

**THIS IS THE  
DIFFERENCE  
YOU MAKE**



This is the difference you  
make, working at  
Warwickshire County Council.

# **Working in Business Intelligence at Warwickshire County Council**

# Welcome to Warwickshire County Council

Thank you for your interest in a role with **Warwickshire County Council's Business Intelligence Team.**

Warwickshire County Council is a great place to work where diverse and talented people are enabled to be their best.

The Council has a clear ambition – to make Warwickshire the best it can be. We want to ensure that for the people who live, work or visit Warwickshire it is seen as a fantastic place with as high a quality of life as possible. This ambition is supported by three strategic priorities:

- **We want Warwickshire to have a thriving economy and places that have the right jobs, skills, education, and infrastructure**
- **We want to be a county where all people can live their best lives; where communities and individuals are supported to live safely, healthily, happily and independently**
- **We want to be a County with a sustainable future which means adapting to and mitigating climate change and meeting net zero commitments.**

## About Warwickshire County Council

Those who work for Warwickshire County Council are always working towards those outcomes, they underpin every role within the organisation. We deliver a host of local authority services, via four main directorates:

- **Children & Young People aims to create a Child Friendly Warwickshire and is responsible for services supporting children and families including social care and education.**

- **Social Care & Health is responsible for adult social care, commissioning of care provision and public health.**
- **Communities Directorate, responsible for highways maintenance and planning, fire and rescue, waste and recycling, countryside and environmental management, trading standards, education and learning, and economic development.**
- **Resources Directorate supports directorates with services including; people skills and organisational development, law and governance, policy development, finance, ICT, HR, equality, diversity and inclusion, facilities, business support and customer services.**

Warwickshire County Council delivers hundreds of services to the county's residents, from education and roads to social care and fire and rescue. With approximately 4,500 employees – as well as thousands more in schools – the Council is dedicated to making Warwickshire the best it can be, open for business and growth and providing jobs and prosperity.

## Where are we?

We have several satellite offices across the county, but Shire Hall in Warwick is our main headquarters where you will have regular opportunities to collaborate with colleagues. However, work is what you do, not necessarily where and when you do it, so there is flexibility around where and when you work as part of our agile working approach. You will have access to dedicated office space within Shire Hall, as well as the wider Shire Hall complex with access to meeting rooms, collaboration space and break out areas to offer flexibility and choice in the way you work.

# Our People Strategy



Through the later end of 2020, the council refreshed its Our People Strategy, to drive through the vision of Warwickshire County Council, a great place to work where diverse and talented people are enabled to be their best.

**Embodying our Values and Behaviours, the Our People Strategy is built on 6 building blocks:**

## Our behaviours

Our behaviours were first introduced in 2016 and these haven't changed. Our behaviours frame how we should behave at work. They help us to understand how we should go about our work and the way we should interact with each other and our customers.



**To support the achievement of our vision, five key organisational values have been identified:**



High performing



Collaborative



Customer focused



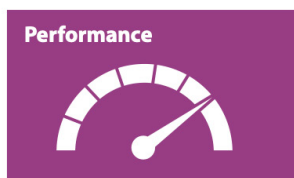
Accountable



Trustworthy

## Our People Strategy building blocks

The building blocks provide the foundations for the delivery of Our People Strategy vision. We have identified six key building blocks:



For each building block we have a clear set of outcomes we need to achieve so that we can fulfill our vision and transform as an organisation in a way which is sustainable.



# About Warwickshire

Warwickshire itself is a beautiful county with many cultural attractions and several wonderful towns.

Historic Warwick, the county town, famous for Warwick Castle, the finest castle in all the land; Stratford-upon-Avon, also famous as the birthplace of Warwickshire's most famous icon, the bard himself, William Shakespeare, and where the Royal Shakespeare Company theatre is based; Rugby is the main town in the east of Warwickshire, also famous as the birthplace of the sport that shares its name; in the north of the county is Nuneaton, Warwickshire's largest town and whose cultural icon is the writer George Eliot; and finally there is Royal Leamington Spa, anointed a royal spa town by Queen Victoria over a century ago and now a highly attractive town with a large student community and many shops and restaurants. As well as the towns we also have an abundance of beautiful, leafy countryside with many lovely rural villages.

Due to being right in the middle of the country, Warwickshire is also very well connected to other towns and cities, with direct train services from most towns to Birmingham, Coventry, Solihull, Oxford and London, plus easy access to several motorways including the M40 and the M6. Due to its thriving economy, wonderful towns and countryside, and the transport links, Warwickshire is a highly sought-after place to live.



