

Huntingdonshire 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).

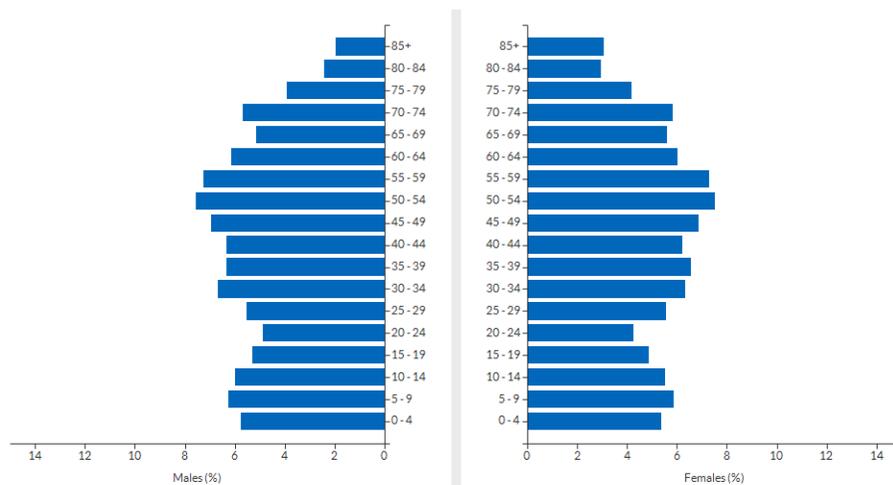
Acorn: [Cambridgeshire Insight – Population – Socio-Demographic Segmentation – Acorn Community Profiles](#) (data sources: CAGI 2019).

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

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- **Huntingdonshire:** is the second most populated district in Cambridgeshire.
- Only a small proportion of LSOAs is in the bottom 3 deciles of the Index of Multiple Deprivation in the categories of education and housing only.
- It also has a relative high number of qualified people (qualification 4 - 27.9%) - slightly above the national average (27.4%). Majority of people are classified as financially stretched in Huntingdon, and comfortable communities in St Ives and Neots.

Population, age and gender



Employment rates



Index of Multiple Deprivation

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

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

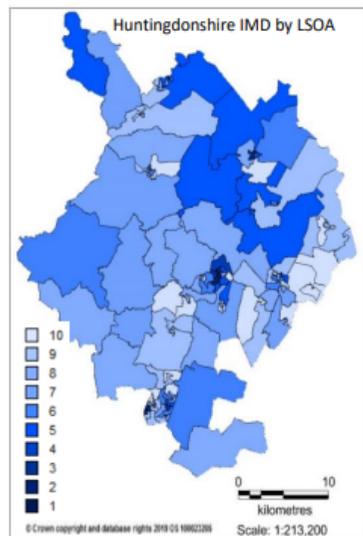


Figure 3; Map of IMD deciles in Huntingdonshire

Lowest scoring LSOAs (more deprived):

LSOA name (2011)	Ward	National IMD (where 1 is most deprived)	Local IMD (where 1 is most deprived)
Huntingdonshire 008A	Huntingdon North	2	2
Huntingdonshire 008B	Huntingdon North	2	2

Highest scoring LSOAs (least deprived):

LSOA name (2011)	Ward	National IMD (where 1 is most deprived)	Local IMD (where 1 is most deprived)
Huntingdonshire 016B	Fenstanton	10	10
Huntingdonshire 014D	Godmanchester & Hemingford Abbots	10	10
Huntingdonshire 007A	Holywell-cum-Needingworth	10	10
Huntingdonshire 009C	Huntingdon East	10	10
Huntingdonshire 005D	Ramsey	10	10
Huntingdonshire 006C	Somersham	10	10
Huntingdonshire 013B	St Ives South	10	10
Huntingdonshire 018D	St Neots Priory Park & Little Paxton	10	10
Huntingdonshire 019C	St Neots Priory Park & Little Paxton	10	10
Huntingdonshire 020E	St Neots Priory Park & Little Paxton	10	10
Huntingdonshire 012C	The Stukeleys	10	10

There are 5/106 LSOAs in the lowest 3 deciles (1-3) and 56/106 LSOAs in the highest 3 deciles (8-10). It is clear therefore that Huntingdonshire

has substantially more LSOA's in the higher deciles, than the lower deciles. The most deprived deciles are in the centre of the district.

