

Paper Response Analysis

Hard copies of the Borough Manifesto consultation were placed in the following locations across the borough:

- Abbey Leisure Centre
- Barking Job Centre
- Barking Library
- Barking Town Hall
- Becontree Leisure Centre
- Children's Centres
- Civic Centre Dagenham
- Dagenham Library
- Dagenham One Stop Shop
- Thames View Library
- Valence Library
- Voluntary and Community Sector
- Woodlands Registrar Service

Officers also attended the following events during the consultation period to consult with attendees:

- One Borough Show
- Steam and Cider Fair
- Thamesfest
- Vicarage Fields Road Show

Face to face visits the following CVS and Partner groups were conducted, and at community events. These groups in most instances then continued to promote the paper consultation form amongst their users:

- DABD Golden Years
- Independent Day of Disabled People
- Barking and Dagenham Ethnic Diversity Forum
- Volunteer Bureau
- Faith Forum
- Starting Point User Forum
- RAMFEL LBBB Service Users
- Barking Job Centre
- Voluntary Sector Community Leaders
- Vicarage Fields Roadshow

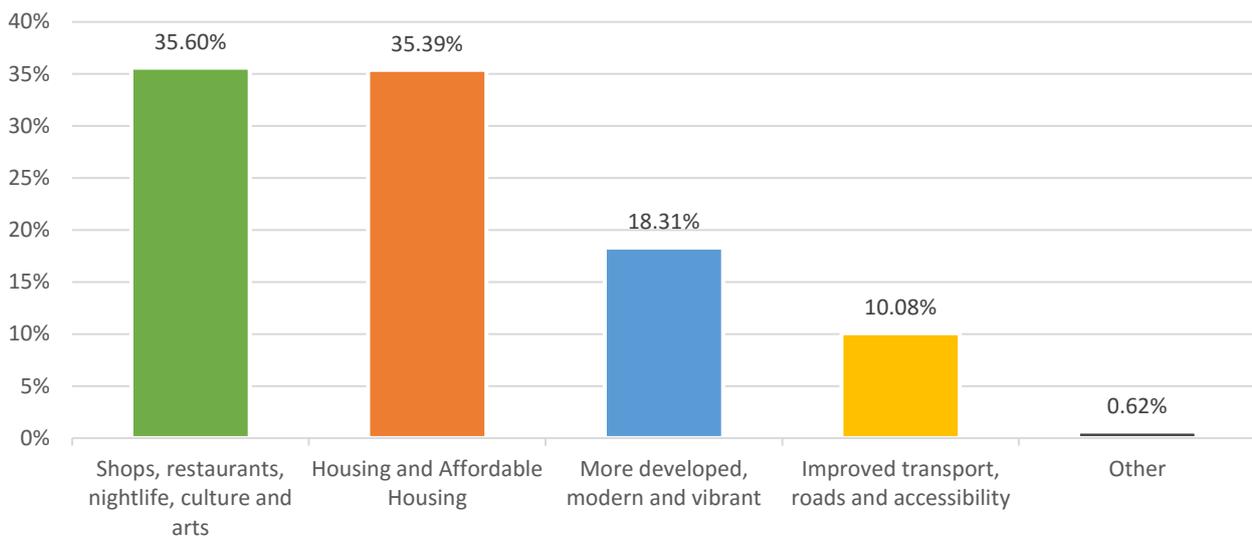
The information below sets out the responses to the question:

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

When analysing the results, it is important to bear in mind the location of where responses were submitted. Those using Children Centres or attending events may be more inclined to focus on these services or facilities.

For this question, 1,920 separate comments were received from a total of 890 individual respondents. These responses were used to identify the following ten emerging themes.

Regeneration and Housing Aspirations



Aspirations of respondents within the Regeneration and Housing theme are broken down into the following categories:

Shops, restaurants, nightlife, culture and arts

- More shops of a wider variety, with larger, well know retailers coming to the borough.
- Shops to remain local and accessible.
- A reduction in the number of fast food and betting establishments.
- A cinema.
- More coffee shops, restaurants and pubs.

More housing and affordable housing

- More houses, including social housing, to be built in the borough.
- Good quality, modern housing developments, focusing particularly on houses and fewer high rise properties.
- Housing to be affordable so people can remain living in the borough.
- Rents to be lower.
- A reduction in homelessness.

More developed, modern and vibrant

- Money invested in the borough with new buildings and modern developments.
- Towns that are aesthically inviting.
- A greater use of technology.
- Trendy with a general vibrancy.

