

The Insight Policy & Strategy Service: Birmingham City Council

Richard Smith

Head of Insight, Policy & Strategy

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Our purpose

The purpose of the Insight, Policy & Strategy Division is to support use of **data** and creation of **insight** for use in policy development and delivery. This will directly support **implementation of the Corporate Plan** and deliver greater **equality** for our citizens and communities and **level up** our city.

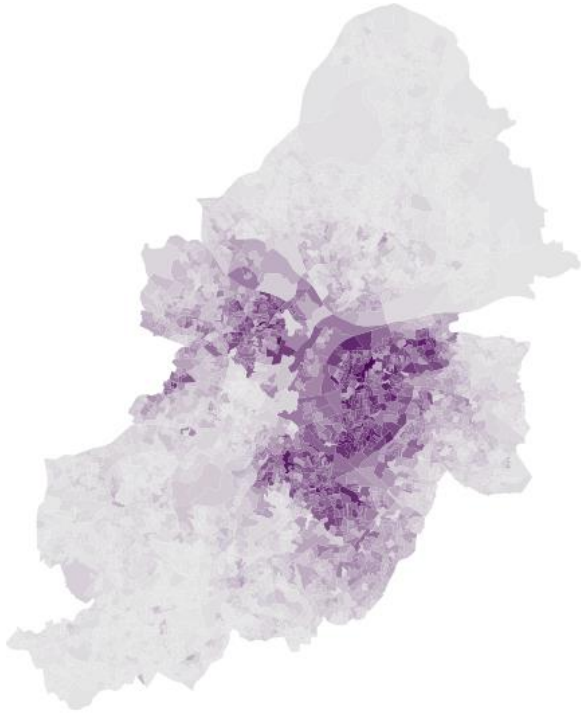
A. BASIC APPROACH: CONNECTING POPULATION AND SERVICE DATA



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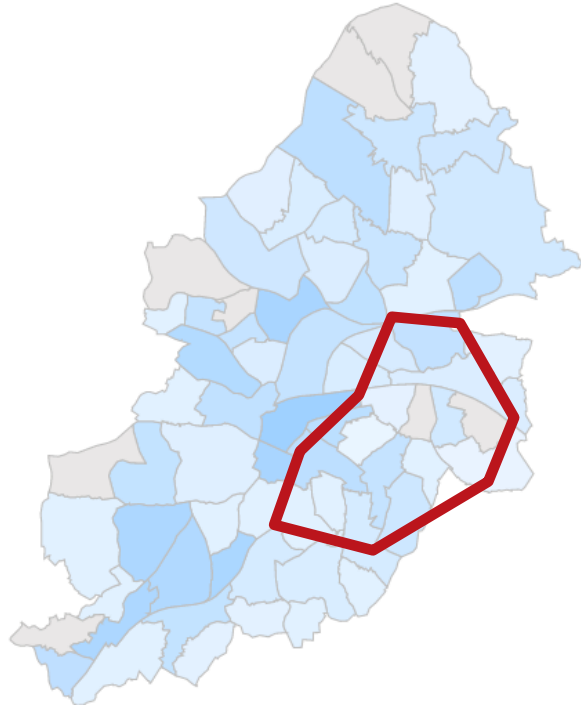
Profile resident data....



<https://www.cityobservatory.birmingham.gov.uk/>

- The map on the left shows concentration of Muslim residents, using Census 2021 data
- East Birmingham, plus the north of the centre, has highest concentration
- Compare with the distribution of Warm Welcome spaces...

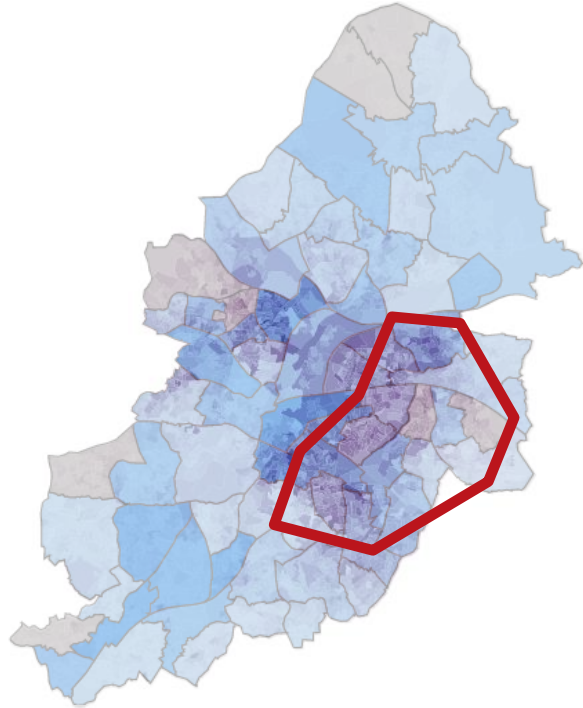
Analyse provision data...



