

# Using the 'Rural Share'

Looking at rural issues within Oxfordshire's  
Joint Strategic Needs Assessment

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# Understanding Populations & Needs

- “ Needs assessments and commissioning decisions often based on geographical levels (LSOAs, Wards, GP area etc.)
- “ Joint Strategic Needs Assessment (JSNA) uses tools like the Index of Multiple Deprivation (IMD)
- “ IMD often leads to certain areas always being highlighted

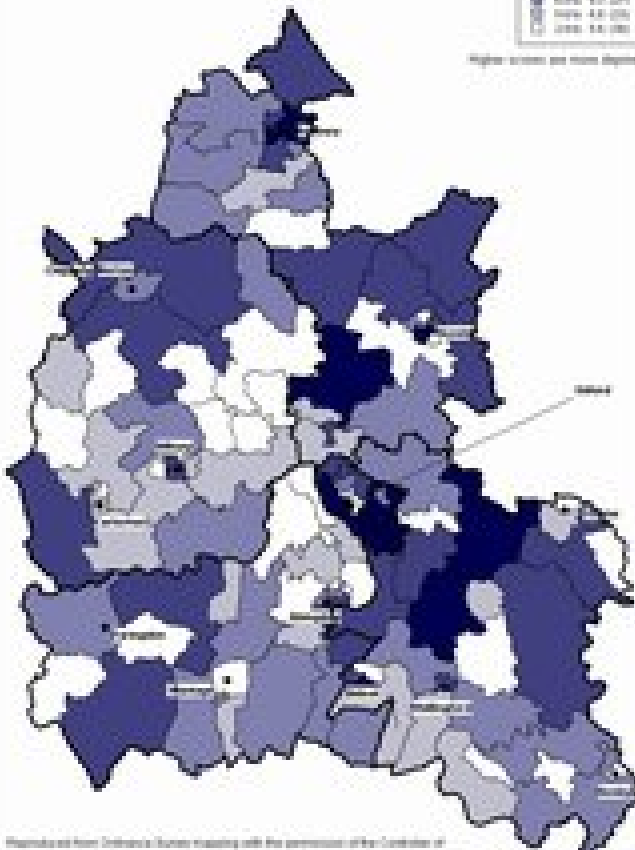


### Index of Multiple Deprivation - Overall Score

(Ward-level)



Higher scores are more deprived



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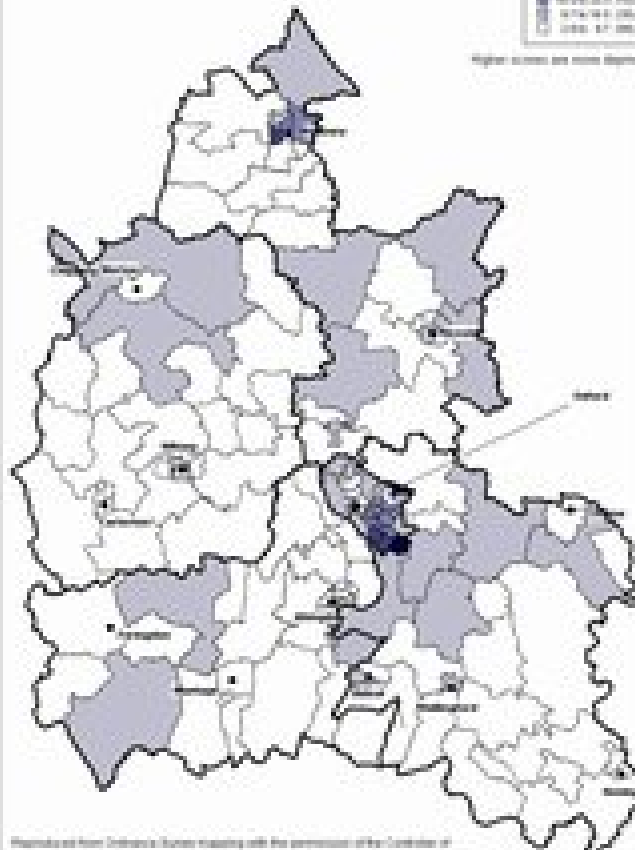
Source: Index of Multiple Deprivation 2007

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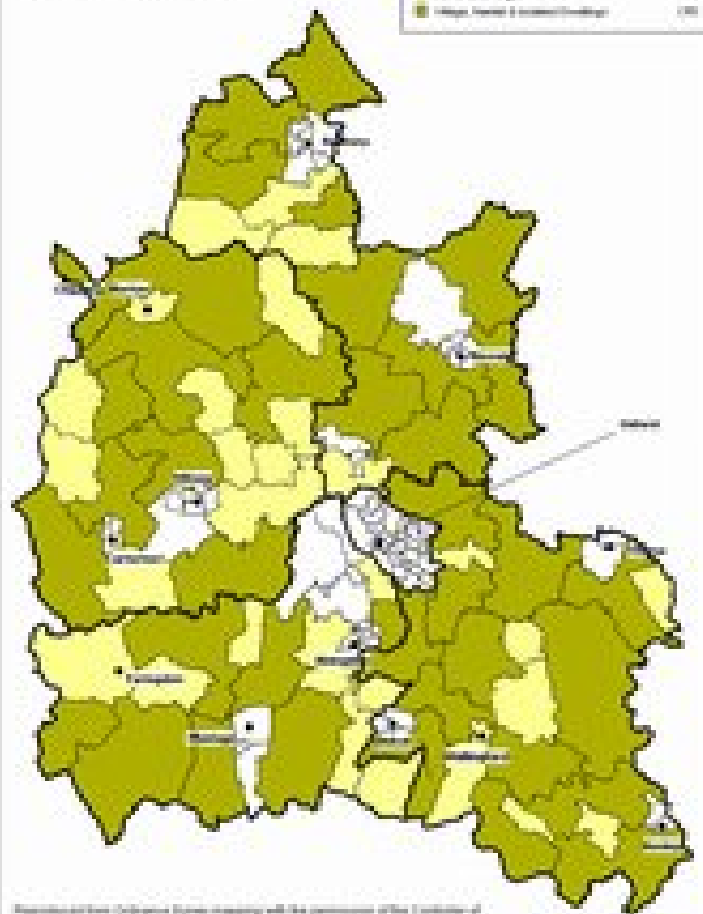


