



London Borough of Tower Hamlets

# EVALUATION AND MONITORING CASE STUDY

January 2023

Welcome to Whitechapel  
হোয়াইটচ্যাপেলে স্বাগতম



THE CLIENT



# BACKGROUND

The London Borough of Tower Hamlets (LBTH) wished to create a baseline of data and deliver on-going support for the monitoring and evaluation elements of its Levelling Up Fund (LUF) Bid with the Department for Housing, Levelling Up and Communities (DHLUC).

Ongoing monitoring returns, as stipulated by the LUF funding agreement, were also required based on a set of output and outcome measures identified within the application. Identifying and aligning evidence (data) to support this is an important deliverable.

A core requirement was to work with the client's regeneration team to create a framework within which the baseline data for the LUF monitoring could be established and enable the Council to collect subsequent data to allow for regular updates. It was also important that the framework could act as a legacy platform and create knowledge with the LBTH team to maintain ongoing data collection and analysis that can support future monitoring and evaluation.



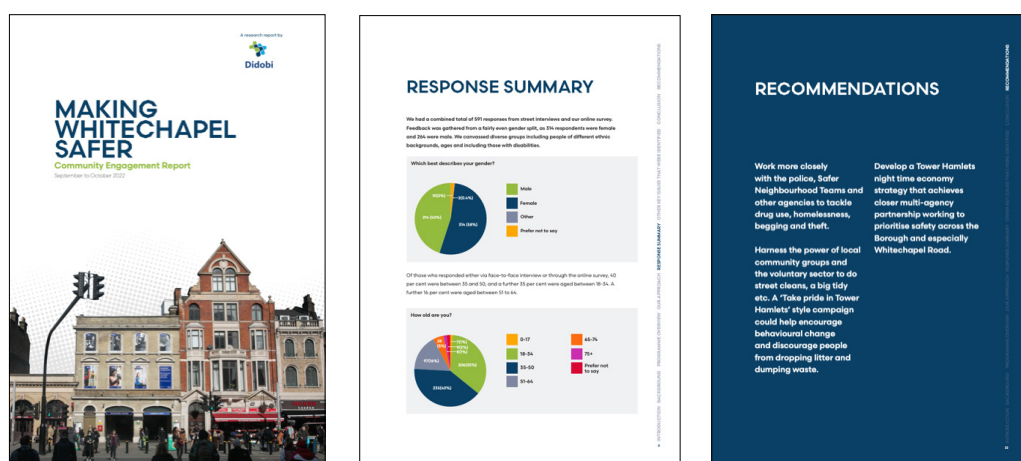
Image 1. London Boroughs map

# SERVICES AND SUPPORT DELIVERED

The core outcome of our engagement with LBTH was to create an evidence base process and structure that could not only be used for the Levelling Up Fund reporting requirements, but also had wider use for other areas and projects within LBTH. We also ensured that all guidance and requirements in HM Treasury's Magenta Book on evaluation were followed.

In order to provide a comprehensive evidence base we carried out the following key tasks;

1. Reviewed the funding submission and stated objectives
2. Identified data (qualitative and quantitative) that would measure and monitor progress against the funding Key Performance Indicators (KPIs).
3. Created a set of proposed measures and reporting based on outcome indicators, units of measurement and geographical area.
4. Sourced, collated and analysed the quantitative data on a number of attributes including crime rates, footfall, spend, opening hours, retail and leisure outlets, vacancy rates, trees and green space, rough sleepers, deprivation, transport, pollution, noise complaints and food hygiene ratings.
5. Created a survey, built a micro site for online engagement and conducted face to face interviews in order to deliver qualitative data on the perception of safety in the area. A full report (26 pages) for the client was written based on the data captured from 591 responses in a four week period.
6. Aggregated and visualised the data onto a single dashboard where maps, data descriptions and links to the data and any analysis could be viewed. Where available historical data was also mapped enabling the client to view different time periods.



Example 1. Qualitative data – perception of safety report (26 pages)





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## CLIENT COMMENTARY

“I was very impressed by Didobi and what they were able to achieve in the time available and the budget allocated. They visited the borough on a number of occasions and met with a broad range of people from within and outside the Council. They clearly communicated what they were doing and were very collaborative in choosing the data measures. They exhibited very detailed knowledge of data, potential pitfalls when using data, as well as an excellent ability to source open and commercial data to achieve the outcomes required. I was also very impressed by the response rate to the survey they achieved.

Finally, they delivered a comprehensive and highly visual set of data and surveys in one dashboard which will be a major contributor to developing the Council’s strategy to create legacy outputs from projects that have benefit across the Council, rather than just one project or team. The data dashboard allows us to now enable access to what we have created to all Council teams, to add new data where available, and create one central, highly visual and shareable place for our data.”

Alex Hatt, Regeneration Manager, London Borough of Tower Hamlets

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## ABOUT DIDOBI

Didobi is a team of highly experienced specialists who deliver independent, innovative and clearly written research, insights, reports and content to public and private sector clients for the built environment. These include data science, data quants, research, placemaking, communications and strategy. This unique combination of experience and knowledge has earned Didobi a reputation for distilling data into practical advice and knowledge that enables better strategic decisions and problem solving. We work directly and as well as collaborate with our partners to meet the specific challenges and needs of our clients as a consortium.

Since its launch in 2018, Didobi has worked with a diverse range of clients including Amazon, the Investment Property Forum, Coal Pensions Trustees, the Urban Land Institute in both Europe and Asia Pacific, Vinci plc, the Greater London Authority and many local authorities across the UK.

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This project was delivered in November 2022

For further information on how we help deliver evaluation and monitoring in both the public and private sectors then please get in touch;



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