CAMBRIDGESHIRE RESEARCH GROUP 2019/20

BRIEFING PAPER

DEVELOPING OXMOOR: STRATEGIC ASSESSMENT

AUTHORS:	Jamie Leeman and Harriet Ludford, Cambridgeshire Research Group
CONTACT:	01223 715300 research.group@cambridgeshire.gov.uk
DATE:	October 2019
PRODUCED FOR:	Huntingdonshire Community Safety Partnership and Oxmoor Project Strategic Board

CONTENTS

Key Findings 3

Recommendations 5

Introduction and Background 7

Strategic Aim 1: Add value through additional, targeted data, to help the partnership's understanding of need within the extended Oxmoor boundary 13

Strategic Aim 2: To capture the initial work of the project through the 'discovery phase' start to guide the partnership through the 'define phase' whilst maintaining a strategic focus on the role community safety partnership as part of this work 34

KEY FINDINGS

Understanding the bespoke project area

The **bespoke** area Acorn Profile showed that **'Financially Stretched' is the predominant population category for the Oxmoor area accounting for over half of households.** This classification is generally defined by a **mix of lower value owner occupied housing and social housing, fewer traditional married couples and more single adult households, below average incomes and above average unemployment.**

'Comfortable Communities' accounts for 9% of the area population for Oxmoor, which represents a significant subset of the community which has the **potential to provide support within the local area.** Similarly, **social capital measures indicate that the population in this area is more likely to be a member of a social group and more likely to feel that they belong to a neighbourhood.** This is a positive indicator when considering the potential for **implementing an approach of empowering members of the community to help themselves and others.**

Police recorded crime shows an **overall reduction in the number of offences recorded in the bespoke Oxmoor area in the past 3 years**, which is in contrast to Huntingdonshire as a whole where recorded crime has increased. Violence Against the Person accounts for a higher proportion of crime in Oxmoor when compared to Huntingdonshire as a whole.

Hotspot analysis of Crime and Anti-Social behaviour provided more detailed insight at more detailed geographies within the bespoke area**. This level of data provides an opportunity for individual work streams to gain tactical/operational insights to deliver targeted interventions**. For example, recorded Anti-Social Behaviour incidents show two primary hotspots: Towerfields Leisure Park in the north and the Sapley Square area (off Coneygear Road).

The 2019 Indices of Multiple Deprivation has helped the partnership to get a more up to date understanding of relative deprivation in the Oxmoor area**. Cambridgeshire has 16 LSOAs in the 20% most relatively deprived nationally – the same figure as in 2015. Of these 16 LSOAs, two are in Huntingdonshire** (H 008A in Huntingdon West and H 008B in Huntingdon North), both located in the Oxmoor area.

All five LSOAs in the bespoke area ranked higher than the Huntingdonshire average for overall deprivation. This is also the case for the Income Deprivation Affecting Children Index (IDACI), Employment and Health Deprivation and Disability domains. **The summary map in Appendix E summarises the variation of issues and need across different parts of the project boundary**. LSOA H008A shows particularly high need and demand across Deprivation, Crime and Children's Social Care demand.

Analysis of Children's Social Care data at a low geographic level showed clear variation across the project and service areas, highlighting a **potential need for more granular and targeted data sharing, which would sit outside this assessment,** in order to understand what makes these small geographies in the project unique where demand is highest.

Analysis of Council Tax Support (CTS) and Housing Benefits (HB) data has shown that in total, residents of the Oxmoor area are claiming £5.5m in Council Tax Support (£0.8m) and Housing Benefit (£4.7m).

Understanding the project to date

In order to discover the specific issues within Oxmoor and the community, the aim of the Oxmoor project is to **follow a path of engagement that uses a methodology named 'Double Diamond'. The project has entered into the discovery phase.**

Since the previous assessment of Oxmoor, a bespoke geographic area has been developed. A localised interpretation of 'place' from which the project will focus is outlined in this document.

The project will consist of four work streams and look to deliver across these areas. These are Good Start, Good Place, Good Work and Good Health. Each of these work streams have been assigned a theme lead across the partnership.

Initial work has taken place by the project support group to aid in this the engagement and data discovery. This has consisted of:

- The development of a data pack for work streams
- Engagement sessions with local community groups and resident interviews
- Mapping of local assets

The initial engagement work has discovered some key insights that **mirror the key findings of this assessment of understanding the bespoke project area**. These include financial/budgeting issues, ASB issues and mental health.

Understanding Think Communities and its relationship to the project

The aim of the Think Communities agenda is to create a shared vision, approach and priorities for building Community Resilience across Cambridgeshire and Peterborough partner organisations.

The Oxmoor project is already working to the principles of this agenda. The findings from the engagement activities conducted with members of the community indicate that there are already a number of community-led solutions in place such as Grub Hub and the Older People Project which are viewed positively by residents and appear to be helping to foster a sense of community in the area. Through the discovery phase, the project is helping to empower and enable communities to support themselves and encouraging community-led solutions and intervention. The recommendations of this report suggest further ways that the project can support this approach.

The Think Communities work stream have and continue to work to design tools to support hyper-local, place-based working, like the Oxmoor project. This includes creating a 'customer area profile tool' on Cambridgeshire Insight, developing an online, open datastore which will be structured at LSOA level and **creating bespoke Acorn profiles for other parts of the district and county.**

The Oxmoor project now has clear links into the county-wide Think Communities data work stream.

RECOMMENDATIONS

Developing the project discovery and define phase

The responsibility of defining priorities and defining interventions will now sit with the four work streams but it is recommended **that theme leads use this assessment to understand project activity to date in terms of developing data and customer insight support for the project.**

The work streams should also link to the project support group **to understand key insights that have been discovered through engagement to date.**

Now that the individual work streams have been established, the partnership should consider existing practices through the discovery phase and look for leads and individual work streams to be involved in this process. **Staff engagement from across the partnership should now be considered.** This further engagement should be **coordinated by the project support group and operational board** in order to gain more valuable insights from the sessions.

This strategic assessment has provided the partnership with a strategic overview of the project to date and the overall data support that has been developed**. It is recommended that the work streams now engage with the project support group to understand the data support offer and develop the key data questions through the discovery phase.**

Hotspot analysis of police recorded crime and anti-social behaviour incidents shows the value of the partnership understanding vulnerable locations within the boundary and the specific factors behind this. **The partnership should use existing channels, such as the Problem Solving Group and the engagement support to help this discovery of specific issues surrounding place.**

Both the Community Safety Partnership board and the Oxmoor Strategic Board should **note their role in maintaining a strategic oversight of crime and community safety related issues across the district as a whole and challenge the project in ensuring that hyper-local delivery is replicable elsewhere.**

Developing Data

The partnership should **maximise the value of the bespoke Acorn data profiling work** by:

- Sharing the profiles of Oxmoor with stakeholders and the community **to develop the shared evidence base and tailor activity around this.** This will help the partnership to use this shared evidence base and work to the Think Communities principle of **empowering and enabling communities to support themselves and encouraging community-led solutions and intervention.**
- Especially reflect upon the detailed Acorn profiles **indicating optimal communication channels** when planning to engage with the community through the discovery phase and defining any digital interventions.
- Engage with the Think Communities data work stream **to understand the ACORN profiling work being carried out for other parts of the district.** Core profiles will be produced for major towns across the county (including St Ives and St Neots) but there will be **some scope to support bespoke/targeted boundaries.**

- **Discuss the key insights with the individual work streams in detail**, alongside the customer engagement insights, to fuel the discovery and define phases of the project

Work streams should engage with the project data support via the support group. This will allow more detailed insights into key datasets such as the Indices of Multiple Deprivation and Council Tax Support to be shared to help discovery.

A strategic assessment **cannot meet the current demands of the data work stream of the project** which is to understand those streets (or even households) that are having the biggest demand on local services. Analysis within the assessment highlights a **potential need for more granular and targeted data sharing that would sit outside this assessment.** For this, there is a requirement for the data work stream to arrange for the data governance frameworks to be put in place, with a clear purpose. **This purpose and data needs should be defined alongside the relevant project work streams.**

Developing Think Communities

Whilst it **is important that the Oxmoor project is experimental in its approach and learning is shared, the partnership should also note and take learning from other approaches across other parts of the county in working to the Think Communities principles.** For example, South Cambridgeshire Crime and Disorder Partnership have adopted the 'double diamond' approach to understand vulnerability in order to develop a county wide tool kit to support the Think Communities. The discovery phase of this process is being driven via the establishment of a 'data group.'

The data work stream of the project should **continue to feed into the Think Communities data work stream. This will allow the key data needs of the work stream to be shared to ensure that practice is replicable across other areas**. This has been evidenced in the support for Acorn profiles which are being rolled out for the whole of Cambridgeshire and Peterborough.

The partnership should recognise and share how the insights from this document have supported key Think Communities principles. For example, the Acorn Profiles have given the partnership a platform to develop awareness of hidden communities and recognise the strengths of individuals. The project should maintain its commitment to supporting community-led interventions, specifically building on the existing provision which is already in place by providing support to empower those involved to continue to develop these community solutions.

INTRODUCTION AND BACKGROUND

Huntingdonshire Community Safety Partnership (CSP) has long identified the Oxmoor area of Huntingdon as an area with a high degree of vulnerability among its resident population. This has resulted in high demand on County Council, District Council, Police and other public services.

This resulted in the CSP commissioning a strategic assessment[1] that focused solely on the Oxmoor area as a place-based report covering demographics, key local issues, costs and potential causes of crime. This was provided in 2018/19.

It should be noted at this early stage that due to the infancy of the data requirements of supporting this hyper-local, place-based focus, **the previous assessment primarily focused on need across Huntingdon North ward**. Since the commissioning of that assessment, steps have been taken to gain deeper insights into the Oxmoor area and a project has been set up with the overarching aim of delivering better outcomes in the area.

Despite a slight change in geographic focus away from just Huntingdon North ward since then, the strategic assessment[2] that was published in October 2018 revealed some key insights:

- The cost of crime in Huntingdon North alone costs society approximately £9 million per year.
- When compared to local and national averages, there is:
    - A high proportion of young people and young parents in Huntingdon North
    - A higher than average population density in Huntingdon North
    - A large amount of terraced housing and social housing. Also a large percentage of the housing stock is overcrowded relative to Huntingdonshire
    - Higher deprivation levels across the area according to the Indices of Multiple Deprivation 2015
    - A large percentage of single parent households in Huntingdon North relative to the rest of the district
    - A higher diversity of nationalities relative to that of the district / county
    - A higher rate of social care interventions, including Early Help Assessments in Huntingdon North.

The above insights gave Huntingdonshire CSP a general strategic view of the area in terms of its population, local crime and its potential causes and a range of local socio-economic factors. **The document did not however provide any insight into the thoughts and feelings of the population and the CSP is therefore currently less sighted on what Oxmoor residents actually think and feel about the area and what their day-to-day challenges are.** The document also did not focus in on variabilities across the different parts of the Oxmoor project area and did not show the need within the since developed bespoke geographic area.

[1] Available via Cambridgeshire Insight, https://cambridgeshireinsight.org.uk/wp-content/uploads/2018/10/V1-Final.pdf

[2] Available via Cambridgeshire Insight, https://cambridgeshireinsight.org.uk/wp-content/uploads/2018/10/V1-Final.pdf

THE AIM OF THIS STRATEGIC ASSESSMENT:

The 2018/19 Oxmoor strategic assessment supported the Oxmoor project through the 'pre-discovery' phase of working by identifying headline need in the area and some headline demand on services.

The aim of this assessment **is not to replicate the previous Oxmoor assessment, nor to simply provide updated data to the partnership** (although some updates have been included in key areas). Rather, the main aims are:

1) To aid the Oxmoor support group in capturing more **localised data and customer insight gathered through engaging with the community** and share this initial insight with the wider partnership. The aim is to further guide the partnership through the **'Discovery'** phase of work based on existing, planned or recommended future activity.
2) To capture the **existing work of the project through the 'discovery phase'** and start to guide the partnership through the 'define phase' whilst maintaining a strategic focus on the role of the community safety partnership as part of this developing work.
3) To provide **strategic updates from the Think Communities agenda** and highlight where the partnership is working to these principles or identify opportunities to do so further at a local level. These will be captured in the update of the Oxmoor project to date or within the overall recommendations of this document.

The purpose of this strategic assessment is then to help the partnership tackle that challenge of moving towards the defining specific problems and targeting interventions. **Work has already taken place to observe, interview and experience local resident experiences in order to understand what matters to them.** In conjunction with the data available, this new information will feed into the Oxmoor support group that was set up in October 2018, to support the relevant work streams of the Oxmoor project.

WHAT IS THE OXMOOR PROJECT?

The CSP recognised the specific issues of need within Oxmoor on the back of the previous strategic assessment and an initial event took place to discuss local issues. This included representation from the partnership, wider stakeholders and local groups. A broad range of priorities were identified on the day. These included:

- Feeling Unsafe
- Bullying
- Health
- Older People
- Cultural Barriers
- Perceptions
- Education, Employment and Training
- Services
- Estate Appearance

Following this, the CSP were informed it had become apparent that a more significant area than just Huntingdon North Ward was affected and as a consequence the boundaries for the project area had now been increased.

On the back of this initial work, the Oxmoor project was established **to tackle the underlying issues within the area and rather than just use strategic data and professional judgement, it was recognised that a phase of discovery was required to understand the issues through local engagement.** A core group was established to set up and support the project.

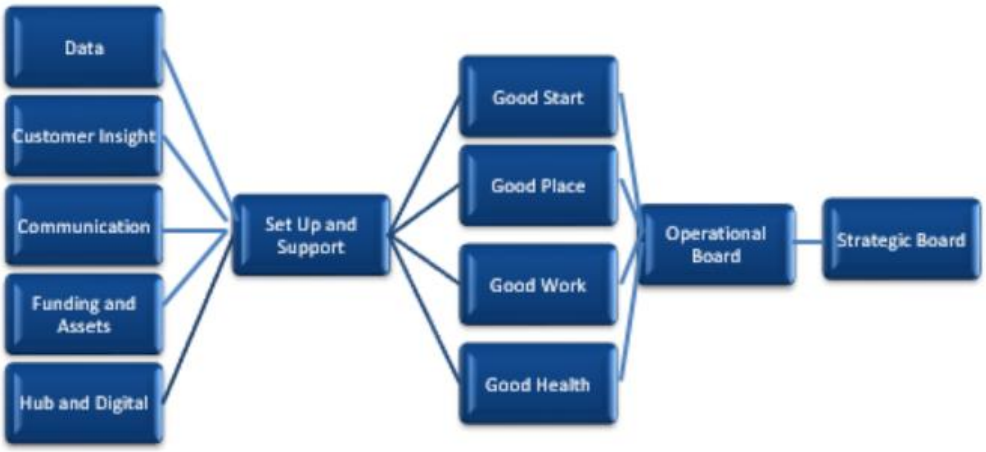
The project will consist of four work streams and look to deliver across these areas. These are:

- Good Start
- Good Place
- Good Work
- Good Health

Each theme has been allocated a project lead and initial membership on each of the project groups has now been defined. Now that these four work streams have been established, detailed action plans will now be developed around each of the themes.

Figure 1 outlines the structure of the project and the relationships between different groups.

Figure 1: A diagram of the Oxmoor project structure



The responsibility of defining priorities and defining interventions will sit with the work streams but it is recommended that the leads use this assessment to understand project activity to date in terms of developing data and customer insight support for the project.

As part of this work led by Huntingdonshire district council - Huntingdonshire CSP aims to create a toolkit / model for use across the district and to benefit other districts too as part of its work toward a transformation topic and the wider work of Think Communities across the county. This has included working to a bespoke geographic area and a localised interpretation of 'place.'

This project has been identified as an initial prototype for the Think Communities and it is key that learning from this project is shared amongst partners and stakeholders.

WHAT IS THINK COMMUNITIES

The aim of Think Communities is to create a shared vision, approach and priorities for building Community Resilience across Cambridgeshire and Peterborough partner organisations.

The partner organisations include

- Cambridge City Council
- **Cambridgeshire County Council**
- East Cambridgeshire District Council
- Fenland District Council
- **Huntingdonshire District Council**
- Peterborough City Council
- South Cambridgeshire District Council
- **Cambridgeshire Constabulary**

The key principles that each of the partner organisation have agreed to work to as part of this agenda are:

- Empower and enable communities to support themselves and encouraging community-led solutions and intervention.
- Work with communities to harness their local capacity targeted towards those in the community requiring the most help.
- Support active, healthy communities to play a clear and evidenced role in improving people's lives, thereby preventing, reducing or delaying the need for more intrusive and costly public services.
- Align resources to create multi-agency support which can flexibly meet the changing needs of our communities.
- Be prepared to be experimental in approach, in order to deliver individual local solutions and support ideas that can be replicated.

GEOGRAPHY

As mentioned, since the previous assessment, it was agreed by the project group that the geographic area that is covered within the project should be expanded.

