

Oldham

Local Needs Analysis



Produced by Social Value Portal for Oldham

Policy Review updated: November 2023



Key Insights: Oldham

Overview & Approach

Local Impact Area

Key Insights

Jobs

Growth

Social

Environment

TOMs Scoreboard

Overview & Approach

The TOM System

This report includes content that is aligned to the National Social Value Measurement Framework also known as the National TOMs as it is built around a set of Themes Outcomes and Measures.

This will allow the analysis to inform social value targets and ensures the recommendations arising from this report can be measured to evidence the social value they are creating. The National TOMs Measurement Framework includes 20 Outcomes across 5 Themes with 40 core Measures



Why?

The first step in delivering a place-based social value strategy is to recognise the importance of local context.

The purpose of this report is to provide an understanding of the key needs and opportunities when it comes to delivering social value in the local area

This will help to identify where the new development can make a real and long-lasting difference

How?

To achieve this, two exercises have been carried out and are summarised in this report:

- 1. A Policy Review:** A comprehensive review of relevant policy documents.
- 2. A Deprivation Analysis:** Quantitative and qualitative deprivation analysis of economic, social and environmental research and data to understand the key needs and opportunities to inform the delivery of social value.

User Guidance

This report is based on the public datasets which are regularly updated within the Local Needs Dashboard. It is important to note that this Local Needs Analysis should not be viewed as an all-encompassing summary of the needs in an area. Instead, it provides information and insights about the area and based on the selected data indicators included. This report should be used to inform decision making around social value initiatives and activities that could be delivered by helping readers understand where the greatest impact can be made. It should also be used to inform discussions with local stakeholders who will be able to provide their own thoughts about the key needs and priorities locally.

The data indicators used in this Local Needs Analysis are selected on their basis to identify needs that align to the outcomes and measures in the National Social Value Measurement Framework (National TOMs) and to expand on IMD domains. This ensures that the recommendations arising from this report can be measured to evidence the social value they are creating. Additionally, Oldham Council have a bespoke TOMs Measurement Framework that has been developed to specifically align to the priorities of the council, therefore, throughout this report the Oldham TOMs (OT) references have been used where applicable.

To include additional indicators, please contact the [Social Value Portal](#) team for a customised Local Needs Analysis package.

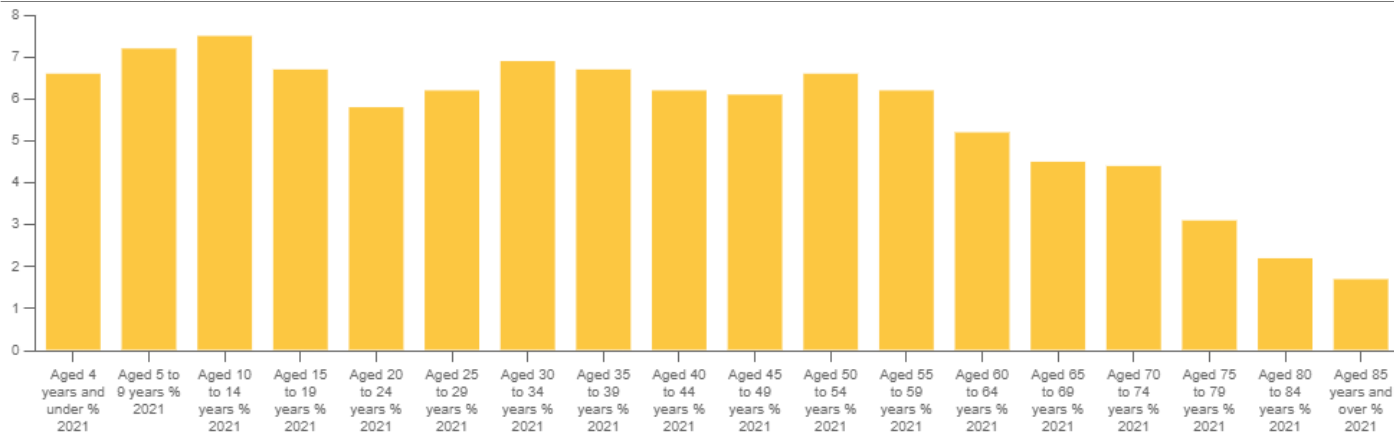
Policy Review last updated November 2023



Local Impact Area

Local Demographics

Population by age: Oldham



The Indices of Multiple Deprivation

We use IMD data to inform the deprivation analysis as well as numerous other public data sets.

What is IMD?

The Indices of Multiple Deprivation (IMD) are a measure of relative deprivation used to rank neighbourhoods across the UK.

Deprivation is essentially defined as ‘a lack of...’ and the IMD allows for the identification of need, relative to the rest of the country.

How does it work?

IMD measures the deprivation in 32,844 Lower-layer Super Output Areas (LSOAs) in England. These areas have an average of 1,500 residents each.

IMD analysis allows for the identification of levels of deprivation by ranking LSOAs from 1 (most deprived area) to 32,844 (least deprived area).

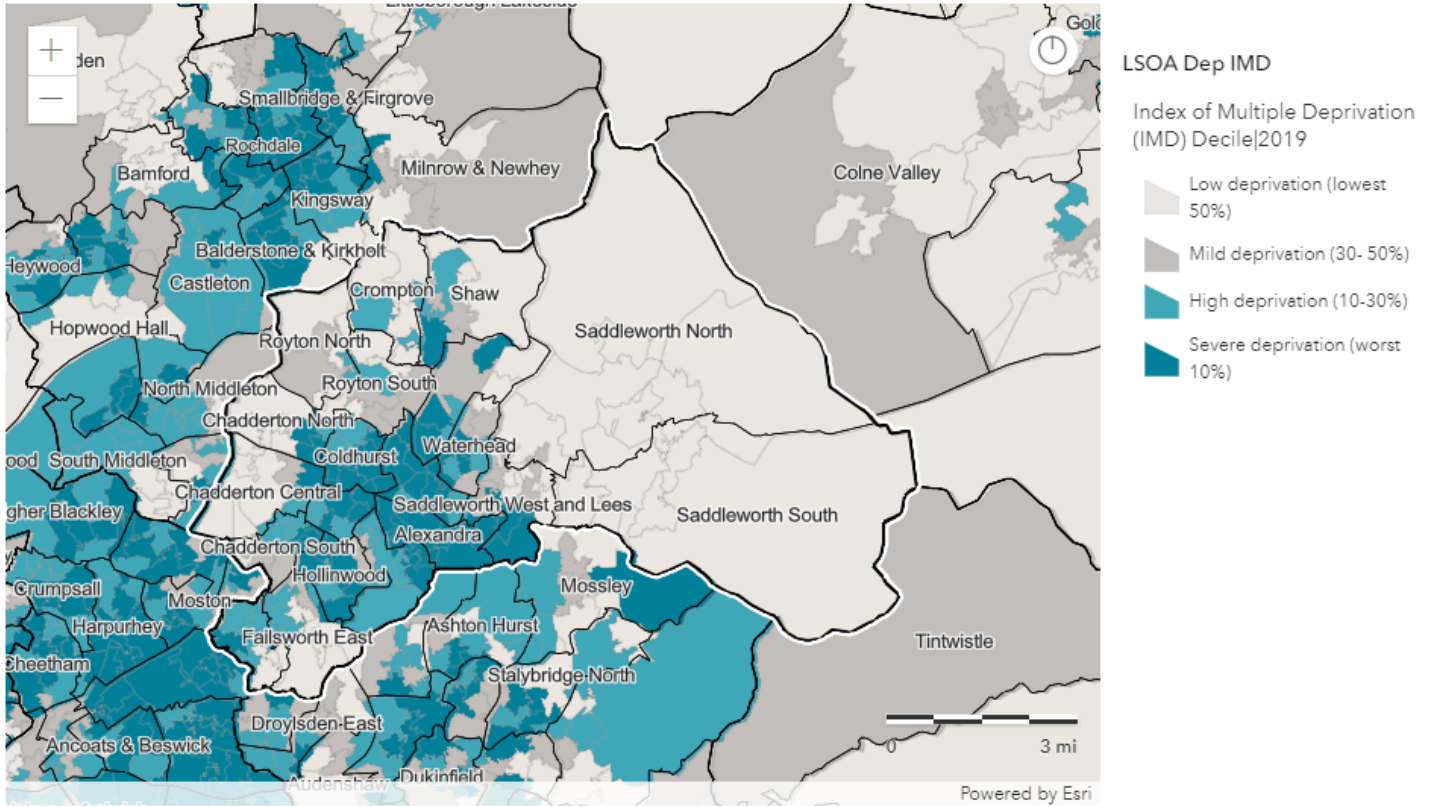
What does it measure?

IMD measures the overall deprivation on the basis of the following seven domains: Income; Employment; Education, Skills and Training; Health; Crime; Barriers to Housing and Services; and the Living Environment.

These individual domains provide specific insight about what might be causing deprivation.

Overall deprivation

Oldham experiences high to severe Overall deprivation towards the west of the local authority, particularly concentrated in the south west towards Manchester. The east of Oldham experiences low Overall deprivation.



Key Insights: Oldham

Key insights updated: There a significant inequalities in terms of deprivation across Oldham, as highlighted in the Overall deprivation map with demonstrates a east to west divide between low and severe Overall deprivation.

Jobs

Promoting local skills & employment

Oldham experiences pockets of high to severe Employment deprivation, predominantly in the south west of the local authority. The total claimant count in Oldham is higher than the north west regional average at 6.5% compared to 4.2%. The percentage of 16-17 year olds who are not in education, employment or training is 6.9% which is 2% higher than the regional average. High to severe Education deprivation is also concentrated towards the south west of Oldham. The percentage of the population with no qualifications is 24.7% in Oldham compared to 19.5% for the regional average. Oldham also performs worse than the regional average for percentage with no GCSE, percentage with no NVQ. However, the percentage of people economically active with Trade Apprenticeships is higher than the regional average at 5.1% compared to 3.8%.

Growth

Supporting the growth of responsible & regional business

The largest sectors by proportion of enterprises are Health, Manufacturing and Retail. 98.1% of enterprises in Oldham are micro or small. Additionally, there are 1,326 voluntary organisations, community groups and social enterprises making a difference in Oldham, of which 70% are micro organisations.

Oldham has a higher rate of patients in contact with mental health or learning disability services compared to the north west with 70.9/1,000 compared to 48.3/1,000. Additionally, Oldham has a higher percentage of people with a low satisfaction score. High to severe Income deprivation is concentrated towards the south west of Oldham, and Oldham overall has a lower gross weekly pay for full-time workers compared to the northwest, with women having a lower gross weekly pay than men.

Social

Healthier, Safer & More Resilient Communities

Oldham experiences high to severe Health deprivation concentrated towards the south west of the local authority. Oldham performs worse than the regional average for indicators relating to physical health including mortality rate from preventable causes, adults classified as overweight or obese, physical inactivity in adults and smoking prevalence. Oldham experiences high to severe Crime deprivation across much of the local authority, and a higher rate of violent crime, sexual offences and hospital admissions due to violent crime compared to the regional average.

Environment

Decarbonising & safeguarding our world

Oldham experiences pockets of high Outdoor Living Environment deprivation in the south west of the local authority, and the east and north west of the local authority has a higher percentage of accessible green and blue space. It takes almost 5 more minutes to travel to 8 key services using public transport when compared to driving.



Jobs: Local Skills & Employment

Policy Review

Oldham Council's holistic aim is to provide better jobs and dynamic businesses for residents within Oldham. Increased opportunities for young people in terms of skill development and access to employment opportunities are both viewed as important means to develop the skills base and link this to the local jobs market in Oldham.

Oldham Council Corporate Plan 2022-2027

Strategic Priorities

- Better jobs and dynamic businesses
- A great start and skills for life

Strategic Aims

- Increase opportunities for young people to engage with our youth activities and support
- Develop and deliver a strategy for post-16 education and training that equips residents to access great jobs
- Support residents into work through our range of Get Oldham Working initiatives
- Develop a new employment and skills strategy and Oldham Skills Plan for the borough

Oldham Green New Deal Strategy 2020 - 2025

Green New Deal objectives

- Deliver a sustainable economy, tackling fuel poverty and generating training and employment opportunities in the growing green business sector
- Ensure that Council staff and strategic partners, residents, schools and businesses are 'carbon literate' and actively engaged in delivering environmental change

Growing the Green Technology and Services Sector This is about attracting businesses in the fast-growing GTS sector to Oldham, creating jobs and bringing inward investment, and supporting our existing GTS businesses to thrive

Our Future Oldham - A Shared Vision for 2030

Uplifting Every Resident

- The opportunity to get a decent job that pays well and offers security and flexibility.
- A well rounded, enriching, life long education

Joint Strategic Needs**Assessment Oldham****Early Years Educational development**

- In Oldham the proportion of children that have a "Good Level of Development" is consistently below that of the England average. The most recent data shows that **59.8%** of Oldham children achieved a 'good level of development' (GLD) by the end of reception year, lower than the England average of **65.2%** (2021/22).

Source: Department for Education (DfE), EYFS Profile: EYFS Profile statistical series

Educational attainment

- **62.7%** of pupils meet the expected standard at Key Stage 2 in Reading, Writing & Maths. This is lower than the England average of **65.3%** (2019/20). There has been a good improvement in the KS2 average since 2016/17 of 46.8%. This has levelled off over the previous year, likely impacted by Covid.
- Oldham's average Attainment 8 score at the end of Key Stage 4 is **44.1**, lower than the England average of **48.7** (2021/22).

Source: Department for Education (DfE), EYFS Profile: EYFS Profile statistical series

16-17 NEET

- **6.9%** of 16-17 year olds are not in employment, education or training (or status is unknown), higher than the **4.7%** in England (2021).

Unemployment

- Unemployment currently stands at **6.6%** (May 2023). Oldham has the highest claimant rate in GM and a rate higher than England (**3.8%**).
- Youth Unemployment currently stands at **9.3%** (May 2023). Similarly to the general unemployment rate, Oldham is highest in GM and has a rate higher than the national average (**4.9%**).

Source: Oldham Council Monthly Labour Market Report

Income, Employment & Skills

- The average weekly earnings are **£441.40**. This is lower than England's average of **£496.00** (2021).
- **36.2%** of children live in relative low income families. This is nearly double the national figure at **18.5%** (2020/21)
- **22.7%** of areas (7 wards) in Oldham are among the 10% most deprived areas in England (2019).

Source: Office for Health Improvement and Disparities (Relative Low Income)

- Levels of employment in Oldham are consistently below the national average. The latest data shows Oldham's employment rate is **66.4%** for those aged 16-64 and the national employment rate is **75.4%** (2021/22)

Source: ONS - Annual Population Survey

All Age Unemployment

- Levels of unemployment in Oldham are historically higher than the national average. The current rate in Oldham is **6.5%** which is nearly double the national rate of **3.8%** whilst the Oldham rate is much higher there are significant variations across the different wards. (2021/22)

Youth Unemployment

- There is a similar trend with Youth Unemployment where the current rate is **9%** in Oldham compared to **4.6%** nationally.

Source: DWP



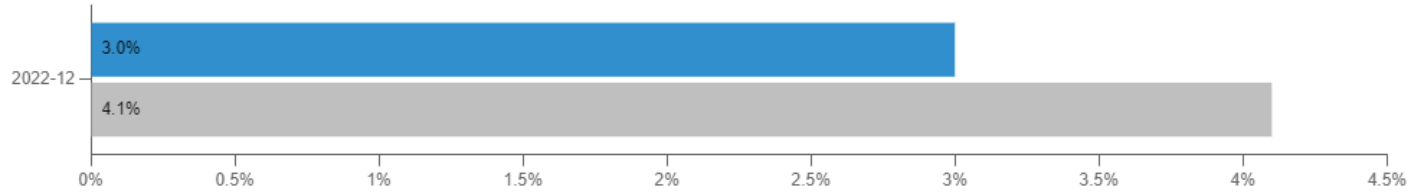
Jobs: Local Skills & Employment

The following graphs show how Oldham compares with the regional average across indicators related to Jobs: Local Skills & Employment. The relevant NT measure references have been included throughout.

