

London Office of Technology & Innovation

Mapping Digital Exclusion Data Ethics Approach

26 May 2021

 **LOTI_LDN**

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Mapping Digital Exclusion

A multi-borough collaboration project



Project Overview

This project seeks to:

- Get a **better understanding of the extent of digital exclusion** and the evolving picture of the needs of those digitally excluded through the use of datasets and persona analysis
- **Map the 'softer' aspects of DE** and gather quantitative data on the incidence of structural and behavioural barriers driving these patterns
- **Build a toolkit for DE mapping** to support other local authorities in their Digital Inclusion journey

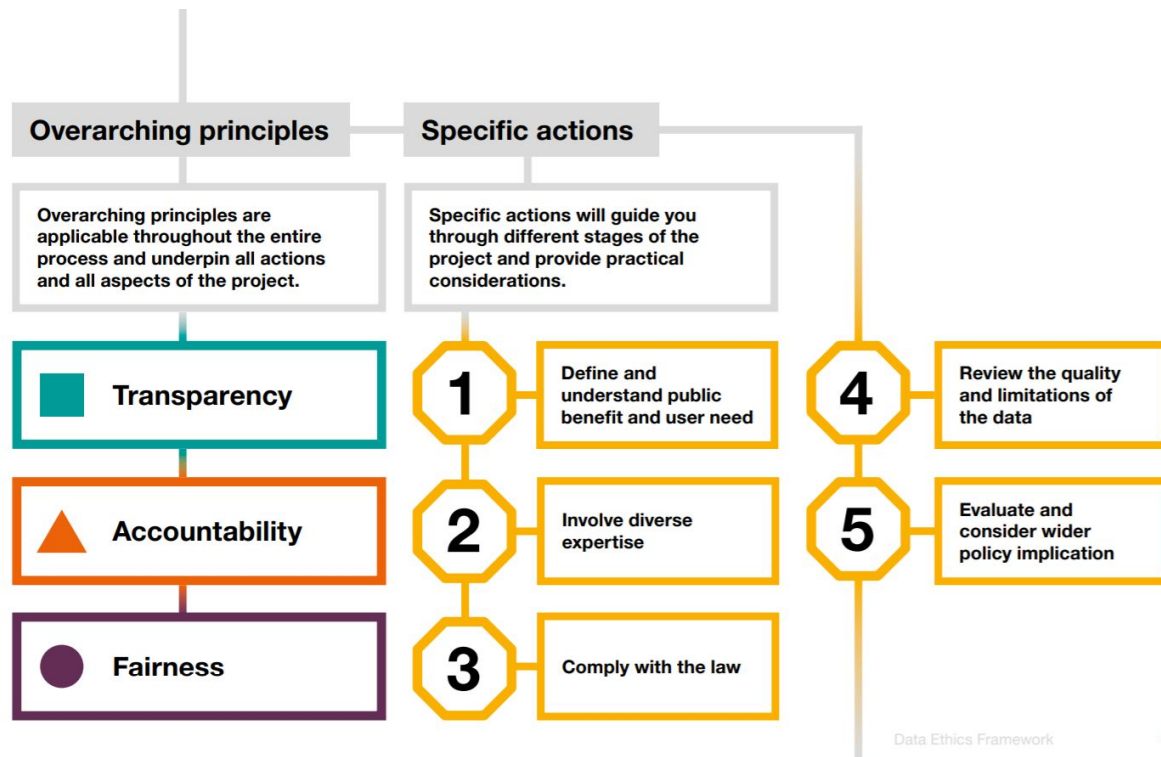
Our Data Ethics Assessment & Chosen Approach

We Considered:

- ODI
- GDS
- ONS
- NSA
- CDEI

We Used:

