

Hackney:

A Place for Everyone

An Innovative Approach to Community Engagement

Florence Obinna

Consultation & Engagement Manager

London Borough of Hackney



Hackney: A Place for Everyone

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



Hackney: A Place for Everyone

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.



Hackney: A Place for Everyone

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 go round.

Please share your own story by completing this short questionnaire.

Join the conversation

Tell us your stories

have  say

 Hackney

 Hackney

Hackney: A Place for Everyone

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



Hackney: A Place for Everyone

What did we do?

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



Hackney: A Place for Everyone

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.



Hackney: A Place for Everyone

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



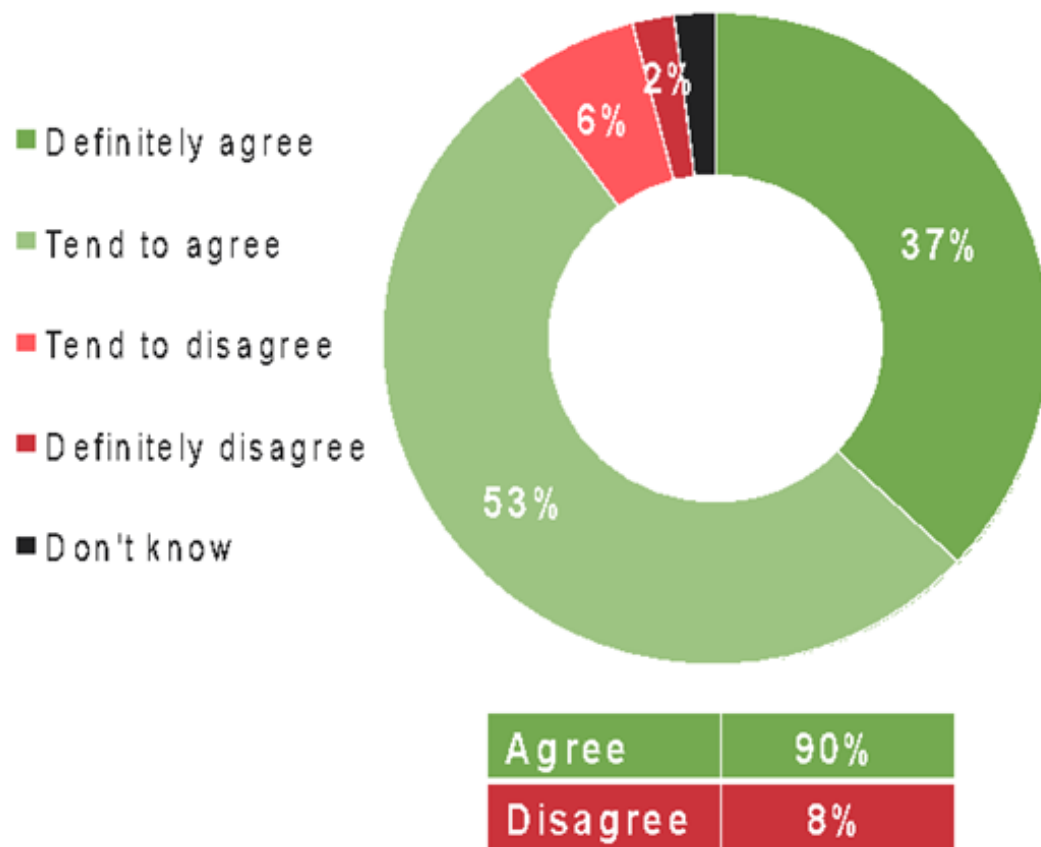
Analysis and coding of **2,980 responses** to the 'Hackney: A Place for Everyone?' campaign questionnaire



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

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?



