



QUALITY OF LIFE IN TELFORD

Introduction

Telford is a new town. Formerly part of Shropshire it is now the major settlement in the new borough of Telford and Wrekin. As well as attracting people, Telford has attracted inward investment and is generally perceived to be successful (*Geo Factsheet 102*).

It includes a number of small towns that existed before Telford was designated a new town in 1966. This, together with its industrial legacy as the birthplace of coal-based manufacturing industry, has resulted in a variety of environments in the town.

Telford makes a good case study of how and why quality of life varies in urban environments and how well the new town experience has worked.

Quality of life is a way of measuring standard of living. It includes economic, social and environmental factors that make a community a desirable place in which to live.

Deprivation is a relative term. It applies to people and places having less than would be expected in some respect by the society in which they live, e.g. more of them may be unemployed than is usual.

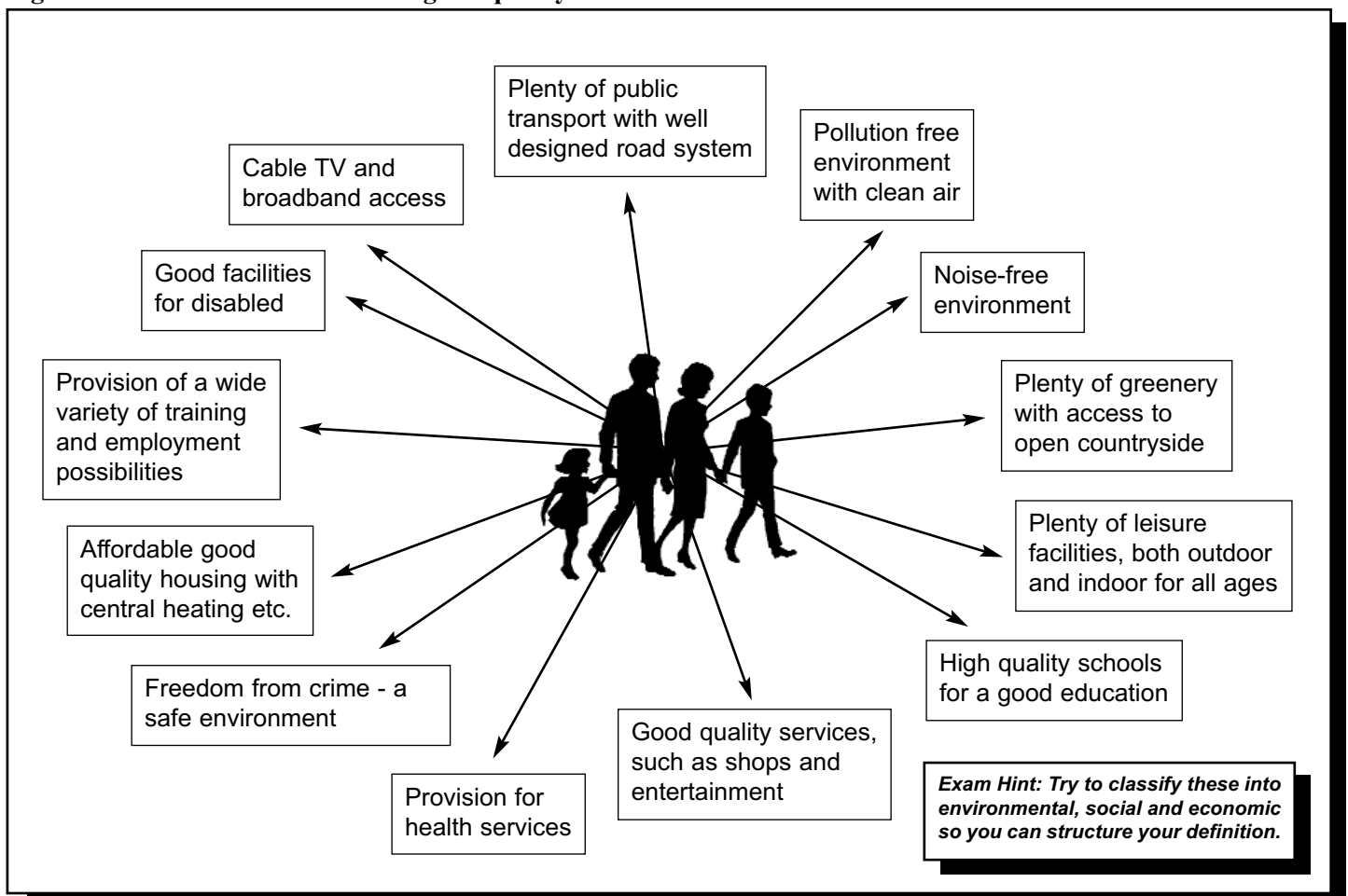
Multiple deprivation is when deprivation exists across a number of indicators, for example, high unemployment, poor health and low educational qualification levels.

