



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 1.7% of Area of Scotland 6.9% of Scotland's population	
5.4% INCREASE expected by 2039			
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		60.4% owner occupied ⁷	
174,427 ⁶ 		22.7% social rented ⁷	
77.4% with at least one car/van ⁷		13.9% private rented ⁷	
£340 median weekly income (after housing) ⁸		31.8% live alone ⁷	
36% in fuel poverty ¹⁰		12.4% in low income ⁹	
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 -	23.8% Education & Health ⁷		
57.8% Employed Full Time ⁷	19.1% Finance & Professional ⁷		
20.1% Employed PartTime 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

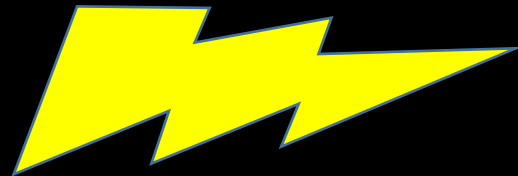
Profiles as change drivers



Policy change



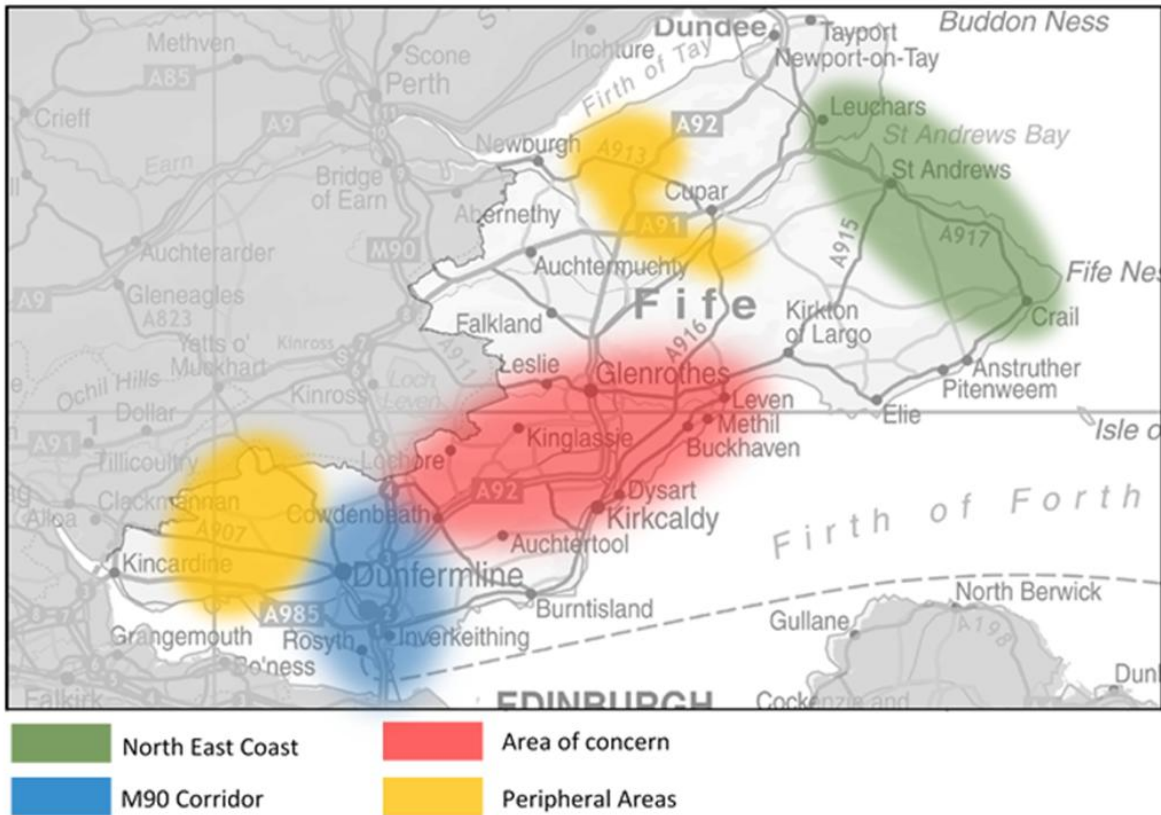
Profile



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

GLENROTHES

- Tackling the changing employment sectors
- The changing demographic requirements
- Creating better connections to outlying areas



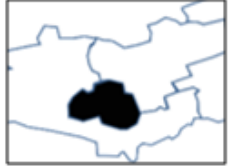
COWDENBEATH

- 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.

