

## Fenland District 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).

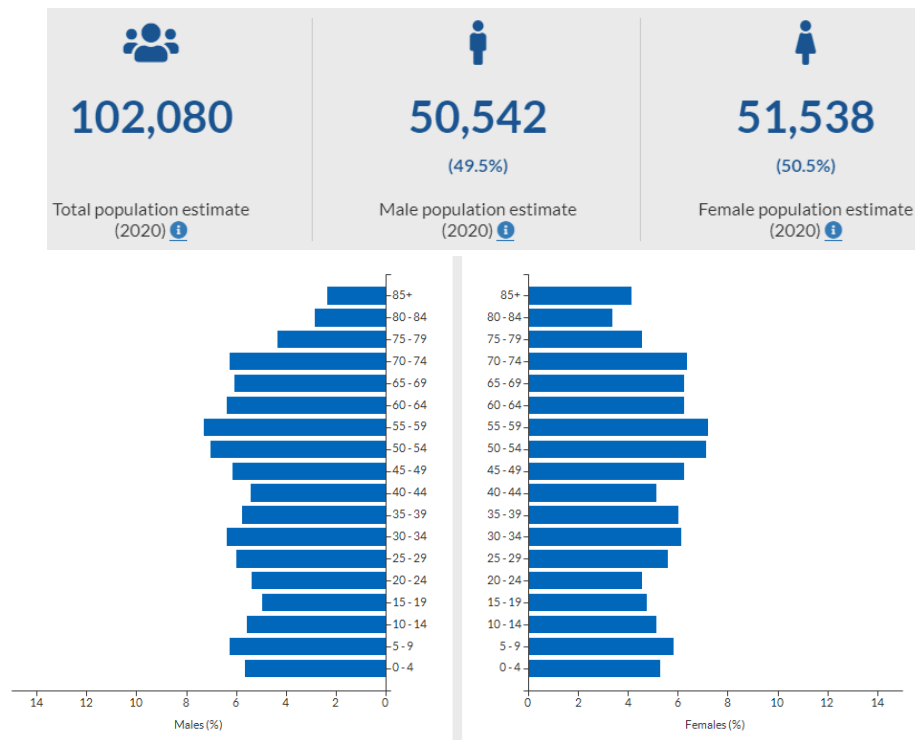
Acorn: [Cambridgeshire Insight – Population – Socio-Demographic Segmentation – Acorn Community Profiles](#) (data sources: CAGI 2019).

Population and dwelling forecasts: [Cambridgeshire Insight – Population – Local Population Estimates and Forecasts](#).

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- **Fenland:** is one of the districts with the smallest population, almost half of the population of Peterborough, however, the population is more homogenously distributed along age groups.
- Fenland also has the highest percentage of economically inactive people (28%).
- Together with Peterborough, Fenland, is one of the most deprived districts, the majority of LSOAs is in the bottom 3 deciles of almost all domains of the Index of Multiple Deprivation.
- The majority of the population is in the ACORN categories Comfortable Communities or financially stretched unqualified (31%), this is the highest percentage of unqualified people among the districts.

### Population, age and gender



### Employment rates



## Index of Multiple Deprivation

### Analysis of individual Lower Super Output Areas (LSOA) across Fenland

The tables show the most deprived and least deprived ranked LSOA's in Fenland.

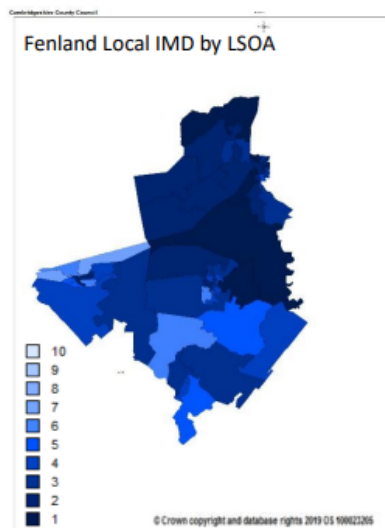


Figure 3 Map of IMD deciles in Fenland

#### Lowest scoring LSOAs (more deprived):

LSOA name (2011)	Ward	National IMD (where 1 is most deprived)	Local IMD (where 1 is most deprived)
Fenland 007B	March East	1	1
Fenland 003F	Staithe	1	1
Fenland 002C	Waterlees Village	1	1
Fenland 002D	Waterlees Village	1	1

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

LSOA name (2011)	Ward	National IMD (where 1 is most deprived)	Local IMD (where 1 is most deprived)
Fenland 008A	Bassenhally	8	7
Fenland 006F	St Andrews	8	7

There are 21/55 LSOAs ranked in the lowest 3 deciles (1-3, where 1 is the most deprived) and 2/55 LSOAs in the highest 3 deciles (least deprived, 8-10) nationally. It is clear therefore that Fenland has substantially more LSOA's in the lower deciles, than the higher deciles. The most deprived LSOAs are in the north-east of the district.

