4th March 2014

Dear Paul

Updated Response to the Cardiff Partnership Scrutiny Panel Recommendations - December 2012

Further to your request for an update on the seven recommendations regarding the partnership’s approach to business intelligence, we have outlined the current position below.

Recommendation One (December 2012)

• That the role and vision for the future use of business intelligence needs to be clarified by the CPB.
• Do the CPB want a five star business intelligence service? What would this achieve?
• How would it be accomplished? What would the costs be for it to be realised? How would these costs be met?

In the Partnership’s response in January 2013, we set out that the important issue was for partners to work together to share business intelligence and undertake joint analysis. This work has continued via the Joint Business Intelligence group to ensure that data is informing the Partnership’s priorities.

Since our last update to the Scrutiny Panel, joint work across the Partnership has been undertaken in relation to the NEETs Data Sub-Group and also the Welfare Reform Data Group. Both of these groups have provided monitoring data in relation to trends impacting on these two workstream areas and have subsequently enabled partners to prioritise activity as a result through their respective Working Groups.

In addition, the Ask Cardiff website was given a ‘soft launch’ in February 2013 and has since undergone a number of improvements in terms of navigation, content and links to partner organisation websites.
**Recommendation Two (December 2012)**

- That there should be mechanisms in place to ensure that data that is gathered is being passed to the correct workstreams, partners and senior officers to ensure it can influence their priorities and planning.

The Cardiff Partnership Board ‘Programme Intelligence Reports’ are broken down by work programme and are updated when new data becomes available. They help meet some of the statutory expectations as well as forming part of our business intelligence function by providing information on trends that programmes are trying to impact upon.

The Programme Intelligence Reports also provide outcome-level data on the issues that the What Matters Strategy is addressing via its partnership workstreams and complement the Programme Highlight Reports which report performance.

In addition, Neighbourhood Intelligence Reports are produced and regularly uploaded onto the [www.askcardiff.com](http://www.askcardiff.com) and the [www.cardiffpartnership.co.uk](http://www.cardiffpartnership.co.uk) websites. The format of the Neighbourhood Intelligence Reports have been amended following the recommendations in the Neighbourhood White Paper produced in November 2013.

However, we will continue to review mechanisms by engaging with programme leads and ensuring they provide the right statistics and analysis in a timely and appropriate format.

**Recommendation Three (December 2012)**

- The Panel understands that a promotional drive is planned for the launch of the revamped Ask Cardiff website. The Panel recommend that the purpose and benefits of Business Intelligence and the Ask Cardiff website be clearly articulated by the Board. Once this is achieved, the Board should then champion the use and promotion of the site through their respective organisations.

The issue of Partnership Business Intelligence, including discussions about the Ask Cardiff website, was a substantive item at the Cardiff Partnership Board meeting on 18th February 2013. It was recognised that there was a real need to communicate about the availability of business intelligence and to raise awareness across partner organisations. This was further discussed at the Partnership Development session on 7th May 2013 in which communication was highlighted as an area for further improvement. This led to the development of the Partnership Engagement Strategy to improve communication and engagement across the partnership and especially between programmes, work streams and neighbourhood partnership areas.

The [www.askcardiff.com](http://www.askcardiff.com) website was ‘soft launched’ in mid-February 2013 with a number of new features, such as the consultation longer and census data. In addition, the Council’s social media team have extensively promoted the Ask Cardiff website and continue to do so as requested. These Tweets, sent out in English and Welsh are received by approximately 29,000 Twitter followers, and re-tweeted 3 or 4 times with each new Ask Cardiff related tweet from the social media team. The number of ‘page-views’ of the Ask Cardiff site per month are highlighted below and it is worth noting the increase in page views over the course of the year (Source: Cardiff Council Internet Publishing Team):
Partnership Scrutiny - Recommendation Four (December 2012)

- That the possibility of sharing technology (e.g. IBM COGNOS) for the overall analysis of data be explored amongst the different partnership organisations.

