Y2

TOOLS TO ACT

Building a Participatory Ecosystem in Barking and Dagenham through the Every One Every Day initiative.

ACKNOWLEDGEMENTS

Special thanks
Thank you to all the participants of Every One Every day for their excitement, ideas and contributions.

Every One Every Day is inspired by the innovative work of hundreds of people locally and across the world who are finding new ways to reshape their communities and helping imagine what re-organised neighbourhoods might be possible in the future.

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FOREWORDS

Participatory City Foundation

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At the end of our second year, once again the most powerful endorsement of the work of 'Every one, Every day' - and evidence of the efficacy of the Participatory City Foundation approach - comes from those Barking and Dagenham residents who have participated in the activities of their making.

The thoughtfulness with which the Theory of Change - the foundation for the work - has been constructed and enunciated, the rigour of the work to create the participatory ecosystem, the careful planning and management and the robustness of the research are all clearly hugely important. It goes without saying that the quality, commitment and sheer brilliance of the staff team that has been assembled and its leadership by Tessy are critical.

But above all, the testaments of local people about the effect and impact of their participation in Every One Every Day has had on them, their lives and those around them are the most uplifting and affirming. Underpinning the verbatim comments, the sense of belonging, purpose and agency it has given people, for many for the first time, is extraordinary.

It is increasingly clear from our work at Participatory City Foundation, and others' elsewhere across the UK and around the world that there is a growing consciousness and understanding of a new, different way of approaching the facilitation of healthier and happier lives and living. The work in Barking and Dagenham is at the practical, leading edge of this and is helping local people, the Council, us and others to learn about and develop the ways in which, in other places, it can be shared, adapted and scaled to best effect.

While the work is not yet complete, throughout an incredibly challenging and equally rewarding year, everyone involved in 'Every One Every Day' has contributed to an amazing journey and achievement to date, as this second year report attests.

Michael Coughlin, Chair of Trustees

The body of evidence is growing: participation of this kind is good for people. It co-creates unique and highly personalised outcomes through direct interactions with friends and neighbours. Most exciting of these new findings is that these outcomes are being driven by people themselves. Participants describe that as their confidence and learning increases, they experience boosts to their creativity and sense of wellbeing and happiness, with a growing excitement about their own capabilities to create positive futures. The numerous invitations to participate in everyday activities with their neighbours creates these opportunities for people to interact as well as exercise and grow their individual agency.

Long term paternal approaches to public services have had negative side effects that are well recognised. They can create a sense of collective learned helplessness, where agency can become dormant over time. The results from Year 2 show that an alternative to 'all or nothing' approaches to public services is possible, that local (and indeed national) governments can invest in platforms that enable people to self-direct their own progression towards improving their health and life prospects, giving them the tools to act, and to co-create valuable outcomes for themselves, their families and neighbours. If we are to succeed in acting on the social and climate emergencies which grow more pressing every day, we need to design and build new systems with people and their capabilities at their epicentre enabling a widespread context for people to exercise individual and collective agency. This isn't about gifting power to people top-down, its about working together to co-create a new level of collaborative society, stimulating what Gabriella Gomez-mont describes as 'creative contagion', supported by the practical tools that make action possible, at every conceivable scale. These practical tools are public social infrastructure, in the same way that libraries, parks, roads and the National Health Services are, and equally essential.

The inclusivity, across age, culture and background, that we are witnessing in the full range of actives across the borough is an inspiration. Twenty eight thousand hours have been created through the peer-to-peer activity, with people speaking to an average of six new people, from different cultures and background, at each session. This is community cohesion being co-created in a daily basis, led by residents.

This year we added 'Making children welcome' to the Inclusivity Principles in recognition of what has become increasingly obvious: children are central to building practical participation ecosystems of this kind. Children have forged their place in Every One Every Day as equals, not just accompanying their parents, but by becoming neighbourhood co-producers themselves, hosting Trade School sessions with one another, distributing newspapers, hosting the spaces, caring for the shared spaces, looking after chickens, and becoming fully fledged mini makers themselves.

A huge thank you to every person who is involved with this initiative - now running into thousands of individuals and organisations who have supported and contributed in a myriad of amazing ways. The residents of Barking and Dagenham, the council teams, the funders, designers, academics, researchers, our trustees, the 40+ local organisations who work closely with us, our global partners in Canada, Australia and Scotland, everyone who has visited us, emailed or called. Thank you for making this initiative what it is, with so much more potential to come.

Tessy Britton, Chief Executive

Partners, Funders and Global Advisory

London Borough of Barking and Dagenham

It is a privilege to write a contribution to this year 2 evaluation report. The Council is a staunch advocate of the Participatory City Foundation and of the Every One Every Day programme. This is because people are at the heart of our mission: people's relationship with themselves – their sense of identity, worth, power and agency; their relationship with one another; with wider civil society; with the economy; and with the state. Central to our approach has been a belief, or rather an instinct, that presumes there is a personal and public good in fellowship, that relationships can be established and nourished in every day practical participation and that through those interactions great things are catalysed. This report demonstrates that belief to be well placed.

For a number of years we, in Barking Dagenham, have been at the sharp end of many of the complexities that have come to define the turbulent second decade of the 21st century. Indeed as we approach the quarter way mark, the 21st Century is proving far more complex than we might have imagined when we ushered in the new millennium just 20 years ago. Alas for many of us in Local Government, our task has not been the relentless replication of the 'ideal authority'- the New Public Management equivalent of Fukuyama's 'End of History' – but the daunting job of determining who public services need to be for, and how best to deliver. At the heart of this re-imagining are profound questions about power. Who has it, who doesn't, who exercises it and who experiences it's impact. These questions are structural but also moral, and in their answers, we glimpse the shape and character of public services and their leadership for generations to come.

Our context in East London is ever clearer, familiar and one which shows no sign of going away anytime soon. We are not alone. This 'new normal' is one of: perma-austerity; unsustainable rises in demand for services, conceived for different times, now struggling to cope; mega changes in expectations and the erosion of trust, driven in part by new technology, but also the rapid decline of old world power paradigms; environmental degradation; rapid and unpredictable demographic change that challenge prevailing patterns of cohesion and identity; and an economy that isn't working for too many people.

Like others, we've been battered by austerity. We're a post-industrial town (quite literally post-Fordist) where stable, semi-skilled, mainly (white) male jobs have disappeared in a manner not dissimilar to some of our great northern towns and cities. Over the last two decades we have also experienced seismic demographic change. In 2001 89% of our population was White British, by 2011 less than half were. That change hasn't slowed. We have some wards in the borough where fewer than 9% of folk associated with an address in 2011 were still living there in 2018. We also have the youngest population in the UK.

Meanwhile socio-economic outcomes for many of our residents are not good enough. We languish at the bottom of too many London league tables – and often, those furthest away from the prospects of economic and social participation are women and girls. The financial cost of this context to cash starved local-public services is huge, the human cost is unbearable.

Its against this back ground that notions of tradition, identify and power are contentious and contested. In 2006, 12 members of the British National Party were elected to the Council, an event no less remarkable for the fact that they only stood 13 candidates. With hindsight were we the canary in the mine? A decade later we went on to be one of the few Brexit Boroughs in London.

On the upside, we're a part of London that is experiencing significant economic growth. We have space for 50-60,000 new homes 25-40 minutes from central London. Two years ago we created our own growth, regeneration and development company Be First and our own general fund housing company Reside. We're now building more Council owned houses that we are able to let at Council equivalent rents than we are losing through the right to buy, for the first time ever. Meanwhile we've completely redesigned Council services so that they are focused from first principles on tackling root causes rather than presenting needs. There is much more to be done in all these areas but we've made start.

Accordingly we see our role as three fold: intervening in how capitalism is working in the borough, particularly in relation to housing delivery, job creation and wealth retention, so that we shape it to our ends and ensure a local economic foundation that works for as many as possible; secondly by intervening at a structural level in our society and community so that the barriers that are holding people back are broken down and so that collectively we tackle the long term root cause of demand. This will require the use of data and insight on a scale never-before seen in the public sector, but deep empathy too. Finally none of this means much if we are unable to form trusting relationship with all the people who live in Barking and Dagenham because all of this is personal, and it is political. Our mission is to foster trust, and a sense of agency, and provide real opportunities to participate in and then influence and control those decisions that affect citizens lives.

This is a very different vision for public services and for what we mean by social, economic and political infrastructure – platforms, at scale, that enable people to come together, meet, make, grow and develop. An approach that recognises the deficits of power that prevent folk participating as equals and which seeks to design them out. In this report we see the green shoots of that vision beginning to work. It is for these reasons that our work with the Participatory City Foundation is so vital. It's complex, but not complicated. Human Beings finding their feet in fellowship and shared endeavour is not a new idea, but in our fractured world it needs to be stimulated and supported and made easy. It takes resource – money, people and leadership, but it is yielding results and so we push forward!

Chris Naylor, Chief Executive

FOREWORDS

Partners, Funders and Global Advisory

The National Lottery Community Fund

When people are in the lead, communities thrive. As the largest funder of community activity in the UK, we know this to be true, and Every One Every Day is evidence of that. Now in its third year this initiative continues to positively impact the lives of many residents across Barking and Dagenham. Founded on an ethos of co-production and bringing people together, Every One Every Day is at its core a resident-led project seeking to build participation into the fabric of everyday life across the London Borough of Barking and Dagenham. It's wonderful to see the many projects that have emerged over the course of time, through building an inclusive participation network; such as bee keeping, public fridges that support food sharing and reduce food waste, story box telling, photography projects, nature trails and much more.

Year 2 evaluation findings suggest compelling evidence that Every One Every Day's systems approach to building large scale participation is feasible and is working well in Barking and Dagenham. It also finds that the approach is inclusive and bridging networks in the borough, enabling participants to make new friends and reducing social isolation via the various co-produced initiatives being developed. We're proud to see National Lottery funding play a part in supporting this great idea to become a reality. We are excited to see this project - the largest participatory project of its kind in the country - continue to go from strength to strength, and witness the long term impact on these communities in the years to come.

Sacha Rose-Smith, Senior Head of Regional Funding

Bloomberg Philanthropies

Around the world, trust in government is plunging and more and more people are growing dissatisfied with how democracy is working. In spite of this and perhaps because of it, momentum is building toward new forms of participation, especially at the local level. That's where residents truly can stand at the centre of decisions about what their communities become. It is a time of incredible promise.

At Bloomberg Philanthropies, our public sector innovation program helps city leaders deliver better results for residents. Increasingly, these leaders see that the people who live in and care about their communities can be co-creators of this change. To realize the promise of participation, however, we need more than inspiration. We need a road map so that city leaders can support proven strategies that work on the ground. We need evidence that this work is feasible and creates real value for individuals and entire communities.

This is why we're so proud to support Every One Every Day, and so excited by the results of the initiative after two plus years. Every One Every Day is well on its way to showing that a systems-level approach to participation not only helps the residents of Barking and Dagenham plant gardens and build play spaces, but also forges new friendships and fosters trust among neighbours. Perhaps most excitingly, the initiative will show how this work scales across a community and, we hope, can transfer to other cities across the globe.

Andrea Coleman, Government Innovation

Esmee Fairfairn Foundation

We're pleased to support initiatives such as Every One Every Day that take a fresh approach to enabling participation. Its strength is in bringing social benefits without putting a label on problems people may experience – instead, putting residents at the heart of co-producing activities that are so often uplifting, celebratory, and inclusive.

We look forward to continuing to learn alongside Every One Every Day as it seeks to grow the participation network further in years to come.

Hannah Lim, Lead Grants Manager for Social Change

Shift Design

I've spent a significant proportion of my working life pitching hunches: As a community worker and third sector manager I've said to funders "back this arts project / sports scheme / social group not because you are interested in poetry or dance or football or what ever it might be, but because we have a hunch that the social connection facilitated by the activity will reduce anti social behavior, raise self esteem, build social cohesion etc etc. It will be fun, but it will also be more than that, much more."

And, of course, because it is what civil society is doing all over the UK, it is a little bit more than a hunch. We have seen what works. But, and here's my point, real, thorough, data based proof has often been small scale, patchy and inadequate.

Every One Every Day can change the game. Delivered at scale, with thought and commitment, we can reasonably hope for the evidence: Participatory City is at a relatively early stage in an ambitious adventure. Findings are partial, conclusions incomplete but I love the conceptual models and the language. Amongst the stages on the Participant Journey we find words like trust, excitement and, especially, happiness, all too often absent from the policy makers lexicon.

It is "trust" that binds us together in a warm web of mutually reinforcing relationships. It is what makes us whole.

It is the joy of doing things, the "excitement" of collaborating, that consolidates the connection.

And "happy" people, too often disregarded as peripheral to the central policy agenda, are healthier people, better parents, colleagues, bosses, carers, neighbours, learners, teachers, contributing citizens.

With each year on its journey, Every One Every Day makes pitching positive relationships as the route to a favourable economy, successful services, safe and healthy communities, less and less of a speculative hypothesis. We need to keep listening, keep learning. And we need to do it more.

David Robinson, Relationships Project

Royal Society for the Encouragement of Arts, Manufacturing and Commerce

To be a valued member of a supportive community is essential to individual wellbeing and resilience. Throughout human existence most people have been able to take this largely for granted. But that was when we lived in relatively homogeneous and tight knit communities. Life today is different. Urbanisation, mobility, migration, greater local diversity in values, backgrounds and attitudes; all of these mean community bonds can't be relied upon. Instead, they have to be deliberately developed and maintained.

The community challenge is harder still in a place like Barking and Dagenham where a fast changing local population suffers high levels of social disadvantage and economic insecurity. This is why the Every One Every Day initiative is so important. Its story matters not just to residents on one London Borough but to the urgent challenge of strengthening civil society in modern conditions.

The project's Year 2 report makes fascinating and often inspiring reading. This is an initiative not afraid to set bold objectives and to be accountable for their achievement. From encouraging neighbourhood participation and co-learning to helping people become makers, gardeners or potential social entrepreneurs, Every One Every Day measures its progress not just in a growing body of data but through the vivid testimony of local residents for whom connection and hope has begun to replace isolation and pessimism.

I have seen Every One Every Day in action in its shop at Church Elm Lane and The Warehouse and have had fascinating conversations with its committed and creative Chief Executive Tessy Britton. I applaud the impressive progress made in its first two years. But I also know Tessy and her team will be determined to see the project grow even further in reach and impact as it moves into its second half of tis five year core funding. However impressive its achievements so far, the ultimate test is that the insights and practices being trialled and developed in Barking and Dagenham inspire public agencies, social entrepreneurs and community activists in cities the world over.

Matthew Taylor, Chief Executive

McConnell Foundation

Participatory City, heralded as holding the seeds of social transformation in the UK, is coming to Canada.

This is happening when Canadians are at a precipitous moment, when everything we do matters, and it matters that we do everything we can. Over the course of the next decade we must massively reduce greenhouse gas emissions, while simultaneously building a society that replaces a broken and genocidal relationship between Indigenous and non-Indigenous peoples, following the Truth and Reconciliation Commission's Calls to Action.

It is impossible to take collective action on such challenges without addressing two underlying factors. One is social exclusion, encompassing loneliness, prejudice and lack of compassion. Without intervention, it breeds stigmatisation, fear and mistrust. The other is economic inequality – and in particular the scourge of poverty. Not only does poverty inflict misery on the innocent, it also wastes human potential. Contrast this with the excess and privilege of the super rich, and economic inequality displaces social solidarity with cynicism, despair, resentment and rage.

Social exclusion and economic inequality thus feed political polarization and starve the public commons, hobbling efforts to meet the larger challenges before us.

The key to creating new and better outcomes is to frame and populate social narratives about working together to build a society that works for everyone – now and for generations to come.

Participatory City's Every One Every Day initiative has shown what this actually looks and feels like, beginning with the remarkably diverse group of people who live in the London borough of Barking and Dagenham. It is enabling them to connect with each another to co-create futures they want for themselves and for one another.

As Participatory City comes to Halifax, Montreal, Toronto and beyond, it will be shaped by those who welcome this opportunity to contribute existing work on our most pressing challenges to an expanded sense of what is possible.

Positive systemic change at the necessary depth and speed is not something that can be imposed from elsewhere, or for that matter, that governments or the private sector can accomplish by themselves. It requires community-wide mobilisation. By connecting people and ideas where they live and work with a sense that we can and must do better, Participatory City and its partners are creating the conditions for an enduring and hopeful societal transformation.

