Smart London Board: Meeting of 15 May 2018

Attendees

Theo Blackwell, Chief Digital Officer
Ben Johnson, Senior Adviser – Business and Digital
Jeremy Skinner, Interim Assistant Director - Intelligence, Infrastructure, and Growth
Luke Marshall-Waterfield, Head of Digital Communications
Henry Hall, Research and Consultation Officer
Stephen Lorimer, Smart London Strategy and Delivery Officer
Julie Alexander, Siemens
Eddie Copeland, Nesta
Jim Wood, London Legacy Development Corporation
Ekaterina Lichtenstein, Project Imagine

Linda O'Halloran, Ministry of Housing, Communities and Local Government
Rikesh Shah, Head of Commercial Innovation, Transport for London

Apologies

Claire Maugham, independent consultant
Jarmo Eskelinen, Future Cities Catapult
Jen Hawes-Hewitt, Accenture
Miranda Sharp, Ordnance Survey
Omid Shiraji, LB Camden
Sabrina Kavanagh, Toynbee Hall
Volker Buscher, Arup
Andy Hudson-Smith, UCL
John Polak, Imperial College
Alwin Magimay, McKinsey
Duncan Wilson, UCL
Michael Hurwitz, Transport for London

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A Smarter London Together Roadmap – presentation (Theo Blackwell)

The CDO presented the roadmap to make London the smartest city in the world. It was prepared after a three-month listening tour, that concluded in April with the Mayor's first 'unconference' - the Smart London Camp. The roadmap includes five missions: city data, collaboration, connectivity, civic capability, and citizen-centric services. It was agreed that further clarification on the roadmap's level of granularity in its proposals, its ambitions for big public partnerships and tenders, and its ambitions for digital platforms was needed to help the drafting process. The presentation slides were tabled. A draft roadmap report will be circulated to members for comment.

Your Commute – presentation of results (Luke Marshall-Waterfield)

The results of the public campaign for the roadmap listening exercise were presented. This campaign was a digital engagement pilot project to reach 50,000 Londoners and convert 5% of them into Talk London members. It reached 88,000 Londoners with an interactive tool telling them how many people shared their tube commute - instead of buying targeted advertisements. Matters discussed included: how to improve in order to meet the conversion target and to recruit younger and BAME Talk London members.

Your Commute - YouGov survey – presentation of results (Henry Hall)

The results of the survey of 1,097 Londoners' attitudes to data sharing and public services were presented. The survey is an important evidence base for the roadmap. The findings suggest that more groundwork needs to be done by organisations who use or share personal data for insights or building new services. Matters discussed included: Methods of improving future surveys with behavioural insights and explaining opportunities for data trusts and data commons. A draft report summarising the results was tabled.

Cleared by: Theo Blackwell, Chief Digital Officer
Lead Officer: Stephen Lorimer, Smart London Strategy and Delivery Officer, Intelligence Unit