



Oldham in Profile

Business Intelligence Service
April 2019

About Oldham in Profile

Oldham in Profile is intended as a comprehensive but easy-to-read overview of several key aspects of Oldham. You are welcome to copy sections into other documents, or quote from it. Please acknowledge sources wherever possible.

Oldham in Profile was revised throughout in 2017, with subsequent smaller updates. This revision updates the Population, Health, Housing, and Education sections. More recent data has been incorporated, and the accompanying text has been amended, too.

We intend to update each section on an annual or biannual basis dependent on the availability of data and the priority of chapters. We will also seek to add further chapters in the future as time, resources and data become available.

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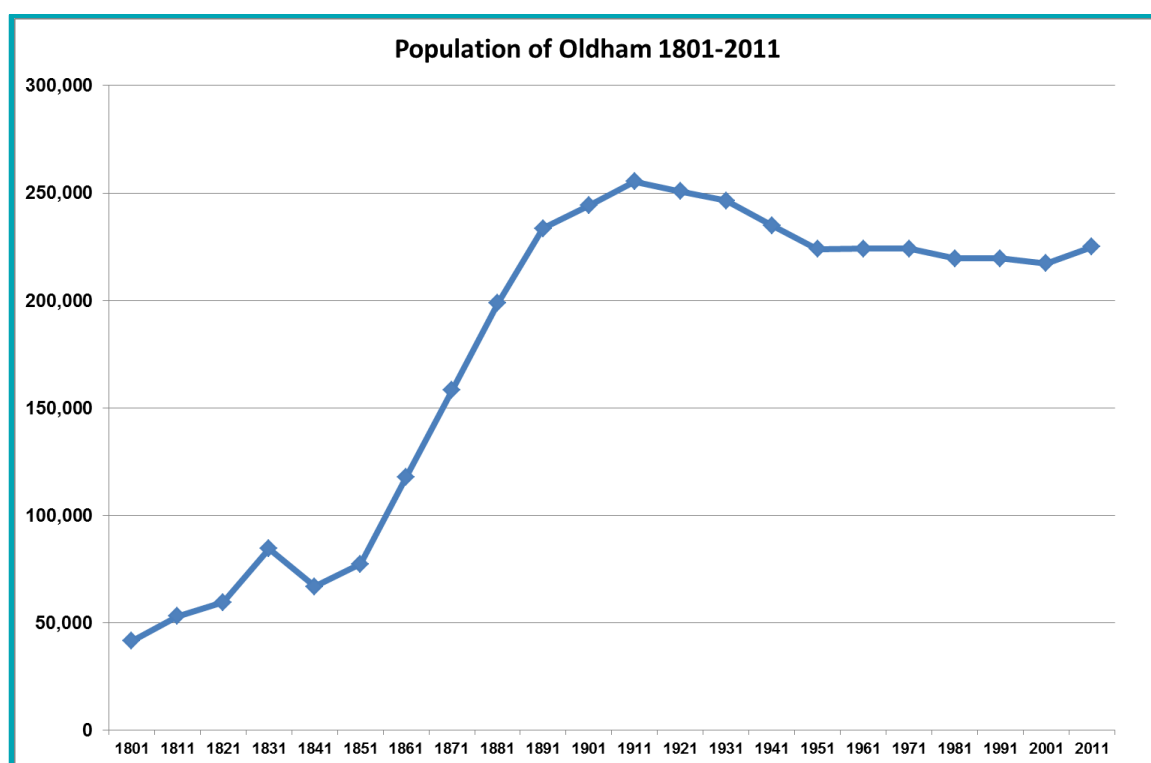
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History of Oldham

Oldham has been occupied from the Neolithic period onwards, through the Bronze and Iron ages. Prehistorically, there exist significant fossil deposits in the area signifying that Glodwick Lows was, 300 million years ago, the site of a tropical freshwater lake and swamp forest.¹

Oldham's recorded history most likely begins with the Roman colonisation of the North of England and the building of roads through the area leading to the Roman fort at Castleshaw.

However, Oldham as an economic and social entity has its roots in the Industrial Revolution and subsequent events. This saw Oldham's population rise steeply during the early and mid-19th Century. This was primarily driven by the cotton industry and associated endeavours expanding exponentially, peaking some time just after the First World War.

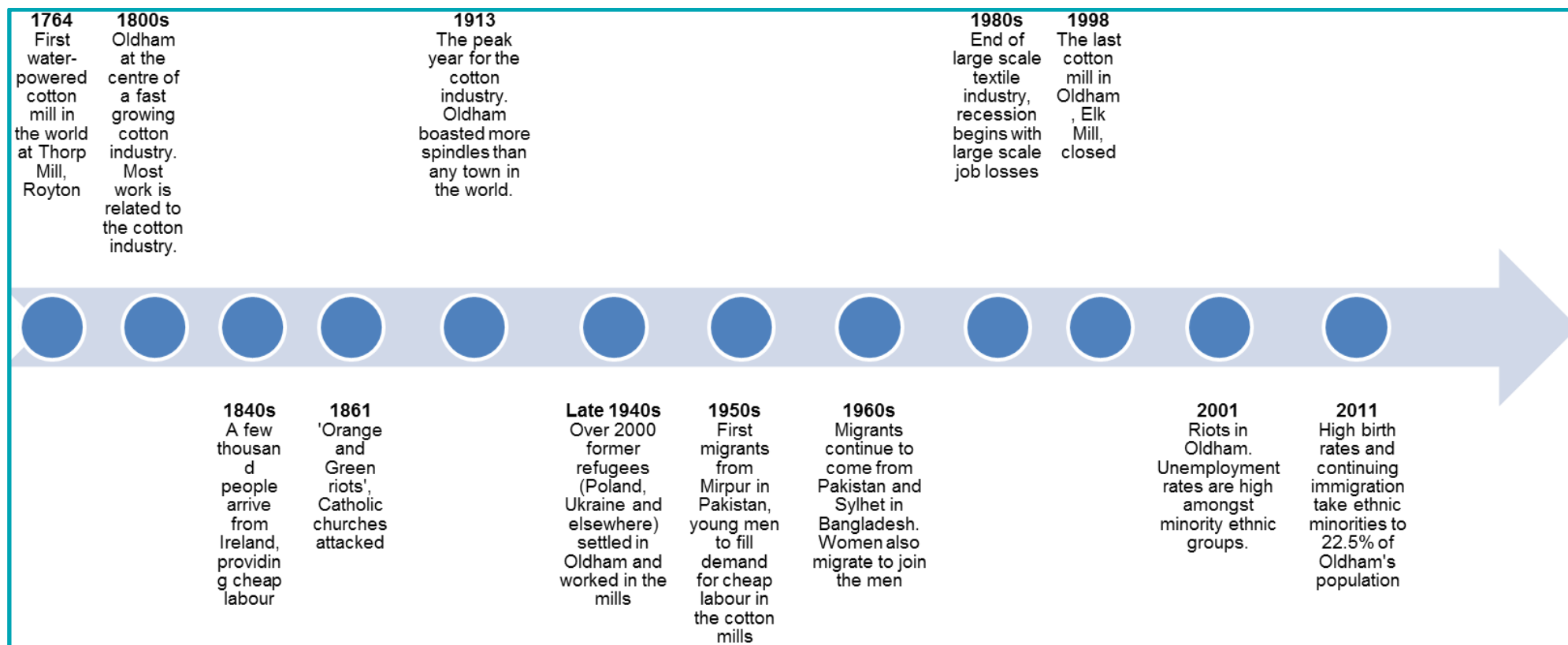


Source: GB Historical GIS / University of Portsmouth, Oldham District through Time

¹Glodwick Lows Nature Trail leaflet, 2013

The expansion of population was caused by the demands of the cotton industry, which led to influxes of labour from Ireland and rural England. International recruitment continued throughout the 20th Century, offsetting to some extent, the outward migration of the existing indigenous labour force.

After almost a century of decline, Oldham now once again has a rising population.



Population

Overview

As of mid-2017, Oldham's population is 233,759, making it the seventh largest borough in Greater Manchester.

Oldham has a higher proportion (22.5%) of non-white Black and Minority Ethnic (BME) residents than in Greater Manchester (16.3%), the North West (9.8%), and England (14.6%). This proportion has increased from 13.5% in 2001². The ethnic composition in Oldham currently stands at 77.5% White, 10.1% Pakistani, 7.3% Bangladeshi and 5.1% 'other'.

Oldham has a high proportion (22.5%) of residents aged under 16 and proportionally fewer (15.7%) aged 65 and over. The overall structure of the population has shifted downwards due to the growth in Oldham's Pakistani and Bangladeshi communities, which have younger age profiles.

According to the ONS, Oldham's population is projected to reach 255,200 by 2041 – a 9.2% increase from the 2017 population. This increase will come as a result of improving life expectancy, and the continued growth of Oldham's Pakistani and Bangladeshi communities. Higher fertility rates within these communities, along with some internal and international migration, will be key determinants in the town's future population growth.

Challenges and Opportunities

- **Population Growth** – Increases in Oldham's population will in turn increase demand for universal services. However, it will also bring opportunities for economies of scale, as well as higher funding.
- **Working Age Shrinkage** – Due to Oldham's changing age profile, increases in the proportion (yet relatively steady number) of people of working age may impact on labour supply and GVA.
- **Older People Growth** – it is expected that the number of older people in Oldham's population will grow by 40% within the next 24 years. This will bring major challenges for adult social care and health provision.
- **Increased Diversity** – Changes in Oldham's ethnic composition are likely to affect patterns of residence within Oldham. There may be an increased need to support community relations, particularly within neighbourhoods where ethnic compositions are shifting rapidly.

² *The latest official ethnicity figures are from 2011 census

Oldham's Population

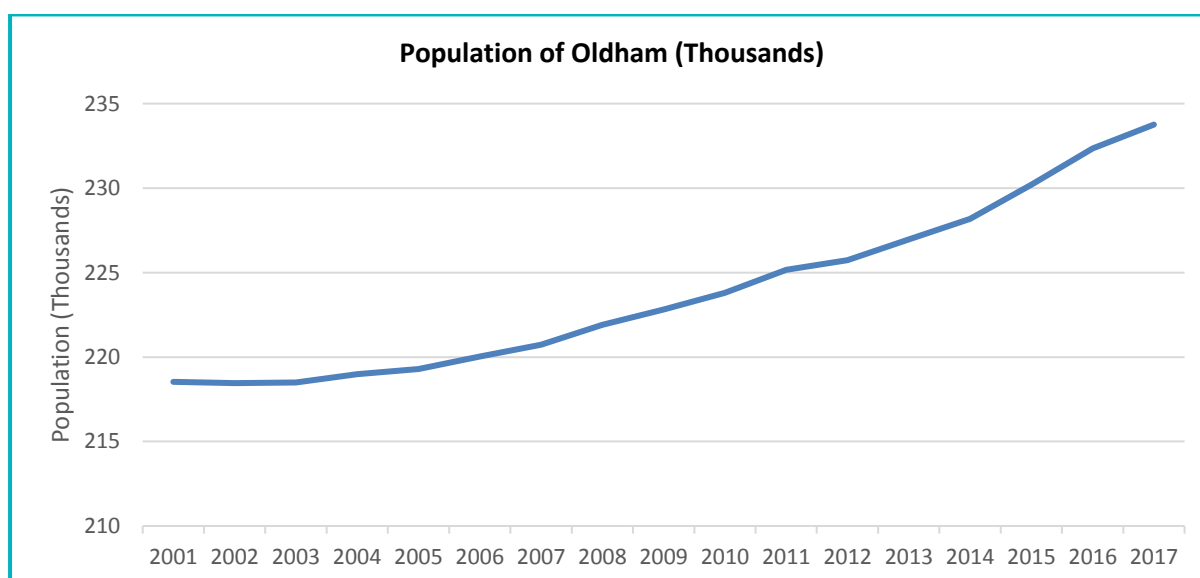
As of mid-2017 Oldham's population was 233,759, with 115,143 males (49.3%) and 118,616 females (50.7%) (ONS: Mid-Year Estimates 2017). Oldham is currently the seventh largest local authority in Greater Manchester (previously fifth in 2001). Between 2001 and 2017 Oldham's population increased by 7% from 218,537 to 233,759. This is a smaller than the increases seen across Greater Manchester (11.2%) and England (12.5%).

Population Changes across Greater Manchester

	2001 Population (Thousands)	2017 Population (Thousands)	Percentage Increase
Manchester	423	546	29.0%
Wigan	301	325	7.7%
Stockport	285	291	2.3%
Bolton	261	285	9.0%
Salford	217	251	15.8%
Trafford	210	235	12.0%
Oldham	219	234	7.0%
Tameside	213	224	5.2%
Rochdale	206	218	5.8%
Bury	181	190	5.0%
Greater Manchester	2,516	2,799	11.2%
England	49,450	55,619	12.5%

Source: ONS 2017 Mid-Year Estimates and Census 2001

Oldham's population remained static between 2001 and 2003 but since then has increased year on year. Improved life expectancy has influenced this but the main growth factor is the increase in Oldham's South Asian groups due to higher birth rates, and both internal and international migration.



Source: ONS Mid-Year Estimates 2001-2017

Population by Ethnic Group

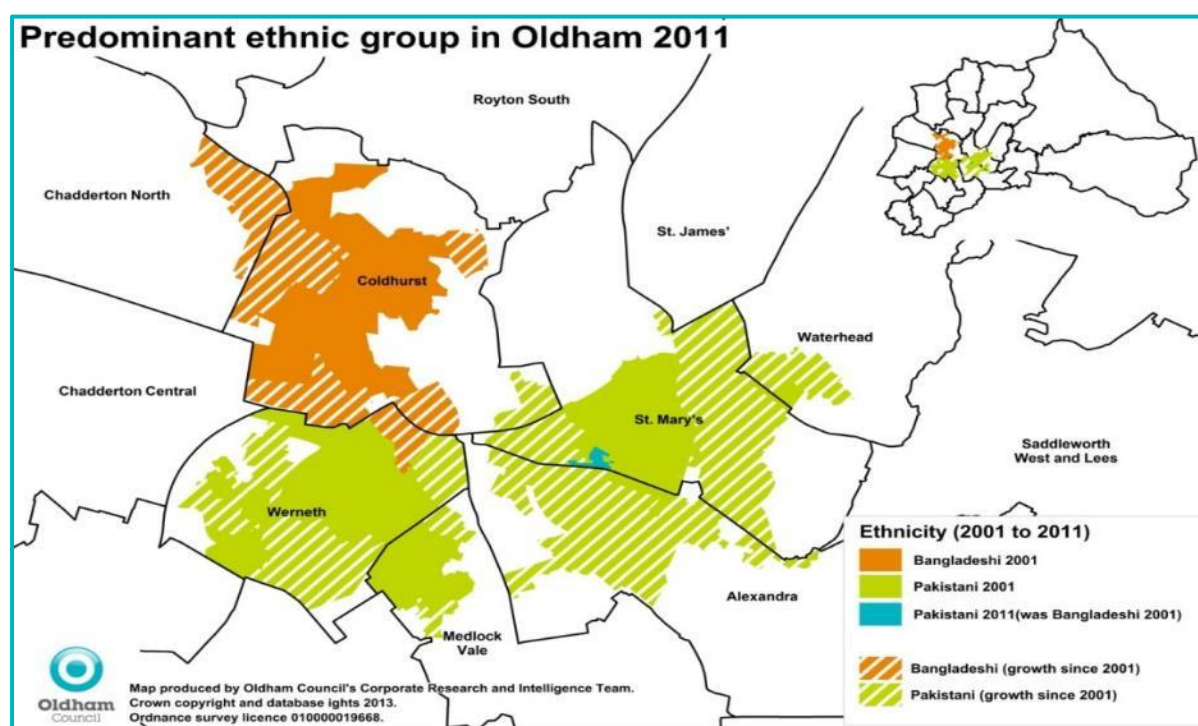
Oldham is predominantly white (77.5%), with Pakistani heritage (10.1%) and Bangladeshi heritage (7.3%) as the largest minorities. Oldham has a higher proportion (22.5%) of non-white residents than Greater Manchester (16.3%) or England (14.3%). This value has increased significantly from 13.9% in 2001.

Breakdown of Population by Ethnic Group

	Oldham	Greater Manchester	North West	England
White	77.5%	83.8%	90.2%	85.5%
Pakistani	10.1%	4.8%	2.7%	2.1%
Bangladeshi	7.3%	1.3%	0.7%	0.8%
Indian	0.7%	2.0%	1.5%	2.6%
Black (African/Caribbean)	1.2%	2.8%	1.3%	3.4%
Mixed	1.8%	2.3%	1.6%	2.2%
Other Ethnic groups	1.4%	3.1%	2.0%	3.2%
All Ethnic Minorities (Non-White)	22.5%	16.3%	9.8%	14.3%

Source: ONS Census 2011(KS201)

The ethnic composition of Oldham changed considerably between the 2001 and the 2011 censuses. The proportion of the population from white backgrounds decreased from 86.2% to 77.5%. Meanwhile, the South Asian population continued to grow, with residents of Pakistani heritage increasing from 6.3% to 10.1%, and residents of Bangladeshi heritage increasing from 4.5% to 7.3%. These communities primarily live in the wards surrounding the town centre – typically the most deprived areas in Oldham. The Pakistani community is concentrated in Werneth and St Mary's and, more recently, has spread into Alexandra, Medlock Vale and Waterhead. The Bangladeshi community is centred upon Coldhurst but has similarly expanded into neighbouring Chadderton North and Werneth.



Source: ONS Census 2011

Changes in Ethnic Composition since 2011

The most recent official data on the ethnicity of Oldham's residents was published in 2011, but additional localised projections/estimates produced by the Business Intelligence Service have been used alongside these to examine changes over the past five years.³

These estimates suggest that since 2011 Oldham has become more diverse in terms of ethnic composition. There has been further growth in the Pakistani and Bangladeshi communities, in addition to some growth in the white 'other' category – a group primarily made up of Polish and Romanian heritage communities.

Recent Population Change by Ethnic Group

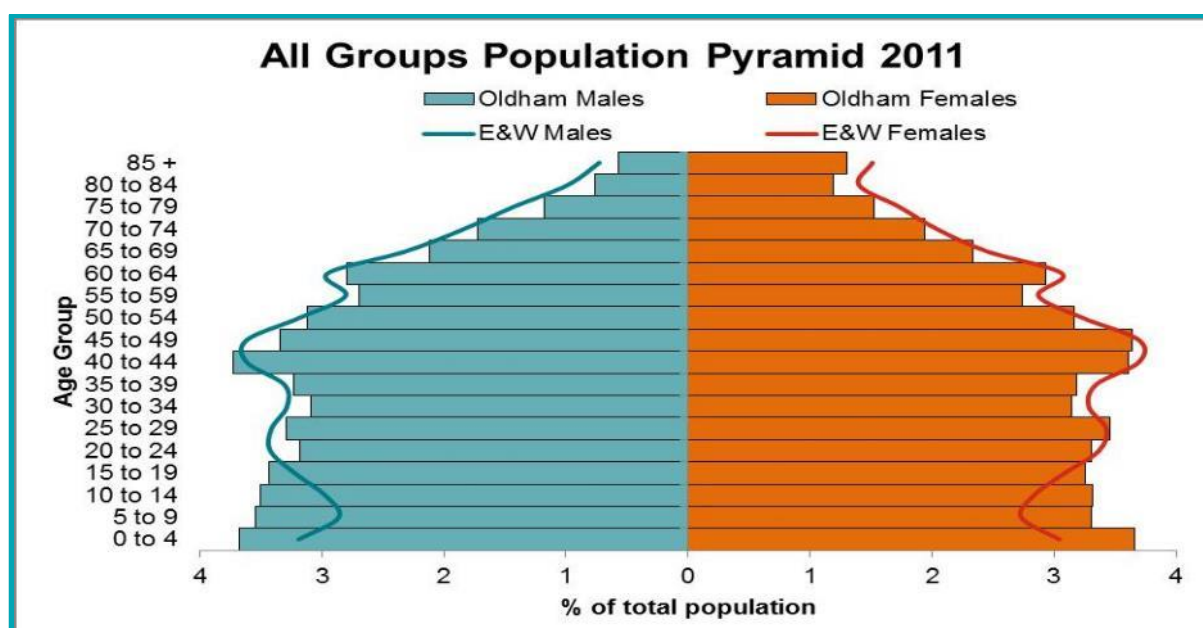
	2011	2012	2013	2014	2015	2016	% Change Since 2011
White British & Irish	171,439	170,261	169,579	169,182	167,731	166,230	-3.0%
White Other	2,887	3,703	4,811	6,037	7,040	7,896	+173.5%
Pakistani	22,686	23,709	24,575	25,394	26,539	27,581	+21.6%
Bangladeshi	16,315	16,943	17,550	18,177	18,989	19,765	+21.1%

Source: Produced by Oldham Council's Business Intelligence Service, June 2017

Population Pyramids

Oldham Overview

Oldham's age structure is younger than the England and Wales average. There are higher-than-average levels of children – especially younger children – and lower than average numbers of over 75s. This is mainly due to the large South Asian communities, who have a younger age profile than the white population. This topology suggests that the population of Oldham will continue to grow, although this will also be dependent on migration patterns.

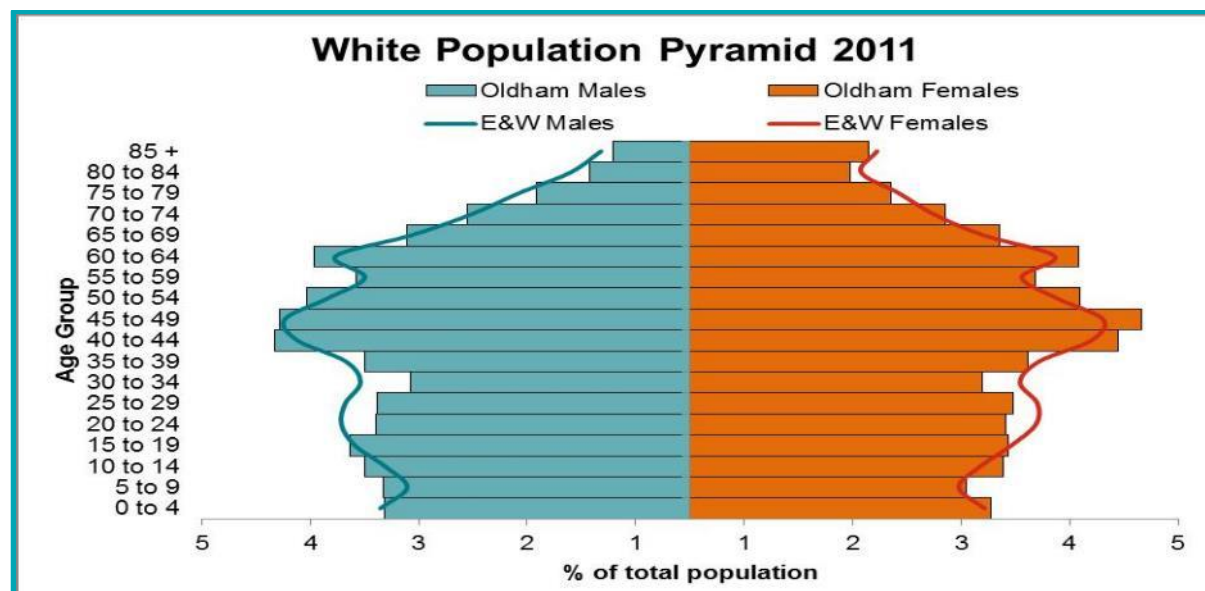


Source: ONS Census 2011

³ Oldham Ethnic Group Population Estimates, June 2017

The White Population

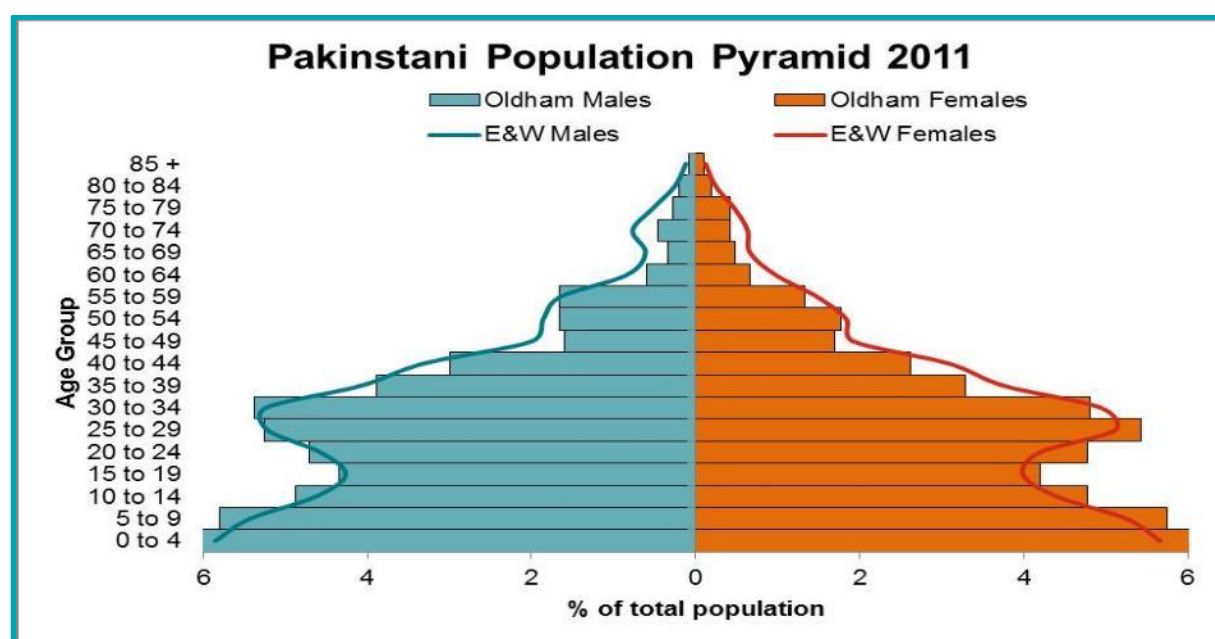
The White population of Oldham is typical of a declining population - with smaller numbers of children, and the largest segments of the population being over 40. When compared to England and Wales, there are lower proportions of people in their 20s and early 30s in Oldham. Migration data suggests that this is largely young people leaving for university, and not returning.