- **GDS**
- Loosely linked to CDEI

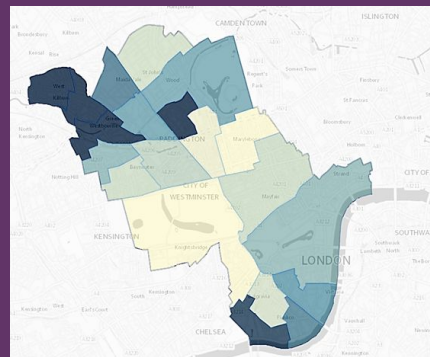


- Provides insights & supports downstream DI projects
- Will not deliver change in itself but is a key enabler to effective change
- Digital Exclusion / Digital Inclusion are long-term challenges
- Benefits will be realised over time (through DI initiatives)

Define Public Benefit

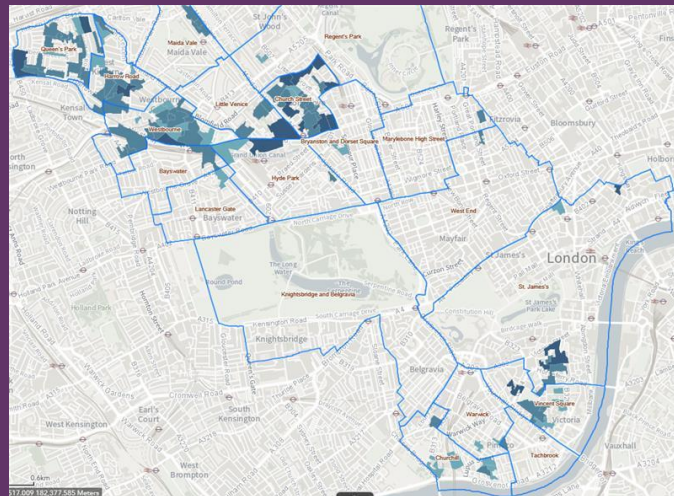
- Collaborative with multi-disciplinary teams
- Project is published on LOTI Site - periodic S&Ts & briefings
- Internal & external comms locally to stakeholders and residents
- Methodology - DI Toolkit to be published for all

Diversity of Expertise



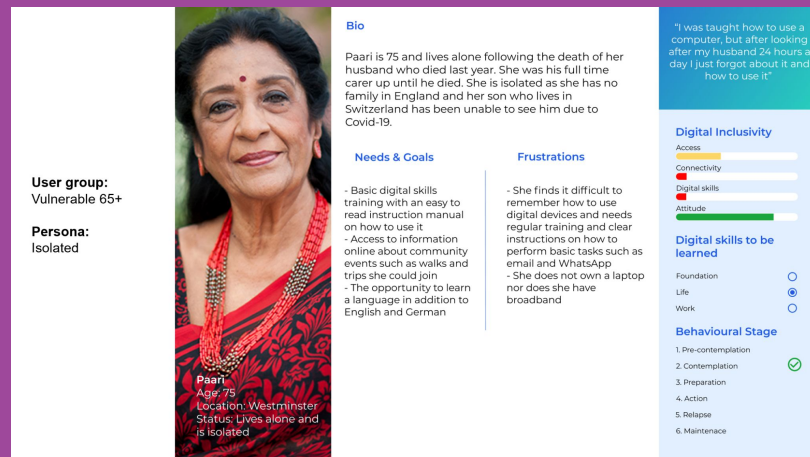
- Mapping Data is anonymised & aggregated
- Surveys are done by independent third-party
- Interview results anonymised and aggregated
- Public Mapping will only use Open Data sets
- DPIA / HRCA (TBC)

Compliance With The Law



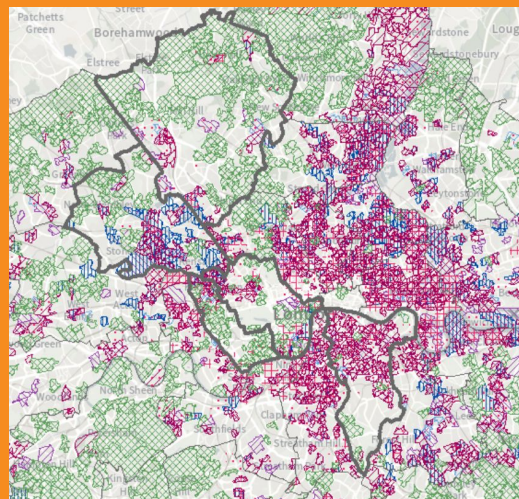
- LOTI led initiative - Pan-London Outputs
- In collaboration with 5 boroughs & GLA
- Responsibility for validation & interpretation locally
- Guidance & DI Toolkit for future users
- Baseline and Dashboard for Policy & Outcomes Validation

