

Rose Hill Community Profile

Community insight report



Produced by Oxford Hub with support from Oxford City Council

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Key Findings

Rose Hill as a place to live

The Rose Hill Estate was mostly portrayed by participants as a diverse area with a strong sense of community, where people enjoy living.

- 25% of online respondents were 'very satisfied' with the area and 48% were 'quite satisfied'.

Assets

- Community feel, access to green space, location and facilities were all appreciated by residents
- The Community centre was identified as a key asset from which many groups operate. Concerns were raised that cost prohibited local residents accessing this facility.

Built environment

- Residents faced many challenges related to housing. Including poor build quality, over-crowding, low levels of ownership and difficulties liaising with housing associations and landlords.
- For some, local transport options were a benefit to living in Rose Hill, whilst others felt public transport options were poor; referencing cost and accessibility.
- Residents valued the peace and quiet of the area due to limited through traffic, however, some residents and professionals working in the area were frustrated by Low Traffic Neighbourhoods (LTNs).

Confidence, empowerment, and sense of Influence

- Insight gathering suggested that Rose Hill residents may experience challenges around self-motivation and aspirations, which can become a barrier to accessing jobs or education.

Income and Cost of Living

- Cost of Living was a major concern for residents, cited as a barrier impacting housing, exercise, healthy eating, travel and access to local facilities.

Crime

- The majority of online survey participants (62.5%) felt 'very' or 'quite' safe in Rose Hill. Those who did not feel safe referred to poor lighting and fast-moving traffic.

Health and Wellbeing:

- Online survey respondents generally felt they had good health. (45.5% of Online respondents)
- Barriers preventing good health included workload, cost, childcare or a long-term condition.
- Some respondents mentioned not having enough time or resources to support their mental health. Challenges accessing mental health services were also mentioned.
- Many respondents said they relied on the food bank or community larder to access enough food.

- Respondents mentioned the challenges they face accessing health care services due to a lack of provision in the area.

COVID-19

- Some residents felt the pandemic improved support they received, sense of purpose and community cohesion.
- For others it exacerbated existing issues such as overcrowding, loneliness and reliance on support.

1 Introduction and Background

Health and wellbeing are profoundly shaped by the social and economic environment in which people live, learn, work, and socialise, including the communities which they participate in and the areas they reside. (*Marmot et al, 2010*)

In England, people who live in the most deprived areas of the country are at greatest risk of poor health compared to those living in the least deprived areas. To tackle these inequalities, attention must be given to those communities at greatest risk of poor health due to inequalities (*Conolly et al 2017*).

Health inequalities are avoidable and unfair, where a person lives should not determine how long they live or how many of these years are spent in good health. Health inequalities are systematic differences in health between different groups of people (*Williams et al, 2022*). They are ultimately about differences in people's health status but also the different opportunities people have to lead healthy lives and the healthcare they receive.

Oxfordshire is one of the most affluent areas of the country, despite this, the 2019 Director of Public Health Annual Report highlighted ten wards within Oxfordshire that encompass small areas ("Super Output Areas") listed as within the 20% most deprived in England as reported in the 2019 Index of Multiple Deprivation update.

The identification of these wards led to the ambition for a community profile to be created for each area. The purpose of which was to understand, as fully as possible, health outcomes and contributing factors within Oxfordshire wards where residents are most likely to experience health inequalities and be at risk of poor health. The community profile aimed to combine quantitative data and community insight, to enable local organisations and stakeholders to work in collaboration with residents, encouraging an asset-based community development model (ABCD). An ABCD model is a localised and bottom-up way of strengthening communities through recognising, identifying and harnessing existing 'assets' (i.e. things like skills, knowledge, capacity, resources, experience or enthusiasm). Instead of looking at what a community needs or lacks, focuses on 'assets' already existing within the community.

Community profiles have already been published relating to Abingdon Caldecott and The Leys. Whilst these profiles reflect their individual communities there is some commonality in emerging themes, as well as opportunities for collaboration and asset sharing between the localities. The published profiles can be found online; [Community Insight Profiles | Oxfordshire Insight](#)

Rose Hill and Iffley Ward was identified as containing areas that fell within the 20% most deprived within England. Specifically, the area ranked as within the 10% most deprived areas for pensioner poverty, child poverty and training and education.

The Rose Hill Profile looks beyond data and indicators to understand the area from residents themselves: what are the strengths of their area? What are the challenges for their health and wellbeing? And to uncover the impact COVID-19 had on the

community so that health outcomes and inequalities within the area may be addressed in a community focused manner.

1.1 Context for community research

This profile has been created through collaboration with Oxfordshire County Council and Oxford City Council. Oxford City Council started identifying key partners to include in the steering group in May 2022. With the support of the steering group, they commissioned Oxford Hub to carry out the community insight gathering between November 2022 to January 2023.

1.2 Methodology

Oxford Hub were supported in the insight gathering process by the profile steering group, particularly with regards to stakeholder mapping and developing survey questions.

Community Insight was gathered using a mixed method approach to establish a balance between increasing survey reach and information depth. Methods included:

- An online survey, with a mixture of open and closed questions, circulated through existing networks, including the social media accounts for Rose Hill Community Centre, the food larder and local health centres.
 - 33 complete survey responses were gathered.
 - 22 respondents (68%) lived in Rose Hill at the time of the survey. Other participants lived in the neighbouring areas of Littlemore and Iffley or were former Rose Hill residents.
 - All questions in the survey were optional, therefore number of responses to each question, and resulting figures may vary.
- In-person survey
 - The in-person survey included more open questions than the online survey.
 - Carried out by community researchers through a combination of ad hoc engagement in community spaces and events, e.g. food larder and Silver Threads bingo session; and using researchers' existing social networks
 - Community researchers collected 87 responses.
- Interviews with local residents (10) (several of whom also work and volunteer in the community) and professionals (4) working in the Rose Hill community were undertaken. Some interviews were audio recorded and transcribed; in others, researchers made detailed notes.
- Community engagement with an 'opportunity tree' at the Creative Lights Festival at Rose Hill Community Centre attendees were asked to write down their ideas for improving the area, and what they like about Rose Hill. These ideas were then displayed on a model tree. The activity engaged both adults and a number of children with their parents' permission. Rose Hill and Iffley Low Carbon were carrying out a similar exercise at the same event and their findings have been used with permission.

- Oxford hub drew where possible on existing knowledge, research and reports. The sources used are listed in the reference section.

Survey and interview questions were informed by what had worked well in the community insight gathering for the Leys, Abingdon Caldecott, and Barton community profiles, as well as by Public Health priorities. A detailed breakdown of questions can be found within **Appendix 2**.

Oxford Hub carried out a content analysis of qualitative data collected. Throughout this report, direct quotations from surveys and interviews are presented in textboxes. Where quotes are embedded in text they are presented in italics. Quotes have been edited for spelling and punctuation to aid readability. On occasion quotes have been edited to anonymise the respondent. Quotes from residents are highlighted to differentiate them from those given by professionals.

Oxford Hub conducted a basic analysis of quantitative data from the online survey. but have not made comparisons across demographic groups due to the small sample size.

The below table outlines the breakdown of survey respondents by gender, age and ethnicity.

Not captured by the broad categories below is the fact that the community researchers worked hard – and succeeded – in reaching residents from a range of different groups, including people with Tanzanian, Eritrean, Syrian and East Timorese backgrounds, and ranging from newly arrived migrants to people whose families have lived in Rose Hill for generations.

Table 1 Demographics of Participants

	Total participants	Percentage of participants
Survey type		
Online	33	27.5
In person	87	72.5
Are you...?		
Female	74	62
Male	38	32
Other	0	0
Prefer not to say	8	7
What is your ethnic group?		

Asian/Asian British	22	18
Black/African/Caribbean/ Black British	16	13
Mixed/multiple ethnic group	8	7
Other ethnic group	5	4
White	59	49
Prefer not to say	10	8
How old are you?		
18-24	15	12.5
25-34	18	15
35-44	30	25
45-54	24	20
55-64	9	7.5
65+	17	14
Prefer not to say	7	6

1.3 Limitations

Data collection should not be considered representative of the Rose Hill population, Instead, it offers a limited, though still useful, insight into the perspectives of some residents.

Limitations of the data include a limited reach in some demographics, particularly children and some ethnic backgrounds; questions focused on certain areas of health and wellbeing leading to a focus on those areas in responses; and a skew towards complaints and challenges due to the structure of questions. Research findings may also be impacted by a bias towards people already aware of and engaged with community activities, As Rose Hill Community Centre networks were primarily used to engage with residents. Similarly working with the City Council to carry out the profiles may have increased this bias. Working with the local authority may have put some people off participating, or reinforced associations with consultations, which in turn will have affected sample and the responses given. However, there were also potential advantages to this approach: respondents may have felt the council's participation added a sense of accountability to the profile . This accountability may have made participants feel that they had a voice, as they were able to give feedback directly to people running community activities and facilities. For example, several people interviewed by the Community Health Development Officer for Rose Hill commented that they would appreciate a health walk in the area, and work is now underway to set this up.

As the research was carried out over a short period of two months, it also offers a snapshot in time.

2 About Rose Hill

2.1 Location and History

Rose Hill is a neighbourhood in South-East Oxford, sitting on a hill above the River Thames. It is bounded by the village of Iffley to the north, the River Thames to the west, Littlemore to the east and the Eastern Bypass to the south. People have been living here since at least 100 CE, when there were Roman British potteries in the area.

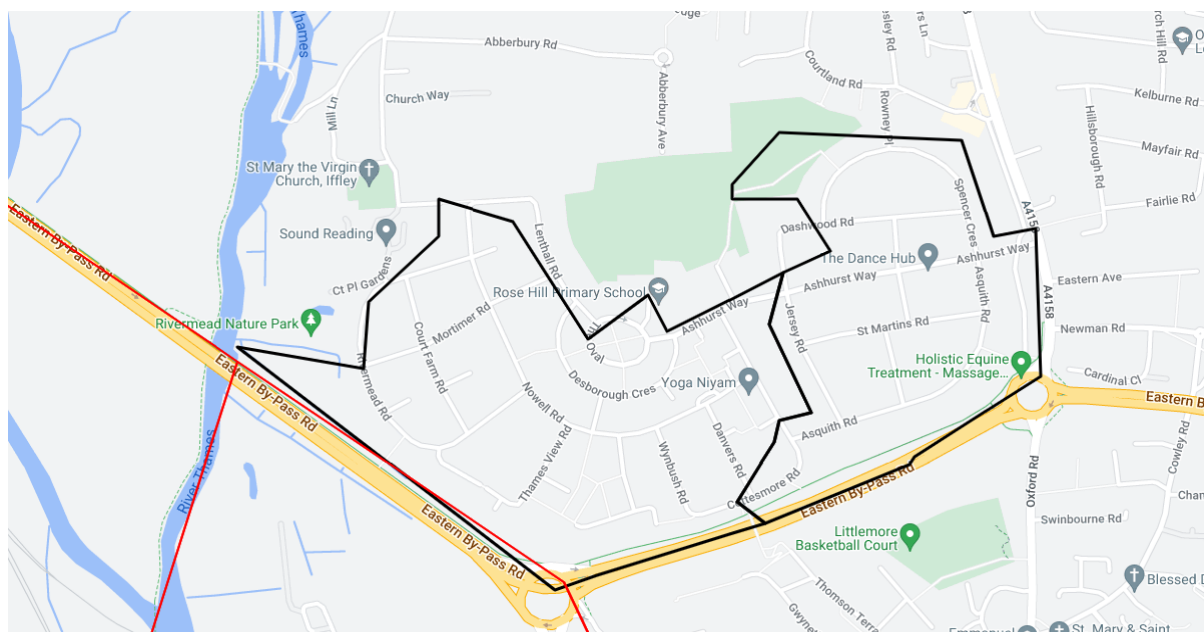
Rose Hill was originally the name of a house on the Old Henley Road, which grew to a small collection of houses in the 19th Century. This hamlet of old houses, which eventually gave the road its name, is now usually referred to as 'Old Rose Hill' and is not part of the neighbourhood covered by this community profile.

