

GOOD LIFE EUSTON PROJECT

CO-PRODUCING A ‘GOOD LIFE MODEL’ AND INDEX FOR EUSTON BASED ON CITIZEN-LED RESEARCH:

DOCUMENT DRAFT VERSION 4 - NOVEMBER 4, 2021

This document describes the ‘Good Life Euston Model’ co-produced by citizen social scientists working on the [Good Life Euston Project](#) and researchers at the Institute for Global Prosperity (IGP) at UCL.

The Good Life Euston Project is exploring what shared and inclusive prosperity means for residents and local communities most affected by regeneration projects in Euston area. The project is working directly with residents to understand local experiences of regeneration and aspirations for prosperity, and to bring these new forms of evidence into regeneration planning. The aim is to drive more inclusive and effective decision-making about regeneration and develop new ways of measuring wellbeing, prosperity and regeneration impacts in Euston. Good Life Euston is a collaboration between Camden Council, IGP, Lendlease, Camden Giving and citizen social scientists living in Somers Town and Regent’s Park Estate.

The ‘Good Life Euston Model’ represents the individual aspirations, collective experiences, local conditions, services and spaces, and systemic factors that shape opportunities for residents in Euston to flourish and live good lives. The Model is based on extensive qualitative research - undertaken by two teams of citizen social scientists from Somers Town and Regent’s Park Estate in 2020/2021 – exploring what a good life means to local residents, what supports, and what prevents people from flourishing and living well.

The purpose of the Good Life Euston Project is to bring citizens’ experiences and voices into regeneration planning by creating new forms of evidence and knowledge to inform policy, investments, and interventions made by Camden Council, Lendlease and other major stakeholders involved in regeneration delivery. The ‘Good Life Euston Model’ is an important tool in the process of developing a shared evidence base to inform regeneration planning; it represents the lived experiences and priorities of local residents and in this sense provides an alternative starting point for understanding ‘success’, ‘social value’ and ‘regeneration impact’ measures.

IGP is working with teams across Camden Council, Lendlease, UCL, and regeneration stakeholder partnerships, to translate the ‘Good Life Euston Model’ into metrics that will be used to construct a Good Life Index - reporting on the impacts and outcomes of regeneration in Euston, and inform the development of Borough-wide wellbeing measures for Camden.

This document:

- explains the principles of IGP’s citizen-led prosperity research and how the methodology has been applied in the Good Life Euston Project;
- describes the process of data collection, analysis and ‘Good Life Euston Model’ design undertaken by IGP and the citizen social scientists;
- presents the third iteration of the ‘Good Life Euston Model’, which has been co-produced and validated with the citizen social scientists, and provides detailed descriptions of the ‘domains’ and ‘subdomains’ in the Model.

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1. Understanding prosperity in context – principles of IGP’s Prosperity Index methodology

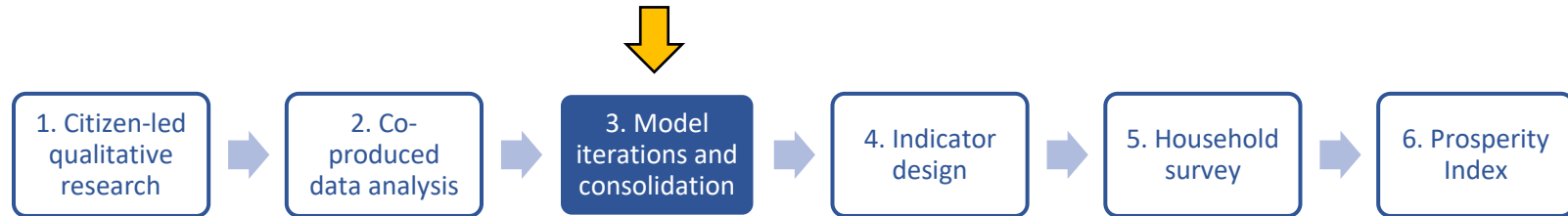
IGP’s Prosperity Index is a methodology for understanding and measuring prosperity in context. It has been developed and tested by IGP in [east London](#) and cities in [Lebanon](#), [Kenya and Tanzania](#). IGP’s work starts from the perspective that transformational action on prosperity requires new forms of knowledge that acknowledge prosperity is about more than wealth and income and a good life can be lived in many ways. Understanding this diversity is critical if we are to develop policies and strategies for enhancing prosperity that resonate with local conditions and experience. The Prosperity Index is based on principles of knowledge co-production with and for communities to develop new forms of policy-relevant evidence.

