Q So basically I have a series of questions here which are really for us to get the sense of the kind of rationale behind the keywords, and they’re rather general. So the first one is: why were these key terms picked?

A Because we thought they were probably representative of the topics and the discussion that people would be having, so it was a guess really, but an educated guess, based on we know what initiatives we’ve been talking about, or are going to be talking about, and they’re some of the terms that we might be using that might get repeated.

Q So these are linked to the kind of sub-themes you identified?

A Yes.

Q So these are residential care homes integrated, and regarding the Budget?

A Yes, there were two main themes: Health and Wellbeing and Budgets. Under Health and Wellbeing, we’ve got residential care homes, and then also that will probably figure in two, actually, under the Budget as well. And then we’ve got some of the campaigns that are going to be running in the next few months, and then some general terms, such as: wellbeing, smoking, tobacco, ill-health policy, some really generic terms. And under the Budgets we’ve got the subtopics, such as: parking charges, street lighting, [District 1] Market, that sort of thing, because they are going to be big topics for discussion.

Q So you mentioned, for example, the theme of tobacco under Health and Wellbeing?

A Yes.

Q So how do you think this will relate to the general public, so to speak?

A Well, we will be having, as part of the setting up of the new Health and Wellbeing board and strategy, which is major changes to how things operate in [City 1], they will be talking about [City 1] to stop people smoking, and there are campaigns to stop smoking, so there may be talk in [City 1] around certain wards are more prevalent to smoking than others, so there might be some discussion, it might be picked up like that. There’s a tobacco strategy as well that’s being rolled out, and then there are some campaigns around trying to get people to give up smoking, and whilst the council is now responsible for that side of it, chemists will be having campaigns around nicotine patches and they will be talking about the nicotine patch campaigns and that sort of stuff.

Q And what kind of constituencies or publics do you think that might engage with? Would that be relating to the tobacco and would that be people who are considering stopping smoking?

A It could be both. My gut feeling will be that around the term Health and Wellbeing, the general stuff, because there’s that much change in how organisations are differently responsible for it, and changes to the NHS, I would imagine that there will be more professional organisations talking about those changes. With regards to stopping smoking campaigns, then I would imagine that is more likely to be the general public and that side of it.

Q Now I have also a series of questions regarding how you made the decisions concerning those key terms. So, for example, what is the process that led you to select these key terms, how did that come about?

A Basically, we wanted some different type projects, so we wanted where we were doing organisational change, and we thought that might be useful to find out what people would be wanting from that, and we wanted a charging option; we had quite strong feedback on stuff that they’ve not had to pay for before. And so what we did, we went to the service areas that were leading those projects, and said, ‘Can you let us have some of the terms that you might be using, and we will add others that might be the translation of how that is received?’ So like welfare reform is now bedroom tax, so it’s that sort of stuff. So we asked the service areas to give us some terms that they would use, but also some literature around stuff that they’ve already distributed, that we could have a look to pick out terms that might be relevant.

Q So which were the service areas that kind of drove those key terms?

A For Health and Wellbeing, we had the Wellbeing Team, which is a joint council and NHS team, so they had a look at all their different campaigns that they were running and some of the strategic stuff about organisational change that I just talked about. With regard to the integrated health and social care, we went to that team and they provided a lot of those terms. With regard to the Budget, the general terms, such as council bosses and cash-strapped, that sort of stuff, that tends to go how the papers respond to stuff. So we went to the Press and Media team and the Communications team, for general terms, but we regard to a topic that might be under Budget, such as street lighting, we looked at our council website, that the services had put together themselves, to find out again the terms that we’d be using on there. We went to three of the service areas in one of our directorates, and I suppose this leads on to the aspects of what we do with the information, and we asked them to be involved, and could they nominate an officer who was running those projects, and unfortunately we got the response, ‘We don’t want to be involved in that project because we don’t want to stir things up.’ Now, I did try and explain that actually it wouldn’t be stirring things up, because we are collecting what people are saying about it, whether we’re involved or not, because the projects are happening and people will be talking about the projects. And that’s indicative of our organisational culture in some areas, that I think they still see social media as a black art, as it were. Other service areas would ((rave 0:07:17?)) about it and thought, ‘What a fantastic opportunity to get involved in something that’s going to give us some insight back.’ But that’s a culture change for us.

