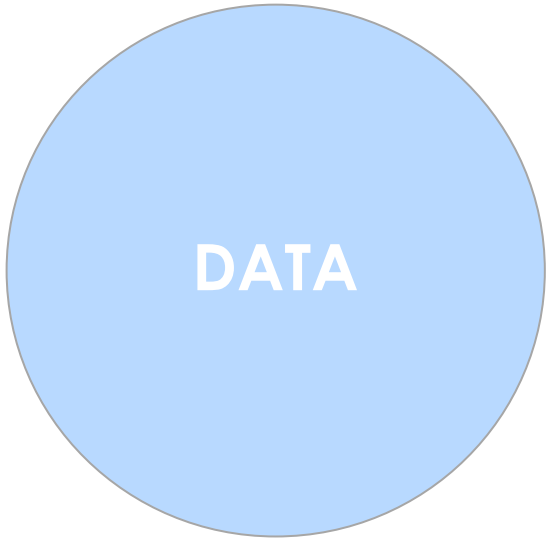


‘DATA & INSIGHT’

What is it? Why use it? What for?

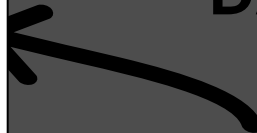
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DATA

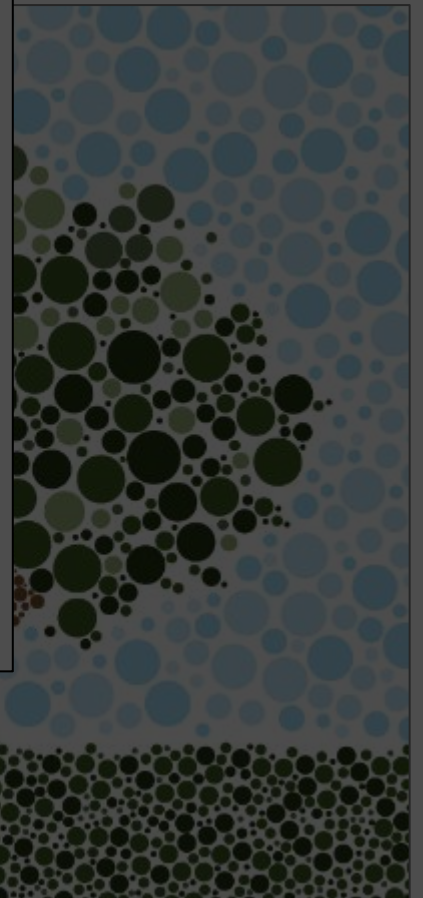


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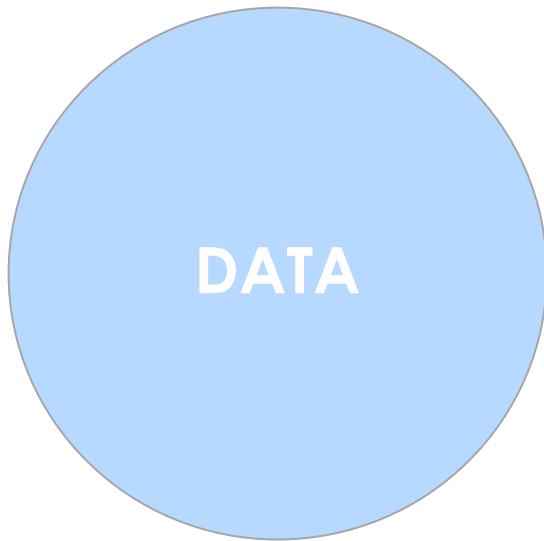


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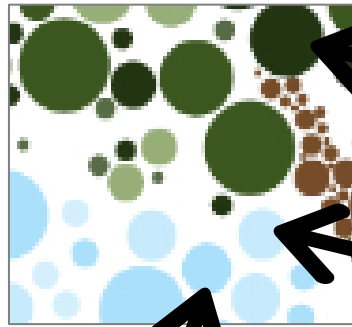
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DATA

- *Height & weight of Billy Smith in y6 at Cann Hall Primary School*
- *Number of green spaces in Vange*
- *Quote from Tom Smith on why he walks to work in Colchester*
- *Number of benefit claimants in Tendring*
- *Survey response from Barbara Jenkins who says she is highly unlikely to leave the house after dark*
- *Jamie Peters would like to see more cycle lanes in Basildon*