This strategic assessment looks to add value **by providing data for this new bespoke geography and consider ways the partnership can begin to understand demand and to apply this process of 'pre-discovery' across other parts of the district.**

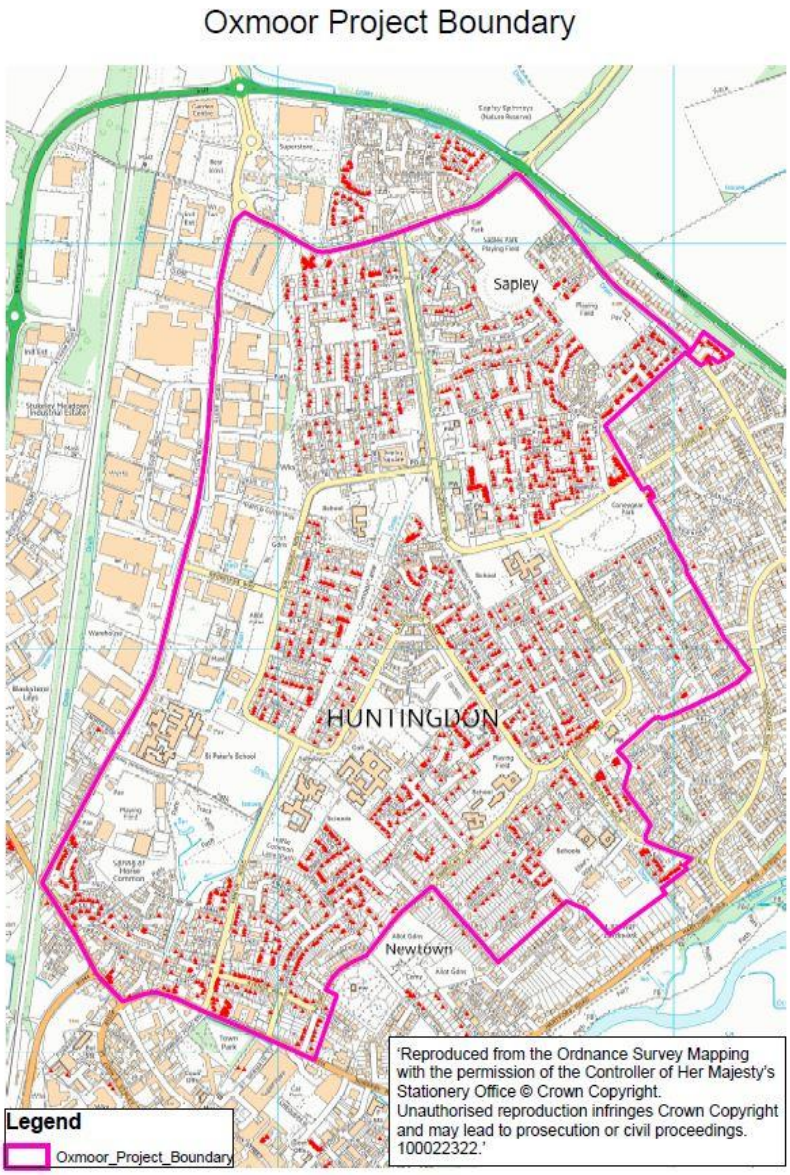
As the boundary is a bespoke boundary designed by the Oxmoor project group, it is not coterminous with existing administrative boundaries and as such it was necessary to identify the dominant

Output Areas (OA)[3] and Lower Super Output Areas (LSOA)[4] within the area. The main reason for this is to:

1) **Add value through additional, targeted data, to help the partnership's understanding of need within specific parts of the extended Oxmoor boundary**
2) **Add value by applying relevant service level data at smaller geographies than the partnership have previously received via a strategic assessment**

Map 1, below, shows the shows the outline of the project boundary.

Map 1: Outline of Oxmoor Project Boundary Area



[3] An Output Area (OA) is an administrative boundary of approximately 300 population

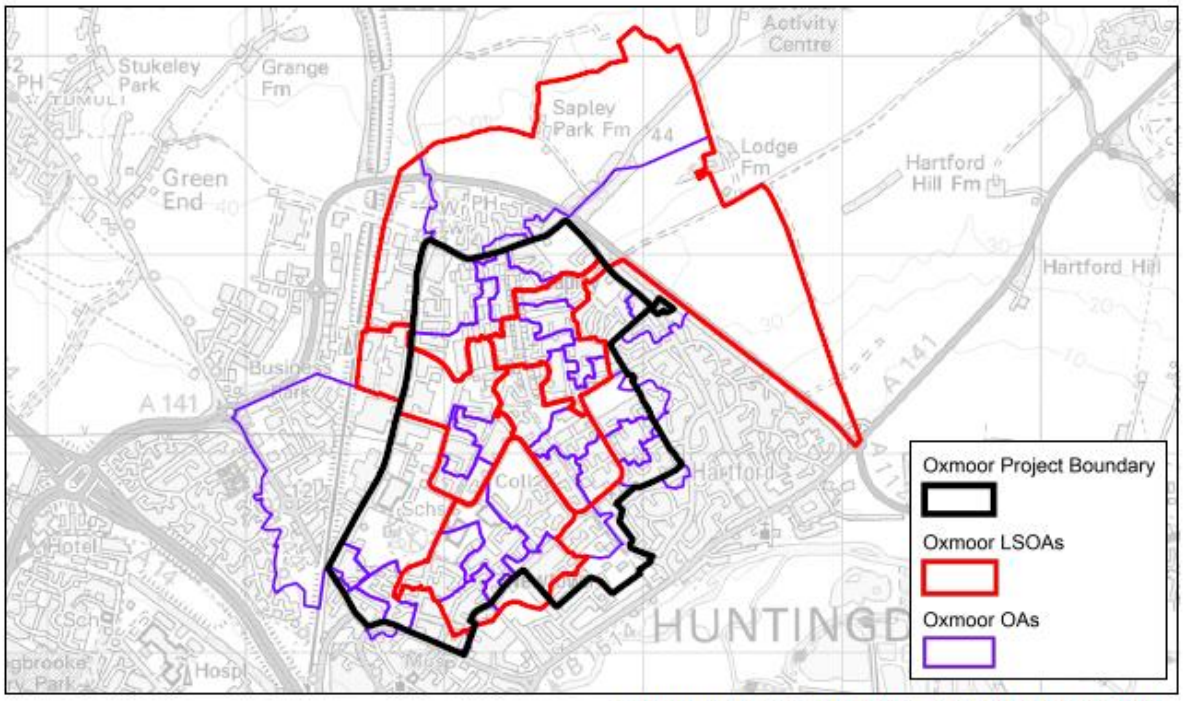
[4] A Lower Super Output Area (LSOA) is an administrative boundary of approximately 1,500 population

Throughout this document 'Oxmoor OAs' and 'Oxmoor LSOAs' refers to the 33 OAs and 5 LSOAs linked to the bespoke area, as depicted in the map below. Where available, postcode level data is utilised as this provides the closest match the Oxmoor project boundary.

There are four LSOAs where all, or nearly all, of their residential properties are located within the project area boundary. Another LSOA crosses the northern part of the boundary and is included because the majority of homes in that LSOA are within the project area, however nearly 300 homes in the Sapley area are also included. Other LSOAs crossing the project area boundary are not included because the majority of homes in each of those LSOAs are located outside the project area.

From a data perspective though, a strategic assessment cannot meet the demands of the data work stream of the project which is to understand those streets (or even households) that are having the biggest demand on local services. For this, there is a requirement for the data work stream to arrange for the data governance frameworks to be put in place, with a clear purpose. This purpose and data needs should be defined alongside the relevant project work streams.

Map 2: A map of the Oxmoor Project boundary against Output Area (OA) and Lower Super Output Area (LSOA)



© Crown copyright and database rights 2019 OS 100023205

STRATEGIC AIM 1: ADD VALUE THROUGH ADDITIONAL, TARGETED DATA, TO HELP THE PARTNERSHIP'S UNDERSTANDING OF NEED WITHIN THE BESPOKE OXMOOR BOUNDARY

One of the principles linked to Think Communities is the need to understand demand on local services. Again, a strategic assessment can help to understand overall need in an area but there is a limit to actionable tactical/operational insight that it can provide. The previous assessment purely provided an overview for Huntingdon North ward but a need has been identified by the project to understand the demands of the data support for the project, which is to understand those streets (or even households) that are having the biggest demand on local services so that more targeted interventions can be delivered.

The aim of this section therefore is to add value by providing more granular data than received previously but also to provide a platform for theme leads and the partnership to understand local need (alongside the previous questions) to start identifying the type of support required from the data lead within the project.

DEMAND ON SOCIAL CARE

The first step in adding value to the partnership's understanding of local service demand is to provide a more detailed look at service demand on children's social care across the bespoke Oxmoor area. The last strategic assessment highlighted that Huntingdon North has:

- High proportions of young people and young parents.
- Higher rate of social care interventions, DQ service involvements and Early Help Assessments.

To add value to this understanding, children's social care data has been extracted for those Output Areas (approximately 300 population) in the Oxmoor project boundary. ***The following section analyses data for children who were open to social care services as at 31st March 2019.***

Table 1: Children open to services as at 31st March 2019

	CSC[5] Total	CSC Rate per 1,000 population (age 0-25)	**EH** Total[6]	EH Rate per 1,000 population (age 0-17)	**EHCP** Total[7]	EHCP Rate per 1,000 population (age 0-25)
Oxmoor OAs	127	**29.2**	113	**36.7**	150	**34.5**
Huntingdon District	654	**13.0**	631	**17.3**	1190	**23.7**

[5] Children Social Care (CSC) Involvement cases as of 31 March 2019

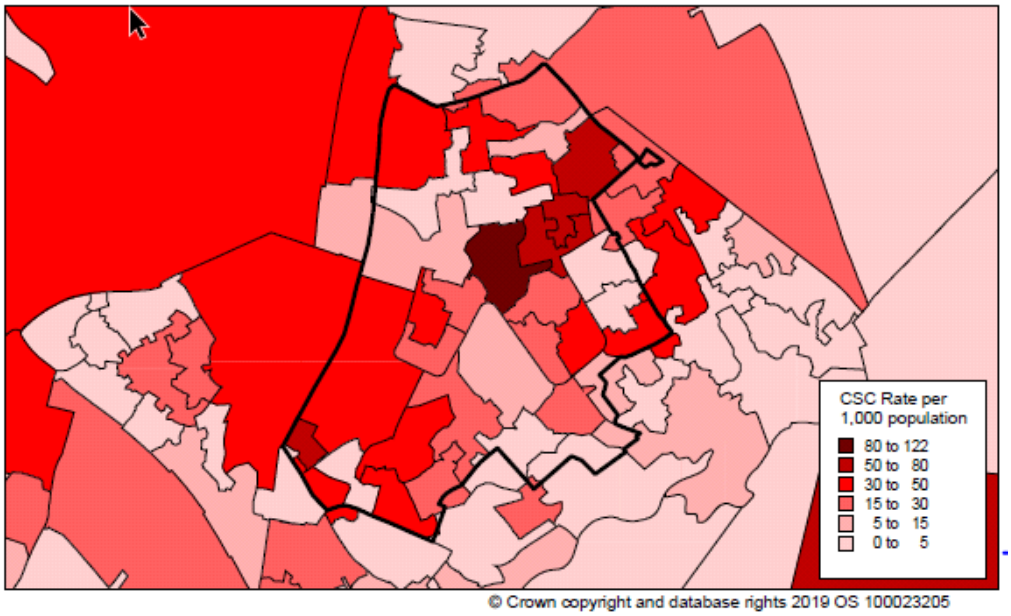
[6] Open Early Help (EH) cases as of 31 March 2019

[7] Open Education, Health and Care Plan (EHCP) as of 31 March 2019

Analysis of this snapshot of data for children's social care users illustrates that the rate of service users is greater for the 33 Oxmoor OAs when compared to Huntingdonshire as a whole.

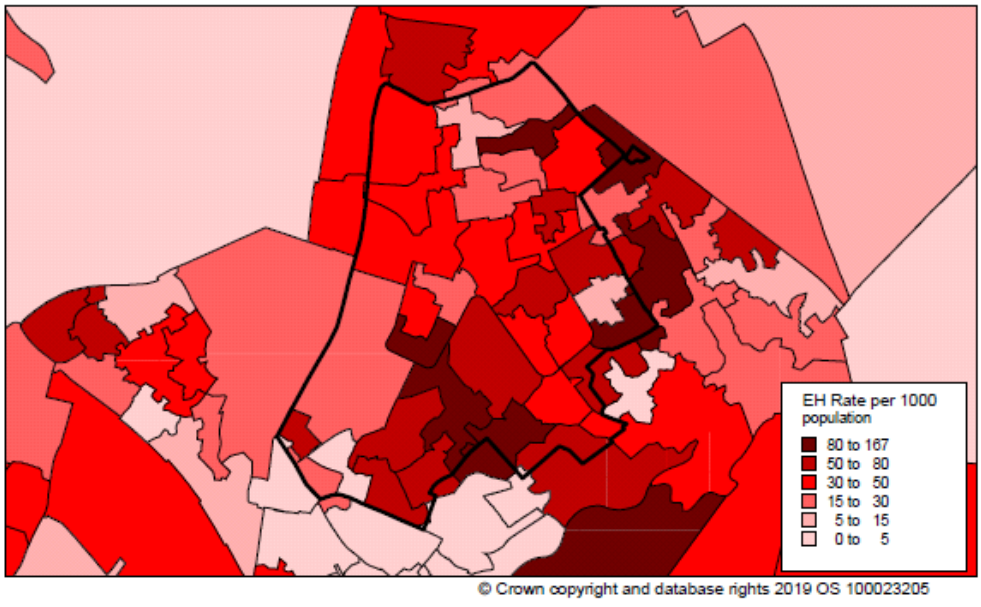
The rates are higher across all three services areas, but the difference is most pronounced for Early Help which has the highest rate of 36.7 cases per 1,000 population. The three maps below depict the variation in Children's Social Care, Early Help, and Education, Health & Care Plan rates throughout the Oxmoor area by mapping the rates thematically for all of Huntingdonshire

Figure 2: Rate of CSC service users per 1,000 population



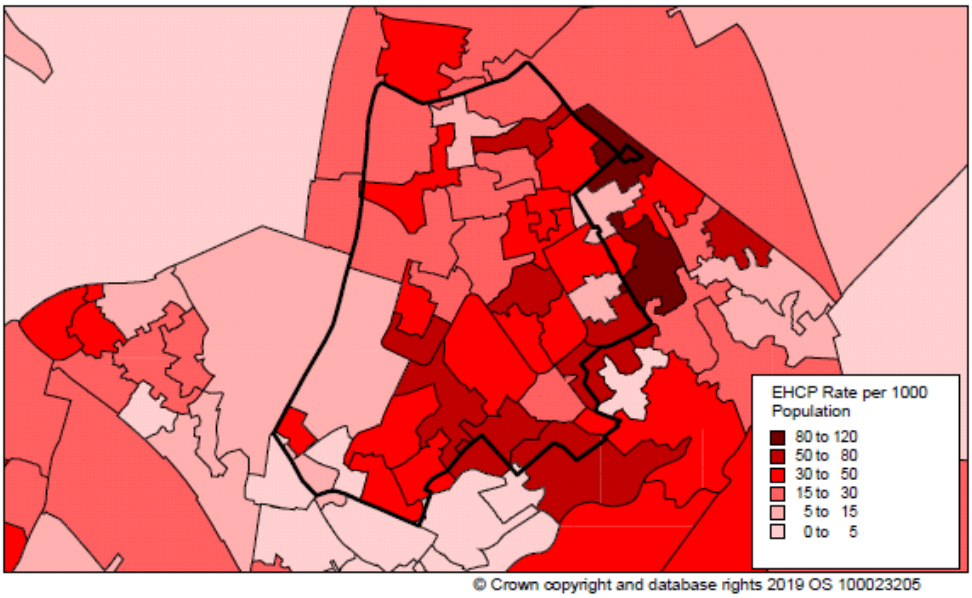
There is a small cluster of OAs in the north of Oxmoor which have a relatively high rate of open involvement cases of Children's Social Care, however, there are also a significant number of OAs with a low rate of 15 or less service users per 1,000 population.

Figure 3: Rate of EH service users per 1,000 population



For Early Help (EH) there is a more consistent pattern of high rates with the majority of OAs having a rate of over 30 service users per 1,000 population. Rates are particularly high in the south of the project area.

Figure 4: Rate of EHCP service users per 1,000 population



The highest rates of Education, Health, and Care Plans are found within two OAs which are outside of the Oxmoor area on the north east boundary. The majority of OAs within Oxmoor have medium-high rates and the same southern cluster of high rates is present as seen for Early Help.

The above maps show clear variation across the project and service areas, highlighting a potential need for more granular and targeted data sharing that would sit outside this assessment, in order to understand what makes these small geographies in the project unique where demand is highest.

Without a defined purpose for how the partnership would use the data or a definition of the specific ask, it has not been deemed appropriate at this stage to share more granular (full post code level) social care data with the project support group, but there is a role for the work streams to identify opportunities with the sharing of the data. Understanding demand management at low geographies has been identified as an important part of Think Communities and social care spend at post code level is being prepared by Cambridgeshire County Council to share with the project.

