Good Life Camden: measuring what is important for people's wellbeing in an urban and diverse local area

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A Discussion on Multidimensional Poverty Measurement Applications: How Voices of Communities can be Taken Into Account in Measurement & how technology can support this

The London Borough of **Camden** is one of **32 London boroughs** which provide the many services for their local residents, including education, housing, social services, environmental services, local planning and many arts and leisure services.

The **Greater London Authority** is a strategic regional authority, with powers over transport, policing, economic development, and fire and emergency planning
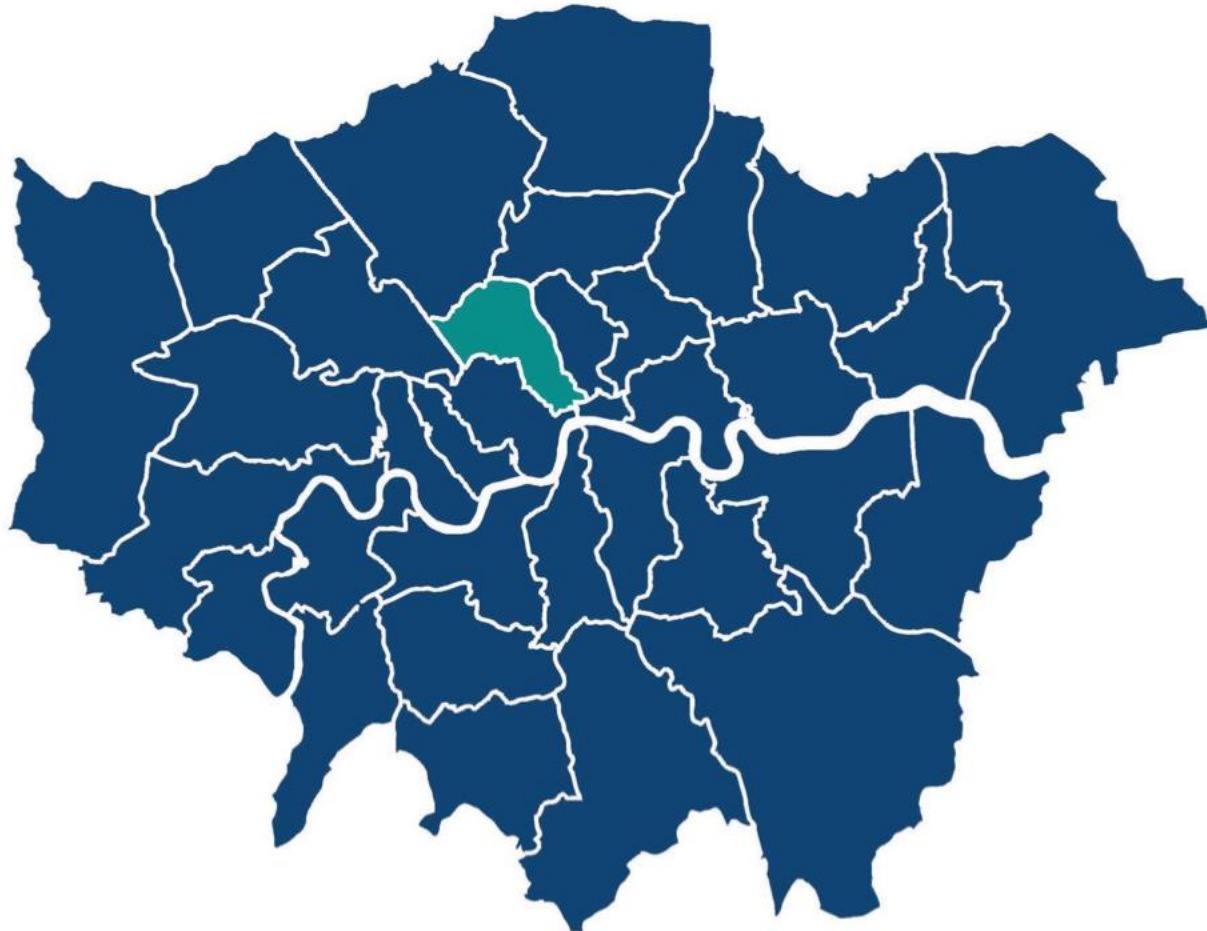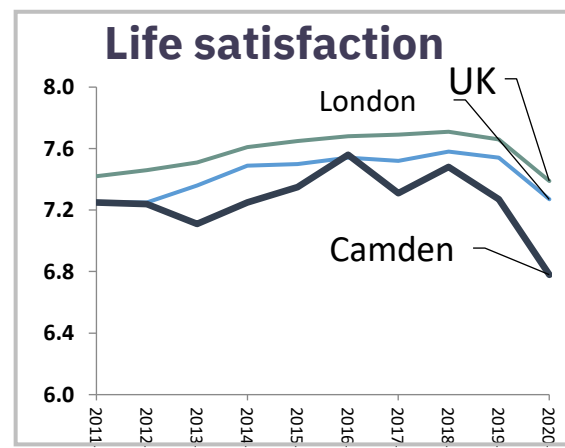
274,800
Camden population

