

# Origins Cohesion ATLAS

## Introduction document

### What it is

**WHAT** makes one place more able than another to adapt to new arrivals?

**WHO** lives in your authority, and how can you build coherent, united neighbourhoods?

**WHERE** is change happening, and how can you keep ahead of it?

**HOW** can you stay in control of the story and narrative for your place?

A Cohesion ATLAS provides a bespoke area profile for migration and integration. Built on name recognition data, it reveals shifts in the composition, size and location of non-white British communities. Each ATLAS supplements this with other insights that impact on community relations - the result being a comprehensive guide to an authority's cohesion context. This allows changes to be anticipated and addressed in inclusive, localised ways, and lets tensions be spotted early.

Underpinning this are broader precedents for how communities tend to evolve and what the migration challenges are likely to be in different types of place. So, as well as explaining an area's specific characteristics, the Cohesion ATLAS helps place an authority within a wider, national migration story.

“ *In many cases...the available data are already feeling out of date (for example where we rely on the Census which, while comprehensive and rich, is only conducted every decade, with the most recent results coming from 2011). In others, data are not available at a sufficiently granular level to pick out trends that might exist or be emerging in smaller or newer groups in society. Better data and research are needed across a range of issues relating to integration.*

*Louise Casey, The Casey Review*





## How it works?

The starting point for each Cohesion ATLAS is the name recognition tool Origins. This identifies migration patterns and the ethnocultural makeup of populations, providing deep insight about changes happening in the community.

The insight is:



### GRANULAR

*Capable of drilling down to postcode level to understand specific neighbourhoods*



### LIVE

*Based on real time, contemporary data, and able to map change since 2011*



### SOPHISTICATED

*Analyses deeper characteristics of change, not just top-line numbers*

This core dataset is brought to life by a series of maps, and is used to arrange the authority into clusters with different cohesion challenges and forms of migration. The ATLAS combines this with other insight that impacts on community cohesion - social attitudes, crime data, voting behaviour, service outcomes, etc - depending on the challenges faced.

The package also lets you analyse the makeup of those using different services, by embedding the Origins software into council systems.



*[There's a] distinction between levels and changes in diversity at the local level... The former dampens anti-immigration feeling while the latter elevates it.*

*Eric Kaufmann, DEMOS*

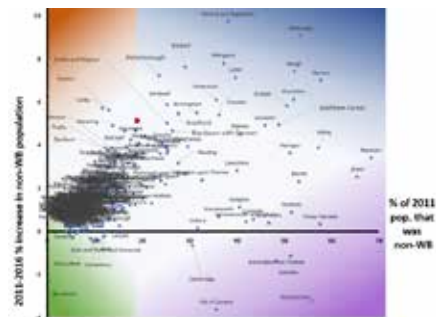
## What the ATLAS looks like

The images to the right are from a Cohesion ATLAS for an Outer London borough. These sorts of maps and datasets provide the basis for any ATLAS.

To start with, we looked at how the local authority compared with other councils. In the top image, the red dot shows where the area fitted in in terms of the level of its non-white British population and the rate of change. Despite a relatively low level, Origins numbers showed that the council was changing at the 18th fastest rate in the UK. Drilling down, Origins let us see how the non white British population was distributed. The darker shades of green show postcodes where non-white British populations are larger. This showed a very uneven distribution, with a clear north-south divide. In particular, several wards were clear outliers.

By comparing 2011 and current data, the tool also let us see where change was happening. The map shows this to ward level (although the tool can drill down in more detail). Darker shades of purple show bigger increases in the non-white British population.

