

InfoNet Update

InfoNet Update is produced by the Northumberland Information Network team based in Northumberland County Council in Morpeth.

The InfoNet provides a wide range of socio-economic statistics and research focusing on Northumberland.

This update aims to keep readers informed about the current work of the InfoNet team and updates to the website.

For more information on the Northumberland InfoNet see the contact details section at the end of this newsletter or go to our [website](#).

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Northumberland Information Network, www.northumberlandinfonet.org.uk

InfoNet Website Review

The InfoNet website aims to provide a wide range of socio-economic statistics and research focussing on Northumberland. At the current time the website holds a range of information on Northumberland including:

- Research reports produced by InfoNet staff and other organisations
- Fact Cards and Profiles showing Key Statistics for Tourism, Housing and Population.
- Details of our organisations database containing Public, Private and Voluntary organisations operating in

Northumberland.

- A listing of Consultants
- Links to websites who are partners of the InfoNet, or provide relevant research and statistics.

Over the coming months the InfoNet website will be undergoing a review, the aim being to update the information on the site with the most current data combined with a re-branding of the existing website.

We will also be looking to restructure the information presented on the site into topics to allow users to find the data they are looking for more easily.

There will be an improved range of information available on the site and development of the links section. The aim is to have an initial version of the new website available by the end of the year.

For more information on the website review please contact:

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Visit our website:
www.northumberlandinfonet.org.uk

Organisations Database

The Northumberland InfoNet holds and maintains an organisations database.

Within this database various details which include contact details, a description of an organisation's area of activity and employee figures are held.

There are nearly 16,000 organisations within our records, from the private,

public and voluntary sectors.

We use a number of sources to update our records including using data and intelligence services, partner organisations and by direct contact to a business or organisation.

Work on the database is ongoing as we try to keep information held on each organisation as accurate

and up to date as possible.

For further information on the database please contact:

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“Mosaic data has already been used to assist in the selection of locations for ‘One Stop Shops.’”

MOSAIC

Mosaic Public Sector is a lifestyle classification of every household in the UK, which will be used by the new Northumberland Council to gain a comprehensive understanding of citizens in each geographical area.

It has been devised by the Experian company using variables from data sources including the Census, the Experian Lifestyle Survey, ONS, the British Crime Survey, and the Index of Multiple Deprivation. These

variables are used to classify each household into 61 distinct lifestyle types and 11 groups, such as ‘Happy Families’ - younger families living in newer homes, and ‘Welfare Borderline’ - people living in social housing with uncertain employment in deprived areas.

Mosaic data has already been used to assist in the selection of locations for ‘One Stop Shops’; to aid profiling of clients in treatment for the DAAT annual needs

assessment; to assess the types of people living in the areas with childcare gaps; and to identify the most affected user groups that are likely to be affected by the pending post office closures.

For further information on MOSAIC and its potential uses contact:

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Town Centres

Northumberland’s Town Centre Performance Monitoring System has been designed to assess the vitality and viability of rural market towns and larger centres. The service is primarily aimed at colleagues within the six district planning departments, economic development officers, market town officers, town centre managers and any other partners or individuals with an interest in town centre performance and vitality.

The system will use the

following indicators to assess the economic prosperity, social and cultural functions and the condition of the physical environment for each of the towns:

- Diversity of Uses
- Accessibility
- Retail Trends
- Environmental Quality
- Vacancy
- Perception of safety
- Retail Rents & Yields
- Customer Views
- Pedestrian Flows
- Economic Contribution

For further information on this project please contact:

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Morpeth Town Centre

Northumberland Economic Assessment

The Government review of sub-national economic development and regeneration in England (SNR), published in July 2007, makes it clear that all upper tier local authorities will be charged with assessing the economic circumstances and challenges of the local economy. These assessments will then form part of the analytical underpinning of the relevant regional strategy and the local Sustainable Community Strategy (SCS) and subsequently Local Area Agreement (LAA), and potentially Multi Area Agreement (MAA),

targets. In response to this, the Northumberland Strategic Partnership (NSP), working with the Local Authority Regeneration Collaboration Group and Northumberland Information Network (InfoNet), has been requested to coordinate and facilitate, as quickly as practicably possible, the undertaking of a comprehensive economic assessment of the county.

