

**CCIN Innovation Funding 2023 - Policy Prototype :  
Entry # 339****CCIN Member Organisation leading the project**

Royal Borough of Greenwich

**Name of CCIN Lead Councillor or Officer**

Jamie Carswell (Chief Officer)

**Job Title**

Director of Housing & Safer Communities

**Contact Telephone**

020 8921 8291

**Contact Email**

[jamie.carswell@royalgreenwich.gov.uk](mailto:jamie.carswell@royalgreenwich.gov.uk)

**Project Title**

Engaging & Empowering the residents of Woolwich Common Estate

**How much funding are you applying for?**

£ 2,000.00

**Summary of project idea (150 words max)**

Working with the Greenwich Cooperative Delivery Agency (GCDA), we have identified the opportunity to undertake a proof of concept (POC) on the Woolwich Common estate in Royal Greenwich. Like many places, residents within Woolwich Common feel left behind, particularly following COVID, and also as a community, unloved. The estate also is an area which has a higher level of deprivation than others in the borough, and suffers higher levels of crime & anti-social behaviour (ASB).

Building on existing GCDA presence and infrastructure, the POC will look to improve feelings of safety and community ownership within the wider estate whilst also improving the look and feel of the area. We also hope to identify and develop employment & training opportunities for local people, whilst using this POC as a potential beacon of best practice for other estates within Royal Greenwich, if not wider.

**What is your idea?**

CCIN Innovation Funding 2023 - Policy Prototype : Entry # 273

Working with the Greenwich Cooperative Delivery Agency (GCDA), we have identified the opportunity to undertake a proof of concept (POC) on the Woolwich Common estate in Royal Greenwich. Like many places, residents within Woolwich Common feel left behind, particularly following COVID, and also as a community, unloved. The estate also is an area which has a higher level of deprivation than others in the borough, and suffers higher levels of crime & anti-social behaviour (ASB).

Building on existing GCDA presence and infrastructure, the POC will look to improve feelings of safety and community ownership within the wider estate whilst also improving the look and feel of the area.

A POC will identify opportunities to empower the GCDA, local volunteers and estate residents in the following ways:

- Take community ownership of identified green spaces for purposes of planting and food growing.
- Encouraging recycling and reducing flytipping through additional bins and collections by local community stewards.
- Provide, at a cost only basis, handy-person services for residents seeking to improve the safety & security of their homes (e.g. ring door-bell installations).
- Tackling dog fouling, without need for enforcement, through education & engagement but also appropriate development of

## CCIN Innovation Funding 2023 - Policy Prototype : Entry # 339

'dog parks' within the estate.

CCIN funding, if awarded, will help augment that provided by the Royal Borough (matched basis), and be used to recruit a dedicated project manager and to provide any equipment & promotional materials required to launch the POC and develop it into something we aim to be self-sustaining or can be supported by the Council at low cost.

Alongside any funding provided by CCIN or Royal Greenwich, the GCDA will look for other funding streams to help maximise project delivery and its sustainability over the longer-term.

This POC will also enable Royal Greenwich to identify how it can better share information with delivery partners in regards to local crime & disorder, as well as broader issues such as environmental crime. Royal Greenwich already have a well established 'Integrated Enforcement' approach for driving collaboration between enforcement partners and this provides foundation for how the voluntary sector and local communities can be better engaged in tackling community & public safety concerns in their neighbourhoods. This fits very much with the Council's new 'Our Greenwich' corporate plan.

Key stakeholders that we would look to engage in this POC include: Council Leads (Tenancy, Caretaking & Safer Spaces), GCDA, Local Residents & Resident Groups, the Met Police, Neighbourhood Watch, the wider Community Safety Partnership, and the local Safer Neighbourhood Board.

<https://gcda.coop/wccc/> [https://www.royalgreenwich.gov.uk/downloads/download/1324/our\\_greenwich](https://www.royalgreenwich.gov.uk/downloads/download/1324/our_greenwich)

### What are the outcomes you hope to achieve?

Key outcomes we will strive to achieve include through this initiative will include:

- Improved resident satisfaction
- Increased resident engagement & participation.
- Improved perceptions of safety
- Reduction in crime & ASB
- Development of employment & training opportunities for local people
- Established information sharing processes.

### How does your project support the CCIN Statement of Values and Principles?

This initiative supports on specific CCIN values and principles, namely:

- **Social Partnerships:** the project takes a co-operative approach to try out new solutions to community safety in a way which will strengthen the co-operative partnership between citizens, communities, enterprises and the Council, with the aim of building on a shared sense of responsibility for wellbeing and mutual benefit through, for example, using community ownership of green spaces for planting and food growing.
- **Democratic Engagement:** - though harnessing local community spirit and volunteerism, the project will help improve the feeling of solidarity on the estate whilst also encouraging local people to have a greater voice on local issues and how they can be addressed through self-help. This will support the active engagement of the full range of residents in decision making and priority setting.
- **Enterprise and Social Partnership:** this will help inform and shape the implementation of recommendations in the borough's community wealth building strategy and emerging Inclusive Economy Strategy which is centred on plural ownership of the economy. Key aims are to support generative business models that redirect and retain wealth, to deliver a people centred approach that benefits people, place and planet, and a focus on wellbeing. This project works with one of the borough's long established co-operative organisations, GCDA, and the borough's flagship Local Labour Brokerage service, with a focus on creating employment through the development of employment and training opportunities for local people. This project will further strengthen co-operative partnerships between local residents, communities and enterprises to foster Just and Fair Labour Markets.
- **New Models of Meeting Priority Needs** through the delivery and design of local public services through the borough's co-operative development agency; as a Cooperative Council and as set out in Our Greenwich, Corporate Plan – this programme works to strengthen the voice of voluntary, community and socially motivated sectors so that we can provide more support to the most in need and help inform future approaches to designing and commissioning public services Innovation : through using a new co-operative delivery model to improve safety and community ownership, we seek to test new approaches locally and based on 'what works', embed these approaches to drive positive change

## CCIN Innovation Funding 2023 - Policy Prototype : Entry # 339

• Learning : through sharing the learning from this project both within RBG as part of the borough's commitment to supporting co-operative businesses and community wealth building, and more widely across the CCIN network (as set out below), to encourage broader application of co-operative principles within service delivery.

Through delivery of this initiative, as well as being a POC for potential future roll out elsewhere, we aim to empower local communities to have greater ownership of and responsibility for issues impacting on safety, the look and the feel of their neighbourhood. Harnessing local community spirit and volunteerism will help improve the feeling of solidarity on the estate whilst also encouraging local people to have a greater voice on local issues and how they can be addressed through self-help. We hope the POC will also identify opportunities to employ and upskill local people, particularly those who are unable to work full-time or do not hold any qualifications normally required. This would help to improve equity within the local community as well as equality. Improving the look, feel and community use of the estate (e.g. for events) will also help promote diversity and inclusivity, by better enabling residents from different protected characteristics and groupings to come together.

### How will you share your learning across the Co-operative Councils' Innovation Network?

At the conclusion of the project, we will look to showcase the project in a number of different ways. This will include an online 'show and tell' with an invite to CCIN members as well as opportunity to actually visit the estate and listen to local people and delivery partners. At the end of the initial period, we will also work with the GCDA to develop an evaluation paper, to publication standard, which can also be shared with the CCIN network.

### I agree that the final report will clearly show the Co-operative Difference that this project will deliver.

 Agree

### Notes



#### Admin Notification (ID: 637b616e68cf7)

added 5th April 2023 at 16:55

WordPress successfully passed the notification email to the sending server.