

Data and Digital Masterclass

Bristol

31st January 2020 www.local.gov.uk



Purpose of the day

- This event is for elected members who are working on, and keen to maximise, the opportunities of digital approaches and data exploitation in their authorities.
- A sequence of speakers from local authorities will talk about their own experiences as a reference point for questions and a discussion within the group.



The shape of our day

- Now: Intros and Discussion
- 1115: How digital is helping councils. Dorset guest speakers.
- 1200: Deriving benefits from data. Bristol guest speaker.
- 1245: Lunch
- 1330: Reflections
- 1345: Culture, Mindset and Choices
- 1415: Councillors creating the conditions. Wiltshire guest speaker.
- 1515: Summary
- 1530: Close



The 3Fs

- Fire
- Facilities
- Fones



Ground rules

- Confidentiality, to stimulate open sharing
- Acknowledgement that we're at different points on the journey and have different contexts
- Learning from each other as much as from the speakers
- Facilitator's role to move on



Introductions

Commercial

NatWest

School

IMD

Advisory











Portfolio

FUTUREGOV

























Uni













IMPROVEMENT AND **DEVELOPMENT BOARD**





Introductions

- Name
- Council
- Council role
- Other experience relevant to the day
- Your interest in this agenda
- Your key point from the survey/flipcharts, especially if it's an "ask" from others in the room



The Landscape we're travelling in (1)

- Data and Digital are about more than technology eg new ways of working and collaborating
- Financial challenges and yet raised resident expectations
- There are a whole host of "muck and bullets" issues that people are grappling with. eg
 - Overcoming change resistance
 - Staff
 - Suppliers
 - (Residents)
 - Building a coalition within the group
 - Using the machinery of government, eg budgets, scrutiny, recruitment
 - Resolving worries of cybersecurity



The Landscape we're travelling in (2)

- Political choices and philosophy
 - Role and nature of the local state (eg "digital by default" choices, human-centred design)
 - Working in the open; open data, open source
 - Collaboration v commercialisation
 - Managing national policy changes
 - New support to front-line councilors
 - Data ethics



How digital is Helping Councils

- Please welcome:
 - Cllr Peter Wharf, Deputy Leaders, Dorset Council
 - Lisa Trickey, Service Manager, Digital Strategy and Design

www.local.gov.uk



CIIr. Peter Wharf































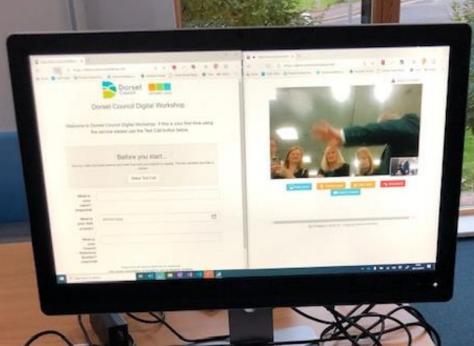
Digital Awareness Sessions













Executive Advisory Panel – Digital & ICT

- 5G / Rural Smart Place
- Webcasting of Committee meetings
- Digital Champion roles for Councillors
- Member Case Management