Two scoping events were held in January and May and an NSP Standing Conference will be held on Wednesday 24th

September at The Holiday Inn, Seaton Burn.

The final Economic Assessment of Northumberland 2008 is due for completion by the end of the year.

For further information and any supporting documentation, please contact:

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Manor Walks Shopping Centre

Migrant Workers

The InfoNet are currently working on a two phased project looking at the impact of migrant workers within Northumberland.

The first phase consisted of a literature review of current available data on the subject for Northumberland. This work identified large gaps around specific local knowledge on migration and its impact for Northumberland. Phase two will look at a Northumberland employer's perspective of

migrant workers and also the perspective of migrant workers themselves on living and/or working in Northumberland.

If you employ migrant workers and would like to help with this research please contact Sam Greener on the contact details below. Alternatively if you are a migrant worker based either for work or residence within Northumberland and would like your views on the subject to be recorded in this research please

contact us.

For further details and information on data please contact:

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“ . . . work identified large gaps around specific local knowledge on migration and its impact for Northumberland.”



Seahouses Harbour



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Latest Reports

The InfoNet have recently published the following reports:

Working Paper 69: Northumberland Childcare Sufficiency Assessment.

In November 2007, the Northumberland Information Network was commissioned by Northumberland Early Years and Childcare Service to carry out a "Gap Analysis" of Northumberland to identify where the supply of childcare was and how this matched the actual demand for childcare. This would enable the team to target areas in Northumberland where childcare was an issue in order that they could start to investigate what exactly they could do to tackle problems such as lack of childcare altogether, or problems with existing childcare providers such as cost or flexibility of opening hours. The report can be accessed at www.engagingpeople.org/docs/csa.pdf. For more information contact Lauren Widdrington, (01670) 534757, Lauren.widdrington@northumberland.gov.uk.

Working Paper 70: An Updated Demographic and Social Profile of Northumberland

This report outlines some of the key social, demographic and economic indicators for Northumberland and its districts using a variety of sources. The most accurate figures usually come from the 2001 Census, although this makes them rather out of date, so other sources have been used to provide up to date figures where possible. For further information or a copy of this report please contact Myra Jamieson, (01670) 533790, Myra.jamieson@northumberland.gov.uk or Sarah Husband, Research Associate, Sarah.husband@northumberland.gov.uk.

Health Area Profiles – locating a new Health Centre in South-East Northumberland

Following Lord Darzi's review of NHS services each primary care organisation needs to provide an additional health centre with GP services and other extended services to be available seven days a week. The NHS North of Tyne has collected a range of information to help decide where the new health centre should be based.

From this information three locations have been suggested: Cowpen & Bebside, Cramlington and Newbiggin, with Cramlington currently the preferred location. A public consultation was carried out between the 6th of May and the 5th of August 2008 which can be accessed at www.northoftyne.nhs.uk/improvingaccess. The InfoNet produced health profiles to present some supplementary information on the three proposed areas to inform this debate. The data comes from a range of sources including ONS and the Department of Communities and Local Government. For more information contact Shona Rowe, (01670) 533903, srowe@northumberland.org.uk.

About the InfoNet...

Established in 2001 as a pilot project, the InfoNet is the sub-regional information partnership for Northumberland. It works to a research programme agreed by a management board made up of the two principal funding partners – Northumberland Strategic Partnership (NSP) and Northumberland County Council (NCC).

The work programme operates on a three-year rolling basis and draws a clear distinction between 'Principal' activities, which address the common concerns and priorities of the partners; and 'Secondary' activities to meet the research and information needs of individual partners. Requests additional to the work programme that take two days or less to complete can be delivered free of charge through the InfoNet Enquiry Service. Larger additional tasks require funding commensurate with their scale and nature. For more information contact us at the e-mail below:

E-mail: infonet@northumberland.gov.uk Website: www.northumberlandinfonet.org.uk