

Shaping Places for Wellbeing Programme

A Data-Informed Approach

A How-to Guide to Capturing Local Quantitative Data



About this guide

This document has been prepared by the Shaping Places for Wellbeing Programme. It sets out our experience in capturing local quantitative data and a practical guide to the process used so others can replicate it.

It covers the following:

- What did we do? - How we collected and analysed data
- Key areas of inequality and measures used
- Challenges we experienced
- Learning from the process
- What happens next?

This document was produced in June 2023 after completing the process for four of our seven Project Towns. It will be updated as we progress to include all seven Project Towns.



Introduction

One of the overarching ambitions of the Shaping Places for Wellbeing Programme is reducing inequality through a place-based approach. To support a clear focus on what the inequalities are specific to each Project Town, we wanted to understand:

- The extent of inequalities experienced in the town
- What groups within the community are being impacted most
- Where these groups live, work and relax

We set out to use quantitative data as a starting point in a journey to build a narrative of inequalities in each town and how people were experiencing them, leading to an understanding of the perspectives of the groups impacted by inequality and what they need from their place.



What did we do?

Selection of Project Towns

One of the criteria for working with each of our Shaping Places for Wellbeing Project Towns was that it included a geographic area within the 20% most deprived of the Scottish Index of Multiple Deprivation (SIMD). This is an area-based measure of relative deprivation across seven inequality measures: income, education, health, access to services, crime and housing providing an assessment of levels of comparative deprivation. As such this was the starting point for the data profile.

Step 1 – Providing a more detailed profile

Public Health Scotland provided analyst support from the Local Intelligence Support Team (LIST) to undertake the extraction and analysis of further data to augment our understanding of inequality for each town.

To do this they looked at:

- Data over a broader timeframe
- Data on an intermediate zone level which provided a richer source of information than is available at data zone level
- Additional measures that are publicly available
- Demographic details on who is impacted

Step 2 – Agreeing area for data extraction and analysis

The Shaping Places for Wellbeing Programme includes a deliberate mix of both rural and urban Project Towns. At the outset it was important to reach an agreed understanding on the area being included for extraction and analysis. Approaches differed due to the size of the Project Town and coverage of Intermediate Zones, and we do not advocate a “one size fits all”. A snapshot of approaches is listed in Appendix 1.

Step 3 – Preparing a draft profile

Using public sources of data, a draft profile was produced for each Project Town. The completed profiles for Alloa, Ayr and Dunoon, draw from data sources including:-

- Scottish Public Health Observatory Profiles (ScotPHO): [ScotPHO profiles \(shinyapps.io\)](https://shinyapps.io)
- National Records of Scotland (NRS): [Statistics & Data | National Records of Scotland \(nrscotland.gov.uk\)](https://www.nrscotland.gov.uk)
- Improvement Service Community Planning Outcomes Profile (CPOP): [CPOP \(shinyapps.io\)](https://shinyapps.io)
- Department of Work and Pensions Stat-Xplore: [Stat-Xplore - Log in \(dwp.gov.uk\)](https://www.dwp.gov.uk)
- Scottish Government: [statistics.gov.scot](https://www.statistics.gov.scot)
- [STRIVE](#) (Safeguarding Through Rapid Intervention) data – Alloa only

The draft profiles identify trends, over a number of years, which stand out in comparison to the wider local authority and Scotland averages. They also identify inequalities between different areas of the town.

The data is primarily drawn from an intermediate zone level, of which there are between two and nine covering our towns. For example, the settlement of Dunoon is covered by two intermediate zones, Hunters Quay and Dunoon. Intermediate zones tend to have around 2,000-5,000 residents.

Step 4 – Checking the data

The next step was to sense check the data, identifying areas for investigation, potential gaps and other data sources that could add insight on the population groups being impacted.

We started with the insight and knowledge of core members of the Steering Groups for each Project Town. This was then broadened out to include wider stakeholders such as health service leads, community planning partners, health networks and third sector organisations.

