Employment is the domain in which County Durham experiences its second highest levels of high to severe deprivation   |   |
|   | RE57   | Percentage of women (FTE) hired on the contract  | - Gender pay gap mean is 1% higher than the North East regional average<br>- Gender pay gap median is 9% higher than the North East regional average   | Durham University Women in Business (DUWIB)<br>Living Wage Foundation   |
|   | RE58   | Percentage of employees (FTE) BAME hired on the contract   |  |   |
| Improved skills                             | NT8    | No. of staff hours spent on local school and college visits e.g. delivering career talks, curriculum support, literacy support, safety talks (including preparation time)  | - The proportion of residents with an NVQ4 level qualification or above is 31.6% in County Durham, which is lower than the North East and Great Britain averages of 34.4% and 43.1% respectively<br><br>- At 8.5%, there is also a higher proportion of people with no qualifications in County Durham than the North East and Great Britain averages of 8.1% and 6.4% | North Durham Academy<br>Lord Lawson of Beamish Academy<br>Durham Community Business College for Technology and Enterprise |
|   | NT9    | No. of weeks of training opportunities on the contract (BTEC, City & Guilds, NVQ, HNC) that have either been completed during the year, or that will be supported by the organisation until completion in the following years – Level 2,3, or 4+ |  |   |
|   | NT10   | No. of weeks of apprenticeships on the contract that have either been completed during the year, or that will be supported by the organisation until completion in the following years – level 2,3, or 4+  |  |   |
| Improved employability of young people      | NT11   | No. of hours of support into work provided to under 24 y.o (young people) unemployed people through career mentoring, including mock interviews, CV advice and careers guidance  | - NEET 16 and 17 year olds is 15% higher than the North East regional average<br>- GCSE attainment is 4% lower than the North East regional average  |   |
|   | NT12   | No. of weeks spent on meaningful work placements or pre-employment course; 1-6 weeks student placements (unpaid)   |  |   |
|   | NT13   | Meaningful work placements that pay Minimum or National Living wage according to eligibility - 6 weeks or more (internships)   | - 50.3% of the County Durham population live in areas experiencing high to severe Income deprivation<br>- Gender pay gap mean is 1% higher than the North East regional average<br>- Gender pay gap median is 9% higher than the North East regional average   | Living Wage Foundation  |

NB: TOMs Measures highlighted in red are those that have never been used by Durham Council before



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# Growth: Supporting growth of responsible & regional business

A look into income needs and priorities and the opportunities for supporting growth in County Durham

## Durham County Council and County Durham

Durham County Council face challenges around an aging population. They have a strong visitor economy that is an important part of the County Durham economy but still has untapped potential. The Council also has a focus on supporting rural areas and rural economies, with one opportunity being improved broadband in these areas.



| Policy Document                                      | Relevant Policy or Objective  |
|--|---|
| <u>Durham County Council: Council Plan 2020-2023</u> | <p><b><u>Council Ambition: More and Better Jobs</u></b></p> <ul style="list-style-type: none"> <li>A strong, competitive economy where County Durham is a premier place in the North East to do business</li> <li>A broader experience for residents and visitors to the county</li> <li>Fewer people will be affected by poverty and deprivation within the county</li> </ul> <p><b><u>Council Ambition: Connected Communities</u></b></p> <ul style="list-style-type: none"> <li>Standards will be maintained or improved across County Durham's housing stock</li> <li>People will have good access to workplaces, services, retail and leisure opportunities</li> </ul>   |
| <u>County Durham Plan Adopted 2020</u>               | <p><b><u>Core Principles:</u></b></p> <p><b><u>Building a Strong Competitive Economy</u></b></p> <ul style="list-style-type: none"> <li>The fundamental challenge is to improve the economic performance of the county in light of significant economic change over the last 30 years.</li> <li>Changing age structure is another challenge due to the population ageing and the reduction of the number of people that are economically active, makes it challenging to maintain an adequately sized labour force and to maintain and increase the overall rate of employment.</li> </ul> <p><b><u>Visitor Economy Introduction</u></b></p> <ul style="list-style-type: none"> <li>The visitor economy is an important and resilient part of the County Durham economy, worth over £807million a year and consistently sustains the equivalent of around 11,682 full time jobs. But there remains a great deal of untapped potential.</li> <li>County Durham aims to offer a visitor experience that matches its outstanding natural landscapes and its internationally famous built heritage. Tourism and leisure development, including visitor attractions, leisure facilities, visitor accommodation and green infrastructure will be protected, and where necessary, enhanced, promoted and expanded in partnership with key agencies and delivery partners.</li> </ul> <p><b><u>Supporting a Prosperous Rural Economy</u></b></p> <ul style="list-style-type: none"> <li>One of the key issues that has constrained the economy of rural areas is the lack of a reliable broadband connection. As this is improving with the roll out of superfast broadband, we need to be in a position to capitalise on this opportunity but in a way which preserves the quality and character of what makes these areas special.</li> </ul> |

Income deprivation looks at the proportion of the population experiencing deprivation relating to low income. Low income includes people who are out of work, and people who have low earnings.

Half of County Durham's resident population (50.3%) live in areas that experience high to severe levels of Income deprivation - similar to the proportion across the North East (49.5%). The average annual earnings before tax in County Durham was £22,500 in 2021, lower than the £26,200 nationally ([Durham Insights, 2022](#)).

The wards with the highest proportion of residents living in areas that experience high to severe Income deprivation (100%) are:

- Annfield Plain
- Aycliffe West
- Consett South
- Craghead and South Moor
- Horden
- Shildon and Dene Valley
- Tow Law
- Woodhouse Close

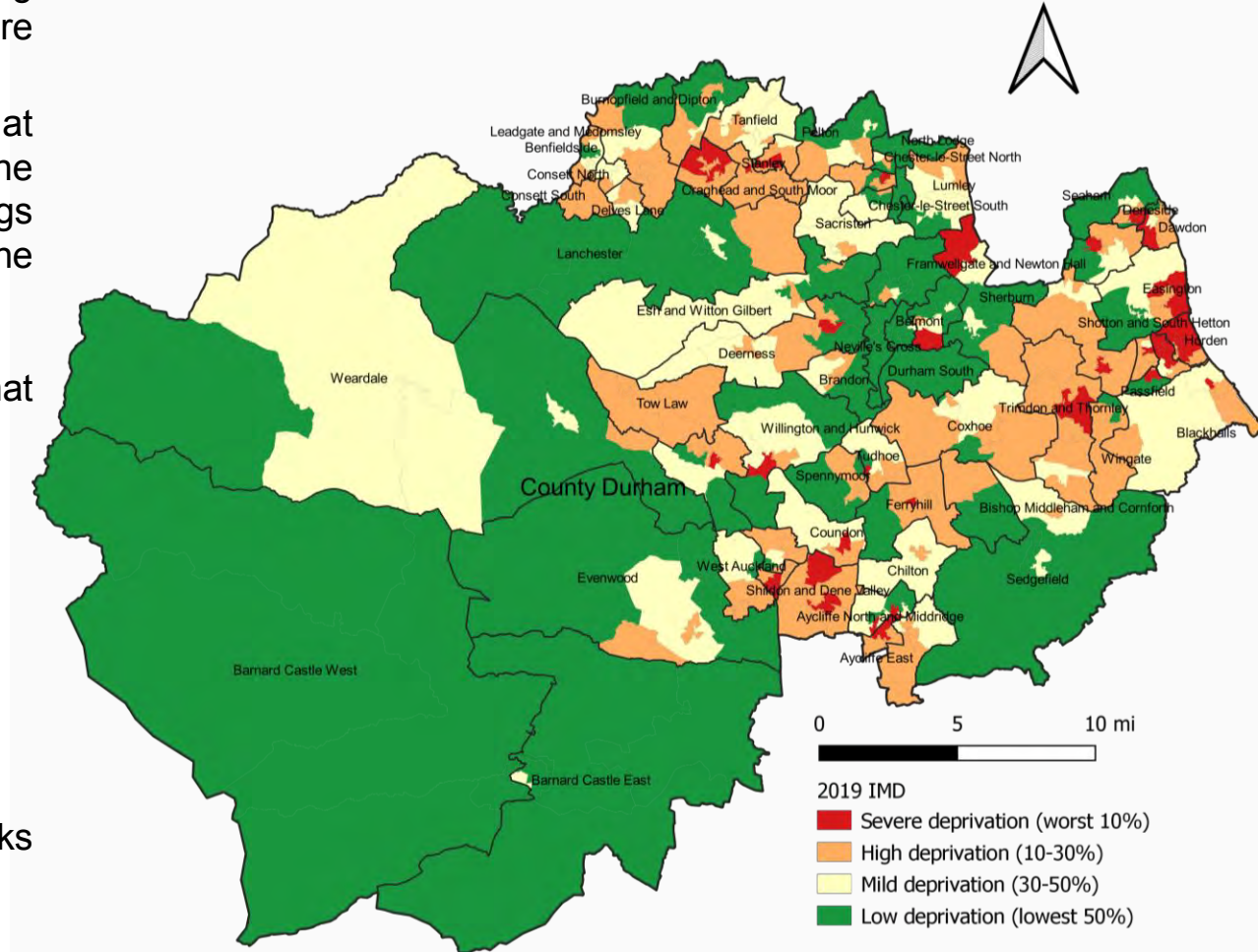
Additionally, the ward of Woodhouse Close contains an LSOA that ranks within the worst 100 nationally within this domain. This LSOA is:

- Woodhouse Close Central (E01020909) - rank 31

Therefore, initiatives to support fair and equal pay and support local businesses should be directed to these wards in County Durham.