For each of the above service areas, the data has been made available by Cambridgeshire County Council in an interactive map here: https://cambridgeshireinsight.org.uk/children-and-young-people/cambridgeshire-and-peterborough-childrens-social-care/

Raw counts are available at LSOA, Ward and District level here: https://data.cambridgeshireinsight.org.uk/dataset/cambridgeshire-and-peterborough-children-social-care-open-cases-31-march-2019

DEMAND OF HOUSING BENEFIT AND COUNCIL TAX SUPPORT

As part of the data support for the project, a data pack has been developed for the individual work streams and partners to access. This included analysis of demand of Housing Benefit and Council Tax support.

The analysis showed that in total, residents of the Oxmoor area are claiming **£5.5m** in Council Tax Support (CTS) (**£0.8m**) and Housing Benefit (HB) (**£4.7m**). This represents 14% of the total claimed across Huntingdonshire, while less than 6% of the district's Council Tax (CT) banded homes are located in the Oxmoor area.

Homes in the Oxmoor area are more than twice as likely to have these claims as the district average. The claims relate to 1,033 properties – equivalent to nearly a quarter (24%) of all the 4,361 CT banded homes in the Oxmoor area. This is more than double the district-wide claim rate, which is just 11%.

In total, there are 220 individual postcodes which include CT banded properties located in the area. In 29 of these (13%), there were no claims at all for either HB or CTS.

In order to understand the demand at a more precise geographic level, the data support for this project has shared this analysis down to post code level**. Again, sharing data at this level is not appropriate for a strategic assessment but the partnership should note that this support and insight is available for the individual work streams, but the role of the work streams is to define the purpose and questions behind this data sharing.**

PEOPLE PROFILE: ACORN

The following section uses Acorn data to **profile the bespoke Oxmoor area,** as well as the **sub group of adult and child social care users within Oxmoor**, and makes comparisons to Huntingdonshire as a whole. The added value here from the previous assessment is that **this is a profile of the bespoke Oxmoor project area.**

Acorn is a geodemographic tool, developed by CACI, which utilises data on demographics, social factors, and population and consumer behaviour to segment the UK population into distinct categories. It provides detailed information about different group's lifestyles, behaviours and attitudes and is utilised by public and private sector organisations to better understand and engage with specific communities**. ACORN delivers a bespoke profile based on a group of postcodes so the partnership should note this as a key data source in understanding the bespoke area.**

The six headline population categories within ACORN are:

- 'Affluent Achievers'
- 'Rising Prosperity'
- 'Comfortable Communities'
- 'Financially Stretched'
- 'Urban Adversity'
- 'Not Private Households'

Each of these categories is further split into 18 sub-groups and 62 sub-types, giving very detailed insights into specific areas. The full, detailed and the group definitions will be shared with the partnership, outside of this assessment.

The table below shows a **marked contrast between Oxmoor and Huntingdonshire as a whole,** with Oxmoor being comprised of a higher proportion of **'Financially Stretched'** and **'Urban Adversity'** households and a lower proportion of 'Affluent Achievers' and 'Rising Prosperity'. 'Affluent Achievers' account for 31% in Huntingdonshire and just 2% for the Oxmoor area.

Table 2: Composition of Acorn Category Types across Oxmoor, Oxmoor postcodes with active social care users and Huntingdonshire

Acorn Category	***Oxmoor Project Boundary (overall population)***	***Oxmoor Social Care Cohort (adults) only***	***Oxmoor Social Care Cohort (children) only***	**Huntingdonshire**
Affluent Achievers	2%	1%	0%	**31%**
Rising Prosperity	1%	0%	0%	**9%**
Comfortable Communities	9%	11%	7%	**34%**
Financially Stretched	**55%**	**52%**	**56%**	**18%**
Urban Adversity	**32%**	**34%**	**37%**	**8%**
Not Private Households	1%	1%	1%	**1%**

In order for the partnership to gain value from this Acorn profile and for the theme leads and work streams to gain insight into opportunities, it is key that the definitions of each of the classifications are understood. A link to these definitions is included within the appendix of this assessment but these will also be shared with the partnership.

'Financially Stretched' is the predominant population category for the Oxmoor area accounting for over half of households. This classification is generally **defined by a mix of lower value owner occupied housing and social housing, fewer traditional married couples and more single adult households, below average incomes and above average unemployment.**

A full description of 'Financially Stretched' and 'Urban Adversity' can be found in Appendix A. Within the 'Financially Stretched' group for Oxmoor the dominant sub-group **is 'Striving Families' (70%),** followed by **'Poorer Pensioners' (16%)** and **'Modest Means' (13%)**.

Focusing on the subset of the Oxmoor area postcodes which had a **child open to social care services as at 31st March 2019, the contrasting pattern observed is even stronger for this cohort with a 5% higher proportion of 'Urban Adversity' compared to the overall Oxmoor area.** The category types for the subset of adult social care users roughly matches the pattern for the Oxmoor area as a whole.

'Urban Adversity' accounts for just under a third of the Oxmoor area population. **'Urban Adversity' is broadly characterised within ACORN as some of the most deprived areas of towns and cities across the UK. Compared to the national average, incomes and levels of qualifications tend to be lower whilst problems with debt, levels of benefit claims and the number of single adult households are higher.**

The **'Struggling Estates'** sub-group accounts for the vast majority of 'urban adversity' (86%). This sub-group **typically includes low income families living on traditional urban estates, most will be renting in social housing with a potentially higher proportion of children and significantly higher levels of single parent households compared to the national average.** The 'Difficult Circumstances' sub-group accounts for 19% of 'Urban Adversity'.

'Comfortable Communities' accounts for 9% of the area population for Oxmoor. Whilst this is a lower proportion than for Huntingdonshire as a whole, it still **represents a significant subset of the community which has the potential to provide support within the local area, in line with the 'Think Communities' approach.**

'Comfortable Communities' are defined within ACORN as representing middle-of the-road Britain. Incomes and qualifications are typically at average levels and occupations tend to be a mix of professional, managerial, clerical and skilled occupations. Typically members of this group will own their own home and those best established may have built up savings and investments**. The comfortable status and absence of major financial worries within this group places them in a good position to be able engage in the community and potentially provide support for others.**

The dominant sub-groups within the Oxmoor 'Comfortable Communities' cohort are:

- 'Starting Out'
- 'Steady Neighbourhoods'
- 'Successful Suburbs'

The **'Starting Out'** group consists of younger couples in their first home and those early in their careers. Although household income tends to be above average they may also have high outgoings. This group is part of the internet generation, spending an above average amount of time online, which may be an important factor when engaging with this group.

'Steady Neighbourhoods' are comprised of home-owning families who are typically middle-aged and living comfortably. This group does generally use the internet but not extensively, and as such non-internet based engagement is likely to be advantageous.

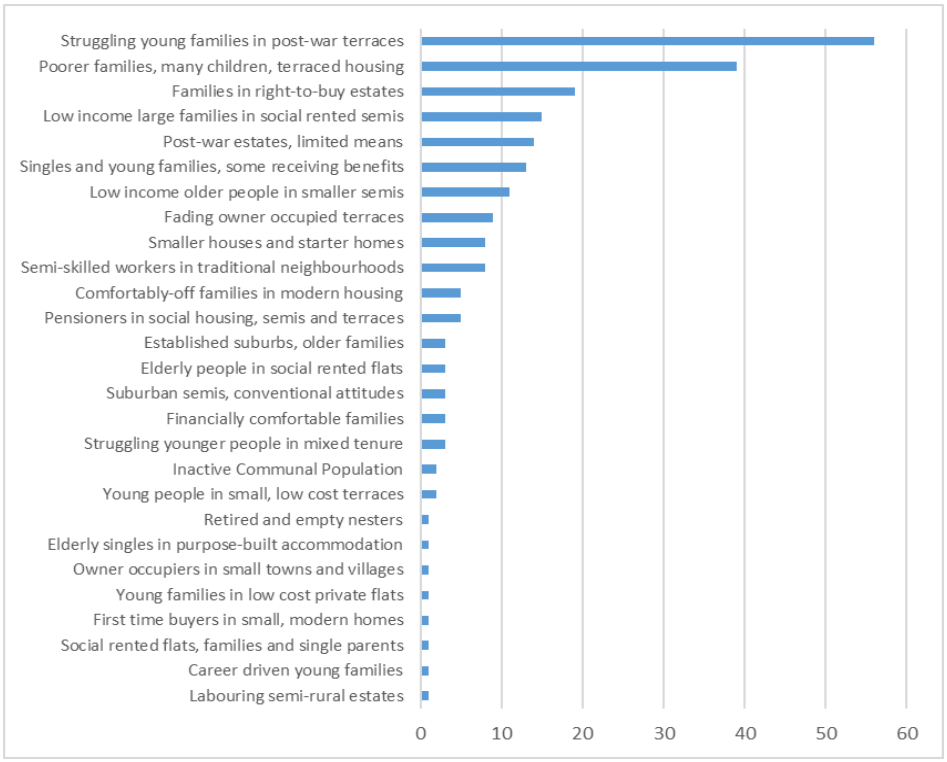
'Successful Suburbs' consists of comfortable home-owning families in homes of an average value for their local area. These families will typically contain children, from young children to young adults who have not yet left home. Earnings are typically average or above average and most people in this group will have savings. Those in this group are more likely to have a phone with internet capabilities than not but are generally occasional rather than heavy users of the internet.

All of these three groups represent an opportunity to engage with comfortable members of the community and to facilitate their involvement in supporting the local area. The clear links here between this subset of the Oxmoor community and key Think Communities principles are:

- **Recognising the strengths of individuals.**
- **Working with individuals to remove barriers for community-led activity.**
- **Educating young people to play a greater role in their community.**
- **Encouraging and incentivising community participation.**
- **Build capacity for communities to work together in times of need.**
- **Developing an awareness of hidden communities.**

Figure 5 below shows all of the sub-types which make up the Oxmoor area profile. 'Struggling young families in post-war terraces' and 'poorer families, many children, terraced housing' are the main sub-types accounting for 42% of households within Oxmoor. Again, the work streams can use the definitions of these dominant groups to identify detailed characteristics and define priorities from this.

Figure 5: Breakdown of Acorn sub-types across the Oxmoor project boundary



HEALTH AND WELLBEING INSIGHTS

Wellbeing Acorn is a similar geodemographic tool, designed specifically for health and wellbeing issues. It segments the population into four groups: 'Health Challenges', 'At Risk', 'Caution' and 'Healthy'. **The insights gained from this profile will add value to the Good Health work stream as it can be a challenge to provide health data outcomes for such a bespoke geography. Again, the full profile will be shared separately with the partnership.**

Just 2% of the population within the bespoke Oxmoor area are classified in the 'healthy' group and 23% consider themselves to have poor general health. It is important that the partnership understand the specific health profile of the bespoke area to help work to the Think Communities aim of **supporting active, healthy communities to play a clear and evidenced role in improving people's lives, thereby preventing, reducing or delaying the need for more intrusive and costly public services.**

The profile identifies a number of health related behaviours which are more prevalent in the Oxmoor area, when compared to Huntingdonshire as a whole; in particular: smoking (23%), never doing moderate intensity sports (42%) and never eating fruit (10%). Smoking is a key issue within Oxmoor with the 'struggling smokers' sub-type accounting for 17% of the population. In addition to the 23% likely to be current smokers, 7% smoke 20+ cigarettes a day (considerably higher than the Huntingdonshire average) and diagnoses for emphysema and chronic bronchitis are also higher in this area.

Mental health problems are also present in the Oxmoor with 9% diagnosed with clinical depression and 9% having felt downhearted/depressed in the past 4 weeks (both notably higher than for the general Huntingdonshire population). The partnership should use this kind of data insight to understand the specific challenges here and whether suitable interventions are in place based on this insight. Within the wellbeing measures, 15% of the population do not enjoy general happiness and 11% do not feel a sense of self-worth.

The **social capital measures indicate that the population in this area is more likely to be a member of a social group and more likely to feel that they belong to a neighbourhood.** This is another indicator when considering the potential for **implementing a 'think communities' approach in this area and empowering members of the community to help themselves and others.**

Gambling is a more prevalent interest/hobby in the Oxmoor population when compared to Huntingdonshire. The population in Oxmoor is more likely to respond to leaflets as a marketing channel compared to the Huntingdonshire population.

The Acorn profiles present a picture of higher financial, health and lifestyle challenges for the population in Oxmoor, when compared to Huntingdonshire as a whole. The overall population is younger and there are more households with lone parents and multiple children. Unemployment levels are higher and income levels are lower. Unhealthy behaviours are a challenge in this area particularly relating to diet, lack of exercise and smoking, whilst illnesses linked to smoking as well as mental health are more prevalent.

The fact that the population in Oxmoor are more likely to feel that they belong to a neighbourhood represents an opportunity for engaging residents in community-led initiatives.

HOW CAN THE UPDATED OXMOOR ACORN PROFILE SUPPORT THE PROJECT AND HOW CAN ACRON DATA SUPPORT THE PARTNERSHIP MORE BROADLY?

The full ACORN profiles (Overall area, Childen's Social Care cohort in area, Adult Social Care cohort in area and the health and wellbeing profiles) will be shared separately with the partnership, the Oxmoor project support group and the individual work streams. On the back of this, the partnership should:

- Share the profiles of Oxmoor with stakeholders and the community to develop the shared evidence base and tailor activity around this. This will help the partnership to use this shared evidence base and work to the Think Communities principle of empowering and enabling communities to support themselves and encouraging community-led solutions and intervention.
- Especially reflect upon the detailed Acorn profiles indicating optimal communication channels when planning to engage with the community through the discovery phase and defining any digital interventions.
- Engage with the Think Communities data work stream to understand the ACORN profiling work being carried out for other parts of the district. Core profiles will be produced for major towns across the county (including St Ives and St Neots), but there will be some scope to support bespoke project boundaries. This will allow the kind of insight gained from this pilot to be replicated across other parts of the district.
- Discuss the key insights with the individual work streams in detail, alongside the customer engagement insights, to fuel the discovery and define phases of the project. These sessions should have representation from the Think Communities data work stream who can help understand insights into the Acorn data and support the work streams use the tool to gain deeper insight.

CRIME AND ANTI-SOCIAL BEHAVIOUR PROFILE

Whilst the Oxmoor project is taking a holistic look at place and understanding a variety of socio-economic factors across the four work streams, which the ACORN profiles support, it is important that the Community Safety Partnership (CSP) also maintain a focus on the Crime and Anti-Social Behaviour issues within the Oxmoor project area.

The partnership should note that their role in maintaining a strategic oversight of crime and community safety issues across the district as a whole will continue to be fulfilled by the end of year strategic assessment.

In the 2018/19 Oxmoor strategic assessment, the partnership received an overview of recorded crime in Huntingdon North ward. This helped to build a broad picture of crime in the area but this this section of the report will look to add further value to the partnership's understanding here **by providing analysis on the bespoke project boundary and spatial analysis within that.**

Crime Trends

Records of crimes which occurred in Huntingdonshire as a whole between April 2016 and March 2019 have been collated by the Research group. These records have been mapped and **offences which occurred within the Oxmoor project area have been extracted to enable the bespoke analysis which is presented in the following section.**

Police crime figures show an overall reduction in the number of offences recorded in Oxmoor in the past 3 years, which is in contrast to Huntingdonshire as a whole where recorded crime has increased.

Table 3: Total Police Recorded Crimes, Huntingdonshire and Oxmoor, Apr 2016 – Mar 2019

	2016/17	2017/18	2018/19
Huntingdonshire	8,548	9,636	9,556
Oxmoor Project Area	***868***	***844***	***794***

Violence Against the Person was the dominant crime type accounting for over a third (37%) of all crimes recorded within the bespoke Oxmoor project area between 2016 and 2019. The majority of Violence Against the Person offences were categorised as 'Violence without Injury' (62%), with 32% categorised as 'Violence with Injury' and 6% 'Stalking and Harassment'. As shown in Figure 6, **Violence Against the Person accounts for a higher proportion of crime in Oxmoor when compared to Huntingdonshire as a whole,** whilst conversely Burglary and Theft and Handling account for a lesser proportion of offences in Oxmoor than district wide.

