

how to build...

local data sets

South Staffordshire District

checklist:

- Different communities have different characteristics. This means that if you are developing plans and priorities that reflect these characteristics you must have the local intelligence in order to inform decisions. This evidence will then also help you overcome differences of opinion in your partnerships.
- Certain issues (such as community safety) can be subject to misconceptions. Good decisions cannot be made on misconceptions. The only way misconceptions can be addressed is by working from accurate evidence. Similarly do not assume residents or elected members, know the true picture of what is happening in a local neighbourhood.
- Have an overall vision as to how local data sets will be compiled and used. Then translate this vision into a step-by-step process. This will help identify who needs to be involved and what their role will be. Such clarity of role will help get the commitment you need from different organisations.
- Most of the information required to produce a balanced data set will exist already so it is not going to require additional funding to produce. You just need to utilise existing information experts (both internally and externally) and the information networks they use. Similarly use existing community representatives to gather local anecdotal information.
- You need to produce data sets that are understandable by all. Not everybody is comfortable with figures, statistics, graphs etc. Make sure data is presented in the most accessible way possible. Offer training if necessary.
- Do not just collect data to establish a baseline for a neighbourhood. Make sure information is being collected to demonstrate improvement/impact. This means you need to establish an on-going process to capture outcomes, and horizon scanning for potential issues.

jargon buster

As a way of improving the capacity of local partnerships South Staffordshire has developed locality data profiles.

These profiles bring together agency information including resident feedback to give a true picture of a neighbourhood.

The data profiles have been used to ensure that the local partnership arrives at the right decisions about local priorities.

Top Tips

How to judge good local data sets:

1. Is everybody necessary participating in the data collection process?
2. Is local involvement in the provision of information getting stronger?
3. Is the use of data sets improving joint working or is it making things worse?
4. Are the data sets being delivered within existing resources?

case study

where it worked

South Staffordshire District

Village Agents

Generic role:

Each village agent has a specific focus in their locality which has been developed and directed by local data and intelligence from the Locality Data profiles.

However as village agents in such a rural community, they all share common roles which can be summarised as follows:

- Development of sustainable local community groups who can encourage long term participation in community based activities.
- Development of targeted programmes, where gaps in provision have been identified based around the needs identified through local data and intelligence.
- Maximising the use of local community volunteer training opportunities to increase the skills and knowledge of local community leaders.
- Facilitation / development of communication networks between the local community and the service providers.
- Improving access to services within the locality.
- Promotion and awareness raising of local opportunities and local information.



Specific Focus for each village agent are as follows:

Locality 1:

Supporting Healthy Lifestyle options

- Encouraging participation in healthy lifestyle choices i.e. walking groups, gentle exercise, and family activity groups.
- Development of targeted health programmes in partnership with key service providers.
- Improving access to lifestyle services within the locality.
- Raising awareness of healthy eating options and developing links with local providers.

Locality 2:

Access to services and facilities for young people

- Working with the Rural Transport Partnership to develop solutions to transport issues in the locality.
- To support and guide communities, building capacity, confidence and knowledge within the community members.

Locality 3:

Community pride

- Support for both the Featherstone Pride and Caddick Farm improvement programmes.
- Supporting the Featherstone Youth Room extension funding application / project.

Locality 4 & 5:

Support for Older People

- Identification of isolated older people in need of additional support services
- Development of information exchange to highlight vulnerable older people to other service providers
- Education and awareness of services available to older people within the locality.

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