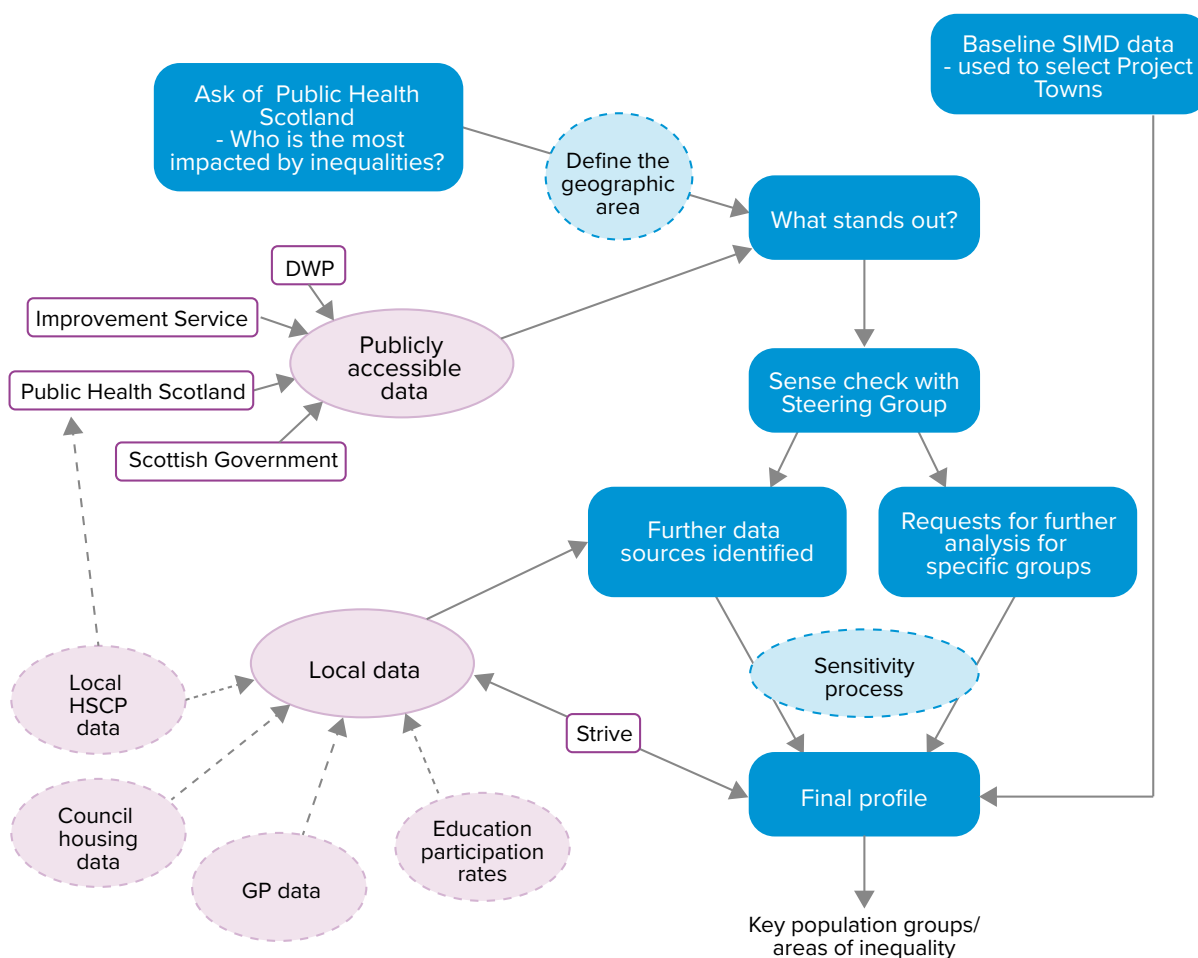
Where gaps were identified we sought to identify if something had been missed in the initial profile, if we needed to dig deeper into a particular statistic or if there were additional sources of data we could access. Our Local Intelligence Support Team (LIST) analysts then produced updated profiles for each Project Town that reflected these discussions and investigations. This included demographic data of age and gender where publicly available.



Step 5 – Agreeing key areas of inequality

We then used the revised profile to recommend to the Steering Group approximately **four key population groups or areas of inequality** for each town that would be used to frame all future data collection and analysis (particularly qualitative but some additional quantitative data where it adds insight). The Shaping Places for Wellbeing Project Leads produced an infographic, focusing on the key population groups and areas of inequality, as a compliment to each Profile and to help the key messages to be communicated more accessibly with stakeholders and decision makers.

The diagram below provides a visual to illustrate the flow from step 1 to 5 described above.



“I think one of the key things we have benefitted from is the work of the LIST analyst and the profile that’s been produced. It’s probably one of the best data sets that I’ve ever seen.”

Lesley Reid, Health Improvement Lead, NHS Ayrshire and Arran

Areas of inequality and the measures used

To date, the key areas of inequality emerging from the quantitative data are similar across the four initial Project Towns. These key areas and the measures which have informed them are:

- People experiencing addictions
 - Alcohol related hospital admissions and deaths
 - Drugs related hospital admissions and deaths
- People experiencing poverty
 - Benefits uptake
 - Employment rates
 - Children living in poverty
- Early deaths amongst people aged 15-44
 - This is available as an overall measure alongside individual cause measures that stand out such as:
 - Cancer
 - Coronary heart disease
 - Drugs and alcohol
 - Suicide

Other areas which stand out, though not as starkly are:

- Maternal and early years' health inequities - developmental concerns
- Asthma hospitalisations
- Proximity to vacant and derelict land
- People claiming carers allowance



Challenges we experienced

- Identification of inequality issues through stakeholder engagement but being unable to access data which could qualify that. The **limited amount of publicly available data** on mental health is an example of this.
- **Statistical disclosure** means the numbers of people the data refers to may be so small that it is possible to identify individuals, and thus this valuable local information cannot be shared with all those making decisions in a place.
- **Measures of inequality available** through public data sources draw on data such as, deaths, hospitalisations and benefit claims. Data from Doctors in general practice is not available as standard.
- The most recently **available census data** at the time of the development for the initial four town profiles was the 2011 data. The 2021 census data became publicly available during development of the later town profiles, but it was not easily incorporated at this stage.
- While high level data is readily accessible, it requires **additional processing** to access demographic detail of age and gender.
- Useful data sources with information **not available below local authority level** e.g., National Offender Management Information System.
- The most easily accessible data is for intermediate zones, which doesn't always fit well with the boundaries you want to work with.