Lowest scoring LSOAs (more deprived):

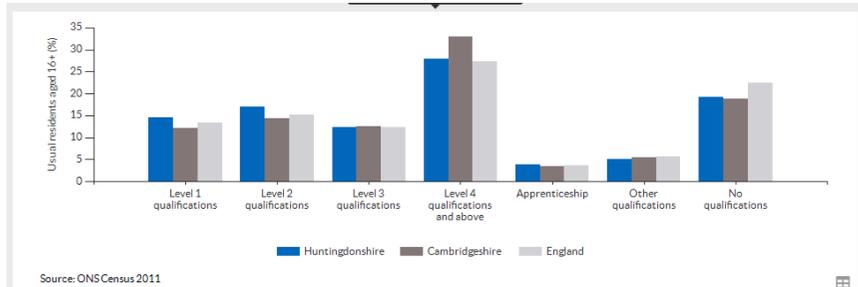
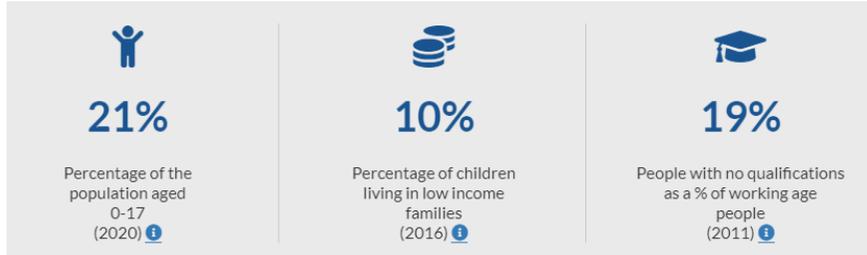
In general, the centre of the district is the most deprived. LSOAs Huntingdonshire 008A & 008B (Huntingdon North) have the most deprivation present in the district on the local IMD deciles (2).

Highest scoring LSOAs (least deprived):

In comparison, Huntingdonshire 016B (Fenstanton) 014D (Godmanchester & Hemingford Abbots), Huntingdonshire 007A (Holywell-cum-Needingworth), 009C (Huntingdon East), 005D (Ramsey), 006C (Somersham), 013B (St Ives South), 018D, 019C & 020E (St Neots Priory Park & Little Paxton) and 012C (The Stukeleys) rank the highest on both the local and national IMD deciles (10).

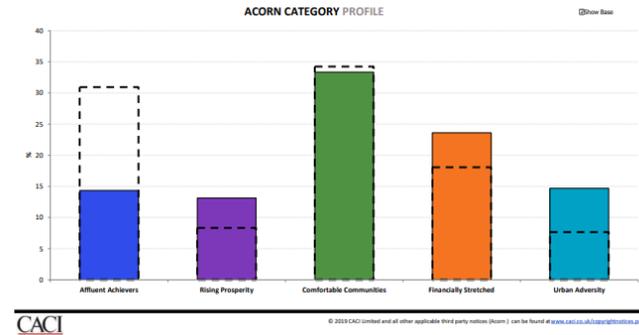
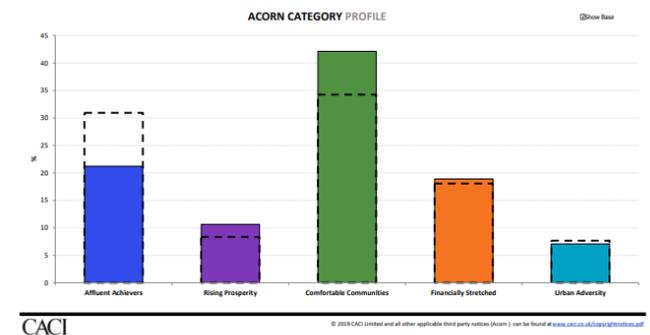
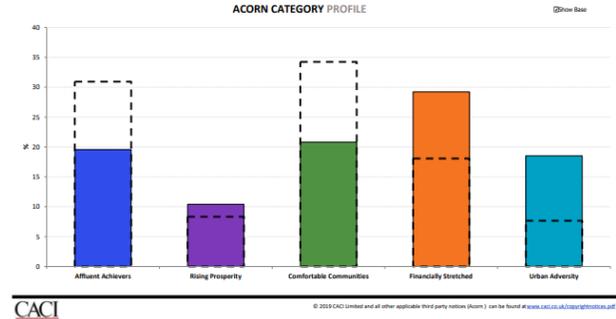
¹ [Huntingdonshire1.1.pdf \(cambridgeshireinsight.org.uk\)](https://www.cambridgeshireinsight.org.uk/Huntingdonshire1.1.pdf)