Figure 6: Crime type as a percentage of all crime for Oxmoor and Huntingdonshire 2016-2019

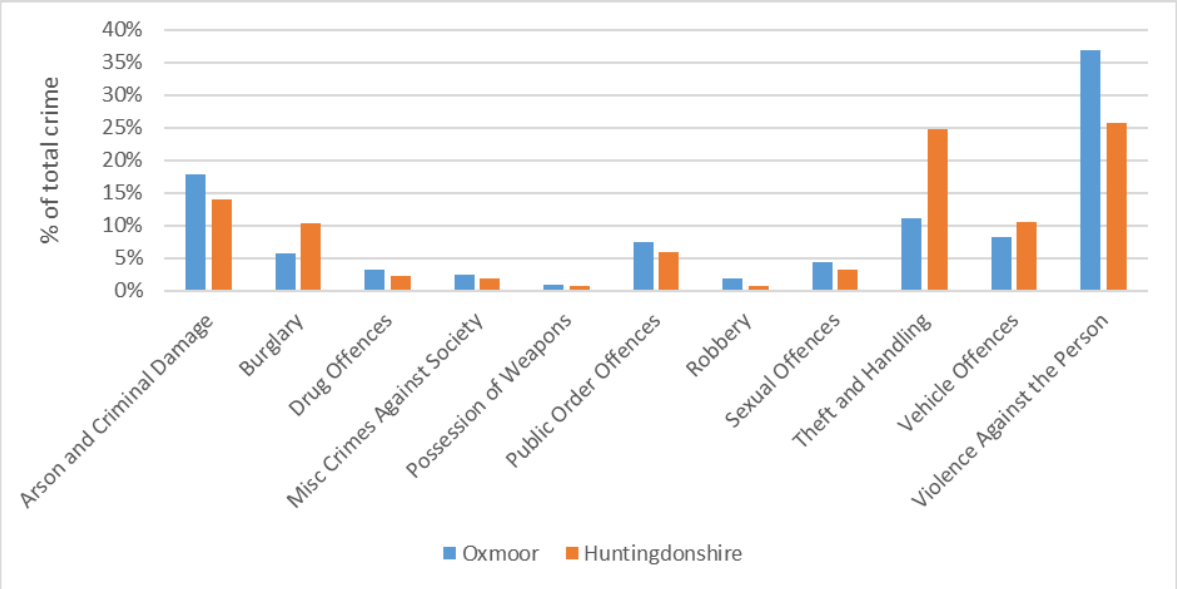
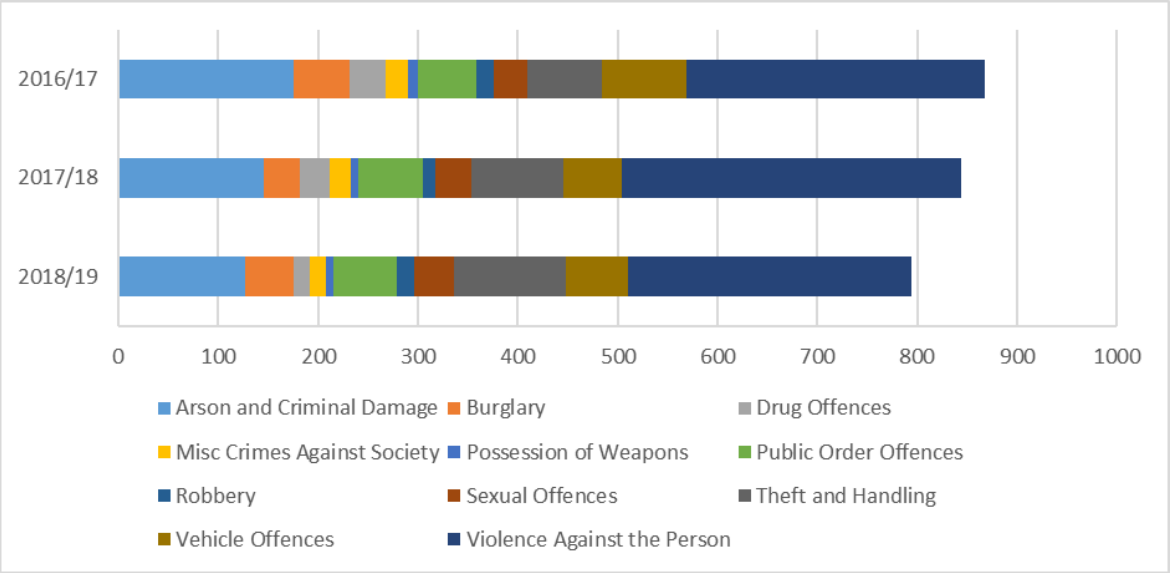


Figure 7 displays the breakdown by crime type for all offences recorded in the past 3 years. Most crime types have remained broadly stable in Oxmoor over the past three years, however, of note is an increase in number of Burglary and Theft and Handling offences in 2018/19 set against a picture of overall falling offence numbers. Violence Against the Person offences have fallen by 16% in the past year.

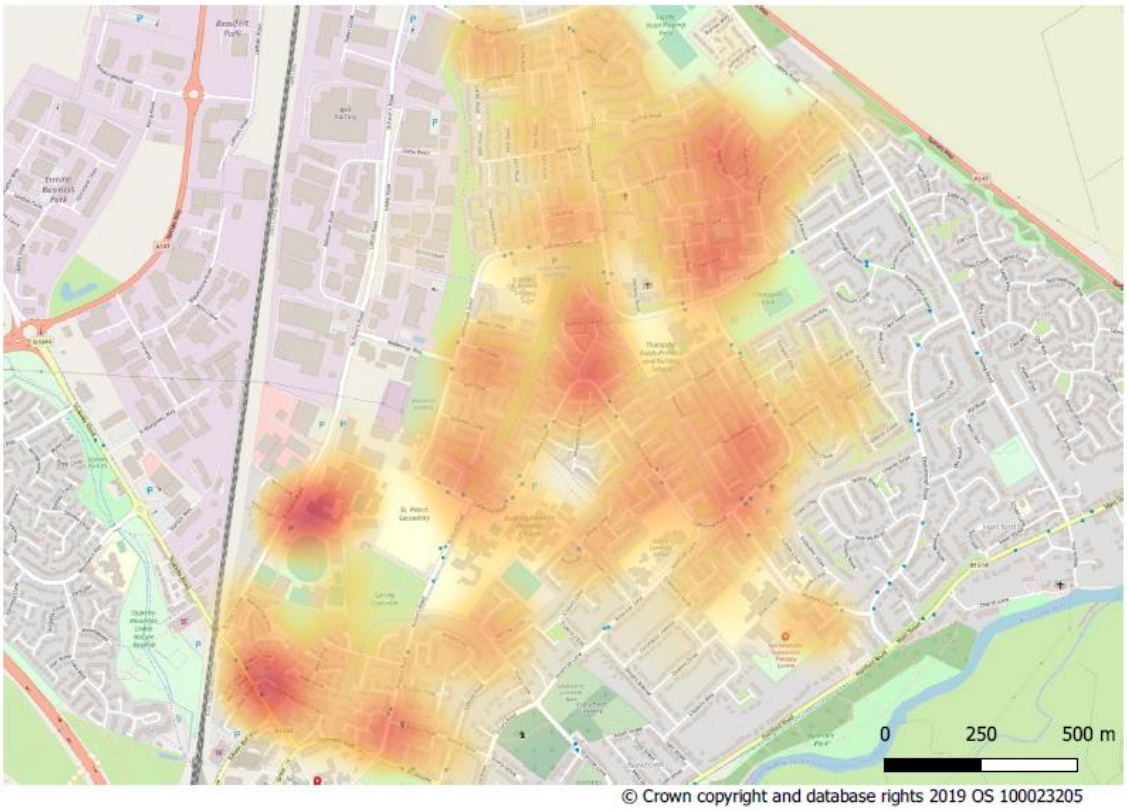
Figure 7: Police recorded crime types for offences recorded Apr 2016 – Mar 2019



Crime Location Analysis

Figure 8 illustrates that there are a number of distinct crime hotspots within the Oxmoor area**. The two main hotpots are in the south west of the Oxmoor area near to St Peter's Secondary school and Ermine Street.**

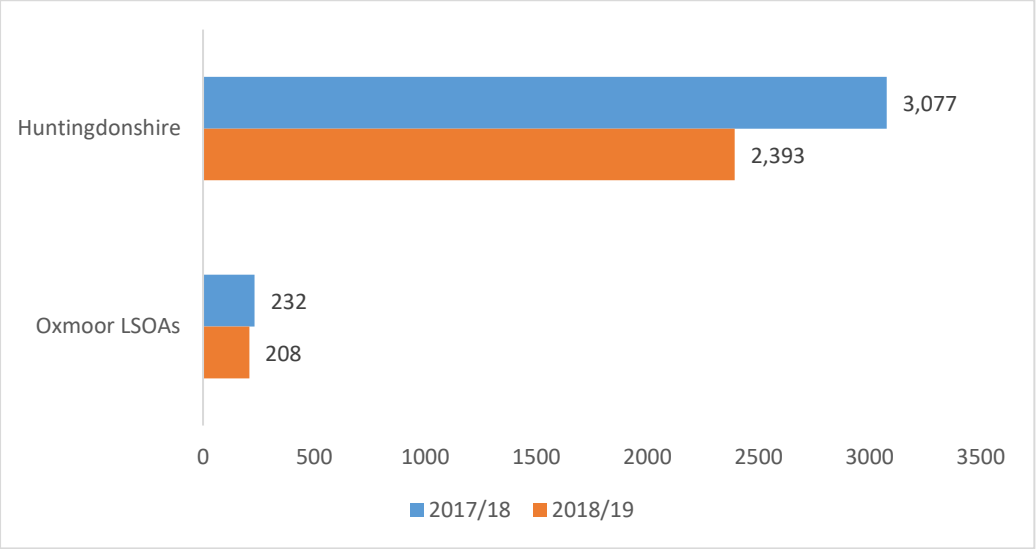
Figure 8: Hotspot map of Police Recorded Crime within the Oxmoor project boundary, April 2016 Mar 2019



Anti-Social Behaviour Trends

A long-term trend of reduction in ASB (2012-2018) for Huntingdonshire North and Huntingdonshire as a whole, was presented in the previous Oxmoor strategic assessment. Analysis of ASB data between April 2017 and March 2019 shows a continuation of this pattern, with a reduction in ASB incidents both district-wide and at a localised level in Oxmoor, as displayed in figure 9 below. **Huntingdonshire saw a year-on-year reduction in ASB of 22% in 2018-19, whilst the Oxmoor LSOAs saw a slightly lesser reduction of 10%.**

Figure 9: Total ASB incidents April 2017 – March 2019 in Oxmoor LSOAs and Huntingdonshire



The majority of ASB incidents in the Oxmoor area are classified as 'Nuisance' (70%), with 'Environmental' (15%) and Personal (13%) making up the majority of the remaining incidents.

Table 5: Total ASB Breakdown by Type (Oxmoor LSOAs only)

2017-2019 (financial year)	Environmental	Nuisance	Personal	Other categories
Average % of All Police Recorded ASB	15.0	69.8	13.0	2.3

In the past two years all of the Oxmoor LSOAs experienced higher levels of ASB, when compared to the average number of incidents across all of the 105 Huntingdonshire LSOAs, as shown below in table 4. However, only two LSOAs featured in the top 10%, Huntingdonshire 008D which had the sixth highest levels and Huntingdonshire 008A which had the eighth highest levels in the district. Specific ASB issues in these LSOAs are further explored in the location analysis section below.

Table 4: Total ASB Incidents for Oxmoor LSOAs and the Average Number of Incidents across all Huntingdonshire LSOAs

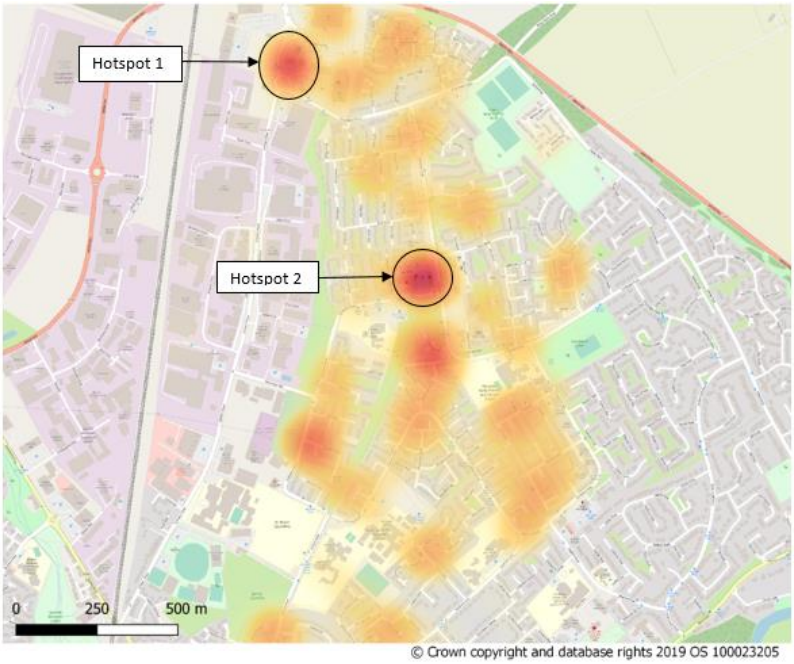
2017-2019 (financial year)	Count of ASB Incidents
Huntingdonshire 008A	**96**
Huntingdonshire 008B	84
Huntingdonshire 008C	64
Huntingdonshire 008D	**117**
Huntingdonshire 008E	79
Huntingdonshire LSOA Average	*52*

Anti-Social Behaviour Location Analysis

To better understand the specific ASB issues within the Oxmoor area, all ASB incidents which had occurred in one of the Oxmoor LSOAs between April 2017 and March 2019 were extracted and mapped. Hotspot mapping was then completed to identify localised areas in Oxmoor which had the highest relative density of ASB incidents, the results can be seen in Figure 10.

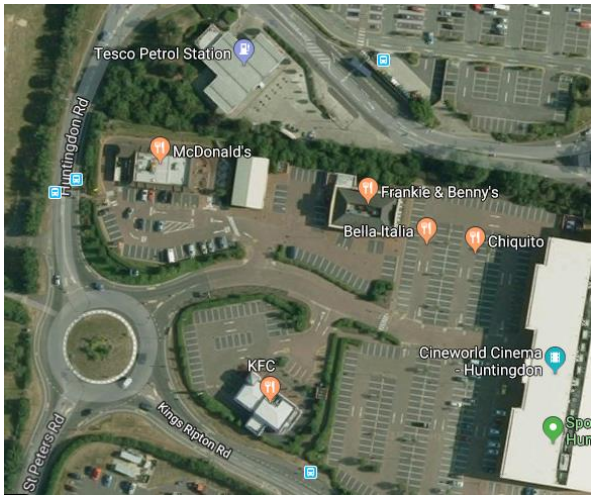
Two primary hotspots were identified: Towerfields Leisure Park just North of the Oxmoor project area boundary and the Sapley Square area (off Coneygear Road). Two secondary hotspots can be also be observed, one in a residential area near the South of Sallowbush Road and one in a new build residential area off Coneygear Road (Coneygear Court).

Figure 10: Hotspot map of Police Recorded ASB in Oxmoor (dominant LSOAS), April 2017 to Mar 2019



Further in-depth analysis has been conducted on the two primary hotspots and is summarised below.

Figure 11: Hotspot 1 location

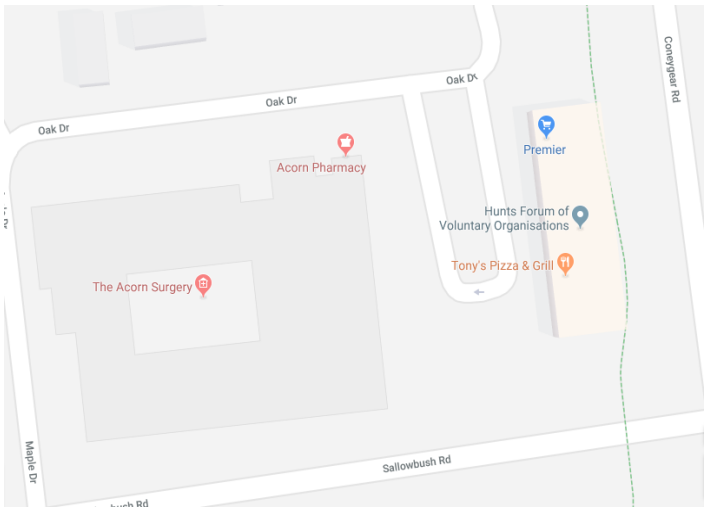


Hotspot 1 is centred on the Towerfields Leisure Park off Huntingdon Road and Kings Ripton Road, just north of the Oxmoor project area. Towerfields Leisure Park includes a number of fast food outlets, restaurants and a cinema as illustrated in figure 11

The majority of incidents in this hotspot are categorised as 'nuisance'. Analysis of these incidents shows that the primary issue relates to groups of young people gathering in the area and engaging in nuisance behaviour such as shouting, fighting and being abusive to members of the public and staff members. Additional issues noted in this area include problem customers and begging.

The incident location for just over half of the ASB occurrences in this hotspot is recorded as McDonalds, as such this represents an opportunity for targeting potential ASB interventions at a very specific location.

Figure 12: Hotspot 2 location



Hotspot 2 is located in the Sapley Square area at a parade of shops off Oak Drive which includes a convenience store, newsagents, betting shop and takeaway. There is also a medical centre, pharmacy and car park at the location.

Most of the ASB incidents in this area similarly relate to issues with groups of young people congregating and engaging in nuisance behaviour. The most common problem behaviours include: loitering, hassling members of the public, smoking cannabis and shouting/being abusive. There is an indication on some incidents that this is a recurrent issue and there is a notable negative impact on the local community due to intimidation experienced by members of the public.

