

Shaping Places for Wellbeing

---

# Data Profiles

## Workstream Summary Report



As a Programme we identified six areas of the Programme journey where we felt evaluation could help national replication. We identified these areas as workstreams, and a Project Lead picked up and led each of these pieces of work.

## Context and Objectives

This report outlines the development, impact, and learning from data profiles created for Project Towns under the Shaping Places for Wellbeing Programme. It evaluates the processes, challenges, and outcomes associated with integrating data into place-based decision-making and offers recommendations for future implementations.

### Objectives:

1. Compare data profiles across towns and understand their development, impact, and applications.
2. Capture learning from the processes and methods used.
3. Recommend ways to enhance data-led decision-making in future initiatives.



# The Data Journey

The process was iterative and informed by testing and learning across Project Towns.

## Steps in Data Profile Development:

1. **Quantitative Data Profiles:** Compiled by LIST analysts, these profiles used publicly available data to highlight inequalities.
2. **Sense-Checking:** Steering Groups validated findings, focusing on key inequalities for each town.
3. **Qualitative Insights:** Community Link Leads added depth through local reports and community engagement.
4. **Outputs:** Finalized profiles included infographics and reports to guide decision-making.



# Key Findings and Themes

## 1. Impact of Data

- **Value:** Data profiles were widely appreciated for consolidating insights into actionable formats, sparking meaningful discussions.
- **Challenges:** Limited granularity in publicly available data and alignment issues hindered effectiveness in some areas.
- **Applications:** Profiles were used in Place and Wellbeing Assessments, funding applications, and strategy development.

## 2. Integration of Quantitative and Qualitative Data

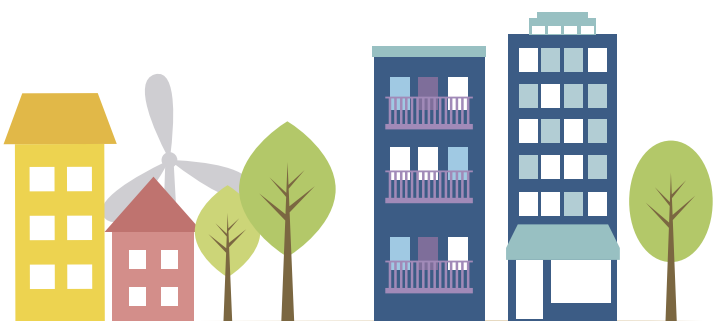
- Combined insights helped clarify local inequalities and inform decision-making.
- Steering Groups valued the integration of community perspectives but noted a need for improved methods to ensure representation.

## 3. Things to consider going forward

- Data literacy varied among stakeholders, impacting engagement.
- Misaligned expectations regarding outputs and demographic granularity led to delays.

## 4. Enablers

- Early collaboration with stakeholders, clear processes, and visual tools like infographics enhanced understanding and buy-in.



# Recommendations

## 1. Process Improvements

- Develop clear briefs for data collection and analysis, outlining scope, resources, and intended applications.
- Incorporate ongoing learning into the methodology.

## 2. Enhanced Engagement

- Foster data literacy through workshops and collaborative sense-checking sessions.
- Use visual tools and narrative summaries to make data accessible and actionable.

## 3. Data Availability and Quality

- Advocate for greater access to granular data and local datasets.
- Align geographic and demographic boundaries to improve accuracy.

## 4. Sustainability and Replicability:

- Develop comprehensive “How-To Guides” for replicating processes.
- Encourage partners to embed data-led approaches in their operations.



# Learning and Future Considerations

## Holistic Approach

- Combining qualitative and quantitative data was essential for a comprehensive understanding of inequalities.
- Aligning data collection methods ensured consistency and relevance.

## Impact on Decision-Making

- Data profiles helped shape local strategies, identify funding opportunities, and foster collaboration among stakeholders.

## Challenges in Implementation

- Resource constraints and varying stakeholder expectations highlighted the need for clearer guidelines and dedicated support.

## Key Takeaways

- Decision-makers found the profiles effective for understanding inequalities and prioritizing interventions.
- Future efforts should focus on building capacity, improving data literacy, and fostering collaboration between local and national stakeholders.

For more information about the Shaping Places for Wellbeing place-based approach, please contact Irene Beautyman, Place and Wellbeing Partnership Lead, below. Alternatively, follow us on [LinkedIn - Planning and Place-Based Approaches](#), to keep up to date with the Planning and Place-Based Programmes from within the Improvement Service, and X [@place4wellbeing](#) to recap on the Shaping Places for Wellbeing Programme's journey.



