Insight Led Council

Corporate Services Scrutiny Board
March 2023

Derby City Council

OPPORTUNITIES:

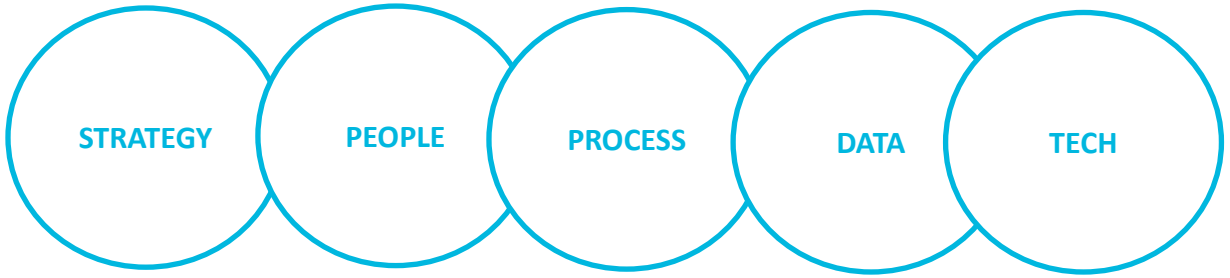
- **Improve data quality** and reduce the amount of manual intervention
- **Integrated databases** reducing duplication and inconsistency of data
- **More strategic reporting of data**, not driven by applications or services
- **Improved sharing and analysis of our data and insight** to evidence impact, outcomes and inform decisions

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

Becoming an Insight Led Council

- Five building blocks to becoming insight led:

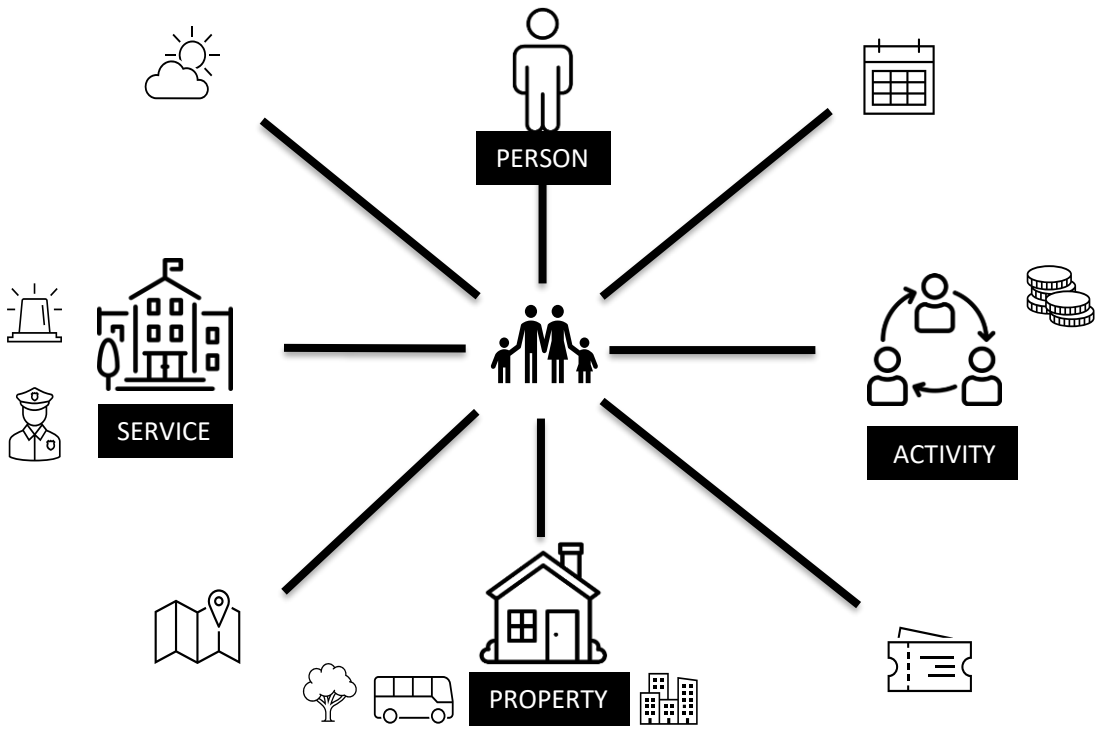


- Implement a governing body to align analytics – Programme board, Working Smarter Portfolio
- Extend focus beyond technology and data to encompass strategy, people and process
- Focus on agile pieces of work that create value quickly
- Result is a single version of the truth, ability to reduce costs, mitigate risk and work more efficiently

Phase 1

- Early engagement workshops
- Supporting Families proof of concept
- Connected 6 systems into the technical solution
- Created dynamic dashboards to drive analytical approach
- Application and User testing

Insight Led – the art of the possible



Central focus (family) surrounded by supporting data and information to add context, value and help manage demand

Tells us who we are working with (person), how we are supporting them (service), where they are (property), why we are working with them (activity)

Current data and information available from different source systems at our fingertips (overnight refresh)

Insight Led – the art of the possible

Future potential:

- Linking property information to the household e.g. missed bins
- Expanding the property to a location such as a bus station or park with activities mapped to the area e.g. crime data, fly tipping
- Adding services wider than the council – e.g. Police, Health data
- Including financial activities linked to individuals and properties
- Linking to contextual data about weather or events e.g. what happened over a sunny public holiday weekend – what impact did that have on our services? How can we plan differently?

