

INSIGHT PROGRAMME OVERVIEW

29 January 2020

West Midlands Open Data Forum

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Background and Context

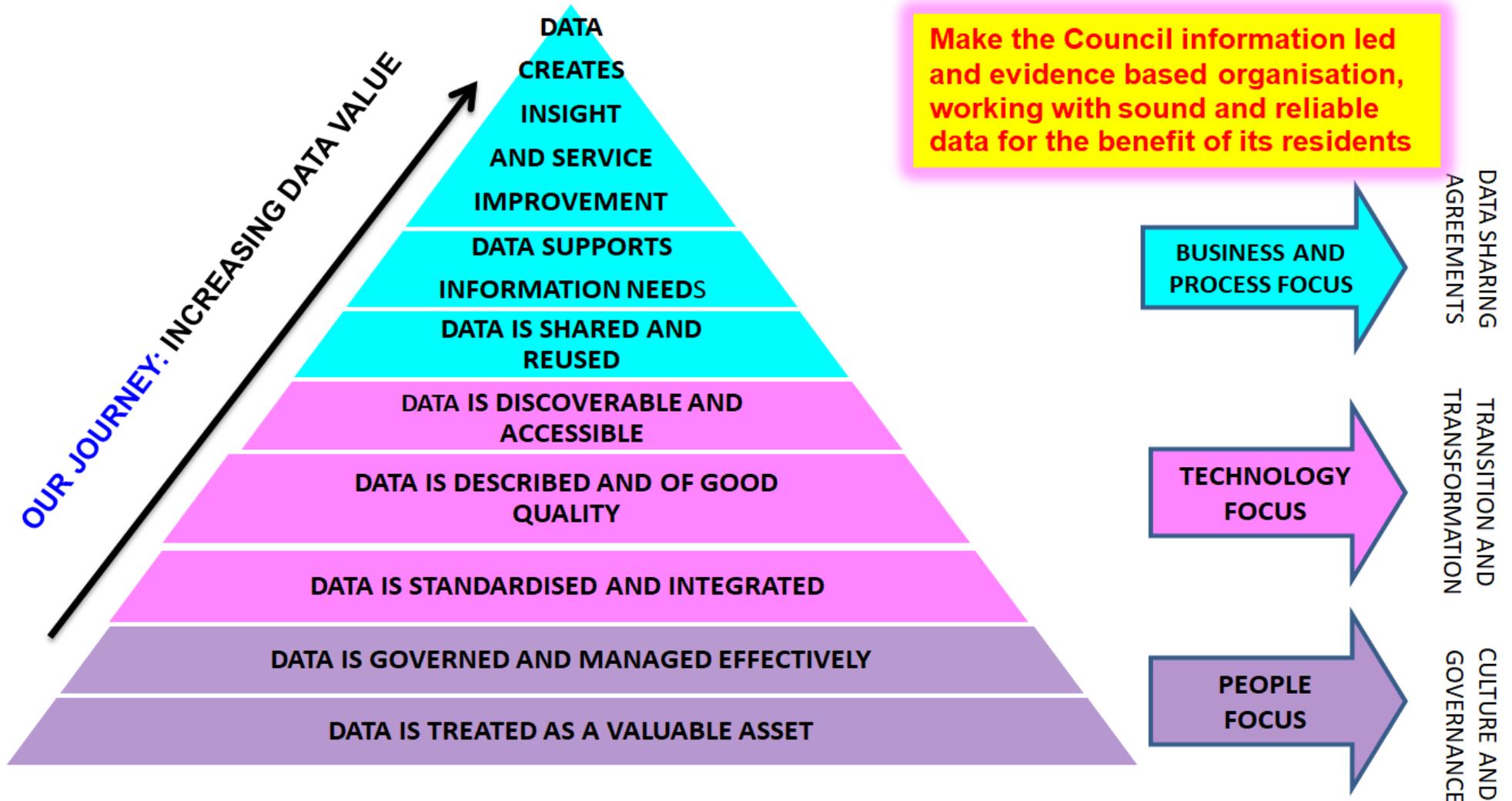
The Council Plan clearly articulates an ambition to “.....**make much better use of customer insight and business intelligence to ensure we make informed decisions and deploy all our resources appropriately**”. In the ICT&D Strategy of 2016 insight was recognised as a key theme “.....**becoming more data centric so BCC can create the capability of turning information into insight**”.

