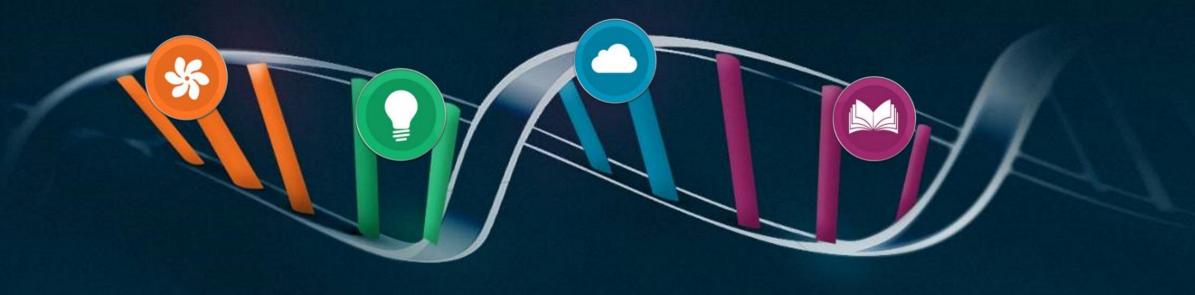# OECD Workshop

Trevor Gibson

27th October 2014

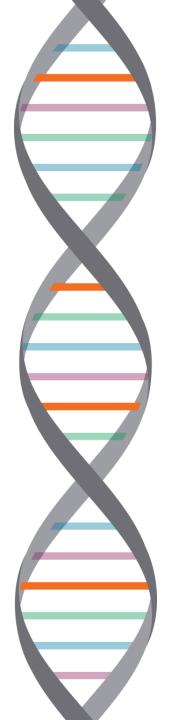**Peterborough DNA**
Part of the Future Cities Programme

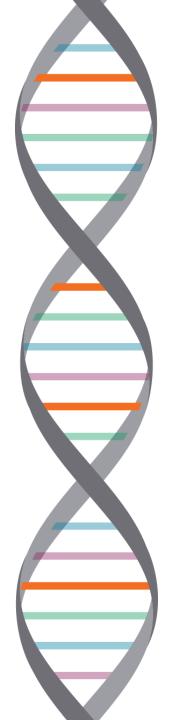PETERBOROUGH DELIVERING A TRULY SMART CITY

This is Peterborough…

THE UK'S **FASTEST GROWING CITY**

ONE OF THE UK'S **4 FUTURE CITY DEMONSTRATORS**

Ranked **2nd** in the country for private sector growth

A multicultural population of over **183,000 people**

£1billion regeneration programme

GIGABIT CITY: access to the world's fastest business internet speeds

A diverse economy £ with world-leading companies in advanced manufacturing, finance and agriculture

Creating the **UK's Environment Capital,** with the country's largest cluster of environmental businesses

Edinburgh 3hrs 40mins

Newcastle 2hrs 56mins 2hrs 38mins

Leeds 1hr 38mins 1hr 50mins

York 1hr 6mins

Manchester 2hrs 25mins 2hrs 29mins

Liverpool 3hrs 48mins 3hrs 18mins

Sheffield 1hr 33mins 1hr 45mins

Nottingham 1hr 7mins 1hr 8mins

East Midlands Airport 1hr 19mins

Leicester 55mins 57mins

Peterborough

Cambridge 40mins 50mins

Birmingham 1hr 26mins 1hr 46mins

Milton Keynes 58mins

Stansted Airport 1hr 2mins 1hr 20mins

Luton Airport 1hr 7mins

Cardiff 3hrs 3mins 3hrs 55mins

London 45mins

Bristol 3hrs 18mins 3hrs 42mins

Heathrow Airport 1hr 30mins 2hrs 5mins

Gatwick Airport 1hr 55mins 2hrs 56mins

Exeter 3hrs 42mins 3hrs 57mins

Eurostar

Paris 3hrs 56mins

Brussels 3hrs 5mins

Lille 3hrs 15mins

Peterborough

Peterborough DNA
Part of the Future Cities programme

➢ Peterborough is also actively contributing to the development of a range of Smart City Standards and is a member of the All Party Parliamentary Group on Smart Cities.

