



data & intelligence partnership

York and North Yorkshire
Data and Intelligence Partnership

29th April 2008
10.30am
Ryedale House, Malton

Present

Andrew Leeming – York and North Yorkshire Partnership Unit (Chair)
Andrew Lawson - Yorkshire Forward
Neil Campbell – Skills Strategy Research Ltd
Catherine Hall – North Yorkshire County Council (on behalf of Johanne Parker)
Rachel Glendining– Harrogate Borough Council (on behalf of Emily MacDowell)
Alan Graver - Sky Blue Research
John Shepherd – Business Link Yorkshire
Laura Davis – Learning and Skills Council (on behalf of Martin Wynn)
Phi Hancock – Ryedale District Council
John Walker - York and North Yorkshire Partnership Unit

Apologies

Colin Mellors - York University
David Andrews – Yorkshire Tourist Board
Jane Snowball – Yorkshire Forward
Joanne Wapshott – Learning and Skills Council
Margaret Wilkinson – YPHO and NYYPCT
Moya Turrell and Caroline Skelly - North York Moors National Park Authority
Malcolm Spittle – North Yorkshire County Council
Sophie Packman - City of York Council
Stuart Kielty and Amanda Crossfield – Yorkshire Futures
Tim Ashelford – Government Office for Yorkshire and the Humber

Two new members are also to join the partnership (details to be circulated).

1. Minutes from Last Meeting and Matters Arising

Agreed that Partnership would circulate a request to all local authorities to provide details of the topics of their local panels and forward programme which would be discussed at a future meeting. Andrew updated the group that since the last meeting this hasn't gone much further. Action: PU to progress.

Rachel also pointed out that there is also a consultation group. **Action: Partnership Unit to also contact them.**

Measuring productivity. Action: Consider measuring productivity as a potential future discussion topic at future YNYDIP meets.

2. Key Research activity update

Andrew Leeming (PU) updated the group that currently the PU's main research work is to produce Progress in York and North Yorkshire 2008.

Andrew also circulated an executive summary of the Rural Evidence Base 2007 (complementing the full report which was previously produced). A few spare copies of the summary are also available from the PU. **Action: PU to also put a pdf version on the Partnership Unit's website.**

Andrew explained that NYCC are (now) to 'employ' and will soon recruit the Research Analyst. The intention is advertise the post in the next couple of weeks. Until then John Walker would continue to provide freelance support (on a part time basis). There are also discussions under way for the Partnership to 'house' a Leeds City Region researcher post (with this person likely to be employed by Leeds City Council). This would also hopefully enhance links / integrate with the Leeds City region.

Catherine Hall (NYCC) explained that there were mixed messages if the Place Survey will actually commence in the autumn – as this is required for LAA and national indicators this could potentially be a problem. It was also explained that low response rates had initially been a problem. Whilst this work covers the whole country, each area has to organise / contract out the work - it is hoped a local consortium of NY LA's can do this.

Catherine also provided an update on NYCC's work on developing neighbourhood profile reports / summaries, with a pilot taking place for areas in Scarborough. This work includes key datasets and is likely to feature presenting information using (GIS) maps. This work is seen as vital in the new government requirements for CAA ('audits' by the Audit Commission). The outputs should be ready by April next year, but Catherine should be able to share findings with partners as soon as they are available.

John Shepherd (Business Link Yorkshire) mentioned that Business Link Yorkshire was in its' fourth week.

John explained that a draft of the on the Business Support Programme evaluation report will be published very shortly and he will circulate the key findings to the group. As examples of success John highlighted that the business support programme has for example helped 1,500 firms, assist in

creating 600 jobs and £54 million in increased business sales. The work had also helped identify 90 high growth start ups.

To complement on-going customer satisfaction surveys, Business Link are also planning to conduct group discussions to help inform service development and understanding what SMEs need. The details of the research is yet to be finalised, but will include topics such as what barriers businesses face in relation to growth, how they overcome these barriers, how they wish to receive support, e.g. on-line, etc. It is also possible that this could be a rolling programme of research.

Laura Davis (LSC) has recently returned to the LSC after being seconded to the Partnership Unit for around seven years. Laura was representing Martin Wynn at the meeting who sent his apologies.

Led by the Department for Innovation, Universities and Skills (DIUS) and Department for Children, Schools and Families (DCSF), there is a consultation currently underway in relation to the 'future of the LSC'. A key outcome is that in essence is there to be an 'area / authority' for young people and another for skills and funding, including providers such as FE colleges, with some roles / responsibilities coming under local authorities.

Laura also explained that Martin Wynn is also involved in a project (contracted to EKOS) for Tees Valley City region. A workshop is to take place on the 13th May ('usual suspects' attending, e.g. JC+, PU, Yorkshire Forward, LAs, etc.). This will aim to look at the economic benefits of Tees Valley across NY and County Durham.

The LSC have also commissioned an evaluation of the SRAP (York and North Yorkshire) which should be completed by July and will be circulated to the group when finalised.

District level factsheets are also being completed, including topics such as skills, employment, etc. and should be available in the next few weeks.

A regional report has also been produced for training, sport / fitness and outdoor activities – this is available from the LSC (see Yorkshire and Humber pages).

Andrew Lawson (Yorkshire Forward) said there currently two main areas for their research.

The National Business Survey (formerly Regional Economic Trends Survey) has been retendered and awarded to IPSOS MORI. This is large scale exercise which is funded nationally / by the RDAs. This is however being led / co-ordinated by this region. Topics include areas such as business confidence, skills, profits, etc. There is some scope to add questions (e.g.

floods being topical in this region) and whilst Andrew is open to suggestions, demand for these is likely to be high.

