

Neighbourhoods in Britain

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J54 : Grey Perspective / Bungalow Retirement



Nottingham Road, Clacton on Sea, CO15 5PG



Hazeldown Road, Teignmouth, TQ14 8QR



Fife Road, Herne Bay, CT6 7RE



Haysom Close, New Milton, BH25 6PN

D24 : Ties of Community / Coronation Street



Cumberland Street, Wallsend, NE28 7SB



Albert Street, Mexborough, S64 9BT



Coronation Street, Carlin How, Loftus, TS13 4DN



Elliott Street, Preston, PR1 7XN

A01 : Symbols of Success / Global Connections



Belsize Park Gardens, Hampstead, NW3 4LH



Rothsay Terrace, Edinburgh, EH3 7RY



Great Pulteney Street, Bath, BA2 4BU



Pelham Street, South Kensington, SW7 2NP

Neighbourhoods

- Recurrent
- Architecturally distinctive
- Attract similar people
- Consumer in similar ways

C20 : Suburban Comfort / Asian Enterprise



Wakemans Hill, Colindale, NW9 0UU



Himley Crescent, Wolverhampton, WV4 5DA



The Warren, Heston, TW5 0JW



Headcorn Road, Thornton Heath, CR7 6JS

E32 : Urban Intelligence / Dinky Developments



Lansdowne Way, High Wycombe, HP11 1TR



Lindisfarne Way, Northampton, NN4 0WG



Bullfinch Road, Nottingham, NG6 0NJ



Beechcroft Close, Manchester, M22 7XE

K60 : Rural Isolation / Pastoral Symphony



Wern Ddu, Tyn y Groes, Conwy, LL32 8SS



Lumburn, Tavistock, PL19 8HT



Melmerby, Penrith, CA10 1HF



Dalemoor Farm, Dale, Ilkeston, DE7 4PH

E31 : Urban Intelligence / Caring Professionals



Park Avenue, Hull, HU5 3ER



Agnes Street, Brighton, BN2 3AS



Cambridge Road, Moseley, Birmingham, B13 9UE



Norman Road, Kirkstall, Leeds, LS 5 3JL

Why are neighbourhood types so different?

- Some neighbourhoods impose dominant values

Crime?



Voting?





Front Street, Langtoft, Driffield, YO25 9UA



Maysgreen Lane, Hewish, Weston-S-M, BS24 6R



Great Livermore, Bury St Edmunds, IP31 1JS



Woodend Terrace, Tebay, Cumbria, CA10 3UZ



Yoxall Road, Kings Bromley, DE13 7JJ



Church Road, Empingham, Oakham, LE15 8PN



The Green, Flore, Northampton, NN7 4LG



Woodside, Knutsford, WA16 8BX



Cassino Road, Colchester, CO2 9NG



RAF Leuchars, Leuchars, Fife, KY160JX



Camperdown Road, Arbroath, DD11 3EJ



RAF Shawbury, Shawbury, Salop, SY4 4DZ



Aberdeen Place, Bradford, BD7 2HG



Osborn Road, Sparkbrook, Birmingham, B11 1TT



Ivy Road, Luton, LU1 1DL



Edmundson Road, Blackburn, BB2 1HL



Lysia Street, Fulham, SW6 6NG



Victor Street, Teddington, TW11 8SP



Goodrich Street, East Dulwich, SE22 0ER



Duke Street, Windsor, SL4 1SH

Neighbourhoods

- Some neighbourhoods impose dominant values
- The attraction of others is that there is no dominant set of values

E28 : Urban Intelligence / Counter Cultural Mix



Thurlow Park Road, Tulse Hill, SE21 8JP



Cricketfield Road, Lower Clapton, E5 8NS



Melrose Avenue, Cricklewood, NW2 4JT



Caedmon Road, Holloway, N7 6DH

E29 : Urban Intelligence / City Adventurers



West Ferry Road, Docklands, E14 8JZ



Royal Park, Clifton, Bristol, BS8 3AN



Selhurst Close, Wimbledon, SW19 6AZ



Balham High Road, Balham, SW17 7JA

G41 : Municipal Dependency / Families on Benefits



Fern Road, Tipton, DY1 4DP



Newick Road, Brighton, BN1 9JN



Tamar Street, Plymouth, PL1 4PW



Enholme Close, Sheffield, S3 9QB



Neighbourhoods

- **Some neighbourhoods impose dominant values**
- **The attraction of others is that there is no dominant set of values**
- **On occasion shared values arise from common hardships**

D23 : Ties of Community / Industrial Grit



Lily Lane, Platt Bridge, Wigan, WN2 5LJ



Upper Viaduct Terrace, Crumlin, NP11 3PH



Charles Street, Rhondda, CF40 2UN



Cecil Road, Warmsworth, Doncaster, DN4 9QP

D26 : Ties of Community / South Asian Industry



Aberdeen Place, Bradford, BD7 2HG



Osborn Road, Sparkbrook, Birmingham, B11 1TT



Ivy Road, Luton, LU1 1DL



Edmundson Road, Blackburn, BB2 1HL



Craigavon
Bridge
Brandywell

GIVE
WAY

Blue
one way

HIV IS FOR LIFE. NO
WORLD AIDS



NO BARRIER TRANSMITS
PROTECT YOURSELF AND YOUR
COUNCILS COLLECTIVE BANNER
OFFICE OF PUBLIC HEALTH

At what level do neighbourhood effects operate?

- Postcode / street segment?
- Catchment of pub, school or corner shop?
- Town?
- Journey to work area?

