



Report to Scrutiny

Item Number:

Contains Confidential or Exempt Information

No

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| Subject of Report: | Future Ealing - Active Citizen |
| Meeting: | Scrutiny Review Panel 4 – 2018/19; Future Ealing Wednesday, 5 December 2018 |
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| Scrutiny Officer: | Harjeet Bains, Scrutiny Review Officer, Email: bainsh@ealing.gov.uk , Tel: 020 8825 7120 |
| Cabinet Responsibility: | Cllr. Julian Bell, Leader |
| Director Responsibility: | Gillian Marston, Director of Environment, marstong@ealing.gov.uk 0208 825 8576 |
| Brief: | <i>To consider how the borough's residents are being involved in the Council's Future Ealing developments</i> |
| Recommendations: | The Panel is recommended to: - consider and comment on the information provided about active citizenship; and - make suggestions for further developments where necessary. |

1. Summary

- 1.1. An element of the Future Ealing strategic vision is to enable residents to be as self-sufficient as possible, with the aim of improving outcomes for residents, including increased resilience and self-determination, whilst reducing demand on public services. Of course, many residents are already actively involved in their communities. Whether serving as a school governor, volunteering in the borough's parks or open spaces, helping to run a community sports facility, or offering a helping hand to a neighbour, Ealing's residents make invaluable contributions to life in the borough. However, the council remains involved in activity which may be better managed at a community level thereby enabling residents to have more control and self-determination.
- 1.2. To inform the future direction of travel, a small-scale Active Citizen pilot (no additional investment - met from within existing resources) has explored how the council is currently enabling residents, and how the level of social action and participation could be increased, including what this means for residents, the role of the council and its relationship with residents. The preparedness of residents to contribute is evident, and our knowledge and understanding of what is required to support and sustain such positive involvement is increasing.
- 1.3. Talk Future Ealing sessions commenced in the summer as one of the ways in which the council and residents are debating plans for the future, sharing understanding of the challenges and exploring how residents can get involved to contribute to quality of life in the borough. From the discussions so far, it is clear how most people want to do their bit to help and to improve their local area. The council's Ealing Bubble website is full of ideas for how people can get involved in their local area and do something good. See www.dosomethinggood.org.uk.
- 1.4. The work on Active Citizen remains embryonic but early learning indicates that to achieve self-sufficiency at scale requires significant further development. This is a challenging agenda which many local authorities are wrestling with. Whilst there are notable examples of innovative approaches, it remains the case that there is no simple solution, or 'one size fits all' approach. Change takes time. Those areas making the most progress share characteristics of having a strong and clearly articulated long-term emphasis on enabling residents. This is supported by consistent leadership of that ambition, including the appropriate values, ethos and embedding of culture change to achieve it.
- 1.5. Ealing can demonstrate good examples of active citizenship (see Appendix A) and how the council is developing its culture to support residents to be involved. Next steps include continuing to increase the level of activity and the culture change within the council to enable this to happen. This includes making appropriate links across the council on work on assets, digital improvement and the service offer at a neighbourhood level. This report provides Members with a summary of the work to date and invites scrutiny on the progress so far, and comments on the issues, challenges and opportunities arising.

2 Background and National Context

- 2.1 Nationally, a sustained period of austerity coupled with rising demand has brought enormous challenges for public services and led to cuts in services. In parallel, a growing sense of disempowerment of individuals within society has resulted in a lack of trust in authorities and other bodies such as charities.
- 2.2 In this context, there is a growing view that improving outcomes in today's climate, and in response to residents' expectations, depend on strengthening the 'system infrastructure' that underpins services in a locality¹ and a fundamental shift to a place-based collaborative approach which puts residents and communities much more in control². It is a move to social action. This involves the council shifting to an enabling approach – linking and supporting connections for residents to help themselves and each other, targeting its limited resources on those who most need support. Evidence shows that communities, both in terms of places, and the people who share interests or identities, have an important influence on health and wellbeing throughout our lives. Communities that have control and influence over the decisions that affect them are likely to have more positive health and social outcomes than those whose voices are seldom heard³.
- 2.3 Increasing active citizenship, it is argued, can help to foster the connections in communities and strengthen individuals and communities' abilities to make change in their neighbourhoods.⁴
- 2.4 However, the evidence base on what works in practice is patchy and emergent. There is no single approach or methodology which could be recommended that Ealing should adopt. The picture is more complex and needs to be shaped to suit local circumstances. That said, there is important learning from:
- 2.4.1 **Barking and Dagenham's [Everyone Everyday initiative](#)** aims to fundamentally shift the level and nature of residents' participation to build inclusive neighbourhoods, made by everyone, for everyone. This includes a major culture shift for the council. Departing from the old ideas of 'top down' and 'bottom up', it aims to build a new type of support system in the heart of neighbourhoods, shaped around residents' creativity and energies, with collaboration between residents and organisations. This is an ambitious 5-year programme, developing and testing a systems approach to scaling resident participation. [It has just published its Year 1 report.](#) Whilst it acknowledges that it is early days, and is careful to set out the timeline and limitations at this early stage for evaluation, early signs are that the systems approach to building large scale participation is feasible and working in Barking and Dagenham, delivering value at the individual and neighbourhood level. But, it is not yet possible to quantify the economic

¹ See e.g. Collaborate/Lankelly Chase '[Building Collaborative Places: infrastructure for system change](#)

² See e.g. Nesta, [People helping people](#)

³ http://www.gcph.co.uk/healthy_communities

⁴ e.g. <https://locality.org.uk/wp-content/uploads/2018/03/LOCALITY-LOCALISM-REPORT-1.pdf>

impact on individuals, nor the accumulated effect borough-wide – this will be reported on from Year 2 onwards.