Source: ONS Census 2011

The Pakistani Population

There is a large and growing Pakistani population in Oldham. At the time of the 2011 census more than 22,000 people identified themselves as belonging to this group. The population is generally young, so will likely increase in size over time. The profile is similar to the Pakistani profile for England and Wales, which is characterised by a slightly lower proportion of those in older age groups and higher proportion of young children.

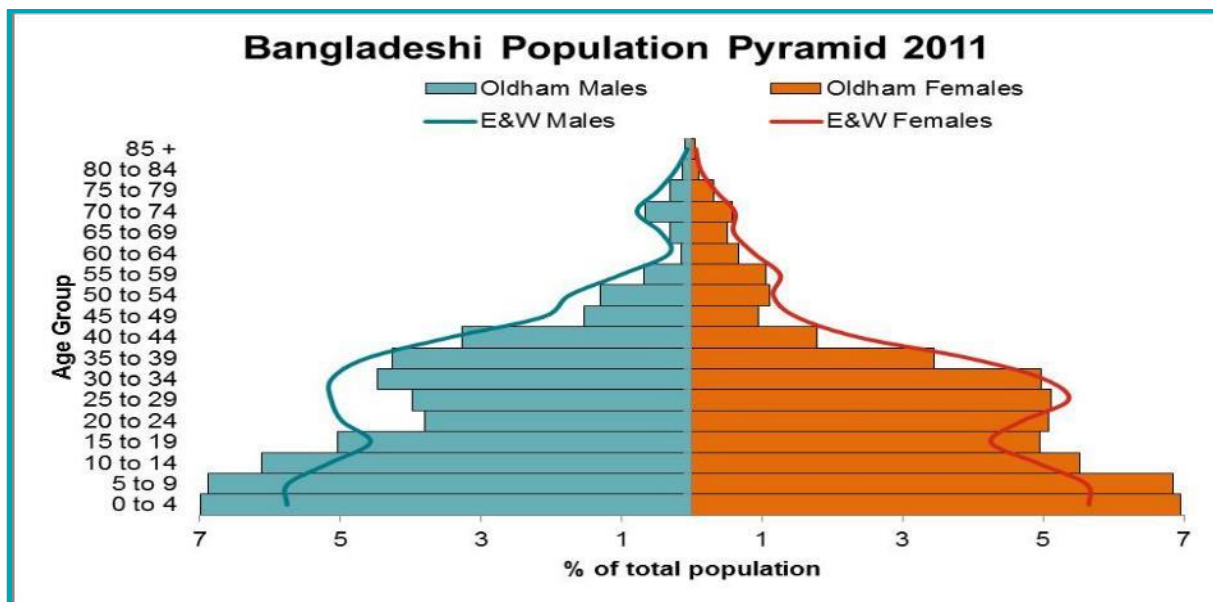


Source: ONS Census 2011

The Bangladeshi Population

Over 16,000 people identified as Bangladeshi in the 2011 census. The distribution below shows a heavy weighting in the younger age groups, and this remains true even when compared with England and Wales' Bangladeshi profile.

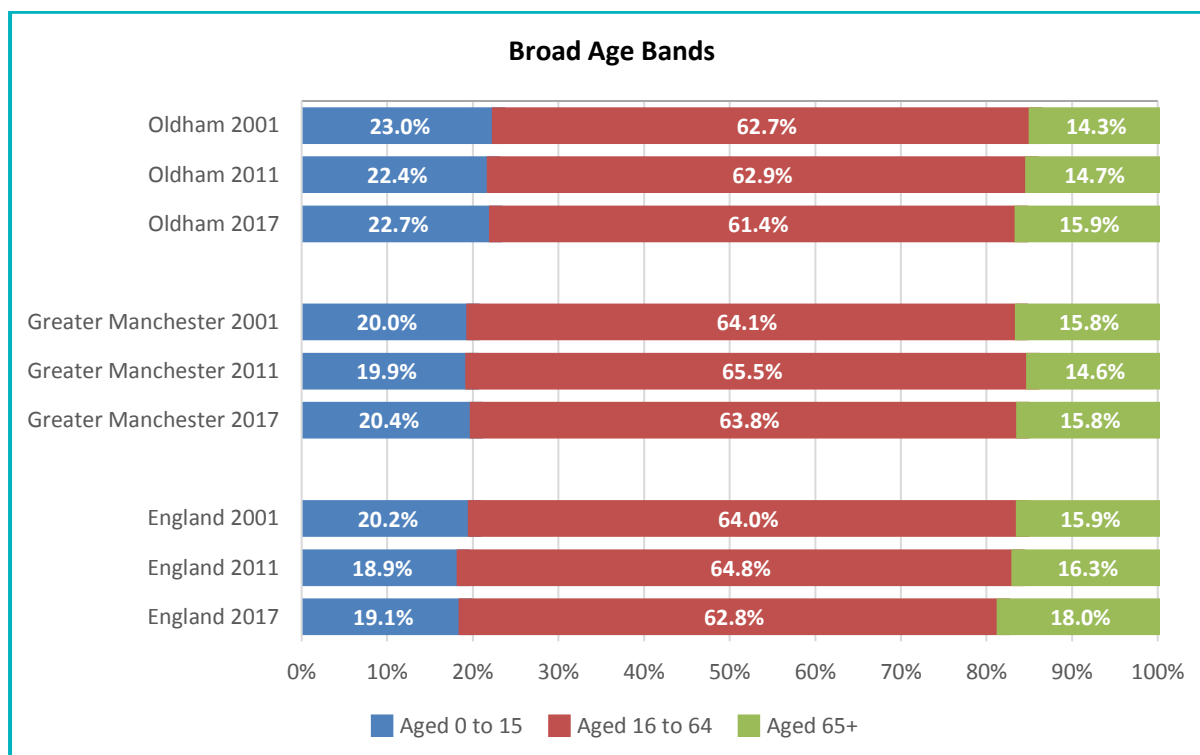
There are notably fewer males than females in Oldham in their 20s and early 30s, which stands in contrast to figures for England and Wales as a whole.



Source: ONS Census 2011

Age Structure

The age structure of Oldham is relatively youthful with a high proportion of residents aged under 16 (22.6%) and fewer residents aged over 65 (15.8%). This is compared to the England averages of 19.1% and 17.9% respectively. Since 2001, the population across England has aged, with more people aged over 65 and fewer under 16s. This change has certainly been influenced by an increase in the average life expectancy; however the pattern is somewhat different across Oldham.

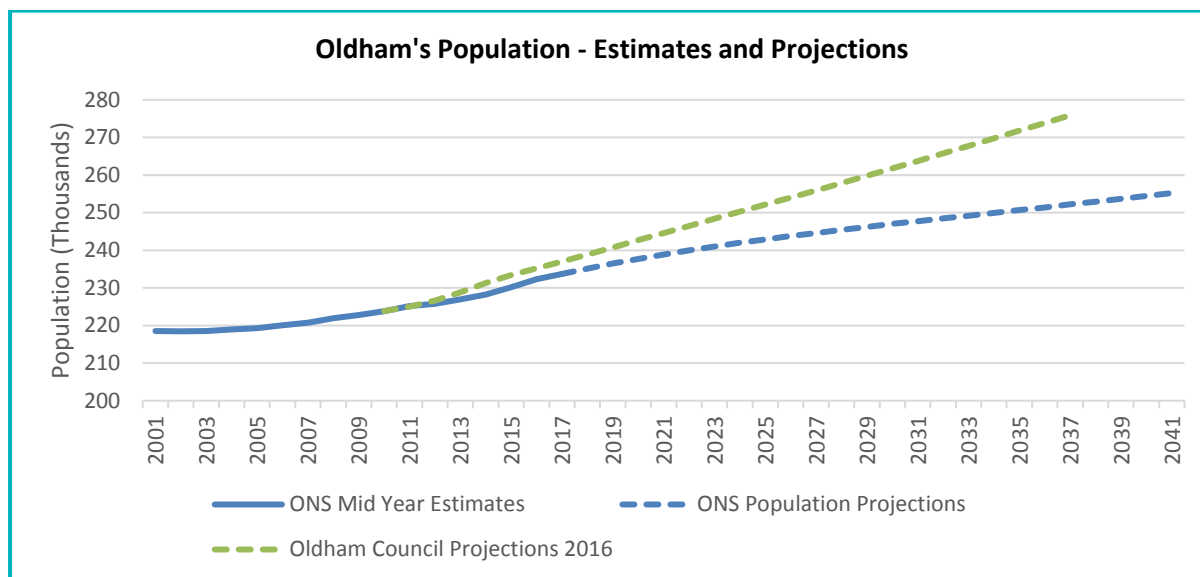


Source: ONS Mid-Year Estimates 2017 and Census 2011

While there is a larger proportion of over 65's, the proportion of under 16's has remained similar. This can be attributed to the growth in Oldham's Pakistani and Bangladeshi communities which have a much more youthful age profile and can be seen in the population pyramids above.

Population Projections

ONS estimates that Oldham's population will reach 255,200 by 2041. An increase of 9.2% from the 2017 population⁴.



Source: ONS Mid-Year Estimates 2017, ONS SNPP 2017, Oldham Council Projections 2016

High birth rates within the Pakistani and Bangladeshi communities, along with internal and international migration will be major influences in Oldham's population growth. Meanwhile, the rise in life expectancy can be attributed to improvements in public health, nutrition, and medicine. The table below shows that by official figures the proportion of over-65s is set to rise by 42.0% over the next 17 years.

Population Forecasts by Age Group

Age Band	2017	2025	2033	2041	% Increase 2017-2041
0-14	49,900	51,200	50,000	50,300	0.80%
15-64	146,300	150,200	150,900	152,600	4.31%
65+	37,300	41,700	48,300	52,400	40.48%
Overall	233,700	242,900	249,200	255,200	9.20%

Source: ONS Sub-National Population Projections

Over the next 24 years, the population of Oldham is expected to increase by 9.2%. The number of people aged 65+ is expected to increase by 40.48%. However, it is important to note that ONS's Mid-Year Estimates and Sub-National Population Projections suffer from a time-lag in publication, and are not well-equipped to deal with changing immigration patterns. Concerns have been raised that these figures ignore the town's young age profile, recent migration patterns, and NINo registrations. These factors may result in an underestimate of Oldham's future population⁵. The first chart on this page therefore also includes Oldham council constructed projections, which start with higher growth assumptions.

⁴ ONS 2016 based Sub-National Population Projections, released 2018

⁵ Oldham Council's response to the consultation on 2012-based SNPP for England, February 2014.

Deprivation

Indices of Multiple Deprivations

Levels of deprivation across the borough are generally ranked among the highest in the country. Relative to other authorities, Oldham's levels of deprivation have maintained a steady downward trend since 2004, according to the Indices of Multiple Deprivation. Despite this, Oldham has managed to maintain its position in terms of employment. 2018 figures are expected to be released in the summer of 2019.

Historical IMD Scores for Oldham

Domain	2015 Rank (of 326 LAs)	2010 Rank (of 326 LAs)	2007 Rank (of 354 LAs)	2004 Rank (of 354 LAs)
IMD Score	34	37	42	43
Income Scale	44	44	39	48
Employment Scale	45	48	49	44
Concentration	28	25	23	26
Extent	29	30	34	36

Source: ONS, Department for Communities & Local Government, English Indices of Deprivation

Additional Indices

Additional measures were introduced in 2010 and have been broken down to Local Authority level for 2015. We have been able to retrospectively calculate comparative ranks for 2010.

Additional IMD Scores for Oldham

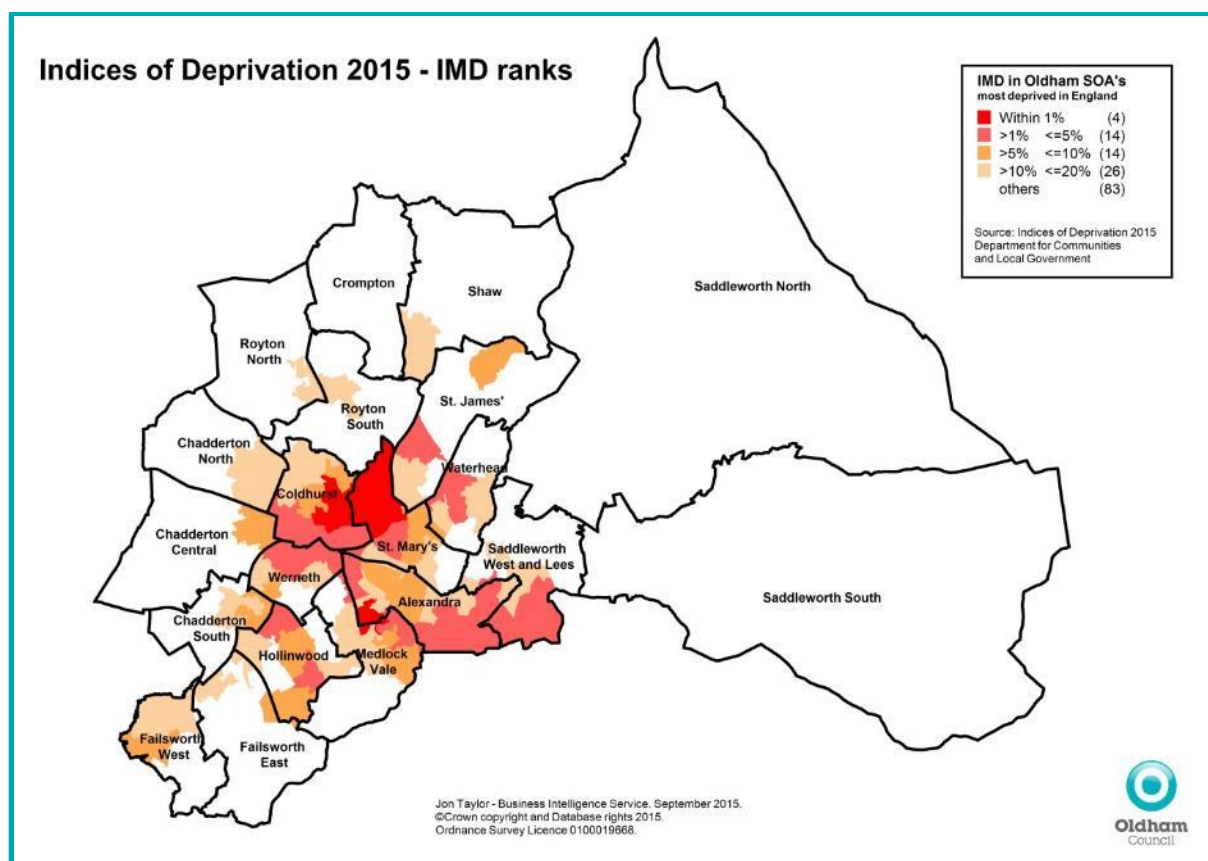
Domain	2015 Rank (of 327 LAs)	2010 Rank (of 327 LAs)
LSOA's in bottom 10% nationally	27	32
Income Deprivation Affecting Children Index (IDACI) score	47	50
Income Deprivation Affecting Older People (IDAOPI) score	52	42
Income score	30	34
Employment score	28	32
Education, Skills and Training score	34	30
Health Deprivation and Disability score	31	49
Crime score	51	74
Barriers to Housing and Services score	315	298
Living Environment Score	129	48

Source: ONS, Department for Communities & Local Government, English indices of deprivation

The borough's 'Living Environment' and 'Barriers to Housing & Services' scores have both shown improvements since 2010 with the latter representing an excellent level of provision for vulnerable people within Oldham.

Other scores are in line with the town's overall IMD rank and have shown only marginal gains or losses relative to other authorities over the past five years. Comparatively, Oldham appears to include a high proportion of heavily-deprived areas as well as many with poor employment and low income levels.

Areas of High Deprivation



Source: ONS, Department for Communities & Local Government, English indices of deprivation 2015

Oldham currently has four areas within the borough which are among the top 1% of the nation's most deprived areas. The majority of these areas are centred in and around the town centre, particularly within the wards of St Mary's, Coldhurst and Alexandra. Only the wards of Crompton, Saddleworth North and Saddleworth South do not contain any areas that fall within the nation's top 20% most deprived.

Economy

Overview

Oldham's economy was historically built upon manufacturing, chiefly within textiles and mechanical engineering. Like many other former industrial towns across the UK, Oldham's economy experienced large scale deindustrialisation and as a result has undergone significant economic restructuring.

Oldham is currently home to around 6,240 businesses⁶ employing roughly 81,000 people⁷. Oldham's business base is primarily made up of small- or medium-size enterprises (fewer than 50 and 250 employees respectively), and over time has become more reliant on public sector employment, particularly within the Local Authority and NHS which together provide more than 20% of jobs in the district. Oldham's economy still remains over-dependent upon relatively low-skilled and low-wage enterprise. Over the last decade, new jobs have been created, but the majority of these have been low value service or health occupations.

The arrival of Metrolink has significantly improved transport connectivity within the borough. It has increased the appeal of Oldham to skilled and higher-earning commuters and has linked residents in many areas historically poorly-served by public transport with employment, retail and leisure destinations throughout the conurbation.

Challenges and Opportunities

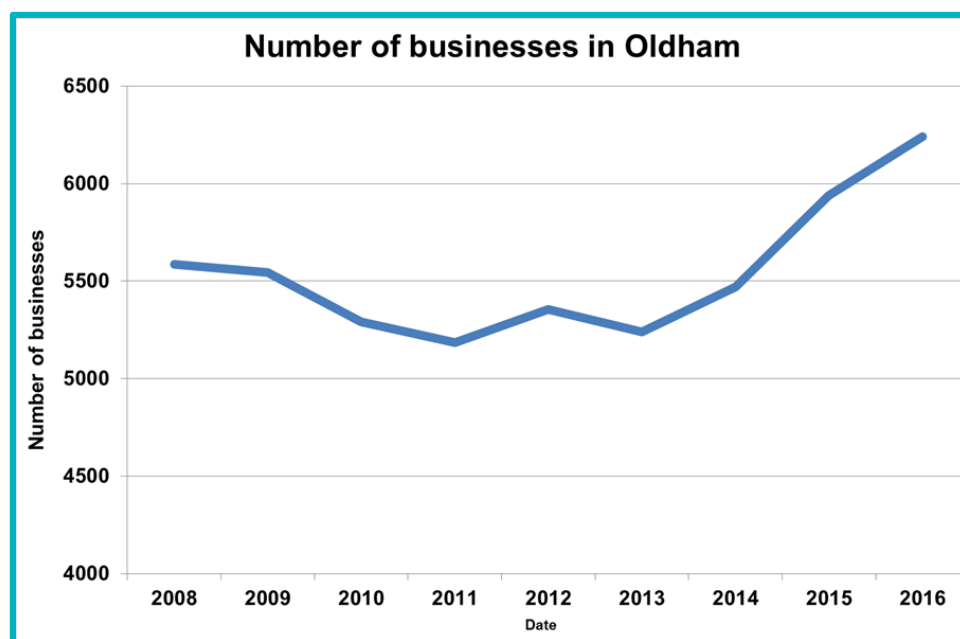
- **Attract New Businesses** – Improving business survival rates alongside increased start-up rates is a key requirement in increasing private sector employment in Oldham, offsetting the dominance of public sector employment.
- **Improve Skills Base** – Oldham has historically had a weak skills base – a legacy of generations of manual employment. This has made it difficult for Oldham to attract the inward investment that it is looking for to improve its own economic base and act as a labour market for the rest of Greater Manchester.
- **Increased Wages** – Oldham has traditionally had low wage levels in terms of residents and work place earning potential (as measured by median weekly wage levels). This is likely a reflection on the industry mix within Oldham and the relative skill levels of the local workforce.
- **Increased Public Transport Connectivity** – Transport connectivity has improved across Oldham since the arrival of Metrolink. However, some areas remain isolated in terms of regular, reliable public transportation, limiting some communities economically and socially.

⁶ Source: ONS – Inter Departmental Business Register 2016

⁷ Source: ONS – Business Register and Employment Survey 2015

Businesses in Oldham

A strong, diverse business base coupled with a culture of entrepreneurship and enterprise are key elements of a successful economy. As of 2016, there were a total of 6,240 businesses operating in Oldham – an increase from 5,940 (5.1%) in 2015. It is encouraging to see that Oldham's business base has shown good resilience since the 2008 recession.



Source: ONS – Inter Departmental Business Register 2016

While numbers are on the increase, many of these businesses are relatively small in size. Microbusinesses (those with fewer than five employees) make up a large proportion of Oldham's businesses (74.5%) though this is a lower proportion than occurs nationally.

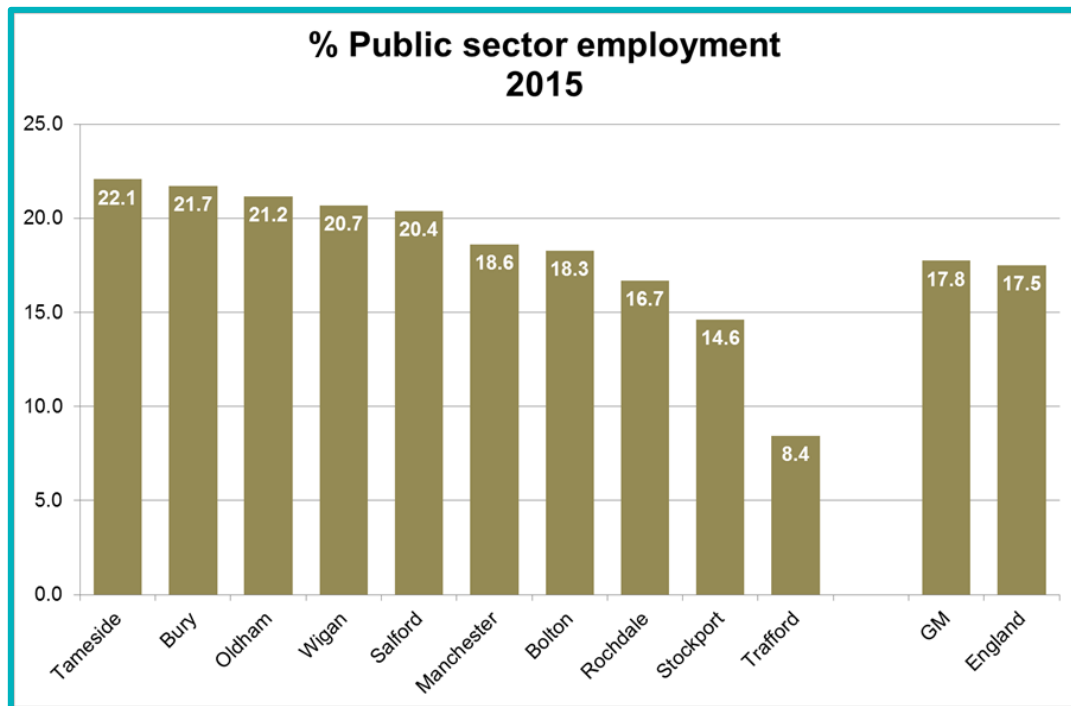
Whereas the majority of businesses in Oldham employ fewer than five people, nearly 30% of all available jobs are provided by a relatively small number of larger firms. Oldham's two main employers are the Local Authority and the NHS, which employ around 15,000 people between them. The largest private sector employers include Shop Direct's distribution centre in Shaw, a selection of supermarkets and the bakers Park Cakes.

