Practicalities of using profiles in an organisation

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• Profiles very popular
• Great overview
• Easy to produce
• Simple to understand
• Can often be used more as decoration

• Tend to highlight larger issues

• Can be a little superficial

• More intense profiling is difficult
Profiles as change drivers

Profile → Policy change

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• Simple works best
• Deeper profiling often more useful
• Clear infographics
• Must resonate with key people
Example simple profiles which have had traction in directly shaping policy or major projects:

- **GLENROTHES**
  - Tackling the changing employment sectors
  - The changing demographic requirements
  - Creating better connections to outlying areas

- **COWDENBEATH**
  - Tackling underlying causes of poverty such as low aspirations, access to employment and housing
  - How to use local assets to better effect for the area
  - Gearing up for significant future demographic change

- **DUNFERMLINE**
  - Levering the full and already existing potential of the area for tourism and business may require a step change
  - Significant demographic change ahead
  - Health and wellbeing related issues are identified as important public concerns

- **KIRKCALDY**
  - Significant changes to the demographic profile
  - Connections around the area
  - Tackling areas of deprivation
  - Changing the economic profile

- **LEVENMOUTH**
  - A changing older population is a challenge
  - Lack of ambition and poor perception of the area is seen as a barrier
  - Significant local assets which could generate tourist and employment potential
  - Economic outlook is challenging

- **NORTH EAST FIFE**
  - Issues around rurality and isolation are challenging
  - Demographic change, especially an older population which is expected to increase
  - Availability of affordable housing and connectivity to jobs
  - Increasing wider tourism and mitigating the effect of the winter

- **SOUTH WEST FIFE**
  - Challenging demographic change
  - Need to make better use of existing tourism potential
  - Connectivity and issues similar to those of rurality
Deeper Profiling

When first approved, fosterers tend to be females in their late thirties and early forties and are almost equally likely to be Christian or have no religion.

Almost all fosterers have had previous close contact with children, the majority both working with and having their own children.

Most fosterers have had children of their own, but single people are the most likely to foster having never had children.

Figure 1. Age at which fosterers are first approved.

Figure 3. Fosterers as parents at the time of being first approved.
Complex Profile which resonated
More Complex Profiles can be highly challenging
We no longer try to explain very complex profiling

Changing the age profile of those considering fostering can have unexpected results with regard to the supply of new fosterers.

The Scenario:
The age range of those beginning to think about fostering is varied between 5 years earlier and 5 years later

The Result:
There is a complex relationship between target demographic and the number of recruits, with a slightly younger group being optimal.

Fig 17. Effect of the age profile of those considering fostering
Increasingly cost benefit of profiles will be important
High Turnover Profiling has to be efficient

Area Crime Profiles for tactical tasking

3.5 fte people

Use of technology

0.5 fte people
Self Service can assist greatly with efficiency

### Population

Selected Geography: Fife Areas

A general population profile that can be run at a variety of geographic levels.

- Population
- Population structure
- Population at 2011 Census

#### Population Characteristics

The total population in Central is estimated at 150,545 (based on 2016 mid year estimates from the National Records of Scotland). This compares with a total population of 149,896 as at the 2011 Census.

<table>
<thead>
<tr>
<th>Population</th>
<th>Central</th>
<th>Fife</th>
<th>Scotland</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population (2016)</td>
<td>150,545</td>
<td>370,330</td>
<td>5,404,700</td>
</tr>
<tr>
<td>% aged 0-15 (Children) (2016)</td>
<td>18.2</td>
<td>17.4</td>
<td>16.9</td>
</tr>
<tr>
<td>% aged 16-64 (Working Age) (2016)</td>
<td>61.7</td>
<td>62.7</td>
<td>64.6</td>
</tr>
<tr>
<td>% aged 65+ (Pensionable Age) (2016)</td>
<td>20.2</td>
<td>19.9</td>
<td>18.5</td>
</tr>
</tbody>
</table>

Source: National Records of Scotland (formerly General Register Office Scotland)
Profiling tools aren’t necessarily for the end user of profiles.

Improvement Service Community Planning Profile

ScotPho Profiling
Summary

• Profiles genuinely useful
• Care needs to be taken they aren’t decoration
• They often need interpretation by data experts
• Data experts are not necessarily end users of intelligence carried in profiles
• Simple best
• Complex works if presented simply
• Sustainability requires consideration of cost to benefit
END