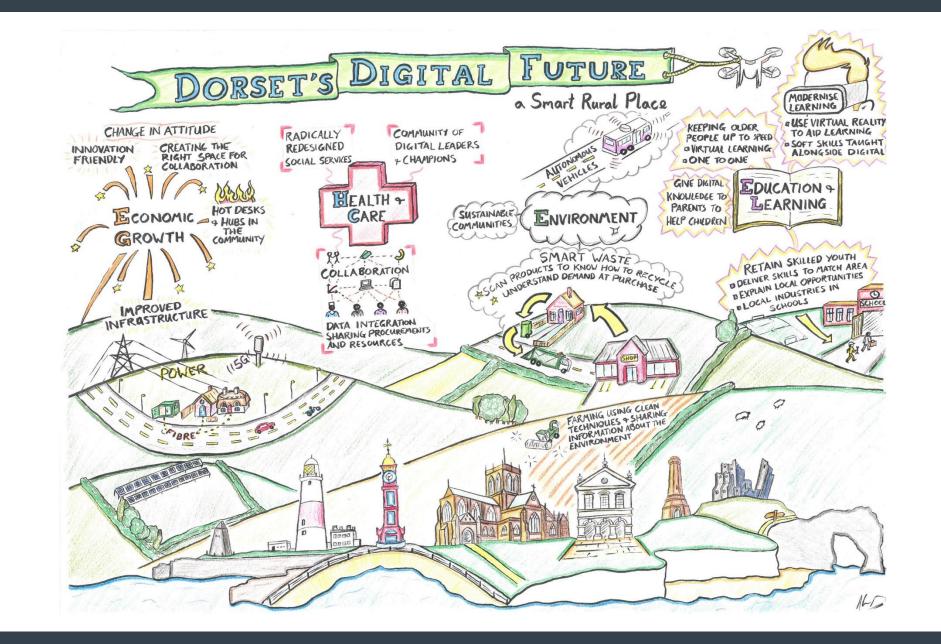




Peer Challenge

'Your teams focus on the user need was refreshing to be at the heart of your approach, rather than just being given lip service'

Simon Oliver, Director Digital Transformation Bristol City





Different types of Councillor Champion Role



Councillor ICT Mentor

- Helping members make the most of tech in their role
- Supporting each other
- Passionate about making most of IT

Council

- Help test and promote capabilities



Digital Change Agent

- Supporting and prompting digital transformation across DC
- Able to ask questions of services
- Understand digital leadership requirements



Digital Ambassador

- Helping people and communities go online
- Signpost to council online services
- Signpost to digital champions for support



Digital Champion

- Volunteer working with people in communities to develop basic digital skills and help people get online
- Part of our Routes to Inclusion work







Design is central to our approach it's the big shift we're trying to make

Designing solutions to meet people's needs in the Digital Age

The challenges DISCOVER

Problem Insight Definition

Understand the problem we are trying to solve, draw on existing research, and find out any new information through workshops. interviews etc.

DEFINE

Use our expertise, organisational knowledge and design thinking to come up with ideas or ways that we might solve the problem.

Action Ideas

DEVELOP

Develop the idea into something tangible for service user and with them. Test hypothesis early with prototypes.

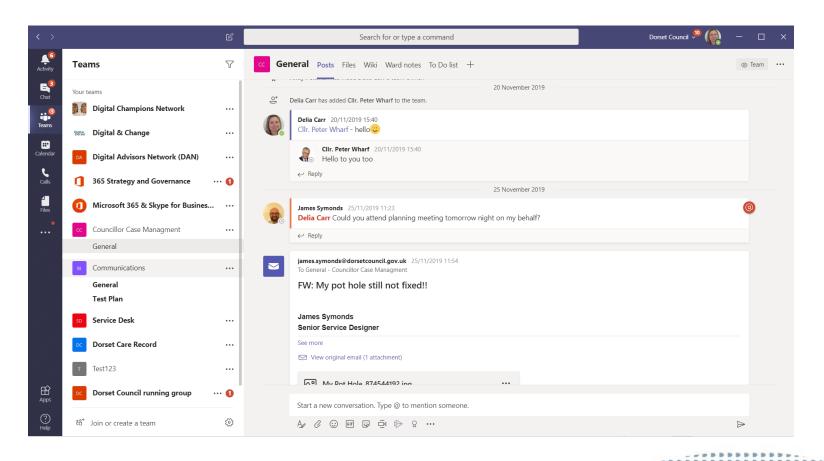
DELIVER

Give the tangible thing to those who would be using it to see their reactions. discuss with them what they like or don't like and incorporate changes based on their feedback.

Iterate & **Embed**

Councillor Case Management









How Digital is helping Councils

- What are you pleased with so far?
- What difficulties have you encountered? How are you dealing with them?



Maximising the Benefits of Data

- Please welcome:
 - Terry Dafter, Director of Adult Social Care, Bristol City Council

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Bristol City Council Place-Based Directory of Services

Terry Dafter
Director Adult Social Care
31.01.20

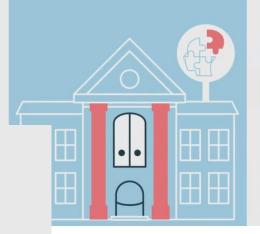


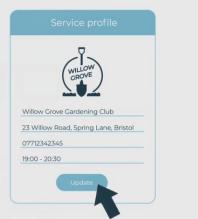


Video

https://vimeo.com/371446959











placecube.com/openplace|

Early adopters







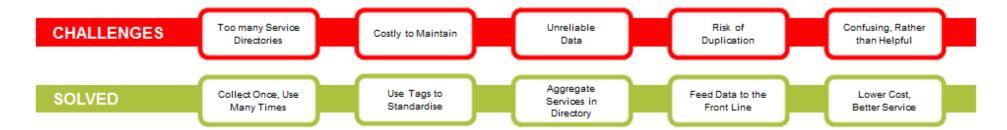
What problem have we tried to solve?