Oldham's Largest Employers

	Nature of Business	No of employees (approx.)	% of total jobs in Oldham
Oldham Council (inc schools)	Public Sector	8000	10.7
NHS	Public Sector	7000	9.3
Shop Direct	Home Shopping	1000	1.3
Tesco	Supermarket	1000	1.3
Park Cakes	Bakers	800	1.1
Asda	Supermarket	800	1.1
JD Williams	Home Shopping	800	1.1
Greater Manchester Police	Public Sector	600	0.8
Oldham College	Public Sector	600	0.8
First Bus	Bus company	600	0.8

Source: ONS – Inter Departmental Business Register 2016

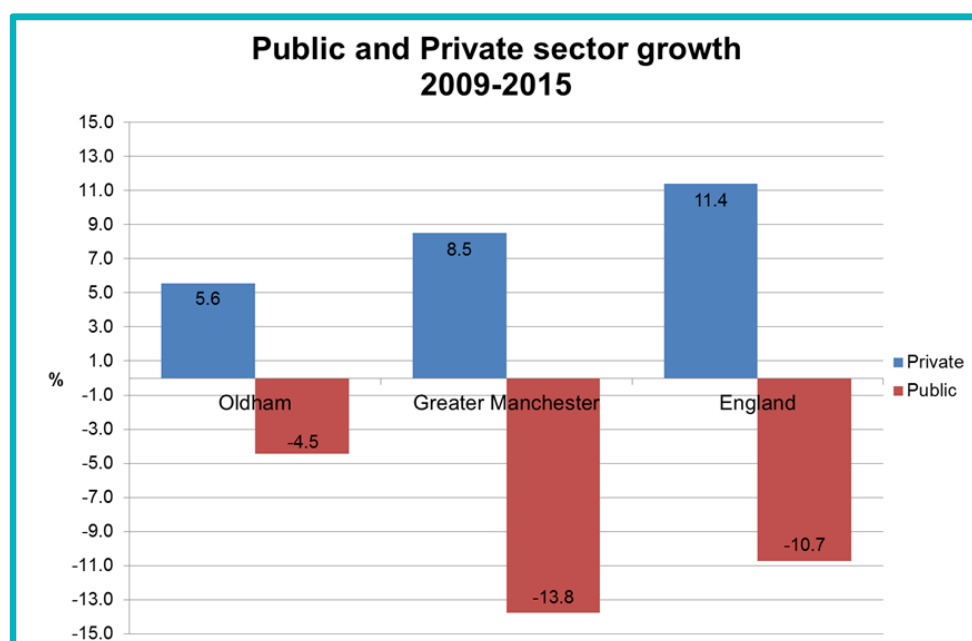
The public sector plays a fundamental role in Oldham's economy, employing thousands of local people. With the third highest rate of public sector employment in Greater Manchester, Oldham has a clear vulnerability to the continued public sector contraction. The chart below shows 21.2% of employment in the borough is accounted for by the public sector, which is significantly higher than in Greater Manchester (17.8%) or England (17.5%).



Source: ONS – Business Register and Employment Survey 2015

To counteract this contraction, generating private sector employment should be a priority for Oldham. However, this has been particularly challenging for Oldham, in recent times.

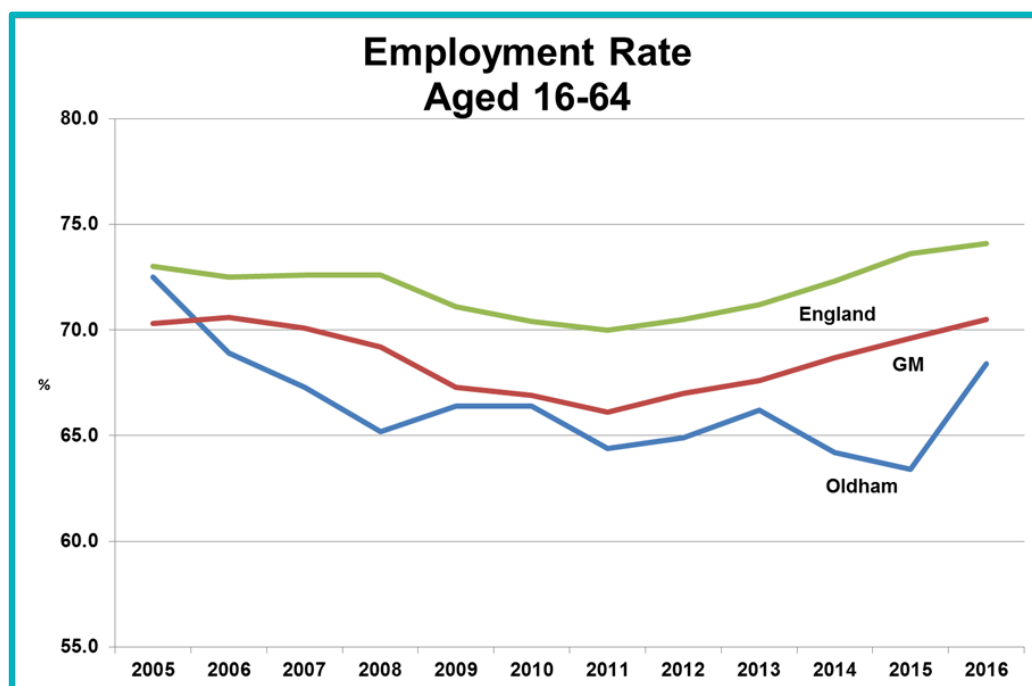
The chart below illustrates how growth in the private sector in Oldham has only grown by 5.6% since 2009, whereas across Greater Manchester (8.5%) and England (11.4%) it has been much more significant. The public sector contractions have been more substantial in Greater Manchester and nationally.



Source: ONS – Business Register and Employment Survey 2015

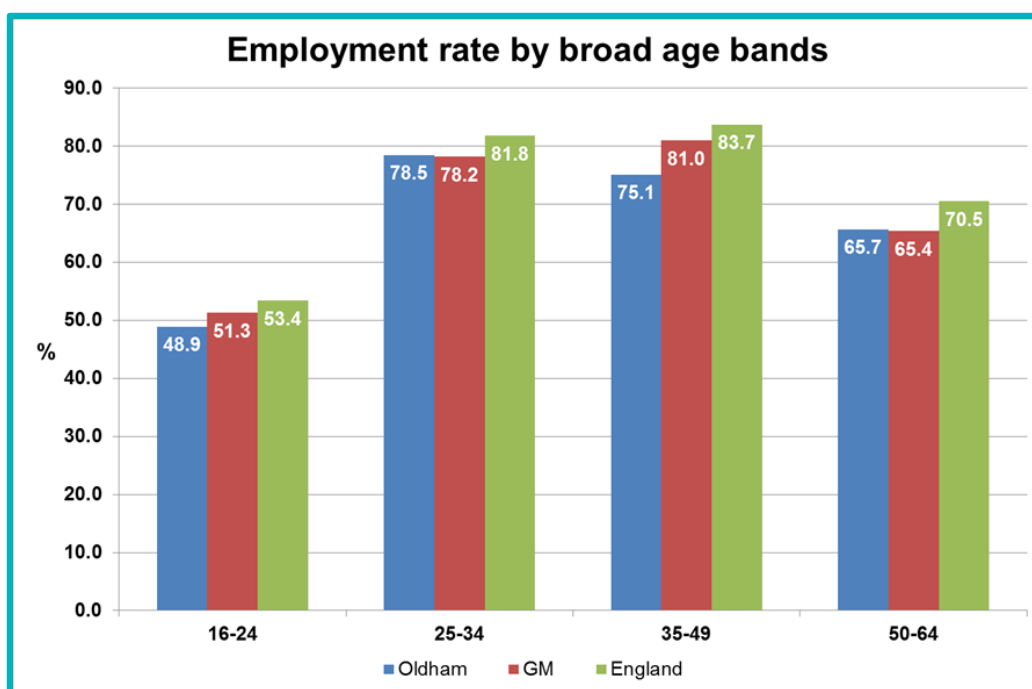
Employment

High levels of employment are a key indication that an economy is in good health. The employment rate in Oldham (68.4%) has fluctuated over time but still remains significantly lower than the GM (70.1%) and national averages (74.1%).



Source: ONS – Annual Population Survey 2016

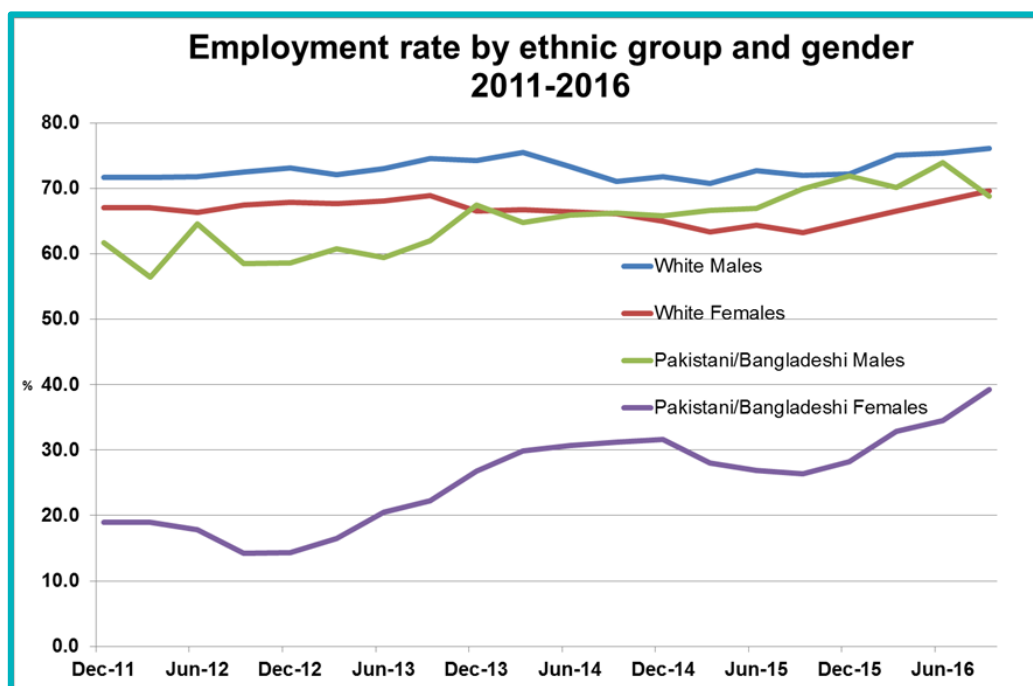
The gap between Oldham residents, GM and England is largest in the 35-49 year old group. If the employment rate in Oldham is to be improved, then this cohort needs to be tackled.



Source: ONS 2011 Census

Oldham's employment rate is negatively impacted by a high proportion of economically inactive residents. Oldham has high rates of residents with long term illness/disability and large numbers of inhabitants choosing not to work. Another factor to consider is Oldham's large South Asian population, where culturally it's more common for women to choose not to

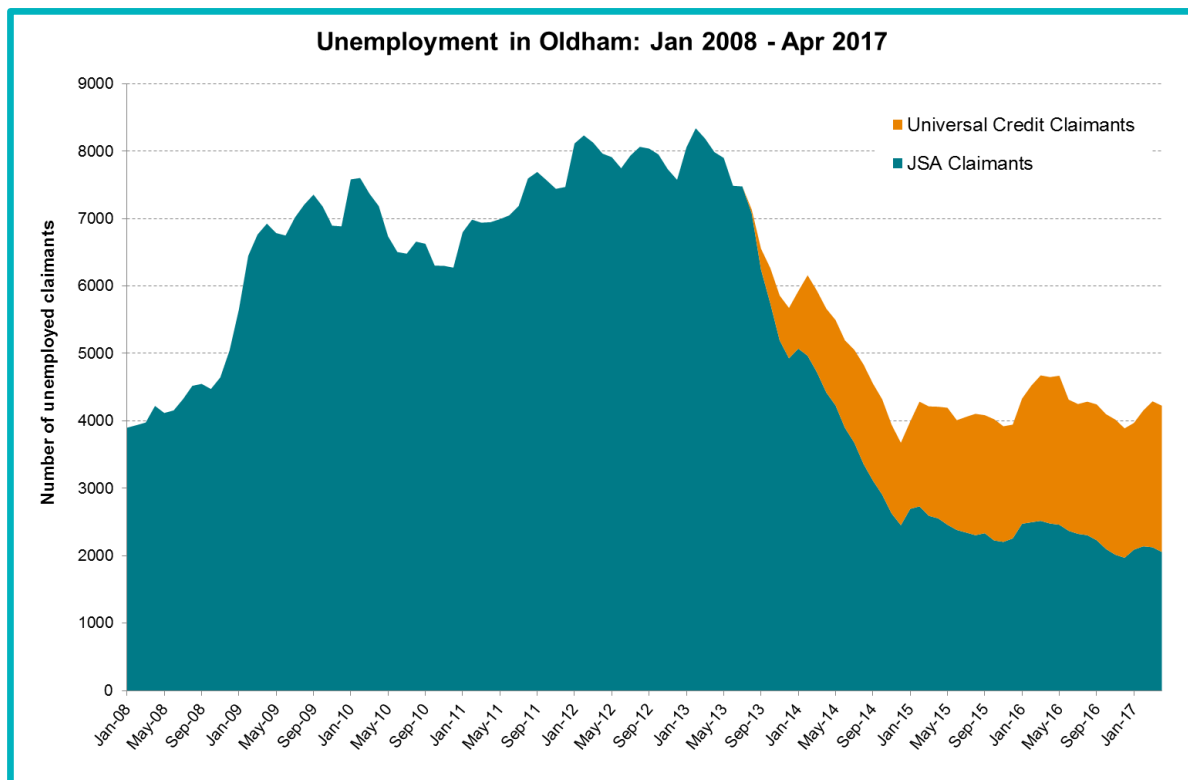
take paid employment. However, recent trends suggest that there has been a cultural shift, with greater numbers of younger Pakistani and Bangladeshi women accessing the local labour market.



Source: ONS – Annual Population Survey 2016

Unemployment

Mirroring the employment rate shown earlier, unemployment in Oldham has now largely recovered from the peak of the last recession and appears relatively stable. However, we still have the 3rd highest rate in Greater Manchester.



Skills

Skill levels are one of the most important determinants of socio-economic outcomes. Skills are not only an important route out of poverty for individuals, but a key driver of economic prosperity. Unfortunately Oldham has traditionally had a weak skills base, which is a legacy of generations of manual employment. This has resulted in residents finding it difficult to enter new growth sectors over recent years.

While Oldham has continued to improve attainment rates across the borough, adult skill levels still remain a concern. There are a higher proportion of residents with no qualifications and fewer residents holding degree level qualifications compared to GM and national averages.

Highest Qualification Level Attained

	Oldham (%)	Greater Manchester (%)	England (%)
NVQ 4 and above	27.6	33.6	36.7
NVQ 3	16.5	18.0	17.3
NVQ 2	15.2	16.6	16.3
NVQ 1	15.0	11.2	11.6
Other qualifications	7.8	7.1	6.6
No qualifications	15.0	10.1	8.4

Source: ONS – Annual Population Survey 2016

Oldham has a significantly higher percentage of its working age population with no qualifications, which is a major issue. Tackling this gap must be a prime objective in order to enhance economic prosperity in the area and enable Oldham to compete with other local authorities in attracting new businesses to the area.

At the other end of the skills spectrum, obtaining a degree or equivalent level of qualification will enhance the opportunities for individuals to find work and be employed in higher paid jobs. The data shows clearly that Oldham has a significant deficit in the percentage of the working age population with a Level 4 qualification (or above), compared to the Greater Manchester and national averages. This signals that there is a shortage of high-end skills available in the borough.

There is also some evidence to suggest that Oldham's talent is being drained – the lure of the “bright lights” of the main cities in addition to the availability of more graduate level jobs (which Oldham is in relative shortage of) are certainly impacting this. Unless there is a significant increase in the availability of local graduate level jobs it will be difficult to address this loss of skills through migration. However, improving the proportion of Oldham residents with a degree level qualification and narrowing the gap towards the national average must be a priority for the borough moving forward.

Income

Oldham has traditionally had low wage levels in terms of residents and workplace earning potential (as measured by median weekly wage levels). This is likely a reflection on the industry mix within Oldham and the relative skill levels of the local workforce.

Resident wages in Oldham are higher than workplace earnings (£469 per week compared to £443 per week), showing that the more skilled residents of Oldham are finding higher-value employment outside the borough. It is likely that these residents live in the eastern half of the district, where skill levels are much higher. Workplace-based wages are improving but at a slower rate and remain considerably lower than resident wages indicating the prevalence of a greater low wage/low skill industry mix in the borough.

Average Incomes across Greater Manchester

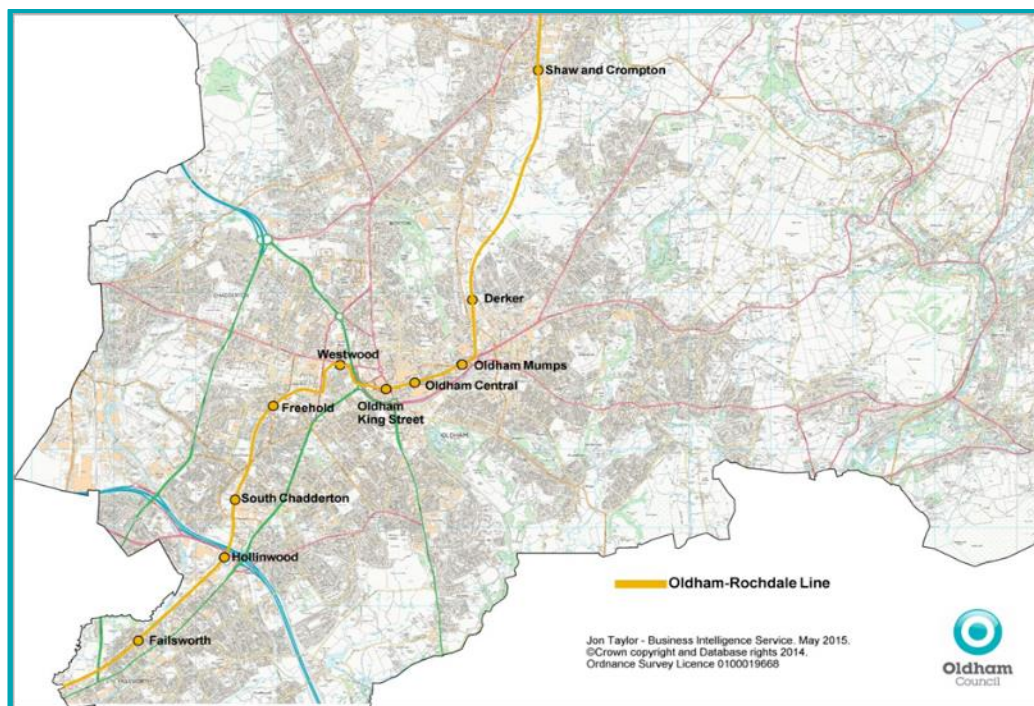
	Resident			Workplace		
	Annual	Weekly	Pt Hourly	Annual	Weekly	Pt Hourly
Bolton	24,848	466	8.63	24,614	479	8.82
Bury	28,028	523	9.10	25,544	479	8.09
Manchester	24,137	468	8.01	28,313	546	8.97
Oldham	23,917	469	8.20	22,978	443	8.44
Rochdale	24,400	470	8.11	22,852	438	8.12
Salford	25,286	479	8.06	26,688	505	8.84
Stockport	27,563	542	9.02	26,863	512	8.64
Tameside	23,414	460	8.84	22,896	440	8.91
Trafford	33,970	601	9.26	26,839	517	8.02
Wigan	27,092	501	8.20	24,153	457	8.26
Greater Manchester	25,741	494	8.45	26,113	499	8.57
England	28,503	545	8.95	28,500	544	8.93

Source: ONS – Annual Survey of Hours and Earnings 2016

For Oldham to increase its average wage levels, it is important that the majority of new jobs created are of a suitable quality to ensure they are paid above the current median wage. However, average wages – which have been stagnant since the recession – are not expected to rise significantly in Oldham over the next 20 years.

Transport Connectivity

High-quality transport and digital connectivity infrastructure are essential for successful, sustainable economic growth in Oldham. The arrival of the Metrolink has greatly improved connectivity with Manchester, Rochdale and beyond. However, some areas (eg Sholver, Diggle) are still socially/economically isolated for those without cars, and some areas of potential employment (eg Stakehill) are still difficult to reach for those without work.



Metrolink has increased the appeal of the borough to skilled and higher-earning commuters and links residents in areas historically poorly-served by public transport with employment, retail and leisure destinations. The number of passengers who start or finish their journey in Oldham has climbed since the line opened in January 2013 despite seasonal factors.



Health & Well-being

Overview

In general, Oldham's residents have worse health than England's average: life expectancy in Oldham is more than two years less than England as a whole. There are strong links between deprivation and poor health, and high levels of deprivation in the borough have a significant impact on health outcomes.

There are also significant social inequalities *within* Oldham. As an example, 40% of the people living in Coldhurst belong to an income-deprived household - this is only around 5% in Saddleworth South. This leads to health inequalities. Indeed, the difference in life expectancy between the most and the least deprived wards is over 7 years. Reducing social inequality within the borough is therefore a key priority in improving the Oldham's Health.

Between 2011-2013 and 2014-2016, life expectancy continued to increase in the North West and England, as it has done for many years. However, during this period, life expectancy fell for both Males and Females in Oldham (by 0.5 years for males, and 0.71 years for females).

Challenges and Opportunities

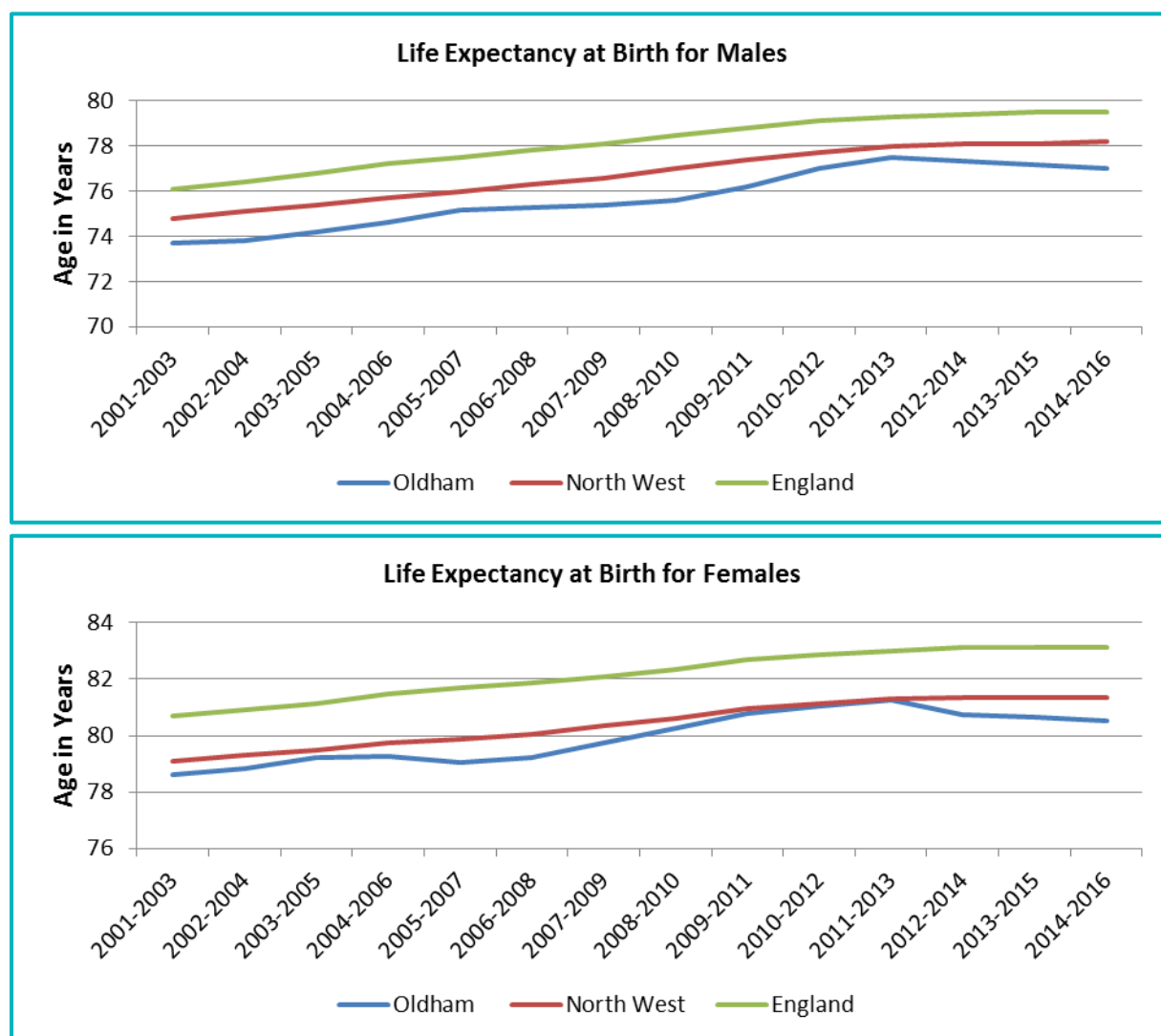
- **Best Start in Life** - Giving every child the best start in life, through accessible services which are designed to reduce health inequalities, is a key challenge and priority within Oldham. Oldham's breastfeeding rate at 6-8 weeks remains below the England average, with wide variations in rates across Oldham wards. The highest rate is in Saddleworth South, and the lowest rate is in Royton North. Immunisation rates are good, but the proportion of children that are school-ready is far lower than it should be.
- **Oral Health** - Oldham's rate of tooth decay in children aged five has improved markedly in recent years, but is still behind the national average. Tooth decay can result in additional problems such as: pain, sleep loss, time off school and, in some cases, dental treatment requiring general anaesthetic.
- **Smoking** - Adult smoking rates in Oldham are high overall – and slightly above the national average. Again, this includes significant variations between areas. Rates of smoking amongst young people, however, are relatively low, and linking with “Best Start in Life” and the “GM Making Smoking History” programme, this may represent an opportunity for positive change.
- **Healthy Weight** - The percentage of overweight children in year 6 classes (10-11 years) in Oldham is generally higher than the national average. In adults, physical activity levels and the percentage of the population eating the recommended five portions of fruit and veg a day, is broadly lower than national. The proportion of adults of excess weight is higher than national, and there is an increasing rate of diabetes. There are opportunities in place to improve participation in physical activity and healthy eating in Oldham - through access to parks and greenspaces, the Growing Oldham and Feeding Ambition programmes, the GM Moving Plan and Daily Mile, and Sport England's LDP scheme.

