

LARIA Spring Webinar Series 2021

Hosted via Zoom Meetings

Battling Covid-19 using research, analysis and insight.

12.04.2021

14:00-15:30

Webinar Sponsor

The Devil is in the detail - Using small geography, administrative data to understand and tackle the impact of COVID within authorities



THE ROAD TO RECOVERY: where we have come from, where we are going to.....

CACI last presented at the start of LARIA's Autumn Webinar where we provided insights detailing how communities have changed and what needs to be done to operate safely, sustainably and efficiently while continuing to deliver essential services in a post-lockdown world. To do this, 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.

We will provide an update to our October presentation sharing our knowledge of working with the Public Sector at this time, key insights gleaned from our ongoing survey work and provide you with our thoughts for the future that will help you when revisiting your recovery planning, communications and engagement activities and how to sign-post communities and residents through their path back to reengagement.

Stewart Eldridge, Associate Partner – Public Sector & Charlotte King, Senior Consultant – Location Intelligence, CACI Limited

Using ACORN segmentation to improve take-up of mass LFT Testing in Coventry

Local Authorities took on responsibility for COVID-19 mass testing using LFT tests in December 2020. As test data became available, Coventry was keen to ensure that the profile of those taking-up the test reflected the overall profile of the population. In addition to socio-economic profiles, ACORN profiling has been used to identify specific population market segments who are under-represented in take-up. Furthermore, ACORN Knowledge has been used to identify comms channels and promotional techniques which are effective at improving messaging to the under-represented populations.

Dr Harriet Rowthorn, Coventry City Council

Covid-19 case disparities in Oxfordshire: postcode evidence

The Council will focus on how Covid-19 postcode-level case data, in combination with CACI's Acorn classification and the IMD 2019, have been used to explore variation in the prevalence of Covid-19 across different demographic types within Oxfordshire.

Attendees will learn about the methodology used for exploring the Oxfordshire trend in Covid-19 case disparities across Acorn types and IMD deciles.

This will be followed by a description of some of the (Oxfordshire-specific) insights derived using these methods, such as:

- *The Acorn types most disproportionately affected by Covid-19 overall*
- *Identifying outbreaks*
- *The disproportionate concentration of Covid-19 cases within more deprived areas, and how this has varied with lockdown restrictions*

Alick Bird, Insight Analyst & John Courouble, Business and Customer Insight Manager, Oxfordshire County Council

If you are interested in finding out more about [CACI Ltd](#) and their work, there is opportunity to book 121 meetings before and after the webinar.

22.04.2021

14:00-15:00

"None of us had a manual for this" Lived Experience of residents requiring care and support in Essex during the Covid-19 pandemic

The session primarily aims to cover how we worked with other organisations, data collection, presenting and influencing decisions within a range of topic areas. Delegates will have the opportunity to learn about the challenges that we and the system experienced moving from face-to-face to virtual ways of working and we will share top tips as well as using examples of our research findings and a short video to support how we shared our findings.

Maresa Beazley, Senior Researcher & Maura O'Malley, Researcher, Essex County Council

The [Research Design Service \(RDS\)](#) is offering the chance to 'drop' in to an informal discussion with RDS advisers about health and social care research, after this webinar, [see here](#) more details.

27.04.2021

11:00-12:30

Using surveys and qualitative data to identify impact and manage COVID responses

Covid-19 and social care: Longitudinal research with social care users

Covid-19 poses significant and specific challenges for the delivery of adult social care. However, less is known about the impact Covid-19 has had on vulnerable adults in receipt of social care, the extent to which their care has been disrupted, and how this has evolved over the course of the pandemic. This session will highlight the value of public opinion research in furthering understanding of the impact of Covid-19 on adult social care provision at a local level, sharing insight on the lived experiences of social care users during the pandemic, and exploring some of the lessons that providers and councils can learn about how best to deliver care locally, both now and in the future.

