

Introduction to the Surrey Office of Data Analytics (SODA)

What is SODA

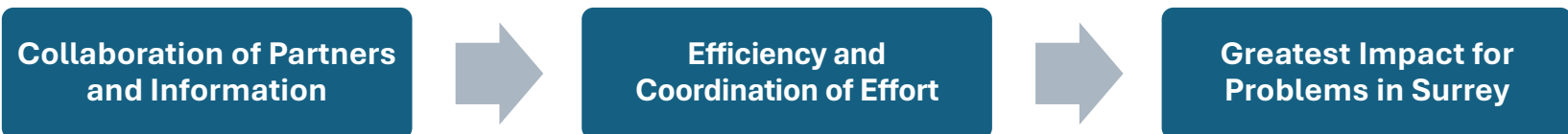


The Surrey Office of Data Analytics (SODA) partnership is based on the understanding that no single organisation can address complex areas alone. Effective solutions require **shared responsibility and collective action**. SODA is a collaboration of partners that draw together knowledge to identify the true extent of problems based on a comprehensive evidence picture that allows strategic and operational activities to be planned to achieve the biggest impact.

SODA is a coordinated intelligence partnership that provides insight, analysis and data to help policy and decision makers improve outcomes for Surrey residents

Adopting an intelligence-led approach to cross-cutting issues in Surrey, SODA's role is to

- **Support partnership working** by drawing together data from multiple partners to create insight
- **Enable informed and evidenced decisions** to be made jointly
- **Provide data and knowledge tools** to support operational and strategic activities
- **Develop easy to use products and tools** for partners to plan, operate, monitor and evaluate the decisions made



Why do we need SODA?



SODA is a collaboration of partners who need to work together to build the evidence and analysis to support joint decisions

Organisations hold individual and joint responsibilities for improving outcomes for residents across a range of issues, but there are potentially **high levels of duplication** in information and **challenges in data sharing**; **significant time is spent on non-value adding tasks** (e.g. access), rather than analysis and usage

Collaborative data sharing and analytics presents **a unique opportunity** to harness the breadth and depth of data which each organisation in Surrey holds to ensure that the work we do both individually and collaboratively to support our residents, patients and communities

Our partnership approach via the Surrey Office of Data Analytics (SODA) is based on the understanding that no single organisation can address complex areas alone. Effective solutions require **shared responsibility and collective action**.