Areas that need improving - IM Strategy to be delivered by Insight Programme

- **Operating Model:** BCC’s data and information is not currently managed as a single resource across the Directorates and Services with no centralised delivery service
- **Culture:** Current management practices do not make all required data easily available to those who need to work with it on a regular basis.
- **Processes :** time consuming and complex resulting in inefficiencies in the deployment of resources
- **Data Quality:** quality is suspect, inconsistent and isn’t always accessible and available

The fundamental concept embedded within the Information Management (IM) strategy is to make all Council data (and required external data) available for information provision in the most effective and efficient manner possible.

The Information Management Strategy Vision



Our Current State: silos of data, incomplete information, varying maturity of data awareness and management

Insight Capabilities

STRATEGIC OUTCOMES

001: Establish an Information ecosystem

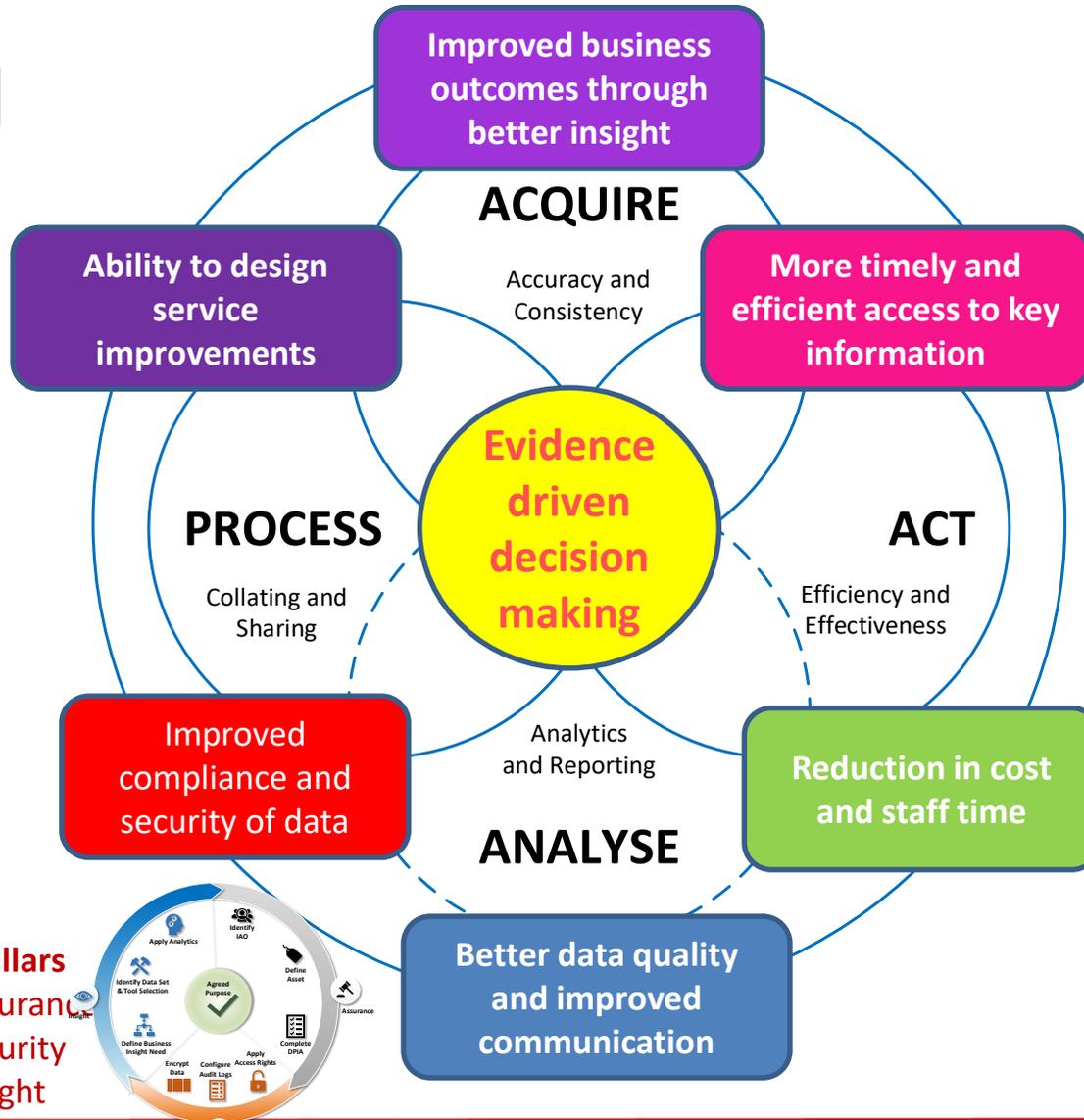
002: Support a single entity focus

003: Data classification & source knowledge & transparency

004: Efficiency & optimisation in information provision

005: Increased value through data analytics capabilities

3 Pillars
Assurance
Security
Insight



006: Strong data and information governance

007: Business culture & change in data management & use

008: Relevant data trained & skilled staff

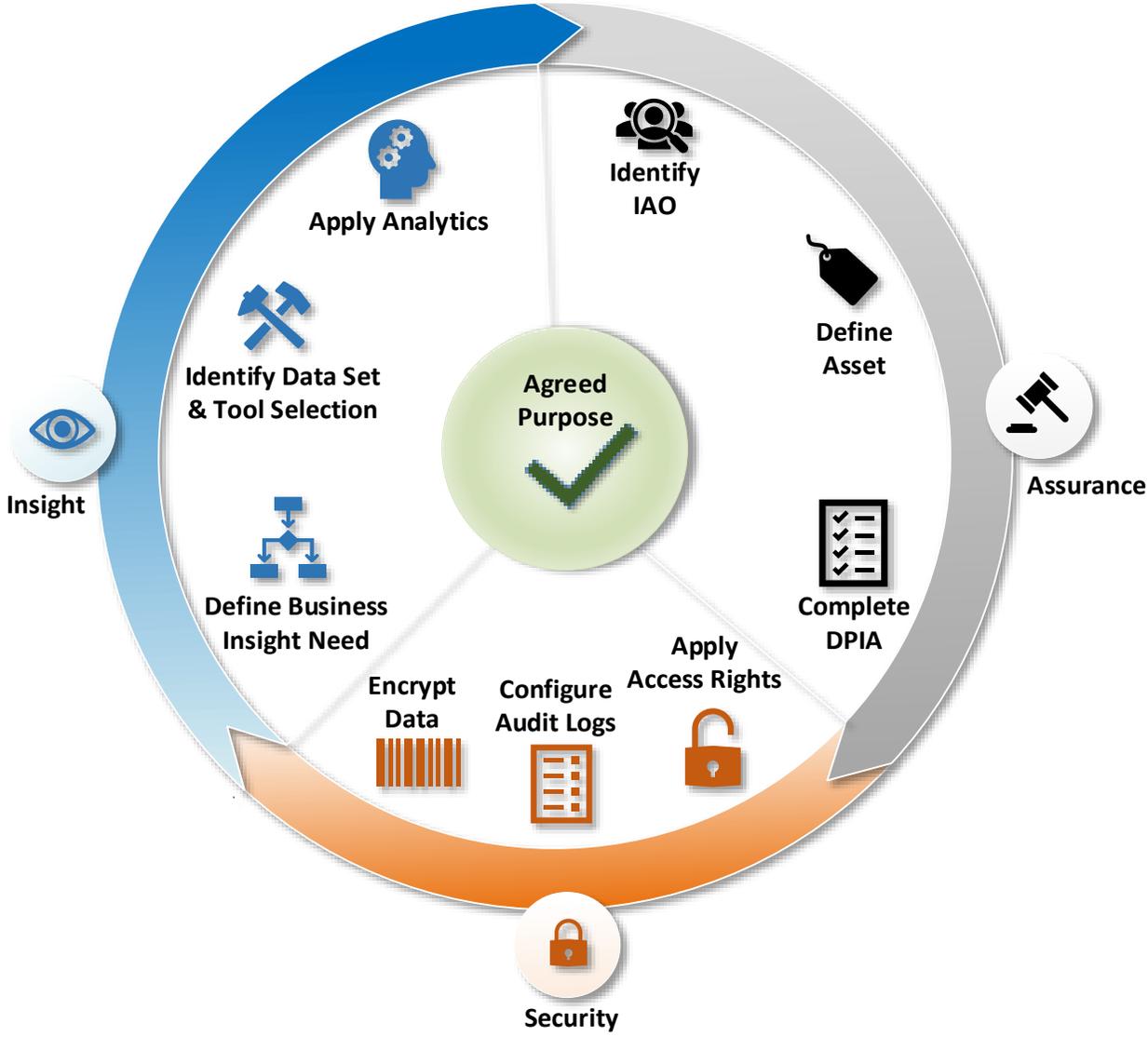
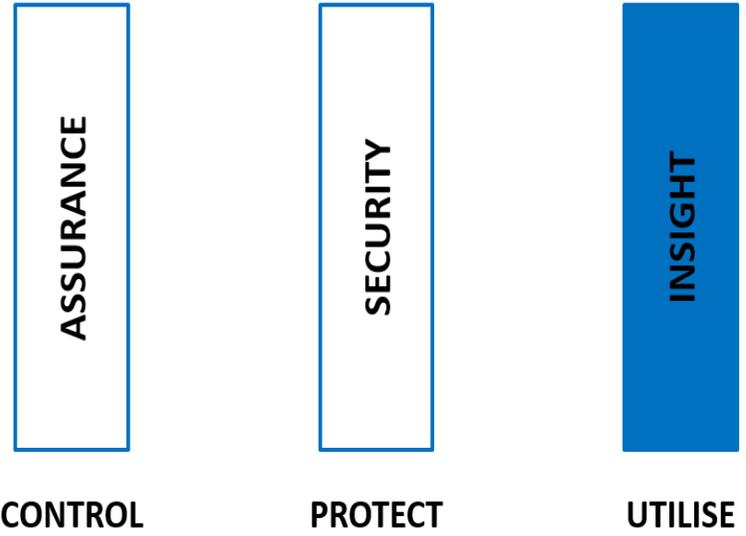
009: A technology enabling environment