Table 1. IGP Prosperity Index principles.

| Principle | Description |
|---|---|
| 1: Citizen and community-led partnerships for knowledge co-production and action | Citizens and community networks work with academic researchers and other local actors to explore ‘prosperity’ in context and co-produce knowledge for action on prosperity in ways that are inclusive, transparent and locally accountable. |
| 2: Knowledge based on an in-depth understanding of the lived experience of specific communities | Underpinned by in-depth qualitative investigation of culturally-specific meanings, values and practices of prosperity, and the intersections between individual and cultural aspirations for a prosperous life, individual practices in pursuit of a prosperous life and material, economic and political conditions that shape opportunities and obstacles to prosper. |
| 3: Action, policy and metrics built on local visions for prosperous and fulfilling lives | Co-produced knowledge places local experience and priorities at the centre of action—developing policies, programmes, interventions and metrics—recognising this may challenge normative concepts and definitions of prosperity. |

2. Understanding prosperity in context – applying this methodology in Euston

Figure 1. Good Life Euston Project: translating citizen-led research to ‘prosperity’ metrics



1. **Step 1: Citizen-led qualitative research (July 2020 – March 2021):** 22 citizen social scientists (11 young people and 11 adults) were trained by IGP researchers and carried out qualitative research in Somers Town and Regent’s Park Estate. The citizen social scientists participated in photo-elicitation interviews (PEI) and group discussions led by IGP researchers, and carried out their own walking ethnographies, interviews with residents, and mapping activities. The research examined what the good life means, what helps them and other residents practice the good life, and what prevents people in Euston from flourishing and living good lives.
2. **Step 2: Co-produced data analysis (March – April 2021):** Data was transcribed and coded by IGP and the citizen social scientists to identify headline themes that define the good life and what helps and hinders it. Once coded, IGP produced initial thematic analysis.
3. **Step 3: Model iterations and consolidation:**
 - a. **First round of co-production workshops (May 2021):** Citizen social scientists took part in a week of co-production workshops to review thematic data analysis, discuss the findings, and develop a first iteration of domains and sub-domains for the Good Life Euston Model. Citizen social scientists developed visual representations of the Good Life Euston Model and voted to select the one that best communicates local priorities ([see figure 2](#)).
 - b. **IGP cross-references V1 Good Life Euston Model with qualitative data (May – July 2021):** IGP cross-referenced the first draft of the Good Life Euston Model with the qualitative data and secondary data sources (e.g. Camden Ward Profiles). Detailed descriptions of Model domains and subdomains were written up, based on discussions at the May co-production workshops. A second iteration of Good Life Euston Model was generated ([see figure 3](#)).

- c. **Model feedback process (September – October 2021):** Citizen social scientists invited to validate the second iteration of the Model and the domain/sub-domain descriptions (via a second co-production workshop hosted in September and documents circulated to wider group of citizen social scientists for feedback). IGP compiled feedback on the Model and descriptions, which has been incorporated in the domain and sub-domain descriptions in this document (draft version 3) – see page 9 onwards.
 - d. **Inviting feedback from wider community - briefings and presentations (November 2021 onwards):** Camden Council is coordinating a programme of briefings, presentations and workshops to ‘socialise’ the Good Life Euston Model and invite feedback from wider network of residents and community groups. This work is planned for November 2021 onwards. The IGP team will consolidate feedback from this process and produce a final version of the Good Life Euston Model in early 2022.
4. **Indicator design (November – December 2021):** Initial mapping of indicators and development of a metric/question bank will begin in parallel with the community feedback process.
5. **Household survey (TBC – 2022):** A household survey based on the metric/question bank will collect baseline prosperity data for Euston. Sampling TBC and discussion underway about role of citizen social scientists in survey data collection.
6. **Euston Good Life Index (TBC – 2022):** IGP and Camden Council will use the household survey results, in combination with other secondary data sources, to construct a Good Life Euston Index.

