



Providing insight to support Hackney's Covid-19 response

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30th June 2020

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Today we'll cover

Approach

The approach we took

Product

What we produced

Impact

The impact it's had

Challenges

The challenges we faced

Next

What comes next from what we've learnt?



What was our approach?



Late March 2020 - need emerges

- ➡ 'Soft lockdown' just imposed
 - ➡ Services anxious to support vulnerable people - but not clear how
 - ➡ Impact expected to be severe but difficult to predict
 - ➡ We wanted to start focussing attention on vulnerable groups
 - ➡ Produced initial Covid-19 vulnerability dataset and briefing

Approach



We were well positioned to help

- Corporate Data & Insight team within ICT. Mix of skills - data engineering, master data, insight, data science and GIS
- We have access to data - all of our on prem business applications and a range of Cloud data sources
- We have a well established IG framework with process orientated Privacy Impact Assessments
- We have great relationships with SME across services and could act fast

Approach

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We wanted to get people thinking about impact

Scale?

Type of impact?

Communities?

Our response?

Approach



What did we produce?



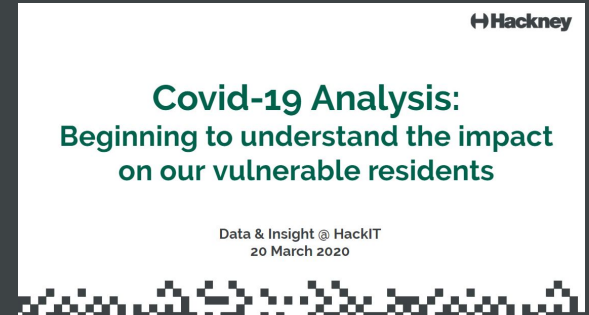
Some public facing analysis...

Published analysis briefing pack in the week before lockdown started - open to everyone

Initial analysis of the scale of the impact that COVID might have on Hackney - estimated 12,500 vulnerable people in the borough

Allowed Mayor to lobby govt to support self-employed residents

A lot of other LAs have used this work to inform theirs



Product

The foundation - our Covid data model

- We learnt how important it is to build on previous work - in particular, a project by one of our analysts working on the GDS Data Accelerator project
- For that project, she built a household data set to predict the likelihood of a household being an unlicensed HMO
- Effectively a large dataset of every residential property - appended with additional information relevant to the context (households with someone living alone, a known health condition, 70+ etc)

Product



What this joined-up dataset looked like

Built within Qlik, each row refers to a single residential property within Hackney, identified by its UPRN. Multiple columns build up a picture of each property.

COLUMNS →

↓ **ROWS**

Name	UPRN	Address	Known to social care	Receiving HB/CTS	Only 1 adult in the hh
Example	100012345678	22 Example Rd	Y	N	Y
Example 2	100087654321	13 Example St	N	Y	Y

Product →



We learnt, refined and expanded the data through lockdown

- The joined up dataset allowed us to provide a range of estimates of which households might be at most risk of Covid as a disease or the economic consequences of Covid as required
- We've done more when needed e.g. analysis of our food provision offer - who, where, how was demand changing?
- We've added new datasets - shielding data matched with our service users to guide our services' contact with residents in response to the crisis

Product

Example - estimates of 70+ living alone

We estimate there are...	Group
6,350	Residents aged 70 or over living alone in a single adult household
1,730	of those aged 70+ living alone in a single adult household are in receipt of Adult Social Care services (27% of 6,350)
4,070	of those aged 70+ living alone in a single adult household, are on a low income as they are in receipt of HB and/or CTS (64% of 6,350))
1,680	of those aged 70+ living alone in a single adult household are known to have a disability or health condition (26% of 6,350)

Product



What impact has it had



It's informed lobbying from Members

Allowed Cllrs and Mayor to mobilise and lobby government to support self-employed residents

Mayor of Hackney @mayorofhackney · 23 Mar
Signed this letter alongside colleagues from across London & @carolewilliams. There are an estimated 25,000 **freelancers** or self-employed Hackney residents with over 2,000 already on low incomes. They need much greater support in the days, weeks & months ahead.

Joe Dromey @Joe_Dromey · 23 Mar
There are 860k self-employed Londoners. Many have been hit hard by the #coronavirus crisis.

@RishiSunak has announced welcome measures to protect employees. I've coordinated a cross-party letter of Cllrs from 23 calling on him to do more to help the self-employed

Mayor of Hackney @mayorofhackney · 24 Mar
1/6 Hackney workers are self-employed – from creative **freelancers** to London's iconic cabbies, plus many of our market traders. As well as co-signing the letter sent by @Joe_Dromey; @gurnicholson & I yesterday wrote to @RishiSunak to request more support for all of them

Dear Rt Hon Rishi Sunak MP

The coronavirus crisis that we face is a public health emergency, but it's also a very real threat to our economy, and to workers' jobs, security and wellbeing. We must take urgent action to prevent the spread of the virus, but we also need to take action to limit the impact on our economy and on workers like me.

