Cambridge City Profile - Library Review

This document is a review of key indicators (population, age, gender, deprivation, employment, education, socio-demographic segmentation and population/dwellings forecast) at district level. These indicators can be of interest to decision-makers working in the community contexts, such as libraries.

The content of this report is a summary of data and information presented in the official Cambridgeshire Research Group website: Cambridgeshire Insight – Welcome to Cambridgeshire Insight. Specific reports containing definitions of indicators and further information can be found at the following links:

Population, age and gender: Cambridgeshire Insight – Population (data sources: ONS 2020).

Employment rates: Cambridgeshire Insight – Economy – Interactive Reports (data sources: Annual Population Survey 2020, ONS 2021).

Deprivation: Cambridgeshire Insight – Deprivation – Interactive Reports (data sources: DCLG 2019).

Education: Cambridgeshire Insight – Children, Young People & Education (data sources: Census 2011, HM Revenues and Customs 2020).
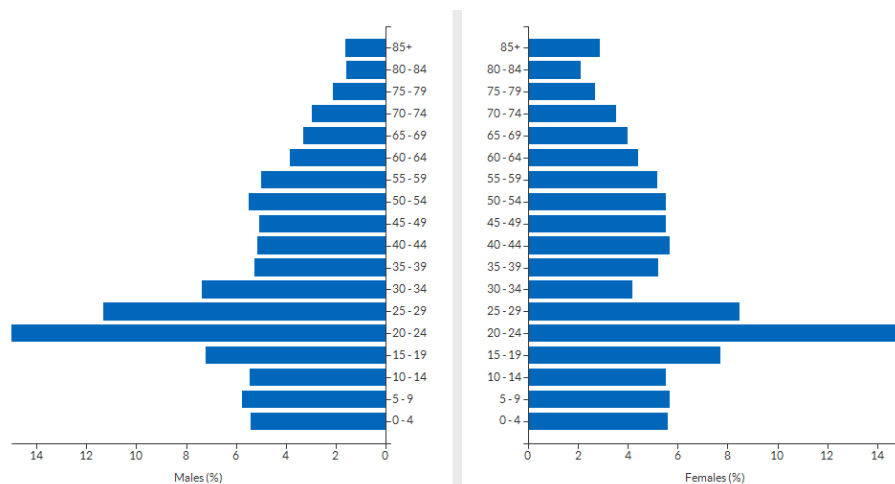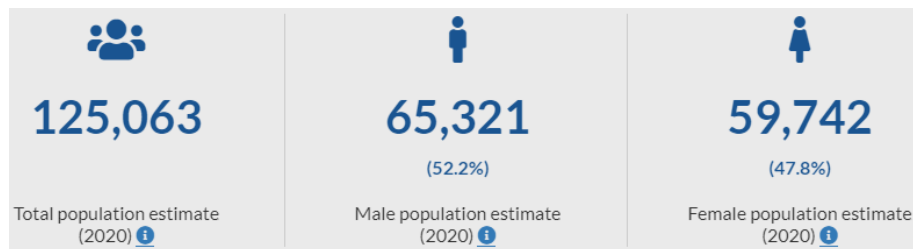
Acorn: Cambridgeshire Insight – Population – Socio-Demographic Segmentation – Acorn Community Profiles (data sources: CAGI 2019).

Population and dwelling forecasts: Cambridgeshire Insight – Population – Local Population Estimates and Forecasts.

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- **Cambridge:** Cambridge has very high proportion of the population in the age groups 20-24 and 25-29. Cambridge has one of the lowest percentages of economically inactive individuals (19% only).
- A small proportion of LSOAs is in the bottom 3 deciles of almost all domains of the Index of Multiple Deprivation in the categories housing and living environment.
- Cambridge has the lowest amount of unqualified population 12% only. The majority of the population has a qualification at level 4 (47.3%), much above the national average (27.9%), and is categorised as Affluent Achievers or Rising Prosperity.