Life Expectancy

Life Expectancy (LE) at birth in Oldham increased steadily over the 20 year period from 1991-1993 to 2011-2013. Since 2012-2014, it has been slowly declining for both Males and Females. Oldham remains behind the national and North West average, and in recent years the gap between life expectancy in Oldham and the England average has increased: life expectancy is now 2.5 years lower for male residents, and 2.6 years lower for female residents. LE in Oldham is still higher for females (80.5 years) than for males (77 years). Since 2011-13, female LE has fallen by 0.7 years, whilst male LE fell by 0.5 years.

Health inequality exists across Oldham and can easily be seen in the variation in life expectancy (LE) across the borough - the gap in LE between the most and the least deprived wards within Oldham is 8.4 years in males and 7.5 years in females⁸.

Healthy Life Expectancy (HLE) is another useful indicator that gives an estimate of how long people might live in a 'healthy' state. HLE is also lower in Oldham males (59.1y) than females (60.7y).



Source: Public Health England, Fingertips, Accessed Oct 2018

⁸ Public Health England (2016). The segment tool

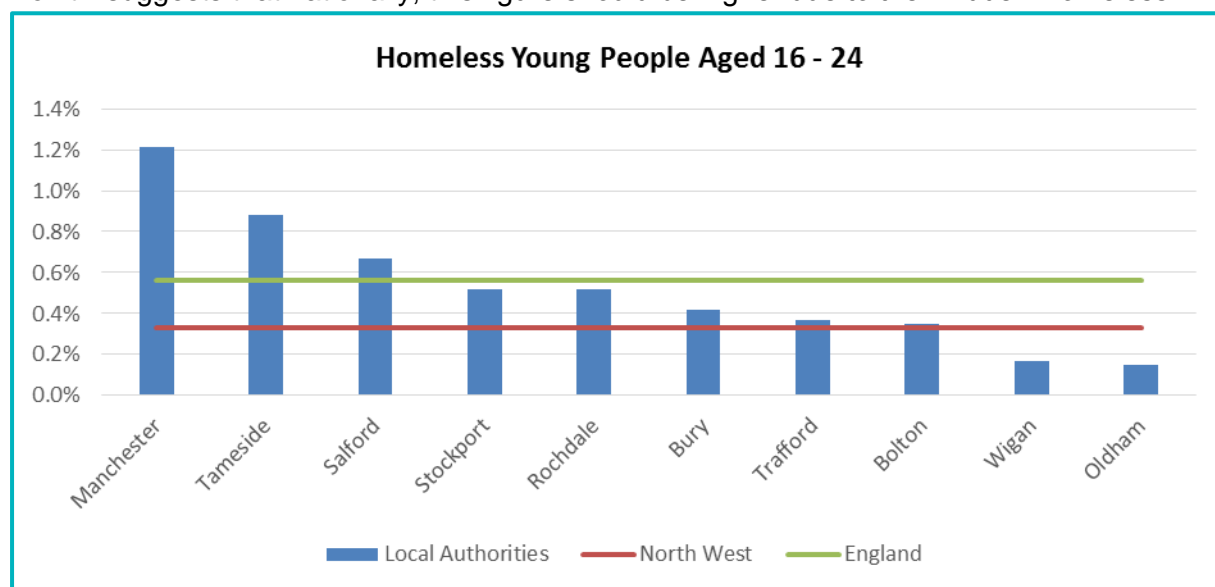
Children and Young People's Health & Lifestyle

Oldham lags behind national averages on a number of health indicators, including breastfeeding, dental decay, and hospital admissions for asthma and injuries. There is a strong link between these issues and deprivation. Child poverty in Oldham affects 21.6% of the borough's children – well above the England average of 16.8%. This rate varies drastically across Oldham's Wards. Using the After Housing Costs measure, Coldhurst has 62.1% of children living in poverty. This is just 8.2% in Saddleworth South⁹.

Rates of infant mortality (under 1 year old) are higher than national levels (6.2 per 1,000 for Oldham, 3.9 per 1,000 for England). This varies considerably within the borough, with the rate in Werneth being significantly higher than the Oldham average. Childhood mortality (0-17 years) in Oldham is also appreciably higher than the England and Manchester averages.

There is a general improvement in the rate of immunisations, with better-than-national rates for two-year-olds receiving their first MMR vaccine, as well as immunisations for Diphtheria, Polio, and Meningitis C. School readiness is low: In 2016/17, 36.3% of reception age children had not achieved a good level of development, compared to 29.3% nationally.

Oldham performs well regarding young homelessness. However, this figure only reflects young people formally accepted as homeless, and offered a home. Research by Centre Point¹⁰ suggests that nationally, this figure should be higher due to the "Hidden Homeless".



Source: Public Health England, Fingertips, Accessed Oct 2018

Breastfeeding

Breastfeeding in Oldham is currently significantly below the national average. 2016/17 figures show 66.6% of mothers breastfeed at initiation (compared to 74.5% nationally)¹¹. Oldham's breastfeeding rate at 6-8 weeks remains below the England average. The data for 2017/18 for Oldham shows that 38.4% of mothers are breastfeeding at 6-8 weeks, compared to 44.4% for England. There is a wide variation in breastfeeding rates across Oldham wards in 2017/18. Only Werneth, Saddleworth North, Coldhurst, and Saddleworth South have rates higher than the national average. At 60%, Saddleworth South has over triple the rate of

⁹ <http://www.endchildpoverty.org.uk>

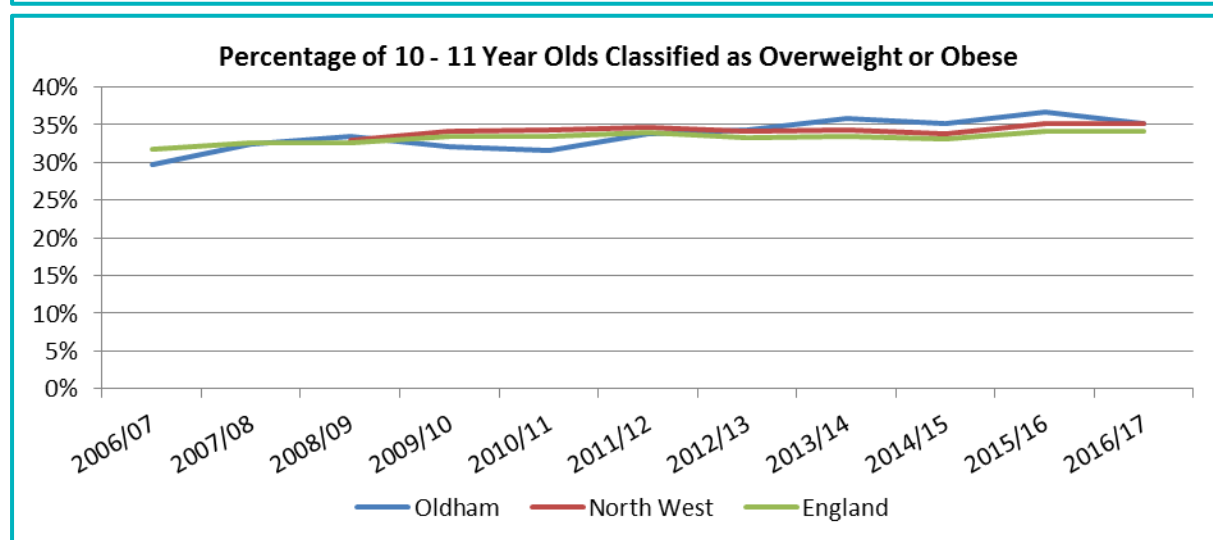
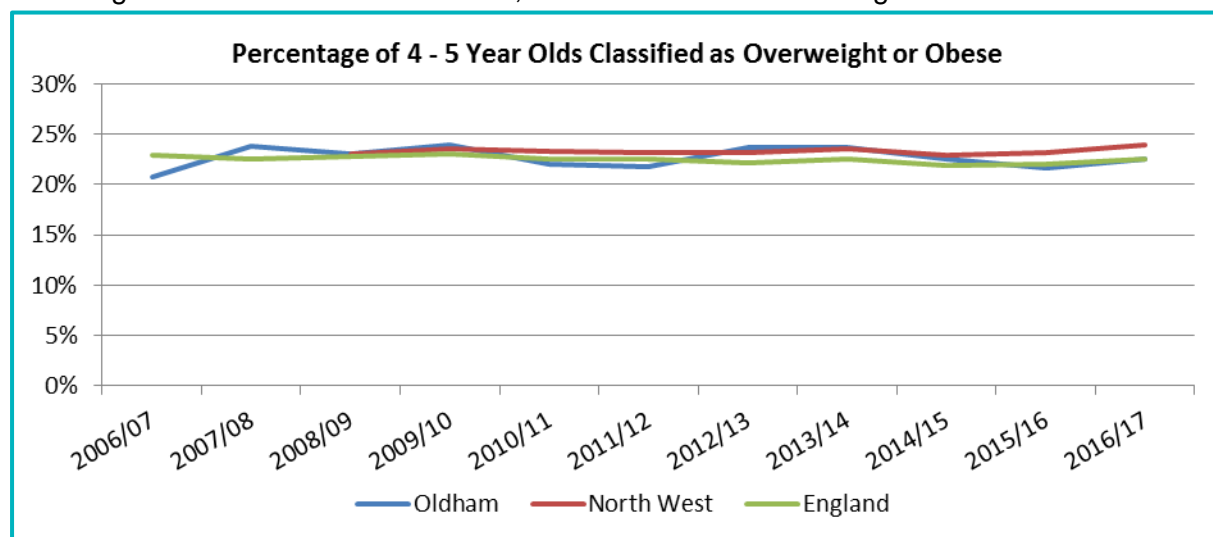
⁸ <https://centrepoin.org.uk/youth-homelessness/>

⁹ PHE Health Profiles

Royton North, which has a rate of just 18.8%¹². Rates are broadly higher in wards with less deprivation and/or high South Asian populations, in line with national trends.

Obesity

Obesity is measured in Reception and Year 6. Oldham broadly tracks national rates in both. Recent figures¹³ show that rates of obesity in Oldham's most obese wards is almost double that of Oldham's least obese wards. In reception, Saddleworth South has the lowest rate in 2016/7 with 6.9%, whilst Hollinwood has the highest with 12.1%. In Year 6, Saddleworth South again has the lowest with 14.9%, whilst Coldhurst has the highest with 25.7%.



Source: Public Health England, Fingertips, Accessed Oct 2018

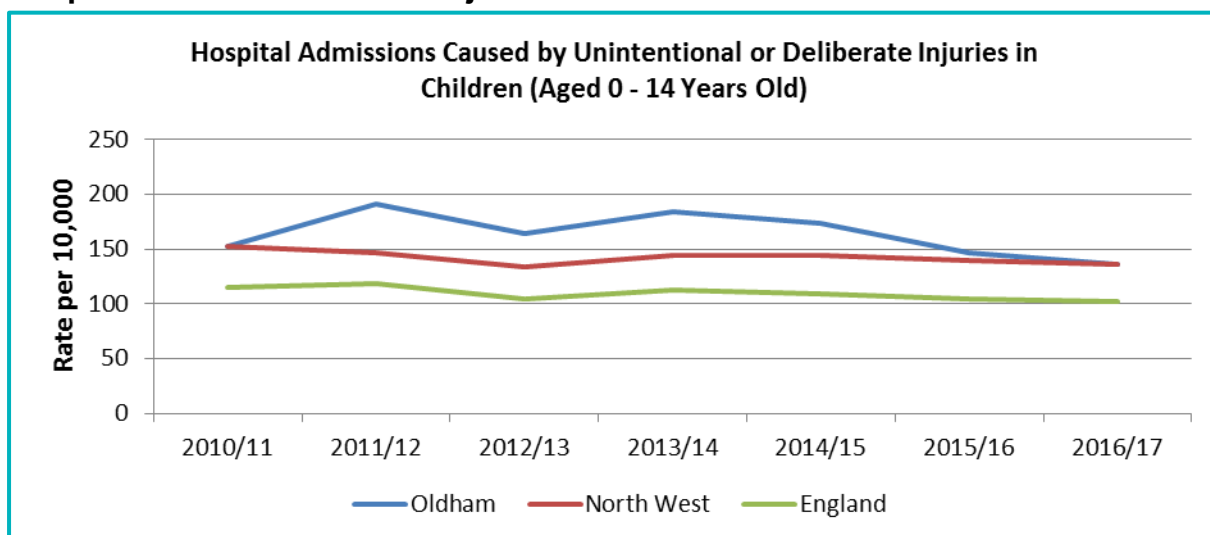
Tooth Decay

Historically, Oldham has a disproportionately high level of five year olds with teeth that are Decayed, Missing or with Fillings. This has dropped from 51% in 2014/15, to 35% in 2016/7. This takes Oldham from the worst in Greater Manchester in 2014/15, to the 4th best in 2016/17. The highest rates of dental decay in 5 year olds were seen in Hollinwood (83%) and St James' (73%). Only Saddleworth North (18%) and Saddleworth South (19%) had rates of dental decay lower than England's average. Generally, as deprivation increases, rates of tooth decay also increase - within both Oldham and England.

¹² Bridgewater Community Healthcare NHS Trust

¹¹ <https://reports.esd.org.uk/table>

Hospital Admissions due to Injuries in Children



Source: Public Health England, Fingertips, Accessed Oct 2018

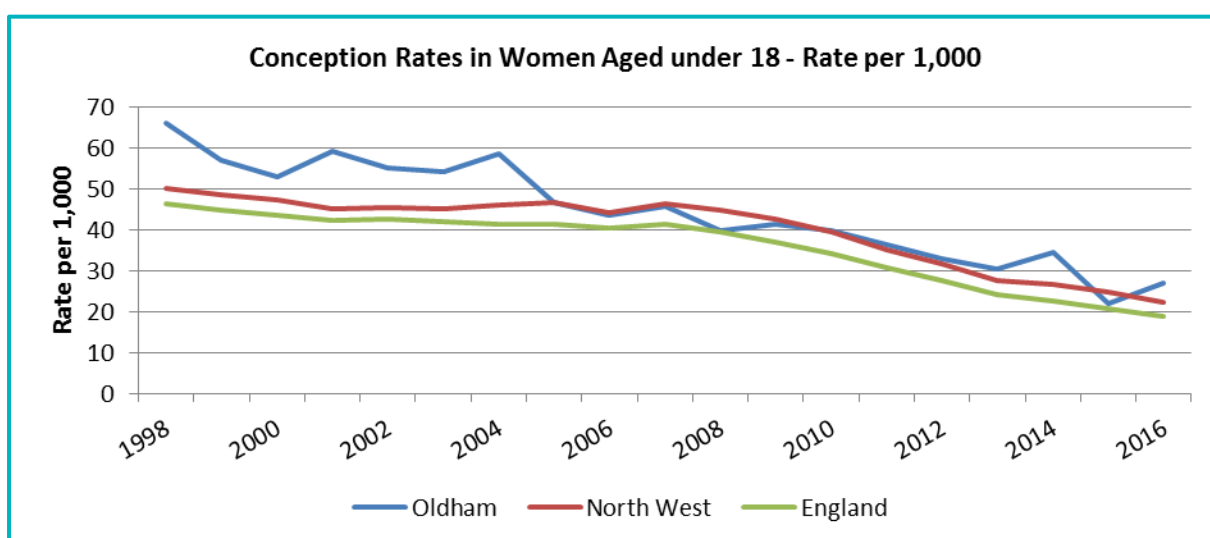
This figure is consistently higher than the national average, with Oldham having the second highest rate of hospital admissions caused by unintentional and deliberate injuries in children aged 0-4 years in the country (16/17 data) (PHE Fingertips indicator 2.07i).

Mental Health and Wellbeing

According to the Mental Health Foundation, nearly one in ten children and young people aged 5-16 years are affected by a mental health problem. Oldham is estimated to have a prevalence of 10%. However, emergency admission rates for intentional self-harm in Oldham are average or better than average for all measures across all ages.¹⁴

Sexual Health and Teenage Pregnancy

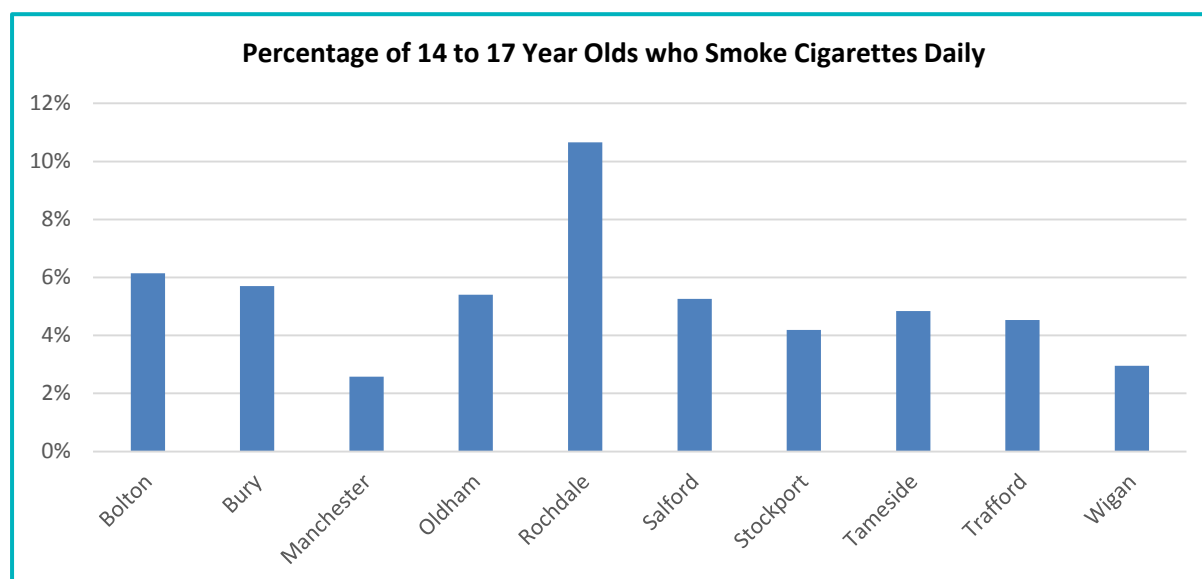
Oldham has higher than national average rates of chlamydia screening and HPV vaccination in young people. Regarding new STI diagnoses, Oldham has less than the national average. Teenage conception rates (per 1000) have declined between 1998 and 2016 from 46.6 to 18.8 at a national level, and from 66.1 to 26.9 in Oldham. However, the rate rose in Oldham in 2016, and is now above that of our statistical neighbours



Source: Public Health England, Fingertips, Accessed Oct 2018

¹⁴ <https://fingertips.phe.org.uk/profile/health-profiles/data#page/0/gid/1938132696/pat/6/par/E12000002/ati/102/are/E08000004>

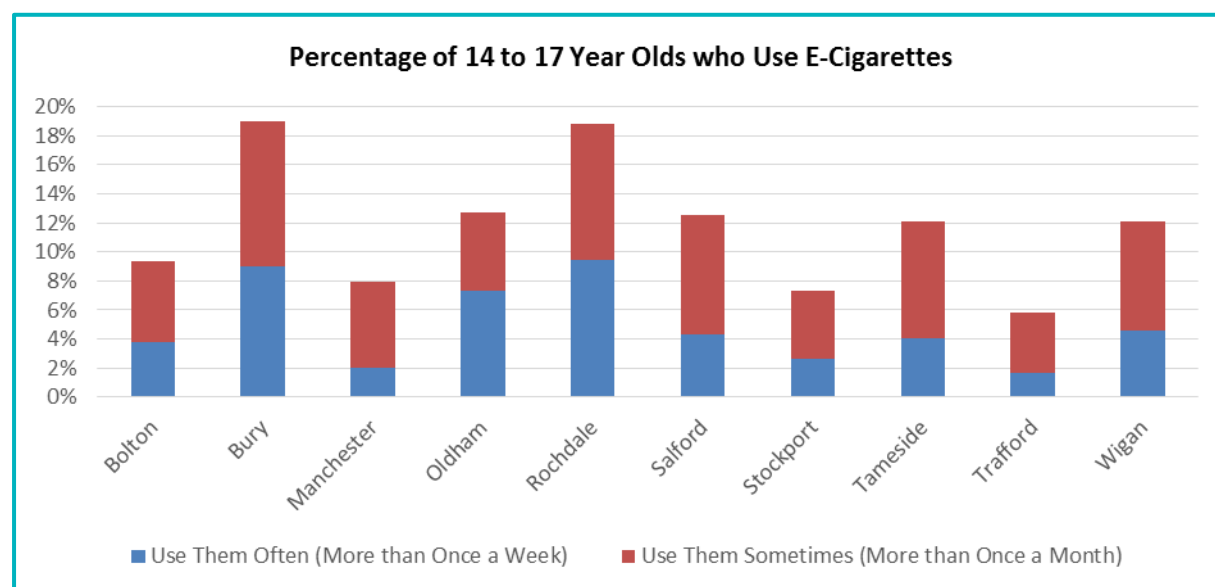
Tobacco & Alcohol Smoking



Source: Young Persons' Alcohol, Tobacco and E-Cigarette Survey 2017 Oldham Local Authority Report, produced by Mustard on Behalf of Trading Standards North West, September 2017

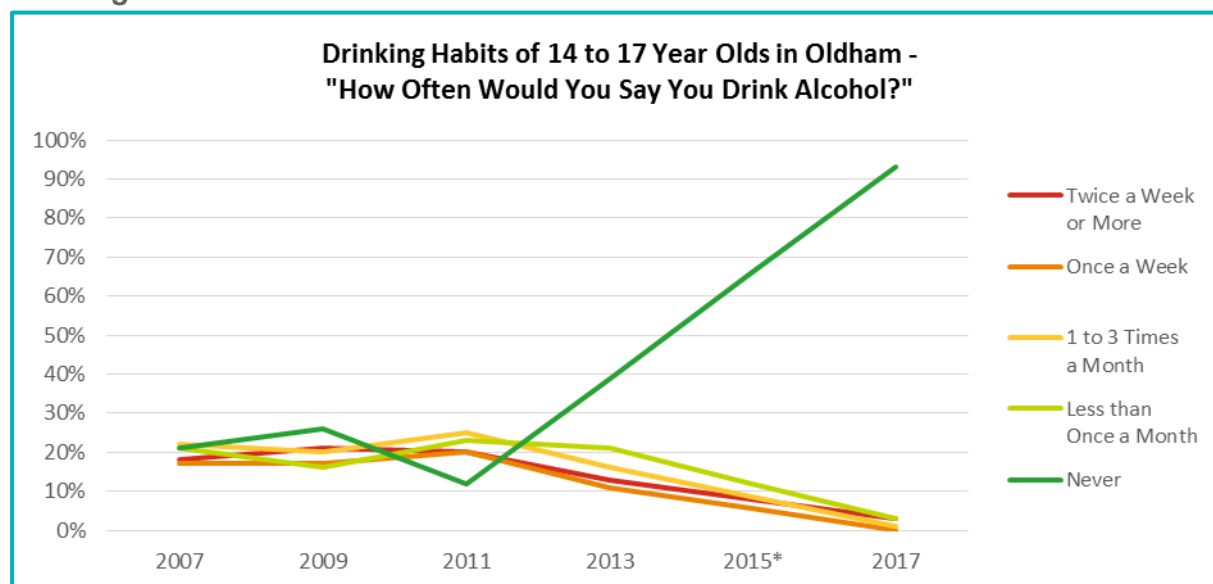
As we can see from the above, Oldham has around the Greater Manchester average rate of daily smokers. This is a similar result to the 2015 WAY survey, when Oldham also had around the average number of occasional and regular smokers.

