



## OXFORDSHIRE NEEDS ANALYSIS

# Didcot – Insight Summary

16<sup>th</sup> May 2019

This report was produced by Oxfordshire Community Foundation using community mapping and reporting tool Local Insight. This tool has been developed by OCSI and makes use of open data to help councils and community organisations make informed funding and policy decisions. It brings in up-to-date data drawn from the Census, the Department for Work and Pensions, deprivation indices and other sources. The majority of place-based data is published at Lower Super Output Area (LSOA). In this report we have used LSOAs. For an explanation of statistical geographies please view the appendix at the end of the document.

*Note that data will change regularly as information is updated on Local Insight. This report was correct at the date of publication.*

Key to maps:

20% least  
deprived

20% most  
deprived

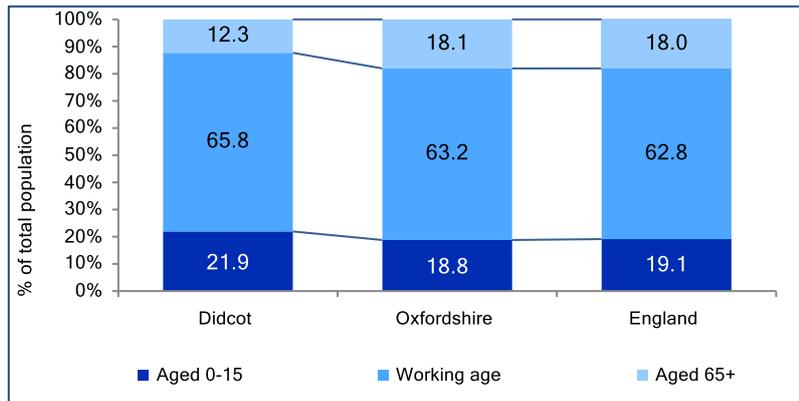


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3 Woodin's Way, Oxford, OX1 1HD



## Population

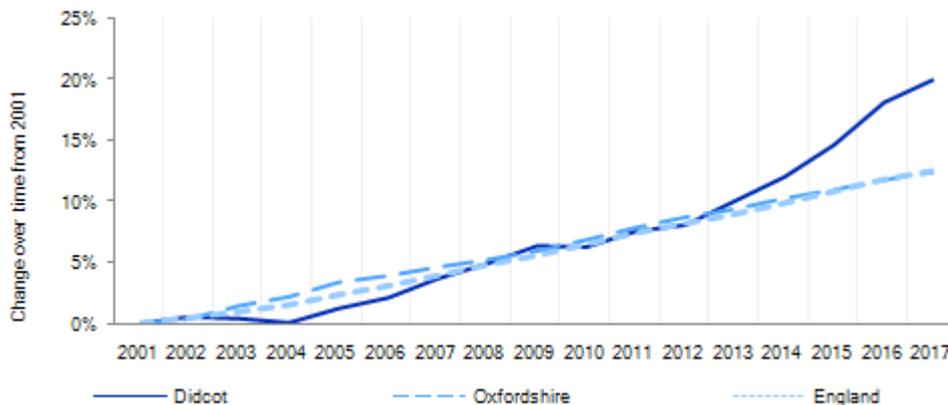
As can be seen from the charts below, Didcot has a young demographic. It has a significantly higher proportion of people aged 0-15 than both the nation and the county. It also has a high proportion of working-age population.



Total Population	Aged 0-15	Working age population	Aged 65+	Dependency ratio
<b>28,285</b>	<b>6,205</b>	<b>18,600</b>	<b>3,480</b>	<b>0.52</b>
49.8% male; 50.2% female	21.9% (England average = 19.1%)	65.8% (England average = 62.8%)	12.3% (England average = 18.0%)	England average = 0.59
Source: Mid-Year Estimates (ONS) 2017				

This demographic would suggest that there are many young families in, or moving to, Didcot. This is echoed in looking at the change in population.

Figure: % change in total population from 2001-2017  
Source: Mid-Year Estimates (ONS)



The growth in the population of Didcot has accelerated dramatically over the last 5 years.



## Need

The information boxes below show the number of people in Didcot living in neighbourhoods ranked among the most deprived 20% of neighbourhoods in England on IMD (Index of Multiple Deprivation) 2015 and the seven IMD domains.