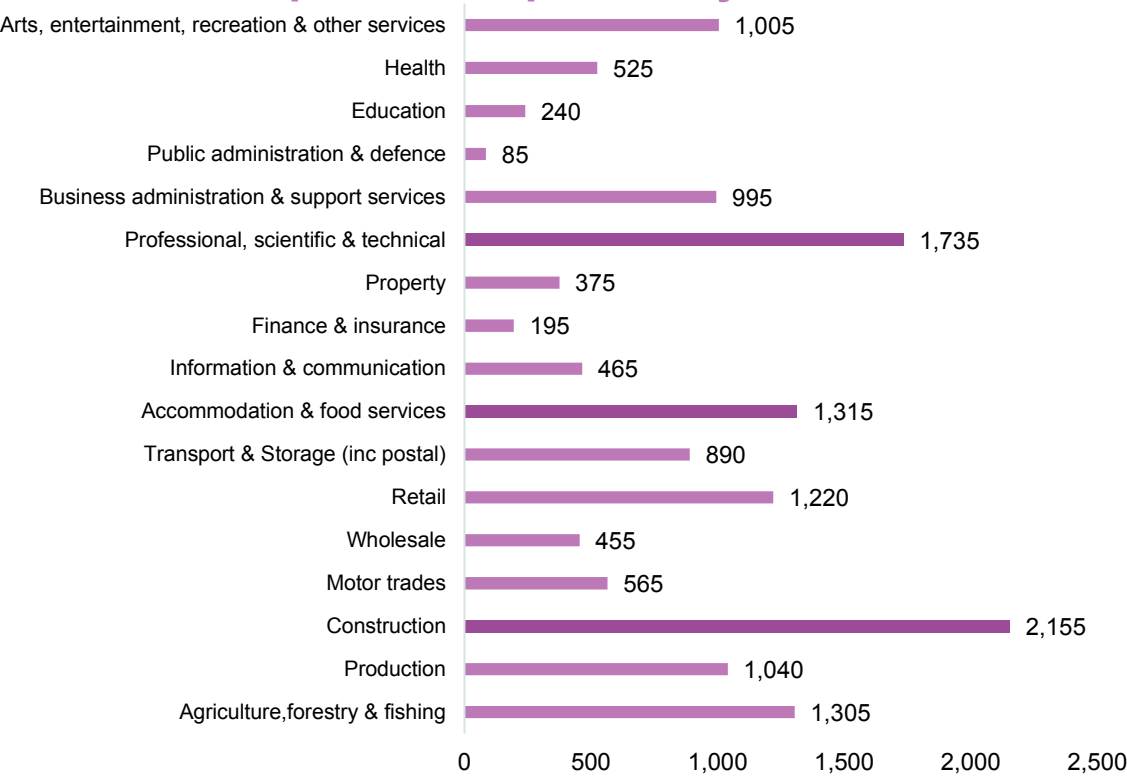


Income deprivation - County Durham



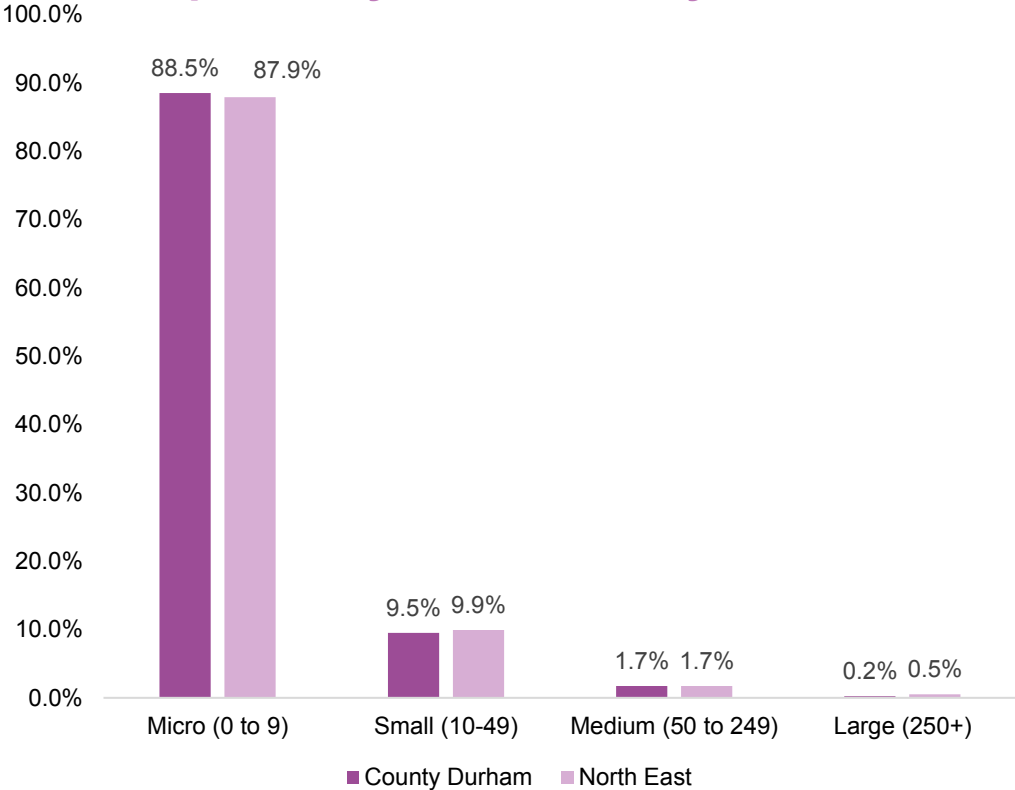
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Number of VAT/PAYE Based Enterprises by Broad Enterprise Group: County Durham



This graph shows number of PAYE and/or VAT based enterprises by broad enterprise group in 2021. The 3 largest industries by number of PAYE and/or VAT based enterprises in County Durham are construction, professional, scientific & technical and accommodation & food services. Production is the fastest growing business sector in County Durham. (Durham Insights, 2022) and the largest industrial sector for businesses is distribution/accommodation and food which accounted for 24.4% of all business enterprises in 2021 in the county (Durham County Council, 2022). Therefore, supporting local businesses in these sectors is key to supporting the growth of local business in County Durham.

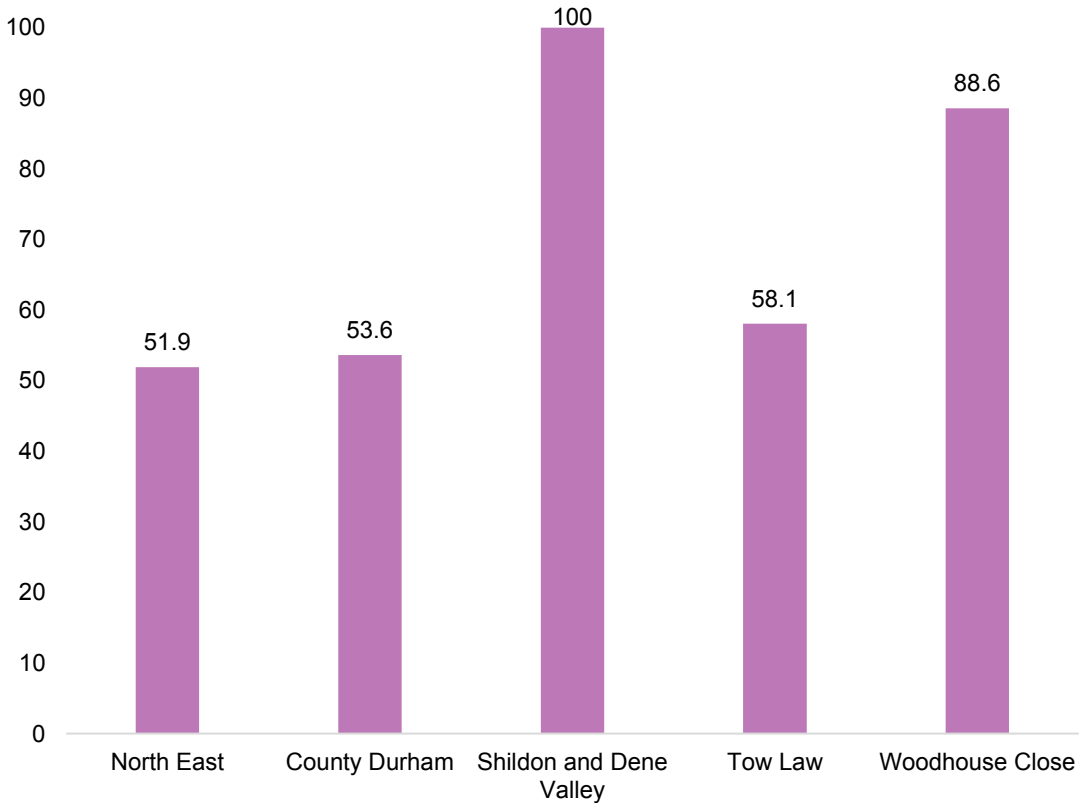
Enterprises by Size – County Durham



This graph shows the number of enterprises by size based on the number of employees in County Durham and the North East. The number of businesses in County Durham has increased by 20% in the last 10 years. 98% of the 14,565 businesses in County Durham are micro (0-9 people) or small (10-49 people). Therefore, promoting ethical procurement and embedding social value in the supply chain by supporting local MSMEs is key to promoting a healthy economy in County Durham.

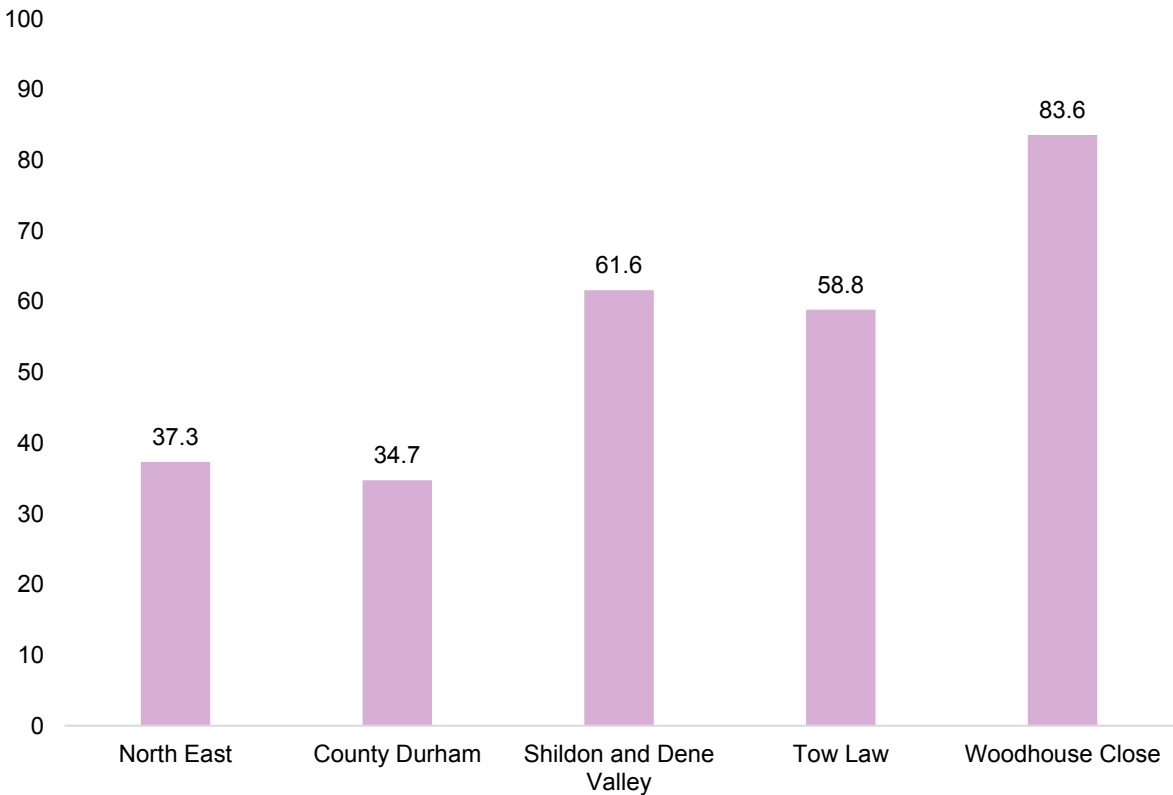
# Growth

Percentage of population living in the areas of high to severe Income deprivation affecting children  
(Income Domain Affecting Children Index (IDACI))



