

2017 Discernment Canvass Pilot

Glasgow City Council

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Glasgow

- The biggest city in Scotland
- It is the most ethnically diverse
- Has the largest Scottish student population
- And is home to some of Scotland's most vulnerable citizens





Data Sources

- Primary Data Source – Council Tax
 - Name changes
 - Notifications of death
 - Abbreviated/incorrect or varied spelling of names
 - U18s
 - Hierarchy of liability
- Secondary Data Sources
 - Previous year's HEF response
 - Education data



Data Matching Process

- Custom built data matching system outside EMS
- Household Composition based on number of electors
- Matching process – households received a score
 - All electors matched - HNL
 - No electors matched – HEF
 - Partial match – proceed to a secondary data match



Results

	No of electors	Volume	HNL	HEF
Household 0	0 electors	29,242	23,994	5,248
Household 1	1 elector	113,443	103,502	9,941
Household 2	2 electors	77,213	62,133	15,080
Household 3	3 electors	21,166	15,390	5,776
Household 4	4 electors	7,926	6,109	1,817
Household 5	5+ electors	2,643	1,785	858
	Total	251,633	212,913	38,720

	% HNL	% HEF
	82.1%	17.9%
	91.2%	8.8%
	80.5%	19.5%
	72.7%	27.3%
	77.1%	22.9%
	67.5%	32.5%
	84.6%	15.4%



Conclusion

- + Realise significant savings
- + Realign resources
- + Staff morale
- + Improved elector journey

- - Scottish Local Government attainers – pre canvass
- - Discernment email HEF process

Questions?