

# OXFORDSHIRE HEALTH AND WELLBEING BOARD

12 March 2026

## Community Insight Profiles Development Framework (CIPs Toolkit)

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

### RECOMMENDATION

1. **The Oxfordshire Health and Wellbeing Board is RECOMMENDED to**
  - 1.1 Note the Community Insight Profile Development Framework (CIPs Toolkit) as a core legacy product of the Public Health led Community Insight Profiles (CIP) programme.
  - 1.2 Note the alignment of the Toolkit with the Board's prevention and inequalities priorities, the Marmot Place work and the Director of Public Health Annual Report (DPHAR) 2025/26.
  - 1.3 Support dissemination and use of the CIPs Toolkit across partners and communities to enable locally led CIPs and action plans.

### Executive Summary

2. This paper:
  - a) Presents the completed version of the Community Insight Profile (CIP) Development Framework (referred to as the CIPs Toolkit). The draft version was presented to the Health and Wellbeing Board in March 2025.
  - b) The CIPs Toolkit sets out a step-by-step, asset-based, community-led approach to enable local areas to create their own Community Insight Profiles and to turn the insight gathered into local action plans targeted at reducing health inequalities. It builds directly on five years of CIP delivery and learning.
  - c) The CIPs Toolkit and the interactive dashboard (presented to the Health and Wellbeing Board in March 2025) are the legacy products that extend the reach of the programme beyond the original 14 areas, providing guidance to enable other organisations county-wide to develop their own profiles.
  - d) The approach aligns with the Marmot Place priorities and the Health and Wellbeing Board's prevention agenda by embedding equity, participation and proportionate focus on communities most likely to face poorer

outcomes. It also aligns with the recommendations outlined in the Director of Public Health Annual Report 2025/26 to enable other areas to develop their own profiles.

## **Background**

3. Since 2021, Oxfordshire County Council Public Health, has worked with District and City councils, the VCSE (Voluntary, Community and Social Enterprise) sector and health partners to deliver 14 Community Insight Profiles across Oxfordshire. Each profile combines community voice, local asset mapping and population data. The findings are translated into locally owned recommendations and actions. Community Health Development Officers (CHDOs) then facilitate the delivery of these actions, including targeted grants in each of the areas. Publication of the 14 Community Insight Profiles concluded in June 2025.
4. The CIPs Toolkit captures the learning gathered from almost 5 years of this programme of work in an accessible format for local authorities, VCSE organisations, and community organisations, setting out how to design, co-produce and deliver a local Community Insight Profile and then how to take recommendations forward.

## **Purpose of the Toolkit**

5. The primary objective of the CIPs Toolkit is to support organisations and communities across the county to develop their own Community Insight Profiles. This will enable local areas to build a clear understanding of their needs and assets and turn evidence into practical actions that reflect community priorities.
6. This CIPs Toolkit forms the legacy of the Public Health-led Community Insight Profiles programme and ensures that locally driven work continues beyond the initial fourteen areas selected for profiles. Alongside the interactive data dashboard, it provides a long-term resource that supports place-based planning and helps partners make evidence informed decisions.
7. The work to refine and develop the CIPs Toolkit will be ongoing in collaboration with partners and communities. Feedback from users and insights from lived experience will inform future updates, ensuring that the resource remains relevant, accessible and responsive to the needs of those who use it.

## **Who will the CIPs Toolkit benefit**

8. The Toolkit is designed to support any statutory bodies, community organisations and resident groups who want to understand the strengths and priorities of a local area. It provides a structured way to explore what matters most to communities and to use this evidence to lead meaningful, locally driven change.

9. The resource will support partners to develop plans that reflect real community assets and needs and are grounded in reliable and accessible data as well as the views and priorities of the community.

**Examples of ways that the toolkit can be used include:**

10. By Parish, town and district or city councils, as well as county-level services to generate robust insight led information that they need to shape effective local plans.
11. Primary Care Networks and wider NHS partners can benefit from using the Toolkit to strengthen prevention and neighbourhood-focused working. The profiles and supporting resources can help health partners understand where needs are greatest and how to align their work with local priorities. Examples of how this are evident with the existing published reports.
12. Schools, early years and family services, libraries, leisure providers, active travel partners and voluntary and community sector networks can also use the Toolkit to support their work on the wider building blocks of health. It offers a resource that can enable collaboration and help organisations work together more effectively to create an evidence base to improve local wellbeing as well as supporting information to go into funding bids for local activities.

