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SCHOOL



AnalystFEST Event

Hosted by

CITY
REDI

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Purpose of the event



The purpose of the event is to bring together researchers (policy and academic) in the West Midlands and make links to national researchers, to celebrate the use of evidence. With the aim of rebuilding networks which have been struggling under the climate of austerity and cuts and within an environment of post-facts, this event will bring together some practical examples of opportunities to work on new research and data in the future.

Outline of agenda



09.00am

Arrival and registration

09.30am

Welcome and logistics for the day (Rebecca Riley)

09.35am

The Combined Authority and the role of data, research and intelligence (Martin Reeves)

09.50am

Political mandate, public policy and data and analysis (Tony Bray)

10.15am

Evidence supporting WMCA Strategic Economic Plan (Delma Dwight)

10.30am

Panel Q&A on research demand (Martin Reeves, Tony Bray, Delma Dwight)

10.45am

Coffee break

11.00am

Meet the research project session 1 – opportunity to find out more about ongoing and potential project ideas

11.45am

Lunch and networking

12.45pm

Meet the research project session 2 – opportunity to find out more about ongoing and potential project ideas

13.30pm

How the universities are supporting decision making in the West Midlands (Richard Kenny)

13.45pm

LARIA – promoting collaboration (Andy Davis)

14.00pm

Team West Midlands – the research capacity across the region (Andy Baker)

14.15pm

Panel Q&A on research supply (Richard Kenny, Andy Davis, Andy Baker)

14.30pm

First steps to collaboration – getting Data Ducks in a row (Rebecca Riley)

14.45pm

Closing remarks and summary (Simon Collinson)



Biographies of Key Speakers



Dr Martin Reeves

Chief Executive, Coventry City Council Chief Executive, West Midlands Combined Authority

Martin has been Chief Executive of Coventry City Council since April 2009. He had previously been with Bedfordshire County Council for three and a half years as Assistant Chief Executive and Chief Executive. Martin was previously Head of Performance Improvement at Westminster City Council in the heart of London. He was also Programme Director for WorkSmart the City Council's flagship transformation programme.

Martin spent much of his early career as a lecturer and researcher, and has a PhD in applied economics.

Martin is a Governor on the Board at Coventry University and is the first Honorary President of LARIA (Local Authorities Research and Intelligence Association). He was the President of SOLACE (Society of Local Authority Chief Executives) in 2013 and now leads their Digital Leadership Network. He is also the Local Government Association (LGA) National Procurement Champion.

In 2015, Martin was invited onto the independent taskforce, which produced the new 5 year national cancer strategy.

He co-chairs the national systems leadership board and chairs the national cross system board for sustainable health & social care (taking over from Jonathan Porritt). He is also a member of the National Institute for Health Research (NIHR) Advisory Board.

In November 2015 Martin was included in the top 20 of the Local Government Chronicle's list of the 100 most influential people in local government.



Tony Bray

Area Director for Cities and Local Growth Unit, West Midlands

Tony Bray is Area Director for Cities and Local Growth Unit (joint BEIS and DCLG team) in the West Midlands, with direct responsibility for helping to drive devolution working with a wide range of partners to unlock economic growth.

Previously Tony worked in the Regional Development Agency network for South West RDA and East of England RDA, involved in a range of regeneration and economic development schemes and has been a board member of a number of URCs and other regeneration companies.

Tony has also worked for a number of different local authorities on economic development and, prior to that, in the private sector.



Delma Dwight

Head of Intelligence, Black Country Consortium Ltd

Delma Dwight established the Black Country Economic Intelligence Unit in 2002 and has been Head of Intelligence at Black Country Consortium for 14 years.

Educated to a Masters in Economic Delma has over 20 years' experience in the work of economic intelligence.

Work experience includes global experience in research and intelligence, management consultancy and an economist at the Economist.



