

Divisions Affected – ALL

OXFORDSHIRE HEALTH AND WELLBEING BOARD

14 March 2024

Community Profiles for Littlemore and Central Oxford

Report by Ansaf Azhar – Director of Public Health and Community Safety, Oxfordshire County Council

RECOMMENDATION

1. **The Oxfordshire Health and Wellbeing Board is RECOMMENDED to**
 - 1.1 Note the findings and rich insight contained within the Community Profiles for Littlemore and Central Oxford.
 - 1.2 Support the promotion and sharing of the community profiles with partners and colleagues across the system.
 - 1.3 Use the insight from the community profiles to inform service delivery plans of partner organisations on the Board.

Executive Summary

2. The [Director of Public Health Annual Report](#) in 2019 highlighted ten wards in Oxfordshire which have small areas (Lower Super Output Areas) that were listed in the 20% most deprived in England in the Index of Multiple Deprivation update (published November 2019) and are most likely to experience inequalities in health.
3. Community profiles for Littlemore and Central Oxford (Phase 3) were published in December 2023 which completes the creation of community profiles for all ten areas. These profiles provide an in-depth understanding of the enablers and challengers to the health and wellbeing of communities.
4. The [profiles](#) link to the Joint Strategic Needs Assessment (JSNA) and contribute to the local evidence base to inform service delivery, as well as being a resource for local communities to support their work.
5. Annexes 1 and 2 contain direct links to the recently published Phase 3 community profile reports.

6. Across all 10 areas, the community profiles form part of a spectrum of work and provide a platform for more in depth work with communities. Local action planning, a grant scheme to take forward the profile recommendations and a Community Health Development Officer programme to support this, develops a sustainable onward legacy.
7. The community profile work programme aligns closely to the [Well Together](#) programme to increase capacity in areas that need it the most. Plans are in place to develop an interactive dashboard to make finding information from the profiles more accessible for local communities as well as strategic partners.

Background

8. The purpose of creating a community profile is to ensure we understand as fully as possible the health outcomes and factors that influence these outcomes within areas in Oxfordshire where residents are most at risk of poor health, or experience health inequalities. A proof of concept for ward profiles, focussing on the Banbury Ruscote ward was taken to the Oxfordshire Health and [Wellbeing Board](#) in June 2020.
9. Since then, we have been working with communities to produce profiles to cover the other areas identified in the Oxfordshire [Director of Public Health Annual Report](#) (2019) which have the greatest number of small areas (Lower Super Output Areas) that were listed in the 20% most deprived in England in the Index of Multiple Deprivation update (published November 2019) and are most likely to experience inequalities in health.
10. The profiles map the assets in each area, capture community insight around enablers and challenges to health and wellbeing and detail a data set of indicators for each area to help inform high level recommendations. The methodology of the community insight capture and asset mapping are explained in each of the individual community insight reports.
11. After the proof of concept, the initial areas of focus (Phase 1) were Abingdon Caldecott and The Leys (Blackbird Leys and Northfield Brook combined) and a [report](#) outlining the key findings from these profiles was taken to the Oxfordshire Health and Wellbeing Board on 6 October 2022. Phase 2 included Banbury Grimsbury and Hightown, Banbury Cross and Neithrop and Ruscote (a refreshed profile for Ruscote from the original proof of concept - combined with the Neithrop profile) as well as profiles for Barton and Rose Hill in Oxford City. These were taken to the [Health and Wellbeing Board](#) on 29 June 2023.

Phase 3 Profiles

12. Since then, the final two profiles (out of the 10 areas) have been completed for the areas listed below in Oxford City (Phase 3) which form the main focus of this report.

- **Littlemore** - We worked closely with the local Littlemore partnership group from the outset to identify opportunities for joint working and to develop the project. The findings from the Community Insight profile are now being used for the development of the health and wellbeing elements of the Local Neighbourhood Plan.
 - **Central Oxford** – The ward boundary for the Carfax area that was in the original 10 areas in scope has changed since 2019 and so this profile covers selected areas of St. Thomas, St. Ebbe’s, Friars Wharf and Grandpont. The areas were selected after discussion with the profile steering group and were based on the local data indicating high rates of social housing and comparative higher levels of household deprivation.
13. Similarly, to the previous profiles, we have taken the approach of setting up locally based steering groups to help shape the direction of the profiles along with an external organisation capturing the community insight.
 14. The Littlemore community engagement and insight was led by Community First Oxfordshire and in Central Oxford this was led by Community Glue. The steering groups varied in their make up in each area but included key stakeholders such as representatives from local community groups, health organisations, Councillors, Local Authorities etc. In these Phase 3 profiles, Oxford City Council has been supporting with project management.
 15. The profiles are helping to influence action for developing community assets and addressing health inequalities experienced by the residents of the profiled communities. A series of locally led recommendations have been included in the profiles, which set out objectives to build on the assets identified in these communities, to strengthen the opportunities available for development.

