

<p><b>05.10.2020</b></p>	<p><b>14:00-15:30: Data and Segmentation</b></p> <p><b>How COVID-19 is changing the movement of your residents?</b>  <i>Although COVID-19 brought people together and promoted a feeling of community cohesion, it has also put issues within our communities including deprivation, social exclusion and health inequalities under a microscope. It is here where up-to-date insight is crucial if we are to tackle these challenges now and in the future.</i>  <i>Throughout lockdown and now as measures are lifted, CACI has conducted a survey of UK respondents to look forward and unpick what our new reality means for our country. How communities have changed and what you need to do to operate safely, sustainably and efficiently while continuing to deliver essential services in a post-lockdown world. We use data to unlock the consumer, to discover what they think, how they behave, where they go, who they are and ultimately why they do what they do. CACI understands people and place and helps public and private sector organisations to engage positively with both. We will share our knowledge of working with the Public Sector throughout lockdown, key insights gleaned from our ongoing survey work and provide you with pointers to revisit your recovery planning, communications and engagement activities and how to sign-posting communities and residents through their path back to reengagement.</i>  <b>Stewart Eldridge, Associate Partner – Public Sector &amp; Alex McCulloch, Director, CACI Limited</b></p> <p><b>Who is the All in City for All? How Westminster City Council is harnessing the power of mobile app location data</b>  <i>Boasting a 24/7 nightlife, iconic shopping destinations such as Carnaby Street and famous tourist attractions including Buckingham Palace, Westminster is one of the most alluring places in which to live, work and visit. Prior to the pandemic, more than 1 million people passed through the borough every day. Understanding how residents, workers and visitors engage with our city is key to successfully accommodating such a diverse demographic.</i>  <i>In 2020, Westminster Council became the first local authority to acquire mobile app location data as a means for evidence-led decision making. The data enables us to monitor footfall in the city across time and space, whilst associated geodemographic information allows us to differentiate between the activity of residents, workers and visitors.</i>  <i>With a range of potential uses, we'll share how we've begun to generate insights from this data and how it's already being used by different departments across the council. In particular, we'll reveal how we overcame some of the technological hurdles associated with using such a large dataset, and how we've been monitoring changes in footfall relative to pre-COVID levels at different locations throughout Westminster, both in the interest of public safety and economic recovery.</i>  <b>Dr. Curtis Horne, Research and Intelligence Analyst, Westminster City Council</b></p> <p><b>Understanding Housing Affordability on the Isle of Wight</b>  <i>The Isle of Wight Council will be outlining how they have made use of CACI's income dataset, Paycheck, Land Registry data and commercial data from Rightmove to build a PowerBI dashboard with mapping that has allowed them to better assess and understand housing affordability at a detailed local level.</i>  <b>Danika Barber, Public Health and Strategic Analytics Lead &amp; Gino Wooldridge, Graduate Trainee, Isle of Wight Council</b></p>
<p><b>15.10.2020</b></p>	<p><b>14:00-15:30: Working Together</b></p> <p><b>2021 Census Outputs and Beyond</b>  <i>The ONS is developing the range of data products and services that will be made available following the 2021 Census. We are currently planning to publish 2021 Census data on the ONS website in a combination of 'readymade' tables and 'build your own' tables where users can specify the data they need. This will mean the 2021 Census data are:</i></p> <ul style="list-style-type: none"> <li>• flexible</li> <li>• timely</li> <li>• accessible</li> </ul> <p><i>Beyond the Census, the ONS is working to provide the best insights into our society using a range of new and existing data sources to meet the needs of our users. The current population system relies on the decennial census. We are transforming our population and migration system to one led by administrative data which offers opportunities to provide more frequent statistics and new analysis that better meet our user needs. Census 2021 is a key bridge to the future transformed population and social statistics systems. Our current work will ensure we are ready to make recommendations to Government in 2023 on what will be needed to support a transformed population, migration and social statistics system.</i></p> <p><i>This session will provide;</i></p> <ul style="list-style-type: none"> <li>• An overview of ONS plans to disseminate the results of the Census 2021</li> <li>• An update on plans for user research and stakeholder engagement for Census 2021 Outputs</li> <li>• An overview of ONS plans to support the National Statistician's recommendation in 2023 about the future population statistics system</li> </ul>

- An update on the progress ONS has made towards development of new methods to produce admin-based estimates of population, migration and population characteristics.

