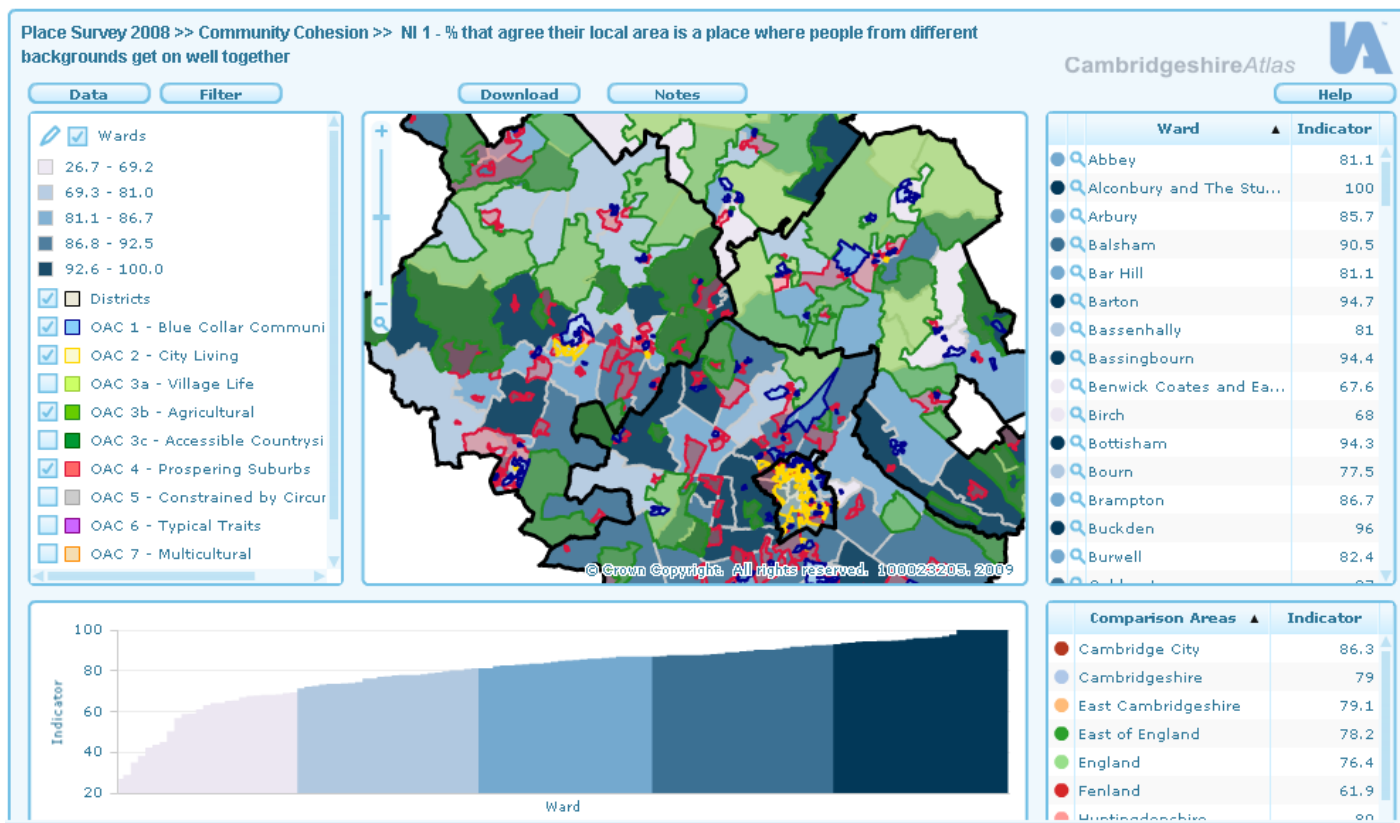


# The Place Survey Output Area Classification (OAC) Analysis



Produced by Cambridgeshire County Council Research Group  
November 2009

<b>Contents</b>	<b>Page</b>
<b>1. The Place Survey.....</b>	<b>1</b>
1.1 Introduction to the Place Survey.....	1
1.2 The Place Survey in Cambridgeshire.....	1
1.3 Key Cambridgeshire Place Survey results.....	1
1.4 Using Customer Insight to understand the Place Survey.....	2
<b>2. About Output Area Classification.....</b>	<b>3</b>
2.1 Introduction to Output Area Classification (OAC).....	3
2.2 How does OAC work?.....	3
2.3 What is an output area?.....	3
2.4 How was OAC created?.....	3
2.5 The different levels of OAC.....	4
2.6 The Cambridgeshire OAC profile.....	5
2.7 District OAC Profiles.....	6
<b>3. Using OAC to analyse the Place Survey.....</b>	<b>8</b>
3.1 OAC Analysis of the Place Survey.....	8
3.2 The Place Survey OAC profile.....	8
3.3 Further OAC analysis of the Place Survey.....	9
<b>4. Place Survey OAC analysis.....</b>	<b>10</b>
4.1 Introduction.....	10
4.2 Community Cohesion (NI 1).....	10
4.3 Sense of Belonging (NI 2).....	11
4.4 Respect and Consideration (NI 23).....	12
4.5 Perceptions of Anti-Social Behaviour (NI 17).....	13
4.6 Influencing Local Decisions (NI 4).....	14
4.7 Satisfaction with the council and council value for money.....	15
<b>5. Further OAC Analysis.....</b>	<b>18</b>
5.1 Introduction.....	18
5.2 Community cohesion in Fenland.....	19
5.3 Sense of belonging in Cambridge.....	20
5.4 Respect and Consideration in Fenland.....	21
5.5 Anti-Social Behaviour in Fenland and South Cambridgeshire.....	22
5.6 Influencing local decisions in Cambridge and Fenland.....	23
<b>6. Conclusions.....</b>	<b>26</b>

<b>Tables and Charts</b>	<b>Page</b>
Fig. 1 - The different levels of OAC.....	4
Fig. 2 - Cambridgeshire OAC supergroup profile.....	5
Fig. 3 - Cambridgeshire OAC group profile.....	5
Fig. 4 - District OAC supergroup profiles.....	6
Fig. 5 - OAC supergroups across districts.....	7
Fig. 6 - OAC to analyse the Place Survey (Output Areas).....	8
Fig. 7 - OAC profiles - Place Survey respondents Vs Cambridgeshire OAs.....	9
Fig. 8 - NI 1: % that agree that their local area is a place where people from different backgrounds get on well together.....	10
Fig. 9 - NI 2: % of people who 'very' or 'fairly' strongly feel that they belong to their neighbourhood.....	12
Fig. 10 - NI 23 - % of people who perceive people not treating each other with respect and consideration is a problem in their local area.....	13
Fig. 11 - NI 17: Perceptions of anti-social behaviour.....	14
Fig.12 - NI 4: % of people who feel they can influence decisions in their locality.....	15
Fig. 13 - % of people satisfied overall with the way the County Council runs things..	16
Fig. 14 - % of people who feel the County Council provide value for money.....	17
Fig. 15 - OAC supergroups and groups.....	18
Fig. 16 Fenland OAC groups scores for NI 1.....	19
Fig. 17 - NI 2: % that very or fairly strongly feel they belong to their neighbourhood (Cambridge OAC groups).....	20
Fig. 18 - Fenland OAC scores for NI 23.....	21
Fig. 19 - Fenland OAC group scores for NI 17.....	22
Fig. 20 South Cambridgeshire OAC group scores for NI 17.....	23
Fig. 21 - NI 4: % of people who agree they can influence decisions in their locality (Cambridge OAC groups).....	24
Fig. 22 - NI 4: % of people who agree they can influence decisions in their locality (Fenland OAC groups).....	24

# 1. The Place Survey

## 1.1 Introduction to the Place Survey

The Place Survey is a national survey carried out annually or every two years by local authorities to obtain help from local populations to improve local public services. It replaces the Best Value User Satisfaction Survey that local authorities were previously required to undertake. It consults with local residents to engage reactions and views concerning public services and the places people live. The Place Survey asks important questions about the quality of life in local areas; focusing on issues such as community safety, local services, inclusion, and environment. The Place Survey measures 18 national indicators set by government relating to citizens' perspectives.

## 1.2 The Place Survey in Cambridgeshire

In September 2008, a 12-page postal self-completion questionnaire was sent out to 15,300 randomly selected households in Cambridgeshire. In total, 5,925 questionnaires were returned representing a 39% response rate. The survey was conducted with our district council partners. The Department for Communities and Local Government released the final results in June 2009. The County Council Research Group has published these results on the county council website. Links to a full report, the national indicator results and an interactive Cambridgeshire atlas showing performance at a ward level can all be accessed here<sup>1</sup>.

## 1.3 Key Cambridgeshire Place Survey results

When compared to the national Place Survey results Cambridgeshire County Council achieved a significantly higher score for 13 out of the 18 National Indicators measured by the Place Survey. This includes a smaller perception of anti-social behaviour in the county, a greater percentage of people satisfied with their local area, and a higher percentage of people agreeing they can influence their local area.

Place Survey data indicates that the least cohesive communities in the county can be found in Fenland. It is also understood that older people and those residing in rural areas are more likely to have a stronger sense of belonging to their neighbourhood. People from BME (Black Minority Ethnic) communities have a weaker sense of belonging in comparison to people with a White background.

Perceptions of anti-social behaviour are significantly higher in parts of Fenland. Issues of drug use and drunk and rowdy behaviour are perceived to be more of a problem in parts of Cambridge. Residents in St Neots, Wisbech and Huntingdon are also particularly concerned with anti-social behaviour issues.

