An Innovative Approach to Community Engagement Florence Obinna

Consultation & Engagement Manager London Borough of Hackney





Campaign was about:

- How the residents are responding to rapid social and economic change that Hackney has seen over the last decade
- Understanding residents' experience of change; how it has affected them, positively and negatively, how they feel the community is changing and what barriers they may face in taking advantage of that change







What did we do?

- Launched on 18 March 2015 with a' state of the borough 'debate involving a range of social experts
- ➤ For over a year residents could share their thoughts and feelings of their experience of rapid social and economic change that has affected the borough.









What did we do?

Questionnaires sent to every household and business in the borough



Hackney, a place for everyone?





There has been a lot of change in Hackney over the last 10 or so years, so we would like to hear from local residents about what this means for them.

We would like to capture a variety of personal stories and circumstances to improve our understanding of the impact of change on local residents,

Mayor of Hackney, Jules Pipe said:

"So much has changed in Hackney in recent years. We want to give local people the chance to share their thoughts and feelings about the change. Much of the change has been positive, but Hackney faces many challenges: an affordable housing crisis, a growing population, and massive central government cuts to local public service budgets".

We would like to hear your views about the way the borough is changing and how it is affecting you, whether positive or negative. We would particularly like to hear your ideas about how we could work together, keeping Hackney as a place for all residents.

We would also value greater input from residents on what they would be willing to get involved in, given that there is now less public money to

Please share your own story by completing this short questionnaire.

Join the conversation

Tell us your stories

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live in Hackney icknev

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there is less

affected you,

Hackney



What did we do?

➤ Over the summer we attended more than 50 events – including markets, train stations, estate based fun days, festivals, health services and cultural events









What did we do?

Specially modified 'I Love Hackney' black cab to allow residents to tell their story on camera.









What did we do?

- ➤ Event with Council's online citizens' panel to gather thoughts, feelings and ideas for action
- ➤ Event with stakeholders from the Night time economy to discuss how they could work together to balance the needs of the NTE
- ➤ Event held to discuss the future of housing in the borough over the coming years and develop recommendations to shape the Council's future approach to housing.









What did we do?

- **➤**Organised focus groups with seldom heard groups:
 - ➤ Young black men
 - ➤ Those living with disabilities
 - ➤ Residents in temporary accommodation
 - **≻**Care leavers







Reflects on 3 key strands

(designed to maximise resident engagement)



A representative face-to-face sample survey of 1,002 residents conducted 23 September - 22 December 2015



Analysis and coding of 2,980 responses to the 'Hackney: A Place for Everyone?' campaign questionnaire



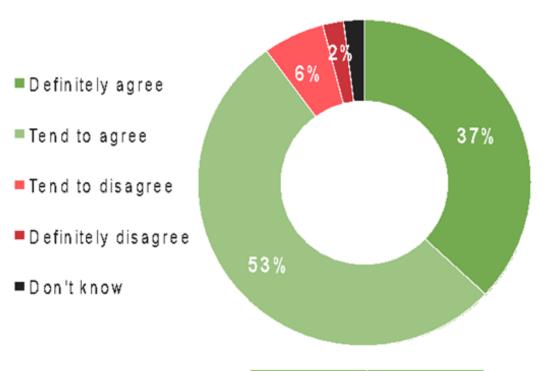
Review of c.4 hours video footage from Hackney cab vox pops



Ipsos Public Affairs

Hackney remains a cohesive place to live

Q. To what extent do you agree or disagree that this local area is a place where people from different backgrounds get along well together?



Comparator data				
■% D	■% Agree			
Community Life Survey 2014/5	14	86		
Hackney 2015	8	90		
Inner LB 2015	11	89		
Outer LB 2013	6	89		

Agree	90%
Disagree	8%

The Clapton area has
become much more mixed
ith families, new comers, young peopl
and lots of creative types.
This adds to the area's
vibrancy



