



**YOU  
CAN**

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

07941 143 771

[WWW.YOUCAN.KINGSTON.COM](http://www.youcan.kingston.com)

# SUMMARY OF COMMUNITY ENGAGEMENT

You Can Kingston / 2009

# CONTENTS

**3-4 / ENGAGEMENT PLAN**

**OUTCOMES**

**5 / ANONYMOUS FEEDBACK**

**6 / COMMUNITY OUTREACH PAINTING**

**7 -13 / COMMUNITY OUTREACH CONVERSATIONS**

**14 -17 / COMMUNITY LED IDEAS - BOOKS**

**16 - 24 / COMMUNITY LED IDEAS - WORKSHOP**

**25 - 30 / STAKEHOLDER ENGAGEMENT**



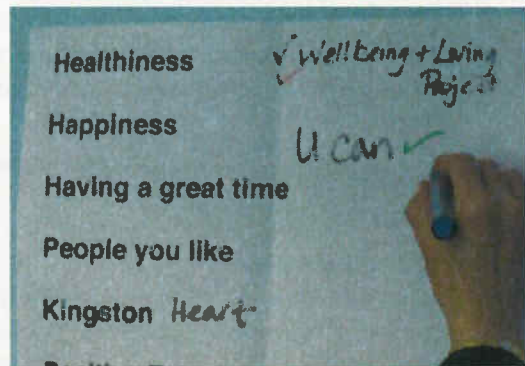
# COMMUNITY ENGAGEMENT PLAN

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.



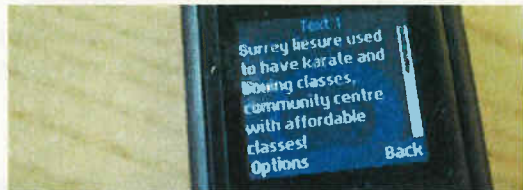
## Anonymous mechanisms

### 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...!"*

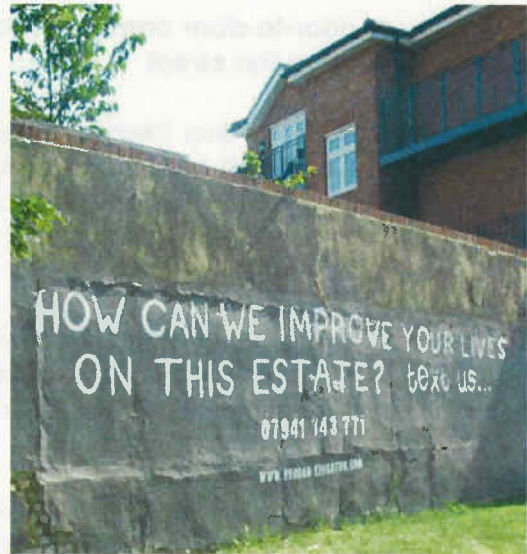
*"Put a swimming pool on the estate"*

*"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



