

It's Your Place - Tell Us What You Think!

Bradford Integration Engagement Report Findings

To inform the Stronger Communities Strategy for Bradford District

Prepared by: The Social Kinetic
For: Bradford Council and The Partnership
14th August 2018

Executive Summary

This engagement project used a mix of research methodologies to engage the public over three 'Tell Us What You Think' community research days in three locations (Bradford City, Keighley and Shipley) in July 2018. The approach was designed around tight deadlines and we had 4 weeks to deliver including the design and recruitment of participants. We chose a mix of methodologies to give everyone easy ways to engage that worked for them.

We were greeted with huge enthusiasm by communities who were keen to share their views and had lots to say. We engaged more than 630 individuals, of which 400+ spoke with researchers at length, often for an hour or more. The project was delivered in partnership with SK, The Safer Stronger Communities Partnership, The Partnership and youth volunteers who contributed significantly to its success.

For more detail please see the:

Bradford Integration
Engagement Report Findings
– Key Headlines

and/or

Bradford Integration
Engagement Report Findings
– Full report

Mixed methodologies included:

1. **Idea boards** for facilitated and non-facilitated feedback/shortlisting
2. **Focus groups**
3. **Open ended boards** to explore broader views on integration
4. **Online surveys** (taken out into the community)
5. **Vox Pops**
6. **One-to-one** recorded interviews

Purpose

The purpose of the project was to test a list of seven ideas and initiatives on behalf of The Partnership and identify a shortlist which local 'communities' believe will work. In addition to that SK set to find out what other ideas and recommendations local communities have.

The objectives

- To understand what good integration looks like for communities
- To include a shortlist of those ideas/initiatives which have the most support and could potentially deliver the widest or biggest benefit as part of a Stronger Communities Strategy for Bradford, to be submitted to MHCLG at the end of August 2018.
- To ensure that despite the short time frames, a representative cross section of the communities within the district were meaningfully engaged and involved.

What people asked for:

There were clear themes in the things people asked for:

Safe, crime free and clean environments. Connection, relationships and understanding. Hope, aspiration and joy. Status, recognition and belonging for Bradford. No segregation, more mixing and help with where to start in life and to make a difference. Good quality jobs, more for young people, help and support (life coaching and mentoring). Diversity in local leadership across all services, better services, empowerment, and for communities and individuals to take ownership of the problems.

The key ingredients

In the public's view there are 5 key ingredients of a happier, stronger Bradford district:

1.Safe 2. Proud to be part of 3. Optimistic 4. Connected and respected .5 Equal

Note: This project was commissioned by Bradford and District Metropolitan Council to support The Partnership. A democratic body made up of community leaders across the district.



“People were really keen to share their responses and feedback: lots of time, effort and love was received by us”



The overview of what we did. Four stage approach:



1. AGREEING THE PURPOSE AND LONGLIST

A) Literature review and data from a British Future Report informed the approach and content.

Purpose and longlist of ideas

B) SK worked with the Council to agree: project purpose and a longlist of ideas and issues to test with the public.

C) The research methodology and draft narrative was agreed.



2. SHORTLISTING OF IDEAS

A) SK met Council staff/stakeholders individually and collectively to understand local issues.

B) Developed a set of Guiding Principles with stakeholders including Bishop Toby Howarth to support shortlisting.

C) Shortlisted ideas for research and testing with the Steering Group.



3. COMMUNITY RESEARCH AND ENGAGEMENT

3x community research days in: Bradford City Centre, Keighley and Shipley

Mixed methodologies included:

1. **Idea boards** for facilitated and non-facilitated feedback/shortlisting
2. **Focus groups**
3. Open ended boards to explore broader views on integration
4. **Online surveys** (taken out into the community)
5. **Vox Pops**
6. **One-to-one** recorded interviews



4. ANALYSIS AND SHARING THE FINDINGS

1. **Open ended feedback to establish 'criteria'** (what was important to the public) to measure ideas and wider feedback.
2. **Analyse feedback on ideas, shortlisting and new ideas** – measured against 'criteria' informed by research.
3. Mapped by idea and audience.
4. Presented the findings.
5. Made recommendations.