Population, age and gender

125,063	65,321	59,742
	(52.2%)	(47.8%)
Total population estimate (2020)	Male population estimate (2020)	Female population estimate (2020)

Males (%) / Females (%)

Employment rates

81%	82%	80%
Economic activity rate for persons aged 16-64 (2021-03)	Economic activity rate for males aged 16-64 (2021-03)	Economic activity rate for females aged 16-64 (2021-03)
19%	18%	20%
Economic inactivity rate for persons aged 16-64 (2021-03)	Economic inactivity rate for males aged 16-64 (2021-03)	Economic inactivity rate for females aged 16-64 (2021-03)
2,890	1,740	1,150
(3.3%)	(3.8%)	(2.9%)
Claimant count for all persons aged 16+ (2021-08)	Claimant count for males aged 16+ (2021-08)	Claimant count for females aged 16+ (2021-08)

Index of Multiple Deprivation:

[1]

Analysis of individual Lower Super Output Areas (LSOA) across Cambridge

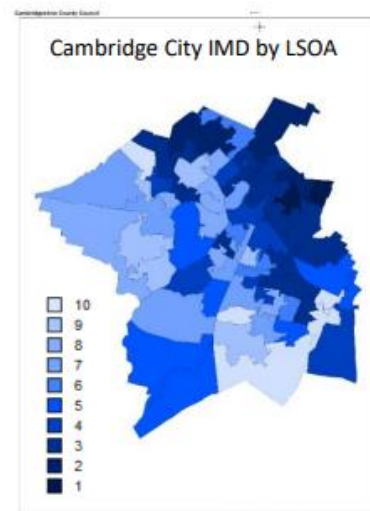The tables show the most deprived and least deprived LSOA's in Cambridge City.

Cambridge City IMD by LSOA

Lowest scoring LSOAs (more deprived):

2011 LSOA Name	2018 Ward Name	IMD 2019: National Decile Rank (where 1 is most deprived)	IMD 2019: Local Decile Rank (where 1 is most deprived)
Cambridge 006D	Abbey	2	1
Cambridge 006F	Abbey	2	1
Cambridge 001C	King's Hedges	2	2

