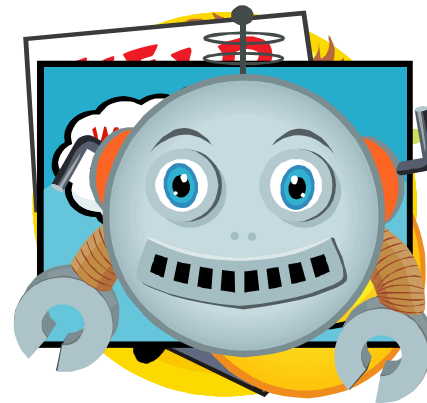# GETTING MORE OUT OF YOUR PEOPLE DATA
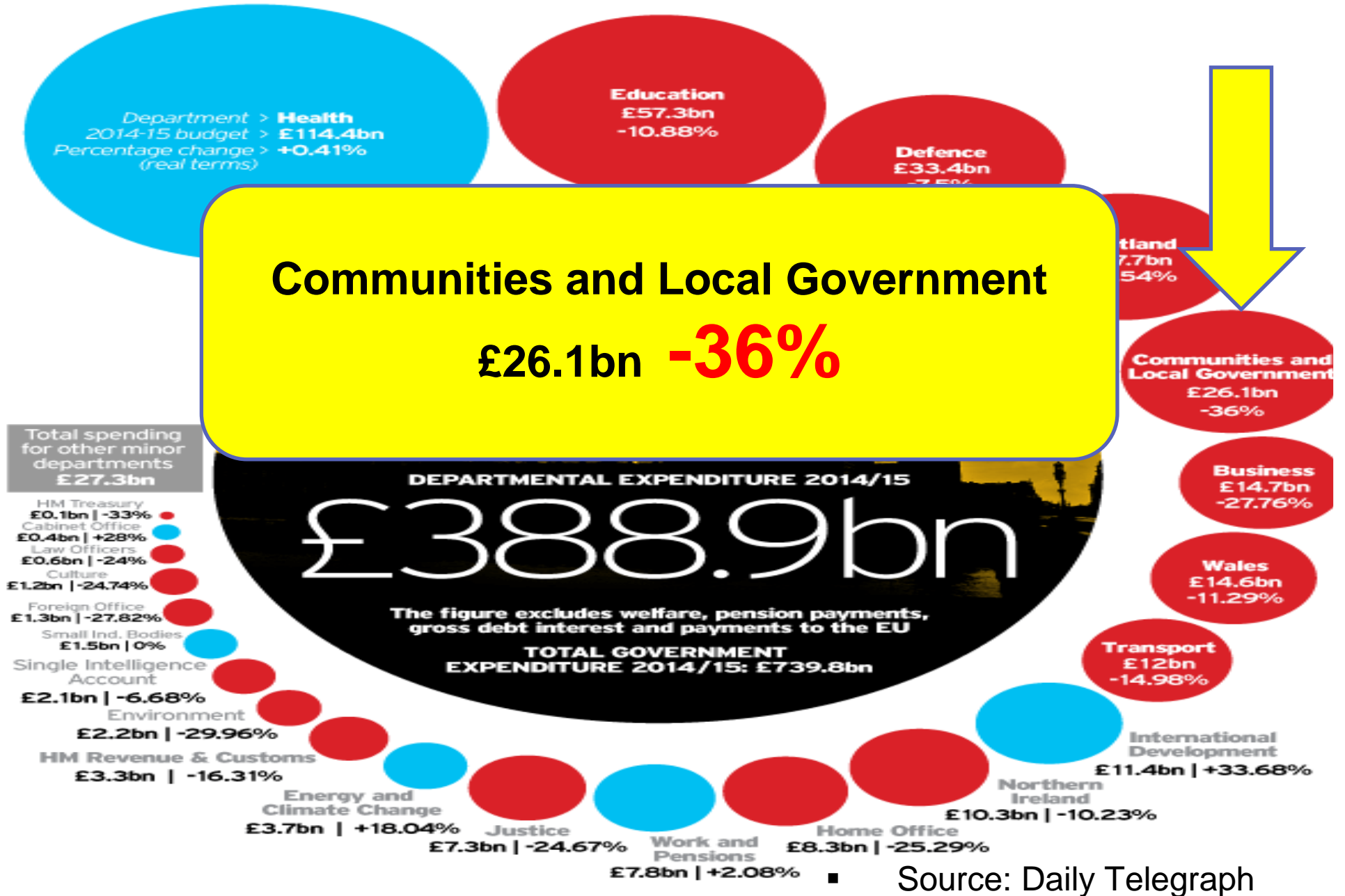
- Brent Council
- Cabinet Office
- Leeds Council