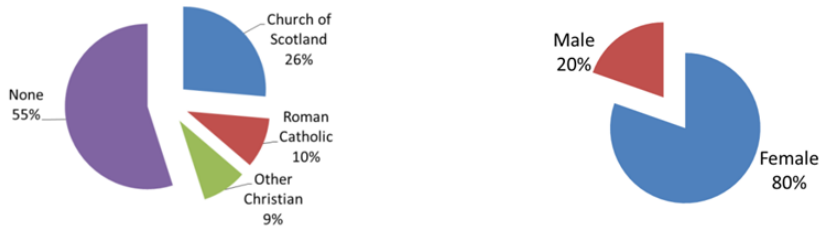
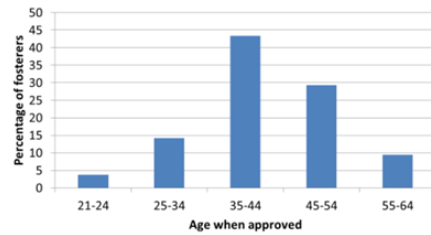
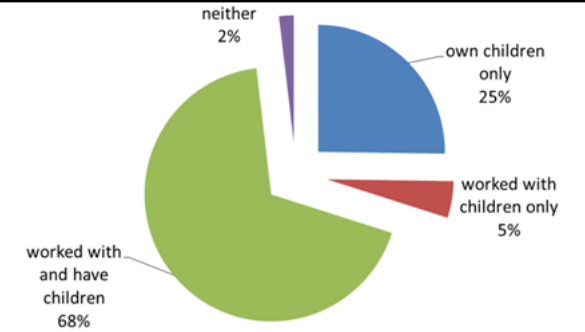


Figure 1. Age at which fosterers are first approved.

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



Most fosterers have had children of their own, but single people are the most likely to foster having never had children