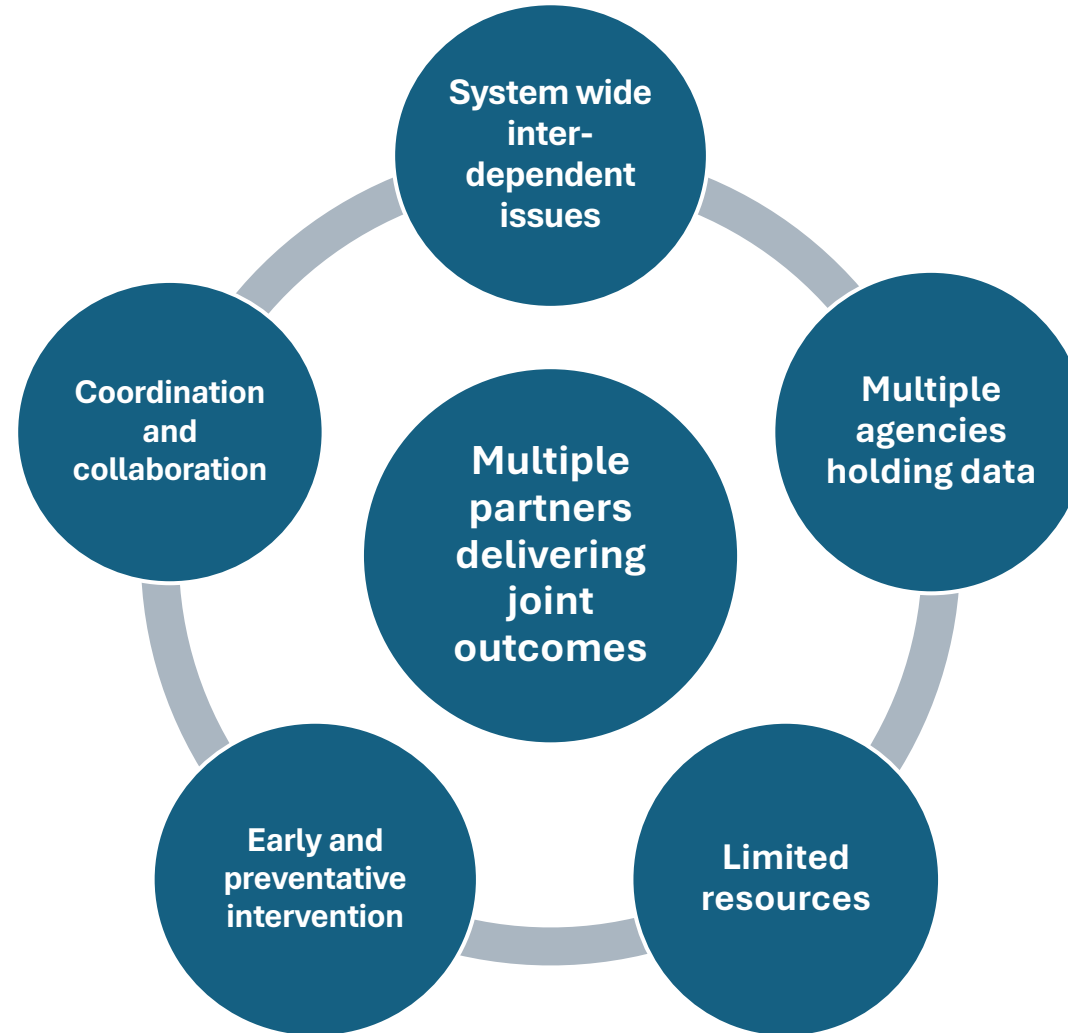
SODA's role is to

- **support partnership working**, in particular those that require analysis and insight built from drawing data from multiple partners
- **enable informed and evidenced decisions** to be made jointly
- **provide data and knowledge tools** to support policy making
- **develop easy to use products and tools** for partners to plan, operate, monitor and evaluate the decisions made

Where can SODA add value



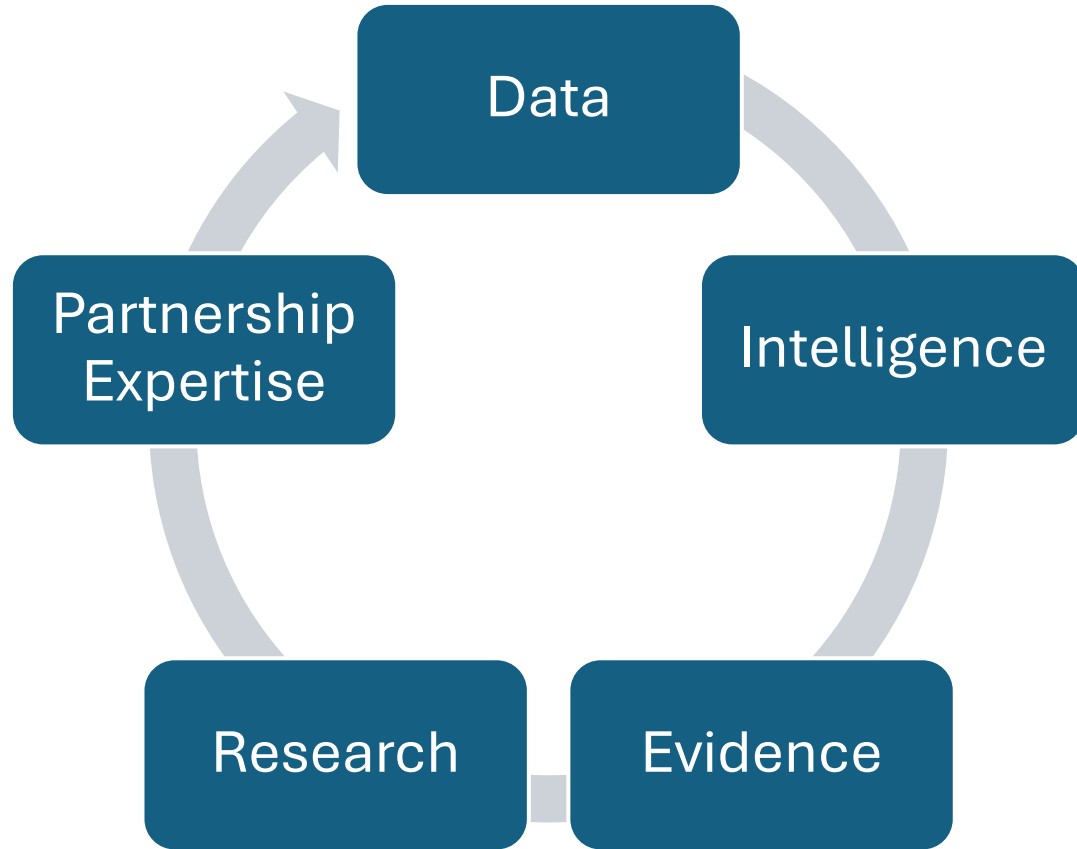
We have more data than ever, but not always the insight needed to target resources and impact issues effectively



