

A decorative graphic consisting of several concentric, overlapping circular bands. The left side of the graphic is composed of blue bands, while the right side is composed of green bands. The bands have a slight gradient and are arranged in a way that they appear to be part of a larger, incomplete circle.

HSF4 – Data insights

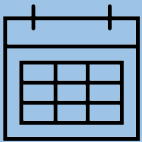
Referral figures

Referrals processed by the team



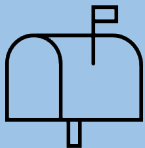
South: 440
Vale: 507

Average referrals submitted



60 a week/ 12 per working day

Postal referrals



South: 18%,
Vale: 15%

Duplicate referrals



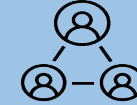
South: 20
Vale: 18

Referrals outside of our districts



5
(3x Oxford City Council,
1x West Berkshire, 1x
West Oxfordshire)

Signed up agencies that submitted referrals (with returned MOUs)



88%

Average working days for vouchers to be sent



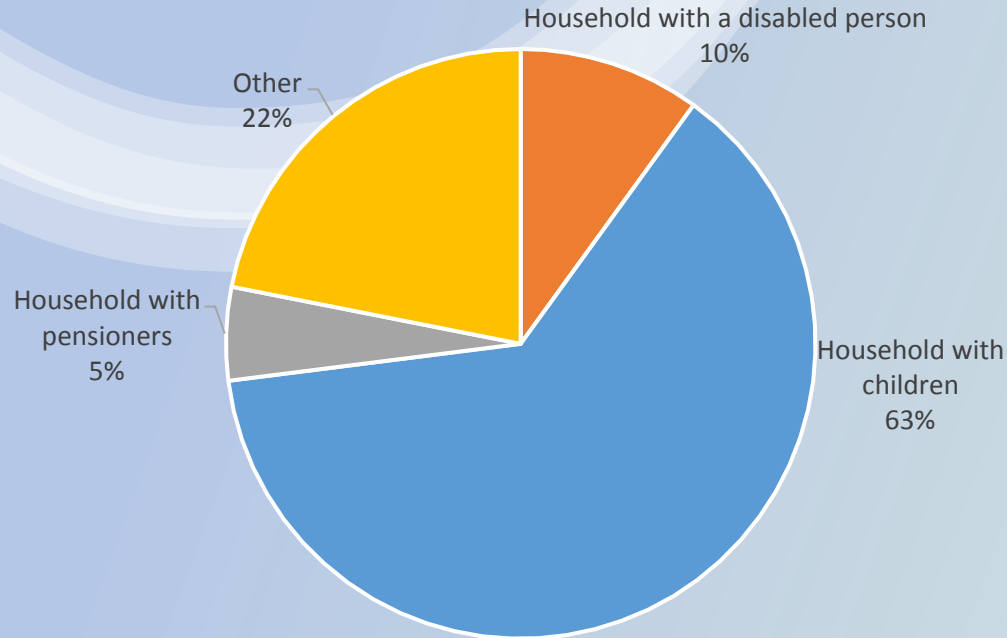
Email: 4 working days



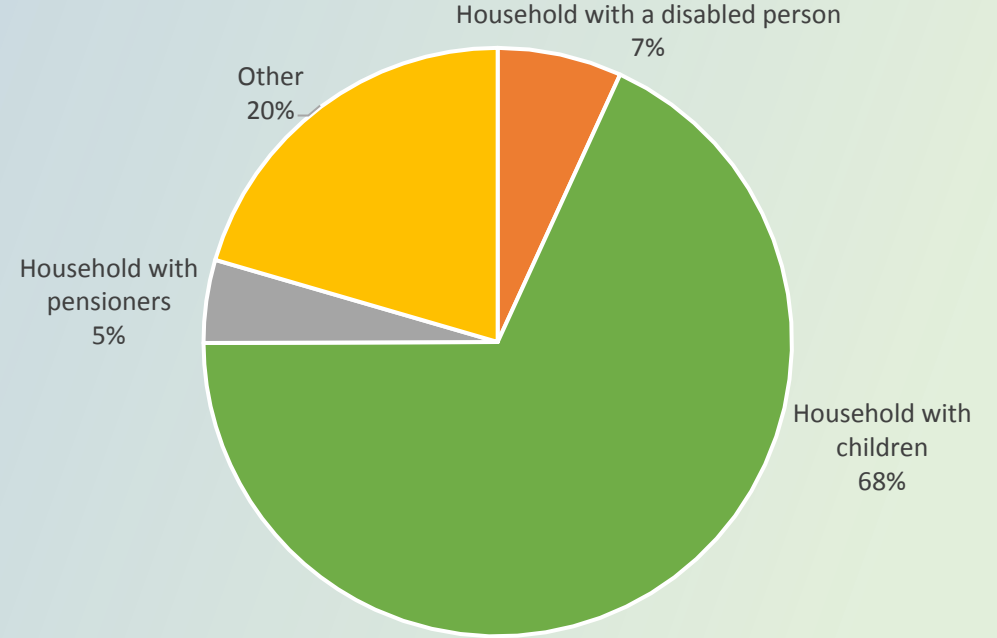
Post: 6 working days

Demographic split

South

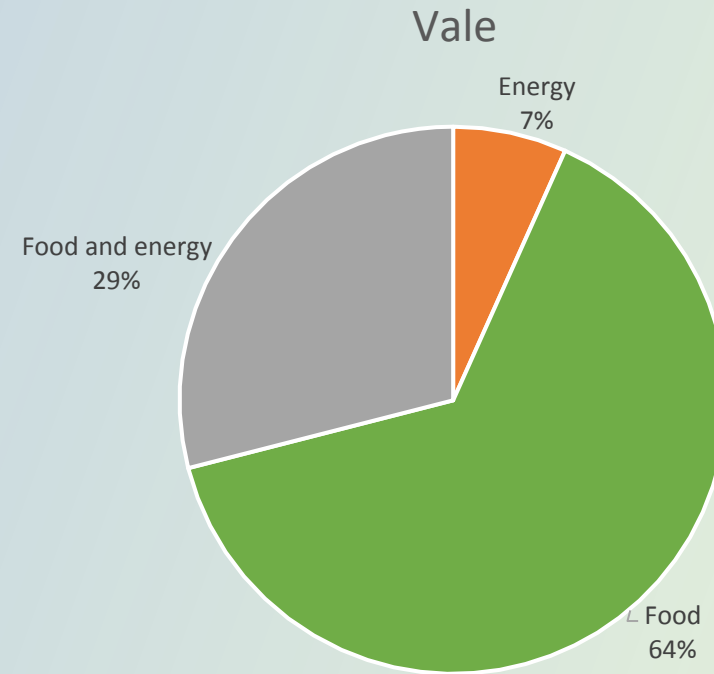
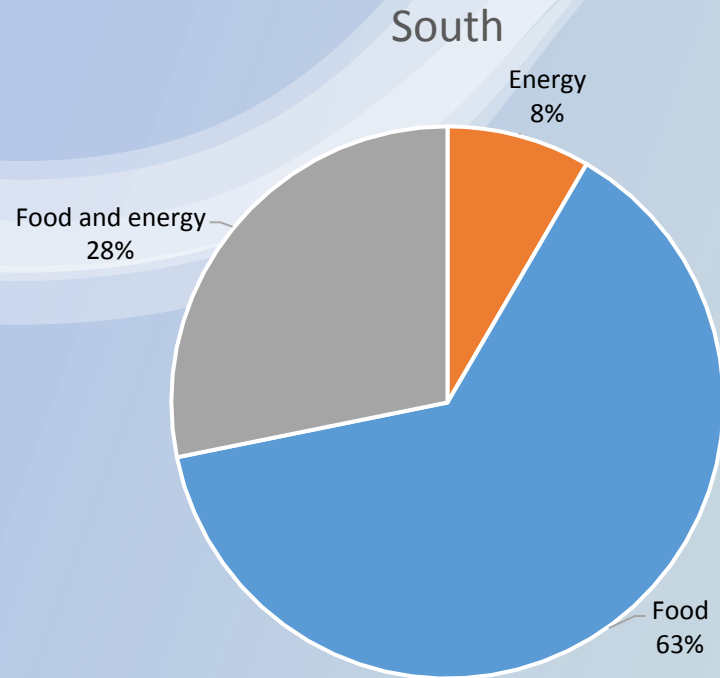


Vale



- Very similar demographic split across South and Vale
- ‘Other’ households made up about 1 in 5 referrals. This would include working age households without dependent children.
- Low number of referrals for
 - households with a disabled person, and households with pensioners.
 - homeless people – 1 referral in South, 8 in Vale