---

<sup>1</sup> <http://www.cambridgeshire.gov.uk/business/research/consultations/placesurvey.htm>

Residents in the south of the county are more likely to participate in civic activity. These same residents are also more likely to agree they can influence decisions in their local area. Huntingdonshire residents are more likely to be satisfied with the way the county council runs things.

Public transport, affordable decent housing and the level of crime are the issues of prime importance for Cambridgeshire residents. Activities for teenagers is regarded as an issue in need of improvement along with other transport related issues. Health services and clean streets are felt to be important in making somewhere a good place to live.

#### **1.4 Using Customer Insight to understand the Place Survey**

Customer insight tools are increasingly being used by local authorities to help us better understand our local communities. These tools use socio-demographic data to profile local communities. The population can therefore be segmented along the lines of their socio-demographic characteristics. The 2001 census data supplies much of the data for these social classifications to be created.

Place survey results can currently be analysed by geography and demographic groups based on age, gender and ethnicity etc. Customer insight tools offer an analysis by social classification. This allows us to become more informed about how certain people in our community feel about certain issues. This report will analyse the findings of the Place Survey with the use of Output Area Classification (OAC). The following section will explain how OAC works.

## 2. About Output Area Classification

### 2.1 Introduction to Output Area Classification (OAC)

Output Area Classification (OAC) is a geodemographic tool developed by the Office of National Statistics. It offers socio-demographic data for local neighbourhoods. A geodemographic tool is defined as an 'analysis of people by where they live';<sup>2</sup> these tools have been used by businesses to better understand their customers for many years. Local authorities are also beginning to use geodemographic tools more often to help them understand local areas and improve upon their service delivery. Some councils are currently using commercial geodemographic tools such as Mosaic and Acorn. OAC differs to these in that it is freely available, accredited by the Office for National Statistics, and is an open source allowing users to understand the data and freely share it.

### 2.2 How does OAC work?

The OAC uses key results from the 2001 Census to develop the classifications at an output area level. There are three levels to the classification, which includes seven supergroups, 21 groups and 52 subgroups. The benefits of classifying by output area include its stability as a geography and that OAC is less susceptible to small changes in the population because this will not affect the characteristics of an area at an aggregate level.

### 2.3 What is an output area?

Output areas were designed to have similar population sizes and to be as socially homogenous as possible. Urban/rural mixes were avoided where possible and the areas are constrained by obvious boundaries such as major roads. Most output areas consist of about 125 households and we have a total of 1820 in Cambridgeshire.

### 2.4 How was OAC created?

OAC is entirely created with 2001 census data. The 2001 census is the most reliable socio-economic dataset in the UK. Other datasets do not hold the same level of data with such a comprehensive geographic coverage.

The OAC is comprised by using 41 variables from the 2001 census. These cover demography, household composition, housing, socio-economic, and employment factors. They represent the key social, economic and population trends in the UK.

---

<sup>2</sup> Sleight P, Targeting Customers: How to use geodemographic and lifestyle data in your business NTC publications, Henley on Thames; 1997.

## 2.5 The different levels of OAC

Fig. 1 - The different levels of OAC  
Supergroups

	Groups	Subgroups	
<b>1 Blue Collar Communities</b> Housing in these areas is more likely to be terraced rather than flats and residents mainly rent from the public sector. There is a high proportion of 5-14 year-olds. Residents tend to have fewer higher educational qualifications than the national average. A high proportion work in manufacturing, retail or construction.	<b>1a Terraced Blue Collar</b>	1a1	
		1a2	
		1a3	
	<b>1b Younger Blue Collar</b>	1b1	
		1b2	
	<b>1c Older Blue Collar</b>	1c1	
1c2			
1c3			
<b>2 City Living</b> Residents in these urban areas are more likely to live alone. They are more likely to hold higher educational qualifications and are often first generation immigrants to the UK. Housing is often made up of flats and detached homes are rare and residents typically rent their homes from the private sector.	<b>2a Transient Communities</b>	2a1	
		2a2	
	<b>2b Settled in the City</b>	2b1	
		2b2	
<b>3 Countryside</b> Residents in these rural areas are likely to work from home and to be employed in agriculture or fishing. They often live in detached houses; in households with more than one car. Areas are less densely populated than other parts of the country.	<b>3a Village Life</b>	3a1	
		3a2	
	<b>3b Agricultural</b>	3b1	
		3b2	
	<b>3c Accessible Countryside</b>	3c1	
		3c2	
<b>4 Prospering Suburbs</b> Residents in these prosperous areas often live in detached houses and less frequently in flats or terraced housing. Fewer residents rent their homes and homes are more likely to have central heating. Households often have access to more than one car.	<b>4a Prospering Younger Families</b>	4a1	
		4a2	
		<b>4b Prospering Older Families</b>	4b1
			4b2
	4b3		
	<b>4c Prospering Semis</b>	4b4	
		4c1	
		4c2	
	<b>4d Thriving Suburbs</b>	4c3	
		4d1	
4d2			
<b>5 Constrained by Circumstances</b> Residents in these less well off areas typically live in flats and rent from the public sector. They are less likely to have higher qualifications. They rarely live in detached houses or in households with more than one car.	<b>5a Senior Communities</b>	5a1	
		5a2	
	<b>5b Older Workers</b>	5b1	
		5b2	
		5b3	
		5b4	
	<b>5c Public Housing</b>	5c1	
5c2			
5c3			
<b>6 Typical Traits</b> These are areas of terraced housing, where residents are unlikely to rent from the public sector. There are a range of ethnic backgrounds and types of households. Residents work in a range of industries.	<b>6a Settled Households</b>	6a1	
		6a2	
	<b>6b Least Divergent</b>	6b1	
		6b2	
		6b3	
	<b>6c Young Families in Terraced Homes</b>	6c1	
		6c2	
<b>6d Aspiring Households</b>	6d1		
	6d2		
<b>7 Multicultural</b> Residents in these areas are often non-white, mainly from Asian or Black British backgrounds. Many are first generation immigrants. Housing is mostly rented from the public or private sectors and is often split into flats. The main means of travelling for residents is by public transport.	<b>7a Asian Communities</b>	7a1	
		7a2	
		7a3	
	<b>7b African-Caribbean Communities</b>	7b1	
		7b2	

Source: An introduction to the Output Area Classification, Collective Insights

## 2.6 The Cambridgeshire OAC profile

Each of Cambridgeshire's 1820 output areas has been given an Output Area Classification.

**Fig. 2 - Cambridgeshire OAC supergroup profile**

Supergroup	Cambridgeshire No.	%
<b>1 Blue Collar Communities</b>	218	11.98
<b>2 City Living</b>	136	7.47
<b>3 Countryside</b>	561	30.82
<b>4 Prospering Suburbs</b>	391	21.48
<b>5 Constrained by Circumstances</b>	112	6.15
<b>6 Typical Traits</b>	367	20.16
<b>7 Multicultural</b>	35	1.92
<b>Total</b>	<b>1820</b>	<b>100</b>

The county is predominantly rural and this is reflected with 30% of Cambridgeshire's output areas being classified as *Countryside*. The supergroups *Prospering Suburbs* (21.48%) and *Typical Traits* (20.16) account for about another 40% of output areas in the county. The *Multicultural* supergroup accounts for the smallest percentage of output areas and almost all of these are located in Cambridge.

**Fig. 3 - Cambridgeshire OAC group profile**

OAC Group	Cambridgeshire Output Areas	%
<b>1a Terraced Blue Collar</b>	17	0.93
<b>1b Younger Blue Collar</b>	59	3.24
<b>1c Older Blue Collar</b>	142	7.80
<b>2a Transient Communities</b>	25	1.37
<b>2b Settled in the City</b>	111	6.10
<b>3a Village Life</b>	301	16.54
<b>3b Agricultural</b>	112	6.15
<b>3c Accessible Countryside</b>	148	8.13
<b>4a Prospering Younger Families</b>	124	6.81
<b>4b Prospering Older Families</b>	130	7.14
<b>4c Prospering Semis</b>	69	3.79
<b>4d Thriving Suburbs</b>	68	3.74
<b>5a Senior Communities</b>	14	0.77
<b>5b Older Workers</b>	92	5.05
<b>5c Public Housing</b>	6	0.33
<b>6a Settled Households</b>	71	3.90
<b>6b Least Divergent</b>	169	9.29
<b>6c Young Families in Terraced Homes</b>	29	1.59
<b>6d Aspiring Households</b>	98	5.38
<b>7a Asian Communities</b>	32	1.76
<b>7b African-Caribbean Communities</b>	3	0.16
<b>Total</b>	<b>1820</b>	<b>100</b>

We can see that the largest group is 3a *Village Life* accounting for 16% of all output areas in the county. Group 6b *Least Divergent* accounts for a further 9%. The groups 1c *Older Blue Collar*, 3c *Accessible Countryside* and 4b *Prospering Older Families* also account for significant proportions of output areas in the county.

## 2.7 District OAC Profiles

The OAC supergroup profile of each Cambridgeshire district differs to the county profile, some more than others. There are also differences in how the supergroups are spread across the county and these dynamics will also be explored.

