

## South 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).

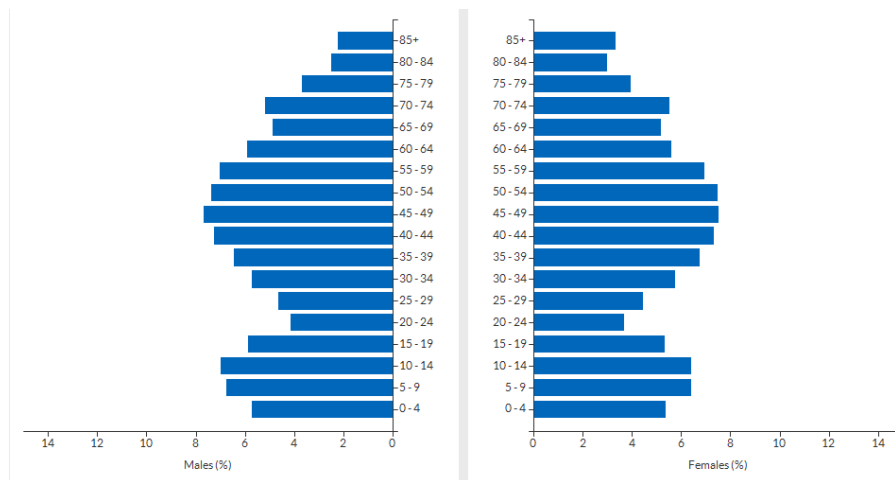
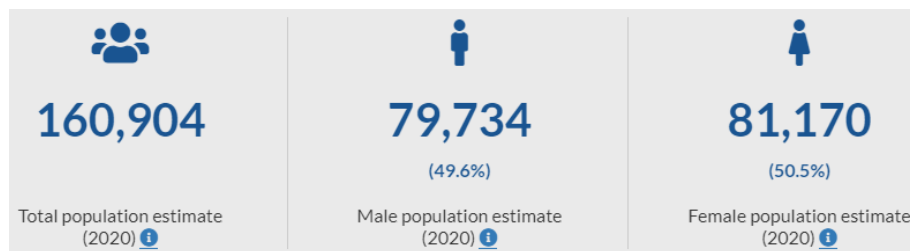
Acorn: [Cambridgeshire Insight – Population – Socio-Demographic Segmentation – Acorn Community Profiles](#) (data sources: CAGI 2019).

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

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- **South Cambridgeshire:** South Cambridgeshire has one of the highest populations (160.904) and has one of the lowest percentages of economically inactive individuals (22%).
- Only a small proportion of LSOAs is in the bottom 3 deciles of almost all domains of the Index of Multiple Deprivation especially in the categories housing and living environment and crime.
- It also has the youngest population in Cambridgeshire. Majority of the population is unqualified (25%) above the national average (22.5%) and is categorised as Rising Prosperity.

### Population, age and gender



### Employment rates



# Index of Multiple Deprivation

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

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

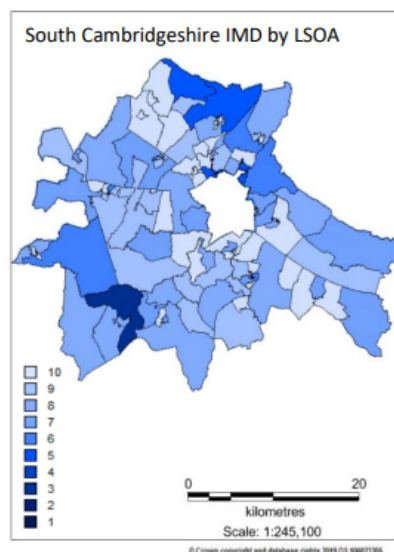


Figure 3; Map of IMD deciles in South Cambridgeshire

### Lowest scoring LSOAs (most deprived):

LSOA name (2011)	WD18NM	National IMD (where 1 is most deprived)	Local IMD (where 1 is most deprived)
South Cambridgeshire 019A	Melbourn	3	2
South Cambridgeshire 007B	Milton & Waterbeach	5	3