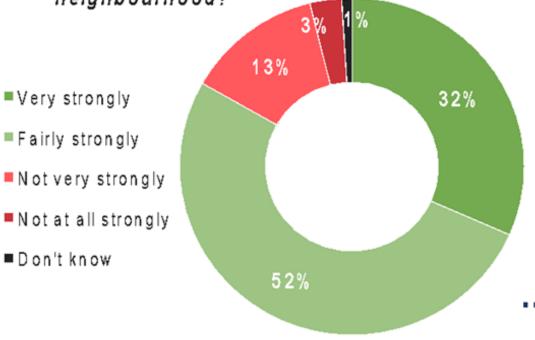
Base: 1,002 Hackney residents aged 16+ interviewed face-to-face between 23 September and 22 December 2015

Ipsos Public Affairs

Source: Ipsos MORI

...and most feel a strong sense of belonging - more so than is typical nationally

Q. How strongly do you feel you belong to your neighbourhood?



Strongly	84%
Not strongly	16%

Comparator data				
■% Not strongly		■% Strongly		
Community Life Survey 2014/5	27	72		
Hackney 2015	16	8 4		
Northern U A	22	77		
Inner LB 2012	22	76		

... and 50% feel more of a sense of belonging than 2 years ago

(compared to 19% who don't)



lpsos Public Affairs Base: 1,002 Hackney residents aged 16+7 All participants who have lived in the borough at least two years (823) - interviewed face-to-face between 23 September and 22 December 2015

Generally, the borough has been seen to improve for the better

TTTTTT 45% agree

'The make-up of Hackney, in terms of the people living here, has changed for the better...'





Base: All participants who have lived in the borough at least two years (823). Hackney residents aged 16+ interviewed lpsos Public Affairs face-to-face between 23 September and 22 December 2015.

Source: Ipsos MORI

Cost of living another concern for residents



77%

personally find Hackney a less affordable place than it used to be

It has become much more expensive to live here. Some parts of Hackney have become more gentrified. Much nicer independent shops around, but quite pricey.



Base: All participants who have lived in the borough at least two years (823). Hackney residents aged 16+ interviewed lpsos Public Affairs face-to-face between 23 September and 22 December 2015.

And diverging views about the

changing fabric of the community

- More diversity, more community feel in N16, young families and more young people in general.
- I think Hackney is a very diverse and fun place which has attracted a lot of young graduates and creatives in recent years.
- More optimistic atmosphere. More diverse range of residents. More of an outdoor culture.

- The atmosphere has changed from friendly East Enders to well off people from out of London taking over the shops and area and making it impossible for real East End folk to live.
- There is much talk of communities, but how can there be communities when there is as much movement in and out as in a railway station?

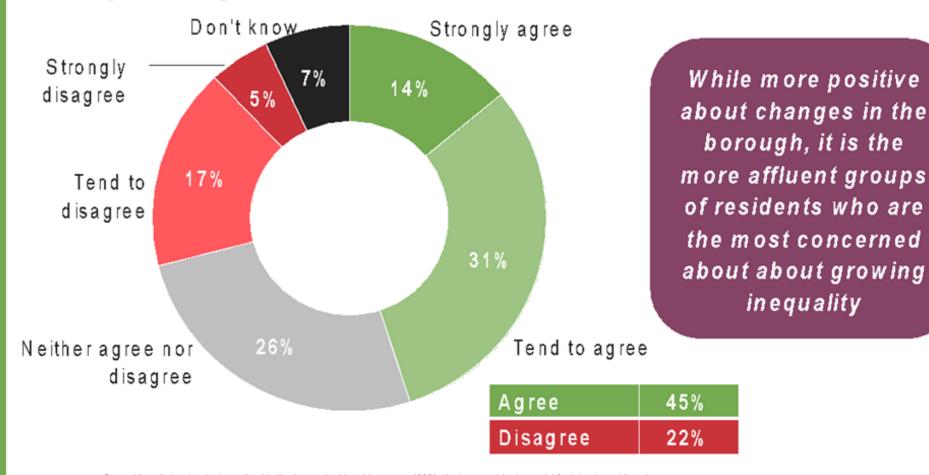
 That is how I see Hackney's future: nobody belonging, everyone passing through and a big chasm between the rich and the poor.
- I've noticed a change in the population. There are a lot more white people living in Hackney. And they are not very friendly. Furthermore, several blackowned bookshops have closed down.



