Insight Led Council
Corporate Services Scrutiny Board
July 2023

Derby City Council

Introduction to Policy & Insight

- Policy and external affairs, horizon scanning

- Consultation

- Insight, research and Intelligence

- Statutory submissions including school assessments

Derby City Council

General sources of insight for councillors

Info4derby website [Info4Derby – Welcome to Info4Derby](#)

Population Report for Derby

Most of the data in this report are sourced from Census 2021 tables. A usual resident is anyone who on Census Day, 21 March 2021 was in the UK and had stayed or intended to stay in the UK for a period of 12 months or more, or had a permanent UK address and was outside the UK and intended to be outside the UK for less than 12 months.

census 2021

◉ Age and Sex

All persons	Females	Males
Derby (2021)	Derby (2021)	Derby (2021)
261,364	**131,854**	**129,510**

Population by sex for Derby (2021)

Females   50%

Males   50%

An intelligence site providing information and data about the demographic and socio-economic characteristics of Derby

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General sources of insight for councillors

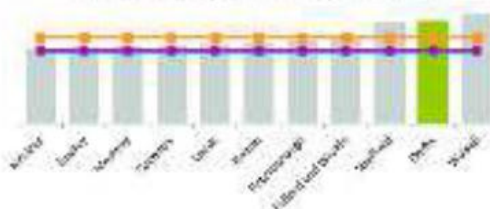## MiDerby: - **Policy and Insight report library**

- Deprivation and poverty
- Economic reports
- Population and Demographics
- Census 2021 summaries

- Horizon scanning briefings

- Consultation reports

- Benchmarked statistical analysis on statutory returns

- School Census summaries

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General sources of insight for councillors

- LG Inform: Explore data | LG Inform (local.gov.uk)

- NOMIS Area Profile – key stats by LA 2021 Census Profile for areas in England and Wales - Nomis (nomisweb.co.uk)

Becoming an Insight led Council

Challenges

- **Service specific databases** leading to duplication and inconsistency of data

- **Tactical reporting**, driven by applications or services

- **A lot of manual effort,** often to produce data at short notice

- **Ageing performance system** – DORIS needs to be replaced

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Becoming an Insight led Council

Opportunities

- **Improve data quality** and reduce the amount of manual intervention
- **Integrated records** to provide a single version of the truth
- **More strategic reporting** focused on council wide priorities
- **Improved sharing and analysis** of our data and insight to evidence impact, outcomes and inform decisions

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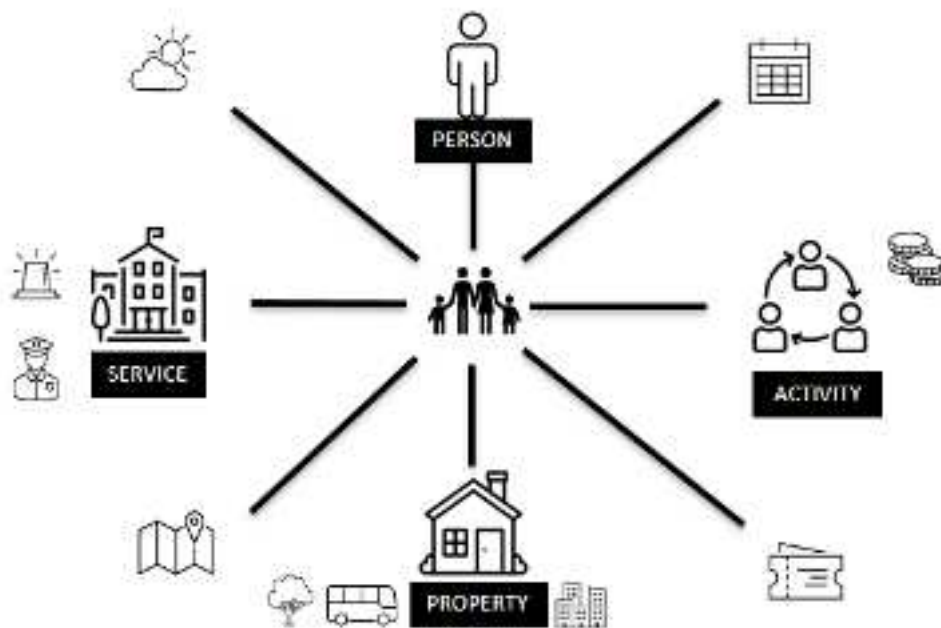
Becoming an Insight led Council

