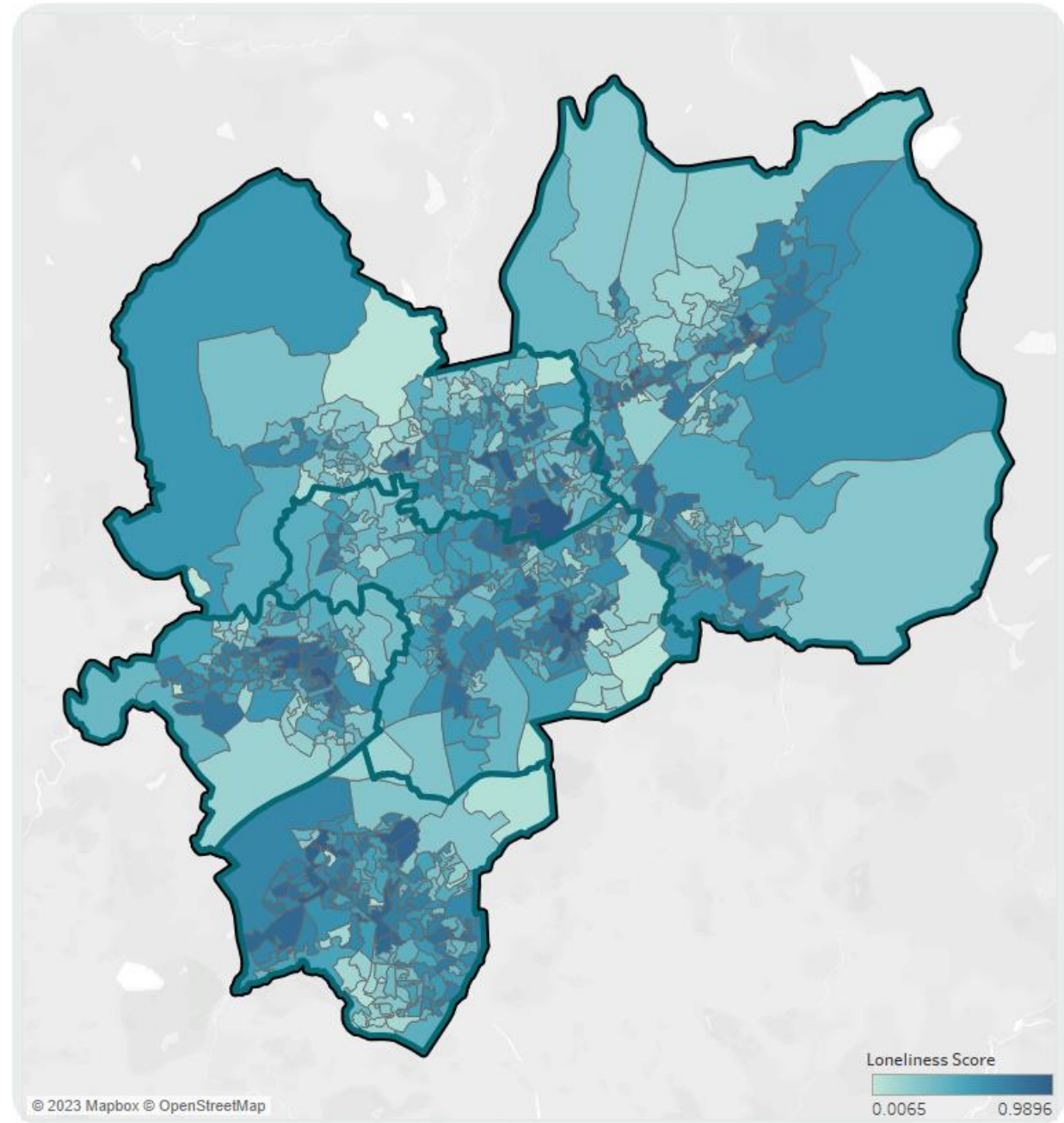