Base: 2,885 participants responding to 'Hackney, A Place for Everyone?' campaign questionnaire and those who took part in Hackney Carriage exercise (Base = 69)

Demonstrated by a perceived growth in inequality

Q. How strongly you agree or disagree with the statement... 'Hackney has become a more unequal borough'



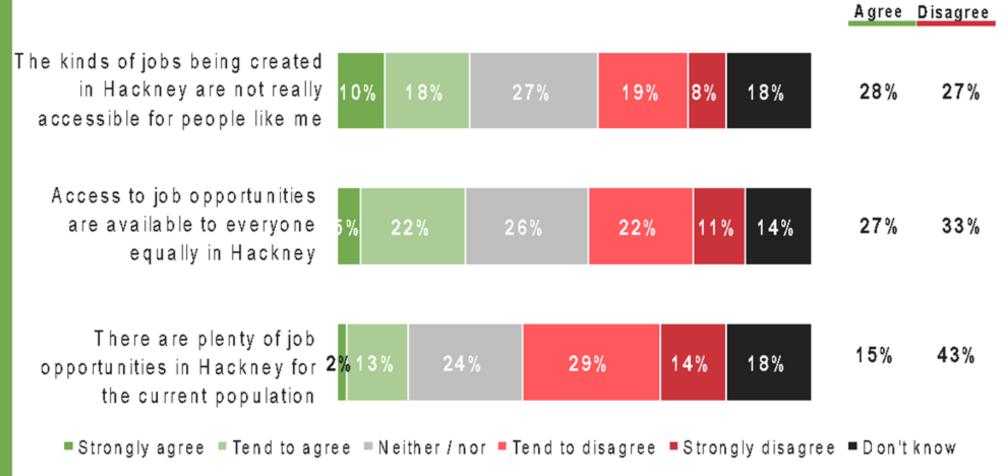


Base: All participants who have lived in the borough at least two years (823). Hackney residents aged 16+ interviewed face-toface between 23 September and 22 December 2015.

Source: Ipsos M O R I

... and in terms of access to jobs

Q. Thinking about what you know or have heard about employment in Hackney, to what extent do you agree or disagree with the following statements?



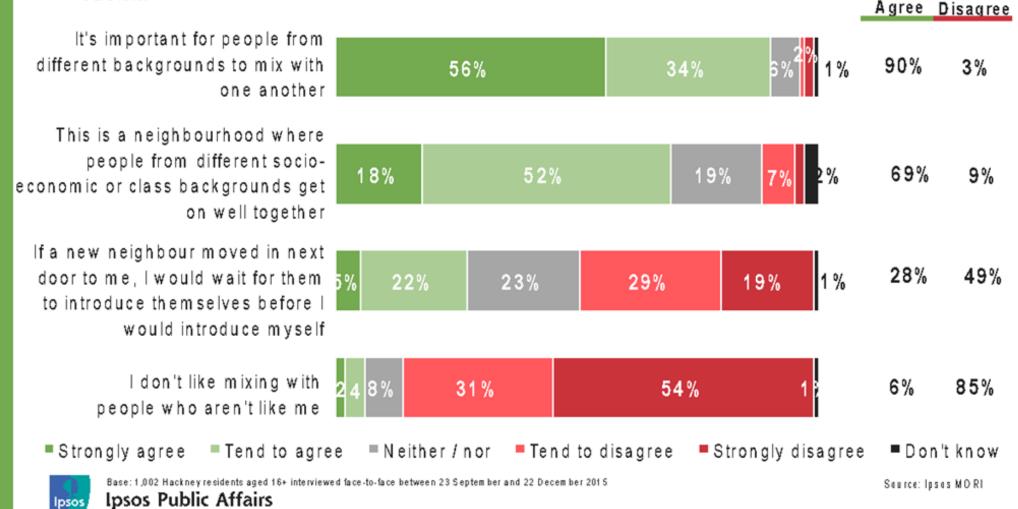
Ipsos

Base: 1,002 Hackney residents aged 16+ interviewed face-to-face between 23 September and 22 December 2015

Source: Ipsos MORI

Residents see importance of social mixing

Q. I am going to read out some statements about mixing with other people in the local community and I would like you to tell me how strongly you agree or disagree with each...



Specially modified 'I Love Hackney' black cab









Other branding application

have your say

If undelivered, please set

Produced by Hockney Design.

