THE BOROUGH MANIFESTO
YOUR BOROUGH
YOUR COMMUNITY
YOUR SAY
Borough Manifesto Conference

November 2016
Councillor Darren Rodwell
Leader of the Council
Welcome
Context

How did Barking and Dagenham compare to other London boroughs in 2015?

- Best in London:
  - Deprivation: 30
  - Low Pay: 31
  - Children in care: 31
  - Unemployment: 31
  - GCSE results: 31
  - A-Level results: 31
  - Homelessness: 32
  - Domestic violence: 32

- Worst in London:
  - Deprivation: 31
  - Low Pay: 31
  - Children in care: 31
  - Unemployment: 32
  - GCSE results: 32
  - A-Level results: 32
  - Homelessness: 32
  - Domestic violence: 28

* or equivalent qualification

Did you know LBBD has...

- 201,979 Residents
  - 7th smallest population in London

- 54,912 under 16s
  - Highest proportion in London and the UK

- 126,143 16s to 64s
  - 4th lowest proportion in London

- 20,924 over 65s
  - 10th lowest proportion in London

- 33 average age
  - Lower than London average (35.8)

- 59.5 male healthy life expectancy
  - Below London average (64)

- 54.6 female healthy life expectancy
  - Below London average (64.1)

- 54% achieving 5 A* to C GCSEs
  - Below London average (60.9%)

- 11.3% have no qualifications
  - Above London average (7.4%)

- 79.4 births per 1000 women of childbearing age
  - Above London average (63.5)

- 80.1 crimes per 1000 people
  - Around London average (78.2)

- £233,119 median house price (all types)
  - Below London average (£488,908)

- 14.2% DWP benefits claimants
  - Above London average (10.3%)

- 4.7% Nigeria most common birthplace outside the UK, followed by India and Pakistan
Context

Ambition 2020 (we all have a part to play)
- Transformation of services and how we do business to respond to reduced budgets and the needs of residents (now and in the future).
- Organising ourselves differently to deliver better outcomes for residents and to realise our potential to be London’s growth opportunity.

Growth Commission (No one left behind)
- Made a series of recommendations to the Council.
- Headline recommendation was to develop a long term vision for the borough, a strategy for achieving it, and to stick to it!
- Clear that the vision and plan must be developed by the community and in partnership.
Councillor Saima Ashraf
Deputy Leader of the Council and Cabinet member for Community Leadership and Engagement
What is a Borough Manifesto?

- sells the borough to businesses and institutions
- addresses big issues and confronts challenges
- provides clear asks of partners (local/regional national)
- is jointly owned by all sections of the community
- sets out the role and involvement of residents in changes

We need long term vision and plan that...
What we did

**Paper forms available from...**
- Leisure Centres
- Children’s Centres
- Libraries and Dagenham One Stop Shop
- Woodlands Registrar
- Town Hall and Civic Centre

**Promoted at community events**
- One Borough Show
- ThamesFest
- Steam and Cider Fair
- Youth Parade

**Targeted engagement with young people**
- Secondary School’s online consultation designed by BAD Youth Forum
- Visited 14 Primary Schools
- Technical Skills Academy
- Visited University of East London

**Local forums**
- Faith Forum
- BME Forum
- International day of disabled persons

**On the streets at...**
- Barking Station
- Chadwell Heath Station
- Dagenham Heathway
- Vicarage Field Shopping Centre

**One-to-one meetings with...**
- Partners
- Voluntary and community sector
Questions

What do you like about Barking and Dagenham?

What don’t you like about Barking and Dagenham?

What do you hope the borough will be like in 2035?

Borough Manifesto - Your borough, your community, your say - get involved
Barking and Dagenham - "Our pledge to our people, of today and tomorrow"

1. What do you like about Barking and Dagenham?

2. What don’t you like about Barking and Dagenham?

3. What do you hope the borough will be like in 2035?

Civic Centre
Wood Lane, Dagenham RM10 7BN

Dagenham Library
1 Church Elm Lane, Dagenham RM10 9GS

Barking Learning Centre
2 Town Square, Barking IG11 7NB

PRIZE DRAW TO WIN AN iPAD
If you would like to be entered into our Prize Draw to win an iPad, please enter your details below:
Name: ________________________________
Email address: __________________________
Postcode: ______________________________
Phone number: __________________________

Be sure to respond so that we know what priorities are important to you when we start setting out our vision for the next 20 years. You could also be in with the chance of winning a brand new iPad (details overleaf).

