Using Nottingham Insight to…

target Youth Services



Nottingham City Council's Youth Service has a dedicated team of youth workers who provide young people aged 12 to 17 in Nottingham with, places to go, things to do and someone to talk to.

Their vision is to provide a visible, accessible and accountable service that is responsive and supportive to the needs of young people, using strong and sustainable partnerships to ensure high quality youth work, which contributes to the priorities of the city.

This project followed previous work undertaken with the city's Children's Trust, where Nottingham Insight carried out a needs assessment using Experian's 'Mosaic' data to identify 'high need' groups of young people and the most effective way of reaching them.

Using analysis developed in this project, combined with data on the young people's attendance at local activities, we were able to find out where youth project attendees were coming from and what their needs might be and to highlight this on a map of the 62 Youth Service locations as well as identifying where future youth service users live and what their needs might be.

What we did

In order to map the information effectively we needed the correct and full addresses of the young people attending the Youth Service activities, as well as figures on how often they attend. There wasn't a consistent approach to collecting this data across the service. This meant it was difficult to ascertain whether each user attended every session throughout the year or only once.

Key Mosaic types (groups of young people with certain expected types of attributes and behaviours) were identified as 'high need'.

We used various data techniques to solve any inconsistencies and processed the information on service users so it could be mapped and Mosaic codes matched to each address.

It was clear that we needed to identify potential catchment areas around each Youth Service location, based on local knowledge and research, so that we could match this to the data we held.

We created catchments areas based on how long it would take the average young person to walk to each service. This was set as a 15 minute walk at three miles per hour from each Youth Service

location. Using information we hold on the locations of our young people and future youth age groups, gaps of provision could be indentified outside of these natural catchments.

To identify future Youth Service provision, the same analysis was mapped out and highlighted walking catchments around Secondary schools and Leisure Centres, as these were considered other venues well-equipped for Youth Service activities.

What the impact was

Before this analysis was undertaken we didn't know if we had any gaps in service provision over the city based on the current location of the youth centres and users.

Now we know:

- **where the young people aged 12 to 17 live, as well as their Mosaic type and their potential behaviours**
- **whether or not the service user lives within a close walking distance and catchment of youth service**
- **which service they attended and which is their nearest**
- **where future Youth Service users aged 8 to 13 year olds live and their Mosaic type.**

This work has also raised interesting questions about current and future work, including:

- **Should local projects simply provide for the local population?**
- **What is a good level of attendance for each project?**
- **Should local projects be targeting more high need socio-demographic groups or providing a universal service open to all?**
- **Are the services in the right place for the right people and providing value for money?**

"The use of Nottingham Insight and Mosaic to assess our service user's needs against our resource allocation for young people has already helped us to target additional funding where it's needed most. This is a more sophisticated approach to needs analysis and has helped us realise other important issues.

It has given us an extremely useful tool with which to challenge our current allocation of resources for service delivery and perceptions on value for money and performance. This, and similar future analysis, will now be used in our work with young people, communities and Councillors to improve and modernise our approach to the delivery of youth provision."

Mark Andrews, (Acting) Director of Targeted Services for Children and Young People

Next Steps

We are currently developing an interactive map for all the Youth Service managers to help them use this insight into their customers when planning their services and evaluating current service use.

Better collection of user data will only improve future analysis of Youth Service take up. Due to their involvement with Nottingham Insight the Youth Service is identifying new database software so they can continue to capture service user data in a consistent manner.