Turning conversations into data – training session
Tuesday 3rd March 2026

What goals do you have for collecting and analysing community insights?

- Conversations into Data would assist with validating our theory of change etc and fundraising etc
- I'd like to improve my ability to write case studies and communicate qualitative impact made
- I use a lot of case studies and interested to find other ways to collect narrative, particularly group narrative that can support showing the impact of projects and services.

Replying to "I use a lot of case studies and interested to find…": love this concept of group narrative

- looking to turn this meeting learning into better applying for funding
- Making sense of multiple sources of qualitative data, in particular, to enable easier summary, to help build recommendations and to support future evaluations and applications
- Feedback
- Coproduction
- baseline surveys
- feedback
- short online community survey, feedback form
- observations
- insights about service design & delivery from monthly co-production group and 121 discussions
- Surveys, focus groups, interviews and case studies. We collect general satisfaction, improvements in health and wellbeing, social connections etc.
- face-to-face engagement to prioritise issues and activities together
- in-depth interviews
- How community members feel about having the service
- Case studies, videos
- case studies
- surveys/co-production/interviews/
- Images and photographs
- We provide a feedback template to try to ensure consistency, we run a stakeholder survey and collect case studies and stories.

Otter.ai heads-up

- Just a heads up with otter you have to be careful re data protection - I collaborate with the NHS and my trust has banned it, so I'm nervous of using these types of programs without knowing exactly how I can control what it has access to
- I've attended more than 1 meeting where people's otter AIs have tried to join confidential meetings

Yes good point - we've found that people have been more OK with audio rather than video - you can obviously use the audio with a related visual instead (i.e. not take a photo of them to use with it) It's a shame Otter is now associated with rogue assistants in meetings :(

See how to [manage your Otter.ai settings here](#)

- Just want to add a note re cultural sensitivity around recording - marginalised communities are (understandably) often suspicious around voice recording, particularly when talking about something stigmatised like mental health. It might sometimes be better to transcribe without recording - Teams allows you to do this (and other programs maybe do too)

That's a really interesting point re the audio vs video, anonymised audio could be a good option for those with privacy concerns

What does the term "quantitative data" mean to you?

- Demographics
- Numbers
- Metrics?
- themes and trends
- how results were achieved
- I offered to write a qualitative outcome report for a commissioner but they just wanted quantitative KPIs = how many people involved etc :(

This is so frustrating! I also have that - it's often meaningless!

Definitely helps to build trust and meaningful relationships when focus is on qualitative insights - people feel heard

What does the term "qualitative data" mean to you?

- Experiences
- everything that isn't quantitative! rich, in-depth data

With mentoring I have found that there is so much data that cannot be captured

I think this is where qualitative approaches come in - anything can be data, just depends on how you can translate it into meaningful information to share with others. So difficult to do well though!

That is one thing I really hate - writing up interviews. I find it very difficult

I'm a bit of an AI-sceptic, but open to hear positive experiences if anyone has them? I think the challenge I have is I want to stay as close as possible to people's own words, whereas it does a lot of rewording

What codes did you agree on?

- Reducing Isolation
- Meaning & Enjoyment
- Human connection
- Wellbeing
- Nutrition
- Shared Experiences
- Nature
- Learning new skills
- Respite

We had an interesting chat about coding and staying very close to 'facts' vs interpretation

To follow up …

Do you have any insight about how to document participatory approaches - I work in co-production, and I find it very hard to document the process, and articulate how we reached consensus on something when it was done via an informal group discussion

Using the term "Research"

If any of you work alongside the NHS, just make sure you're careful about how you're defining what you're doing - is it research? is it evaluation? is it collecting feedback? Be warned you're not allowed to do research with NHS patients without ethical approval from NHS, and it can be a long process …

Thanks - we're probably not referring to research in the same way that the NHS would! Great to have raised that this could be an issue - so think you're more likely to be framing as community research (maybe?) and sharing findings as 'community insights' rather than research findings etc.

This is where identifying your stakeholders at the beginning and looking at what they may 'listen' to e.g. matching your insights with their priorities / mapping to language they use etc [But equally what is considered robust? And sharing your methodology so clear that you've been systematic but you're not claiming to be academically rigorous!]

That's helpful! I found this online, but still find it murky in terms of whether what I'm doing would count as research or not …

 Microsoft Word - DefiningResearchTable_Oct2017

I'll take a look and we can carry on the conversation :)

thank you!!

love the journey map idea

oh batchgeo! thank you

What has been useful today/what is your next step?

- the huge variety of tools and techniques for lots of different contexts - thank you!
- I have a small survey I am going to code properly
- Really useful to learn about different online tools. Thanks!
- Coding - great way to go through the surveys
- creating a visual journey of co-production work we've done so far
- Sorry I need to go. loved the session, was very interactive.

Here's the link to the next session https://events.aidecrm.co.uk/redbridge-all/events/274