This hotspot analysis shows the value of the partnership analysis of data at a postcode level to understand specific issues at a local level. The partnership should use existing channels, such as the Problem Solving Group and the engagement support to help this discovery of specific issues surrounding place.

FACTORS AFFECTING DEPRIVATION: WHAT DOES THE 2019 INDICES OF MULTIPLE DEPRIVATION MEAN FOR THE OXMOOR

A key data source that guided the 2018/19 strategic assessment on Oxmoor was the Indices of Multiple Deprivation (IMD) 2015. **The IMD provides statistics on relative deprivation in small areas in England.** This data is key in service design and understanding local areas and has so far formed part of the data pack (2015 data) that has been produced by the Oxmoor support group for the four work streams. This dataset is updated every 4-5 years.

On 26th September 2019, the updated Indices of Multiple Deprivation was released. It has been identified that this strategic assessment has provided the partnership with a timely opportunity to gain a more up to date understanding of relative deprivation in Oxmoor and the district as a whole. Again, this will help fuel the discovery phase of the project by providing deeper and more up to date insights into the issues of relative deprivation in the bespoke area, such as access to services, health, employment and living environment.

It should be noted that this section of the report is providing a strategic update to the partnership on this key dataset and more detailed analysis will be provided to the individual work streams by the project data support.

IMD OVERVIEW

Figure 13, below, breaks down all LSOAs[8] in each district in Cambridgeshire by decile in terms of where they rank nationally (of 32,844 LSOAs) for the overall IMD score. For overall deprivation, Cambridgeshire has 16 LSOAs in the 20% most relatively deprived nationally – the same figure as in 2015. A reference map for the location of each of the LSOAs in Oxmoor can be found in the appendix.

Of these 16 LSOAs, two are in Huntingdonshire (H 008A in Huntingdon West and H 008B in Huntingdon North). These were the same two LSOAs that were also in the 20% most relatively deprived nationally in 2015.

A map of all LSOAs in Huntingdonshire by decile can be found in Appendix F.

[8] An LSOA is a geographic area with a population of roughly 1,500. A contextual map of the LSOAs in Oxmoor can be found in the Appendix of this document

Figure 13: District breakdown of LSOA Decile Rank, Indices of Multiple Deprivation, 2019

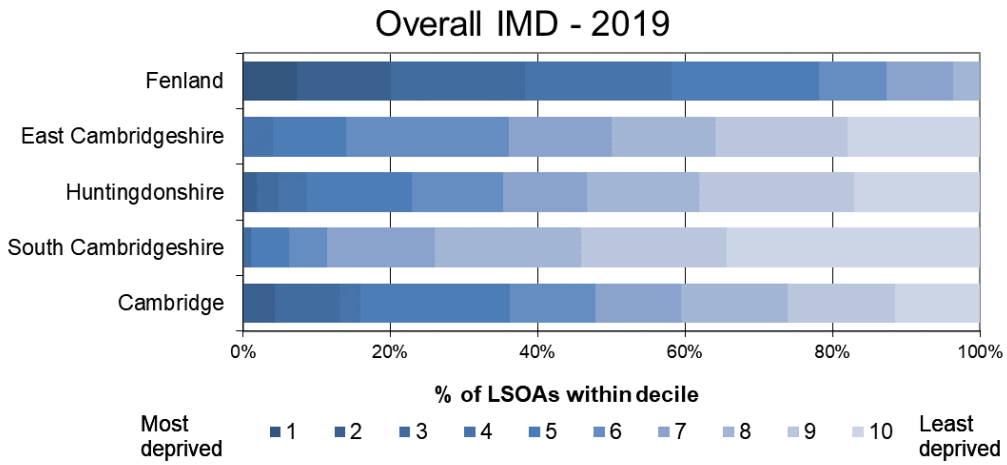
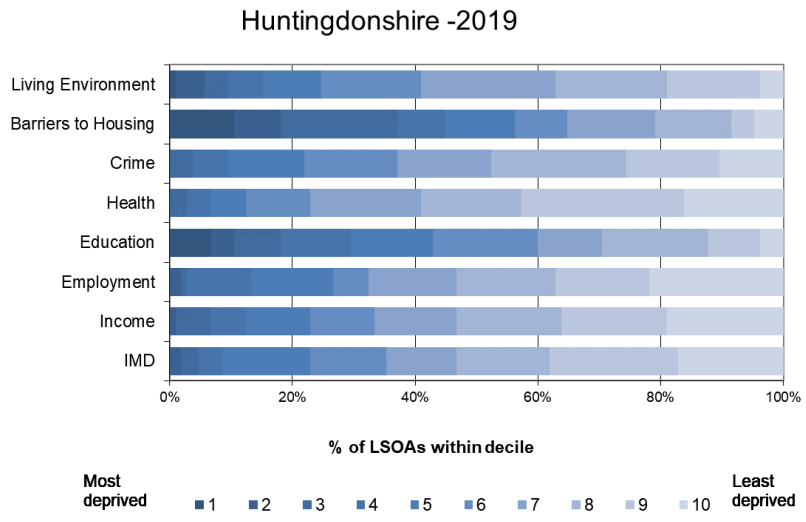


Figure 14 takes this breakdown a step further by looking at the individual domains that make up the overall deprivation score for Huntingdonshire.

Of the 105 LSOAs in Huntingdonshire, there are:

- 2 LSOAs in the top 20% national rank (most deprived) for overall deprivation
- 1 LSOA in the top 20% national rank (most deprived) for Income deprivation factors
- 2 LSOAs in the top 20% national rank (most deprived) for Employment deprivation factors
- 11 LSOAs in the top 20% national rank (most deprived) for Education deprivation factors
- 0 LSOAs in the top 20% national rank (most deprived) for Health deprivation factors
- 0 LSOAs in the top 20% national rank (most deprived) for Crime deprivation factors
- 19 LSOAs in the top 20% national rank (most deprived) for Barriers to Housing and Services factors
- 6 LSOAs in the top 20% national rank (most deprived) for Living Environment factors

Figure 14: Huntingdonshire breakdown by LSOA Decile Rank, IMD Domains, 2019



The follow charts break down the individual LSOAs across the whole of Huntingdonshire by key domains of deprivation linked to the individual work streams of this project, as well as starting with overall deprivation.

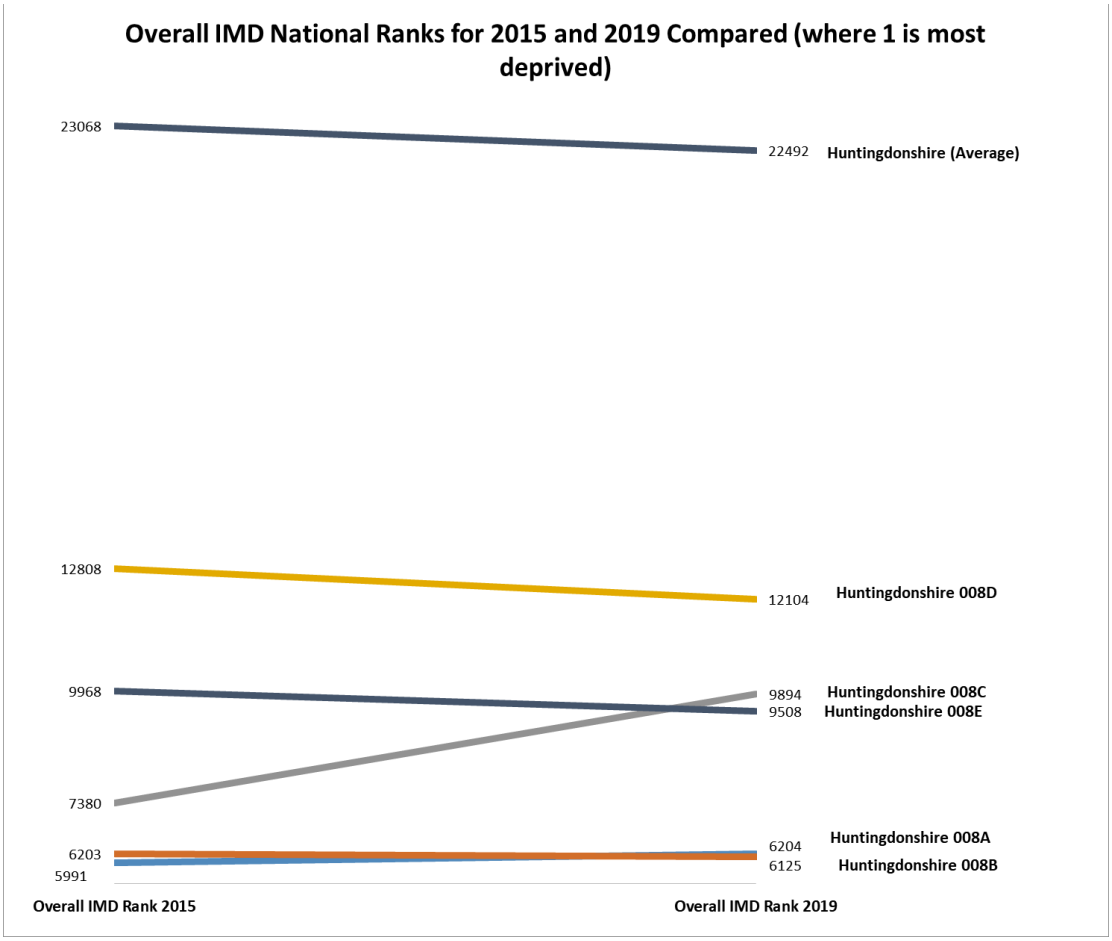
Overall Deprivation

The below chart shows the overall change in national rank for overall deprivation from the 2015 to 2019 IMD for those 5 Lower Super Output Areas (LSOAs) that are within the Oxmoor boundary.

The chart also shows an average national rank (of the 32,844 LSOAs, where 1 is the most deprived) for all of the LSOAs in Huntingdonshire as a whole. It should be noted that the ranks will be affected slightly by a change in some of the sub-domains that make up the overall deprivation score so some caution should be applied.

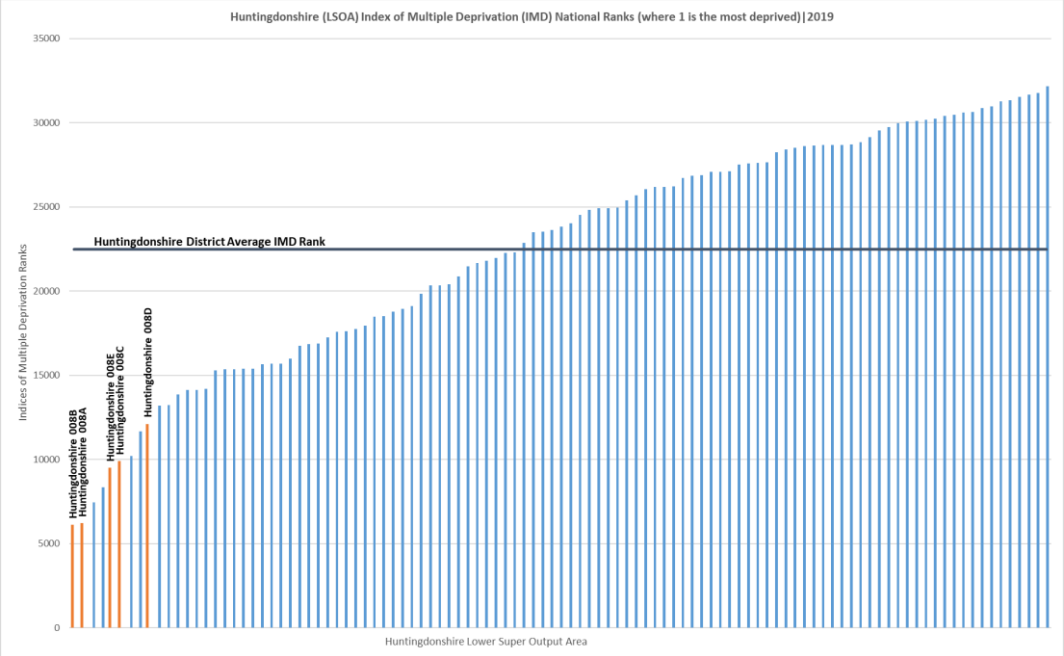
Of the LSOAs linked to the Oxmoor **LSOA 008C improved in ranking (less deprived) from 7,380 in 2015 to 9,894 in 2019 (of the 32,844 LSOAs, where 1 is most deprived).**

Figure 15: Change in overall IMD Rank for Oxmoor LSOAs and Huntingdonshire Average- 2015-2019



The figure below takes this analysis a step further by highlighting the ranks of all of those LSOAs in Huntingdonshire as a whole and highlighting the five within the Oxmoor boundary. **The chart shows that all five LSOA are ranked as being more deprived than the Huntingdonshire average and all five sit in the top nine most deprived in the district (out of a total of 105).**

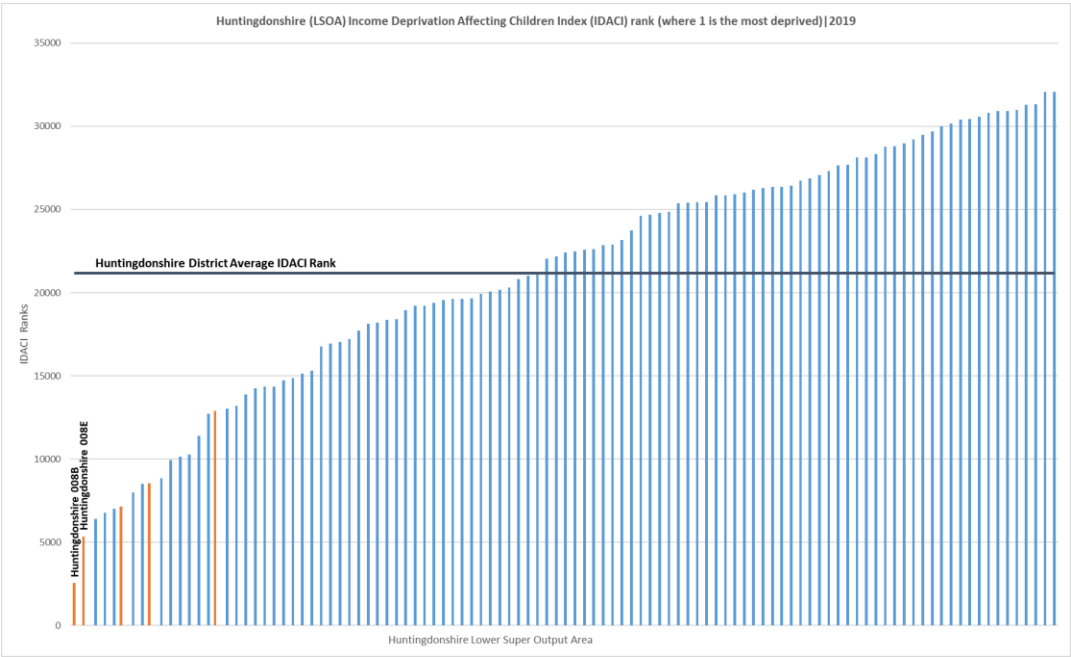
Figure 16: A breakdown of all LSOAs in Huntingdonshire by Overall IMD Rank 2019



Good Start

Figure 17 begins by looking at the Income Deprivation Affection Children Index (IDACI). Again, for this individual domain, each of the LSOAs linked to the Oxmoor boundary are ranked as being more deprived than the Huntingdonshire average. **LSOAs 008B and 008E are ranked as the two most deprived LSOAs in the district for this domain.** Please see the map in the appendix of this document for reference.

