

# Insight Programme

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# Programme Vision

The Insight Programme (Jun 2019 – Dec 2021) is delivering the vision of the Information Management strategy 2018 to

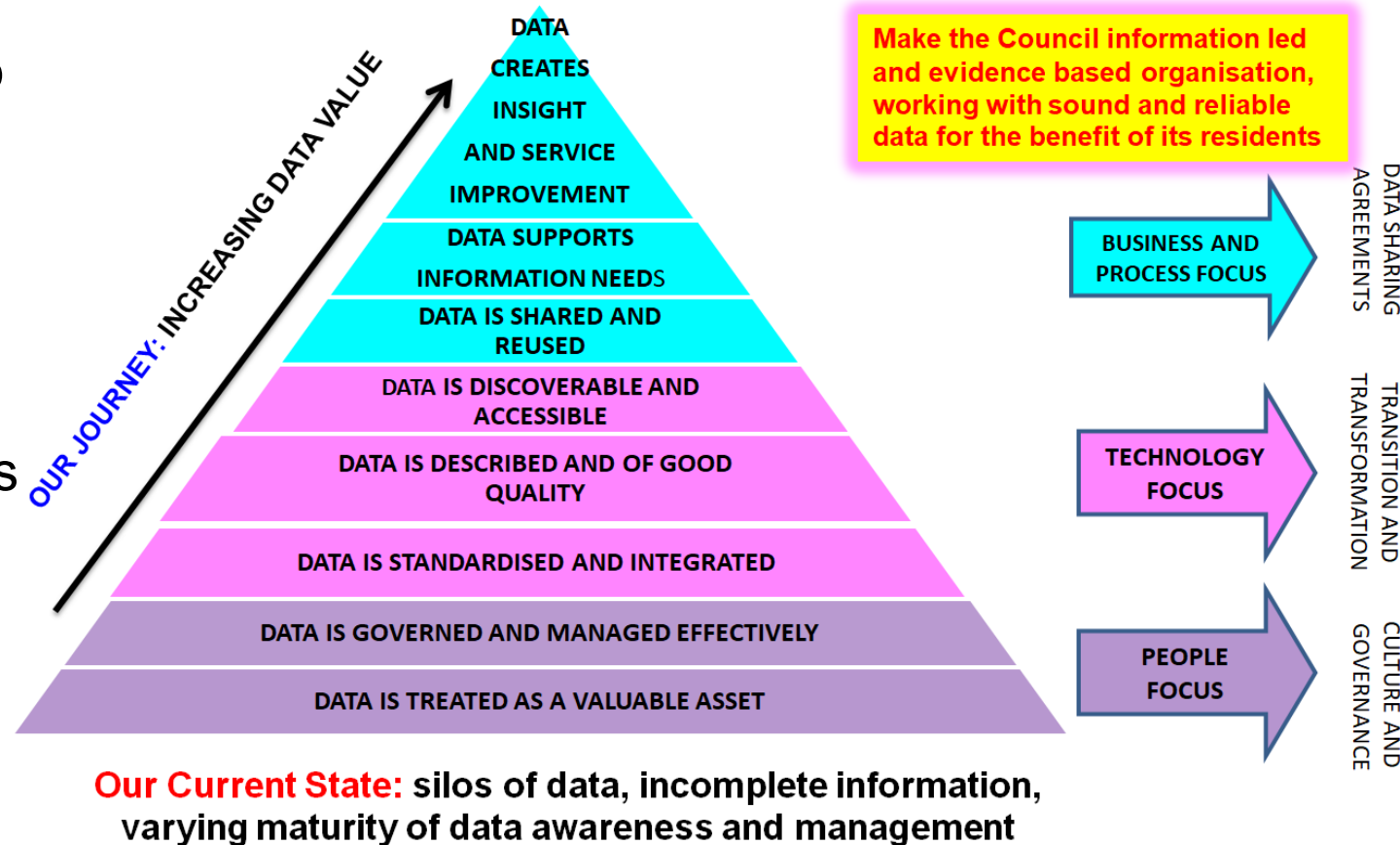
***“make the Council an information led and evidence based organisation working with sound and reliable data for the benefit of its residents”***