Richard Kenny

Director of Partnerships
(Universities) for the West
Midlands Combined Authority

Richard Kenny has been appointed interim Director of Partnerships (Universities) for the West Midlands Combined Authority (WMCA). This post is a collaboration between the West Midlands universities and the WMCA. Richard reports directly to the Chief Executive. The role is designed to embed strong collaboration with the universities into the business and operating model of WMCA.

Previously, Richard has overseen strategy and delivery at local, regional and national levels for two major cities, Manchester and Birmingham, a Regional Assembly in Yorkshire and the Humber, and for the health, economic development and policing sectors.

Richard has also just completed a secondment to the University of Birmingham to help set up and establish City-REDI, a City Region Economic Development Institute.

Richard has an MBA from University of Warwick, an MSc. in Public Sector Management, Aston University and a BA(Hons) in Political Theory and Institutions from the University of Sheffield.

Richard won for Birmingham IBM's Smarter Cities Challenge (2012) and more recently coordinated the successful bid for Urban Living Partnership, RCUK (2015).



Andy Baker

Insight Manager (Intelligence),
Coventry City Council

Andy leads on providing proactive intelligence across the City Council and partners to influence policy development, service improvement and performance management.

This includes working with elected members in assessing progress against key objectives in the council plan and to shape future strategy.

He has strong links with local universities including teaching on MBA in Healthcare Management courses at Coventry University and being part of the CLAHRC initiative with University of Warwick.

He chairs the West Midlands Public Health Intelligence Group and has been actively involved in the development of Research and Intelligence support for the West Midlands Combined Authority, working with a range of agencies, including health, police, fire and transport around developing digital and information management approaches to support data sharing for better decision making. He is a member of the LARIA council and regional lead for the West Midlands.



Andy Davis

Regional Relationships Manager,
University of Warwick

Andy Davis is Regional Relationships Manager at the University of Warwick, a post he has held since November 2016.

Prior to joining the university Andy worked as the manager of the Warwickshire Observatory at Warwickshire County Council, since it was set up in 2007, leading the council's research, intelligence and

analysis service for both the county council and for a range of local public services in Warwickshire. Andy was also the Chair of LARIA, the Local Area Research Intelligence Association, between 2007 and 2012, and since then has served as the LARIA Treasurer.



Rebecca Riley
Administrative Director, City-REDI,
University of Birmingham

Rebecca Riley is the Administrative Director of City-REDI, leading on the strategic direction of the Institute especially in relation to consultancy work and partnership development. Rebecca has experience in the private consultancy sector providing the Idox Information Service to clients across the higher education, local government and national policy sectors. Prior to that she was Head of Research at the Northwest Regional Development Agency and led a

regional economic observatory, providing the evidence base for regional, local and policy specific strategies and programmes.

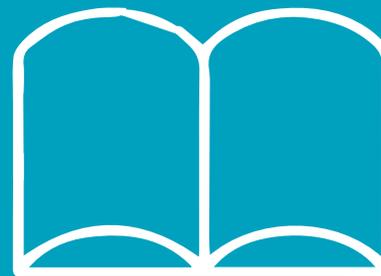
Rebecca has managed over 200 projects across all local government policy areas, designing, advising, commissioning, collaborating and delivering research services. Her focus has been on regional and local economic intelligence and analysis services, forecasting and skills.



Professor Simon Collinson
Deputy Pro-Vice-Chancellor for
Regional Economic Engagement,
Director of City-REDI, University
of Birmingham

Prof Simon Collinson has recently taken up the role of Deputy Pro-Vice-Chancellor for Regional Economic Engagement at the University of Birmingham. He is also Director of City-REDI, the City-Region Economic Development Institute and a Professor of International Business and Innovation at Birmingham Business School where he was the Dean from 2012-2016.

Simon is Chair of the Chartered Association of Business Schools (C-ABS), which represents over 120 UK business schools. He is also a Member of the UK ESRC Council, a member of the Council of the Greater Birmingham Chamber of Commerce and a Fellow of the Royal Society of Arts, Manufactures and Commerce (FRSA).



