

business • community and living • council and democracy • education • environment • housing • leisure • policing and public safety • social care and health • transport and streets



The Power of a Single View

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MDM – where does it fit?

Embedded right into the Council's Digital Strategy which is focused on:-

1. Enabling Strategic Leadership
2. Tackling Inequality
3. Building Cohesive Communities
4. Harnessing Economic Growth
5. Delivering Right First Time Services



MDM is a key foundation to support disruptive technology in government

Social Media , Open Data & API's	Big Data / Internet of Things	Advanced Analytics and Predictive Analysis	Cloud	Universal Access
New networks, new opportunities such as crowdsourcing, democratic participation in groups that might otherwise not engage	Digital Public Realm – real time information from smart assets informing operations and allocation of resources ; massive explosion in data volume	Empowering staff, citizens and businesses to explore, understand and work with their data differently gaining new insights	Data and services available anywhere, to any device on demand	Powered by decreasing costs, consumerisation, wiress

Leverage data, data , data – current, accurate, integrated, contextual, compliant



Big Use Cases for Single View

Integrated and Multi Agency Working – organisations focused on working together rather than in silo's

Prevention - Intervening earlier, before things go wrong ; keeping services apprised of changes they wouldn't otherwise know about

Citizen centric government – relies on consolidated view of the citizen and business

Efficiency – insights on duplication, fraud , data gaps when information is linked up



Using IBM'S Initiate MDM technology to build our Residents Index – step one - helping to break down internal silos, get the organisation close to its customers and drive savings and efficiencies.



Business case

- There are substantial annual savings projected from the implementation of the Index
- Reduce single person council tax discount fraud by up to 5% Estimated saving £600,000
- Improve the identification of sub-letting tenancy fraud, 1 new case per month Estimated saving £216,000 (£18k pa Emergency Housing cost)
- Improve the collection of outstanding parking fines by 3% Estimated saving £ 210,000
- Other benefits
- Change of Circumstances Management
- Improved data quality and duplicate management – data protection duty to keep information up to date
- Income Maximisation
- Safeguarding – the ability to alert social workers if a new adult moves into the household (an issue in the Baby P case)
- Search for missing children pro-actively



Source Systems

- CRM – Lagan
- Northgate Housing
- Civica Revenues and Benefits – Council Tax
- Civica Revenues and Benefits – Housing Benefit
- Electoral Register
- Framework-I (Adult and Children's Social Services)
- IMPULSE (Pupils database)
- Libraries
- E-Forms/Customer Portal and complaints
- Parking Control and Parking Permits
- YOIS Youth Justice
- Synergy Connect – Early Years



Shared Information

- The system is limited to names and addresses, reference numbers, involvements and some key flags (such as disability)
- There is no case data
- There are initially 16 feeder systems
- Children's records on the system are restricted to Children's Services staff



Governance

- Working group to oversee the procurement and implementation of the index – with Business Representation
- Chaired by Service Assistant Director from Housing
- Representatives of services contributing data or having service users
- Audit commissioned to help with Data Governance issues
- Each system has an Asset owner identified and a nominated Data Steward – in line with best practice from Information Commissioner



Data Protection

- System has sophisticated security features – record shielding, field by field restrictions.
- Systems users granted access only on a need to know basis.
- Children’s records only available to staff in Children’s Services (initially 35 staff)
- Privacy Impact Assessment carried out and reviewed by Corporate Information Governance Group
- Changes have been made to corporate Privacy Statement on Camden’s website
- Stakeholder Engagement - Consultation with services
- All users have signed an acceptable use policy



Breaking Down Silos

- Checking for missing children – not just children know to our children’s services systems but if they are know to any service across the council – e.g libraries.
- Complex families – knowing which services are engaged with a client
- Maximising welfare benefits for disadvantaged groups



Getting close to customers

- Customers don't have to give their details again and again.
- Customer services staff can add value by knowing the range of services a customer interacts with.
- Strengthening democracy by identifying non-registered voters



Driving Savings and Efficiencies

- Making best use of our scarce resources -
Housing Subletting
- School admissions fraud – Parents want us to do everything we can to track down families ‘gaming the system’ to get into popular schools.



Vision for the Future

- Other key indexes – property, Families & Businesses
- Google Camden – extending single view across unstructured data repositories
- Over to you - questions