### Highest scoring LSOAs (least deprived):

LSOA name (2011)	WD18NM	National IMD (where 1 is most deprived)	Local IMD (where 1 is most deprived)
South Cambridgeshire 002B	Cottenham	10	10
South Cambridgeshire 002C	Cottenham	10	10
South Cambridgeshire 017B	Duxford	10	10
South Cambridgeshire 011C	Pen Dittan & Fulbourn	10	10
South Cambridgeshire 013A	Gamlingay	10	10
South Cambridgeshire 009C	Girton	10	10
South Cambridgeshire 009D	Girton	10	10
South Cambridgeshire 014B	Harston & Comberton	10	10
South Cambridgeshire 014D	Harston & Comberton	10	10
South Cambridgeshire 006B	Histon & Impington	10	10
South Cambridgeshire 006D	Histon & Impington	10	10
South Cambridgeshire 009F	Histon & Impington	10	10
South Cambridgeshire 016D	Linton	10	10
South Cambridgeshire 016F	Linton	10	10
South Cambridgeshire 018B	Melbourn	10	10
South Cambridgeshire 007A	Milton & Waterbeach	10	10
South Cambridgeshire 015D	Sawston	10	10
South Cambridgeshire 015E	Sawston	10	10
South Cambridgeshire 003C	Swavesey	10	10
South Cambridgeshire 012A	Shefford	10	10
South Cambridgeshire 012B	Shefford	10	10
South Cambridgeshire 012D	Shefford	10	10
South Cambridgeshire 004D	Milton & Waterbeach	10	10
South Cambridgeshire 001B	Over & Willingham	10	10
South Cambridgeshire 001C	Over & Willingham	10	10
South Cambridgeshire 020B	Cambourne	10	10
South Cambridgeshire 010B	Harston & Comberton	10	10
South Cambridgeshire 009E	Girton	10	10
South Cambridgeshire 010C	Hardwick	10	10
South Cambridgeshire 003B	Longstanton	10	10
South Cambridgeshire 003D	Swavesey	10	10
South Cambridgeshire 017C	Linton	10	10
South Cambridgeshire 020D	Cambourne	10	10

There is only 1 LSOAs in the lowest 3 national deciles (1-3) nationally and 72 LSOAs in the highest 3 deciles (8-10). It is clear therefore that South Cambridgeshire has more LSOA's in the higher deciles, than the lower deciles. The most deprived deciles are in the north-east and south-west of the district.

### Lowest scoring LSOAs (more deprived):

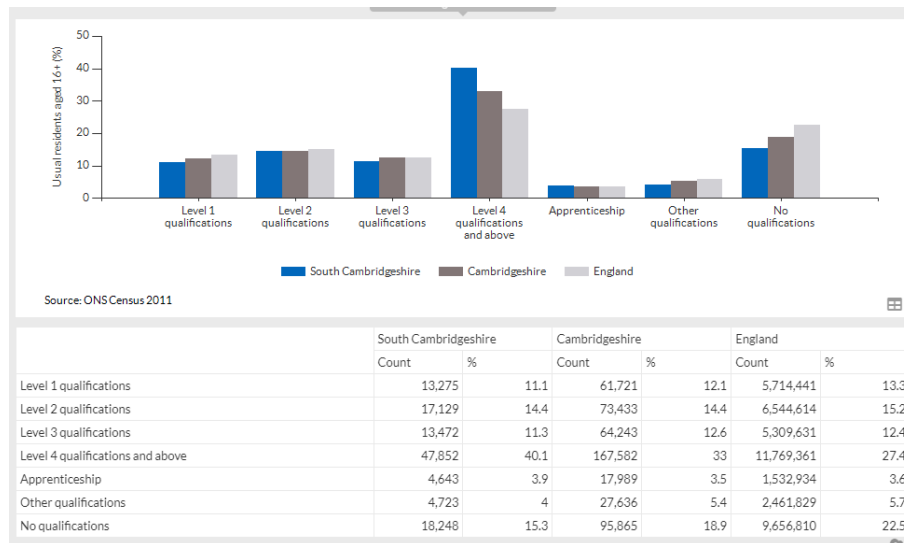
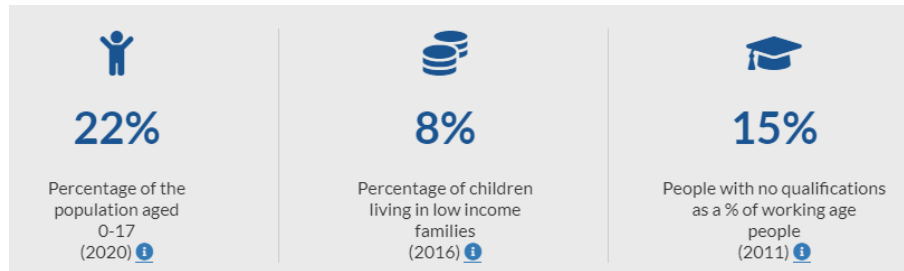
In general, the north-east and south-west of the district is the most deprived. LSOAs **091A** (Melbourn) and **007B** (Milton & Waterbeach) are scored as having the most overall levels of relative deprivation in the district on the local IMD deciles 2 & 3).

