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FACTORS INFLUENCING DEPRIVATION IN NORTH EAST ENGLAND:

FINAL REPORT (MAY 2010)

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EXECUTIVE SUMMARY

Introduction

1. Deprivation is a significant problem for the North East with 34% of the North East's Lower Super Output Areas (LSOAs) in England's 20% most deprived LSOAs in the 2007 Indices of Deprivation.

This study was commissioned to help the partners developing the Regional Strategy for the North East develop a better understanding of the factors influencing deprivation in the region.

The study has two main aspects:

- To establish if there are different types of deprived neighbourhoods in the North East, and if so, whether a typology of deprived neighbourhoods can be established.
- To present a summary of 'what works' in tackling deprivation in each of these types of area.

Factors Influencing Deprivation

It takes many years for areas to become deprived, suggesting many of the underlying causes of area-based deprivation are long-term.

A review of the literature identified two long-term causes:

- Major changes in the employment base, which has changed the nature and spatial distribution of jobs in the UK and within specific regions and localities.
- The 'residential sorting' effects of the public and private housing markets.

Industrial restructuring has disproportionately affected some communities and groups. In particular:

- Job losses in manufacturing and coalmining were most severely felt in the north of England, Scotland and Wales – and particular communities within these areas.
- As a result of the types of jobs that were lost, some demographic groups – particularly older working age males in skilled manual work – were more likely to be affected than others.

The housing market has 'sorted' the UK's housing stock along a spectrum of high value, desirable housing stock to negligible value, undesirable stock. This 'residential

sorting' has led to some localities having a high concentration of the least desirable housing stock.   Housing policy and the shift to a predominately private sector housing market have been the key factors in this process.

Whilst industrial restructuring and the housing market may be the underlying causes of area deprivation, the impacts of these trends have already been felt.   However, despite improving economic circumstances (and in particular, employment growth) and attempts to regenerate these areas, geographic concentrations of deprivation persist.   This persistence suggests that further processes are operating.   These have been termed 'people', 'place' and 'location effects' in this study.

People effects refer to the effects that living alongside disadvantaged individuals has on an individual's life chances.   The concentration of unemployed and economically inactive individuals in a deprived area limits the contact or relationships that residents of deprived areas have with those in work meaning they are:

- Less aware of employment opportunities.
- Have fewer positive local role models.   This is particularly important in relation to young people.

Place effects refer to the damaging effects that living in a recognised area of deprivation has on an individual's life chances.   The area can have an impact on individuals in a number of ways:

- A shortage of local jobs can limit employment opportunities.
- Poor transport connectivity can limit access to work and services.
- Deprived areas often have fewer or poorer quality public and private services.
- Employers may discriminate against candidates from particular areas or postcodes.
- Poor housing quality can result in low demand which in turn leads to high turnover and/or vacant or derelict housing.

Location effects refer to the relationship between a deprived area and its wider locality (e.g. town/city, local authority area, sub-region or region in which it is located).   In particular, the strength of the employment base in the wider area is critical – with access to good quality, diverse employment opportunities in the wider area helping to overcome the shortcomings of a weak local employment base.

These effects can reinforce each other, leading to a 'vicious circle' or 'spiral of decline'.

Typology of Deprived Areas

The key objective of this study was to establish if there are different types of deprived neighbourhoods in the North East and, if so, whether a typology of deprived areas could be established.

Cluster analysis has suggested that the 566 LSOAs in the North East that are in the worst 20% nationally can be allocated to 4 clusters.

Cluster 1: Deprived Former Industrial/Coalmining Areas – Rural

- This cluster contains LSOAs from each of the 0-5%, 5-10%, 10-15% and 15-20% bands.
- 41 of the 56 LSOAs in this cluster are in County Durham. The remainder are in Redcar and Cleveland, Northumberland, North Tyneside and Gateshead.
- This cluster contains all of the areas defined as rural by the ONS definition.
- Compared to the 566 deprived areas as a whole, areas in this cluster:
  - 'Distance to work and services' is more of an issue suggesting that residents have further to travel to work or a food store. This is perhaps unsurprising given their rural nature.
  - Have an 'older demographic profile' suggesting a higher proportion of residents aged 45 and above, fewer children and young people, fewer lone parents, fewer under 16s living in poverty, a high proportion of the population that has never worked and that those young people that are resident in the area perform better than average at Key Stages 2 and 4.
  - Have a high level of dependency on benefits - Jobseekers Allowance, Incapacity Benefit, Severe Disability Allowance, Disability Living Allowance and Attendance Allowance. This may also suggest slightly worse health than average.
  - Are less likely to be 'in flux'. This means that areas within this cluster tend to have comparatively few full-time students, non-white residents, private rented housing and residents that have 'never worked'. Job densities are likely to be low in the immediate area (MSOA), there are higher than average levels of those with no or level 1 qualifications and individuals in semi-routine or routine work.
  - 'Lack of access to material resources' is less of an issue – suggesting lower levels of social rented housing, households with no car and older

   people claiming pension credit and more living in private rented accommodation or being a 'small employer or own account worker'.

  – Have more older people (aged 65+) and fewer prime age individuals (30-44).

  – Crime is less of an issue.

- The majority of the deprived ex-coalfields and many of the former industrial areas in County Durham and Northumberland fall into this category. It is important to stress that not all ex-coalfields or former industrial areas are deprived – but those that are will predominately be in this cluster.

Cluster 2: Most Deprived – Predominately Social Housing Areas

- This is the most deprived of the clusters, containing 71% of the LSOAs in the North East that are in the most deprived 5% nationally.

- The LSOAs in this cluster are spread across all 12 local authority areas – but the largest numbers are in Newcastle, Middlesbrough, Sunderland and Gateshead.

- Compared to the 566 deprived areas as a whole, areas in this cluster:

  – 'Lack of access to material resources' is more of an issue – suggesting higher levels of social rented housing, households with no car and older people claiming pension credit and fewer living in private rented accommodation or being a 'small employer or own account worker'.

  – Crime is more of an issue.

  – Have a high level of dependency on benefits - Jobseekers Allowance, Incapacity Benefit, Severe Disability Allowance, Disability Living Allowance and Attendance Allowance. This may also suggest slightly worse health than average.

  – Do not have an 'older demographic profile' suggesting a lower proportion of residents aged 45 and above, more children and young people, more lone parents and more under 16s living in poverty than average. Those young people that are resident in the area perform worse than average at Key Stages 2 and 4. One final factor may be a lower proportion of the population has never worked.

  – Are less likely to be 'in flux'. This means that areas within this cluster tend to have comparatively few full-time students, non-white residents, private rented housing and residents that have 'never worked'. Job densities are likely to be low in the immediate area (MSOA), there are higher than average levels of those with no or level 1 qualifications,

individuals in semi-routine or routine work and there are more children and young people than average.

- 'Distance to work and services' is less of an issue suggesting that comparatively residents do not have to travel far for work or a food store.

- Many of the LSOAs in this area are located at the edge of cities and towns and are dominated by social housing. However, it is important to stress that not all areas of social housing on the edge of cities and towns are deprived – but those that are will predominately be in this cluster.

Cluster 3: Lesser Deprived Areas

- This is the least deprived of the clusters. 51% of the LSOAs in worst 10-15% band and 76% of those in worst 15-20% band are in this cluster.

- The LSOAs in this cluster are spread across all 12 local authority areas – but the largest numbers are in County Durham, Sunderland, South Tyneside, North Tyneside and Northumberland.

- Compared to the 566 deprived areas as a whole, areas in this cluster:
  - Have an 'older demographic profile' suggesting higher proportion of residents aged 45 and above, fewer children and young people, fewer lone parents, fewer under 16s living in poverty, a high proportion of the population that has never worked and that those young people that are resident in the area perform better than average at Key Stages 2 and 4.
  - 'Distance to work and services' is more of an issue suggesting that residents have further to travel to work or a food store. Whilst initially surprising, given that these appear to be predominately in urban areas, this can be explained by the fact that many of these are areas on the edge of a city or town and these communities can often lack local employment opportunities or facilities such as a food store.
  - Are less likely to be 'in flux'. This means that areas within this cluster tend to have comparatively few full-time students, non-white residents, private rented housing and residents that have 'never worked'. Job densities are likely to be low in the immediate area (MSOA), there are higher than average levels of those with no or level 1 qualifications and individuals in semi-routine or routine work.
  - Crime is less of an issue.
  - There is less of a dependency on benefits - Jobseekers Allowance, Incapacity Benefit, Severe Disability Allowance, Disability Living Allowance and Attendance Allowance. This may also suggest slightly better health than on average.

‒ 'Lack of access to material resources' is less of an issue – suggesting lower levels of social rented housing, households with no car and pensions claiming pension credit and more living in private rented accommodation or being a 'small employer or own account worker'.

Cluster 4: Deprived Transitory Inner Urban Areas

- This cluster contains LSOAs from each of the 0-5%, 5-10%, 10-15% and 15-20% bands. There are twice as many LSOAs in the 0-5% band (35) as in the 15-20% band (16).
- The LSOAs in this cluster are spread across all 12 local authority areas – but the largest numbers are in Newcastle, Middlesbrough, Gateshead and Sunderland.
- Compared to the 566 deprived areas as a whole, areas in this cluster:
  - ‒ Are more likely to be 'in flux' i.e. have high proportions of full-time students, non-white residents, private rented housing and/or residents that have 'never worked'. There are comparatively few children and young people. The job density of the immediate area (MSOA) is high and of those in work, few are in semi-routine or routine work. There is a low proportion of residents with no or level 1 qualifications.
  - ‒ Have a 'prime age demographic' – i.e. more prime age individuals (30-44) and fewer older people (aged 65+).
  - ‒ 'Distance to work and services' is less of an issue suggesting that comparatively residents do not have to travel far for work or a food store.
  - ‒ 'Lack of access to material resources' is less of an issue – suggesting lower levels of social rented housing, households with no car and older people claiming pension credit and more living in private rented accommodation or being a 'small employer or own account worker'.
- The LSOAs in these areas are predominately in inner urban areas. Again, it is important to stress that not all inner urban areas are deprived, but those that are will predominately be in this cluster.

This analysis has resulted in a 4 cluster solution. Having 4 clusters is useful in that they are recognisable 'types' and it is possible to link the literature on 'what works' to these types. A further area of work would be to consider the composition of each cluster in more detail and explore if there are any sub-categories within these clusters that would be useful in policymaking.

What Works

Building on the statistical analysis, the second key aspect of this study was to establish 'what works' in tackling deprivation in each of these types of areas. The focus of this exercise was on exploring *local* approaches to regeneration rather than attempts to address major structural issues (e.g. transport, child poverty, etc.) at a national level. However, before looking at effective interventions and approaches on a cluster by cluster basis, consideration was given to the lessons on how best to tackle deprivation that could be applied to all areas.

General Lessons

Effective regeneration requires a long-term, adequately resourced approach – for example, the New Deal for Communities adopting a 10-year time period to achieve to sustainable change. Such a long-term approach:

- Ensures continuity of action.
- Avoids wasting resources through repeated cycles of setting up, delivery and ending of short-term interventions.
- Helps overcome local scepticism of 'yet another' initiative.
- Provides opportunity to develop local community commitment and involvement.

To deliver change, a strategic partnership approach is required comprising key actors at different spatial levels; from mainstream and local services; and from the public, private and voluntary sectors. Representation and commitment is necessary from all themes – including housing, employability, business development, education, health, social work, transport, childcare, money advice and police – to ensure a holistic approach is taken.

To tackle deprivation at the local area level, it is important that efforts are framed within the opportunities at the wider city region, sub-region or regional level because sustainable change will largely depend on an area's connectivity with its wider region. This is, however, a two-way relationship as the city region, sub-region or regional level should also show a commitment to tackling deprivation in these local areas and incorporate their specific needs in regional housing, transport and economic development planning decisions.

Local community participation in regeneration approaches is vital in ensuring local needs and barriers are met. Achieving their productive involvement can, however, be

a challenge and community groups, organisations and representatives should be supported so that their contribution to the partnership can be maximised.

To support and enable local residents to enhance their work and life prospects, local service delivery needs to:

- Use effective and innovative client engagement and outreach mechanisms that build on the trust and accessibility of community venues and established community-based organisations.
- Provide personalised and flexible service delivery that sits within a seamless offer of services across all themes.
- Have skilled frontline workers who are approachable, supportive and are aware of local opportunities, services and community issues.

A performance management system can help drive improvements in regeneration areas by enabling change in deprivation to be measured and so act as a catalyst to set ambitious – but realistic – targets. There is also the potential to develop a single client-tracking system used by all organisations to help increase joint working, ease client referrals and minimise costs.

What Works in Tackling Deprivation in Areas Similar to Those in Cluster 1
Successful approaches have included the following:

- Increasing the number of local jobs through encouraging self-employment, investing in and marketing the area a viable business location for potential investors, maximising the public sector procurement opportunities for local businesses, and promoting opportunities in future growth sectors.
- Improving connectivity with jobs in wider region by engaging and working with major employers to secure employment and training opportunities, and delivering training programmes locally that develop the skills sought by employers in the wider region.
- Challenging localised travel to work horizons by working with local transport providers to increase the provision, reliability and flexibility of public transport; present clear, accurate information on public transport options and costs; and consider adopting innovative, flexible transport schemes.
- Innovative outreach and service delivery through the use of mobile facilities and local outreach centres to engage residents; and co-locating services to minimise overheads and encourage joint working.
- Increase local learning offer to increase people's confidence and health, build the local skills base, and enhance work and life prospects. The learning

offer revolves around providing a range of learning options in community venues at different times that meet local skills and learning needs and enable learners to progress to more advanced, mainstream courses.

- Ensuring effective partnership working by supporting local organisations in terms of building capacity and skills; and ensuring mainstream services are fully integrated within the local service provision offer.

What Works in Tackling Deprivation in Areas Similar to Those in Cluster 2

Successful approaches have included the following:

- Long-term holistic approaches that tackle the multiple forms of disadvantage – e.g. housing, education, health, employability and transport – within a coordinated strategic framework.
- Partnerships with a range of organisations to deliver holistic approaches.
- Investment in housing to improve the housing stock and attract new residents to create more balanced communities. This has involved tenure diversification to break up mono-cultural social housing areas – with public sector investment often necessary to kick-start this process. Resident involvement in the process is important to ensure community support.
- Efforts to transform the image of the area, to overcome negative perceptions. This needs to be backed up with environmental improvements to reinforce a more positive view of the area. Tackling crime levels and attracting regional or sub-regional assets to the area can help in this long-term process of change.
- Improving links with employment opportunities close by through promoting local opportunities, up-skilling local residents and engaging local employers.
- Intensive and community-led outreach measures to engage often hard to reach communities, which might include the use of local venues, referrals from other services (particularly housing associations) and training local residents to become intermediaries.
- Encouraging the development of lifelong learning and skills and linking this to broader support to assist people to get back into work.
- Tackling health issues through partnerships with health agencies and addressing the issues residents identify as important.
- Improving education from the early years through to the end of school and beyond with a focus on improving parental involvement and overcoming barriers to attainment.

What Works in Tackling Deprivation in Areas Similar to Those in Cluster 3

The challenge with Cluster 3 is that these areas are relatively less deprived and do not show such strong characteristics as the other deprived clusters. In practice, areas in Cluster 3 have similar characteristics to areas in Cluster 1 but are often located adjacent to areas in Cluster 2 – and so are predominantly urban areas. This means that there are no clear lessons on what works for these specific areas – with approaches overlapping with those outlined for Clusters 1 and 2.

- Invest in the housing stock, based on a full understanding of the regional housing market, in order to attract new resident groups to the area. Potentially relatively small levels of investment are needed to move these areas out of England's 20% most deprived.

- Increase availability of local jobs through making the area a viable business location for potential investors, maximising the employment opportunities from future developments and public sector procurement opportunities, and encouraging self-employment.

- Increase links with wider jobs base through engaging and working with key employers to secure employment and training opportunities; delivering training programmes that develop the skills and competencies sought by employers; working with local transport providers to improve transport links to the main centres of employment; and maximising the employment and training opportunities from all local investments.

- Increase local learning offer to increase people's confidence and health, build the local skills base, and enhance work and life prospects. The learning offer revolves around providing a range of learning options in community venues at different times that meet local skills and learning needs and enable learners to progress to more advanced, mainstream courses.

What Works in Tackling Deprivation in Areas Similar to Those in Cluster 4

Successful approaches have included the following:

- Promoting the area as 'up and coming' to those who are most likely to stay or move into the area – e.g. students and young professionals with no dependents wanting a central, low-cost housing place to live. The aim is to increase levels of owner occupancy and reduce population turnover.

- Engaging with often diverse resident communities, e.g. BME and vulnerable groups living in private rental sector, to develop services that meet their needs and to maintain community cohesion.

- Maximising connections to local employment opportunities for example through promotion of job opportunities and engaging with employers.
- Maximising the area's locational advantages and centrality which may attract new businesses and encouraging self employment.

Recommendations

Partners in the North East should establish a mechanism to allow policy makers and practioners to share information about the interventions and approaches that they are currently using in each of the LSOA areas across the North East. This will allow more careful examination of the commonalities and differences between the LSOAs in each cluster and help facilitate the sharing of good practice.

In addition, existing and planned regeneration initiatives should be reviewed at the level of each cluster to see to what extent they reflect what the evidence base tells us is good practice in relation to effective regeneration.

It is at the regional, sub-regional and/or city region level that strategic labour and housing market decisions are best made. It is therefore important that the needs and characteristics of the deprived areas identified within the cluster analysis are fully considered when decisions that impact on the wider labour and housing markets are made. In practice, this should go beyond simply '*deprivation proofing*' decisions and instead ensure that the needs and barriers faced by these differing areas are fully considered to maximise any benefits potentially stemming from these decisions.

1. INTRODUCTION

Background

Deprivation is a significant problem for the North East with 18% of the North East's Lower Super Output Areas (LSOAs) in England's 10% most deprived LSOAs in the 2007 Indices of Deprivation and 34% in the worst 20%.

Many of these areas have a long history of deprivation and, in some cases, deprivation has been a problem for decades. However, despite considerable investment in deprived communities across the North East (from both mainstream budgets and discretionary funding streams such as ESF/ERDF, Single Regeneration Budget, New Deal for Communities, Neighbourhood Renewal Fund and the Working Neighbourhoods Fund), there are few examples of areas that have been successfully lifted out of deprivation.

Given that the UK is about to enter a period of severely constrained public finances, it is more important than ever that One North East and its partners have a clear rationale for which deprived areas they are going to invest in and why. To do this, they must have a clear idea of the characteristics of the deprived areas in the North East. It will also be important that One North East and its partners have a clear sense of *what works* in terms of tackling deprivation in the areas being targeted.

Brief

The partnership that is developing the Regional Strategy for the North East would like to develop a better understanding of the factors influencing deprivation in the region. In particular, they are keen to establish if there are different types of deprived neighbourhoods, and if so, whether a typology of deprived neighbourhoods can be established.

The Brief indicates that they expect this typology that has been developed to:
- Include each of the deprived areas in the region;
- Be based on both quantitative and qualitative evidence;
- Enable the performance of the different types of deprived areas to be analysed – both for a given point in time and over time.

Research Methods

This study has involved three stages:

- Firstly, the factors influencing deprivation have been identified through a thorough literature review – covering both research that has been carried out in the North East and the wider literature on this topic.
- The next stage was to establish whether there are different types of deprived areas in the North East using cluster analysis. The findings of the literature review helped identify a range of indicators to be included in the cluster analysis.
- The third and final stage has been to explore the literature on 'what works' for each of the types of areas identified during the cluster analysis.

Structure of this Report

The structure of this report is as follows:

- Chapter 2 discusses the main causes of area-based deprivation and the characteristics of deprived areas.
- Chapter 3 outlines how the typology of deprived areas was developed.
- Chapter 4 provides details of each 'cluster' of deprived areas.
- Chapter 5 considers 'what works' in tackling deprivation.
- Chapter 6 provides conclusions and recommendations.

2. FACTORS INFLUENCING DEPRIVATION

Introduction

Any attempts by One North East and its partners to tackle deprivation in the North East must be based on a thorough understanding of the nature, causes and extent of deprivation. Deprivation (and the associated issues of poverty and social exclusion) has been the focus of much research and, as such, a large body of literature is available. Within this:

- There is a significant body of evidence on the factors leading to deprivation for England/UK as a whole.

- Beyond this, there is a body of research that considers deprivation in the North East or particular communities within it. This literature is important because the evidence shows that the particular characteristics and dynamics of localities play a crucial role in determining the nature and extent of deprivation.

Area-Based Deprivation

Brennan *et al.* (2000) state that understanding the cause and effects of geographically concentrated deprivation is attractive to policy makers because their funding and actions can then be focused on the root causes of the deprivation, which will in turn lead to the multiple manifestations of that deprivation to fade away. The difficulty of this for Brennan *et al.* is that there is no clear evidence of the patterns of causes and effects which lead to the deprivation of localities. In reviewing the literature, this is true to the extent that the exact causes of deprivation vary from locality to locality. More generally, however, a number of common, interrelated factors that lead to area deprivation can be identified.

To begin, it generally takes many years for excluded areas and their populations to become deprived or 'detached from the conventional labour market' (McGregor and McConnachie, 1995). That area deprivation takes many years to take hold suggests that there are long-term causes at work and, given the substantial increase in the geographical concentration and segregation of poverty and wealth in Britain between 1970 and 2000 (Dorling *et al.*, 2007), these long-term processes would appear to have been particularly strong during this time. Since then, however, Dorling *et al.* find that there has been little progress made in reducing these inequalities despite the array of interventions put in place to tackle such deprivation (Social Exclusion Unit, 2004). This would therefore suggest that there are also ongoing, pervading processes at work that have sustained, even deepened, instances of area

deprivation. It is this pattern of long-term causes followed by ongoing, area effects that this literature review is structured around.

Long-Term Causes

The concentration and segregation of poverty and wealth has been most clearly evident between 1970 and 2000 and, within this thirty-year period, two dominant long-term causes can be identified. The first is the major change in structural employment that has transformed the nature and spatial distribution of UK jobs. The second cause relates to the housing market and the 'residential sorting' effects that both the social and private housing markets have had. Both causes have had a substantial (if undesired) impact on area deprivation and will be discussed in turn. While considered separately, it is important to emphasise that it is when these two processes operate simultaneously that area deprivation is most strongly felt.

Structural Change

Increased international competition, the freeing up of markets and investment led to the collapse of Britain's ailing textiles, steel, coal, shipbuilding and car manufacturing industries (Power and Munford, 1999). Across the UK, the substantial job losses in manufacturing and coalmining were most severely felt in the north of England, Scotland and Wales. Amongst the UK workforce, the job losses affected certain demographic groups most – particularly older men (North and Syrett, 2008; Taylor, 2008). Formerly employed in manufacturing or coalmining and with traditional, manual skillsets, structural change towards a service sector-dominated economy saw their withdrawal from the labour market and local levels of economic inactivity and poor health rise significantly in the most affected localities (Gore *et al.*, 2007; Taylor, 2008). Their withdrawal can be attributed to two key consequences of structural change:

- *Spatial mismatch*. The volume of jobs in the localities most affected by UK deindustrialisation was not replaced by the same number of new, local jobs. Nationally, there was a north to south shift in the UK's jobs base, while locally the service sector jobs created were increasingly located in city centres and suburban or peripheral business parks rather than the former manufacturing and coalmining centres of employment (Hall, 1997; Kearns, 2000). As a result, the former manufacturing and coalmining centres saw their local jobs base diminish, while the newly created jobs were largely inaccessible in terms of their geographical location and transport links.

- *Skills mismatch*. Not only were the new jobs created often physically inaccessible, they were also inaccessible to the former manufacturing and

coalmining workforce on account of their differing skills. New service sector employers sought soft, customer-facing skills that older, manually skilled men did not have. Furthermore, the jobs created were often deemed unattractive by these men as service sector jobs were deemed to be low paid and not meeting their expectation of having a skilled trade.

It is on account of these factors that trickle down effects, which would spread the benefits of newly created jobs to excluded localities and individuals, have been dismissed (Taylor, 2008; North and Syrett, 2008).

Housing Market

The impact of the housing market on area deprivation is different to that of structural change but it has been highly significant nonetheless. It is different in that it has been less dramatic and less visible than the closures of coalmines or manufacturing plants and the subsequent rise in unemployment. Instead, the housing market has acted on a number of fronts to 'sort' the UK's housing stock along a spectrum of high value, desirable housing stock to negligible value, undesirable stock. Furthermore, such 'residential sorting' has led to differing concentrations of housing stock across different localities – leading to many localities having a high concentration of the least desirable housing stock.

As indicated above, 'residential sorting' has taken hold though a number of ways with **housing policy** being a key factor.

- Power and Munford (1999) refer to the policy aim of the 1930s to 1970s that sought to tackle urban overcrowding through uprooting inner city neighbourhoods and relocating them to planned 'monofunctional estates built as dormitories for the families of mainly male workers'. The impact of this was the destruction of established social networks and the relocation of similar socio-economic characteristics to new, social housing estates which were often on the periphery of cities.
- The housing policy of the 1980s was dominated by the Right-To-Buy scheme which led to increased private ownership but, at the same time, a distinction being made between the purchasing of the better social housing stock (whether on account of its quality of build or its location) and the non-purchase of the least desirable housing stock. Again there was often a spatial inequality to this with area concentrations of desirable, bought housing stock and area concentrations of undesirable stock remaining as social housing.

- More recently, social housing allocations policy reinforces the trends above by placing disadvantaged individuals into social housing stock, much of which is in low demand areas with concentrations of worklessness.

Acting alongside housing policy, the **_private housing market_** has also brought about 'residential sorting'.

- The societal preference for private, owner-occupied housing has led to low demand for properties in areas of high social housing.
- New private sector housing has become increasingly accessible and affordable enabling most income groups to have greater choice in where they wish to live and can afford to buy. Consequently, individuals with the lowest incomes have the least housing choice and are 'forced' to live in areas of least demand.

Housing policy, combined with the impacts of a now predominantly private UK housing market, has therefore led to area concentrations of undesirable housing stock that exhibit characteristics that act to sustain and deepen negative perceptions of the area. Common characteristics include:

- High proportion of low paid, unemployed and economically inactive residents who have either been allocated to the area through the social housing system, or cannot afford to buy elsewhere and move out of the area.
- High proportion of social housing stock with nearly half of all social housing now located in the most deprived fifth of localities (Hills, 2007).
- High turnover due to the allocations processes of the social housing system, along with the contention that residents quickly 'get on and get out' once their personal or household circumstances improve; e.g. they enter employment. This subsequently reinforces the segregation of such localities (Bailey and Livingston, 2007).
- High level of vacant dwellings, which can become a target for vandalism or theft (Bailey and Livingston, 2007).

The change in structural employment and the impact of the social and private housing markets has led to concentrations of area deprivation. As stated above, these are long-term changes or processes that have left the legacy of deprived communities across the UK but particularly, as is relevant to this study, the North East of England. However, while these may be the underlying causes of area deprivation, they have largely had their direct impact. Structural change was most widely felt in the 1980s, while the lessons have been learned from previous housing

policy with current policy advocating low-rise, mixed tenure housing developments. Nevertheless, area deprivation continues despite the growth in employment over the 1990s and 2000s, the change in housing policy and a number of area-based interventions that have been specifically targeted at the regeneration and reintegration of deprived localities. The persistence suggests that further processes are operating and the following section will outline these factors – which have been collectively termed as 'area' or 'neighbourhood effects' (Atkinson and Kintrea, 2001; Social Exclusion Unit, 2004).

Area Effects

The literature on area effects has emanated from US cities where there is evidence that simply by living in a deprived area, an individual's prospects for escaping poverty and/or entering employment are reduced (Atkinson and Kintrea, 2001). In this respect, area effects are taken to be negative but equally the area effects of living in a desirable area with full employment and access to high quality, local jobs would be positive. The focus of this review is, however, on the area effects that have a negative contribution to an individual's life chances and under the catch-all term of 'area effects', people and place effects are commonly identified (Social Exclusion Unit, 2004). Both are discussed below along with brief discussion of a further area effect, namely that of location which offers a wider geographical view of place effects.

People Effects

People effects refer to the damaging effects that living alongside disadvantaged individuals has on an individual's life chances. These are important to consider given the spatial concentrations of unemployed and economically inactive individuals brought about by structural change, housing policy and societal housing preferences. In the main, people effects relate to the limited social networks that residents of deprived areas – something that Bailey and Livingston (2007) refer to as 'network poverty'. Specifically, the concentration of unemployed and economically inactive individuals limits the contact or relationships that residents of deprived areas have with those in work. This has ramifications on two fronts:

- Residents may be ***less aware of employment opportunities***. It is estimated that only a third of UK job vacancies are notified to Jobcentre Plus, meaning that the majority of employment opportunities are filled through word of mouth or other mechanisms. Consequently, individuals are less likely to hear of potential opportunities if out of work or not in frequent contact with those in work (McGregor and McConnachie, 1995).

- ***Few positive local role models***. Living in an area of high unemployment and economic inactivity means there are fewer local role models that residents can look up to and aspire to (Atkinson and Kintrea, 2001). Young people are particularly affected here as they have few working role models and little opportunity to informally learn 'soft' employability skills, such as punctuality and self-confidence (Social Exclusion Unit, 2004).

Through people effects and negative impacts of the benefits system, such as the 'benefits trap', an individual's attitude towards work diminishes, meaning they are less willing to work or prepared to travel distances to work (Gore *et al.*, 2007). Across a neighbourhood, this apathetic attitude can become entrenched within a wider 'culture of worklessness' that generates negative attitudes towards education, training and employment (McGregor and McConnachie, 1995).

Place Effects

Place effects refer to the damaging effects that living in a recognised area of deprivation has on an individual's life chances. While closely linked to people effects, it differs in the sense that the focus here is on the quality and attractiveness of the place itself. Explaining this further, place effects identified in the literature include:

- ***Shortage of local jobs.*** Businesses are deterred from starting up or opening in deprived areas because of the reputation or stigma that the area holds. For example, the poor supply of local business support services, the unattractive environment and higher levels of crime and vandalism makes it difficult to attract conventional businesses. Similarly, the lack of local purchasing power, limited business skills and access to business finance limit start-ups and small businesses (McGregor and McConnachie, 1995).
- ***Poor transport connectivity***. Limited public transport and low levels of car ownership reduces accessibility to new jobs particularly as public transport predominantly operates on a radial network, which makes travelling on public transport to suburban or out of town business or retail parks challenging (Atkinson and Kintrea, 2001).
- ***Inadequate support services***. Often demand for public services in deprived areas exceeds supply meaning that there can be insufficient training places towards employment opportunities or limited childcare provision inhibits single parents' employment prospects.
- ***Postcode discrimination***. Potential employers discriminate against residents of deprived areas on account of the area's poor reputation (Kearns, 2000).

