Towards an Understanding of People & Place

Utilising open access data to inform strategic decision making

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Towards an Understanding of People & Place

• Clarity about the impact you want to have & the things that you are trying to change

• Consider both primary and secondary outcomes to connect with wider agendas and develop collaborative working

• Identify & understand the challenges of people/communities and how your work can impact in a positive way

• Opportunity to explore open access data sources to provide insight and evidence
**Task 1 - Defining Outcomes** (small groups, 10 mins)

<table>
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<tr>
<th>Reducing Inactivity</th>
<th>Physical Wellbeing</th>
<th>Mental Wellbeing</th>
<th>Individual Development</th>
<th>Social/Community Development</th>
<th>Economic Development</th>
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*Think about the things that physical activity has a demonstrable relationship with and can affect in a positive way*
The Vehicle
Physical Activity Strategy
Cornwall

Physical Wellbeing
- Prevention & treatment of > 20 diseases
- Maintain healthy weight
- Reduced risk of falls & hip fractures

Mental Health
- Enhanced cognition & learning
- Improved emotional resilience
- Reduce anxiety & depression
- Reduced risk of Dementia

Individual Development
- Improved school readiness
- Increased academic attainment
- Increased confidence and self-efficacy
- Improved independent living
- Increased life-expectancy

Social & Community Development
- Increased social cohesion
- Reduced anti-social behaviour
- Improved perceptions of community safety
- Reduced social isolation

Economic
- Reduced burden on services
- Enhanced employability
- Improved productivity
- Decreased sickness absence & staff turnover
- Improved labour mobility

Settings
- Outdoors
- Facilities
- Active Transport
- Planning & Design
- Residential Care
- Sport, Exercise & Fitness
- Health & Social Care
- Local Community
- Workplaces
- Education
- Insight & Evaluation
- Strategy, Policy & Commissioning
- Partnerships & Coordination

Enablers
- More people, more active across the life course
- 50,000
Task 2 - Resource Investigation (small groups 20mins)

Explore one given open access data source and...

1) Identify measures that could provide evidence/insight related to the outcomes highlighted in Task 1

2) Identify outliers/significant challenges for Cornwall. Benchmark against National/Regional/Nearest Neighbours

3) Consider the availability of data at sub-county level. What is the level of geographical split? Does this provide greater insight/understanding of communities with particular need?
Task 2 - Resource Investigation (small groups 20mins)

Explore one given open access data source

http://cornwall.communityinsight.org

http://fingertips.phe.org.uk/profile/physical-activity

http://www.ukcensusdata.com/cornwall-e06000052


http://www.localhealth.org.uk/#sly=wd15_DR;v=map7;sid=5922;l=en

Time out for Reflection (pairs 5mins)

Thinking about your own work...

Q. Are you clear on the (primary/secondary) outcomes you are driving and the target audience?

Q. How much is evidence and insight driving your decision making about who and where to focus efforts for greatest impact?