Practicalities of using profiles in an organisation

Dr William S. Penrice
Research Manager
Fife Council

- Profiles very popular

- Great overview

- Easy to produce

- Simple to understand

POPULATION	AREA
368,970[3]	**1312** (SQ km)[5]
5.4% INCREASE expected by 2039	1.7% of Area of Scotland 6.9% of Scotland's population

CHILDREN	WORKING AGE	OLDER PEOPLE
64,305[3]	**230,842**[3]	**73,823**[3]
1.2% INCREASE expected by 2039	7.3% DECREASE expected by 2039	46.3% INCREASE expected by 2039

HOUSEHOLDS	
174,427[6]	60.4% owner occupied[7] 22.7% social rented[7] 13.9% private rented[7]
77.4% with at least one car/van[7]	31.8% live alone[7]
£340 median weekly income (after housing)[8]	12.4% in low income[9]
36% in fuel poverty[10] 11% extreme fuel poor[10]	19.4% children living in low income households[11]

ECONOMY	MAIN EMPLOYMENT AREAS
67.6% Economically active[7] of which - 57.8% Employed Full Time[7] 20.1% Employed PartTime[7]	23.8% Education & Health[7] 19.1% Finance & Professional[7] 18.6% Wholesale Retail and Transport[7] 10.0% Manufacturing[7]

WELFARE AND BENEFITS	
1.9% Job Seekers Allowance[12]	WELFARE REFORM CHANGES: EXPECTED LOSS TO LOCAL ECONOMY
1.7% JSA (16 to 24 year olds)[12]	**£153 million** per year[13]
11% employment deprived[9]	**£660** per working age adult[13]

- Can often be used more as decoration

- Tend to highlight larger issues

- Can be a little superficial

- More intense profiling is difficult

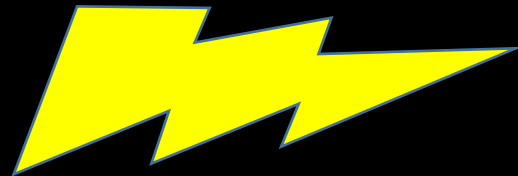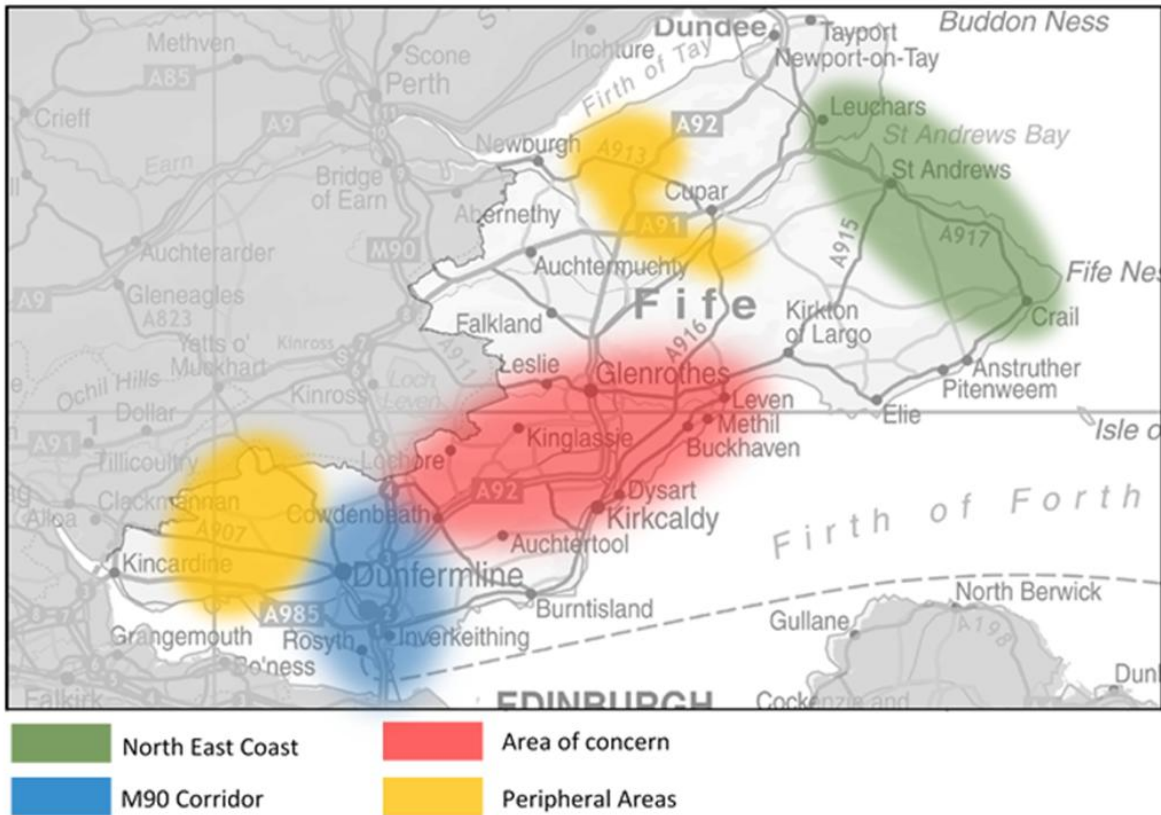# Profiles as change drivers