Change is a crucial factor. Rapid change from a low base often leads to cohesion challenges. In the area we were looking at, this showed that certain wards were the fastest changing and the most vulnerable to tensions. The findings bore out when we ran focus groups on the ground to talk to residents



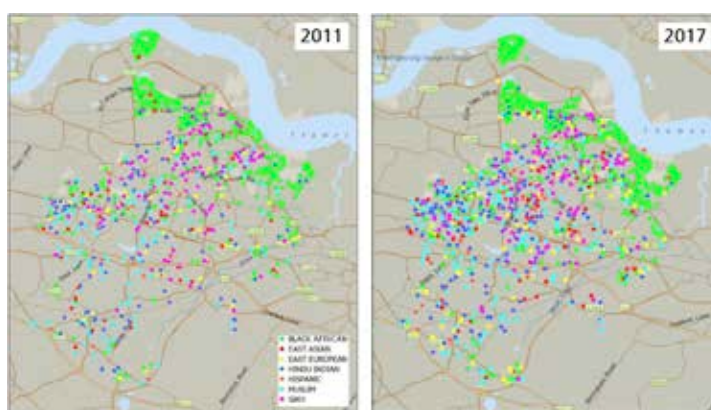
**“ Whether in respect of separate educational arrangements, community and voluntary bodies, employment, places of worship, language, social and cultural networks, many communities were operating on the basis of a series of parallel lives. Often, these lives did not seem to touch at any point.**

*Ted Cante, Oldham Riots Independent Review*

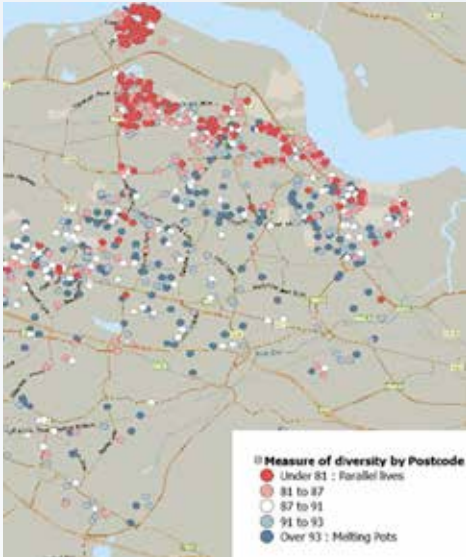
The insight also showed which backgrounds the non-white British community in the borough came from. The next set of maps show the 'dominant minority' - that is, the most common non-white British group - in each postcode.

Black African groups - particularly Nigerian communities - were most common in the north. The middle and south of the borough were more intermingled.

By comparing the data for 2011 and 2017, we could see how this had changed - particularly in the west and centre.







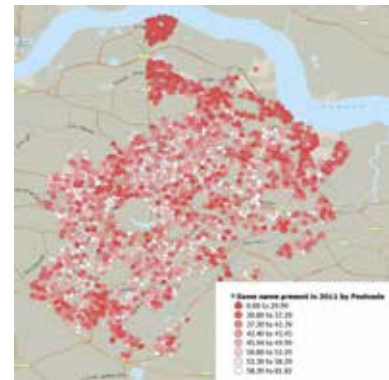
The Cohesion ATLAS also revealed the deeper characteristics of migration. Using a different dataset, we looked at how diverse the non-white British community was.

The map to the left shows in red the postcodes where the non-white British populations tend to be from one group (known as 'parallel lives'). And it shows in blue those where the non-white British population comes from a wider range of groups (known as 'melting pot' areas).

This again showed a north-south distinction: more 'parallel lives' in the north, and more 'melting pot' migration further south. This has implications for dialogue between communities - and for how the council meets residents' needs.

The next map shows the 'churn' in the borough. This is the figure, to postcode level, for how many names stayed the same between 2011 and 2017. The darkest shades of red are the places where turnover was highest.

This basically reveals the levels of transience and settledness. It has implications for cohesion, but also for delivery and communications around services.



We then pulled this together into a typology for the area. This identified five clusters of wards - with different dominant minorities, different non-white British levels and rates of change, and different levels of diversity.

This linked into the other data we collected - some publicly available, some provided by the council - ranging from the level of the far right vote to average age to house prices - all of which impact on how people are likely to respond to change.