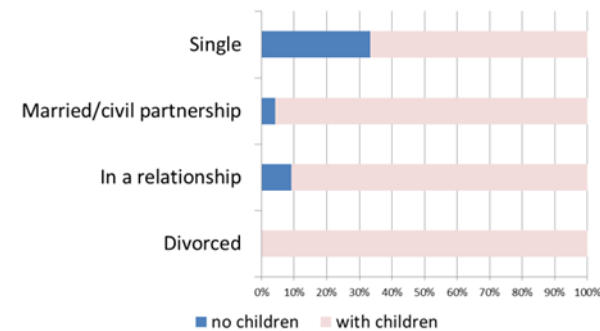
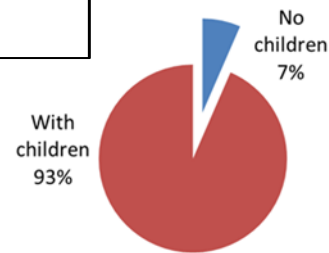
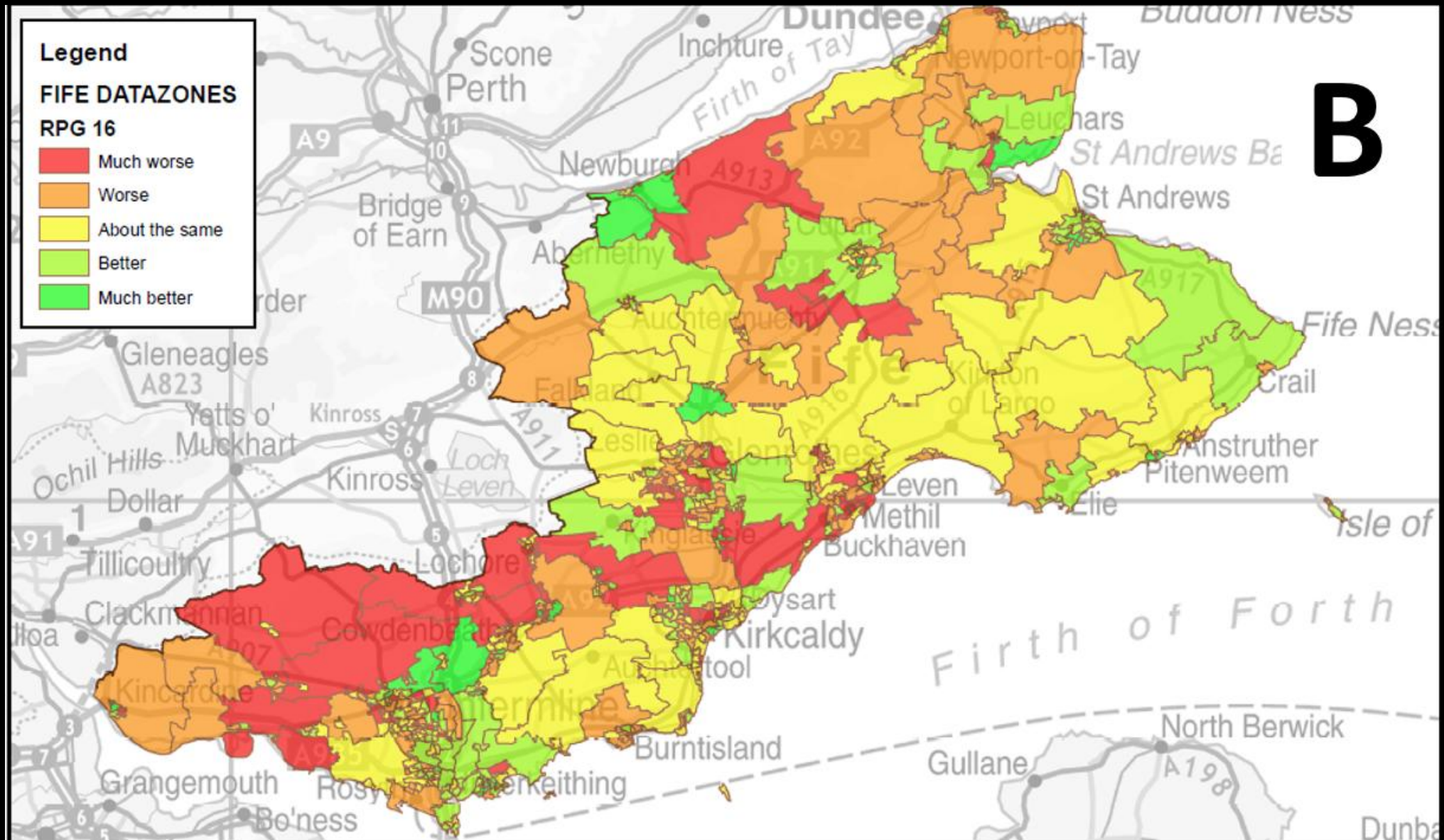
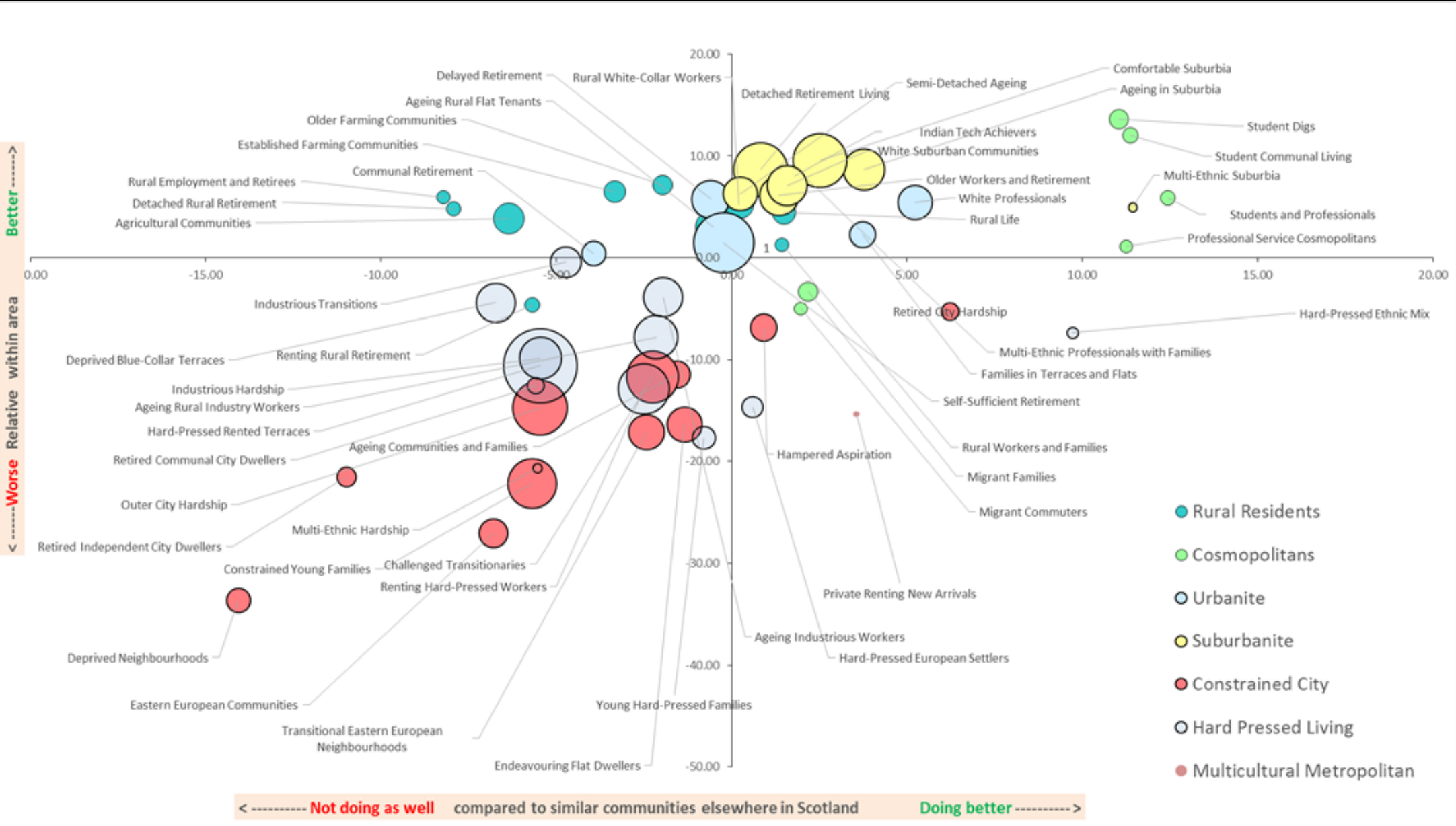


