

Barking & Dagenham  
**Partnership**

**Together: a community  
cohesion strategy for  
Barking and Dagenham**

**2012 – 2016**

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Barking and Dagenham's vision for community cohesion is:

*“Together we choose to build and support a place where people of all ages respect one another and enjoy safe and peaceful lives; where there are opportunities to meet together and look forward to the future, and to be a united community who will get fair access to services.”*

As partners we have made significant progress in these areas over the last eight years. From the launch of the first cohesion strategy in 2004 residents, the Council and local organisations have been working to unite people to celebrate the borough and to work together to build a stronger community.

This Strategy has been put together by partners in the borough to lay out our commitment to community cohesion and to describe clearly the actions we are going to take from 2012 to 2016 to build a stronger community in Barking and Dagenham.

Barking and Dagenham has a proud tradition of neighbours and communities coming together to solve problems and celebrate local and national events and achievements. This strategy provides positive ways to help communities at a time of increasing challenges posed by the coalition government's austerity measures.

Councillor Jeanette Alexander, Cabinet Member for Crime, Justice and Communities

Barking & Dagenham epitomises east London – a place where people talk to each other, support and look out for each other. At a time when everything seems to be about speed, and modern communication systems seem to prevent people talking to the person next to them, we want to build on the traditional values of bringing people together, talking and listening, and being a good neighbour. I hope the actions contained in this strategy go some way to achieving that.

Carl Blackburn, Chair of the Cohesion Sub-Group

The key themes are:

## 1. Neighbourliness

An increase in the number of people who feel that they belong to their local neighbourhood.

A reputation as a borough where people look out for each other and get involved in their communities through voluntary work, or as carers, learners and/or neighbours.

An increase in people feeling that people from different backgrounds get on well together.

## 2. Talking and listening

Everyone owns and drives a shared set of principles which positively and actively promote community cohesion in Barking and Dagenham.

An increase in the number and range of conversations where people comment on and suggest solutions to local issues.

## 3. Bringing people together

An increase in the number of events which bring people from different backgrounds together in Barking and Dagenham

We launched a cohesion strategy in 2004 and a second strategy in 2007. A wide range of the work which had begun is still taking place, some of which is summarised through this strategy.

The national Place Survey in 2008 found that in Barking and Dagenham only 49% of people believed that the borough was a place where “people from different backgrounds get on well together”. This was the lowest score in the UK; the average was 79%. The 2011 Residents Survey asked the same question of residents as the previous Place Survey, and found that 52% of residents now feel that people from different backgrounds get on well together in the borough.

There have been examples of community tensions in the borough in recent years. Demonstrations by the English Defence League in the area and ongoing activity by far right organisations have drawn some media coverage, and pose a risk to future cohesion.

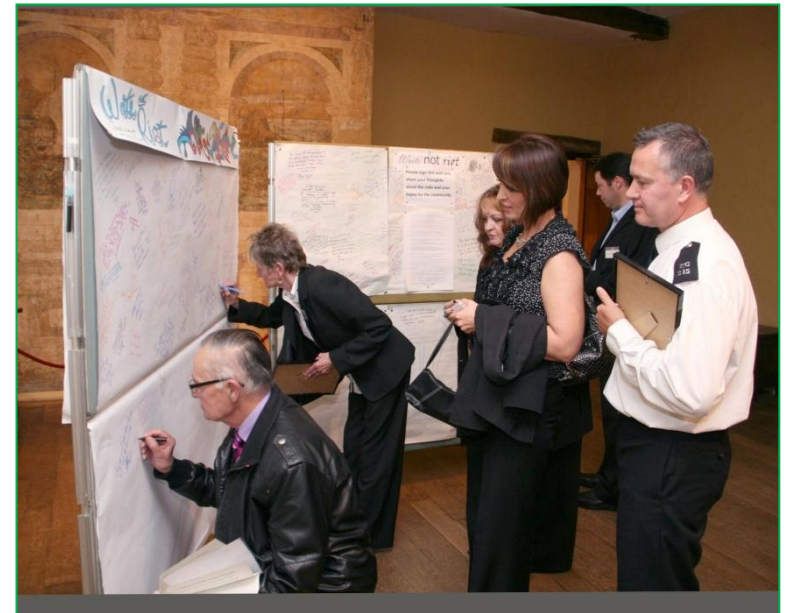
The disturbances in August 2011 affected Barking and Dagenham. But the response by local people was more significant – young people in particular helped to arrange clear up days. A peace wall was signed by many residents and local organisations. The day after the disturbance, nearly 50 community leaders came together and signed a joint statement which was circulated in the borough and replicated in other parts of London.

In the first half of 2012 discussions have been held with young people, tenants and residents associations, the Community Safety

Partnership and a range of groups and individuals who are involved in promoting community cohesion in the borough to agree this strategy.

The strategy is designed to be a practical and useable document. On this basis actions are grouped into the following three themes:

- Neighbourliness
- Talking and listening
- Bringing people together



*Barking and Dagenham Peace Wall*

**The key outcomes from the delivery of this strategy in 2016 will be:**

## **1. Neighbourliness**

An increase in the number of people who feel that they belong to their local neighbourhood.

A reputation as a borough where people look out for each other and get involved in their communities through voluntary work, or as carers, learners and/or neighbours.