Q So if I understand correctly, to recapitulate, you asked the service areas to identify a set of keywords, and then you combined those with a sort of educated guess regarding the relevance?

A Yes, and some more emerged than others. Some, I admit, are still a bit council jargony, and obviously we realise that there is an opportunity to tweak things as we’re going along, so we didn’t want to hold the project up by waiting until we thought it was perfect, we thought we’d get a starting point and then we could tweak it.

Q Could you give me an example of some of those that are more council jargon like? Would that be, for example, the one that refers to specific kind of projects of the council, such as the Joint Health and Wellbeing strategy, for example?

A Yes, it might appear to be jargon to Joe Public, but actually that is what is called: it is a strategic document. Now, we imagine that those sorts of terms, the more strategic terms, or abbreviations of, or acronyms, JSNA, may be picked up by more professional type organisations, or more in-the-know people.

Q As opposed to the general public?

A As opposed to the general public, yes. Now, if we were writing about that in a press release, we would then expand on what the JSNA would be, so people could understand it. And obviously if you’re Tweeting something, then you’re not going to get much in a Tweet about a Joint Strategic Needs Assessment, and whatever it is that you’re talking about, so we know that there is some stuff in there. Now, if you take another one, the fortnightly bin collections, for some reason that I don’t quite understand, we want to call that Alternate Weekly Bin Collections, so we’ve put both in because they could be interchangeable. We might be talking about it as Alternate Weekly, but the discussion in the city might be Fortnightly Bins, so we’ve given both, so we could pick it up and actually we know it will be the same thing.

Q Regarding first Health and Wellbeing, what do you think are the most relevant or strategic or important terms in that category? That’s both the questions for us to know what kind of searches to run, and also to understand the process.

A What are the most important terms from a strategic point of view, did you say?

Q Yes, to start with.

A I think the ones that we’ve put at the top of the list are actually Health itself, Wellbeing, because I think there will be different discussions about our understandings of what wellbeing actually is, so if wellbeing is being used, what are the topics that people are talking about it when they use that word wellbeing as well? We think there will be definite links to deprivation and health inequalities, because that will come back as part of it: the reason why we’re doing a lot of the work we’re going to be doing is around that. I would imagine we may pick some stuff up about the new Health and Wellbeing Board and the Health and Wellbeing strategy.

Q Why would that be?

A Because over the next three months, a fair bit of work is going to be done to promote the people behind what that is and what the strategy is and what difference it’s going to make, because there are going to be lots of organisational changes, and with Public Health coming into the council, that actually we want to tell people about, so there will be discussion around, ‘This Board is going to do that, the strategy will deliver this,’ that sort of stuff.

Q And regarding the Budget, which ones do you think would be the most important ones?

A The general terms, because obviously we’ve split it down into the topics. Firstly, I think the three sub-terms that we’ve picked: Residential Care Homes, Parking, Street Lighting and [District 1] Market, they are the big talking points because significant changes to funding or improvements are happening in those areas. So, we imagine that those will be talked about, hence that’s why we’ve picked them, but we will have to do things differently as a council, and we don’t have the money that we had before, and we’re generally genuinely interested to know what the buzz is around how we’ve got to where we are. So with regards to the general terms, those are the big areas: school transport, bereavement charges may come up as well, but we’ve not picked those as topics, because we’re having to charge an increased charge for burials and that sort of stuff, always an emotive subject. And school transport, we’re cutting and making changes to that, so that might come up. So it’s stuff that is probably emotive, that’s going to affect people’s lives, that we want to know about to see is if it wise, and maybe we’ve got it wrong, so it’s that sort of stuff.