- ***Poor housing quality***. The low demand for poor quality housing means that deprived areas are characterised by high resident turnover and vacant or derelict housing, which leads to vandalism and crime.

Location Effects

Location effects are rarely referred to in the literature but the manner in which a deprived area interacts with its wider area, i.e. the city, city region or region in which it is located, is important to understand. In terms of location, arguably the key factor to consider is the surrounding jobs base that a deprived area sits within and its links with it. The understanding being that strong connectivity with a wider area of high quality, diverse employment opportunities would help overcome the shortcomings of a weak local employment base. However, in reality connectivity is weak due to the following factors.

- ***Short travel horizons***. The evidence suggests that individuals with no or low level skills are less prepared to travel long distances to work, predominantly due to the disproportionate costs of travelling on their lower wages (Taylor, 2008). Furthermore, Kearns (2000) finds that 'reverse commuting' by city residents is low which indicates that employment growth in surrounding towns and rural areas will be unlikely to help (inner) city residents. Overall, this means that residents of deprived areas are heavily dependent on local employment opportunities (Green and Owen, 2006).
- ***Skills mismatch***. Structural change and the transition to a knowledge-based economy has meant that the new jobs created require different, more advanced skillsets to those held by many residents of deprived areas.
- ***Competition in the labour market***. Alongside any spatial or skills mismatch between the local/regional job opportunities and the residents of deprived areas, the competition for available job opportunities from new entrants puts the low-skilled at a further disadvantage. Competition has become more intense through the growing female and migrant worker workforce.

To illustrate the way deprived areas are influenced by their wider labour market, Atkinson and Kintrea (2001) compared deprived areas in Glasgow to Edinburgh. For example, Glasgow's weaker economy was found to have contributed to a higher number of deprived areas. In contrast, Edinburgh had fewer but the stigma attached to these neighbourhoods was found to be stronger due to the smaller number of deprived areas in the city.

Interaction of Area Effects

As outlined above, there are a range of 'area effects' that can lead to concentrations of deprivation. What is also important to understand is that these effects can reinforce each other and lead to a 'vicious circle' or 'spiral of decline' as the area becomes more disadvantaged, leading to further deprivation. For example, a shortage of employment opportunities in an area can lead to out-migration, as people move closer to available jobs. This will lead to de-population and a reduction in the income of the area, leading to a fall in demand for local goods and services – and as a result even fewer locally-based jobs. Furthermore, those who leave are likely to be the best qualified or most 'employable' of working age, leaving the area with high concentrations of those from the most disadvantaged groups and limited access to positive role models or the informal networks through which job opportunities become available. The result will be an area that has higher levels of worklessness and lower levels of skills and has become less attractive as a place for individuals to live or for employers to locate. (Cadell, *et al.*, 2008; MIER, 2008 and Prime Minister's Strategy Unit, 2005)

The way the various drivers of area-based deprivation can interact to create a cycle of decline is illustrated in the diagram below.

Figure 1: Cycle of Decline
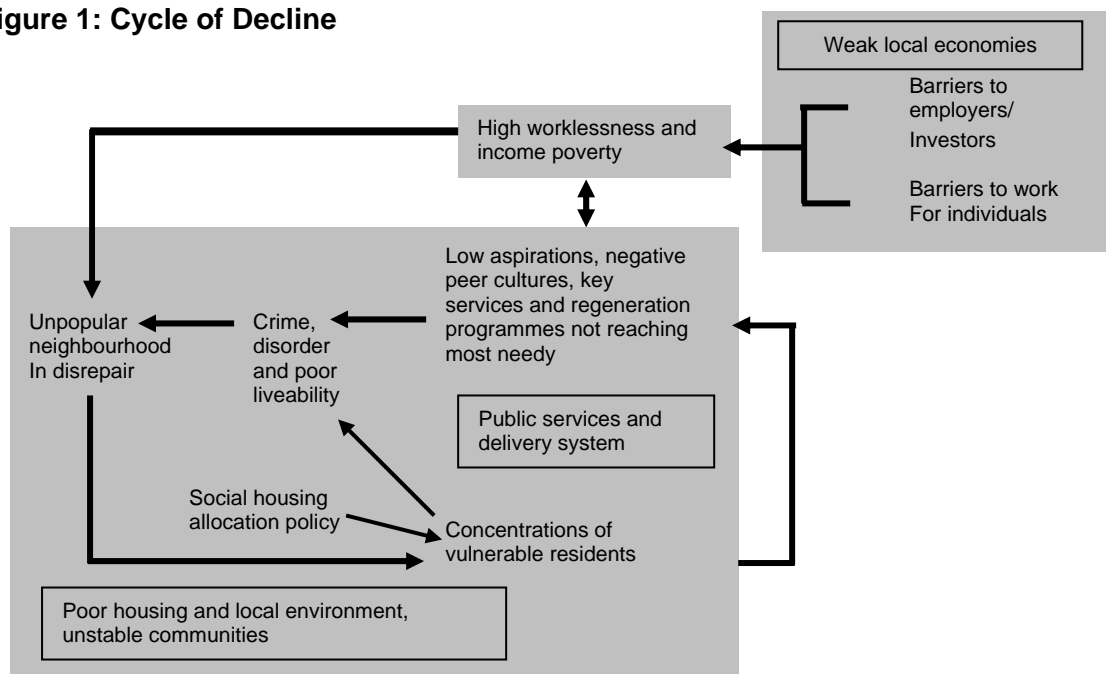
Source: Prime Minister's Strategy Unit, 2005

3. DEVELOPING A TYPOLOGY OF DEPRIVED AREAS

Introduction

A key objective of this research was to explore whether there are different types of deprived neighbourhoods and if so, whether a typology of deprived areas could be established. Cluster analysis was proposed as the mechanism for achieving this objective. Cluster analysis groups cases (in this study, deprived areas) so that the cases within a group are:

- Similar to each other; but
- Different to those in other groups.

Before the cluster analysis can be undertaken, two important decisions are required:

- How to define the deprived areas to be included in the analysis?
- What 'variables' do we want the deprived areas to be similar/different on?

Defining Deprived Areas

As the objective of the research is to establish whether there are different types of deprived areas, it is important to start by determining which areas should be included in the analysis. The geography chosen must represent a meaningful definition of 'area' in terms of deprivation and the potential for regeneration. Taking the lead from DCLG (2008) *Transforming Places; Changing Lives*, deprivation is best identified using the smallest geographical units available. The smaller the geographies used, the less likely pockets or neighbourhoods of deprivation are 'hidden'. As a result, it was decided to use Lower Super Output Area (LSOA) areas for the analysis. The rationale for this was:

- The Index of Multiple Deprivation is available at LSOA level.
- LSOAs are the smallest geographical unit at which population, employment and benefits data is available.
- LSOAs can be easily grouped to form larger neighbourhoods, estates or areas where appropriate.
- Compared to other geographies such as wards, they are stable (i.e. not subject to administrative changes) and have a uniformity of size.

However, it should be noted that LSOAs are a statistical geography automatically generated by software using Census data. This software used measures of proximity and social homogeneity (namely type of dwelling and nature of tenure) to define areas. This means that they do not necessarily relate to recognisable communities or neighbourhoods. In addition, whist LSOAs are relatively small (with an average

population of 1,500), there is still scope for wide variations in personal circumstances within LSOAs. When we get to the cluster analysis, this may mean that some LSOAs will be allocated to clusters that at first glance do not appear logical to those working on the ground. This is because the analysis will use data for the area as a whole and if the LSOA contains, for example, an area with high unemployment and an area with low unemployment, then this will be concealed behind the 'average' unemployment score.

There are 1,655 LSOAs in the North East of England and of these:
- 294 were in the worst performing 10% of LSOAs in England in the Indices of Multiple Deprivation 2007.
- 566 were in the worst performing 20% of LSOAs in England in Indices of Multiple Deprivation 2007.

In order to develop as full a picture of the deprived areas in the North East as possible, the Steering Group requested that the analysis included all 566 LSOAs in the worst 20% in the analysis. Thinking about this in another way, 34% of all LSOAs in the North East were included in the analysis.

A final consideration was whether LSOAs should be analysed individually or whether they should be grouped into 'combined' areas (as was the case in the Economic Geography of the North East project). It was decided that LSOAs should be analysed individually as partners across the North East felt there was a lack of knowledge about whether the areas they targeted interventions at (e.g. West Central Newcastle) were internally similar or if there were different types of deprived areas within these 'regeneration areas'.

Recent research by Wilkinson and Noble (2010) adds weight to this approach. They identified that within New Deal for Communities (NDC) areas, some smaller areas appear to be improving against the Economic Deprivation Index, whilst others are staying the same and others are worsening. This suggests that within the NDC areas (which have a mean population of 9,800) there may be smaller areas with their own distinctive characteristics and trajectories.

Selecting Variables
The next consideration was to decide which variables should be included in the analysis – i.e. what characteristics of the deprived areas should be explored for similarity/difference. The next step has therefore been to try to identify one or more

indicators that can represent each of the characteristics outlined in the previous chapter.

This has been done by reviewing datasets available at the LSOA level.

- In some cases, the data available is a good match for the characteristics described in the literature. For example, DWP publishes data on benefit claimants at the LSOA and therefore we can build in a range of good quality indicators on worklessness/benefit dependency.
- In other cases, the indicators chosen are a proxy or 'closest fit' for the characteristic described above. For example, limited robust data on health is available at the LSOA level and therefore Incapacity Benefit/Severe Disability Allowance and Disability Living Allowance/Attendance Allowance claimant rates have been used as a proxy for poor health.
- In a small number of cases (e.g. social networks/lack of civil society), relevant data is not available at the LSOA level and therefore it has not been possible to suggest indicators to represent these characteristics.

Figure 2 (below) outlines the indicators that have been included in the analysis.

Figure 2: Deprivation Indicators

THEME	INDICATOR	DATASET
Population	% population aged 0 to 15	ONS Mid-Year Population Estimates
	% population aged 16 to 29	ONS Mid-Year Population Estimates
	% population aged 45 to 59/64	ONS Mid-Year Population Estimates
	% population aged 60/65 and above	ONS Mid-Year Population Estimates
	Full-time students as % of population aged 16-74	Census
Employment Base	Jobs density (of Mid-SOA and Local Authority)	Annual Business Inquiry / Population
	% of jobs in local authority are that are part-time	Annual Business Inquiry
	% of population aged 16-74 employed in semi-routine or routine occupations (NS-SEC)	Census
Worklessness	% of working age population claiming JobSeekers Allowance	DWP WPLS (NOMIS)
	JSA claimants as % of out-of-work benefits claimants	DWP WPLS (NOMIS)
	% of population aged 16-74 that have 'never worked' (NS-SEC)[1]	Census
	% of working age population claiming Income Support	DWP WPLS (NOMIS)

THEME	INDICATOR	DATASET
Education and Skills	% of working age population with no or NVQ1 qualifications	Census
	Average Key Stage 2 score	DCSF
	Averaged GCSE and equivalent point score per pupil at end of Key Stage 4	DCSF
Enterprise	% of population aged 16-74 that are self-employed, employers in small organisations and own account workers (NS-SEC)	Census
Health	% of working age population claiming Incapacity Benefit/Severe Disability Allowance/Employment and Support Allowance	DWP WPLS (NOMIS)
	% of 16+ population claiming Disability Living Allowance/Attendance Allowance	DWP Benefits Data (DWP Tabulation Tool)
Housing	Population turnover (MSOA)	DCLG (Neighbourhood Statistics)
	% social housing	DCLG (Neighbourhood Statistics)
	% private rented housing	DCLG (Neighbourhood Statistics)
Crime	Crime domain (measure of burglary, theft, criminal damage and violence rate)	Index of Child Well-Being
Connectivity	Urban-rural classification	Neighbourhood Statistics
	% of households without a car	Census
	Average distance to place of work (km)	Census
	Average road distance to a food store (km).	Index of Multiple Deprivation 2007
Poverty	% of children in poverty (below 60% median income).	HMRC
	% of older people claiming pension credit	DWP Pension Credit Claimants
Ethnicity	% of population who are non-white	Census

Note: 1 – '% of population aged 16-74 that have 'never worked' (NS-SEC)' will include some students and young people that have not yet entered the labour market.

Preparing for Cluster Analysis

As Chapter 2 highlighted, the causes of area-based deprivation are complex and therefore a wide range of characteristics are important to consider. As a result, the list of indicators for inclusion in the analysis ended up being substantial – with 30 indicators proposed.   Principal Component Analysis (PCA) was therefore used to reduce the number of measures included in the cluster analysis (in this case from 30 to 9).   PCA is a statistical process of deriving a relatively small number of **components** that account for the variability found in a relatively large number of indicators. This allowed us to include the information contained in the indicators – but without having to include the indicators themselves.

In this case it was possible to undertake a PCA for 28 of the 30 measures. The Urban/Rural Classification and the Crime Index were excluded from the PCA for technical reasons but re-introduced for the cluster analysis.

Figure 3 shows which variables (or indicators) make up each of the components. This contains the component loadings – these are a measure of the importance of the variable to the component. Only those loadings with a value of 0.4 or greater are included. In broad terms:

- **Component 1 – Areas in Flux**: Areas with a high score for Component 1 have high population turnover; high proportion of students and BME communities; few children and young people; high levels of private renting; are in MSOA areas with lots of jobs; few residents with no or low qualifications; and jobs held tend not to be in routine occupations.
- **Component 2 – Lack of Access to Material Resources**: Areas with a high score for Component 2 have high levels of social renting; low car ownership; low levels of self-employed; and many older people claiming pension credit.
- **Component 3 – Older Demographic Profile**: Areas with a high score for Component 3 have few young people, lone parents or under 16s living in poverty; but they do have a large proportion of population aged 45. Young people that are resident perform well at Key Stages 2 and 4.
- **Component 4 – Limited Access to Employment Opportunities**: Areas with a high score for Component 4 have few local jobs and of these many part-time or requiring skilled labour; high JSA unemployment; those in work, tend to travel further than average.
- **Component 5 – Prime Age Demographic Profile**: Areas with a high score for Component 5 have high proportion of 30-44 year olds; few residents at retirement age.
- **Component 6 – Distance to Work/Services**: Individuals living in areas with a high score for Component 6 travel further to work and/or to their nearest food store.
- **Component 7 – High Levels of Benefit Claimants/Poor Health**: Areas with a high score for Component 7 have high proportion of Incapacity Benefit, Disability Living Allowance, Attendance Allowance and Jobseekers Allowance claimants. This may also suggest they have poor health.

Figure 3: Principal Components Analysis Pattern Matrix

	1	2	3	4	5	6	7
% of 16-74 population in semi-routine or routine jobs	-.847						
FT students as a % of 16-74 population	.788						
Population turnover rate per 1,000	.725						
% with no or Level 1 qualifications	-.702						
Job density in MSOA (reversed)	-.678						
% of population non-white	.643						
% private rented housing	.552	-.510					
% social housing		.863					
% of households with no car		.717					
% of 16-74 population small employers or own account workers		-.717					
% older people claiming pension credit		.561					
% population aged 0-15	-.537		-.807				
% lone parents			-.726				
Under 16s in poverty			-.658				
% population aged 60/65 and over			.634		-.462		
% population aged 45-59/64			.503				
% of 25-74 population 'never worked'	.420		-.486				
Average KS2 score (reversed)			-.449				
Average GCSE and equivalent point score per pupil at end of KS4 (reversed)			-.428				
% part-time jobs in local authority				.688			
Job density in local authority (reversed)				.633			
% of all in employment in low-skilled occupations				-.590			
% of benefit claimants that are non-JSA				-.571			
% claiming JobSeekers Allowance				.438			.424
% population aged 30-44					.814		
Population weighted distance to food store (km)						.766	
Average distance travelled to work (km)				.435		.468	
% claiming Incapacity Benefit/Severe Disability Allowance							.908
Disability Living Allowance and Attendance Allowance claimants as % of 16+ population							.680

Cluster Analysis

As outlined earlier, cluster analysis is a method for identifying groups whose members are similar to each other but different to those in other groups. As such, it can be useful tool in helping understand the nature of particular groups and this can in turn enable better targeting. In the context of deprived areas, cluster analysis can help us understand which deprived areas are similar to each other (and why). This should hopefully enable better approaches to regeneration to be developed.

A cluster analysis was undertaken with 9 variables:
- 7 components identified using the Principal Components Analysis.
- Crime index
- Urban/rural classification.

SPSS's Two-Stage Cluster function was used as this allows analysis of both continuous and categorical variables.

The cluster analysis suggested that the 566 deprived areas in the North East can be allocated to 4 clusters. Two of these clusters are large – with 205 and 210 LSOAs respectively.

Figure 4: Breakdown of Clusters

	No. of cases	**% of cases**
Cluster 1	56	10
Cluster 2	205	36
Cluster 3	210	37
Cluster 4	95	17
Total	*566*	*100*

In the next chapter, the composition and characteristics of each cluster will be explored.

4. ANALYSIS OF CLUSTERS

Introduction

In this chapter, the composition and characteristics of each cluster is presented. In addition, how the clusters are allocated across local authority areas, IMD ranks, etc. are considered.

Composition of Clusters

Perhaps the most striking feature is that Cluster 1 contains all of the areas defined as 'rural' – i.e. those in 'town and fringe – less sparse' and 'village, hamlet and isolated dwellings – less sparse' areas. It is worth noting that many of these areas are former mining or industrial areas located in rural areas and therefore may not be recognisably rural in the traditional sense. Chi-squared tests confirm the importance of the rural variable in distinguishing Cluster 1 from the other clusters.

Figure 5: Urban/Rural Breakdown of Clusters

	Urban > 10k – Less Sparse	**Town and Fringe – Less Sparse**	**Village Hamlet and Isolated Dwellings – Less Sparse**
Cluster 1	-	50 (100%)	6 (100%)
Cluster 2	205 (40.2%)	-	-
Cluster 3	210 (41.2%)	-	-
Cluster 4	95 (18.6%)	-	-
Total	*510*	*50*	*6*

T-statistics can be used to explore the composition of each cluster in terms of other variables (i.e. the 7 components identified in the PCA and the crime index). A t-statistic allows the mean (average) for the cluster to be compared to the mean (average) for all 566 deprived areas. Where the differences between these two means are statistically significant, this tells us that a variable is more important (in either a positive or negative way) to the cluster than the 566 deprived areas as a whole.   Figure 6 below summarises the results of these t-tests.

- Where a variable is labelled *positive* for a cluster, this means that the variable is important in determining which LSOAs are in the cluster and that the LSOAs in the cluster have, on average, higher scores on this variable than the deprived areas as a whole. For example, areas in Cluster 2 have a higher average score on the 'lack of material resources' variable than the

566 deprived areas as a whole and this difference is significant in deciding which areas are in Cluster 2 and which are not.

- Where a variable is labelled ***negative*** for a cluster, this means that the variable is important in determining which LSOAs are in the cluster and that the LSOAs in the cluster have, on average, lower scores on this variable than the deprived areas as a whole. For example, areas in Cluster 3 have a lower average score on the 'crime index' variable than the 566 deprived areas as a whole and this difference is significant in deciding which areas are in Cluster 3 and which are not.
- Where a variable is not important in determining which areas are in a cluster, then the corresponding cell has been left blank.

For example:
- Component 1: Areas in flux is important in determining the composition of all 4 clusters. Cluster 4 contains areas which scored highly against this measure, compared to deprived areas as a whole. In contrast, having a lower than average score on this measure helped determine which areas were in Clusters 1, 2 and 3.
- The crime indicator is only important in determining the composition of two of the Clusters – Clusters 2 and 3. In the case of Cluster 2, areas in this cluster have higher than average rates of crime than deprived areas as a whole whilst in Cluster 3, lower than average rates of crime help determine membership of the cluster.

This analysis can help us to begin to describe each of the clusters.

Cluster 1: Deprived Former Industrial/Coalmining Areas – Rural

Key factors in this 'type' of deprived area are the fact that they are all rural, resulting in individuals travelling further to work/services than average. They also have 'older demographic profiles' and have higher levels of benefit claimants/poorer health than the 566 deprived areas as a whole. The areas are less likely to be in flux (i.e. population turnover, high proportions of students, etc.) than the deprived areas as a whole. Similarly the negative status of the 'lack access to material resources' indicator suggests that individuals living in this cluster are less likely to lack material resource than across the deprived areas as a whole. Crime is also less of an issue than in deprived areas as a whole.

Figure 6: Overview of Clusters

	High score on this indicator means:	Cluster 1	Cluster 2	Cluster 3	Cluster 4
Component 1: Areas in flux	• High proportion of FT students • High level of population churn • High proportion of population non-white • High proportion of private rented housing • High proportion 'never worked' • Low proportion in semi-routine or routine work • Low proportion with no or level 1 qualificiations • Job density in MSOA is high (i.e. lots of jobs available) • Low proportion aged 0-15 year olds	Negative	Negative	Negative	Positive
Component 2: Lack of access to material resources	• High proportion of social rented housing • High proportion of households with no car • High proportion of older people claiming pension credit • Low proportion living in private rented housing • Low proportion are 'small employers or own account workers'	Negative	Positive	Negative	Negative
Component 3: Older demographic profile	• High proportion aged 45-59/64 • High proportion aged 60/65+ • Low proportion aged 0-15 year olds • Low proportion of lone parents • Low proportion of under 16s living in poverty • High proportion 'never worked' • Good Key Stage 2 scores • Good GCSE and equivalent point scores per pupil at end of Key Stage 4	Positive	Negative	Positive	-

	High score on this indicator means:	Cluster 1	Cluster 2	Cluster 3	Cluster 4
Component 4: Limited access to employment opportunities	• High proportion of part-time jobs in local authority area • Job density in local authority area is high (i.e. lots of jobs available) • High level of Jobseekers Allowance claimants • High average distance travelled to work • Job opportunities are not in low-skilled occupations • JSA account for large proportion of benefit claimants	-	-	-	-
Component 5: Prime age demographic	• High proportion of population aged 30-44 • Low proportion aged 60/65 +	Negative	-	-	Positive
Component 6: Distance to work/services	• High average distance to food store • High average distance travelled to work	Positive	Negative	Positive	Negative
Component 7: High levels of benefit claimants/poor health	• High proportion claiming Incapacity Benefit/Severe Disability Allowance • High proportion claiming Disability Living Allowance and Attendance Allowance • High proportion claiming Jobseekers Allowance	Positive	Positive	Negative	-
Crime index	• High levels of burglary, theft, criminal damage and violence	Negative	Positive	Negative	-

As we will see later, the majority of the deprived ex-coalfield areas and many former industrial areas in County Durham and Northumberland fall into this category. It is important to make clear that not all ex-coalfield or former industrial areas are deprived – but those that are will predominately be in this cluster.

To understand these areas more fully, the 56 LSOAs falling with Cluster 1 have been cross-referenced with the rural typologies produced by the *Rural Policy Support Project* (York Consulting, 2009). Through the project's cluster analysis, seven rural typologies were identified. The 56 LSOAs only fell within three of these typologies – with the vast majority in just one typology as outlined below:

- *49 fell within Typology 4: Economic 'Cold Spots'*. These areas are described as having high benefit claimant rates, low skills levels, low car ownership and long travel to work distances. By location, they tend to be concentrated in and around larger rural towns such as the former industrial and coalfield zones of coastal Northumberland and County Durham.

- *6 fell within Typology 1: Under-Employed, Localised Economy*. These areas have a mixed economic picture with high levels of economic inactivity but also high levels of owner occupied housing and average levels of car ownership. Employment tends to be relatively localised for rural areas indicating that these areas are predominantly found on the edge of rural towns such as in Northumberland and County Durham (Gateshead E01008186; Durham Easington E01020751; Durham Sedgefield E01020805; Durham Wear Valley E01020893; Redcar and Cleveland E0101232 and E0101259).

- *1 fell within Typology 2*: *Industrial Estates and Business Parks*. This typology is deemed an anomalous typology by the project and depicts out-of-town business parks and industrial estates (Durham Easington E0102761).

Cluster 2: Most Deprived – Predominately Social Housing Areas
These areas are typified by a more severe lack of material resources than in deprived areas as a whole, alongside worse crime and higher levels of dependency on benefits. The negative status of the 'older demographic profile' indicator suggest there are fewer older people, more children and young people, etc. than on average. These areas are less likely to be in 'flux' than the deprived areas as a whole and distance travelled to work and/or a food store tend to be less than average. As the maps in Appendix 1 show, many of the areas in this cluster are on the edge of a city or town. Again, it is important to stress that not all areas of social housing on the

edge of cities/towns are deprived, but those that are in the worst 20% are likely to be in this cluster.

Cluster 3: Lesser Deprived Areas

This cluster is similar to Cluster 1 in many ways, for example, it has an 'older population structure' than average, distance to work and services (measured as average distance travelled to work and distance to nearest food store) are more of an issue, the areas are less likely to be 'in flux' than average and crime is less of an issue than on average. There are some differences – most notably, areas in Cluster 3 tend to have less of a dependency on benefits than deprived areas as a whole and 'lack of access to material resources' is also less of an issue than on average.

If the maps in Appendix 1 are considered, these areas are often adjacent to areas in Cluster 2. Given that they share characteristics with areas in Cluster 1 but are geographically close to those in Cluster 2, these areas are hard to conceptualise in the same way as the other three clusters. As we will see in the later 'what works' section, as these areas do not conform to a known 'type' of deprived areas, there is a less clear literature on what problems they face and what interventions are most appropriate.

Cluster 4: Deprived Transitory Inner Urban Areas

The defining characteristic of these areas appears to be that they are more likely to be 'in flux' than deprived areas on average. This means that they are more likely to have high proportions of full-time students, non-white residents, private rented housing, population that has 'never worked' (which may reflect the high levels of students), few young people, lots of jobs available in MSOA area, of those in work, few are in semi-routine or routine work and there are few with no or level 1 qualifications. In addition, the population structure is more likely to have high levels of prime age individuals (aged 30-44) and a corresponding lower level of individuals aged 65+. Distances travelled to work or to the nearest food store are likely to be less than the average and are individuals living in these areas are less likely to lack access to material resources than average.

The LSOAs in these areas are predominately in inner urban areas – including both inner city areas (e.g. in Newcastle, Gateshead, Sunderland, Middlesbrough) and in the inner core of towns. Again, it is important to stress that not all inner urban areas are deprived, but those that are likely to be in this cluster.

Breakdown by Index of Multiple Deprivation Rank

One important consideration is whether some clusters are more deprived than others. Each area has been allocated to a 5% band based on its IMD 2007 rank (i.e. most deprived 0-5% of all LSOAs, 5-10%, 10-15% and 15-20%). Cluster 2 appears to be the most deprived – containing 71% of the LSOAs in the most deprived 5% and 46% of those in the most deprived 5-10%. Cluster 3 appears to be the least deprived of the clusters with just 4% of the most deprived but 76% of the most deprived 15-20%. This has been reflected in the naming of Clusters 2 and 3.

Figure 7: Distribution of Most Deprived LSOAs by Cluster

	Most deprived LSOAs			
	0 – 5%	**5 – 10%**	**10 – 15%**	**15 – 20%**
Cluster 1: Deprived Former Industrial/ Coalmining Areas – Rural	4.2	11.8	13.9	10.9
Cluster 2: Most Deprived – Predominately Social Housing Areas	71.3	45.7	18.8	0.8
Cluster 3: Lesser Deprived Areas	3.6	26.8	50.7	75.8
Cluster 4: Deprived Transitory Inner Urban Areas	21.0	15.7	16.7	12.5
Total	*100*	*100*	*100*	*100*

In considering this analysis, it is worth re-iterating that 34% of all LSOAs in the North East are in the worst performing 20% nationally and have been included in this analysis. Further analysis of the IMD 2007 ranks has identified that 47% of all LSOAs in the North East are in the worst 30% nationally and many of those in the 20-30% band have ranks only marginally higher than those in the 15-20% band. Given that most of the LSOAs in the 15-20% band are in Cluster 3, this may go some way towards explaining why these do not appear to fit a key 'type' of deprived areas.

Location of Clusters

Figure 8 (below) shows the location of the clusters across the North East of England. Maps showing the location of clusters by local authority are provided in Appendix 1.

Figure 8: Map of Cluster Locations
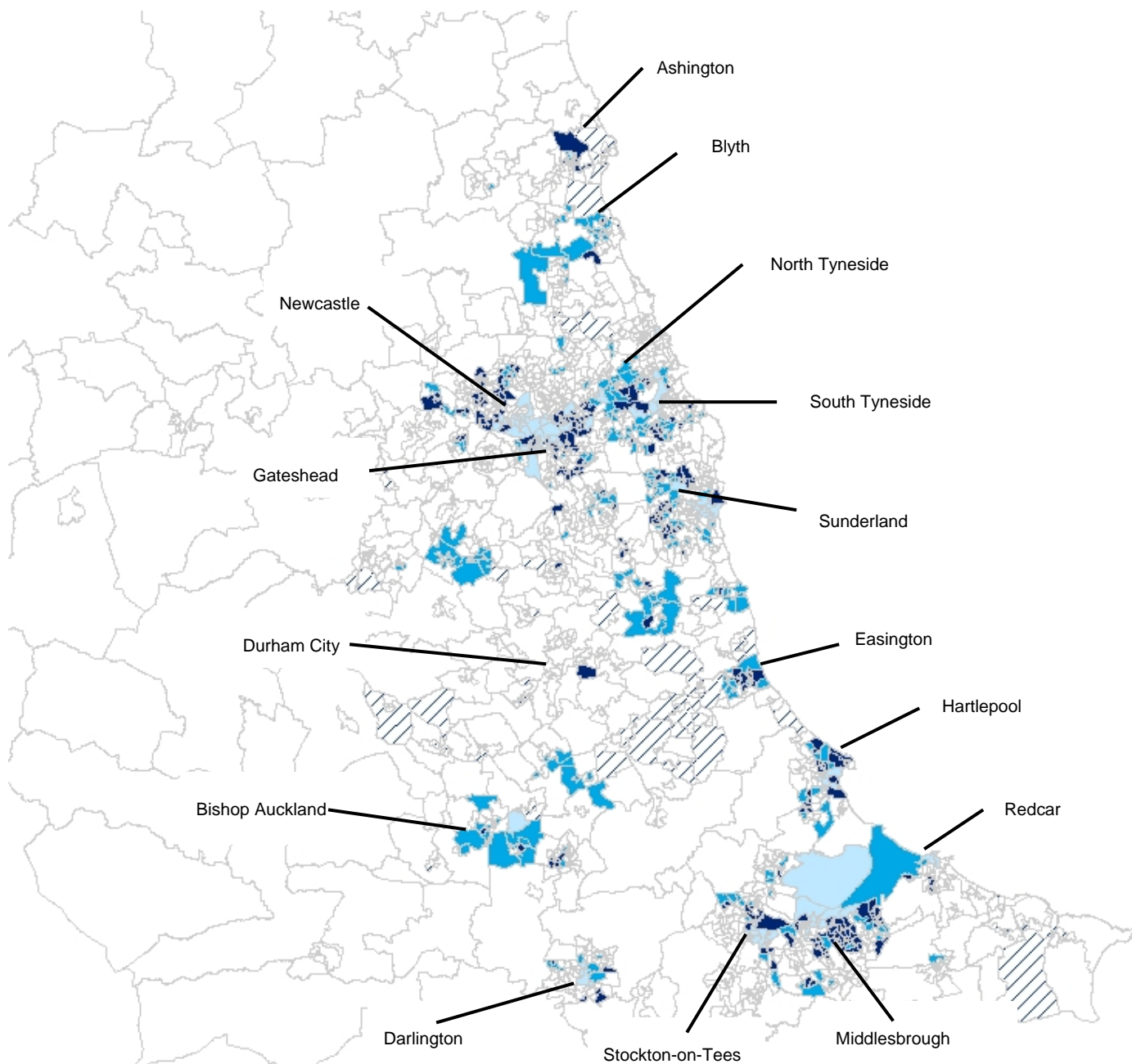
Legend

	Cluster	Number of LSOAs
	Cluster 1: Deprived Former Industrial/ Coalmining Areas – Rural	56
	Cluster 2: Most Deprived – Predominately Social Housing Areas	205
	Cluster 3: Lesser Deprived Areas	210
	Cluster 4: Deprived Transitory Inner Urban Areas	95
	Outside 20%	1,090

Figure 9 below shows the number of LSOAs in each local authority in each cluster.

