



# A Community Insight – making data count

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Setting the scene

Delivering Insight

Using open data – Community Insight

Using social value data to drive social purpose

The need for Data Standards

Using data for continuous improvement



## Setting the scene



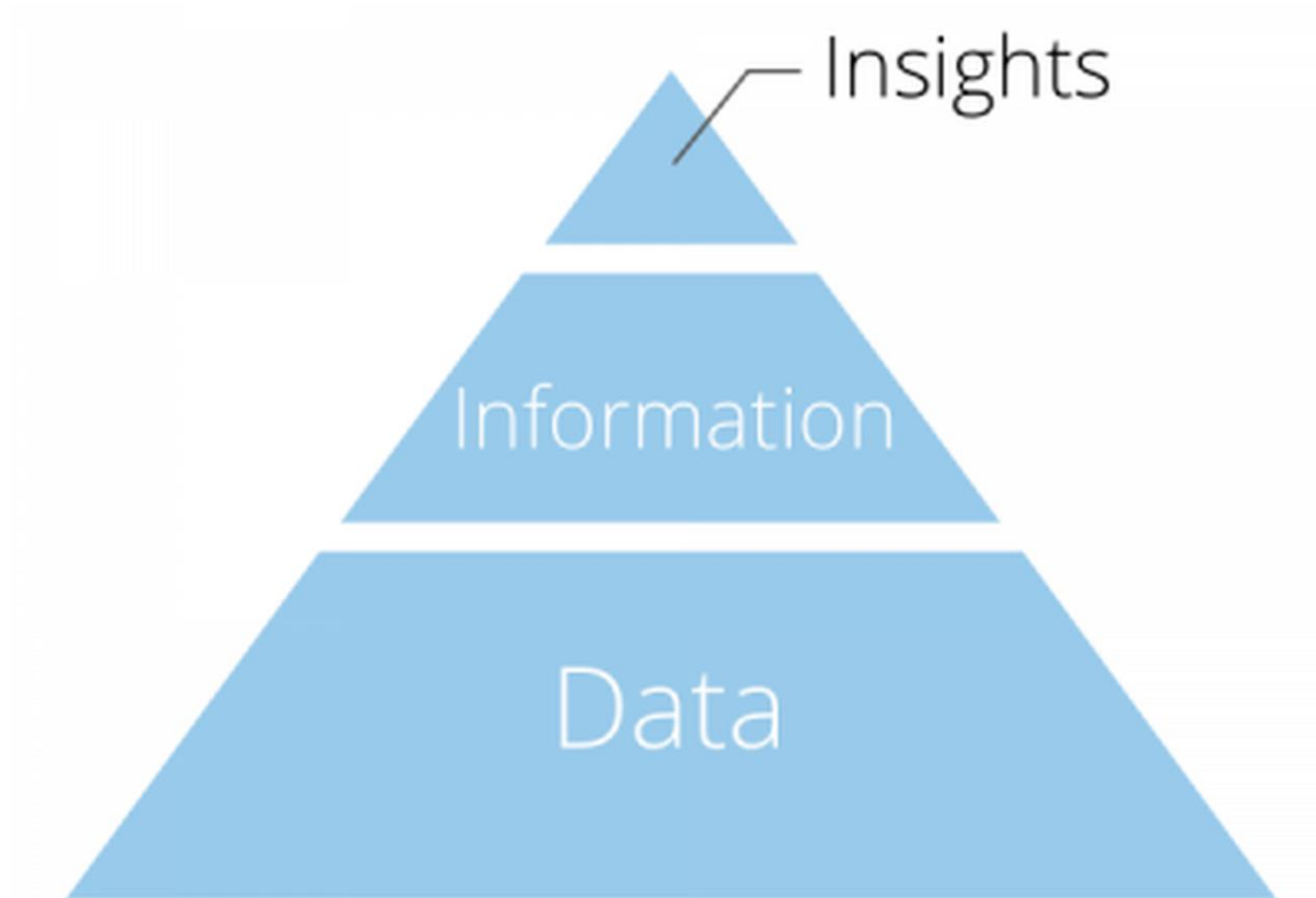
Housing, public services and communities all under pressure

Need to prioritise and use resources to prove VfM and drive outcomes and impact

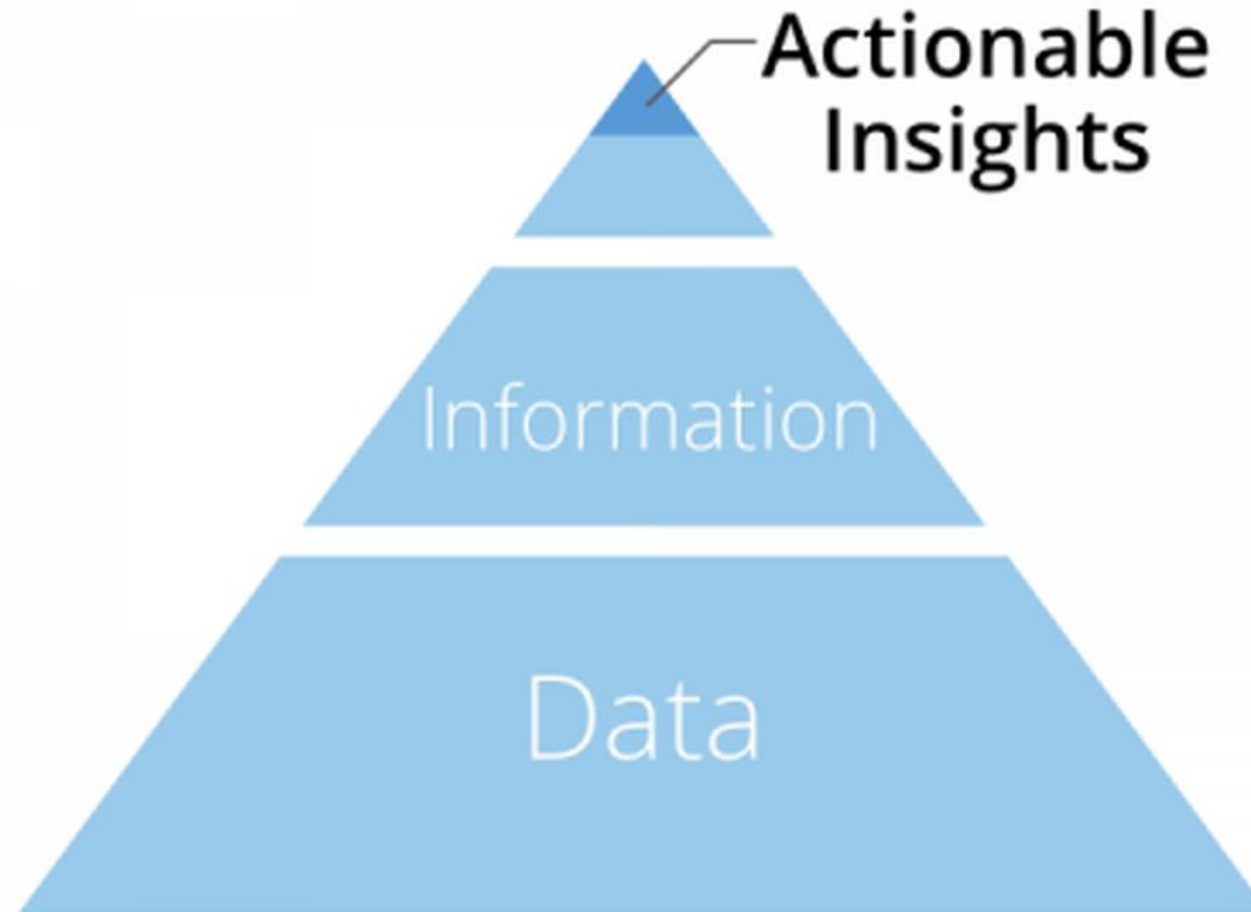
Need for business transformation and continuous improvement