**How the CIPs Toolkit builds on five years of learning**

13. By using an asset-based community development approach, the Community Insight Profiles focus on the strengths and resources that already exist locally. Engagement questions were framed to help communities identify the key enablers of health in their area, as well as challenges, and then to prioritise what mattered most. By building on what was already working well, solutions were shaped through local action plans that are relevant, sustainable and firmly grounded in local experience.
14. Co-production and partnership working were central to the Community Insight Profile programme. Local steering groups and embedded roles, such as Community Health Development Officers (CHDO), helped to strengthen trust, extend reach and increase delivery capacity.
15. The programme consistently shows how combining community voice with reliable data leads to meaningful action. This approach has strengthened the targeting of support, informed local grant allocation and shaped the development of services, for example, some of the funded initiatives focused on food skills, social connection, youth provision and the local environment.
16. Throughout the development of the CIPs emerging themes from community engagement were shared back with communities which helped maintain momentum and accountability. The findings were published in clear formats such as posters as a way to communicate more effectively with the community. Sharing the results with the local steering groups reinforced transparency of the process and encouraged continued involvement.

17. Finally, the programme highlighted the importance of legacy tools and sustaining the activity that has gained momentum through the development of Community Insight Profiles. The interactive Community Insight Profiles dashboard and this Toolkit ensure that the work continues beyond the original fourteen geographies and provides a foundation for wider Marmot Place delivery. These resources support partners to continue using local insight to drive place-based planning and community-led change.

### **Strategic Alignment**

18. The Framework supports delivery of the Marmot Place priorities by enabling partners to act on the wider building blocks of health. Community-led activity emerging from the first fourteen CIPs has already contributed to, for example, improved food skills, social connection, youth provision and local environmental improvements. These examples demonstrate how the approach translates insight into practical action at neighbourhood level.
19. The Framework strengthens delivery of the Oxfordshire Health and Wellbeing Strategy by providing a shared and consistent method for gathering community insight. This supports targeted prevention work, informs local investment decisions and reinforces partnership working with the voluntary and community sector. The Programme has already demonstrated how combining community voice with reliable data leads to well-directed action and supports the county's wider prevention agenda.
20. The approach aligns with neighbourhood health priorities and supports ambitions within the NHS Long Term Plan. Using the framework to gather community insight can enable neighbourhood teams and Primary Care Networks to access granular insight on local needs and strengths, helping them shape interventions with communities and design more responsive, preventative services. The Toolkit offers a practical model for collecting community-led insight that supports personalised care, partnership working and the reduction of health inequalities.

### **Financial implications**

21. There are no direct funding implications from this paper. The Toolkit draws on work funded through the Public Health grant.

#### **Comments checked by:**

Emma Percival, Assistant Finance Business Partner for Public Health and Communities, [emma.percival@oxfordshire.gov.uk](mailto:emma.percival@oxfordshire.gov.uk)

### **Legal implications**

22. There are no specific legal implications arising from this report. The use of the Toolkit helps to inform decision making regarding the targeting of resources to address inequalities.

## **Comments checked by:**

Janice White, Principal solicitor, ASC, SEND and Education.

## **Equality & inclusion implications**

23. The Community Insight Profiles programme and Toolkit directly support equity by enabling hyper-local profiles to be created in areas most likely to experience poorer health, and by prioritising the resident voice, including seldom-heard groups, within an Asset Based Community Development (ABCD) approach and inclusive engagement practices.

## **Sustainability implications**

24. There are no specific environmental impacts from adoption of the Toolkit. Place-based actions that emerge (e.g., access to green space, active travel) may deliver co-benefits for climate and health, these would need to be considered at a project level.

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**Oxfordshire County Council**

## **Annex 1: Community Insight Profile Development Framework**

Community Insight Profile Development Framework  
[Oxfordshire Data Hub – Health and Social Care – Community Insight Profiles](#)

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