Fig. 4 - District OAC supergroup profiles

Supergroup	Cambridge		East Cambridgeshire		Fenland		Huntingdonshire		South Cambridgeshire	
	no.	%	no.	%	no.	%	no.	%	no.	%
<b>1 Blue Collar Communities</b>	28	8.2	36	14.8	42	14.6	61	11.9	51	11.7
<b>2 City Living</b>	118	34.6	1	0.4	3	1.0	9	1.8	5	1.1
<b>3 Countryside</b>	5	1.5	123	50.4	122	42.4	132	25.8	179	41.1
<b>4 Prospering Suburbs</b>	24	7.0	36	14.8	56	19.4	158	30.9	117	26.8
<b>5 Constrained by Circumstances</b>	45	13.2	9	3.7	17	5.9	34	6.7	7	1.6
<b>6 Typical Traits</b>	88	25.8	39	16.0	48	16.7	116	22.7	76	17.4
<b>7 Multicultural</b>	33	9.7	0	0.0	0	0.0	1	0.2	1	0.2
<b>Total</b>	<b>341</b>	<b>100.0</b>	<b>244</b>	<b>100.0</b>	<b>288</b>	<b>100.0</b>	<b>511</b>	<b>100.0</b>	<b>436</b>	<b>100.0</b>

Source: OAC

Cambridge's largest supergroup is *City Living*, accounting for over a third of its Output Areas. Other significant groups include *Typical Traits* and *Confined by Circumstances*. It is also worth mentioning the significant *Multicultural*<sup>3</sup> presence in the city district.

The East Cambridgeshire profile is more reflective of the county profile. Supergroup *Countryside* dominates making up over 50% of the districts output areas. The majority of the remaining output areas are *Blue Collar Communities*, *Prospering Suburbs*, or *Typical Traits*. There are no output areas classified as *Multicultural*.

Fenland also has a large proportion of *Countryside* output areas (42.4%). *Prospering Suburbs*, *Typical Traits* and *Blue Collar Communities* also have a significant presence. *Constrained by Circumstances* accounts for nearly 6%. Huntingdonshire's largest supergroup is *Prospering Suburbs* (30.9%), this is closely followed by *Countryside* and then *Typical Traits*. There are very few

<sup>3</sup> A Multicultural classified Output Area does not necessarily mean that all households in that area possess a minority ethnic background. It does mean that people from minority ethnic backgrounds are more likely to live in these areas.

*City Living* and *Multicultural* output areas in the district. 6.7% of Huntingdonshire's output areas are classified as *Constrained by Circumstances*.

South Cambridgeshire's largest supergroups include *Countryside* (41.1%) and *Prospering Suburbs* (26.8%). It holds the smallest proportion of *Constrained by Circumstances* output areas. *Typical Traits* and *Blue Collar Communities* have significant proportions in the district.

**Fig. 5 - OAC supergroups across districts**

Supergroup	Cambridge	East Cambridgeshire	Fenland	Huntingdonshire	South Cambridgeshire	Total
<b>1 Blue Collar Communities</b>	12.8	16.5	19.3	28.0	23.4	100.0
<b>2 City Living</b>	86.8	0.7	2.2	6.6	3.7	100.0
<b>3 Countryside</b>	0.9	21.9	21.7	23.5	31.9	100.0
<b>4 Prospering Suburbs</b>	6.1	9.2	14.3	40.4	29.9	100.0
<b>5 Constrained by Circumstances</b>	40.2	8.0	15.2	30.4	6.3	100.0
<b>6 Typical Traits</b>	24.0	10.6	13.1	31.6	20.7	100.0
<b>7 Multicultural</b>	94.3	0.0	0.0	2.9	2.9	100.0
<b>Output Areas</b>	18.7	13.4	15.8	28.1	24.0	100.0

The table above shows that Cambridge clearly holds most of the *City Living* and *Multicultural* output areas in the county. The district also holds 40.2% of all *Constrained by Circumstances* output areas. The urban nature of Cambridge district explains why its profile differs to the more rural districts in the County.

East Cambridgeshire and Fenland hold smaller numbers of output areas in the County. A large proportion of the county's *Blue Collar Communities* and *Countryside* output areas are located in these districts. Fenland also has a significant proportion of the County's *Constrained by Circumstances* (15.2%) output areas.

Huntingdonshire holds 40.4% of all *Prospering Suburbs* output areas, and over 30% of *Typical Traits* and *Constrained by Circumstances* output areas in the county. Huntingdonshire is larger than Cambridgeshire's other districts. South Cambridgeshire is the second largest and holds 31.9% of all *Countryside* output areas and 29.9% of the *Prospering Suburbs* output areas.

You can find out more about OAC in the county by exploring our OAC social classification page.<sup>4</sup>

<sup>4</sup><http://www.cambridgeshire.gov.uk/business/research/populationresearch/Social+classification.htm>

## 3. Using OAC to analyse the Place Survey

### 3.1 OAC Analysis of the Place Survey

To analyse the Place Survey findings these supergroups and groups are to be reorganised along lines that better reflect Cambridgeshire. In particular the *Countryside* supergroup will be segmented into its three groups. The table below shows the OAC groups and supergroups to be used in the Place Survey analysis. It also shows the OAC profile of each district.

Fig. 6 - OAC to analyse the Place Survey (Output Areas)

Supergroup	Cambridge		East Cambridgeshire		Fenland		Huntingdonshire		South Cambridgeshire	
	no.	%	no.	%	no.	%	no.	%	no.	%
<b>1 Blue Collar Communities</b>	28	8.2	36	14.8	42	14.6	61	11.9	51	11.7
<b>2 City Living</b>	118	34.6	1	0.4	3	1.0	9	1.8	5	1.1
<b>3a Village Life</b>	1	0.3	64	26.2	72	25.0	62	12.1	102	23.4
<b>3b Agricultural</b>	0	0.0	28	11.5	32	11.1	30	5.9	22	5.0
<b>3c Accessible Countryside</b>	4	1.2	31	12.7	18	6.3	40	7.8	55	12.6
<b>4 Prospering Suburbs</b>	24	7.0	36	14.8	56	19.4	158	30.9	117	26.8
<b>5 Constrained by Circumstances</b>	45	13.2	9	3.7	17	5.9	34	6.7	7	1.6
<b>6 Typical Traits</b>	88	25.8	39	16.0	48	16.7	116	22.7	76	17.4
<b>7 Multicultural</b>	33	9.7	0	0.0	0	0.0	1	0.2	1	0.2
<b>Total</b>	<b>341</b>	<b>100.0</b>	<b>244</b>	<b>100.0</b>	<b>288</b>	<b>100.0</b>	<b>511</b>	<b>100.0</b>	<b>436</b>	<b>100.0</b>

Source: OAC

Analysing the key Place Survey results by these nine different OAC supergroups and groups will allow for a more in-depth and relevant analysis of Cambridgeshire's Place Survey results.

The new information displayed here is the breakdown of the *Countryside* supergroup. The group *Village Life* has a large presence in each of the rural districts. *Agricultural* is more significant in East Cambridgeshire and Fenland. *Accessible Countryside* output areas are significant in East Cambridgeshire and South Cambridgeshire.

### 3.2 The Place Survey OAC profile

Out of the 5925 Place Survey respondents across the county 96% of these have been assigned an Output Area Classification. The respondents that have not been classified have therefore been excluded from this analysis. An unclear address is the general reason for why responses have not been assigned an output area classification.

**Fig. 7 - OAC profiles - Place Survey respondents Vs  
Cambridgeshire OAs**

Supergroup/group	Place Survey Respondents (%)	Cambridgeshire Output Areas (%)
<b>1 Blue Collar Communities</b>	11.10	11.98
<b>2 City Living</b>	6.50	7.47
<b>3a Village Life</b>	18.38	16.54
<b>3b Agricultural</b>	5.72	6.15
<b>3c Accessible Countryside</b>	8.80	8.13
<b>4 Prospering Suburbs</b>	22.30	21.48
<b>5 Constrained by Circumstances</b>	5.69	6.15
<b>6 Typical Traits</b>	19.72	20.16
<b>7 Multicultural</b>	1.79	1.92
<b>Total</b>	<b>100</b>	<b>100</b>

*Source: OAC/Place Survey 2008*

It can be seen that the OAC profile of the Place Survey respondents generally matches the profile of Cambridgeshire as a whole. This will help ensure a representative analysis.

### **3.3 Further OAC analysis of the Place Survey**

Existing analysis of the Place Survey has already revealed some interesting revelations. Some of these can be explored in greater depth by exploring these specific issues using the full range of 21 OAC groups available in this analysis. Issues to be considered for further analysis include:

- Community cohesion in Fenland
- Sense of belonging to the neighbourhood in Cambridge
- Respect and consideration shown to one another in Fenland
- Anti-social behaviour in Fenland and South Cambridgeshire
- Influencing local decision making in Cambridge and Fenland.

This will help provide a more comprehensive analysis of the Place Survey findings.

There is also a Cambridgeshire Atlas available that shows the Place Survey results, this atlas includes the OAC classifications to offer more in-depth analysis. Please visit the following link:

<http://map1.cambridgeshire.gov.uk/observe/Flash/Place%20Survey%202008/atlas.html>

## 4. Place Survey OAC Analysis

### 4.1 Introduction

The key results coming out of the Place Survey will now be analysed using the Output Area Classification (OAC) tool. This will largely include a number of the key national indicators. The analysis will focus on the following themes:

- Community Cohesion
- Sense of Belonging
- Respect and Consideration
- Community Safety
- Anti-Social Behaviour
- Inclusion and Involvement
- Satisfaction with Public Services

Analysing by theme will help us understand how different social groups in our community feel about the above issues in their local area. Information drawn from the Cambridgeshire Place Survey Atlas<sup>5</sup> will also be drawn upon to offer greater insight.

The data presented for each OAC is unweighted. The overall data for the various district councils reports the weighted data released by the Department for Communities and Local Government.