Increasing ability to generate, collect and use data and gain insight from it

Data needs to be widely used and understood by a range of stakeholders



# Delivering Actionable Insight



## *Key Attributes of an **Actionable Insight***



**Alignment** – to your goals and strategic initiatives

**Context** – background, comparison, benchmark

**Relevance** – delivered to the right person, at the right time, in the right setting

**Specificity** – more specific it is the more it will be acted upon – but it must answer why

**Novelty** – often cuts through the day-to-day results from data

**Clarity** – understanding and communication



**How are you generating and using  
community based data to inform business  
priorities, decisions and investment?**



# The problems of (Open)

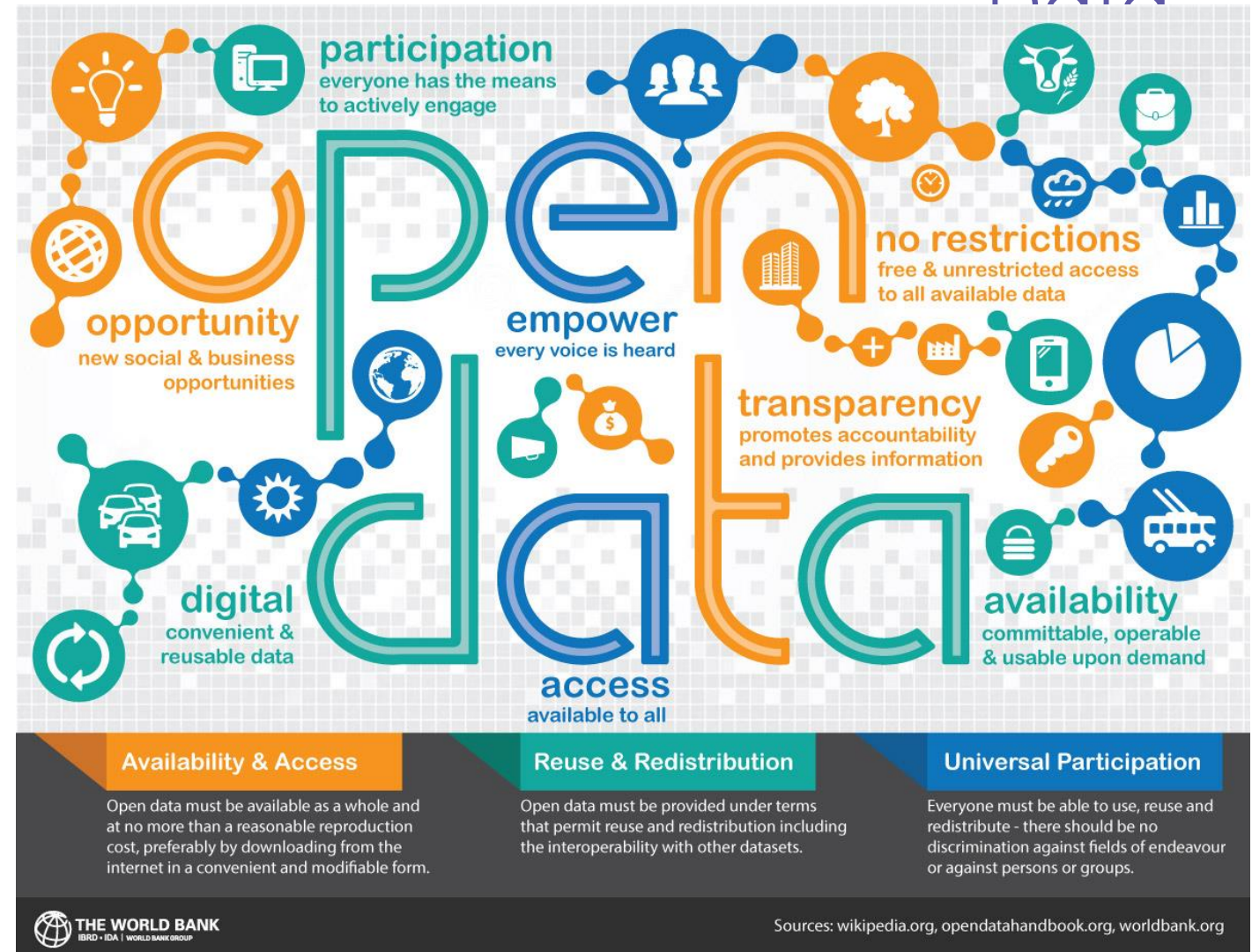
Lots of data!

Inaccessible to the end user

End users are not data analysts

Expensive

Data literacy







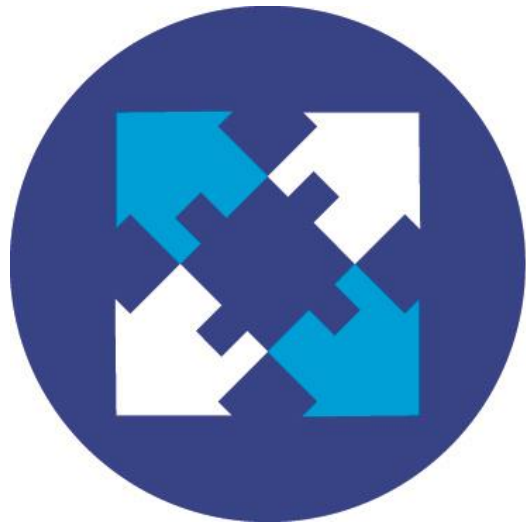
**DATA**



**KNOWLEDGE**



**ACTION**



# Community Insight

# Key Features

[Maps](#) [Reports](#) [Dashboard](#) [My account](#) [Group admin ▼](#) [Site admin ▼](#)


