

Social Value
Conference
2023

Responding to Community Needs

13 June
11:45 GMT

Presented by



In conjunction with



Meeting community needs

#SVC23

Speakers



Andrew O'Brien
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and Impact
Demos*



Shah Begum
*Outreach & Impacts Manager
United By 2022
Legacy Charity*



Cathy Berry
*Head of Social Value, Mission
Systems
Babcock International*



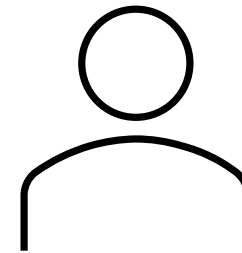
Carolyn Bowman
*Socio-Economic
Consultant
Useful Projects*



Kat Dixon
*Analytics Business
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Dan Haines
*Principal National Security
Analytics Specialist
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Unlocking social value insights through data: Progressing the Plymouth Pilot



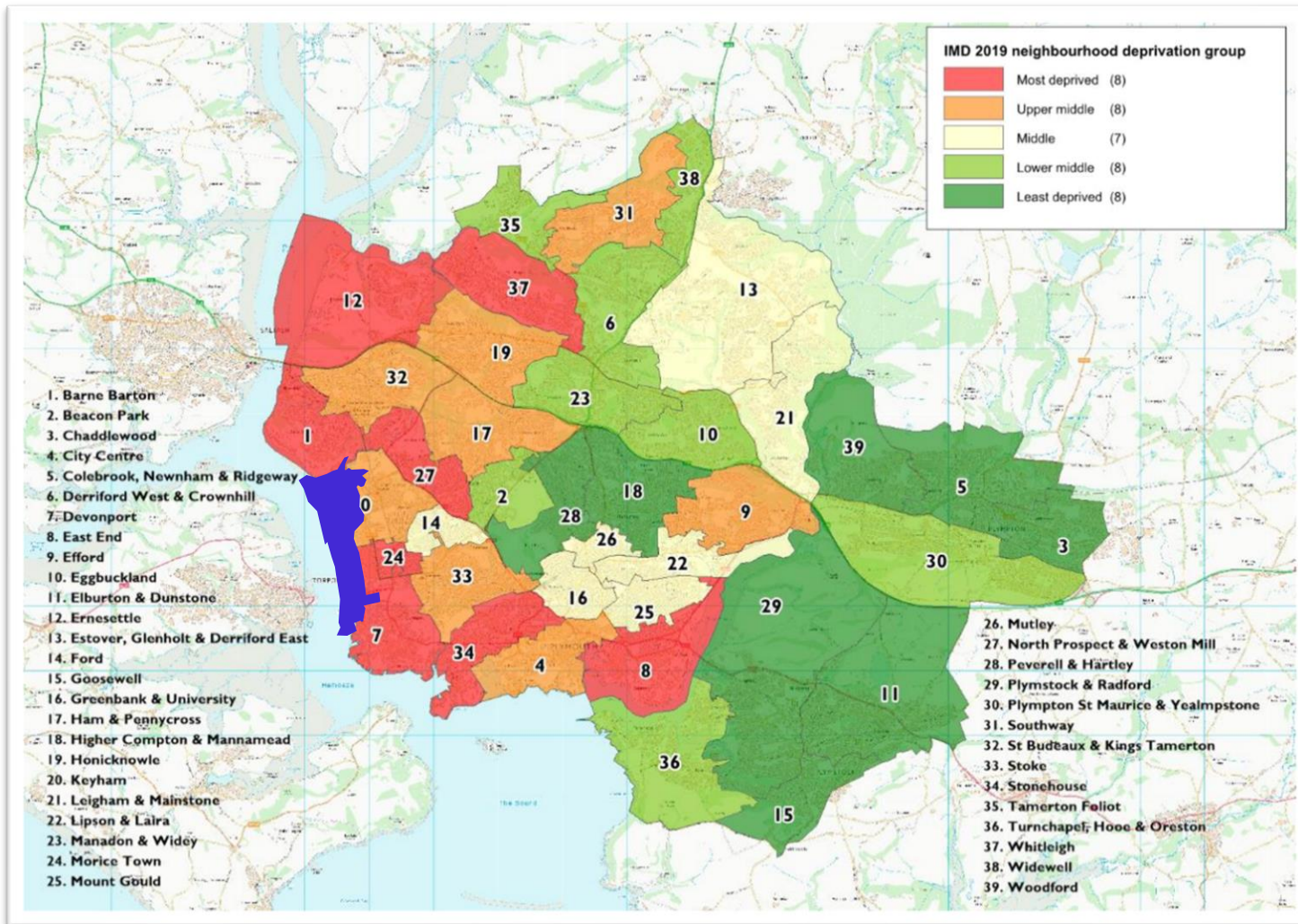
Cathy Berry- Babcock International

Dan Haines- Microsoft

Kat Dixon- Babcock International

Meeting community needs

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](#)

