

## Annex 6: Contents of Community Insight Profile Reports

The Community Insight report outlines the key findings from the community engagement. The suggested content and structure of the Community Insight report is outlined below. Note that this outline will need to be revised dependent on the approach, area selected and the findings identified, and should be agreed with your steering group.

- **Title Page:** Outlining the area the engagement was gathered from, the month and year the report was produced and images of the local area. Include reference to the group, person or organisation who carried out the engagement.
- **Table of Contents:** Linking to each page of the report, to ensure easy access. Include a list of tables and table of figures.
- **Acknowledgements:** An opportunity to offer thanks to those who supported development of the profile, partners involved, and residents engaged with.
- **Executive Summary:** Highlighting the key findings and sections of the report, including a shorter summary of the recommendations.
- **Background:** An introduction to the work (including aims), the location of the area where and when the community engagement was undertaken and the community's relevant history.
- **Community Assets:** Provide a breakdown of the assets within the community that can be enablers of health and wellbeing. This will include both hard and soft assets (See section 3.4 for further guidance).
- **Methodology:** Outline the process for carrying out the community engagement (surveys, interviews, case studies outreach and focus groups), including the number of participants engaged, demographics and ethnicity.
- **Key Findings:** Summarise the key themes identified during engagement in relation to the different methodologies and questions asked (include anonymised quotes and case studies).
- **Enablers of Health and Wellbeing:** Break down the key findings into identification of themes of what supports the community's health and wellbeing and any key assets. For example, access to transport, green spaces or sense of community.
- **Challenges to Health and Wellbeing:** Include the emerging themes from the community engagement regarding what makes it harder to be healthy and well in the area. For example, the cost of living, impact of the COVID-19 or other relevant issues at the time.
- **Community Suggestions:** Direct ideas on how health and wellbeing of residents in the area could be improved, including quotations.
- **Recommendations:** A range of actionable, themed recommendations to improve the health and wellbeing of residents, based on insights gathered through community engagement and residents' own ideas.
- **References and Appendices:** Appendices include raw anonymous data of survey findings, a copy of the full survey report, asset mapping, and any questions utilised for the focus groups/interviews.

It is important to emphasise the community voice through incorporation of quotes and case studies throughout the report to highlight the importance of gaining community insight and actioning residents' suggestions to improve health and wellbeing of the community.

## Community Insight Data Report

The data report compliments the insight report by compiling key quantitative statistics on the wider determinants of health for the local area. It includes data on the following indicators:

- **Population and Housing:** Population and population growth, population by age, ethnicity, housing.
- **Health and Wellbeing:** Location of GPs. Summary of Health and Wellbeing indicators, including lifestyle behaviours and the GP quality and outcomes framework data.
- **Employment:** Economic activity, occupation, employment sector and unemployment sector.
- **Poverty and Deprivation:** Indices of Multiple Deprivation (IMD), household deprivation, children in poverty, free school meals, pension credit.
- **Crime and Community Safety**
- **Access to Green Space**

## Summary Report

The Executive Summary report provides an overview of both the data profile report and the Community Insight report, compiling both the quantitative and qualitative insights. It includes:

- **An Introduction:** Information on the background of the work and the aims.
- **Location:** Explains area and the corresponding geographical boundary that has been utilised for the data collection and community engagement.
- **Summary of key data:** Utilises the summary of population and health data from the data report.
- **Community Assets:** Gives an overview of the approach to identifying community assets and uses [Google My Maps](#) resource to plot physical assets identified in the engagement.
- **Community Research:** Summarises community engagement methodology and sample.
  - Provides a comparison between age population and ethnicity of engagement respondents and the local area population.
  - Outlines key themes of findings from the engagement, including living in the area, strengths and challenges to health and wellbeing.
- **What more could be done?** Summarises the community's suggestions and ideas on how to improve the health and wellbeing of residents.
- **Recommendations:** Provides a summary of the recommendations to address the health and wellbeing needs of the community.