In 1933 Oxford City Council bought land at Rose Hill to build housing to accommodate workers for the growing motor industry in Cowley, including former mine workers from Wales and former residents of overcrowded housing in St Ebbe's and St Clement's. Around 2000 houses were built between 1934 and 1939, as well as a community centre and the shops and flats at Rose Hill Parade. Another 470 houses were built in 1947, as part of a scheme to provide homes for people returning from military service. These centred around the Oval, a green space at the top of the hill, and included a number of pre-fabricated houses, most of which have now been replaced. The primary school was built in 1951.

The original community centre was destroyed by a fire in 1955 and was replaced by a new building on the Oval, which became home to the Rose Hill Community Association and groups including the Adult Social Club, Youth Club and Silver Threads. This was replaced by the current community centre in 2016, as part of a bigger regeneration project, including the creation of new social and affordable housing.

For centuries, Rose Hill has been celebrated for its beautiful views across Oxford city and location near the river and meadows. It has also become well known for its diverse, vibrant communities, groups and activities. It also has a negative reputation for poverty and social problems, perhaps exacerbated by its close proximity to the very affluent village of Iffley. In 2022-23, when the community insight gathering for this report was taking place, the neighbourhood was home to a wide range of events and activities, and the primary school was featured in a glowing article in The Guardian. A Festival of Lights at Rose Hill Community Centre saw several local groups come together, from the Junior Youth Club to drummers from the Nepalese society, welcoming attendees from across the city.

Figure 1 Map of the Rose Hill Estate



Map provided by Oxford Community Hub

2.2 Community Assets

During insight gathering residents had many positive comments about Rose Hill. In particular, they mentioned its location (close to the ring road, river, green spaces, supermarkets, and bus routes to the city centre), its people, ethnic diversity and sense of community, and its facilities and the activities available, especially for children. Several residents also mentioned that housing is relatively affordable in Rose Hill, that it is relatively quiet and peaceful, and there is no through-traffic.

The thing I love most about the area I live in is being lucky enough to be living close to my family and friends. The neighbours I have grown to know and a sense of community and good spirit between one another- in-person survey

I like Rose Hill altogether. I like the people on Rose Hill, and I like everything that's doing on Rose Hill – in-person survey

There are lots of groups for different skills and passions, but there is a collaborative heartbeat where the groups are connected – Interview with a resident

It's a great area to live in, we have 2 very close primary schools, a good amount of shops and community centres in both areas. Rose Hill provides a great gym and a space for many different events and classes. Donnington Community Centre and Donnington Doorstep for albeit rare but lovely family events including music by local artists and events for families and children. – Interview with a resident

I like that there has been lots of investment, new housing, community centre has been uplifted. And specific to me, I have a two-year-old and there is a baby group every day in Rose Hill or close by. When I compare that to other areas, it is a real blessing. – Interview with a resident

A survey respondent from Littlemore commented that they felt that there were more assets and opportunities in Rose Hill than in Littlemore.

I like living close to Rose Hill as they are awarded more opportunity than Littlemore such as buses, community development etc and being close by means that my family can also benefit from these opportunities and services – Online survey

This was mirrored by the experiences of community centre staff and community researchers, who observed that many users of the community centre, activities and groups, are not Rose Hill residents and often come from nearby areas like Cowley, Littlemore, Iffley and the Leys.

None of the respondents of the online survey said that they were dissatisfied with Rose Hill as a place to live, with 25% of those who answered this question saying they were 'very satisfied' with the remaining 48% saying they were 'quite satisfied'.

A small number of in-person residents said that they did not like living in Rose Hill.

2.3 Facilities

The Community Centre was the facility that respondents most commonly mentioned, and several described it as ‘beautiful’ and ‘clean’. It is a popular venue for weddings, iftars and parties, as well as home to community groups and activities including the Community Larder, the Junior Youth Club, the Social Club, the Advice Centre, swap library, and martial arts classes. The building also houses an NHS Community Early Pregnancy Assessment Unit, although none of our participants mentioned this.

A recurring theme was that hiring spaces in the community centre, whether for community groups or private activities like parties, is prohibitively expensive and means that local residents don’t make as much use of it as they would like. For some residents, there was a perception that the centre is more likely to be used by people from other areas of Oxford, or that there was nothing happening at the centre that was of interest to them or their family.

The community centre is invaluable to individuals in Rose Hill. Having worked in the old building and what that looked like, the doors were always locked and you needed passcodes to get in and out, no welcoming reception like there is now. I think it has changed the way people meet. The centre is a great place to connect with others and network/socialise. – Interview with a professional

Much prefer the old community centre. The amount of money spent on this, they should have spent 1/3 of it doing it up. Would’ve been nice to change the main hall, wouldn’t have had the ceiling so high. Doesn’t look homey enough if you are having a party or a wedding. [But the] atmosphere in RHCC is so good. Get a cup of tea. – Interview with a resident

Rose Hill also has an outdoor recreation ground and play park next to the community centre, and off Thames View Road. It has allotments, and a nature reserve, Rivermead, next to the River Thames. It has a primary school, nursery, and sheltered housing at Alice & Margaret House. The estate is connected to a superstore by a pedestrian bridge. The centre of the estate at the Oval is a terminus for the 3 bus route, and also has a newsagent’s. On the edge of the estate, at Rose Hill Parade, there are a number of shops, cafes and takeaways, including a Co-op, a pharmacy and charity shop.

2.4 Soft assets

Both residents and professionals had really positive comments about the people in Rose Hill. For many of the people that we spoke to, there is a real community feel in the area. There is a range of community groups that help to maintain this sense of community, ranging from street WhatsApp groups set up during the COVID-19 pandemic, to formal groups like Silver Threads that have been running for decades. A table can be found in **Appendix 9.3** which sets out the details of some of the key groups mentioned by participants.

I feel more connected to the people and the place where I am living by being part of the RHCN and the community projects. Where we are serving the community... Time that you invest has a way of serving people and blessing people. – Interview with a resident

I value my connections and the people I know, my family all from here and we have grown up knowing a community that supports and helps each other out. I have people around me to support if I need help. I struggle with my mental health and it's nice having help if I need shopping or someone to talk to. – Interview with a resident

I value the people. The people are really nice in Rose Hill. There is a diverse group of people, you get to see different faces, and ages. – Interview with a professional

Nice community that are very friendly, people will talk to you in the street even if they don't know you or have just met you. – Online survey

3 Wider Determinants of Health in Rose Hill

In this section, key themes are presented from the insight gathering relating to the wider determinants of health.

3.1 Built and natural environment

3.1.1 Green spaces

Many residents commented positively on the natural environment both in and around Rose Hill, especially the neighbourhood's access to the River Thames and meadows at Iffley Lock.

I like the Oval because you got all the trees in the spring, the tulips, daffodils, and it gives you the peace for your wellbeing, for your mental mind. In-person survey respondent

I like that Rosehill is very close to the river and has a lovely walk into town me and my children love to go down there - in-person survey

75% of question respondents in the online survey agreed that it was easy for them to access green spaces, but a small number disagreed (9%) or strongly disagreed (3%). This may reflect the uneven distribution of green spaces across the estate: residents living in the south and east of Rose Hill are considerably further from parks or green spaces. (A map of which can be found within the Data only report)

“The lack of green spaces, the back of the community centre is positive but other than that, there isn’t much around. Thames View Park is a bit worn, some more play equipment would be useful. The equipment that is needed is for the older children. There’s not a lot for the 10-15 age category. ...this would give the kids something to do.” Interview with professional

3.1.2 Getting about

Residents’ views varied greatly with regards to transport and ability to travel within their local area. Differing experiences were influenced by factors, such as; physical mobility, access to a car, where they live in the estate, and income. Residents also seemed to have divergent experiences of bus services, with some praising the reliability and ease of existing routes and others struggling to get where they needed, with major implications for their wellbeing.

easy to get to centre of Oxford for work on a bike, good location to access the river and fields - Online survey

The easy and safe walking and cycling access to Iffley Village and the river and lock-Online survey

Frustration regarding the implementation of Low Traffic Neighbourhoods (LTNs) was expressed during insight gathering. LTN’s reduce motorised traffic through residential areas, decreasing levels of noise and air pollution.

LTNs also aim to improve the health of local communities by making active travel (cycling and walking) safer and more appealing by reducing traffic levels.

NO LTNs! I have mobility issues which result in an inability to ride a bicycle or walk for ver long. This means I have no choice but to drive everywhere I need to go. The places I need to go are not accessible by bus (no bus route) and I cannot afford a taxi due to very low income. LTNs have resulted in me being unable to go to many places that I need or visit certain family members. I can NOT afford the extra fuel going 'the long way round' causes. Leaving me the choice of family or food.- Online survey

Can I mention the LTNS? The LTNS are a barrier for people living in Rose Hill. People aren't going out as much due to traffic. They feel isolated and very, very frustrated. It gets mentioned every day. It's a huge barrier for us and getting between jobs, as we are struggling to get to jobs due to traffic caused by the LTNs.- Interview with professional

The bus here is good for its service to town, but it may be useful having a bus to Cowley centre as it would help older people. There's a big disconnect between Blackbird Leys and Rose Hill. LTNs have not helped this disconnect, they've made it worse - Interview with a professional

Of those who responded to this question in the online survey 75%, felt that it is easy for them to get around Rose Hill, with a small number disagreeing (3%) or strongly disagreeing (6%) that it is easy to get around.

3.1.3 Housing

The majority of survey respondents said that they are 'very satisfied' (44%) or 'quite satisfied' (25%) with their housing. However, qualitative responses and interviews with professionals showed a different picture. This discrepancy may reflect the online survey sample, as well as the issue, highlighted by one professional, that people may feel stigma associated with disclosing housing problems. The problems that were raised included cost, unsuitability for health and mobility conditions, and severe environmental health issues.

Some respondents highlighted the differences in experiences between people who own their own homes and those who rent or are in social housing. With some respondents linking this to class inequality across Oxfordshire. Insight gathering also suggested that there were some issues with age, type and quality of housing in Rose Hill:

The house type I have is concrete and asbestos and I've found it difficult/impossible to find local, trustworthy, reliable tradespeople to do much needed work to my property. – Online survey

A professional who works with children and young people in the area felt that the relatively low attendance rates at the school, and the high incidence of coughs and colds among children, was linked to housing quality and overcrowding.

"Many issues with GreenSquare Accord"- Online survey

"I own my house, but my neighbours do not, and they find that their landlords (council and private) do not do anything to repair and maintain their 1930s houses, which all need roofs and fences mending" - Online survey

"Parents definitely want the best for their children but they're facing big challenges. They're desperate to get off the council ladder but way down the banding or dealing with unscrupulous landlords. I've seen problems with bed bugs and mould, both in private lets and council properties. People want to stay in Rose Hill, with their friends and family networks, but there is pressure to bid for housing elsewhere, e.g. Banbury". - Interview with a professional

In Oxford there's such a huge class divide. The unis push it. Oxford City Council don't help as the unis own loads of land, but the council allow them to buy even more land when they have dormant land already, to build student accommodation when there is a housing crisis in Oxford. If you live in a council house, then basically, you are stuck. The council can't move you because there's nowhere to move to. We are stuck in the system too, I live in a 2 bed, we should be in a 3. I earn above the average wage for Oxfordshire. I still can't afford to buy a house in Oxford - Interview with a professional

Residents of Rose Hill appreciate the access to green space in the area. However, there are unequal experiences of housing and transport that largely intersect with other wider determinants of health, such as vulnerability and income, and have major implications for residents' health.

4. Work and Labour Market

Most respondents did not directly mention work or the labour market. However, for some respondents these themes came up in the context of looking after their health. Residents commented how working hours and exhaustion can affect their access to healthy food and opportunities to be physically active.

used the local allotment during lockdown but don't have the time now I'm back at work – in-person survey

I work and by the time I get home am so tired. – In-person survey

Getting to work was stated by some as challenge for residents, particularly those who work outside Rose Hill.

