

Laria

Local Area Research + Intelligence Association

Laria Annual Conference 2014 Tue 13 – Wed 14 May University of Warwick

Why should you attend the LARIA Annual Conference 2014?

- Join us in our 40th year at the largest local area research conference in the UK
- Find out about the latest thinking on the key issues facing the sector
- Identify areas of best practice and new skills as part of your professional development
- Network with over a hundred researchers from different areas and organisations across the UK
- Find out who has won the LARIA Research Impact Awards

Keynote speakers include

- Councillor Izzi Seccombe, Leader of Warwickshire County Council
- Professor Michael Hughes
- Martin Surl, Police and Crime Commissioner for Gloucestershire Constabulary
- Martin Reeves, Chief Executive, Coventry City Council
- Other speakers to be confirmed

Book now

- Two days at conference, hotel accommodation and awards dinner ticket from £264 (including discounts)
- Day tickets from £99 (including discounts)
- Pay online via invoice or credit card
- Visit www.laria.gov.uk or email admin@laria.gov.uk for more details
- The nearest train station is Coventry and the postcode for the University is CV4 7AL

Includes contributions from: BMG Research, Cancer Research UK, Cannock Chase Districts Council, College of Policing, Cornwall Council, Coventry City Council, Dacorum Borough Council, East Riding of Yorkshire Council, ESRO, Food Dudes, HOST Policy Research, INLOGOV, Joseph Rowntree Foundation, Kirklees Council, Leeds City Council, Manchester City Council, Newcastle University, NIHR Public Health Research Programme, ONS, Opinion Research Services (ORS), QA Research, South Kilburn Neighbourhood Trust, Southwark Council, Staffordshire County Council, University of Gloucestershire, Vision Critical and Warwickshire County Council.

LARIA 2014 conference sponsor

CACI

Programme ▶ Tuesday 13 May 2014

Day 1	Delivering professional research, intelligence and policy	Competency Standard
09.00	Registration opens and networking session for early arrivals Delegates who have arrived early can meet over refreshments, visit exhibition stands and view posters.	
10.00	KEYNOTE SPEAKER: Welcome to Warwick A warm welcome to Warwick for conference delegates and why Warwickshire leads the way in research in the UK. Councillor Izzi Seccombe, Leader of Warwickshire County Council	D1
10.10	Welcome to LARIA's 40th Year A quick summary of the work of LARIA over the last year and plans for the next year and how members can be involved. Neil Wholey, Chair of LARIA	D1, D6
10.20	KEYNOTE SPEAKER: Public Health: What's happening one year on? A look back on the key developments in public health over the last year and the possibilities for the future. Professor Michael Hughes	D1, E16
10.50	Refreshment break Network with delegates and exhibitors, and view posters.	
11.10	PANEL: Co-production and collaboration An update on the key points raised at the INLOGOV/LARIA conference on co-production at the end of 2013 and developments since. CHAIR: Professor Tony Bovaird, INLOGOV	A1-4 B1-3
11.25	Traditional consultation – too slow, costly and unrepresentative This session will highlight how to improve and enrich citizen engagement and alleviate problems such as representative research, tighter budgets, shorter timelines and more varied research briefs through the use of online insight panels as used in the private sector. Mike Stevens, UK Managing Director, Vision Critical	A1-4 B1-3 E10
11.40	Like Roller Coasters? Then collaborative working is for you. What are the real benefits of working collaboratively with different partners, how do these benefits translate into real 'on the ground' outcomes for beneficiaries and what are the actual impacts in terms financial and other efficiency gains? Sue Grogan, Director and Nasreen Kaleem, Director, Joined-up working	A1-4 B1-3 E13
11.55	Q&A	
12.15	Lunch Network with delegates and exhibitors, and meet those presenting posters.	

