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# Data Exchange Project Show and Tell # 2

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Tuesday, 13th October 2020



Ministry of Housing,  
Communities &  
Local Government



hello!

# The Brief

In a second wave of Covid-19, how can we **overcome the data sharing challenges** between councils and the voluntary community sector (VCS) that stop organisations being able to **find and provide residents the right support when they need it?**

## We should consider:

- Culture
- Process
- Governance
- Tools
- Lessons from recent months

**We are five weeks into our eight week project. Our focus is now developing a testable model of a prioritised concept to begin trialling in November.**

**Our first four weeks of research included:**

**35+**

interviews  
with VCS,  
data leads &  
council staff

**2**

Joint design  
workshops

**50+**

Different  
people  
attending  
sessions

**3**

Design  
concepts for  
review

# Findings

Important **not to mistaken the stronger ties between local partners during Covid for big advances in data sharing**. The data being formally shared across partners has largely stayed narrowly focussed on known vulnerable residents, shared from the top-down.

People are scared about the unseen impact of Covid on local communities. They sense how issues may be developing but **lack both big-picture information and highly-localised data to inform their response**, relying instead on snippets and instincts.

**Data leads and community workers very rarely cross paths**. There is limited understanding of what one another knows, needs to know and, crucially, of what they could potentially be capable of knowing together.

There is confusion about how to create and use information that falls in the 'grey area' between demographic data and personalised data. People increasingly recognise this data is vital to leading a **proactive response around common challenges** but currently lack the conditions to define and share this data.



# Concept:

**/ Community  
Insights  
Projects**



**I'm really fearful for at-risk groups of residents out there about which we have almost no information. Right now, we're simply guessing and reacting using our own instincts and numbers...together we must surely have different pieces of the puzzle to help us be smarter?**

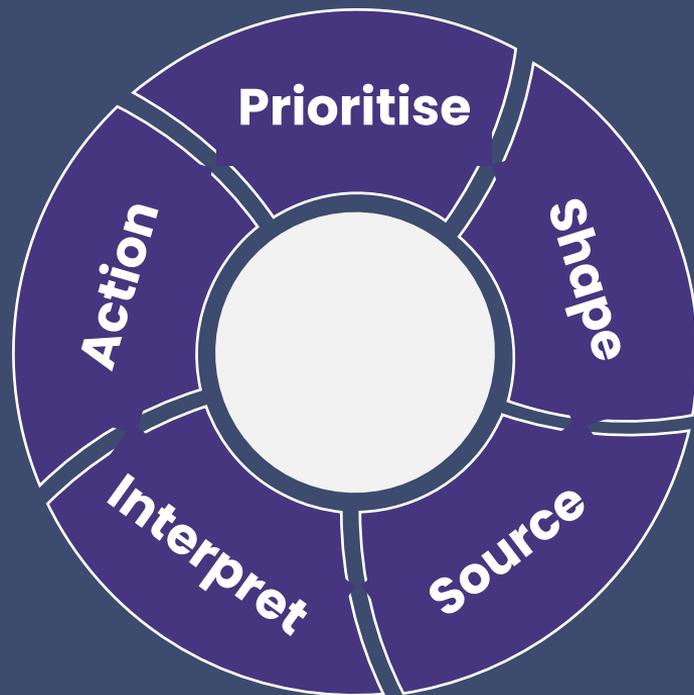
VCS

**Community insight projects bring together community knowledge and public sector data capacity to create a richer understanding of the impact of Covid-19 on local communities and to inform better decision making.**



# What's it doing?

- / Convene data leads, community workers and subject leads to work together.
- / Focus on projects which will help shed a new light on issues that are important but risk being overlooked or underestimated.
- / Time-limited projects to enable action to feed into a proactive local response.
- / Enable people with diverse perspectives and skills to align around a common issue.
- / Test, learn and develop the approach sharing lessons and outputs.



# What's it for?

- ✓ Raise the collective local capacity and knowledge to respond to developing challenges in a sustainable way.
- ✓ Create momentum and ground for new data sharing and better coordinated action between partners.
- ✓ To provide space to find best practice from elsewhere and contextualise it locally for quick impact. (e.g. [Kent's new Domestic violence data sets and governance](#))
- ✓ To increase the legitimacy of and trust in local responses to the pandemic by acting openly and ethically.



# Design and trial two versions

## Camden

*Higher capacity, lower trust*

- Council needs to show up and demonstrate delivery and intent
- Clearer pipeline of project suggestions from a more vocal VCS
- Important role for community partners in joining up action, rather than prescribing action
- Become more open with existing tools and work more closely with London neighbours.

## Central Bedfordshire

*Lower capacity, higher trust*

- Project ideas as likely to originate from VCS partners with their own data capacity (e.g. Citizens Advice)
- Data roles likely be filled by a combination of regional authorities (Luton, Bedfordshire, Police and Fire etc)
- Role for town and parish councils as local enablers to gather and feedback data

# The next 3 weeks – setup trials to start in November

## This week

Define the outline service model for each council's insights team

Role-play example with VCS and data teams to produce questions

Identify how the two councils will support this work post-project

## Next week (Mon 19th)

Run a trial 'shaping' session using a prioritised project

Capture early lessons and update model designs

Conduct baseline research questions

## Last week (Mon 26th)

Summarise project lessons, insights and assets

Frame our approach to share with wider local authorities

Agree process for pilots to run in November

# Collaboration principles [First draft]

## Community Insights Projects

### Purpose around a common goal

The projects need to feel meaningful to enough community members for a core team and rotating cast of participants to mobilise behind each project.

### Dynamic and time-bound

Having a time-bound and more formal structure allows for more accountability. Yet make this structure feel dynamic by promoting experimentation and flexibility for how we come together to collect these insights. Because time-bound, prioritise thinking through issues proactively.

### From the ground up

Local agendas not council-led agendas are the core mechanism for bringing forward project ideas. Frontline community members are well placed to see and intuit what is worth prioritising.

### Stronger through our differences

This way of working allows organisations to participate at varying levels of data maturity. The community bring their knowledge of residents and the challenges on the ground to the forefront, while data and legal experts provide the guidance required to make the project happen.

### Just enough data but be bold

Only share and gather new personalised data when necessary and proportionate, but be bold and curious when considering your insights: look to broader, non-local data sets, historical data and to futuring.

### A spark for further collaboration

Don't stop at the insights. These shared insights can become the starting point for shared action. Publishing these findings or the process for aggregating this data can also support and catalyse other projects across the country.

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**Which principle feels most important and why?  
And what suggestions do you have to make that principle real?**



10'

# Next Steps

- Hold one-to-one research with core team in each authority
- Design concept structure and learning framework
- Frame concepts against other national approaches and capture lessons
- Communicate prioritised concept to partners in each region
- Confirm council capacity to support concepts in November and December
- Final show and Tell on **Thu 29th October, 3 – 4pm**

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# Thank you

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