

## Thriving Places Index & Wellbeing Economy In Action Report

### Transcript of Webinar 19/09/2024

**Liz Zeidler:** It's absolutely fantastic to have so many people joining us today and we're really looking forward to sharing much more about the Thriving Places Index, the new report that we're launching today The Wellbeing Economy In Action and lots more about our work and the work of many of our fantastic partners and and colleagues.

**Liz Zeidler:** Just a quick intro, for those of you who don't know very much about Centre For Thriving Places, or for whom this is your 1st interaction with us. Centre For Thriving Places is a charity and a not for profit consultancy. We've been going since 2010, and in a nutshell what we try to do is make it really possible to rewire local systems and local economies to really deliver for people and planet. We do that in lots of different ways, and you're going to hear lots more about that in the next hour and a half, so I won't go into loads more detail there. I'm Liz Zeidler. I'm one of the co-founders, and I'm also Chief Exec but there's quite a lot of the Centre For Thriving Places team here today. You'll hear directly from some of them, including Lisa who's our Head of Research and Insight, and Rachel who's our Head of Place and Policy work. But there's also quite a few other people on the team here. We've got Katie, who leads up our Operations. Clare, who wrote the fantastic report that I hope many of you will have seen in our social media sharings, and we'll be talking about more later. We've got Ade, Mel, Fraser and Nerissa all from the research team who've been working tirelessly for many months to get all this data ready for your consumption today and beyond. And also Rosie from our team is also on the call. So there's loads of people here, but also many of our amazing associates who work with us all the time. And some of our board members. So thank you all for joining.

**Liz Zeidler:** I also wanted to do a quick thanks to Triodos and Carnegie UK who have helped support the Wellbeing Economy In Action project, the report of which is one of the outcomes of that project, being launched today as well. And thanks for the many, many contributors to that report. We like to call them pioneering leaders, many of whom are on the call as well, and some of whom you'll hear from today in the panel discussion later on.

**Liz Zeidler:** Just a few housekeeping things - we are recording today as we will be putting that out afterwards to those who weren't able to make it today, because we've had a lot of interest in this but obviously not everybody could make it. So just be aware that that's happening. We'd also really encourage you to use the Q&A button that you'll see at the bottom of your screens. We we've got a whole section towards the end of the time we've allotted for this webinar for your

questions, to try and respond to them and to really get into the meat of what you're particularly interested in around this subject. So please use that Q&A freely right from the word go. We're not waiting to open the Q&A later, just plough in with your questions as they come up through the discussion and members of the team are going to moderate them, so we can pull the key ones out. If we don't get to your questions today we'll do our best to either respond to them directly to you, if you've said who you are, or we'll put them on the FAQs on the website if there are some questions that keep coming up.

**Liz Zeidler:** So that's most of the kind of preamble I think. And, Lisa, if you don't mind starting to share these slides, and while she's doing that I'll just give you a quick outline of today's agenda, at least this first hour. The first half an hour or so will be mostly inputting what myself and the team are going to try and give you a really quick highlight of what the Thriving Places Index is about, in the 2024 data and some of those amazing case studies that are coming out in this this fantastic Wellbeing Economy in Action report that is also available today. Then we're going to go into a bit of a panel discussion. We've got a couple of the contributor contributors and people who've been using this approach in their regions, joining us for that panel. Robin and Adrian will both be with us for the panel discussion. We'll have a short direct panel discussion, and then we're going to go to your questions and try to have the whole last of half an hour or more of the time allotted to really dig into what you want to hear more about and what you've got burning questions about. So that is more or less what's going to happen for the next hour and 25 minutes. And so if that's alright with everybody, we'll just plough straight on. Going to start off with me with a little bit of an outline of where we are, and then I'm going to hand over to Lisa to really share this fantastic data with you.

**Liz Zeidler:** So I thought I'd start with this quote. It's actually in the Wellbeing Economy in Action Report that we're launching today and I thought it was a useful and apt one. "We need to stop putting sticking plasters over broken systems and instead reimagine something better together from the ground up." And our work is really, really about trying to do exactly this. It's about really shifting the compass that guides all of our decision making. The current North Star in so many ways for our economy, for our thinking, for our leadership is this perpetual growth of production and consumption as measured by GDP. It's used as sort of the end goal of so much of our activity and Centre For Thriving Places and the Thriving Places Index in particular is about providing a really practical alternative to that compass, a really different compass that drives a growth in what really matters to people. That's our collective capacity to thrive together equally now and in the really long term. And so, so much of our work, and so much of the Thriving Places Index is about creating that different compass? What is our new North Star? And how can we start using that in decision making in all sorts of parts of the system of place?

**Liz Zeidler:** So what is the Thriving Places Index? Well, the kind of headline aims are the local conditions for our capacity to thrive and sustainability and equality. And this is based on our much wider, Thriving Places Framework that I'm going to show you in a moment which forms the basis of pretty much all of our place based work. We do so many different things as an organisation, but a lot of them come back to how do we embed this kind of thinking, these kinds of outcomes, at the heart of how places go about their work? And the framework overall aims to answer three really key questions - are we creating the right local conditions for people to thrive? Pretty powerful question that we should all be asking ourselves at a local level? Are we doing that equitably so everyone can thrive? So we're not just benefiting and privileging a few. And are we doing that sustainably so we and everybody else can thrive in the long run. And we're not destroying the opportunities for future generations as well. Now they're really really important questions. They cut across party silos, sectors, etc. as those questions should. And, to be honest, you can. And you'll hear some of that from our case studies later, they can be at the heart of all decision making at a local level, and when they are, it dramatically affects pretty much everything as that previous quote described.

**Liz Zeidler:** But beneath these headlines, which is important today, is a wealth of really important detail, of many of the really interconnected influences on that capacity to thrive, and on our capacity to do that equitably and sustainably. So the wider, Thriving Places Framework which you've got in front of you now, I'm not going to go through this in any detail, because you're going to get lots more exciting insights into it. We'll look at the data in a moment but it's designed with this kind of layered approach, allowing users to really dig down into the different outcome areas to understand much more about what's working and where the challenges are. It helps places to really explore these intersections of work that can really hold the key to some of those really knotty challenges. Many of the people on this call today work in places right across the UK. It's really exciting to look at the attendee list today. We know you're facing those really knotty challenges, and so much of that isn't in the hands or the gift of one department or one person or one directorate. So how do we bring together those working, for example, on housing biodiversity? And I don't know, adult education to help improve mental health or child obesity. How do we understand how these outcomes intersect? How can economic development investments be spent in different ways that really produce good jobs, not just jobs, but good jobs and support local business and grow community cohesion.

**Liz Zeidler:** This really powerful yet pretty accessible framework really helps to redefine goals. How do we have these collective goals around our capacity to thrive? It breaks down those silos and it channels resources into where they're needed. And when it's used in a really profound way, it can really refocus whole places on what really matters to people and planet and give them a very different compass and a different North Star.

**Liz Zeidler:** I'm going to have a quick word of caution here, which I think again, you'll hear a bit more about when we get into the data. But the Index part, this is the framework overall and the Index part of that which we're launching the data of today is like all indexes, a snapshot, you know, it's not perfect because the data available isn't perfect. No indexes are perfect, but they're important. They're important ways to understand and get into the detail of what's happening at different places and some of the domains in this wider framework, particularly in equality, which again you'll hear a little bit more about our plans in that area, are not also replicated in the data, because no data is available. But we choose to still keep them in this framework, because we know they're important to our capacity to thrive and we know they're important to people and to planets. So they remain in the framework because we want people to put their attention on them. And we're constantly trying to drive for better data to be available. And we are improving the Index all the time to make sure we are using the very latest and best data available that's really backed up with evidence and research, so that places we work with can really rely on it.