Figure 9: Location of Clusters

Cluster 1: Deprived Former Industrial/Coalmining Areas – Rural
• **County Durham – 41 LSOAs in the following ward areas**: Bishop Middleham and Cornforth; Blackhalls; Brandon; Chilton; Consett South; Coundon; Coxhoe; Craghead and South Stanley; Crook South; Easington Colliery; Evenwood, Ramshaw and Lands; Fishburn and Old Trimdon; Haswell and Shotton; Murton East; Murton West; New Brancepeth and Ushaw Moor; Pelton Fell; Pittington and West Rainton; Sacriston; Thornley and Wheatley Hill; Tow Law and Stanley; Wheatbottom and Helmington Row; Willington Central; Wingate.
• **Redcar and Cleveland – 6 LSOAs in the following ward areas**: Brotton; Lockwood; Loftus; Saltburn; Skelton.
• **Northumberland – 5 LSOAs in the following ward areas** – Chevington; Lynemouth; Newbiggin East; Newbiggin West; Sleekburn.
• **North Tyneside – 3 LSOAs in the following ward areas**: Camperdown; Valley.
• **Gateshead – 1 LSOA in the following ward area**: Chopwell and Rowlands Gill.
Cluster 2: Most Deprived – Predominately Social Housing Areas
• **Newcastle – 43 LSOAs in the following ward areas**: Benwell; Blakelaw; Byker; Denton; Fawdon; Fenham; Kenton; Lemington; Monkchester; Newburn; Scotswood; Walker; Walkergate; Wingrove; Woolsington.
• **Middlesbrough – 30 LSOAs in the following ward areas**: Ayresome; Beckfield; Beechwood; Clairville; Gresham; Hemlington; Ladgate; North Ormesby and Brambles Farm; Pallister; Park End; Thorntree.
• **Sunderland – 28 LSOAs in the following ward areas**: Central; Colliery; Eppleton; Grindon; Hetton; Shiney Row; Silksworth; South Hylton; Southwick; Thorney Close; Town End Farm; Washington East; Washington North.
• **Gateshead – 21 LSOAs in the following ward areas**: Bede; Bensham; Blaydon; Deckham; Felling; High Fell; Lamesly; Leam; Teams; Wrekendyke.
• **County Durham – 14 LSOAs in the following ward areas**: Chester Central; Pelaw and Gilesgate; Dene House; Deneside; Eden Hill; Greenfield Middridge; Horden North; Horden South; Thickley; West (Sedgefield); Woodhouse Close.
• **Redcar and Cleveland – 14 LSOAs in the following ward areas**: Dormanstown; Eston; Grangetown; Kirkleatham; Newcomen; Normanby; Ormesby; South Bank; Teesville.
• **South Tyneside – 14 LSOAs in the following ward areas**: All Saints; Beacon and Bents; Bede; Biddick Hall; Boldon Colliery; Cleadon Park; Felgate and Hedworth; Harton; Horsley Hill; Rekendyke; Tyne Dock and Simonside; West Park.
• **Hartlepool – 13 LSOAs in the following ward areas**: Brus; Dyke House; Owton; Park; St Hilda; Stranton.
• **Stockton-on-Tees – 12 LSOAs in the following ward areas**: Blue Hall; Grange; Hardwick; Mandale; Newtown; Portrack and Tilery; Roseworth; Stainsby.
• **Northumberland – 7 LSOAs in the following ward areas**: Central (Wansbeck); College (Wansbeck); Croft; Hirst; Newsham and New Delaval; Park (Wansbeck); Seaton.
• **Darlington – 5 LSOAs in the following ward areas**: Cockerton West; Eastbourne; Haughton East; Lascelles; Park East.
• **North Tyneside – 4 LSOAs in the following ward areas**: Chirton; Riverside.

Cluster 3: Lesser Deprived Areas

- **County Durham – 46 LSOAs in the following ward areas**: Acre Rigg; Annfield Plain; Bishop Auckland Town; Broom; Byerley; Catchgate; Chilton; Craghead and South Stanley; Dawdon; Deneside; Ferryhill; Henknowle; Horden North; Horden South; Howletch; Leadgate; Low Speneymoor and Tudhoe Grange; Middlestone; Passfield; Seaham Harbour; Seaham North; South Moor; Stanley Hall; Sunnydale; Thickley; Tudhoe; West (Sedgefield); West Auckland; Woodham; Woodhouse Close.

- **Sunderland – 42 LSOAs in the following ward areas**: Castletown; Eppleton; Grindon; Hendon; Hetton; Houghton; Pallion; Ryhope; St Chad's; St Michael's; St Peter's; Silksworth; South Hylton; Southwick; Thorney Close; Town End Farm; Washington East; Washington North; Swashinton South; Washington West.

- **South Tyneside – 27 LSOAs in the following ward areas**: All Saints; Beacon and Bents; Bede; Biddick Hall; Boldon Colliery; Cleadon Park; Fellgate and Hedworth; Harton; Hebburn Quay; Hebburn South; Monkton; Primrose; Tyne Dock and Simonside; Whitburn and Marsden; Whiteleas.

- **North Tyneside – 20 LSOAs in the following ward areas**: Benton; Camperdown; Chirton; Collingwood; Howdon; Longbenton; Northumberland; Riverside; Tynemouth; Valley; Wallsend.

- **Northumberland – 18 LSOAs in the following ward areas**: Bedlington East; Central (Wansbeck); Cowpen; Cramlington East; Cramlington Easfield with East Hartford; Cramlington West; Croft; Isabella; Kitty Brewster; Morpeth Stobhill; Newsham and New Delaval; Park (Wansbeck); Plessey; Sleekburn.

- **Stockton-on-Tees – 12 LSOAs in the following ward areas**: Blue Hall; Charltons; Marsh House; Mile House; Newtown; Roseworth; St Aidan's; St Cuthbert's; Stainsby; Village.

- **Gateshead – 10 LSOAs in the following ward areas**: Birtley; Blaydon; Chowdene; Dunston; Leam; Pelaw and Heworth; Teams; Winlanton; Wrekendyke.

- **Redcar and Cleveland – 8 LSOAs in the following ward areas**: Coatham; Dormanstown; Eston; Guisborough; South Bank; Teesville.

- **Darlington – 7 LSOAs in the following ward areas**: Bank Top; Central; Cockerton West; Haughton West; Lingfield; North Road.

- **Hartlepool – 7 LSOAs in the following ward areas**: Brinkburn; Brus; Fens; Park; Rossmere; St Hilda.

- **Newcastle – 7 LSOAs in the following ward areas**: Fawdon; Kenton; Lemington; Newburn.

- **Middlesbrough – 6 LSOAs in the following ward areas**: Ayresome; Beckfield; Beechwood; Coulby Newham; Stainton and Thornton.

Cluster 4: Deprived Transitory Inner Urban Areas

- **Newcastle – 19 LSOAs in the following ward areas**: Benwell; Byker; Elswick; Monkchester; Moorside; Sandyford; Walker; West City; Wingrove.

- **Middlesbrough – 14 LSOAs in the following ward areas**: Gresham; North Ormesby and Brambles Farm; Middlehaven; Park; Thorntree; University.

- **Gateshead – 12 LSOAs in the following ward areas**: Bede; Bensham; Deckham; Saltwell; Teams.

- **Sunderland – 12 LSOAs in the following ward areas**: Central; Hendon; Southwick; Thornholme; Washington North.

- **Stockton-on-Tees – 9 LSOAs in the following ward areas**: Charltons; Grangefield; Parkfield; Portrack and Tilery; Victoria.

- **Hartlepool – 7 LSOAs in the following ward areas**: Brinkburn; Grange; Jackson; Stranton.
- **South Tyneside – 7 LSOAs in the following ward areas**: Bede; Rekendyke; Tyne Dock and Simonside.
- **North Tyneside – 5 LSOAs in the following ward areas**: North Shields; Riverside; Wallsend; Whitley Bay.
- **Darlington – 4 LSOAs in the following ward areas**: Bank Top; Central; North Road; Northgate.
- **Redcar and Cleveland – 3 LSOAs in the following ward areas**: Coatham; South Bank.
- **County Durham – 2 LSOAs in the following ward areas**: Dene Valley; South Moor.
- **Northumberland – 1 LSOA in the following ward area**: Hirst.

Note: Ward names relate to pre-2004 wards.

Place and Location Effects

As Figure 9 has shown, some clusters appear to be much more common in some local authorities than others. For example, Cluster 1 and Cluster 3 account for 87 out of the 103 LSOAs in County Durham that are in the worst 20%. In contrast, Newcastle has no LSOAs in Cluster 1 and very few in Cluster 3. It does however account for over 20% of the LSOAs in Cluster 4.

One of the consequences of this is that some clusters (namely Clusters 2 and 4) appear to be more likely to be in areas with a strong local employment base – i.e. there are more jobs per capita in the local authority area than across the North East as a whole. In contrast, the majority of the LSOAs in Cluster 1 are in local authority areas with a low jobs density. This distinction is important as we move onto the section on 'what works' as clearly different approaches are required in areas where there are plenty of jobs to those where a lack of employment opportunities act as a major constraint.

Figure 10: Breakdown by Strength of Local Employment Base

	Above NE Jobs Density	Below NE Jobs Density
Cluster 1: Deprived Former Industrial/ Coalmining Areas – Rural	16.1	83.9
Cluster 2: Most Deprived – Predominately Social Housing Areas	68.3	31.7
Cluster 3: Lesser Deprived Areas	40.5	59.5
Cluster 4: Deprived Transitory Inner Urban Areas	73.7	26.3
Total (All 566)	*53.7*	*46.3*

A shortage of local jobs is one of the 'place effects' identified in Chapter 2 and it is clear from Figure 10 that this effect is more significant in some clusters than others. It is also possible to consider another of the 'place effects' – poor transport connectivity. As outlined in Chapter 2, lack of public transport can act as a barrier to work to those living in deprived areas. The Census provides details of how those in work travelled to and from work (Figure 11).

This demonstrates the importance of public transport to individuals living in deprived areas in the North East – with 20% of those living in the most deprived LSOAs travelling to work on public transport, compared to 14% across the North East as a whole. Walking or cycling is also more common amongst residents of deprived areas – 16% walk or cycle to work compared to 12% for the North East as a whole. Conversely, fewer use private transport (i.e. drive or are a passenger in a car, van, motorcycle, scooter or moped or use a taxi or minicab) – 57% compared to 66% in the North East as a whole.

Figure 11: Method of Travel to Work, 2001
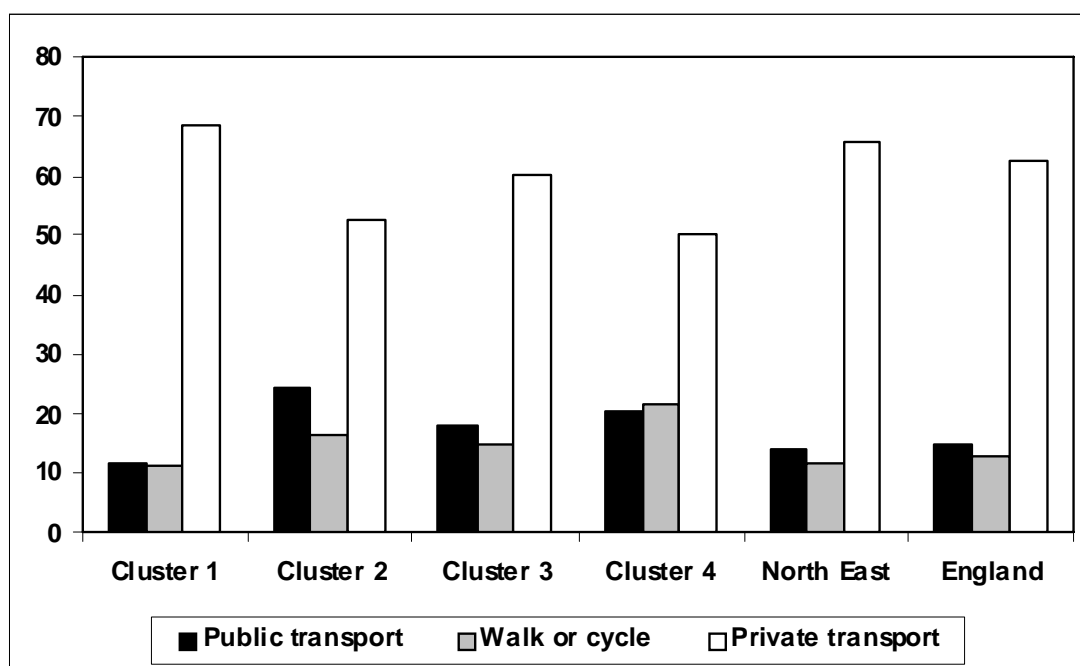
The exception to these trends is Cluster 1. Use of public transport is much less common than in the other clusters and a larger proportion use a form of private transport to get to work. This is likely to reflect the more 'rural' nature of these areas and their distance from main centres of employment. However, it is not possible to identify whether individuals use private transport, rather than public, because suitable

public transport is not available or for other reasons. This is an area where further research is required.

Linked to this is one of the 'location effects' that have been identified – short travel horizons. As Chapter 2 outlined, individuals with low skills tend to be less willing to travel long distances and as a result individuals in deprived areas are often heavily reliant on local employment opportunities. Figure 12 provides an analysis of how many of the residents in employment each cluster area travel:

- Less than 5 kilometres to work.
- More than 40 kilometres to work.

These categories were used to determine short and long range commuting patterns as part of the Economic Geography of the North East research programme.

As expected, individuals living in the 20% most deprived LSOAs in the North East were more likely to work within 5 kilometres of home than those in the North East as a whole (51% vs. 42%). Working within 5 kilometres of home was particularly common in Clusters 2 and 4 (with 56% and 57% respectively). In contrast, only 35% of those in employment in Cluster 1 live within 5 kilometres of home – again reflecting the 'rural' nature of these locations.

Figure 12: Distance Travelled to Work, 2001
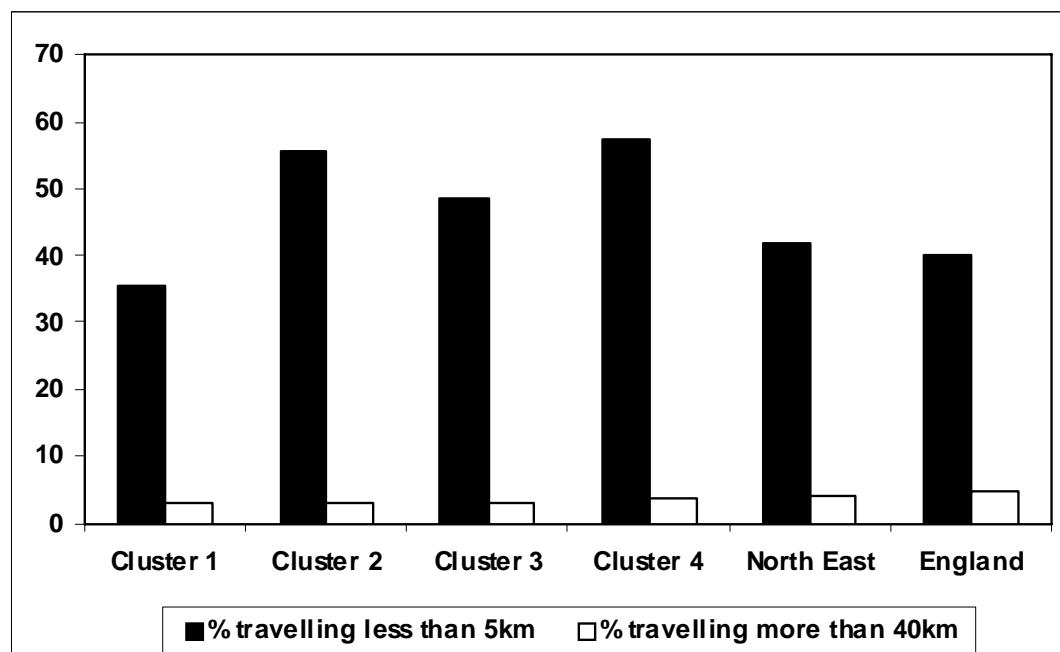
Comparison of Clusters

In this final section, the 4 clusters are directly compared to each other in terms of:

- Population structure.
- The extent to which residents are claiming benefits.

Population Structure

Figure 13 below shows the population structure of the 4 clusters, along with the comparator figures for the North East and England. In each case, the lowest, highest and median values are shown. The purpose of this is to explore the variations *between* clusters and *within* clusters.

Using the median values to compare the clusters against each other, it is clear:

- Cluster 2 has the largest proportion of children and young people (0-15 year olds).
- Cluster 4 has by far the largest proportion of young adults (16-29 year olds). This group accounts for 26% of the total population in these areas compared to 18-21% in the other clusters.
- The proportion of 30-44 year olds is similar in all clusters.
- Older working age individuals account for a larger proportion of the population in Clusters 1 and 3 than the others, although the differences are small.
- Those aged 60/65 and over account for a larger proportion of the population in Clusters 1 and 3 than the other clusters. Cluster 4 has a particularly low proportion of residents aged 60/65 and over.

There are also clearly significant variations in the population structures *within* each cluster. Most notably, 16-29 year olds can account for anything between 15% and 61% of the population in the LSOAs in Cluster 4. As stated earlier, these are predominately in inner urban areas and therefore it was anticipated that these would have large populations of students and young people who use these areas as a transition point. However, it is clear from Figure 13 that the importance of young people in terms of defining the nature and problems faced by the LSOAs in Cluster 4 will vary considerably – and therefore care must be taken in designing appropriate interventions.

Figure 13: Population Structure of Clusters, 2008

	Cluster 1	Cluster 2	Cluster 3	Cluster 4	All 566 Deprived Areas	North East	England
0-15 Year Olds as % of Total Population							
Minimum	10.9	12.4	7.6	4.8	4.8	-	-
Maximum	27.7	33.6	28.4	40.1	40.1	-	-
Median	19.7	22.8	19.3	17.4	20.4	18.3	19.2
16-29 Year Olds as % of Total Population							
Minimum	14.3	15.1	11.3	15.1	11.3	-	-
Maximum	25.7	27.6	27.3	61.4	61.4	-	-
Median	18.2	21.1	19.2	25.5	20.4	18.8	18.4
30-44 Year Olds as % of Total Population							
Minimum	14.8	11.5	13.7	13.3	11.5	-	-
Maximum	25.5	26.3	25.4	27.4	27.4	-	-
Median	19.0	18.6	19.7	20.3	19.3	19.5	21.3
45-59/64 Year Olds as % of Total Population							
Minimum	19.2	15.5	16.7	9.6	9.6	-	-
Maximum	27.8	26.4	28.6	27.4	28.6	-	-
Median	22.5	19.9	21.9	20.0	21.0	23.3	22.0
60/65 Year Olds and Older as % of Total Population							
Minimum	11.6	7.7	7.0	6.0	6.0	-	-
Maximum	30.1	31.3	42.9	29.7	42.9	-	-
Median	20.0	16.9	19.6	13.4	17.9	20.1	19.1

Levels of Benefit Dependency

One of the major causes of deprivation is a lack of work – either because of unemployment, ill-health or due to caring responsibilities. Figure 14 provides details of the proportion of the working age population claiming 'out-of-work' benefits in 2009. For each cluster, the lowest, highest and median values are given to allow clusters to be compared with each other and for the variance within each cluster to be considered.

The first thing to note is that the proportion of working age residents claiming benefits in these areas is high – almost 30% on average. Other points to note include:

- The cluster with the highest average level of benefit claimants was Cluster 2. This is perhaps not surprising given that Cluster 2 contains the majority of the most deprived LSOAs (in terms of their IMD 2007 rankings).

- There is a significant variation in the levels of benefit claimants within all clusters – but this is particularly true in relation to Cluster 4. This again reiterates the need for responses that are customised to the particular characteristics of each individual area.

Figure 14: Levels of Benefit Dependency, by Cluster, 2009

	Cluster 1	Cluster 2	Cluster 3	Cluster 4	All 566 Deprived Areas	North East	England
Out of work benefit claimants as a % of working age population							
Minimum	16.0	20.6	18.1	13.0	13.0	-	-
Maximum	47.3	54.7	37.8	61.9	61.9	-	-
Median	27.5	33.0	25.4	28.1	28.1	17.6	13.2
Jobseekers Allowance claimants as a % of working age population							
Minimum	2.8	4.0	2.8	3.7	2.8	-	-
Maximum	11.2	18.4	10.9	20.9	20.9	-	-
Median	6.7	9.1	7.2	9.6	8.0	5.1	4.0

Individuals may be claiming 'out of work' benefits for a number of reasons including sickness and disability, looking after children (in case of lone parents) or other caring responsibilities. JobSeekers Allowance is the main benefit for those that are out of work and currently seeking employment. Figure 14 also shows the proportion of the working age population claiming JobSeekers Allowance in each of the clusters in 2009. This demonstrates that unemployment is higher in Cluster 2 and 4 than the others. This suggests that interventions to improve connection to the labour market will be vitally important in these areas.

Change over Time

One final consideration is how the clusters are changing over time, for example, are areas that are 'improving' concentrated in one particular type of cluster. However, few indicators are available at the LSOA over a substantial period of time. One dataset that is available is DWP Working Age Benefit Claimants. As Figure 19 shows, the proportion of the working age population claiming 'out of work' benefits declined in each of the clusters between 1999 and 2008, but has started to increase again as a result of the recession. Cluster 3 appeared to have experienced the greatest decline. This may reflect – or be the cause of – the fact that this appears to be the least deprived of the four clusters. However, it should be stressed that differences between clusters on this measure is marginal.

Figure 19: Out of Work Benefit Claimants as a % of Working Age Population, 1999 – 2009 (1999 = 100)
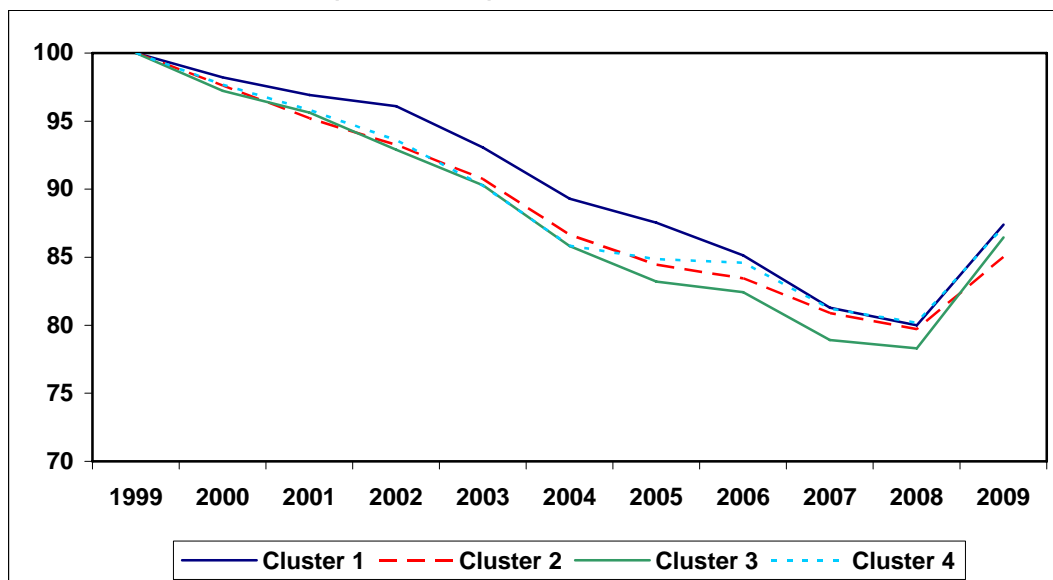
One other area that would be worthwhile exploring is whether there is any systematic difference in the length of time the areas in the each cluster have been deprived. For example, is the deprivation a relatively recent development in, say, Cluster 2, or does it reflect industrial restructuring in the 1970s and 1980s or have the areas in this cluster always been deprived? Unfortunately this analysis cannot be easily undertaken as the LSOAs are a relatively new geographical unit – developed following the 2001 Census. Exploring whether the LSOAs can be 'mapped' onto the geographies used in previous Censuses and comparing some simple measures of deprivation (for example, unemployment) would be worth considering.

Conclusions

Cluster analysis has established that the deprived areas in the North East (as defined as the 566 LSOAs in the worst 20% of IMD 2007) can be broken down into four 'types'. Three of these are commonly discussed in the literature and will be recognisable to policymakers and practiners:

- Deprived former industrial/ coalmining areas in rural locations
- Most deprived areas – predominately social housing areas
- Deprived transitory inner urban areas

The fourth 'type' is less clear – having some similar characteristics to the 'deprived former industrial/coalmining areas in rural locations' but often being located next to the 'most deprived – predominately social housing areas'. One potential reason that

this cluster is less recognisable is that as 34% of all LSOAs in the North East were included in the analysis and within this, those with the least severe deprivation were predominately in this 'type', that policymakers and practioners may not necessarily normally view them as being deprived and as such there are limited interventions to assist them. Alternatively, it may be that these areas are normally 'grouped' with their more deprived neighbours in Cluster 2.

This analysis has resulted in a 4 cluster solution. Having 4 clusters is useful in that they are recognisable 'types' and as such it is possible to link the literature on 'what works' to these types. A further area of work would be to consider the composition of each of these in more detail and seek to identify if there are any useful sub-categories within these clusters. For example, some areas in Cluster 4 have large student populations, whilst others do not. There may be value in breaking this cluster down into two or more segments based on the proportion of students in the area. This would allow more interventions to be more closely targeted at the needs of specific areas.

In the next section, we will consider what works in each cluster.

5. WHAT WORKS IN TACKLING DEPRIVATION?

Introduction

Whilst understanding the nature, causes and extent of area-based deprivation is vital, it is also critical to understand 'what works' in tackling deprivation. In this chapter, the lessons from the literature along with the views of North East economic development practitioners on what works in tackling deprivation are presented. These are organised as follows:

- In the first part of the chapter, general lessons that could be applied to all areas are presented.
- Later in the chapter, key findings on what works for each of the four clusters have been identified.

The focus has been on exploring *local* approaches to regeneration rather than attempts to address major structural issues (e.g. transport, child poverty, etc.) at a national level.

General Lessons – Applicable to All Areas

There is a strong focus in the regeneration literature on the importance of understanding the specific causes of deprivation within an area to allow an effective strategy for that locality to be developed. However, taking an overview of different approaches taken to tackling deprivation, the consensus is that the area-based approach to regeneration is the most effective due to the strong concentrations of poverty and the self-reinforcing processes of decline experienced in deprived areas. The following summary of general lessons therefore focuses on 'what works' in relation to area-based approaches.

Long-Term Approach

As Chapter 2 outlined, there are many long-term and deeply entrenched causes that have brought about the deprivation in these areas. To counter these long-term effects:

- A long-term approach is required to help tackle the causes and to help bring about a positive and sustainable future for an area (Fyfe *et al.*, 2009; Green and Owen, 2006; IDOX, 2006; McGregor and McConnachie, 1995). For example, the New Deal for Communities has learned from previous short-term area-based approaches and instead delivers across a 10 year period.
- Long-term interventions have the benefits of bringing continuity of action; minimising the resources wasted through the cycle of setting up, delivering

and ending of short-term interventions; helping to overcome local scepticism of 'yet another' intervention; and helping to encourage local community commitment and involvement (Fyfe *et al.*, 2009).

- Recognising that approaches (even long-term approaches) will come to an end, succession strategies need to be developed at the outset to maintain the benefits of the programme, complete unfinished business, sustain resident involvement and respond to new challenges (Fordham *et al.*, 2010). Exit strategies will also need to be considered (Fyfe *et al.*, 2009).

Strategic Partnership Approach

The multiple causes of deprivation in these areas means that a multi-organisation approach is required as no single organisation acting alone can successfully transform a deprived area. Area-based approaches are therefore partnerships comprised of key actors at the regional, sub-regional and local levels who can collectively tackle the causes of deprivation. However, it is important that the partnership is operating within a clear, agreed strategic framework (Turok and Robson, 2007) – as outlined below.

- An effective partnership structure is needed to ensure there is effective decision-making and joint working at all partnership levels – e.g. the strategic, operational and frontline delivery levels (ALGAR Projects, 2005; Glass *et al.*, 2008; ERS, 2009).
- Mainstream and local service delivery ought to be well integrated with collaboration between partners to reduce service duplication (Meadows, 2008; North and Syrett, 2008).
- Local regeneration investments should be aligned with local needs to secure positive reinforcement and multiplier benefits (Hall, 1997).
- A small but strong and active management team should be in place to drive forward the partnership approach (Glass *et al.*, 2008; Meadows, 2008; Hall Aitken, 2009; Bradley Research, 2009; Fordham *et al.*, 2010).

Summarising the key features of a successful partnership, Meadows (2008) states that it should comprise: a balanced team involving all relevant bodies, and both leadership and innovation skills; trust in each other; motivation and a common vision; conflict resolution mechanisms; collaboration; clarity of objectives and responsibilities; appropriate funding; continued sponsorship; and flexibility.