Figure 3. Fosterers as parents at the time of being first approved

Complex Profile which resonated



More Complex Profiles can be highly challenging

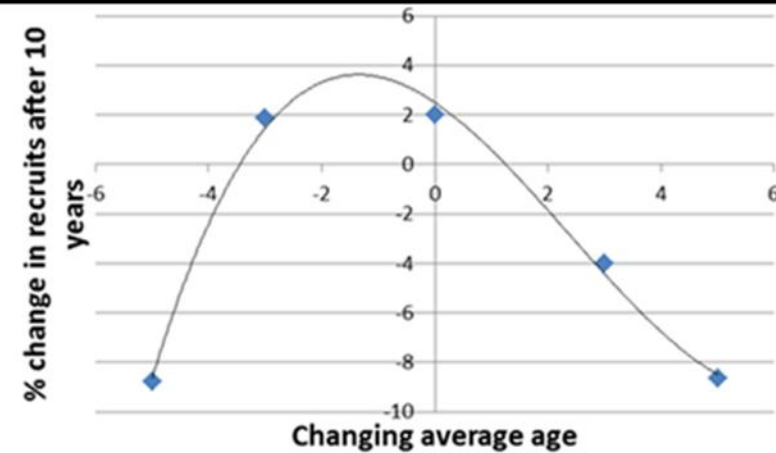


We no longer try to explain very complex profiling

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

KNOW FIFE DATASET

Sharing research & knowledge across Fife Partnership



You are here: [Home](#) | [Quick Profile](#) | [Population](#)

 To see this profile, choose a geography and then an area/feature *within* that geography.

Geography:

Available areas:

[Export to PDF](#)  [Link to this Profile](#) 

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Population

Selection: Central Geography: Fife Areas





A general population profile that can be run at a variety of geographic levels.

- [Population](#)
- [Population structure](#)
- [Population at 2011 Census](#)

Population

Population Characteristics

The total population in Central is estimated at 150545 (based on 2016 mid year estimates from the National Records of Scotland). This compares with a total population of 149896 as at the 2011 Census.