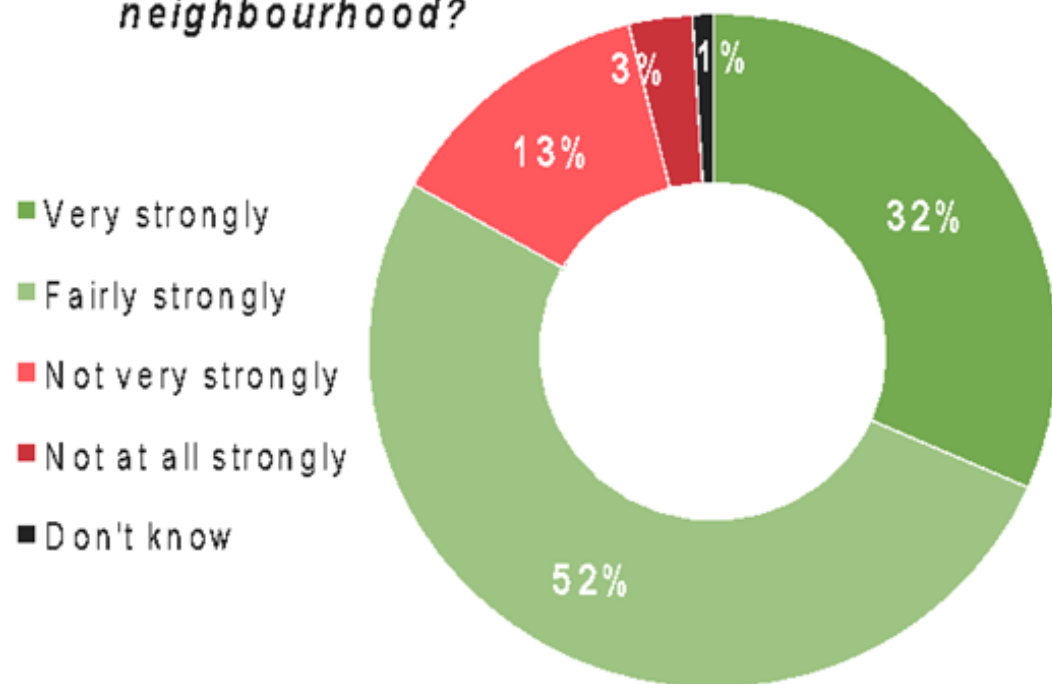
Comparator data

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

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

...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	84
Northern UA	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)



Ipsos Public Affairs

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

Source: Ipsos MORI

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



45% agree

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



16% disagree

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.



Ipsos Public Affairs

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

Source: Ipsos MORI

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.



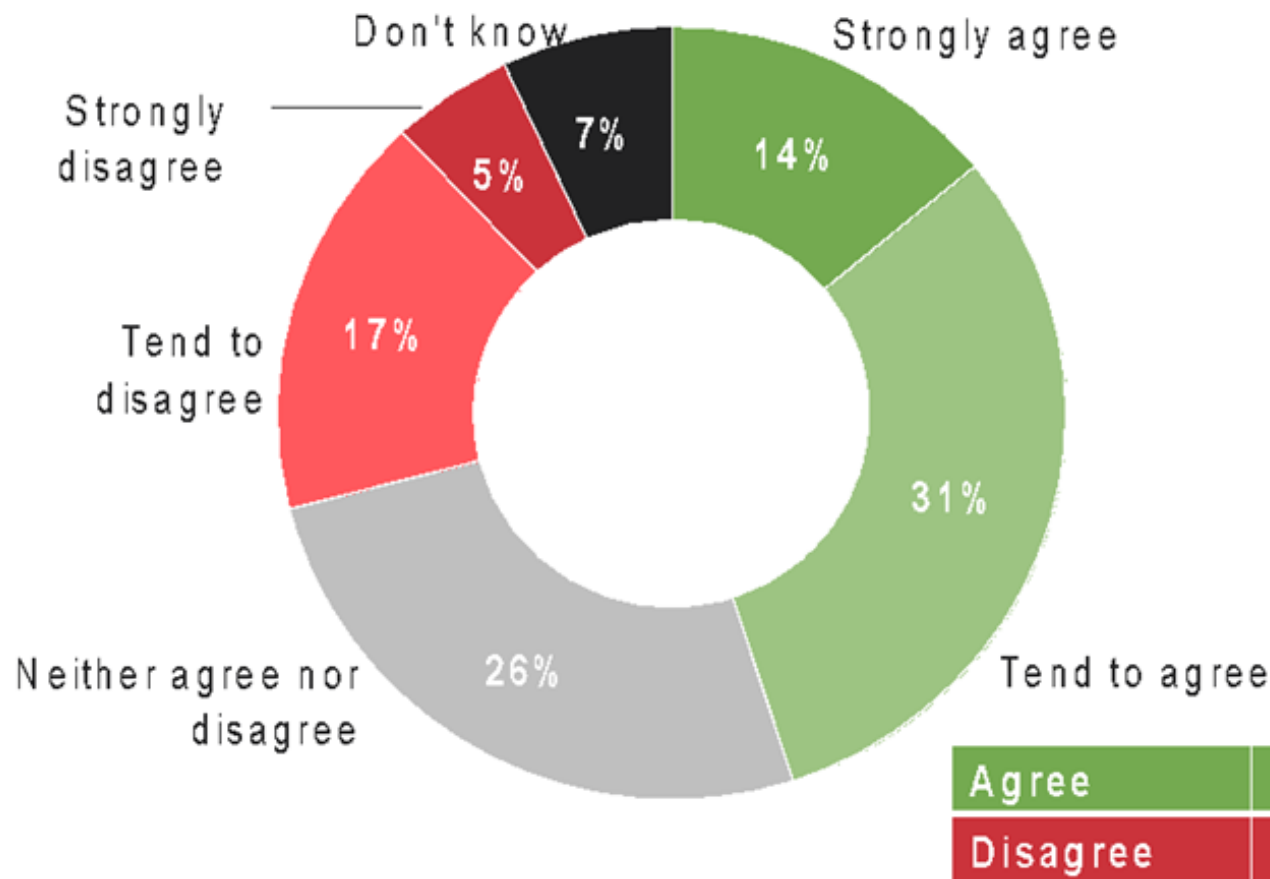
There is much talk of communities, but how can there be communities when there is as much movement in and out as in a railway station? That is how I see Hackney's future: nobody belonging, everyone passing through and a big chasm between the rich and the poor.



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 black-owned bookshops have closed down.

