

# Oxfordshire ON THE MOVE

**We want to increase activity levels in priority neighbourhoods to level the playing field and help create healthy places to live**

## **Background and context - Oxfordshire - an unequal county**

Oxfordshire as a county is well within the top 10% least deprived local authorities in England. But whilst there are many areas of affluence in Oxfordshire, this is not the entire picture. Across the county there are significant inequalities affecting our most vulnerable residents. Working together with local communities to challenge these inequalities and break down barriers to activity will be crucial going forwards to make a lasting difference to residents' health and wellbeing.

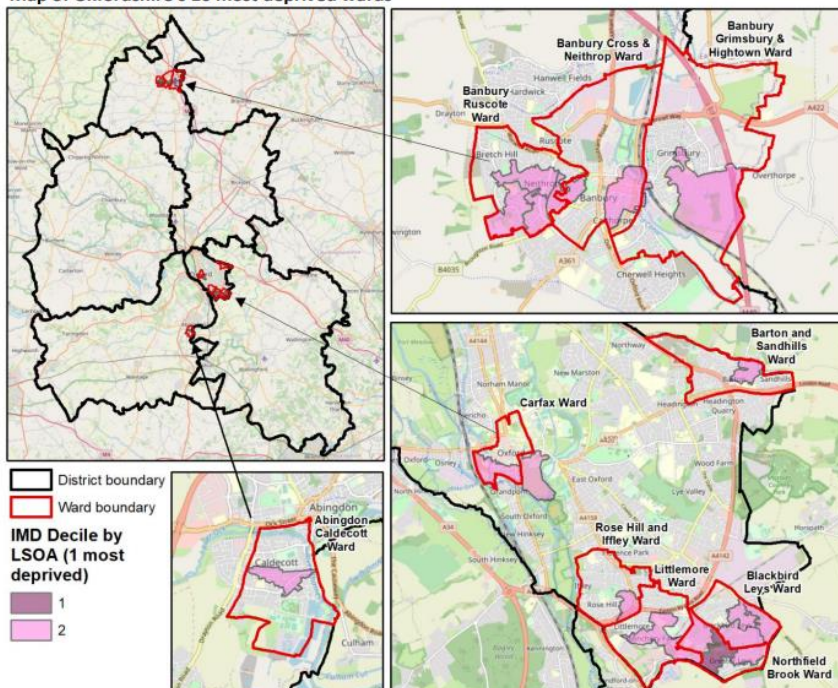
Lower Super Output Areas (LSOA) are areas with on average a population of 1500. Oxfordshire has one LSOA within the 10% most deprived nationally, this is Northfield Brook Ward, in South East Oxford. A further 16 LSOAs in Oxfordshire are within the 20% most deprived nationally<sup>1</sup>. These 17 LSOAs are mostly contained within 10 wards:

6 in Oxford Northfield Brook Ward, Blackbird Leys, Littlemore, Rose Hill and Iffley, Carfax and Barton and Sandhills.

3 wards in Banbury, Banbury Ruscote, Banbury Cross and Neithrop and Banbury Grimsbury and Hightown

1 ward in Abingdon, Abingdon Caldecott.

Map of Oxfordshire's 10 most deprived wards



<sup>1</sup> [Microsoft Power BI](#)

## Facts and figures<sup>2</sup>;

- Over 28,000 people in Oxfordshire are living in the 17 LSOA areas that are within the 20% most deprived nationally, including 6600 children and 4300 people aged over 60.
- 1400 children in Oxfordshire live in LSOAs which are classed as within the 10% most deprived nationally in terms of indicators of deprivation affecting children. These areas are in Banbury Ruscote, Blackbird Leys and Littermore.
- 630 older people in Oxfordshire live in LSOAs which are classed as within the 10% most deprived nationally in terms of indicators of deprivation affecting older people. These areas are in Banbury Grimsbury and Hightown, Littlemore and Rosehill and Carfax.
- 3 LSOAs in Oxfordshire are in the 10% most deprived in terms of health inequalities, these are in Banbury Ruscote, Banbury Cross and Neithrop and Carfax.
- As of January 2022, a total of 13,879 pupils at schools in Oxfordshire were known to be eligible for Free School Meals. In Oxfordshire's most deprived areas, just over a third (36%) of pupils were eligible for Free School Meals, over double the average of 14%. In the least deprived areas of Oxfordshire the rate was 7%<sup>3</sup>.
- In 2021/22, Citizen's Advice North Oxfordshire and South Northants issued 651 food vouchers used in food banks in Cherwell. Each voucher supported, on average, 2.6 people (1.5 adults and 1.2 children)<sup>4</sup>
- End Child Poverty data (Jul-Sep17) shows that, after housing costs, around a quarter (26%) children in Oxford were living in poverty<sup>5</sup>