Q You mentioned something about getting a feel of what both the general public are saying, but also more specialised groups.

A Yes.

Q So to take the example of the important terms you identified in terms of health and wellbeing, which groups do you think those might be?

A When I say the public, what do I mean by the public? Young people and families might respond to maybe about smoking and alcohol. The changes to the strategic operation and delivery of the Health and Wellbeing services is probably more likely to be talked about by organisations and staff who are representing organisations, whether in a personal capacity or a work capacity, that sort of stuff, so probably more professional type people.

Q Why would that be?

A Because I think there’s a lot of change to how their jobs and organisations are running, so they may be commenting on it, or having a say about what they think about it.

Q So the context would be in terms of what sort of changes will be operating inside the council and how that might affect those organisations?

A Yes, and the NHS and the voluntary sector, because Health and Wellbeing is everybody’s business, it’s not just one organisation who has an impact on somebody’s wellbeing in the city, so there are big changes as to how we move from each organisation doing their little bit. If you take a family, for instance, they use the NHS, they use the councils, they use all sorts of different organisations, they need their services, their lives are affected by that, and their wellbeing and their health, in effect, is determined by a lot of different things, and once you change how people access things, then there’s a buzz about it and there’s a reaction to it. In all these organisations, changing how they operate and what they do will be a reaction of the people who are on the end of those changes and is likely to result in comment or reaction, and whether that’s good or bad.

Q So that’s a speculative question, obviously, but what kind of comments would you expect to find regarding those organisational changes?

A I imagine there’s going to be a lot of indifference around the changes for Joe Public, and for this project might not ((morph 17:31)) in any comments, because as long as they get a good service, they’re not really bothered about who’s providing it. What I would call ‘critical friends,’ who are on there for commenting, or critics might have a say in what one organisation did that doesn’t now, or was it as a good as what the last organisation did, people who are looking at good use of tax payers’ money, that sort of stuff, will no doubt have a say on ‘Is this being wasted? Is it bureaucracy, potentially?’ and we’re interested in that sort of stuff, so I think that aspect.

Q When you say ‘critical friends’ do you mean the organisations that you referred to beforehand that might have an interest in how the council is being changed, or is it other individuals?

A I think there are community groups who have vested interests in how their group members perceived rights or services that they’ve had in the past are going to change, so they will have an opinion that might be a collective opinion based on what their members are saying. And I think challenge and critical friends are good, because they have a voice and that’s how democracy works: the big organisations in the city, and others, when you’re going to change something, you’ve got to tell people what it is you’re going to do, ask people’s opinion on that, and you get that opinion on that back, and you’re not going to please everybody all of the time. And I would suggest that not everybody likes change, and actually some of the changes that have happened right across the country, and in [City 1], are not going to be well received. So we would imagine that we will pick up a lot of potentially negative feedback on some of the changes, but actually, this project allows us to do that, so that in future we might be able to pick up a tool that’s going to allow us to interact, and yes we’re interested in what people are going to be saying about things that are happening, but we’re also interested in the types of people who are going to be saying that, so that then we can actually go out and engage with them further and explain and work with them.

Q And when you said that it might be individuals who really are involved and care about what the council is actually doing and how it’s affected by a series of changes, such as cuts and so on, are these individuals, such as the people who were talked about during the last meeting, I think it was [Colleague 1] from the Press team which identified a series of influential people who blogged between each other and shared views.

A Oh yes, it will be those people, and I also think it may be even be some staff in some areas, because specifically at the council, and I know some of the other health organisations, they’re encouraging people to tell the stories of what’s going on in their organisations. Not in a bad way, not to drop their organisations in it, but actually to become more of a human organisation, to be perceived not as an organisation, because I think we’re looking to encourage dialogue and discussion in the city, and I think the feeling is that people relate to people, they don’t relate to organisations, and organisations do things to people, rather than if we have that explanation of why there are changes and why something actually isn’t possible, if people understand that then they’re less likely to say this, that and the other. So, it facilitates understanding.