Neighbourhoods

- In some markets behaviour is driven by factors other than class, age, education, household composition etc

K58 : Rural Isolation / Greenbelt Guardians



Church Street, Staverton, Northampton, NN11 6JJ



Lower Stoke, Limpley Stoke, Bath, BA2 7FR



West View, Minskip, York, YO51 9HZ



Back Lane, Souldern, Bicester, Oxon, OX27 7JG

B14 : Happy Families / In Military Quarters



Cassino Road, Colchester, CO2 9NG



RAF Leuchars, Leuchars, Fife, KY160JX



Camperdown Road, Arbroath, DD11 3EJ



RAF Shawbury, Shawbury, Salop, SY4 4DZ

J51 : Grey Perspectives / Sepia Memories



Marine Parade, Saltburn by Sea, TS12 1EH



Widmore Road, Bromley, BR1 3AE



Nugent Court, Dukes Rise, Crowthorne, RG45 6SJ



Bedfordbury, Covent Garden, WC2N 4BW

E34 : Urban Intelligence / University Challenge



Elvet Hill Road, Durham, DH1 3LW



Church Road, Birmingham, B15 3SZ



Clarendon Road, Leeds, LS2 9LB



Booth Avenue, Manchester, M14 6RB

C20 : Suburban Comfort / Asian Enterprise



Wakemans Hill, Colindale, NW9 0UU



Himley Crescent, Wolverhampton, WV4 5DA



The Warren, Heston, TW5 0JW



Headcorn Road, Thornton Heath, CR7 6JS

Attitudes

- Automated vs Personal Channels
- Safety – Openness to change
- Hedonism – Social Responsibility
- Authenticity – Veneer
- Parochial - Cosmopolitan