Tony Ellis
Information Agenda Consultant

Spending Review 2010 > Winners and losers

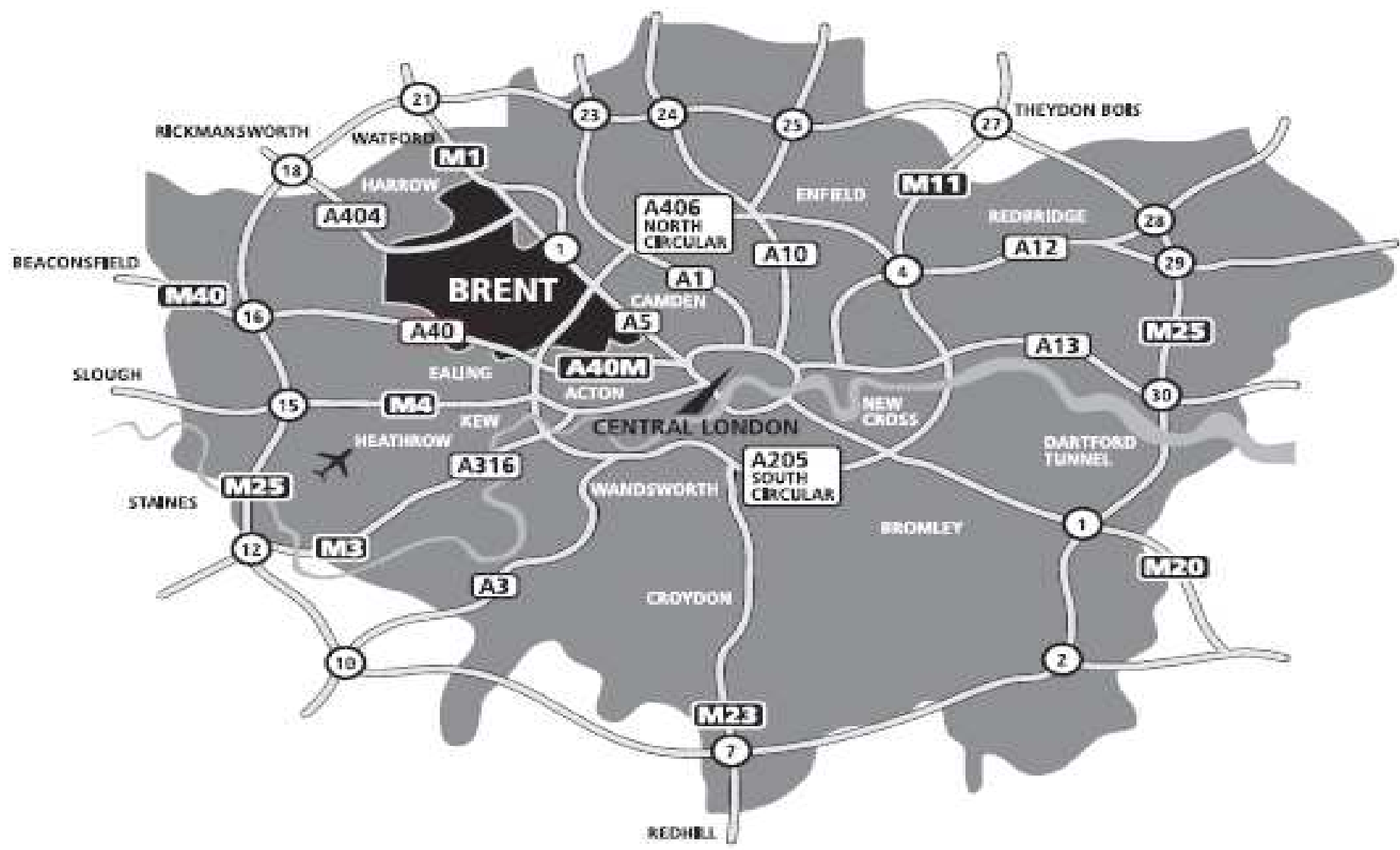A picture of the Government's budget by department in 2014/15.