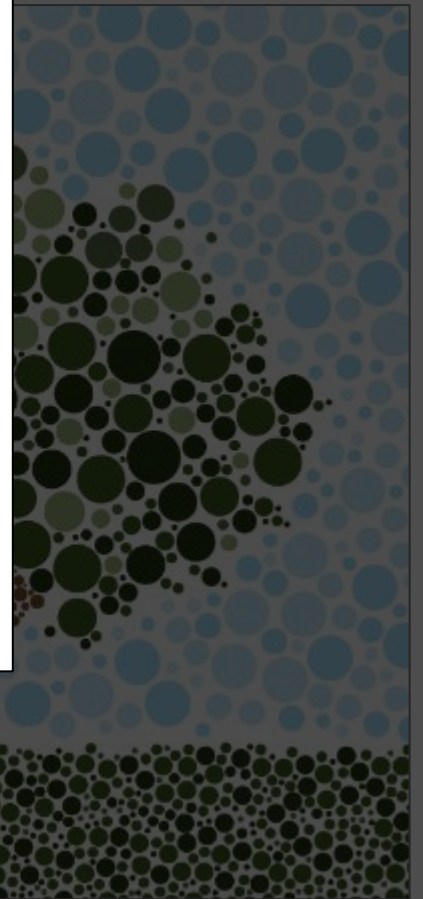
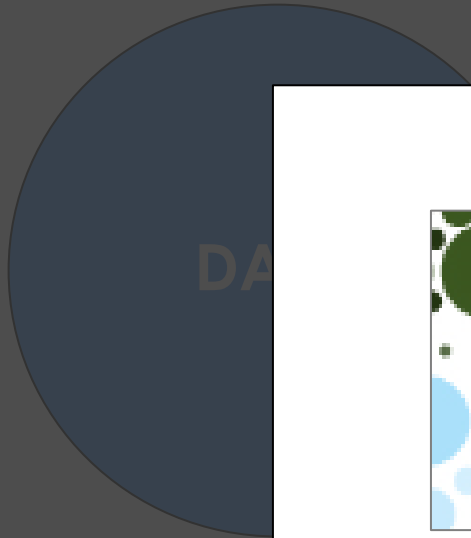
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