3. Co-producing first iteration of the Good Life Euston Model (May 2021)

The two citizen social science teams (Young Euston Voices and Euston Voices) collected over 2,000 images during walking ethnographies in Somers Town and Regent's Park Estate. IGP researchers used the images as the starting point to interview citizen social scientists about the meaning of the good life, and the conditions that support or inhibit their changes to flourish. Citizen social scientists interviewed other residents and participated in group discussions. IGP researchers carried out 47 group discussions with the citizen social scientists and the citizen social scientists carried out a further 48 interviews with local residents. Data was transcribed and coded using NVivo. A high-level summary of the categories of codes is listed below (presented here alphabetically; in the workshops the coded data was order by frequency/priority of themes):

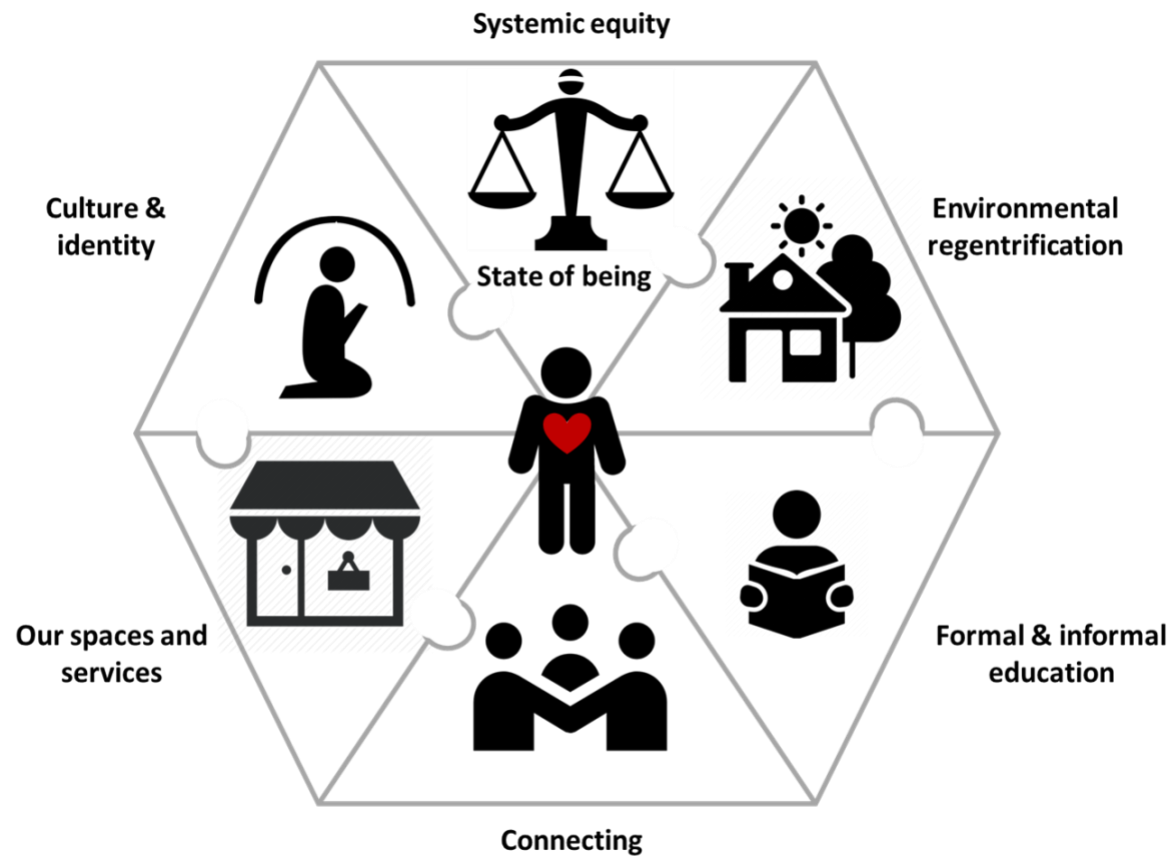
Table 2. Good Life Euston – summary of thematic codes from qualitative research.

