



data & intelligence partnership

*York and North Yorkshire*  
**Data and Intelligence Partnership**

**3<sup>rd</sup> July 2007**

**10.30am**

**Grand Committee Room  
North Yorkshire County Council  
Northallerton**

**Present**

Beth Pawson – Learning and Skills Council  
Malcolm Spittle – North Yorkshire County Council  
Laura Oldridge – York and North Yorkshire Partnership Unit  
Andrew Leeming – York and North Yorkshire Partnership Unit (Chair)  
Alan Graver – Impact Research  
Neil Campbell – Skills Strategy Ltd  
Ellen Graham – Yorkshire Futures  
Moya Turrell – Yorkshire Dales National Park Authority  
Johanne Allinson – North Yorkshire County Council  
Jane Snowball – Yorkshire Forward  
David Andrews – Yorkshire Tourist Board  
Emily MacDowell – Harrogate Borough Council  
Alan Simpson – Richmondshire District Council

**In Attendance**

Bethan Sheridan-Jones – Yorkshire Forward  
Patrick Bowes – Yorkshire Forward  
Keith Tyrrell – Yorkshire Forward  
Carl Bradbrook – Acxiom  
Steve Cox - Acxiom

**Apologies**

Joanne Wapshott – Learning and Skills Council  
Iain McKechnie – Business Link York and North Yorkshire  
Mick Mcloughlin – MJM Planning  
Gillian Wall – North Yorkshire County Council  
Margaret Wilkinson – YPHO and NYYPCT  
Tim Ashelford – Government Office for Yorkshire and the Humber  
Colin Mellors – University of York  
Stephen Fox – Yorkshire Rural Community Council  
Phil Hancock – Ryedale District Council  
Sophie Packman- City of York Council

**1. Welcome, Minutes from Last Meeting and Matters Arising**

David Andrews welcomed the group and introductions were made around the table due to a number of new faces attending.

The minutes for the last meeting were accepted as a true record.

There were a number of action points from the previous meeting. Most of these were actioned. Laura Oldridge informed new members that a research audit had previously been circulated focussing specifically on collecting information about research on Migrant Workers following on from the seminar in February. A Migrant Worker briefing will shortly be produced. David Andrews requested that any existing research on Migrant Workers to be forwarded to Laura Oldridge.

### **Action**

- ◆ **If there are any existing research studies on Migrant Workers to your knowledge, please complete the proforma or let Laura Oldridge have details.**

All other matters were either actioned or will be referred to later in the minutes.

## **2. Key Research activity update**

Laura Oldridge will refer to Progress in York and North Yorkshire later in Item 4.

Margaret Wilkinson sent note to the meeting that the Public Health Profiles which were previously published have now been updated and are available by district on [www.communityhealthprofiles.info](http://www.communityhealthprofiles.info)

Beth Pawson sent note of a number of research projects within the Learning and Skills Council which were not tabled at the meeting:

The Yorkshire and Humber regional research team are working on:

- 1) A Regional Strategic Analysis (RSA) to be completed by the end of August. This RSA informs the LSC's purchasing of provision – matching demand to supply. It has not yet been decided if a local strategic analysis will be undertaken.
- 2) Leeds City Region research – the team will be updating this report with work to begin in Aug 2007
- 3) The team will be updating the NEET analysis (Y&H) - this work will begin at the end of the year.
- 4) ESF migrant workers research (Experian) – the draft report will be available in August with the final report being available in September. A presentation of the final findings will be given to the Regional Migrant Workers Steering Group – chaired by Dave Norman at GOYH. Jo Wapshott is meeting Dave Norman later this week and I've asked her to explore the possibility of having a wider dissemination of the findings to those not on the steering group.
- 5) National Employer skills Survey 2007 – the LSC is undertaking the NESS 2007 and consultants are currently in field from April-July. Further details are available of this and other national LSC research on the LSC national website – <http://research.lsc.gov.uk>

## **3. Regional Small Area Information Project**

Johanne Allinson presented a briefing note to the group on the Regional Small Area Information Project (RSAIP).

The RSAIP seeks to establish a system for the development of small area information systems to support and inform local decision making, community engagement, neighbourhood renewal, and the vast majority of actions arising from/referenced within the Local Government White Paper 2006.

The project is managed by Sheffield City Council and funded by Local Government Yorkshire and Humber. It is predominantly a mapping project based on statistics and GIS. The focus will be on South Yorkshire, however Johanne sits on the steering group as the invited representative for York and North Yorkshire.

The project is in the very early stages. It is still to define what data will be collected and which geography boundaries will be used.

A number of workshops will take place that will help to further define the project scope. Invitations to this are extended to YNYDIP as the representative data and intelligence group of York and North Yorkshire. Details will be forwarded to the group once finalised.

### **Action**

- ◆ **Any comments to be sent to Johanne Allinson at [johanne.allinson@northyorks.gov.uk](mailto:johanne.allinson@northyorks.gov.uk)**
- ◆ **Johanne to inform the group of further developments and details of the workshops once finalised**

## **4. Launch of Progress in York and North Yorkshire 2007**

Laura Oldridge presented a paper to the group about the official launch of Progress in York and North Yorkshire 2007.

As previously discussed at meetings, the report will now only be produced in the full version every three years. Instead on an annual basis, an update will be produced with the aim of providing an up to date summary in between full publications.

