



**YOU
CAN**

HOW CAN WE IMPROVE YOUR LIVES
ON THIS ESTATE? text us...

07941 143 771

WWW.YOUCAN KINGSTON.COM

SUMMARY OF COMMUNITY ENGAGEMENT

You Can Kingston / 2009

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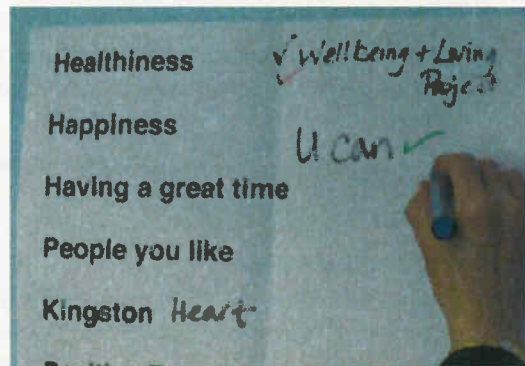
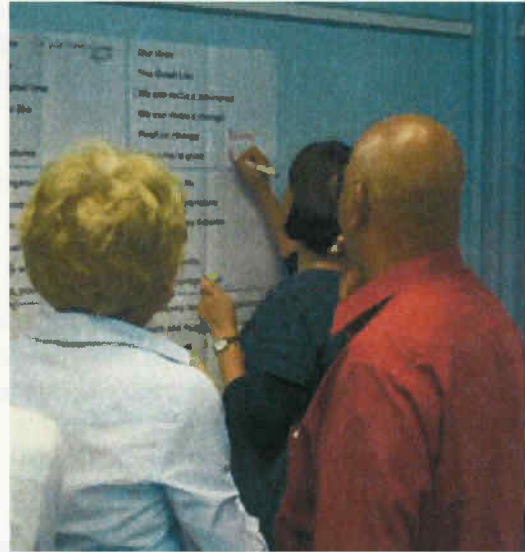
COMMUNITY ENGAGEMENT PLAN

The first step for the Community Engagement work was to develop a brand for the project which would provide a recognisable and consistent language for all engagement initiatives.

thinkpublic developed some preliminary ideas for a project brand that communicated ideas of 'togetherness', 'energy and wellbeing', and 'communication'.

With the Advisory Group a session was facilitated around the voting and discussion of these ideas. The group voted on a name for the project brand, and voted on a look and feel.

thinkpublic then collated this information and designed the final project brand: You Can Kingston.



COMMUNITY ENGAGEMENT PLAN

An engagement plan was developed which aimed to use different methods of engagement in order to capture a variety of different types of information and involve a variety of different people.



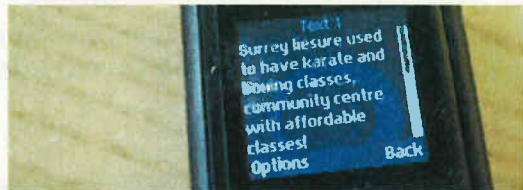
Anonymous mechanisms

Website

A website was developed [www.youcankingston.com] in order to document the progress of the project and share project photos and twitter updates. This allowed people to kept up-to-date on the project and upload their comments and feedback. The web-link was embedded into all communications material.

Text

A live phone line was set-up that allowed anonymous feedback to be channelled from the community to the You Can team. This created a open and accessible communication stream for those who were not able to, or did not want to, speak face-to-face.



Community Outreach

Painting the message

To initiate the outreach stage of the project large murals were created around the estate which celebrated the project brand and connected the community with the various methods of feedback.

Door step engagement

Extensive door-to-door engagement was conducted targeting every home on the two estates. This initiated some in-depth conversations with residents. These conversations were framed around peoples' experiences of living or working in the area and their general experiences of life and health.

Street conversations

Informal street conversations were conducted, gathering information on people's perceptions of health in the area and people's feelings towards life and happiness.



Community-led ideas

Co-Design Workshop

A workshop event was organised which introduced the community to the challenges highlighted from the outreach work. The workshop then invited people to generate and develop ideas around the opportunities for improving health inequalities in their area.



OUTCOMES: ANONYMOUS FEEDBACK

You Can Kingston phone-line

What we did: *thinkpublic* set up a (text message) phone line which was open to incoming and outgoing messages. This number was positioned on all communications material and at strategic locations on the estate, this invited participation from all areas of the community.

Why we did it: Anonymous tools were used in this instance in order to receive input from lots of people efficiently and effectively. It enabled members of the community who may not have wanted to participate in face-to-face engagement to air their views and ideas anonymously.

These are some of the texts received in response to the question 'How can we improve your lives on this estate?'