Q And when you say that in [City 1] City Council people might say stories about how things are happening, how is that done exactly?

A It could be through the various Twitter accounts or Facebook accounts or the social media accounts that we’ve got, we’re trying to explain why things are happening. We’re encouraging staff to open up on blogs, and not just council created blogs but actually go in the city, where the discussion is, and join that conversation. And if there is a discussion going on and it’s actually maybe based on information that isn’t correct, to get involved and actually say, be involved in the discussion to give the right information, that sort of stuff. So information and keywords might be picked up from those discussions, not just the council. So we’re trying to move away from broadcast to involvement and inclusion and discussion and conversation.

Q And so far, obviously this project is about assisting or suggesting new avenues of doing that, but up until now, how has this been done, like go somewhere and participate in a conversation?

A Yes, finding out where the discussions are, who tends to talk about things, going in and having chats with them, finding out who we might consider to be influential people, so that we can work with them and use their networks to pass on messages and what have you, and we’re always learning, basically. And I think over the last few years it’s been a case of we want to go where the conversation is, because actually not everybody wants to talk to the council. Young people don’t want to give their views to the council. However, they might want to give them to another younger based, more hip organisation, so if we can work with that hip organisation, great.

Q And this obviously has implications for the keywords.

A Yes.

Q So the other question I have, and that applies for both themes: do you think that some of the keywords the public might be using, but not necessarily the council, is actually working with how might this reflect on the selection of keywords?

A I think yes we need to take account of that, and if there’s the opportunity to Tweet things as we’re going along, fantastic. I think the list that we’ve probably given you is more jargony than we would like it to be, and obviously in some cases, when you’ve got five words, then it might not be possible to pick all that up, so open to suggestions on that one. We can provide information of the organisations that we’re working with and their forums and stuff, so if we can link through to that then that would be great.

Q That would be great, yes.

A So we can do that.

Q And another question with respect to the keywords is whether you excluded some keywords, because that’s very interesting to us as well, to see whether there is some keyword you identified and you proceeded to remove it from the list for some reason or other, and on what basis was that done?

A I’ll just take a minute to have a look through the list. No, I can honestly say, of all the words that were submitted by the various people, we only took duplications out, and we haven’t put derivatives in, and I’m assuming that we can work with you on the derivatives of stuff, and actually how we would join up to put in things like [City 1] and Health and Wellbeing and the topic, and it would search and pick that up, and obviously that’s the understanding that we’re going to come from, but there wasn’t anything that we took out because we thought it wouldn’t go down well. But again, we knew that there was a process to tweak stuff, and there’s nothing in there, some of the key words that are in here are related to services that we are going to be changing, but actually we’re not giving these keywords out to the public, so there was no angst around that side of stuff. And all these potential changes have already been in Exec Board papers, the public have got access to, so they know around what’s going to happen around these topics, and we just want to pick up that conversation.

Q We’ve touched upon the question of the publics that might be engaging with the Budget keywords a little bit, but I was wondering whether you could say a little bit more about that in terms of, first, what your hunch is about what the public might be, which groups of the public might be engaging with it, and individuals in other spheres or areas.

A If we take the Budget, if we take the [District 1] market one, the market traders and the Friends of [District 1] Market, and those groups, we know they’re going to have a big say in what we do, but we’re at the end of quite a long consultation on what people might have wanted, so I think from that point of view, you may get some general public talking about it, in support of traders, or actually in support of maybe what the council has come up with actually might be a good thing, so it will be interesting to see that.

Q And just because I don’t know about it very much, what are the changes that will happen to [District 1] Market?