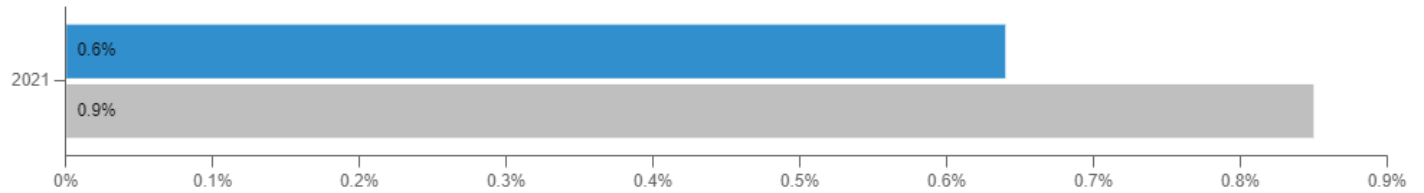


Outcome: More local people in employment

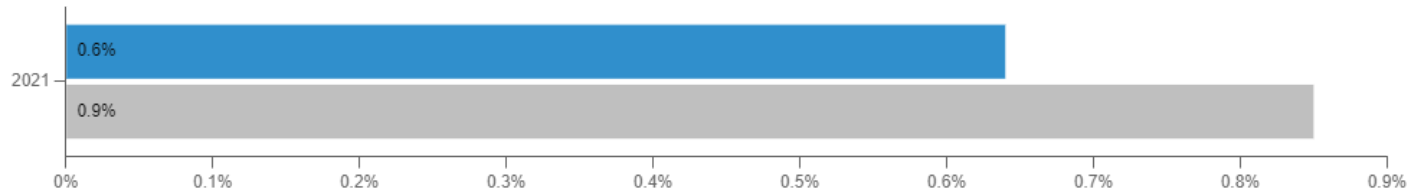
OT1: Unemployment rate - aged 16+



OT1: Job Density

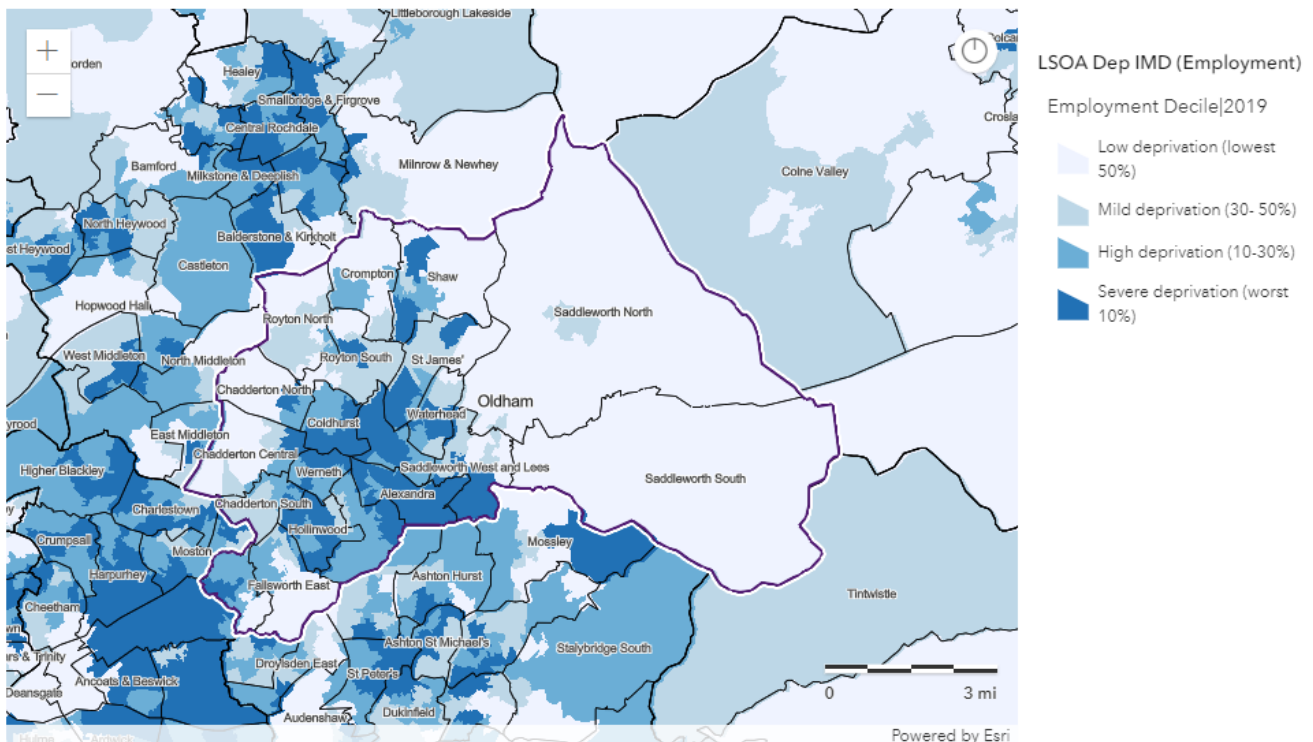


OT1: Job Density



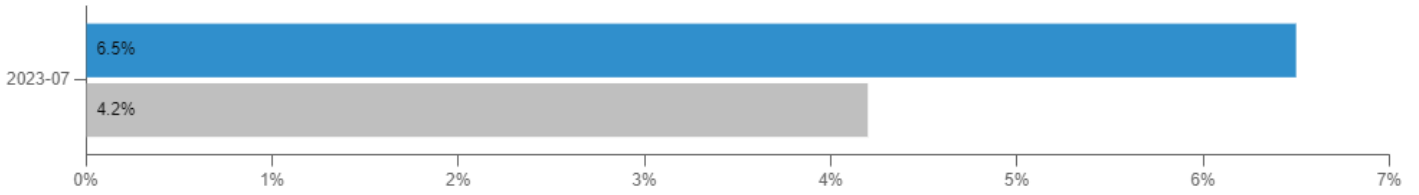
OT1: Employment map

Similarly to Overall deprivation, Oldham experiences mainly low Employment deprivation in the east with high to severe Employment deprivation concentrated towards the south west.

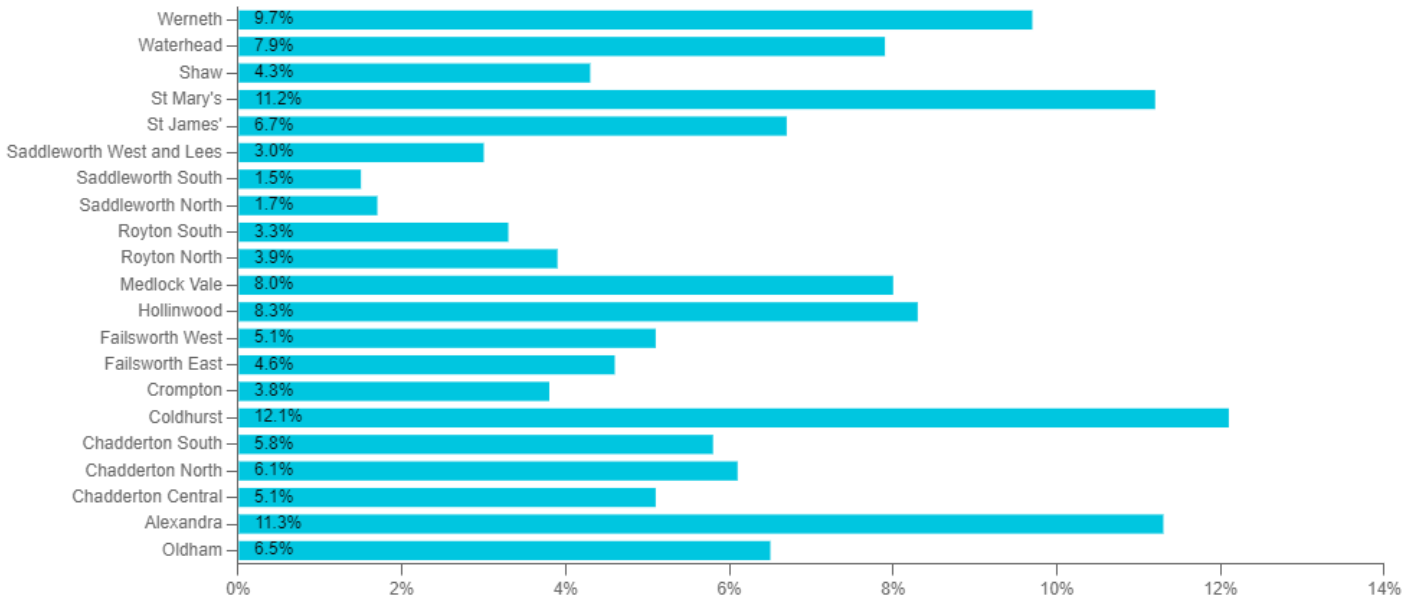


Outcome: More opportunities for disadvantaged people

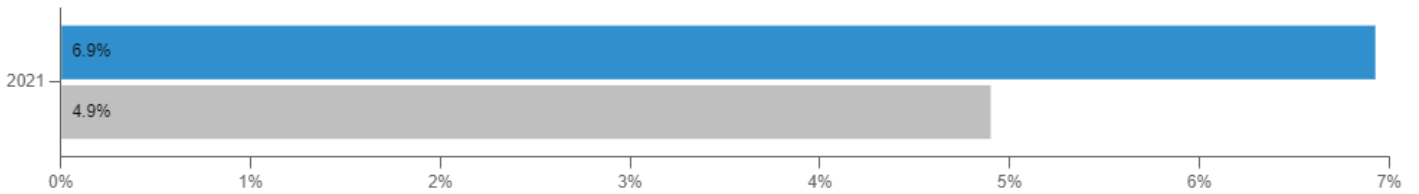
OT3: Total claimant count % - age 16+ yrs



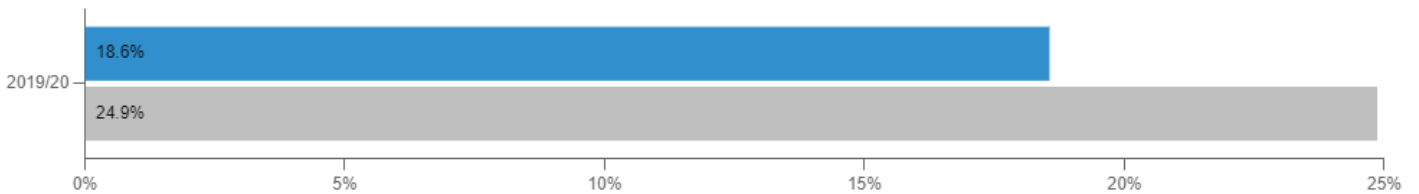
OT3: Total claimant count % - age 16+ yrs (Ward Level)



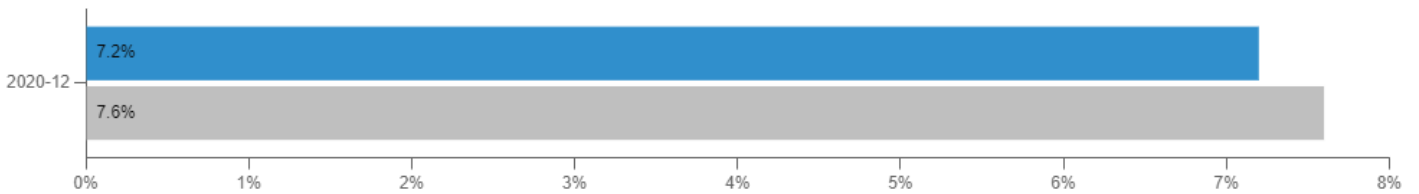
OT4: 16-17 year olds not in education, employment or training (NEET) or whose activity is not known - 16-17 yrs



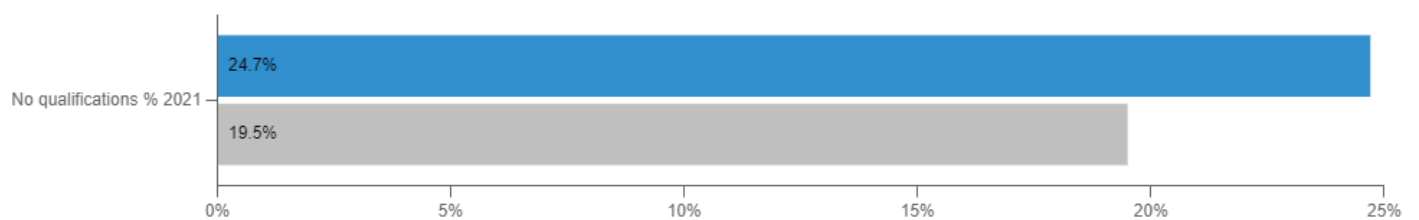
OT5: Percentage of offenders who re-offend - All ages



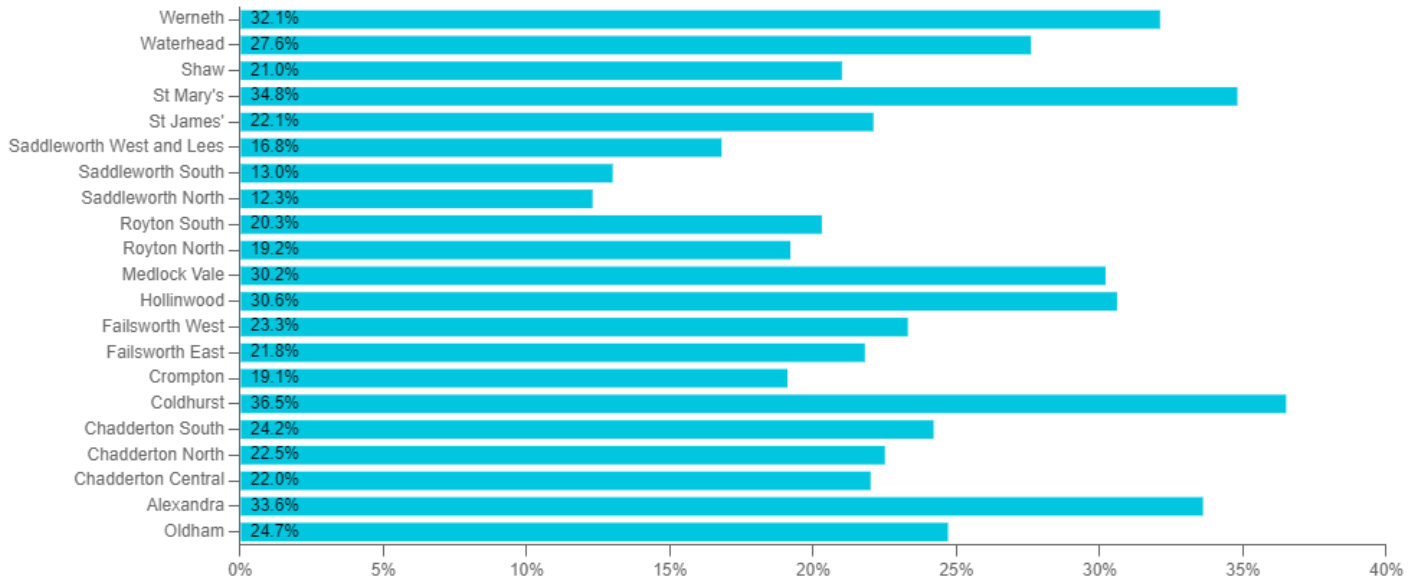
OT6: Unemployment rate EA core or work-limiting disabled - aged 16-64



OT8: Percentage of population with no qualifications

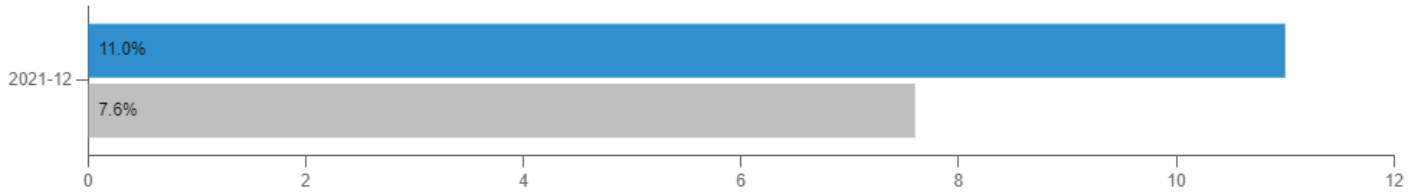


OT8: Percentage of people with no qualifications (Ward Level)

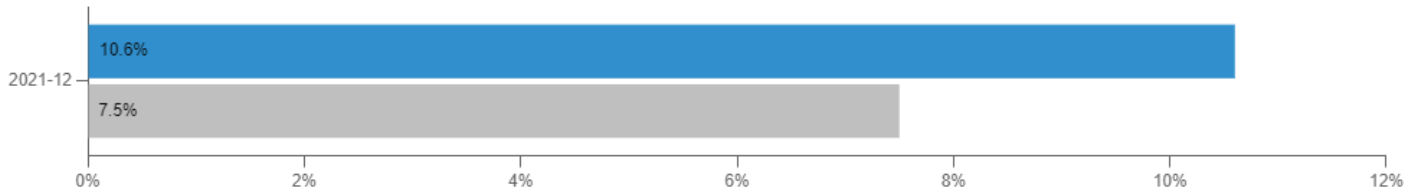


Outcome: Improved skills

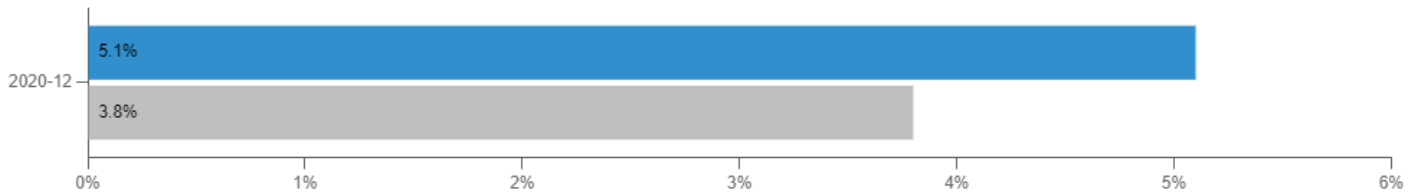
OT8: Percentage with no qualifications (GCSE) - aged 16-64