Local Suppliers

Trusted Reputation

Personal Contact
Service
Niche Brands

Low Income
Renters
City Centre

Married

Investors

Elderly

Rural

Owners

High Income

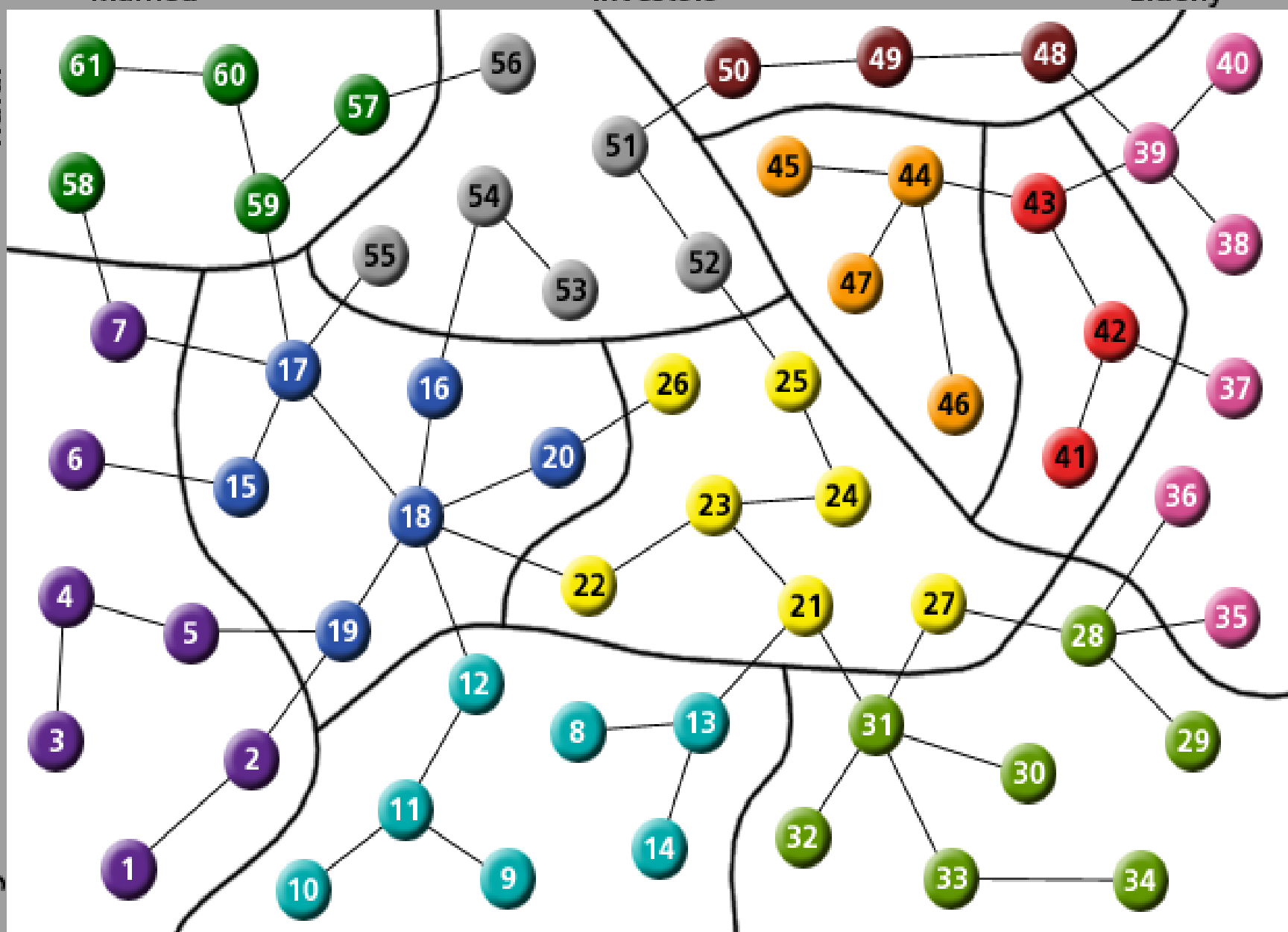
Young

Borrowers

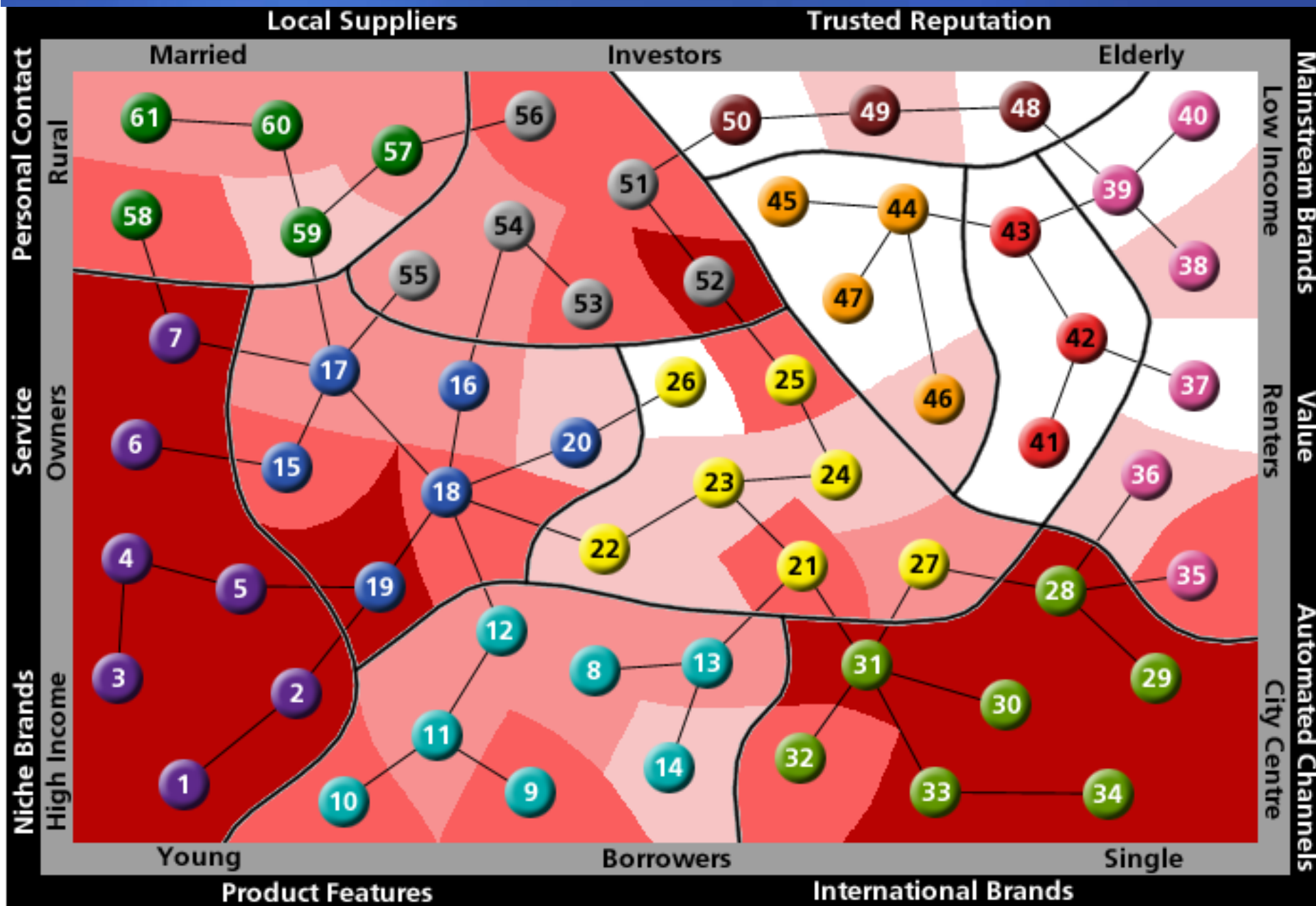
Single

Product Features

International Brands



Theatre and the arts



Segmentation within 'ABC1 areas'

A01 : Symbols of Success / Global Connections



Belsize Park Gardens, Hampstead, NW3 4LH



Rothsay Terrace, Edinburgh, EH3 7RY



Great Pulteney Street, Bath, BA2 4BU



Pelham Street, South Kensington, SW7 2NP

A02: Symbols of Success / Cultural Leadership



Dukes Avenue, Muswell Hill, N10 2PY



Frenchay Road, Oxford, OX2 6TG



Great Western Road, Aberdeen, AB10 6NR



Lammas Park Road, Ealing, W5 5JB

A03 : Symbols of Success / Corporate Chieftains



Uphill Road, Mill Hill, NW7 4RB



Bridge of Weir Road, Kilmacolm, PA13 4NU



Rosebery Avenue, Harpenden, AL5 2QT



Northwold Road, Bolton, BL1 5BH

A04 : Symbols of Success / Golden Empty Nesters



Powland Drive, Plymouth, PL6 6AB



Back Lane, Badsworth, Pontefract, WF9 1AG



Oak Bak, Gloucester, GL4 0AZ



Victoria Road, Brookfield, Johnstone, PA5 8TZ

Dimensions of Status



	Chieftains of Industry	Golden Empty Nesters	Global Connection	Cultural Leadership
Degree	199	179	300	251
Detached house	332	338	10	85
Higher Managerial	253	209	294	224
Higher Professional	240	198	318	298
Director (Large Cpany)	1098	525	655	617
High Value Shares	1073	1072	484	698
House Value	212	156	355	212
Council Tax (Band G)	1641	830	889	1084

