Good Life Camden

Income and Affordability

Housing

Empowerment Citizenship

Life-long Learning

Environment

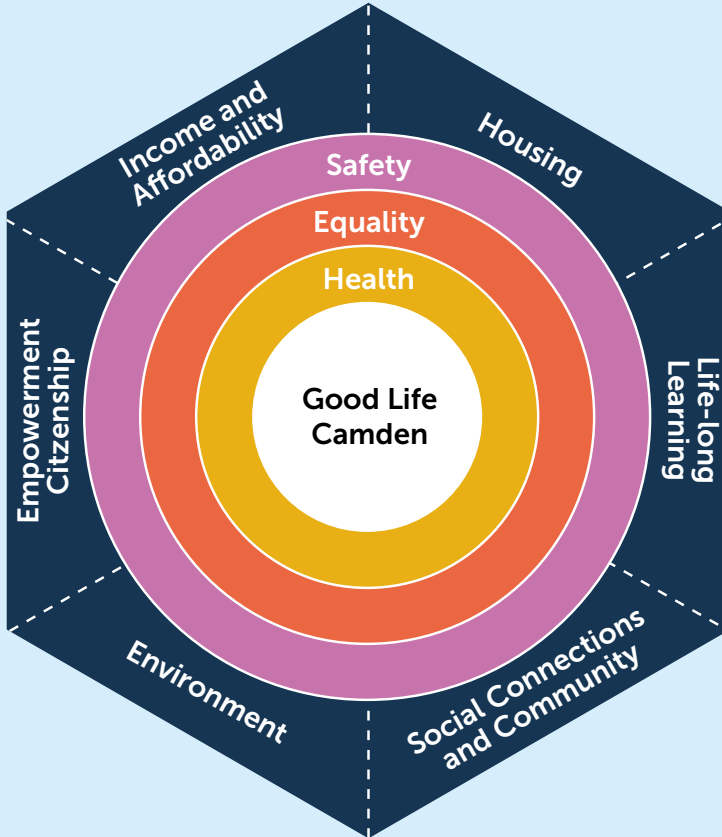Social Connections and Community

Safety

Equality

Health

Good Life Camden

A framework for understanding people's wellbeing in Camden and how it has been used

What is Good Life Camden?

We want to support everyone in Camden to live a good life. That's why we set out to understand what is important for people living and working in Camden today, what is central to their wellbeing and to living a good life.

In 2022, we worked with Camden residents to co-create the Good Life Camden framework - a tool to shape our work based on what matters most to people in Camden, so that we can support everyone to live better lives.

The framework breaks down the concept of living a good life into the themes residents told us are most important to them. This is helping us to focus our work on those central themes to ensure our work is making a greater impact, and to measure the progress we're making in each theme.

Data on Good Life Camden outcomes will form a part of how we understand the State of the Borough and how specific missions and challenges are having an impact on people's lives. The framework will also identify the important areas where we are missing data, so we can look for alternative sources.
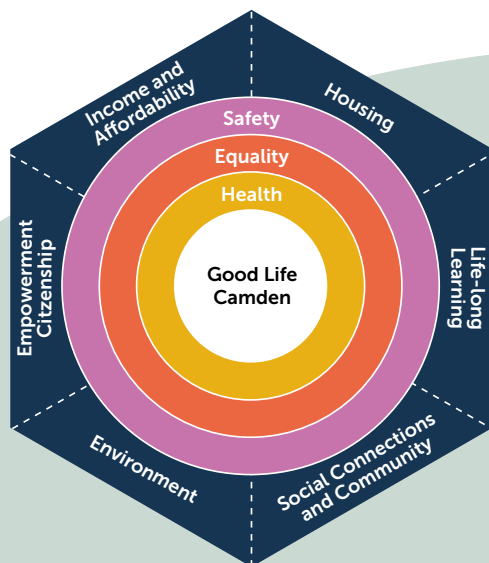
How was the framework developed?

To help us understand how life is for people in Camden and what makes a good life, we co-produced the framework with residents, staff and the wider community. Over 9 months we worked collaboratively to discuss what 'living a good life' in Camden means to them and how we might measure that.

We held a **What Matters Fair, a Good Life Camden Data Expedition and several resident and Council Officer workshops**. Bringing together what we learnt from these engagements and current wellbeing framework best practice we co-produced **Good Life Camden**.

We're continuing to bring together residents and communities as we use the framework to help us iterate and adapt it. Including in our annual We Make Camden Summit.

