



Design Principles

Our Offer

- We will deliver the organisational Design Principle "We will use data to inform what we do"
- We will support the delivery of the organisation's data strategy, including principles around data management and quality
- We will work with all parts of the organisation to provide a 'one council' offer, embedding business intelligence capacity within service areas and project teams where appropriate
- We will focus greater effort on understanding and solving business problems through the analysis of data

Our Operating Model

- We will consolidate all business intelligence activities in a single centre of excellence
- We will shift effort away from the manual handling of data and towards the analysis and understanding of data to provide insight and intelligence
- We will improve the automation of management information and report directly from business systems via the Council's Data & Analytics Platform
- We will exploit the new technologies available to us through the Microsoft suite to deliver improved business intelligence outputs
- We will provide a blend of subject matter (service) expertise while deploying a flexible pool of analytical capacity to respond to changing business requirements

Our Improvement & Innovation

- We will apply more advanced analytical approaches, including data science techniques such as predictive analytics, to provide more sophisticated business intelligence solutions
- We will address the ongoing issue of data sharing with partners by exploring the concept of an Office of Data Analytics
- We will seek commercial opportunities to benefit from business intelligence solutions that have been developed in-house and have value to partner organisations and other local authorities
- We will identify funding opportunities, such as central government and research grants, to support business intelligence project activity and develop our offer to the organisation