

## The Research Group

# Cambridgeshire Research Group News

[www.cambridgeshire.gov.uk/business/research](http://www.cambridgeshire.gov.uk/business/research)

**March 2011**

### Cambridgeshire JSNA website went live in February!

Our new Cambridgeshire JSNA website was launched at the end of February —  
<http://www.cambridgeshirejsna.org.uk/>

This is a central information hub which will hold health and social care, housing, crime and disorder, economic and demographic data and reports about Cambridgeshire.

Initially, the main part will be the Joint Strategic Needs Assessment (JSNA), which is produced by Cambridgeshire County Council with the Primary Care Trust (Cambridgeshire NHS) and local partners. The JSNA describes the health and care and wellbeing needs of the Cambridgeshire population. The website includes a wealth of information on a broad range of social and economic factors brought together in detailed reports available to download. Cambridgeshire JSNA is structured around the key demographic groups and topics that it provides information on:

- *Children and Young People*
- *Older People, including dementia*
- *Mental Health in adults of working age*
- *Travellers*
- *New Communities*

The website will also include or link to our latest:

- *District Reports*
- *Local Economic Assessment*
- *Strategic Housing market Assessment*
- *Crime and Disorder Strategic Assessments*
- *Interactive Maps using Instant Atlas to show ward profiles, housing affordability and other topics.*

For more information about the progress of JSNA process please contact

Wendy Quarry at [Wendy.Quarry@cambridgeshire.gov.uk](mailto:Wendy.Quarry@cambridgeshire.gov.uk)

For more information about Local Information System, please contact Hendrik Grothuis at

[Hendrik.Grothuis@cambridgeshire.gov.uk](mailto:Hendrik.Grothuis@cambridgeshire.gov.uk)

For public health information please contact Kamila Gielnik at [Kamila.Gielnik@cambridgeshire.gov.uk](mailto:Kamila.Gielnik@cambridgeshire.gov.uk)

## Community Insight

It is essential that local authorities understand our citizens and local communities. There are a number of methods public services can employ to gather local intelligence in the hope to develop more efficient services. The Research Group have produced a Ward Profile Atlas and also refreshed the Consultation Database to help improve our community insight. Social Classification tool Output Area Classification (OAC) is also used to assist in community insight. Our new [community insight webpage](http://www.cambridgeshire.gov.uk/business/research/Social+Classification.htm) details all of these tools and more. ( <http://www.cambridgeshire.gov.uk/business/research/Social+Classification.htm> )

We have also received [international attention](#) for our community insight work from Instant Atlas. You can find a full text of 'Combining customer insight and Output Area Classification data to create visualisations of local information and analysis' article here [http://www.instantatlas.com/cambridge\\_story.xhtml](http://www.instantatlas.com/cambridge_story.xhtml)

For more information please contact [Gurjeet.Rajania@cambridgeshire.gov.uk](mailto:Gurjeet.Rajania@cambridgeshire.gov.uk)

## District Reports & Census 2011

Work is underway on the annual District Reports, which we expect to publish by the end of February. And just to remind everybody, census day is 27th March 2011. If you want to know more about the census please follow this link <http://2011.census.gov.uk/>

For more information please contact [Mark.Henare@cambridgeshire.gov.uk](mailto:Mark.Henare@cambridgeshire.gov.uk)

## Community Safety Strategic Assessments 2010

The 2010 Strategic Assessments have now been completed and published. These are available on the crime and community safety research pages online:

<http://www.cambridgeshire.gov.uk/business/research/rescrime/>

Each of the plans were ratified by their respective partnership at the end of November, and we are now in the process of supporting their development of three-year strategies stemming from these assessments. A countywide assessment has also been written, again with the same focus on the offender, victim, and location of crimes. An analysis of 2010 data at a county level has identified the following for prioritisation at County level:

### Re-offending

Implementing Integrated Offender Management (IOM) and, through working with the group of offenders who commit the most crime (research has shown that around 5% of offenders commit 40% of offences), reducing targeted offences.

### Violent Crime

Tackling alcohol-related violent crime in town and city centres.

Domestic Abuse. Supporting victims and addressing the most serious cases of abuse.

### Anti-social behaviour (ASB)

Protecting the victims of serious and persistent ASB.

Engaging with communities to solve problems

For more information and hard copies of the assessments and their outcomes, contact

[Louise.Meats@cambridgeshire.gov.uk](mailto:Louise.Meats@cambridgeshire.gov.uk)

## PEPSY Evaluation

The PEPSY (Positive Engagement and Participation with Street Youth) programme was developed towards the end of 2008, funded by the City Community Safety Partnership to tackle ASB in the north of Cambridge. The project worked with a total of 18 young males who were either ASB offenders or were at risk of becoming so. It was decided that the evaluation of the project could be run in a fashion that would enable the participants in the scheme, the young people, to carry out much of the evaluation of the PEPSY themselves. This fits within wider models of social inclusion and with newer concepts that local services are directly accountable to their customers. The format of film together with the hard evidence was decided upon, which will, in turn, enable the wider community as well as service commissioners to understand how the project has worked and what the benefits area. This film looks into the progress of boys on the scheme, through discussions with the boys, their peers, parents, and connected professionals (from their schools, the police service, and others directly involved in the scheme).

For more information and a copy of the film and evaluation, contact: [Louise.Meats@cambridgeshire.gov.uk](mailto:Louise.Meats@cambridgeshire.gov.uk)