

# Community Asset-mapping Project

## Introduction

This paper provides a summary and analysis of the community asset-mapping project undertaken in three pilot communities in August 2008 – Toft Newton, Wrangle and Wragby.

The aim of the project was to:

- provide a detailed profile of the pilot communities which includes statistical data, social demographics, local knowledge, feedback and which incorporates information from district, parish and partners
- undertake focused analysis of the communities and their assets using the profile
- test whether the method of community mapping could be used to help inform service provision, maximise assets and mitigate isolation
- recommend whether this method might be rolled out more widely across the county

It was further anticipated that the project would also enable the team to identify the area's economic, cultural, social and environmental assets. This could be fed back into the community at parish level, helping them to realise the potential of their local area. By taking forward several community asset-mapping projects, it was hoped that comparisons could be made between communities in different areas. This could provide the broader perspective of how Lincolnshire County Council approaches equality of service provision in our towns, rural areas, on the coast and the fens.

The process of community asset-mapping included:

- Detailed mosaic mapping of community, looking at social demographics and access to services (for instance mapping distance to nearest supermarket, plotting public transport routes) and key data around health, education and crime
- Desk-based research on service delivery in the community, including discussion with and feedback from key partners and inspection and review of any parish plans or similar documentation
- Site visits to the communities to record key features and characteristics
- Discussion with local councillors, allowing access to detailed local knowledge and a broader historic perspective on how the community has developed over time

The team carrying out the asset-mapping pilots included Sophie Fry from Communications, Vikki Walls from Accessibility, Jessica Thirlway from Community Engagement and Colin Pitman from Adult Social Care. In addition to this, the core team drew on the expertise of the Lincolnshire Research Observatory.

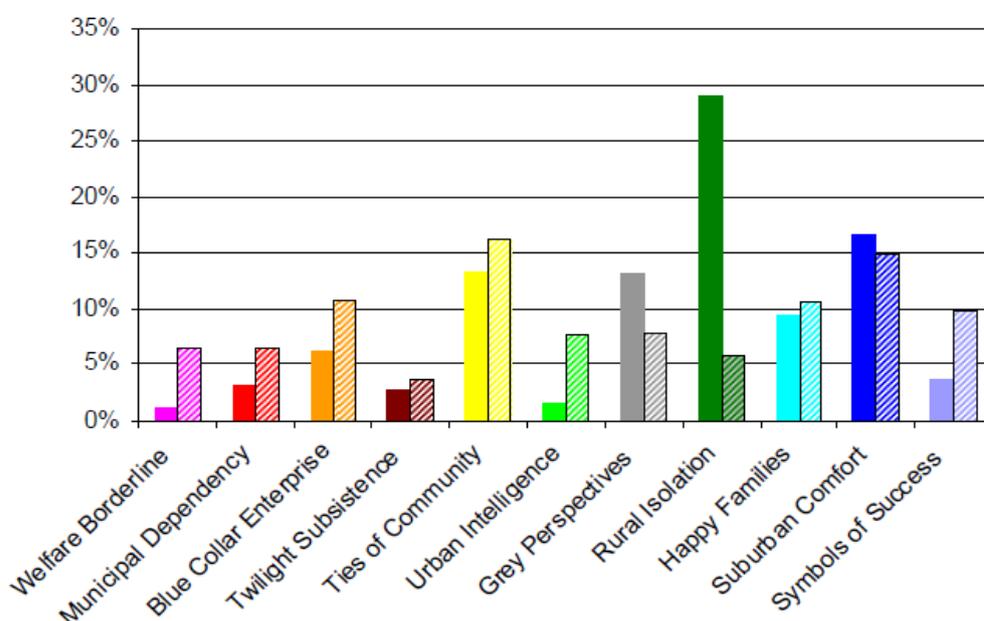
## Mosaic Profiling

In order to understand the make-up of our pilot communities we have used mosaic profiling software which is available from the Lincolnshire Research Observatory (LRO).

Mosaic is a market-leading example of a system that has been designed to address these issues in that it classifies every UK postcode, and its population, into 1 of 11 distinct Groups and 61 Types using a colour coding system. Groups of individuals and households are highlighted that are as similar as possible to each other and as different as possible to any other Group or Type. They describe the residents of a postcode in terms of their typical demographics, their behaviours, their lifestyle characteristics and their attitudes. Mosaic uses over 400 data items and although no single postcode is ever likely to match all of its group’s average values, the majority of the population within that postcode are more likely to reflect the characteristics of its assigned group than those of any alternative group. The end result being that Mosaic identifies characteristics that the population are **likely** to display and significant effort has been used to ensure that the result is both statistically robust and reflects reality on the ground.<sup>1</sup>

The chart below shows the distribution of Lincolnshire’s population by each of the 11 principal mosaic groups.

Figure 1 - Percentage of Lincolnshire Postcodes in each Mosaic Group



The bars of solid colour represent Lincolnshire with the shaded columns giving the national results. The chart is ranked from the most deprived Mosaic Group (welfare borderline) to the least deprived (symbols of success).

Notably, the largest profile group represented is the “Rural Isolation” category which comprises 29% of the population in the county, five times the national average. Lincolnshire also has double the national average in the “Grey Perspectives” category.

A brief summary of each mosaic group is included at Annex A.