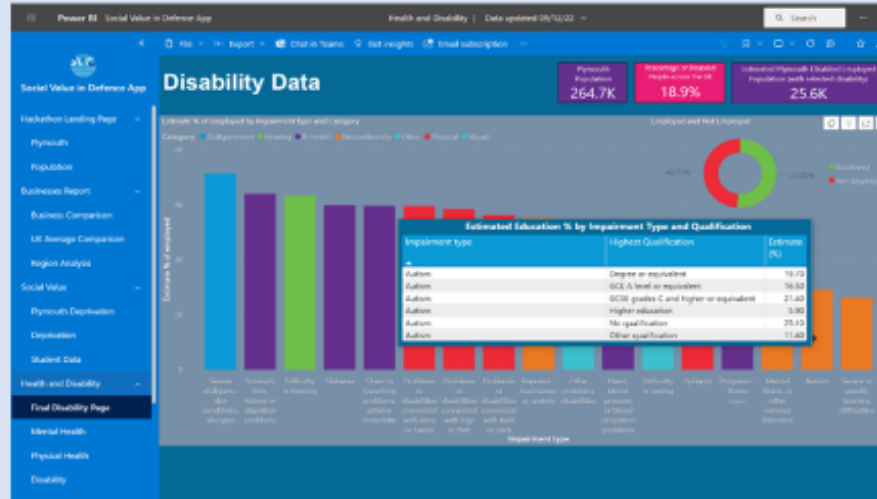
What Is The Role Of Technology?

Plymouth Social Value Analytics Hackathon

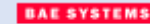
- To provide insights over existing open data sets and to explore data visualisations that may direct investment in social value initiatives.
- To develop a social value insights platform architecture pattern and deployment methodology to Azure – including the capability to share curated datasets.
- 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.

Social Value Data Insights

SVID Application Insight Example – Disability Data

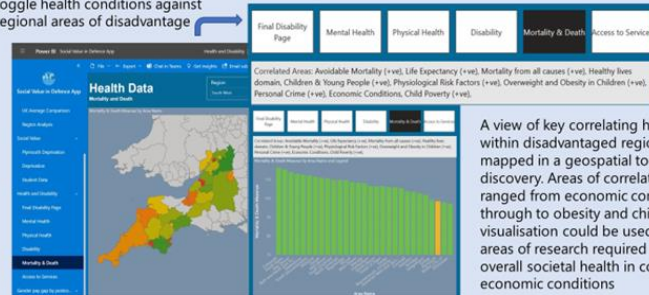


A reporting/ comparison tool showing educational attainment against types of disability. For example, left is the mouse hovering over Asperger's/and autism, with the comparator flagging which level of education had been achieved and to what percentage across the focus group. This could be used for properly targeting support in the mentally and physically disabled community.



SVID Application Insight Example- Health in Areas Of Deprivation

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



SVID Application Insight Example- Apprenticeships



A dashboard allowing users to assess 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