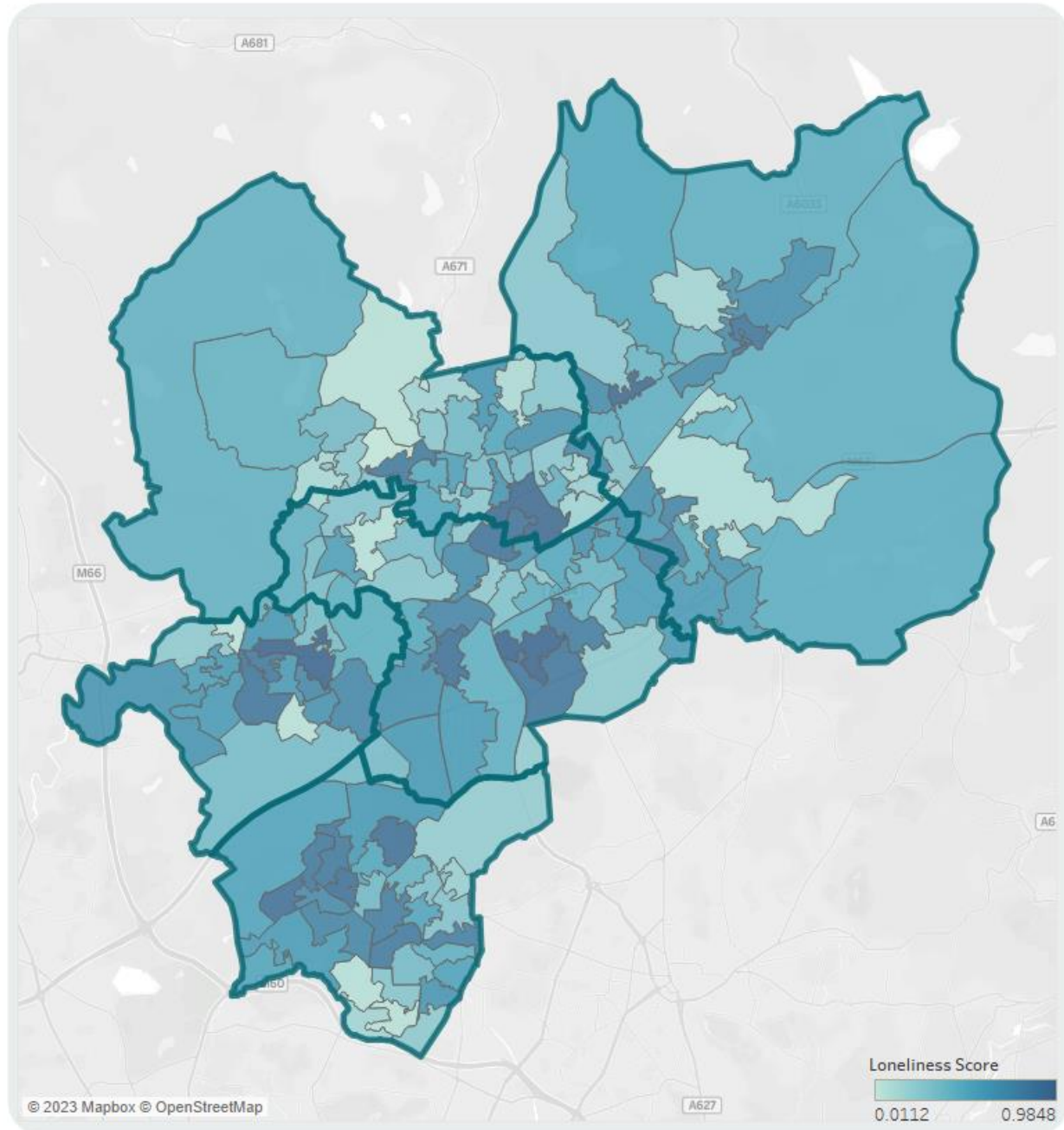