(+) Hackney

Hackney: schools for everyone

Important consultation documents inside





Those you for losing the time to read one, and to give us your views on education of Hockney, the worst to hear from board precision of the control of the part of schools you dilike to see and your views about what the Control is many Advancy residents as possess about what the Control is not your precisions are possess of the control is not your precisions. about Horany's education offse, especially the type of schools you disks to use and your level about which the Council's real case about changing this about the ward to lead down as many Horany's revisions as provided when the Council's real case about changes are provided as provided the council of schools and case about changing beautiful to the council of schools are set to the council of schools and the council of schools are set to the council of schools and the council of schools are set to the council of schools and the council of schools are set to the council of school should be in beging the above. We work to have found all many Hockey response a prospect executing powers of school element and Prople considering brighting to their states and according to their states and the post 15 senses but the now found a whole spring to their states are in thickney is school have and pure strond chapter, recent school features and people considering bringing up their formers an Hockney, Necessary's schools have come of long that are, as a belongly, reported to their consist of fresh chapter, and we want your apparatus to have As well as using these questionnaires, we 1 be holding a whole programme of outreach sessions and events over the coming associate, to make use use are associated associated associated consistent. As see as saing share questionings, see a be nearly a sector proportion or or mounts. To make sure we get views from an wide a large of people of possible We look forward to hearing your views With best wishes

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Deputy Mayor Annionatte Brandse

Background

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in 2003, when this process was underway, the Council consulted Nackney residence on what kind of schools they worked to the Associated Application of the Associated Application and Application of the Associated Application and Application of the Associated Application of the the books. They responsed with a clear demond for non-relactive, non-demonstrated services they worked to be books. They responsed with a clear demond for non-relactive, non-demonstrated, maked sex compenhenses schools. the Scrough They responded each gicker demand for non-selective, non-demandative timed was compartnessed schools observed the Council to respond to the process programme to deliver except that. These schools are all the second the Second Second Second that second should be seen to the Second Sec th our maintained secondary schools are delivering changed the best must in London since that three schools are delivering changed the best must in London since that time more than \$500 and the best must be considered to the best must be considered to the constraint of the constrai th our reansated secondary schools are desiring amongst the best results in London. Since that time, more than on been invested in the facility of Florings's school buildings, seeing themy schools completely rebuilt and increment. or schools face a new set of challenges, and the time has come to base this conveniation with residents again.



Hackney

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Freepost Plus RTSA-ZTUE-LEHG London Borough of Hackney Consultation Team 1st Floor Maurice Bishop House 17 Reading Lane London E8 1HH