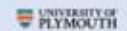
Social Value Data Insights

SVID Application Insight Example- Health in Areas Of Deprivation

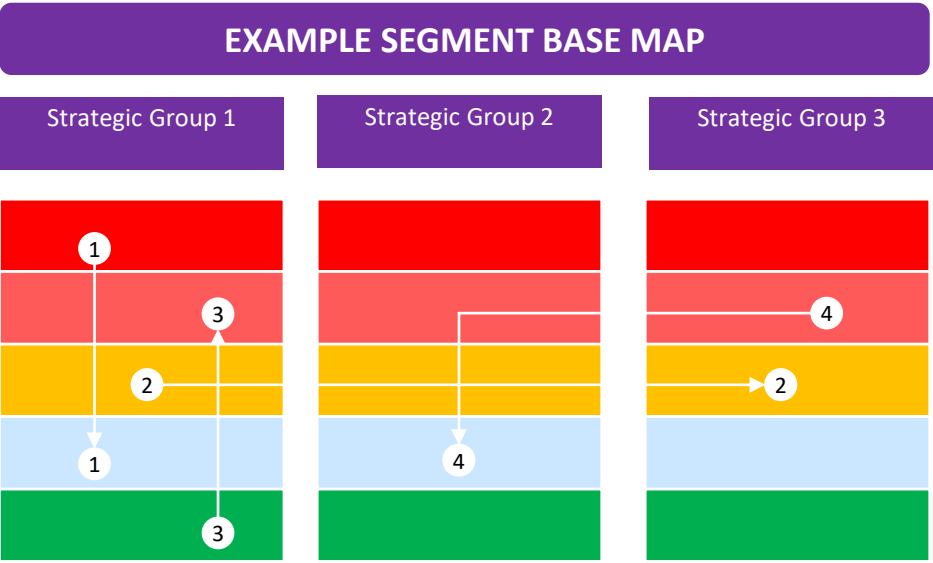
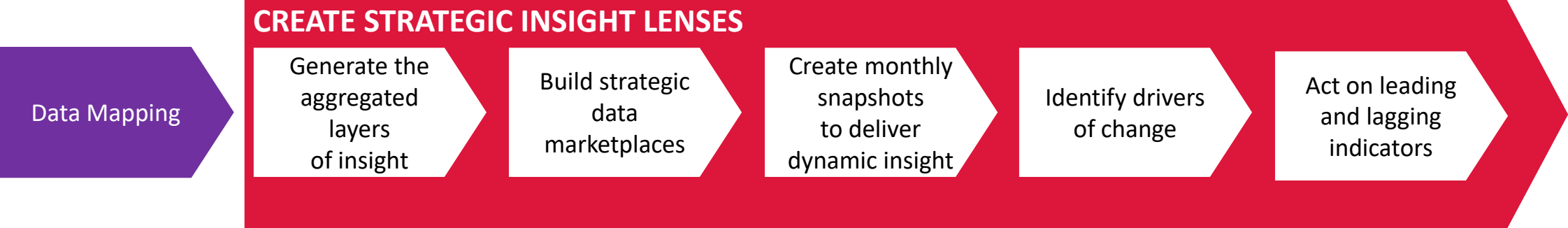
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Key Transition Insights



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.

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

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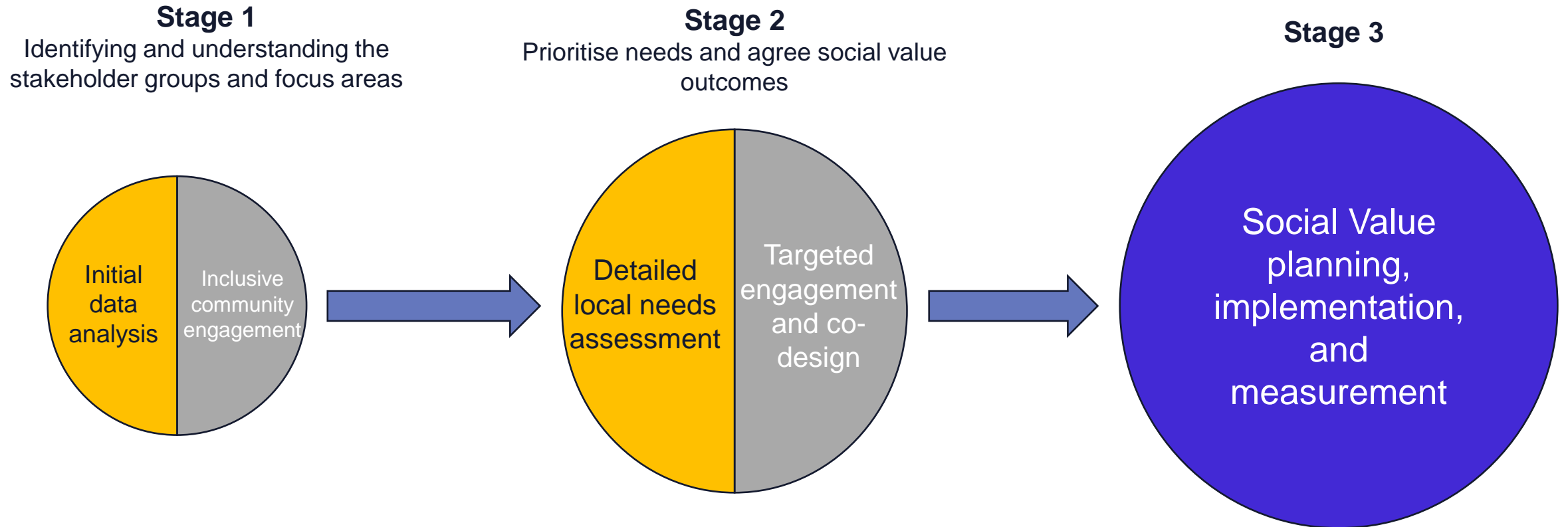
Responding to Community Needs



Carolyn Bowman
Socio-Economic Consultant, Useful Projects

Understanding the greatest needs

Our approach: developing a robust evidence base



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

Q&A



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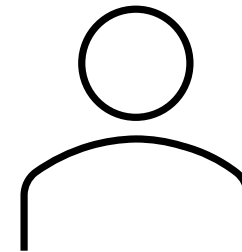
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Thank you