| 2.1 What is a good life - definition & drivers | 2.2 What hinders a good life? |
|---|---|
| • Accessibility and Spaces | • Crimes & Safety |
| • Being | • Discrimination |
| • Capacity to Access Adequate Services | • Duality and Contrast |
| • Connecting, Seeking Support, Networking | • Environmental Pollution |
| • Developing and Evolving Spaces | • Housing Insecurity |
| • Equity in Services | • Inadequate Education |
| • Feeling | • Lack of Access (to services, opportunities, spaces) |
| • Honouring Individuality - Specific Population Needs | • Lack of Autonomy – Independence |
| • Leisure Activities | • Negative Feelings |
| • Local Value Creation | • Negative Relationships |
| • Memories | • Policies (that undermine prosperity) |
| • Multicultural Community - Diversity | • Poverty |
| • Personal Development | |
| • Policies (that support prosperity) | |

Nine citizen social scientists took part in a co-production workshop organised by IGP in May 2021. During a series of group exercises and structured discussions, the citizen social scientists worked with summaries of the thematically coded data to cluster and organise the data into domains and sub-domains, and to develop domain descriptions based on the qualitative research findings. These exercises resulted in a first iteration of the Good Life Euston Model – identifying ‘domains’ of prosperity including culture and identity, formal and informal education and systemic equity.

The citizen social scientists worked in teams to develop different ways of visualising the Model. Figure 2 was chosen by the group as the best way of visually representing a good life. The hexagon was selected because this shape is the strongest geometrical structure found in nature, and each of the six sides are equally important to achieve a positive **state of being**. Each of the sides is also a puzzle piece and they all need to fit together to achieve prosperity.

Figure 2. First iteration of the Good Life Euston Model (May 2021)



