



Local Area Research + Intelligence Association

## LARIA Newsletter July 2021

### LARIA Vice Chair - Kate Waterhouse

As we approach the summer holidays here in sunny Bury we are focusing on the '3R's'. We have agreed we need to prioritise our work based on the need to **R**espond, **R**ecover and **R**egenerate. It is a helpful framework in trying to manage the competing demands on teams and individuals but is still immensely challenging.

I think there is a fourth R: **R**eflection. For me, this is about pressing the personal pause button (also known as switching on your out of office), taking a holiday and consciously thinking about the last 18 months. It is already starting to feel like a dream sequence, perhaps because it seemed so unreal at the time, but we need to catalogue it, the good and the bad. For me, the good was working within an organisation that pulled together with common purpose and determination to support each other and our residents. How do we build on that for whatever comes next?

Well I would say this wouldn't I but clearly the answer is the continued use of data and insight to engage and energise weary organisations in planning for the future. There is no doubt the shockwaves of COVID-19 are still being felt across all aspects of our lives be it health, housing, education, inclusion or community resilience. In addition there are further financial pressures and workforce changes still to come.

Actually maybe there is a fifth R: **R**egroup. The virtual annual conference for LARIA was one of the highlights of the last 12 months for me. It was so inspiring and made clear that many LARIA members had stepped up to the challenge of understanding the impact of the pandemic and had proved their worth in supporting the way organisations mobilised and made a real difference to people's lives.

There were lots of incredibly powerful dashboards on display and I was itching to get to the "so what" question. Taking the analysis of activity and developing it into interpretation of impact, then using those techniques to support decision making in the next round of business planning.

So yes, let's regroup and use the learning from how we worked, and the wealth of knowledge created, to support our local areas. How will you and your teams help your communities build back better? What could Levelling Up mean for your area? What about the Integrated Care Systems? How will your work ensure that the voice of residents is heard and local needs are understood?

Which brings me to a sixth R: Let's **Reward** ourselves for what we achieved. The LARIA Awards have shown the brilliance of the people in this network, often working in the challenging circumstances of diminished resources verses seemingly unachievable deadlines. But we made it and we excelled. Typical manager, start off with three priorities and end up with six! However, that's no excuse for not taking a break, enjoying the summer and then coming back to showcase how we have moved on again at our autumn webinars.  
Keep smiling everyone.

Kate Waterhouse  
Joint CIO (Bury Council & Bury CCG), Vice-Chair of LARIA Council

### **Urgent need for support on LARIA Council**

LARIA Council is the group of volunteers that give their time to make LARIA what you need. Most LARIA Council members work in local authorities, academia, or organisations that support local area researchers and analysts.

Due to some recent changes, we need additional capacity on LARIA Council. All we ask for is a bit of your time, your ideas to inform our plans and a commitment to work on a couple of actions to make a difference. All our meetings are currently online and we tend to meet quarterly on average.

If you want to play a role in steering your sector's body then please get in touch with Mike Walker, chair of LARIA at [mike.walker@lancashire.gov.uk](mailto:mike.walker@lancashire.gov.uk) to learn more.

## **News**

### **LARIA Regional Groups - East of England**

On 6th July 10 Local Authorities met to receive advance presentation from ONS on outputs consultation on 2022 Census results. Much to absorb, but helped to get ready to provide input on how these valuable results can come out in ways which serve their communities.

Pencilled in 7th September for next get together to see how we are planning to disseminate Census data.

For more information on the next meeting please contact the LARIA East of England Regional Rep,

[Richard Potter](#)

### **DataBasicCymru: building a data culture**

In collaboration, Data Cymru and Data Orchard have launched a brand new training programme for Wales – DataBasicCymru. The DataBasicCymru training programme is designed to help anyone in an organisation, whether or not they have data responsibility and no matter how senior they are, get more confident with data.



Originally developed by researchers at Massachusetts Institute of Technology (MIT), the training programme comprises a series of free, online, self-serve exercises, workshops (most of which rely solely on paper, pens and discussion) and a small number of tools all designed to help build the fundamental skills needed to use data more effectively in a fun and creative way.

There are two routes through the training programme:

- You can work through the DataBasicCymru training programme yourself, individually or as part of a wider group, using the free online, self-serve training programme; and/or
- You can choose the DataBasicCymru+ training package and be supported in your data journey with a facilitated route through the training programme.

For more information visit the DataBasicCymru [website](#).

