Responding to Community Needs

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Unlocking social value insights through data: Progressing the Plymouth Pilot

Cathy Berry - Babcock International
Dan Haines - Microsoft
Kat Dixon - Babcock International
Plymouth’s Challenges

2019 Index of Multiple Deprivation:
Plymouth is one of the 20% most deprived local authority districts in England:
- 28 areas fall within lowest 10%
- 2 areas fall within bottom 1%

Babcock’s operation at Devonport employs;
- Over 8500 direct and indirect employees
- Approx 8% of Plymouth FTE population

Babcock is an anchor business
# Enhancing understanding through place-based data

## Aims

To develop a user friendly platform to enable practitioners and non specialists to:
- identify and understand local/regional social value issues and insights
- target social value where it's most needed
- help deliver intended outcomes of associated with PPN06/20 i.e. legacy and impact

## Functionality

Layer open source data to:
- enable a richer picture of the socio-economic conditions of a defined area
- allow comparisons with other regions and national averages and mapping to MACs

Platform will not provide social value solutions or measure social value – it is to enable better decisions and potentially evidence impact

## Why Plymouth?

- Alignment with the Plymouth Plan
- Alignment with South West Regional Defence and Security Cluster (RDSC) collaboration
- Babcock is heavily invested in Plymouth - this project supports our desire to deliver tangible outcomes

## What next?

- Extend hacks to develop a minimum viable product (national data tool)
- Extend the collaboration beyond Defence

[Hackathon overview](#)
What Is The Role Of Technology?
Plymouth Social Value Analytics Hackathon

• To provide insights over existing open data sets and to explore data visualisations that may direct investment in social value initiatives.

• To develop a social value insights platform architecture pattern and deployment methodology to Azure – including the capability to share curated datasets.

• The upskilling of the team as a whole – and the development of relationships between multiple organisations within defence with the same aligned purpose and values.
A reporting/comparison tool showing educational attainment against types of disability. For example, left is the mouse hovering over Asperger’s and autism, with the comparator flagging which level of education had been achieved and to what percentage across the focus group. This could be used for properly targeting support in the mentally and physically disabled community.

A dashboard allowing users to answer and understand education and training type per region and % of attainment showing in this capture availability and participation of job-sponsored apprenticeships within the 16-17-year-old demographic – the various visuals are able to be generated within the Hackathon developed application.
Social Value Data Insights

SVID Application Insight Example - Health in Areas Of Depravation

This feature gives the ability to toggle health conditions against regional areas of disadvantage.

A view of key correlating health metrics within disadvantaged regional areas - mapped in a geospatial tool for discovery. Areas of correlating interest ranged from economic conditions, through to obesity and child poverty. The visualisation could be used for identifying areas of research required to improve overall societal health in conjunction with economic conditions.
Key Transition Insights

CREATE STRATEGIC INSIGHT LENSES

Data Mapping

Generate the aggregated layers of insight

Build strategic data marketplaces

Create monthly snapshots to deliver dynamic insight

Identify drivers of change

Act on leading and lagging indicators

EXAMPLE SEGMENT BASE MAP

Strategic Group 1

Strategic Group 2

Strategic Group 3

The snapshots provide us with the ability to identify and prioritise the transitions that are driving value creation (and destruction).

The list is prioritised by size and value and then each priority transition is compared to the base of segments that didn’t make that transition to identify the set of key changes that look to have caused that transition.

Classification: UNCLASSIFIED
What Next?
Where do we go from here?

- Springboard
- Beyond Defence
- Future Hacks
- Data
Thank you
Building a Community Legacy

Nicola Turner
Executive Director, United By 2022 Legacy Charity
Responding to Community Needs

Carolyn Bowman
Socio-Economic Consultant, Useful Projects
Understanding the greatest needs
Our approach: developing a robust evidence base

Stage 1
Identifying and understanding the stakeholder groups and focus areas

- Initial data analysis
- Inclusive community engagement

Stage 2
Prioritise needs and agree social value outcomes

- Detailed local needs assessment
- Targeted engagement and co-design

Stage 3
Social Value planning, implementation, and measurement
Outcomes: delivering value to the greatest needs

- Social value strategy and target-setting
- Baseline, measurement & reporting
- Design
- Case for investment
- Planning applications
- Procurement
Thank you
Thank you