An increase in people feeling that people from different backgrounds get on well together.

## **2. Talking and listening**

Everyone owns and drives a shared set of principles which positively and actively promote community cohesion in Barking and Dagenham.

An increase in the number and range of conversations where people comment on and suggest solutions to local issues.

An increase in the level of engagement opportunities with Children and Young people around cohesion issues using debate and themed events and for younger children through play.

## **3. Bringing people together**

An increase in the number of events which bring people from different backgrounds together in Barking and Dagenham

# Definition of Community Cohesion

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The concept of community cohesion emerged in the UK in 2001, following the disturbances in Bradford, Burnley and Oldham. The subsequent Cante Report drew attention to polarised and segregated communities, in which people led 'parallel lives'. Their 'Guidance on Community Cohesion' was issued a year later in December 2002 and did much to take the agenda forward in practical terms. There have been a wide range of national programmes and projects to promote cohesion since that time.

In 2008 the Government defined community cohesion as:

***What must happen in all communities to enable different groups of people to get on well together.***<sup>1</sup>

Work to promote community cohesion also directly supports the requirement of the Equality Act 2010 to:

***Foster good relations between people who share an equalities characteristic and those who don't***

The Coalition Government (2012) has focused on developing integration, which is defined as: "creating the conditions for everyone to play a full part in national and local life". This will occur when, "...each of us, whatever our background, has a chance to contribute. ... Integration is achieved when neighbourhoods, families and individuals come together on issues which matter to them"<sup>2</sup>.

**In Barking and Dagenham, we focus on talking about doing things together, bringing people together and building a shared sense of pride in our borough.**

**In Barking and Dagenham, our vision is to be:**

*A place where people respect one another and enjoy safe and peaceful lives; where there are opportunities to meet together and look forward to the future, and to be a united community who will get fair access to services*

<sup>1</sup> The Government's Response to the Commission on Integration and Cohesion, Department for Communities and Local Government, 2008

<sup>2</sup> Creating the Conditions for Integration; Department for Communities and Local Government, 2012

# Links to Other Strategies & Plans

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A number of national, regional, and local documents that have influenced the development of Barking and Dagenham's Cohesion Strategy:

National and Regional Policy and Strategy Documents	Local Policies, Strategies and Practices	
<p>Building a fairer Britain: Reform of the Equality and Human Rights Commission 2011</p> <p>Creating the Conditions for Integration; Department for Communities and Local Government, 2012</p> <p>Equality Act 2010</p> <p>Localism Act 2011</p> <p>The Prevent Strategy 2011</p> <p>London Mayor's Refugee and Integration Strategy</p>	<p>Anti Social Behaviour Strategy</p> <p>Barking and Dagenham Community Tension Assessment</p> <p>Barking and Dagenham Domestic and Sexual Violence Strategy and Action Plan</p> <p>Barking and Dagenham Health and Wellbeing Strategy 2012</p> <p>Barking and Dagenham Joint Strategic Needs Assessment 2011</p> <p>Barking and Dagenham Older people's strategy</p> <p>Barking and Dagenham Poverty Strategy</p>	<p>Barking and Dagenham Regeneration Strategy</p> <p>Barking and Dagenham Safeguarding Strategy 2011/12</p> <p>Barking and Dagenham Children and Young People's Plan</p> <p>LBBD Community Cohesion Strategy 2007-2010 "Building our Future Together"</p> <p>LBBD Grants Review 2010</p> <p>LBBD Housing Strategy</p> <p>LBBD Personalisation and Market Development Strategy</p>

# Principles of this Strategy

This strategy is based upon the following principles which partners have committed to uphold:

- Opportunities for the community to come together should be built into all partner programmes wherever possible.
- Key decisions and strategies should be considered in the light of their impact on community cohesion.
- There is effective consultation with individuals, groups, and the wider population in the development of programmes and initiatives designed to tackle anti-social behaviour in the Borough.
- The voice of children and young people will be sought and they will be fed back as to what can and can't be done
- Effective partnership working is fundamental to the development of community cohesion in the Borough.
- The use of social media to promote positive, consistent messages about the community is the responsibility of all partners.
- Evaluation and monitoring against objectives are key elements of all initiatives, and of the overall strategy



*Brighter Steppings celebrate their debating competition during Peace Week 2011*



## **Cohesion**

Activities by extremist groups such as the English Defence League and Muslims Against Crusades have sought to raise tensions and conflict between local communities.

The disturbances in August 2011 highlighted the need to support communities and partners to work together to promote cohesion and trust, to reduce the impact of future events on communities. The final report of the Riots Communities and Victims Panel, found that the neighbourhoods that suffered from riots are more pessimistic about their local areas and the opportunities for local people than those areas that did not suffer from riots.

## **Localism**

The Localism Act 2011 gave local groups the right to seek to take on public services which they believe they could provide more efficiently and effectively than the current provider. The Act also gave local groups a right to nominate local properties such as shops, pubs, halls, parks and open spaces for inclusion by the Council on a list of 'assets of community value'; and provided a guaranteed minimum period of time for community organisations to put together funding packages and business plans so that they are able to make an offer to buy such assets should they come up for sale.

