

CASE STUDY

DUMFRIES AND GALLOWAY COUNCIL



Dumfries 
& **Galloway**

Neighbourhood cost
of living insight from
Paycheck and Household
Acorn data

CACI

DO AMAZING
THINGS WITH DATA



Highlights

- Current data that shows year on year change
- Granular, household information
- Enables benchmarking and ranking
- Trusted evidence for funding bids and investment
- Accessible, visual information for a wide audience

About Dumfries and Galloway Council

Dumfries and Galloway Council is responsible for the delivery of all local authority services to nearly 149,000 people living in both urban and rural areas in the southwest of Scotland. The Council also plays a key role in the Dumfries and Galloway Community Planning Partnership. With its partners, the Council works to make the Dumfries and Galloway region the best place to live, learn, work, visit and grow.

The Challenge

Understanding the needs of different neighbourhoods

Gregor Docherty is Dumfries and Galloway Council's Economic Development Officer. He explains: "Although we have some data of our own, we don't have the range and breadth of it to provide the information the council needs today. I was given the challenge of improving our data insight, to give us a clearer view of the areas the Council looks after and the needs of the people who live there."

"In the last two years, during and since the pandemic, there have been big changes in household incomes and circumstances, including changes in who's receiving universal credit. We needed up-to-date and detailed insight that could help us benchmark our community's income distribution and provide evidence to help us target funding and services."



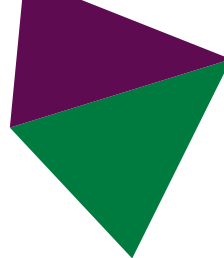


The Solution

Household-level Acorn datasets provide actionable information

Dumfries and Galloway Council has purchased Acorn Paycheck data for two years. Recently, Gregor decided to add the Acorn Household and Wellbeing datasets to the subscription. He says, "We already knew the value of Paycheck data to help us understand affluence and poverty in different neighbourhoods. Adding Household and Wellbeing insight gives a granular picture of lifestyle, income and risk factors down to household level, so we can really examine areas of need and deliver value and impact from our services and programmes."





The benefits

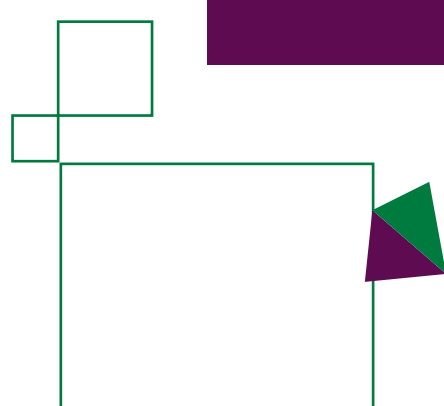
Clear, trusted and detailed insight into household income change

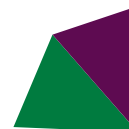
Gregor and his team have used the CACI datasets to identify and quantify the number of households on low incomes, to access levelling up funding and make regeneration decisions.

“A good example is Stranraer,” Gregor explains. “It’s one of our largest towns and has a lot of economic problems. Recently it has declined even further – there’s a clear need for investment and community support. The insight from CACI data has given us an evidence base for funding. There are competing priorities for this investment: because the CACI data is granular and detailed, we’re able to show exactly which areas of Stranraer are experiencing deprivation and poverty, by neighbourhood and even street.

“We’ve adjusted the data to strip out the effects of inflation on earnings: it’s clear that households income is declining in real terms. We constructed a household income distribution model and compared it with the rest of Dumfries and Galloway, and with Scotland overall. In Stranraer, there are proportionally many more households with incomes in the low £0-20K per year bracket.”

Dumfries and Galloway Council successfully applied for Borderland Inclusive Growth Deal funding, using information modelled from CACI’s data. Gregor created a Dumfries and Galloway datazone profile, bringing together all the available information to rank the towns in the Council’s area for funding priority. The analysis revealed the four priority towns for funding, which was approved.