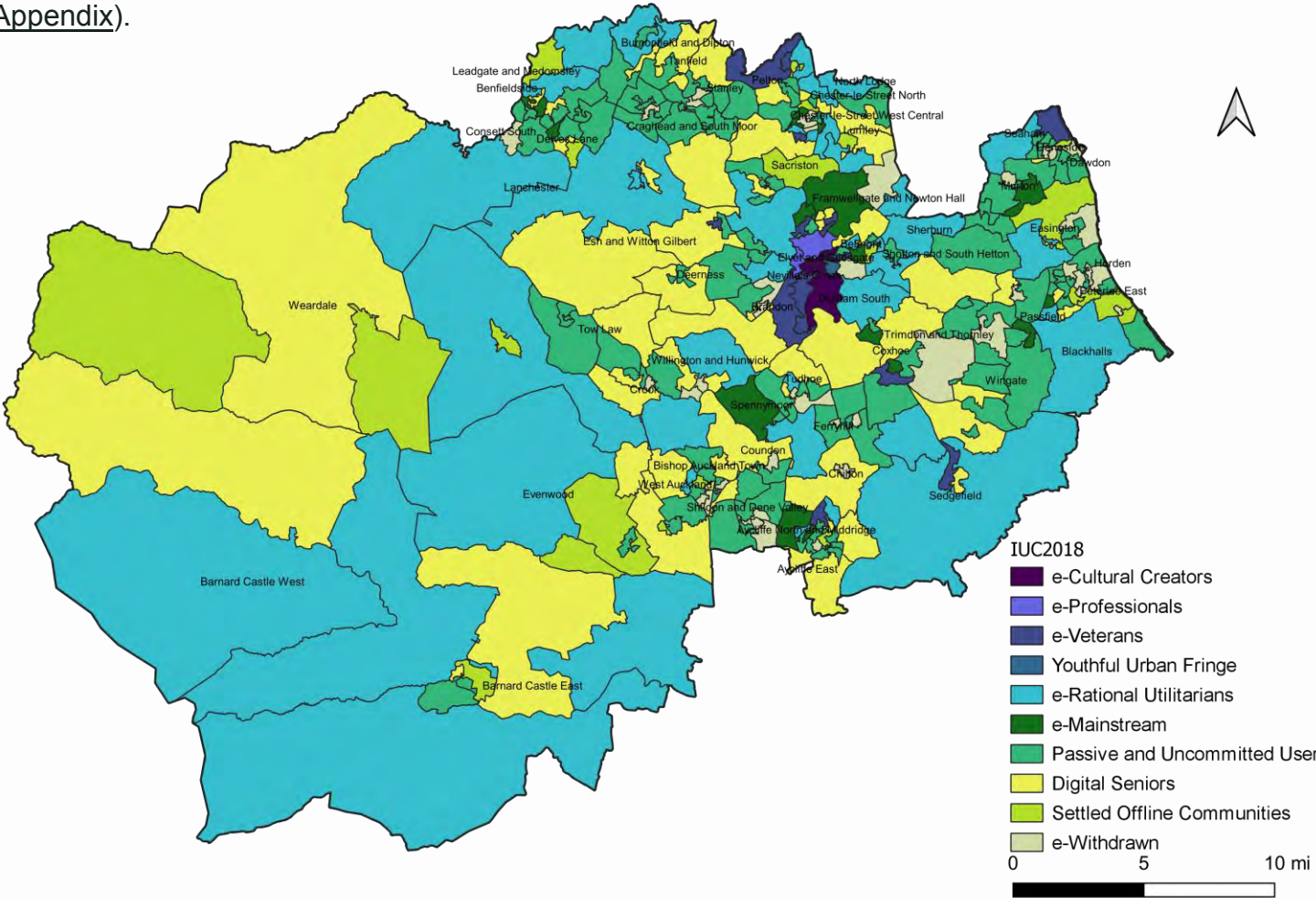
The graph shows the percentage of the population living in the areas of high to severe Income deprivation affecting children within the wards listed on the previous page as experiencing the greatest Income deprivation overall. Shildon and Dene Valley at 100% has the highest proportion of its population experiencing high to severe Income deprivation affecting children.

Percentage of population living in the areas of high to severe Income deprivation affecting older people  
Income Domain Affecting Older People Index (IDAOP)



The graph shows the percentage of the population living in the areas of high to severe Income deprivation affecting older people within the wards listed on the previous page as experiencing the greatest Income deprivation overall. Woodhouse Close at 83.6% has the highest proportion of its population experiencing high to severe Income deprivation affecting older population.

The map shows the classification of neighbourhoods in County Durham in terms of how they interact with the internet. The Consumer Data Research Centre (CDRC) have developed an Internet User Classification using data from the British Population Survey (BPS), which provides info on the behavioural characteristics of the population regarding various aspects of internet use, which could be linked with demographic data from the census and supplemented with data from online retailers, on online transactions and infrastructure data from OfCom on download speed. Every LSOA in the UK has been classified into 10 groups (summarised in the table on the [Appendix](#)).



County Durham has a high proportion of LSOAs with internet users classified as Digital Seniors and e-Rational Utilitarians. This group of users are defined as typically elderly, white British, retired and relatively affluent. Average use of the Internet, typically using a personal computer at home. Despite being infrequent users, they are adept enough to use the Internet for information seeking, financial services and online shopping.

E-Rational Utilitarians group comprises of mainly rural and semi-rural areas at the city fringe, high demand for internet services by members of this group is constrained by poor infrastructure. Users in this group tend to be late middle-aged or elderly.

Source: Alexiou, A. and Singleton, A. (2018). ESRC Consumer Data Research Centre; Contains National Statistics data Crown copyright and database right (2017); Ofcom data (2016). CDRC data from Data Partners (2017)



| Organisation  | Description  | Contact  |
|---|--|--|
| <b>Business Durham</b>                              | Business Durham is the business support service for Durham County Council, helping to deliver more and better jobs and a strong competitive economy. Business Durham works closely with partners to encourage an enterprise culture, helping entrepreneurs to turn bright ideas into successful reality and students to develop enterprise skills to become our future business leaders. | <a href="http://www.businessdurham.co.uk">www.businessdurham.co.uk</a>           |
| <b>Durham Ambitious Business Start-ups ('DABS')</b> | The DABS Programme aims to foster a start-up environment throughout County Durham to help new and prospective business owners support and learn from each other.   | <a href="http://www.durhamstartups.co.uk/dabs">www.durhamstartups.co.uk/dabs</a> |
| <b>North East England Chamber of Commerce</b>       | North East England Chamber of Commerce is the region's largest business membership organisation representing 3,000+ businesses.  | <a href="http://www.neechamber.co.uk">www.neechamber.co.uk</a>                   |
| <b>Digital Durham</b>                               | The Digital Durham programme is a £35 million initiative to transform broadband speeds for residents and businesses across the North East region. Durham County Council leads Digital Durham on behalf of the following local authorities who have invested in this phase: Gateshead Council, North Tyneside Council, South Tyneside Council, Tees Valley Combined Authority.            | <a href="http://digitaldurham.org">digitaldurham.org</a>                         |



| Outcome                                      | NT Ref | Measure   | Local Context  | Potential Community Partners  |
|--|--------|---|--|---|
| More opportunities for local MSMEs and VCSEs | NT14   | Total amount (£) spent with VCSEs within your supply chain  |  |   |
|  | NT15   | Provision of expert business advice to VCSEs and MSMEs (e.g. financial advice/ legal advice/ HR advice/ HSE)  |  |   |
|  | NT18   | Total amount (£) spent in local supply chain through the contract   | - The 3 largest industries by number of PAYE and/or VAT based enterprises in County Durham are construction, professional, scientific & technical and accommodation & food services.   |   |
|  | NT18a  | Total amount (£) spent through the contract in specified sub-localities (e.g. high deprivation areas) - please refer to list NT18a for the qualifying areas                 | - 98% of businesses in County Durham are micro (0-9 people) or small (10-49 people).   | North East England Chamber of Commerce  |
|  | NT19   | Total amount (£) spent through contract with local micro, small and medium enterprises (MSMEs)  | - At 50.3%, half of County Durham's resident population live in areas that experience high to severe levels of Income deprivation  | Durham Ambitious Business Start-ups ('DABS')<br>Business Durham   |
|  | RE21   | Meet the buyer events held to highlight local supply chain opportunities  |  |   |
|  | DCC22  | Employment taster days for those working in the [project industry]  |  |   |
| Improving staff wellbeing and mental health  | NT20   | No. of employees on the contract that have been provided access for at least 12 months to comprehensive and multidimensional wellbeing programmes                           | <ul style="list-style-type: none"> <li>- Health is the domain in which County Durham experiences the greatest high to severe deprivation with 68.5% of the County Durham population living in areas of high to severe Health deprivation</li> <li>- The rate of deaths from alcohol-specific conditions is 41% higher than North East rate</li> <li>- Suicide rate is 15% higher than the North East regional average</li> <li>- Percentage of adults (aged 16+) with inactive levels of sports and physical activity (&lt;30 minutes a week) is 8% higher than the North East regional average</li> <li>- The proportion of adults who currently smoke is 5% higher than the North East regional average</li> </ul> | Get Fit North East (GFNE)<br>Support After Suicide<br>County Durham Together Community Hub<br>County Durham Drug and Alcohol Recovery Service |
|  | NT21   | Equality, diversity and inclusion training provided both for staff and supply chain staff   |  |   |
|  | NT55   | No. of employees provided with workplace screening (through a questionnaire) and support (at least six session of cognitive behavioural therapy) for anxiety and depression | <ul style="list-style-type: none"> <li>- Suicide rate is 15% higher than the North East regional average</li> <li>- Percentage of adults (aged 16+) with inactive levels of sports and physical activity (&lt;30 minutes a week) is 8% higher than the North East regional average</li> </ul>  | Support After Suicide   |
|  |        |   |  |   |

