Criteria A – Quality
Q.A1 Project approach **(Maximum Score 10)**
Please set out your approach to the project including: • How will you identify the long and short list of case studies • How you will conduct the case studies • How you identify overarching insights **Your response to this question must be limited to no more than 2000 words.**

Q.A1 Project Approach

The project will be broken into four key activities, which have overlapping and iterative elements as they progress. For example, research and writing of case studies will start in week 4 and continue beyond week 12, while the team also begins to consider over-arching insights.
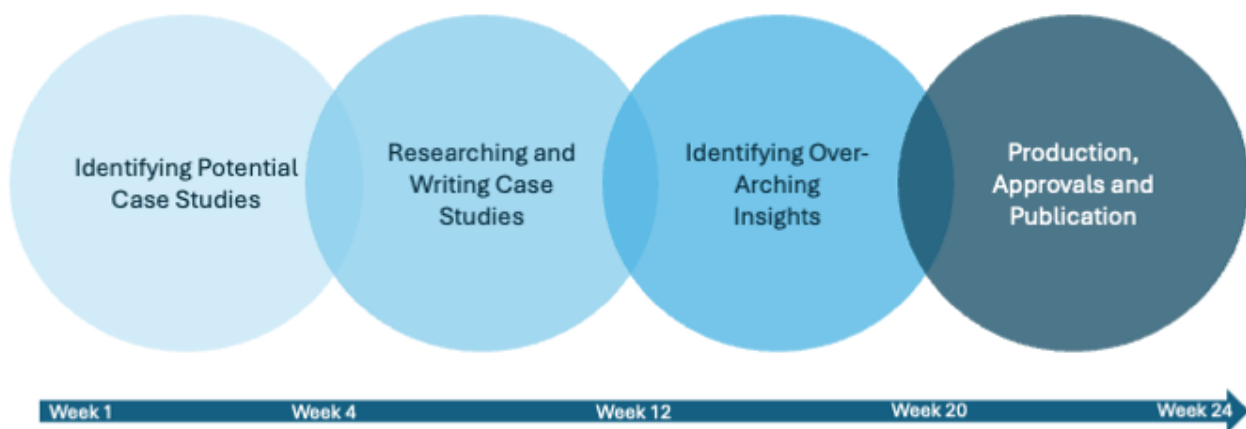

Figure 1: Four key activities within the project approach, with overlap.

1.1 How will you identify the long and short list of case studies?

Identifying case studies and inviting participation in the compendium is its own form of community engagement and network building, so care should be taken to keep the process inclusive and accessible. In addition, to ensure the exemplars truly address the CCDP's questions, it's essential to cast a wide net and robustly evaluate potential case studies from both strategic and practical perspectives.

- Strategically:

  - → Does the case study exemplify qualities of dialogue that are meaningful to the CCDP? For example, does it embody true engagement beyond interaction and instruction? Is it relevant to London? To health and care systems?

  - → Can the case study surface fresh or powerful insights that will inform the continued evolution of community collaboration? For example, does it demonstrate a novel use of technology to engage hard-to-reach populations? Does it tackle a question that has previously been considered too difficult for engagement? Does it introduce a new model of dialogue or address new types of communities?

- Practically:

  - → Is the case study sufficiently well understood and documented to be accessible to the compendium research team? For example, are there evaluation reports and project presentations available for review? Is there an established project team or organisational owner?

  - → Can the case study be publicly shared without breaching confidentiality or disrupting the environment of trust that is being fostered. For example, can the community contribute to the case study and shape its representation? Can the outcomes be shared?

