

East Cambridgeshire 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).

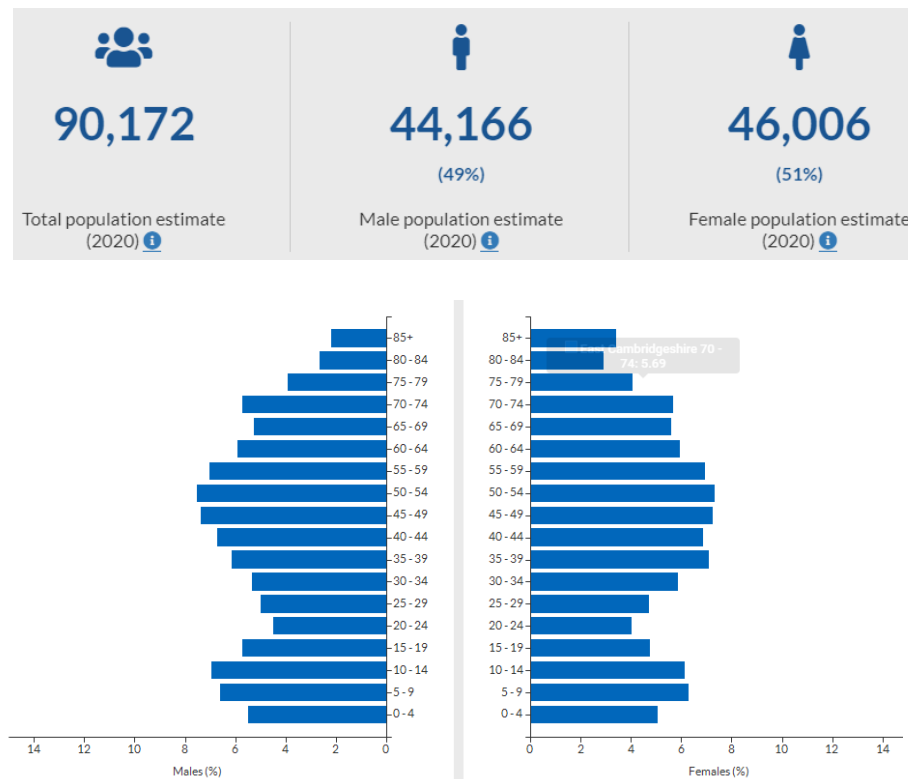
Acorn: [Cambridgeshire Insight – Population – Socio-Demographic Segmentation – Acorn Community Profiles](#) (data sources: CAGI 2019).

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

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- **East Cambridgeshire:** This district has the lowest percentage of economically inactive individuals (11% only).
- 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 education and barrier to housing only.
- Population in this district has relatively high qualifications (qualification 4 – 29%, qualification 2 - 15.6%, qualification 3 - 11.4%) and is mainly categories as Comfortable Communities.

Population, age and gender



Employment rates



Index of Multiple Deprivation:

Analysis of individual Lower Super Output Areas (LSOA) across East Cambridgeshire

The tables below show the National and Local Decile Rank for the IMD in the most deprived and least deprived LSOAs in East Cambridgeshire. **There are no LSOAs within the bottom 3 most deprived deciles on the national IMD,**

and only 3 in the local IMD ranking. This is particularly good, showing that **East Cambridgeshire has no LSOAs in the top 20% most deprived areas nationally or locally.** There are substantially more LSOAs in the top 3 least deprived areas, and 7 in the 10th decile, or the least deprived decile, both nationally and locally.

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)
East Cambridgeshire 003G	Ely North	4	3
East Cambridgeshire 001C	Littleport East	4	3
East Cambridgeshire 001E	Littleport West	5	3

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)
East Cambridgeshire 008B	Burwell	10	10
East Cambridgeshire 003F	Ely North	10	10
East Cambridgeshire 002D	Sutton	10	10
East Cambridgeshire 004G	Ely South	10	10
East Cambridgeshire 011B	Cheveley	10	10
East Cambridgeshire 004F	Ely South	10	10
East Cambridgeshire 007C	Isleham	10	10