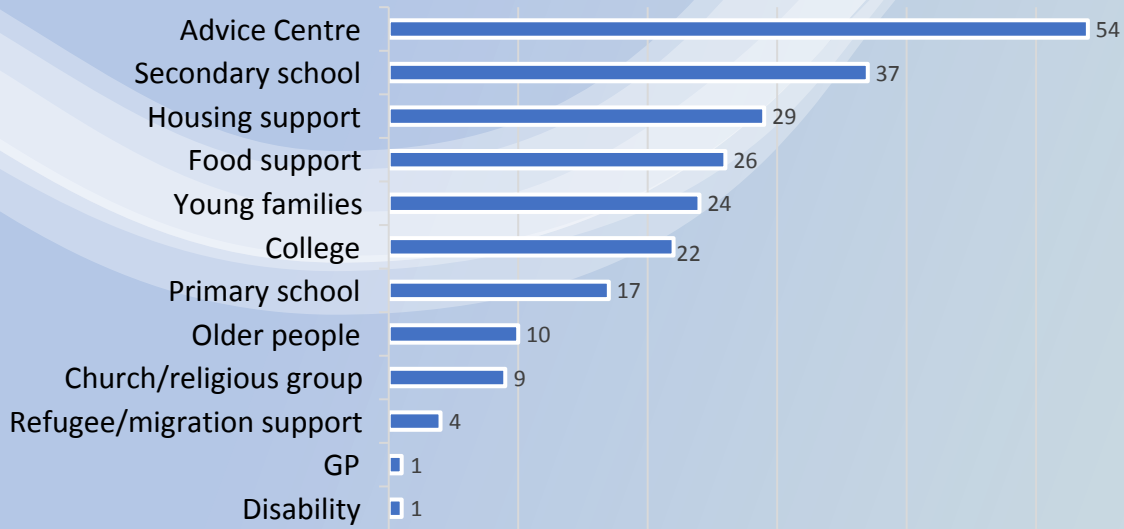
Voucher types



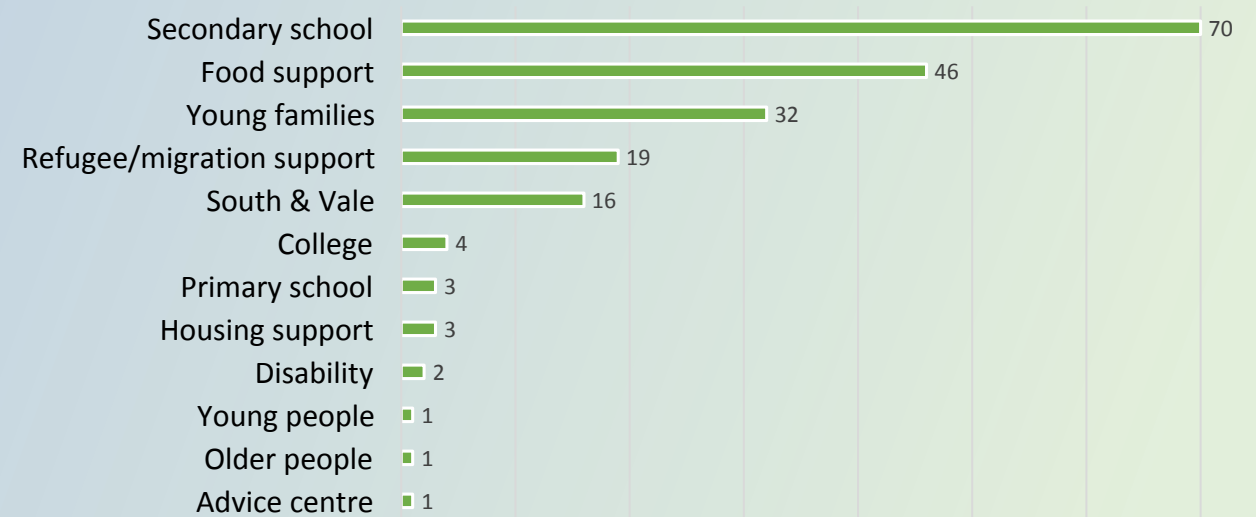
- Most referrals requested food vouchers only
- Around 1/3 requested energy vouchers as part (or all) of the referral
- Very low take-up for energy vouchers only, could this be because:
 - more difficult to redeem?
 - less flexible than grocery vouchers?

Which sectors are most referrals coming from?