Bus prices shock me. People in Rose Hill are isolated from jobs because of this, it's harder for people to get across the city to access better paid jobs. Issues escalate from here to alcohol, domestic violence, drugs, the place being isolated creates social issues that don't need to be there. – Interview with a professional

A professional interviewed felt that there was a lack of motivation to work for many residents, as wages are often low compared to benefits.

I think the benefits system needs to change. We need a fair assessment system, the current system does not work as there are people earning more on benefits that I am in fulltime work. People should be paid based on what they are doing, for example, if someone is trying 30 hours a week to find a job but they've been unsuccessful, they should be paid a max amount as they are trying. People who are sick and unable to work should be paid a maximum amount. Again, this might be controversial, but, there are people out there who should and could work and choose not to, these people should not be receiving a maximum amount. We need it to be fair and to encourage people back in to work as it helps us all. People need things like work to get that confidence. – Interview with a professional

The interviewee also felt that Rose Hill residents often had low confidence in themselves, meaning they had lower aspirations for their careers, and prevented residents from fulfilling their potential. The professional believed this had created a situation where getting involved in criminal activities could seem more rewarding and attainable than work. This theme is discussed in greater detail in the Confidence, empowerment and aspiration section.

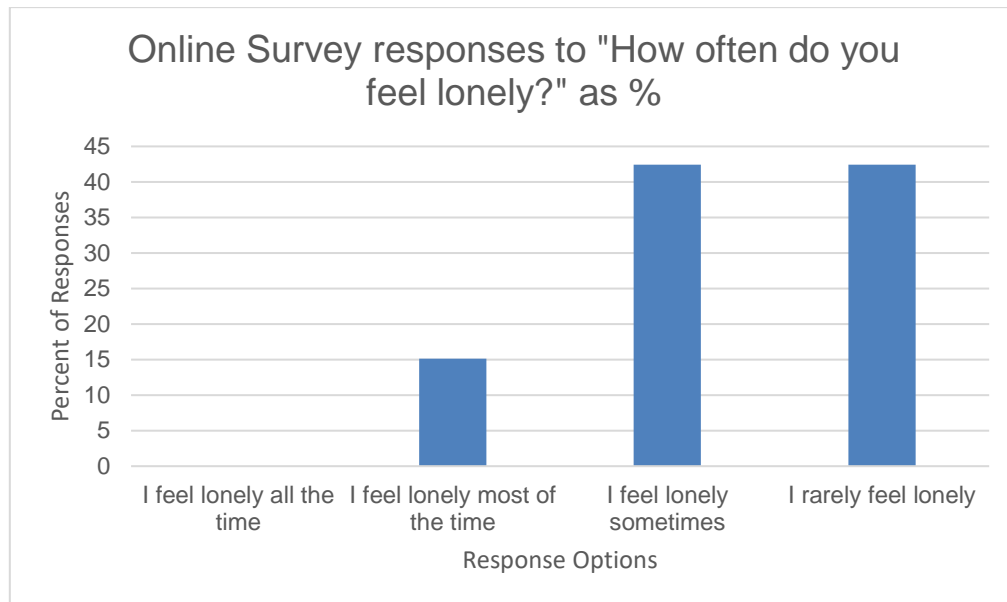
People who have been to uni have better access to higher level jobs. If you were to grab a person in Rose Hill and say you are going to be the financial director of a company, they will just shake their head or even laugh at you. This shows a lack of confidence. – Interview with a professional

5.Vulnerability

Vulnerability in this context encompasses loneliness, homelessness and housing insecurity, identity and belonging, including people's ability to influence decisions and their sense of control.

5.1 Loneliness

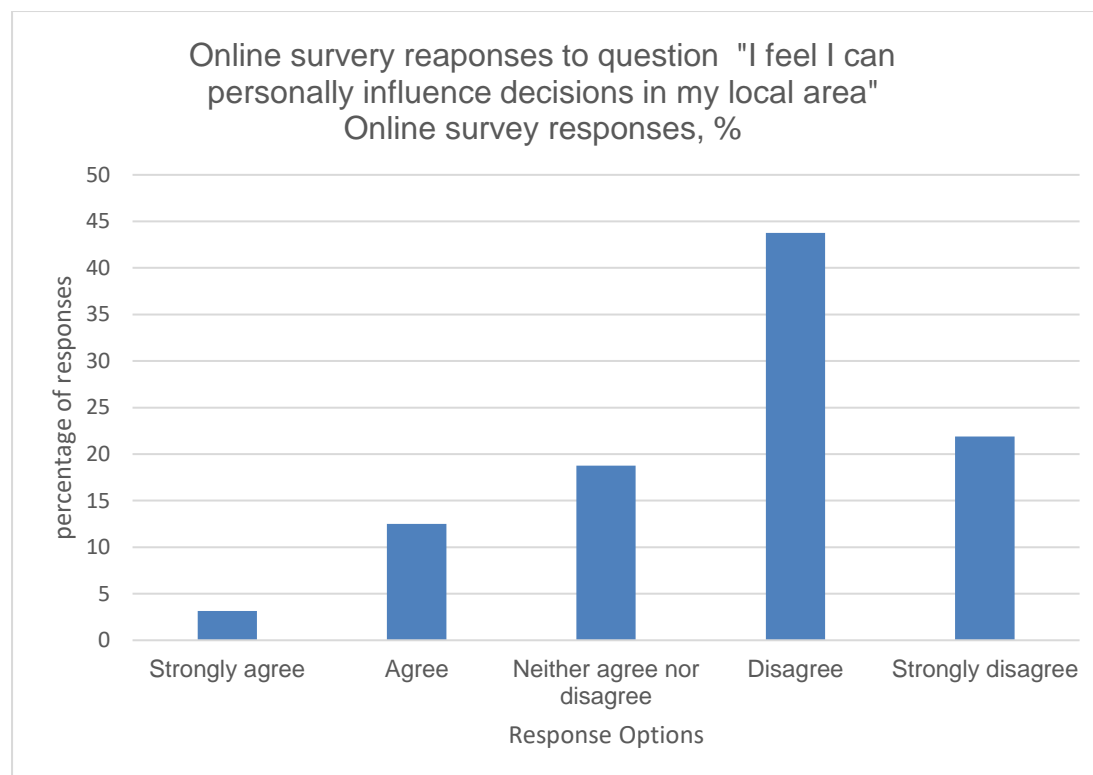
Figure 2 Responses to the survey question 'How often do you feel lonely?'



Online survey respondents had different experiences of loneliness: while a high proportion (42%) said they rarely feel lonely, the same number said they feel lonely some of the time and several (15%,) said they feel lonely most of the time. For some respondents, they saw this as an inevitable part of getting older. For others, it was linked to moving away from family or community to live in Rose Hill. Several respondents mentioned that having a dog helps them to be less lonely. Some in-person survey respondents said that they chose to keep themselves to themselves and not socialise outside their immediate family or their community.

5.2 Influence and belonging

Figure 3 Responses to the survey question 'I feel I can personally influence decisions in my local area'



Online survey respondents were asked about their feelings of belonging and being able to participate in the community and local decision making. Responses were varied, but with a negative skew. Of those who answered this question, 45% disagreed or strongly disagreed that they feel their views are listened to when asked about the local area, while 61% disagreed or strongly disagreed that they feel involved in decision making in the local area.

One interviewee said that they felt that community participation is strongly linked to aspiration and confidence (see [Confidence, empowerment and aspiration](#)).

People have a lack of confidence in themselves and may struggle to take part in activities. – Interview with a professional

Vulnerability along intersections of identity such as gender, religion and ethnicity only came up tangentially, such as a male respondent commenting that he felt safe on the estate but might not if he were a woman, a respondent worrying for his wife's safety crossing the bridge to Sainsbury's after dark, or a participant commenting that they like Rose Hill because there are lots of other members of their ethnic community around.

6. Income and Cost of Living

Income and the cost-of-living crisis was a big concern for many residents and professionals interviewed. Cost was referenced in many responses around access to healthy food support and facilities to get active, healthcare and transport.

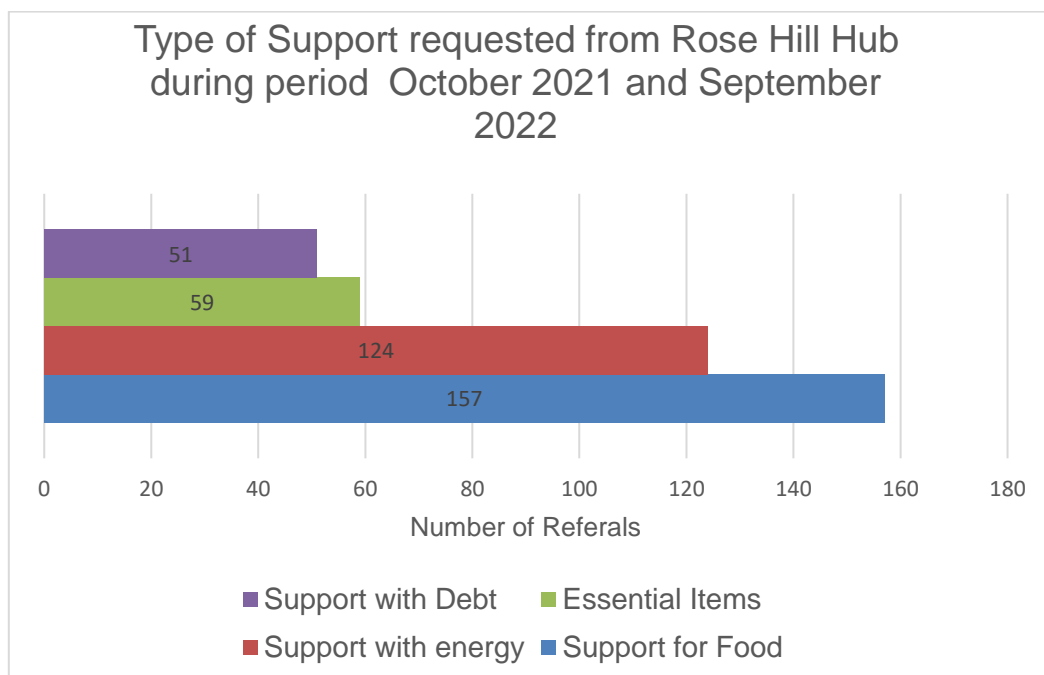
There is a lot of poverty and families living under the breadline, which brings a lot of challenges for people. People aren't able to access things, cost of living crisis, and money being tight. - Interview with a professional

More huge issues on this estate is food poverty, having a cold house, having burglars break in and there's nothing for them to steal. - Interview with a professional

The Impacts of low income and the cost-of-living crisis can be seen within data from the Oxford City Rose Hill Locality Hub. Between October 2021 and September 2022, the Hub had a total of 391 referrals for 253 individuals. This equates to 6.3% of the Rose Hill Estate population accessing some form of support during this period.

The below chart shows a breakdown of referrals by the type of support needed, with support often required in more than one area. This data, despite being slightly out of date, reflects comments made in interviews by professionals and residents.