Demonstrated by a perceived growth in inequality

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



While more positive about changes in the borough, it is the more affluent groups of residents who are the most concerned about about growing inequality

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

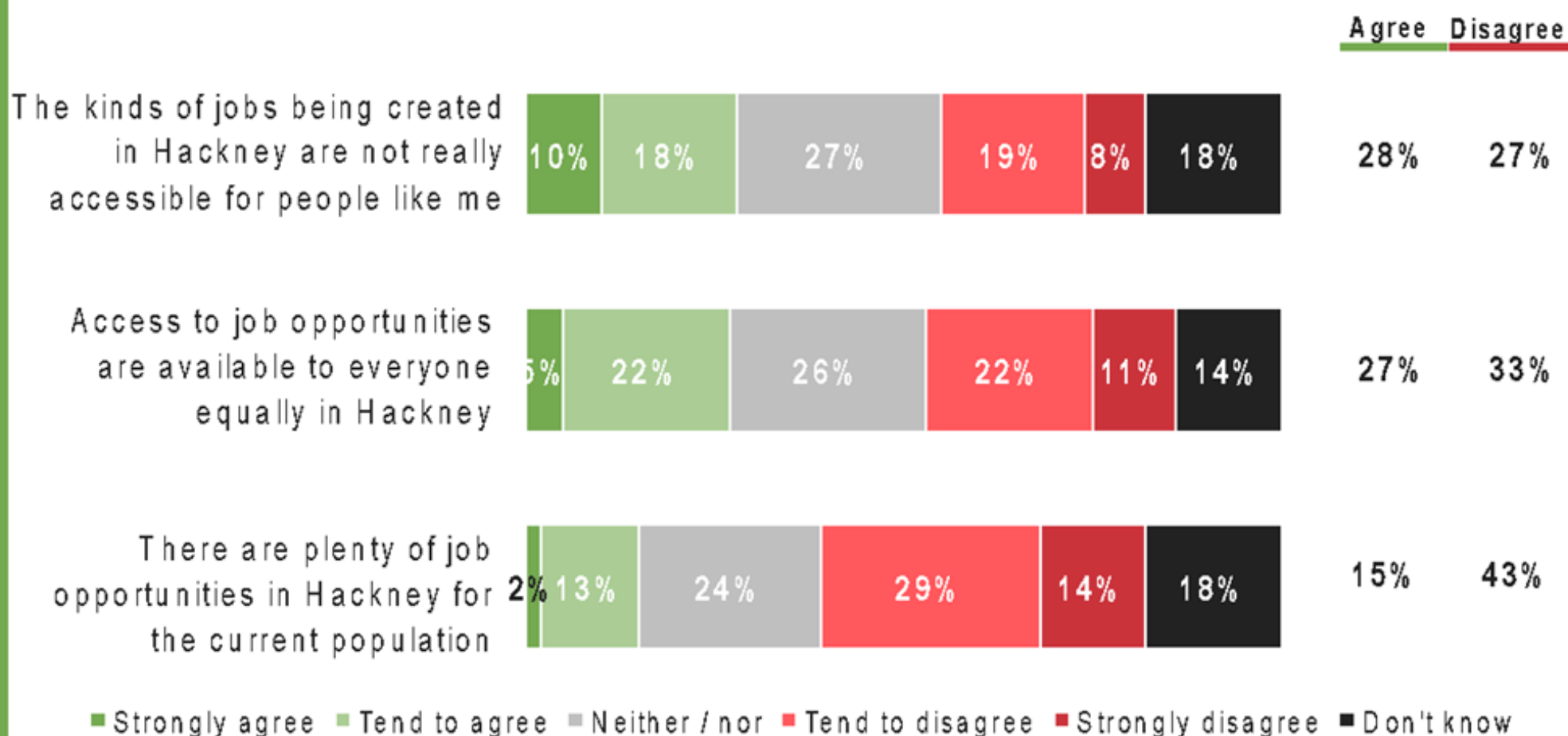


Ipsos Public Affairs

Source: Ipsos MORI

... 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?