A I think they’re going to make an area for events. I can send you the information through. I think they’re going to renovate certain areas, they’re going to improve the areas where some of the stallholders are, and they’re going to repair the leaking roof, and all that is, I think, going to cost about £12.3 million. But what’s going to happen is, they’re going to have to move some of the stallholders out while they do some of the repair work, so that isn’t going to go down brilliantly, but you can’t make an omelette without cracking eggs, as it were. But I will send you more information through on what that is going to be and then we can tweak the list if we need to. With regard to the bins collection, I think at some stage there is going to be recognition generally across the country that we can’t go on as we have been doing and some changes are going to have to happen and we’re all going to have to knuckle down and bear the brunt of it. With regard to the bins side of it, I think as long as people know what the changes are and when their bin days are going to be, my view would be – and this is not an official view on behalf of the council, it’s a gut hunch – as long as the bins get emptied on the day they’re going to get emptied, I don’t think people will be bothered.

Q So why did you say that things cannot go on the way they are now?

A Because we don’t have as much money. Some of the cuts that we’re having to make is because we can’t afford it, because of, there’s something called the Barnet Graph of Doom, that’s where it initiated it: the cost for the amount of people living longer, and so the cost for Children’s Services and Adult Social care, the spend on those, with less money than we’ve got overall, means that in a few years’ time we would only have the budget to cover those two areas, and looking after vulnerable people is the priority. So, ‘nice to haves’ aren’t going to be priority, unless we can work out how we’re going to work with other organisations in the city to fund it, or for other people to do some of the things that the council once did. So, in effect, the responsibility of the council is to protect vulnerable people, so ‘nice to haves’, for instance, things like fireworks and bonfires and New Year’s Eve firework celebrations, I don’t think people would have an issue if it was either we look after this person and we don’t have fireworks, it’s that sort of scenario.

Q And there have been already responses of the ((0:32:26?)) regarding those?

A Absolutely, yes, I think the topics that we’ve picked, we will be doing consultation on over the next few weeks, so there will be quite a lot of information in the public domain as to the potential changes that are going to happen. So we thought, well, let’s pick up what people might be saying about it.

Q And this reflects the keywords you chose?

A Exactly, yes, because we know that if you take the Budget key terms, what will appear in the newspapers are things like: council bosses, council cuts, cash-strapped, because that’s what sells papers, basically. On social media it’s slightly different, but there will be a reaction to, and links to those articles in the paper, to stir up discussion around it, and some of those terms may be used and they might be picked up. But the topic areas of fortnightly bin collections, street light pilots where we may consider turning off the street lights at night when nobody’s using them, the general public might not have an issue with that, they might think, ‘Well, fair enough, if that means that something else stays, fair enough.’ Car parking charges: that could be more of an emotive one, but it’s an opportunity for the council actually to raise more money to keep other stuff going.

Q And relating to Health and Wellbeing, because obviously in the budget you had some publics in mind when you chose the key words with respect to some evolutions or changes that would happen in the county, and in terms of the Health and Wellbeing theme, what did you have in mind in terms of publics when you chose these keywords?

A I’ll be honest on that one, it’s a learning curve for people in the council, because inheriting a public health function, and that actually might manifest itself in the feedback that we get, that actually would people perceive the council being responsible for public health? My gut feeling: probably not. And would they be bothered? Probably not, as long as they get the service. So does it matter that we need to tell people that the council is responsible for it? Partially, yes, but that wouldn’t be priority. With regards to the Health and Wellbeing terms, I would imagine that they’re more likely to be more vague terms than the budget areas traditionally council, so we have sought to work with Health and Wellbeing colleagues, or Health colleagues, so within that list of terms there are the general ones that we know were the strategic stuff, and then there are the more campaign sort of terms. So, ‘[City 1], let’s quit’ is a smoking campaign, so younger people and schools, so you might pick up stuff from school accounts or Healthy [City 1], that sort of stuff, where it actually mentions ‘[City 1], let’s quid’ as a campaign title.