OT9: Percentage with no qualifications (NVQ) - aged 16-64



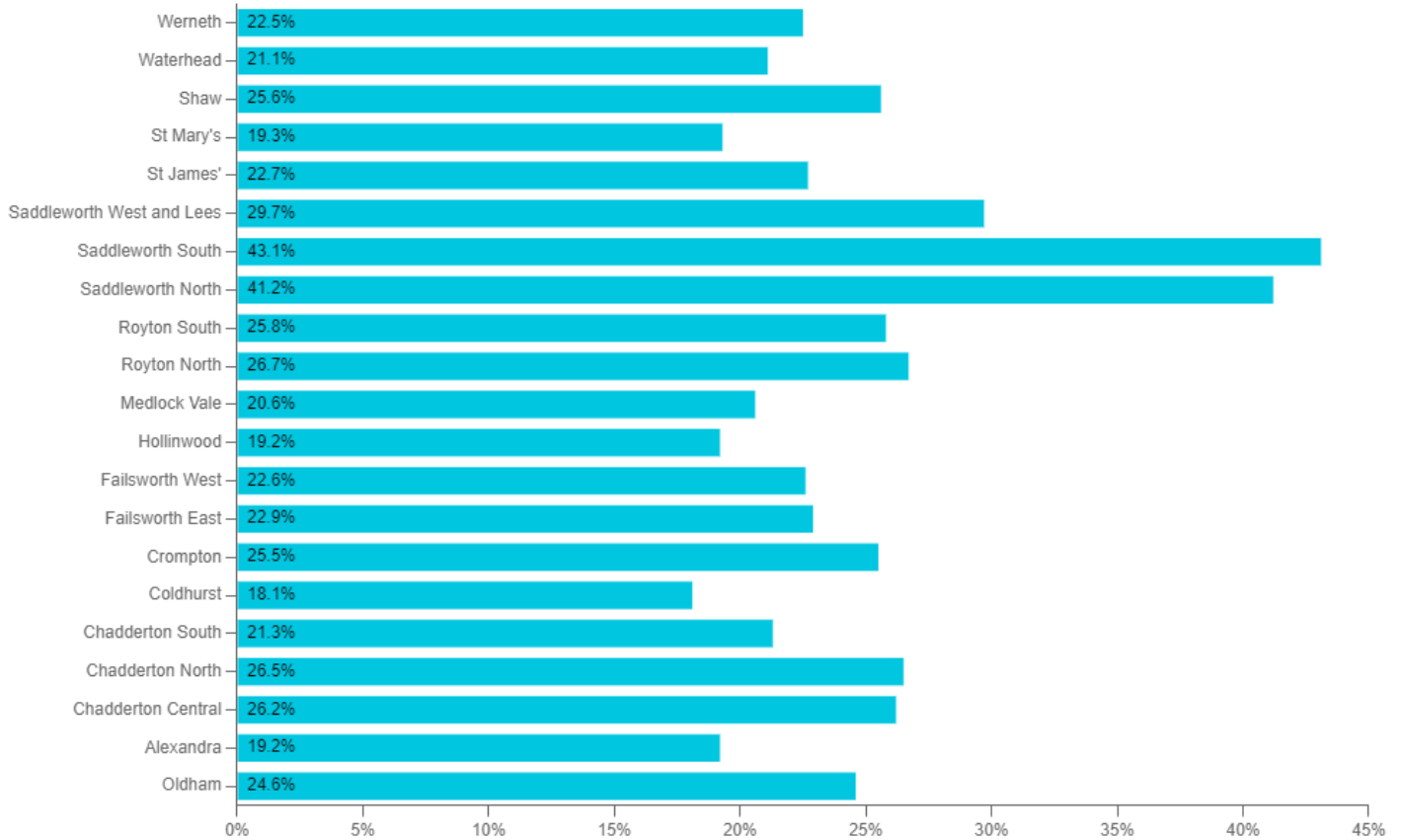
OT10: Percentage of economically active with Trade Apprenticeships - aged 16-64



OT8: Percentage of population in Apprenticeships (Ward Level)



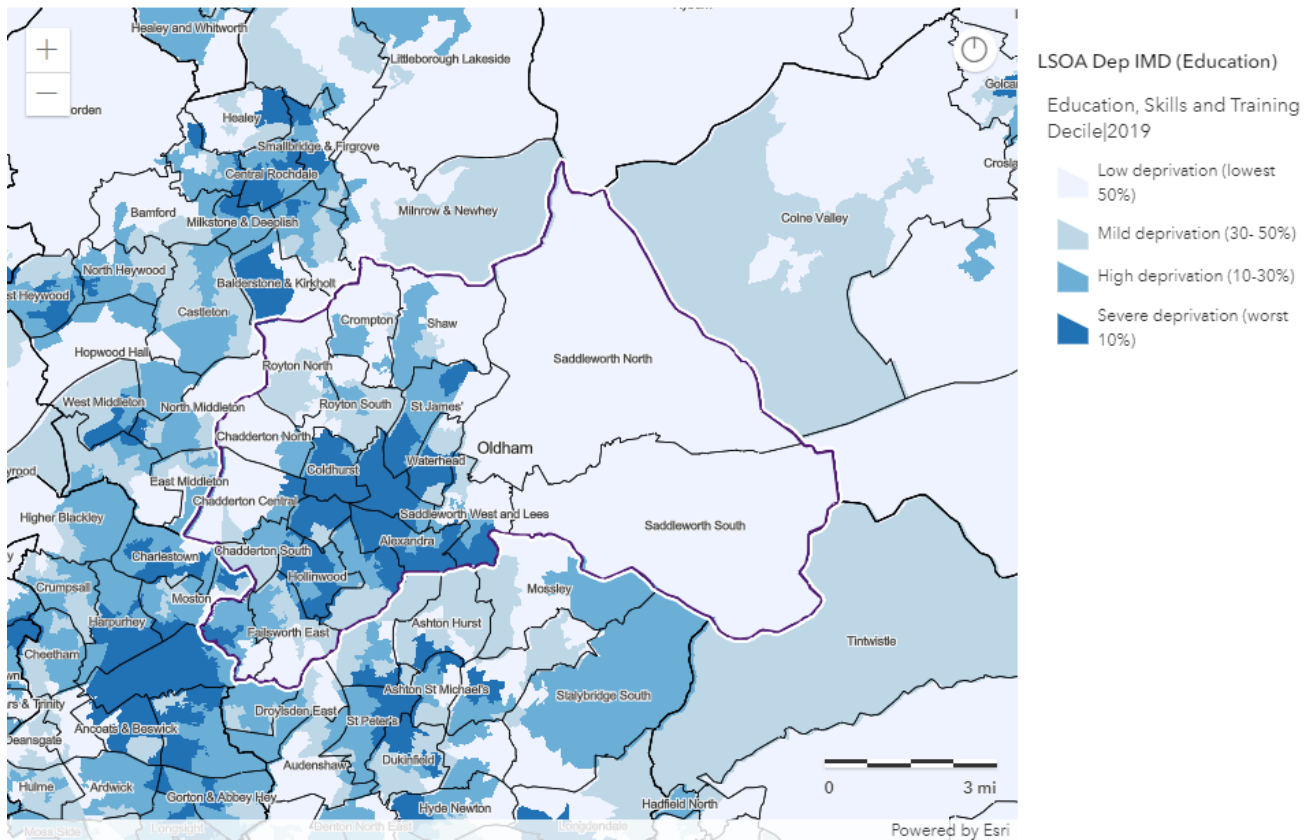
OT8: Percentage of population with Level 4 qualifications or higher (Ward Level)



Outcome: Improved employability of young people

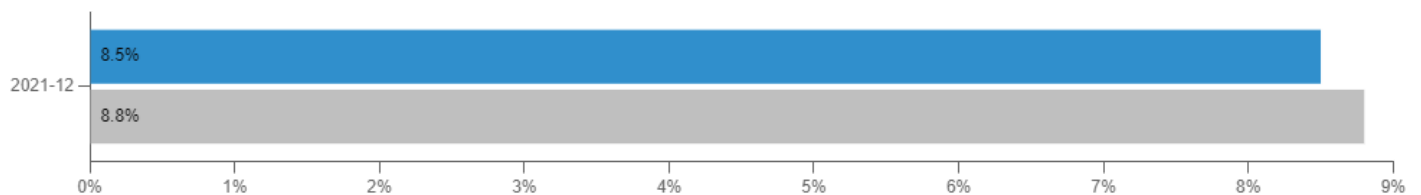
OT12: Education map

Education deprivation measures the lack of attainment and skills in the local population. Oldham experiences high to severe Education deprivation in the south west of the local authority, with low Education deprivation covering the east of Oldham. This is the same pattern of deprivation highlighted in the Employment and Overall deprivation maps.



Outcome: Improved skills for disadvantaged people

OT9A / OT10A: 16+ unemployment rate - ethnic minority



Growth: Supporting Responsible & Regional Business

Policy Review

Oldham Council aims to proactively support and engage with local businesses, by increasing spend with local companies and suppliers. This should maximise the impact of the Oldham pound.

Oldham Council Corporate Plan 2022-2027

Strategic Aims

- Improve the approach to supporting and engaging local businesses
- Increase the amount the council spends with local companies and suppliers, to maximise the impact of the Oldham pound

Oldham Green New Deal Strategy 2020-2025

Green New Deal objectives

- Deliver a sustainable economy, tackling fuel poverty and generating training and employment opportunities in the growing green business sector

Green New Deal Programme components:

- Green Economy, including work, skills and business engagement

Our Future Oldham - A Shared Vision for 2030

Uplifting Every Resident

- A local area that meets people's needs and makes them proud

A Realist Evaluation of the State of the Oldham Voluntary, Community and Social Enterprise Sector 2021

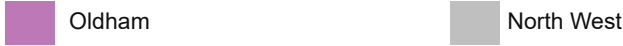
Key headlines for Oldham

- 1,326 voluntary organisations, community groups and social enterprises making a difference in Oldham
- 70% are micro organisations (defined by an annual income of <£10k)
- 12% of the sector identify as being a social enterprise
- £90.4 million total income of the sector in 2019/2020
- 84% of organisations have at least one source of non-public sector funds, bringing significant value
- 38% of the organisations have used their reserves in the past 12 months (66% due to COVID)
- 45,720 volunteers (including committee/ board members), giving 166,910 hours each week valued at £82 million per annum (based on Living Wage £9.50 per hour)
- 85% have had some direct dealings with other VCSE organisations, 83% with Oldham Council and 49% with private organisations



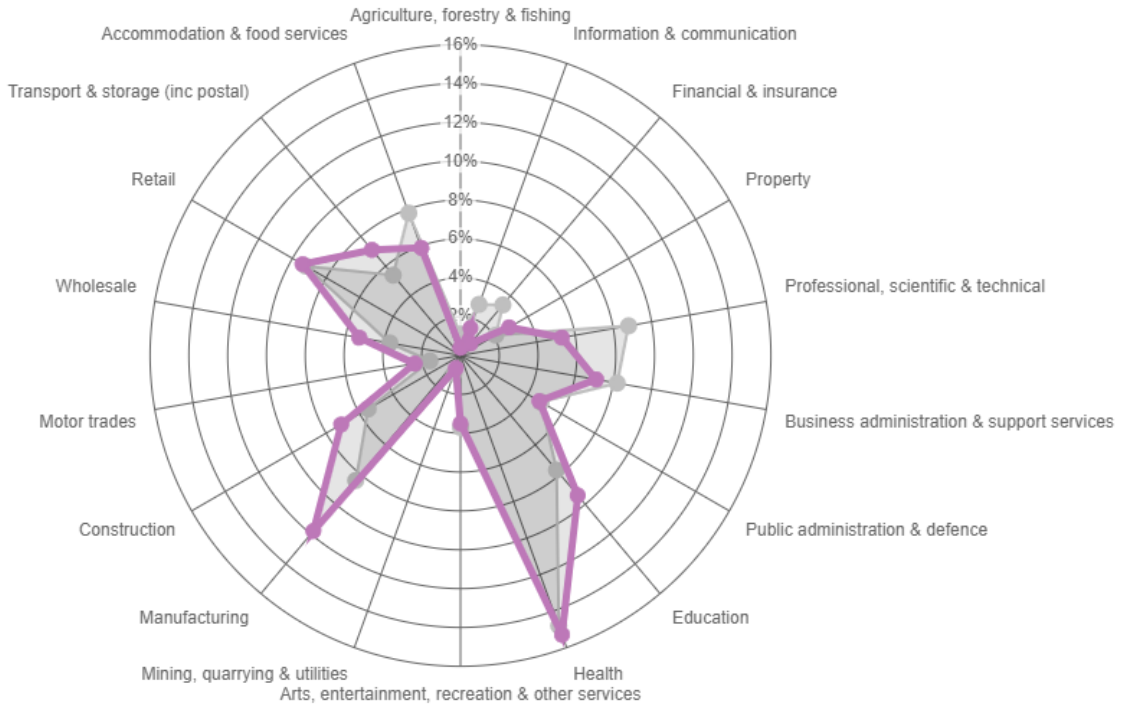
Growth: Supporting Responsible & Regional Business

The following graphs show how Oldham compares with the regional average across indicators related to Growth: Supporting Responsible & Regional Business. The relevant NT measure references have been included throughout.

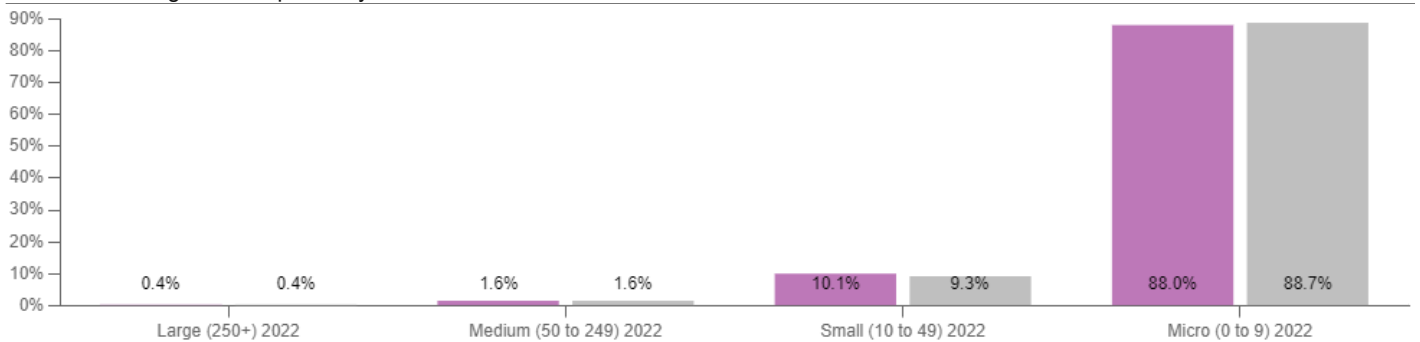


Outcome: More opportunities for local MSMEs and VCSEs

OT18: Business Register and Employment Survey

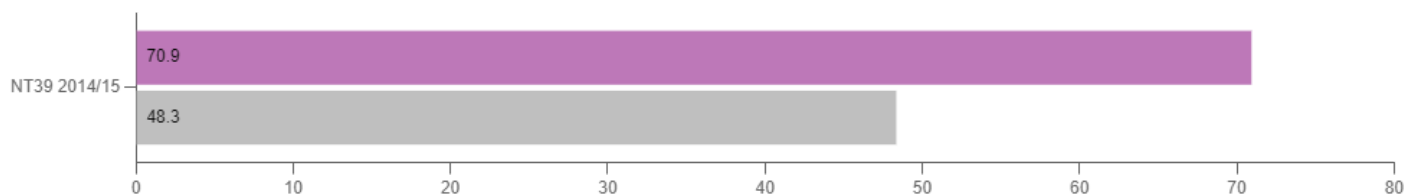


OT19: Percentage of enterprises by size

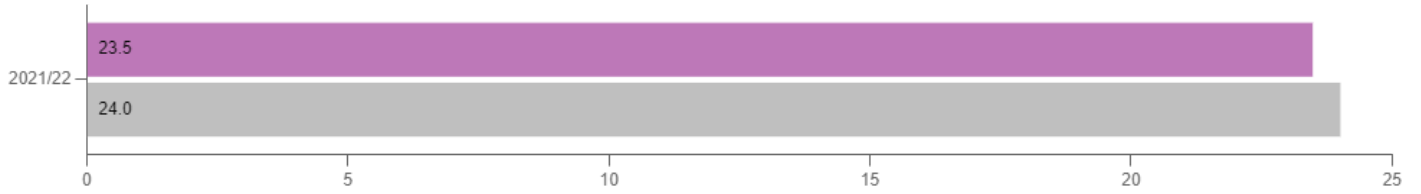


Outcome: Improving staff wellbeing & mental health

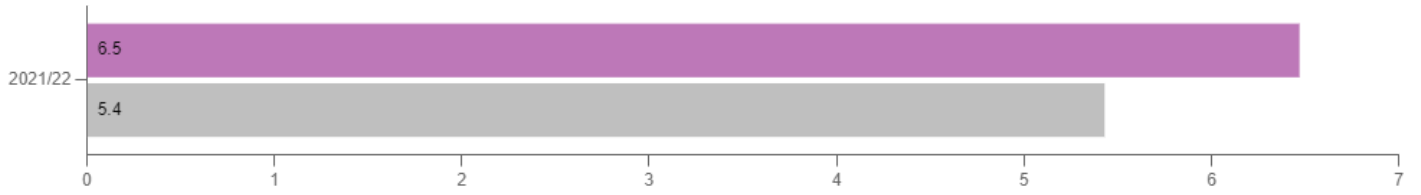
NT39: Contact with mental health or learning disability services: rate per 1,000 patients on GP practice list - 18+ yrs