Figure 4 Type of support requested from Rose Hill Hub

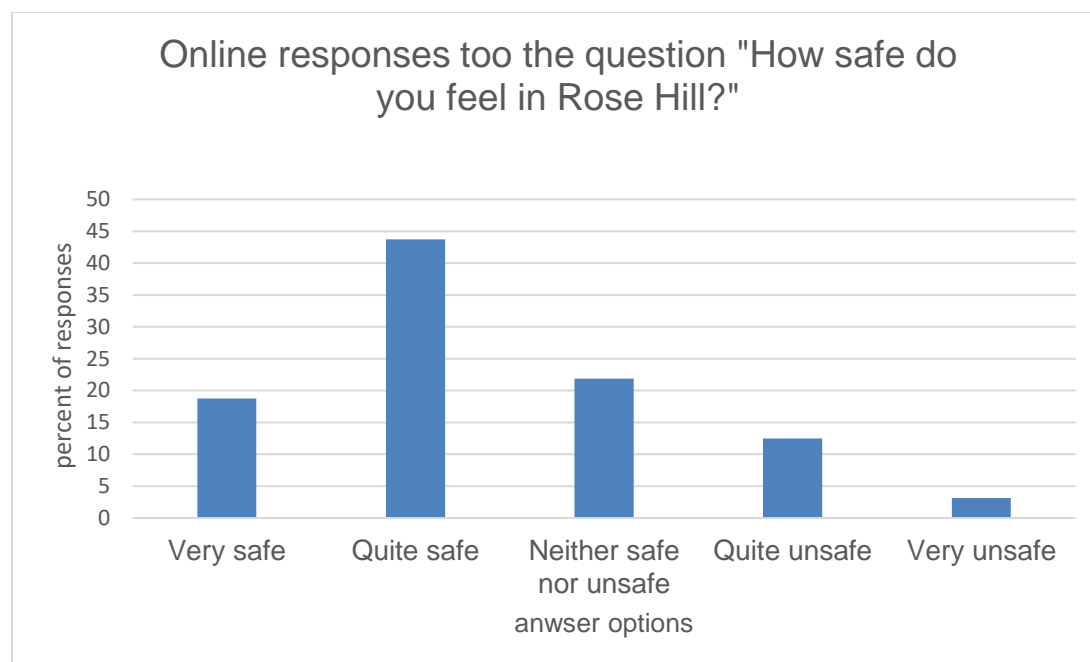


7. Crime and Feelings of Security

Online survey respondents were asked how safe they feel in Rose Hill.

Within the responses to this question there was a relatively wide spread of answers, although the majority (62.5%), said they feel 'very safe' or 'quite safe' in Rose Hill. However, qualitative responses showed that this varies between people and areas of the estate.

Figure 5 Responses to the survey question 'How safe do you feel in Rose Hill?'



Several respondents mentioned poor street lighting as an issue, and speeding cars and scooters were also a concern.

I avoid places I might feel unsafe e.g the parade of shops by the Oval.

Online survey

I have never felt unsafe myself but would not go through the Recreation Ground or down alleys at night.

Online survey

There are some teens that can hang around and cause trouble or be loud. I don't find this unsafe but can be intimidating for some
– Online survey

As a man I don't feel unsafe walking around, but people I have met in running club have a different experience, particularly at night. It's often too quiet in the streets at the bottom of the estate and the lighting isn't great

Online survey

Professionals raised issues around more serious crime, particularly affecting young people:

I'm aware of young people scamming others online. This is a new sort of crime for the area, but young people are making substantial money from it. People seeing others succeeding encourages this lifestyle and then people get too big for their boots (referring to drug dealing). Someone will then want to be the 'big man' and stab so and so and then becomes that person. Then the others retaliate. It's a massive problem. - Interview with a professional

One interviewee commented on the positive difference that the presence and efforts of Police Community Support Officers had made to feelings of safety in the area, particularly around the Community Centre.

One thing I've noticed since the building opened, having the police here (in the building) has really made an impact on the amount of anti-social behaviour –
Online survey

A professional also commented on the impact that perceptions of safety can have on willingness to travel to other neighbourhoods in southeast Oxford, and therefore on access to facilities and opportunities to get active.

There's nowhere in Rose Hill to play indoor sport such as badminton or indoor football... Blackbird Leys is the next available option, depending on your age it can be off-putting. The postcode wars aren't as bad as when I was a kid. When I was a kid, if you were from Rose Hill, you wouldn't go to Blackbird Leys or Barton and vice versa. People are still frightened of Blackbird Leys and the reputation, and I know some young people have had trouble going there and won't go back. This then hinders people attending things. There's a big restriction on young people attending activities due to postcode and fear of violence or crime.- Interview with a professional

Three respondents said that if they had a bit of money to improve Rose Hill, they would spend it on having more police on the beat.

8.Education

Rose Hill has a primary school and a pre-school. The nearest secondary school is The Oxford Academy, 1 mile away in Littlemore. At time of writing, the primary school had just had an Ofsted inspection.

The majority of online survey respondents (55%) strongly agreed that they have the skills and/or qualifications to have employment. However, they were more equivocal about whether there are local opportunities to develop skills or gain qualifications and whether they could access these opportunities. Several respondents commented that there are plenty of opportunities for education and training in Oxfordshire (as highlighted, for example, by the Abingdon and Witney College newspaper), but none in Rose Hill itself. Respondents mentioned age and illness as barriers to accessing opportunities.

I don't think there are many opportunities living here I think they should produce some courses for the public in fun and engaging ways. - Interview with a resident

Figure 6

Responses to the survey question about local opportunities to learn new skills

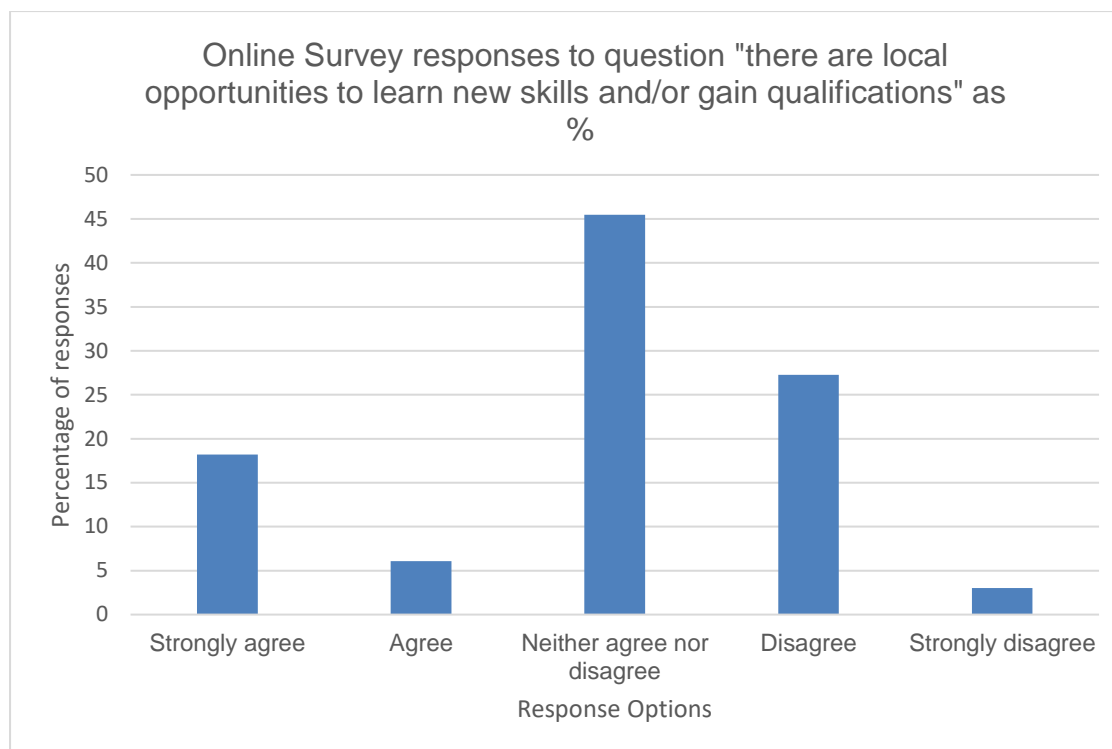
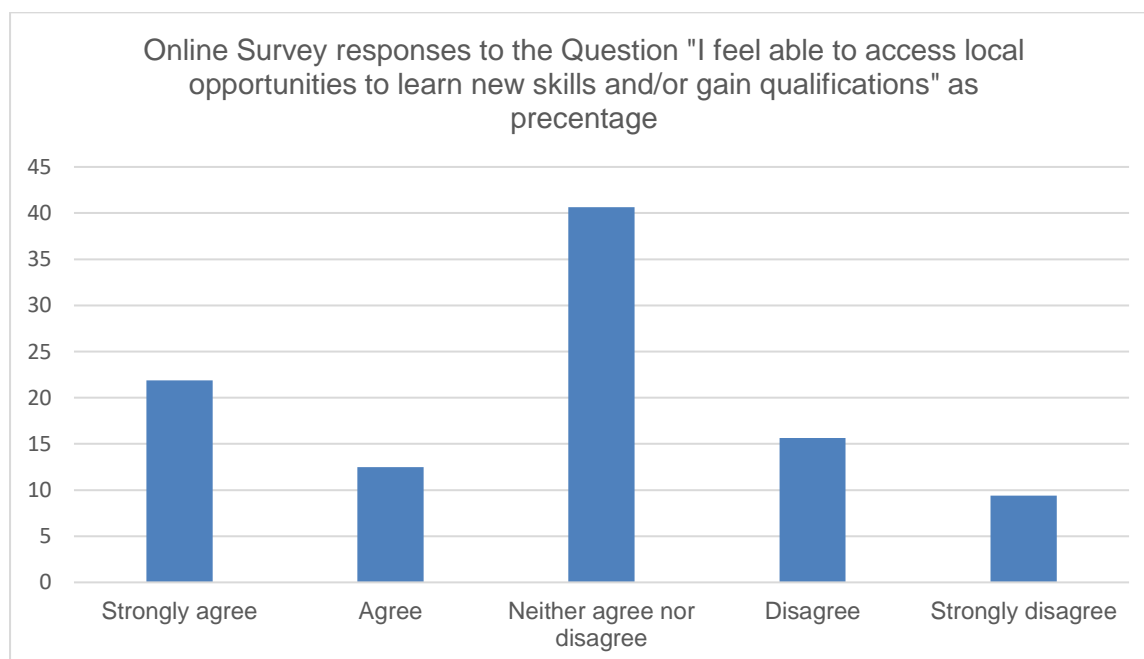


Figure 7 Responses to the survey question about access to local opportunities to learn new skills and/or gain qualifications



In person interviews with those who worked with children and young people gave an insight into education provision within the area. One professional felt that the Rose Hill was at an “**unfair disadvantage compared to the leafy areas of Oxford**”, with regards to the impact that inequalities have on children’s learning. Another professional theorised that high rates of SEN referrals in the area indicated high levels of emotional needs experienced by local children, rather than necessarily special educational needs. Emotional needs are linked in some cases to parental mental health, financial insecurity, and drug and alcohol dependency, The professional said that the local school was increasingly having to take responsibility for providing non-statutory social care, due to the closure of services and rising thresholds for statutory support. They felt that this added pressure was making it harder for the school to recruit and retain staff.

The school is fortunate to have a loyal and solid staff, and their skills, including from their own life experiences – compared to external agencies which have a handbook or guidelines, and end up passing over to the school staff. It’s a struggle to recruit staff, especially TAs and admin staff – the PayScale is rubbish and the workload is huge, a bit like nursing. This might also be connected to benefits, and the cost of living in the area. All the challenges have always been around but they’re absolutely magnified right now. - Interview with a professional

One interviewee mentioned the role that mentoring, and coaching can play in supporting children to build their confidence and aspirations.

