



SharedLivesPlus

THE UK NETWORK FOR SHARED LIVES AND HOMESHARE

DEMOGRAPHIC ANALYSIS FOR
DEVELOPING THE SHARED
LIVES MODEL IN THE
SCOTTISH BORDERS

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Shared Lives Plus

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Targeting the recruitment of Shared Lives carers in Scottish Borders: A demographic analysis

Executive Summary

1. The demographic analysis has some positive messages that support the targeted development of a thriving Shared Lives services in Scottish Borders
2. 3 out of the 10 wards with higher than average numbers of people with spare rooms have people with the majority of the characteristics typical of Shared Lives families. These are: Tweeddale West, Selkirkshire and Hawick and Denholm.
3. We suggest some next steps to further refine this analysis and allow greater confidence in the decision about which areas in which to focus Shared Lives carer recruitment.

Introduction



Scottish Borders is a rural local authority, with nearly half (48%) of the population in 2012 living in rural areas. Three out of every ten residents live in settlements of under 500 people or in isolated hamlets. Conversely, whilst 34% of the Scottish population live in “Large Urban” areas (part of towns/cities with populations of more than 125,000), there are no “Large Urban” areas in Scottish Borders. The largest town is Hawick, with a 2011 Census population of 14,029, followed by Galashiels with 12,604. The only other towns with a population of over 5,000 people are Peebles, Kelso and Selkirk.

The relatively low population density, and the urban/rural profile of Scottish Borders, have implications on the costs of providing services in Scottish Borders, especially compared to densely populated city environments such as Glasgow, Edinburgh and Dundee. The uneven distribution of the population in Scottish Borders also makes it harder to plan services, with residents scattered in isolated hamlets in many parts of the region, yet with towns such as Hawick having a higher average population density than Glasgow.

On 30 June 2017, the population of Scottish Borders was 115,020 (an increase of 0.4% from 114,530 in 2016 in line with Scotland average). The proportion of children aged under 16 is around the Scottish average at 17%. Working-age people aged 16-64 make up 62% of the Scottish Borders population, below the Scottish average of 66% and the proportion of pensioners aged 65 and over is well above average, at 20.9% in Scottish Borders compared with 16.8% in Scotland.

Over the next 10 years, the population of Scottish Borders is projected to decrease by 2.2% due to natural change (more deaths than births). This will be more than offset by net migration within Scotland, from overseas and from the rest of the UK. The average age of the population of

Scottish Borders is projected to increase as the baby boomer generation ages and more people are expected to live longer.

In Scottish Borders, life expectancy at birth is higher than at Scotland level for both females and males.

Between 2016 and 2026, the number of households in Scottish Borders is projected to increase by 5% from 53,787 to 56,497. This increase compares to a projected increase of 6.4% for Scotland as a whole. This increase in the number of households is in large part because of the increase in the number of people living alone. In 2026, the household type "One adult" is projected to become the most common (37.1%) and the household type "One adult, one or more children" is projected to remain the least common (5.1%). The household type "Three or more adults" is projected to see the largest percentage decrease (-12.9%) over the period.

Scottish Borders has a higher than average rate of economic activity and a lower than average unemployment rate, despite the fact that 18.6% of adults aged under 74 are officially retired, which is again higher than the Scottish average. However, low wages, lack of employment opportunities and underemployment are ongoing issues in rural areas and the 2011 Census shows that Scottish Borders has a higher rate of part-time employees and a lower rate of full-time employees than average.

According to the 2011 Scotland Census, 98.7% of the Scottish Borders population self-report their ethnic group as white, higher than the 96.0% overall for Scotland. A large majority are White Scottish, although White British is relatively more common in Scottish Borders than in Scotland as a whole, reflecting their geographical position close to the Scotland-England border. Around 1 in 100 people in Scottish Borders (similarly to Scotland) are White Polish. Amongst the other ethnic groups, people who identify themselves as Asian, Asian Scottish or Asian British are the most numerous in Scottish Borders, albeit accounting for 0.6% of the Scottish Borders population, noticeably lower than the 2.7% average for Scotland.

Many residents in Scottish Borders are geographically disadvantaged by their distance from a major centre of population, except for the accessible northern parts of the region, as they do not have access to all the services that their counterparts in the city centre may take for granted. However, the most "access deprived" areas are also those of highest scenic amenity and can be an attractive choice for people seeking a certain quality of rural lifestyle. Access deprivation is more of an issue for people who lack resilience to geographical isolation or who do not live there by choice. Combinations of circumstances such as low income, disability, poor quality accommodation and no private transport can exacerbate access deprivation for vulnerable people, making it more difficult for them to access services.