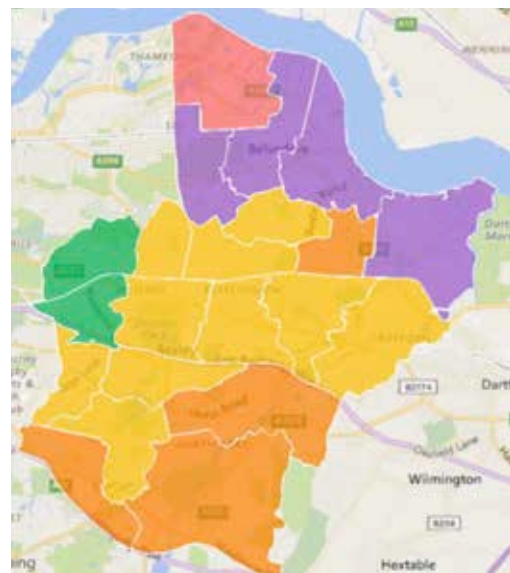
**Cluster 1)** Majority non-WB population, mono-cultural, high % of change

**Cluster 2)** Fairly large non-WB population, mid/high % of change, melting pot and mono-cultural areas

**Cluster 3)** Moderate WB population, high % of change, diverse non-WB population

**Cluster 4)** Large WB population, fairly high % of change, diverse non-WB population

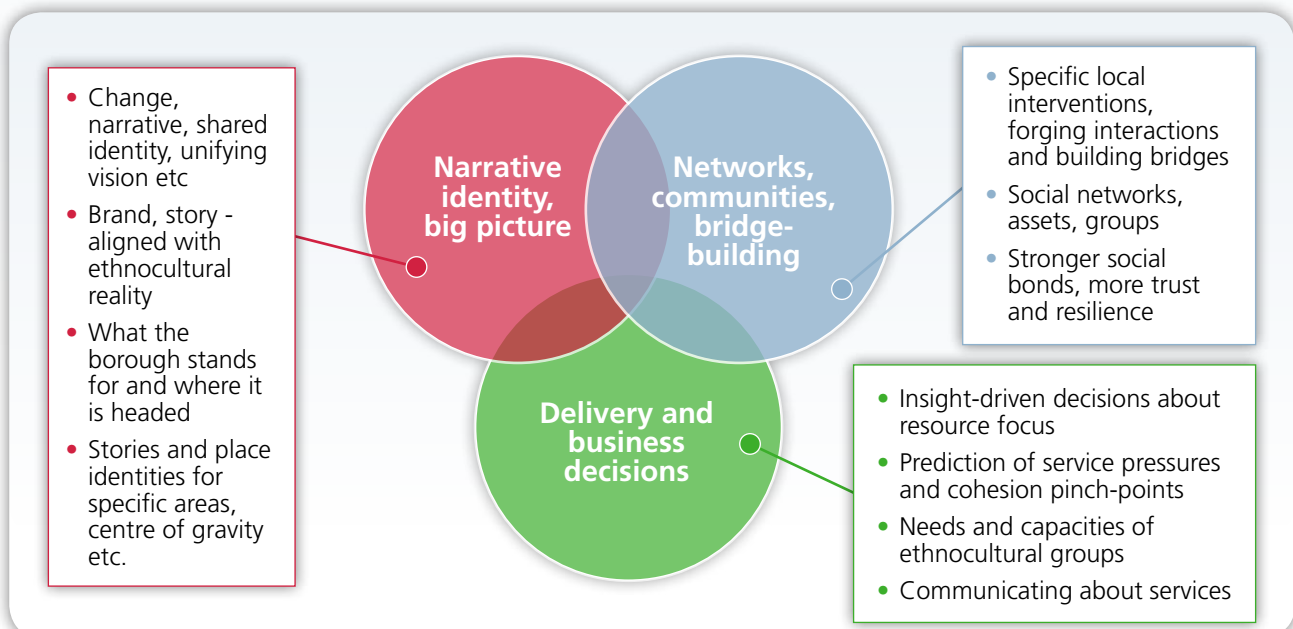
**Cluster 5)** Large WB population, low % of change, diverse non-WB population



## How the ATLAS can be used

The Cohesion ATLAS plots an area's cohesion trajectory, identifying pockets of 'parallel lives' migration, and finding pinch-points where change and transience is sharpest. This insight informs almost everything a council does. Bridges can be built. Divisive narratives can be challenged. Service pressures can be mitigated. Councils can pre-empt cohesion issues, and plan for the long-term policy implications of engaging with different communities.

