Community Capital: The Value of Connected Communities

Suzanne Wilson (MPhil, MSc, BSc)
Research Fellow in Social Exclusion and Community Development
Westlakes Campus, UCLan

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The Centre for Citizenship and Community
Inclusion and Connected Communities in Policy and Practice

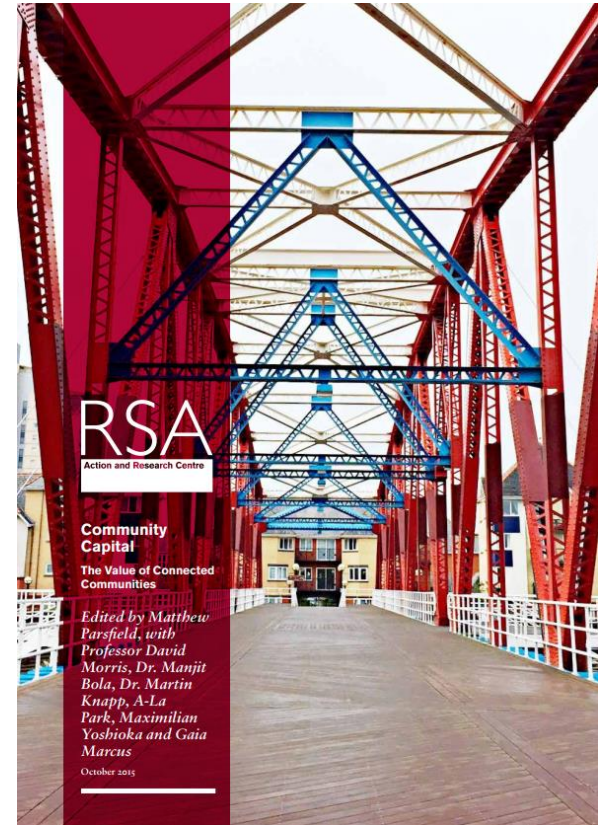# Contents

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Connected Communities West Cumbria
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Connected Communities

Action research project to explore how the community dimension of people's lives contributes to well-being and can be developed to analyse how different interventions build resilient, inclusive communities and empower individuals to take greater control of their lives through relationships based on shared concerns and mutual trust.

RSA
Action and Research Centre

Community Capital

The Value of Connected Communities

Edited by Matthew Parsfield, with Professor David Morris, Dr. Manjit Bola, Dr. Martin Knapp, A-La Park, Maximilian Yoshioka and Gaia Marcus

October 2015

Centre for Citizenship and Community - who are we?

UCLan – research, evaluation, community engagement, courses

Associate team – health, social care and public services – senior experience in health, social care and public service sectors – commissioning, management, strategy, housing, leadership, service improvement design..

RSA Connected Communities team – action research, network analysis, policy development, thought leadership and organisational change
supported by a multi-disciplinary network drawn from RSA's Fellowship.

Personal Social Services Research Unit (London School of Economics) – extensive expertise in social services and health research, economic modelling; financial analysis.

Centre for Citizenship and Community – our key principles

Change through networks
Imaginative community networks are key to social action and new approaches to governance at all levels*

Social value capture
Community engagement is imperative to local empowerment *and* to unlocking the social value – the unseen assets – of community

Organising for inter-dependence
Building from 'the multiple practices of reciprocity' (Taylor); public services/communities; bonding and bridging communities; individuals and social networks
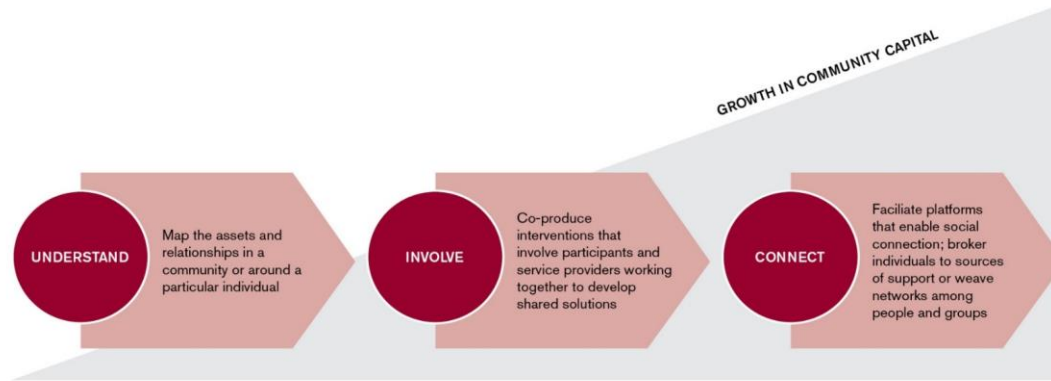
A culture of co-production
Public service organisations with a 'literacy of community', 'complexity–capable' co-production: design, development and delivery = innovation