We need to ensure the self-employed measures you announced last week to protect jobs and incomes. This will go a long way to reverse the economic impact of this crisis. But we believe more needs to be done to protect the self-employed.

There are 1.5 million self-employed workers nationally. The capital has the highest levels of self-employment, with nearly one in five workers - 860,000 in total - being self-employed. Most self-employed workers are not well off - recent research by the Social Market Foundation shows that half (50%) are on low pay. Many have little to fall back on in difficult times.

Many of these workers will be facing a significant drop in income as a result of a combination of these factors. Many have been hit hard by the coronavirus crisis. Public Health England's advice on social distancing, and going out to work in order to help make ends meet, is a real risk for self-employed workers who have no other source of income. Many self-employed workers would continue working because of income from even if they had the company of coronavirus. We need to ensure that these workers are protected, and that they are able to do the right thing.

The government has announced a generous self-employment scheme for entrepreneurs, which will involve paying 80% of the value of self-employment on the employees, up to £5,000 a month. But while there were some measures announced to support the self-employed, there is no such guarantee to protect their income. This will leave many self-employed workers unable to fall back on Universal Credit, which will be

spread of this deadly virus, or to make a rapid recovery and to ensure a secure future for you to look again at what can be done to help.

Yours sincerely,

Catherine McGuinness
 Cllr Sharon Taylor
 Cllr Danny Butler
 Cllr Maria Dook-Edmond
 Cllr Amber Anand
 Cllr David Hopton
 Mayor Phil Gurnicholson
 Cllr Laura Williams
 Cllr Keith King
 Cllr Andrew Jones
 Cllr Graham Hall
 Cllr Liz Smith
 Cllr Emma Smith
 Cllr Rebecca Hall
 Cllr Joseph Dyer
 Cllr Stephen Dymally
 Cllr Louise Cooper-Markus
 Mayor Barbara Fox
 Cllr Geoff Aikin
 Cllr Stephen Dymally
 Cllr Yvonne McLean
 Cllr Matthew Cook
 Cllr George Gould

Impact

Hackney

Phil Gurnicholson
 Mayor of Hackney
 Cabinet Member for Planning, Culture and
 Economic Development
 Hackney Council
 New Street
 Hackney
 London
 E8 1EA

Phil Gurnicholson
 Cabinet Member for Planning, Culture and
 Economic Development
 Hackney Council
 New Street
 Hackney
 London
 E8 1EA

23/03/20

The Rt Hon Rishi Sunak MP
 Chancellor of the Exchequer
 1 Horse Guards Road
 London
 SW1A 2JG

23/03/2020

Dear Sir,

Supporting working people

We are writing to you to ask your assistance in supporting our residents, businesses and public services in this unprecedented time of uncertainty for our country. As you have said, the impact of the virus has meant it is vital that the Government public health advice is being followed to help protect our lives, but it is also vital that we ensure that those who are most vulnerable are supported.

Many businesses are now having to close their doors, while those who are most vulnerable are also being hit hard by the virus. It is vital that we ensure that those who are most vulnerable are supported.

Every part of Government, from Whitehall to Town Halls, is playing a vital role in supporting our residents to help people and businesses. We are in the process of setting up a new self-employment scheme for entrepreneurs, which will involve paying 80% of the value of self-employment on the employees, up to £5,000 a month. But while there were some measures announced to support the self-employed, there is no such guarantee to protect their income. This will leave many self-employed workers unable to fall back on Universal Credit, which will be

including the right to local housing allowance to a third of local rents, removal of the current cap on local housing allowance and the extended holiday pay and more.

We also welcome the Coronavirus Job Retention Scheme and support the Business Rates holiday initiative and the Coronavirus Business Interruption Loan Scheme, Small Business Grant Funding, Time to Pay and VAT deferrals and the Grant for Corporate Financing Facility.

However, in coronavirus circumstances, we do believe more needs to be done to protect the self-employed. There are 1.5 million self-employed workers nationally. The capital has the highest levels of self-employment, with nearly one in five workers - 860,000 in total - being self-employed. Most self-employed workers are not well off - recent research by the Social Market Foundation shows that half (50%) are on low pay. Many have little to fall back on in difficult times.

We need to see measures to support the self-employed. One in six workers in Hackney are self-employed and many of these workers are on a low income or on income as a result of a crisis that is completely out of their control. This includes employees from creative industries to London's iconic cabbies.