Open Place Directory

CHALLENGES AN OPEN PLACE DIRECTORY SOLVES

Open Place Directories can be used to connect local community services in any place, enabling providers and assurers to work together much faster to enact prevention by making local support services far more accessible (now that they are open, assured, published and easier to consume online)

II Local Authorities II National Health Service II Social Prescribers (GPs) II Charities & Community Support Services



Benefits

- Savings cheaper to collect once, may be commercial opportunities
- Quality Reliable data and services can be aggregated across boundaries
- ✓ Productivity Easier for front line workers to find services.
- ✓ Strategic Better understanding of supply & demand

Outcomes

- Enhanced social prescribing capability
- Accessing the right support services, early, can facilitate prevention, avoiding crisis and statutory services
- Positive impact on homelessness, where a citizen is embedded in local support & community
- Can reduce loneliness, embedding people in local community and exposing them to community activities





What is the Place-Based Directory of Services?

A new model, supported by bespoke software, to enhance the collection, assurance and tagging of information about hyper-local services in Bristol

NB. We are focussing on health and wellbeing services for adults but the model can be applied to any sector





What will change?

This...

Local Offer SEND Directory Maintains own data

Social Prescribing

Maintains own data

Health & Wellbeing Directory

Maintains own data

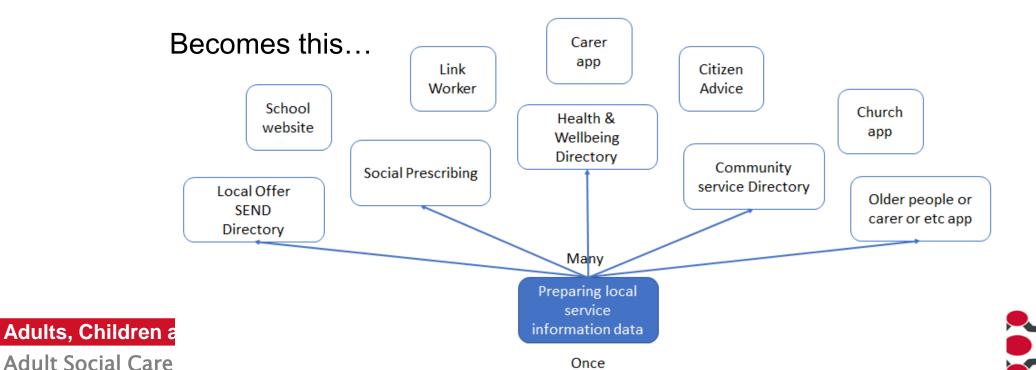
Community service directory

Maintains own data

Older people or carer or etc app

Maintains own data

BETTER LIVES



How is it different from what we do now?

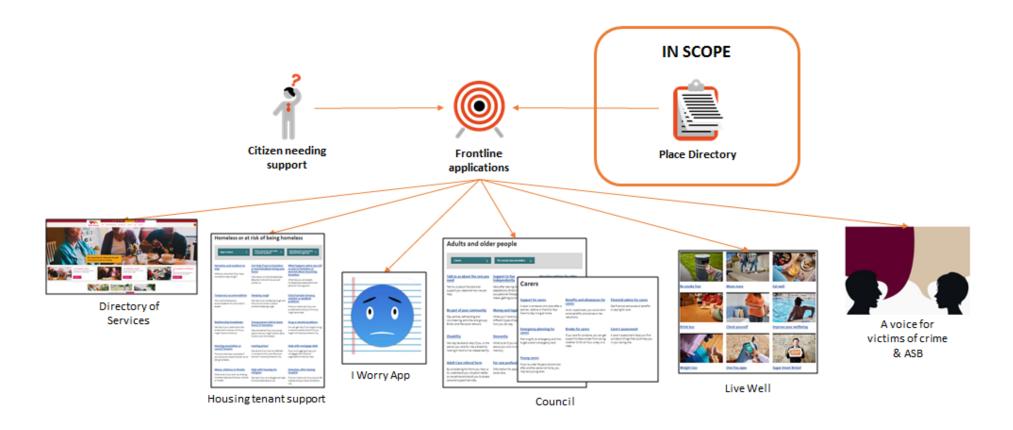
- Bespoke software
- Network of information collectors
- Dynamic creation, maintenance and updating of information about services
- Consistent tagging and categorisation (LGA/iStand)
- Assured by contracted trusted custodians who will be responsible for a specific sector, eg. in Bristol it's The Care Forum (Well Aware) for health and wellbeing services
- Published on an open data platform





How will it work?