(*SeeTapscott, RSA Journal Spring 2013)

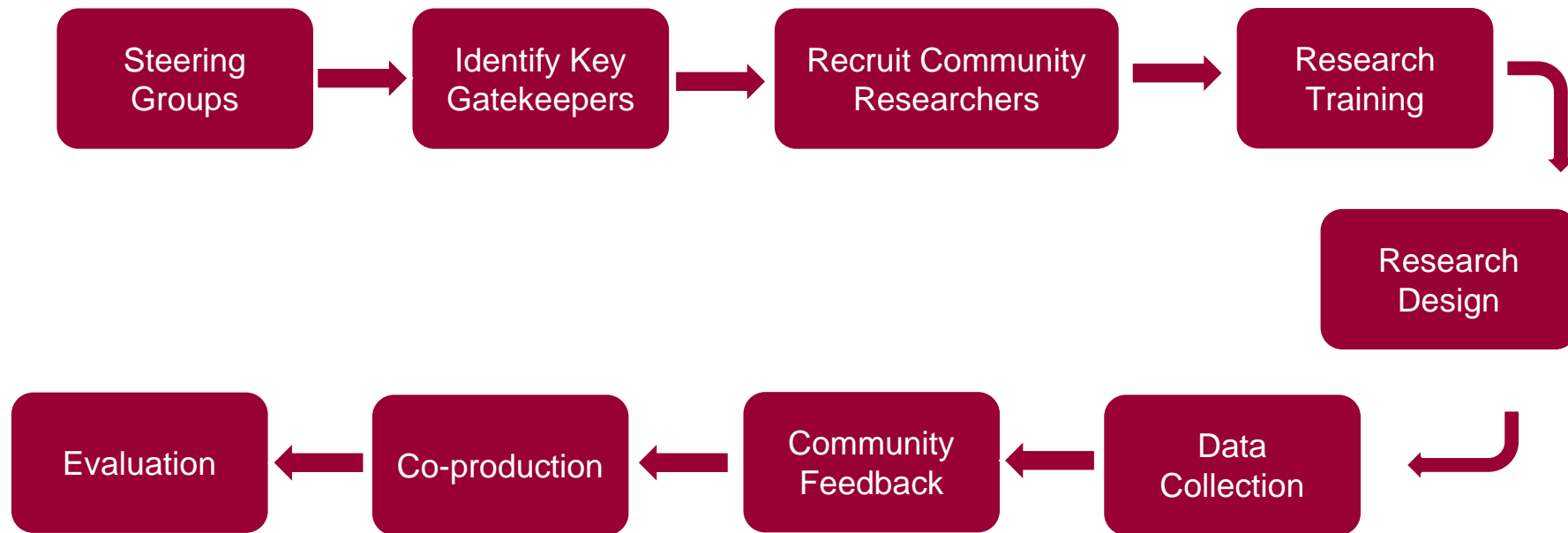# Research portfolio 2015 -17 (since conclusion of Connected Communities programme)