### **Cambridge Econometrics**

#### **Microdata case study: UK labour market transformation over the last ten years**



This is the third blog in a case study series that explores the merits of microdata in policy analysis. Using Labour Force Survey (LFS) and Census 2011 data, Senior Economist Eve Xinru Lin looks at the transformation of the UK labour market between 2011 and 2019 and provides insight on whether the historical trend will still fit into the context of the current policy environment going forward.

You can read the full article on the [Cambridge Econometrics website](#).

## **Unloc Ltd**

### **Call for collaboration to support microbusinesses.**



The Covid recovery spend for local businesses is anticipated to be more than twice the allocated budget. Yet, 81% of microbusinesses haven't had enough support from the government. 59% of microbusiness have called out marketing post-Covid as a major challenge. This is an impending risk for the growth of the microbusiness economy.

Unloc Ltd, a UK based customer experience consulting, solutions, research & customer insights company has proposed an Artificial Intelligence (AI) powered solution to the UK Research & Innovation (UKRI) to offer bespoke business support 24/7/365 for microbusinesses across the country.

UKRI through its Innovate Edge program has agreed to help in finding investment for this initiative. The AI system being built by Unloc Ltd will gain its intelligence from the local customer insights collected by microbusinesses. Unloc Ltd offers a purpose-built app to drive digital adoption for microbusiness helping them collect those local insights. Apart from the insights, the app also helps microbusiness save time, efforts & money in marketing their business. The app is recognised by the Technology Adoption Service (TAS) and listed in the [London Business Hub](#).

The valuable local insights collected by the app reveals post-covid customer expectations, experiences, skill gaps, skill quality, skill demand, staff attitude, stock availability, ambience, hygiene etc. to the microbusinesses. The local customer insights will be aggregated at a council, county, region & national level. The data will be analysed sector-wise for bespoke data-driven policy advocacies & interventions for microbusinesses.

Unloc Ltd seeks collaboration with councils, universities, research organisations, business advisory groups (like UKBA, Enterprise Nation) for nominating their microbusiness to drive digital adoption as the first step in order to collect local customer insights.

For more information, please write to [jay@unloc.ltd](mailto:jay@unloc.ltd).

**Statistical Methods for Covid-19 - Webinar Series Organised by RSS Official Statistics Section in collaboration with the Health Statistics User Group**

### **Update on COVID 19 Vaccinations - Webinar held on 1st July 2021**

This was the fifth in a series of webinars organised jointly by the Health Statistics User Group (HSUG) and the RSS Official Statistics Section. This webinar focused on Vaccinations - giving an update on coverage but also considering the effectiveness and impact of the vaccination programme.

The slides presented at the webinar are available on the HSUG webpage within StatsUserNet. Please see [www.hsug.org.uk](http://www.hsug.org.uk) for advice on how to access the information on the HSUG webpage.

A recording of the webinar is available for a limited time on the RSS [YouTube channel](#).

### **Webinars on Long COVID**

Two webinars are planned on long COVID statistics. The first event, held on 21<sup>st</sup> July, was organised by ONS and focused on presenting recent ONS releases on long COVID. See further information below.

#### **ONS Event – Long COVID in the UK: Prevalence, Impact and Emerging Insights Measuring the emerging phenomenon of post-COVID-19 syndrome ('long COVID').**

For some people, coronavirus (COVID-19) can cause symptoms that last weeks or months after the infection has gone. This is sometimes called post-COVID-19 syndrome or 'long COVID'. Long COVID is an emerging phenomenon that is not yet fully understood.

Hosted by the Office for National Statistics (ONS) and the Statistics User Network, this seminar is an exciting opportunity to hear recent evidence on long COVID, including the latest ONS releases on the prevalence and impact of long COVID (published in July 2021).

Speakers include:

- Daniel Ayoubkhani – Head of the Health Modelling Hub at the Office for National Statistics  
Prevalence of self-reported long COVID in the UK
- Matt Mayhew – Policy Evidence and Analysis Team at the Office for National Statistics  
Coronavirus and the social impacts of 'long COVID' on people's lives in Great Britain
- Dr Gail Allsopp – Clinical Lead for Clinical Policy at Royal College of General Practitioners

A recording of the webinar will be available after the event on [www.statsusernet.org.uk](http://www.statsusernet.org.uk)

The sixth webinar in the series on statistical methods, organised by RSS Official Statistics Section and Health Statistics User Group, will also focus on long COVID, and will be held in September 2021. Further details on the speakers and the date will be circulated when these have been confirmed.