Social exclusion. When someone is unable to benefit from or take part in some aspect of society they may be affected by social exclusion. For example homelessness or mental disorders may lead to poor employment prospects.

Exam Hint: Keep a glossary of geographical terms, like the ones above. Revise them before the exams. The specification for the geography course you are studying contains the terms you will be expected to know. Most answers are improved by using technical terms where needed.

What is Quality of Life?

Fig. 1 Some ideas on what makes a good quality of life.



How are Quality of Life and Deprivation Measured?

First published in 2000, the Index of Multiple Deprivation (IMD) ranked wards (areas used to display census data) by their level of deprivation measured by 33 indicators grouped into 6 domains. The results of the Index were used by the Government to target resource allocation, based on need.

The ODPM (Office of the Deputy Prime Minister) has now updated and revised the Index and recently published the IMD 2004. Key changes from 2000 include an increase in the number of indicators to 37 grouped into 7 domains (see Table 1), and the use of Super Output Areas (SOA) rather than wards.

As you can see from Fig. 2, on page 3, SOA (districts) are smaller areas than wards. SOA have populations of around 1,500 and are nested into ward boundaries. This provides better located details with which decision makers can work.

Coursework Hint: if you are investigating quality of life in your own area you can make your own index by ranking the data from the last census. For example the local ward with lowest unemployment is rank1. Add together the ranks for all the indicators you wish to use. This provides a multiple index for your own area of research. Using this method, the lowest number will be the area with the best quality of life. You can display the results using a choropleth map.