Q And that was done with the Health and Wellbeing team within the council?

A Yes, and ‘Poorest Fastest’, that’s probably one of the key terms that was being used in previous media releases on what it is that we’re trying to achieve in [City 1]: we would like to improve the health of the poorest people faster, because it would make a vast difference to people’s lives. I think there’s a 12 year difference in life expectancy between our poorest wards in [City 1] and the richest, so ‘Poorest Fastest’ that’s where we’re going to target.

Q And the Health and Wellbeing team was quite happy to get involved then?

A Absolutely, yes. They see this as a great opportunity. I see it as a great opportunity to pick up information on how the reception of, so we’ve got a Health and Wellbeing Board and this is what the strategy is, that would be really useful, because they are big changes to how the city is going to operate. And all cities are having to do this, but I think it would be quite interesting to see actually what effort you’ve put in to telling people about top strategic initiatives, because I think there probably isn’t one school of thought that says Jo Public doesn’t really care about that, and that’s why I think this project is particularly interesting, to see which of the groups are talking about the strategic stuff, and which are the group who are talking about, ‘Well, that’s going to affect my family because it’s a cut to this,’ or ‘I’m going to have to pay for parking charges to go into town.’ I would imagine that Joe Public is more likely to be feeding back on potential parking charges than they are, ‘Great, we’ve got a new Health and Wellbeing Board, what’s that going to do for me?’

Q So it’s more, not defensive, but they will take it personally, the changes?

A Yes, exactly.

Q All that feeds into a last general question, and we’ve obviously touched upon it, but it’s basically: what are the expectations in terms of what publics might be emerging from the kind of searches in social media and how would you like to engage with those?

A Going forward, once we’ve got all the results?

Q Well, yes, I mean before we get the results, what are the expectations of the people who got involved in looking for the keywords?

A In our organisation?

Q Yes.

A I think around the Health and Wellbeing, quite excited. Around the Press and Media team, sceptical. Around the car parking charges, street lighting and [District 1] Market, the project managers for that, I don’t think they yet understand the potential benefits of projects like this, because they think, at this stage, I honestly don’t think, I’ve tried as hard as I can to explain that we’re not inciting discussion, we’re not instigating comment, or this, that and the other, we are just collecting insight and evidence around that. I think what they would then need, as a next step from this project, is how much conversation, and how do we know that it’s the right people talking about it? So myself and colleagues in Customer Services, and more of the research side of things in the council, are excited about it, because we want to know how deep it’s going to get. And we think we know what the discussion is going to be, ‘Not happy about this,’ and fair enough, we can accept that, but it would be interesting for us to find out who the groups of people are who are talking about it, and I think that would be quite useful for the service areas, definitely. And then going forward, I think obviously if one of the platforms that you are using turns out to be better in one area or another area, obviously I’m excited about that, and what is the difference between the free tools and the tools that we would buy? Because we don’t want to do a knee jerk reaction as to going out and buying something just because it tells us that three people are talking about something.

Q I can totally understand that.

A So that’s why it’s an excellent opportunity for us. I think what we may get back from our organisation is, ‘We’ve collected all this information. What do you want us to do with it?’ And I think we need to put in place what that procedure is, and if we’re truly looking to engage and include people’s views on things, then this is a fantastic opportunity to do that, because we can’t have a customer access strategy based on evidence and insight if we’re not prepared to listen. And I would say this would be one element of the feedback, because yes we will do proactive consultations and feedback opportunities and questionnaires and meeting people and that side of it, but actually, this is an opportunity to gather some rich information back that would feed into that, and at this stage, if some of our service areas aren’t prepared, because they don’t understand it, I think once we get over that boundary it might be different.

Q In terms of the Press team, why are they a little bit sceptical towards the potential of the project?