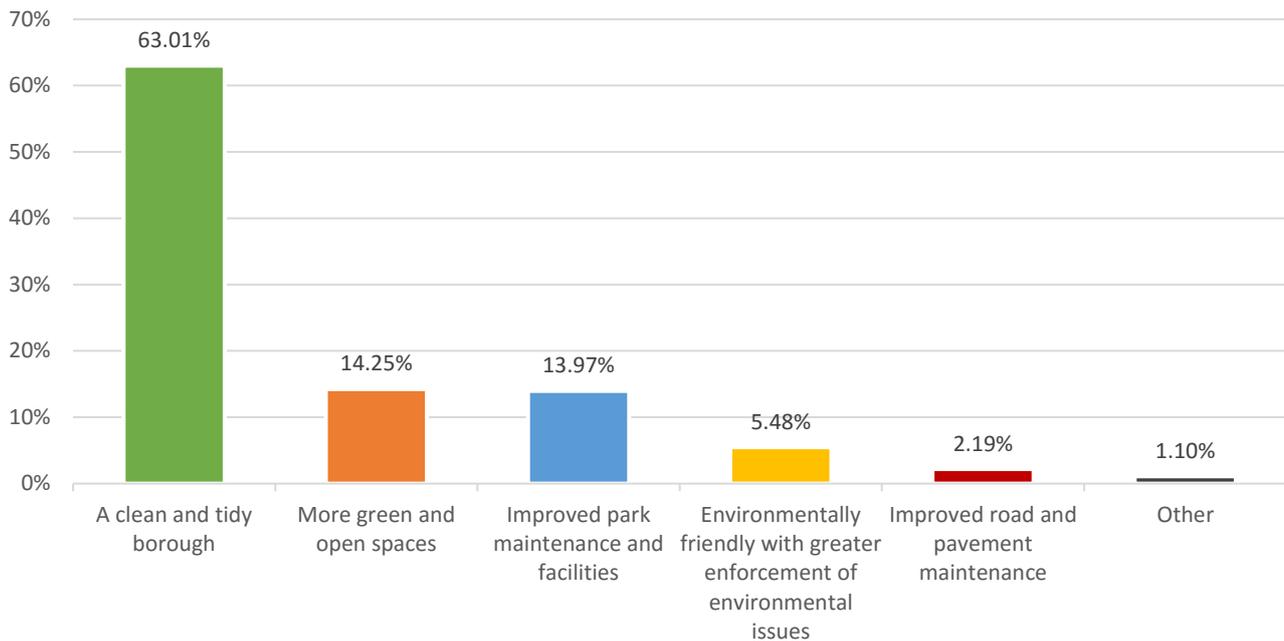
Improved transport, roads and accessibility

- Improved transport links across the borough.
- Improve transport links with the rest of London.
- More buses, particularly after midnight.
- Increase parking for residents with less restrictions.

Other

- The borough to be less crowded.

Environment Aspirations



Aspirations of respondents within the Environment theme are broken down into the following categories:

A clean and tidy borough

- A clean borough with less litter.
- The Council to provide an effective street cleaning service and more litter bins.
- Residents share the responsibility for improving the cleanliness of the borough.

More green and open spaces

- A greener borough with more trees.
- More open space for outdoor sports and activities.
- Preserve green spaces and prevent new developments being built on them in the future.

Improved park maintenance and facilities

- Improved cleanliness of parks.
- Park play areas repaired with ongoing maintenance improved.
- Using parks to provide children with more facilities to keep them entertained, whilst ensuring they remain safe.