OT55: Self-reported wellbeing: % people with a high anxiety score -16+ yrs



OT20: Self-reported wellbeing: % people with a low satisfaction score - 16+ yrs



Outcome: Reducing inequalities

NT41/42: Gross Weekly Pay - Full Time Workers - Residence Analysis



NT41/42: Gross Weekly Pay - Full Time Workers - Residence Analysis

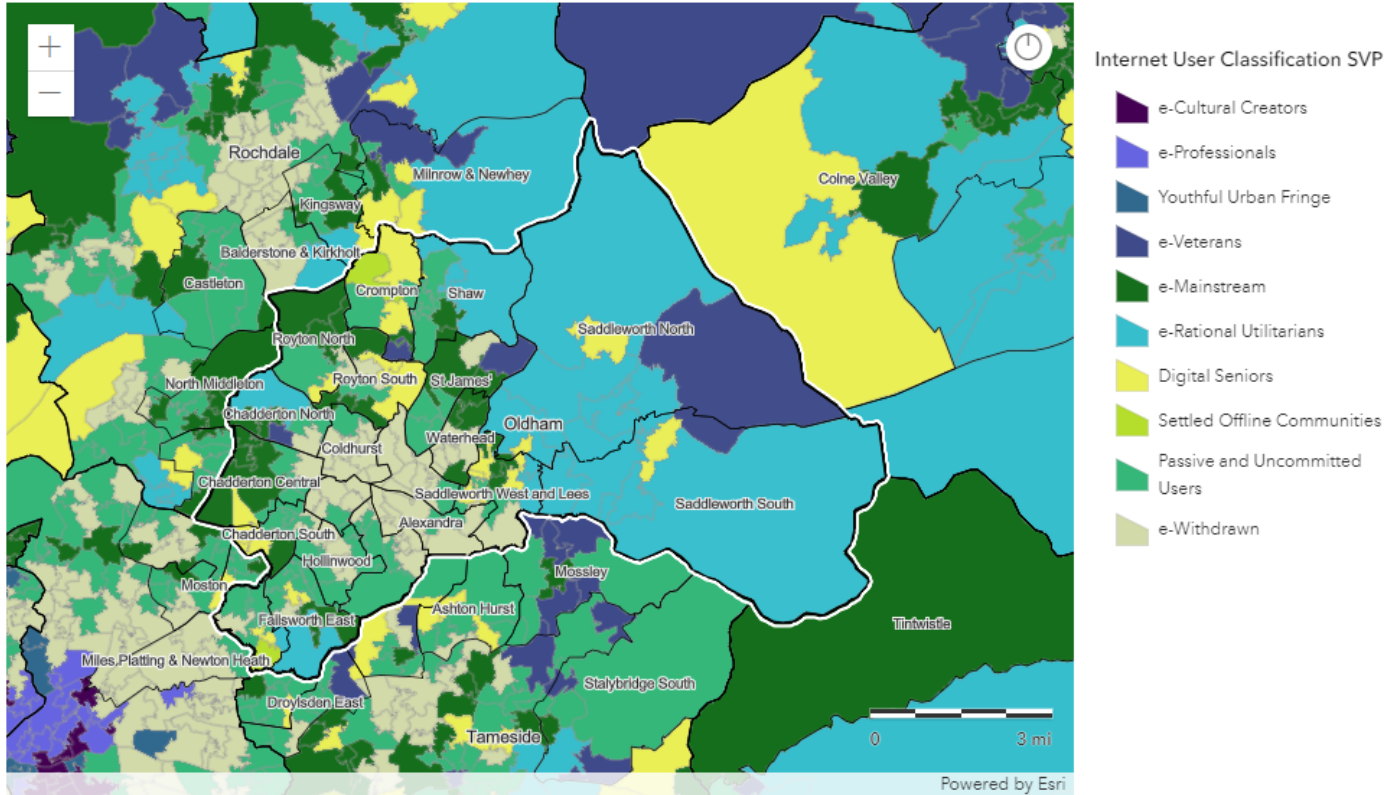


NT40: Gross Weekly Pay - Full Time Workers



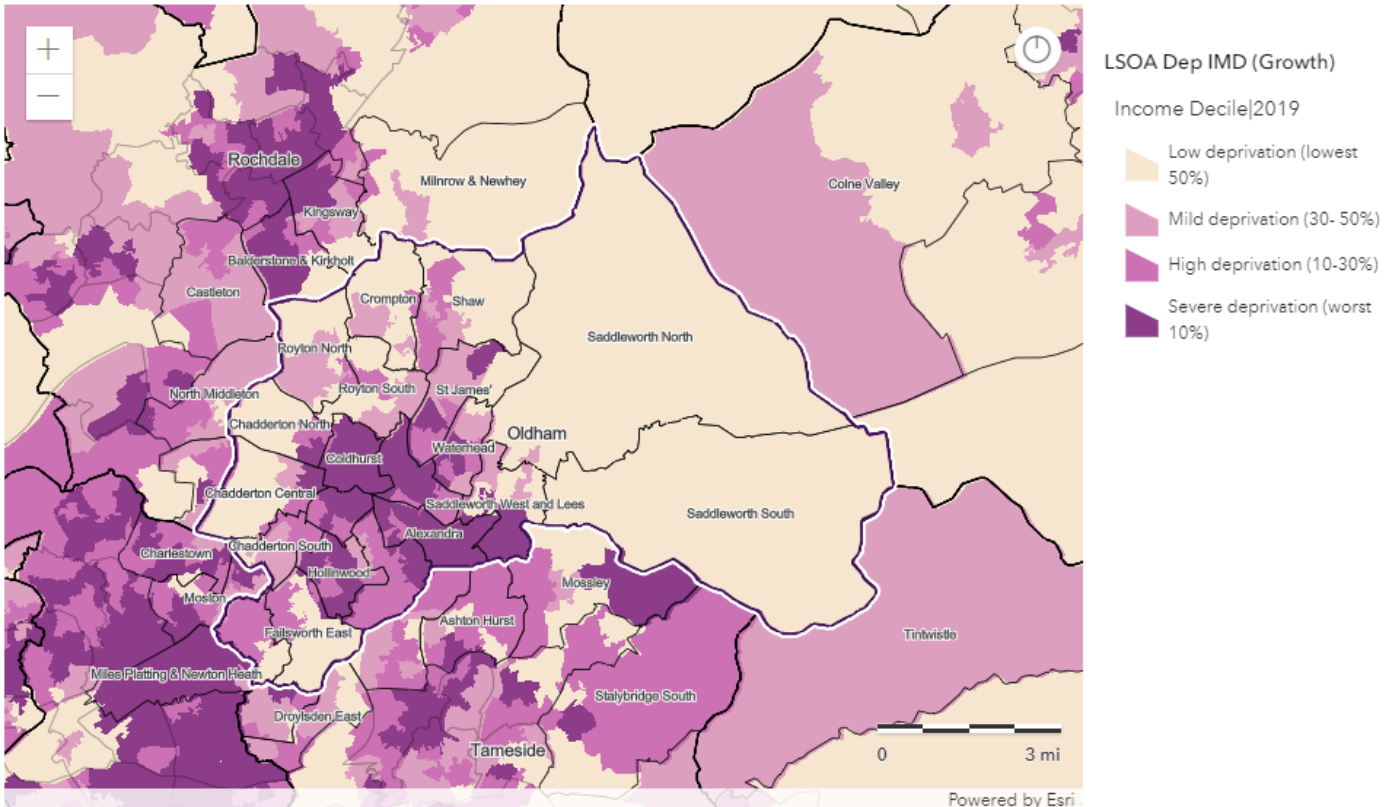
Internet User Classification map

The map shows the classification of neighbourhoods in Oldham in terms of how they interact with the internet. The Consumer Data Research Centre (CDRC) have developed an Internet User Classification using data from the British Population Survey (BPS), which provides info on the behavioural characteristics of the population regarding various aspects of internet use, which could be linked with demographic data from the census and supplemented with data from online retailers, on online transactions and infrastructure data from OfCom on download speed. Every LSOA in the UK has been classified into 10 groups (summarised in the table on the Appendix).



NT41/42: Income map

Income deprivation measures the proportion of the population experiencing deprivation relating to low income. Oldham experiences high to severe Income deprivation concentrated towards the south west of the local authority, exhibiting a similar pattern to deprivation seen across other domains.





Social: Healthier, Safer & More Resilient Communities

Policy Review

Oldham Council seeks to be the provider of healthy, safe and well supported residents. Physical and mental health and community spirit are highlighted as key pillars of overall wellbeing for residents. Delivery arms for resident wellbeing include health and social care services, physical activity levels and leisure centre usage and community safety and prevention of crime.

Oldham Council Corporate Plan 2022-2027

Vision for Future Oldham

- Healthy, safe and well supported residents

Strategic Aims

- Diverse opportunities to get together, with regular activities to boost physical and mental health and community spirit;

Strategic Objectives

- Delivering Healthy, Safe and Well Supported Residents
- Deliver health and social care services that are more joined-up through the delivery of the new integrated care model
- Develop and deliver a health inequalities plan for Oldham
- Increase the uptake of local and national health checks, screenings and immunisations
- Increase levels of physical activity and usage of leisure facilities
- Develop and deliver a new three-year community safety and cohesion plan, tackling crime and ensuring people feel safe across the borough

Oldham Green New Deal Strategy 2020-2025

Green New Deal Objectives

- Maintain a high quality local environment which delivers health and wellbeing benefits for residents, including food and recreation, reducing costs for public services.

Our Future Oldham - A Shared Vision for 2030

Uplifting Every Resident

- A home that is affordable, well-maintained and appropriate
- Diverse opportunities to get together, with regular activities to boost physical and mental health and community spirit
- A local area that meets peoples needs and makes them proud
- Timely access to vital services to keep people healthy and safe

Oldham Health and Wellbeing Strategy 2022-2030

Our vision: Oldham residents are happier and healthier, they feel safe, supported and they thrive in this vibrant and diverse borough.

Our ambition: People lead longer, healthier, and happier lives, and the gap in health outcomes between different groups and communities in Oldham, and between Oldham and England, is reduced. A demonstrable difference will be made to the average life expectancy and average healthy life expectancy of residents, and inequalities will be reduced.

Our principles: We are resident-focussed, this means we are:

- Having a two-way conversation with residents about their health and wellbeing, making sure residents feel heard and that we respond to their needs in ways that can be understood by all
- Building trust and strengthening relationships with residents through kindness and compassion
- Engaging with communities to co-produce solutions and co-design services
- Providing support and care which is as close to, and as connected with, home and community as possible

Our priorities: The average number of years Oldham residents might expect to live (life expectancy) is more than two years less than the national average, and people living in the most deprived areas are likely to die more than seven years earlier than people from the most affluent areas. We will support residents to live longer, healthier lives through each stage of the life-course, from before birth through to the end of life. Oldham's Health and Wellbeing Board considered local health and wellbeing need alongside the resident voice to identify several areas which should receive focused attention and action over the coming years. The Oldham Health and Wellbeing Strategy sets out priorities to ensure we achieve the biggest benefit for our residents both in the short term and into the future. Specific goals have been set to show how we aim to achieve our overall ambition, and targets have been established to help us measure progress along the way.

- Give children the best start in life
- Improving mental wellbeing and mental health
- Reducing smoking
- Increasing physical activity

Oldham Homelessness Prevention and Reduction Strategy 2021-2026

Oldham Homelessness Prevention and Reduction Strategy has been developed following a comprehensive review of homelessness in the borough between 2016 and 2020, particularly focusing on the latter two years since the introduction of the Homelessness Reduction Act.

The priorities for the Oldham Homelessness Prevention and Reduction Strategy are framed by our statutory duties to homeless residents. The rationale behind this is to provide a clear and transparent focus in the Council's mission to prevent and relieve homelessness.

- Advice and information: How we promote our services to residents in Oldham and ensure they have access to services to prevent them from becoming homeless
- Early identification: Ensuring everyone is aware of the 'Duty to Refer' people who are homeless or threatened with homelessness. How we develop local protocols to deliver more effective partnership working
- Pre-crisis intervention: Delivering homelessness prevention activity – particularly through effective partnership working
- Prevent recurring homelessness: Using our Review data to identify groups who need additional support, such as rough sleepers, victims of domestic abuse and care leavers
- Partnership arrangements: Working together as a Cooperative Borough to prevent and reduce homelessness through shared resources, information, understanding and goals

**The Oldham Health Inequalities
Plan 2022****Aim**

Improve the health of our residents with a focus on:

- Reducing the gap in life and healthy life expectancy between Oldham and other boroughs.

Reducing the gap in life and health life expectancy within Oldham, particularly between low-and-high income groups and by ethnicity.

Key objectives

- Reduce structural barriers which perpetuate inequalities, particularly stigma and staff perception/ understanding of those in poverty.
- Support those in more need as utility prices continue to rise.
- Seek to prevent problematic debt levels in the borough.
- Ensure every resident can access housing while improving the health of our homeless population.
- Strengthen housing support around minor repairs which can be unaffordable for some residents.
- Develop healthier housing provision in the borough.
- Incorporate healthier design principles into all developments (resi and non-resi) in the borough.
- Ensure Oldham residents have equal access to employment opportunities.
- Improve access to adult education provision across Oldham.
- Drive uptake in living wage and GM employment charter across Oldham.
- Improve understanding of inequalities associated with employment across the borough.
- Maximise opportunities into employment in Oldham, particularly in the most underemployed areas.
- Strengthen mental health offer in the borough responding to increase in need during and post covid.
- Improve social support around the health offer, particularly around debt and benefit advice and referral into employment support programmes.
- Strengthen mental support and preventative offer for young residents.
- Improve access to physical health support and preventative services for those in most need.
- Address inequalities experienced by looked after children.

Joint Strategic Needs Assessment Oldham

Life Expectancy

Oldham's life expectancy is significantly lower than the average in England.

- For men it's 77.2 years compared to the national average of 79.4
- For women it's 80.5 years compared to the national average of 83.1

Healthy Life Expectancy

Oldham's healthy life expectancy is also significantly lower than the average in England.

- For men it's 56.6 years v national average of 63.1
- For women it's 58.2 years v national average of 63.9

Source: *Public Health England 2020*

Deprivation & Inequality

On average, those living in the most deprived areas of Oldham can expect to live shorter lives than those in the least deprived.

Between Alexandra (Most deprived) and Saddleworth South (Least deprived) the difference is:

- **12.0** years for males.
- **12.9** years for females.

Source: *Indices of Deprivation - MHCLG 2019*

Smoking in pregnancy

- Oldham has a higher rate of mothers smoking at the time of delivery (**10.7%**), compared to the England rate of **9.1%** (2021/22).

Source: *Public Health England*

Childhood obesity

- **20.8%** of reception aged children are overweight or obese. This is similar to the England rate of **22.3%**.
- **42.4%** of year 6 aged children are overweight or obese. This is significantly higher than the England rate of **37.8%** (2021/22).
- In Oldham, the higher prevalence of obesity tends to be in the most deprived areas.

Sources: *NCMP, NHS Digital*

A&E Attendances

- A&E Attendances have been increasing in Oldham, as they have nationally. It should be noted that Oldham has higher rates for all age groups compared to national rates. The latest data 2021/22 shows: (All figures per 1,000)
- Under 18 years - **441.1** in Oldham vs **439.8** nationally.
- 0 - 4 years - **783.3** in Oldham vs **762.8** nationally.
- Under 1 year - **1,136.5** in Oldham vs **1094.5** nationally.

Source: *OHID based on NHS Digital, Hospital Episode Statistics (HES), and Office for National Statistics, mid-year Population estimates*

Accidents, Injuries

- The rate of hospital admissions due to injuries (unintentional and deliberate) for 0-14 year olds is significantly higher in Oldham (114.2 per 10,000) compared to England (84.3 per 10,000). However, for the 15-24 year old age group, the rate is significantly lower in Oldham (78.3 per 10,000) compared to England (118.6 per 10,000) (2021/22).

Source: *OHID, using HES (Hospital Episode Statistics)*

Obesity & Healthy Eating

- Oldham has had a consistently higher proportion of adults classified as overweight or obese compared to the national average. The latest figures highlight that **71.8%** of adults in Oldham are classified as overweight or obese. This is higher than the England average of **63.8%** (2021/2022)
- **24.2%** of people (adults) in Oldham meet the recommended '5-a-day' on a usual day. This is lower than the England average of **32.5%** (2021/22).

Source: *Active Lives Adult Survey*

Physical Activity

- The latest figures show that **62.7%** of adults in Oldham are physically active, compared to **67.3%** across England (2021/22).