## **Austerity**

The national economy is impacted by an unprecedented budget deficit and the country is facing an uncertain economic future, with wide reaching implications of Government policy. The Council and some partners are facing significant challenges with ever decreasing levels of Government funding which is likely to continue in future years. This reduction comes at a time when our community's needs are becoming ever more complex and our population is growing faster than in other parts of London and the rest of the country. It is a difficult time for individuals and communities, with inflation rising and the things we buy getting more expensive and the implications of the Government's welfare reforms impacting on individuals and households.

## **Community and voluntary sector**

The current Coalition Government are promoting the Big Society. In the current economic climate, charitable giving has slightly increased nationally. Lottery funding has increased as more people have played in the lottery in recent years. However funding for voluntary and community groups from public organisations, including the government, has substantially decreased, and is likely to continue to do so.

## Population

Barking and Dagenham is a place where people are increasingly choosing to live. This means that not only are we a fast growing borough but also that the look of our borough is changing. Our community mapping estimated in May 2011 that the population was 179,741, with 43,195 young people aged under 16, and 11,132 older people aged 75 or over. The number of people living in Barking and Dagenham has increased by 11% in the last 10 years. The age distribution of Barking and Dagenham residents is changing. The proportion of young people is high compared with England as a whole, and the proportion of over 50s lower. We have the highest growing young population in the country and the number of children aged 0-4 has doubled since the last census. This year's reception intake was 62% BME

There has also been a rapid shift in the proportions of various ethnic groups. In May 2011, the White population stood at 65.6%, the Black African population at 17.6% and the Asian population at 15.3%. There are now over 100 languages spoken by children attending the Borough's schools. This means that Barking and Dagenham is becoming much more like the rest of London. The number of faith groups in the borough has grown in the last ten years. There are now an additional 40 churches and 8 more Muslim groups in the borough.

New residents are bringing much to the borough; the number of community and voluntary organisations in the borough continues to increase. Barking and Dagenham has the 2<sup>nd</sup> highest growth in businesses (2010-12) in London and 12<sup>th</sup> highest nationally. A significant reason for this is the changing demographics as over half the new businesses are from Black, Asian and Minority Ethnic (BAME) communities.

## Community and Voluntary Sector

The [New Local Government Network](#) published a report at in 2011 which tries to quantify exactly what the Big Society means around the country. The report identified Barking and Dagenham as facing "double deprivation"; lacking in wealth and big society resources. In particular, the borough scores low in terms of:

- NI the percentage of people who feel that they belong to their neighbourhood
- NI 3 Civic participation in the local area
- NI 6 Participation in regular volunteering

There has been a recent rise in the number of community and voluntary sector groups in the borough. Residents are increasingly working together to resolve local issues. For example, this year 28 street parties were held in the borough to celebrate St Georges Day. The Barking and Dagenham Council for Voluntary Service have re-opened the Ripple Centre as a community venue which also includes an incubation hub for local community groups.

## Localism

Eight community halls were transferred to community groups on long-term leases in 2011. This early move towards a Localism approach has empowered local communities to take ownership of their buildings. A key aspect of this strategy is shared ownership by the community and all partners. Supporting community and voluntary sector organisations to develop a range of services will also enable local people to come together, and will ultimately lead to more cohesive communities. The two centres shown here (Abbey Community Centre and Village Community Centre) have been very successful in providing welcoming venues for a wide range of community activities for the range of generations and communities in their neighbourhood



## Intergenerational Work

The development of the Gascoigne Youth and Community Centre has been a strong example of intergenerational work in the borough. This Centre is managed by the Children and Young Peoples Department for the benefit of the whole community. Many of its activities focus on the needs and interests of young people aged 11-18. However in addition to these activities focussed on youth the centre is the venue for the successful Childville Pre-School. Older folk in the community have valued the development of the Chit-Chat Club as an opportunity to get together on a weekly basis. The Barking Recovery LinkUp Café has been meeting in the centre since spring 2012 to provide mutual support for all those affected by drug, alcohol and other addictions. On Sundays two churches use the centre for worship services. As a key community venue the centre is used for consultations on regeneration projects in the area and also provides a setting for the regular Safer Neighbourhood Team meetings.



## **Austerity**

In Barking and Dagenham the economic downturn is impacting particularly on employment, income and businesses. Unemployment has risen, weekly income has fallen and more people are claiming Jobseekers Allowance. The number of evictions from Council homes has also increased and the number of people presenting themselves as homeless has risen dramatically. However, other indicators show a more positive trend, such as increased numbers of visits to leisure facilities and the number of planning applications and associated increase in income. Other measures have remained largely static, such as home repossessions.

The challenges to people who live and work in the borough are substantial. A recent national Joseph Rowntree Survey found that “Unemployment negatively affected relationships with ethnic minority groups, fostering a victim-blaming culture that prevented cohesion”. This Strategy seeks to bring people together in Barking and Dagenham to work to address some of the impacts of the economic situation, and to build strong relationships between communities to lessen the risk of a victim-blaming culture emerging in the borough.