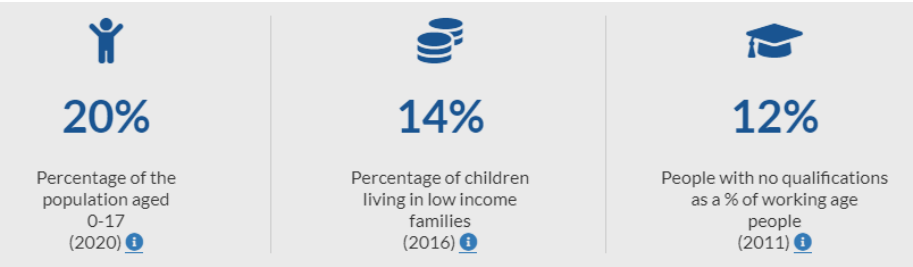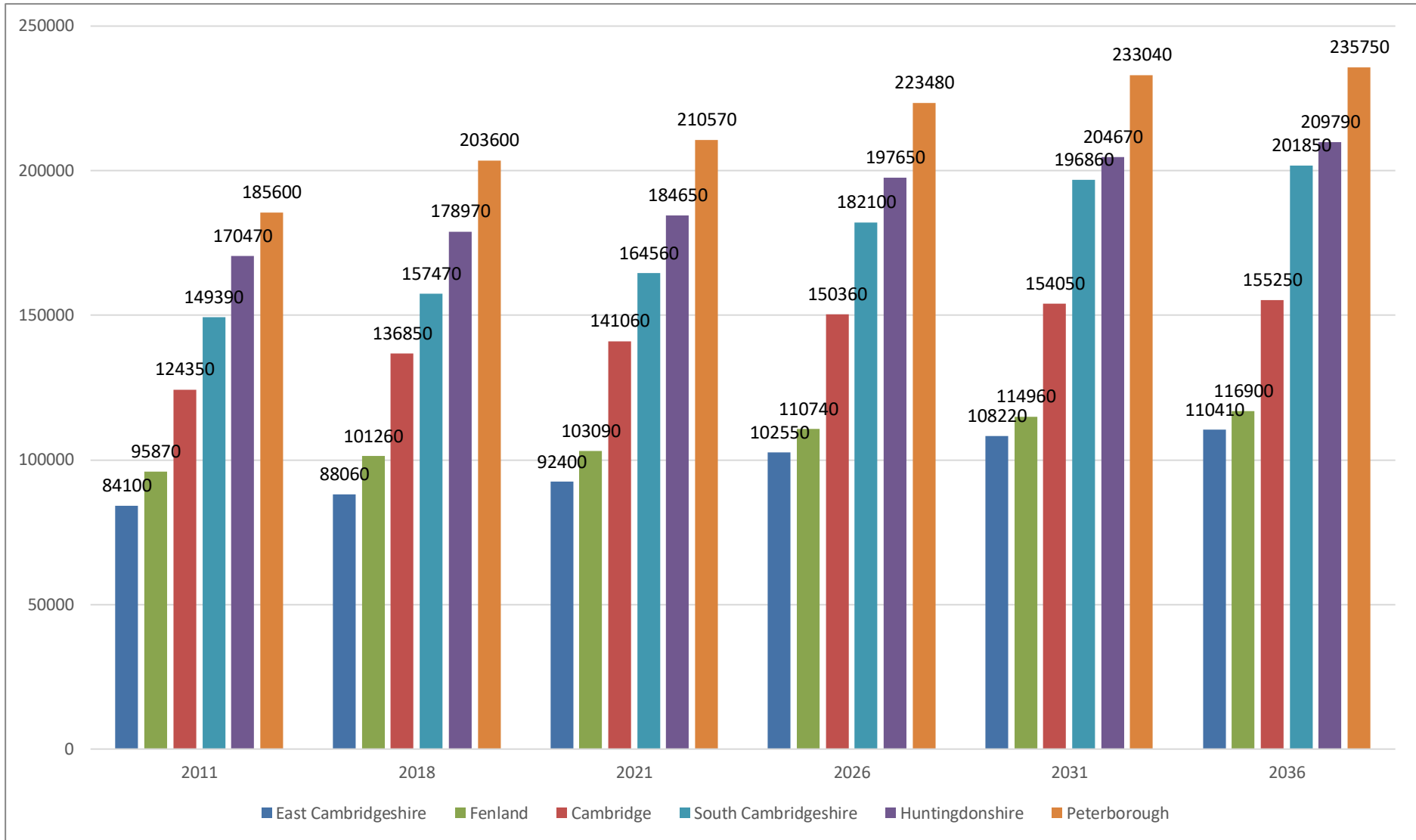**Highest scoring LSOAs (least deprived):**

2011 LSOA Name	2018 Ward Name	IMD 2019: National Decile Rank (where 1 is most deprived)	IMD 2019: Local Decile Rank (where 1 is most deprived)
Cambridge 005A	Castle	10	10
Cambridge 011A	Cherry Hinton	10	10
Cambridge 011F	Cherry Hinton	10	10
Cambridge 013D	Queen Edith's	10	10
Cambridge 013E	Queen Edith's	10	10

Figure 3; Map of national IMD for LSOAs in Cambridge City deciles in Cambridge City (where 1 is most deprived)

There are 9 LSOAs in the lowest 3 deciles (1-3) and 28 LSOAs in the highest 3 deciles (8-10). It is clear therefore that Cambridge City has more LSOA's in the higher deciles, than the lower deciles. The most deprived deciles are in the north-east of the district.