Project outlines and contacts

Meet the Research Projects



The Urban Living Birmingham Project

was awarded in May 2016...

Urban Living Birmingham

Prof John Bryson

The Urban Living Birmingham project was awarded in May 2016 following a successful bid to the Urban Living Partnership call for pilot projects. The project, which will run for 18 months from 1 June, is funded by RCUK with Innovate UK and will run alongside other funded projects exploring the cities of Bristol, York, Leeds and Newcastle.

The Urban Living Birmingham consortium is identifying improvements to urban services by combining top-down urban governance with bottom-up lay and expert knowledge to provide an environment that emphasises and encourages innovations that generate a step change in urban service provision. It is doing this by bringing together a wide variety of partners throughout the city for developing and applying end-user and open innovation processes (from business

disciplines) and participatory and cooperative design principles (from urban design disciplines) to selected urban services and systems to co-create a resilient Birmingham that provides 'better outcomes for people' (BOP).

This follows a critical need in Birmingham for innovation in developing integrated and city-wide solutions that cut across existing policy silos and have the potential to transform the city into a prosperous, healthy and vibrant living place.



For any enquiries regarding this project please contact

Joanne Leach, University of Birmingham,

Email: j.leach@bham.ac.uk;

Tel No: +44 (0)121 414 3544



SkillUP is a research project looking at the demand and supply of skills in advanced manufacturing industries.



SkillUP

Mariachiara Barzotto

In the last decades, UK manufacturing industries have gone through intense change. Technological change and globalisation not only heavily affected the stock of workers employed in manufacturing but more importantly, impacted on the nature of skill demanded. This has raised concerns over a mismatch between firms' skill needs and a persistent skill shortage caused by inadequate training and skilling responsiveness.

Upskilling the labour force in key manufacturing industries must be a game-changer for the UK. SkillUP is a research project looking at the demand and supply of skills in advanced manufacturing industries. The study seeks to understand what skills are necessary to foster innovative capability of UK-based manufacturing firms and sustain their high levels of performance.

The aim is to identify what education and training need to be put in place to ensure that workforce skill development matches companies' demand.

SkillUP delivers evidence based policy recommendations in the form of a toolkit to: enhance employability (jobs created and jobs filled), bridge industries and education system, promote a smart and inclusive economic growth of the UK.

SkillUp is a two-year (2015-2017) research funded by Marie Skłodowska-Curie Actions (H2020-MSCA-IF-2014 Proposal No. 660022).



Specific enquiries can be directed to Dr. Mariachiara Barzotto on +44 0121 414 6708 or at m.barzotto@bham.ac.uk.



USEIT delivers sustainable urban development by helping developers deliver regeneration benefits to local communities...



USEIT!
Charlotte Hoole

A cross university, multi-disciplinary team led by CURS/GEES with support from TSRC and City-REDI will deliver work embedding and pioneering community based research, developing modules for use in tackling poverty by connecting residents to urban development opportunities and also carry out the evaluation of the whole programme including modelling macro micro skills and poverty. Bringing these competences to USE-IT! will be crucial to developing capacity for communities to co-produce social and economic innovation and test the role of higher education as an agent of change in poor communities.

Integrating poor and migrant communities into urban development and capital infrastructure projects requires innovation and new ways of working collaboratively. New mechanisms that unlock the potential of poor communities and connect them to the resources needed to remain resilient and escape poverty are required.

USE-IT! – delivers sustainable urban development by helping developers deliver regeneration benefits to local communities whilst empowering residents to engage and create the conditions to deliver social and economic innovation.



For further information on the project please contact Project Lead, Dr. Peter Lee, GEES/CURS:

0121 414 3645
p.w.lee@bham.ac.uk

Or alternatively please contact:

Rebecca Riley, City-REDI
r.l.riley@bham.ac.uk



UKES promotes and improves evaluation and its contribution to public knowledge...