**Liz Zeidler:** Which brings me to the places we work with and the application of this. So I've put together a few of the kind of headline sort of things one puts on a website here. This is to say that the Thriving Places Index is much more than data. Yes, the snapshot itself is really helpful, really, really helpful, and it's used all the time. But it's just one of the ways in which this can be used. There are a few of those other ones on the screen, and I've talked you through a few of them in the last slide. I'd like to take us while I've got these very sensible bullet points in front of us, down a little bit of a line down this compass thing. My team will probably roll their eyes because they know how much I love a metaphor. But our strap line is about building pathways to a thriving future, and I slightly, controversially like to think of the way that we work with places being a little bit like a kind of Satnav for the new economy. If you think about, I'm going to name Google and I probably shouldn't, but there are other sat navs available. But if you want to use something like Google Maps, you start off with this exceptional data that they've provided for you with knowledge and insight about all these different places, and the and the roads that are available etc, for you to get somewhere. But then, really, importantly, and this is the work we do when we're working with people in place with the Index, they add to that. There's live knowledge from the people who are there that are actually navigating those local roads. So you layer on the data we've already got here on the index with that extraordinary local wisdom and knowledge about what's actually happening on the ground where those problems are, where those opportunities are, where more data is available. And you get this extraordinarily rich tapestry of information to try and navigate through. And then our wider work, our consultancy and the research that we do alongside that literally talks you through just like Google Maps or a satnav will do, talks you through the very best routes to your destination until you arrive at that destination, which is a thriving place. So our work is about making sure we're providing the best

data, the best research, the best evidence, but also then really, really helping bring together the people in a place who know that place really well. Working with them to work out the routes around difficulties, to navigate around problems in the road until places really achieve that goal, that shared goal, importantly, of a really thriving place. I'll leave that metaphor there. But just thought I'd share it for today.

**Liz Zeidler:** What's really exciting today is that for the first time, we're not just releasing the TPI data but we're also launching this report. And this fabulous report has been put together by Clare, who is on this call as well, who is the report's author. It is packed full of stories of people like you, like many of you on this call, who are doing really pioneering work to try to embed this sort of approach where they are. Some of them are on the panel later. Some of them are listening in so I won't steal their thunder. But please please download and share this report. It's full of really some of the honest struggles of those on the front line as well as they're really inspiring stories of successes. We need more of those pioneers. So please join them and us on this kind of quiet revolution that we are talking about today. It really has got an extraordinary power to make a big difference in the world, and we're really excited to be playing our part in pushing it along. So I'm now going to hand you over to the real powerhouses in the team who are going to tell you much, much more about the Index today, some of the stories that are in this report, and then we will come back together for a panel and discussion afterwards. Over to you, Lisa.

**Lisa Groves:** Thank you, Liz. So I'm just gonna start off with giving a brief update on what we've been up to since the last release of the TPI, which was back in 2022. So during that time, as we always do with the Thriving Place Index, and with our whole thinking, we've been doing, you know, a very thorough review of the evidence to make sure we're up to date on thinking around what are the key drivers of well-being and the kinds of things that local actors can influence. We've also been kind of reflecting on feedback that we get from people who are working with this data in terms of you know what's useful, and where maybe there are gaps, and also kind of reviewing the indicators that are available. So as Liz mentioned, sometimes actually getting the right data is the challenge. So we know some things matter but perhaps the data is not there yet, and that's certainly still the case with some of the things we'd like to include. But we feel we've really strengthened the Index this year. So we've been able to update 43 indicators with new data. So it's a bit of a time lag due to Covid for for some of the key data sources to be updated. So we were updating all of that. In addition, we have 20 new or replacement indicators. So this is for things, for example, where we knew there were gaps. But we've been able to find, you know, something to fill those gaps, or we've replaced something that perhaps is a little bit out of date, or didn't have the type of coverage for the condition we're



trying to look at. So this kind of evolution of the indicators has been one of the things we've been up to.

**Lisa Groves:** Some examples of that are we've been focusing on adding things to the culture domain. So things like participation in arts and things like digital exclusion. Also, we've enhanced the indicators around volunteering. And this time we've included healthy life expectancy. It's one of our key measures in the health domain. And alongside this we had a look at the sustainability and equality domain structure. We've made some tweaks to that, partly to reflect, you know, current evidence, but also partly to kind of, as Liz mentioned earlier, to signify some of the things that we want to include in there, where perhaps we're still a bit limited in data. But we have the intention to keep pushing forward on adding more evidence when it's available.

**Lisa Groves:** So in terms of the 2024 rollout, obviously we have this session where we're going to give you a quick snapshot of some of the headlines, and the kind of TPI analysis. So because of the rich data that's underneath this and the wealth of findings, we have kept this very high level and so it's kind of an introduction to some of the headlines, but also some of the ways you can work with this data. Because we often get people asking us, well what do you actually do? How do you kind of drill down? How can you kind of explore this data? So we've tried to kind of structure and show a little bit of that. There are obviously more ways beyond what we'll be able to share today. But hopefully, it gives you some some ideas to stimulate, some thinking there.

**Lisa Groves:** We've also developed some new dashboards. So we've got a new scorecard dashboard and an evolution of the map dashboard that was previously available. So they're now live on our website. So please do go and explore there. So I'll just show you very quickly in a second the kind of thing you can see there and then over the next few months what we're going to be doing, because obviously, we can't cover everything today. We want to make sure we're getting as much value from this evidence. We're going to be producing some short reports, exploring some of the key domains within the index. So, for example, work in local economy and health and wellbeing, mental and physical health, and people and communities and lots of the kind of rich things that underneath the surface we're also potentially going to be doing some reports by geography. So you know, maybe by region. Or you know, for example, maybe looking into rural areas as well. So really, looking forward to that and encourage you to sign up to our newsletter, so we can make sure you get access to those reports as they are released.

**Lisa Groves:** Then looking ahead towards next year. So I think you know, we've kind of mentioned this already but one of the the areas within the overall Index, but also within our wider thinking that we really want to drill more into and really explore and kind of see if we can

kind of stretch evidence and understand the evidence further, is around equality and wellbeing. So really getting underneath some of the ways people are marginalized, and some of the ways that you know, there may be differences in the kind of conditions and outcomes that matter to different groups of people. We're going to be launching a big project on that at the start of next year. So we'd love to talk to others about that. So if anyone's interested, do get in touch, and alongside that we very much welcome partnership opportunities. So you know, we'll talk a little bit about the Index but beneath that there's lots of other other ways to work with this data, and lots of opportunities for others to kind of help shape the thinking as well. So again, please do get in touch if you're interested in that.

**Lisa Groves:** So here's just a quick snapshot of the dashboards that are now available. So what you can do now is you can quite simply click on the local authority that you're interested in. and then you can see the headline scores, which is in the top left part of the screen. You can then also drill down further by clicking on the headlines and kind of look at the domains, and then the sub domains within that. So it's quite easy to kind of see the scores for any particular place. And we've also added, this time the ability to compare different local authorities against each other so hopefully. This will give an opportunity, for example, if you're working in a region, and you want to look at the specific places within your region. Or if you want to compare to, you know, some places that are perhaps similar in terms of profile of the population or characteristics that you want to look at.

**Lisa Groves:** This is the map dashboard which we've evolved and tweaked just to make it as useful as possible. And you're going to see a lot of maps in this presentation. I'm just going to warn you you might be a little bit over maps and a bit color. Find the colors a bit much towards the end, but hopefully it'll be interesting. And so with this, you've got the opportunity to start to see the patterns across the country, so you can see that overall. But you can also look, for example, by regions and by rural urban areas, look at core cities. So it gives you the opportunity, you know, to look at things like transport in rural areas. How does your area compare to others? Or, you know, looking at the core cities and seeing how they compare on things like the local environment practice.

