

# Improving lives and local areas

Neil Wholey, LARIA Chair

4<sup>th</sup> June 2014

[www.laria.org.uk](http://www.laria.org.uk) @laria @neilwholey

## About LARIA

*Our work improves lives and local areas through the use of local research, intelligence and policy.*

*We promote continuous improvements in the quality and impact of local research and intelligence.*

*By promoting high standards and excellence in research, analysis and insight we ensure maximum impact in the delivery of high quality public service.*

# Laria

Local Area Research + Intelligence Association



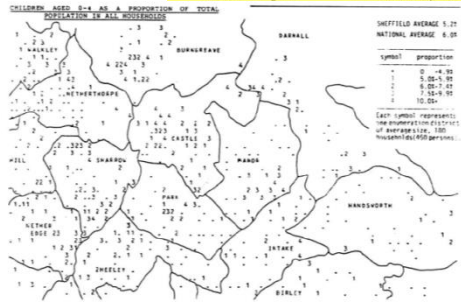
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Research and Intelligence Unit  
Information System W4235LIN  
-- INFOS -- Area Snapshot for the Borough Ward of Linthorpe

General:	Sex:	Unemployment:	17.3
Area (Hectares)	100 Males %	Overall rate %	21.1
Population	5,210 Females %	Male rate %	11.8
Households	1,980 Married %	Female rate %	432
Old living alone %	32.6 Births & Deaths	88 Employment	116
No car households %	43.4 Births per annum	116 Full-time %	43.7
Ethnic origin %	5.7 Fertility rate	22 Part-time %	9.7
	ratio	95 SEG of Head of Household:	
		Managers & Prof %	22.1
		Other non-manual %	20.8
		2-4 Skilled %	40.9
		11-20 Semi-skilled %	9.7
		2-6 Unskilled %	6.5

TERMS and press ENTER.  
Ext 2383) for further information)



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**LariaNews**

Research & Intelligence News

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Laria  
LOCAL AUTHORITIES RESEARCH + INTELLIGENCE ASSOCIATION