➢ We are currently developing a Smart City Leadership Programme and a Business Enablement Platform both with focus on d

DATA CHALLENGES

➢ Too much, too complex…

➢ Kept in "silos" in a variety of formats

➢ Incomplete and/or out-of date

➢ Inaccessible

➢ An assumption that society *needs* or *wants* more data

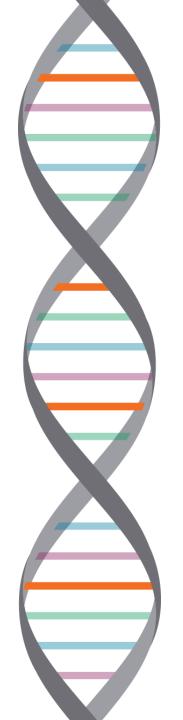➢ Public mis-trust of data sources

➢ Privacy concerns
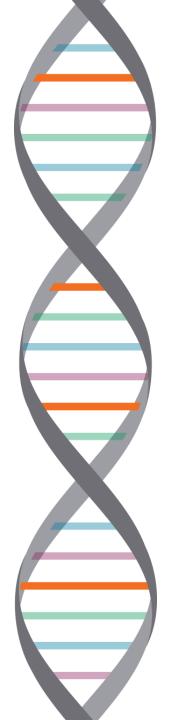
Peterborough DNA
Part of the Future Cities programme

➢ Small and mid-sized cities have an important role to play when it comes to making the uk's urban systems work smarter. the initiatives being carried out in Peterborough are designed to be blueprints for wider roll out

➢ Our starting point was to assess the key challenges the city faces and embed long-term change by working from the inside out

Peterborough DNA
Part of the Future Cities programme

OUR APPROACH

➢ Growth, Sustainability, Innovation

➢ Catalyst to change mind-sets towards an efficient and sustainable urban future

➢ Transparency, Participation, Empowerment

➢ Partnerships, engagement, openness

➢ A clear focus on grass-roots collaboration

➢ Replicable, affordable solutions

Innovation Pool

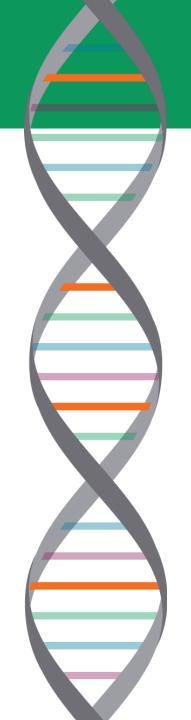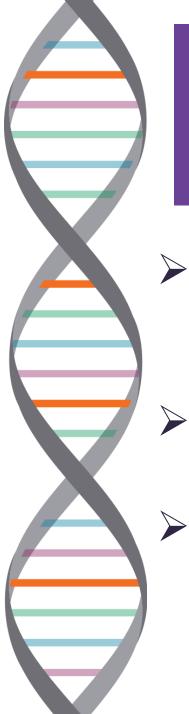**The Challenge:**

➤ Build an innovation community to tackle city challenges in new ways

➤ Provide the right environment to get new ideas off the ground and to market

➤ Boost economic growth and improve social wellbeing

Brainwave

SHAPE THE FUTURE

➢ Intelligent online platform - matching city challenges with individuals or businesses that have solutions. "A greenhouse for good ideas"

➢ Free, open access approach already being used by 130+ members

➢ Putting the challenges out there for residents, communities and businesses to develop share and discuss solutions to city and business challenges.

LOCAL & SUSTAINABLE FOOD

Transform food supply to support local food production that provides healthy, quality food while boosting the local economy.

HEALTHY FAST FOOD

🏷 **TAGS:** <u>FOOD</u>, <u>HEALTH</u>

💬 **COMMENTS: 2**

➕ PROPOSE SOLUTION

People lead busy lives and many of us frequently get our meals from fast food outlets. Also research suggests that some people regularly eat take-aways as they lack the knowledge, skills and confidence to cook from scratch.

Generally, fast food is not great for our health. Obesity and the associated health problems are a huge challenge for Peterborough, especially childhood obesity.
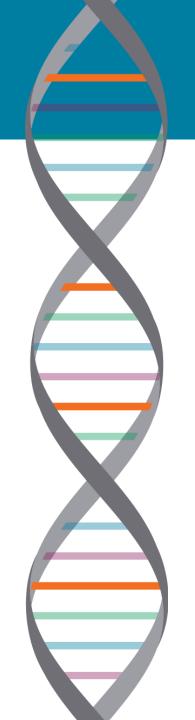
There are lots of fast food outlets in Peterborough. How could we enable them to become healthier?