Meanwhile, the additional service analysis included in the Cohesion ATLAS lets the council analyse service users, identifying which Origins groups are over- and under-indexing. Plotting this against geographical data enables the council to change behaviour or start developing strategies that help different groups access services. The venn diagram below shows the three key ways in which the findings can be applied.



*Using insight about the makeup of our borough and how it was changing, we were able to create strategies for different neighbourhoods, based on the reality on the ground.*









*The combination of comprehensive data and grass roots cohesion expertise let us adapt to how we were changing as a place.*

*Ginny Hyland, Head of Community Partnerships, London Borough of Bexley*

## Core components

The table on the following page shows the core aspects of the package. These are brought together into a full TCC Cohesion ATLAS, which can be presented across the council. It includes a top-line theory of change, alongside bespoke strategies for different parts of the borough and for the access to/ use of key services.

TCC works with the council over a sustained period to put the insight into practice in these ways. This can include work to change a service behaviour, resident workshops to develop new narratives around a place with low cohesion, or specific peer-to-peer projects to create interactions.

Component	Content	Outcomes
<b>Top-line context</b> 	<ul style="list-style-type: none"> <li>Simple, explanatory top-line for the area as a whole</li> <li>Overall data includes: level, change, diversity, churn and dominant minority</li> </ul>	A broad sense of where the area fits into the national cohesion context, compared to other councils
<b>Level and change</b> 	<ul style="list-style-type: none"> <li>Postcode level data for level of the non-WB population</li> <li>2011 equivalent as comparator</li> <li>Ward level change data since 2011</li> </ul>	A granular analysis of which areas have a history of migration and how they are changing - predicting tensions around change
<b>Dominant minorities</b> 	<ul style="list-style-type: none"> <li>Data for dominant non-WB minorities mapped to postcode level</li> <li>2011 equivalent shown as comparator</li> <li>Data also deduced to ward level</li> </ul>	An understanding of which ethnocultural groups are most prevalent, where they live, how concentrated they are and how this has changed
<b>Diversity</b> 	<ul style="list-style-type: none"> <li>Diversity data to postcode level</li> <li>Helps ascertain different challenges - 'parallel lives' or 'melting pot'</li> </ul>	A detailed insight into how mixed non-white British populations are - with implications for service access and community dialogue
<b>Churn</b> 	<ul style="list-style-type: none"> <li>Transience and settledness data per postcode</li> <li>Based on how many names remain the same since 2011</li> </ul>	A breakdown of how stable and settled areas are - with implications both for service decisions and how people feel about their community
<b>Typology</b> 	<ul style="list-style-type: none"> <li>Ethnocultural typology, to ward level, to inform overall strategy</li> <li>Segments areas into ward 'clusters' - based on level, change, diversity, churn and dominant minority</li> </ul>	A strategic overview of the core types of neighbourhood, allowing specific strategies for places with different types of relationship with migration
<b>Factors and correlations</b> 	<ul style="list-style-type: none"> <li>Deep dive into non-ethnocultural data - mapped against typology to find correlations</li> <li>Housing, voting patterns, population density, age, civic engagement, crime, attainment, health, deprivation etc</li> <li>Can be sources using publicly available data - or using figures provided by the council</li> </ul>	A deep dive, to ward-level, into non-ethnocultural factors - including both those which are potential causes of poor cohesion, and potential consequences of it
<b>Service use analysis</b> 	<ul style="list-style-type: none"> <li>Analysis of a council dataset in a given service area/ outcome, data provided by the council</li> <li>Benchmarked against borough-wide data for which groups under - and over - index, along with commentary</li> </ul>	A sense of which ethnocultural groups are over- and under-indexing, in terms of specific outcomes or uses of certain services


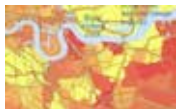
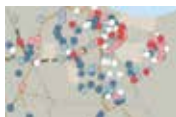
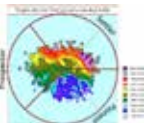
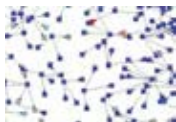



## Who we are

The Cohesion ATLAS is compiled by TCC. We are local authority research specialists who have worked on the frontline of cohesion and community engagement issues for over a decade - for individual councils as well as for the LGA. The insight on which the ATLAS is developed is developed by our partner organisation, Webber Phillips.