Table 1 Domains and Indicators used in the Index of Multiple Deprivation, 2004








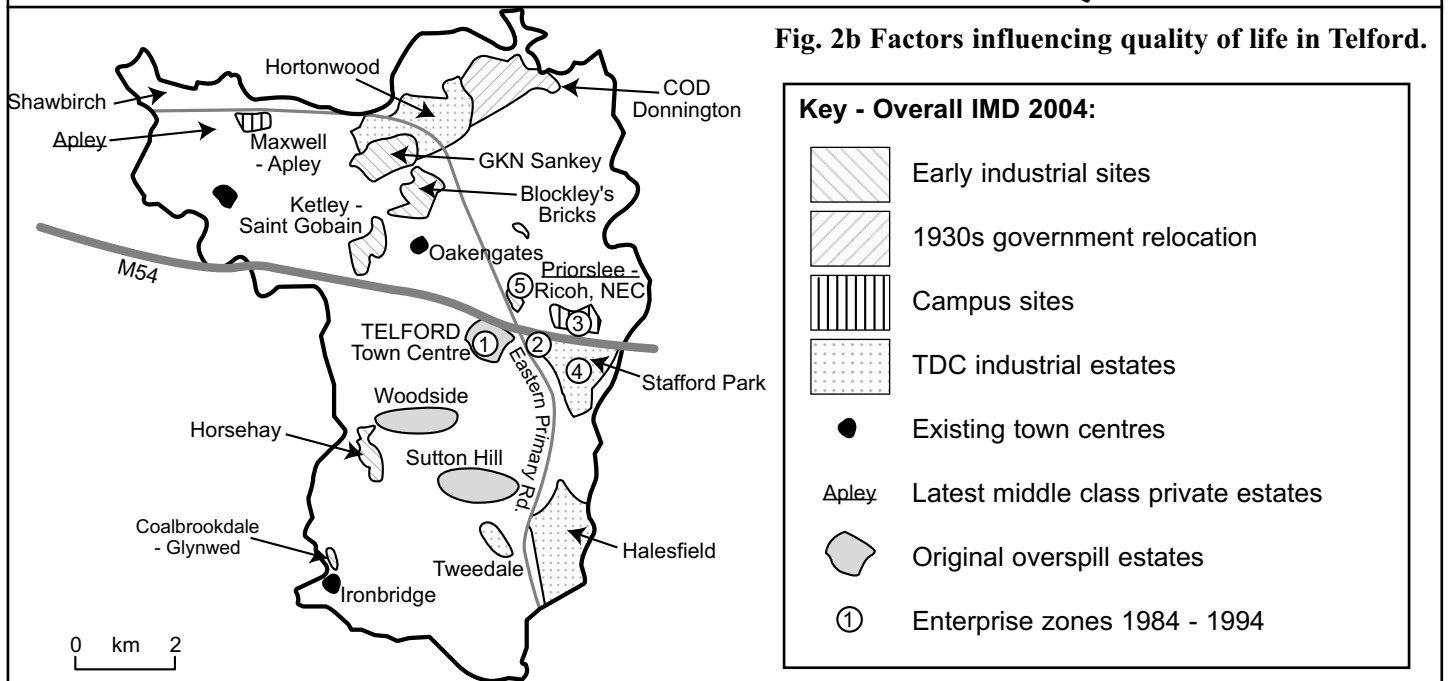
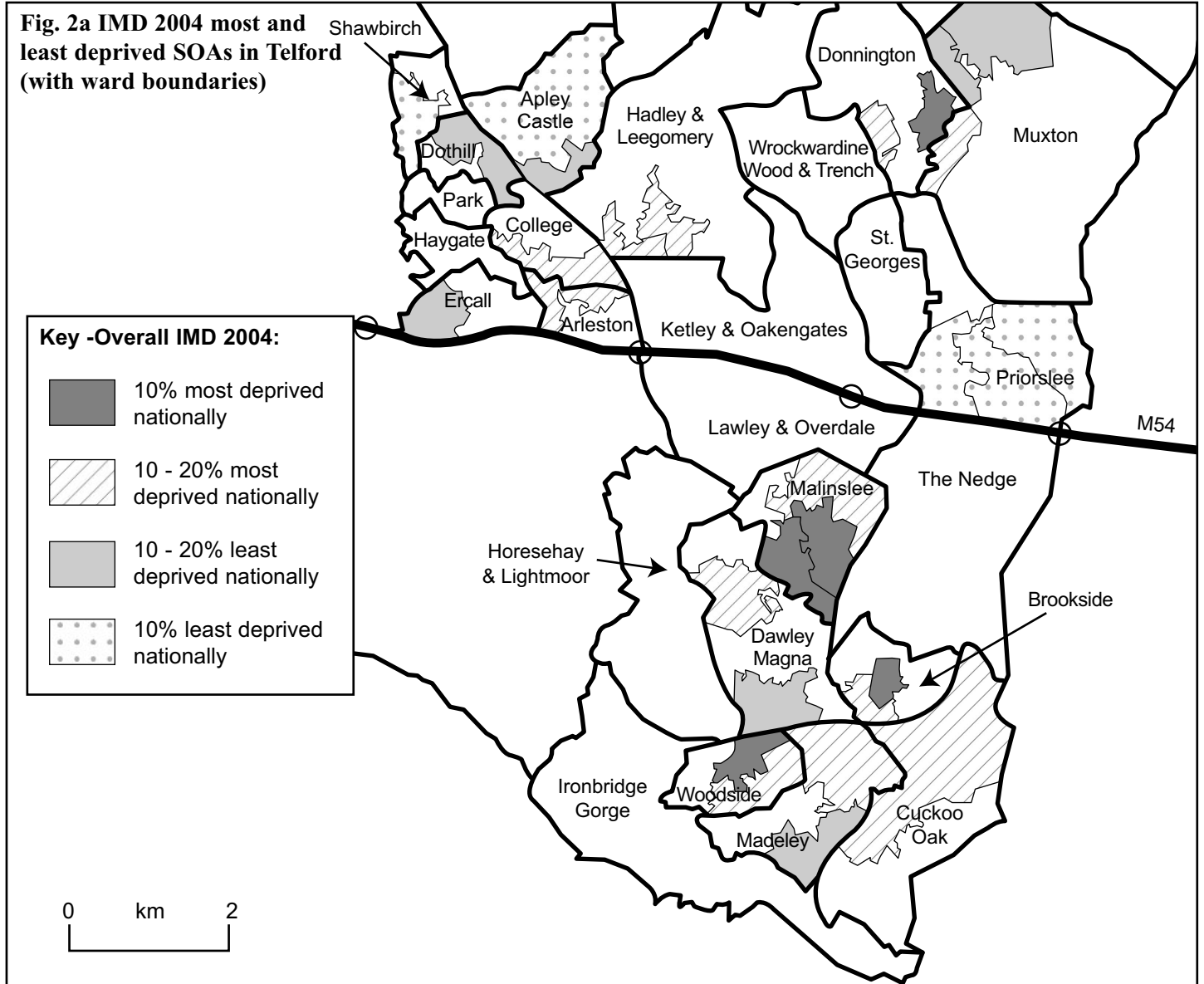
Domain	Indicator
Income 	Adults and children in Income Support households or income based Job Seekers Allowance households or Working Families Tax Credit households or Disabled Person's Tax Credit households whose income (excluding benefits) is below 60% of median before housing costs. National Asylum Support Service supported asylum seekers in receipt of subsistence only and accommodation support.
Employment 	Women aged 18-59 and men aged 18-64 who are unemployment claimants, Incapacity Benefit claimants, Severe Disablement Allowance claimants or participants in New Deal schemes who are not included in the claimant count.
Health Deprivation and Disability 	Years of Potential Life Lost (YPLL). Comparative Illness and Disability Ratio (CIDR). Measures of emergency admissions to hospital. Measure of adults under 60 suffering from mood or anxiety disorders, or committing suicide.
Education, Skills and Training Deprivation 	Average points score of pupils at Key Stages 2,3 and 4. Proportion of young people not staying on in school or non-advanced further education above 16. Secondary school absence rate. Proportion of those aged under 21 not entering Higher Education. Proportions of working age adults with no or low qualifications.
Barriers to Housing and Services 	Household overcrowding. Percentage of households for whom a decision on their application for assistance under the homeless provisions of housing legislation has been made. Road distance to GP premises, a supermarket or convenience store, a primary school and a Post Office.
Living Environment Deprivation 	Social and private housing in poor condition. Houses without central heating. Air quality. Road traffic accidents involving injury to pedestrians and cyclists
Crime 	Burglary, theft, criminal damage, violence.