STRATEGIC OUTCOMES

Making a positive difference every day to people's lives

Insight Programme is part of the 3 Pillars Methodology

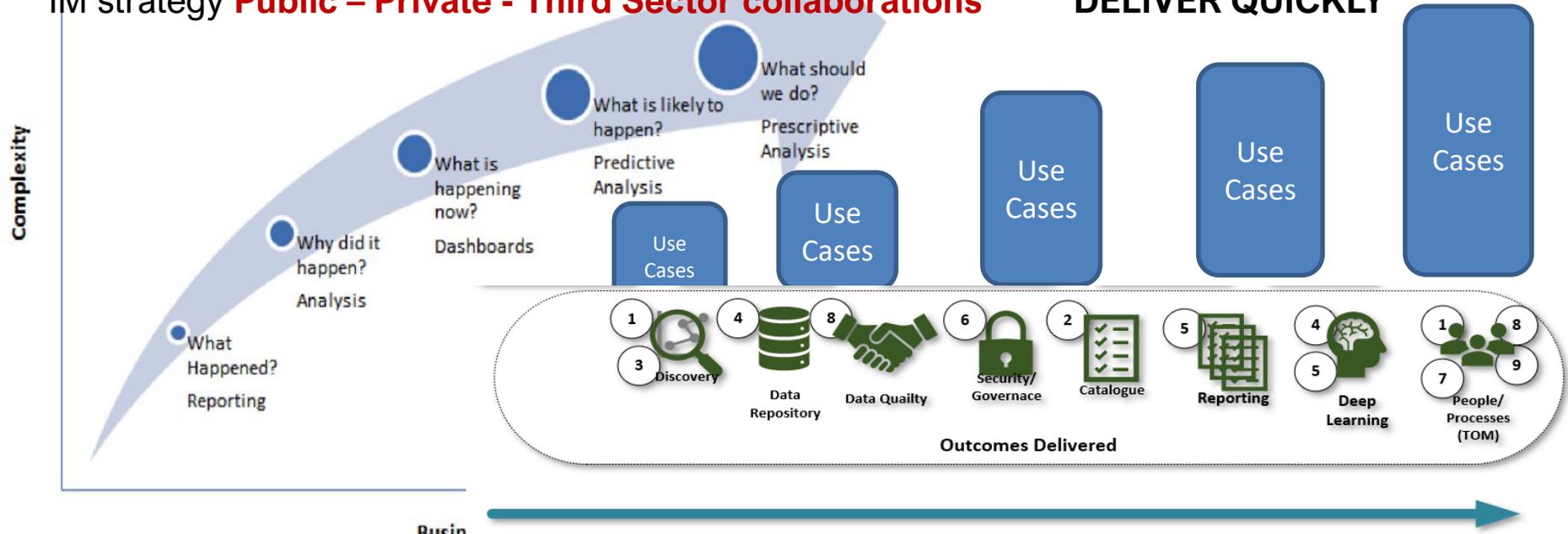
Information - 3 Pillars



Strategy – 3 pronged approach

“think big, start small and deliver quickly”

- Build & deliver foundational capabilities and enabling behaviours – this will be long-term (2 - 3years)
THINK BIG
- Run a series of use cases - small, iterative, agile projects to deliver immediate business value quickly: **build, test, review and iterate** our design and approach – **START SMALL**
 - Categorised to demonstrate ‘Proof points’
 - Defined business success criteria - entry & exit points
 - Assisted through data clinics
- Collaborate and work with others to deliver use cases at pace and more cost effectively. This will extend our knowledge, capabilities and shape technology / business investment to future proof the IM strategy **Public – Private - Third Sector collaborations** **DELIVER QUICKLY**



Insight Programme Delivery Structure

PARTNERSHIPS, INSIGHTS & PREVENTION

SRO: Jonathan Tew

Client Sponsor: Peter Bishop

CORE DELIVERY TEAM

Programme Manager, Data Engineer, Data Scientist, Chief Architect, Comms Manager

WP1 Programme Management

WP3 Data Management Framework & Services

WP2 Analytics TOM

WP5 Comms & Engagement

Capacity & capability building

Capacity & capability building

WP4 USE CASES & PROOF OF CONCEPT PROJECTS

Strategic Partner ANO: capacity & capabilities

Digital processes & methodology; data analytics & management; business change

Outputs of Project

Data skills training & CPD pathways

Business Intelligence Competency Centre (BICC)

Insight platform, analytical tools & services

Data management & governance people; processes & technology

Data driven service design
More timely & efficient access to key information



Outcomes Delivered

Reduction in cost & staff time
Better data quality & improved comms
Improved business outcomes

Overview of Use Cases & PoC

Performance Management

