

Thriving Communities Action Plan 2022-24

Our Communities				
Annual measures of success	What have we done - actions taken?	What has been achieved?	How do we know?	Next steps
<p>53</p> <p>1) Produce and annually review Locality Plans – these will be based on insight, with a focus on tackling inequalities</p>	<p>The work on locality plans is being developed around the four quadrants below:</p> <ul style="list-style-type: none"> • OX1&2 - Oxford City Centre, South Oxford (including Friar Wharf & Riverside Court), West Oxford, Jericho, Summertown, Cutteslowe, and Wolvercote • OX3 - Barton, Sandhills, Risinghurst, Quarry, Wood Farm, Headington, Headington Hill, Northway and Marston • OX4 - Littlemore, Rose Hill and East Oxford • OX Leys <p>The work being undertaken and that will be included within the action plans is prioritised through the following aims:</p> <ul style="list-style-type: none"> • Reduce health inequalities • Support residents with cost of living crisis • Improve the life chances of young people • Create opportunities to increase skills and employment in localities 	<p>Reduce Health Inequalities:</p> <ul style="list-style-type: none"> • Worked with internal and external partners to build a network with Health Partners including BOB ICB to introduce them to residents suffering with the highest health inequalities so they can access health care at an earlier stage helping support the prevention agenda and ultimately saving money for the NHS • Managed 14 external partnerships focusing on inequalities <p>Support residents with the Cost of Living:</p> <ul style="list-style-type: none"> • Start-up of 7 Community Larders across the City accessed by over 800 residents • Organised 20 events which have supported the cost of living • Created an internal platform for City Council staff so they can support residents using community based solutions which was accessed over 200 times this year • Since April 2023 we created a platform to enable the household support fund to be accessed 1,036 times supporting residents across the City. As well as this we have dispersed £50K to 61 community groups <p>Improve the life chances of young people:</p> <ul style="list-style-type: none"> • Working with the Youth Ambition team we have supported the life chances of young people by creating opportunities for them to increase skills and employment in localities • 93 Young People supported through the Youth EET Hub in partnership with DWP & Job centre <p>Create opportunities to increase skills and employment in localities:</p> <ul style="list-style-type: none"> • Partnership formed with Activate Learning to engage with OCC on aligning our vacancies with courses. • Set up community digital courses in partnership with BOB ICB • Worked with BBL regeneration and Activate Learning to ensure apprenticeships and employment of local people is achieved • Hosting Recruitment roadshows across the City in high priority areas in partnership with local businesses and employers 	<p>Case studies</p> <p>Testimonials</p> <p>Grants awarded</p> <p>Reporting tools from these</p> <p>EET Hub data</p>	<p>Update Locality Plans</p>

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<p>2) Increase the diversity of recipients of Oxford's Community Impact Fund</p>	<p>Grant applicants are required to state the diversity of recipients in their grant applications and to provide information regarding this in their annual grant monitoring feedback</p>	<p>Increased diversity of recipients with over 20% of funding awards to new applicants.</p> <p>Increased diversity of beneficiaries, in particular: younger people, older people, people from faith communities, people living with health conditions, people from the LGBTQIA+ communities and those from lower socio-economic backgrounds.</p>	<p>Grant monitoring information</p> <p>Testimonials</p> <p>Films</p>	<p>Additional targeted promotion for new grant rounds</p>
<p>3) Increase the diversity of volunteers and trustees – we will focus on our community champions programme, Community Associations, Friends of Parks and the Museum of Oxford (MOX)</p>	<p>We have monthly meetings with all 14 community centre associations to build relationships of trust and understanding with the view to support them in diversifying their volunteer and trustees.</p> <p>We organised a community celebration event as an opportunity for them to promote their work in the community but also engage and attract more diversity in their centres.</p> <p>We have also worked with the Federation of Community Associations to support associations in diversifying their teams.</p> <p>We have also used other ways to help them engage their communities including helping some centres create their own social media platforms, connect them with local community groups and residents and invite them to various community engagement events, giving them opportunities to reach out and recruit local volunteers to eventually become trustees.