

# Data Integrity Statements 22 October 2024

## Details

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Some Data Integrity Statements cover more than one Chart. Around 3 research topics were abandoned because of unreliable/absent evidence.

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## **1. Demographics % Ages, Scarborough v England Visual Story**

### **1. Demographics continued Visual Story**

#### **1. Over-Under Representation 2021 Story**

#### **1. The Town(T)-The District Data Integrity Statement**

Data Set: How your area has changed in 10 years: Census 2021.

Source: Office for National Statistics (ons.gov.uk) Age group of usual residents: Scarborough - Yorkshire and The Humber - England (2011 to 2021) .

Link/URL:

<https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/articles/howyourareahaschangedin10years2021/2022-11-08>

Dataset: Comparison of 2021 v 2011.

Dataset age: Released 19 January 2023.

Availability: Free

Date viewed: 10/07/2024

Relevant range:

Dependability: Reliable source over decades.

Caveats:

Compilation: Easy

Note: the full dataset for all local authority areas can be downloaded from:

<https://www.ons.gov.uk/visualisations/censusareachanges/data/datadownload.xlsx>

## 2. GVA 2011 v 2021 Bus & Inn GVA 2011-2021 Story

### 2. Business & Innovation GVA Data Integrity Statement

Data Set: Lower-layer Super Output Areas (LSOA, England and Wales) Total GVA, pounds million

Source: Office for National Statistics (ons.gov.uk)

Link/URL:

<https://www.ons.gov.uk/economy/grossvalueaddedgva/datasets/uksmallareagvaestimates>

Dataset: 1998 to 2021 edition of this dataset 1998 to 2021

Dataset age: 31 January 2024 release date

Availability: Free

Date viewed: 10/07/2024

Relevant range: 1998 - 2021

Dependability:

Caveats: Used to inform the Index of Multiple Deprivation, Substantial gold mine of data, mapping breakdown not free in the UK (it is in Wales), and difficult and time consuming to work around. Where maps exist, Government sources rely on 2019 mapping.

Compilation: Hard work requiring a data analysis project in its own right, with subscription to mapping sources recommended.

## **2. Cum Scarborough v Y&H & UK Story**

### **2. Scarborough Biz Sect Counts Data Integrity Statement**

#### **2. Scarborough Biz Sect Pie Chart Visual Story**

An extract compiled from the Inter Departmental Business Register (IDBR) recording the number of enterprises that were live at a reference date in March.

Estimates can be broken down by employment size band, detailed industry (5 digit SIC2007) and legal status. Available from country down to mid layer super output area and Scottish intermediate zones.

An enterprise can be thought of as the overall business, made up of all the individual sites or workplaces. It is defined as the smallest combination of legal units (generally based on VAT and/or PAYE records) that has a certain degree of autonomy within an enterprise group.

Turnover provided for the majority of traders is based on VAT returns for a 12 month period. For 2017 this relates to a 12 month period covering the financial year 2015/2016. For traders who have registered more recently, turnover represents the estimate made by traders at the time of registration.

The turnover figures on the register generally exclude VAT but include other taxes, such as the revenue duties on alcoholic drinks and tobacco. They represent total UK turnover, including exempt and zero-rated supplies.

The data covers Scarborough Local Authority taking into account Whitby and villages.

Considerably more lower level data can be selected for viewing.

Data Set: UK Business Counts - enterprises by industry and turnover size band, measured as £XXX Thousand): For example, in 2011 there were 195 firms in a range of different sizes engaged in manufacturing.

Although top level turnover size is selected, the data can be broken down to VAT registered small business levels.

Source: NOMIS

Link/URL:

<https://www.nomisweb.co.uk/query/construct/submit.asp?forward=yes&menuopt=201&subcomp=>

NOMIS top level link: <https://www.nomisweb.co.uk/datasets/idbrent>

Dataset age: 2023

Availability: Free

Date viewed: 18/07/2024

Relevant range: 2010 - 2023

Dependability: Long term stable. The data does include turnover estimates within the actual data.

Caveats: None except the above, though be careful about interpretation.

Compilation: Lengthy first time, approach not difficult afterwards. Data selection calls for careful consideration of the questions one wants answered.