NAVIGATE

800+ Indicators



DATA

- Lower Super Output Area
  - 1,500 people, 650 homes



STOCK

- Download all data



AREAS

- Upload custom data - create your own indicators



SETTINGS

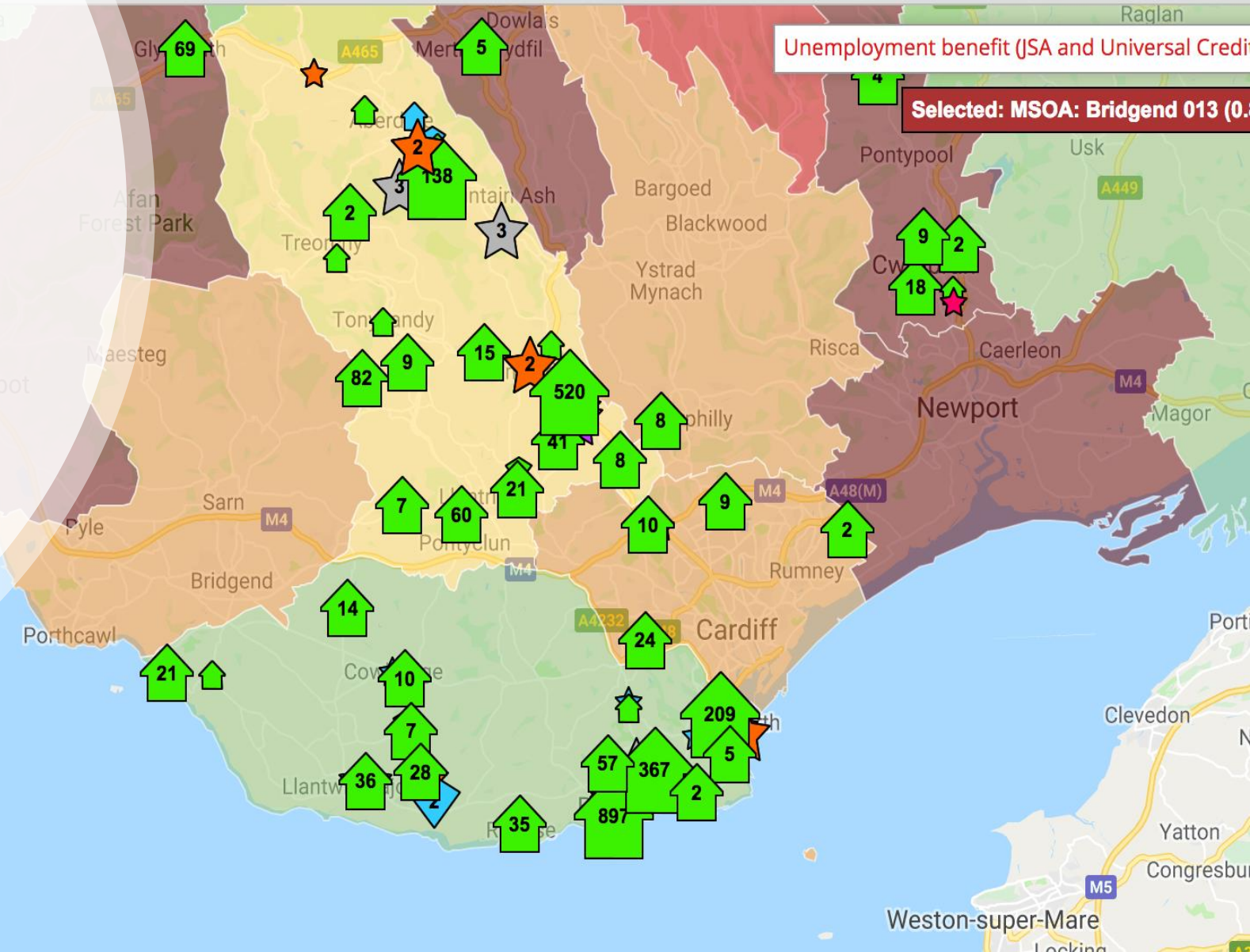


Bristol Channel



Map

Satellite

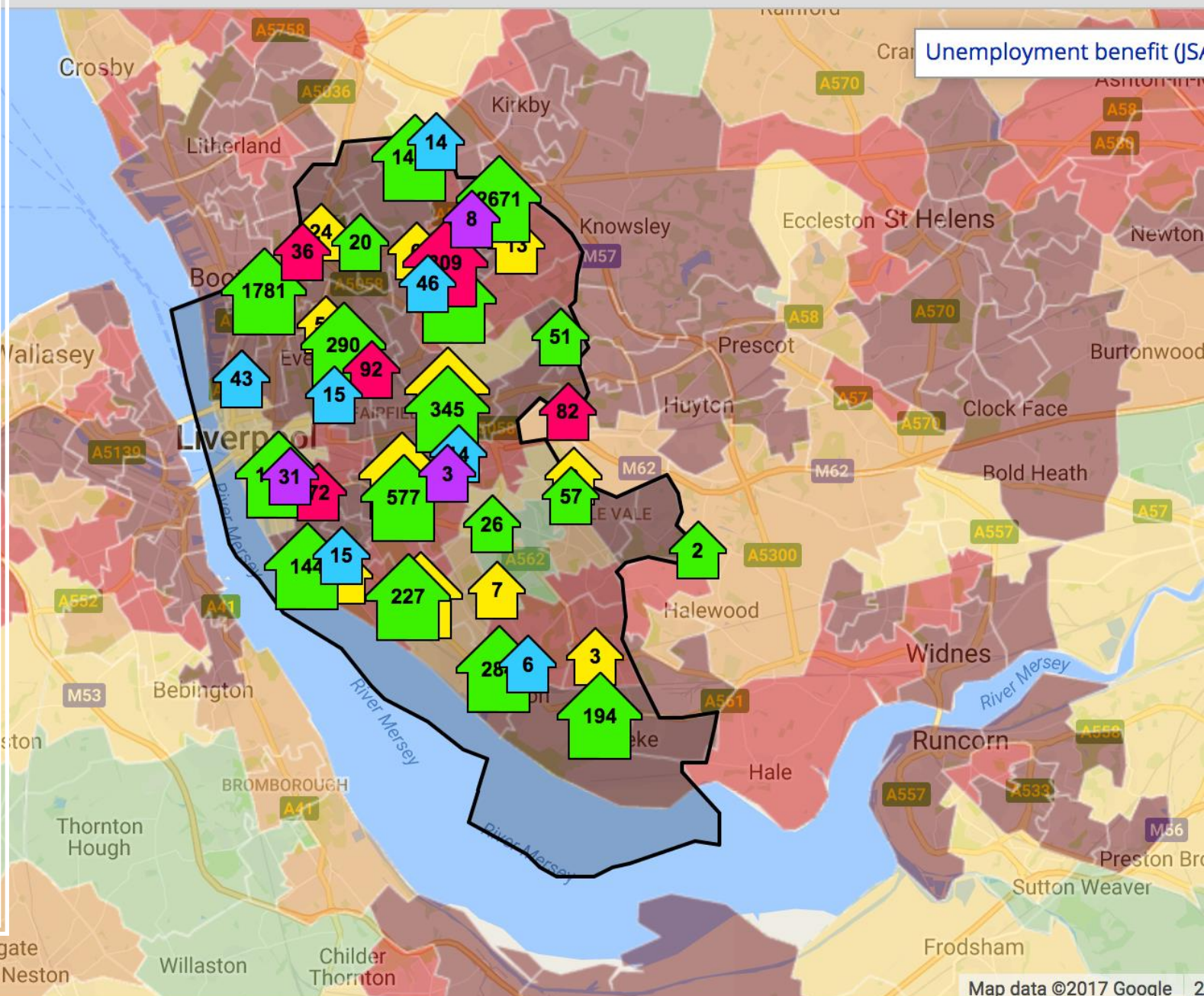




# Neighbourhoods

- Creates neighbourhoods
- Drawn areas (custom), standard areas, or local authorities
- Produces neighbourhood reports
- Quick glance ranking

General  
Supported

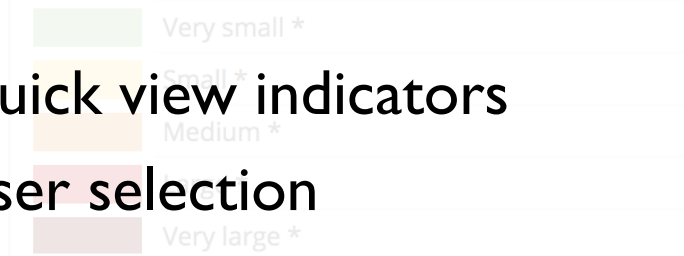


Unemployment benefit (JSA)

The dashboard shows how your areas compare with each other on key indicators, with data shown as a matrix or charts. Use the "select areas" filter to select which areas to compare on the matrix table and charts (you'll soon be able to choose which indicators to show on the dashboard, including your own uploaded data)

## Focusing Activity

- Quick view indicators
- User selection
- Prioritisation of resources
- Monitoring change



### BBCHA

Ballantyne

Ballantyne (Stock)

Beechwood / Ballantyne ALL

Beechwood / Ballantyne Stock

### Cobalt

Adlam Park

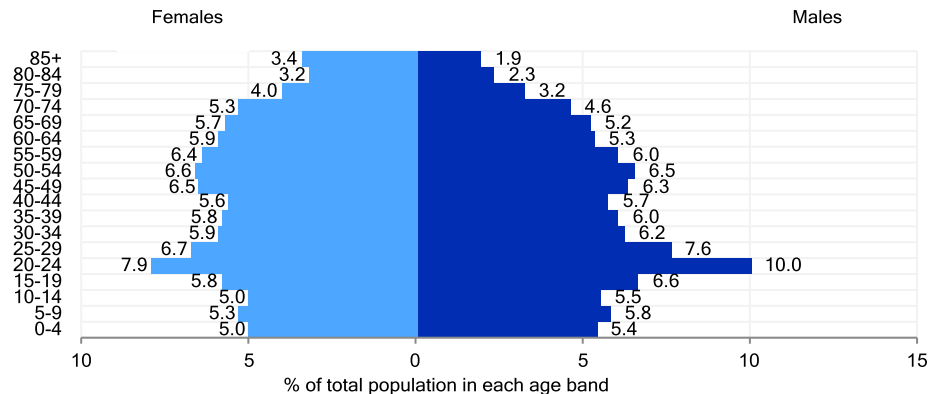
Ain Wal Cro Eaz - PMC










Aintree - KW

								Matrix		Charts		
Unemployment benefit	Children in poverty	Pensioners in poverty	Social rented housing	Overcrowded housing	People with a limiting l	Unemployment to avai	People with no qualific	Key Stage 4 (GCSE) a	Index of Multiple Depri	Working age welfare b	Households in Fuel Po	Households with no ca
2.5	50	29.2	56.5	8.4	32.4	-	40.2	358.4	46.8	24.8	11.4	45
2.5	50	29.2	56.5	8.4	32.4	-	40.2	358.4	46.8	24.8	11.4	45
2.8	46.1	48	57.6	5.9	28.2	17.1	39.1	300.1	56.5	28.5	13.7	45.6
2.8	46.1	48	57.6	5.9	28.2	17.1	39.1	300.1	56.5	28.5	13.7	45.6
2.1	27.7	37.5	40.1	5.4	21.4	2.2	36.8	385.5	37.3	20.8	13	44.4
3.4	28.9	31.6	18.7	5.4	19	8.4	31.4	350.6	40.3	19.4	13.1	40.2
1.1	10.4	12.5	4.4	2.6	13.5	1.2	27.6	432.9	16.9	11.1	8.8	20
1.5	11.5	10.5	51.2	5.2	32.2		32	241.1	51	25.2	15.2	51.2

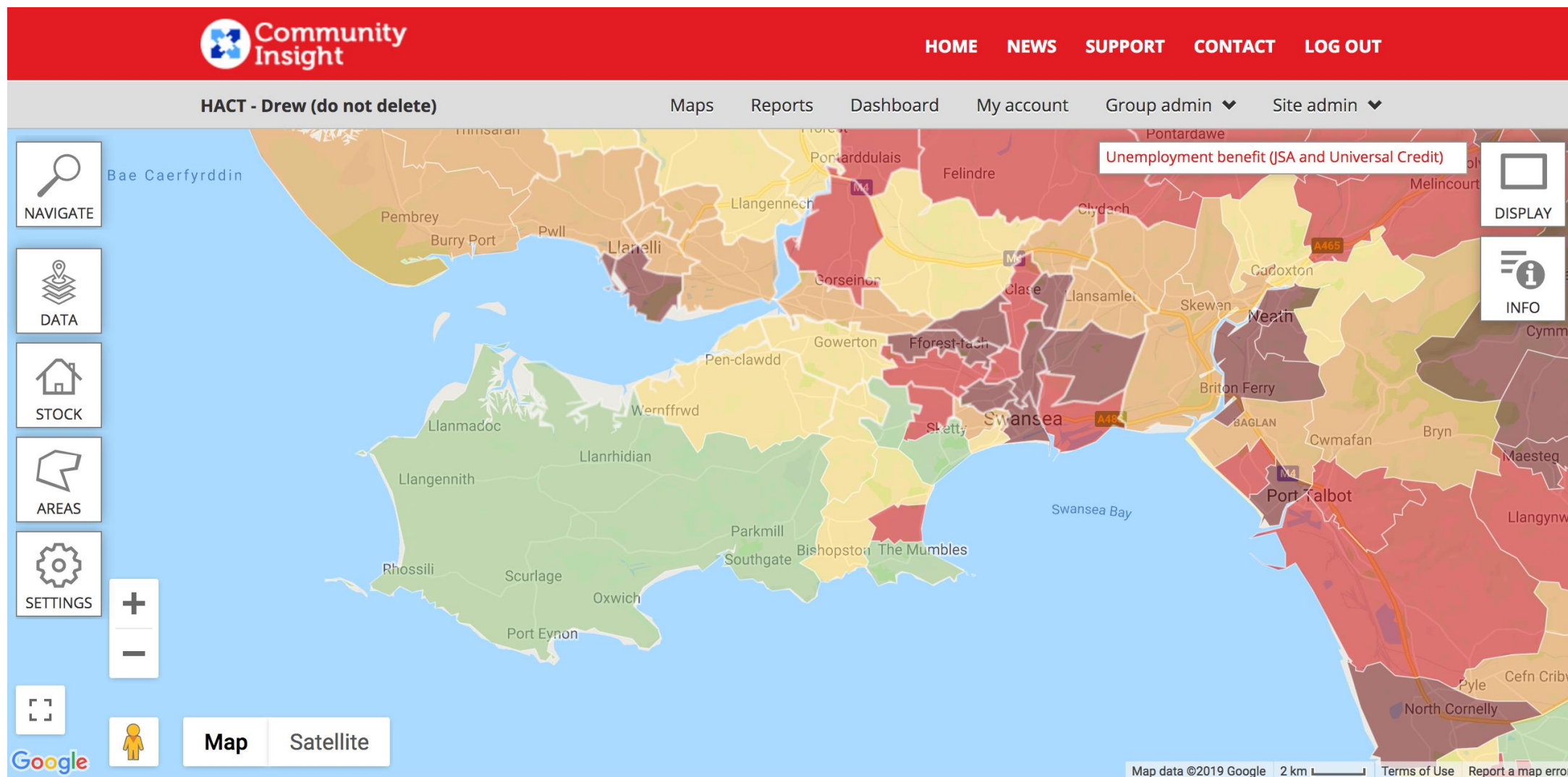
- Report of key indicators
- User defined comparisons against other areas.
- 3-5 minutes to produce