Department > **Health**
2014-15 budget > **£114.4bn**
Percentage change > **+0.41%**
(real terms)

Education
£57.3bn
-10.88%

Defence
£33.4bn
~~-7.5%~~

...tland
7.7bn
54%

Communities and Local Government

£26.1bn -36%

**Communities and
Local Government**
£26.1bn
-36%

Business
£14.7bn
-27.76%

Wales
£14.6bn
-11.29%

Transport
£12bn
-14.98%

Total spending
for other minor
departments
£27.3bn

HM Treasury
£0.1bn | -33%
Cabinet Office
£0.4bn | +28%
Law Officers
£0.6bn | -24%
Culture
£1.2bn | -24.74%
Foreign Office
£1.3bn | -27.82%
Small Ind. Bodies
£1.5bn | 0%
Single Intelligence
Account
£2.1bn | -6.68%
Environment
£2.2bn | -29.96%
HM Revenue & Customs
£3.3bn | -16.31%
Energy and
Climate Change
£3.7bn | +18.04%
Justice
£7.3bn | -24.67%
Work and
Pensions
£7.8bn | +2.08%
Home Office
£8.3bn | -25.29%

DEPARTMENTAL EXPENDITURE 2014/15

£388.9bn

The figure excludes welfare, pension payments,
gross debt interest and payments to the EU

**TOTAL GOVERNMENT
EXPENDITURE 2014/15: £739.8bn**

International
Development
£11.4bn | +33.68%

Northern
Ireland
£10.3bn | -10.23%

■ Source: Daily Telegraph

The cuts are very real and run deep

Targeting of resources

What Does a London Council Do?