NB: TOMs Measures highlighted in red are those that have never been used by Durham Council before



| Outcome                         | NT Ref | Measure   | Local Context   | Potential Community Partners  |
|---------------------------------|--------|---|---|---|
| Reducing inequalities           | NT41   | Percentage of staff on contract that is paid at least the relevant Real Living wage as specified by Living Wage foundation  | <ul style="list-style-type: none"><li>- Gender pay gap mean is 1% higher than the North East regional average</li><li>- Gender pay gap median is 9% higher than the North East regional average</li></ul> | Durham University Women in Business (DUWIB)<br><br>Living Wage Foundation |
|                                 | NT40   | Number and type of initiatives to be put in place to reduce the gender pay gap for staff employed in relation to the contract (describe and document initiatives) |   |   |
|                                 | NT22   | Percentage of procurement contracts that includes commitments to ethical procurement, including to verify modern slavery and other relevant requirements.         |   |   |
| Ethical Procurement is promoted | NT61   | Percentage of invoices on the contract paid within 30 days  | <ul style="list-style-type: none"><li>- Half of County Durham's resident population (50.3%) live in areas that experience high to severe levels of Income deprivation</li></ul>                           |   |

NB: TOMs Measures highlighted in red are those that have never been used by Durham Council before



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# **Social: Healthier, safer & more resilient communities**

A look into the community safety, health and services needs and priorities for County Durham

## Durham County Council and County Durham

Durham County Council has a number of objectives to support people to live long and independent lives as well as to promote connected communities, many of which are focused on the health and safety of young people and children. Another major priority is to improve the health inequalities amongst residents, particularly in recovery from Covid-19. Mental health support as well as reducing obesity rates amongst children and adults are also both priorities.

| Policy Document                                      | Relevant Policy or Objective   |
|--|--|
| <u>Durham County Council: Council Plan 2020-2023</u> | <p><b><u>Ambition: People Live Long and Independent Lives</u></b></p> <p><b>Objectives</b></p> <ul style="list-style-type: none"> <li>• Children and young people will enjoy the best start in life, good health and emotional wellbeing</li> <li>• Children and young people with special educational needs and disabilities will achieve the best possible outcomes</li> <li>• A physical environment that will contribute to good health</li> <li>• Promotion of positive behaviours</li> <li>• Better integration of health and social care services</li> <li>• People will be supported to live independently for as long as possible by delivering more homes to meet the needs of older and disabled people</li> <li>• We will tackle the stigma and discrimination of poor mental health and building resilient communities</li> </ul> <p><b><u>Ambition: Connected Communities</u></b></p> <p><b>Objectives</b></p> <ul style="list-style-type: none"> <li>• All children and young people will have a safe childhood</li> <li>• Our towns and villages will be vibrant, well-used, clean, attractive and safe</li> <li>• Communities will come together and support each other</li> <li>• Delivery of new high-quality housing which is accessible and meets the needs of our residents</li> </ul> |
| <u>County Durham Plan Adopted 2020</u>               | <p><b><u>Core Principle: Promoting Healthy Community</u></b></p> <ul style="list-style-type: none"> <li>• Many people in County Durham today live in different social circumstances and experience differences in health, well-being and length of life. Improving the health of the whole population and reducing health inequalities is key. Good health is central to people's happiness and wellbeing.</li> <li>• Improved local economies can provide access to employment, which may then provide access to better housing or health promoting activities.</li> <li>• Transport helps people access work, education, social networks and services that can improve their health. The type of transport can also have a positive outcome on health such as impacting upon air quality, levels of physical activity, noise pollution and road traffic injuries.</li> <li>• Reducing levels of obesity is a key objective of the council</li> </ul>   |

| Policy Document   | Relevant Policy or Objective  |
|---|---|
| <a href="#">County Durham Joint Health &amp; Wellbeing Strategy 2020-2025</a> | <p><b><u>Covid-19</u></b></p> <ul style="list-style-type: none"> <li>The Clinically Extremely Vulnerable (CEV) population for County Durham is around 27,200 people. A further cohort of around 72,000 people were identified through a Population Health Management approach as potentially displaying multiple social vulnerabilities due to Covid-19 (as opposed to being clinically extremely vulnerable).</li> <li>Through the work of our County Durham Together community hub we have helped to protect our most clinically and socially vulnerable from the wider impacts of Covid-19.</li> <li>Local estimates suggest that 69,000 employments in County Durham were furloughed up to June 2020; and that 11,500 claims by eligible self-employed people in County Durham have made claims under the Coronavirus Self-Employment Income Support Scheme (SEISS) Tranche 2 up to 31st August 2020, representing 59% of the eligible population.</li> <li>Our peak 7-day rate per 100,000 (so far) was 413.7 on November 13th 2020. In total there have been over 1,000 Covid-19 related deaths of County Durham residents recorded by ONS, at a rate of 920.9 per 100,000. For the North East this rate is 816.7 per 100,000.</li> </ul> <p><b><u>Health &amp; Wellbeing Objectives</u></b></p> <ul style="list-style-type: none"> <li>Improve healthy life expectancy and reduce the gap within County Durham and between County Durham and England</li> <li>We will have a smoke free environment with over 95% of our residents not smoking and an ambition that pregnant women and mothers will not smoke</li> <li>Decrease overall levels of unemployment and specifically close the employment gap between the general population and those living with a long term physical or mental health condition, or with a learning disability</li> <li>Over 90% of our children aged 4-5 years, and 79% of children aged 10-11 years are of a healthy weight</li> <li>Improved mental health and wellbeing evidenced by increased self-reported wellbeing scores and reduced suicide rates</li> <li>Increase the number of organisations involved in Better Health at Work Award (to improve health and wellbeing interventions at work)</li> </ul> |

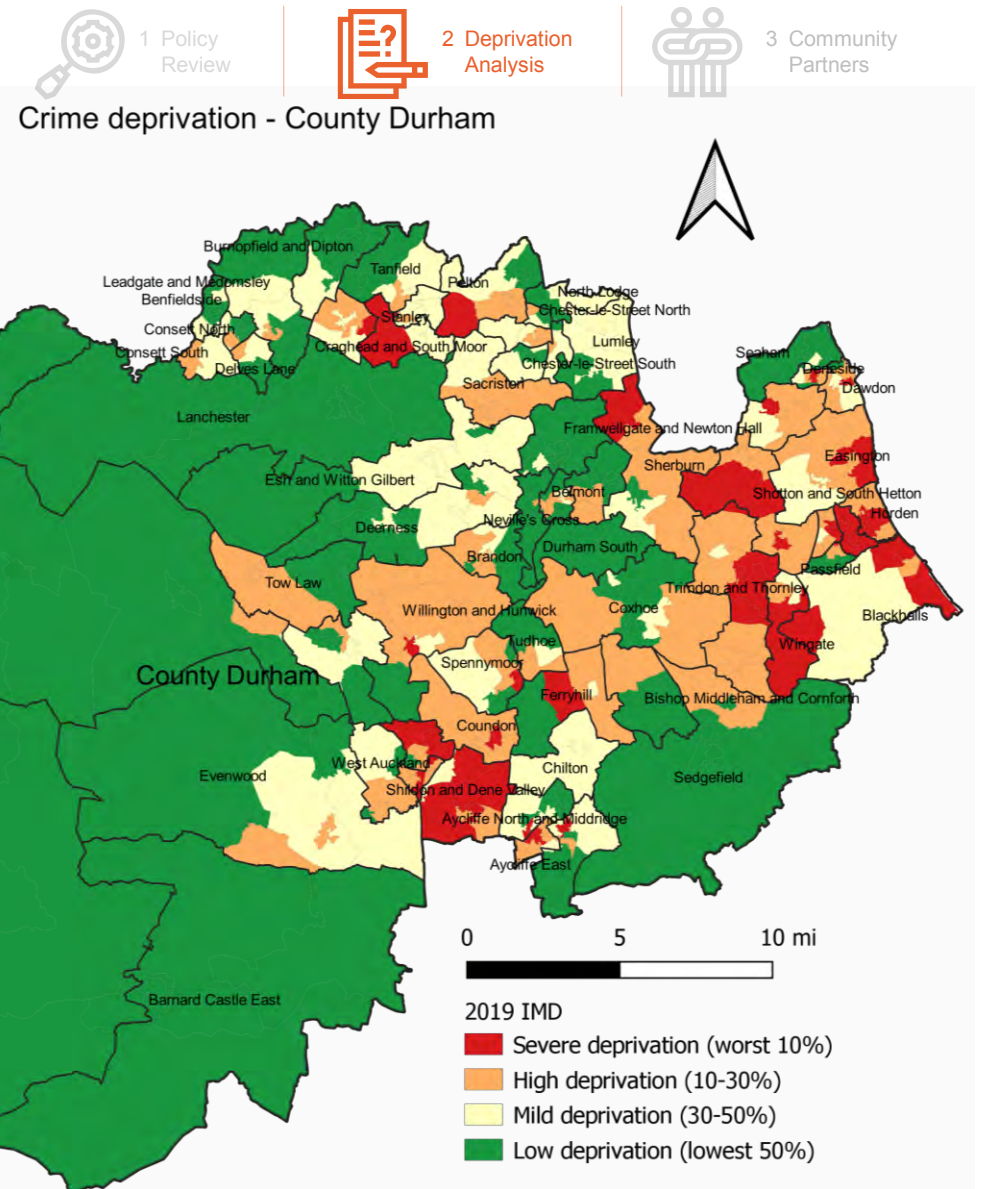
Nearly half of County Durham's resident population (42.5%) live in areas experiencing high to severe levels of Crime deprivation.