Meetings have subsequently taken place between the Council and relevant staff at the Cardiff and Vale of Glamorgan UHB in relation to their COGNOS database systems which identified a number of complexities to this approach. This included difficulties with resolving information governance issues and data protection regimes in each of the partner organisations.

At the CPB Joint Business Intelligence Group meeting in June 2013 it was felt that alternative means of sharing required datasets (such as the examples outlined in the update to Recommendation One) could much more easily be achieved in a short to medium time frame. This work is therefore continuing in response to the Partnership’s priorities ie NEETs Data Group).

Recommendation Five (December 2012)

- That the Schools Super Survey represent the views of young people who are not in employment, education or training (NEET) by engaging with organisations who are working with these young people. The Panel feel that at least 4% of the SCHOOLS SUPER SURVEY respondents should be from the NEET cohort in order to give a better reflection of the needs of all of Cardiff’s young people.

The purpose of the Super Survey is to engage with and gather the views of all children and young people in Cardiff. The focus of the first survey completion has been primarily school based with every one of the city’s 21 secondary schools taking part, with a total response of 12,961 equating to 64% of all pupils.
Going forward, it is likely that the survey will be undertaken on a 2 yearly cycle given the size of the piece of research and the level of resources required to undertake this work. However, since the previous update, work has been ongoing as part of the Youth Engagement & Progression Framework to develop a Vulnerability Assessment Tool in conjunction with schools to identify those young people who are at risk of disengaging from education. Similarly work is also being undertaken using Careers Wales 5 tier model to identify and track and case manage young people aged 16-18 who are not engaged in ETE.

Data is managed on a geographical basis across Neighbourhood Partnership areas. Four multi-agency panels, (Cardiff West, South West, South East and East (inclusive of Pentwyn and Llanederyn)) have convened and will case manage identified young people with a view to providing support to engage with ETE. A Memorandum of understanding is in place and a case working model has been agreed. Data will be provided by Careers Wales on an agreed monthly basis detailing statistical and personalised data for those aged 16-18 by cohort. Impact of interventions will be monitored and reported on a monthly basis between Careers Wales, the Youth Service and Communities First to review.

These developments will therefore mean that there will be a robust mechanism for ensuring that all young people, including those who are not in education, training and employment, can have the opportunity to feed into future surveys.

**Recommendation Six (December 2012)**

- The Panel were concerned that a significant portion of data regarding the healthy lifestyles workstream was currently unavailable to the partners due to its commercial sensitivity (i.e. gym membership and users of private health clubs). The Panel recommend that the Board explore the potential for liaising with private business in order to provide more accurate statistics without compromising commercial sensitivities.

There have been difficulties in engaging with private health clubs, both with respect to commercial sensitivities and capacity to collect and/or provide data appropriate to our needs. However, since January 2013 a Programme Board Intelligence report has been produced and updated regularly with relevant statistics in relation to healthy lifestyles. This includes information from Sports Wales' Active Adults survey, School Sports Survey and the Welsh Health Survey.

In November 2013 representatives from Public Health and Cardiff Research Centre requested some additional analysis and reporting from the latest Welsh Health Survey. Consequently, additional intelligence on lifestyle issues in relation to food consumption (eating 5 a day) and exercise (times per week) was produced by Welsh Government Health Statistics staff at the Cardiff-wide level for comparison with the Wales-wide average propensities.

**Recommendation Seven (December 2012)**

- The Panel recommend that a nominee from the CPB be present at each CPB Scrutiny Panel meeting. The next meeting will take place on 29th January 2013 which will explore how programmes are addressing geographical inequality.
Cardiff Partnership Board Members have continued to attend meetings of the Scrutiny Panel as requested.

I hope that this update provides further information on progress against the Scrutiny Panel’s recommendations but should you require anything further, please contact the Partnership Secretariat.

Yours sincerely

Paul Orders
Chief Executive of Cardiff Council and Chair of the Cardiff Partnership Board

Cc Members of the CPB