London Ventures and the London Borough of Southwark –

Predictive analytics to identify individuals and families at risk of homelessness

What is this talk about?

- Short presentation covering why and how Southwark got involved with homelessness predictive data analytics, from a local authority perspective.

- **Why Southwark wanted to work with the programme**
- **The journey and how the programme came together**
- **Why we chose our partners**
- **Benefits so far**

The work we are doing with London Ventures

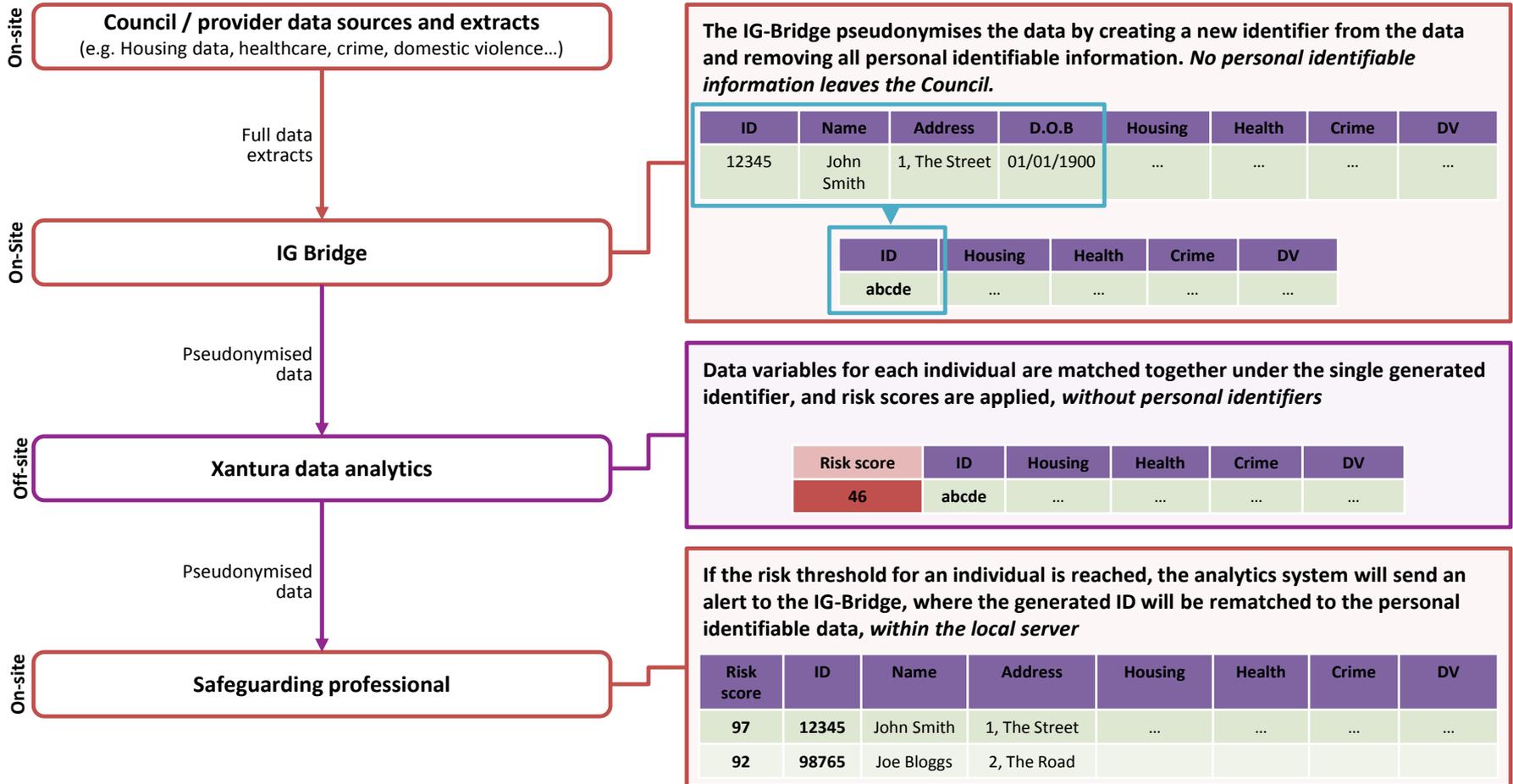**Why Southwark wanted to work with the programme**

- Rising cost of homelessness, council budgets, avoid households in crisis

- Homelessness Reduction Act 2017 prevention agenda.