Lowest scoring LSOAs (more deprived):
In general, the north-east of the district is the most deprived. LSOAs Cambridge **006D and 006F** (Abbey), and Cambridge **001C** (King's Hedges) have the most deprivation present in the district on the local IMD deciles (1 & 2).

Highest scoring LSOAs (least deprived):
In comparison, Cambridge **005A** (Castle), Cambridge **0011A & 011F** (Cherry Hinton), and Cambridge **013D & 013E** (Queen Edith's) rank the highest on the local IMD deciles (10).

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[1] Cambridge-City_1.1.pdf (cambridgeshireinsight.org.uk)

Education and skills

	20%	14%	12%
	Percentage of the population aged 0-17 (2020)	Percentage of children living in low income families (2016)	People with no qualifications as a % of working age people (2011)

Source: ONS Census 2011

	Cambridge		Cambridgeshire		England	
	Count	%	Count	%	Count	%
Level 1 qualifications	7,294	6.9	61,721	12.1	5,714,441	13.3
Level 2 qualifications	9,159	8.6	73,433	14.4	6,544,614	15.2
Level 3 qualifications	17,943	16.9	64,243	12.6	5,309,631	12.4
Level 4 qualifications and above	50,169	47.3	167,582	33	11,769,361	27.4
Apprenticeship	2,024	1.9	17,989	3.5	1,532,934	3.6
Other qualifications	6,812	6.4	27,636	5.4	2,461,829	5.7
No qualifications	12,606	11.9	95,865	18.9	9,656,810	22.5

ACORN

Legend

Affluent Achievers   Rising Prosperity   Comfortable Communities
Financially Stretched   Urban Adversity

Population Forecast – CCC Research Group

	2011	2018	2021	2026	2031	2036
East Cambridgeshire	84100	88060	92400	102550	108220	110410
Fenland	95870	101260	103090	110740	114960	116900
Cambridge	124350	136850	141060	150360	154050	155250
South Cambridgeshire	149390	157470	164560	182100	196860	201850
Huntingdonshire	170470	178970	184650	197650	204670	209790
Peterborough	185600	203600	210570	223480	233040	235750

Dwelling Stock Forecast – CCC Research Group

	2011	2018	2021	2026	2031	2036
East Cambridgeshire	35840	37600	39640	44270	47390	49100
Fenland	42140	44680	46080	50220	53130	55060
Cambridge	48380	54460	56520	60560	63100	64750
South Cambridgeshire	61830	66540	70010	78170	85540	89170
Huntingdonshire	71620	76040	79150	85610	89760	93120

Appendix 1 – Definitions

Acorn[2]: Acorn is a segmentation tool which categorises the UK's population into demographic types according to multiple factors including their lifestyle, life stage and affluence.

Affluent achievers: These are some of the most financially successful people in the UK. They live in affluent, high status areas of the country. They are healthy, wealthy and confident consumers.

Rising Prosperity: These are generally younger, well educated, professionals moving up the career ladder, living in our major towns and cities. Singles or couples, some are yet to start a family, others will have younger children.

Comfortable Communities: This category contains much of middle-of-the-road Britain, whether in the suburbs, smaller towns or the countryside. They are stable families and empty nesters in suburban or semirural areas.

Financially stretched: This category contains a mix of traditional areas of Britain, including social housing developments specifically for the elderly. It also includes student term-time areas.

Urban Adversity: This category contains the most deprived areas of towns and cities across the UK. Household incomes are low, nearly always below the national average.

Not Private Households: These are postcodes where the bulk of the residents are not living in private households. The category forms a single group, R – Not private households, which is sub-divided into three types.

CENSUS Qualifications:

Qualifications:
- Level 1: 1-4 O Levels/CSE/GCSEs (any grades), NVQ Level 1
- Level 2: 5+ O Level (Passes)/CSEs (Grade 1)/GCSEs (Grades A*-C), 1 A Level/ 2-3 AS Levels/VCEs,NVQ level 2
- Level 3: 2+ A Levels/VCEs, 4+ AS Levels, NVQ Level 3;
- Level 4 and above: Degree (for example BA, BSc), Higher Degree (for example MA, PhD, PGCE), NVQ Level 4-5, HNC, HND
- Other qualifications: Vocational/Work-related Qualifications, Foreign Qualifications (not stated/level unknown).