Some of the kids have parents who are too busy as they are working multiple jobs, caring or have other pressures and I get sucked in to things at school, as an example, about a child’s behaviour. Due to my good relationship with them from coaching. I’m then able to talk to the kid and help improve the behaviour. All of that maintains my wellbeing. I have a responsibility to these kids and if I can’t help myself, I can’t help anyone. This is what I teach the kids I work with. - Interview with a professional

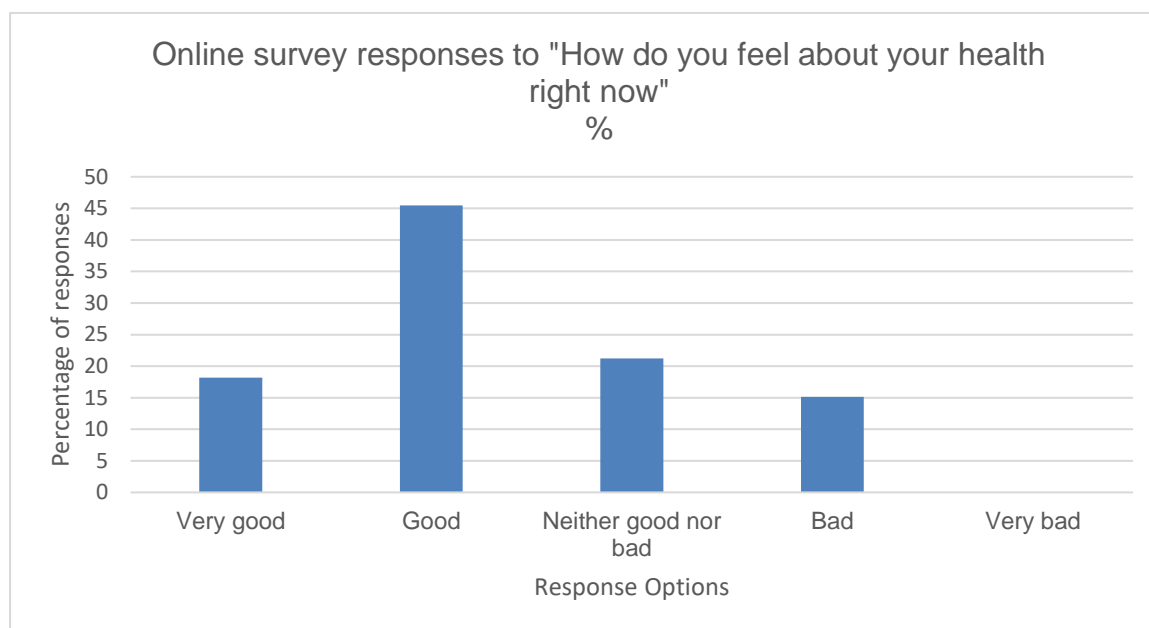
9. Health and Wellbeing

This section looks at the main themes from collected data around different aspects of health: feelings about health, mental health, accessing food and healthy eating, physical activity, smoking, drinking alcohol and drug use, and access to healthcare.

Online survey respondents were asked how they felt about their health right now. Those who responded mostly felt their health was good. Those who felt their health was bad, or neither good nor bad mentioned mental health problems and physical health conditions including knee pain, asthma and COPD. Similarly, a long-term condition or disability was a barrier for several (15%) respondents to look after themselves.

The biggest barrier for online survey respondents to look after themselves was around accessing ways to get active (21%).

Figure 8 Responses to the survey question 'How do you feel about your health right now?'



These findings were reflected in the Observations of a professional as below:

A lot of people living in RH have long term health conditions. OX4 area (including Rose Hill) is the biggest area of need for MoveTogether, these conditions may be related to physical health or mental health. – Interview with a professional

9.1 Alcohol Consumption and substance misuse

Respondents were asked about their observation of activity or litter related to the consumption of alcohol, smoking and drug use.

Of those who responded to the question, 74% of online respondents had noticed litter related to drinking, particularly in residential streets, the Oval, parks and bus stops. 40% of the respondents noticed people drinking around them, mostly at shops, bus stops and around the Oval.

Respondents expressed a range of views regarding this; some felt that drinking was OK but litter was a problem, while one respondent pointed out the lack of pubs and other spaces to drink socially in Rose Hill, apart from the Social Club.

Drinking isn't the issue, it is deprivation. Connecting alcohol with social concerns is a eugenics-based idea whose days have ended -Online survey

One respondent pointed to the wider determinants of health and felt it was stigmatising to include questions about alcohol use in this context.

Most online survey respondents (57%) had not noticed any activity associated with drug taking around them. A few respondents speculated about people dealing, drugs, due to the smell of cannabis around the estate.

9.2 Smoking

The majority of question respondents (61%) said they notice people smoking around them, particularly at bus stops (35%,) but also at shops (20%), in parks (10%), outside the school gates (10%) and outside homes (10%). Some respondents commented that they were not bothered by others smoking, while others were concerned by the health implications or the associated litter.

It would be nice to have less smoking at bus stops as I'm usually with my baby and don't like people smoking around him – Online survey

[some people] leave their cigarette butts at the oval on the ground even though there are bins a few metres away – Online survey

A professional who works with local children and young people felt that second hand smoking was contributing to the relatively low attendance rates at the school, and the high incidence of coughs and colds among children. However, they felt that the pressure placed on schools to reduce parental smoking was inappropriate and did not recognise the complexities and challenges of parents' lives and how smoking cessation would fit into these. Similarly, some respondents linked smoking to individual responsibility whereas others saw it as less important than the wider determinants of health.

Smoking isn't the issue, it's deprivation – Online survey

I'm 70 and only major problem is limits on physical exertion due to wrecking my lungs smoking, I have COPD – Online survey

9.3 Mental Health

Survey respondents and interviewees were not explicitly asked about mental health, but the theme came up throughout the responses. Participants who mentioned mental health did so in the context of needing support to look after or improve their mental health:

What is missing is mental health support for parents. In times of crisis, parents focus on paying bills, emotional health goes down in priority. Parents are struggling to contact their GPs so end up calling 999 instead. -Interview with a professional

I feel like the only thing I need to practise more and find is a way to look after my mental health. I find it hard to balance a lot of things and can often feel down and overwhelmed with life. – Interview with a resident

I feel I don't have support or access to help me build confidence back up. I think small groups to get people together to get over anxiety etc would be good. More classes and courses available locally. -Interview with a resident

It has been very hard to get my son to be on the CAMHS waiting list, it's a joke
In-person survey

9.4 Physical Activity

Some participants were very happy with the opportunities to get active, commenting that the area is well served for particular activities, such as football for children. Many participants said they keep active by walking in the park or around the neighbourhood.

Walking, the keep fit activities for we over 50s, it's not here but I do, we have at Alice Margaret House a fun singing group every Tuesday afternoon which I enjoyed very much and our repertoire [laughs]... Cliff Richard, you name it! – Interview with a resident

However, across the sample, there were challenges for people to get active. For example, In the online survey 21% of respondents disagreed or strongly disagreed that it was easy for them to access support and facilities to get active. Barriers included.

- cost of gym membership or attending classes.
- needing to use several buses to get to the nearest council-run leisure centre (in Blackbird Leys);
- limited options in the Rose Hill gym;
- a lack of childcare options to attend exercise classes.

There is limited equipment in the gym. Most people who are really into their fitness are going to go to Cowley Centre to one of the bigger gyms with more equipment. There's also nowhere to play indoor sports like badminton. Could we implement this in the community centre at Rose Hill? – Interview with a professional

Exercise classes can get expensive and can be a hard commitment with money
– In-person survey

A professional who was interviewed highlighted the role of psychological and cultural barriers to activities.

I think the 'someone like me' model would help. People want to see others who look or talk like them, from their culture, or have a similar body shape to them. It may be off putting if you are doing physical activity and the instructor is super thin. Local ambassadors are also useful. That is something we are trying to do in Move Together and I think would be useful in the community. – Interview with a professional

Several respondents mentioned that having more women-only spaces and classes would support them to get active. Rose Hill Gym will be putting on a woman only hour in the gym on a Friday 11am-12pm starting from February. Health walks are also in the process of being started in Rose Hill, so there will soon be more opportunities for women to take part in physical activity.

9.5 Access to food and healthy eating

Most online survey respondents felt that it was easy to access healthy, affordable food (42% of those who answered this question 'strongly agreed', and a further 21% 'agreed'), but qualitative responses showed more variation in people's access to food. For some residents, access to any food is a challenge, particularly with the worsening cost of living crisis.

Food larder – lots of people use it, showing that there is a real demand for low-cost food in Rose Hill. We need more choice and culturally diverse foods to make it more accessible to other cultures. There is also a need for dietary requirements such as coeliac. Interview with a professional

The community larder saves and has saved me many times. I try to tell people that it is available. - Interview with a resident

I am self-employed and sometimes we cannot make the ends meet and we depend on the foodbank every Friday -In-person survey

Between October 2021-September 2022, 157 of 391 referrals made to the Oxford City Council Rose Hill Hub were for support with food, which accounts for 40% of referrals made to the Rose Hill Hub.

Due to a clear need for low-cost food, a Community Fridge is operating in Rose Hill Community Centre. The fridge is open for all to access, the items in the fridge are provided from a variety of sources and is mostly surplus food. There is no charge for taking food from the fridge. On a Tuesday afternoon, the fridge is used by the Rose Hill Community Larder. The Rose Hill Community Larder is a low-cost food option that has approximately 90 members. It is important to note that the purpose of the community larder is to reduce food waste, and that there is no criteria to become a

member. Some community groups such as Syrian Sisters also provide food support for their members. Several insight respondents also mentioned that their family help them to afford and access good food.

For some residents, even using the larder was a challenge: one respondent felt that as a single person they were not entitled to access it; another said that often by the time they arrive, the fridge is empty.

Oxford Community Action and Oxford Mutual Aid were not mentioned in interviews or online responses, but it is worth noting that it is very likely that they are supporting families in Rose Hill with food parcels. Further food support is provided by Rose Hill Junior Youth Club, who support 20 families each week with a food parcel.

For those not using food support, there are cost and practical barriers to accessing healthy food. Although Rose Hill is close to the large Heyford Hill Sainsbury's, there is a Co-op on the Parade and a few newsagents, respondents said these were too expensive, and that it was generally too far to travel to more affordable supermarkets like Aldi and Iceland.

I feel like Rosehill would Benefit from a butchery and a fresh fruit shop maybe one combined like the ones with have in Cowley road I know there is also one in blackbird leys now and also Cowley centre, I think this would be a good thing for many residents here. – In-person survey

Groceries that are fresh are hard to get the corner shops sell a lot of junk foods – Online survey

One respondent pointed out the time constraints for working people on being able to prepare healthy meals, as well as the positive contribution an allotment can make towards access to fresh vegetables.

I try but it's hard to afford healthy meal every day and working part-time. Am lucky to have my mum/dad helping me with healthy food at the allotment – In-person survey

This builds on research carried out with Healthwatch and Rose Hill Primary School in 2018 (linked in the reference section), which found that while most parents and children had at least basic knowledge about healthy eating, 'the government, the food industry and retailers undermine their efforts to feed their families healthily' (p.14), and that processed foods often cost less than fresh fruit and vegetables.

'I can get 6 cakes for 20p, or 6 apples for £1.69' (parent quoted on p.15 of Healthwatch report)

The report found that there was limited use of the Healthy Start scheme but did not explore why – this could be something for further exploration. However, Healthy Start uptake has increased since 2018 and is actively promoted in and around Rose Hill.

At the time of writing, a project is happening to get more promotion of Healthy Start including leaflets and stickers to go in shop windows.

Several respondents commented that a weight management class or support group, such as Slimming World, would help them to eat healthily and learn more about finding and preparing healthy, affordable meals.

9.6 Access to healthcare

There is currently no health centre in Rose Hill or Iffley. Residents are registered with a range of local surgeries, including Donnington Health Centre, Temple Cowley Health Centre and Manzil Way Health Centre. Some residents were positive about the quality of care. Notably, several refugees and migrants who participated in the research commented on how much they appreciate the NHS and free healthcare provision.

I feel it's pretty good. Very good pharmacy. Drs on Iffley road [Donnington Health Centre] – happy with that as it is. – Interview with a resident

I like the healthcare in this country it's excellent and as a foreign student I appreciate the health care provided – In-person survey

However, access to healthcare stood out as a major concern for residents. In the online survey, 30% (10 question respondents) disagreed that it was easy for them to access healthcare, and 15% (5 question respondents) strongly disagreed. One of the biggest concerns about access to healthcare was the physical and practical challenge of attending appointments, particularly GP appointments but also getting to hospitals.

