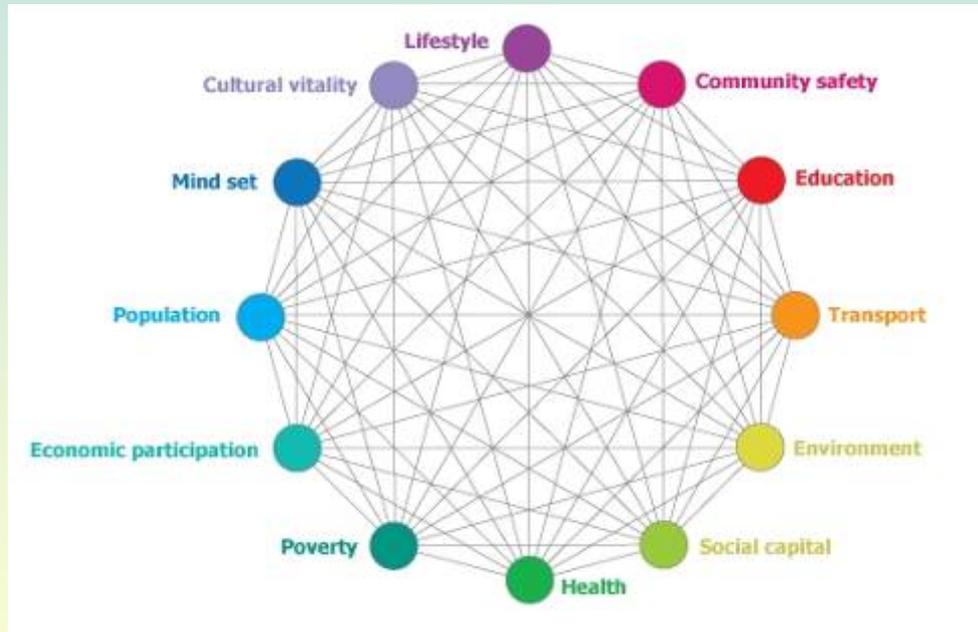


Understanding Glasgow: the Glasgow Indicators project



Bruce Whyte

Glasgow's Healthier Future Forum 11

31 March 2001, Glasgow Science Centre

A quick summary....

- Background
- Aims and Model
- Similar sites
- Progress
- Next Steps

City Strategy Action Plan

A Step Change For Glasgow - Action Plan 2007

SUPPORTING THEMES | Priority 3: Excellent Economic Environment

Priority 3

An Excellent Economic Environment reflects the importance of maintaining and improving the basic economic infrastructure and maximising use of the city's assets.

Activity	Lead Agency	Lead Partnership	Timescale (years)	Status	Indicative outputs	Public funding
1. Top UK urban destination						
Addressed elsewhere in the action plan, (including the Tourism Action Plan, theme 7)						
2. A place that nurtures people and talent						
Research into well-being and quality of life in Glasgow against a range of indicators	GCC		1-2	**	Action plan based on research	£TBC
3. Green opportunities						
• Roll out SE Environmental Management	SE		5+	***	Resource efficiency gains (energy, water, waste)	£0.125m pa



Action Plan
A step change for Glasgow

CONSULTATION | November 2007

Growing a Healthier Glasgow

There are twenty recommendations, grouped as follows:

People and Culture



The Environment

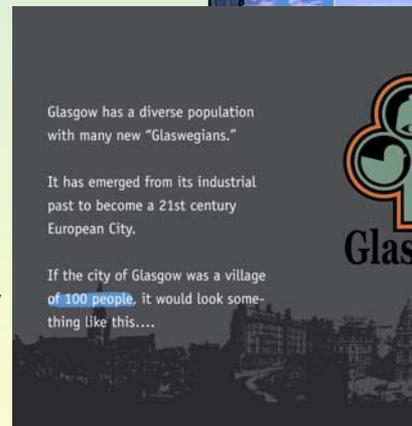


Changing services



Relevant GCPH work

- Let Glasgow Flourish
- Community health profiles
- Miniature Glasgow
- Comparison with other European Regions
- Glasgow Effect
- Culture and Health



