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London Office of Technology & Innovation

Digital Apprentices Network
11 March 2020

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Agenda

- 12:00** Arrival & Icebreaker
- 12:20** Background to LOTI
- 12:30** What do you want out of the network?
- 13:15** How do we get the word out?
- 13:40** What else is coming up?
- 13:50** Next Steps
- 14:00** Workshop Close

12:00

Icebreaker - Introductions

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Who are you?

**What does the
image tell us
about what
you do?**



**What image
did you
choose?**

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Background
Who are we?



We're **LOTI**: the **London Office of Technology and Innovation**.

LOTI has been established to help its member boroughs collaborate on projects that bring the best of technology, data and innovation to improve public services and outcomes for Londoners.



Operations

LOTI was launched on 10 June 2019 at London Tech Week and started its formal operations on 15 July 2019.



Team

The LOTI team consists of Eddie Copeland (Director), Genta Hajri (Programme Manager) and Onyeka Onyekwelu (Lead Engagement Officer).



Funding

We're funded by our core membership of 15 London boroughs, the GLA and London Councils. You can find us at London Councils' offices at 59 ½ Southwark Street.

We publish weeknotes every Monday reporting on all our activities at: <https://medium.com/loti>.



What we do

How we **deliver**
on our mission



We help London boroughs work together, bringing the best of digital, technology and data to improve public services for Londoners.

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Outcome

What are we trying to achieve?

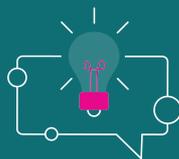




01.

Digital Leadership

Helping senior managers and political leaders develop their understanding and skills to make the most of digital; building the digital skills pipeline.



02.

Sharing & Reusing

Facilitating better peer-to-peer sharing of needs, ideas, evidence, tools, patterns and code to build boroughs' collective knowledge.



03.

Better Partnerships

Encouraging more effective collaboration, relationships and networks with suppliers, GovTech, TechforGood, universities and nonprofits.



04.

Embedding Standards

Supporting the adoption of useful technical standards and common approaches and practices.



05.

Data Collaboration

Removing barriers to responsible data sharing. Vetting and managing collaborative data projects across London's public sector.



06.

Shared Experiments

Helping boroughs spread the risk, reduce the cost and accelerate their learning about new innovations.

01. Digital Leadership



The **problem** to Solve

Inconsistent digital leadership & capability: Digital understanding varies greatly across boroughs. Many public services struggle to recruit and retain staff with the skills needed (e.g. in service design and data).



LOTI creates value by...

Helping senior managers and political leaders develop their understanding and skills to make the most of digital; and by building the digital skills pipeline.

Thoughts on Expectation vs. Reality as Digital Apprentices



Expectation

1. High quality training that matched the job/role
2. Creative projects
3. Stable (job security)
4. Requires a lot of technical/IT knowledge and experience
5. Junior role that may involve a lot of administrative tasks



Reality

1. Real-world impact
2. Balance of support and independence
3. Opportunities to develop, although expected training to be of better quality
4. Every task/day is challenging [in a good way] - 'no chilling'
5. Diverse workplace - lots of 'women in tech'