## Day Centre Research Forum - Survey about adult day centre related priorities

We are running a survey to gather views about adult day centre related priorities for development, action or research. Responses will support and steer our social care work funded by the NIHR (National Institute for Health Research) Applied Research Collaboration (ARC) South London programme. We are interested in the views of any 'day centre stakeholders' - anyone with experience of/interest in day centres, either through work or otherwise, or who may have any links with them. We encourage you to circulate this internally to social work departments, to occupational therapy and commissioners; we would like to know different perspectives. As a south London programme, it's preferable that respondents live/are based/work in south London but anyone whose work involves day centres may also respond. Responses will be anonymous; we only ask which category of respondent you fall into. The survey can be found [here](#).



## GeoPlace in association with LGA

### UPRN: A guide for councils

The LGA has published a landing page on its website for people interested in finding out more about UPRNs. The pages provide information on:

- What are UPRNs
- The work of local custodians
- How to make better use of UPRNs
- UPRNs response to COVID-19
- Case studies



Find out more [UPRN: A guide for councils](#)

### UPRN Integration assessment tool

The GeoPlace UPRN Integration assessment tool is a short survey which allows local authority service managers within (for example but not limited to) Revenues & Benefits, Planning, Social Care, Electoral Services, to ascertain how well integrated their service area and software is with the Unique Property Reference Number (UPRN).

[UPRN Integration Assessment Tool](#)

### UPRN checklist

Use this [checklist document](#) which summarises key steps to help you make effective use of UPRNs within your authority's service area.

### **UPRN: Find my local address and street custodian**

Address and street custodians create and maintain local address and street data and ensure consistency between the records for their area. There are many benefits to making contact with your local custodian.

The '[find my custodian](#)' service enables people in councils and fire authorities to identify quickly who their custodian is, to support with enhancements of case management systems, which is a precursor to making better use of data and improving service delivery in local areas.

### **Your data, supporting public services**

Following its recent conference, GeoPlace has [published a review](#) of a session focussing on the ways in which data is being used as we emerge from the COVID-19 pandemic, with thought leadership on the data landscape and practical examples on how local authorities can 'make the case' for using address and street data.

Speakers included:

- Nadira Hussain, Director of Leadership Development and Research, Socitm
- Juliet Whitworth, Research & Information Manager, Local Government Association (LGA)
- Andy Coote, Director, ConsultingWhere.

## **Jobs**

### **Greater Manchester Combined Authority Lead Analyst – School Readiness**



Salary: £27,741 - £31,346

Hours: Full time - 36.25 hours

Contract: 18 Months Fixed-Term

Location: Greater Manchester Combined Authority, Tootal Buildings, Oxford Street, Manchester, M1 6EU

Flexible working: Working from home and from the office – days to be confirmed

Closing Date is 26/07/2021 at 23:59

We are looking for a Lead Analyst to join the GMCA Research Team, who will focus specifically on

research projects and analysis that support Greater Manchester's work on Early Years and School Readiness. The post holder will work closely with the GMCA's Public Service Reform Team, as well as academics, health partners and practitioners delivering early years programmes across the city region. The work you do will ensure that research informs Greater Manchester's strategic objectives, and that we make best possible use of evidence to support decision making. This is an opportunity to work on a high-profile programme which will directly impact on the future of children growing up in Greater Manchester.

For more information and to apply, please see the [job advert](#) on the GMCA website.

## Training, Events and Webinars

### Day Centre Research Forum, 5<sup>th</sup> August 2021

The next Day Centre Research Forum will take place virtually (Zoom) on **Thursday 5<sup>th</sup> August 2-4pm** and will be on the topic of palliative care day centres. Speakers will cover challenges, learning points and quality. This event is free and open to all, however, booking is essential in order to receive the Zoom link during the week before the event. Please book on [Eventbrite](#).



Please see our [webpage for further information](#) about previous DCRF events and our NIHR Applied Research Collaboration South London Social Care work.

**Unloc Ltd** is organising a 'Show & Tell' session to



1. Demonstrate collecting customer insights using their app purpose built for microbusiness.
2. Demonstrate the dashboard with aggregated customer insights split by various filters like sectors, area, size etc.

This will be an interactive session for LARIA members, lead authorities from councils, independent researchers and others interested in boosting the microbusiness economy. The online event is scheduled for **2:00 PM on Friday, the 30<sup>th</sup> of July 2021**. Kindly register for this event via the [registration page](#). The zoom link will be emailed to you upon registration.

For more information, please write to [jay@unloc.ltd](mailto:jay@unloc.ltd).

**Are you a Corporate or Full Corporate Member?**

Your LARIA Corporate Membership entitles you to submit content to the monthly LARIA newsletter, if you have any research, events, job adverts, resources or news which you would us to include please send it to [admin@laria.org.uk](mailto:admin@laria.org.uk).

The next newsletter submission deadline is **Monday 16th August**.

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