



Harnessing data to improve local public services

techUK Webinar



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12 March 2025

SPEAKER PROFILE

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Socitm is the society of innovation, technology and modernisation

Our aim is to be the preferred network for professionals shaping and delivering public services.

Founded in 1986, we support nearly 300 member organisations across the UK, covering local government, health and social care, education, blue light, social housing and third sector.



Structure of presentation

- Planting the Flag – simplify, standardise and automate
- Resilient People, Communities and Places
- Digital Trends 2025
- Harnessing Data – beyond borders
- Case studies of place-based data in action
- Conclusions – data skills, digital twins and AI

Planting the Flag

Planting the Flag – three core principles



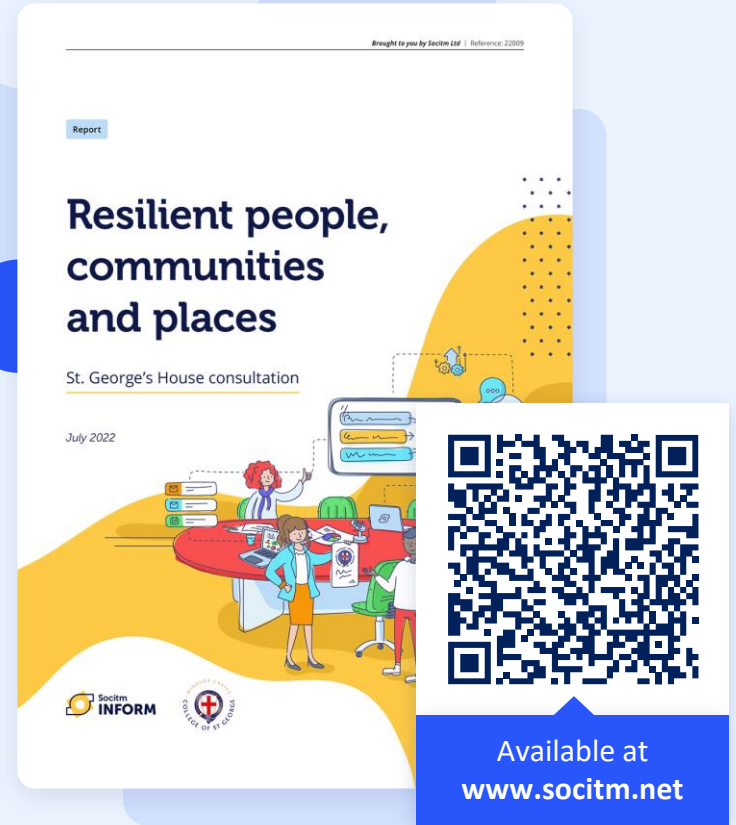
1. Collaborate, share and re-use assets

2. Redesign services to simplify, standardise and automate

3. Innovate to empower citizens and communities

Resilient people, communities and places

Socitm engaged 2,500 local practitioners to analyze over 200 recovery strategies, focusing on post-Covid regeneration. In November 2021, a St George's House consultation at Windsor Castle gathered experts to discuss lessons and strategic priorities. The report combines insights from various sectors, concluding with reflections and next steps.



UPDATED FOR 2025

Public Sector Digital Trends: Beyond Borders

Collection

Discover the top digital and technology trends driving local public services change, innovation and reform in the face of a 'perfect storm' of environmental, economic and social pressures.

In partnership with: LOLA | Major Cities of Europe



Available at
www.socitm.net



Beyond borders

Unifying people and transforming places

Looking 'beyond borders' as local governments rethink service delivery to improve social, economic and environmental outcomes for people, communities and places.

- Breaking barriers caused by silo-based working, organisational structures and skills shortages.
- Transforming place-based working with technologies and data insights.
- Actively seeking new perspectives, sharing experiences and learning across networks, regions and nations.

Our focus points for 2025

Part of the Public Sector Digital Trends collection



Available at
www.socitm.net

Infographic

Public Sector Digital Trends Our focus points for 2025



Reimagining services



- **Redesigning:** Reimagine your services beyond traditional boundaries. Use data and technology to improve outcomes.
- **Collaboration:** Work on breaking down barriers to better use resources and meet community needs. Socitm advocates for 'Simplify – Standardise – Share'.
- **Innovation and inclusivity:** Engaging communities and responsibly using advanced technologies and AI.
- **AI applications:** They're transforming public services and are the common thread in nearly every trend.
- **Leadership and skills:** Foster a culture of innovation and strategic investment to make full use of technology.