#### Lowest scoring LSOAs (more deprived):

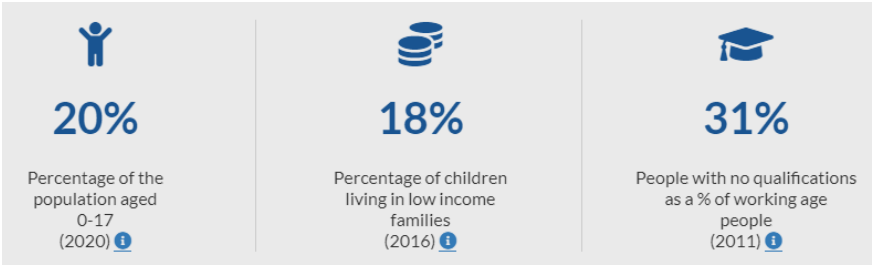
In general, the north-east of the district is the most deprived. LSOAs Fenland **007B (March East)**, **003F (Straithe)**, and **002C and 002D (Waterlees Village)** have higher levels of relative deprivation in the district on the local IMD deciles (1).

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

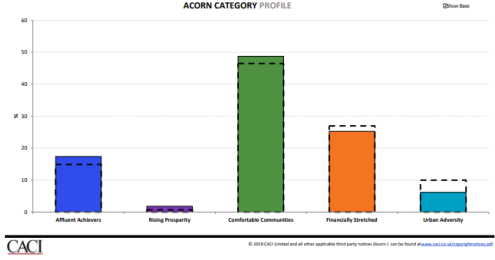
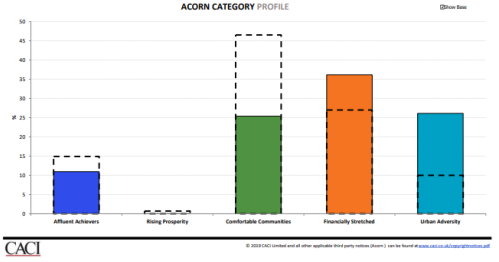
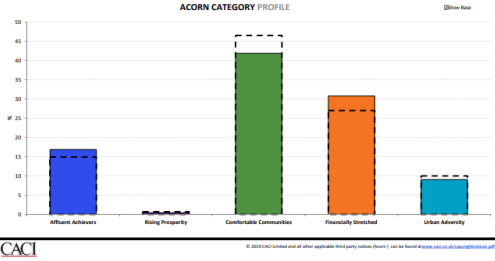
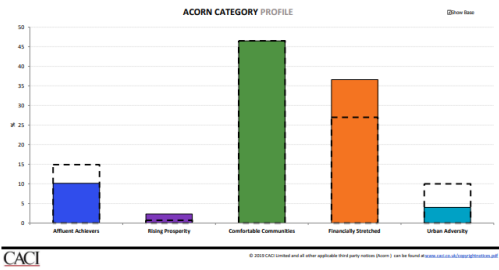
In comparison, Fenland **008A (Bassenhally)** and Fenland **006F (St Andrews)** rank the highest (least deprived) on the local IMD deciles (8).

<sup>1</sup> [Fenland 1.1.pdf \(cambridgeshireinsight.org.uk\)](#)

