Areas of activities where Census or Census type data are used within London

This list is a compilation of examples of how these data are used, provided by London public bodies such as the London Boroughs, Greater London Authority and its functional bodies, including Transport for London and the Metropolitan Police and the fire service, together with various health bodies.

In these examples, Census data may be used directly or may feed into the development of other statistics which are then used for strategic or service planning or delivery, for programme funding etc.. Nearly all use of data will involve Census data at some point – area classifications use Census data in the modelling process, deprivation indices may incorporate Census data directly or it may go into creating the denominators via population, household or dwelling estimates. Small area income or unemployment estimates use Census data in their construction. The list is endless. Below are some examples of uses within London of Census or Census-type data.

The localism agenda will require increased focus on evidence base. The potential for local communities to make demands on authorities is increased and if councils are to defend their positions/policies or resist community initiatives that they feel would be detrimental or an ineffective use of resources will have to be strongly evidenced. This will need to be at the smallest geographies because those community organisations are likely to be concerned with small areas themselves – eg parish councils, housing estates and other non-standard geographies for which OA’s as building blocks are invaluable.

Strong need for consistent data for small areas across the whole of London, and for some comparability elsewhere, though this comparison may be sufficient at regional level in many cases.

As resources are expected to continue to be constrained the need to target effectively only exacerbates the need for local and accurate data.

Generic description	Specific examples	Geography	Frequency	Data	Reasons
Statutory assessments and reports	Returns across housing and planning functions	various	annual	Population, housing characteristics, tenure	Required by Government
	Joint strategic needs assessments	various	Ad hoc	Deprivation, qualifications, Diversity/Ethnicity, disability, informal care, household type, tenure, limiting long term illness, Vulnerable Localities Index, age	Required by Government
	Equality impact assessments	various	Ad hoc	Ethnicity, age, sex, health/disability, religion	
	Health reports	various	Annual	Health, economic position, age, sex, ethnicity etc	
Budget Allocation	Transport infrastructure	OA		Flow data on workplace/residence by economic position, occupation, mode of travel	These data are used in combination with data from other surveys to create detailed models to forecast future demand for public and private transport, cycling facilities etc.
	Affordable housing provision	LSOA	Ad hoc	All housing chracteristics and household composition	Understanding of demand is informed by knowledge of existing conditions of housing and households
	Children's Centres	Groups of LSOAs	Annual	Population aged 0-4 Deprivation (workless benefits) Lone parents Disabled adults(18-50) and children (0-4) Ethnicity	Allocation to centres depends on data
	Budget cuts across a range of servies	LSOA		Characteristics as relevant – employment, ethnicity, age, social class etc	Helps to target cuts and for residents/businesses to understand why cuts are being made where

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	Child Poverty Strategy	LSOA	Annual	Characteristics associated with poverty - housing tenure, number of rooms, social classification, occupation Age Lone parents, employment status	Reducing child poverty is a key outcome
	Implementing Government initiatives of pooling public funds to achieve better outcomes in a very local area	LSOA/ Ward	Ad-hoc – but regular interest	Population base in order to calculate rates, household composition, language, ethnicity, economic activity (cross-tabbed)	Data is needed to ensure that resources are spent on the right things in the right place.
	Local/neighbourhood/estate budget allocation	OA/LSOA		Various characteristics to build up profiles	Profiles used to determine budget allocation and spending
	Infrastructure and resource planning,	Ward	Annual	Age, sex, migration, household type, dwelllings, communal/private	Used in making recommendations and decisions for major infrastructure spending
	Grants to voluntary/community groups	various	Ad hoc	IMD + characteristics from Census, dependant on project	Organisations encouraged to include data to show levels of need in bids for funding put to councils.
	Funding to give young people the skills and opportunity to get a decent job and escape the threat of poverty.	Wards/ LSOAs	Ad hoc	Cross sectional basic demographics, ethnicity, economic, education, overcrowding, household economic status (IMD) (income)	To inform decisions on where to target funding/programme development
Service Provision/Commissioning	Commissioning services and various funding decisions	Wards and below		Cross tabulations of various data, eg health and age	Vital for underpinning funding decisions and commissioning a range of services
	Social care provision	LSOA	Ad hoc	Care provision, age LLTI, characteristics of carers	Understanding of care already provided and where there are gaps in the need
	Change to electoral registration systems	LSOA/OA	Ad hoc	Mapping various characteristics	Ensuring that electoral registration is as complete as possible