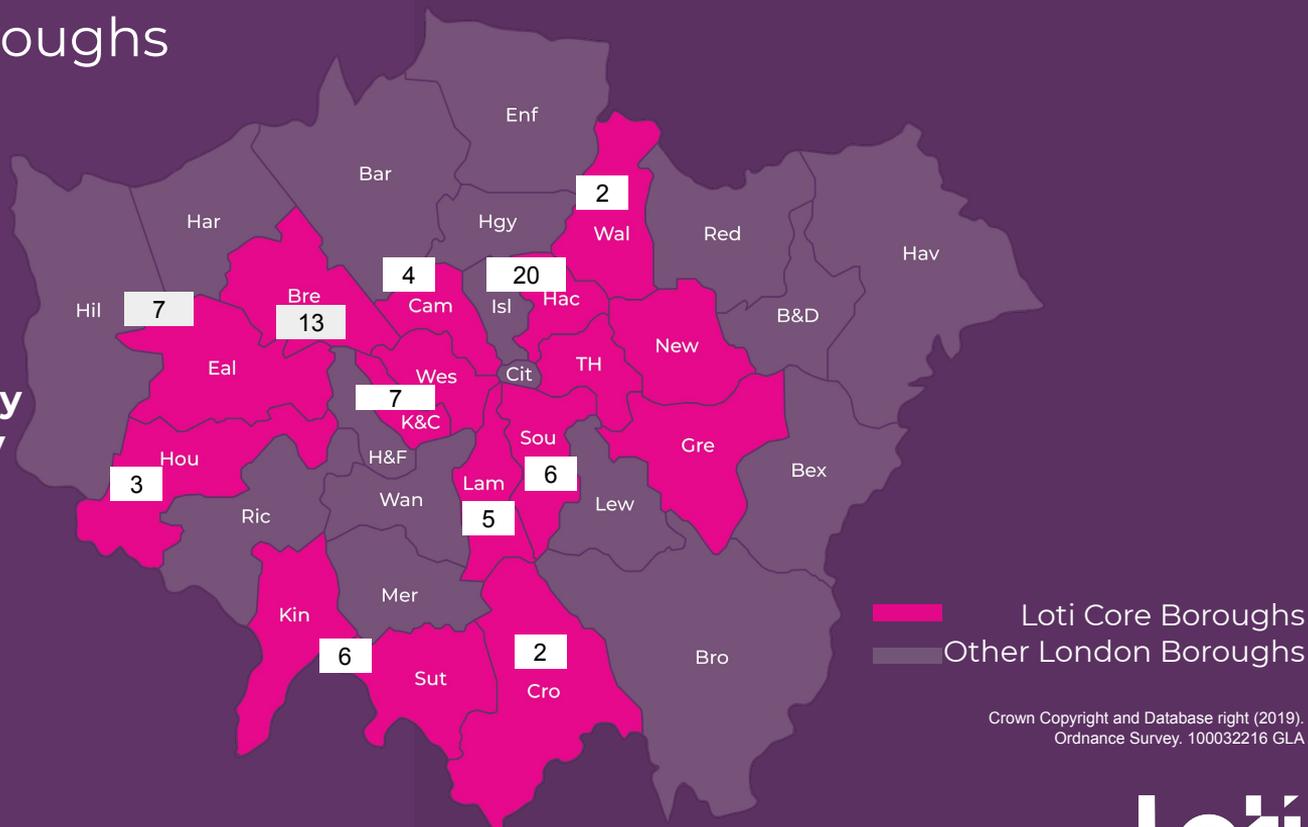
Digital Apprentices

LOTI Member Boroughs

The aim is to have 100 digital apprentices by September 2020.

73 apprentices* (indicated on the map by) have been recruited by LOTI members.

We are working collectively to achieve the goal of 100.



*this includes apprentices that were in post as of July 2019

What more can **LOTI** do to reach our goal?

Promote Digital Apprenticeships

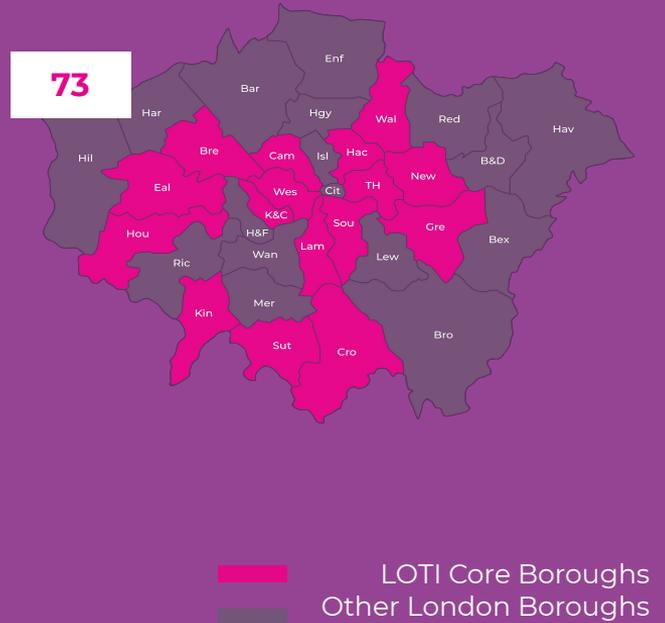
- Use social media (LinkedIn for older professionals considering career change, and instagram/Twitter for younger audiences)
- Use print media marketing - articles and adverts in free papers e.g. Evening Standard/Metro
- Capitalise on 'word of mouth' marketing by sharing opportunities with DAs to share with peers