# How we arrived at our themes

There have been two previous community cohesion strategies in Barking and Dagenham. The first strategy, *One Community*, was adopted in 2004. The second, *Building our Future Together*, was launched in 2007, following research and recommendations made by the Campaign Company. Their work identified six priorities identified by residents to help cohesion in the borough. These were:

- A safe place to live
- Fair access to services
- A place where people respect each other.
- Improvements to the local environment
- More opportunities for young people
- Create opportunities for the community to come together

These six principles have been discussed by a range of groups in borough in the first part of 2012. This has included discussions by:

- The BAD Youth Forum
- Tenants and Residents Associations
- The Voluntary Sector Forum
- The Faith Forum and faith groups
- The Black, Asian, Minority Ethnic and Refugee Forum
- The Disability Forum

- The Older People's Forum
- The LGBT Forum
- The Community Safety Partnership

The Local Strategic Partnership The Community Safety Partnership has again endorsed the six priorities previously used. These have now been summarised into three themes.

The action plan which has subsequently been developed very much brings together current and future actions by a wide range of groups in the borough.



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# Governance Arrangements:

## How the strategy will be delivered

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This strategy is a partnership document, and as such will be delivered through the Barking and Dagenham Partnership, which brings together Council, police, health sector, fire service, probation and a wide range of local third sector and business interests to work on what matters most to residents. The Community Safety Partnership (CSP) is responsible for cohesion in the Borough, and will monitor the strategy's progress.

The CSP has four sub-groups whose remit relates particularly to community cohesion:



In addition, the Barking and Dagenham Communications Network will carry out a number of actions. The Network is a group of communications and marketing leads from the statutory, voluntary and commercial sectors within the borough. The goal of the Network is to share best practise, to work in partnership to develop proactive and positive communications messages about Barking and Dagenham and to correct and challenge negative stereotypes or matters of inaccuracy.

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# Monitoring, Evaluation, and Review 11

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Like all strategies, success very much depends on regular and robust monitoring and review to ensure that the intended outcomes are being achieved and action is taken to address service failings or other problems that will undoubtedly arise.

Throughout the life of this strategy the monitoring, evaluation and review will be undertaken by the Cohesion Sub-Group, who will provide annual reports to the Community Safety Partnership.

The Community Safety Partnership (CSP) is one of five delivery groups within the Barking and Dagenham Partnership. The CSP is responsible for safety and community cohesion in the borough. The CSP has several sub groups who are responsible for core pieces of work to ensure that agreed actions are delivered and the overall Barking and Dagenham Partnership vision is achieved. The CSP has a Cohesion Sub Group who has developed this Together Strategy. The Sub Group is chaired by the Chief Executive of Barking and Dagenham CVS, and includes representatives from community groups, the Council, police and NHS.

## Cohesion Sub-Group

The Cohesion Sub Group's role is to:

- Bring Partners together to identify opportunities to work together to promote neighbourliness in the borough
- Advise the Community Safety Partnership on matters relating to Community Cohesion.
- Be responsible for the development, continued updating and presentation of the Together Strategy and linked policies and procedures
- Monitor all target measures under the remit of the CSP related to the Strategy and where necessary recommend and implement appropriate mitigating actions to correct under-performance.

The Cohesion Sub- Group meets every two months to monitor and evaluate progress against action plan targets, an update of which is provided in a Chair's Update at each Community Safety Partnership Meeting.



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# Equality and Diversity

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This strategy links closely to work to promote equalities in the borough and forms part of each partners' work to meet the requirements of the Equality Act 2010. In particular, the Strategy describes a shared approach by Partners to “fostering good relations between people who share an equalities characteristic and those who don't” – one requirement of the Act. The Act particularly refers to age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, and sexual orientation.

The Strategy focuses on bringing people of all backgrounds together. As partners we are all committed to providing services to all people in the borough equally, and to encouraging and supporting all communities to work together for the good of the borough.

Each Partner is committed to considering the impact of their services, and any changes they make, on people from different communities and backgrounds. In particular, partners commit to carrying out Equality Impact Assessments of key decisions and services, which will include an assessment of changes on community cohesion in the borough. This will ensure that cohesion is considered wherever services are changed or developed in the borough. The strategy itself will support the setting of targets for identified groups and recommend that plans and programmes are developed in consultation with group representatives. An equality impact assessment will be produced that outlines how the needs of the Borough's diverse communities as well as people from each of the equalities groups have been considered and taken into account in the development of the strategy improvement action plan.

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# Resourcing the Strategy

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It is intended that all partners adopt the principles of the strategy throughout their work. All partners currently promote community cohesion in a range of ways as part of their ongoing work. This strategy highlights that positive activity, as well as identifying new shared initiatives. The action plan has been developed in agreement with partners to include actions which can be carried out within current budgets. It is intended that the strategy will be suitable for partners to use as part of the evidence base for future bids for additional funding.

# The Purpose of this Strategy

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<b>Outcome</b>	<b>Increase in community cohesion</b>
<b>Vision</b>	<b>A place where people of all ages respect one another and enjoy safe and peaceful lives; where there are opportunities to meet together and look forward to the future, and to be a united community who will get fair access to services</b>
<b>Themes</b>	<b>Outcomes</b>
<b>1. Neighbourliness</b>	<b>By 2016 we will have achieved the following:</b> Everyone owns and drives a shared set of principles which positively and actively promote community cohesion in Barking and Dagenham. An increase in the number and range of conversations where people comment on and suggest solutions to local issues.
<b>2. Talking and listening</b>	An increase in the number of young people engaging in debates about identity and cohesion.
<b>3. Bringing people together</b>	An increase in people feeling that people from different backgrounds get on well together. An increase in the number of events which bring people from different backgrounds together in Barking and Dagenham An increase in the number of people who feel that they belong to their local neighbourhood. A reputation as a borough where people look out for each other and get involved in their communities through voluntary work, or as carers, learners and/or neighbours.