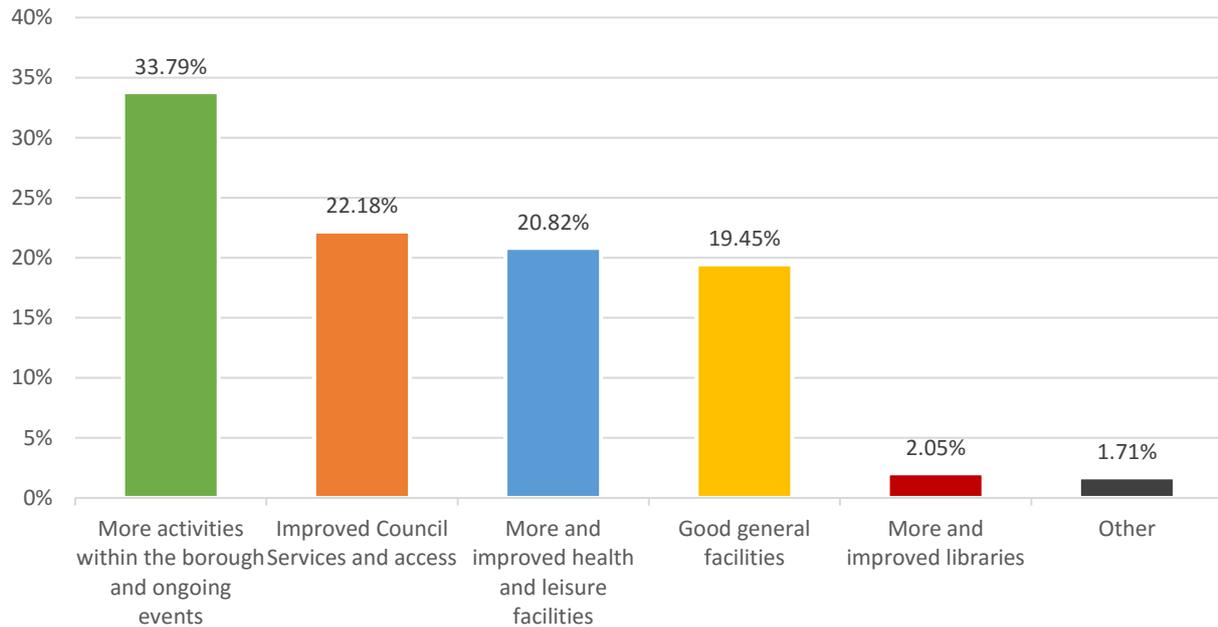
Environmentally friendly

- The borough to be environmentally friendly, with residents more aware of environmental sustainability.
- Greater enforcement by the Council against those who neglect the environment.
- Less pollution.

Road and pavement maintenance

- Upgrade and maintain the borough's roads.
- Ongoing improvement and maintenance of roads, pavements and walkways.
- Less cars and congestion on the borough's roads.

Services, Facilities and Events Aspirations



Aspirations of respondents within the Services, Facilities and Events theme are broken down into the following categories:

More activities within the borough and ongoing events

- More activities in the borough, especially for children.
- Places where young people can socialise, reducing the number that congregate in public areas.
- Facilities and activities designed specifically for families.
- More outdoor events, in particular free events.

Improved Council services and access

- An improvement of Council Services generally.
- Making the Council easier to contact, improving its accessibility to all residents.
- Council staff that provide an excellent level of customer service.

Improved health and leisure facilities

- More and improved leisure facilities, including children's play areas.
- An increase in the number of health facilities, including swimming pools and gyms.
- Cheaper health facilities.
- A variety of outdoor sports facilities.

Good general facilities

- To see good quality general facilities, although not always specific about the type
- Facilities for older people.
- Facilities for children, particularly Children's Centres.

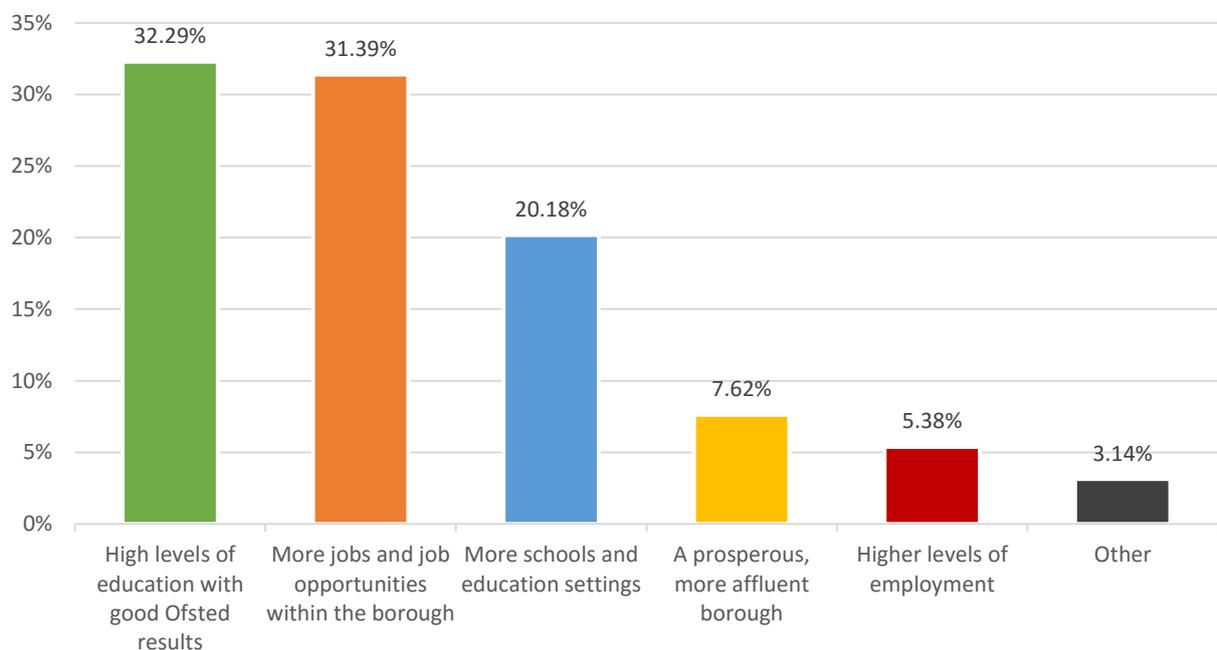
More and improved libraries

- More libraries with longer opening hours.