## Inequalities in Activity Levels in areas of deprivation

- People in lower socioeconomic groups are twice as likely to be inactive as those in the highest socio-economic groups.<sup>6</sup>
- People living in the most deprived areas are 10% more likely to be overweight or obese compared to the Oxfordshire average.<sup>7</sup>
- Children in low income families are 30% more likely to have low activity than children in high income families<sup>8</sup>. In Oxfordshire 40% children on free school meals enrolled with YouMove have low activity<sup>9</sup>.
- In Oxfordshire 80% of children in Year 6 at schools whose catchments cover the most affluent areas of Oxfordshire (LSOAs within the least deprived decile nationally) can swim<sup>10</sup>. This compares with children in schools whose catchments cover the most deprived areas of Oxfordshire (LSOAs within the 20% most deprived nationally) where 33% of children in Year 6 can swim<sup>11</sup>, though there is variation across Oxfordshire with the most deprived areas of Banbury swimming rates being extremely low averaging 25%, and with 2 Banbury schools reporting that less than 10% of their children are able to swim when they leave primary school.

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<sup>2</sup> Figures from the IoD2019 Interactive Dashboard.

<sup>3</sup> [New JSNA bitesize on cost of food | Oxfordshire Insight](#)

<sup>4</sup> [New JSNA bitesize on cost of food | Oxfordshire Insight](#)

<sup>5</sup> [Purpose \(oxfordshire.gov.uk\)](#)

<sup>6</sup> [Active Lives data tables | Sport England](#)

<sup>7</sup> [Health matters: obesity and the food environment - GOV.UK \(www.gov.uk\)](#)

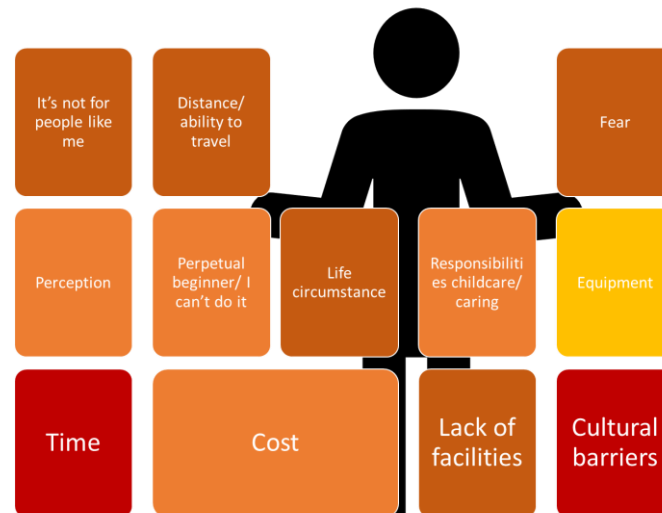
<sup>8</sup> [Active Lives data tables | Sport England](#)

<sup>9</sup> You Move Data- Active Oxfordshire

<sup>10</sup> Analysis of 2022 Sports Premium reports

<sup>11</sup> July 2022 Sports premium returns, it should be noted that not all schools have published their returns

- A study into barriers to cycling in London indicated that poverty is a key barrier to cycling, with the cost of a bike being a significant barrier.<sup>12</sup> And BME groups are distanced from cycling due to a lack of culturally accessible facilities or provision, including low levels of bicycle ownership, a lack of places to cycle, traditional clothing which isn't suited to cycling, limited places to store or clean a bike and that cycling is seen by some BMEs as a low status activity.



*Barriers to activity in deprived communities (adapted from work undertaken by Birmingham City Council)*

## Inequalities in Health Outcomes

Nationally, people living in the most deprived parts of England are 4 times more likely to die of a heart attack than those living in the least deprived areas<sup>13</sup> and those in the most deprived communities are 30% more likely to have high blood pressure, the biggest single known risk factor for heart attack and stroke. Public Health England analysis shows that 40% of CVD deaths, which could have been prevented through better long term condition management, occur in the 3 most deprived deciles.

