



Bradford Observatory

www.bradfordobservatory.com

Bradford Observatory is here! – please take a look

Welcome to Bradford Observatory – the “one-stop-shop” website for information and intelligence about Bradford District. The new site, which can be found at www.bradfordobservatory.com will make it quicker and easier to find facts, profiles and statistical analysis regarding people and communities across the whole of the District. It covers a range of themes linked to District’s Sustainable Community Strategy or “[Big Plan](#)”, including health, education, environment, economy, and crime. The site is being developed by Bradford Council’s Performance and Commissioning Department and NHS Bradford and Airedale, supported by a range of partners including, social care, fire and police.

Aims

The Observatory supports organisations to work more effectively together across the District in order to:

- improve intelligence-sharing and smarter working
- help organisations to make more informed and evidence based decisions
- improve efficiency through better use of resources

But most importantly of all

- to target improvement activity and improve outcomes for people across the District through better planning and targeting of services

How will the site help me?

The new site will make it easier to get hold of data and will remove the need to piece together information from many separate sources and systems across the Council & partner organisations. Data can be combined, mapped and visualised in ways that were previously not possible which will increase the capacity for more effective partnership working. One example of this will be the ability to identify ‘hot-spots’ where crime may be a particular local problem. Another might be layering information from different organisations to inform a joint response such as fire prevention work in schools in whose catchments high levels of domestic fires occur. The site also gives access to a range of other useful websites thereby providing a single convenient ‘gateway’ to a range of resources.

Data quality

Information held on the Bradford Observatory meets agreed standards and geographies, enabling users to confidently compare data across themes and between localities. A Steering Group made up of key partners oversees the project and sets the work priorities for the development, content and specific analysis work.

Future developments

This is the first release of the site and content is expected to evolve over the coming months with the availability of more bulletins and expert commentary to accompany the data. We will also be capturing the experiences of users who have benefited from the site in the form of mini-case studies. More enhancements are planned for the New Year including:

- the introduction of new software which will improve the way data is selected, combined and analysed
- improved tools to help users get the best from the site
- improved links between the data and performance management systems
- consistent breakdown of information to sub-District level including to Areas, Ward, and local neighbourhood level
- information on future trends and issues facing the district
- promoting the site to members of the public.

Your feedback

We are really keen to get your feedback on the site as this will help it to grow and make it an even more useful resource to partners. You can tell us what you think by contacting us at observatory@bradford.gov.uk

Message from the project sponsor

I am grateful for the commitment made by all the current partners in this project and look forward to continuing to build upon these relationships. Please take a look and let us have your comments. These will be fed into the ongoing development plans for the Observatory.

Mary Weastell

Strategic Director, Performance and Commissioning.