Other

- Council tax and rates kept low.
- The Council will have more funds to help the less fortunate.

Education, Employment and Skills Aspirations



Aspirations of respondents within the Education, Employment and Skills theme are broken down into the following categories:

High levels of education with good Ofsted results

- The borough to have good quality schools with high standards of teaching.
- All schools to perform well in Ofsted inspections.
- Better education for all residents to improve access to employment.

More jobs and job opportunities within the borough

- More jobs in the borough for residents.
- A variety of job opportunities across different employment sectors.
- Attract a large employer to the borough.

More schools and education settings

- The building of new schools.
- New colleges and a university.

A prosperous, more affluent borough

- Barking and Dagenham to become more prosperous.
- To be viewed by others as an affluent borough.
- A borough where business and commerce thrive.

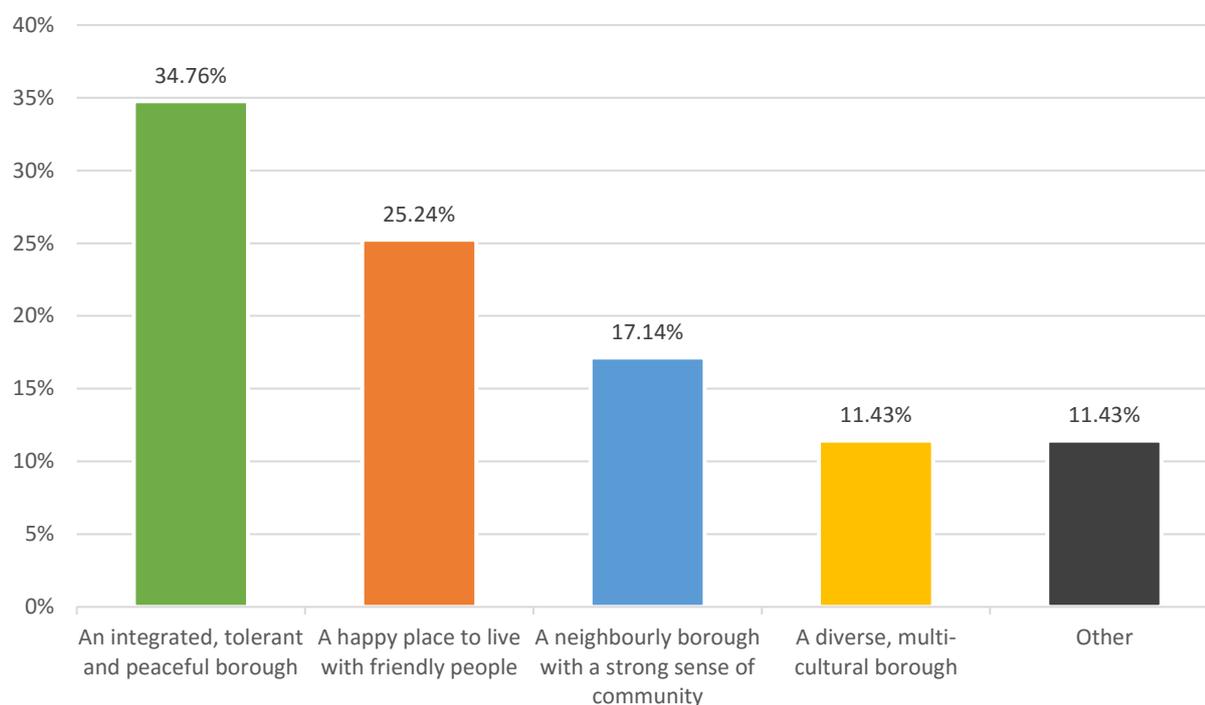
Higher levels of employment

- Linked to jobs and job opportunities, respondents hope to see less unemployment.
- A reduction in poverty.
- A borough with hard working residents.

Other

- More funding for local businesses.
- A reduction in childcare costs to support working parents.

Community and Cohesion Aspirations



Aspirations of respondents within the Community and Cohesion theme are broken down into the following categories:

An integrated, tolerant and peaceful borough

- The borough is peaceful and inclusive in the future.
- People are more tolerant and respectful of one another.
- Integrated communities, where families come together to socialise.

A happy place to live with friendly people

- People to feel happy living in Barking and Dagenham.
- For everyone to be friendly towards one another.
- All people, including visitors, feel welcome in the borough.