### Area based risk using ONS 2021 Census data

- Started with LSOA (135 areas) and Output Area (almost 700 areas) risk based on data from 2021 Census and ONS research
- Attributes:
  - Single occupant household
  - Do not own a car or van
  - Low annual income
  - Divorced or widowed
  - Poor health
  - Day to day limiting condition
- Scores produced compare Rochdale areas relative to each other
- For each measure areas are ranked using percentiles giving a score of 0-1. These can then be adjusted with weightings
- Maps estimate areas of highest risk but can't say we would expect x% of people in these areas to experience loneliness

# Mapping Loneliness Risk in Rochdale



### Phase 2 – What sort of household types are likely to be at higher risk of loneliness?

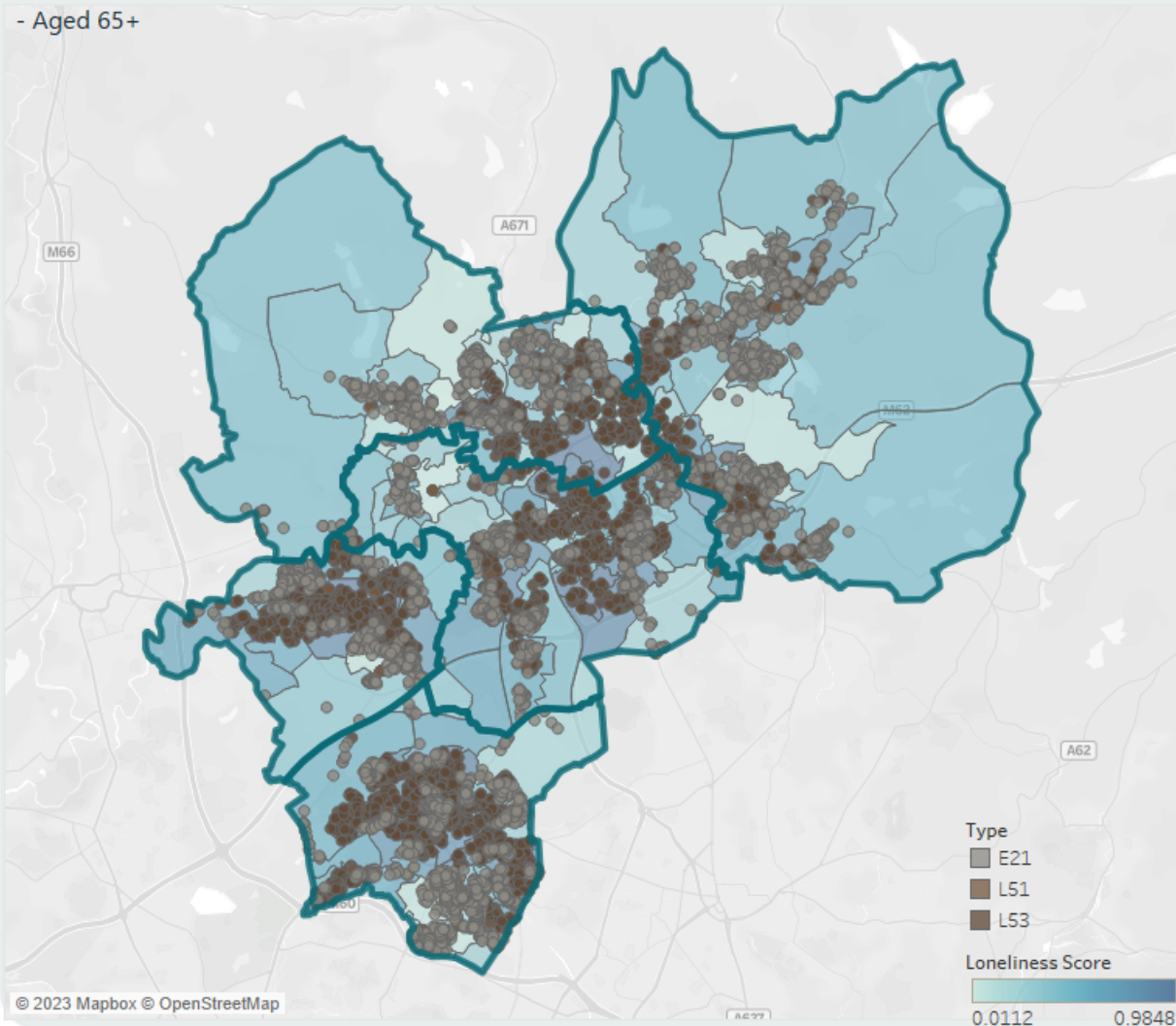
- Identified 4 profiles from research:
  - Profile 1 – Widowed older homeowners living alone with long-term health conditions
  - Profile 2 – Unmarried, middle-agers with long-term health conditions
  - Profile 3 – Young person loneliness profile
  - Profile 4 – Young renters with little trust and sense of belonging to their area
- Used the same methodology of picking attributes from research but used Mosaic (geodemographic segmentation tool) household types rather than area-based Census data
- Each profile had a list of attributes which were either scored or used to restrict available household types (such as age).
- A shortlist of the highest scoring types for each profile were produced and then narrowed down to the top 3 or 4.
- Results mapped over area-based risk data and household counts produced at neighbourhood and ward level.

# Mapping Loneliness Risk in Rochdale

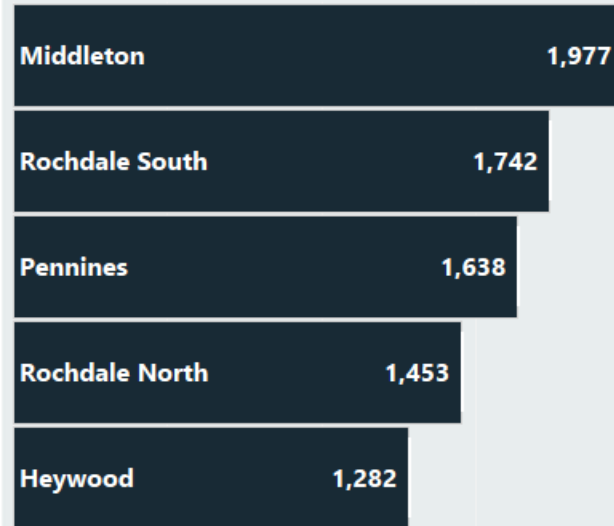
## Profile 1 Map

### Widowed older homeowners living alone with long-term health conditions

- Widowed
- Poor health / Long term health condition
- Living alone
- Homeowner
- Aged 65+