### 4.2 Community Cohesion (NI 1)

Data from the Place Survey is used to report National Indicator 1: *% that agree that their local area is a place where people from different backgrounds get on well together* (NI 1). NI 1 is used to measure levels of community cohesion in local areas across the country. Applying the output area classification allows us to discover the views of social groups on community cohesion in their local area.

**Fig. 8 - NI 1: % that agree that their local area is a place where people from different backgrounds get on well together**

Supergroup	Cambridge	East Cambridgeshire	Fenland	Huntingdonshire	South Cambridgeshire	Cambridge shire
<b>1 Blue Collar Communities</b>	75.8	66.1	56.9	69.3	86.1	<b>69.4</b>
<b>2 City Living</b>	90.8	-	-	-	-	<b>90.3</b>
<b>3a Village Life</b>	-	80.9	64.7	77.6	90.1	<b>78.6</b>
<b>3b Agricultural</b>	-	81.8	59.5	97.0	95.7	<b>77.8</b>
<b>3c Accessible Countryside</b>	-	92.3	72.9	92.8	88.4	<b>87.9</b>
<b>4 Prospering Suburbs</b>	90.7	80.3	66.3	83.9	88.3	<b>81.6</b>
<b>5 Constrained by Circumstances</b>	76.1	70.0	45.9	72.3	76.9	<b>69.3</b>
<b>6 Typical Traits</b>	89.2	78.7	66.1	80.8	83.0	<b>81.1</b>
<b>7 Multicultural</b>	85.7	-	-	-	-	<b>84.7</b>
<b>Total*</b>	<b>86.3</b>	<b>79.1</b>	<b>61.9</b>	<b>80.0</b>	<b>82.4</b>	<b>79.0</b>

(-) number too small to count/ \*Total figures report the CLG released weighted data

Source: Place Survey 2008/OAC

<sup>5</sup> <http://map1.cambridgeshire.gov.uk/observe/Flash/Place%20Survey%202008/atlas.html>

Across the county it can be seen that those from the *Accessible Countryside*, *Prospering Suburbs* and *Typical Traits* output areas were more likely to agree that people from different backgrounds get on well together. About 69% of those from *Constrained by Circumstances* and *Blue Collar Communities* agreed people from different backgrounds get on well together. This is a 10 percentage points less than the countywide figure.

*Blue Collar Communities* in South Cambridgeshire go against the county norm and a high percentage (86.1%) from this supergroup agreed that people from different backgrounds get on well together. In South Cambridgeshire the *Blue Collar Communities* classified output areas are almost wholly *Older Blue Collar*. *Blue Collar Communities* elsewhere in the county have sizeable proportions of *Younger Blue Collar* respondents, who provide a more negative response.

The majority of respondents in Cambridge agree that people from different backgrounds get on well together. Groups with a lower level of agreement include *Blue Collar Communities* and *Constrained by Circumstances*. The Cambridgeshire Atlas shows that the East Chesterton ward reports a much lower score for this indicator. This ward has a number of *Blue Collar Communities* classified output areas, amongst a mix of *City Living*, *Constrained by Circumstances* and *Typical Traits*.

The level of agreement with the statement is slightly lower in the districts East Cambridgeshire and Huntingdonshire. In these districts those categorised as *Blue Collar Communities* and *Constrained by Circumstances* report the lowest level of agreement.

Fenland respondents have been significantly less likely to feel that people from different backgrounds get on well together in their local area. Issues of community cohesion are viewed with more concern in this district when compared to the rest of the county. *Blue Collar Communities*, *Constrained by Circumstances*, and *Agricultural* show the lowest level of agreement. Issues of community cohesion in Fenland are to be explored further in the next chapter.

### 4.3 Sense of Belonging (NI 2)

The Place Survey asks about people's sense of belonging to their local neighbourhood. This data is used to report National Indicator 2: % of people who 'very' or 'fairly' strongly feel that they belong to their neighbourhood. It is also agreed that those with a stronger sense of belonging are more likely to view anti-social behaviour as less of a problem and are generally more likely to take part in civic activity.

Fig. 9 shows that across the county the *Constrained by Circumstances* and *Typical Traits* supergroups were less likely to have a strong sense of belonging to their local neighbourhood. In contrast 71% of the *Accessible*

*Countryside* group are most likely to have a strong sense of belonging to their local neighbourhood.

**Fig. 9 - NI 2: % of people who 'very' or 'fairly' strongly feel that they belong to their neighbourhood**

Supergroup	Cambridge	East Cambridgeshire	Fenland	Huntingdonshire	South Cambridgeshire	Cambridge shire
<b>1 Blue Collar Communities</b>	65.4	62.3	56.0	58.3	67.3	<b>61.3</b>
<b>2 City Living</b>	53.9	-	-	-	-	<b>53.2</b>
<b>3a Village Life</b>	-	71.1	61.8	72.1	69.5	<b>68.0</b>
<b>3b Agricultural</b>	-	64.1	71.4	63.0	77.5	<b>68.4</b>
<b>3c Accessible Countryside</b>	-	72.7	67.1	69.8	73.2	<b>71.1</b>
<b>4 Prospering Suburbs</b>	57.4	61.1	67.1	67.1	70.1	<b>66.1</b>
<b>5 Constrained by Circumstances</b>	51.3	57.6	54.9	67.2	61.1	<b>56.8</b>
<b>6 Typical Traits</b>	58.5	60.1	56.4	54.6	59.1	<b>57.6</b>
<b>7 Multicultural</b>	51.8	-	-	-	-	<b>50.6</b>
<b>Total</b>	<b>48.0</b>	<b>61.1</b>	<b>58.1</b>	<b>59.8</b>	<b>63.9</b>	<b>58.6</b>

(-) number too small to count/ \*Total figures report the CLG released weighted data

Source: Place Survey 2008/OAC

South Cambridgeshire residents have a stronger sense of belonging to their neighbourhood. The countryside groups *Accessible Countryside* and *Agricultural* show the strongest sense of belonging. *Prospering Suburbs* also have a strong sense of belonging. Only 59% of *Typical Traits* respondents have a strong sense of belonging to their neighbourhood in South Cambridgeshire.

East Cambridgeshire, Fenland and Huntingdonshire all have similar rates for NI 2. However the sense of belonging experienced by the different OAC supergroups and groups differ widely across the districts. *Constrained by Circumstances* respondents report the weakest sense of belonging in East Cambridgeshire and Fenland, but report a much stronger sense of belonging in Huntingdonshire. *Village Life* respondents have a stronger sense of belonging in East Cambridgeshire and Huntingdonshire; in Fenland the response is weaker.

Cambridge residents have a weaker sense of belonging to their local neighbourhood. In particular the *City Living* (53.9%), *Constrained by Circumstances* (51.3%) and *Multicultural* (51.8%) supergroups show the weakest sense of belonging in the district. This will be explored further in the next chapter.

#### **4.4 Respect and Consideration (NI 23)**

The Place Survey records perceptions to the level of respect and consideration shown to one another. National Indicator 23: *% of people who perceive people not treating each other with respect and consideration is a problem in their local area* (NI 23) reports this data. There is a strong correlation between those that perceive a lack of respect and consideration in

their local area and those that disagree people from different backgrounds get on well together.

**Fig. 10 - NI 23 - % of people who perceive people not treating each other with respect and consideration is a problem in their local area**

Supergroup	Cambridge	East Cambridgeshire	Fenland	Huntingdonshire	South Cambridgeshire	Cambridge shire
<b>1 Blue Collar Communities</b>	31.5	40.0	54.8	42.0	19.8	<b>39.3</b>
<b>2 City Living</b>	19.1	-	-	-	-	<b>20.4</b>
<b>3a Village Life</b>	-	18.4	32.8	14.5	15.6	<b>21.5</b>
<b>3b Agricultural</b>	-	20.8	19.6	16.3	8.3	<b>18.2</b>
<b>3c Accessible Countryside</b>	-	11.4	21.5	11.9	13.4	<b>14.1</b>
<b>4 Prospering Suburbs</b>	11.7	23.9	33.2	18.7	13.7	<b>20.4</b>
<b>5 Constrained by Circumstances</b>	36.7	24.2	54.9	27.6	37.5	<b>36.7</b>
<b>6 Typical Traits</b>	20.5	26.0	35.9	23.9	21.6	<b>24.6</b>
<b>7 Multicultural</b>	26.1	-	-	-	-	<b>26.7</b>
<b>Total</b>	<b>23.0</b>	<b>23.8</b>	<b>38.1</b>	<b>22.2</b>	<b>17.1</b>	<b>24.0</b>

(-) number to small to count/ \*Total figures report the CLG released weighted data

Source: Place Survey 2008/OAC

39% of *Blue Collar Communities* across Cambridgeshire perceive the lack of respect and consideration being shown to one another is a problem in their local area. However in South Cambridgeshire the percentage of this group is a lot smaller. In Huntingdonshire the proportion of *Blue Collar Communities* (42%) regarding this issue as a problem far exceeds the reported figures of other OAC supergroups and groups in the district. The Cambridgeshire Atlas reveals that the Huntingdon North ward reports a very high perception of lack of respect and consideration being shown in the local area. It is a ward almost wholly comprised of *Blue Collar Communities* classified output areas.

A high percentage of people in Fenland perceive that people not treating one another with respect and consideration is a problem in their local area. When this is broken down using OAC it can be seen that over half of Fenland's *Blue Collar Communities* and *Constrained by Circumstances* respondents view this issues as a problem. This is explored further in the next chapter.