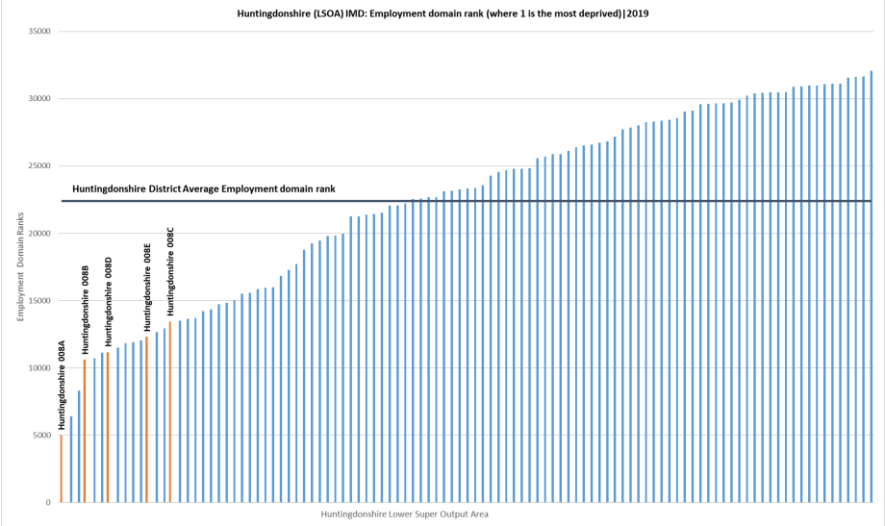
Figure 17: A breakdown of all LSOAs in Huntingdonshire by Income Deprivation Affecting Children Index (IDACI) Rank 2019



Good Work

The Employment Deprivation Domain measures the proportion of the working age population in an area involuntarily excluded from the labour market. This includes people who would like to work but are unable to do so due to unemployment, sickness or disability, or caring responsibilities. **This again shows all 5 LSOAs linked to the project boundary are ranked to be more deprived than the Huntingdonshire average with LSOA 008A being scored as the most deprived for this domain.**

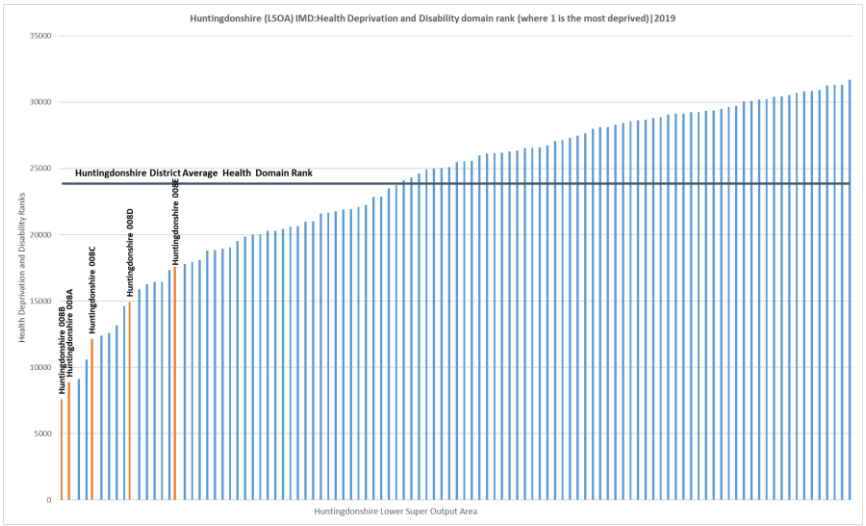
Figure 18: A breakdown of all LSOAs in Huntingdonshire by Employment Domain Rank 2019



Good Health

The Health Deprivation and Disability Domain measures a range of health factors including the risk of premature death and the impairment of quality of life through poor physical or mental health. **LSOAs 008B and 008A (Oxmoor) are scored as the two most deprived LSOAs in the district but none of the LSOAs in the district are ranked in the top 20% (most deprived) nationally.**

Figure 19: A breakdown of all LSOAs in Huntingdonshire by Health Deprivation and Disability Domain Rank 2019



Good Place

Finally, the below chart looks at the Living Environment domain. The Living Environment Deprivation Domain measures the quality of the local environment. It takes into account key factors such as Housing in poor condition, houses without central heating, air quality and road traffic accidents. The five LSOAs within the Oxmoor rank as less deprived for this this domain than the other indicators above. This is shown in the fact that three of the five are ranked as less deprived than the Huntingdonshire average.

Figure 20: A breakdown of all LSOAs in Huntingdonshire by Living Environment Domain Rank 2019

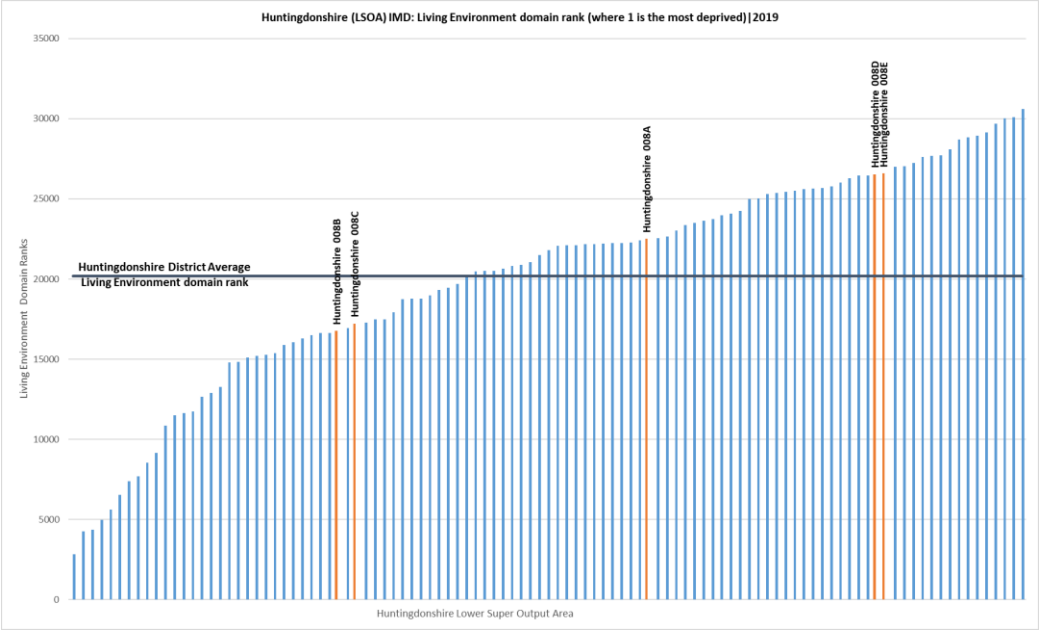


Figure 21 goes a step further by looking at the geographical barriers IMD sub-domain to support the good place work stream. This sub-domain relates to the physical proximity of local services such as road distance to: post office; primary school; general store or supermarket; GP surgery. Again, this domain paints a different picture of deprivation in Oxmoor for this domain, with four of the five LSOAs ranked as less deprived than the Huntingdonshire average.

Figure 21: A breakdown of all LSOAs in Huntingdonshire by Geographical Barriers Sub-Domain Rank 2019

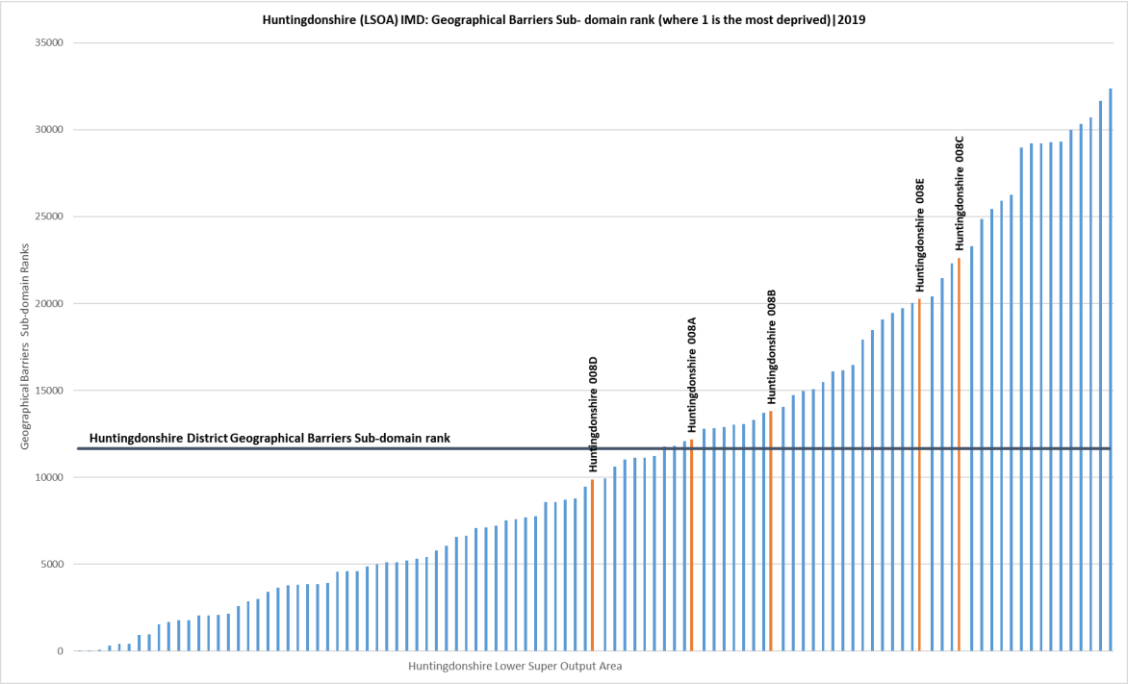


Table 5, below, provides an overall summary comparison of all of the LSOAs linked to the bespoke Oxmoor boundary against the Huntingdonshire average for each of the key domains linked to the individual work streams. Whilst all of the LSOAs are ranked as more deprived than the Huntingdonshire average for overall deprivation, there is clearly some variation across the project area and across the different domains.

Table 5: IMD Rankings for Oxmoor LSOAs and the Huntingdonshire average

	IMD 2019 Domains (where 1 is most deprived)				
Area	**Overall IMD Rank**	**IDACI Rank (Good Start)**	**Employment Domain Rank (Good Work)**	**Health Deprivation and Disability Domain Rank (Good Health)**	**Living Environment Domain Rank (Good place)**
Huntingdonshire 008A	6,204	8,545	5,007	8,873	22,501
Huntingdonshire 008B	6,125	2,547	10,621	7,592	16,788
Huntingdonshire 008C	9,894	7,162	13,449	12,142	17,221
Huntingdonshire 008D	12,104	12,912	11,170	14,934	26,536
Huntingdonshire 008E	9,508	5,335	12,327	17,590	26,581
Huntingdonshire Average	22,492	21,189	22,411	23,850	20,175

It is important that the partnership recognise the headline variation across these different domains in the updated Indices and look to use this insight to complement the ongoing engagement work.

STRATEGIC AIM 2: TO CAPTURE THE INITIAL WORK OF THE PROJECT THROUGH THE 'DISCOVERY PHASE' START TO GUIDE THE PARTNERSHIP THROUGH THE 'DEFINE PHASE.' DEFINE THE STRATEGIC ROLE OF THE COMMUNITY SAFETY PARTNERSHIP IN THIS WORK

After receiving the previous strategic overview of Oxmoor, Huntingdonshire District Council took the lead in looking to understand what was required from the Oxmoor Project and starting to understand what the strategic priorities would be.

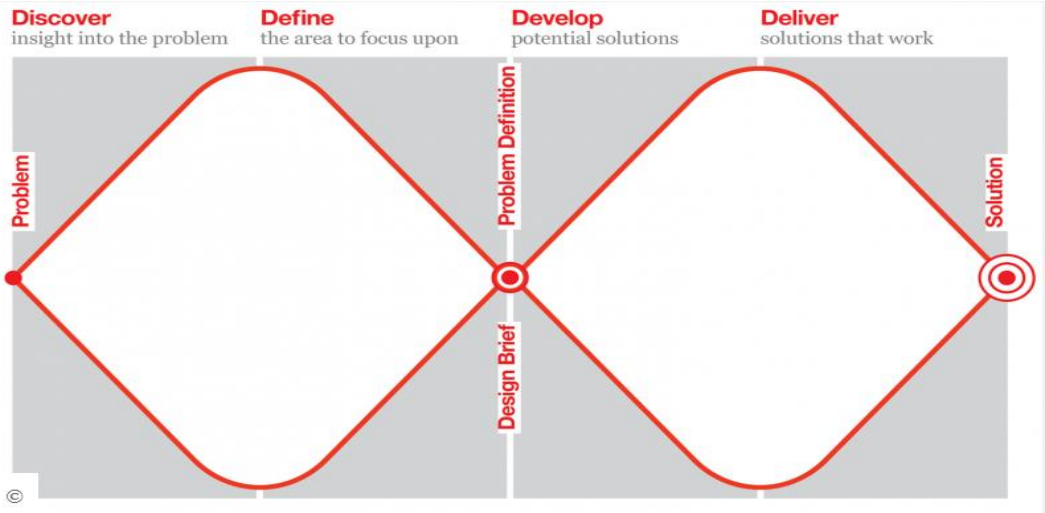
OXMOOR PROJECT METHODOLOGY

As outlined in the introduction of this document, whilst the partnership had a strong understanding of local issues, there was a **lack of insight into the thoughts and feelings of the population and the CSP is therefore currently less sighted on what Oxmoor residents actually think and feel about the area and what their day-to-day challenges are.**

In order to discover the specific issues within Oxmoor and the community, Huntingdonshire District Council have aimed to follow a path of engagement that uses a methodology named 'Double Diamond'.

This methodology aims to look at the issue in a new way where the engagement and intervention planning is given prominence over developing solutions with little or no consultation with the community it seeks to help. This strategic assessment therefore aims to support the discover stage of the methodology by gathering initial insights and identifying opportunities to add value to the discovery phase. It also aims to give the whole partnership strategic clarity of the approach to date, so practice can be learnt and shared both locally but also more widely. This shows how **the project is working to the Think Communities principle of being prepared to be experimental in approach, in order to deliver individual local solutions and support ideas that can be replicated.**

Figure 22: The Double Diamond Methodology[9]



[9] Design Council, Double Diamond Methodology, https://www.designcouncil.org.uk/news-opinion/design-process-what-double-diamond

Whilst it is important that the project is experimental in its approach and learning is shared, the partnership should also note other approaches across the county in working to the Think Communities principles. For example:

- South Cambridgeshire Crime and Disorder Partnership have adopted the 'double diamond' approach to understand vulnerability in order to develop a county wide tool kit to support the Think Communities. The discovery phase of this process is being driven via the establishment of a 'data group' which has a defined purpose including reviewing current data sharing of Problem Solving Group (PSG), current practice, reviewing national research of best practice and proposing methodology for partnership use.
- East Cambridgeshire has also been starting to work to the 'Think Communities' agenda with piloted work being focused on Anti-Social behaviour in Littleport. The partnership are already engaged in some of the key principles of Think Communities including working to a place-based focus, developing community resilience and **working directly to co-create solutions with community groups, such as the parish council. This is reflected in the development of a shared community plan.**

The design principles

The framework for the double diamond methodology identifies four core principles for problem-solvers to adopt so that they can work as effectively as possible[10]. These key principles are:

- Put people first. Start with an understanding of the people using a service, their needs, strengths and aspirations.
- Communicate visually and inclusively. Help people gain a shared understanding of the problem and ideas.
- Collaborate and co-create. Work together and get inspired by what others are doing.
- Iterate, iterate, iterate. Do this to spot errors early, avoid risk and build confidence in your ideas.

The first key challenge for the individual work streams and theme leads is to engage in the discovery phase. **Initial work has taken place by the project support group to aid in this discovery, but this phase will require involvement from the professionals within the recently established individual work streams.** The link between the work streams and the project support group will come via the operational board.

Discovery - Community Engagement

Within the double diamond methodology there are a variety of techniques for engagement such as observation, interviews, surveys, "living the experience" and residents' diaries.

In order to implement these techniques a variety of groups have been identified by Huntingdonshire DC to speak to. **These groups include older people, ethnic minorities, young people, mothers groups, religious groups and those in employment**. These groups were chosen because they reflect

[10] Design Council, Double Diamond Methodology, https://www.designcouncil.org.uk/news-opinion/design-process-what-double-diamond

a number of different vulnerable groups as well as the general population within the area.

It was deemed important to make use of existing groups because it is far easier to engage with communities through existing structures where there is an existing element of trust and understanding. These groups were identified as being a captive audience and so there is a better chance of receiving valuable insights.

Trying to engage with vulnerable groups through more generic techniques such as online surveys or postal surveys often proves difficult as they may not understand the purpose, trust the source, have the time, or be simply uninterested.

In order to appropriately capture what is being discovered and the context of the insights gained, each of these particular engagement events should include the following:

- The purpose of the activity
- When and where the activity took place
- Who the activity targeted
- The number of participants
- Information collected through the activity

As well as the engagement itself, these techniques and their results should be evaluated as the process progresses. For example, if engagement is poor at a particular event it should be questioned as to why. Were the correct questions asked, was it the right audience, was it the right technique to use with that particular group? Each engagement event should be considered as to whether it was successful or not and what factors may have contributed. [11] These factors should be considered by the project support group in working to the Think Communities principle of being experimental in approach.

Following this method the partnership hope to yield results that are reliable, reflective of the community and give a good insight to the community's lives in a more efficient manner than the generic consultation process that councils often engage in.

THEMES

The Oxmoor project support group has developed a set of questions to discover and gain insights from. These cover the following areas;

- How long the resident has lived in the area
- Schools
- Parking
- Health services
- Public transport

---

11 https://smartech.gatech.edu/bitstream/handle/1853/48753/AnnaHarkness_Engaging+Vulnerable+Populations+in+Health+Impact+Assessment.pdf;jsessionid=FC56426FD1696A5754190F4790E2B20F.smartech?sequence=1

- Green spaces
- Police
- Housing
- Employment
- Community safety
- Local activities
- Future outlook

The first key challenge of the individual work streams will be to review these focused areas.

Now that the individual work streams have been established, the partnership should consider existing practices through the discovery phase and look for leads to be involved. **Staff engagement from across the partnership should be considered, rather than engagement just being driven by Huntingdonshire district council, so that leads and work stream members can gain a primary vision of the challenges.**

ENGAGEMENT TO DATE: SUMMARY AND INSIGHT

The aim of this section of the strategic assessment is to capture some of the initial observations and findings of the project support group. The initial groups identified for engagement have been listed below and a summary of the observations has been included for those highlighted.