Nicola Daine, Project Manager, Norfolk County Council & Hettie Hill, Research Lead, BritainThinks

The impact of Covid-19: the voices of less heard groups influencing public health

Working with the Buckinghamshire Public Health Team, M-E-L Research conducted behavioural research to understand the impact of Covid-19 and lockdown measures on priority groups. This research, alongside resident surveys, has informed the Public Health Team's recovery planning and ongoing Covid-19 response. This slot will cover:

- *Engaging 'hard-to-reach' (or less heard) groups during a pandemic*
- *How different groups view Covid and how this translates into different approaches and different messages*
- *Using qualitative data to influence public health*
- *Weaving in qualitative research with quantitative findings*

Adam Knight-Markiegi, Research Director, M-E-L Research & Lucie Smith, Public Health Principal, Buckinghamshire Council

Longitudinal research in a pandemic: researcher reflections

This session will share key findings from our research with Essex residents through lockdown, exploring resilience factors and changes over time. This was the first longitudinal research we delivered as a team, and we will discuss how the shift to remote working enabled this type of methodology, and challenges we encountered along the way.

Poppy Reece & Maresa Beazley, Senior Researchers, Essex County Council

07.05.2021

14:00-15:00

Internal responses to COVID and how to plan for service development and change

The staff experience of the Covid-19 pandemic: insights and actions

This session will outline the work we have been doing in Kent to secure a detailed understanding of how our workforce have been affected by Covid-19 at the various stages of the pandemic, in their professional lives and beyond. Three surveys have been conducted to date, with the insight having been highly influential in formulating an evidence-based organisational response to supporting our staff.

From a methodological perspective, the session will explore how we used a range of tools and techniques in conjunction with a standard survey approach to enhance the impact and actionability of findings.

Rachel Kennard, Chief Analyst & Diane Trollope, Service Manager OD & Engagement, Kent County Council

Rapid Innovation and the COVID Response in Powys

This webinar will take you through the journey that Powys have been on during the past 12 months, it will focus on how we:

- *quickly developed geo-spatial analysis reports to provide insight at a locality level to support the leadership team with evidence-based decision-making, particularly in terms of shielding and vulnerable residents;*
- *created an integrated system for customer services staff and volunteers to coordinate the community support system (food parcels, befriending etc);*
- *analysed data at a local and national level to provide a COVID-19 well-being assessment and identify the short, medium and long-term effects;*
- *collaborated with NHS Wales Informatics Service to integrate health and social care data to help with early intervention in a response to COVID19;*

- worked with the local Track, Trace and Protect team and Environmental Health to provide much needed insight into COVID19 testing information across the county (in a three-week sprint); and
- used our insight to plan for recovery in the short, medium and long-term – focusing on the economy, opening council services, our internal behaviours and buildings.

Emma Palmer, Head of Transformation and Communication & Catherine James, Deputy Head of Transformation and Communication, Powys County Council

12.05.2021

10:30-12:00

Understanding the impact of COVID and lockdown

Understanding Older People’s Experience of Lockdown: Using Citizen Space

This session will describe how Scottish Borders Council worked in partnership with the Borders Older Peoples Planning Partnership (BOPPP) a volunteer community planning group) and NHS Borders to gain understanding of how the Covid-19 lockdowns have affected older people in the Scottish Borders.

The session will cover: using different technologies, developing the consultation in partnership, using different methods for collection (interviews and online), training the interviewers, key findings of the consultation and how the information is being used.