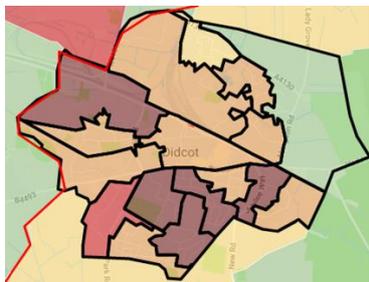
Number of people in Didcot living in the most deprived 20% of areas of England by Indices of Deprivation (ID) 2015 domain			
Index of Multiple Deprivation	Income domain	Employment domain	Education domain
0 (England average = 20.1%)	0 (England average = 20.1%)	0 (England average = 19.7%)	7,578 29.7% (England average = 19.8%)
Health domain	Barriers to Housing and Services domain	Living Environment domain	Crime domain
0 (England average = 19.8%)	1,534 6.0% (England average = 21.2%)	0 (England average = 21.0%)	1,102 4.3% (England average = 20.6%)
Source: Communities and Local Government (Indices of Deprivation 2015)			

It is worth noting that because there are no people living in the 20% most deprived areas does not mean that there aren't people living in deprivation.

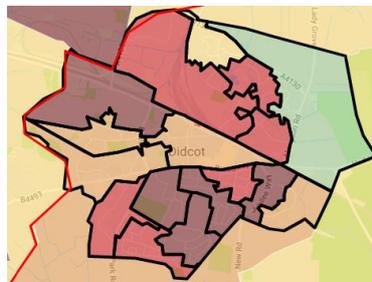
That there are areas in the most deprived 20% for three of the eight metrics is a good indicator of the themes on which to focus.

## Education

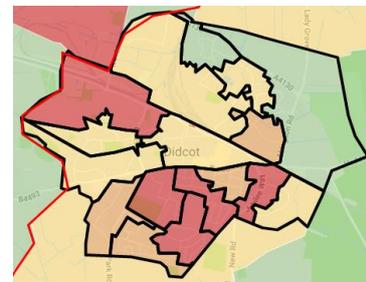
These three maps show how the LSOAs or neighbourhoods rank nationally. The dark red areas are in the most deprived 20%, followed by the red, brown, yellow and green. The picture is poor for education, and particularly poor for the Children and Young People sub-domain.



Education, Skills and Training

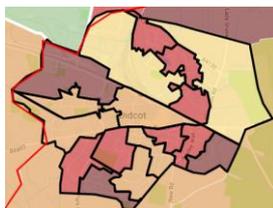


Children and Young People



Adult Skills

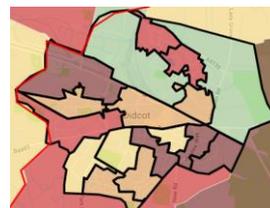
By drilling down further, we can see that poor educational attainment is consistent from 0-16.



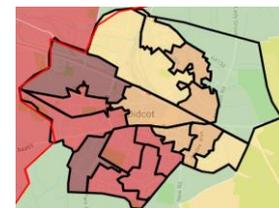
Expected in all 17 early learning goals



Key Stage 1 average point score



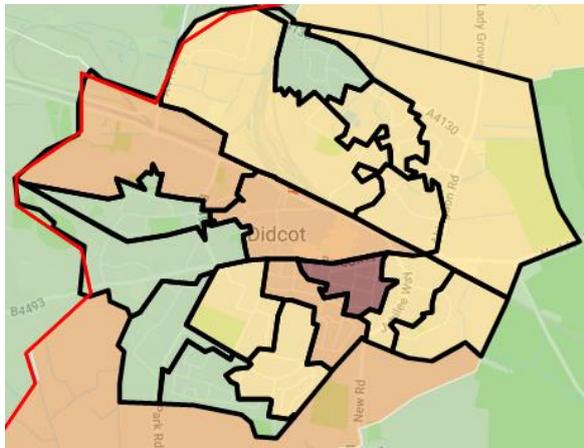
Key Stage 2 average point score



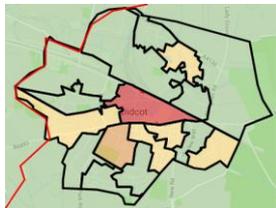
Key Stage 4 (GCSE) average point score



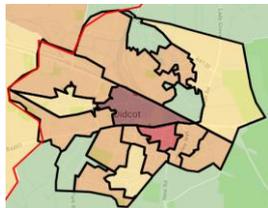
## Crime



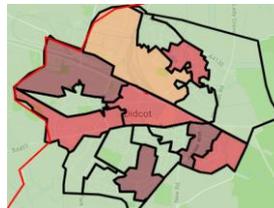
The Indices of Deprivation (ID) 2015 Crime Domain measures the risk of personal and material victimisation at local level. The following indicators are included: Violence: The rate of violence per 1000 at-risk population; Burglary: The rate of burglary per 1000 at-risk properties; Theft: The rate of theft per 1000 at-risk population; Criminal Damage: The rate of criminal damage per 1000 at-risk population. A higher score indicates that an area is experiencing high levels of deprivation.