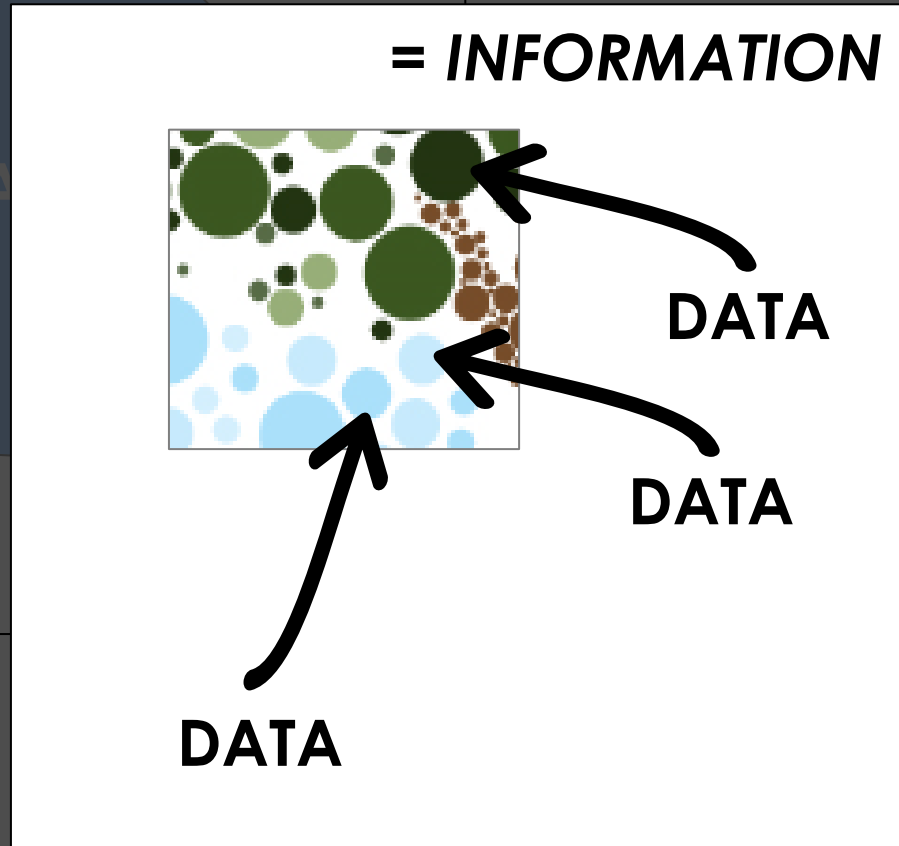
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