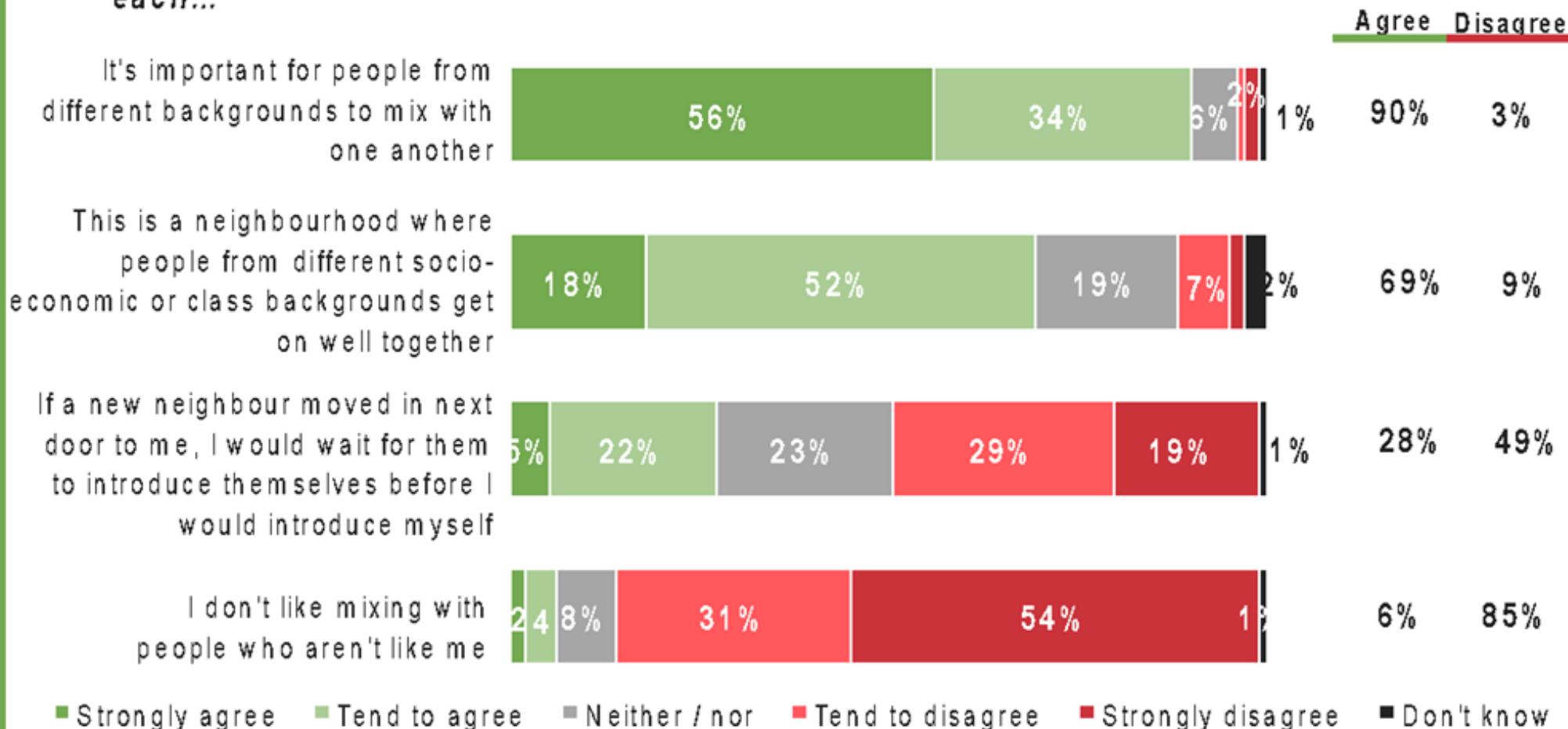
Base: 1,002 Hackney residents aged 16+ interviewed face-to-face between 23 September and 22 December 2015

Ipsos Public Affairs

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...



