

Making data accessible to achieve meaningful change in the public sector

How enhanced data and technology can help to build better outcomes for the future



The challenges to achieving meaningful change in the public sector:



Access to quality data

Adopting a blended data approach providing access to detailed up-to-date data is critical. Open and administrative data alone do not provide the insights necessary to help prioritise and deliver services to at-risk and vulnerable communities.



Legacy technology

Upgrading and integrating legacy technology effectively is crucial for meaningful change. A strong data foundation provides a single version of truth, supports informed decision-making, and drives operational efficiencies.



Slow decision-making

Linked to legacy technology, siloed data across departments and systems within the public sector can lead to a slower path to insights and slower decision-making.



Doing more with less

Public sector organisations must maximise limited budgets by using data and technology to guide cost-effective, high-quality service delivery to the right people, at the right time.



Information governance

Protecting citizen data is essential in the public sector. Fear of over-stepping boundaries of acceptable use can stifle innovation, whilst a lack of fear may incur more privacy risk than is acceptable.

About CACI and Snowflake

It is essential for public sector organisations to deliver the right services to the right people, in the most efficient way.

That's why at CACI we're thrilled to partner with Snowflake to **democratise access to data** right across the public sector. By providing access to detailed up-to-date datasets and simplifying data architectures, we enable teams to easily access insights needed to drive meaningful change at a local level.

Together, we help establish a strong data foundation that unifies service user, operational and commercial data. With insights that are more accessible and easier to understand at speed, you can drive government efficiencies and improve outcomes for residents.

Together CACI and Snowflake can support you with:



Establishing a **strong data foundation** to support your community



Supporting the prioritisation and delivery of services with unique health and wellbeing data



Building data solutions that unify all your service user, operational and commercial data



Uncovering vulnerability of communities with access to financial and digital data



Understanding and supporting residents and the places they live with access to a range of datasets including consumer **segmentation solutions**



Accessing transactional spend data from over

4m

UK debit cards, coded geographically and with demographics



Analysing

600+

demographic, lifestyle and behavioural attributes on every UK adult



Analysing geolocation **data**, demographically coded, collected from

2.5m

UK devices



Establishing the right data foundations with Snowflake

Migrating to the cloud can feel overwhelming - especially when navigating complex legacy systems, tight public sector budgets and limited capacity. At CACI, we simplify and accelerate this journey with a strategic approach focused on building a resilient, future-ready digital infrastructure for your organisation.

Our Snowflake cloud migration services go beyond data transfer. We rearchitect your systems to take full advantage of Snowflake's cloud-native capabilities, ensuring your platform is scalable, secure and cost-effective. By optimising how data is stored, managed, and accessed, we help you reduce operational overheads, enhance service delivery and drive better outcomes for residents and the wider community. With minimal disruption and rapid time-to-value, your teams can start realising the benefits of Snowflake and delivering meaningful change sooner.

Supercharging public sector impact with CACI data

For public sector organisations, data is only as valuable as the insights it delivers. At the heart of our approach is CACI's extensive datasets, which help public sector organisations translate insights about the UK demographic landscape into actionable intelligence underpinning better decision-making, policy design and service delivery.

We design and implement tailored solutions to meet your organisation's specific insight needs - whether it's social, health, population, demographic, income or behavioural related.



Using Snowflake's powerful data-sharing and collaboration capabilities, we enable secure real-time access to data across departments, helping you uncover opportunities, maximise efficiencies, and deliver better services.



Introducing Acorn



What is Acorn?

Acorn is a powerful consumer classification tool that segments the UK population, by analysing demographic data, social factors, population and consumer behaviour. Acorn provides a detailed understanding of different types of people at a postcode level.

How can I leverage the Acorn insight?

- With Acorn, you can access powerful insight that helps you define and create targeted messaging for different communities.
- You can also aggregate the data to understand your catchment areas better.
- With Acorn you can identify and quantify the number of households on low incomes, to access levelling up funding and make regeneration decisions.

What is Household Acorn?

Household Acorn is a consumer classification that segments and describes the types of households in each street. By analysing demographic data, social factors and lifestage, Household Acorn provides a detailed understanding of the characteristics of households across the UK.

How Household Acorn support my organisation?

- Gain a detailed understanding of residents and attributes that describe their day-to-day life, such as financial circumstances, digital behaviours, and degree of health and wellbeing.
- Assess local demand for services to prioritise resources.
- Define and deliver appropriate strategies across all service functions.
- Target communications and intervention campaigns more effectively.



What is Wellbeing Acorn?

Wellbeing Acorn segments the UK population by analysing demographics, social, health and wellbeing characteristics, providing an understanding of different cohorts of people at a postcode level.

How can Wellbeing Acorn support my organisation?

- Gain an improved understanding of the issues of a local community.
- Develop and effectively target health improvement initiatives.
- Assess local demand for health products and services.
- Benchmark residents against the underlying population.



Introducing Paycheck



What is Paycheck?

Paycheck provides gross household income estimates at postcode level for the UK. Using data from CACI's lifestyle database (Ocean), combined with data from the ONS's Average Weekly Earnings and Living Costs & Food Survey, CACI have built a consistent and statistically reliable income model.

Income reflected by Paycheck is gross household income from all sources including earnings, benefits, and investments. In addition Paycheck Disposable Income provides an estimate of the average available household income after tax, National Insurance and other essential outgoings at postcode level for the UK.

Why Paycheck?

- Gross household income including benefits and savings.
- Robust and consistent measure of disposable income across the UK.
- Identify at-risk and vulnerable communities for social support.
- Detailed income across 26 bands, Mean Median Mode and Lower Quartile.
- Available to income level of £200,000+.
- Indication of negative disposable income.
- Paycheck Equivalised, Paycheck Lifestage and Paycheck Disposable Income are available.



How public sector organisations are benefiting from CACI's data and technology

Trusted by some of the UK's biggest government agencies, healthcare organisations, local government, and the wider public sector, CACI delivers insights and analytics that improve service delivery and reduce costs - from consultancy, design, architecture and deployment to resource and process management, data management, customer and community insight and analytics.



"We created an interactive mapping in the tool, showing affordability by area. It used housing data from Rightmove and CACI's Paycheck information about household income. The map shows purchase or rental cost vs household income, broken down in detail for each of the Island's 39 wards. We used both median income data and lower quartile income data as the latter is particularly important when looking at housing inequality."

Isle of Wight Council



"We already knew the value of Paycheck data to help us understand affluence and poverty in different neighbourhoods. Adding Household and Wellbeing insight gives a granular picture of lifestyle, income and risk factors down to household level, so we can really examine areas of need and deliver value and impact from our services and programmes."

Dumfries & Galloway Council



A photograph of three young people, two women and one man, smiling and looking at each other in what appears to be a school hallway. The image is overlaid with a semi-transparent blue filter. The woman on the left has curly hair and is wearing a teal shirt. The woman in the middle has long brown hair and is wearing a light blue shirt. The man on the right is wearing glasses, a plaid shirt over a white t-shirt, and has yellow headphones around his neck.

For more information contact:

Call: +44 (0)20 7602 6000

Email: info@caci.co.uk

Web: caci.co.uk

CACI

do amazing
things with data.