

<b>MEETING NAME</b>	<b>Health Improvement Board</b>
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**Thursday 27<sup>th</sup> May 2pm**

**Story Map Demonstration**

<b>Purpose / Recommendation</b>
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Showcase the new story map for Cherwell District Council which is a visual tool that pulls together and display data from a range of partners and sources to help better understand communities. The information collected and displayed is in a range of different areas such as demographics, health inequalities, physical activity, local assets, opportunities and many more. The information on the story map will help Cherwell DC and partners to better understand the people and communities, so that collectively we can plan more effectively in areas that need it the most while also demonstrating impact of projects. To also see if there are any layers to the map the Health Improvement Board (HIB) would like to see on the free to use map

<b>Executive Summary</b>
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A story map is a visual way to present data and information for a given geographical area. It is made up of several layers of maps, typically zooming in closer at each layer. The maps are accompanied by a narrative - the story that the mapped data helps to tell. Relevant indicators are chosen (such as proportion of people inactive) to help tell the story of the geographical area. That data is then plotted on the map by chosen geographical scale (MSOA, LSOA etc), and displayed, for example in coloured quartiles to show differences across the area. The maps are interactive, meaning you can choose which mapped data you wish to view from any of the indicators presented.

<b>Background</b> [ <i>why the issue is a matter for CLT/etc</i> ]
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To showcase how the story map works to the HIB and how this can benefit partners across Oxfordshire on a wider scale to target work and demonstrate impact. HIB to also think and have the chance to consider any additional layers to add into the map going forward.

<b>Key Issues</b>
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Main consideration for the presentation is information sharing on how the story map works and the benefits of how this has been put together collaboratively along with highlighting how the Health Improvement Board can use the map to help showcase communities on a deeper level looking at both need and impact

<b>Budgetary implications</b>
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NA – Free to use and new layers of the map can be suggested by the HIB

### **Equalities implications**

Equality processes have been followed throughout the process with the GIS, IT and communications teams to ensure that the story map is available to everyone.

**Sustainability implications** *[considering the impact of the policy on our sustainability and climate action commitments]*

The Story Map will be regularly updated by Cherwell DC GIS mapping team on a monthly basis for data that changes monthly. Data that is updated less frequently (eg Census) will be changed at the first possible instance

New layers to the map will be added on a needs basis through consultation with partners.

**Risk Management** *[considering the risks and opportunities of the policy for the council]*

The map is fully equitable and available to the wider public. This will hopefully be seen as a positive so the general public can see deeper into their community and help voluntary organisations plan work and not as a tool just for local authorities and partners which it isn't.

### **Communications**

The story map has been promoted internally to staff at all levels along with partners at presentations being readily available on our website, through press releases and social media channels.

### **Key Dates**

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