

## Case study: Indices of Multiple Deprivation

### Client: Strategy and Business Planning, Cornwall Council

#### Brief

Analysis and policy implications of neighbourhood-level income deprivation in Cornwall, presented to Cornwall Executive Group, which is made up of chief executives representing key public, private and voluntary sector organisations.

#### Background

Every 4-5 years The Department for Communities and Local Government releases the Indices of Multiple Deprivation, which provides detailed data on deprivation levels for all neighbourhoods in England. Financial inclusion was one of the four priority issues among public sector organisations in Cornwall, so a shared understanding of the new income deprivation data was key to planning services. The council was seeking additional expertise in deprivation analysis and data presentation to make sense of the new data as soon as it was released.

#### Solution and project outputs

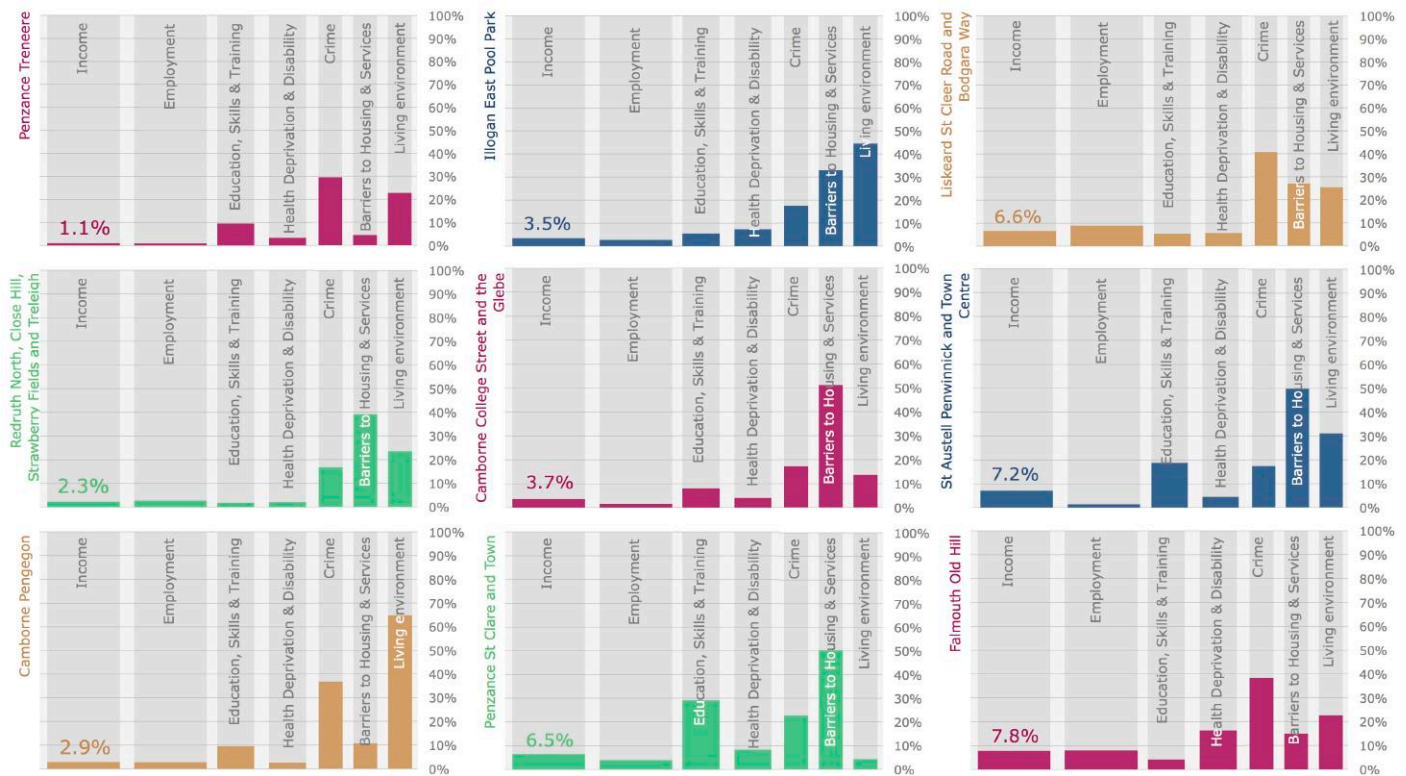
Release day headlines and analysis:

- Top-level analysis and preparation of headline messages produced on the day of the data release. Paper and presentation to Cornwall Executive Group (see extract below and appendix A overleaf)
- Income deprivation paper and presentation
- Geographic analysis of income deprivation across Cornwall
- Recommendations relevant to the role of organisations on the Cornwall Executive Group

#### Deprivation profiles for Cornwall neighbourhoods in the most income deprived 10% nationally

Percentile in England by domain (the lower the score, the more deprived)

Note: the width of the bars is proportionate to the domain's weighting for the overall Index of Multiple Deprivation score



#### Client testimony

“ Kathryn has the unique ability to bring together evidence, strategy and communication. The projects she has delivered for my service have always been of an exceptional standard, adding value way beyond that of a standard data analysis professional.”

– Matthew Barton, Head of Strategy and Business Planning

## Skills and knowledge demonstrated

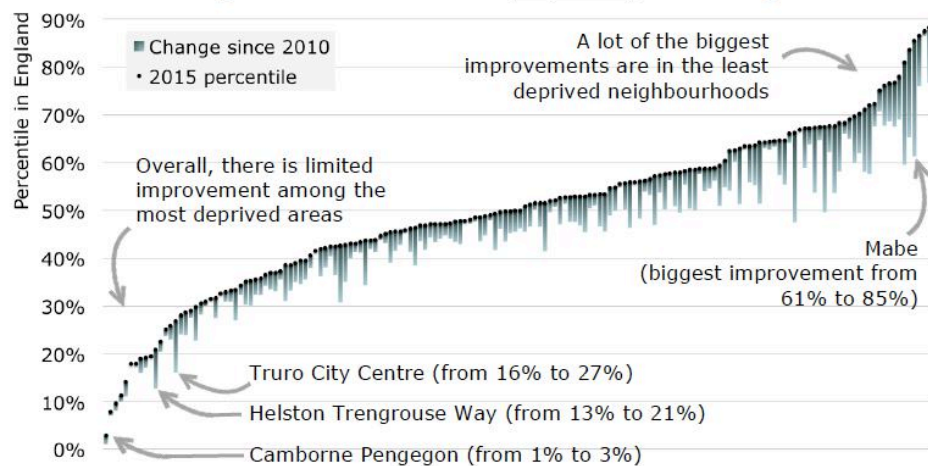
- Vision, advice and constructive challenge on project objectives and outcomes
- Appreciation and awareness of economic, administrative and political issues
- Skills in combining evidence and policy messages
- Ability to seek out government and non-government based evidence sources
- Distilling clear messages into a visual format for senior audiences

## Other potential applications of this approach

- Geographical analysis of other socio-demographic neighbourhood statistics, such as Census data
- Household debt analysis
- Child poverty analysis by neighbourhood
- Recommendations for place-based initiatives based upon research

## Appendix A: Extract from Financial Inclusion report

**Figure 1: Income Deprivation Domain**  
Percentile for neighbourhoods that have improved, and change since 2010



**Figure 2: Income Deprivation Domain**  
Percentile for neighbourhoods that have declined, and change since 2010