Findings from the Phase 3 Profiles

16. A selection of the key findings and recommendations have been detailed for each area in the table below.

Littlemore	<p>Selection of key findings</p> <p><u>Key assets and strengths</u></p> <ul style="list-style-type: none"> • Community feeling and neighbourliness • Green, open spaces and playparks • Community groups and organisations • Schools • Local shops and services • Location of Littlemore – proximity to the countryside and Oxford City <p><u>Challenges</u></p> <ul style="list-style-type: none"> • Access to health care services
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	<ul style="list-style-type: none"> • Mental Health/ Long term impacts from the COVID-19 pandemic • Transport and Roads • Housing • Cost of Living <p><u>Recommendations from the community insight report</u></p> <p>1. Public Realm and Services</p> <ul style="list-style-type: none"> • Primary and secondary healthcare provision: discussions to explore improvements to local services. • Local environment/streetscape improvement discussion • Anti-social Behaviour initiatives • A 'local infrastructure campaign' • Public transport improvement discussions <p>2. Community cohesion and integration</p> <ul style="list-style-type: none"> • Develop a holistic, community-wide communication strategy • Develop a programme of whole-community events • Develop a Youth Council • Extend community development worker support • A Warm Spaces publicity campaign <p>3. Community action: innovation and resilience</p> <ul style="list-style-type: none"> • Improve joint-working and networking • Explore innovation in community building usage and/or development of a community hub • Explore funding avenues for community innovation • Launch a Littlemore Volunteer Drive <p>4. Community action: meeting locally- identified needs</p> <ul style="list-style-type: none"> • Additional support for young people • Community-based mental health initiatives • Develop new or extend existing community activities and sessions • Develop community-based Life Skills sessions • Develop new or extend existing environment-based community activities, sessions and innovations • Support group for parents of children with Special Educational Needs and groups for • children/ young people • Develop a community transport scheme/ Good Neighbours Scheme to facilitate better • access to community activity • Explore intergenerational innovation
City Centre	<p>Selection of key findings</p> <p><u>Strengths/ Assets</u></p> <ul style="list-style-type: none"> • Access to employment and work-related training • A range of services for healthcare available

- Access to nearby amenities
- Feelings of safety and a strong sense of community

Challenges

- Money and Poverty
- Access to drug and alcohol and mental health support
- Affordable housing
- Diminishing number of venues
- Access to other parts of the city

Recommendations from the community insight

1. Community Advocacy

- Increased provision of health and social care services
- Improving affordability of and access to housing
- Better transport infrastructure and public transport
- Re-establishing liaison between agencies responsible for public safety
- Provision of Speech and Language Therapy locally
- Repairs to pavements and bridges that connect the area to West Oxfordshire
- Reviewing refuse collection arrangements

2. Coordination

- Improving coordination and sharing of resources between local groups and organisations around schemes timings, promotion and publicity, outreach of activities and volunteering
- Improved grant funding for development work
- Improvements to local enterprise support
- Availability of local and low-cost activities for people unable to work because of age or disability
- Improved money and welfare advice
- Coordination of the many projects aimed at reducing food poverty and food waste in the area
- Improved provision of leisure and outdoor pursuits for children and young people
- Use of volunteering to increase capacity for existing projects and as a strategy for improving accessibility of projects by diverse communities
- Using Local Area Coordination and Social prescribing to link people to informal support sources

3. New initiatives and development

- Bringing social housing tenants together to unite different elements of the community and to surface common issues
- Development of social spaces and recreation areas on the sites of some blocks of social housing
- Developing a community space for residents own use

	<ul style="list-style-type: none"> • Support for local organisations to increase outreach and satellite projects • Exploration of the availability of vacant spaces owned by Oxford University for community use
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Next Steps and Sustainability

Action Planning

17. An action plan is being developed for each area that is linked to the outcomes from the insight in each profile. The steering groups are working together to take these forward recommendations with support from the Community Health Development Officer in Littlemore and in Central Oxford.

Community Health Development Officers

18. Community Health Development Officers, funded by Oxfordshire County Council, and hosted by relevant City and District Councils are working with local partners and residents to develop and support initiatives to improve the health and wellbeing of the communities that they are working within. These posts help to develop community resilience and bring sustainability to this in-depth community work.