### Highest scoring LSOAs (least deprived):

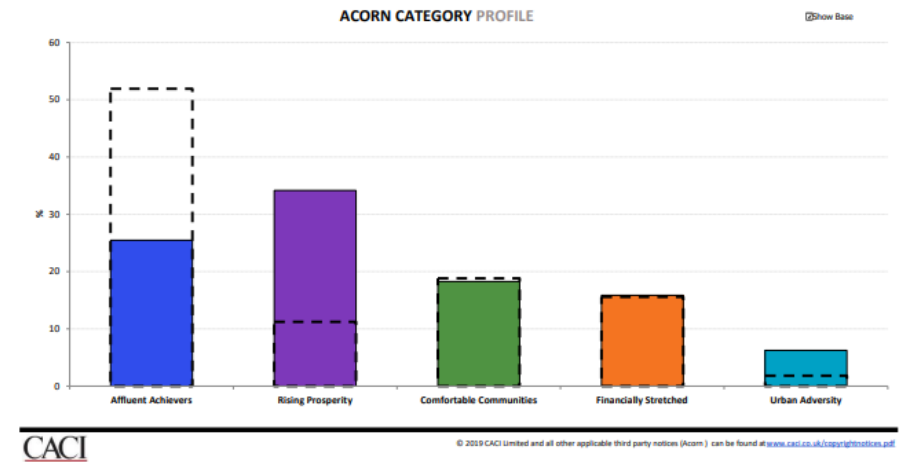
In comparison, South Cambridgeshire has 33 LSOAs in the 10<sup>th</sup> decile (the least deprived).

<sup>1</sup> [South-Cambridgeshire\\_1.1.pdf \(cambridgeshireinsight.org.uk\)](https://cambridgeshireinsight.org.uk/South-Cambridgeshire_1.1.pdf)

