



SHARING THE LEARNING FEB 2023

COMMUNITY DATA COOPERATIVE BURNLEY

Executive Summary

Community Data Co-operative

The Community Data Cooperative is a multi-stakeholder co-op run as a not-for-profit enterprise, owned and run by members drawn from the wider community to represent citizens and small to medium Enterprises. The co-op provides a safe, trusted space for individuals, businesses and communities to share their data, views and opinions with other organisations seeking insight into their challenges. Run on a commercial basis, all profits go back into community wellbeing projects, are reinvested into the business, or paid as small dividends to the members.

In Burnley, the ultimate aim is to encourage more people to spend time being outdoors – especially that on our doorstep.

With this in mind, to establish a Community Data Co-operative in Burnley we launched a survey to start a relevant conversation with our community to gather their opinions about the outdoors, what they would and wouldn't like to do, and where they would like to do it.

Image 1



Arts and Culture

- Mechanics Theatre
- Burnley Youth Theatre
- Super Slow Way
- 3 libraries



Green and Blue Space

- Brun Valley Forest Park
- Boating Lake, Thompson Park
- 256 hectares of public open space
- 11 allotment sites - 312 plots
- 12 parks, 6 with green flags
- 8 miles of canal

Parks and Amenities

- 60 play areas
- 4 skate parks
- 10 football and basketball courts
- 12 bowling greens



Physical Activity and Leisure

- St Peter's Leisure Centre
- Prairie Sports Village
- Barden Athletics Track
- Padiham Leisure Centre
- Towneley golf and pitch and putt

Services

- The Chai Centre
- X Children's Centres



[Click here](#)



VISIT THE
BURNLEY
COMMUNITY
DATA CO-
OPERATIVE
WEBSITE FOR
FURTHER
READING

BURNLEY

SHARING THE LEARNING FEB 2023

LOCAL ORGANISATIONS AND INDIVIDUALS SUPPORTING AND PROMOTING THE COMMUNITY DATA CO-OP AS A MEANS TO ENGAGE WITH RESIDENTS ACROSS BURNLEY. USING THE ACTIVE OUTDOORS SURVEY IN SUMMER 2022, WE COLLECTIVELY RECRUITED MEMBERS TO THE CO-OP AND GAINED VALUABLE OPINION ON OUTDOOR OPPORTUNITIES AND SPACES.



READ THE
BURNLEY
LEISURE AND
CULTURE
BLOG -
'COMMUNITY
THOUGHTS
ON
OUTDOORS'
HERE



THE AIM

Launch the Community Data Co-op in Burnley. Using a 12-week survey to gather insight and opinions from residents on the outdoors local to them, whilst at the same time asking people to join this not-for-profit research organisation that is owned by members with profits going back into community projects.



THE APPROACH

- Present idea to various groups and get partners on board
- Establish a working group of partners
- Discuss and agree on questions
- Design the survey
- Plan promotion and create action plan
- Start survey promotion
- Begin fieldwork
- Collate and analyse results
- Keep new co-op members updated and involved

TAKE A LOOK
AT THE ACTIVE
OUTDOORS
SURVEY
PROMOTIONAL
VIDEO,
PRODUCED BY
BURNLEY
YOUTH
THEATRE



TAKE A
LOOK AT
THE
BURNLEY
BEAT THE
STREET
FINDINGS
SUMMARY
HERE

- Community Data Co-op in Cumbria - see website link above and [here](#)
- Burnley Asset and Opportunity Infographic (Healthier Place, Healthier Future) **see image 1 above**
- Health & Wellbeing Infographic 2020 (Healthier Place, Healthier Future) **see image 2 below**
- BTS Burnley Summary link **above left**

BASELINE

COMMUNITY DATA COOPERATIVE

BURNLEY

THE JOURNEY

Sept/Oct 2021 - We were introduced to the Community Data Co-operative during our 2021 Beat the Street game

Jan 2022 - Share the Community Data Coop idea with the TaAF steering group

Feb 2022 - Workshop with SW Burnley Together to build a team of partners to share and promote a survey to gather insight and promote the co-op.



