Community Insight Profile Development framework

Use this framework to support the development of health and wellbeing Community Insight Profiles for communities in Oxfordshire

Use this document interactively or scroll down page by page

What is a Community Insight Profile (CIP)?

A Community Insight Profile (CIP) provides a comprehensive snapshot of the health and wellbeing of a target community. This includes its demographics, social issues, and economic conditions, to help us understand the community's unique assets (for example community groups, etc.), needs and challenges[1].

If you're interested in developing one for your local area, you will need to think about a large number of things including:

- collaborating with local partners
- utilising data and capturing community insight based on an asset-based community development model (ABCD).*

*Further details on using ABCD in Section 3

What they provide is:

- Recognition of the local resources that already exist, and the functions they perform to enhance community wellbeing

- An understanding of the experiences of those living in the area in relation to health and wellbeing

- An outline of the health outcomes and the factors which can influence these health outcomes and bring this to life through the voices of the community

- Information and recommendations for local organisations, stakeholders and residents who are working to improve health and wellbeing in the area.

The purpose of creating a Community Insight Profile is to ensure we understand as fully as possible the health outcomes and influencing factors within an area, including local assets which can benefit areas at risk of poor health or health inequalities.

Existing Community Insight Profiles

Oxfordshire County Council's Public Health team have worked with communities to create a series of profiles for areas identified identified as deprived in the 2019 <mark>Director of Public Health Annual Report.</mark> These areas were identified by reviewing existing data that highlighted parts of the county where residents are most at risk of poor health or experiencing health inequalities, or where local partners felt that creating a profile would be beneficial.

Each profile includes the following:

- A map of assets in each area

- Community insights on health and wellbeing enablers and challenges

- A data set of indicators for each area to inform high-level recommendations.

The methodology of the community insight and asset mapping are explained in each of the individual community insight profile reports.

You can view existing published profiles by visiting the **Community Insight Profiles (CIP) page** on the Oxfordshire Data Hub. Here, you can also view the interactive community insight profile dashboard.

How to use this framework

The Community Insight Profile Framework is designed to help local authorities, the Voluntary, Community and Social Enterprise sector (VCSE), organisations and community leaders to create profiles for their local areas.

This guide explains how to set up a collaborative project, collect and analyse health and wellbeing data, and identify community assets in a specific area. It aims to highlight the strengths and opportunities in these communities and form the basis for local action plans to improve health and wellbeing and reduce health inequalities.

When using this framework, we recommend that you:

- **Work collaboratively with local partners and stakeholders across Oxfordshire**

- **Engage the local community and residents at an early stage to ensure understanding and involvement in the process.**

This framework is a guide.

Not all resources and processes will work for every area and you can change the methods used to fit your needs locally.

The terms and acronyms used throughout this framework are explained in further detail within **the glossary section.**

The content of this framework has been developed by Oxfordshire County Council's Public Health team, informed by a review of existing literature, and insights gathered as the Community Insight Profiles were produced.

Each profile allowed us to learn and therefore refine our approach. Where published literature has been referenced, it is to provide support on that stage of the process.

For more information, contact **jsna@oxfordshire.gov.uk**. We actively welcome and value feedback to ensure the CIP framework remains valuable and inclusive.

Getting started

To make sure you are fully prepared, it's worth spending some time checking that you have thought through the following[2]. Not all of this will be relevant to your project.

Time

- What time can be allocated?

- When will the profile be carried out and over what period? Decide on a timeline and agree key milestone dates. Ensure they align with other similar initiatives or projects.

Funding

- Is appropriate funding or resource in place to carry out community engagement activities, or will external resources be required?

- Is there funding available to support the follow-on activities resulting from the recommendations? This could include recruiting a dedicated member of staff, or funding local activities.

Getting started

Impact

- What is the expected impact of the project?

- Is there a local need the community wants to address?

- How important is this project to the organisation or group leading it?

- What support is required for it to be a success?

- What does available research say about best practice and possible impact of this project?

- Is there community interest in developing local assets?

- Are there existing links with strategic principles and overarching organisational policies and visions?

- How will findings and recommendations be shared across the group to ensure further action?

Staff resources

- Who will lead the project management?

- What level of existing knowledge on community insight profiling is available?

- Are there enough staffing resources to support the compilation of neccessary reports?