Digital Place Directory of Service









Key considerations

- It's about building strong local relationships "two way"
- Don't forget the hyper-local services these are the ones that make a real difference to people's lives
- Data is only meaningful if it is maintained
- The ideal = service providers take ownership of their data
- Assurance is crucial and needs to be adequately resourced
- People don't think about local authority areas so we need to think across borders
- People want to find information based on need, circumstance, and eligibility (which is what the schema and software does)





Key risks

- Existing applications will need application changing
- No-one may be interested in consuming the data they've not collected
- Existing data will need migrating into open data standard
- There might be competition to be an assurer
- People may not be prepared to pay others to assure
- Expectations of 'perfect' data may be raised
- More awareness will risk services not coping with demand
- The quality of the service is not assured but left as application risk





Key financial benefits

Consolidating and minimising the effort of maintaining transient data

National estimated savings of up to £11.69m per year

From lower public spend on directory products and FTE data management effort nationally

Enabling benefits (indirect benefits) to be gained from social prescribing

£?m Social prescribing reducing load on GPs and A&E

local studies suggest a reduction in GP visits and ambulance calls by frequent flyers of between 2-50%.

£8.5m Adult Social Care savings nationally per year

From better access to community services information leading to one person per upper tier authority live independently for one year





Who's involved?

Councils













Support









NB. In Bristol we've also engaged health partners and are working with the NHS to include the data on MiDoS

Adults, Children and Education





Recognition

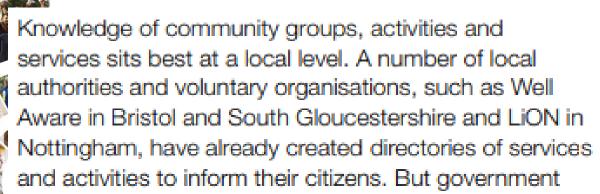
- Cabinet Office interested in the national potential
- Mentioned by Karin Smyth MP in the Oct18 House of Commons debate on adult social care
- Mentioned in the government's Oct18 strategy: A connected society: a strategy for tackling loneliness
- Nominated for a 2019 iNetwork innovation award
- LGA loneliness network project



A connected society

A strategy for tackling loneliness -

laying the foundations for change







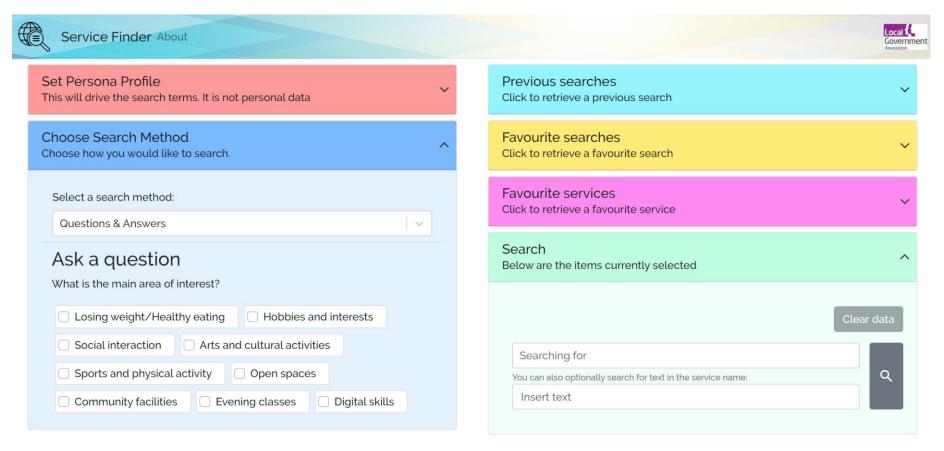
Go live 1 April 2020





Linked work

 The LGA is developing a national service finder app which we have invested in:







Maximising the benefits of data

- What data issues have you experienced? What solutions have you come up with so far?
- How are you using data and evidence to change what you do and how you make decisions?

www.local.gov.uk



Lunch

- We start again at 1330
- What new thoughts or questions do you have?
- What was relevant to your context?
- What wasn't?



Reflections

- What new thoughts or questions do you have?
- What was relevant to your context?
- What wasn't?