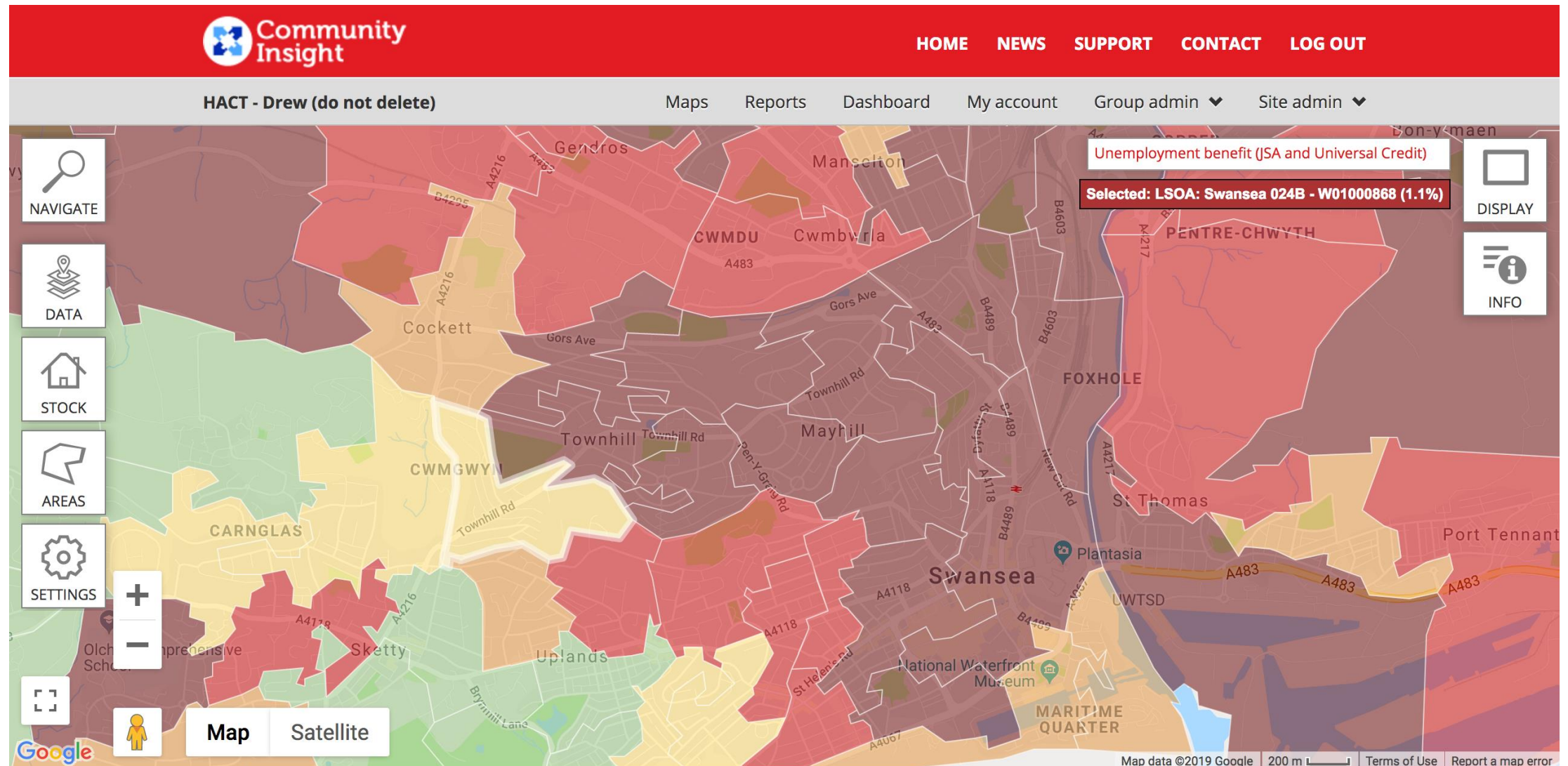
Total Population	Aged 0-15	Working age population	Aged 65+	Dependency ratio
245,480	41,970	155,960	47,550	0.57
50.0% male; 50.0% female	17.1% (Wales average = 17.9%)	63.5% (Wales average = 61.5%)	19.4% (Wales average = 20.6%)	Wales average = 0.63
Source: Mid-Year Estimates (ONS) 2017				



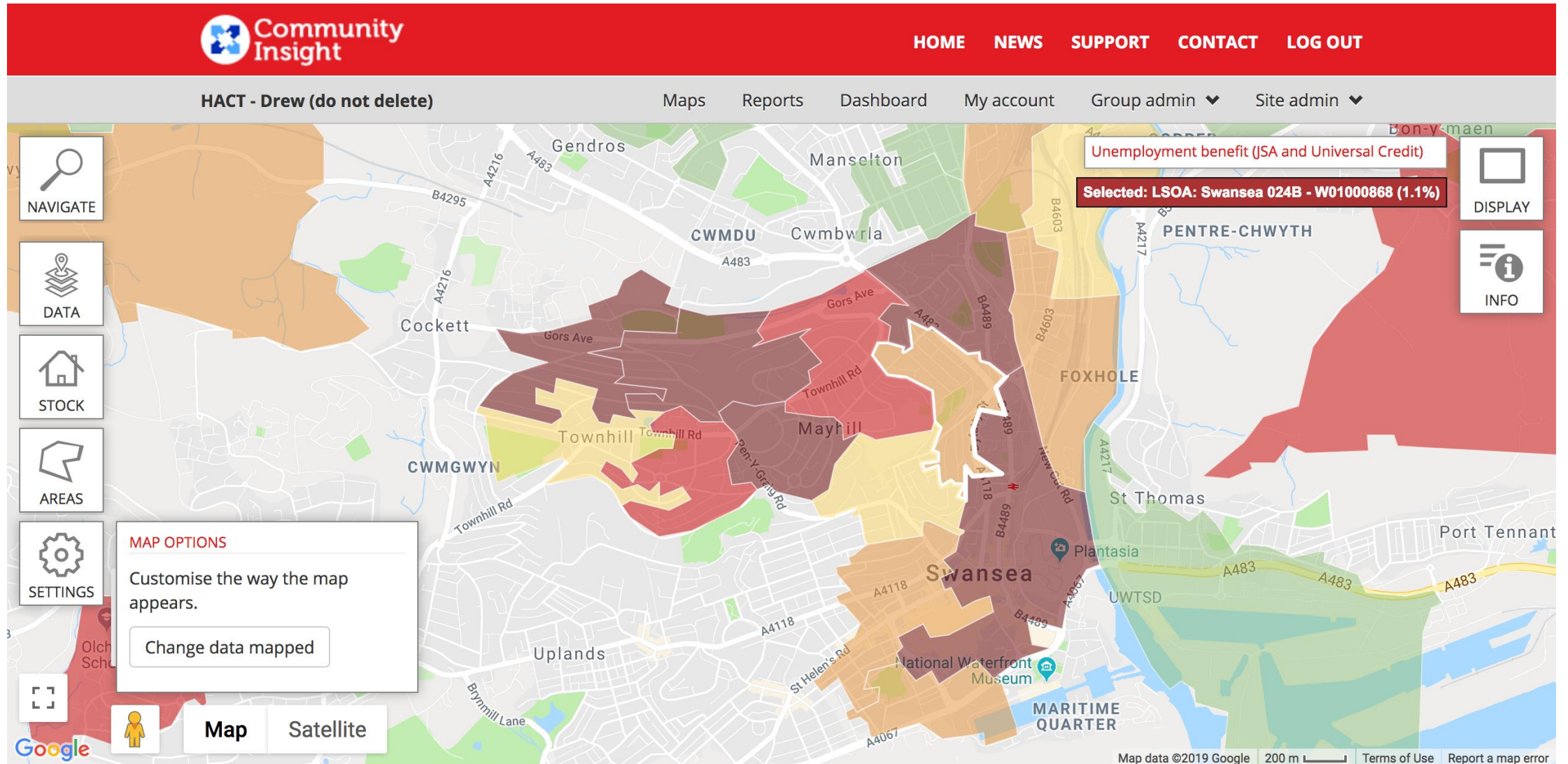
Introduction Page 3 for an introduction to this report			
 <p><b>Population</b></p>	<p>There are 245,480 people living in Swansea</p> <p>See pages 4-10 for more information on population by age and gender, ethnicity, country of birth, language, migration, household composition and religion</p>	 <p><b>Education &amp; skills</b></p>	<p>24% of people have no qualifications in Swansea compared with 26% across Wales</p> <p>See pages 36-37 for more information on qualifications, pupil attainment and absences</p>
 <p><b>Vulnerable groups</b></p>	<p>20% of children are living in poverty in Swansea compared with 20% across Wales</p> <p>See pages 11-21 for more information on children in poverty, people out of work, people in deprived areas, disability, pensioners and other vulnerable groups</p>	 <p><b>Economy</b></p>	<p>34% people aged 16-74 are in full-time employment in Swansea compared with 36% across Wales</p> <p>See pages 38-45 for more information on people's jobs, job opportunities, income and local businesses</p>
 <p><b>Housing</b></p>	<p>1% of households lack central heating in Swansea compared with 2% across Wales</p> <p>See pages 22-30 for more information on housing characteristics: dwelling types, housing tenure, affordability, overcrowding, age of dwelling and communal establishments</p>	 <p><b>Access &amp; transport</b></p>	<p>26% of households have no car in Swansea compared with 23% across Wales</p> <p>See pages 46-48 for more information on transport, distances services and digital services</p>
 <p><b>Crime and Safety</b></p>	<p>The overall crime rate is lower than the average across Wales</p> <p>See pages 31-32 for more information on recorded crime and crime rates</p>	 <p><b>Communities &amp; environment</b></p>	<p>17% of people live in a flood risk area in Swansea compared with 41% across Wales</p> <p>See pages 49-52 for more information on physical environment, air quality and neighbourhood classifications</p>
 <p><b>Health &amp; wellbeing</b></p>	<p>23% of people have a limiting long-term illness in Swansea compared with 23% across Wales</p> <p>See pages 33-35 for more information on limited long-term illness, life expectancy and mortality, and general health</p>	<p><b>Appendix A</b></p>	<p>Page 53 for information on the geographies used in this report and 54 for acknowledgements</p>









