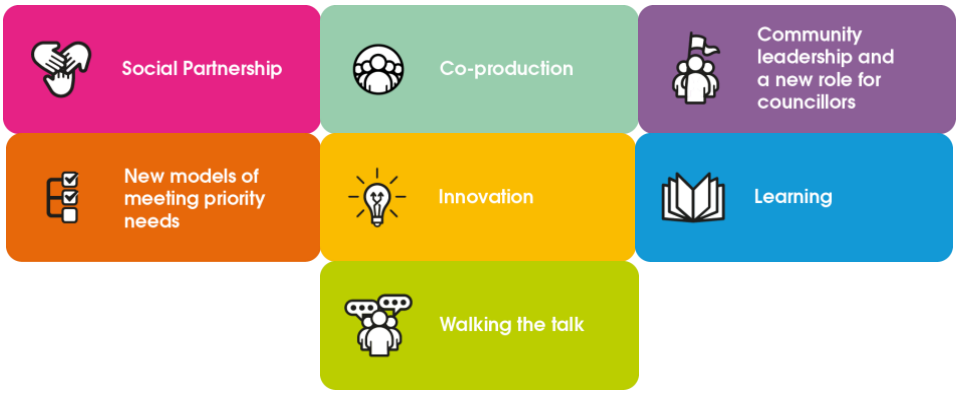
Co-operative Councils Innovation Network

STRATEGY



South Ribble Borough Council

Place-Based Intelligence: Unifying Partnership Data to Gain Collective Insights

The aspiration for data-driven decision-making at the local level often clashes with the reality of data silos and scarce resources. The Place-Based Intelligence Platform addresses these challenges by consolidating fragmented insights from across the council and local partner organisations into a single, accessible repository of place-based intelligence.

Building Strong Communities Through Collaboration

The South Ribble and Chorley Partnership focuses on building strong communities and positive outcomes for residents through collaborative work across local anchor organisations. The partnership embraces joint working across the local public, private, and third sectors, with members including district and county councils, Citizens Advice, Primary Care Networks, Lancashire & South Cumbria NHS Foundation Trust, Progress Housing, Runshaw College, the Police, the Fire Service and more. By uniting such a broad spectrum of organisations, all sharing a geographical footprint, and agreeing on common goals to address widening inequalities, and enhance service access, the partnership was well-positioned to tackle the critical need for improved knowledge sharing.

Overcoming Barriers to Data Sharing

Following successful data and intelligence sharing on specific issues such as the COVID response, the benefits of data sharing at scale were evident. However, inconsistencies in data formats, geography levels, and privacy and permissions concerns presented barriers. It was agreed that a secure and shared platform was needed to allow each partner to contribute their intelligence at an agreed level and compatible format, realising significant benefits for informed decision-making locally both for individual members and at a system level as a collective whole.

Co-Production

To ensure co-production of the shared platform, a survey was completed to gather input from decision-makers and local leaders across partner organisations. This helped identify intended uses and the types of data that would be useful, as well as what each organisation could themselves contribute. Key use cases identified included:

- Strategic Service Design
- Funding Bids
- Commissioning Decisions
- Resource Allocation
- Monitoring and Evaluation
- Emerging Thematic Areas of Interest