The 7 shortlisted ideas for testing

The 7 ideas for testing with the public. They were shortlisted and agreed by The Partnership.



Employment Opportunities: Finding ways around things that might stop people applying for or getting jobs, so everyone has the chance to find work and do well at work



English Language and Life: Giving everyone the chance to learn English and adapt to day to day life in the district



Hope for the Future: Helping people feel they have a future in the district so they feel good about living here



Building Respect and Friendships: Between people of all ages, ethnicities, genders and faiths



Dealing With Hate Crime and Intolerance: and the things that make people afraid of or angry with each other



Sharing Spaces and Places: Creating spaces where everyone from the local area can mix-work, play and socialise together



Linking Up Schools: Helping young people to mix with other young people who have different backgrounds to them

Some of the big things people were asking for unprompted.

Safe, crime free and clean environment

- A chance to live without fear and violence
- Retain green spaces

Connection, relationships and understanding

- The chance to build deep, human connections genuine, authentic and in a safe way
- Shared purpose and goals
- Opportunities for people to come together
- More cultural awareness

Hope, aspiration and joy

Good News

Better media coverage
Positive stories

Status, recognition and belonging for Bradford

No segregation more mixing

“Where do I start...”

Good quality jobs

Opportunities for all

More for young people

Spaces, places, opportunities and things to do

Help and support

Life coaching and mentoring

Diversity in local leadership

Better services

Empowerment

To be heard and to influence

Responsibility

For communities and individuals to 'reflect' and own problems

Ranking

It became clear that it was not simply a case of ranking the 7 ideas. Addressing employment and economic regeneration alongside 'hope for the future' was the vision for the future. Addressing 'hate crime/crime and intolerance' was something the public wanted to address and leave behind. Schools linking, shared spaces and places, respect and friendships and English language were seen as stepping stones to building understanding and connection and a future with Hope.

What I want to avoid?



Hate Crime

Chaos, dirt, violence, fear, insecurity, anxiety, inequality in society

What are the stepping stones?



School linking/mixing at a young age



Shared spaces and respect and friendships



English language and life



Building understanding and connection

What would an ideal integrated society look like?



Employment and regeneration of Bradford



Hope for the future
Pride for the area

- **Connected**
- **Valuable**
- **Equal**
- **Agency**

Summary of findings

The following summarises the responses to the ideas. More detail, including the ideas and recommendations are in the the full report.

Employment

This was viewed as the number one priority, particularly for young people. Everything flows from having properly paid jobs with good and equal opportunities to progress. Employers say they have a lot of jobs available – they need the right people with the right skills and most importantly right attitude to fill them and help them prosper.

Employment was seen as the route out of poverty and the key to regenerating Bradford, giving individuals and their loved ones security and a future. The ask is for: aspiration, education, help to find, get and keep jobs and to progress/do well at work.

Hope

Like employment, there was a view that where there is hope, everything else will flow. People want hope, joy, aspiration and opportunity. Bradford, feels left behind and without hope. With hope comes belief in the potential and momentum for change. Hope will help people feel: inspired to try, optimistic, good about staying and building their future locally.

The 4 corner stones of hope are: **1.** Employment and a thriving economy **2.** Education with great schools where children mix and connect **3.** A crime free and well kept environment, homes and thriving town centres and **4.** Pride in Bradford.

“

If I'm OK and not fighting for survival. If I have a job and a future then I will be more open to others...

”

Dealing with Hate Crime and Intolerance

Everywhere we went people talked about the need to clean up the streets and address crime in all forms. They saw it as fundamental to building the foundations of hope and a successful future for the district. They talked about their experience of general, lawlessness, street crime, drugs, robbery, bullying and shoplifting which went unchecked. Hate crime and racism was experienced by many different people. People felt unsafe and insecure and talked about the absence of action and police not responding.

It makes them fearful and insecure. The view was that you cannot build a future where hate and crime exist. Worryingly it was becoming normal to talk about child grooming and modern slavery. There was recognition that young people didn't have a enough to do or a future to aspire to which was leading them into crime.