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[2] PowerPoint Presentation (caci.co.uk)
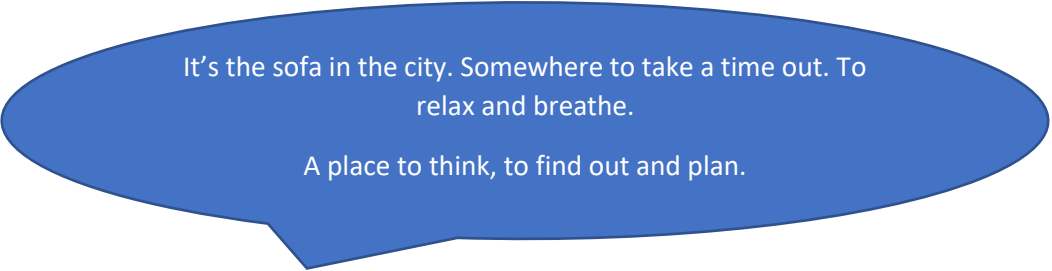
Cambridge City Service Profile

Cambridge has a very high proportion of the population in the age groups 20-24 and 25-29 largely explained by the universities but also the economic strength of the city. Cambridge has one of the lowest percentages of economically inactive individuals (19% only).

A small proportion of LSOAs are in the bottom 3 deciles of deprivation as measured in the Index of Multiple Deprivation. The areas of deprivation are mostly concentrated in the north / north east of the city.

Cambridge has the lowest amount of unqualified population at 12% only. The majority of the population has a qualification at level 4 (47.3%), significantly above the national average (27.9%). ACORN has categorised approximately 50% of households as Affluent Achievers or Rising Prosperity.

The Cambridge City libraries are made up of the County central library in Lion's Yard shopping centre and six other city libraries.

Cambridge has been identified as the 'most unequal city' in the UK (Centre for Cities Report 2018), explaining that Cambridge has a much greater share of highly paid, high-skilled jobs. The University and hi-tech companies have increased the demand for housing, and prices are very high for those in low paid, unskilled jobs or those claiming benefits. Across the City District, IMD scores range from 2 to 10.

> It's the sofa in the city. Somewhere to take a time out. To relax and breathe.
>
> A place to think, to find out and plan.

The Central Library, Cambridge, is the largest and busiest of all the Cambridgeshire Libraries and it acts as a hub for the six City Libraries as well as a Countywide resource. The city branches are located at Arbury Court, Barnwell Road, Cherry Hinton, Milton Road, Rock Road and Clay Farm. The Clay Farm Centre in Trumpington includes a library offer, resourced by the County but staffed by the City Council, alongside its community centre role. The district also supports the Fulbourn Library Access Point, which is independently run by volunteers with the support of the Parish Council.

Staffing and Volunteers

The 6 libraries directly controlled by the County are staffed by a team of 40 posts (27 FTE). Four of the City branch libraries open for 27 hours per week except for Barnwell Road, which opens for 21. Central Library is open 7 days per week for 55.5 hours. The City branch libraries are single staffed but supported by Central staff and a team of 72 volunteers. The countywide project to install Library Open Access

technology into all Cambridgeshire libraries over the next few years will allow for opening hours to be extended. Rock Road Library is one of the six libraries in the current pilot for early 2022.

Activities & Impact

We are hoping to open a new library in Darwin Green in 2022/23. Milton Road Library was rebuilt and reopened in June 2019 with extensive community space, Clay Farm centre opened in 2018 and there are plans to improve the other City libraries, with major projects in the pipeline at Barnwell Road and Cherry Hinton.