</p> <p>Built relationships with anchor organisations across the city to ensure the Community Champions are representative of the diverse communities they serve.</p> <p>The Museum of Oxford ran Memories and Moment workshops in WOCA and Cutteslowe Community Centres</p> <p>The Museum of Oxford has undertaken open calls and additional publicity and engagement events to increase the diversity of volunteers and trustees.</p>	<p>We have increased the diversity of Community Champions and now have 11 active champions:</p> <ul style="list-style-type: none"> • 7 women • 4 men • 90% come from BAME backgrounds • All champions are from our priority neighbourhoods: Rose Hill: 2; Barton: 2; Blackbird Leys: 3; City: 4 <p>The diversity of Museum of Oxford (MOX) volunteers has increased. 53 volunteers have given demographic information; percentages are above the Office for National Statistics Census 2021 average in 4 of the 5 categories:</p> <ul style="list-style-type: none"> • Disability: Volunteers: 15% say they have a disability, above the Oxford average of 14%. • Age: Volunteers: 33.9% aged 18-29; Oxford average is 30%. • Ethnicity: Volunteers: 22.6% from a non-White ethnic background; Oxford average is 29.9%. • Sexual orientation: Volunteers: 7% LGBTQIA+, 22% prefer not to disclose, 69% heterosexual; Oxford average is 80.4% heterosexual. • Gender: Volunteers: 60% Female, 33.9% Male, 1.8% Non-binary, 2% prefer not to disclose; Oxford average is 51% Female. 	<p>Increase in community centre hirings and usage by local community groups and diversity of activities in centres.</p> <p>Feedback from members of the community via face to face, community network meetings, partnership meetings, social media, etc.</p> <p>Direct feedback from community associations in our meetings. Responses to open calls and volunteer publicity</p> <p>Responses to MOX volunteer questionnaire</p>	<p>Data is limited when people choose the 'prefer not to say' option on questionnaires. We will continue to encourage people to provide full demographic information and invite guest speakers to attend our meetings to advocate too.</p>

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Reducing inequalities				
Annual measures of success	What have we done - actions taken?	What has been achieved?	How do we know?	Next steps
<p>4) Reduce the number of children leaving primary school who cannot swim 25 metres from four to two in ten over the lifetime of this strategy</p>	<p>Working with More Leisure to increase the awareness and promotion of under 17s free swimming offer</p> <p>More Leisure are working to increase the number of schools running swimming lessons in our pools and have improved communication with the schools as part of this</p> <p>Additional swimming teachers have been recruited by More Leisure (hourly rate has been uplifted)</p> <p>Schools are asked to report on this figure but this reporting has been researched and has been found to be inconsistent with many schools not having up to date information (some information completely missing and others being as much as 2 years out of date).</p> <p>Work is being undertaken with Active Oxfordshire and local schools to improve the data and ensure that it is more robust.</p>	<p>Under 17s free swimming maintained under new leisure contract (at no direct cost to OCC)</p> <p>School swimming numbers are increasing with new pool programming</p> <p>Working with More Leisure to secure funding to offer further free swimming</p> <p>You Move Families now automatically qualify for the bonus membership to support an increase in swimming participation for low income families</p> <p>You Move Swimming Data: Sport England's moving communities data set is robust where it highlights that 50% of Free School Meals children in Oxford are unable to swim 25m. This data is however from a small sample size and does not tell us the whole picture. Work is ongoing with Active Oxfordshire and local schools to address this.</p>	<p>Limited but accurate data from our You Move programme.</p> <p>Limited data from moving communities and Sport England but data not robust enough to give an accurate picture.</p>	<p>Next steps shown below have been agreed with Active Oxfordshire:</p> <p>Questionnaires to be sent to all primary schools to proactively seek swimming data.</p> <p>This can be used as a baseline to then seek improvements.</p>