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	Local population projections	Ward	Annual	Single year of age, gender, migration flows (by age and sex) OA level population data by age and dwelling characteristics – tenure, number of rooms	Used as a foundation for a raft of infrastructure, resource and service planning and statutory planning purposes, plus in negotiations with developers, from regional down through local authorities, also by third sector, students and private individuals and private companies
	Local household projections	LA	Annual	Age and sex, migration, household composition, headship rates, dwelling numbers and sizes	Used in planning housing allocation and affordable housing, and as denominators for calculating rates of various kinds
	Local ethnic group projections	LA	annual	Ethnic group x age x sex, (stocks and flows, so migration by above)	Used in planning services, monitoring equalities
	School Roll planning	LSOA or lower Note new areas need to be constructed so v small area data needed.	Annual	GLA ward Projections which use single year of age x sex private/communal Household type, dwellings Migration x age x sex Plan to do rolls based on LSOA level because of DfE requirements	Planning school places at primary and secondary school level. Big budget implications of not enough school places/too many places. Parents not getting children to school of choice sometimes having to get children to different schools far apart at the same time. Also used for planning Free schools. Consequences for environment, transport (more likely to be private), congestion. Plus, appeals process used increasingly and v expensive. LAs provide projections to DfE for funding allocation.
	Pre-school provision	LSOA	Annual	Age, sex	Identifying where there are gaps in the provision
	Youth services	LSOA	Annual	Age, sex	Identifying where there are gaps in the provision
	Childcare places	LSOA	Annual	Age, parental employment	Allows for childcare sufficiency planning, matching supply demand

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	Adult Social Care service planning	LA (with ward input)	Annual modelling	Tenure, carers, health, age, gender, dwellings etc, plus population projections	Vital for forecasting demand for adult social care services
	Advice services	LSOA/small neighbourhood level	Ad hoc	Ethnicity, Language	Need to meet cultural and language needs (eg advice in other languages, female counsellors if required, advice appropriate to Islamic monetary customs etc)
	Employment support/outreach services	Ward/LSOA	Monthly/Annual	Age x equalities x economic position, qualifications, parental status, languages. Also denominators for Claimant Count/modelled unemployment, by age	Can be very different needs for neighbouring areas within LA, and can vary over short time periods, so targeting avoids wasting resources, plus knock-on effects of unemployment (people less willing/able to afford travel for employment support than for a job) Planning the right interventions for the right areas is crucial
	Improving public transport provision			Car ownership, journey information	Planning public transport provision
	Public Transport Accessibility Level ratings and hotspot mapping			Health/disability, age	Ensuring that special needs for accessing public transport are met
	Travel campaigns eg Cycle to work			Mode of travel, workplace flow data	Improve take-up of cycling as an option
	Domestic Violence Services	LSOA and below	On-going	Languages spoken Nationalities Ages Ethnic Groups Housing Issues Deprivation Cross tabulations of above	Inability to target problem areas means that it will harder to address where most issues present, which will either result in a failure to reduce DV or wasting resources because of poor targeting.
	Healthcare provision	Small area		Population attributes eg ethnicity and age	Providing appropriate care