Wider Policy Implications



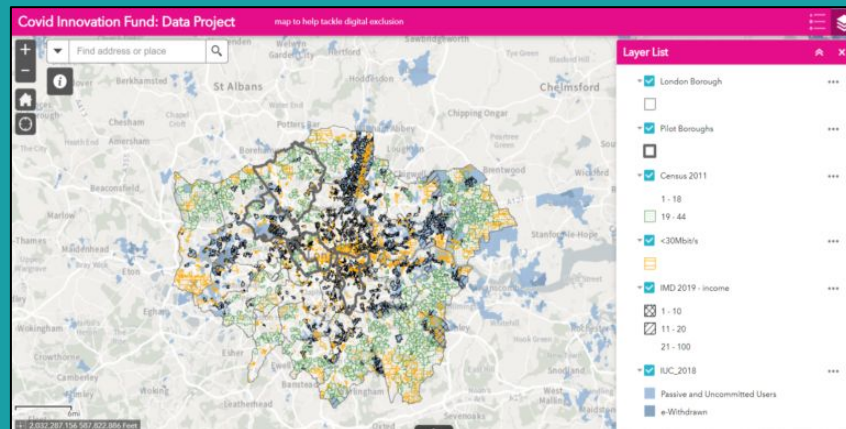
- Mapping using combinations of national and local datasets
- Census Data (2011) - 2021 Data will impact mapping outputs
- Identified 'Proxies' where Data Sets not available - caveats
- **Local insights - validation** & building a richer picture
- Data boundaries & thresholds can pose risk to uninitiated

Quality & Limitations of Data



- Complete the **Validation** of the Mapping & Personas
- **Finalise Pan london map** and start localised map builds
- **Engage** residents, and service stakeholders - test findings and develop insight report for next level DI Initiatives
- **Toolkit** development to support pan-London scalability including:
 - Mapping methodology
 - Insights from research

What Next



Overall Assessment Summary

Our overall assessment shows that:

- The project in itself doesn't create significant Information Governance or Data Ethics Risk - **the use of the data in downstream DI initiatives is a more pertinent question.**
- The Data Ethics assessment exercise highlighted **some additional project actions (e.g. DPIA, local validation).**
- Ensuring those in users in need are engaged, aware, and involved remains an area for discussion. ***Have we done enough / could we be doing more?***

Key Challenges Arising from The Project

- Data Interpretation risk - downstream decision-making
- Risk of most affected being least aware for downstream initiatives (e.g. DE, ESOL, Disabled, Hard-to-Reach)
- Public / end users & established channels for engagement & scrutiny
- Longevity & community of DI expertise (Governance for managing long-term Outcomes)
- Ability to respond and deliver demand
- Right to be forgotten / off-line

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Desired Outcome:

To enable boroughs and their partners to design and target digital exclusion interventions, services and support more effectively.

The Problem: Understanding where and how people are digitally excluded across London.

Proposed Solution: To develop an interactive demographic map of user needs to tackle digital exclusion in London.

Barnet, Brent, Kensington and Chelsea, Southwark and Westminster are working together to build a publicly available map on the London DataStore that will help boroughs identify areas of digital exclusion, the key groups affected, and the types of needs they may have.