The survey is seen as the 'largest of its kind' (1,500+ sample size in the region) and is sufficiently robust to report at LAD level. This is the first wave, with a second wave planned for September. It has been in field for the last few weeks and should report by mid June. The reporting is likely to include a large dissemination event (yet to be agreed, but Andrew will keep the group informed) and an interactive web portal which will also allow users to conduct their own cross tabs / analysis.

YF are also working with the Yorkshire Tourist Board and Tourism Partnerships to fill an identified (intelligence) gap in relation to visitor attraction surveys. This has led to the most comprehensive visitor survey ever conducted in the area, involving 000's of interviews at a number of sample points / locations in the region. Managed by YTB (with QA commissioned to do the work), it will involve face to face and follow up interviews (the latter important for total spend information as information is collected at the end of any visits / holidays) and covers all / different types of visitors, e.g. international and domestic markets. The first wave of research will commence in the next month or so (the first of two years surveys, with an option for a third year) and results should be available for 'all to use'.

Neil Campbell (Skills Strategy Research) and Shared Intelligence¹ have conducted the National Business Survey for Business Link as mentioned earlier by John Shepherd. They have also completed another (region) evaluation for Business Link in relation to e-business, which he highlighted one example of the excellent findings in that customer satisfaction was 98%.

Neil has also conducted an evaluation a regional LSC project (albeit with a West Yorkshire 'slant') in relation to Working Together – the Voluntary and Community Sector. Sustainability was a key area here.

Neil has also just commenced the SRAP evaluation for the LSC (as mentioned by Laura Davis) and in the next seven weeks will complete a project for the Leeds College of Building in relation to their offender work.

Alan Graver (Sky Blue Research) updated the group about the Yorkshire Forward led 2012 Olympics work (a document is now available for this). The network / group continues to grow and meet – the next meeting is scheduled for the 9th July and any input from others is welcome. One of the tasks has been to investigate the different scenarios, not least a worst case scenario!

¹ 'Who work with partners across the UK in community regeneration, economic development, public service improvement and place making'

Recently there was a 2012 event attended by more than 200 people. This was a year on from the launch, with the aim of ensuring the games leave a lasting legacy, e.g. in terms of skills, employment, education, etc). A report is also available from the LSC.

Alan is also conducting an evaluation of the event which he will circulate to the group. The need to pull together any intelligence in relation to 2012 could be an agenda item for future meetings.

Phil Hancock (Reydale District Council) is also working on the Place Survey (this issue affects local authorities as well as being a county issue). Phil is also working on other areas, most notably Housing Condition Surveys, land availability and Equality Impact Assessments.

Rachel Glendinning (Harrogate Borough Council) is also working on the Place Survey, with a focus also on how people want to receive performance information.

Harrogate also need to conduct a Tenants Survey, but are still awaiting government guidance before they can commence. They are also working on CPA and preparing their re-capped bid.

3. Progress in York and North Yorkshire– Andrew Leeming

Andrew presented an overview of the key points of the Progress in York and North Yorkshire 2008 'light touch review' report.

Andrew Leeming began by outlining the PU are currently finalising the light touch review of Progress in York and North Yorkshire 08. Some key background includes:

- It is based on the new IRF indicators
- Incorporates reporting on progress for the sub region, those districts within the Leeds City Region and those districts outside of it
- The document includes data and comparisons to the regional picture
- The document should be signed off in the next couple of weeks (although PU still needs to get comments / sign off from Yorkshire Futures). If any YNYDIP members have any final comments, they should be sent to the PU by the end of next week (by 9th May)
- The document will then be placed on the PU website. A small number of hard copies will be produced and will be available on request
- The PU circulate a link (when available) to the other three reports produced elsewhere in the region (e.g. Humber report).

Andrew then presented the key information, with observations, questions and useful comments from the group leading to some actions for follow up (shown below).

Sporting activity – Alan mentioned he was at a recent event where Sport England may have presented some more recent data (which also highlighted an increase in participation in sport). **Action: PU to review if such information could be included in the report.**

There was an observation that GVA per head should increase, not least due to inflation / annual wage increases. John Walker's understanding (based on technical notes in the data files) was that historical data was adjusted to reflect 'current prices'. **Action: This was an important point and needs to be clarified (John Walker to pursue this).**

Rachel stated that the new IRF indicators should take account of the national indicators (especially as so much work had been done in the area). There was some debate on this, including how different authorities (in the region and sub region) would have different indicators (thus consistency could be lost). It was also suggested that the full Progress in York and North Yorkshire 2009 could be a comprehensive review pulling in both LAA and IRF indicators and also that the full (not light touch reviews as in 2008) reviews often work better in terms of also featuring data at an LAD level. **Action: This important issue should be revisited in future YNYDIP meetings and raised with Yorkshire Futures.**

5. Seminars

Andrew explained that he liked to ensure that there were 3 – 4 YNYDIP seminars a year. Andrew Lawson stated that South Yorkshire were planning a SNR seminar which could be replicated in York and North Yorkshire. Another idea put forward was the Joint Strategic / Joint Intelligence needs which are required for next year. This could link very well with the needs / content for the Strategic Economic Assessment.

Andrew requested that anyone e-mail him any suggestions for future seminars. **Action: all to consider**

The group however gave support for the next seminar to be a launch of Progress in York and North Yorkshire 2008. It was however suggested that there should be break out groups who could discuss the findings and areas of concern and also what remedial actions are required (Andrew Lawson kindly offered support to help draw up any questions which could be put to the groups to help structure any debate). The idea of including case studies was also suggested as it might 'bring to life' some of the data / findings. **Action: PU to consider.**

6. Date and Venue of next meeting

The date of the next meeting is to be confirmed (likely to be early July prior to summer holidays). **Action: PU to e-mail round suggested dates.**

John Walker - York and North Yorkshire Partnership Unit
April 2008