These questions typically can't be answered at a surface level or via just the publicly available information, so generating the long and short list of case studies becomes an iterative process of:

- outreach
- information gathering
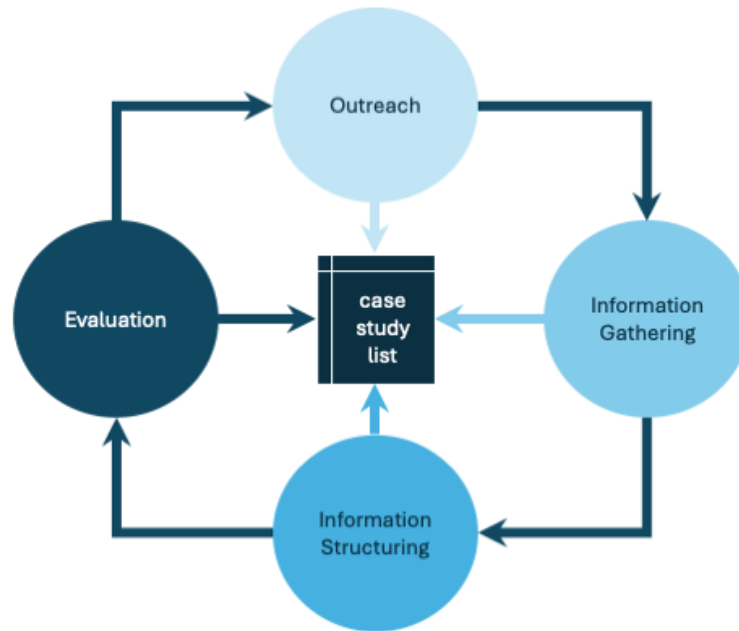- information structuring
- evaluation

Figure 2: Process to long and short list case studies.

With the CCDP programme team, we will identify a preliminary list of around 200 names to approach for case study outreach, both locally and globally, within:

- London boroughs
- the CCDP advisory board
- public and statutory bodies
- third sector and community organisations
- the private sector
- academic research networks

We will email each contact with background on the compendium project and a request for case study recommendations and/or introductions to additional contacts.

We will put open calls on LinkedIn or other networks to broaden reach. We will also conduct desk research on dialogue and community engagement projects that have been featured in academic literature or published on the Internet, and that may be suitable for consideration.

To support the long-listing process, we will create a one-page PDF and a 2-3 slide PowerPoint outlining the call for participation that can be included in emails, meetings or in social media posts or newsletters to appropriate audiences.

We may create a simple submission form (for example: Google Form, interactive PDF, or temporary Web page) that helps people provide basic information about nominated case studies in a semi-structured format. For example, encouraging people to answer a few questions that help us better understand what type of

dialogue occurred, its impact, its owners, and links to any published project resources, evaluations, or materials.

However, to make the process accessible, people will not be required to submit via a form. They can provide unstructured and partial information in whatever communication channel makes sense to them.

When appropriate, we may conduct short, informal (15-30 minute) telephone interviews to better understand the potential case study and form a relationship with organisers.

Ideally, from initial outreach, we will have 50-70 nominated projects to select from, although it is not strictly a numbers game. In fact, the number, type and range of projects identified will form a crucial piece of research data to understand broader patterns of what is happening in community engagement.

The list will be kept in a password-protected, shareable form, such as Google Sheet or Miro Board, so the CCDP programme team can continuously review and make comments and suggestions. Together, we may identify gaps in the list. For example, there may be a strategic need to understand dialogue with specific vulnerable or hard-to-reach populations that will inform further targeted research and outreach.

After initial outreach, information gathering, and structuring of that information, we will facilitate a scoring process with the CCDP team to evaluate the potential case studies against the strategic and practical considerations.

From this, we expect to identify about 20 projects for further desk review or in-depth study and have shared agreement about their relative priority and why they are of interest to the CCDP.

1.2 How will you conduct the case studies?

Based on our experience of case study research, the creation of desk reviews and in-depth case studies should happen in parallel, and the decision about which approach works best for each exemplar is driven again by both strategic and practical considerations.

