

MAPPING CARRIED OUT TO INFORM THURROCK'S COMMUNITIES TOGETHER STRATEGY

Economic and social regeneration		
(Research activity)		
What is being/has been done	Identified need	Potential/actions in response
<ul style="list-style-type: none"> ▪ Existing ward profiles ▪ Campaign Company's communications research ▪ Tenants Surveys ▪ Tenants Panel ▪ Peer to peer African community survey 	<ul style="list-style-type: none"> ▪ The quantitative statistics available paint a worrying picture of how well people from different communities get on together, particularly in a number of identified neighbourhoods ▪ The focus groups carried out by the Campaign Company, the peer to peer African Community survey and the Hate Crime statistics also highlight these identified neighbourhoods ▪ The Campaign Company, in particular, found some deep seated feelings around new communities which need to be explored in more detail if we are to accurately target resources 	<p>Focus groups to tease out concerns behind feelings expressed:</p> <ul style="list-style-type: none"> ○ Why people feel they don't get on ○ What are the issues around jobs, housing, benefits – particularly those that can be collectively tackled ○ Attitudes around new arrivals/earlier arrivals/ indigenous population; what are the 'dividers' and why ○ What support mechanisms would facilitate partnership between new and existing communities ○ What are the common issues across communities ○ What sources people rely on for information on what is happening or available locally

Economic and social regeneration

(Community engagement and social marketing)

What is being/has been done	Identified need	Potential/actions in response
<ul style="list-style-type: none"> ▪ Development Corporation masterplan ▪ Neighbourhood renewal scoping ▪ Sustainable communities strategy ▪ Volunteering strategy ▪ Cohesion Small Grant scheme ▪ Informal adult education ▪ The Big Lunch ▪ Civic Awards ▪ Third Sector Strategy ▪ Thurrock Festival ▪ Council's Summer programme ▪ Engagement Strategy ▪ Thurrock language policy ▪ Single Equality Scheme and Corporate Equality Plan ▪ Learning Campus ▪ Church picnics ▪ Development Corporation's community development workers ▪ Business Net ▪ Community Forums ▪ Heritage Open Day ▪ Library events/activities ▪ Informal language clubs 	<ul style="list-style-type: none"> ▪ The Campaign Company has value of community engagement (meaningful interaction) and social marketing as tools to influence the mindset of local people; the PCT has shown how social marketing can influence change for the better via its Vitality brand ▪ In these economically difficult times, with resources being stretched and people worried about potential loss of income, tensions around 'new comers' are bound to escalate ▪ Across Thurrock the 'mute' button is on and therefore directly contradicting erroneous or harmful views will only act to reinforce these negative views ▪ There is much value to be gained by actively promoting the wealth of activities already taking place through the Shaping Thurrock under one cohesive 'banner' e.g. the Cultural Olympiad, Celebrating Thurrock, and in ensuring that the indigenous community is aware of services and how to access them ▪ Increases in volunteering and communities' engagement with service development and delivery will have a positive impact on Communities Together 	<ul style="list-style-type: none"> ▪ Shaping Thurrock and Corporate Communications Strategies ▪ Develop Communities Together 'branding' for events ▪ Actively support Neighbourhood Renewal via community agencies ▪ Community asset transfer ▪ Build Communities Together into all events, engagement, consultation and communications across Shaping Thurrock ▪ Take Part programme ▪ Community picnics ▪ Global Exchange via British Council ▪ Inclusion of Communities Together attributes in Behaviours Framework, inductions and EIA ▪ Develop community researchers, facilitators, mediators, advocates and befrienders ▪ Residents Information Pack ▪ Revive carnival ▪ Stories and more from around Thurrock (Libraries, Museum, Third Sector): <ul style="list-style-type: none"> ○ Living Books ○ Community museum showcase ○ Outreach – cross-cultural and intergenerational rhymes, songs, recipes, games, digital photos

Safer place and crime		
(Research activity)		
What is being/has been done	Identified need	Potential/actions in response
<ul style="list-style-type: none"> ▪ Promoting Tolerance Group performance monitoring ▪ Community Protection data ▪ Community Safety Partnership consultancy work ▪ Ongoing Geo evaluation ▪ Police BME business surveys 	<p>Areas with a high incidence of hate crime match closely with the identified hotspots – areas where respondents felt they did not get on well</p>	<p>Continued monitoring of hate crime and related incidents</p>