Using evaluation to support local authority decision making

George Bramley

George Bramley will be available to discuss any issues that delegates may have on evaluating public services and policies. George will provide insights into design evaluation and how analysts can help shape the design of new services and initiatives and the techniques they can use. He co-authored 'Developing a business case for early interventions and evaluating their value for money' commissioned by LGA to assist local authorities assess whether certain interventions are likely to result in better outcomes and potential future savings. As Treasurer of the UK Evaluation Society he is keen to establish a Midland Evaluation Network.

This will act as forum for individuals with interest in evaluation in the region to share learning and provide training opportunities in specific methodologies and skills required by individuals who commission, use or undertake evaluation.

George has worked in a range of public services including school improvement, children services, support for enterprise and innovation and health.



For more information please contact Mr George Bramley, Research Fellow and Project Manager, Institute of Applied Health Research at: g.bramley@bham.ac.uk



The 21st Century public servant research was an ESRC Knowledge Transfer project...



The 21st Century public servant

Catherine Mangan

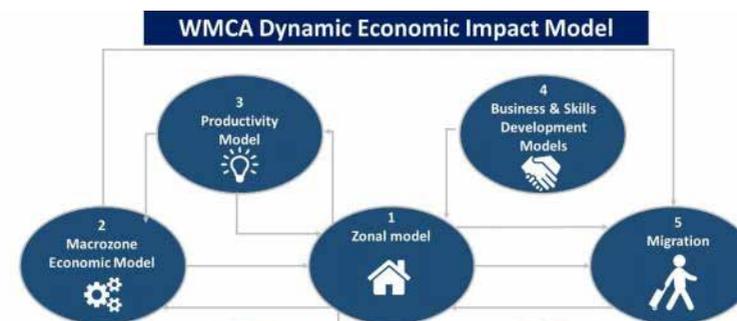
The 21st century public servant research was an ESRC Knowledge Transfer project which is now influencing the development of policy and practice within local public services. The 21st Century Public Servant project identified 10 themes which exemplify the emerging expectations and challenges for people working in local public services (primarily local government, but also relevant for the police, health and fire services). These included: a new set of roles for the workforce (such as storyteller and resource weaver), a new way of working with citizens ('being human'), a sensitivity to place ('officers are citizens too') and an adaptability to the new financial context ('perma-austerity').

The themes emerged from a literature review, followed by 40 semi-structured interviews with people working in a purposive sample of public services in the West Midlands, and a survey of a cohort of recent graduates on the National Graduate Development Programme for local

government (100 people, of which 54 completed the survey). The research findings were captured as ten themes, each of which is presented as a rich picture, drawn by a graphic facilitator. To ensure impact we then moved into an extended phase of sharing the research and listening to how organisations were using it, adapting it, and sharing it with peers.



For more information please email Catherine Mangan, PSA Director and Senior Fellow, INLOGOV at: c.mangan@bham.ac.uk.



DEIM is a best-in-class regional model which provides a robust mechanism...



Dynamic Economic Impact Model (DEIM)

Manjit Galsinh

The WMCA has a vision led approach based on economic modelling and in July 2016 commissioned a new, bespoke economic modelling framework which was delivered to LEPs in July 2016. DEIM is a best-in-class regional model which provides a robust mechanism to measure the economic impact of investments in a spatial context.

DEIM provides a mechanism that can:

- Provide an objective, shared and transparent evidence base for decision making that's based on robust evidence
- Help in justifying a programme of activity
- Help to develop a robust case for future devolution by measuring the impact of investments on jobs, GVA and population
- Handle programmes as well as projects – specifically looking at how projects interact and work in combination
- Provides evidence for gateway reviews
- Identifies the relative role of places across the WMCA geography

DEIM can appraise four different types of projects:

- Business development: Projects designed to increase investment, exports or innovation
- Land use changes: Site remediation, commercial and residential developments, public schemes, infrastructure, tourism
- Skills support: Investment in training, job matching, or industry collaboration initiatives
- Transport: Including travel, road, and public transport schemes



For any enquiries regarding this project please contact Manjit Galsinh, Black Country Economic Intelligence Unit, Black Country Consortium at: Manjit_galsinh@blackcountryconsortium.co.uk
Tel: 01384 471130



City-REDI is focused on developing an academic understanding of major city regions across the globe...