**Lisa Groves:** So I'm just going to move on now to some of the findings that we've got. So starting off with the local conditions domain. This is the one that we have. The most rich set of indicators within it. We've got 5 domains that make up the local conditions area. So there's place and environment, mental and physical health, education and learning, work and local economy and people and community. And then you can see alongside, like a really rich range of subdomains that go into those different areas. And beneath that we've got a really full range of indicators that kind of help to to map the picture against these different important areas.

**Lisa Groves:** So the first slide I'm going to show you is around the overall schools for local conditions. So when you bring together all of that evidence across the different domains, what does the picture look like across the country? So this is the map. And just to very briefly explain the map to you. We're looking at the upper tier authorities at this stage, and we will mainly be focusing on those throughout the presentation, but the TPI is available at district level. So the kind of scorecards and the map dashboards I showed you earlier. You can explore within them. And then also, do a little bit more around districts as well. Make sure, you know, we're kind of reflecting that nuance that lies underneath this and you can also see the key in the bottom corner. So what we do with the index is it's a relative score. So it shows you how you do against other parts of the country. And so the key shows you there, the red and orange are the lowest scores. The yellow are around the medium, and then the green scores are the higher scores in comparison. So what you'll see here by looking at the map is, you know, as in previous versions of the TPI, we do find there is a trend towards southern areas, doing better collectively on this local conditions area, so primarily London and the South East, but also the South West, some parts of that do well. And so there is a little bit of this kind of divide across the country.

**Lisa Groves:** So in the top right corner, you've got the top 5 performers, so we've got Richmond upon Thames, Wokingham, Kingston, upon Thames, Bromley, and Surrey. So I think we'll all kind of understand a little bit about the profile of those places, and they do tend to do well on quite a few areas in local conditions, but not all. And we'll come on to a little bit more around the nuance beneath that in a second, what you can actually see marked up on the map are the places towards the northern areas of the country which actually buck that trend. And again, they do tend to be more affluent places. So we have Rutland there, which comes in at 6 overall in in local conditions. Then we've got Trafford, North Yorkshire, York, and Cheshire East, also scoring above average overall. So we do, as I said, see this pattern at this highest level. But one of the interesting things about the TPI is, you do have an opportunity to go underneath this and start to see some of the differences. So beneath this you do have differences, you know, by domains. So for specific areas within it, by regions and also by the indicators that are within those domains as well.

**Lisa Groves:** So I'm just gonna show a brief example of some of the differences underneath this. So what you can see here is the 5 key areas of the local conditions headline area. So you've got place and environment, mental and physical health, education and learning, work and local economy, people and community. And what we've called out here are the areas across the north, specifically that are performing above average on these different areas. So it starts to show you a little bit about how you know what some of the kind of strengths or assets that different places have, and that's a key part of what we want to do with the the TPI like we don't



want it to to always focus on, you know, some of the deficits. And it's really been built with kind of looking at, what are the positive things about places, what the things that you know have been really successful within specific places. And that's one thing I think through the reports we'd like to explore more is what are some of the stories underneath this, and we'll start to touch a little bit on that towards the end of this call today.

**Lisa Groves:** So, for example, you can see in place and environment, the Northeast does pretty well there alongside York. Education and learning we've got, you know, a mix of Yorkshire and Northwest places are doing well. Mental and physical health we've got Cheshire East, Yorkshire, North Yorkshire above, and then work and local economy is probably the area the North is weakest on and you'll see that in a second, I'll show you the map for that specific area. And then people and community, you see some similar areas to other places, but also Northumberland and Calderdale, featuring there and doing particularly well on some of the kind of community cohesion and culture measures that sit behind this.

**Lisa Groves:** So moving on to to go a little bit deeper. So obviously, we have the local conditions overall. But what we can then do is start to explore what's happening within these different domains within it. So an example here I'm going to focus on is work and local economy. So we include a few different things within this. We have unemployment, which is people who are unwillingly out of work. We have employment, and there we're concerned with the quality of employment. So we have a measure called good jobs, which looks at jobs which are secure, which pay the living wage, and also where people are not overworked or underworked. So a key indicator. We also have some measures around basic needs, including the low wages and the proportion of people who have low wages within the local area, and then also local business diversity is also one.

**Lisa Groves:** I'm just going to show you the map for this. So here you can really see that kind of picture across the country. You see a few more reds and greens really starting to come out at this level. So what we've highlighted there in the call out boxes are the lowest scorers. So at the upper tier level, so there is a mix across different places and obviously there'll be reasons behind that. So overall. This is the picture. But even within this not all of these places will have low scores in all those different areas, and there will be places that also have low scores, but not as consistently, across the whole of the work and local economy domain. So these are the ones that kind of stand out overall. So you can see the Northeast has the greatest number. So there's about 8 local authorities that score at the lowest level.

**Lisa Groves:** So moving on to another area of the local conditions area of the TPI. So we're just going to focus a little bit on place and environment here. So there's 2 subdomains within that

that I wanted to show you. So the first is local environment so that looks at things like air pollution, noise, pollution. And we've also included flood risk this time and then safety as well. So that's something I can explain when we get to that slide. This is the map for local environment and you can see the contrast here. So the previous slide around work and local economy really showed the northeast and northern parts of the country not doing as well. But on this, around the quality of the local environment that people are living within, then, you see there's some stronger areas in the northeast and the northwest, and a few in the middle as well. So on the kind of call out there you can see the top scores overall. So you know, really kind of good spread across the northern parts of the country.

**Lisa Groves:** So this map focuses on safety. So within safety, what we've got is, we've got levels of domestic abuse, we've got an indicator relating to crime severity. We've also got people's own perceptions of how they feel, whether they feel safe in their own local environment. So do people feel safe walking around at night as well, and also a measure relating to first time youth offenders. So quite, you know, a mix of different things that are included in the Index at this level. So again, you can see there is, you know, some kind of concentration of low scores in the North, but a real spread of different scores across the country. And I think it's a really interesting one, looking forward to kind of going into more detail on this at the overall level, but also at the district level. And on on the left there you can see some of the lowest scorers in this area.

**Lisa Groves:** Okay, so one last area of focus within local conditions is mental and physical health. So here we just wanted to give an example of how you can explore this data at a district level, which is what I'm going to show you next, so you can see the district map there which breaks it down, using the same color coding. And what we've done is we've pulled out a few regions just to show how, when you get to this level, then you start to see some of the more nuanced and granular picture that is underneath these kinds of broader areas that are at the upper tier. So, and for the Northwest we've got some, you know, some differences there across the the districts, and particularly pulling out some areas that aren't performing as well in that area in that region, and also some lower performing areas in the east of England and the East Midlands as well, and then in the Southeast as well.

**Lisa Groves:** So that's some headlines from the local conditions findings. So we're just going to move on now to sustainability. So this is the area of the TPI where we look at, you know, the wider world in terms of our impact on the global ecosystem, our local ecosystem, and also our connection to the environment as well. So we have regrouped some of the indicators within this. So we've now got four domains. We've got energy and carbon, waste and circularity, ecosystem

health and the human-environment connection. So reflecting on the importance of our own relationship with the environment to the wellbeing.

**Lisa Groves:** So this again was just starting off with an overall picture of the upper tier tiers across the country and again, all the same color coding applies. So you can see the differences here around, you know, where some of the more rural areas are doing quite well on sustainability overall. But not just rural areas, we've got a real mixture in there. So we've got, you know, Islington's the top score overall and on sustainability. We've also got Haringey, Hammersmith and Fulham. And then Bristol is beyond London, Bristol is the top city in terms of sustainability overall and I'll talk a little bit about that in a second, and Salford as well. So a real mixture and again, there's some interesting stories once you kind of explore what's underneath this.

