



Organisation for Economic  
Co-operation and Development



Local Economic and  
Employment Development  
Programme

## FRAMEWORK FOR INFORMATION EXCHANGE IN LOCAL DEVELOPMENT (FIELD)

Project implemented with the support of the European Commission

### 2010 ACTION PLAN

This project supports local development organisations in strengthening their information systems. It provides guidance on data collection, analysis and use in policy making, customised to conditions in each participating area. It helps policy makers to build evidence on: What makes your local economy work? What drives it forward, what holds it back? Where and how policy should intervene? Is policy bringing results?

The 2010 phase of the project builds on the results achieved in 2006-2009 and is organised in the following 2 work streams:

1. **Mentoring of partner localities in building robust local information systems;**
2. Developing a set of common indicators on critical local development issues: *Improving skills and human capital; Reducing poverty and social exclusion; Fostering entrepreneurship culture, start-ups and self-employment; Supporting innovation.*

The project supports the exchange of information and experiences among participating localities and wider local development community on improving information systems.

#### **1. Helping localities to construct robust information systems**

This part of the project will review local information systems (the way data is collected, analysed and used for policy making) in partner localities, provide recommendations for improvement and distil good principles for constructing local information systems. This will be based on the analysis of information you collect or which is easily available from other (national or international) sources.

The work in 2006-2009 helped to identify some initial *core elements of robust information systems or 'landscapes'*. These are presented in four components of 'information landscapes' with aspects of good practice highlighted for each of them:

#### **Greater Manchester's experience of participating in the FIELD project in 2008**

*John Holden, Head of Economic Research,  
Manchester's Commission for the New Economy*

- 'A positive experience'; 'Useful to be able to step back from day-to-day work'; 'Learning from different areas trying to do similar things'
- 'Informative challenge function from independent observers, stress testing our assumptions and systems'
- 'Provided practical recommendations for developing our information system which will improve the decisions that the city region makes.'

#### **FIELD recommendations already being implemented**

- Developing an online 'library' of evaluation material.
- Development of Manchester Monitor – an online portal for local and national economic data and analysis
- Asset mapping (e.g. key businesses, big science, key people) using an online portal to bring together disparate local data collection systems
- Negotiated access to firm level data from regional agency Business Link
- Continuing to lobby government for access to client level data for benefit claimants (learning from the Copenhagen model)
- Recognise importance of working with other European city regions and would recommend that other regions participate in the next phase

**Made all the more important by Greater Manchester being designated as a pilot statutory city region**

- **The information ‘supply-chain’**, which determines the information that is available to construct indicators, and to inform policy and strategy. Good information supply chains build data locally, are based on micro data that can be processed according to local information needs and use of national data primarily as a reference base.
- **The ‘information governance’** which involves the factors that control and constrain what the local areas can do with information once it is collected. Good information governance statistically empowers local areas and provides policy-focused information, rather than simply generates funding driven information.
- **‘Analysis / Value-Adding’** comprises the actions that take place to process information into intelligence and knowledge. Good analysis/value adding understands comparator areas and represents data limitations.
- **The ‘Consumption’** component describes how the resulting knowledge is ‘consumed’ at all levels of the organisation and beyond by other actors. Good information consumption evaluates information in a critically constructive way.

**Working method:**

**Project partners:** The project will involve, in addition to the existing 10 Pilot and Observer localities<sup>1</sup>, 4 new partners: local development organisations with a strong responsibility in strategy making or implementation (regional development agencies, sub-national authorities).

**Activities:** the partner localities will host a 1 day workshop to:

- Review the information systems in place and identify areas for improvement.
- Identify the local policy instruments for which measured impact information is available to assess their success;
- Review the indicators in place to measure economic performance and policy impacts in 4 policy areas (Improving skills and human capital; Reducing poverty and social exclusion; Fostering entrepreneurship culture, start-ups and self-employment; Supporting innovation).

**Participation benefits and requirements:** By participating in the FIELD project your organisation will benefit from:

- Advice on how to strengthen local information system;
- International validated examples of policies and instruments that work;
- Advice on building LEED indicators;
- Learning from other places experience.

Project partner localities will be required to:

- Provide support in organising a 1 day project workshop;
- Complete a project fiche (information on the data you collect and use in policy making and examples of successful projects for which measured impact information is available);
- Provide a financial contribution of 5,000€ to cover the costs of visiting, advising and reporting on the locality.

**Outputs:**

1. Recommendations to partner localities on how to strengthen their information systems;
2. A compendium of local policies and instruments that work (for which sufficient impact assessment and evidence exists).

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<sup>1</sup> Participants in 2008 were Trento, Greater Manchester, Metropolitan Lille, Brandenburg, Copenhagen and Zealand, and Cantabria. Observers from other localities also participated: Riga Region, Latvia; Észak-Alföld Region, Hungary; Lubelskie and Podkarpackie Regions, Poland.

## **2. Local Economic and Employment Development (LEED) indicators**

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This part of the project will address the need faced by many local policy makers to determine (in the vast amounts of national and local data and information) some core indicators that can help link data to local drivers of growth and link policy to drivers. The quality of indicators for local economic and employment development is inevitably the result of a trade-off between the components of statistical quality on the one hand, involving scale, relevance, accuracy, timeliness, coherence and consistency, and interpretability on the other. To these issues we also can add the consideration of cost-benefits (policy benefits weighed against investment costs and overall administrative burden) incurred in collecting data and developing indicators.

### ***Activities:***

4 thematic seminars will be organised at the OECD Headquarters in Paris gathering a selected group of international experts and practitioners from partner localities to review the indicators in place and identify sets of indicators that can be used by local development organisations to better measure performance and policy impacts in the following fields:

1. Improving skills and human capital (seminar to be held on 12<sup>th</sup> March 2010);
2. Reducing unemployment, poverty and social exclusion (June 2010);
3. Fostering entrepreneurship culture, start-ups and self-employment (September 2010);
4. Supporting innovation (November 2010).

### ***Outputs:***

1. A set of Local Economic and Employment Development (LEED) indicators;
2. A manual for local policy makers on how to build information systems allowing to monitor local economic performance, identify policy need and measure policy impacts.

**For further information and to participate in the project,  
please contact [Jonathan.Potter@oecd.org](mailto:Jonathan.Potter@oecd.org) or [Ekaterina.Travkina@oecd.org](mailto:Ekaterina.Travkina@oecd.org)**