CHALLENGE CREATED BY

RACHEL HUXLEY
01733567409
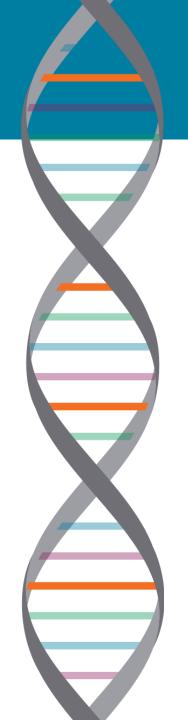
VIEW BUSINESS PROFILE

Open Data
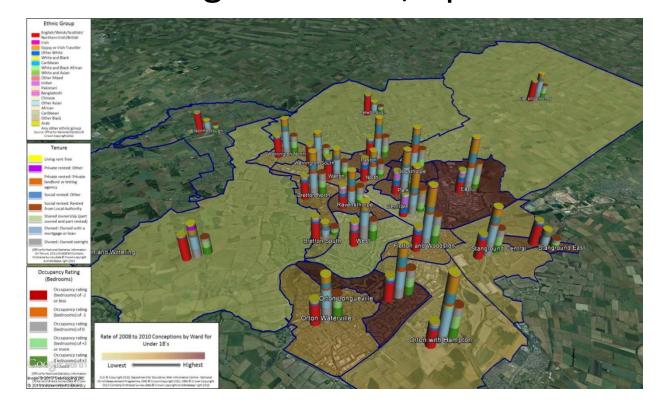
The Challenge:
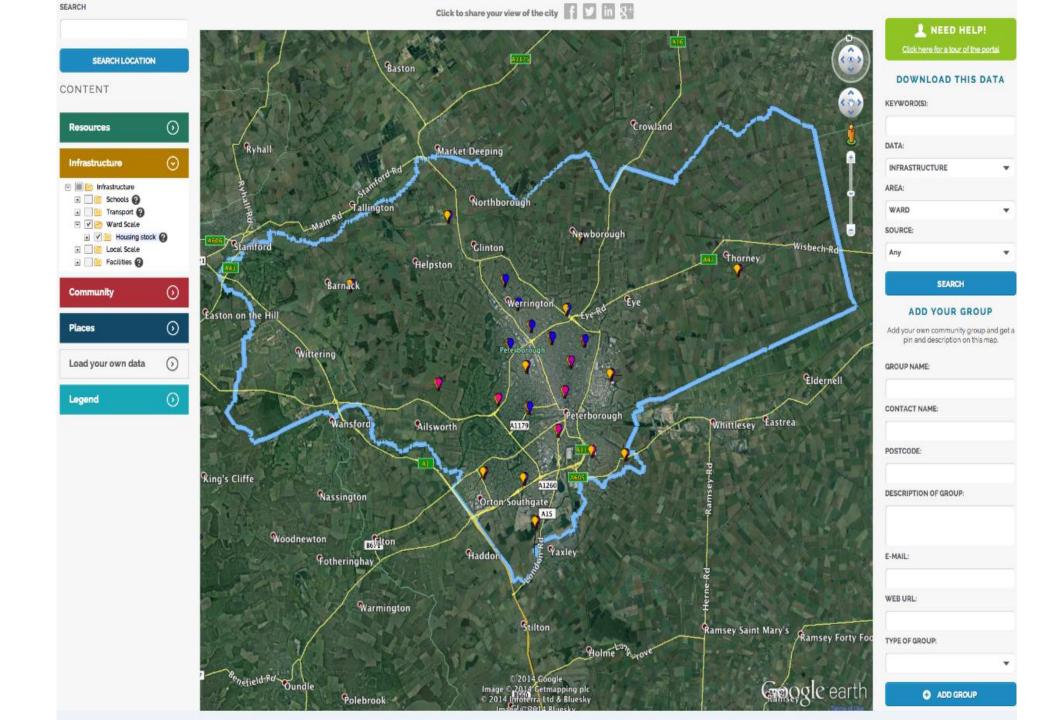
➤ Increasing understanding across Peterborough about how the city works

➤ Encouraging greater sharing of data between organisations

➤ Modelling information in a cost effective way

Open Data

➢ **Living Data Portal –** democratising access to data through low-cost, open solutions

