NDEMO Project Area community profile

Report for the Institute for Sustainability

January 18th 2012

SOCIAL LIFE

Contents

About Social Life

Social Life is a new social enterprise created by the Young Foundation in 2012. Social Life's Founding Directors are Nicola Bacon and Saffron Woodcraft, who set up and led the Young Foundation's work on communities from 2006 to 2012. Social Life's mission is to reconnect placemaking with people's everyday experience and the way that communities work. Our expertise is in the social dimensions of placemaking and sustainability, in understanding how to accelerate local social innovation, and in knowing how to translate these insights into practice and policy. Social Life is working in the UK and internationally. For more information go to www.social-life.co

This report was written at the start of 2012 while the Social Life team were still part of the Young Foundation.

Introduction

This report provides insights and evidence about the dynamics of community life that will shape the development of a community engagement strategy for the NDEMO project. The work builds on the Institute of Sustainability's work with Poplar HARCA (which has focused on understanding the needs of its tenants and the structures that are in place for resident engagement) to map out the needs, assets and vulnerabilities of other residents in the NDEMO project area.

The aim of this work is to generate a detailed picture of the Poplar and Bromley-by-Bow neighbourhoods by exploring the resident and stakeholder networks, community assets and vulnerabilities, and community engagement structures that exist and could be mobilised to involve residents in the NDEMO project. This work also aims to identify where there are assets and particular social needs in the NDEMO area that can be addressed as part of the project.

Poplar HARCA is a significant stakeholder in the NDEMO project area, owning 8,500 of the 16,000 residential units in the neighbourhood. Much of the thinking about the NDEMO project has so far been focused on Poplar HARCA residents. This piece of work is intended to broaden the focus of the project to explore the needs of residents and local stakeholders who are not Poplar HARCA tenants or involved in its community engagement activities.

The objectives specified in the tender document are to deliver an outline research methodology to address the following questions:

1. What are the main issues facing local people?
2. What are the aspirations of the local people for the area?
3. What do they value about their environment and what do they dislike?
4. What are their main motivations, particularly if they have any 'green' motivations?
5. Who are the main actors in the area and what are local people's views on them?
6. What are the main social networks in the area?

As detailed in the tender proposal, this initial piece of work will address some of these objectives, specifically: mapping the main resident and stakeholder networks; mapping social and physical assets in the community; exploring some of the main issues and challenges affecting the neighbourhood. To meet the other objectives and yield meaningful and relevant insights for the NDEMO project requires use of more in-depth qualitative research methods.

This report contains initial findings from community-based research including a summary of a wellbeing and resilience analysis based on the Young Foundation's WARM framework, community asset mapping, and stakeholder interviews; along with recommendations for how to develop a community engagement strategy and work plan to meet the objectives specified in the tender document.

About the neighbourhood

The NDEMO Total Community Retrofit project area does not map directly onto any one ward but instead is comprised of sections of five wards within the Tower Hamlets borough. The area is comprised of the following wards:

- Bromley by Bow
- Mile End East
- East India and Lansbury
- Blackwall and Cubitt Town
- Limehouse.

For clarity, we describe the NDEMO TCR project area as the NDEMO neighbourhood when we are talking about the entire project area, and by ward when we are talking about the sections of the five wards.

Population statistics

Across the neighbourhood 20% of the population is under the age of 16. In Mile End East, this figure is 29%. In terms of older residents, Limehouse has the highest proportion of people aged 65 and over - 11% - compared to only 5% in Blackwall and Cubitt.

The neighbourhood is home to four main output area geographic classifications (as defined by Office for National Statistics (ONS)):

- Settled in the city (Born outside the UK)

- Asian communities (High % of public housing)

- Afro-Caribbean Communities (High % of all flats)

- Afro–Caribbean Communities (High % Flats and Public Rents)

More information about the geographic classifications can be found in appendix 1.

Our approach

We have based this initial stage of work around the Young Foundation's Wellbeing and Resilience Framework (WARM). This was developed to help understand how local areas fare in terms of wellbeing – how people feel about the quality of their life, and resilience – how great is their capacity to bounce back in the face of adversity. Our WARM framework has been used in places as diverse as Wiltshire, Birmingham, South Shields and Manchester. It aims to give agencies a better understanding of local community dynamics, of assets and vulnerabilities, and

information about how people perceive and experience their local neighbourhoods. The WARM data gives us critical information about assets and vulnerabilities amongst the many communities that live in the NDEMO neighbourhood.

We have carried out three elements of research:

- WARM analysis
- resident interviews
- stakeholder interviews.

Our overall analysis uses the three key domains which we use to structure our WARM framework. These are:

- 'self', setting out the way people feel about their own lives
- 'support' identifying the quality of social supports and networks within the community
- 'structure and systems' outlining the strength of the infrastructure and environment to support people to achieve their aspirations and live a good life.

Our WARM framework has recently been revised to use new data from the Understanding Society survey, and to improve the analysis of wellbeing and resilience. This is the first time the new approach has been used.

The report draws on the following data sources:

Wellbeing and Resilience Measure

WARM captures indicators that are relevant to the NDEMO neighbourhood and agencies operating at the local level. We have applied a filter to identify those measures that are pertinent to understanding local wellbeing and resilience, and

which also fall within the jurisdiction of local agencies or which may influence local service provision.

A number of datasets are included in this analysis:

- Child Wellbeing Index 2009 (Output area)
- Community and Local Government Deprivation Indices
- Core Accessibility Indicators – Department of Work and Pensions data
- Income Deprivation Affecting Older People Index
- National Indicator dataset
- ONS Neighbourhood statistics
- Nomis labour statistics.

A full list of the indicators and the data can be found in Appendix 1.

Fieldwork

In December, additional resident interviews were undertaken in the NDEMO neighbourhood to further understand the levels of social capital in the area. The aim was to get a sample of residents from across the area to take a 'temperature check' on how they are feeling in order to supplement the findings of the WARM data analysis.

The fieldwork was conducted along two high streets, Devon's Road in the north of the area and the area around All Saints over-ground on East India Dock Road in the south.

In total 49 surveys were completed. Where possible, the responses provided by residents have been compared to the national average using the results from various national and local datasets.

Stakeholder interviews

Interviews were conducted with individuals from two of the key local stakeholder organisations (Bromley by Bow Centre and Poplar HARCA) and with a local councillor:

- Rob Trimble, Executive Director, Bromley by Bow Centre
- David Edgar, Councillor for Limehouse Ward
- B**abu Bhattacherjee**, Director of Communities and Neighbourhoods Poplar HARCA
- **Tessa Dugmore, Community Development Manager** Poplar HARCA
- **Tanzeem Ahmed, Performance and Partnerships Manager** Poplar HARCA.

The findings

Overall, the responses provided in the neighbourhood survey, when compared to responses drawn from national datasets, suggest that residents in Bromley by Bow are faring much worse than the national average across key wellbeing and resilience indicators.

The analysis shows that, on average, residents find it harder to draw on emotional support, and are finding it hard to cope financially and emotionally, and are generally less satisfied with their life when compared to national averages.

The WARM analysis

The WARM framework enables us to compare wellbeing and resilience for the key groups living in an area. Using the ONS' OAC (output area classification) framework, we can establish which are the key groups living in the NDEMO neighbourhood, and then using our WARM framework we can establish levels of wellbeing and resilience for each group.

The four main groups in the OAC classification framework in the NDEMO area are: Settled in the city (Born outside the UK); Asian communities (High % of public housing); Afro-Caribbean Communities (High % of all flats) and Afro–Caribbean Communities (High % Flats and Public Rents).

The WARM analysis benchmarked wellbeing and resilience for the four groups against the national average.

Wellbeing: according to our WARM analysis (see figures one and two), **average levels of wellbeing are lower than the national average across all four groups**. Communities described as 'Afro Caribbean Communities – all flats' are only marginally lower than the national average, whilst those described as 'Afro Caribbean communities – high percentage flats and public rent' reflect the largest deviation from the national average.

Resilience: our resilience analysis also shows that **all output area classifications are below the national average**. However, those communities that fall within the 'Asian communities' reflect a comparatively higher level of resilience, with a smaller gap between this group and the national average. The levels of resilience are lowest amongst those people within the 'settled in the city' group. Interestingly, this group has relatively high levels

of wellbeing, when compared to other groups within this community. An initial reading of this suggests that these are people who are now faring well, but are at risk of not coping if they suffer shock or adversity.

Figure 1 sets out wellbeing and resilience levels of the four groups. The national average is 0 in the graph.