Car ownership in Scottish Borders is higher than in Scotland on average, in recognition of the region's rurality and generally more difficult access to services than other regions in Scotland. The areas with 40% to 52% of the households with no access to a car are located in the main towns of Galashiels and Hawick. Conversely the areas with the highest number of cars are in the rural areas of the Scottish Borders.

In the Scottish Borders both men and women have a higher life expectancy at birth compared to Scotland. A significant projected increase in the number of older-person households, increasing numbers of older people living alone and more older people having complex levels of need, will have major implications for housing and health and social care services.

There are significant social inequalities within Scottish Borders and between Scottish Borders and the rest of Scotland. Wages in Scottish Borders are 12.2% lower than the national wage level for Scotland. There are 8 areas in Scottish Borders where 60% or more of the population aged 16 and over have no or low qualifications. 43% of households in Scottish Borders live in fuel poverty. 7 areas in Scottish Borders have high rates of crime compared to the average rate of crime in the rest of Scotland,

Demographic Analysis

The demographic profile of Shared Lives carers

Demographic profiling of existing Shared Lives carer populations has highlighted some key characteristics of Shared Lives carers. For example, Shared Lives carers are predominantly between the ages of 30 and 64; the majority are owner-occupiers, although until recently a significant minority were social housing tenants (the 'bedroom tax' has reduced the number of people in social housing with a spare bedroom); they are settled and crucially have a spare room. Shared Lives carers are drawn from a range of backgrounds but the majority are already employed and work in the census category 'middle managerial, administrative and professions'. A significant proportion of Shared Lives carers have been employed as care professionals or have been unpaid carers.

Methodology

The demographic analysis uses census data from the 2011 census plus information drawn from the Scottish indices of multiple deprivation

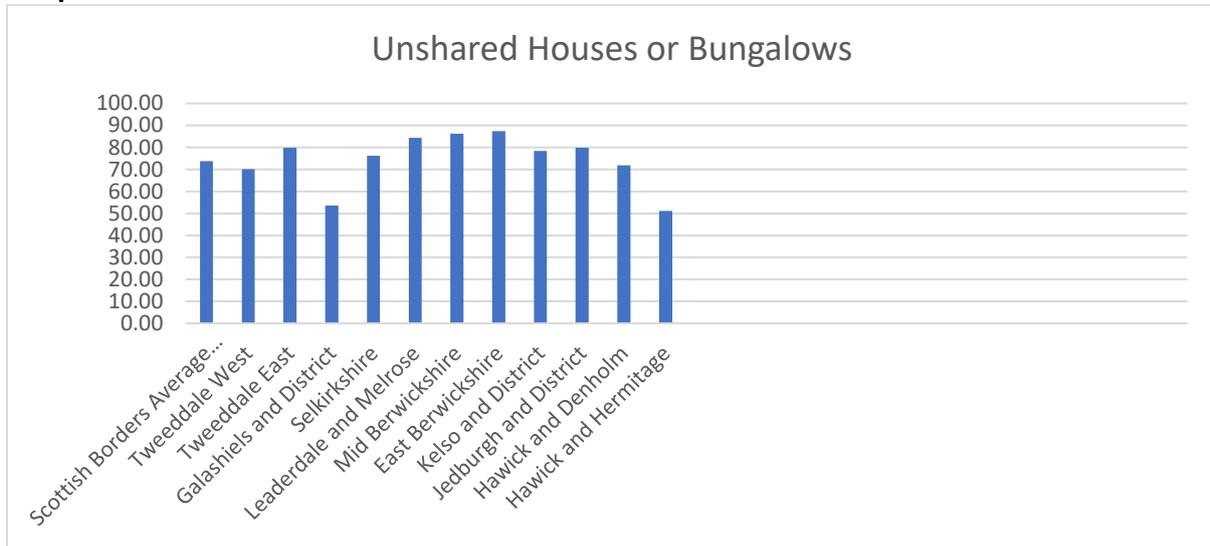
The criteria used for the analysis were:

- Accommodation type (unshared dwelling: whole house or bungalow).
- Age structure (30-64)
- Proportion of people in part time work or at home caring
- Proportion of people in lower managerial, administrative and professional positions
- Proportion of people in caring occupations
- The number of people per bedroom: Up to 0.5 people per bedroom indicates bedroom capacity
- Tenure: Owned outright, owned with mortgage; social housing or council rented