So for you have announced that the self-employed will be covered by industry

Phil Gurnicholson
 Mayor of Hackney
 Cabinet Member for Planning, Culture and Economic Development

**CC: Rt Hon Robert Jenrick MP, Secretary of State for Housing, Communities and Local Government
 Mrs Helen MT, Minister of Parliament for Hackney South and Shoreditch
 Diane Abbott MP, Minister of Parliament for Hackney South and Shoreditch**

It's helped us develop our view of vulnerability

- We've been able to provide a live view of vulnerability via a Qlik dashboard - weighted to be most relevant to them
- Used by services to identify and contact vulnerable households so that we get them the support that they need

Vulnerability score 4	Shielded No	Living alone Yes
Resident aged 70 years + Yes	Disability or health condition Yes	Requested COVID support No
Known to ASC No	Known to CSC No	Ctax identify as vulnerable No
On a low income Yes	Lives in TA No	Lives in HMO No
Child with SEND No	Learning disability No	Lone parent No

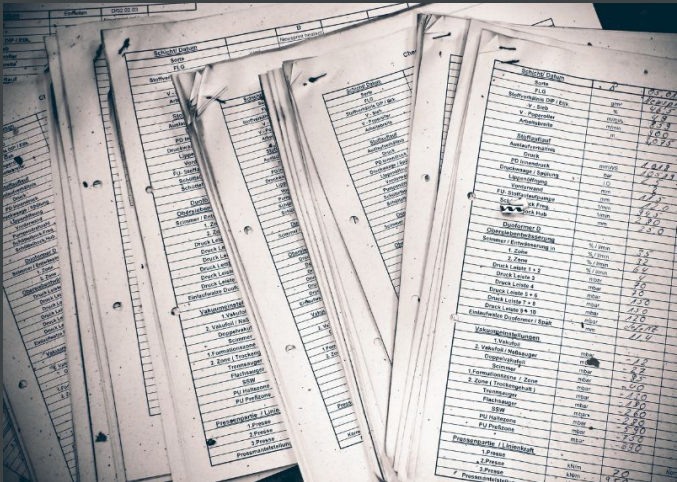
Impact



It allowed us to tailor our Covid response

Using our data model to compare with new datasets to...:

- Identifying shielded residents with unmet care needs and who are not known to our services, so that they can be contacted and supported
- Identifying children attending Hackney schools who live in TA, so that they can attend school
- Identifying less vulnerable households in receipt of LBH food parcels, so that they could be referred to the food bank



Impact



It's allowed us to be smart with data

We used our Covid data model and our Citizen Index to share contact details held in disparate systems.

This has helped us contact more residents through more reliable contact numbers - housing colleagues increased their call 'hit rate' from **50% to 72%**



Impact



What were the challenges / what did we learn?



We didn't know what we didn't know

- We have a good view of our 'high demand users' but almost no view of some households
- Our work relies on ability to join by UPRN...but it has to be consistently available to do that...
- This was unprecedented and we didn't know how Covid would play out...

Challenges

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We didn't know enough of what other people knew

- There was a lack of transparency from Central Government - they have now shared unprecedented levels of data but this was slow to arrive, the formatting was difficult and it's taken a lot of work to make sense of
- We've looked to others - we have so much to learn from other LAs who are facing similar challenges

Challenges



We didn't know what we needed to provide...

- Brand new situation, brand new offer...
- All services wanted to help but we were reluctant to add more chaos to the situation - tried to keep to summary information but very quickly started to provide details of individual households to services

Challenges

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But we know people want more data and insight to inform their work

We're moving from an organisation talking about data led decision making, to one that's putting insight at the forefront of designing services

Challenges

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**What comes next from what we've
learnt?**



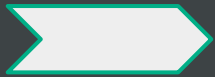
1. We need to improve the foundations

- UPRNs are key to everything we do...but they're not always high quality and we spend a lot of time filling in the gaps.
- We're in the middle of a UPRN improvement programme across key systems. The focus is first on Mosaic, our social care system, followed by Academy which captured revenues and benefits information.
- We serve this data through our Addresses API wherever possible

Next



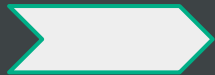
2. We have to learn from additional data



Shielding list

Our own service that emerged in response to Covid crisis:

- People who needed help with direct food deliveries
- People who requested other emergency supplies or prescriptions
- People who have reported feeling lonely or isolated



Death data / Covid cases

Next



3. We need to share more to inform what comes next

We'll be revisiting our public analysis to openly show how Covid is affecting our communities. This will include a public facing geographic breakdown of small areas who have been most significantly affected by:

- Cases of Covid
- Deaths from Covid or excess deaths from other causes during lockdown
- The economic consequences of Covid
 - Furloughed jobs in Hackney
 - Unemployment

Next 