Figure 2 shows the particular variables relating to wellbeing and resilience and how the four groups score against each of these. 0 again is the national average – a positive score implies a higher than average score ie the issue is experienced more intensively by this group.
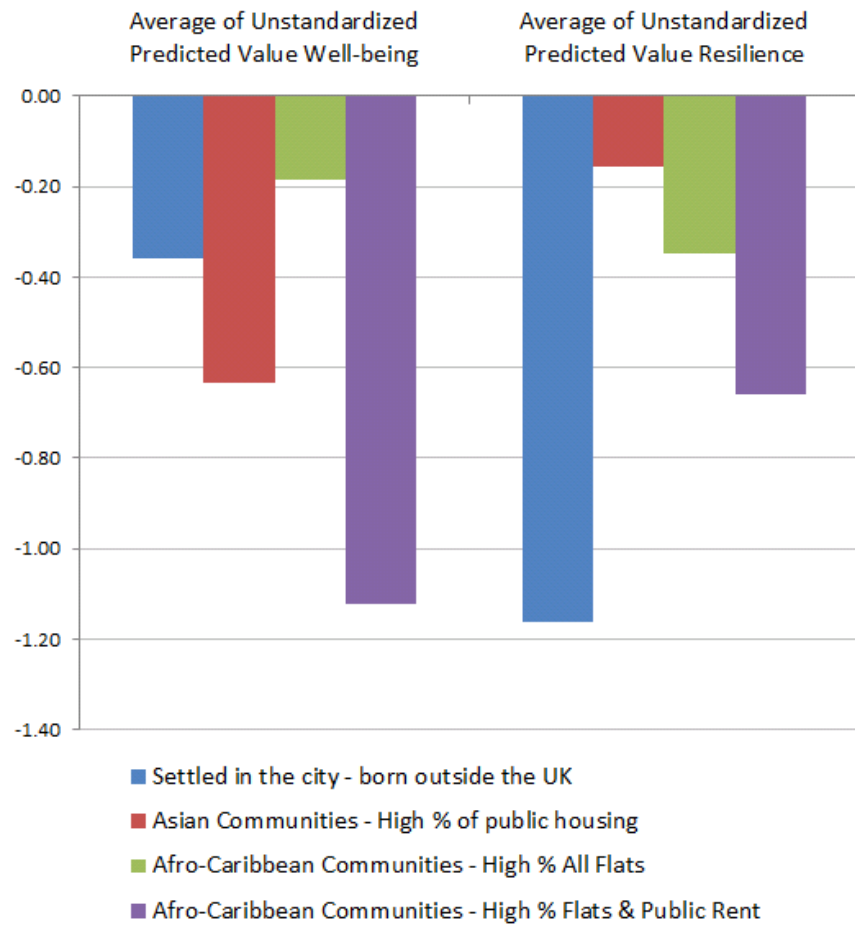
Figure 1: wellbeing and resilience in the neighbourhood, by OAC group

Average of Unstandardized Predicted Value Well-being

Average of Unstandardized Predicted Value Resilience

- Settled in the city - born outside the UK
- Asian Communities - High % of public housing
- Afro-Caribbean Communities - High % All Flats
- Afro-Caribbean Communities - High % Flats & Public Rent
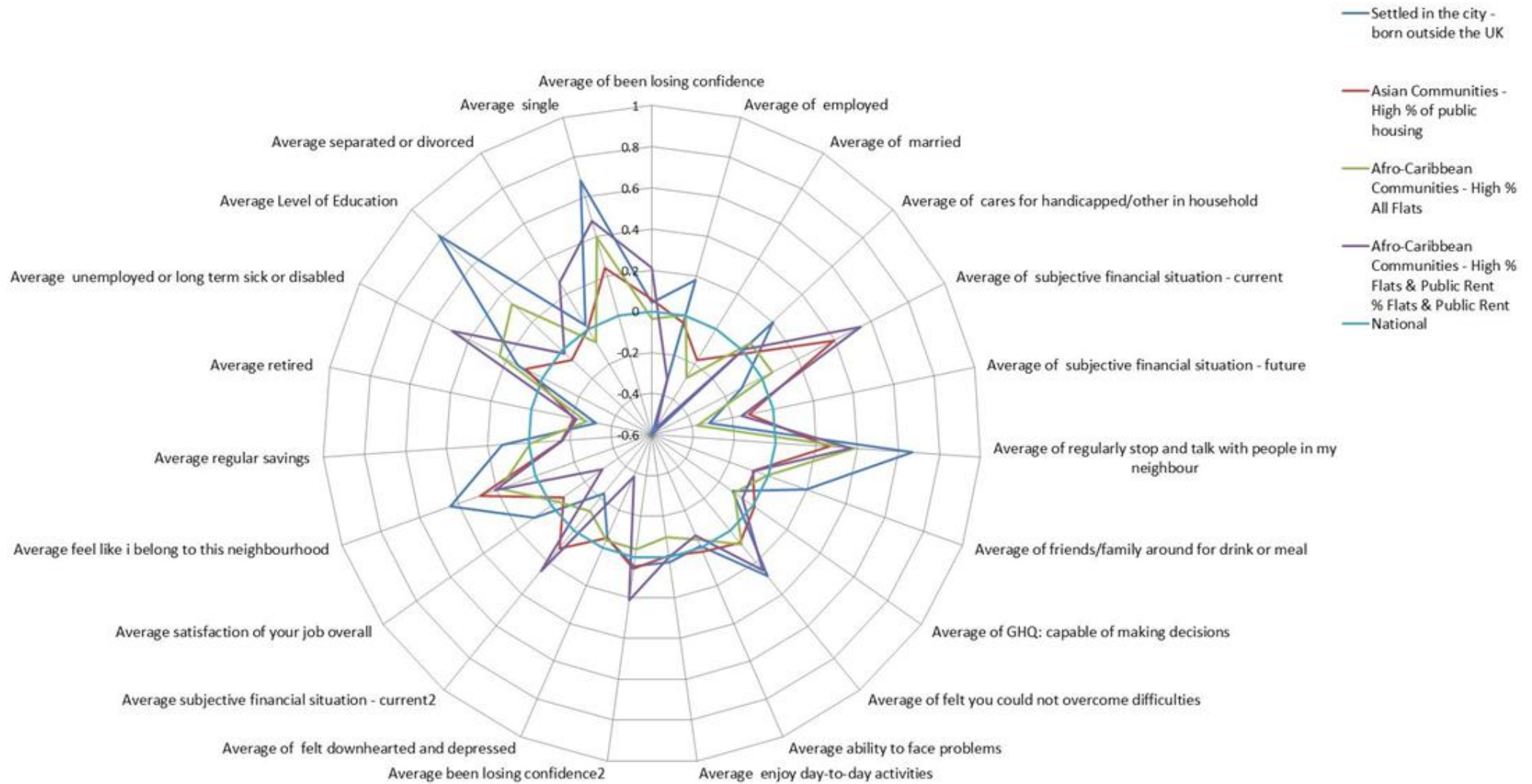
Figure 1 Wellbeing and Resilience chart in the NDEMO neighbourhood

According to our statistical analysis of the Understanding Society survey, the clear defining variables that contribute to wellbeing levels are levels of confidence and current subjective financial situation. Analysis of the NDEMO neighbourhood shows these to be the two distinguishing variables that polarise the different communities in Bromley by Bow. 'Afro Caribbean communities – high percentage flats and public rent' have the lowest levels of confidence whilst 'Afro Caribbean Communities – all flats' have higher levels of confidence and are more positive about their financial situation.

In terms of resilience specific variables, the variables that mark the difference between more and less resilient groups are:
- ability to save
- ability to overcome difficulties
- regularly stop and talk to people
- have friends and family over for drinks.

Those people that live within the 'settled in the city' group, which has the lowest levels of resilience, record lower rates across the variables above. In contrast, the 'Asian communities' record higher levels across these variables. These variables suggest that these specific communities are finding it difficult to cope, and have fewer social networks to draw on for support.

Mapping the area

Mapping Resilience and Wellbeing in the NDEMO's Super Output Areas

The section below (Figure 3 and 4) provides a visual illustration of levels of wellbeing and resilience across the area.

The maps are based on our wellbeing and resilience analysis, reflecting levels of wellbeing and resilience at output area, with red, amber and green marking areas with comparatively low, medium and high resilience and wellbeing.

The average unstandardized predicted value of wellbeing and resilience denotes the deviation from the national average (the national average is 0). For the purpose of this analysis, those figures where the deviation is greatest are assigned red, and those with the least deviation from the national average are green and those between the two figures are amber. This is illustrated in figure 2.

The data that underpins the maps is in appendix 2.

The illustrations show there is a cluster of low-level wellbeing in the centre of the NDEMO neighbourhood, whilst there are higher levels of wellbeing in the south. In contrast, whilst there are pockets of low-level resilience, and a concentration of low resilience in the southern part of the neighbourhood, levels of resilience are generally even. Communities described as 'Settled in the City' have comparatively low levels of resilience and are the identifiable red clusters on the resilience map.

The section below (green box) details the data from national and local datasets which provides some indication of trends in the ward areas.

Community asset map

This map shows the key community organisations in the area. It indicates that the area around All Saints over-ground has a high concentration of organisations. In the very North there are very few, however the Bromley-by-Bow centre offers various forms of community support.