2.4.2 **The Wigan Deal** is an informal agreement between the council and everyone who lives or works there to work together to create a better borough. It includes a series of pledges by the council, in return for which residents and businesses are asked to play their part too by doing things like volunteering, recycling more and using digital services. They attribute their ability to improve outcomes whilst achieving substantial savings to this innovative asset-based approach. Wigan has worked hard to gain public confidence to this approach to public sector reform, including through their £10m “Deal for Communities” which is a fund to build self-reliance across the borough. The Wigan Deal is about all services in the council and all residents of the borough. It is about beliefs and a culture change and way of working that reflects everything they do, including their partnership working. Fundamentally it signals a positive approach for individuals and communities that encourages self-reliance and independence through an equal partnership.

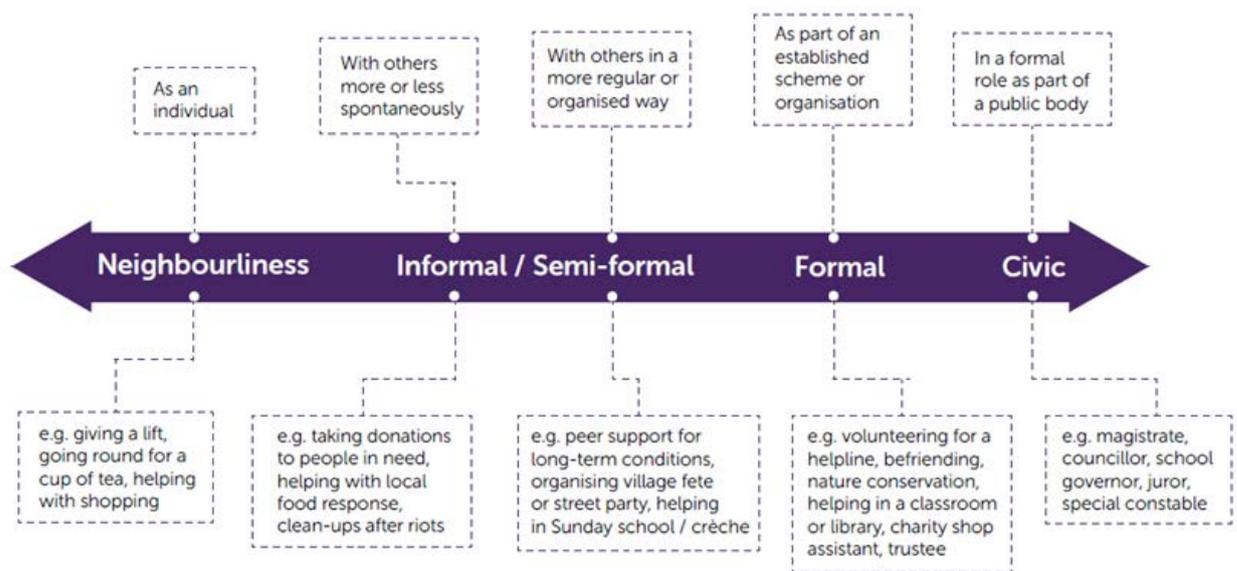
2.4.3 As described in their [Deal for the Future](#), by 2020 their ambition (including working with partners) includes teams based within the community empowered with the skills and knowledge of services in their local areas, able to support numerous roles flexibly, thereby reducing the number of professionals that individual residents need to speak to. Staff will be co-located across 7 service delivery footprints, delivering services flexibly across the borough. The focus of public services will be on the people who receive them and the communities in which they live, and not on the organisations that provide them. There is a move away from building-based services to flexible provision accessed within community settings. They envisage that many more buildings will be transferred to the community or sold for capital receipts.

2.1.1 [Nesta’s work on alternatives to top-down public service delivery](#) includes examples of peer-to-peer support such as FutureGov’s [Casserole Club](#), illustrating ways in which residents are helping themselves and each other. Another example, at an early stage in Ealing, is [GoodGym](#) (see Appendix A for case study).

2.1.2 Others are developing techniques and methodologies supporting decision-making in communities. For example, [Involve](#) is a charity specialising in this area, using methodologies such as Citizen’s Assemblies, co-design and deliberative democracy.

3 What is active citizenship?

3.1 Active citizenship covers a wide range of involvement from informal neighbourliness through to formal social action, as illustrated below.



Adapted from: Nesta – People Helping People: the future of public services

The pilot work in Ealing considers active citizenship spanning this full spectrum.

4 Active Citizen in Ealing – pilot work

4.1 There are many active residents already in Ealing who make great contributions to their neighbourhoods and communities. Ealing has a strong track record of sports facilities being managed by the community and some community centres are self-managed by community groups. There are several 'Friends of' parks groups. 65 people currently volunteer in libraries across the borough, with an average of over 600 volunteer sessions delivered over the last 3 years. Many residents use online services, with an ever-increasing number registered as MyAccount users. However, whilst there are many existing activities and programmes across the council which rely to a greater or lesser extent on the support of active citizens for their success, the current level of activity is insufficient to support the outcomes desired.