- Improve and speed up the collation and visualisation of performance data; ability to use and present Council performance indicators in an interactive and dynamic way. Automate back end reporting from directorates

Civic Dashboard

- Engagement of citizens and Members with use of council services data (real time / dynamic) that will help drive action at a local level to improve services and neighbourhoods

Housing Conditions Plus

- To improve conditions of Private sector rented properties and explore use of licensing and other powers to target rogue landlords across the city based on comprehensive data analysis

Detecting Fraud

- Detect fraud more efficiently by introducing more advanced and faster techniques e.g. automated machine learning; cluster analysis; patterns and connections

East Birmingham

- To understand an area better, like East Birmingham and make better decisions & a real difference to the lives of people that live there requires a better understanding of the data

Descriptive

- Data Visualisations
- - GIS

Prescriptive

Analytics

- Forecasting
- Simulation

Predictive Analytics

- Data mining
- Pattern analysis
- AI machine learning

Exploratory

- Data Science
- AI

Progress: Phase 1 March 2020: Definition of the Target Operating Model

- Organisational Readiness Interviews & Assessments
- Draft Target Operating Model in peer review, including high level conceptual architecture for data lifecycle management and analytics, roles and responsibilities and engagement process is complete.
- Stakeholder engagement and peer review of TOM started w/c 27 Jan with final version for sign off w/c 17 February
- Soft Market Testing started for data management tools to developing an understanding of what tools are available across the market.
- Roadmap planning activity is underway to determine transition states and delivery approach to implement end-state Target Operating Model.
- Use case delivery underway
- Skype and lunch and learn sessions
- Development of the Data & Research Ethics Frameworks that will ensure compliance and due diligence in how we use and apply the Insight and Research work appropriately

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