How Does SODA Work?



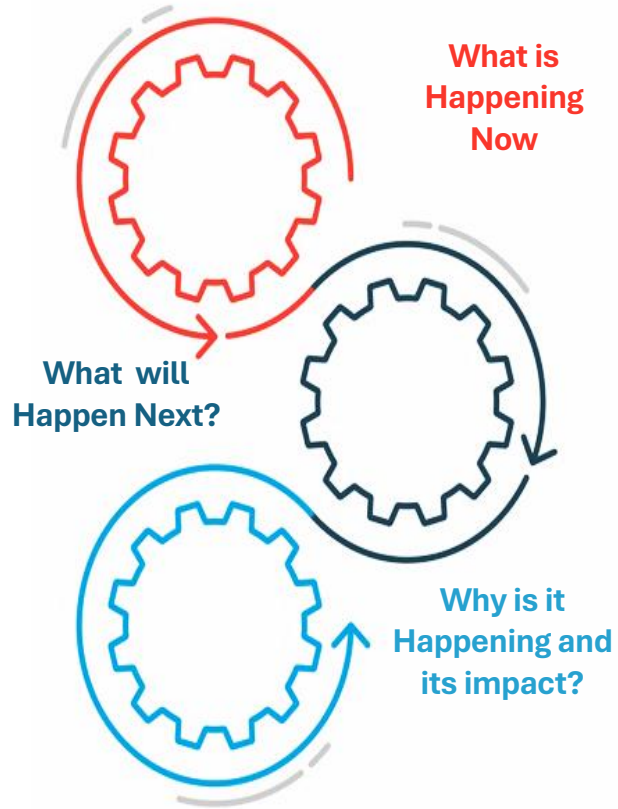
Brings Together:



Answers Key Questions:



SODA Capabilities



Using data, intelligence and evidence for better informed strategic decisions

1. Performance & Intelligence

Purpose: Understanding performance, demand and emerging trends.

SODA provides:

- Performance monitoring and benchmarking
- Strategic dashboards and reporting
- Trend and demand analysis
- Shared knowledge areas
- Partnership intelligence products
- Evidence to support decision-making

2. Analytics & Data Science

Purpose: Understanding future need, risk and opportunities.

SODA provides:

- Predictive analytics
- Risk stratification and population segmentation
- Scenario modelling
- Evaluation and impact assessment
- Geospatial and cohort analysis

3. Knowledge & Research

Purpose: Understanding communities, needs and root causes.

SODA provides:

- Evidence reviews
- Needs assessments
- Community insight and lived experience
- Literature reviews
- Environmental scanning
- Best practice intelligence

What SODA Can offer



Understand



Root causes and drivers of need



Population Cohorts



Resident and community voice

Assess and model



Needs assessment



Geographic analysis and impact modelling



Prevention pathways and system efficiencies

Connect and Act



Partnership working



Multiagency information sharing

Dashboards & performance reporting tools, benchmarking, deep dives, decision tools, data management & making operational reports accessible

Predictive modelling, statistical analysis, risk stratification; Forecasting & projections, decision optimisation and scenario models. Data sharing mechanisms and automation

Datasets, Maps, Infographics, Research reports, survey data, literature reviews, needs assessments, lived experience research, consultation findings.