- A programme designed to maximise the data and insight we hold to create a single, trusted and timely version of the truth to inform our decisions

- Part of the Working Smarter portfolio in the Council Plan 2022 – 2025 making our council more efficient and effective, accelerating the pace and focus of change to deliver value for money for our citizens and stakeholders

- Workstreams covering People and Culture, Data Design, Technical, Performance & Reporting

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Insight Led Council (ILC) Approach

Designed a dimensional model to expand with different datasets

Data transformed in a warehouse into a single view of:

➢ People

➢ Places or Households

➢ Things that happen

Applied Supporting Families framework as the proof of concept

Extracts from:
Social Care
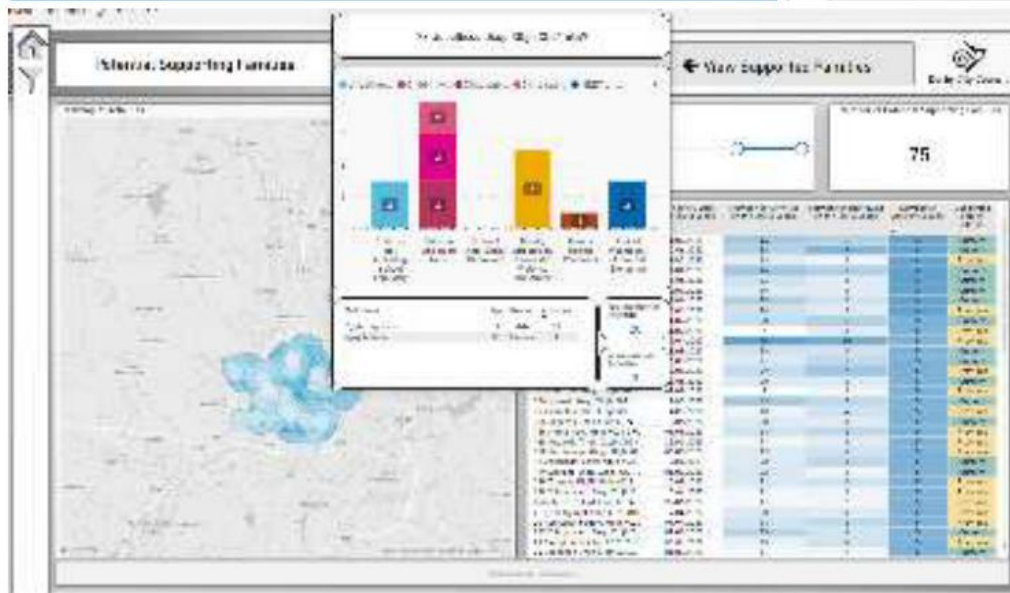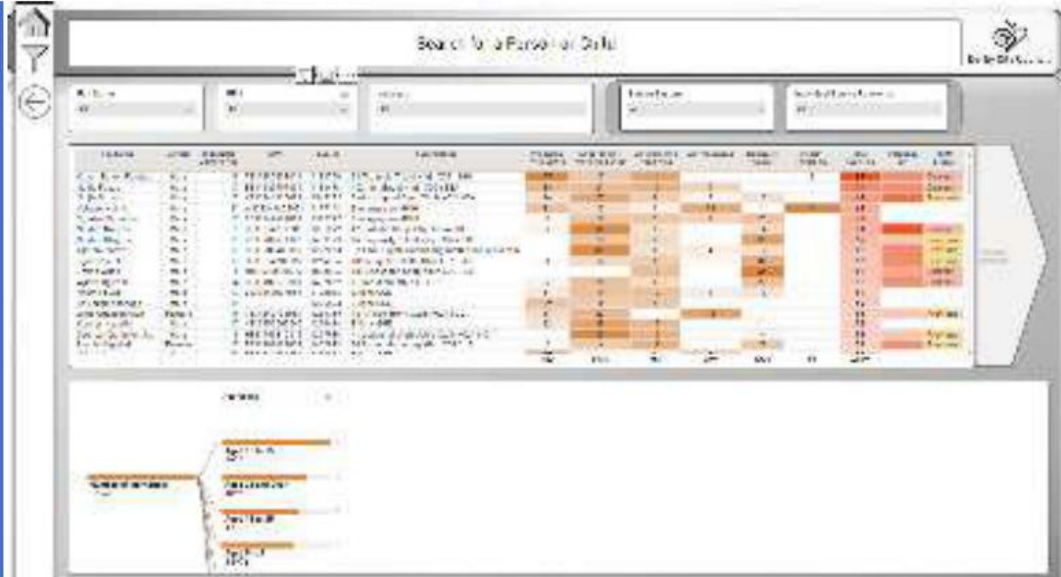Education
Youth Offending
Post-16 activities
Address data