▸ Refuse Collection   ▸ Regeneration

Provide *600+ Services*
to Residents & Businesses

80% of Government Services
are via Local Councils

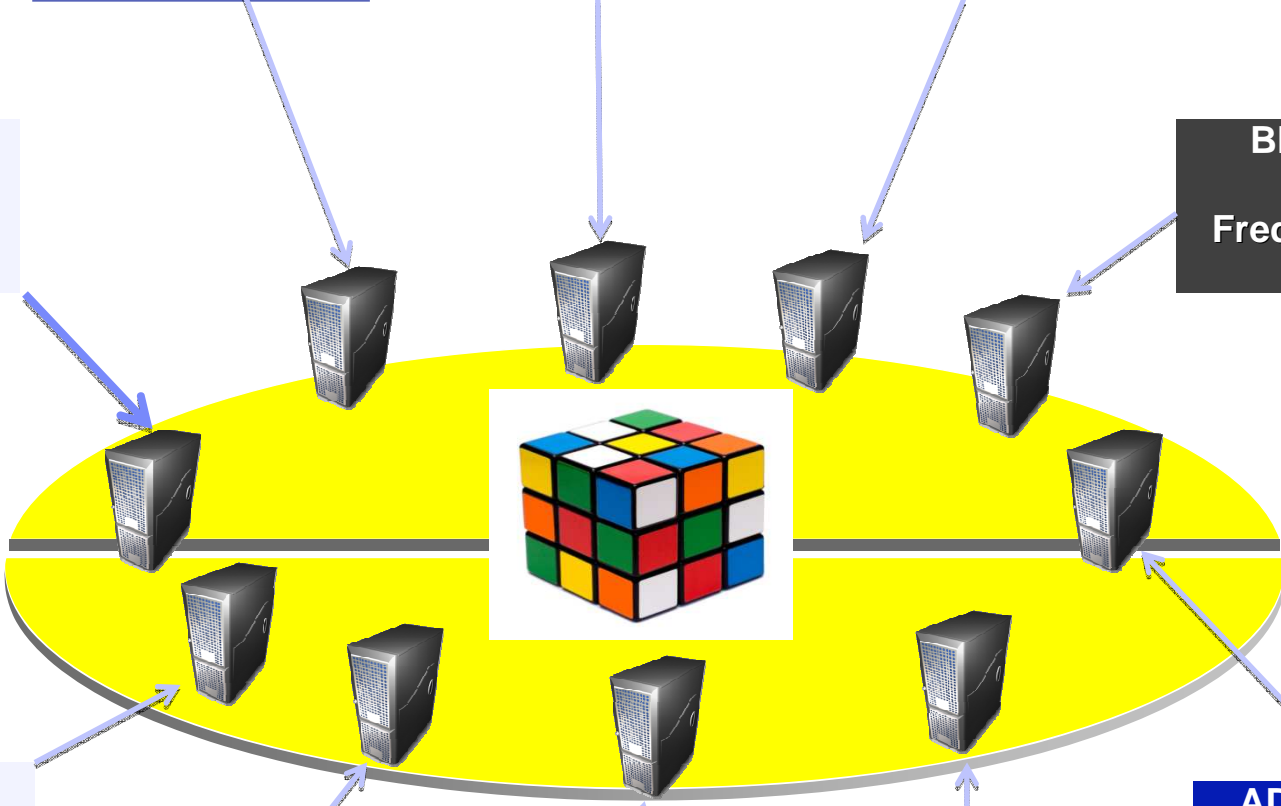▸ Children's Care   ▸ Licensing

▸ Roads

CRM
98997645
Freddie Bloggs

ER
98997645
Freddie Bloggs

CTAX
AA347987
Freddie Boggs

HOUSING
0012345
Fred Bloggs

BENEFITS
44576
Freddie Boggs
BLIND

CHILDREN
zz345543
Frederick Bloggs

ADULT CARE
555777777
Fred Bloggs

LIBRARY
8788GHB
F Bloggs

MYDEX
0000707
Fred Bloggs

E-FORMS
7877767
Fred Blogs

CRM
98997645
Freddie Bloggs

ER
98997645
Freddie Bloggs

CTAX
AA347987
Freddie Boggs

HOUSING
0012345
Fred Bloggs

Master Customer
Database
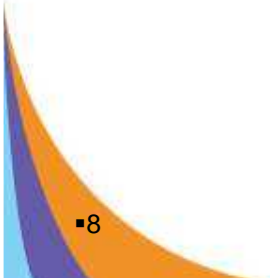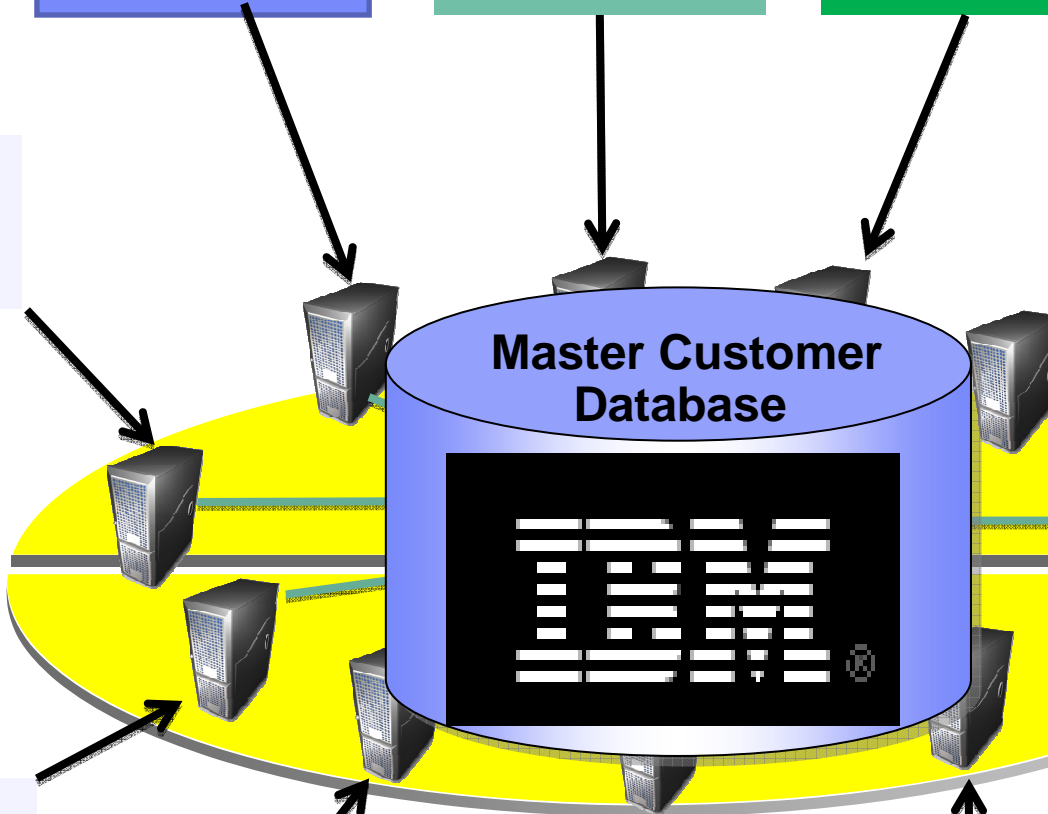
Change in Circs

