



Insight Matters



*Connecting
Data, Insight
and Action
Across Surrey*

October 2026

Connecting Data, Insight and Action Across Surrey

The first edition of *Insight Matters* explored Surrey's changing landscape and emerging community safety challenges, demonstrating how shared data, intelligence and partnership insight can support informed decision-making and collective action across Surrey.

Understanding Places. Sharing Insight. Informing Action.

Communities experience risk, vulnerability and opportunity in different ways. This edition explores how data, insight and community intelligence can be brought together to build a deeper understanding of the issues affecting Surrey's communities. From place-based analysis and local intelligence to emerging harms and horizon scanning, the articles in this briefing demonstrate how evidence can help identify need, understand risk and support informed decision-making.

It also highlights a range of tools, information resources and analytical approaches available through the Surrey Office of Data Analytics (SODA).



Prevention

Stop harm before it starts



Early Intervention

Identify and support early



Vulnerability

Protect and empower individuals and families



Community Cohesion

Stronger communities



Safety and Wellbeing

Creating places where everyone can thrive

SODA connects data, insight and action across Surrey, helping partners understand local challenges and make evidence-informed decisions.

Place-Based Approaches

Combining information from partners to identify borough-level challenges, support evidence-informed decision making, and improve outcomes across public services.

What is a Place-Based Approach?

A place-based approach focuses on the specific needs, assets and challenges of a defined geographic area, bringing together public services, communities, businesses and voluntary organisations to improve outcomes for local people. It recognises that complex social issues such as health inequalities, crime, educational attainment and economic inactivity are best addressed through coordinated action at a local level. [\[local.gov.uk\]](https://www.local.gov.uk)

National missions around economic growth, health, opportunity and safer communities increasingly rely on local, partnership-led delivery models.

SODA is well positioned to support place-based decision making through:

- Integrated multi-agency data and intelligence.
- Neighbourhood and community-level insights.
- Identification of local risk, demand and vulnerability.
- Evaluation of targeted interventions and partnership impacts.
- Evidence-driven prioritisation of resources and prevention activity.

Effective place-based working depends on high-quality local intelligence, strong partnerships and shared understanding of community need - all areas where SODA can add significant value.

Understanding Surrey's Places

The ambition is simple:

Create a single evidence-led view for Surrey to support collaborative working, inform decisions, strengthen prevention and improve outcomes

Understanding Surrey's Places is a new SODA analysis tool that is being developed to bring together data from across the partnership to build a shared understanding of Surrey's communities. By combining information to create an evidence-based Surrey picture, it will help partners identify where action is needed most, understand the factors driving local outcomes and target prevention activities more effectively.

A key ambition is to move beyond simply describing problems towards supporting prevention, providing a baseline for future policy development, investment prioritisation and programme evaluation.

As SODA supports the Community Safety and Prevention Board, further indices will be developed and included in the tool, such as a Community Harm Index. Combined with local knowledge, these contextual indexes can help understand not only **what is happening**, but also **why it is happening**, **where it is happening**, and **where interventions are most likely to make a difference**. For example, a Community Harm Index in the tool can highlight where there is the greatest vulnerability and experience of adverse outcomes and be used to help co-produce interventions with local expertise.

The tool will help answer fundamental questions about Surrey's communities:

Understanding Surrey's Places

- Helps identify trends and patterns.
- Provides a shared evidence base across partners.
- Identifies opportunities to deliver the greatest impact.



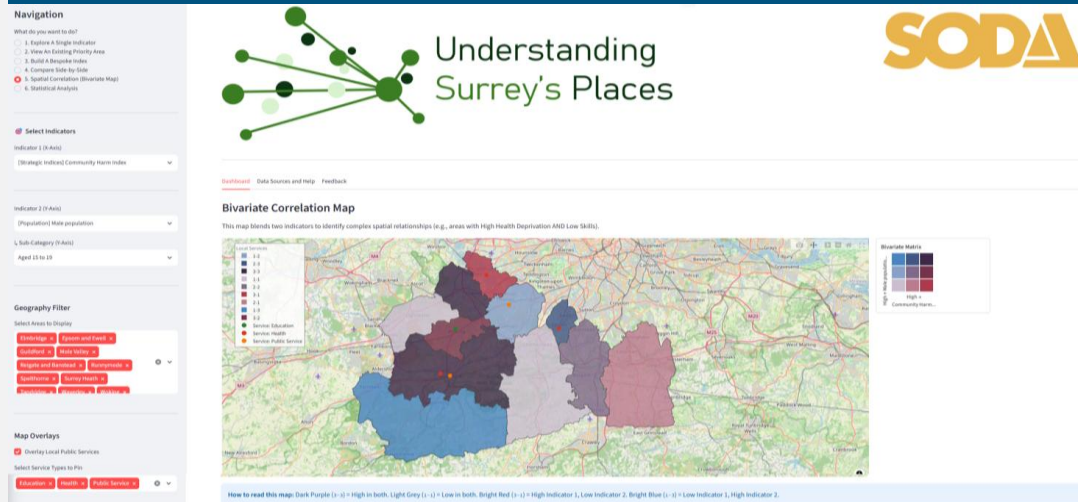
What Harms Are Clustering? Serious Violence Example

Understanding Surrey Places can be used to translate indicators into local insight.