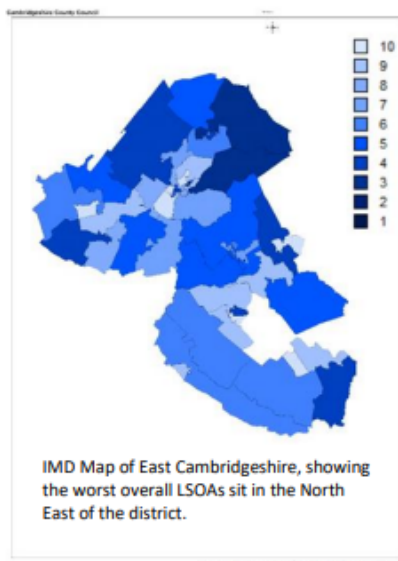


Figure 3; Map of IMD deciles in East Cambridgeshire

Lowest scoring LSOAs (more deprived):

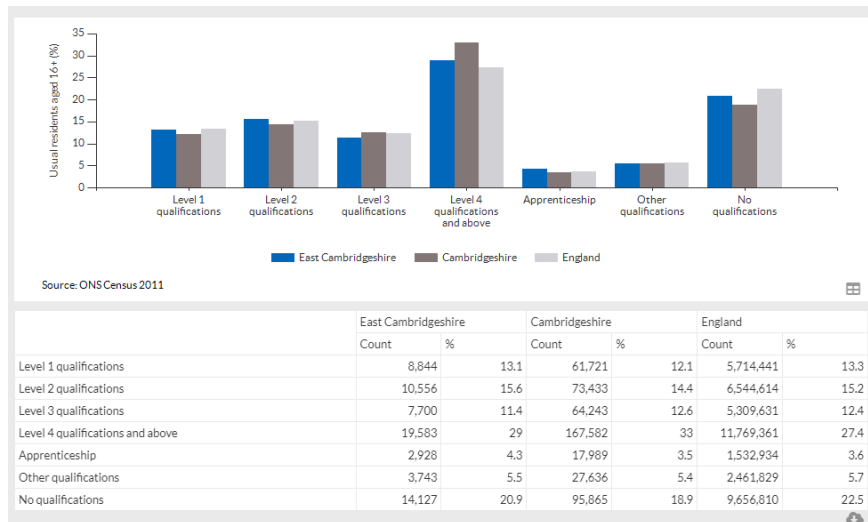
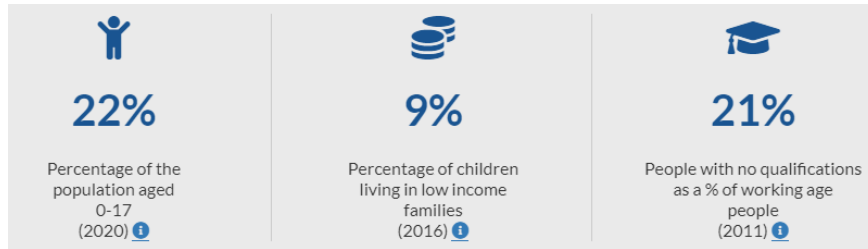
In general, the north-east of the district is ranked as most deprived. LSOAs East Cambridgeshire **001C** (Littleport East), and East Cambridgeshire **003G** (Ely North) are scored as having the highest overall levels of deprivation in the district on the local IMD deciles (3).

Highest scoring LSOAs (least deprived):

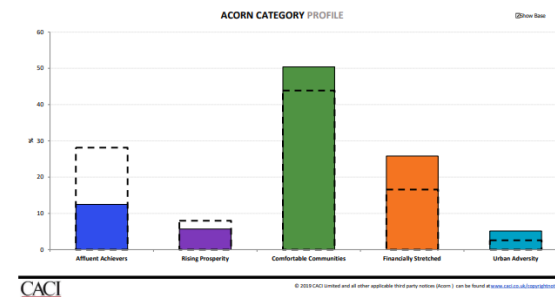
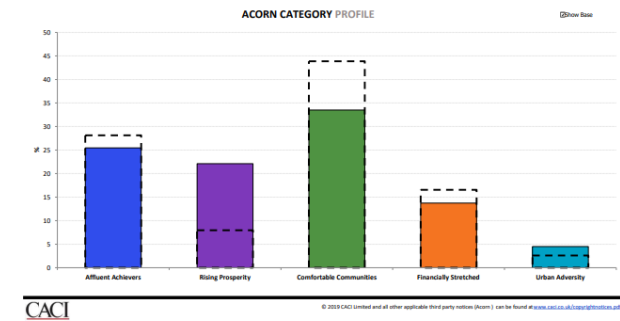
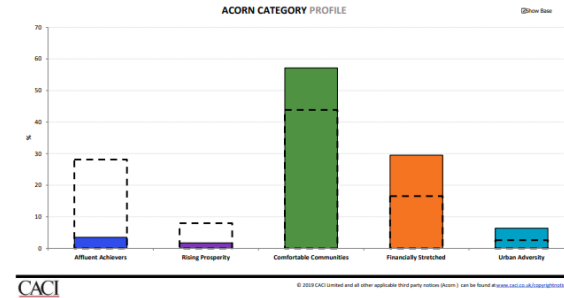
In comparison, E.Cambs **002D** (Sutton), **003F** (Ely North), **004F** (Ely South), **004G** (Ely South), **007C** (Isleham), **008B** (Burwell), and **011B** (Cheveley) rank the highest on the local IMD deciles (10).