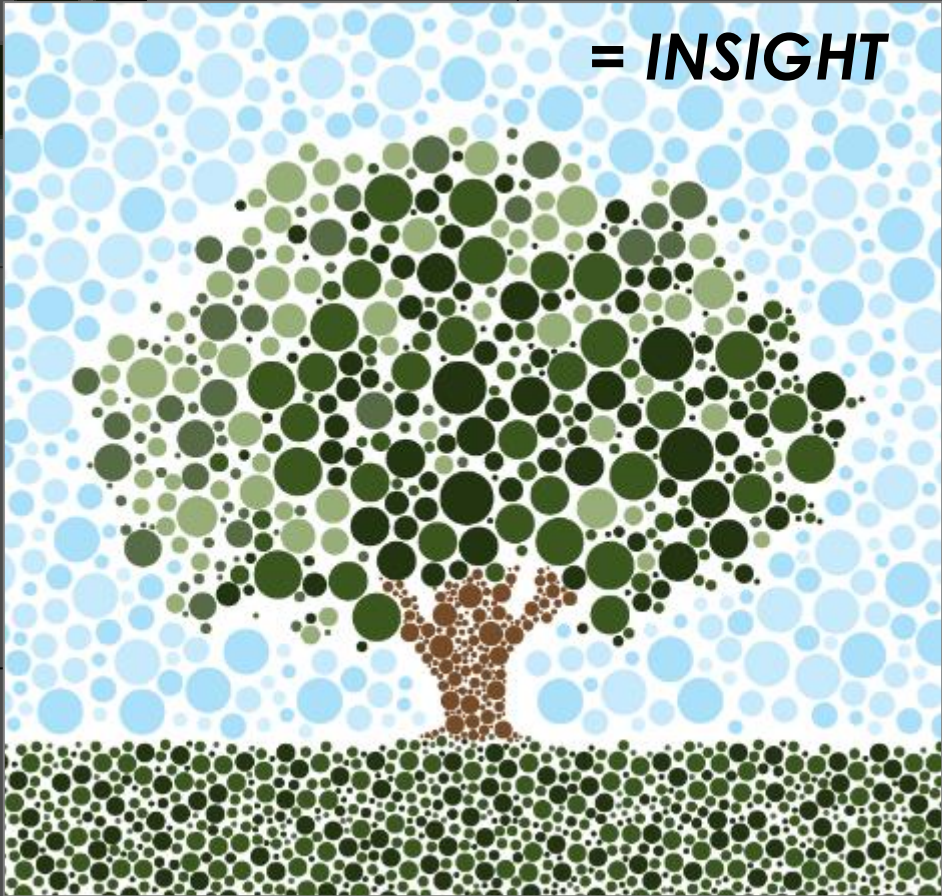
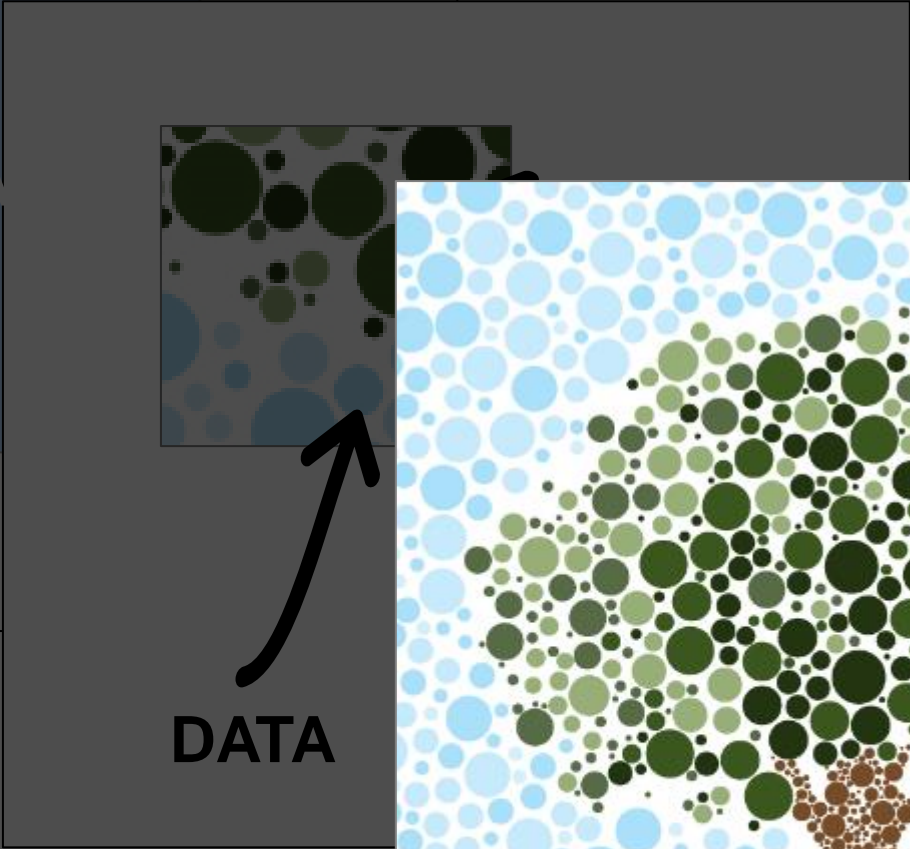
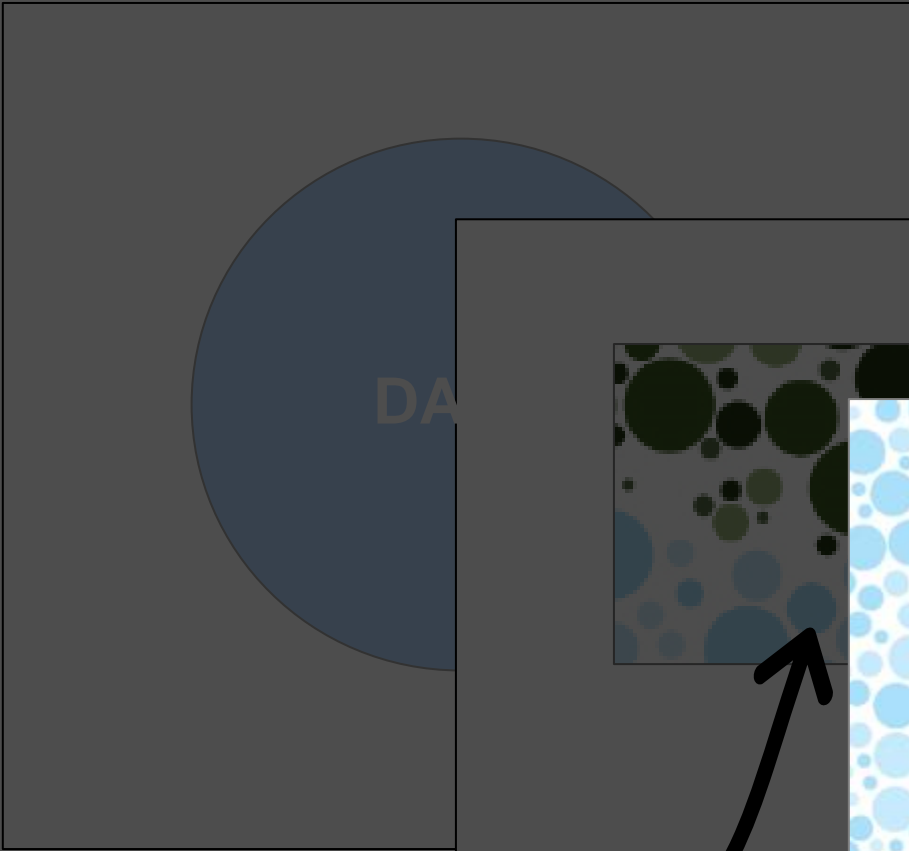