Source: Office for Health Improvement and Disparities (Survey, Sport England)

Alcohol

- Due to the demographics of its population Oldham sees less alcohol admissions compared to the national rate. The latest figures show **406** Admission Episodes for Alcohol related Conditions in Oldham per 100,000 in 2021/22. This is lower than the England average of **494** per 100,000.
- Despite the lower rate of admissions for alcohol, Oldham sees a higher rate of mortality due to alcohol. The latest data shows there were **56** per 100,000 alcohol related deaths in 2021. This is higher than the England average of **38.5** per 100,000.

Source: OHID

Smoking

- Over the last decade smoking rates have fallen in Oldham and across England however smoking rates in Oldham remain consistently higher than the national rate. The latest data shows that **19.3%** of adults in Oldham are smokers. This is higher than the England average of **13%** (2021)

Source: Annual Population Survey (APS), accessed via OHID

Mental health Depression

- There are **26,621** people in Oldham recorded as having depression (**14.1%**). This is higher than the England average of **12.7%** (2021/22).

Source: Quality and Outcomes Framework (QOF), NHS Digital

Suicide

- Oldham has a similar suicide rate compared to the national average. The latest data shows in Oldham the suicide rate was **9** per 100,000 compared to the national rate at **10.4** per 100,000 (2019-21).

Source: ONS



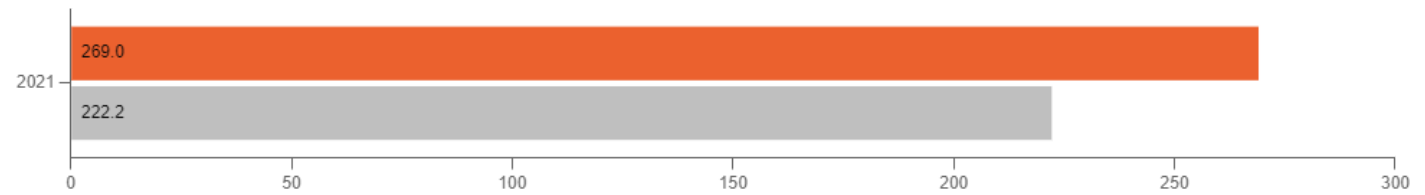
Social: Healthier, Safer & More Resilient Communities

The following graphs show how Oldham compares with the regional average across indicators related to Social: Healthier, Safer & More Resilient Communities. The relevant NT measure references have been included throughout.

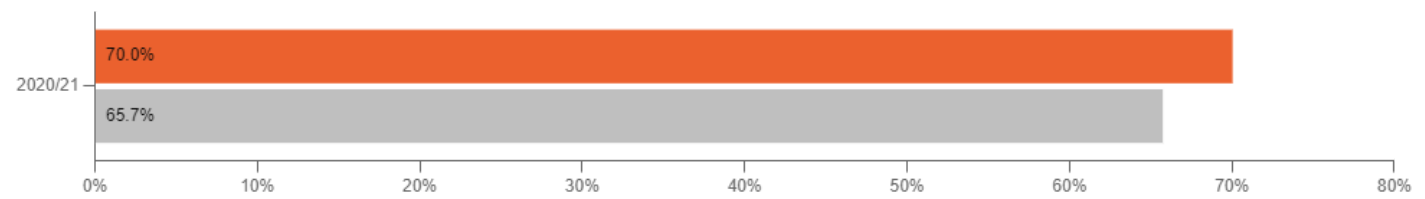


Outcome: Creating a healthier community

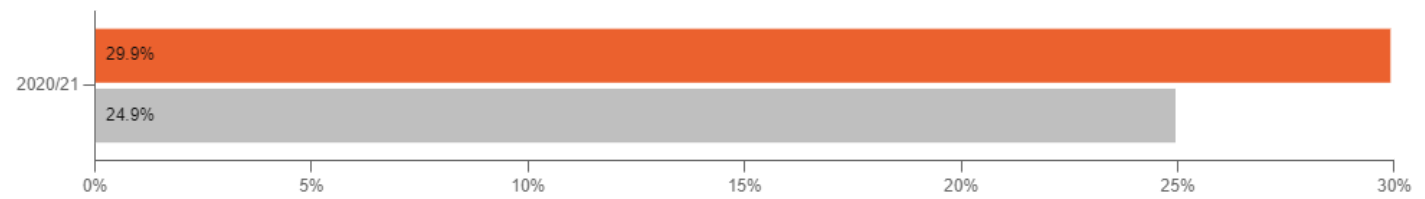
OT26: Mortality rate from causes considered preventable - <75 yrs (per 100,000 population)



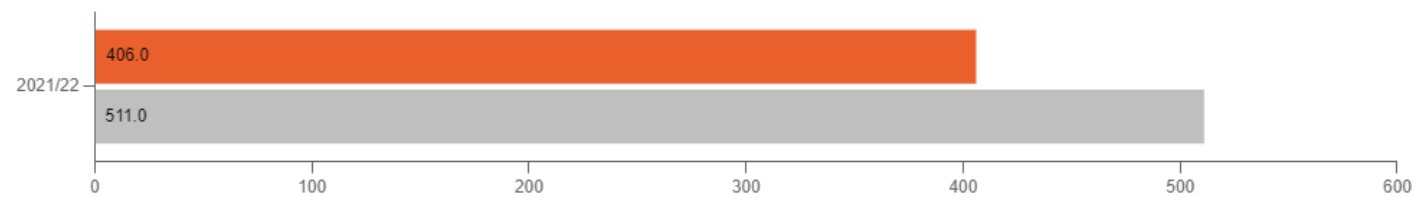
OT26: Percentage of adults classified as overweight or obese - 18+ yrs



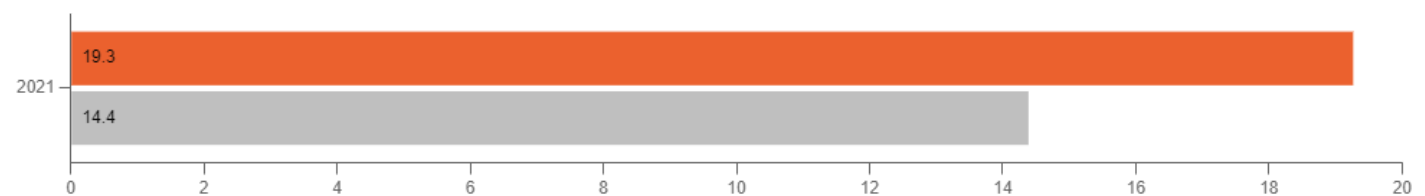
OT26: Percentage of physically inactive adults - 19+ yrs



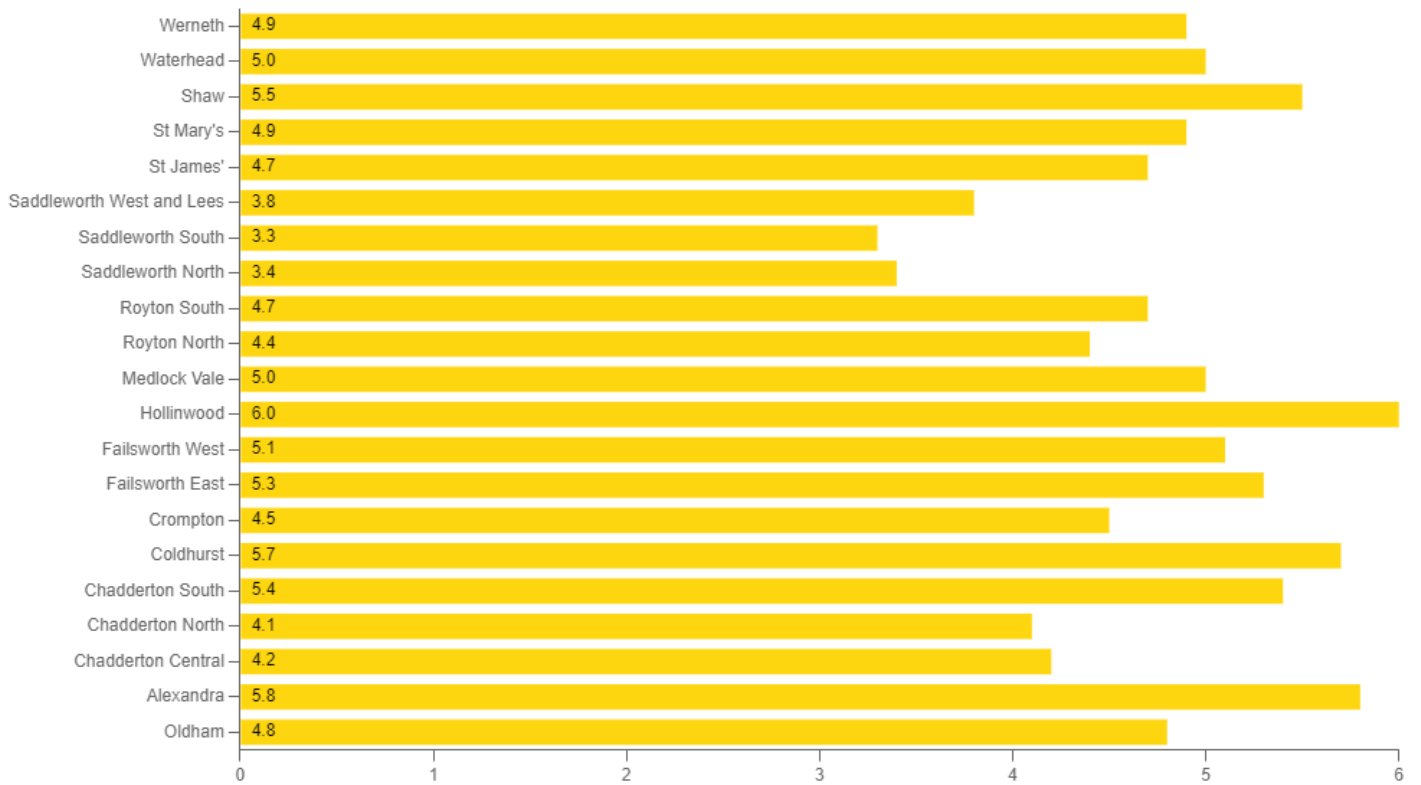
OT26: Admission episodes for alcohol-related conditions - All ages (no. of admissions per 100,000 population)



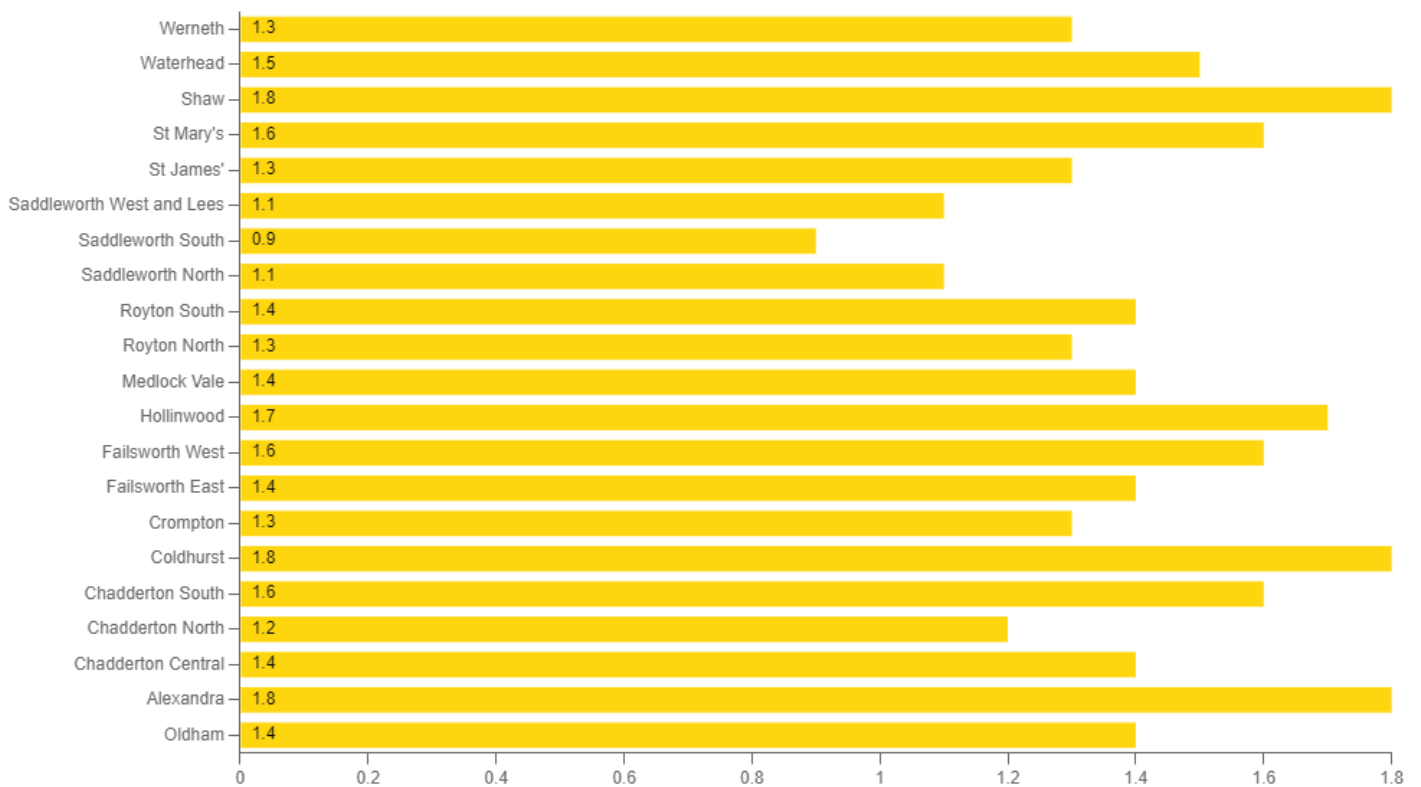
OT26: Smoking Prevalence in adults (18+)



OT26: Percentage of people with bad health (Census 2021) (Ward Level)

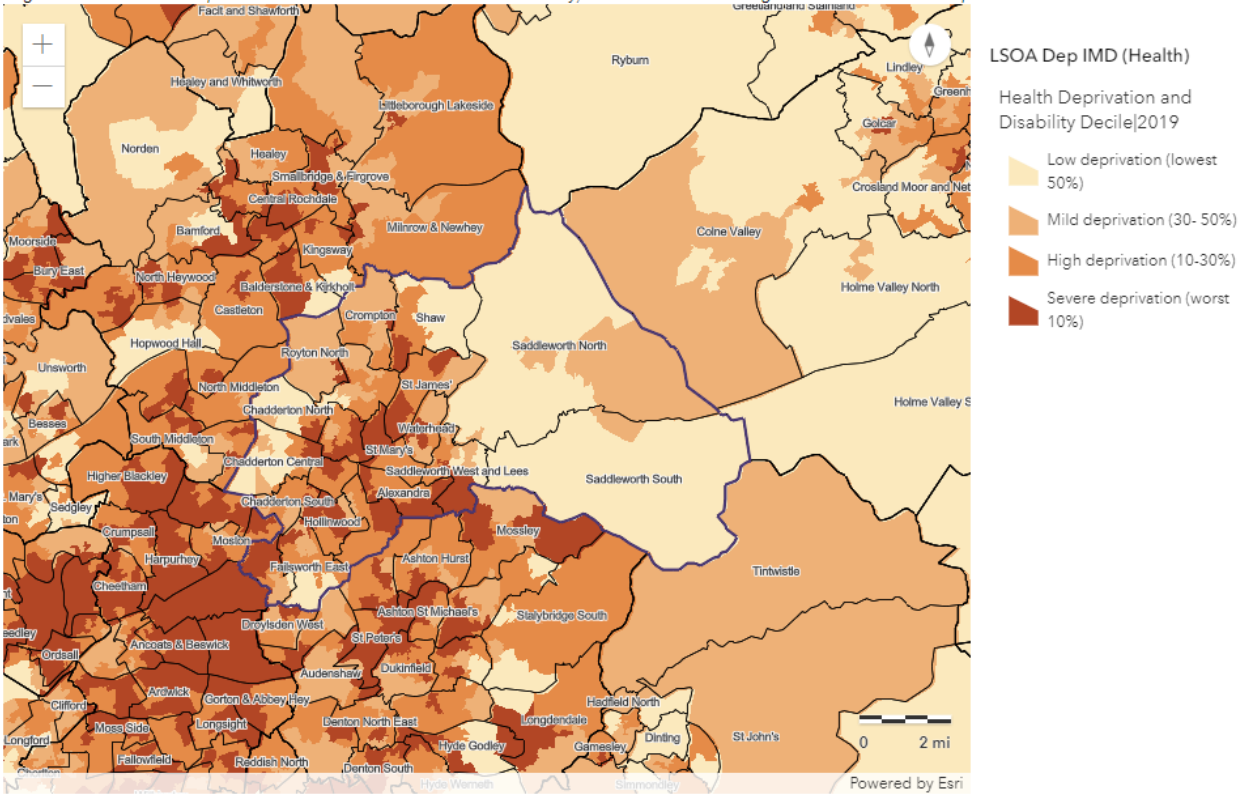


OT26: Percentage of people with very bad health (Census 2021) (Ward Level)



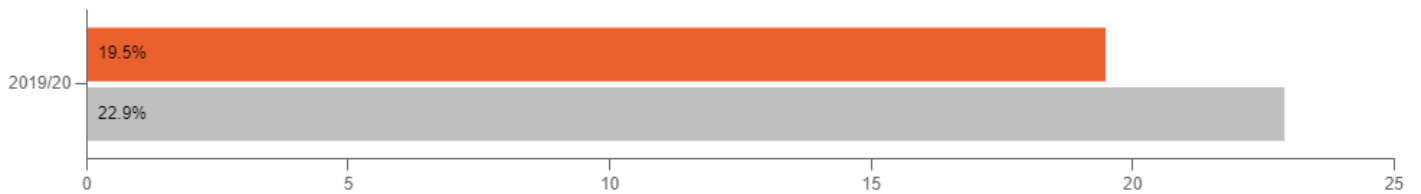
OT26: Health Map

Health deprivation measures the risk of premature death and the impairment of quality of life through poor physical or mental health. Oldham experiences high to severe Health deprivation across the west of the local authority, with the east exhibiting low and mild Health deprivation.