Although Oxfordshire is generally a more healthy place than the National Average, with lower than national average prevalence of most long term conditions there are areas where deprivation and the wider determinants of health has led to inequality in health outcomes. In Oxfordshire those areas which are in the 20% most deprived nationally have the worse outcomes in terms of childhood obesity and in terms of outcomes for physical and mental health for adults.

- 2 wards (Donnington and Banbury Ruscote) have significantly higher than the national average admissions to hospital due to CVD
- 9 wards have significantly higher than the national average rates of admission to hospital due to heart attack (the Bartons, Banbury Ruscote, Barton and Sandhills, Donnington, Blackbird Leys, Bicester East and Banbury Cross and Neithrop)
- Mortality, from all causes, under the age of 75 happens significantly more frequently than the national average in Banbury Ruscote, Blackbird Leys, Osney and St Thomas, Churchill, Banbury Cross and Neithrop and Banbury Grimsbury and Hightown.

<sup>12</sup> [Barriers to cycling for ethnic minorities and deprived groups \(tfl.gov.uk\)](https://tfl.gov.uk)

<sup>13</sup> [Health matters: preventing cardiovascular disease - GOV.UK \(www.gov.uk\)](https://www.gov.uk)
























































































- You are significantly more likely, than the national average to die from coronary artery disease in 4 wards of Oxfordshire, including Banbury Ruscote.
- 3 LSOAs in Oxfordshire are in the 10% most deprived in terms of health inequalities, these are in Banbury Ruscote, Banbury Cross and Neithrop and Carfax
- People living in Banbury Ruscote are 63% more likely than the national average to die under the age of 75 from an illness considered preventable.
- A child born in Blackbird Leys can expect to live 13 years less than a child born in the most affluent parts of Oxfordshire, and a child born in Banbury Ruscote 11 years less
- Children and young people who are most at risk of reduced mental health and wellbeing include looked after children, those who have witnessed domestic abuse, living in poverty and those living with a disability, LGBTQ communities and from diverse ethnic heritage.
- The prevalence of childhood obesity is highest in Northbrook and Blackbird Leys with almost 3 out of every 10 children in year 6 obese. 11 wards in Oxfordshire have significantly more children in year 6 with obesity than the national average, all but 2 of these wards are within the 20% most deprived nationally

For the 10 wards which cover the 17 LSOAs within the 20% most deprived nationally the following tables indicate where the rates of mortality, and illness are significantly higher than the national average. Figures come from PHE Fingertips, ward profiles.<sup>14</sup>






























































































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<sup>14</sup> [Local Health - Data - OHID \(phe.org.uk\)](https://www.phe.org.uk)

### Life expectancy and Mortality rates in the 10 most deprived wards

 - Significantly better than national average  - Similar to national average  - Significantly worse than national average	% of pop with whose ethnic background is not White UK	Life expectancy at birth (Male)	Life expectancy at birth (female)	Mortality rate (all causes)	Mortality all causes under 75 years	Deaths from cancer	Deaths from circulatory disease	Deaths from circulatory disease under 75	Deaths from stroke	Deaths considered preventable under 75
Oxfordshire average	16%	82	85							
Oxfordshire's least deprived wards	6.60%	87	90							
Northfield brook	31.6	77	79							
Banbury Ruscote	18.7	76	79							
Rosehill and Iffley	37.90%	78	82							
Blackbird leys	34.70%	74	80							
Banbury Cross and Neithrop	23.6	77	82							
Banbury Grimsbury and Hightown	27.8	79	83							
Barton and Sandhills	34.6	79	82							
Carfax and Jericho	36.9	80	90							
Abingdon Caldecott	12.8	80	87							
Littlemore	29.3	78	85							

### Health indicators for the 10 most deprived wards in Oxfordshire

 - Significantly better than national average  - Similar to national average  - Significantly worse than national average	% of pop with whose ethnic background is not White UK	Emergency admissions all causes	Emergency admissions for CHD	Emergency admissions for stroke	Emergency admissions for heart attack	Emergency admissions for self harm	Emergency admissions for hip fracture	People reporting having a long term condition	Obesity levels in reception	Obesity levels in year 6
Northfield brook	31.6									
Banbury Ruscote	18.7									
Rosehill and Iffley	37.90%									
Blackbird leys	34.70%									
Banbury Cross and Neithrop	23.6									
Banbury Grimsbury and Hightown	27.8									
Carfax and Jericho	36.9									
Barton and Sandhills	34.6									
Abingdon Caldecott	12.8									
Littlemore	29.3									