A05 : Symbols of Success / Provincial Privilege



Musters Road, West Bridgford, NG2 7DD



Third Avenue, Worthing, BN14 9NZ



Kilburn, Newport on Tay, DD6 8DE



Salutation Road, Darlington, DL3 8AS

A06 : Symbols of Success / High Technologists



Lowry Close, Camberley, GU47 0FJ



Heron Park, Basingstoke, RG24 8UJ

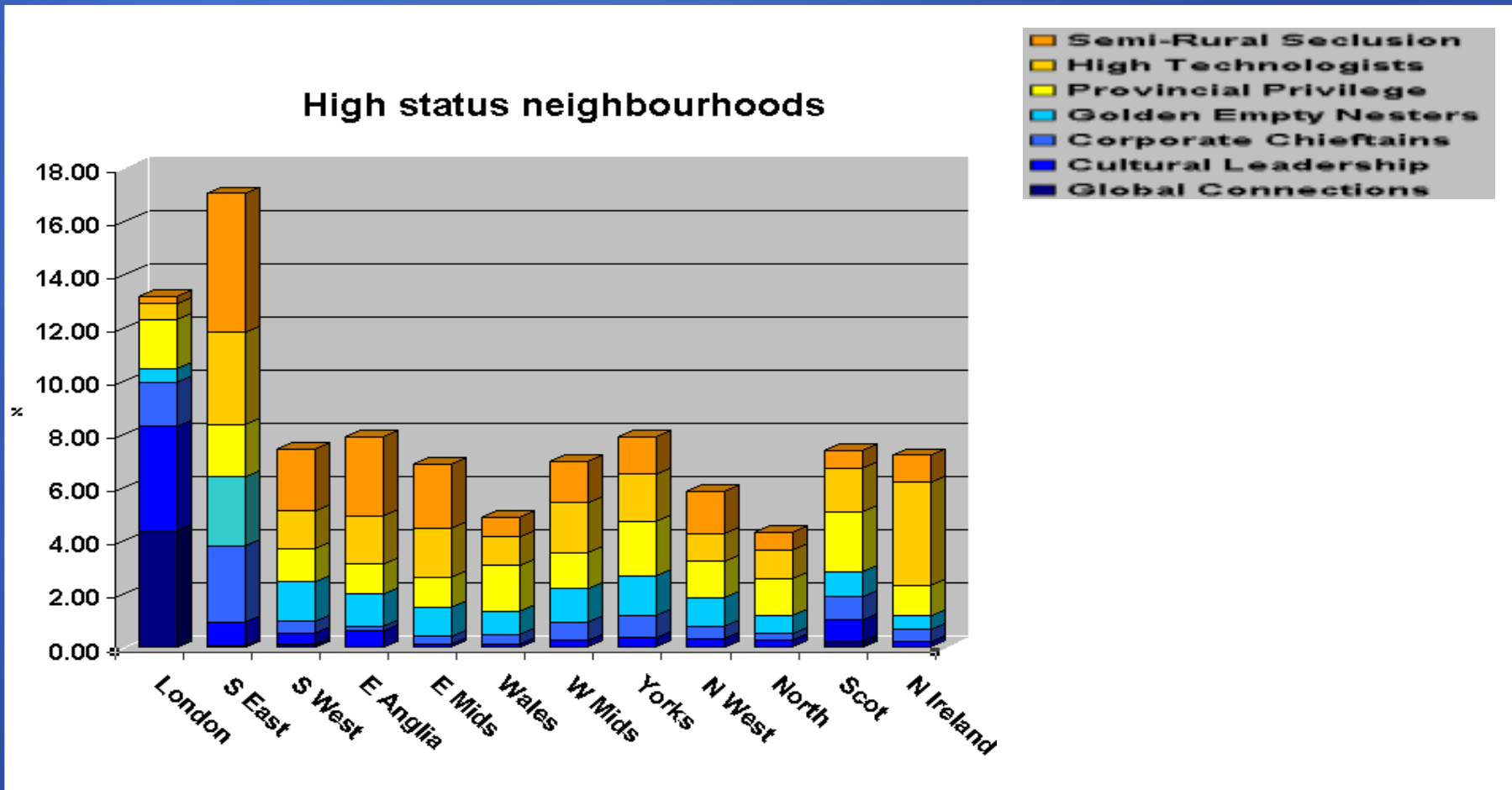


Laverock Park, Linlithgow, EH49 6AT



Furlong Way, Great Amwell, Ware, SG12 9TE

Concentration of affluence in London and the South East



Segmentation within 'Aged 65+ areas'