Who are the current partners in SODA?



Police

**The Office of
the Police
and Crime
Commissioner
(OPCC)**

**South East
Region
Organised
Crime Unit
(SEROUCU)**

Probation

**District and
Borough Rep
- East**

**District and
Borough Rep
- West**

**Trading
Standards**

**Youth Justice
Service**

Education

**Safeguarding
Adults**

**Children's
Safeguarding**

**Adolescent
Services and
Early Help**

**Resident
Intelligence
Unit**

**Fire and
Rescue**

**Health
Determinants
Research
Collaboration**

**Public
Health**

**Surrey and
Sussex ICB**

**Neighbour-
hood and
community
Partnerships**

Creating a More Complete Picture of Surrey Through Shared Intelligence

Examples of our work



POLICY MAKING

Needs assessments: Violence Against Women and Girls, Hate Crime and Community Cohesion and Serious Violence Involving Young People.

Bringing together information from across organisations and departments to create the Surrey picture for these problems with recommendations for a partnership approach influencing strategies.

Knowledge tools:

Surrey-i Knowledge Tool: demographics and statistics relating to the county.

Local Insight * simple-to-use geographic datasets.

Support with postcodes and address matching on request.

*email surreyi.helpdesk@surreycc.gov.uk for access

Decision Making:

The **Mindworks** assessment tool highlights SODA's capacity to deliver targeted, preventative intervention through multi-agency intelligence. Co-designed with health, education and school partners to identify schools with the greatest mental health need. The tool translates complex emotional wellbeing and mental health indicators into an operational prioritisation model, allowing partners to deploy resources to achieve the greatest impact on children's long-term wellbeing.

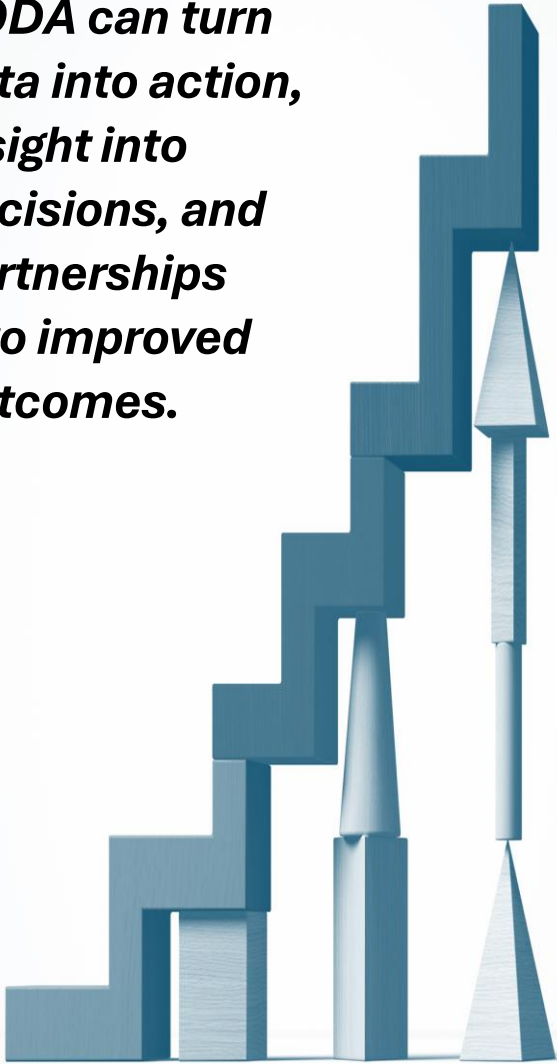
Information Management:

SODA helps partners transform information into cross-cutting trends and patterns to address Surrey issues.

Through multi-agency collaboration, SODA enables organisations to better understand need, target resources effectively, and identify opportunities for early intervention and prevention.

Coordination, Collaboration and Efficiency through SODA

SODA can turn data into action, insight into decisions, and partnerships into improved outcomes.