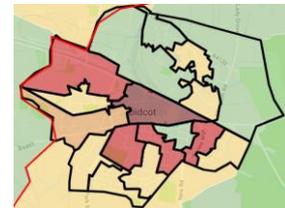
Anti-social behaviour



Drug crime offences



Possession of weapons

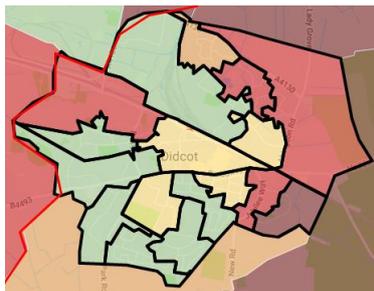


Violent crime & sexual

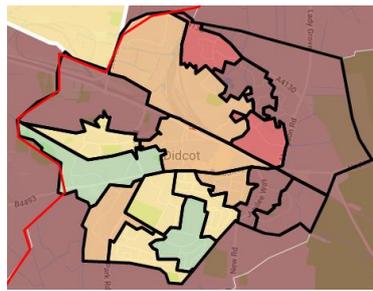
The four maps above show data from Police UK March 2018 – Feb 2019, so more recent than the ID 2015 data. The incidents of each of these offences were located to the point at which they occurred. It is not surprising to see most anti-social behaviour offences to occur in the centre of the town.

More concerning may be the higher levels of drug crime, possessions of weapons offences and violent crime. These offences are often committed by or affect the young adult population. County lines, gang, and organised crime can be behind the rise in these offences.

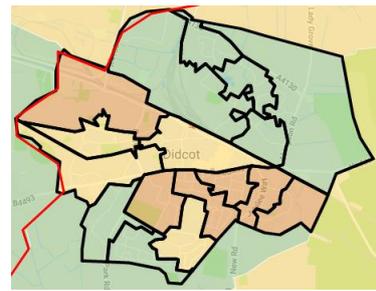
## Housing and Services



Barriers to Housing and Services



Geographical Barriers Sub-domain



Wider Barriers Sub-domain

The Indices of Deprivation (ID) 2015 Barriers to Housing and Services Domain measures the physical and financial accessibility of housing and local services.

The Geographical Barriers Sub-domain measures the physical accessibility and proximity of local services (Primary school; Post Office; General Store or Supermarket; GP surgery).

The Wider Barriers sub-domain measures financial accessibility of housing (Household overcrowding; Homelessness; Housing affordability).

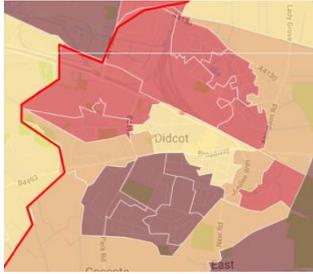
The poor accessibility and proximity of local services appears to be the main area of concern for Didcot.



## Conclusion

The striking similarity between most of the maps displayed above is their patchwork appearance. Most of the maps show the 17 LSOAs (Lower Super Output Areas – approx. 1,500 population) in colours from green (least deprived 20% nationally) to dark red (most deprived 20%). This would indicate Didcot to be a town of great inequality.

The data shows Didcot to be a fast-growing town with a young demographic. The housing data would suggest that the primary issue is poor access to services. This is further backed up by the poor educational attainment, and the crime data that would indicate a sense of disillusionment.



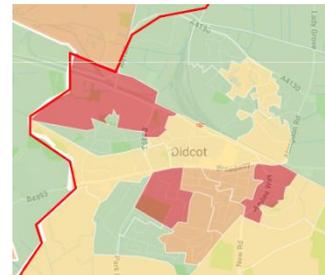
In this map we can see the “Satisfaction with local areas as a place to live” is derived from the Social Life Community Life Survey – low satisfaction is often an indicator of low social capital in an area. This would also suggest that a greater focus needs to be on developing better services and stronger communities for people to live in.

## Opportunity

Although we have identified some of the issues facing Didcot, we must remember that there are many positives. As we can see from the table on page 3, Didcot has no people living in areas that are in the most deprived 20% for: Income; Employment; Health; Living environment; and the Index for Multiple Deprivation.