Stephen Huddart, Chief Executive

FOREWORDS

Partners, Funders and Global Advisory

University of Sydney

Climate emergency, rampant economic inequality and the rise of the politics of racial hatred, each threaten to dominate our world over the years to come. Each also demand an urgent and far-reaching response; a response which conventional politics has signally failed to provide almost every across the world.

That response is not going to come in the form of any one political candidate or any one policy. Instead, it is going to come from system change.

That fact is increasingly widely acknowledged.

In the last few years, the demand for a "new system" has gone global. From campuses to Capitol Hill, it is a commonplace to hear that we live in the end times for the current economic order, possibly even capitalism itself. Within broader public debate too, the shift is unmistakeable. Where there were thin pickings for those looking for radical new ideas only years ago, there are now airport best-sellers on the end of capitalism and a host of new journals and websites committed to new economy thinking and action.

The demand for system change reaches into the most surprising of places right now.

Much of the Global Economic Forum's debate at Davos in 2019 centred on the question of whether the current economic order was being up-ended either by a technological 'fourth industrial revolution' or by new social forces beyond their control. And similar debates are almost ever-present across the globe, wherever Business Schools' experts gather and corporations hold their strategic retreats. In a similar example, a few years ago, a handful of multi-million-dollar philanthropic foundations teamed together to create Partners for a New Economy, an international donor collaborative which funds researchers and campaigners committed to shaping "a new economy", one "that enables communities, people and nature to thrive". Even the Financial Times has called for a reckoning with capitalism in a front page editorial.

For all of us committed to social justice, this is all extraordinarily exciting. We are witnessing the creation of a vital force capable of generating the energy that our age demands.

But in among all the thought and argument about a new system, too often there is something missing. And that is everyday life and everyday people.

Too often, that is, the debates about a new system fall foul of one of two problems.

First, they can become highly abstract, or technical, far-removed from the textures of people's actual lives. This has the consequence of negating the impact. You can't change the world if no-one understands what you are trying to do. It also means we shrink the pool of ideas and knowledge from which we can draw – how can we know how the world should change if we only listen to one kind of expert, capable of speaking one kind of language?

Second, those pressing the case for far-reaching change can also become far too narrow-minded and aggressive. Sometimes in all of the seriousness of intent and the urgency of purpose, the arguments for change become shrill and intolerant. There is an over-willingness in systems-change circles for people to denounce others, not just criticising the worst excesses of our prevailing order but wilfully dismissing everyone who is not yet persuaded of the need to up-end the status quo and build something far different.

Those of us committed to changing the system need to avoid these two faults if we are to succeed in our goal.

This requires a huge shift. For decades now, the professionalisation of political parties and the bureaucratisation of government have generated a cult of expertise and detachment, a sense that ordinary people do not understand their own lives, that the fundamental aspects of their affairs are better run for them from on-high either by the officials of the state or the giants of the market. What is more, the cynicism and contempt for most people that are at the core of much political practice is also transparent.

Fortunately, however, there is one straightforward way of shifting in the way we need. All of our plans for system change should somehow begin with attention to the everyday and only then move to the bigger realm. As Raymond Williams expressed, "if we are serious about even political life, we have to enter that world in which people live as they can as themselves … within a whole complex of work and love and illness and natural beauty".

This is not a new notion. The Industrial Areas Foundation prioritises the building of connections between citizens in everyday settings to the taking of immediate political action like electoral campaigning. It still seeks to take action and to achieve crucial political outcomes, including systemic changes, in the longer run, but it begins by connecting people together in the places that they live, listening to their stories and working out how the private realm and the public best relate one to another. Relationship precedes action, in the old IAF mantra, it does not replace it.

If even a handful of system-change campaigns made a genuine commitment to working with the grain of the everyday rather than against it, if they made conscious efforts not endlessly to criticise and condemn the ordinary lives of ordinary people, then positive change would result.

This would not mean such groups taking a vow of silence on everyday practices that they find deeply challenging, of course. Nor should it mean groups shy away from controversy, from picking a fight where fights are needed or by laying out arguments that radically break from the status quo. But it should mean that when groups do these things, they interrogate themselves in each instance and resist defaulting to destructive hubris and aggression simply because it is the standard mode of the conventionally political.

The Every One, Every Day initiative run by the Participatory City is just such example of profound system change with a genuinely human face. Founded on the idea that "what people do together every day matters", Every One, Every Day fosters and facilitates widespread networks of co-operation and friendship in one of the most economically deprived and ethnically diverse communities in the whole of the UK. As this report reveals, it does so in a host of projects, each and every one of which is co-designed and co-produced by ordinary residents themselves, with results that are already staggering in such a short time. The data reported here, show people spending more time together, working across the generations, learning from and co-operating with their neighbours on a host of new projects and doing so sustainably.

It is no exaggeration to say it is work like this which can save the world. If we are going to learn how to live in the face of climate change, tackle the vast inequalities that divide us, come together across differences of race, history and religion, it will be through experiences like this. It won't be through protests and it won't be through textbooks – vital though both those can be – it will be through lived experiences of doing the everyday differently.

Despite the absolute centrality of these initiatives to our collective future, as The New York Times correspondent, David Brooks has perceptively explained, professional journalists "barely cover" the efforts of these "social change agents" because they are dismissed as "goody-goody". But, he continues, "these people are not goody-goody. They are raw, honest and sometimes rude. How do we in our business get in that spot where we spend 90 percent of our coverage on the 10 percent of our lives influenced by politics and 10 percent of our coverage on the 90 percent of our lives influenced by relationship, community and the places we live every day?"

Even Brooks under-estimates the importance of what is happening though. For this kind of grounded changemaking, with its roots firmly planted in community and the everyday, is not best seen as an alternative to conventional ways of changing the world. It should, instead, be understood as the beginning of a new strategy to do just that. When we see it that way, we should realise it is one of the biggest sources of hope in a profoundly dark time.

Marc Stears, Director of the Sydney Policy Lab

This essay draws upon his work with the Justice in Political Economy project at Harvard University.

NOTES

This report is produced by the Participatory City Foundation.

Further research documents can be downloaded from the organisation website.

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participatorycity.org

Every One Every Day website
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Community Lover's Guide website
http://www.communityloversguide.org

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CONTENTS

EXECUTIVE SUMMARY
14

Introduction to Every One Every Day
Context of Barking and Dagenham
The ambition
Building two interconnected systems
Evaluating Every One Every Day
Every One Every Day Ecosystem
Executive summary
Outcomes framework V.2
Participants self-directed journey

Key finding 1 - Feasibility
Key finding 2 - Inclusivity
Key finding 3 - Value Creation
Key finding 4 - Systemic Integration
Key finding 5 - Adaptation Elsewhere

Infographics
- Growth of participation
- Collective Impact Indicator 1 - Mental and physical wellbeing
- Collective Impact Indicator 2 - Families and young people
- Collective Impact Indicator 3 - Learning and neighbourhood
- Collective Impact Indicator 4 - Learning and work
- Collective Impact Indicator 5 - Cohesion and neighbourliness
- Collective Impact Indicator 6 - Collective action and co-production
- Collective Impact Indicator 7 - Environment

Challenges
Milestones

YEAR 2
90

Participatory Ecosystem
- Resident participation
- Person-centred Ecosystem
- Entry points
- Ecosystem of projects and opportunities
- Resident distribution
- Weekly visitors

Support Platform
- Organising the platform
- Mirroring the Participatory Ecosystem
- Developmental evaluation process
- The role of knowledge & learning
- Development cycles
- Big teaming in practice
- Decision making

Collaborative Business and inclusive growth
- How Collaborative Business Programmes work
- Observations and challenges
- Evolution of Business Programmes
- Collaborative brands for Year 3

Mini Makers
Co-production Lab
- Launch Lab
- Transition Research Project

Partnership building
Here&Now School
- Transdisciplinary Research Project
- Discovery Days
- Cities Programme

Sustainability
Digital strategy
Communication strategy
Press and awards
Governance
Finance overview
Shops and The Warehouse

RESEARCH
190

Research history

Evaluating Every One Every Day
- Outcomes framework
- Evaluation criteria
- Evaluation principles

Research methodology
Evaluation map
Theory of Change
Data Sources
Evaluators
Research Questions

Year 2 Findings
- Feasibility
- Inclusivity
- Value Creation
  - Resident outcome evaluations
- Systemic Integration
- Adaptability elsewhere

PROJECTS DIRECTORY
270

Design process
Project taxonomy
Project Register
Cooking Eating and Welcoming
Growing, Composting, Bees & Chickens
Making, Learning and Working
Playing and Walking
Photo and Film
Collaborative Business Programmes
Other Programme Events

EXECUTIVE SUMMARY

Introduction to Every One Every Day
Context of Barking and Dagenham
The ambition
Building two interconnected systems
Evaluating Every One Every Day
Every One Every Day Ecosystem
Executive summary
Outcomes framework V.2
Participants self-directed journey

Key Findings
- Key finding 1 - Feasibility
- Key finding 2 - Inclusivity
- Key finding 3 - Value Creation
- Key finding 4 - Systemic Integration
- Key finding 5 - Adaptation Elsewhere

Infographics
- Growth of Participation Ecosystem
- Collective Impact Indicator 1
- Collective Impact Indicator 2
- Collective Impact Indicator 3
- Collective Impact Indicator 4
- Collective Impact Indicator 5
- Collective Impact Indicator 6
- Collective Impact Indicator 7

Challenges
Milestones

INTRODUCTION

The Every One Every Day initiative is grounded in Participatory City's nine years of deep engagement with those at the forefront of developing 'participation culture' around the world. The genesis of the idea has been built on research aimed at developing an approach to fostering more of these new types of inclusive participation projects, seeing this approach as a key building block for developing sustainable urban neighbourhoods for the future.

Discussions began with London Borough of Barking and Dagenham in March 2016. A partnership was formed to conduct a feasibility study in the borough and discussions began with a number of funders.

Over a period of sixteen months the Every One Every Day initiative was developed and the first £3.95m was raised, allowing for the project to start.

The Participatory City Foundation, a new Barking and Dagenham based charity, was formed specifically for the purpose and began recruiting for the team on the 31 July 2017. A further £850,000 has since been raised through the GLA's Good Growth Fund for the Warehouse facility, a co-working and makerspace for residents.

The initiative was launched in November 2017, with two high-street shops opening, one in Ripple Road, Barking, and the second in Church Elm Lane, Dagenham.

During the second year a further £2.6m of funding has been raised bringing the total raised to date to £7.4m.

Two further shops have been opened, one in the middle of the borough in Martin's Corner and one in Thames ward, south of the A13. In addition the Warehouse, a 3,300m2 public makerspace, has also been opened in Thames Road, and building works began in April 2019.

This report documents the second year's work and evaluates progress to date.

BOROUGH CONTEXT

The London Borough of Barking and Dagenham is situated in East London and has a population of approximately 208,000. It has seen a growth of 13% between 2001 – 2011 and has a predicted growth of 24% for the decade 2016 – 2026.

The Borough's demographics have changed rapidly over the last fifteen years, from 79% White British in 2001, to 49% in 2011. This has created a particular challenge for community cohesion. In 2006 the BNP became the Borough's second party with 12 seats on the Council. These seats were won back by Labour in 2010. Between 2012 and 2014 25% of the Borough's population moved into the Borough, and a similar proportion moved out.

Combined with a growing population the Borough faces a number of socio-economic challenges including low-incomes and levels of employment, poor education outcomes, and high levels of homelessness, teenage pregnancy and domestic violence. Social cohesion also remains a challenge.

In 2014 the current leadership restated its commitment to community engagement by establishing new community priorities, reflecting the intention of creating One Community in Barking and Dagenham. This set in motion a range of key initiatives seeking to engage and empower residents. This is reflected in the 50th anniversary celebrations and ongoing community events programme, the cultural partnership that has developed, and the strong political leadership in engaging with residents.

In 'No-One Left Behind', Barking and Dagenham's 2016 Independent Growth Commission report, it was observed that 'most important of all is the involvement of people in the re-imagining of the Borough', and that 'the traditional role of the Council as the provider needs, in many areas, to evolve into an equally important but more facilitatory mode of operation'.

The Commission recommended 'a renewal of civic culture through the development of a vibrant community', that the Council should 'play a catalytic role' in the fostering of social cohesion, and that 'enhancing the innovative capacity of the local authority, and the institutional and policy environments in which the voluntary sector functions, will have a positive impact'.

In April 2016 the London Borough of Barking and Dagenham (LBBD) agreed the Ambition 2020 (A2020) transformation programme. At the heart of these proposals is a new way of working that moves that Council away from a paternalistic past and towards the facilitative role recommended by the Growth Commission, a move designed to enable the contribution of others as well as deliver services directly. That means moving away from an organisation which is designed around professional service silos, to one that is designed around improving outcomes for residents, recognising this must be a joint endeavour.

This put LBBD in a unique position and it hosted the Every One Every Day initiative for three main reasons:

1. The level of need in the borough is widespread, everyone needs to see tangible improvements in their lives.
2. The Participatory City model matches the ambitions for working with residents in a new way.
3. The leadership at the Council is united and determined to innovate to improve residents lives.

In March 2018, the Council was presented the title of Council of the Year at the Local Government Chronicle Awards.

"In addition to improving material and social outcomes for people, a framework for Inclusive Growth must also be concerned with how those outcomes are achieved. In short, it matters whether they are achieved through passive paternalism or secured through the active participation, agency – and effort – of people themselves.

In our view, the ultimate success of any Inclusive Growth strategy rests on the extent to which it encourages participation at every level. While paternalism was an undeniable feature of the Borough's past, the future will require relationships of reciprocity, both within communities, and between citizens and the Council."

Growth Commission Stocktake Towards Inclusive Growth for Barking and Dagenham, January 2019

THE AMBITION

The Every One Every Day initiative has a big ambition:

To build the first large scale, fully inclusive, practical Participatory Ecosystem.

To measure the value co-created by this Participation Ecosystem and to establish its viability as a long term contributor to producing healthy, happy and resilient neighbourhoods.

Putting local people at the heart of shaping the borough

Every One Every Day will develop dense networks of residents working together to create inclusive neighbourhoods, made by everyone, for everyone.

What people do together every day matters.

For widespread networks of co-operation and friendship to grow at sufficient scale new structures for participation are needed.

As noted by the Guardian in 2015 'For commons-style thinking to take hold, we would need to move beyond quaint notions of the gift economy and engage in systemic re-structuring'.

It is this systemic re-structuring that Every One Every Day aims to achieve. It places local people at the epicentre of making their neighbourhoods inspiring and healthy places to live. Through Every One Every Day residents will co-design every project, co-produce every outcome, and will be the front line of the evaluation process. Taken together these small practical projects form the types of hands-on, practical and sustainable local communities people want to live in, and help to create.

Departing from the old ideas of 'top down' and 'bottom up', Every One Every Day aims to build a new type of support system in the heart of the neighbourhoods in Barking and Dagenham. This support will be shaped around residents' creativity and energies, providing a dynamic testing ground to collaborate with each other and with other local organisations, shops and businesses. This initiative will cultivate and grow residents' ideas, knitting together talents and resources lying dormant. No time, talent, skills or spaces will be overlooked, unappreciated, or go to waste however small.

People and institutions collaborating

Time and again it has been observed that even with the best intentions in the world, it can be difficult for local residents to sustain their efforts to run or improve neighbourhoods on their own.

Neither can local governments sustain their efforts to provide everything for residents. It is through combining the ideas, energies and resources of residents, local government, statutory partners and other local organisations and businesses that long term sustainability will be achieved.

Every One Every Day aims to achieve this new type of sustainability, scaling up this collaborative model, project by project.

"Participatory City provides a refreshing narrative and a tangible manifestation of what transition can look like, at the scale of the neighbourhood. It represents a model that can connect with similar movements of change, scale across neighbourhoods, and be adapted to cities anywhere. Simply put, it provides an inspiration for us to re-imagine how we live and work together in the future."

Jayne Engle, Cities for People, McConnell Foundation

BUILDING TWO INTERCONNECTED SYSTEMS

The idea of developing an approach based on 'participatory culture' started with the observation that some innovative citizen-led local projects were achieving inclusive participation.

These projects involved activities which were intrinsically appealing to many people, often with what began to be seen as 'common denominator' activities - such as cooking, learning, making - experiences that were enabling people to co-produce something tangible as a group of equal peers. These projects showed that they could create many positive outcomes such as learning, social cohesion and health.