Additionally, while there are signs of innovation and emerging culture change (such as strengths-based approaches in Adult Social Care's Better Lives programme), the council may need to consider a more fundamental shift in its role and ways of working from deliverer to enabler of residents to do more to help themselves and each other.

4.2 Over the last year, we have been piloting small-scale activity, within existing resources, with a focus on testing out approaches and developing our understanding of what works. The purpose of the pilot was to test how we bring different services and community assets together to support active citizenship and where the activity has a visible impact. The work has explored the culture change required within the council and citizens as the council shifts towards more substantial resident-led action or co-design. Additionally, it has started to build the evidence on how communities can be better connected, more in control, less dependent on public services and enabled to make the most of our digital strategy. Finally, it has explored the opportunities to mitigate the impact of continued austerity, manage demand, save costs and better support those most in need of help.

4.3 The hypothesis we tested out in the pilot, which shows the collective impact we can enable in Ealing, is:



4.4 As well as research, the pilot included work to test:

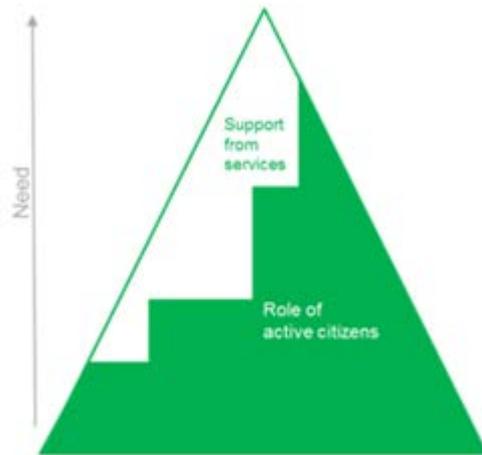
- Opportunities in Southall (Let's Go Southall) and Northolt* (place-based approach with MyHousing Hub) to explore how the council and partners can make it easier for people to self-organise
- Volunteering in Parks
- Peer-to-peer support
- Talk Future Ealing engagement aligned to Active Citizen
- Bubble website under development – see dosomethinggood.org.uk

Case studies highlighting some of these areas can be found at Appendix A.

*Some of the successes encountered in the Northolt pilot included the readiness of some residents to come forward (see Appendix A for examples), and that more cross-council discussions took place which helped to build relationships and understanding of the wider service offer. Some of the challenges included accessing information; communications within neighbourhoods; the lack of a budget to make minor decisions at a local level; lack of awareness of Bubble at the beginning of the project; the risk that residents who come forward may find it difficult to sustain involvement without more of an infrastructure to help them.

5 Findings from the Pilot Phase

5.2 Although the pilot has shown there is an appetite amongst residents to do more, it can be argued that the scale and pace of change needs to be much quicker and involve further development of the relationship between the council and residents.



Illustrative diagram

5.2 Whilst there is clear evidence of residents' willingness to get involved, the level of public participation and social action in Ealing has the potential to increase. So far, we have only tested at the margins. But we have started to build our understanding of residents' motivations for getting and remaining involved and the culture needed in the council to support this.

5.3 Future Ealing has an outcomes focus – and further development of the approach to Active Citizen can help to protect outcomes for residents. Whilst we know that the evidence for impact on outcomes through increased participation is patchy and not linear, it will have both direct and indirect cross-cutting impacts on outcomes and budget areas. The authorities able to demonstrate significant impact on outcomes, or who are in the process of building evidence on this, have only been able to do so through long-term commitment to their approach.

5.4 Internal culture change is a major area for development. The Talk Future Ealing sessions have demonstrated the potential for further involvement by residents, and the way in which the council may need to respond so that it becomes 'the way we do things' across the council, rather than at the edges of our culture. Additionally, consideration needs to be given to the service packages offered at a local level to engender more local decision-making, control and active citizenship.

6 Considerations for next steps

6.1 The learning from the Active Citizen pilot could inform further consideration on continued promotion of areas of good practice, and whether to redesign the service package offered at a local level to engender much more local decision making and control and active citizenship. This represents a meaningful change and the culture change required should not be underestimated, touching on the nature of our dialogue with residents, the constraints of the public purse and how increased collaboration could achieve desired outcomes for the borough.

7 Legal Implications

There are no legal implications arising directly from this report. Development of the approach to Active Citizen remains at an early stage. Any legal implications will be considered as the policy direction crystallises.

8 Financial Implications

There are no financial implications arising directly from this report. Development of the approach to Active Citizen remains at an early stage and there is a clear focus on supporting residents to help themselves and each other, whilst helping the council to manage demand so that its limited resources can be targeted effectively. The financial implications of implementation of a finalised approach will be given early consideration.

4. Other Implications

Active Citizen directly supports the Future Ealing vision of enabling residents to be as self-sufficient and active in their communities as possible. It has a cross-cutting impact on the council's strategic objectives. The culture change required of the council for Active Citizen to be successful links directly to the council's work on its values and behaviours. There are also direct links with the council's work on assets.

Engagement with residents is ongoing within service areas and through Future Ealing engagement via the 'Talk Future Ealing' roadshows over the summer 2018 period. Engagement and co-design with residents is at the heart of an Active Citizen approach. At this early stage, there are no delivery impacts on residents but as the approach develops then Equality Analysis Assessments will be conducted at early and key stages.