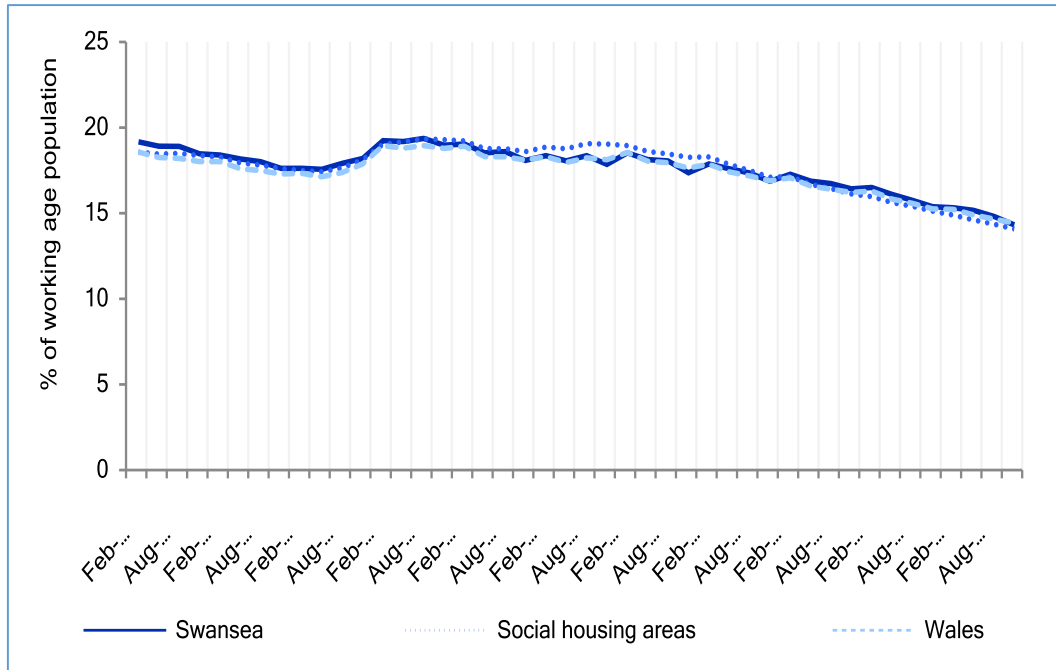


## Area Dashboard

The dashboard shows how your areas compare with each other on key indicators, with data shown as a matrix or charts. Use the "select areas" filter to select which areas to compare on the matrix table and charts. More information about the methodology of the dashboard can be found at our knowledge base. [Click here to read the article.](#) ×

Select Areas						Export		Matrix		Charts	
<div><div></div>Very small *</div>		Unemployment benefit	Children in poverty	Social rented housing	Overcrowded housing	People with a limiting l	People with no qualific	Working age welfare b	Households with no ca		
<div><div></div>Small *</div>											
<div><div></div>Medium *</div>											
<div><div></div>Large *</div>											
<div><div></div>Very large *</div>											
Uncategorised											
Swansea		3.2	21.7	19.2	6.3	16.7	23.9	14.3	25.8		
Townhill		8.3	44.2	59.8	8.5	26.9	43.9	32.7	50.9		

## Swansea



## Townhill

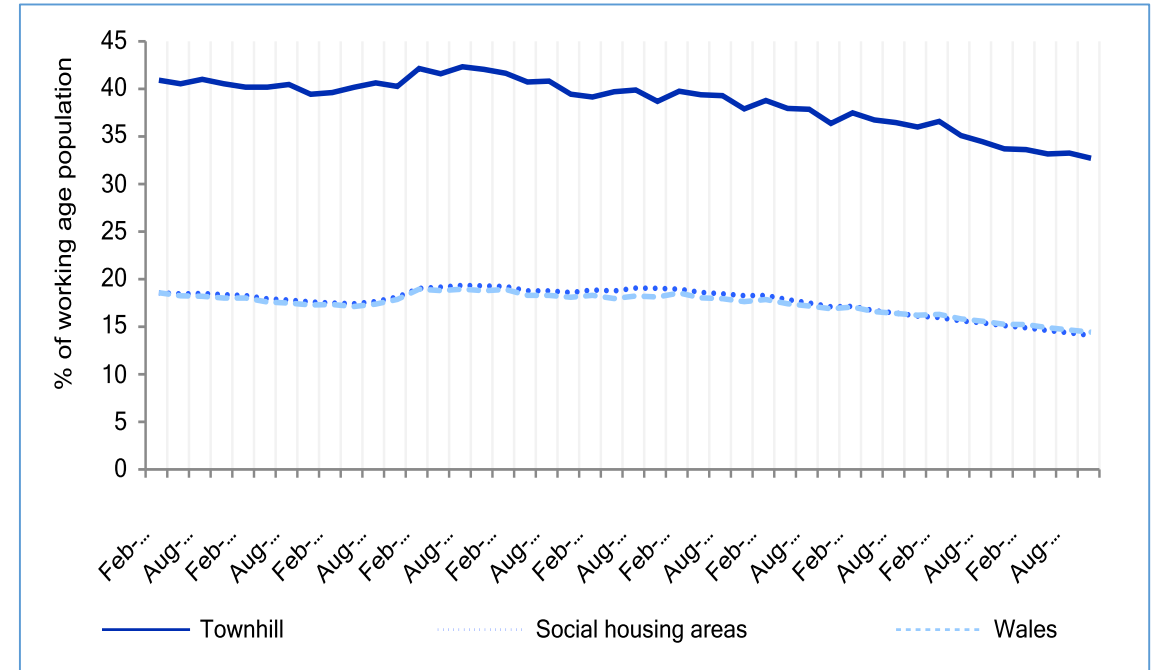
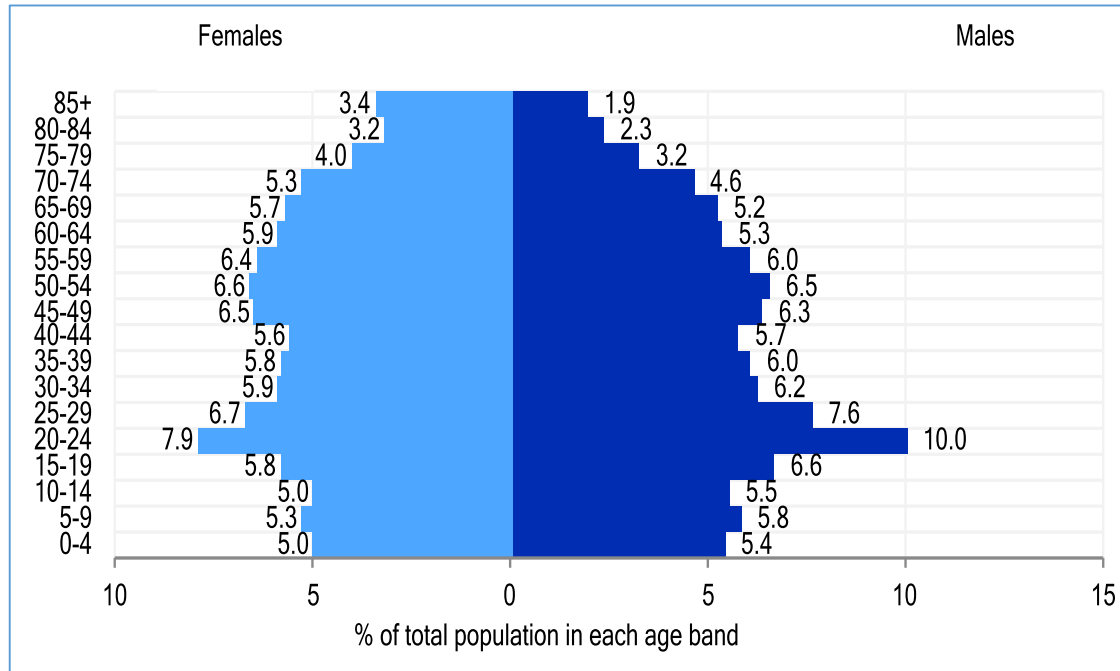