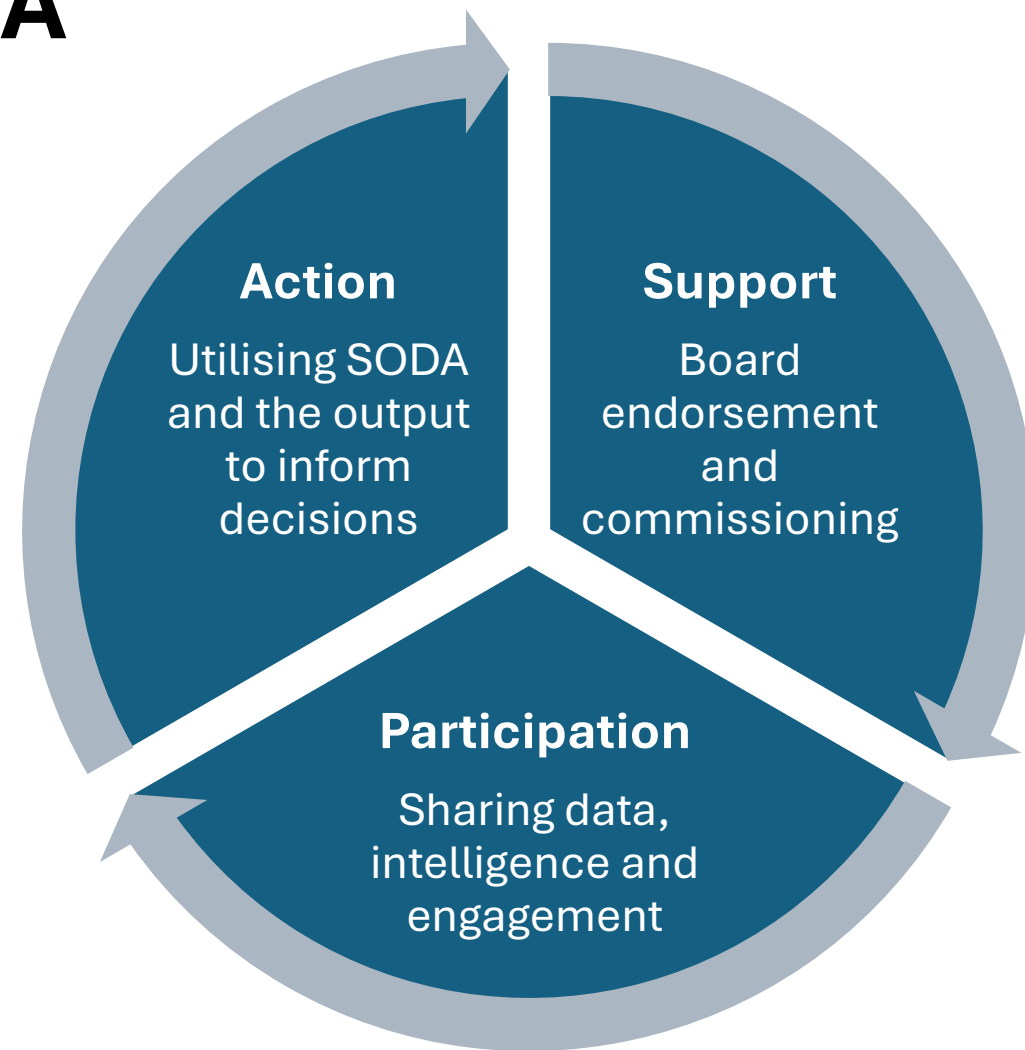
How you can use SODA



- SODA can support all strategic partnerships through shared intelligence and multiagency data sharing
- SODA provides strategic insight, not just reporting.
- SODA helps provide evidence to support targeting resources and activities to achieve the greatest impact.
- SODA can provide continuity of support at a time of change for the new unitary authorities

How can you support SODA

As we move into new systems of governance across local government, health and other agencies, there is an increasing need to work jointly and build a shared evidence base to support better outcomes for Surrey's residents and communities





Connect and Learn More About SODA



SODA is currently led from within Surrey County Council on behalf of the partnership

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Surrey-i Knowledge Area

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