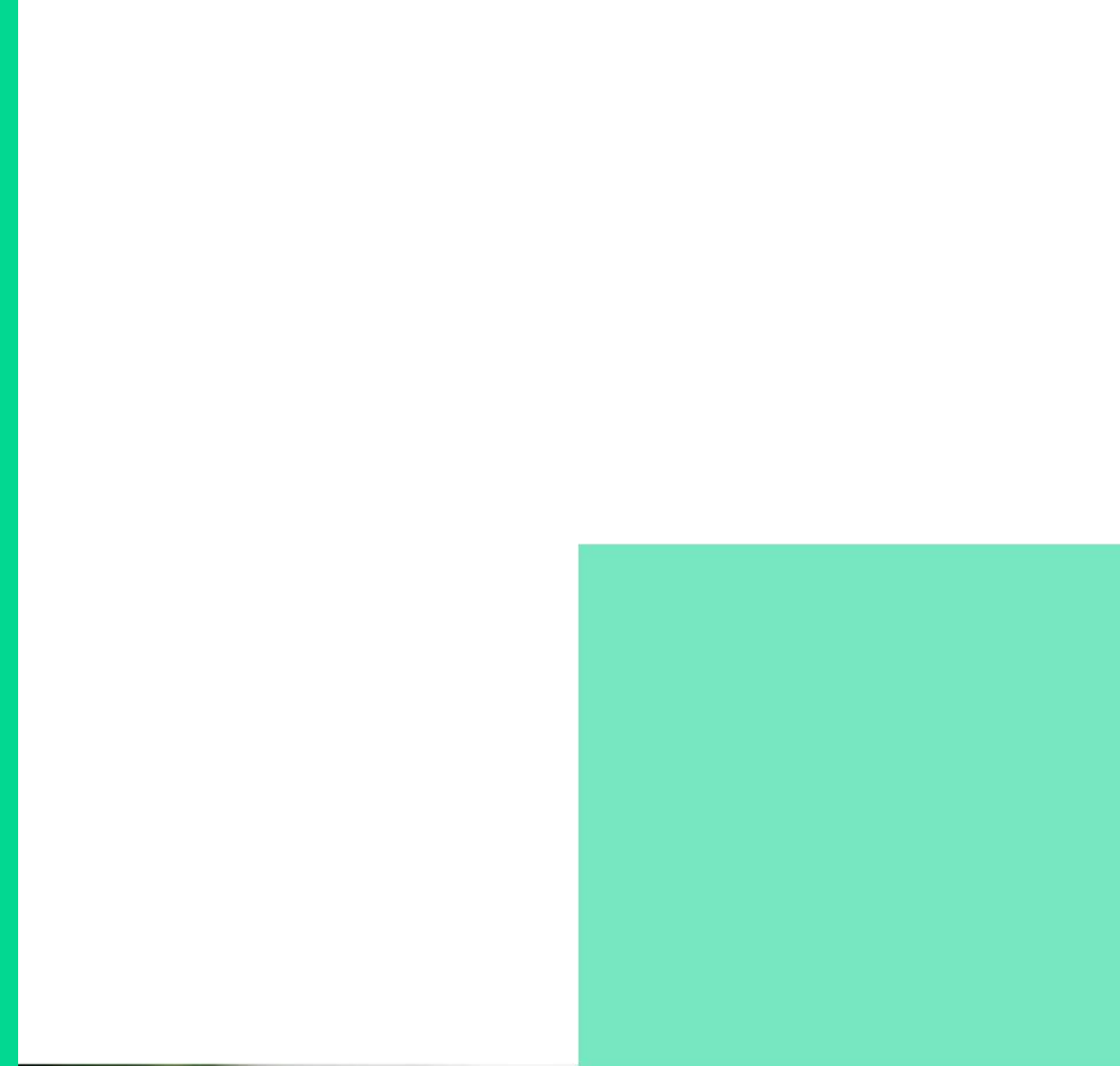


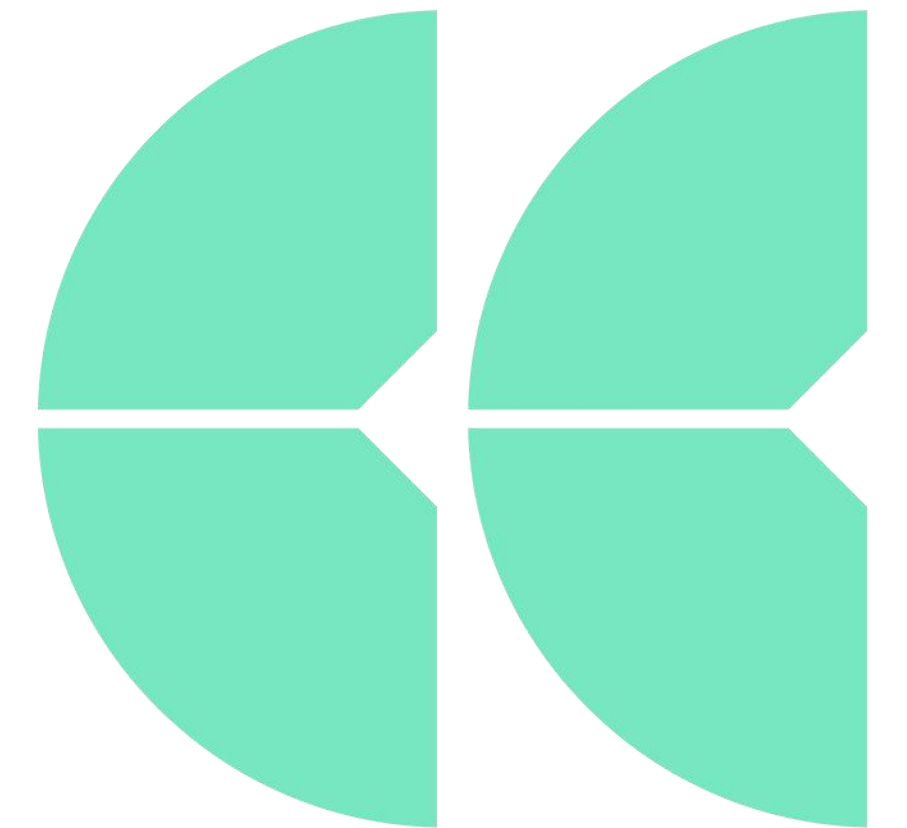
Building social cohesion through inclusive, co-created participation

LGA Annual Conference
Innovation Zone

Harrogate
22 October 2024



EVERY.ONE.
EVERY.DAY.



Michael Coughlin, Sophia Looney and Tom Hook

An aerial photograph of a suburban residential neighborhood. A central road runs north-south, lined with parked cars. The houses are mostly two-story brick or stone structures with gabled roofs. There are green lawns and trees scattered throughout. In the background, a city skyline is visible under a clear sky. The text is overlaid in the center of the image.