If you would like more information or to respond to this consultation in more detail please visit www.lbbd.gov.uk/manifesto
2,845 people told us what they think:

- **1091** Paper forms
- **624** Secondary Schools consultation
- **566** Primary Schools
- **564** Online portal

High level analysis has been prepared and will be shared with you today.
Responses

The Borough Manifesto
Your Borough
Your Community
Your Say
Next steps

- Delivery of the Manifesto together
- Partnership agreement for the Manifesto
- Preparation of the Manifesto document
- More detailed analysis of consultation
- Your view of the results and input into setting the priorities
Timeline

Today
- Borough Manifesto Conference

End of November
- Analysis of consultation findings and feedback from conference

Early February
- Borough Manifesto draft at Barking and Dagenham Delivery Partnership

November to January
- Borough Manifesto development

March
- Borough Manifesto Launch

March onwards
- Collective ownership and delivery
Chris Naylor
Chief Executive
A mammoth effort. The largest consultation in the borough’s history.

It is not a survey. It’s a very large conversation!

- Paper based three question survey - 1091 responses
- Online tick box questionnaire - 564 responses
- School’s online questionnaire - 624 responses
- Primary school - 566 responses

Total = 2,845

We have tried to reach far and wide to hear as many voices as we can.

There has been a significant attempt to tap into hard to reach groups.

What we’ve heard is similar to what is reported in the Annual Resident’s Survey, but with a greater sense of optimism.
What the Community Said

What do you hope Barking and Dagenham will be like in 2035?

Ten response themes reflected in today’s table set up:

<table>
<thead>
<tr>
<th>Aspirational themes</th>
<th>1. Regeneration and housing</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>2. Environment</td>
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<td></td>
<td>3. Services, facilities and events</td>
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<td>4. Education, employment and skills</td>
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<td>5. Community and cohesion</td>
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<td>6. Crime and safety</td>
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<td>7. Barking and Dagenham 2035</td>
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<td>8. Young people</td>
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<td>9. Health and social care</td>
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<td>10. Civic pride</td>
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In Your Packs

- Full details of what people said that they like, dislike and hope for the future
- Synopses of overall Borough online consultation and online School’s consultation.
- Findings shared with you today will focus on our community’s hopes for the future based on the paper questionnaire - more representative of ‘community conversation’
High Level Results

Based on 1091 paper survey responses received

Borough Manifesto

Your borough, your community, your say - get involved

Do you live in your neighborhood? Perhaps you are new to the area and think it could be improved? Or have you lived here for a long time and have comments on how your neighborhood is changing or what needs to change?

The Borough Manifesto is the document that will set out the long term vision for the borough, and we need you to play your part in helping to develop it by answering the questions set out in the consultation which will run until 31 October 2016.

Please respond so that we know what priorities are important to you when we start setting out our vision for the next 20 years. You could also be in with the chance of winning a brand new iPad (details overleaf).

If you would like more information or to respond to this consultation in more detail please visit www.lbldb.gov.uk/manifesto

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Borough Manifesto - Your borough, your community, your say - get involved

Barking and Dagenham - ‘Our pledge to our people, of today and tomorrow’

1. What do you like about Barking and Dagenham?

2. What don’t you like about Barking and Dagenham?

3. What do you hope Barking and Dagenham will be like in 2038?

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Email address: _______________________

Postcode: __________________________

Phone number: ______________________
### Headlines - hopes for the future

- Much cleaner borough - streets, parks, front gardens
- More affordable housing for all life stages
- Greater enforcement against environmental ASB and behaviour change amongst residents
- More high street shops and department stores in the Borough.
- Places to eat, drink and socialise - good night time offer
- More integrated, cohesive community with renewed sense of community spirit
<table>
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<th>Headlines - hopes for the future</th>
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<tr>
<td>An aspirational place to live and work, and for businesses to settle - a destination that people visit, not just pass through</td>
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<td>Higher standards in education and improved Ofsted ratings of the borough’s schools</td>
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<td>More people in employment, more local job opportunities and overall a more affluent borough</td>
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<td>Less crime and greater feeling of safety on the streets</td>
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<td>More facilities for young people to keep them off the streets and more services for older people to keep them active</td>
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<tr>
<td>People take pride in their local area and do their bit to keep it clean</td>
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Regeneration and Housing Aspirations