5. Background Papers

Appendix A: Case Studies of active citizenship in Ealing

[Overview of Future Ealing Programme, report to Scrutiny Panel, 26 July 2018](#)

[Talk Future Ealing](#)

[Bubble](#)

Barking and Dagenham's Everyone Everyday initiative; [Made to Measure, Year 1 Report](#)

[The Wigan Deal](#)

Consultation

| Name of Consultee | Department | Date Sent to Consultee | Date Response Received from Consultee | Comments Appear in Report Para: |
|--------------------------|---|-------------------------------|--|--|
| Gillian Marston | Director of Environment | 26/10/18 | 29/10/18 | throughout |
| Kieran Read | Director of Strategy and Engagement | 29/10/18 | 31/10/18 | throughout |
| Alison Reynolds | Director Customer Services | 29/10/18 | - | |
| Carole Stewart | Assistant Director, Libraries | 7/11/18 | 7/11/18 | 4.1 |
| Mark Wiltshire | Director of Safer Communities and Housing | 29/10/18 | - | |
| Cath Atlee | Head of Integrated Commissioning | 29/10/18 | - | |
| Helen Harris | Director of Legal and Democratic Services | 29/10/18 | 29/10/18 | |
| Ross Brown | Director of Finance | 29/10/18 | - | |
| Councillor Bell | Leader | 21/11/18 | | |
| Chris Bunting | Assistant Director Leisure | 26/10/18 | 30/10/18 | Appendix A |
| Gary Pyke | Assistant Director Transformation | 29/10/18 | 15/11/18 | throughout |

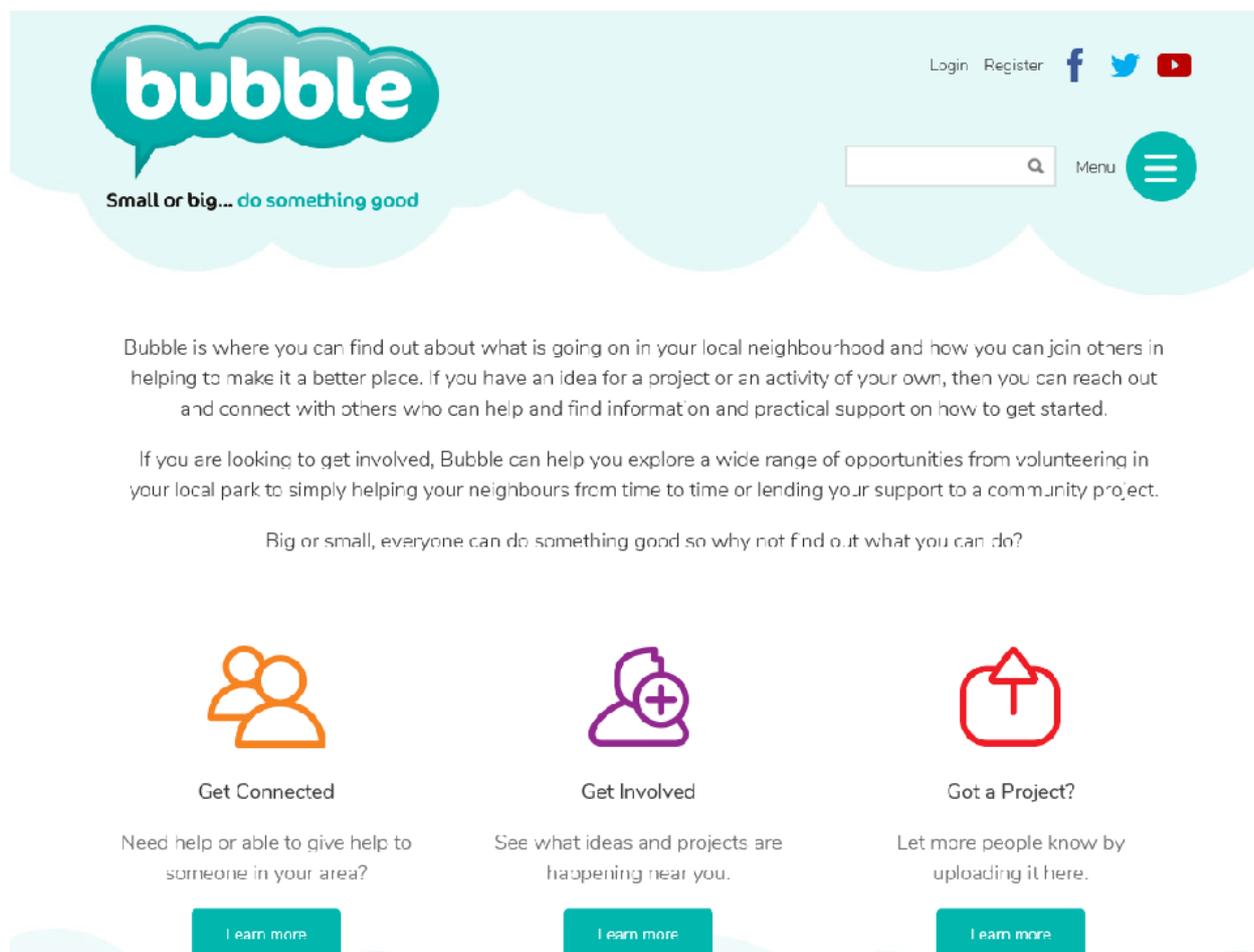
Report History

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| Decision Type: For Information | Urgency item? No | | |
| Authorised by Cabinet Member: | Date Report Drafted: | Report Deadline: | Date Report Sent: |
| 26/11/18 | 26/10/18 | 26/11/18 | 26/11/18 |
| Report No.: | Jackie Fisk, fiskj@ealing.gov.uk , 0208 825 6853: | | |
| | Senior Change and Transformation Officer | | |
| | | | |