For example, a project may be extremely interesting to the CCDP, but it may be essentially 'mothballed', with no accessible organisational owner, and therefore only suitable for desk review based on published information. Conversely, a project may be in early stages of its evolution, with very little formal documentation, and it will require in-depth interviews to capture a full understanding of what it comprises and how it is impacting communities and systems.

Similarly, the exemplars will not be homogenous in scale, scope, and impact, so the level of detail and amount of space dedicated to in in the compendium may vary, with some acting as backbone content and illustrating end-to-end process for transformative dialogue, and others referenced in more limited way to illustrate specific point or supporting themes.

We will begin conducting the case studies by reviewing the available resources identified during the outreach process. For example, these could include project presentations and evaluation reports, social media feeds, press coverage, or materials created as part of the dialogue (videos, art, reports or recommendations, etc).

We will write findings in an interim format, and collaboratively review and refine the approach with the CCDP programme team. This will establish what is most interesting and insightful to the team, the level of detail that is most appropriate for the audience, and what is possible to address from desk-based sources. This will also identify the key questions remaining for each exemplar and the priority list for in-depth research.

At this point, it will also be possible to create a list of working themes and insights and begin to experiment with ways to categorize and characterize the ingredients, attributes and features that help address the health challenges the London health system is facing.

Because the CCDP is particularly interested in community engagement that goes beyond interaction or instruction, what this engagement means to all sides of the conversation, as well as 'nuts and bolts' information that helps other organisations learn from and replicate successful models, it is crucial that community voices are included in the in-depth case studies and in the articulation of their impact. It's also crucial to understand how the community engagement interfaces back into the system, to stakeholders not directly involved in the dialogue.

Therefore, for in-depth case studies, we will attempt to interview at least 3 individuals from across different roles: organisers, community participants, and stakeholders. This is estimated to be about 50 interviews in total:

- Between 30-90 minutes in duration.
- Most interviews will be via Zoom or Teams.
- May include our attendance or observation at London-based community engagement events, where possible.

Although the compendium is not an evaluation of the featured exemplars, by collecting direct, primary data from multiple sources on each project, it can provide a

unique perspective and create valuable insights back to participating projects in exchange for their support.

Drafts will be sent to all interviewees and project owners for review, comment and correction. Each participating project will be asked to designate a formal approver for final signoff of the compendium prior to publication.

1.3 How will you identify overarching insights?

Looking across the case studies, including what was learned during outreach, long-listing, short-listing, desk review and depth research:

- puts each case study in context,
- informs ways of categorizing and comparing case studies across key attributes,
- surfaces deeper insights about the current state of community engagement,
- identifies important trends, tensions, and transformations that are emerging.

In addition to the descriptive analysis contained within each case study, We will analyse the data set for overarching insights in the following ways:

- **Discursive analysis of transcripts.** Each interview will be transcribed using automated software and we will analyse the text for key insights and themes, paying particular attention to the models and mindsets applied to community engagement, the way that power is wielded and shared, and the tensions and opportunities that emerge within different models.

- **Thematic analysis of outcomes and impacts.** Across the materials, we will identify different ways that success is characterized and measured, the types of impacts that occur, and the ways in which trust plays out.

- **Creation of framework for categorization.** Together, these findings will inform a framework of key attributes at play that can be used to categorize or map individual projects in relation to one another.

- **Reflective review.** Throughout the project, we will reflect with the CCDP programme team on how our understanding of community dialogue is evolving, and jointly identify opportunities for London-based health and care organizations to better meet the needs of the communities they serve through transformative community engagement.

This analysis will be reflected within the written case studies themselves (for example, each exemplar may be plotted within a common map or set of attributes), and within standalone chapters in the compendium that reflect the overarching insights.

A draft of the complete compendium will be shared with key CCDP stakeholders for review and comment, and appropriate leaders will be asked to write the foreword, response, and conclusions that frame the discussion.