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	Public Health campaigns	Small area		Population characteristics – risk factors eg social class, deprivation, age, ethnicity, language	Targeting helps authorities to save money on campaigns to tackle obesity, teenage pregnancy, diabetes, smoking, breast screening
	Identifying and addressing health inequalities eg life expectancy, infant mortality	LSOA	Ad hoc	Age, health, deprivation	Analysis of health data alongside derivation enables understanding of differentials and inequalities, allowing evidence-based interventions and commission decisions
	Targeting recycling improvement campaign	OA/postcode (Mosaic)	current	Property type, household type, language, inc English use	Particular types of households are less likely to recycle than others, so targeting helps improve this eg transient populations such as students, or where English is not main language
	Regeneration/major project programmes	LSOA	current	Household type, various population characteristics	Used to steer direction of new projects in growth areas
	Library, leisure and culture services	OA		Various small area Census data, plus Segmentation data (eg Mosaic/Acorn)	Used to ensure that services are located appropriately and that they provide for the needs of local people effectively
	Waste services	OA		Various small area data, plus Segmentation data (eg Mosaic/Acorn)	Used to ensure that services are located appropriately and that they provide for the needs of local people effectively
	Community Safety Risk Assessment	LSOA/Ward	2-3 years	Household characteristics, Deprivation indices, Mosaic	Modelling risk areas for Home Fire Safety Visits; Identify schools for School visits

Generic description	Specific examples	Geography	Frequency	Data	Reasons
	Partnership Strategic Assessment , Local crime and ASB policy/delivery	Ward/LSOA/ User defined (based on OA)	Ad hoc	Age, ethnicity, language, overcrowding, tenure etc, with crime/asb dat, IMD	Area profiles created for everything from identifying levels of vulnerable victims to likely involvement in anti-social behaviour, supporting operational and strategic tasking, setting priorities
	Creation of vulnerable localities index			Range of indicators	Targeting resources to reduce crime by linking data on vulnerability with crime data
	Prevent strategy, VAWG service commissioning "Prevent" is about preventing violent extremism	LA / Small areas	Ad hoc	Used in conjunction with other data sets to prioritise areas and different groups of people/communities based on their level of need against a defined list of characteristics.	Data is needed in order to prioritise issues and focus resources where they are most needed
Monitoring/ evaluation	Equalities monitoring, impact assessments	All levels	Ad hoc	Equalities – ethnicity, age, sex, disability, religion, sexuality etc	Across a wide range of pulic decisions and services, to ensure that services are provided appropriately and proportionately and decisions made equitably EG negotiate with developers or relevant groups, in making opening closing decisions such as libraries, play facilities,
	GPs required to carry out monitoring	LSOA	ongoing		
	Monitoring of employment rates and labour market participation	Ward/LSOA	ongoing	Population and household denominators, along with attributes	Monitoring effectiveness of programmes against funding from ESF and elsewhere
	Understanding population characteristics and monitoring change following changes to the transport infrastructure		Ad hoc	Population on both residence and alternative bases, including workplace	

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	Defining planning baselines and benchmarking	Small areas – often individually designed	Annual reporting	Population, age, ethnicity, religion	Legal requirement to carry out monitoring
	Policy/programme evaluation	As above	Tracking change over time of project	Across the board, often cross-tabulations	Assessment of effectiveness of policies or programmes – implications for future policies and programmes
	Benchmarking for residential care funding		Ad hoc	Tenure, age	Investigating why one LA needs to fund more residential care than other LAs
	Monitoring impact of new development		Ad hoc	Dwelling type and size	
	Monitoring crime levels	Ward/LSOA	annual	Population as denomintors	
	Monitoring impact of Welfare Reform Project on migration into, out of and around London boroughs	OA/LSOA	Current/tracking change	Property type, household type, tenure, housing stock, social housing, indicators of deprivation	Tracking migration in the context of welfare reform, in particular the cap on benefit receipt and the characteristics of the areas affected by both inflows and outflows
	Language support	Ward	On-going	Population Age Languages spoken Deprivation	Failure to have the information would mean that resources are wasted on contracts that are not meeting the needs of local commmunities
	Library customer profiles	Bespoke areas built from postcodes	Ad hoc	Mosaic (which in turn is built using Census data)	Understanding which types of customers are being attracted and which are not. In turn this ensures that library services can meet the needs of a wider cross section of the population.
	Profiling parking permit applicants by method of contact		Ad hoc	Mosaic (which in turn is built using Census data)	Understand how to drive or target channel change
	Attributes of victims of crime		Ad hoc	Mosaic (which in turn is built using Census data)	