<p>5) Increase the number and diversity of young people taking part in Oxford's Youth Ambition activities</p>	<p>330 youth sessions were delivered (youth clubs and sport sessions)</p> <p>35 sessions of summer holiday activities in 3 areas, engaged 84 young people</p> <p>We have ensured an effective recruitment campaign for our staff which has resulted in ensuring that we have a diverse workforce that is representative of the community</p> <p>Building relationships with young people and diverse community groups through targeted outreach work</p>	<p>Number of young people in contact: 1,701</p> <p>57% from BAME backgrounds - increase from previous years</p> <p>10% described themselves as disabled</p>	<p>Data from Substance</p> <p>Views, where we record info of engagement with young people, including personal data, ethnicity, and register of attendance.</p>	<p>Continue to promote the programme through a variety of outlets and explore additional avenues of external funding which will bring additional value and impact</p>

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<p>6) Reduce physical inactivity in the areas of the city where it is the highest</p>	<p>Secured £110,277 funding from ICB and Public Health for Move Together and You Move programmes until the end of March 2025. Move Together expanded into maternity provision and You Move into early years. Continued to promote the GO Active brand to support free and low cost physical activity in Oxford.</p>	<p>Move Together programme reduced GP visits by 36% (equivalent to 4 appointments per participant, per year) and NHS 111 and GP out of hours contacts by 28%. OCC made 21% of Move Together referrals.</p> <p>2256 individuals registered on the You Move pathway (inclusive of parents); 82% are individuals from priority neighbourhoods; 716 sessions were attended by family groups</p>	<p>Active Oxford and Dancin' Oxford monthly reporting and evaluation data</p>	<p>Continue to work with the health system and identify opportunities to bring in additional funding</p>
	<p>Secured over £60K funding from ACE, trusts and foundations each year to 2026 to run Dance for Health programmes in target areas of the city supporting older people who are at risk of falls and those with Parkinson's and Dementia as well young people and their families who may not otherwise engage in exercise</p>	<p>The APSE award shortlisted Dancin' Oxford Dance for Health programmes have been assessed and clinically proven to build core strength and reduce falls. Feedback showing benefits for individuals has also been filmed for some older participants and family participants.</p>	<p>You Move and Move Together Baseline and quarterly assessments</p>	
	<p>Secured over £174K from Public Health to pay for Community Health Development Officers including an Officer for Wood Farm plus a £30K operational budget (£5K per area) to March 2025. £30K of funding/year for 3 years has also been secured from Oxfordshire County Council for Healthy Place Shaping in Barton, The Leys and Shotover.</p>	<p>Community Health Development Officers & Community Champions awarded £75k funding to local community groups across Rose Hill, Littlemore and the City Centre to support reducing health inequalities.</p> <p>St Ebbe's Primary School and South Oxford Adventure Playground were consulted to extend and expand youth provision in the city centre.</p>	<p>Customer feedback</p> <p>Attendance statistics</p>	
	<p>Each area has received £25k of grant funding (totalling £75k) from Public Health, which has been awarded to local community groups and organisations seeking to address health inequalities in the local area.</p>	<p>Health Promotion events were delivered in Littlemore, The Leys and Barton. Further events are planned in Wood Farm and Rose Hill. 4 Men's health events will be held June 24-March 25. A Families Health Promotion Day is planned in The Leys October as well as taster sessions at community events e.g. Rose Hill Play Day.</p>	<p>Till data</p> <p>Films</p>	
	<p>Secured funding to extend our Community Champions Co-Ordinator until the end of March 2025 as well as ongoing funding from the ICB totalling £28,000 for our Community Champions Support Officer who focusses on vaccine hesitancy and engagement.</p>	<p>A new cycle hub has been set up in Barton and new health walks are running in Cutteslowe, Rose Hill and Blackbird Leys. Free multi sports sessions have been set up in The Leys for those living at the Kassam</p> <p>Preventative Physical Activity Pathway delivered in partnership with the Southeast Oxford Health Alliance Primary Care Network in The Leys.</p>	<p>Awards and award nominations</p>	
	<p>Continued to invest directly in our facilities as well as supporting our partner organisations to attract funding into the city to enhance and improve facilities for physical activities.</p>	<p>£3m investment made in our leisure centres, making the sites more attractive and high spec e.g. install new flood lights were installed in Rose Hill, £100K funding was secured to improve the 3G pitch at Greyfriars Academy, resurface the courts at Botley and Hinksey Parks.</p> <p>Multi activity hub site opened at Bury Knowle - £800k investment resurfaced courts, built a cafe and family activity areas; 100+ activity hours & 900+ café transactions per week; £336K social value per year</p> <p>Secured excellent leisure centre concessions with More Leisure and signed a 10 year contract Courtside</p> <p>Florence Park was awarded LTA National Park Venue of the Year.</p>		