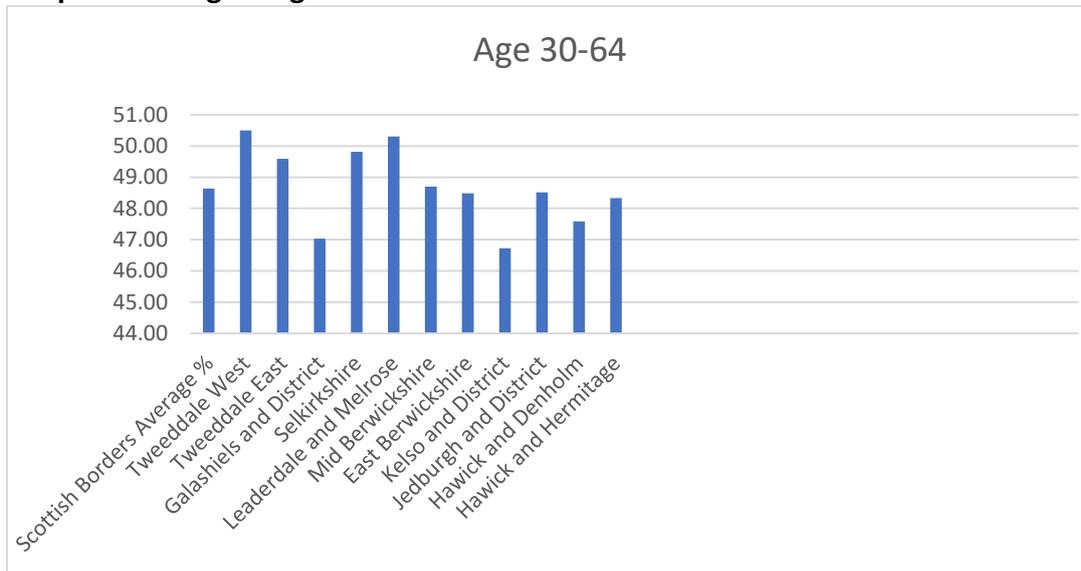
We used the results from the analysis to identify those wards with a suitable demography for Shared Lives carer recruitment (see Appendix A for the detail). We then used the information from the Scottish indices of multiple deprivation to take account of the level of crime in each ward. The vulnerability of people living in Shared Lives arrangements makes it important to focus recruitment in low crime areas.