#### **4.5 Perceptions of Anti-Social Behaviour (NI 17)**

The Place Survey asks respondents to judge whether a list of anti-social behaviours are a problem in their local area. This list includes drug use, drunk behaviour, vandalism/graffiti, teenagers hanging around, noisy neighbours, rubbish/litter, and abandoned/burnt cars. This information is collated to report an overall perception of anti-social behaviour in local areas and this data is then used to report National Indicator 17: *perceptions of anti-social behaviour* (NI17).

**Fig. 11 - NI 17: Perceptions of anti-social behaviour**

Supergroup	Cambridge	East Cambridgeshire	Fenland	Huntingdonshire	South Cambridgeshire	Cambridgeshire
<b>1 Blue Collar Communities</b>	19.4	24.8	30.6	26.9	11.7	<b>23.4</b>
<b>2 City Living</b>	14.8	-	-	-	-	<b>15.7</b>
<b>3a Village Life</b>	-	9.4	16.5	4.7	5.5	<b>9.8</b>
<b>3b Agricultural</b>	-	5.4	13.2	2.5	0.0	<b>7.4</b>
<b>3c Accessible Countryside</b>	-	8.1	13.2	4.3	5.3	<b>7.2</b>
<b>4 Prospering Suburbs</b>	3.7	10.7	18.0	7.4	6.6	<b>9.5</b>
<b>5 Constrained by Circumstances</b>	16.7	8.0	30.8	21.6	21.4	<b>19.5</b>
<b>6 Typical Traits</b>	14.0	21.0	28.3	12.9	9.0	<b>15.8</b>
<b>7 Multicultural</b>	19.2	-	-	-	-	<b>18.9</b>
<b>Total</b>	<b>15.2</b>	<b>13.4</b>	<b>20.1</b>	<b>10.5</b>	<b>7.5</b>	<b>12.6</b>

(-) number to small to count/ \*Total figures report the CLG released weighted data

Source: Place Survey 2008/OAC

Perceptions of anti-social behaviour are generally low across the county; however certain social groups are more likely to feel that anti-social behaviour issues are a problem in their local area. Countywide 23.4% of *Blue Collar Communities* perceive anti-social behaviour as a problem in their local areas. This percentage is higher in East Cambridgeshire, Fenland and Huntingdonshire. Respondents from the supergroup *Constrained by Circumstances* also tend to report high perceptions of anti-social behaviour in their local areas.

Respondents from the *Countryside* groups report low perceptions of anti-social behaviour in their local areas, especially in East Cambridgeshire, Huntingdonshire and South Cambridgeshire. Those living in *Prospering suburbs* in Cambridge, Huntingdonshire and South Cambridgeshire also report low levels of anti-social behaviour.

The Cambridgeshire Atlas shows that two wards in the county show alarmingly high perceptions of anti-social behaviour. Littleport West in East Cambridgeshire and Medworth in Fenland report anti-social behaviour perception levels around 50%. The OAC make up of these wards offers a little more insight. Littleport West generally consists of output areas classified as *Blue Collar Communities*, but also includes *Typical Traits*. Medworth on the other hand is a lot more mixed and includes *Prospering Suburbs*, *Typical Traits*, *Village Life* and *Constrained by Circumstances*.

In the next chapter some further investigation is conducted upon the differences in perceptions to anti-social behaviour in Fenland and South Cambridgeshire.

#### **4.6 Influencing Local Decisions (NI 4)**

The Place Survey asks whether you agree you can influence decisions locally. The results from this are used to report National Indicator 4: % of people who agree they can influence decisions in their locality (NI 4). This is often used to measure local people's sense of inclusion and value within their

local community. To feel able to influence local decisions is recognising that your voice is counted within the local community/area.

**Fig.12 - NI 4: % of people who feel they can influence decisions in their locality**

Supergroup	Cambridge	East Cambridgeshire	Fenland	Huntingdonshire	South Cambridgeshire	Cambridge
<b>1 Blue Collar Communities</b>	36.1	26.3	23.3	28.0	31.3	<b>28.3</b>
<b>2 City Living</b>	42.1	-	-	-	-	<b>42.1</b>
<b>3a Village Life</b>	-	32.3	23.4	28.8	32.9	<b>29.3</b>
<b>3b Agricultural</b>	-	31.5	28.0	21.4	37.5	<b>29.3</b>
<b>3c Accessible Countryside</b>	-	35.9	28.9	33.3	46.1	<b>37.0</b>
<b>4 Prospering Suburbs</b>	38.6	25.3	21.9	27.4	34.2	<b>28.8</b>
<b>5 Constrained by Circumstances</b>	30.6	42.9	37.5	27.5	33.3	<b>32.7</b>
<b>6 Typical Traits</b>	34.8	28.9	26.6	33.0	28.7	<b>31.1</b>
<b>7 Multicultural</b>	38.6	-	-	-	-	<b>38.8</b>
<b>Total</b>	<b>38.9</b>	<b>27.6</b>	<b>23.5</b>	<b>27.8</b>	<b>33.6</b>	<b>30.5</b>

(-) number too small to count/ \*Total figures report the CLG released weighted data

Source: Place Survey 2008/OAC

Those residing in Cambridge are more likely to feel that they can influence decisions in their local area when compared to people in other parts of the county. This is particularly the case for the city's *City Living* community (40%) but not for the *Constrained by Circumstances* respondents. South Cambridgeshire residents also have a higher proportion of respondents who feel they can influence decisions in their local area. Nearly 50% of the *Accessible Countryside* community in South Cambridgeshire feel their voice is heard.

Communities in Fenland are some of the least likely to feel they can influence decisions in their locality. Interestingly in Fenland it is the *Prospering Suburbs* group that is least likely to feel this while those classed as *Constrained by Circumstances* are more likely to feel they can influence decisions in their local area. The differences between Fenland and Cambridge in NI 4 will be explored further in the next chapter.

#### **4.7 Satisfaction with the county council and value for money**

All local authorities have a key interest in the Place Survey questions asking respondents about their views on their council. These questions ask about satisfaction levels with the way the county council runs things and whether you feel the county council provide value for money. Local authorities can get a better understanding of how the public view its levels of spending and whether they are satisfied with the way the county council run things. The information below refers to Cambridgeshire County Council only and does not refer to the district councils.

**Fig. 13 - % of people satisfied overall with the way the County Council runs things**

Supergroup	Cambridge	East Cambridgeshire	Fenland	Huntingdonshire	South Cambridgeshire	Cambridge shire
<b>1 Blue Collar Communities</b>	46.3	43.5	37.0	36.5	46.9	<b>41.5</b>
<b>2 City Living</b>	38.8	-	-	-	-	<b>39.3</b>
<b>3a Village Life</b>	-	45.1	40.8	43.1	42.6	<b>42.7</b>
<b>3b Agricultural</b>	-	37.9	42.0	34.3	26.5	<b>37.7</b>
<b>3c Accessible Countryside</b>	-	50.5	39.0	50.5	48.1	<b>47.0</b>
<b>4 Prospering Suburbs</b>	41.3	34.9	35.6	47.1	41.4	<b>40.9</b>
<b>5 Constrained by Circumstances</b>	47.3	43.3	48.9	38.6	41.2	<b>44.8</b>
<b>6 Typical Traits</b>	39.7	38.6	35.6	49.4	41.2	<b>41.6</b>
<b>7 Multicultural</b>	50.6	-	-	-	-	<b>50.6</b>
<b>Total</b>	<b>50.3</b>	<b>43.9</b>	<b>42.6</b>	<b>50.4</b>	<b>43.5</b>	<b>46.7</b>

(-) number too small to count/ \*Total figures report the CLG released weighted data

Source: Place Survey 2008/OAC

Across the county 38% of the *Agricultural* group are satisfied with the way the council runs things. The *Accessible Countryside* group (47%) are more likely to be satisfied with the way the council runs things. Residents in Cambridge and Huntingdonshire show higher levels of satisfaction with the way the council runs things. Fenland report the lowest satisfaction level amongst the districts.

While there is a reasonably high level of satisfaction with the council in Cambridge, it can be seen that *City Living* groups (38.8%) were less likely to be satisfied with the way the council runs things. Those residing in *Multicultural* (50.6%) classified output areas show higher levels of satisfaction. Huntingdonshire is another district showing a higher level of satisfaction. The *Agricultural*, *Blue Collar Communities* and *Constrained by Circumstances* respondents in the district all report lower levels of satisfaction with the council.

Interestingly in Fenland it is respondents from the *Prospering Suburbs* and *Typical Traits* that are less likely to be satisfied with the way the council runs things. *Blue Collar Communities* and *Accessible Countryside* also report lower levels of satisfaction. In a reversal to the countywide findings *Agricultural* respondents in Fenland are more satisfied with the way the council runs things.

Most OAC classifications in South Cambridgeshire show a high level of satisfaction with the council. However the *Agricultural* group report a very low level of satisfaction, with only 26.5% being satisfied with the way the council runs things.