## **Leys Stop 'n' Shop**

A local shop has been created on the Leys Estate in Village ward where there are no stores locally. Funding was identified to support engagement on the Leys estate. One of the key issues identified for the estate was the need for a community shop as the nearest shop is a fuel station 10 minutes away. The Children's Centre provided the venue and 3 volunteers were interested in setting up and running the community shop. A competition was run and the shop is called The Leys Stop N Shop. It opened on 3<sup>rd</sup> May and currently has 6 volunteers.

## **Street Parties**

Street parties have been held in the borough throughout living memory. In 2012 the council supported 28 Street parties to celebrate St Georges Day, and even more to celebrate the Queen's diamond jubilee.

## **Hertford Road Community Clean Up Day**

The project was a joint working partnership between internal agencies with the Council's Locality, Refuse and Housing Teams being joined by Tesco and Wickes. The project started at 8am and had been completed before 2pm with a staggering 5 tonnes of waste removed! Wickes showed their support by releasing employees to assist with the litter removal and Tesco kindly provided lunch spread for the volunteers.



# Theme: Neighbourliness

FOCUS AREAS	SUCCESS MEASURES	BY WHEN	BY WHO
<p>1.1 More neighbourhood voluntary clean-up days arranged</p> <p>1.2 Remove rubbish – identify fly-tipping hotspots</p>	<p>Resident estate inspectors (6-15 a year)</p> <p>Ongoing programme Run clean up days – 1 per year per ward</p>	<p>Ongoing</p>	<p>Community Coordinators and Street Scene</p> <p>LBBB Environmental, Locality Teams and Community Coordinators</p>
<p>1.3 Improved welcoming of new residents</p>	<p>Welcome packs created and distributed to all new residents. Redesigned with local people, with content relevant to each Tenants and Residents Association</p>	<p>September 2013</p>	<p>LBBB Housing, RAMFEL, Studio 3 and Tenants and Residents Associations</p>
<p>1.4 Arrange a best-neighbourhood improvement competition</p>	<p>Competition held during Peace Week</p>	<p>September 2012</p>	<p>Peace Week Alliance</p>
<p>1.5 Promote safer neighbourhood groups within Borough and provide support.</p>	<p>Implementing SNT Ward Awareness strategy to promote the role of SNTs and to provide a more holistic, victim-centred response as part of the Total Victim Care programme action plan</p>	<p>March 2013</p>	<p>Metropolitan Police Community &amp; Partnership Team; Barking &amp; Dagenham Borough</p>

# Theme: Neighbourliness

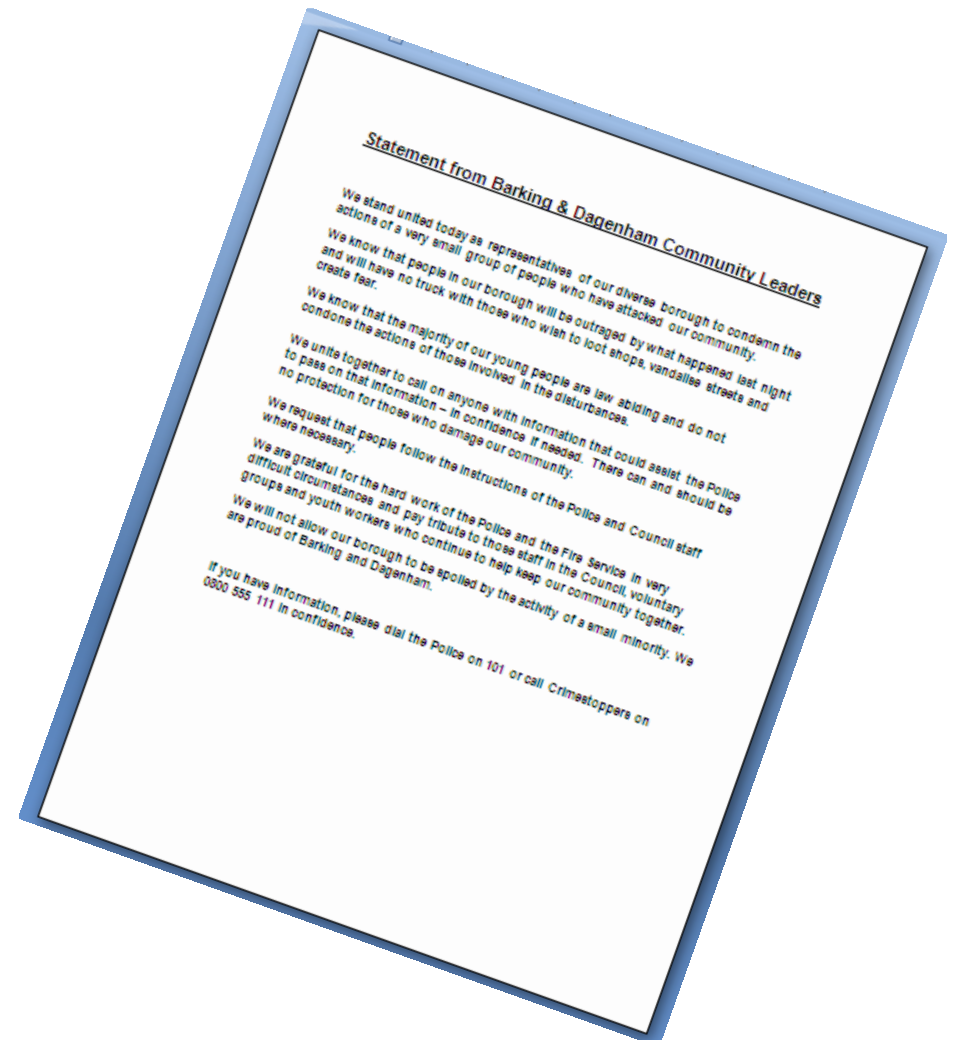
FOCUS AREAS	SUCCESS MEASURES	BY WHEN	BY WHO
1.6 Identify and circulate good news stories of residents helping one another	Annual summary of good news stories published circulated by partners online and through local media provided to CSP	From September 2013	B&D Communications Network