At the end of this project, we will deliver a high-quality publication (including professional graphics/layout and copyediting), distributable as a PDF, of around 100 pages, including desk reviews, in-depth case studies, overarching insights, and appropriate context and commentary provided by the compendium's stakeholders.

This will be accompanied a one- or two-page PDF summary and a 20-25 slide PowerPoint presentation.

Beyond the physical outputs, the project should broaden the network of practice engaged with the CCDP, provide new tools and ways and of understanding community engagement that are of value to people within those initiatives and working across the system, provide visibility into best practice where it is happening, and identify emergent shifts or innovations that should be considered moving forward.

Wordcount = 1842

Criteria A – Quality
Q.A2 Understanding of community dialogue approaches **(Maximum Score 5)**
Please describe your understanding of community dialogue approaches. **Your response to this question must be limited to no more than 750 words.**

Q.A2 Understanding of Community Dialogue Approaches

Through first-hand experience researching and convening community dialogue, our own understanding has evolved to consider **what** dialogue is, **how** it creates change and **why** it is particularly relevant to the CCDP's questions.

1.4 Defining what community dialogue is (and is not)

Community dialogue demands a commitment to engagement that goes beyond simple communication, conversation, or even co-design. Not every form of engagement is dialogue, although dialogue itself is a term that evolves through the people practicing it.

We conducted global case study research on dialogue projects as part of a review of UKRI's *Sciencewise* programme[1]. Through reviewing over 70 projects and developing case studies for 23 of them, including interviews with practitioners from Europe, North America and Asia, it became clear that community dialogue sets itself apart in these ways:

- **Recognising and exchanging different kinds of expertise**. All participants in dialogue bring expertise to the table, whether in science, policy or lived experience. Everybody in dialogue is both learning and teaching. Dialogue creates space where people from different backgrounds agree to create a shared experience and a shared language for a specific purpose.

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[1] **Review of Sciencewise and proposed future approaches: Case Study Annex**
https://live-sciencewise.pantheonsite.io/wp-content/uploads/2020/11/SOIF-Case-Studies.pdf

- **Addressing complexity and controversary**. Dialogue goes to the heart of difficult topics and doesn't shy away from tackling issues that may be too complicated or divisive for other forms of interaction. It relies on skilled facilitation, explicit commitment, and ample time for thoughts and feelings to emerge and evolve through debate.

- **Generating new knowledge and action**. Because dialogue embraces expertise and complexity, together, participants construct new types of insights, knowledge and outcomes. Dialogue doesn't just discuss the status quo or operate from within existing structures, it imagines new ways of being and informs difficult decisions required to make change.

1.5 Experiencing how dialogue creates change, in practice

By personally defining and convening different forms of community dialogue, we came to deeper understanding of how engagement works in practice and the types of questions organisers face. This included designing an intergenerational dialogue for Portugal[2], and convening pan-African conversations on Digital Futures[3].

By considering different choices of who participates in dialogue, how that relationship is contracted, and how the stories are told, dialogue becomes an agent for change.

- **Extending diversity and inclusivity** to the furthest possible boundaries. For example, dialogue can represent future generations by proxy, and bring communities into conversation who are completely disengaged from existing systems, services or even communications infrastructure.

- **Challenging existing economic and power structures**. In its resourcing and decision-making, dialogue can turn communities from volunteers to employees to partners to enterprises. The model under which dialogue is contracted frames the value being generated and exchanged.

- **Expressing new narratives** about what it means to live well together. Dialogue can have formal outputs, directed to policymakers, politicians, scientists, engineers and clinicians. However, dialogue can also inform artistic and creative practice that challenges old narratives and creates fresh expressions of community.

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[2] *Framework for Intergenerational Fairness*

[3] "Thinking ahead collectively: The case of African Digital Futures" *The Routledge Handbook of Collective Intelligence for Democracy and Governance (1st ed.).*

1.6 Why it's crucial to enter into dialogue about health and care

In researching and writing the ADPH Compendium on COVID Community Champions[4], we encountered the diversity of London, its communities and boroughs, and the types of community engagement currently being practiced in public health. This exposed challenges and opportunities, both in and outside times of crises.