## **Where we will focus during the first two years of Oxfordshire on the Move.**

### **The areas where we will focus;**

- We will focus on increasing activity levels in the 10 most deprived wards of Oxfordshire, but we will ensure our language is positive and accessible, so we won't refer to these areas as wards but recognise the neighbourhoods they cover and we will focus on the strengths and assets in these areas that we can build upon. **We will therefore refer to them as the 10 priority neighbourhoods as we go forwards.**
- However, we will share what we learn within our priority neighbourhoods so that other areas across the county can benefit

### **How we will approach our priority neighbourhoods**

- We will take a place based approach, going to local communities, and working with the community groups, organisations, GP practices and schools within these communities to support increased activity.
- We will work with local communities and residents so that they are fully engaged in increasing opportunities for activity in their areas, but, we won't ask questions that have already been asked and we will complement other projects underway in these neighbourhoods, not seek to recreate or duplicate.
- Work in partnership to support the people facing the greatest barriers to activity to become more active
- We will work to enhance the skill levels of healthcare professionals, schools and community providers who work in the the priority neighbourhoods to support their communities to get active.

### **In our priority neighbourhoods we will focus on the following priority areas:**

- Work together with local residents, groups and schools within each priority neighbourhood to fully understand the current picture so that we can have the greatest impact going forwards
- Ensure that people with long term health conditions who are living in priority neighbourhoods have access to support to get active.
- Ensure that all children on free school meals and families living in priority neighbourhoods are offered free and reduced cost access to physical activity via YouMove.
- Ensure that residents living in every priority neighbourhood can easily access free activities near to their homes

### **Over the next two years, we will take the following actions together:**

- We will create **Movement Friendly Environment Scans in each of the ten priority neighbourhoods** alongside local groups, schools and residents, to further understand the local assets & barriers to physical activity

- We will ensure that families and people with long term health conditions can benefit from physical activity by working closely with leisure centres and community facilities to focus on wellbeing and wider community benefit
- We will ensure that there are **health walks and free opportunities to be active in each of the ten priority neighbourhoods**
- We will work together to ensure that **people living in priority neighbourhoods have opportunities to be active within 10-15 minutes walk of where they live**, by embedding activity within existing community spaces, such as schools, parks and in community centres.

**To achieve our ambition, we will work with the following existing workstreams and organisations:**

- Older people
- Children and Young People
- Early Help
- Schools
- Activate Learning
- Housing association- Sanctuary, Soha, Greensquare A2dominion and Sovereign
- Virtual schools- young people we care for
- Neet- Youth ambition
- East Timor Community Oxford
- The Leys CDI
- Syrian Sisters Rose Hill- working on female only gym sessions.
- Oxfordshire Asian Women's Voice- Rosehill
- Blackbird Leys AfaUK
- Banbury Mosque
- Community centres
- Healthy Place Shaping
- HAF pogramme
- Schools games organisers and activators
- Faith groups
- Health visitors
- Community midwives
- GPs and GP practices
- Achieve
- Assylum Welcome
- Social Prescribers and Community Connectors
- Move Together
- You Move
- Active Travel
- Community food service
- Early years providers
- Parish councils
- Voluntary organisations



- Local groups that use community spaces e.g. community larder, faith groups, toddlers etc
- Oxfordshire breastfeeding support

## **What we need to do to make the change**

### **Our partners have already pledged that they will:**

- Increase the number of cycle hire schemes for active travel
- Explore providing more walking groups
- BBL community larder would like to host sessions on the benefits of physical activity for their community
- Banbury Mosque have committed to continuing to support children and families to get active
- MK Fit will continue to work with others in Oxford Health to develop a Creative Movement group for patients with anxiety/depression
- Oxfordshire Health will seek further engagement with Achieve Oxfordshire to involve patients with Nutrition and Exercise Sessions.
- We have commitment from a resident to help clean up the local skatepark so that it stays welcoming.
- Oxfordshire County Council have pledged to help ensure green spaces are used to help increase activity
- Coordinate swim lessons at the Cowley Community Pool - Tuesdays (Theresa & Elliott)
- GLL will look to put on an after school / pre-school exercise circuit class (in deprived areas).
- Oxford City Council will link up with ISIS Cycling.
- Oxford City Council will look at developing health walks in Oxford's green spaces
- Oxford City Council will start a health walk in Rose Hill and the Leys.
- Oxford Brookes have pledged to discuss with You Move how their facilities, climbing and swimming can be part of the offer.