Culture, Mindset and Choices

Jonathan Flowers

jon@thanflowers.com



Context

"We are taking 21st century problems and trying to solve them with 20th century tools and 19th century institutions"

- Madeleine Albright

What does it mean to be applying 21st Century Tools and creating 21st Century Institutions?

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Purpose of this session

- Offer some thoughts from my work and my "lived experience" in this area from last 20 years, especially the last 4
- Discuss the culture and mindset associated with "digital"
 - Opportunities
 - What to watch out for (blockers, risks)
- Identify some key member choices
- Develop this in discussion



Why Does this Matter?

- There's an opportunity to serve people better
- There's an opportunity to unlearn outdated ways of working and reduce frustrations – better culture
- A new generation of employees and sector-switchers will expect this difference
- There are risk and transitions to manage





Tom Loosemore @tomskitomski



Digital: Applying the culture, practices, processes & technologies of the Internet-era to respond to people's raised expectations.

11:00 AM - 10 May 2016



What are the cultures, practices and processes?

- Service design
- Agile working
- Working in the open
- New levels of collaboration

(Social media)



Service design

- Concept around for a long time
- Popularised by GDS
- User-centred design, human-centred design
- Understanding how people use services
- Understanding peoples' lives
- Building a compelling human case for change
- Very challenging to organisational boundaries



Agile Working

- A reaction against the 20th Century "waterfall" method
 - Detailed specification, months/years of work, not useful
 - Things have changed, or the initial understanding was wrong
 - Feels "baked in" to public procurement and business cases

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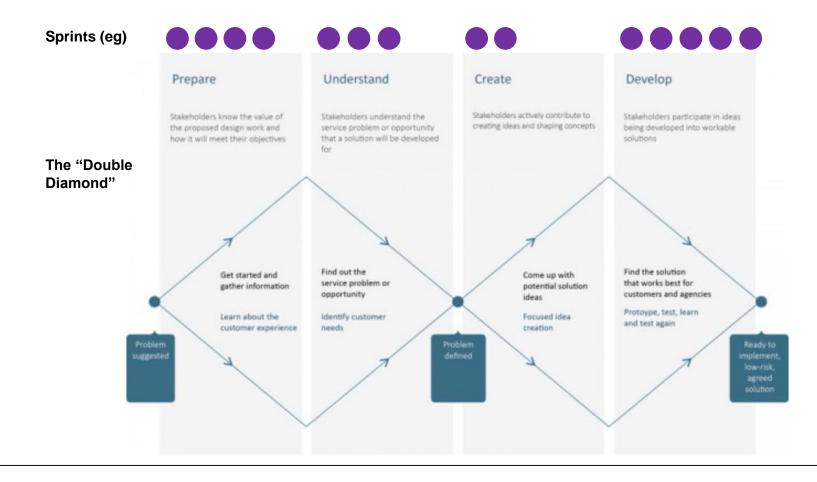


Agile Working

- A new "language" for a structured process of trying things out and learning as we go
- A sequence of "sprints" that "home in" on solving a problem
 - (Fortnightly) sprints
 - Daily standups
 - "Show and tell"
 - Retrospectives
 - Sprint review and pivot

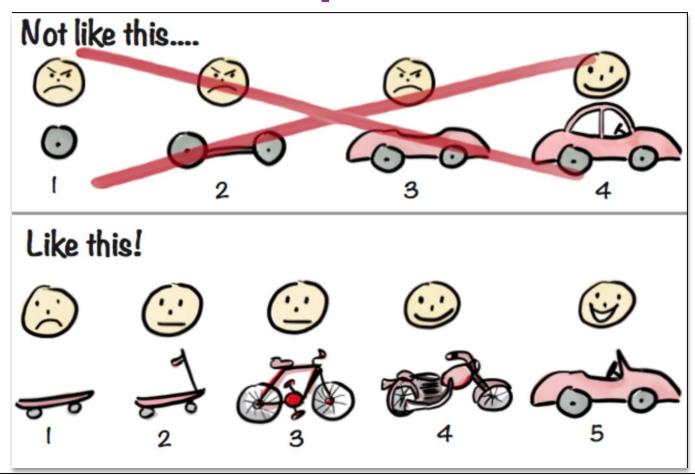


Agile Working and Service Design





Incremental development





"Service Standards"



