

To: All Area Committees	Subject: Area Profiles - Update	
From: Chief Executive		
Date: 4 June 1998	Ref: CE012/023	

## 1 Introduction

1.1 As part of the Council's Decentralisation Scheme the development of Area Profiles was identified as an important remit of Area Committees.

1.2 At its meeting of 26 November 1997 the Policy and Resources (Community Development) Sub-Committee approved the aims and objectives of Area Profiles, the arrangements for co-ordinating statistical and service based information for each profile and a timescale for the production of Area Profiles by June 1998.

## 2.0 Revised Timescale

2.1 A subsequent report has been submitted to the 3 June meeting of the Policy and Resources (Community Development) Sub Committee recommending a revision in the timescale for completion of Area Profiles and the approval of an interim guidance note prepared by the Chief Executive's Department.

2.2 The recommendation to revise the timescale for completion of Area Profiles to 30 November 1998 was approved by the Sub Committee.

## 3.0 Guidance Note

3.1 While each Area Profile will be different, particularly with regard to subjective information, there is benefit to the Council in ensuring some aspects of the Profiles are similarly structured with information presented in a standard format. This will facilitate the comparison of statistical and service information between areas.

3.2 It was proposed at an earlier stage that the Chief Executive's Department prepare a guidance note detailing a standard format for specific elements of the profiles and arrangements for the dissemination and collation of information currently held by departments. This will assist in ensuring that information is developed in a co-ordinated and efficient way.

3.3 An interim guidance note was prepared and appended to the report approved by the Policy and Resources (Community Development) Sub Committee of 3 June 1998. This note, which sets out aims, objectives and content of Area Profiles and identifies responsibility for sourcing and producing information for the Profiles between the Chief Executive's Department, other departments and Area Teams is attached as Appendix 1.

3.4 Further guidance will be required on the format for specific elements of the profiles and on other technical aspects of the task. It is intended that this will be developed in due course by the Chief Executive's Department in consultation with other departments. The corporate Information and Research working group will play a key role in this process.

#### 4.0 Conclusion

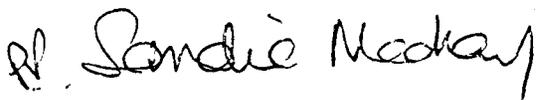
4.1 It is anticipated that the interim guidance note will facilitate progress on developing Area Profiles but it is recognised that a number of technical and other issues require further consideration by Area Committees and the Area Teams.

4.2 Each Area Committee is requested to consider remitting to Area Teams at an early stage the task of gathering locally sourced information to progress Profile development.

#### 5.0 Recommendations

It is recommended that the Area Committee:

- a) note the revised timescale for Area Profile completion to 30 November 1998 as approved by the Policy and Resources (Community Development) Sub-Committee meeting of 3 June 1998;
- b) note the content of the interim guidance note as approved by Policy and Resources (Community Development) Sub Committee 3 June 1998;
- c) request from Area Teams a timetable of activities for Area Profile development, leading up to the amended timescale for Profile completion;
- d) remit to Area Teams the task of gathering locally sourced information to assist the process of Profile development; and
- e) otherwise note the content of this report.



Chief Executive

## AREA PROFILES: INTERIM GUIDANCE NOTE

### 1.0 Introduction

- 1.1 North Lanarkshire Council approved its decentralisation scheme in February 1997. The scheme identifies the development of Area Profiles of needs, resources and priorities as an important remit of Area Committees and a major task for Area Teams.
- 1.2 Area Committees are responsible for producing Area Profiles by 30 November 1998.
- 1.3 The Chief Executive's Department were asked to prepare guidance on the production of area profiles to ensure that information is developed in a co-ordinated and efficient way and that some aspects of the profiles are similarly structured to facilitate the comparison of information between areas. This interim guidance note covers the aims, objectives and content of Area Profiles and identifies responsibility for sourcing and producing information for the profiles.
- 1.4 Further guidance will be required on the format for specific elements of the profiles and on other technical aspects of the task. It is intended that this will be developed in due course by the Chief Executive's Department in consultation with other departments. The corporate Information and Research Working Group will play a key role in this process.
- 1.5 This interim guidance note is being issued at this stage to facilitate progress on developing the profiles.

### 2.0 Overview

- 2.1 The Council views decentralisation as an effective way of pursuing some of its objectives including:
  - efficient use of resources;
  - responsiveness to customers, citizens and communities;
  - accountability to local people;
  - allowing influence and choice over local priorities;
  - departments working closely together at an area level;
  - making the Council more accessible; and
  - developing services to meet the different needs of different areas.

- 2.2 The Council adopted an area approach to decentralisation involving Area Committees, Liaison Directors, Area Teams and community participation through Community Forums and other mechanisms at an area level.
- 2.3 The identification of local needs and issues and the development of information to enable planning, co-ordination, prioritisation and informed decision-making at an area level is crucial in pursuing the objectives of decentralisation. Area Profiles should be a major tool in developing the capacity of the Council to achieve many of its key objectives.
- 2.4 Rather than being a one-off task it is envisaged that Area Profiles will develop continuously as the Council's decentralisation process unfolds and as the corresponding need to provide informational support to the development of strategies and services at an area level grows.