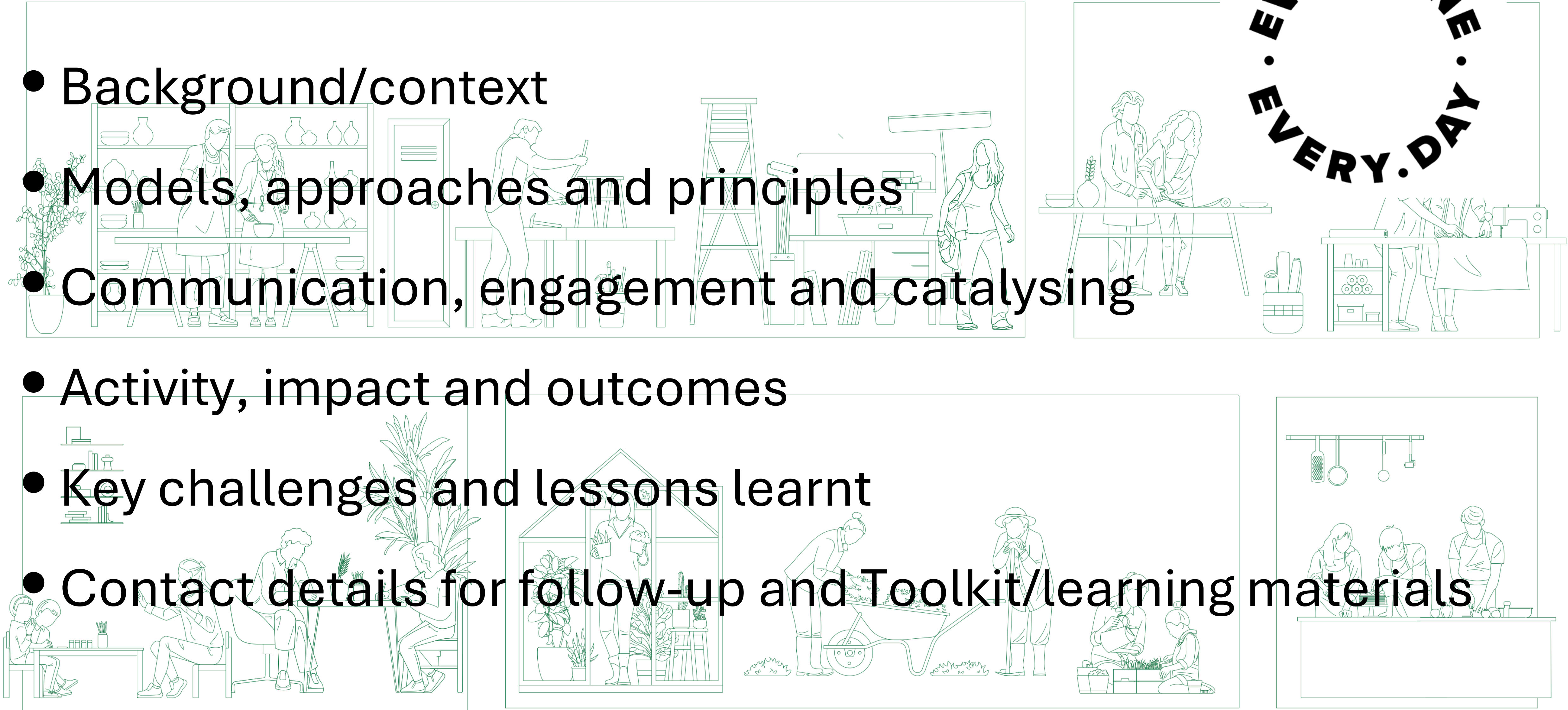
AMAZING THINGS HAVE BEEN
HAPPENING IN BARKING & DAGENHAM

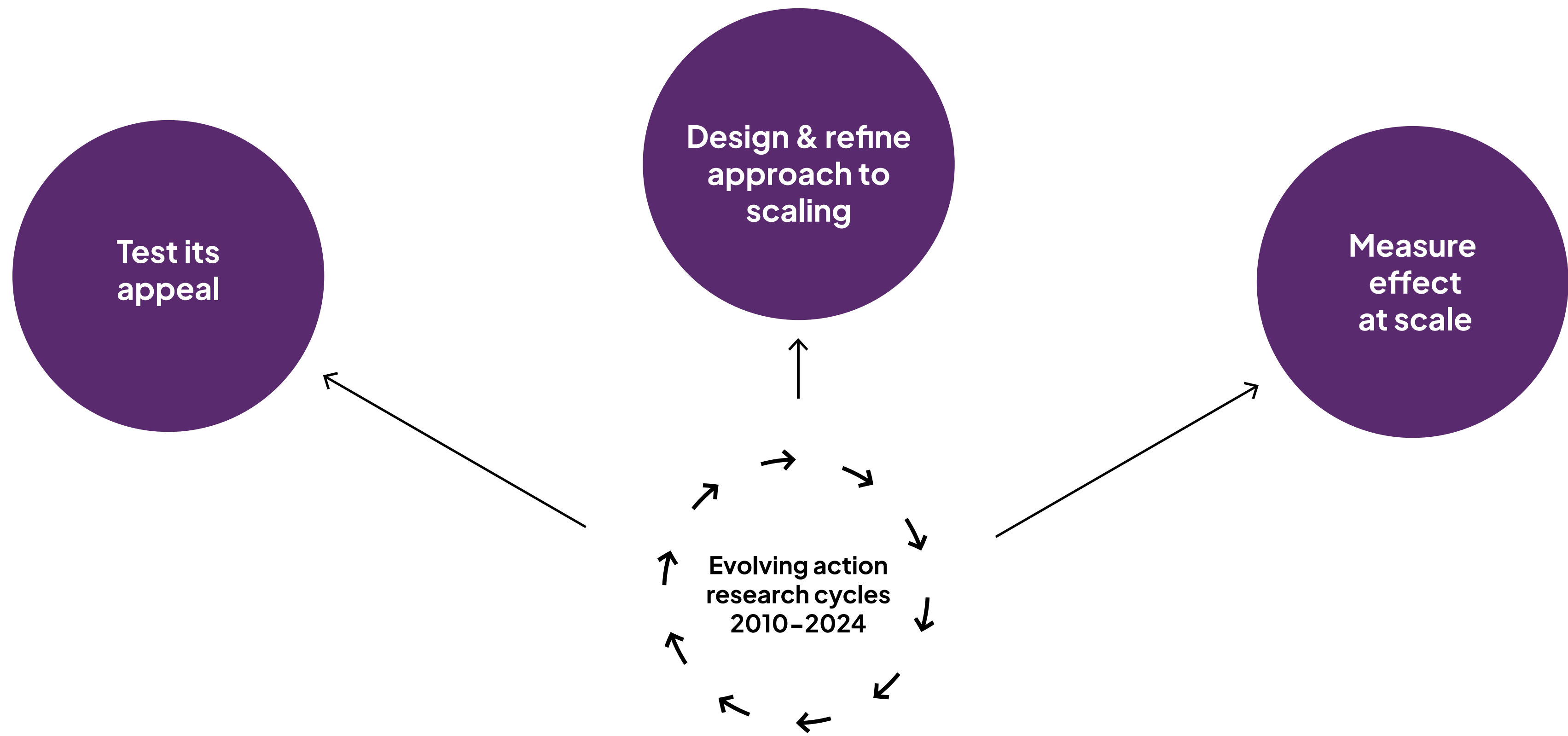
What we will cover....

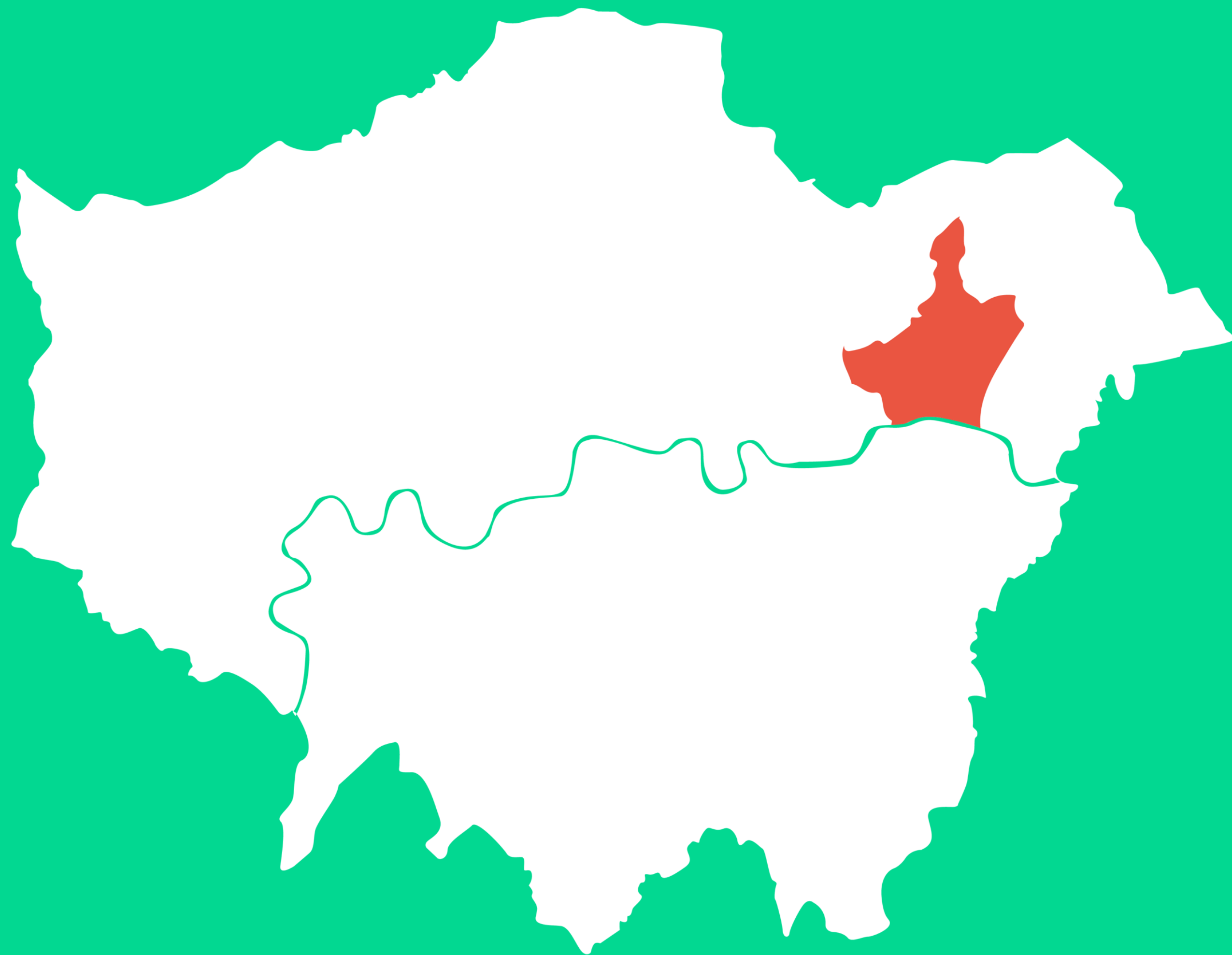
- Background/context
- Models, approaches and principles
- Communication, engagement and catalysing

EVERY. ONE.
EVERY. DAY.

- Activity, impact and outcomes
- Key challenges and lessons learnt
- Contact details for follow-up and Toolkit/learning materials