- What is the reporting structure for the project?

Getting started

A usual process for producing a Community Insight Profile is outlined below.

1 Identify CIP area and scoping work

2 Establish steering group

3 Community engagement

4 Report drafting and publication

5 Plan actions

Creation of a logic model might help you identify your desired outcomes.
For more information on logic models **visit here**.

1 Identifying the geography to be covered and the work required

To Identify the geography to be covered by your Community Insight Profile, you will need to explore existing data and identify local need[3].

1. Analyse current data on health needs for the area. This could include publicly available data e.g. Census and health and wellbeing data - see **Annex 1**. This can give an initial view on the population numbers, age profile, economic activity and health of the local population. Knowledge from this should help direct the focus of the profile development, to improve understanding of assets and local need.

2. Define the geographical output area of focus, this may be a Lower Super Output Area (LSOA), Multiple Super Output Area (MSOA), Output Areas, Ward or parish. Details on geographical boundaries (Census 2021) can be found on the ONS website: **Census 2021 geographies - Office for National Statistics**.

3. Explore if there is existing health and wellbeing related insight or any consultations that are live for the area to be studied.

4. Find out who else is working on health improvement or addressing community needs in the area.

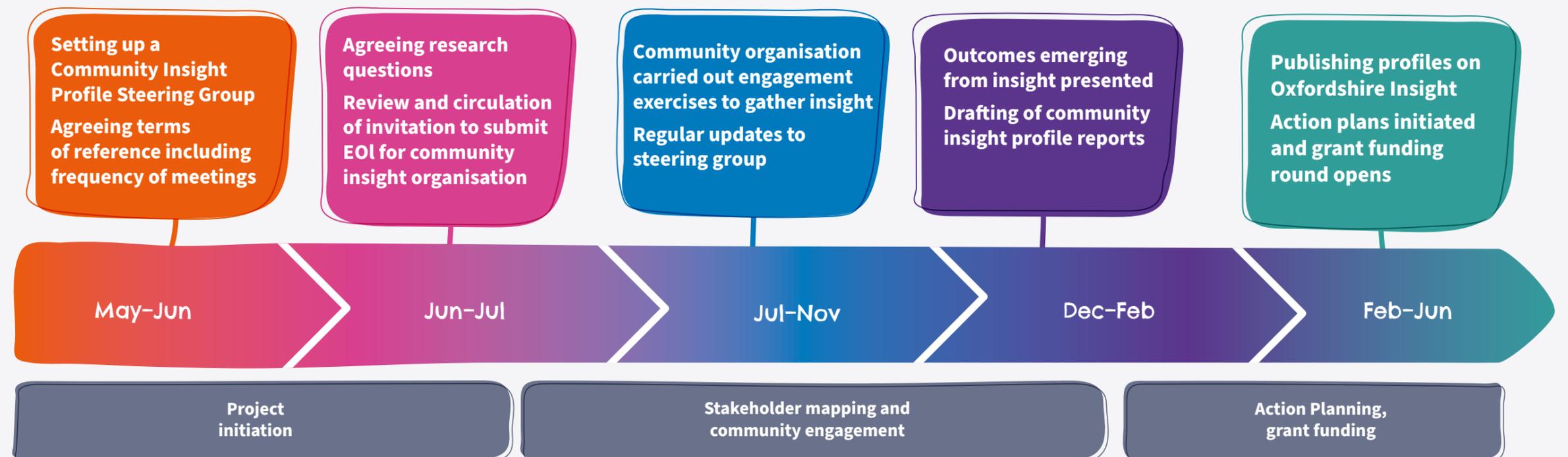5. Find out who else you need to involve in initial conversations about the work.

1 Identifying the local area and the work required

Timing is important

Decide on a timeline for the Community Insight Profile and agree dates for key milestones.

Ensure any dates you agree align with other initiatives or projects in the area being covered.

Setting up a Community Insight Profile Steering Group

Agreeing terms of reference including frequency of meetings

Agreeing research questions

Review and circulation of invitation to submit EOI for community insight organisation

Community organisation carried out engagement exercises to gather insight

Regular updates to steering group

Outcomes emerging from insight presented

Drafting of community insight profile reports

Publishing profiles on Oxfordshire Insight

Action plans initiated and grant funding round opens

| May-Jun | Jun-Jul | Jul-Nov | Dec-Feb | Feb-Jun |

| Project initiation | Stakeholder mapping and community engagement | Action Planning, grant funding |

2 Establishing a steering group

A steering group forms an integral part of the process, with local residents, groups and organisations in the area coming together and inputting into the development of the profile[4].