### 3.0 Aims/Objectives

- 3.1 Area Profiles should aim to provide a comprehensive summary of the needs and resources throughout the area. Each profile should lead to the development of an area strategy to tackle identified priorities.
- 3.2 Area Committees and Area Teams may wish to consider their key objectives in developing the profile in their area. For example objectives may be to:
- improve services
  - identify gaps in services/facilities
  - clarify priorities
  - enable community planning
  - develop community involvement
  - identify and describe issues of local concern
  - stimulate inter-departmental initiatives
  - enable inter-agency partnership
  - identify under-used or uncoordinated resources
  - develop projects
  - target resources

#### 4.0 Content of Area Profiles

- 4.1 A draft schedule of the content of Area Profiles was developed by the Chief Executive's Department at an earlier stage and considered by the Policy and Resources (Community Development) Sub-Committee and each of the 9 Area Committees.
- 4.2 While amendments to the structure of the profiles may be made as a result of the experience of producing them it is important that much of the information within the profiles is in a consistent format and comparable on an area by area basis.
- 4.3 A draft schedule of content for the profiles is set out as Appendix 1. It is proposed that Council Service Information is prepared for each activity identified in 1998/99 Service Plans.

#### 5.0 Producing the Profiles

- 5.1 Area Profiles will be produced by gathering information from a range of sources by various methods. The profiles will marry objective and statistical information with opinions, views and insights from local communities and others.
- 5.2 Broadly, the information required falls into 3 categories of sources:
1. Centrally Sourced - this includes centrally held statistical information and information which originates from external sources which can be relatively easily accessed and manipulated by the Information and Research Section of the Chief Executive's Department.
  2. Department Sourced Service Information - this includes information about Council services and resources which is held by or accessible to Council Departments
  3. Locally Sourced Information - this includes information available from external sources at an area/community level including community organisations, agencies, business organisations and local people as well as some internal sources including local elected members, locally based staff and Area Teams.

5.3 The responsibility for producing the information required will be as follows:

- Centrally Sourced Information (C) - Chief Executive's Department
- Department Sourced Service Information (D) - other Council Departments
- Locally Sourced Information (L) - Area Teams

Appendix 1 codes each element of the content of the profiles to indicate responsibility for producing the information.

Some elements of the profiles require information from more than one source as indicated.

5.4 The Policy and Resources (Community Development) Sub Committee have agreed that profiles should be completed by 30 November 1998. To facilitate the collation and dissemination of information for the profiles, the following arrangements are proposed:-

- a) Centrally Sourced Information to be passed by the Chief Executive's Department to Liaison Directors by 15 October 1998.
- b) Department Sourced Information to be passed by Directors to the Chief Executive's Department by 30 October 1998 and then passed onto Liaison Directors.
- c) Locally Sourced Information to be developed by Area Teams and incorporated into Area Profiles by 30 November 1998.

Chief Executive, May 1998

**Area Description**

- CL • Geography
- CL • General Characteristics (Social, Environmental, Economic, Political, Demography)
- CL • History
- CL • Trends/Issues

**Statistical Information (Wards, Settlement, Area, Council, Scotland)**

- C • Population Structure
- C • Economic Profile, Employment/Unemployment
- C • Household Structure
- C • Tenure
- C • Poverty/Needs Indicators (Free Schools Meals, Clothing Grants, Housing Benefits)
- C • Health
- C • Crime
- C • Education/Careers
- C • Trends Analysis
- C • Issues/Comparative Description

**Council Service Information**

- D • Service Description
- D • Facilities
- D • Usage/Take up/Client/Tenant/Customers Profiles
- D • Charges
- D • Staffing/Management
- D • Budget Analysis (where appropriate)
- D • Performance Information
- D • Trends/Issues
- D • Service Delivery Methods
- D • Policies/Effect of Policies on Area/Sub Area

**Sectoral Information**

- CL • Businesses
- CL • Other Public Sector/Quangos
- CL • Voluntary Sector - including profile and details of groups and organisations

**Facilities**

- |                 |                |                         |
|-----------------|----------------|-------------------------|
| DL • Shopping   | D • Schools    | DL • Leisure Facilities |
| DL • Transport  | DL • Community | DL • Churches           |
| DL • Commercial |                |                         |

**Community Information**

<u>What</u>	<u>Stakeholders</u>	<u>Methods</u>
L Issues	Local Elected Members	Surveys
L Concerns	Groups	Workshops
L Opportunities	Organisations	Meetings
L Priorities	Individuals	
L Proposals		
L Ideas		
L Opinions		

**Summary/Key Issues/Priorities**