

# Data Fellowship Project 2024

Manchester City Council – Knowing our residents: Population Segmentation

### Organisation and Team

Manchester City Council — Performance, Research & Intelligence

### Application Criteria

#### Essential:

- Problem Solver, curious investigator and self-motivated
- Understanding of Qualitative Methods
- Ability to find & summarise existing evidence/examples/learning
- Confident communicator
- Good ICT skills (standard Microsoft)
- Awareness of Segmentation Approaches

#### Desirable:

- Facilitation experience
- Experience of segmentation models or complex quantitative analysis
- Awareness of Public Service functions
- Knowledge of Data Protection & Data Ethics

## Project Outline

Manchester City Council (MCC) has a Public Services Reform Programme focused on how we understand the demand for public services. As part of this programme of work there is a workstream focused on 'Knowing Our Residents Better'.

The workstream involves thinking about how, and if, a population segmentation approach might work. Work is currently underway exploring options for this and collaborating with partners on possible design. But over the summer there will be a need to test this thinking, and possibly some proof-of-concept approaches, and we would like support from a Q-Step placement to deliver this work.

We would expect that the work will include: desktop reviews of good practice, design and delivery of engagement sessions with key stakeholders, consideration around what a role out of this type of approach may mean operationally to services, thinking about how we consult with residents on any proposals/ideas, and documenting all this to support guidance/toolkits for the ongoing work.



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#### **Practical Considerations**

Hybrid some time on-site at Manchester Town Hall is required, but remote working an option through MCC provided laptop. May also need some travel to stakeholder locations across the city, but this will be organised within the project

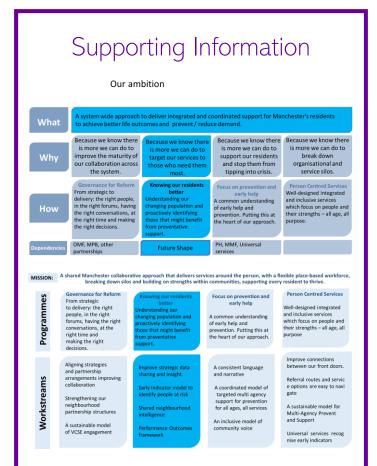
## Support and Training

Successful candidate will have a direct linemanager allocated during the duration of the project and will have access to the wider project team for support and advice. There will be time built into the workplan for researching around the project and building up supporting knowledge and inhouse training will be provided where relevant to the project.

Any travel/expenses related directly to the project will be covered by MCC during the placement. This doesn't however include costs associate with travel to and from the office when working on-site.

#### Selection Method

Interviews



Please email q-step@manchester.ac.uk for a larger copy of these slides