Education and skills



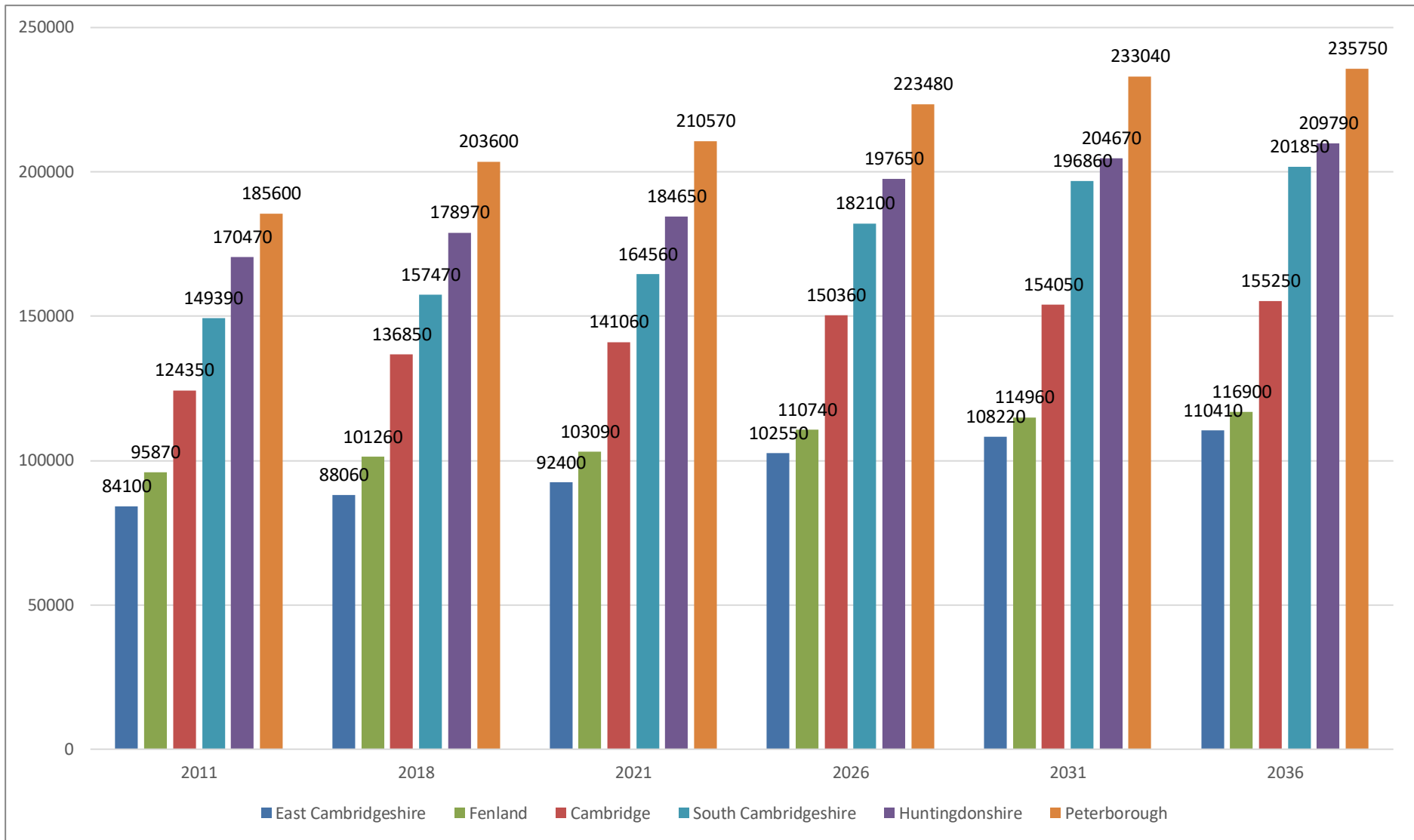
ACORN (Chatteris, March, Wiesbech, Whittlesey)



