

# ‘Putting it into practice’ A Beacon’s Perspective

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# Rationale – the ‘why’

A black and white photograph of a person's legs and feet walking on a sandy beach. The person is wearing dark shorts and sandals. A soccer ball is on the ground near their feet. The background is a bright, sandy beach.

*“His parents need support to care for him”*

Health Visitor

*“His parents are ,low skilled”*

JobCentre Plus Advisor

*“He is absent without authorisation. . . . again”*

Teacher

*“His parents are ,high concern and in debt”*

The Housing Department

*“He has behavioural problems”*

Educational Psychologist

*“He’s just really antisocial.”*

The Community

*“He’s at risk”*

Social Worker

*“But I just want to live my childhood”*

# Rationale – the 'why'

## % Children Aged 0-15 Living in Benefit Dependent Households November 2007

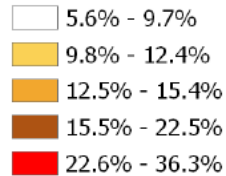
Source: JobCentre Plus  
Population denominator: Office for National Statistics mid year estimates 2006  
Displayed using quantile classification

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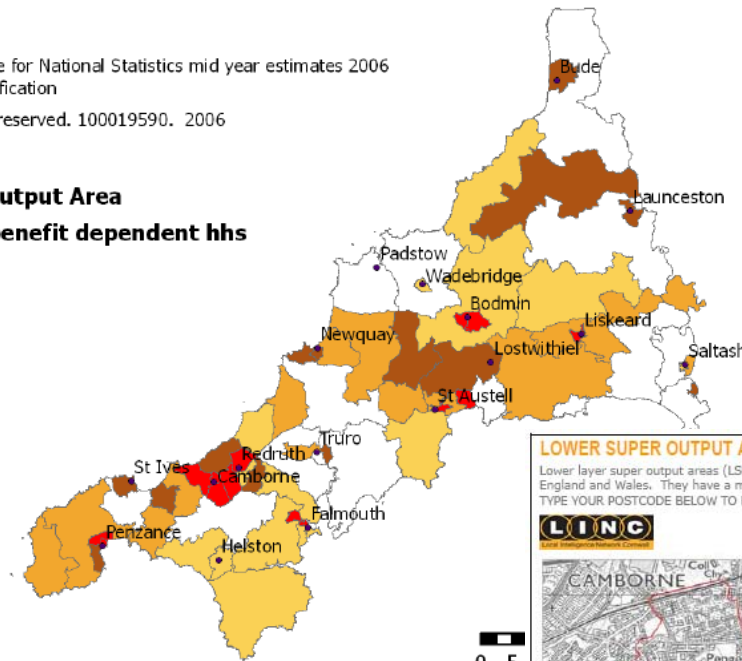
### Legend

#### Middle Layer Super Output Area

#### % children living in benefit dependent hhs



- Main Towns



### LOWER SUPER OUTPUT AREA PROFILE:

Lower layer super output areas (LSOAs) are a statistical geography designed to improve the reporting of small area statistics in England and Wales. They have a mean population of around 1500 and a minimum of 1000.  
TYPE YOUR POSTCODE BELOW TO FIND YOUR LSOA.



Sample postcode **TR14 7BN** Camborne South Ward North Central



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#### KEY NATIONAL STATISTICS

##### Population

Population 2001 (actual) 1354  
Population 2004 (estimate) 1320  
Population change (%) -2.58

##### Employment and Benefits

Total claim rate (Dec 06) 48.8%  
Unemployed Claim Rate (Dec 06) 4.3%  
Sick and Disabled Claim Rate (Dec 06) 27.3%  
Lone Parent Claim Rate (Dec 06) 7.2%  
Other Claim Rate (Dec 06) 10.8%  
Full time employees (2005) 75%  
Part time employees (2005) 25%  
Main employment sector (% of work age pop employed in sector):  
Construction (69%)

##### Education

% with no qualifications 43%  
% with degree 4%

##### Housing & Services

Number of Dwellings 496  
Housing Tenure:-  
Owned 28%  
Privately Rented 9%  
Social Rented 59%  
Living Rent Free 3%  
% households in fuel poverty 6.7%