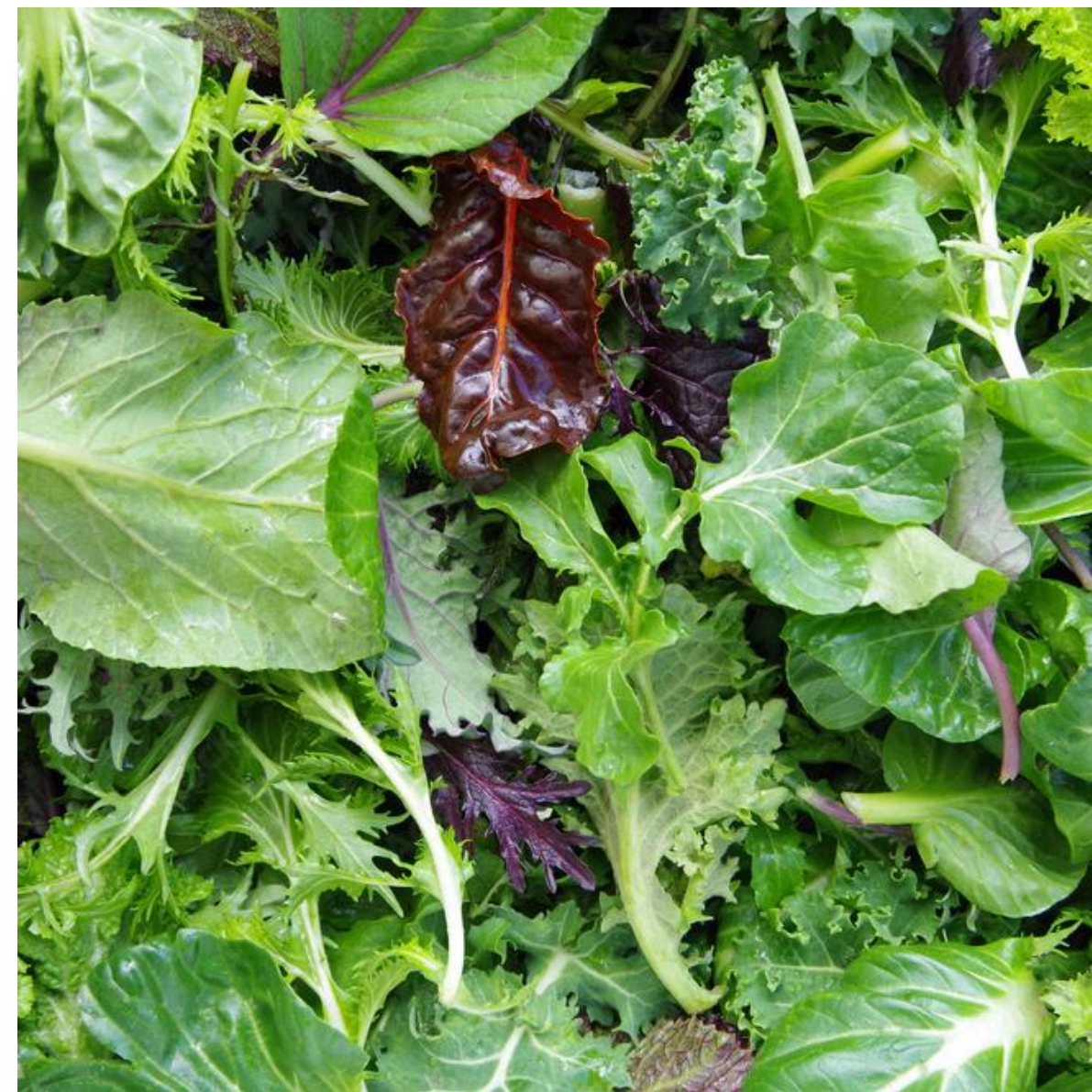
**Barking and
Dagenham**

East London

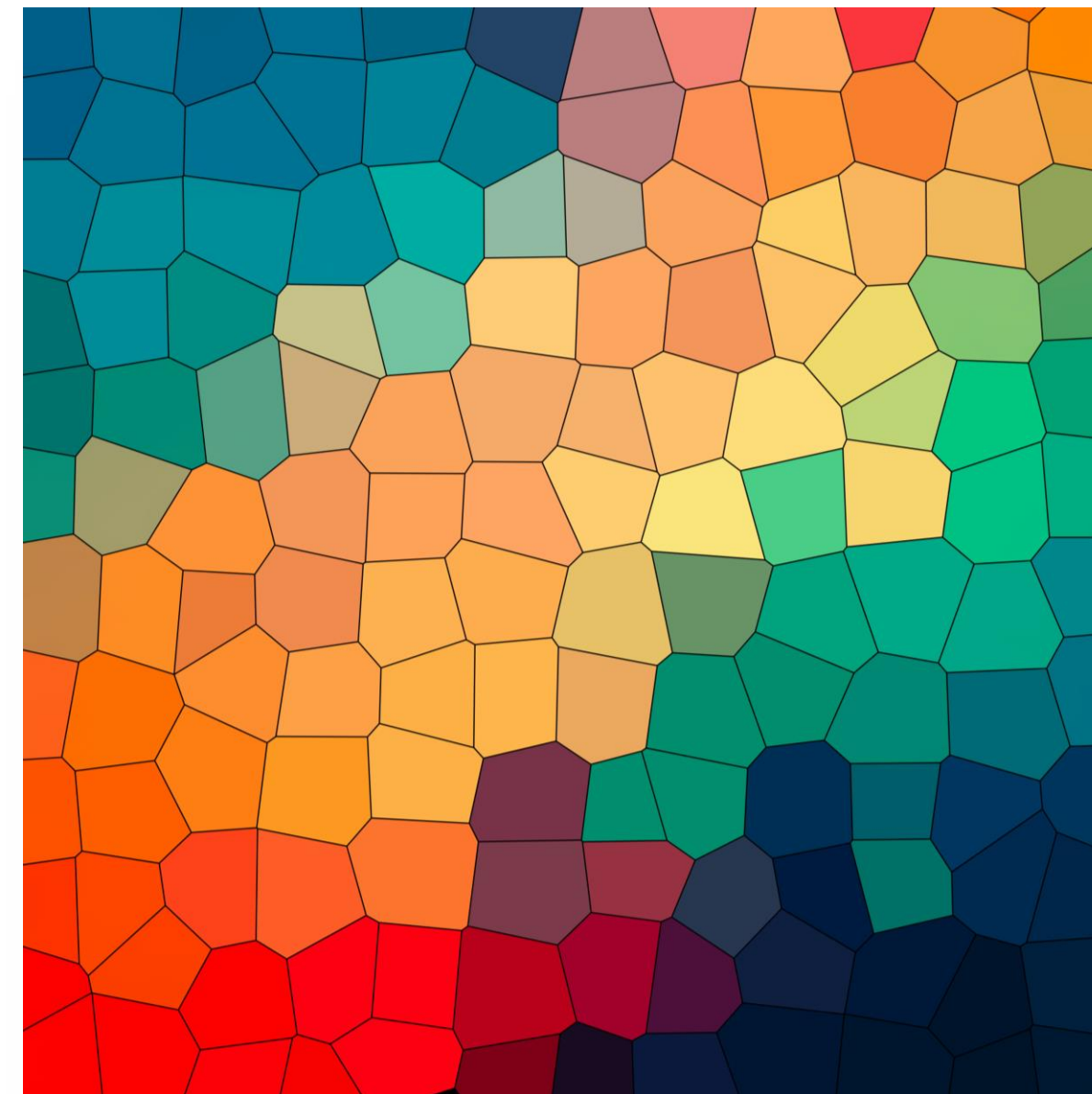
Metaphors for multicultural life



**Melting
pot**



**Salad
bowl**



Mosaic



**Shared
lives**

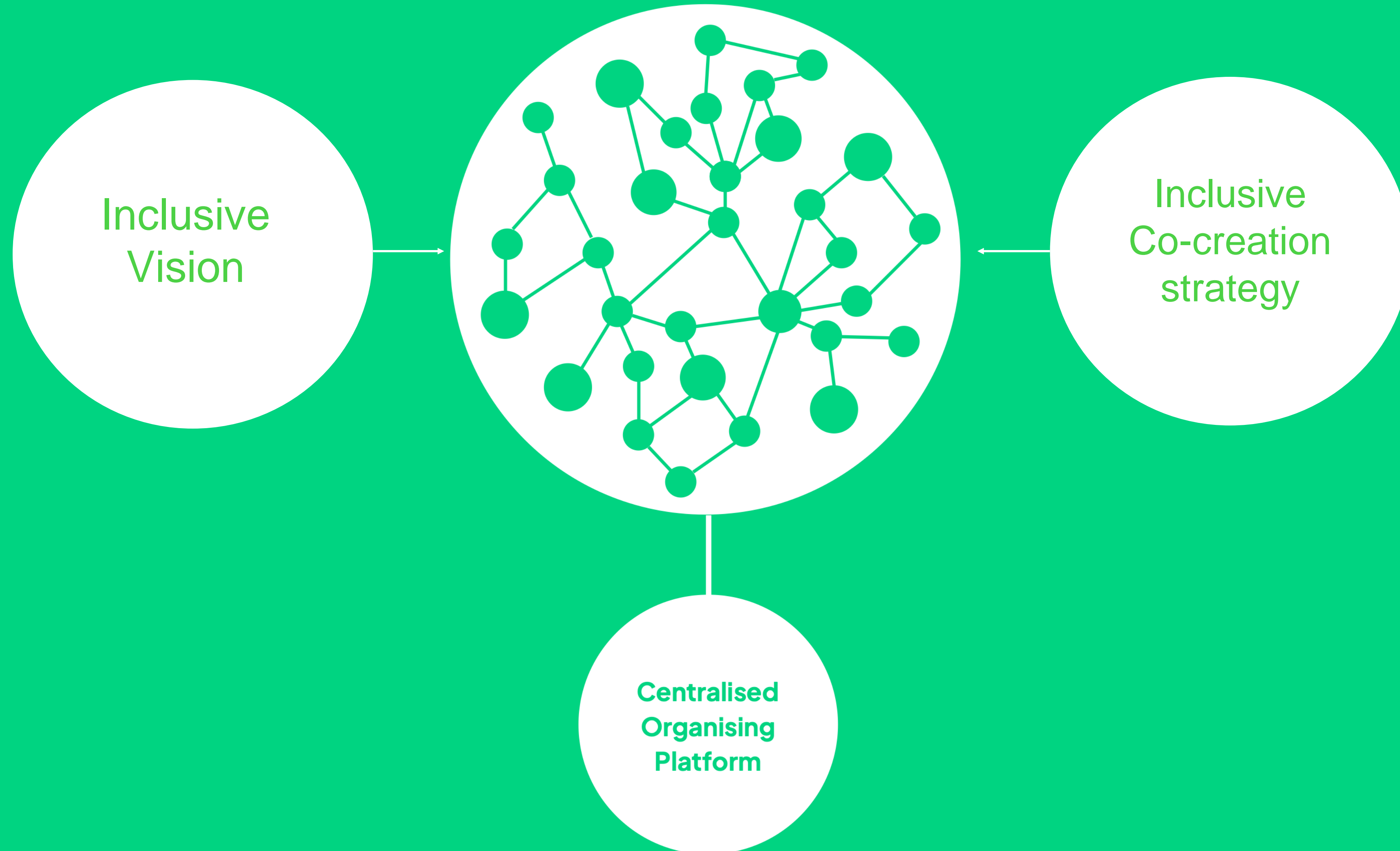
Inclusivity Formula





Model 2

Centralised Organising Platform



Centralised organising platform

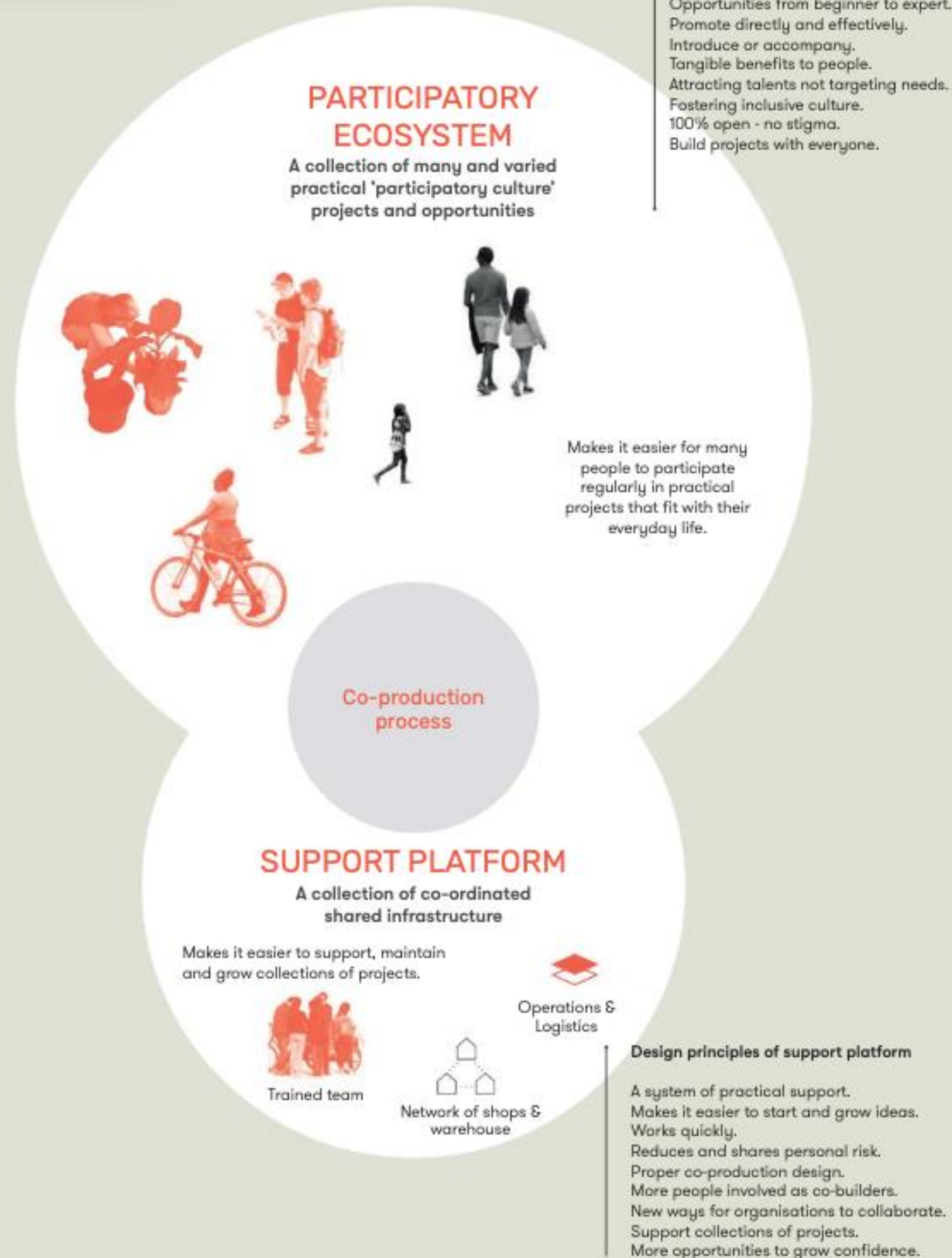