Holistic Approach

Connected to the lesson above, a holistic approach is needed to tackle the multiple causes of deprivation. Again the understanding is that one type of activity alone (e.g. skills and learning activities) will not transform the deprived area. Instead, the partnership approach should secure representation across all key themes – including housing, employability, education, health, social work, transport, childcare, money advice and police – to ensure all causes and factors of deprivation are addressed (Hall, 1997; Turok and Robson, 2007; ERS, 2009; DCLG, 2010b).

Set within Wider Sub-Regional / Regional Opportunities

A major cause of area deprivation is the loss of local jobs and the subsequent spatial and skills mismatches that have arisen between the emerging job opportunities and the former manual workers. Realistically, the number of jobs lost in local communities built up around coalmining and manufacturing are not going to be replaced to the same level. As a result, area-based interventions need to respond to the opportunities that are available in the wider sub-region/region (Hall, 1997; IDOX, 2006; Meen *et al.*, 2005; Taylor, 2008; Turok and Robson, 2007; Amion Consulting, 2010). In practice this might involve delivering training programmes locally that meet the growth and emerging employment opportunities in the wider sub-region/region (ALGAR Projects, 2005).

Commitment from Mainstream and Sub-Regional / Regional Partners

As outlined above, the causes of deprivation are often long-term and deeply entrenched in nature. In tackling these, the resources and commitment of local organisations and communities can only go so far. To achieve sustainable long-term change, the commitment of national, regional and/or sub-regional partners is required due to the resources they hold and the wider spatial perspective and remit they have (North *et al.*, 2007). More specifically, the literature states:

- There is a benefit for sub-regional/regional level actors to take neighbourhood regeneration issues seriously because these areas are characterised by under-utilised human resources and inefficient land and property markets that leave a legacy of deprived, derelict areas that can prove a deterrent to investment. Similarly, breaking up mono-cultural and socially homogenous areas can generate local dynamism and innovation (Turok and Robson, 2007).
- Sub-regional/regional level actors should take the lead in responding to labour market supply and demand issues affecting local areas because they are best placed to address weaknesses in the housing market and transport

infrastructures – which are predominantly sub-regional/regional in nature (North and Syrett, 2008).

- Sub-regional/regional actors need to involve local organisations and partnerships with planning and policy decisions at the sub-regional/regional level down to the local level to ensure that their decisions will have a positive impact on deprived areas (Smith, 1999).

- Mainstream and local organisations need to work together to ensure that mainstream services are meeting local needs and that local funding is targeted towards gaps in mainstream services – i.e. for local funding to add value to mainstream provision (North *et al.*, 2007; Taylor, 2008; ERS, 2009). In doing so, the often fragmented nature of local service delivery can be overcome (Turok and Robson, 2007).

Local Community Involvement

The sub-regional/regional level has an important role to play but to ensure local needs and barriers are being met, it is vital that the local community are involved in the area-based approach – whether through local resident representation or local community organisations acting as real partners in the approach (Meadows, 2008). To be most effective, the literature states:

- Local organisations and partnerships need to move beyond local 'liveability' issues such as crime and physical environment and focus more on employment, skills, health and education priorities (North and Syrett, 2008; Taylor, 2008). For example, North and Syrett find that Local Strategic Partnerships have a poor record in addressing the problems of worklessness – partly because of their lack of engagement with employment and enterprise organisations such as Jobcentre Plus and Business Link.

- Communities should be fully represented on partnerships but should not own them (IDOX, 2006). While their full representation helps ensure local needs are aired, the danger is that having too much local representation ultimately leads to less decision making.

- Partnerships need to be realistic about the scale of community engagement and objectives and be clear and consistent about these expectations at the outset. This includes expectations of communities when support is withdrawn so that efforts are sustained (DCLG, 2010a).

- Representation of all different communities living within the area – particularly in areas of diversity – is important so that the specific needs of all resident groups are incorporated within the wider strategic framework (Meadows, 2008).

- Representation across the local private, public and third/voluntary sectors should be achieved but this can be a challenge. Private sector representation from local employers helps provide commercial realism and a business management perspective but is often intermittent (ERS, 2009; IDOX, 2006) and local third/voluntary sector organisations may lack the partnership skills and resources to contribute fully to the partnership (Meadows, 2008). Indeed, North and Syrett (2008) state that many neighbourhood-based organisations feel marginalised and distant from strategy formulation and decision-making, so significant efforts are needed to increase their sense of involvement.

Effective Client Engagement

With deprived areas often characterised by high worklessness rates, poor health and low skills, it is important for support services to engage with local residents and work with them to enhance their work and life prospects. However, engaging clients in services – particularly mainstream employment and skills services – can be very challenging. To increase engagement, the literature suggests:

- Using a range of outreach, engagement and marketing techniques to engage local residents. These might include use of community venues, mobile facilities, jobs and community fairs advertising local services and opportunities, and working with local media and publications (IDOX, 2006; Turok and Robson, 2007; Glass *et al.*, 2008; Bradley Research, 2009).

- Delivering services in local, informal community venues which are comfortable, accessible and not threatening. These might include libraries, schools, football clubs, pubs and children's centres (Meadows, 2008; Bradley Research, 2009).

- Building local partnerships and networks of local service providers to increase client referrals between the various services delivering in the local area – so helping to minimise the engagement activities undertaken by each individual service. For example, local social, health and housing services can all act as routes into employment and skills services (Turok and Robson, 2007).

- Mainstream services working with local, well established and trusted organisations as these organisations already have a strong local client base (ALGAR Projects, 2005; Meadows, 2008).

Personalised Service Delivery

Once clients are engaged in a local service, the literature finds that provision is most effective where it is:

- Client-centred and flexible with the service having sufficient time and resources to understand the needs of each client and then support them into the activity most appropriate to them. Ideally the service would provide one-to-one support with designated personal advisers and have some discretion in how they support each client and not take a uniform, standardised approach to each (Green and Owen, 2006; North and Syrett, 2008; Bradley Research, 2009).

- Connected to other services with all local services working together to ensure a seamless pathway or client journey is available for local clients. In doing so, the referral process between organisations should be as efficient and user-friendly as possible (Taylor, 2008; ERS, 2009).

Skilled Regeneration Frontline Workers

To deliver a personalised service, much depends on the skills of the frontline workers who are supporting the client and building up a relationship with them. The literature suggests frontline staff should be:

- Approachable, empathetic, have good communication skills and be encouraging of clients (ALGAR Projects, 2005; Meadows, 2008).

- Aware of local issues, services and opportunities – with frontline staff who are experienced, skilled and familiar with the local area assisting in this (Bradley Research, 2009; Meadows, 2008; Taylor, 2008).

- Skilled at partnership working and networking to support joint working with and client referrals between partner organisations (Meadows, 2008).

Effective Employer Engagement

One of the main causes of area deprivation is limited access to job opportunities. As outlined above, connecting with the job opportunities in the wider sub-region/region is one means of tackling this but so too is engaging with local employers to help capture their jobs for local residents. Employer engagement is a difficult and resource intensive process (ALGAR Projects, 2005; Glass *et al.*, 2008; ERS, 2009) but the literature suggests the following:

- The public sector, which is a major employer in the North East, should lead by example and support local businesses and residents through its procurement and employment practices (McGregor and McConnachie, 1995).

- When engaging with the private sector, it is better to develop strong relationships with a small number of employers than weak relationships with many (Bradley Research, 2009; McGregor and McConnachie, 1995).

- There is a need for skilled employer engagement/business liaison staff who understand the needs of employers and the types of recruits they are looking for (Glass *et al.*, 2008; Meadows, 2008).
- The potential of community based economic initiatives, e.g. social enterprises, should be maximised as these create local employment, additional income and can build social capital and community capacity (McGregor and McConnachie, 1995; North and Syrett, 2008).

Ability to Measure Improvements in Local Area

Finally, it is important when developing and delivering an area-based approach to be able to measure whether the approach is working and actually making a difference. The literature states:

- A performance measurement system should be developed and managed that can measure improvements in the local area (IDOX, 2006). This will involve establishing a baseline and monitoring change on a regular basis using a combination of nationally available datasets and local datasets/project performance (Fyfe *et al.*, 2009).
- There is the potential for a joint performance measurement/client tracking system across organisations that helps increase joint working, ease client referrals and minimise costs as only one system is used rather than separate systems for each local organisation (ALGAR Projects, 2005; Turok and Robson, 2007; Bradley Research, 2009). For example, the Hanlon performance management system has been rolled out across Tyne and Wear City Region to ease the transfer of client information across service partners, while also track client progress along the employability pathway.
- Stretch targets have been found to be effective in focusing resources on closing the gap between the most deprived areas and the rest (Fyfe *et al.*, 2009).
- In Tees Valley, a Community Vitality Index has been developed using a range of socio-economic indicators as a strategic aid to monitor the change over time in the level of deprivation in individual neighbourhoods. In doing so, the Index provides an evidence base to identify those neighbourhoods which are most likely to be in need of housing renewal investment.

What Works in Different Types of Area?

The general lessons summarised above can, at least to some extent, be seen in all effective area-based approaches implemented to date. However, with the understanding that the needs and potential solutions to tackling deprivation will vary

from place to place, the following section identifies lessons that are specific to areas with similar characteristics to the four clusters identified in Chapter 4. In short, this section attempts to summarise the key lessons on 'what works' for the areas in each of the four clusters – but with the caveats that:

- The summary is based on a best judgement of what lessons are most applicable to each cluster. This does not however mean that the lessons are mutually exclusive, as a lesson identified in Cluster 1 could work well in a deprived area falling within Cluster 4.

- Unless a study directly relates to a locality within the North East, it is not possible to say with absolute certainty that the areas it relates to fall with Cluster 1, 2, etc. As such, it is necessary to allocate lessons using rough rules of thumb – i.e. if they have lots of population turnover, students, ethnic minorities, etc. to use the lessons for Cluster 4.

- There is more literature on those deprived areas that are clearly identifiable as types (i.e. Clusters 1, 2 and 4) than those that are less 'visible' and less deprived in Cluster 3.

CLUSTER 1: DEPRIVED FORMER INDUSTRIAL/MINING AREAS – RURAL
CHARACTERISTICS

• This cluster contains LSOAs from each of the 0-5%, 5-10%, 10-15% and 15-20% bands.
 • 41 of the 56 LSOAs in this cluster are in County Durham. The remainder are in Redcar and Cleveland, Northumberland, North Tyneside and Gateshead.
 • This cluster contains all of the areas defined as rural by the ONS definition.
 • Compared to the 566 deprived areas as a whole, areas in this cluster:
    – 'Distance to work and services' is more of an issue suggesting that residents have further to travel to work or a food store. This is perhaps unsurprising given their rural nature.
    – Have an 'older demographic profile' suggesting higher proportion of residents aged 45 and above, fewer children and young people, fewer lone parents, fewer under 16s living in poverty, a high proportion of the population that has never worked and that those young people that are resident in the area perform better than average at Key Stages 2 and 4.
    – Have a high level of dependency on benefits - Jobseekers Allowance, Incapacity Benefit, Severe Disability Allowance, Disability Living Allowance and Attendance Allowance. This may also suggest slightly worse health than average.
    – Are less likely to be 'in flux'. This means that areas within this cluster tend to have comparatively few full-time students, non-white residents, private rented housing and residents that have 'never worked'. Job densities are likely to be low in the immediate area (MSOA), there are higher than average levels of those with no or level 1 qualifications and individuals in semi-routine or routine work.
    – 'Lack of access to material resources' is less of an issue – suggesting lower levels of social rented housing, households with no car and older people claiming pension credit and more living in private rented accommodation or being a 'small employer or own account worker'.
    – Have more older people (aged 65+) and fewer prime age individuals (30-44).
    – Crime is less of an issue.

KEY CHALLENGES
• Substantial loss of traditional sources of employment over last 20-30 years leaving limited local employment opportunities with the main employers often being (food) retail and public sector services.
• Accessing job opportunities as larger distances to main centres of employment and limitations with rural public transport infrastructure. This brings barriers in terms of transport costs relative to wages, time to travel, transport availability and knowledge and experience of the neighbouring towns and cities (Gore *et al.*, 2007).
• Supporting residents with a high benefits dependency and poor health back into employment, education and training.
• Ensuring skills profile of older residents meet needs of employers as potential skills mismatch between traditional, manual skillsets of older workers previously working in mining and manufacturing and the 'softer' customer service skillsets sought by current employers.
• High costs of rural service delivery which can be in the order of 20% to 60% higher due to transport issues and the small number of local customers and businesses restricting economies of scale (SQW, 2009a).

WHAT WORKS?
Enhance Local Jobs Base
There are limits to the extent to which job growth in cities and regions can impact on some of the local employment issues in ex-coalfield communities (such as high levels of inactivity), so enhancing the local jobs base through attracting new businesses is important (Gore *et al.*, 2007). Options include:
• Encourage self-employment as an income generation option – and ensure that appropriate business support services are available locally. (Commission for Rural Communities, 2005). Small start-up grants, good quality business coaching, micro-business units and opportunities for test trading proved effective under the GO Wansbeck initiative (Hall Aitken, 2009). Similarly the Acumen Trust in Easington, Durham, employed five business coaches to provide a fluid, person-centred business coaching model to support local entrepreneurs on a step-by-step basis (North *et al.*, 2007)
• Attract new businesses to the area by developing good quality business premises, marketing empty premises and development sites as good value alternative business locations, and providing access to high quality business support, guidance and finance. For example, the Go Wansbeck initiative aimed to make Wansbeck a credible location for business investment and create a 'buzz' about the area by developing a supportive business environment (Hall Aitken, 2009).
• Explore public sector procurement opportunities that favour local businesses to help safeguard and increase the number of local jobs. At its simplest, this may involve making local businesses aware of public sector contracting and sub-contracting opportunities so as to provide them with a route into the public sector supply chain.
• Promote opportunities in renewable energies and low carbon technologies as these are national growth sectors where the North East has a potential advantage due to its geography and the technical skillsets held by former mining and manufacturing workers (EKOS, 2008). Tourism is a further opportunity for deprived rural areas.

Increase Links with Sub-Regional / Regional Jobs Base

In addition to enhancing the local jobs base, it is important for residents living in the deprived areas in Cluster 1 to connect with the job opportunities in the wider city region, sub-region or region as there are a greater number and variety of jobs available in the wider area than in their local area. Options include:

- Work with major employers in the wider region to help secure employment and training opportunities that local residents can access.

- Deliver training programmes that develop the skills sought by employers and sectors in the wider region. For example, the evaluation of the Blyth Valley Action Team for Jobs targeted pre-employment training for specific sectors such as customer service, care work and door supervisors where there was a good chance of clients achieving a job on course completion (ALGAR Projects, 2005).

Improve Public Transport Provision

The short travel to work horizons of local residents combined with limited, and often costly, public transport provision in deprived areas in Cluster 1 mean that the travel to work/transport barrier is significant challenge. To tackle this, options include:

- Work with local and regional transport providers to influence their routes and timetables with the emphasis on trying to ensure there are reliable transport options to major centres of employment either side of (conventional) shift patterns. Importantly routes should not only serve town/village centres but also peripheral business and industrial estates where a high proportion of jobs are now located. For example, in Northumberland, a regular bus service runs from Ashington via Blyth and Cramlington to the Silverlink Business Park in North Tyneside.

- Provide travel cost bursaries/waivers for the first few weeks of a client's employment to support their transition into work and take away the cost of transport barrier (at least initially). In a number of cases, after a few weeks at work, alternative travel arrangements can be found – such as sharing car journeys with fellow employees.

- Working with community or rural transport providers is a further option but often the focus of such providers tends to be on social inclusion issues rather than providing long-term transport services to employment and training opportunities.

- Support innovative local transport schemes such as car sharing schemes, Wheels to Work and scooter lending schemes.

Innovative Outreach and Delivery to Engage Local Residents

Connecting with residents of semi-rural or ex-coalfield areas can be more difficult than in urban areas because of the additional costs, poorer quality of local premises in these areas and the characteristics of local residents (older, poor health and long-term unemployed). To counter this, strong outreach is required with options including:

- Effective outreach through the use of mobile services or local outreach centres based on a hub and spoke approach was found to work well by the Blyth Valley Action Team for Jobs in engaging and working with clients living in more rural areas (ALGAR Projects, 2005).

- Networking and co-location of services to minimise overheads and encourage joint working (SQW, 2009b). For example, Northumberland County Council work closely with the Northumberland Development Trust and other established voluntary sector organisations to provide an advice and guidance brokerage service across the county. By scheduling weekly drop-in sessions in local venues across the county, brokers can direct local residents to other specialist services in the local area but with the broker acting as the intermediary.

- Develop distance and e-services for local residents – for example, to improve access to education. SQW (2009a) note the use of ICT and video conferencing to deliver skills and training sessions but acknowledge such services are more likely to be accessed by the more highly skilled who are comfortable using (and have access to) such technology.

- Standard practice indentified by SQW (2009a) in relation to rural service delivery is to refund all or part of any travel expenses incurred in accessing support services – although this inevitably pushes up delivery costs further.

Learning and Skills Provision to Enhance Work and Life Prospects

The higher proportions of no or low qualifications, employees in routine or semi-routine occupations and older residents highlight the need for good quality learning and skills provision. The benefits of a good local learning offer for residents is that it can increase self-confidence, widen social networks, improve health and well-being, enhance skills levels, widen aspirations, and increase work prospects (Dhillon, 2004). The offer should comprise:

- A variety of activities delivered ranging from informal leisure or hobby courses which are effective at engaging older residents and those deterred from formal education to work-related courses that are attractive to those in work and/or looking for work. Courses should range from those developing personal skills (confidence, interpersonal and communication skills), basic and core skills (ICT, literacy and numeracy, team working), and work-related skills (vocational skills) that are sought in the wider labour market.

- Learning delivered in community venues such as libraries, community and sports centres which are accessible and non-threatening to residents – particularly as many residents will not have participated in learning for many years and may have previously negative experiences of school and other formal learning (Meadows, 2008).

- Learning delivered at different times of the week. For example, courses are offered on part-time, weekday, weekend and evening bases to increase participation. For those in work who wish to upskill to enhance their work and pay prospects, drop-in and evening courses are valued most (Dhillon, 2004).

- Good quality tutors who are empathetic, good communicators and listeners, supportive, encouraging and able to build relationships with learners (Gallacher *et al.*, 2007).

- Pathways into mainstream, advanced learning in place to enable learners to progress from basic/leisure courses through to advanced vocational courses. In reality, the diversity of courses (and particularly advanced courses) cannot be delivered in the rural communities, so supported pathways into mainstream colleges and training providers located in main population centres should be in place. Mechanisms might include mainstream providers delivering early parts of the course in the community, taster and trial visits to mainstream providers, providing transport or supported learning.

Tailored Partnership Approach

All area-based approaches depend on a strong partnership approach but developing an effective approach in semi-rural or ex-coalfield areas can be more challenging than in urban areas – as outlined below.

- They may need longer lead-times, start-up funding and a sufficient lifetime to allow for the development of effective working practices and capacity-building (Shucksmith, 2000).

- Mainstream services, e.g. Jobcentre Plus and colleges, often focus their resources on urban areas where there are greater client/learner numbers and service delivery can be done at a greater scale. Ensuring their involvement, commitment and service delivery in rural areas can be a real challenge. There is a need to recognise and support the skills and resource needs of small, rural organisations and partnerships working and representing the local area.

CLUSTER 2: MOST DEPRIVED – PREDOMINANTLY SOCIAL HOUSING AREAS

CHARACTERISTICS

- This is the most deprived of the clusters, containing 71% of the LSOAs in the North East that are in the most deprived 5% nationally.
- The LSOAs in this cluster are spread across all 12 local authority areas – but the largest numbers are in Newcastle, Middlesbrough, Sunderland and Gateshead.
- Compared to the 566 deprived areas as a whole, areas in this cluster:
  - 'Lack of access to material resources' is more of an issue – suggesting higher levels of social rented housing, households with no car and older people claiming pension credit and fewer living in private rented accommodation or being a 'small employer or own account worker'.
  - Crime is more of an issue.
  - Have a high level of dependency on benefits - Jobseekers Allowance, Incapacity Benefit, Severe Disability Allowance, Disability Living Allowance and Attendance Allowance. This may also suggest slightly worse health than average.
  - Do not have an 'older demographic profile' suggesting a lower proportion of residents aged 45 and above, more children and young people, more lone parents and more under 16s living in poverty than average. Those young people that are resident in the area perform worse than average at Key Stages 2 and 4. One final factor may be a lower proportion of the population has never worked.
  - Are less likely to be 'in flux'. This means that areas within this cluster tend to have comparatively few full-time students, non-white residents, private rented housing and residents that have 'never worked'. Job densities are likely to be low in the immediate area (MSOA), there are higher than average levels of those with no or level 1 qualifications, individuals in semi-routine or routine work and there are more children and young people than average.
  - 'Distance to work and services' is less of an issue suggesting that comparatively residents do not have to travel far for work or a food store.

KEY CHALLENGES

- The areas in Cluster 2 are the most deprived and requiring a long-term approach that tackles the multiple causes and consequences of deprivation.
- Encouraging the population to engage with the service provision available locally – with the ultimate aim of progressing them towards the employment and training opportunities in or close to their local area. The challenge is that many residents are distant from the labour market, have poor health, dependent on benefits and low skills and self-confidence.
- Ensuring the skills profile of residents meet needs of local employers. These activities must begin with local schools due to the younger age profile of these areas.
- Overcoming area stigma amongst local employers, services and the wider population through tackling high crime levels and improving the local housing and physical environment.
- Changing the socioeconomic and demographic mix of the area by attracting new resident types to the area and developing a mixed community.

WHAT WORKS?

Long-Term, Sustained Holistic Approach

Deprived areas falling within Cluster 2 have the most entrenched causes and consequences of deprivation meaning that a substantial and comprehensive effort is required to transform these areas. The approach needs to incorporate all themes impacting on local deprivation so that there is action in relation to housing, education, skills, health, employability, monetary advice, childcare, transport, crime, physical environment, etc. (DCLG, 2010d).

Excellent Partnership Working

With a holistic partnership approach required involving actors from all thematic areas, excellent partnership working is needed (DCLG, 2010d). In many cases this is already in place through the legacy of past and present area initiatives. However it is paramount that excellent partnership working is maintained and built upon in the most deprived areas – with particular potential around:

- Working with local housing associations and Registered Social Landlords as areas in Cluster 2 have a high proportion of social housing and housing associations. RSLs have strong links with their tenants which other services can benefit from. For example, engagement and referral opportunities can be developed through tenant newsletters and magazines and the delivery of services in their facilities (Meadows, 2008; Taylor, 2008). The involvement of Gateshead Housing Company was found to work well in engaging tenants with Gateshead Disadvantaged Area Fund activities (ERS, 2009).

- Working with local services that have high footfall/use. For example, with poor health a significant barrier amongst residents in Cluster 2, employability organisations should work closely with GP surgeries and health services to develop client flows between the two. In some cases, employability frontline workers have arranged drop-in sessions or referral mechanisms with GP surgeries to engage clients (Adams and Smart, 2009).

- Working with and supporting local social enterprises and community initiatives as these offer important services in deprived areas and provide local employment and training opportunities for residents (JRF, 2009).

Substantial Investment in Housing

A key characteristic of these areas is the poor quality of local housing – much of which is social housing. To transform these areas, significant investment is required to improve the housing stock – whether through new builds or refurbishments – and attract new types of resident to the area. For example, Bramley and Pawson (2002) state that housing investment can break up mono-tenure social housing areas and bring about more sustainable and balanced communities. The challenge lies in determining how substantial the investment needs to be.

- In the most deprived areas, area transformation may require demolition of the housing stock and rebuild. Across the North East examples of such an approach include Mandale Park in Thornaby and Cleadon Park in South Tyneside. While expensive, the approach has the advantage of radically changing the area and its housing stock (both physically and the wider perception of it) and attracting new resident groups to an area which would not previously have been in demand. However, the challenges of such an approach are that it is expensive, requires a long-term process over many years (a 'fallow' period between demolition and rebuild may be needed to symbolise the transformation – e.g. Gateshead St Cuthbert's Village in Gateshead) and needs to be integrated with people-focused supports to ensure the problems of deprivation are neither displaced to other areas or do not return once the new build programme is completed.

- Housing refurbishments and area improvements were a major part of Single Regeneration Budget efforts. To make the area more attractive to potential buyers, investments included refurbishing the physical stock, diversifying house types and sizes, de-densification, height-lowering, improved heating and insulation, creating enclosed gardens and defensible space and landscaping (Hall, 1997; Taylor, 2008). For an area, this might involve creating a 'sense of place' through quality landscaping and environmental design or developing a new 'village centre' with new amenities and services, such as in North Ormesby in Middlesbrough (Power and Mumford, 1999). However, to be effective in transforming an area, this option is only really possible where there is an imbalance between tenures and some demand in the private sector to accompany surplus in the social sector. In reality this is often not the case and a more transformational approach is required. The Cowgate estate in Newcastle is seen as an example of where refurbishing the housing stock has failed to change the area with the same deep-rooted, people issues remaining.

- Less costly than the mechanisms above, and potentially effective in areas in demand, are effective neighbourhood and housing management schemes that can transform the functioning and popularity of a particular estate or housing block (Bramley and Pawson, 2002).

- Whatever the approach taken, it is important that local residents are fully involved in the process. For example, Hartlepool NDC's success in remodelling the area is largely attributed to the successful implementation of a planning process involving intensive community consultation. This generated continuous and high level community support even when there were delays in the regeneration programme (DCLG, 2010e). In Gateshead, a Gateshead Residents Design Panel was set up to ensure local consultation.

- Housing investment needs to be considered within a consistent and coherent sub-regional housing policy (Green *et al.,* 2005). Without this, investment in an area simply displaces the problem or has no impact on local deprivation levels.

Transform Image of Area

Alongside the investment in the local housing stock, significant effort is needed to transform the negative image or reputation of the area – both amongst local residents and the wider population. The aim is to manifest a positive, sustainable future for the area.

- Tackle the area's poor reputation by developing and promoting a long-term, positive vision for the area. The aim would be to develop a new vision and/or future development plans for the area and publicise and consult on these with local residents, businesses and organisations to ensure local commitment and buy-in to the area's future. For example, local events where future plans are discussed in the community and working with schools to choose new street names have been used to generate local buy-in, ownership and interest.

- Create a 'counter-magnet' locally to change perceptions of the area and attract new residents, visitors and businesses to the area (Turok and Robson, 2007). For example, efforts to attract sub-regional and/or regional assets to the local area can help deliver the vision, attract more people and businesses to the area, and help break the negative image held of the area (Hall, 1997). Progress towards this was achieved in the peripheral Glasgow estate of Easterhouse through the private sector funded Glasgow Fort Shopping Centre and the publicly funded Bridge cultural centre which acts as a base for the National Theatre of Scotland.

- Transforming the image of an area is easier where the investment is clearly visible, such as on a major routeway (IDOX, 2006). For example, the regeneration of Mandale Park in Thornaby was clearly visible as it sits on a main road into Stockton-on-Tees. In contrast, the regeneration of Hardwick/Roseworth in Thornaby is 'hidden' as the new housing is situated beyond an old council estate.

- Clapham Park NDC has linked issues of housing to issues such as the provision of a new school, the creation of new jobs and key worker accommodation. Thus, in addition to the physical development and upkeep of the housing stock an increasing focus is also placed on wider environmental upkeep within NDC areas. This process helps to convey a more positive and safe image of the area (Cole *et al.* 2003).

Maximise Connection to Local Employment Opportunities

Although these areas are often located close to centres of employment, worklessness levels are high and many residents are not actively looking for work. Given that employment should be the cornerstone of regeneration (Amion Consulting, 2010), significant efforts are needed to address this and connect residents to local employment opportunities.

- Engage with local employers to source employment, training and work placement opportunities. Local employers are often committed to the local area and recruiting local residents as this enhances their local reputation and widens their customer market. This can address the factors which stop employers recruiting people who have been unemployed for a long time (Sanderson *et al*, 1999*)*. Once engaged, ensure candidates can compete for the opportunities on offer through good quality skills, training and work preparation activities. One of the earliest examples of this was the way that the Aire Valley Employment Team in Leeds worked with Tesco to secure the employment of local people in the Seacroft estate near to Tesco's new store.

- Maximise employment and training opportunities from all local investments – e.g. public housing investment programmes or opening of new businesses – through the use of Section 106 Agreements or through Local Employment Partnerships. Community benefit clauses can also be used to lever in benefits on the back of other investments (Macfarlane and Cook, 2008).

- Work with local transport providers to improve local transport links to employment centres. This may require the setting up of new routes – such as orbital routes rather than radial routes – and changes to the timing, reliability, quality and cost of existing transport services (Hall, 1997; Turok and Robson, 2007). In Easterhouse on the outskirts of Glasgow the local regeneration agency worked with local transport providers to ensure that bus routes and timetables were modified to allow people to get to work at the Glasgow Fort Shopping Centre mentioned above. Similarly, under Tees Valley Metro Scheme proposals, new stations will be opened close to deprived areas.

Intensive Outreach Work to Engage Clients

Many deprived areas within Cluster 2 have a pervasive worklessness culture. Breaking this culture and engaging these residents in employment, skills and personal development activities is a significant challenge and can take a long time to achieve. Outreach in places where workless people feel comfortable can help them to think about work and that getting a job is feasible (Sanderson, 2006; Campbell and Meadows, 2001) and can engage people who would not use mainstream provision, overcome negative perceptions of services and provide a flexible and localised service (Dewson *et al.,* 2006). Effective approaches to outreach involve:

- Proactive approaches (Hasluck and Green, 2009), for example by engaging residents through 'knocking on doors' or visiting schools, post offices, pubs, cafes and other frequently used services to highlight the support available to residents. The FEAi in Glasgow aims to engage those furthest away from the labour market through 'animators' door-knocking in local communities. Animators befriend, mentor, advocate, encourage and challenge their clients and aim to build links to agencies. The time committed by the animators to listening to their clients' concerns and empowering them to make their own decisions is appreciated by clients, with over 75% saying they could not have received the same service from another agency (Cambridge Policy Consultants, 2007).

- Cultural or sports events can also provide ways to engage local residents. Having a presence at such events, local services from all themes can engage with local residents, make them aware of what support is available and potentially register them with the service or encourage them to attend the service at a later date.

- Actions to enhance self-esteem, raise aspirations and provide positive role models to mitigate the negative effects of worklessness (Green and White, 2007).

- Local schemes which can 'get to grips' with the 'micro-processes' which operate in local labour markets to exclude long-term unemployed people from work. To be most effective, local schemes should add value to mainstream provision by offering structured programmes of support and assistance which can address the specific problems and barriers which local people face effectively (Sanderson *et al,* 1999).