Profile

Policy change

Profile

Policy change

- Simple works best

- Deeper profiling often more useful

- Clear infographics

- Must resonate with key people

Example simple profiles which have had traction in directly shaping policy or major projects

North East Coast	Area of concern
M90 Corridor	Peripheral Areas

GLENROTHES	• Tackling the changing employment sectors • The changing demographic requirements • Creating better connections to outlying areas	
COWDENBEATH	• Tackling underlying causes of poverty such as low aspirations, access to employment and housing • How to use local assets to better effect for the area • Gearing up for significant future demographic change	
DUNFERMLINE	• Levering the full and already existing potential of the area for tourism and business may require a step change • Significant demographic change ahead • Health and wellbeing related issues are identified as important public concerns	
KIRKCALDY	• Significant changes to the demographic profile • Connections around the area • Tackling areas of deprivation • Changing the economic profile	
LEVENMOUTH	• A changing older population is a challenge • Lack of ambition and poor perception of the area is seen as a barrier • Significant local assets which could generate tourist and employment potential • Economic outlook is challenging	
NORTH EAST FIFE	• Issues around rurality and isolation are challenging • Demographic change, especially an older population which is expected to increase • Availability of affordable housing and connectivity to jobs • Increasing wider tourism and mitigating the effect of the winter	
SOUTH WEST FIFE	• Challenging demographic change • Need to make better use of existing tourism potential • Connectivity and issues similar to those of rurality	
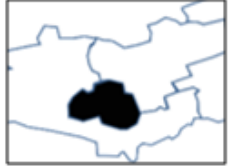
Deeper Profiling

When first approved, fosterers tend to be females in their late thirties and early forties and are almost equally likely to be Christian or have no religion.
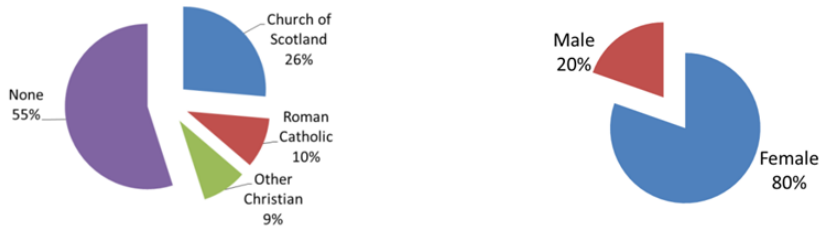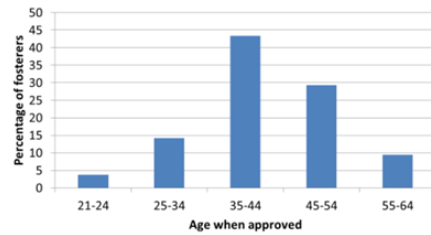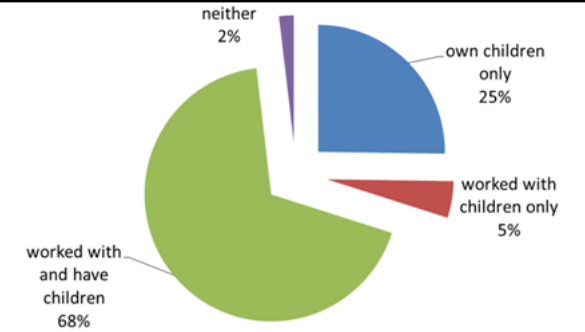