Benefits of this approach

Accessible and high-quality data and analysis to inform decision making

Greater understanding of future needs at customer, service and population level

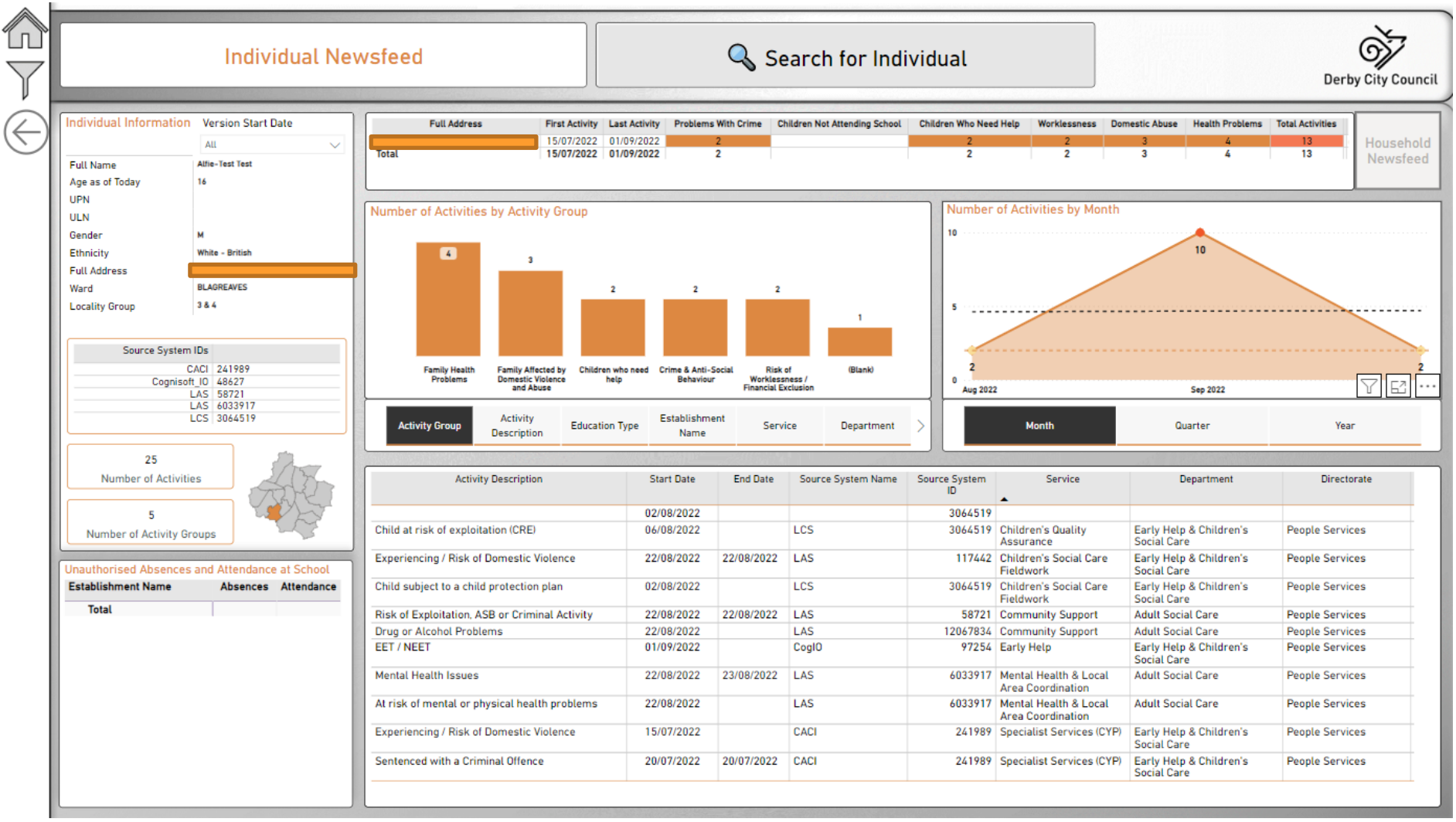
Optimised operations and value for money

Increased capacity and skills for added value analysis

Improved reporting of outcomes to drive continuous improvement and mitigate risks

More open and transparent data for citizens

User experience



Benefits of this approach

- Combined data from six source systems or datasets to provide a single version of the truth of an individual
- Practitioners can search for a client and see immediately whether there have been family health problems, attendance issues, risk of domestic violence etc.
- Visibility of all the different services working with the individual (and last date of contact)
- Same view is available for a household so users can see how many individuals are being worked with, providing a holistic overview of the family

Next steps

- Complete training for relevant teams
- Explore what insights the solution is offering – linked to MTFP, managing demand and service reviews
- Develop our insight culture through a dedicated workstream
- Develop the roadmap and move to phase two:
  - Business case
  - Identifying priority datasets
  - Performance system
  - Further engagement