- Targeting particular priority client groups which are strongly concentrated in an area (DCLG, 2010c). In Durham, the Aim High Routeback project delivered by the Primary Care Trust and Pathways to Work targeted people on IB (North, *et al*, 2007). Newcastle Employment Action Team developed a complementary network of specialist outreach workers in specific wards with specialist thematic workers (e.g. ex-offenders, addictions, young people NEET) to engage clients in target areas and client groups.

- Training local residents to engage with the wider community as they understand local issues and are more likely to be trusted by the local community. Richardson *et al.* (2005) found this to be an effective means of engaging local residents when reviewing the use of *Family Caseload Workers* in Hartlepool and *Community Entrepreneurs* in North and South Tyneside.

- Engaging people at an early age, especially those at school. IDOX (2006) found that projects working with schools generally worked well – indicating that it may be easier to address the issues through schools rather than through the lifelong learning agenda.

Lifelong Learning and Skills

Lack of skills affects the employment prospects and earnings potential of individuals and is likely to lead to greater job insecurity (Johnson and Burden, 2003). Adults with poor basic skills are more likely to be long-term unemployed, or at risk of redundancy. They are also more likely to receive less job skill training and promotion. Thus, those with few skills are less likely to receive an opportunity to enhance them (Hesketh, 2003).

- Engagement in learning has a positive impact on chances of entering employment if it takes place alongside other types of support such as offering work experience, job search, and broader support and advice structures are also important (Dench *et al.,* 2006).

- A narrow vocational training approach is unsatisfactory because high percentages fail to complete the training programmes and low percentages find employment, reducing the attractiveness of the programmes to local residents (McGregor and Fitzpatrick, 1995). This needs to be supplemented by broader employability support.

- There is little evidence from the UK that entry into low skill, low wage employment provides the first step on the ladder or the basis for substantial advancement unless people can increase access to in work training and are given support to adapt to working life (Atkinson and Williams, 2003). This means in work support is needed and ongoing encouragement to engage in learning.

Tackle Health Issues

Neighbourhood deprivation can increase the risk of poor general and mental health and the poorest people in deprived areas are most at risk (Stafford and Marmot, 2003). Initiatives to tackle these health inequalities will need to address an individual's socioeconomic issues and also how the residential environment might be exacerbating the effects of living in poverty (Stafford and Marmot, 2003). Approaches:

- Need to be delivered in partnership with health delivery agencies as improving health will require a long term approach (DCLG 2010f).

- Should target and provide outreach to groups which might not otherwise benefit from health interventions (DCLG 2010f).

- Should utilise community development methods as these can help improve access to services, support healthier lifestyles and promote community involvement in service planning (DCLG 2010f).

- Can be linked to employment. Bailey *et al.*, (2007) found that for people with health conditions the most important determining interest in finding work is the way that the person perceives and manages their health condition. However, health was not always the main factor explaining why people were *not* in work and people with health conditions will also need support around job applications process, accessing appropriate work in the local area, and getting flexible working arrangements.

Improve Education

Cluster 2 has a younger age profile with a high proportion of school aged children. Many of these young people may be affected by neighbourhood factors such as prevailing low motivation levels and alternatives such as drugs which can affect educational attainment (Lupton, 2006) so there is a need to support young people to improve attainment. While nationally, most deprived areas are improving (DCLG, 2010c) neighbourhood based approaches can still bolster education locally:

- In the early years, preschool education, parenting help, income support and improving the home learning environment can reduce later low achievement (Cassen and Kingdon, 2007).
- Parental involvement in schools can be supported, given that this has an important influence (D of E, 2007) on attainment. In Newcastle, the Support For Families Project provides family link workers to support parental engagement with schools and also helps them to access training opportunities (DCLG, 2010c).
- Approaches can also attempt to overcome the negative effects of home life and background on attainment on older pupils (Cassen and Kingdon, 2007). Evidence from the NDC suggests that supporting out of school activities which are vital for learning and can provide an avenue for more effective targeting than broader work within schools (DCLG, 2010c).

Tackle Crime

Deprived areas within Cluster 2 often have higher levels of crime, which leads to less attractive neighbourhoods, increased fear of crime and an area's poor reputation. Reducing crime and the fear of crime is therefore important in sustaining the transformed image of the area – and possible options include:

- Effective partnership working – with the police the lead partner in relation to crime reduction. The partnership would then deliver a balance between what the community wants and what works with a range of types of intervention including: community policing or other increased police activity; community safety education; physical measures (CCTV, street lighting, target hardening of individual properties, alley gating and reducing access); neighbourhood wardens and caretakers; offender-based projects; and diversionary projects (IDOX, 2006).
- Deliver a strategic, intelligence-led and multi-agency approach based on an informed understanding of the causes, problems and potential solutions locally that involve partners beyond the main criminal justice agencies (DCLG, 2010a). For example, Rochdale NDC set up an intensive housing management project in response to levels of crime and fear of crime in the area. Interventions included extra tenancy enforcement officers to tackle anti social behaviour, more caretakers and community management workers to provide support to residents (DCLG, 2010e).
- Highly visible crime prevention and reassurance initiatives – such as 'extra bobbies on the beat', a 'highly visible presence' and neighbourhood wardens – can reduce anti-social behaviour and fear of crime and improve perceptions of the area (DCLG, 2010a). However, IDOX (2006) find that these measures may not lead to a reduction in crime levels on their own.
- Improvements in the physical environment can have an impact on other outcomes, such as crime (DCLG, 2010b). For example, in the NDC areas in Hartlepool and Hull improvements in the residential environment helped to 'design out' crime (DCLG, 2010e).

CLUSTER 3: LESSER DEPRIVED AREAS
CHARACTERISTICS

- This is the least deprived of the clusters. 51% of the LSOAs in worst 15-20% band and 76% of those in worst 15-20% band are in this cluster.

- The LSOAs in this cluster are spread across all 12 local authority areas – but the largest numbers are in County Durham, Sunderland, South Tyneside, North Tyneside and Northumberland.

- Compared to the 566 deprived areas as a whole, areas in this cluster:

  − Have an 'older demographic profile' suggesting higher proportion of residents aged 45 and above, fewer children and young people, fewer lone parents, fewer under 16s living in poverty, a high proportion of the population that has never worked and that those young people that are resident in the area perform better than average at Key Stages 2 and 4.

  − 'Distance to work and services' is more of an issue suggesting that residents have further to travel to work or a food store. Whilst initially surprising, given that these appear to be predominately in urban areas, this can be explained by the fact that many of these are areas on the edge of a city or town and these communities can often lack local employment opportunities or facilities such as a food store.

  − Are less likely to be 'in flux'. This means that areas within this cluster tend to have comparatively few full-time students, non-white residents, private rented housing and residents that have 'never worked'. Job densities are likely to be low in the immediate area (MSOA), there are higher than average levels of those with no or level 1 qualifications and individuals in semi-routine or routine work.

  − Crime is less of an issue.

  − There is less of a dependency on benefits - Jobseekers Allowance, Incapacity Benefit, Severe Disability Allowance, Disability Living Allowance and Attendance Allowance. This may also suggest slightly better health than on average.

  − 'Lack of access to material resources' is less of an issue – suggesting lower levels of social rented housing, households with no car and pensions claiming pension credit and more living in private rented accommodation or being a 'small employer or own account worker'.

KEY CHALLENGES

- As these areas were within the most deprived 20% LSOAs in the IMD 2007, they are clearly deprived. However, they appear to be relatively less deprived than those in other clusters, for example, because fewer individuals are claiming benefits, appear to lack material resources, crime is less of an issue, etc. This makes it difficult to identify clear challenges to be addressed.

- It also raises an important issue – in what types of area should the agencies across the North East intervene? Alternatives include focusing on those areas that have only recently become deprived or are at risk of becoming deprived in the near future, those that are most deprived or those with the greatest potential to move out of deprivation.

- Given that deprivation in the areas in Cluster 3 appears to be limited, there is an argument that focusing on preventing these areas from becoming worse would be an appropriate use of resources. For example, *The Northern Way Residential Futures* initiative has undertaken much work into whether investing in areas, such as those falling in Cluster 3, offer a greater opportunity for the North East to close the gap with, and contribute more to, the UK economy.

- Beyond this, specific challenges include changing the population structure and improving access to services

WHAT WORKS?

Invest in Housing Stock

The areas in Cluster 3 are the least deprived of the four clusters and could potentially move out of the 20% most deprived with relatively small levels of investment. The aim here is to increase the quality and diversity of housing available locally to attract new residents to the area – and so requires:

- Local housing stock investment that is based on a full understanding of the sub-regional/regional housing market and labour market to ensure housing investments meet a local housing need, will be in demand and will not have a high proportion of vacant properties (Turok and Robson, 2007).

- Investment in housing stock that provides the type of housing that target resident groupings demand (Meen *et al.*, 2005). E.g. if targeting young professionals, invest in smaller, low-cost owner occupier sector that appeals to first-time buyers; if targeting young families, invest in the larger but relatively low-cost owner occupier sector with open/green landscaping and good access to schools and services.

- Due to their location and relatively good area characteristics, there is potential to promote areas in Cluster 3 as low-cost residential areas close to centres of employment that provide a first step on the housing ladder.

- Seaham, County Durham, for example, is a good example of a town characterised by LSOAs in Cluster 3 that has received significant levels of public and private sector housing investment and consequently improving as a town – attracting new residents and businesses to it.

Enhance Local Jobs Base

As is the case in Cluster 1, the local jobs base can be limited and to sustain the area's regeneration it is important to develop local employment opportunities. Summarising the options outlined under Cluster 1 – as these similarly apply to Cluster 3 – these include:

- Encouraging self-employment with local enterprise promotion activities and good quality business start-up guidance and funding available.

- Attracting new businesses through the provision of good quality business premises and access to high quality business support, guidance and finance services.

- Exploring public sector procurement opportunities that favour local employers to help safeguard and increase number of local jobs.

- Engaging with local employers to maximise the employment and training opportunities on offer to local people from all investments – e.g. public housing investment programmes or opening of a new business.

Increase Links with Local / Regional Jobs Base

The varying locations of areas in Cluster 3 mean that a different focus should be taken on account of whether the area is found close to larger centres of employment (as is the case in Darlington, North Tyneside and South Tyneside) or in smaller towns (e.g. Stanley and Bishop Auckland in County Durham and Cramlington in Northumberland). Therefore, to connect residents of areas in Cluster 3 to job opportunities, variations on the approaches outlined for Clusters 1 and 3 are required – depending on the specific characteristic of the area. Summarising the key points relating to the approaches in Clusters 1 and 3 – the options are:

- Engage and work with key employers (locally or in the wider region) to help secure employment and training opportunities that local residents can access. This requires effective employer engagement through skilled business liaison staff and an attractive 'offer' for employers. For Meadows (2008) the 'offer' should provide a targeted, employer-specific recruitment solution; overcome skills shortages faced; ensure the workforce reflects the local population and key customer groups/service users; and fulfil their corporate social responsibility commitments.

- Deliver training programmes that develop the skills and competencies sought by employers and sectors.
- Working with local transport providers to improve local transport links to the main centres of employment. This may require setting up (and subsidising) new routes, changes to the timing, reliability, quality and cost of services; and providing clear and accurate information around travel to work options and costs to local residents.
- Maximise employment and training opportunities from all local investments – e.g. public housing investment programme or opening of new businesses – through the use of Section 106 Agreements or through Local Employment Partnerships.

Learning and Skills Provision to Enhance Work and Life Prospects

Similar to Cluster 1, the higher proportions of no or low qualifications, employees in routine or semi-routine occupations and older residents highlight the need for good quality learning and skills provision. The benefits of a good local learning offer for residents is that it can increase self-confidence, widen social networks, improve health and well-being, enhance skills levels, widen aspirations, and increase work prospects (Dhillon, 2004). Summarising the offer outlined in Cluster 1, it should comprise:

- A variety of activities with courses ranging from those developing personal skills, basic and core skills, and work-related skills that are sought in the wider labour market.
- Learning delivered in community venues such as libraries, community and sports centres which are accessible and non-threatening to residents (Meadows, 2008).
- Learning delivered at different times of the week – e.g. on part-time, weekday, weekend, evening and drop-in bases to increase participation.
- Good quality tutors who are empathetic, good communicators and listeners, supportive, encouraging and able to build relationships with learners (Gallacher *et al.*, 2007).
- Pathways into mainstream, advanced learning in place to enable learners to progress from basic/leisure courses through to advanced vocational courses. Mechanisms might include mainstream providers delivering early parts of the course in the community, taster and trial visits to mainstream providers, providing transport or supported learning.

CLUSTER 4: DEPRIVED TRANSITORY INNER URBAN AREAS

CHARACTERISTICS

- This cluster contains LSOAs from each of the 0-5%, 5-10%, 10-15% and 15-20% bands. There are twice as many LSOAs in the 0-5% band (35) as in the 15-20% band (16).
- The LSOAs in this cluster are spread across all 12 local authority areas – but the largest numbers are in Newcastle, Middlesbrough, Gateshead and Sunderland.
- Compared to the 566 deprived areas as a whole, areas in this cluster:
  - Are more likely to be 'in flux' i.e. have high proportions of full-time students, non-white residents, private rented housing and/or residents that have 'never worked'. There are comparatively few children and young people. The job density of the immediate area (MSOA) is high and of those in work, few are in semi-routine or routine work. There is a low proportion of residents with no or level 1 qualifications.
  - Have a 'prime age demographic' – i.e. more prime age individuals (30-44) and fewer older people (aged 65+).
  - 'Distance to work and services' is less of an issue suggesting that comparatively residents do not have to travel far for work or a food store.
  - 'Lack of access to material resources' is less of an issue – suggesting lower levels of social rented housing, households with no car and older people claiming pension credit and more living in private rented accommodation or being a 'small employer or own account worker'.

KEY CHALLENGES

- Whether to target public investment into these types of area because they play an important 'entry point' role within the wider housing market. Low-cost, private rented housing is attractive to students, migrants and other transitory communities and cities and towns need such areas. Investing in student-dominated areas may represent a waste of public resources.
- Engaging with and building productive relationships with the transitory and diverse communities living in these areas – particularly resident BME communities.
- Encouraging the population to engage with the employment and training opportunities in or close to their local area.
- Ensuring the skills profile of residents meet needs of local employers.
- Encouraging investment into the local area – whether through private developers, existing private landlords or publicly-funded regeneration projects.

WHAT WORKS?

Promote Area as 'Up and Coming'

Many of the areas in Cluster 4 are central; close to jobs, services and amenities; and have some character in terms of the area or the buildings. As such, these areas have potential as 'up and coming' areas where efforts can be made to attract and retain young professionals. To build on their potential, options include:

- Promoting the benefits of living in these areas – e.g. central location and low cost of private housing – along with the potential financial returns of buying in an 'up and coming' area.
- Focusing efforts on those most likely to stay or move into the area – for example, young, highly skilled people without children. Furthermore, there must be an agreed strategy of whether to accept that newcomers will move out and be replaced by similar groups, or seek to retain initial newcomers. If the latter option is taken, an advantage is that social networks can be enhanced but there will need to be future investment in local services – such as schools (Meen *et al.*, 1995).

- Physical and environmental restoration – for example reclaiming public spaces, pedestrianising streets, increasing green spaces and restoring buildings – helps to rebuild confidence in an area (JRF, 2009).

- Even in areas where there is a high proportion of private sector landlords, evidence from Hartlepool's and Newcastle's private rented projects suggest that both tenants and landlords can be involved in efforts to improve the look of an area – for example in tackling high voids, disrepair and antisocial behaviour (DCLG, 2010e).

Engage Diverse and Changing Resident Types

Areas in Cluster 4 are often characterised by diverse resident types – ranging from students to different ethnic minority groups – and high population turnover due to the nature of the area and its housing type (i.e. high proportion of private rents). In addition to attracting new residents there is a need to promote cohesion among existing residents as this can be disrupted by population turnover (MIER, 2009). To help overcome this:

- Effective engagement with all local communities – particularly local BME communities. In some areas, ethnicity is a critical issue linked to poverty and deprivation (Tunstall, 2003).

- Engage clients through local religious, cultural or community organisations as these can be well-established in such areas. Engagement efforts are therefore targeted at the community grouping rather than the individual.

- Understand any cultural issues that may act as a barrier for individuals (particularly women) finding work and develop support or community education mechanisms that directly address this issue. For example, the Merit Team working in Moorside and Elswick, Newcastle recruited male and female frontline workers from BME groups to help engage with the client group and educate other members of the team of the cultural barriers.

- Deliver services that are sensitive to any cultural or language issues – e.g. frontline workers to speak languages that are spoken locally; publicity materials in languages other than English; ensure any food provided is culturally acceptable; and that females are being supported into jobs they are culturally allowed to do.

Maximise Connection to Local Employment Opportunities

As is the case in Cluster 2, these areas are often close to centres of employment but efforts are needed to connect local residents to these jobs. The key points outlined for Cluster 2 are summarised below but, in addition, it is important that there is the quantity and quality of ESOL provision in place to tackle any language barriers faced by BME communities.

- Promote and advertise widely local job opportunities – and ensure the employment, skills and training provision is in place locally to support clients into these jobs.

- Engage with local employers to source employment, training and work placement opportunities.

- Maximise employment and training opportunities from all local investments – e.g. public housing investment programmes or opening of new business.

- Work with local transport providers to improve local transport links to employment centres. This may require the setting up of new routes and changes to the timing, reliability, quality and cost of existing transport services (Hall, 1997; Turok and Robson, 2007).

> **Enhance Local Jobs Base**
>
> The central location of many of the areas falling within Cluster 4 means there may be opportunities to increase the local jobs and business base. Options include:
>
> - Attract new businesses by promoting the area's location, low cost of local premises and access to potentially large customer base.
> - Encourage self-employment as an employment option as self-employment rates are often highest amongst BME communities. Experience from Salford suggests that an enterprise culture can be created but that this needs to include a critical understanding of business opportunities, raising financial, human and social capital and longer term support (Vasileva *et al.*, 2008).

This section has focused on reviewing 'what works' in terms of local regeneration efforts. This has been done by reviewing the literature of this topic and by interviewing a small number of key stakeholders within the North East. The purpose was to provide an overview of the types of interventions that are most likely to be successful in these different 'types' of areas. However, it is worth noting:

- Not all area-based interventions are successful.
- Even where area-based interventions are deemed successful, this is likely to reflect a reduction in deprivation (or other indicators e.g. unemployment), rather than a complete eradication of it.
- In some cases, the apparent improvement of the area may actually reflect a displacement of the problems to another area. This is most common in cases where large scale physical regeneration leads to the relocation of the original population.
- Locally place-based approaches are not the only 'interventions' affecting the individuals living in deprived areas. In particular, people-based approaches (for example, New Deal) may help improve the outcomes for residents in deprived areas.

Given that the picture is complex, it would be useful to commission further research reviewing the success – or otherwise – of area-based initiatives in the four 'types' of deprived areas in the North East.

6. CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Typology of Deprived Areas

Cluster analysis has suggested that the 566 LSOAs in the North East that are in the worst 20% nationally can be allocated to 4 clusters.

Cluster 1: Deprived Former Industrial/Coalmining Areas – Rural

- This cluster contains LSOAs from each of the 0-5%, 5-10%, 10-15% and 15-20% bands.
- 41 of the 56 LSOAs in this cluster are in County Durham. The remainder are in Redcar and Cleveland, Northumberland, North Tyneside and Gateshead.
- This cluster contains all of the areas defined as rural by the ONS definition.
- Compared to the 566 deprived areas as a whole, areas in this cluster:
  - 'Distance to work and services' is more of an issue suggesting that residents have further to travel to work or a food store. This is perhaps unsurprising given their rural nature.
  - Have an 'older demographic profile' suggesting higher proportion of residents aged 45 and above, fewer children and young people, fewer lone parents, fewer under 16s living in poverty, a high proportion of the population that has never worked and that those young people that are resident in the area perform better than average at Key Stages 2 and 4.
  - Have a high level of dependency on benefits - Jobseekers Allowance, Incapacity Benefit, Severe Disability Allowance, Disability Living Allowance and Attendance Allowance. This may also suggest slightly worse health than average.
  - Are less likely to be 'in flux'. This means that areas within this cluster tend to have comparatively few full-time students, non-white residents, private rented housing and residents that have 'never worked'. Job densities are likely to be low in the immediate area (MSOA), there are higher than average levels of those with no or level 1 qualifications and individuals in semi-routine or routine work.
  - 'Lack of access to material resources' is less of an issue – suggesting lower levels of social rented housing, households with no car and older people claiming pension credit and more living in private rented accommodation or being a 'small employer or own account worker'.
  - Have more older people (aged 65+) and fewer prime age individuals (30-44).

    – Crime is less of an issue.

- The majority of the deprived ex-coalfields and many of the former industrial areas in County Durham and Northumberland fall into this category. It is important to stress that not all ex-coalfields or former industrial areas are deprived – but those that are will predominately be in this cluster.

Cluster 2: Most Deprived – Predominately Social Housing Areas

- This is the most deprived of the clusters, containing 71% of the LSOAs in the North East that are in the most deprived 5% nationally.
- The LSOAs in this cluster are spread across all 12 local authority areas – but the largest numbers are in Newcastle, Middlesbrough, Sunderland and Gateshead.
- Compared to the 566 deprived areas as a whole, areas in this cluster:
    - 'Lack of access to material resources' is more of an issue – suggesting higher levels of social rented housing, households with no car and older people claiming pension credit and fewer living in private rented accommodation or being a 'small employer or own account worker'.
    - Crime is more of an issue.
    - Have a high level of dependency on benefits - Jobseekers Allowance, Incapacity Benefit, Severe Disability Allowance, Disability Living Allowance and Attendance Allowance. This may also suggest slightly worse health than average.
    - Do not have an 'older demographic profile' suggesting a lower proportion of residents aged 45 and above, more children and young people, more lone parents and more under 16s living in poverty than average. Those young people that are resident in the area perform worse than average at Key Stages 2 and 4. One final factor may be a lower proportion of the population has never worked.
    - Are less likely to be 'in flux'. This means that areas within this cluster tend to have comparatively few full-time students, non-white residents, private rented housing and residents that have 'never worked'. Job densities are likely to be low in the immediate area (MSOA), there are higher than average levels of those with no or level 1 qualifications, individuals in semi-routine or routine work and there are more children and young people than average.
    - 'Distance to work and services' is less of an issue suggesting that comparatively residents do not have to travel far for work or a food store.

- Many of the LSOAs in this area are located at the edge of cities and towns and are dominated by social housing. However, it is important to stress that not all areas of social housing on the edge of cities and towns are deprived – but those that are will predominately be in this cluster.

Cluster 3: Lesser Deprived Areas

- This is the least deprived of the clusters. 51% of the LSOAs in worst 15-20% band and 76% of those in worst 15-20% band are in this cluster.
- The LSOAs in this cluster are spread across all 12 local authority areas – but the largest numbers are in County Durham, Sunderland, South Tyneside, North Tyneside and Northumberland.
- Compared to the 566 deprived areas as a whole, areas in this cluster:
  - Have an 'older demographic profile' suggesting higher proportion of residents aged 45 and above, fewer children and young people, fewer lone parents, fewer under 16s living in poverty, a high proportion of the population that has never worked and that those young people that are resident in the area perform better than average at Key Stages 2 and 4.
  - 'Distance to work and services' is more of an issue suggesting that residents have further to travel to work or a food store. Whilst initially surprising, given that these appear to be predominately in urban areas, this can be explained by the fact that many of these are areas on the edge of a city or town and these communities can often lack local employment opportunities or facilities such as a food store.
  - Are less likely to be 'in flux'. This means that areas within this cluster tend to have comparatively few full-time students, non-white residents, private rented housing and residents that have 'never worked'. Job densities are likely to be low in the immediate area (MSOA), there are higher than average levels of those with no or level 1 qualifications and individuals in semi-routine or routine work.
  - Crime is less of an issue.
  - There is less of a dependency on benefits - Jobseekers Allowance, Incapacity Benefit, Severe Disability Allowance, Disability Living Allowance and Attendance Allowance. This may also suggest slightly better health than on average.
  - 'Lack of access to material resources' is less of an issue – suggesting lower levels of social rented housing, households with no car and pensions claiming pension credit and more living in private rented accommodation or being a 'small employer or own account worker'.

Cluster 4: Deprived Transitory Inner Urban Areas

- This cluster contains LSOAs from each of the 0-5%, 5-10%, 10-15% and 15-20% bands. There are twice as many LSOAs in the 0-5% band (35) as in the 15-20% band (16).

- The LSOAs in this cluster are spread across all 12 local authority areas – but the largest numbers are in Newcastle, Middlesbrough, Gateshead and Sunderland.

- Compared to the 566 deprived areas as a whole, areas in this cluster:

  – Are more likely to be 'in flux' i.e. have high proportions of full-time students, non-white residents, private rented housing and/or residents that have 'never worked'. There are comparatively few children and young people. The job density of the immediate area (MSOA) is high and of those in work, few are in semi-routine or routine work. There is a low proportion of residents with no or level 1 qualifications.

  – Have a 'prime age demographic' – i.e. more prime age individuals (30-44) and fewer older people (aged 65+).

  – 'Distance to work and services' is less of an issue suggesting that comparatively residents do not have to travel far for work or a food store.

  – 'Lack of access to material resources' is less of an issue – suggesting lower levels of social rented housing, households with no car and older people claiming pension credit and more living in private rented accommodation or being a 'small employer or own account worker'.

- The LSOAs in these areas are predominately in inner urban areas. Again, it is important to stress that not all inner urban areas are deprived, but those that are will predominately be in this cluster.

This analysis has resulted in a 4 cluster solution. Having 4 clusters is useful in that they are recognisable 'types' and it is possible to link the literature on 'what works' to these types. A further area of work would be to consider the composition of each cluster in more detail and explore if there are any sub-categories within these clusters that would be useful in policymaking.

What Works

General Lessons

Effective ***local*** regeneration requires a long-term, adequately resourced approach – for example, the New Deal for Communities adopting a 10-year time period to achieve to sustainable change. Such a long-term approach:

- Ensures continuity of action.
- Avoids wasting resources through repeated cycles of setting up, delivery and ending of short-term interventions.
- Helps overcome local scepticism of 'yet another' initiative.
- Provides opportunity to develop local community commitment and involvement.

To deliver change, a strategic partnership approach is required comprising key actors at different spatial levels; from mainstream and local services; and from the public, private and voluntary sectors. Representation and commitment is necessary from all themes – including housing, employability, business development, education, health, social work, transport, childcare, money advice and police – to ensure a holistic approach is taken.

To tackle deprivation at the local area level, it is important that efforts are framed within the opportunities at the wider city region, sub-region or regional level because sustainable change will largely depend on an area's connectivity with its wider region. This is, however, a two-way relationship as the city region, sub-region or regional level should also show a commitment to tackling deprivation in these local areas and incorporate their specific needs in regional housing, transport and economic development planning decisions.

Local community participation in regeneration approaches is vital in ensuring local needs and barriers are met. Achieving their productive involvement can, however, be a challenge and community groups, organisations and representatives should be supported so that their contribution to the partnership can be maximised.

To support and enable local residents to enhance their work and life prospects, local service delivery needs to:

- Use effective and innovative client engagement and outreach mechanisms that build on the trust and accessibility of community venues and established community-based organisations.

- Provide personalised and flexible service delivery that sits within a seamless offer of services across all themes.
- Have skilled frontline workers who are approachable, supportive and are aware of local opportunities, services and community issues.

A performance management system can help drive improvements in regeneration areas by enabling change in deprivation to be measured and so act as a catalyst to set ambitious – but realistic – targets. There is also the potential to develop a single client-tracking system used by all organisations to help increase joint working, ease client referrals and minimise costs.

What Works in Tackling Deprivation in Areas Similar to Those in Cluster 1

Successful approaches have included the following:

- Increasing the number of local jobs through encouraging self-employment, investing in and marketing the area a viable business location for potential investors, maximising the public sector procurement opportunities for local businesses, and promoting opportunities in future growth sectors.
- Improving connectivity with jobs in wider region by engaging and working with major employers to secure employment and training opportunities, and delivering training programmes locally that develop the skills sought by employers in the wider region.
- Challenging localised travel to work horizons by working with local transport providers to increase the provision, reliability and flexibility of public transport; present clear, accurate information on public transport options and costs; and consider adopting innovative, flexible transport schemes.
- Innovative outreach and service delivery through the use of mobile facilities and local outreach centres to engage residents; and co-locating services to minimise overheads and encourage joint working.
- Increase local learning offer to increase people's confidence and health, build the local skills base, and enhance work and life prospects. The learning offer revolves around providing a range of learning options in community venues at different times that meet local skills and learning needs and enable learners to progress to more advanced, mainstream courses.
- Ensuring effective partnership working by supporting local organisations in terms of building capacity and skills; and ensuring mainstream services are fully integrated within the local service provision offer.

What Works in Tackling Deprivation in Areas Similar to Those in Cluster 2

Successful approaches have included the following:

- Long-term holistic approaches that tackle the multiple forms of disadvantage – e.g. housing, education, health, employability and transport – within a coordinated strategic framework.

- Partnerships with a range of organisations to deliver holistic approaches.

- Investment in housing to improve the housing stock and attract new residents to create more balanced communities. This has involved tenure diversification to break up mono-cultural social housing areas – with public sector investment often necessary to kick-start this process. Resident involvement in the process is important to ensure community support.

- Efforts to transform the image of the area, to overcome negative perceptions. This needs to be backed up with environmental improvements to reinforce a more positive view of the area. Tackling crime levels and attracting regional or sub-regional assets to the area can help in this long-term process of change.

- Improving links with employment opportunities close by through promoting local opportunities, up-skilling local residents and engaging local employers.

- Intensive and community-led outreach measures to engage often hard to reach communities, which might include the use of local venues, referrals from other services (particularly housing associations) and training local residents to become intermediaries.

- Encouraging the development of lifelong learning and skills and linking this to broader support to assist people to get back into work.

- Tackling health issues through partnerships with health agencies and addressing the issues residents identify as important.

- Improving education from the early years through to the end of school and beyond with a focus on improving parental involvement and overcoming barriers to attainment.

What Works in Tackling Deprivation in Areas Similar to Those in Cluster 3

The challenge with Cluster 3 is that these areas are relatively less deprived and do not show such strong characteristics as the other deprived clusters. In practice, areas in Cluster 3 have similar characteristics to areas in Cluster 1 but are often located adjacent to areas in Cluster 2 – and so are predominantly urban areas. This means that there are no clear lessons on what works for these specific areas – with approaches overlapping with those outlined for Clusters 1 and 2.

- Invest in the housing stock, based on a full understanding of the regional housing market, in order to attract new resident groups to the area. Potentially relatively small levels of investment are needed to move these areas out of England's 20% most deprived.

