LONDONERS STORIES FOR ENGAGEMENT AND DECISION-MAKING

Hannah Goulding, Greater London Authority

SESSION OUTLINE

Introduction

Overview of the two Story Gathering Programmes

Citizen Led Engagement

London Community Story

How do we generate insight from Londoners stories

Opportunity to test out a text analysis method

Setting insights in broader context

Using Data from the London Datastore

COMMUNITY ENGAGEMENT AT CITY

Bridge the gap between Londoners and City Hall

Amplify the voices of London's diverse communities

Listening to Londoners stories and ensuring these insights are fed into policy and decision-making

Test and learn projects

OVERVIEW OF CITIZEN LED ENGAGEMENT

- Peer Led Research Programme

- Fund user-led/community organisations to design and deliver their own research project on their community around a specific topic

- The funding also includes training, coproduction of the questions and access to relevant policy teams in City Hall to feed insights into

- Designed by and for the particular community – meaning the focus, methods and outputs vary

- What they all have in common is that they are peer-led and all are ultimately trying to respond to a research question(s) coproduced with City Hall

SOME EXAMPLES OF CITIZEN LED ENGAGEMENT PROGRAMMES

Young Europeans researching the impact of Brexit on young European Londoners

The Traveller Movement researching the barriers to educational attainment for Gypsy Roma and Traveller groups

You Press, worked with BAME communities to gain insight into how they are affected by serious youth violence in their local area.

LONDON COMMUNITY STORY

The purpose of the London Community Story is to give a unique insight into the lives of Londoners, with the layered approach bringing to life the complexity of people's stories creating new ways of listening to each other.

Conversation Booth → Community Researchers → Creative Outputs

Community Researchers → Contextual Data

EXAMPLE OF A LONDON COMMUNITY STORY

- Each theme commissioned a video, written piece and contextual data

As interpreted by the Community Researcher

▪ Equality is; the generational difference in people's experience of racism which was a regular occurrence for older generations. How racism entered the intimacy and privacy of the home through television and through the pressure to keep up appearances by maintaining a perfect house in order to dispel racist stereotypes. How conversation can be a powerful tool to combat prejudice and change perceptions giving a sense of hope.

https://www.london.gov.uk/LDNCommunityStory/equality

As interpreted by the writer

▪ 'According to a survey, London is one of the loneliest cities in the world. The elderly are rarely given a voice when the discussion of loneliness in the capital arises. We often talk about how difficult it is for young people to integrate 'in the big smoke' when moving here, but we seldom discuss how prominent of an issue loneliness amongst the individuals already living here is. Focusing on loneliness and how it can impact an individual, particularly the elderly, this article explores the ways in which we can all help to prevent it'

Underpinned by data from

- Survey of Londoners

- Annual Population Survey

GENERATING INSIGHT FROM LONDONERS STORIES

Two different ways of generating insights

Citizen Led Engagement

- Specific topics
- Developed research surveys in partnership with GLA
- Gathered multiple responses to analyse from community participants
- Insights shared through creative outputs and written reports

London Community Story

- Started with the Conversation Booth – free flowing conversations, sparked by broad question
- Community Researchers were then commissioned to listen to these conversations, transcribe and analyse them pulling out key themes and experiences.
- These themes then guided the rest of the project, through creative outputs and identifying relevant contextual data from the London Datastore

JAMBOARD CODING EXERCISE

Testing a qualitative data analysis technique

- The grounded method
    - Examination of meaning(s) through the application of interpretative labels otherwise known as codes
    - By identifying and accumulating codes the analyst can then go on to identify emergent themes

- The method has three stages
    - First order codes e.g. What they say
    - Second order codes e.g. What they meant
    - Code Groups e.g. Combing codes from stages 1 and 2 to identify main themes

https://jamboard.google.com/d/1O45eZxpzq1mu2mzBluE99FSE oOjylQ2t4moi3JDzx9A/viewer?f=1

FINDING CONTEXTUAL DATA

How can I give my qualitative insights greater context?

Using the London Datastore

Datasets available

Reports

Civil Society produced data

FIND OUT MORE

Hannah.Goulding@London.gov.uk

Rhiannon.Watson@London.gov.uk

Cejobshare@London.gov.uk