Digital Service Standard

- Understand user needs. Research to develop a deep knowledge of who the service users are and what that means for the design of the service.
- Be able to test the end-to-end service in an environment identical to that of the live version, including on all common browsers and devices, and using dummy accounts and a representative sample of users.
- Put a plan in place for ongoing user research and usability testing to continuously seek feedback from users to improve the service.
- Make a plan for the event of the digital service being taken temporarily offline.
- Put in place a sustainable multidisciplinary team that can design, build and operate the service, led by a suitably skilled and senior service manager with decision-making responsibility.
- 12 Create a service that is simple and intuitive enough that users succeed first time.
- Build the service using the agile, iterative and user-centred methods set out in the manual.
- Build a service consistent with the user experience of the rest of GOV.UK including using the design patterns and style guide.
- Build a service that can be iterated and improved on a frequent basis and make sure that you have the capacity, resources and technical flexibility to do so.
- Encourage all users to use the digital service (with assisted digital support if required), alongside an appropriate plan to phase out non-digital channels/services.
- Evaluate what tools and systems will be used to build, host, operate and measure the service, and how to procure them.
- Use tools for analysis that collect performance data. Use this data to analyse the success of the service and to translate this into features and tasks for the next phase of development.
- Evaluate what user data and information the digital service will be providing or storing, and address the security level, legal responsibilities, privacy issues and risks associated with the service (consulting with experts where appropriate).
- 16 Identify performance indicators for the service, including the 4 mandatory key performance indicators (KPIs) defined in the manual. Establish a benchmark for each metric and make a plan to enable improvements.
- Make all new source code open and reusable, and publish it under appropriate licences (or provide a convincing explanation as to why this cannot be done for specific subsets of the source code).
- Report performance data on the Performance Platform.
- Use open standards and common government platforms where available.
- 18 Test the service from beginning to end with the minister responsible for it.



Working in the Open

- Blogs and Weeknotes
- Show and Tell

Show and tell notes: 5 December

Nicholas Ward, 5 December 2018 - How we work, Show and tells



This morning, in the penultimate show and tell of the year, Helen West gave a summary of where the team is on the essex.gov.uk project. Specifically she talked about the transition from Alpha to Beta.

Read more



Another "Show and Tell"





So What?

- Different drumbeat and pace
- Demands different governance (inc scrutiny)
- Challenging to financial planning
- Opens up different member roles (with care)
- New language to learn (for everyone)
- Can appear less rigorous and more vulnerable to challenge



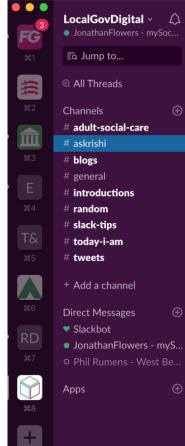
Collaboration Tools

- Almost no email
- Tools like Slack
- Shared documents eg Google docs
- Sharing with Trello
- A new way of working that's hard to comprehend until you experience it



Slack

- "Social media for work"
- But much more powerful



#askrishi



" properties occupated by an October 15th, 2018 I can opportunities that just distributing existing ways of working).



pdbrewer adurworthing 1:47 PM

I'm very hopeful that selected projects can really get under the skin of how councils can work together and share. Publishing work is a necessary but not sufficient condition for sure.



Rishi MHCLG 1:47 PM

Hi Rob. The team are actually very excited about Pipeline and hoping it can play a part in driving collaboration.



They're meeting with the team later this month as it turns out!

Paul - we share this ambition so we are doing what we can here to take the message out through all the various channels we have (conferences, speeches, roadshow, website etc)



Tim Games 1:49 PM ioined #askrishi.



pdbrewer_adurworthing 1:51 PM

That's great and its amazing what an impact the team have already had. It's going to be at the project level, in the detail that we understand how to build a collaboration approach that people can plug into.



1 reply 4 months ago



Rishi_MHCLG 1:51 PM

Another common Q I get is overcoming the issue of local authorities or the suppliers who work with them wanting to 'own' the outputs they've created, rather than sharing them freely with others.

From my point of view, it's understandable that if an organisation has put a lot of effort into running a project, they they'll need a return. However, we believe that as soon as access to products that aspire to national update are restricted, they'll inevitably alienate potential users and collaborators.

So, how can we square this? We hope that by taking some of the cost out of developing digital tools and products through our fund, we can show (by doing) that collaboratively produced, open products will not only return a better investment to the sector, but also to the organisation that had the foresight to kick off the project.

As we've seen from some of the Qs today, there's a great demand to nurture a sharing culture between councils, and we're committed to supporting this by finding projects that everyone is keen to collaborate on, nurturing them to be successful and widely publicising their benefits - while still giving credit where credit is due!



