

research & intelligence unit



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Responsible for:

- Playing a key role in consulting the public, including market research, survey design, results analysis and advising services throughout the authority about effective consultation methods
- Informing policy development
- Demographic/population analysis
- Economic research
- Planning research
- Policy monitoring and evaluation (performance management) for the Community Safety Partnerships and other strategic partnerships

Key facts and figures:

- Last year the unit had a net budget of £167,000 (gross budget excluding Ordnance Survey budget of £400,000) and employed a team of 10 staff including the Anti-Social Behaviour Research Officer
- The unit publishes a monthly report on the county's economy and an Annual Economic Assessment each year in conjunction with the Learning & Skills Council and the Chamber of Commerce
- The Research & Intelligence Unit website receives nearly 60,000 visits per year and the unit also responds to some 5,000 requests for information per year
- A crime audit for each of the four Crime and Disorder Reduction Partnerships in the county was produced by the unit last year
- The Research & Intelligence Unit carries out a market research service for the County Council including running a Citizens' Panel twice a year
- The work on housing land and housing demand in the West Midlands Region is fully funded by the WMRA

Looking ahead:

- The unit will continue to develop consultation with the public including a new joint Citizens' Panel with Worcester City Council
- New technology will be used to deliver performance management systems for the Community Safety Partnerships and the Children's and Young Persons' Strategic Partnership
- A performance management framework will be provided to monitor the Community Safety Strategies for the period 2005-08
- The range of Area Profiles will be extended to help meet the needs of the new Corporate Plan and Worcestershire Partnership Plan
- The Research & Intelligence Unit website pages will be developed further to help deliver information to the public, to County Council colleagues and to partners