- Increase availability of local jobs through making the area a viable business location for potential investors, maximising the employment opportunities from future developments and public sector procurement opportunities, and encouraging self-employment.

- Increase links with wider jobs base through engaging and working with key employers to secure employment and training opportunities; delivering training programmes that develop the skills and competencies sought by employers; working with local transport providers to improve transport links to the main centres of employment; and maximising the employment and training opportunities from all local investments.

- Increase local learning offer to increase people's confidence and health, build the local skills base, and enhance work and life prospects. The learning offer revolves around providing a range of learning options in community venues at different times that meet local skills and learning needs and enable learners to progress to more advanced, mainstream courses.

What Works in Tackling Deprivation in Areas Similar to Those in Cluster 4

Successful approaches have included the following:

- Promoting the area as 'up and coming' to those who are most likely to stay or move into the area – e.g. students and young professionals with no dependents wanting a central, low-cost housing place to live. The aim is to increase levels of owner occupancy and reduce population turnover.

- Engaging with often diverse resident communities, e.g. BME and vulnerable groups living in private rental sector, to develop services that meet their needs and to maintain community cohesion.

- Maximising connections to local employment opportunities for example through promotion of job opportunities and engaging with employers.

- Maximising the area's locational advantages and centrality which may attract new businesses and encouraging self employment.

Recommendations

Partners in the North East should establish a mechanism to allow policy makers and practitioners to share information about the interventions and approaches that they are currently using in each of the LSOA areas across the North East. This will allow more careful examination of the commonalities and differences between the LSOAs in each cluster and help facilitate the sharing of good practice.

In addition, existing and planned regeneration initiatives should be reviewed at the level of each cluster to see to what extent they reflect what the evidence base tells us is good practice in relation to effective regeneration.

It is at the regional, sub-regional and/or city region level that strategic labour and housing market decisions are best made. It is therefore important that the needs and characteristics of the deprived areas identified within the cluster analysis are fully considered when decisions that impact on the wider labour and housing markets are made. In practice, this should go beyond simply '*deprivation proofing*' decisions and instead ensure that the needs and barriers faced by these differing areas are fully considered to maximise any benefits potentially stemming from these decisions.

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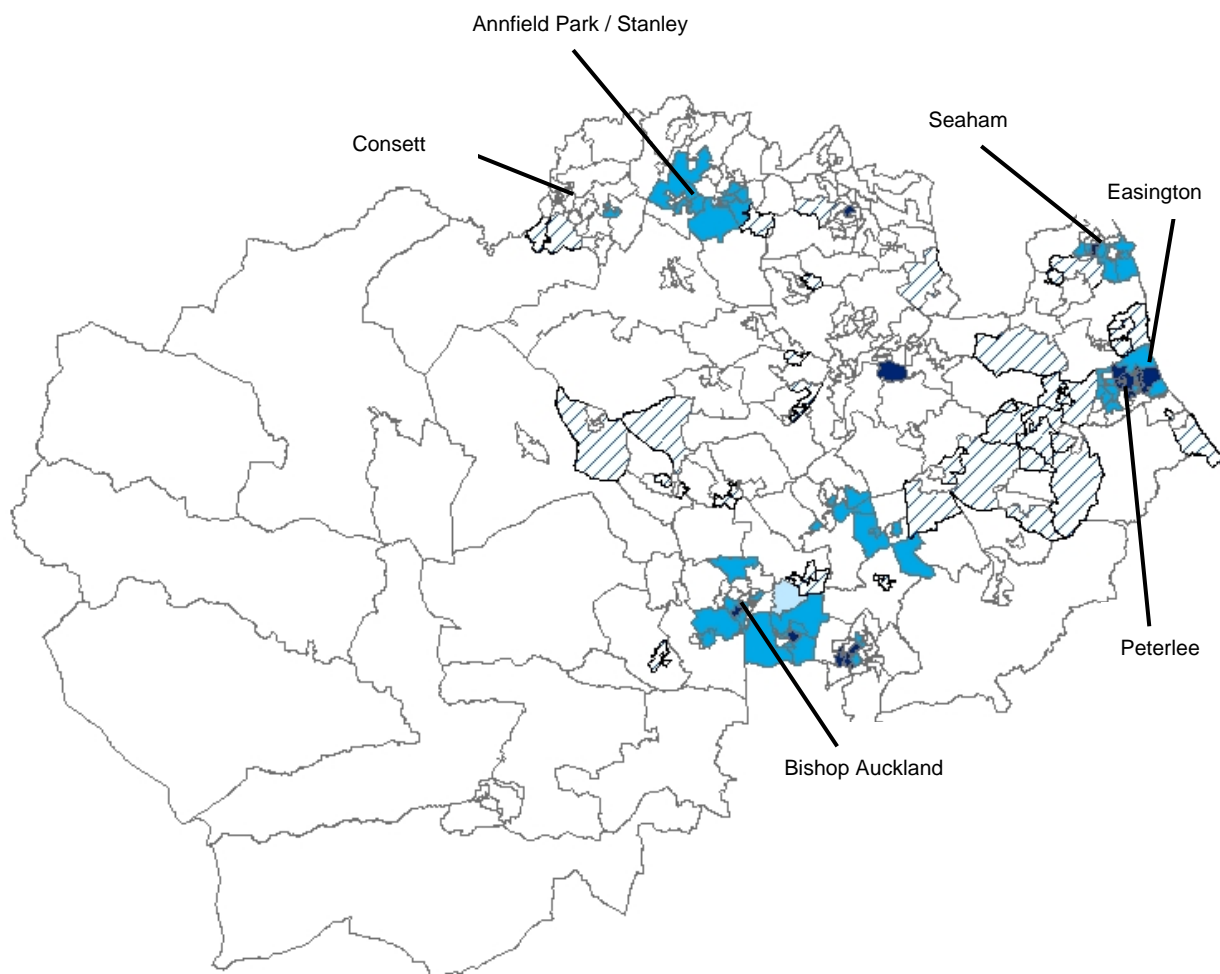
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APPENDIX 1: CLUSTER MAPS

NORTH EAST OF ENGLAND (INSET)
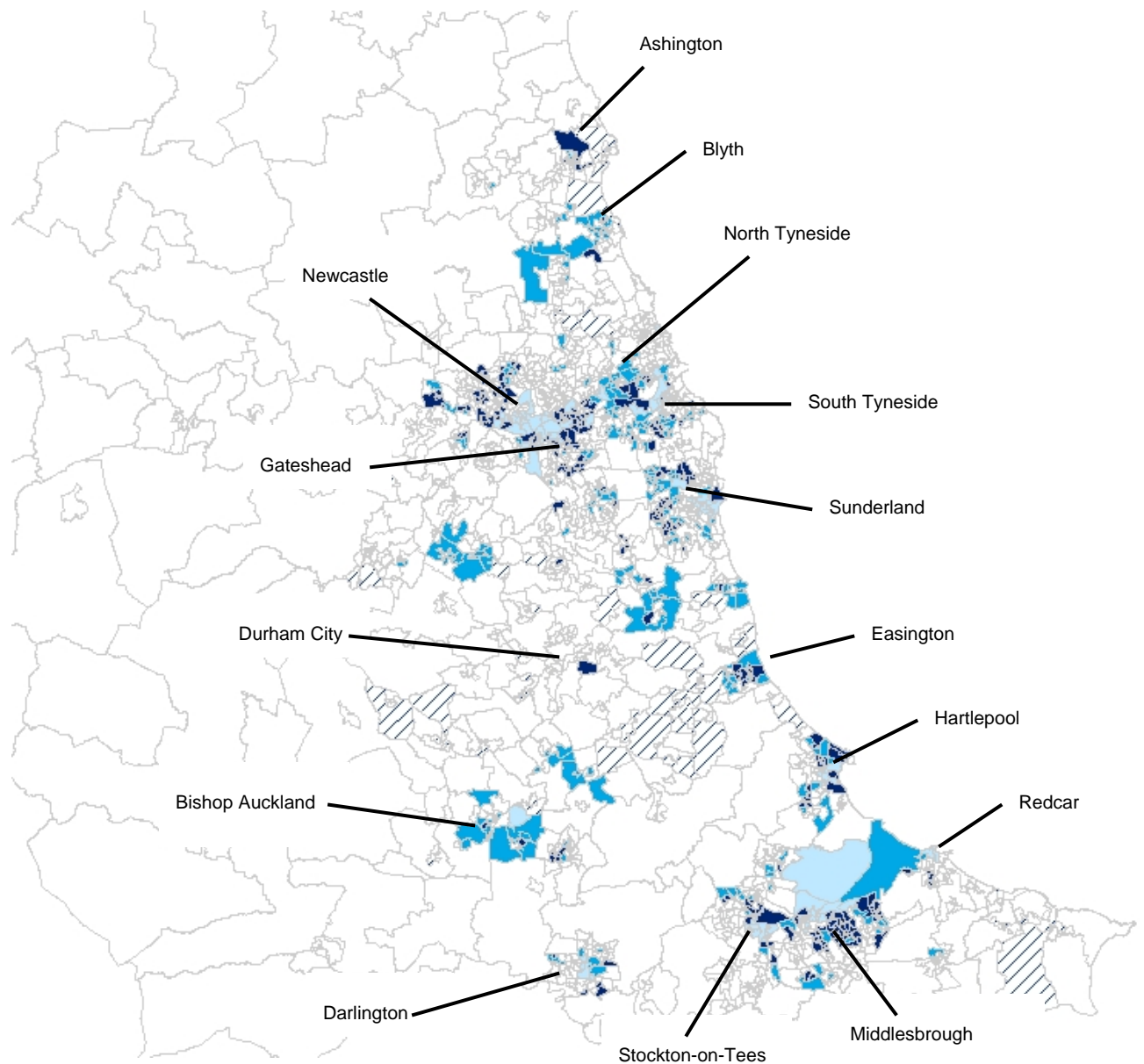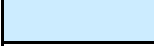
Legend

	Cluster	Number of LSOAs
	Cluster 1	56
	Cluster 2	205
	Cluster 3	210
	Cluster 4	95
	Outside 20% Most Deprived	1,090

COUNTY DURHAM

Annfield Park / Stanley

Seaham

Consett

Easington

Peterlee

Bishop Auckland

Legend

	Cluster	Number of LSOAs
	Cluster 1	41
	Cluster 2	14
	Cluster 3	46
	Cluster 4	2
	Outside 20% Most Deprived	217

COUNTY DURHAM – INSET
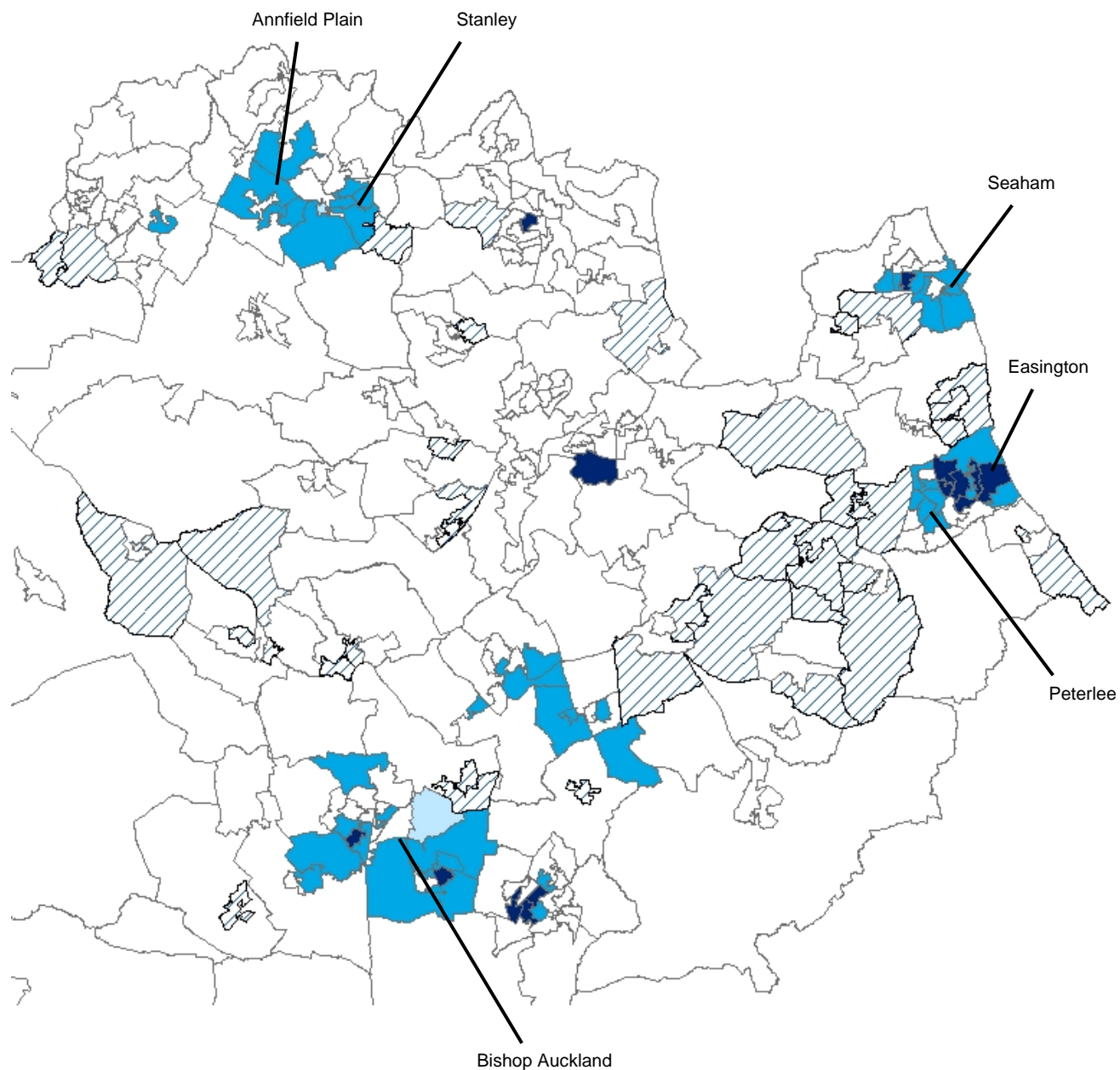
Legend

	Cluster	Number of LSOAs
	Cluster 1	41
	Cluster 2	14
	Cluster 3	46
	Cluster 4	2
	Outside 20% Most Deprived	217

DARLINGTON

Branksome / Cockerton

Eastbourne /
Firth Moor

Skerne Park
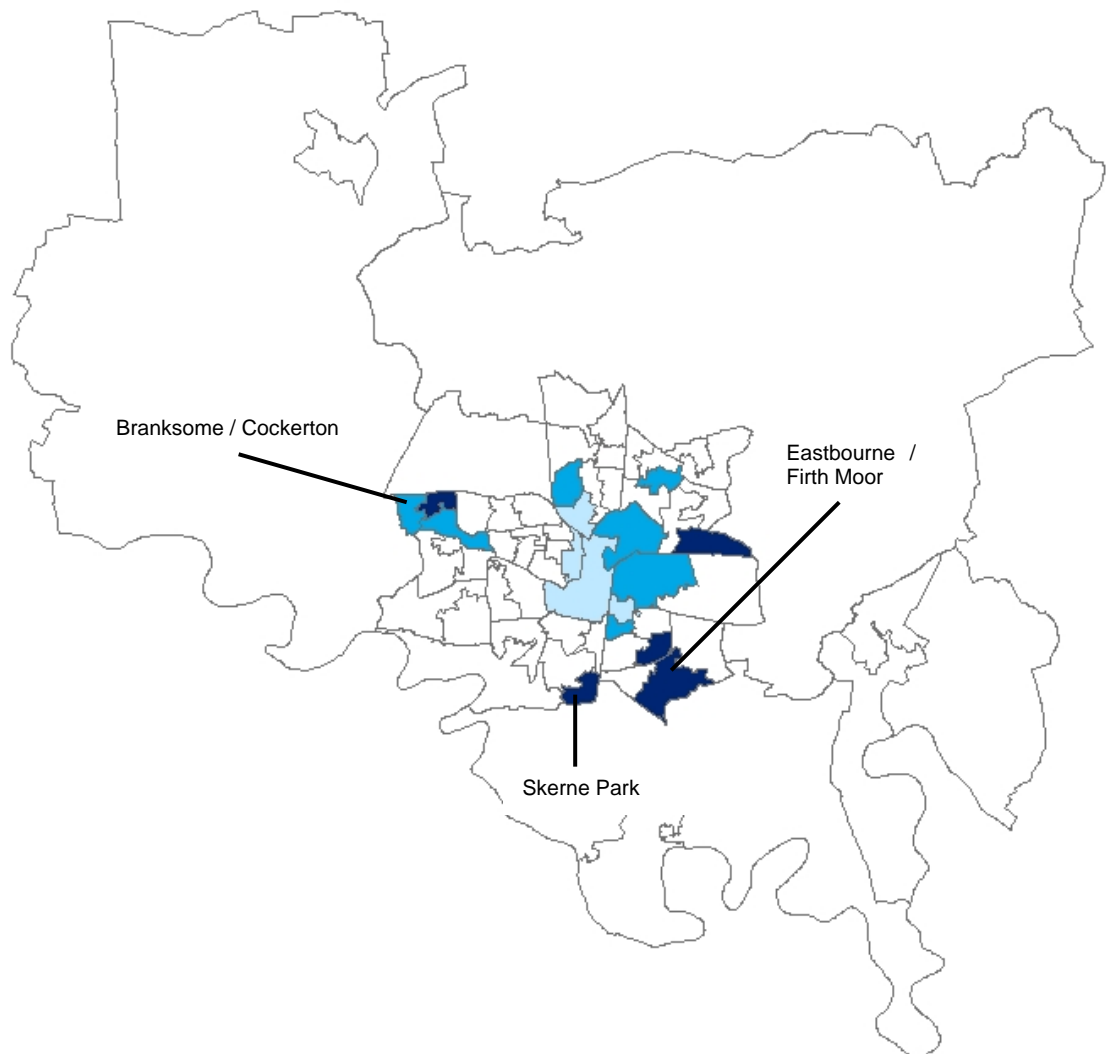
Legend

	Cluster	Number of LSOAs
	Cluster 1	0
	Cluster 2	5
	Cluster 3	7
	Cluster 4	4
	Outside 20% Most Deprived	47

GATESHEAD

Blaydon

Teams

East Gateshead / Felling

Wrekenton / Whitehills / Leam Lane

Birtley
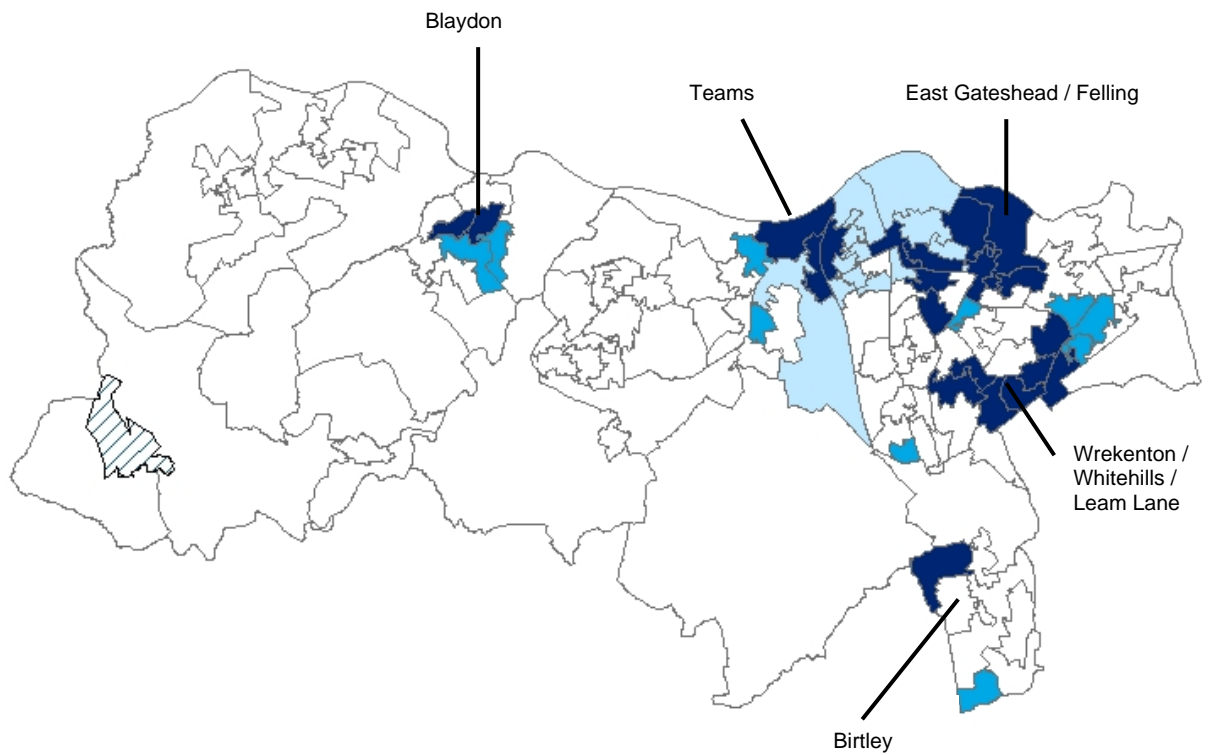
Legend

	Cluster	Number of LSOAs
	Cluster 1	1
	Cluster 2	21
	Cluster 3	10
	Cluster 4	12
	Outside 20% Most Deprived	82

HARTLEPOOL

West View

Owton Manor
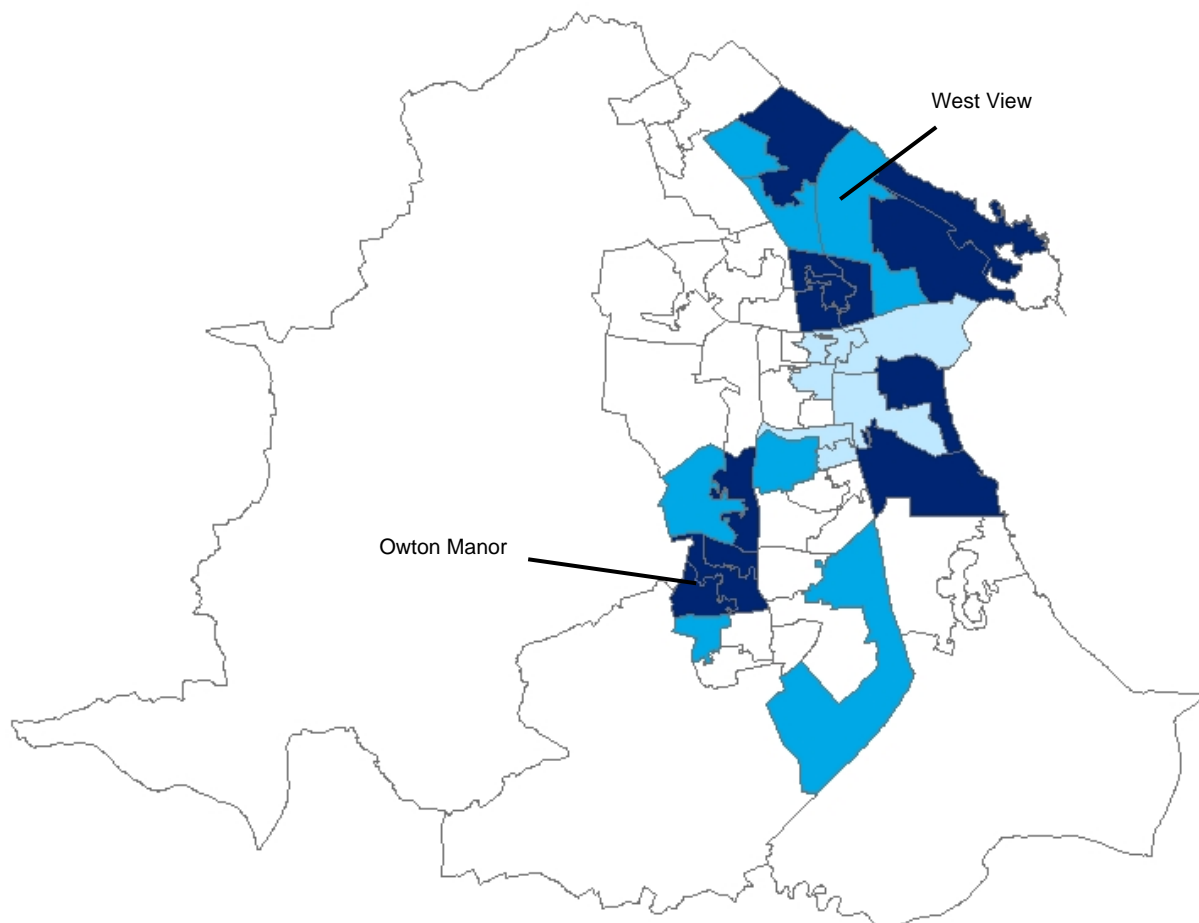
Legend

	Cluster	Number of LSOAs
	Cluster 1	0
	Cluster 2	13
	Cluster 3	7
	Cluster 4	7
	Outside 20% Most Deprived	31

MIDDLESBROUGH
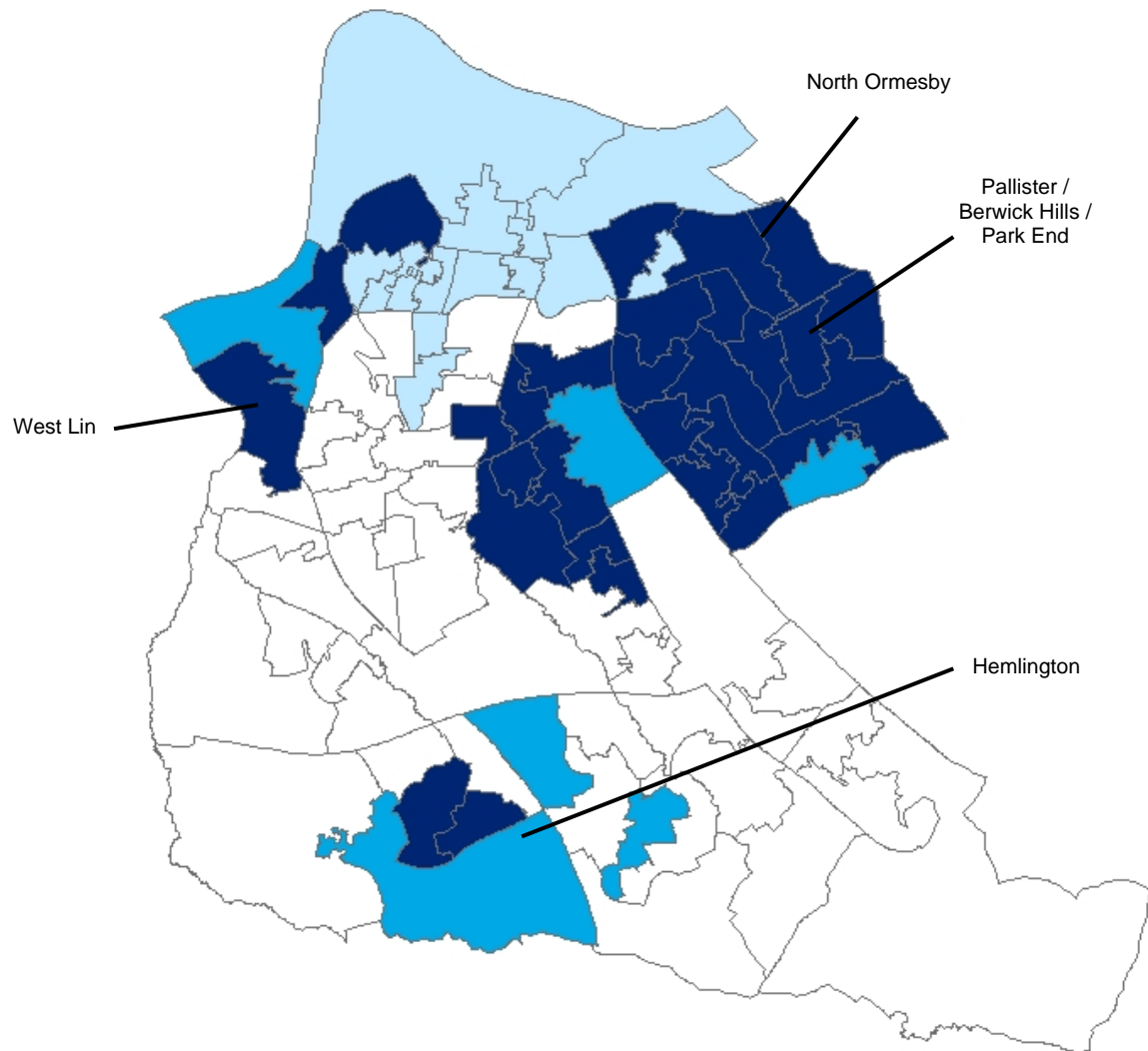
Legend

	Cluster	Number of LSOAs
	Cluster 1	0
	Cluster 2	30
	Cluster 3	6
	Cluster 4	14
	Outside 20% Most Deprived	38