Figure: Working age population claiming DWP benefit claimants (for all DWP benefits)  
Source: Department for Work and Pensions

## Swansea



## Townhill

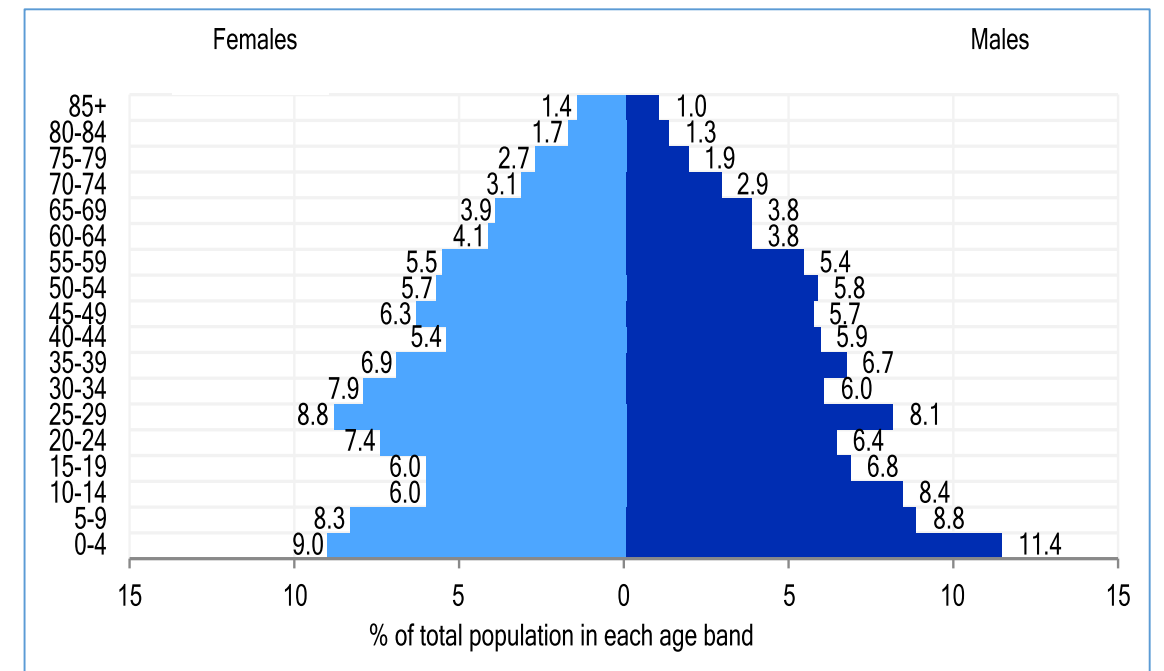


Figure: Population estimates by 5 year age band  
Source: Mid-Year Estimates (ONS) 2017



# Data isn't everything...



Insight comes from analysing multiple sources of data and understanding why

Assurance never relies on one data source – need to triangulate information

Engagement matters – taking the time to share information and perspectives

Stories often have more impact than statistics

Seeing really is believing

Prioritising investment - physical and social

Procurement and social value

Service patterns, performance and delivery

Partnership working

Attracting new investment

Monitoring impact





How are you generating and using social value data to inform business priorities, decisions and investment?

# Social Value Bank

UK Social Value Bank - the largest set of methodologically consistent social values in the world.

Measures uplift in wellbeing and applies a proxy financial value.

Increasingly recognised and recommended by 150 Housing Associations, 50 Councils, National Lottery and the Government.



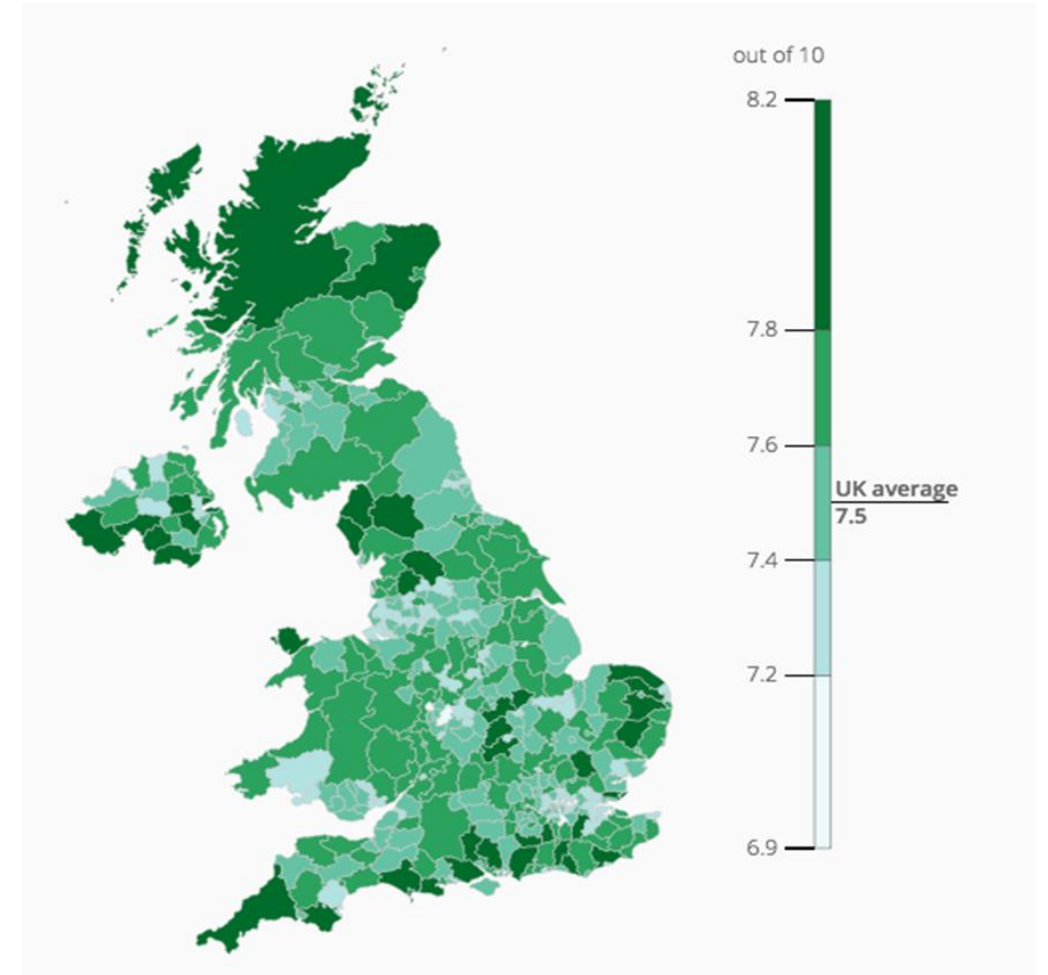
Overall, how satisfied are you with your life nowadays?

Overall, to what extent do you feel the things you do in your life are worthwhile?

Overall, how happy did you feel yesterday?

Overall, how anxious did you feel yesterday?

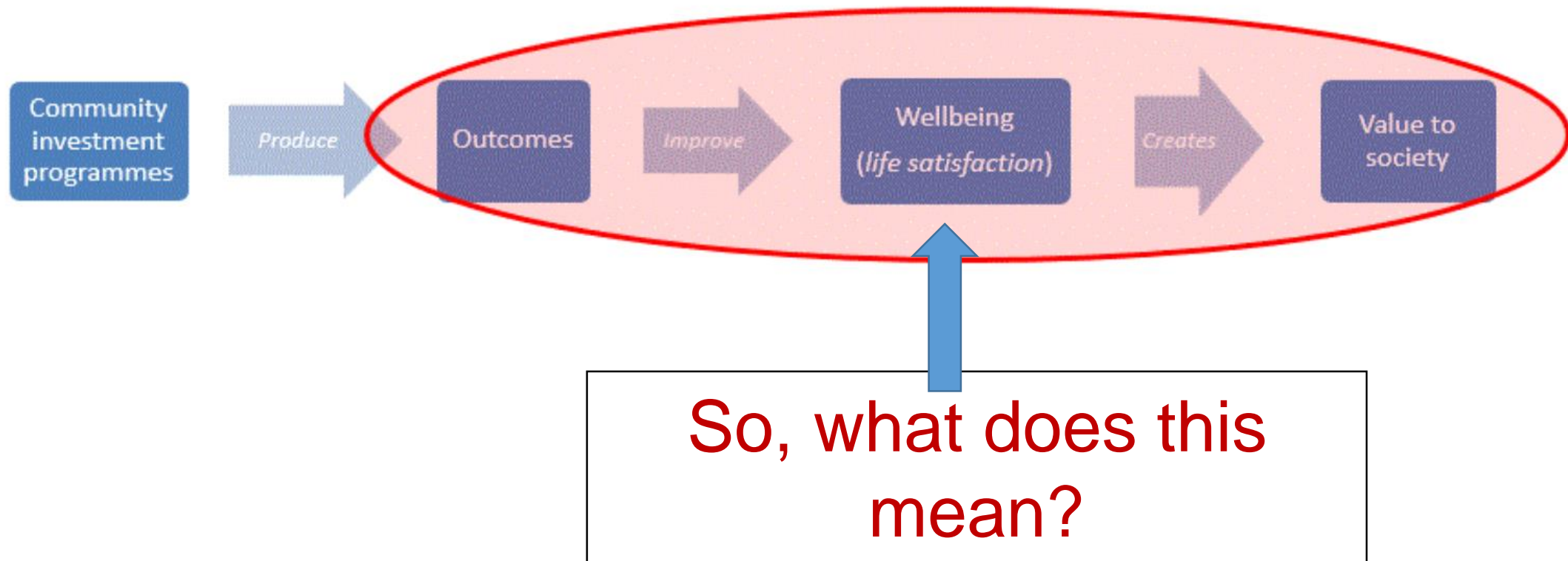
All on a scale of 0 to 10 where 0 is 'not at all' and 10 is 'completely'