At times can be very hard to get down to Donnington if money is short it means a walk down and with a baby and not feeling well it can be hard, I've also found it hard having to drag my baby down to the surgery when likely getting on the bus with a poorly baby isn't nice and can feel overwhelming, I feel like Rosehill is a big place and we need our own doctors if that can't be done then I feel like we need a space we can go for health advice or just for check ups maybe use a base in rose hill for a starting point and if it's more serious then we would need to go to the surgery – Interview with a resident

[The interviewee] struggles to get to doctor's appointments at times and it was just too far to get buses and to walk and then taxi fares have gone up so much, he suggested maybe support in getting to appointments for certain people. He worries many are just ignoring their health concerns due to having to get to appointments. – Notes from an interview with a resident

The nearest doctor's surgery is in Donnington, the buses are rubbish, and we are constantly being asked about this – Interview with a professional

I don't think there is a direct bus from Rose Hill to the hospital. If there isn't an emergency where you require an ambulance, you have to take two buses just to get to the hospital. To get between buses, it is a difficult walk, it is not practical. Parking at the JR is expensive as are taxis, so people are in a very difficult position in terms of healthcare. – Interview with a professional

Getting to the JR is a pain. Either spend a very long time on the bus (no easy route there), or not be able to park anywhere! – Online survey

It has been very hard to get an ambulance so I only take myself to A&E because I cannot get through to my GP – In-person survey

In Rose Hill there is no health centre – local surgery is Donnington Health Centre. Substantial travel. Being someone who doesn't like medical places, I don't like to go to my GP as it is. If I had to travel as far as people living in Rose Hill do, I wouldn't go. It would be a barrier because I already don't want to go. – Interview with a professional

Residents were also concerned about the quality of local NHS healthcare options, with two online survey respondents saying that they have resorted to private healthcare due to problems getting referrals and accurate diagnoses. Other problems included not being able to see the same GP each visit, and a perceived lack of empathy by surgery staff. Respondents mentioned 3 and 4-week waiting times to see their GP. Several respondents also mentioned the difficulty of registering with an NHS dentist.

We have not been able to get a dentist appointment, we were de-registered after the pandemic and now we are still on the waiting list to become NHS patients again. – Online survey

10. Other emerging themes

10.1 Barriers to self-care

Participants were asked how they look after themselves. There were lots of positive responses, referring to ways of maintaining their mental wellbeing (from meditation to Bingo) as well as physical wellbeing (from walking to tae-kwondo). Several people mentioned the role that friends, family and support networks like Syrian Sisters or

Silver Threads play in helping them to look after themselves. However, a number of respondents said that they find it difficult to do much for themselves (for example, get exercise or spend time relaxing). This was often because of childcare responsibilities, workload or a lack of affordable or suitable opportunities.

I have a busy life routine, I don't get any ME time, I work and then I have to do housework. – In-person survey

I have 4 children and at the moment am not looking after myself only my family but ... if they grow up I will start looking after myself – In-person survey

I'm aware there used to be many groups in Rosehill for young parents and babies, introducing more classes like this again would tackle a lot of things I feel very lonely and having spaces local to me with people in same situation would be nice talking to other mums/dads and to build a community friendship – Interview with a resident

10.2 Communication and awareness

A recurring theme was that respondents didn't really feel like they knew what was going on in the community for them to get involved in. This was particularly the case for people who are not online or using social media.

In response to "What do you think would encourage more local people to create or take part in health and wellbeing initiatives?" More advertising. Leaflets through doors and word of mouth. – Interview with a resident

I'm not very involved and never know what's going on in the area I think this needs to be shared more and to let all the people in Rosehill what is actually available for them I never knew there was an advice centre and have had to use it before so now know I think the information of clubs classes events could be shared in a better way – in-person survey

It's OK if you look in terms of building but not sure what goes on as we don't get any leaflet of what's on unless you are on Facebook. I don't use social media so it's hard to know what's going on. – In-person survey

A popular form of communication used to publicise activities and events happening in Rose Hill and the surrounding areas is Whatsapp. Most of the community groups operating in Rose Hill have Whatsapp groups, however, this doesn't solve the issue as it still excludes people who do not have a smartphone.

Sometimes the older people or people less into technology often miss out and are not aware of what is available in the area, [the interviewee] was unaware of the community larder and other things available at the community centre. He said these days a lot of things are shared over phones and the internet. The older generation don't really use these tools, he suggested maybe a monthly newspaper going out and pin pointing all the support and help offered in the area and times and days of when these things happen. – Notes from an interview with a resident

A local newsletter was one suggestion that could overcome access to technology as a barrier to community involvement. Currently the area is served by Rose Hill News, a newsletter compiled and delivered by volunteers, only issued as and when there is enough content, and enough volunteers to deliver it across Rose Hill.

The Rose Hill Community Network meet to discuss what is going on in Rose Hill and put on events to bring the community together. More details on the group including meeting times are included in the appendices listing groups and activities.

10.3 Accessibility and inclusion

There was a sense from some participants that the existing activities and spaces in Rose Hill do not work for everyone. For example, some people felt they were excluded from some activities and spaces because they do not have children or families. Others felt excluded because of cost, a lack of childcare, or for religious and cultural reasons.

What would encourage more local people to create or take part in health and wellbeing initiatives? Having people of all abilities and an understanding of lived experiences, free and fun – available for all the family so you don't have to worry if you don't have childcare, kids can join in or there's somewhere for them to stay. – Interview with a resident

Professionals noted the importance of perception and stigma as a barrier. For example, one interviewee mentioned that a stay and play group that ran before the COVID-19 pandemic was mostly attended by parents and children from outside the area, and believed it was because it took place in the Children's Services building. The association with statutory services was a turn off for some local parents.

Residents raised issues that were specific to certain groups, including differences of age, mobility, digital access, ethnicity and cultural background. For example, two residents raised the question of education and support for children from mixed ethnic backgrounds, including support to ensure that their caregivers know how to care for their skin and hair.

A lot of children come from mixed homes and don't understand their heritage and when growing up this can be very confusing for them, both ladies said they had tried to get into schools to teach this and talk about it but feel like they are not getting anywhere. It's very important for them to understand some of their culture and having groups or classes for all would be very beneficial for them –
Notes from a conversation with two residents

10. 4 Confidence, empowerment and aspiration

Another recurring theme was the role of confidence and aspiration in affecting the experiences of Rose Hill residents, particularly around community participation, education and employment.

First and foremost, in Oxford there is a clear class divide. That in itself depletes aspiration among people in the community... – Interview with a professional

Young people may have parents who are working lower-level jobs and struggling. Young people see this and then see a comparison of people committing crime and doing well financially. Crime then becomes more appealing job as there can be lots of money. – Interview with a professional

Concerns were raised around lack of confidence and aspiration in most demographics, but particularly in young people living in Rose Hill. One of the professionals interviewed highlighted the links between lack of confidence and aspiration in younger people with wider social issues, such as the 'clear class divide' and the appearance of a luxury lifestyle led by those involved in illegal activity making crime an appealing choice of work, despite the risks associated with it.

I want to run trips that are fun for young people, but also inspires them to think about careers they might not have before. I want to work with places like Thorpe Park to spend the morning with ride engineers to show that these jobs are very real and that these kids are capable to do them. My ambition is to get a Rose Hill resident in the Police force. The training centre is in Reading just down the road. If we could have a Police Officer that was from Rose Hill and could do outreach and be a 'star' in the community, I think it would have such an impact... I want to open their eyes to alternative opportunities that they wouldn't ever consider. I bet if you asked ten kids on Rose Hill, do you want to be a doctor, I bet they would all say no. There are kids that are hidden in these estates that have the potential to go so far. ... There's never a child from these estates that envisions being a politician. We need that because they understand that life is hard for people here. – Interview with a professional

This hints at the existence of a negative narrative surrounding confidence and aspiration in Rose Hill. Interviews with professionals have suggested that this could be generational and intertwined with the history of Rose Hill estate and the city of Oxford. The original purpose of the estate was to house workers from the car factory, and therefore, predominantly 'working class' people. Similar to other areas built for the same purpose, such as The Leys, the estate has been given a negative reputation. One online survey respondent, a former resident of Rose Hill who moved there in 1949, described the employment and training opportunities available to him as a young man:

At Morris or PSC many could learn a trade, in house. There was also night school that you could go to, university was not an option, as back then to apply means that you need to show where you lived, that bias in Oxford was a real thing then - online survey

Despite efforts to tackle that bias, the perception of Rose Hill residents – both by outsiders and by residents themselves – as predominantly working class and with low prospects for social mobility – seems to be persistent. A self-fulfilling prophecy may have been created and felt by some of the community. People may struggle

with confidence if they feel that they are not capable of doing things due to the estate they live on. An example would be the comment made by a professional that there's *"never a child from an estate like this that envisions being a politician"*.

In contrast, some respondents had a positive outlook on individuals potential, as seen through the quote, *'it's never too late' to learn a new skill*". To tackle negative self-perception, it could be recommended that a mentoring program become available to all generations, not just young people.

More talent to come into the area, more role models, again maybe workshops for people to know they can still make change and still achieve things. It's never too late – Interview with a resident

As highlighted by one interviewee, the themes of motivation , aspiration and confidence links back not just to the wider determinants of health, but health and wellbeing itself.

Some people don't have a reason to live. When people have confidence and aspiration, this will raise health and wellbeing because when people have a reason to live, they are more likely to want to look after themselves – Interview with a professional

11. Impact of the COVID-19 pandemic on health

Overall, respondents experienced the pandemic in very divergent ways. The Online survey showed that;

- 34% (10 question respondents) agreed or strongly agreed that they had been well supported,
- 24% (7 question respondents) disagreed or strongly disagreed that they had been supported.
- 40% (12 question respondents) agreed or strongly agreed that they had experienced a decline in their health and wellbeing,
- 23% (7 question respondents) disagreed or strongly disagreed that they had experienced a decline in health and wellbeing

Similarly, qualitative responses showed a huge range in experiences and responses to the pandemic.

It was brilliant, best time of my life. I delivered food and school books throughout Oxford and Didcot. – in-person survey

It was horrible. – Interview with a resident

People react differently but we are nearly back to pre-covid. Some people are still wearing masks and some people feel it did not exist. – Interview with a professional

Respondents who had a positive experience of the pandemic mentioned valuing the time they had to spend with their family while on furlough, and appreciating the way the community came together to support vulnerable people.

Many respondents who had negative experiences of the pandemic highlighted isolation, especially but not exclusively for older people, and its impacts on their mental and physical wellbeing and healthy behaviours.

Particularly the elderly, isolated, not as many friends or family. Some people are struggling to come back and connect, fear around COVID-19. – Interview with a resident

I'm glad covid is over because I was suffering with loneliness, and I started drinking and smoking a lot during lockdown – In-person survey

Respondents also pointed out that the effects of this are still being felt:

Not being able to see people and felt isolated. My mental health went down from here, I couldn't work and have not gone back to work, ongoing issues. I think the community was broken due to covid and we have all lost connections and a spirit of being happy. I struggle a lot. – Interview with a resident

That being said my mother lives alone also in this area and she really struggled with loneliness and most of all the anxiety after spending so much time isolated being thrown back into normality. She suffered anxiety and began to drink more than usual. I have noticed a significant change in her since covid 19. – In-person survey

We need to re-engage with people seriously affected by Covid. It can be nerve wracking for people to come back out into the community. Some people became so isolated and alone during Covid, that the thought of coming out can be really daunting. – Interview with a professional

Respondents mentioned the lasting impacts of the pandemic on people's employment and income, and in turn on their confidence and sense of independence.

We've noticed through Move Together that some people want to get out more whereas others are wanting to stay home and are feeling isolated. There are still financial issues with being out of work or not having the confidence to put themselves out there and apply for jobs. – Interview with a professional

Access to food is still an issue. I think people rely on others more than they did previously (before COVID). People need support and guidance around food and possibly to reduce reliance. – Interview with a professional

While for some, the pandemic was an opportunity to explore Rose Hill's green spaces, for others, it exacerbated the challenges of crowded housing.