NEWCASTLE UPON TYNE

Newbiggin Hall

Fawdon

East / West Denton

Cowgate

Walkergate

Throckley

Lemington

Scotswood

Byker

St Anthony's / Walker Riverside
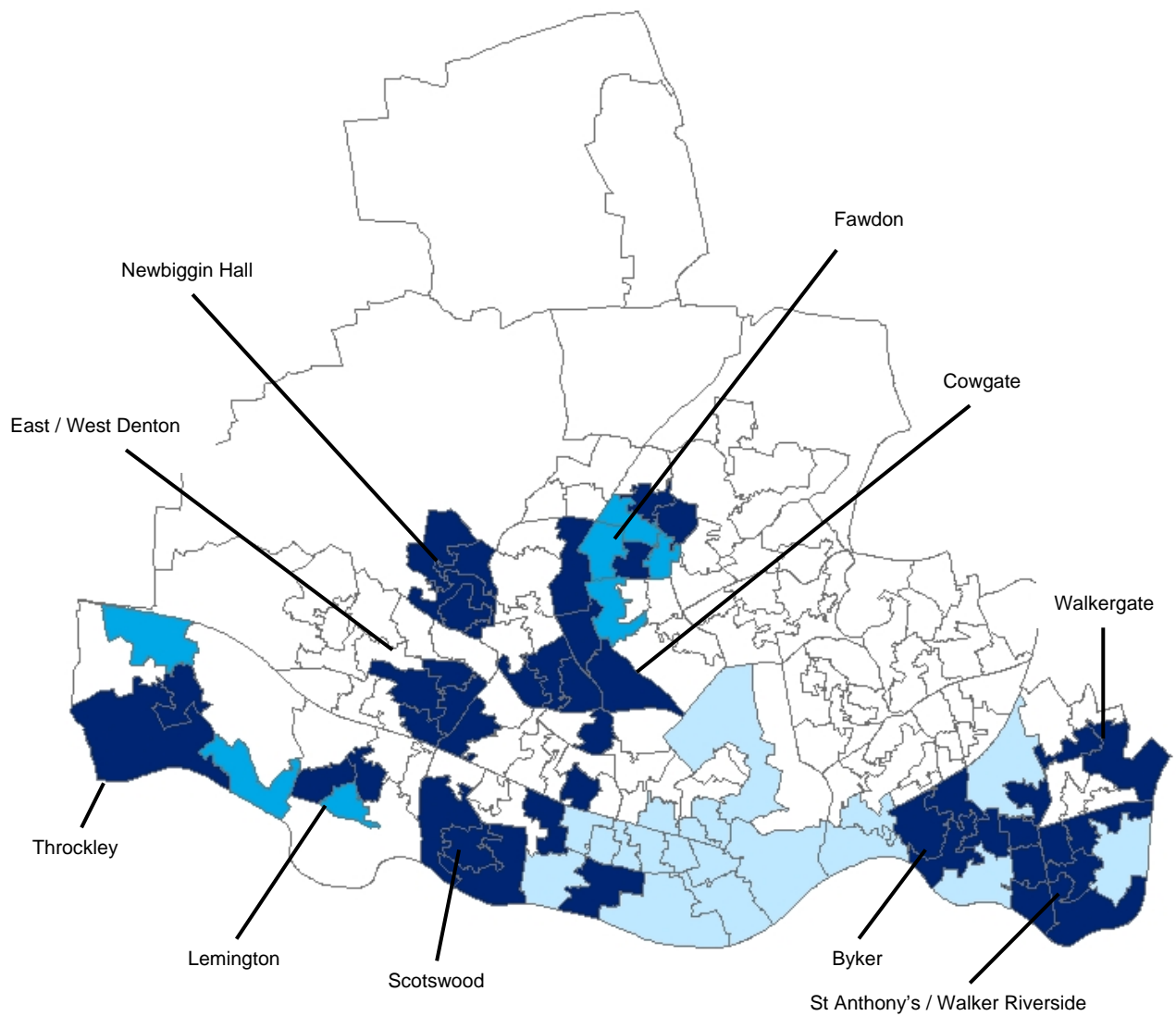
Legend

	Cluster	Number of LSOAs
	Cluster 1	0
	Cluster 2	43
	Cluster 3	7
	Cluster 4	19
	Outside 20% Most Deprived	104

NORTH TYNESIDE

Backworth

Longbenton

North Shields

Willington   Howden   Chirton
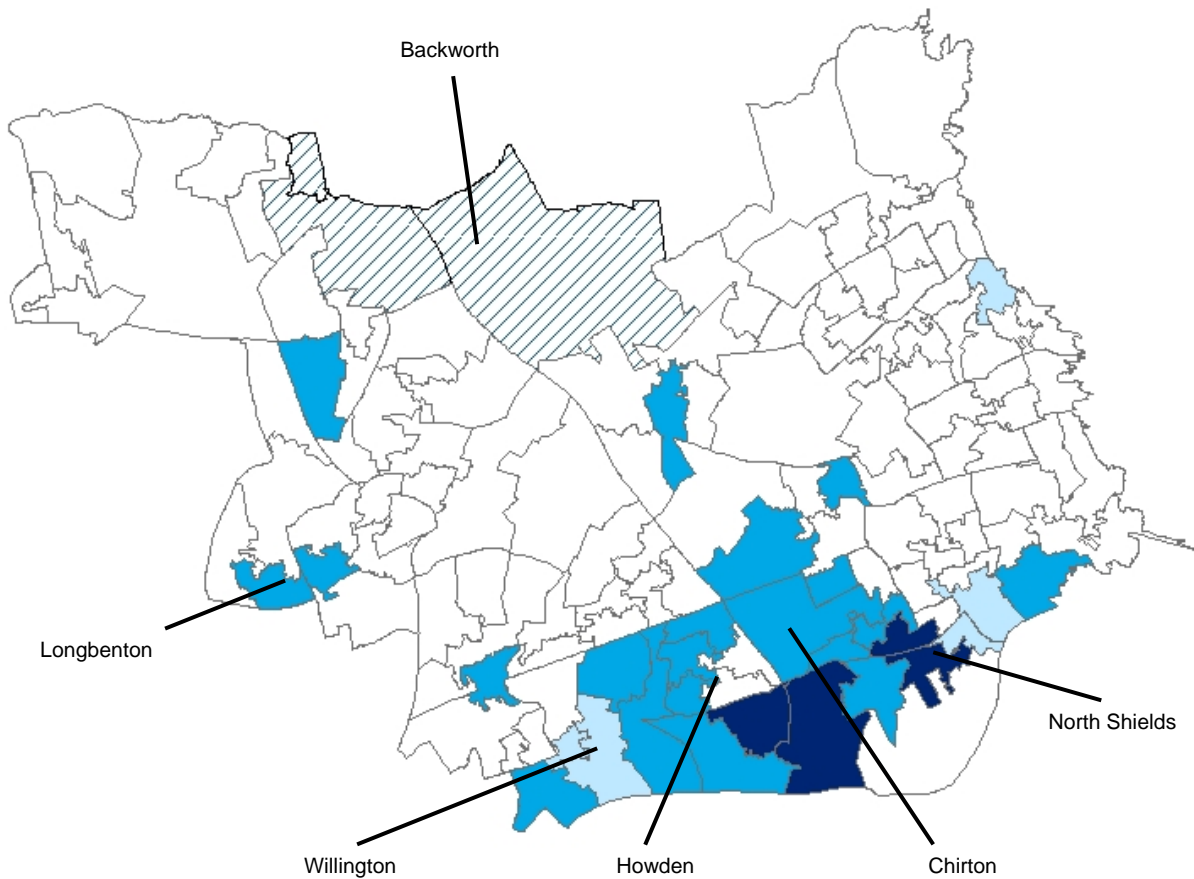
Legend

	Cluster	Number of LSOAs
	Cluster 1	3
	Cluster 2	4
	Cluster 3	20
	Cluster 4	5
	Outside 20% Most Deprived	97

NORTHUMBERLAND
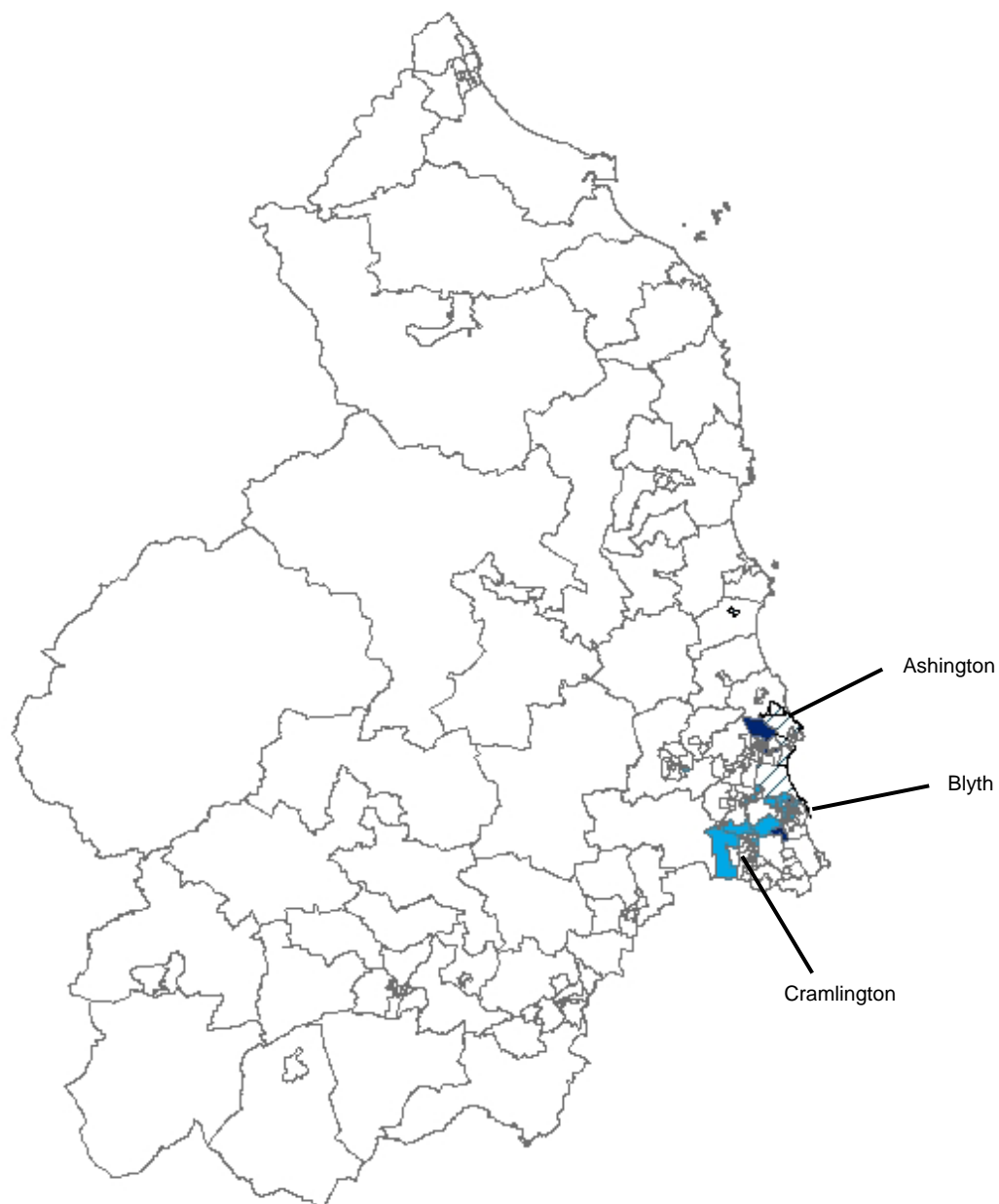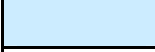
Legend

	Cluster	Number of LSOAs
	Cluster 1	5
	Cluster 2	7
	Cluster 3	18
	Cluster 4	1
	Outside 20% Most Deprived	168

NORTHUMBERLAND – INSET
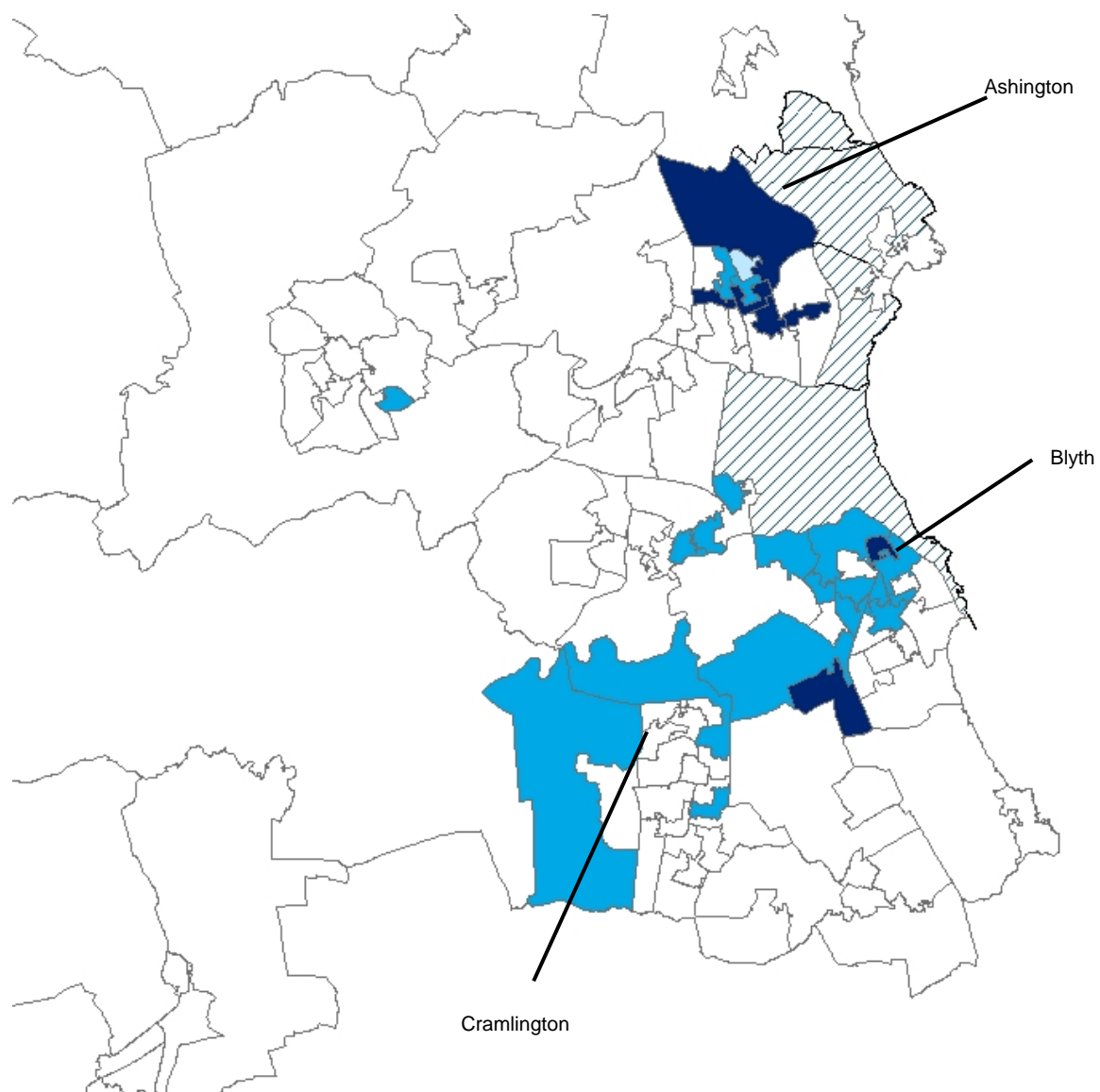
Ashington

Blyth

Cramlington

Legend

	Cluster	Number of LSOAs
	Cluster 1	5
	Cluster 2	7
	Cluster 3	18
	Cluster 4	1
	Outside 20% Most Deprived	168

REDCAR AND CLEVELAND
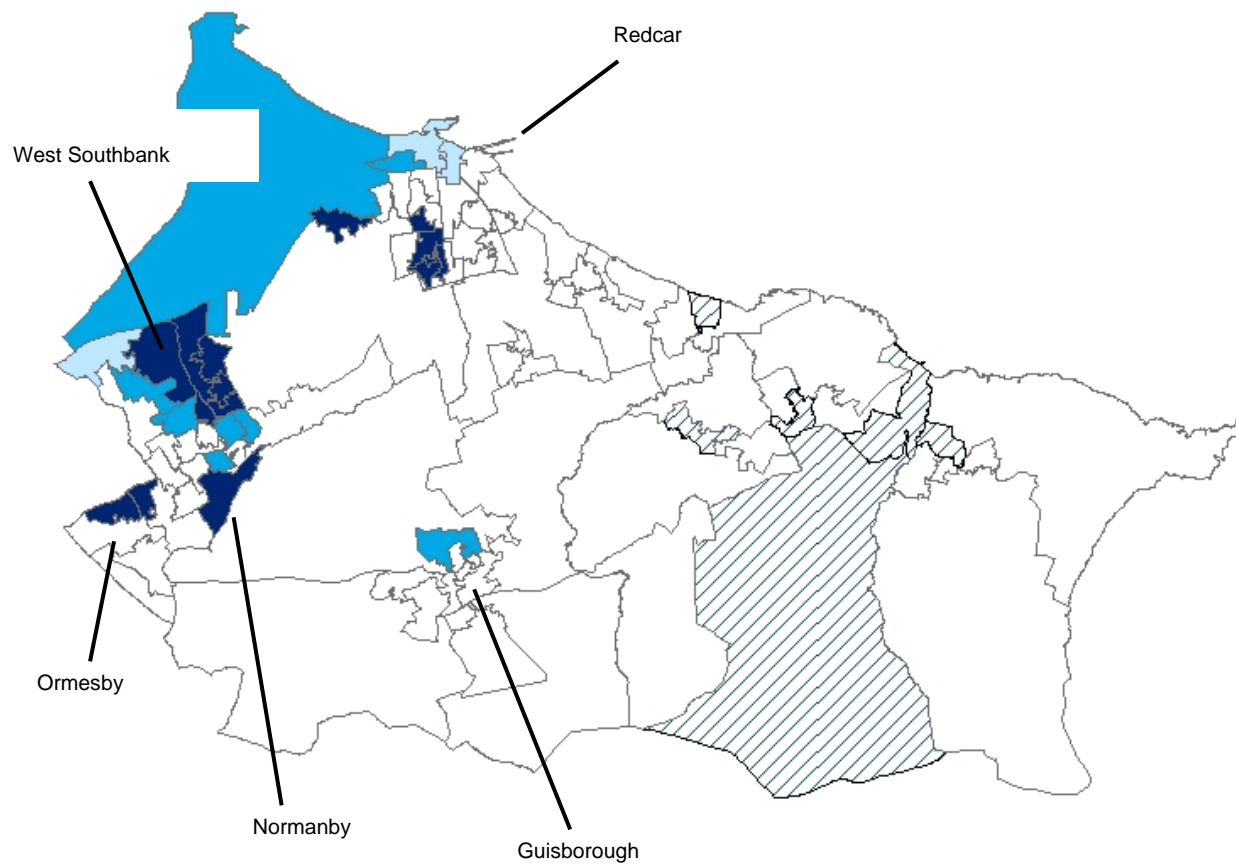
Legend

	Cluster	Number of LSOAs
	Cluster 1	6
	Cluster 2	14
	Cluster 3	8
	Cluster 4	3
	Outside 20% Most Deprived	61

SOUTH TYNESIDE
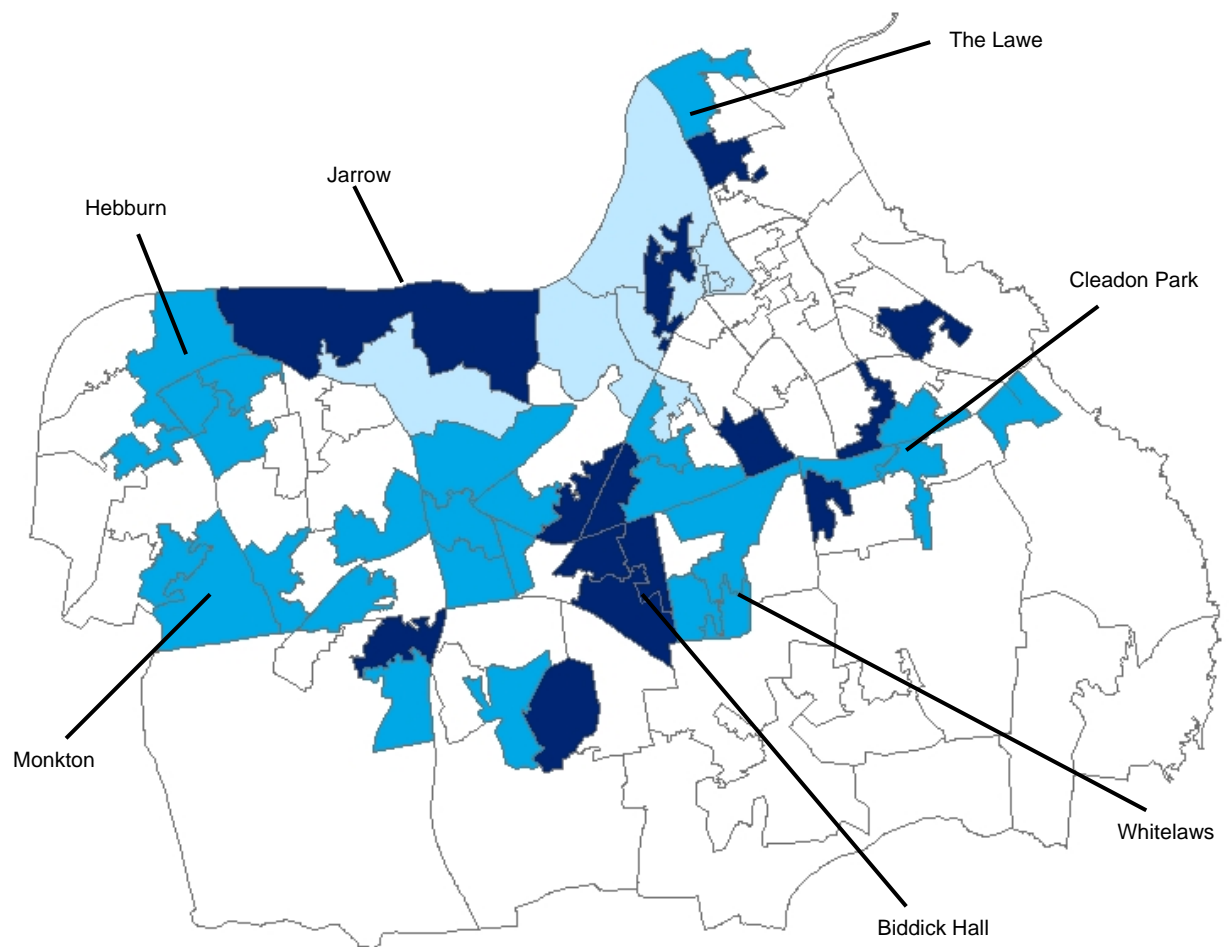
Legend

	Cluster	Number of LSOAs
	Cluster 1	0
	Cluster 2	14
	Cluster 3	27
	Cluster 4	7
	Outside 20% Most Deprived	55

STOCKTON-ON-TEES

Billingham

Hardwick / Roseworth

Portrack

Mandale
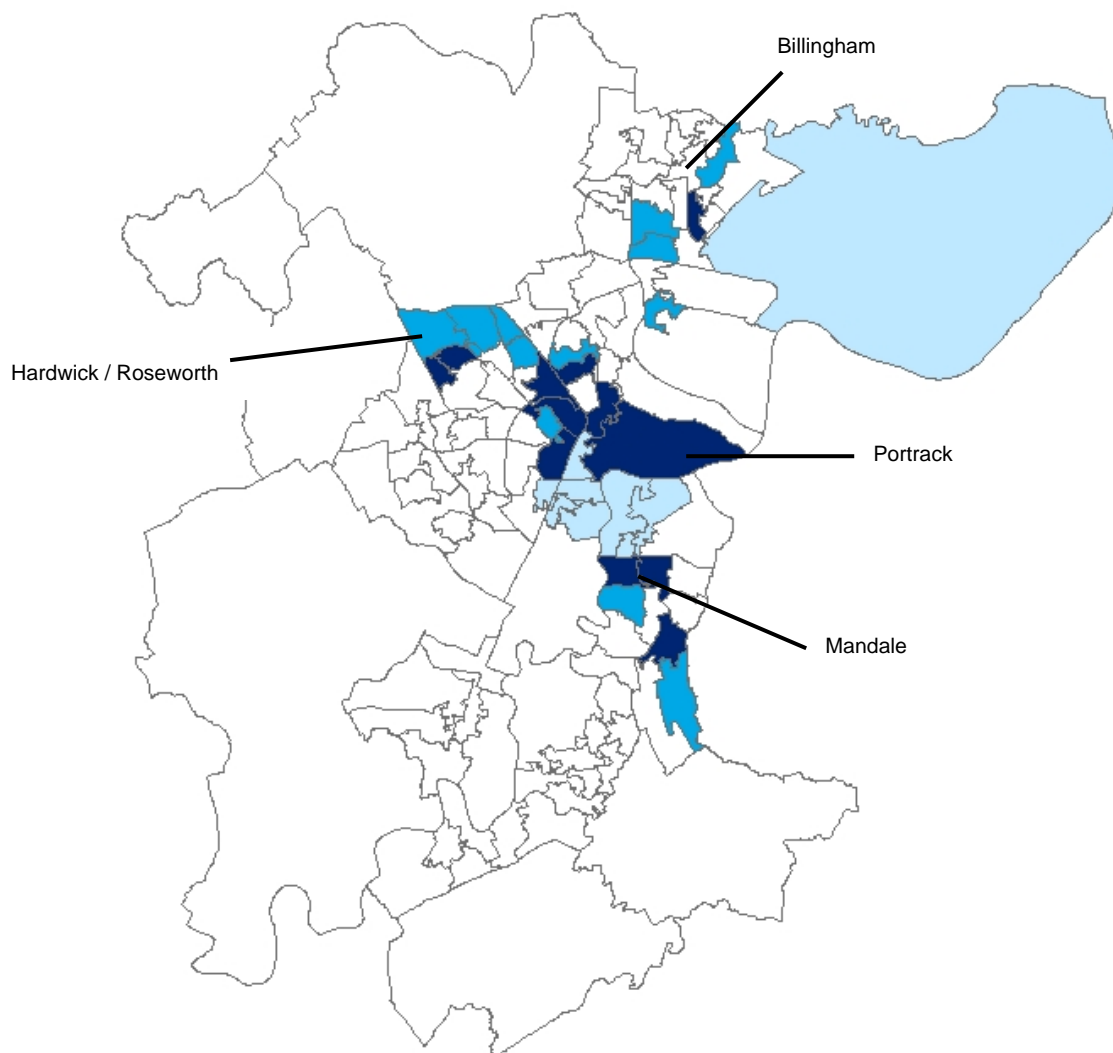
Legend

	Cluster	Number of LSOAs
	Cluster 1	0
	Cluster 2	12
	Cluster 3	12
	Cluster 4	9
	Outside 20% Most Deprived	84

SUNDERLAND

Town End Farm / Downhill

Castletown

Southwick

Washington

Docks

Farringdon

Shiney Row

Thorney Close

Houghton-Le-Spring

Hetton-Le-Hole

Easington Lane
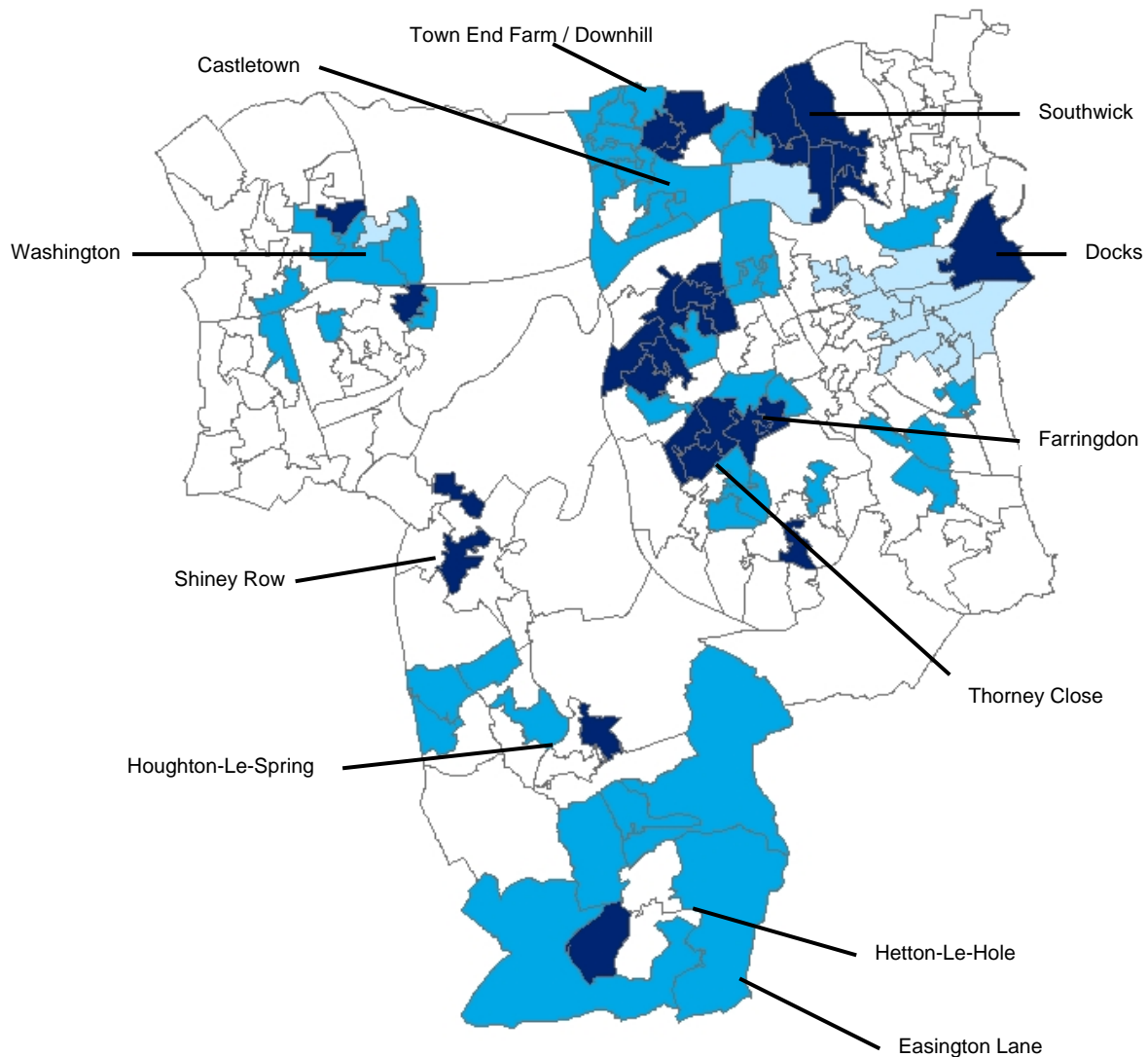
Legend

	Cluster	Number of LSOAs
	Cluster 1	0
	Cluster 2	28
	Cluster 3	42
	Cluster 4	12
	Outside 20% Most Deprived	106

APPENDIX 2: LSOA AND WARD NAMES BY CLUSTER

CLUSTER 1					
LSOA Code	LSOA Name	Ward Name	LSOA Code	LSOA Name	Ward Name
E01008186	Gateshead 024B	Chopwell and Rowlands Gill	E01020736	Easington 011A	Blackhalls
E01008478	North Tyneside 002A	Camperdown	E01020739	Easington 011D	Blackhalls
E01008480	North Tyneside 002B	Camperdown	E01020751	Easington 005A	Easington Colliery
E01008565	North Tyneside 007C	Valley	E01020752	Easington 005B	Easington Colliery
E01012096	Redcar and Cleveland 013A	Brotton	E01020753	Easington 006B	Easington Colliery
E01012099	Redcar and Cleveland 010D	Brotton	E01020760	Easington 007A	Haswell and Shotton
E01012132	Redcar and Cleveland 016A	Lockwood	E01020761	Easington 007B	Haswell and Shotton
E01012135	Redcar and Cleveland 013C	Loftus	E01020762	Easington 007C	Haswell and Shotton
E01012159	Redcar and Cleveland 007B	Saltburn	E01020763	Easington 007D	Haswell and Shotton
E01012165	Redcar and Cleveland 012D	Skelton	E01020773	Easington 003E	Murton East
E01020618	Chester-le-Street 004F	Pelton Fell	E01020775	Easington 003F	Murton West
E01020621	Chester-le-Street 007E	Sacriston	E01020788	Easington 012A	Thornley and Wheatley Hill
E01020644	Derwentside 009D	Consett South	E01020789	Easington 012B	Thornley and Wheatley Hill
E01020645	Derwentside 009E	Consett South	E01020790	Easington 012C	Thornley and Wheatley Hill
E01020649	Derwentside 005C	Craghead and South Stanley	E01020791	Easington 012D	Thornley and Wheatley Hill
E01020686	Durham 010B	Brandon	E01020792	Easington 012E	Wingate
E01020689	Durham 010E	Brandon	E01020793	Easington 013B	Wingate
E01020699	Durham 012C	Coxhoe	E01020795	Easington 013D	Wingate
E01020700	Durham 012D	Coxhoe	E01020797	Sedgefield 004A	Bishop Middleham and Cornforth
E01020716	Durham 003E	New Brancepeth and Ushaw Moor	E01020805	Sedgefield 006D	Chilton
E01020727	Durham 004C	Pittington and West Rainton	E01020809	Sedgefield 002A	Fishburn and Old Trimdon

LSOA Code	LSOA Name	Ward Name	LSOA Code	LSOA Name	Ward Name
E01020860	Teesdale 001D	Evenwood, Ramshaw and Lands	E01020901	Wear Valley 004D	Willington Central
E01020873	Wear Valley 004A	Coundon	E01020902	Wear Valley 004E	Willington Central
E01020874	Wear Valley 005C	Coundon	E01027443	Castle Morpeth 001A	Chevington
E01020878	Wear Valley 002B	Crook South	E01027451	Castle Morpeth 001E	Lynemouth
E01020893	Wear Valley 003C	Tow Law and Stanley	E01027542	Wansbeck 001B	Newbiggin East
E01020894	Wear Valley 002E	Tow Law and Stanley	E01027543	Wansbeck 001C	Newbiggin West
E01020898	Wear Valley 002F	Wheatbottom and Helmington Row	E01027552	Wansbeck 007G	Sleekburn

Note: Ward names relate to pre-2004 wards.