Programme ▶ Tuesday 13 May 2014

Day 1	Delivering professional research, intelligence and policy	Competency Standard
13.15	WORKSHOPS: ENGAGEMENT	
A	<p>Influencing perceptions and motivating behaviours Delegates will learn the tangible positive impacts that creative research, working in partnership with communications specialists can have to meet challenges such as reducing the number of looked after children. Heather Collier, Research Co-ordinator, Staffordshire County Council</p>	<p>A1-4 B1-3 D4, D7 E15</p>
B	<p>Using “discovery days” to involve local people in decision making Learn about alternative ways for engaging with relatively large groups of people in meaningful ways that go beyond the more traditional qualitative exercises. Mark Allan, Associate, South Kilburn Neighbourhood Trust</p>	<p>A1-4 B1-3 D4, D7 E2, E13</p>
C	<p>It’s time to talk: a new conversation in Kirklees How Kirklees started a new conversation and established a different relationship between the council and local people. It did this by building connections and trust to prepare for the changes to come. Alison Monkhouse, Corporate Research and Consultation Manager, Kirklees Council</p>	<p>A1-4 B1-3 D4, D7 E13</p>
D	<p>What’s in it for me? Engaging business and stakeholders in consultation. This session will also look at how to recruit and engage businesses and stakeholders in consultation exercises using the HOST Information Matrix approach to help planning. Dr Jane Holland, Principal Associate and Jill Hall, Senior Associate, HOST Policy Research</p>	<p>A1-4 D4 E13</p>
E	<p>Conversations or consultations? A new direction of community engagement in Leeds Learn about the experience of trying to work in a different way and using co-design principles. Understand the use of social media to host conversations and social media analytics to generate insight. Matthew Lund, Senior Policy and Performance Officer, Leeds City Council</p>	<p>A1-4 B1-3 D4, D7 E13</p>
F	<p>Statutory consultation challenges when managing change in the NHS and local government This workshop will look at the increasingly rigorous legal and good practice standards applicable to formal statutory consultations. It will focus on two important areas of social policy – NHS acute services and attempts to regulate the private rented sector. Dale Hall, Managing Director and Jonathan Lee, Head of Research, Opinion Research Services (ORS)</p>	<p>D5, D6 E2, E3 E16</p>
14.15	<p>KEYNOTE SPEAKER: Communities coming together Rural anti-social behaviour is generally ignored and yet its impact can be as debilitating as in urban areas. A project funded by the Police and Crime Commissioner for Gloucestershire Constabulary is currently looking at the perceptions, risk and fears of residents. The focus is to assess what the community and public bodies can do to alleviate the concerns. Martin Surl, Police and Crime Commissioner for Gloucestershire Constabulary</p>	<p>B1-B3 C1-C3 E4, E6, E9</p>
14.45	<p>Refreshment break Network with delegates and exhibitors, and view posters</p>	
15.10	<p>PLENARY SESSION: Highlighting ONS analysis outputs Recent ONS consultations have shown that not all LARIA members are aware of the full range of data available from the ONS. This session will help attendees gain an overview of the rich variety of ONS data and analysis across a range of topics and statistical outputs. Richard Prothero, Head of ‘Local Economic and Social Analysis’ branch, ONS</p>	<p>A1-A4 E12</p>

Programme ▶ Tuesday 13 May 2014

Day 1	Delivering professional research, intelligence and policy	Competency Standard
15.30	<p>PLENARY SESSION: Achieving commissioning excellence</p> <p>This session looks at how research teams must be seen as vital in supporting the public sector during the current transformation and financial challenges. This requires research professionals to think differently and be rapid and responsive in the support they provide.</p> <p>Susan Bentley, Research Manager, Staffordshire County Council</p>	<p>C1-C3 D1-D7</p>
15.50	<p>WORKSHOPS: HEALTH</p>	
A	<p>Encouraging local researchers and academics to work together.</p> <p>This session will add a fresh perspective to discussion about collaboration between universities and local authorities by focussing on the potential for these organisations to work together to train students and public sector professionals in research skills.</p> <p>Helen Maiden, Research and Information Officer, Cannock Chase District Council</p> <p>Further information is also available from a poster session at the conference</p>	<p>D1-D7 E16</p>
B	<p>Fruit and Veg are Supercool, Eat Them Home and School!</p> <p>This workshop will explain how LARIA award-winning Food Dudes Programmes bring together researchers, teachers, caterers, children and their parents to successfully tackle one of the most complex public health challenges – healthy eating and childhood obesity.</p> <p>Dr Mihela Erjavec, Food Dudes</p> <p><i>Winners of LARIA Research Impact Award for Health 2013</i></p>	
C	<p>Supporting people with multiple unhealthy behaviours through Single Point of Access</p> <p>Learn about a person-centred holistic approach for assessing the impact of unhealthy behaviour and how there has been a clear link between research and practice. There will be discussion of the early challenges faced in implementing the service.</p> <p>Sian Egglestone, Public Health Analyst; Public Health Programme Manager Aisha Minhas and Andy Baker, Public Health Project Manager, Coventry City Council</p>	<p>C1-C3 E8, E16</p>
D	<p>Local Cancer Statistics</p> <p>A demonstration of Cancer Research UK's Local Cancer Stats, an interactive web-based tool that allows users to search by local area (eg, constituency, CCG, postcode) to see range of local data relating to cancer – from lifestyle risk indicators to survival rates.</p> <p>Tom Lee, Cancer Intelligence Portal Manager, Cancer Research UK</p>	<p>E1, E5, E12, E16</p>
E	<p>Public Health Research Programme – where's the evidence?</p> <p>The Public Health Research (PHR) Programme funds research to evaluate non-NHS interventions intended to improve the health of the public and reduce inequalities. This session will look at the evidence available and funding opportunities for evaluation.</p> <p>Sheila Turner, Senior Research Fellow, NIHR Public Health Research Programme</p>	<p>E16</p>
F	<p>Obtaining health and social care information from ONS and other statistical outputs</p> <p>It is important that users of health and social care statistics are aware of what information is available so that it can be accessed, and used appropriately, for monitoring and planning. This session looks at the information that is potentially available from a range of different sources.</p> <p>Deana Leadbeter and Joanne Evans</p>	<p>A1-A4 E12</p>