- 25% of Essex residents are physically inactive
- Average life expectancy is higher for women than men
- The rate of alcohol-related hospital admissions is higher than 5 years ago
- There are 282,000 people with diagnosed hypertension in Essex



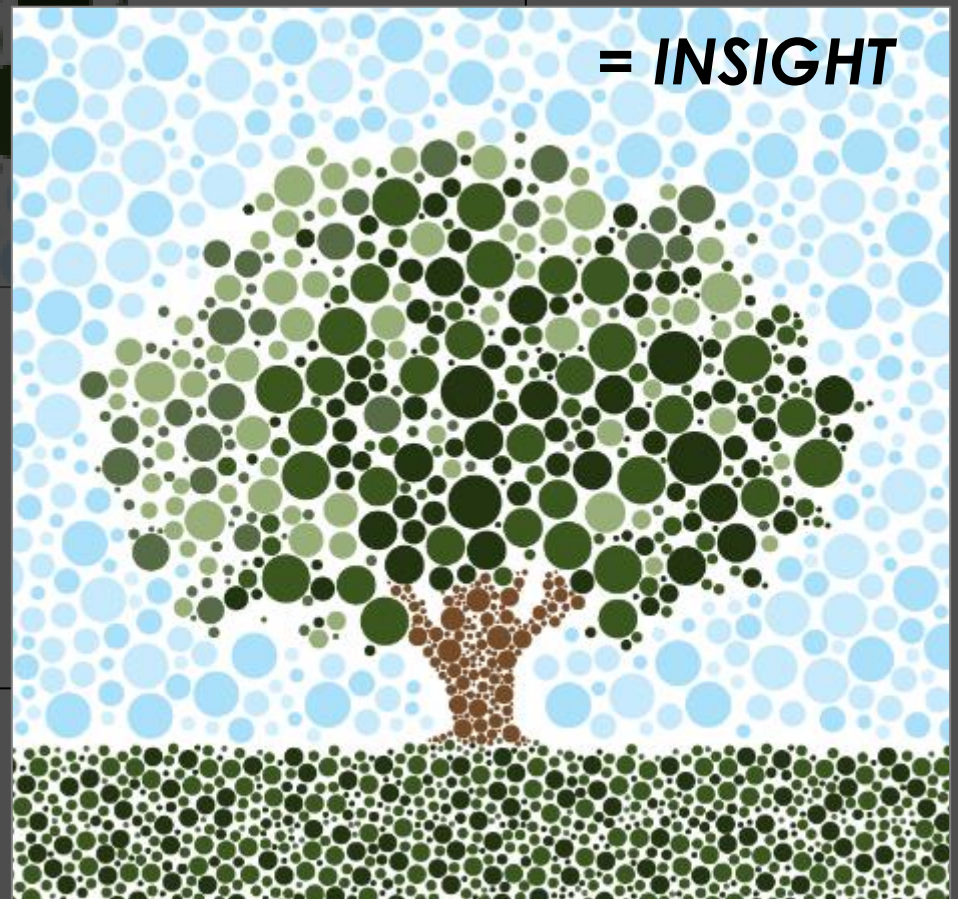
- The rate of employment is lower in Tendring than Colchester
- 45% of Basildon residents report feeling satisfied or very satisfied with their local parks and open spaces
- The average income in Colchester is £245 per week