460 conversations to understand what makes a Good Life

15 residents explored the data to bring the framework to life

20 residents co-designed the framework with the Council through multiple workshops

How is the framework structured?

Based on what communities and residents told us we have structured the framework into **nine themes**. These themes are the areas that people felt were the **most essential for living a good life**. Of these 9, there are 3 **core themes**, which residents told us **cut across all other themes**.

Core themes:

Safety - Personal and collective safety, being free from harm and feeling safe outside and at home.

Equality - Feeling included and represented, and not being discriminated against.

Health - How our body and mind function contributes to living a good life, including physical and mental health.

Domain themes:

Housing - Having a home that provides good quality shelter, privacy, and safety.

Income and affordability - Having sufficient financial means to live a good life, including income and savings, and good quality jobs.

Life-long learning - Acquiring knowledge and skills, including formal and informal education for all ages, as well as digital literacy and access .

Social connections & community - Having good relationships with others, a sense of belonging and community, as well as not feeling lonely.

Environment - Having clean and green surroundings, including parks, roads, and nature. Being free from harmful pollution, such as in the air, water and soil, and reducing our own impact on pollution.

The framework is **underpinned by a set of signals and measures** which improves our understanding of what matters to residents and help us to measure this consistently over time.

Signals are the change we expect to see if we are improving on a theme.

Measures are the way we measure change using data.

Some examples of themes, signals and measures:

Health	People live long and healthy lives	Healthy life expectancy
Equality	Inequalities in earnings are small	Gaps in earnings
Safety	Everyone in Camden feels safe	Perception of safety - do you feel safe?

The data which is available for the framework measures is also brought together in the annual State of Borough report - giving us a snapshot of how we're doing against each of the 9 themes and where we still lack data.

How we've been using the framework:

We have been testing the framework over the past year with Council services and partner organisations in Camden – it's been helping us to:

To keep track of progress on the We Make Camden Missions: We are using the framework to help us think about the outcomes we are hoping to achieve through our missions, to make sure they are relevant to what people are telling us they need to live a good life.

For example:

The Council and partners working directly towards the Missions are using the framework to gauge the potential impact of ideas and interventions.

Monitor and evaluate impact: Improving how we measure the impact of our work on people's lives.

For example:

British Land used the framework to develop how they measure their social impact and aligned local priorities with business priorities. Good Life Camden allowed them to create a flexible and collaborative framework which gives them the insights they needed to create long-lasting and positive social impact in the redevelopment of the Euston Tower.

Seting objectives: to help us think about what we are working towards and the impact on people's lives.

For example:

The framework was used in developing the Council's new Adult Early Help model. It focuses on the theme of equality to make sure everyone can access the services they need and move towards leading a good life in Camden.

Collect data and insight: Guiding what information we should be collecting to better understand people's lives.

For example:

The framework will shape the data we collect for the State of the Borough report, to give an accurate and meaningful picture of how life is for people in Camden each year.

What people are saying about the benefits of using Good Life Camden

"It was really helpful in framing a conversation with residents and focus on what is important to them"

"It helped us to develop our new approach to Social Value in procurement outcomes"

"It helped us to shape the Youth Safety framework in the wider context of 'We Make Camden' and link to the borough priorities"

"It is easy to use"

"It helped the teams to think about better outcomes for residents and take a more active role in reducing inequality"

"If everyone uses the framework it will help to create a more human centred approach based on resident needs."

How we can help you use the framework

The Good Life Camden team are supporting teams across the council as well as other organisations to use the framework, and are keen to work with you too.

We could help you to:

Develop a light evaluation methodology e.g. questionnaire, survey, focus group, that could benefit from **Good Life Camden** framing.

Think about how you could describe your work for funding bids using **Good Life Camden** data.

Understand how **Good Life Camden** could be used to narrate the impact of your work on residents' lives e.g. to a board of directors, governors or stakeholders.

Help you identify indicators and data sources from the **Good Life Camden** framework that are relevant to your work.

Get in touch at **GoodLifeCamden@camden.gov.uk** to discuss how your organisation can use the framework in your decision making, prioritising work and measuring its impact.