**Lisa Groves:** So just to give an example of that, here we're just looking at London. So we've zeroed in on a region. So you can do this really effectively on the mapping tool that I showed you earlier. And really just look at regional differences, because often it is quite a challenge to kind of take that broad view and compare across the whole of the country. So this ability to look at regions can help to kind of identify some of the key patterns within places so overall, you know, London's looking fairly strong on sustainability. However, there are some nuances again within that. So, Islington. I've just flagged Islington again there, because it's such a strong scorer on sustainability. But there's also some areas that don't do as well, particularly Westminster and Barking and Dagenham are some of the lowest scorers, followed by Kensington and Chelsea and Newham. So they're not overall doing really badly, but they're just below the average in terms of the picture across the country and across London as well.

**Lisa Groves:** Again, the ability to go beneath this is one thing we wanted to really get people to understand on this call. We make available a lot of evidence on the website but we want people to understand a bit more about how you can do that. How can you work with it? How can you explore it? So just to give you an example for London. So within the sustainability domain, we've got the area of energy and carbon, and you can see the different picture here. There's some similarities, but it's definitely not the same picture once you look at it at this level. So here again, we've just called out some of the differences. So some of the top scorers, and some of the scorers that aren't as strong. So you can see that's to the east of London. There are some, you know, fairly high scorers on this particular domain, and that's often relating to some of the key things around lower CO2 emissions, lower energy use in the house, and increasing amounts of energy efficient homes as well. So there is definitely something around the types of you know, demographics of these places, but also recognising the strong work that's happening in places

to address some of these measures. And you know, really keen to explore some of these great examples of good work that's going on in places to to shift some of these indicators.

**Lisa Groves:** Again, we wanted to just highlight a few examples of that. And what I wanted to show here was a little bit around the different indicators that lie below the domains. So often when we work with places, and Rachel will explain a lot more about this in a second, we're looking slightly below the Index as well. So the Index gives a kind of map, or a sat nav as Liz likes to refer to it, to explore this data. But we can also kind of look at what is kind of driving that, what the specific levers are that may be useful to address. So we've got some examples here of a few places that do fairly well on sustainability, and some of the things they're doing well on to kind of, you know, help tell that story. Similarly, we could have looked at, you know, some of the areas that aren't as strong and kind of showed some of the areas where perhaps they're underscoring relative to the England average. But we also quite often look to, you know, regional counterparts relative to similar profiles of places as well. So lots of ways that we can kind of explore this data.

**Lisa Groves:** So finally, we're just going to touch on equality. So, as we mentioned, this is an area we really want to kind of work more on in terms of the wider picture and the wider evidence next year, but just to give you a snapshot on some of the findings overall. So again another map, and so the equality on just looks slightly different to the others, and there's less nuance to it. And the reason behind this is the way the Index scores work is there's quite a lot of difference within the domains. But this once you group it together that's kind of hidden a little bit. So we didn't want to spend too long on this and you can see more when you go into the dashboards and see that there are lots of differences across the country. The other thing I wanted to mention as well is around the colour coding, and this is true of the whole, the whole TPI. But, you know, feels really important to mention at this point as well, which is, if something's green, it doesn't necessarily mean it's positive and they've addressed the issue completely. That's rarely the case. It's just a measure of relativity. So it's about, you know how different it is to other places. So are some places, perhaps doing slightly better on it. And are there any learnings about what they're doing that are useful. Or is it, perhaps, that you know, scoring lower? Maybe because there's some underlying population demographics that may tell part of that story. But also it's a good indication if you're, you know, scoring quite low on this, it's still something you really want to focus on and address as well.

**Lisa Groves:** So we've just shown an example here and around how you can look at this within regions for a particular part of the equality domain. So here we're looking at inequalities by ethnicity and religion, and they do differ markedly within regions. We've just called out again some of the highest or lowest scorers, just just to kind of give you an example, of the measures

that are within this. We only have a few at the moment. And this is one of the areas we'd like to strengthen. So we're looking at representation and and we're also looking at differences in employment outcomes as the key measures here. And then again, showing, you know similar ideas with different regions, but looking at inequalities for people who have a disability. So again, there is some kind of lower or higher performance within this. And so the measures that within this specifically relate to differences in educational and employment outcomes again.

**Lisa Groves:** So that was very much a headline tour. But what I hope it stimulates in you is an idea that there's lots that can be done with this data. And we really want to kind of, you know, engage with others about how we can get the most value from it. So we're going to kind of explore that and do get in touch if you're interested as we said before. So I'm now going to hand over to Rachel who is going to explain a bit more about how we actually put some of this into practice.

**Rachel Laurence:** Thank you so much, Lisa. It's so fascinating to see and I think the fact that you've sort of, you know, rounded that off saying that's just a headline tour, gives a sense of how much else is in there because that's already given so much kind of reach rich data, and I'm sure there's a lot for people to process. So you'll be happy to know I've only got 2 slides, and they're very quick, and there's no further data to process but really I just wanted to say a couple of quick words to sort of round off the presentation and move on to hearing hopefully from at least one panelist. I think we've got possibly two.

**Rachel Laurence:** So my role within CTP is a lot about working with people in place to figure out what you might do with that data and how you might use it. And so I just wanted to kind of give a sketch of, there's lots and lots of different ways that this data can be used to actually start to change how decisions are made in a place, or how people think about things in a place, and what we tend to find. This is by no means an exhaustive list on this slide, but this just shows that there's a bit of a pattern that we see that when people are using starting to try and take a Thriving Places approach in their place that might be informed by those domains and those headlines that Lisa was talking through, and the data that sits underneath that.

**Rachel Laurence:** We see that there are sort of three broad ways in which the data tends to be used, or the framework tends to be used, to help shape a narrative is one of the core things, where you're trying to bring together, perhaps different stakeholders, perhaps different organisations that each work on a different area. So let's say, you know, you're working with a health and wellbeing board or a partnership board that has the police in it, and also health partners and also local authority, and also VCSE, trying to create a kind of shared set of goals or commitments that everybody around a place can sign up to. We find that people quite often use



the Thriving Places Framework in that way to help shape the goals and also to figure out which partners you might want to have in a room, and how those partners interact with each other. So that's without even looking at the data, that's looking at the kind of headlines.

**Rachel Laurence:** Obviously, this kind of goes without saying, but the data itself can be used in lots of different ways. This is, as I said, by no means exhaustive but obviously it's very helpful in identifying need. So using it as a diagnostic tool to try and understand where you might want to focus energy and resources. Quite often what we find is that what's really useful for places is to look at the differences within the place. So if you're in a region looking at the differences between districts, but even if you're in a district, what you can do is take the data and indicators that we provide and then do further research. We we make it very clear where the data points are drawn from, and it is possible to then, if you want to kind of dig into that a little bit and look at the differences between lower super output areas for some of the indicators, and to see where what the difference is between those who are least advantaged within your district and the district average. So that's quite a useful way of using the data to diagnose need. You can also, of course, use it to measure impact. And we do quite a lot of work with places to translate the data that's here and the headlines into more bespoke impact evaluation frameworks for different kinds of interventions.

**Rachel Laurence:** And then, lastly, but most importantly, and my favourite bit is the sort of changing how things are done. It's the decision making and the design. So really, it's kind of what does it look like if you use this data and this framework to make different decisions and to evaluate benefit and cost in a different way? And to look at what decisions you might want to not take that you previously did take. So you know, that could be any, at any level in the system. But we've worked with people who are trying to take this data into account when making planning decisions, or when making decisions about investments or stipulating conditionality that might be attached to an investment that's made in in a business, to use the data to inform that decision, and also in how you design projects and how you pool budgets, and how you will, or how you are able to use spending that is happening in different parts of the system to generate co-benefits across some of the different domains. So we've had really interesting work recently of people looking at, could you can you spend money that is being spent on energy and retrofit to directly try and reduce winter hospital admissions in a place? And looking at how you can then track the impact of that decision across the kind of, across the data that that is shown in across the Thriving Places Framework and Index. So these are some of the different ways that you might start to use this in place.