The overwhelming majority wanted to help and see it change, to build relationships, understanding and peace.

Schools Linking

There was no doubt that people thought mixing and integration at school was important. The public liked Schools Linking. They thought it was essential and a great initiative. What they also said was that it needed to go deeper and build longer and lasting relationships and connections. It needed to extend to parents and teachers who needed the same support too.

There was also a view that in the past integration in schools was better and there was more mixing. There was an ask for equal focus on primary and secondary schools and thinking beyond school to every day life.

“ If I feel insecure because of crime, then I focus more on me, I get isolated and become prejudice...

If we don't make it better, we will never build relationships and friendships and eventually more people will become angry and aggressive towards each other. People will move away and we will miss out on opportunities to work and prosper together.

”

Shared Spaces and Places

People had a lot to say about their spaces and places. For them it's not just what and where they are that is important, but how people behave and make each other feel when they are there. Whether it's a physical or online space – people wanted more safe, cared for and well designed places for people to come together.

Any shared space needs to be considered from 3 perspectives:

1. Physical spaces and places; clean and safe, well designed with the right tools and infrastructure
2. It's purpose and what you do within it; the vision, experience and benefit
3. How it makes you feel; welcoming, creates ownership, accessible, for me and brings joy

Building respect and friendships

Everyone wanted to connect and see more respect and friendships blossoming across the district – in the community, in schools and at work. They did not believe this was an issue just across faiths and ethnicities but also across ages, genders, class etc. They believed that a sense of community and belonging comes from good relationships. Having strong relationships and friendships helps people feel safe and confident and breaks down barriers. People can flourish with personal and informal support.

A lot of people said they wanted to connect with others but were not sure how and where to start. Spaces and places played an important role.

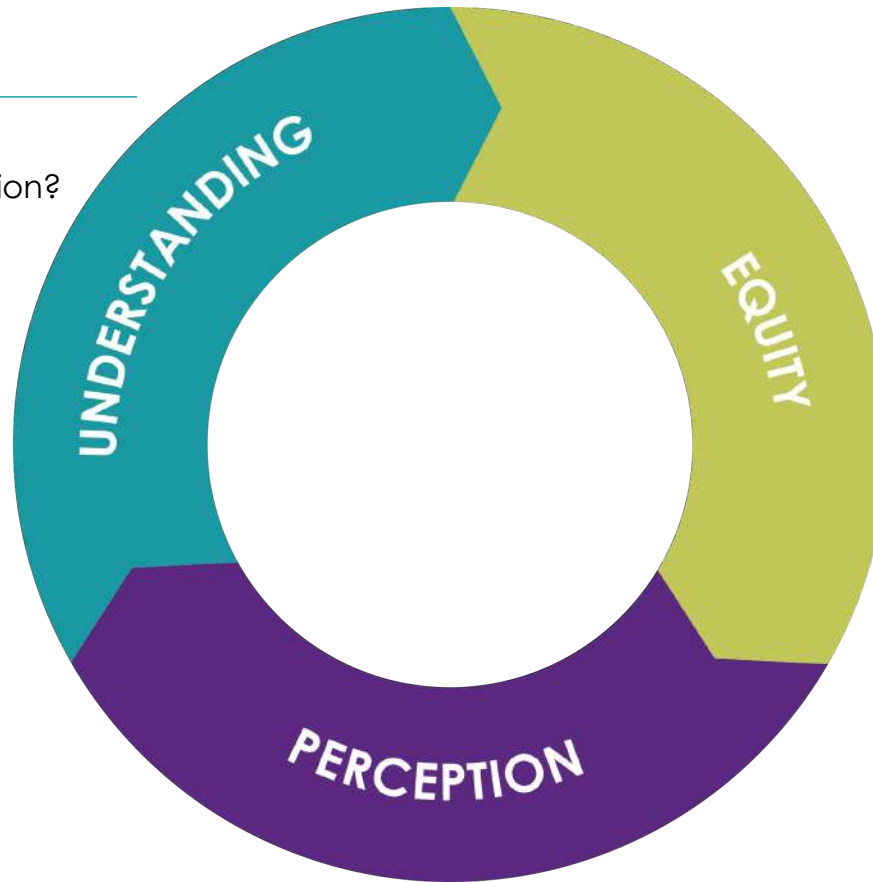
“

Being positive and hopeful is infectious and will change the culture of the district

”

What feeds integration?