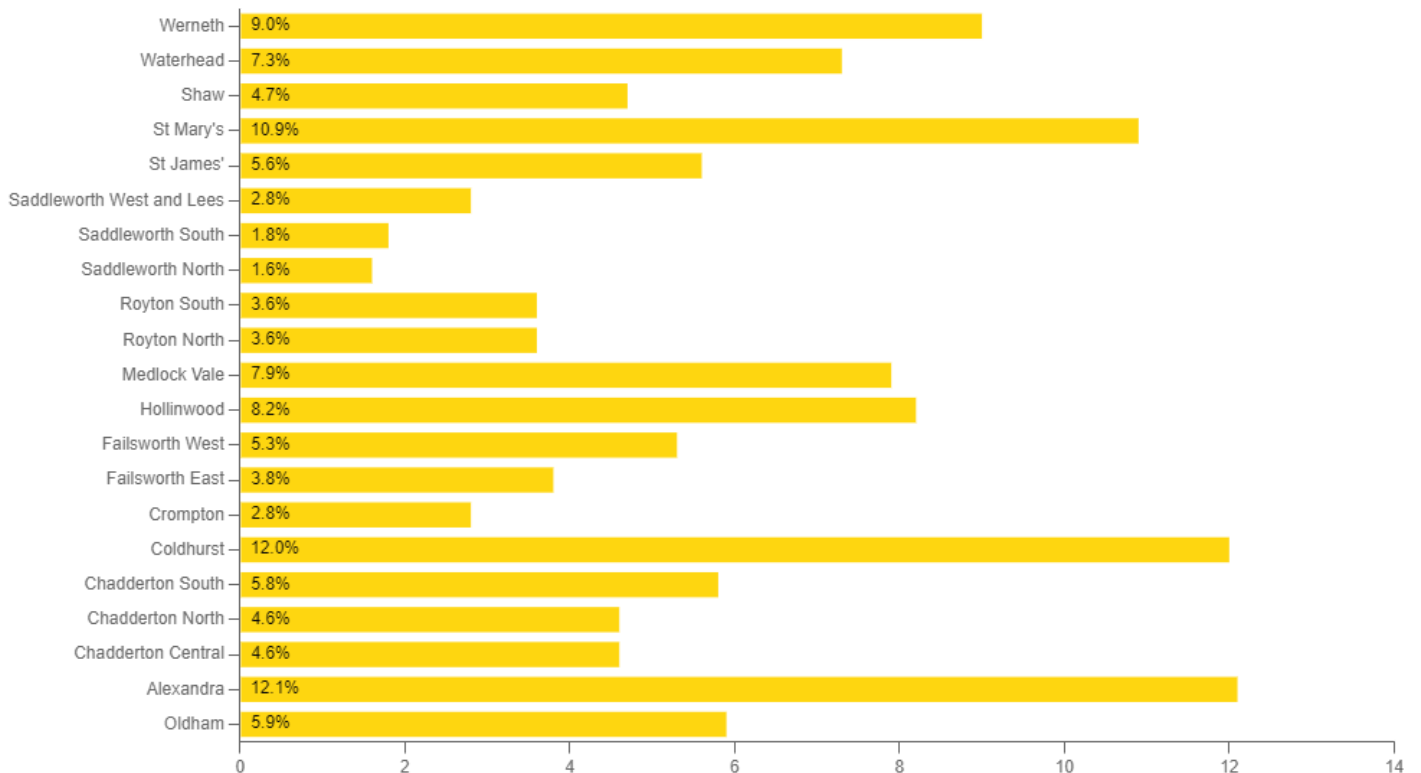


Outcome: Vulnerable people are helped to live independently

OT26: Percentage of adults who feel lonely often / always or some of the time -16+ yrs

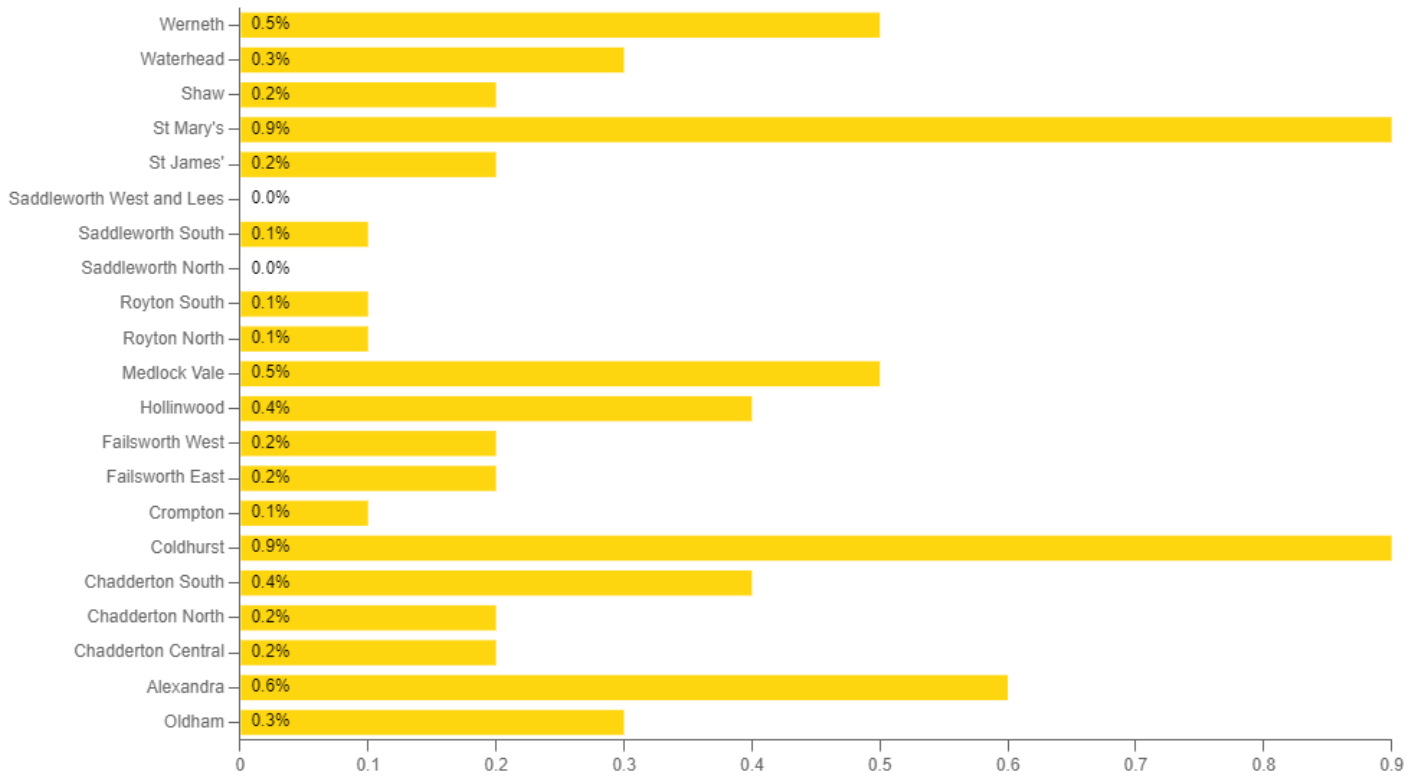


NT27: Percentage of households deprived in three dimensions (Ward Level)



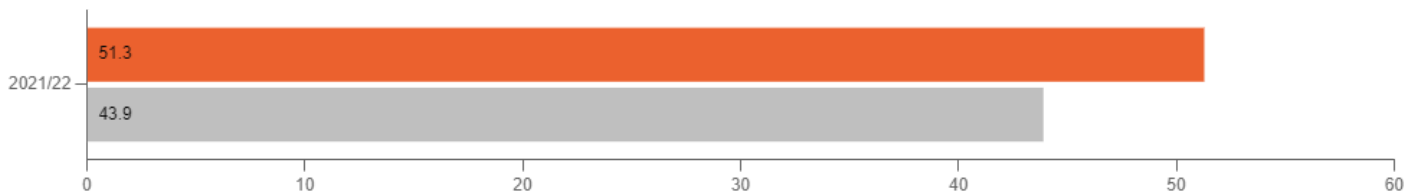
The dimensions of deprivation used to classify households are indicators based on four selected household characteristics., Education, Employment, Health & Housing. For more information [click here](#).

NT27: Percentage of households deprived in four dimensions (Ward Level)

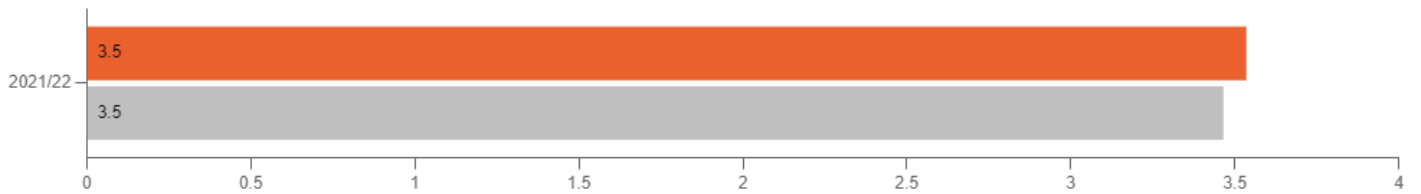


Outcome: Crime is reduced

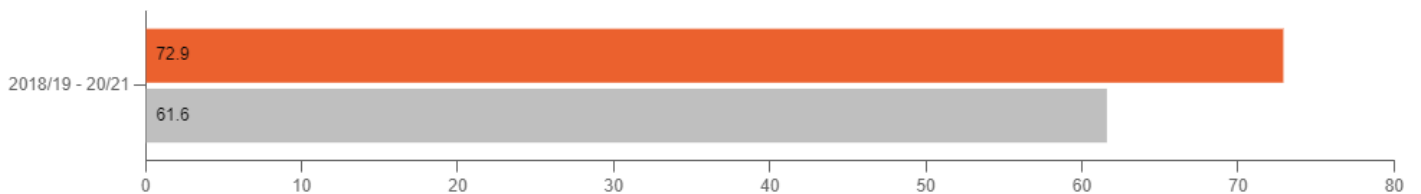
OT24: Violent crime - violence offences per 1,000 population



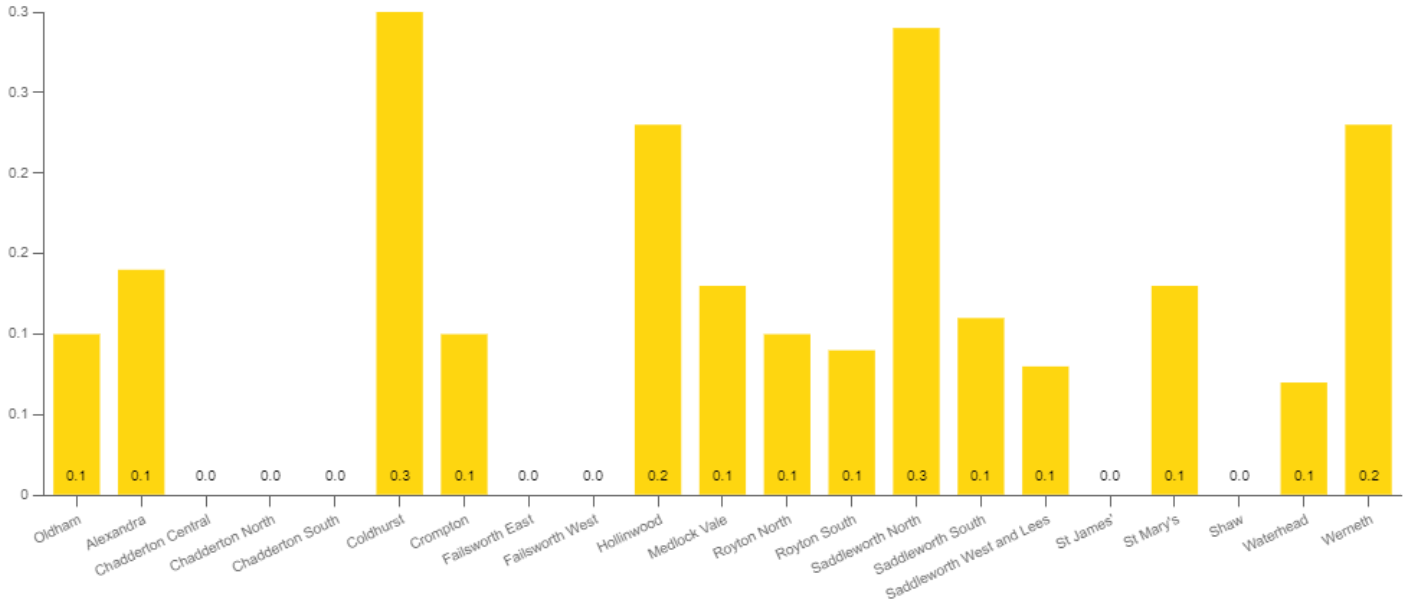
OT24: Violent crime - sexual offences per 1,000 population



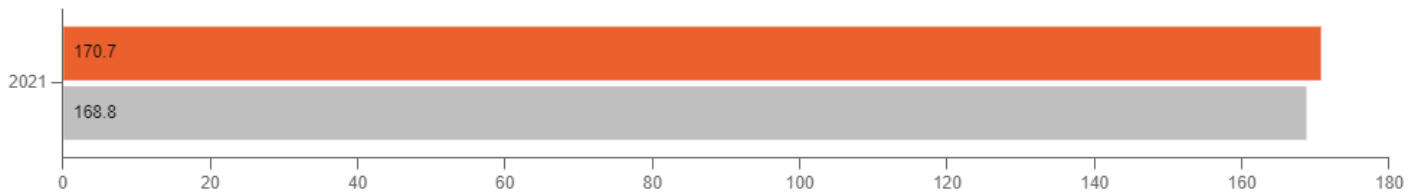
OT24: Violent crime - hospital admissions for violence (including sexual violence) per 100,000 population



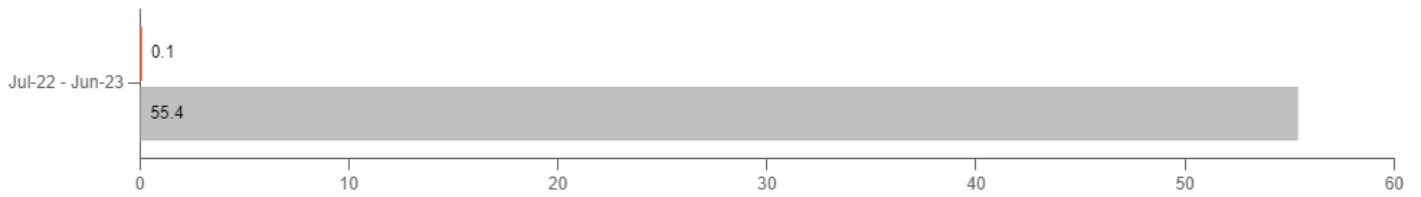
OT24: Rate of all crimes classed as violence and sexual offences per 1,000 population (Ward Level)