In terms of E-Cigarettes, as we can see below, Oldham again performs in line with the Greater Manchester average. Of those young people who responded that they had tried an E-Cigarette, around half of them had never smoked a real cigarette.



Source: Young Persons' Alcohol, Tobacco and E-Cigarette Survey 2017 Oldham Local Authority Report, produced by Mustard on Behalf of Trading Standards North West, September 2017

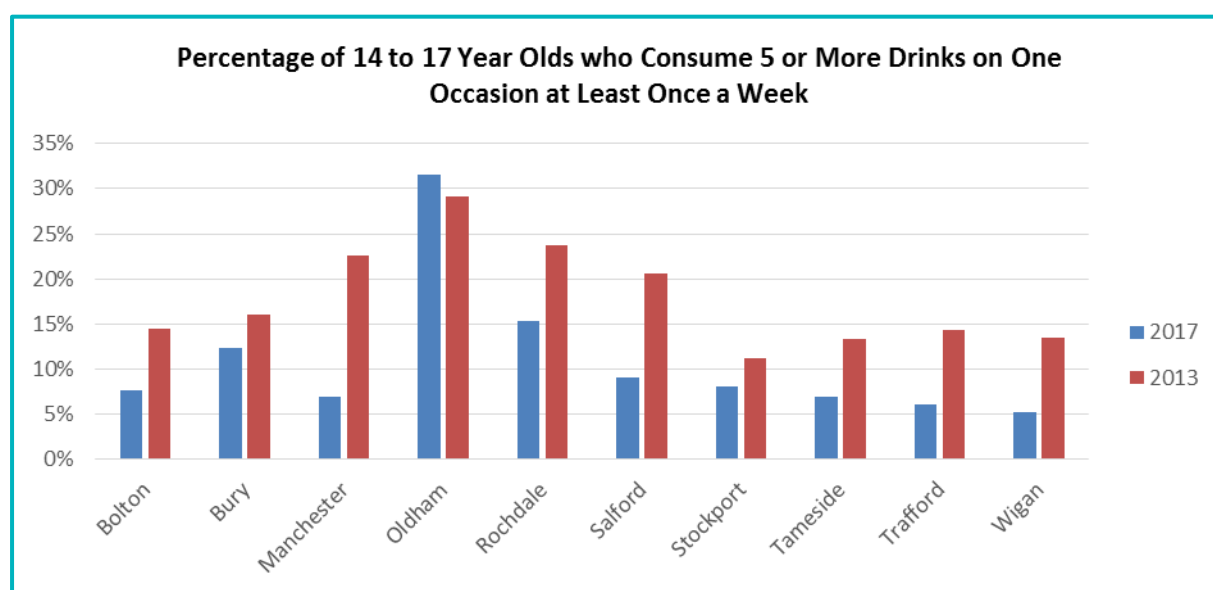
Drinking



*No data was available for 2015, so the average of 2013 and 2017 has been used as not to distort the graph.
Source: Young Persons' Alcohol, Tobacco and E-Cigarette Survey 2017 Oldham Local Authority Report, produced by Mustard on Behalf of Trading Standards North West, September 2017

From the above we can see that there has been a dramatic and consistent rise in the percentage of 14 to 17 year olds in Oldham who never drink alcohol. This has increased from 21% in 2007, to 93% in 2017 – an increase of 72 percentage points over 10 years. This change is likely driven by two key factors. Firstly, general national trends in young persons' attitudes towards alcohol. And secondly, the rising proportion of Pakistani and Bangladeshi young people, who are likely to abstain from alcohol for religious reasons. As this figure has seen such a large increase between 2013 and 2017, it is not possible to rule out survey bias.

The graph below shows results for those who did not answer "Never" on the above graph. From this, we can see that Oldham has over double the score of each other area in Greater Manchester. This demonstrates a significant divide in Oldham: whilst a large proportion of young people abstain from drinking, those who do not are more likely to drink excessively.



Source: Young Persons' Alcohol, Tobacco and E-Cigarette Survey 2017 Oldham Local Authority Report, produced by Mustard on Behalf of Trading Standards North West, September 2017

Adults' Health & Lifestyle

Oldham faces a number of significant health challenges and performance is currently below the national average in a number of health indicators. Deprivation is particularly strongly associated with poor health outcomes.

Lifestyle Factors

Obesity

An estimate for the percentage of adults classified as obese or overweight in Oldham in 2016/17 (66.4%)¹⁵ suggests that we performed worse than the national average for the same time period (61.3%). This means that Oldham is ranked 4th worst in Greater Manchester.

Participation in Physical Activity

Sport England's Active Lives survey records the number of adults achieving various levels of exercise. The number of "Active" adults (those achieving at least 150 minutes of physical activity per week) in Oldham is 56.6% for 2017/18. This is lower than the England average of 62.3%¹⁶. Oldham also has a higher proportion of "Inactive" adults (those achieving less than 30 mins exercise per week), with 30.0% in Oldham comparing to 25.2% nationally.

Average Consumption of Fruits and Vegetables

According to Public Health England, Oldham's residents eat fewer daily portions of fruits (2.53) and vegetables (2.41) than the national average (2.65, and 2.7, respectively).

Alcohol

Oldham had significantly more admission episodes for alcohol-related conditions (Broad definition) (2,535) and alcohol specific conditions (722) per 100,000 DSR, than national levels (2,185 and 563 respectively), in 2017. Oldham also had higher alcohol related mortality (56.3) and alcohol specific mortality (15.9) than England (46.0 and 10.4 respectively), in 2016.

Tobacco

Smoking remains the leading cause of preventable deaths, attributed to almost 80,000 deaths in Great Britain in 2013. In 2017 16.6% of adults in Oldham smoked, significantly higher than the England average of 14.9%¹⁷.

Smoking in pregnancy is on a downward trend in Oldham, but rates have remained consistently higher than nationally. In 2016/17, 13.3% of women in Oldham smoked at the time of delivery, more than the England average of 10.7%. Across Oldham wards, rates varied between Hollinwood at 35.2% and Saddleworth South at 1.9%. Alexandra, Hollinwood, and St James' all had rates significantly higher than the Oldham average.

Substance Misuse

In 2015 to 2017, for number of deaths related to drug misuse (by age-standardised mortality rate), Oldham had a rate of 7.0. This compares to Greater Manchester Average of 6.0 and an English average of 4.3.¹¹

¹⁵ <https://fingertips.phe.org.uk/search/obesity#page/0/gid/1/pat/6/par/E12000002/ati/102/are/E08000004>

¹⁶ <https://www.sportengland.org/media/13563/active-lives-adult-may-17-18-report.pdf>

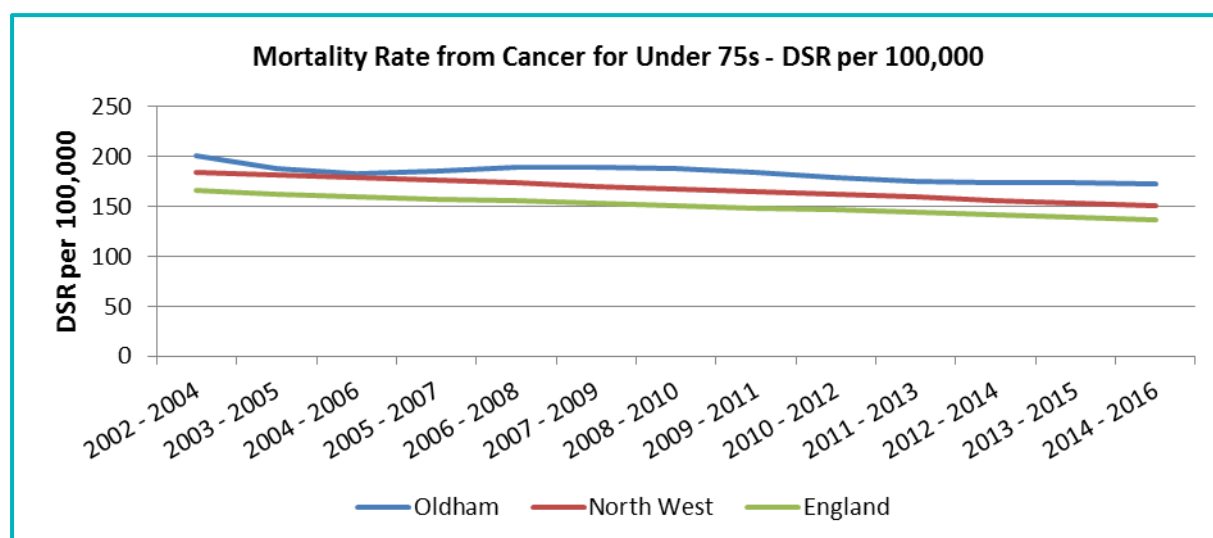
¹⁷ <https://fingertips.phe.org.uk/search/smoking#page/0/gid/1/pat/6/par/E12000002/ati/102/are/E08000004>

¹¹ <https://www.ons.gov.uk/peoplepopulationandcommunity/birthsdeathsandmarriages/deaths/datasets/drugmisusedeathsbylocalauthority>

Diseases and Poor Health in Adults

Cancer - Incidence, Mortality, Screening

Cancer mortality is slowly decreasing, but is higher than national and regional averages, which appear to be decreasing at a faster rate since 2011 - 2013. Oldham's rate is the 2nd highest across Greater Manchester, behind Manchester.



Source: Public Health England, Fingertips, Accessed Oct 2018

New cancer cases in Oldham (660 per 100,000 pop) were higher than national average (614), and cancer mortality (321 per 100,000) was similarly higher (285) (all 2011-15). Breast, prostate, cervical, and bowel cancer have similar incidence to national, but despite this, mortality for prostate cancer is slightly lower than national. Lung cancer has a higher incidence and a higher mortality rate than national.

Cancer type	Oldham Incidence Rate per 100,000 (England)	Oldham Mortality Rate per 100,000 (England)
Lung	116 (80)	87 (61)
Breast	172 (169)	37 (35)
Prostate	189 (181)	47 (49)
Cervical	11 (10)	3 (3)
Bowel	73 (73)	30 (28)

Source: Local Cancer Intelligence England, 2015

Cancer Screening

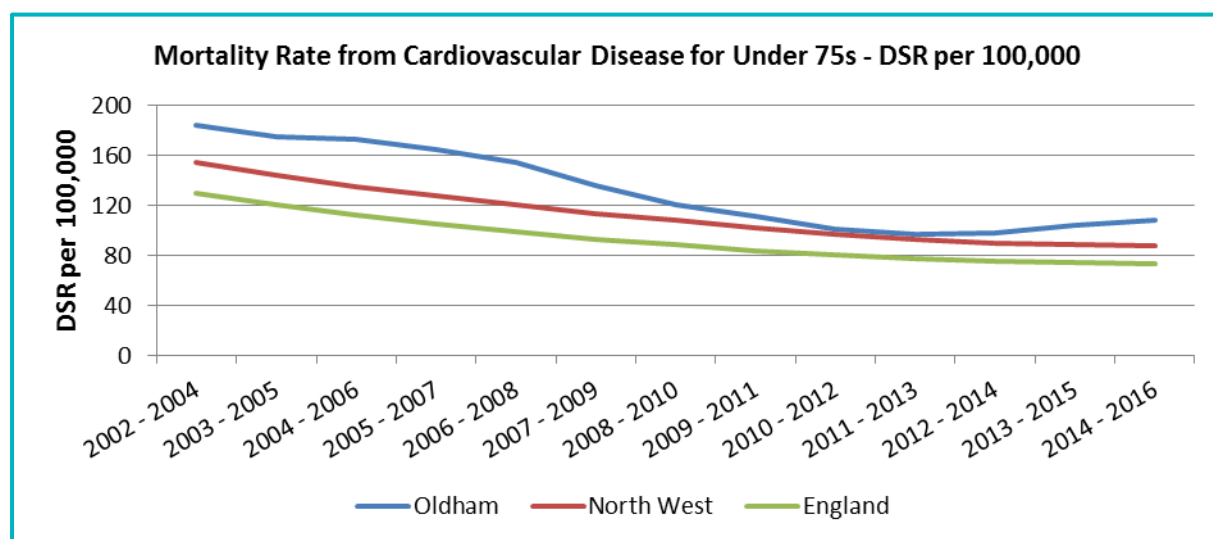
Cancer screening rates in Oldham are marginally lower than national average, but there are wide variations and inequalities in screening uptake across different parts of the borough.

Screening	Oldham	England
Breast Screening in 2017 (Percentage of females 50-70 screened in the last 3y)	72%	75%
Bowel Screening in 2017 (Persons 60-69 screened in the last 30 months)	57%	59%
Cervical Screening in 2017 (Women aged 25-64 screened in the last 5y)	71%	72%

Source: Public Health England, Fingertips, Accessed Oct 2018

Coronary Heart Disease: Prevalence, Admissions, Mortality and Prevention

The prevalence of Coronary Heart Disease (CHD) in Oldham in 2016/17 was 3.2%, the same as the national average. CHD mortality rates for all persons have generally been on a downward trend in the last 13 years. In Oldham, the rate has decreased from 184.4 per 100,000 DSR in 2002 – 2004, to 107.9 in 2014 – 2016. However, the rate has been on the rise since 2012 – 2014, since the historic low in 2011 – 2013 of 96.7. The rate in 2014 - 2016 was the joint 2nd highest across Greater Manchester. This rise in mortality rates seems to mirror the decline in life expectancy for residents of Oldham, and could be contributing to the increasing inequality between life expectancy in Oldham, and the national average. (Source: PHE 2016 *Segmenting life expectancy gaps by cause of death: Oldham*)



Source: Public Health England, Fingertips, Accessed Oct 2018

Diabetes Prevalence

The proportion of people on GP registers in Oldham with a diagnosis of diabetes has been slowly increasing for the last 5 years. Data from 2016/17 revealed a prevalence of 8.1%, higher than national average of 6.7%, and the North West average of 7.1%.

Mental Health and Well-Being

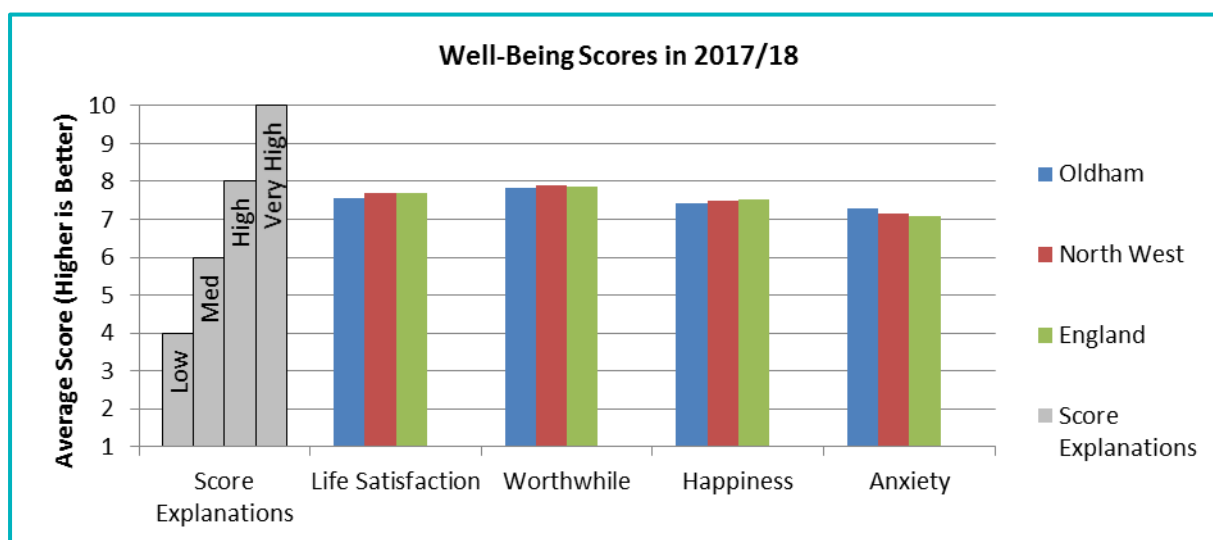
In 2016/17, mixed anxiety and depression was the most common mental health disorder in Britain. Oldham's rate of 16.7% was higher than the North West rate of 15.8%, and the England rate of 13.7%.

The occurrence of severe mental illness (a diagnosis of schizophrenia, bipolar affective disorder and other psychoses) in Oldham is significantly higher than the national average (0.99% in Oldham compared to 0.92% nationally). The prevalence of people of all ages in Oldham with dementia is 0.8%, and with depression is 10.4%. This is broadly stable over time, and in line with national rates.¹⁸

¹⁸ <https://fingertips.phe.org.uk/profile-group/mental-health>

Well-Being

In 2011, the government commissioned an annual survey on the well-being of the British public. Four questions relating to the domains: life satisfaction, feeling worthwhile, happiness and anxiety were asked across a cross section of the population with participants scoring on a scale from '0' to '10' for each of the domains. Participants giving a higher score for Life Satisfaction, Worthwhile, and Happiness, have a greater sense of well-being. Those giving a lower score for Anxiety are less anxious. On the graph below, the anxiety scores have been subtracted from 10, so that a higher score is better, as to coincide with the other measures.



Source: ONS well-being survey 2017/18, 2018

Life Satisfaction

"Overall, how satisfied are you with your life nowadays?"

Oldham residents had a mean score of 7.55 – below the UK average and the second lowest in the region with only Manchester scoring lower (7.42). Oldham's mean score is generally similar to UK's average, though it consistently remains slightly lower.

Feeling Worthwhile

"Overall, to what extent do you feel the things you do in your life are worthwhile?"

Oldham respondents scored 7.82, indicating a high level of fulfilment. This placed Oldham well ahead of Manchester (7.69) but somewhat behind top-ranking Wigan (8.05). Oldham remains below the UK average in this measure.

Happiness

"Overall, how happy did you feel yesterday?"

Oldham sits third from bottom in the region when comparing scores for happiness, with only Bolton and Salford receiving a lower mark. Oldham's average score was 7.41, and this implies a 'high' level of happiness. Over time, Oldham has shadowed the UK average's modest increase in levels of happiness.

Anxiety

"Overall, how anxious did you feel yesterday?"

Oldham's anxiety score (2.71) places it second in the region, with only Wigan performing better (2.70). Oldham has made rapid progress in this measure from 2014/15, when the average score was 3.15.

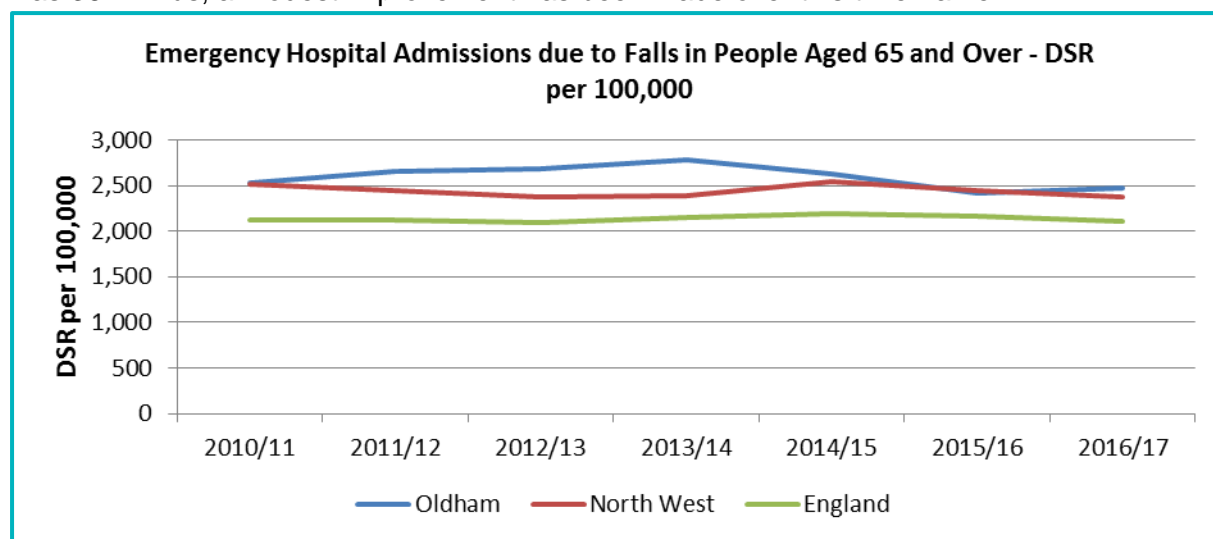
Older People's Health

Flu Vaccinations in 65+

Flu vaccines can prevent illness and hospital admissions among the elderly. Uptake in Oldham (2017/18 74.2%) has been slightly below national target of 75%, but has surpassed the national average (72.6%).

Falls

Falls are the largest causes of emergency hospital admission for elderly people. Oldham's rate is consistently and significantly higher than national. Between 2010/11 and 2013/14 the rate of falls was increasing in Oldham, and since then has been gradually falling. In 2010/11 the difference between Oldham's and England's rate of falls was 414. In 2016/17 this figure was 364. Thus, a modest improvement has been made over this time frame.



Source: Public Health England, Fingertips, Accessed Oct 2018

Rates for injuries due to falls are higher for females than for males. Both male and female rates are significantly higher than the national averages for their respective groups.

Dementia

Oldham has a higher proportion of older people living with dementia than the national average. Rates of hospital admissions and particularly hospital emergencies are disproportionately high, even taking into account relative prevalence.

Dementia in Over 65s - 2016/17	Oldham	North West	National
Living with Dementia	4.8%	4.5%	4.3%
Dementia - DSR of Emergency Admissions (per 100,000)	4,337	4,015	3,482
Alzheimers - DSR of Inpatient Admissions (per 100,000)	1,023	791	652
Vascular Dementia - DSR of Inpatient Admissions (per 100,000)	683	725	523

Source: Public Health England, Fingertips, Accessed Oct 2018

For more information on health in Oldham, see:

Oldham JSNA: <http://www.oldham-council.co.uk/jsna/>

Oldham Public Health Annual Report 2017 – A health Check on the Population in Oldham.
https://www.oldham.gov.uk/info/200935/health_strategies_and_reports

Housing

Overview

As of September 2016, Oldham has 96,132 households. 93,001 (96.7%) of these are occupied, while 3,131 lie vacant. The borough has an unbalanced housing market, with a low proportion of detached properties, and a very high proportion of terraced homes – the highest in Greater Manchester. Oldham has a need for larger family accommodation highlighted by the issues around over-crowding, particularly in South Asian communities. This demand is expected to intensify as time passes.

Housing tenure varies considerably across the borough, with high concentrations of social housing in the more deprived communities. The private rented sector has expanded very quickly across Oldham, as well as nationally, due to house prices rising more quickly than earnings, and a dramatic fall in the number of homes being rented out by local authorities.

While house prices remain low compared to Greater Manchester, regional, and national levels, they still remain unaffordable for many due to low wages and deposits required. Rising energy prices and energy-inefficient housing also means a high portion of households in Oldham are in fuel poverty.