## Household Counts by Neighbourhood



## Household Counts by Ward (Top 10)

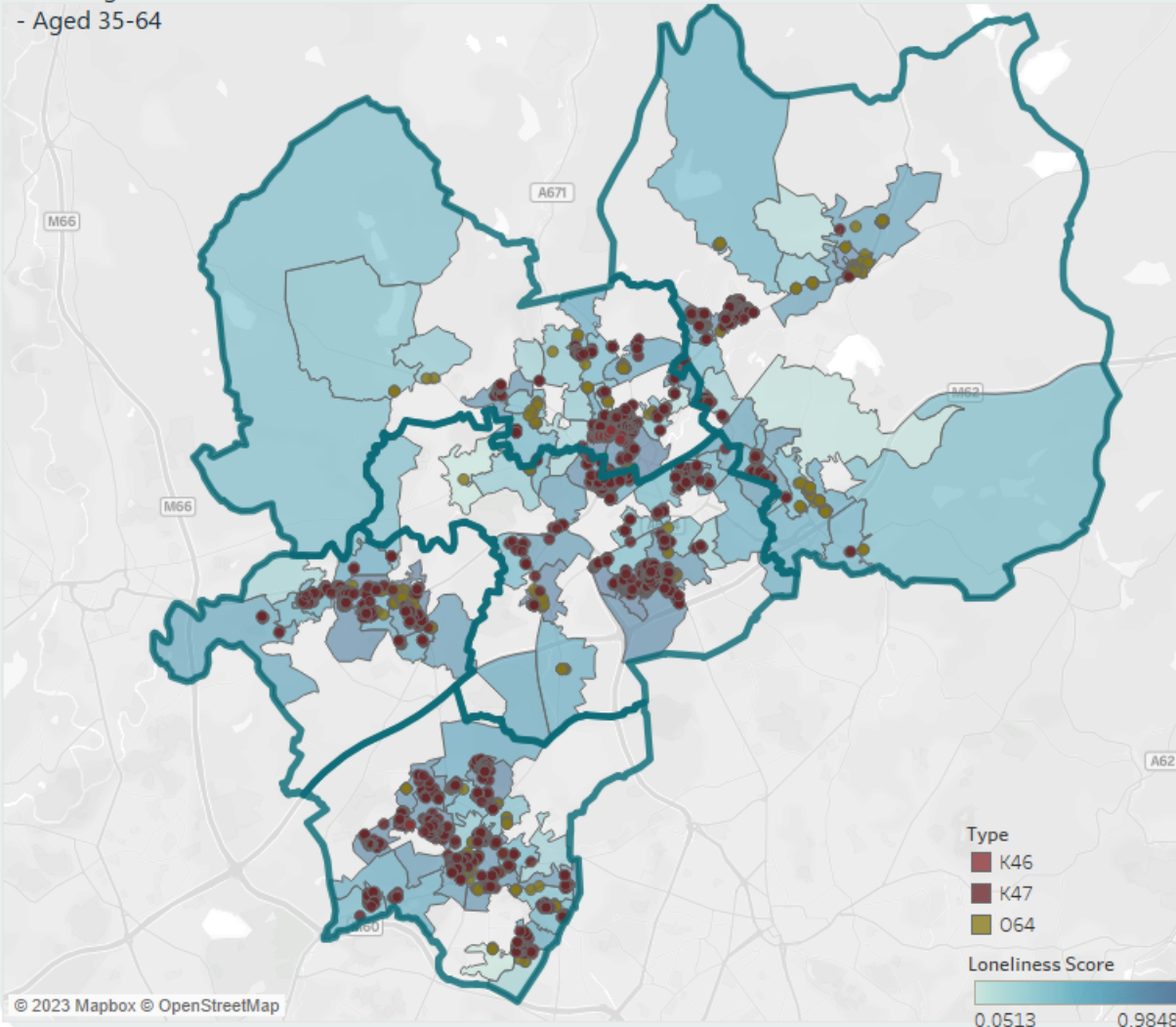


# Mapping Loneliness Risk in Rochdale

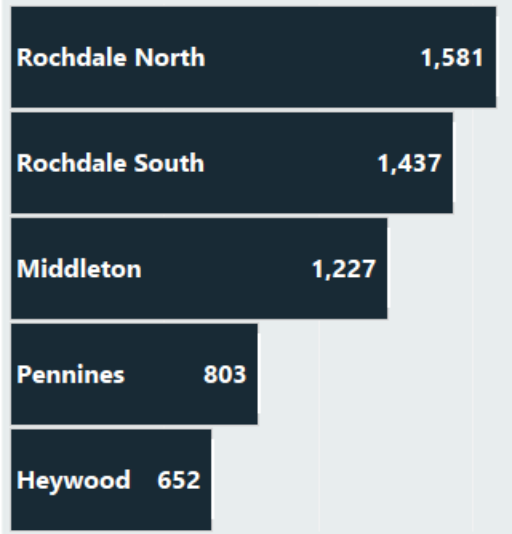
## Profile 2 Map

### Unmarried, middle-agers with long-term health conditions

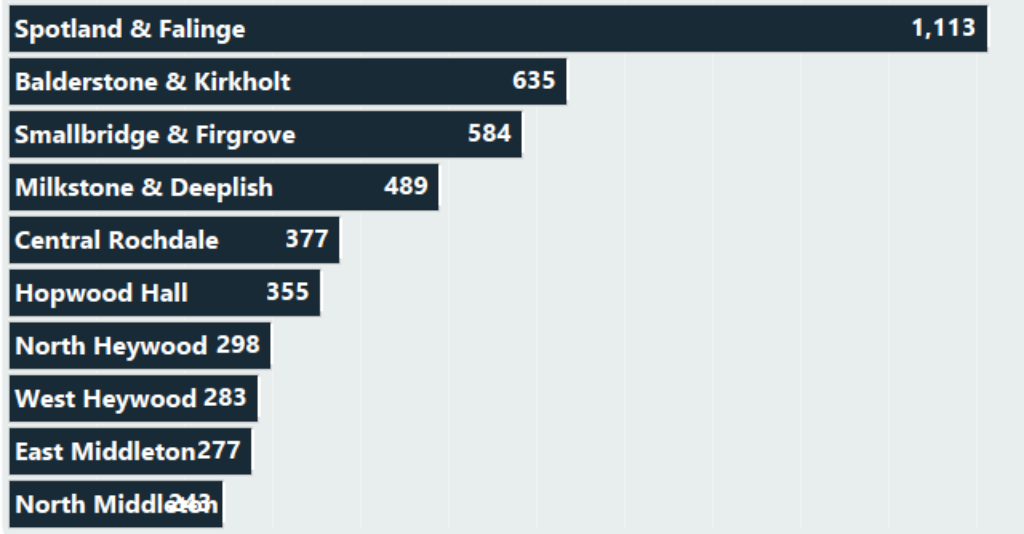
- Marital status single
- Poor health / Long term health condition
- Single occupant in household
- Renting
- Aged 35-64