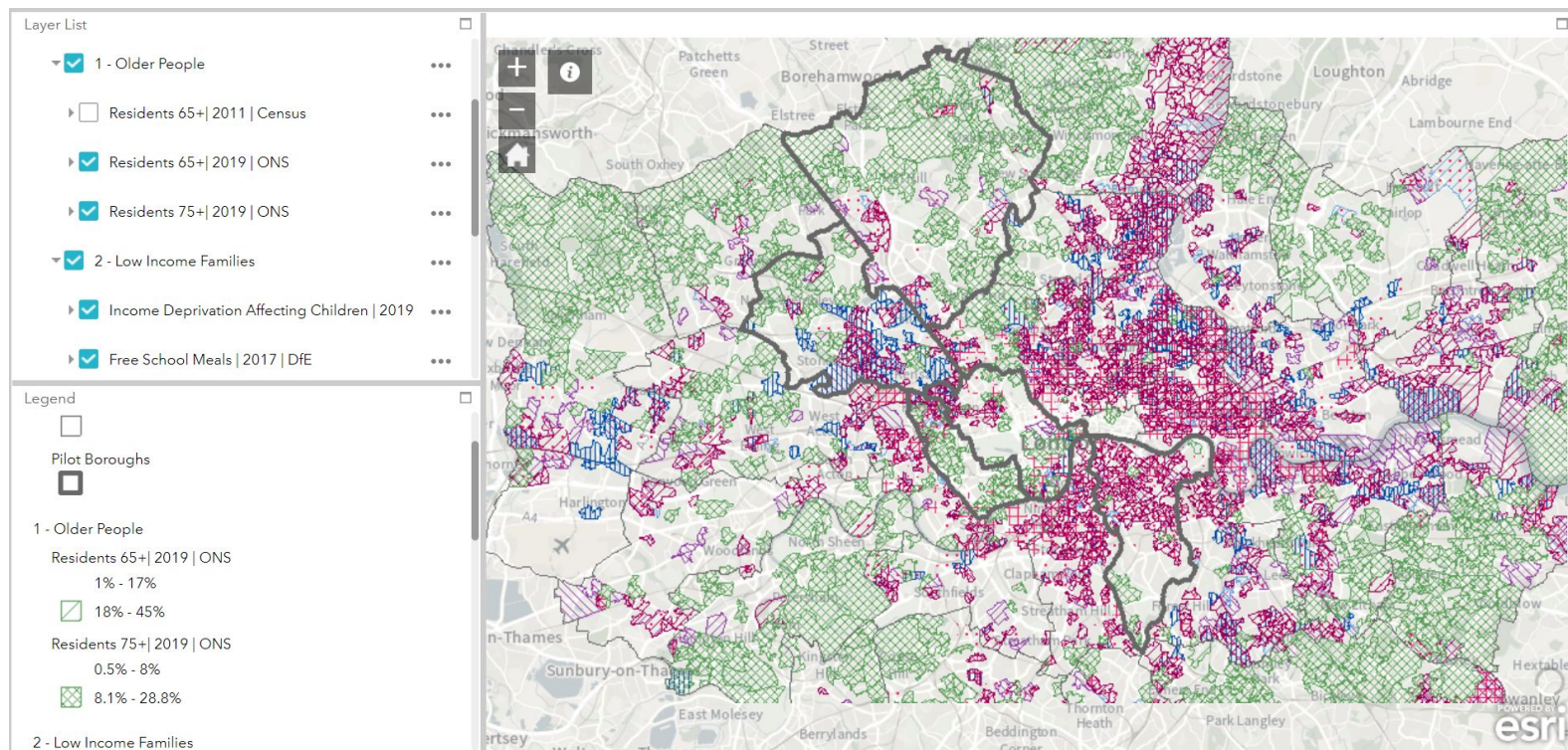
The map will be published alongside a toolkit and methodology to enable other boroughs to understand the mapping and validation process and replicate the analysis for their own local geographies.

Deliverables:

1. Public Map of Digital Exclusion across London
2. Mapping Methodology
3. Quantitative Analysis in to softer aspects of digital exclusion
4. Qualitative research into interventions for key groups
5. Digital Inclusion Persona Bank
6. Digital Exclusion Mapping Toolkit – how to map digital inclusion and what the data can tell you about the spatial distribution and needs of key groups and personas

WIP Outputs:

- [Digital Exclusion Map - WIP v3](#)
- [Candidate Data sets](#)
- [Covid Innovation Fund: Data Project](#)



[Digital Exclusion Map - WIP v3](#) | [Candidate Data set](#)