N.B. This information for demonstration purposes and is not accurate



- Those living in areas of deprivation are more likely to be inactive... *you will find inactive people in areas of deprivation*
- Fear of crime is a key driver for physical inactivity in Basildon... *physical activity is likely to increase in Basildon if fear of crime is reduced*
- There is a sharp increase in % of obesity in children between reception and year 6... *interventions to prevent obesity should target children between reception and year 6*

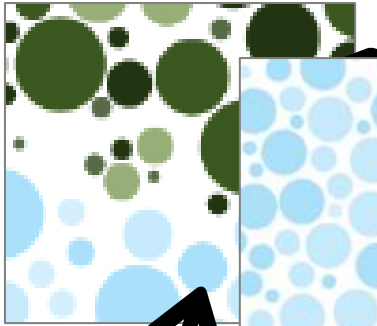
N.B. This information for demonstration purposes and is not accurate



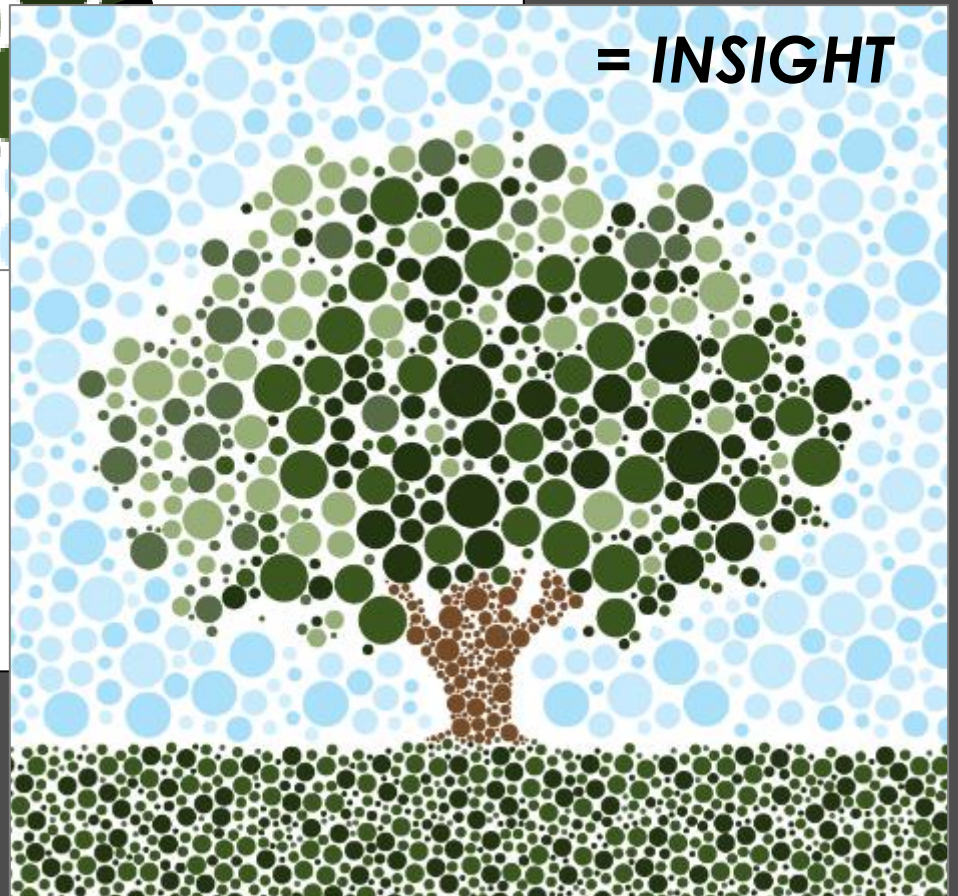
= DATA

Collection of data points
Calculating averages
Identifying themes
Comparisons
Trends