Safer place and crime		
(Community engagement and social marketing)		
What is being/has been done	Identified need	Potential/actions in response
<ul style="list-style-type: none"> ▪ Geo/MAGPIE groups ▪ Hate Crime MARAC (multi-agency risk assessment conferencing) • Community Protection team • Promoting Tolerance Shaping Thurrock sub group • Environmental Action Days • Safe Radio • Trickster play • Community Safety Partnership newsletter • Neighbourhood Action panels ▪ Independent Advisory Group ▪ Heritage Lottery bid ▪ Tilbury Christmas Lights ▪ SERICC ▪ EGM Social & Support Group 	<p>More hate crime is being reported</p>	<ul style="list-style-type: none"> ▪ The Police are continuing to work closely with other agencies, particularly in the identified neighbourhoods, via Geo groups ▪ Community problem resolution ▪ A diversity event is being planned for Tilbury in direct response to a serious hate crime

Health inequality		
(Research activity)		
What is being/has been done	Identified need	Potential/actions in response
<ul style="list-style-type: none"> ▪ Public Health report ▪ Pre-Vitality consultation 	<ul style="list-style-type: none"> ▪ The areas of multiple deprivation generally coincide with higher incidences of smoking and obesity, and consequently lower life expectancy. These areas also tend to replicate the identified neighbourhoods 	<ul style="list-style-type: none"> ▪ Health inequalities are well documented and are being actively targeted through the Vitality programme and the creation of new posts

Health inequality		
(Community engagement and social marketing)		
What is being/has been done	Identified need	Potential/actions in response
<ul style="list-style-type: none"> ▪ Vitality branded projects ▪ Community hospital ▪ Tilbury medical centre ▪ PCT grants for third sector ▪ TRUST counsellors ▪ New PCT Head of Community Development ▪ Well being Outreach Workers ▪ Community Health Improvement Practitioners ▪ Walking for Health programme 	<p>Thurrock's transport infrastructure is not always practical for local people. This means those who rely on public transport, including people on a lower income, find it difficult to access services which could have a bearing on their health</p>	<ul style="list-style-type: none"> ▪ Physical Thurrock Transport Scheme – this will pilot provide access to the key leisure facilities and Vitality programmes in the borough, in the process bringing people from different parts of the borough together for meaningful interaction ▪ Community café in hotspot(s)

Children, young people and attainment		
(Research activity)		
What is being/has been done	Identified need	Potential/actions in response
<ul style="list-style-type: none"> ▪ TCEN's peer to peer youth research ▪ 14-19 focus groups ▪ National Foundation for educational Research findings ▪ School admissions/other Knowledge Centre data ▪ Children's Trust focus groups ▪ Children's Survey 	<ul style="list-style-type: none"> ▪ Young people's Communities Together issues may differ from the expected, as they identify with different groups e.g. Goths v Chavs ▪ Young people are less likely to respond to traditional marketing tools 	<p>We need to be more specific in the way that we target young people e.g. using new technology such as social websites, and to take their 'definitions' of community into account</p>

Children, young people and attainment		
(Community engagement and social marketing)		
What is being/has been done	Identified need	Potential/actions in response
<ul style="list-style-type: none"> ▪ Children's Trust's parental support outreach workers ▪ Children's Centres ▪ Anti-bullying strategy ▪ Projects focusing on achievement gaps ▪ NEET Implementation Plan ▪ Youth Cabinet grants ▪ KS2 Whole Class Instrumental Music Project ▪ School Sports Partnership ▪ Diversionary and outreach activities from Grangewaters ▪ Theatre Is NEET project ▪ Vocational learning and engagement for disaffected 14-19 year olds ▪ 0-19 Positive Activities ▪ ROH Creative Partnerships 	<ul style="list-style-type: none"> ▪ Children and young people from less advantaged backgrounds, particularly those in care or in families with multiple challenges, need more focused, resource-intensive support ▪ Opportunities to involve young people in developing their own messages around Communities Together 	<ul style="list-style-type: none"> ▪ Thinking Families projects ▪ Interactive drama and video to be created for young people by young people