4. Validating second iteration of the Good Life Euston Model (September 2021)

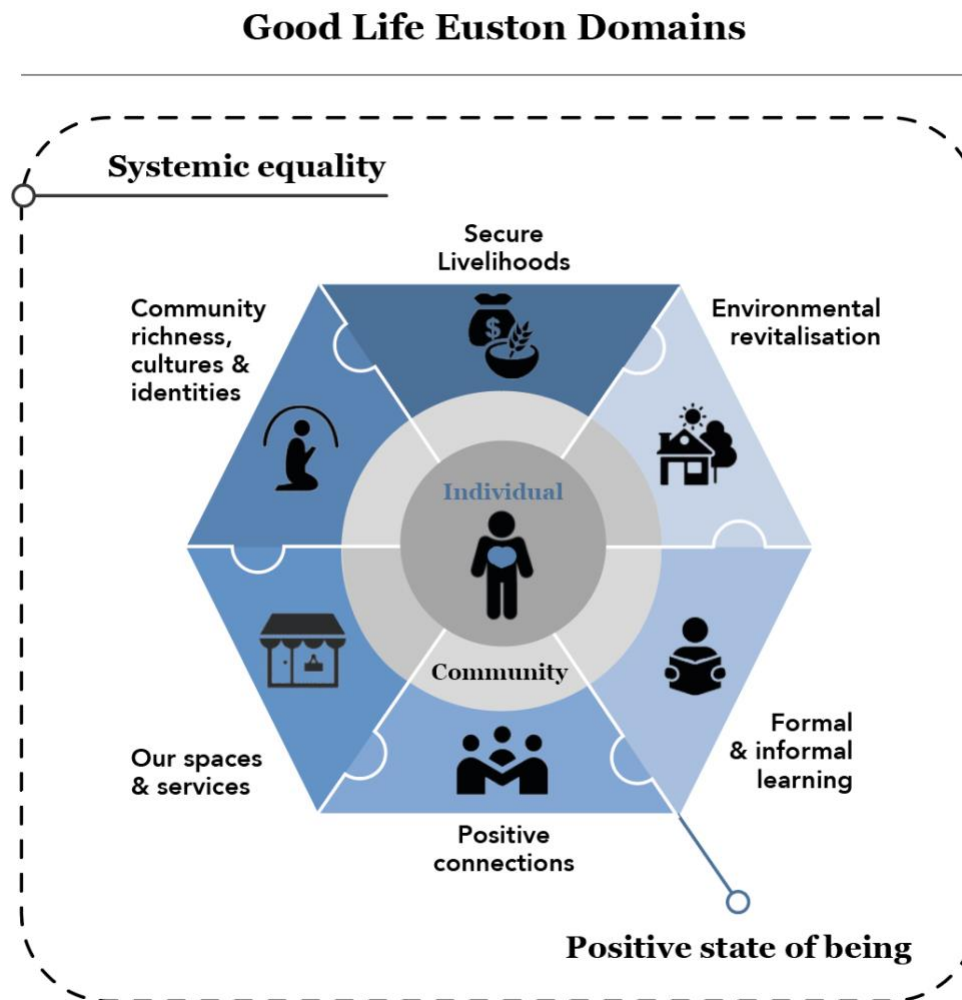
IGP researchers spent a month cross-checking the first iteration of the domain and sub-domain descriptions against the qualitative data to ensure all priority themes had been incorporated during the co-production workshop. The team reviewed secondary data sources (e.g. Camden Ward Profiles, Indices of Multiple Deprivation, Understanding Society) to triangulate the qualitative data.

Following these exercises, IGP wrote up detailed descriptions of the Model domains and subdomains, based on discussions with the citizen social scientist at the May co-production workshops. IGP researchers proposed a number of edits and refinements to the Good Life Euston Model to foreground some themes and priorities from the qualitative research that had not been fully developed during the initial co-production workshops:

- first, to recognise the importance of equity and fairness across all aspects of life, systemic equity is represented as a foundational domain that underpins and cuts across other domains of the Good Life Euston Model;
- second, the addition of secure livelihoods as a domain to reflect the importance of decent work, job opportunities, secure income and genuinely affordable housing;
- third, to clarify some of the domain descriptions and ensure that there were no overlaps between the different domains of the model.

A second iteration of the Good Life Euston Model incorporating these refinements was produced ([see figure 3](#)).

Figure 3. Second iteration of the Good Life Euston Model (September 2021)