COVID Community Champions programmes fundamentally changed the practice of public health in London, but they will need continued evolution in both form and content to tackle health inequalities, respond to the next health shock, and manage demand.

Additionally, through research with vulnerable communities suffering health inequalities[5][6], we've seen that persistent, widely acknowledged issues in health systems, that fail to be meaningfully addressed, themselves create a heavy negative impact, not only on trust, but on people's physical and mental wellbeing. That pressure can be partially relieved by recognising community expertise and agency within complex and difficult decision making.

In this way, community dialogue not only has the power to build trust between communities and systems, but community dialogue itself is a form of care with the potential to heal.

Wordcount = 741

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[4] *Transformations in Community Collaboration: Lessons from COVID-19 Champions Across London*

[5] Personalised Care in the London Borough of Newham

[6] Qualitative Health Needs Assessment: Exploring the health and healthcare experiences of asylum seekers living in London hotels

Criteria A – Quality
Q.A3 **Equality**
Maximum Score 5
Your response to this question must be limited to no more than 1000 words.
Please describe how your organisation will conduct the co-design in a way that is inclusive to the diverse cultural and religious needs of Newham residents and in particular those from Black, Asian and minority ethnic communities

Q.A3 Equality

Equality, power and representation are core issues that must be considered within the design of community dialogue, and which also extend to the act of researching, documenting and celebrating community dialogue in this development of a case study compendium.

We will conduct this project in an inclusive way, through:

- Our approach to outreach and nomination of projects in the compendium. By creating an open submission system, supported by tools and resources that enable information about the compendium project to be easily shared and disseminated across networks in accessible language, we seek to identify forms of dialogue that may be operating outside the systems and structures already familiar to the ADPH CCDP.

- Enabling participation in the compendium via multiple communication channels. We will collect data about community dialogue projects not just through formal channels and structured communication, but also through informal conversation and semi-structured interviews, through whatever means works best for participants, including those with disabilities, different languages, or limited access to communications technology. This could include text or WhatsApp, telephone conversations, email, social media, Zoom, or in-person observations.

- Allowing communities to define dialogue on their own terms. Although we are starting from key elements of community engagement that are of relevance for the ADPH in London, we will seek to understand how communities are defining effective and transformative engagement, and value it delivers to

them, which may be different than how the system defines dialogue and its value.

- Seeking out global exemplars, particularly from global South and non-Western perspectives, that define dialogue and engagement from within different cultural paradigms, or from an explicit view towards de-colonisation of practice. For example, dialogue that recognises different models of conversation and debate or that reflects storytelling and knowledge production practices of different cultures.

- Seeking out global exemplars which specifically address inclusivity and participation of disabled and chronically ill populations which may have significant barriers to access. For example, how can dialogue be structured to enable people with limited and unpredictable levels of life-limiting fatigue to participate as and when they are able, or to bring learning disabled communities into conversation with the scientists and clinicians who are designing systems for them.

- Embedding specific questions and priorities of addressing health inequalities within the way potential case studies are evaluated and selected. For example, together with the CCDP, we may agree to place a higher priority on case studies which show relevance to Black, Asian and minority ethnic communities.

- Ensuring that community experiences are sought out in the research and interview process, so that the understanding of each case study is not limited to the perspective of the organisers and the systems who sponsored it.

- Providing review and commenting opportunities back to all communities who participate in the development of the compendium.

- Conducting the research within ethical practice, including obtaining informed consent, protecting of personal data according to our GDPR data policy, and using trauma-informed interview approaches when approaching sensitive conversations.

Wordcount = 486

Criteria A – Quality
Q.A4 Working with the Newham team
Maximum Score 5
Your response to this question must be limited to no more than 1000 words.

