

Local Futures – Understanding People and Places

Purpose of report

For information and discussion

Summary

This session is an opportunity for councillors to consider the use of place profiles in helping to fulfil their leadership of place role.

Developed by Local Futures, Place Profiles are computer generated reports that provide a high-level analysis of an area, telling a 'story of place'. The reports can be generated on up to twenty different topics (e.g. Labour Market, Deprivation, Health), with Summary Place Profiles providing an overall assessment of economic, social and environmental conditions.

Place Profiles can be generated at a County, District, Ward and neighbourhood level. They set an area within its wider context, comparing conditions with surrounding areas, as well as regional and national averages. Using the very latest data at the time of creation, the reports have a number of research and policy applications, including: benchmarking performance: creating local area profiles; setting an area within a wider context; developing local strategies and identifying priorities; monitoring and evaluation.

Place Profiles have been used on a number of Local Leadership projects and have been supplied to authorities across the country. A presentation to DCN Leaders in October 2010 was well received and in this session John Fisher, Director of Local Futures will provide an online demonstration of Place Profiles.

Councillors play a critical role in creating a shared understanding of place, both within the council and amongst partner organisations.

Recommendation: That members note the potential of the approach
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