South

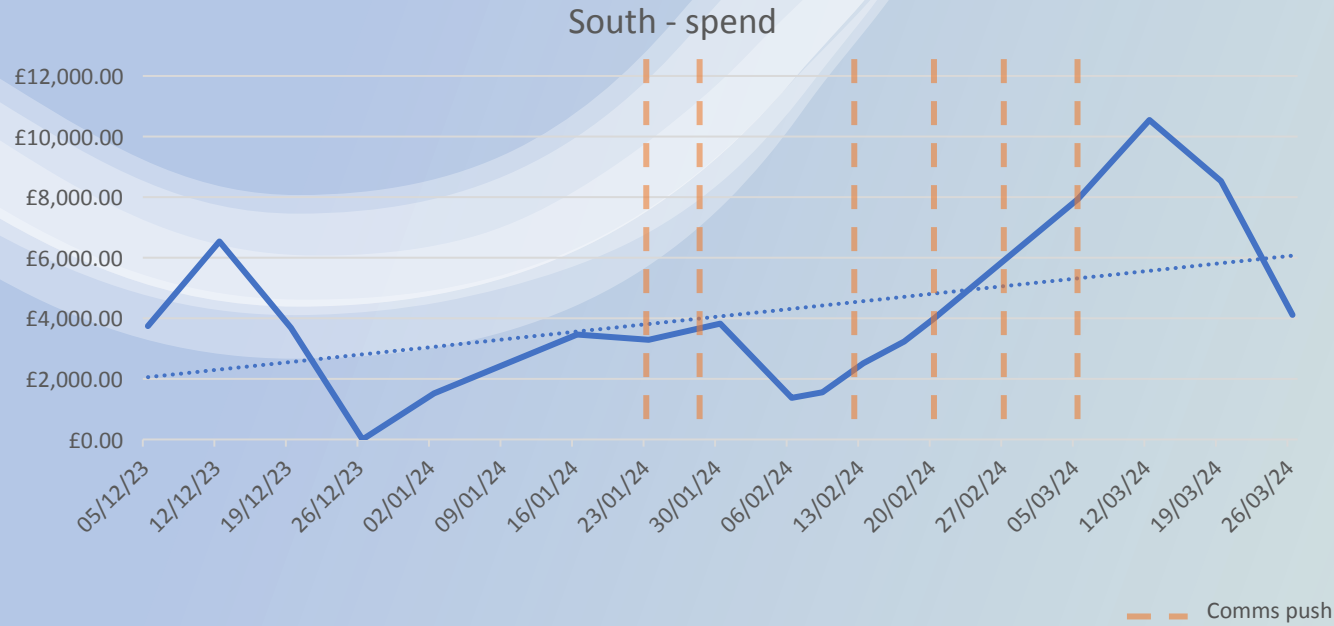


Vale

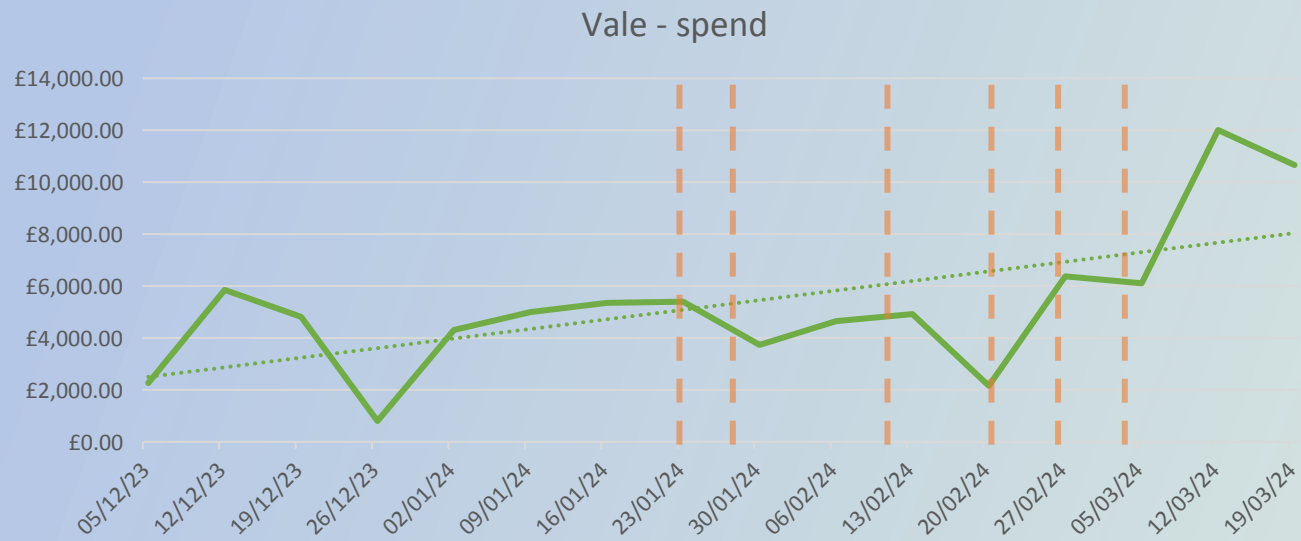


- **VCI & CA** excluded from these stats as they submit most referrals and have worked with us on previous rounds of HSF
- The **Berin Centre** submitted 46 out of 54 advice centre referrals in South. Berinsfield is one of the most deprived wards in South
- As expected, we received more referrals for refugees/migrants in **Vale**
- **Secondary schools** and **food support** organisations submitted high volumes of referrals in each district
- Low number of referrals from organisations supporting **people with disabilities** across both district. This demographic is disproportionately [experiencing financial insecurity](#)