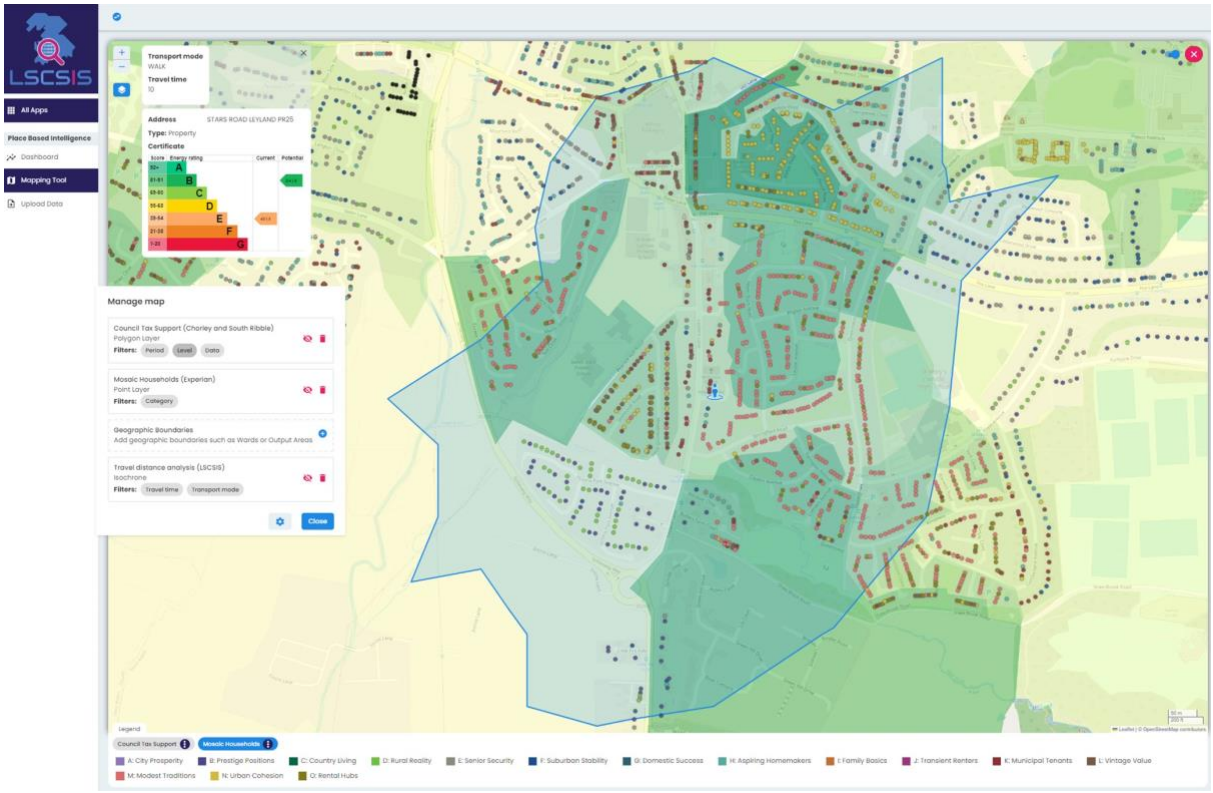
From the survey responses, thematic areas of interest emerged, including:

- Economy (Employment and Business)
- Housing, Environment and Crime
- Debt and Personal Finances
- Service Accessibility
- Education and Skills
- Mental Health and Wellbeing
- General Health
- Social Cohesion

Developing a Unified Data Platform

In collaboration with the council, Nexus Intelligence – a data and intelligence arm of Lancashire and South Cumbria NHS Foundation Trust, built an additional platform on top of their existing infrastructure, facilitating the ability to securely host, interact with and display data. By working with South Ribble and Chorley, a custom dashboard reflecting the goals and values of the partnership was developed along with an uploader tool. Tier Zero data agreements were drawn up and signed by the relevant partners involved, covering sharing of data at an aggregated level using census output areas, striking a balance between granularity and confidentiality. By working individually with partner organisations relevant data was able to be identified and added to the platform, from rates of Debt Advice, and Universal Credit Claimants informing our economic theme to depression diagnosis and fit-

note rates informing our health and wellbeing indicators, data from across the borough was drawn together into a single platform for the first time, bringing insights to the partnership's shared objectives. Additional functionality was also built in, supporting partner needs such as the ability to define criteria and export cohorts and the ability to drop a location pin on specific assets to aid venue selection based on the travel time for targeted groups. As the platform continues to progress further and more use-cases emerge such functionality will continue to develop further.



Positive Early Use Cases

The platform has already shown positive early use cases. A UKSPF funded energy efficiency scheme defined and targeted its cohort using partner data such as CAB Energy Debt Contacts, DWP Universal Credit claimants, and DLUHC's EPC performance certificates. By bringing together this previously fragmented data the platform was able to ensure that the project targeted residents with the financial need for support who also live in properties with the potential for efficiency improvements. Similarly, data from the local PCN on fit notes has informed the council's understanding of elevated levels of economic inactivity, and a project to understand local elevated suicide rates has used partner data to target community conversations in areas with high debt prevalence and unemployment.

Conclusion

The Place-Based Intelligence Platform has successfully overcome data sharing barriers, enhancing local decision-making and service accessibility. It introduces a new model of meeting priority needs by providing local leaders and decision-makers with actionable insights, allowing for more targeted community initiatives. This tool dismantles traditional obstacles like siloed data, fostering a unified view of local needs. As a result, we've seen

tangible improvements in the targeting of local interventions. The collaborative effort of partner organisations contributes to an effective way to better define and drive forward on shared goals. Further to this, as the platform evolves and demonstrates its value, more partners will likely join, further improving the platforms reach and impact.

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