Education and skills



	Huntingdonshire		Cambridgeshire		England	
	Count	%	Count	%	Count	%
Level 1 qualifications	20,055	14.6	61,721	12.1	5,714,441	13.3
Level 2 qualifications	23,266	17.0	73,433	14.4	6,544,614	15.2
Level 3 qualifications	16,977	12.4	64,243	12.6	5,309,631	12.4
Level 4 qualifications and above	38,301	27.9	167,582	33.0	11,769,361	27.4
Apprenticeship	5,221	3.8	17,989	3.5	1,532,934	3.6
Other qualifications	6,976	5.1	27,636	5.4	2,461,829	5.7
No qualifications	26,361	19.2	95,865	18.9	9,656,810	22.5

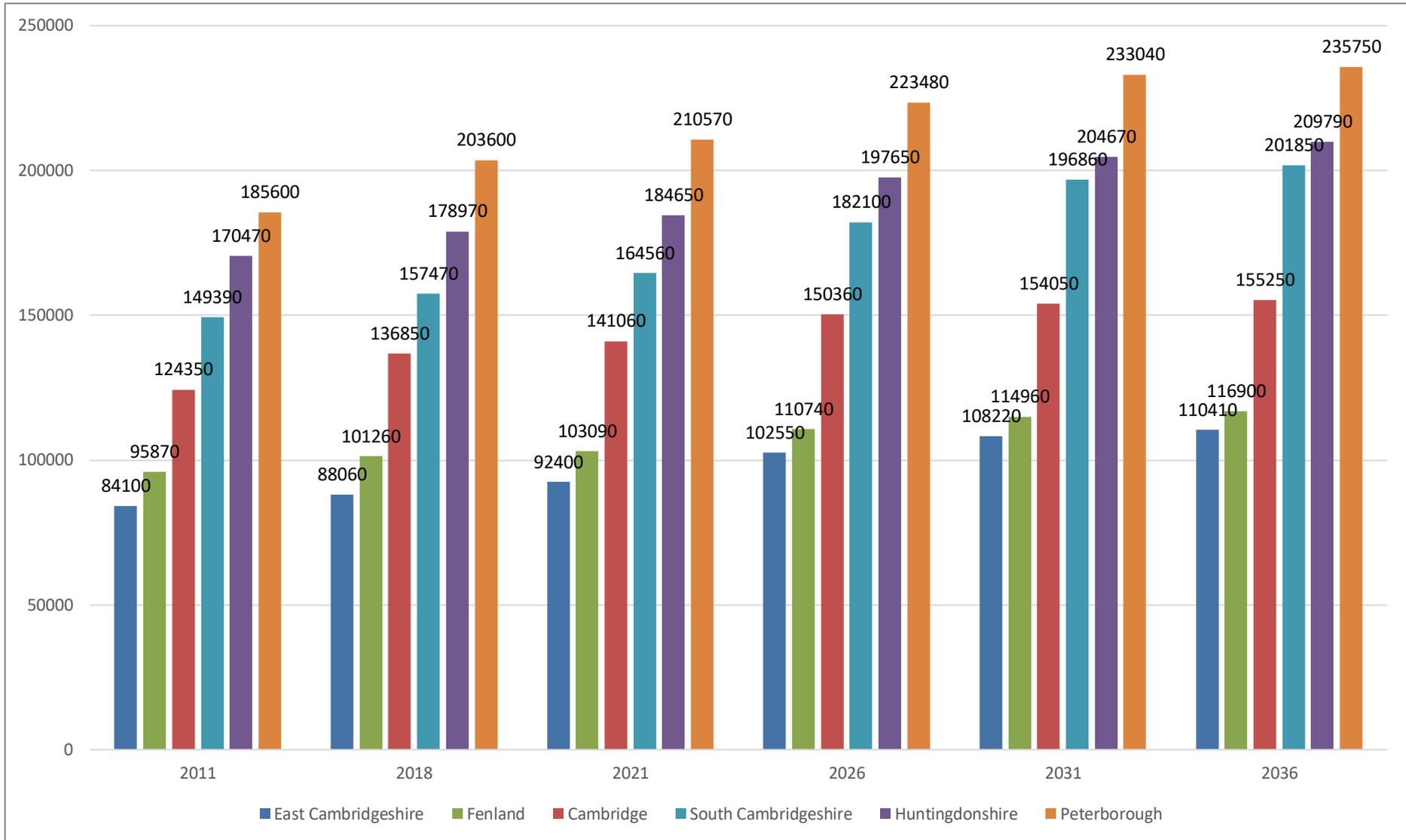
ACORN (Huntingdon, St Ives, St Neots)



