



**inclusive growth
network**
Hosted by CPP

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Repository of case studies on place's use of poverty data for the Inclusive Growth Network

Working together with The King's Fund, The Centre for Progressive Policy interviewed a series of places, drawn from their Inclusive Growth Network and beyond, on the ways that they are already using data to tackle poverty in their area. These case studies are intended to showcase existing projects and highlight the potential for using poverty data. They have informed a jointly authored long read titled: *Poverty and the health and care system: The role of data and partnership in bringing change.*

CASE STUDY 1

Glasgow City Council is baselining local poverty levels to highlight and advocate for priority groups

Acting on the statutory duty to jointly publish [Local Child Poverty Action Reports](#), Glasgow City Council commissioned the Centre for Civic Innovation (CCI) to work with the Council and Scottish Government to construct a set of relative poverty thresholds for different household types based on OECD equivalised household incomes. They then used individual level benefit data, including Housing Benefit and Council Tax Reduction eligibility, to measure the scale and depth of child poverty in the city, finding that a third of families lived an average of £107 per week below the poverty line in 2020.

Cutting household income and demographic data by priority groups revealed that the majority of families in poverty are single parents and this led to conversations about what could be done to support this group when the Covid-19 pandemic hit. The child poverty data and baseline constructed by CCI was central to the case for funding the charity One Parent Families Scotland to support families, particularly young mothers, in Glasgow during this period. As part of the funding agreement, the charity share client data so that CCI can monitor the impact of this intervention on child poverty.

The council is working with health agencies using aggregated cohort data to help identify vulnerable families and those at risk and to support the role of health visitors and inform referral processes and is working with general practices on welfare rights. Individual level data however, is not currently shared.

CASE STUDY 2

Greater Manchester is supporting action on poverty through their Health and Care Partnership

The population health intelligence team who are employed by NHS Greater Manchester and hosted in Greater Manchester Combined Authority supported a not-for-profit organisation - Greater Manchester Poverty Action (GMPA) - to produce a poverty monitor. The [Greater Manchester Poverty Monitor](#) is aimed at increasing knowledge and awareness of key data relating to poverty in GM, as well as providing a simple, accessible and free resource for VCSE partners and other key stakeholders to use when preparing bids and developing reports on the state of poverty in Greater Manchester.

The Chief Intelligence and Analytics Officer of GMPA, Graham Whittam, has received positive feedback on how the monitor is being used, "The Poverty Monitor is very, very useful when we're planning our strategies for most social impact, really helping local people and subsequently speaking to funders. I found the local statistics in the interactive maps that Chris pointed me to. They are incredibly helpful." Director of a local VSCE organisation supporting low income families in the Leigh area of Wigan

CASE STUDY 3

Sheffield Children's Hospital are using algorithms to identify patients at risk of missing appointments

Sheffield and the 9 other paediatric Trusts included within the Children's Hospital Alliance have used Covid recovery funding to design and roll out a tool to help identify patients at risk of missing their appointment. Children in the most deprived decile are two and a half times more likely not to attend their appointments and it is one of the top 10 causes of avoidable child death. The algorithm developed by the Alder Hey Innovation Unit identifies this risk with 80% accuracy and enables Hospital Trusts to proactively support these patients to attend appointments, bringing down 'Was Not Brought' rates. The tool looks at a large number of standard items of data which are routinely available to acute Hospital Trusts and is in the process of being rolled out across 10 Trusts, requiring a number of data sharing agreements which have been described as painful but ultimately worth the effort in terms of their impact on outcomes.

The algorithm enables Trusts to target resources on most at-risk children and in practice this often means starting with a phone call to parents to remind them of their child's appointment and help identify any barriers to their attendance. What starts with lots of data ends with a conversation and the hospitals are now piloting a range of interventions to address the most common issues underlying non-attendance, including free transport to appointments (Sheffield Children's, Birmingham Women and Children's), appointments being made available in schools (Leeds Children's Hospital) and different approaches to parents being able to receive clinical advice (Great Ormond Street).



CASE STUDY 4:

West Midlands Combined Authority is partnering with academics to predict future hotspots of vulnerability

The West Midlands Combined Authority described themselves as a collaborative partnership organisation at heart and developed their [predictive homelessness tool](#) whilst they had University of Birmingham (UoB) econometrics research staff seconded directly into their policy team. The iterative design process enabled by this co-location created a sophisticated tool which, by the time it was completed, had an invested regional policy audience and was tailored to current policy problems.

The predictive tool, which was commissioned by the WMCA Homelessness Taskforce, is maintained by UoB staff and continues to provide up to date insight on the places within the West Midlands that are most vulnerable to rising levels of homelessness. The prediction uses data such as the proportion of private renters and lone parent households to determine the likelihood of experiencing housing problems, taking into account the impact of the pandemic. It is informing the work of the taskforce on how it commissions its Rough Sleeping Initiative allocations and shapes its asks for the Trailblazer Devolution Deal.

