

# Project Details

<b>Title</b>	Local Neighbourhoods Model
<b>Topic Areas [3 keywords relevant to the project]</b>	<ul style="list-style-type: none"> <li>• Community engagement</li> <li>• Localisation</li> <li>• "Digital-by-default" services</li> </ul>
<b>Company Name</b>	Birmingham City Council
<b>Target Problem [1-3 sentences]</b>	The current siloed approach to service delivery in Birmingham fails to address the unique priorities of diverse communities within each of the city's wards. This lack of tailored communication and response leads to inefficiencies and unmet needs, such as varying concerns over fly-tipping or anti-social behaviour. We need a Local Neighbourhoods Model to enhance public participation to support our service teams in prioritising community needs which reflect the specific priorities of each community.
<b>Project Aim [1-3 sentences]</b>	<p>The aim of this project is to develop a Local Neighbourhoods Model/Platform that creates multi-skilled ward-based teams for wards comprising different disciplines working together that enhances public influence and participation in maintaining and improving Birmingham's wards for all that live, work, study and visit the city. By identifying and addressing the unique priorities of each community <b>regarding street cleansing for the scope of this case study</b>, we will ensure that service delivery is responsive and tailored to local needs. This approach will foster stronger community engagement and help ensure more effective use of council resources. The idea is we develop a 'see it, sort it' attitude in place towards tackling issues. Staff deal with problems wherever possible rather than referring it on. Questions we have for a digital solution:</p> <ol style="list-style-type: none"> <li>1. How might we capture the problems to solve in the ward?</li> <li>2. How might we prioritise those for action?</li> <li>3. How might we demonstrate all the work completed in the last week/month/year?</li> <li>4. How can this model/platform be extensible to other disciplines (e.g., grounds maintenance and enforcement)?</li> </ol>
<b>Target Users [1-5 keywords/phrases]</b>	<p>The target users for a digital offering around the Local Neighbourhoods Model would include:</p> <ol style="list-style-type: none"> <li>1. <b>Residents of Birmingham:</b> Individuals and families living in various wards who want to voice their priorities and concerns and to ensure suggested model reflects local customs, traditions, and values</li> <li>2. <b>Community Leaders and Local Organisations:</b> Groups and individuals who are actively involved in community development and can help mobilise participation.</li> <li>3. <b>Birmingham City Council Staff:</b> Employees who need to access and respond to community feedback efficiently (may be laptop users and/or mobile frontline workers (phone/tablet)).</li> <li>4. <b>Local Businesses:</b> Business owners who are interested in contributing to and benefiting from community improvements.</li> <li>5. <b>Students and Researchers:</b> Those studying urban planning, public policy, or community engagement who can provide insights and innovative solutions.</li> <li>6. <b>Visitors to the city:</b> Feedback from visitors can identify usability issues and areas for improvement bringing fresh perspectives and innovative ideas.</li> </ol>

<b>Technologies [1-5 technologies required in case of project implementation]</b>	<ul style="list-style-type: none"> <li>• <b>Geographic Information Systems (GIS)</b> - Esri ArcGIS</li> <li>• <b>Data Analytics</b> - Azure Data Lake, Azure Purview, Azure API Management, PowerBI</li> <li>• <b>AI</b> - Microsoft Copilot for M365 (not standard issue - licenses available upon spend approval)</li> <li>• <b>Customer Relationship Management (CRM) Software (also identity management and case management) / Brum Account (logged in self-serve platform)</b> - JADU Connect (which we call CXM (Customer Experience Management))</li> <li>• <b>Website</b> - JADU Central (which we call CMS)</li> <li>• <b>Community Forums and Chatbots</b> - we use <a href="#">Birmingham City Council - Citizen Space</a></li> <li>• <b>Productivity and collaboration</b> - E5 is for full laptop users (Teams telephony / Power Bi user), F3/F5 users are Mobile frontline workers that have a phone/tablet (not a laptop) cloud (office.com) access only</li> </ul>
<b>Skills Needed [1-5 keywords]</b>	<p>User Research, User Experience (UX)</p> <p>Depending on solution design, maybe:</p> <ul style="list-style-type: none"> <li>• User Interface (UI) Design</li> <li>• Geographic Information Systems (GIS)</li> <li>• Data Science/ Analytics and Machine Learning</li> <li>• Programming and Software Development</li> </ul>