The Participatory Ecosystem:

A collection of many and varied practical participatory projects and opportunities.

Makes it easier for many people to participate regularly in practical projects that fit with their everyday life – and talents

Made to Measure

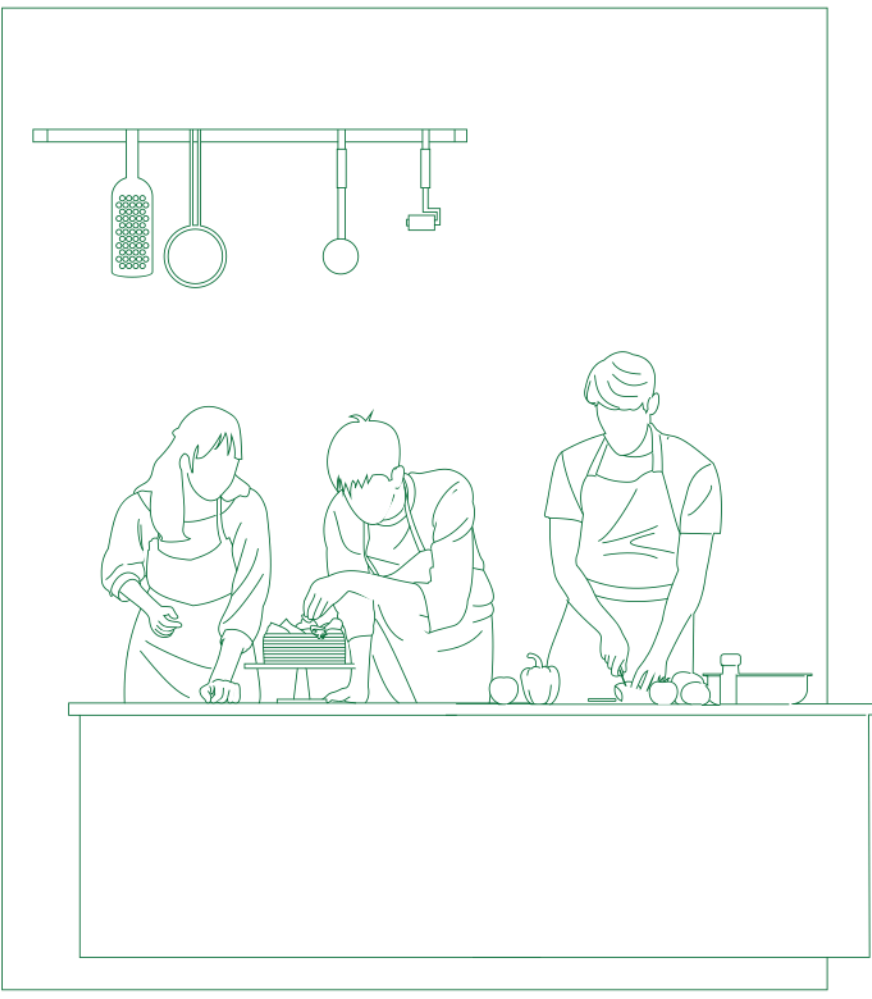
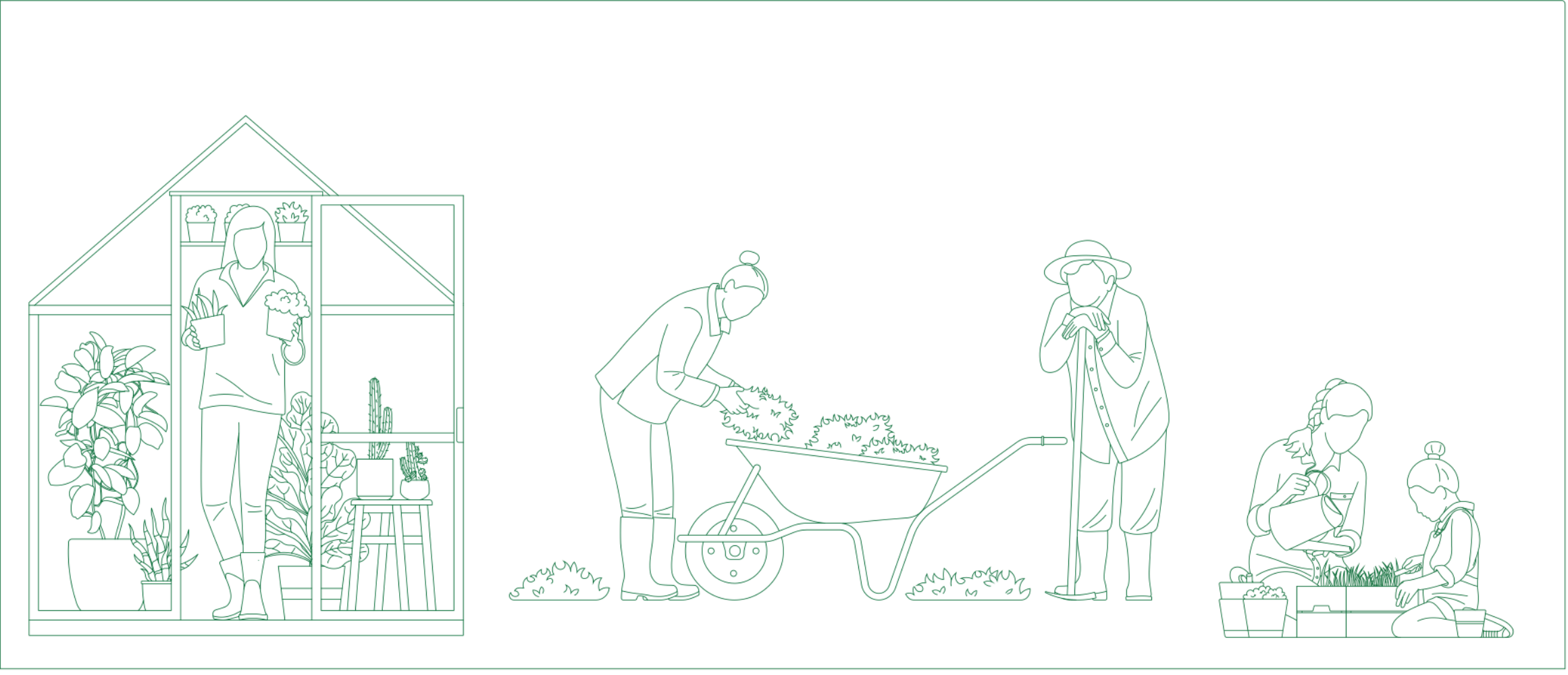
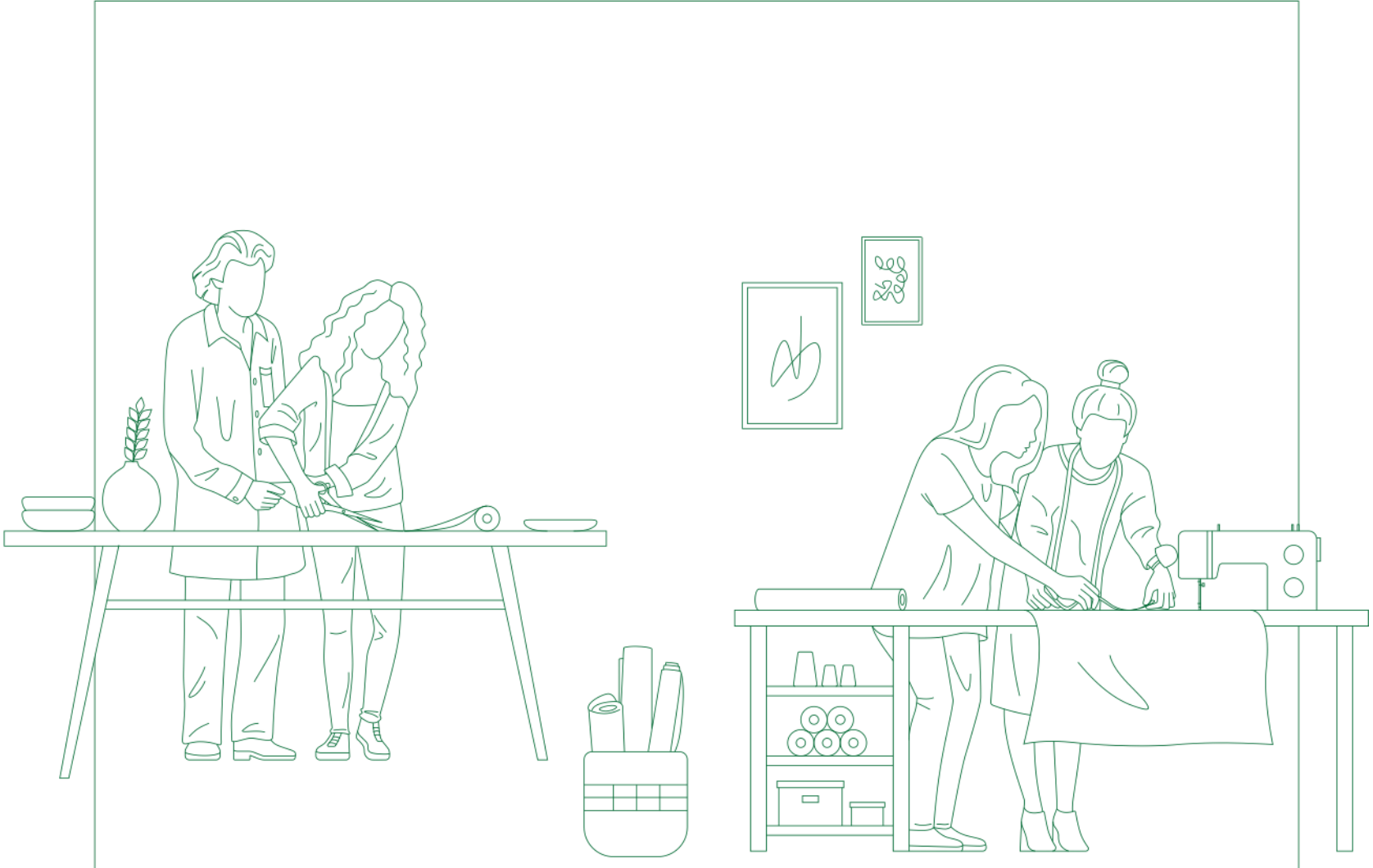