### **3. Scarborough Labour Market Visual Story**

#### **3. Labour Market Data Integrity Statement**

Preliminary: There are considerable labour datasets on the ONS NOMIS database for UK regions, and the question is how to decide on the most relevant for this survey exercise. The one that appears most useful for STT is a subset of the Labour Market Profile - Scarborough See also Skills and Education which is from the same source.

Data Set: Labour Market Profile - Scarborough Local Authority as was in 2023 (including Whitby and outlying towns).

Source: Office for National Statistics (ons.gov.uk) NOMIS

Link/URL: <https://www.nomisweb.co.uk/reports/lmp/la/1946157118/report.aspx>

Dataset: Population 2021 (Census), Workless Households 2022, Labour Jan - Dec 2023. Shown as a single HTML page.

Dataset age: As shown at 11/07/2024

Availability: Free

Date viewed: 11/07/2024

Relevant range: Full years 2021 - 2023 dependent on data type.

Dependability: The ONS/Nomis states 'As APS (Annual Population Survey) estimates are based on samples, they are subject to sampling variability. This means that if another sample for the same period were drawn, a different estimate might be produced. In general, the larger the number of people in a sample, the smaller the variation between estimates. Estimates for smaller areas such as local authorities are therefore less reliable than those for larger areas such as regions. When the sample size is too small to produce reliable estimates, the estimates are replaced with a #.'

Caveats:

Compilation: Be careful what you ask for.

#### **4a. Culture & Heritage - NYC stats Visual Story**

##### **Dataset: Scarborough: cultural admissions April 2023-March 2024**

For the purposes of this dataset our definition of culture includes music, art, theatre, sport & heritage.

Paid and unpaid admissions & participation in cultural events 2023

Cultural events play a crucial role in the annual programme of activity in Scarborough.

Both in terms of the residents and visitors, paid cultural admissions are larger than in many similar towns of equivalent scale because of the overall visitor numbers and the scale of the venues. In Scarborough.

Given that a large percentage of visits to the town are from frequent visitors (who account for over 80% of all visitors to Scarborough) with a significant proportion coming from North Yorkshire (see Visitor Insights), the town performs an important function as a cultural hub for North Yorkshire and the Yorkshire coast.

The following data can be improved in successive years as there will be smaller venues and events that we have not been able to capture but the figures here have been provided by the venues themselves or by authorised sources so we can be confident that they represent a reasonable baseline dataset.



## **5a Crime and Safety Overview Visual Story**

## **5b Crime and Safety by crime Visual Story**

## **5. Crime and Safety Data Integrity Statement**

Data Set: Data downloads Outcomes data only, level LSOA.

Source: Police UK

Link/URL: <https://data.police.uk/data/>

Dataset: May 2021 to April 2024

Dataset age: 3 month

Availability: Free

Date viewed: 10/07/2024

Relevant range: May 2021 to April 2024

Dependability: ONS Statement. The police recorded crime statistics for England and Wales are published as official statistics, not accredited official statistics. We removed their National Statistics accreditation in 2014 following an assessment which found evidence that the quality and consistency of the underlying data may not be reliable.

Caveats: UK Police forces publish two stats 'outcomes' and 'street'. The difference between them is one shows the crime, or suspected crime, and both show outcomes, but the outcomes data does not show the crime. There is little debate on the difference. I have worked with the 'street' datasets.

Compilation: Time consuming, several data transforms.

## **6a. Sca % Skills & Education Visual Story**

## **6b. Sca Skills & Education numbers Visual Story**

## **6. Skills & Education Data Integrity Statement**

Preliminary: There are considerable and excellent labour datasets on the ONS NOMIS database for UK regions, and the question is how to decide on the most relevant for this survey exercise. The one that appears most useful for STT is a subset of the Labour Market Profile - Scarborough.

Defining RQFs: There is a detailed breakdown of RQFs 1 through 8 on Wikipedia accompanied by many senior cross-country and cross-Europe references, see:  
[https://en.wikipedia.org/wiki/National\\_qualifications\\_frameworks\\_in\\_the\\_United\\_Kingdom](https://en.wikipedia.org/wiki/National_qualifications_frameworks_in_the_United_Kingdom)

Data Set: Labour Market Profile - Scarborough Local Authority as was in 2023 (including Whitby and outlying towns). See also Labour Market.