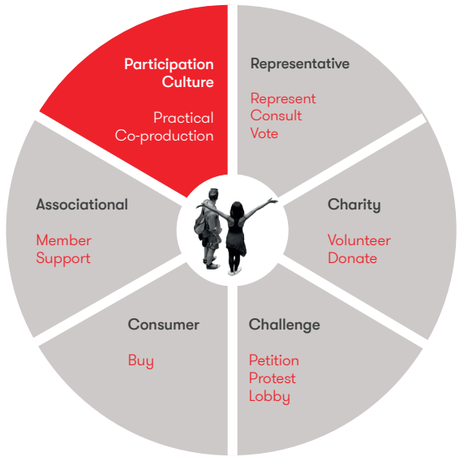
The characteristics of participatory culture projects which have been incorporated into this approach are:

- Equality – attracting a diverse range of participants.
- Mutual benefit – involves people contributing and benefiting in a single action.
- Peer-to-peer – involves people working peer-to-peer on an equal footing.
- Productive activity – involves producing tangible things together.
- Open accessibility – involving as many people as possible, through working to reduce all types of participation barriers.

Over nine years of testing and planning, which included four research cycles, the Participatory City Foundation developed a systems approach to growing a large network of people participating in practical activity.

This systems approach requires building two interconnected systems, each with different elements and design principles.

	System 1 Support Platform for growing projects	System 2 Participatory Ecosystem for growing participation
What each system consists of	A collection of many support elements shared across all the projects: design team, functional spaces, project ideas, organising, insurance, promotions, digital, metrics etc.	A collection of many and varied 'participation culture' projects, connected and not formed into mini-organisations, unless collaborative businesses.
What each system does	Makes is easier to co-design, support, maintain or grow collections of projects that form the Participatory Ecosystem.	Makes it easier for many people to participate in practical projects that fit with their everyday life.
What each system achieves	Builds and sustains the Participatory Ecosystem together with local people.	People participating generates many benefits to themselves, their families and the neighbourhood.



PARTICIPATORY ECOSYSTEM

A collection of many and varied practical 'participatory culture' projects and collaborative businesses.

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

Design principles for inclusive Participatory Ecosystem

Low time and commitment.
No or low cost.
Simple and straightforward.
Many opportunities with wide variety.
Nearby and accessible.
Opportunities from beginner to expert.
Promote directly and effectively.
Introduce or accompany.
Tangible benefits to people.
Attracting talents not targeting needs.
Fostering inclusive culture.
100% open - no stigma.
Build projects with everyone.
Welcome children.

Co-production process

SUPPORT PLATFORM

A collection of co-ordinated shared infrastructure

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

Operations & Logistics

Trained team

Network of shops & warehouse

Design principles of support platform

A system of practical support.
Makes it easier to start and grow ideas.
Works quickly.
Reduces and shares personal risk.
Proper co-production design.
More people involved as co-builders.
New ways for organisations to collaborate.
Support collections of projects.
More opportunities to grow confidence.

EVALUATING EVERY ONE EVERY DAY

Two years from the beginning of the Participatory City Foundation and just over twenty months from the launch of the Every One Every Day project in the neighbourhoods of Barking and Dagenham the project has answered the first big question regarding the feasibility of this systems approach to participation which was, will this approach work in Barking and Dagenham?

The data presented in this report demonstrate that the approach is working. Further feasibility questions remain as to the ability of the approach to maintain and scale the growth of the ecosystem.

From the early discussions about this project there have been some good reasons to be sceptical about this participatory culture approach working in Barking and Dagenham.

The borough is the 19th most deprived in the country, and the poorest in London. Volunteering currently runs at close to 50% of the national average.

These factors combined indicated that Barking and Dagenham would be a tough testing ground for building new systems for resident participation, and this makes its success all the more remarkable.

Despite these factors there was confidence that this approach would work well. People living in all communities have talents and ideas, and Barking and Dagenham is no exception. However, the levels of deprivation indicate that people living in the borough have busy and demanding lives, with potentially less time to engage in neighbourhood projects. The structure of the Participatory City approach helps residents to bring their talents, getting involved on their own terms. The aim was to create a large ecosystem of small-scale opportunities to do hands-on practical activities. These opportunities serve as invitations to participate in a host of diverse activities, with different interests, times, places and commitment levels.

Residents participating on their own terms

The confidence about the approach working in Barking and Dagenham largely stemmed from the fact that the approach was grown directly out of a new model designed by citizens themselves (rather than designed by professionals from the top down). The approach had been tested in communities across the country over a number of years. Together with partners and funders it was believed that a unique opportunity had been created to develop a fully inclusive approach towards enabling local people to participate in society using their own talents and working on their own terms. All the previous research indicated that these practical activities would be universally appealing across ages, classes and cultures.

These factors all added to the fact that Barking and Dagenham has a rich heritage in making and manufacturing, and this type of hands-on, practical participation was thought to be a good fit with the existing culture and history.

The success of this model working in Barking and Dagenham has been counting one key and essential assumption:

If residents were made the right invitation, in the right way, at the right time they would respond positively, bringing their ideas, talents and creativity to share with their neighbours.

Evaluating Year 1 and 2

Every One Every Day is based on nine years of research, however none of the previous research projects had exceed one year. Thus Every One Every Day is the first initiative to test this approach over a two year period and on such a scale.

Every One Every Day is researching, measuring and evaluating the activities and impacts over the five years of the initiative.

Opposite is a chart which shows the five main evaluation criteria that will be used, and the timeline for each of these factors to be measured.

In year 2 the primary research questions are as follows:

Feasibility: Can a large collaborative participatory ecosystem be built through this approach?

Inclusivity: Can a participatory ecosystem be built that creates large bridging networks that can benefit everyone?

Value Creation: Is this systems approach to building participation, capable of creating value for individual residents, neighbourhoods and the borough as a whole? Is this value quantifiable and capable of informing long-term public and philanthropic investment decisions?

Systemic Integration: Can the new participatory ecosystem be fully integrated into the local context of services, business and other activities?

Adaptation Elsewhere: Can a learning framework be developed and tested in order that another borough or city can successfully adapt and adopt the systems approach?

Outcomes

As mutually agreed by the funders, three sets of outcomes have been created to reflect these connected goals for the project.

Outcome A

Residents of Barking and Dagenham have opportunities to learn and develop, improving their own lives and those around them.

> Indicators – project participants going on to take part in formal education/training; increased numbers initiating local projects; improvements in reported well being; new friendships and support networks created.

Outcome B

The borough becomes a place where everyone feels safe, welcome and optimistic about the future.

> Indicators – increased pride and ownership of open spaces; reduction in hate crime; increased capacity within the community to respond to problems; building diverse social networks.

Outcome C

The benefits of participation at scale are evidenced, proven and documented for further adaptation elsewhere.

> Indicators – Network of 250 projects reaching 22,000 regular participants established; positive outcomes are tracked and evidenced; cost savings evidenced; all systems required for adoption and adaptation created.

Please read the Evaluation section for the report for further details on research.

> **Note:**
> While supporting these agreed broader outcomes described for the initiative overall, Greater London Authority and Bloomberg Philanthropies have additional sets of output and outcomes outlined in their grant agreements.

Evaluation Criteria	Questions	Evaluation Timeline									
		Year 1		Year 2		Year 3		Year 4		Year 5	
Feasibility	Can a large collaborative participatory ecosystem be built through this approach?	●	●	●	●	●	●	●	●	●	●
Inclusivity	Can a participatory ecosystem be built that creates large bridging networks that can benefit everyone?		●	●	●	●	●	●	●	●	●
Value creation	Is this systems approach to building participation capable of creating value for individual residents, neighbourhoods and the borough as a whole? Is this value quantifiable and capable of informing long-term public and philanthropic investment decisions?		●	●	●	●	●	●	●	●	●
Systemic integration	Can the new participatory ecosystem be fully integrated into the local context of services, business and other activities?				●	●	●	●	●	●	●
Adaptation elsewhere	Can a learning framework be developed and tested in order that another borough or city can successfully adapt the systems approach?				●	●	●	●	●	●	●

EVERY ONE EVERY DAY ECOSYSTEM

The Every One Every Day ecosystem is an evolving network of people, projects and businesses which create thousands of inclusive opportunities for local residents to participate in practical enjoyable activity in their neighbourhood.

The 15 inclusivity principles with which all opportunities in the ecosystem are infused means that these opportunities are accessible within a short walk of peoples's homes, and fitted into every corner of the neighbourhood, from local green spaces, to vacant or under-used commercial properties, to spaces shared with other organisations and businesses.

They are also timed carefully to fit around the complex and busy lives of local residents. The term ecosystem is used entirely deliberately in this context to describe the organic characteristics of the Participatory Ecosystem.

Conceptually the Participatory Ecosystem is a living, breathing ecology, in which project ideas and activities are continuously being designed, tested, grown, paused, discarded or replicated.

Similar to ecosystems in the natural world, the Participatory System develops organically, is unpredictable in form, and is rooted in the shifting interrelationships of many diverse and distinct parts (multiple residents joining and leaving, and projects emerging, thriving, replicating and stopping on a constant basis).

The Participatory Ecosystem shares the following characteristics with other organic models:

- Interdependence and diversity of parts.
- The ability to adapt, learn and evolve.
- Emergent behaviours or properties.
- Organic or natural growth and renewal patterns.

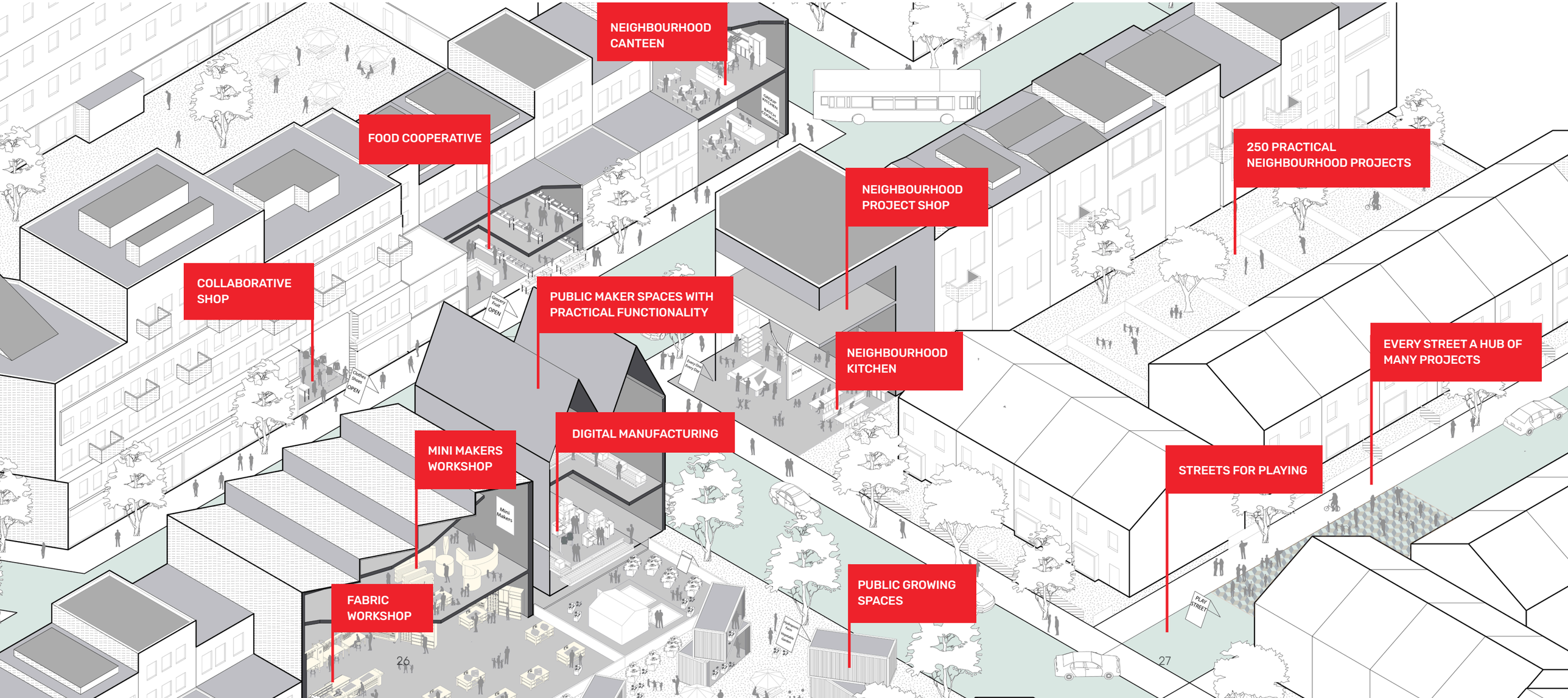
A person-centred approach to learning and development - growing confidence, skills and aspirations.

Coming in to chat in on of the local shops.

Participating in 250+ practical neighbourhood projects.

Initiating new neighbourhood projects.

Developing new livelihoods and creating new Collaborative Business.



EXECUTIVE SUMMARY

This report outlines in detail the experience, learning and data emerging from Year 2 of Every One Every Day, a unique systems approach to create participation at scale in the London borough of Barking and Dagenham.

It is based upon a unique body of evidence involving the greatest number of people, engaging in the largest amount of practical 'participaion culture' over the longest period anywhere in the world.

This evaluation of Year 2 takes place as the project moves from its initial developmental stage to the early stages of formative development. This transition is marked by some aspects of the approach being more or less comprehensively understood, and their consequent readiness for full codification.

A major new insight

The full evaluation of Year 2 has surfaced evidence which significantly advances the understanding of the kind of outcomes this type of participation creates and how it is created.

This is the first time in which the link between the inclusive environment and individual agency has been fully documented, clearly indicating how the right spaces, invitations and opportunities create a strong sense of capabillity, optimism and potential in the people who participate regularly over time.

This is a vital building block in understanding how small individual acts of participation can accumulate to create large 'compound outcomes' for individuals, families and neighbourhoods across whole boroughs, and will be critical to assessing the sustainability of the platform beyond the five years.

In their own words

The research approach and methodology in Year 2 has focused on multiple forms of resident evaluation. This has included the quantitive evaluation of direct and immediate outcomes during individual sessions, to the qualtitative reflection of benefits that have been experienced over time and through multiple instances of participation. The Year 2 report aims to document and share these insights and reflections as directly as possible, in order to give readers an in-depth understanding of resident experiences, as well as a clearer sense of their lives prior to participating in Every One Every Day. Twenty individual case studies are included in the report within the research section.

The life-cycle of an initiative, and its context, determine which of the 3 major evaluation approaches to use:

DEVELOPMENTAL Initiative is innovating and in development	FORMATIVE Initiative is forming and under refinement	SUMMATIVE Initiative is stabilizing and well- established
Exploring - Creating - Emerging	Improving - Enhancing - Standardising	Established - Mature - Predictable
• Implementers are experimenting with different approaches and activities. • There is a degree of uncertainty about what will work and how. • New questions, challenges, opportunities, successes and activities continue to emerge.	• Core elements of the initiative are taking shape; implementers continue to make improvements. • Outcomes are becoming more predictable. • The context is increasingly well-known and understood.	• The initiative's activities are well-established and are not changing. • Implementers have significant experience and an increasing amount of certainty about "what works". • The initiative is ready for a determination of merit, value or significance.

WHAT IS IT? → HOW IS IT WORKING? → DID IT WORK?

Feasibility

During Year 2 the Support Platform and Participatory Ecosystem continued to grow with the team reaching almost it's full size, and all planned shop spaces plus the Warehouse open and functional. The Warehouse will be fully complete, and the final remaining shop opened in Autumn 2019.

The Business Programme, enabling intensive and collaborative forms of participation centred on learning and new livelihoods has also launched successfully attracting over 350 participants during Year 2.

The effect of this nearly full-sized Platform on the size of the Ecosystem has been very encouraging, with the growth in the ecosystem outstripping the growth of the Platform.

This means that momentum is building behind participation in the borough, and strengthens confidence that the systems approach can reach full scale.

Inclusivity

The Year 2 evaluation strengthens the finding from Year 1, that the Participation Ecosystem is successfully attracting people from across all communities in Barking and Dagenham and in proportions in keeping with the neighbourhoods in which projects are located.

An additional key finding was the importance of creating spaces and opportunities in which children and families feel welcome. This has been highly influential on the development of the co-design methodology and the Warehouse design.