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	Residents Panels etc	Borough/ small areas	Ongoing	Range of population characteristics	Panels must be representative of LA population. Census data used to target areas for recruitment of hard to reach groups
	Under occupancy study	Sub-ward	Ad hoc	Households with no usual residents	Comparing at LSOA and OA level across London
	Language mapping	Data defined	Ad hoc	Mapping linguistic communities (using 2011 Census data)	Identifying areas with high levels of any language
Bid for Funding/ attracting private investment	Examples include: Neighbourhood Renewal Mary Portas Fund, Working Neighbourhoods Fund, ESF grants, Future Jobs Fund, Prince's Trust, RDF funding Super-connected cities Fulfilling Lives (Funding streams always evolving)	LSOA/Ward		Population and characteristics, deprivation (IMD which relies heavily on Census as a basis for denominators as well as providing direct indicators)	Census data has been a critical element in many funding streams It helps to ensure that funding is targeted where it will have the greatest impact. **There are no other sources of nationally comparable data for small areas that would allow this funding to be allocated so carefully.** Many millions of pounds have been allocated where Census data has been a key part of the evidence base for the decision
	Family Recovery Programmes, Sponsorship of transport and local schemes	LA/ Small areas	Ad-hoc project base	Local rates of crime, health issues, worklessness by target cohort, age, gender, family composition, diversity characteristics	Without robust evidence of impacts in communities as a whole the ultimate success of such initiatives will be hard to gauge and therefore attracting interest much more difficult
	Olympics	User-defined areas based on small area data	Ad hoc and ongoing	Range of equalities and other data	Census and Census-derived data were used in the Olympic bid, in determining many decisions in the run-up to the Olympics and continue to be used in the legacy work

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Strategic Planning	Informing evidence based policy on regeneration, employment, housing, crime and deprivation	LSOA	Ad hoc	employment, housing, crime and deprivation, age	Ensuring that priorities are recognised and that all groups are served equitably, defining which areas are in need of interventions
	Identify fire risk factors	LA	Annual	Household/population	Identify risks on LA level for Borough planning
	Forward planning	LA		Population and household projections by age, sex and household type	Modelling long term forecasts; calculating performance indicators in non-census years
	LEP strategy	LSOA	Ad hoc	Labour market, ethnicity et al	Strategy for economic growth and improving skills for getting people into appropriate work
	New development yield planning	OA	Ad hoc	Age x dwelling characteristics – tenure, rooms, bedrooms	Underpinning population projections, particularly those for large developments, Also underpinning decisions on regeneration and Section 106 contributions
	Housing Strategy			Population, households, various attributes including age and household composition	Census data combined with Housing Needs Surveys to identify housing trends and confirm strategy priorities. Also determine priority areas and many millions of pounds of investment for both market and social houing.
	Sustainable Community Strategy				Census data helped to inform understanding of growth and cohesion of communities
	London Plan - setting tenure mix for new developments	Sub LA/ LSOA	Annual	Tenure	Ensuring that the London Plan's policies create mixed and balanced communities. Sub-local authority data from the Census is currently the only source of information on tenure at a sufficiently fine-grained scale.
	London Plan - identifying areas for renewal	LSOA	Current	Deprivation	Used to identify areas for funding allocation and targeted policies