**Rachel Laurence:** And if we move on to the next slide, this is just for me to transition from the presentation here into hearing from a couple of our panelists, who are people that we've worked

with recently to put this into practice. There we go. So I've got that graphic up again about the Wellbeing Economy In Action report. So just to say that report has some really a really nice range of examples and case studies in it of people. And it includes some people who've worked with us specifically using the Thriving Places Framework, but it also includes quite a lot of stories about people who haven't got anything to do with us, and we certainly can't claim any credit at all for work that they're doing. But we recognise that they are leaders in place who are trying to do this work and who are using different tools that are similar or or aligned with the Thriving Places approach that we have.

**Rachel Laurence:** And I think it's very encouraging, what comes out of that report is how much of this is already going on, and how many people are actually doing this incredibly, effectively. And the different ways of using a framework like this and data like this that I mentioned in the previous slide. You can sort of see examples of all of that in the report. So we're going to hear now from a couple of colleagues. So, colleagues from the North East and from mid-Essex and I won't say anything more, because I'm sure they will give a little bit of an overview of how they worked with us on this. So without further ado, I'll handover to them. I don't know if, Liz, if you're going to do a little bit of a bridge?

**Liz Zeidler:** I'm going to do a little bit of a bridge if that's alright, I think there's even one more slide just to say, that's what we're going to do. Great, yes, there's the website so please, please do dig around for loads more information about everything that you've just heard. And also the links to those dashboards and to that fantastic report, and please do share them. So as Rachel said, we in principle have got two, ah we do, fantastic. One of our poor panelists was pulled away to a very important public health issue. So we're extremely grateful that he's come back in. So we're going to first hear from two people who are doing this stuff in real life on the ground. Just really, briefly, we're going to hear just a few little headlines from them. Then we're going to have a bit of a discussion. And then we're going to come to some of those questions. So please do keep those questions coming. There's some great ones already. But do keep them coming, and we're going to come to those in about 15 min.

**Liz Zeidler:** So I'm going to start off with Robin. Robin Fry is, correct me if this is not your title, Robin, but the Inclusive Economy Advisor for the Northeast Combined Authority. And he's going to tell us a little bit about the work they've been doing around wellbeing frameworks and making the economy much more inclusive in the Northeast of England. Over to you, Robin.

**Robin Fry:** Thanks very much. Yeah first of all, delighted to be here. So just going to very briefly, give a bit of an insight into some of my experiences. We started exploring the Thriving Places approach when we were developing a wellbeing framework at what was the North of

Tyne Combined Authority and since then the patch has grown to become the Northeast Combined Authority. I guess born out of a commitment to being able to track progress beyond GDP and wondering what are the indicators and measures that would allow us to track more than some of those kind of hard economic outputs, such as numbers of jobs and levels of investment and consumption. I guess, recognising the need to hold public money accountable for social outcomes as well as kind of some of the stuff that the Government were keen that we reported back to them.

**Robin Fry:** We did some fascinating work, listening to communities in terms of what do communities consider to be the key building blocks and assets, and that are required for people to live well. How might we crunch that into a manageable set of outcomes and set of indicators and then, what's the Combined Authority's role in supporting the creation of those conditions? Both now and for the future. And how do we understand the unequal access to some of those assets that currently exist across the region?

**Robin Fry:** So yeah, that led us to some fascinating work where we developed a wellbeing framework and we started to do some work on how on earth, how on earth do you implement a wellbeing framework into an assurance framework or a green book business case model. We made some great progress. And then in May this year we became the Northeast Combined Authority and so I guess we're in that space where we're taking all of that learning with us and we've got a Combined Authority that has in its vision supporting wellbeing for all. So a lot of the intent is still there and I think the move to a new Combined Authority also opens up some spaces where things maybe aren't quite as fixed as they were before and there is an opportunity to kind of push the boundaries a little bit

Robin Fry: We've also got a mayor elected on a manifesto around reducing poverty and promoting equality. So we've kind of got all the right component parts, a lot of ambition and it's led us to some quite interesting stuff that maybe we wouldn't have done before. One example being when the UK Shared Prosperity fund came along with the community and place theme, we were able to use what we'd heard as part of the wellbeing framework discussions to design a, it's a 4.5 million pound investment around strengthening relationships between the communities within a place. Which is a thing that maybe we wouldn't have been quite so confident at investing in had we not started to understand that prosperous regions are more than just skills and employability and physical infrastructure, but are absolutely about community cohesion. So yeah, it's supported us in a fascinating journey, which is tricky but very exciting, and which we're hoping in the years to come with the new Combined Authority will be able to make some real progress. I'll leave it at that for now, but happy to pick up any questions in the Q&A section.

**Liz Zeidler:** Thanks, Robin, and similarly a brief intro from Adrian Coggins, who is Head of Wellbeing and Public Health at Essex County Council. Thanks for joining us, Adrian. I know it's been a tricky day for you.

**Adrian Coggins:** Thank you very much, Liz. Yes, we have got a bit of a public health emergency but I really really wanted to be here, because this is incredibly important. So I just want to spend a couple of minutes talking about what working with Rachel and the CTP crew has kind of enabled for us, because it's actually a hell of a lot but I'll try and condense that into three, I guess key themes. So the first one is working with you guys has enabled what I call smart partnership rather than just kind of working in partnership and as you can tell by looking at me, hopefully not too easily, but you know I've only got a few years until retirement, but I spent far too many meetings where you know, what's the solution? Everyone writes on the flip chart - working in partnership - yeah, we kind of know that. But what does a smart partnership look like? How do we get people together in a room where we're doing more than just show and tell, 'this is what I'm doing', and we try and aggregate up all the stuff that is currently happening and expect something different to happen.

**Adrian Coggins:** So that's been a dilemma that I've grappled with, and I guess my, the other word in my job title is Head of Place-based Public Health. So I created a rod for my own back, because that's a really difficult thing to define. But working with you guys that's helping us do that. So yeah, this smart partnership which I guess is around having shared outcomes and a data driven process to meaningfully combine data sets, that's really really important. So a great one would be, and we've done 5 or 6 half day workshops with a number of stakeholders across the mid-Essex Alliance, across lots of different sectors. So we used to look at things like not just housing indicators separately, and health indicators separately, but a combined set of indicators called healthy housing. And what that does, it's amazing how you think it back and think well that's just common sense, but you kind of have to go through the process to to arrive at what the best ways of doing it. But that is now enabling common targeting strategies for both primary care who are working to maximise treatment and management of respiratory conditions, working with the housing authority and others who have responsibility to make sure that the same people whose conditions respiratory conditions we want to manage are not living in damp or mouldy housing.

**Adrian Coggins:** I think the second, well, it's kind of allied to that, the other thing which working with CTP has really helped us do is kind of prevent this paralysis by analysis. We are all awash with data and this is kind of amorphous soup, if you like, of data which you know I struggled for some time to kind of make sense of. And what the TPI dataset, that that kind of

made it real for me. It turned all this data across God knows how many agencies into something which we can useably start to start to apply. And you know, as a public health professional of what, 25 years? I'm not that proud of my achievements, actually. And let me just qualify that. So we got 70 years of work by Professor Sir Michael Marmot. Kind of, you know, guru of health and equalities, going back to the Whitehall studies in the 1950s. Where he said, even when you adjust for lifestyle risk factors, things like how much money people have, how much control they have over their jobs - those are the real drivers of health. But we simply have not as a system responded to that. And it's really about time we did.

**Adrian Coggins:** And then if you look at Marmot's more recent work in the past couple of years, if you look at you know the recent Darzi report, let alone the first one. As a system we simply have not responded to that in a way which which we need to to be serious around three things. Firstly, place-based working, what does that mean? How do we define that? Properly? System approach? Let's take a whole system approach. What does that mean? Exactly. And the third thing, you know, doing the wider determinants of health. So CTP has been absolutely instrumental in helping me land in practice and move from you know, complex academic theory into practice. A system approach, place based working and doing the wider determinants of health.

