

# PLACE BASED BUDGETING: MAKING EFFICIENCY SAVING WITH OAC IN AN AGE OF AUSTERITY

6TH SEPTEMBER 2010



## OVERVIEW

Cuts in government spending have created huge pressure to make efficiency savings across the public sector. This is driving a need for new and creative ways of maintaining successful delivery of public services while operating under constrained financial and human resources. OAC offers a shared understanding of local areas by linking intelligence and customer insight from across the public sector, and through this integration, enables the delivery of better services at lower cost.

OAC is a free and open geodemographic classification that is supplied by the Office of National Statistics. In this half day seminar a variety of expert speakers will introduce you to a diverse set of tools, software and case study analyses that demonstrate how OAC can be used to understand place based budgeting and make efficiency savings.

## TALKS

13.30 – 14.00 – **Registration**

14.00 – 14.10 – **Introduction.** Alex Singleton: University of Liverpool

14.10 – 14.35 – **OAC in an age of austerity.** John Fisher: Local Futures

14.35 – 15.00 – **Using geo-demographic classifications for customer insight.** Miranda Webb and Andrew Rudd: Worcestershire County Council

15.00 – 15.25 – **Married to MOSAIC or could we have an affair with OAC?** Steven Rose: Birmingham City Council

15.25 – 15.50 – **The British Population Survey – an introduction to a new perspective.** Mike Hare: The BPS

15.50 – 16.15 – **Open Data, Free Tools.** Alex Singleton: University of Liverpool and Daniel Lewis: University College London

16.15 – 16.30 – **Questions for the Speakers / Discussion**

## ABSTRACTS

### **OAC IN AN AGE OF AUSTERITY**

*JOHN FISHER: LOCAL FUTURES*

The Coalition Government's agenda for cuts in public spending is leading to a transformational change in the way in which public services are delivered. In this presentation John will assess the possible implications for local authorities (and partner organisations), highlighting emerging priorities and reflecting on the role of customer insight. In an 'age of austerity' he will consider the potential role that OAC can play, both in delivering cost savings and by providing a common language for understanding citizens, customers and communities

### **USING GEO-DEMOGRAPHIC CLASSIFICATIONS FOR CUSTOMER INSIGHT.**

*MIRANDA WEBB AND ANDREW RUDD: WORCESTERSHIRE COUNTY COUNCIL*

In order to ensure public sector services are delivered efficiently, it is important that organisations have a sound understanding of their customers and their needs. This presentation will demonstrate how Worcestershire County Council have used geo-demographic tools to analyse data from a local Customer Relationship Management system to improve understanding of service users.

### **MARRIED TO MOSAIC OR COULD WE HAVE AN AFFAIR WITH OAC?**

*STEVEN ROSE: BIRMINGHAM CITY COUNCIL*

Birmingham City Council, as part of its Customer First Business Transformation Programme, is changing the way it interacts and handles its customers by establishing a customer insight programme. This presentation will illustrate some key lessons learnt, with particular focus on the use of geodemographics. An example being the Birmingham Segmentation which is a bespoke adaptation of the Mosaic geodemographic classification to better describe the diverse population of Birmingham. In describing the how's and why's of our approach we will also consider 'are we married to Mosaic?' or could we see 'an affair with OAC' being beneficial? In short why do we currently choose to pay for a segmentation when OAC is freely available? This will throw up some of the conundrums facing public procurement in this field, and will draw upon the early findings of a West Midlands Regional Improvement and Efficiency Partnership commissioned study led by Birmingham that is due to report in September. This study will examine the differences in leading geodemographic classifications and their applications, attempt to shed light on methodology as well as exploring innovative new ways to approach licensing agreements.

### **THE BRITISH POPULATION SURVEY – AN INTRODUCTION TO A NEW PERSPECTIVE**

*MIKE HARE, RESEARCH DIRECTOR, THE BRITISH POPULATION SURVEY AND MARTIN CALLINGHAM, VISITING PROFESSOR, BIRKBECK COLLEGE, UNIVERSITY OF LONDON*

An intensive search for alternative data sources in mid 2009 eventually led to the inevitable conclusion that there was no easily accessible source of reliable, topical, trendable, analysable and substantial demographic data on the British population. The new perspective that this realisation afforded onto our own internal data resources, previously used exclusively for individual bespoke projects, led to the launch of The British Population Survey at the beginning of 2010.

The recent addition of Output Area Classification to the database, together with 3 ACORN models, 3 MOSAIC models, and CENSATION now elevates this already substantial survey to an entirely new level of insight creation. The extraordinary software on which the survey is delivered is provided free of charge in an entirely new approach - totally in keeping with 'the Age of Austerity'.

Mike will provide a brief introduction to the size, scope and accessibility of the survey, and Martin will offer his perspectives on the potential uses to which the survey can be put in the Public Sector, the Commercial world, and last but by no means least in the Academic world.

### **OPEN DATA, FREE TOOLS.**

*ALEX SINGLETON UNIVERSITY OF LIVERPOOL AND DANIEL LEWIS: UNIVERSITY COLLEGE LONDON*

A move by government towards 'open data' has released a mass of new resources into the public domain that were previously unavailable, expensive or difficult to acquire. These data are stimulating the development of many new applications and services that provide real value to public sector users in an age of budgetary constraint. In this talk we will demonstrate new free software tools and datasets that will help you get the best from the Output Area Classification, enabling simple profiling and rich description of the OAC typology.

### **OUTPUT AREA CLASSIFICATION USER GROUP**

The OAC User Group (OACUG) was formed in late 2006 with the mission of promoting the use of the National Statistics Output Area Classification (OAC) and area classifications. The User Group is affiliated to the RSS' Statistics User Forum.

The Group is focussed around the well established methods and output of area classification, but OAC is distinctive as it is in the public domain – a basis for 'open geodemographics' – encouraging interchanges between sectors on issues ranging from the underlying statistical methodology to interactive graphics for effective presentation. This open approach is possible as a result of relatively recent changes in the policy on access to government information.

The aims of the Group are to help users apply OAC, to provide opportunities to share experience and build expertise, and to help advances to be made through new methods and applications, operating through open meetings, a self help network, and a dedicated website, enabling it to represent the interests of the OAC user community.

**Joining the groups is FREE: <http://areaclassification.org.uk/join-our-group/>**