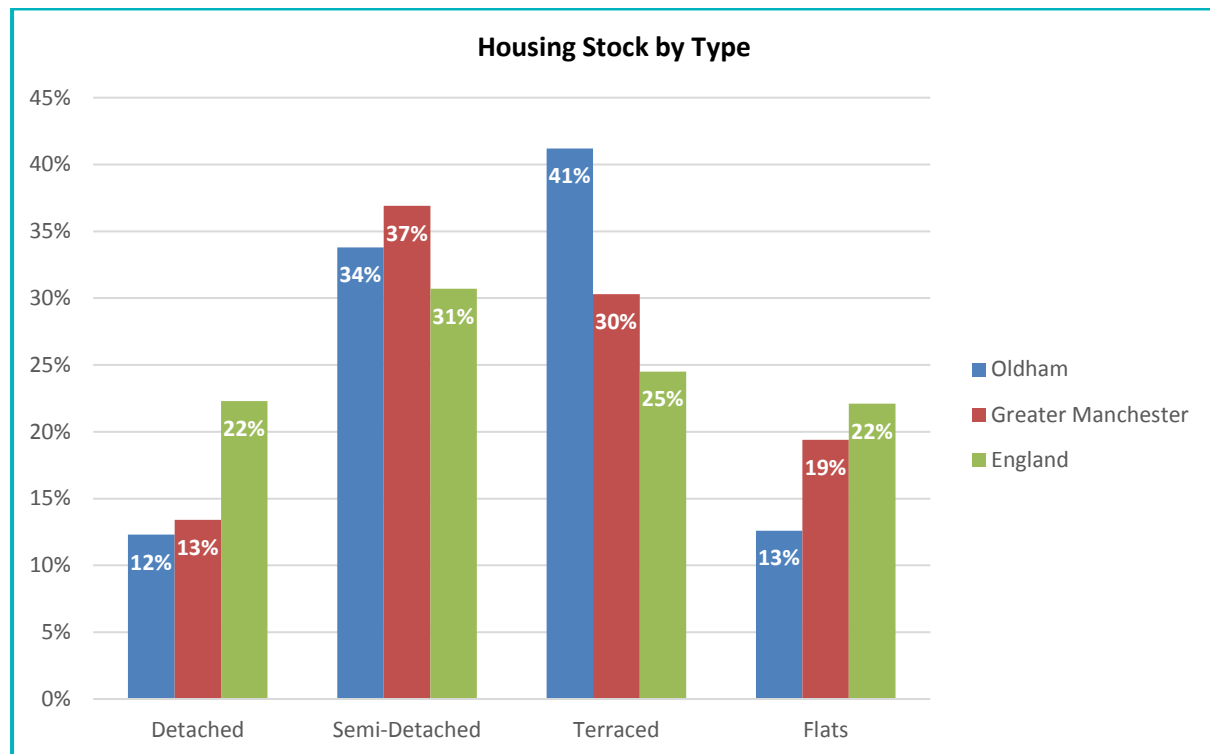
In an attempt to address housing shortages and other infrastructural challenges, several Greater Manchester councils have joined to form the Greater Manchester Spatial Framework (GMSF). This scheme sets out to ensure the supply of high-quality building plots for homes and businesses well into the future; ensuring land is used effectively – though at the cost of a portion of Manchester's Green Belt. The GMSF aims to allow around 13,500 new houses to be built in Oldham by 2035 on sites such as Broadbent Moss and Beal Valley.

Challenges and Opportunities

- **Overcrowding** – due to the abundance of terraced and smaller properties and a growing (South Asian) population, there are significant issues regarding overcrowding – particularly in Coldhurst, Werneth and St Mary's.
- **Affordability** – Even though Oldham has some of the lowest house prices in the region, getting on the housing ladder for many is still out of reach due to low wages and current deposit requirements.
- **Population Growth/Aging Population** – Growth in Oldham's population will increase demand for all tenures of housing, particularly large affordable family housing and supported accommodation.
- **Devolution Agreement** – There is a new £300m fund for housing – enough for an extra 15,000 new homes over the next 10 years across Greater Manchester. Additionally, the GMSF plans for portions of Oldham to be renovated and additional new homes built over the next 20 years, with both greenfield and brownfield land being made available for development.

Housing Stock

Oldham's housing stock is typically characterised by its 19th century red brick terraced properties, which make up a large share (41.2%) of the 96,132 households in the borough. Within Greater Manchester, Oldham has the largest proportion of terraced households as well as a notably higher proportion compared to the national average (24.5%). In contrast, Oldham has a small proportion of detached households (12.3%) and flats (12.6%).



Source: ONS – Census 2011

Overcrowding

The National Housing Strategy recognises that there is national shortage of housing, leading to individuals living in overcrowded conditions or in privately-rented accommodation which does not meet their needs. This is an accurate assessment of Oldham's position – the 2011 Census identified that 6.6% of households in Oldham are overcrowded compared to 4.6% nationally.

Across Oldham, the distribution of households that are overcrowded is very uneven. The map overleaf shows large concentrations of overcrowded homes located around the outskirts of the town centre, particularly in the wards of Coldhurst, St Mary's and Werneth.

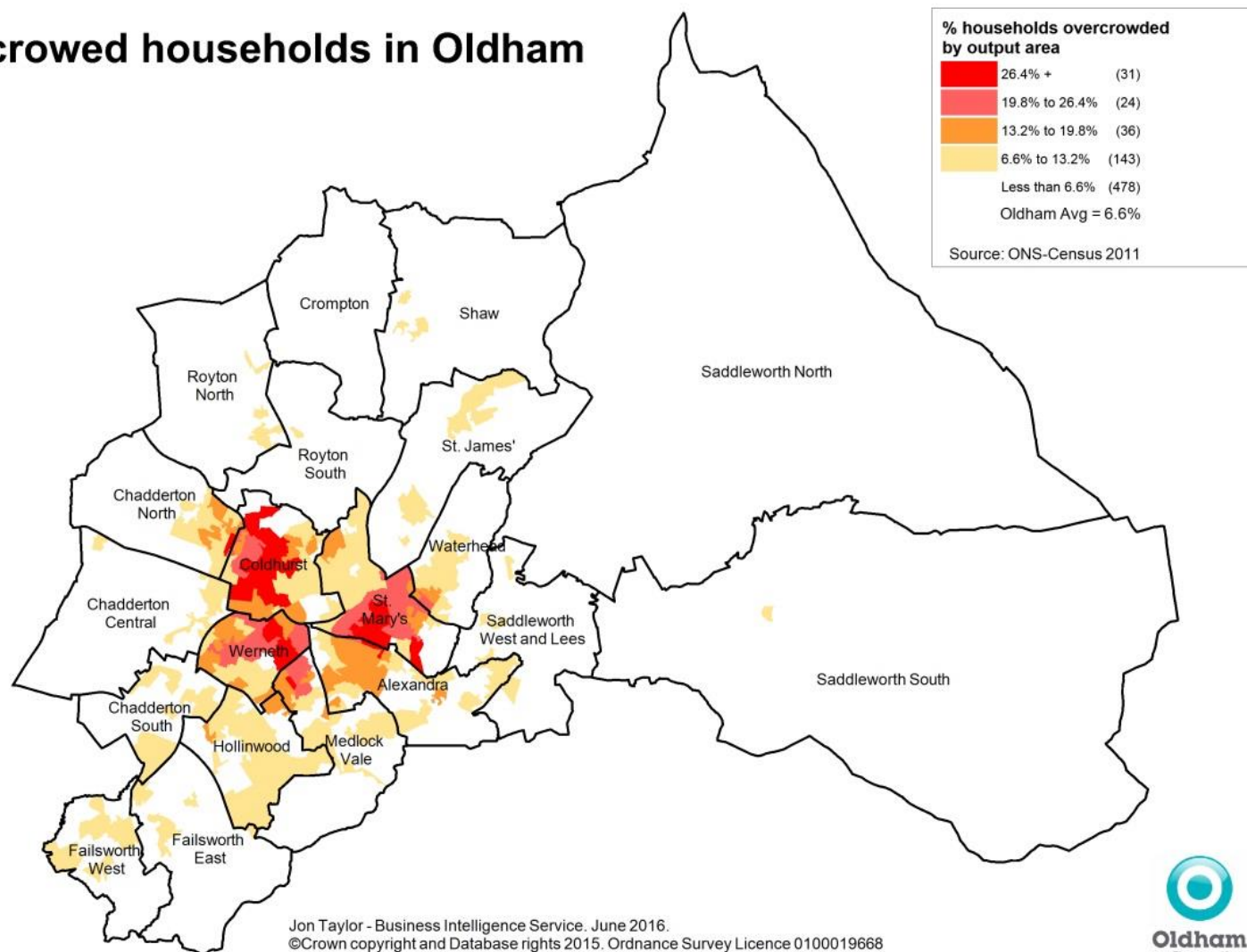
Overcrowding is most prevalent in neighbourhoods with large numbers of small terraced properties. These wards are also home to Oldham's Pakistani and Bangladeshi heritage communities who characteristically have larger families, often with several generations cohabiting in a single household.

Ethnic Group	Overcrowded Households 2001	Overcrowded Households 2011
All People	6,403	6,772
White	4,166	4,031
Indian	87	57
Pakistani	924	1,128
Bangladeshi	974	1,063
Chinese	21	28
Black	80	227
Mixed/Other	151	238

Source: ONS – Census 2001 & 2011

It's also interesting to see that the number of households classed as overcrowded has remained relatively steady between the two most recent census collections. Generally, the changes seem to follow changes in population. The white population decreased between 2001 and 2011, and so did the number of white people in overcrowded households. The Pakistani, Bangladeshi, Chinese, and Black populations increased, and so did the number of Pakistani, Bangladeshi, Chinese, and Black people in overcrowded households.

Overcrowded households in Oldham



Source: ONS – Census 2011

Housing Tenure

Similar to the pattern in Greater Manchester and nationally, the majority of households in Oldham are owner-occupied (65.3%), with smaller percentages of social housing (21.1%) and privately rented stock (12.2%). In Oldham, home ownership is much higher in areas of greater prosperity such as Saddleworth, Crompton, and parts of Royton and Chadderton. In contrast, home ownership is significantly lower in Oldham's more deprived communities.

Housing Tenures in Oldham in 2001 and 2011 (%)

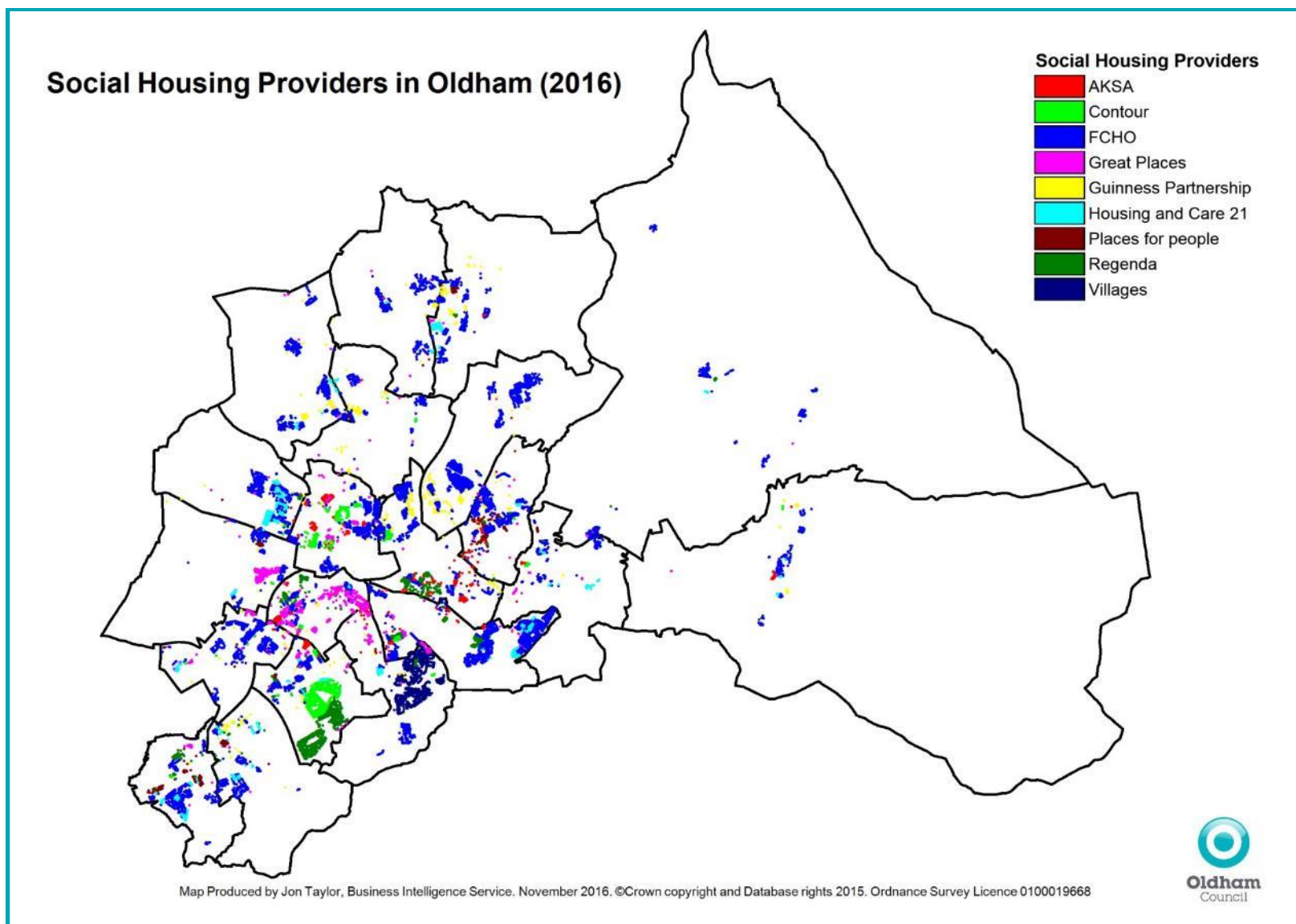
	Owner-Occupier		Socially Rented		Privately Rented	
	2001	2011	2001	2011	2001	2011
Oldham	68.4	65.3	22.9	21.1	5.5	12.2
Greater Manchester	65.4	60.6	23.9	21.9	7.6	16.1
England	68.7	64.1	19.3	17.7	8.8	16.8

Source: ONS – Census 2011

As of the 2011 Census, there are around 18,918 socially-rented properties in Oldham, provided by a range of different Housing Associations. The proportion of social housing in Oldham (21.1%) is similar to that across Greater Manchester (21.9%), but is notably higher than levels reported nationally (17.7%). Social housing provision is distributed across the borough but is most clustered in areas with higher levels of deprivation.

Barriers to home ownership and the reduced availability of social housing, as well as many other fiscal and social factors, have led to high growth in the privately rented sector. The proportion of privately rented properties in Oldham has more than doubled and now accounts for 12.2% of the total housing stock, though this is still below the England average of 16.8%. Areas within Oldham with large proportions of private rented properties include Hathershaw, Clarksfield, Greenacres, Hollins, and Failsworth.

The breakdown of those in privately-rented housing is diverse but seems to have a slightly younger composition than either owner-occupation or social housing. There is a marginally higher proportion of private renters living in urban areas than rural regions, and their overall household income is lower than owner-occupiers, but higher than those in social housing.



Source: OHIP 2016

House Prices

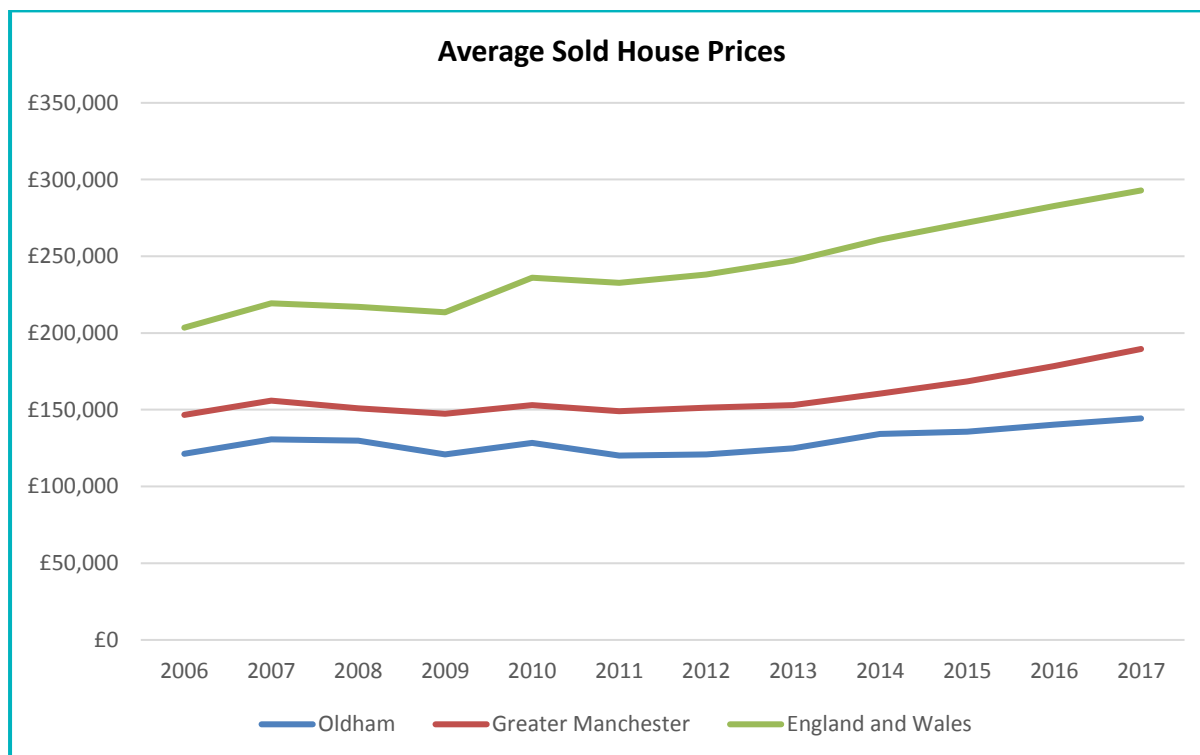
The average sold house price in Oldham as of 2017 was £144,337. This is less than the GM average (£189,597) and significantly lower than the England and Wales average (£292,902) - though the national figure is heavily biased due to the extremely high property prices in and around London. House prices in Oldham are some of the lowest in Greater Manchester, no doubt impacted by the large proportion of terraced properties which make up Oldham's housing stock.

Average Sold House Price by Housing Type – Oldham 2017

Type	Number of Sales	Average Sale Price
Detached	410	£ 276,161
Flats	155	£ 123,529
Semi-Detached	1,003	£ 151,366
Terraced	1,364	£ 101,908
Total	2,932	£ 144,337

Source: Land Registry, 2018

House prices, available housing stock, and affordability (the ratio of earnings to house prices) vary radically across Oldham. The average sold house price in Saddleworth South, Oldham's most prosperous ward, was £237,660, in contrast to St Mary's – one of Oldham most deprived wards – which averaged just £62,751. Over the last decade, the average house price in Oldham has increased by 11.8% from £121,521 to £135,650 compared with 15.0% in GM and 33.7% nationally. The huge rise in sale prices across England and Wales is primarily influenced by soaring prices in the South East, particularly London.

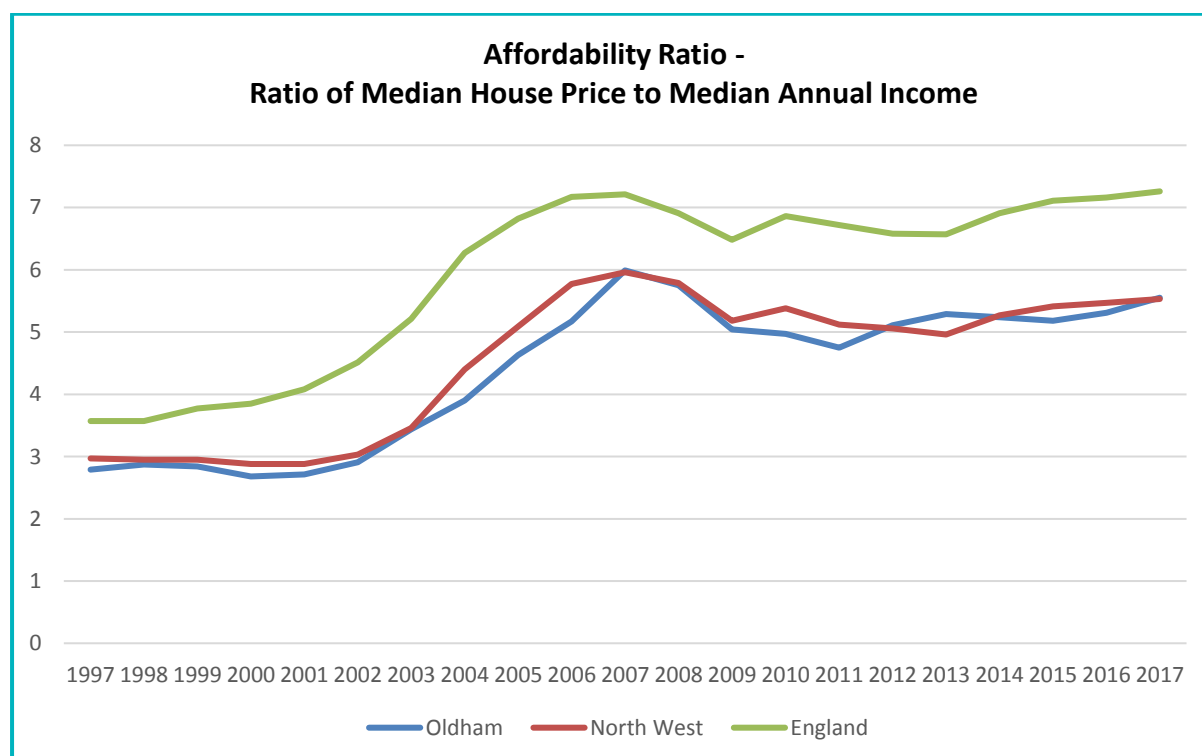


Source: Land Registry, 2018

The combination of increasing house prices and static income levels has compounded the issues surrounding housing affordability. Affordability ratios (measuring income against house prices) are highlighted below and show that the most affordable housing in the region can be found in Oldham, along with Wigan, Tameside, Salford, Rochdale and Bolton. While house prices in Oldham may be lower when compared to Greater Manchester, they still remain unaffordable to many of the borough's residents due to low wages and high deposit requirements. The least affordable homes in Greater Manchester are found in Trafford, where house prices are almost nine times greater than annual earnings.

Average Household Income, House Prices and Affordability Ratios for Greater Manchester Authorities (2017) (Lower Affordability Ratio is Better)

District	Median Annual Earnings (2017)	Median House Price 2017	Affordability Ratio
Bolton	£24,078	£126,000	5.2
Bury	£24,104	£157,000	6.5
Manchester	£29,889	£160,000	5.4
Oldham	£22,858	£126,950	5.6
Rochdale	£22,595	£127,000	5.6
Salford	£28,042	£157,998	5.6
Stockport	£27,113	£205,000	7.6
Tameside	£24,357	£135,000	5.5
Trafford	£27,728	£248,000	8.9
Wigan	£24,334	£129,995	5.3
Greater Manchester	£25,510	£157,294	6.17



Source: ONS, 2018

Oldham's Future Housing Market

As already documented, there is plenty of evidence to suggest that a clear disparity exists between housing supply and demand in Oldham. This is partly due to affordability relevant to income, issues around over-crowding and the over-proliferation of terraced and smaller properties, as well as the borough's ageing population.

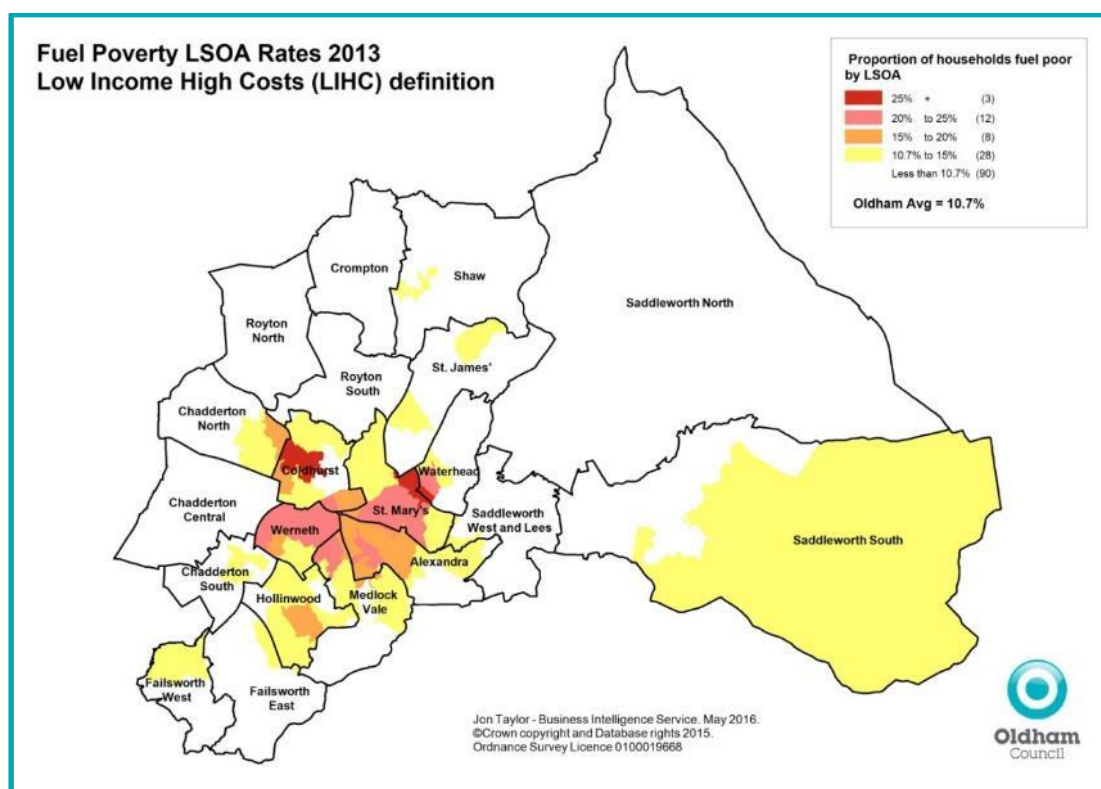
However, future housing demand in Oldham is expected to intensify as population projections suggest a rise in the number of inhabitants, which agrees with the ever-increasing life expectancy of the current residents. This will further increase the demand for all tenures of housing, particularly large affordable family housing and supported accommodation.