- Name
- Address
- Deceased Date
- Phone no.
- Email

CHILDREN
zz345543
Frederick Bloggs

ADULT CARE
555777777
Fred Bloggs

LIBRARY
8788GHB
F Bloggs

MYDEX
0000707
Fred Bloggs

E-FORMS
7877767
Fred Blogs
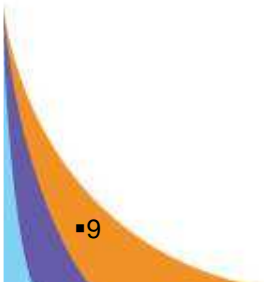
12 BACK OFFICE SYSTEMS

- CRM – Lagan (previously E-SHOP)
- Northgate Housing
- Northgate Revenues and Benefits – Council Tax
- Electoral Register
- Northgate Revenues and Benefits – Housing Benefit
- Framework-i (Social Services)
- IDEAR (Pupils database)
- Libraries
- Nonstopgov (E-Forms/Customer Portal and complaints)
- Parking Control
- Parking Permits
- Mydex
- Lucky 13th potentially Tell Us Once data feed

BUILDING THE HUB

- Worked with all business areas.
  - Explain concept of what a Client Index is
  - What information did their system hold
  - What information did they need from other council systems
  - What was the accuracy of the information they held
  - Trusted data or not