<sup>1</sup> Detail on mosaic profiles taken from the LRO paper “Developing Customer Profiles – a profile of Lincolnshire”

## Pilot area 2 – Wrangle

### Introduction

**Name** Wrangle  
**Parish** Wrangle  
**District** Boston Borough Council  
**Population** 1,265 (2001 census)

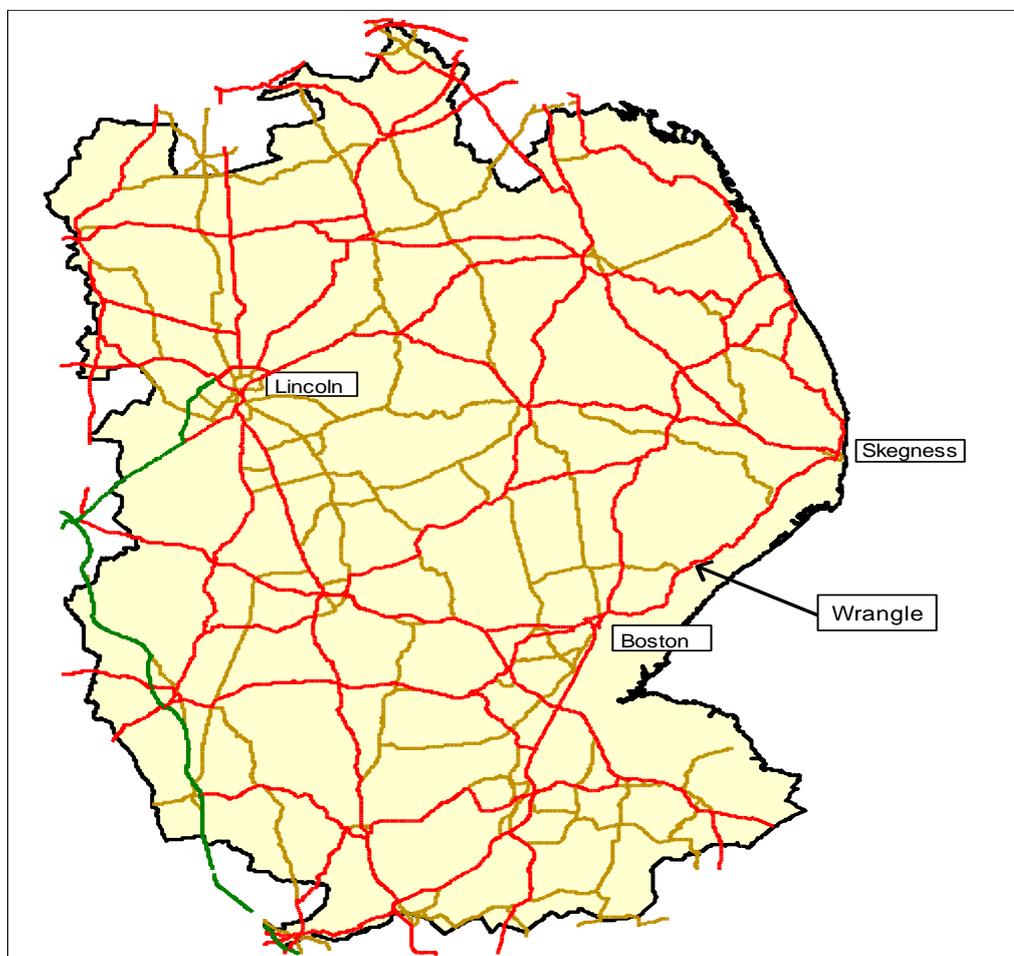
### Location

The East Fen village of Wrangle is a marshland Parish on the main A52 between Boston and Skegness in the county of Lincolnshire.