CASE STUDY

Localising British Land's social impact framework in the redevelopment of Euston Tower

In 2023 British Land, the property company that owns and manages Regent's Place, looked to redesign Euston Tower, with the aim to create a world leading science, technology and innovation building and public realm. The starting point was an engagement programme that enabled local expertise to collectively shape a vision that inspires, connects and creates opportunities for the local community and to identify how Euston Tower can connect local residents to opportunities in the wider Knowledge Quarter and support the council's Science, Technology, Engineering, Arts and Maths (STEAM) vision to create more pathways for young people to succeed in STEAM careers. The Good Life Camden framework was used to align local priorities and aspirations.

Context

British Land worked with Camden Council to develop a bespoke social impact measurement framework to assess how the redevelopment of Euston Tower delivers against Camden's priorities. The approach was to put social impact at the heart of the project from the start, to deliver short-term equitable opportunities that empowered local people to play a key role in shaping the design and programming of public spaces inside and outside the building. Aligning British Land's social impact measurement framework with the Good Life Camden themes and measures enables British Land to measure how the project can best make a positive long-term impact for Camden.

Using the framework

British Land has a social impact measurement framework that is used to assess the impact of their initiatives. They aligned it with the Good Life Camden Framework to assess how the Euston Tower redevelopment delivers against local priorities and aspirations, now and in the future.

Three workshops held during the Summer of 2023 to agree which of the Good Life Camden priorities are most relevant to Euston Tower, and to identify which metrics that British Land already collects data on. This enabled British Land and the council to create a bespoke framework to measure how the project delivers on Camden's priorities, while using the company's existing impact measurement system and avoiding the need to duplicate resources.

What was the benefit?

Measurement against the Good Life Camden framework enables both British Land and Camden Council to understand how this long-term development project is supporting local priorities, with decision-making and resources aligned to where they have the greatest positive impact.

Reflections from the team

"By incorporating the Good Life Camden Framework into how we measure our social impact as a business, we have aligned local priorities with business priorities, creating a flexible and collaborative framework that gives us the insights we need to adapt, change and gives us the right ingredients for Euston Tower to create a long-lasting positive social impact"

10

11

CASE STUDY

Helping Origin tenants identify what matters the most to them

The Origin Tenants Voices (OTV), a group of tenants living in Origin Housing Association properties in Somers Town, used Good Life Camden to help them think about what is important to their lives as tenants.

Context

OTV were working with Vidal Montgomery from Camden Federation of Private Tenants and were looking at the framework through the lens of a Housing Association tenant.

The group had already done some early thinking about what is important to them in their lives as Origin Tenants and had drafted their own themes and ranked them according to their importance. The top three themes they identified are:

- Cross-cultural synergy and participation (respectul interdependence, we work as one society).

- Integration of networked groups/resources with non-cultural community groups (we are part of the society).

- Networking and resource pooling interdependence and interdependence of culturally aligned groups (we chose to work together).

Using the framework

The Good Life Camden framework was then applied to some themed discussions. The discussion was initially focused on environment and air quality because this is a key issue for people living in the Euston Road area. OTV members then compared the themes in Good Life Camden signals and measures with their hierarchical framework using a 'colours of the rainbow' (ROYGBIV) scale.

What was the benefit?

The Good Life Camden framework presented an opportunity for the tenants to consider a more general framework that had been developed by Camden residents at the same time as theirs. It enabled OTV to think about other themes which might be important for them to live a good life which they had not previously considered. They used a traffic light system to compare.

Reflections from the team

"The conversation started with air quality, but the framework helped us to think about other themes which are related and broaden the discussion to consider other things which are also important to live a good life."

CASE STUDY
A tool to help shape the Holborn Vision

Camden Council's transport strategy and design & place teams joined together to use Good Life Camden to help understand what's important to local people, and think more about how we can make Holborn a better place to live, work and visit.

Context

The teams were keen to explore how the Good Life Camden framework could support their efforts to put resident wellbeing at their heart of their decision making.

How we used the framework

We explored several ways to use the framework including how might the framework help shape the new Holborn Vision?

We mapped the new vision against the framework and identified a number of themes that are relevant including equality, safety, environment and social connections & community.

These themes are at the core of the new Holborn Vision which sees how the built environment that is designed and managed directly affects how people live their lives. The ambition is to enable people to do what they want to do and live full lives where everyone feels safe and has a sense of belonging. It is also a real opportunity to tackle injustice and inequality, creating safe, strong and open spaces and places where everyone can contribute.

The Good Life Camden framework was used to help us understand what matters to local people and make the public realm work for them too. We are continuing to use the framework in our ongoing resident surveys and formal consultations. The insight we get from these will contribute to the future decisions being made on schemes.