Figure 3: Wellbeing map of the NDEMO neighbourhood

Figure 2: Resilience analysis map of the NDEMO neighbourhood

Mile End East

Bromley y Bow

East India & Landsbury

Mile End East

Limehouse

Blackwall & Cuitt Town

Mile End East

Bromley y Bow

East India & Landsbury

Mile End East

Limehouse

Blackwall & Cuitt Town
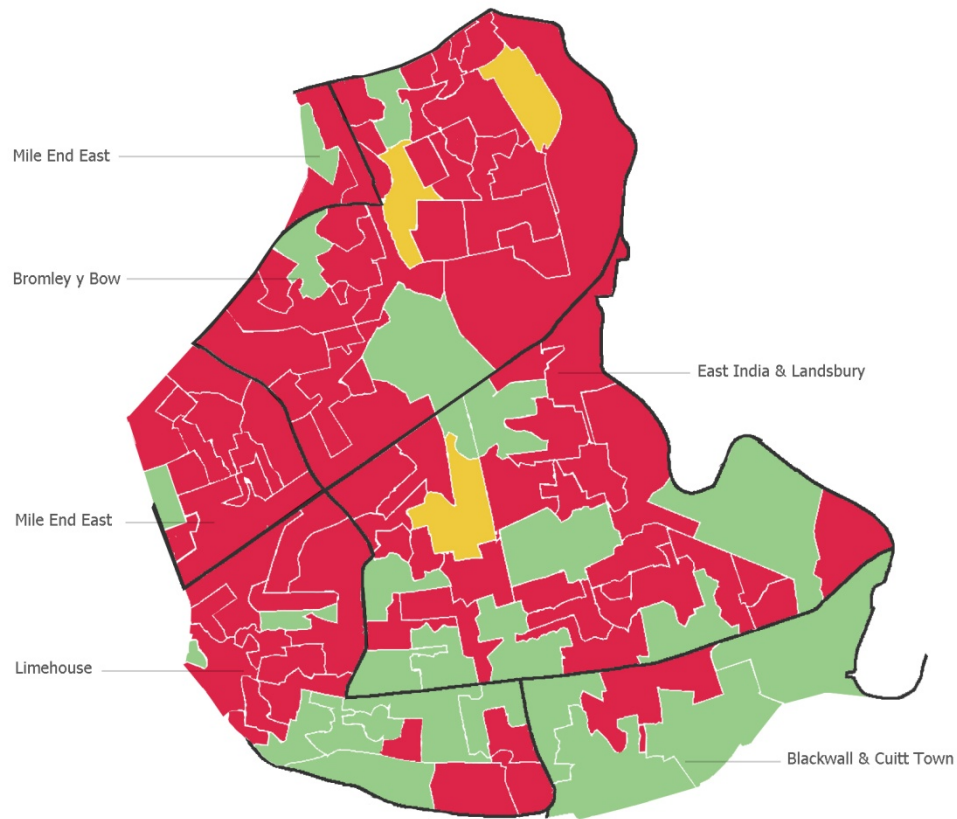
■ High deviation from the national average
■ Medium deviation from the national average
■ Low deviation from the national average
— Ward boundary line

Figure 4 Community asset map

The map contains the following text:

Bromley by Bow Total Community Retrofit Asset Map

Key to Organisations

1 Poplar HARCA
2 Trees for Cities
3 Leaders In Community
4 Lansbury Gardeners
5 Pollen & Green Dreams
6 Common Ground East
7 LB Tower Hamlets
8 LARG (Lincoln Area Regen Group)
9 Bromley by Bow Centre
10 Thames 21
11 Greening Brownfield
12 Neighbours In Poplar
13 BikeWorks
14 Bromley by Bow Community Organisation
15 Canaan Project
16 Council of Mosques
17 London Community Credit Union
18 City Gateway
19 East London Tabernacle
20 New Choices for Youth
21 Ocean Somali Community Association
22 Poplar Boys and Girls
23 South Poplar & Limehouse Action for Secure Housing (SPLASH)
24 Teviot Action Group
25 Aberfeldy Islamic Community Association
26 Wadajir Somali Community Association
27 Aberfeldy
28 Burdett
29 Lansbury
30 Linc
31 Teviot
32 Cafe ReConnect
33 Trussler Hall
34 Marner Centre
35 Burcham Street
36 Limehouse youth club

Numbering Key

Environmental organisations and groups
General Community Organisations and Groups
Public sector and housing
Community facilities

Project Boundary

N

November 2011

Figure 4 Community asset map
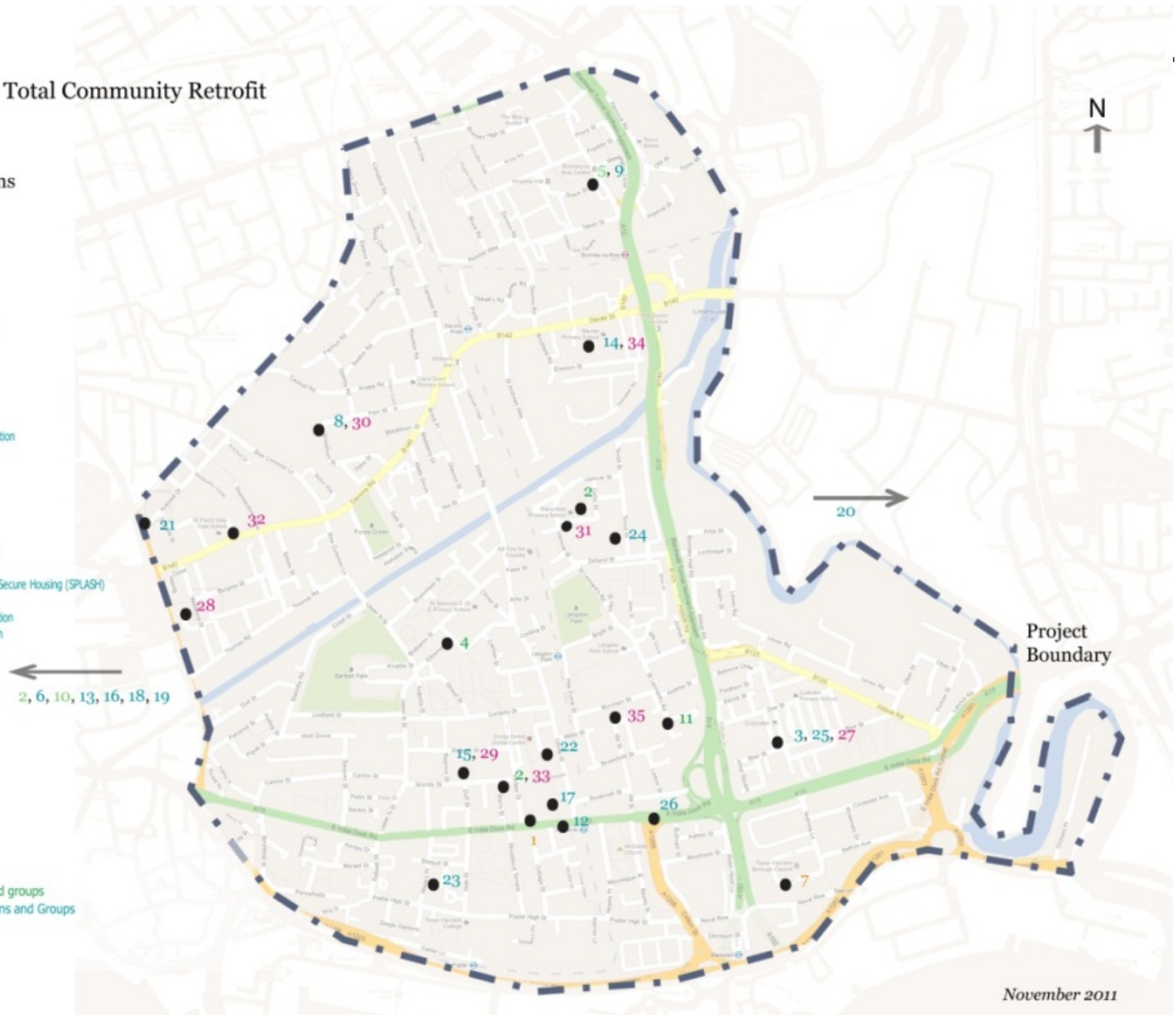
The NDEMO neighbourhood: trends in national and local data

- **Education:** Blackwall and Cubitt fares poorly across a number of education indicators when compared to other parts of the NDEMO neighbourhood. There is a low average GCSE rate, and a high proportion not entering higher education and not staying on in education. This contrasts with the higher rates of post 16 education in Limehouse.

- **Health:** Limehouse scores slightly worse in the selected health indicators. This is particularly evident in mood and anxiety scores and the health deprivation indicator scores, with Limehouse scoring poorly compared to the neighbourhood average and Blackwall and Cubitt area, which has good rates of health as indicated by the mental health indicator and comparative illness and disability indicator.