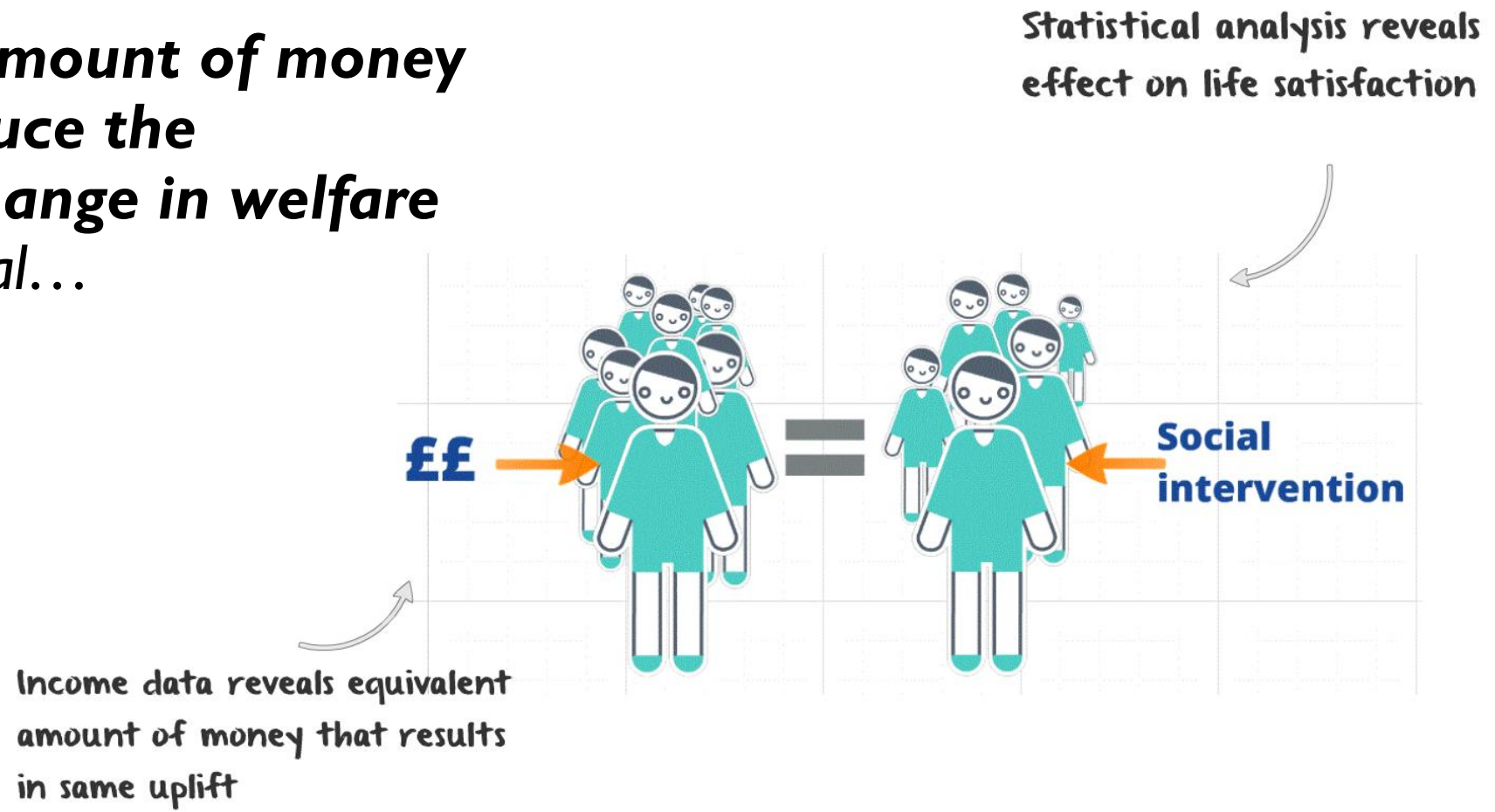


- Wellbeing Valuation = Value to individuals (Primary benefits)
- Social Value Bank deals specifically with wellbeing – life satisfaction





*It's about the **amount of money** that would **induce the equivalent change in welfare** for the individual...*



## How does it work in practice?

- Living in a good neighbourhood increases LS by 1 index point.
- What is increase in income needed to also increase LS by 1 point? (£1,747)
- Then the value of living in a good neighbourhood = £1,747





# Evolution of the Social Value Bank



# The Value Calculator

Outcome	Unknown	<25	25-49	>50
◆ Full-time employment	£14,433	£13,446	£15,354	£13,865
◆ Self-employment	£11,588	£13,157	£11,952	£10,538
◆ Part-time employment	£1,229	£737	£1,824	£1,966
◆ Government training scheme	£9,447	£11,903	£5,668	£12,817
◆ Secure job	£12,034	£10,871	£12,148	£11,969
◆ Apprenticeship	£2,353	£1,861	£2,948	£3,090
◆ Vocational training	£1,124	£1,124	£1,124	£1,124
◆ Regular volunteering	£3,249	£2,895	£2,742	£3,324
◆ Regular attendance at voluntary or local organisation	£1,773	£1,901	£1,064	£1,064
◆ General training for job	£1,567	£2,507	£1,437	£2,507
◆ Employment training	£807	£484	£887	£940
◆ Employed parent for children (11-15)	£1,700	£1,700	#N/A	#N/A



Prioritising investment - physical and social

Procurement and social value

Partnership working

Attracting new investment

Monitoring impact

Demonstrating Value for Money

Describing Social Purpose





How assured are you that the data you generate and use is accurate and robust?



**I SEE BAD DATA**

**EVERYWHERE**

Version 1.0 launched in January 18 and version 2.0 in January 19

Major collaboration between HAs of all sizes

Core customer data, voids and allocations, reactive repairs

Now working on version 3.0 - income, care & support, planned maintenance

Version 4.0 – development handovers, complaints, ???

Create full standard by 2020

[www.hact.org.uk/DataStandard](http://www.hact.org.uk/DataStandard)





**HACT**   
**UK housing  
data  
standard**  
*(powered by OSCRE)*







How confident are you that data analysis  
and visualisation skills are carefully  
developed in your organisation?




**How confident are you that your decisions  
are based on a full appreciation of the data  
and what it actually means?**