Figure 1. Age at which fosterers are first approved.

Almost all fosterers have had previous close contact with children, the majority both working with and having their own children

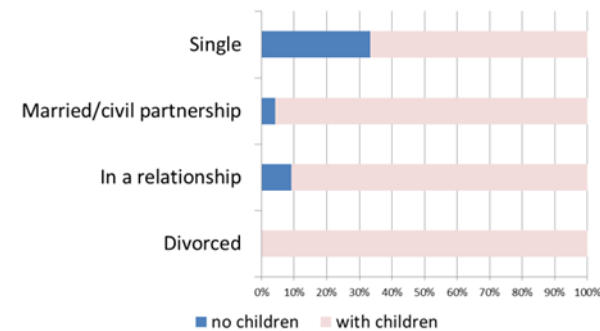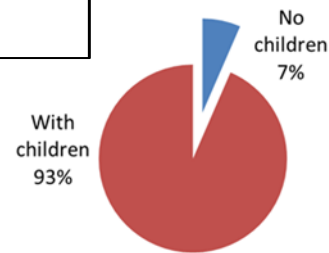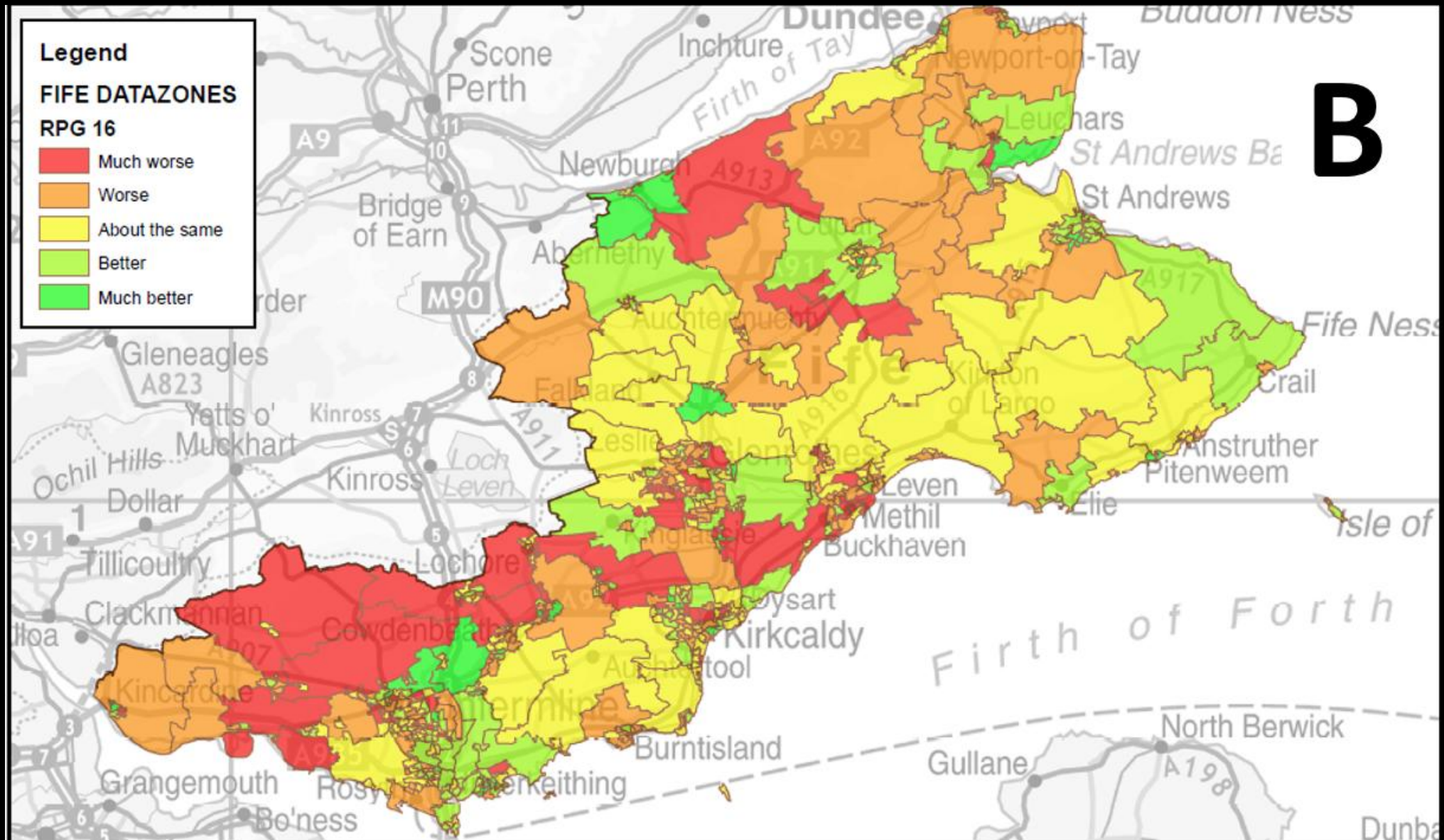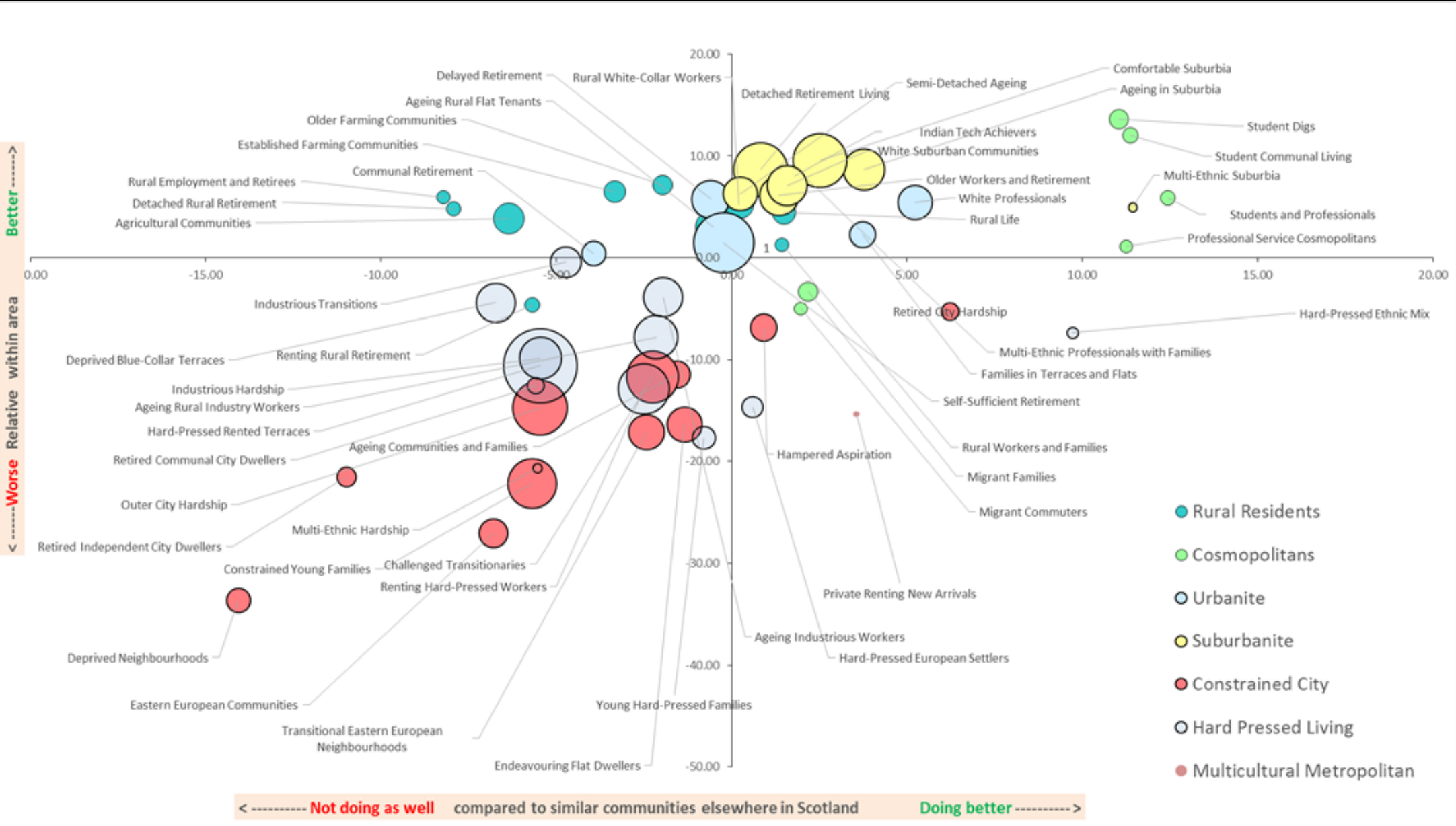...ost fosterers have had children of their own, but single ...eople are the most likely to foster having never had children