## Education and skills



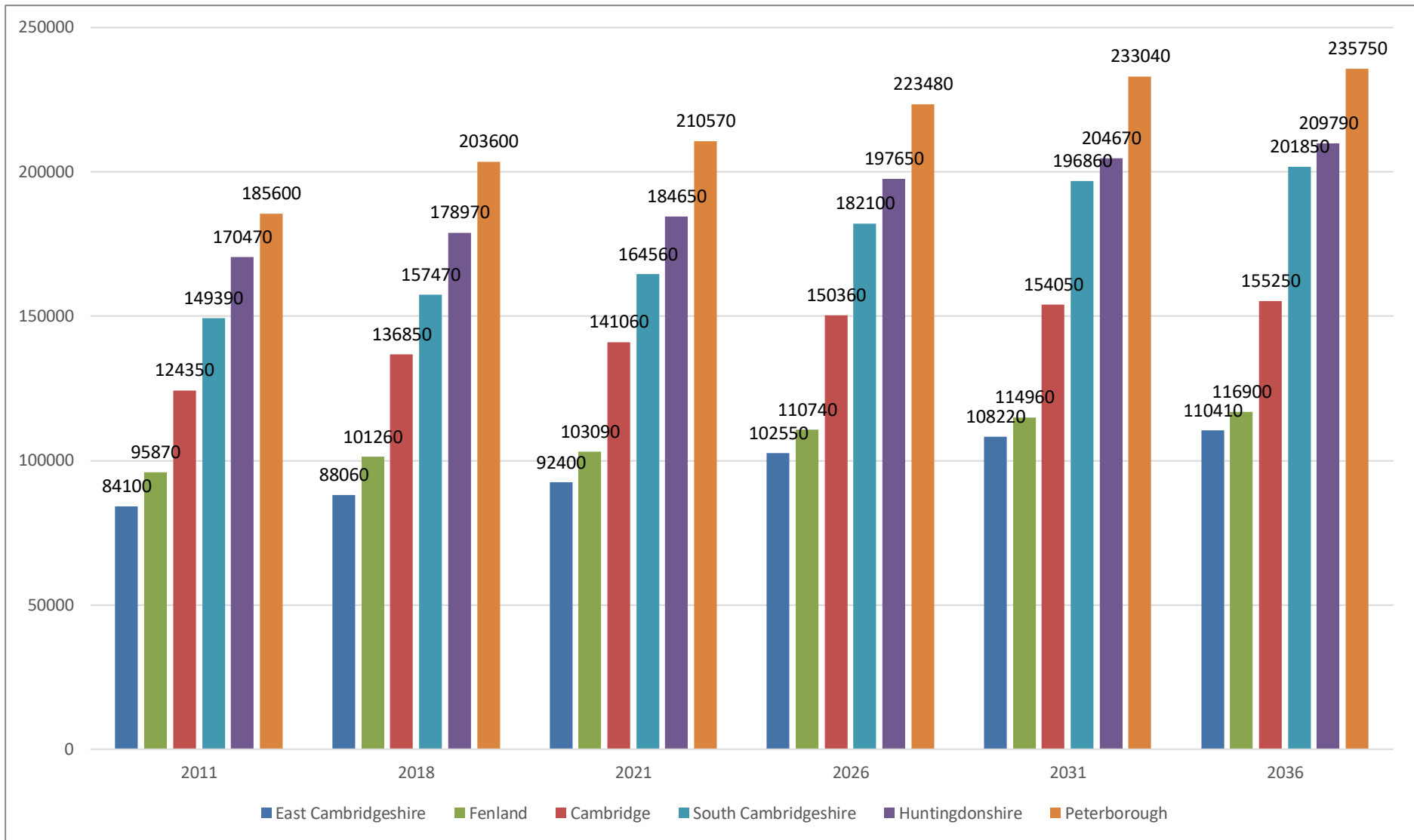
## ACORN (Cambourne)