Each step in establishing a steering group is outlined in the diagram below:

- Map local stakeholders and partners
- Explore existing health and wellbeing related partnerships in the area
- Invite key stakeholders to attend and form a mailing list
- Invite resident representatives to join the steering group
- Introduce the work to the group and summarise key health and wellbeing indicators
- Create and agree Terms of Reference (ToR) for the group

2 Establishing a steering group

An example of key stakeholders to involve in the steering group are shown on the following figure.

Community spaces
- Local libraries
- Community centres
- Leisure centres
- Places of worship

Voluntary & community sector
- Resident representation
- Local group leaders
- Activities run in the area

Healthcare & related services
- GP practices
- Social prescribers
- Police
- Housing associations
- Public health services

Local authority
- County council
- District council
- Parish or town council
- Local councillors

Local community insight profile steering group

Organisations with a shared interest in improving the health and wellbeing of residents in the local area.

Education
- Local primary school
- Nursery settings
- Secondary school
- Family centres & support services

Community health development officers (CHDOs)

2 Establishing a steering group

Please note the steering group is not limited to the partners listed and may vary based on the local area's need and focus:

Terms of Reference (TOR)

A Terms of Reference (TOR) defines the purpose, structure and approach in which the steering group or health and wellbeing partnership will work together.

- Agree things like the meeting schedule, chairing and minute taking.

- Ensure the final TOR is circulated with the steering group mailing list.

- For an example Terms of Reference template, please see **Annex 2**.

- You may wish to use existing groups or networks to steer the profiles development and actions. Ensure you follow your organisation or groups data protection processes when handling names and email addresses of contacts within mailing lists.

3 Engaging your communities

Engaging the community is the most important step in developing the CIP.

It ensures that the voices of those who live and work in the area are heard and valued. By involving the community early and meaningfully, you can build trust, uncover local strengths, and create solutions that are more relevant, sustainable, and locally supported.

This approach helps shift the focus from what a community lacks to the assets it already has – its people, networks, and resources.

It is important to use the knowledge and expertise of key partners and those who work and live in the area to provide guidance on the best approaches to reach and hear the voices of the residents.

The community engagement exercise aims to:

● Map out physical (built and natural) and soft assets (groups/ organisations) in the area that support resident's health and wellbeing

● Explore challenges to residents' health and wellbeing and what residents identify as priority actions to address them

● Utilise the asset map to agree how to address the priorities, and evaluate the impact.

To maximise reach and gain meaningful insight, you could consider using a mixed-methods approach including:

● Surveys – both paper and electronic versions

● One-to-one interviews with both residents and local organisations, this may include street outreach and visiting existing community groups

● Focus groups

● Personal stories and case studies (from interviews).

3 Engaging your communities
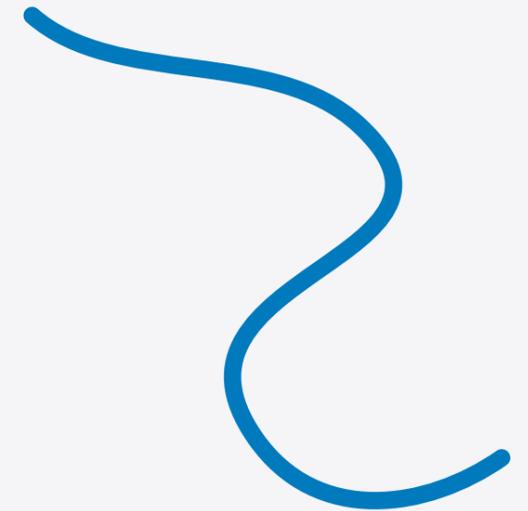
To ensure equitable involvement, consideration should be given to reimbursing residents for their time and contributions, particularly where participation is targeted and by invitation.

For further information and guidance on carrying out community engagement and reaching seldom heard voices, please visit **Healthwatch's guide on co-production** with seldom heard groups and **Active Travel England's best practice guide** to community consultation and engagement.