14.5%
Children aged 0-14

73.8%
People aged 15-64

11.8%
People aged 65+

Population density
9,647 people per km²

9th highest in England & Wales

32% of people live below the poverty line

5% unemployment

Life satisfaction

UK
London
Camden

8.0
7.6
7.2
6.8
6.4
6.0

2011 2012 2013 2014 2015 2016 2017 2018 2019 2020

White - British, 38%

Black, Asian, Other, 34%

Non-British White + Irish, 28%

We are building a **new reality from the bottom up**, we are using our power as leaders of place to convene the **resources in our community** and increasingly make connections across places to provide scale – I look forward to a **new era of municipal imagination** galvanized by love and community power

Cllr Georgia Gould, Leader of Camden Counci, 2022 Chamberlain Lecture

Why measure wellbeing / the good life?

The ultimate goal for public service is to improve people's lives.

But how do we know if we have made a positive impact, and whether we are affecting the things that are important to people? How do we identify societal progress? And how do we ensure that the community's voice is incorporated into this understanding?

A wellbeing measurement framework identifies the areas that are important for people to live a good life and offers a set of indicators to measure these consistently over time.
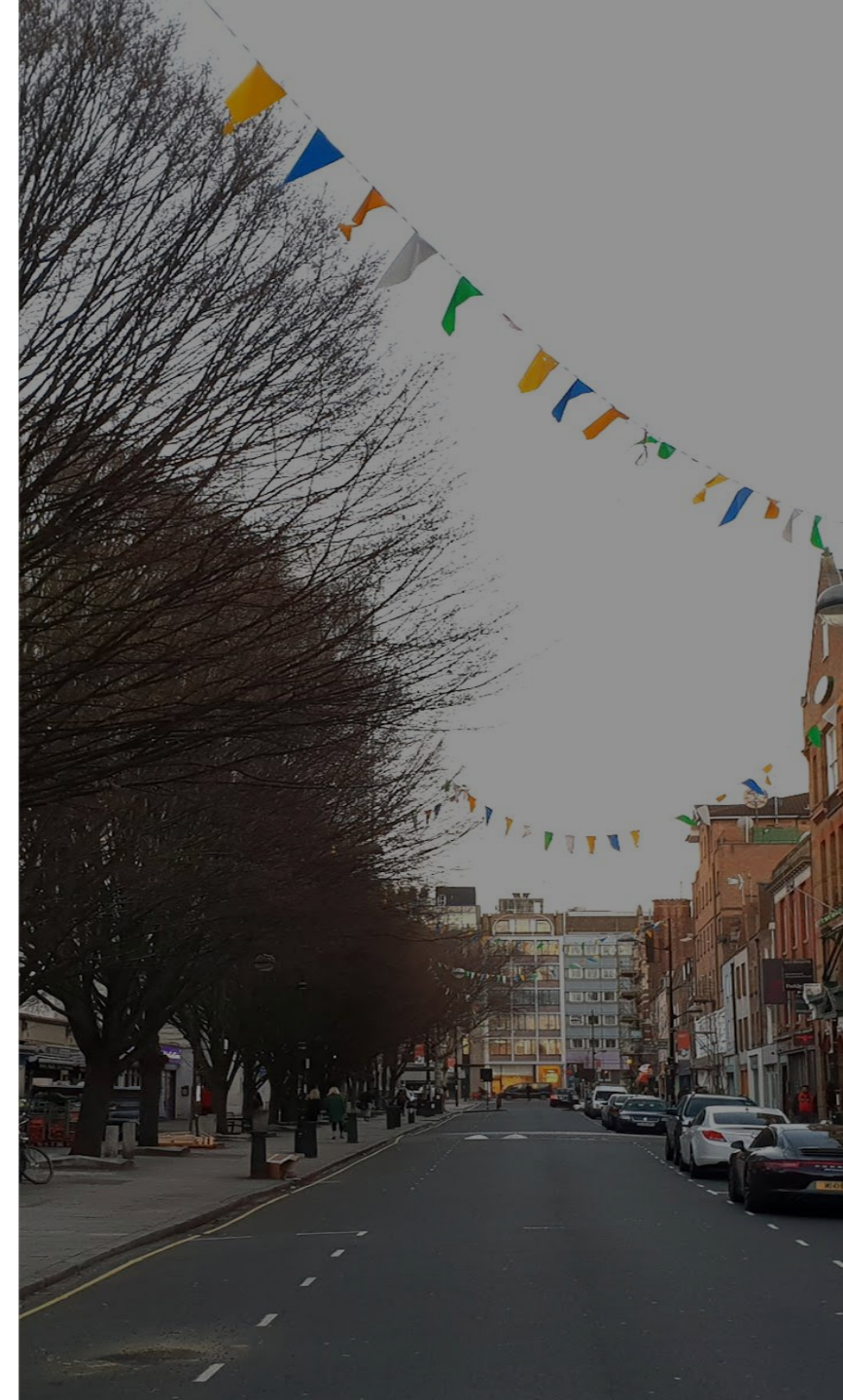
What would a co-created wellbeing measurement framework help us with?

Understanding the things that are important for people to live a good life

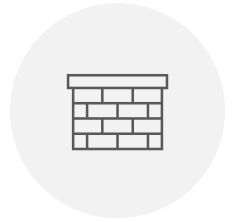Keeping track of how people are doing in Camden and who is being left behind

As a basis for conversation with partners and the community on our strategic goals

To communicate on a common sense of direction and shared purpose

As part of engagement with citizens on participatory decision making

Silo-breaking multi dimensional approach

Good Life Camden

Aim: to develop and integrate a measurement framework which measures the current and future wellbeing of people in Camden.

It will draw on:

– Learning from people in Camden about what is important for them

– Existing literature and best practice on wellbeing measurement frameworks nationally and internationally.

– Good Life Euston project (IGP, Euston Partnership & Camden Council).

The Camden approach

- Co create with the community
- Test and refine
- Share early with partners
- Open-source data with the community and partners
- Prioritise indicators that:
    - reflect outcomes
    - consistently measured over time
    - Comparable to other places
    - can be disaggregated to measure inequalities
   - include subjective measures

Good Life Euston citizen scientists continued impact

The people who took part in the Good Life Euston project have continued to have an impact on the borough voicing their communities' concerns.