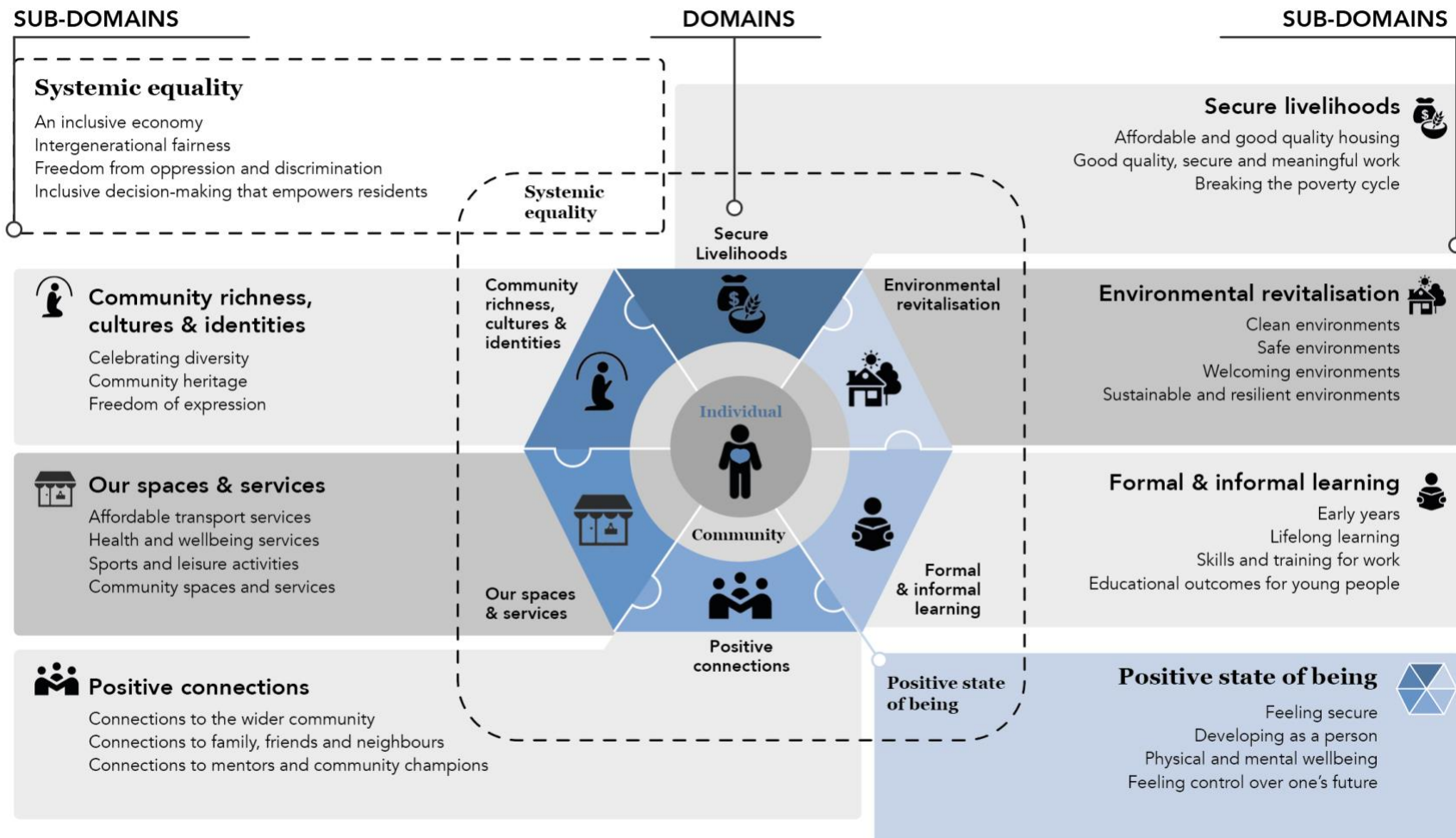
Citizen social scientists were invited to give feedback on the proposed refinements to the Model and domain/sub-domain descriptions (*via* a second co-production workshop hosted in September and documents circulated to wider group of citizen social scientists for feedback). A further round of feedback included small refinements to domain and sub-domain descriptions, but no changes to the Model presented in figure 3. This feedback has been incorporated to produce a Working Draft of the Good Life Euston Model (see figure 4).

5. Good Life Euston Model Working Draft – November 2021

The Working Draft of the Good Life Euston Model is shown in figure 4. Descriptions of the domains and sub-domain descriptions are on the following pages. Camden Council is co-ordinating a series of meetings with voluntary sector organisations and resident networks in Euston to invite feedback from a wider group of local stakeholders on the research and the Good Life Euston Model. This work will constitute a final round of validation before the Good Life Euston Model and metrics are finalised and baseline data collected in a household survey.