John Strang, City Chamberlain of Glasgow from 1834-1863

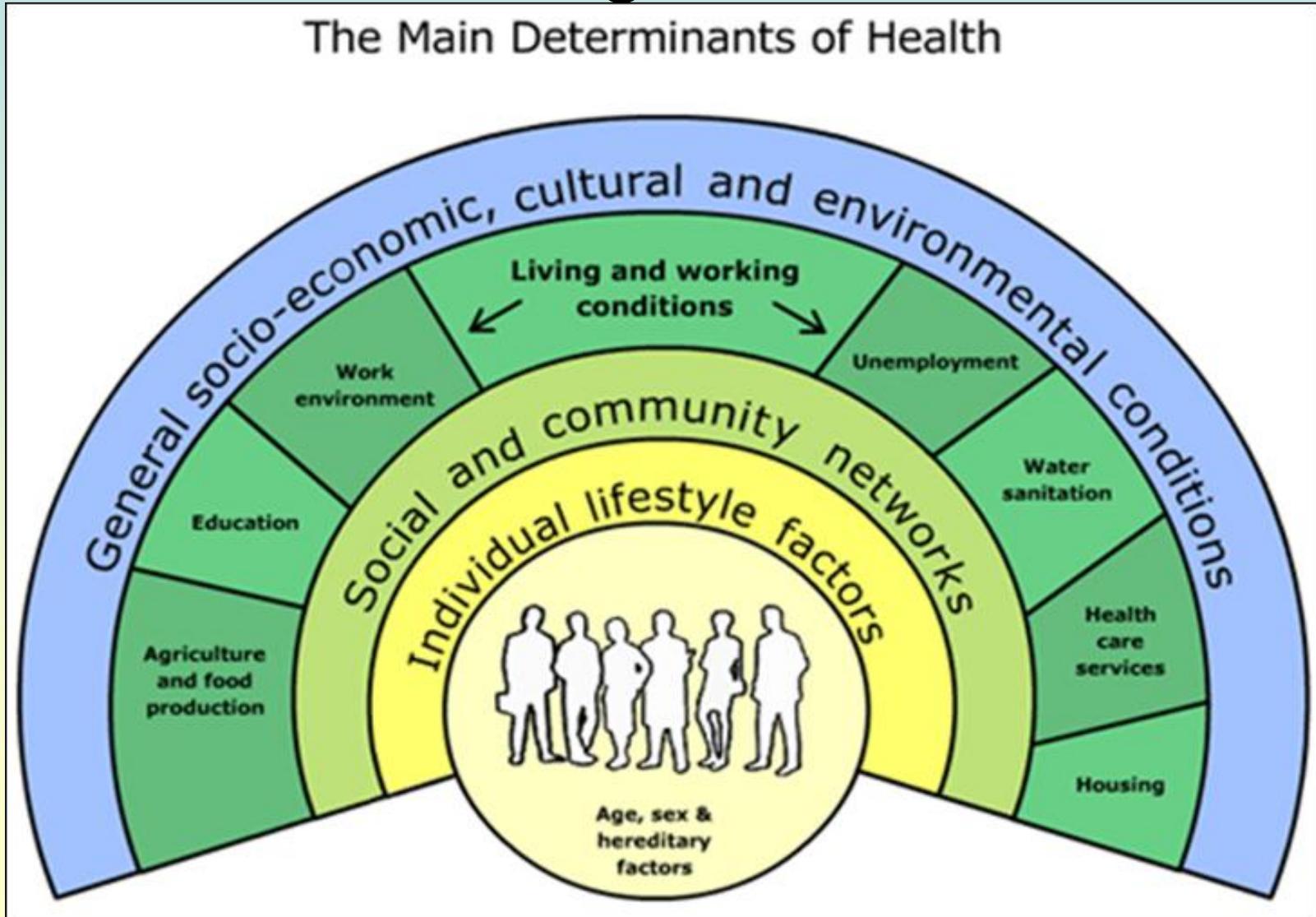
- “... he spent much time and labour in exhibiting its wonderful progress in the admirable "Vital Statistics" and other reports and tables he annually produced - a kind of work never before attempted. “