## Household Counts by Neighbourhood



## Household Counts by Ward (Top 10)

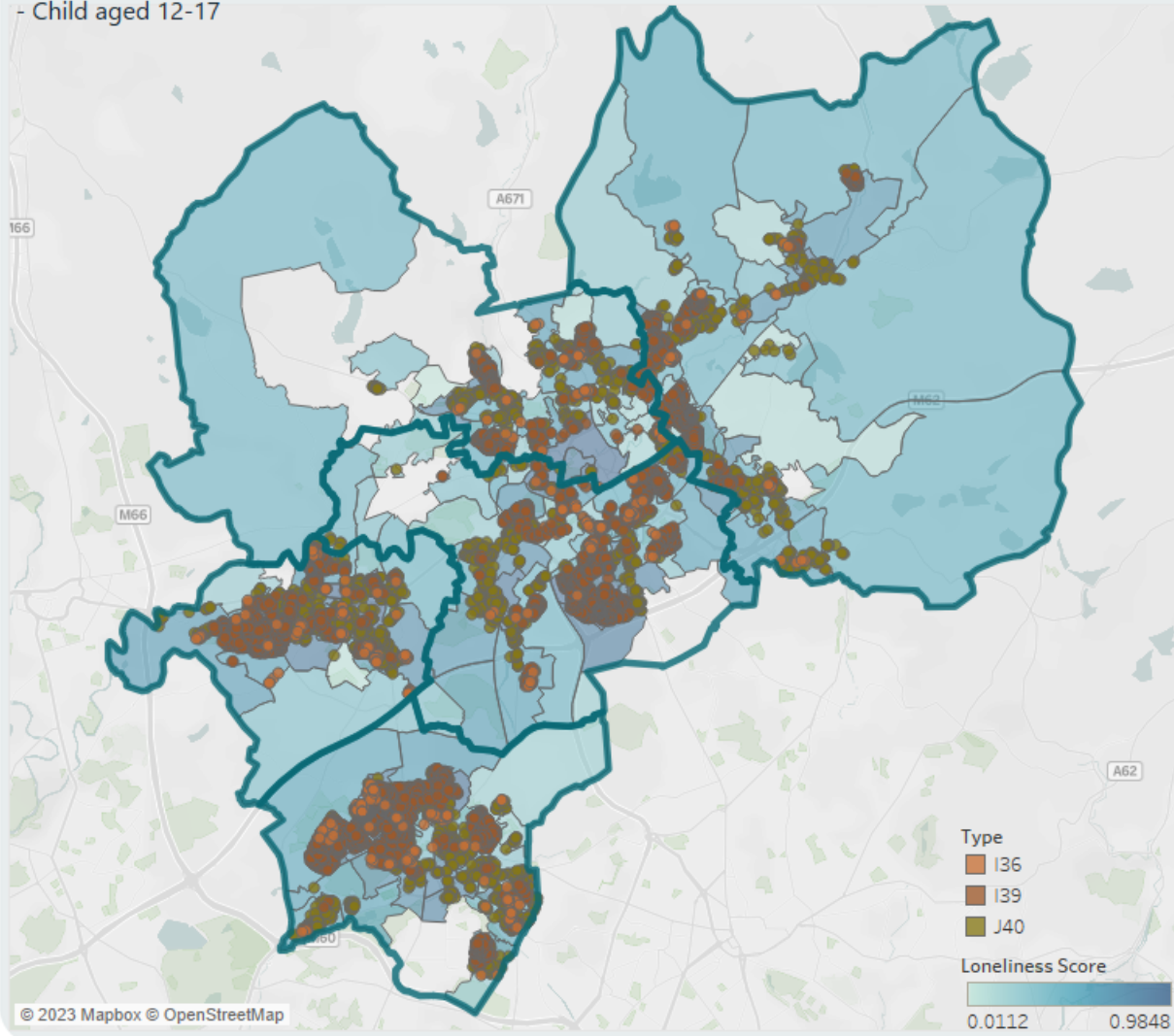


# Mapping Loneliness Risk in Rochdale

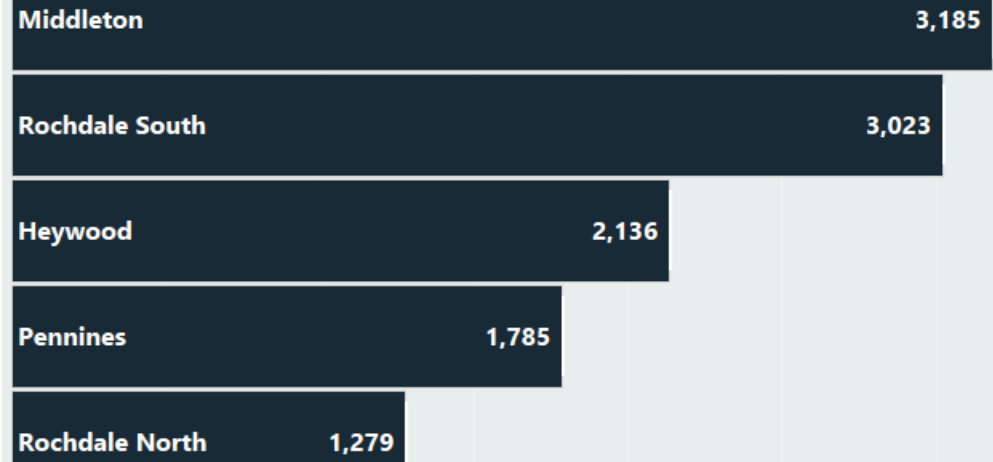
## Profile 3 Map

### Young person loneliness profile

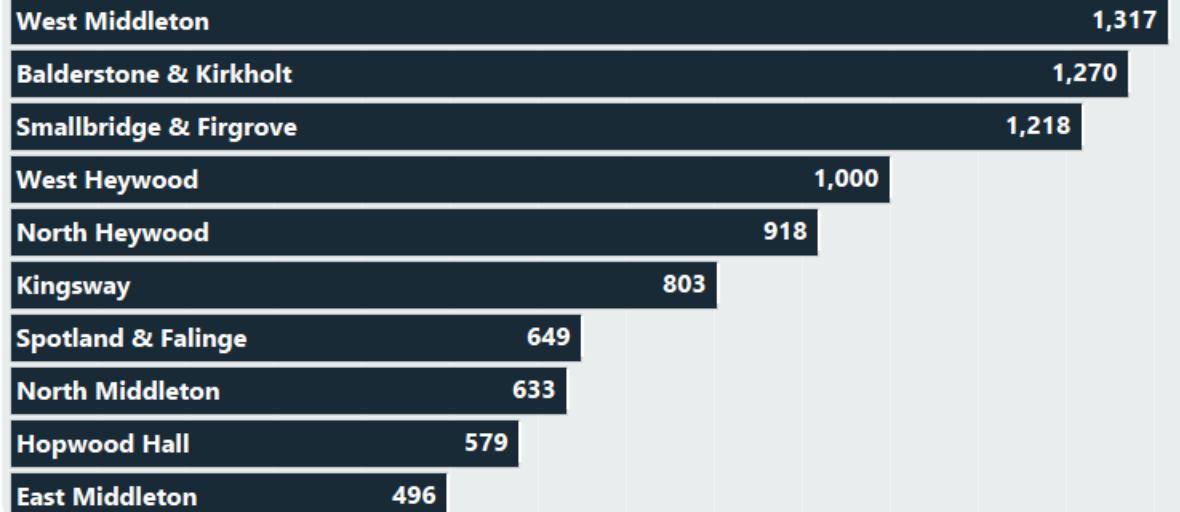
- Eligible for FSM (low HH income)
- Single parent
- Poor health
- Child aged 12-17