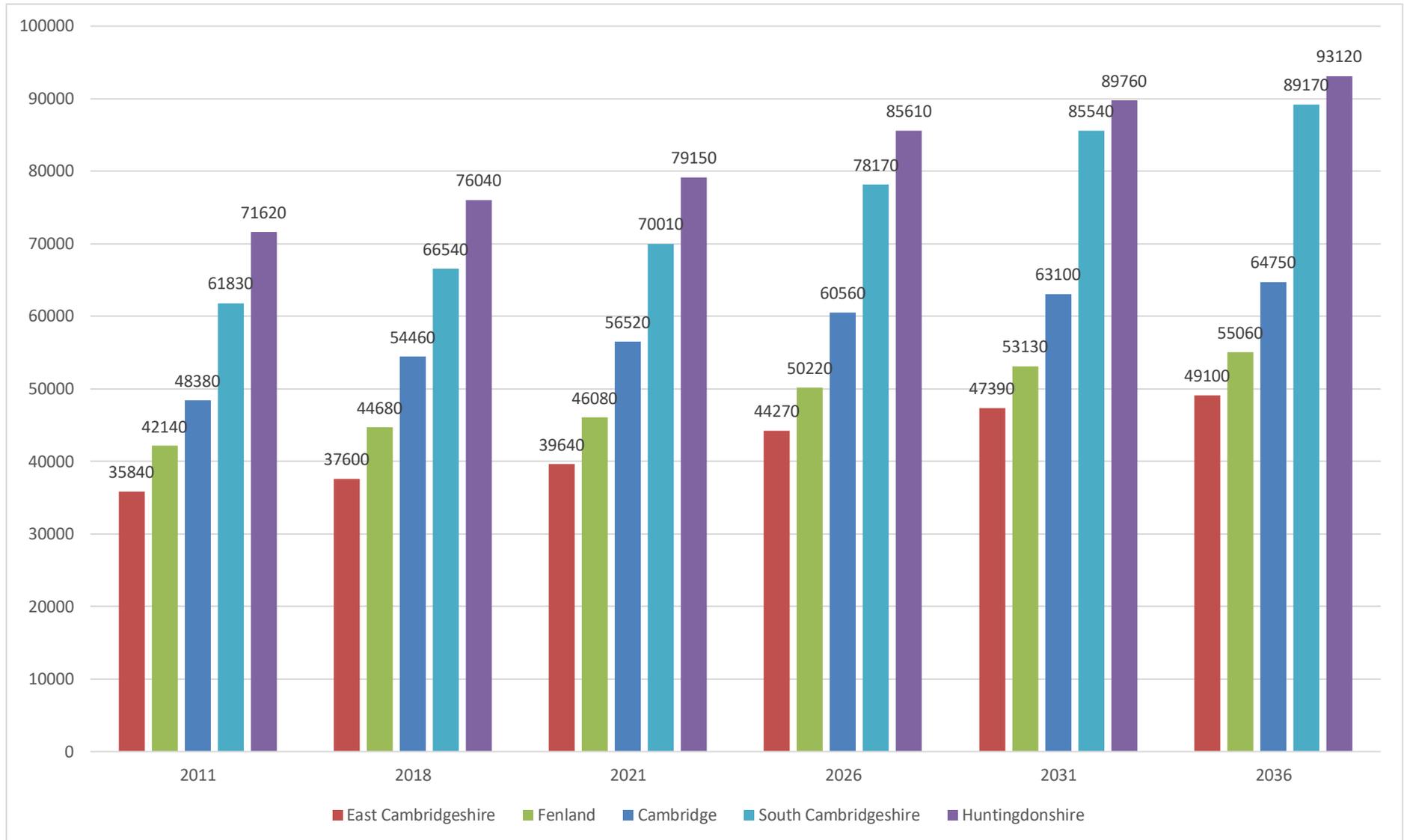
Legend

Affluent Achievers Rising Prosperity Comfortable Communities
Financially Stretched Urban Adversity

Population Forecast – CCC Research Group



Dwelling Stock Forecast – CCC Research Group



Appendix 1 – Definitions

Acorn²: 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).

² [PowerPoint Presentation \(caci.co.uk\)](http://caci.co.uk)

Huntingdonshire Service Profile

Huntingdonshire is the second most populated district in Cambridgeshire with a population of 184,650¹. The largest population centres are Godmanchester, Huntingdon, Ramsey, St Ives and St Neots.

Huntingdonshire is of middling affluence with only a small proportion of the Lower Super Output Areas (LSOAs) being in the bottom 3 deciles of the Index of Multiple Deprivation in the categories of education and housing only.

It also has a relative high number of qualified people (qualification 4 - 27.9%) slightly above the national average (27.4%). The customer profiler tool ACORN categorizes the majority of households as Financially Stretched in Huntingdon, whereas in St Ives and St Neots the majority are Comfortable Communities.²

Population forecasts indicates growth to almost 210,000 by 2036.

The Huntingdonshire District is served by 8 libraries across the market towns and villages of the district. There are three large hub libraries operating on a hub and cluster model alongside five smaller single staffed community libraries:

Library	Opening hrs	Staff (full time equivalent)	Volunteers
St Ives Hub	42	6.82	3
Ramsey	23	0.7	3
Warboys	15	0.42	5
Huntingdon Hub	42	9.15	2
Yaxley	27	0.81	9
Sawtry	15	0.42	1
St Neots Hub	42	6.32	22
Buckden	15	0.42	14

The Huntingdonshire district also offers support to 3 Library Access points, in Somersham, Brampton and the Coneygear Centre in Huntingdon.

Huntingdonshire is an area of rapid growth. New developments in Alconbury Weald and Loves Farm at St Neots have seen library staff supporting micro library provision in each area with plans for a new library build in Alconbury Weald in the next five years.

¹ Cambridgeshire Research Group Local Population Estimates

² <https://acorn.caci.co.uk/downloads/Acorn-User-guide.pdf>

Staffing and Volunteers

A total of 40 staff, 25.06 FTE equivalent, provide cover for the 8 libraries' current opening hours of 221 per week across the district.

"I have grown in confidence through volunteering at the library"

The library staff in Huntingdonshire are supported by 59 volunteers in roles ranging from Rhymetime Assistant through to Digital Buddy, Code club leader and Duke of Edinburgh placements. The volunteer offer enables each library to extend its core programme of events and activities, volunteer support is invaluable in the smaller single staffed libraries.

