

Mind the Gaps

Feb 9-23 in Review

Research methodology, Bristol iterative testing, Documentation,
Bordeaux research update, Planning next steps

**“For data to reflect & represent
our human nature & stories,
we need to instill empathy & imperfection
into how we interpret, collect,
& visualize the data”**

– Giorgia Lupi

Quality of life surveys are broken

| Questions | 0 | 1 | 2 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|--|---|---|---|---|---|---|---|---|---|----|
| Overall, how satisfied are you with your life nowadays? | | | | | | | | | | |
| Overall, how happy did you feel yesterday? | | | | | | | | | | |
| Overall, how anxious did you feel yesterday? | | | | | | | | | | |
| Overall, to what extent do you feel the things you do in your life are worthwhile? | | | | | | | | | | |

ONS subjective well-being questions

Getting there...

6. How safe or unsafe do you feel in your neighbourhood?

(tick one box in each case)

a) Outdoors after dark

 1 2 3 4 5 6

b) Outdoors during the day

 1 2 3 4 5 6

Very safe

Fairly safe

Neither / nor

Fairly unsafe

Very unsafe
Does not
apply

10. How do you feel about your social life? (By social life we mean the time you spend with friends and family) *(tick one box)*

I see friends and family as much as I want

 1

I see them sometimes, it's OK

 2

I do see them, but not enough

 3

I feel lonely because I do not see them very much or at all

 4

But ideally we'd want something more like:



Defining our approach

- How do we **bridge thick and thin data** together?

Research and absorbing “Bastard Algebra”,

Tricia Wang’s articles on thick and thin data in companies and organisations.

💡 **Light bulb moment: Mixed methods** 💡



Workshop

- Iteration on quality of life questions, workshopped and tested together.
- Establishing a framework of open questions.

What are the most pressing issues in Bristolian’s minds?

Bristol testing

An iterative approach

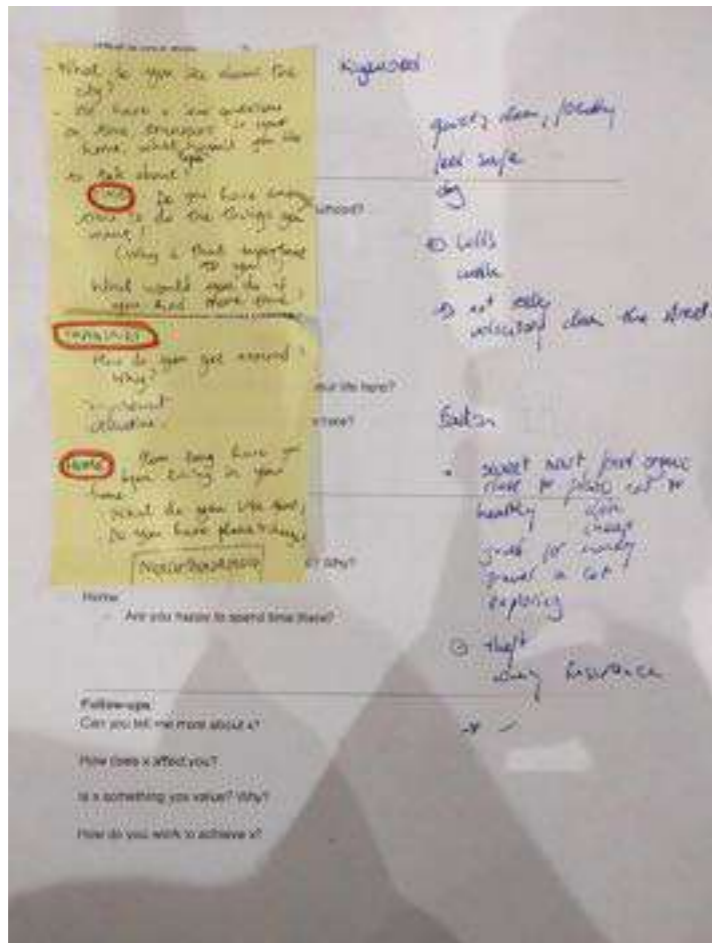


Two days of mixed methods guerrilla testing

Bristol testing

DAY 1

We started out doing **guerrilla interviews** with **very open questions**:



- What neighbourhood do you live in?
- Do you like it there? What do you like?
- Is there anything you'd change?
Any improvements that would make your life better?
- Optional: Transport / home / food

Major themes to change / improve:

Homelessness • transport • public drug use...

