

Project brief for The Leys community engagement

Background

Ward profiles are being created to ensure that we understand as fully as possible the health outcomes, and factors that influence these outcomes, within wards in Oxfordshire where residents are most at risk of poor health, or experience health inequalities.

A proof of concept for ward profiles, focussing on the Banbury Ruscott ward was taken to the Oxfordshire Health and Wellbeing Board in June 2020. More details can be found through this [link](#). (from page 47 onwards). We are now planning to work with communities to produce profiles to cover the other 9 wards identified in the Oxfordshire [Director of Public Health Annual Report](#) which have the greatest number of small areas (“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.

The profile areas currently being worked on include the Blackbird Leys and Northfield Brook ward combined to produce a profile for ‘the Leys’. We are expecting that the profiles will include a range of quantitative data indicators along with qualitative information/community insight and assets for the area.

Purpose of the profile

The profiles will link to the Joint Strategic Needs Assessment and will be a useful mechanism to pull together all the data and insight available at a local level to help inform future action planning and can be shared with relevant boards such as the Oxfordshire Health and Wellbeing Board. We anticipate the profile will also be useful for local partners to help with data needed for funding applications and developing local initiatives. The profile will be aimed at, relatable and used by everyone in the community. Communities within those wards may also have other ideas about how the profiles can be used. We also want to use the opportunity of undertaking these profiles to better understand the impact COVID-19 has had within these communities.

The outputs of the ward profile will enable strategies for an asset-based approach to improve the outcomes for the Blackbird Leys and Northfield Brook communities.

The Opportunity

We would like to offer an opportunity for an organisation with an interest and experience in working with communities and is preferably familiar with ‘the Leys’ area (Blackbird Leys and Northfield Brook wards), to carry out a piece of community insight work that will form a key part of the profile. Up to £10,000 is available for this piece of work which would need to be completed by 23rd June 2022.

Project Outcomes

The organisation completing this community insight work will be expected to provide:

- Produce a community asset map with details of local activities, networks, and services
- Produce a brief overview of the history of the area

- Carry out a stakeholder mapping exercise to ensure representative groups are included in the insight gathering activities
- Collect qualitative data to capture what members of the community feel are the:
 - Strengths and assets in the area that support and enable their health and wellbeing - what matters to the local community
 - Challenges to their health and wellbeing and what they think would help to address these
 - Impacts of COVID-19
- Outreach to respondents, including residents not involved in community groups and organisations
- Gather the experiences and **voices of residents from all age groups, representing the range of communities in the area** with a focus on areas experiencing disadvantage including those who may not typically take part in and complete survey style questionnaires
- Gather insight on the views of the three topics identified above, from local organisations who work with the residents of Blackbird Leys and Northfield Brook wards
- Collect stories of people's experiences of living/working/learning/socialising in the area
- Provide a description of the methodology used to gather the insight and any limitations to the data
- Provide anonymised raw data of the insight gathering and an analysis of the gathered insight to draw out key themes from the responses and produce a summary of findings
- Provide recommendations for further insight needed and/or actions to take forward from the findings and these should be in an accessible format, easily understood by all. We encourage creative approaches for the presentation of these findings.

The organisation could deliver the project alone or act as a coordinating organisation working closely with other groups in the area to directly engage with residents.

The community insight gathering should use appropriate techniques such as surveys, visits to groups, putting on events, storytelling techniques etc and work with local partners/organisations to help reach each section of the community for representative insight. The choice of these techniques used by the organisation is flexible and can be adapted based on the respondent or group being engaged with. These gathering techniques should consider the appropriate use of technology and provide suitable alternatives for individuals who are not able to use technology to take part in the insight gathering exercise. The organisation will be encouraged to provide incentives to respondents for offering their time to take part in the insight gathering exercise.

The successful organisation will need to ensure that questions are asked, and data is collected in a sensitive way which complies with the General Data Protection Regulation (GDPR) and handles safeguarding concerns appropriately.

Criteria

- An organisation with previous experience of asking residents and community members their views and writing these into reports.
- An organisation with the skills and ability to collate community insight findings and identify and present themes
- An organisation with an understanding of 'the Leys' area (Blackbird Leys and Northfield Brook wards)
- An organisation with known networks and relationships with key groups/orgs/community groups and the ability to engage and reach these residents/groups in the project
- A registered organisation/company/public body
- Sufficient technical, financial, human and logistical capacity within the 22/23 financial year

Please send an Expression of Interest to Rosalind.Jones@Oxfordshire.gov.uk and Kate.Austin@Oxfordshire.gov.uk, by 21st March 2022 detailing:

- Lead contact/name
- Name of organisation
- Your experience of delivering this type of project (300-word limit)
- An overview of how you would meet the project outcomes (500-word limit)
- Any additional support that you might need to be able to deliver the outcomes

Please contact Rosalind.Jones@Oxfordshire.gov.uk and Kate.Austin@Oxfordshire.gov.uk for any further information or if you have any further questions.