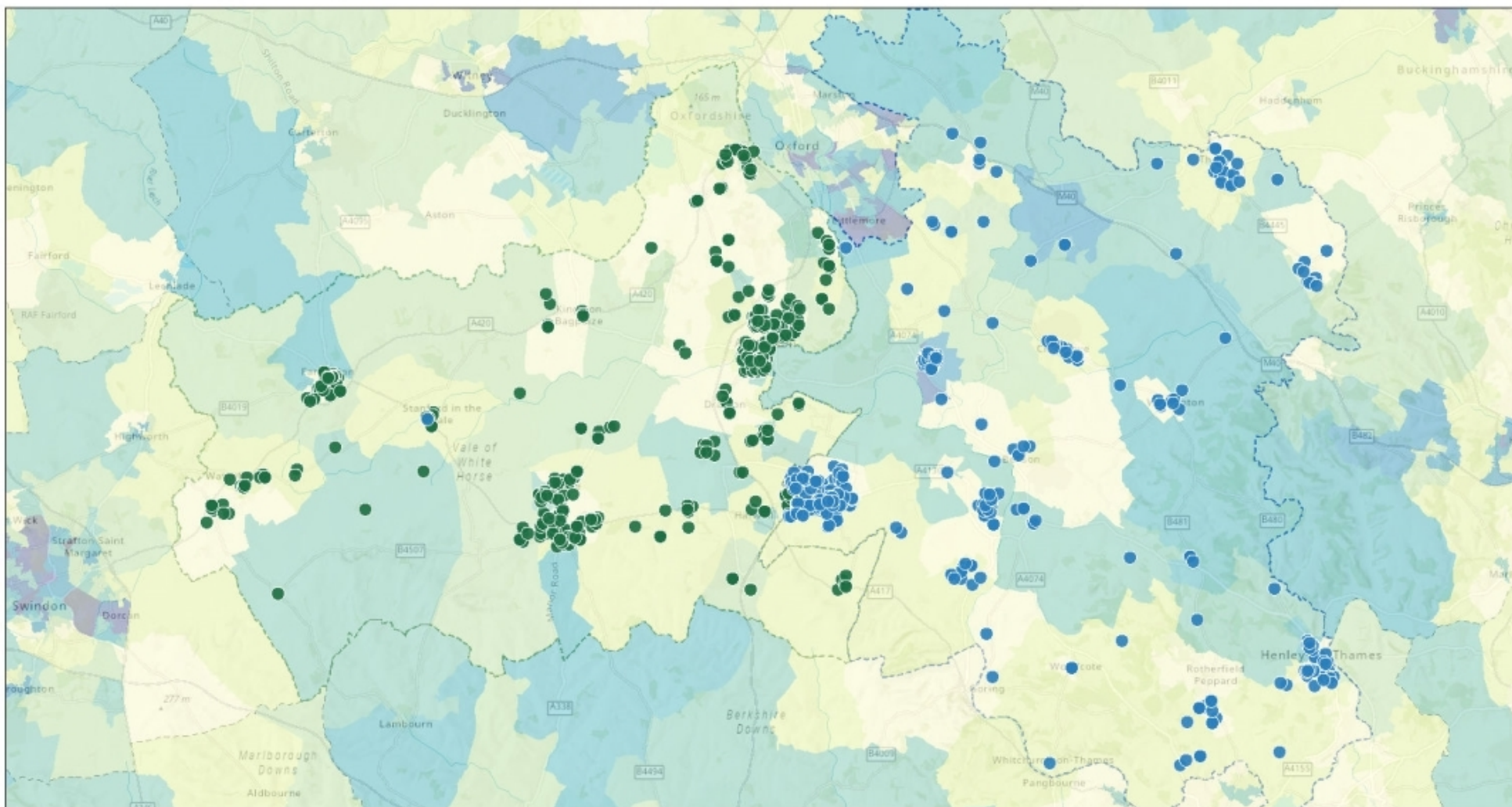
Weekly spend and uptick in referrals



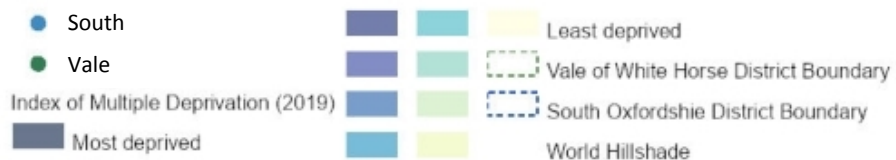
- Our comms to agencies correlates with an uptick in referrals, especially in South
- £4,400 average weekly spend in South
- £5,300 average weekly spend in Vale
- Spend of over **£10k** in South and **£12k** in Vale the week after final comms push. This is over double average weekly spend



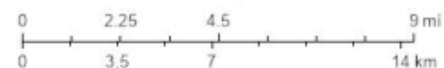
HSF4 Mapping



4/10/2024



1:288,895

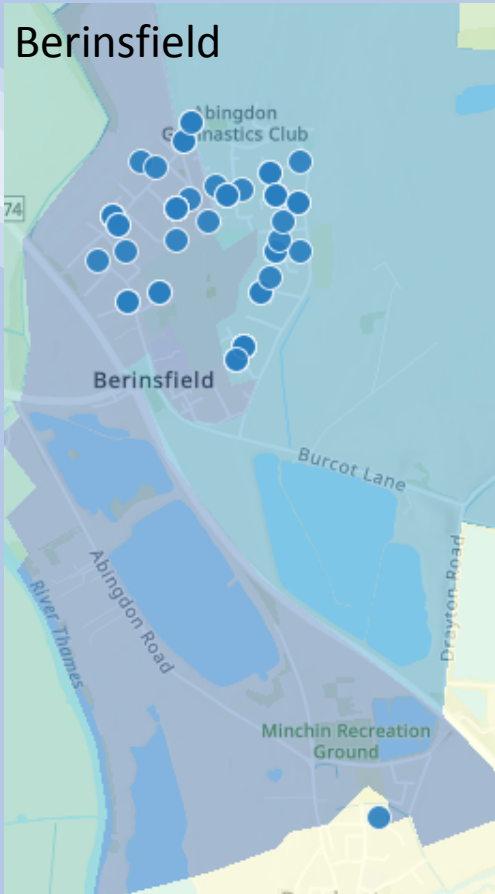


Esi UK, Esi, TomTom, Garmin, Foursquare, METI/ NASA, USGS, Esi, Ordnance Survey, NASA, NGA, USGS

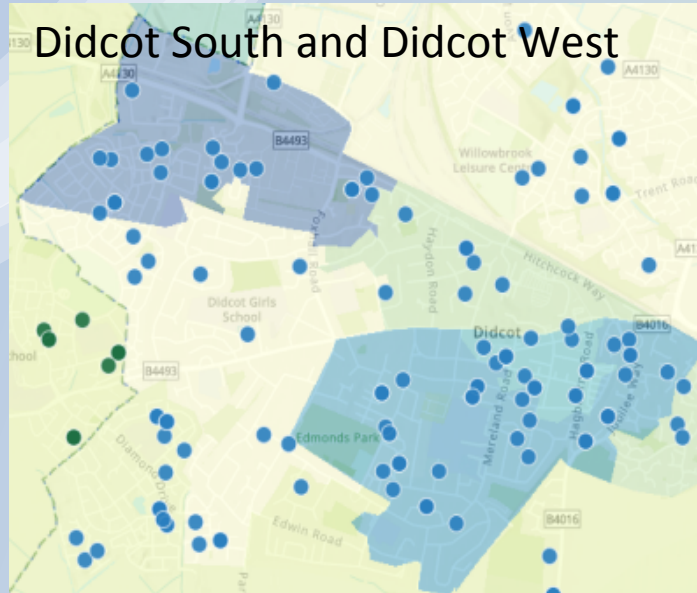
- The shading on the map show levels of deprivation across South and Vale – the darkest areas are most deprived
- The dots represent the postcodes of residents who've received HSF vouchers
- With these marked on the map, we can see whether HSF is reaching these areas