Programme ▶ Tuesday 13 May 2014

Day 1	Delivering professional research, intelligence and policy	
17.00-17.30	LARIA AGM All LARIA members are invited to join us at the LARIA AGM	
19.00-22.00	LARIA Awards Dinner The awards showcase the impact research has at a local level. Award winners demonstrate citizen/user involvement/engagement, partnership working, delivering positive outcomes, achieving efficiencies and embracing innovation.	



Programme ► Wednesday 14 May 2014

Day 2	Improving lives and local areas	Competency Standard
09.00	Registration opens and networking session for early arrivals Delegates who have arrived early can meet over refreshments, visit exhibition stands and view posters.	
9.30	KEYNOTE SPEAKER: What local research will need to deliver in 2014 and beyond Setting out the challenges in store for local researchers in 2014 and beyond looking at their role in driving economic growth and changes in public service delivery. Martin Reeves, Chief Executive, Coventry City Council and Honorary President of LARIA	C1-C3 D1-D7
10.00	KEYNOTE SPEAKER: Session to be confirmed	C1-C3 D1-D7
10.40	Refreshment break Network with delegates and exhibitors, and view posters.	
11.05	PANEL: Are outcomes the right measure?	
11.10	Payment for data production? The dangerous consequences of outcome-based performance management (OBPM) Delegates will hear a de-construction of the theory and practice of outcomes based approaches to performance management of public services. It will argue that when “outcomes” are used for performance management they undermine effective service delivery. Toby Lowe and Rob Wilson, Visiting Fellows and Directors of KITE Research Centre, Newcastle University	B1-B3 C1-C3 E15
11.30	Evaluating leisure centres contributions to outcomes Using a range of research techniques the team has helped decision-makers understand the motivational drivers, experiences and benefits that individuals aged between 50 – 60 years have when taking part in regular exercise through a local authority leisure facility. Gillian Barley and Kevin Hadfield, East Riding of Yorkshire Council	B1-B3 C1-C3 E15, E16
11.50	Q & A session	
12.05	WORKSHOPS: THE TOOLS	
A	Translating evidence for practitioners: The What Works Centre for Crime Reduction Learn about the newly established What Works Centre for Crime Reduction, how to access and appraise the evidence base relating to crime reduction and how to be directly involved in designing tools and guidance that meets their needs. Mark Abram, Senior Research Officer, College of Policing	B1-B3 C1-C3 E15
B	“Feeling the Difference” Survey with West Midlands Police (WMP) Understand how to ensure tracking survey results remains current and insightful, by making enhancements to sampling and questionnaire design strategies without losing data continuity. This session will look at designing experiments and making the findings accessible. Dawn Hands, Managing Director, BMG Research	A1-A4 B1-B3 C1-C3 E3, E14