Figure 4. Working Draft (3rd iteration) of Good Life Euston Model (November 2021)

Good Life Euston Domains and Sub-domains



6. Good Life Euston Model - Descriptions of Domains and Sub-Domains

| DOMAIN 1 | SYSTEMIC EQUITY | | | |
|-------------------------------|---|--|--|--|
| DOMAIN DESCRIPTION | Systemic equity is about designing and implementing systems, policies and decision-making processes that support and empower all individuals and communities in Euston/Camden to flourish now and in the future. It includes fair access to opportunities and services according to needs; fairness in social and economic outcomes for people from diverse backgrounds and minority groups; and fairness in decision-making processes that have positive, major, and long-term consequences for current residents, businesses, community organisations, and subsequent generations, such as strategic regeneration programmes. Systemic equity is about recognising the different forms of social, cultural, environmental and economic values that are prioritised by local communities, ensuring that trade-offs between different forms of value are considered through transparent and participatory processes, and that all residents are living free from oppression and discrimination. | | | |
| SUB-DOMAINS | INCLUSIVE DECISION-MAKING THAT EMPOWERS RESIDENTS | AN INCLUSIVE ECONOMY | INTERGENERATIONAL FAIRNESS | FREEDOM FROM OPPRESSION AND DISCRIMINATION |
| SUB-DOMAIN DESCRIPTION | Inclusive planning, policies and decision-making processes that are fair, transparent and accountable. | An economy focused on fairness, social and economic inclusion, and expanding shared prosperity for all, especially for those facing the greatest barriers. An economy that recognises the different forms of social, cultural, environmental and economic value that are prioritised by local communities. | Fair access to opportunities and equity of outcomes for all residents now and in the future. | A place where people from diverse backgrounds and minority groups are free from oppression and discrimination. |

| DOMAIN 2 | SECURE LIVELIHOODS | | |
|-------------------------------|--|--|--|
| DOMAIN DESCRIPTION | Secure livelihoods for all residents, including communities across the Borough and people from diverse backgrounds. Livelihood security means fair access to critical key services, specifically affordable and decent quality housing, and for good and meaningful jobs that enable secure income, contributing towards breaking the poverty cycle. | | |
| SUB-DOMAINS | AFFORDABLE AND GOOD QUALITY HOUSING | GOOD QUALITY, SECURE AND MEANINGFUL WORK | BREAKING THE POVERTY CYCLE |
| SUB-DOMAIN DESCRIPTION | Access to good quality and secure housing that is genuinely affordable in local terms and is adequately maintained to enable safe, affordable and comfortable living conditions. | Access to good quality, secure, and meaningful work to achieve financial security. | Tackling poverty holistically to reduce in-work poverty, fuel poverty, food poverty, child poverty and poverty of opportunity. |

| DOMAIN 3 | ENVIRONMENTAL REVITALISATION | | | |
|-------------------------------|--|--|--|--|
| DOMAIN DESCRIPTION | Clean, safe, welcoming and sustainable environments that support individual health and wellbeing and collective flourishing. Places that are unpolluted and adequately maintained, are safe and used by the community worry-free, are welcoming and accessible for people from diverse backgrounds to enjoy, and are protected for the future. Sustainable and resilient environments that actively combat climate change and support bio-diversity. | | | |
| SUB-DOMAINS | CLEAN ENVIRONMENTS | SAFE ENVIRONMENTS | WELCOMING ENVIRONMENTS | SUSTAINABLE AND RESILIENT ENVIRONMENTS |
| SUB-DOMAIN DESCRIPTION | Environments that are clean, unpolluted, and adequately maintained by authorities and community members for the community to live in comfortably. | Environments that are safe and are designed to reduce crime. | Environments that are convivial, desirable, inclusive, and accessible for residents to enjoy and in which they feel they belong. | Sustainable and resilient environments, including housing, buildings, open spaces, transport and food systems that support health and wellbeing, climate resilience, and protect communities and natural habitats. |