- Uncovered internal industry of council teams ringing each other to see if customer known to them
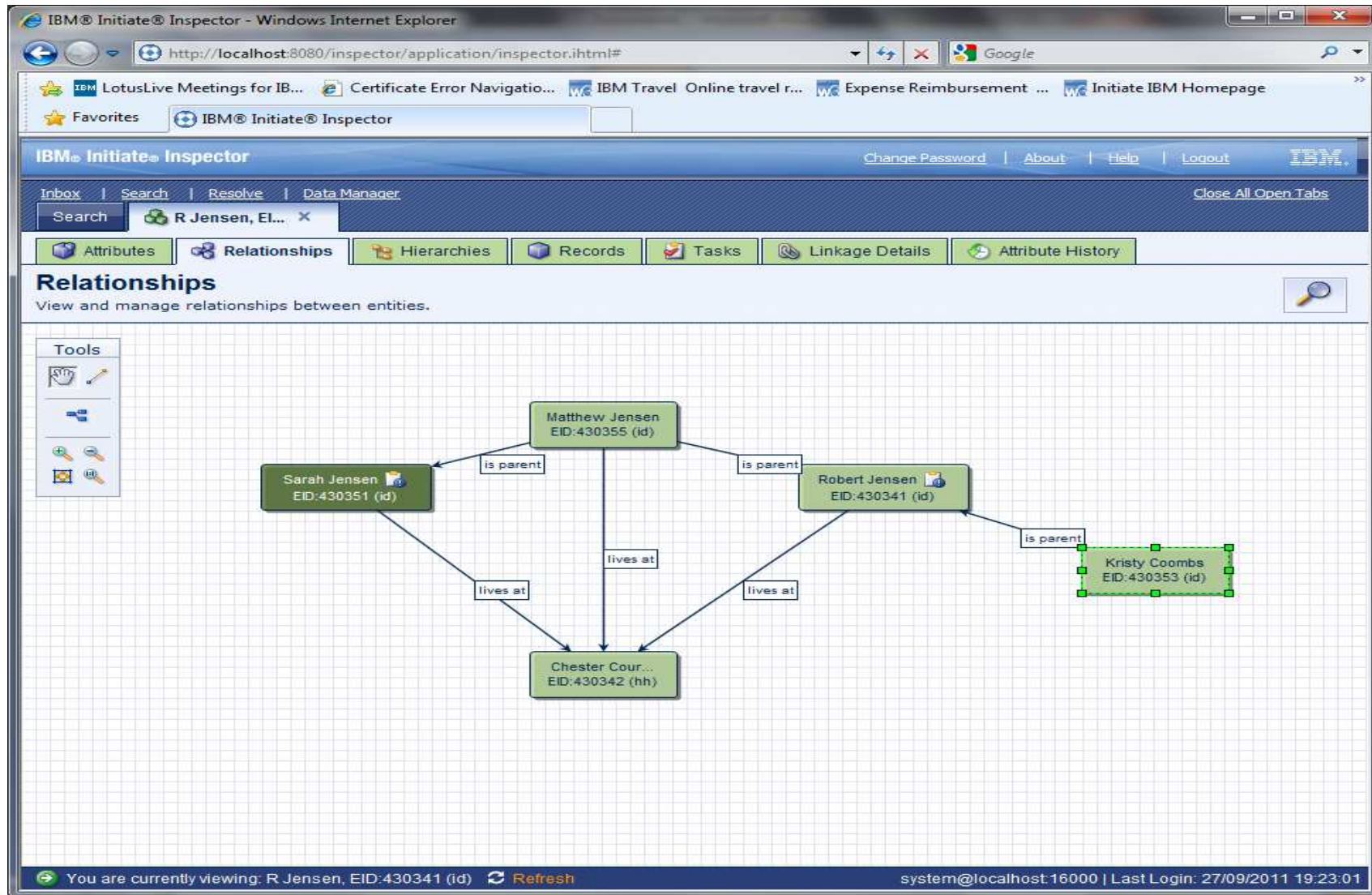
- Hub holds key service information

- What fields build the customer golden record

FIELDS	HB	CRM	HSD	ER	ADULTS	GOLDEN
Full Name	Fred Smith	**Freddie** Smith	**Frederick** Smith	Fred Smith	**Fried** Smith	Fred Smith
DOB	10-1-1965		10-1-1965		10-1-1965	10-1-1965
Gender	M	M	M	M	M	M
Address	10 The Grange Chigley TR8 1AA	**Flat A** 10 The Grange Chigley TR8 1AA	10 The Grange Chigley TR8 1AA	Flat A 10 The Grange Chigley TR8 1AA		Flat A 10 The Grange Chigley TR8 1AA
Reference	1007689	00074321	899743	30005632A	7221900	1007689
NINO	**AB123456B**					AB123456B
Home Tel			**0205-937-996**			0205-937-996
Mobile	**07988674707**					07988674707
Email		**fsmith@vir.com**				fsmith@vir.com
Income Support	Y					Y
Customer Care Ind					**Disabled Blue Badge**	Disabled Blue Badge

HOUSEHOLD

FIELDS	HB	PUPIL	HSD	ER	ADULTS	LIBS
Full Name	**Elizabeth Smith**	**Johnny Smith**	**Liz Smith**	**David Hughes**	**Albert Smith**	Johnnie Smith
DOB	25-11-1950	24-3-2001	25-11-1950		28-1-1917	10-1-1965
Gender	F	M	F	F	M	M
Address	10 The Grange Chigley TR8 1AA	Flat A 10 The Grange Chigley TR8 1AA	10 The Grange Chigley TR8 1AA	**Flat B** 10 The Grange Chigley TR8 1AA		Flat A 10 The Grange Chigley TR8 1AA
Reference	1007689	A98976570089	899743	884198	27689	662890A
NINO	AB123456B					
Home Tel			0205-937-996			0205-937-996
Mobile	0744786435					
Person End Date					**12-04-2011 Deceased**	
Income Support	Y					
School		Waterloo High Chigley TR8 2DD			Disabled Blue Badge	