- Speaking to Camden's Renewal Commission
- Helping to shape Camden's Youth Mission and the subsequent Youth Summit
- Attending meetings of the Euston Partnership on the regeneration of their local area
- Speaking to the senior management team of a firm doing a local Development programme (Lendlease)
- Direct input into a planning document for the Euston Regeneration through the Residents' Advisory Group
- Initiated projects for the local communities which were then supported by the council (food co-op, community bookshelves)
- Inspired action and made connections with Council officers.

Shaping our understanding of wellbeing through community voice with a citizen-led approach

- Citizen led approach, building on our experiences of Good Life Euston

- Hear from people in the borough about the things that are important for their life to incorporate into the Good Life framework

- Develop a shared understanding of what a wellbeing measurement framework is

- Co-design the framework with residents and partners

- Socialise the Good Life Camden measurement framework

- Get buy-in from residents, partners and other interested people in the borough for the Good Life Camden framework
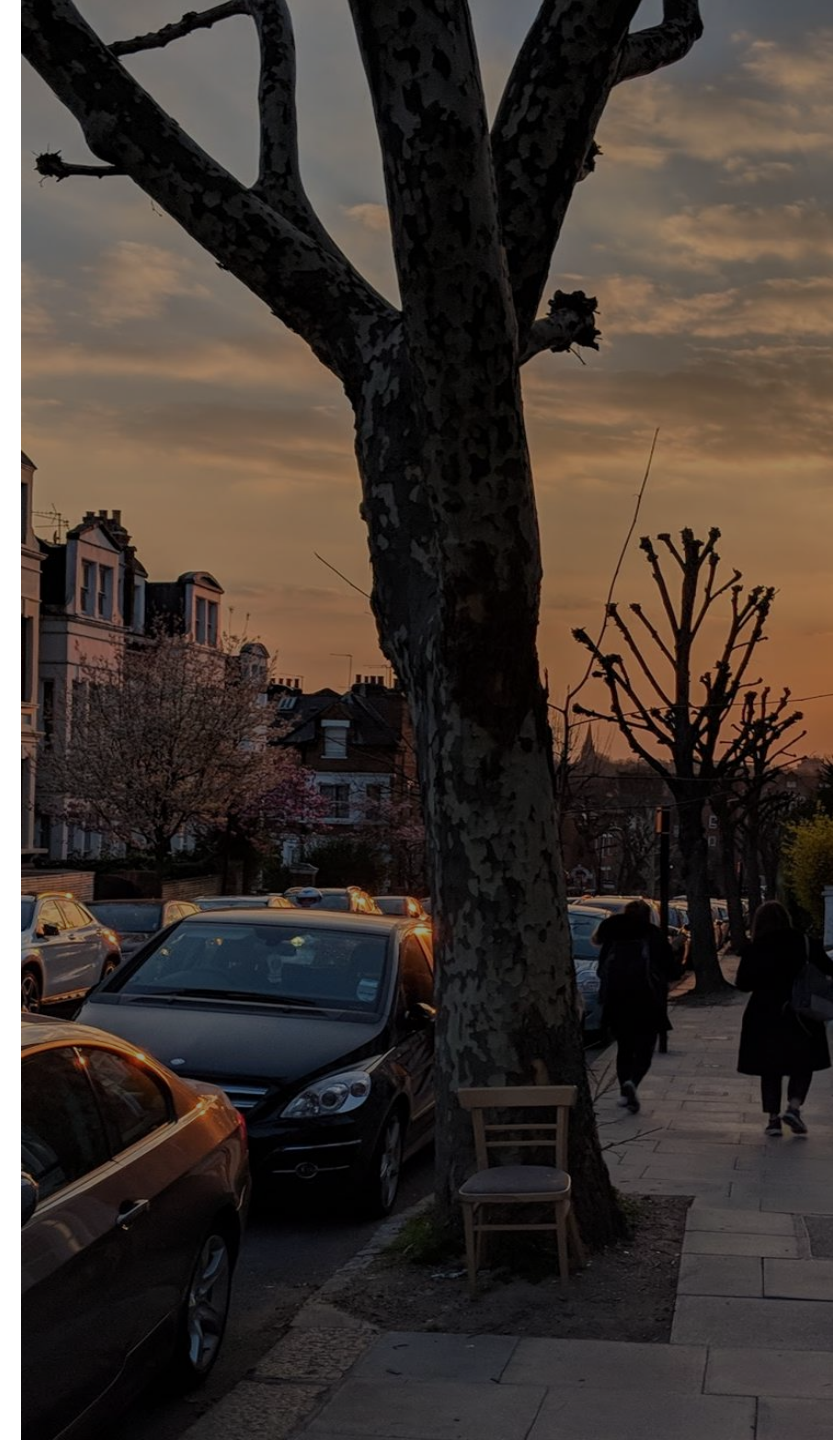
What do we want to learn from our community?