Challenge Stigma/Misconception

- Speak to tutors in schools to change the perception that Digital Apprenticeships are low-level/manual labour jobs
- DAs speak at local schools and colleges, sharing 'Day in the life'/Expectations vs. reality
- Organise LOTI Open Days across different boroughs, giving current cohort the opportunity to engage first-hand, and engender better public understanding

Champion key motivators for becoming Digital Apprentices

- Opportunity to work in a local authority
- Opportunity to work in tech
- Learning experience



Crown Copyright and Database right (2019).
Ordnance Survey. 100032216 GLA



Goal-setting

What do you want out of this?



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Opportunity to collaborate with Digital Apprentices in other boroughs

Opportunity to shadow and work from/in a different borough

Show the value of working in the open

Share what systems & tools other boroughs use

Share resources (e.g. templates)

See how other boroughs work

Share knowledge about wider borough activities

Share innovative ideas/methods

Share vacancies/opportunities in other boroughs

Visit Tech companies

Network Socialise

Attend events and meet Digital Apprentices in the same/similar roles

Connect with other Digital Apprentices online

Share experience of different qualifications

Speak to previous/qualified Digital Apprentices

Guest Speakers at Link-Ups

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Message

If you could tell someone else about being a Digital Apprentice, what would you say?



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What LOTI should say?

Qualification

Independence

Diverse workplace

Supportive team

Real-world impact

Career-change

Motivated and challenged





Channels

How do we get the message out?



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Platform

What can we share?

To who?

Blog

Breaking down stigma by sharing 'Day in the life' posts of different roles

School leavers

Twitter

(or instagram)
Diversity

Younger people (cf. NCSE)

LinkedIn

Share blogs - Diverse roles and opportunities
Advertise roles, not campaign

Older audience/Career-Change

Borough Websites

Weeknotes (informative)

Anyone/officers

Borough Socials

Google community

Anyone/officers

Events

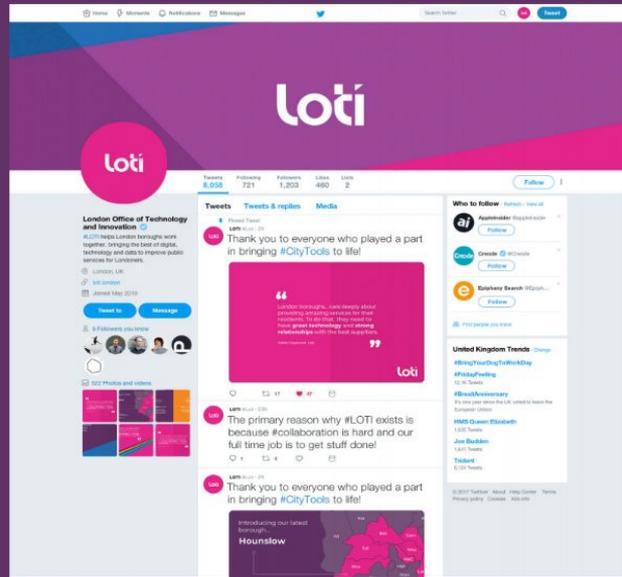
Present at schools
Open Days

Young people

Comms Crew: Hidayat Deen (Hackney), Emma O'Reilly (Hackney), Callum Molloy (Brent), Mercy Uwaifo (Hackney), Emile James (Westminster, Kensington and Chelsea)



Comms Plan and Content Calendar



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What else?

Other projects/activities for
the network



Next Steps

1. LOTI - Invite all attendees to join [Basecamp](#)
2. Set up To-Do's for **Comms Crew**
3. Notify Digital Apprentices about upcoming **Challenge Days**
4. **Mercy Uwaifo** (Hackney) and **Emile James** (Westminster, Kensington and Chelsea) to share experience (**Show & Tell**) of first Link-Up with Managers' network (7 April)

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