- Wider variety of shops, department stores and places to buy clothes. More high quality restaurants and greater choice of places to socialise particularly during the evening
- More affordable housing, more high quality housing, reduced homelessness
- Trendy and vibrant
- Improve roads and have more night buses
- Less crowded borough
Environment Aspirations

- Cleaner streets
- Preserve green spaces and use them better for outside activities
- Maintain parks, update and repair poor children’s play facilities and ensure parks are safe
- Tough enforcement on environmental anti-social behaviour
- Improved refuse service and recycling facilities
- Behaviour change amongst residents to keep clean and tidy
Services, Facilities and Events Aspirations

- More things for young people to do to keep them off the streets
- More community events, especially aimed at children and families
- Improved and more accessible council services - reduce call waiting times and don’t overlook those without internet access
- Increased the number of health related leisure facilities and look at reduced rates for older people
Education, Employment and Skills Aspirations

- Higher performing schools with improved Ofsted results
- More job opportunities in the borough across a range of sectors and increased apprenticeships
- More people in employment and increased affluence
- A place where businesses can flourish

- Other
- Higher levels of employment
- A prosperous, more affluent borough
- More schools and education settings
- More jobs and job opportunities within the borough
- High levels of education with good Ofsted results
Community and Cohesion Aspirations

- More integrated, cohesive community
- Strong sense of community spirit
- Celebrate diversity as well as the borough’s history and cultural heritage
Crime and Safety Aspirations

- Lower levels of crime
- Increased feeling of safety and greater visibility of Police on the streets and in parks
- Tougher policing throughout the borough and greater enforcement against ASB by the council

- Reduce drinking and drug taking
- Improve the safety of children
- A higher police presence and tougher policing
- Less crime and anti-social behaviour
- The borough to be safer and people to feel safe
A borough where people choose to live, work or visit

Rated as one, if not the best borough in London with a positive reputation.

The borough will be trendy with a vibrant feel

Take advantage of the borough’s position in London by focussing on the opportunities the rest of London can offer

It will become a well know city where businesses thrive
Young People Aspirations

- New and improved play facilities for children, especially in parks
- More Youth Centres where young people can socialise in a safe environment
- Children and young people encouraged to pursue education and training
- Job opportunities for young people and affordable housing so they can stay in the borough if they want to
Better health services and support - being able to see a GP when you need to

Greater provision of support to elderly and disabled residents with services that are accessible

Healthy residents and a reduction in obesity

Encouragement of healthy lifestyles, reduced fast food outlets
Civic Pride Aspirations

- Resident’s take more care in keeping the borough clean and are educated around recycling
- Greater enforcement against those who don’t keep their homes and gardens tidy
- People tell others that they are proud to live in Barking and Dagenham
- Residents have aspirations for themselves and the borough as a whole
What we need from the room is:

- Your reaction and feedback
- Input into the Manifesto priorities
- Continue the conversation - presentations and results available online
- Ongoing conversation between now and January 2017
Timeline

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Borough Manifesto development

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March

March onwards

Borough Manifesto Launch

Collective ownership and delivery
Group Activity 1

Group Discussion: Your reaction to the findings

Task: to agree general reactions to results

• Are the results what you expected? Why?
• Do you think these opinions have changed in recent years? How are they changing?
• How can we use the consultation results most effectively?
• Do you think there are any commonly held opinions missing from these results?
• How should we monitor residents’ opinions going forward?
Group Activity 2
Priority Outcomes for the next 20 years

Task: to agree a statement outlining the key priority outcome for the next 20 years

- With the consultation results in mind, what should our top priority outcomes be for the next 20 years for your theme?
- How do these outcomes tackle the long-term challenges facing the Borough?
- How can we monitor progress towards these outcomes?
- Are there any important outcomes missed by the consultation results?
Group Activity 3
The next 5 years

Task: to agree a short list of strategic objectives for the next 5 years

• In the shorter term, what do we need to achieve in the next 5 years, so that we can achieve our 20-year priority outcomes?
• How are these strategic goals identified?
• How will these goals help our top 20-year priority outcomes?
• How can we monitor that we are on track to achieve these goals?
• How can we work in partnership to achieve these goals?
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