What was the benefit?

The framework helped the teams to develop better outcomes for residents and take a more active role in reducing inequality.

Reflections from the team

"The framework has allowed us to reflect and consider what good resident outcomes might look like and through thinking about these during the consultation and how we can build communities which gives everyone an equal opportunity to thrive"

CASE STUDY
Helping us monitor and evaluate progress on our We Make Camden Missions

The teams working on Camden's Missions, a set of 4 cross-borough ambitions to improve life in Camden, are using the framework to help structure the monitoring and evaluation of each mission.

Context

The framework can help us to explore data that tell us about how life is for people in Camden. By mapping We Make Camden mission outcomes to the Good Life Camden measures it will help us to understand the current situation and keep track of our impact.

How we used the framework

We used the Good Life Camden framework as a starting point for setting measurable outcomes for the missions. We started by mapping the mission to the Good Life Camden themes and identifying those which are most relevant to the achievement of the mission or affect the mission.

As an example, in our Food Mission we started with the high level outcome defined in the mission: 'by 2030 everyone eats well every day with nutritious, affordable, sustainable food'. We used the framework to help us connect the mission outcome to the Good Life Camden themes of health, income and affordability and equality.

For example, one of the signals in the equality theme is that health outcomes are good for everyone. When considered in the context of the food mission, we focused on several outcome measures, such as:

1. Obesity by age, ethnicity, gender, socio-economic status
2. Food insecurity by age, ethnicity, gender, socio-economic status

After identifying relevant measures, we looked to collect the data. We found that at the local borough level, we had no data on food insecurity. Data on obesity existed but not at the level of detail we needed to do any meaningful analysis. Data collection was then prioritised to the delivery of the missions.

What was the benefit?

This approach supports everyone to work more strategically towards the missions in a data led approach. The framework enables them to measure the impact of their work against a wellbeing framework based on measures residents have told us are important to them to live a good life. It helped us identify relevant data and importantly where we have gaps in our data.

Reflections from the team

"Using the framework helped us understand where we have knowledge gaps,and focus our data collection. It also helped us to think about our impact is through these missions, and how we might track that."

CASE STUDY

Helping services to have a better understanding of how their work contributes to residents feeling of satisfaction in their local area.

Several Council teams are using Good Life Camden indicators to collect data. This helps with assessing the impact and experience of people's lives in service specific areas.

Context

By identifying the things which are important for people, and how we can measure these, we can use Good Life Camden as a baseline to help us think about how we monitor and evaluate impact. Using Good Life Camden alongside measures relating to relevant inputs and activities can help us to understand how our work might affect people's lives.

How we used the framework

To learn more about people's experiences in the borough across Good Life Camden themes we have developed a question bank. We have tested out some questions in a recent survey about our recycling/rubbish collection and street cleansing services so that it included questions relating to people's satisfaction with their local area and feelings of safety during the day and at night.

Using these questions helped us to understand the connections between how people felt about the cleanliness in their area or recycling and rubbish services, to how they felt more generally in the neighbourhood and their perceptions of safety. It has already broadened our understanding of people's experiences across different demographics for example, age, race, income and gender.

What was the benefit?

The benefit of using the framework in this way was that it enriched the data that was available, helping us evaluate the impact of services, and can add context to people's experience. Over time it will help us to build a picture of people's experience in Camden through the Good Life Camden lens.

Reflections from the team

"Integrating the Good Life Camden framework within our resident survey on Camden's recycling, rubbish collection and street cleansing services enabled us to gain valuable insight into how the performance of our services can contribute to residents feeling of satisfaction with their local area. We were able to identify what was most important to residents for the future Service, which fed into the decision making process for renewing the Environment Services contract for 2025 and significant investment in street cleansing services."

CASE STUDY
Using Good Life Camden as a tool to help Council teams and our partners define good resident outcomes.

Several Council teams and Camden Carers are using Good Life Camden as a tool to design new outcome measurement frameworks which will measure the impact their work is having on people's lives.

Context

The teams asked for some support in aligning the frameworks to the Good Life Camden framework in order to see whether they are covering the relevant themes, whether there is anything missing and how they can link up to wider work.

How we used the framework

Some feedback we have received is that there are already several frameworks' people are expected to use, whether policy specific or regulatory requirements, so when is Good Life Camden relevant and should it replace existing frameworks?