Please describe how you will partner with the local authority when delivering the programme
Please describe any risks for the project and your proposed mitigations
If you are proposing a partnership please describe how that will work

Q.A4 Working with the Council team

1.7 Please describe how you will partner with the local authority when delivering the programme

We will facilitate an open and collaborative working relationship with the CCPD programme team by:

- Holding regular weekly or bi-weekly project meetings throughout the course of the project, with a shared agenda and trackable list of action items.
- Maintaining working files in password-protected collaborative formats, such as Google Sheets or Miro Boards, so that the CCPD programme team has continuous visibility into project activities and the ability to review and comment on them as they evolve.
- Planning and facilitating collaborative working sessions at key project touchpoints to:
  - Identify the initial outreach targets.
  - Evaluate the long-list against CCDP strategic priorities.
  - Discuss emerging themes and insights.
  - Create frameworks and models.
  - Agree the format and content of desk reviews and in-depth case studies.
- Working in partnership to socialise the compendium project with stakeholders, including:
  - Attending and updating advisory board and wider health system meetings as appropriate.
  - Creating one-page PDF and PowerPoint summaries to support initial outreach and final presentation.

- o Opening key working sessions to broader attendance, as desired by the CCPD programme team.
- o Actively working with leaders who are writing any compendium forewords and responses, to ensure they are aligned on findings and messaging.

1.8 Please describe any risks for the project and your proposed mitigations

The key risks for this project are:

- Difficulty finding a large enough and diverse enough body of case studies that are exemplars of dialogue and engagement, versus simple interaction or information sharing. This will be mitigated by taking a global approach to outreach, working through multiple networks across public, private, academic and third-sector practitioners, and by conducting independent literature review to identify potential candidates, in addition to seeking nominations.
- Lack of published material around community dialogue projects to enable meaningful desk reviews. This will be mitigated in the evaluation criteria applied to the long-list, giving weight in selection towards those case studies with more information, as well as the use of multiple interviews in the in-depth case study process.
- Turnaround times for review and signoff that are necessary for final publication. This will be mitigated by identifying the key approvers for each exemplar at the time of selection, providing ongoing updates to approvers about when to expect materials and how long they will have, and an agreed process with the CCDP programme team for dealing with missing approvals.

1.9 If you are proposing a partnership please describe how that will work

We are not proposing a partnership. Poems for Roses LTD will directly manage a team consisting of:

- lead researcher and project director, Julie A Jenson
- research assistant
- graphic designer
- copyeditor

Wordcount = 454

Criteria A – Quality
Q.A5 **Environmental Factors and Community Wealth Building (CWB)**   **Maximum Score 5**   **Your response to this question must be limited to no more than 500 words.**
As part of Newham Council's Community Wealth Building (CWB) and Social Value Strategy, the Council strongly encourages partners to include added value within their contracts.   Please explain and demonstrate your commitment to at least one of the priorities below including specific details on quantities, timescales and how you will measure and report on your commitments

Q.A5 Environmental Factors and Community Wealth Building

We will focus on added Economic value through upskilling employees.

For example, in the past, we have provided qualitative research training to the Newham Public Health team.

As part of this project, will we develop an additional set of presentation materials and training resources, specific to 'Best Practice in Community Dialogue.' This will be built from knowledge gained outside and within the compendium research, and targeted towards Newham employees who would like to design and convene community engagement that goes beyond current practice. This is expected to be a 25–30-page PowerPoint presentation, with links and references to additional materials.

We will deliver the materials in a 'train-the-trainer' style format, so a core group of Newham employees can become dialogue champions within the organization and further cascade the information on an ongoing basis.

This will be delivered within 6 weeks of completing the compendium publication. In parallel, the CCDP programme team can organise the scheduling and invitation for participants. Following the training, we will submit a report to the CCDP team detailing attendance.

Wordcount = 180