Mentally it was tough, a big strain on people mentally. Even with the children, I started to feel anxiety because I couldn't socialise. We live in a flat, so I was stuck inside bored. No garden. Really tough. People with children shouldn't be housed in flats. Children misbehave. My son has ADHD. – Interview with a resident

The effects of the pandemic on children's learning are still being experienced. A professional interviewed felt that the pandemic had contributed to increased parental anxiety about their children's health and had negatively affected children's immunity to infectious disease.

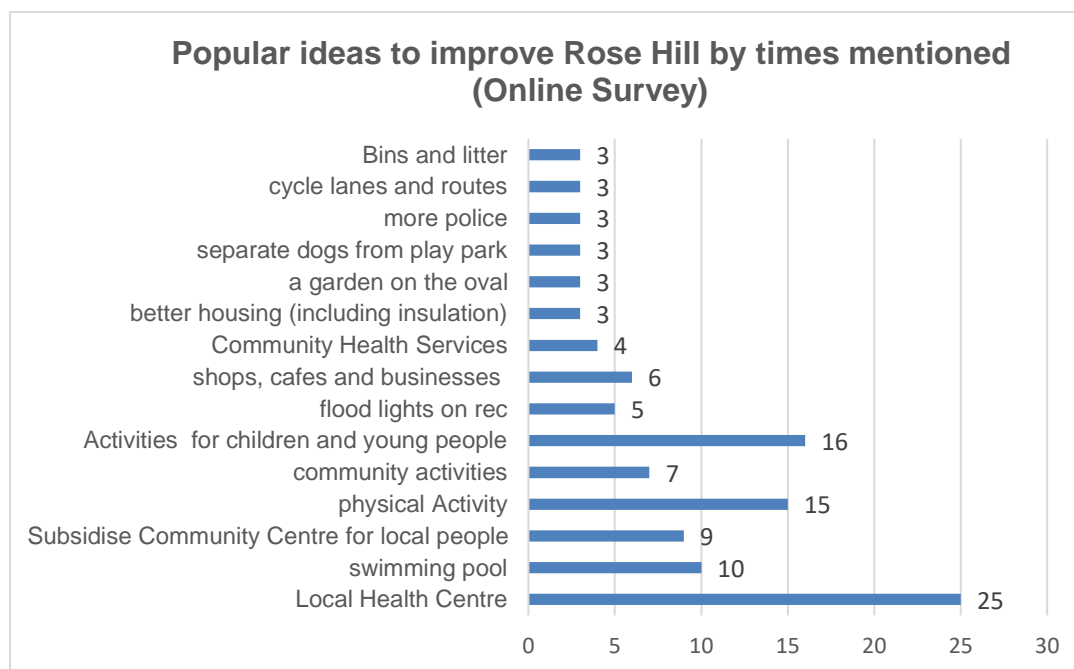
Parents are now very fearful about Strep A, and there's not much guidance, so this is laying heavily on parents. Covid swept through the school – for some parents they maybe weren't keen to test because they needed to work. There's been a post viral impact on attendance, increased vulnerability to chicken pox and streps. – Interview with a professional

However, for some respondents, the pandemic allowed them to engage with and participate in their community. One community leader felt that the crisis had been beneficial for community cohesion between different groups:

I think it has accelerated collaboration in terms of local groups and leaders. I think the people and the groups I was involved in, became a lot more streamlined – Interview with a resident

12. Community priorities for improving the health and wellbeing of Rose Hill

Figure 9: Community ideas to improve Rose Hill



The above graph shows the most popular responses to the question “ If you were given a bit of money, what would you do to improve Rose Hill? Sometimes the question was interpreted differently – 8 respondents said that they would buy their own home – but mostly, people had lots of ideas about how to improve the area for themselves and their neighbours.

Figure 9: Word cloud of participants’ responses to the question, ‘If you had a bit of money how would you spend it on Rose Hill?’



12.1 Activities

Respondents had lots of ideas for more activities in Rose Hill, including: family workouts, dance classes, more gym classes, more activities for older children, more activities for older people, creative classes, half term activities for children, and more activities for babies and toddlers.

Several ideas for activities included opportunities for education and training, such as English language classes, climate change education, training in social empowerment and ownership, first aid training, tutoring for children, social media training for young people, support and education around different cultures and hair and skin care for Black and Mixed heritage children, and cycling workshops.

Several respondents were also enthusiastic about organising events that would bring the community together, inspired by the Leys Fete and other local events.

I think it would be nice if Rosehill used having a diverse area as a positive thing and do community based things to celebrate people's backgrounds, bringing all the communities together. It would be nice if they done a monthly thing to inspire people to bring out and celebrate their culture such as music events or food showing all the different foods and traditions from backgrounds, getting children involved to inherit intelligence about others backgrounds. – Interview with a resident

12.2 Healthcare

The most popular idea was to have a health centre in Rose Hill.

I think having a surgery would really benefit the community – In-person survey

Other ideas included having regular health drop-ins, community wellbeing services, mental health support, and specialist support, for example for people experiencing domestic violence or drug or alcohol dependency.

12.3 Facilities and infrastructure

Several people were keen to see a separate space and more funding for the youth club. The idea of flood lighting on the recreation ground, goal posts in the park, and a football training pitch, also came up several times. Several people wanted more bins and more frequent litter removal by the council (although several respondents have also been involved in community litter picks).

Other ideas for better facilities included: a swimming pool, a basketball pitch, better street lighting, more parking, expanding the gym to include a sauna and steam room, cycle lanes and better cycle routes, a peaceful flower garden in the Oval, a water

fountain, putting up a fence to stop dogs going into the play park, and a youth club-style group for older people.

It would be nice to take part in a local group where people of my age can have a nice warm meal and play some games listen to music and just socialise, all most like the junior youth club but for older people, this could connect a lot of people together and make life a little easier – Interview with a resident

A centre that focuses on holistic health and wellbeing, as well as offering NHS services, a community run food-coop, a space for events in the evening, more outdoor creative space, better transport links, more regular and cheaper, a community space in the row of shops, an actual library for families to spend time in together (not the bookshelf in the community

People would like to see more shops and cafes, especially around the Oval, including halal shops or specialist shops for different communities.

There were also several ideas around services. People said they would put money into improving bus services and the postal service (which they said had been extremely unreliable even prior to the recent industrial action). One participant wanted to see more coordination between existing services.

I liked the hub work during COVID (Oxford City Councils Locality Hubs). I think the Service Integration Project (Oxford City Council) to bring services together, will have a greater impact on the community. Services should work locally and collaboratively together. Can we bring them all together to support the individual? – Interview with a resident

12.4 Communication and awareness

It was striking that some of the ideas that people shared already exist, reinforcing the suggestions of several respondents that there needs to be better communication about what there is to get involved in. There may be potential to strengthen Rose Hill News, increasing its frequency and circulation – potentially through funding and a volunteer recruitment drive.

12.5 Accessibility and inclusion

The idea of subsidised or free space hire or activities at Rose Hill Community Centre came up several times, while others suggested a 'pay as you feel' approach for community meals and other events and activities.

Affordable activities. Not always free but a contribution of some sort, i.e. pay what you can. Things to do socially for families. It can be lonely doing things alone... Something in a good location and where it can be accessed by other areas. – Interview with a professional

12.6 Empowerment

Several participants felt that it was important that there is community ownership of implementing recommendations and making change happen, either through individual mentoring and coaching, or by making the most of existing community networks and supporting community leaders to take ideas forward.

I think it's best to go through local leaders to share information and encourage. You can then monitor who is coming and who they have heard from about that, find synergies and what needs we have. Could also as part of leaders to take ownership, we need to engage with leaders first to implement this. – Interview with a resident

12.7 Wider determinants

Perhaps surprisingly – because the wider determinants of health can seem systemic and intractable – they came up several times in recommendations. People said they would spend money on improving housing, particularly insulation; investing in education and school buildings; and providing activities and support for older children to help keep them out of trouble.

13. Summary and recommendations

Rose Hill is a special place with a huge amount to offer, but also significant inequality. Many of Rose Hill's residents, who come from diverse backgrounds, care deeply about making it a better place, and have ideas and energy to do so. In fact, they had so many ideas that there are too many to list as recommendations here. However, we have set out some suggestions for starting points here. These recommendations will be discussed by the Rose Hill steering group to agree on how to action them.

13.1 Quick wins

In the course of insight gathering, it was clear that there is already energy and momentum around some of the ideas suggested by residents, such as brightening up the Oval with a gardening project and putting on a health walk in Rose Hill. A new wellbeing coach is about to start at Rose Hill Gym and we recommend sharing the findings of this report with them to see if some of them – a women's-only class, for example – can be implemented. The community is already rich in assets, so better communication about them – perhaps through strengthening and expanding Rose Hill News – would be a major first step towards meeting people's needs.

13.2 Longer-term challenges

There are also some bigger recommendations that may be harder or take longer to implement, but are crucial to reducing health inequalities in Rose Hill. These include improving the standard of private rented and social housing; ensuring better pay for workers; improving access to and uptake of education, employment and training opportunities; and improving residents' access to healthcare, including mental health support.

The idea of a local GP practice is clearly popular. If this is not possible, it is important to explore other options, such as a health van or community health drop-ins, and

work with community leaders and connectors to ensure that local residents are able to access the most relevant support.

13.3 Changing the narrative

In addition to tackling the wider determinants of health inequalities, it is also clear that work needs to be done to change the narrative of Rose Hill, both internally and externally. This could include introducing a mentoring scheme for people of all ages to help Rose Hill residents develop their confidence and ambition. It could also involve working with schools and universities, building on projects like the Oxford Hub Twinning Programme, to help build children's aspirations, and working with local media to change the public perception of Rose Hill. To help build confidence, it is also important to support local people to take ownership of making change and implementing the recommendations of this report, for example by building a listening campaign around a key issue or distributing seed funding in a participatory way.

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15. Appendices

15.1 Thank yous

Oxford Hub would like to say a huge thank you to Amber Giles for her energy, enthusiasm and hard work in carrying out this insight gathering with us. We are also hugely grateful to our community researchers Aladin Seaforth, Jane Mnyakazi and Kylie Stockwell for their passion, commitment and skill in reaching so many people and having such brilliant conversations and insights. Thank you to the Rose Hill Community Centre staff who have facilitated the research, to Fiona Ruck and Zoe Wide at Oxfordshire County Council for all your support, and of course to all our respondents for your time and thoughts.

15.2 In-person survey questionnaire

1. What do you like about living in Rose Hill?
2. How do you look after yourself?
3. What groups, services and organisations do you know of or use in Rose Hill?
4. What spaces/places do you use in Rose Hill? What do you think about the places and spaces around Rose Hill?
5. If you had a bit of money how would you spend it on Rose Hill?
6. Are you able to access affordable and healthy food options living in Rose Hill? (yes/no, tell us more)
7. Do you have the support and facilities you need to be active? (for example by playing sport, exercising, gardening, cycling or walking) (yes/no, tell us more)
8. Are you able to access the healthcare you need? (yes/no, tell us more)
9. What was your experience of COVID-19 as a resident of Rose Hill? (what might come up: community spirit, larder, street champions, furlough, housing issues, loneliness)
10. How old are you?
18-24 / 25-34 / 35-44 / 45-54 / 55-64 / 65+ / Prefer not to say
11. Are you...?
Female / Male / Other / Prefer not to say
12. What is your ethnic group?
 - a. Asian/Asian British
 - b. Black/African/Caribbean/Black British
 - c. Mixed/Multiple ethnic group
 - d. White
 - e. Other ethnic group
 - f. Prefer not to say

15.3 Interview questions – professionals

What's your connection to Rose Hill? How long have you been working in Rose Hill? What's your role?

In your opinion, what are the main challenges to health and wellbeing for Rose Hill residents?

Prompts: housing, employment, services, healthcare, access to food, access to opportunities to get active, green spaces; ask about the people the interviewee works with and what their priorities and concerns are

What are the main local assets that support Rose Hill residents' health and wellbeing?