There's definitely a need for local government to work to become more than the sum of our parts. The approach set out in the Declaration feels like a very positive step in helping achieve that! (The income from trying to sell our work to one another will be more than offset by the negative effects of locking away innovation and experience that could help a much larger group of citizens)





Rishi MHCLG 1:57 PM

I think on that positive note, I may need to dash. Thanks all for your support and engagement. The team and appreciate it and I am excited to work on this together with you all.



Charles Grain 2:09 DM

gov.uk



Choices for members

- Encourage new ways of working, with their challenges to governance approaches, or keep them lower down and arms-length?
- What is the member role in digital development?
- How big a part of the solution do we make this?
- What digital/data "ideology"?
 - Eg open source versus commercial?
 - Eg role of evidence in informing decisions
 - Eg opening up data
 - Eg "digital by default" for services
 - Eg standardised national solutions versus local ones
 - Eg Local Digital Declaration



Local Digital Declaration

- LocalGov
 Digital/MHCLG
 Initiative
- Eg funding shared exemplar projects
- Beginning to market-shape

Local Digital

Laying the fo

Local Digital > Local Digital Declaration

Local Digital Declaration

Introduction

This declaration affirms our collective ambition for local public services in the internet age, and our commitments to realising it. It commits us working on a new scale to:

- design services that best meet the needs of citizens
- challenge the technology market to offer the flexible tools and services we need
- protect citizens' privacy and security
- · deliver better value for money

This joint endeavour was initiated by the UK Ministry for Housing, Communities and Local Government (MHCLG), the Government Digital Service (GDS), and a collection of local authorities and sector bodies from across the UK. We invite all local authorities and the organisations we collaborate with to join us by signing the Declaration and committing to deliver a first action from which we can all benefit.

The opportunity

Never before has it been possible to collaborate so effectively, to deliver services across so many boundaries, to interrogate our data so insightfully, to realise such great efficiencies, and to reshape public services for the benefit of all while retaining local sovereignty.

Great work has already been done to transform our services using digital tools and technology. But we have an opportunity to do more.



There are other things to be getting on with as well...and helping with

- Structure of local government
 - Devolution deals, combined authorities city deals, mergers, unitaries, double devolution, (integrated care systems)
- Commercialism
 - Use of assets, selling services, investment...?
- Integrating Health and Social Care
- Inward investment
 - Attracting employers, stimulating clusters, engaging colleges, housing, infrastructure
- Managing housing growth

- Delivery models
 - Outsourcing, spin-outs, community transfer
- Strong siloes or corporate entities
- Civic entrepreneurialism
 - Convenor in the place, catalysing, stimulating, doing different things
- Having the right strategic capacity in the organisation
- Squeezing the last bits of toothpaste out of the tube by conventional methods



A cultural reflection

- Reflecting back to when many people were "learning their craft", say 2005...
 - e-Government, BVPI157
 - Central direction and Audit Commission
 - Wellbeing power was new and general power of competence didn't exist
 - Local Strategic Partnerships, not even "total place"
 - Big state infrastructure eg RDAs
 - Gershon efficiencies
 - Cabinet system and scrutiny were new
 - iPhone didn't exist
 - FutureGov was 4 years off existing, GDS 7 years away



Level of ambition is a choice

- Digital versus other things
- Digital as an enabler of other things
- Workforce capability and the potential to recruit or buy-in
- Some "ideological" choices
- Legacy tech, legacy culture
- Local priorities and needs
- Citizen and business expectation



Creating the conditions, as councillors

- Please welcome:
 - Cllr Ian Blair-Pilling, Cabinet Member for ICT,
 Digitalisation and Operational Assets, Wiltshire
 Council

Note: lan's slides are very current and have yet to go to Cabinet so we will not share them immediately after today – if possible we will share them later, or speak with lan if there are some specific slides you would like to use.



Creating the conditions, as councillors

- What are the key points for councilor engagement/levers you can pull?
- What successes have you had?
- What remains difficult?



Further Support

https://www.local.gov.uk/ou r-support/efficiency-andincomegeneration/transformationand-innovation-exchange

Or Google "LGA Transformation and Innovation Exchange"



Transformation and Innovation Exchange

Responding to a call from councils, the LGA is developing a new online hub that brings together practical help for local government about innovation and efficiency into one place.

Developed with local government, the Transformation and Innovation Exchange features a range of case studies, guidance, tools, performance data, training and other resources to help councils continue to deliver value for money and better outcomes for communities. This is an interactive space where councils can come together to share learning and support each other.



