



AN ACTIVE COMMUNITY

January 2019

King's Park Moving Together - An Active Community - Hackney

Local Delivery Pilot – Organisation Responsible

London Borough of Hackney:

Lola Akindoyin, Head of Programme, Hackney Council:

lola.akindoyin@hackney.gov.uk

Michelle Taylor, Programme Manager, Hackney Council:

michelle.taylor@hackney.gov.uk

Brief background about the place

King's Park ward, in the south east of Hackney, has been chosen as our pilot area and we are focusing, although not exclusively, on two social housing areas – Clapton Park and Kingsmead.

Clapton Park and Kingsmead have been selected because the issues in the area that we want to address through our pilot, are shared across the borough. This will very much be a 'Hackney' pilot, with a long-term aspiration that it is owned and shared borough wide. This more focused, locality-based approach will allow us to intensively develop an asset-based community led model that can, in future, be used elsewhere in Hackney and beyond.

Our approach to delivering the pilot is underpinned by a commitment to understanding the lived experiences of people in the community. We will use this insight to co-design 'solutions' to some of the inherent barriers to physical activity in our place. We will do this by working collaboratively with others and empowering all residents to be healthy, active citizens, whatever their background and circumstances.

Fundamentally, we are seeking to use physical activity to improve health outcomes and reduce health inequalities for people living in the pilot area.

King's Park is an area rich in assets that could be used for physical activity of all kinds, with a good network of community spaces including several green spaces. There is also a small, but strong and active local network of community groups interested in working with us to deliver the outcomes for the pilot.

What is the Hackney Pilot trying to achieve?

On the surface, Hackney is a healthy, active borough. Come here on a weekend and you'll see our parks and canal towpaths, crowded with runners and cyclists. Our

residents have access to a wide range of open spaces and sports facilities, but many of those runners, cyclists and swimmers are young, white, employed, and affluent.

Amongst Hackney's long-standing and less affluent communities, there is a very different picture. Mental health ill health, smoking related illnesses, and obesity are highly prevalent in the borough. In too many cases, living on a low income/being less affluent in Hackney also means to be unhealthy and to have a more limited life expectancy.

The pilot gives us an exciting opportunity to work with residents, partners, elected members and colleagues to achieve improved health outcomes for residents in our borough.

Progress in the Pilot (September 2018 – January 2019)

What has been happening in the Hackney Local Delivery Pilot?

We worked with 12 local partners to carry out some initial grassroots insight activity during September and October 2018. Through this process, we were able to hear from just under 300 residents from the estates. Partners used creative ways to gather and present people's views, and this gave us some rich insight, particularly around people's feelings about the area which is important for us to understand as we work together to develop the pilot.

The core pilot team is now in place and we moved to an office in the heart of our area in December 2018.

We published the specifications for our evaluation and insight partners in October 2018 and this process is due to conclude imminently.

We worked with community partners and residents to agree a name and brand for the pilot and have chosen **King's Park Moving Together**. All our social media channels are now in place and we can be found via the links below:

- [facebook.com/MovingTogetherKP](https://www.facebook.com/MovingTogetherKP)
- twitter.com/MoveTogetherKP
- [instagram.com/MovingTogetherKP](https://www.instagram.com/MovingTogetherKP)

Our group director and senior responsible owner for the pilot organised for briefings to take place at each of the council's directorate management teams. This has been helpful in raising the profile of the pilot with senior managers internally and enabling us to begin thinking about opportunities for systems improvements or joint working.

We have refreshed our governance structure, and this will now include a Community Partnership that will feed into our Oversight Board. The Community Partnership is a collaborative space that brings residents, partners and council officers together to help steer the direction of the pilot.

Recent thoughts and learning

Procurement processes require a lot of forward planning and time.

Although, we have an office in the ward, it is a back-office, so it doesn't give us a visible presence with residents. It's also located on one estate and we have found that residents don't really have a reason to go to the other estates at present.

It can be difficult to give life to something and speak credibly about it, without an investment figure. The approach to LDP funding that Sport England have taken has helped to give confidence and enable local conversations to progress.

Whilst Hackney Council is a high performing and innovative local authority, like the majority of public bodies, its structures and governance arrangements are generally designed to reduce risk, because of the significant responsibilities it has as a custodian of public money and also to residents/visitors to the area. This can lead to issues that need to be worked through in order to do things differently, despite the ambition and desire to do so within the council. This particularly relevant to matters like procurement and governance/decision-making structures for the pilot.

This isn't just about more Zumba. We say this light-heartedly to make the point that we find ourselves regularly having to reinforce. That this isn't just about more activities but helping all of us to broaden our thinking about the range of things (including the system) that could support people to be more physically active.

Despite receiving the news in November 2017, that Hackney was selected as one of the local delivery pilots, the pilot is very much in its infancy. It has been challenging at times to manage expectations with those who just want to see us visibly do more, even though our approach is based on using insight to shape and design what we do.

The nature of community development is that it should be organic, uncertain, fluid and challenging, but fantastic to be part of. It can also take time to build trust, develop partnerships and agree new ways of working. Allowing time for this to happen can be an uncomfortable space for anyone with pre-set expectations of the pilot.

What's coming up

We will be:

- Creating a 'buzz' about the pilot with residents and the range of organisations in the area, including local businesses.
- Inducting our insight partner and evaluator and agreeing the focus of their work. For the evaluator, it will be setting the baseline linked to the national evaluation.
- Establishing our new Community Partnership with the support of a facilitator.
- Conducting an audit of community spaces (size etc. and their usage) in our area.
- Exploring opportunities for a visible space that residents can access on both estates.
- Exploring opportunities to work with colleagues on the Cricket World Cup and Hackney's Festival of Fitness. Both involve events taking place in our area later this year.
- Looking at a range of strategic plans linked to regeneration in our place and how they interact with the ambitions of the pilot.

- Using emerging insight to begin identifying investment priorities for our pilot.

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