Prompts: housing, employment, services, healthcare, access to food, access to opportunities to get active, green spaces; ask about the people the interviewee works with and what assets support them

How has COVID-19 affected the health and wellbeing of the Rose Hill residents you work with?

15.4 Interview questions – residents

The main idea is to have a good chat and to get a sense of what life is like in Rose Hill for the person you are speaking to. Here are some questions you can use to help have a conversation, but the most important thing is to be curious and listen!

- Tell me a bit about your connection with Rose Hill – how long have you lived here?
- What do you value about living in Rose Hill?
- How do you look after yourself?
- What helps you to be healthy and well? (e.g. groups, organisations, services, places)
- What kinds of things are most challenging for you living in Rose Hill that impact on health and wellbeing? (Not worrying about money; Job security; Good quality, affordable housing; Healthy and affordable food; Good local schools; Adult education and training opportunities; Good, locally-available services; Access to the internet; Getting exercise (walking, cycling, sport))
- Would you be interested in joining with others (perhaps in a community group or project) to work on projects to support health and well-being?
- What do you think would encourage more local people to create or take part in health and wellbeing initiatives?
- What do you think have been the main impacts of the COVID-19 pandemic, either for you or for the community? (what might come up: community spirit, larder, street champions, furlough, housing issues, loneliness)

15.5 Online survey questionnaire

1. Where do you live?
 - a. Rose Hill
 - b. Other (please specify)
2. What do you like about living in Rose Hill?
3. Overall how satisfied are you about Rose Hill as a place to live? (1-5)
 - a. Please tell us more
4. What groups, services and organisations do you know of or use in Rose Hill?

Wider Determinants of Health

1. What spaces and places do you use in Rose Hill?
2. What do you think about the places and spaces around Rose Hill?
3. How far do you agree with the following statements?
 - a. It's easy for me to access green spaces
 - b. I find it easy to get around Rose Hill (1-5)
4. How safe do you feel in Rose Hill? (Crime)
 - a. 1-5
 - b. Please tell us more about your answer:

5. How satisfied do you feel with your housing? (on a scale of 1-5)
 - a. 1 2 3 4 5

- b. Please tell us more: _____
6. Please state whether you agree with the following statement: (work and the labour market)
- I have the skills and/or qualifications to find employment (0-5)
 - There are local opportunities to learn new skills and/or gain qualifications (0-5)
 - I feel able to access local opportunities to learn new skills and/or gain qualifications (0-5)
 - Other _____
7. Which of the following statements do you agree with? Please tick
- I feel lonely all the time
 - I feel lonely most of the time
 - I feel lonely sometimes
 - I rarely feel lonely
- Any other comments you would like to add: _____

5. Please say whether you agree or disagree with the following statements
- I feel I can personally influence decisions in my local area (1-5)
 - I feel involved in the decision making in my area (1-5)
 - I feel my views are listened to when asked about my local area (1-5)
 - I participate in community consultations about my area (1-5)
 - I know where to get information about my local area (1-5)
 - I feel I am part of the local community (1-5)

Health and wellbeing

8. Do you consider yourself healthy? (1-5)
- Please tell us more
9. How do you look after yourself?
6. What challenges have you experienced trying to look after yourself? (some options plus other)
7. How far do you agree with each of these statements
- It's easy for me to get affordable, healthy food (for example fruit and vegetables)
 - I have the support and facilities I need to be active (for example by playing sport, exercising, gardening, cycling or walking)
 - It's easy for me to access the healthcare I need (for example a doctor, dentist or pharmacy)
8. Would you like to say anything else about your answers to the previous question?
9. Do you notice people smoking around you?

Yes/ No

B) If yes, where do they smoke?

- home
- school gate areas
- parks

- d. shops
- e. bus stops
- F. other (please specify)

Any comments about smoking?

10. Do you notice alcoholic drink litter in Rose Hill?
Yes/ No

If so where?

- home
- b. school gate areas
- c. parks
- d. shops
- e. bus stops
- F. other (please specify)

11. Do you notice people drinking alcohol around you?
Yes/ No

If so where?

- home
- b. school gate areas
- c. parks
- d. shops
- e. bus stops
- F. other (please specify)

Any other comments about alcohol in Rose Hill?

12. Do you notice any litter associated with drug taking in Rose Hill?
Yes/No

If so where?

- home
- b. school gate areas
- c. parks
- d. shops
- e. bus stops
- f. other (please specify)

Do you notice any activity associated with drug taking in Rose Hill?

Yes/No

If so where?

- home
- b. school gate areas
- c. parks
- d. shops
- e. bus stops
- F. other (please specify)

Any other comments about activity or litter associated with drug taking in Rose Hill?

13. What was your experience of COVID-19 as a resident of Rose Hill?

- Felt well supported 1 2 3 4 5
- Experienced isolation and loneliness 1 2 3 4 5

- Experienced decline in health 1 2 3 4 5
- Experienced improvement in health 1 2 3 4 5
- Was able to access nature and green spaces 1 2 3 4 5
- Was able to access services 1 2 3 4 5

Please tell us more

14. What changes would you like to see in Rose Hill, to support the health and wellbeing of local residents?

15. If you had a bit of money how would you spend it on Rose Hill?

Demographics

1. What gender are you:

- Male
- Female
- Other
- Prefer not to say

2. Please select the category that includes your age range:

- 18-24
- 25-34
- 35-44
- 45-55
- 55-64
- 65 or above
- Prefer not to say

3. Please tick the ethnicity you most identify with:

- Asian or Asian British
- Black, Black British, Caribbean or African
- Mixed or multiple ethnic groups
- White
- Other ethnic group
- Prefer not to say

15.6 Other existing programmes of work and initiatives

Go Active

YouMove is brand new for Oxfordshire and provides free or low cost activities for families across the county, throughout the week. Activities on offer include swimming, badminton, activity packs, gym passes, children's holiday activities and discounted leisure memberships. The YouMove card gives you discounted leisure memberships at Fusion sites across Oxford City. YouMove is available to you if your child is a young carer, on the edge of care, vulnerable, a refugee or entitled to free school meals. If you are unsure or need more information, please follow this link [You Move | GO Active \(getoxfordshireactive.org\)](https://getoxfordshireactive.org)

Move Together is an Oxfordshire pathway to activity that can support you to move more. MoveTogether provides individual 1:1 support to get people moving more. The MoveTogether Activator will work with individuals to agree achievable goals that suit the individual. If your wellbeing, physical or mental health was impacted by the COVID-19 pandemic or you have a long-term health condition, you are eligible to take part in the MoveTogether program. Find more information here [Move Together | GO Active \(getoxfordshireactive.org\)](https://getoxfordshireactive.org)

Youth Ambition

Youth Ambition provides career and employment advice for people aged 16-24 from Rose Hill Community Centres on the following dates and times.

- Hub closed for appointments - Monday and Friday
- Job Club - Tuesday 10am-12pm.
- Employment Drop In - Wednesday 10am - 3pm
- Employability Training - Thursday 10am - 12pm
- Wellbeing Courses (Healthy Body, Healthy Mind) - Thursday 12:30pm - 2pm

Table 2 List of groups and activities available in Rose Hill

	What?	When and where?	Contact
Rose Hill Junior Youth Club	Free, accessible and inclusive after school youth clubs for 5-17 year olds, including activities, hot meals and a youth allotment	All at Rose Hill Community Centre: <ul style="list-style-type: none"> • Wednesdays 3.15-5.15pm for Years 1-4 • Thursdays 3.15-5.15pm for Years 5-6 • Wednesdays 5.30-7pm for he/them aged 11+ • Thursdays 5.30-7pm for she/them aged 11+ 	rhjyc.org aimee@rhjyc.org
Rose Hill & Donnington Advice Centre	Advice including help with benefits, debt and housing, financial help if you have lost or job or your income has decreased, getting emergency food	Rose Hill Community Centre Monday 9.30am – 12:30pm (Drop in) 2pm – 4pm (Appointments) Tuesday 9.30am – 12.30pm (Appointments) 2pm – 4pm (Drop in) Wednesday 9:30am – 12:30pm (Drop in) CLOSED in the afternoon Thursday 9.30am – 12.30pm (Appointments) 2pm – 4pm (Drop in) Phone lines are open 9am–4:30pm Monday–Thursday	rhdadvice.org admin@rhdadvice.org 0800 170 0156

Silver Threads	Social group and activities for older people	Rose Hill Community Centre Tuesday 1-4pm	Carol Davies 01865 771620
Rose Hill Runners	A friendly neighbourhood running club		<u>Rose Hill Runners Facebook Group</u>
Movement and Groovement	Gentle exercise class building on strength and balance.	Rose Hill Community Centre Monday 12:30pm £2	
Rose Hill and Iffley Low Carbon	RHILC are a vibrant Community Action Group in South East Oxford aiming to make their area cleaner and greener by promoting renewable energy, energy conservation, waste reduction and tree planting. The group is very active in all these areas and aims to make Rose Hill the first zero carbon estate in the country.	RHILC host a Repair Cafe on the first Saturday every two months starting from the 4th February 2023, where you can get things mended for free. RHILC meets on the last Wednesday of the month 7:30pm sometimes online sometimes at Rose Hill Community Centre.	Eleanor <u>rosehill.iffley.low.carbon@gmail.com</u>
Rose Hill Community Network	The network was created when the Rose Hill tenants and residents association folded. The network supported people through COVID-19. It allows news to be shared through the community and the network makes things happen in Rose Hill.	Second Tuesday of every month 7:30-9pm	<u>rosehillcommunitynetwork@gmail.com</u>

Rose Buds Stay and Play - HomeStart	A new, free stay and play for those aged between 0-5.	Wednesday 10-11:30am	Suffia@Homestartoxford.org.uk
Syrian Sisters	A social group for refugee women who come together for friendship, fun and creative activities.	Friday 12-2pm	Nuhaabdo@syriansisters.com
Oxfordshire Asian Women's Voice	A social group that supports women to overcome social isolation, depression and to break cultural taboos.	Wednesday 12:30-14:30pm	oxfordshireasianwomensvoice@gmail.com
Rose Hill News	Hyperlocal news page about the Rose Hill Community. Managed by Aimee Winkfield	Next copy deadline is mid-March	Aimee-rosehillnews@hotmail.com
Rose Hill Social Club	A social club where people can meet for drinks, play darts or pool plus, events such as live music.	Rose Hill Community Centre Monday- Thursday 7pm-11pm Friday - Saturday 7pm-12am Sunday 1pm-11pm	Rose Hill Social Club Oxford Facebook
Rose Hill Gym	An affordable gym in Rose Hill Community Centre.	These times are subject to change – please check before you visit Monday - 7:30am-7pm Tuesday - 7:30am-9pm Wednesday - 7:30am-9pm Thursday - 7:30am-8pm Friday - 7:30am-7pm Saturday - 9am-6pm Sunday - 9am-2pm	01865 749597 rhcc@oxford.gov.uk
Rose Hill Community Larder	A community larder is a 'pop-up' hub, a place to access food that is surplus, make friends,	Rose Hill Community Centre Tuesday 14:15-16.00pm	Community Larder - SOFEA RoseHillCommunityLarder@mcs.org

	access additional services and save money on your bills. This is not means tested, anyone can join. If you are unsure, Rose Hill Community Larder are happy for people to come and look at what you can get before you join.	£14 per month for an individual membership £28 per month for a family membership One off £10 joining fee	
Rose Hill Junior Football Club	A football club for boys and girls with teams from U8-U14s.	For information on dates and times, please contact Kevin/Lauren Juggins.	Kevin/Lauren Juggins <u>Contact Rose Hill Youth FC</u>
Oxford Hindu Association			
Rosehill Musalla (Mosque)		56b Ashhurst Way, Oxford See online for current prayer times	
Alice and Margaret House	Retirement housing complex, which has some activities for residents including singing on a Tuesday afternoon		