150 : Twilight Subsistence / Cared for Pensioners



Heathfield Court, Kidsgrove, Stoke on Trent, ST6 3ST



Orchard Gardens, Wallsend, NE28 8AY



Eleanor Walk, Woburn, Beds, MK17 9QY



Milton Gardens, Wallsend, NE28 9LA

J54 : Grey Perspective / Bungalow Retirement



Nottingham Road, Clacton on Sea, CO15 5PG



Hazeldown Road, Teignmouth, TQ14 8QR



Fife Road, Herne Bay, CT6 7RE



Haysom Close, New Milton, BH25 6PN

J53 : Grey Perspectives / High Spending Elders



Church Walk, Long Melford, Sudbury, CO10 9DN



Holmwood Court, Danefield Avenue, Largs, KA30 8RT



Second Avenue, Frinton on Sea, CO13 9ER



Horseshoe Way, Brampton, Huntingdon, PE28 4TN

J55 : Grey Perspectives / Small Town Seniors



King Street, Gunnislake, Cornwall, PL18 9JS



The Avenue, Brecon, LD3 9BH



Kingsway, Burnham on Sea, TA8 1ES



Market Street, Macduff, AB44 1RJ

J52 : Grey Perspectives / Childfree Serenity



Dyrham, Harford Drive, Bristol, BS16 1NW



Gainsborough Square, Bexleyheath, DA6 8BU



Greenhill Court, Dene Road, Northwood, HA6 2DB



Harvard House, Rivermead, Nottingham, NG2 7RB

J56 : Grey Perspectives / Tourist Attendants



Queens Parade, Scarborough, YO12 7JB



South Parade, Budleigh Salterton, EX9 6NR



Mermaid Street, Rye, TN31 7EU



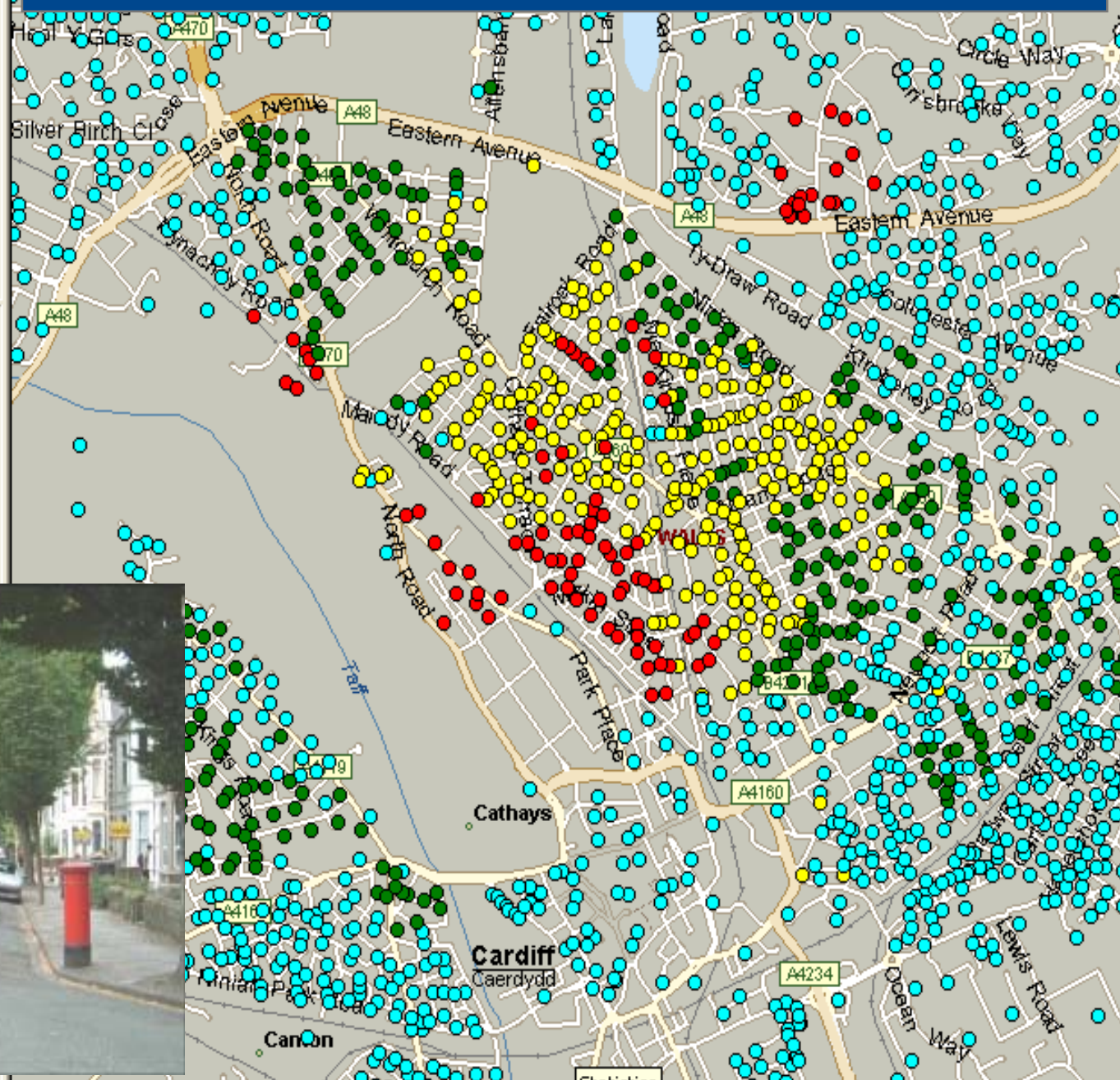
Fassiefern Road, Fort William, PH33 6BD

'Studentification' of inner cities



Proposed by Postcode

- others
- University Challenge
- Town/Gown Transition
- Caring Professionals
- others