CLUSTER 2					
LSOA Code	LSOA Name	Ward Name	LSOA Code	LSOA Name	Ward Name
E01008163	Gateshead 006B	Bede	E01008220	Gateshead 021B	High Fell
E01008165	Gateshead 011A	Bede	E01008221	Gateshead 021C	High Fell
E01008170	Gateshead 008C	Bensham	E01008223	Gateshead 025B	Lamesley
E01008178	Gateshead 004A	Blaydon	E01008227	Gateshead 021E	Leam
E01008180	Gateshead 004B	Blaydon	E01008231	Gateshead 015A	Leam
E01008201	Gateshead 011B	Deckham	E01008232	Gateshead 018C	Leam
E01008204	Gateshead 011D	Deckham	E01008257	Gateshead 008E	Teams
E01008212	Gateshead 012A	Felling	E01008258	Gateshead 007C	Teams
E01008214	Gateshead 003A	Felling	E01008285	Gateshead 018E	Wrekendyke
E01008215	Gateshead 003B	Felling	E01008289	Newcastle upon Tyne 027B	Benwell
E01008216	Gateshead 012C	Felling	E01008291	Newcastle upon Tyne 027D	Benwell
E01008218	Gateshead 021A	High Fell	E01008295	Newcastle upon Tyne 008A	Blakelaw

LSOA Code	LSOA Name	Ward Name	LSOA Code	LSOA Name	Ward Name
E01008297	Newcastle upon Tyne 011B	Blakelaw	E01008391	Newcastle upon Tyne 026E	Monkchester
E01008299	Newcastle upon Tyne 011D	Blakelaw	E01008400	Newcastle upon Tyne 014A	Newburn
E01008300	Newcastle upon Tyne 016A	Blakelaw	E01008401	Newcastle upon Tyne 014B	Newburn
E01008302	Newcastle upon Tyne 026B	Byker	E01008414	Newcastle upon Tyne 025A	Scotswood
E01008303	Newcastle upon Tyne 018A	Byker	E01008415	Newcastle upon Tyne 025B	Scotswood
E01008304	Newcastle upon Tyne 026C	Byker	E01008417	Newcastle upon Tyne 025D	Scotswood
E01008305	Newcastle upon Tyne 026D	Byker	E01008426	Newcastle upon Tyne 028C	Walker
E01008324	Newcastle upon Tyne 015A	Denton	E01008427	Newcastle upon Tyne 030C	Walker
E01008325	Newcastle upon Tyne 015B	Denton	E01008428	Newcastle upon Tyne 030D	Walker
E01008327	Newcastle upon Tyne 015D	Denton	E01008429	Newcastle upon Tyne 028D	Walker
E01008330	Newcastle upon Tyne 015G	Denton	E01008435	Newcastle upon Tyne 020E	Walkergate
E01008336	Newcastle upon Tyne 003A	Fawdon	E01008436	Newcastle upon Tyne 020F	Walkergate
E01008337	Newcastle upon Tyne 003B	Fawdon	E01008450	Newcastle upon Tyne 016B	Wingrove
E01008340	Newcastle upon Tyne 003E	Fawdon	E01008456	Newcastle upon Tyne 004B	Woolsington
E01008345	Newcastle upon Tyne 019C	Fenham	E01008457	Newcastle upon Tyne 004C	Woolsington
E01008348	Newcastle upon Tyne 019F	Fenham	E01008459	Newcastle upon Tyne 004E	Woolsington
E01008377	Newcastle upon Tyne 008E	Kenton	E01008460	Newcastle upon Tyne 004F	Woolsington
E01008380	Newcastle upon Tyne 008G	Kenton	E01008485	North Tyneside 023D	Chirton
E01008382	Newcastle upon Tyne 021B	Lemington	E01008540	North Tyneside 027B	Riverside
E01008383	Newcastle upon Tyne 021C	Lemington	E01008542	North Tyneside 028B	Riverside
E01008388	Newcastle upon Tyne 028A	Monkchester	E01008545	North Tyneside 027E	Riverside
E01008389	Newcastle upon Tyne 028B	Monkchester	E01008593	South Tyneside 016A	All Saints
E01008390	Newcastle upon Tyne 030A	Monkchester	E01008596	South Tyneside 001B	Beacon and Bents

LSOA Code	LSOA Name	Ward Name	LSOA Code	LSOA Name	Ward Name
E01008604	South Tyneside 007B	Bede	E01008807	Sunderland 027E	Silksworth
E01008606	South Tyneside 016C	Biddick Hall	E01008810	Sunderland 014A	South Hylton
E01008607	South Tyneside 016D	Biddick Hall	E01008812	Sunderland 012C	South Hylton
E01008609	South Tyneside 016E	Biddick Hall	E01008815	Sunderland 012D	South Hylton
E01008610	South Tyneside 021A	Boldon Colliery	E01008816	Sunderland 012E	South Hylton
E01008623	South Tyneside 013B	Cleadon Park	E01008817	Sunderland 004B	Southwick
E01008628	South Tyneside 020B	Fellgate and Hedworth	E01008818	Sunderland 005E	Southwick
E01008634	South Tyneside 008B	Harton	E01008821	Sunderland 004D	Southwick
E01008651	South Tyneside 004D	Horsley Hill	E01008823	Sunderland 023A	Thorney Close
E01008666	South Tyneside 002C	Rekendyke	E01008824	Sunderland 023B	Thorney Close
E01008669	South Tyneside 012B	Tyne Dock and Simonside	E01008827	Sunderland 023E	Thorney Close
E01008682	South Tyneside 005C	West Park	E01008828	Sunderland 023F	Thorney Close
E01008702	Sunderland 016A	Central	E01008829	Sunderland 023G	Thorney Close
E01008709	Sunderland 005B	Colliery	E01008839	Sunderland 003D	Town End Farm
E01008710	Sunderland 005C	Colliery	E01008841	Sunderland 003F	Town End Farm
E01008712	Sunderland 004A	Colliery	E01008846	Sunderland 017B	Washington East
E01008714	Sunderland 034A	Eppleton	E01008858	Sunderland 009D	Washington North
E01008729	Sunderland 021A	Grindon	E01011953	Hartlepool 002B	Brus
E01008730	Sunderland 021B	Grindon	E01011955	Hartlepool 003A	Dyke House
E01008731	Sunderland 021C	Grindon	E01011956	Hartlepool 003B	Dyke House
E01008743	Sunderland 036A	Hetton	E01011957	Hartlepool 003C	Dyke House
E01008793	Sunderland 030A	Shiney Row	E01011958	Hartlepool 003D	Dyke House
E01008800	Sunderland 030D	Shiney Row	E01011977	Hartlepool 012C	Owton

LSOA Code	LSOA Name	Ward Name	LSOA Code	LSOA Name	Ward Name
E01011978	Hartlepool 012D	Owton	E01012060	Middlesbrough 002C	North Ormesby and Brambles Farm
E01011979	Hartlepool 012E	Owton	E01012061	Middlesbrough 002D	North Ormesby and Brambles Farm
E01011981	Hartlepool 009C	Park	E01012074	Middlesbrough 004A	Pallister
E01011993	Hartlepool 002E	St. Hilda	E01012075	Middlesbrough 004B	Pallister
E01011994	Hartlepool 002F	St. Hilda	E01012076	Middlesbrough 004C	Pallister
E01012000	Hartlepool 007E	Stranton	E01012077	Middlesbrough 004D	Pallister
E01012001	Hartlepool 008D	Stranton	E01012082	Middlesbrough 010A	Park End
E01012011	Middlesbrough 008A	Ayresome	E01012083	Middlesbrough 010B	Park End
E01012014	Middlesbrough 008D	Ayresome	E01012084	Middlesbrough 010C	Park End
E01012015	Middlesbrough 007A	Beckfield	E01012085	Middlesbrough 010D	Park End
E01012016	Middlesbrough 007B	Beckfield	E01012088	Middlesbrough 004E	Thorntree
E01012019	Middlesbrough 011B	Beechwood	E01012089	Middlesbrough 007D	Thorntree
E01012020	Middlesbrough 011C	Beechwood	E01012090	Middlesbrough 007E	Thorntree
E01012021	Middlesbrough 011D	Beechwood	E01012091	Middlesbrough 007F	Thorntree
E01012027	Middlesbrough 006B	Clairville	E01012104	Redcar and Cleveland 003B	Dormanstown
E01012028	Middlesbrough 006C	Clairville	E01012112	Redcar and Cleveland 015A	Eston
E01012029	Middlesbrough 006D	Clairville	E01012113	Redcar and Cleveland 009A	Grangetown
E01012041	Middlesbrough 003F	Gresham	E01012114	Redcar and Cleveland 009B	Grangetown
E01012044	Middlesbrough 018C	Hemlington	E01012115	Redcar and Cleveland 009C	Grangetown
E01012045	Middlesbrough 018D	Hemlington	E01012116	Redcar and Cleveland 009D	Grangetown
E01012050	Middlesbrough 014B	Ladgate	E01012127	Redcar and Cleveland 005A	Kirkleatham
E01012051	Middlesbrough 014C	Ladgate	E01012128	Redcar and Cleveland 005B	Kirkleatham
E01012059	Middlesbrough 002B	North Ormesby and Brambles Farm	E01012131	Redcar and Cleveland 005E	Kirkleatham

LSOA Code	LSOA Name	Ward Name	LSOA Code	LSOA Name	Ward Name
E01012143	Redcar and Cleveland 002C	Newcomen	E01020592	Chester-le-Street 004A	Chester Central
E01012148	Redcar and Cleveland 017A	Normanby	E01020724	Durham 006D	Pelaw and Gilesgate
E01012150	Redcar and Cleveland 017B	Ormesby	E01020745	Easington 006A	Dene House
E01012170	Redcar and Cleveland 008D	South Bank	E01020747	Easington 003B	Deneside
E01012175	Redcar and Cleveland 009E	Teesville	E01020757	Easington 006C	Eden Hill
E01012195	Stockton-on-Tees 010B	Blue Hall	E01020758	Easington 006D	Eden Hill
E01012215	Stockton-on-Tees 003D	Grange	E01020759	Easington 006E	Eden Hill
E01012220	Stockton-on-Tees 009A	Hardwick	E01020764	Easington 008A	Horden North
E01012221	Stockton-on-Tees 009B	Hardwick	E01020767	Easington 008C	Horden South
E01012238	Stockton-on-Tees 018A	Mandale	E01020816	Sedgefield 010A	Greenfield Middridge
E01012239	Stockton-on-Tees 018B	Mandale	E01020841	Sedgefield 008F	Thickley
E01012252	Stockton-on-Tees 012C	Newtown	E01020844	Sedgefield 010B	West
E01012254	Stockton-on-Tees 012E	Newtown	E01020847	Sedgefield 010C	West
E01012266	Stockton-on-Tees 014E	Portrack and Tilery	E01020909	Wear Valley 008E	Woodhouse Close
E01012268	Stockton-on-Tees 010E	Portrack and Tilery	E01027416	Blyth Valley 001C	Croft
E01012271	Stockton-on-Tees 008C	Roseworth	E01027426	Blyth Valley 004B	Newsham and New Delaval
E01012284	Stockton-on-Tees 020C	Stainsby	E01027527	Wansbeck 004D	Central
E01012312	Darlington 006D	Cockerton West	E01027533	Wansbeck 003A	College
E01012318	Darlington 013B	Eastbourne	E01027540	Wansbeck 003B	Hirst
E01012327	Darlington 009B	Haughton East	E01027545	Wansbeck 002D	Park
E01012341	Darlington 012E	Lascelles	E01027547	Wansbeck 003C	Seaton
E01012359	Darlington 014D	Park East			

Note: Ward names relate to pre-2004 wards.

CLUSTER 3					
LSOA Code	**LSOA Name**	**Ward Name**	**LSOA Code**	**LSOA Name**	**Ward Name**
E01008173	Gateshead 026B	Birtley	**E01008484**	North Tyneside 023C	Chirton
E01008182	Gateshead 004C	Blaydon	**E01008489**	North Tyneside 015B	Collingwood
E01008189	Gateshead 023A	Chowdene	**E01008491**	North Tyneside 015D	Collingwood
E01008210	Gateshead 007B	Dunston	**E01008492**	North Tyneside 023E	Collingwood
E01008228	Gateshead 012D	Leam	**E01008509**	North Tyneside 026B	Howdon
E01008242	Gateshead 015D	Pelaw and Heworth	**E01008511**	North Tyneside 028A	Howdon
E01008261	Gateshead 019C	Teams	**E01008512**	North Tyneside 026D	Howdon
E01008280	Gateshead 004E	Winlaton	**E01008515**	North Tyneside 019E	Longbenton
E01008281	Gateshead 015E	Wrekendyke	**E01008533**	North Tyneside 030A	Northumberland
E01008282	Gateshead 015F	Wrekendyke	**E01008541**	North Tyneside 027C	Riverside
E01008338	Newcastle upon Tyne 003C	Fawdon	**E01008543**	North Tyneside 028C	Riverside
E01008339	Newcastle upon Tyne 003D	Fawdon	**E01008561**	North Tyneside 016C	Tynemouth
E01008341	Newcastle upon Tyne 003F	Fawdon	**E01008569**	North Tyneside 011C	Valley
E01008375	Newcastle upon Tyne 008C	Kenton	**E01008571**	North Tyneside 028D	Wallsend
E01008385	Newcastle upon Tyne 021E	Lemington	**E01008575**	North Tyneside 030E	Wallsend
E01008404	Newcastle upon Tyne 014E	Newburn	**E01008576**	North Tyneside 029D	Wallsend
E01008405	Newcastle upon Tyne 014F	Newburn	**E01008590**	South Tyneside 011A	All Saints
E01008474	North Tyneside 019B	Benton	**E01008594**	South Tyneside 011D	All Saints
E01008477	North Tyneside 008C	Camperdown	**E01008599**	South Tyneside 001E	Beacon and Bents
E01008481	North Tyneside 023A	Chirton	**E01008601**	South Tyneside 012A	Bede
E01008482	North Tyneside 023B	Chirton	**E01008602**	South Tyneside 014A	Bede

LSOA Code	LSOA Name	Ward Name	LSOA Code	LSOA Name	Ward Name
E01008603	South Tyneside 014B	Bede	E01008694	Sunderland 008B	Castletown
E01008608	South Tyneside 014C	Biddick Hall	E01008695	Sunderland 008C	Castletown
E01008613	South Tyneside 021D	Boldon Colliery	E01008697	Sunderland 008E	Castletown
E01008625	South Tyneside 013C	Cleadon Park	E01008698	Sunderland 003A	Castletown
E01008626	South Tyneside 013D	Cleadon Park	E01008699	Sunderland 008F	Castletown
E01008630	South Tyneside 020D	Fellgate and Hedworth	E01008718	Sunderland 035A	Eppleton
E01008632	South Tyneside 017B	Fellgate and Hedworth	E01008719	Sunderland 035B	Eppleton
E01008633	South Tyneside 008A	Harton	E01008733	Sunderland 021E	Grindon
E01008639	South Tyneside 009A	Hebburn Quay	E01008739	Sunderland 024A	Hendon
E01008641	South Tyneside 010C	Hebburn Quay	E01008744	Sunderland 036B	Hetton
E01008644	South Tyneside 015B	Hebburn South	E01008746	Sunderland 036D	Hetton
E01008645	South Tyneside 015C	Hebburn South	E01008748	Sunderland 035E	Hetton
E01008652	South Tyneside 009B	Monkton	E01008751	Sunderland 033B	Houghton
E01008653	South Tyneside 009C	Monkton	E01008752	Sunderland 033C	Houghton
E01008655	South Tyneside 009E	Monkton	E01008754	Sunderland 034F	Houghton
E01008658	South Tyneside 015F	Primrose	E01008755	Sunderland 033E	Houghton
E01008662	South Tyneside 017D	Primrose	E01008756	Sunderland 012A	Pallion
E01008670	South Tyneside 014D	Tyne Dock and Simonside	E01008757	Sunderland 015A	Pallion
E01008684	South Tyneside 018B	Whitburn and Marsden	E01008762	Sunderland 012B	Pallion
E01008688	South Tyneside 019A	Whiteleas	E01008763	Sunderland 028A	Ryhope
E01008689	South Tyneside 019B	Whiteleas	E01008773	Sunderland 026A	St. Chad's
E01008690	South Tyneside 019C	Whiteleas	E01008776	Sunderland 026B	St. Chad's
E01008693	Sunderland 008A	Castletown	E01008777	Sunderland 026C	St. Chad's

LSOA Code	LSOA Name	Ward Name	LSOA Code	LSOA Name	Ward Name
E01008780	Sunderland 024D	St. Michael's	E01011989	Hartlepool 010C	Rossmere
E01008791	Sunderland 006F	St. Peter's	E01011992	Hartlepool 002D	St. Hilda
E01008803	Sunderland 027A	Silksworth	E01012013	Middlesbrough 008C	Ayresome
E01008813	Sunderland 014C	South Hylton	E01012017	Middlesbrough 007C	Beckfield
E01008819	Sunderland 004C	Southwick	E01012018	Middlesbrough 011A	Beechwood
E01008822	Sunderland 004E	Southwick	E01012031	Middlesbrough 019B	Coulby Newham
E01008825	Sunderland 023C	Thorney Close	E01012033	Middlesbrough 019D	Coulby Newham
E01008826	Sunderland 023D	Thorney Close	E01012086	Middlesbrough 018E	Stainton and Thornton
E01008837	Sunderland 003B	Town End Farm	E01012101	Redcar and Cleveland 001B	Coatham
E01008838	Sunderland 003C	Town End Farm	E01012107	Redcar and Cleveland 003D	Dormanstown
E01008840	Sunderland 003E	Town End Farm	E01012108	Redcar and Cleveland 011A	Eston
E01008847	Sunderland 017C	Washington East	E01012111	Redcar and Cleveland 011D	Eston
E01008849	Sunderland 019D	Washington East	E01012121	Redcar and Cleveland 018D	Guisborough
E01008853	Sunderland 009A	Washington North	E01012166	Redcar and Cleveland 008A	South Bank
E01008859	Sunderland 009E	Washington North	E01012168	Redcar and Cleveland 014B	South Bank
E01008860	Sunderland 009F	Washington North	E01012171	Redcar and Cleveland 011E	Teesville
E01008867	Sunderland 020A	Washington South	E01012193	Stockton-on-Tees 007B	Blue Hall
E01008874	Sunderland 010B	Washington West	E01012197	Stockton-on-Tees 002A	Charltons
E01011949	Hartlepool 009A	Brinkburn	E01012245	Stockton-on-Tees 003F	Marsh House
E01011952	Hartlepool 002A	Brus	E01012249	Stockton-on-Tees 008B	Mile House
E01011954	Hartlepool 001A	Brus	E01012250	Stockton-on-Tees 009E	Mile House
E01011962	Hartlepool 012B	Fens	E01012251	Stockton-on-Tees 012B	Newtown
E01011980	Hartlepool 009B	Park	E01012273	Stockton-on-Tees 008E	Roseworth

LSOA Code	LSOA Name	Ward Name	LSOA Code	LSOA Name	Ward Name
E01012274	Stockton-on-Tees 008F	Roseworth	E01020734	Easington 009B	Acre Rigg
E01012276	Stockton-on-Tees 002E	St. Aidan's	E01020741	Easington 002B	Dawdon
E01012281	Stockton-on-Tees 004D	St. Cuthbert's	E01020742	Easington 002C	Dawdon
E01012283	Stockton-on-Tees 020B	Stainsby	E01020743	Easington 003A	Dawdon
E01012291	Stockton-on-Tees 019B	Village	E01020748	Easington 003C	Deneside
E01012305	Darlington 012B	Bank Top	E01020749	Easington 003D	Deneside
E01012307	Darlington 009A	Central	E01020765	Easington 006F	Horden North
E01012313	Darlington 006E	Cockerton West	E01020766	Easington 008B	Horden North
E01012314	Darlington 006F	Cockerton West	E01020768	Easington 008D	Horden South
E01012332	Darlington 005C	Haughton West	E01020770	Easington 009D	Howletch
E01012342	Darlington 009C	Lingfield	E01020771	Easington 009E	Howletch
E01012352	Darlington 004D	North Road	E01020777	Easington 010C	Passfield
E01020624	Derwentside 006A	Annfield Plain	E01020780	Easington 009F	Passfield
E01020626	Derwentside 004A	Annfield Plain	E01020784	Easington 002F	Seaham Harbour
E01020639	Derwentside 004C	Catchgate	E01020787	Easington 001E	Seaham North
E01020647	Derwentside 005A	Craghead and South Stanley	E01020798	Sedgefield 004B	Broom
E01020648	Derwentside 005B	Craghead and South Stanley	E01020802	Sedgefield 008B	Byerley
E01020668	Derwentside 008D	Leadgate	E01020804	Sedgefield 006C	Chilton
E01020672	Derwentside 006E	South Moor	E01020806	Sedgefield 003A	Ferryhill
E01020673	Derwentside 005D	Stanley Hall	E01020807	Sedgefield 003B	Ferryhill
E01020675	Derwentside 005E	Stanley Hall	E01020819	Sedgefield 001C	Low Spennymoor and Tudhoe Grange
E01020677	Derwentside 004E	Tanfield	E01020820	Sedgefield 003C	Low Spennymoor and Tudhoe Grange
E01020733	Easington 009A	Acre Rigg	E01020823	Sedgefield 005C	Middlestone

LSOA Code	LSOA Name	Ward Name	LSOA Code	LSOA Name	Ward Name
E01020838	Sedgefield 008C	Sunnydale	E01027398	Blyth Valley 007A	Cramlington Eastfield with East Hartford
E01020839	Sedgefield 008D	Sunnydale	E01027412	Blyth Valley 007D	Cramlington West
E01020840	Sedgefield 008E	Thickley	E01027415	Blyth Valley 002B	Croft
E01020842	Sedgefield 003D	Tudhoe	E01027422	Blyth Valley 003B	Isabella
E01020845	Sedgefield 012D	West	E01027423	Blyth Valley 003C	Isabella
E01020849	Sedgefield 010D	Woodham	E01027424	Blyth Valley 001D	Kitty Brewster
E01020869	Wear Valley 005B	Bishop Auckland Town	E01027427	Blyth Valley 004C	Newsham and New Delaval
E01020885	Wear Valley 008B	Henknowle	E01027429	Blyth Valley 003D	Plessey
E01020895	Wear Valley 007C	West Auckland	E01027431	Blyth Valley 002C	Plessey
E01020897	Wear Valley 007E	West Auckland	E01027461	Castle Morpeth 004E	Morpeth Stobhill
E01020907	Wear Valley 008C	Woodhouse Close	E01027518	Wansbeck 007C	Bedlington East
E01020908	Wear Valley 008D	Woodhouse Close	E01027519	Wansbeck 007D	Bedlington East
E01027392	Blyth Valley 001A	Cowpen	E01027528	Wansbeck 002A	Central
E01027393	Blyth Valley 001B	Cowpen	E01027546	Wansbeck 002E	Park
E01027397	Blyth Valley 008C	Cramlington East	E01027551	Wansbeck 007F	Sleekburn

Note: Ward names relate to pre-2004 wards.

CLUSTER 4					
LSOA Code	LSOA Name	Ward Name	LSOA Code	LSOA Name	Ward Name
E01008162	Gateshead 006A	Bede	E01008168	Gateshead 006E	Bensham
E01008164	Gateshead 006C	Bede	E01008169	Gateshead 008B	Bensham
E01008166	Gateshead 006D	Bede	E01008171	Gateshead 008D	Bensham

LSOA Code	LSOA Name	Ward Name	LSOA Code	LSOA Name	Ward Name
E01008167	Gateshead 008A	Bensham	E01008203	Gateshead 006F	Deckham
E01008251	Gateshead 010A	Saltwell	E01008524	North Tyneside 022B	North Shields
E01008253	Gateshead 010C	Saltwell	E01008544	North Tyneside 027D	Riverside
E01008254	Gateshead 010D	Saltwell	E01008572	North Tyneside 029A	Wallsend
E01008259	Gateshead 007D	Teams	E01008573	North Tyneside 029B	Wallsend
E01008290	Newcastle upon Tyne 027C	Benwell	E01008584	North Tyneside 006A	Whitley Bay
E01008301	Newcastle upon Tyne 026A	Byker	E01008591	South Tyneside 011B	All Saints
E01008331	Newcastle upon Tyne 029A	Elswick	E01008600	South Tyneside 007A	Bede
E01008332	Newcastle upon Tyne 029B	Elswick	E01008664	South Tyneside 002A	Rekendyke
E01008333	Newcastle upon Tyne 029C	Elswick	E01008665	South Tyneside 002B	Rekendyke
E01008334	Newcastle upon Tyne 029D	Elswick	E01008667	South Tyneside 002D	Rekendyke
E01008335	Newcastle upon Tyne 029E	Elswick	E01008668	South Tyneside 002E	Rekendyke
E01008392	Newcastle upon Tyne 026F	Monkchester	E01008671	South Tyneside 012C	Tyne Dock and Simonside
E01008395	Newcastle upon Tyne 024B	Moorside	E01008703	Sunderland 013B	Central
E01008398	Newcastle upon Tyne 022C	Moorside	E01008705	Sunderland 013C	Central
E01008399	Newcastle upon Tyne 024D	Moorside	E01008706	Sunderland 011C	Central
E01008406	Newcastle upon Tyne 023A	Sandyford	E01008735	Sunderland 016B	Hendon
E01008408	Newcastle upon Tyne 023C	Sandyford	E01008736	Sunderland 016C	Hendon
E01008425	Newcastle upon Tyne 030B	Walker	E01008737	Sunderland 016D	Hendon
E01008437	Newcastle upon Tyne 029F	West City	E01008738	Sunderland 016E	Hendon
E01008438	Newcastle upon Tyne 029G	West City	E01008820	Sunderland 005F	Southwick
E01008439	Newcastle upon Tyne 024E	West City	E01008831	Sunderland 013D	Thornholme
E01008440	Newcastle upon Tyne 024F	West City	E01008834	Sunderland 013E	Thornholme
E01008449	Newcastle upon Tyne 022D	Wingrove	E01008836	Sunderland 016F	Thornholme

LSOA Code	LSOA Name	Ward Name	LSOA Code	LSOA Name	Ward Name
E01008854	Sunderland 009B	Washington North	E01012094	Middlesbrough 001F	University
E01011950	Hartlepool 008A	Brinkburn	E01012100	Redcar and Cleveland 001A	Coatham
E01011951	Hartlepool 007A	Brinkburn	E01012102	Redcar and Cleveland 001C	Coatham
E01011964	Hartlepool 007B	Grange	E01012169	Redcar and Cleveland 008C	South Bank
E01011973	Hartlepool 005A	Jackson	E01012198	Stockton-on-Tees 003B	Charltons
E01011974	Hartlepool 005B	Jackson	E01012217	Stockton-on-Tees 016B	Grangefield
E01011976	Hartlepool 005D	Jackson	E01012262	Stockton-on-Tees 014A	Parkfield
E01011999	Hartlepool 007D	Stranton	E01012263	Stockton-on-Tees 014B	Parkfield
E01012036	Middlesbrough 003A	Gresham	E01012265	Stockton-on-Tees 014D	Parkfield
E01012037	Middlesbrough 003B	Gresham	E01012267	Stockton-on-Tees 014F	Portrack and Tilery
E01012038	Middlesbrough 003C	Gresham	E01012286	Stockton-on-Tees 017A	Victoria
E01012039	Middlesbrough 003D	Gresham	E01012287	Stockton-on-Tees 017B	Victoria
E01012040	Middlesbrough 003E	Gresham	E01012288	Stockton-on-Tees 017C	Victoria
E01012058	Middlesbrough 002A	North Ormesby and Brambles Farm	E01012304	Darlington 012A	Bank Top
E01012068	Middlesbrough 001A	Middlehaven	E01012308	Darlington 008A	Central
E01012069	Middlesbrough 001B	Middlehaven	E01012349	Darlington 004A	North Road
E01012070	Middlesbrough 001C	Middlehaven	E01012354	Darlington 008C	Northgate
E01012078	Middlesbrough 005A	Park	E01020671	Derwentside 006D	South Moor
E01012081	Middlesbrough 005D	Park	E01020880	Wear Valley 005D	Dene Valley
E01012092	Middlesbrough 001D	University	E01027539	Wansbeck 002C	Hirst
E01012093	Middlesbrough 001E	University			

Note: Ward names relate to pre-2004 wards.