**Fig. 14 - % of people who feel the County Council provide value for money**

Supergroup	Cambridge	East Cambridgeshire	Fenland	Huntingdonshire	South Cambridgeshire	Cambridge shire
<b>1 Blue Collar Communities</b>	25.0	32.2	27.1	28.9	32.2	<b>29.3</b>
<b>2 City Living</b>	27.6	-	-	-	-	<b>29.3</b>
<b>3a Village Life</b>	-	30.2	27.0	35.0	31.2	<b>30.1</b>
<b>3b Agricultural</b>	-	25.9	24.1	28.6	25.0	<b>25.4</b>
<b>3c Accessible Countryside</b>	-	31.4	37.0	37.5	35.2	<b>34.6</b>
<b>4 Prospering Suburbs</b>	29.1	24.9	25.6	35.0	29.0	<b>29.5</b>
<b>5 Constrained by Circumstances</b>	38.8	41.9	25.5	30.6	33.3	<b>34.6</b>
<b>6 Typical Traits</b>	30.5	25.8	27.7	33.9	34.5	<b>31.1</b>
<b>7 Multicultural</b>	48.6	-	-	-	-	<b>48.7</b>
<b>Total</b>	<b>40.8</b>	<b>32.2</b>	<b>29.6</b>	<b>39.3</b>	<b>33.1</b>	<b>35.4</b>

(-) number too small to count/ \*Total figures report the CLG released weighted data

Source: Place Survey 2008/OAC

The percentages of respondents reporting that they feel the council provide value for money are lower than the satisfaction rates. However there is some correlation in that countywide *Agricultural* respondents are least likely to feel the council provide value for money. Responses from *Blue Collar Communities* and *Prospering Suburbs* also show lower percentages for those who feel the council provide value for money.

Cambridge residents are more likely to feel that the council provide value for money. Particularly the *Multicultural* and *Constrained by Circumstances* supergroups. Only 25% of the *Blue Collar Communities* in the city feel the council provide value for money. Huntingdonshire also reports a higher percentage of those feeling the council provide value for money. *Blue Collar Communities* (28.9%) and *Agricultural* (28.6%) respondents in Huntingdonshire report the lowest percentages in the district.

Fenland reports a smaller percentage for this question. Most of the classifications report a similar low percentage for those feeling the council provide value for money. *Accessible Countryside* respondents in Fenland report the highest percentage in the district at 37%.

*Blue Collar Communities* in East and South Cambridgeshire are more likely to feel that the council provides value for money in comparison to other *Blue Collar Communities* across the county. In East Cambridgeshire *Prospering Suburbs* respondents are significantly less likely to feel the council provide value for money. Whereas those *Constrained by Circumstances* report a much higher percentage, 41.9% of this group feel the council provide value for money.

## 5. Further OAC Analysis

### 5.1 Introduction

Existing analysis of the Place Survey has already revealed some interesting insights. Some of these can be explored in greater depth by exploring these specific issues using the full range of 21 OAC groups available in this analysis. Issues to be considered for further analysis include:

- Community cohesion in Fenland
- Sense of belonging to the neighbourhood in Cambridge
- Respect and consideration shown to one another in Fenland
- Comparison of perceptions to Anti-social behaviour in Fenland and South Cambridgeshire
- Comparison of those agreeing to be able to Influence local decision making in Cambridge and Fenland.

The analysis will be conducted by OAC groups, the table below shows how each of these groups relate to the supergroups.

**Fig. 15 - OAC supergroups and groups**

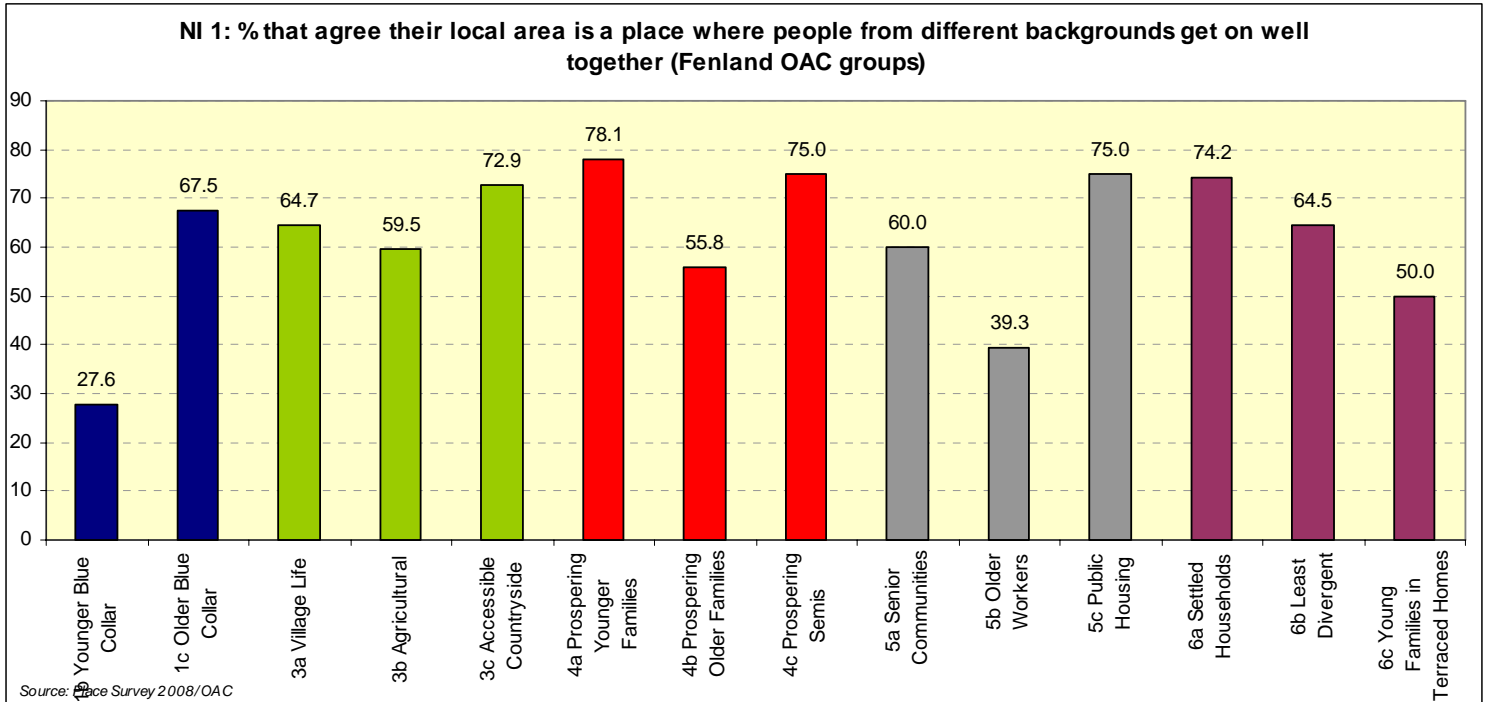
Supergroup	Group
<b>1 Blue Collar Communities</b>	<b>1a Terraced Blue Collar</b>
	<b>1b Younger Blue Collar</b>
	<b>1c Older Blue Collar</b>
<b>2 City Living</b>	<b>2a Transient Communities</b>
	<b>2b Settled in the City</b>
<b>3 Countryside</b>	<b>3a Village Life</b>
	<b>3b Agricultural</b>
	<b>3c Accessible Countryside</b>
<b>4 Prospering Suburbs</b>	<b>4a Prospering Younger Families</b>
	<b>4b Prospering Older Families</b>
	<b>4c Prospering Semis</b>
	<b>4d Thriving Suburbs</b>
<b>5 Constrained by Circumstances</b>	<b>5a Senior Communities</b>
	<b>5b Older Workers</b>
	<b>5c Public Housing</b>
<b>6 Typical Traits</b>	<b>6a Settled Households</b>
	<b>6b Least Divergent</b>
	<b>6c Young Families in Terraced Homes</b>
	<b>6d Aspiring Households</b>
<b>7 Multi-Cultural</b>	<b>7a Asian Communities</b>
	<b>7b African-Caribbean Communities</b>

Source: OAC

## 5.2 Community cohesion in Fenland

Current analysis of the Place Survey findings have shown that Fenland report a much lower percentage for National Indicator 1: *% that agree their local area is a place where people from different backgrounds get on well together* compared to the rest of the county and country. The Cambridgeshire Place Survey Atlas<sup>6</sup> shows that the hotspots for lack of community cohesion in the district are in wards located in Wisbech and Chatteris.

**Fig. 16 Fenland OAC groups scores for NI 1**



The chart shows the Fenland OAC groups' scores for NI 1. It can be seen that the *Younger Blue Collar* (27.6%) and *Older Workers* (39.3%) groups report significantly low percentages for those who agree that people from different backgrounds get on well together. All *Younger Blue Collar* output areas are located in Fenland's market towns, the majority being in Wisbech. The same can be said for the location of *Older Workers* output areas. *Older Blue Collar* communities, generally located on the outskirts of Fenlands market towns, have a much higher level of agreement with the statement.

The data indicates that those residing in *Younger Blue Collar* and *Older Worker* output areas are currently experiencing community cohesion problems. These areas may have undergone recent changes in its demography that has led to an increase in community tensions. Over the last few years parts of Fenland have experienced a growth in East European migration. This could be a factor in increased tensions in the region.

<sup>6</sup> <http://map1.cambridgeshire.gov.uk/observe/Flash/Place%20Survey%202008/atlas.html>

### 5.3 Sense of belonging in Cambridge

Cambridge residents have a weaker sense of belonging to their neighbourhood when compared to Cambridgeshire's other districts and the national rate. Only 48% in the city felt they strongly belonged to their neighbourhood. The Cambridgeshire Atlas shows that there is a weaker sense of belonging in the North East of the city.

