

## Regeneration and Transport Select Committee

### Update to Executive Scrutiny Committee – 17 December 2013

#### Review of Use of Demographic Information

The aim of the review is for SBC to use information held more effectively to ensure that greater intelligence and customer insight is gained allowing targeted resources to those that would gain the most benefit, thereby ensuring the best value for money.

A draft toolkit is being developed for consideration at the Committee's next meeting on 16 December when Members will begin to formulate recommendations. The toolkit is expected to contain the following:

- **Purpose of this toolkit** - What is demographic information / Why it is important / Culture of organisation / What Data can be used for - Policy making, Strategy forming, Decision making etc / Pathways
- **Data source** - Internal sources ( Councils Data Systems, Existing documents e.g., Data profiles, EIA's Consultation Results, councils web site / External sources – ONS web site, LG inform, Data.gov.uk etc / Consultation / engagement results
- **Checklist** - Toolkit – Good Practice Guide / Presenting the information / Skills / Forecasting / Analysis and interpretation
- **Data Quality** – Accuracy / Relevance / Timeliness / Currency / Clarity of geography / Meta Data / Governance
- **Data Sharing Protocols** - Existing Protocols / Legislation / Some good practice examples
- **Other Help and support**

Members have expressed concern that information is held in departments and is not fully available across the authority and are not always aware if it is fully utilised when policies are being formulated. They have considered recommending work to be undertaken on data sharing protocols, to try and alleviate, if possible, sharing data across the Council more effectively and also possibly with partners.