South – 10% most deprived

Berinsfield



Didcot South and Didcot West

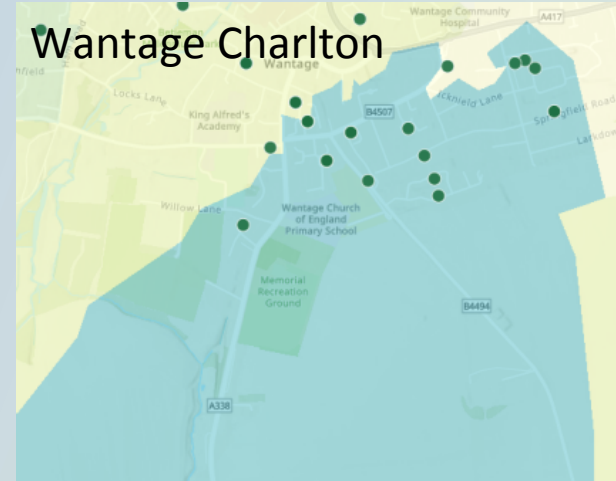
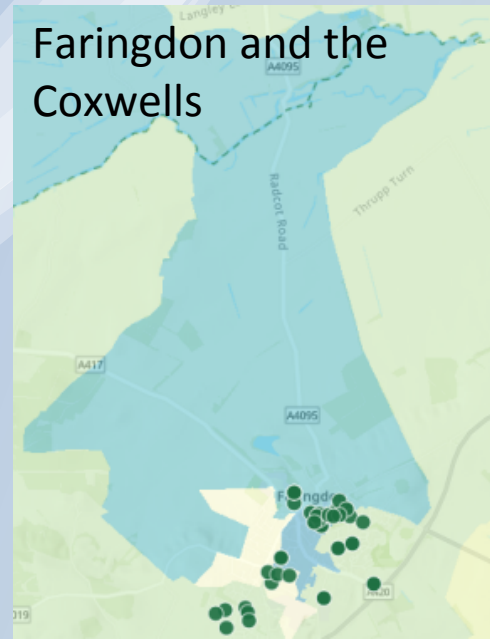
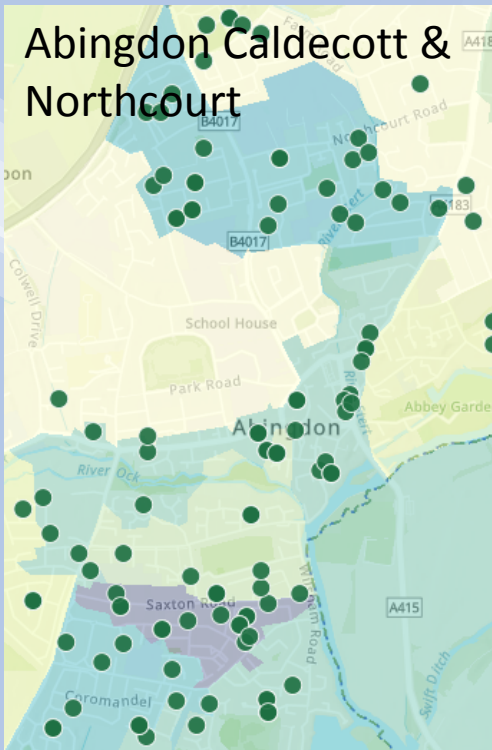


Haseley Brook (Great Milton)