Phase 1: Definition, Design and Use Cases  
Completed 21 May 2020

Phase 2: Refine, Operationalise and Scale  
Starting: 1 Jul 2020 – 31 Dec 2021

Agile approach – includes development of Birmingham’s Open Data Factory

## The Information Management Strategy Vision



# Proof of Value Use Cases to Validate organisational capabilities

Capability	Improve Performance Management Reporting	Better Housing Conditions	Improving lives in East Birmingham	Improve the detection of Fraud
<b>Business Benefit</b>	Collate & visualise Council performance indicators in a more efficient and dynamic way	Profile of housing and communities to improve housing conditions in the private rented sector	Make better decisions in a locality by mix and matching multiple data sources across multiple business queries	Detect fraud more efficiently by introducing more advanced and faster techniques
<b>Organisation wide strategic benefit</b>				
Data Model	✓	✓	✓	✓
Data Dictionary	✓	✓	✓	
POLE Framework		✓	✓	✓
Data Partner Collaboration	✓	✓	✓	
Data Visualisation	✓	✓	✓	✓
Data Science Management		✓	✓	✓
Data Science as a Service			✓	

# Improving Performance Management Reporting

Make data more relevant to decision makers

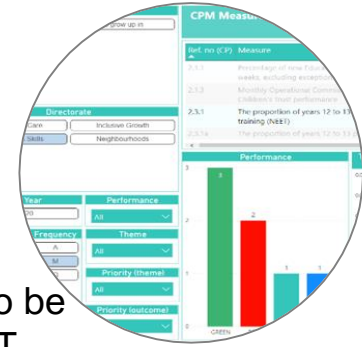
**Directorates**



## User Story 1

As an Analyst, I want to be able to replicate the existing PDF report and present it more visually using a BI tool like PowerBI.

**Visualisation Tool**



## User Story 3

As an Analyst, I want to be able to automate performance reporting so that it saves time and eliminates the need to manually collate reports from the directorates; this needs to be adaptive and flexible as requirements can change

**Shared One Drive**



**Online Forms**



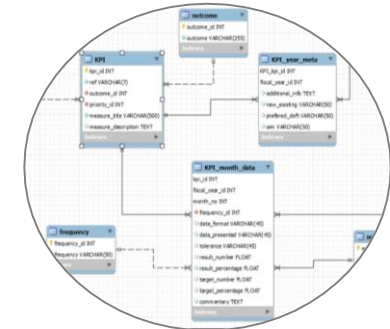
## User Story 2

As a Manager, I want to be able to use dynamic reporting to filter performance measures interactively and respond to on-the-fly questions.

## User Story 4

As a Manager, I want to be able to test this out (CLT and Members). This will help inform our strategic approach for the future and assess BAU requirements for dynamic reporting.

**Data Model**



# Improving Performance Management Reporting

## Before

- Time consuming to create reports
- Manual data manipulation
- Rigid report structure
- Multiple inconsistent data formats

## Current

- CPM Interactive Dynamic Dashboard
- Data model to drive Dashboard
- Template for Data Entry

## After

- CLT interactive Dynamic Dashboard
- Data model to improve consistency
- Reduced time taken to produce reports by >25%

## Critical Success Factors

- CLT interactive Dynamic Dashboard
- Data model to improve consistency
- Reduce time taken to produce reports by 25%