Building relationships

1

BUSINESS BENEFITS

Strategic Drivers

Key Benefits

Benefit Categories

- Customer insight
- Delivering efficiencies
- National indicators
- Service transformation
- Improved customer experience
- Improved access to services
- Community intelligence

- Process efficiencies
- Systems consolidation
- More efficient use of resources
- Improved management information
- Improved data quality
- Single customer view
- More efficient customer contact

- Risk Reduction
- Financial
- Operational
- Performance

INFORMATION INTEGRATION & GOVERNANCE EXECUTIVE BRIEFING
Delivering Trusted Information for Smarter Business Decisions

IBM

Embedding in the business

- Everyday use of the Client Index:

  - Education Welfare Service – tracing missing children
  - Referral and Assessment Team – verification of children's school details
  - Student Team – verification of email addresses and phone numbers
  - Free school meals – income validation
  - Data Quality – Duplicate Management
  - Change Of Circumstances Management
  - Customer services (across all services)
  - Emergency Housing applications
  - Social Care financial assessments
  - Income maximisation (benefits v social record e.g. one systems records client as blind the other doesn't)
  - Parking control and enforcement
  - Enforcement officers knowing client status e.g. violent client, responsible person in household

BUSINESS BENEFITS

- Duty of Care
  - Checks on Child Protection household members
  - Search for missing people

- Staff safety
  - Staff visiting households have all relevant information = risk assessment re safety

- Customer Insight
  - Ability to profile customers
  - Intelligence to support strategic decisions re service location/delivery
  - Population metrics to support central government funding

- Emergency Services
  - 24/7 ability to identify vulnerable clients located near to emergency
  - Data shared with emergency services for priority evacuation
  - Tried, tested and already been used in local emergencies

- Major contribution to identifying £1.2m Single Person Discount fraud

- Identification and detection of fraud in following areas:
  - Sub-letting council properties (est £2bn fraud in UK)
  - Housing Benefit fraud (£2.5m in Brent 2010/11)
  - Blue Badge for disabled parking (badge worth £10k in London)
  - Grant fraud
  - School Admissions
  - Unpaid Parking fines

- Fraud Team feedback about use of IBM Initiate (Client Index)
  - Used in every job
  - Thousands of searches
  - Immediacy
  - Accuracy
  - The complete picture

INFORMATION INTEGRATION & GOVERNANCE EXECUTIVE BRIEFING
Delivering Trusted Information for Smarter Business Decisions

IBM

Legend
Clients Ent Size >5

- Very Low
- Low
- Medium
- High
- Very High
- Ward Boundaries
- Borough Boundary

Central Government

CABINET OFFICE – ELECTORAL REGISTRATION PILOT

- Under existing system 23 million voters are registered.

- Under IER estimates are that 46 million <u>individual</u> registrations will take place

- Research shows some social groups are under represented:

  - 28% 16-17 year olds
  - 16% 18-24 year olds
  - 18% Inner London voters
  - 37% Black African
  - 33% Movers (in last 6 months)
  - 22% Students
  - 27% Renting from a landlord