Source: Memoirs and portraits of one hundred Glasgow men

<http://gdl.cdli.strath.ac.uk/mlemen/mlemen090.htm>

The Case for health and well-being indicators

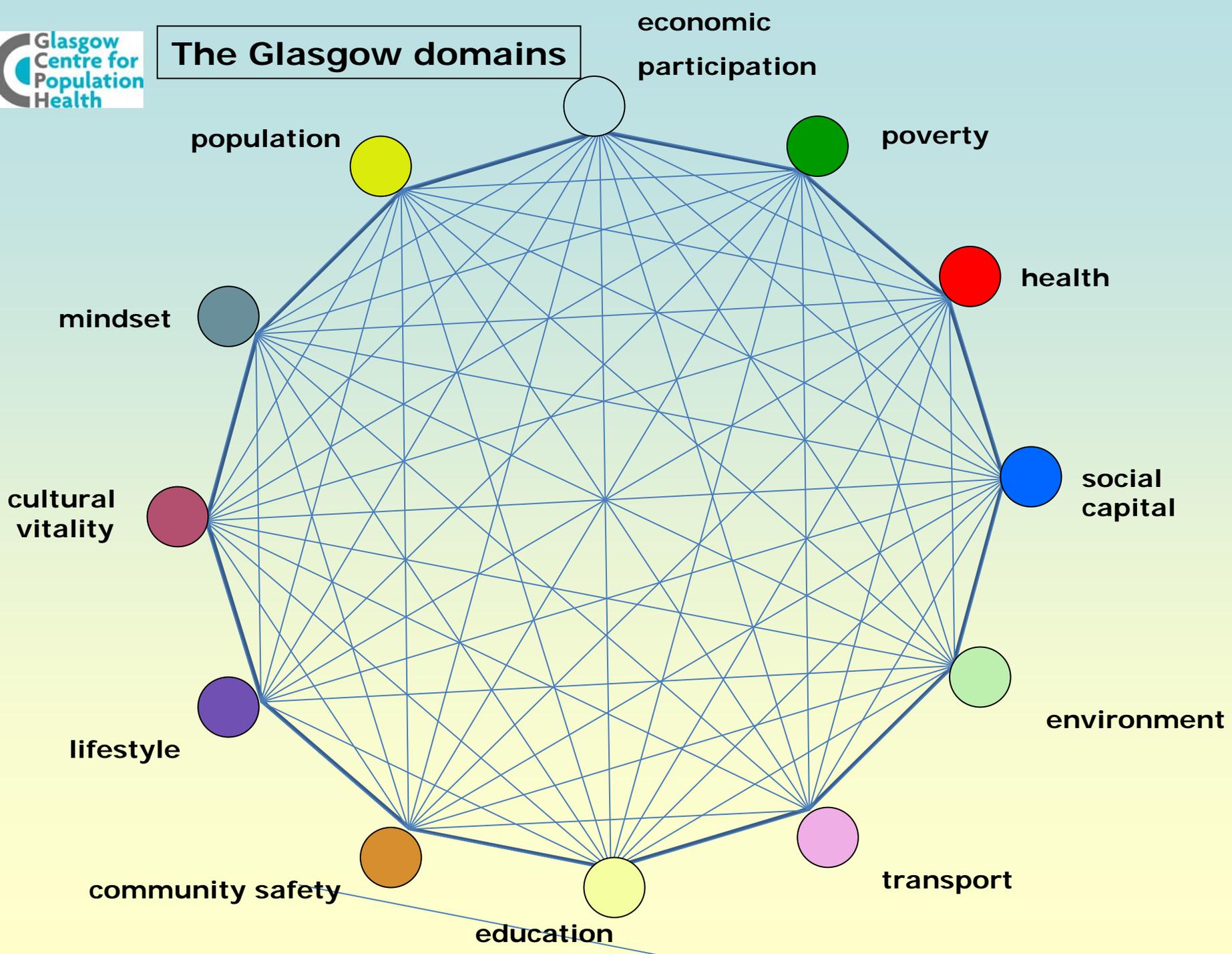


Aims

To create an accessible resource that will:

- inform a wide audience about the wellbeing of Glasgow's population across a range of domains
- allow progress to be monitored
- encourage civic engagement in the cross-cutting issues that face the city