What is important for living a good life in Camden?	Which dimensions are prioities and for whom?	What should we call the framework?	How should the Good Life be measured?
What are the areas (dimensions) that are essential elements for living a good life in Camden? What matters to you?	Which of the things that are part of what makes for a good life is most important to you?	What title will capture the essence of the measurement framework and resonate with the community? How can we reflect the multicultural context of Camden?	What indicators reflect the things that are important for a good life? What data is missing?

Four part plan for engagement and co-creation

1

Learning from past work on measuring wellbeing in Camden and elsewhere

2

Distributed dialogue and stakeholder engagement

3

Boroughwide events designed to maximise participation in the development of the framework

14

Co-design and development of the Wellbeing Framework with engaged residents and partners

1 Learning from past work on wellbeing

In Camden

Listening to what we have previously heard from our communities

Beyond Camden

What is the experience of other place-based wellbeing frameworks developed?

2 Distributed Dialogue

- Starting to socialise the concepts with the community

- Tapping into the programme of summer events

- Using the opportunity to get feedback from as many citizens as we can around the 4 key questions

- Engaging with councillors and partner organisations

- Helping to shape the engagement phase

3 Participatory events

Good life Camden festival

Event to convene communities and partners around exploring the concept of wellbeing and living a good life.

Citizen scientists will tell the story of Good Life Euston and how it has made an impact on them and on policy work.

Good Life Camden Datathon

Inviting Camden 'techies' to engage with the available wellbeing data and help think about what measures to use, how to visualise the data and how alternative data sources can be used to fill data gaps.
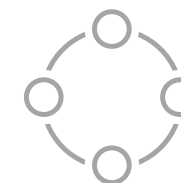
Good Life Camden Roundtable

Roundtable for measurement practitioners, academics and local partners and institutions to helps shape the emerging framework and to learn from others.

4 Co-designing and developing the framework

We will invite a smaller group of citizens and partners to develop the wellbeing framework alongside the Council.

Iterative, populate framework test prototype and dataset	Workshop format, involving residents and technical experts from LBC, academia and Public Health	Opportunity to continue to work with this group in following years to champion and monitor impact.

Implementing the framework: State of the Borough - report and convening event

The State of the Borough is a new report that is embedded in the Borough Strategy (We Make Camden) as an accountability mechanism, convening the Council, local institutions and the community around a shared understanding of how life is for people in Camden, based on data and lived experience.

It will be published annually, and will draw on the emerging Good Life Camden wellbeing framework to reflect how people in Camden experience life and identify where people are being left behind.

Partners will be invited to contribute data and stories to the report, and it will include lived experience of people in the borough.

The report will be presented at a convening event, in which the community and partners will be invited to reflect and share, and think together about actions and joint efforts.

Next steps: integrating the framework into policy use
Considering different applications

Budget and finance

Using the framework to assess budget proposals

Impact measurement of financial tools (Community Wealth Fund, Green Bonds)

Procurement

Setting Social Value impact assessments based on the framework

Decision making processes

Wellbeing Impact Assessment for cabinet decisions

Staff training

Learning and development programme for using the framework to evaluate and assess work

End

Camden