Laying the foundation for community engagement

Before engaging with the community, it's important to build a strong understanding of the local area and plan your approach. This helps ensure that engagement is meaningful, inclusive, and focused on local priorities.

Understand the local community

Begin with a community walkabout. This involves key partners visiting the area to observe and discuss local assets, challenges, and opportunities.

Develop an asset map

Use an Asset-Based Community Development (ABCD) approach to identify both physical (hard) and social (soft) assets. This helps highlight the strengths of the community and where support is most needed. Further guidance on this is in the section below.

Draft research questions

Develop questions that explore the factors affecting residents' health and wellbeing. These will guide your engagement activities, such as surveys, focus groups, and interviews. Consider factoring in the building blocks of health. Sample questions can be found in **Annex 3**.

Create an engagement plan

Set out who you will engage with, where engagement will take place, and the timeframe for doing so. This will ensure your approach is well-organised, inclusive, and aligned with local priorities.

3 Engaging your communities

Using the Asset Based Community Development (ABCD) model to map community assets

Asset mapping is a vital step in understanding the strengths and resources already present in a community. It helps identify what supports health and wellbeing locally, and how these assets can be better connected and used to meet community needs. It also ensures that the focus is on what communities have, rather than what they lack.

When mapping using a community-based asset development model, consider the following factors[5]:

1. **Resources** – what does the community have to support local health and wellbeing?

2. **Functions** – what does the community achieve with the resources?

3. **Methods** – how does the community use its resources to achieve the functions? – create an asset map

4. **Evaluation** – review engagement in the first three factors as the community continually develops its assets and make changes along the way to adapt to get the best out of assets (see 'evaluating progress' in section on Planning Actions).

For a detailed breakdown of these factors, please see **Annex 4**.

5. Identifying assets

A local asset map can include identification of both hard and soft assets, as outlined above[6]. Hard (physical) assets refer to infrastructure or environment resources that can impact health, while soft assets include the people-based and relational strengths within a community that help build social connections, support wellbeing, and encourage community participation.

Examples are shown below:

Soft assets
- Local groups
- Organisations
- Associations
- Activities in the area

Hard Assets
- Local schools
- GP Surgeries
- Pharmacies
- Hospitals
- Libraries
- Fire Stations
- Police Stations
- Green Spaces
- Community Centres
- Places of Worship
- Local Shops & Services

3 Engaging your communities

Whilst physical assets provide the environment for health, soft assets often support the need to utilise physical assets effectively. Therefore, both types of assets are interconnected and play an important role in keeping the community healthy and well[7].

Appointing an external organisation to carry out community engagement

You may want to consider funding an independent organisation to carry out the qualitative community engagement. If carrying out the work yourself, this information may not be applicable. You should follow your own group or organisations procurement processes, the below is an example of an EOI process.

There may be a number of reasons for appointing an external organisation for this:

- **Expertise:** External organisations have specialised skills in community engagement

- **Objectivity:** They provide an unbiased perspective

- **Efficiency:** Allows internal teams to focus on core tasks

- **Reach:** They may be able to access a wider audience

- **Innovation:** They may bring new methods and tools

- **Connections:** They may already have trusted relationships with the communities that you are planning to work with.

3 Engaging your communities

Draft
Draft an expression of interest (EOI) with the steering group to invite organisations to carry out the engagement, including deadlines within which the engagement should be carried out and criteria to be fulfilled by the appointed organisation.

Circulate
Circulate the EOI widely across networks. (For an example template of an EOI for an organisation to carry out the community engagement, please see Annex 5.
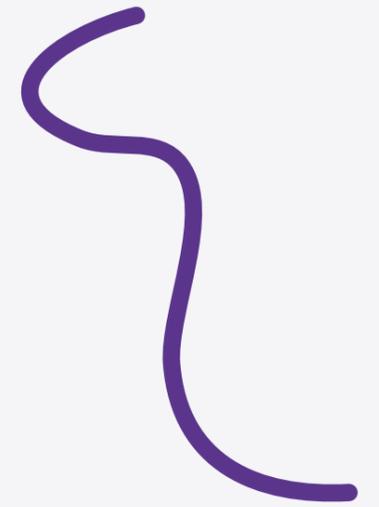
Score and appoint
Invite the steering group to form a sub-panel to score EOI's received and appoint the successful applicant.