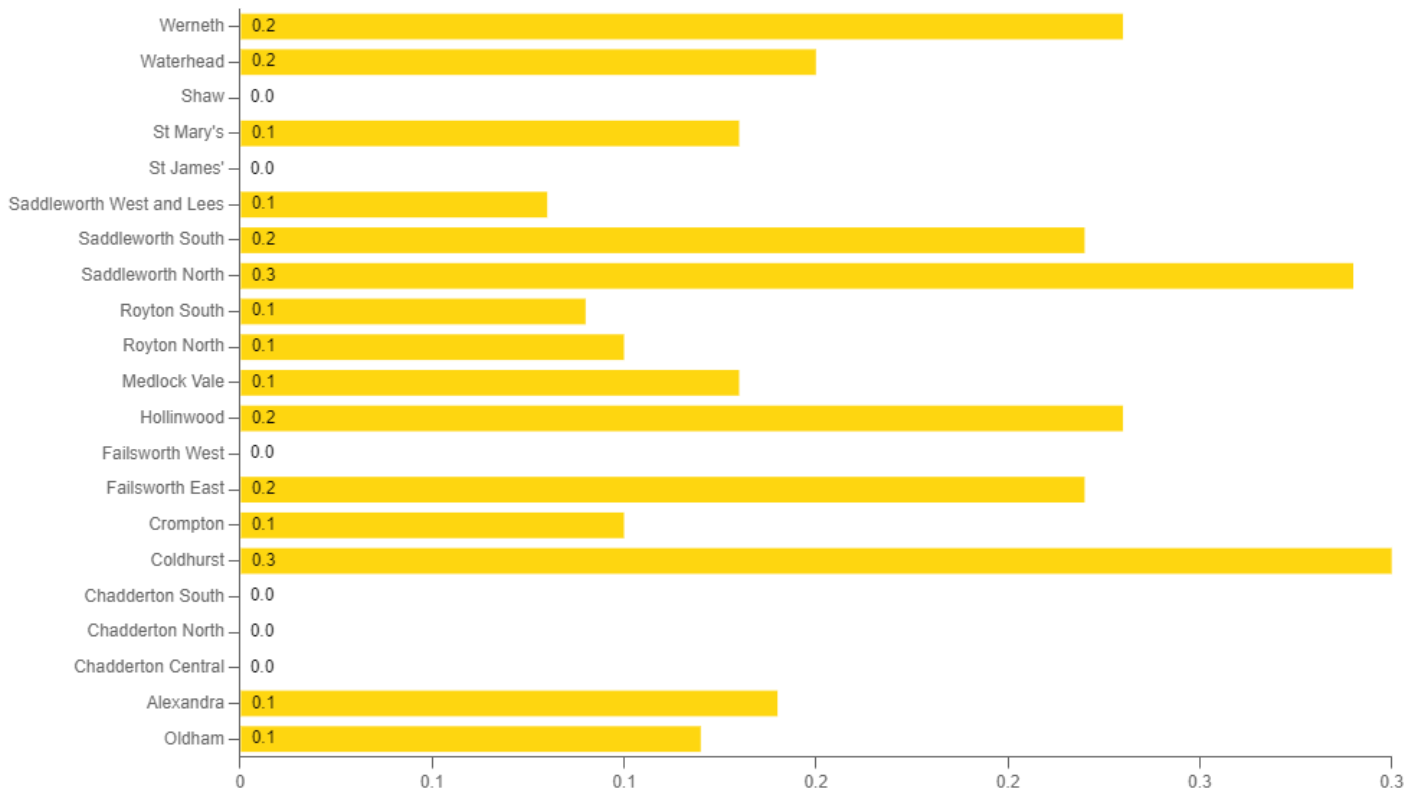
OT24: First Time Offenders (10+ years) per 100,000 population



OT24: All crime rate (per 1,000 population)

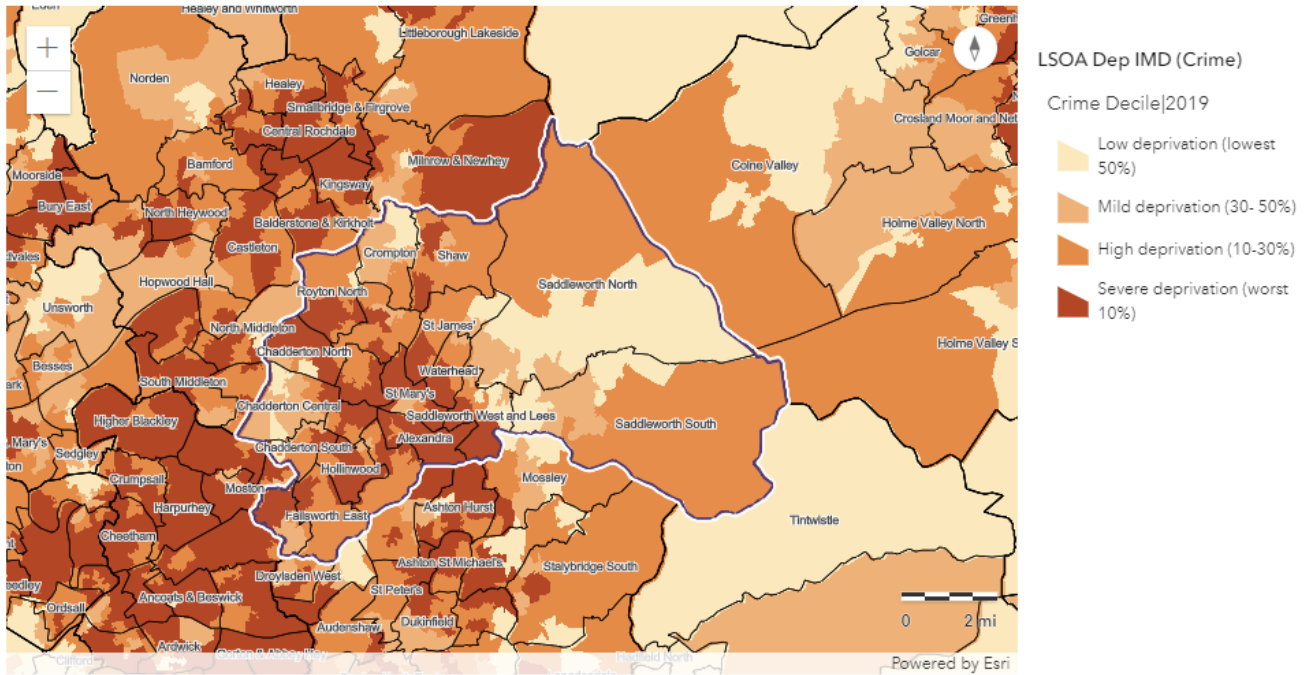


OT24: All crime rate (per 1,000 population) (Ward Level)



OT24: Crime map

Crime deprivation measures the risk of personal and material victimisation at a local level. Oldham experiences severe Crime deprivation in the west of the local authority. However, pockets of high Crime deprivation are experienced across the whole local authority including Saddleworth North and Saddleworth south which in other domains have typically exhibited low or mild deprivation.



Outcome: More working with the Community

OT25: Homelessness - households in temporary accommodation per 1,000 households



See TOMs scoreboard for full list of measures.

Environment: Decarbonising & Safeguarding Our World

Policy Review

Oldham Council has ambitious targets of being a carbon neutral council by 2025 and a carbon neutral borough by 2030. Strategic delivery methods include growing green industries, prioritising existing green spaces as well as creating new green spaces and opportunities. Other strategic aims are maximising waste management performance, reducing carbon emissions from buildings and transport projects, identifying measures to promote biodiversity and establishing objectives and targets in order to track progress and report on overall performance.

Oldham Green New Deal

Strategy 2020-2025

Oldham Council has a strong history of action on climate change and wider environmental issues. The "Climate Change and Green Oldham" report to full Council in July 2019 set out the full range of the Council's achievements so far on key environmental work areas such as:-

- Air Quality
- Transport (active travel and low carbon transport choices) Recycling, promoting behaviour change and Single Use Plastics Tree Planting and Valuing Oldham's
- Urban Forest
- Warm Homes Oldham
- Carbon reduction in Council buildings
- Street lighting
- Renewable and community energy
- Sustainable and community-led food and growing
- Engaging residents through social media and other initiatives

Targets, metrics, method and priorities for action

Central to this Green New Deal Strategy are two new ambitious targets for achieving carbon neutrality:-

Carbon Neutrality for the Council by 2025;

1. Reducing CO2 emissions from Council buildings and street lighting by as much as possible where the business case allows and beginning where investment or rationalisation gives the highest financial benefit
2. Investing in large-scale renewable energy generation to meet the remaining carbon requirement, whilst generating financial savings or revenue income through the investment, as part of the Council's overall Investment Strategy
3. Implementing local, meaningful and verifiable 'carbon offset' measures such as tree planting

Carbon Neutrality for the Borough by 2030

1. Leading a strategic partnership of major energy users across all sectors in Oldham to achieve carbon neutrality within the partnership and demonstrate community leadership, using the approach set out above for the Council's own decarbonisation plan for 2025
2. Developing a Local Energy Market which will change the economic dynamic to incentivise renewable energy development across all sectors through enabling of the business case. Initial evidence indicates that this approach:-
 - could have the necessary large-scale impact on carbon emissions reduction
 - could cut energy bills for the Council, homes and businesses
 - may only require minimal initial investment of time and money
3. Investing in and supporting the development and roll-out of large-scale low carbon anchor energy infrastructure such as low carbon heat networks. Evidence from other towns and cities shows that this type of infrastructure:-
 - is capital intensive but can deliver a return on investment
 - can set the foundations for a heat system which can approach the required scale of change which will be necessary to meet the 2030 borough-wide decarbonisation target
 - can attract inward investment from the private sector
4. Supporting the development of the Green Technology and Services sector across the borough and support and incentivise the wider business community to engage the GTS sector to decarbonise. Initial evidence suggests that:-
 - Oldham has a strong base of engineering, connectivity and affordable premises which the sector needs
 - the Team Oldham approach adopted by business engagement services already has strong engagement with Oldham businesses in the area of resource efficiency
 - this asset base can be built upon to harness resources from GM universities and business support organisations and enable Oldham businesses to innovate and diversify
 - Clustering of green businesses in Oldham can create a virtuous reputational circle which can support decarbonisation of the wider economy
5. Maximising the local benefits from Greater Manchester and national level schemes which aid decarbonisation, including in the areas of Air Quality, Transport, Waste and other key priority sectors, securing inward investment for 'clean growth' from public and private sectors

Wider Benefits

A focus on building the green economy will also support Oldham's other priorities including health and wellbeing and the "Team Oldham" co-operative agenda, through for example the Northern Roots project. The Green New Deal approach also has many co-benefits in terms of social value, quality of life for residents and an improved environment for nature and wildlife.

Green New Deal objectives

Make Oldham a leading local authority area for environmental quality and play a leading role in meeting the GM Mayor's Green City Region objectives

- Generate inbound tourism for the borough by building on Oldham's reputation for being a green, attractive and forward-thinking sustainable borough
- Keep Oldham at the forefront of development and deployment of cutting-edge environmental technologies, and ensure that the benefits are kept locally
- Future-proof the regeneration of the borough by establishing Oldham as an exemplar Green City on energy, carbon, water and green infrastructure
- Help deliver the GM2040 Transport Strategy Right Mix target for 50% of all journeys in Greater Manchester to be made by walking, cycling and public transport by 2040.

Oldham Council Corporate Plan 2022-2027**Strategic Aims**

- A clean and green future – a carbon neutral council by 2025 and a carbon neutral borough by 2030

Strategic Objectives

- Support Oldham's growing green industry, creating more green jobs and opportunities
- Boost our position as the greenest borough in Greater Manchester by improving and better promoting our amazing green spaces
- Create new green spaces and opportunities through Northern Roots and our new Town Centre Park
- Support the development of Greater Manchester's plan to deliver cleaner air
- Deliver cleaner neighbourhoods and streets through the roll out and further development of Don't Trash Oldham

Our Future Oldham - A Shared Vision for 2030**Uplifting Every Resident**

- A clean, green and healthy environment
- Quick, cheap and easy transport to every part of the city region

Joint Strategic Needs Assessment Oldham**Air Quality**

- **5.6%** of deaths in Oldham for those aged 30+ are attributable to air pollution. This is similar to the average rate across England of **5.3%** (2016).

Source: PHOF (Wider Determinants)

Outdoor space

- In Oldham, **19.1%** of people use outdoor space for exercise of health reasons. This is above the average rate across England of **17.9%** (March 2015- February 2016).

Source: PHOF (Public Health Profiles)

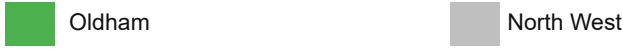
- 8.8% of Oldham adults walk for travel at least three days per week, lower than the average in England 15.1%
- 0.5% of Oldham adults cycle for travel at least three days per week, lower than the England average 2.3% (2019/20)

Source: PHOF (Wider Determinants - Natural & Built Environment)



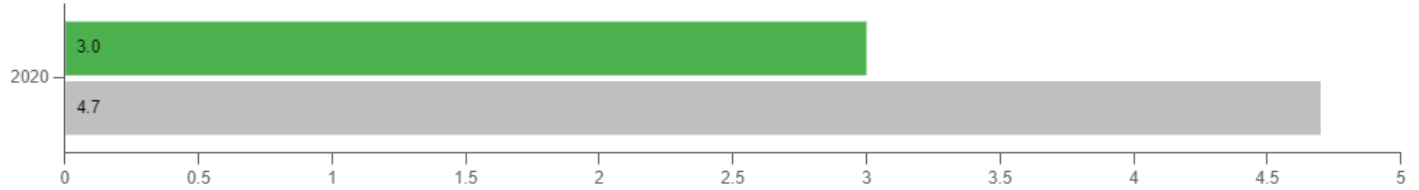
Environment: Decarbonising & Safeguarding Our World

The following graphs show how Oldham compares with the regional average across indicators related to Environment: Decarbonising & Safeguarding Our World. The relevant NT measure references have been included throughout.

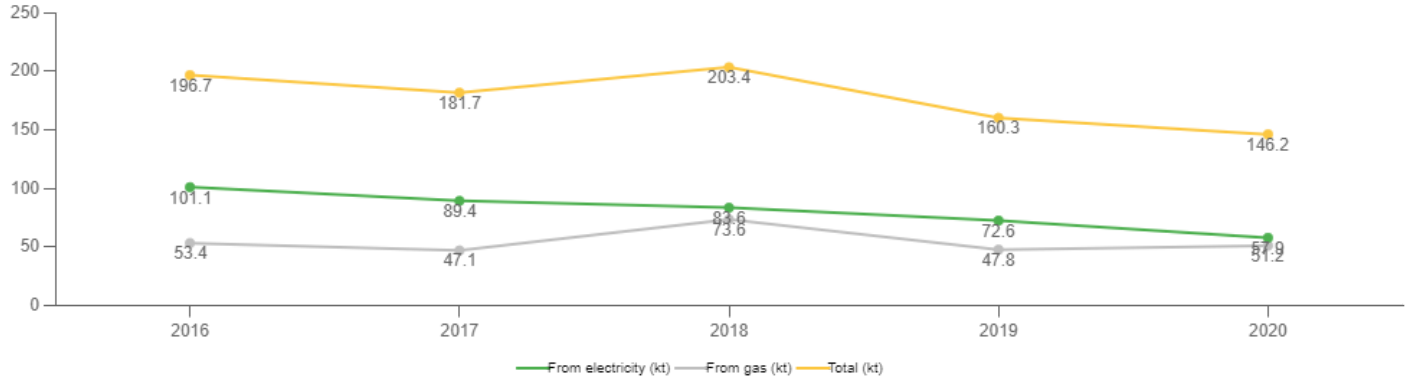


Outcome: Carbon emissions are reduced

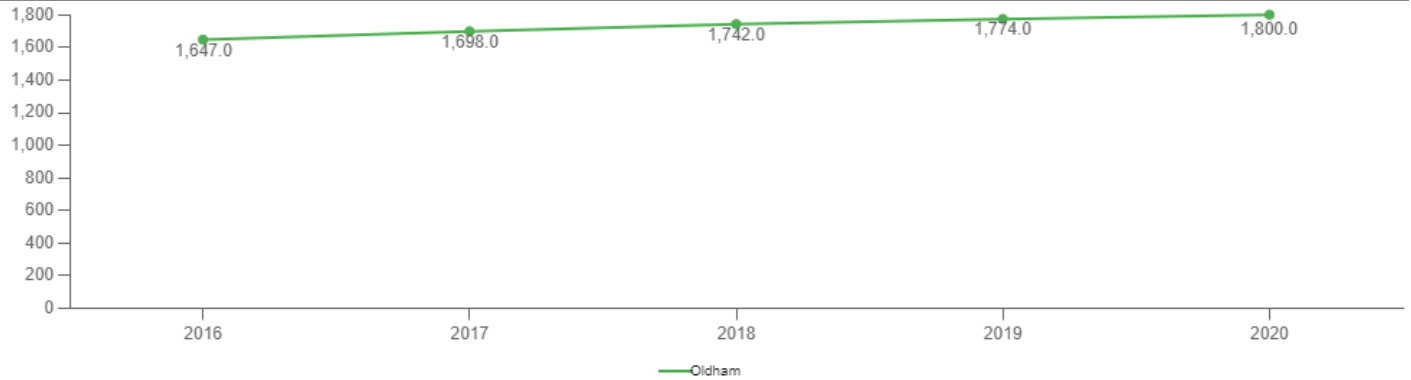
OT31: Total CO2 emissions per person (tonnes CO2e)



OT31: CO2 emissions industry and commercial sectors (kt)

