

Welcome to the Local Knowledge Newsletter July/Aug 2009. In this month's issue:

Output Area Classification (OAC)

OAC is a freely available and transparent neighbourhood classification that is similar to products such as Mosaic and ACORN. It distils key results from the 2001 Census for the whole of the UK at output area level to indicate the character of local areas. We have now included OAC within our Local Knowledge online service and also teamed up with a group of geodemographics experts to support its use within the public sector.

In collaboration with the LGA, IDeA and Customer Insight Forum, we organised a conference on 10th July on 'Understanding your citizens, customers and communities using OAC'. Attended by over 70 local authority representatives OAC was promoted as a national language for understanding communities, with discussion focusing on the need for practical case studies and the support required to exploit this powerful resource. Copies of the presentations are available [here](#). For further information on access to OAC and available support please [email](#).

OAC Place Profile

We have added an OAC report to our available Place Profiles. This profiles the different communities in sub-regions through to Lower Level Super Output Area, and compares the make-up of areas to the national profile. If you are interested to see what Place Profiles can do for you then please visit [here](#) to view examples and for a free sample for your own area contact placeprofiles@localfutures.com quoting **NL0709**.

SNR/Local Economic Assessments (LEA)

Local Futures is running workshops on 'Understanding your local economy' as part of the LGA's 'From recession to recovery' programme of regional events. The need for a more holistic approach – linking 'economic competitiveness' to 'quality of place' - was widely endorsed and is consistent with emerging advice from IDeA/CLG on preparing assessments. Users of our Local Knowledge system have at their fingertips most of the data and resources needed to prepare a Local Economic Assessment, but for help and support please contact info@localfutures.com.

Coastal Towns

Local Futures has been working with the Leadership Centre for local government to assess some of the key issues facing Coastal Towns. At a 24 hour event held in Bournemouth on 23rd-24th June Council Leaders and senior officers from Coastal authorities across Britain met to discuss some of the key challenges they face. These included economic and labour market issues, demographic change, connectivity and climate change. A final report and manifesto is now being prepared for publication during the Autumn. For further information please contact info@localfutures.com.

Next Local Futures Network event

Public agencies will need to develop new and more effective ways of working together if they are to achieve much needed efficiency savings and meet increased expectations from citizens. Our Next Local Futures Network event, on Thursday 24th September 2009, will focus on 'Total Place', setting the national context for this important agenda and providing early lessons from the pilots. The event will also explore new ways of understanding 'total' places. Please email events@localfutures.com if you are interested in this topic.

Surviving the Recession

We continue to research the geographical impact of the recession on regions and localities in Britain, most recently assessing the implications for Hampshire, Richmond-upon-Thames, West Sussex and London Boroughs of Merton and Redbridge. Our findings have demonstrated that the scale of the impact on local economies (in terms of job losses) has been quite different from the impact on local communities (in terms of unemployment), with significant implications for local agencies. For further information on our recession offer contact john.fisher@localfutures.com.

Data Packs

Local Futures now supplies a range of Data Packs, containing specialist information not available via official statistics. These initially comprise a Recession Pack, for those interested in assessing the vulnerability of their area to the downturn, and a range of data supplied in association with Acxiom, including income; debt and savings; civic engagement; e-society; and environmental behaviour. If you are a Local Knowledge user the packs can be supplied as an add-on to your annual subscription. For further information contact laura.edwards@localfutures.com. [More](#)

Contribute to our newsletter

We would like to invite our readers to contribute to the newsletter: to make it relevant to your work; more interactive; and to showcase your work to others around the country. The topic for our next newsletter is - Using the Output Area Classification (OAC). Please send us more information about your work with OAC for profiling your areas and giving insight into different policy topics. We would welcome contributions of up to 300 words sent to newsletters@localfutures.com.

Private Space

Our Private Space option can help you to create your own low-cost Local Information System. Buy Private Space in addition to your LK licence, and you have the ability to upload and share your own data with Partners, for example, local area surveys or performance data. See [Private Space](#).

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