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

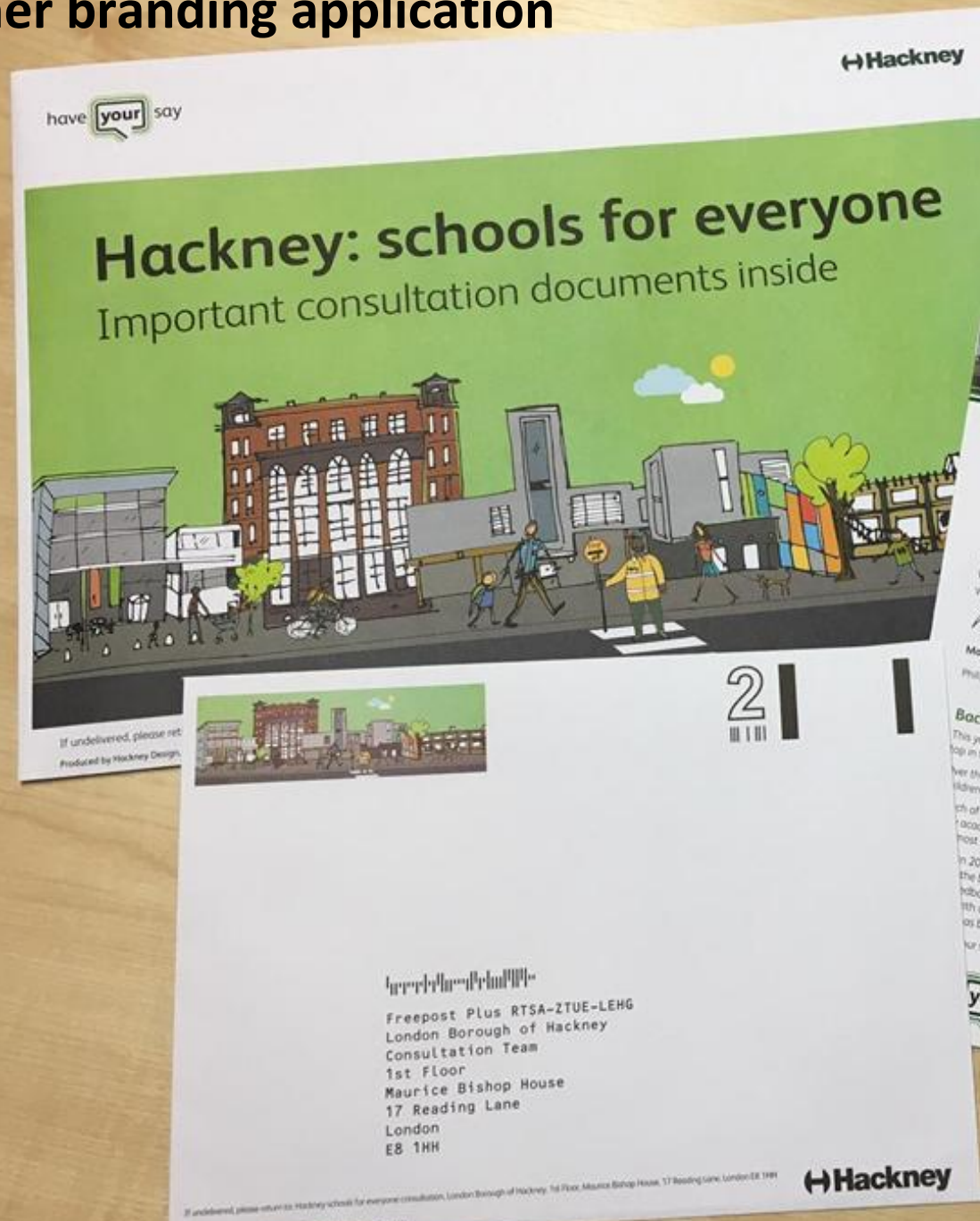
Ipsos Public Affairs

Source: Ipsos MORI

Specially modified 'I Love Hackney' black cab



Other branding application



Hackney: Schools for Everyone



Hackney:

A Place to go out



Hackney: Change for Everyone



Primary brand graphics



Master corporate & policy brand

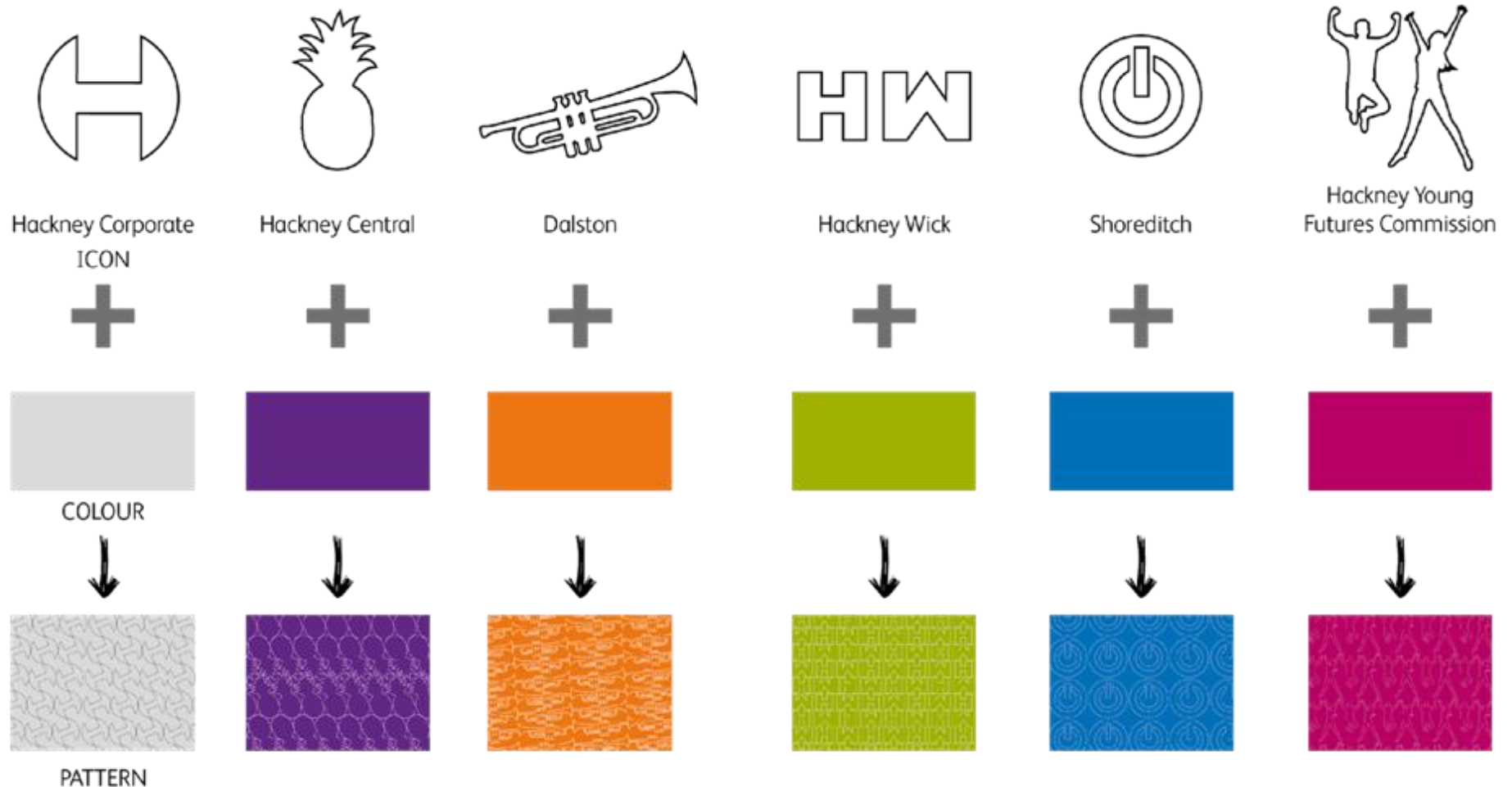


Town centre and area brands

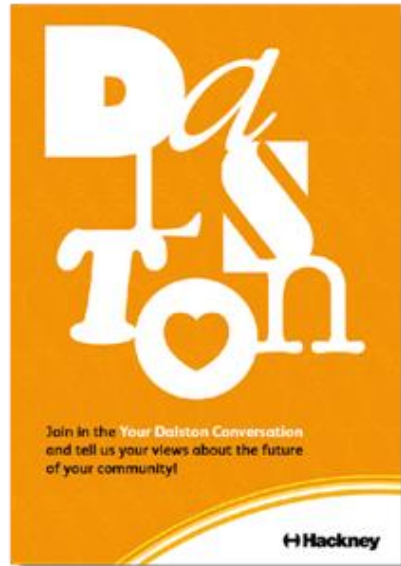


Major programmes specific brand

Secondary brand graphics



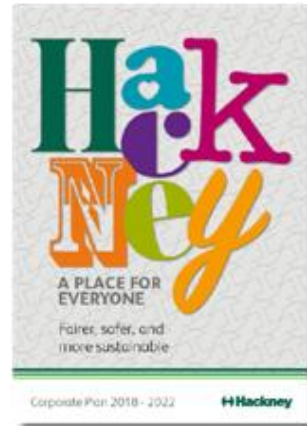
Brand application



Posters



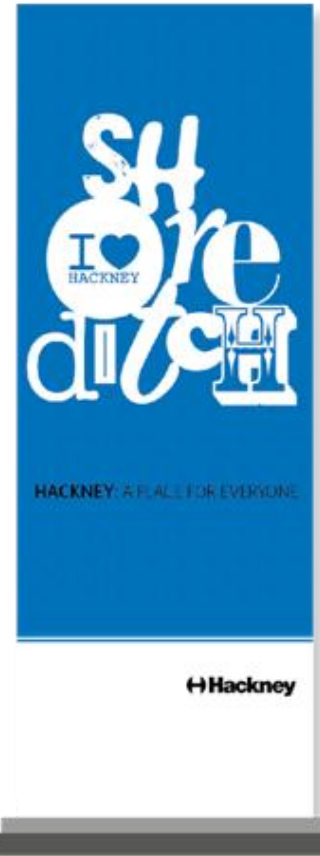
Badges



Corporate plan



Tote bag



Pop up banner



T shirt



Questionnaire

Fairer, safer, more sustainable



Engagement at Carnival



Fairer, safer, more sustainable

Engagement at Hackney Carnival



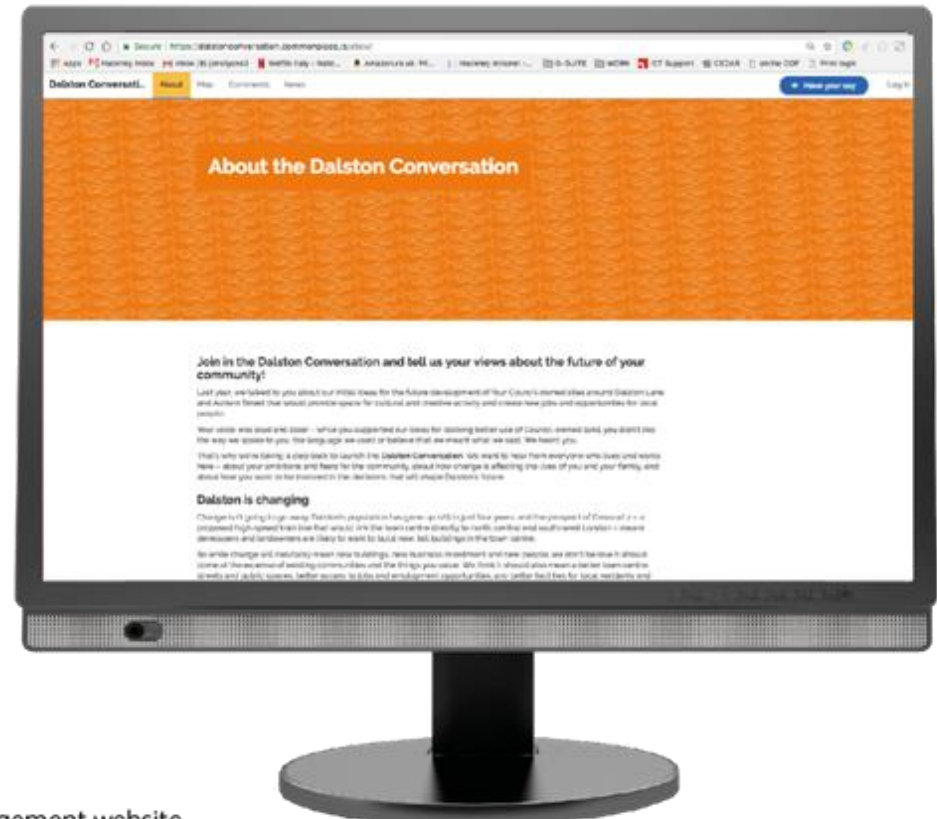
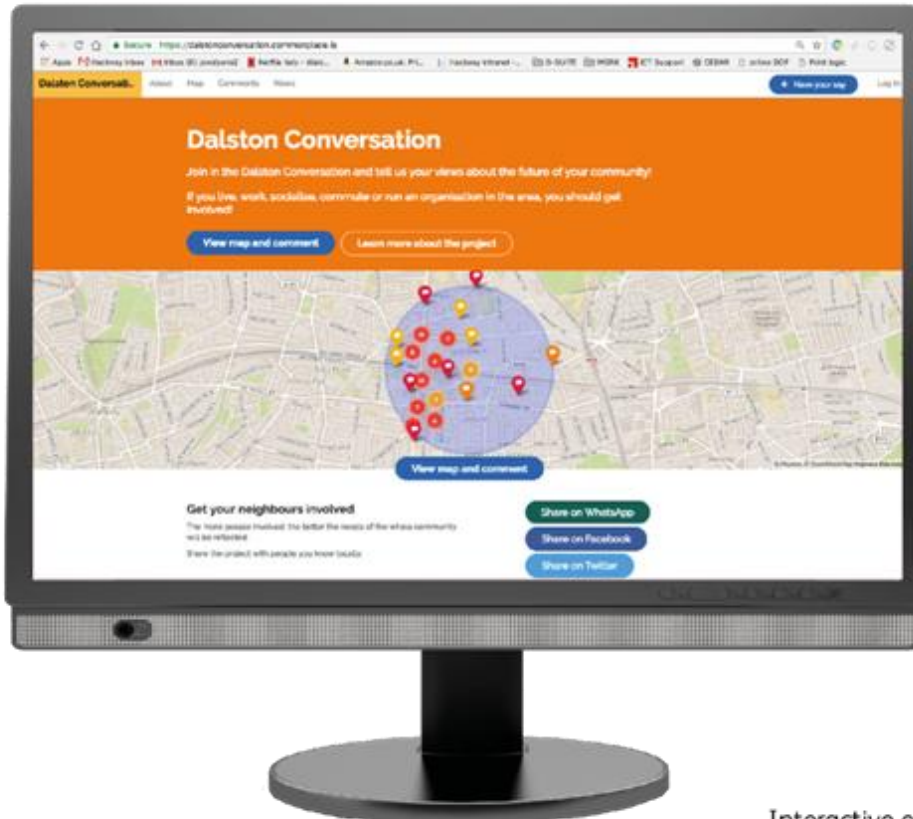
Fairer, safer, more sustainable