- **Material wellbeing:** There is no clear picture on material vulnerabilities within the neighbourhood, though the focus is still on the two areas: Blackwall and Limehouse. On average, Blackwall has the lowest average number of claimants per LSOA, whilst Limehouse has one of the highest. Also, on average, each LSOA has approximately 103 claimants. However, Blackwall has only an average of 54 per LSOA, whilst Mile End has 127 and Limehouse has 124.

- Limehouse has higher proportions of income support claimants aged 16 to 24 and aged 50 plus, while Blackwall has below average proportion of claimants that fall within this category (for the neighbourhood). However, this trend is reversed when looking at data from Disability Living Allowance (DLA) data amongst younger residents. Whilst on average 16% of DLA claimants are under 16, for Mile End East this figure is 14% whilst for those resident in Blackwall, this figure stands at 22%. But this phenomenon is particular to young residents of Blackwall. The proportion of residents that are aged 50 and over and who claim DLA in Blackwall is below the neighbourhood average. Instead, Bromley by Bow (21% for people aged 50 to 59) and Mile End East (22% for people aged 60 to 69) contrast with the neighbourhood average of 19%. And whilst only 4% of DLA claimants are aged 70 or over, this figure stands at 13% for residents in Limehouse.

- **Supports and neighbourliness:** This section focuses on two main indicators: proportion of lone parents and carers (both of whom collecting benefits). Blackwall has a high rate of lone parents (20%), whilst Mile End East has the lowest rate (14%), whilst the neighbourhood average is 16%. There is very

- little variance between the number of carers across the different areas within the neighbourhood.

- **Infrastructure:** Again, no consistent picture emerges across the housing indicators. Whilst Blackwall scores worst (and Limehouse scores the best) in the barriers to housing and services score[1], the child wellbeing housing score finds that Bromley by Bow has poorest housing and East India fares the best.

- **Local economy:** There is limited data on the local economy. However, the Nomis data on number of vacancies[2] suggests that whilst on average there are 12 vacancies per LSOA in Tower Hamlets as a whole, within this neighbourhood there are 6 per LSOA. For residents of Bromley by Bow ward, this figure stands at 15, but for residents of Blackwall, this figure is 0. In addition, the travel time to the nearest employment centre is slightly higher in Blackwall and East India (6 minutes), compared to 3 minutes in Mile End and Limehouse.
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- **Public Services:** Mile End fares well in terms of access to GPs. The travel time to the GP is minimal (3 minutes) and

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[1] **Barriers to Housing and Services score** (LSOA): The indicator is a combination of two indicators: 'Geographical Barriers', which measures road distances to: GP premises, primary schools, Post Office, and supermarket/convenience stores; and 'Wider Barriers', which includes: difficulty of access to owner-occupation, homelessness and overcrowding

[2] **Notified vacancies** are the monthly data on the inflow of newly notified vacancies to Jobcentre Plus

the % of the target population within access of a GP is high (83%). In contrast, the average travel time to the nearest GP is 10 minutes in Blackwall and % of target population is low (59%). But, Blackwall is well served by FE institutions, with 8 minutes to nearest FE institution.

The neighbourhood survey

Our neighbourhood survey was used to corroborate and test our WARM analysis. We analysed this in terms of the key domains of wellbeing and resilience: self, supports and infrastructure.

Confidence and dissatisfaction

According to the 2010 Understanding Society survey, 13% of people in the UK state that they have been losing confidence much more than usual or rather more than usual. However, this compares with 33% in the NDEMO neighbourhood. 18% of people in the NDEMO neighbourhood state that they are dissatisfied with their life, compared with 11% for people in the UK.

Material wellbeing

Residents of the NDEMO neighbourhood are much more pessimistic about the financial situation, with 45% of people stating that their future financial situation will be 'worse than now'. In the Understanding Society survey of 2010, only 15% of the people in the UK provided this response. This view may be shaped by how they view their present situation, with just over one in four (27%) of respondents in the NDEMO neighbourhood describing their financial situation as 'finding it difficult' and the

majority (55%) stating that they are 'getting by'. In contrast, only 26% of respondents to the Understanding Society Survey stated they were 'getting by' and 9% stated they were 'finding it difficult'.

Emotional supports

The residents that participated in the survey have much lower levels of emotional support, compared to the national average. 15% of people stated that they have no-one that appreciates them, marked contrast to the 3% of people in the UK who provided the same answer. Similarly, there is a tenfold increase in the proportion of people that do not have someone to help in crisis in the Bow area (30%), compared to only 3% of people in the UK.

Sense of belonging

The surveys showed that on the whole, the respondents were happy with the area as a place to live (77%) (which compares to 82.5% of the national average who stated their neighbourhood was a 'good' place to live, as published in the British Household Panel Survey[3]) and they have relatively high levels of social capital.

For some people, social relations, namely good relationships developed over the years with neighbours as well as the proximity to friends and relatives, account for the main reason why they were happy living in the NDEMO neighbourhood. The fact that the area is "multicultural" and diverse was also mentioned as an asset. Social capital was followed by good

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[3] Respondents were asked: Neighbourhood is a good/bad place to live

transport links with the rest of the city and easy access to schools, doctors, shops, banks and the market.

Many of those who were unhappy (8%) or fairly unhappy (14%) living in the area simply commented that there is "nothing" they like about the NDEMO neighbourhood. Some mentioned they would like to move elsewhere.

Neighbourliness and social involvement

Levels of neighbourliness proved to be high in the area. The majority (around 60%) said they talk to their neighbours regularly and felt that on the whole people in the area are willing to help their neighbours. All the residents who said they were 'very happy' spoke to their neighbours at least once a week. Nevertheless, only 21% said that they participated in local groups, which suggests that their social relations have not all been built around particular venues or activities, and are perhaps more through informal encounters.

Nevertheless the stakeholder interviews highlighted that the neighbourhood has a high number of community organisations and groups.

This should be factored in when thinking about how to pass on information in the community as 'word of mouth' may be strong communication tool as well as local groups.

Residents' priorities

In an open-ended question, when asked what would make the area a better place to live in, the respondents' answers focused mainly on three aspects:

Safety, anti-social behaviour and crime

> *"There are a lot of robberies, the area doesn't feel very safe"*
> Local resident.

Some interviewees explained that they don't feel safe in the area. They mentioned *"drunk people on the streets"*, *"robberies"*, young people's *"intimidating attitude"* among other issues. Dwellers believe that *"less drugs and less crimes"*, *"a greater police presence and more CCTV"* would contribute to the improvement of this perception.

Racial tensions

A few of the white British residents interviewed argued that the area has changed drastically over the years. They complained about the number of people who *"can't speak English"* and said they would like to see fewer immigrants living or moving to the area. *"I'm not being racist, but there is nothing here for us English people"*.

This tension was also reflected in the stakeholder interviews.

Built environment: public spaces and housing

Some respondents shared the feeling that *"dilapidated buildings"* and what is perceived as an excessive number of housing blocks reinforces the impression that area is *"rough and dirty"*. Some believe that the construction of *"new buildings"* (e.g. schools, a better market space, leisure facilities, new shops) would contribute to the improvement of the built environment.

The lack of *"open spaces"*, *"green areas"*, *"parks"* and *"playgrounds for children"* was mentioned several times as a problem in the area. While some believe that the neighbourhood needs to have more social housing to avoid existing overcrowding, others think that there are already *"too many buildings"* and that the area is overpopulated, in need of *"more parks and less flats"*.

Many residents complained about the current housing conditions, and mainly about poorly maintained windows. One elderly lady, for instance, said that she was sitting outside despite the cold wind because her home felt even colder. Residents interviewed were also unsure about whether their homes were going to be pulled down or not, and complained about the lack of maintenance.

Strong community ties

Like most of Tower Hamlets, the NDEMO project area is characterised by a high number of community organisations such as tenants associations and church groups. According to one interviewee, it is not an 'individualistic' area. It was reported that there are many community organisations reflective of the different populations in the area. People get together regularly – such as to go to Mosques - and when there is a problem in the community people tend to come together and do something about it.

This is reflected in the survey findings which show high levels of neighbourliness.

Community tensions due to changing demographics

Community tensions are also present in the area, particularly due to particular groups having different interests.

One such cause of these tensions is due to the increasing number of mosques in the area. They often provide other services such as language classes to support the local Muslim community. According to one interviewee there is an increasing demand for mosques reflecting the emergence of a more orthodox Muslim population. It is this very visible increase in Muslim presence in the area which creates tensions within the community. This is reflected in the surveys which found that some white British residents have anxieties about the demographic changes taking place.

There also seems to be a mutual suspicion between the older white community and the young Bengali community. But there are instances when they work well together. Some people in the community that have helped make this dialogue happen, including people running certain tenants groups. Identifying and capitalising on these informal leaders in the community will be an essential tool for understanding the community's needs and communicating with diverse groups.