A neighbourly borough with a strong sense of community

- A strong community spirit making people want to stay living in the borough.
- Community days for families and community projects that all residents can get involved in.
- More neighbourly and a place where people talk to one another.

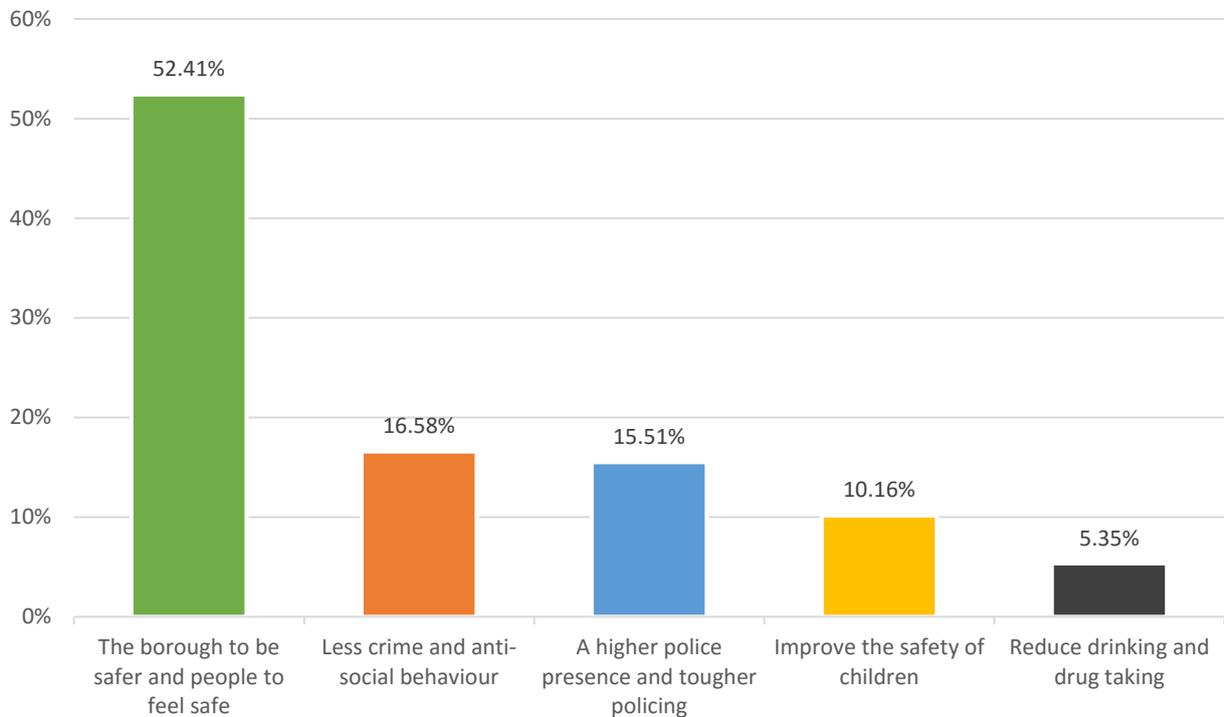
A diverse, multi-cultural borough

- A multi-cultural borough.
- The borough increases and celebrates its diversity.
- People from all walks of life alongside one another.

Other

- The borough to have its own identity.
- The Council continues to look after long-standing residents.

Crime and Safety Aspirations



Aspirations of respondents within the Crime and Safety theme are broken down into the following categories:

The borough to be safer and people to feel safe

- Barking and Dagenham to be safer, although respondents did not necessarily state what makes them feel unsafe.
- Residents to feel safe when out in the borough, particularly after dark.

Less crime and anti-social behaviour

- The borough to have low levels of crime.
- Less anti-social behaviour such as spitting and vandalism.

A higher police presence and tough policing

- An increase in the number of police officers and community support officers.
- A greater police presence on the streets after dark.
- Dedicated patrols within the borough's parks.
- Tougher policing throughout the borough, including greater enforcement by the Council.