Erin R. Murray, Research and Policy Officer, Scottish Borders Council

COVID Health Equity Manchester: Understanding and responding to the impact of COVID-19 on BAME communities and other at risk groups

This session will describe the analytical and community engagement work that has taken place to help health and social care partners to understand better the impact of COVID-19 on BAME communities, residents in vulnerable situations and areas of socio-economic deprivation in the city. It will also describe how this intelligence and insight has been used to drive targeted actions to address these inequalities through the work of the COVID Health Equity Manchester (CHEM) group

Neil Bendel, Public Health Specialist (Health Intelligence), Manchester City Council & Jackie Driver, Strategic lead for Inclusion, Manchester Health and Care Commissioning

Medium Term Impact of Covid-19 on Essex Services and Residents: A view of emerging challenges facing services in 2021 & beyond

*During the peak of the crisis, efforts are focussed to the immediate response – ensuring the that right vulnerable people were offered help at the right time and keeping the most vulnerable residents safe and supported (*wow what a lot of new data sharing.) BUT, after a storm has passed also comes the storm surge, which results in latent/pent up demand, surplus demand and a backlog of pressures in a system that has already experienced massive disruption.*

Our session will describe how Essex County Council has used data and analytics to help us plan early for recovery. Forecasting short to medium terms impacts on demand for services, including adult social care, domestic abuse, children’s social care and mental health. The session will explore

- Why using a combination of statistical methods, literature and secondary research, and SME is important
- How to stay one step ahead – even in a crisis
- The role data & analytics has in informing our recovery plans

Nicki Mallett, Head of Data & Analytics & Stephen Simpkin, Data Science Fellow, Essex County Council

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18.05.2021

10:30-11:30

Local voices through lockdown: using innovative qualitative research approaches to inform Covid-19 recovery planning

This interactive session will highlight the importance of qualitative research in bringing the voices of the public closer to local decision-makers. Drawing on two case studies – research for the Local Government Authority (LGA) and West Midlands Combined Authority (WMCA) - it will showcase innovative research tools and techniques that have been developed during the pandemic. The session will highlight the adaptability of qualitative research methods, and include discussion on how to utilise them effectively in an online, rather than face-to-face, setting.

Lucy Morrell, Research Director, Lucy Bush, Research Director, BritainThinks & Adam Hawksbee, Head of Policy & Programme Development, West Midlands Combined Authority (WMCA)

27.05.2021

14:00-15:40

What to do with all this data? – Developing platforms to analyse and share COVID-related data with professionals, service users and citizens



Building an integrated systems response to the COVID-19 pandemic in Bury

Helen Smith, Strategic Performance & Intelligence Manager, Bury Council & Angela Partington, Head of BI, Bury CCG

Using Health, Social Care, Benefits and Troubled Families data to assess vulnerability during the COVID-19 pandemic

Towards the end of March 2020 there was a recognition by Liverpool City Council and the NHS required a crisis identification system built in case there was unprecedented demand in the city caused by COVID 19. The aim was to link identifiable data to create a vulnerability index of individuals in case the prioritisation of food, prescription deliveries and economic support or care packages was required. The delegates will learn about the data journey Liverpool have taken to develop a comprehensive data management system for the National Troubled Families Programme that is now utilised for multiple purposes in both strategic and operational arenas. The session will reflect upon how the COVID-19 pandemic has provided opportunities for greater data sharing across partners, how on-going collaborations will provide a host of opportunities for analysing demand management data to become “pro-active” rather than “reactive” and the advancement of predictive analytics.

John Bowers, Liverpool Families Programme Data and Information Manager, Liverpool City Council

CoronaWatch: The Suffolk Covid-19 Data Story

Like many other local authorities, Suffolk needed to adapt and innovate to analyse Covid-19 data.

This session focuses on the development of Suffolk’s CoronaWatch products. We will dive into some of our intelligence products and explore: How pieced together different data and intelligence to improve our understanding of Covid-19 in Suffolk, how we have used tools such as Power BI and R to complement our traditional public health analysis, and how we have tried to manage the transition from ‘no data’ to ‘all data’ as part of our Covid-19 response. The [CoronaWatch](#) tools have enabled us to turn data into decisions, and evidence into actionable insight!

Natacha Bines, Head of Population Insight, Suffolk County Council

During the webinar you will hear from the webinar sponsor [OCSI](#). There is opportunity to book 121 meetings before and after the webinar to hear more about their work.