Appendix A: Case studies of active citizenship in Ealing

A. Supporting residents to be active in their community - Bubble website

One of the ways of supporting residents to be active in their community is through the Bubble website - www.dosomethinggood.org.uk. It includes opportunities to get involved through initiatives such as 'Transform your space' and is currently being updated to better support residents to volunteer for, or design and deliver, place-based projects. As the approach to Active Citizen matures, Bubble may need further development in the future.



bubble
Small or big... do something good

Login Register f t y

Search Menu

Bubble is where you can find out about what is going on in your local neighbourhood and how you can join others in helping to make it a better place. If you have an idea for a project or an activity of your own, then you can reach out and connect with others who can help and find information and practical support on how to get started.

If you are looking to get involved, Bubble can help you explore a wide range of opportunities from volunteering in your local park to simply helping your neighbours from time to time or lending your support to a community project.

Big or small, everyone can do something good so why not find out what you can do?

Get Connected
Need help or able to give help to someone in your area?
[Learn more](#)

Get Involved
See what ideas and projects are happening near you.
[Learn more](#)

Got a Project?
Let more people know by uploading it here.
[Learn more](#)

B. Active Citizens in Green Spaces

Parks make a significant contribution to the health and wellbeing of the local area. However, parks can have a wider role that supports and improves community activities like: food growing, community events, volunteering, gardening, arts activities, forest schools and improving habitats.

These activities can help to reduce loneliness, improve mental health and help to keep everyone more physically active. The parks team is developing a range of activities to encourage Active Citizenship in relation to parks including planting and maintaining

flowerbeds, cleaning and maintaining green spaces as well as a programme of healthy physical activity.

Residents involved in improving their local green space

The council is rethinking how it manages parks. Parks can do more to support local communities and given the financial circumstances of the council, it can no longer afford to continue to look after them in the same way it has done for over 100 years.

We are encouraging residents to see their local parks not only as places for a much wider range of activities that bring people together outside (i.e. food growing, gardening, arts activities, forest schools) but also as green spaces they can manage and maintain to varying degrees on behalf of the local people. This approach from devolving control of spaces to increased activities, if done well, can help bring people together, reduce loneliness, improve mental health and help to increase levels of physical activity. Further this will help retain the parks as quality spaces at a time that budgets will be reducing for maintenance

The Katherine Buchan Meadow project is a recent example where the community have improved their local green space for the benefit of the wider community.



Co-founder of the project Amanda Rutkowski said: “One of the fantastic things about this programme is that it gets people involved with shaping their local area. It’s empowering to be able to deliver your ideas for a project but at the same time you get lots of support from the council.

“Our project at Katherine Buchan Meadow has met its aims and we’ve been able to change the space into somewhere the whole community can enjoy and value – it’s been so positive.

“I would certainly encourage any local groups to get involved as they can really bring about a positive change to the local area.”

Active Citizen – in a parks and green spaces context

Parks must achieve savings and either this is done with minimal impact on greens spaces by involving residents in volunteering activities to help maintenance to managing parks, or it is a straight cut in budgets with negative impact on the quality of green spaces. One of the aims of Active Citizens is to recruit and engage further volunteers to help manage the flower beds and park cleaning, whilst working towards devolving management of green spaces to local communities.

Volunteering

The council has experience of running activities across green spaces through the work of its park rangers. We also know that it is possible to increase the level of volunteering in green spaces from the experience of other councils and voluntary based organisations. Our intention is to build on the park rangers work. This will require focusing resources on

developing and running a programme of volunteering, providing the infrastructure to support this, making volunteering easy to do and easy to manage, and a more comprehensive marketing and advertising of the opportunities. In addition, opportunities to plug into other organisations existing volunteering programmes and infrastructure will be explored to expand the programme and test working with other organisations.

There needs to be a diverse range of activities which will reflect the nature of the green space and the type and level of local interest. It is also hoped that these activities can be targeted at groups who are more likely to suffer social isolation and health problems by working with public health and adult and social care. Thought will need to be given to the delivery of support to groups with a specific need.

The experience from running existing activities has informed the volunteer programme but the council will take an experimental approach because we cannot yet say what will work best – but we will work at pace and embed the learning as we progress also need to test different ideas. We will use insights gained from a wide range of sources to inform the approach to increasing participation. A refined and more comprehensive programme will be developed for 2019/20 when financial savings will be expected.