1. ODESSA: 3 year international study on *ageing* in place with China and France (ESRC);
2. 'Supports for Success': Connected Communities input to *Young people* in communities programme through Wellesley Institute (Ontario Govt., funded think tank) and Toronto PH. (State Govt., pending);
3. *Connecting People* study, with University of York, (NIHR, SCC);
4. Housing and Community in Foleshill, Coventry: CC programme with Orbit Housing to *enable housing–led community engagement*.
5. Developing *community capacity* through a Connected Communities approach in Preston, (LA):
6. 'Connected *Street Associations*' SAs; developing evidence base for SA's, Kingstanding, Birmingham (BC?CCG)
7. Community Connectors, with Solent MIND, developing a *MH community connectors* programme Hants(LA);
8. Development partnership, Building Bridges, *Community Cohesion* project Pendle, NW England (BL,pending)
9. Development Support for 'Community Conversations' in *12 -15 People's* Health Trust sites (PHT).
10. Empowering citizenship in young people: *intergenerational citizenship* in West Cumbria.
11. Evaluation of *national MH and Adult Learning pilots* with Ipsos MORI (Central Govt: BIS);
12. Prevention and Community Resilience: evaluating *older people's community* funded services, Kirklees (LA);
13. *Personalisation*: assessment of integrated approach to uptake (MIND);
14. Establishing Connected Communities based care pathway for *people with LTCs*, N. Manchester (CCG)

Theory of change: Understand, Involve, Connect

GROWTH IN COMMUNITY CAPITAL

UNDERSTAND — Map the assets and relationships in a community or around a particular individual

INVOLVE — Co-produce interventions that involve participants and service providers working together to develop shared solutions

CONNECT — Faciliate platforms that enable social connection; broker individuals to sources of support or weave networks among people and groups

We suggest that community capital can be grown through a way of working that follows the Connected Communities principles of *Understanding* the local situation, relationships and patterns of isolation, *Involving* people in creating a solution, and aiming to *Connect* people to one another to reduce isolation and create more connected communities.
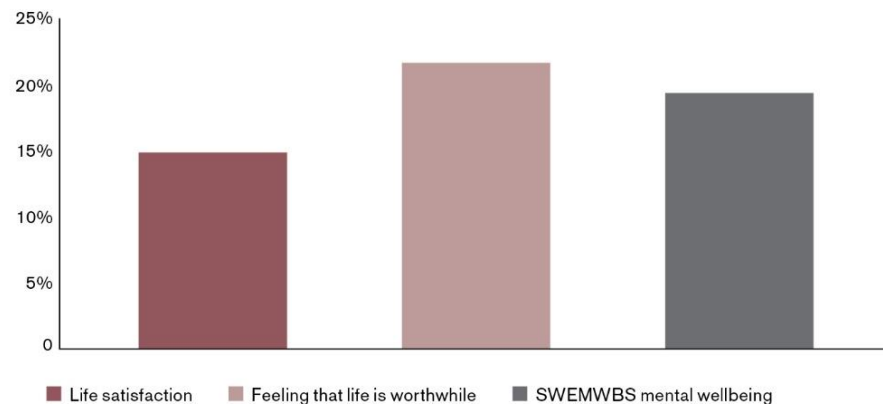
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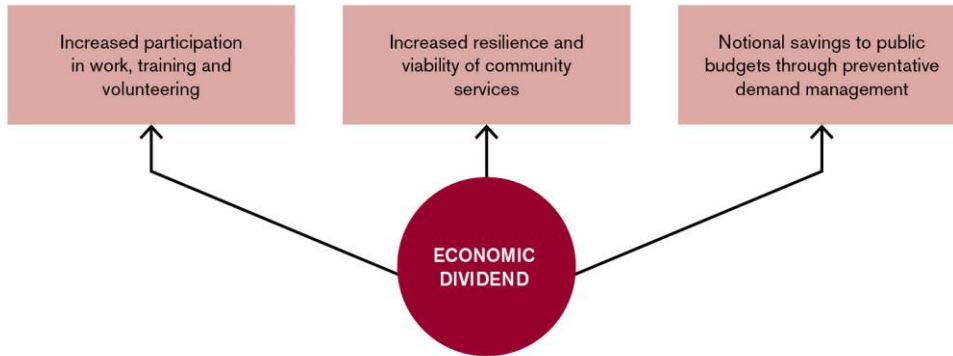*Inclusion and Connected Communities in Policy and Practice*

Connected Communities Methodology

A wellbeing dividend

Participants' average increase in wellbeing measures after Connected Communities pilot interventions