The wards with the highest proportion of residents living in areas that experience high to severe Crime deprivation are

- Coundon (100%)
- Horden (100%)
- Peterlee East (100%)
- Shotton and South Hetton (100%)
- Woodhouse Close (100%)
- Sacriston (92.5%).

The highest recorded crime in County Durham in the year ending December 2021 was violence and sexual offences followed by anti-social behaviour ([data.police.uk](https://data.police.uk)).

Therefore, local youth groups and initiatives to reduce crime and rehabilitate ex-offenders should be supported within these wards and across the east of County Durham.



# Social Health

Health is the domain in which County Durham experiences the greatest high to severe deprivation with over two-thirds of the County's resident population (68.5%) living in areas that experience high to severe Health deprivation.

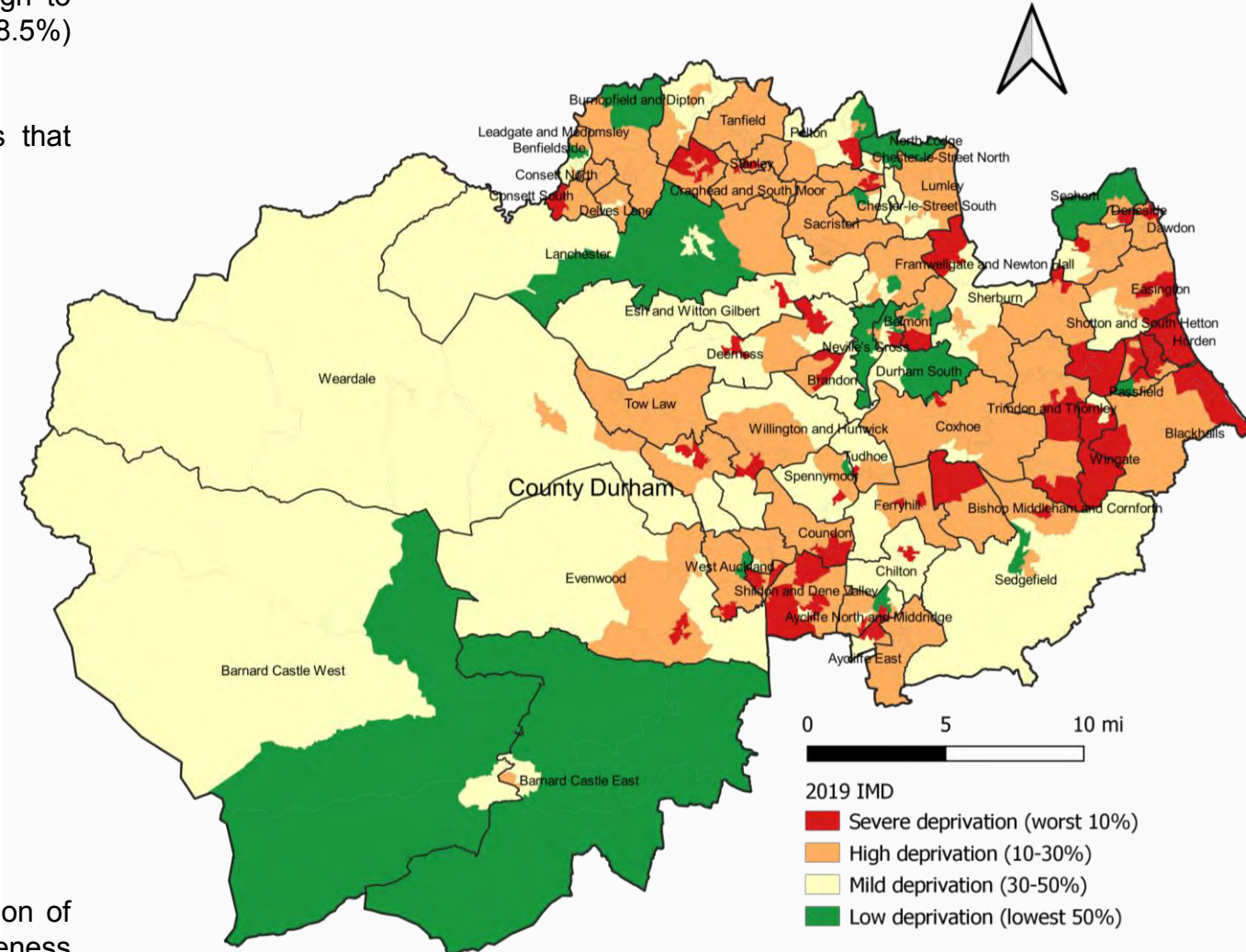
The wards with the highest proportion (100%) of residents living in areas that experience high to severe Health deprivation are:

- Annfield Plain
- Aycliffe East
- Bishop Middleham and Cornforth
- Blackhalls
- Chester-le-Street West Central
- Consett North
- Consett South
- Coundon
- Craghead and South Moor
- Dawdon
- Horden
- Peterlee East
- Peterlee West
- Sacriston, Stanley
- Tanfield
- Tow Law
- Shotton and South Hetton
- Trimdon and Thornley
- Woodhouse Close.

Therefore, interventions to encourage healthier lifestyles through the promotion of alcohol and smoking rehabilitation, healthier food choices, mental health awareness and physical fitness should be directed to the above wards and across County Durham.



Health deprivation - County Durham



# Social

## Barriers to Housing & Services

Barriers to Housing and Services includes access to services (such as GPs, grocery stores, post office, etc) as well as access to affordable housing.

Barriers to housing and services includes access to services (such as GPs, grocery stores, post office, etc) as well as access to affordable housing.

Around one in ten of County Durham's resident population (11.2%) live in areas experience high to severe Barriers to Housing and Services deprivation. The wards with the highest proportion of residents living in areas that experience high to severe Barriers to Housing and Services deprivation are

- Barnard Castle East (65.4%)
- Barnard Castle West (50%)
- Neville's Cross (57.4%)
- North Lodge (40.4%)
- Weardale (37.2%)
- Passfield (37%).

1 in 3 households built in County Durham in 2020/21 were affordable homes (Durham Insights, Key Facts - Housing 2022) There were 1,343 housing completions of which 478 were affordable completions. Therefore, the high to severe deprivation experienced in wards in the west of County Durham could be related to the fact that these areas are majorly rural areas and as a result, the average time taken to travel to services is longer.

Therefore, initiatives to improve access to services and continue to provide affordable housing should be directed to these wards.



1 Policy Review

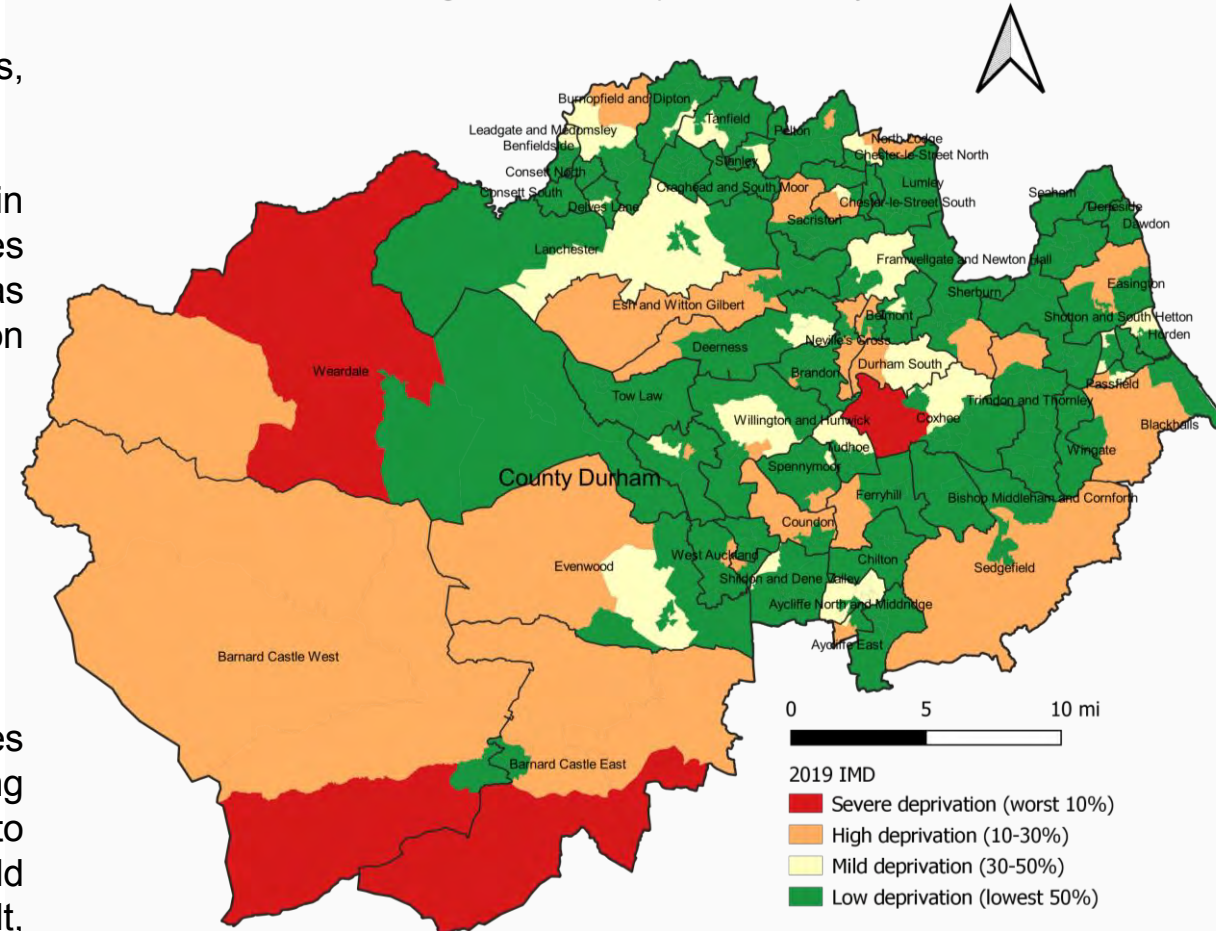


2 Deprivation Analysis



3 Community Partners

Barriers to Housing and Services deprivation - County Durham



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# Social

County Durham performs worse than the regional average in the following indicators relating to *Social: healthier, safer and more resilient communities*

- Suicide rate is 15% higher
- Proportion of households that are fuel poor is 4.6% higher
- Percentage of adults (aged 16+) with inactive levels of sports and physical activity (<30 minutes a week) is 8% higher
- The proportion of adults who currently smoke is 5% higher
- ESA claimants for mental and behavioural disorders: rate per 1,000 working age population is 0.45% higher

Therefore, added value to create a healthier, safer and more resilient County Durham should be directed towards supporting local community initiatives to promote mental health awareness, provide affordable energy, encourage healthier lifestyles, healthier food choices and physical fitness activities.