Some of this may, in part, be down to the neighbouring business and innovation areas of Harwell Campus and Milton Park. There are a number of excellent charities and community groups that are based or work in Didcot. Looking at the Index of Deprivation for Income map, we can see that most areas of Didcot are in the least deprived 40% nationally – so there is also wealth in Didcot.

Oxfordshire Community Foundation believes this creates an opportunity for place making and for Didcot to harness its local assets and pool resources. A collective focus and joined up commitment on the main priorities – young people and education – through greater collaboration between organisations, as well as convening the public, private and third sectors we see there is huge potential for Didcot to develop into in a role model Garden Town.



## Appendix: Statistical Geographies

The vast majority of place-based open data is published at least one of the following geographies. Output Areas and Super Output Areas are standard areas that were primarily designed for the publication of the Census. They have been designed to be fairly homogenous in terms of population size, so that you can compare like-for-like when looking at changes over time & when comparing different areas and different datasets.

**Output Areas (OAs):** These are the smallest of the geographies that data is published at and have an average population of about 310 residents (the table below shows the upper and lower thresholds). Not very much data is published at this level, although Census outputs are.

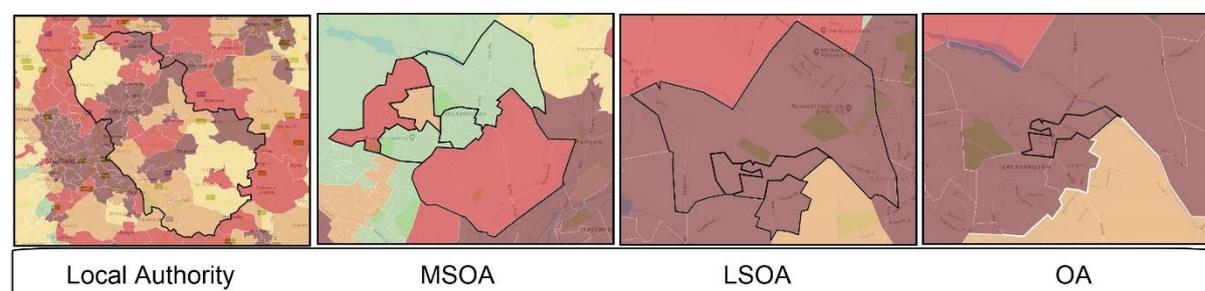
**Lower Layer Super Output Areas (LSOAs):** LSOAs have an average population of 1500 people or 650 households. A lot more data is available directly at LSOA level, including the majority of the data included within Local Insight.

**Middle Layer Super Output Areas (MSOAs):** MSOAs have an average population of 7500 residents or 4000 households. There are some datasets out there that are published at MSOA level as the smallest geography – for example estimates on prevalence of different health conditions.

Area Type	Lower threshold		Upper threshold	
	People	Households	People	Households
<b>Output Areas</b>	100	40	625	250
<b>Lower Layer Super Output Areas</b>	1,000	400	3,000	1,200
<b>Middle Layer Super Output Areas</b>	5,000	2,000	15,000	6,000
<b>Electoral wards/divisions</b>	100	40	n/a	n/a

Source: Office of National Statistics

The whole of England and Wales can be broken down into these constituent areas – or building blocks (Scotland and Northern Ireland are a different story). OAs nestle within the boundaries of LSOAs, LSOAs nestle within the boundaries of MSOAs and MSOAs nestle within the boundaries of Local Authorities.



NB: Each image is not to scale. These images show how OAs nestles within LSOAs and LSOAs within MSOAs.



These geographies are really useful in providing the structure for collecting, processing, storing and aggregating data, as well as being a great unit to show comparison. However, they do have one pretty big drawback and that is people do not tend to relate to them, at all. There are no names associated with LSOAs and they cut across neighbourhoods rather than aligning with real communities on the ground.

## Wards

People generally tend to be more familiar with the term wards and will be more likely to identify which ward they are from, rather than which LSOA. Wards are a very useful unit for analysis precisely because of this.

However, datasets are often not published directly at ward level. Firstly, because ward boundaries change a lot and are therefore less likely to be consistent over time (not too mention the administrative headache it would be). Secondly, wards vary greatly in size (anything from 1000 to 30,000 people), and therefore it is difficult to compare different areas to each other.

So when using place-based data, you may need to source data for different types of areas depending on the questions you are trying to answer and the audiences you are engaging with (read to the end for resources that can help with this).