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Customer Excellence				
Annual measures of success	What have we done - actions taken?	What has been achieved?	How do we know?	Next steps
7) Increase satisfaction levels with leisure centres	Customer satisfaction with Fusion Lifestyle was exceptionally low which was demonstrated through the high number of complaints that we had received during 2022-24. In respect of this officers worked with various partners, including customer services and community and user groups to help shape the procurement process and procurement documentation for the new leisure management contractor.	<p>New contractor More Leisure is in place and in contract at the end of March 2024. Complaints have significantly reduced and we are hearing anecdotally much more positive feedback including from the user groups. The first year of operation for More Leisure is a baselining year where targets will be agreed at the end of the year for Council approval.</p> <p>Externally conducted mystery shop customer experience scores ranged from 63% to 90% (June 2024); the next mystery shop exercise due in January 2025 and quarterly thereafter.</p>	<p>Mystery shop reports</p> <p>Speaking to user groups and staff anecdotally satisfaction is increasing</p>	<p>Agree baseline satisfaction indicators ready for year 2.</p> <p>Further quantitative info to follow in future client reports</p>
57 8) Continually increase our score in our Customer Service Excellence accreditation	<p>Retained Customer Service Excellence standard in 2023 with 13 compliance plus ratings. This accomplishment includes the retention of the 11 compliance plus ratings previously awarded, as well as the addition of two new ratings, signifying the Council's commitment to going "above and beyond" in meeting the criteria.</p> <p>Building on the recommendations from the 2023 assessment, we are working towards maintaining current compliance and gaining additional compliance plus in 2024.</p>	Increased Customer Service Excellence compliance plus ratings from 11 – 13 in 2023 which is a significant achievement .	External accreditation	Submit CSE evidence for November 2024 assessment
9) Achieve accreditation to National quality award schemes such as Quest (the UK quality award scheme Sport and Leisure)	Within the new leisure contract with More Leisure we added a requirement to achieve 'Excellent' or above at all Leisure facilities (aim to achieve in 2025/26).	<p>Council's Sport and Physical Activity team previously scored as Quest Outstanding (highest level).</p> <p>Youth Ambition team have National Youth Agency accreditation. More Leisure have an action plan in place for each of the leisure centres to achieve Quest Excellent in 2025/26.</p> <p>The Museum of Oxford (MOX) has been awarded full accreditation by Arts Council England.</p>	Awards/ accreditation achieved	Ensuring Quest applications are made in a timely way is a contractual requirement from Year 2 of the leisure contract

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Our Places				
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10) Complete the redevelopment of Bullingdon, East Oxford and Blackbird Leys Community Centres	<p>Bullingdon Community Centre was completed in January 2024.</p> <p>East Oxford Community Centre is under construction.</p> <p>Black Bird Leys redevelopment plans are under consultation.</p>	<p>The development of the community centre at Bullingdon has exceeded stakeholder expectations and has facilitated closer working with the Council and partners. The new facility has enabled more and diverse user groups at the centre.</p> <p>East Oxford Community Centre is in delivery, with an anticipated completion date of Autumn 2025.</p>	<p>New facility in place. Work with Community Association and information on the Community Association's website.</p>	<p>Continue working with communities around the redevelopment at East Oxford and Blackbird Leys</p>