**Adrian Coggins:** And then my 3rd and final point is really around, yes I work for a local authority, so I work for a politically driven organisation as a public health scientist, I guess. I find that very hard sometimes. There are decisions which are made which are driven as much by politics or more by politics than they are by data. So it is critical actually, having CTP and the the Thriving Places Index data as an objective, neutral, independent, needs driven reference point that I can quote, and which is defensible. And I think, how do we know this stuff's working? So the example I would give is when we had the leader of one of the district councils come to me and said, "oh, yeah, I get this now, Adrian. I need to start thinking about how we differentiate our results. So we're not just deploying that equally across our whole district area." And I thought, yes, if I've landed that with a leader of one of our councils, then I know it's working. So that's my spiel.

**Liz Zeidler:** Brilliant. Thank you. Super, super, helpful to hear how it feels on the ground, as it were, to be using this stuff in in everyday life. Okay, so we're going to go to a bit of a discussion amongst the panel. I've got a couple of intro questions, and then we have got quite a few questions coming in from our audience. So I want to get to those as quickly as we can. As I mentioned earlier, if we don't get to all of them, which we probably won't, we'll attempt to answer them either directly to you if you've left your details, or via the FAQs on the website.



**Liz Zeidler:** So I wanted to ask, just to the panelists, it doesn't need to be all of you. But just in a sentence or two, I wanted to start sort of big sky thinking if we could - what do you think would be different if the sorts of outcomes and approaches seen in the Thriving Places Index were adopted and really embedded at a local level everywhere. What would be different in the UK in a sentence or two. Big old question for you, I'm going to come to Rachel. Sorry, Rachel. I should have warned you, shouldn't I?

**Rachel Laurence:** I'd also love to hear what Rob and Adrian have to say about this. I think the way that money is spent would be really, really different. I think that's where it comes down to, I think ultimately, we've seen a huge, I think we have seen a huge shift, particularly in the last 10 years, particularly since Covid, in what the mainstream view is of what's important. And actually, I'm rarely in a room now where somebody says, child poverty is not that important? And that wasn't the case 15 years ago. But despite that somehow we keep, we still keep seeing the same spending decisions getting made. And so I think what would be really different is if this stuff were embedded right at the core of what are the priorities that are getting set? What are the targets that are getting set by central government? What is the Treasury asking the Combined Authority to do as a condition of getting devolution funding. What is NHS England being asked to deliver against? if that was embedded, and these conditions were met, I think we would see really different spending decisions. And then I think that would start to kind of shift some of the dial.

**Liz Zeidler:** Robin, do you have a word or two on that one.

**Robin Fry:** Yes, so similarly around how money spent something around recognising the the range of assets that either exist in a place or don't exist in a place, understanding how investing in one asset might have a positive or negative impact on another. So that kind of balance sheet approach where we're trying to grow all of the assets equally, not just for now, but for future generations as well. So the kind of, how do we use money as the responsible stewards of all the great things in our communities.

**Liz Zeidler:** Fabulous, and Adrian, any brief thoughts from you before we move on to wider questions from the audience.

**Adrian Coggins:** Yeah. So I think the resource allocation, but more proportionate to me that Rachel mentioned more explicit priorities which are genuinely shared and a genuine local place-based collective accountability mechanism.

**Liz Zeidler:** Nice. I'd probably add to all of those. There's an awful lot of conversations, and we saw it so much in those maps that Lisa was describing, showing of this sort of North/South divide, and for, you know, many, many years now it's been talk about leveling up. But actually, if we look at it through this sort of lens, what is it we're trying to level up? And is it the right answer just to have free ports and inward investment, left, right and centre? Is it? Is it really to prioritise the things that genuinely need to be prioritised in the communities all over the country rather than just relying on the good old fashioned trickle down, which doesn't seem to be working, as we can see from our lovely pictures. I've got a few other kind of broader questions, but I'm going to go to a few of the audience questions now, because I don't want to run out of time.

**Liz Zeidler:** There are a few, I'm gonna come to you, Lisa, just to warn you. There's a few quite data-y ones here which I think I'd quite like to ask you. There's one about the intersectionality lens which came in quite early on - is there an intersectionality lens? Let me just find the actual wording here so I get their question right. Is there an intersectional lens across equity measures? That's from somebody in Chelmsford. But along those similar sort of lines, is there a sort of danger of masking poor performance under that kind of indexing process? I know you would have strong thoughts about that one and any benefits beyond the IMD, because obviously, the IMD we know about and it's available at a slightly more granular level than the TPI. So can you perhaps bring those through, I know they're 3 different questions, but I feel like they're a Venn diagram.

**Lisa Groves:** Absolutely. Intersectionality is vital and it is one of the challenges which is really linked to the availability of evidence. So when we're kind of putting together the Index. We kind of use things that are robust at the kind of local authority level that we're kind of working with. And so this, you know, there is some good evidence around equality. But when we start to think about those intersectional issues, then there isn't as much ability to draw together a really good data set. And that's partly why we want to do some more work to really think about, you know, what should we be looking at? How do we work with partners to strengthen some of the kind of the evidence there that really kind of provides a bit more of a considered picture on some of this. And so we would say, the equality area is, you know, it's indicative at this stage. And that's one thing we'd like to look at moving forward. And so your question on sorry forgot your second question. Can you remind me?

**Liz Zeidler:** The sort of danger of masking poor performance. There are a few questions around this sort of thing. And do we have kind of minimum performances for people to become green, etc.

**Lisa Groves:** Yeah, no, it's a really interesting question. And Liz will know, I think, I talk a lot about this. So the Index itself is really a way of kind of starting the conversation around the

things that matter. So at the start, we showed the framework and the kind of things that evidence shows are important to wellbeing and the kinds of things that perhaps local actors have a role in influencing. So that's kind of how we've drawn it together. But you know, there's this kind of a range of different things within that as well. So yeah, like, I think we can use the Index, and it's very useful. But it's not the whole story. So one of the things we wanted to show today was how you can go beyond the headline figures. So, for example, you know equality definitely, if you start to group it together, you start to lose the important picture beneath that, also within sustainability. There really are some really key differences there across the different domains that you've got there. But also you know, there are, I think, I saw the question, there are differences by the type of place you're looking at. So within the mapping tool that we have available, you can start to isolate some of that. So start to isolate, you know, rural areas and say, well, actually, this is a bit more of a like for like comparison. London, this is a bit more of a like for like. Obviously not perfectly similar, but that kind of gives you a little bit of a way of understanding that. And then through our work with places, we're very much about getting underneath the surface and making sure. You know, we really understand what's driving the picture. So we kind of look at all these different levels so that the kind of picture isn't being masked. And we're trying to make as much available online within reason to try and help others to do that as well, to kind of get beneath the surface of it. So we yeah, overall, we think the Index is valuable and useful, and it's a really good way of getting a kind of insight into where you should focus. But we explore lots of different ways to work with it. So that, you know, places are equipped, and I think, kind of going onto your final question, which was relating back to what Robin said around assets.

**Lisa Groves:** So I think one of the key things that drives the Thriving Places Index is, it focuses on the kinds of things that matter, the kinds of things that matter to wellbeing. It gives a vision of that. So it's not only focusing on deficits, it's not only focusing on the kinds of things that perhaps places struggle with, but it helps to identify some of the things that matter and maybe uniquely strong in a place. And it helps to kind of bring a broader view and a holistic picture for places. So that's you know how we'd see it, you know, in contrast. Well, some of the ways it's different to the IMD. But absolutely one of the things we're looking at and over the next few weeks is those differences. You know, how can we compare this, what are the different patterns? And there seem to be some correlations, but not perfect correlations, in terms of how different places do on our index relative to the IMD. That was quite a long, long answer to 3 questions.