## Household Counts by Neighbourhood



## Household Counts by Ward (Top 10)

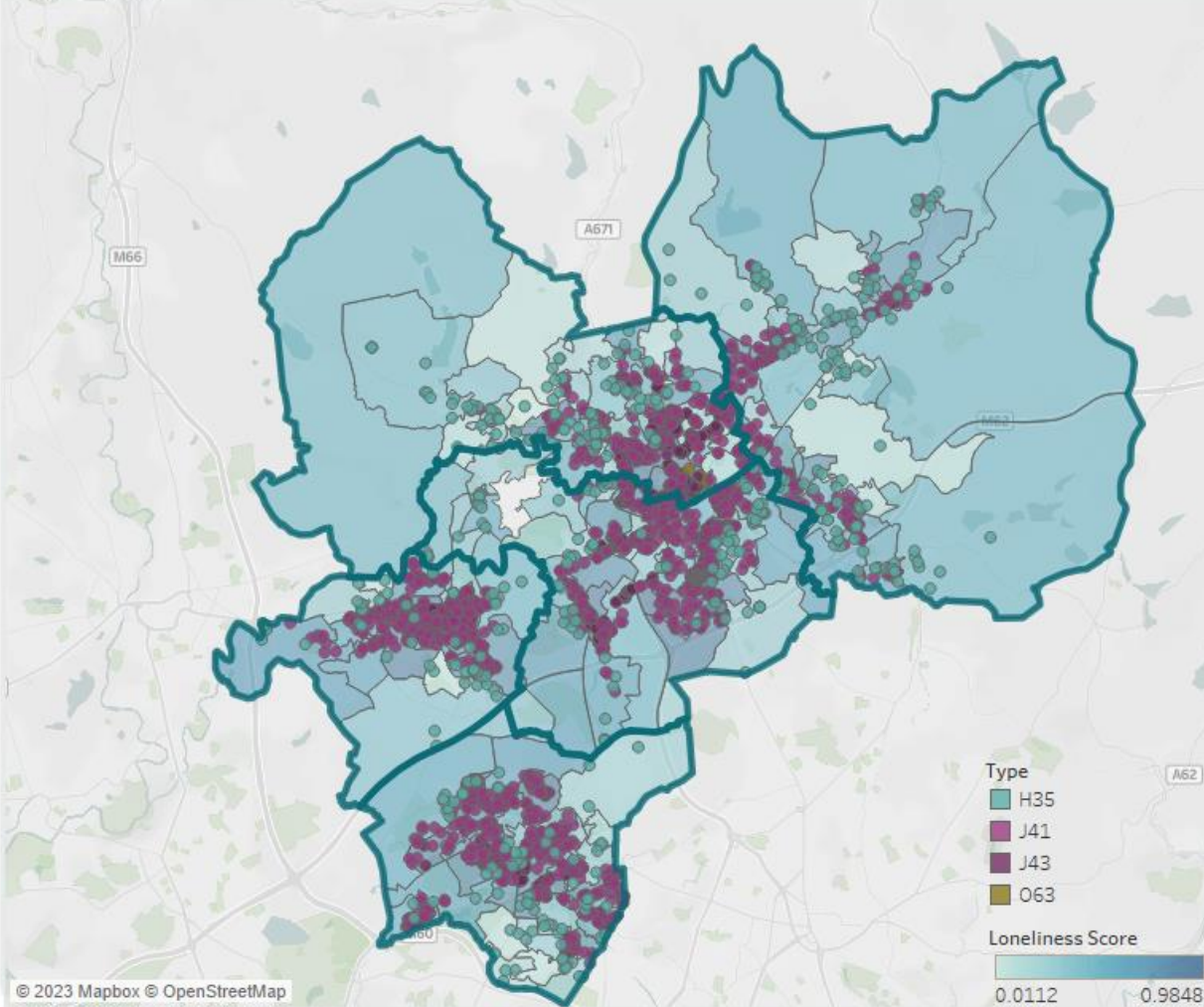


# Mapping Loneliness Risk in Rochdale

## Profile 4 Map

Young renters with little trust and sense of belonging to their area

- Marital status single
- Homesharers and singles
- Renting
- No health problems
- Aged 16-34