The Glasgow domains



Guiding Principles

A ***basket of indicators***, rather than one index, representing a dynamic interlinked view of the city

Focus on **themes** that are clear priorities for the city

Providing a **strategic** overview

Trends to be monitored over time

Inequality, or difference, within the city to be monitored

Comparisons to be made to other comparator ***UK cities*** and to ***European cities*** where possible

Similar work

- Boston Indicators project
- Quality of Life Indicators (Audit Commission)
- London Health Commission Indicators

Boston indicators project

The Boston Foundation

<http://www.bostonindicators.org/Indicators2008/>

HIGHLIGHTS

Sector Homepage

Key Trends

Accomplishments & Developments

Challenges

Innovations

INDICATORS AT-A-GLANCE

GOALS & MEASURES

1.1 Metro Boston's Competitive Edge in Civic Vitality

1.2 High Rates of Social Capital

1.2.1 Trust in neighbors, Boston residents

1.2.2 Civic engagement and social and racial trust, Massachusetts

1.2.3 Volunteer activity, Boston and Massachusetts

1.3 Demographically Representative Leadership

1.4 High Rates of Voter Participation

1.5 Healthy Race and Community Relations

1.6 Stability and Investment in Neighborhoods

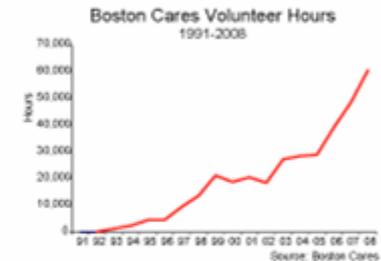
1.2.3 Volunteer activity, Boston and Massachusetts

Why is this important?

The breadth of volunteer activity within a community directly reflects its wealth of social capital and generosity. Volunteering not only provides important and much needed services to organizations, but bridges individual volunteers to each other and the greater community. Boston offers many and various opportunities for civic-minded people to volunteer their time to support nonprofit efforts. [Boston Cares](#)—which recruits, trains and matches volunteers of all ages and backgrounds with needed services—is Boston's largest volunteer organization and it is used here as a proxy measure.

How are we doing?

Volunteers in Greater Boston logged a total of 109,338 hours of service in 2007 and 2008, according to Boston Cares, one of the largest and broadest coordinator of volunteer activity in Greater Boston. In 2008, volunteers contributed 60,679 volunteer hours—a 125% increase over 2007 and a 212% increase since 2004. Between 2004 and 2008 Boston Cares has increased its school and nonprofit partners from 107 to 182 and the number of corporate teams from 82 to 129. In a major 2008 survey of almost 4,000 active Boston Cares volunteers, members reported that as a result of volunteering: 80% were motivated to become more involved with volunteering or other community service; 79% had increased awareness of social issues; 78% had an increased understanding of communities; 76% felt a strong sense of accomplishment; 72% felt that they had grown as a person. According to the Corporation for National & Community Service, there were more than 28,000 national service volunteers serving in Massachusetts in 2008, including more than 7,000 Senior Corps volunteers, more than 2,100 AmeriCorps volunteers and more than 19,000 Learn and Serve America participants.



"Volunteer hours contributed with Boston Cares, Boston, 1991-2006"

[Learn More](#)

Local Quality of Life Indicators

Audit Commission, Aug 2005

In this report, the quality of life indicator sets – which are similar, but more extensive than those we propose - were seen to provide “an overarching ‘snapshot’ of the key issues that local authorities and their partners need to consider” and the following potential uses of such data were identified:

- Paint a picture of quality of life issues locally;
- Facilitate comparisons of performance between different areas;
- Stimulate debate and raise public awareness;
- Inform local sustainable community strategies and local area agreements;
- Review, justify and set local objectives and priorities;
- Monitor change and assess and evaluate progress over time; and
- Enhance partnership working, shared ownership and joint action.