**CITY
REDI**

City-REDI

Rebecca Riley (City Region Economic and Development Institute) Birmingham Business School, University of Birmingham

City-REDI is focussed on developing an academic understanding of major city regions across the globe to develop practical policy which better informs and influences regional and national economic growth policies. We deliver research, policy and strategy which supports economic growth and prosperity, undertaking research and consultancy that explores the complex and inter-related ways in which people and systems work across urban areas.

By working with private, social and public sector bodies as well as local and national government, we deliver research...

This session will explore our work to date and aim to gather opportunities to collaborate with in the future, which specific areas of discussion including:

- Opportunities to develop and creating new data within the region
- Upcoming research, events and publications, Fiscal Devolution, the role of large companies in the region, innovation, State of the Economy in the Region, Industrial Policy, smart specialisation, migration and diversity



For further information please email
Rebecca Riley, City-REDI at:
r.l.riley@bham.ac.uk



Our work improves lives and local areas through the use of local research, intelligence and policy.

Laria
Local Area Research & Intelligence Association

Laria West Midlands

Andy Baker

We are the Local Area Research & Intelligence Association (LARIA). Our work improves lives and local areas through the use of local research, intelligence and policy. We promote continuous improvements in the quality and impact of local research and intelligence.

By promoting high standards and excellence in research, analysis and insight we ensure maximum impact in the delivery of high quality public service. We accept members from both public and private sector bodies. You can also join as an individual. Our membership levels and the way we work puts networking and collaborative working at the heart of what we do.

This is an opportunity to learn more about how LARIA can support you and your organisation and how you can support us and help us grow.



For further information please email
Andy Baker, Laria at:
andy.baker@coventry.gov.uk



The Health Services Management Centre

has a well-established programme of work...

Integrated care

Robin Miller

The Health Services Management Centre has a well-established programme of work exploring and supporting integrated care across health and social care, and between acute and primary care settings. We also have an interest in approaches which seek to combine the contribution of statutory organisations with that of the voluntary and community sector.

Our evaluations in this field range from national and longer term programmes such as the evaluation of the integrated care pioneers through to regional and local projects. This includes those being developed through the new models of care work, specific programmes such as the Prime Ministers' Challenge Fund, and those which have been locally initiated. We seek to provide both formative and summative findings, and are experienced in working with local partnerships to ensure that learning is shared for action throughout the process.



For more information regarding HSMC and the wider university's work in regards to integration please contact Dr Robin Miller, Senior Fellow & Director of Evaluation at: r.s.miller@bham.ac.uk.

WHY

we need to build networks and enhance knowledge exchange in the region

1.

Understanding policymakers aims and beliefs

2.

Gain wider commitment to your research and explore cross boundary links

3.

Understand which decisions are needed and when

4.

Bring in other expertise when you need it

5.

Ensure work is well timed and appropriate



6.

Get others to invest time in the best outcome, when they are needed

7.

Develop understanding to ensure a wide range of support for any decisions based on your research

8.

Explore and accept alternative views

“

Money is scarce, so we need to be able to target and understand what the expectations of results should be, we can't correct mistakes afterwards, and we need to have a good idea of predictability and reliability.

**Kim Ryley,
Solace**

Enlightenment should not be dismissed. This approach can support the ideas of learning continuously through research; it implies a continuous review of theory, methods and practice and we should always be striving to improve our methods and outcomes.

**Jonathan Breckon,
NESTA**

...there is so much, how do you navigate it, how do you find it? How do they find it? How do they know whether it's any good?... people need support and help finding what they need.

**Sarah Jennings,
Knowledge Hub**

...it is important to equip councils with the skills of how to be an informed client and stimulator of research ideas.

**Clive Grace,
Knowledge Navigators**

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Designed and printed by **creativemedia**