Feeling part of a community

Greater life satisfaction due to enhanced relationships

Social support protecting against harm to mental and physical health

WELLBEING DIVIDEND

25%

20%

15%

10%

5%

0

■ Life satisfaction   ■ Feeling that life is worthwhile   ■ SWEMWBS mental wellbeing

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Inclusion and Connected Communities in Policy and Practice

An economic dividend

Increased participation in work, training and volunteering

Increased resilience and viability of community services

Notional savings to public budgets through preventative demand management
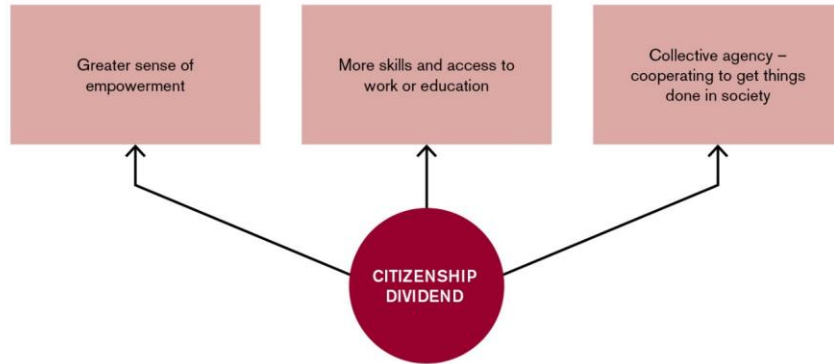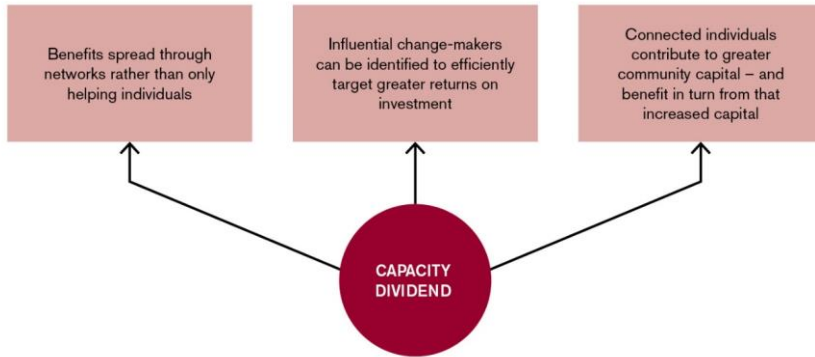
ECONOMIC DIVIDEND

- In one intervention, reductions in participants' use of certain NHS services resulted in savings of 34% in economic analysis carried out by LSE.

- Participants were significantly more likely to be in training or education than before the Connected Communities project started.

- Several participants found jobs and said that this was due to the confidence and connections they gained through the project.

A citizenship dividend

Greater sense of empowerment

More skills and access to work or education

Collective agency – cooperating to get things done in society

CITIZENSHIP DIVIDEND

- After taking part in the Connected Communities projects, participants said they were feeling more useful, better able to make decisions, and deal with problems.

- People with no social connections scored 8% lower in measures of empowerment.

- Feelings of hopefulness and determination seem to be contagious!

- Many people who took part in these projects started volunteering in their communities.

A capacity dividend

Benefits spread through networks rather than only helping individuals

Influential change-makers can be identified to efficiently target greater returns on investment

Connected individuals contribute to greater community capital – and benefit in turn from that increased capital

CAPACITY DIVIDEND

- The 'network effect' means that benefits get passed on to friends and family – and the wider community.

- Many of our projects identified well-connected 'change-makers' who are good at making things happen. Involving these people in new community projects can help to connect people into other networks as well as forming friendly connections inside the project.

