



**Performance and Finance  
Select Committee**  
8 September 2009

**Report from the Director of  
Policy and Regeneration**

Wards affected:  
None

**Brent's new Evidence Base**

Forward Plan Ref: PRU-0910-05

**1. Summary**

- 1.1. This report provides an overview of the key features of Brent's new Evidence Base. It accompanies a presentation of the key data trends for the borough. Brent's new Evidence Base will be a useful tool for members to develop a robust understanding of the needs and issues affecting residents.

**2. Recommendations**

- 2.1. That members of the Performance and Finance Select Committee:

Comment on key data trends outlined in the presentation; and  
Discuss how data might be used to inform the future work of the committee.

**3. Brent's Evidence Base**

- 3.1. Brent's Evidence Base is a collection of tools available to members, council staff, partners and the public. It comprises of key data sets about the borough, provided in a number of different easy to use formats, made available on the council's website. It was successfully launched to council staff on the 29<sup>th</sup> of July 2009 and to partners on the 22<sup>nd</sup> of July 2009.
- 3.2. The evidence base enables the council and partners to develop a robust understanding about the needs and issues affecting residents. Council staff will use this data to shape service delivery, in particular delivering more efficient, better quality services for customers. The evidence base will also be a key tool used for the Comprehensive Area Assessment process, demonstrating joint processes and information sharing arrangements.
- 3.3. The evidence base is comprised of 4 key tools:

- Brent's Borough Profile
- Results of Place Survey
- Ward Place Survey Profiles
- Mosaic Place Survey Profiles (intranet only)

#### Borough Profile

- 3.4. Brent's Borough Profile is a comprehensive document providing analysis on key data trends relevant to the borough. All data used in the Profile is provided in the appendix to allow individuals to conduct further analysis. Where possible, Brent's position within London and the UK is looked at. Differences between Brent's geographic wards and key demographic groups are also analysed. Looking across the breadth of ward level data provides a powerful overview of the different facets of deprivation affecting particular areas in Brent.
- 3.5. The key components of the Borough Profile are:
- **Summary:** Summarises parts 1-3
  - **Part 1:** Demographic and economic data (population, ethnicity, deprivation, income, unemployment etc)
  - **Part 2:** Service area data (health, housing, recycling, crime, education etc.)
  - **Part 3:** Consultation and engagement data (Place Survey, complaints data, service area consultations, neighbourhood working consultations etc)
  - **Appendix:** Data from the borough profile
  - **Presentation:** Presentation from launch of the evidence base

#### Ward Place Survey Profiles

- 3.6. The Place Survey replaces the previous BVPI surveys (with the exception of the Tenants survey) and asks residents their views on their local area and local public services. Over 2,300 residents responded to the survey (approximately 100 per ward) enabling ward level analysis. Ward Place Survey Profiles have been developed for all 21 wards in Brent. They detail the results of the Place Survey for that ward, comparisons to the borough average and the wards ranking across Brent. Additional demographic information is also provided in the profiles.
- 3.7. The Ward Place Survey Profiles were first circulated to members at the Member Development Event on Monday the 22<sup>nd</sup> of June. Shortly after this time, the government unexpectedly circulated a new weighting scheme to the survey. This change borough wide results by up to 1% for some questions but has not affected ward level data. These profiles have been updated with new information (including additional demographic information) and are available on the council's website.
- 3.8. The purpose of the ward profiles is to provide a snapshot of the key data for a ward. Through this links can be made between the demographic data and data regarding satisfaction with local area and council.

3.9. For example the Harlesden Profile shows:

Demographic data:	Place survey data:
<ul style="list-style-type: none"> <li>• 2<sup>nd</sup> highest number of young people</li> <li>• Highest benefits claimants (council)</li> <li>• Highest JSA claimants</li> <li>• Third lowest average annual income</li> <li>• Lowest life expectancy</li> <li>• Highest mortality ratios</li> </ul>	<ul style="list-style-type: none"> <li>• Activities for teenagers is 2<sup>nd</sup> highest priority (12% above average)</li> <li>• Lowest satisfaction with Brent council</li> <li>• 2<sup>nd</sup> lowest satisfaction with area</li> <li>• Highest – don't agree VFM</li> <li>• Highest for a range of neighbourhood issues</li> <li>• Highest - people not treating each other with respect is a problem</li> </ul>

### Mosaic Place Survey Profiles

3.10. The Mosaic Place Survey Profiles link the data available from the Place Survey to the council's customer segmentation model mosaic. They are the only component of the evidence base not available on the website due to the sensitivities associated with the mosaic model. They are available to members and council staff on the intranet site and partners upon request.

3.11. Mosaic classifies all households within the UK as one of 61 possible customer 'types' according to different socio-demographic, lifestyle, culture and behavioural characteristics. Over 70% of households in Brent are classified as one of four mosaic types. The profiles are available for these top 4 customer types only.

**Type D27:** Multi-cultural inner city terraces attracting second generation settlers from diverse communities



Households in Brent = 26,304 (24%)

**Type C20:** Suburbs sought after by the more successful members of the Asian community



Households in Brent = 24,186 (22%)

**Type E28:** Neighbourhoods with transient singles living in multiply occupied large old houses



Households in Brent = 16,842 (15%)

**Type F36:** High density social housing, mostly in inner London, with high levels of diversity



Households in Brent = 12,090 (11%)

3.12. The purpose of the profile is to easily facilitate peoples understanding of the differences in satisfaction levels between the different types of customer in Brent. It enables links to be made between demographic characteristics of a customer type according to the mosaic model and their responses to the place survey.

3.13. For example the Mosaic Place Survey Profile for type E28 outlines:

Mosaic:	Place survey data:
Households within this type have a high likelihood of being: <ul style="list-style-type: none"> <li>• Young adults, well educated</li> <li>• Concerned for environment</li> <li>• Belong to gym, have a good diet</li> </ul>	Lower than average satisfaction with: <ul style="list-style-type: none"> <li>• Recycling</li> <li>• Refuse collection</li> <li>• Sports and leisure facilities</li> </ul>

- 3.14. The profile will be a key tool used for service planning, in particular developing different approaches or strategies for different types of customers, based on their different needs and circumstances.

#### **4. Next Steps**

- 4.1. The evidence base will be updated quarterly by the Corporate Policy Team. These updates will ensure the most recent data is available for use, but also new information is continually added to the evidence base. Work is particularly being undertaken with departments to analyse data available in council databases at a ward level eg. Housing Register.
- 4.2. Brent Council is currently undertaking a face to face Residents Attitude Survey (RAS). This is a more customer friendly methodology and is anticipated to yield more detailed, qualitative information about the needs, views and expectations of our customers across. Results from the RAS will be available to members in late September / October.

#### **5. Financial Implications**

- 5.1. There are no direct financial implications from this report.

#### **6. Legal Implications**

- 6.1. There are no direct legal implications from this report.

#### **7. Diversity Implications**

- 7.1. There are no direct diversity implications from this report.

#### **Contact Officers**

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