**Fig. 17 - NI 2: % that very or fairly strongly feel they belong to their neighbourhood (Cambridge OAC groups)**

Cambridge OAC Group	%
1a Terraced Blue Collar	81.3
1b Younger Blue Collar	66.0
1c Older Blue Collar	46.7
2a Transient Communities	48.4
2b Settled in the City	54.5
4b Prospering Older Families	43.3
4c Prospering Semis	64.3
5a Senior Communities	71.4
5b Older Workers	51.9
5c Public Housing	0.0
6a Settled Households	64.5
6b Least Divergent	53.1
6c Young Families in Terraced Homes	44.4
6d Aspiring Households	64.5
7a Asian Communities	55.1
7b African-Caribbean Communities	14.3

Source: OAC/Place Survey 2008

The table shows the low sense of belonging to the neighbourhood from respondents residing in *African-Caribbean Communities*, *Prospering Older Families* and *Young Families in Terraced Homes* output areas. The OAC groups *Terraced Blue Collar*, *Senior Communities* and *Younger Blue Collar* all show high levels of a strong sense of belonging to their neighbourhood.

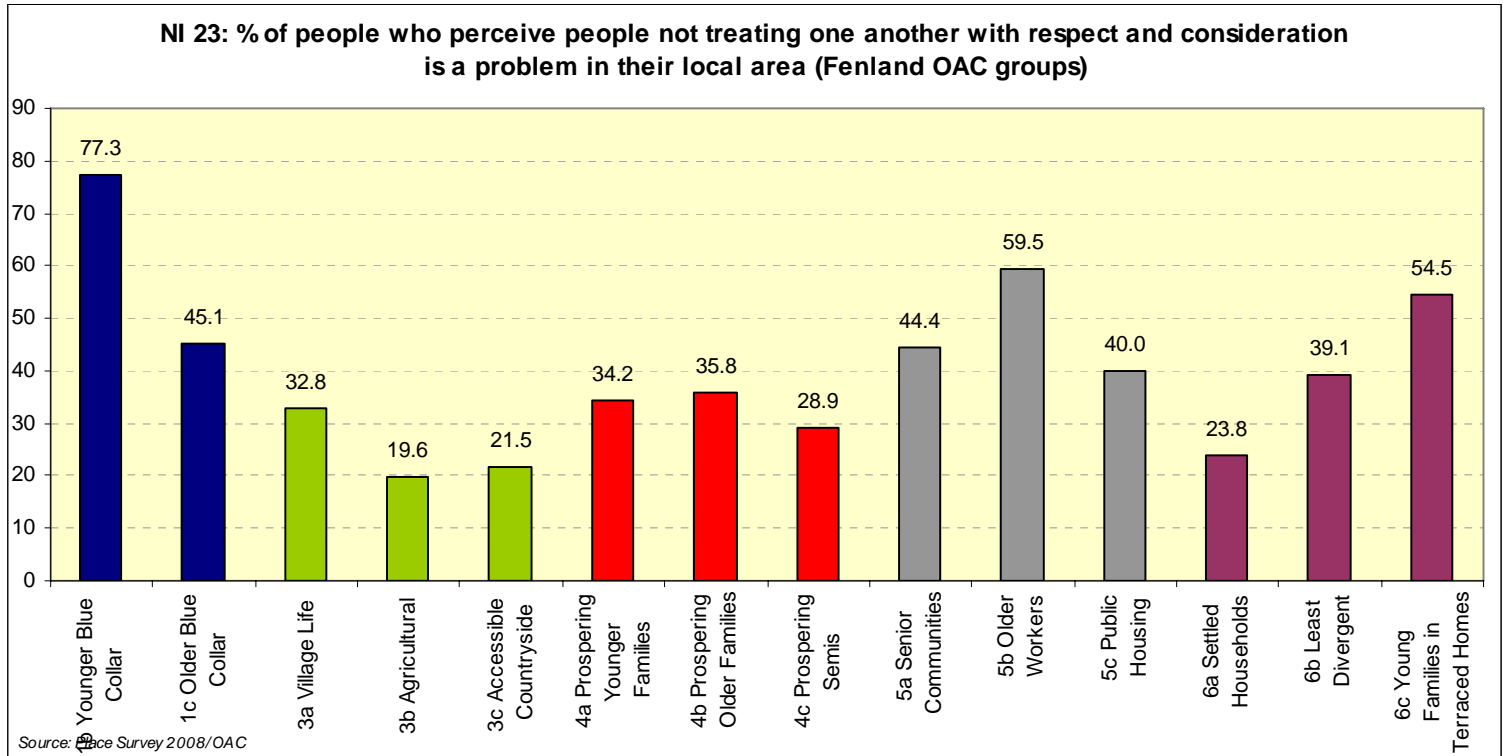
A very small number of respondents came from the Public Housing group and all of those questioned did not feel strong connections to their neighbourhood. It should be remembered that there are also high levels of public housing residents in the *Blue Collar Communities* and other groups in *Constrained by Circumstances*.

Interestingly OAC groups that have higher proportions of older residents report that they are less likely to have a strong sense of belonging to their neighbourhood. The OAC groups *Older Blue Collar* (46.7%), *Prospering Older Families* (43.3%) and *Older Workers* (51.9%) report amongst the lowest percentages for those feeling a sense of belonging to their neighbourhood.

## 5.4 Respect and Consideration in Fenland

A significant proportion of Fenland residents felt that there was a lack of respect and consideration shown to one another in their local area. For NI 23: 38% of people in Fenland perceive people not treating one another with respect and consideration is a problem in their local area. This figure is significantly higher than the county, regional and national rates. It therefore requires further investigation.

Fig. 18 - Fenland OAC scores for NI 23



The analysis by OAC groups shows that *Younger Blue Collar* communities in Fenland are much more likely to feel that there is a lack of respect and consideration shown to one another in their local area. *Older Workers* from the supergroup *Constrained by Circumstances* are also more likely to feel there is a lack of respect and consideration shown to one another.

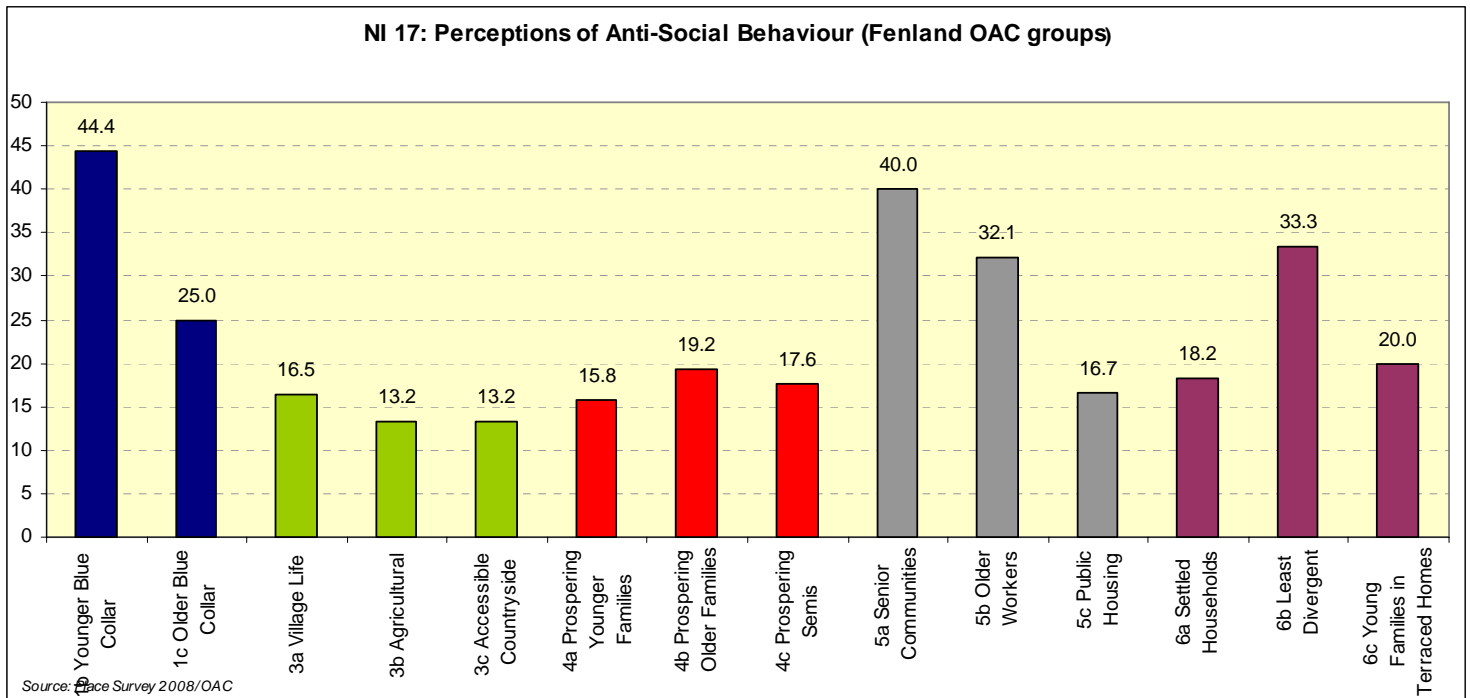
Interestingly these are the same groups that are most likely to feel that people from different backgrounds do not get on well together. These output areas are located in the urban areas of Fenland, primarily in Wisbech. It gives greater credence to the view that recent changes in these areas have contributed to the community cohesion issues currently being experienced in the area.

Groups in the *Countryside* supergroup are less likely to feel that people not treating one another with respect and consideration is a problem in their local area. The same can be said but to a lesser extent for those in the *Prospering Suburbs* supergroup.

## 5.5 Anti-Social Behaviour in Fenland and South Cambridgeshire

The perceptions of anti-social behaviour in Fenland are on par with the national average (about 20%), but significantly higher than the overall Cambridgeshire rate 12.6%. In South Cambridgeshire the picture is very different with perceptions of anti-social behaviour only being 7.5%. This difference requires further investigation.