The village consists of three main areas –

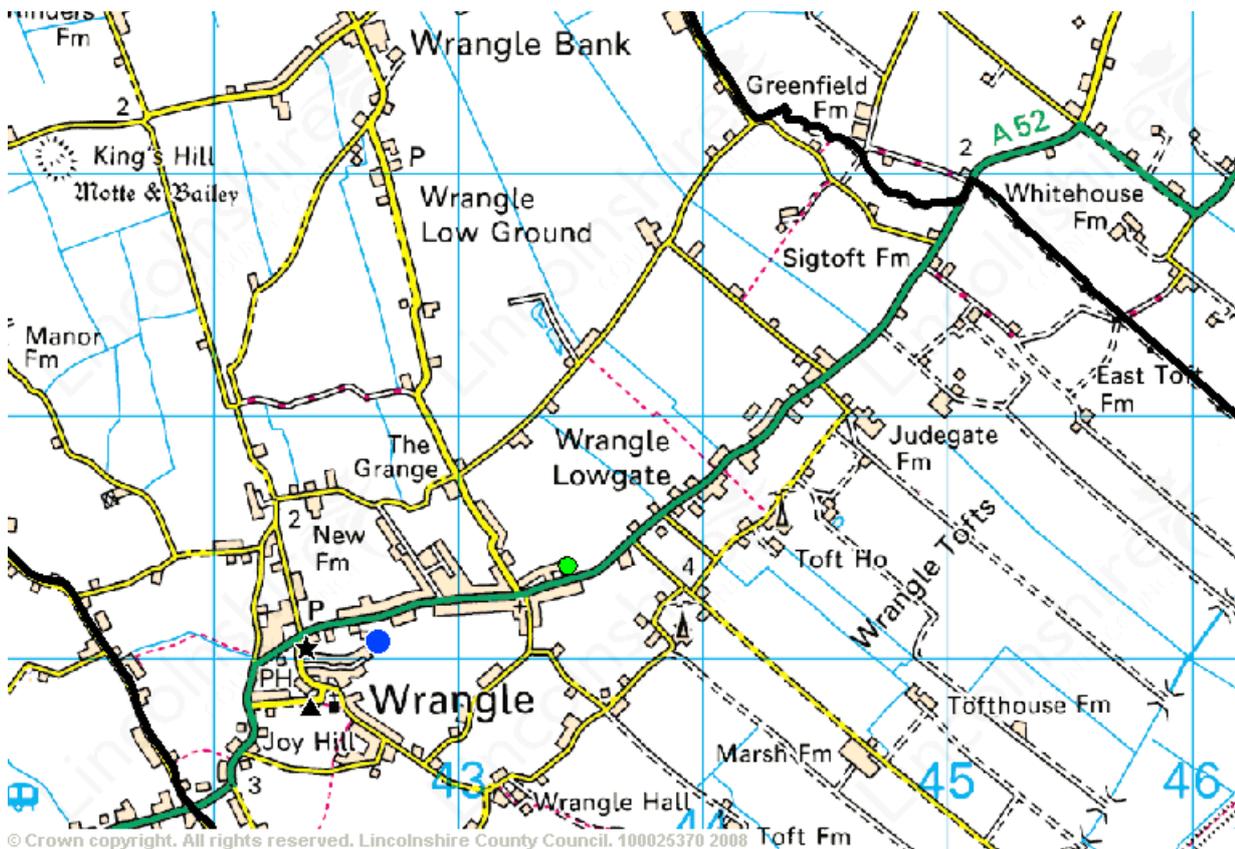
- Wrangle village, centred around the Church and the Angel Pub and restaurant
- Wrangle Bank and Wrangle Common, 1½ miles inland, north west of the main village
- Wrangle Lowgate, a scattering of homes and small businesses on the approach to Wrangle from Skegness on the A52

The whole area has a mainly agrarian heritage and is still intensively farmed.



## Assets

Wrangle is a coastal community with few services provided. The map below sets out the key services and facilities available within the parish.



<b>Key:</b> PH	the Angel, Public House
▲	Village Hall
●	Primary School
●	Recreation Ground
⊕ or +	Church
★	Local village store and Post Office
P	Post Office

### Further detail on community assets:

#### **Lincolnshire County Council services:**

- Wrangle Primary School has 60-70 pupils
- The mobile library stops once a month in the lay-by for half and hour and then in the church close for one hour. The mobile library used to also stop in Wrangle Common but this has now been discontinued despite protests from the community

- In addition, there is a Youth Centre at Wrangle Common which is well attended by up to 30 young people<sup>2</sup>

### ***District Services***

- Recreational ground with football pavilion, play area and bowling green

### ***Community facilities***

- Post office with grocery shop; Wrangle Common branch is proposed for closure, leaving Wrangle as the next nearest branch. An outreach facility for Wrangle Common has been requested by Cllr Bedford but no decision has yet been taken
- Village hall – which hosts a significant number of meetings, groups etc
- Pub (The Angel)
- Church and Methodist Chapel
- Telephone boxes
- PCSO (who attends Parish Council meetings intermittently)
- Table Tennis Club
- Pathways for countryside access
- Parish Noticeboard with details of events and services
- Parish Magazine – Wrangle Parish News, published monthly and available free of charge from the Post Office
- Parish Website – being created, due to be running by September 2008
- Windmill
- Jesters restaurant in Wrangle Lowgate
- Driving tuition

### ***Businesses and other attractions***

- Several small businesses
- Blacksmith
- Organic Farm Shop
- Butcher shop
- Second hand shop
- Fruit, Vegetable and plant packing and processing
- Haulage
- Carpenter, joiner, builder, painter
- Jesters English Restaurant
- Bus company – Dickinson
- Wrangle Community Show – annual event in June
- Wrangle Flower Show – every four years
- Marshland and Coastal area
- Norman Moat and Bailey
- Cold war bunker

The community does have some tourist attractions, most notably the marshland and the two historic sites. However, there has been little effort to capitalise on these assets and the Motte and Bailey and Bunker are both on

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<sup>2</sup> Wrangle Common Youth Centre and Club  
<http://www.lincolnshire.gov.uk/organisationDetails.asp?orgcode=4987&catId=14944&pageTitle=Wrangle+Youth+Club>

private land without public access. The Community Show and Flower Show do attract considerable outside interest and have high attendance records.

### ***Essential services in the vicinity<sup>3</sup>***

- Secondary school - nearest is Old Leake (1 mile), alternatives, Skegness Grammar (13 miles) or Stickney William Lovell (9 miles)
- Nursery at Old Leake primary (1 mile)
- Hospital (Skegness is nearest) (12 miles)
- GP's surgery nearest is Old Leake (1 mile)
- Supermarket; nearest supermarkets are the Co-op in Wainfleet (9 miles) or a number of alternatives in Boston (10 miles)
- Dentists; nearest dentists in Boston (10 miles) or Spilsby (17 miles)
- Petrol station (closed down); nearest alternative petrol stations are situated in Boston (10 miles) and Wainfleet (9 miles)
- Police station (closed down)

### **Transport**

The A52 route from Boston to Skegness runs through Wrangle. This route is particularly busy during the tourist season, as a main route on the coast. The InterConnect public transport network runs along this route but does not run on a Sunday. There is also a more local bus service which runs once a week on Wednesdays from Alford to Boston. There is only one bus a week which serves Wrangle Common.