'Community Capital' Activity

Connected Communities West Cumbria

An overview of West Cumbria

Geographically isolated

Post industrial area with Sellafield being a major employer
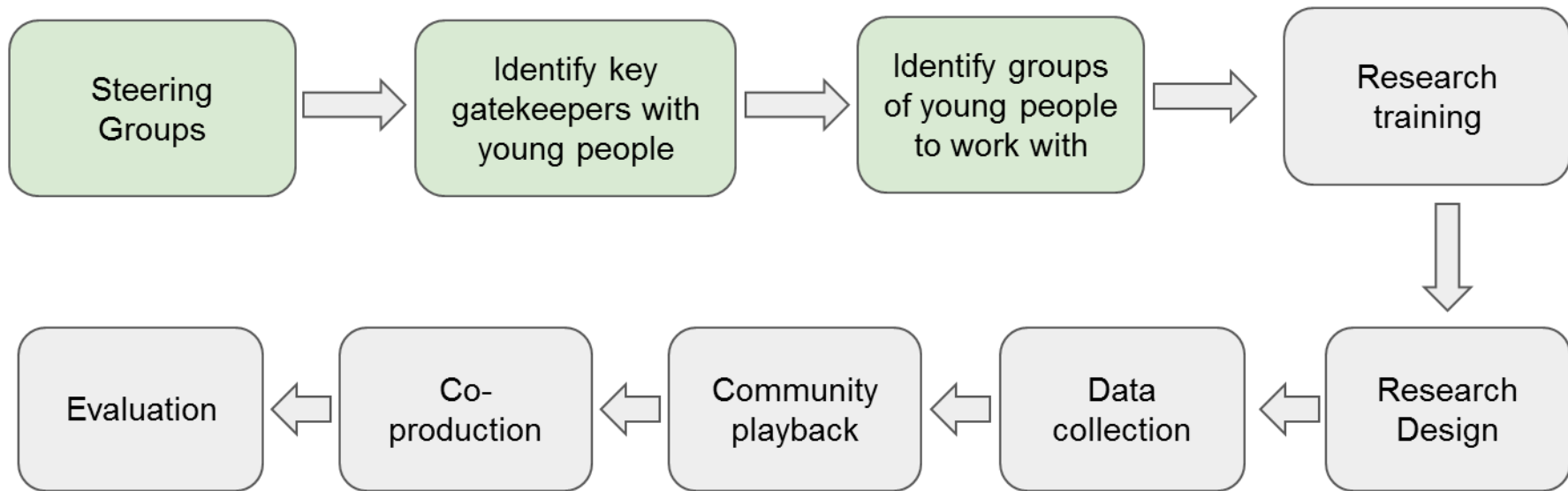
Polarised social demography

Pockets of very high deprivation

Limited services

Below regional and national averages of educational and employment

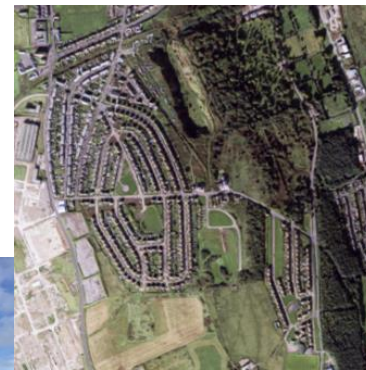# Connected Communities Methodology: Application in West Cumbria

Mirehouse

Focus	- Citizenship in young people - Loneliness in older people
Partnerships	- Well Whitehaven - Cumbria Constabulary - Whitehaven Youth Harbour Project - Mirehouse Community Association - Valley Primary School
Research Activity	1. ***Case study*** evaluation of Future Pathways 2. ***Connected Communities methodology*** featuring the recruitment and training of young people to conduct community research into loneliness in older people

Woodhouse

Focus	● Citizenship in young people ● Citizenship in parents of young people
Partnerships	● County councillor for area ● Howgill Family Centre ● Monkwray Primary School ● St Benedict's Catholic High School
Research Activity	1. *Case study* evaluation of Youth Council formation 2. *Connected Communities methodology* featuring recruitment and training of parents of young people to conduct community research into parental citizenship and participation