Accelerated Collaboration and Visualisation

the Peterborough Model

IBM

greenVENTURES

ROYAL HASKONING

The Objectives of Accelerated Collaboration

- Align evidence

- Overcome complexity

- Develop common understanding

- Accelerate collaboration and solutions

- All parties to the base line in 4 months

Public Health Focus Segment for Accelerated Collaboration

⏻ Children and Young people's health: -

- Bring existing data together with new sources (e.g. NCMP, deprivation, attainment, neighbourhood data , educational attainment, location of fast food restaurants etc…)

- Align the data and make it accessible through visualisation

- Deliver a focussed programme of Accelerated Collaboration amongst partners and stakeholders

⏻ Agree a plan that has wide buy-in as part of the JSNA refresh, that is evidence based and easy to communicate

greenVENTURES
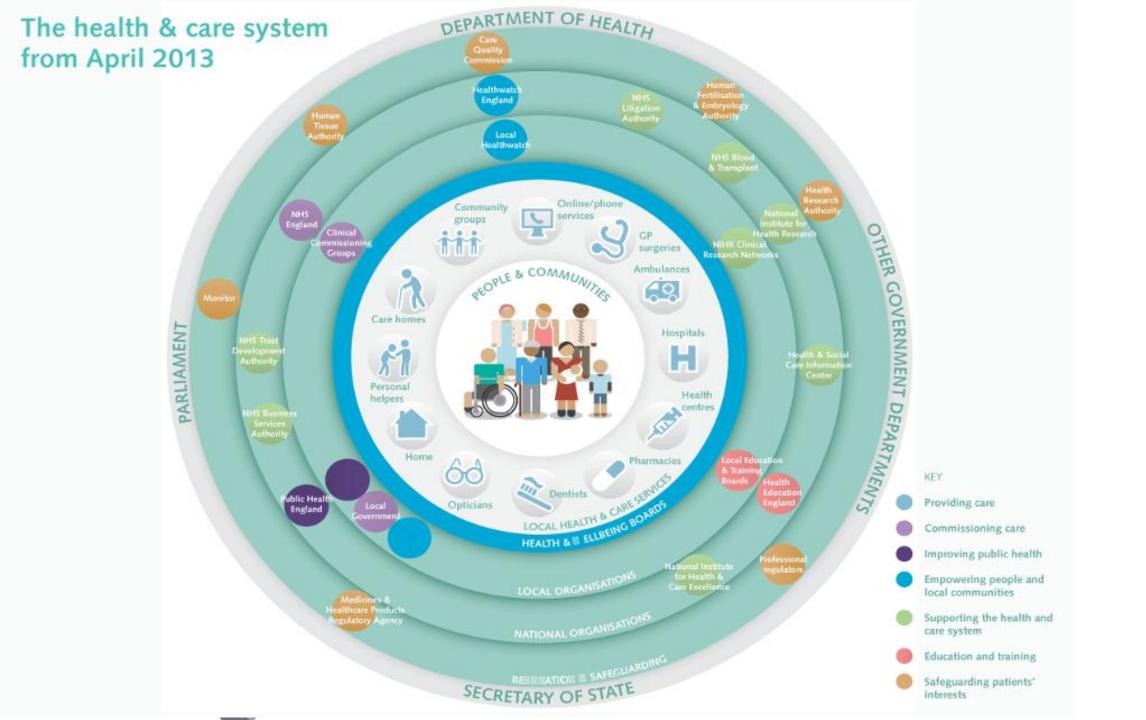
Public Health Focus Segment for Accelerated Collaboration
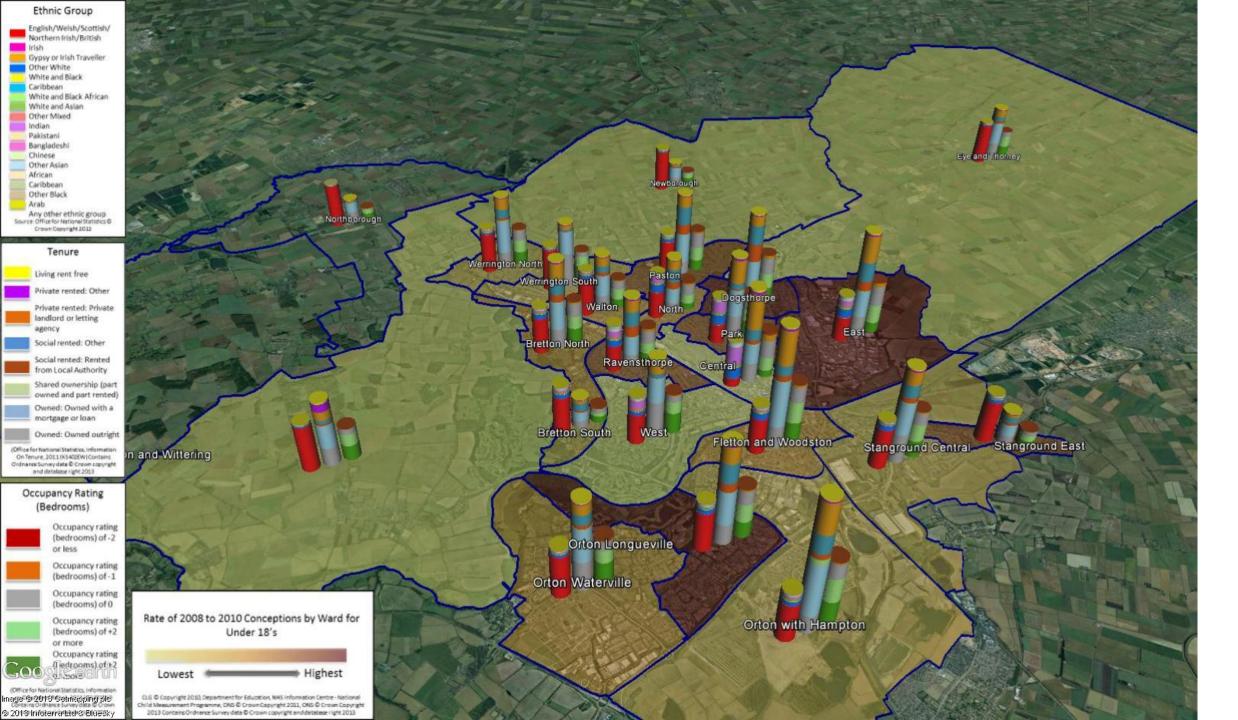
1	2	3	4	5	6	7
Establish ownership and cause	**Partner buy-in and initial data gather**	**Partner insight workshop(s)**	**Capture and alignment of data against key themes**	**Stakeholder workshop and model dev. phase**	**Finalise model & fly-throughs from stories**	**Demo, launch, embed and hand over for use**