4 Draft the report and publish

Once data collection and engagement activities are complete, the next step is to bring everything together into a clear and accessible report. This helps ensure findings are shared widely and can inform local planning and action.

When preparing the report you should consider:

- **Responsibility:** Agree who will lead on drafting the report and coordinate input from others.

- **Timeframe:** Allow 2–3 months for writing, reviewing, and editing before publication.

- **Collaboration:** Involve the steering group throughout the drafting process to ensure accuracy, relevance, and shared ownership.

The Community Insight Profile is typically made up of three separate reports, compiled and published to create a comprehensive picture of the health and wellbeing of the local area as shown in the diagram on the following page.

4 Draft the report and publish

A. Community Insight Report

This report presents the key findings from community engagement activities. It captures residents' lived experiences, highlighting what supports or challenges their health and wellbeing. It includes quotes, case studies, and community suggestions, offering a rich, qualitative picture of local life.

B. Community Insight Data Report

This report provides a statistical overview of the wider determinants of health in the area. It includes data on population, housing, health, employment, deprivation, crime, and access to green spaces. It complements the insight report by grounding community voices in local evidence.

C. Summary Report

This report brings together the key findings from both the insight and data reports. It offers a concise overview of the area, community strengths and challenges, and summarises the recommendations for improving health and wellbeing.

Data report a range of quantitative data indicators of health for the area

Summary report a short summary of both the data and community insight reports

Community Insight report detailing results from the community engagement
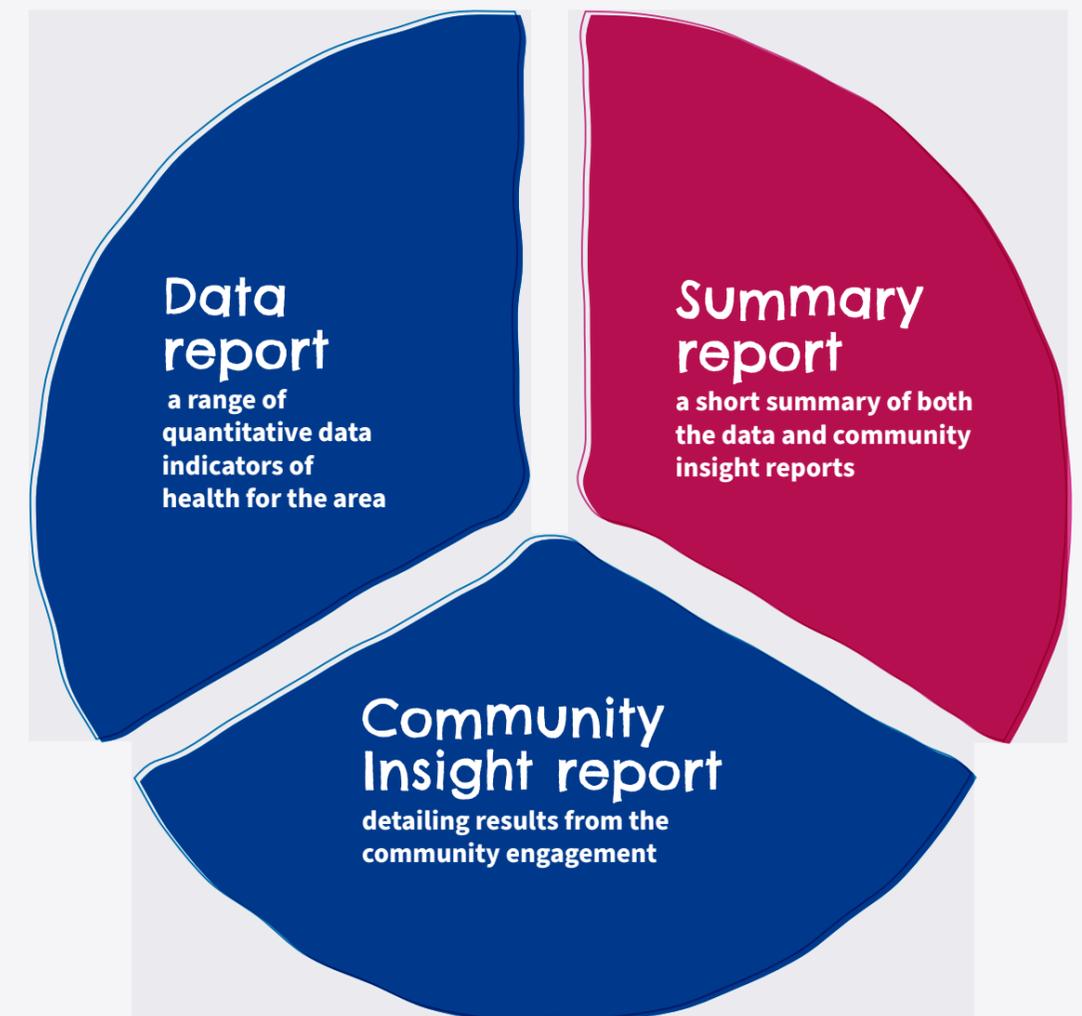
Detailed examples of the contents of each of these reports can be seen in **Annex 6**.