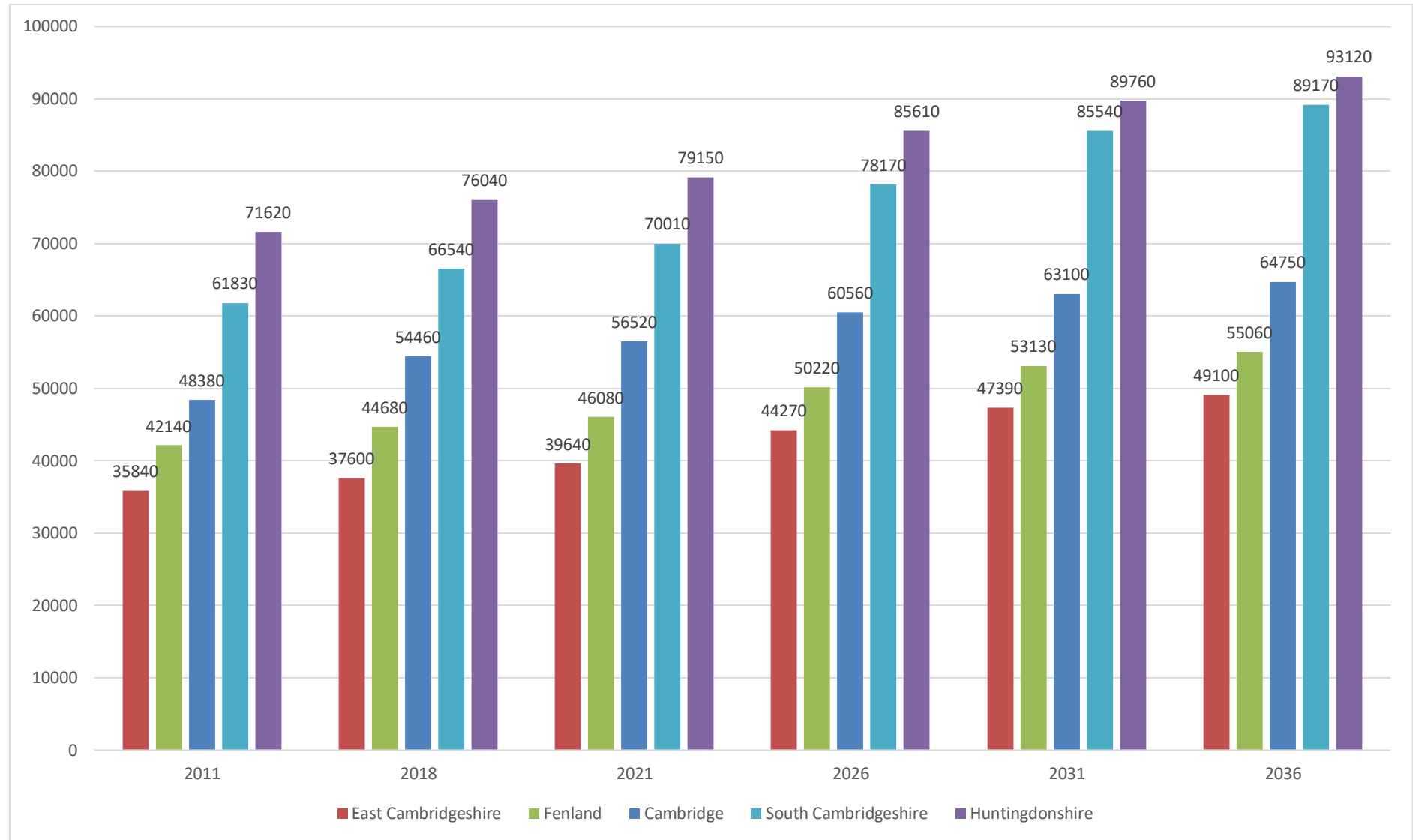
### Legend

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)

## **South Cambridgeshire Service Profile**

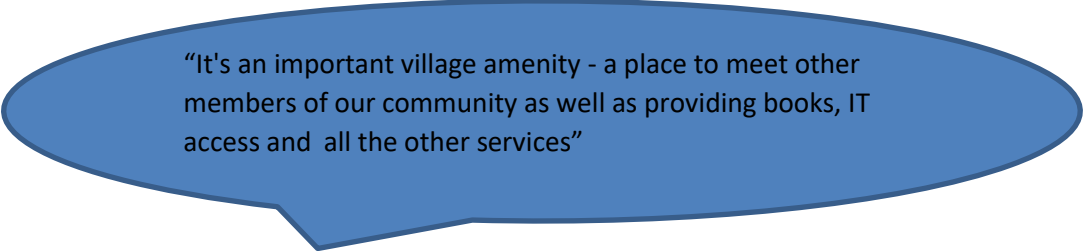
South Cambridgeshire is a largely rural district with few large urban centres but still has one of the highest populations (160,904) and has seen some of the fastest population growth in recent years.

South Cambridgeshire surrounds the City of Cambridge and the two are closely linked economically and socially. Cambourne is the largest population centre with a majority of households being categorised as Rising Prosperity by ACORN. It also has the youngest population in Cambridgeshire.

South Cambridgeshire is an affluent district. Only a small proportion of LSOAs is in the bottom 3 deciles.

The population is forecast to grow to over 200,000 by 2036, largely driven by new housing developments in Cambourne, Northstowe and Bourn.

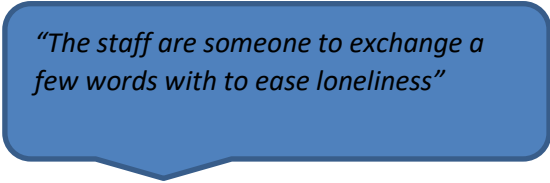
South Cambridgeshire District is made up of 10 libraries geographically spread across a wide rural area. They are situated in the towns and villages of Bar Hill, Cambourne, Comberton, Cottenham, Great Shelford, Histon Linton, Papworth, Sawston and Willingham. Cambourne is the largest library and acts as the hub library for the district. The service also supports four of the volunteer led Library Access Points in Bassingbourn, Gamlingay, Melbourne and Waterbeach.