Dial a Ride and Boston Community Car Scheme operate in this area, however currently have no patronage. Spilsby Call Connect demand responsive bus service (7S) operates in this area. However, it is not heavily used in Wrangle. Surrounding villages off the main Interconnect public transport route use this service. (See appendix B for more details)

The pathway from Wrangle to Old Leake is fully paved. However, pavements to Wrangle Common are sparse, making it more difficult to walk and dangerous, particularly as there are a number of large haulage trucks in the area.

There is no railway service at Wrangle, the nearest being Wainfleet, Skegness or Boston.

There are a number of public footpaths offering access to the countryside.

### **Agencies active in this area**

- South Lincs CVS holds contact details for local groups and also facilitates a group (Welcome Club) in Wrangle. See groups noted above.
- Boston Mayflower accommodates people in affordable housing.

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<sup>3</sup> Route planner (for distance to facilities) <http://route.rac.co.uk/>

## **Further community detail**

The Census 2001 reveals the following detail about the residents of Wrangle:

- 21.3% of households have dependent children
- 13.3% of households are single pensioner residents
- 44.1% of all 16-74 year olds are economically inactive
- 10.8% of 16-74 year olds are educated to NVQ level 3 or above

This data demonstrates that Wrangle has a high retired and pensioner profile, typical of many of Lincolnshire's communities near the coast. There are fewer families with dependent children and a high level of economically inactive residents.

### ***Housing***

New development of 20 houses planned and awaiting building. These will be situated near Church Close in Wrangle village and will provide much needed affordable homes via the shared equity scheme.

### ***Employment / local businesses***

- A number of small businesses predominantly vegetable packing and processing
- Haulage/transport businesses
- Heavily reliant on migrant workers during harvest to undertake processing and packaging

### ***Adult learning***

There is no provision for adult learning within Wrangle although the noticeboard in the village does advertise funding available for school leavers and adults to continue training (the adult learning grant). This is likely to be a key issue with the census for 2001 showing a lower than average level of education for 16-74 year olds, with just 10.8% having at least NVQ level 3 standards of qualification.

### ***Clubs and social groups<sup>4</sup>***

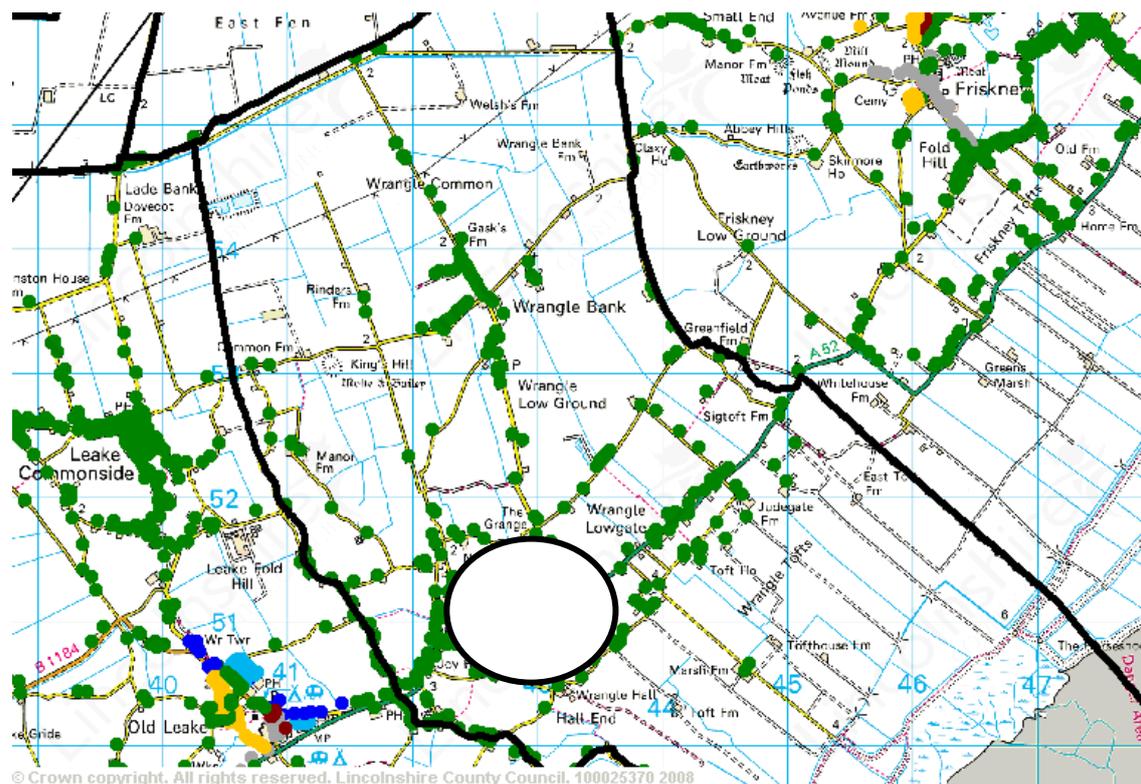
- Wrangle Welcome Club is held at Wrangle Parish Hall and was established as a forum for older people to meet. However, the Wrangle Welcome Pack has been discontinued.
- Wrangle Common Youth Club remains proactive
- Wrangle Recreational Group meets to discuss the green space in Wrangle. This contains a childrens' play area and bowling green. Each year the Wrangle Show is held in the green space.
- Two football teams play regularly at the sports ground
- Wrangler Amateur Gardner's club
- Wrangle Parent Support Group ran out of funds and has struggled to get further support
- Rainbows
- Cheerleading
- Aerobics classes

