

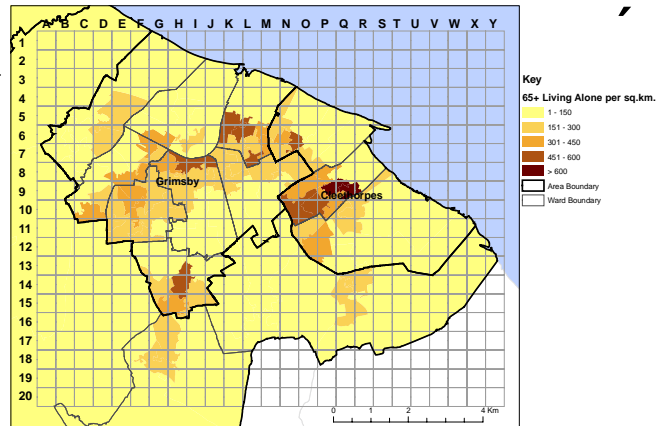


North East Lincolnshire community profiling : population and customer access analysis

Tailoring services to local needs

Aims

The aim of the project, undertaken for Capita on behalf of North East Lincolnshire Council (NELincs), was to provide an assessment of the current resident population and also community profiling, thus providing the de facto information source for customer segmentation to which the Customer Access Strategy and subsequent Customer Service Model would be defined. This phase of the project provided maps illustrating the distribution of vulnerable sub-groups of the population and also the general access to council facilities as well as an analysis for the possible location of local customer access points.



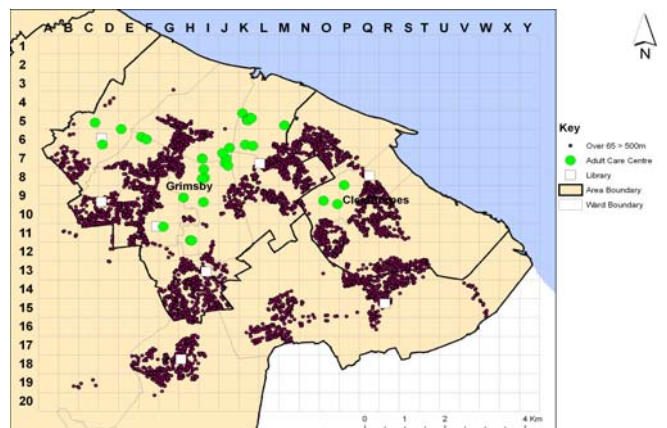
People 65+ years living alone per square kilometre by Super Output Area in the Grimsby - Cleethorpes area

What we did

Using the geo-referenced *nkm* database in phase 1 we analysed the vulnerable sub-groups by Super Output Area (SOA), e.g. older people, single parent households, households on means tested benefits. For example, for older people (>65 years) there were large concentrations in certain wards. We 'patched' the results of a customer access preference survey into the *nkm* database and used the resultant customer profiles to establish the candidate locations for local customer access points (or community hubs). We then analysed the access of specific population sub-groups to children's centres, adult care centres, GPs and youth centres in order to establish duplication and/or gaps in service coverage and also highlighting potential use of existing relevant council locations for supplementing local access to services (e.g. libraries, leisure centres).

Outputs

We concluded that two local face-to-face customer access points (or community hubs) would be advantageous and suggested their optimum locations. The access of 65+ years population to adult care centres suggested several areas that were less well provided for than others. Also, the access analyses for children's centres, adult care centres and youth centres highlighted areas of relatively low provision, some of which could perhaps be rectified by using a wider range of services from existing libraries.



The locations of adult care centres and older people living alone that live >500m from their nearest centres