Hackney



Hackney: Schools for Everyone





Hackney: A Place to go out





Hackney: Change for Everyone



Primary brand graphics

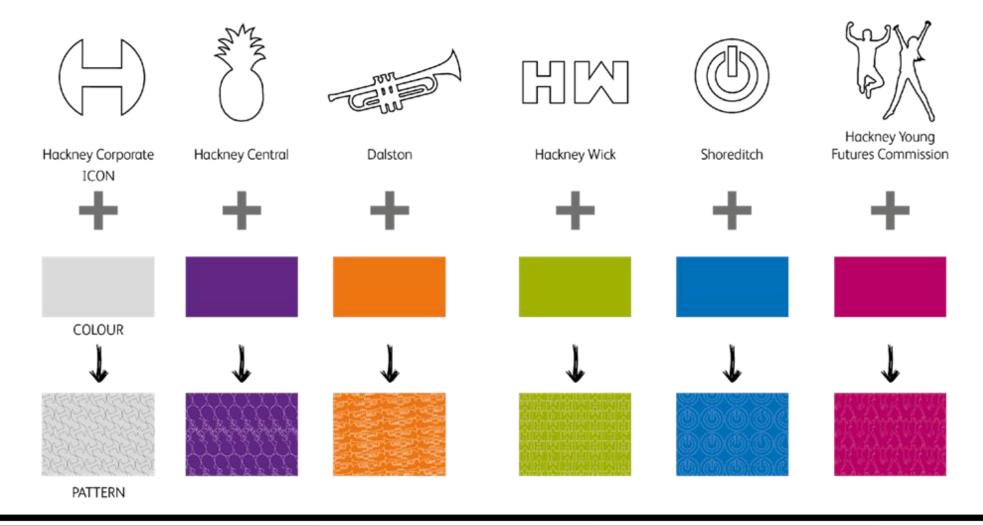








Secondary brand graphics



Brand application



Engagement at Carnival





Engagement at Hackney Carnival





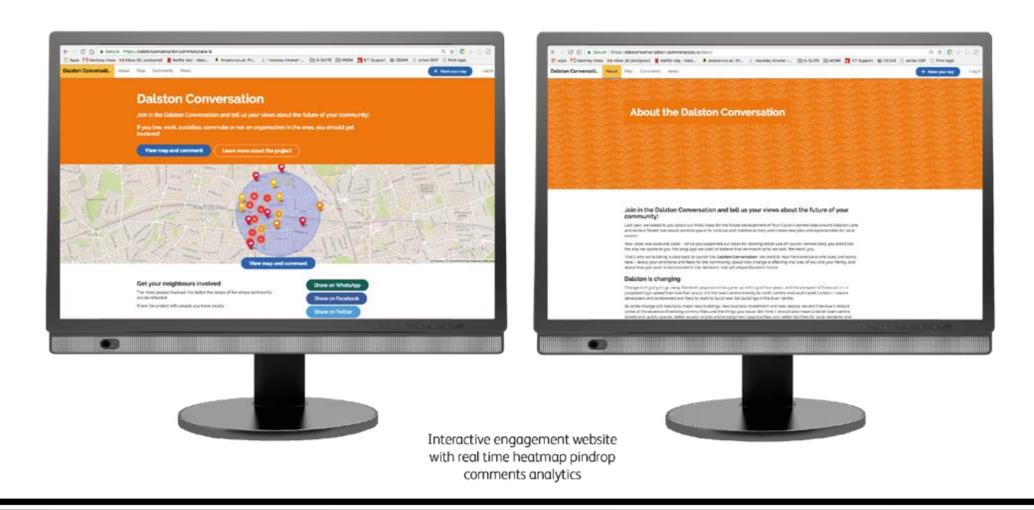


Disability engagement workshop



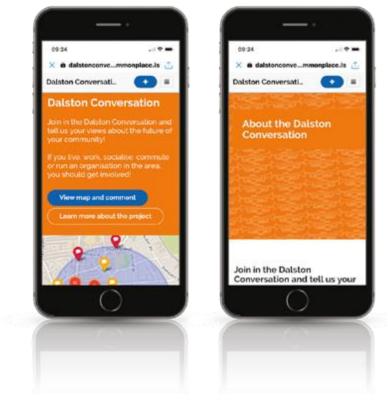


Brand application





Brand application





Mobile site Twitter





MEANINGFUL That we will meaningfully engage residents, businesses, staff and stakeholders, to help them shape proposals that will affect the services they use and deliver, or the areas where they live and work. That we will, where possible, involve residents and other stakeholders, with the co-production and user testing of solutions and delivery models.





TIMELY That we will build time into planning for service changes, savings proposals, and new projects, for meaningful public consultation and service user engagement and that we will allow the maximum time that is practical for consultation and engagement within any project.



INCLUSIVE That we will use inclusive outreach methods, and where possible, engage people within their communities, rather than expecting them to come to us. That we will always work to boost engagement with under-represented groups, to ensure that we are hearing the voices of those most affected, and to ensure that we hear a balance of views.





DIRECT That we will always seek to engage directly with our residents and businesses where possible, rather than relying on the mediation of community leaders, representative groups, and the voluntary sector, whilst we acknowledge what a vital role they can play in helping to facilitate such engagement.



1

Go where people already are: Develop an organisation wide engagement calendar: every opportunity to engage with residents in mapped in one place, community festivals, estate fun days, large scale public events, open days etc. Encourage everyone to use it.



2

Capture voices and stories: use video to capture individual stories and to drive further engagement





Branding: create a consistent engagement brand to tie together campaigns internally and externally



4

Share everything you learn: all your learning and insight should be shared with colleagues to drive an engagement led corporate approach





Use every opportunity: find out what others are doing, and jump on the back of it.