Another trend in the area is the increase in private developments created to capitalise on the area's proximity to Canary Wharf. There was a perception that this new housing stock is designed for a different demographic: young professionals who work in Canary Wharf and who want to live near work but who won't spend a lot of time in the area. It is worth noting that there is a large wealth disparity in Tower Hamlets: as our survey analysis shows, many people in the Bromley-by-Bow are finding it difficult to cope financially however the average wage of people working in Tower Hamlets is £64,000 per year, skewed by the Canary Wharf effect.

Lack of quality public spaces

Currently there is a lack of quality public spaces in the area in particular, quality green spaces and meeting places. This was also highlighted in the community surveys as a key aspect that could be improved, making the area a better place to live in. Chrisp St market was identified as a place that currently attracts a lot of people however one resident complained that, "*The market is depressing, it needs to be pulled down*".

According to an interviewee, there are plans to improve public spaces and to link up the different centres such as Devon's Road and Bartlett Park. There are plans to improve the park for example by improving the connection to the canal. Currently Mile End has better park facilities – such as a skate ramp and a children's centre.

The lack of shared public spaces may also reinforce community divides. This further reflects the important role of centres such as the Bromley-by-Bow centre for community engagement purposes.

Physical barriers are isolating communities

Several physical barriers restrict community access and isolate parts of the community, particularly the A12. The council is trying to build pedestrian bridges over the road to link communities with the river and the east of the borough. At the

moment the road is a significant barrier to the waterway, which is a local asset with a lot of potential for improvement. The southeast corner of NDEMO neighbourhood is the most isolated part of the area (it is surrounded by various physical barriers).

Housing standards are improving

Although many residents felt that the standard of the built environment was poor, according to the interviewees, housing standards – in physical terms - have greatly improved in the area. Poplar HARCA's investment in improvements reflects this trend and it has spent over £250 million refurbishing homes to bring them up to the decent homes standard. Nevertheless there are still pockets of very poor housing, which are mainly managed by RSLs that are only responsible for a few homes in the area.

There is a significant disparity between the sizes of housing providers in the area. As Poplar HARCA owns and manages around half of the homes in the NDEMO area (8,500 homes in Poplar) it will be important to involve the smaller housing providers that make up the other half so that future interventions are not piecemeal.

Environmental improvements are emerging

As the surveys also showed, there is a level of interest in improving green spaces in the area within the community.

Some work has been done to improve energy efficiency of estates, for example Poplar HARCA insulated all their homes. However, other homes in the area have not received the same level of improvements (which is also been the case with general housing improvements). Tower Hamlets has improved its

recycling service but it is harder to have an effective recycling scheme in tower blocks than street properties. The Mayor of London's Cycle Hire scheme is being extended into Tower Hamlets.

Local businesses are insecure about the future

There are quite a lot of self-employed people in the area, including, Bengali small businesses owners. It was reported that they are currently struggling to keep these businesses going. There has been an influx of chicken shops and gambling shops on the major high streets.

General uncertainty about services

There is concern about the impact of changes in services and benefits such as the potential increase in affordable rent; caps on benefits; and greater pressure on services. These are creating great anxiety for residents and business owners and are already impacting on living standards.

The Bromley by Bow Centre runs a huge range of projects across different sites, independently and in partnership with others. The Centre works with 2,000 people each week, and their services are tailored to the needs of the whole community - families, young people, vulnerable adults and elders. The centre is also an incubator for social entrepreneurs from across the borough and has supported various projects such as BikeWorks. The holistic nature of this centre provides a key opportunity for people to access services which they would otherwise not been in touch with.

Important role of health centres

There is a growing pressure on service capacity. We found a massive anxiety about health services, particularly in Limehouse, however the situation in the rest of NDEMO neighbourhood is better because of the new health centres on Devon's Road and the Bromley-by-Bow centre.

Given the chronic health problems in the area, the Bromley-by-Bow centre provides key integrated services. The Centre supports people across a range of projects and services in four main ways:

- support people to overcome chronic illness and unhealthy lifestyles
- enable people to learn new skills
- support people to become less grant dependent and to find work
- provide the tools to create an enterprising community.

Young people

Although the schools in the area are of a high standard in the borough, youth unemployment is very high in Tower Hamlets.

As the survey data showed, one of the key areas that many residents felt needed addressing to improve the area was safety, anti-social behaviour and crime. This was strongly linked to youth issues in the surveys and also in the interviews.

Anti-Social Behaviour (ASB) – whether perceived or real - is creating tensions in the community. There is a genuine problem with visible drug dealing. Fear of crime is also high, often higher than the reality. Negative perceptions of young people are being perpetuated by particular instances of ASB. Some people also find the number of young people hanging around in groups in public areas intimidating.

The abolition of Educational Maintenance Allowances (EMA) has also affected young people. The Mayor of Tower Hamlets is planning an alternative scheme in the area. The area also suffers from the problem of 'post code gangs' and boys are particularly vulnerable, fearing violence and older boys.

Relations between young people and the police have been strained. According to one interviewee, the police have a very difficult job but could do more to avoid aggravating the problem for example by limiting use of stop-and-search.

See appendix 3 for the community survey questions

Developing community engagement activities to embed the initiative and promote behaviour change

Future community engagement in the NDEMO neighbourhood to underpin the wider work of the Total Community Retrofit project needs to meet three aims:

- to engage key stakeholders within local institutions, formal groups and residents
- to help promote pro-environmental behaviour change

- to address some of the social issues identified in the initial community research

These three aims can work together, and to maximize the value of investment, and community input, the overall intention of a future strategy must be that the achievement of one should ideally boost another. For example, designing community engagement that boosts the development of social capital in areas of the neighbourhood where social networks and neighbourly interactions are weak strengthens community resilience and provides communication conduits for behaviour change initiatives; or addressing youth unemployment through training in green technologies and the development of local social enterprises.

Our initial research confirms that the NDEMO neighbourhood faces severe challenges including isolation and low resilience, tensions between young and older residents and Muslim and white British residents, poor quality housing and infrastructure in parts of the area, and high youth unemployment.

However, there are strong local assets to build on and work with. Overall, the NDEMO neighbourhood has relatively high levels of local social capital, is well served by community organisations, and there are strong, formal and informal local networks to connect with.

While this presents opportunities for the NDEMO project, it also means that community engagement must be well considered, thoughtful, and sensitive to local dynamics, in particular the tensions between white British and Muslim groups in the neighbourhood. Good stakeholder relationships will be crucial to making sure community engagement activities get off on the right footing with residents and informal local leaders. Clearly, the Institute has established strong relationships with Poplar HARCA and Bromley by Bow Centre, however, it will be important at the early stages of community engagement work to make direct contact with other individuals and local organisations identified in the community mapping exercise to avoid exacerbating existing tensions about the prioritization of some residents' needs over others, and access to resources. As the WARM data indicates, only 21% of people participate in local groups, which will limit the effectiveness of community-based associations as a means to engage people in decision-making. Further work is needed to understand the dynamics of informal social networks, like family and friends, local parents, neighbours and community shops, as sources of local information and hubs for sharing information with residents.

It will be important to manage expectations locally about what NDEMO can deliver to the community in the short and long-term, and be clear about plans to ensure the long-term sustainability of new initiatives that emerge as a result of the project.

Before introducing our recommendations for the NDEMO project, it is worth exploring briefly what good community engagement looks like and how to avoid some of the common pitfalls associated with community work; and to discuss appropriate behaviour change strategies to inform our thinking.

What is good community engagement?

We have a set of principles that guide our work with communities which are based on our experience of working with individuals, local groups, councillors and public agencies over the past six years, and take into account common frustrations with community engagement processes.

Good community engagement should be meaningful and able to make a difference.

A common criticism of community engagement is that it is tokenistic. Frequent complaints from residents and local groups focus on lack of clarity about purpose of engagement activity; communities are not given meaningful opportunities for influence (eg. they can choose between problem-solving options rather than helping to identify the problem in the first place); views are not taken on board; and the results of engagement activities are not fed back to local people.

Good community engagement activity requires that all partners involved (those leading and those participating) have a clear idea about the objectives of community engagement and the real scope for influence (eg Consultation? Influence? Participatory decision-making?); the roles for different parties; how final decisions will be taken and communicated; the timetable for decision-making and implementation; and available resources.

The NDEMO project will contain different elements that will be delivered at different times. The first stage in developing a community engagement strategy and designing practical activities must be to determine and map out:

- Which decisions will local stakeholders be able to influence and when?
- What kind of influence will they be able to exert, for example, inputting to the design of a local project or making decisions about project spending?
- Who should be involved in different decisions and different forms of decision-making?
- What resources are available to support these activities?

Good community engagement needs clear ground rules.

It is helpful to establish and communicate clear ground rules with local stakeholders, residents and other partners about what can be achieved as a result of community engagement activity. Doing so helps to avoid misunderstandings and conflict between stakeholders, and crucially, can avoid a loss of credibility.

The International Association of Public Participation recommends that organisations should make a clear statement, which it calls the 'Promise to the Public', about what community engagement can achieve. Alternatively, publishing a community engagement project plan with information about the nature, timing and format of engagement on key decisions is adequate.

Good communication is crucial.