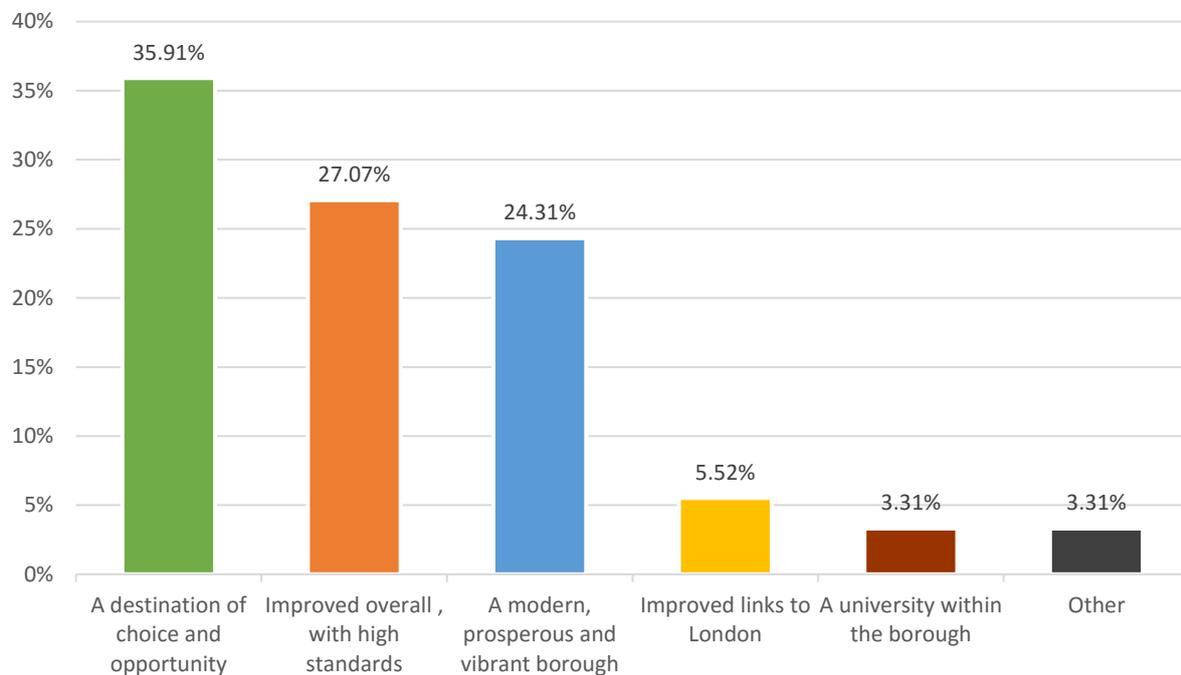
Improve the safety of children

- Increase the number of places where children can play safely.
- Children to feel safe when out in the borough.
- Young people not congregating in large groups or gangs.

Reduce drinking and drug taking

- Linked to reducing crime and anti-social behaviour, reducing the visibility of drinking and drug taking on the borough's streets.
- A reduction in the types of crime and issues associated with alcohol and drugs.

Barking and Dagenham 2035



Aspirations of respondents within the Barking and Dagenham in 2035 theme are broken down into the following categories:

A destination of choice and opportunity

- A borough where people choose to live, work or visit.
- Rated as one of, if not the, best borough in London with a positive reputation.
- Attract well known retailers to the borough's high streets.
- A borough that provides opportunity for everyone.

Improved overall, with high standards

- Although not with specific examples of how, respondents want the borough to be 'better'.
- A borough where there is a high standard of living.

A modern, prosperous and vibrant borough

- There will be ongoing developments with a focus on increasing modern buildings and facilities.
- It will become a well known city where businesses thrive.
- The borough will be "trendy" with its own identity and vibrant feel.

Improved links to London

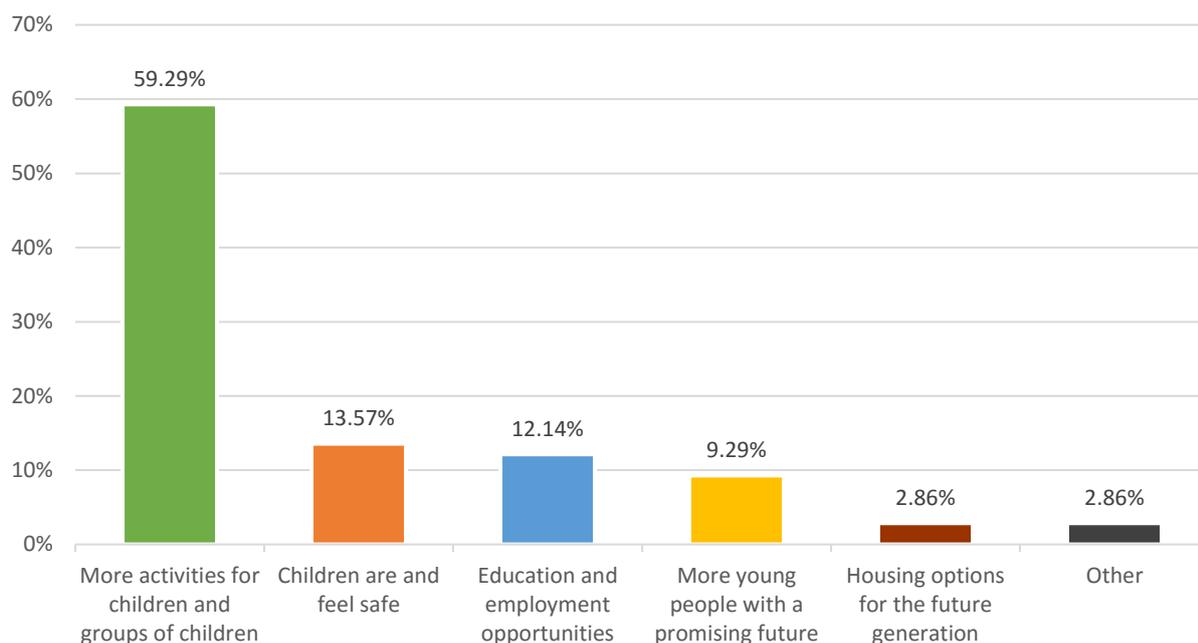
- Take advantage of the borough's position in London by focusing on the opportunities the rest of London can offer.
- Improve transport links to make access with the rest of London easier.