Figure 3. Fosterers as parents at the time of being first approved

Complex Profile which resonated

More Complex Profiles can be highly challenging

We no longer try to explain very complex profiling

Changing the age profile of those considering fostering can have unexpected results with regard to the supply of new fosterers.

The Scenario:

The age range of those beginning to think about fostering is varied between 5 years earlier and 5 years later
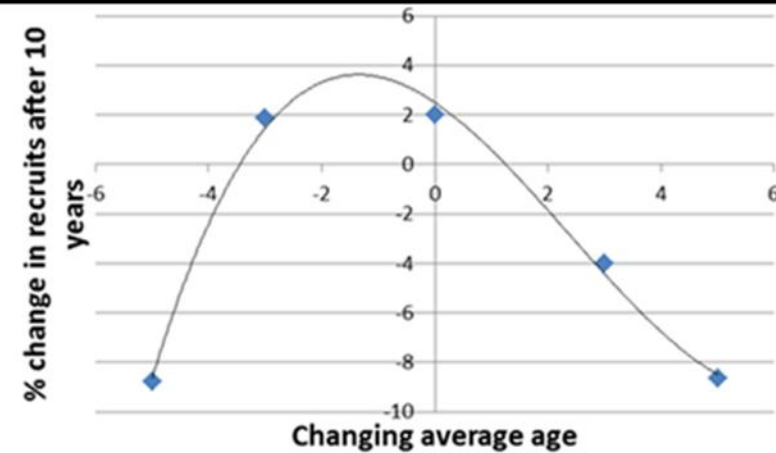
The Result:

There is a complex relationship between target demographic and the number of recruits, with a slightly younger group being optimal.

Fig 17. Effect of the age profile of those considering fostering

Increasingly cost benefit of profiles will be important

High Turnover Profiling has to be efficient

Area Crime Profiles for tactical tasking

3.5 fte people

↓

Use of technology

↓

0.5 fte people

Self Service can assist greatly with efficiency

Profiling tools aren't necessarily for the end user of profiles

Improvement Service Community Planning Profile

ScotPho Profiling

Summary

- Profiles genuinely useful

- Care needs to be taken they aren't decoration

- They often need interpretation by data experts

- Data experts are not necessarily end users of intelligence carried in profiles

- Simple best

- Complex works if presented simply

- Sustainability requires consideration of cost to benefit

END