September 2013

Project Management

December 2013

The health & care system from April 2013

DEPARTMENT OF HEALTH

OTHER GOVERNMENT DEPARTMENTS

PARLIAMENT

SECRETARY OF STATE

NATIONAL ORGANISATIONS

LOCAL ORGANISATIONS

LOCAL HEALTH & CARE SERVICES

HEALTH & WELLBEING BOARDS

PEOPLE & COMMUNITIES

Community groups

Online/phone services

GP surgeries

Ambulances

Care homes

Hospitals

Personal helpers

Health centres

Home

Pharmacies

Opticians

Dentists

Care Quality Commission

Healthwatch England

Local Healthwatch

NHS Litigation Authority

Human Fertilisation & Embryology Authority

Human Tissue Authority

NHS Blood & Transplant

Health Research Authority

NHS England

Clinical Commissioning Groups

National Institute for Health Research

NIHR Clinical Research Networks

Monitor

NHS Trust Development Authority

Health & Social Care Information Centre

NHS Business Services Authority

Public Health England

Local Government

Local Education & Training Boards

Health Education England

Medicines & Healthcare Products Regulatory Agency

National Institute for Health & Care Excellence

Professional regulators

REGULATION & SAFEGUARDING

KEY

- Providing care
- Commissioning care
- Improving public health
- Empowering people and local communities
- Supporting the health and care system
- Education and training
- Safeguarding patients' interests

Ethnic Group

- ■ English/Welsh/Scottish/ Northern Irish/British
- ■ Irish
- ■ Gypsy or Irish Traveller
- ■ Other White
- ■ White and Black Caribbean
- ■ White and Black African
- ■ White and Asian
- ■ Other Mixed
- ■ Indian
- ■ Pakistani
- ■ Bangladeshi
- ■ Chinese
- ■ Other Asian
- ■ African
- ■ Caribbean
- ■ Other Black
- ■ Arab
- ■ Any other ethnic group

