eyecademy

Glasgow City Council (GCC)

Client

Glasgow City Council

The Corporate Data Team had come together to support development of a new Open Glasgow platform for sharing council data.

Industry

Public Sector

Client Need

Building on lessons learned from previous open data ventures they wanted to ensure that they used the platform to engage citizens, businesses, communities, academia, visitors etc They all so wanted to make the data accessible, informative, and engaging. While they had some visualisation expertise, they wanted to develop skills in data storytelling to help launch the service as well as to continue to add data to the platform.

Service Offering

- Data Storytelling Workshops
- Dashboard Creation
- Consultancy Skills
- Expertise
- Ideas & Innovation

How did these issues impact the organisation?

GCC felt that without these skills they would find it difficult to engage their different audience/stakeholders and the platform would not fulfil its true potential.

What was the existing landscape/skills?

Technology

PowerBI

The existing skills were focussed more on different styles of visualisation and they felt they needed to start thinking about how best to tell more engaging stories with their data. Stories that would engage and inspire their audience. GCC felt they had a fantastic opportunity to use the platform and the data to demonstrate openness, transparency, and to build trust with their citizens and communities.

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Why Eyecademy?

We asked GCC what was most appealing about Eyecademy, to be chosen for this particular project?

"Following an initial meeting we immediately connected with their straightforward, down to earth, style. They were able to demonstrate a strong capability/pedigree in terms of the companies experience and yet they did not come across as pushy salespeople.

They were professional and offered to demonstrate the capability through a short presentation using GCC open data. This was quick, effective, and struck the right note in terms of style and substance. We also liked that the company had a background in training and that they were up for trying to help us deliver something as well as build capability."

Was there a particular aspect of Eyecademy's approach that you liked?

"Willingness to show what they could do up front and also to work with us and tailor the scope of the work to suit us and the current climate. Also, as we went through the delivery they were really positive about feedback and happy to incorporate that and adjust delivery as we went."

In comparison to other firms, was there a stand-out aspect to choosing Eyecademy?

"Definitely their approach and style – friendly yet professional. No time wasting and the fact they are local. It means a lot that when we come out of lockdown and if we wanted to do more work then we have a company on our doorstep. Not everything is easy virtually!"

Solution

The solution was to run a series of Data Storytelling workshops with the GCC staff. These came in two different types:

- One to ones with key staff members working on visualisation and storytelling for the open data.
- Additional workshop sessions to introduce the concept and importance of storytelling to wider less experienced team.

Results

The GCC team have confirmed they are incorporating learnings from the121's and workshops into their work. GCC have a number of large initiatives using data that could benefit from support in
taking the data and working out the best way to present it so the work that Eyecademy in training staff will have a direct benefit.

GCC said that this was a PoC in terms of using third parties to support this type of work and had been a really positive experience throughout.