We chose this approach to come with **no assumptions** of what is on Bristol citizens' minds. We let them express their thoughts.

Bristol testing

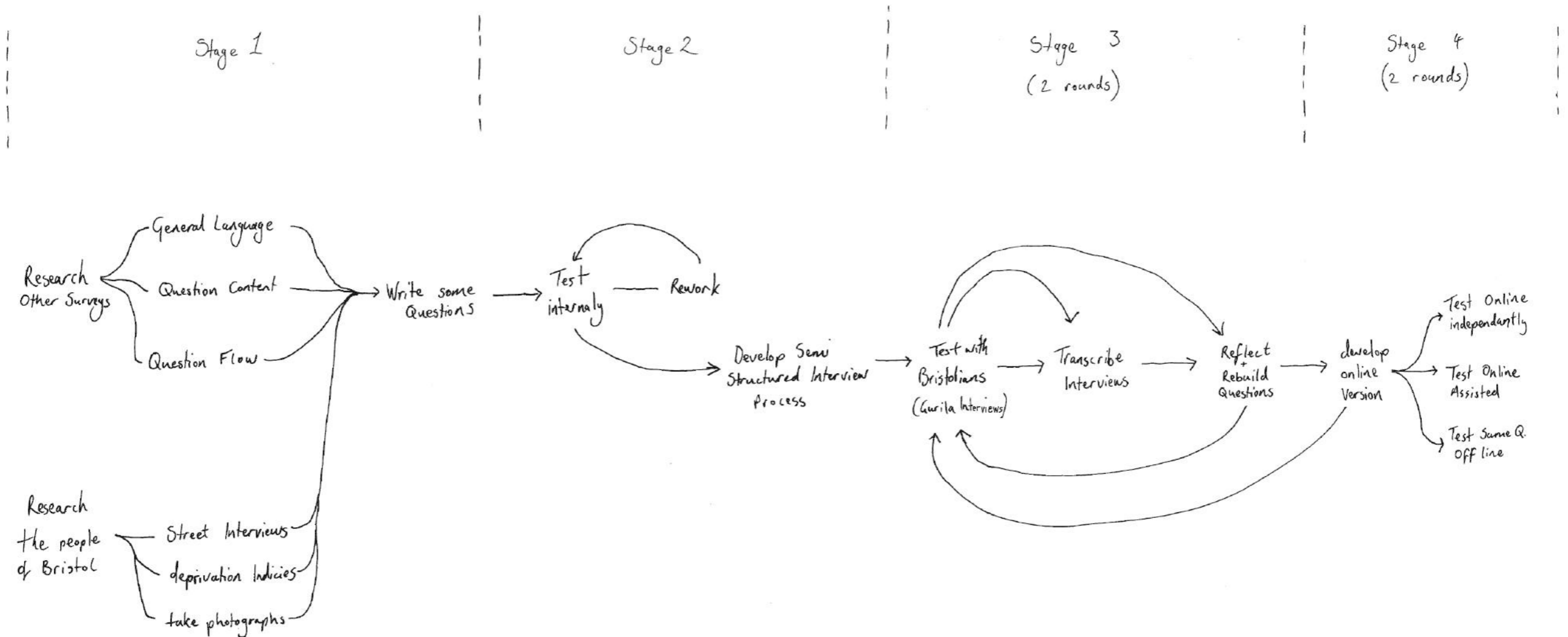
DAY 1 + DAY 2 - Second iteration

Guerrilla interviews and **online survey** with **themes:**



- Do you live in Bristol?
- Do you like the city?
- Can you tell me a bit more about why?
- **Time**
 - Do you have enough time to do the things you want?
 - If you had more time what would you do with it?
- **Transport**
 - How do you get around?
 - Why?
- **House/Home**
 - How long have you been living there?
 - What do you like about your home?
 - Do have any plans to change you home?
- Whereabouts do you live?