Fig. 2 Telford



How growth and planning affected the quality of life in Telford New Town

- Telford New Town was designated in 1966 to regenerate a 19th Century declining industrial coalfield area and to rehouse Birmingham overspill populations.
- The New Town Area covered a number of existing settlements including Wellington, a traditional market town and Ironbridge, an historic ironworking settlement, as well as a number of existing housing areas such as Oakengates. The New Town had to be fitted in the available space.
- There was much derelict land and several thousand old coal mine shafts had to be made safe, with many areas prone to subsidence.
- Telford Development Corporation (as with any designated New Town) had powers to acquire land and to grant itself planning permission (subject only to Government approval) so could plan various neighbourhoods with services and develop a large new town centre with appropriate road structure. The intention was to plan from theory into practice.
- In the 1960s new housing estates were quickly built at Sutton Hill and Woodside (*see Fig. 2*), while the road infrastructure was laid down and the new town centre emerged from the mud.
- In the late 80s, with the completion of the M54 link, Telford began to develop larger detached houses for the more affluent, initially at Priorslee but more recently at Shawbirch and Apley Castle (*Fig. 2a*).
- Many town facilities such as the Ice Rink, Racquet Centre, Multiplex Cinema, Bowling and Bingo Club developed in the town centre. A full range of educational facilities up to University level catered for the growing population. Additionally, a range of government and private company offices enhanced the importance of the town centre.
- Telford has been very successful in attracting a large range of industry (*see Fig. 2b*) including Japanese inward investment.
- Telford created a forest city by lining the roads and filling available spaces with thousands of tree saplings.
- Over 40 years there has been considerable change, with much achieved including a wide range of leisure facilities, good health and education services and a range of attractive housing to rent or buy, as well as very good communication networks. However, as in many other urban areas, the facilities are not evenly distributed, and not everybody has access to them.

Exam Hint - Reading information:

- Think about the growth of Telford and for each point summarise how it could have affected the quality of life overall, or within Telford itself.
- How is it that a specially developed New Town can nevertheless have considerable pockets of deprivation?

Quality of life in Telford compared with other areas

Using national results from the IMD the most deprived local authority (council) area is given the rank of 1. There are 354 local authorities in England. According to the 2004 English Indices of Multiple Deprivation, Telford and Wrekin has an overall rank of 112. It has a rank of 84 on the income measure. 57% of the population lives in wards which fall within the top 25% most deprived wards in England (compared to 35% of the national population). More than half of wards have high proportions of people who live in low income families. Seven wards fall within the top 25% of national wards with the highest levels of people who are unable to work due to sickness, disability or unemployment. Half of the wards fall within the top 25% of wards nationally with the poorest health and disability.

More than half of the wards fall within the top 25% of wards nationally with the lowest levels of education, skills and training. A third of wards fall within the top 25% of national wards with the poorest housing. 40% of children live in benefit reliant families – the national average is 27%. Telford and Wrekin is in the top 25% most deprived districts in the West Midlands and is the most deprived district in the former Shropshire for all district level summary measures.

Using SOA data Telford has:

- 5 SOAs in the top 10% most deprived in England
- 15 SOAs in the top 10-20% most deprived.
- The most deprived SOA in the Borough is located in Woodside
- The least deprived SOA is located in Priorslee, followed by Shawbirch.

Why are some areas in Telford suffering from deprivation?

The pattern in *Fig. 2* is influenced by the fact that Telford contains a number of large housing estates developed by Telford Development Corporation in the 1960s. It is often in these estates where residents face many of the problems of poor quality of life. Woodside and Sutton Hill are two examples of early estates that fall short of present day needs. *Table 2* shows the wards that are in the worst 10% nationally and indicates the domains and number of SOAs in each ward. Equally, some of the former 19th Century industrial areas such as Ketley and Hadley emerge as deprived, as does Donnington, largely built in the 1930s.