The 2007 update was launched on 6<sup>th</sup> June 2007 at Conyngham Hall, Knaresborough. It was attended by around 25 partners from across the sub region.

Key findings from the report suggest that York and North Yorkshire are doing well. There has been positive progress made against many indicators. We measure progress by comparing the latest data to a baseline year of 1998 wherever possible. One key point is that although most indicators have increased against the baseline year, some of these are now showing a trend which is evening out and slowing down rather than continuing to increase.

The report is available online at <http://www.ynypu.org.uk/Research/PIYNY.stm>

## **Consultation Requests**

Laura Oldridge presented the group with an outline of two consultation requests which have been brought to attention; Index of Multiple Deprivation and the Integrated Regional Framework. Both of these consultations are now open until August and the group is asked how best to represent the group in terms of responses.

## 5. Index of Multiple Deprivation

The Index of Multiple Deprivation (IMD) 2004 is now being updated. It is the intention that the IMD 2007 will remain as close to the IMD 2004 as possible. A blueprint report has been produced which sets out actual plans for updating the IMD. Recommendations have been made that changes only be made where this is absolutely necessary, i.e. where data is no longer available or where data is out of date and new indicators are available.

The consultation is open between 22<sup>nd</sup> May and 17<sup>th</sup> August 2007. The report is available at <http://www.communities.gov.uk/index.asp?id=1510771>

## 6. Integrated Regional Framework

Earlier this year Government set out guidance on strengthening delivery of sustainable development in English Regions. The guidance states that each region should rationalise current arrangements to produce a single high level strategic framework. For Yorkshire and Humber this means replacing Advancing Together and the Regional Sustainable Development Framework with a new Integrated Regional Framework.

Consultation on the Integrated Regional Framework is open until 24<sup>th</sup> August 2007 and is available at <http://www.yhassembly.gov.uk/dnlds/Draft%20IRF%202007.pdf>

Of main importance to the group are the proposed indicators that will be used to gather a robust evidence base.

For both consultations, the group discussed whether there is more value to be added by individual responses or by one single response. It was agreed that it may be best to tackle this from both angles in order to represent the sub region. If members of the group wish to make comments on behalf of their own organisations, this would be encouraged; however it would be helpful if Laura Oldridge could be copied into any emails. It was also agreed that YNYDIP would produce a single sub regional response.

### Actions

- ◆ **Laura Oldridge to prepare a YNYDIP response and circulate to the group for comment**
- ◆ **If any comments are made from other organisations could these be copied to Laura Oldridge**

## 7. 'The Chief Economist's Unit in Yorkshire Forward: Our work with Partners' – Patrick Bowes

Patrick Bowes from the Chief Economist Unit (CEU) did a presentation about the work of the CEU across the region.

The CEU was formed in February 2006 and is headed by Simon Foy. The main roles of the CEU are to develop Yorkshire Forward's Economic research and intelligence capability and capacity, provide economic evidence to assess progress towards the priorities of the RES, embed economic intelligence into the design and delivery of Yorkshire Forward funded programmes and shape, influence and support the development of the regional evidence base.

This includes work into Economic Master-Planning, the Strategic Economic Assessments, City Region Development Programmes, Economic Forecasting and Lifestyle Data.

A key feature of the CEU is the presence of two ONS Regional Statisticians who will be based within the unit to help bridge the gap between partners and the ONS.

**Patrick Bowes, Principal Economist**  
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[patrick.bowes@yorkshire-forward.com](mailto:patrick.bowes@yorkshire-forward.com)

**Keith Tyrrell, ONS Regional Analyst**  
**0113 394 5787**  
[keith.tyrrell@ons.gsi.gov.uk](mailto:keith.tyrrell@ons.gsi.gov.uk)

**Andrew Lawson, Research Manager**  
**0113 3949684**  
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### **Action**

- ◆ **Presentation to be circulated by Laura Oldridge**

## **8. Acxiom Lifestyle Data**

Carl Bradbrook and Steve Cox attended the meeting and provided the group with an overview of Acxiom Lifestyle Data and how partners might find this data useful.

Acxiom is a US company and was founded in 1969. The main areas that the company covers are data collection, database hosting and analysis.

Acxiom distribute a research opinion poll in September and January. This is distributed via direct mail, door drop and online. The demographic and geographic coverage is almost 100% across the UK. The poll attracts over 1 million responses annually. These are then split into a number of datapacks so that the data can be easily accessed. These are included in the attachment but roughly include: automotive, charity, grocery, income etc.

Acxiom is available via an online mapping and analytical tool which requires a license. See [www.geodirect.co.uk](http://www.geodirect.co.uk) for more information and Acxiom and other products.

Any questions please contact Carl Bradbrook at [Carl.Bradbrook@acxiom.com](mailto:Carl.Bradbrook@acxiom.com)

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### **Action**

- ◆ **Presentation to be circulated by Laura Oldridge**

## **9. Any other business**

The meeting in October was previously arranged for 23<sup>rd</sup> and was to be hosted in Scarborough. However, due to a change in group member, a new venue is now required.

A concern was also raised that the 23<sup>rd</sup> October is in half term week. A new date will be circulated shortly.

No more business

### **Action**

- ◆ **Laura Oldridge to circulate possible dates for next meeting and confirm**
- ◆ **Volunteers to provide a venue to be sent to Laura Oldridge**
- ◆ **Volunteers or ideas for presentations for the next meeting or agenda items to be sent to Laura Oldridge**