"The best thing you can do in my opinion is to prevent the Bull and Bush from ever reopening as a pub. The crime and anti social behavior has really fallen since it closed. My quality of life has improved in so many ways since it closed, it's quite overwhelming to think how happy I am. Something needs to be done about the drugs. I have never taken drugs and don't associate with anyone on drugs, but even I hear and see drug sales. It's that obvious. Also I never see a police presence or police patrol. Only ever when there is an incident. I would like to see police patrolling day and night randomly to protect me and my family. I hope this helps. There's much more...!"

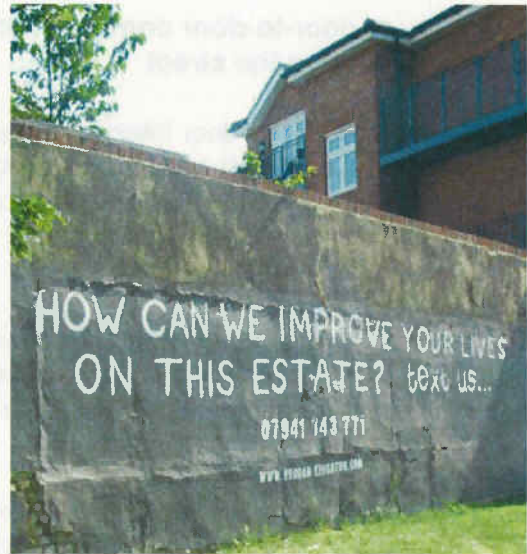
"Put a swimming pool on the estate"

"Give us 20 grand each"

"Surrey Leisure used to have karate and boxing classes, community centre with affordable classes!"

"Improved parking and more than one visitors pass. Recycling points, better advice when moving in, local and affordable activities for kids and teens!"

The phone line also received a call from young man who was keen to set up dance classes for the young people on the estate and needed guidance.



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What Would Improve Your Lives On This Estate?

Written by [youcankingston](#)

Posted on **June 22, 2009.**

Filed under [YouCanKingston.](#)

Read [Comments \(Be the first!\)](#).

OUTCOMES: COMMUNITY OUTREACH

Summary of door-to-door conversations and vox-pop interviews on the street

What we did: Door-to-door interviews were conducted and targeting every home on both estates. An interview framework was followed in-order to ensure conversations were framed in the most meaningful and valuable way.

The vox-pops provided us with more informal and anecdotal conversations, these took place on the street and outside of the estate and were captured using film and photography.

Why we did it: The in-depth conversations provide a solid body of research which helps to understand the individual's story and their experiences of living and being in the local area. The flexible framework was adopted in order to ensure the outcomes from these conversations were shaped meaningfully by the individually of the participants.

The informal conversations and vox pops provided an overview of perception and an overview of the personality of the estate. It also allowed the team to create relationships with members of the community and generate interest in the project and in future engagement.

The outcomes from this work has been grouped within the 9 key challenges.

ACCESS TO LOCAL AFFORDABLE EXERCISE FACILITIES

"I would use a gym if there was one on the estate. I love to play tennis and badminton but there is nowhere near by"

Female / Indian origin / Early 30s
Lives on estate for 8mths, with a five year old child

"I don't have time to go to a gym I'm tearing my hair out cooking and cleaning... but it's boring being in the house all the time"

Female / mid 30s
Lived here since 2002, 2 children 8yrs and 3 yrs



"I would always go off the estate for anything to do with my health. I would definitely use a gym if there was one here..."

Female / 18 yrs

Lived here 5 yrs with parents

"Sometimes it's too expensive to afford to go to these facilities. That's why most people stay in because they can't afford to go anywhere... that's why young kids are hanging out of the streets. We need something for free for a change"

Male / African origin / late 20s

Lived in Kingston for 20 years



THERE IS A NEED TO HELP MORE PEOPLE OUT OF UNEMPLOYMENT

"I do a family learning course being run at my child's school, English is my second language"

Female / Indian origin / Early 30s

Lives on estate for 8mths, with a five year old child

"I don't want any more courses. There should be some where people get a proper qualification."

Male / Unemployed / late 40s

Been unemployed for a year. Lived on estate for 8mths, with a five year old child



"It's boring at home so I would like to go back to work eventually.... Would love IT training. Didn't know about IT training here"

Female / mid 30s

Lived here since 2002. 2 children 8yrs and 3 yrs

"There is not a lot of help available for people here, there could be training courses... I know how it feels to be stuck in the loop thinking that there is nothing in your future"

Male / 25

Lived alone on the estate since the age of 16yr

I am a qualified chef, just finished a contract at the uni. I would love to run classes I'd definitely be interested in running a youth club. I want to get involved as a youth worker. Only thing that has stopped me is that there is no organised group so far."

Male / 27



ISSUES OF ISOLATION ESPECIALLY AMONGST AMONGST OLDER PEOPLE

"I don't use any services here. There's nothing here that interests me. I have lots of friends on the estate, the people are friendly, but there is nothing for the elderly"

Male / pensioner
Lived on estate 38 yrs

"There should be more community facilities so people can actually meet each other"

Male /
Lived here for 15 years.