A university

- A number of respondents highlighted the opportunities a university would bring for residents as well as for the borough as a whole.

Other – To be more competitive

Young People Aspirations



Aspirations of respondents within the Young People theme are broken down into the following categories:

More activities for children and groups of children

- New and improved play facilities, particularly in the borough's parks.
- Youth clubs for older children so they can socialise in a safe environment, rather than in public areas.
- Community events and activities for children.

Children are safe and feel safe

- Children's play areas are well maintained to ensure their safety in the borough's parks.
- For all children to be safe and to feel safe in all areas of Barking and Dagenham.

Education and employment opportunities

- Young people are encouraged to pursue their education in order to improve opportunities later in life.
- All children are able to attend their local school.
- Local jobs and job opportunities are available to young people.

More young people with a promising future

- The borough to be a nice place where children can be proud to live in the future.
- Young people helped to become promising, outstanding citizens.

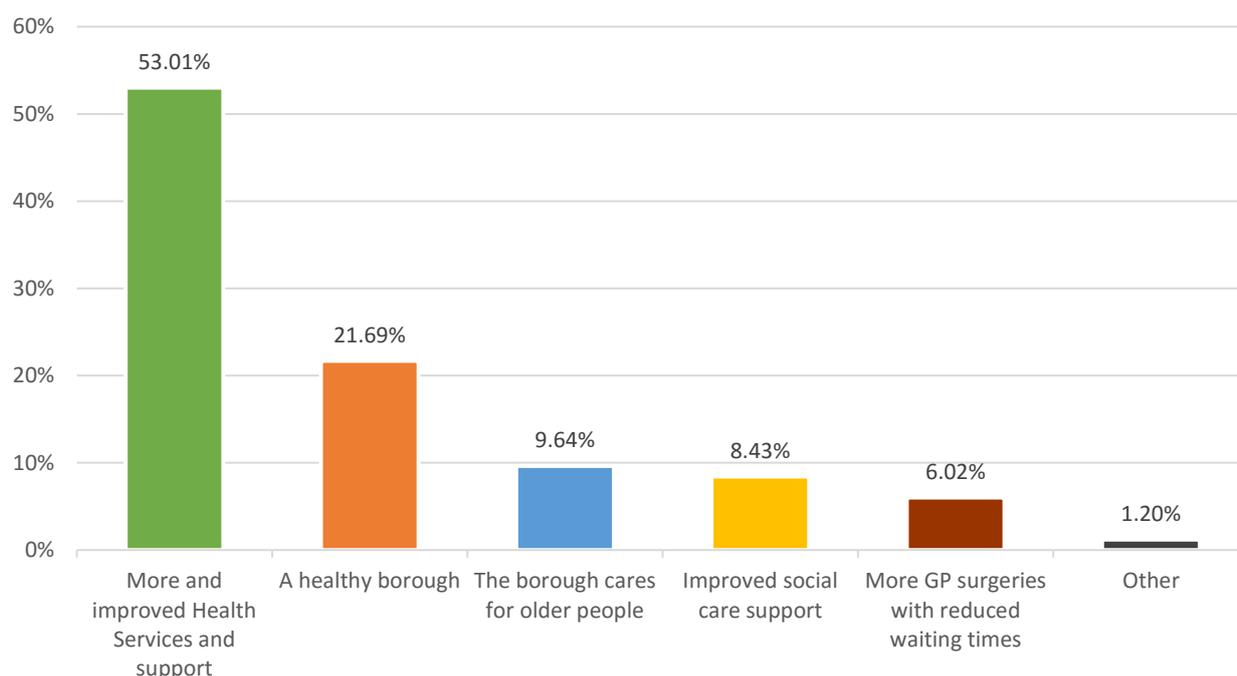
Housing options for the future generation

- More housing for future generations.
- Housing that is affordable so young people can stay living in the borough.
- High standards of living so children do not have to live in poor quality accommodation.