Value Creation - a revised outcomes framework

The strengthened understanding in residents own words of how outcomes are achieved has enabled a further and more detailed iteration of the Outcomes Framework.

In response to resident developmental evaluation of their experiences and benefits the categories of outcome indicators are now redesigned as follows:

1. Mental and physical wellbeing
2. Families and young people
3. Learning and neighbourhood
4. Learning and work
5. Cohesion and neighbourliness
6. Collective action and co-production
7. Environment

The results from Year 2 against these outcomes are highly encouraging and demonstrate the way in which everyday participation could be transformative across a borough.

Systemic Integration

During Year 2 the project has significantly advanced its understanding of how the Participation Platform can be integrated with services in the borough and the steps which are needed to introduce those with complex lives into the ecosystem of opportunities.

This remains a developing area of inquiry which will be taken forward in Year 3.

Adaptability Elsewhere

The projects capabilities to support adaptability have been significantly enhanced through the establishment of the Here & Now School for Participatory Systems and Design and the appointment of Cities Programme Tutors.

Planning for adaptation sites have reached detailed stages in Canada and Scotland with projects likely to initiate during 2019-20.

THE OUTCOMES FRAMEWORK

Understanding how outcomes are produced through practical participation.

There were a number of early prototypes designing the systems-based approach that is being further developed through the Every One Every Day initiative. The largest of these was The Open Works, an initiative in West Norwood, Lambeth, where 20 projects were started with 1200 residents over 12 months.

The Open Works was followed by 6 months of research and analysis. One of the important aims of this research was to understand better how outcomes were achieved through small-scale, but wide-spread practical participation. It aimed to discover if a high density of this type of micro participation activity, built into the fabric of everyday life, has the potential to aggregate and combine to achieve lasting long term change, both for individuals and for neighbourhoods.

The research(1) was synthesised into an outcomes framework which incorporated the insights that benefits are experienced through:

- Direct and immediate effects (while activity is taking place).
- Collective effects (many people doing many small things and these actions adding up e.g. environment).
- Networked effects (emerging activity and impacts form many people knowing and trusting each other).

Additionally the potential for outcomes to aggregate and combine to more significant and long term outcomes was also incorporated into the framework and described as 'compound outcomes'.

This framework V.1 below was our best understanding of how outcomes could be achieved through practical participation at the necessary scale at the start of the Every One Every Day initiative and was described in the Year 1 Report.

Year 2 research on impact of Every One Every Day on participants

The end of Year 2 for Every One Every Day represents the largest amount of practical participation, over the longest period (20 months) with the largest group of people (4,750 approximately), that has been enabled through the Participatory City systems-based approach. Through the accompanying research a large finding has emerged that has significance for measuring the benefit to the residents of Barking and Dagenham and for understanding further how outcomes are achieved through practical participation.

A external team of researchers and transcribers were commissioned to conduct The Participatory Narratives and Frameworks Research Project. Over four months 160 participating residents have taken part in semi-structured in-depth interviews. These interviews have been transcribed, coded and analysed using Grounded Theory Methodology by lead researcher, Janice Astbury.

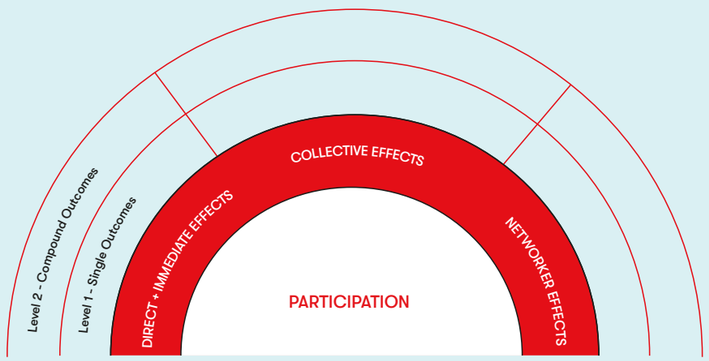
Grounded theory (GT) is a systematic methodology in the social sciences involving the construction of theories through methodical gathering and analysis of data. As researchers review the data collected, repeated ideas, concepts or elements become apparent, and are tagged with codes, which have been extracted from the data. As more data is collected, and re-reviewed, codes can be grouped into concepts, and then into categories. These categories may become the basis for new theory.

Modes of agency

Individual agency
To exercise human agency, people must believe in their capability to attain given ends. These self-efficacy beliefs are the foundation of human motivation, well-being, and accomplishment. Whatever other factors serve as guides and motivators, they are rooted in the core belief that one has the power to effect changes by one's actions. This is because unless people believe that their actions can produce the outcomes they desire, they have little incentive to act or to persevere in the face of difficulties.

Collective agency
In the exercise of collective agency people pool their knowledge, skills and resources, provide mutual support, form alliances, and work together to secure what they cannot accomplish on their own. People's shared beliefs in their joint capabilities to bring about desired changes in their lives is the foundation of collective agency. Perceived collective efficacy raises people's vision of what they wish to achieve, enhances motivational commitment to their endeavours, strengthens resilience to adversity, and enhances group accomplishments.

Agency by proxy
In many spheres of functioning, people do not have direct control over the social conditions and institutional practices that affect their everyday lives. In those circumstances, they seek their well-being, security and valued outcomes through the exercise of proxy agency. In this socially mediated mode of agency, people try by one means or another to get those who have access to resources or expertise or wield influence to act on their behest to secure the outcomes they desire.
Bandura (2006)



Outcomes Framework V.1 2015 - 2018

A breakthrough finding in Year 2 - Practical participation cultivates individual agency

The in-depth interviews have shown that there are a bundle of outcomes which are the gateway to all other potential impacts. This bundle of outcomes relate directly to cultivating people's sense of agency and wellbeing - on which repeat participation is dependant. Collective and compound outcomes as described above are entirely dependant on repeat participation for smaller impacts to aggregate and combine over time. For example, finding employment and reducing the carbon footprint need multiple things to happen together.

The interviews asked people what benefits and outcomes they had experienced through participating. The largest benefits and impacts described by participating residents in the interviews was how participation had changed how they feel, think and act.

As a result of this research a new outcomes framework has been developed V.2 (see diagram). This new framework better reflects the sequencing that residents have described in detail.

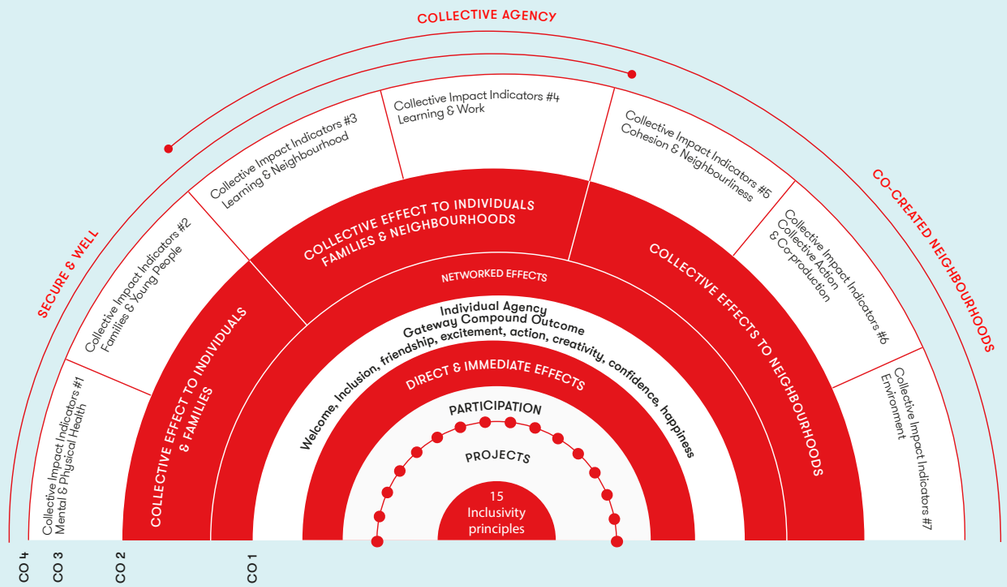
In summary 'individual agency' describes the combined effects of the first bundle of compound outcomes that residents have described.

1. Feeling welcome
2. Feeling included and accepted
3. Making friends
4. Building trust
5. Being active
6. Learning and feeling excited
7. Being creative
8. Growing in confidence and capability
9. Feeling happy and optimistic

The term 'gateway compound outcome' is being applied to this set of outcomes. After this gateway compound outcome there is now a new sequence of effects. Firstly there are networked effects (people connected), and then collective effects (the result of many smaller actions and participation) and then layering as they accumulate and combine.

Collective effects have also been changed for this new outcomes framework to reflect the emerging outcomes that residents have been describing. These effects have now been categorised under seven Collective Impact Indicators and the research metrics have been collated under these categories:

1. Mental and physical wellbeing
2. Families and young people
3. Learning and neighbourhood
4. Learning and work
5. Cohesion and neighbourliness
6. Collective action and co-production
7. Environment



Outcomes Framework V.2 2019

CO - Compound outcome

THE PARTICIPANT'S SELF-DIRECTED JOURNEY

Research interviews conducted by independant researchers describe in participants' own words their journey towards increased levels of agency - the Gateway Compound Outcome as described on the previous page.

Every One Every Day is designed to respond to everyone who walks through the door. Research-based inclusivity principles mean that it has been designed to create as wide a variety of different types of opportunity as possible, in order to attract as many different types of peoples and interest as possible to participation. The research from Year 2 indicates that there are as many different types of outcomes resulting from participation as there are people.

At the same time the approach recognises that every human being needs a similar set of conditions in order to thrive. The outcomes that such conditions facilitate together constitute a gateway to a broader range of outcomes for individuals, families and neighbourhoods.

This testimonies document this gateway bundle of outcomes which includes feeling welcome, included, accepted, excited, confident, making friends and developing relationships and trust, being creative, active, optimistic and happy.

This report defines this gateway compound outcome produced by this bundle of individual outcomes as Individual Agency

Effects of coming into contact with Every One Every Day

Participation in projects and in other activities in Every One Every Day spaces has direct and immediate effects, including enjoyment, learning and developing friendships, which are valuable to participants and encourage repeat participation.

With repeat participation, the direct and immediate effects described above add up to networked effects, collective effects and over time compound outcomes. It has become evident through in-depth interviews with over 160 participants that there is a compound outcome bundle that supports access to other outcomes. It acts as a gateway to the impacts that follow. For example, once you make some friends and share some ideas and support one another, new things become possible through a networked effect produced by the preceding impacts.

The gateway compound outcome bundle brings together: welcome, included, accepted, excited, confident, making friends and developing relationships and trust, being creative, active, optimistic and happy. Learning and wellbeing are interconnected with these.

The journey by which this occurs as residents have described it is mapped out below. Barking and Dagenham residents will describe in their own words what happens during this journey.

PARTICIPANT'S JOURNEY

BEFORE PARTICIPATING IN EVERY ONE EVERY DAY

Residents were facing many different challenges when they first made contact with Every One Every Day. These included feeling stuck, bored, lonely and isolated, feeling that their lives were going nowhere - with a full range of really difficult problems such as loss of jobs, loss of health, loss of partners, financial concerns, depression. Please see detailed breakdown on page 265.

Even for those who were not facing significant life changes or challenges, many were not very satisfied with their lives in their neighbourhood. They often didn't know their neighbours, didn't think the area around them was very nice, and in some cases didn't feel safe. Most people didn't feel they could do anything to improve this situation. A number of them saw moving away from Barking and Dagenham as the only viable solution.

Participants describe difficulties they are having in their lives in the course of their interactions with the neighbourhood shop teams on a daily basis including mental health, financial concerns, homelessness, health issues, relationship issues, among many others.

27 of those participants interviewed have described specific difficulties and ways in which participatory activities have supported them in those situations.

From these interviews mental health issues are mentioned most frequently - in a number of different ways. These interviews indicate that practical participation creates positive outcomes for health and mental health issues, becoming a parent, recovery from illness, loneliness & isolation, retirement, bereavement, domestic violence, substance misuse issues, unemployment and a range of other difficulties.

Many of these people say they have changed their minds about moving. Engaging with Every One Every Day has connected them with neighbours, stimulated new thinking, increased their confidence, and consequently their sense of agency.

In general, the evidence demonstrates that prior to becoming involved in Every One Every Day the majority of people are not experiencing a sense of confidence, happiness and optimism. What participants describe in the pages that follow is their self-directed journey towards achieving these important outcomes - co-created bit by bit, session by session, with other participants and the team.

When I went back into Barking from leaving [another area], I was quite unhappy to be honest with you, I didn't want to come back here just because I felt like I did not like it here. But I had no choice but to come back, so then I was trying to look for different things that I could do in the borough because I had my child. My daughter was about one. I was a new mum I suppose, and life completely changed. I was feeling a bit down for some time just because I was feeling like nowhere … and I just felt like alone, like no one understands you. (AP52)

Because I haven't been working, before I came here I was roaming around a lot on buses, just driving around really. I'd be in Barking Market, walking for miles, going all over the place, popping into the library, I had no order. I didn't have order to my day, I didn't have order to my week, but once I got involved here, I diarised it. I got myself a chart and I diarised the things that I wanted to get involved in, after discussing it with [shop team members], and so that kind of gave me something to do and to look forward to and enabled me to become proactive. (AP22)

The open door, the way they just allow people to come in and chill out, they never say 'what are you here for' or anything like this. Sometimes I come in and it's not for a session, it's just to sit down and have a cup of tea. They should keep that going, the fact that you can come in and talk about anything, it might not be about the shop, it might not be about the session, it could be about anything, you can pick their brain and they can research for you and always support you. They should keep the warmth in the shop, the understanding. (BG12)

What difference has Every One Every Day made to the lives of your service users that you're aware of?

A huge difference. I can see the impact in such a positive way with a lot of our service users. From someone who when I've met them first time, they've not really explored any of their hobbies, they're not really sure what to do or they might have been battling with depression. When I'm calling them now, they're really busy, they can't meet me this week because they've got this class and that group; that's like music to my ears. (BG4)

1. FEELING WELCOME

Being warmly welcomed at a neighbourhood shop is the door into Every One Every Day and the essential first step of the journey for most residents who feel immediately that they are very welcome here; people are interested in them; they will not be judged in this space—and they will be offered a cup of tea. It's about the feel of the shop spaces and most importantly the approach taken by staff who create a culture of welcome that rapidly spreads to other people who spend time in the space. Even if people are only at the stage of having just crossed the threshold of an Every One Every Day shop, they feel that it has affected them.

The Every One Every Day welcome includes explaining to each new arrival what Every One Every Day is all about and what they can do with it. (A role increasingly taken on by residents themselves) Participating with Every One Every Day has many different outcomes for different people. It is a self-directed journey where participants move in their own directions and at their own pace. From this point of entry, people find different pathways and many different things within Every One Every Day depending on their interests and needs, and who they meet a long the way.

How someone is welcomed the first time is crucial, but it is just as important to know that one is always welcome. People say they feel at home at Every One Every Day.

I think that welcoming atmosphere has been the most important thing. If there was any point that I didn't feel that, that would have been a deciding factor as to whether I would have come back. I had such a ridiculously nice evening, the first time I came, that set the tone. (JA22)

[My best memory} People welcoming me. I shake hands with everyone and have a laugh with everyone, I feel like being a big celebrity! When I come here I have that extra happiness, you know, everyone is going to have a laugh with me and talk to me which is important. It's a nice place to be, I love it! (AP57)

What did you find when you first went into the shop?