supporting local researchers in the public sector



**BURISA**

The British Urban & Regional Information Systems Association



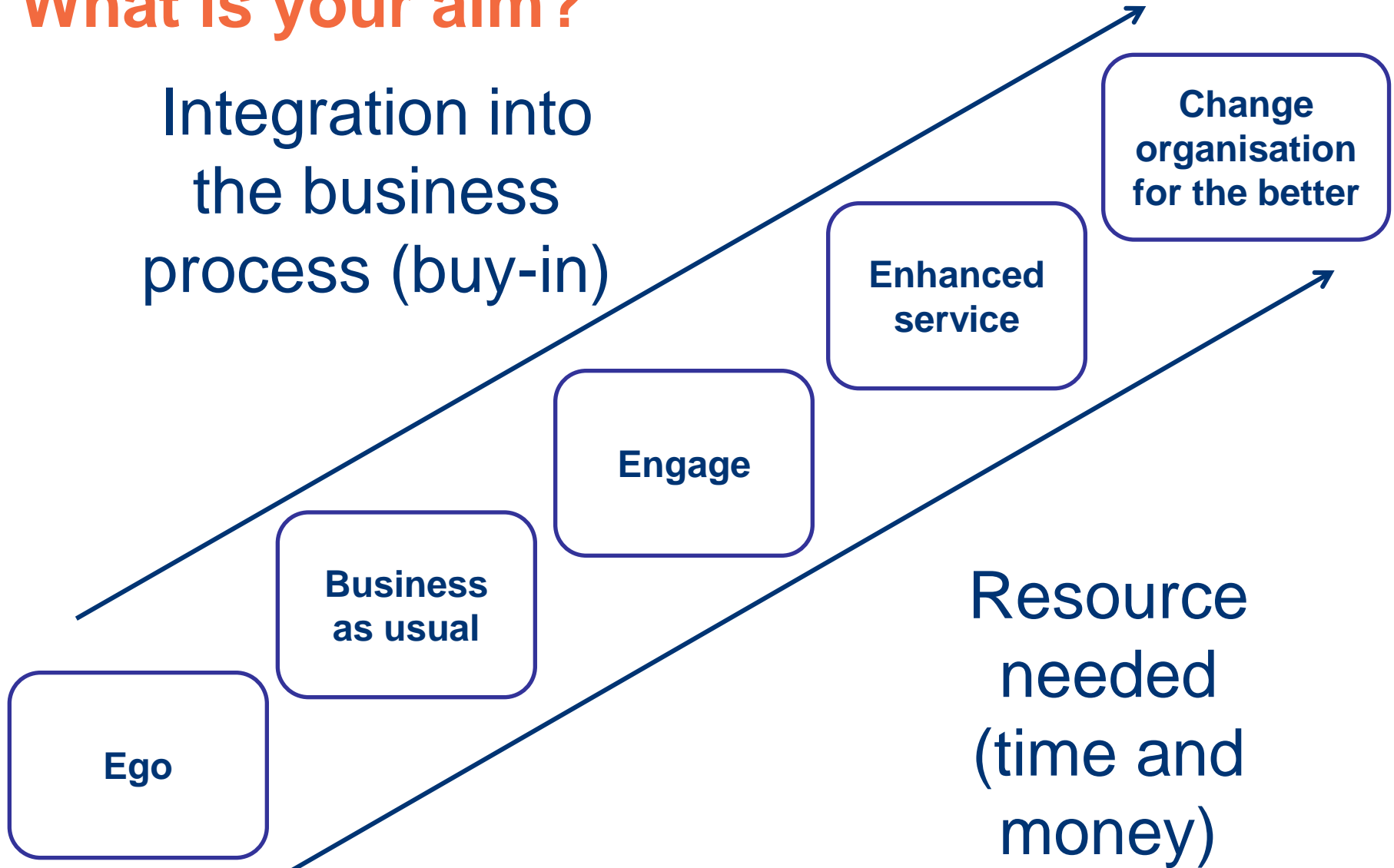
40 Years of  
LARIA  
1974-2014

We welcome local researchers from the following sectors to join as members:

- *Education and universities*
- *Fire and rescue authorities and services*
- *Freelance researchers*
- *Government departments and other national representative bodies*
- *Health and NHS*
- *Housing*
- *Local government*
- *Police and Crime Commissioners and police forces*
- *Private companies*
- *Voluntary and community sector organisations*
- *Any other bodies engaged in local research*

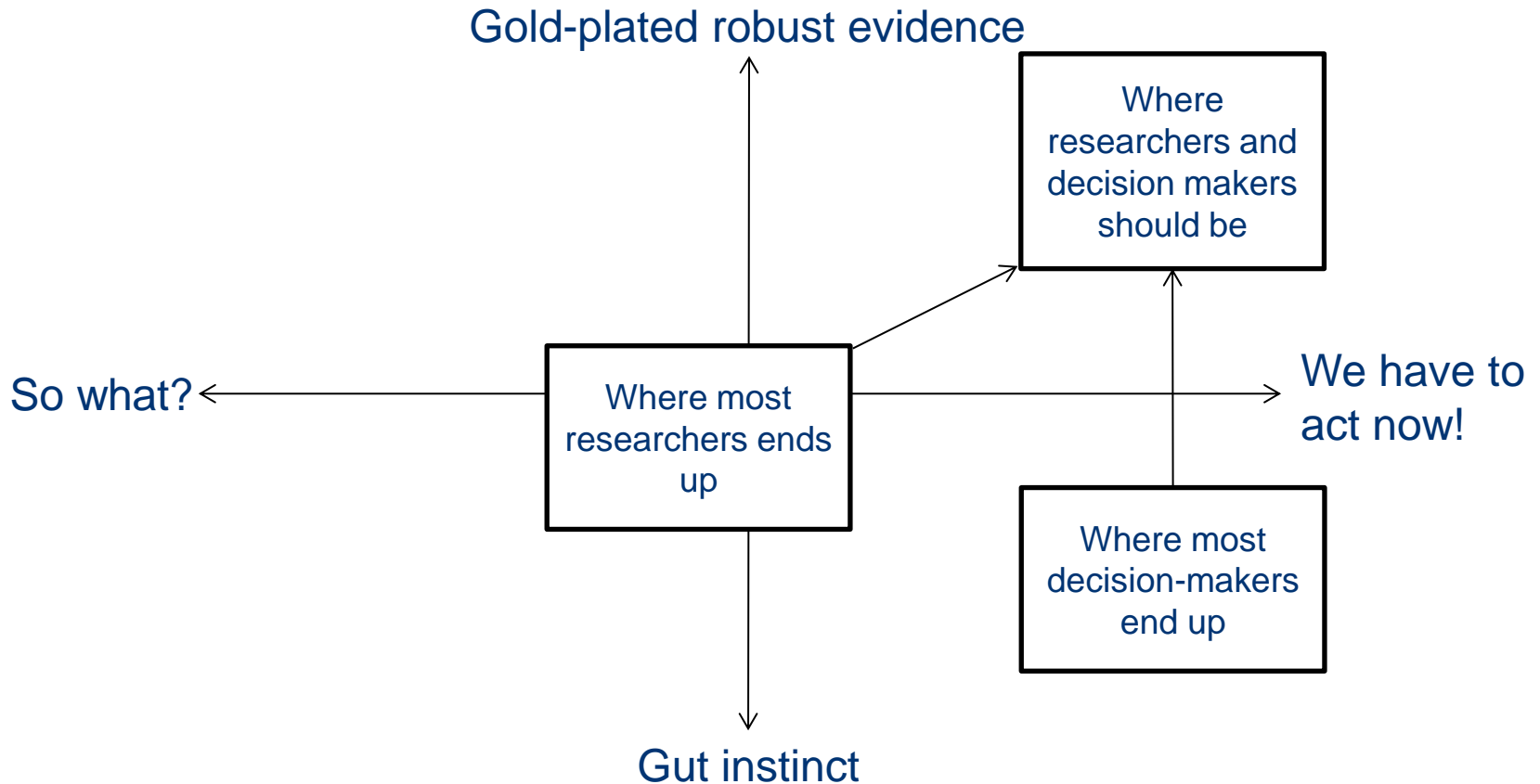
## What is your aim?