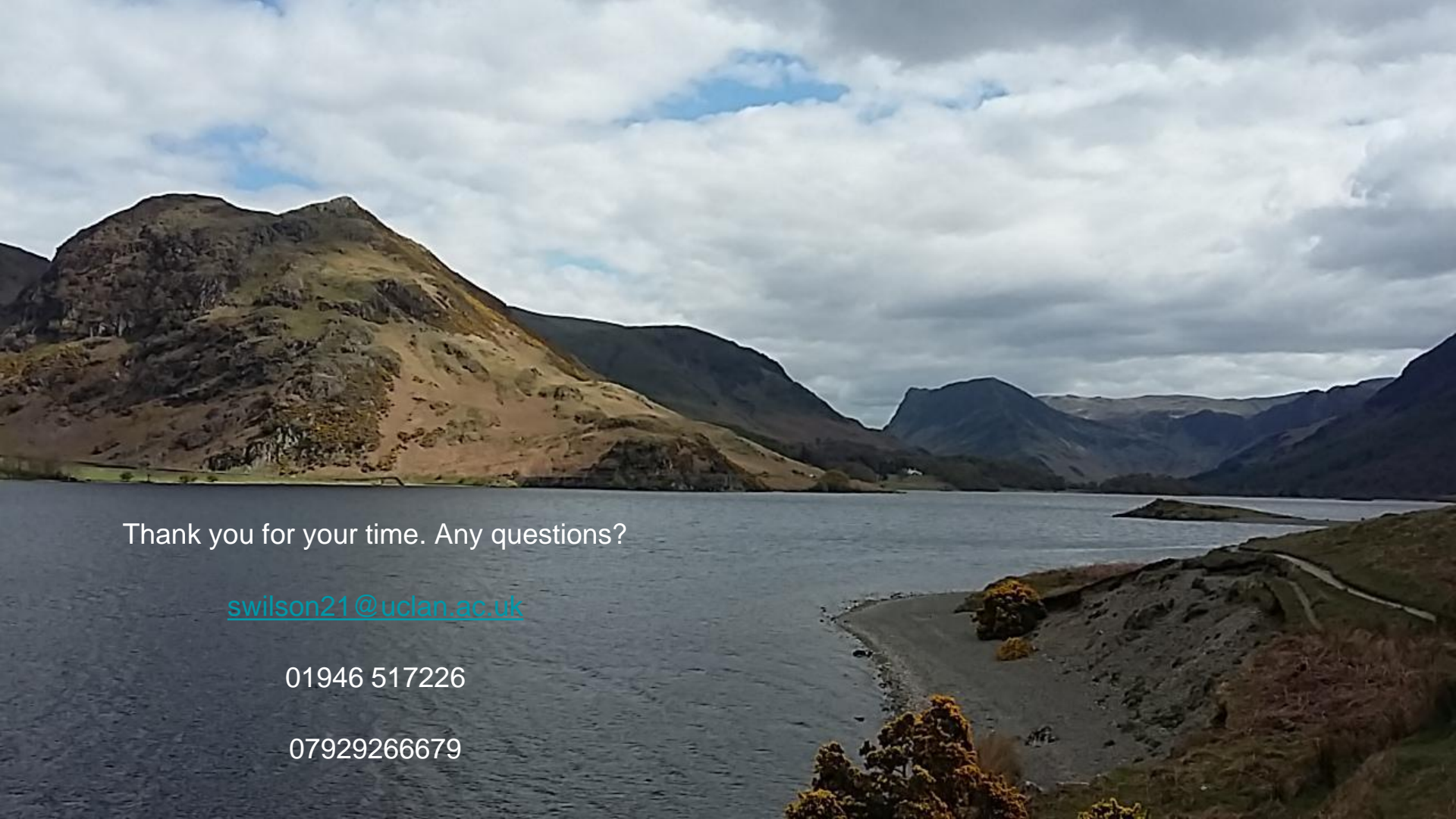# 'Creating Your Own Connected Communities' Activity

Implications

Combined, these strands of research aim to compare and contrast ways of partnership working in projects aiming to promote *youth citizenship*, informing future research, policy and practice.

Results will complement existing research on the role of different *gatekeepers* in engaging and researching with less traditional sample populations.

Findings can add to the current literature on *participant led research* with young people, providing case studies publishable in peer reviewed journals.

Best practice can be developed and incorporated on a local and national level though *overcoming social challenges and promoting citizenship and engagement*.

Thank you for your time. Any questions?

swilson21@uclan.ac.uk

01946 517226

07929266679