4 Draft the report and publish

Before publishing your Community Insight Profile, it's important to ensure the content is accurate, accessible and shared effectively.

Consider the following steps

- **Incorporate feedback:** Allow time to review and edit the report based on feedback from partners and the steering group.

- **Proofreading:** Agree who will be responsible for checking the report for clarity, grammar, and consistency.

- **Accessibility:** Make sure the report is accessible to a wide audience by using appropriate formats and accessibility checks. For further guidance on publishing accessible documents visit: **Publishing accessible documents - GOV.UK**

- **Where to publish:** Decide where the final report will be hosted so it can be easily accessed by others.

- **Sharing with the community:** Communicate the findings back to residents in a clear and simple way. Use posters, social media, or community events to share key messages and next steps.

- **Promote to partners:** Share the published report with partners through meetings, mailing lists, and other relevant channels, and encourage them to use the evidence to inform policy and practice.
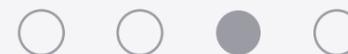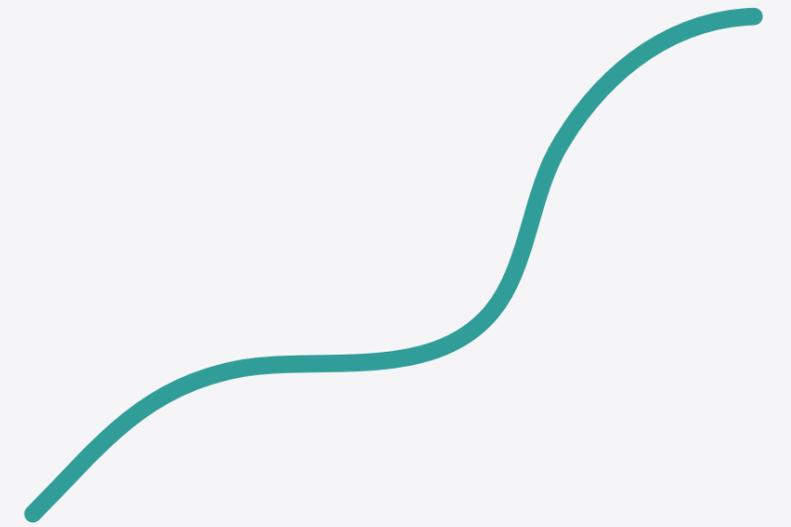
5 Plan actions

Development of an action plan

An action plan is a practical tool that turns the recommendations from the Community Insight Profile into real, achievable steps.

It helps ensure that the insights gathered lead to meaningful improvements for the community. The plan can also highlight local strengths and resources (assets) that can support this work.

Creating the action plan should be a joint effort. It involves local organisations, residents, and partners working together to make sure the actions are relevant and achievable.

Regular reviews of the plan help track progress and make sure the actions are still meeting local needs.

For a sample template and more guidance, see **Annex 7**.

5 Plan actions

- **Community vision and priority actions:** Explore challenges to residents' health and wellbeing and what residents identify as priority actions to address them. Use the asset mapping exercise to agree how to address the priorities.

Ask:

- What is the community already doing to address this?

- Where would extra support be helpful?

- Do some things need external input to achieve the outcome?

- **What is its scope:** Agree what can and can't be actioned directly by the partners within the Community Insight Profile steering group.

- **Draft a template** and discuss this with the steering group.