E34 : Urban Intelligence / University Challenge



Elvet Hill Road, Durham, DH1 3LW



Church Road, Birmingham, B15 3SZ



Clarendon Road, Leeds, LS2 9LB



Booth Avenue, Manchester, M14 6RB

E33 : Urban Intelligence / Town Gown Transition



Connaught Road, Cardiff, CF24 3PT



Meadow Place, Edinburgh, EH9 1JZ



Staverton Road, Oxford, OX2 6XJ



Warwick Street, Lenton, Nottingham, NG7 2PJ

E31 : Urban Intelligence / Caring Professionals



Park Avenue, Hull, HU5 3ER



Agnes Street, Brighton, BN2 3AS



Cambridge Road, Moseley, Birmingham, B13 9UE



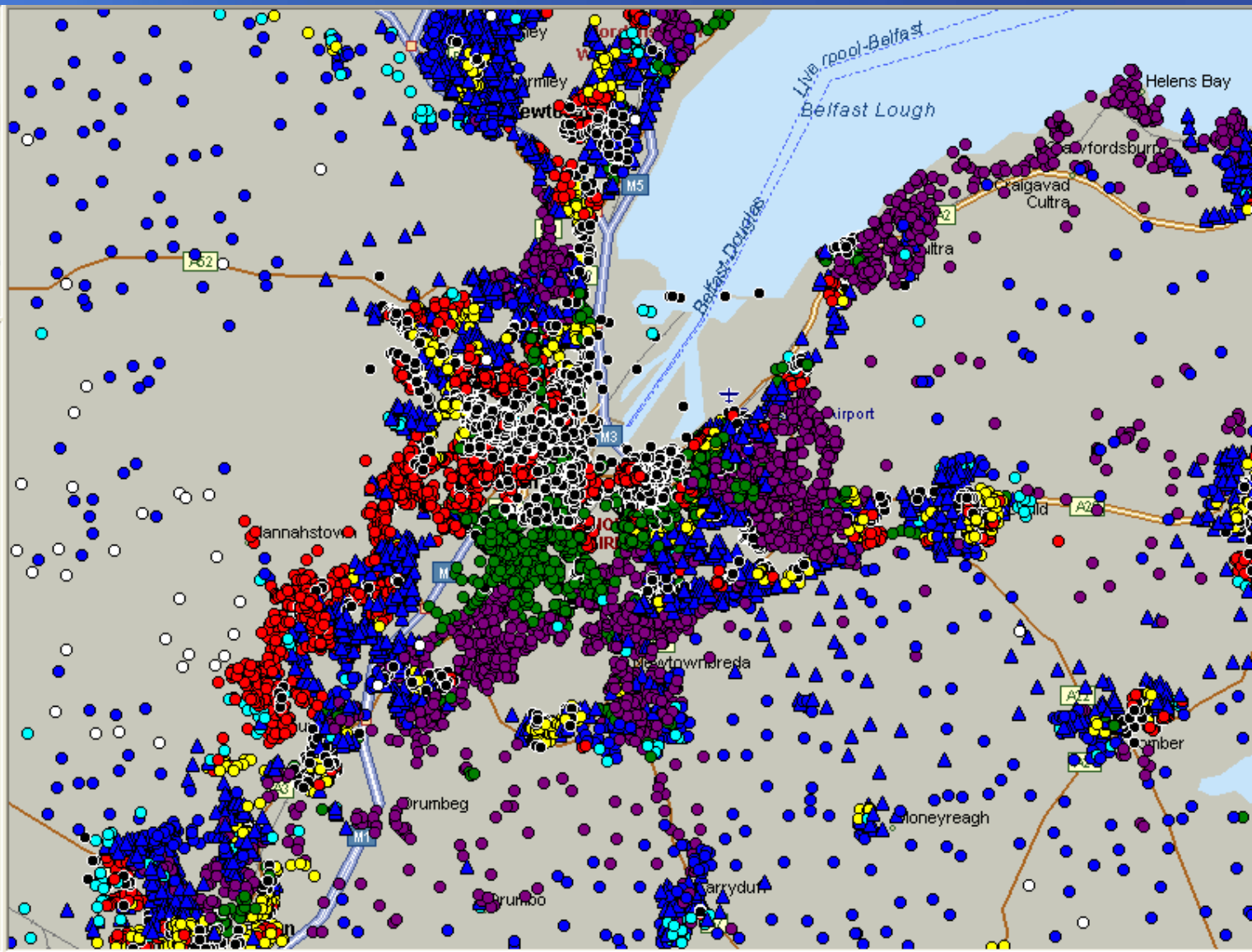
Norman Road, Kirkstall, Leeds, LS 5 3JL

Neighbourhoods do clump.....