Disability engagement workshop



Fairer, safer, more sustainable

Brand application



Interactive engagement website
with real time heatmap pindrop
comments analytics

Fairer, safer, more sustainable



Brand application



Mobile site



Twitter

Fairer, safer, more sustainable



Embedding principles of Engagement



1

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.

Embedding principles of Engagement



2

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.

Embedding principles of Engagement



3

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.

Embedding principles of Engagement



4

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.

Practical steps



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.

Practical steps



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

Practical steps



3

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

Practical steps



4

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

Practical steps



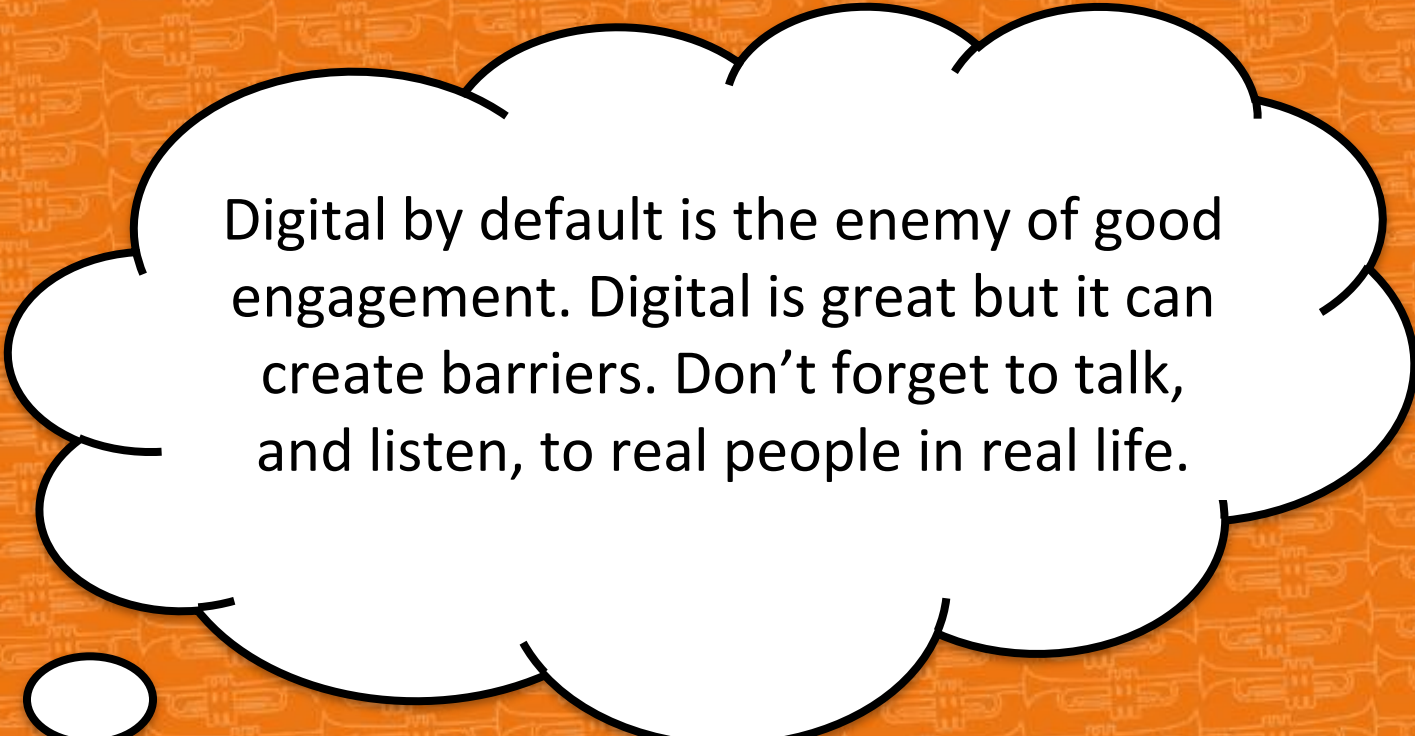
Use every opportunity: find out what others are doing, and jump on the back of it.

