

R & I News cont...

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Norfolk County Council

Deprivation in Rural Norfolk

The Norfolk Investing in Communities (IiC) Partnership commissioned Oxford Consultants for Social Inclusion (OCSI) to develop innovative ways of measuring and highlighting deprivation in rural areas. The goal was to provide the Partnership with the evidence to ensure that rural areas receive their fair share of resources. The project aimed to redress the limitations of existing standard data sources for measuring rural deprivation, particularly at small area level. Work focused on four main areas; uncovering pockets of deprivation; the 'rural share of deprivation' in Norfolk; deprivation issues in rural areas; and profiling settlements.

The problem of a lack of sub-Super Output Area (SOA) data for measuring and analysing deprivation in rural areas was addressed by statistically modelling key deprivation data down to Output Area (OA) level, and validating these models against a range of household and OA level administrative data sets covering various benefit claimants, children eligible for Free School Meals, pupil attainment at Key Stage, and pupils with Special Educational Needs.

It is argued that area-based indicators such as the Indices of Deprivation 2004 (ID2004) are less likely to be able to capture adequately the level of deprivation in potentially less homogeneous rural areas with a single score. By modelling the data down to OA level, the research found 'pockets of deprivation' which were otherwise 'hidden' in less deprived Super Output Areas. Although the most deprived SOAs in Norfolk are overwhelmingly urban, many of the most deprived OAs do not lie in the most deprived SOAs, especially outside large urban settlements. Based on the ID2004, it is clear that the large majority of deprived rural areas at OA level would not be identified at SOA level.

Additionally, the research showed that focusing on the most deprived SOAs risks ignoring large numbers of deprived people and communities living outside the most deprived areas.

Many small settlements across Norfolk are home to vulnerable groups experiencing particular deprivation issues. Information at settlement level can help

target programmes and help local communities with the evidence base to support the development of community and parish plans and strengthen local funding applications. The detailed data sets collated for the project were also used to create area profiles for 185 Norfolk settlements and urban areas.

Though the report's analysis is restricted to Norfolk, the OA level modelled deprivation data (all the ID2004 measures and a number of benefit claimant rates) have been developed for all areas across England and so will be available for use by other local partners across the country.

Downloadable versions of the OCSI final report, technical report, Norfolk settlement profiles and maps are available through the Norfolk CC website at www.norfolk.gov.uk/ruraldeprivation

The OA-level modelled datasets developed as part of the project are openly available; the data is free, although there may be a small processing charge. To obtain the data and for more information on the methodology, please contact Tom Smith at OCSI, **Tel 0870 240 1474, email: tom.smith@ocsi.co.uk**

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London Borough of Waltham Forest



Community Engagement Training Programme

The London Borough of Waltham Forest has recently established a new training programme that aims to deliver better quality services to all its residents. The Community Engagement Training Programme has been developed in partnership with the Market Research Society (MRS) to ensure Council officers can effectively gauge the views of residents before considering what services should be delivered.

The programme, which is part of a wider programme of building the capacity of Waltham Forest Council to engage more effectively with local residents, covers many of the major aspects of research, such as:

- How to plan and manage community engagement work
- Qualitative and quantitative research techniques and creative approaches to carrying out community engagement