



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

Selection Method

Interviews

Support and Training

Successful candidate will have a direct line-manager 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 in-house 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.

Supporting Information

Our ambition

What	A system wide approach to deliver integrated and coordinated support for Manchester's residents to achieve better life outcomes and prevent / reduce demand.			
Why	Because we know there is more we can do to improve the maturity of our collaboration across the system.	Because we know there is more we can do to target our services to those who need them most.	Because we know there is more we can do to support our residents and stop them from tipping into crisis.	Because we know there is more we can do to break down organisational and service silos.
How	Governance for Reform From strategic to delivery: the right people, in the right forums, having the right conversations, at the right time and making the right decisions.	Knowing our residents better Understanding our changing population and proactively identifying those that might benefit from preventative support.	Focus on prevention and early help A common understanding of early help and prevention. Putting this at the heart of our approach.	Person Centred Services Well-designed integrated and inclusive services which focus on people and their strengths – all age, all purpose.
Dependencies	OMF, MPB, other partnerships	Future Shape	PH, MMF, Universal services	

MISSION: A shared Manchester collaborative approach that delivers services around the person, with a flexible place-based workforce, breaking down silos and building on strengths within communities, supporting every resident to thrive.

Programmes	Governance for Reform From strategic to delivery: the right people, in the right forums, having the right conversations, at the right time and making the right decisions.	Knowing our residents better Understanding our changing population and proactively identifying those that might benefit from preventative support.	Focus on prevention and early help A common understanding of early help and prevention. Putting this at the heart of our approach.	Person Centred Services Well-designed integrated and inclusive services which focus on people and their strengths – all age, all purpose
Workstreams	Aligning strategies and partnership arrangements improving collaboration Strengthening our neighbourhood partnership structures A sustainable model of VCSE engagement	Improve strategic data sharing and insight. Early indicator model to identify people at risk Shared neighbourhood intelligence Performance Outcomes framework	A consistent language and narrative A coordinated model of targeted multi agency support for prevention for all ages, all services An inclusive model of community voice	Improve connections between our front doors. Referral routes and service options are easy to navigate A sustainable model for Multi-Agency Prevent and Support Universal services recognise early indicators

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