SPOTLIGHT ON PROGRESS

...the use of

health and well-being indicators in London

Gail Findlay - London Health Commission

Grant Pettitt - Health Policy Team, Greater London Authority



10 High-Level Indicators

- Unemployment
- Ethnicity and Unemployment
- Educational Attainment
- Unfit Homes
- Domestic Burglary
- Air Quality
- Road Traffic Accidents
- Life Expectancy
- Infant Mortality
- Self Assessed good health

Progress

- 4 seminars through 2010
- Led by GCPH with support and commitment from a range of partners:
 - Glasgow City Council
 - Glasgow's Community Planning Team
 - Community Safety Glasgow
 - Glasgow Life
 - The International Futures Forum
 - NHS Greater Glasgow and Clyde
 - ...and many others through the seminars
- Site launched on 18th January 2011



INITIAL THOUGHTS

- NAVIGATION EASY / INTUITION
- CLEAR SIMPLE EASY TO GRASP
NAVIGATION EASY, OVERVIEW CLEAR
- KEEP AN EYE ON AVERAGE VISIT TIME
(LINK + RE-LOAD)
- (LOOKS GOOD, LIKE HEADING)
- (SUB) SECTOR PERSPECTIVE
HOW COULD THIS BE INCLUDED
MAYBE FORWARD WOULD BE DEVELOPMENT
- LOVE WAY - FEELS LIKE IT GOING
DEL 3D -
DATA - WOULD BE KEY FORWARD
E.G. CLICK LINK TO VOLUME
DATA + VIDEO!
- ACCESS TO PRIMARY DATA
ON SITE - E.G. SPREADSHEETS
AVAILABILITY
- FINITE => MANAGEABLE - AS LINK TO
RAW DATA OUTSIDE SITE

INITIAL THOUGHTS

- KEEP TRACK ON HOW DATA - UP TO DATE
(NUMBER OF LINKS / ACCESS TO NUMBER OF)
- LINK LINK TO TARGETS + STRATEGIES
- SCALE + NUMBER OF DATA
+ DASHBOARD +
- COULD INTELLIGENCE A KEY CHARACTERISTIC
WAS, + LINK TO BIGGER PICTURE
- AIMING AT WOMEN? - PARENTS
- DEMOGRAPHIC INFORMATION
- BUILD ON THIS CONNECTION
- LINKS BETWEEN ISSUES -
HOW SO MANY THESE POSSIBLE -



Transport

“ The improvement in city conditions by the general adoption of the motor car can hardly be overestimated. Streets clean, dustless and odourless, with light rubber-tired vehicles moving swiftly and noiselessly over their smooth expanse....”

Scientific American 1899



Understanding Glasgow: the Glasgow Indicators project

www.understandingglasgow.com

Workshop Tasks

Thinking ahead...

.....identify key **trends**

.....what might be **shocks** for Glasgow
*e.g. global recession, severe and
changing weather, escalating fuel prices,
famine, trade disruption, etc...*

....what would be your **concerns** if a shock
occurred

Next Steps

- Development of children's indicators in 2011
- Adding European comparisons
- Content development - improvements and addressing perceived gaps
- Site functionality - more interactive content (maps, graphing, and films)
- Capturing Glasgow voices through film and using the concept of a 'digital quilt'
- Dissemination activities locally, nationally and with international contacts and networks
- Use of site and indicators to develop new thinking e.g. through scenario planning sessions
- Developing education potential of site for teaching and as a research resource

Feedback and Potential Uses

Comments from around the world

- “A major achievement to have brought all this together, and more to the point, to have brought all the people together around this shared enterprise.”
- “Congratulations on accomplishing such an accessible, informed, and inviting portal into the universe of Glasgow life. Even a few minutes of banging around in it brought forth empathy, concern with where things seem to stand and a creative juice or two.”
- “What a fantastic tool for anyone interested in Glasgow and cities anywhere.”
- “This is a nice piece of work, even if somewhat depressing. I wonder if there is an index of remedial actions and a progress measurement tool ?“
- “Very Interesting and very original! I can see from the population figures that you give why shrinking a city without necessarily framing the process as a decline becomes an interesting challenge in urban management.”

Local views

- “Very elegantly presented, and a holistic picture of Glasgow's realities urgently needed.”
- “a one stop shop for information from across the main partners of the city”
- a research resource for “papers, presentations, evaluations and funding applications”
- “demonstration to students as to how quickly they can drill down to finite data and expand to contextual info and policies”.