- **How often will it be updated?** Agree how often the action plan should be updated.

- **Who is responsible?** Consider who will take overall responsibility for updating and sharing progress on the action plan.

- **What will be reported?** Where will the updates on actions be reported to?

- Consider **embedding elements of the work into partner organisations** 'business as usual' to ensure sustainability.

5 Plan actions
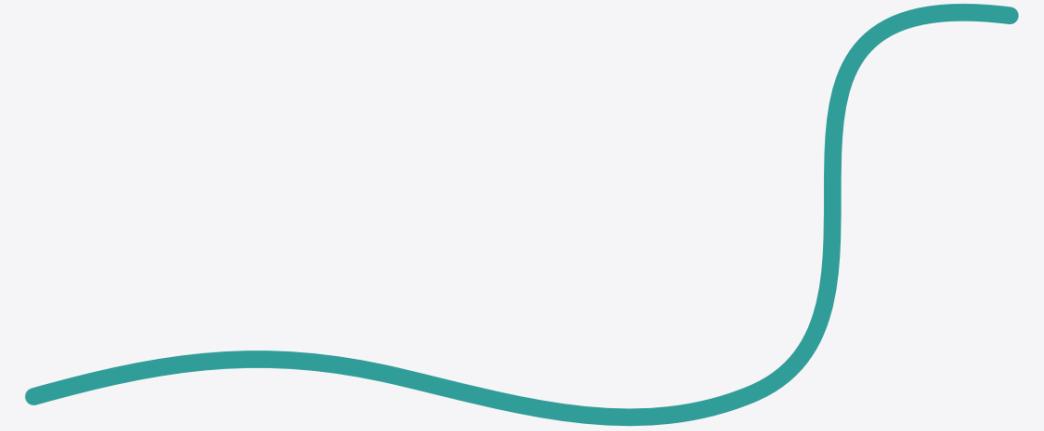
Community Insight Profile Grant Funding and CHDO Support

This section explains how grant funding and the role of the Community Health Development Officer (CHDO) can help turn the Community Insight Profile (CIP) recommendations into tangible action.

Community Insight Profile Grant Funding

Grant funding[8] can be a powerful way to support local groups and organisations to act on the CIP recommendations. It provides small amounts of money to help deliver projects that meet local needs and build on community strengths.

Steps to consider:

Explore funding options: Consider whether grant funding can be offered in the CIP area.

Avoid duplication: Check for other local grant schemes already in place.

Agree who manages the funds: Decide which organisation will handle the funding process, what governance arrangements will be in place and any support from your legal team to set up the agreements.

Set clear criteria: Grants should support sustainable projects that address the CIP outcomes.

Agree on the process: Can residents and partners be involved in the decision-making process?

Promote the opportunity: Use local networks, newsletters, websites, and the steering group to spread the word.

Decide on monitoring arrangements: How will the outcomes and the impact of the grants be measures?

For an example scoring matrix template for expressions of interest received for CIP grants please see **Annex 8**.

5 Plan actions

Community Health Development Officer (CHDO)

A CHDO could be appointed following the publication of the CIP and plays a key role in making the CIP recommendations happen. They work directly with communities and partners to support both the action planning and the delivery of funded projects.

How the CHDO supports the process:

- Connects local organisations and encourages joint working.
- Raises awareness of public health and local services.
- Helps build capacity through support and guidance on grant applications.
- Acts as a link between the community and statutory services.
- Supports evaluation of funded activities.
- Can organise and convene local partnership meetings and health promotion activities.

- If appointed from the local community, the CHDO can be a useful resource with strong local knowledge and trusted relationships in the area.

Visit **Oxfordshire Health Humanities Project website**, to view an evaluation of the CHDO and **Well Together** programmes in Oxfordshire conducted by the University of Oxford in 2024. This evaluation provides valuable insight into the effectiveness of the CHDOs, their impact on the community and the positive impacts of the local grants.

Evaluating progress and outcomes

Once the Community Insight Profile (CIP) is complete and actions are underway, it's important to regularly review what's changed. Evaluation helps us understand whether the work is making a difference, how we can keep improving and how to constantly adapt the local actions to ensure it is helping the community.