## Other components

The components listed below can be added to the Cohesion ATLAS, depending on migration context and strategic needs. For example, the full licence allows the council to explore their own data using the licence, embedding it in every aspect of the day-to-day running of the council. This might help an authority which is looking to ensure service users are representative of the borough as a whole.

On the other hand, analysis of values or social networks is more applicable to councils dealing with rapid change, helping predict how local people will respond to demographic shifts.

Component	Content	Outcomes
<b>Software licence</b> 	<ul style="list-style-type: none"> <li>Full Origins licence, letting the council do ethnocultural analysis of service data</li> <li>Installation and ongoing tech support</li> </ul>	The software required for the council to carry out Origins analysis of all internal datasets
<b>Zoomed-out view</b> 	<ul style="list-style-type: none"> <li>Change, to ward level, for all bordering local authorities</li> <li>Dominant minority, to postcode level, for all bordering local authorities</li> </ul>	A big picture understanding of neighbouring areas - e.g. the whole East London to Essex corridor - so you can look at wider patterns of migration
<b>Zoomed-in view</b> 	<ul style="list-style-type: none"> <li>Dominant minority, to postcode level, for every ward in the authority</li> <li>Diversity, to postcode level, for every ward</li> <li>Can be done just for specific wards in some circumstances</li> </ul>	A closeup analysis of an individual pocket of high change or 'parallel lives', allowing a bespoke strategy for a community or estate to be drawn up
<b>Values</b> 	<ul style="list-style-type: none"> <li>Values Modes survey for local authority, by ward</li> <li>Values influence likely reaction to change</li> <li>Based on primary research by TCC across the local authority</li> </ul>	A sense of the core values and motivations local people have in different communities - which has clear implications for how people are likely to feel about change
<b>Attitudes/trust/networks</b> 	<ul style="list-style-type: none"> <li>Key questions to establish ward-by-ward topline</li> <li>Trust of council/ neighbours, pride in the area, optimism, agency, civic engagement, openness to difference</li> <li>Networks: bridging and bonding capital, people known in neighbourhood etc</li> </ul>	Analysis of the levels of trust and connectedness between citizens, helping predict resilience in the face of change and churn
<b>Social assets</b> 	<ul style="list-style-type: none"> <li>Map of assets - social capital, meeting places, bridging and bonding</li> <li>Pubs, stations, cafes, community centres, parks, libraries, shopping precincts, etc</li> <li>Ward-by-ward index for borough as a whole</li> </ul>	A map of the social assets, hubs and meeting places in the local authority area - a significant predictor of social capital and community cohesion
<b>Three-year follow-up data</b> 	<ul style="list-style-type: none"> <li>Ethnocultural data, by ward, for level, change, diversity, churn and dominant minority</li> <li>Turned into an updated typology with maps and commentary on intervening change</li> </ul>	A comprehensive update, showing ethnocultural developments in the intervening period
<b>Ongoing membership</b> 	<ul style="list-style-type: none"> <li>Long-term member relationship, offering connection with other councils and ongoing support</li> <li>Two half-day conference/ workshops a year, offering Origins analysis and TCC advice on particular cohesion issues</li> <li>Free over-the-phone consultation as and when required</li> </ul>	Continued, ongoing support for the long-term, providing: <ul style="list-style-type: none"> <li>a) opportunities to network with councils facing similar issues, and</li> <li>b) ongoing support with addressing specific cohesion issues</li> </ul>





**TCC** | values  
first  
the**campaign**company.co.uk

The Campaign Company, Suffolk House, George Street, Croydon, CR0 1PE  
**t** +44(0)20 8688 0650 **e** cclarke@thecampaigncompany.co.uk **w** www.thecampaigncompany.co.uk