Data is refreshed every night

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Soft launch from 1st March

Feedback

Checked all new families in advance of the VCM panels and found every case

Was able to drill right down to individual and family level

Everything matched up to the referral form

Casework Support Officer (Early Help and Children's Social Care)

The system pulls so many strands of information together, that gives us a true picture of families and there is so much potential to expand further. It's an excellent system to optimise our intelligence

Head of Service (Early Help)

Fantastic! Got lost in it for hours – in a good way!

Commissioning Manager (Early Help and Supporting Families)

...it's so great...I am thinking how the system would strongly support a trauma informed approach in children's services
Workforce Learning and Development Manager

...extremely impressed with the potential
Head of Business Support

...we've needed this for a long time!
Children's Centre Service Manager

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Benefits

Efficiencies for practitioners
- time saved on referrals, would usually send several emails to other services, spend time searching systems
- ability to view household information on new families ahead of vulnerable children's meetings
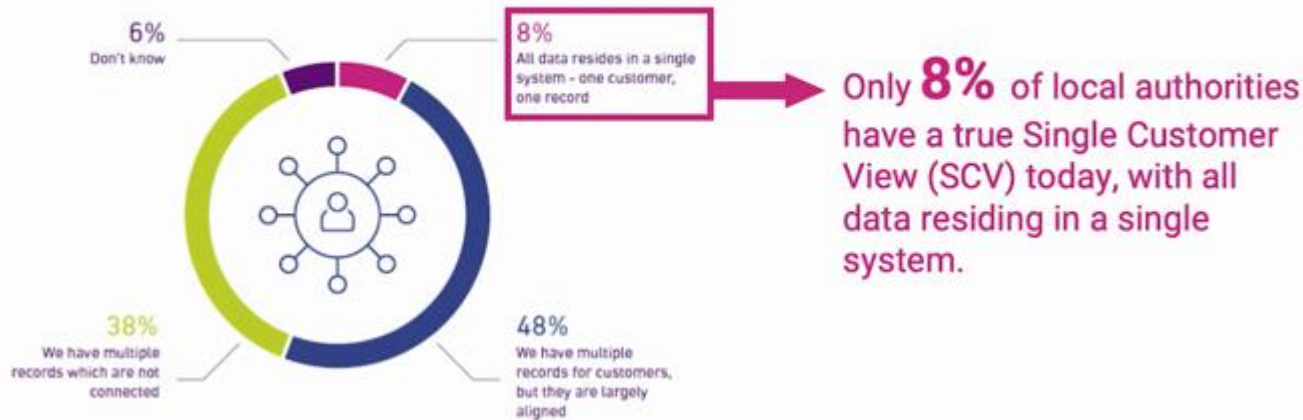
Improved data quality
- 95% match rate of records
- improved data in source systems for statutory returns

Early identification
- view of histories across services, families/individuals reaching referral thresholds, managing demand
- use of predictive analytics/forecasting

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Experian – The Impact of Better Data in LG

Progress towards Single Customer View

6%
Don't know

8%
All data resides in a single system - one customer, one record

Only **8%** of local authorities have a true Single Customer View (SCV) today, with all data residing in a single system.

38%
We have multiple records which are not connected

48%
We have multiple records for customers, but they are largely aligned

56% of councils say smarter use of customer data is allowing us to tailor revenue collection more appropriately

81% of councils believe a SCV would reduce revenue loss

Next steps

- Continued rollout to services – delivering demos, guidance and training videos

- Introduce an SLA for ongoing maintenance of the platform

- Scope out future projects linked to council priorities and emerging need e.g. aged debt, localities and neighbourhoods

- Draft a high level design for a performance and risk system

- Explore links with partners such as Derby Homes, Community Action Derby, Police and Health services

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