

Model for Improvement Toolkit

Locality Level Data

HELP SHEET 8

Why is Locality Level Data Important?

Our localities are all different. City wide data does not give an understanding of the different experiences and outcomes for people in our different localities and neighbourhoods. Locality and neighbourhood data gives part of the story of the locality.

Having data and understanding of our localities/neighbourhoods and how their outcomes differ is essential. It helps organisations, services/improvement projects and communities:

- Understand the experiences and outcomes across all localities/neighbourhoods and helps inform the development of our Local Outcome Improvement Plan and underpinning Locality Plans
- Empowers communities into getting involved and identifying and designing improvement and testing these with your projects
- Informs where we need to target interventions to help improve outcomes and reduce inequalities
- Evaluate the impact of interventions and community ideas within the Locality Plans tested, what works in one locality may not work for all and we need to ensure our approaches reflect the unique context of each community
- Determine where to allocate resources to support reducing inequalities and reducing poverty
- Support funding applications
- Simplifies the process to collate data for annual performance reporting

What are our Localities?

For locality planning, as shown in the table below, we have split the City of Aberdeen into three localities: North, South and Central. These localities are made up of Aberdeen's 37 Neighbourhoods. The areas below that are underlined and in **bold** are our approved priority neighbourhoods.

North	South	Central
1 Dyce	1 Culter	1 <u>Tillydrone</u>
2 Danestone	2 Cults, Bieldside & Milltimber	2 Old Aberdeen
3 Oldmachar	3 Hazlehead	3 <u>Seaton</u>
4 Denmore	4 Braeside, Mannofield, Broomhill & Seafield	4 <u>Woodside</u>
5 Balgownie & Donmouth	5 Garthdee	5 Hilton
6 Bucksburn	6 Ferryhill	6 <u>Stockethill</u>
7 <u>Heathryfold</u>	7 <u>Kincorth, Leggart & Nigg</u>	7 <u>Ashgrove</u>
8 <u>Middlefield</u>	8 <u>Torrey</u>	8 <u>George Street</u>
9 Kingswells	9 Cove	9 Froghall, Powis & Sunnybank
10 <u>Northfield</u>		10 Midstocket
11 <u>Cummings Park</u>		11 Rosemount
12 Sheddocksley		12 City Centre
13 <u>Mastrick</u>		13 Hanover
14 Summerhill		14 West End

Locality/Neighbourhood Level Data Available

Through existing, local and national systems, we already have locality and neighbourhood data publicly-available on our [Localities Outcomes Data page](#). Please view this data before you start gathering your own data to help you understand what is already available and what more you might need.

Gathering Locality/Neighbourhood Level Data for Your Improvement Aim

To show the impact of your changes and progress towards your aim, you will need to have a system in place to gather data at both city wide and locality/ neighbourhood level.

There are different ways you may choose to gather data, such as counting, weighing, measuring and recording something over time. For example, a project about supporting people to start a business will require to record how many people you have supported to start a business, however this also needs to be provided at a locality/neighbourhood level e.g. how many people from the South locality have been supported to start a business and how many people from Torry have been supported to start a business. Or a project about supporting people to complete an online application, or self referring, will require you to record how many people have completed the online form and/or self referred.

The aim is to improve results throughout the project and to evidence the impact of the testing across our localities/neighbourhoods and to understand where a test has worked more effectively in one locality compared to another. To understand the variation across different locations, you will need to have a way to break the data output down.

Postcode Collection

Each method will require you to ask for the participants postcode. To match to a locality and neighbourhood, a **full postcode is required**. Partial postcodes will not be able to match and will not give you the locality level breakdown. Once you have your data, including postcode, use our [postcode matcher step by step guide](#) below to match up postcodes in your data set to localities or neighbourhoods.

Privacy and confidentiality

Local/neighbourhood data can be sensitive by nature that an individual can potentially be identified. It is essential that before you start to gather data, you have all required privacy and consent systems in place, such as a privacy notice which clearly and explicitly explains to everyone the following aspects. Your organisation will have an information Governance Team and guidance/templates for privacy notices to support you with this.

1. How you will use the information
2. What is the purpose or reason for collecting, or processing, the data?
3. What are you going to use it for?
4. What will collecting the data allow/enable your project/organisation to do?
5. Who you will share information with – who? what? And why?
6. How long we keep information for
7. The individuals rights in relation to their data, including the right to ask for a copy of it.

8. Legal basis for collecting the data

Data Reporting

Through your project charter and update report, you will report data on both city wide and locality/neighbourhood level to show progress towards your improvement aim, as well as the impact of the changes you have tested. Individuals should never be identified by data you publish and the raw data should never be shared with anyone/organisation/group beyond what has been agreed and informed to participants at the outset.

Where any of your locality level data is below 5 this should be reported as <5.

Postcode matching

The following instructions are for using Power Query to match up postcodes in your data set to localities or neighbourhoods. To do this you will need to be able to access the excel file containing the postcode look-up at

<https://communityplanningaberdeen.org.uk/wp-content/uploads/2024/06/2024-Postcode-locality-look-up.xlsx>

Click on the link below to access the postcode matching step by step guide

[**Postcode matching Step By Step Guide**](#)