Ideology and Technology

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Primary Care Trust
Jericho Health Centre

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Challenges in the policymaking environment

- Increased citizen expectations
- Lack of collaboration, and siloed working
- ‘Something Must Be Done’
- Lack of evidence-based policymaking or evidence of policymaking
- Generalist vs specialist
- Too much and not enough reinvention

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We need to be citizen-centric

We need to be citizen-centric

- **Know your audience**
  - No one-size-fits-all approach
  - Understand the actual customer journey
  - Information preferences
  - Past/current engagement
  - Channels: online/offline; social media; traditional media
  - Personalisation

We need to be citizen-centric

- Make things **EAST**:
  - *Easy*: defaults; reduce hassle; language
  - *Attractive*: incentives; personalisation
  - *Social*: social norms; networks
  - *Timely*: receptive to policies at particular times

We need to be citizen-centric

- The tech stuff: making the system work for citizens
  - (Truly) open data
  - Registers and data exchange
  - Identity
  - Standards: information management, in-house, no legacy
  - Citizens playing a key role in governance

We need to be testing, learning, and adapting

- Policymaking needs to be Agile and agile
- We need a commitment to learning
- Monitoring and Evaluation is not optional
- Things will go wrong – learn from failure

Test, Learn, Adapt:

Developing Public Policy with Randomised Controlled Trials

Laura Haynes
Owain Service
Ben Goldacre
David Torgerson

CabinetOffice
Behavioural Insights Team

Figure 1. The basic design of a randomised controlled trial (RCT), illustrated with a test of a new 'back to work' programme.

Click rate: 52 %

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Source: Wikipedia

We need to focus on leadership and skills

- With Smart Cities, leaders need to be tech-savvy
  - (but don’t forget the other levels, either)

- Governance and collaboration, including the ecosystem outside of policymaking

We need to focus on leadership and skills

- What skills are needed?
  - Data literacy
  - Translation and communication
  - Institutionalising skills and knowledge

TfL strikes £15m licensing deal for London's contactless fares system

Conclusions

- We need to be:
  - Citizen centric
  - Testing, learning and adapting
  - Focusing on leadership and skills

- It’s not about the technology

- We have a responsibility to get this right.

Thank you.

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