Programme ► Wednesday 14 May 2014

Day 2	Delivering professional research, intelligence and policy	Competency Standard
12.05	WORKSHOPS: THE TOOLS Continued	
C	<p>Building a data warehouse Dacorum's data warehouse uses publically available small area statistics, administrative data from its own services and from those of other agencies, and information from local voluntary and community groups. Learn how the warehouse has been used to inform decision making. Elissa Rospigliosi, Strategic Development & Transformation Officer, Dacorum Borough Council</p>	<p>A1-A4 B1-B3 C2 E5</p>
D	<p>Building a rapid response customer insight toolkit Showcasing some of the tools and approaches developed by the Corporate Research team at Coventry City Council that allow them to respond quickly to requests for customer insight and intelligence, whilst ensuring the data is both rich and accurate. Juliette Richards, Corporate Research Officer, Coventry City Council</p>	C1-C3
E	<p>Of walls and windows: seeing through council walls to provide a new perspective on data and services This workshop will focus on how local government officers and researchers can gain new kinds of insight into the populations they work with, by being confronted with the perspectives of service users themselves through ethnographic training and methods. Dr. Robin Pharoah, Founder Director, ESRO Ltd</p>	<p>B1-B3 C1-C3 E2, E12</p>
F	<p>Health promotion and the social gradient: the free swimming initiative for children and young people in Bristol Public health initiatives tend to be more readily adopted by people in higher socio-economic groups. This study provides an empirical illustration of the importance of assessing the impact of public health initiatives across the social gradient. Suzanne Audrey, Research Fellow, University of Bristol</p>	
13.05	<p>Lunch Network with delegates and exhibitors, and meet those presenting posters.</p>	
14.05	WORKSHOPS: ADULT SOCIAL CARE AND WELFARE	
A	<p>Quality markers – co-producing quality monitoring in social care with peer reviewers This session looks at the monitoring of adult social care by using a co-production framework to support customers and carers. This unique perspective ensures the carer and customer voice is heard and is able to shape and influence current and future commissioning decisions. Rach Flowers, Customer Engagement Officer and Liam Abraham, Peer Reviewer, Warwickshire County Council</p>	<p>A1-A4 B1-B3 E14</p>
B	<p>Actions research and evaluation – JRF's Neighbourhood Approach to Loneliness JRF undertook a three-year action research programme, harnessing community assets across four diverse neighbourhoods to look at causes of and possible actions to reduce loneliness. Learn that what is required when undertaking an action research programme. Angela Browne, Research Director, QA Research and Tracey Robbins, Programme Manager Joseph Rowntree Foundation</p>	<p>A1-A4 D4, D5 E13</p>

Programme ► Wednesday 14 May 2014

Day 2	Delivering professional research, intelligence and policy	Competency Standard
<p>14.05</p> <p>C</p> <p>D</p> <p>E</p> <p>F</p>	<p>WORKSHOPS: ADULT SOCIAL CARE AND WELFARE Continued</p> <p>Providing intelligence to support decision making: Cornwall Council Trading Standards and Vulnerable Individuals Needs Assessment Looking at the service needs assessment report for Cornwall Council's Trading Standards team, exploring the issues facing vulnerable individuals on illegal trading activity (eg scams and rogue trading). It will include details of the needs assessments key findings. Jill Chaisty, Business and Intelligence Analyst, Cornwall Council</p> <p>Initial impact of government welfare reforms on Coventry This session will describe how effective partnership working has helped to raise awareness and to limit some of the negative impacts of welfare reform, whilst at the same time working to encourage and support more people to gain employment. Helen Shankster, Corporate Research Co-ordinator, Coventry City Council</p> <p>Troubled families – ensuring resources get to the right people and places This session looks at how taking data from the identification stage of the national troubled families programme, coupled with local evaluation outcomes, provides a unique opportunity to ensure that resources are directed to the right people and places. Paul Holme, Research Advisor, Manchester City Council <i>Winners of the LARIA Research Impact Award Best Use of Local Area Research 2013</i></p> <p>Increasing the voice of the voluntary and community sector in local needs assessments Mark Gamsu and Jake Abbas</p>	<p>C1-C3 E6</p> <p>B1-B3 C1-C3</p> <p>C1-C3</p>
<p>15.05</p> <p>15.30</p> <p>16.00</p> <p>16.30-16.40</p>	<p>Refreshment break Network with delegates and exhibitors, and view posters</p> <p>PLENARY SESSION: Best practice in Customer Insight and Segmentation Local researchers are increasingly faced with the challenges of an increasing range of data sources to draw from. This session looks at best practice in using customer insight and segmentation tools and how to turn data insights into actionable decisions. Patrick Take, Associate Director CACI</p> <p>PLENARY SESSION: Counting the uncountable: Measuring the impacts of migration This session will examine the necessity for more and better research into migrant populations. The session has relevance to those interested in population measurement, and in collating evidence for local needs assessments and strategic planning of services. Dr. Robin Pharoah, Founder Director, ESRO and Dan Gilby, Principle Strategy Officer, Southwark Council <i>Winners of MRS Award for Public Policy 2013</i></p> <p>CONFERENCE CLOSE: Neil Wholey, Chair of LARIA</p>	<p>B1-B3 C1-C3 E2, E12</p>

LARIA/Skills for Local Government Competency Standards

The agenda includes reference to the relevant LARIA/Skills for Local Government competency standard for local researchers covered in each session. This helps attendees see the professional development opportunities available. We would encourage attendees to use the conference and individual sessions as part of their own professional development. The National Occupational Standards (NOS) can be included in job descriptions and training programmes so you can tell exactly how you, and members of your team, are performing. For each competency there is greater detail available of the exact desired skill sets on our website www.laria.gov.uk/skills.