| DOMAIN 4 | FORMAL AND INFORMAL LEARNING | | | |
|-------------------------------|---|---|---|--|
| DOMAIN DESCRIPTION | Fair access to high-quality opportunities for education, training and lifelong learning, from early years to mainstream education, skills and training for work, and informal learning for personal development. Improving learning outcomes and aspirations for people from diverse backgrounds and marginalised groups. | | | |
| SUB-DOMAINS | SUPPORT IN EARLY YEARS | IMPROVING EDUCATIONAL OUTCOMES FOR YOUNG PEOPLE | SKILLS AND TRAINING FOR WORK | LIFELONG LEARNING |
| SUB-DOMAIN DESCRIPTION | Fair access to high-quality and genuinely affordable early years support and preschool services for all residents. | Fair access to high-quality mainstream education that is flexible and adaptable to specific preferences and needs and raises educational outcomes for all young people. | Fair access to skills and training to improve access to good quality and secure employment. | Fair access to opportunities for lifelong learning and personal development outside the mainstream education system. |

| DOMAIN 5 | POSITIVE CONNECTIONS | | |
|-------------------------------|--|---|--|
| DOMAIN DESCRIPTION | Positive relationships with family, friends, neighbours, mentors, and the wider community that offer mutual support and enable further professional or personal development. | | |
| SUB-DOMAINS | CONNECTIONS TO FAMILY, FRIENDS AND NEIGHBOURS | CONNECTIONS TO MENTORS AND COMMUNITY CHAMPIONS | CONNECTIONS TO THE WIDER COMMUNITY |
| SUB-DOMAIN DESCRIPTION | Time to maintain strong and supportive connections to family members, friends, peers, and neighbours. | Relationships with individuals seen as mentors and community champions that support and inspire others. | Supportive relationships within the wider community. |

| DOMAIN | COMMUNITY RICHNESS, CULTURES, AND IDENTITIES | | |
|-------------------|---|---|--|
| | A place that celebrates community richness rooted in diverse cultures, identities, and heritage, and has systems and policies that recognise the value that community richness creates, and the way community members express themselves freely and support each other. | | |
| SUB DOMAIN | CELEBRATING DIVERSITY | COMMUNITY HERITAGE | FREEDOM OF EXPRESSION |
| | A multicultural and diverse community that brings together people of different ages, ethnicities, races, beliefs, traditions, sexual orientations and with different languages. | A community that allows its members to honour the memory of shared cultural heritage, individual memories, and local history. | A community that supports and celebrates individuals and communities to express their views freely and creatively. |

| DOMAIN | OUR SPACES AND SERVICES | | | |
|-------------------|--|--|--|--|
| | Spaces that are available, affordable, accessible, and comfortable for people to live and carry out their daily activities in. Fair and easy access to services that allow all individuals and communities to flourish by supporting mobility, good health and wellbeing, sports and leisure activities, and the practice of different customs and/or religions. | | | |
| SUB DOMAIN | AFFORDABLE TRANSPORT SERVICES | HEALTH AND WELLBEING SERVICES | SPORTS AND LEISURE ACTIVITIES | COMMUNITY SPACES AND SERVICES |
| | Affordable transport services that allow residents to easily connect to work, education, services, spaces and other people inside and outside the Borough. | Fair access to services that support physical health, mental health and wellbeing. Improved health and wellbeing outcomes for all residents. | Fair access to services and spaces that enable people to play sports and carry out hobbies and other leisure activities. | Spaces and services that support the community to come together and coexist and that attempt to serve all community members. |
| | | | | |

| DOMAIN | POSITIVE STATE OF BEING | | | |
|-----------------------|---|---|--|---|
| | Being healthy, feeling safe and secure, having agency, and having the ability to continue developing as a person. | | | |
| SUB DOMAIN | PHYSICAL AND MENTAL HEALTH | FEELING SECURE | FEELING CONTROL OVER ONE'S FUTURE | DEVELOPING AS A PERSON |
| | Being in good physical and mental health. | Being able to live in a place that generates a sense of security. | Being able to act independently and to freely choose the life one wishes to live, according to one's own values, interests, and purpose, and to feel hopeful about the future. | Being able to continuously evolve as a person and having external support to do so. |