- Estimated 3.5m eligible voters not on the register
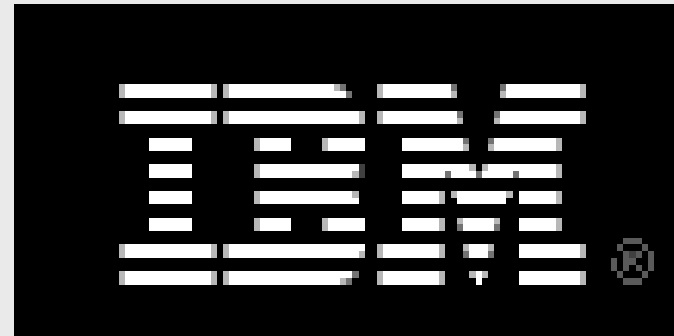
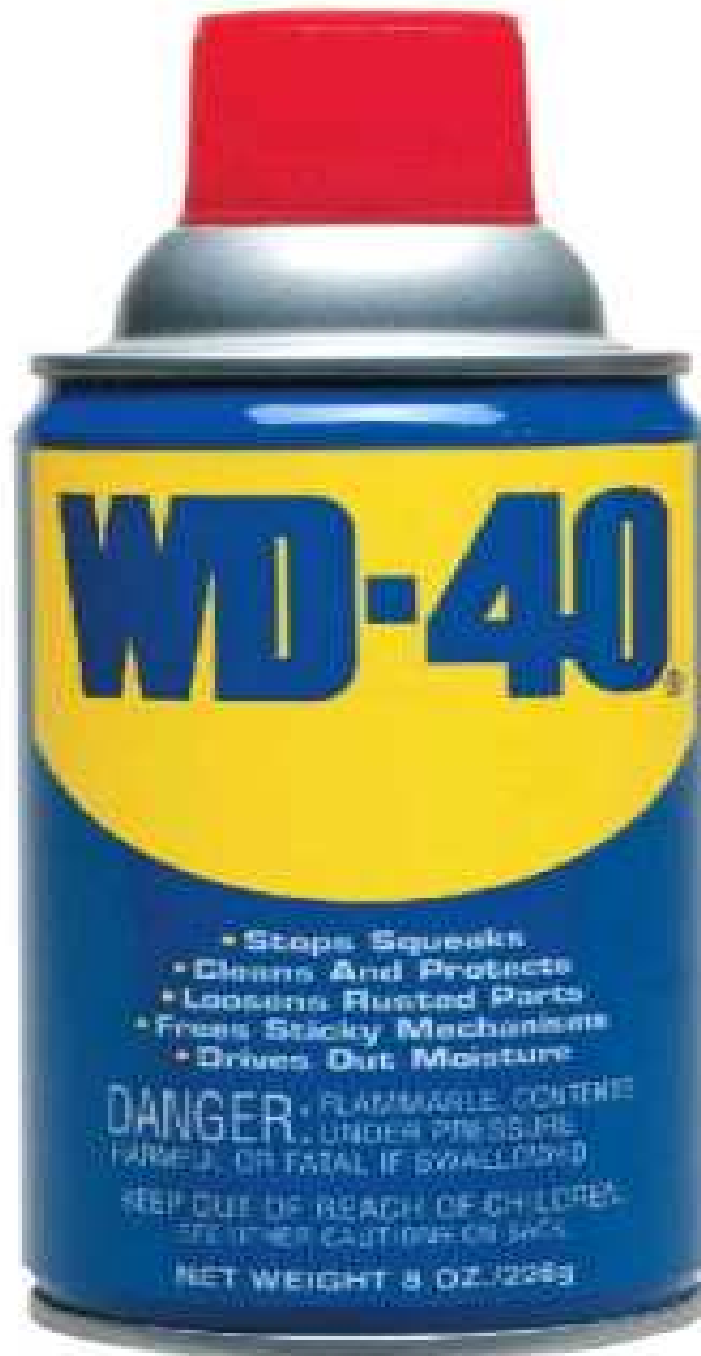Source: Cabinet Office IER White Paper

INFORMATION INTEGRATION & GOVERNANCE EXECUTIVE BRIEFING
Delivering Trusted Information for Smarter Business Decisions

LEEDS COUNCIL – PROOF OF CONCEPT
SINGLE VIEW OF THE CHILD

- Proof of Concept to build Single View of the Child in Leeds

- Critical children's data spread across multiple systems

- Establish the business benefits of having single view of the child

- IBM and Leeds Council working closely on POC using IBM's Master Data Service
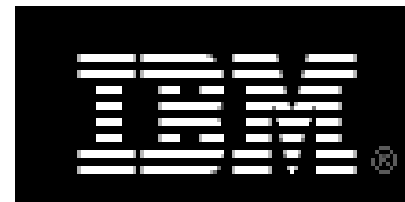
Flexibility

THANK YOU

TONYELLIS@UK.IBM.COM