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<sup>4</sup> Wrangle Parish Newsletters

- Dance classes
- Luncheon club
- Film club on a Saturday in the Methodist Chapel
- Mat bowling

## Wrangle's profile



Wrangle is made up of at least two distinct communities, Wrangle itself, situated on the A52, and Wrangle Common situated 1½ miles inland, also known as Wrangle Bank. Some might identify a further area, Wrangle Lowgate, which covers those households north east of the main village centre on the road heading out to Friskney. South east of the village the farmlands run down into the marshes on the coast.

Employment opportunities in Wrangle, dominated by vegetable packing and distribution and similar agricultural industries, are reflected in the makeup of the community. Many of the residents are employed locally or involved in their own small businesses in this area. The mosaic profile fits this picture, with the Rural Isolation group (green) dominant but with some Blue Collar Enterprise (orange) households clustered around the village centre. It is interesting to see the slightly different make-up in the neighbouring communities of Old Leake, a slightly more affluent community, and Friskney to the north which has more elderly retired residents.

According to anecdotal comments from some of the Wrangle Parish Councillors the village still contains some social houses where there is a high turnover of residents, many originally from Boston but placed in the outlying parish of Wrangle by Boston Borough Council.

Wrangle Common has a more scattered and sparsely populated community spread over the network of narrow roads heading inland from the A52. There has been some new building in recent years, evident in the new houses in Wrangle and further development up in Wrangle Common. This has led to an influx of newer residents to the area but has not been affordable for the younger generation to settle in their home village. However, a further 20 homes are promised near the Church Close estate and these have, according to the Parish Council, been allocated for shared equity status in order to help provide affordable homes for local people.

**Type K60 Pastoral Symphony**  
 Scattered farmers, many of whom are owner managers of medium sized operations, in sparsely populated locations.

1.46%



Overview

- Key Features**
- Scattered farmers
  - Older working ages
  - Retired people
  - Some agro-tourism
  - Isolated
  - Good diet
  - Country pursuits
  - Gardening
  - Winter holidays abroad

**Regional Houses**



**Type H45 Older Right to Buy**  
 Low income older workers in manufacturing jobs, some may have bought their council terraces.

2.50%



Overview

- Key Features**
- Older working ages
  - Manufacturing jobs
  - Low incomes
  - Older council housing
  - Owner occupied terraces
  - Close to countryside
  - Few social problems
  - Inactive lifestyles
  - TV popular

**Regional Houses**



**Type K59 Parochial Villagers**  
 Village dwellers living well away from major population centres.

1.70%



Overview

- Key Features**
- Older farmers
  - Rural support workers
  - Older detached houses
  - Market towns
  - Generous gardens
  - Allotments
  - Good diet and health
  - Good place to live
  - Old fashioned

**Regional Houses**



## Needs profile of Wrangle

Set out below is a profile of Wrangle which maps the needs of the population against the services provided. This identifies where there is a current gap in service provision or where the local provision is not appropriate to the needs of the community. The needs profiles have been created through the mosaic group profile characteristics, through existing information about the users of Adult Social Care (ASC) services (what type of service and how many users) and through further statistical data (census etc) and anecdotal comment. For each mosaic group, the key features and needs are listed, followed by a row which maps the service provision against these needs. This has been colour coded on a traffic light model where red shows where services do not meet needs, orange denotes areas where there is room for improvement and green where services are adequate for the needs of the group. Please note that this analysis is based on the information collated through this project without detailed discussion with the residents in the communities. It should not therefore be automatically taken as an indication of where action is needed.

Mosaic Groups <b>WRANGLE</b>	Key features	Transport needs	Health needs	Education needs	Social needs	Community needs	Employment needs
<b>NEEDS</b> <b>Parochial Villagers</b>  <b>60% of residents:</b> Village dwellers, far away from major population centres	<ul style="list-style-type: none"> <li>- older farmers</li> <li>- rural support workers</li> <li>- older detached houses</li> <li>- market towns</li> <li>- generous gardens</li> <li>- allotments</li> <li>- good diet and health</li> <li>- good place to live</li> <li>- old-fashioned</li> </ul>	Low users of public transport  High users of cars and high mileage	Generally healthy and active  Higher than average prevalence of heart disease  Age profile indicates potential high use of services for older people	High schools needs although lower than national average for size of family  Some adult learning needs – slightly above average for level 2 qualified but below average for level 3	Residential care and nursing care, professional support, equipment, meals on wheels, domiciliary care  Typically aged 75+ (4 service users)	Low – general population have a local focus with very parochial views, not open to new arrivals  Recreational needs for youth higher than average due to absence of age appropriate facilities	Census 2001 shows 44% 16-74 yr olds are economically inactive  Average income £13,500 - £25,000
<b>SERVICES</b>		Regular bus service on	GP in Old Leake and	Well served with primary school	Access to ASC	Football and sports ground; ready access	Significant agri-business and skilled