## Household Counts by Neighbourhood

Rochdale South 1,045

Rochdale North 1,002

Middleton 705

Heywood 602

Pen 351

## Household Counts by Ward (Top 10)

Central Rochdale 665

North Heywood 346

Kingsway 251

Castleton 238

Hopwood 233

Milkstone 207

Spotland 205

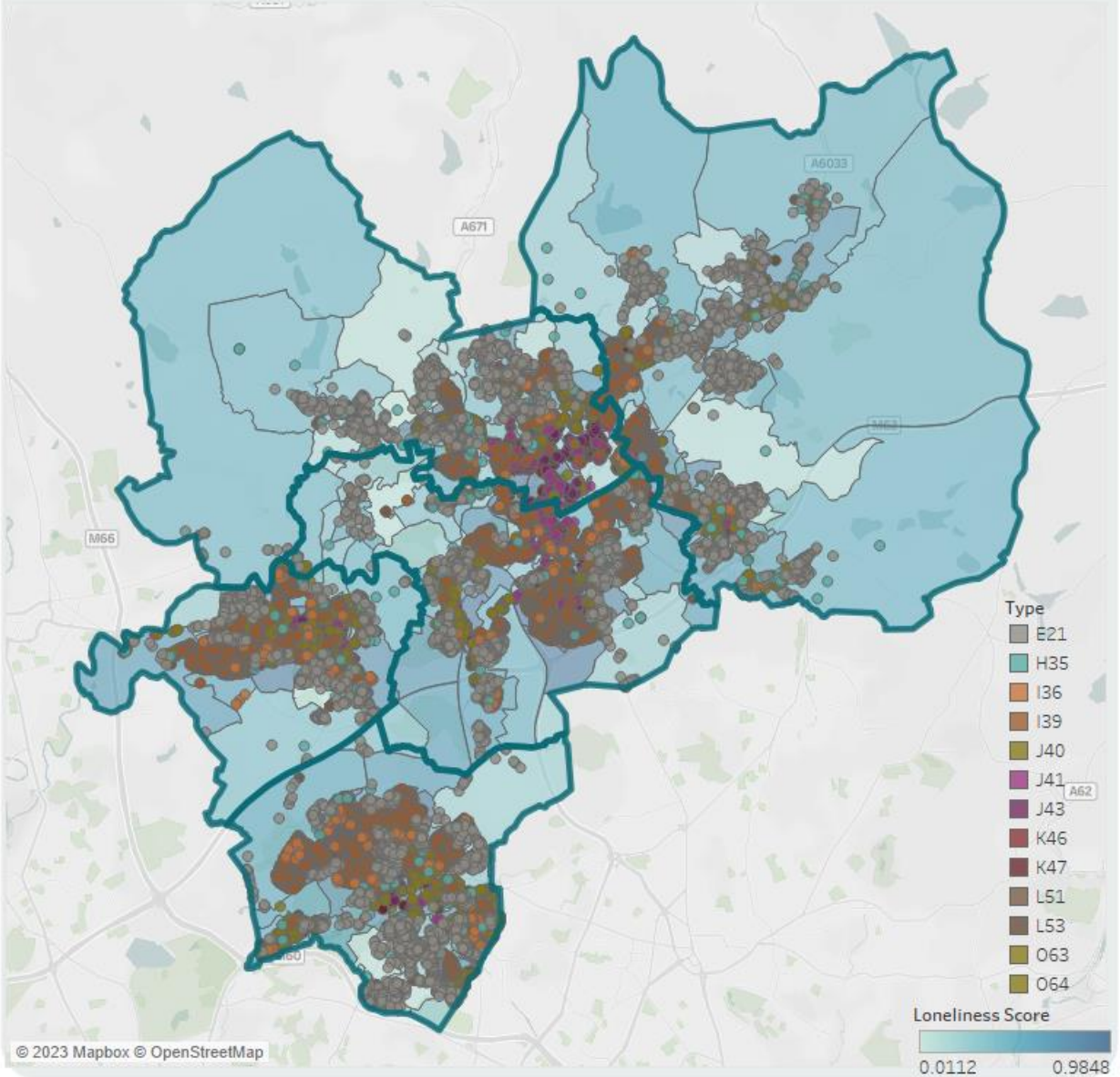
East Mid 202

Balderston 199

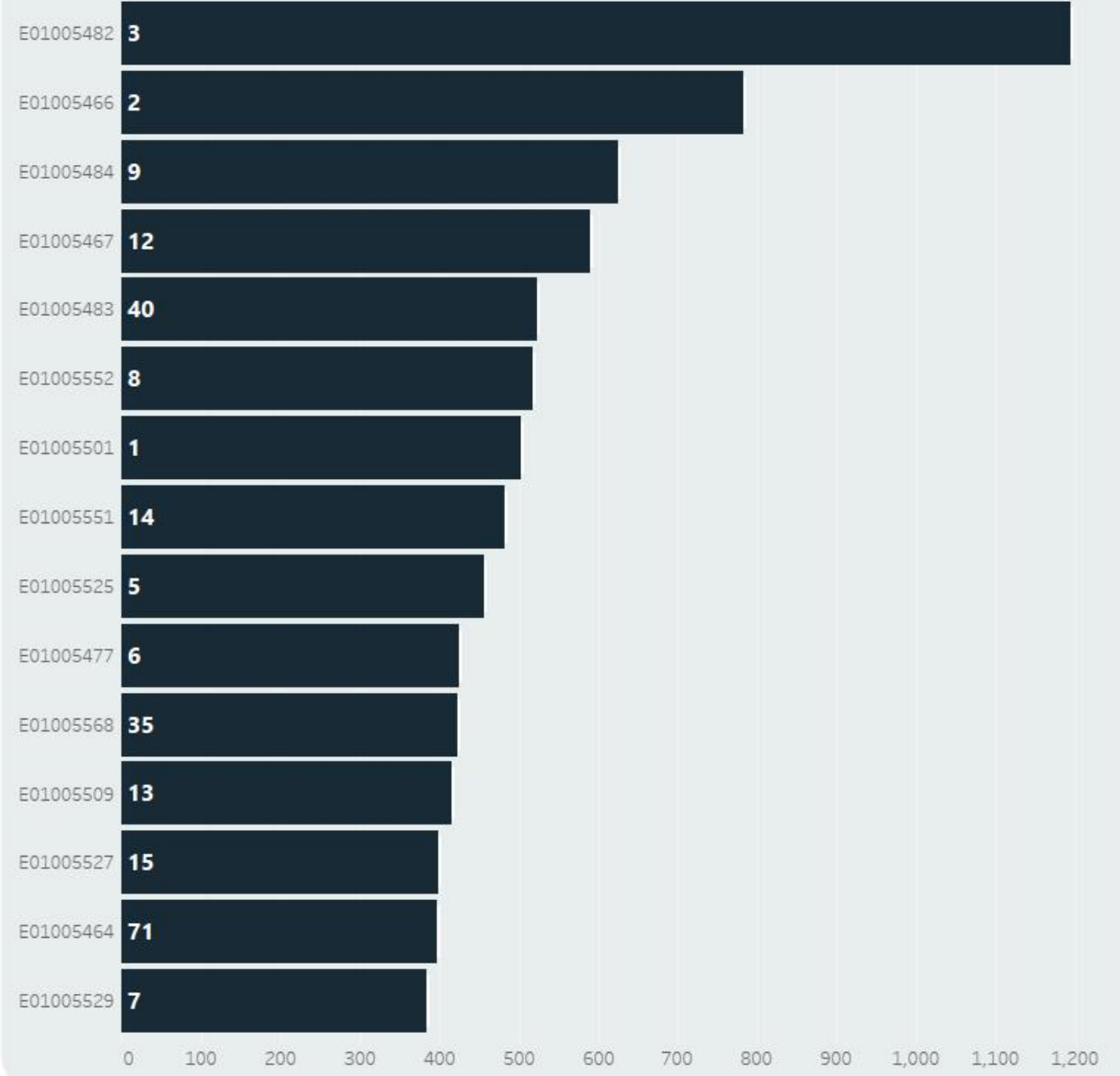
North M 189

# Mapping Loneliness Risk in Rochdale

## All Profiles Map



## Household Counts by LSOA (Top 15)





### Findings and next steps

- The area-based scoring system and Mosaic analysis both correlate with areas of deprivation. This is consistent with ONS research and the latest Active People's Survey findings.
- This is a first draft and could be developed further. For example we could look into whether regional or national data can be used in the scoring system, Rochdale is a highly deprived area, does it still score highly if using other data?
- Use Mosaic types for targeted interventions
  - Long-term health conditions (41.9% people with disability reported feeling lonely at least some of the time)
  - Long-term unemployed /never worked (48.6% people in this social group reported feeling lonely at least some of the time)
- Look at publishing the dashboard to GM Tableau