Grant Funding

19. As well as the anticipated longer term strategic action arising from the profiles, it will be important that communities also see some more immediate action. To follow on from each profile a grant fund of £25,000 has been allocated for each area and a process will be agreed with each of the steering groups in profiled areas, for how best to utilise the money to fund local community projects, that help meet the recommendations set out in the profiles. The grants will be disbursed by Oxford City Council with oversight from Public Health. Outcomes and monitoring data will be reported back to the steering groups from the organisations receiving the grant funding. Any funding not spent in the 2023-24 financial year may be carried over into 2024-25.
20. We are working closely with colleagues in the [Well Together Programme](#) which is also disbursing grant funding in these areas through a community capacity building approach. We are aiming to ensure that there is a joined-up approach between our activities, to build on and complement each other's programmes, and establishing a coordinated process for local organisations putting in bids for funding.

Evaluation

21. A joint evaluation of the Community Health Development Officer programme and the Well Together Programme is underway, led by researchers from Oxford University. The evaluation report, expected in December 2024 will

capture successes, challenges and learning from both programmes. It has been jointly funded by Oxfordshire County Council and the NHS Integrated Care Board, to understand more about the effectiveness of both programmes in addressing inequalities, as well as to explore how both programmes link with the wider prevention system.

Community Profile Interactive Dashboard

22. We have started to develop a web based interactive community insight profile dashboard covering all the areas where community profiles have been developed. The aim of dashboard is to improve accessibility by providing easy to find information to influence the work of partner agencies and to support with the data requirements for local grant applications by groups in the community. It will increase the impact of community profile resources, and improve efficiency by offering automatically updated quantitative data on the areas where profiles have been developed.

Phase 4

23. We have now started Phase 4 of the community profiles which take the learning from the above work, but moves us beyond the 10 initial areas to other geographical areas where health inequalities exist, including some more rural areas. This will include a selection of areas across the county that have areas that are ranked in the 30-40% most deprived nationally and may be at risk of poorer health outcomes. The areas include:

- Berinsfield (South Oxfordshire) – due for completion spring 2024
- Wood Farm (Oxford City) – due for completion by March 2025
- An area in Witney to be confirmed (West Oxfordshire) due for completion by March 2025
- Bicester West (Cherwell) – due for completion by June 2025

Corporate Policies and Priorities

24. The creation of community profiles links to the strategic priorities in the Oxfordshire County Council Corporate Plan of tackling inequalities in Oxfordshire and prioritising the health and wellbeing of residents.

Financial Implications

25. The funding for these two profiles and associated grant schemes in Phase 3 originally came from within the Public Health grant (Wider Determinants cost centre) and were paid over to the City Council to manage in March 2023 for Littlemore and June 2023 for Central Oxford. Details are shown within the table below.

Littlemore Profile FY 2022-23	
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Community insight	£5000
Project management	£5000
£25,000 for community grants	£25,000
	TOTAL £35,000
Central Oxford FY 2023-24	
Community insight	£7500
Project management	£4999
£25,000 for community grants	£25000
	TOTAL £37,499
Overall funds transferred for the Phase 3 profiles and associated grant schemes	TOTAL £72,499

Comments checked by:

Stephen Rowles – Strategic Finance Business Partner

Legal Implications

26. There are no legal implications associated with this report.

Equality & Inclusion Implications

27. These profiles seek to help to address inequalities by providing insight into communities experiencing inequality, to help inform service planning and to act as evidence for funding applications for activities in those areas.

Sustainability Implications

28. There are no sustainability implications to note with this report.

Ansaf Azhar

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Annex 1: Littlemore Community Profile

Littlemore Community Profile Summary of findings:

[Littlemore_CommunityProfile_Summary.pdf \(oxfordshire.gov.uk\)](#)

Littlemore Community Insight Report:

[Littlemore_CommunityProfile_Insight.pdf \(oxfordshire.gov.uk\)](#)

Data for Littlemore:

[Littlemore_CommunityProfile_Data.pdf \(oxfordshire.gov.uk\)](#)

Annex 2: Central Oxford Community Profile

Central Oxford Community Profile Summary of findings:

[CentralOxford_CommunityProfile_Summary.pdf \(oxfordshire.gov.uk\)](#)

Central Oxford Community Insight Report:

[CentralOxford_CommunityProfile_Insight.pdf \(oxfordshire.gov.uk\)](#)

Data for Central Oxford:

[CentralOxford_CommunityProfile_Data.pdf \(oxfordshire.gov.uk\)](#)

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