



**“In an unequal society,  
we all suffer”**

**(Wilkinson & Pickett,  
“The Spirit Level” 2009)**

# BREAKING CYCLES OF DEPRIVATION

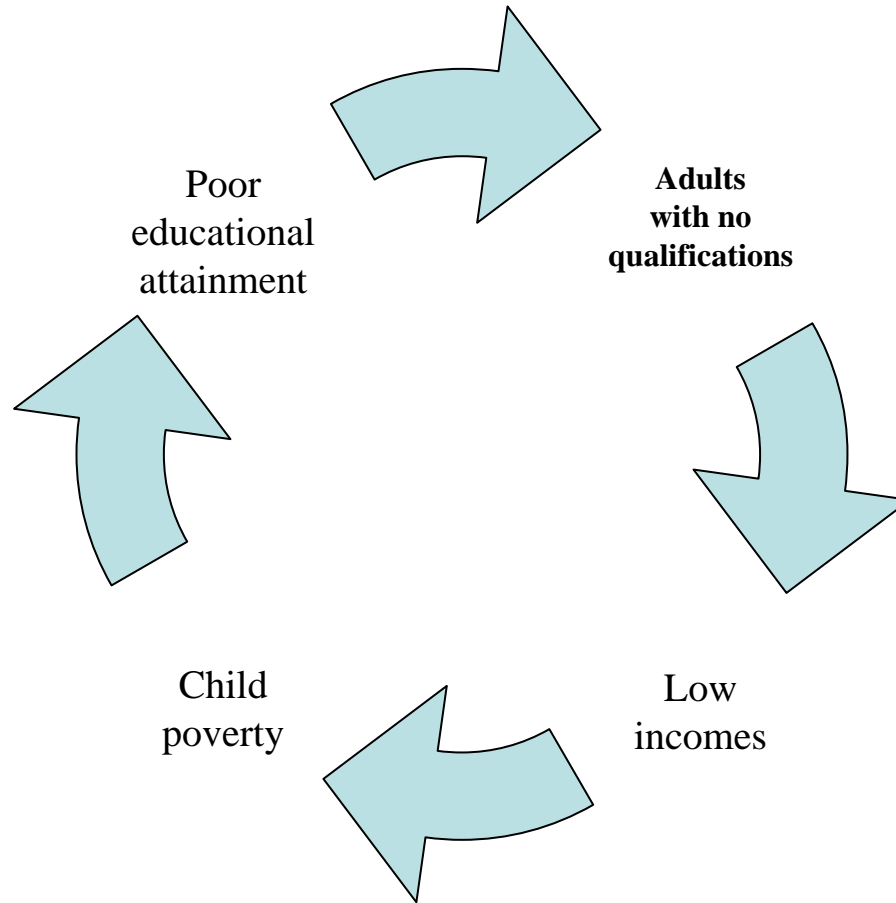
What steps to take  
over the next 20 years?



# There is more than one cycle

- Individual – unemployment, poor health
- Generational – risks of poor outcomes for children
- Neighbourhood – based on location