Survey development



Turning interviews into data

Community interviews transcription

Respondant 2

What neighbourhood do you live in?

Bishopston, I've lived in my home for twenty years.

How do you feel about it?

It's nice. If I had to move, I would really miss my area. I can't think of anywhere better to go. You should come see for yourself.

What's nice about it?

It's close to Gloucester Road, there are lots of independent shops, the community there is very friendly. I spent two months in Australia recently and my neighbours took care of my place here, there's good trust. We look out for each other.

Is there anything you'd change? Any improvements that would make your life better?

Car parking on the pavement, car parking in general is a problem. There's only one parking space per house but some houses need to accommodate more than one car.

Are the transport links ok, would this solve the problem?

The transport's ok but it's not enough to no longer need a car. Improvements would be great, but people need incentive to not use their cars. I recently was eligible for a senior citizen card which makes transport free and I haven't used my car as much since.

Full transcripts on the [Mind the Gaps website](#)

Turning interviews into data

Community interviews data

The screenshot shows a Google Sheets spreadsheet titled "Community Interviews". The spreadsheet is organized into columns for data entry and analysis. The first row is a header row with the following columns: Interview No., Interview Location, Respondent Neighbourhood, Date, Time, Do you live in Bristol?, Do you like the city?, Why?, Analysis 1 (subdivided into Positive and Negative), Time, and What would you do?. The second row contains the following data: 1, Clifton Down, Not Recorded, 13/02/2018, 18:05, Yes, I'm still here, a detailed text response about public transport, housing, and schools, and "Yes".

| Interview No. | Interview Location | Respondent Neighbourhood | Date | Time | Do you live in Bristol? | Do you like the city? | Why? | Analysis 1 | Time | What would you do? | |
|---------------|--------------------|--------------------------|------------|-------|-------------------------|-----------------------|--|------------|----------|--------------------|---|
| | | | | | | | | Positive | Negative | | |
| 1 | Clifton Down | Not Recorded | 13/02/2018 | 18:05 | Yes | I'm still here. | <p>So many reasons. The biggest problem is public transport. It's too expensive. And there are no alternatives. There is way too much traffic in the street. And it's on the way of the bus.</p> <p>Also, buses are very infrequent. The bus are privatised.</p> <p>The Council said they would do things. But it's always empty promises.</p> <p>In Cardiff they have an International Stadium. Both areas are similar size but Bristol has nothing of similar calibre. Plymouth has a football playground and an ice rink.</p> <p>Standing here - can see 4 cafes. There are too many. I don't understand it.</p> <p>Housing is taking over. Plus bars and cafe. But there are no more schools, doctors and hospitals.</p> <p>Take for example the pub at the end of the road. It is turned into 15 flats. Where is the infrastructure. It could at least 10 cars. And that's only one development, on one street.</p> | | | Yes. | <p>Actually, I want to talk ab It is not good value. He li he think he gets are polli mayor had a plan. The ci disappeared.</p> <p>The political correctness history of the city, becaus are changing the name o history.</p> |

Online survey

- 4 → On the other hand, what could be improved in Ashton Vale, to make your life easier?

Choose as many as you like

A access to shops and groceries

B transport connection

C street safety by night

D drug issues in public spaces (parks, etc.)

E air quality (too much pollution)

F cleanliness

G noise level on the street

H Other

Paper survey

Hello Bristol!