*"It's an important village amenity - a place to meet other members of our community as well as providing books, IT access and all the other services"*

The population in the district is expected to grow faster than the national average. The need for increased library access is being planned for with a new library for Northstowe a key anchor service for the new civic hub due to open in 2025, while replacement library buildings have been completed for Sawston (opened 2020) and Histon (due early 2022).

The 10 libraries are staffed by a team of 26 posts (13.56 FTE) and most operate as single staffed libraries. Their work is supported by 52 volunteers who carry out such tasks as shelving or assist as Rhymetime volunteers.



*"The staff are someone to exchange a few words with to ease loneliness"*

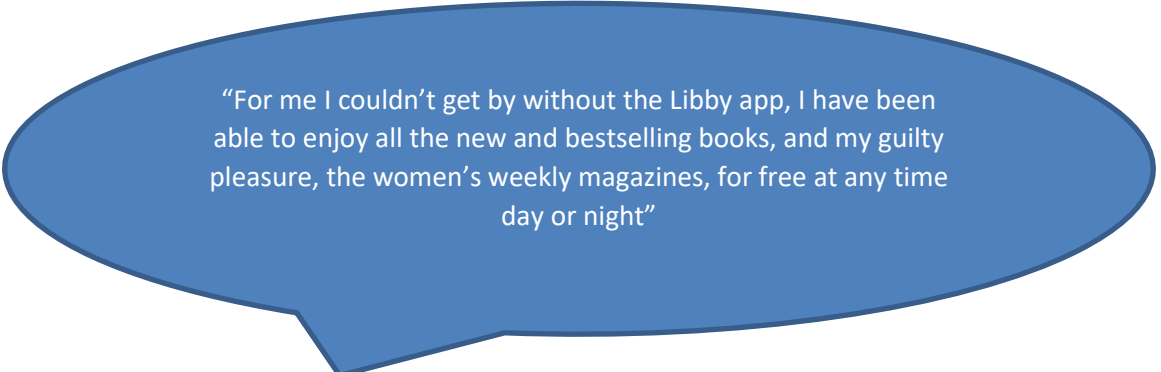
## **Staffing and Volunteers**



All 10 libraries open with part-time hours ranging from between 15 to 27 hours a week per branch with combined opening hours of 214 a week across the district. The countywide project to install open access technology into all Cambridgeshire libraries over the next few years will allow for opening hours to be extended, with the new Histon library due to pilot the service in the district.

As well as the core library offer other activities include class visits, Friends events and The Library Presents performances.

Since the covid pandemic Cambridgeshire Libraries has seen a marked increase by customers in the use of its online digital offer.



“For me I couldn’t get by without the Libby app, I have been able to enjoy all the new and bestselling books, and my guilty pleasure, the women’s weekly magazines, for free at any time day or night”

## **Partnerships**

A number of the libraries are co-located in buildings with partners such as a doctor’s surgery, children centres, a post office and nursey. We are able to share a combined footfall to make the buildings better utilised. We offer a venue for our local place-based team and work closely with the Children’s Services with three sites sharing a location with a children’s centre offer.

Great Shelford, Histon and Willingham Libraries have active Friends of Libraries groups that support the libraries with activities aimed at promoting the library and engaging the wider community alongside raising funds for the library.

## **South Cambridgeshire Performance Figures 2019**

- 371K Issues
- 207K Visits
- 14K Active borrowers
- 8,907 Attendance at events
- 2,681 New members gained
- 706 Activities/events
- 217 Digital assistant appointments

9% of the population of South Cambridgeshire used the libraries in 2019 with 14K active borrowers making 207K visits to the libraries that year. Children’s borrowing

was by far the highest with nearly half as many more children's book borrowed (238K) than adult books (126K).

Following the covid pandemic 2021 development has been about service recovery and is still ongoing.