

Vale of Glamorgan Local Service Board – Business Intelligence Group Meeting

20th March 2015, Committee Room 2, Civic Offices

Present:

Huw Isaac – VoGC, Performance and Development (Chair)
Fran Howorth - VoGC, Performance and Development
Chris Perkins - VoGC, Performance and Development
Rachel Connor – Vale Centre for Voluntary Services
James Gardiner – Local Government Data Unit
Richard Evans – VoGC, Learning and Skills

Russ Watts – VoGC, Planning and Transportation
Dee Hickey – Public Health
Meredith Gardiner – Cardiff and Vale UHB / VoGC
Rob Jones – VoGC, Media and Engagement
Hannah Davies – VoGC, Media and Engagement
Tim Cousins – VoGC, Information Governance

Apologies:

Laura Eddins – VoGC
Gethin Robinson – VoGC
Phil Southard – VoGC
Jenny Lewington - VoGC

	Action
1. <u>Apologies and Introductions</u>	
2. <u>Minutes of Previous Meeting – 30th January 2014</u> The minutes were agreed as an accurate record. FH advised that she had completed the mapping work to compare WIMD 2014 overall deprivation rank to the employment domain rank in Communities First LSOAs as discussed previously. Again if there is any similar work the group would find useful FH can complete on the condition that the data can be mapped. CP advised himself and FH had attended the Local Government Data Unit's (LGDU) National Intelligence Event and copies of the presentations given on the day can found on the LGDU website . It was highlighted that an overview of the Vale Poverty Analysis being undertaken was presented at the event and stimulated a great level of interest among delegates.	

3. Vale of Glamorgan Council Budget Consultation Results and Public Opinion Survey Results

RJ presented the results of the latest Public Opinion Survey (POS).

It was advised that the POS is the largest corporate consultation exercise undertaken by the Council and an external research company were commissioned to undertake the work. The results are used to update indicators within the Council's corporate performance framework and provide robust data on resident's satisfaction with services, awareness of services and how residents engage with the Council. RJ advised that a decrease in satisfaction with Council services generally was observed, however overall satisfaction levels are still very high and the company undertaking the work have advised that this is to be expected given the current financial context within which Councils are operating.

One of the main trends observed in the survey was a strong correlation between satisfaction with services and the level of awareness. The more aware of what services the Council offers, the more satisfied people generally are, the Council therefore needs to work to educate residents on all services offered and raise awareness.

On the issue of budgets, 55% of respondents were not aware that the Council needed to make savings and only 14% were aware of the amount that needs to be found. This year's survey also posed a question on alternative forms of service delivery and indicated a good appetite amongst residents for volunteering and becoming involved in community run services.

With regards to customer contact, telephone is still the most preferred method of contacting the Council, however the biggest increase observed since the previous survey was via internet.

There was a discussion on the survey methods used and it was highlighted that Council employees were excluded from taking part. There was also a discussion around the impact of raising awareness of Council services at a time where demand needs to be managed. RJ suggested that raising awareness of what the Council does also provides an opportunity to highlight how services can be delivered differently.

HD provided an overview of the results of the Council's 2015/16 budget consultation and the methods used. It was advised that the consultation involved various stages consisting of a survey and focus groups with residents and consultation with key stakeholders. HD presented a paper showing the percentage of residents who rated a number of services as 'very important' and it was highlighted that no residents rated a service as 'not important'.

