



STAFFORDSHIRE CENTRE OF **DATA** ANALYTICS

OPERATING MODEL | 2025 – 2027 & BEYOND



Shared Priorities Shared Outcomes Partnering for Future Success

03 Contents



Foreword.....	04
Our Vision	05
Our Aims.....	06
SCDA Ethical Commitment.....	07
Centre of Excellence	08
Operating Model	10
Talent Mobility & Development.....	11
Collaboration Hub	13
Data & The Future	15
Shared Staffordshire Pipeline.....	17
The Future of SCDA.....	18

04 Foreword

The Staffordshire Centre for Data Analytics (SCDA) is poised to revolutionise the way we work, harnessing data to drive strategic decision-making and enhance public services through collaborative working.

We will focus SCDA resources, expertise, and academic insight on high-impact strategic challenges shared across the public sector in Staffordshire. By partnering with universities, we can utilise their resources, skills, and knowledge to conduct cutting-edge research, ensuring we learn and apply advanced data analysis techniques. This collaboration not only enhances our analytical capabilities but ensures our research projects are informed by the latest academic insight, foster innovation and drive impactful solutions.



Our ethical approach will help shape our consideration and promotion of emerging technologies as we aim to set foundations fit for The Fifth Industrial Revolution.

As we embark on this transformative journey, our operational enhancements will enable the centre to become a leader in collaborative research and analytics, serving as a catalyst for positive change across Staffordshire.

05 Our Vision



With the new operating model in place, the Staffordshire Centre for Data Analytics (SCDA) is poised to:

- Revolutionise the way we harness data to drive strategic decision-making.
- Foster innovation and ensure that data informed insights are at the core of our operations.
- Enhance the lives of communities across Staffordshire through collaborative working between public services and academics.

Staffordshire Centre for Data Analytics' vision is to establish itself as a centre of excellence, leading the way in addressing public sector challenges through innovative research, data analytics and collaborative working. The SCDA will create a space for creative ideas and shared resources to develop new, exciting and innovative solutions to our shared challenges. The power of emerging technologies will be harnessed, and relevant knowledge shared between partners to ensure prosperity for Staffordshire communities.





06 Our Aims

Data Informed Decision-Making.

To build a culture of data informed decision-making and encourage the innovative use of research and data analytics. By establishing partnerships with public sector organisations and inspiring them to identify their organisational challenges and develop innovative solutions, the SCDA will be well placed to influence positive changes across Staffordshire communities.

Centre of Excellence.

To establish the SCDA as a leader in research, data analytics and collaboration. We will host regular workshops and learning opportunities through the collaboration hub, bringing together experts, stakeholders and practitioners to share insights and develop new skills.

Ethics & Transparency.

To promote an ethical and transparent approach to data and research operations by sharing best

practice and lessons learned. This will include the use of documented processes, data practices and ethical frameworks that go beyond legal compliance.

Collaborative Talent Development.

To foster a culture of talent mobility, providing our partner organisations with the resources, tools and contacts to up-skill their workforce effectively. Sharing knowledge and giving useful experience to relevant professionals will maximise the impact of research projects and shared initiatives, ultimately benefiting all partner organisations and Staffordshire communities.

Data & The Future.

To build a collaborative partnership that utilises the resources, knowledge and expertise from our partner organisations, enabling the trialling and testing of creative solutions, with a focus on emerging trends, tools, technology, and techniques.

07 Ethics

The SCDA and partner organisations recognise the importance of operating ethically, especially when sharing data and initiating research projects based on real-world issues.

Above all, the SCDA commits to upholding the highest standards of integrity, transparency and responsibility. To demonstrate and formalise these high standards, the SCDA has a documented Ethical Commitment which requires all partner organisations to pledge their support.



Act with
Integrity

Promote
Transparency

Ensure
Accountability

Respect
Privacy

Ethical
Consideration

Encourage
Continuous
Improvement



08 Centre of Excellence

Within our operating model, the Staffordshire Centre for Data Analytics establishes itself as a centre of excellence by leading the way and inviting others to join our innovative journey through three unique and exclusive offerings that Staffordshire's public sector organisations can benefit from:

- **Innovation Corridor.**
- **Exploration Boards.**
- **Talent Mobility.**

The model is underpinned by a scalable partnership approach that considers value-added opportunities and a range of new partners, allowing us to grow and seek new opportunities for improvement. The model emphasises the importance of working creatively in collaboration, tapping into the resources and expertise of each partner organisation.

The operating model has been designed to allow us to grow organically and evolve with the needs of our partner organisations. We pledge to work in an ethical manner and be mindful of our purpose as a public serving organisation.