A I think it’s just traditional change, moving away from servicing our print media in the city, and sending stuff to them to publish, rather than potentially being able to publish it ourselves and do things differently. And it’s that conversation ((0:42:54?)), and I’ve been to various places across the country in the last month, and it’s not just indicative in [City 1], I think generally the press industry, and the PR industry, are going through a massive change, and I think it’s just a case of we haven’t yet embraced what the future is likely to be, we haven’t gone through that change curve yet, we haven’t got to a place where we’ve actually stopped doing something in order to have a think about it and redirect.

Q Let me have a last look at the questions. I think that will be all. I got a really good feel of the thinking behind the key terms and it’s been amazingly useful.

A Good, because when we originally put them together, some of the teams were that busy that they didn’t have time to respond, so I really had to chase them up, and I was a little bit disappointed in the responses in a couple of areas, so we had to make a bit of a best guess, but we hope we’ve got that, and obviously I also knew that we had the opportunity to tweak things and do that. What I’m interested to know is how you pick up what is said around [City 1] and how you pick up stuff that’s said elsewhere that actually isn’t [City 1]. So you put terms in, like [City 1] and Council and NHS, a bit like you do when you’re searching, is that how you do it?

Q Well, I can only partly answer the question. Obviously I have followed what [Colleague 2] has been doing, and from what I understand, he’s also planning, at some point, to put a geographical filter, so there is that possibility. I’m not sure it’s going to work and [Colleague 2] is not sure it’s going to work.

A It’s part of the project, it’s what we want to find. What we did do, on some of the lists I’ve put ‘and derivatives.’ So we’ve got daycentres, day centre, and we might have care centres, that sort of thing. Residential care services, personalised budget, personal support, personalised services, that sort of stuff. Where we’ve got care spending, people might talk about it as care spend, so do you put derivatives up in terms of we do as well?

Q There is such a possibility in the various programmes [Colleague 2] is using to do a combined search..

A ((0:45:45?)) otherwise this would have been a big path, it would have been like that. So we’ve got off-street car parks, off-street parking, and it’s the same thing, but actually some people say parking, some people say car parks. Parking fines, parking tickets, that sort of stuff, they could be interchangeable.

Q From what I understand, there’s a possibility to search by symbols rather than words, so basically it will look for a sequence of similar characters, so if one puts park, it will include the areas of parking, parks and so on.

A That would be useful, because I was worried that we could have gone into too much detail in stuff. I’m glad that it has been useful, and obviously we’ll make ourselves available to tweak it and do stuff like that, and if you think one of the areas, we haven’t got much there, but the reason why we gave general terms for Budget is because fortnightly bin collections would cover council bosses, council cuts, spending reductions, all those could actually be put in with the other three. [City 1] and Cuts, [District 1] Market, straightaway. School transport, these are two of the other big ones that we didn’t do a sub-topic, because what’s happening on the school transport is we are stopping paying certain school transport costs to people who are travelling miles, because the issue is, ‘Well, go to the nearest school. Why should we pay for you to go right over there?’ And some faith schools as well, people who go to faith schools, who have got special funding, aren’t going to get that any more. So what’s the process from hereon in?

Q [Colleague 2] is running the searches now by selecting a few keywords, and obviously we’re inputting into that as well, to see what kind of results that will yield and so on. And then I think the idea is to come and-

A Tweak it and see what’s coming back.

Q Yes, and then share it with you.

A Good stuff. And what’s your particular role in the project?

Q My role is to document the series of decisions and observe at this stage what is happening and why, so dealing more with the research methodology of it all, and at a latter process, I will be doing more interviews with how you’ve been possibly using those, the needs and so on, so I’m more into the qualitative research methods kind of side, whereas [Colleague 2] is on the technical.

A So he’s on the technical side, so if I have a word with [Colleague 3] about whether we can get ((0:48:32?)) accepted as one of the things?

Q Yes, you should send her an email definitely.

A Brilliant, I shall do that when I get back to the office.

Q Thank you.