# Data for continuous improvement

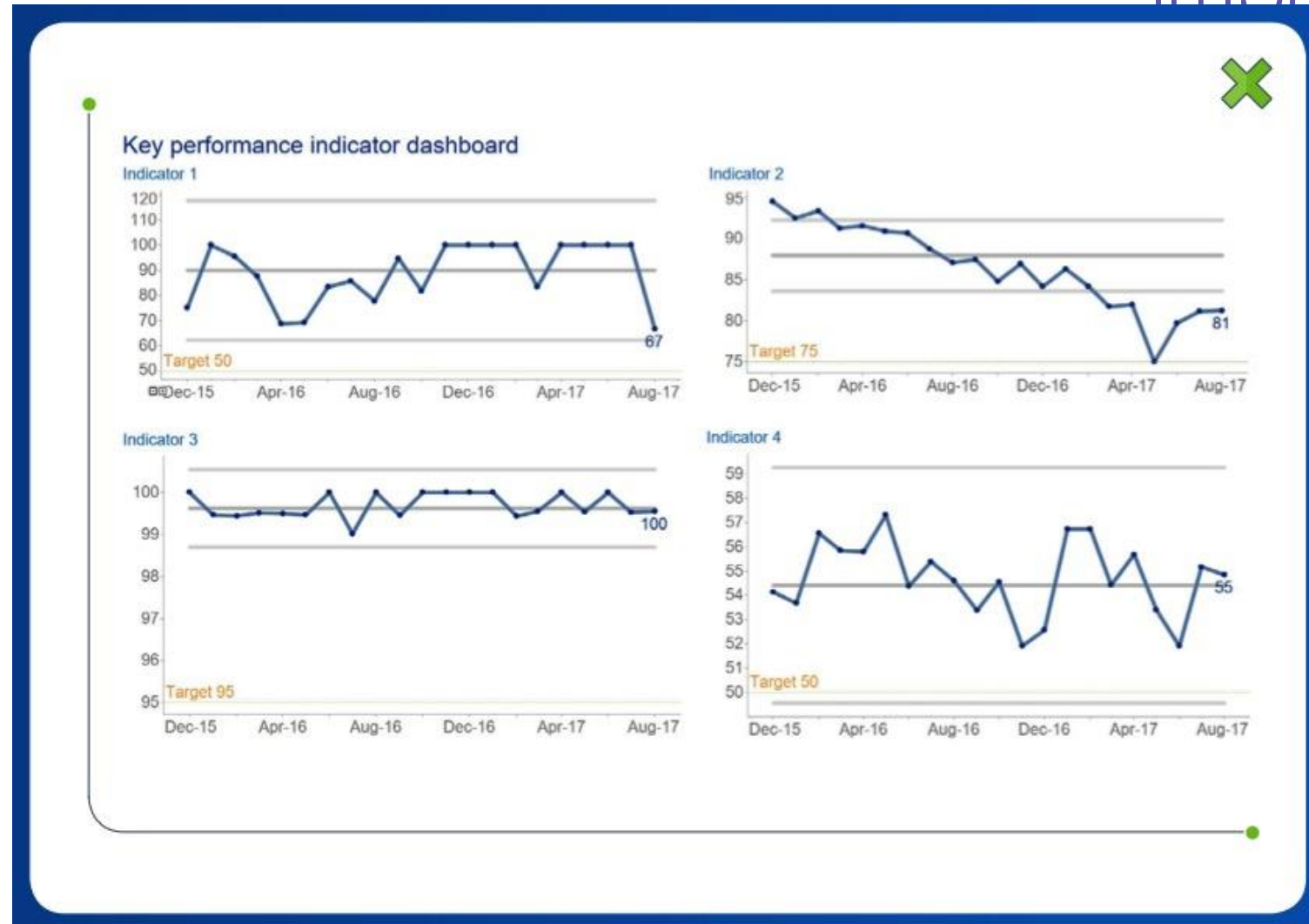


# Data for continuous improvement



Performance table	Target	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017	Jun 2017	Jul 2017	Aug 2017
Metric 1	50	100	100	83	100	100	100	100	67
Metric 2	75	86	84	82	82	75	80	81	81
Metric 3	95	100	99	100	100	100	100	100	100
Metric 4	50	57	57	54	56	53	52	55	55

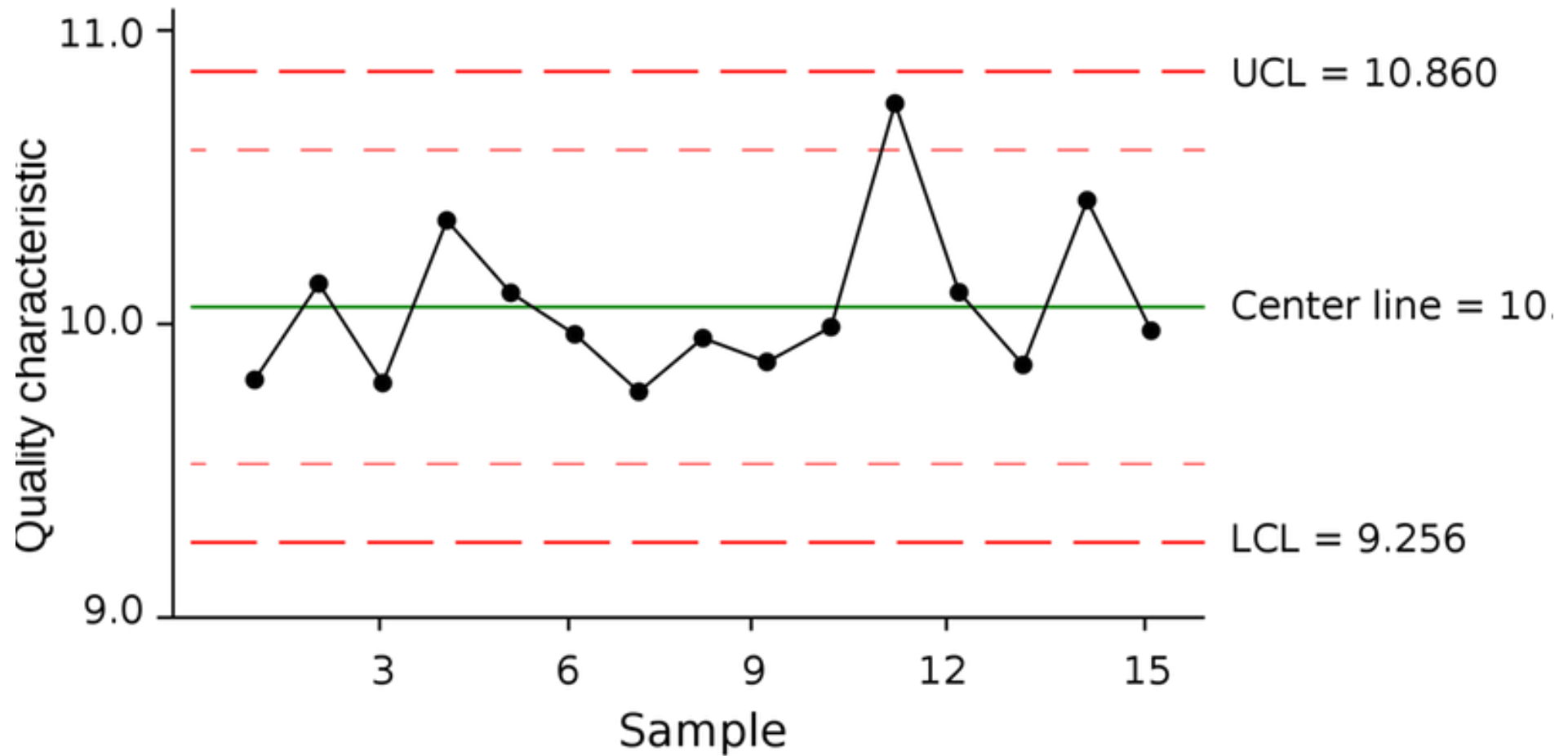
# Data for continuous improvement






# Statistical Process Control

## Data for continuous improvement

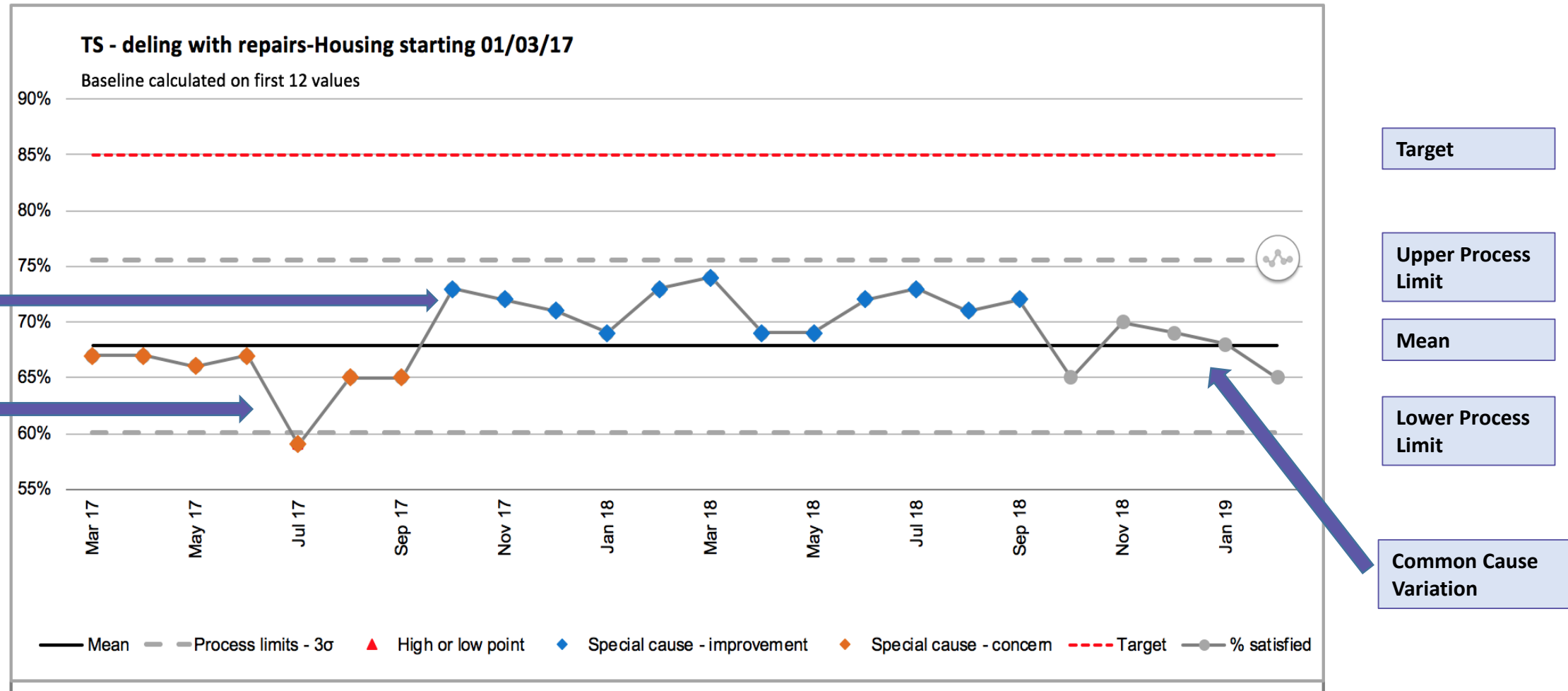


# Data for continuous improvement

KPI	Target	17/18	18/19 6M YTD	Oct 18	Nov 18	Dec 19	Jan 19	Feb 19	Trend
Ten Sat: Repairs	85%	68%	71%	65%	70%	69%	68%	65%	

KPI	Target	17/18	18/19 YTD	Feb 19
TS: Repairs	85%	68%	70%	65%

# Data for continuous improvement



# Reflections, questions and discussions





# **CURIOSITY**

is the mother of all  
discoveries and inventions



Thank you

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