¹ [East-Cambridgeshire_1.1.pdf \(cambridgeshireinsight.org.uk\)](#)

Education and skills



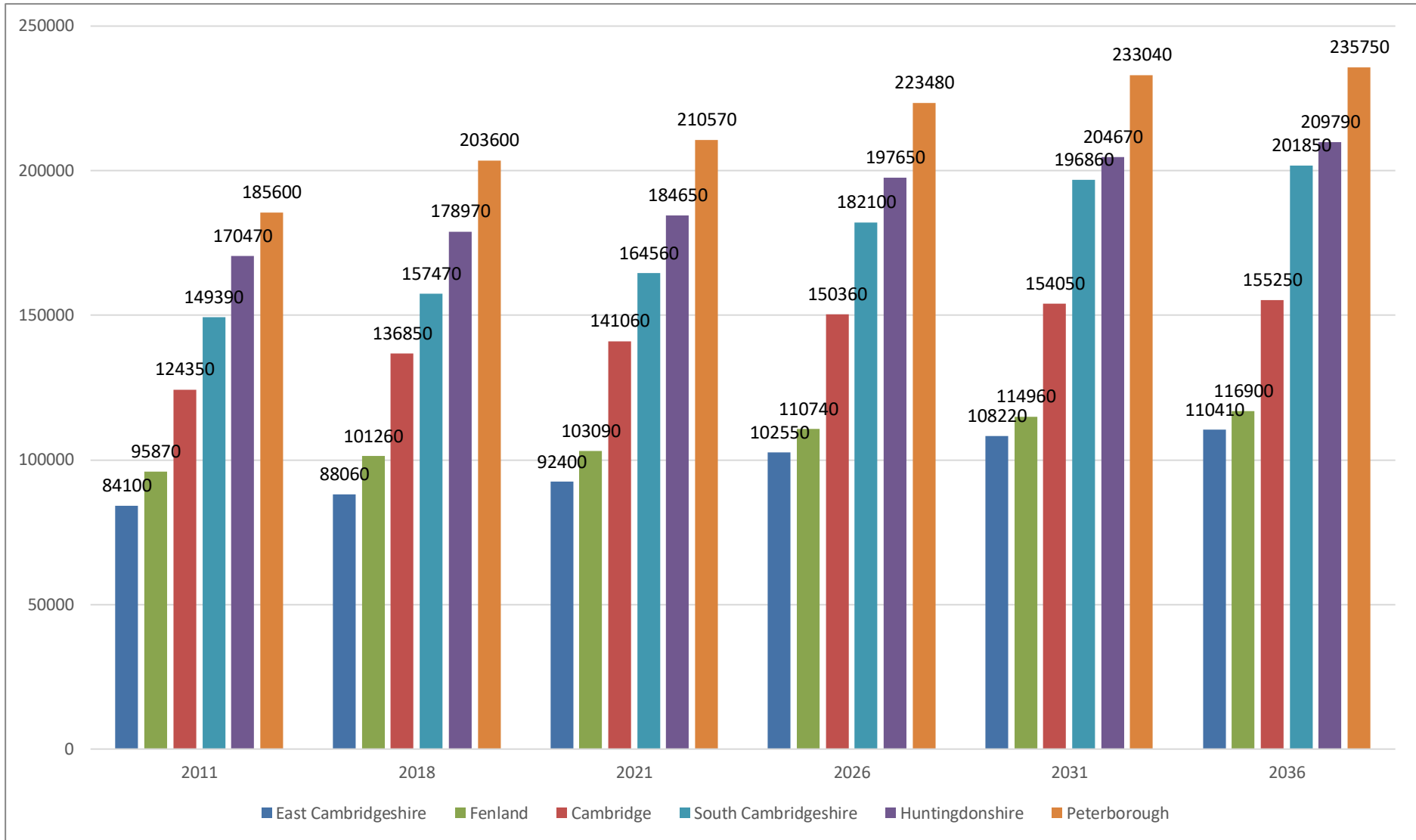
ACORN (Littleport, Ely and Soham)