Source: Office for National Statistics © Crown Copyright 2012

Tenure

- ■ Living rent free
- ■ Private rented: Other
- ■ Private rented: Private landlord or letting agency
- ■ Social rented: Other
- ■ Social rented: Rented from Local Authority
- ■ Shared ownership (part owned and part rented)
- ■ Owned: Owned with a mortgage or loan
- ■ Owned: Owned outright

(Office for National Statistics, Information On Tenure, 2011 (KS402EW) Contains Ordnance Survey data © Crown copyright and database right 2013

Occupancy Rating (Bedrooms)

- ■ Occupancy rating (bedrooms) of -2 or less
- ■ Occupancy rating (bedrooms) of -1
- ■ Occupancy rating (bedrooms) of 0
- ■ Occupancy rating (bedrooms) of +2 or more
- ■ Occupancy rating (bedrooms) of +2

(Office for National Statistics, Information On Occupancy Rating, 2011 Contains Ordnance Survey data © Crown

Rate of 2008 to 2010 Conceptions by Ward for Under 18's

Lowest ⟵⟶ Highest

CLG © Copyright 2010, Department for Education, NHS Information Centre - National Child Measurement Programme, ONS © Crown Copyright 2011, ONS © Crown Copyright 2013 Contains Ordnance Survey data © Crown copyright and database right 2013

Image © 2013 Getmapping plc
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Google earth

Northborough
Newborough
Eye and Thorney
Werrington North
Werrington South
Paston
Walton
North
Dogsthorpe
Bretton North
Park
East
Ravensthorpe
Central
Bretton South
West
Fletton and Woodston
Stanground Central
Stanground East
on and Wittering
Orton Longueville
Orton Waterville
Orton with Hampton

Ethnic Group

- █ English/Welsh/Scottish/Northern Irish/British
- █ Irish
- █ Gypsy or Irish Traveller
- █ Other White
- █ White and Black Caribbean
- █ White and Black African
- █ White and Asian
- █ Other Mixed
- █ Indian
- █ Pakistani
- █ Bangladeshi
- █ Chinese
- █ Other Asian
- █ African
- █ Caribbean
- █ Other Black
- █ Arab
- █ Any other ethnic group

Source: Office for National Statistics ©
Crown Copyright 2012

Travel to School by Public Transport, Walk or Cycle

Highest
↕
Lowest

Schools Audit Spring 2010
Contains Ordnance Survey data © Crown
copyright and database right 2015

Free School Meals

Highest
↕
Lowest

% of measured children in Year 6 who were
classified as obese, 2009/10-2011/12

Lowest ⟷ Highest

CLG © Copyright 2010, Department for Education, NHS Information Centre - National
Child Measurement Programme, ONS © Crown Copyright 2011, ONS © Crown Copyright
2013 Contains Ordnance Survey data © Crown copyright and database right 2015

Google earth
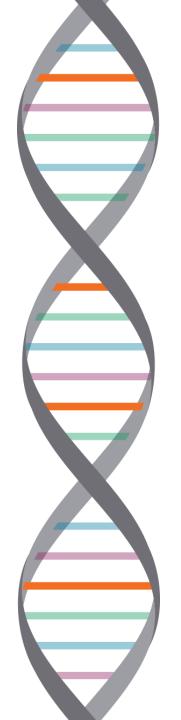
Image © 2013 Getmapping plc
© 2013 Infoterra Ltd & Bluesky

Public Health Deliverables

⊙ Aligned visual evidence from multiple partners that encompasses the "wider determinates".

⊙ An "evidence based", commonly owned understanding & action plan for a segment of the JSNA.

⊙ Engaging visual outputs that present agreed partner priorities to other stakeholders and public audiences

⊙ A replicable innovation programme for developing plans that is interactive and uses new media (Google, Youtube etc)

⊙ A platform for on-going collaboration amongst HWB partners and high speed partnership working

LESSONS LEARNT

Peterborough DNA
Part of the Future Cities programme

➢ Our data emphasis is on collaboration, designing solutions for repeatability and addressing the common city needs

➢ Evolutionary approach

➢ Seek feedback at all stages

➢ "Democratic" platforms

➢ Smart cities need smart people

➢ *"Makes everything as simple as possible but not simpler."* ALBERT EINSTEIN

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