Supply and demand mapping:
Summary insights from Early Adopters

This document summarises insights from early adopters on supply and demand mapping for the wraparound programme.

Key insights from Early Adopters

- Feedback from Early Adopters is that supply and demand mapping should be prioritised early on with dedicated resources – even on a temporary basis, given recruiting staff to the wraparound project can take time.
- Existing datasets (school census, population estimates, housing development plans) can be used as a good foundation to begin mapping demand but should be supplemented by primary data collection of providers and parents.
- Substantial time and capacity are often required to obtain primary data such as administering parent surveys or collecting data from schools.
- Comprehensive demand mapping is critical. Even when schools believed there was limited demand, Early Adopters have undertaken parental surveys to accurately gauge demand, which in places uncovered hidden demand, where schools believed there was limited need.
- Communication of the data required to schools and other providers including when and for what purpose should be clear and provided as early as possible with enough time for responses. Planning data collection within wider stakeholder engagement is important as the volume of communication and requests can be fatiguing to stakeholders without a coherent communication strategy. Data requests should be adequately paced and with minimum burden.
- Some Early Adopters have used their wraparound programme consultative groups to inform their approach to collecting data and validating their analysis.
- Long term planning of the data required throughout the lifetime of the programme is critical in future-proofing data collection. Where this was not possible, Early Adopters had to re-engage providers for additional data which took time.
- Some early adopters have been able to leverage internal analytical capacity within the local authority to help collate and assess the multiple streams of complex data, allowing them to avoid being 'data rich but analytically poor.'
- Some Early Adopters were building in monitoring and reporting into their funding agreements with providers to help periodically refresh their mapping.