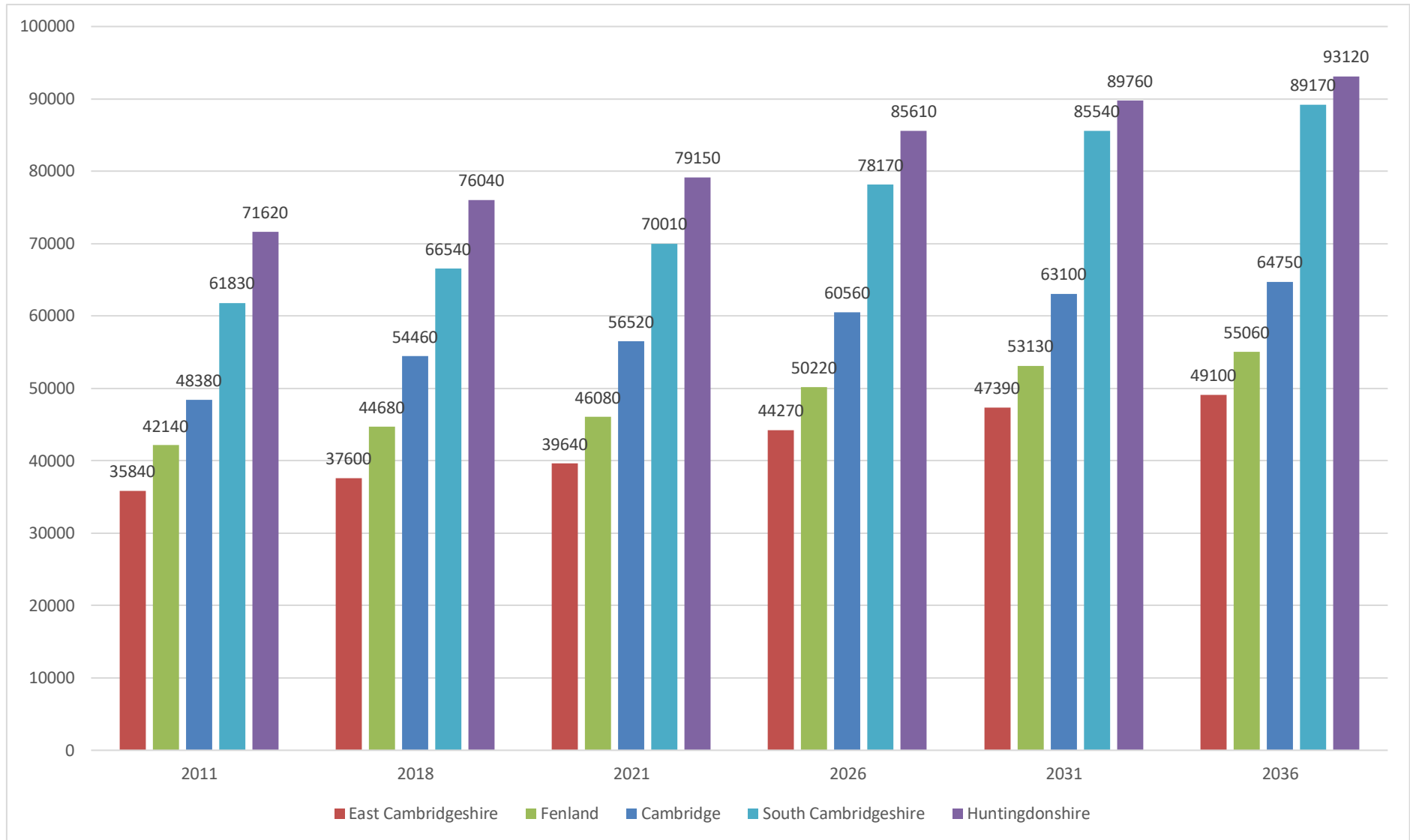
Legend

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)

East Cambridgeshire Service Profile

East Cambridgeshire is a rural district with few large towns other than Ely (a cathedral city) but is more closely linked to Cambridge and the town of Newmarket in Suffolk. East Cambridgeshire has the smallest population of all the districts with 92,400 estimated in 2021.

