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**City of Westminster**

**Project Brief (2020-21)**

**WCC Domain Advisor for MSc Student:**

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**WCC Problem Owner(s)**:

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**Project title:**

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| Experiences of Westminster – what do people think about Westminster and how does it make them feel? |

**Project description:**

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| As part of Westminster’s City for All strategy, the council is committed to putting residents at the heart of decision-making by continuing engagement with local communities on improving key areas in the city, including Oxford Street, Strand Aldwych, Victoria, Paddington, Harrow Road and Soho.  However, resident engagement and understanding residents’ behaviours and attitudes is a challenge for Westminster. The Council has often relied on more traditional in-person engagement methods, such as City Survey and Open Forum. Even though these allow officers to speak to residents directly, they rely on self-reported responses to questions or small sample sizes, rather than actual behaviour data. In order to deliver effective services, the Council needs to design them using an accurate evidence base that reflects the diverse perspectives and experiences of its communities. However, regular engagement with large numbers of people is challenging and costly, so the Council needs to explore alternative data-driven methods for understanding their residents’ behaviours and attitudes (e.g. online data scraping and text-mining).  *Policy context*:  The Council believes in creating a City for All – a city where people live in a healthy, sustainable and safe environment, can grow and learn throughout their lives, build fantastic careers in world-leading industries, have access to high quality, affordable homes and retire into the community with dignity and pride. Everything the Council does should enable every individual in our city to have the opportunity to improve their lives.  Intelligence needs/ business problems:   * How do people respond to the different neighbourhoods, spaces and activities within Westminster’s built environment? Can this be measured across certain variables in a satisfaction index? **As the city begins to recover from the Covid-19 pandemic, we are particularly interested in people’s opinions about the West End.** * What platforms do people use to express themselves and what do they say about Westminster? How does this change according to stakeholder, activity, time and space? What are the stimuli? * What is it like to be a cyclist in Westminster? What do cyclists think? How is their experience reflected across platforms – social media, news media, official statistics, etc? * How can the Council use open source or its own data to comprehensively and systematically understand residents’ attitudes and opinions?   *We welcome students’ interpretations of the topic and suggestions to further specify it.*  **Subject to data owner approval, sources could include:**   * City Survey (resident views and perceptions 2017, 2018, 2019) * Open Street Map * FourSquare API * Google Maps API * Good City Life - http://goodcitylife.org/data.php * Social media platforms – Twitter, Facebook, Flickr, * Acorn (CACI) geo-segmentation data of residents * Open Data (e.g. Census, IMD, crime etc.) |

**Deliverables:**

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| * Dissertation in full * Executive summary for policy and practitioner audience * Presentation to council stakeholders * Access and sharing of code on WestminsterBI GitHub |