Cyber security



- **Cyber protection:** Boost defences to secure your data and systems from threats.
- **Technological progress:** Remote devices, IoT growth, AI, and distributed cloud models bring new vulnerabilities.
- **Collaboration and frameworks:** Use CTAG and WARPs to develop best practices and increasing resilience.
- **AI:** Enhances threat detection, malware identification, automated response, vulnerability management, phishing detection, and security analytics. But it can also drive sophisticated cyber attacks, phishing, and deepfakes.
- **Future initiatives:** The 2025 Cyber Security and Resilience Bill aims to strengthen cyber security measures and collaboration.

Harnessing data



- **Using data:** Working across boundaries is crucial for enhancing service delivery and optimising workflows.
- **Legislation and government support:** The Data (Use and Access) Bill aims to harness data for economic growth, modern digital government, and improved lives.
- **AI and data:** AI's effectiveness relies on the quality of your data. You face challenges with quality, skills, and governance for responsible AI use.
- **Key data factors:** Think about your data quality, standards, governance, sharing, privacy, protection, security, ethics, literacy, and skills.
- **Risks and challenges:** Be aware of poor data quality, lack of standards, inadequate governance, sharing difficulties, and privacy and security concerns.



View the updated collection online at: socitm.net/public-sector-digital-trends

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Socitm's view on harnessing data

Digital Trends emphasises:

- The critical role of data standards in modernising local government services
- Adoption of open standards such as the UPRN facilitates seamless data sharing
- Enabled through APIs

Benefits include streamlining processes, minimising errors and enhancing interoperability. For these benefits to be fully realised, widespread adoption of data standards by both councils and their technology suppliers is essential.



Public Sector Digital Trends: Beyond Borders

Key points from the Harnessing data trend section of our Digital Trends publication

Harnessing data is the cornerstone of place-based public services improvement and transformation.

Effective data utilisation beyond existing cultural, administrative, organisational and structural borders has yet to be realised.

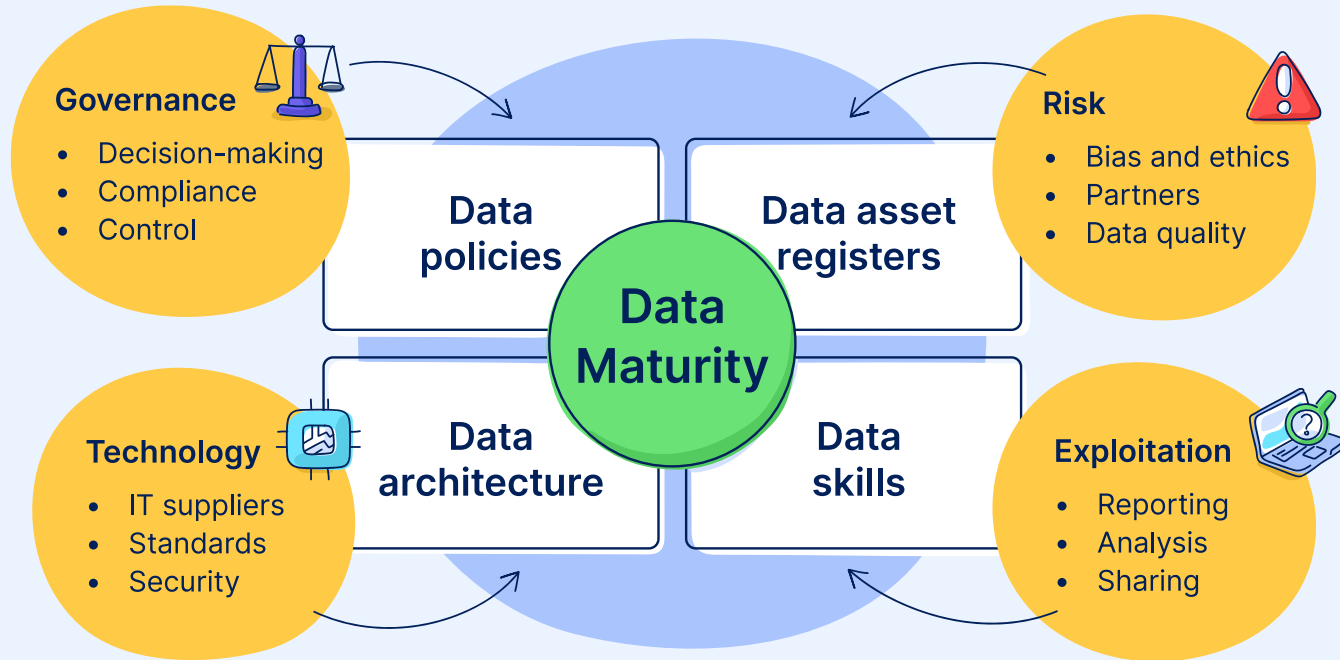
Enhancing data standards and processing is essential for predicting and preventing future service demands.

Senior leaders must prioritize improving data skills, investing in their data capabilities, and ensuring responsible, secure, and ethical data use.