- Role of the borough as a trailblazer.

- Homelessness is everyone's problem, everyone's concern. All ties in with children having best start in life and work with Children's & Adults' Services.

- Shows Southwark as a cutting edge borough.

- Estimated annual savings of £420,000 through early prevention cost avoidance i.e. less households ending up in TA and needing more assistance.

Why work with London Ventures - Xantura & EY?

- Difference from previous attempts

- Very professional, very astute, lots of resource to move the project along at a very good pace.

- A sense of security from working on a project with a well recognised project partner.

- GDPR, data security. Achieved compliance and sign off with all the GDPR regulations. We recognise the massive importance of managing sensitive data correctly.

How is EYXantura compliant? -

Pseudonymisation is the separation of data from direct identifiers, so that identification of an individual from the data is not possible without additional information that is held separately. Pseudonymisation significantly reduces the risks associated with data processing while still maintaining usefulness of the data, and is encouraged by the GDPR

On-site

Council / provider data sources and extracts
(e.g. Housing data, healthcare, crime, domestic violence...)

Full data extracts

On-Site

IG Bridge

Pseudonymised data

Off-site

Xantura data analytics

Pseudonymised data

On-site

Safeguarding professional

The IG-Bridge pseudonymises the data by creating a new identifier from the data and removing all personal identifiable information. *No personal identifiable information leaves the Council.*

ID	Name	Address	D.O.B	Housing	Health	Crime	DV
12345	John Smith	1, The Street	01/01/1900	...	...	...	...

ID	Housing	Health	Crime	DV
abcde	...	...	...	...

Data variables for each individual are matched together under the single generated identifier, and risk scores are applied, *without personal identifiers*

Risk score	ID	Housing	Health	Crime	DV
46	abcde	...	...	...	...

If the risk threshold for an individual is reached, the analytics system will send an alert to the IG-Bridge, where the generated ID will be rematched to the personal identifiable data, *within the local server*