A common criticism of community engagement activity is the lack of clear and regular communication about the engagement process, in particular, information about the expected outcomes, how decisions are being taken, delays or problems, and feedback when local views cannot be acted upon.

Good communication is particularly important for a complex and

long-term project like NDEMO. It will help to clarify from the outset the potential for community involvement in decision-making and manage expectations about the scale and nature of the project outcomes. Community projects often run into difficulty because it is not clear from the outset what the long-term impacts and benefits will be for the community and the arrangements being made to handle any concerns or problems as they arise.

A local stakeholder communication plan will need to be developed for the NDEMO project alongside a community engagement strategy and plan.

Effective engagement reaches all sections of the community.

Good engagement will reach all sections of the community, not just the people who are already involved in local organisations or decision-making. Research has shown that typical participants in local decisions vary according to the activity and the issue, but some groups can be harder to engage than others – often because they do not want (or do not have the time) to attend community meetings.

The most effective community engagement activities offer people a choice about how to participate that reflect local needs and concerns and are sensitive to the various constraints local residents' experience. For example, designing specific engagement activities for young people, who are often described as hard to reach but in reality are just not interested in the type of engagement activities commonly offered; considering alternatives to formal meetings for addressing sensitive subjects; offering family events with activities for children to attract

working parents who can't attend meetings; thinking about local cultural or religious issues; designing simple ways for people to input ideas by email, text or phone to allow for the fact that most people have little time for formal activities.

Research about why people get involved in community activities shows that simply being asked to participate is a significant factor. Although this seems self evident, it is often overlooked when community engagement activities are designed. An emphasis on being visible and community outreach in engagement activities is important, especially for the NDEMO neighbourhood where there are multiple local organisations and initiatives vying for attention.

Practical support matters as much as financial support.

Community engagement is time and resource intensive. Projects frequently run into difficulty because the amount of time required is under-estimated both in terms of staff time (required to manage stakeholder relationships, manage research, co-ordinate events, manage local communication and follow-up on engagement activities) and the time required for local stakeholders to develop the skills and capacities they need to take part in engagement as informed decision-makers. Some degree of practical support and local capacity building is always required for residents and community groups to engage effectively. This is particularly pertinent for the NDEMO project. As well as demanding explanation in clear, non-technical and jargon-free terms, the project will require local stakeholders to become familiar with some technical concepts and language.

Community engagement is not about consensus.

The term community is problematic, especially in an area like the NDEMO neighbourhood where there are multiple social and cultural groups and communities of interest, with competing and often conflicting ideas about local need and local legitimacy. It is helpful, although not comfortable, to recognize that community engagement is not about working towards a consensus but about negotiating complex, conflicting and sometimes irreconcilable views, in order to reach a workable compromise.

Long-term commitment is essential.

An important lesson from the large-scale community engagement programmes of the past two decades is the need for long-term planning and support. The experience of NDCs and other regeneration partnerships shows the local groups and community capacity that are created while major projects are in operation often fail to become sustainable long-term because inadequate investment is made in local capacity building and succession planning. In the case of NDEMO, it will be crucial for the long-term success of the project that local initiatives have a significant element of practical, capacity-building and support and are able to continue when the initial project funding is finished.

Our approach to behaviour change

Although we know that social and individual factors can influence choices, policymakers and agencies seeking to impact on how individuals behave have often relied on the assumption that we will respond to financial incentives or disincentives and that where we fail to make optimal choices this is due to a lack of information. Behaviour change looks at a wider spectrum of factors influencing human behaviour. Social and behavioural sciences, including the new discipline of behavioural economics, suggest a need to pay much more attention to 'irrational' internal processes (desires, habits, emotions and unconscious mental short cuts), and to a much wider range of external social influencers (interpersonal relationships, social norms and social systems) beyond finance and transaction costs on shaping behaviour. The table below, from the Social Market Foundation, provides an overview of a spectrum of behavioural factors.

Messages	we are heavily influenced by who communicates information
Incentives	our responses to incentives are shaped by predictable mental shortcuts such as strongly avoiding losses
Norms	we are strongly influenced by what others do
Defaults	we go with the flow of preset options
Salience	our attention is drawn to what is novel and seems relevant to us
Priming	our acts are often influenced by sub-conscious cues
Affect	our emotional associations can powerfully shape our actions
Commitments	we seek to be consistent with our public promises, and reciprocate acts
Ego	we act in ways that make us feel better about ourselves

Developing local strategies to behaviour change is context specific, and reliant on developing an excellent understanding of local community motivations.

The table below gives one framework for segmenting audiences – this could be adapted and tailored for the NDEMO work, based on detailed local knowledge.
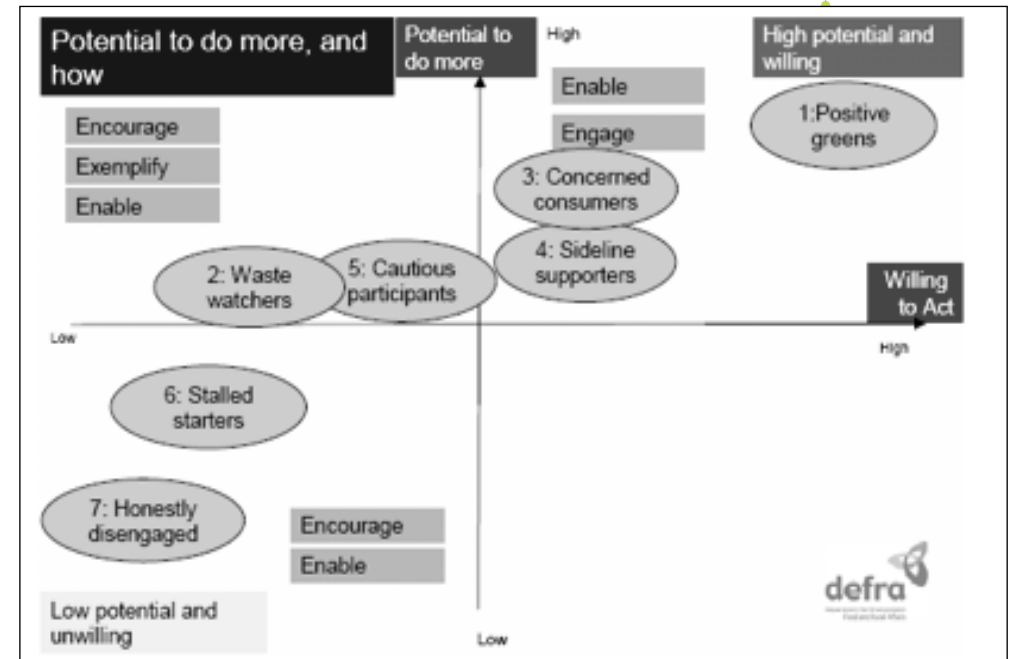
Source: *Framework for pro-social behaviours,* DEFRA 2008

Figure 5: One option for segmenting audiences

The Young Foundation's work on wellbeing – the Local Wellbeing Project – included a strand on how the relationship between wellbeing and environmental sustainability, long acknowledged in development policy and practice, could play out at the local level, and how wellbeing could be used tactically to increase pro-environmental behaviour. Many examples were found where people changed their behaviour because of the boost the activity gave to their wellbeing. This included becoming involved in greening activities including allotments and local clear ups, and working with their children (who were often better advocates for

environmental sustainability than their parents) to improve household recycling. This initial awareness could then form the basis of more profound interest and involvement in green activities.

The report[4] generated the following list of suggestions for action at the local level

Maximise the 'Win-Wins'

1. Grow the number of initiatives that increase wellbeing and promote pro-environmental behaviour:
2. Explore how, within overall strategies, the wellbeing benefit of all environmental sustainability measures is being maximised, and promote this.
3. Add a wellbeing 'lens' to big ambitious plans that are likely to generate public and political opposition: start small, use it as a tactic to drive through contentious issues, find the enthusiasts and work with them, celebrate success.

Galvanise activity

4. Political leadership is key, setting the direction, mobilising support and calming fears about risks.
6. Use local voluntary sector and faith groups as key partners and delivery agencies, they can often reach communities in a different way to formal agencies.
7. Check that local agencies ' own actions model the behaviour that they wish to promote – reduce ing emissions, encouraging their workforces to reduce car use.

8. Use communications and campaigns wisely – often how services are delivered and personally tailored is more effective than traditional mass campaigns. Any campaigns need to recognise that different communities and groups respond differently to environmental messages, and within these groups there will be great differences in opinion and receptiveness to green messages.

Be pragmatic

9. Promote the 'win wins' to maximise value.
10. Make it as easy as possible to be green: people are most likely to change behaviour when services make it as easy as possible for people to do so. Evidence suggests that inertia is surprisingly strong.
11. Approach behaviour change subtly: people are more likely to change how they act because they enjoy the activity, not because they are driven by any personal mission. This has an implication for how activities – particularly community based activities – are promoted and marketed.