4 ways to harness data in place-based public service delivery

- Data can be used to identify the distribution of deep-seated societal problems and their underlying causes;
- Data can inform how to target resources and interventions more effectively as well as the design of preventative measures;
- Data supports improved internal productivity and overall efficiency;
- Data is the foundation for deploying many emerging technologies such as AI.

Dimensions to consider – the role of standards

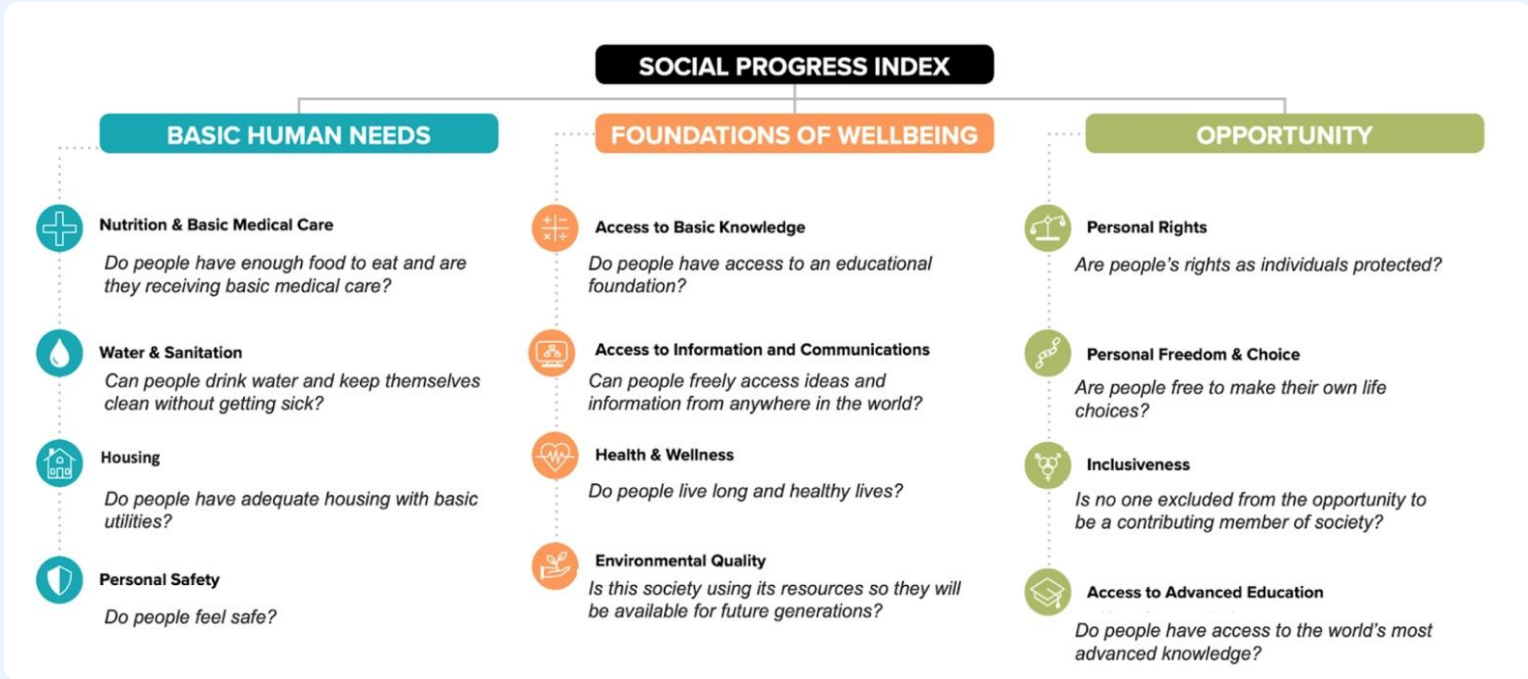


Impera Analytics: Place Insights



- Growing trend in harnessing data from diverse sources to better understand the social, economic and environmental challenges facing communities and places.
- Data driven interventions or services enabling early support and preventative interventions.
- Place Insights platform offered by Socitm in a partnership with Impera Analytics.
- Incorporating a Social Progress Index (SPI), the platform analyses how well a society (community of people living in a particular area) is doing by measuring its social and environmental performance.

Impera and the Social Progress Index



Place Insights case study 1: Lichfield District Council



Lichfield
District Council

- Council was facing significant challenges in understanding and addressing the social and economic outcomes within the district.
- Due to a lack of detailed data on health, education, housing and wellbeing, leading to inefficiencies in resource allocation and targeting interventions.
- Using the SPI to understand population outcomes, the project achieved a new culture of data sharing across all internal teams within council, improved internal data standards, and encouraged departments to collaborate more openly and share insights.
- Evidence-based decisions became a key focus across various council operations.

