



DATA  
STRATEGY

# Positioning Data at the heart of Innovation

CASE STUDY

Methods  
Analytics\_





## OUR CLIENT

Swindon Borough Council (SBC) is the local authority of the Borough of Swindon in Wiltshire.



The council employs over 2000 staff who work to prioritise improving infrastructure and housing to support a growing, low-carbon economy; offer education opportunities that lead to the right skills and the right jobs in the right places; ensure clean and safe streets; improve public spaces and local culture; and helps people to help themselves, while always protecting the most vulnerable children and adult.

As part of its pledge to compete at the forefront of digital innovation with a commitment to using technology for positive change, the council wanted to improve organisational data management enabling it to more effectively use its data, lower costs and support new services.



## THE CHALLENGE WE FACED

The council were developing a Data Strategy to identify the data management and business intelligence capabilities required to run effective services, and to deliver their strategic plans, priorities and pledges.



To enable the development of the data strategy, Methods Analytics undertook a data discovery. Swindon needed to identify which areas to target to transform their use of data:

### This included

- Reviewing their operating model
- Technical architecture
- Governance structures
- Roles and projects.

Methods Analytics worked with them to produce a business case to develop the council's data capability and deliver its Data Strategy.

The challenge at Swindon was to be able to articulate the art of the possible and support. Outside of Swindon's data team, there was little understanding of the benefits that could be achieved through a modernised data architecture, investment in data management, and addressing long-standing data quality issues.



# THE SOLUTION

Methods Analytics worked collaboratively with SBC's internal discovery group. They provided organisational context, expertise, and validated our findings and deliverables. The process followed involved:



## Mobilisation

Initial planning, sign-off of PID, engagement with key stakeholders, and dissemination of data discovery survey



## Discovery

Discovery workshops for each service are complete and initial findings shared. 'As-is' architecture and BI capability assessment drafted and full list of issues and opportunities shared



## Analysis & Design

Complete Opportunity, Capability & Resource Matrix, and 'To-Be' technical architecture. First draft of final project outputs



## Finalisation & Playback

Completion and submission of final project outputs; Target Operating Model, Delivery Roadmap, backlog of projects, and Business Case



Having previously worked with Swindon to help define their digital transformation programme, and provided bespoke training on Agile delivery, user research, benefits management and Power BI, Methods Analytics were selected due to their track record of successfully delivering digital and data transformation projects with Swindon, and their extensive background in local government and data strategy.

Methods Analytics has previously also set up an Emerging Tech team and co-delivered on a project to conduct real-time pothole detection. This project was a top 3 finalist for 'AI Innovation of the year' with DigiLeaders100, the only government organisation to be nominated in the category and won '**Best Public Sector Project**' at the National Technology Awards.



National Technology **Awards 2021**



We chose Methods Analytics because of their deep public sector knowledge and agile delivery, having supported on previous projects. I think the work they gave us was excellent.

- Simon Phillips, Head of Data, Performance and Insight, Swindon Borough Council



# IMPACT

Identified skills gaps in the organisation and begun work upskilling staff on the future technologies.

Continuing work as a strategic change partner to deliver the projects outlined in the business case and mature Swindon's data capabilities.

Streamlined the data operating model to build an environment with greater governance and openness around data.

Identified over 170 opportunities to improve organisational data management, these were distilled into five tangible, achievable projects to demonstrate the efficacy of using data for the benefit of citizens.



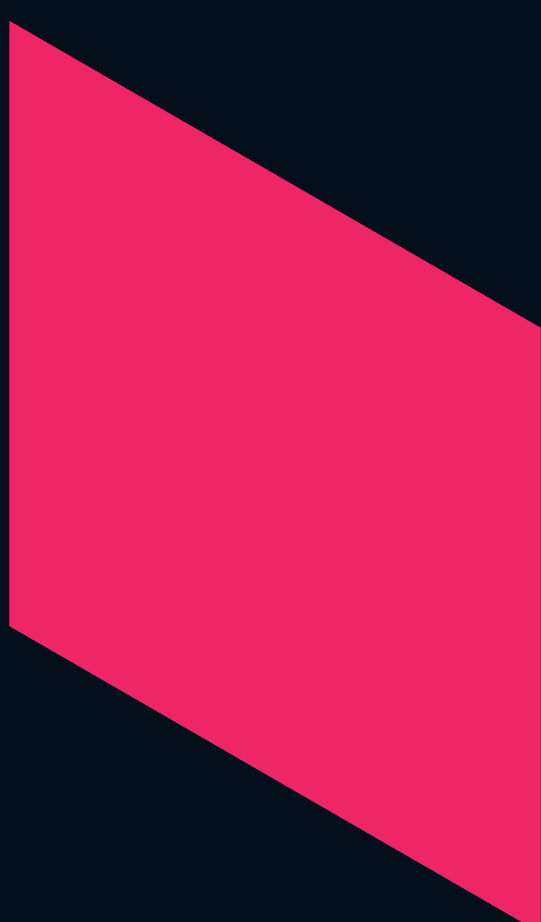

## THE GOALS WE ACHIEVED

- Highlighted and planned five priority projects for improved data management, based on achievability, impact, strategic alignment and cost. These include:
  - HWRC reporting – visualise and report on appointment data for the automated HWRC entry system (prior work nominated for innovation award).
  - Rough Sleeping and Illegal Encampments – end-to-end data lifecycle transformation for opportunity, focusing on collection, storage, reporting and sharing.
  - School Admissions – Migrating reports from legacy Crystal system to a modern, cloud based approach.
  - Transitions – Building a process to automatically flag children who become eligible for Adult Social Care funding.
  - Supporting Families – Building a multi-dimensional view of a family to streamline care provision by the relevant agencies.
- Defined the future state architecture and operating model to deliver the data strategy.

## LOOKING FORWARD

The proposed business case is going to cabinet for approval, with an initial focus on the five priority projects. Swindon and Methods Analytics will continue to work together as strategic change partners, ensuring Swindon's data capabilities are maximised.





We're Methods Analytics – a specialist data services company. We use data to help public and private sector clients solve complex problems and do good things.

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