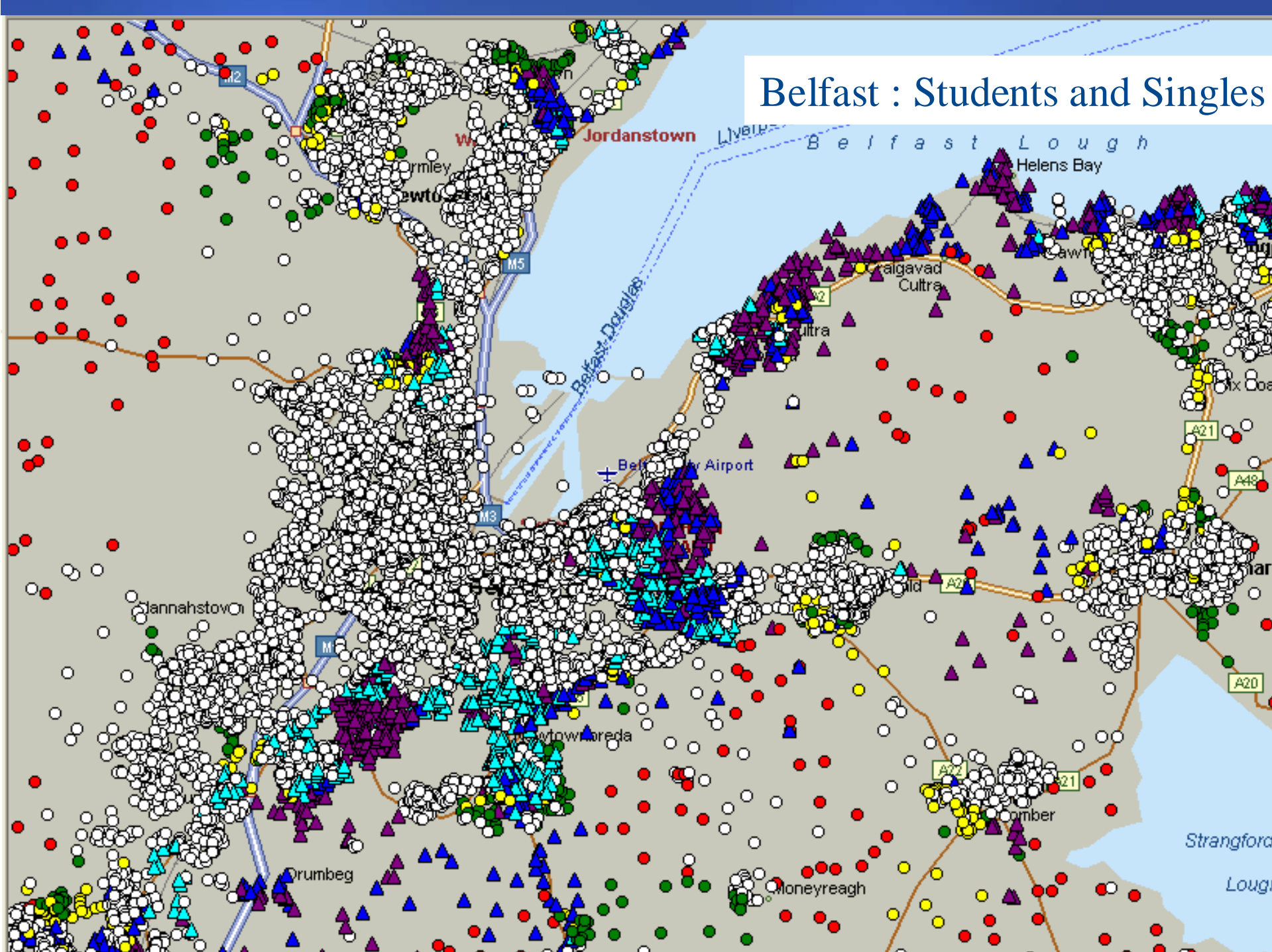


northern ireland

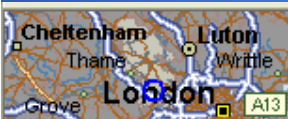
- farming communities
- housing exec tenants
- poor seniors & solos
- students and singles
- small town renters
- younger nestmakers
- ▲ ageing suburbanites
- better off families
- wealth and wise