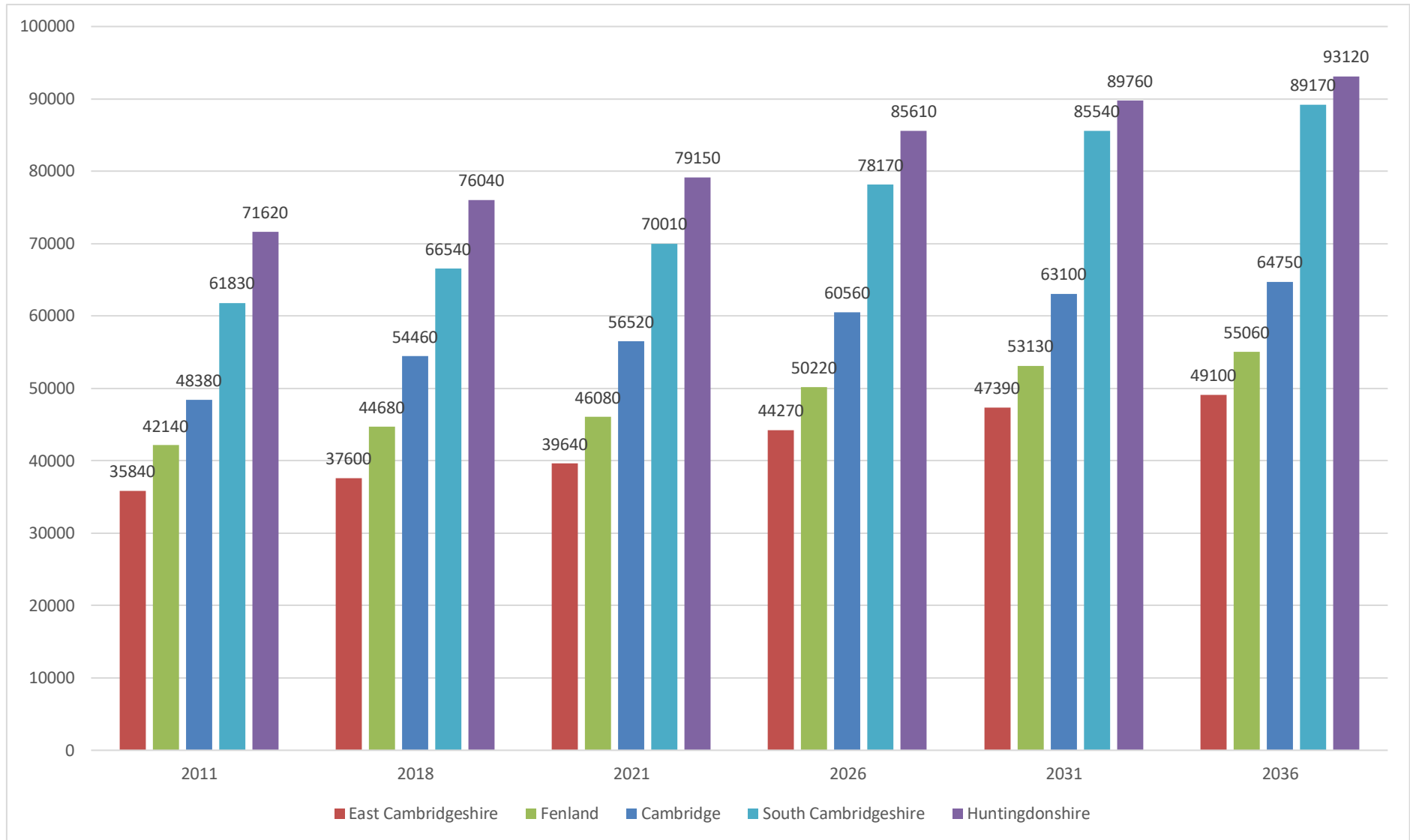
Legend

Affluent Achievers Rising Prosperity Comfortable Communities  
Financially Stretched Urban Adversity

## Population Forecast – CCC Research Group



## Dwelling Stock Forecast – CCC Research Group



## Appendix 1 – Definitions

**Acorn<sup>2</sup>:** 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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<sup>2</sup> [PowerPoint Presentation \(caci.co.uk\)](http://caci.co.uk)

## **Fenland Service Profile**

Fenland is the largest and most rural of the districts and also has the second smallest population (103,090), however, the population is more equally distributed along all age groups.

Fenland also has the highest percentage of economically inactive people (28%). Fenland is one of the most deprived districts, 21 out of 55 LSOAs are in the bottom 3 deciles of the Index of Multiple Deprivation with only 2 out of 55 in the higher deciles. The most deprived LSOAs are in the north east of the district around March and Wisbech.

The majority of the population is in the ACORN categories 'Comfortable Communities' or 'Financially Stretched'. However, there are discrepancies across the district. Wisbech for example has significantly more households categorised as being in 'Urban Adversity' than the England average whereas Chatteris has just half the England average for 'Urban Adversity' households.

Fenland has the highest percentage of unqualified residents (31%), this is the highest percentage of unqualified people among the districts. Population forecasts indicate more modest growth to 116,900 in the period to 2036.

Wisbech Cluster			
Library	Opening hrs	Staff FTE	Volunteers
Wisbech	42	6.6	8
Whittlesey	27	0.82	7

March Cluster			
Library	Opening hrs	Staff FTE	Volunteers
March	42	5.77	14
Chatteris	27	0.81	4

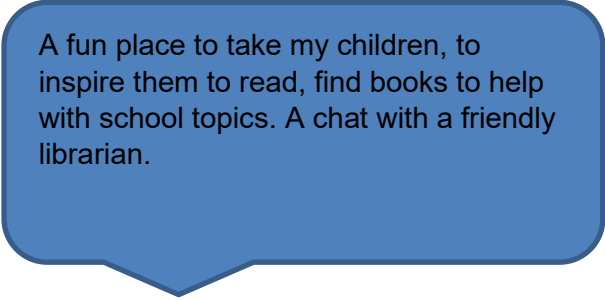
## **Staff, volunteers and Friends**

Staff are mobile and able to work at various libraries. Managers work in partnership across Fenland and East Cambridgeshire to share best practice and ideas. We have just appointed our first Kickstart employee. Volunteers make a vital contribution in various roles and have a great sense of ownership of their local library. Wisbech, March and Chatteris have long established Friends groups who have supported their libraries ably with their time and funds.