A bunch of people who wanted to listen, and wanted and were looking for people who wanted to share these ideas. So I felt welcomed. I felt appreciated I guess as well. And I felt urgency and that was nice. (JA18)

From the time you enter through the doors of Every One Every Day you just feel welcomed. The staff are very friendly, and the atmosphere, the place, it just makes you feel welcomed by everyone in the community. You tend not to speak outside in the community but this has really kind of opened up… you meet new people every time. You share food, you share ideas, knowledge, all that, and it helps people not to feel bored in their house and helps you to know all of the people in the community when you leave. So it really does open up getting new friends. I would say generally it's a place where you want to be; you don't want to miss out. (JA21)

My best memory is the arm that is open for me just to come in, bring your ideas, show us what you want to do, and we will support you. This is what I heard, and even now I'm still hearing it. Show us your ideas, and we can support you, we can help you, wherever we can, and I love that--it makes you feel comfortable, accepted. (AP39)

I came here by chance, by accident. I thought it was a cafe. I just saw a busy shop front and I thought it was somewhere I could get something to eat because it looked like a kitchen. So when I came in, I realised it was not a cafe, but I was offered food for free, they offered to make me a sandwich and a cup of tea. And I remember at that time I was pregnant and having morning sickness and I wanted a mint tea and they were like, we have extra mint you can take some home. That was amazing. So yes, that was my first experience. I came home with a leaflet that had all these activities and I told my son about it. We picked a session and then we came. Now we are here all the time. (JA19)

It was very friendly, there were bright colours, there were plants in the windows, and I thought 'wow, nature,' and lots of different race people together laughing, I thought 'this is nice.' It felt like a community of people talking and I wasn't quite sure what was going on until I walked in and then I was greeted by [member of shop team]. They were in their planning stages I guess of what they were going to do for that following. I told them about myself and my gifts and they put me in their plan. (BG15)

Just knowing it's here. Knowing I can come and go and come and go, I can just walk through or be left alone or have interaction. Just the fact that it's here is actually a really… you get a very secure feeling knowing that the doors are going to be open. (JA4)

2. FEELING INCLUDED AND ACCEPTED

The quotes are samples of the frequent observation about not being judged at Every One Every Day. This contrasts with what people report from other contexts where they do feel judged. Some residents suggested that this might be a result of everyone behaving differently towards one another at Every One Every Day. The absence of judgement and stigmatisation not only puts people at ease but it opens up the possibility of meaningful interactions with others and increased confidence. Collectively it engenders trust and facilitates development of bridging networks. Expanding people's choices and demonstrating that there are all sorts of people and ways of living. In this context anyone might choose to adopt a different lifestyle.

The importance of feeling part of something was highlighted as also being important for teenagers and young children.

Participants describe how they now feel that people are interested in them as people, their ideas, what is happening in their lives. They feel 'listened to'.

Initially, I personally thought that it looked very open and accepting of everyone. I liked that fact, no matter who you are, what you do, what your life is all about, you can still feel like you are accepted in this place. (AP16)

I've said things to some of the staff and they've remembered and months later they'd ask 'How's this going? How's that going?' and I'd think 'oh wow, you remember me telling you that'. It's nice, I think it's what's kept me coming along. I think, even the people that come here, it's amazing because everyone has a talent whether they know it or not. (BG1)

The Open Table…I never felt such warmth or a sense of community in my own neighbourhood. I mean Barking shop is literally down the road from me, so to step into that space and feel something that I had never really felt before with strangers, I mean I feel that feeling all the time with family that I have in the neighbourhood, but I never felt that sense of community engagement or the warmth, or the sharing of food and knowledge and recipes, and I've seen kids that had never played with each other before had already taken ownership of what they were doing, and play with each other, and their parents were meeting each other and talking and it was just really nice--I've never felt it before. (JA27)

My thoughts around the community have completely changed, I just kind of… I guess I feel like part of one now, I never felt like part of a community growing up, even though I've lived here all my life I always just kept myself to myself but now … just seeing these people every day like my friends, a lot of people here come and say 'oh hi, how are you' and they remember your face, it's just nice, just to be like acknowledged or appreciated … it feels nice. (AP52)

I feel like I've changed in many different areas, but I think in terms of belonging, I've been more accepted by other people. I feel like I've been more confident, like a whole community accepting everyone and accepting me as a person. I feel like that's given me a boost in self-confidence. It feels like it's a whole big family. (AP16_teenager)

I feel like having a sense of community from a young age is very important. I have seen just how much it has helped with [son] and myself to feel relaxed, to feel safe, to feel welcome, to feel part of something. I think it is definitely important you know. (JA19)

If you don't have anything to do, anywhere to start, that's the difficult thing, whereas you can have an idea, you can have an interest but what, anywhere to start, that's the big difference. Because out there, there's nothing that you can just think of… everybody else is just busy doing something so when you talk to people out there, sometimes they feel like you're disturbing them or something, it's not nice really but when you come to a place like this, you feel like… that's what it is all about. (AP43)

It's about how they valued each and every person gives you that confidence that you're being listened to, you're being valued, whereas certain places you might go and you might not even want to give your opinion. It might take a bit of hesitance, no matter what good it could be, you might wonder 'will they listen or are they going to take that into consideration?' Is it worth it? And you could be sitting there, but here you can just open up and just be honest. It can be something that you laugh about 'is that really what you're thinking?' or it could be 'oh that's brilliant'. I think for myself, just opening up and being honest and they listen to you, that's something, which I feel is important. (JA1)

3. MAKING FRIENDS

People in all different kinds of situations speak about how difficult it is to connect with other people in the neighbourhood. They say that Every One Every Day is a unique space in providing them with this opportunity, including the possibility of meeting people very different from themselves—and finding common ground with them. Many residents are surprised by how nice and interesting and talented are the neighbours they didn't know. Developing new relationships is an outcome on which many other outcomes are built from sharing school run responsibilities to starting a business. Many residents highlight 'sharing ideas' as an important outcome of connecting with other people, which opens up opportunities for everything from rethinking their perceptions of others to figuring out how to address major challenges in the neighbourhood—and knowing the bridging social networks are in place to act together on this.

Participants are really pleased (and often surprised) that they are meeting new people--and especially making friends. Meeting new people is the most common outcome of engagement with Every One Every Day and the one that is most important to most people. Getting to know people has many positive outcomes in terms of all the benefits of social interaction and learning from one another, and also in terms of getting help with a variety of things, and being able to help others—and our interviews indicate that people love helping!

I think [what's most important] is the friendships you form. The people you meet, the friendships you form and then there is always a smile when you go to tea and coffee. I do like, one thing they have brought up is the community fridge. I think that is a really good idea, I think there are people out there that can't, you know.... you can put whatever in it. People will not feel guilty as that is what it is there for. I know there is food banks but it is not the same. (JA12)

I said "I've met a couple of ladies there and we're going to the cinema - we've just decided to go the cinema together." Another lady that was at the sewing place said, "Oh please, you know what, I'd love to come." So she went as well, and we saw a film that we were all interested in, but we didn't have anyone to go with, so we all decided to go together - so that was amazing - we just had a girly day, and from then we decided "ok if one of us is working, we can just babysit for each other" - so that's what we decided to do. (JA29)

Oh, it's just little things like two people who, on a piece of paper, you don't imagine getting on whatsoever. Like just becoming really really great friends, like an elderly gentleman and a younger, different ethnicity child, and suddenly they're like best friends, and you never expect that to happen! (JA14)

I think everybody being accepting and not judging is how the changes [in the neighbourhood] have come about and everybody gets stuck in. The whole bartering, I love that. Like, you can come and take some eggs but give some of your knowledge. The open fridge too. You know even the exchange of a smile is still an exchange. Some of the workshops, the barter items, you can either be that you can bring stuff help at the workshop or you can give a joke, make people laugh, make people happy. I think that's what it should be about, not everything is an exchange of goods, sometimes it's an exchange of a personality. Because there could be some of your friends there that you can spend hours talking to and it can really make your day. With [another resident] I didn't mind giving her my sewing machine, I knew that it would benefit her, and I knew that I enjoy her company as well and who she is as a person. (BG1)

I basically know a lot of people now in the community. It is a lot of people that I've met. One of the reasons is that I'm here often, I'm here nearly every day. I've met a lot of people, a lot. We do school runs. Even if we're late. Because we met here. It bought us together. Every One Every Day is the one that bought us together. Unity, like I always say this is the place that brings unity and confidence. You need that little light boost. (JA9)

It is one of those funny kind of things, once you hit your mid-twenties, sitting at 25, you suddenly realise you're not meeting anyone anymore you're like.. everyone's just kind of gone and started their lives and then you're like "gosh, the only place I'm meeting someone is maybe at work" and that can be pot luck whether you're working with people that you actually form a friendship with. So yeah, this is one of the only ways I think people my age and up actually meet people. (JA22)

I think [the neighbourhood is] more friendlier, there's more friendly faces. It's more safer because we know each other, we trust each other, we look out for each other. Like I left my baby with [resident], we were watering plants, another time I left my baby with [another resident]. So, we have friendly faces we feel more safe, somebody can see my child while I'm doing something. (BG11)

4. BUILDING TRUST

The interviews indicated that trust plays a role at several levels within Every One Every Day. The first is when residents come together in Every One Every Day shop spaces. Through feeling accepted and included (rather than being judged) residents come to trust one another sufficiently to speak openly about the challenges they are facing. This is an essential step in moving toward mutually supporting one another to address these.

The second level is to trust one another sufficiently to accept help and to share responsibility with others. This came out most strongly in relation to children. Participants spoke of looking out for all of the children during group activities. Parents spoke of how they felt comfortable leaving their children with other residents who they had come to trust. This allowed them to engage with activities within the shops in which they would have otherwise been unable to participate.

Through coming to know other residents in the Every One Every Day shops, participants learned more about some of the people they were passing in the streets. Some remarked on how pleasantly surprised they were to discover how nice their neighbours were. This led many of them to regard everyone they passed differently. They might venture a smile or a nod where previously they would have taken care to look away. A number of residents talked about how this changed their feelings about the place they lived in. They were able, as one resident put it, to trust their neighbourhood more.

Trust is also important with respect to allowing residents to collaborate, which is crucial to achieving collective impacts. In order to invest their time, energy and creativity in co-creating spaces, projects and businesses, participants must feel they can trust one another. Many interviewees spoke of the importance of the relationships among collaborators, of how they needed to know that everyone was working for the benefit of the group as well as themselves—and how within Every One Every Day they generally felt that their fellow residents could be trusted to have the collective good in mind.

I'm more willing to say hello to people. Now I will walk down the street because I've seen them at the street play, or in here, and I'll say hi. I used to walk down the road almost not looking at people, because I don't want them to think 'why are they looking at me?' People are very quick to be defensive. So you could be walking down the street in a world of your own, and someone could think you're looking at them wrong. So you very much keep to yourself. Now, because you've seen them here at various activities, you're not going to stand there and have a 20 minute conversation, but just saying hello to somebody, it feels more relaxed. (AP46)

I like the fact it brings confidence and unity and we know each other. Like now that I come here, I know so many people, that I would have walked past and never even said 'hello' because I thought everyone was minding their own back. It's nice. (JA9)

Sharing, connecting with people, and trust--because when you see people couple of times, you know them. It's more positive, and I'm very happy that I joined here. (AP30)

I felt like I could trust my neighbourhood more… Just meeting the people that I spoke to, who I would never have had a chance or a reason to speak to them before that, and I think even that small little thing is actually quite huge. And that has such a long lasting effect on how I see my tow [I've encouraged people to get involved.] I've told them about it and because where I've met a lot of people, they say they've seen me at the shop. They're curious as well, the same way I was. When I explain it to them, they're like 'Are you sure?!' The question is 'so if I want to run a programme, they would actually help me out and run a programme, even if I don't have qualifications.' I'm like 'that's the point, it's a real boost if you want to do something for yourself in the future and you want to practice and learn.' It's experience, that's all it is, I've seen a couple of parents from school runs and they come. (JA9) n. (JA27)

'A lot of [residents coming to Every One Every Day for the first time] also ask the question 'but I've got my child, I don't know if I'll be able to come there?' I'm like 'but it's for everyone, you can come.' That's when it becomes shocking, 'what with my child, I can come!?' And I'm like 'Yeah, as long as you're occupying your own child you can be on the premises.' It's for everyone, that's the whole point, it's not just for you to come, there are people that have no childcare or family to help them and they do need to come out and do something.' (JA9)

I love having the conversations with residents, learning a lot more about their interests is something that has always really fascinated me--I like learning about people…meeting my neighbours, because they're from the borough, so people I never would have met before, because I spent a lot of my time in central London. Meeting people that have crazy skills…Like painting on glass, and leather working, and canvas making, and really talented painters… it's people that know how to cook the most delicious food and all sorts of passions. Patterns for creative writing, and poetry, it's amazing. (JA27)

5. BEING ACTIVE

Residents describe being energised and invigorated by the activities, the Every One Every Day team and other residents. They describe their everyday life taking on a new structure which includes this practical participation, their families' lives being reshaped around the activity.

This is a welcome change for many residents who previously struggled to find low or no cost things to do near where they live--for themselves and for their children. Inactivity can lead to boredom, lethargy, isolation and often depression, making it more and more difficult to motivate oneself.

Residents recount how Every One Every Day made it easy to be more active by offering a range of interesting things to do and removing the barriers such as cost, distance and having to find childcare.

Participants enjoy the activities and come out of them with tangible products ranging from artwork to food to take home. Enjoying the activities and being pleased with what they've made motivates participants to do more and grow in confidence.

Through their participation residents are making friends. They describe how they begin to make plans with their new friends to participate in Every One Every Day activities and also do other things together. Making commitments to friends is a further motivation to keep getting out and about.

Being active and participating in activities at the shops and elsewhere usually involves walking (including to and from the bus) and sometimes cycling. There is encouragement from staff and other residents to adopt active and sustainable forms of transport. Many also participate in the physical activities offered through Every One Every Day such as walks, gardening, sports and games. Exercise increases fitness and energises; feeling more energetic encourages more exercise and consequently more fitness.

Many residents speak of how all these activities give them something to look forward to. They provide good reasons to get out of bed and more energy to do so. Participants start to develop a new routine, they mark dates on their Every One Every Day calendars. They organise a more active life, and this becomes more normal. Residents bring their children who many felt were spending too much time online or watching tv at home, and the whole family develops a more active lifestyle,

As residents continue to participate, they meet more people, get more ideas, hear about other things going on in the neighbourhood, and perhaps start something on their own. All of these things increase their activity.

I've been motivated to lead a bit more of a healthier, more active lifestyle as well, because I did go through a dip personally. So yeah I think, having this and seeing what everyone's doing, it's really boosted my self-confidence and made me want to get back on the horse and do what I used to do but even to a greater extent. (AP53)

If there's nothing happening in life, say like with us, we moved here and we don't know anything, it's like waiting for something to happen. But when we know there's an event we can attend, we look forward to it! Proper planning and will start happening with this… commitments start happening thanks to that… it seems like we're at a little event but what's actually happening is that everything is coming into line, it stops you being lazy and postponing things because you have the entire day to do it. We have to finish this now so that we can go to Every One Every Day; these sorts of things help. (AP31)

I basically know a lot of people now in the community. It is a lot of people that I've met. One of the reasons is that I'm here often, I'm here nearly every day. I've met a lot of people, a lot. We do school runs. Even if we're late. Because we met here. It bought us together. Every One Every Day is the one that bought us together. Unity, like I always say this is the place that brings unity and confidence. You need that little light boost. (JA9)

[My life] definitely changed last summer when I found out about this...I was also going through a difficult time with my course--it was quite hard, and [Every One Every Day] gave me a new perspective and I was looking forward to all the activities. I had my calendar and my boys would ask 'what we are doing today?' Because Summer holidays are long as well. Sometimes you have a holiday to go to, sometimes you don't. If you live in a flat, you don't have a garden, you don't have a lot to do. You'll end up inside watching TV. So this gave us something to come out to do. Almost every day! … It's part of our life now. (AP47)

Do you feel like your life has changed a bit now… is it any different? Yeah, I mean, I'm socialising so much more, and me and my my daughter, I've got her involved in so many other things, even myself I run two groups for children and I think that's all come from just seeing like all the other stuff that's going on in the community, ideas come to you and you get confidence I suppose… ok, I've got this idea but other people are doing other stuff so I can do mine as well. I think my life has completely changed because I'm just so busy now and I don't have a day where I do nothing, whereas before I was about finding things to do, so yeah, it's completely changed. (AP52)

I think [Every One Every Day] gives you a reason to get up. It's having a reason to get up as well, I've stopped working now, I stopped a few weeks ago. I did go back to work but I couldn't do it [due to health issues], so I've stopped so now for the first time in years I've got my whole week to myself and it's nice to think 'on Thursday I've got this, on Wednesday I've got that.' You're not sitting there thinking 'I'm doing nothing, I've got nothing to do.' You think 'no Thursday I'm up bright and early, I need to set the alarm or Tuesday I'm here.' It gives you that reason to get up and go out. (BG2)

6. LEARNING AND FEEING EXCITED

Every One Every Day participants show interest in many things and a strong desire to learn more about the things that interest them.

Individuals are often surprised to encounter other residents who share their particular interests; many felt they were alone in the Borough.

Every One Every Day offers a wide range of activities so that almost everyone finds things that interest them. Residents also have the option to host their own sessions related to their interests, and are offered extensive support to do so. This provides a wide range of opportunities to do and learn things that are not available elsewhere.

There is a great variety of people who come with their different talents, skills, and interests – and create opportunities for others. Artists, cooks, gardeners, beekeepers, chicken lovers have emerged. Discussions around these activities often result in practices that are good for people and planet: local organic food growing, healthy eating; money saving; waste reducing; helping one another.

Interviewees frequently mentioned learning new things, developing new skills, and sharing skills with others as important outcomes for them. Many spoke of the pleasure of teaching others things they themselves have learned. People like learning together and learning by doing. Many Every One Every Day activities involve learning by doing things together, while helping and supporting one another.

You're like 'of course you can do it! - give it a go!' and I think like.. you know, even participating and the transparency all along of 'we're just testing -might not work this time, but we'll do it again' and I think that for me that's been a real game-changer because I used to perhaps I'm not even perhaps.. I used to try things, they didn't work, I'd stop, so then I got into that.. It just shifted something, where I started to think 'well if it didn't go well'…if it didn't quite work, what didn't work about it?' So it was also becoming more reflective and then thinking about 'how can I tweak that next time' so not so 'oh it didn't work!" defeatist 'I'm giving up'. It was more of a 'oh, well that's how they do it so there must be something to this, if they're just testing and tweaking maybe I can test and tweak.' (JA34)

People all around the community that wouldn't usually talk to each other can come here. You start off with just having a friendly chat and cup of tea, and then you go onto bigger and better things. So like every day you're welcome to try a bit of… If you want to do beekeeping? Welcome! Beekeeping is here for you. You want to do sewing, it's here for you. You want to design something and make it, it's here for you--the equipment is free. You know it's teaching you how to not only come together but also how to make something, and then you know, start your own business if you want to. A lot of the ladies have started their own businesses or continue.. They had a business, they had an idea, and now it's just going from strength to strength.

So you know like that class that we had from the Business School, a couple of the ladies already had their business but they didn't know 'what tax do I need to pay' and stuff like that. That's taught here, so you're learning the physical stuff, all the academic stuff as well …You're being lead gently and then you make your decisions by yourself ; 'ok I can learn how to do this ..I can make this'. If not, you can just come for fun, you don't have to make a business if you don't want to. You can just come and make a product, take it home, show your kids 'I made a frame today' - put your family picture in it. (JA29)

I do come a lot. Because where I am at the moment, I'm not working. I do come a lot, I do come all the time, every day, most of the time! I always say it's like my second home. I do come a lot, I can't really lie. Because I'm alone, so when I'm here I feel like I've got a family and I get to do things, learn things. I actually got to like live chickens, I was very scared of them, but I learnt how to like them and feel like they're actually family! There are just so many things, like healthy eating, I never really cared about that but to sit here and learn about healthy eating and I almost wanted to tell them, 'I feel like turning into a vegetarian' I thinking I quite like healthy eating. (JA9)

You learn a lot of things from people that actually have certain skills in the area. Everyone has skills, everyone. It's just for you to bring it out, you need confidence, sometimes you need a boost from others. (JA9)

7. BEING CREATIVE

A lot of Every One Every Day activities stimulate creativity and many residents are delighted to discover or rediscover their own creative abilities. Creativity is a human trait but many people have come to believe that it is not one they share. Residents describe that workplaces rarely value creativity and do not encourage it, or they separate it out into something that only applies to certain things done by certain people at an expert level, and there is no time or space for it in the everyday lives of adults. Creativity becomes so well hidden that a number of residents described how (before engaging with Every One Every Day) they felt alone in the borough with respect to their creative interests and abilities.

Every One Every Day participants are finding opportunities to explore and develop their creativity in many different areas including arts, cooking, making, and designing spaces and projects. Their creativity in one area often sparks a similar process in another, as does sharing ideas and collaborating on projects with other residents. Some participants report starting to have all sorts of ideas and feeling motivated to pursue them. Further creativity is facilitated by the availability of equipment and materials to try out new ideas, and ongoing support and encouragement from the staff and fellow residents.

Encouragement to be creative is not limited to activities designated as 'creative'. Everything is approached creatively. The Every One Every Day team model creative approaches and invite residents to be part of the project co-design process from their very first interactions around practical participation. Residents' ideas about how to do things - whether for project design, organisation of the shops, or the strategy for the collaborative business programme - are taken on board and applied wherever possible. The open and non-judgemental context created by Every One Every Day makes residents feel at ease in sharing their ideas.

Residents find the act of creating something, co-producing something tangible with other residents to be immensely satisfying. It contributes to feelings of happiness and to increased confidence and self-esteem.

> It's really nice to have that creative space here and I've not really had an outlet for creative ideas and to have somebody to critique that and find solutions. I feel like I'm having ideas all the time, knowing that there's a structure there and there's physical things where you can just come to the warehouse and try things out is really good…. I feel like if I have an idea for something, I can pop [staff member] an email or talk to [staff member]. (BG3)

> The creativity, that definitely gives me happiness and enjoyment, I like that. It makes me feel great and it makes my brain start thinking of ideas and things. (JA37)

> That's the warmth that I was trying to describe. That's exactly what it was, because it just allows people to look around and say 'oh, ok--I can open up here and be creative and expressive, even though I don't know who you are, and you don't know who I am' and I think that's what hooked me straight away. (JA40)

> Where I am now is very different. I am very happy and am feeling a lot more fulfilled and I actually feel like I'm on purpose if that makes sense. With Every One Every Day, I didn't know what I wanted to do still, but I thought ok I could do maybe [a product]. I did that and then before you knew it I just fell in love with doing it, but not just falling in love with it. I like the creativity, I like the fact that I could come up with something. I like the fact that I was learning---I've learnt so much. I didn't have any skills, I never knew how to use a silhouette or a heat press before. And it pushed me to do more, so I had a website within that time, and of course there was the pop up shop which is great, and a lot of learning skills, understanding what sells, understanding what people like. (JA28)

> When I came here, just the fact that we had access to things that we wouldn't necessarily find so easily, and everyone was just so welcoming and you're allowed to let your creative juices to flow, and express ideas that you had, because somebody else would probably have a similar idea, and you can start engaging with other people, and have that thing in common. (JA40)

> I think that maybe Barking and Dagenham is more creative than I thought. When I first heard of the idea, I did not think anyone would turn up to the sessions. Will there be any interesting activities? But I was really shocked, there are so many artists and so many people that are amazing at what they do. So yes, I was very shocked that Barking and Dagenham has so many creative people hiding and just doing their own creative work. Yes, it is really good. (AP55)

> I like Design, Make, Sell. Because even though I love to cook, I like to create things more. It's a passion of mine. I like the building and the designing. I think the designers at the warehouse make us think outside the box as well, so I have this creativity that's expanded even more. That's my favourite so far as it gets people from all different design backgrounds who say 'you can do this as well', they're just so energetic. [BG1

> To be honest, since I've been coming, I'm very happy. I have enjoyed everything they are doing. Because you know these people, they are very calm. They try to understand why you are here, so they come to the level, no matter how… I don't know how to put it but they want to come to your level to explain why you are here, to help you know what you are doing. So I do enjoy, and I'm gaining a lot. … for me to be popping in doing different things every time, it's letting me feel excited about what is going to happen today, so I'm very eager to come. (AP49)

8. GROWING IN CONFIDENCE AND CAPABILITY

One of the most commonly stated outcomes that residents spoke about concerning themselves and others is an increase in confidence, a renewed sense of capability. This includes confidence to try new things, confidence to speak or perform in front of others (after hosting sessions), confidence to state their views and engage in decision-making.
It also includes getting one's confidence back after recovering from illness or job loss or other major life changes.

The interviews indicated that residents' confidence begins to increase from their initial contact with Every One Every Day when they realise that they are being accepted as they are and they can feel free to be themselves and express themselves. They then find themselves getting to know new people in an unusually (compared to previous experiences) comfortable social situation. As a result of these interactions, they begin to feel a supportive network developing around them—and they also come to realise that many residents are facing similar challenges to their own and that together they can explore ways to address them. Each of these experiences makes people feel more confident about themselves and their capacity to deal with challenges.

> What changes have you experienced?
> Confidence. Because I'm a housewife so I've made friends that, I need more and more people. I'm teaching and learning mixing with people, I like this.
> You've had the opportunity to mix with new people?
> Yes, new people. Otherwise, my English is not good, when I'm mixing with the people that are talking then I'm good talking. It can help, that's why. (BG23)

> [Every One Every Day] brought me out of myself again. Coming from my point of view I was always quite outgoing as you can probably tell! Being ill, it closed a lot of that off and it puts you in a place where you don't want people around you. So, coming to something like this is bringing back out the old me for want of a better word. It's helped in that way, I think it's a nice way to recover again, to get your confidence back up because you know that the people here are not going to judge you, if I start coughing or I'm not feeling well they're just going to say 'are you ok,' not pamper you but just leave you to it and think 'you're ok, just get on with it' so that's nice to have that coming back out and doing stuff again even if I do get forgetful sometimes. That's nice about this, it's helped in that way. (BG2)

> My confidence to be honest was the major thing that I notice, my confidence and not being afraid to mix with people that don't look like me, don't cook like me, don't speak the same language as me, don't believe the same faith and breaking down those barriers and being able to communicate and get to know each other. I found that we didn't even speak about our differences, the more we spoke, we kept meeting each other in the things that we were similar to. And as we go along, we're realising that we're meeting up back at the same place. A lot of the people I've spoken to are from the East End originally and they're from my world, so I could relate to so much and it was so nice and it bought out a confidence when I shared some of my story that you can do this. (BG15)

> There are three people [with visual impairments] I work with have come out quite recently who wouldn't ever have come out, and now are coming out here, so I'm watching over their shoulders how they develop with things, and one person is bringing their children along, so they themselves are using it as a base, and wouldn't normally do that, so it's confidence building. (JA35)

> My confidence has grown. And being outspoken, and my self-esteem is coming up. And I'm also talking to people and meeting with people which is a big element. Because I'm normally shy and introverted.
>
> And you're not shy here?
> No. (JA20)

> I also build things, I basically salvage things, make new things. I have an allotment going but I'm not going to spend money, I'm trying to use new materials like getting things for free basically. I didn't think the things that I created were any good to be honest because it wasn't that hard for me to create and also, I have negative people in my life that are like 'look at that' but Every One Every Day has really helped me with that…
> Do you thing prior to your involvement with Every One Every Day you would have had the confidence to deliver something like that?
> No, I wouldn't have believed in myself. I think I felt quite isolated before this place. I think just having people believe in you is a big thing, it does wonders for yourself. (BG1)

9. FEELING HAPPY AND OPTIMISTIC

Participating in Every One Every Day makes people happy and this happiness encourages them to keep participating and accrue the many benefits of participation. This virtuous cycle means that happiness is a crucial gateway outcome.

People feel happy at Every One Every Day because they are doing things, they talk to other people, they offer and receive support from one another.

This happiness spills over into their family lives, their neighbourhood interactions and their feelings about the borough.

This positive context itself produces another outcome, which is hope, optimism about the future.

[Every One Every Day has] made me more happy, it's made my family more happy because I'm happier. I think that even my husband has seen me, um, I'm not sad all the time. I felt before my day was just the same thing, waking up, preparing breakfast, getting the kids to school, coming home and doing the house work, picking the kids up and doing dinner and it's repetitive. Now, I'm hardly ever home, I drop the kids off to school and I'm out! Coming here or going to the work warehouse, so I think I'm actually happy in myself and my kids are happy with me because they get to come out with me sometimes if they're not at school. (BG1)

What I want in my life I got here. (MD8)

Every time I've come away I've felt like I've learnt something, gained something, socialised... in an area where as I say, I've had real reservations about even going out my front door. Now I know there's a safe space where I can go to where you can meet friendly people, have a cup of tea, you don't even have to be coming by for any reason in particular, you can sit pop in. It really has had quite an impact in how I was viewing my time here, how I was happy in this part of London. It's made me feel part of something, which is awesome. (JA22)

[Getting involved in Every One Every Day activities] makes me happy. When my hands are doing things and my brain is working. Because when you sit idle your brain will die. Use your brain and be active. And you see people to talk to, it makes you happy, you can give them ideas and they're happy. When people know I'm a gardener they ask for advice… if we want to go to the allotment, people will come, where did you get this, how can it do this! After today I'm still giving advice, it makes me happy! (AP13)

[I like] the people, the fact that you could play table tennis, the way I just pop in. I just liked the general energy when you walk in, everybody is a bit happy, everyone is happy to be there, no one is angry or anything like that. (BG22)

[The shift is] in the general view of the area…consistent with various people: I didn't like it before. I like it now. I see potential I'm thinking of staying. That kind of narrative of the area not being as bad as what they thought it was… The shop sort of helps paint that picture or highlight all the positives that are happening. If there's one space where there's hardly any negative news, where people just talk about potential, where people think bigger, where people like facing those questions of potentiality and all that stuff- I feel like that's what's happening in the shop the most. So that's the main shift. [It manifests itself in] happiness. Smiling more, actually saying 'I feel more happy' people actually expressing it in words. People looking forward to coming to the shop and being a part of the project and anticipation of what's next. I think those are the things that I see the most. (JA18)

Every One Every Day has ignited my hope in establishing something. It has definitely given me hope. Oh 100%. And encouragement to know that ideas can manifest here. Another thing is just being part of things. This is the first time in the longest time I have felt a part of my community. I haven't felt like that for a long time. Probably since I was a child, and I'm proud to say I'm from this borough, all because things like this I hear. I'm proud to say that I'm in a timeframe where things are being invested in, and I know in ten years time I'm going to look back and say, 'wow' and I'm so glad... Because in ten years time things are going to be established, this hopefully will run longer than the five years, and to say that I was once a part of that, and I'm still part of that, it gives you draw. It really does...and hope for the borough as well. (JA40)

What have you learnt from your involvement with Every One Every Day?
I think looking at things differently really, I think the possibilities are endless, there's no limits, I think I've learnt that. Also, there's a market for everything. (BG2)

Of all the things that have happened what would you say was the best one?
I think the sense of hope. That something can change around here.
And what was the most surprising thing that you have encountered here?
That something like this exists. (AP62)

It makes me feel at home, because people are very friendly. The staff, and the community who I am meeting and joining--they are all friendly, so you have got to have a welcoming face. They are giving you respect, so you have to give respect. It's more secure, also. You feel that they are behind you. Like [shop team member] says, 'If you need anything, tell us. Even a reference, I can give it to you.' She encouraged me. That was positive. That means she believed in what I did here, what I produced, what kind of person I am. She is telling me, of course you can do it. She was positive. She is very eager and she wants to get the people, and she wants to give more and more, which is good for people. Because some people, they can't trust themselves, but here you can prove yourself. Me, I know I have presented my food before, in the community. I cook. I work. What is nice here are the different cultures, different ages, and doing that in front of them. They understand me, and what I'm saying and what I'm directing. And when they are happy, this makes me happy. I think that's good. I can go again and again. Next time I will think of a different menu, then I offer it to them, they look at it. I enjoy myself, and I learn also--not only teaching. Sharing, connecting with people, and trust--because when you see people couple of times, you know them. It's more positive, and I'm very happy that I joined here. (AP30)

Here I have freedom to decide, they might obviously say we can't do this or that, so you need to adjust things, but they give you freedom on deciding what activities you want to do for other residents, which is great. That's what we need, freedom with our ideas. (AP17)

It's just an amazing place to come for your mental health as well. So not only are you not isolated, now you've got people to talk to, you've got friends to whatsapp, you can email, its really really good for my health, especially as I suffer with anxiety. So when you're anxious, you don't want to be around too many people in a work sense, but when you come here, you don't feel it's that. You feel it's just open and it's so light and airy. It literally clears my mind. That's why I tend to come every day now. It clears my mind and then I get to meet the lovely people that work here, and get to meet new residents. Now it's like the whatsapp group's getting bigger and bigger every day, and I'm building friendships that hopefully will last quite a while, a long time. (JA29)

KEY FINDING 1 - FEASIBILITY

Research question:
Can a large collaborative participatory ecosystem be built through this approach?

Key Finding for Year 1 and 2:
The findings set out in this report suggests compelling evidence that this systems approach to building large scale participation is feasible and that it is working well in Barking and Dagenham.

Insight 1 - Continued high growth

Continued strong growth of the Participatory Ecosystem indicates that this approach is working well. The following pages lay out the ecosystem growth metrics all of which have either doubled or tripled since Year 2.