HD also advised that the results again highlighted that residents support

<p>looking for alternative forms of service delivery and ways of raising additional income. The findings of the consultation were reported to the Council's budget working group and the 2015/16 Budget was agreed at full Council on the 4th March 2015.</p> <p>HI emphasised the importance of integrating the results into the Council's Reshaping Services Strategy and ensuring the public are engaged throughout the process. The group recognised the need for partners to work together and utilise existing networks/ forums to ensure service users are engaged.</p> <p>For any queries on the POS or budget consultation results, please contact either RJ or HD.</p>	
<p>4. <u>Vale of Glamorgan Poverty Analysis Presentation</u></p> <p>JG gave a presentation on the Poverty Analysis Report that the LGDU have been commissioned to undertake by the Local Service Board.</p> <p>JG advised that the analysis has used a range of data including Census 2011, WIMD 2014, DWP data and CACI pay check data. It was highlighted that this is a unique point in the decade where WIMD rankings are published and Census data is still relatively recent. The presentation gave an overview of how the final report will be structured under a number of themes including people, employment, economy, access to services and health. Under each theme JG presented several of the maps that will be included in the report.</p> <p>It was advised that the final report, including the analysis of the findings, will be presented to the LSB in April and circulated to the group following this. It will also be presented to the LSB sub groups who lead on delivering the Community Strategy Delivery Plan 2014-2018 focusing on tackling poverty. A copy of the final report will also be uploaded to InfoBase Vale.</p> <p>The group were interested in whether some of the data used in the maps could be cross tabulated. JG advised that he is happy to take suggestions provided this is statistically possible. Any suggestions should be sent to JG.</p> <p>FH emphasised that as far as the LGDU are aware, this is the first piece of work of this nature to be undertaken across Wales and places the Vale of Glamorgan in a unique position.</p>	<p>FH/JG</p>
<p>5. <u>InfoBase Vale Update</u></p> <p>FH advised that work is continuing to develop InfoBase Vale update reports against each of the Community Strategy Priority Outcomes in order to keep the UNA live. The dynamic reports which are now live on the system are:</p>	

<p>Priority Outcome 4 – Older People Priority Outcome 5 – Children and Young People Priority Outcome 7 – Regeneration Priority Outcome 8 – Realising Potential within the Region Priority Outcome 10 – Health and Wellbeing</p> <p>The report on Priority Outcome 3 regarding Sustainability will be live on the site shortly and work to develop reports 6 (Learning and Skills) and 9 (Community Safety) is ongoing. The group were encouraged to circulate the reports widely. The Strategy and Partnership team will ensure that any significant changes to the data since the UNA was refreshed in 2013 will be reported to the group and to the relevant officers/ partners.</p> <p>The next steps will be to consider the findings of the Vale Poverty Analysis report alongside the update reports. FH will also discuss promoting InfoBase Vale with RJ to encourage officers to use the system. RC requested a copy of any promotional material used to help promote the system among the third sector.</p> <p>It was highlighted that the system is extremely useful and the group gave various examples where it has been used such as for FOI requests, to inform strategic planning in the UHB and within the Voluntary Sector when preparing funding bids. It was suggested that promotion of the system with Senior Officers and the Local Service Board should be undertaken. JG advised that the LGDU would be happy to attend any briefing sessions and demo the system.</p>	<p>FH/RJ FH/RC</p> <p>FH</p>
<p>6. <u>Any Other Business</u></p> <p>FH advised that the Local Service Board has tasked the Business Intelligence Group to lead on a piece of asset mapping work as a result of discussions which took place at the Local Service Forum in December 2014. The work will focus on community assets in addition to physical assets and FH advised that as a starting point, it has been suggested that the work focuses on an issue within a smaller area such as the Communities First Cluster. The Strategy and Partnership team will begin work on this and report back to the next meeting of the group. FH would be grateful for any suggestions to focus on or examples of good work in this area to be sent to her.</p> <p>MG advised that the UHB have undertaken a piece of work to map community services for older people which may be of use. DH also advised that Public Health will shortly be publishing an asset mapping tool at MSOA level, DH will circulate the link to the group when available.</p>	<p>FH</p> <p>DH</p>
<p>7. <u>Information Sharing Training</u></p> <p>TC delivered a one hour training session on the Data Protection Act and</p>	

WASPI. For a copy of the presentation given please contact FH. FH to circulate the data sharing code of practice.	FH
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