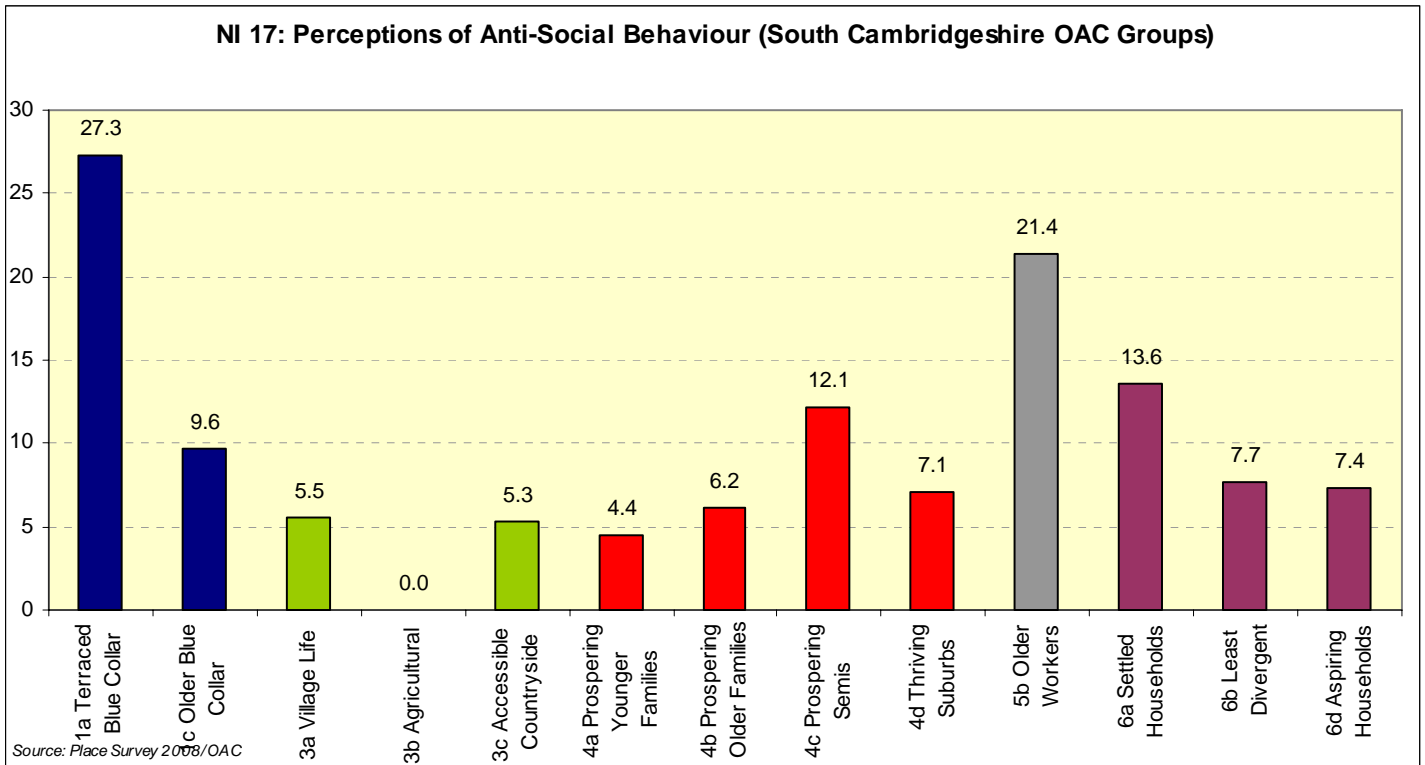
**Fig. 19 - Fenland OAC group scores for NI 17**



A pattern is clearly emerging in Fenland that specific OAC groups are more likely to be dissatisfied over certain issues. *Younger Blue Collar* communities and the *Senior Communities* and *Older Workers* groups in the *Constrained by Circumstances* supergroup show up as having higher perceptions of anti-social behaviour in their local area.

Fig. 20 reveals that South Cambridgeshire's OAC groups generally have significantly lower perceptions of anti social behaviour in their local area. It is *Terraced Blue Collar* communities in South Cambridgeshire that have a higher perception of anti-social behaviour in the district. The *Older Workers* group also report high levels of anti-social behaviour perceptions. In South Cambridgeshire there have been no respondents from the OAC group *Younger Blue Collar* Communities.

Fig. 20 South Cambridgeshire OAC group scores for NI 17



The OAC profiles differ between Fenland and South Cambridgeshire. Groups that have high perceptions of anti-social behaviour in Fenland all have significantly lower perceptions in South Cambridgeshire. For example the *Least Divergent* group in Fenland report perceptions of anti-social behaviour at 33.3%, in South Cambridgeshire this same group report a much smaller 7.7%. Clearly anti-social behaviour issues in Fenland are contributing to this higher level of perception in the district.

## 5.6 Influencing local decisions in Cambridge and Fenland

Cambridge reports a high score for NI 4: % of people who agree they can influence decisions in their locality. The district rate of 39% is higher than both the countywide rate of 30.5% and the national rate 29%. Fig. 21 shows the OAC groups that are most likely to feel able to influence local decisions.

The table below reveals that most OAC groups in the city report a significant proportion of respondents feeling they can influence decisions in their locality. Respondents living in output areas classified as *Settled in the City* and *Asian Communities* are more likely to feel they can influence decisions in their locality. Responses from *Transient Communities*, *African-Caribbean Communities* and *Public Housing* are all much lower.

**Fig. 21 - NI 4: % of people who agree they can influence decisions in their locality (Cambridge OAC groups)**

Cambridge OAC Group	%
1a Terraced Blue Collar	31.3
1b Younger Blue Collar	39.5
1c Older Blue Collar	33.3
2a Transient Communities	29.2
2b Settled in the City	43.4
4b Prospering Older Families	38.5
4c Prospering Semis	33.3
5a Senior Communities	37.5
5b Older Workers	30.3
5c Public Housing	25.0
6a Settled Households	31.0
6b Least Divergent	34.9
6c Young Families in Terraced Homes	37.5
6d Aspiring Households	35.1
7a Asian Communities	40.8
7b African-Caribbean Communities	14.3

Source: OAC/Place Survey 2008

In contrast, Fenland have a much lower figure of people who agree they can influence decisions in their locality. Fig. 22 explores how each of the different OAC groups in Fenland responds to NI 4.

**Fig. 22 - NI 4: % of people who agree they can influence decisions in their locality (Fenland OAC groups)**

OAC Group	%
1b Younger Blue Collar	15.2
1c Older Blue Collar	26.5
3a Village Life	23.4
3b Agricultural	28.0
3c Accessible Countryside	28.9
4a Prospering Younger Families	17.6
4b Prospering Older Families	19.0
4c Prospering Semis	28.4
5a Senior Communities	60.0
5b Older Workers	30.0
5c Public Housing	60.0
6a Settled Households	20.9
6b Least Divergent	27.1
6c Young Families in Terraced Homes	45.5

Source: OAC/Place Survey 2008

In Fenland the groups *Senior Communities* and *Public Housing* report surprisingly high percentages, however there were very few responses from these groups and these figures should be treated with caution. Interestingly *Younger Blue Collar* respondents are significantly less likely to agree they can influence decisions in their locality. This is the same group that view their local area to have anti-social behaviour and community cohesion problems. This is therefore a group that feels unable to impact upon local issues in their area.

A significantly large proportion of Cambridge's respondents are from the *Settled in the City* OAC group. This group report a high percentage for those feeling they can influence decisions in their locality. This group is non-existent in Fenland.

## 6. Conclusions

- The Cambridgeshire OAC profile is dominated by the supergroups *Countryside* (31%), *Prospering Suburbs* (21%) and *Typical Traits* (20%).
- The small percentage of *City Living* (7%) and *Multicultural* (2%) output areas are almost wholly located in Cambridge.
- Both supergroups *Blue Collar Communities* and *Constrained by Circumstances* report 69% agreement that people from different backgrounds get on well together.
- Further analysis reveals the problem to be much worse in Fenland where only 28% of OAC group *Younger Blue Collar* and 39% of *Older Worker* agree people from different backgrounds get on well together.
- *Countryside* OAC groups are more likely to have a stronger sense of belonging to their neighbourhood, 71% of *Accessible Countryside* and 68% of both *Village Life* and *Agricultural* feel strongly they belong to their neighbourhood.
- Supergroups *Blue Collar Communities* (39%) and *Constrained by Circumstances* (37%) are most likely to perceive that people not treating each other with respect and consideration is a problem in their local area.
- These supergroups also hold the highest perceptions of anti-social behaviour in their local area, 23% for *Blue Collar Communities* and 20% for *Constrained by Circumstances*.
- 37% of people from *Accessible Countryside* feel they can influence decisions in their local area.
- The *Agricultural* OAC group are less likely to be satisfied with the way the county council runs things and less likely to feel the county council provide value for money.
- OAC groups in Fenland are more likely to perceive anti-social behaviour to be a problem in comparison to the same groups in South Cambridgeshire.

---

**Gurjeet Rajania: Senior Research Officer**  
Research Group, Cambridgeshire County Council,  
[www.cambridgeshire.gov.uk/business/research/](http://www.cambridgeshire.gov.uk/business/research/)  
Tel: 01223 699923, Email: [gurjeet.rajania@cambridgeshire.gov.uk](mailto:gurjeet.rajania@cambridgeshire.gov.uk)