Table 2 Individual Domain Results for Telford & Wrekin

Domain	SOAs in the 10% most deprived nationally		Total
Income	Woodside (2) Brookside (2) College Hadley & Leegomery	Malinslee (2) Donnington Cuckoo Oak (2)	11
Employment	Woodside (2) Brookside Cuckoo Oak	Malinslee Donnington	6
Health Deprivation and Disability	Woodside Donnington	Malinslee	3
Education, Skills and Training	Woodside (5) Brookside (2) College Dawley Magna Hadley & Leegomery Ketley & Oakengates	Malinslee (2) Donnington (3) Cuckoo Oak (2) Muxton	19
Barriers to Housing and Services	Ercall Magna* Wrockwardine Wood & Trench		2
Crime	Woodside (2) Malinslee (2) Brookside (2) College Cuckoo Oak Arleston Ketley & Oakengates Haygate		10
Living Environment	-		0

*Ercall Magna is a rural area in Telford and Wrekin. It is not in Telford new town.

Other indices have been used, from subsets of the IMD data. *Table 3* shows the location of income deprivation affecting children and older people. The pattern revealed by these SOAs is similar to that for the full IMD.

Table 3 Supplementary Index Results for Telford & Wrekin

Domain	SOAs in the 10% most deprived nationally
Income Deprivation Affecting Children Index <i>(Shows the percentage of children in each SOA that live in families that are income deprived)</i>	Cuckoo Oak (2 SOAs) Brookside (2 SOAs) Muxton Woodside (2 SOAs) Malinslee (2 SOAs) Hadley & Leegomery Donnington College Total = 12
Income Deprivation Affecting Older People Index <i>(The percentage of an SOA population aged 60 and over who are Income Support/Job Seekers Allowance or Incapacity Benefit claimants and their partners, if also aged 60 or over).</i>	Brookside Woodside Malinslee (2 SOAs) Hadley & Leegomery Dawley Magna The Nedge Total = 7

These indicators confirm that the most deprived areas in Telford are Donnington, Hadley, Arleston, Malinslee, Sutton Hill and Woodside. Note that in terms of one indicator, service provision barriers, Telford and Wrekin has very little deprivation.

What is being done?

Telford and Wrekin Council’s approach is a combination of regeneration and neighbourhood working to address the social, economic and environmental problems faced by the most deprived sections of the town’s community. This includes unemployment, poverty, crime, poor housing and a deteriorating environment. It also aims to create wealth and help people to find new jobs. Crucial to this process is obtaining external funding. The Council works with the Government, other organisations including the European Regional Development Fund (ERDF) and the local communities themselves to achieve this. Four neighbourhood co-ordinators, funded through the Single Regeneration Budget (round six), work within six priority neighbourhoods supporting the local Neighbourhood Action Teams (NATs). The NATs are community focused partnerships. They use a multi-agency approach, working together to improve the quality of life in the neighbourhoods. This process is designed to provide the main infrastructure for support networks and community capacity building for tackling the issues of social deprivation.

An area that the Council can directly influence is the re-use of derelict brownfield sites in these communities. Such sites are often centrally located in communities. Bringing new housing into these areas means that people can have easy access to local shopping and schools, which are well served by public transport. This fits in with current Government thinking which recommends that new housing should be built in towns rather than using up precious agricultural land or attractive countryside. The present focus is on the Woodside area, where a major redevelopment scheme is being carried out.

Case Study 1: Cuckoo Oak - a deprived area

Table 4: Facts about Cuckoo Oak

Located in south Telford, Cuckoo Oak developed around the New Town housing estate of Sutton Hill.
The ward age profile is younger than the average for Telford.
It has a high proportion (11%) of lone parent households with dependent children.
Nearly a third of households have no access to a car.
41% of residents had no qualifications
A high proportion of those employed (36.6%) worked in process and elementary occupations.

Cuckoo Oak Community Regeneration is a project partly funded by ERDF. It aims to create an integrated family centre in the deprived neighbourhood of Sutton Hill.

The Sure Start Centre will be part of the Government’s new Children’s Centre Strategy. The building currently on the site failed to meet disability standards for public use and has since fallen into a state of disrepair. It forms part of the regeneration of Sutton Hill Centre, which is currently underway. The building and Sure Start will also employ childcare staff as well as outreach and administrative workers. There will also be a crèche facility for parents to leave their children, whilst receiving training, which will enable them to return to work.