March 2022 - Discussions to decide questions for survey to gather relevant information



April/May 2022 - Design the survey and produce video promotion with partners

Aug 2022 - Fieldwork with UCLan students in parks, at local events, HAF clubs, community centres and in the town centre

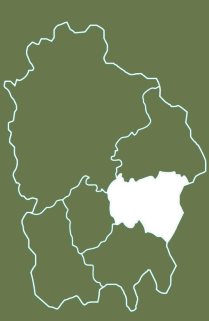
Sept 2022 - Initial findings shared and wellbeing project nominations opened



Oct 2022 - Active Burnley Forum update for partners



Image 2



Total population (in 2017)
88,527

Adults
53,600

Under 18s
34,927



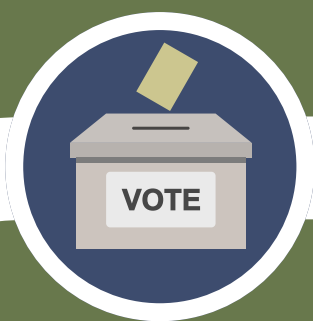
26% of children and 32% of adults are physically inactive and do less than 30 minutes of activity per week. It is recommended that people do 30 minutes of exercise a day, 5 times a week.

Nov 2022 - Steering group update and community vote for profit share

- Burnley has lots of great public spaces where people can be more active. These include...
- 12 parks
 - 8 miles of canals
 - 355km of Public Rights of Way
 - 23 MUGAs
 - 11 football & basketball courts
 - 4 skate parks
 - 60 play areas
 - 11 allotment sites = 312 plots
 - 12 bowling greens



Dec 2022 - Winning wellbeing projects from the vote identified and profits shared



OUTDOORS 4 ALL TOGETHER CIC

"Thank you so much to the people of Burnley for voting for the Community Grocery and to Burnley Community Data Co-op for your donation and support. This will make a huge difference to us and help us keep the shelves in the store stocked for our members so that no family across Burnley must go hungry this winter. Your support means so much and is helping to keep local families fed."
Daniella Steenbergen

"We are delighted, on behalf of the friends and guests who attend our sessions, to receive this donation. We pride ourselves on sustaining a service which is free to those attending, which is only possible due to contributions of this nature. Thank you to the Burnley Outdoor Project and the residents of the borough who got involved in the project and share our passion to improve mental health and wellbeing through reconnection with nature."
Glen Fendall

MAKING DATA WORK. FOR YOU. AND YOUR COMMUNITY.

WHAT HAS CHANGED

We think this is the 1st research project in the UK where the profits have been given back to the communities who participated in the research, as voted for by members of a co-op! And the Burnley Community Data Co-op members have demonstrated that it is possible to own and monetise their data for community benefit.



Beat the Street is set to return to Burnley in May and we have planned to make the most of the opportunity, using the Data Co-operative to consult with players and recruit further members.

WHAT IS DIFFERENT AS A RESULT



Burnley, as a place, is striving towards an Asset Based Community Development (ABCD) approach to build healthier, safer, prosperous and more inclusive communities, with residents leading the way. ABCD allows us to see more than needs and problems and enables us to recognise that each of our neighbourhoods has unique skills and capacities. The Community Data Co-operative provides a platform to highlight and encourage this way of operating.

INGREDIENTS TO OUR SUCCESS

- Always consider who's asking the question, is it a trusted person?
- Who's going to drive it forward?
- Face-to-face conversations increase engagement and responses
- Is the topic something that matters to the person?
- Will the person benefit, can you show them how?
- People want to have a say
- Work with people



SUMMARY

The Community Data Co-operative has helped to establish something that is relevant to the town of Burnley and can be used for the town's benefit in the future.