1 Policy Review

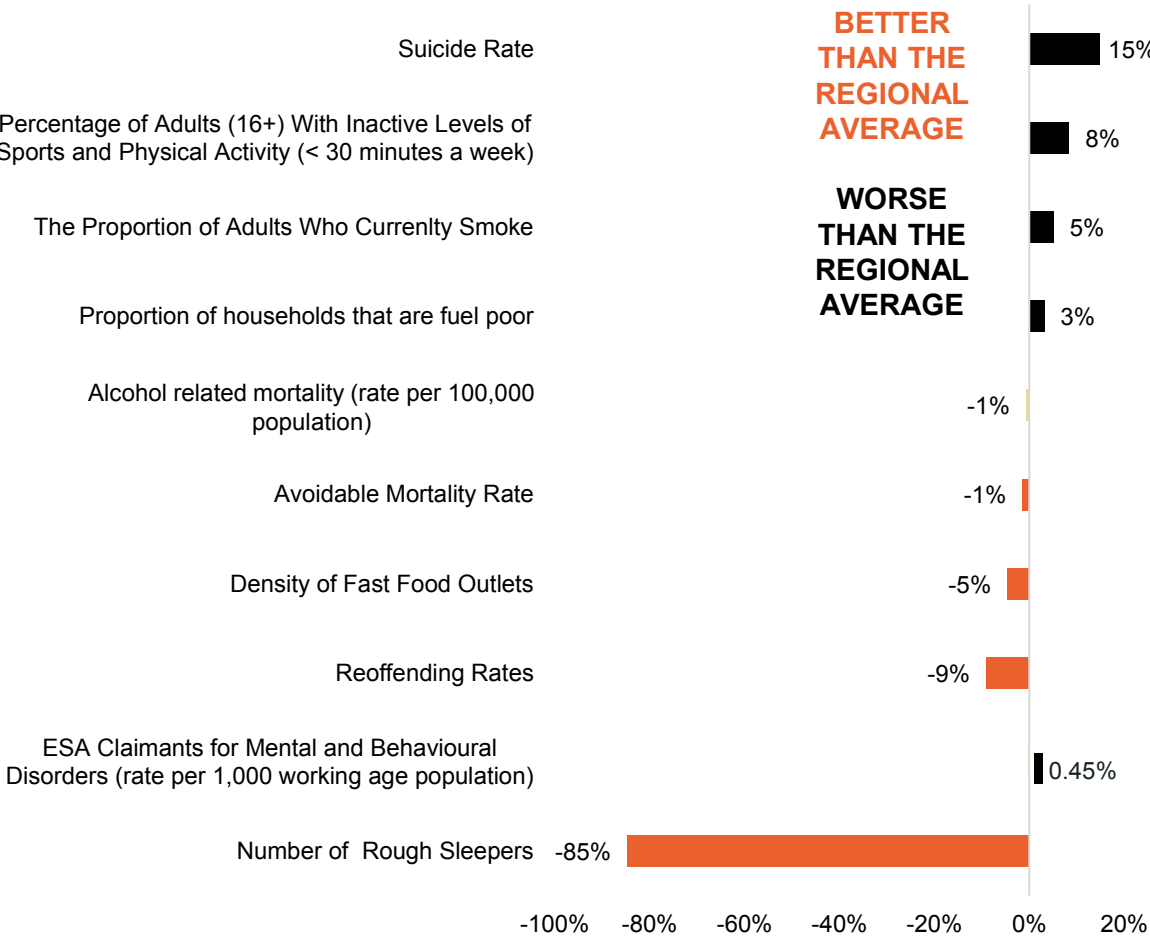


2 Deprivation Analysis



3 Community Partners

## Healthier, Safer and More Resilient Communities: County Durham





| Organisation   | Description   | Contact  |
|--|---|--|
| <b>Get Fit North East (GFNE)</b>                       | GFNE is a local fitness company in Durham made up of an only women that deliver personal training and fitness classes to bring North East communities together to improve mental and physical health.   | <a href="http://www.getfitnortheast.com">www.getfitnortheast.com</a>                     |
| <b>County Durham Drug and Alcohol Recovery Service</b> | County Durham Drug and Alcohol Recovery Service provide free and confidential support for people trying to make changes to their drug or alcohol use in County Durham.  | <a href="http://codurhamdrugalcoholrecovery.co.uk">codurhamdrugalcoholrecovery.co.uk</a> |
| <b>Support After Suicide</b>                           | Support After Suicide is a service by the If U Care Share Foundation - a charity promoting emotional well being in young people and supporting families affected by suicide. They also hold workshops on suicide awareness and suicide prevention training.           | <a href="http://www.ifucareshare.co.uk">www.ifucareshare.co.uk</a>                       |
| <b>County Durham Together Community Hub</b>            | The County Durham Together Partnership brings together a range of public and voluntary organisations to develop different ways of working with communities and deliver place-based working at a local level, where needed as well as minimize the impact of COVID-19. | <a href="http://countydurhampartnership.co.uk">countydurhampartnership.co.uk</a>         |

| Outcome  | NT Ref | Measure  | Local Context   | Potential Community Partners   |
|--|--------|--|---|--|
| Creating a healthier community                     | NT24   | Initiatives aimed at reducing crime (e.g. support for local youth groups, lighting for public spaces, private security, etc.)  | - Nearly half of County Durham's resident population (42.5%) live in areas experiencing high to severe levels of Crime deprivation.   |  |
|  | NT25   | Initiatives to be taken to tackle homelessness (supporting temporary housing schemes, etc.)  | The wards with the highest proportion of residents living in areas that experience high to severe Barriers to Housing and Services deprivation are Barnard Castle East (65.4%), Barnard Castle West (50%), Neville's Cross (57.4%), North Lodge (40.4%), Weardale (37.2%) and Passfield (37%).  |  |
|  | NT26   | Initiatives taken or supported to engage people in health interventions (e.g. stop smoking, obesity, alcoholism, drugs, etc.) or wellbeing initiatives in the community, including physical activities for adults and children | <ul style="list-style-type: none"> <li>- Over two-thirds of the County's resident population (68.5%) live in areas that have experienced high to severe Health deprivation. making health the domain in which County Durham experiences its greatest deprivation.</li> <li>- The rate of deaths from alcohol-specific conditions is 41% higher than North East rate</li> <li>- Suicide rate is 15% higher than the North East regional average</li> <li>- Percentage of adults (aged 16+) with inactive levels of sports and physical activity (&lt;30 minutes a week) is 8% higher than the North East regional average</li> <li>- The proportion of adults who currently smoke is 5% higher than the North East regional average</li> </ul> | <p>Get Fit North East (GFNE)</p> <p>Support After Suicide</p> <p>County Durham Together Community Hub</p> <p>County Durham Drug and Alcohol Recovery Service</p> |
| Vulnerable people are helped to live independently | NT27   | Initiatives to be taken to support older, disabled and vulnerable people to build stronger community networks (e.g. befriending schemes, digital inclusion clubs)  |   |  |
| More working with the community                    | NT28   | Donations or in-kind contributions to local community projects (£ & materials)   | Durham County Council has a number of policy objectives to support people to live long and independent lives as well as to promote connected communities, Covid-19 recovery, mental health support and reducing obesity rates are priorities  | <p>Get Fit North East (GFNE)</p> <p>Support After Suicide</p> <p>County Durham Together Community Hub</p> <p>County Durham Drug and Alcohol Recovery Service</p> |
|  | NT29   | No. of hours volunteering time provided to support local community projects  |   |  |

NB: TOMs Measures highlighted in red are those that have never been used by Durham Council before



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# Environment: Decarbonising & safeguarding our world

A look into the needs and priorities for decarbonising and safeguarding County Durham

## County Durham

Sustainable transport is a key objective for Durham County Council as many residents do not live, work and spend leisure time all in one place. They also have priorities around supporting low carbon energy including wind and solar as well as particular focus on renewable heat. Biodiversity is an important objective and in planning they expect proposals to enhance biodiversity in order to provide net gains.



| Policy Document                        | Relevant Policy or Objective   |
|--|--|
| <u>County Durham Plan Adopted 2020</u> | <p><b><u>Policy 21 and 22: Sustainable Transport</u></b></p> <ul style="list-style-type: none"><li>• The council is committed to delivering a high quality integrated and sustainable transport network which supports our aspirations for a strong economy, a vibrant tourism offer and improved quality of life for all of our residents, including reducing air pollution and emissions of CO2.</li><li>• As the majority of its residents do not live, work, shop or spend recreational time all in one place, the location of housing, employment, education, health, retail and leisure facilities can therefore have a significant impact on patterns of travel and accessibility, particularly for those without a car.</li><li>• In addition to our local cycling and footpath networks, there are long distance routes, including the nationally protected Pennine Way and C2C (Coast to Coast) and the regionally significant Teesdale Way, Weardale Way and Heritage Coastal Path which make a significant contribution to the network, encouraging and enabling walking and cycling for recreation and travel.</li><li>• Bus travel is by far the most used form of public transport in County Durham. A dispersed settlement pattern, low car ownership and an ageing population are all reasons why bus services are so important. Bus services in rural areas are often a lifeline to smaller communities and the council will work with operators to ensure that services are supported in rural areas.</li></ul> <p><b><u>Policy 33: Low Carbon Energy</u></b></p> <ul style="list-style-type: none"><li>• County Durham has the capacity for a wide range of renewable energy schemes which may allow us to exceed the 15% target baseline set by the Government, subject to environmental constraints and the impact on communities</li><li>• Whilst most renewable technologies currently within the county are electricity generators such as wind and solar photovoltaics (PV), renewable heat technologies form an essential part of our carbon reduction strategy, with solar thermal panels, biomass and heat pumps potentially having a substantially positive impact by displacing fossil fuels used for heating and hot water.</li><li>• Wind energy makes up the majority of operating renewable energy generating capacity within the county (around 68% of operational and approved capacity).</li></ul> <p><b><u>Policy 41: Biodiversity</u></b></p> <ul style="list-style-type: none"><li>• The retention and enhancement of ecosystems are essential for the maintenance and recovery of priority species and habitats.</li><li>• Proposals will also be expected to actively enhance biodiversity in order to provide net gains.</li></ul> |