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[4] 'Going green and beating the blues', Young Foundation 2010

Next steps: developing a community engagement and behaviour change programme

We recommend undertaking the following development work in the first quarter of 2012 to produce a community engagement and behaviour programme for NDEMO.

Engagement planning workshop

A half-day workshop run by the Young Foundation for the Institute (and potentially Poplar HARCA and Bromley by Bow Centre); the aim will be to identify and map out the opportunities for local stakeholders to be involved in shaping, designing and in the long-term, managing different elements of the NDEMO project.

The Young Foundation will use planning tools and participative exercises to facilitate a discussion about identifying and prioritising opportunities for community engagement. Based on this discussion, we will produce a detailed roadmap for community engagement that sets out the nature of different opportunities for involvement, ie influencing project design, choosing between different types of intervention, participatory decision-making about budgets.

The workshop will also include a presentation of good practice in community engagement and illustrations of what different approaches and methods can achieve.

The outputs from the workshop will be:

- Agreed priorities for community engagement including a detailed roadmap about the nature and timing of different engagement opportunities, and priority audiences for different activities.

Community engagement programme

Our approach will be aim to build a continuous dialogue at community level where key stakeholders (including residents) are enabled to develop their understanding and evolve their thinking. We will draw on our experience of action planning and deliberative processes, and ensure that residents are, as much as possible, in charge of agenda setting and running processes.

Based on the priorities and audiences agreed in the planning workshop the Young Foundation will design a community engagement strategy and programme of specific activities for the next 18-36 months (and possibly longer depending on the workshop outputs).

The work plan will include detailed recommendations about the type of community engagement activities that should be planned for different audiences (including suggestions about partnerships and/or joint activities with local groups), timing, budget, and recommendations for risk management.

This plan will also reflect and dovetail with, a more detailed programme investigating local motivations for green behaviour that will inform a behaviour change strategy.

Once the plan is approved in principle, the Young Foundation will work with the Institute to consult local stakeholders on the

proposed plans and to incorporate feedback into the final programme. An important element of the stakeholder consultation exercise will be to discuss the capacity of different community groups and networks to effectively engage in decision-making. We will identify specific capacity building needs that are not currently being met and make recommendations about how to resource these activities.

Developing a behaviour change strategy

A considerable amount of research has been conducted by academic institutions – in particular RESOLVE at Surrey University and the Sustainable Lifestyles Research Group - to understand the drivers of pro-environmental behaviour. Much of this work focuses on how individuals negotiate tensions and conflicts between the desire to make 'green' choices and the emotional and practical obstacles they face, with particular emphasis on household energy consumption and transport. One study funded by the ESRC has looked specifically at how social housing tenants interact with 'green' technologies in the home, which could be particularly valuable for NDEMO. Some work also examines the effectiveness of different research methods for exploring sustainable behaviours. This work contains valuable insights but requires synthesis and an overall analysis of the findings to be applied usefully to the NDEMO project.

We recommend carrying out a rapid review of existing literature and using this to shape a local research strategy that will explore what is already known about local attitudes to green activities and environmental sustainability, particularly how much this is segmented by social class, age, race and faith (drawing on

national and local datasets where they exist). We will aim to establish an understanding of the different OAC groups in the NDEMO area in terms of their behaviour at present – are they recycling? Are they aware of sustainability issues? What are the barriers to behaviour change – perceived and actual – so we can benchmark shifts in behaviour over time.

The research strategy will address data gaps – activity that is likely to include carrying out qualitative interviews, group discussions and possibly observation with local residents and groups - and devise a method of populating the NDEMO project area map with attitudes to, and potential for, behaviour change.

At this point in time we recommend using social network analysis as a tool to understand the nature, extent and influence of different formal and informal social networks in the NDEMO project area. As previously mentioned only 21 per cent of residents participate in local groups. Understanding the relevance and role of other forms of association and interaction will be important for planning community engagement work, but particularly valuable for understanding the role that certain individuals or organisations can play in influencing local attitudes.

Social network analysis can be used to understand the strength of local relationships both within and between communities, identifying individuals and organisations that act as hubs, nodes and connectors – different types of information sharing and networking behaviour - for information and ideas. Social network analysis is particularly powerful for exploring the role of informal social relationships, such as friendship or neighbours

networks versus the role of formal relationships, such as membership of community decision-making groups.

Social network analysis is most effective when it incorporates both quantitative and qualitative data, mapping both what is happening and providing an explanation of why it is happening. The Young Foundation has successfully used social network analysis to map the extent and effectiveness of communication between residents, community organisations and local public agencies in a neighbourhood in King's Lynn, and the formal and informal networking activity of third sector youth education organisations in New York for the Edwin Gould Foundation.

This material will give us the basis for an in-depth behaviour change strategy, tailored to the area and embedded within the overall community engagement framework. This will enable future initiatives to be tested and fine tuned, using the in-depth understanding to inform the introduction of new technologies – finding the areas and communities that are most likely to be receptive to change, for example; give good information about the people who are most likely to be receptive to new programmes, for example to develop green social enterprises, and give the basis for introducing local community asset ownership, possibly of new community power schemes.

Stakeholder communication plan

The Young Foundation will prepare a stakeholder communication plan based on the final community engagement and behaviour programme. This will include detailed recommendations about the most effective and appropriate methods for local communication, where possible working with existing groups, networks and channels.

Given the strength of local social networks and community-based groups it will be important to work with formal and informal local leaders in the community. We recommend carrying out analysis of local social networks to map out key nodes and hubs of information, authority and advice in the community. These could be individuals or organisations that are seen as formal or informal sources of information on certain topics. Using social network analysis as a research method it is possible to identify physical places (eg shops, schools, community groups), people (eg formal sources like councillors, and informal sources like well connected residents) and information sources (eg local websites) that are trusted local sources. It is then possible to develop a network of community champions or community communicators who play a key role in sharing updates and information within the wider community.

This approach has been used effectively in Barking & Dagenham, where the council has developed a network of community communicators across the Borough. The Young Foundation has also used social network analysis as a tool for mapping relationships between public agencies and local residents on an estate in Norfolk, and also mapping different types of formal and informal networks among public and third sector organisations in New York's college-preparation sector. [Note: Stefan – further details on SNA will be included in the proposed research programme we will send over in early January].

Consolidating the different maps of community dynamics

The process we have outlined will generate a number of different maps of the NDEMO area:

- The wellbeing and resilience maps
- The local asset map, enhanced with the knowledge gained in future stages
- The map of key influencers and social networks
- The map outlining attitudes to behaviour change.

These maps will inform the development of the overall strategy towards the Total Community Retrofit area, including 'hard' technological and 'soft' people based interventions. It will be impossible to combine all the maps in one, their strength is as a 'dashboard', a range of visualisations of different manifestations of the key factors underpinning community dynamics that will be key to the ultimate success or failure of the wider Total Community Retrofit plans.

Conclusion

This report provides insights and evidence about the dynamics of community life that have been compiled to help shape the development of a community engagement and behaviour change strategy for the NDEMO project.

The aim of this work is to generate a detailed picture of the Poplar and Bromley-by-Bow neighbourhoods by exploring the resident and stakeholder networks, community assets and vulnerabilities, and community engagement structures that exist and could be mobilised to involve residents in the NDEMO project.

An explicit aim of the work has been to identify where there are assets and particular social needs in the NDEMO area using a WARM analysis; in order that assets can be built on and data on specific social needs used to direct investment and resources to parts of the neighbourhood where they are most needed.

This report was prepared by Lucia Caistor-Arendar, Nina Mguni, Saffron Woodcraft and Nicola Bacon.

Please direct queries to saffron.woodcraft@youngfoundation.org / 07773 777512.

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Appendix 1

To understand levels of wellbeing and resilience in local areas we identified the Output Area Classification (OAC) – a geo-demographic classification that clusters types of communities according to demographic type – of each of the wards.

The Office for National Statistics (ONS) has clustered each output area in the UK according to characteristics that are shared by the population. The Understanding Society Survey uses the OAC geo-demographic classifications with each respondent to the survey labelled according to their classification. The Office for National Statistics created the classifications in 2001, based on Census data. One caveat to this approach is that some areas may have changed dramatically since this date and in these places the geo-demographic classification may be less than accurate.

There are seven main clusters:

- blue collar community
- city living
- countryside
- prospering suburbs
- constrained by circumstances
- typical traits
- multicultural.

Within the above seven main clusters there are 52 sub groups. Our approach was to match respondents to their geo-demographic type, and then estimate average level of life

satisfaction for the types of individuals that are in each of the 52 geo-demographic types. We then used the classifications to create a typology of each of the wards that cover the NDEMO area.

Output areas are a smaller geographical area and wards are made up of multiple output areas – for instance, in more homogenous wards there will be fewer output area types compared to more heterogeneous wards, which will have a greater diversity of classifications. We have matched output area classifications.

By matching OAC classifications to wards we estimate level and trends in life satisfaction for the types of residents that live in that area. Based on the OAC classification we can then estimate the average levels of life satisfaction for different types of residents.