= INFORMATION



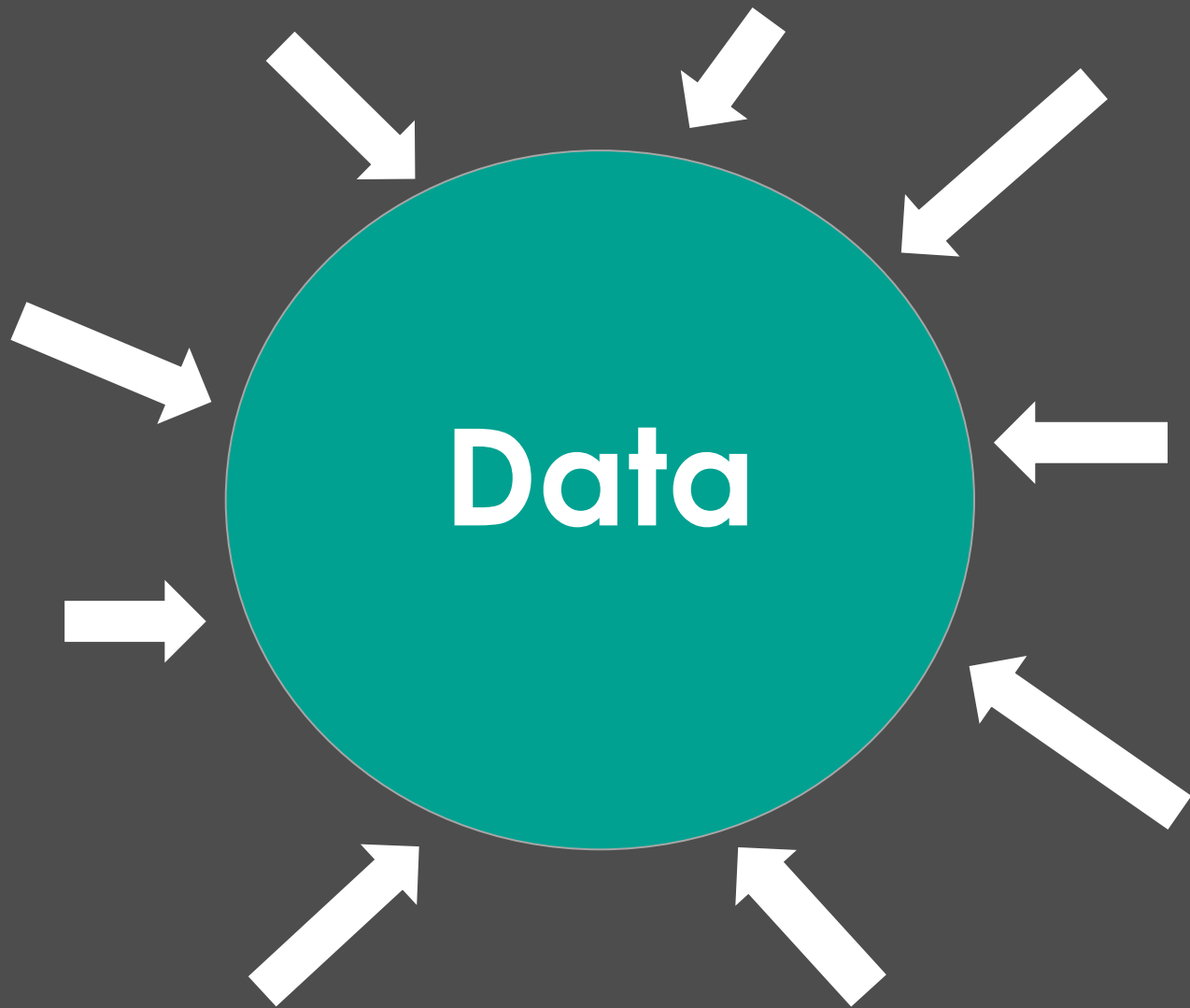
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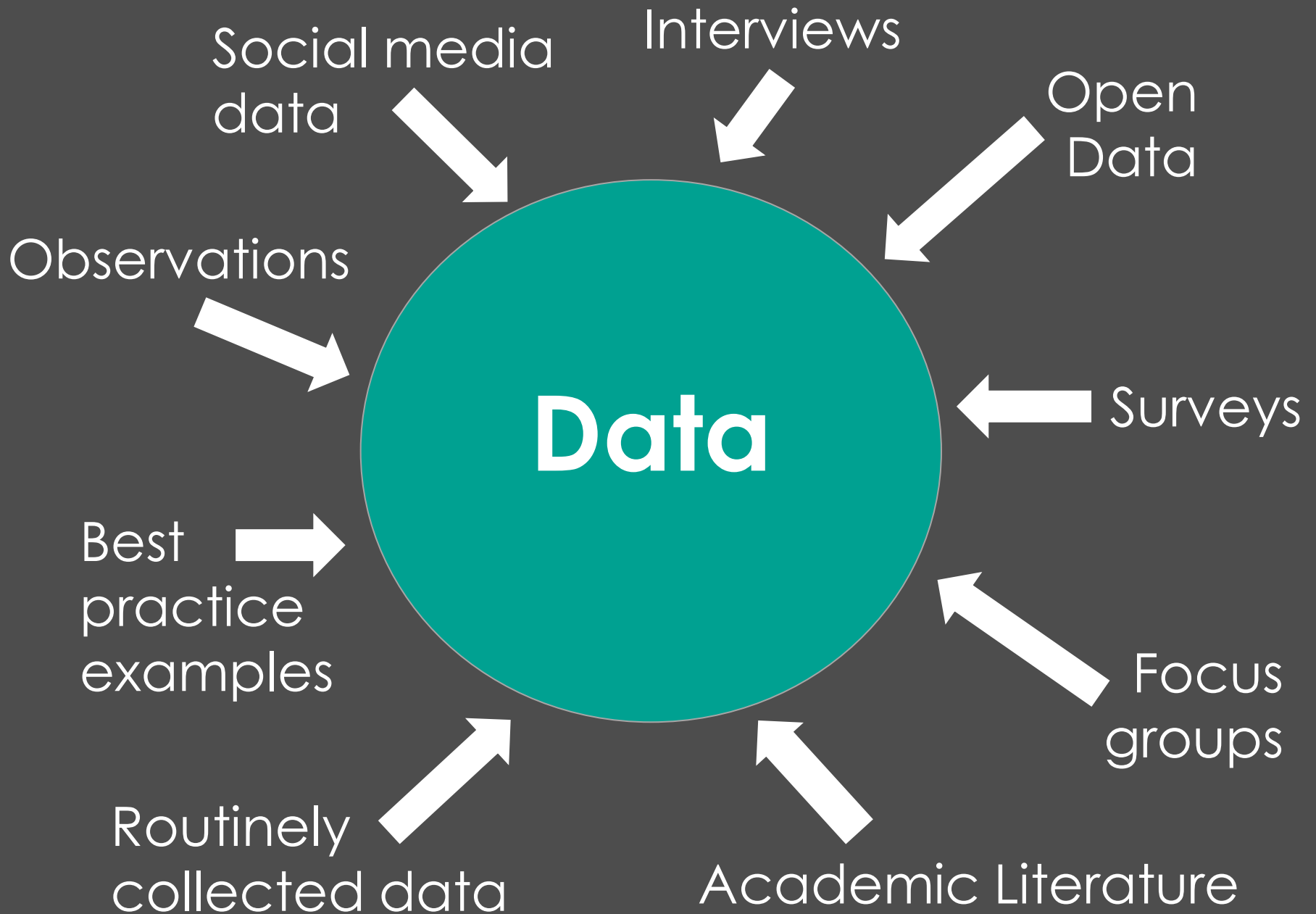