Source: Office for National Statistics ([ons.gov.uk](https://ons.gov.uk)) NOMIS

Link/URL: <https://www.nomisweb.co.uk/reports/lmp/la/1946157118/report.aspx>

Dataset: Labour Market Profile - Scarborough, includes Whitby and surrounding villages.

Dataset age: As shown at 11/07/2024

Availability: Free

Date viewed: 11/07/2024

Relevant range: Full years 2021 - 2023 dependent on data type. Note, other sections of this report cover different time ranges.

Dependability: Estimates are reliable, but not absolute.

Caveats:

Compilation: Straightforward.

## 8. Short Stay Rates Visual Story

### 8. Short Stay Rates Data Integrity Statement

There are multiple sources, most as dashboards, presenting different angles. It is hard to see an overall picture. I have used the ONS experimental database, which is limited, but reasonably clear.

Data Set: Guest nights, nights, and stays for short-term lets, UK 2023 Q4 versus Q3

This is a new experimental dataset which as yet is of limited use, the ONS are asking for improvements. It covers the number of guest nights, nights, and stays for short-term lets offered through online collaborative economy platforms (Airbnb, Booking.com and Expedia Group). Stays booked by other means aren't recorded.

ONS have stated (18/07/2024) that what they show is what is provided to them by Airbnb, Booking.com and Expedia.

Source: Office for National Statistics ([ons.gov.uk](https://ons.gov.uk))

#### Definitions:

Guest nights, nights and stays for short-term lets through online collaborative economy platforms, UK  
The number of guest nights, nights and stays for short-term lets offered via online collaborative economy platforms (Airbnb, Booking.com and Expedia Group).

#### Publication date

Released: 30 May 2024

Things you need to know  
These datasets are part of Short-term lets through online collaborative economy platforms, UK: Quarter 4 (Oct to Dec) 2023.

#### Definitions

##### Short-term lets

Short-term lets refers to rentals, such as apartments or rooms, booked through these three platforms, excluding other forms of accommodation, such as hotels or campsites.

##### Number of stays

The number of times a short-term let offered via the platforms was occupied.

##### Number of nights

The number of nights a short-term let offered via the platforms was occupied.

##### Number of guest nights

The number of nights spent during a stay, with a night counted per individual member of the visiting group. This can be influenced by guest group size and length of stay. For example, a family of four staying for 2 nights would be 8 guest nights, but 2 nights and 1 stay.

#### Domestic guests

Guests who are residents in the United Kingdom.

#### International guests

Guests who are non-residents to the United Kingdom.

Local administrative unit (LAU) and International Territorial Levels (ITLs) LAUs are maintained by Eurostat to meet the demand for statistics at a local level. LAU1 areas act as a building block to International Territorial Levels (ITLs), which are an internationally comparable regional geography for the UK. LAUs are broadly comparable to Local Authority Districts in the UK, however, there are some differences. While in Northern Ireland and Wales LAUs and Local Authorities are the same, for England and Scotland some local authorities are split up further as LAUs. For example, the single local authority of Cumberland equates to three separate LAUs.

#### Contact Details

Housing Analysis Team  
Office for National Statistics  
better.info@ons.gov.uk

Statistic used: Number of guest nights, totals by quarter The number of nights spent during a stay, with a night counted per individual member of the visiting group. This can be influenced by guest group size and length of stay. For example, a family of four staying for 2 nights would be 8 guest nights, but 2 nights and 1 stay. This gives the highest activity count.

#### Link/URL:

<https://www.ons.gov.uk/peoplepopulationandcommunity/housing/datasets/guestnightsnightsandstaysforshorttermletsuk>

Work from file guestnightsnightsandstaysforshorttermletsuk.xlsx

Dataset: Guest nights, nights, and stays for short-term lets, UK 2023 Q4 versus Q3

Dataset age: 30 May 2024.

Availability: Free.

Date viewed: 12/07/2024

Relevant range: UK 2023 Q4 versus Q3.

Dependability: Experimental, there is representational and method updates taking place.

Caveats: Limited.

Compilation: Low effort after identifying dataset.