## Programme Wins

- Agile Approach with Business Product Owner
- Full Business Engagement

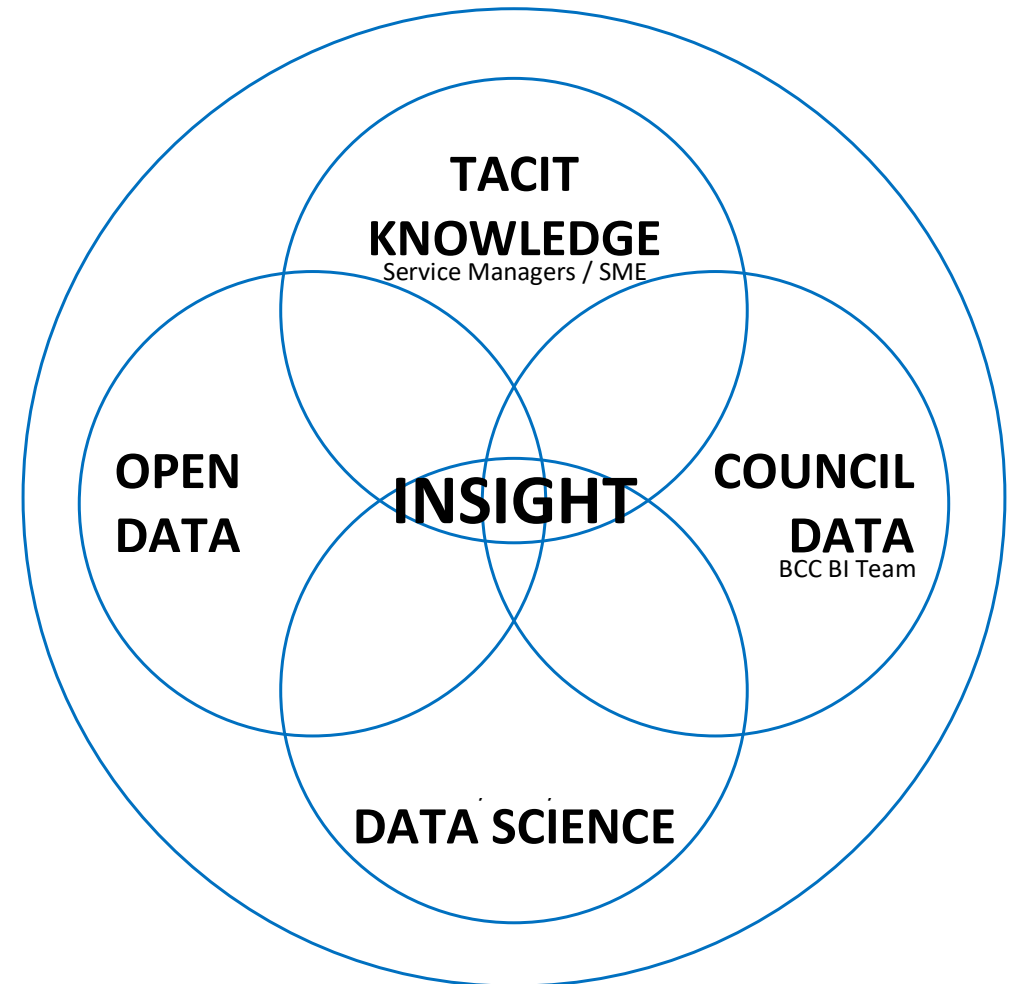
## Enhancements

- Automation of data input from Directorates
- Use data model to develop a data dictionary
- Modify data model for other Services to create dashboards – streamlined reporting capability

# Data as a Service

## Demand Profile – ‘East Birmingham’ Theme: Vulnerability (health, financial)

- Types of Business Need
  - What Happened / Is Happening - Descriptive Analytics
  - Why Did It Happen - Diagnostic Analytics
  - What Will Happen - Predictive Analytics
  - What should we do - Prescriptive Analytics
- Levels of Engagement Required
  - Low (Basic IT Support)
  - Medium (Data Management / Analytics)
  - High (Full Stack Support)



# Improving the lives of residents in East Birmingham

## Before

- Inability to apply evidence-led interventions for Inclusive Growth
- Data separated across Services making combining Open Data, Partner Data, and BCC Data difficult
- Limited application of analytics

## Current

- Approach agreed to focus on Vulnerable Citizens
- Data collection of Open Data, Partner Data, and BCC Data in progress
- Continual workshops with Service Managers