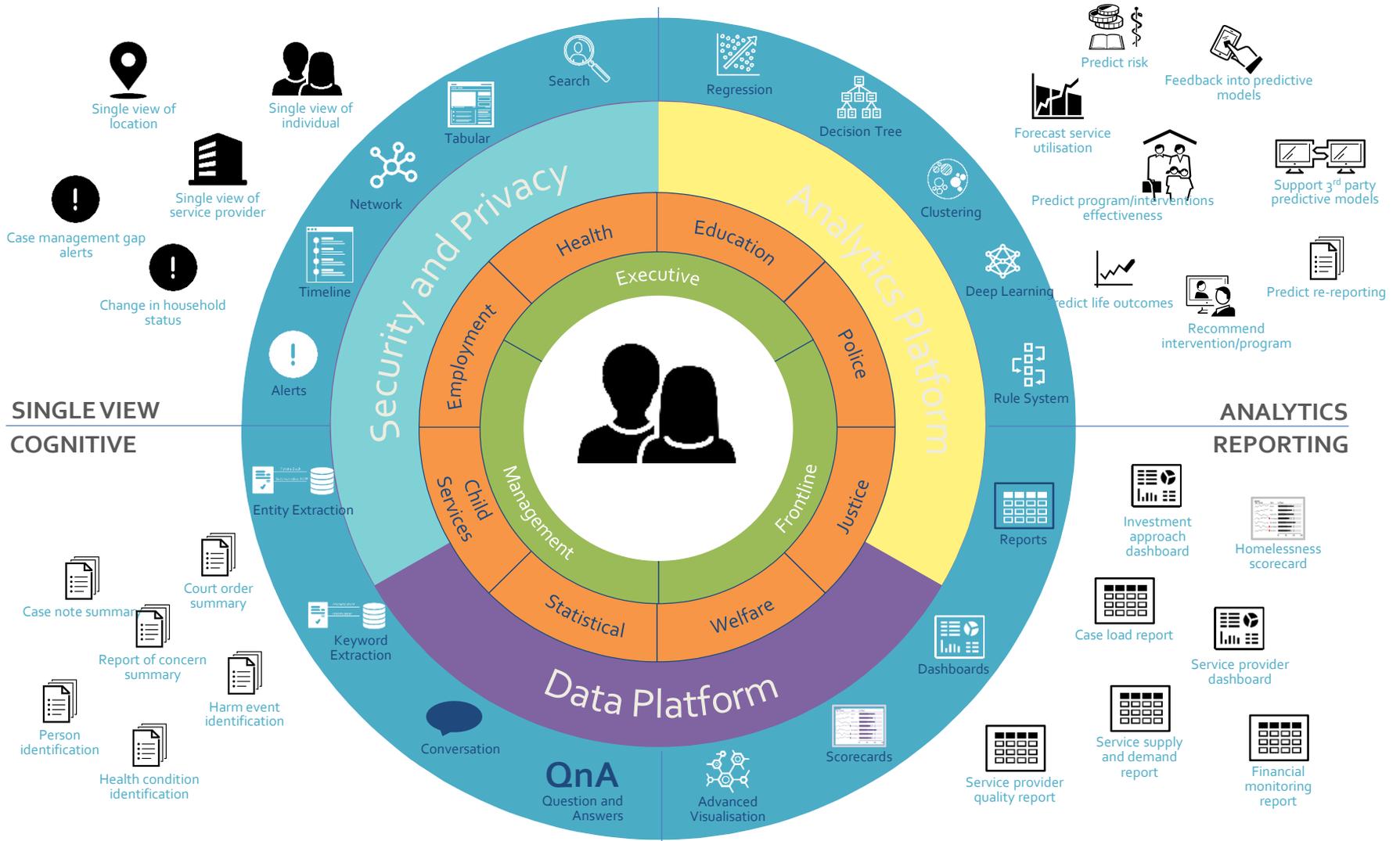| Risk score	ID	Name	Address	Housing	Health	Crime	DV
97	12345	John Smith	1, The Street	...	...	...	...
92	98765	Joe Bloggs	2, The Road				

The journey and how the programme came together

- Thomas Man, Head of Capital Ambition.
- EYXantura, predictive data analytics is one of the initiatives that has grown out of the London Ventures programme.
- Initial meetings and gaining an understanding of what we wanted and what could be delivered
- LV led on developing a report including benefits of the project (more on that later)
- SMT initial approval & very strong member support throughout
- Expanding and gaining stakeholders

The journey (part 2)

- Collaboration on data model development, led by our partners which we fed in to.
- We worked out how to get the data, if any other data was required from other teams or areas that may influence homelessness
- Xantura analysed the data
- We met to discuss initial findings.
- Further data provided and more hypothesis meetings held
- Our current position.

Homelessness Analytics Platform

Any benefits yet? What have we gained, how and why?

- Results are not there yet but…
- Full review of all the trailblazer data has been rewarding already, e.g. over 60% of people that have been to prison in the last 12 months are presenting as homeless more than once
- Connecting up across the council and our partners
- **Reduced costs** – estimated annual savings £420,000

-Reducing the number of people accessing high cost housing services

-Improved commissioning

-Improved decision making

-Improved quality of timely preventative interventions

-Evidence led targeting of preventative interventions

-More effective targeting of resources

Thanks for listening

- Q&A

- Want to find out more about predictive data analytics?

- Please contact either myself, Alex Skerten or Thomas Man for more details

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