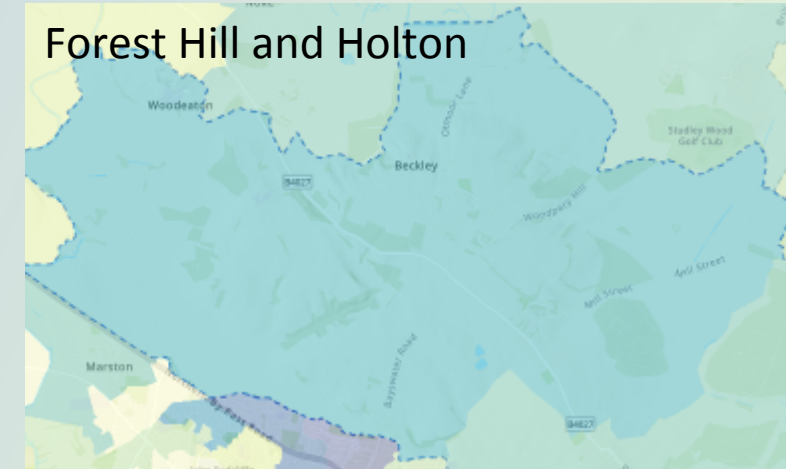
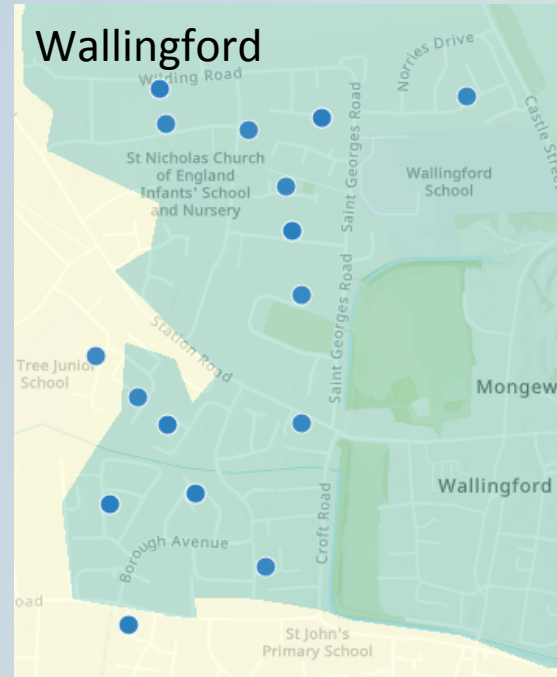
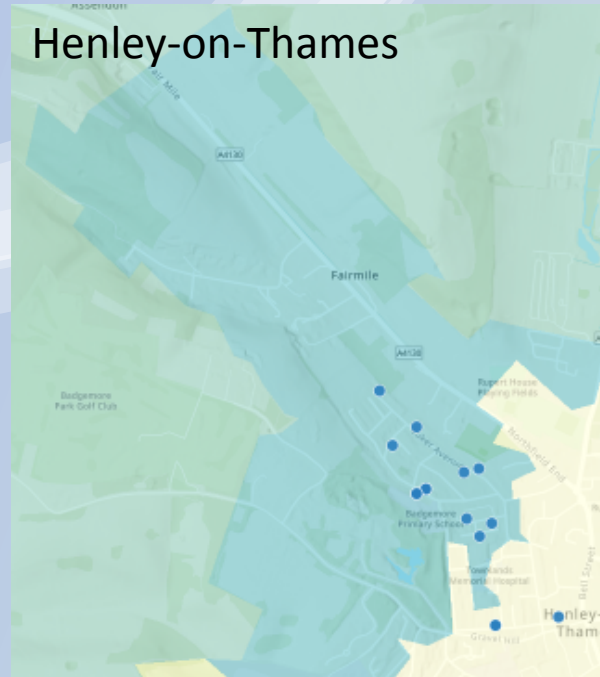
- Higher volume of referrals in:
 - **Berinsfield** - dedicated advice centre serving residents
 - **Didcot** – lots of different agencies supporting residents of the town
- Lower volume of referrals in:
 - **Haseley Brook** – small village in a very rural area, may not be able to access resources and support as easily