Welcome to Mind the Gap's Neighbourhood Survey

We are trying to shape a more accurate portrait of life in your neighbourhood. Our aim is to stimulate open discussions and help policy makers build more resilient cities. Please note this is a work in progress. Your answers and feedback will help the end product.

Ready to start? Please note down the time and date here.

1. Which part of Bristol do you live in? _____

2. How many have you been living in this neighbourhood? _____

3. And what do you like about living in your neighbourhood?
Chose as many as you like:

- a. Good location from the city centre
- b. Friendly communities
- c. Nice shops
- e. Cool cafés
- f. It's safe and calm
- g. Good bus routes
- h. It's close to nature
- i. Actually, I don't like it that much
- j. Other... Please list it _____

4. On the other hand what could be improved in your area, to make your life easier?
Can you tell us why these things affect you?

- | | | |
|---------------------------------|-----------------------------------|--|
| a. Cleanliness _____ | b. Drug issues in public _____ | c. Street safety by night _____ |
| d. Access to groceries _____ | e. Transport connections _____ | f. Noise levels on the street _____ |
| g. Air quality _____ | h. Other... _____ | |

5. On the other hand what could be improved in your area, to make your life easier?

- a. Cleanliness
- b. Drug issues in public spaces (parks, ect.)
- c. Street safety by night
- d. Access to shops and groceries
- e. Transport connections
- f. Noise levels on the street
- g. Air quality (to much pollution)
- h. Other... Please list it _____

Reflexions on the fieldwork

Key learnings:

- **The act of listening is virtuous:** face to face interviews are powerful. Being available to assist, type and explain gets better results.
- **Importance of trust** (aka who asks the question), **especially in disadvantaged areas.**
- **Accessibility is key**
Interviewers need non-intimidating, inclusive tools/approach
(Tech material is a social signifier, need for paper form, UI kinks on survey platforms...)

Challenges ahead

- **Getting traction:**
Buy-in from community groups to access diverse populations and increase the response pool

Bordeaux-Bristol Connections

Update

Sense checking with Phil Chan

Strategic Intelligence and Performance Advisor
at Bristol City Council

KEY LEARNINGS

Challenges:

- Ward data is difficult to obtain
- Extracting data from the open question

Opportunities:

“The project would be valuable with the *third sector, voluntary organisations*. It would a useful tool for engagement rather than policy change.”

“I am interested in reaching people we usually do not reach – those living in the highest deprivation indices. That would influence the Council.”

Full transcripts on the [Mind the Gaps website](#)



Interview with Fanny Gabriel

Bordeaux Maritime General Secretary

What we knew

- **Outdated** data and **restricted** means.
- **Neighbourhood officers** *collect data through interviews.*

What is new

- **Renewed contact** with ward councillor Fanny Gabriel at Bordeaux Maritime ✓
- **Working on a new system** to collate data.
- Authorisation to **shadow a neighbourhood officer.**
- Invitation to **speak to the staff.**

Full transcripts on the [Mind the Gaps website](#)

Interview with Don Alexander

Avonmouth and Lawrence Weston ward councillor

Challenges:

“Because of **shortage of money and ideology**: the idea is to encourage communities, strengthen community groups”

“People in middle class areas tend to be the only ones to respond to consultations.
Results are always skewed”

“Communities should decide what they want and do business with us.”

Opportunities:

“The ideal would be for community groups to be a good interface with people. They would form a joint, collegiate view and bring that to the council”

Project snapshot

4 persons

15 interviews

34 community interviews

16 online survey respondents

4 presentations

1 meet-up

15 retrospectives

20+ workshops

100+ sketches

215 commits on website

1000+ sticky notes

4 open datasets

Next steps

- Bordeaux testing
- Results of the Data for Development festival application
- Refine the website to a landing page + research log
- Connect with Open data institute comms team
- Present at the FR/UK open data summit
- Writing a glossary