"It's dreadful... there are no public spaces, no open green spaces... something done for kids of all ages, as well as for adults... we need somewhere where kids can play, and where the older people can sit and talk"

Female / 70s
Lived here for 30 years

"A lot of older people don't go out, they don't want to leave their homes"

Female / 80s

"There is a real issue in the tower blocks, older people get trapped up there if the lifts stop working... They can die alone up there and no one would know"

Male / 50s
Lived on the estate for 20 years

"I would like to see more communal facilities to get people socialising more. There is nowhere to sit together. I am from Spain where that is normal. I miss that about here. Even just benches would be good."

Female / 50s
Lived on the estate for four years, has 2 grown up children.

"You can get some good people here. We say good morning and good night. You could put things right on this estate but people have got to want to do it, you cant just leave it to the few."

Female / 60s
Lived on the estate for 40 years



LACK OF LOCAL ACTIVITIES WHICH BRING PEOPLE TOGETHER AND HELP PEOPLES MENTAL HEALTH ISSUES

"It would be good to get people more involved in the estate, lot's of people don't come out of their homes and foreigners don't mix"

Male / Unemployed / late 40s

Been unemployed for a year. Lived on estate for 8mths, with a five year old child

"I don't have any friends here. A cafe might improve things actually, I tend to socialise off the estate"

Female / middle aged

Lived on the estate for four years, has 2 grown up children.

"I'd love to do cookery classes, sewing classes. I would enjoy that"

Female / Afghani origin / early 30s

Been on the estate 9 years

"It would be nice to do something other than talk about having a mental illness... I love spending lots of time in my art room drinking tea and painting pictures"

Male / 40s

Lives off the estate but attends the mental health group at Piper Hall once a week



THE GENERAL CONDITION AND MAINTENANCE OF COMMON AREAS

"I am treasurer of the CR computer club. It gives out free computers and internet access. Based at the bottom of the Tower. It would be really nice to have better premises"

Male / Unemployed / late 40s

Been unemployed for a year. Lived on estate for 8mths, with a five year old child

"For the communities wellbeing environmental improvements would do wonders"

Female / mid 40s

Been on the estate for 14 yrs, her mother lives in the building behind her.

"It would improve the mood if there was more green spaces, places to sit down and relax together. There is no real sense of community currently"

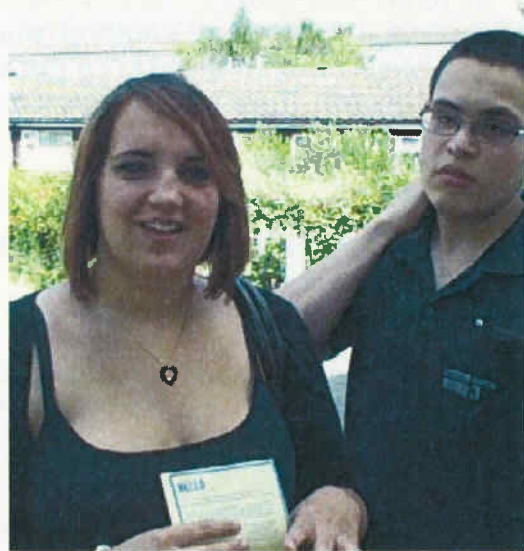
Female / mid 30s

Lived here since 2002, 2 children 8yrs and 3 yrs

"I don't like people letting the dogs muck on the estate I can't take the grandchildren down to the grass"

Female

Lived here 32 years.



THERE IS NOTHING FOR YOUNG PEOPLE TO DO, THERE IS PERCEPTION OF A DRUGS AND ALCOHOL PROBLEM

"Absolutely nothing for youngsters... Could have a brilliant skateboard park on the concrete platforms... A music library would be good... an internet cafe which played good music"

Male / Unemployed / late 40s

Been unemployed for a year. Lived on estate for 8mths, with a five year old child

"...they party to 4am sometimes. Last year the council put a bench outside without asking any of the residents – we could have told them it would cause problems and it has. Now the kids just hang around there doing drugs and drinking"

Male / 76yrs male

"This place is dead – there's nothing happening around here – there's nothing to do that's why there's so much trouble. There's loads of police sirens all the time .."

Male / 21yr male

Student at Kingston Uni

"There is a need for a youth hub... there is no real sense of community"

Female / Afghani origin / 19 yrs

"I think the teenagers need something to do more than anything, at the moment they have nothing to do so they all just around and about"

Female / 20s / single mum

"People want to be involved, they just haven't been provided the opportunity"

Male / 25

Lived alone on the estate since the age of 16yr

"The estate is pretty good. There's a lot going on in Piper Hall but not much for my age group or youngsters and mums with kids. You could have a lot of projects helping young people with community skills, staying healthy, finding work. It's all possible"

Female / 30

Lived alone on the estate for 2 years



LOCAL FACILITIES THAT KEEP CHILDREN ACTIVE AND HEALTHY

"My boys are football fanatics, they do all their sports off the estate."