		main route High car ownership	hospital in Boston or Skegness – easily accessible via public transport	Secondary in Boston/ Old Leake  No adult learning facilities	services  Untapped potential for 44% economically inactive	to other facilities in vicinity  Community needs centre around rural pursuits  Untapped potential for voluntary/community involvement for 44% economically inactive	occupations  High number of local small businesses  Untapped potential for employment for service industries for 44% economically inactive
<b>NEEDS</b> <b>Pastoral symphony</b> <b>24% of residents</b>  Self-employed, scattered populations	- scattered farmers - older working ages - retired people - some agro-tourism - isolated - good diet - country pursuits - gardening	Low users of public transport  High users of cars and high mileage	Generally healthy and active  Breast cancer higher than average  Age profile indicates potential high use of services for older people	Low education needs due to older age group  Adult learning at around the national average for all levels	Residential care and adaptations to the home  Typically aged 75+ (2 service users)	Low – general population have a local focus with very parochial views, not open to new arrivals	Census 2001 shows 44% 16-74 yr olds are economically inactive  Average household income £13,500 - £24,950
<b>SERVICES</b>		Regular bus service on main route High car ownership	GP in Old Leake and hospital in Boston or Skegness – easily accessible via public transport	Well served with secondary in Boston/ Old Leake  No adult learning facilities	Access to ASC services  Untapped potential for 44% economically inactive	Football and sports ground; ready access to other facilities in vicinity  Community needs centre around rural pursuits  Untapped potential for	Significant agri-business and skilled occupations  High number of local small businesses  Untapped potential for employment for service industries for 44%

						voluntary/community involvement for 44% economically inactive	economically inactive
<p><b>NEEDS</b> Older right to buy 9% of residents</p> <p>Low income older workers in manufacturing, living in council terraces some owner occupied</p>	<ul style="list-style-type: none"> <li>- older working age</li> <li>- manufacturing jobs</li> <li>- low incomes</li> <li>- older council housing</li> <li>- owner occupied terraces</li> <li>- close to countryside</li> <li>- few social problems</li> <li>- inactive lifestyles</li> <li>- TV popular</li> </ul>	<p>Car ownership low</p> <p>Regular bus users</p> <p>More likely to require Call Connect in outlying areas</p>	<p>High proportion of residents with poor health and long term sickness; Prevalence for smoking, heart disease, pulmonary disease, diabetes and respiratory diseases and cancers; Higher users of emergency admissions</p>	<p>Average education needs for older children in some families</p> <p>High need for adult learning with 50% higher than average number of adults with no qualifications</p>	<p>High pensioner profile with low levels of subsistence</p> <p>Residential care, day care, home support, equipment and adaptations to property,</p> <p>Typically aged 65+ (11 service users)</p>	<p>Higher than average levels of social interaction with neighbours</p> <p>Concerns about teenagers hanging about in their residential areas</p> <p>Interest in low activity leisure pursuits – bingo etc</p>	<p>Many retired or in low skilled jobs with modest income</p> <p>Average household income £7,500 - £13,499</p>
<p><b>SERVICES</b></p>		<p>Regular bus service on main route but not for outlying areas. Call connect can be used.</p>	<p>GP in Old Leake and hospital in Boston or Skegness – regular use of health services</p>	<p>Well served with secondary in Boston/ Old Leake</p> <p>No adult learning facilities</p>	<p>Access to ASC services</p> <p>Little interaction within social group other than church</p>	<p>Few services to meet their needs</p>	<p>Few jobs for unskilled, inactive or older profile</p>

### Anecdotal comment and views from elected members

- There is some apathy in the village regarding participation and engagement with the Parish Council. Elections are rarely contested and vacancies usually come up because a previous Councillor has died. Although the Parish Council offers a forum for the public to bring forward their views, this has rarely happened in the last few years. People do complain but do not voice their complaints via the appropriate channels at the Council meetings.
- No parish plan has been developed because it was felt that there was little appetite for change.
- The Parish Council does not ask local people for their views on the village on a regular basis or for ideas on what they want because people have not been forthcoming in the past.

### Assumptions

- There is also a perceived inequity between the transport facilities for those residents of Wrangle compared to the transport available to those in Wrangle Common.
  - Proposal from Parish to cut two of the bus services on the A52 route and divert these to cover Wrangle Common
- The village remains a sustainable and vibrant community for two main reasons:
  - local employment supported by the farming, packaging and distribution industries
  - its position on the A52 main route from Skegness to Boston – this has helped Wrangle village remain visible with small local businesses, the pub and the Church, but this advantage has not supported Wrangle Common which, in comparison, has seen a decline in services
- Local services have recently been cut in several areas – the proposed post office closure following on from the police station and the petrol station, the reduction in the bus service to Wrangle Common and restrictions on the mobile library service. Further losses of community/commercial resources would have a severe impact on the community – for instance if the school were to shut.
- Wrangle's proximity to Old Leake often means that it misses out on both development opportunities and extended services. Old Leake is less than a mile from Wrangle, although the two are very distinct communities. Old Leake is often seen as a priority which means that Wrangle is overlooked for new community facilities, services etc.
- Whilst there are a number of opportunities for community engagement and activity it appears that take up is low. Wrangle may need to consider this factor in terms of the further erosion of the community fabric and look for support in developing a more active community. One idea might be to make more use of the Youth Centre in Wrangle Common as a community facility. By extending its limited opening hours and providing activities at the Youth Centre which appealed to local young people, Wrangle Common could become more of a vibrant

- part of the parish rather than being seen as a separate village.
- Wrangle could develop further its natural and historic assets to encourage passing tourist traffic to visit the area, in order to increase its economic growth.
  - Wrangle's crime figures (confidential), though they have fallen in the last few years, are higher than you might expect. This suggests that the loss of the police station has been significant and that Wrangle's isolated position on the main route from Boston to Skegness presents itself as a target for anti-social behaviour, theft and other crimes. Residents may wish to explore the possibility of further liaison with their local PCSO or a newly reinvigorated Neighbourhood Watch Scheme.