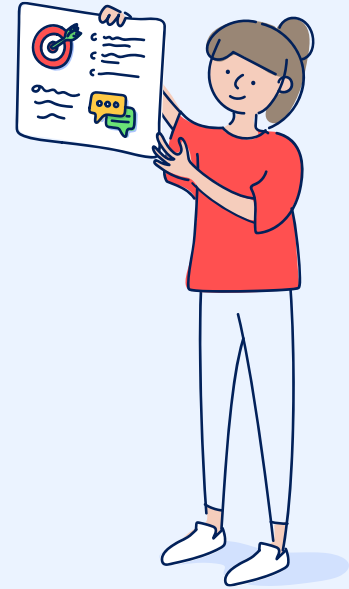
Place Insights case study 2: Luton Borough Council

Luton

- Luton Borough Council faced challenges in understanding population outcomes and data maturity.
- Partnering with Impera, they developed an SPI and provided training to enhance data literacy.
- The SPI informed policy design established a baseline for the Luton 2040 vision and increased transparency, showcasing the council's commitment to data-driven decision-making.

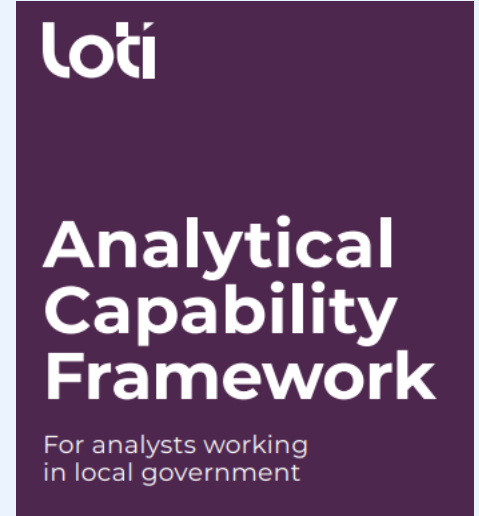
Where to start

- First step - be clear about the outcomes and applications sought by harnessing of data.
- Data assets of the organisation need to be understood – quality, appropriateness, value and cost.
- Focus on data quality and consistency in standards and use across application areas.
- Develop access to data skills and senior level responsibility for data across the whole organisation.



Data skills

- To use data as a resource is an essential skill for public sector organisations to function effectively and meet residents' needs.
- Examples: Information governance, data visualisation, data science and data architecture, among others.
- LOTI's analytical capability framework encourages consistency across the London local government sector for data and analysis skills.
- London branded but data skills are important for everyone.
- We promote take up of this framework beyond London to support employees' career progression and attract and retain analytical talent across in the local govt sector.



www.lotilondon.org.uk/resources/pan-london-analytical-capability-framework

Future of harnessing data

Artificial intelligence (AI) and digital twins (a digital replica of a physical asset or place) use data to improve service delivery and optimise workflows.

- [AI@Socitm](#): resources, best practice, collaboration and knowledge sharing. New content added regularly, highlighted resources: sample gen AI policy document and terms of reference for AI gov board.
- [Digital twins briefing series](#): introduction and background to this emerging technology, its applications and future developments.
- Coming soon: Third briefing in collaboration with LOTI covering how Socitm and our partners can help you get started with this technology.



10 key questions for public sector leaders

Part of the Public Sector Digital Trends collection



Available at
www.socitm.net

Infographic



Public Sector Digital Trends 10 key questions for public sector leaders

As digital transformation continues to reshape our world, it is imperative for public sector leaders to remain proactive in their approach.

To navigate this evolving landscape effectively, leaders must be prepared to address a series of critical questions that not only encompass the technological readiness of their organisations, but also the broader implications for their people, communities and places they serve.

Leaders should use the following key questions as a guide to ensure that their digital plans and initiatives are impactful and create a vision that is both innovative and inclusive.

View the updated collection online at:
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1. What are the **three digital initiatives** that are critical for your organisation to execute your strategy/ies?
2. What **partnerships** will benefit your residents, communities and place and how are you preparing for them?
3. How are you using technology and data to **reduce costs**?
4. Is your technology estate **ready to harness AI**, modern technology platforms, data, operating models, capabilities and talent?
5. Can you be more creative in **hiring and keeping staff** to address skills gaps and shortages?
6. How are you **harnessing place-based data insights** to reimagine services?
7. How are your digital and IT services, including business processes, procurement and support, **strengthening community and organisational resilience**?
8. Do you have a vision for what your **GenAI enabled, place-based organisation** looks like, and how you are preparing to harness it responsibly?
9. What steps are you taking to **protect your place, organisation and systems** from major external risks?
10. How are you planning to use new technologies and data to **create value and inclusion** for your community?

Thanks for listening!

For latest updates and in-depth research,
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