The Support Platform:

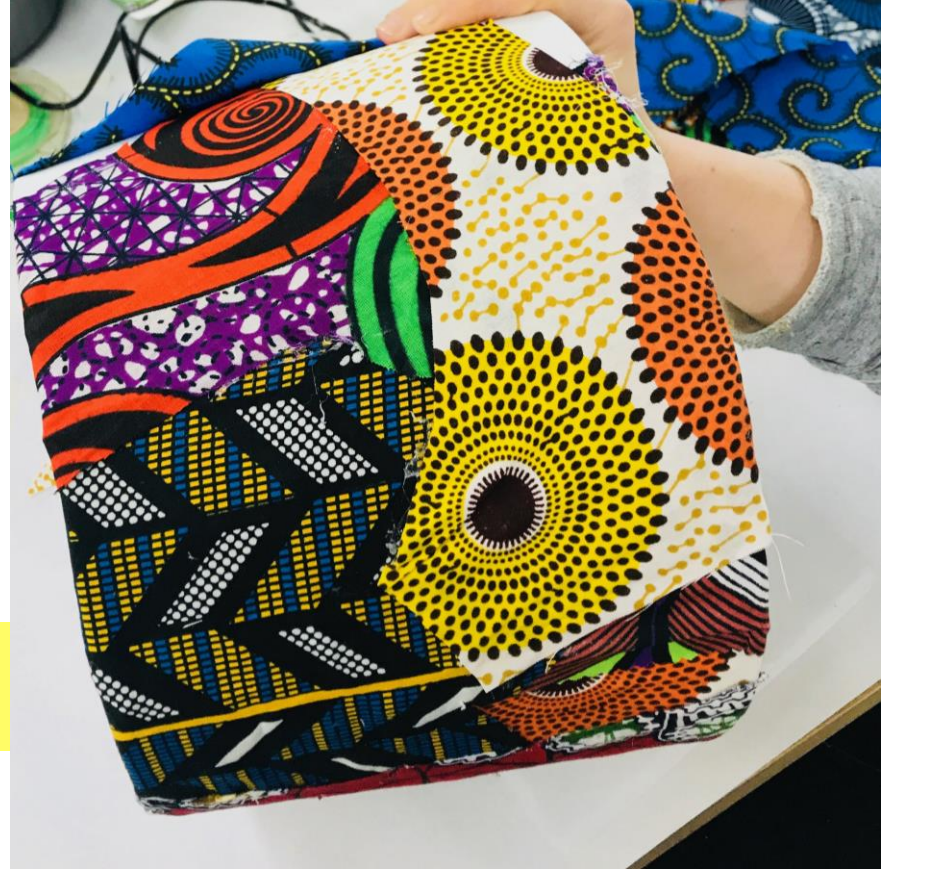
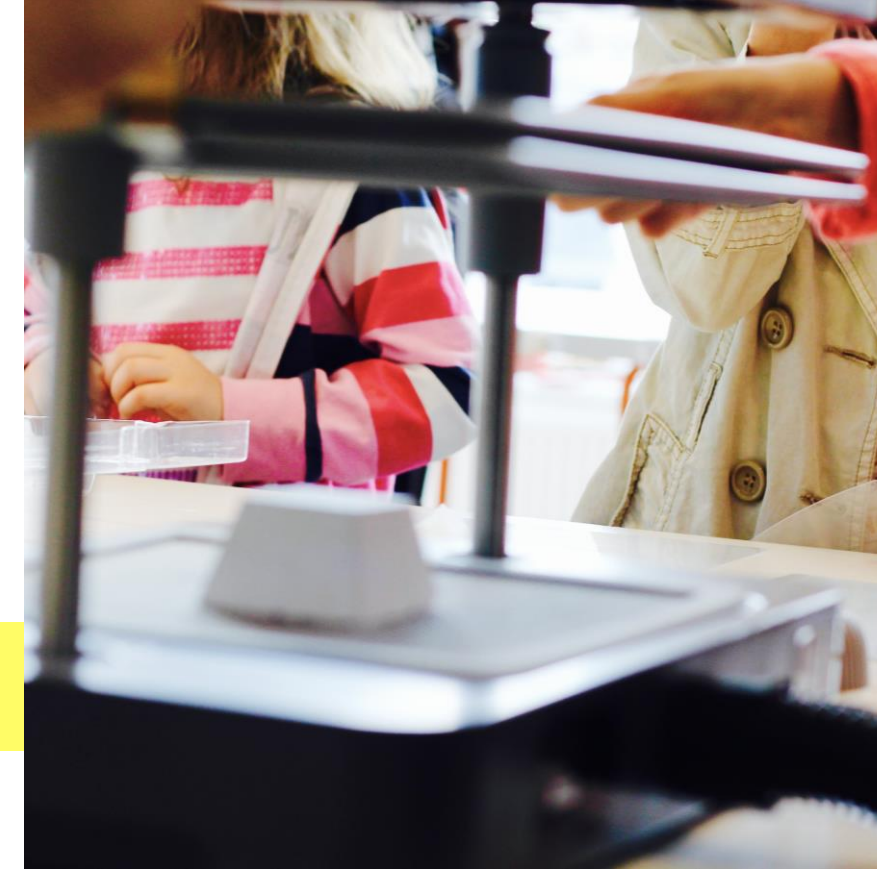
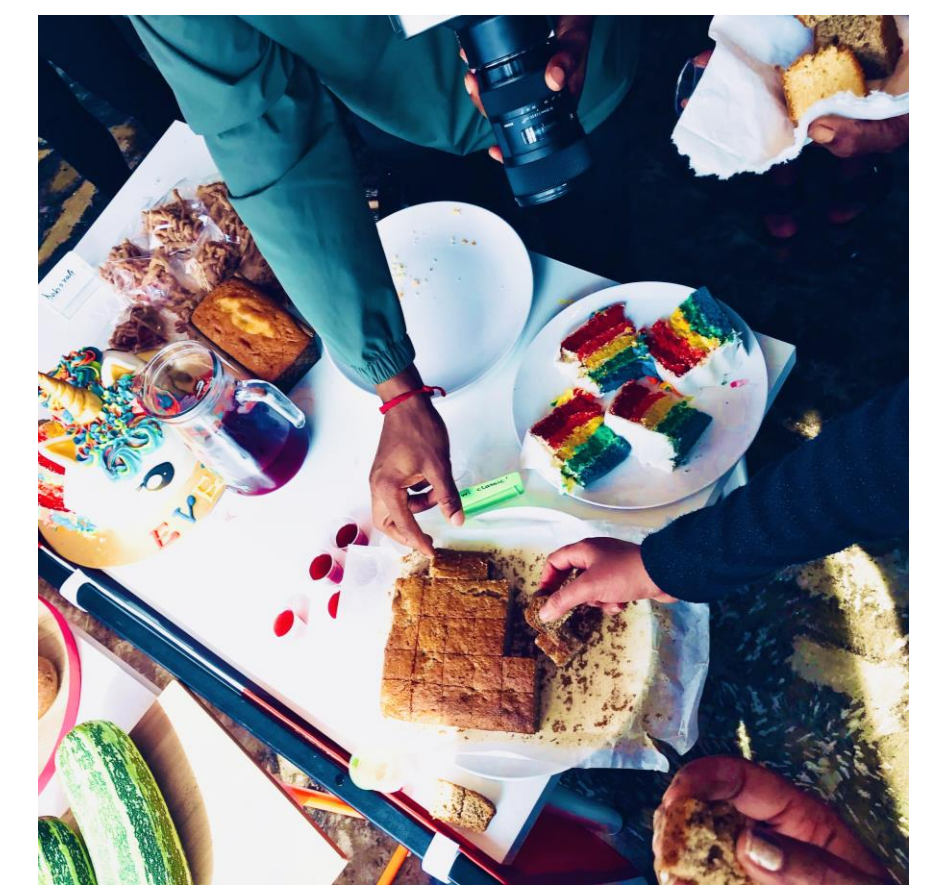
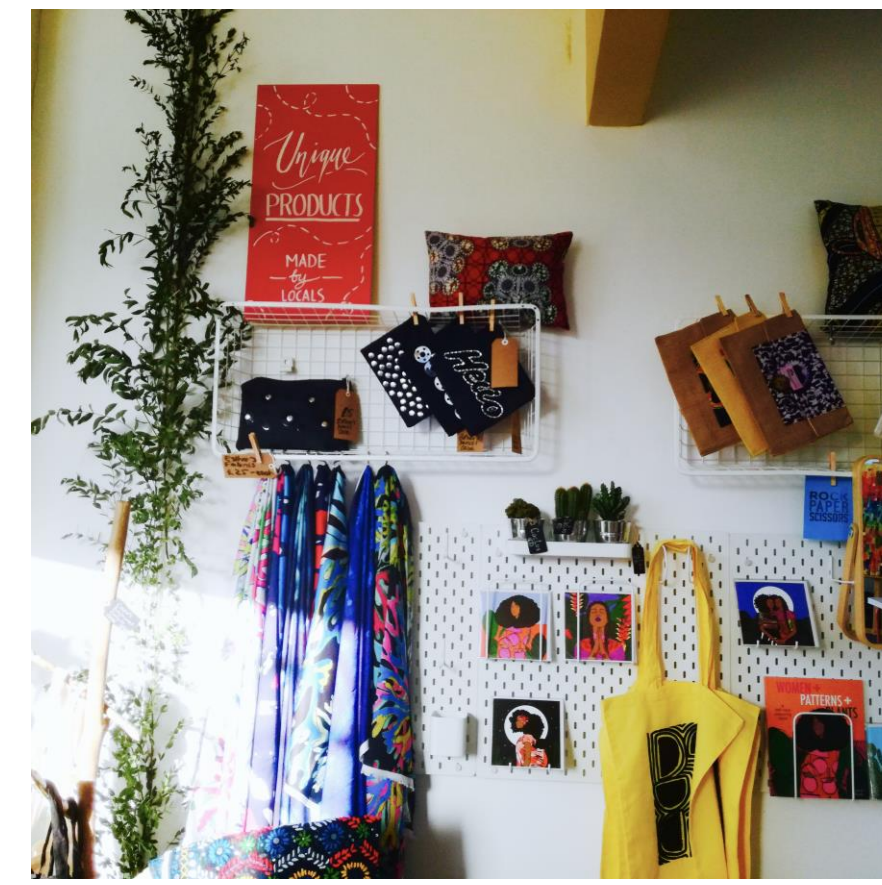
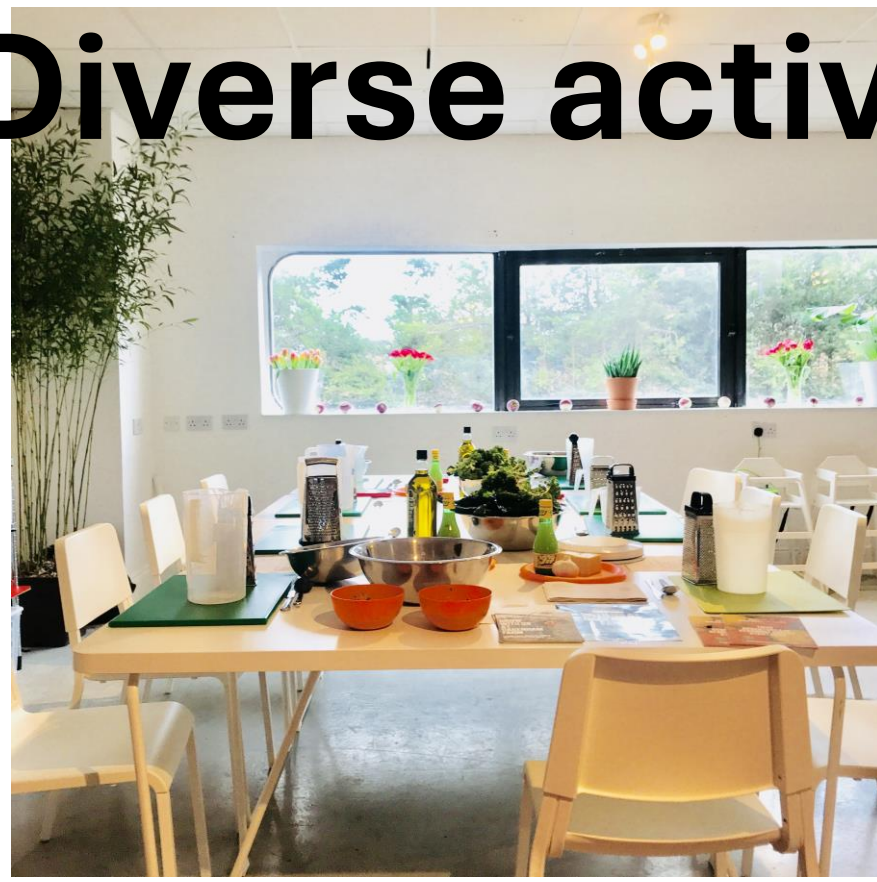
A collection of coordinated shared infrastructure, including operations and logistics, network of venues and assets and highly trained team.

Makes it easier to support, maintain and grow collections of projects.

Diverse spaces



Diverse activities/projects



Diverse locations



MON 08 Street Ball - Football
TUE 09 Plant Exchange | Ping Pong Time | Special Occasion
WED 10 Mini Quizzes | Good Company | Macrame | Games
THUR 11 Mini Lessons | Take Away Trail Mix
FRI 12 Mini Lessons | Take Away Trail Mix
SAT 06 Hackney Food Tour | Artorium Place Play Street
SUN 07 Hackney Food Tour | Artorium Place Play Street
MON 03 Deniz's Cupcakes | Good Company | Everyone's
TUES 02 Meet The Machines | Ping Pong Time
WED 03 Deniz's Cupcakes | Good Company | Everyone's
THUR 04 Business Stories | Fantastic Fox | Authentic Jollof
FRI 05 Homemade Hair Products
SAT 06 Dog Walk Street Tag Barcode
SUN 07 Hackney Food Tour | Artorium Place Play Street
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Every
Day.
One.