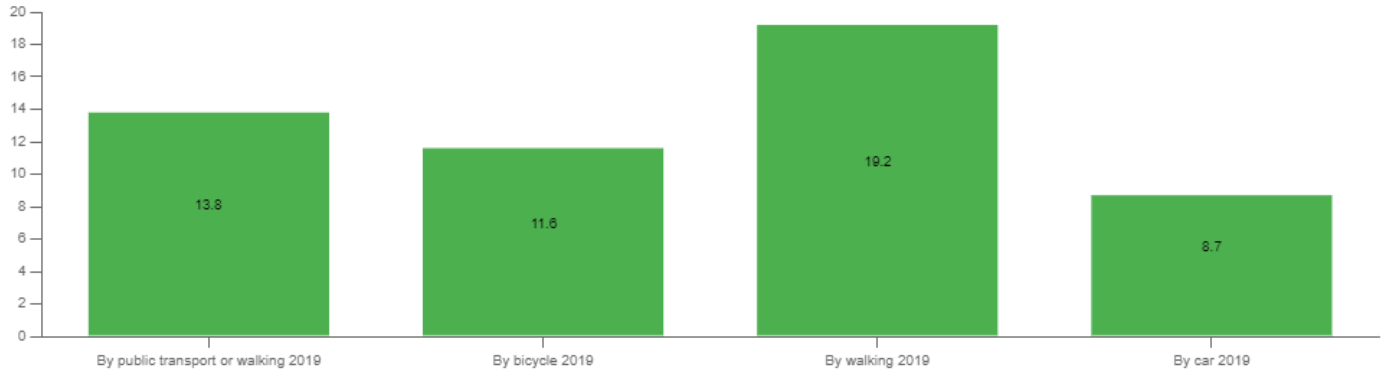


RE39/39A: Renewable Electricity - Number of sites - Total



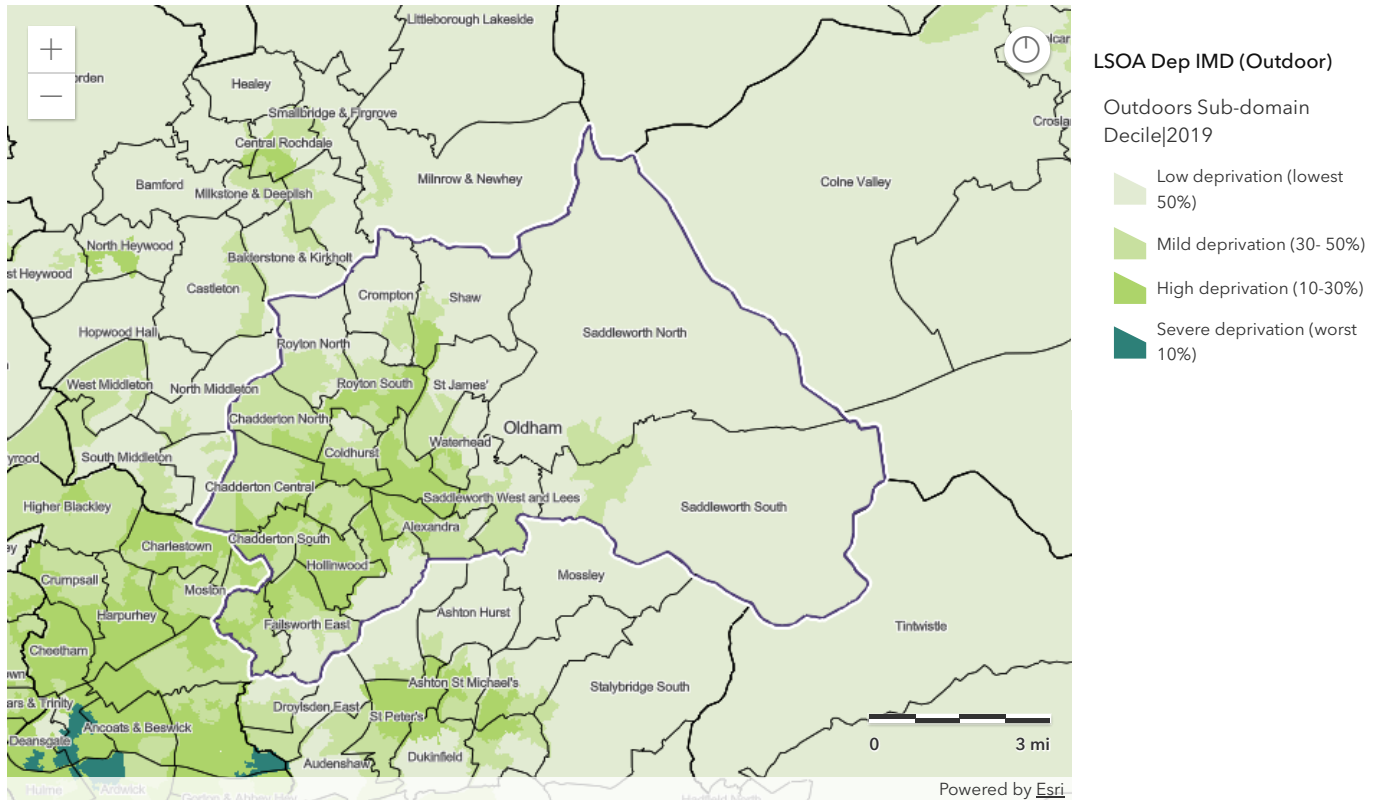
Outcome: Air pollution is reduced

OT32, OT33, OT46: Average minimum journey time by transport type to reach 8 key services (mins)



OT32, OT33, OT46: Outdoor Living Environment

Outdoor Living Environment deprivation measures air quality and road traffic accidents. Oldham experiences no severe Outdoor Living Environment deprivation, however, high deprivation in this domain is concentrated in the south west of the local authority.

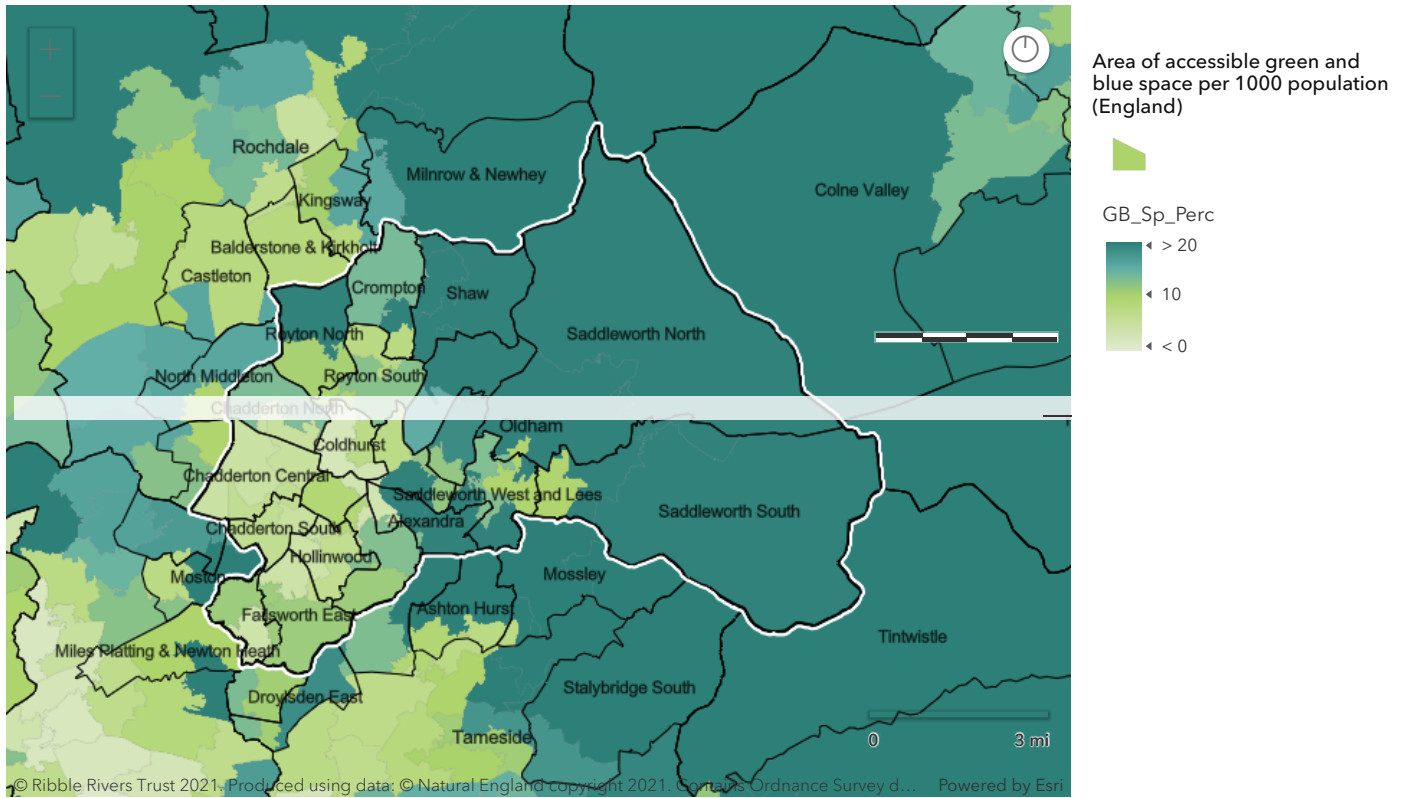


External green space map

Outcome: Safeguarding the natural environment

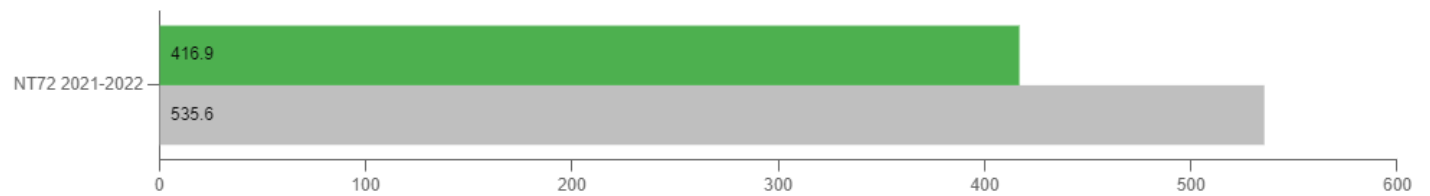
Area of accessible green and blue space per 1000 population.

This map identifies area of accessible green/blue space (areas with greenery and/or inland water), as a percentage of the total area of the MSOA (Middle Layer Super Output Area) people have to opportunity to experience. This includes land that the public can directly access and land they are able to walk/cycle/etc. immediately adjacent to. The higher the percentage (or darker the green) the more accessible green/blue space in the MSOA.



Outcome: Resource efficiency and circular economy solutions promoted

NT72: Residual household waste per household (kg/household)



See TOMs scoreboard for full list of measures.



TOM System Scoreboard

The following graphs show how Oldham compares with the regional average across various National TOMs measures. Measures in **red** indicate that an initiative should be prioritised based on the data identified. However, this list should not be considered final or completely comprehensive. Additional measures and priorities should be considered depending on additional insights or research as well as the context of the project.

Jobs: Local Skills & Employment

TOMs Ref	Measure	Indicator	Oldham	Regional Value	Notes
OT1	No. local people employed	Unemployment rate - aged 16+	3%	4.1%	
		jobs density: Jobs density - value	0.6	0.9	
NT3	No. long-term unemployed people employed	Age 16+ - Total - Claimant count %	6.5%	4.2%	
NT4	No. people Not in Employment, Education or Training employed	16-17 year olds not in education, employment or training (NEET) or whose activity is not known - Persons - 16-17 yrs	6.9%	4.9%	
OT5	No. rehabilitating or ex-offenders employed	Re-offending levels - percentage of offenders who re-offend - Persons - All ages	18.6%	24.9%	
OT6	No. people with disabilities employed	Unemployment rate aged 16-64 - EA core or work-limiting disabled	5.6%	6.8%	
NT8	No. staff hours on school and college visits	% with no qualifications (GCSE) - aged 16-64	11%	7.6%	
NT9	No. weeks training opportunities	% with no qualifications (NVQ) - aged 16-64	10.6%	7.5%	
OT9A/10A	No. apprenticeships and training opportunities for disadvantaged groups	16+ unemployment rate - ethnic minority	N/A%	7.7%	
OT10	No. weeks apprenticeships	% with Trade Apprenticeships - aged 16-64	3.5%	3.3%	
OT11	No. career mentoring sessions	Education, Skills and Training Decile			
OT12	No. weeks work placements (unpaid/paid)	Education, Skills and Training Decile			

Growth: Supporting Responsible & Regional Business

TOMs Ref	Measure	Indicator	Oldham	Regional Value	Notes
OT18	Local supply chain spend	Business Register Employment Survey			

NT19	Local supply chain spend with micro, small and medium enterprises	Enterprises: Small (10 to 49) - Total - Total %	10.1%	9.3%
		Enterprises: Micro (0 to 9) - Total - Total %	88%	88.7%
NT14	Spend with VCSEs			
NT15	Expert business advice VCSEs and MSMEs			
NT39	Mental health campaigns for staff	Contact with mental health or learning disability services: rate per 1,000 patients on GP practice list aged 18+ - Persons - 18+ yrs	70.9	48.3
OT55	No. employees provided professional support for anxiety/depression	Self-reported wellbeing - people with a high anxiety score - Persons - 16+ yrs	23.5%	24%
NT20	No. of employees provided access to wellbeing programmes	Self-reported wellbeing - people with a low satisfaction score - Persons - 16+ yrs	6.5%	5.4%
NT41/42	Percentage of staff/supply chain paid real living wage	Median - Weekly pay - Full Time Workers (Resident)	£563	£604
NT40	Initiatives to reduce gender pay gap	Median weekly pay full time workers	£532 (Female) £608 (Male)	

Social: Healthier, Safer & More Resilient Communities

TOMs Ref	Measure	Indicator	Oldham	Regional Value	Notes
NT24	Initiatives to reduce crime	Violent crime - violence offences per 1,000 population - Persons - All ages	51.3	43.9	
		Violent crime - sexual offences per 1,000 population - Persons - All ages	3.5	3.5	
		Violent crime - hospital admissions for violence (including sexual violence) - Persons - All ages	72.9	61.6	
		First time offenders - Persons - 10+ yrs	170.7	168.8	
		All Crime Rate	0.1	55.4	
NT25	Initiatives to tackle homelessness	Homelessness - house-holds in temporary accommodation	2.3	1.8	
NT26	Initiatives to engage people in health interventions	Mortality rate from causes considered preventable (2019 definition) -Persons - <75 yrs	269	222.2	
		Percentage of adults (aged 18+) classified as overweight or obese -Persons - 18+ yrs	71.8%	66.7%	

		Percentage of physically inactive adults - Persons -19 + yrs	25.7%	24.2%
		Admission episodes for alcohol-related conditions (Narrow)- Persons - All ages	406	511
		Smoking Prevalence in adults (18+) - current smokers (APS) - Persons - 18+ yrs	19.3	14.4
NT27	Initiatives to support vulnerable people	Loneliness: Percentage of adults who feel lonely often / always or some of the time - Persons - 16+	19.5%	22.9%
OT28/29	Donations/volunteering to support local community projects			

Environment: Decarbonising & Safeguarding Our World

TOMs Ref	Measure	Indicator	Oldham	Regional Value	Notes
OT31	Savings in CO2e emissions through decarbonisation	Total CO2 emissions per person (tonnes)	3	4.7	
		CO2 emissions from industry and commercial electricity (kt)			
RE39/39A	Carbon emissions reduced through energy efficiency/renewable energy on sites	Renewable Electricity - Number of sites - Total			
OT32/33	Car miles saved/driven with low emissions vehicles through green transport programmes				
OT46	Corporate travel scheme to employees				
NT85/86	Volunteering/resources towards safeguarding the natural environment				
NT72/NT88	Hard to recycle waste diverted from landfill/ Reduce waste through reuse	Residual household waste per household (kg/household) (Ex NI191)	416.9	535.6	

Appendix

Internet User Classification

Internet User Classification	Definition
e-Cultural Creators	High levels of Internet engagement, particularly regarding social networks, communication, streaming and gaming,-but relatively low levels of online shopping, besides groceries.
e-Professionals	High levels of Internet engagement, and comprises fairly young populations of urban professionals, typically aged between 25 and 34. They are experienced users and engage with the Internet daily and in a variety of settings.
e-Veterans	Affluent families, usually located within low-density suburbs, with populations of mainly middle-aged and highly qualified professionals.Higher levels of engagement for information seeking, online services and shopping, less for social networks or gaming.
Youthful Urban Fringe	Reside at the edge of city centres and deprived inner-city areas, ethnically diverse, young, large student and informal household populations, access via mobile devices. High levels of Internet engagement are average over-all, with high levels of social media usage.
e-Rational Utilitarians	Comprising mainly rural/semi-rural areas with higher than average retired populations, constrained by poor infrastructure. Users undertake online shopping; the Internet is used as a utility rather than a conduit for entertainment.
e-Mainstream	Exhibit typical Internet user characteristics in heterogeneous neighbourhoods at the periphery of urban areas or in transitional neighbourhoods.
Passive and Uncommitted Users	Limited or no interaction with the Internet. They tend to reside outside city centres and close to the suburbs or semi-rural areas. Higher levels of employment in semi-skilled and blue-collar occupations.
Digital Seniors	Typically, White British, retired and relatively affluent. Average use of the Internet, typically using a personal computer at home. Despite being infrequent users, they are adept enough to use the Internet for information seeking, financial services and online shopping.
Settled offline Communities	Elderly, White British, in semi-rural areas. They undertake only limited engagement with the Internet,they may have only rare access or indeed no access to it at all.
e-Withdrawn	Least engaged with the Internet. Deprived neighbourhoods of urban regions. Highest rate of unemployment and social housing among all. Lowest rates of engagement in terms of information seeking and financial services, as well as the lowest rate in terms of online access via a mobile device.

Ward Insights

Ward insights are informed by data from Oldham's Ward Profiles which can be found here:

https://www.oldham.gov.uk/downloads/download/179/ward_profiles, in addition to ward level data included within this Local needs Analysis.