<https://www.cityobservatory.birmingham.gov.uk/>

- This map shows concentration of Warm Welcome spaces per resident, with darker better (and grey zero)
- The highlighted shape is drawn over a chunk of East Bham
- Overlay both datasets...

Discussing service equity issues...



<https://www.cityobservatory.birmingham.gov.uk/>

- Helps us to consider whether we are underserving particular communities
- The combination of contextual and service data is far more powerful than either alone.
- Impact: Positive outreach taking place - to link with religious & community organisations there and explore what support they would value.

B. MORE GRANULAR DATA ANALYSIS: EARLY INTERVENTION & PREVENTION



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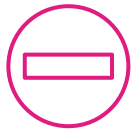


What is an Early Intervention & Prevention approach?



Early intervention:

Identify risk factors and protective factors that halt the development of a problem that is developing or already evident i.e., prevent citizens from 'stepping up' into a higher tier of support.



Prevention:

Delivering activities that help to stop a social or psychological problem arising in the first place i.e., supporting citizens to remain in the 'universal' space.

The scope of Early Intervention & Prevention in Birmingham

Homes & Money

Provide robust, holistic guidance, advice and support to citizens who are financially vulnerable, empowering them to achieve greater financial independence and maintain stable and secure housing

- Benefits & Financial Help (NAIS)
- Fuel and Utility Advice (NAIS)
- **Housing Solutions Case Management (Housing Solutions & Support (HSS))**
- **Housing & Homelessness advice and support via Housing Management activity**
- **Revenues & Benefits**

Employment & Lifelong Learning

Create opportunities for citizens to learn new skills throughout their life, and support those who may not be in education, employment or training to identify suitable opportunities

- Adult Education
- Careers Advice
- Digital Inclusion
- Employment & Skills Support
- Library Service
- In Work Support

Participation & Wellbeing

Deliver support for citizens throughout their lives to increase their resilience in response to life events that could destabilise their situation

- Relationship Advice
- Staying Independent at Home
- Youth Service
- **Family Hubs**
- **Public Health**
- **Preparation for Adulthood**

Safety & Communities

Work with partners across the city (e.g. Birmingham Children's Trust, West Midlands Police) to increase citizen resilience and provide support to citizens whose safety may be at risk

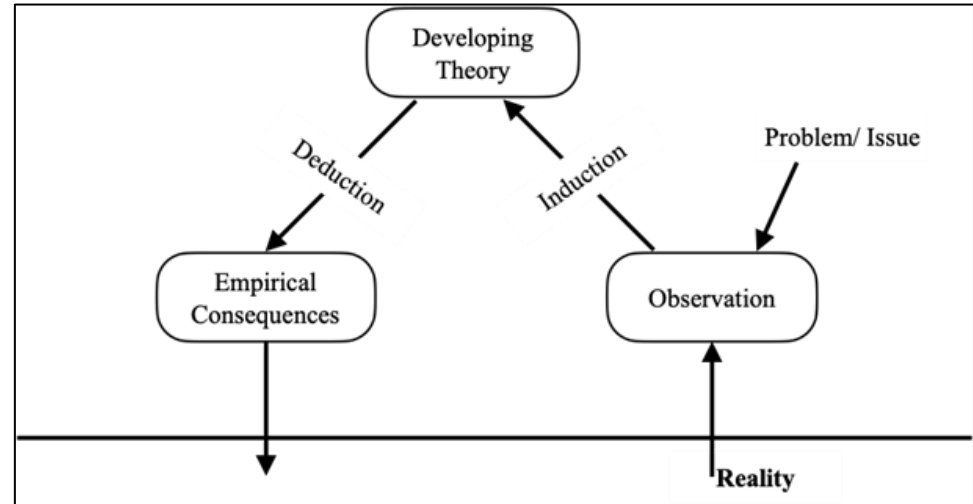
- Community Network Support
- Domestic Abuse Support
- Youth Violence & Knife Crime
- Community Safety & ASB

Key

Confirmed in-scope
Further work required

A Research Framework to analyse our service data to develop a model to proactively identify at-risk citizens...