Books

Participation

WOMEN + PATTERNS +



Scale 3

100,000

People

6

Neighbourhood shops

36

Total team size

Team Leader

2

Project Designer

24

Neighbourhood Designer

3

Graphic Designer

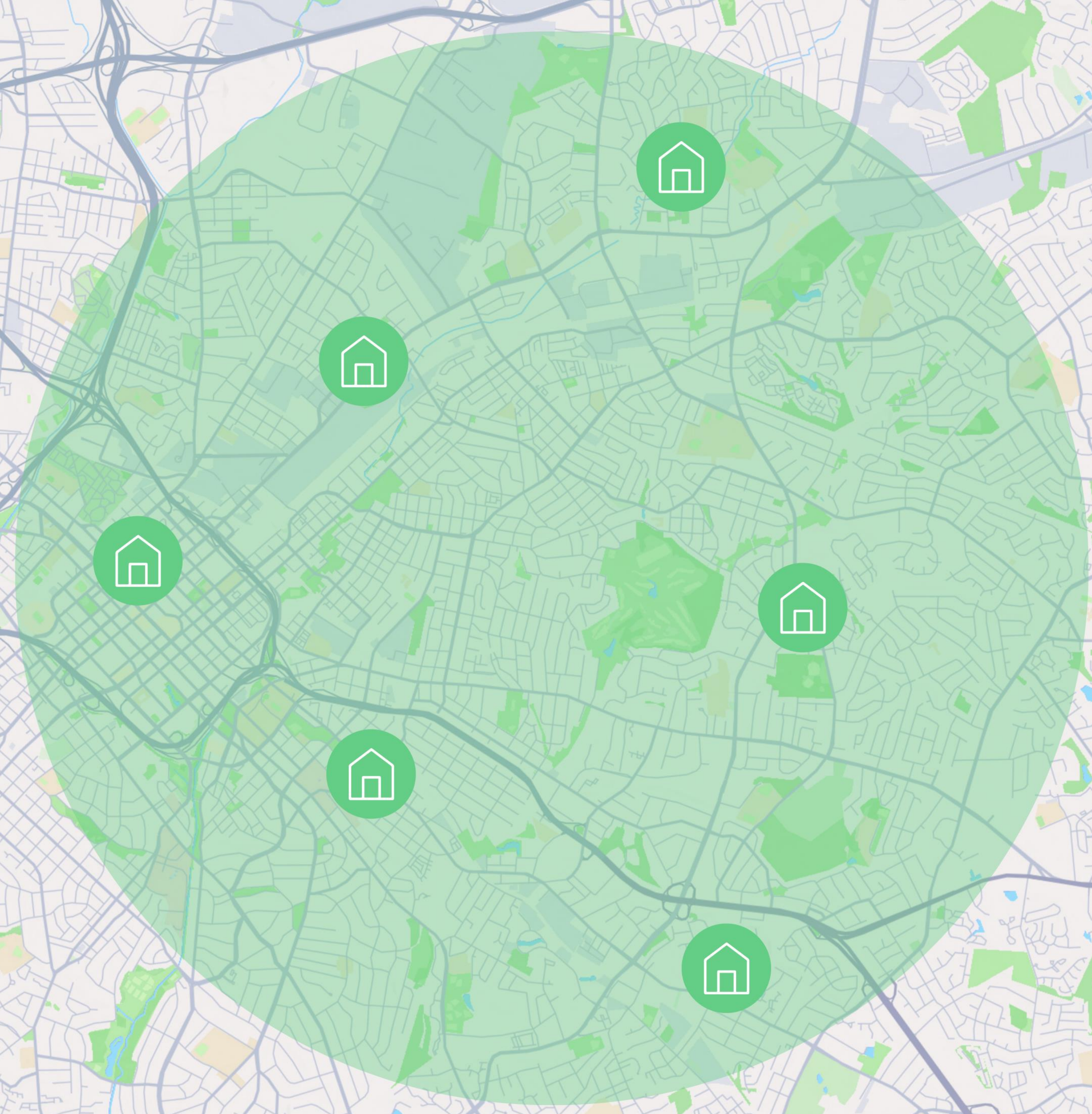
3

Researcher

1

Operational Manager

3



The newspapers

The newspapers contain all the information about Every One Every Day's programmes, which are tailored to highly localised geographical areas centred around each shop.

Shop fronts

Shop fronts are the physical Every One Every Day brand presence in the borough. They are bright, clean spaces with large welcoming windows adorned with the strap line 'Neighbourhoods made by everyone, for everyone'.

In person communication

Any physical communications to engage residents and wider audiences in the form of posters, window vinyl, leaflets, information packs and reports to describe and depict in detail how and when residents can participate.