## After

- Support Service Managers to develop service improvements across a specific region of Birmingham using combined Council and Open Data.
- Vulnerable Citizens Index of defined indicators and determinants

## Critical Success Factors

- Vulnerable Citizens Index of defined indicators and determinants
- Repository of anonymised Council and Open Data for analytics

## Programme Wins

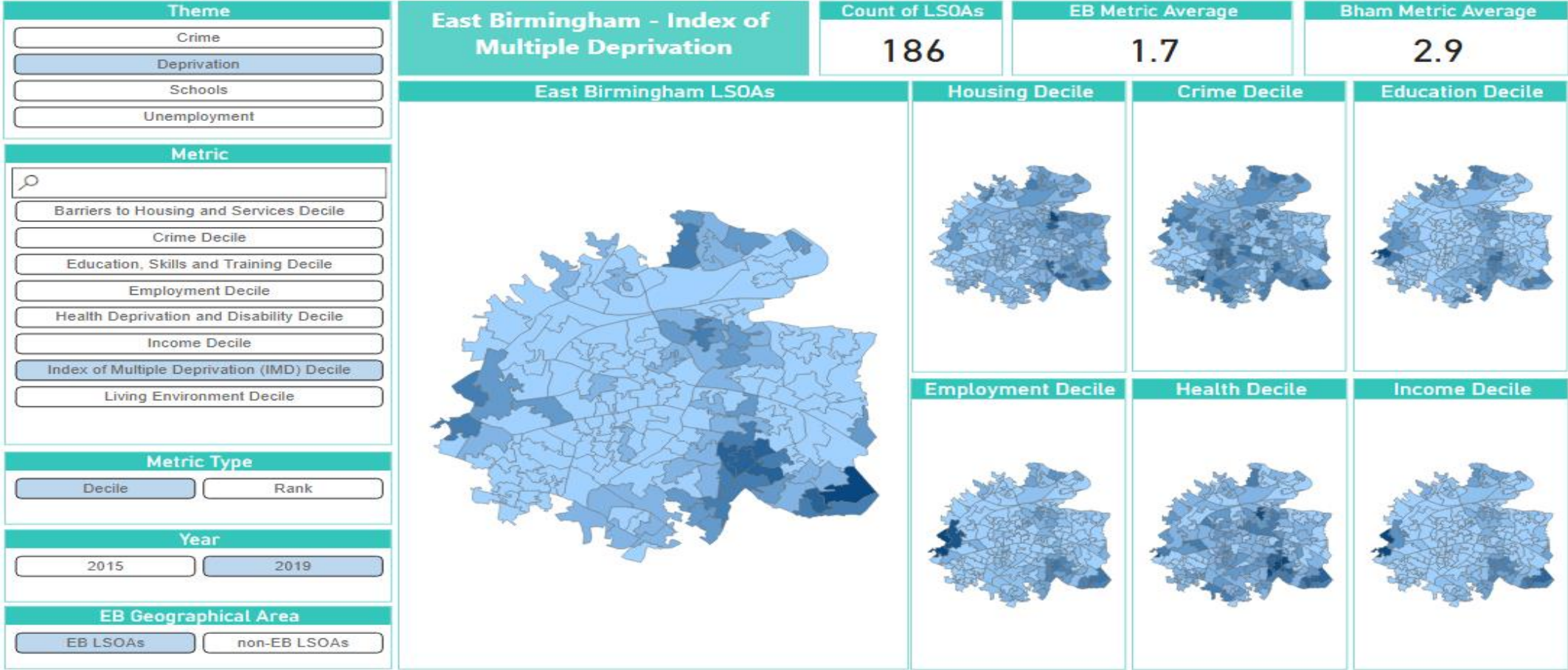
- Agile Approach with Service Managers
- Full Business Engagement

## Enhancements

- Support Covid-19 Recovery

# East Birmingham Power BI dashboard

Index of Deprivation applied to East Birmingham area





[birmingham.gov.uk/futurecouncil](https://www.birmingham.gov.uk/futurecouncil)

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