**Callum Foster, Head of Census Outputs and Dissemination & Jo Maimaris, Office for National Statistics**

**From 'Public Health Policy' to 'Healthy Public Policy' – an introduction to the [SIPHER](#) consortium**

*SIPHER is a major investment by the UKPRP which brings together scientists across six universities, three government partners at the local, regional and national levels, and ten practice partner organisations.*

*We will outline how this large scale research project is taking a new systems-science approach to policy effectiveness and cost-effectiveness, developing new insights into complex cause and effect relationships in diverse policy areas, working toward real-time policy appraisal and evaluation, and developing new ways of working, integrating academics and policy partners throughout the five-year project. Examples from two policy partners at the local and regional scale will be presented.*

**Mary Gogarty, Lead Analyst, Greater Manchester Combined Authority, Nicola McHugh, Data Scientist & Chris Gibbons, Health Economics and Research Manager, Sheffield City Council**

23.10.2020

**10:30-12:00: Local Data Partnerships and Uses of Open Data**

**Let's get physical: How can we use local data to develop community insight that informs preventative interventions to improve outcomes for all**

*Many organisations are facing challenges where a data-driven approach is in demand, from social isolation through to community resilience. But how do we go about delivering impactful insight to lead transformation of services if the data available is no good or doesn't exist? Come along to this session to learn about Essex's innovative approach to creating an evidence-base to drive decision making.*

*The Essex Local Delivery Pilot and Essex Centre for Data and Analytics, along with multi-agency partners, developed a technology-based tool to support tackling physical inactivity across the whole system.*

**Emma Farrow, Analyst – Population Health & Jevon Harper, Senior Analyst, Essex County Council**

**Climate Change and Citizen Behaviour: Where to start, what to do and why**

*With over half of UK councils declaring a climate emergency, there is much scope for join-up and need for evidence to support carbon reduction goals.*

*In this session, Hampshire County Council share how they created and used a solid evidence base to decide policy priorities for citizen-centred climate change action.*

*From establishing a partnership across councils and academia, conducting research with citizens and creating a decision matrix to inform how to target key messages and maximise behaviour change.*

*Take away a model you could apply and headline information on how to target actions effectively to different population groups.*

**Robert Ormerod, Insight and Engagement Manager & Jonathan Baker, Senior Insight Officer, Hampshire County Council**

27.10.2020

**14:00-15:30: Local Leadership**

**"I need a hero": how researchers defeated the data monster and changed Suffolk**

*We all "know" our "customers" "need" "a single version of the truth" for their area so they can transform it.*

*And we all "know" that public sector analysts are the (data) heroes to deliver that truth.*

*But what if we're wrong? About everything?*

*This session shows that traditional ways of presenting data to solve problems won't work anymore. It illustrates how different approaches, including closer collaboration, can really change public and population health at a local level.*

**Tom Delaney & Alison Matthews, Researchers, Knowledge & Intelligence Team, Public Health, Suffolk County Council**

**The anatomy of a data science team**

*Data is an asset; on that we all agree. However, preparing your organisation to embrace and harness data to reshape how knowledge is produced and services are commissioned, and overcome the challenges around creating the necessary capacity, capability, collaboration and culture to make data science and analytics part of your organisation's DNA is not easy. We'll share how we've built technical ability across the system to get ahead of the data revolution.*

**Nicola Mallett, Head of Profession Data & Analytics & Stephen Simpkin, Data Science Fellow, Essex Centre for Data Analytics**

**Westminster's Urban Lab**

*In this session, Westminster City Council's Sophie Johnson and Nic Wells will present their Urban Lab model of partnership working with academic partners. They will share how Westminster, in partnership with UCL and King's College London, is using the borough as an urban laboratory to test data-driven solutions to London's biggest challenge, deploying innovative tools to save the public purse money, generate new insights, improve service delivery, and develop public servants' data literacy and management skills. Sophie and Nic will also consider how the partnership has pivoted to face the opportunities and challenges that have arisen as a result of the Covid-19 outbreak and lockdown period.*

**Sophie Johnson, Research Manager & Nic Wells, Data & Intelligence Analyst, Westminster City Council**

05.11.2020

**Place Data: 10:30-12:00**

### **Thriving Places Index – What is well-being, what it means for your communities and building back better**

*The Thriving Places Index gives a clear picture and a practical dashboard to help decision makers and researchers understand how to meet a broad range of current and future needs in a local area. Having this clear understanding is an essential first step towards creating a better, fairer and healthier economic system that works for the people who contribute to it. This is becoming increasingly important as local communities and government work towards the post covid recovery.*

*The Thriving Places Index gives an overview of elements that support places to thrive. It goes beyond policy silos and is structured to allow a whole system approach.*

*By looking at what supports the well-being of communities, the Index shows what's already going well and highlights that different areas experience different challenges.*

*We will explain the ethos, methodology and construction of the tool, look at how they differ between England and Wales, and most importantly, how the tool can support local analysis, decision-making and evaluation.*

**Lisa Müller, Head of Research and Measurement & Soraya Safazadeh, Senior Data Analyst, Centre for Thriving Places & Duncan Mackenzie, Strategic lead for Partnership Support, Data Cymru**

### **A sense of place: Generating and utilising intelligence and insight to support hyperlocal decision-making**

*Place-based working is key to ensuring locally-delivered services are appropriately defined, designed and targeted. To support this process, commissioners and decision makers require access to intelligence and insight representative of non-standard geographies.*

*Intelligence teams are increasingly required to collect and analyse data and provide insight that defines populations and identifies needs and assets within bespoke 'places'. But what's the best way to meet this need? And how can decision makers make the most of local intelligence?*

*At this workshop you'll hear how Kirklees Council is tackling this, share your experiences and help define a process for providing place-based intelligence support.*