The SCDA will adopt a 'fail-fast' approach; if we are not adding value, we will adjust and evolve our offering.

09

Centre of Excellence



Innovation
Corridor



Exploration
Boards



Talent
Mobility



10 Operating Model

Centre of Excellence



11 Talent Mobility & Development

Staffordshire Centre for Data Analytics is committed to supporting a progressive and dynamic environment where talent across the partnership can grow, adapt and thrive. Broadening the support from individuals across the partnership, particularly those in different roles and teams is key to the success of the SCDA.



**The core elements of
Talent Mobility & Development are:**

1. Student Placement Programmes.

Offering student placements in partnership with local universities provides emerging talent with real world experience, the opportunity to up-skill and have a meaningful impact on Staffordshire Communities.

2. Talent Mobility & Development.

Enabling professionals from across our partner organisations to contribute to diverse projects will create an ecosystem of shared expertise and cross-functional growth. This will provide opportunities for people to work outside of their normal functions and remit, supporting career growth, skill enhancement and job satisfaction.

We will...

- Provide opportunities for individuals to collaborate, share knowledge, and broaden their skill sets.
- Offer student placements in partnership with local universities to provide hands-on experience, ensuring the centre stays fresh. By having an effective student placement offering we can foster high levels of retention for talented and capable students.
- Broaden the support from individuals across the partnership, particularly those in different roles and teams, enabling them to contribute to diverse collaborative projects.
- Offer short-term collaborations for students to work on specific projects within a shorter time frame.

13 Collaboration Hub

The SCDA Collaboration Hub provides a space for partners to share insights, skills and expertise to foster creativity and innovative solutions. The Hub will bring together Key Stakeholders across Staffordshire, including public sector leaders, industry experts, academics, researchers and community representatives.





The hub consists of three core elements:

1. **Staffordshire's Shared Challenges.**

Identifying and prioritising the most impactful issues affecting the people of Staffordshire through insights from various leadership forums and boards. Proposed projects are fed into the 'Shared Staffordshire Pipeline' for partnership consideration and agreement.

2. **Exploration Boards.**

A diverse group of individuals curated from across our partnership network, including academics, practitioners and other subject-matter experts to creatively explore, scope, and address proposed challenges.

3. **Virtual Gateway.**

As a tangible single point of access to the SCDA, the gateway will allow partners to access our documentation, project successes and provide linkages into cross partner organisations.

We will...

- Encourage collaboration by bringing together key stakeholders and engage with leadership forums to identify and agree upon Staffordshire's most pressing challenges.
- Leverage the diverse expertise and resources of universities to shape complex challenges into actionable project proposals.
- Grant our partners virtual access to our project updates, key documentation and network contacts.
- Ensure that all insights, data, and shared knowledge align with our Information Governance framework, ethical standards and culture of integrity.



15 Data & The Future

Data & The Future is a crucial part of the SCDA's operating model and is dedicated to exploring and harnessing innovative technologies, systems, processes and new ways of generating data insights.



The core elements of Data & The Future are:

1. Data Forecasting, Planning and Predictive Analysis.

Identifying and testing innovative tools such as artificial intelligence and machine learning, transforming data into powerful insights that serve Staffordshire communities. Through predictive analytics, we can delve deeper into understanding trends, identifying root causes and recommending actionable steps for meaningful change.

2. Innovation Corridor.

A mechanism that translates our project data, findings, insight and Collaboration Hub outputs into definable innovation projects. This will be driven, in part by our close partnerships with world-class academic experts and their access to advanced technologies and techniques.

We will...

- Experiment with cutting-edge tools like artificial intelligence and machine learning to transform data into actionable insights, driving efficiency and improving decision-making.
- Test and propose trialling of advanced forecasting methods to anticipate future trends and enable the allocation of resources more effectively.
- Leverage predictive analytics to turn current and historical data into forward-looking insights, giving more opportunities to tailor services more precisely and implement preventative strategies.
- Collaborate closely with top universities and world-class academic experts to integrate cutting-edge research capabilities and drive progress.

17 Shared Pipeline

Talent
Mobility &
Development

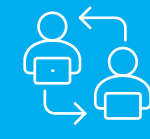
SCDA
Collaboration
Hub

Data &
The Future

Shared Staffordshire Pipeline Approach



Ideation



Prioritisation



Delivery



Assessment



Approval



Evaluation

18 The Future

We aspire to be a leading centre of excellence for data and technological innovation, pioneering advanced predictive analytics, developing the next generation of workforce talent within the public sector and supporting the drive for societal change.





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