## Recommendations and conclusions

1. The community asset-mapping project has allowed us to pull together an integrated community profile using data and information from a wide variety of sources via desk and site-based study. This has given us a richer picture of the community which can be analysed to identify the characteristics and unique makeup of each pilot area. This is not available elsewhere. Despite the resources of the LRO, they are not always regularly updated with the breadth of information which exists about a community. For instance, they will not keep records of local businesses or have figures for library footfall.
2. The project has been undertaken in a six week time frame which has allowed us to gather a wide range of intelligence but this is by no means exhaustive. Some information was not available at community/parish level – for instance population projections are presented for districts and can not be applied, therefore, to individual communities. Other sources of information would have required more time to gather, analyse and interpret. The project as it stands reflects the time and resources available.
3. The project has involved only limited local knowledge gleaned from Councillors. For this reason, it has not allowed us to make firm recommendations and identify priorities in the community because we have not been able to overlay this information with local intelligence and feedback from residents. As a next stage and in order to create a fuller picture of each community, we would recommend some form of community engagement, either working with the parish council or direct with residents through focus groups, questionnaires and other methods.
4. Despite the reservations outlined in point 2 above, the pilot projects have provided useful information which can be fed back to officers in specific service areas, districts and other partners such as the voluntary sector. This intelligence may lead to targeted action being taken in some of these communities – for instance, the potential for sign-posting adult learning opportunities in Newtoft or further investigation into the need for footpaths for pedestrians on the Wrangle Common to Wrangle road.
5. Whilst LCC has identified 11 main service hubs, this exercise has shown that there may be a benefit to developing the potential for other locations such as Wragby within the county to act as a focal point for some service provision.
6. Comparison of the three pilot areas has demonstrated that a self-sustaining and growing community is dependent to a large extent on natural geography and the location of the community around major entry and exits routes. For instance, Wragby has evolved around a market place which acts as a hub with five exit roads to other significant towns. By comparison, Wrangle linear position along the A52 has had a major impact on its ability to expand and has left Wrangle Common and Wrangle Lowgate (on the route to Skegness) with few community facilities. Toft Newton is disadvantaged because it is not on a through road to any other destination and it is restricted by the RAF and MoD land to the south and agricultural land to the north and west.

7. The future of small communities often rests on the ability to increase both infrastructure and new housing (however limited). The presumption against new housing where infrastructure is not able to sustain growth means that some communities will always be denied and traditional hamlets will shrink rather than grow. While this is a matter for the planning process, it should be taken into account early on in any assessment of the needs of a community.
8. This project has allowed the team to develop a template for community mapping which could be usefully and easily replicated in other communities. This method of mapping requires resources and a thorough approach so should only be applied in a targeted manner, for instance if further post office closures were proposed or if you were going to choose between two communities for the allocation of a new service.
9. We know that other partners have been developing similar community mapping processes. The police have a neighbourhood profiling programme, various districts are looking at similar initiatives and the voluntary sector have outreach workers involved in a number of similar projects – for instance the Place Check project recently trialled in Boston. We recommend bringing together partners with experience in this area to look at ways of sharing best practice and, potentially, developing an integrated model of community asset-mapping for the county.

The project has been valuable in increasing our understanding of the needs of our communities and the role which Lincolnshire County Council and other partners can play in supporting their sustainability.

24 September 2008

## Annex A – Mosaic Profile Groups

The largest percentage of the county's population is characterised as **Rural Isolation**, covering 29% of the population. Communities defined as Rural Isolation tend to live outside of major population centres in small communities that have been little influenced by the influx of urban commuters. These are areas where people with different levels of income share attachments to local communities. The community can be characterised as older, in good health and the fear of crime is low. Whilst they live in areas of low deprivation, there are issues regarding poor access to services.

The group **Suburban Comfort** represents 17% of Lincolnshire's population. Suburban Comfort comprises people who have successfully established themselves and their families in comfortable homes in mature suburbs. Their children are becoming more independent and work is becoming less of a challenge. The community can be characterised as older with high disposable incomes and good health. They live in areas of low deprivation.

The **Ties of Community** group characterises 13% of the county's population. As with the Suburban Comfort group, Ties of Community are prevalent around larger settlements. They are characterised by people who live within the confines of close-knit communities. People within this group are most likely to be living in older houses in inner city neighbourhoods or in small industrial towns. The community can be characterised as young and their fear of crime is higher than other groups. Whilst they live in areas of low deprivation, however there are issues regarding higher crime levels.

Also covering 13% of the population is the group **Grey Perspectives**. This group is prevalent along the coast, and in rural communities. Grey Perspectives is characterised by pensioners who own their homes and who have some source of income beyond the basic state pension. The community can be characterised as older, with high levels of disposable income. They live in areas of low deprivation.