Vale – 10% most deprived



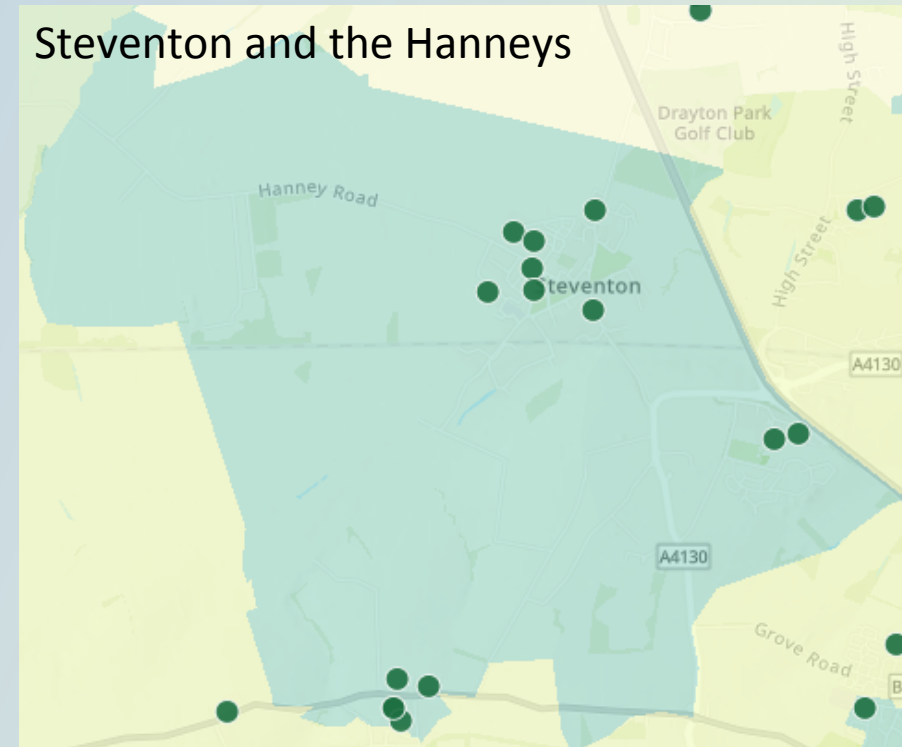
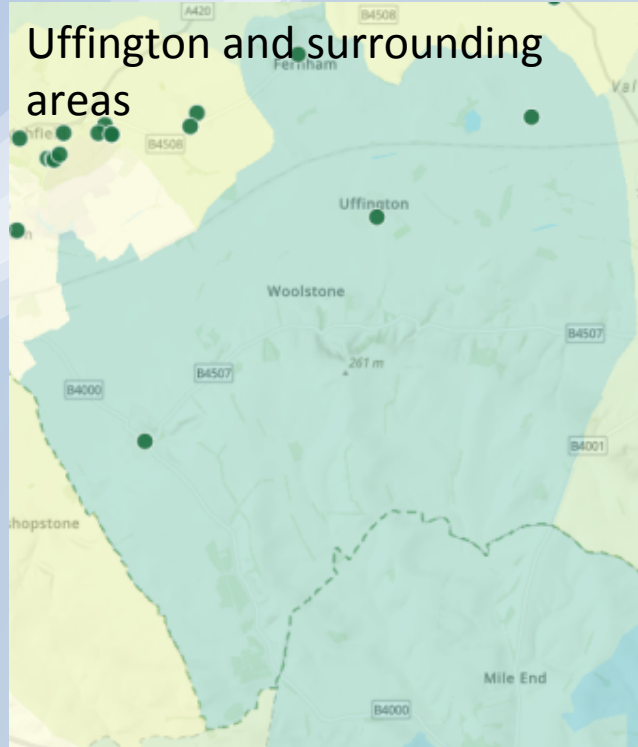
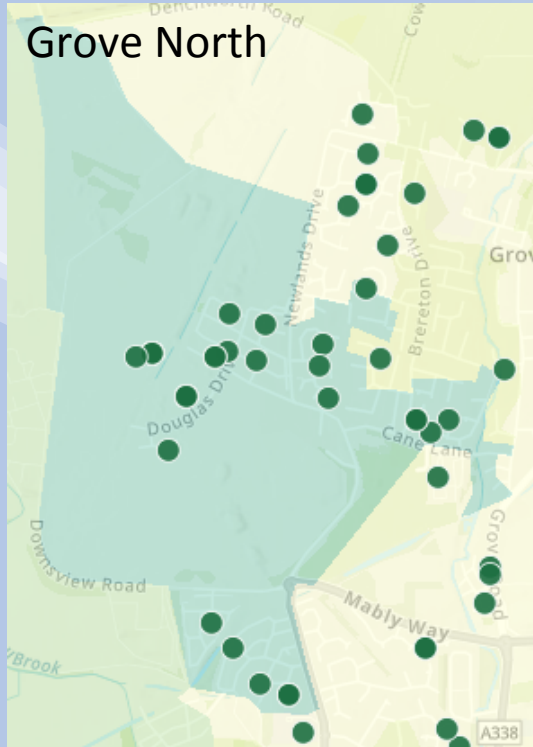
- Higher volume of referrals in:
 - **Abingdon** – dedicated advice centre serving residents
 - **Faringdon, Wantage Charlton** – lots of different agencies supporting residents of the town
- Lower volume of referrals in:
 - **The Coxwells** – rural area, may not be able to access resources and support as easily

South – 20% most deprived



- Higher volume of referrals in:
 - **Wallingford, Henley** – towns with multiple agencies supporting residents of the town
- Lower volume of referrals in:
 - **Forest Hill and Holton, Watlington and surrounding areas** – small villages in a very rural area, may not be able to access resources and support as easily

Vale – 20% most deprived

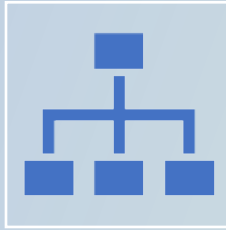


- Higher volume of referrals in:
 - **Grove North** – lots of different agencies supporting residents of the area
- Lower volume of referrals in:
 - **Uffington and surrounding areas, Steventon and the Hanneys** – villages in rural areas, may not be able to access resources and support as easily

What worked well?



Effective comms – managed to spend all funds in Vale and most in South in a small time-frame



Broad range of organisation types signed up, and 72% referred



Good provision of vouchers in areas of deprivation in towns

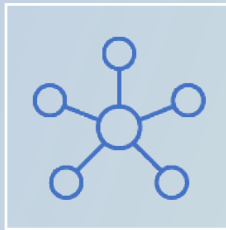


Average turnaround time for vouchers

What could be improved?



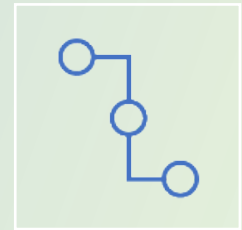
More provision of vouchers
in rural areas of deprivation



Reaching all demographics
most impacted by COL



More slow and steady plan for
comms



Streamlining internal
processes

Things to think about



- How to target rural areas of deprivation?
- How to target groups of the population currently most likely to be impacted by COL:
 - renters
 - parents with dependent children
 - adults 25-34
 - low-income workers
 - people on pre-payment meters
 - people with disabilities

Next steps



HSF5 webinar on 18 April – will feed back to team



Meeting with Hugg on 26 April to discuss how we can potentially streamline admin



When HSF5 government guidance is published, we can begin work on procedures, using insights from HSF4

Resources

- [Cost-of-living data trends – Citizen’s Advice](#)
- [Impact of increased cost of living on adults across Great Britain – ONS](#)
- [Financial hardship and economic vulnerability in England – LGA Research](#)

Data created: 17/04/24

Data verified: 06/06/24