

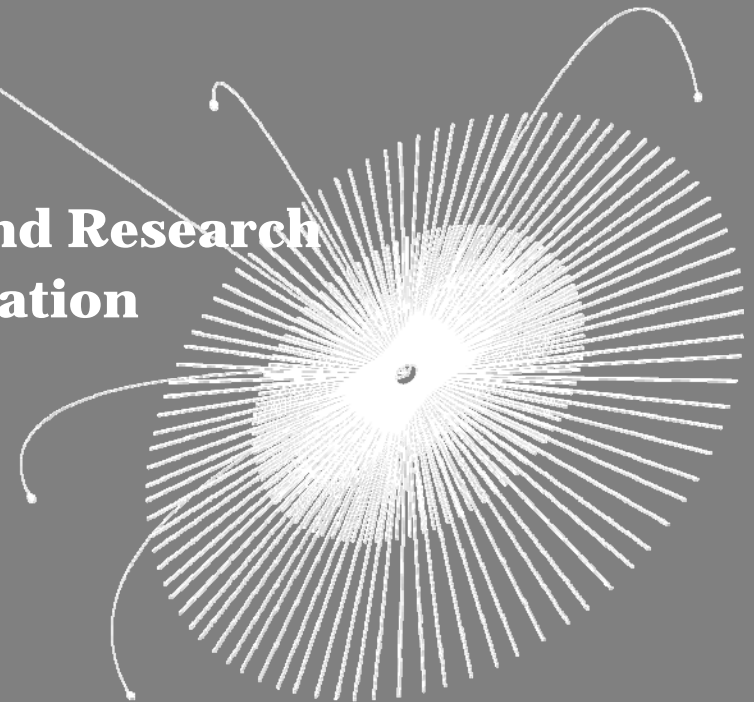
ISSUES Project: Engaging Stakeholders and Disseminating Results



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Reaching Local Government Practitioners

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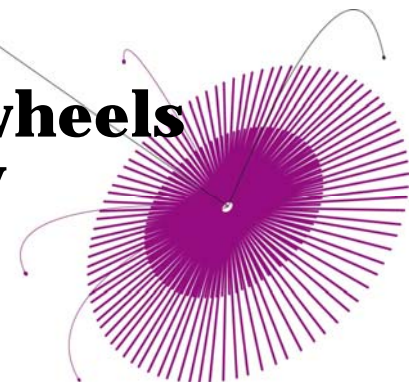


Evidence: The Challenge For Local Government



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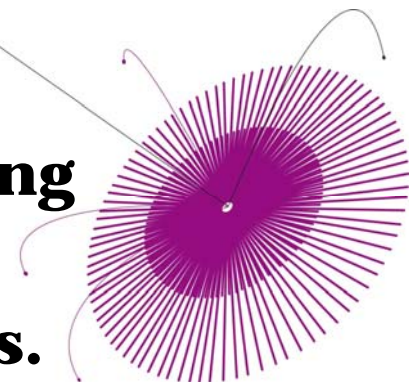
- 1. Smart, successful organisations rely on good, relevant, usable data, intelligence *and* analysis.**
- 2. But, organisations typically suffer information / data overload.**
- 3. So how do we source the best evidence / intelligence?**
- 4. How do we best exploit evidence as an asset.**
- 5. Avoiding the tendency to reinvent wheels and spend valuable time and money doing so.**



The Role of Evidence / Research: Some Immediate Drivers

Policy and services need to respond to:

- 1. Expectations / pressure for service delivery to reflect experience in the private sector (e.g. web /24 hour access).**
- 2. Drive for personalisation / choice.**
- 3. Need to better 'join up' services.**
- 4. Helping people to help themselves.**
- 5. Facilitating behaviour change.**
- 6. Protecting personal data yet gleaning 'Customer Insight'.**
- 7. Efficient and Effective Transactions.**

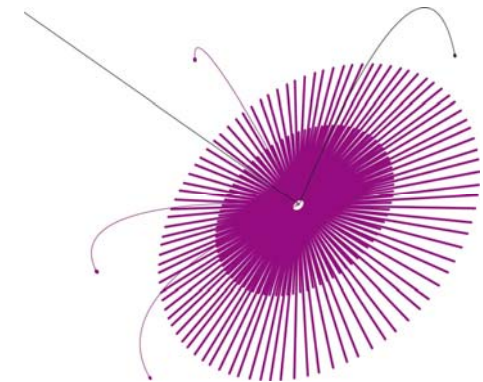




The Role of Evidence / Research

But we are dealing with complexity, so:

- **How do communities / economies / environments work**
- **Who are we serving and why?**
 - **What does a low carbon society look like?**
 - **How do we achieve systematic decisions?**
 - **What do local economies look like?**
 - **How do you future proof decisions ?**
 - **The Castle Kerb challenge....**

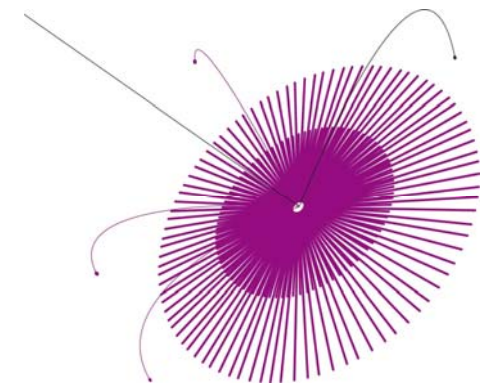




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So What Do We Need to Do?

- 1. Build Sector Research & Development**
- 2. Improve access and use of data / research etc**
- 3. Develop Knowledge Management / Transfer**
- 4. Better infrastructure.**
- 5. Build capacity.**



So What Do We Need From Researchers: A Few Thoughts



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- **Relevance: theory / innovation into practice**
- **Engagement – active not passive part of the research process.**
- **Co-operation / sharing.**
- **Synthesis: what do we already know?**
- **Accessibility.**
- **Comprehension (Language) / Interpretation.**
- **Timeliness.**
- **Cost.**