Some final thoughts....



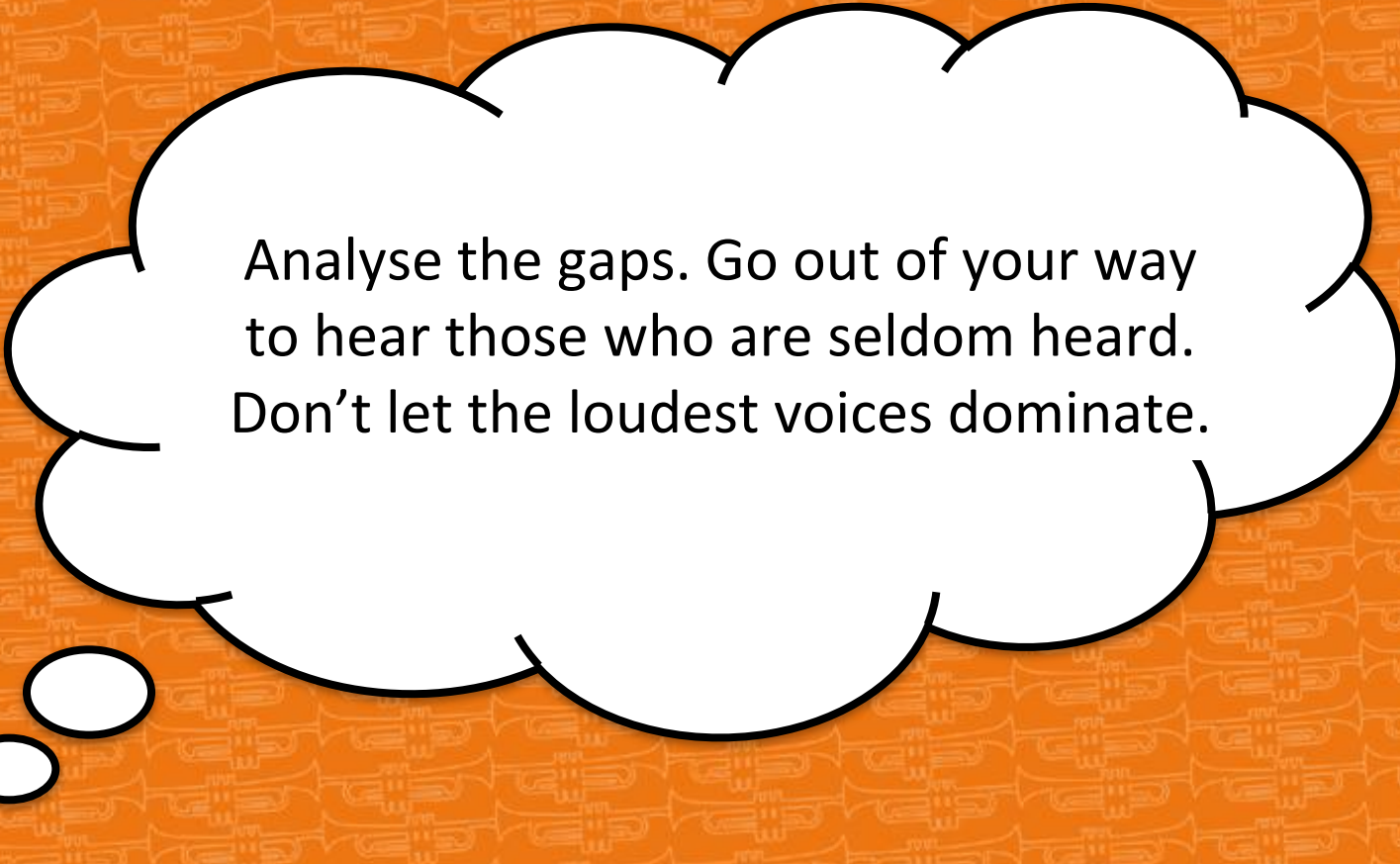
Engagement is not
transactional.

Some final thoughts....




Digital by default is the enemy of good engagement. Digital is great but it can create barriers. Don't forget to talk, and listen, to real people in real life.

Some final thoughts....



Analyse the gaps. Go out of your way
to hear those who are seldom heard.
Don't let the loudest voices dominate.

Some final thoughts....



Engagement is about our relationship with the people and communities we serve. It's about building trust. It's more important now than ever before.