

Insights Research and Evaluation Plan 21-22

Measuring what matters to communities

21/22 Insights Research and Evaluation

Strategy on 1 page

Priorities

Community need

Community opportunity

Outcomes

Community context and scale

Interventions

Co-produce recommendations / 'solutions'

Data informed service development

Sharing knowledge internally and externally

Themes

Inequalities

Social determinants / Marmot life course

People and Place

Families

The BbB model and comparators

Mid/post-pandemic trajectory

Principles

BBB centric

Driver and Structure to Innovation

Co-production

Inclusive and accessible

Quality

Knowledge share (back) to build knowledge, capability and capacity

External relevance

Methods and skills

Primary

Secondary

Participatory

Deliberative

Qualitative

Quantitative

1:1 interviews

Focus groups

Stakeholder workshops

Partnership

Analysis

Knowledge share

Resources

Skilled social and community researchers

CPD

Internal BBB colleagues

Funding

Knowledge Share Programme

Integration with service delivery and CRM

Strategic partners for funding, delivery and knowledge transfer.
Academic, community anchor, NHSE, other related services, funders etc.

Constraints

Limited Resources – income, team capacity, tech

External research clients

Community capacity to participate/ fatigue

External outcome measurement approaches

Processes and links to service design and development

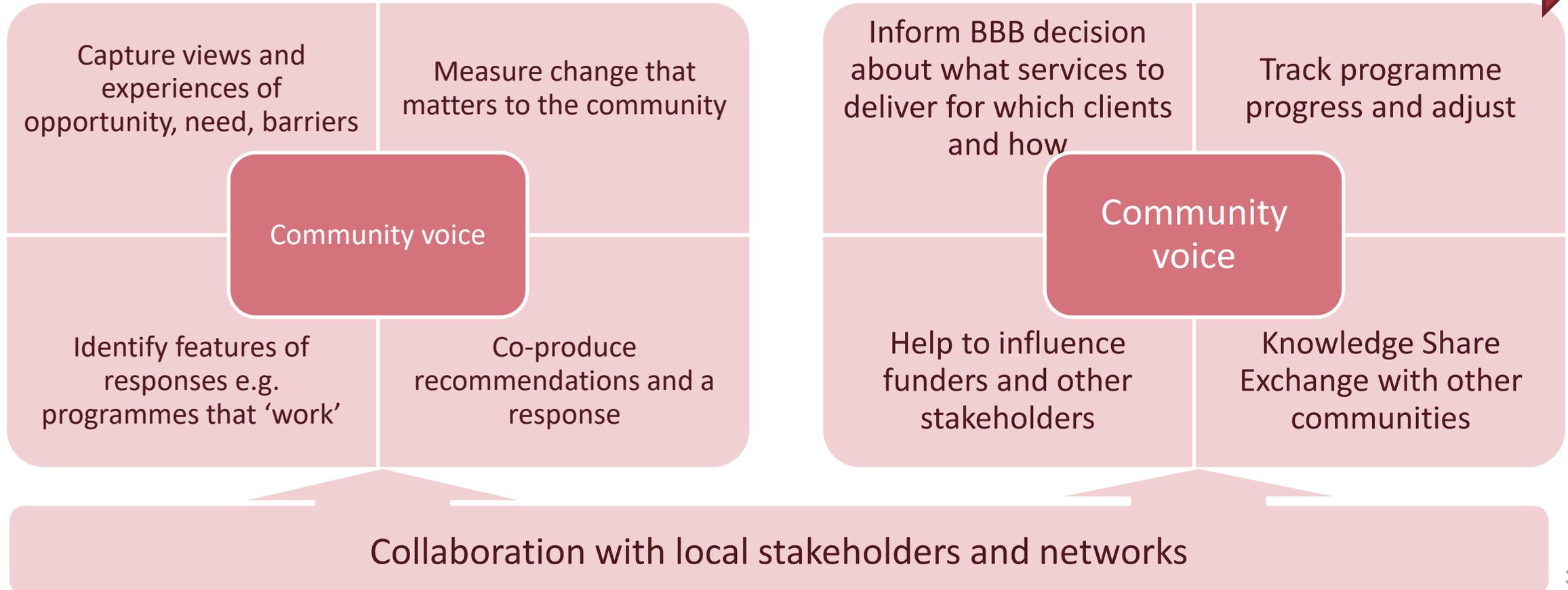
Internal buy-in and colleagues' capacity to engage

Insights Research and Evaluation

How we work in BBB

Evidence of local opportunity and need....

... to inform change to improve local social and health outcomes



Insights Research and Evaluation

What we delivered in 2020-21

What we did	How
As part of the ActEarly consortium we consulted more than 500 local families about 'what makes the best start in life', leading to the BBB Families Action Plan. (Plan/report launch Autumn 2021)	<ul style="list-style-type: none">• 3 community researchers trained in qualitative research methods• 1:1 interviews; online survey; online engagement (Family Playrooms); participatory engagement events; stakeholder workshops
Consulted the local community on the draft East Bank outcomes. Commissioned by/report submitted to UCL.	<ul style="list-style-type: none">• Stakeholder workshops
Embedded evidence from the community informed outcomes framework (Unleashing Healthy Communities) into everyday practice (report launch Autumn 2021)	<ul style="list-style-type: none">• Document review; internal consultation; tool review; cognitive interviews; testing• 100 day challenge with all service delivery staff• External Advisory Group
Developed a new approach to routinely measure outcomes from our work that matter to the Tower Hamlets community (report launch Autumn 2021)	
Shared knowledge gained with stakeholder residents, practitioners and organisations	<ul style="list-style-type: none">• Online multi-stakeholder workshops• Webinars (200+ attendees)
Secured funding to deliver research and evaluation in 2021-22	<ul style="list-style-type: none">• £90K

21/22 Insights Research and Evaluation Plan (3 of 3)

Studies for which we would like to seek funding

- Capture digital skills barriers and opportunities, supporting delivery of cross-BBB priority 2.
- Capture volunteering barriers and opportunities, supporting delivery of cross-BBB priority 3.
- Community research hub.
- Priority 4 Outcome measurement tool/approach translation for languages other than English spoken locally and carers, and for clinical practice, once funding is secured.
- Validation of outcomes framework/method via testing in more populations.
- Longitudinal qualitative study to follow the life course of a sample of local Tower Hamlets residents through the pandemic and after, including services engage with and outcomes. Possibly include a match site.
- Community level outcomes Framework and associated methodology.
- Gatekeeper Outcomes Framework and associated methodology.
- Establish BBB contribution.
- Outcome measurement community of practice hosted by BBB.