## 9. Environmental Visual Story

### 9. Environmental Data Integrity Statement

What is 'Environmental':

According to the Environment Agency, these are the big environmental issues:

- Air pollution is the single biggest environmental threat to health in the UK, shortening tens of thousands of lives each year.
- After air pollution, noise causes the second highest pollution-related burden of disease in Europe, and is responsible for more life years lost than lead, ozone or dioxins.
- There is emerging evidence of health effects from lower levels of pollution, although these are not currently well understood.
- Antimicrobial resistant microbes are becoming more common in the environment due to contamination, meaning infectious illnesses may become harder to treat.
- Mental health conditions are increasing - they are the largest single cause of disability in the UK, and can be caused or affected by pollution, flooding and climate change.
- There is substantial and growing evidence for the physical and mental health benefits of spending time in the natural environment, but children are engaging less with nature.
- Exposure to pollution, and access to the natural environment are not equally distributed across society - people living in deprived areas often have poorer quality environments with less accessible green space.
- Equality of access to, and connection with, a healthy natural environment would save billions of pounds in healthcare costs and reduced economic activity every year.
- There are opportunities to improve health through the choices government, regulators, businesses and individuals make in creating and contributing to healthier, greener and more accessible environments.

Source: <https://www.gov.uk/government/publications/state-of-the-environment/state-of-the-environment-health-people-and-the-environment>

Viewed 15-07-2024

#### Data Focus

Agriculture, transport, and domestic emissions are the top 3 in North Yorkshire, and are considered by NYC to be low because of a sparse population of 77 people per square km. Air pollution is generally low on the coast and the studies tend to be town centred and daily, or region-level, but available over years.

Air quality therefore may not be worth considering., one long run chart showed it was low. However, anecdotally there are sometimes comments made about traffic fumes along South Bay. These are not discussed in this analysis.

But there is no question for Scarborough that coastal water pollution especially in the South Bay is the No.1 issue concerning the town. The data is therefore centred around this.

Data Set: Water quality sample results

Source: DEFRA

Link/URL: <https://environment.data.gov.uk/bwq/profiles/profile.html?site=uke2206-07400>

Dataset: 2024 Bathing Water Profile for Scarborough South Bay (Good data)

Dataset age: July2024 latest

Availability: Free

Date viewed: 17-7-2024

Relevant range: 5 Years

Dependability: High

Caveats:

Compilation: Underlying data is complex, have gone with the grades.

## **12. Rail Travel Data Visual Story**

### **Data Integrity Statement**

Data Set: Estimates of station usage

Source: Office of Rail and Road

Link/URL: <https://dataportal.orr.gov.uk/statistics/usage/estimates-of-station-usage>

Dataset: Table 1415 - Time series of passenger entries and exits and interchanges by station (ods)

Dataset age: April 1997 - March 2023

Availability: Free

Date viewed: 16/07/2024

Relevant range: 1997 - 2023

Dependability: Annual estimates of the number of entries/exits and interchanges at each station in Great Britain. These estimates are based primarily on ticket sales and are produced by Steer on behalf of ORR. For details on how these statistics are compiled, please see our Estimates of station usage quality and methodology report. We have also produced a list of frequently asked questions. For any information on revisions, please see our Revisions log.

Caveats: None apart from April 2003 - March 2004 missing, and that these are ORR estimates..

Compilation: Easy



### **13. Visitor Insights Mob Data Story**

#### **Data Integrity Statement - Toby Hyams**

Footfall: Frequent visitors to Scarborough 2023/2024

Visitor Insights provides footfall data to North Yorkshire Council. The data is generated by 15-digit IMEI numbers unique to mobile phone users. Visitor Insights base their data on a certain coverage rate (by the number of mobile phone companies with whom they have agreements). This determines the ‘coverage ratio’ which they state is between 50% and 65% for Scarborough thereby providing a reliably large data set upon which their data is based.

There are multiple trigger points around the town which provide NYC with data as to the frequency, origin (home locations) and overall numbers hour by hour, day by day, week by week. This generates large amounts of data which is complex to analyse but which offers the potential to provide businesses and organisations across the town with much more information about visitors to the town.

NYC receive a monthly report which quantifies the total visits (unique IMEI numbers) to the town. This is enlightening both for the scale of visits and for specific insights about the frequency of these visitors to the town.

In future years we will work with NYC to help analyse and share this data more widely with businesses and organisations and to ensure that it informs local economic and social policies, not least of all the Local Plan and other key strategies affecting the future of Scarborough.