Beyond the core library offer many branch libraries offer class visits, groups, Friends' events, author events, children's crafts and community events. Three of our City Libraries have community spaces which are available for community and commercial hire both within library opening times and out of hours.

Central Library offers all the above but can offer extra and specialist services delivered by trained and skilled staff. Highlights include:

- The Cambridgeshire Collection – a separately staffed collection of local books, magazines and ephemera
- The Business & Intellectual Property Centre (BIPC) provides support to small business owners, entrepreneurs and inventors. Central Library is a registered Patent Library
- Commissioned to deliver a UK visa biometrics service on behalf of the Home Office
- Commissioned to deliver a visa Assisted Digital Service, again on behalf of the Home Office
- Several meetings rooms and exhibition spaces for community and commercial hire.
- Daily rhymetimes and storytimes
- A range of groups and events for diverse participants and audiences
- Assisted Digital, especially bus passes and blue badges

Partnerships

The City Libraries have partnered with the Children's Centres to deliver collaborative events and storytimes/rhymetimes.
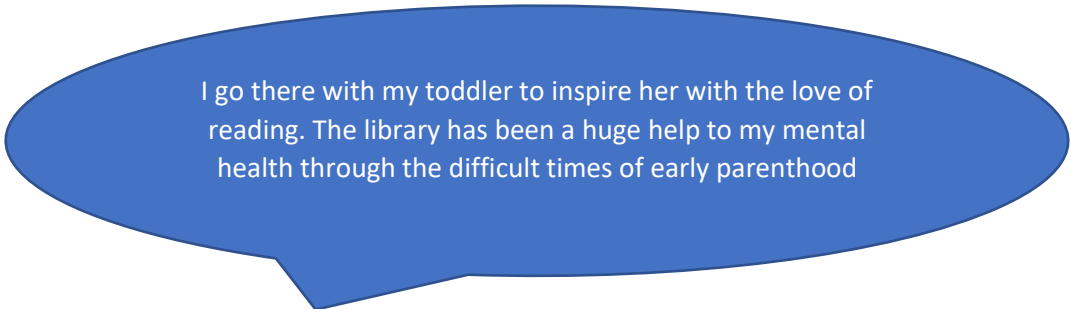
> Going to the library to look at, and borrow, books with our two-year old is always a very special moment for all the family!

Milton Road library has hosted weekly visits from Castle SEN school.

Cherry Hinton Library has partnered with the Residents' Association to deliver 52 Stories. The library also plays an active role in the Cherry Hinton Festival

Arbury Court Library partnered with the North Cambridge Academy to offer both hard-copy and online resources to the students.
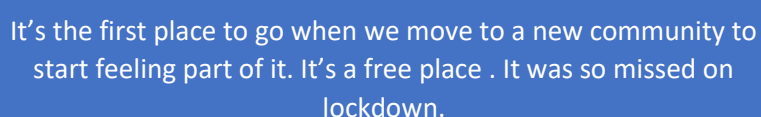
Arbury Court Library has been selected as a location for the BookTrust Learning Tier offer to engage families with young children who may not usually use the library, working with partners from the Children's Centre, Friends Group and the local community.

> I go there with my toddler to inspire her with the love of reading. The library has been a huge help to my mental health through the difficult times of early parenthood

Central Library has many partners which include:

- British Library to offer BIPC and Living Knowledge Network events
- Youth Support
- Cambridgeshire Skills
- Libraries Connected/Sopra Steria/Home Office – visa biometrics service
- WeAreDigital/Home Office – visa support services

> It's the first place to go when we move to a new community to start feeling part of it. It's a free place . It was so missed on lockdown.

Cambridge City Performance Figures for 2019

Summary of activity for 2019:

- 35K Active borrowers – 30% of the District's population
- 770K Visits
- 638K Issues
- 1472 Activities/events
- 34k Attendees at events
- 9371 New members
- 670 Digital assistance appointments