- A mixed method approach using the methods of Phenomenography (Qualitative) and Multi linear regression (Quantitative) is being applied.
- This framework is being developed alongside frontline service providers
- Impact: set up of robust research practices where outcomes can be evaluated with empirical evidence



We recently trialled a data-led Behavioural Science Pilot which involves nudging the most vulnerable citizens to access financial support...

- A pilot policy intervention to understand the impact of nudging citizens to access income maximisation support.
- The citizens at risk were proactively identified, nudged, and contacted by the HaM hub staff.
- Over the 6 week pilot, 33% of citizens responded positively to proactive contact from the service, resulting in an additional financial entitlements,
- The evaluation of the pilot is currently being finalised.
- Taking the key learnings from the pilot, the service is planning to use a data-driven approach to proactively contact vulnerable citizens to support with income maximisation, whilst also recovering outstanding debts/arrears at the same time.

The Case for Early Intervention and Prevention -The Benefits of Data used for Proactive Contact

Geography	Birmingham (Including All Wards and Contact Centre)	Erdington HaM Hub (The Control Group)	The Treatment Group (Northfield and Shard End)	The Multiplier of Control Group
Total Cases	317	60	39	0.65 X
Total Number of Individuals	278	50	39	0.78 X
Average Estimated Benefit (in £)	413	1,217	3,271	2.69 X
Maximum Estimated Benefit (in £)	12,489	11,307	21,661	1.92 X
Total Estimated Benefit (in £)	130,791	73,018	94,855	1.3 X

We are developing the information governance practices to ensure the correct legal gateways are used for officers to join up disparate data sources...

- Work with front line officers to embed consent practices into data collection
- Developed appropriate data collection forms
- Review of legal gateways for data analysis
- Set up of secure data environments for analysis to be conducted
- Organisational impact: improved data governance & culture change



AUTHORITY TO ACT

Birmingham City Council
Neighbourhood Advice & Information Service (NAIS)

NAIS may collect and use your personal information to help solve your problems and to improve its services. When we record and use your personal information we (a) only access it when we have a good reason (b) only share what is necessary and relevant and (c) we don't sell it to anyone.

Typically, your information will be used to help you with an enquiry. Organisations we commonly talk to on our customers behalf and share information with includes other parts of the council (for example Benefits Service, Revenues, Council Tax or Housing), DWP and/or Job Centre Plus, Housing Associations/private landlords, creditors or foodbanks. We may also at times share information with organisations that fund our [services](#) but this information is always anonymised. We may also share some limited information with external bodies who assess the quality of the advice we provide to ensure high standards are maintained.

If you are happy for your information to be used in the above ways please sign below.

I authorise the Neighbourhood Advice & Information Service to act, receive and hold correspondence, on my behalf in compliance with the General Data Protection Regulation and the Data Protection Act 2018.

Thank you for listening

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ANNEX:

THE BIRMINGHAM CITY OBSERVATORY



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The Birmingham City Observatory

- A public, open-source platform providing data and insight, curated for Birmingham
- Run by the Insight, Policy & Strategy Team within Birmingham City Council
- Focussed on understanding equality and how to tackle it
- Already launched and in public view, but very much work in progress
- Established dashboards providing insight about our City:
 - City Outcome Dashboard on our Grand Challenges and Levelling Up Objectives
 - A Census 2021 dashboard and Ward Profiles providing insight on all data themes released to date
 - Thematic Dashboards to help with policy delivery – financial resilience, homes for Ukraine, clean air zone



Operating principles / aspirations for the Observatory

Always available

No need to commission & retrieve data from owners, just go to the Observatory and access content directly. Key is getting right content onto the site...

Close to real-time

Data sets regularly updated with 'pull through' from source; regular and frequent additions. Longer term aim for true real-time...

Same for everyone

We should use the same information for internal decision making as we share with external partners and the public. Transparency but also challenge...

Not just data but insight

We should publish insight that illuminates the issues and consequences, not just raw data. This will depend on having a deep pool of expert contributors...

Engagement

We will actively manage internal and external engagement, seek feedback and improve. Need to discover, develop, publish and promote your data...

Please have a look around... and let me know what you think

www.cityobservatory.birmingham.gov.uk