Female / mid 40s

Been on the estate for 14 yrs, her mother lives in the building behind her.

"There is nothing for the children to do outside, they just sit in their rooms. Sometimes at the weekend we go for a walk, the nearby park is nice, but there are no swings there"

Female / Afghani origin / early 30s

Been on the estate 9 years

Suggested perhaps some links to local sports clubs eg: Kingstonians have a running track nearby – they could come and pick up kids from the estate and offer them free training and access to the track – similar project was offered in Fulham where he grew up – loved it – was out all day long and too tired to go out pissing it up at night – also felt fit and healthy.

Male / 21yr male

Student at Kingston Uni

"The one thing that would improve life here would be a park for the kids, with something maybe that the older ones could do as well... The kids need some interesting stuff to play on like at Jubilee Way"

Female / early 20s

Mother of 2 small children

LACK OF AFFORDABLE HEALTHY FOOD LOCALLY

"When a bag of chips and a bag of chicken nuggets costs £1.50, why would anybody here buy healthy food? It's got to be affordable. And people have got to understand more about the health reasons"

Female / 29 / single mother

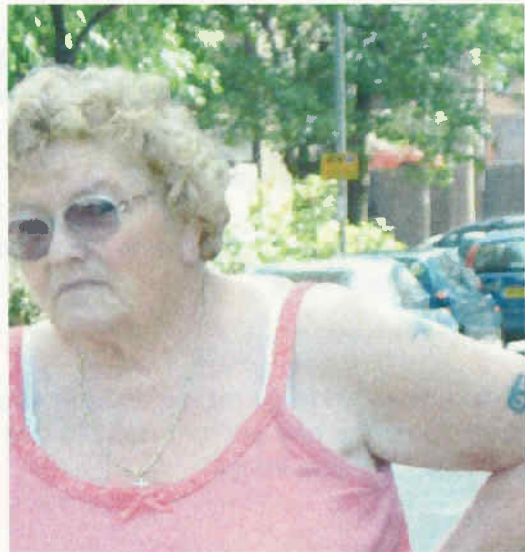
Lived here for 1 year

PEOPLE DON'T KNOW WHAT'S GOING ON IN THE AREA (INCLUDING HAWKS ROAD CLINIC)

"Hawks Road? I don't even know what it does. I would really like a GP on the estate though. Ours is too far away in New Malden"

Female / Afghani origin / early 30s

Been on the estate 9 years



"Hawks Road clinic is basically just a baby clinic. It's not very well publicised. Basically word of mouth. I go to Fairfield GP, it's convenient when you pop into town"

Female / mid 30s

Lived here since 2002, 2 children 8yrs and 3 yrs

"We don't get much information about what is available round here"

Female / 20s

2 children - 8 weeks and 2 ½

"I am just about to go on a computer course. Was going to do the one at Piper Hall but not very good publicity for these things"

Female

Lived here 32 years

"I don't really know about any health services in the area, never heard of the Hawks Road Clinic"

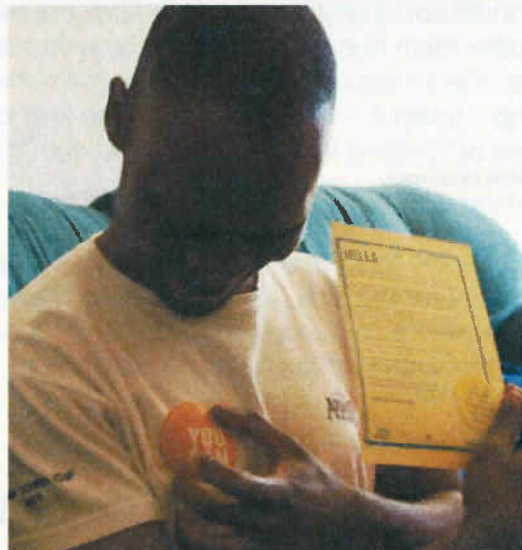
Female / 18

Lived on the estate for one year

"At Hawks Road I think they just deal with pregnant women or something, they don't deal with people with health problems"

Male / African origin / late 20s

Lived in Kingston for 20 years



THE REPUTATION OF THE ESTATE IS NEGATIVE

"...No one knows this place exists and even if they do, they don't want to come here - you'd need to do lots more than build a new building... the whole place needs to look better and feel safer first"

Male / 21

Student at Kingston Uni

"For all we know people might be really nice on this estate, but we haven't had a chance to get to know them so we are being really judgmental"

Female / 19

Lives just on the edge of the estate



