

Si Chun Lam

Insight Development Manager
Coventry City Council

MRes Social Sciences Research at Loughborough University



About me

- I graduated with a Master's Degree in Social Sciences Research at Loughborough University
- I now lead and manage an insight and data science team for Coventry City Council



Coventry city centre – as viewed from our office



Where are you now?

- Coventry City Council – local government in the UK City of Culture, Coventry.
- Employs just under 4,000 people – healthcare, social social care, supporting businesses, maintaining roads, collecting and recycling waste, etc.
- Insight's role is to “question, influence and provide understanding to make life better in Coventry”.
- In practice – this means giving people the right information so we can change things for the better!



What work in insight and data science looks like!



Getting there...

- A-levels in economics, music and media; and AS in physics and general studies
- Completed a first degree in economics before doing a social sciences masters at Loughborough
- Social sciences give you the ability to understand, interpret and explain things in the world – so you can articulate clear arguments to convince, and even challenge your bosses!

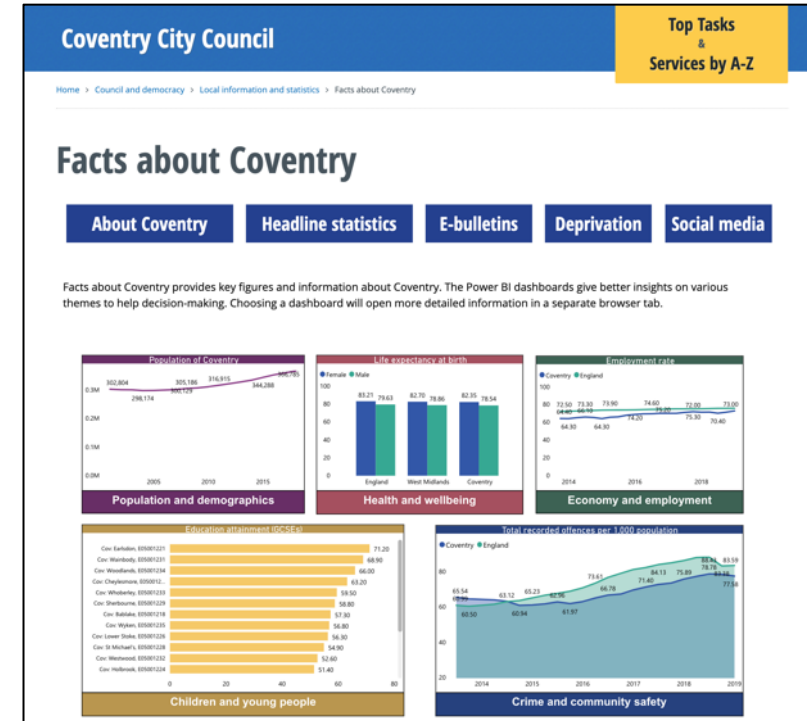


Social sciences is for people who want to make a difference. Applying social sciences in local government helps decision-makers understand the impact of decisions, from our local coronavirus pandemic response, to reducing homelessness, improving physical and mental health and wellbeing and addressing fuel poverty.



Words of advice?

- Learn about yourself – what do **you** *really* like to do?
- Loughborough is a campus university – which makes it easier to get to know other students. It also has some of the best sports facilities of any UK university!



Find out more about our work at
<https://www.coventry.gov.uk/factsaboutcoventry/>