St Ives library has operated as a pilot site for Open Access technology since 2016 extending the opening hours by a further 8.5 unstaffed hours per week. The technology is due to be upgraded imminently as part of a countywide project to install Open Access technology across Cambridgeshire library sites, allowing self-service access times to be extended further to meet the needs of the community.

Huntingdonshire Performance 2019

- 485K Visits
- 512K Issues
- 1,931 Activities / events
- 29K Attendance at events
- 4,764 New Library Members
- 1,025 Assisted Digital Appointments

In 2019 15% of the population of Huntingdonshire were actively using their library membership equating to 26K active borrowers.

There is a split between adults and children's borrowing across the three hub libraries with St Ives and Huntingdon libraries having a higher percentage of adult borrowing at 59% and 58% of issues respectively and St Neots library having a higher percentage of children's borrowing at 51% of total issues. This is further reflected in the consistently high level of participants in the summer reading challenge in St Neots Library with a record 505 children taking part in 2019.

"The library service throughout lockdown has been a lifeline"

Activities & Impact

Alongside the core offer library staff have developed further activities to respond to local need and demand, for example Baby Sensory Classes in Huntingdon Library and Baby Clothes swap events across the district.

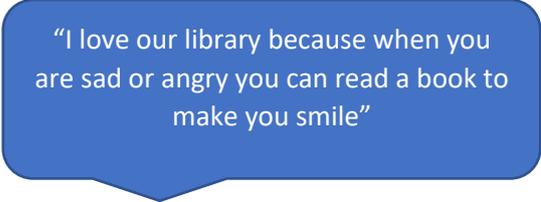
Staff have responded to the demand from customers with the addition of Engage Extra talks (over 60s social events) and workshops on wide ranging activities from felt workshops through to Alexander technique classes.

Many of the Huntingdonshire libraries offer a drop-in board games session which has provided a lifeline for those looking to engage socially in a comfortable and safe environment.

All Huntingdonshire libraries provide an assisted digital service with a high level of take up. Over 1k appointments were delivered in 2019 and high levels of demand are being observed following a return to the service in 2021.



“It’s a wonderful community resource which I appreciate very much”



“I love our library because when you are sad or angry you can read a book to make you smile”

Partnerships

There are a wide range of partnerships across the district from co-locations with other county council services including Cambridgeshire Registration Services, Cambridgeshire Archives and place-based co-ordinators in Huntingdon Library through to partnerships with Children’s Centres (Sawtry and Ramsey libraries) and partnerships with community organisations such as the Neighbourhood Trust / Ramsey Million partnership in Ramsey Library. The many and varied projects of the Ramsey partners have enabled an extension of opening hours through partner led self-service sessions, providing job clubs and board games clubs at times when the library is unstaffed.

Ramsey Library has been selected as a location to pilot development of 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 Neighbourhood Trust will be key to the success of the pilot.

The Huntingdon library team worked closely with Huntingdon Town Council on a number of projects in 2019 from library membership for all Year 3 primary school children through to the development of a library offer in the Coneygear Centre for the more difficult to reach and engage ward of Huntingdon.

Partnerships are continuing to develop at every opportunity, and it is anticipated that the launch of the new Business and Intellectual Property Centre Local in Huntingdon will provide many further opportunities to develop local partnerships.

Four of the eight libraries (Warboys, Yaxley, Ramsey & St Neots) are supported by Friends Groups. The groups are involved in various activities aimed at promoting the library and engaging the wider community alongside raising funds for the library. Library Friends groups have been key partners in the promotion and delivery of The Library Presents events across the district.

Venue Hire

Hire of meeting rooms has been particularly successful in Huntingdonshire pre Covid with many community groups such as the U3A meeting on a regular basis. The smaller meeting room spaces are becoming increasingly sought after by commercial organisations closing their high street venues. Health organisations and counselling services looking to provide support and information are also primary hirers of smaller interview rooms.