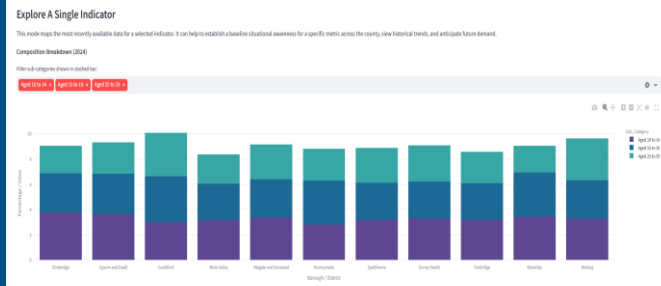
The Serious Violence Needs Assessment highlighted the following:

- **Gender: Males**
- **Ages: 14-18 yrs**
- **Risks:**
 - Vulnerability;
 - Trauma
 - Exploitation
 - Educational Disengagement
 - Mental health needs
 - SEND
- **Overlap: Victim and Offending**
- **Offences: Serious Violence Crimes**
- **Surrey localities with overlapping risk factors:**
 - Guildford
 - Reigate
 - and Banstead
 - Spelthorne

This tool supports a shift towards evidence-led, place-based prevention and enables partners to intervene earlier to reduce harm and improve outcomes for Surrey residents.



By bringing together demographic, education, health, safeguarding and crime data, Understanding Surrey's Places provides a place-based perspective that supports targeted prevention activity, partnership decision-making and resource allocation.



This tool allows partners to move beyond incident data alone and better understand the wider social and environmental factors that contribute to community safety challenges.





Capturing Community Intelligence

Bringing together community knowledge alongside data

Looking beyond traditional data, SODA is leading a Surrey-wide project, supported by the Surrey Health Determinants Research Collaboration (HDRC), to better understand community harm and emerging issues through the insights of practitioners, community organisations and local partners.

Current decision-making often relies on statutory data, which may not fully capture emerging risks, hidden harms, community concerns and frontline intelligence. This project will explore how community and practitioner insights are currently captured, shared and used across Surrey's partnerships, identifying opportunities to strengthen prevention, collaboration and evidence-informed decision-making.

The project will:

- Map current approaches to capturing, sharing and using community and practitioner intelligence across Surrey.
- Gather insights from frontline practitioners, community teams, VCSE organisations, strategic leads and SODA partners.
- Identify effective approaches for integrating qualitative intelligence with statutory data.
- Co-design a Surrey Shared Insights Framework to support consistent recording, sharing and use of local insight.
- Enable earlier identification of emerging issues and strengthen partnership responses across the county.

Community Insight Framework

- Captures lived and professional experience.
- Complements quantitative data.
- Strengthens local decision-making.

The aim is to create a practical, Surrey-wide framework that mobilises community knowledge alongside data, improving collective understanding, early intervention and partnership working.

**For further details about the project, contact us:
SODA@surreycc.gov.uk**

Online and Technology Enabled Harms

Harm doesn't always occur in physical locations - it increasingly moves between online and physical environments.

Technology is enabling, accelerating or amplifying harm, meaning prevention activity must consider both online and offline risks.

Technology is increasingly shaping how harm is experienced, perpetrated and amplified, meaning that many of Surrey's community safety and prevention priorities now have a significant digital dimension that cannot be considered separately from offline risk.

National agencies increasingly describe technology as an enabler that accelerates crime rather than a separate crime category.

It increasingly underpins the harms that Surrey partners are already working to prevent.

Examples include:

- Youth exploitation and grooming through social media and gaming platforms
- Online harassment and abuse linked to Violence Against Women and Girls (VAWG)
- Fraud, phishing and investment scams targeting residents
- Digital stalking, coercive control and technology-facilitated domestic abuse
- Online radicalisation and hate-related activity
- Criminal networks using encrypted communications and digital platforms
- AI-generated content, deepfakes and image-based abuse

Online Harms

- Emerging risks increasingly cross online and physical environments
- Early identification can support prevention and safeguarding activity.

Children's Exposure to Harmful Online Content

Findings from the [Children's Crime Survey for England and Wales \(CCSEW\)](#) show that over a third (37%) of children aged 10-15 have seen violent or criminal content online, with almost half of 13-15-year-olds exposed to hateful content. Digital environments are playing a growing role in exploitation, abuse, hate-related harm and poor wellbeing. It suggests harmful online content is now a mainstream experience for many young people aged 13-15.

Open-source research is used to understand the environmental factors.

This allows SODA to assess the wider landscape to ensure we are considering what might be the next emerging area for Surrey.

