



## Q&A session from the Wigan Webinar

The webinar was recorded and is now available from  
<http://www.instantatlas.com/events.xhtml>

### Q. Tracy

*How much time is spent on average 'managing' data to put into the system? Is it a full time job for someone?*

### Reply: Steve Lyon >>

It shouldn't be underestimated how much time it takes to collect the data (from national or local sources), transform it into the required format and upload the data. We don't currently have any dedicated resource for doing this so we ask each LSP partner to contribute sufficient analyst time for uploading and maintaining the data. It's hard to put a figure on this time but I would estimate that collectively we currently put 10-15 hours per week on average into collecting, transforming and uploading data.

### Reply: John Maslen >>

Wigan, like some other customers eg. Fife, have built their LIS Management model around the concept of federating responsibility to partners for content management. The decision to approach LIS management like this often rests on the strength and level of commitment of partners. Many of our customers support a small dedicated 'LIS Management Team' for maintaining the application and, primarily, content on it. They tend to have at least one full-time person employed to manage and maintain content on this LIS site. This tends to be someone with strong data processing skills – their knowledge of the data and its application varies. Their IT skills also vary across customers – some have relatively strong IT skills but we do not consider this is essential.

### Q. Ajaz

*How much has the system cost so far and how long has it taken to implement?  
What are your plans to go live to public?*

### Reply: Steve Lyon >>

So far the software has cost us in the region of £35k (including 2 years maintenance and support fees). Geowise will be able to provide you the detailed

breakdown of this.

In terms of implementation timescales, we started building the system in February 2008, and by June 2008 we had developed an initial version of the user website. That said we had already collected a lot of our datasets through the SMART Neighbourhoods Project so a lot of the hard work on the data side had already been done.

The WISDOM project board will decide when we extend access to the public but I envisage it being sooner rather than later.

**Q. Wendy**

*What about financial support? What's the Wigan model?*

**Reply: Steve Lyon >>**

The model agreed by the WISDOM board is that each core LSP partner contributes equally to the software purchase and the ongoing maintenance and support costs.

**Q. Ben**

*Please could you show us how you present your JSNA data?*

**Reply: Steve Lyon >>** So far we've produced a static JSNA report which includes static outputs from WISDOM but in the future we would like to use WISDOM's dynamic reporting features to support JSNA. For more information about Wigan's approach to JSNA, please visit:  
<http://www.wigan.gov.uk/Services/CommunityLiving/Partnerships/JointStrategicNeedsAssessment/>

**Reply: John Maslen >>** In terms of other customers, we'd suggest you look at the JSNA reporting on [www.norfolkdata.net](http://www.norfolkdata.net) and <https://profilelive.stockport.gov.uk/home/JSNA/default.asp>. There is also a great Resource Pack for JSNA on <http://www.apho.org.uk/resource/view.aspx?RID=53885> including a dataset specification and some excellent guidelines on data sharing.

**Q. Sally**

*Did you have to market the site to potential users, and if so how? And if this goes live to the public how will you be thinking of marketing for that?*

**Reply: Steve Lyon >>**

So far we have done a number of awareness raising presentations to various audiences including Senior Management Teams, Township Managers, LAA Healthier Communities and Older People sub group, etc. We have also found that the L.I.S. is being promoted by positive messages being shared around the LSP by word of mouth.

When we go live to the public, we will put a news story each of the LSP partners websites. We also produce a Borough Life magazine so it would be good to put a WISDOM article in that.

### Some follow up questions from John Maslen for Steve

**Q. John >>** You mentioned in your presentation that you have a Microsoft Sharepoint site to allow you to share comments, ideas and documents between all partners. In relation to LIS projects, this is relatively unique in our experience. Can you say any more about what goes into this and its value?

**Reply: Steve Lyon >>**

We were developing lots of useful project documents but we found ourselves spending a lot of time emailing them to each other and then not being quite sure which ones were the latest versions.

In order to resolve this we have set up a password protected sharepoint site which all of the analysts have access to and have permissions to update the various documents held on the site e.g. partnership memorandum of understanding, project plan, risk log, indicator action plan, user questionnaire results, meeting agenda and minutes, content administrator training guide and user training materials.

**Q. John >>** You also mentioned in your presentation that you created a project plan – is this specific to your situation or could it be worked up into something generic that could then be shared with others?

**Reply: Steve Lyon >>**

Our Project Plan contained a list of all the tasks we had to do, who is going to do it, by when and a progress statement. A generic and simplified version of our WISDOM Project Plan is available on request from [mahon.fitzgeraldt@geowise.co.uk](mailto:mahon.fitzgeraldt@geowise.co.uk). This might be useful as a starting point to other people who are thinking about implementing an L.I.S.

**Q. John >>** Is there a project champion at a senior management level? If yes, do you think this has been valuable? If no, do you think it is that important?

**Reply: Steve Lyon >>**

The project champions at senior management level are the Director of Public Health from the PCT and the Service Director of Customer Transformation (Wigan Council) both of who sit on the WISDOM board. Without the support from these senior level people the project probably wouldn't have got off the ground.

**Q. John >>** Lots of people raise the problem of getting policy makers and managers to take data into account in a pro-active rather than reactive manner when writing their strategies and taking decisions. The CAA Key Line of Enquiry highlights the importance of this... "*how organisations produce relevant and reliable data and information to support decision making and manage performance*". Do you see this as an issue within Wigan LSP and, if so, are there any ways you are thinking of how to address this?

**Reply: Steve Lyon >>**

We are getting better at producing relevant and reliable data and information but I think there is plenty of scope for further improvement, particularly in making sure the relevant information is received by policy makers and commissioners.

The WISDOM website with it's instantatlas analytical tools will make citizen outcomes data more accessible to a wider range of stakeholders (not just a core group of analysts). However, having the L.I.S. in place is only part of the process and much more analytical work is required to detect the trends, hotspots and correlations so we can collectively understand the inequalities which persist in the Borough and take action to address them.

One example of what we hope to achieve in the future is to bring more neighbourhood analysis to our LAA reporting so it's not just simply about reporting actual performance against target at district level.

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No. SC177156

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