11) Contribute to the Council's commitment towards pursuing zero carbon Oxford	<p>Secured £110k in grant funding from Sport England to make further sustainability improvements to our leisure centres.</p> <p>Oxford City Council published an updated Statement of Intent relating to the provision of ECO Flex and Great British Insulation Scheme (GBIS) funding. We have been training colleagues and partners and actively promoting funding schemes such as ECO Flex, ECO4, GBIS and HUG2 through our own communication channels and via our partners to encourage retrofit and reduce fuel poverty.</p> <p>Oxford City Council has a target of 32 properties to upgrade via the Home Upgrade Grant government funded scheme for private properties not heated by gas targeting those in fuel poverty. The scheme runs for 2 years from April 2023 to 2025.</p> <p>Partnership work continues with Better Housing Better Health (BHBH) to support those in fuel poverty in Oxford. Jointly funded by City, County and District Councils, it gives residents expert advice about how to improve energy efficiency and save money and also signposts those in need to the NHS, social care, charities and community groups.</p>	<p>Additional solar panels and LED lighting upgrades have been installed at Barton Leisure Centre. Several upgrades have been made to leisure centres via budget-neutral Salix funding e.g. Hinksey Pool water source heat pump, Ice Rink low-emissivity ceiling.</p> <p>31 properties have been through the declaration stage of ECO Flex with support from the National Energy Foundation.</p> <p>In 2023 across Oxfordshire, the following have been completed:</p> <p>Warm and well assessments: 1496 Partner referrals into BHBH: 386 BHBH + visits: 152 New incomes identified: 700 Energy Efficiency Referrals: 259 PSR sign-ups: 314 Energy supplier/tariff enquiries: 284</p> <p>Since 1st November 2023, BHBH have also issued 281 emergency fuel vouchers worth £49 each, 22 households were provided with supermarket vouchers and 261 energy efficiency items have been given out. We are also now able to issue £50 energy cards following home visits to anyone struggling to pay their energy bill but not on a pre-payment meter and this has been well received by residents</p> <p>Clean Heat Streets conducted 104 heat pump surveys with eligible residents in Rose Hill and Iffley as part of their Heat Pump Ready project, which developed and trialled an innovative solution for high-density heat pump deployment.</p>	<p>Ongoing programme research and evaluation</p> <p>Event hire statistics</p>	<p>Continue to fundraise and invest in actions towards zero carbon Oxford</p> <p>Continue to monitor and evaluate the impact of actions taken</p>

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<p>Oxford City Council is working to improve green skills in the local area and has recently launched an upskilling project to increase the knowledge base needed to help Oxford reach Net Zero. We have a £60k funding pot to enable training/qualifications for a range of beneficiaries from individuals to businesses, social housing providers and non-profits.</p> <p>ODS have been awarded 100 Social Housing Decarbonisation Fund (SHDF) properties to capacity build local retrofit skills.</p> <p>Oxford City Council is part of the Clean Heat Streets trial project led by Samsung Research UK. The project is a partnership including both universities, SSEN, Oxfordshire County Council, Rose Hill and Iffley Low Carbon group and others and aims to support the transition of the Rose Hill and Iffley community from gas boilers to Air Source Heat Pumps (ASHP).</p> <p>The Council commissioned 12 whole house plans to be undertaken on common house archetypes in Oxford. These were then turned into case studies to engage residents in how to improve the energy efficiency of their homes. The 12 “House Like Mine” case studies are at the heart of an engagement plan with neighbourhoods, landlords and citywide. The project is due to launch in the coming months.</p> <p>The Council secured £2.5m through the Government’s Social Housing Decarbonisation Fund and is investing £5m of its own capital to retrofit council houses in Oxford.</p> <p>Mitigating the environment impact of funded activity has been added as an essential criterion for all grant assessments and monitoring forms.</p> <p>We run an extensive local event programme on Oxford City Council land to reduce the need for residents to travel to events further afield.</p>	<p>The Clean Heat Streets project installed 6 'show home' heat pumps in the community acting as 'heat pump champions' to support with consumer engagement. This approach led to a further 6 heat pumps installs, towards a 15% deployment density. Through the community engagement carried out in the area, Clean Heat Streets has gone on to support a further 12 consumers with their heat pump installation, outside of the project utilising funding from the Boiler Upgrade Scheme.</p> <p>New windows, loft insulation, draft proofing, external wall insulation and heat pumps have been installed which, when finished, will bring around 300 council homes up to EPC C rating, reducing energy needed for heat and so cutting carbon emissions and bills. The project is due to be completed in 2025.</p> <p>Over 110 diverse events run on Oxford City Council land per year.</p>		
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