Please note that the LARIA Charter was developed as part of the D6 competency and is a separate document available on our website and applies only to Full Members of LARIA. The NOS sets out the skills needed and the LARIA Charter sets out the expected behaviours. The key purpose of the researcher officer role, as identified by the NOS, is enhancing knowledge in relation to a given subject to inform policy, service development and service delivery. To do this the following competencies are desirable.

A. Gather information relevant to the subject

- A.1: Define the research question and understand what you need to know
- A.2: Specify the work and decide the research method
- A.3: Implement the work
- A.4: Collect the data

B. Analyse the information to the agreed specification

- B1: Interpret the information gathered using the appropriate technique
- B2: Judge the quality of the information
- B3: Draw conclusions and offer recommendations if applicable

C. Present information as required by the final audience

- C1: Collate the information as required in the plan and specification
- C2: Dissemination and presentation of the information
- C3: Help others to use the information

D. Self management

- D1: Understand and work within one's own knowledge, skills, competence and experience
- D2: Review and prioritise own work and work load
- D3: Communicate effectively with others
- D4: Work effectively with others in teams and other joint work
- D5: Act ethically and with integrity in compliance with relevant statutory and organisation requirements
- D6: Work in adherence to professional standards and codes of conduct
- D7: Put forward creative solutions

E. An awareness of specialities and understanding of core practising concepts

- E1: Statistics
- E2: Qualitative research
- E3: Quantitative research
- E4: Monitoring and evaluation including social return on investment
- E5: IT skills and technology including statistical software/geo-demographic classification and database design
- E6: Projections and horizon scanning
- E7: Modelling
- E8: Economics
- E9: Social research
- E10: Market research
- E12: Knowledge and awareness of existing data such as ONS, NeSS, NOMIS
- E13: Participatory action research
- E14: Performance management
- E15: Outcome and impact assessments
- E16: Health/public health – epidemiological/clinical



Booking form | Tuesday 13 and Wednesday 14 May

Prices

Residential packages – includes full two day attendance with refreshments, lunch, free conference awards dinner ticket* and one overnight stay on-site: **£299 per person**

Non-residential package – includes full two day attendance with refreshments and lunch and free conference awards dinner ticket*: **£230 per person**

*Free awards dinner tickets are not transferable to others and are only available to those who book a full residential or non residential two day place at the conference. Please note: the Residential and Non Residential packages cannot be shared between attendees – one person per package only.

Day delegates – attendance on either Tuesday 13 May or Wednesday 14 May 2014 to include refreshments and lunch: **£134 per person per day**

Discounts

Receive £10 discount if you book by 31 March applicable to full residential, non-residential and day delegate packages only.

Corporate members only get a further £25.00 off the full residential, non-residential and day delegate packages only.

LARIA Corporate Membership

Purchase LARIA Corporate Membership today for £80 and enjoy 12 months worth of benefits and get a £25 discount off your Residential or Non-residential package. Please tick here and we will be in touch.

Cancellations

To cancel a place please email admin@laria.gov.uk. If you cancel more 20 working days before the conference, no charge will be made. Between 11 and 20 working days, half the fee will be charged. For notice of up to 10 working days, the full fee is payable. Delegate substitutions will be accepted at any time.

Payment

£

Residential package £299

Non-residential package £230

Day delegate package Tuesday 13 May £134

Day delegate package Wednesday 14 May £134

Conference Awards Dinner ticket £45

– if booked separately

Discounts: (if you book before 31 March 2014):

Less £10 Early Bird – on residential, non residential and day delegate packages only

Less £25 – Corporate Members only on residential, non-residential and day delegate packages only

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I enclose a cheque for £.....(no VAT) payable to LARIA

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Please reserve places for the following delegates (BLOCK CAPITALS PLEASE)
You can also book online: please visit www.laria.gov.uk

Delegate 1

Title *Mr / Mrs / Ms / Miss / Dr *Please delete as appropriate	
Name	
Job title	
Department	
Address	
Postcode	Tel no.
Delegate email	
Special dietary needs (e.g. Vegetarian)	
Other requirements (e.g. difficulties with mobility, hearing etc)	

Delegate 2

Title *Mr / Mrs / Ms / Miss / Dr *Please delete as appropriate	
Name	
Job title	
Department	
Address	
Postcode	Tel no.
Delegate email	
Special dietary needs (e.g. Vegetarian)	
Other requirements (e.g. difficulties with mobility, hearing etc)	