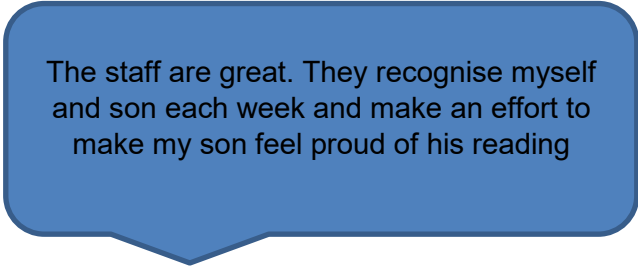
## **Partnerships**

Wisbech Library has just been selected to pilot a Book Trust Storytime project aimed at helping families engage with reading to their very young children, use the library and develop the reading for pleasure habit.

Fenland and East Cambridgeshire districts have also been commissioned by Early Years to run the First Steps Library Project to promote library membership and use among under 5's and their families




A fun place to take my children, to inspire them to read, find books to help with school topics. A chat with a friendly librarian.



The staff are great. They recognise myself and son each week and make an effort to make my son feel proud of his reading

March Library is home to the Registration Service and is also a Ceremony Venue for Weddings. It is a lovely building in a picturesque spot by the river, with a resident flock of geese!

Whittlesey and Chatteris libraries have been Community Hubs, shared with Fenland District council, for several years. The District Council are withdrawing much of their face-to-face work from libraries, meeting customers there for appointments in much fewer numbers. However, this does create opportunities; Whittlesey Library is now hosting various activities for parents delivered by Barnardo's Child and Family Centres, happily now resuming face to face, post lockdown.

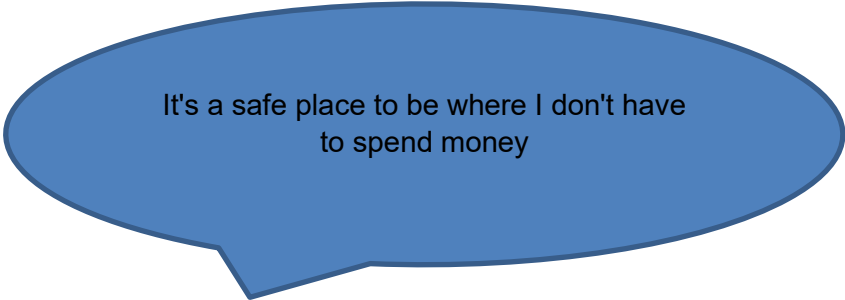


I come to the library once a week - it's good to get out and have a chat. They helped me with my bus pass too

### **Activities and impacts**

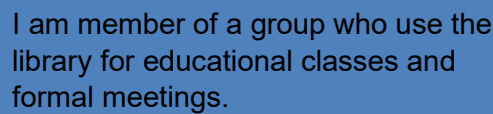
This year, Wisbech library has created a Business and Intellectual Property Local Centre, upstairs in the library. It will be a place for Start Ups and local SMEs to network, use resources and learn. We are planning the launch of this space soon (delayed due to Covid). Wisbech library houses the Fenland Collection local history resources, and is an access point for the Lillian Ream photographic collection

Wisbech is used by a higher proportion of rough sleepers than many sites, so we have set up partnerships with local groups to allow them to access services and so we can signpost support. We provide internet access and a warm sanctuary for those who need it.



It's a safe place to be where I don't have to spend money

March Library celebrated its 21<sup>st</sup> birthday at the current site this year, and this was attended by 700 local people. It's customer base likes to support activities, social and cultural engagement. March Town centre is the recipient of significant investment from the Future High Streets Fund aiming to improve its future prosperity and achieve levelling up for a relatively deprived area. Our service has a bid for £250k into the Library Improvement Fund which will be shared between March and Central library. It will be spent to create a flexible and modern community space for social, learning and cultural use. Hence March is very much in the limelight at present.



I am member of a group who use the library for educational classes and formal meetings.

Venue hire is very popular in Fenland with a huge variety of groups using our facilities. They range from RAF Veterans and local history groups to theatre workshops, art and craft and well-being activities.

#### **Fenland Performance for 2019:**

- 11k Active borrowers
- 197k Issues
- 252k Visits
- 880 Activities/events
- 12k Attendees at events
- 2.5k New members gained
- 1,495 Digital assistance appointments