## August Disturbances

Following the disturbances in August 2011, a substantial group of organisations and community leaders met within hours of the disturbance in Barking and Dagenham to agree a statement. The statement was quickly released, and mitigated the risk of further disturbances by demonstrating the positive work going on to challenge those rioting, and ensuring that leaders from all communities in the borough were seen to be working together.

## Effective Conversations

The London Borough of Barking and Dagenham carried out highly innovative work to deliver Effective Conversations ('myth busting') training to 1,000 frontline staff to improve the way we communicate with local people – this was recognised as best practice by the Department for Communities and Local Government.



# Theme: Talking and listening

FOCUS AREAS	SUCCESS MEASURES	BY WHEN	BY WHO
<p>2.1 Increase information sharing and joint working between public, private and voluntary organisations in the Borough</p>	<p>Increase the number of partnership projects/services</p> <p>Four joint funding applications per year</p>	<p>July 2013</p> <p>Ongoing</p>	<p>CVS and LBBG Group Manager for Communications</p> <p>CVS and LBBG Group Manager for Community Cohesion</p>
<p>2.2 Ensure all communications are in all necessary languages and formats</p>	<p>All partners commit to Plain English; accessible formats also produced</p>	<p>December 2012</p>	<p>LBBG Marketing &amp; Communications, with all Partners</p>
<p>2.3 Equip partners with the skills to use all media to promote the borough in a positive image and to challenge negative views</p>	<p>Increased amounts of 'positive voice' coverage about the Borough across multiple channels</p> <p>Provide &amp; promote ESOL &amp; ICT courses to equip residents with a level of English language skills that will enable them to take full advantage of the technology</p>	<p>July 2013</p> <p>September 2012</p>	<p>LBBG Group Manager for Communications (LBBG GM Marketing &amp; Communications), B&amp;D Communications Network</p> <p>Adult College</p>

# Theme: Talking and listening

FOCUS AREAS	SUCCESS MEASURES	BY WHEN	BY WHO
<p>2.4 Increased levels of consistency in messaging across Partner organisations – especially on ‘touchstone’ themes such as increasing population and diversity of the Borough</p>	<p>Develop strategic ‘lines to take’ about Barking and Dagenham, enabling key Partnership leaders and spokespeople to be better coordinated.</p> <p>The development of the “B&amp;D Script”.</p>	<p>December 2012</p> <p>March 2013</p>	<p>Barking &amp; Dagenham Communications Network</p> <p>Barking &amp; Dagenham Communications Network</p> <p>Barking &amp; Dagenham Communications Network</p>
<p>2.5 Improve the reputation of the Borough both internally and externally, so residents and agencies feel positive about the Borough.</p>	<p>Increased positive responses on channels such as the Council’s Facebook page and Twitter feed.</p> <p>Increased participation by residents in community activities and events.</p> <p>Increased positive mentions of Barking and Dagenham in key media.</p>	<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>	<p>LBBD Group Manager for Communications</p> <p>All partners</p> <p>Barking &amp; Dagenham Communications Network</p>



# Theme: Talking and listening

FOCUS AREAS	SUCCESS MEASURES	BY WHEN	BY WHO
2.6 More positive images in the press and media	Increased positive coverage in mainstream and digital media.	To be reviewed September 2013	LBBD Group Manager for Communications and partnership organisation communications leads and senior principals (B&D Communications Network)
2.7 Promote positive images of young people in the borough in national press most read by residents	<p>Articles published</p> <p>Action Plan completed</p> <p>Switch ID project continued</p> <p>Community space challenge – young people transforming their environment</p>	<p>July 2013</p> <p>July 2013</p> <p>Ongoing</p> <p>September 2013</p>	<p>BAD Youth Forum and Young People's Safety Group</p> <p>Lifeline</p> <p>BAD Youth Forum and Young People's Safety Group</p>
2.8 Promote positive messages to young people	All partners providing good news stories to local schools through assemblies and school newsletters - LBBD Group Manager for Education Inclusion to provide appropriate contact details	September 2012	All partners