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### Urban - Rural Definitions

Urban - Rural Definitions	
Urban - Population 5000+	40%
Rural - All Other	60%
Urban - Population 5000+	40%



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# Early Findings from the Rural Share

- “ The Rural Share of Deprivation reveals:
- . Over 900 people on low income benefits
  - . Over 2800 children living in poverty
  - . Nearly 5000 dependent on health related benefits
  - . Nearly 20,000 Smokers
  - . Over 120 NEETS



# Early Findings from the Rural Share

## “ Rural Themes:

- . Demographically older
  - “ Higher mortality
  - “ More trauma falls, cancer, vision problems, CHD, arthritis, stroke
  - “ Much more dementia
  - “ Gap increasing
- . Better children's outcomes
  - “ Much better school results
  - “ Fewer single parent families/free school meals
- . Lower take up of social services/higher levels of health prevention
  - “ Fewer people getting help from Social Services, especially community care
  - “ Much Fewer people taking advocacy or advice
  - “ Better health prevention uptake



# How could this affect the way we provide services?

## “ Addressing the demographic challenge

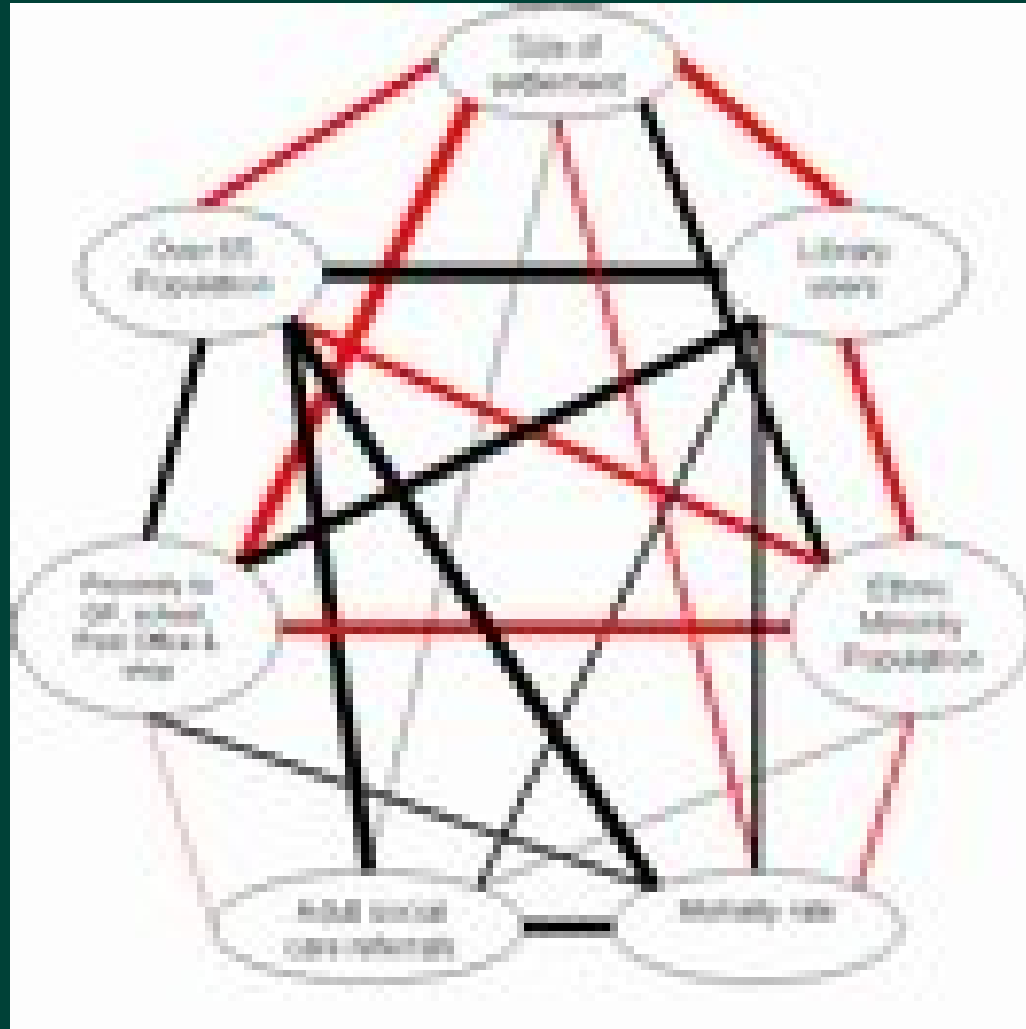
- . More local older people's services
- . More affordable housing, reduce barriers for younger people to live rurally
- . Address transport issues
- . Recognise importance of local amenities
  - “ Village shop/post office more than just a business?
  - “ local libraries/schools



# Equalities agenda

- “ Inspection and CAA
- “ Deprivation work with Cherwell District Council
- “ Undeniably poorest wards but not exclusively
- “ Ethnicity . group within a group





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# What next?

Your Questions and ideas?

JSNA material on web

Data observatory involvement across OP

” Contact us: [jsna@oxfordshire.gov.uk](mailto:jsna@oxfordshire.gov.uk)

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