**Owen Richardson, Intelligence Lead for Public Health & Vina Randhawa, Active Citizens and Places Manager, Kirklees Council**

10.11.2020

### **14:00-15:30: Predicting the Future**

#### **Predictive analytics in local government: lessons from action learning**

*In the spring of 2020 the Local Government Association ran an action learning programme with Shared Intelligence, for council officers implementing predictive analytics in local government. Predictive analytics has use cases ranging from identifying which heating boilers in council houses are about to fail, to anticipating when an elderly person living at home might be about to suffer a medical emergency. The aim of the action learning was to share learning and produce a new best practice guide, which will be launched and shared for the first time at the LARIA conference.*

**Ben Lee, Programme Director, Shared Intelligence**

#### **Predictive approaches in Worcestershire**

*Worcestershire County Council are developing a number of models to help predict demand on adult social care services and partner agencies, considering short term and longer term needs. This session explores the approaches to date and how the council is identifying and overcoming challenges to develop capability in predictive analytics and informing the design of early interventions.*

**Rob Morris & Jennie Humphries, Worcestershire County Council & Elliott Hunter, PredictX**

#### **Predicting demand - our response to the changing demand pressures from COVID19**

*Over the past two years we have worked with services across the Manchester health and social care system to develop our ability to project future demand for our services to support budget and service planning as well as commissioning decisions. The response to COVID-19 has accelerated this work and raised it's profile so that demand modelling is now a key part of our decision making process. The session will cover a recent example of how we've used this approach to understand potential demand on non acute hospital services for people diagnosed with COVID-19, how this has been used to inform planning to inform the local response to ensure there would be enough capacity in community and social care services to meet demand. The model was developed pulling together data from across health and social care services informed by emerging research evidence and public health modelling to project likely numbers of people requiring long term support. The output from this modelling work is now being used to inform longer term service and financial planning. Attendees can learn about our general approach to demand modelling, how we have and continue to model additional demand pressures from COVID-19 and how these models are now a key part of our decision making within our health and social care system's service and financial planning processes.*

**Leo Wall, Directorate Lead, Research and Data Science, Manchester City Council**

18.11.2020

### **10:30-11:30: Good Data Practice**

#### **Think TQV! How to build confidence in your analysis and support public services**

*Want a simple but powerful approach to develop your organisation's analytical skills and use of data? Here's an intuitive tool that you can use to do this and more. Just think TQV! Trustworthiness – Quality – Value. Trustworthiness is about having confidence in your people and organisation. Quality means that your analysis and insights are based on appropriate data and methods. Value means that your data, analysis and insight are useful, easy to access and relevant. Provide that extra reassurance to your stakeholders about the trustworthiness, quality and value of your data, analysis and insight. Join the community that voluntarily applies TQV.*

	<p><b>Dr Penny Babb, Head of Policy and Standards, Office for Statistics Regulation</b></p>
<p><b>24.11.2020</b></p>	<p><b>14:00-15:30: From Interactivity to Insight</b></p> <p><b>Improving Adult Health and Care Business Intelligence in Wirral through Power BI and Visualisation</b>  <i>Wirral Intelligence Service has been developing the use of Power BI across the Council and with health partners. The workshop will focus on adult health and care and how the use of visualisation tools is changing the way health and care commissioners use insight to improve services for users. The session will engage with participants to enable discussion in a number of key areas including highlighting valuable insights to lead to more effective decision making, identification of trends and predictive analysis to enable service improvements and engagement of report users through streamlined interactive visuals that highlight areas for action.</i></p> <p><b>Robert Davis, Senior Health and Social Care Intelligence Manager &amp; Nancy Clarkson, Head of Intelligence, Wirral Council</b></p> <p><b>ESPRESSO – A Tax and Expenditure Analysis tool</b>  <i>ESPRESSO is an interactive tool created by GMCA to view and analyse estimated tax and spend data on a locality basis. It began as an analysis of Greater Manchester’s tax gap, but now covers England. The new tool now provides users with an interactive and user-friendly way to explore this new dataset.</i>  <i>The session explores how using the tool can help gain new insights; provides a hands-on session covering how to – and how not to – use the tool to get the best from it; and gives an opportunity to provide feedback or consider new advances.</i></p> <p><b>Chris Pope, Principal – Research (Digital Analytics), Greater Manchester Combined Authority</b></p>
<p><b>30.11.2020</b></p>	<p><b>14:00-15:00: Data Visualisation</b></p> <p><b>How data story-telling can help with survey analysis and reporting</b>  <i>In this session we define what data visualisation means and the potential benefits for survey analysis and reporting. Exploring how the human brain processes visual information. Including practical examples of how this knowledge can be leveraged into information design to communicate data-driven insights more effectively. Demonstration of a 6-step process for data storytelling to tailor your messages for targeting different audiences. Focussing on visualising both quantitative and qualitative data. Concluding with discussion around the opportunities and challenges for implementing a data visualisation approach for survey analysis and reporting. Learning will be consolidated with fun, hands-on interactive sessions.</i></p> <p><b>Colin Wojtowycz, Director, Datawoj Ltd</b></p>