Our suggested approach is don't tie yourselves in knots trying to make everything fit. Have an initial set of outcomes which makes sense in the context of what you are trying to understand and the insight from your research you have carried out. Once you have this make connections to Good Life Camden – is there a measure you can adopt which broadens your approach and helps understand impact?

For example, our Adult Early Help project team underpinned their new offer around the theme of equality and for everyone to have access to the services they need. The Youth Safety Project Managers aligned their outcomes to the framework including '*reduction in violence involving Camden's young people*', and '*young people feel safe in Camden*'.

What was the benefit?

Using the framework helped us to look at our outcomes in more detail and streamline them from 28 to 16 which enables us to have a greater focus on each outcome.

The framework helped us to shape the Youth Safety outcomes in the wider strategic context of 'We Make Camden' and to link them with the borough's priorities.

Reflections from the team

"By collaborating with each other we reduced duplication and shared best practice, it also helps to address the gaps in our data".

"We found it challenging to align all of outcomes with Good Life Camden. We now realise this is ok and some might only relate to the work we are doing in Youth Safety, and others will align with the framework."

FAQs

How does the framework fit into other work happening across the Council?

As part of our borough vision of We Make Camden, we want to understand how people in Camden are doing and what is important for them to live a good life.

It helps to set the context for strategic Council work – identify the current situation, trends and needs.

We are able to develop a shared understanding of wellbeing data across the council.

It is helping us to create a common language to align work across the Council for example ,our missions and ambitions, social value, measuring inequalities, business and budget planning and our medium term financial strategy.

It is helpful to develop a theory of change, contributing to the insights and accountability framework.

It helps us to engage with partners and the community because we are all working towards similar outcomes.

Not every theme relates to the work I am doing, is this a problem?

No, not every theme will be relevant to the work you doing so please don't tie yourselves in knots trying to make everything fit. If for example, you are developing an outcomes framework do this initially in the context of the people you are supporting and then make connections to the framework, is there a theme/measure you can use? You will probably find that only some make a connection to the framework and where this does happen you can say that this will have in impact on wellbeing in line with the framework because they directly relate.

Does this framework replace any of the existing frameworks we already use?

No. This framework was co-produced with residents, staff and the wider community and reflects what people are telling us they need to live a good life. We are encouraging as many people as possible to use the framework so that residents needs are being prioritised and met. You might be using other frameworks and we recommend that you at least reference your outcomes/priorities against the Good Life Camden framework to ensure your work is aligned with what people have told us they need to live a good life.

What are the advantages of everyone using the framework?

There are several advantages which include:

- Creating a common language and providing a more joined approach for residents.

- Outcomes will be based and measured against things we have been told by residents are essential for them to live a good life.

- Work priorities and budget decisions can be based on lived experience.

- To reflect on our progress in working towards the We Make Camden Missions.

FAQs

How will you fill data gaps in Good Life Camden?

To give us a better understanding into the lives of our residents and fill our data gaps we are developing and testing a bank of questions for teams to use when conducting consultations and surveys.

Our aim is for relevant questions to be asked so we can build a picture of what life is like for people in Camden and help us to target our resources where they are needed the most. The questions have been taken from other sources where possible, such as ONS surveys, so we can benchmark our data at a local and national level.

If you would like to discuss how you can use the question bank, please contact The Good Life Camden team at **GoodLifeCamden@camden.gov.uk**

How will you measure the success of Good Life Camden?

We will be collecting and analysing wellbeing data to see if and how life is improving for people in Camden. We will work very closely with internal and external partners to make them aware of data trends and where they are having the most/least impact. The success of the framework will evolve over time, and we want to be responsive to continue to listen to the needs of our residents and make changes to the framework based on their needs.

What support is in place for people to understand and use the framework?

There are several tools available for you on our website which will help you to understand and use the framework. They can be accessed via the Good Life Camden homepage.

If you have any more questions or would like to discuss how you might use the framework and support, we can give, please get in touch at **GoodLifeCamden@camden.gov.uk**

You can also read our State of the Borough Report: **wemakecamden.org.uk/state-of-the-borough-report**

Read more and get in touch

Thank you for taking the time to read more about Good Life Camden.

A more detailed version of this booklet including more case studies describing how the framework is being used and what support is available, can be found here:

If you have any more questions or would like to discuss how you might use the framework and support we can give, please get in touch **GoodLifeCamden@camden.gov.uk**.

Read the **State of the Borough 2024 report** which includes data for the Good Life Camden measures here: