



LSx

London Sustainability Exchange

Meeting today's challenges *Realising the Potential of Localism through Co-Production and Community Exchange*

The Challenge

In response to a range of issues including the recent unrest we are actively promoting our 'next step' of work in communities, that are in the top 10 per cent most deprived communities in London.

This work will incentivise people to

- Reach out and join up with their neighbours
- Become part of empowered, active communities who care
- Become work ready

Long-term problems need long-term solutions. We need to ensure that health policies improve health in our most disadvantaged communities.

Very often services have been delivered through a 'top down', 'do as I say' approach, but we know the **best way to ensure a legacy** is when the **community makes a decision** and then can act upon it.

LSx is working with a number of organisations to empower communities to make a difference. Our most recent work is based on time banking approaches; a co-produced community exchange mechanism is a key component of this, acting as a **catalyst to motivate and empower local people to participate in their local community**.

How does it work?

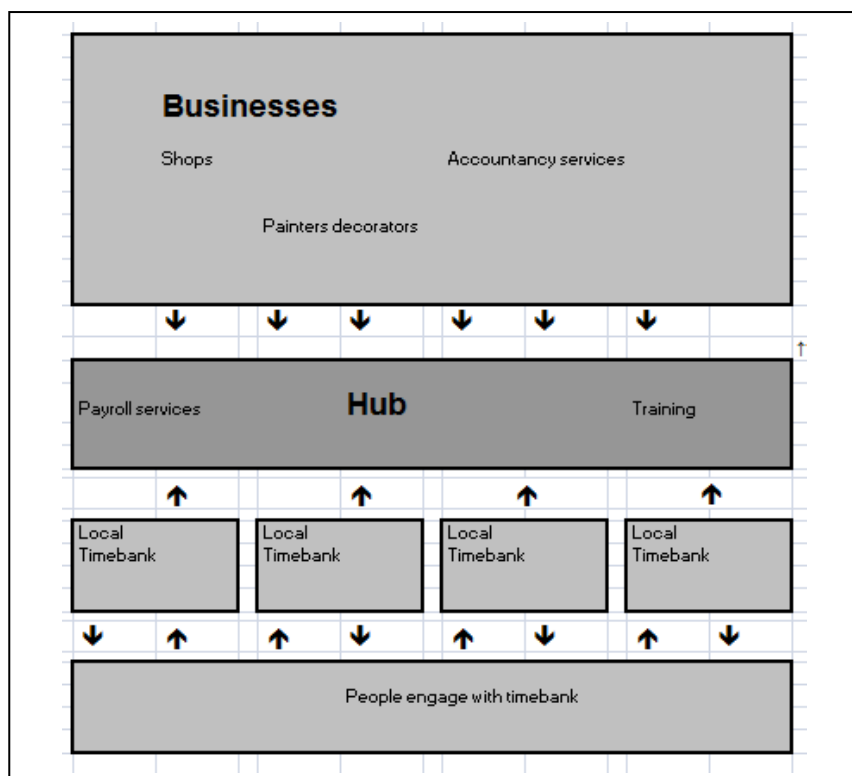
Time banking is providing a framework to **bring people together** who would not normally meet, to **learn and share skills**, access **new opportunities**, make **new friends** and lend a **helping hand to those in need**.

Community exchange enables **cooperation, and capitalises on local knowledge and people's skills, as well as encouraging people to learn new ones**. This transforms community members from being passive recipients of top-down services to **'co-producers'**- allowing them more **control over their lives** and a chance to **shape and participate in providing services to others**. Community exchange allows people and agencies to support one another and engage in mutual non-material exchange, growing **civic activity**.

*" last month I had no qualifications, now I have two...I'm so proud"
Participant in Delivery team activity, Enfield (Enfield Homes)*

"Thank you for believing in me and always calling me to remind me of activities going on. This work has changed my life; before this year I was always saying that I wanted things to be different but I never did anything about it- now I realise I can do anything. Today I know that in four years time I will be training to be a mental health nurse- I'm already helping people in my community and I just wanted you to know that." Well London Delivery Team Participant, Waltham Forest (the drawing shed).





Pioneering this work

LSx is now interested in supporting the **cascade of this work** in other areas in collaboration with **pioneering local authorities**. An outline of the framework this could follow is presented in Figure 2, below:

Who	Give	Gain
Local Authority		
Ambitious plans for the whole community to benefit	Officer support Discount on Council services e.g. rent	Increased recycling Lower contamination Healthier communities Support for social care
Local Schools Universities		
Support greater learning outcomes through whole community approach	Training to support gaps in capacity	Relationship with local community and employers supporting their corporate objectives
Local Businesses		
Greater Sales Supporting CSR to improve their community Healthy backstreets lead to healthy high streets	Vouchers for shopping In kind support for the timebank Mentoring of young people	Greater footfall into shops Greater loyalty of customers Educated employee pool
People		
Most people go into timebanking for what they can get out of it but they stay for the friends	Babysitting Shopping Recycling Companionship Skills	Skills Income Maximisation Friendly services

Aspects to this approach include:

- Working with local authority social care and public health departments in order to **determine priorities, needs and aspirations** as well as candidate areas for implementation
- Delivering community engagement activities such as **'Bring and Fix'** with communities of geography to showcase the opportunities available under co-produced community exchange models and kick start participation
- Identifying what **people and agencies in the target area would like to give and what they would like to gain** from a community trading system that would recognise and reward efforts across **a spectrum of sustainable lifestyle choices**



Anticipated outcomes

- **Streamlined service provision** – for example ensuring community members are made aware of the suite of public services available to them through a one stop shop such as the time bank or Hub – removing the costs and potential duplication of effort involved across local authority teams such as social services, environmental services and local public health providers.
- **Enhanced public relations** – shifting the emphasis of public service delivery towards genuine co-production, enabling neighbourhoods to play their part in shaping the services designed to meet their needs and improving their perception of and trust in the council.
- **Strengthened civic society** – increasing the opportunities for and resilience of, local organisations and structures, and enabling individuals to enhance the confidence, knowledge and skills required to improve quality of life and realise potential.

How can I get involved?

There are opportunities to get involved in this work through:

- **Membership of LSx:** we would recommend Gold Membership in order to do this work appropriately
- **Sponsorship of a specific element of the project**
- **As a local business,** becoming a silver member or bronze and contributing time, support to the project in kind.



In order to identify which of these might be most appropriate for you and take any of the ideas outlined forward, please contact:

Jessica Gibbons, LSx Development Director, t: 020 7234 9400 e: j.gibbons@lsx.org.uk