Integration into  
the business  
process (buy-in)



Resource  
needed  
(time and  
money)

## Key relationship between researchers and decision-makers



# Researchers tell a story

**(and validate the story to ensure a better than average chance that it is correct)**





# Laria

Local Area Research + Intelligence Association

## Public Health

*Street lighting*      *Child protection*



## healthwatch



Public Health  
England

*Obesity*

*Licensing*

*JSNA*

*Leisure services*

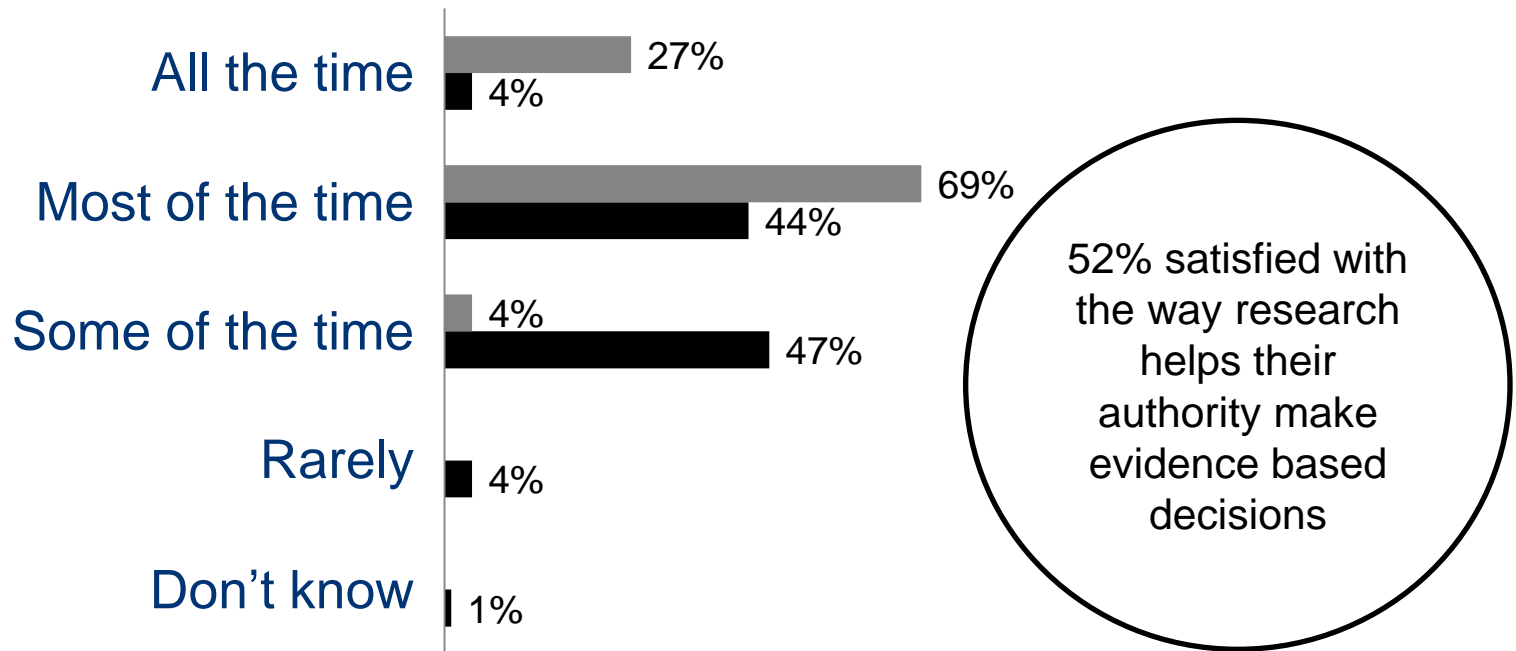
*Betting shops*

*Adult social care*



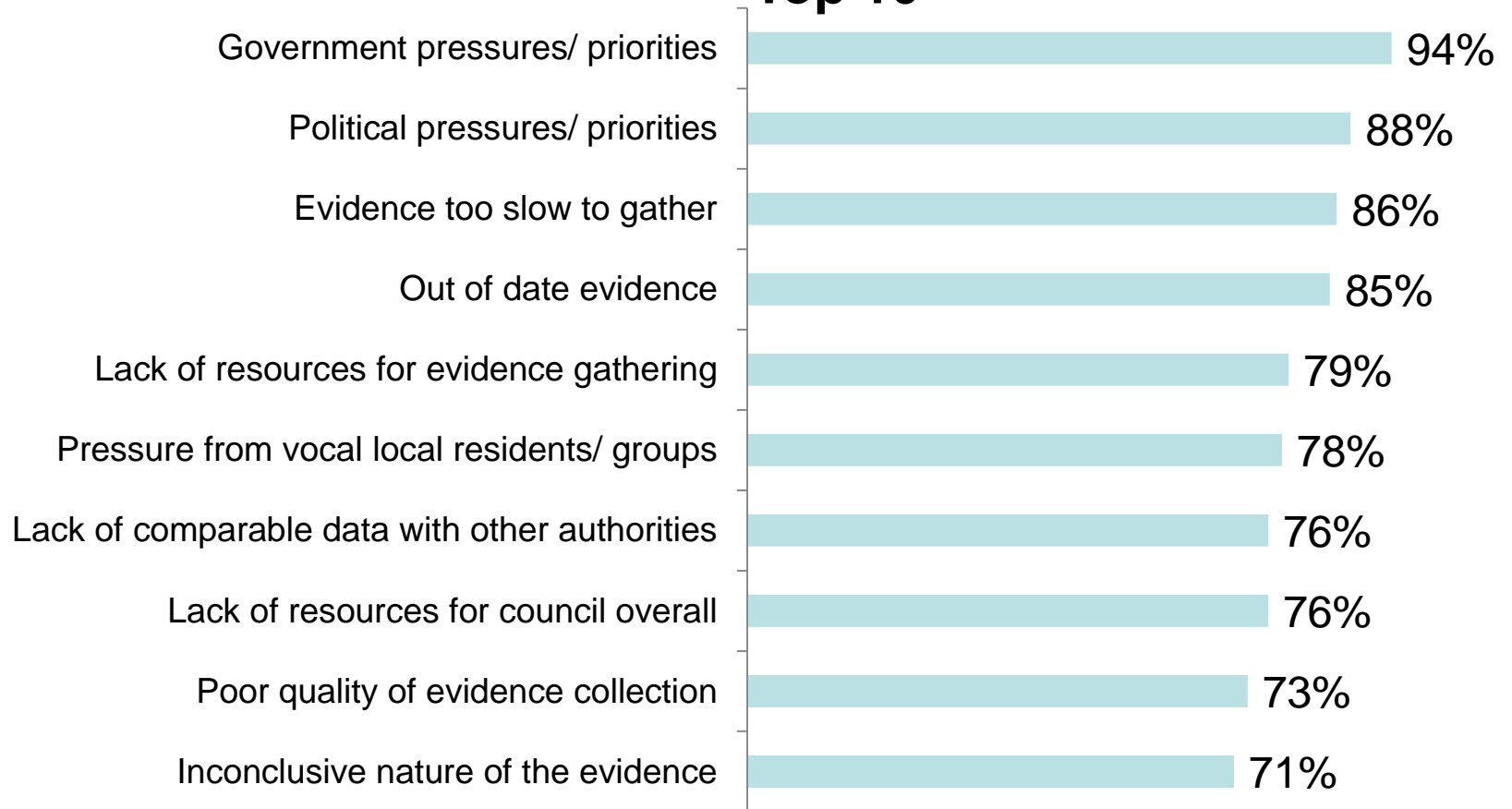
## Relevance of evidence based decisions

- How often, if at all, should your local authority make evidence based decisions?
- And, how often, if at all, does your local authority make robust evidence based decisions?



## Barriers to evidence based decisions

### Top 10



**Question:** Which, if any, of the following are barriers to your local authority making robust evidence based decisions?

**Source:** 97 SOLACE members who responded to the survey online between September and October 2012

## Conclusion

**Tell your story** - What do you want to achieve? How have interventions been successful (or not)? How does research improve delivery?

**Manage expectations** – If you engage with decision makers then work out what they can actually do. If you commission research then ensure people are willing to listen to it.

**Deliver excellence** – There is a huge opportunity to push boundaries, forge links and come up with new insights

**Thank you**



Local Area Research + Intelligence Association

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