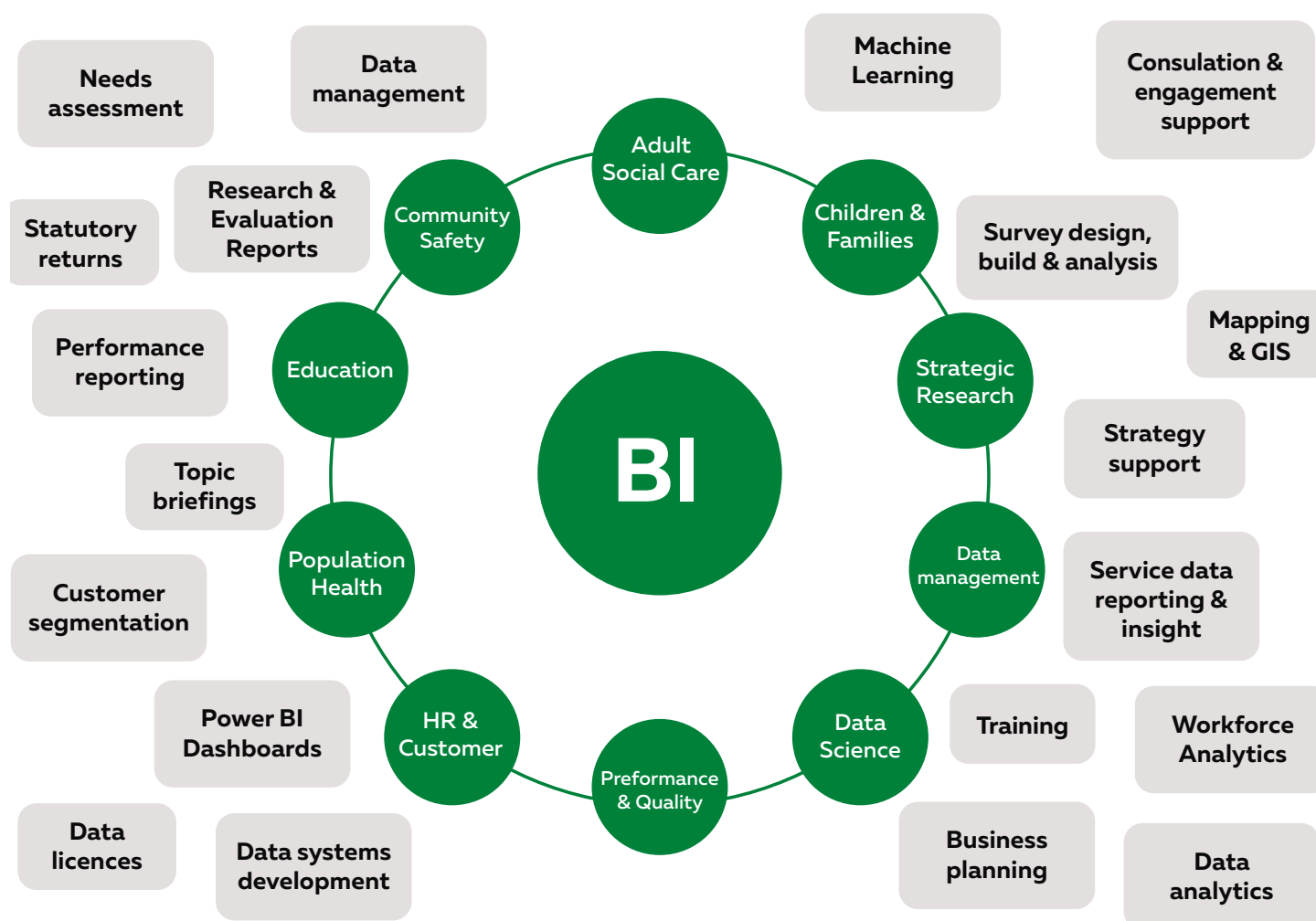
# Working for Business Intelligence

Warwickshire County Council's Business Intelligence service ensures that insight and evidence remain at the heart of the council's decision-making and are used to drive improvements that make a meaningful difference to Warwickshire's people and communities. Our roles involve critical thinking, problem solving, creativity – innovation is encouraged.

The Business Intelligence service works across and supports most areas of work within Warwickshire County Council. We have teams

that focus on specific service areas, for example, education, community safety, population health, children and families or adult social care. We also have teams that are cross-cutting supporting performance and quality, data management, strategy and engagement.

Whichever team you work in you'll find there is a varied workload with opportunities to work with colleagues from across the organisation on current and important issues. In addition to underpinning the day-to-day operation of council services there is a need to be agile and react to the ever-changing external environment. For example, in recent years the service has been involved in reporting for COVID-19, informing the local Levelling Up agenda, supporting work addressing the cost-of-living crisis, handling Homes for Ukraine data and providing evidence for economic recovery strategies.





You will have access to the technology and the data you'll need to do the best job possible; we use the Microsoft suite of tools and subscribe to a number of datasets that allow us to provide the insight required to support evidence-based practice. Training is provided where necessary and proactive learning and development positively encouraged.

You will also have flexibility around where and when you work, including time at our Shire Hall offices in the heart of Warwick. These offices have recently been reconfigured to allow both face-to-face collaboration and virtual working, providing an excellent working environment.

Working for the Business Intelligence Service you'll be part of a friendly and supportive team who look out for each other, we'll give you the support and encouragement you need to succeed and help others around you – because we know a job done well, is a job done together.

So, if you're someone who is prepared to get stuck in, who wants to do the best job possible, who approaches everything with passion and purpose, then we want you to work for us. You'll be able to apply your knowledge and abilities in a place that matters to people and communities. And simply put, you'll enjoy working here because of that.



# Business Intelligence: meet some of our team

## Business Intelligence Analyst (Strategic Research Team)

My work is mostly project-based, which enables me to work with different people across the organisation on a variety of topics. I am often tasked with finding creative solutions to business problems or providing insights into how we can improve the way we as the council are currently using data to understand how we are performing as an organisation, what the public thinks about our services, and how we can provide better services in future.

As a Business Intelligence Analyst, I have the opportunity to work on a range of projects.

These include:

- **Design, build and analysis of consultations and engagement activities for our residents and other stakeholders on a wide variety of topics.** These have including collecting views on the Local Transport Plan, Active Travel, Household Waste Recycling Centres, the Council Plan, the Dementia Strategy and the Health & Wellbeing Strategy. All ensuring decision-making takes into account the views of the community we serve.
- **Building, developing and maintaining a range of Power BI dashboards presenting key information to inform decision-making.** These have included dashboards on financial resilience and deprivation which have identified areas and populations most likely to be negatively affected by the COVID-19 pandemic and cost-of-living crisis.
- **Working on fast-paced and important analysis such as providing analytical support as part of the COVID-19 shielding hub response team.**

- **Researching and reporting on a wide range of key topic areas such as digital connectivity, deprivation and obesity.**

In my role I have had the chance to use, learn and develop a range of technical and non-technical skills, including advanced Excel, QGIS (mapping), Power BI/Power platform and NVivo (qualitative analysis).

There isn't a typical workday for me, and I structure my day by individual project needs. This means I am either participating in meetings to advise on the best way of collecting data, often through surveys, monitor the uptake of these surveys, to then produce visual and engaging reports on the base of adequate research methods.

I can actively contribute to and shape every project I am involved in, and I collaborate with my team and the stakeholders involved in the project to find solutions and/or answers to the problem in question. I feel like a valued member of my team, and I would describe the working environment as very pleasant, where colleagues are happy to support each other.

I can work flexibly to fit work into my daily routine, which is a great way to balance my wellbeing with work. I have recently moved to another team within Business Intelligence and this was a brilliant opportunity for me to learn about different analytical tools and techniques. I feel there is always an opportunity to grow, and this is highly encouraged by my manager.

## Business Intelligence Analyst (Strategic Research Team - Economist)

Every day is interesting working as an economist within local government and no two days are the same. The external political and economic environment impacts enormously on what I do and makes for a varied and interesting workload

My role involves economic research and analysis working on a variety of different projects including:

- **Writing up economic / business cases – such as outlining the economic benefits for hosting the Commonwealth Games in Warwickshire.**
- **Influencing local economic strategy through creating a conclusive economic evidence base.**
- **Writing briefing notes informing elected members and senior leaders on pressing economic issues.**
- **Developing numerous Microsoft Power BI Dashboards to provide up to date and meaningful intelligence.**
- **Writing the Coventry & Warwickshire Quarterly Economic Survey report which helps give a through picture on the overall economic outlook of the sub-region and helps inform central government of the health of the Coventry & Warwickshire.**

Such projects require me to think independently, utilise my understanding of economic theory, apply my analytical mind and above all communicate complex things in an easy-to-understand manner, to all audiences.

## **Data Analyst (Community Safety Team)**

Working in the Community Safety team for Warwickshire Fire and Rescue Service is such a varied and exciting job. Every day is different with various incidents to sign off and submit to the Home Office, analysing different incident categories, looking at performance for our station grounds, or building Power BI reports to enable officers to self-serve their own data and use it how they see fit.

The staff are all so friendly and approachable and are always very thankful for the work I do for them, whether it's just providing some basic figures, or detailed analysis into incident hotspots and recommending what could be done to prevent incidents occurring again or gaining insight as to why incidents have been seen in certain locations.

Meetings with Station Managers is very rewarding when taking them through their performance summary over the previous couple of months, looking at how they have performed against the county and where incidents have been reported. Being able to travel around to various Fire Stations recently has been interesting; it has been great to see so many Fire Officers face-to-face and gain a real good insight into the hard work they do to protect our communities from harm, and it's such a pleasure to be able to contribute to that.

## **Data Analyst (Strategic Research Team)**

I am a Data Analyst in the Strategic Research team with the majority of my work supporting the Waste Management team in our Communities Directorate. My work is varied but a typical day may involve logging on and updating the dashboard I created in Power BI which shows the Household Waste Recycling Centre bookings that have been made by Warwickshire residents. The dashboard is used to see the number of visitors and also shows where the visitors are coming from by using their postcode.

I may then check the tonnages of waste that have been produced over the previous month across the county, this data is used to budget for the Warwickshire waste collection and disposal. It is also used to design campaigns – such as encouraging home composting for example, or encouraging more recycling of recyclable waste etc. I share this information across the county with the 5 boroughs and districts and the county council which makes up the Warwickshire Waste Partnership

In my role I have learnt how to create maps that show data in a user friendly way. I may spend some time during my day creating maps in QGIS, to help with future strategy planning. I can use the maps to show changes in population which may help shape future waste provision for that area.





## **Business Intelligence Analyst (Adult Social Care)**

Within my role as BI analyst for Adult Social Care most of my work is project based, especially working alongside colleagues from external agencies. These include care service providers, colleagues in the NHS, and other organisations like housing agencies. Working alongside so many different colleagues allows me to build great relationships and gets me involved in a wide range of different types work.

Being involved in so many different workstreams has allowed me to broaden my knowledge of the Adult Social Care sector. It's important that I work closely with both strategic and operational staff to ensure we are meeting business requirements. We almost operate as a type of 'internal consultancy', gathering as much information as we can before making a recommendation on the best data and reporting solution to put in place.

As well as having strong relations with external providers, I feel as a whole the Business Intelligence service has a strong sense of cohesion and collaborative working. Within our smaller Adult Social Care team we are often knowledge sharing and helping each other with problems we may come across in tools such as PowerBI. I thoroughly enjoy working for Warwickshire and have met some amazing people. We are able to work flexibly as long as the needs of the business are met and can book desks in the office as and when we need to.

The Business Intelligence team has built a strong profile across the organisation and is regarded as a credible, trustworthy service that gets things done. I feel my role supporting Adult Social Care makes a real difference to the lives of Warwickshire's most vulnerable people.



## Performance Analyst

I regularly liaise with customers across the organisation, working with Assistant Directors, middle managers and their teams to help support them in their business planning and performance reporting needs. If you like talking to people, building strong relationships and supporting people to find how they fit into the bigger picture, welcome to the life of a performance analyst.

I work 30 hours a week and as WCC offers an agile working approach, I start early, which allows me to pick up on emails I missed from the previous afternoon, drop the children off to school and am ready to start meetings from 9am by which time the rest of the team have all started and we have our daily team catch up. My team is mutually supportive of each other where we have our own responsible areas but we help each other to deliver priorities. My usual finishing time is around 2pm, but sometimes this maybe slightly later depending on what time of year it is and best fit availability to enable meetings to take place. This agile approach is mutually beneficial for both the Service and myself as I'm able to do the job, liaise with colleagues, write reports attend relevant meetings, working within the contracted hours, as well as having a good work-life balance. WCC is a family friendly employer and the benefits of agile working really helps with this.

There is no typical day due to the nature of the business planning and performance cycle. Most days will involve reviewing recently submitted performance information to ensure quality and agreeing with Services what needs to be highlighted to Senior Managers and Members. This information culminates in tailored reports for Elected Members and Management Teams and I support these performance discussions. Other times, I meet with officers to discuss business planning which helps with the 'golden thread' as to how the work of Services and their teams fit into the overall Council Plan.

Each day I will use Power BI, our data visualisation system, to ensure that performance information and business plans are presented in the most relevant format for end users and can be used for improving our services within the Warwickshire communities.

I will also get involved in special performance related projects which can involve deeper dives into the data for monitoring.

I like to feel I make a difference in this role by supporting Members and officers make evidence-led decision-making and using data, analysis and intelligence to deliver



# Business Intelligence

## Examples of our work

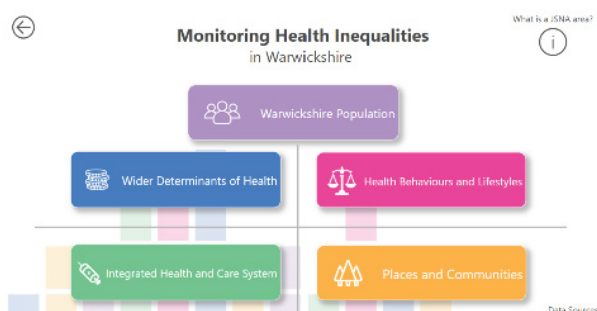
The Business Intelligence Service produces a variety of outputs in a range of formats. Some of our work informs statutory returns or freedom of information requests, whilst others inform internal governance, performance monitoring and commissioning decisions. Each team has an annual work programme to ensure we deliver what the wider organisations requires. Some of our outputs include:

## PowerBI

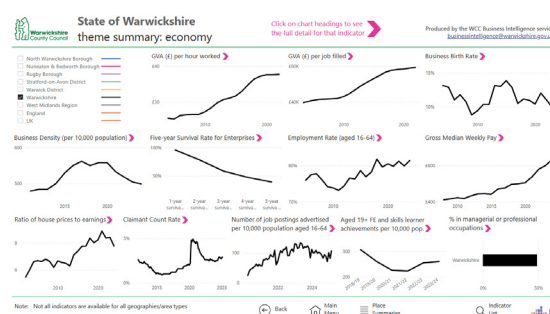
Power BI is part of the Microsoft suite of products and is the council's primary tool for building dashboards and reports. It is used to present data and insights in an interactive way, enabling the user to delve into the figures in more detail and find the specific information needed.

Each team within the Business Intelligence Service works with customers to design, build and maintain PowerBI reports and dashboards. Many of these are confidential to service areas as they contain sensitive, restricted and/or identifiable information but some are more widely available to inform partnership working. Examples of these include:

- **Monitoring Health Inequalities in Warwickshire:** <https://app.powerbi.com/>



- **State of Warwickshire dashboard**  
<https://app.powerbi.com/view?>



## Research and Insight Reports

Teams within the Business Intelligence Service are often commissioned to produce bespoke research reports and briefing papers either to provide an overview of an area or to take a more detailed look at an aspect of it. The team has also produced a State of Warwickshire report as an evidence-base to the Council Plan and contributes to the Director of Public Health's Annual Report. We will also produce briefings on key data releases (such as the Census) and policy (such as the Budget).





# Useful information about working at WCC

## Technology and access to data

As a council employee, you will be provided with high-quality IT equipment to help support an agile way of working. This will include access to a Microsoft Surface Pro device. You will have access to Microsoft Teams and all its functionality to stay in touch with your colleagues. Additionally Business intelligence subscribe to a range of datasets including Experian Mosaic.

## Probation Period

For all employees joining the County Council, your employment will be subject to a probationary period, which will normally last for six months and be a general assessment of your attendance, performance and attitude at work. The probation period can be extended if necessary. At the end of the period, subject to your performance being satisfactory, your employment with the County Council will be confirmed.

## Annual Leave

Annual leave entitlement will be detailed in the job description this is in addition to bank holidays.

## Pension and staff benefits

We know that our people want to do the best job possible, so we believe in properly rewarding them for their hard work and commitment. You will be automatically enrolled into the Local Government Pension Scheme unless you opt out, and eligible to join the staff benefit scheme, which includes employee discounts, our cycle to work scheme and employee assistance programme and staff networks.

## Our staff networks

Warwickshire County Council is committed to equality of opportunity for all employees and is keen to address areas of underrepresentation in its workforce, this is because we really understand the importance of different voices, experiences, perspectives, and backgrounds within our workforce. Therefore, we strongly encourage applications from members of underrepresented groups.

The council has a number of staff network groups which provide peer support and safe spaces for our people who hold these and other identities. We recognise the power of staff networks to improve the wellbeing of our people, and the culture of our organisation.

### Our current staff networks include:

- **Neurodiversity Network**
- **Muslim Network**
- **Carers Staff Network**
- **Christian Staff Network**
- **Cultural Staff Network**
- **Global Ethnic Majority Staff Network**
- **LGBTQ+ Staff Network**
- **Women's Staff Network**
- **Bereavement Staff Network**

The people who work for us are our greatest asset and when they feel valued, included, safe and supported, this positivity reaches the people we are here for, our communities and customers.

## Key contacts

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