The speed of new shops opening has been slower than originally planned with Martins Corner being open for 5 months and Thames for 3 months of this year.

The Warehouse is now in Thames Road, and it is sixteen times larger floorspace than originally planned, at 3,300m2. The space and functionality this affords will continue to support growth.

Insight 2 - Growth of Participatory Ecosystem is exceeding growth of the Support Platform

The growth plan for Every One Every Day aims to see strong growth through the first five years in order to make a significant impact on measurable outcomes to the residents and the borough.

The Participatory Ecosystem needs to grow much larger and quicker in relation to the Support System. This faster growth will be achieved through growing the capacity of both systems using a number of strategic methods.

In Year 2 the number of projects, sessions and participants grew by between 100% - 200%. During that same period the Support Platform team grew by 30%. Thus the growth of the Participatory Ecosystem is growing much faster and larger than the Support Platform. This demonstrates that the strategies being used to increase the capacity within the whole system is working well.

It is yet to be established what the precise ratios and relationships are between these three elements:

Support Platform> Participatory Ecosystem> Outcomes

It is a core objective of Every One Every Day to establish these ratios over the 5 years.

Insight 3 - Transitioning to continuous participation opportunities

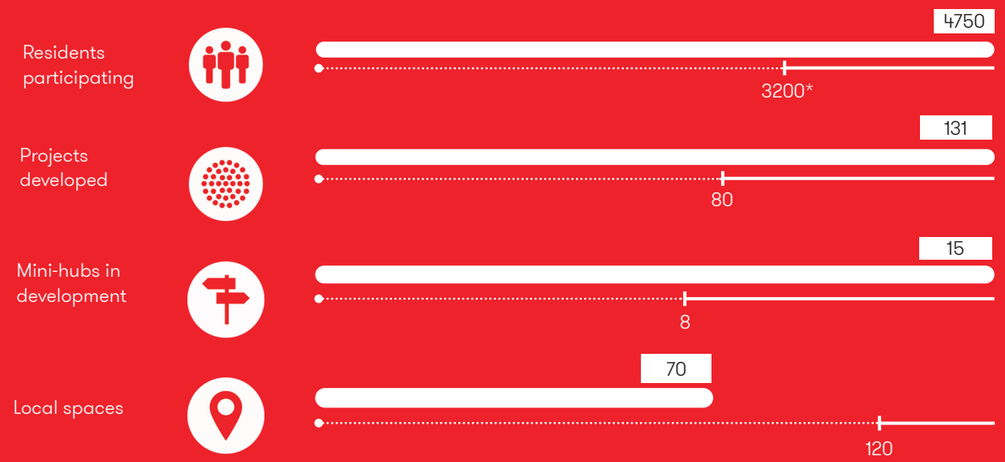
As laid out in the Year 1 report, the intention has been to find ways to transition from development and programme cycles of eight weeks each through the year, towards more continuous participation activities.

The in-depth resident interviews confirm that this practical participation is becoming an integral and important part of many participant's everyday life, which in the intention of this model. However due to the continued importance of the newspapers as a method of invitation and communication, and the production demands that accompany these papers, it has become clear that shortening the development cycles in the current configuration is likely to be very difficult.

An alternative idea for extending the programme cycles is due to be tested in the Ripple Road shop in Barking from February to July 2020. This will see a team of four project designers divide their focus so that two designers will be working on development only whilst two designers will work on programme delivery at the same time. The intention is that the Ripple Road shop will have three programmes running from February - July 2020, with only a two-week shop closure for Development Camp in April.

It is unknown what impact this test will have. It is entirely possibly that the current cycles of no programme followed by big programme may be more exciting for many than a smaller but continuous programme of participation opportunities.

Simplified Theory of Change



Bid annual targets

Actual to 31 July 2019 (20 months - synced years)

*Adjusted target with Warehouse 50% functional for 4 months and shops with staggered rather than full year opening

Insight 4 - Participatory City recognised as partner in the borough.

The growth of partnerships indicates that Participatory City is increasingly being recognised as a viable and important partner in the borough.

Every One Every Day introduced Organisational Membership in April 2019, making the spaces, networks and training available to other organisations and groups across the borough. Twenty six members have applied as of 31 July and 42 at the time of going to print and are working individually to discover the best way they can use and benefit from the infrastructure that Every One Every Day has created.

Since May 2019 Participatory City Foundation is one of eight local organisations that form the Barking and Dagenham Collective. The Collective won a bid with London Borough of Barking and Dagenham to 'support the development of a robust, innovative, responsive and collaborative social section across the whole borough'.

Year 1

Year 2

KEY FINDING 2 - INCLUSIVITY

Research question:
Can a Participatory Ecosystem be built that creates large bridging networks that can benefit everyone?

Key Finding for Year 1 and 2
The findings set out in this report indicate that this systems approach to building large scale participation is inclusive and is creating bridging networks in the borough.

Insight 1 - The model is attracting people from all demographics, with a strong leaning towards women at this stage of growth.

The design of this approach has reduced barriers to participation in everyday common denominator activities as envisioned. Demographic data gathered during Year 2 demonstrates that Every One Every Day participants are drawn from all the ethnic, religious and social groups within Barking and Dagenham in proportions not dissimilar to those prevailing across the borough.

A significant area of disproportionality relates to the predominance of female participants comparative to men. These proportions reflect more general trends in volunteering and involvement in community projects, but are indications that there are considerable opportunities to scale the ecosystem by ensuring participation opportunities are attractive to and accessible by men.

Insight 2 - People feel welcome, included and accepted.

The in-depth interviews clearly show that people feel welcome, included and accepted and this is a key factor in their continued participation. The welcoming culture created in The Shops and The Warehouse has been cited as unique in participants experience, with the team and other residents showing an interest in people's talents and ideas. Participants have also frequently remarked on much they have enjoyed meeting people from different cultures and backgrounds, and that over a short time the differences dissolve as the focus of attention is on the activities and ideas.

Insight 3 - Welcoming families and children are essential for inclusive participation.

Children have become a large feature of Every One Every Day. Their involvement has influenced inclusivity on two main fronts:

• Welcoming children into nearly all activities and spaces (98%) has enabled parents to attend sessions, which would have been impossible for many if this hadn't been the case. This has been described as one of the extraordinary features of Every One Every Day, with families benefitting greatly from the interactions between parents and children in a sociable and creative environment. This is particularly important for single parent families or families with limited financial means. Thus we have added 'welcoming children' to the list of Inclusivity Principles. See opposite page and page 218 for more detail.

• Children have become significant participants and co-creators in their own right. Children have been hosting Kids Trade School sessions, teenagers have been hosting Teen Trade Schools. Additionally the design of both the shops and Warehouse now has a strong emphasis on children-led activities through the Mini Maker programmes, maker equipment and spaces designed for specific ages groups.

Children are now also encouraged to be co-producers of the spaces, taking care of the spaces, alongside adults. Please see page 130 for more detail.

Insight 4 - The Collaborative Business programme is designed to be inclusive and this emerging model is working well.

The Collaborative Business Programme has been designed specifically for inclusivity. The development of this new model to enable more people in the borough to grow their skills and test trade in teams is particularly important for local people to increase their readiness and benefit from the growing number of opportunities emerging in the borough. Please see more details from page 120.

The development of this new model is in the early stages, and is not without its challenges. The creation of 'collaborative brands' has proven very effective in creating the framework for designing, making and test trading new products, and is increasing in scope for Year 3 based on the emerging resident interest, skills and ideas. These collaborative brands also provide an accelerated learning process for developing a full range of business skills, including teamwork, organising and use of digital tools.

The Collaborative Business Programmes principles

Designed for inclusivity
- No selection process.
- Starts where participants are.
- Part-time and flexible.
- Low or no cost.

Designed to reduce personal risk
- Based on collaborative teams.
- Support form technical experts.
- Testing ideas in the real world.
- Access to spaces, equipment and materials.

These programmes help participants gain rapid insights about their product, find potential collaborators, learn multiple new making and business skills, get experience in marketing and sales, and develop the confidence they need to start a business.

Stepping stones for growing networks of bridging social capital

The Participatory Ecosystem has been designed to encourage people to participate in practical actives with their neighbours. It recognises that people naturally tend to find it easier in the first instance to participate with people like themselves, and that practical activities that appeal to a wide range of people are helpful in encouraging people from different backgrounds to spend time together.

Stage 1
Person at home not involved with local activities.

Stage 2
Person experiencing participation culture activities close to home with people like themselves.

Stage 3
Person experiencing participation culture activities close to home with people different to themselves.

Stage 4
Person experiencing participation culture activities further from home with people different from themselves.

Ecosystem designed to include everyone

The 15 design principles for an inclusive participatory ecosystem ensure that people can self-direct their involvement based on their situation, their health and their available time, all of which are always changing.

With a flexible, people-centred participation ecosystem of this kind on their doorstep, residents are more likely to get involved in projects and activities than if only high threshold opportunities were available, thus enabling people to benefit more by participating more frequently, albeit potentially at a less committed level.

These principles take a very wide view of inclusivity, aiming for everyone to be able to participate, including identified groups of people often marginalised in society. Please see inclusivity chart on page 218.

- Low time and commitment
- No or low cost
- Simple and straightforward
- Many opportunities - wide variety
- Nearby and accessible
- From beginner to expert
- Everyone equal
- Promote directly and effectively
- Introduce or accompany
- Tangible benefits to people
- Attracting talents not targeting
- Fostering inclusive culture
- 100% open - no stigma
- Build projects with everyone
- Welcome children

Bringing opportunities close to home

The scaling strategy proposes that people should not be targeted in order to make them travel further, but rather that if the projects and activity is to become a normal part of daily life, that it should be seeded and supported closer to where people live.

The Support Platform will grow across Barking and Dagenham over the first five years, opening five shops and one Warehouse. In addition approximately six to eight hubs will be developed around each of these locations, led by local residents and groups.

KEY FINDING 3 - VALUE CREATION

Research question:
Is this systems approach to building participation capable of creating value for individual residents, neighbourhoods and the borough as a whole? Is this value quantifiable and capable of informing long-term public and philanthropic investment decisions?

Key Finding for Years 1 and 2
At the end of Year 2 there is a range of qualitative and quantitative data indicating the systems approach is co-creating value for individuals, families and neighbourhoods.

Insight 1 - Repeat participation is co-creating mental wellbeing, confidence and agency for individuals and families.

The in-depth interviews conducted with participants has revealed that a vital level 1 compound outcome related to individual agency is being achieved through repeat participation. This is an important finding, as all other outcomes depend on a heightened sense of confidence and capability, and on repeat participation.

This bundle of outcomes relate directly to cultivating people's sense of agency and wellbeing - on which repeat participation is dependant. Collective and compound outcomes as described above are entirely dependant on repeat participation for smaller impacts to aggregate and combine over time.

This finding confirms participants are benefiting from practical participation that has significant value to them. Participating is effecting how they act, feel and think about themselves and their families and friends. This bundle of outcomes is improving people's lives, particularly mental and physical health. Feeling welcome, included, accepted, excited, confident, making friends and developing relationships and trust, being creative, active, optimistic and happy all contribute to individual agency.

Additionally this finding further develops our understanding of how outcomes are achieved through repeat practical participation. The Outcomes Framework has been amended accordingly, and this is described in detail opposite and on page 197.

Insight 2 - Collective impact indicators have been reviewed and refined.

Collective Impact Indicators have been compiled incorporating findings from the Year 2 research from page 54 - 81.

The 7 new Collective Impact Indicators are as follows:

- Mental and Physical Health.
- Families and Young People.
- Learning and Neighbourhoods.
- Learning and Work.
- Cohesion and Neighbourliness.
- Collective Action and Co-Production.
- Environment.

These indicators will continue to be developed through years three to five, with the intention of creating a set of public indices, that aims to synthesise the impact of the mass participation.

Insight 3 - Value creation has two distinct but related investment logics that guide financial investment for this approach both in the short and long term.

The first investment logic concerns what this type of participation **creates.** Co-creating a sustainable neighbourhood is about the value and benefits to the people, the neighbourhood and the planet.

The second investment logic concerns what this type of participation **saves.** The co-creation of this sustainable neighbourhood is intended to save people from isolation, distress, illness and other hardships. This in turn saves the public purse money through the prevention of costly problems.

Public and philanthropic investments have very different priorities, and with different perceptions of the value equation between value creation and cost savings.

The measurement of what this participation creates, precedes the measurement of what money this will save, which will take more time to aggregate and measure.

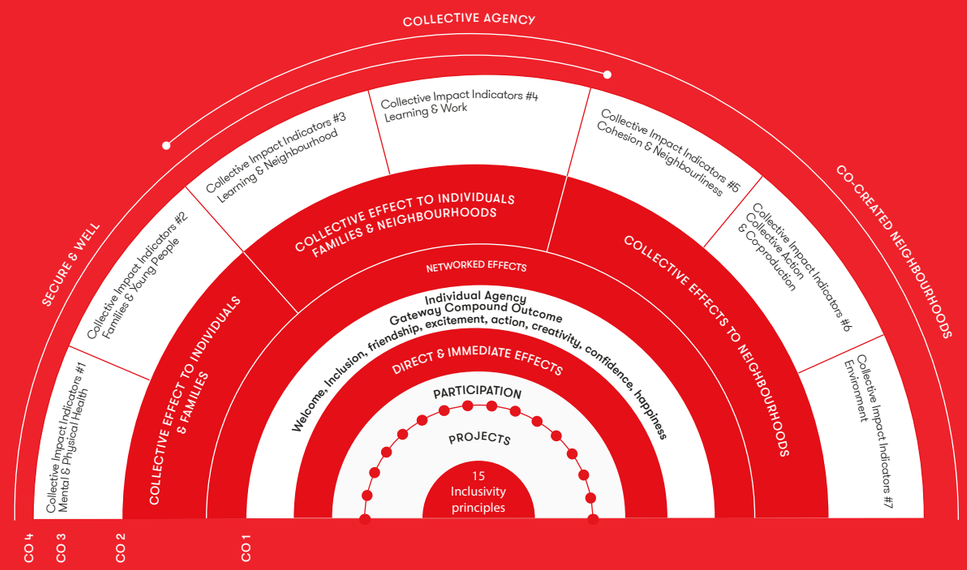
The relationship between the expansion of a participatory ecosystem generating outcomes that improves people's everyday life - and the reduction of costly problems building up, needs to be quantified and evidenced further into year 3, 4 and 5.

Revised Outcome Frameworks for Every One Every Day

The research during Year 2 has increased our understanding of how outcomes are achieved through participation culture.

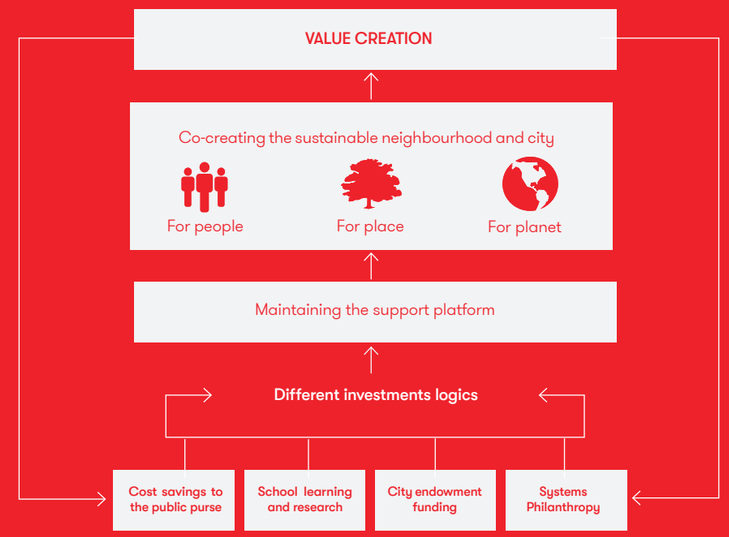
Through the analysis of in-depth interviews the Outcomes Framework has been changed to include a new sequencing of how different types of outcomes are achieved. Please see page 197 for more detail.

Important outcomes can be achieved through small scale participation, but only when multiple actions, by many people, add up over time. Micro-outcomes need to accumulate and combine, building over time to achieve long term change, for individuals and for neighbourhoods.



OUTCOMES FRAMEWORK V.2 2019

CO - Compound outcome



KEY FINDING 4 - SYSTEMIC INTEGRATION

Research question:
Can the new Participation System be fully integrated into the local context of services, businesses and other activities?