Source: 2001 Census.

Case Study 2: Woodside - a deprived area**Table 5: Facts about Woodside**

Located in south Telford, Woodside is mainly a New Town housing estate built in the early 1970s.
At the last census Woodside had the youngest age profile in Telford.
30.95% of the population was aged 15 or less compared with the Telford and Wrekin Borough average of 22.3%
At 18% the proportion of households that were lone parent with dependent children was more than twice the average for Telford and Wrekin.
37.2% of households had no access to a car.
More than a third of employed residents (36.8%) worked in manufacturing – the highest in Telford.
44.4% of residents work in poorly paid, part-time or shift pattern jobs.
There is a high incidence of cardio-vascular disease and lung related illness.
There are more premature deaths from cancer than the national average.
Woodside has far more under 18 conceptions than the national rate.
Crime statistics show a slightly higher than average rate of burglaries, damage to property and vehicles.

Source: 2001 Census.

In March 2003 a strategic regeneration plan for Woodside was begun. The budget was £17.34 million. The Woodside Project Board comprises a number of agencies working together to regenerate Woodside. They include the Borough of Telford & Wrekin, English Partnerships, the Housing Corporation, Advantage West Midlands, the Wrekin Housing Trust and Government Office for the West Midlands.

A start was made with West 1 in August 2004. The work here included the demolition of 12 dwellings to allow better access to other properties, the construction of 12 new properties (not all in the same location as those demolished) and the

demolition of blocks of garages. Also included is the upgrading of the streets themselves, with better lighting, the extension of many gardens for new parking facilities, new garages within some garden boundaries, and some changes to existing dwellings. Fundamental to the success of the scheme is the creation of a Home Zone along Westbourne and Wyvern, intended to create a safer environment for pedestrians and vehicles. This will enhance the safety of children going to and from the William Reynolds schools at the end of Westbourne.

The demolition of some parts of Woodside is necessary to regenerate the area. The existing community and youth centres, plus space used currently for commercial and religious purposes, will be knocked down and form part of the new Woodside Multi-use Centre. Funded by ERDF, it will bring statutory agencies together in partnership to deliver services. The centre will provide facilities for: learning, training, skills development, new nursery/childcare facilities, a family centre, crèche, health care, social care, community finance initiatives, (e.g. Fairshare, Credit Union) a base for outreach services for agencies such as Jobcentre Plus, Connexions, and a range of activities for the community and youth of the area. It is intended that the centre will act as a meeting place with a coffee shop on site. Community capacity building initiatives will also be possible via the voluntary sector. There are plans for the commercial letting and rental of space within the centre, for both retail and office accommodation, with the aim of supporting micro-business, providing employment opportunities for local residents. Once the Centre is built, employment opportunities in catering and childcare will be available.

An important issue is that local people do not have confidence in their personal safety, particularly when out at night. In a recent survey residents said they were not satisfied with the facilities and activities available to young people. They felt that this led to boredom and then trouble with vandalism. A priority will be to reduce the level of motorcycling on the footways. This will be achieved through a combination of legal action and encouragement to use facilities such as the successful MAX Motorcycling project, which has started on Woodside. The NAT is working with the Government backed Jubilee Surestart initiative which brings in more resources for families with children up to four years.

Case Study 3: Malinslee**Table 6: Facts about Malinslee**

Malinslee ward is located in South Telford.
Malinslee is ranked among the 10% most deprived wards in England for Income & Health.
The ward has an under 18 conception rate and a premature mortality rate for circulatory diseases which are higher than the national average.

Source: Telford and Wrekin Council

In autumn 2000, a 'Quality of Life' survey was completed to find out the views of local residents. Three key issues were of concern:

- Crime and vandalism
- Maintenance and appearance of the environment
- Facilities for young people

These key issues and related concerns (including improving health, raising educational achievement and life long learning) guide the work of Dawley and Malinslee Partnership.