The authority hopes that others will adapt the tool for their own purposes and have intentionally kept the output open access to enable local partners – be it councils, hospitals or charities – to layer their own data on top. They argue that it shows what you can do without data sharing agreements and with existing geographical breakdowns if you are creative and bring in expertise from across the region but would be keen to iterate the tool with data agreements in place.



CASE STUDY 5:

North of Tyne Combined Authority are looking into how data sharing agreements could enable data driven action

The North of Tyne Combined Authority (NTCA), revolves much of its work around the Equalities Act and has extended this to include social disadvantage as a protected characteristic, reflecting the importance of tackling poverty in the region as a key priority. NTCA is also in process of setting up a Child Poverty Truth Commission to hear from people with lived experience which they hope will identify specific service areas that need to be explored in more detail.

A challenge identified through this work is that can be difficult to identify poverty, particularly from the data held at regional level such as Universal Credit claimants, given that a growing number of people and families experiencing and at risk of poverty do not receive welfare support. Previous work with data science students from The University of Newcastle mapped local food bank data to identify hotspots of need, but conditions attached to the data sharing agreement meant that this could not be shared or embedded into authority systems in the longer term. More recently, the analytical team used a number of LSOA level indicators to rank areas within the North of Tyne and prioritise the allocation of UK Shared Prosperity funding. The data used included police data on reported crimes, BEIS fuel poverty data, IMD deprivation measures and ONS data on access to services.

In the future, the authority would like to explore the link between employers and poverty as part of their [Child Poverty Prevention Programme](#) in order to better direct strategic inclusive economic investment. Access to schools data on Free School Meals and service data from its constituent local authorities would help to build a more robust picture, and the authority are currently in the process of scoping data sharing agreements for this purpose.



CASE STUDY 6:

In West Yorkshire and Leeds innovative councils and health bodies are pushing the frontier

The West Yorkshire Integrated Care Board (ICB) took action to address poverty by intervening with heating allowances, and by deliberately siting facilities in and employing staff from their most excluded neighbourhoods. They are now exploring their strategic response to the cost of living crisis across five places, including how they can reduce use improved pay and procurement practices and mitigate its health impacts by supporting GPs to have conversations with their patients about housing conditions. Yet when it comes to using data to evidence and direct this work, there is more to do.

In the city of Leeds, the council are about to publish their Social Progress Index (SPI) which brings together data from around 70-80 indicators at ward level over the past three years. These metrics are organised under the headers of needs, wellbeing and opportunity and many – including Free School Meals and decent homes metrics - would be relevant for the ICB. The data is mostly owned by the council but by ranking the data in an index, Leeds are able to publicly share their findings.

Understandably, Leeds have been focussed on finalising and publishing the SPI but they hope that it will provide the evidence for more targeted investment decisions, as it has done in Barking & Dagenham. Conversations about how to share these insights across both the wider region and health and economic development sectors are a crucial next step with work to involve private sector anchors, and public utilities like water companies, among the options.

CASE STUDY 7:

Bucks data exchange are engaging with the charity sector to share service data

Increasingly, it is charities who [underpin our social safety net](#) and provide essential services to those experiencing hardship like food banks, refuges from domestic abuse and debt advice. If anyone knows what the face of poverty looks like it is them and data on local, real time uptake of their services would be very valuable to anyone looking to target their resources on this group.

The [Bucks data exchange](#) is a 2 year old collaboration between physical activity charity Leap, the Rothschild Foundation, Buckinghamshire Council Heart of Bucks, Buckinghamshire's Community Foundation, Buckinghamshire's Local Enterprise Partnership and the Office of the Thames Valley's Police and Crime Commissioner. The collaboration was borne out of the Covid-19 pandemic and aims to ensure help is accessible to the people who need it through local data sharing. They launched their online data platform in September 2022 and while this is currently predominantly populated with publicly available information, they expect to add more data from charity partners' data in the coming months. They argue that although the idea of a local data repository is not novel in itself, the partnership between charities, the council, the public sector and funders as part of a joint entity has allowed them to build a high degree of trust across sectors and changed the way they do things, enabling a deeper level of operational collaboration. For instance, the platform intentionally allows organisations to tell a story with their data, presenting it as they see fit. Bucks Data Exchange have also hosted events, including one on poverty, where insights from more sensitive data can be shared with local partners. Giving charities the space to contextualise their data fosters more sharing and a greater understanding of local need, so that interventions can be more accurately targeted.

Interviews were carried out in August and September 2022. If you would like to find out more about this work, please contact IGN@progressive-policy.net. CPP and the IGN would like to thank all of the people and places that contributed to these conversations.