A key feature is an online self-assessment tool which helps councils identify their current capabilities and consider improvement opportunities and useful support. Senior managers and elected members are encouraged to undertake an assessment of their organisation. This could be done on a regular basis or as part of preparation for a corporate peer challenge.

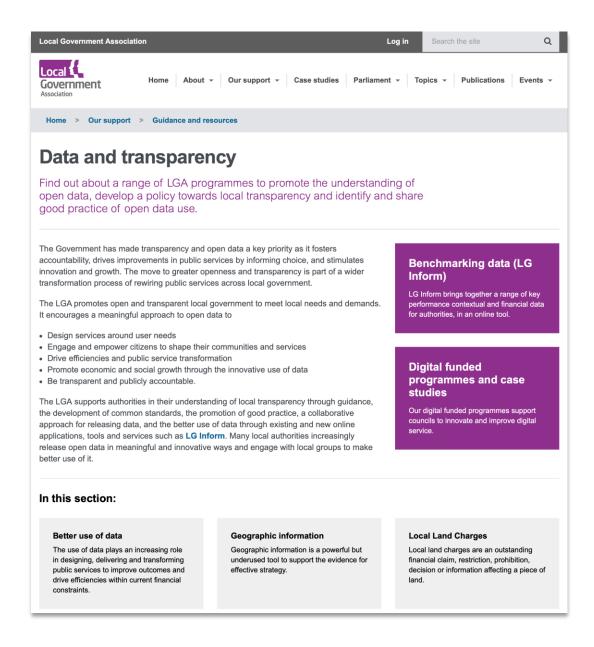




Further Support

https://www.local.gov.uk/oursupport/guidance-andresources/data-andtransparency

Or Google "LGA Data and Transparency"





Further Support

https://www.local.gov.uk/ our-support/efficiencyand-incomegeneration/cybersecurity

Or Google "LGA Cybersecurity"



Our support 🔻

Case studies Parliament -

Topics -Publications

Home > Our support > Efficiency and income generation

Cyber security

Cyber security is an integral part of local government's wider work to digitalise services and improve productivity.

The National Cyber Security Strategy describes 'cyber security' as:

the protection of information systems (hardware, software and associated infrastructure), the data on them, and the services they provide, from unauthorised access, harm or misuse. This includes harm caused intentionally by the operator of the system, or accidentally, as a result of failing to follow security procedures.

With councils making more local public services available digitally, getting more of their workforce online and planning greater collaboration and integration work with partner organisations, reviewing and reinforcing current cyber security arrangements is a key priority for local authorities.

A cyber incident can be very disruptive, leading to the loss of data, as well as disruption to the running of council services.

As we have seen through recent cyber attacks including the WannaCry ransomware attack, those with criminal or hostile intent will continue to try to breach our security to steal the data we hold and/or damage our systems. Therefore, as a sector we need to continuously review, refresh and reinforce our approach to cyber security.

Find and many about some of the natural throats have Understanding Local Colors

LGA - Cyber resilience funded programme 2019/20

Invitation to apply for funding to improve your council's cyber resilience.

Cyber Security Self Assessment tool

As part of the National Cyber Security Programme, the LGA is working with the Cabinet Office to help local authorities improve their cyber security.

A councillor's guide to cyber security

Cyber security is crucial to ensuring services are kept up and running and to ensuring the public's trust in councils with



Further Support

https://www.local.gov.uk/case-studies

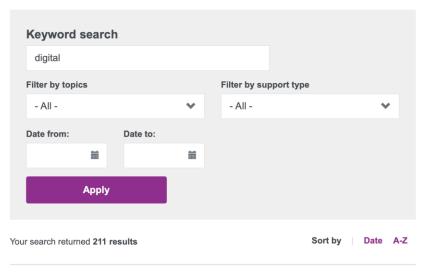




Case studies

Innovation in local government is about improving the lives of the people in our communities. Browse through our case studies to see the many innovative programmes councils are involved in.

If you have a case study you'd like to share here, please get in touch. Please use our case study template when submitting a case study.



Adur and Worthing Councils reviving their town centres

Councils are leading the revival of our high streets and town centres. As leaders of place, they are offering a new wave of thinking around what the high street can offer to communities and delivering real local change.

Economic growth 13 Ja

13 Jan 2020



Summary

- We've heard from three authorities and from each other
- What connections do you want to make?
- What insights have you got?
- What questions are you taking back with you?
- What do you want to do, now?
- (And please fill in the feedback form)



Have a safe journey home!