There is scope for the work streams to identify further groups but the existing list of groups are as follows:

- **GrubHub Users**
- **Older People Project**
- **Catch a Cuppa group**
- Community Shop Users
- D-Caf Group
- Huntingdonshire Community Group
- Muslim Women's group
- Huntingdon Youth Centre - Fusion
- Ghanaian Community Group
- TAG Bikes - Huntingdon Community Projects Group
- Little Munchkins Nursery Parents group
- **Hotel Chocolat Employees**
- **Hilton Meats Employees**
- Hunts Forum Members
- **Hartford Junior School (support staff)**
- **Housing Advice Clients**

The techniques used to engage or learn from each group differ with some being more appropriate to observe, others to seek out individuals to interview and some to recruit individuals to fill out journal entries.

Engagement with each of these different groups will continue through the discovery phase. **The project support group should update the theme leads on any future planned engagement activity.**

It is recommended that there is representatives across the breadth of the partnership at future engagement events, coordinated by the project support group and operational board, in order to get a wider level on insights from the sessions.

The below sections summarise those groups that have been engaged with but specific insights to date will be shared from the project support group to the theme leads.

GRUBHUB USERS

The Grubhub is a weekly supper club that provides a free meal to families that have been referred (although anyone could turn up and would not be turned away). **Members of the Oxmoor support group attended and observed a session.**

The service is run by volunteers with all food cooked donated by local businesses. **The service is also an opportunity for other services to attend to find a captive audience.** For example County Council library services attend to try and encourage young children to read and to sign up to its service.

Another example was that of Wood Green Animal Rescue centre being in attendance to try and engage with the community that causes the most demand in their services. There are officers from district and county council in attendance most weeks but neither council contribute anything to the sessions other than staff support.

The families in attendance are families that have been identified to have a high level of need.

The observations from those within the support group highlighted a well-run, high energy, positive experience for all those involved. The sessions are heavily reliant on the input of the volunteers.

Roughly 60 -70 people were in attendance which was made up of single mothers and their children. Only one man was in attendance. Prior to the meal there was a lot of high energy play among the children with general socialising between the parents.

Observations from those in attendance was that families appeared to value their meal and the safe space provided for them and others. **There was a noticeable community feeling among the families with mothers and children alike familiar with each other and getting along.** The meal, consisting of a mince, potato and veg medley was well received and generally all food was eaten by both parents and children.

Afterwards parents were dutiful in helping to clear up and bring their plates and cutlery back in an orderly fashion. This then concluded the session and parents began to file away out of the building.

Overall, the project appears to be a success for the community but without knowing how much demand is being met or exactly what the referral process is it is hard to quantify. Only so much can be learned from observation and so it might be more useful to try to interview some of those in attendance, in a quieter environment.

HARTFORD JUNIOR SCHOOL (SUPPORT STAFF)

A group discussion was held with a number of teaching assistant staff at Hartford Junior School. These teaching assistant (TA) staff are spread out around the students with some of them acting on a 1-1 basis. These staff are there to aid and assist the children with their work and also to observe and look out for any issues present such as safeguarding concerns.

The teaching assistants provided a number of insights and spoke on a number of themes across the session. **There were concerns from the TA's that some children don't have breakfast before school, some don't have any lunch or little to no nutrition in their diets. As well as diet there are concerns for some with hygiene, sleep deprivation, a lack of general care and attention.** The TAs spoken to generally feel that children are happy to trust and make disclosures to them.

Feedback was that some of the main concerns of the area hinge upon traffic and parking of vehicles in and around the school during drop off and pick up times. Other concerns of the local environment include **the unpleasant aesthetic of the area with drug packets, broken glass, graffiti, and rubbish.** These factors were coupled with general safety concerns about the area.

Other concerns are the **lack of affordable activities in the area and the poor communication of local community groups such as what is going on in the Medway Centre.**

The teaching assistants felt that improvements could be made and had several ideas on how to better the outcomes for the children they support.

Another theme was that of more parental support potentially in **the form of parenting or behaviour classes to better equip parents with the skills to manage challenging behaviour and encourage healthy lifestyles.** Similarly the idea of getting grandparents more involved was also raised as a potential solution to some of the issues experienced. With large numbers of single parents who potentially work this is an area they felt could be explored.

Further ideas included more life skills to be offered to children at a subsidized rate, for example, swimming lessons. Other services or activities could also be organised or better signposted so as to include parents more.

HOUSING ADVICE CLIENTS

Oxmoor residents who are recipients of housing benefit were asked if they would like to volunteer to be interviewed about their experiences on the Oxmoor. These interviews were undertaken by the Oxmoor project support group of Huntingdonshire District Council.

The interviews were designed to cover a number of themes ranging from general view of Oxmoor, the schools, dentists, police, public transport, people's aspirations and what can be improved. These questions were asked to a number of people with a range of respondents. Each individual was asked how old they were, how long they had lived on the Oxmoor and how many times they have moved.

These interviews revealed a number of prevalent themes across all residents**. People generally feel that there is a lack of investment and are somewhat neglected by public services and are poorly served by key services such as schools, doctors and police.** Police generally are considered ineffective at routing out

criminals, in particular drug dealers, and there is concern that there are not enough of them making their presence known to the community. With regard to doctors and dentists there are a range of opinions and experiences, some good and some not. Generally the issues seem to involve not being able to get an appointment easily.

In terms of schools, many of the respondents have negative experiences whether they are in attendance, recently attended, attended a long time ago or currently have children in attendance. **Bullying is a consistent message that comes through as a concern, as well as a detachment from the teachers.**

There is also concern from many about the area being unsafe and that there are many drug activities occurring in the area.

This assertion potentially chimes with the inference from many that there are a lack of opportunities having grown up on the estate. Many had hoped for jobs and a career but they have not materialised for currently unknown reasons.

This has meant that **some do not have sufficient income to support themselves and their families with regard to healthy living and taking part in leisure activities.** There is also a general concern over the **aesthetic of the area with many commenting on the lack of safe green spaces, places to meet and the general level of litter and rubbish in the area.**

The one positive area that many mention is that of the voluntary community services such as GrubHub, Catch a cuppa, the Church, the nursery, D-Caf and the general support of other friends and family on the estate.

RESIDENT INTERVIEWS

The Oxmoor project support group have, to date, carried out 13 interviews with local residents, ranging from 8 to 72 years old. The project support group reported some key observations including:

- A number of interviewees offered praise for the GrubHub (Medway) and the Church. Respondents responded to say that without them, people don't know what they would do and they are often referred to as the only good things about the area.
- A lack of outdoor space was raised as an issues with it not seen as adequate, in the right locations, or accessible. Respondents felt that there was nowhere for children to play in view of parents and a there was a lack activities etc.
- Respondents highlighted safety and feeling unsafe.
- Concern was raised about the lack of local mental health provision.
- Respondents highlighted issues with rubbish accumulation in the area – feeling that the place needs cleaning up. Dog fouling was raised as a specific concern.
- Drug dealers and gangs were discussed as a problem in the area – residents did not feel action was being taken to tackle the issue.
- A lack of qualifications was raised as a barrier to employment.
- A lack of motivation/expectations was apparent with respondents feeling that what's given to them is all that's on offer and there is little point in expecting or wanting more.

Many of the above concerns were reflected in the Oxmoor event in October 2018 and the subsequent priorities that came from that.

HOTEL CHOCOLAT EMPLOYEES

Interviews were carried out by the project support group with staff at Hotel Chocolat, a key local employer with a factory in Huntingdon, a distribution centre in St Neots, a headquarters in Royston, London offices and over 100 retail stores. A majority of the Huntingdon factory staff are recruited via Staff Line with plans to expand the factory. Staff Line are responsible for recruiting hourly rate staff with a majority of work being seasonal, especially around Christmas.

The employees stressed the company has a good relationship with St Peters school and have attended their careers fair for the past few years. The company used to offer apprenticeships but this is no longer the case.

Employment within the Huntingdon factory is predominantly shift work, offering hours of 40 hours a week and an hourly rate – £8.21 (minimum wage 25+). Feedback was that there is a high turnover of factory staff often because employees can often get paid more elsewhere- sometimes it comes down to an extra 10p per hour.

The employees recognised the poor perception of the local area and were supportive of the projects aims, particularly if there was a local business benefit.

HILTON MEATS EMPLOYEES

Interviews were carried out by the project support group with staff at Hilton Meats, another key local employer in the area with 1200+ permanent staff on site, plus temporary staff. They are due to expand to a new factory with over 200+ new staff needed.

Employment within the factory is predominantly shift work and open 24/7. The hourly wage starts at £8.26 + 12.5% day shift, 33% night shift. There are also a number of benefits to employment such as 28 days annual leave (inclusive of bank holidays), rises to 33 after 5 years' service, a recognised workers programme and a subsidised canteen. **Working to a zero hours contract is seen as popular.**

During the interview, the company **was clear that they would like to support local schools and they would also be keen to support the Oxmoor project.** The company also work to support local schools and offer talks to students on opportunities and careers, offer work experience, interview practice and CV help. They confirmed that St Peters school were contacted but they never received a response back, Hilton Foods were offering to support the schools with interview skills and apprenticeships.

OLDER PEOPLE PROJECT

The Older People Project is a (series of) sessions run out of the Medway centre for older people to meet up, socialise and enable individuals to get out of the house on a regular basis. **The aim of the group is to help reduce loneliness and isolation in the local older population.**

The project is currently free to all those attending but will move to a £2 fee once the move to the new centre from the Medway. Each of the sessions will have a theme in order to try and raise awareness of particular issues such as scams awareness and healthy living. There are also plans to involve the Hunts

Nursery to encourage intergenerational activities.

The challenge with the project is attracting enough volunteers on a regular basis. The sessions are reportedly an important lifeline for many, with the session being the only social contact that some individuals have in a week.

CUSTOMER JOURNEYS

The project support team have also started to support the project by undertaking a number of in-depth interviews with service users to understand their life journey. The purpose of these interviews is to discover the individual circumstances of what leads individuals to access services and what causes the different outcomes in the Oxmoor.

Already, these customer journeys have provided some insights to the support group in stimulating conversation around local challenges and local solutions. These journeys are yet to be fully representative of the local issues faced but as they are developed, the support group will summarise the key themes and issues that are identified.

It is important that the individual work streams recognise this work and that leads to engagement with the project team in order to undercover the insights and stimulate conversation through the relevant work streams.

Although only a handful of customer journeys have been developed so far, there are already some recurring themes.

Themes recurring are:

- **Transportation**
    - The cost of public transport has been identified as a challenge, especially when going to multiple places. One example is of an individual not being able to walk to the GP for fortnightly blood tests due to health condition but being unable to afford public transport. If blood tests aren't carried out, prescription for medication is withheld.
- **Budgeting:**
    - Individual and household budgeting has also been identified as a recurrent challenge. This has been raised around budgeting for the weekly food shop, for local activities e.g. £6 to take baby swimming and for necessities such as sanitary wear and underwear. Charity shops have been shown to be too expensive.
    - The ability to find suitable employment that suits childcare arrangement has also been identified as a challenge as well as the costs of gaining employment e.g getting to interviews, clothing, shoes etc.
- **Transitions as clients move between districts and understanding local provision/support**
- **Trust in professionals**

    - Common theme that social services are there to tell people what to do, not for support.

- **Digital Services**

    - Common theme is that residents struggle to access digital services due to a lack of free internet provision.

Discovery- Data

As part of the data support for the project, there has been an acknowledgement by the project group that whilst the previous strategic assessment has helped to understand strategic need in a place, it does not provide tactical or operational insight to the project for action. The main reason for this is that much of the data is not actionable on an individual, household or bespoke hyper-local level.

As mentioned, the aim of the project support group is also in place to support with the data needs of the four work streams. So far, progress has been made by the group by:

- **Establishing a clear link between the data support for the project and the Think Communities data work stream**
- **Started to understand the Information Governance and Resource implications of supporting the project amongst partners to support the possible future data needs of the work streams**
- **Developed a data pack on the Oxmoor project area for the work streams to help support the discovery phase**

Each of the above areas of activity have looked to tackle the challenges of sharing and gaining insight from hyper-local data, particularly across service and demand orientated data e.g social care, housing needs. The main challenges linked to this data sharing are around data governance and resource. **The partnership should not regard this as a barrier, rather a challenge to the partnership and the individual work streams to define their purpose and to define their data needs**. By defining the specific purpose of the project and the data needs, the partnership can be much clearer on why data resource is required and what the specific needs are around data sharing.

Think Communities Data Work stream

As highlighted, the Oxmoor project has started to develop the data support offer by directly engaging with the core data work strand of Think Communities.

The Think Communities approach has been identified as a unique opportunity to bring together the breadth of data that is held across the partnership and this is key to developing a truly ‘place-based’ approach that is based on evidence.

The county council research team that support the Community Safety Partnership (CSP) through the strategic assessment process, have representation on the Think Communities data group so any progress or developments in working practice would be represented through this link.

The Oxmoor project support group have recognised that for the Think Communities work strand to work to deliver and work to the needs of the Oxmoor project and to make it replicable across other areas, there

needs to be representation from the data work stream. It is important that as a local delivery arm, the CSP and Oxmoor project feeds directly into this.

To data though, the Think Communities data work stream have worked to support the partnership more broadly by:

- Pulling together 1,500 indicators to create a tool to inform decision making, service design, and delivery and help the partnership self-serve in understanding need across other parts of the district. This data is being hosted on 'Cambridgeshire Insight' and includes health data, demographics, jobs and benefits, local assets, the environment and service specific data. This volume of data needs shaping in ways that make it easy to understand.
- Designing tools to support hyper-local place-based working, like the Oxmoor project. This includes creating a 'customer area profile tool on Cambridgeshire Insight,' developing an online, open datastore which will be structured at 'lower super output area' (LSOA) and creating bespoke Acorn profiles for other parts of the district council.
- Pulling together all place-based profiles on Cambridgeshire Insight into one place.

UNDERSTANDING THE INSIGHT

The Oxmoor project group have taken the existing data and customer insight and started to generate outputs for the four work streams to consider. Whilst the project group have made these suggestions based on initial insight, it is important that **the theme leads act as the link between the core group and work streams to interpret this insight and create deliverable solutions.**

But, initial suggestions from the project support group include:

- A review of mental health provisions locally
- Review and promote the accessibility to donate and buy goods
- Develop a support package checklist/what's on offer/available/welcome pack
- Internal access to system e.g. northgate
- Development of Wifi hotspots

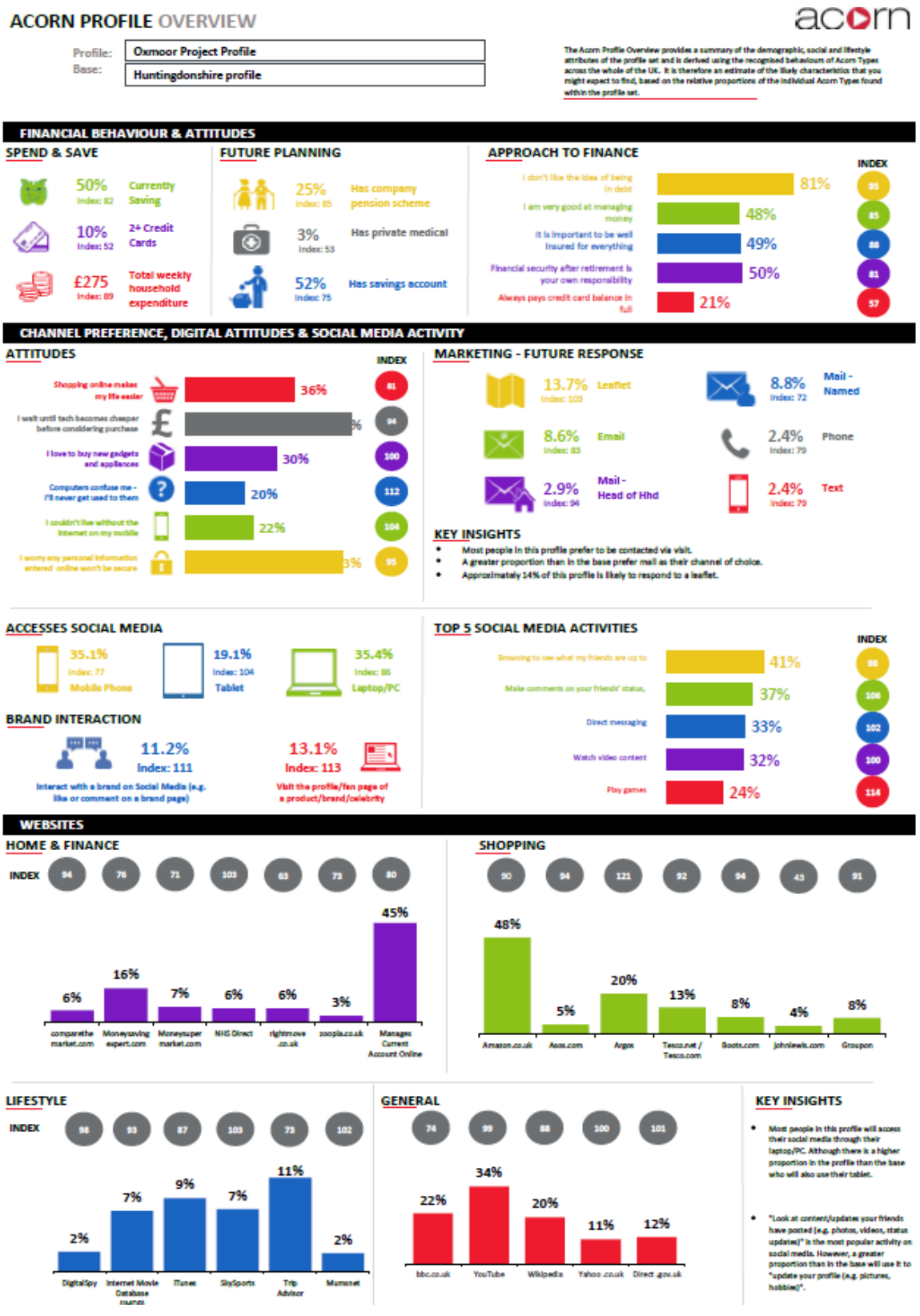
As mentioned, it is the role of the work streams, alongside the project support group, to interpret the insights and develop local activity.