What we have learnt from the process

Value of quantitative data

- Provide local clarity on key population groups to consider during decision making processes to reduce inequality and avoid exacerbating it.
- Previously unknown insights have been made available to decision-makers.

Partnership working

- Sense checking was an important part of the process, as the insights of our partners and stakeholders allowed for more detailed context, by providing more detailed understanding of the inequalities and the impact of those inequalities.

Minding the gaps

Further data will always be required to build a picture of inequalities in our Project Towns including quantitative and qualitative because:

- Data doesn't tell us about a person's lived experience of a place or their journey through different services and support
- To take an assets-based approach it is important to be aware of the potential for the data to lead us into focusing on the negative aspects of place
- The available quantitative data wasn't always able to identify which demographics are affected by inequalities
- New quantitative data will become available over the lifetime of the project which will inform the ongoing sense checking of each area of focus

Next steps

Incorporating qualitative data

- The Community Link Leads role is to both sense check and bring to life the quantitative data by connecting into the knowledge, experience and insight of community organisations in our Project Towns. To use the key population groups or areas of inequality identified for each town to frame qualitative data collection and analysis. More information on this process will be provided.

Using the data for supporting decision-making

- In order to support partners when making decisions that impact on a place, we have been using the data to feed into our Place and Wellbeing Assessments. The data provides a crucial perspective on those demographics who have most to gain from a reduction of inequality into the decision-making process.

Keep up to date

To stay up to date on our latest news, learning and reflections about the Shaping Places for Wellbeing programme you can follow us on [Twitter](#) (@place4wellbeing), or check out our [web pages](#) for more information.



Appendix 1

Process for agreeing area for data extraction approaches

Alloa

Three intermediate Zones were identified by the Alloa Steering Group for inclusion in the data profile. These are Alloa South and East, Alloa North and Alloa West that make up the settlement of Alloa. Alloa was the first town to undertake this work and the Local Information Support Team Analyst identified and collated the range of indicators set out Step 3 of “What did we do?” section above.

Ayr

Eleven Intermediate Zones were identified by the Ayr Steering Group for inclusion in the project. These were aggregated to form the area of interest and were used as the basis for the town profile that was produced. A breakdown by Intermediate Zone was also included in the profile. The indicators within the profile were based on those used elsewhere for the Shaping Places for Wellbeing programme with some additional ones suggested by the Steering Group.

Clydebank

Eight Intermediate Zones were identified by the Clydebank Steering Group, these were included in the initial Intermediate Zone level data profile.

Looking at additional data and demographic breakdowns, analysts from the Local Information Support Team proposed producing additional data at Clydebank locality level (sub area used by the Health and Social Care Partnership) to minimise disclosure risk and align with open data published at this geography level. Compared with the eight Intermediate Zones first identified, the locality includes an additional Intermediate Zones and two smaller data zones.

Dalkeith

The area defined as Central Dalkeith and Woodburn was identified by the Living Well in Central Dalkeith and Woodburn group while Dalkeith was a Mentor Town. The group wanted to create a more bespoke area that was recognisable as Central Dalkeith and Woodburn and as close to the area of

Dalkeith and District Community Council as possible. As a result of this we agreed upon an area aggregating 13 data zones, covering intermediate zones Dalkeith and Thornybank with some additional surrounding data zones, which was then used for reporting in the data profile.

After Dalkeith became a Project Town and the Steering Group was formed it was decided to widen the area to ensure all of Dalkeith was covered. In addition to the Intermediate Zones of Dalkeith and Thornybank, a wider profile was created exploring the neighbouring Intermediate Zones of Eskbank and Pathhead and Rural East Midlothian for a wider comparison.

Dunoon

The Intermediate Zone of Dunoon was the primary area identified by the Steering Group, with the Hunter's Quay Intermediate Zone comparator selected to provide regional perspective and encompass the wider settlement of Dunoon.

Fraserburgh

Five intermediate zones were identified for inclusion in the Fraserburgh profile. These include the surrounding intermediate zones of Rosehearty and Strathbeg, due to the volume of new housing developments in this area.

Rutherglen

Nine intermediate zones were identified for inclusion in the Rutherglen profile. This provided visibility of a range of inequalities within the community, at a geographical level familiar to partners.

In all Project Towns comparisons have also been made to the relevant Council area and Scotland.

