

Resident Engagement Summary Report



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October 2016



Background

Everyone Everyday is a collaboration between Participatory City (PC) and the London Borough of Barking and Dagenham (LBBB). Everyone Everyday is based on the PC model, and is an innovative initiative which aims to facilitate residents improving their livelihood and their neighbourhoods by creating a 'participation culture' at a local level. Participation culture is seen as the mainstreaming and concentration of local volunteerism, with the ultimate goal of achieving an increase in regular participation of 30% with projects that are developed by residents (3 or more times per week). Pending approval from the LBBB Cabinet in November 2016, and successful funding bids, delivery of Everyone Everyday will commence in summer of 2017.

Throughout September PC and LBBB staff engaged with residents around the concept of Everyone Everyday to ensure that in the first instance the model was appropriate for Barking and Dagenham. The objectives during this phase of engagement were:

- Raise resident awareness, understanding and support for Everyone Every day.
- Generate resident responses on projects they would like to trial as part of Everyone Every day.

Engagement identified a strong appetite for the initiative within the community and, perhaps more importantly, revealed stories of the individuals whose lives would be greatly improved through participation culture.



Pop Ups

In September 2016, PC and LBBB Officers hosted ten Pop Ups at carefully selected locations around the borough. Through Pop Ups, Officers spoke to residents about PC and the opportunities they would have to trial their ideas for activities and projects. Residents made suggestions about what activities they were interested in trialling, the skills they could share and teach through activities, and their ideas of what they would like to see happen in the community more generally. Residents were also encouraged to subscribe to the EveryoneEveryday.co mailing list, keeping them informed about initiative updates and upcoming Everyone Every day events.

Gavin is an 80-year-old resident who has lived in the borough his whole life. Gavin lives with his wife. Their children have grown up and have moved out of the borough with their own families.*

Gavin's wife suffers from Alzheimer's disease and although they receive support from care workers he admits that sometimes the situations makes him stressed. At the Pop Up, Gavin explained that in caring for his wife he has lost contact with many close friends. The closure of a local pub has also meant that he feels he has nowhere to go when he just wants to get out of the house.

For these reasons, Gavin particularly liked the Open Orchard and Men's shed ideas. Gavin thought they were definitely needed in the area, and would be interested in attending them when they were up and running.

Locations and times were selected to ensure that a diverse range of communities in the borough had the opportunity to contribute to the initial engagement. These included:

- Morrisons- Beacontree Heath
- Barking Market
- Marks Gate Community Centre
- Academy Central Dagenham
- Castle Point Community Café
- Heathway Shopping Centre
- Marks Gate Agenda 21 Street Party

At the Pop Ups, PC and LBBDD Officers *spoke to over 350 borough residents*. During these chats, residents *provided over 130 ideas* for potential Everyone Everyday activities including:



- Teaching the basics of sea fishing in a field
- A community homework club for children in their final years of primary school
- Instructional sessions on how to make a bicycle from spare or junk parts
- Cooking an assortment of dishes such as Spaghetti Bolognese, Apple Crumble, Chinese Roast Chicken and Nigerian Jollof Rice through community batch cooking sessions.
- Basic painting and plastering lessons
- Wiring light switches and plug sockets
- Cupcake decorating for children's parties
- Knitting and pattern reading
- Football skills and keeping fit for young people
- How to build a brick wall
- How to make low to no cost children's costumes
- Beauty Therapy including nails, facials and massage
- Flower arranging
- Security awareness: Keeping yourself and your home safe

Additionally, over 130 residents also expressed an interest in being kept up to date about the initiative and future events, and provided their details so they could be subscribed to join the mailing list.



Agatha is a single mum in her twenties. Five months ago, Agatha gave birth to a son. Certain concerns meant that Agatha and her baby spent the first two months after the birth in a Care and Support facility where she received training on how to care for his needs.*

When Agatha visited a Pop Up, she expressed interest in participating in Great Cook sessions. This was both to make new friends and expand her support network, and to assist her in making healthy and nutritious meals for her son.

For many residents, engagement with Officers at the Pop Up marked their first interaction with the Everyone Everyday initiative. Where residents were interested, but did not have time to stop for a lengthy chat or to provide an idea for an activity on the spot, officers advised of the Everyone Everyday website where residents could find out more information and provide an idea. Therefore, although not measured, it is assumed that some of the success of online engagement is partly attributable to the Pop Up engagements.



Online Engagement

The dedicated project website can be found at EveryoneEveryday.co. The website is a space where residents can engage with the project, find inspiration for activities and submit their own ideas, find information about upcoming events and subscribe to receive email updates.

At this stage, there has only been a soft launch for the website. Despite this, in the week following the final engagement, there were an average of three mailing subscriptions via the website per day.

A co-ordinated communications strategy, to be developed nearer the implementation of the project, will allow for a hard launch of the website. Following this, the website will operate as a key channel for disseminating information to, and receiving information from, residents.



'Grow Your Ideas' Workshops

Two 'Grow Your Ideas' Workshops were held in late September; one at Marks Gate Community Centre and the other at Barking Learning Centre. As the workshops ran for two hours, they allowed for greater in-depth discussion and exploration of ideas than Pop Up sessions. Residents ideas were explored, and this demonstrated with the support available through the Everyone Everyday hubs, how it would be easy and possible for all ideas to be trialled and attended by all that were interested. A case study from the workshop is provided below:

Karen has lived in Barking and Dagenham for the past 15 years. Karen used to enjoy attending a knitting circle held at a Community Hall within the Borough.*

Unfortunately, the Community Hall closed six years ago, and Karen's knitting club failed to find a suitable location to locate to. Karen explained that she missed the social aspect of the club, but hadn't find any similar activities to join.

Karen advised that not only would she be interested in participating in a knitting circle, but she would also be happy to teach the skill to interested individuals that attend.

In addition to demonstrating the growing support for Everyone Everyday within the community, participation at the 'Grow Your Ideas' workshops suggest the effectiveness of online engagement as it was communicated through the Borough's social media accounts and the Everyone Everyday website and electronic mailing list. While exact statistics are not yet available, this is a useful consideration as online channels will be utilised to engage with residents at the next stage of engagement.



Future Engagement

While engaging with residents will remain a priority, future engagement will focus on reaching broader target audiences.

The key objectives for the next phase on engagement include:

- Raise local business and community group awareness, understanding and support for Everyone Every day.
- To map community resources that might be able to compliment/link/work with Everyone Everyday locally.
- Continue to raise and maintain resident awareness and interest in Everyone Every day.

Engagement activities to be undertaken during this phase will include, but are not limited to:

- Establishing a Community Advisory Group to include local residents and VCS organisations, alongside the Portfolio Holder for Community Leadership and Engagement
- Trialling Everyone Every day activities that have been suggested with residents
- Engagement through online channels including the Everyone Every day website and social media accounts
- Direct engagement with local businesses and organisations advising how they can complement, support and contribute to Everyone Every day.

This engagement will be used to inform the bid to external funders in late December and the development of Everyone Every day in Barking and Dagenham once funding has been realised.