East Cambridgeshire has the lowest percentage of economically inactive individuals (11% only).

There are no LSOA areas in East Cambridgeshire that fall into the most deprived deciles nationally showing that although not considered affluent throughout there are no pockets of extreme deprivation.

Population in this district has relatively high qualifications (qualification 4 – 29%, qualification 2 - 15.6%, qualification 3 - 11.4%). ACORN has categorised the households of Littleport, Ely, Soham as mainly 'Comfortable Communities' with a higher number of 'Affluent Achiever' households in Ely. Conversely there are more 'Financially Stretched' households in Littleport and Soham than the England average. Population forecasts indicate modest growth in the period to 2036 to 110,410.

East Cambridgeshire is a small but very busy district with one Hub library. It is combined for operational purposes with Fenland, under a single District Manager. No new library buildings are currently being planned, but investment is underway to create Open Access for the public outside of staffed hours, with Soham library an early adopter for the district. East Cambridgeshire supports local volunteer led libraries in Haddenham, Little Downham and Bottisham.

Ely Cluster			
Library	Opening hrs	staff FTE	Volunteers
Ely	42	7.16	25
Soham	27	0.81	4
Burwell	23	0.9	5
Littleport	23	0.82	5

Ely is a busy and thriving library, serving a growing and developing community. It is in the very heart of the City, in a shopping development off the marketplace. It faces the challenge of being entirely on the first floor and therefore with a low street level presence. We are currently planning a project to increase visibility and signage to combat this.

Soham, Burwell and Littleport serve their local village communities, and, in most cases, staff live locally. They know their community and customers well and build those all-important relationships.

Our local librarian (Littleport library) is always so happy to see the children, she's very welcoming, she takes an interest in what they enjoy reading & makes each visit an even happier experience!

Staff, Volunteers and Friends

East Cambridgeshire staff are mostly mobile so regularly work in different libraries within the Cluster, and with our Fenland district colleagues. We are very popular as a volunteering opportunity and have volunteers of all ages, and with special needs. We have just engaged our first Kickstart employee.

Ely has a long standing and successful Friends group. They are supported by the charitable foundation of a US-based family who lived in the City part of the year. It is through their generosity that we are undertaking a remodel of the outside and entranceway in order to improve the image and visibility of the library.

Partnerships

Ely is home to a Business and Intellectual Property Local, soon to be launched. It also houses the Cambridgeshire Skills Adult Learning Classroom and administrative hub in its former Learning Centre. Youth Support Services have a base there where they can meet their clients. Parish Council support in community libraries enables us to enhance our children's and older people offer. Events are also run with Ely Museum, Diabetes Awareness, Local History groups and more.

Activities and Impact

East Cambridgeshire has an excellent track record of holding events for all ages, thanks to a talented local team who are willing to try new things. Engage for older people takes place in all four venues, as does Rhymetime and varied Children's events. We receive support from our Friends of Ely library, Soham Town Council and Littleport Town Lands Charity to hold a vibrant Summer Holiday Programme.

The venue hire facility is very popular with diverse users including Cambridge Hearing Help, Mind, U3A, Royal British Legion, and Thera Trust.

Soham has seen great investment of time from Adult Social Care (Neighbourhood Cares pilot) and the Think Communities Team, networking together its many community and voluntary organisations with the library hosting and participating.

The community libraries in East Cambridgeshire provide a lifeline to potentially isolated people, and this was expressed particularly during the Covid crisis.

Of Burwell library “you have been amazing throughout (pandemic), thank you, surely makes us all realise how important libraries are in our lives”

East Cambridgeshire Performance 2019 2019:

- 11k Active borrowers
- 236k Issues
- 256k Visits
- 716 Activities/events
- 10k Attendees at events
- 2k New Library Members
- 544 Digital Assistance Appointments