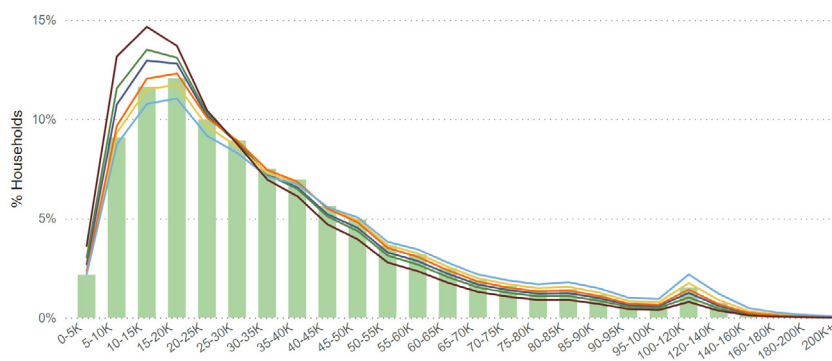
Visual presentation that makes an impact

Visualising the insight is especially valuable, Gregor says. “Using PowerBI, we generated a bar chart for Stranraer comparing 2021 and 2022. It shows clearly how incomes have increased in nominal terms but declined when adjusted for inflation. The bar chart makes it easy to see the deficit compared to national standards. We share our economic insights with a wide range of council staff and partners, including local councillors – raw data is hard to understand, but when you put it into a visual format using the PowerBI dashboard, it makes sense to everyone.

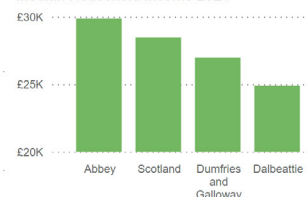
Abbey Household Income Distribution 2021:

Household Income Distribution - Abbey & Dumfries and Galloway, 2021

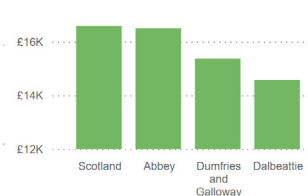
● Abbey ● Annan ● Dalbeattie ● Dumfries ● Dumfries and Galloway ● Scotland ● Stranraer



Median Household Income 2021



Lower Quartile Household Income 2021



Supplementing existing national datasets

Dumfries and Galloway Council uses the Scottish Index of Multiple Deprivation to help identify areas of system deprivation. Gregor says, “We use CACI’s data to supplement and add to it, making some of the national data more meaningful and specific.” As well as providing evidence for large-scale funding bids, Dumfries and Galloway has used CACI data to make a case for funding smaller, local projects like the Rocks and Wheels Outdoor Centre in Dalbeattie. Neighbourhood income data was key to confirming the need for this local investment.

Trusted, objective evidence for funding and prioritising projects

“Our local politicians and elected representatives want to understand their own towns and communities as well as they can, so it’s great to be able to show them this level of detail about different neighbourhoods. We’re often looking at smaller towns with populations of a few thousand or even just hundred. Being able to get detailed information even for these small geographies is invaluable. Councillors always champion their own areas, so it’s important to have objective evidence of need, so the Council can allocate funding fairly,” Gregor says.





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CACI's Wellbeing and Paycheck data is some of the best we have available. It's current and detailed – it gives us an accurate view of the current situation and shows how it's changing over a short time period. That means we can target investment and anticipate emerging needs in our communities.

Gregor Docherty
Economic Development Officer
Dumfries and Galloway Council

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Gregor and the team at Dumfries and Galloway Council are fortunate to have strong skills in data analytics and visualisation. If you don't have enough of these resources in-house, you can call on CACI's data team to help you interrogate high value data and present it clearly to provide insight and evidence for local authority projects and tracking. Get in touch if you'd like to find out more about using the data yourself or with CACI's support.



Contact us to discuss all the available data and solutions we can offer to support your organisation.

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