# One model for generational economic deprivation



# Distance from hi-tech work



# Kraft factory, Banbury

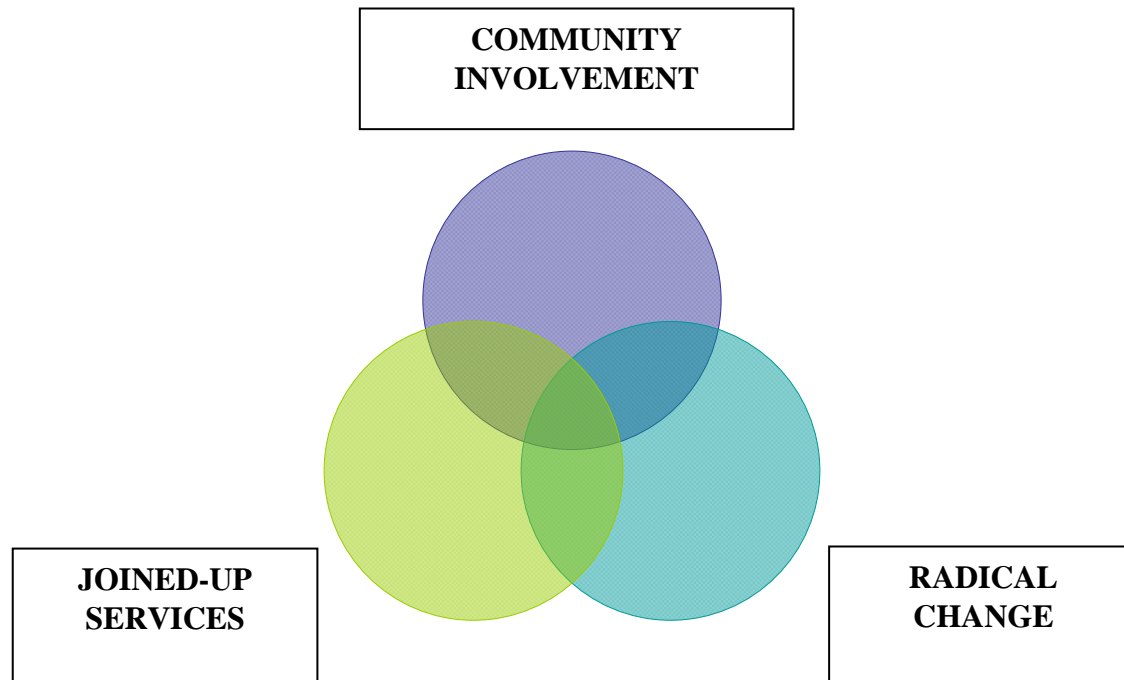


# BREAKING DEPRIVATION, NOT JUST ADDRESSING

- **Less poverty** – a good income is the best shield against deprivation
- **Better neighbourhoods** – a place to live in, not to move away from

The more entrenched the deprivation, the longer-term the effort required

# Critical factors in breaking deprivation, from past experience



# Joined-up service delivery

- Family Intervention Project – more effective multi-agency working
- Young people – transition from school to further education or employment
- Adult routes to employment – joining up people, jobs and training