Fuel Poverty

Due to rising energy prices, energy inefficient housing and low incomes, a significant portion of households in Oldham are in fuel poverty. This is also the case both in the wider region and nationally. As of 2013, there were 9,806 households in Oldham (10.7%) classed as fuel poor, marginally higher than the England average (10.4%).

Living in a cold home can have serious health implications, particularly for the old, very young, and for people with disabilities - it can even play a role in premature deaths. A household is considered to be fuel poor if it has higher than typical energy costs and would be left with a disposable income below the poverty line if the required money was spent in order to meet those costs.

Fuel poverty is closely associated with low income, and is most common among those who live in privately rented accommodation. The map below highlights areas of significant fuel poverty within Oldham. It is clear that the wards with higher levels of deprivation, generally surrounding the town centre, have the greatest levels of fuel poverty. For example, in parts of Coldhurst, the proportion of households which are fuel poor is in excess of 25%. The Warm Homes Oldham programme continues to address fuel poverty with the aim of improving outcomes in other areas simultaneously.



Source: DECC 2016

Education

Overview

Oldham has a rich variety of schools, and a thriving community with signs of improving performance across many educational indicators. However, like many communities in the North West, Oldham also has pockets of deprivation where young people don't reach national levels of attainment; economic deprivation and language barriers are causal factors. Supported by the DfE funded Opportunity Area programme, Oldham is providing additional support to disadvantaged students, with an emphasis on improving early years performance.

Historically, primary schools in Oldham perform well in Ofsted inspections. There is still a 7% gap with national average, but the local authority is working in close partnership with schools to reach the aspirational target of all schools being at least good by 2020. Secondary schools are converging on statistical neighbour and national averages for both attainment 8 and progress 8 scores. However, there are behaviour issues, and attainment gaps are worse than national levels for Pakistani, Bangladeshi, and EAL students.

Key stage 5 performance continues to improve. There is a need to increase the number of higher level qualifications at FE level, but Oldham has higher than expected proportions of young people gaining level 3 qualifications. This demonstrates the inclusivity and opportunities which Oldham fosters.

Early signs from new approaches to addressing high levels of absences and exclusions are that they are having an impact, and this should influence outcomes over time.

Challenges and Opportunities

- **Deprivation** – can impact on attainment and life chances, and is a difficult obstacle to overcome - even for excellent schools. Oldham's significant deprivation levels and the low skills base of parents, are both reasons the DfE has invested in the borough as an Opportunity Area.
- **Language and Ethnicity** – Children who speak English as an additional language may have lower than expected levels of speech, language, and communication in early years and key stage 1, but generally demonstrate improvement by key stage 2. Ethnicity may also influence results. Whilst ethnicity gaps have somewhat closed over time, challenges such as the high number of international students requiring school and community integration, and students joining schools part way through the school year, still remain. However, these are challenges in which Oldham has some best practice.
- **Secondary Education** – Key stage 4 performance has improved slowly year on year but remains below national average. The changes to the curriculum in 2018 impacted on attainment across the borough, though this was replicated across most of the North West.

Education Provision in Oldham

Oldham is home to 60,800 children and young people aged 0-17. This is 25.5% of the borough's population. From 2010 to 2018, Oldham has seen a 10.6% increase in the number of primary school age children, compared to an increase of just 2.7% in secondary age children¹⁹. This has placed considerable pressure on primary school places which has prompted a number of school expansion projects. The pressure on secondary school places is set to impact from 2018.

A total of 115 schools provide education for the compulsory years - with 88 primary schools, 18 secondary schools, two 16 to 18 establishments, six special schools, and a Pupil Referral Unit.

Phase	Sector					
	Maintained	Academy	Independent	Free School	Further Education	Total
Primary	68	18	2			88
Secondary	3	9	5	1		18
16-18		1			1	2
Special		4	2			6
Pupil Referral Unit	1					1

Source: Edubase, October 2019

Pre-school education is delivered by a variety of different childcare providers. Both the maintained and private sectors play a role - including nurseries, playgroups and child minders. The local authority also commissions 16 children's centres to support child development.

Age Range	Provider Type	Sector					
		Maintained	Academy	Private	Voluntary	Independent	Total
0-5 Year Old Childcare Providers	Nurseries	48	15	44		4	111
	Pre-School Playgroups	1		30	5		36
	2 Year Old Unit	3	4				7
0-14 Year Old Childcare Providers	Childminders			157			157
	Out of School Care	19		41	2	3	65
	Holiday Scheme	9	1	25	1	1	37

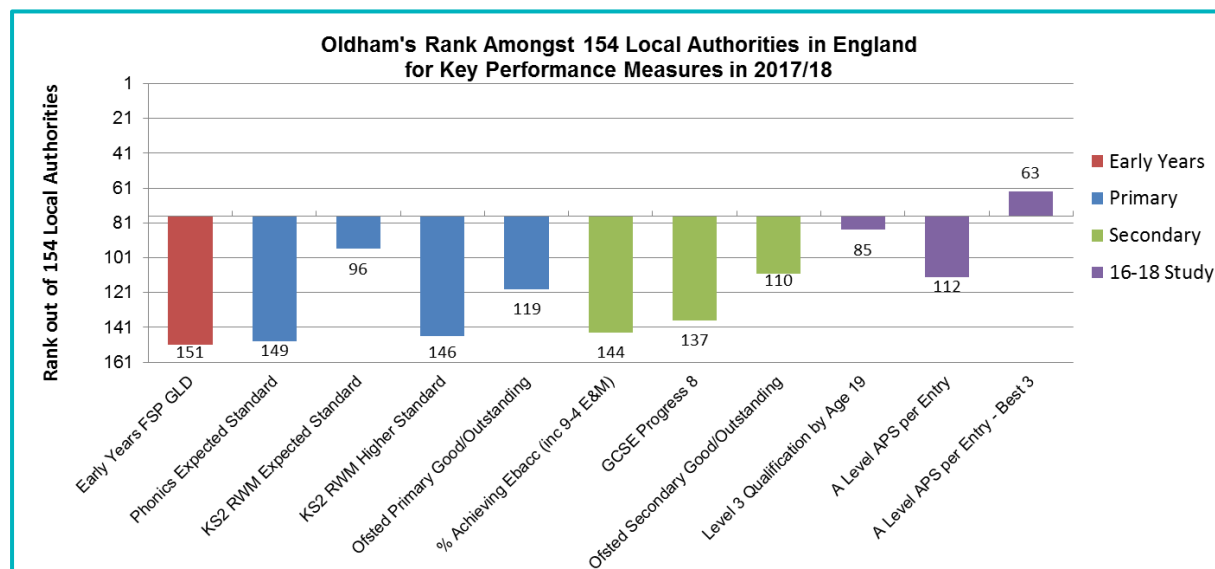
Source: Tribal, October 2018

Oldham also has a 'satellite' higher education campus, and hosts the Regional Science Centre.

¹⁹ Oldham population projections

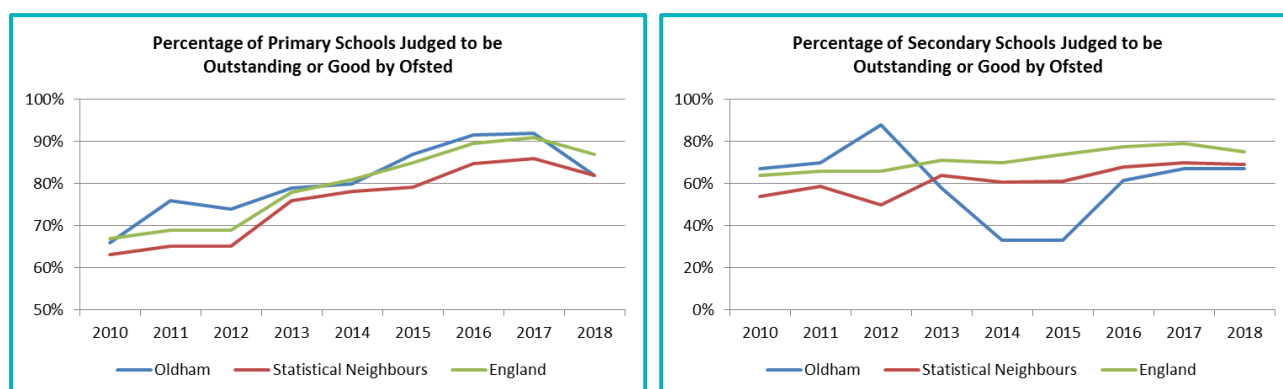
Overview and Ofsted Judgements

Oldham's performance is below national average on most measures in 2017/18. Primary outcomes in Key Stage 1 reflect the low performance in the reception good level of development, although Key Stage 2 performance is closer to national average. Secondary outcomes are similar to primary ones. Post-16 attainment, however, is closer to the national average, and Oldham performs better than the national average for best 3 A level scores.



Source: collated, DfE LAIT March 2019, DfE, Ofsted

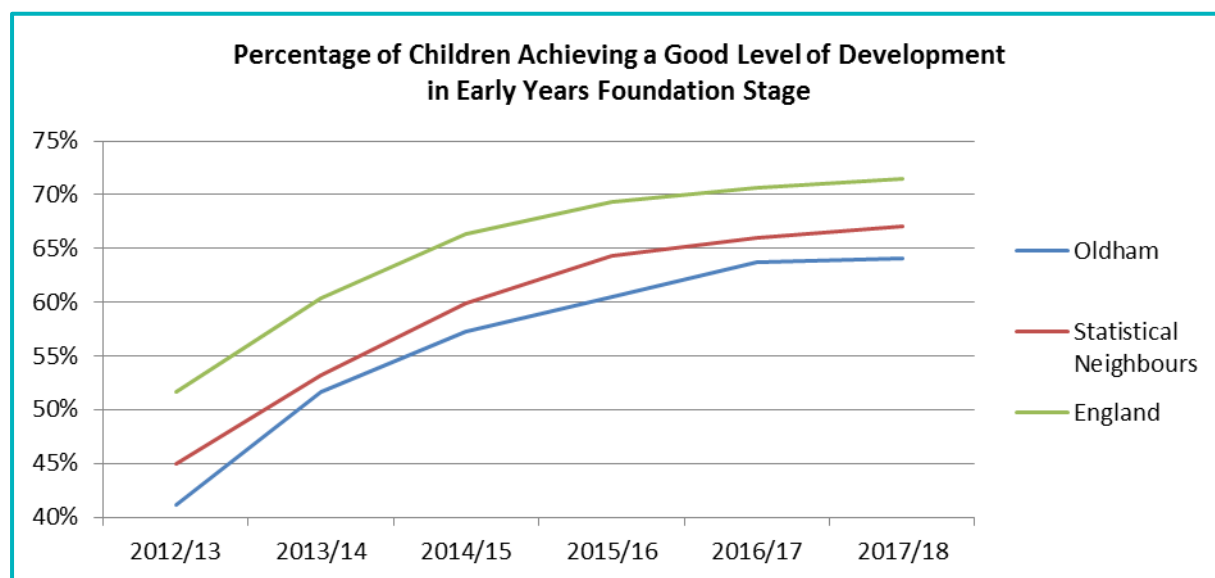
Below, we can see that at the primary level, schools in Oldham kept up with or outperformed the national average between 2014 and 2017. However, in 2018, performance dipped (in August 2017, 92% of primary schools achieved a Good or Outstanding rating, securing a rank of 60th out of 154 Local Authorities. By August 2018, this was 82%, and 82nd out of 154). Despite this, Oldham still performed as well as their statistical neighbours in 2018. Secondary results have improved consistently between 2014 and 2018. A tranche of “inadequate” schools moved to “good” between 2015 and 2016, proving a boost in closing the gap between Oldham and the national average. Since then, steady progress has continued to be made. In 2018, 75% of secondary schools were rated as good or outstanding nationally. For Oldham, this figure was 67%.



Source: Ofsted, Oct 2018

Early Years

Oldham's children enter the education system at a lower level of development than most of the rest of the UK. This is influenced by high deprivation levels, and above average proportions of children for whom English is not their first language. Child development at age 5 is assessed by the Early Years Foundation Stage Profile. Whilst Oldham's results have improved consistently over time, they have not yet bridged the gap to statistical neighbours, and remain below national levels. It is important to note, that both Oldham and their statistical neighbours have been closing the gap to the national average over time – for Oldham, in 2012/13 there was a difference of 10.6%, which has fallen to 7.4% by 2017/18.



Source: DfE LAIT, March 2019

Key Stage 1

Assessment results for Key Stage 1 mirror those at EYFSP. At the Year 1 phonics screening check, Oldham is behind statistical neighbours and the national average. 2017/18 results place Oldham in the bottom quartile of Local Authorities.

Percentage of Children Achieving the Expected Standard in KS1 Assessments in 2017/18

	Phonics	Reading	Writing	Maths	Science
(2016/17 Figures in Parentheses)	Year 1	Year 2	Year 2	Year 2	Year 2
Oldham	77 (77)	69 (69)	64 (61)	70 (69)	76 (76)
Statistical Neighbours	81 (80)	72 (72)	67 (64)	73 (72)	80 (78)
England	82 (81)	75 (76)	70 (68)	76 (75)	83 (83)

Source: DfE LAIT, March 2019

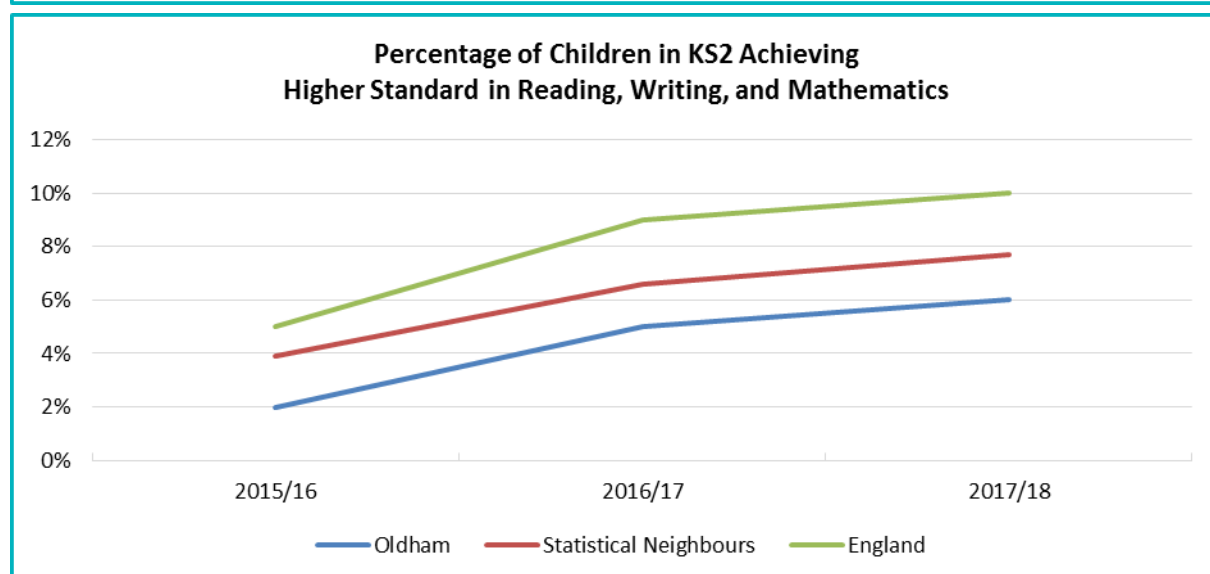
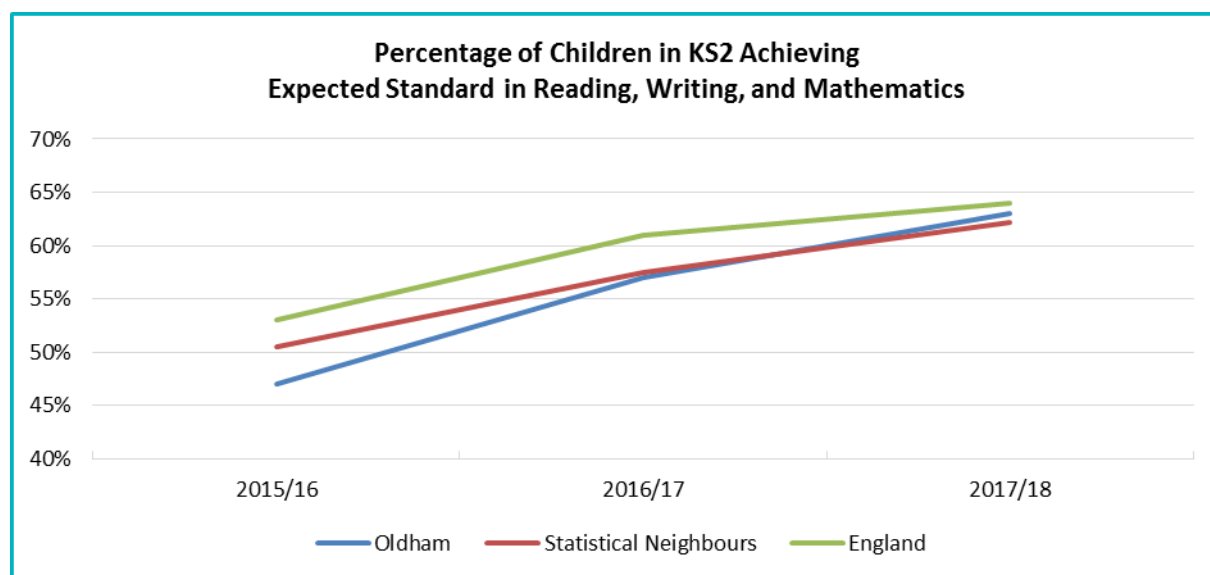
A similar pattern is seen in assessments in Year 2, with Oldham in the bottom 15% of Local Authorities in terms of children reaching the Expected Standard in the four subjects assessed (Reading, Writing, Maths, and Science). This has been a consistent pattern in recent years, and is a key priority for the collaboration effort to improve performance between the local authority and the Opportunity Area programme. The results from 2017/18 are broadly similar to results from 2016/17, with Oldham improving or deteriorating in line with statistical neighbours and England averages.

Key Stage 2

Prior to 2015/16, as children progressed through the latter stages of primary school in Oldham, they made much greater levels of progress than during Key Stage 1. Oldham's pupils consistently achieved Key Stage 2 assessment results which were in line with or higher than the national average. The change in curriculum and accountability framework which was first tested in 2015/16 resulted in a negative impact on Oldham's performance.

For the Expected Standard, we can see that after a relatively disappointing performance in 2015/16, Oldham performed roughly as well as their statistical neighbours in 2016/17. In 2017/18 Oldham performed excellently - surpassing the rate achieved by statistical neighbours, and all but closing the gap to the national average.

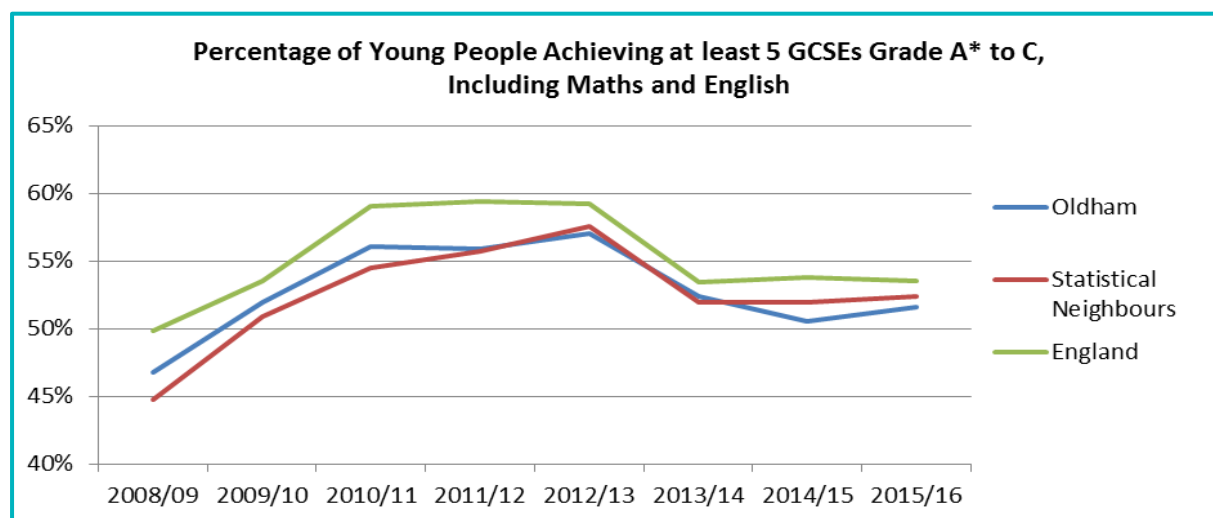
For the Higher Standard, Oldham is below their statistical neighbours and the national average. In achieving the Higher Standard, Oldham was ranked 146th out of 154.



Source: DfE LAIT, March 2019

Key Stage 4

At GCSE level, attainment is below the national average. As can be seen below, overall attainment in Oldham remained broadly in line with that of our statistical neighbours, but consistently below the national level.



Source: DfE, Oct 2018

In 2017, when the new grading was introduced, Oldham and their statistical neighbours outperformed the national average in achieving a grade 4 or above in English and Maths (A grade 4 is the equivalent of a grade C in the old system, and is known as a Standard Pass. A grade 5 is known as a Higher Pass, and does not have a direct comparison to the old system, but would likely be between a B and a C). In achieving a Higher Pass or above in English and Maths, the old trend appears to continue.

The English Baccalaureate (EBacc) was introduced in 2010 as a performance measure, to encourage the study of English, Mathematics, Science, a modern or ancient foreign language, and either History or Geography. The EBacc has not been a popular option in Oldham schools, and fewer students elect for and complete the English Baccalaureate than corresponding students in statistical neighbour authorities or nationally. A similar proportion of students sit English, Science, and Maths GCSEs at the Oldham, Northwest, and England level. However, fewer students in Oldham sit a language GCSE - 34% in Oldham, compared to 45% in the North West, and 48% in England. Similarly, fewer students sit a History or Geography GCSE – 68% in Oldham, compared to 74% in the North West and England.