The council has allocated additional resources for tackling issues of crime and nuisance. Some of this money is being used to fund street wardens in key areas of the borough such as Woodside, Sutton Hill, Malinslee and Donnington, which is in North Telford.

Case Study 4: Priorslee - the best area in Telford

In the mid 1980s the Telford Development Corporation was working hard to attract inward investment from Japan. It opened two Campus Sites for industrial development. They had an up market image; leafy landscaped areas designed for the well-educated workforce of the future. One of these sites was at Priorslee and it attracted suitable investment in the form of Ricoh. Now Wolverhampton University has opened a campus here. Population has grown rapidly in Priorslee, where more than 75% of the houses are detached and nearly 60% of households have access to two or more cars. Children are more likely to come from a household with a married couple than anywhere else in Telford and only 9.8% of residents had long term illness (2001 Census), almost half the average for the borough.

Case Study 5: East Ketley - Telford Millennium Community Project

An important aim of this project is to demonstrate new ways of constructing energy efficient, environmentally responsible developments.

The plan, devised after a community based consultation exercise, includes:

- A residential development of up to 750 homes, including affordable housing and some live-work units.
- A single form entry primary school incorporating facilities for indoor recreation and community use. It will be located in the first phase of development, making it available for early residents of TMC
- Business and commercial - provision for small scale office, retail, leisure and community uses
- Open space - significant conservation areas are included as well as dedicated children's play areas and a new park to be designed in partnership with the community
- Infrastructure - all roads, public rights of way, car parking, utilities and drainage required to service the development
- New community centre - enhanced facilities to replace the existing Parkside Centre.

Further Reading

Changing Industry-Case Study of Telford, Geo Factsheet 102, Curriculum Press.

Telford, the Making of a New Town, M. DeSoissons, Swan Hill Press.

Borough of Telford and Wrekin Census Profiles 1991-2001, Telford and Wrekin Borough Council.

Useful Websites

www.telford.gov.uk

www.statistics.gov.uk

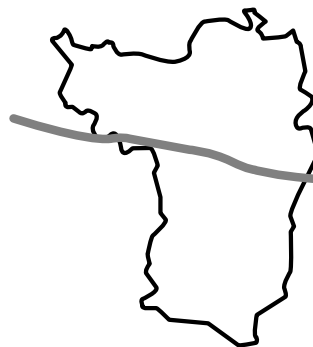
Practice Questions

With reference to any named large urban area (usual threshold is 50,000 plus):

1. Describe the nature and location of its disadvantaged areas using a map to illustrate your answer. (10 marks)
2. Examine the measures that are being undertaken to improve the quality of life of the disadvantaged people. (10 marks)

Answers

1. Important considerations here are locational accuracy. Fig. 1 is the kind of map, but it would not be possible to draw anything this detailed in an examination. Telford's outline is rather like a 7 (see Fig. 2) with a line across it for the M54. Practice drawing this simple outline and mark on it the locations of the most deprived areas. Explanatory annotation could be used to describe what makes the chosen areas (Woodside, Sutton Hill etc) deprived.



The question asks for nature and location – nature could include whether inner city or socially excluded council estates, with details of age and type of housing.

2. Briefly define quality of life and then choose some key locations, such as Woodside. Projects may deal with environmental, social or economic issues. This Factsheet provides you with detailed examples of a range of recent schemes, but be sure to link these with improved quality of life.

Acknowledgements

This Factsheet was researched by Frank Mugglestone, Principal Examiner, who formerly worked at New College, Telford.

Curriculum Press, Bank House, 105 King Street, Wellington, TF1 1NU. Tel. 01952 271318. Geopress Factsheets may be copied free of charge by teaching staff or students, provided that their school is a registered subscriber.

No part of these Factsheets may be reproduced, stored in a retrieval system, or transmitted, in any other form or by any other means, without the prior permission of the publisher.

ISSN 1351-5136