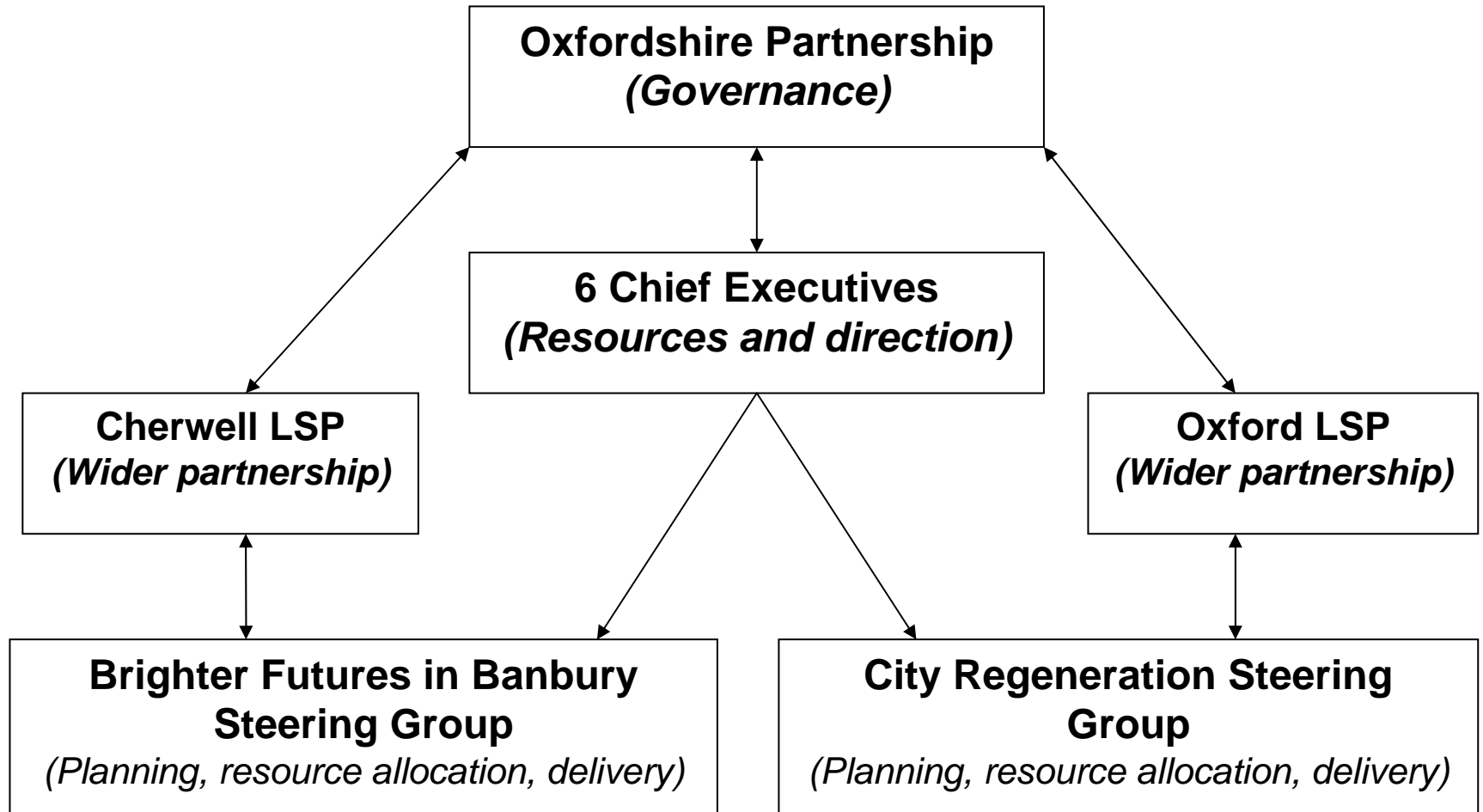
# Community involvement

- Bringing proposals to community groups through existing and new networks
- Two-way communication to develop these proposals to fit local neighbourhoods
- New community enterprises to sustain involvement as well as projects / services

# Radical change

- New District Centre at Blackbird Leys – also business start-up units?
- New community centre for Bretch Hill – neighbourhood hub in local school?
- Links to existing economy – but what will be the needs & markets in 2030?

# Oxfordshire programme



# Target areas

- Banbury – parts of Ruscote, Neithrop & Grimsbury
- Oxford – parts of Rose Hill, Littlemore, Northbrook, Blackbird Leys, Barton
- 22 of the 27 foremost “super-output-areas” highlighted through the Government’s “Index of Multiple Deprivation”

# Better housing in Rose Hill



# Programme Management

- Planning based on evidence of good practice
- Building on what is already there
- Working more smartly, with better coordination
- Using LAA and other money where it will be most cost effective
- Evaluation at every stage
- Building in sustainability
- Community involvement throughout the programme

# Each area is different, and will have its own priorities

- Opportunities for sustainable employment
- Clear career routes to this employment
- Adequate services to address barriers to employment
- Access to good quality mixed housing
- Good access to amenities
- Good community cohesion and community safety

# Blackbird Leys



# Key questions

- How will this project or service change help us to break local deprivation?
- Who should be involved?
- How will the benefits be sustained in future years?

# The Oxfordshire Model

- There isn't evidence of best practice for everything we want to do
- It is important to evaluate any innovation so we know what works
- We can add to the evidence of best practice by reporting our progress
- The Oxfordshire Model will be the result of this and can be applied elsewhere

# Youth centre, Neithrop





“But Your Majesty,  
to grow trees along these roads  
to conceal the march of your troops  
will take 15 years”

**“Yes, and so we must  
start at once!”**

# Future involvement

[andrew.maliphant@oxfordshirepct.nhs.uk](mailto:andrew.maliphant@oxfordshirepct.nhs.uk)

07500 228294