It is essential that to this programme takes advantage of the Bubble (*Do Something Good*) website which promotes volunteering in an attractive and desirable manner. Making it the go-to website for Ealing residents who wish to volunteer or offer their support to the wider community and access funding sources and mechanisms such as crowdfunding

We can also promote the various tiers of parks volunteering, by influencing ward forum agendas, so that councillors look to establishing a culture of community based solutions moving away from the tradition of councils being the sole problem solver/responsible party

Taking an innovative approach to rewarding voluntary activity, Ealing Council has teamed up with BetterPoints to bring an innovative rewards programme to Ealing residents and their local green spaces. The BetterPoints *Love Your Park* is a one-year funded pilot as part of Ealing's Pride in my Park initiative. The programme rewards residents of Ealing for getting out and about and being pro-active in a variety of the borough's parks. It rewards voluntarily litter-picking, gardening, joining a Friends of Park group, via the BetterPoints free mobile app. Participants can exchange BetterPoints to reward themselves with vouchers for a whole host of high street retailers, or donate them to a variety of charities, both local and national

Capital Review

The parks team have undertaken a review of its capital budget and have identified a range of parks and open spaces where the capital will be made available to support the creation of 'Friends of Parks'.

Transform Your Space (TYS)

The Transform Your Space programme will invest £750k over 4 years to create a pipeline of deliverable projects for pockets of public land/streetscape so that they are better used and maintained in future by local communities.

The opportunity to transform these spaces will be offered through a 4-year rolling programme offering £630k pot of match funding with 2 levels of funding available; up to

50% or a maximum of £2,500 for projects with a value of up to £5,000 and up to 50% or a maximum of £50,000 for projects over £5,000. This model would generate at least £630,000 of external funding over 4 years.

The following are the key deliverables from this project:

- Evidence of increased resident participation and volunteering opportunities e.g. number of Friends of groups and Traders Associations
- Residents delivering their own place-based projects through promoting priority spaces via ward forums
- Evidence of financial savings for the council, with increased leverage of funds from external sources from 15% to 50%
- Residents helped to develop the skills and confidence to project manage, fund raise and galvanise interest for their projects
- To foster increased resilience and independence
- To identify where volunteering can target particular groups of people to enhance health and well-being and assess impact
- Creating a culture of mutual benefit, where those residents who have gained experiences share their learning with their peers and show less reliance on the council
- Residents taking ownership of public spaces by incorporating plans to sustain management and improvement of space
- To identify opportunities which can lead to reductions in indirect costs, such as removal of fly tips and investigation of fly tips

Devolving Parks and Open Spaces management

Currently we manage all 147 parks in the borough, but would like to explore how management of these green spaces could be devolved to local groups through either Friends of Groups or established residents' groups. Ealing currently has a variety of community groups that are active in getting involved in the care and maintenance of areas of their local green spaces- these groups include Friends of Blondin, Pitshanger Community Association, Litten Nature Reserve, Friends of Walpole Park and A. Rocha, but we need to rapidly explore how to increase the number of Friends of parks groups to reflect the volume of green space we have in the borough.

Secondly, we need to work with our existing community groups to encourage these groups to become more involved in maintaining the flower beds and cleanliness of their local parks. We wish to proactively work with our existing and newly formed friends of parks groups to encourage them to take on the maintenance of their park.

We have developed a plan to rapidly grow the number of Friends of Parks across the borough. This will then be developed into a network of Friends groups (Friends Forum) that will form the membership base of the Foundation outlined below.

Later this year the parks service will be advertising opportunities to the community in its broadest sense as well as liaising directly with target organisations to invite Expressions of Interest for the potential transfer of degrees of management responsibility for parks and open spaces. As part of this programme, some workshops will be delivered to raise awareness and deal with any questions relating to the opportunity.

The team are in the process of developing toolkit and guidance to support the process and agree the criteria to evaluate expressions of interests; invite community groups seeking independent management present their proposals at assessment panels. From

this we will agree to pilot parks to trial new model, developing governance arrangements for parks, including terms of reference for partnership agreements that describe outcomes and expectations for parks.

Foundation

We are exploring the creation of a community led parks foundation which will be more able to raise funds from wider sources to help shape the parks of the present and future. The parks and green spaces will stay within the ownership of the Council and the foundation will not conflict with the local management of green spaces. It will seek funding to support greater community involvement in managing, maintaining and improving parks as well as funding to support more activities to improve well-being and target people who feel isolated.

Its objectives would include:

- Provide and enhance, or assist in such, the facilities, maintenance, equipping of parks, open spaces, playing fields, playgrounds, woodland, nature reserves and recreational amenity spaces within the London Borough of Ealing and the environs for the benefit of the residents and visitors;
- Increase levels of resident voluntary activity in green spaces and support the maintenance and management of the space within the London Borough of Ealing and the environs;
- To improve the health and wellbeing of local communities through developing and supporting social and physical activities in green spaces which also support the preservation of those spaces;
- To develop self-sustaining green spaces through developing active community engagement in the management and maintenance.

C. Horsenden Hill

Following the demise of the social enterprise that had taken a lease on the grounds adjacent to the Horsenden Hill Farmhouse, the park ranger has developed an active citizen programme long before the term active citizen was incorporated to reflect this activity in Ealing.

Whilst not an exhaustive list of activity the following provide some examples of what is available for local residents to get involved and do something good. Neighbourly care (who work with older people in the community), have set the farm up as their first 'outdoor hub', and a group from Northolt's Nepalese community are now attending each Thursday taking part in gardening projects. Belvue schools gardening team come weekly. Capel Manor college work placements, TCV volunteers, Friends of Horsenden Hill assist with a range of activities including stock fencing, tree work and tree planting across the hill. There are a good number of corporate volunteering opportunities which continue to prove popular. We have initiated an Urban Orchard project which includes summer pruning workshops and fruit pressing events. Middlesex spoon carvers are making chairs now as well as spoons bowls and shutters for the workshop. All locally sourced timber.