Percent Achieving a 9-4 or 9-5 Pass in English and Maths, or the English Baccalaureate in 2017/18

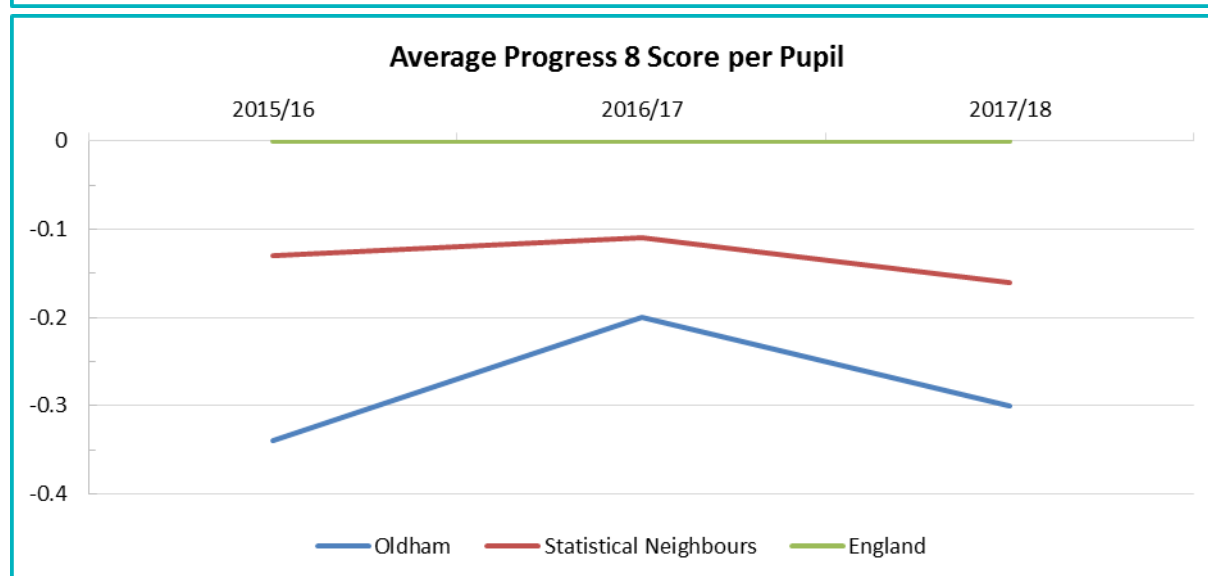
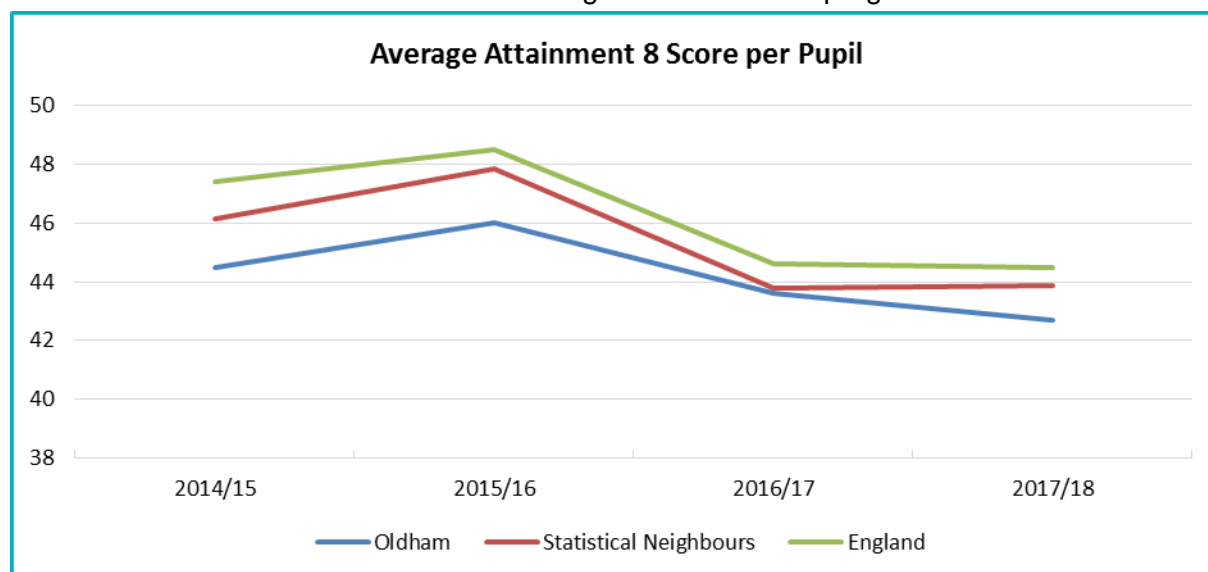
	Achieved Grade 9 to 4	Achieved Grade 9 to 5	Achieved Grade 9 to 4	Achieved Grade 9 to 5
(2016/17 Figures in Parentheses)	English and Maths		English Baccalaureate	
Oldham	57% (59%)	36% (37%)	14% (15%)	9% (13%)
Statistical Neighbours	60% (60%)	39% (38%)	19% (18%)	13% (16%)
England	59% (59%)	40% (40%)	22% (22%)	15% (20%)

Source: DfE LAIT, March 2019

Oldham's overall performance on the above measures deteriorated slightly from 2016/17 to 2017/18, when compared to statistical neighbours and the national average.

Attainment 8 and Progress 8

Attainment 8 measures KS4 attainment. Progress 8 measures progress from KS2 to KS4.



Source: DfE LAIT, March 2019

Oldham's performance over the past four years is converging on statistical neighbours and the national average, but deteriorated slightly in 2017/18.

No Qualifications

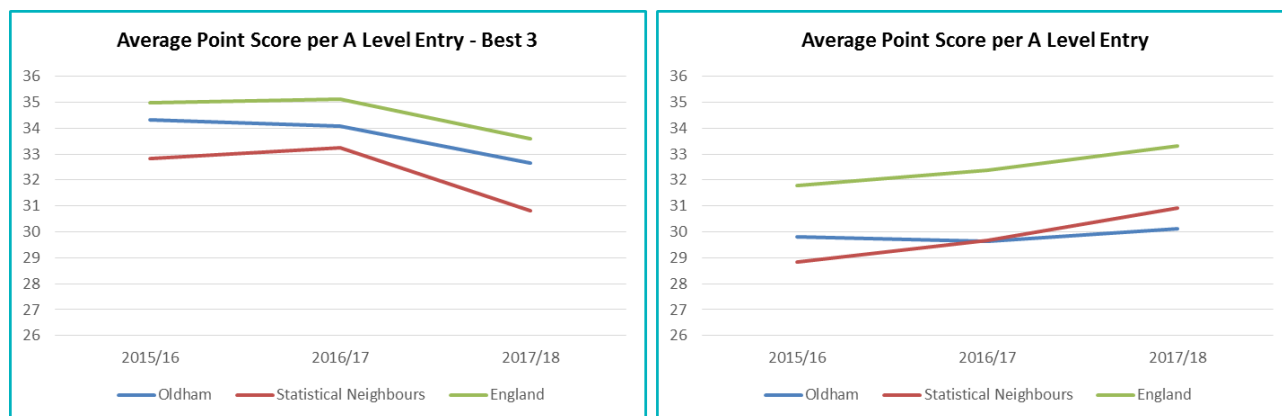
Percentage of Students in Oldham Gaining No Qualifications					
2013	2014	2015	2016	2017	2018
0.6%	2.2%	2.2%	2.9%	1.9%	2.9%

The proportion of students in Oldham who receive no formal qualifications fluctuates markedly over time.

16-18 Study

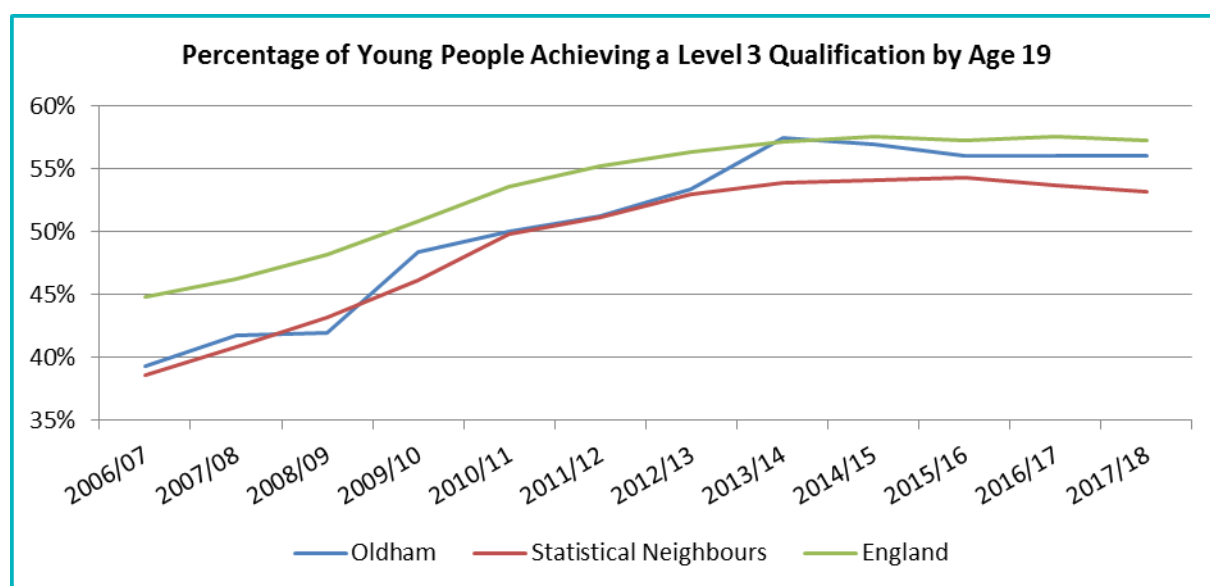
Oldham performs well in average point score for best 3 A Levels, and consistently outperforms statistical neighbours. This is an important success, as this measure is often the criteria which universities use to determine admissions.

Average point score per A Level entry has remained broadly unchanged in Oldham for the last three years. However, England's and Oldham's statistical neighbours' performance has steadily improved over this time. As such, Oldham's performance has gone from better than its statistical neighbours, to equivalent to, to worse than. It is difficult to say why the discrepancy between these two measures exists, and it could be caused by a myriad of reasons.



Source: DfE LAIT, March 2019

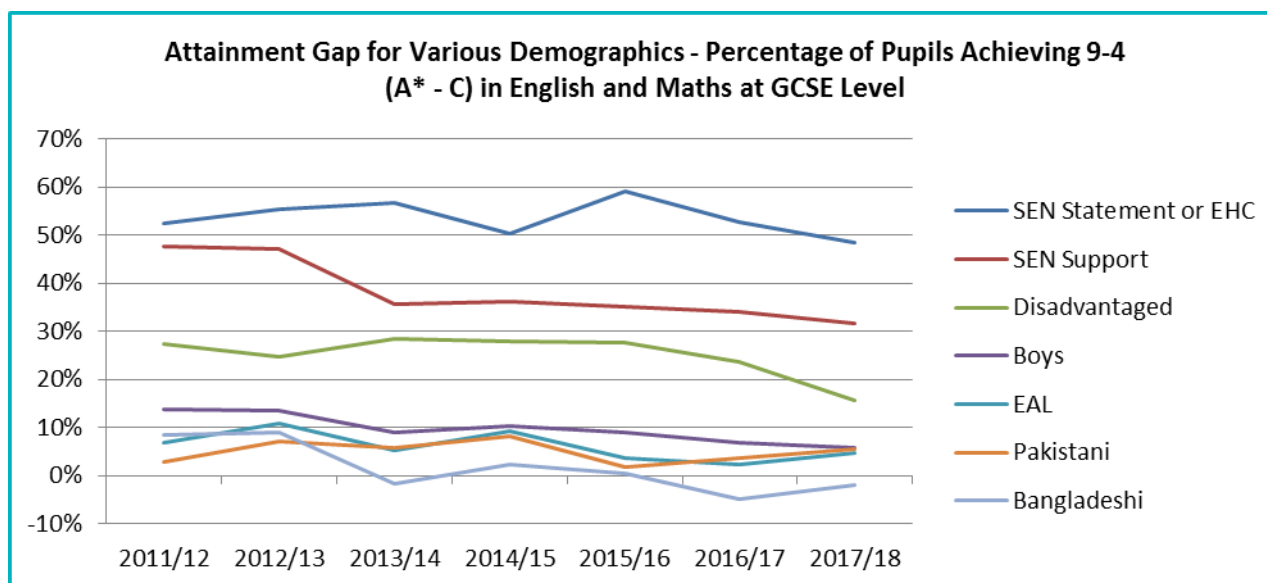
When looking at A Level results, Oldham performs similarly to their statistical neighbours, but below the national average. From an overall Level 3 perspective (which includes advanced apprenticeships and higher education diplomas, as well as A Levels), outcomes are better. The graph below shows all Level 3 qualifications achieved by age 19 (rather than just success by those that remain in the A Level cohort). Oldham's outcomes have improved over the last five years, and are close to the national average. This represents a significant success in retention and achievement within the FE sector, and demonstrates the inclusive economy which Oldham has cultivated.



Source: DfE LAIT, March 2019

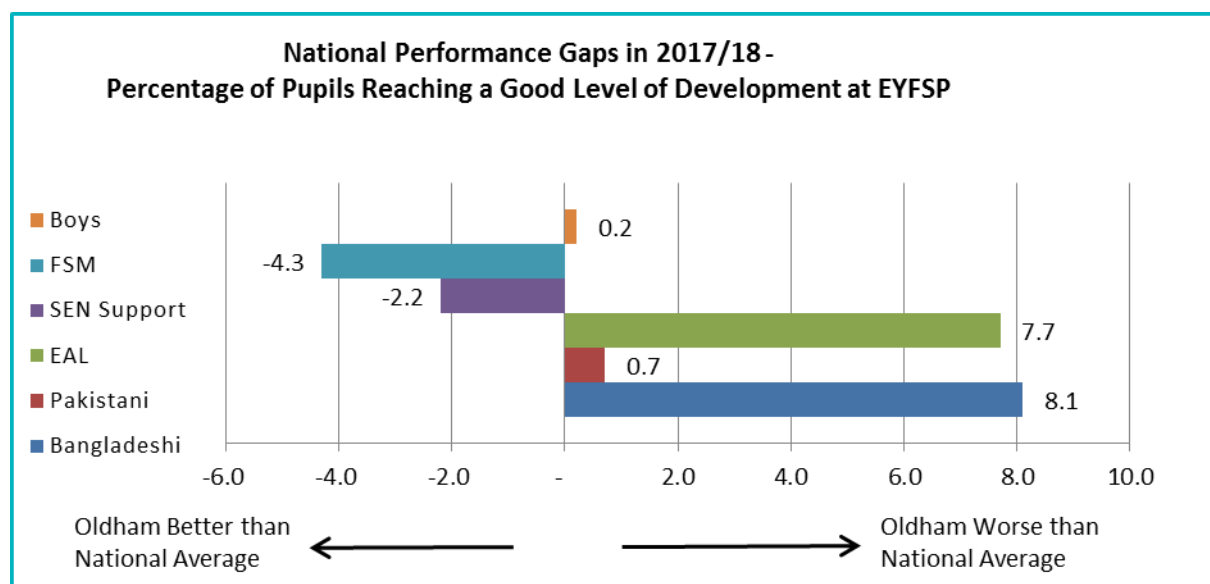
Attainment Gaps

On average, disadvantaged groups across England (by deprivation, prior attainment, first language, or other factors) tend to get poorer results than their peers; Oldham reflects this trend, albeit with success in some cohorts more than others. Indeed, the attainment gap for Bangladeshi students has decreased so much over the last 5 years that it is now negative.



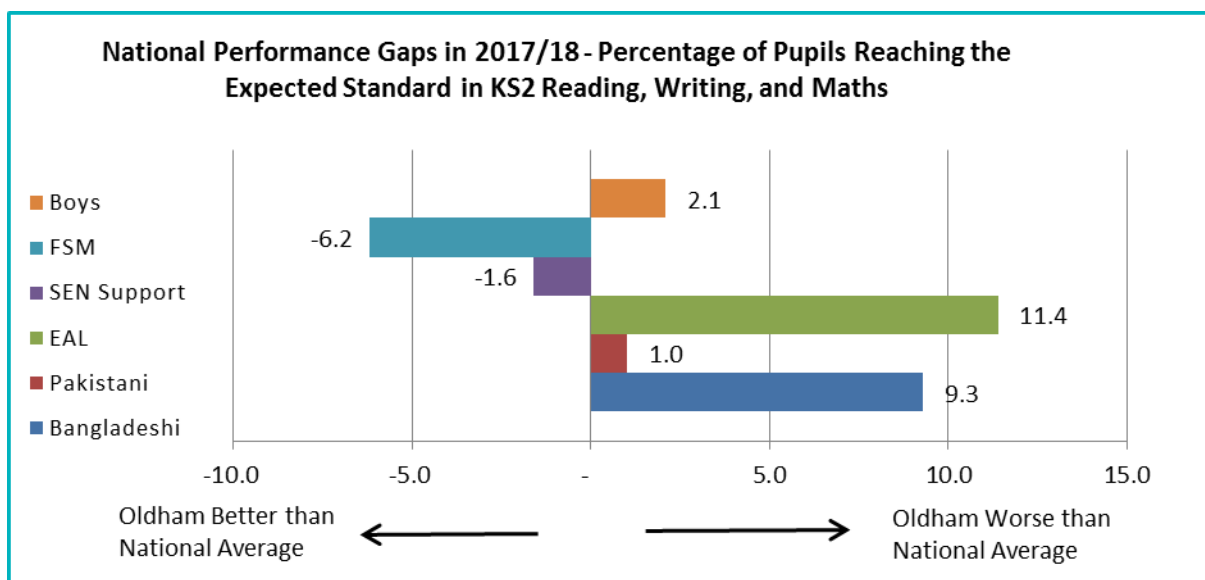
Source: NCER, April 2019

Children with Special Educational Needs have the largest performance gap, followed by disadvantaged students. In 2016/17 and 2017/18 Bangladeshi students performed better than the Oldham average. This is a large improvement from 2011/12 and 2012/13, when Bangladeshi students' scores were lower than Pakistani students' scores.



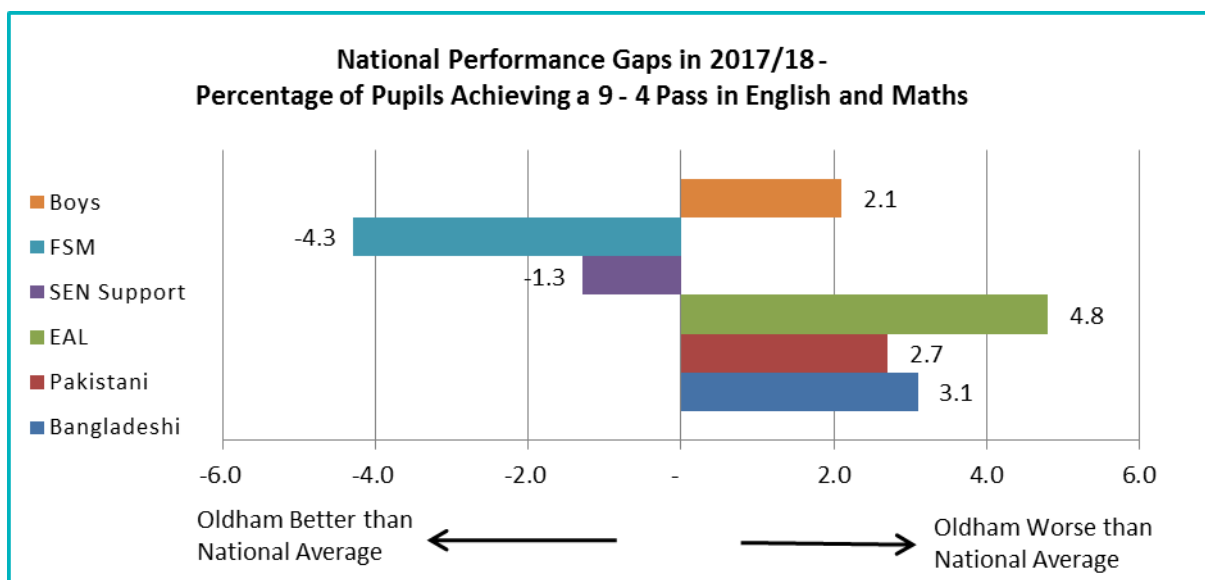
Source: NCER, April 2019

In Early Years, the data indicates challenges with the development level of children for whom English is an Additional Language. This looks to be strongly influenced by Bangladeshi students who have a slightly worse attainment gap. Oldham performs better than the national average for those receiving Free School Meals, and those receiving SEN Support.



Source: NCER, April 2019

At Key Stage 2, Oldham still performs better than the national average for those receiving Free School Meals, and those receiving SEN support. This includes an improvement in the attainment gap for those receiving Free School Meals. However, an attainment gap remains for Boys, those who speak English as an additional language, Pakistani, and Bangladeshi Students. All four of these attainment gaps are also worse than they were at EYFSP.

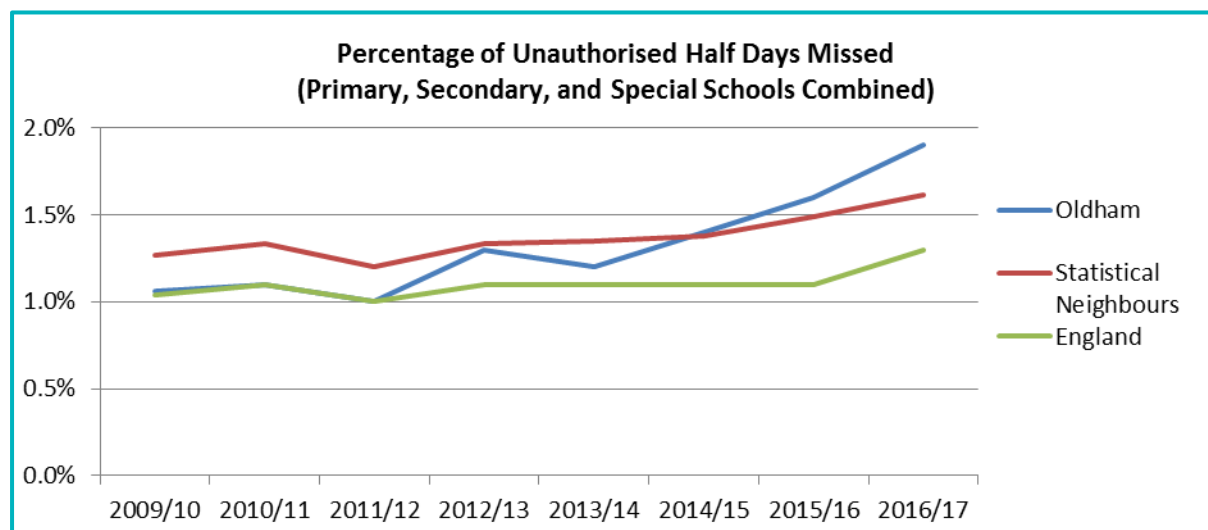


Source: NCER, April 2019

At Key Stage 4, Oldham still outperforms the national average for those receiving SEN support, and those receiving Free School Meals. Whilst those who speak English as an Additional Language still have a worse than expected performance, this has been significantly reduced when compared to the Early Years and KS2 levels. Attainment gaps for Bangladeshi students have also reduced markedly. Indeed, as we can see on the previous page, Bangladeshi students perform better than the Oldham average for this measure. For Pakistani students, attainment gaps are worse at KS4 than they were at KS2.

Attendance

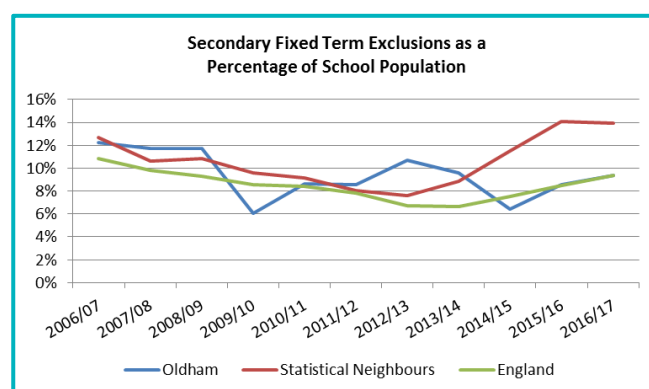
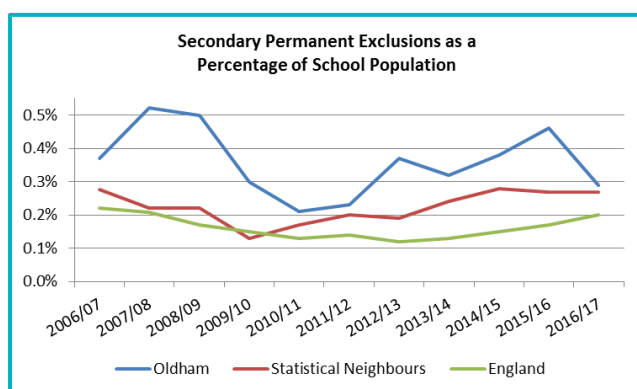
Whilst overall pupil absence rates have been falling in recent years, in line with the national trend, unauthorised absence has increased for both primary and secondary schools. Since a large upturn in 2014/15 to 2015/16, Oldham's rates are now above the statistical neighbour average. In 2016/17 Oldham was ranked 140th out of 152 local authorities. However, provisional figures for 2017/18 show an improvement in this measure.



Source: DfE LAIT, Sept 2018

Exclusions

Exclusions in primary schools have generally remained below the national average in recent years, and are low in absolute terms. At secondary level, however, whilst fixed period exclusions are improving, permanent exclusions are above both the rate of their statistical neighbours, and the national rate in 2016/17. Provisional figures for 2017/18 show an improvement in both of these measures.



Source: DfE LAIT, Sept 2018

Credits, Version Log, and Updates

Credits

Oldham in Profile is the work of many hands, including but perhaps not limited to:

Chris Buglass
Martin Burroughs
Roy Egginton
Dan Hodgson
Joan Olajide
John Pritchard
Laurence Rafferty
Haydn Roberts
Jon Taylor
Emily Tunney

Version Log

Version	Changes	Date	By
1.0	First version for internal release, then external release.	June 2017	MB
1.2	Updated Oldham's Population to reflect 2016 Mid-Year Estimates. Minor format changes (MB).	Feb 2018	RE
2.0	Updated data and text for Population, Education, Health, and Housing.	Jan 2019	LR
2.1	Compressed graphics slightly for smaller file size.	Feb 2019	MB
2.2	Updated Education section with new figures and text.	April 2019	LR

Update and Addition Schedule

Future dates are aspirational only.

Chapter/Section	Last amended	Expected next amend
History of Oldham	May 2017	N/A
Oldham's Population	Jan 2019	Autumn 2019
Oldham's Economy	May 2017	Autumn 2019
Oldham's Health	Jan 2019	Autumn 2019
Education and Skills	April 2019	March 2020
Housing	Jan 2019	Summer 2019
Environment and Countryside	Not yet available	Winter 2019
Co-operation and Community	Not yet available	2020
Crime	Not yet available	Winter 2019