For more information about the OAC classifications visit the ONS website here: http://www.statistics.gov.uk/about/methodology_by_theme/area_classification/about.asp

The selected geo-demographic types correspond to the output areas in the NDEMO neighbourhood. The table below sets out the demographic traits that characterise the selected sub groups.

The output area and the corresponding output area from the Office for National Statistics website:

http://www.neighbourhood.statistics.gov.uk/dissemination/datasetList.do?JSAllowed=true&Function=&%24ph=60&CurrentPageId=60&step=1&CurrentTreeIndex=2&searchString=classification&datasetFamilyId=2100&Next.x=21&Next.y=15

We recognise that the OAC classifications may not appear to include some sections of the populations in these areas – e.g. white working class - but the general descriptions should broadly corroborate what is known about the area. Labels of OAC classifications are broadly descriptive rather than strictly accurate.

Output area classification name	Far below national average	Far above national average	
Settled in the City, Born outside the UK	Detached housing Households with non-dependent children Age 5-14 Terraced housing Mining/quarrying/construction employment Working part-time Rooms per household Routine/semi-routine occupation	Indian, Pakistani or Bangladeshi Financial intermediation employment Single person household (not pensioner) HE qualification	Black African, Black Caribbean or Other Black Public transport to work Born outside the UK Rent (private) All flats
Asian Communities, High % Public Rent	Detached housing	All flats Born outside the UK Terraced housing Rent (public)	Black African, Black Caribbean or Other Black Indian, Pakistani or Bangladeshi
Afro-Caribbean Communities, High % Flats	Detached housing 2 + car household	Unemployed Rent (private) Indian, Pakistani or Bangladeshi Public transport to work	Born outside the UK Rent (public) All flats Black African, Black Caribbean or Other Black
Afro-Caribbean Communities High % Flats & Public Housing	Detached housing 2 + car household Terraced housing Two adults no children Rooms per household	Population density Lone parent household Unemployed Public transport to work Indian, Pakistani or Bangladeshi	Born outside the UK Rent (public) All flats Black African, Black Caribbean or Other Black

Appendix 2

The table below sets out the data from the WARM analysis. The table includes the output area with the corresponding output area classification. We have included the average predicted value of wellbeing and resilience per output area.

Area	Census Output area	OAC	Group description	Super description	Average of Unstandardized Predicted Value Well-being	Average of Unstandardized Predicted Value Resilience
B and C	00BGFY0004	2a2	Settled in the City	City Living	-0.36	-1.16
B and C	00BGFY0005	2a2	Settled in the City	City Living	-0.36	-1.16
B and C	00BGFY0015	2a2	Settled in the City	City Living	-0.36	-1.16
B and C	00BGFY0021	2a2	Settled in the City	City Living	-0.36	-1.16
B and C	00BGFY0022	2a2	Settled in the City	City Living	-0.36	-1.16
B and C	00BGFY0016	7b1	Afro-Caribbean Communities	Multicultural	-0.18	-0.35
B and C	00BGFY0019	7b1	Afro-Caribbean Communities	Multicultural	-0.18	-0.35

B and C	00BGFY0017	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66
B and C	00BGFY0018	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66
B and C	00BGFY0020	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66
BbB	00BGGB0027	2a2	Settled in the City	City Living	-0.36	-1.16
BbB	00BGGB0022	7a1	Asian Communities	Multicultural	-0.6	-0.09
BbB	00BGGB0007	7a2	Asian Communities	Multicultural	-0.63	-0.16
BbB	00BGGC0015	7b1	Afro-Caribbean Communities	Multicultural	-0.18	-0.35
BbB	00BGGC0017	7b1	Afro-Caribbean Communities	Multicultural	-0.18	-0.35
BbB	00BGGC0018	7b1	Afro-Caribbean Communities	Multicultural	-0.18	-0.35
BbB	00BGGC0035	7b1	Afro-Caribbean Communities	Multicultural	-0.18	-0.35
BbB	00BGGB0003	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66
BbB	00BGGB0006	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66
BbB	00BGGB0009	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66

BbB	00BGGB0010	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66
BbB	00BGGB0012	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66
BbB	00BGGB0013	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66
BbB	00BGGB0021	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66
BbB	00BGGB0023	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66
BbB	00BGGB0024	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66
BbB	00BGGB0025	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66
BbB	00BGGB0026	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66
BbB	00BGGB0028	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66
BbB	00BGGB0029	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66
BbB	00BGGB0030	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66
BbB	00BGGB0031	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66

BbB	00BGGB0032	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66
BbB	00BGGB0033	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66
BbB	00BGGB0034	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66
BbB	00BGGC0005	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66
BbB	00BGGC0006	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66
BbB	00BGGC0012	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66
BbB	00BGGC0013	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66
BbB	00BGGC0014	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66
EI	00BGGC0022	2a2	Settled in the city	City Living	-0.36	-1.16
EI	00BGGC0023	7a2	Asian Communities	Multicultural	-0.63	-0.16
EI	00BGGC0002	7a3	Asian Communities	Multicultural	-0.32	-0.09
EI	00BGGC0008	7b1	Afro-Caribbean	Multicultural	-0.18	-0.35

			Communities			
EI	00BGGC0011	7b1	Afro-Caribbean Communities	Multicultural	-0.18	-0.35
EI	00BGGC0030	7b1	Afro-Caribbean Communities	Multicultural	-0.18	-0.35
EI	00BGGC0001	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66
EI	00BGGC0003	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66
EI	00BGGC0004	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66
EI	00BGGC0007	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66
EI	00BGGC0009	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66
EI	00BGGC0010	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66
EI	00BGGC0016	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66
EI	00BGGC0019	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66
EI	00BGGC0020	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66
EI	00BGGC0021	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66

EI	00BGGC0024	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66
EI	00BGGC0025	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66
EI	00BGGC0026	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66
EI	00BGGC0027	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66
EI	00BGGC0028	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66
EI	00BGGC0029	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66
EI	00BGGC0031	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66
EI	00BGGC0032	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66
EI	00BGGC0033	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66
EI	00BGGC0034	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66
LH	00BGGD0008	7a2	Asian Communities	Multicultural	-1.12	-0.66
LH	00BGGD0001	7b1	Afro-Caribbean Communities	Multicultural	-0.18	-0.35
LH	00BGGD0019	7b1	Afro-Caribbean Communities	Multicultural	-0.18	-0.35

LH	00BGGD0020	7b1	Afro-Caribbean Communities	Multicultural	-0.18	-0.35
LH	00BGGD0005	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66
LH	00BGGD0006	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66
LH	00BGGD0009	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66
LH	00BGGD0010	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66
LH	00BGGD0015	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66
LH	00BGGD0017	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66
LH	00BGGD0025	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66
LH	00BGGD0031	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66
LH	00BGGD0032	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66
LH	00BGGD0038	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66
LH	00BGGD0040	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66
LH	00BGGD0041	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66

ME	00BGGF0019	7a3	Asian Communities	Multicultural	-0.32	-0.09
ME	00BGGF0010	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66
ME	00BGGF0011	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66
ME	00BGGF0012	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66
ME	00BGGF0013	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66
ME	00BGGF0014	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66
ME	00BGGF0015	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66
ME	00BGGF0016	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66
ME	00BGGF0017	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66
ME	00BGGF0018	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66
ME	00BGGF0020	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66
ME	00BGGF0021	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66
ME	00BGGF0022	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66

ME	00BGGF0023	7b2	Afro-Caribbean Communities	Multicultural	-1.12	-0.66

Appendix 3

The questions used for the community survey are outlined below.

1. How happy are you with this area as a place to live?
- *Very happy/Fairly happy / Fairly unhappy / Unhappy*

2. What makes your area a good place to live in?

3. What would make your area a better place to live in?

4. How often do you talk to your neighbours?
- *Once a week / Once a month / Once a year / Never*

5. On the whole do you think that the people in this area are willing to help their neighbours?
- *Yes / No / Don't know*

SUPPORT

6. Is there someone to help in a crisis?
- *Yes / No / Don't know*

7. Is there anyone who really appreciates you?
- *Yes, 1 person / Yes, 1+ people / No /   Don't know*

8. Do you go to local groups in this area? (What kinds of groups are we looking for?)
- *Yes / No / Don't know*

ABOUT YOU

9. How would you describe your financial situation?
- *Living comfortably / Getting by / Finding it difficult / Don't know*

10. What do you think your money situation will be like in the future?
- *Better than now / Worse than now / About the same / Don't know*

LIFE SATISFACTION

11. In the last year have you found it harder or easier to deal with problems as they arise?
- *Easier than usual / Harder than usual /   Same as usual / Don't know*

12. Have you been gaining or losing confidence in the last year?
- *Gaining confidence / Losing confidence   / Same as usual / Don't know*

13. All things considered, how satisfied are you with your life?
- *Very satisfied / Fairly satisfied / Neither satisfied or dissatisfied / Fairly dissatisfied / Very dissatisfied*