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#LOTI

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

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Icebreaker - Introductions

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12:20

Background
Who are we?

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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.

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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?
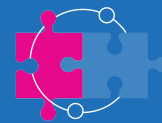
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01. Digital Leadership

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.
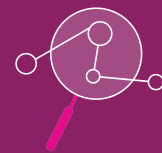
04. Embedding Standards

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.

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.

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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'
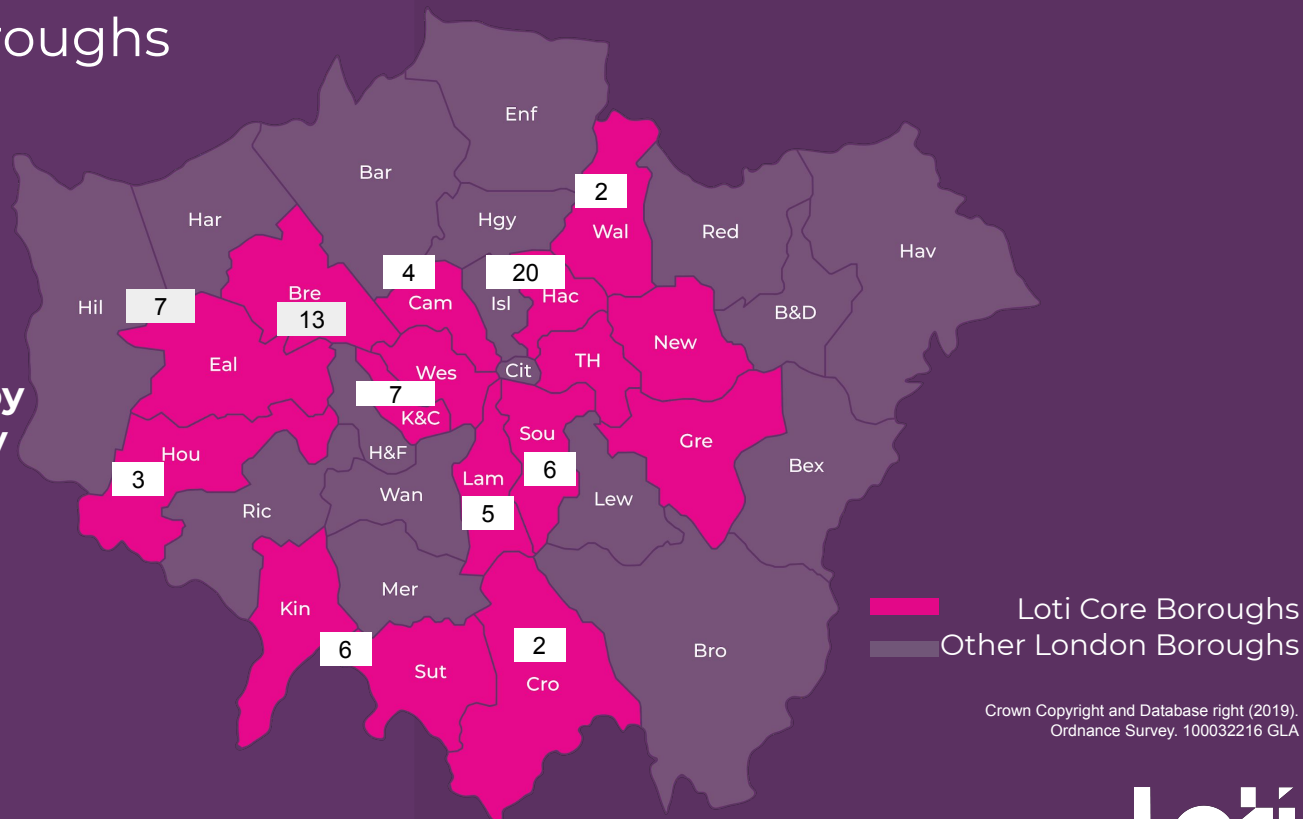5. Diverse workplace - lots of 'women in tech'

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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

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Loti Core Boroughs
Other London Boroughs

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Ordnance Survey. 100032216 GLA

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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

73

LOTI Core Boroughs
Other London Boroughs
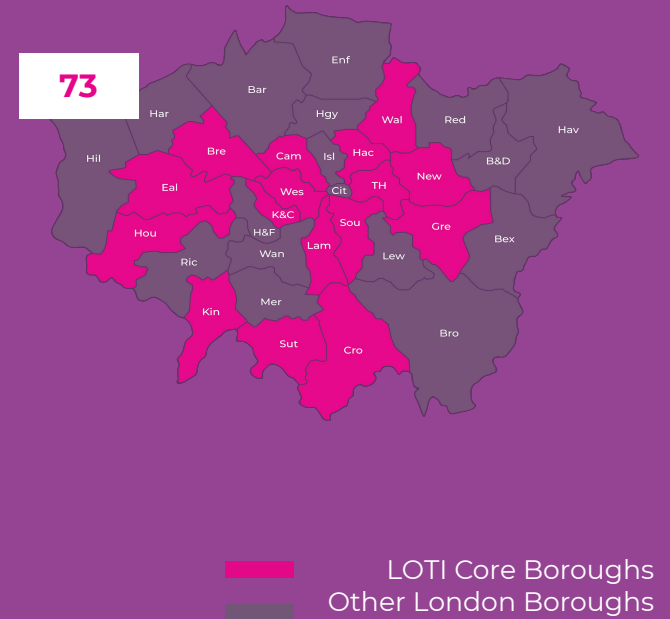
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Goal-setting
What do you want out of this?

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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/opport unities 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

Diverse workplace

Independence

Supportive team

Real-world impact

Career-change

Motivated and challenged

?

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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)

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Comms Plan and Content Calendar

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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