

# Corporate Research

## Review, April 2007 – March 2008

### Introduction

The Research and Intelligence (R&I) team at the Borough plays an important corporate role in analysing, researching and reporting on a wide range of issues affecting the Borough. These issues include the local economy, wealth and poverty, the welfare of children, deprivation, matters affecting older people, health issues and many others.

In addition, the team also carries out and analyses consultation on a wide range of matters.

### Main Reports/Documents/Findings/Surveys

Below we provide a summary of the *principal* output and activities of the Research and Intelligence Team between April 2007 and March 2008. *It is by no means exhaustive* and focuses on those reports, documents and findings likely to be of most interest. The lead person associated with each document or activity is also given.

Much of the research supports the Borough's Corporate Objectives:

#### ***Supporting Children and Young People:***

- 1. *Children and Young People's Analysis, 2006-7.*** This report aims to provide a thorough understanding of the needs of children and young people in Poole, in order to effectively monitor the needs and planned improvements to outcomes for children, as set out in the Children and Young People's Plan for Poole 2006-2009. View the report [here](#). (Sara Ireland.)
- 2. *School Profiles.*** Each year the team produce brief profiles for all schools in Poole. Each profile summarises features of the school and its intake, including the catchment area, age-range, number on roll, socio-economic characteristics, pupil projections and other useful data. (Becky Cosgrove.)

### *Promoting Health & Well-being:*

3. **Alcohol Strategy.** The team also contributed significantly to an Alcohol Harm Reduction Strategy, which sets out clear evidence-based objectives, directions and actions, describing how the problems of alcohol misuse within the Borough will be addressed through joint working across agencies. For further details, download the document from [here](#). (Kat Watters)
4. **The 2007 Indices of Deprivation. Results for Poole.** This report examines in detail the results of the 2007 Indices of Deprivation as they apply to Poole. Comparisons are made with the corresponding 2004 results. The report can be viewed [here](#). (Charles Arthurs)
5. **Poverty and Wealth In the Bournemouth, Poole and Christchurch Conurbation, 1980-2000.** This report presents a snapshot of the changing picture in poverty and wealth throughout the conurbation over a period of 20 years. View the report [here](#). (Charles Arthurs)
6. **Employee Satisfaction Survey.** This survey analysed the experiences and attitudes of the Borough's employees (excluding teaching staff) over a wide range of factors. The R&I team carried out the analysis and produced various reports. These are not publicly available, although the results are communicated to Management Team and Service Unit Heads. (Charles Arthurs)
7. **Older People's Strategy.** The team made a significant contribution to the development of this strategy, known as "The Time of our Lives". This strategy examines how the quality of life can be improved for all older people in Poole. It is based on the views and ideas put forward by the older population in Poole. It looks at both short and long term actions. Further details can be seen [here](#). (Kat Watters)

### *Protecting Poole's Environment:*

8. **New Builds Survey.** This was a survey of all residents who moved into "new build" properties in Poole between April 2004 and March 2007. It provided useful insight into the demographics of people residing in such properties together with their motivations, experiences and attitudes. The survey also provided invaluable data on car ownership, employment and other matters. A summary can be seen [here](#). (Kat Watters)

### ***Strengthening our Communities:***

- 9. *Race Equality Scheme Review.*** This Review seeks to answer questions regarding the changing demographics of BME groups in Poole and whether their experiences and outcomes are different from non-BME groups. (Becky Cosgrove)

### ***Developing a Dynamic Economy:***

- 10. *Support to Economic Development.*** A member of the team (Charles Arthurs) offers on-going analytical support to the Economic Development team. This includes regular updating, analysis and interpretation of economic data.
- 11. *Retail Monitoring Report, 2007.*** This report reviews the vitality, viability and attractiveness of Poole Town Centre and smaller centres within the Borough as places in which to shop, do business, work and spend leisure time. View the report [here](#). (Becky Cosgrove)

### ***Miscellaneous:***

- 12. *Poole Opinion Panel Survey.*** This is a regular survey that elicits the opinions of over 1,000 residents of Poole on a wide range of issues. The issues addressed vary from survey to survey. Summaries of the topics covered in the Summer 2007 and Autumn 2007 surveys can be viewed [here](#). (Heather Kitching)
- 13. *Customer Satisfaction Survey.*** This is a monthly survey of a random sample of those who have contacted the Borough for one reason or another during the month. Its purpose is to monitor customers' satisfaction with how their request/complaint was dealt with by customer service advisors and others. (Heather Kitching)
- 14. *Population Studies.*** The team is responsible for analysing demographic trends and producing population projections, including pupil projections, which clearly play an important role in determining future provision. (Sara Ireland)
- 15. *Freedom of Information (FOI).*** The team also produces a quarterly disclosure log of all FOI requests. (Kat Watters)