DA

DATA

Using information to:
Answer questions
Solve problems
Make Information 'Actionable'





What can we use data & insight for?

- Understanding the problem
- Planning
- Problem Solving
- Decision making
- Preparing for the Future
- Measuring success and impact

How To Ask the Right Questions

Make it a question: Answering a question gives an end point to a piece of work

Tell me about physical impairments in Essex



What is the likely demand for statutory and non-statutory support for physical impairments over the next 10 years and what support will be needed?

- Current picture: How many people? Which conditions? Where? What support given? By who?
 - Recent trends
- Forecasting to predict future demand

How To Ask the Right Questions

Make it actionable: Consider how you will use the findings and what decisions you can make

How do people in Basildon travel to work?



What can be done to increase active travel to work in Basildon?

- How do Basildon residents currently travel to work?
 - Where are they travelling to?
- What has been done elsewhere to increase active travel?
- Why do people choose their current method of transport?
 - What are the barriers to active travel?
 - What are the current opportunities for active travel?
- What would it take to change intention for active travel?

How To Ask the Right Questions

Do things in the right order: Make sure you use insight to come up with solutions rather than affirming possible solutions

Would street closures increase activity in children and young people?



Which interventions could increase activity in children and young people?

- What are the factors for children and young people not taking part in activity (capability / opportunity / motivation)?
 - Which activities would children and young people be interested in taking part in?
 - Which interventions have been successful in other areas?

What data is already being collected??

**Where is there potential for new
data collection?**

**What research and analysis work is
already being done??**

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