As part of Ealing Council's strategic partnership with Trees for Cities we were able to generate a high level of community engagement and involvement with over 1,000 local volunteers coming together to plant 9,000 trees in the newly created Whittlers Wood.

The Friends of Horsenden Hill help maintain the site in the longer term and successfully raise funds to support management and access to the site for a range of users such as

the elderly and vulnerable clients of local charity Neighbourly Care and students and staff of Belvue School.

Community use of the site informed the design of the new woodland; restoring rides, improving sightlines, and opening up previously blocked viewpoints enhance the community's safety and enjoyment; planting fruit and nut trees provides a future harvest to be enjoyed by all users; planting with a view to a future harvest providing the opportunities for community woodland based activities and crafts for a range of users.

D. Let's Go Southall

What are we seeking to achieve and why does it matter to us and our communities?

The overarching ambition behind the Southall Let's Go pilot is to change the relationship of Southall residents and stakeholders with their neighbourhood to encourage a universal increase in physical activity levels and specifically help those target groups who are currently doing less than 30 minutes.

- ✚ We want to help people make Southall a better place to live.
- ✚ We want to be able to make it easy for people to get active as part of their everyday lives and for the ways they get active to help them meet their basic needs.
- ✚ We want to positively impact on the overall social & economic wellbeing of our target groups as well as on their levels of physical activity

What impact do we want to achieve?

- ❖ Encourage a universal increase in physical activity levels and specifically help those target groups currently doing less than 30 minutes become more active.
- ❖ Our ambition is to ensure that over 90% of inactive people become physically active (over 30 minutes per week of MIE) by 2021.
- ❖ Over this period, we will have
 - Made it easier to get around on foot and by bike
 - Developed a network of opportunities for people to become more physically active
 - Enable the people developing those opportunities to turn them into ventures
- ❖ Projects would also enable people to build relationships with other people locally and understand what resources and benefits are available in their area in order to improve their subjective wellbeing and resilience.
- ❖ To move from incremental to exponential increase, we will help projects developed through the programme sustain themselves and replicate elsewhere

Who will we target?

- Activities will benefit everyone who lives in Southall to be more active
- We will take an inclusive approach to reduce inequalities amongst those whom are most likely to be physically inactive:
 - People from low income and BME backgrounds, in particular families
 - Older people at risk of isolation
- Focus will be on people who could be making short trip journeys by foot and by bike, but are currently using car or bus
- Encouraging these groups in take part in other leisure, community and social activities

What are you doing and how is it different to what you have done before?

Background: Sport England is seeking to understand how to best get communities more active by selecting pilot sites from across England which will explore how to achieve this focusing particularly on those who are physically inactive. Sport England hopes to

- ✓ create innovative solutions that make it easier for people to access sport and physical activity.
- ✓ identify better ways to address stubborn inequalities and break down the barriers that stop people getting active, such as poor transport, safety, cost and confidence.
- ✓ encourage wider, collaborative partnerships beyond the sport sector which look at how all parts of a community can better work together to help the most inactive.
- ✓ by 2020 prove change is possible at population level.

How will Ealing achieve it?

- ✓ Helping inactive residents better meet their everyday needs through physical activity will both help them become more active and improve community wellbeing and resilience
- ✓ Helping practitioners & residents to develop their whole-system capabilities and use this learning to tackle issues together and in their organisations will help develop more joined up solutions to achieve the above outcomes

Who will be helping develop this change?

- With the support and existing commitment to improving physical activity from the neighbourhood's major decision makers and investors, our coalition of community organisations, wider sub-regional partnerships and national partners, we have a unique opportunity to mobilise our collective resources to develop whole-systems change at a neighbourhood level.
- With the commitment and expertise of our local partners in supporting practitioners to help and influence different groups on a daily basis to change their behaviour, we have a unique opportunity to embed the lessons of the programme across the system where it matters most, where practitioners are in direct contact with the target groups and wider population.
- We want to bring the leadership our partners have shown in influencing physical activity to share and embed learning.
- With the specialist expertise in data science, predictive modelling, service design, business modelling and start up development and behaviour change by our partners we have a unique opportunity to apply a multi-disciplinary approach to understand and influence behaviours.
- Given how recognisable Southall's identity is nationally and internationally, we want to exploit the potential for the impact of the programme to be visible beyond its borders, encouraging others to get active in new and exciting ways.
- We want to develop a form of collaborative leadership across the partners and the neighbourhood which builds a shared understanding of the principles and practice required achieving the whole-systems change we've outlined, and invests time and resources to create this.

What are the challenges & opportunities?

- With the high levels of traffic congestion, car usage and overcrowded rail services, notwithstanding the expected growth in population and arrival of Crossrail, there is an urgent need to get people switching from car or bus onto bike or foot.
- However, with one of the biggest regeneration developments in London taking place and over £40m being invested in the neighbourhood, we can test what

interventions work to make the best use of the improvements in physical infrastructure that make it easier to walk, cycle and get active.