Developing a **logic model** for the CIP development process will ensure a smoother evaluation process.
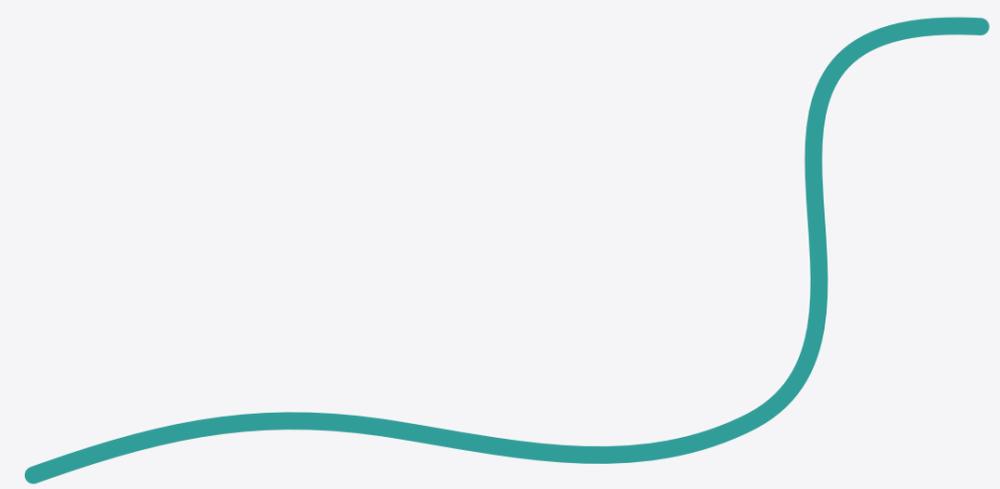
5 Plan actions

Evaluation may cover both:

The action plan – Are the planned tasks being completed? Are they having the intended impact?

Grant-funded projects – Are funded activities helping to meet the CIP recommendations?

These two areas can be evaluated together to give a full picture of progress and ensure that local efforts are working in harmony.

Why evaluation matters:

- It helps the steering group and partners see what's working and what needs adjusting.

- It ensures that local assets and resources are being used in the best way.

- It keeps the work relevant and responsive to community needs.

Questions to consider:

- Are more people getting involved in community life?

- Has access to local groups, clubs, or services improved?

- Are more people offering their time, skills, or resources?

- Are those who were previously less involved now taking part?

The steering group and local partners in the area should agree on the best way to carry out evaluation. This could include surveys, feedback sessions, or reviewing data from local services. The key is to keep it simple, regular, and focused on learning and improving.

Glossary

Term	Acronym	Definition
Action Plan	- NA -	A document providing a clear outline of the tasks needing to be met, including details of regular updates, responsibility and deadlines.
Asset-Based Community Development	ABCD	An approach that focuses on identifying and building upon existing strengths and resources within a community, rather than its problems and challenges.
Community Insight Profile	CIP	A programme of work providing a comprehensive snapshot of the health and wellbeing of a target community, including its demographics, social issues, and economic conditions, to help us understand the community's unique needs and challenges.
Expression of Interest	EOI	A statement indicating interest in a particular project or opportunity.
Geographical Boundary	- NA -	Defined areas that separate different entities. In this framework, the geographical boundaries discussed include county, ward, output area, LSOA or MSOA.
Joint Strategic Needs Assessment	JSNA	Provides information on the current and future health and care needs of the local population to inform and guide decisions on health, wellbeing and social care services within a local authority.

Glossary

Term	Acronym	Definition
Lower Super Output Area	LSOA	A statistical small defined area, made up of 4-5 output areas.
Mailing List	- NA -	A list of names and email addresses of people who information, meeting invites and other material is shared to.
Middle Layer Super Output Area	MSOA	A geographical area, made up of around 4-5 LSOA's. Determined by the latest Census.
Physical Assets	- NA -	Infrastructure or environment resources that can impact health and wellbeing.
Primary Care Networks	PCN	Made up of GP practices working in partnership in their local area.
Soft Assets	- NA -	Non-physical assets in a community, which can involve social and human capital. For example, local organisations and groups.
Steering Group	- NA -	A group of key partners and stakeholders collaborating to steer the Community Insight Profile development and related action.
Terms of Reference	ToR	A document that defines the purpose, scope, roles and responsibilities of a group or partnership.
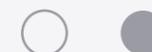
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