Online communications

Any online communications to engage residents and wider audiences in the form of social media posts, GIF's, Instagram stories and reels, blog posts and films.

Reports

A yearly report to communicate findings and developments in the participatory methodology. These are both printed and made available online.

Films

Several films have been produced to communicate with various audiences. Resident-facing videos simplify the message and invitation to engage with Every One Every Day spaces and have been used to promote specific events.

Surface

Co-design

Co-create

With residents and organisations

With residents and organisations

With team

With everyone

1

2

3

4

5

6

7

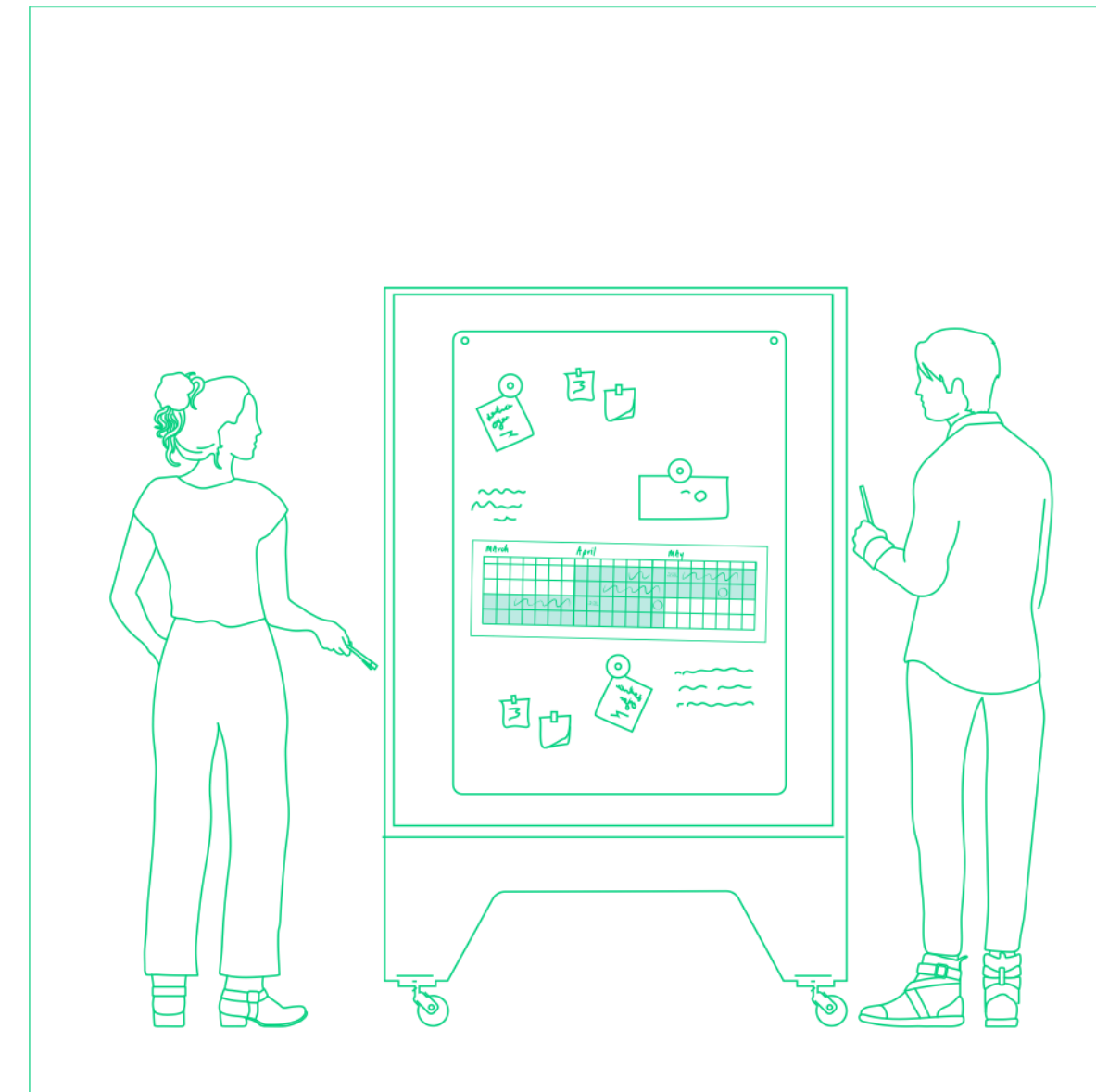
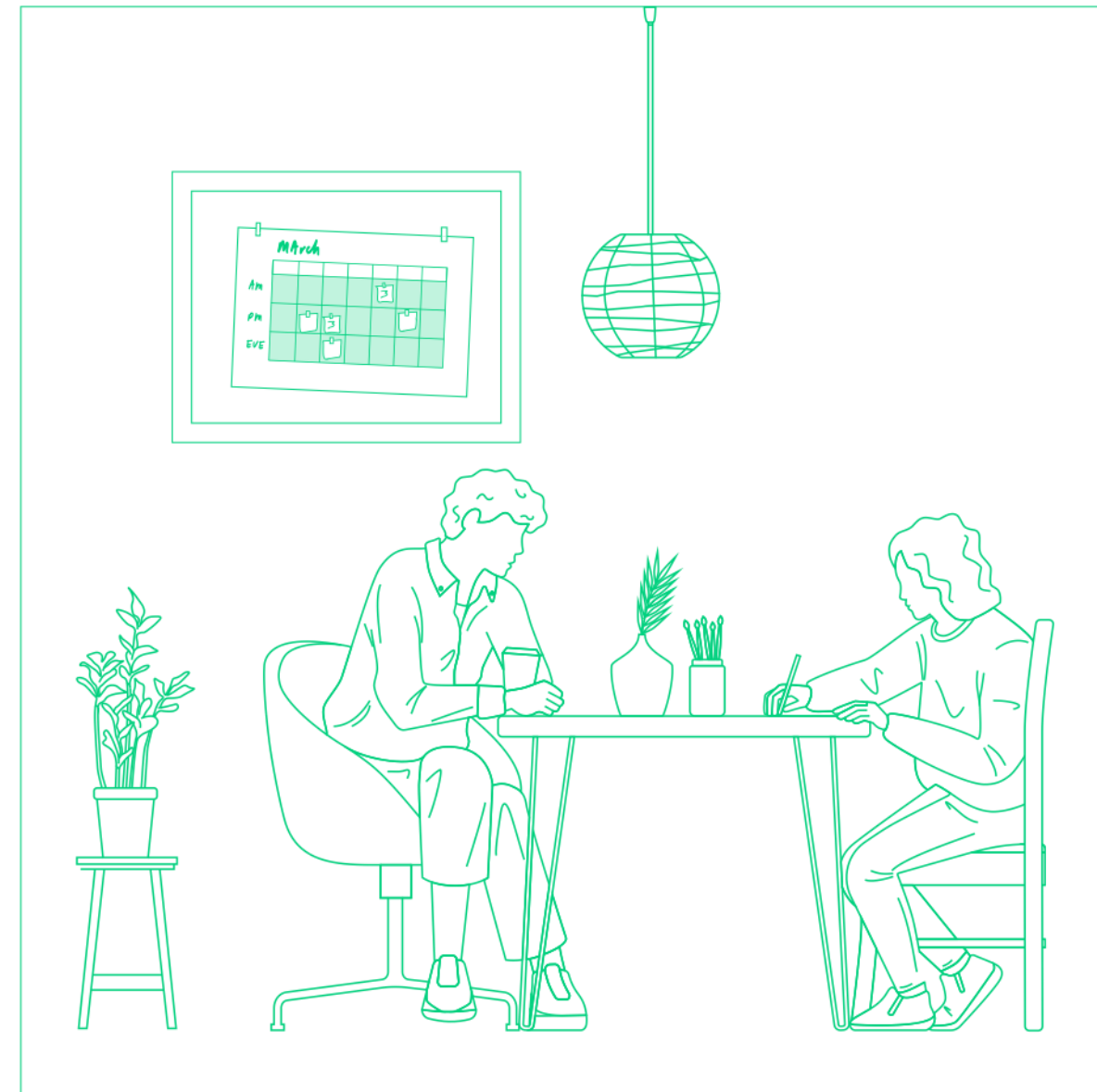
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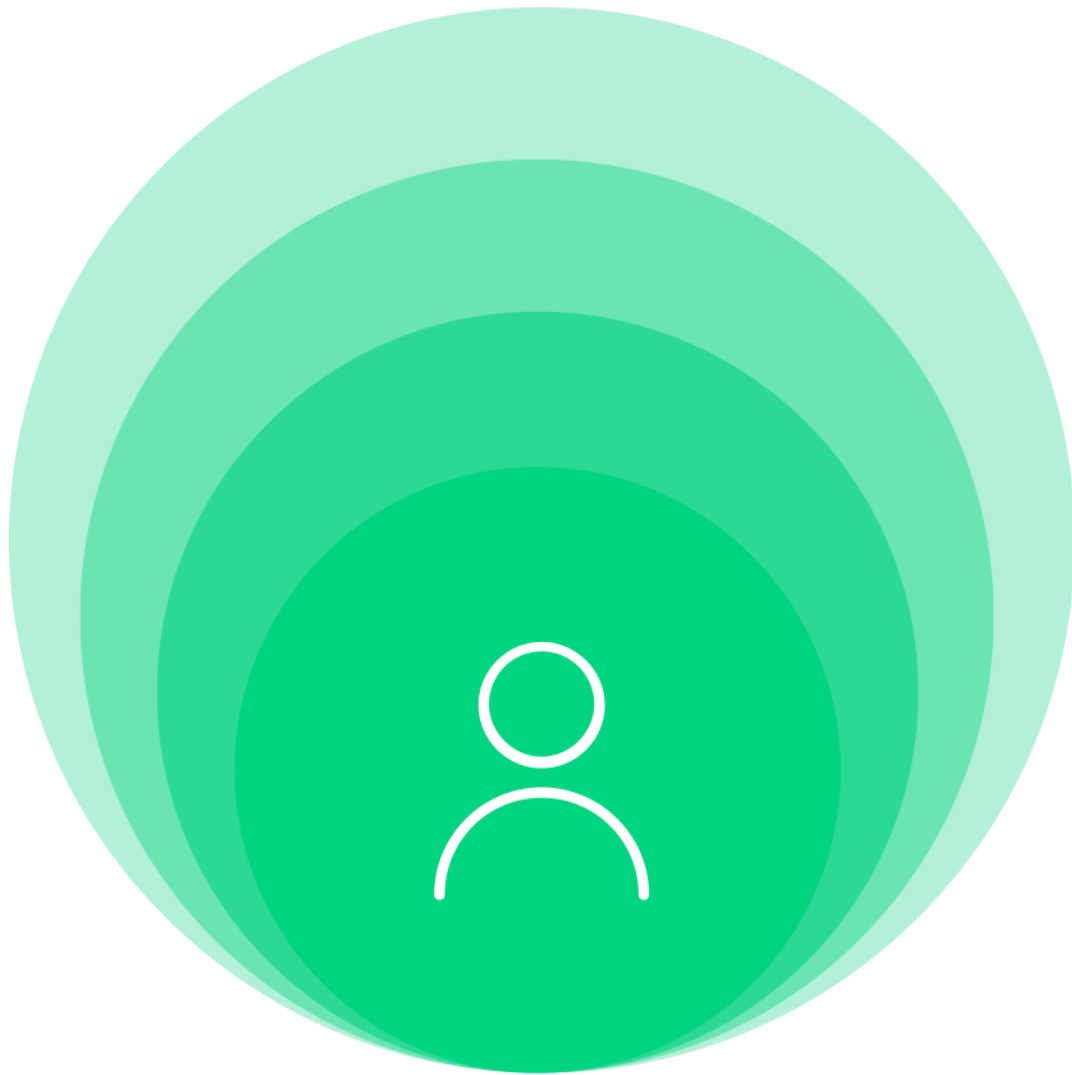