# Theme: Talking and listening

FOCUS AREAS	SUCCESS MEASURES	BY WHEN	BY WHO
2.9 Promote crime prevention advice and community events	Metropolitan Police Service use of Neighbourhood Link and Twitter feeds to provide crime prevention advice, community events and raise awareness of police services we provide as part of communication action plan	Ongoing	Metropolitan Police Barking & Dagenham Borough
2.10 Schools facilitate discussions about cohesion, discrimination and identity	Schools use citizenship classes to provide space for discussion of bullying, racism, homophobia, religion, removing discrimination and our local identity	Ongoing	LBBD Children's Services

# Theme Three: Bringing People Together 17

## **A Mirror on Marks Gate Project**

This project brings all sections of the community together and creating a sense of pride and a sense of 'place' by focusing on the Estate's history. 'A Mirror in Marks Gate' builds on other successful engagement initiatives that have taken place in Marks Gate over the last year, including the setting up of a new youth club, an allotment and four Community Clean Ups. This project is being funded through a successful application for nearly £13,000 to the Home Office Community Action Against Crime: Innovation Fund. Between January 2012 and March 2013 the project will deliver 20 sessions facilitated by Valence House Museum with three schools and community groups about the history of Marks Gate, a memory sharing exercise in which resident's oral histories will be collected by volunteers from the community, the establishment of a lasting 'History Walk' around the Estate's landmarks and historical sites, an exhibition and a time capsule competition.

## **Thames View Community Garden**

The Thames View Community Garden project intends to produce an accessible shared community space in heart of Thames View. It intends to draw local people together in transforming a derelict piece of land behind the Sue Bramley Centre into a space for rest, cooperation and horticulture.

## **Barking and Dagenham Youth Project**

Barking and Dagenham Youth Project is based at The Chase and Eastbrookend Country Park in Barking and Dagenham, London. Their young people have helped create a wildlife and bird-feeding area, putting in log piles, seating areas, compost containers, bug hotels, cutting back and creating new paths. They have recently worked on the regeneration of an area of Dagenham Marshes with London Play, planting two willow biodomes and a willow tunnel. They are currently maintaining The Chase and Eastbrookend Country Park, erecting signs and fences, painting and doing plenty of cutting back as the weather and nature



*Thames View community garden during development*

# Theme: Bringing People Together

FOCUS AREAS	SUCCESS MEASURES	BY WHEN	BY WHO
<p>3.1 Work with local people to support new events</p>	<p>Create an annual Barking and Dagenham Photography Day where everyone takes a picture of the Borough to sum up what it means to them</p>	<p>September 2013</p>	<p>Photographic Society/Studio 3</p>
	<p>An arts-based project for Working Men's Clubs</p>	<p>September 2014</p>	<p>Studio 3/ARC/CVS (subject to funding)</p>
	<p>Create opportunities to celebrate BAME and immigrants' arrival in Barking and Dagenham by promoting citizenship ceremonies</p>	<p>September 2013</p>	<p>RAMFEL/LBBD/Registrars/ Translation and Interpretation Service</p>
	<p>Provide display of citizenship ceremonies in Peace Week</p>	<p>September 2012</p>	<p>LBBD registrars</p>
	<p>Encourage neighbourhoods to have fun days and events: LBBD Events Team to provide "how to have a street party" guide</p>	<p>December 2012</p>	<p>LBBD Community Coordinators, events and Cohesion Team, Community Associations</p>
	<p>Funding available for St Georges day street parties</p>	<p>February 2013</p>	<p>LBBD Cohesion Team</p>
	<p>Supporting community groups to arrange events</p>	<p>Ongoing</p>	<p>CVS and Community Coordinators LBBD events and Arts Service and CVS</p>

# Theme: Bringing People Together

FOCUS AREAS	SUCCESS MEASURES	BY WHEN	BY WHO
	A calendar provided to Partners each year and published online	Ongoing	Community Music Service/Adult College, Faith Forum
	More choirs – work with churches, Fanshawe Adult College Choir and others to bring together	September 2014	
	Celebrate differences in culture through performing arts and dance: Molten Arts festival, Borough Dance Festival and exhibitions	Ongoing	LBBD Arts team, Arc Theatre, Studio 3 Arts
	Submit bid for patchwork quilt: lots of communities to knit or create a piece of art and bring them together in a tapestry. Facilitated through coffee mornings at Valence House and Eastbury Manor, along with other venues	September 2013	LBBD Heritage with Cohesion Team, Harmony House, Community Associations (subject to funding)
	Submit bid for arts trail based around specific postcodes	September 2013	LBBD Arts, Studio 3 Arts (subject to funding)

# Theme: Bringing People Together

FOCUS AREAS	SUCCESS MEASURES	BY WHEN	BY WHO
3.2 Improve support to the community when planning events	<p>Provide advice on how to get food hygiene certificates</p> <p>Proactively identify sources of funding and help groups to apply for it</p> <p>Uniformed services to support by attending community events</p>	<p>September 2012</p> <p>Ongoing</p>	<p>LBBD's Events Team</p> <p>Barking and Dagenham CVS</p> <p>Fire Service and Metropolitan Police Barking &amp; Dagenham Borough</p>
3.3 Increase volunteering.	<p>Development of 40 volunteer plus centres</p> <p>Offer volunteering opportunities at borough events</p> <p>Promote voluntary sector training e.g. Studio 3's training for socially excluded and disabled volunteers</p> <p>Provide free training courses to support residents who wish become volunteers</p>	<p>September 2012</p> <p>Ongoing</p> <p>Ongoing</p> <p>September 2012</p>	<p>Volunteer Plus</p> <p>Arts, events and sports development</p> <p>CVS, Studio 3 and Starting Point</p> <p>Adult College</p>
3.5 An increase in the number of people donating to and	Promote foodbanks across the Borough to ensure access for	December 2012	Barking and Dagenham CVS; all local foodbanks