- We want to build on the physical transformation taking place in the area and the strong desire by residents to transform their community, testing out how mobilising around physical activity can help improve the wider wellbeing of the neighbourhood.
- As such, there is an excellent opportunity to build on the enthusiasm and solidarity of residents – in particular children & families to improve the wellbeing of their neighbours, relatives and the wider neighbourhood

E. GoodGym Ealing

GoodGym connects people who want to run whilst also doing something good for their community with those who may be socially isolated or who need simple tasks done which they can't do on their own. Whilst the scale of GoodGym activity in Ealing is small at the moment, it demonstrates the potential for such peer-to-peer support including its use of digital to minimise bureaucracy.

goodgym About us Mission runs Coach runs Group runs Sign in

EALING

WE RUN TO HELP PEOPLE AND PROJECTS IN EALING

JOIN US TODAY

From hanging curtains for Mr H because he can't manage it on his own, to shovelling a tonne of compost for the Food Growers Group so they can grow vegetables - every GoodGym run is different.

GET INVOLVED

MISSION RUNS

Run to help older people with one-off tasks in Ealing

FIND OUT MORE

COACH RUNS

Run regularly to see an isolated older person in Ealing

FIND OUT MORE

GROUP RUNS

Run with a group to help community projects in Ealing

FIND OUT MORE

WE'RE RUNNING TO HELP ALL OVER EALING

1,296 GOOD DEEDS 20 COACH RUNS 33 MISSION RUNS

F. Resident Involvement – Active Citizen Pilot

A small-scale pilot took place during Spring – Summer 2018 in Northolt involving MyHousing Hub officers and others. At two different events, local residents were asked about their areas of interest and how they might be prepared to get involved in supporting each other. The learning from the pilot work is helping to inform the approach to active citizenship in the future. This includes a better understanding of what motivates people to get involved and the challenges of connecting people to information and each other at a local level. It also surfaced some of the challenges such as the culture change that may be required in the council to support more resident involvement.

The stories below illustrate the readiness of some residents to get involved, and the strong impact this can have on their communities. These two Northolt residents won council awards this year – including for the part they play in promoting active citizenship on their estates.



Nicko Anderson – Outstanding Contribution by an Individual

Nicko has recently started volunteering with Ealing Council, following the implementation of the Active Citizens programme. A couple of resident drop-ins were held at the beginning of the year, and Nicko attended the Radcliffe Way session to find out more about the project.

Nicko offered to share his skills with residents within the community. He is a Double Gold Medallist, Wheelchair Table Tennis player – so wanted to share his expertise with residents of every age that wanted to try out the sport that he is so passionate about. He trialled his coaching sessions over the summer holidays, once a week in a community space in Northolt. The lessons were free of charge and open to anyone living on the Radcliffe Way and Medlar Farm estates. The sessions were very well attended, with some undiscovered talent emerging from children who'd never had the opportunity to play until this point.

Nicko patiently explains the basic methods involved in playing Table Tennis, and is encouraging and engaging with the group – made up predominantly of young children. The summer holiday sessions were so well received by the community that Nicko has now agreed to continue the training once a week after school, entirely on a voluntary basis.

As well as his sporting ability, Nicko is also a talented DJ. At a recent Fun Day held at Medlar Farm, he spent the entire event 'on the decks' ensuring that there was a real party atmosphere for residents.

It can be difficult to find residents within the community who are willing to give up their free time to encourage activity and to reduce social isolation. Nicko's enthusiasm, commitment and support has encouraged a group of residents to continue with a sport they knew little about, but have grown to love. It is for this reason that he deserves to be nominated for outstanding contribution by an individual.

Esther Bernadine – Outstanding Contribution by an Individual

Esther has been an incredibly active member of the Medlar Farm Resident Association for several years. However, additionally to participating in the RA's activities, Esther is involved in various other initiatives within the community.

Esther is a keen gardener who approached Ealing Council to ask about the Estate Greening Project and whether it could be carried out at Medlar Farm. Several raised beds were installed at various spots around the estate and Esther has tirelessly worked to ensure that the plants and flowers are well maintained and looked after. She has tried to encourage other residents and children on the estate to assist with the gardening, but ultimately takes on the responsibility of ensuring the areas are well tended to.

Esther also manages the bookings at the Joan Blandon Room – a community hall at Gainsborough Tower that has always been managed by residents. Any income that is received from hiring the space, goes back in to the upkeep of the hall, e.g. cleaning products, kitchen equipment etc. The cleaning of this hall is predominantly carried out by Esther.

At the recent Fun Day on her estate, Esther was instrumental in the organisation, planning and delivering of this very successful event. She helped with the shopping, food preparation and set-up of the event. She also ensured that the other residents in the community got involved in the day's activities. Esther has been thrilled to see the enjoyment that the children on the estate have been getting from the Table Tennis lessons that started over the summer. She appreciates the benefits of having a structured, regular activity and so has volunteered to oversee the weekly sessions held in the community space, in the absence of staff members. Without Esther's commitment to this, it is unlikely that the sessions would have been able to continue.

There are undoubtedly many other activities that Esther organises for the community, but she just quietly gets on with it. She doesn't want praise or recognition – she just wants her community to be more engaged, particularly for the children in the area. Nevertheless, she should be acknowledged for all the voluntary work that she does. Esther is incredibly hardworking, always helpful and has a positive attitude to community initiatives and for these reasons deserves to be nominated for outstanding contribution by an individual.