##### Household characteristics

Lone Pensioner households 13%  
Lone Parent with dependent children hhs 17%  
Households without access to car or van 37%  
Households with 2 or more cars or vans 14%

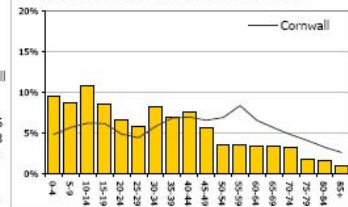
##### Health

% People with Limiting Long Term Illness 24%  
% Whose Health was 'Good' 62%

E01018870

Kerrier 008B

#### 2004 POPULATION ESTIMATE BY AGE BAND



#### INDEX OF MULTIPLE DEPRIVATION 2007

|     | MOST DEPRIVED                         | LEAST DEPRIVED |
|-----|---------------------------------------|----------------|
| 2   | Overall IMD Rank                      |                |
| 1   | Income                                |                |
| 4   | Employment                            |                |
| 6   | Health                                |                |
| 2   | Education                             |                |
| 225 | Housing and Services                  |                |
| 25  | Crime                                 |                |
| 286 | Living Environment                    |                |
| 1   | Income Deprivation Affecting Children |                |
| 4   | Income Deprivation Aff. Older People  |                |

Overall Cornwall IMD Rank = 2/327  
England IMD Rank = 534/32,482  
LSOA within the worst 20% within Cornwall  
LSOA within the worst 20% within England



Experian's Mosaic dataset is a consumer classification product that categorises households into 11 groups and 61 types, each of which has an associated profile (available on the LINC website).

Mosaic data aims to help understand the type of people living in a particular area, what their needs may be and the most efficient and effective channels of communication. Listed below are the three most prevalent 'types' within this SOA, for further information on Mosaic please visit our website.

#### Low Horizons (40% of population)

Older people living in very large social housing estates on the outskirts of provincial cities

Wealth Rank:

#### Families on Benefits (19% of population)

Families, many single parent, in deprived social housing on the edge of regional centres

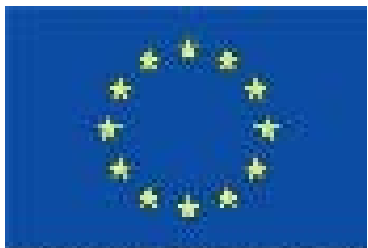
Wealth Rank:

#### New Town Materialism (18% of population)

Social housing, typically in 'new towns', with good job opportunities for the poorly qualified

Wealth Rank:

# Partners – the ‘who’



European Union  
European Social Fund  
Investing in jobs and skills

*Shaping  
Cornwall's Future*



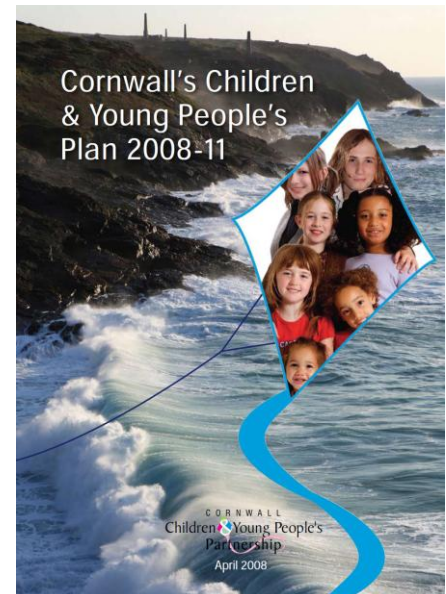
**Cornwall Strategic  
Partnership**



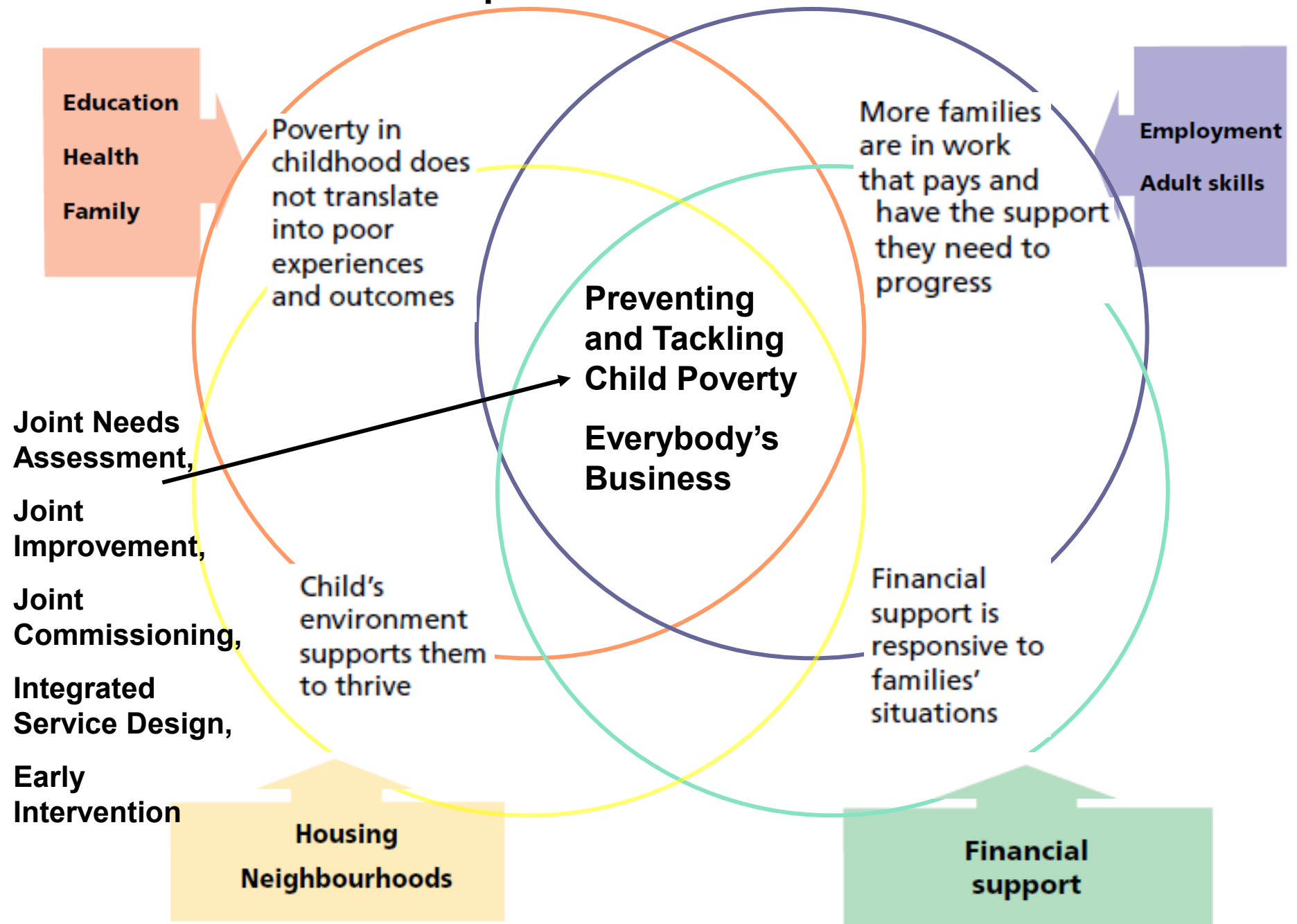
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**CORNWALL  
COUNCIL**

Cornwall & Isles of Scilly **NHS**  
Primary Care Trust



# Response – the ‘what’



# Benefits – the ‘so what’

- Preventative approaches to tackling worklessness as a causative factor
- Improved income levels
- Increased protective factors
- Reduced inequalities and improved life chances

# Lessons learned

- Needs assessment – key driver
- Effective leadership at strategic, operational and local levels
- Innovative partnerships, shared commitment, integrated response.
- Shifting efforts from treatment to prevention