# Theme: Bringing People Together

FOCUS AREAS	SUCCESS MEASURES	BY WHEN	BY WHO
benefitting from foodbanks in the borough	those most in need and to increase the involvement of neighbours in providing resources  Links to all local foodbanks on LBBB and CVS websites	December 2012	LBBB, CVS
3.6 Peace Week is celebrated in the borough to highlight good community relations and bring people together	A programme of Peace Week events and activities provided each year  Neighbourhood activities provided with seed funding to celebrate Peace Week  Peace Week Awards Ceremony held each year to promote the positive work carried out in the borough	Ongoing  Ongoing  September 2012	Peace Week Alliance  LBBB Cohesion Team  Peace Week Alliance and LBBB Cohesion Team
3.7 Create a sense of ownership of the built environment, including public art and public realm commissions, among residents who contribute to the borough	Tenants and Residents Associations supported to influence local issues and support local community activities  Continue and grow the network of	Ongoing  Ongoing	LBBB- Environmental and Locality Teams, Community Coordinators, Housing, Regeneration, Studio 3, Arts Development Team, CVS and Tenants and Residents Associations

# Theme: Bringing People Together

FOCUS AREAS	SUCCESS MEASURES	BY WHEN	BY WHO
	<p>shopping parade forums</p> <p>Continue the development of the Residents Urban Design Forum (RUDF)</p> <p>Continue to develop the UP! Barking artwork project for young people in Barking</p>	<p>Ongoing</p> <p>Ongoing</p>	<p>LBBB - Regeneration</p> <p>LBBB – Planning</p> <p>LBBB – Regeneration,</p>
3.8 Make best use of the Borough's heritage.	Showcase shops with historical stories they can tell – develop an online exhibition facility	July 2013	LBBB Heritage
3.9 Celebrate open spaces	<p>Events taking place in parks</p> <p>Partner with Open Square Gardens week to promote the Gardens at Eastbury and Valence</p>	Ongoing	LBBB Parks, Events and Arts
3.10 Make more of the rivers and brooks.	Organise and publish a guide of 30 minute walks in the borough around different themes (e.g. history, environment, culture, places of worship) (Subject to funding – could be commissioned to voluntary sector)	September 2013	CVS / LBBB Heritage/LBBB Parks



# Theme: Bringing People Together

FOCUS AREAS	SUCCESS MEASURES	BY WHEN	BY WHO
3.11 Support London Open House	<p>An increase in B&amp;D venues involved in Open House</p> <p>Promote details of how to hire green spaces and what regulations there are for community groups</p>	<p>July 2013</p> <p>November 2012</p>	<p>LBBB Heritage support partners</p> <p>LBBB Parks</p>
3.12 Support families to understand and celebrate cohesion as positive	<p>Family centres: programmes and activities that bring the community together</p>	<p>Ongoing – in each Peace Week</p>	<p>Children's Centres,</p>
3.13 Promote family learning (Adult College) with outreach partners	<p>Music for Mums and toddlers</p> <p>Increase the range of opportunities across the borough for families to learn together</p>	<p>September 2012</p> <p>September 2012</p>	<p>Community Music Service</p> <p>Adult College/CMS</p>
3.14 Raise awareness of the issues of poverty and the local services available to mitigate its impact	<p>Child poverty embedded into Joint Trust induction for new staff</p> <p>Final Contact planner made available to all staff and community organisations</p> <p>Promote a range of low cost vocational courses to provide</p>	<p>December 2012</p> <p>September 2012</p> <p>September 2012</p>	<p>LBBB</p> <p>LBBB, CVS, CAB</p> <p>Adult College</p>

# Theme: Bringing People Together

FOCUS AREAS	SUCCESS MEASURES	BY WHEN	BY WHO
3.15 Financial inclusion	<p>residents with the skills needed to improve access to and progress in the labour market</p> <p>Increase&amp; promote the provision of free maths courses for adults to equip them with the skills needed in a rapidly changing world</p>		Adult College
3.16 Furniture Recycling	<p>Establish a furniture recycling project to enable to residents to donate unwanted furniture, and new residents in need to be supported to access the furniture they need</p>	July 2013	DABD
3.17 Greater participation in tenants and residents associations and Community Associations	<p>Continue to promote and advertise Tenants and Residents Associations at events and in the press</p>	Ongoing	LBBB Tenants And Residents Association Team
	<p>Encourage Tenants and Residents Associations to hold community events</p>	Ongoing	CVS
	<p>Target areas of low attendance</p>	Ongoing	LBBB Tenants And Residents Association Team
		Ongoing	

# Theme: Bringing People Together

FOCUS AREAS	SUCCESS MEASURES	BY WHEN	BY WHO
	Tenants and Residents Associations and Community Associations involved in wider voluntary sector networks		CVS
3.18 Increase in the number and range of opportunities for parents and families to meet together	Children's centres to have more events bringing the local community together including parenting programmes and activities for children and young people during the day, after school and in the holidays	Ongoing	LBBB Children's Services