Belfast : Students and Singles



Neighbourhoods in High Wycombe

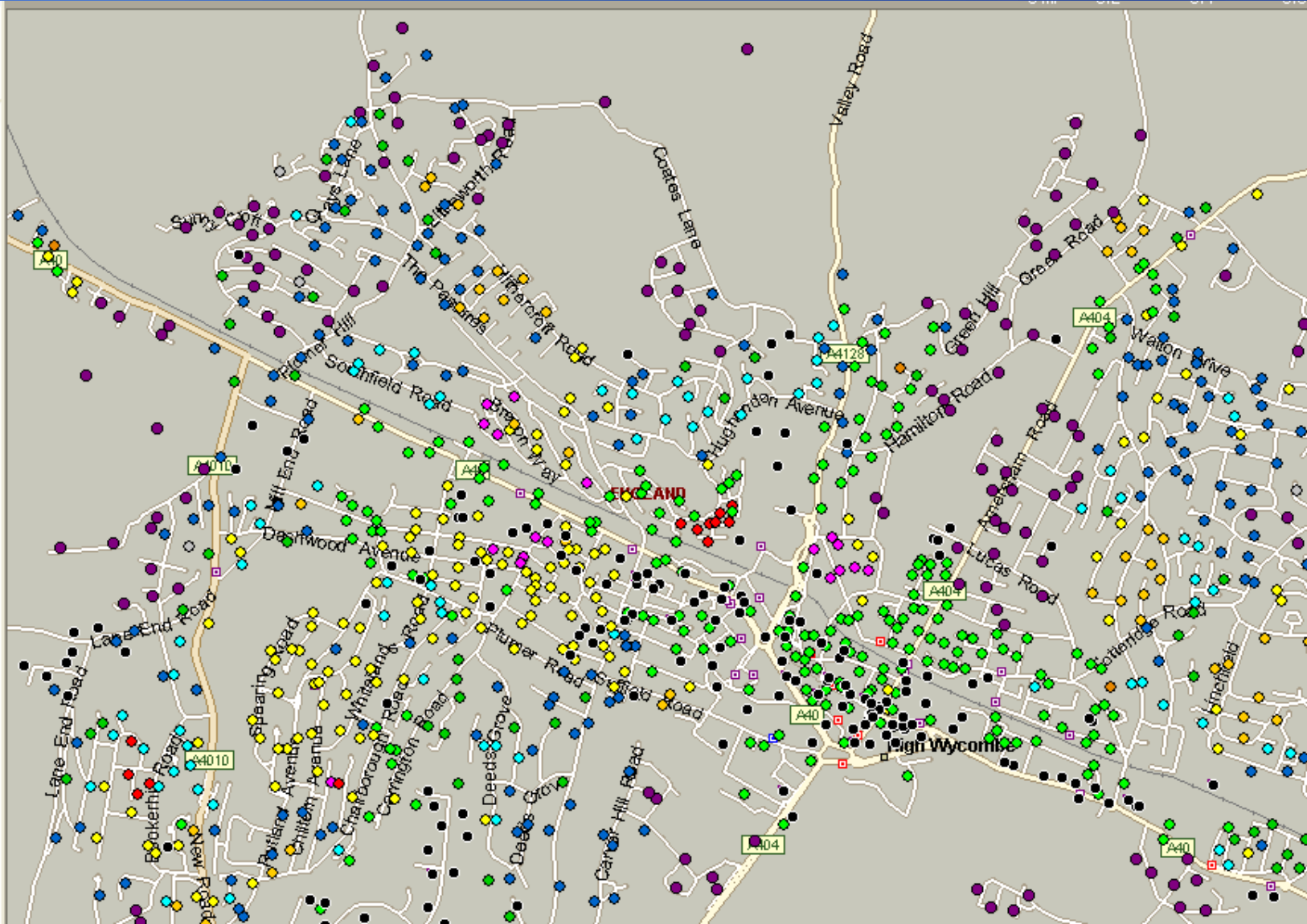


Type of Postcode

- non residential
- Rural Isolation
- Grey Perspectives
- Twilight Subsistence

Group by Postcode

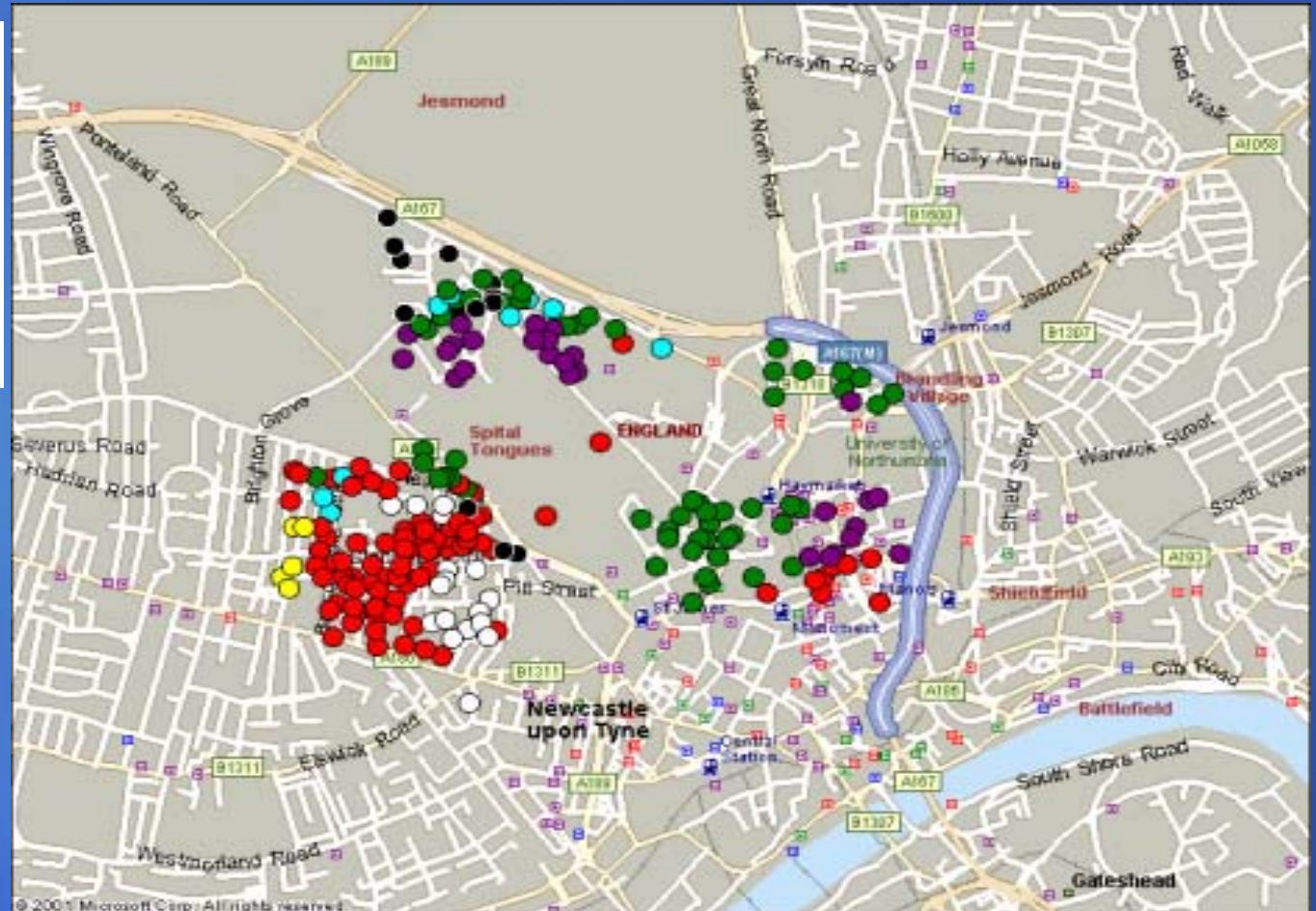
- Blue Collar Enterprise
- Municipal Dependency
- Welfare Borderline
- Urban Intelligence
- Ties of Community
- Suburban Comfort
- Happy Families
- Symbols of Success



....but don't respect admin or postal boundaries

Mosaic by Postcode

- Twilight Subsistence
- Municipal Dependency
- Welfare Borderline
- University Challenge
- Town Gown Transition
- Victorian Villas
- Settled Minorities



Linkages

