

19 September 2024

A Community Profile for Berinsfield

Purpose / Recommendation

1. **The Health Improvement Board is asked to:**
 - 1.1 Note the findings and rich insight contained within the Berinsfield Community Profile
 - 1.2 Support the promotion and sharing of the Berinsfield community profile with partners and colleagues across the system
 - 1.3 Use the insight from the Berinsfield community profile to inform service delivery plans of partner organisations on the Board in order to address the profile's recommendations

Background

- 2.1 The purpose of creating a Community Insight 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.
- 2.2 We have been working with communities to produce Community Insight Profiles to cover the 10 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.
- 2.3 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. The profiles can be accessed here [Community Insight Profiles | Oxfordshire Insight](#).
- 2.4 The community insight profiles are developed using an asset-based community development (ABCD) approach, with an emphasis on starting with what's strong not what's wrong. This involves ensuring that local voices are heard by engaging with communities, to collect community insights from residents, local organisations, and stakeholders, with a focus on recognising and building on existing assets and resources to strengthen and enable

improvements in the local community. The creation of the profiles also involves analysing the available health data for the area. Each Community Insight Profile contains three interlinked reports namely:

- A community insight report
- A data pack
- An executive summary

2.5 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.

2.6 While the last of the 10 areas of initial focus were nearing completion, we began looking at a fourth phase of this work which took the learning from earlier phases to other geographical areas, where data and local insight suggested the communities are at risk of experiencing health inequalities, including some more rural areas. This includes a selection of areas across the county that are ranked in the 30-40% most deprived nationally and may be at risk of poorer health outcomes. This phase includes Berinsfield and the additional areas listed below.

Table 1: Profile areas in Phase 4

Profile Area	District Partner	Expected Publication Date
Berinsfield	South Oxfordshire District Council	September 2024
Wood Farm	Oxford City Council	March 2025
Witney Central	West Oxfordshire District Council	March 2025
Bicester West	Cherwell District Council	June 2025

2.7 In all the areas where Community Insight Profiles have been developed, we have worked with local partners to establish a locally based steering group to help shape the direction of the profiles along with an external organisation capturing the community insight.

2.8 In this case, Oxfordshire County Council Public Health have partnered with South Oxfordshire District Council, providing funding for them to:

- Lead the project management of the programme of work including facilitating the Berinsfield Health and Wellbeing Partnership
- Carry out the community insight including surveys, focus groups, interviews and compiling the insight report
- Disburse the grant funds (£25,000)
- Provide officer time to take forward the recommendations from the Community Insight Profile (£25,000)

- 2.9 The development of the Community Insight Profile was guided by the Berinsfield Health and Wellbeing group, which included representatives such as residents, voluntary organisations, local businesses, the local school, the Berinsfield Parish council and District council representatives, and some members from the Berinsfield Garden Village Steering group.
- 2.10 The Community Insight Profiles will help to inform local planning of programmes that support the health and wellbeing of residents and reduce health inequalities. A series of locally led recommendations have been included in the profile, which set out objectives to build on the assets identified in Berinsfield, to strengthen the opportunities available for development.
- 2.11 The creation of the Berinsfield profile is timely to fit with the planned expansion of the Berinsfield Garden Village. The Berinsfield Health and Wellbeing Partnership is a subgroup of the Berinsfield Garden Village steering group where findings from the profile will be shared.

Key Issues

3. A summary of findings from the Berinsfield Community Insight Profile and recommendations are detailed below.
- 3.1 Key assets and strengths
- **Community facilities and activities** – 69% of adult survey respondents reported community facilities and activities as something they liked about living in Berinsfield.
 - **Green spaces** – 72% of adult survey respondents highlighted spending time outdoors to keep physically and mentally well. 100% of young people and 78% of adult survey respondents reported using walking to travel in and around Berinsfield.
 - **Community spirit** – 61% of young and adult survey respondents reported that they feel part of the local community with 85% of young people (survey respondents) reporting that a strong social support network helps keep them healthy.
- 3.2 Challenges
- **Cost of living** – Both residents and local organisations highlighted the cost of living as a challenge to staying well. 48% of adult survey respondents felt cost and affordability was one of the biggest challenges faced to keeping healthy.
 - **Travel and transport** – 59% of young people survey respondents reported a lack of transport as a barrier to keeping healthy. Local organisations highlighted poor transport in the area leading to inaccessibility of services that improve health and wellbeing.
 - **Personal motivation** – 74% of young people (survey respondents) and 44% of adult survey respondents reported personal motivation was one of the biggest challenges faced to keeping healthy
 - **Loneliness and Isolation** – 38% of adult and 24% of young people survey respondents reported feeling lonely sometimes.