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	Waste Strategy (especially tackling recycling contamination)	Ward or lower			Targeting policies to the appropriate areas and cohorts
Town Centre/Development Planning	Matching job opportunities with labour supply	User-defined from OA	current	Ethnicity, proficiency in English, main language, country of birth	Kingston bid successfully for three years (2010-12) of funding support for the project in 2009, which came to a total of **£286,700**. The new bid is also estimated to be around **£300,000**
	Provision of car and cycle parking facilities	OA	Ad hoc	Mode of transport, workplace flow data	
Housing Provision	Planning appropriate development			Tenure, overcrowding, household size/composition, car availability, income (IMD useful but income would be better)	Ensuring housing developments are of appropriate sizes and tenures to provide a balanced mix of suitable housing
	Supported housing	Ward, LA	Ad hoc	LLTI, health, population projections, tenure, migration	Identifying the need for supported housing for older people
	Car and cycle parking allocations	OA		Mode of travel, commuting data, housing, age	Ensuring adequate provision at new developments
	Open space allocation	OA		Population density	Ensuring appropriate DC decisions
	Improving housing conditions			Vulnerable groups, housing conditions	Targeting improvements and support, introducing licensing for private landlords
	Community infrastructure & Section 106 negotiations	ward		Projections (see elsewhere for inputs)	Data are used in negotiation with developers
Other planning decisions	eg businesses, including change of use, community facilities, including places for worship etc	OA/LSOA	"current"	Population, daytime/working population, age, ethnicity, religion	Implications of making appropriate policy and DC planning decisions
	Emergency Planning	OA/LSOA	Ad hoc	Full range of population characteristics, language, health, age, ethnicity, religion	Identification of areas with vulnerable groups and where alternative cultural responses need to be considered

Generic description	Specific examples	Geography	Frequency	Data	Reasons
	Climate Change Adaptation	OA	Ad hoc	Population density, tenure, age structure	Used with flood risk data develop action plans to deal with extreme weather conditions
Keeping up-to-date on population characteristics and churn	Promoting awareness of council services	LSOA	Annual	Language	
	Population profiles	Ward/LSOA	Ad hoc	A broad range of characteristics and cross-tabulations, including data on alternative bases	To allow political and other area and community representatives to gain a better understanding of the area and the people they serve
	Outreach projects			various	Appropriate targetting
	Alternative populations	OA/LSOA		Characteristics of alternative populations, eg workers, visitors, short term residents	Understanding the size and characteristics of different groups of people in London, not just the "usual residents" is vital to making relevant planning decisions and delivering appropriate services
Surveys	Survey targetted sampling frame/grossing/verification		Ad hoc	Full range of data to ensure that samples match or are grossed to reflect the known characteristics of the population	Surveys of residents are carried out from time to time, with Census used to gauge validity of samples, to target particular areas to increase samples of particular population types and to assist with grossing
Provision of data to third parties (who may be working in partnership or stakeholder engagement or may be entirely independent)	Charities	Mainly wards (because they know what these are)		Various	

Generic description	Specific examples	Geography	Frequency	Data	Reasons
	Outsourced functions		Annual – ad hoc	Various	
	Academic/education	Variable	Ad hoc	Varous, often cross-tabulated	
	Voluntary/community groups	LA-OA	Ad hoc	Often focussing on one particular group, eg children or one ethnic group etc	
	Private sector	Often bespoke built from OAs/LSOAs	Ad hoc		
	Private individuals (unknown reasons, but may fit into above)				
	Sporting/leisure organisations	ward		Deprivation	
				Income and Debt	
Not specified	Assessing disadvantage/need	LSOA		Deprivation, but uses proxy of social housing at postcode level	
	Identifying need	LSOA	Ongoing	Deprivation, child poverty indicators	These are vital data, that rely in turn on Census data
	Area Profiling	Ward or neighbourhood (requiring LSOA/OA)	Ad hoc	Full range of Census data, often combined with information from other sources, such as crime/anti-social behaviour, environmental data, health data	These area profiles are widely used by different departments, third sector organisations and the general public as well as politicians to help with their understanding of an area and often how it compares with other areas. This has a very wide variety of applications.
	Mapping of data	Ward/ neighbourhood/ LSOA/OA	Ad hoc	A wide range of Census data are mapped at various geographies.	These in turn are used by other departments, third sector organisations, health bodies to help determine service provisions, schemes, funding, resource allocation etc etc

Generic description	Specific examples	Geography	Frequency	Data	Reasons
	Group profiles eg age group, ethnic group, household type	LA/Ward	Ad hoc	Many cross tabulations with the group of interest	These are widely used by departments and third sector organisations to plan services and support funding bids

OAs most often used as building blocks, but for different areas at different times – sometimes estates or catchments, radiuses or distance from transport hub etc

The ability to re-define small areas (by grouping/re-grouping LSOAs/OAs) to inform service planning and budget considerations is key.