



making sense of cities



# GREATER LONDON AUTHORITY EMBARKS ON PILOT WITH CITI LOGIK TO SEE HOW MOBILE DATA CAN HELP IT MAKE BETTER DECISIONS

a Citi Logik Case Study

**The City Intelligence Unit at City Hall uses a number of data sources to help it form strategy and give advice to the borough's delivery teams, such as those helping to manage and grow high street economies.**

**The data sources include the Office for National Statistics reports, census data and survey data, through to information from central government. While these data sources are useful, they cannot be used to help map the movement of people, for instance where they come from and where they go, and the numbers of people that are likely to be in an area at any one time such as during commuter times versus a Saturday afternoon.**

The official data sources can give much data on things like age, ethnicity, professions etc of people living in a given area, or really detailed data on opinions or financial situations. But very little data on how people move around. Some data sources used by the GLA, such as that of Transport for London, provide an insight into people's movements. But mobile phone data goes a lot further. It plugs some important gaps in the knowledge the team can extract from the current sources and provides the option for new and innovative data use.

Working with Citi Logik and using anonymised mobile data from Vodafone, the GLA is embarking on a pilot to see if it can add more colour to the view it has. Mobile data represents a good source of data because it is constantly available, changing and in abundance.

The Intelligence Unit has set out three prototype projects to act as a proof of concept and establish if using this form of data can help the GLA make better decisions and ultimately do its job better.



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**These are: the night-time economy, high streets and situational awareness. Each use data differently:**

Prototype Project	Description
Night-time Economy	The London Night Time Commission was set up to build on London’s strengths as a city that thrives from 6pm to 6am. This team considers how London and public spaces can do more to help people live their lives more fully during this time.
High Streets	The London Plan developed by City Hall calls for a strategic approach to the development of the high street with regards to the commercial, social, environmental and economic value they provide communities. The team therefore uses insight to help develop the infrastructure to support these goals.
Situational Awareness	The Mayor has an important, strategic role in leading and communicating on events that affect the life of Londoners in all respects - transport, social, health, business, security. This is especially important when a major disruptive incident occurs. It is critical that the Mayor has at his disposal the most accurate and current information to lead London in a crisis situation. This team supports this need.

In the short term, the prototypes will help identify ways in which the data could complement that data already in use and enhance existing planning and strategy.

Joe Heywood, data scientist, at the Intelligence Unit explains why prototypes are so useful. “Ultimately data of this sort is richer and has the potential to provide more detailed context for decisions. That means we can turn the data into useful information and help spot gaps the team at the Intelligence Unit isn’t aware of at the moment. We can then deliver a better service to our stakeholders and the residents and businesses in the London.”

“But all of this is very new and so in a sense we are pioneering its use like so many other organisations making their first steps with this sort of data. As it’s so

new, there is no proven standard to copy – we must make our own. It also means that we aren’t entirely sure what we will find.

“That’s both exciting and a challenge. We need to answer the questions about how best to manage large data sets in practical terms, what applications are best to support its use, as well as look at what the data can be used for, how we help people visualise it and make sense of the data patterns we model. But above all we need to see if it can be used by our teams for planning, and the other organisations focussed on improving working and living in London. This pilot is all about answering these questions and validating the hypothesis that it’s worth using this form of data in the future.”

**The pilot will run until the Spring 2020.**

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