3.3 A summary of the recommendations from the Berinsfield Community Insight report include:

- Improving communication, coordination, and coproduction among stakeholders
- Enhancing community activation and cohesion
- Tackling loneliness as well as fostering a sense of identity, and belonging
- Supporting healthy food and eating habits
- Supporting improved access to education, employment and other learning opportunities
- Improving access to local services and information
- Addressing fuel poverty, including through energy efficiency of homes
- Targeted provision of physical and mental wellbeing initiatives
- Improvements to the built environment and infrastructure by employing healthy place shaping principles
- Improving transport links and encouraging active travel

Next Steps and Sustainability

Action Planning

3.4 An action plan has been developed outlining tasks related to the outcomes of the community insight to help with the implementation of recommendations. The steering group partners are working together to take forward these recommendations and they will be supported by a Community Health Development Officer starting in post in August 2024.

Grant Funding

3.5 As well as the anticipated longer term strategic action arising from the Community Insight Profiles, it will be important that communities also see some more immediate action. To follow on from the completion of the profile, a grant fund of £25,000 has been allocated for Berinsfield and an arrangement has been put in place for the Berinsfield Parish Council to hold and disburse the funds with a funding award panel being set up. The grants scheme will fund local community projects, that help meet the recommendations set out in the profile. Outcomes and monitoring data will be reported back to the steering group from the organisations receiving the grant funding.

Community Profile Interactive Dashboard

3.6 We have initiated the development of a web based interactive community insight profile dashboard covering all the areas where Community Insight Profiles have been developed. The aim of dashboard is to improve accessibility by providing easy to find information on health and wellbeing indicators for the areas 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 insight profile resources and improve efficiency by offering

automatically updateable quantitative data on the areas where profiles have been developed as well as incorporating existing community insight.

Budgetary implications

4. The funding for this profile, associated grant schemes and officer time came from within the Public Health grant (Wider Determinants cost centre) and were paid over to South Oxfordshire District Council to manage in July 2024. The funds were allocated, and work started within the 2023-24 financial year, however there were delays in completing the governance processes and so the budget allocated was accrued into the 2024-25 financial year for payment.

Berinsfield Profile FY 2023-24	
Community insight	£5000
Project management	£5000
Community grants	£25,000
Officer time to take forward recommendations	£25,000
Total Budget	£60,000

Equalities implications

5. These Community Insight 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.

Communications

6. Engaging with community members and local stakeholders has been essential in the outreach efforts to collect insights for the profile. The community engagement was carried out using a variety of methods including on-line/paper surveys, interviews and focus groups. The work feeds into the wider Garden Village steering group.

- 6.1 The Berinsfield Community Insight Profile and related action planning has been developed in collaboration with the Berinsfield Health and Wellbeing Partnership. Examples of organisations represented in the partnership are shown below:

- South and Vale District Council
- Public Health, Oxfordshire County Council
- Local Councillors
- SOHA Housing Association
- Children's Services, Oxfordshire County Council
- Citizen's Advice South and Vale
- Berinsfield Parish Council
- Age UK Oxfordshire
- Local Schools

- Achieve Oxfordshire
- Berinsfield Health Centre and Long Furlong Surgery
- Berinsfield Community Association
- Local Church
- Community Resident Representatives

Key Dates

7. Dates for the grant scheme are show in the table below:

Table 2 Berinsfield Grant Scheme Dates

Berinsfield Grant Scheme Process	Expected Date
Grant scheme launch	September 2024
Deadline for grant applications	October 2024
Application assessments and allocation of grants	October/November 2024
Six-month monitoring check on grant scheme	June 2025
12-month evaluation and closure of grant scheme	October 2025

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