Every
One.
Every
Day.

Neighbourhoods
made by everyone
for everyone.



Grow the vision



Participants



Opportunities



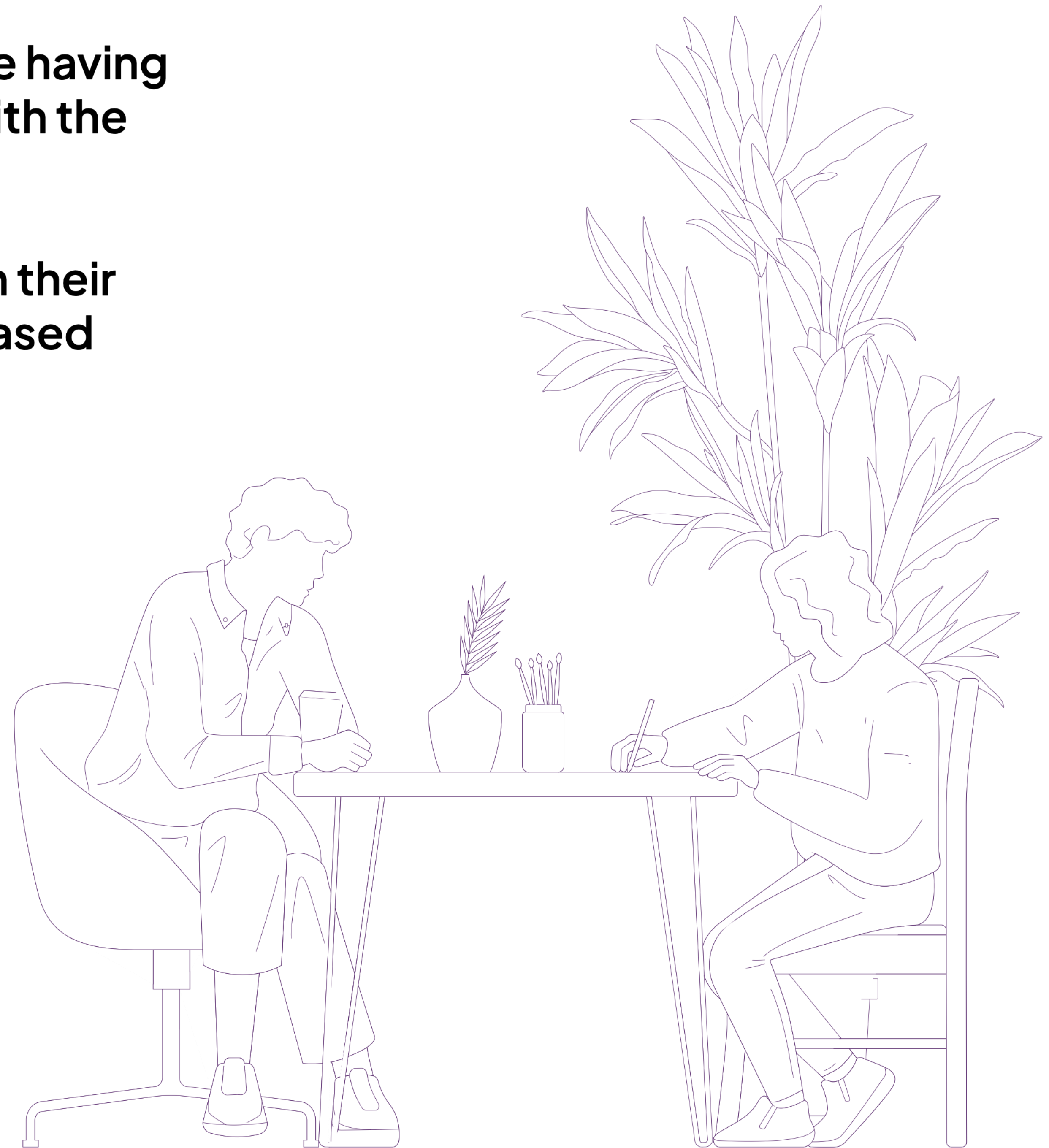
Spaces



Partnerships

Participants described the difficulties they were having in their lives in the course of their interactions with the neighbourhood shop teams on a daily basis.

Engaging with the project connected them with their neighbours, stimulated new thinking, and increased their confidence and sense of personal agency.



Participants shared journey



Feeling welcome



Making friends



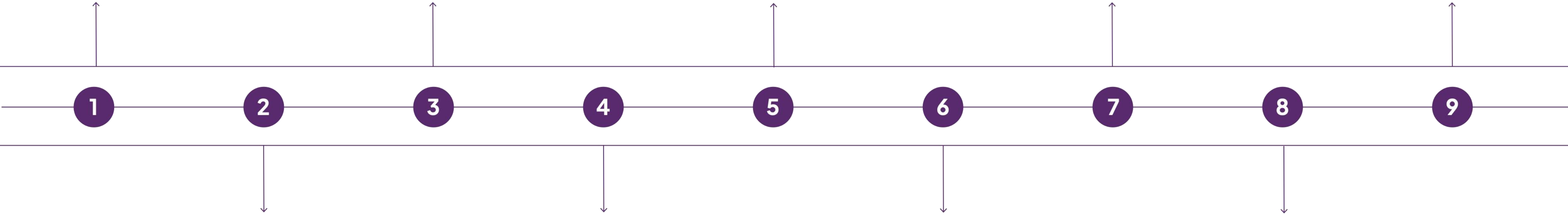
Being active



Being creative



Feeling happy & optimistic



Feeling included & accepted



Building trust



Learning & feeling excited



Growing in confidence & capability

Key Challenges:

Sustaining funding

Holding the risks

Multiple partners

Having no precedents

Scaling up, Borough-wide

Lessons learnt:

It's (more) complex! (than you think!)

Not everyone will 'get it' or be on-side

Building trust at all levels is key

Humility is important

Everything takes more time



**Section 1:
The Inclusivity
Formula**



**Section 2:
Inclusive
Co-Creation**



**Section 3:
The
Centralised
Organising
Platform**

**we.
build.
bridges.**

Course publication - January 2025



**Research publications
available to download at
participatorycity.org**

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Co-Chair PCF**

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