Other

- Lower childcare costs.
- There is continuity of services for young people from the ages of 0 – 19.

Health and Social Care Aspirations



Aspirations of respondents within the Health and Social Care theme are broken down into the following categories:

More and improved Health Services and support

- Better health services and support with specialised departments.
- More walk-in centres and clinics across the borough.

A health borough

- A borough with healthy residents and a reduction in obesity.
- A reduction in the number of fast food outlets across the borough to encourage residents to live healthy lifestyles.
- More sports activities and health facilities.

The borough cares for older people

- To provide adequate care for older people.
- The Council to provide more services for older people, ensuring they are accessible to all.
- Consider older people when designing and building new housing developments.

Improved social care support

- To provide more support to elderly and disabled residents.
- Social care services to be accessible with a high level of customer care.

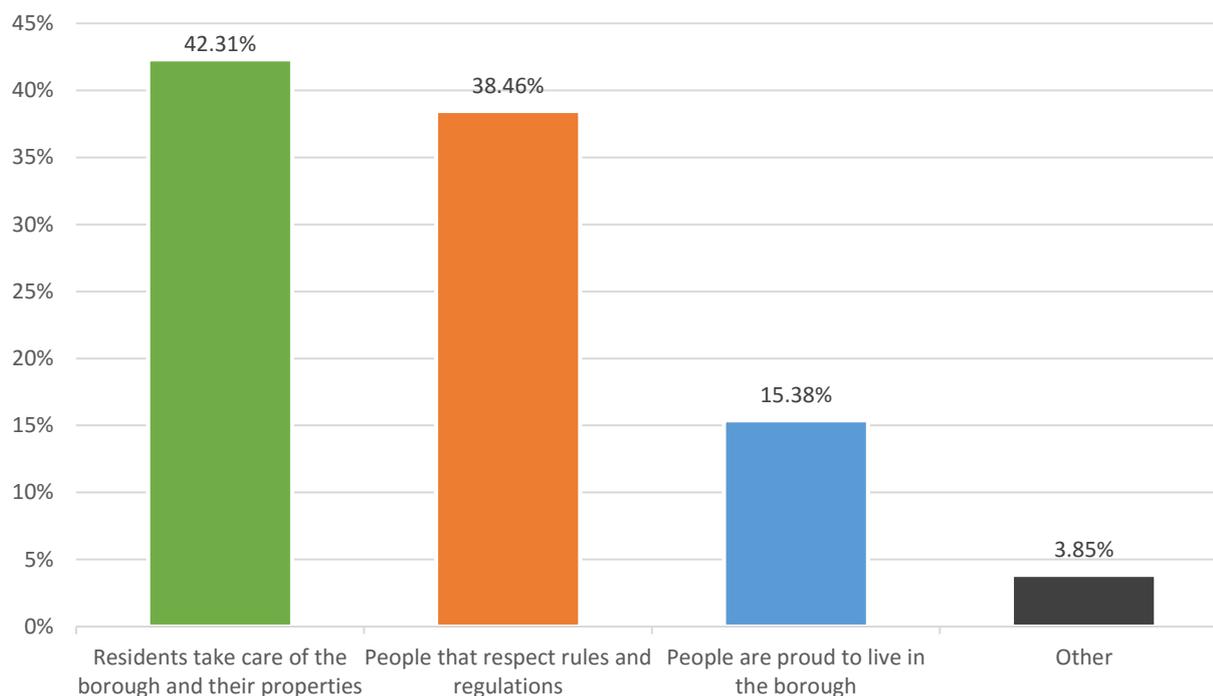
More GP surgeries with reduced waiting times

- More GP surgeries across the borough.
- Good regulation of all GP surgeries.
- Improving the availability of GP appointments and a reduction in waiting times.

Other

- More activities for residents with disabilities.

Civic Pride Aspirations



Aspirations of respondents within the Civic Pride theme are broken down into the following categories:

Residents take care of the borough and their properties

- This links specifically to residents taking responsibility for the cleanliness of the borough.
- Educate residents about environmental issues such as recycling.
- Greater enforcement against those who fail to keep their homes and gardens tidy.

People that respect rules and regulations

- Less anti-social behaviour on the borough's streets, with a reduction in spitting, drinking and swearing.
- Tougher policing against those who commit crime.

People are proud to live in the borough

- Residents show pride in the borough by maintaining their properties and the environment in which they live.
- People tell others they are proud to live in Barking and Dagenham.
- Improvements are made for young people so they will choose to live in the borough as they get older.

Other

- Residents have aspirations for themselves and the borough as a whole.