My experience of others?
Meaningful human connection?
Empathy for each other?



Am I okay?
&
Am I getting my
fair share?
(resources + effort)

What I hear about others?
What I think I see?

Conclusions and recommendations

Understanding, equity and perception are what feed integration.

The key asks that appear as clear priorities now are:

1. Cleaning up Bradford - including crime
2. Building hope and aspiration
3. Addressing segregation
4. Creating better quality/paid jobs and getting people in to work
5. More for young people - skills, jobs, mentoring, safe places and things to do
6. Building shared understanding across ethnicities, genders, ages and abilities

And considering how you could leverage community ambassadors, life coaching, mentoring and training to help individuals build their lives and flourish.

Where could you start?

Additional insight

There are some areas which would benefit from additional insight and research which could be done relatively quickly:

1. Young men and in particular young people living on estates
2. Harder to reach groups and individuals who are more closely associated with hate crime and intolerance because they have: suffered, are offenders or have stronger views

More detail is in the full report.

The ideas

The engagement has given you a longlist of ideas and a framework of 'key ingredients' to inform decision making.

Key next steps would be to:

1. Map community resources, people and talent
2. Join up your services, spaces, groups and communities
3. Communicate and share the learning, feed back to the public what they told you and what will happen next. That will be very important.

Step one would be to develop a communications strategy and go back to the communities with the findings and discuss the next steps

How could you do it?

Asset Mapping

We would recommend starting with an asset mapping exercise, plotting the shortlisted ideas across.

It would be good to understand which partners/stakeholders/spaces you can use to test, refine and deliver the best ideas.

Who and what do you have to work with?

Prototyping

We would then recommend taking each of the shortlisted ideas to the right stakeholders and convert them into quick prototypes.

This could be in the form of paper concepts, storyboards, games, drawings, role plays, models, short pilots

So you can consider how they would work in practice

Testing

Take these prototypes and quickly test them with the right audiences. This would determine if these solutions are the right ones, what is missing and what needs to change in order to make it better, more relevant

So you can learn what really works

Through this process we will be able to:

1. Understand and tap into your existing resources
2. Make your ideas come alive so that we might quickly get feedback, test assumptions and rapidly iterate
3. Harness early learnings and adapt/change course accordingly
4. Understand which are the ideas that have most potential and are most relevant
5. Develop a roadmap and roll out plan

The Social Kinetic

Design thinking and engagement people

We are the team who have worked with you to deliver this research and insight.

We help ambitious clients **design solutions** to societies most wicked problems and the complex challenges faced by leaders, teams and organisations in a changing, connected world, **with dazzling results**.

We also help them deliver and lead change through design, collaboration, experimentation and innovation. **Building a culture of innovation and design thinking** with coaching, training and 'Let's Crack It' Design Workshops.

The result are bigger and better: outcomes, services, morale and productivity, bottom lines, access to new markets, reputations, collaboration and ambition.

**Social Design
& engagement**

**2 Week
Sprint**


**Ambitious
change**

**Design
culture**

We specialise in social and systemic issues

Such as social Integration, crime, health, housing, homelessness, education and infrastructure. Often multi stakeholder and multi issue – these could be longstanding wicked challenges.

We unleash the collective ideas, knowledge and social energy within communities.



If you would like to find out more about the research or the work we do at The Social Kinetic please get in touch.

Email: clairecater@thesocialkinetic.com Mobile: **+44 (0) 7734 995 807**

Email: Shagun@thesocialkinetic.com Mobile: **+44 (0) 7956 169 662**

Email: Bryony@thesocialkinetic.com Mobile: **+44 (0) 7714 433 253**

[@socialkinetic1](#)

www.thesocialkinetic.com **+44 (0) 20 3397 1141**