Analysis

People who have an unshared home



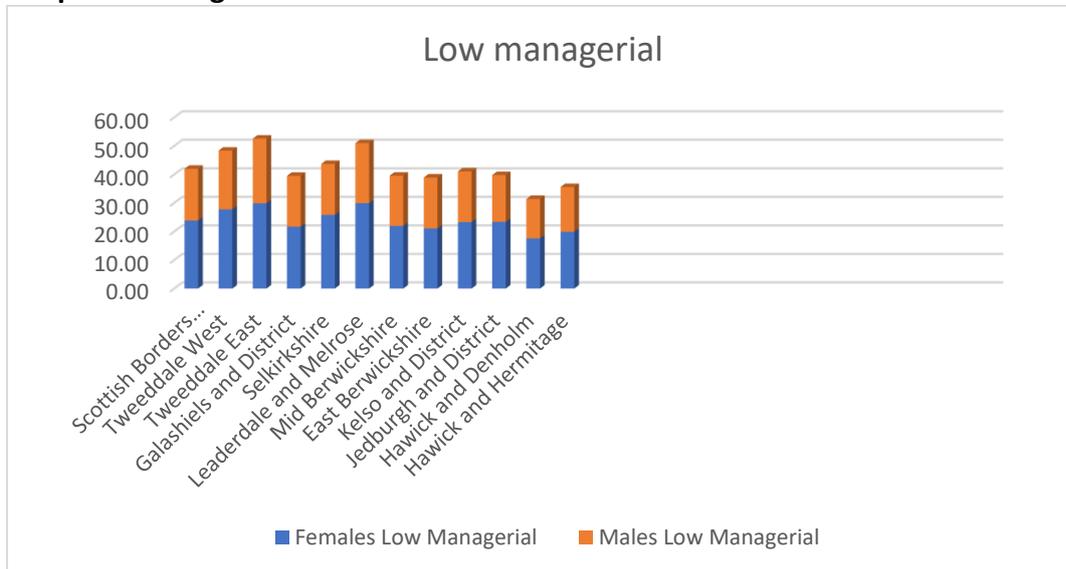
People in the age range from 30-64



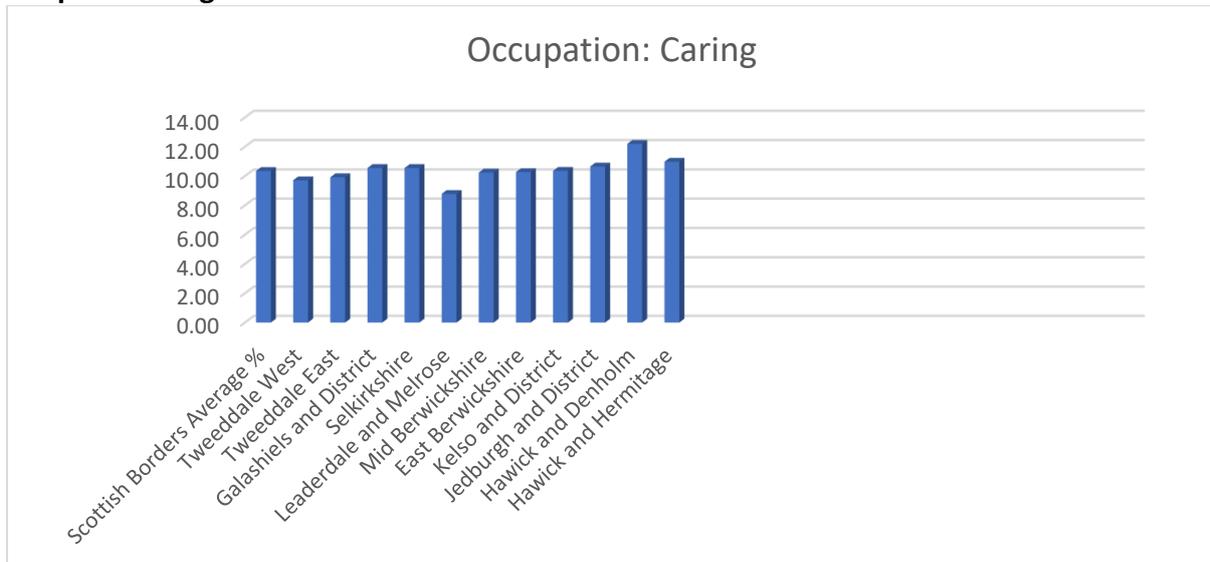
People part time or caring at home



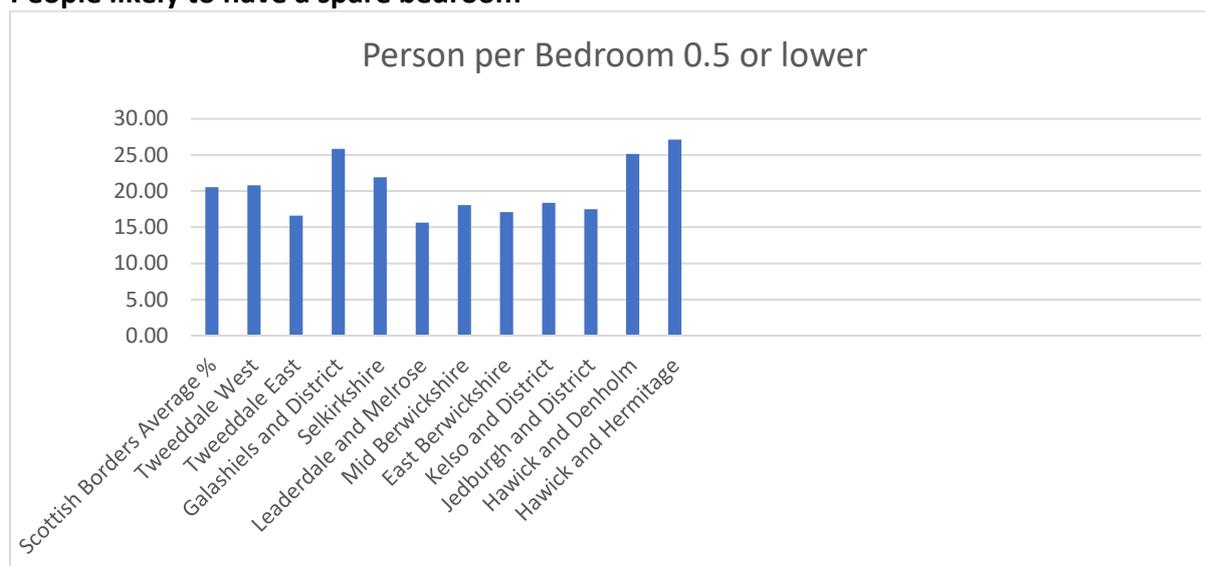
People in the right kind of work



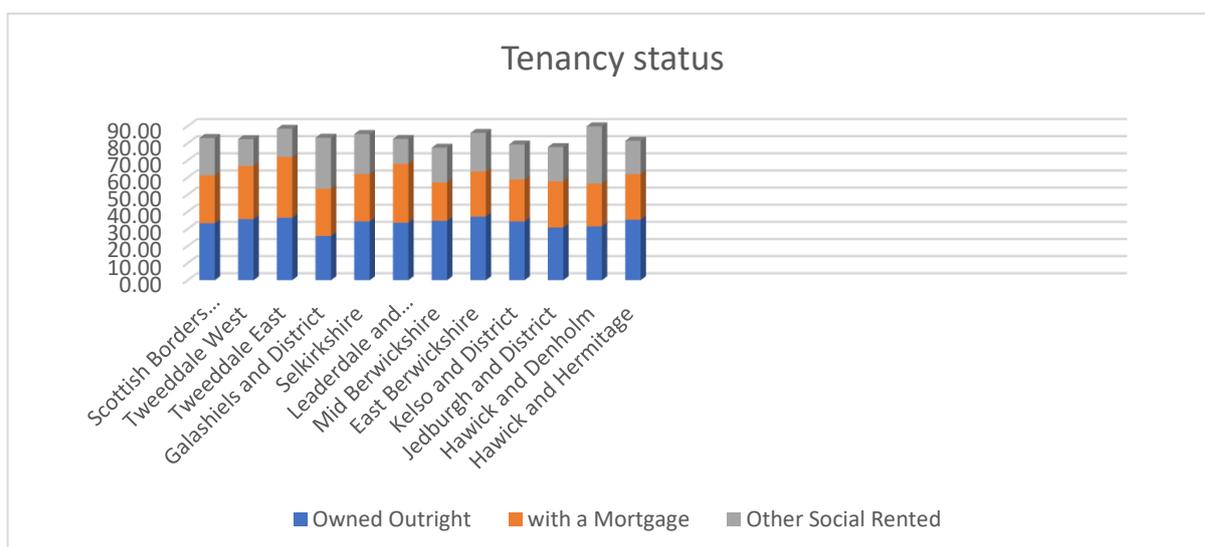
People working as carers



People likely to have a spare bedroom



People who own their own home or rent from social housing providers



Using this information, we identified those wards which had the conditions necessary for Shared Lives carer recruitment, with additional weighting for wards with a higher than average proportion of the population with 0.5 people or fewer per bedroom. We then looked at the impact of the crime in each area (see Appendix A for the detail of this analysis). We found that a number of the wards that had many of the conditions needed for Shared Lives carer recruitment had a lower than average proportion of the population with 0.5 people or fewer per bedroom. We also found that some otherwise high-scoring wards had a higher than average crime rate. This has reduced the number of suitable wards to three out of the possible ten. These are:

Tweeddale West

Selkirkshire

Hawick and Denholm

Conclusion

1. The demographic analysis has some positive messages that support the targeted development of a thriving Shared Lives services in Scottish Borders
2. 3 out of the 10 wards with higher than average numbers of people with spare rooms have people with the majority of the characteristics typical of Shared Lives families. These are: Tweeddale West, Selkirkshire and Hawick and Denholm.

Further Steps

The demographic makeup of the area is only one factor to be taken into account when deciding where to target Shared Lives carer recruitment. Other important factors include:

1. The level of community activity in the area. Carer recruitment is most effective through local word-of-mouth which can be generated or amplified by working through community structures and the local people who make that community work well for people. In addition, Shared Lives carers tend to be natural volunteers and so an area with lots of volunteers is likely to generate lots of carers. A ward with a weak community structure is unlikely to generate significant numbers of suitable Shared Lives carers.
2. The location of people referred or likely to be referred to the scheme is important.

We therefore recommend that the local authority:

- Undertakes an analysis of the level of community activity in each of the 3 wards identified in the demographic analysis as suitable for Shared Lives carer recruitment
- Maps the location of current and projected referrals in order to determine which of the wards has the best geographic fit
- The local authority should use this information, together with the information from the demographic analysis to refine their focus for carer recruitment. This will always be a matter of judgment but in theory a ward which has a benign demography, a vibrant community and is close to referral areas will be the best place to focus carer recruitment.

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