Online Violence Against Women and Girls

There is increasing concern around cyberflashing, image-based abuse, online misogyny and AI-generated sexual imagery. Regulatory changes under the Online Safety Act have introduced stronger expectations on platforms to identify and address these harms, reflecting the growing recognition that violence against women and girls is increasingly facilitated through digital spaces. ofcom.org.uk

Digital Serious and Organised Crime

The boundary between online and offline crime is becoming increasingly blurred. The [National Crime Agency](#) reports growing use of social media, encrypted communications and online networks for recruitment, exploitation and criminal coordination. Younger digitally native offenders are increasingly appearing within organised crime activity

AI-Enabled Harm and Exploitation

Artificial intelligence is increasingly being exploited by criminals to create child sexual abuse material, facilitate fraud, generate convincing phishing attacks and support online grooming. The National Crime Agency identifies technological transformation as the primary driver reshaping serious and organised crime, while the Internet Watch Foundation reports significant growth in AI-generated child sexual abuse material and sextortion-related harms. [National Crime Agency](#), iwf.org.uk

Economic Crime, Fraud and AI-Enabled Harm

Fraud remains the most common crime experienced by the public, accounting for around 45% of all estimated crime in England and Wales. Criminal groups are increasingly exploiting AI, deepfakes, voice cloning, cryptocurrency and synthetic identities to commit fraud and launder criminal profits at scale. The Government's new Fraud Strategy 2026-2029 has introduced a national Online Crime Centre and expanded data-sharing arrangements to identify and disrupt fraud earlier. [Government Fraud Strategy 2026-2029](#), [National Crime Agency](#)

Place-Based Violence Prevention

Violence prevention is increasingly focusing on places as well as individuals. The new Safety In and Around Schools Partnership uses hyperlocal mapping to identify knife crime hotspots around schools and travel routes, helping partners understand how local environments contribute to risk. This reflects a growing emphasis on contextual safeguarding and place-based approaches, recognising the influence of schools, neighbourhoods and public spaces on youth safety. [Schools in knife crime: GOV.UK](#), [Youth Endowment Fund](#)

Using this alongside partner information allows us to build a complete Surrey picture that is evidence-led to determine the correct response to a problem.

Serious Violence and Knife Crime Prevention

The Government continues to prioritise prevention alongside enforcement in tackling serious violence. Recent measures have strengthened controls on online knife sales, expanded powers relating to offensive weapons, and increased the role of schools in violence prevention. Updated *Keeping Children Safe in Education (KCSIE) 2026* guidance also places greater emphasis on identifying, assessing and reporting concerns relating to weapon carrying and serious violence among children and young people. [KCSIE 2026](#)

High Street Organised Crime

High streets are increasingly being identified as locations vulnerable to organised criminal activity. National enforcement activity has highlighted the use of barber shops, vape stores, mini-marts, nail bars and other cash-intensive businesses to launder criminal proceeds, facilitate illegal working and distribute illicit goods. In response, the Government has launched a new High Street Organised Crime Unit and committed £30 million to tackle organised criminal activity operating through legitimate-looking businesses. This reflects a growing recognition that local town centres can be exploited by organised crime networks and may require a coordinated community safety response alongside traditional enforcement activity. [New high street unit set up: GOV.UK](#)

Domestic Abuse Related Death Reviews (DARDRs)

The Home Office has published new statutory framework for reviewing Domestic Abuse Related Death Reviews (DARDRs), replacing the former Domestic Homicide Review framework and introducing revised review criteria. The new arrangements apply to cases from **15 September 2026** onwards and introduces updated criteria intended to improve understanding of patterns, risk factors and opportunities for earlier intervention. [Domestic abuse: GOV.UK](#)

Anti-Social Behaviour (ASB) Reform and Information Sharing

The Government has published updated Anti-Social Behaviour (ASB) guidance, effective from 26 October 2026, introducing a stronger victim-focused approach and new powers to tackle ASB. The reforms place greater emphasis on partnership working, accountability and information sharing, including the introduction of Respect Orders and enhanced review processes. For Surrey, the changes strengthen the case for integrated multi-agency data sharing and intelligence-led prevention, creating opportunities to identify repeat victims, locations and perpetrators more effectively while supporting targeted interventions and improved monitoring of outcomes. [Crime and Policing Act 2026: ASB Factsheet](#)



How can you contribute ...

Connect and Learn More

**Help us to
build the
Surrey
picture by
sharing your
knowledge**

**What are
you seeing
locally?**

**Contact
SODA**

Connecting data,
insight and action
across Surrey, helping
partners understand
local challenges and
make evidence-
informed decisions

Share:

- Emerging issues and intelligence
- Examples of innovative practice
- Local insight and community feedback
- Research and analytical outputs
- Datasets that could strengthen Surrey's shared evidence base

Share emerging risks, datasets, research and community concerns with SODA. [Surrey-i](#) is a tool for everyone to use and publish information on.

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Surrey-i Knowledge Area

Surrey Office of Data Analytics (SODA): A partnership
approach to insight | Surrey-i

Queries on Surrey-i: surreyi.helpdesk@surreycc.gov.uk

Together, we can strengthen Surrey's shared evidence base and turn insight into action.