**Liz Zeidler:** With the IMD, it's kind of what's this space? You know. I think there are huge benefits of both approaches, and we work very closely with that data as well. I'm going to come to a more practice one, because I know that our audience is quite a mixture of practitioners as well as data people. So there's an interesting question here about examples of this being used

in social outcomes, contracts or social impact bonds and those sorts of things. Could it be used in those sort of spaces? I'm going to briefly come to Rachel, but then I'm interested in whether either of our our panel, our external panelists have got any thoughts on this one, too.

**Rachel Laurence:** That's a really good question. I think others and certainly, Robin, this is a very live conversation at my moment about embedding into social value actually. But yes, I mean, the short answer is, yes, it is. It does get used in that way, and I am aware of lots of people, including people that we're not necessarily doing sort of in depth consultancy with, but where I've become aware that that they've shared with us, that they are using the Thriving Places Data, or Index as a way of coming up with indicators or frameworks that sit within a social value framework, or or a kind of a way of measuring social progress in in different kind of grants or investments, or spending kind of profiles, and I think it can work very well like that. I mean, you know what, when you're when you're trying to embed an outcomes focus into those that kind of work at some point you need to kind of pull together a short list of outcomes that you're going to focus on from what could be a very, very long, long list, and there's different ways of doing that. And I think you could use the Thriving Places Framework as a starting point for that. You could also use other ways of deciding what the most important outcomes are that you want to track progress against.

**Rachel Laurence:** I think one thing that's a little bit tricky with that. And maybe this then turns it slightly more into a data question is what what you're measuring progress against. So we have done work, and Liz might want to chip in on this one, supporting institutions whose job is to try and fund social outcomes. We have done some work with them, something particularly of the Bristol City Funds work that we did where the mission of an investment is to drive social progress against social outcomes. And then what you're trying to do is understand the impact that your intervention has had on those outcomes for those people, and obviously what you need to do. There is a very bespoke set of baselining of what it looked like at the beginning, and where you got to the end, and how much you can attribute that to the impact that you're having, which you can absolutely use the Thriving Places Framework, and headings for. But you have to be careful that what you're not doing is just taking the 2020 Index data and then comparing against 2024 Index data and saying, 'well, we we did an intervention, but it still looks like child property is really high so our intervention didn't work', because obviously, you're not then using the data to capture the sort of the nuance of the intervention. So that's a bit of a data answer to what was a broader question. But basically, yes, people do. I. I am aware of people using the Thriving Places approach as a way of structuring impact frameworks or social value impact evaluation frameworks.

**Liz Zeidler:** Robin. As Rachel said, this is very live for you. Do you want to give us a very quick, quick thought on that one.

**Robin Fry:** Yeah, I think, we've definitely used it as a design tool. So if we think what we're designing is a skills intervention. We use it as a bit of a challenge to think about actually as well as investing in as well as this investment having an impact on skills. How might it have impact across the kind of wider scope of assets which is quite a good challenge to colleagues? And I guess, yeah, part of that social value that absolutely will deliver what's in the devolution deal. But what are the additional things we can deliver that matter? And it's great. Yeah. I think we started off with a very economy. GDP heavy set of outputs and outcomes that we could select from when designing interventions, and it's broadened people's minds that actually, this is more. GDP is, and probably will always be, a thing we need to report on. So it's not an alternative. But it's an additional thing. What are the other good things that might come from some of these investments?

**Liz Zeidler:** Great. So we're going, we keep going big picture, small picture. Inevitably the questions are now starting to flood in. So there was a really interesting question, very up top that was framed around, Keir Starmer saying, growth is the priority for everything, etc. I liked the way it was worded, but I'm not going to scroll back to it now. But it was worded around, when that inevitably goes wrong, how can we have built up a kind of fantastic you know, momentum, if you like around this alternative way of thinking about progress and growth and a changed society? So I'm going to bring that together with another question that's come further down about, you know, we're talking about spending decisions but the Government's first mission is about the longest sustained growth in the OECD. How can we ensure that wellbeing and issues of poverty and inequality aren't sidelined at best, you know. So I think that I think there's a broad interest from the audience about what is it that we can do, at a local level, at a local or regional level, to push against this tide? Of "no no no", the answer is still just keep on driving very traditional forms of economic growth and rely on the fact that that is going to suddenly, magically trickle down to wellbeing outcomes somewhere further along the line. What do you think? As people in places, what can we do here and now to start pushing against that tide? Adrian, I'm going to come to you first and then I'd love to hear from you as well Robin.

**Adrian Coggins:** Yeah, that's a great question. I've just written the growth chapter for our annual Public Health Report. And the first thing it says, is what do we mean by growth? And I think what the TPI data helps us to do, it helps people to think beyond the KPIs. You know, the key performance indicators or the objectives of their own organisation, which is absolutely critical. So from a wellbeing perspective, and I can say this, I spent 20 years in the NHS. But you know traditionally, the NHS, there's a great desire around things like prevention and talk



about the wider determinants of health. But if you look at how it's measured, it's still very much focused on kind of clinical outcomes. From a public health perspective, we still focus overly on individual lifestyle outcomes which fly in the face of the wider determinants. So I think the TPI data set helps us firstly, to kind of define some of that growth. And the really important thing for me. I was really struck by Robin's, you know, the phrase inclusive economy. We are able to show through data that if you just supply market forces to economic growth the beneficiaries that I'm interested in as a public health person, ie. the worst off, they will not be beneficiaries of economic growth. So where this data, not just the data, but a robust approach to looking at the data, it helps us strengthen the chances of economic growth doing good things for those who are worse off rather than just having uncritically generated economic growth where we're not really sure of who the beneficiaries are.

**Liz Zeidler:** Yeah. Completely agree. Robin, any thoughts from you?

**Robin Fry:** Yeah, I guess building on that. I think all of this work helps to reinforce that position of it's not wellbeing or economic growth. And actually, it's very difficult to have economic growth. If people are unwell or can't get to work or don't have access to the skills. So certainly in our region, I think we're lucky to have a set of politicians who are really interested in what kind of growth is right for the region. And these kind of indicators, of growth and wellbeing, is growth isn't it? So it gives us a different vocabulary and a different way of measuring progress. Otherwise we could just be measuring GDP, which as I say, is still important for us to measure for various reasons. But I think the public and communities are interested in a lot of other things, and would like to hold us accountable for different types of growth. So yeah, I think it's kind of two sides of the same coin, difficult to have one without the other and I think we know how to measure GDP. But previously we didn't quite know how to measure this other stuff. So I think, the work that you're doing gives us that kind of vocabulary.

**Liz Zeidler:** That's really helpful. I really liked Kate Rayworth's quote on this one, around we have an economy that aims to grow whether or not we thrive, and we need an economy where we thrive whether or not it grows. This is such a simple twist on the same sentence but it's really, really true. And I think in terms of, how do we push back? This isn't some sort of advert for CTP, but actually, because we've been working on this for 15 years, we are seeing a really, really huge growth in interest in doing things differently. I think more and more people are seeing that the current way of working is not working. It's not working for the vast majority of people in the country. And so we need to really start thinking very differently. And the the sheer interest and levels of you know, we're working with lots of Combined Authorities, more and more Local Authorities, more and more public health bodies, all really trying to do some pioneering radical things. And I think that in itself is creating that momentum that the questioner was asking earlier,

How do we build up enough of an evidence base that this this approach can have a difference so that it it answers those people who are questioning it, and and think we should just be driving all out for a very simplistic notion of progress.

**Liz Zeidler:** Okay, we've got a little bit more time. There's again a group of questions, I'm really aware, those of you who've written really beautiful questions out, that I'm trying to clump them together so I'm paraphrasing them. So I apologise in advance for the fact that I'm doing that. There are a group of questions about, Lisa I'm going to come to you in a moment, about timeliness and localness. I'm going to very badly paraphrase them like that. So there's some questions about, you know, obviously quite a lot of this data is mostly, large, publicly available data sources. How do we keep up with the fact that some of that's not terribly timely, and how it's produced, and how do we work on that level? What would you recommend because of that kind of time lag, that local places try and, you know, add to that data set? What should they be collecting? I know we do a lot of this in our much more bespoke consultancy work, really helping people to think about that, their local levels. Do we have plans for that kind of more localised LSOA plans beyond the consultancy work. Any thoughts about the relevance of smaller geographies and the relevance of timeliness. That's about 5 questions in one, and I apologise.

