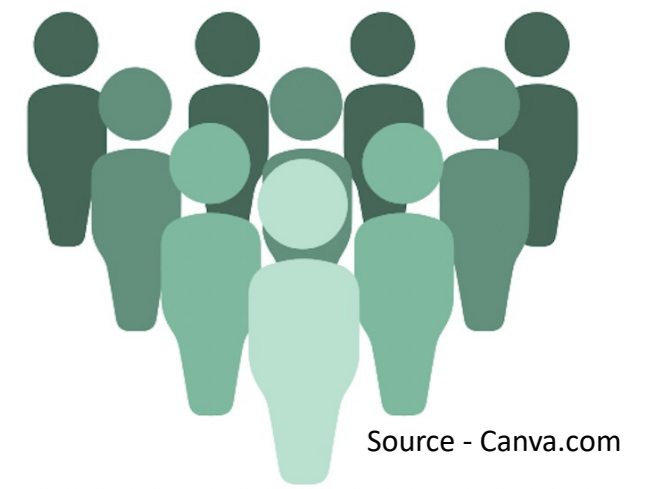




Studying community wellbeing and inclusion in the UK through 'Neodemographic approaches'



What is this research about?

The aim of this study is to understand, critique, and model leading indicators of social inclusion and wellbeing to help inform interventions for those most in need.

Why is it important?

The effects of Covid lockdowns are prevalent and now with the cost-of living crises, our communities are vulnerable to wellbeing, isolation and loneliness issues.

Our current measures of deprivation in the UK provide limited predictive value to help understand wellbeing issues at hand.

Who is it for?

Retail industry

Organisations have a corporate social responsibility towards their consumers.

Policy

The government has an active role to ensure that communities are prioritised and we help those at risk.

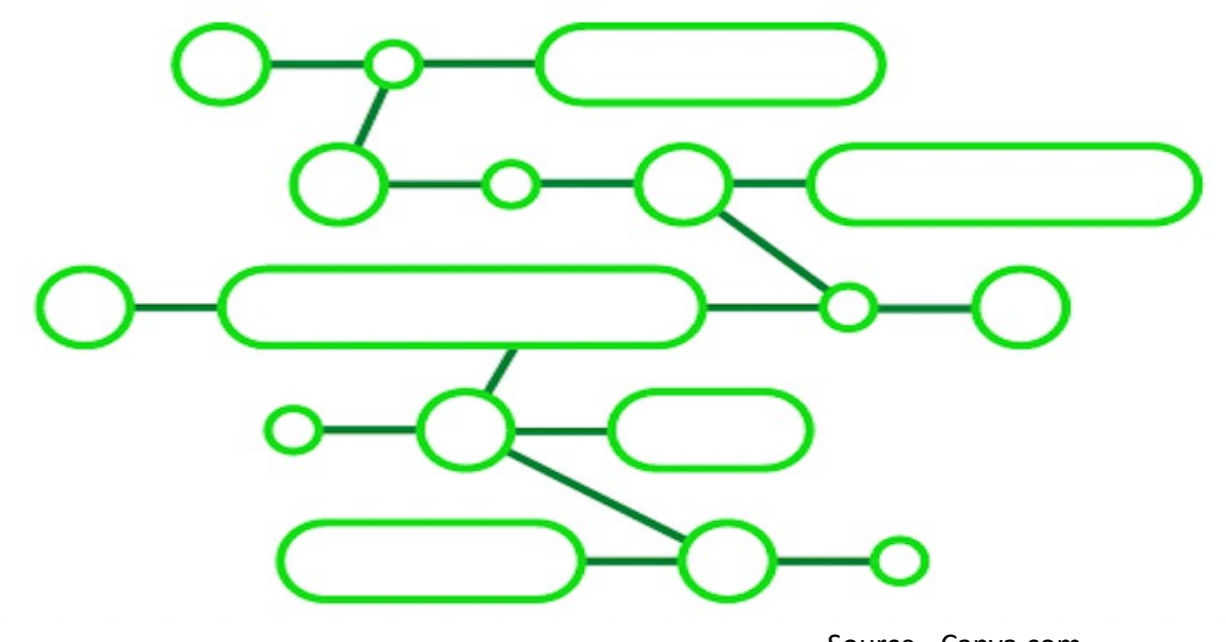
Partner organisation – Co-op

The Co-op operates differently to other businesses in that it is owned by individual members and other co-ops. The Co-op is founded on a set of values and principles based on putting the community at the heart of what they do. This PhD project will help understand what matters most to communities by studying community wellbeing outcomes.



Key Themes

- Understanding community wellbeing outcomes.
- Drawing upon 'Neodemographic' and non-traditional data sources such as aggregated transactional data.
- Shaping future Corporate Social Responsibility relating to wellbeing.



Why should we care

We need to create communities in which young people are not deprived and isolated in future. Predicting wellbeing outcomes allows us to have preventative measures in place to support those most vulnerable and at risk of being vulnerable.

About me

Data Insights Analyst specializing in Customer Relationship Management.

Background

Digital Marketing and Data analytics

Interests

Understanding consumers is at the heart of what I do. Understanding their needs, habits and what matters most to them, drives my passion for data.

How to contact me

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Source - Canva.com