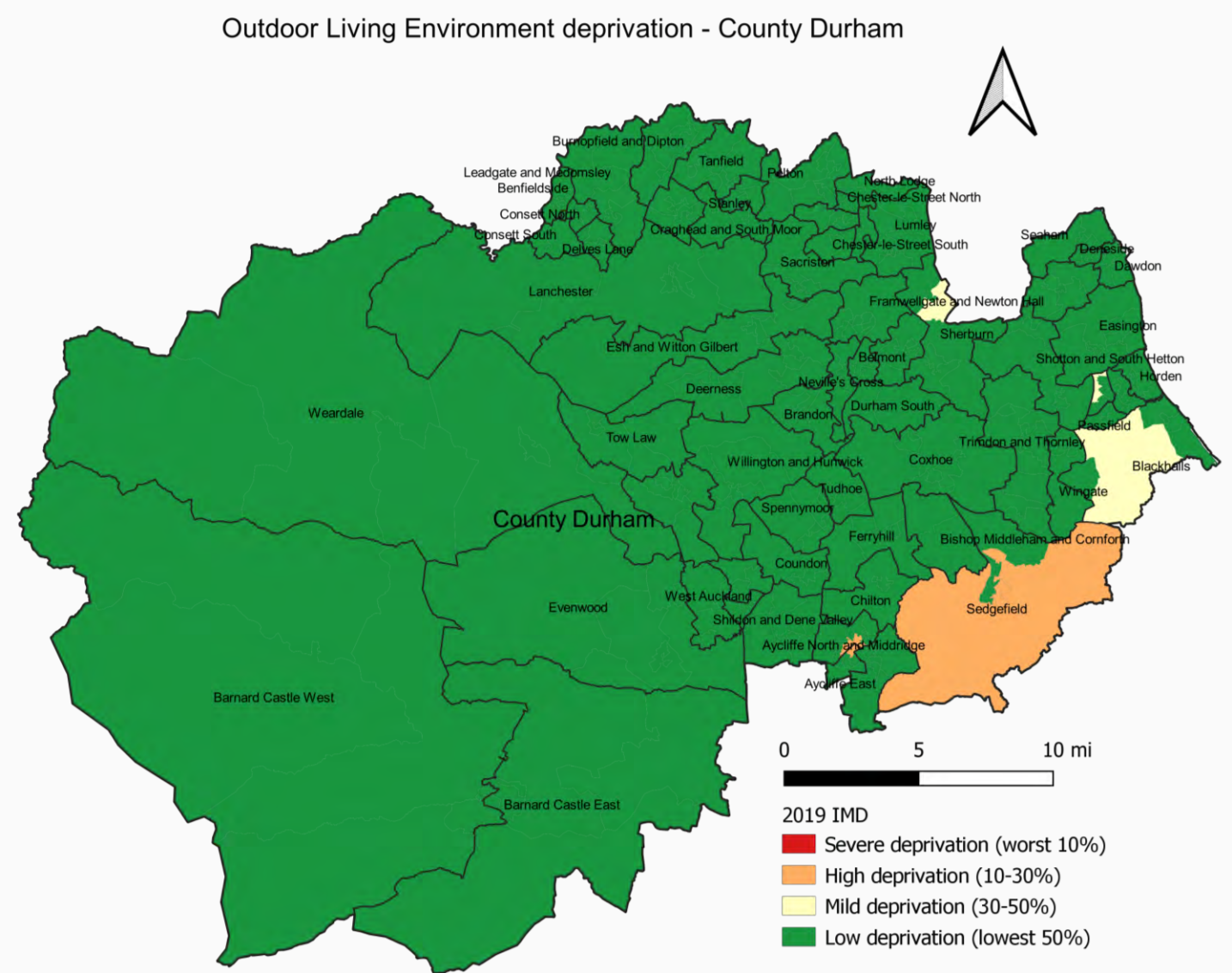
## Outdoor Living Environment

Outdoor Living Environment includes road traffic accidents and air pollution

County Durham and the North East experience relatively low levels of high to severe deprivation in this domain with only 1.9% and 4.4% of their resident population living in areas of high to severe Outdoor Living Environment deprivation, respectively.

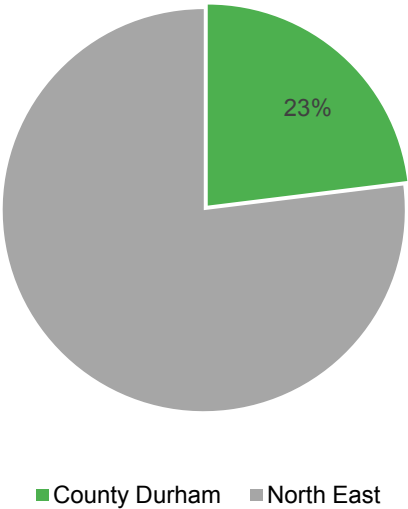
The wards of Barnard Castle West (33.9%), Evenwood (43.3%) and Weardale (37.2%) have high proportions of their resident populations living in areas that experience high to severe levels of deprivation in this domain.

The map shows more pockets of high outdoor living environment deprivation towards the south east in the wards of Sedgfield, Aycliffe West and Aycliffe North and Middridge. Therefore, initiatives to improve air quality by promoting sustainable travel options and reducing car use should be directed to these wards.

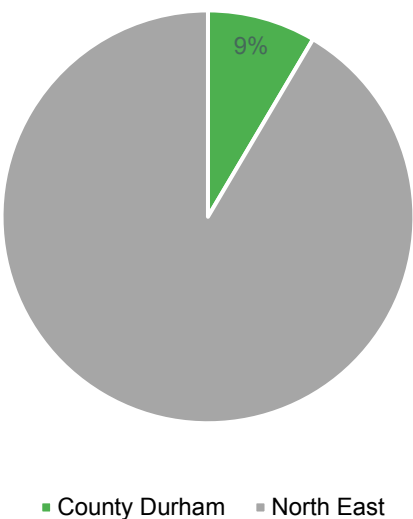


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Renewable Energy Generation (MWh) From Photovoltaics



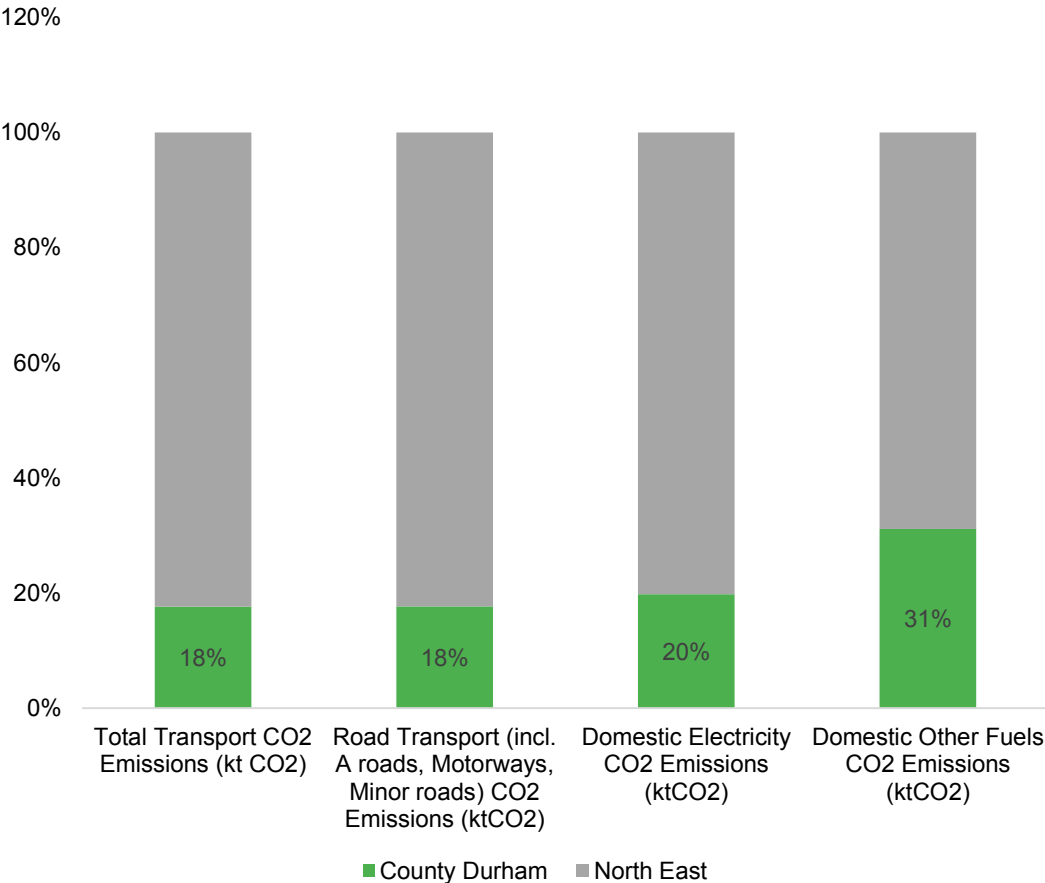
Renewable Electricity Generation (MWh) Total



The pie charts shows County Durham’s renewable electricity generation from photovoltaics and in total as a proportion of the North East’s figures.

County Durham sends 11% more household waste to recycling, reuse and composting than the regional average. However, the County sends 4% more municipal waste to landfill than the regional average. (DEFRA, Local authority collected waste annual results (2020-2021), 2021). Therefore, value added in this theme should focus on promoting sustainable waste management solutions.