OTHER KEY UPDATES FROM THE PROJECT SUPPORT GROUP

The Oxmoor project set up and support group have also made progress in:

- Identifying a list of local partners that could work from a shared location in the area. This will help the project work to the Think Communities principle of aligning resources to create multi-agency support which can flexibly meet the changing needs of our communities
- Develop a digital platform prototype for users to understand and access local services
- Map local assets so that theme leads and work streams are able to understand the place and key community venues. This has been developed in an interactive map form.

APPENDIX A: OXMOOR PROJECT BOUNDARY- PREFERRED METHODS OF COMMUNICATIONS



APPENDIX B: KEY ACORN DEFINITIONS FOR THE OXMOOR AREA

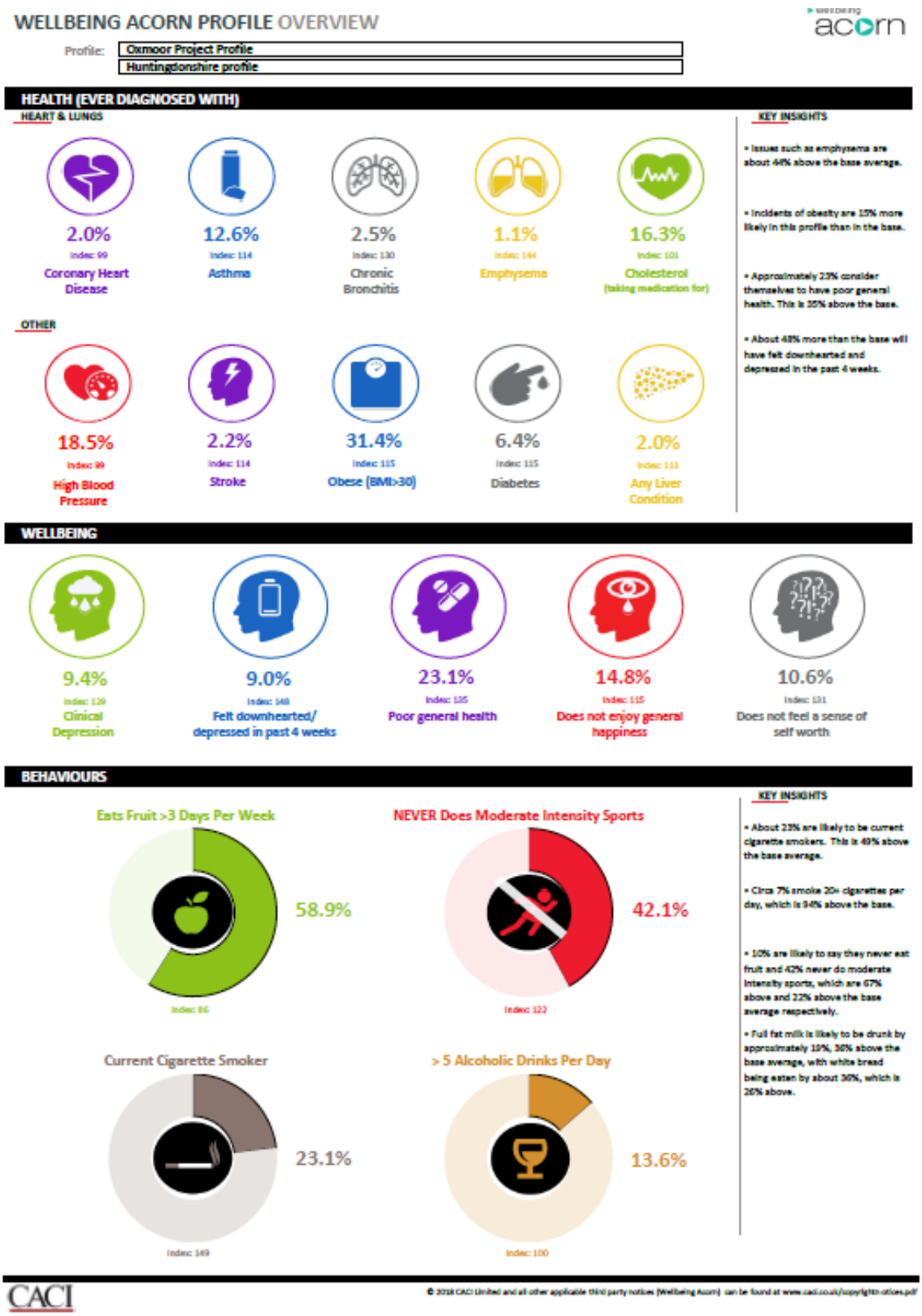
- Definitions for all ACORN Groups can be found here: https://acorn.caci.co.uk/downloads/Acorn-User-guide.pdf
- A guide for Wellbeing ACORN can be found here:
- https://www.caci.co.uk/sites/default/files/resources/Wellbeing_Acorn_User_Guide.pdf

Key Definitions for the bespoke project boundary:

Financially stretched' – "This category contains a mix of traditional areas of Britain. Housing is often terraced or semi-detached, a mix of lower value owner occupied housing and homes rented from the council or housing associations, including social housing developments specifically for the elderly. This category also includes student term-time areas. There tends to be fewer traditional married couples than usual and more single parents, single, separated and divorced people than average. Incomes tend to be well below average. Although some have reasonably well paid jobs more people are in lower paid administrative, clerical, semi-skilled and manual jobs. Apprenticeships and O levels are more likely educational qualifications. Unemployment is above average as are the proportions of people claiming other benefits. People are less likely to engage with financial services. Fewer people are likely to have a credit card, investments, a pension scheme, or much savings. Some are likely to have been refused credit. Some will be having difficulties with debt. These people are less likely than average to use new technology or to shop online or research using the internet, although will use the internet socially. Overall, while many people in this category are just getting by with modest lifestyles a significant minority are experiencing some degree of financial pressure."

'Urban Adversity' - "This category contains the most deprived areas of large and small towns and cities across the UK. Household incomes are low, nearly always below the national average. The level of people having difficulties with debt or having been refused credit approaches double the national average. The numbers claiming Jobseeker's Allowance and other benefits is well above the national average. Levels of qualifications are low and those in work are likely to be employed in semi-skilled or unskilled occupations. The housing is a mix of low rise estates, with terraced and semi-detached houses, and purpose built flats, including high rise blocks. Properties tend to be small and there may be overcrowding. Over half of the housing is rented from the local council or a housing association. There is some private renting. The relatively small proportion of the housing is owner occupied is generally of low value. Where values are influenced by higher urban property prices these are still lower value relative to the location. There are a large number of single adult households, including many single pensioners, lone parents, separated and divorced people. There are higher levels of health problems in some areas. These are the people who are finding life the hardest and experiencing the most difficult social and financial conditions."

APPENDIX C: ACORN HEALTH AND WELL BEING PROFILE



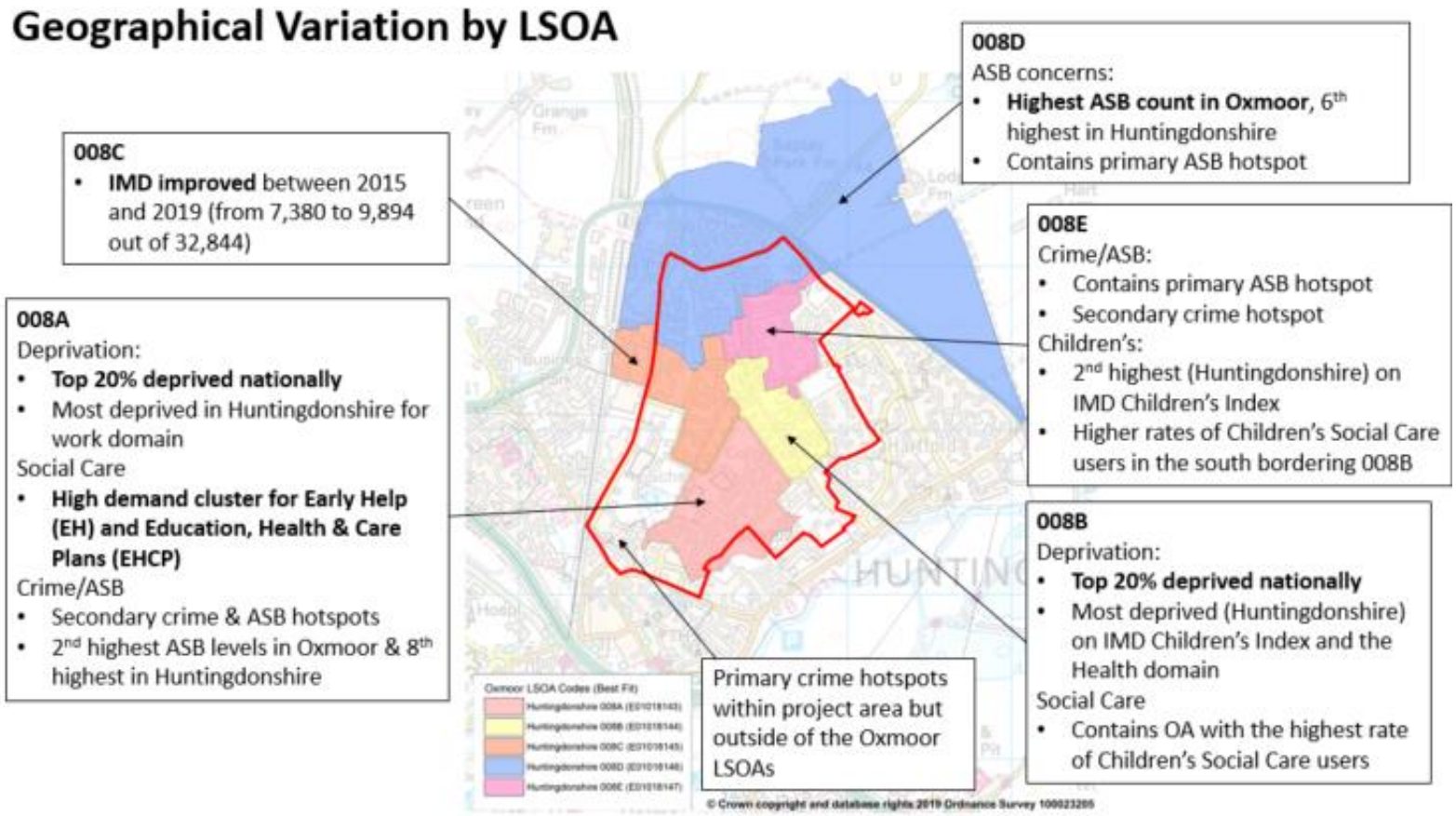
APPENDIX D: OXMOOR PROJECT STRUCTURE

APPENDIX E: REFERENCE MAP OF OXMOOR LSOAS (BEST FIT)

Lower Output Areas (LOAs) are often used to share data on deprivation and DWP benefit claims but do not match particularly well with the project area boundary.

There are four LSOAs where all, or nearly all, of their residential properties are located within the project area boundary. Another LSOA crosses the northern part of the boundary and is included because the majority of homes in that LSOA are within the project area, however nearly 300 homes in the Sapley area are also included.

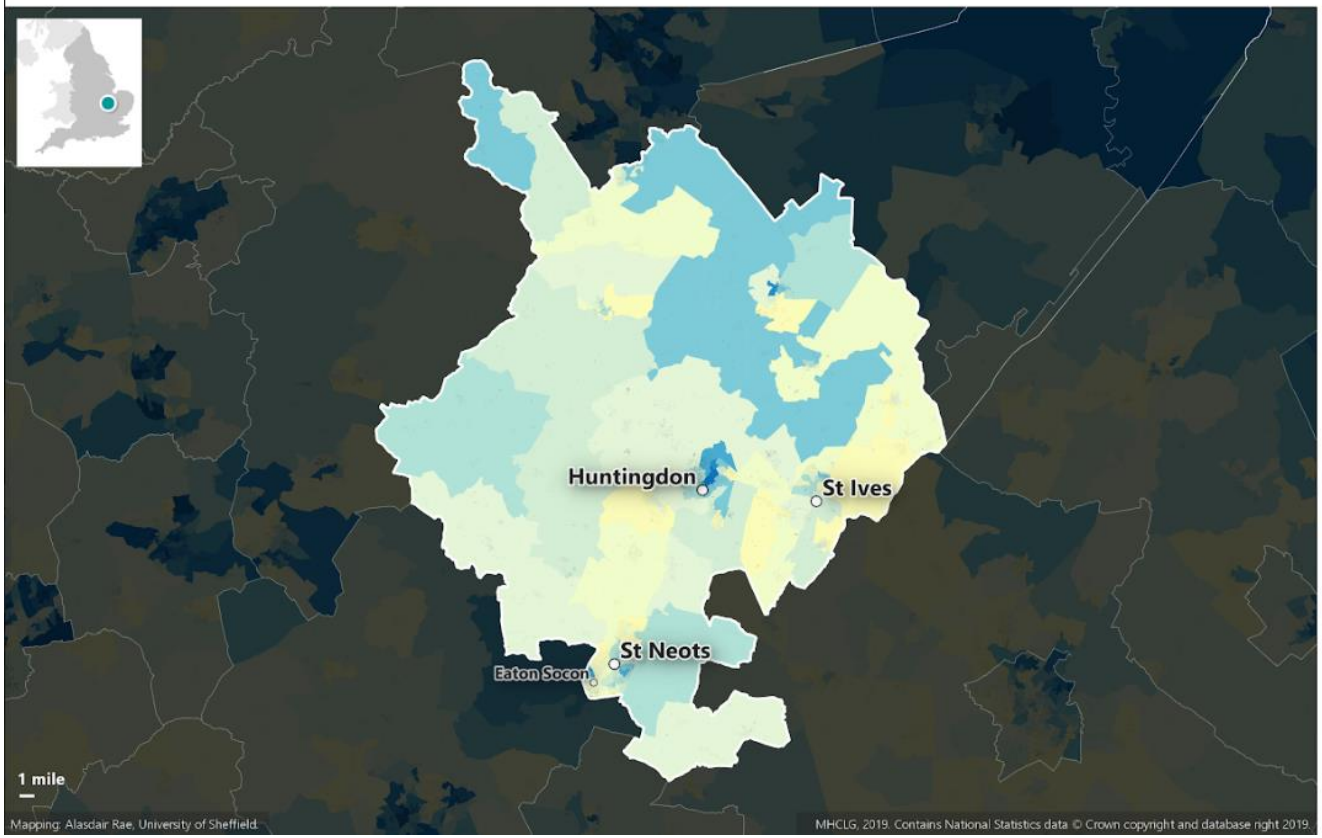
Other LOAs crossing the project area boundary are not included because the majority of homes in each of those LSOAs are located outside the project area.



English Indices of Deprivation 2019

Ministry of Housing, Communities & Local Government

HUNTINGDONSHIRE



Local deprivation profile

% of LSOAs in each national deprivation decile

MORE DEPRIVED

1	0.0%
2	1.9%
3	2.9%
4	3.8%
5	14.3%
6	12.4%
7	11.4%
8	15.2%
9	21.0%
10	17.1%

LESS DEPRIVED

What this map shows

This is a map of Indices of Deprivation 2019 data for **Huntingdonshire**. The colours on the map indicate the deprivation decile of each Lower Layer Super Output Area (LSOA) for England as a whole, and the coloured bars above indicate the proportion of LSOAs in each national deprivation decile. The most deprived areas (decile 1) are shown in blue. It is important to keep in mind that the Indices of Deprivation relate to small areas and do not tell us how deprived, or wealthy, individual people are. LSOAs have an average population of just under 1,700 (as of 2017).

More deprived — Less deprived

Relative level of deprivation