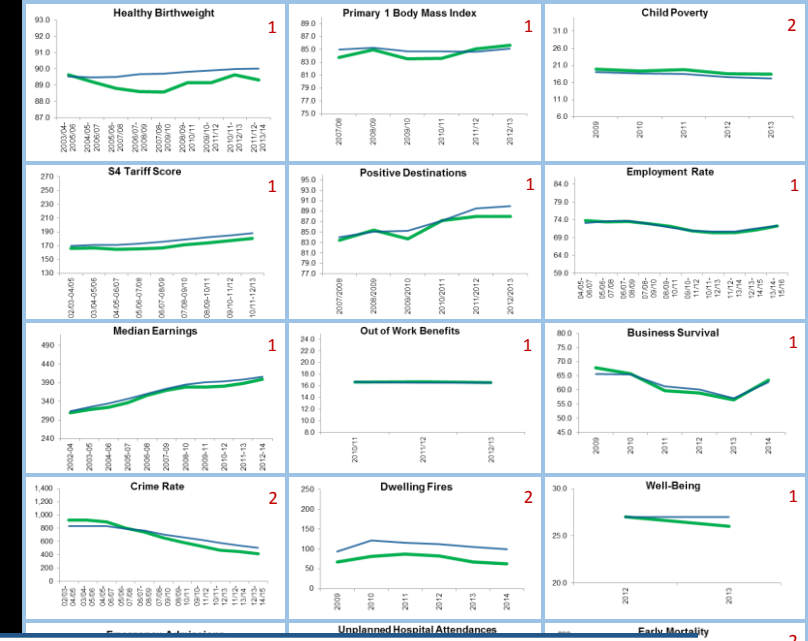
	Population		
	Central	Fife	Scotland
 Total Population (2016)	150,545	370,330	5,404,700
 % aged 0-15 (Children) (2016)	18.2	17.4	16.9
 % aged 16-64 (Working Age) (2016)	61.7	62.7	64.6
 % aged 65+ (Pensionable Age) (2016)	20.2	19.9	18.5


Source: National Records of Scotland (formerly General Register Office Scotland)

[Click here for more details on Central's population.](#)

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

Improvement Service Community Planning Profile





The Scottish Public Health Observatory
"Working to improve Scotland's health and reduce health inequalities"

Online Profile Tool v2.0.1

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Health & Wellbeing (Fife)

This chart compares the local value for each indicator to the Scottish average (by default - unless a new comparator is selected below). The grey bars show the range of the data for all of the areas at the selected geographical breakdown. e.g. At NHS Board level the bars will show percentile range (between 5th & 95th percentiles) for each indicator in a given time period.

Due to differences in data availability, data reported in the profiles may not be consistent with that of published reports.

Clicking on an indicator will drill-down into the data.

Please select a time period: Period: 2017 Print Chart Print Definitions Export Data

Please select an area you would like to compare against: Comparator: Scotland

Domain	Indicator	Period	Number	Measure	Type	National Average	'Worst'	Comparator	'Best'
Life Expectancy & Mortality	1 Male life expectancy ¹⁵	2013	n/a	77.7	yrs	77.1			
	2 Female life expectancy ¹⁶	2013	n/a	81.5	yrs	81.1			
	3 Deaths all ages ¹²	2015	3,888	1,123.0	sr4	1,159.1			
	4 All-cause mortality among the 15-44 year olds ¹²	2015	125	96.6	sr4	102.2			
	5 Early deaths from CHD (<75) ¹²	2015	197	57.3	sr4	53.2			
	6 Early deaths from cancer (<75) ¹²	2015	551	159.3	sr4	163.8			
Behaviours	7 Estimated smoking attributable deaths ^{3,16}	2014	696	347.7	sr4	366.8			
	8 Smoking prevalence (adults 16+) ^{3,14}	2015	n/a	22.0	%	20.7			
	9 Alcohol-related hospital stays ¹⁵	2016	2,308	631.2	sr4	680.8			
	10 Alcohol-related mortality ¹⁷	2014	63	17.3	sr4	22.0			
	11 Drug-related hospital stays ^{12,15}	2015	650	188.7	sr4	146.9			
	12 Active travel to work ^{3,14}	2015	n/a	10.2	yrs	14.9			
Ill Health & Injury	13 New cancer registrations ¹²	2014	2,236	626.1	sr4	644.9			
	14 Patients hospitalised with chronic obstructive pulmonary disease (COPD) ¹²	2015	768	206.3	%	245.8			
	15 Patients hospitalised with coronary heart disease ¹²	2015	1,193	330.9	sr4	386.9			
	16 Patients hospitalised with asthma ¹²	2015	297	79.4	sr4	92.4			
	17 Patients with emergency hospitalisations ¹²	2015	25,977	7,149.7	sr4	7,005.9			
	18 Patients (65+) with multiple emergency hospitalisations ¹²	2015	3,485	5,085.4	sr4	5,405.3			
Mental Health	19 Road traffic accident casualties ¹²	2015	242	66.7	sr4	59.9			
	20 Population prescribed drugs for anxiety/depression/psychosis	2016	70,960	19.2	%	18.5			
	21 Patients with a psychiatric hospitalisation ¹²	2014	626	256.5	sr4	269.7			
	22 Deaths from suicide ^{17,19}	2014	53	15.2	sr4	13.9			
Social	23 Adults claiming incapacity benefit/severe disability allowance/ employment and support allowance	2016	17,690	5.8	%	6.1			

ScotPho Profiling

er Time
cts Of
le Tool.
Increase
Reduce

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