**Lisa Groves:** Okay, no worries. I'll try to answer them quickly at this time. And so I mean, and these very much things we hear quite a lot when we're working with places. And so I think on the kind of timeliness, then, yeah, we have to rely on publicly available data. Because of the nature of the index we need it to be consistently available across all the places. So to rely on gathering it from different places would be very difficult for that. However, when we work with places, then what we do is we review the indicators within the framework. And we talked about, you know, if they have more up to date information available, and if they know of others who maybe would want to kind of feed into it as well. We also have a kind of list of the ideal indicators we would like to include, and sometimes that's available locally, not always. So, for example, biodiversity and habitats is a key area we don't currently have in the Index. And we really tried very, very hard to look to find something we could, you know, have that kind of consistency, that the Index requires. But, we can work with places to integrate that into as well. So it's something yeah, we do think a lot about.

**Lisa Groves:** And then on the kind of smaller geographies. Again, the challenge there is, it's kind of hard to do the full Index, because there're so many, kind of rich indicators within it that aren't available at that level. But we do completely recognise the importance of that. So it is a priority for us to think about how we might adapt this overall approach to a kind of smaller geography, and so something will be working on in terms of a broader kind of thinking and and evidence base. But again, when we work with places, we're very much focused on taking the

data down to that level again, mapping across the kind of outcomes and the conditions that are within the framework. And we're also again, we're talking quite a lot about the future. We're in development of a kind of survey tool. So we're kind of trying to find a practical way we can help places gather some of this data. Some of it obviously won't be survey data, there'll be other sources. But we're mapping some of the questions that you might want to ask if you did want to do some bespoke work, and to kind of gather some evidence at the, more local level and community level, or by particular groups, as well.

**Liz Zeidler:** Yeah, I think a lot of this comes down to the difference for us between the importance of that overall framework and the changes it can make at a place, and what we can do in this sort of snapshot of an Index. But I think those bigger changes, some really good questions in here about affordable housing, which obviously is 100% in in the Index. It's also in the framework. And we've already, you know, mentioned I think, housing being a key topic for a lot of the places that we work with. And so then, when we're working with places, we're able, as they are, to really dig down into the importance of the data on that sort of thing.

**Liz Zeidler:** We are very close to the end of our time. So I'm going to take us back to a slightly bigger question. I did have a question prepared for earlier on in the conversation, and I'm going to merge that with a really great question that's just come in. There's a question in here about beyond those people, including those on the screen now, who are, you know, really strong champions for this kind of way of working, how do we bring in those more politically or ideologically opposed to this way of working? And my pre-prepared question was, and I'm going to come to all 5 of you for a 1-liner on this. Is if the mayors and leaders of all the UK local and regional authorities were in front of you now, I'm going to add to that, a few other skeptical people, how would you persuade them of the importance and urgency, perhaps, of this work? That's putting you on the spot, isn't it? Anybody want to nominate themselves to go? Give me a one liner or two liner on that. Adrian, thank you so much.

**Adrian Coggins:** I hope we get the chance at some point to do that. Let's have that audience, because it's really important. I guess my one line would be, this is public money, it's finite. We have a duty to spend it wisely. I never assume that everybody has the same values around health and inequalities that I do. But even if you don't, surely we just want best value for money as taxpayers, so why would we continue to effectively throw money down the drain by doing anything different.

**Liz Zeidler:** Nicely done. When we do get that audience with them Adrian, I'm going to bring you along. Who else would like to go next? Robin, do you want to give us a go on this one?

**Robin Fry:** Absolutely. I think some of it is we're anonymous. None of us have the levers or the investments individually to solve all of these problems and yet everyone deserves the opportunity to contribute to the region's success. And here's one way of us working together on that.

**Liz Zeidler:** Brilliant. Lisa?

**Lisa Groves:** I would encourage them to go and talk to the communities. You know, in their areas, because these are the things that matter. These are the things that make a real difference to people. And think that all the data is really important, but also understanding that this is really what you know a good life means to people as well.

**Liz Zeidler:** Absolutely. In fact, there was a question earlier about how do we come up with these? And it was a massive combination of looking at vast amounts of research and evidence and talking to an awful lot of normal people in communities. That's how we came up with what does really matter to people. So when we use that phrase, we mean it. Rachel?

**Rachel Laurence:** I mean mine is quite close, probably to Adrian's. I agree with what everybody said, but I think there is a thing for me about how it's just really inefficient to spend money that isn't delivering these outcomes. And I think for me, when I am in a room with people who perhaps aren't accustomed to thinking about things in this way and are concerned that this feels a little bit fluffy and wouldn't be better to just talk about GDP growth, I sort of feel like a quite an easy way of getting into a shared objective to say, well, yeah, like Adrian said, surely we want to be spending this money efficiently. And if you're content, you know, if you're growing, spending a lot of effort, growing an economy, and at the end of it the people, the bottom 30% wage earners, still, their wages haven't gone up. Or you know, the life expectancy still hasn't changed. Then that's not very efficient. So I think that's my main kind of go to.

**Liz Zeidler:** Yeah, I completely agree. And it's one of the reasons we produce the Index, because those headline three questions about are we creating the right conditions for people to thrive and are we doing equitably and sustainably so everyone can thrive in the long term? They are quite hard to argue against. So even if you're quite a kind of skeptic in this space to say these should be the things that matter most. And this sort of work is marking out a pathway to deliver those sorts of conditions that help everybody thrive now, and in the long run is a tough one to argue against, let's put it like that.

**Liz Zeidler:** And just to give leave on a note of optimism. We are indeed in front of more and more of these kinds of leaders. Not just us, and we've said this all along, we always try to be

very ego-less in this space. We are one of many organisations, quite a few of whom are on this call as well, doing fantastic work all over the country and all over the world, you know there's a wellbeing economy alliance of organisations worldwide that is doing this stuff. So we are far from alone, and I think all of those organisations are finding more and more and more people coming towards this way of working as they're seeing some of the significant challenges around us.

**Liz Zeidler:** I'm going to call us to a bit of a close, because the worst thing in the world is signing up for something and it overrunning. There are more questions that are on there and we will do our very best to go through those in detail. We'll download all of them and make sure we either get them on the frequently answered questions, or if we can, come back to you directly. And we'll try and make sure we've got all of that covered as much as possible on the website, which is always a work in progress. I would really, really strongly advise you to read that report that we talked about, the Wellbeing Economy In Action. It's on our website. It's full of lots more stories and lots more examples of ways people are using this and also some of the struggles, and how people have got through some of those struggles. I would also hugely invite you to dig around that website that Lisa was just describing. Have a look at the data, see for yourself. And finally, as you've heard. You know the Index is the tip of an iceberg of extraordinary ways that we and many, many others around the country can support you in this work. So if you're interested in doing more about really transforming your local place to deliver for people and planet, please please do get in touch with us, and we can, if necessary, point you towards other people who can help you. This isn't just about us getting more work. This is genuinely, very, very strongly, about making that impact in the world that we all want to see. So please use this as much as you can as a gateway to this kind of work. To really help embed it where you are, and hopefully, this time next year more of you will be on this screen. Maybe we might even be together to discuss this in person

**Liz Zeidler:** But really huge gratitude for everybody in the team who have worked absolutely, tirelessly to get all the data ready and as rigorous and robust as it is and to get it available on the website, etc. and to our contributors today. To Clare and everybody who contributed to the report and to everyone who came along to listen. It wouldn't have been a webinar without you, and we've really enjoyed having you here and please stay in touch. Thanks very much everybody.