County Durham ktCO2e emissions as a proportion of the North East



The graph shows County Durham’s carbon (CO2) emissions as a proportion of the North East’s total carbon emissions.



| Organisation                       | Description   | Contact  |
|------------------------------------|---|--|
| <b>Aim to Recycle</b>              | Aim to Recycle is a family business and are the North East's leading plastic recycling centre.  | <a href="http://aimtorecycle.co.uk">aimtorecycle.co.uk</a>     |
| <b>Compost UK</b>                  | Compost UK are a green waste composter with an annual capacity of 60,000 tonnes contributing to county and government targets plus generating natural habitats for local wildlife. Compost UK is based in Wingate, County Durham, situated in-between the A19 and A1.   | <a href="http://www.compost-uk.co.uk">www.compost-uk.co.uk</a> |
| <b>Sustrans Big Walk and Wheel</b> | Sustrans Big Walk and Wheel is the UK's largest inter-school walking, wheeling, scooting and cycling challenge. It aims to inspire hundreds of thousands of pupils to get active on the school run and promote sustainable travel. Sedgefield Primary School triumphed over other County Durham Schools in the challenge a few years ago and can be engaged to maintain progress and address the ward's high outdoor living environment deprivation levels. | <a href="http://www.sustrans.org.uk">www.sustrans.org.uk</a>   |



| Outcome                                    | NT Ref | Measure   | Local Context   | Potential Community Partners |
|--|--------|---|---|------------------------------|
| Carbon emissions are reduced               | NT31   | Savings in CO2 emissions on contract achieved through de-carbonisation (i.e. a reduction of the carbon intensity of processes and operations, specify how these are to be achieved)   | Durham County Council have declared a climate emergency and aim to reduce their carbon emissions by 80% by 2030 and establish the county as carbon neutral by 2050  |                              |
|  | RE61   | Offset embodied carbon emissions from construction material   |   |                              |
|  | NT44   | Policy and programme to achieve net zero carbon including monitoring plan with specific milestones  |   |                              |
|  | NT45   | Carbon Certification (Carbon Trust Standard, Planet Mark or equivalent independently verified) - achieved or to achieve for current year  |   |                              |
| Air pollution is reduced                   | NT46   | Corporate travel schemes available to employees on the contract (subsidised public transport, subsidised cycling schemes and storage, sustainable corporate transport such as electric bus from public station to corporate facilities) | <p>The wards of Barnard Castle West (33.9%), Evenwood (43.3%) and Weardale (37.2%) have high proportions of their resident populations living in areas that experience high to severe levels of Outdoor Living Environment deprivation</p> <p>Sustainable transport is a key policy objective for Durham County Council as many residents do not live, work and spend leisure time all in one place</p> | Sustrans Big Walk and Wheel  |
|  | NT32   | No. car miles saved on the project as a result of a green transport programme or equivalent (e.g. cycle to work programmes, public transport or car pooling programmes, etc.)   |   |                              |
|  | NT33   | No. car miles driven using low or no emission staff vehicles included on project as a result of a green transport programme   |   |                              |
| Resource efficiency and a circular economy | RE66   | Waste management verification policies: audit hierarchy, downstream audits for waste stream   | - County Durham sends 4% more municipal waste to landfill than the regional average   | Aim to Recycle<br>Compost UK |
|  | NT72   | Hard-to-recycle waste diverted from landfill or incineration through specific recycling partnerships ( e.g. Terracycle or equivalent)   |   |                              |

NB: TOMs Measures highlighted in red are those that have never been used by Durham Council before



# **Key recommendations**

# Key Recommendations

Continue to support supply chain and community organisations in response to COVID-19 crisis

## Growth of Responsible & Regional Business

- More opportunities for MSMEs and VCSEs in the construction, professional, scientific & technical and accommodation & food services industries through local spend, business advice and voluntary time
- In addition to supporting the creation of new job opportunities, work to reduce inequalities in the local economy through initiatives to reduce the gender pay gap and promote the Real Living wage especially in the ward of Woodhouse Close
- Improve staff wellbeing and mental health by continuing to provide a variety of wellbeing programming for staff. Where necessary, support local businesses, particularly SMEs, to expand their provision for staff wellbeing and mental health
- Embed social value in the supply chain by promoting social value commitments

## Local Skills & Employment

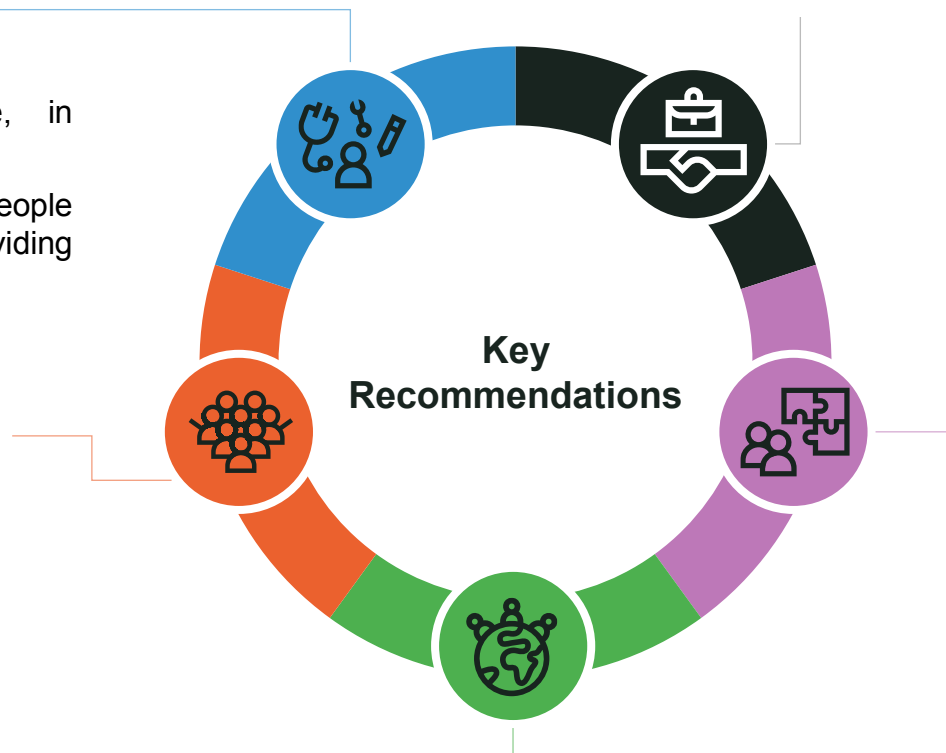
- More opportunities for local people, in particular; people who are NEETs
- Improved skills by supporting young people through training opportunities, and providing curriculum support to local schools

## Healthier, Safer & More Resilient Communities

- Create a healthier community through enhancing and capitalising on initiatives to engage people in health interventions related to physical activity, suicide prevention, mental health awareness, smoking support and alcohol rehabilitation
- Support initiatives to tackle homelessness and improve access to affordable energy and housing

## Decarbonising & Safeguarding Our World

- Air pollution is reduced in Sedgefield, Aycliffe West and Aycliffe North and Middridge through car miles on projects and staff contracts being cut, supporting the use of low emission vehicles, tree planting activities, cycle and car-sharing schemes, and education of local residents
- Carbon emissions are reduced through energy efficiency measures
- Promote a circular economy and sustainable waste management





# Appendix

# Appendix 1 – Definitions

- **IMD** – Indices of Multiple Deprivation\*
- **LSOA** – Lower Layer Super Output Area
- **High to severe deprivation** – areas performing within the worst 30% nationally
- **NEET** – not in education, employment or training
- **MSME** – Micro small and medium enterprises
- **VCSE** – Voluntary, Community and Social Enterprise

\*for IMD domain definitions see [slide 9](#)

# Appendix 2 – Internet User Classification

The Consumer Data Research Centre (CDRC) have developed an Internet User Classification using data from the British Population Survey (BPS), which provides info on the behavioural characteristics of the population regarding various aspects of internet use, which could be linked with demographic data from the census and supplemented with data from online retailers, on online transactions and infrastructure data from OfCom on download speed.

Every LSOA in the UK has been classified into 10 groups (summarised in the table below):

| Internet User Classification         | Definition   |
|--------------------------------------|--|
| <b>e-Cultural Creators</b>           | High levels of Internet engagement, particularly regarding social networks, communication, streaming and gaming, but relatively low levels of online shopping, besides groceries.  |
| <b>e-Professionals</b>               | High levels of Internet engagement, and comprises fairly young populations of urban professionals, typically aged between 25 and 34. They are experienced users and engage with the Internet daily and in a variety of settings.   |
| <b>e-Veterans</b>                    | Affluent families, usually located within low-density suburbs, with populations of mainly middle-aged and highly qualified professionals. Higher levels of engagement for information seeking, online services and shopping, less for social networks or gaming.                                   |
| <b>Youthful Urban Fringe</b>         | Reside at the edge of city centres and deprived inner-city areas, ethnically diverse, young, large student and informal household populations, access via mobile devices. High levels of Internet engagement are average over-all, with high levels of social media usage                          |
| <b>e-Rational Utilitarians</b>       | Comprising mainly rural/semi-rural areas with higher than average retired populations, constrained by poor infrastructure. Users undertake online shopping; the Internet is used as a utility rather than a conduit for entertainment.   |
| <b>e-Mainstream</b>                  | Exhibit typical Internet user characteristics in heterogeneous neighbourhoods at the periphery of urban areas or in transitional neighbourhoods.   |
| <b>Passive and Uncommitted Users</b> | Limited or no interaction with the Internet. They tend to reside outside city centres and close to the suburbs or semi-rural areas. Higher levels of employment in semi-skilled and blue-collar occupations.   |
| <b>Digital Seniors</b>               | Typically, White British, retired and relatively affluent. Average use of the Internet, typically using a personal computer at home. Despite being infrequent users, they are adept enough to use the Internet for information seeking, financial services and online shopping.                    |
| <b>Settled offline Communities</b>   | Elderly, White British, in semi-rural areas. They undertake only limited engagement with the Internet, they may have only rare access or indeed no access to it at all.  |
| <b>e-Withdrawn</b>                   | Least engaged with the Internet. Deprived neighbourhoods of urban regions. Highest rate of unemployment and social housing among all. Lowest rates of engagement in terms of information seeking and financial services, as well as the lowest rate in terms of online access via a mobile device. |

Source: Alexiou, A. and Singleton, A. (2018). ESRC Consumer Data Research Centre; Contains National Statistics data Crown copyright and database right (2017); Ofcom data (2016). CDRC data from Data Partners (2017)

# Thank you

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