The group **Happy Families** represents 9% of the population. This group is prevalent around larger settlements, and is typified by people whose focus is on career, home and family. These are mostly younger age groups who are likely to be married, or at least in a permanent relationship, and are now raising children in post war family houses, often in areas with a rapidly growing population. The community has the youngest age profile of all Mosaic Groups and has high levels of disposable income. They live in areas of low deprivation.

Covering 6% of the population is the group **Blue Collar Enterprise**. This group is prevalent around larger settlements and is typified by people who, though not necessarily well educated, are considered to have practical and enterprising skills. Many of these people live in what were once council estates but where tenants have exercised their right to buy. The community can be characterised as having a fear of crime, there are some areas of deprivation including poor air quality.

The **Symbols of Success** group characterises 4% of the county's population. It is characterised by people who have rewarding careers rather than jobs and live in sought after locations. They are more likely to drive modern and expensive cars and enjoy taking part in exotic leisure pursuits. The community can be characterised as having the highest disposable income, the healthiest lifestyle and they live in areas of low deprivation.

The group **Municipal Dependency** represents 3% of Lincolnshire's population. This group is prevalent around larger settlements and is typified by families on lower incomes who live on large municipal council estates where few of the tenants have exercised their right to buy. Often isolated in the outer suburbs of large provincial cities, Municipal Dependency is characterised as much by low aspirations as by low incomes. The community can be characterised as having low income, poor health and a high fear of crime. They live in areas of high deprivation.

Covering 3% of the population is the group **Twilight Subsistence**. This group is prevalent around larger settlements and is characterised by elderly people who are mostly reliant on state benefits and live in housing designed by local authorities and housing associations. Some live in residential or nursing homes or sheltered accommodation, while others live in small bungalows, set in small communities within larger council estates. The community can be characterised as having the oldest age profile of all Mosaic Groups, have low income, poor health and live in areas of high deprivation.

Representing 2% of the population is the group **Urban Intelligence**. This group is mainly characterised by young and well-educated people who are open to new ideas and influences. Typified mainly by undergraduates or recent graduates most are young and single, are considered liberal in their social attitudes and enjoy a varied social life. The community can be characterised as being young and in good health. Living close to the city centre, there are some areas of deprivation including poor air quality.

The smallest percentage is **Welfare Borderline**, characterising just 1% of Lincolnshire's population. This group is mostly prevalent in the more urban Areas. Welfare Borderline contains few people who hold down rewarding or well-paid jobs and, as a result, most rely on the council for their accommodation, on public transport to get them around and on state benefits to fund even the bare minimum. The lack of stability in many family formations undermines social networks and is suggested to lead to high levels of anti-social behaviour among local children. The community can be characterised as having the lowest income, poor health and high crime rates. They live in areas of high deprivation.

## Annex B

### Community Asset Mapping Pilot Transport Services in Pilot Areas August 2008

Site	Public Transport	Call Connect	Dial A Ride	Community Car Scheme	Other (e.g National cycle network, railway station, pathways)
<b>Wrangle</b>	<p>No.7 InterConnect – Boston to Skegness Brylaine and Stagecoach, Monday to Saturday only, mixture of half hourly and hourly service.</p> <p>1 February – 31 July 2008 Total passengers 92,721 Total concessions 36,359 (39% of total) Wrangle passengers 4,423 (5% of total) Wrangle concessions 1,781 (40% of Wrangle passengers, 5% of total concessions)</p> <p>New bus stops have been added to this route.</p> <p>No.12 Hunts – Alford to Boston, Wednesday, 1 journey only.(taking people to Boston Market)</p> <p>1 February – 31 July 2008</p>	<p>No. 7S (Spilsby service) 7am – 7pm, Monday to Saturday</p> <p>Service not heavily used, as well served main route facility. Call Connect mostly used by surrounding villages. Two passengers use service to go to work in Spilsby.</p> <p>1 February 2008 – 31 July 2008 0 Passengers Small number of door to door pick ups (Call Connect Plus)</p>	<p>Operates in this area, however, currently no demand.</p>	<p>Operates in this area, however, currently no demand.</p>	<p>No railway service, nearest station Wainfleet, Boston, Skegness</p> <p>No designated cycleways.</p> <p>Countryside access – numerous public footpaths</p>

Site	Public Transport	Call Connect	Dial A Ride	Community Car Scheme	Other (e.g National cycle network, railway station, pathways)
	Total passengers 2,523 Total concessions 2,367 (94% of total) Wrangle passengers 130 (5% of total) Wrangle concessions 124 (95% of Wrangle passengers, 5% of total concessions)				

Notes:

**Call Connect**

Call Connect - pick up from arranged point, drop off at nearest Interchange point.

Call Connect plus – passengers who need more assistance. Pick up from door and dropped off at desired location

No animosity between two different types of user.

Passengers must register (for free) with the service

Can book 7 days in advance or on day, with 2 hours notice.

Service route changes to meet demand, so may be different each week.

Some regular customers know the system and book in advance.

Initially areas decided on 7 mile radius, to provide a 45 minute travel window. If are covered was larger than this, then that does not serve the community as service intended.

When a new route is launched, it undergoes a trial and feedback from parishes is sought. If there is demand for alterations to the area covered and if capacity allows, the route could be altered to take in other locations.

There are ‘floater’ vehicles which can take some journeys of a greater distance from journey central hub.

**Car schemes**

Volunteer run - drivers use their own cars and receive mileage (40p a mile)