Key Finding for Year 1 and 2
At the end of Year 2 there is a range of qualitative and quantitative data indicating that the integrated systems approach is co-creating value for individuals, families and neighbourhoods.

Insight 1 - There are many different routes to connecting and integrating systems in Barking and Dagenham

Different approaches work to integrate different parts of the emerging Participation System and the existing ecosystem. In Year 2 a number of approaches has contributed to systemic integration:

Integration on a strategic level
Every One Every Day is part of the Social Infrastructure Collective; a partnership of eight local organisations aimed at supporting the development of the social sector across the whole borough.

Integration through an open invitation
Since launching Every One Every Day Organisational Membership in May 2019, 23 local organisations have joined. So far, six members have used or are planning to use different spaces. Four of them are (in the process of becoming) a keyholder. Five others have been involved through sharing materials, participating in business programmes and other activities.

Integration with services
Together with the Care Leavers team, the Launch Lab internship programme was designed and delivered.

Integration through business programmes
Working with a range of local experts, for example on food & hygiene and childcare sufficiency strategy.

Integration aimed at inclusion
Collaborating with 7 services working with people who are experiencing difficult situations.

Integration through daily shop & programme activities
Increasing the number of hubs from 8 to 15 and developing projects with actors in the existing ecosystem, such as the youth offending team.

Insight 2 - There is great potential to generate new ways of working for resident's benefit.

At the end of Year 2 it has become clear that there are different levels of integration. These range from responsive approaches with different actors responding to each other, but not fundamentally changing what they do; to generative approaches where different actors co-create new activity together. The default approaches to integration are often on the responsive side of the scale, for example referring to each other, sharing resources and promoting activities. The more impactful and sustainable approaches to integration are on the generative side of the scale and can include a number of responsive approaches, for example co-producing and re-designing activities together. There is a shared intention amongst different actors in the system to integrate further. However, more time and effort is needed to make this happen in practice. Additionally, a number of conditions have surfaced that impact the success of systemic integration, which include:

- Spaces: basic facilities, functionalities, atmosphere.
- Logistics: accessibility, connectedness, timings.
- Stability: length of time, headspace, roots.
- Awareness: experience, interest, exposure.
- Intention: agency, expectation.
- Professional services team: awareness and intention, level of integration, organisational coherence.
- Every One Every Day team: balancing, positioning, preparation.

Insight 3 - Individuals and families are ideally placed to co-create their own outcomes through navigating both peer-to-peer and services ecosystems.

In Year 2 the Co-Production Lab has worked specifically on integration aimed at inclusion working together with professional services to support people who are experiencing difficulties to access and benefit from peer-to-peer participation. This has been done through the Transition Research Project which is detailed in the research section of this report on page 136.

Early insights indicate that accompanying people to sessions is one of the most successful approaches to enabling meaningful participation with people experiencing difficulties and being assisted by services. Service professionals suggest that every situation is unique, but on average it takes about 3 to 4 accompanied visits before people feel confident enough to participate on their own.

Analysis of the 17% of interviewees (27 out of 160) who self-report experiencing difficulties and benefitting from participation, shows that mental health issues such as depression, anxiety, panic attacks and suicidal thoughts are mentioned most often (12 times), followed by becoming a parent (6 times), recovering from serious illness (5 times) and loneliness and social isolation (4 times). The wide range of benefits that people describe shows the great potential for participation in practical peer-to-peer activities to create positive outcomes for people who are experiencing a wide range of difficult situations, and to different degrees.

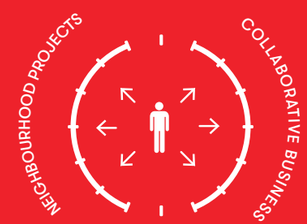
Connecting Ecosystems
Understanding the many different types of pathways between the Participatory Ecosystem and the Specialist Services Ecosystem is vitally important. Investing the time and effort to co-design the necessary relationships, methods and working arrangements through the Support Platform will unlock huge benefits to people who may currently not have the confidence nor information to move between involvement with inclusive peer-to-peer participation and being a service user.

Youth Spot Bar
Youth Spot Bar is working through the support platform by running activities for teenagers in the Ripple Road shop and in the Warehouse out of programme.

Health Councillors
Mental health councillors are working through the support platform by running sessions in the Church Elm Lane shop out of programme, and creating space in their schedules for people who need assistance coming through the Every One Every Day programme.

Transition Research Project
The Every One Every Day team has been working with hostels to encourage residents to participate and benefit from activities in the wider community. The teams are working through the Participation Ecosystem, Support Platform and existing Professional Ecosystem - working on both Every One Every Day and Service locations.

Red Cross
The Red Cross are both referring and accompanying 49% of the people they are currently working with through their befriending service to Every One Every Day activities - meeting people in the shops and connecting them to the Ecosystem of people and projects.



Navigating the Participatory Ecosystem
Many people are participating across many neighbourhood projects and collaborative business programmes, in different roles within the Every One Every Day Participation Ecosystem. This pattern has become more visible in the last six months and may be connected to the findings regarding the increased sense of confidence and agency people are experiencing as a result or repeated participation in practical activities.

Navigating the Borough Ecosystem
Increased confidence and agency to self-navigate within the Every One Every Day Participatory Ecosystem, many lead to more confidence to seek out more support from the existing borough-wide ecosystems of services, as well as taking up opportunities for positive development e.g. exploring new livelihoods or further training and education.

KEY FINDING 5 - ADAPTATION ELSEWHERE

Research Question
Can a learning framework be developed and tested in order that another borough or city can successfully adapt and adopt the systems approach?

Key Finding for Year 1 and 2
There are considerable challenges relating to codifying a model which is itself being developed iteratively. Nevertheless, there is increasing understanding of the core and contextual elements of the participation approach. Consequently, while much development and codification work remains to be completed, the project can report with confidence that it is possible to develop a learning framework for testing in other cities, and that there are other places keen to partner with Every One Every Day to build their own local platforms.

Insight 1 - There needs to be investment in resources and time into training

As described on the previous pages, adaptation is a core component of the sustainability strategy for the Participation System in Barking and Dagenham which includes a revenue stream for the borough in the form of fees from other cities seeking to adapt and adopt the participation platform locally.

During Year 2 the project has developed its understanding of the demands upon it to support adaptation.

This will require investment into this part of the project beyond that originally envisaged, but it also requires the core team to achieve a balance between their primary task (building and evaluating the Barking and Dagenham platform and ecosystem) and the equally important (but less urgent) task of supporting learning in other places.

The role of the School

The School is the primary vehicle for assembling learning about the Participation System, and translating this into a curriculum of tools, resources and methods to support other places to adapt and adopt the approach.

In the future it is envisaged that the School will work with local cities teams through all phases of adaptability in other places, from information transfer, to feasibility and funding applications, to training and implementation.

During Year 2, many of these tools and resources have been developed, and a team of experienced project designers have been appointed as Cities Programme Tutors with the remit of developing the learning curriculum for Cities Teams. This seeks to ensure the quality and rigour of adoption and adaptation projects through a supported delivery model (as opposed to an alternative approach such as a franchise).

This model envisages a partnership between the project in Barking and Dagenham and the adaptation site as the latter embeds the approach. This partnership will ensure that materials and tools are freely shared, and that implementation adheres to the model.

Developing a field of practice - One of the key objectives for the School is to codify a new field of practice - that of participatory and collaborative design - which underpins the Participation System.

This practice is centred around the project designer role but extends to all parts of the Platform.

This new field of practice is a synthesis of learning and methodologies drawn from a broad range of social, pedagogical and design disciplines.

The core elements of this new field of practice are being drawn from knowledge and approaches developed iteratively as part of the experience of Every One Every Day project designers.

This content will be augmented by the transdisciplinary research project which extends an open invitation to specialists in other fields to access the data generated by the project and provide new perspectives on the method and results, and to appraise their own disciplinary assumptions in the light of the emerging findings (for more details see page 142).

Insight 2 - Trained project designers make the best tutors

At the outset, it as assumed that learning for Cities Teams could be delivered by tutors with specific experience and skills in pedagogy.

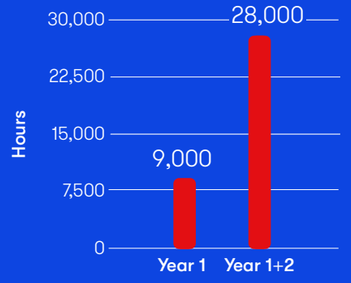
During the first two years experience has shown that this task is best undertaken by trained and experienced project designers. This has a corresponding impact on project resourcing (outined in the previous insight).

Insight 3 - there is lots of interest in adaptation across the world.

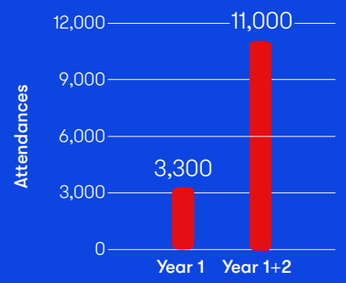
As can be seen in the map opposite, there is a high degree of interest from other places across the globe.

Of these a small number of projects are in active development.

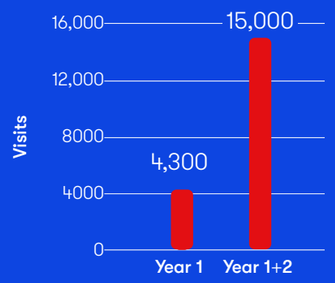
FEASIBILITY
GROWTH OF PARTICIPATION INDICATORS



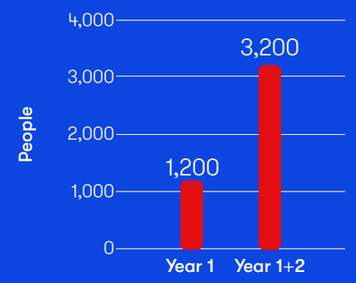
Number of hours people spending time together



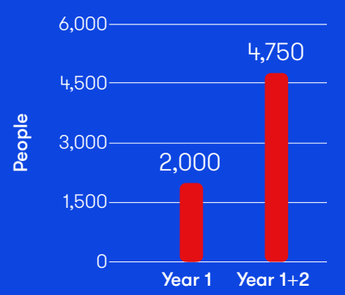
Activity attendances



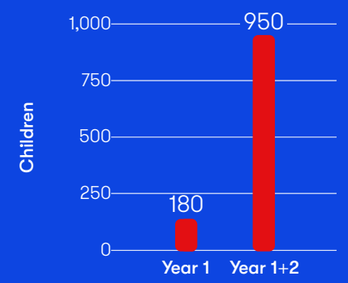
Shop visits



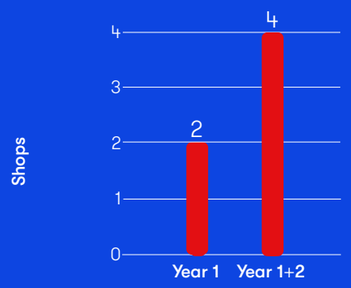
Number of registered participants



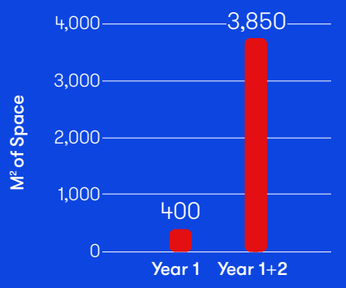
Number of participants
(Conservative estimate)



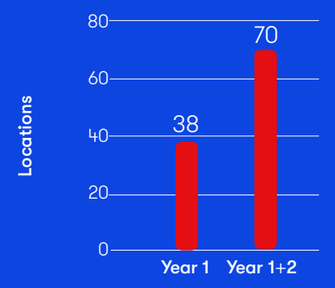
Number of children participants
(Conservative estimate)



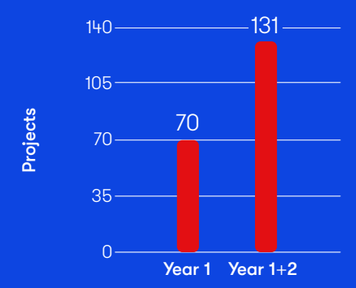
Number of shops



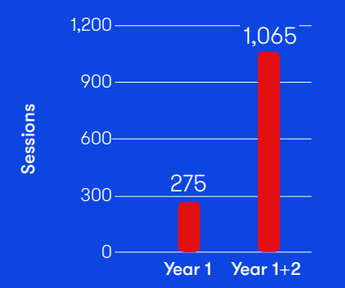
Square metres of functional participation space



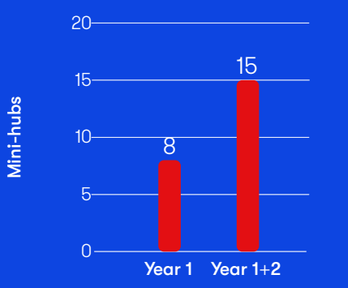
Number of activity locations



Number of neighbourhood projects



Number of individual sessions



Number of mini-hubs

COLLECTIVE IMPACT 1 INDICATOR

MENTAL AND PHYSICAL WELLBEING

I learned how to share things with people. I learned how to be kind to people. How you can communicate... Religion, culture, communicating and respect-getting and respect-giving. Making friends.

I learned a lot of things here that make me happy, and make me more active also, instead of sitting at home watching TV. I can share with people, be useful in some way. It's made me happy. (AP30)

21,000

New participation opportunities to meet new people created through Every One Every Day

19,000hrs

Of peer-to-peer learning

26,000

Shop visits and session attendances

358hrs

Wild Walks

77

Cooking sessions

24

Family Cook sessions

47

Street Ball sessions

108

Food growing sessions

DIRECT AND IMMEDIATE IMPACT DATA
Experienced in the sessions

9 Average score for experiencing friendship and social connection in sessions.

9 Average score for experiencing a sense of community in sessions.

9 Average score for experiencing a sense of enjoyment and happiness in the sessions.

8 Average score for experiencing an increased sense of confidence.

8 Average score for experiencing creativity and idea sharing in sessions.

8 Average score for experiencing learning in sessions.

6 Average score for experiencing physical activity in sessions.

COLLECTIVE IMPACT INDICATOR 1

MENTAL AND PHYSICAL WELLBEING

INTERVIEWS

Every Day is good for mental health. They said that they experience this themselves and they observe it in others. The combination of the effects that form the gateway bundle (feeling welcome...) makes people happy and encourages them to participate more so that the positive effects continue to multiply.

The openness and flexibility of Every One Every Day allows residents to self-direct their participation, to identify what they need among many possibilities and take advantage of these. People together can create outcomes that they can't produce alone and do not seem to be getting from the available services. It might involve popping in for a regular chat in a welcoming space so as not to feel isolated. (quote needed)

It might mean helping out and feeling the sense of being valued that tends to bring.

Every One Every Day supports people in doing things they love, which has a very positive effect on mental and physical health.

See also the section on feeling happy and optimistic on page 40.

COMPOUND OUTCOME LEVEL 1

The interviews have revealed that participants experienced a bundle of outcomes which are the gateway to all the other potential impacts. This bundle of outcomes relate directly to cultivating people's sense of individual agency and wellbeing - on which repeat participation is dependant.

The term 'individual agency' describes the combined effects of the first bundle of compound outcomes that residents have described:

1. Feeling welcome
2. Feeling included and accepted
3. Making friends
4. Building trust
5. Being active
6. Learning and feeling excited
7. Being creative
8. Growing in confidence and capability
9. Feeling happy and optimistic

These results show that participants are experiencing an essential compound outcome that relates directly to Mental and Physical Wellbeing Collective Impact Indicator No .1

I think I did less exercise because I wasn't really going to places. I'm more active, I will walk places now. I used to get the bus two stops when I went shopping, I don't do that no more, I walk to do shopping and I walk all the way back home. I don't get the bus, even when I walk all the way down to Asda, I don't get the bus. I save a lot of money because I don't get the bus anymore, I walk to places. For the physical exercise and because I always know I'll meet someone. I always see at least one friend a day. (BG12)

It's just an amazing place to come for your mental health as well. Not only are you not isolated, now you've got people to talk to, you've got friends to whatsapp, you can email. It's really really good for my health, especially as I suffer with anxiety. So when you're anxious, you don't want to be around too many people in a work sense, but when you come here, you don't feel it's that. You feel it's just open and it's so light and airy. It literally clears my mind. That's why I tend to come everyday now. (JA29)

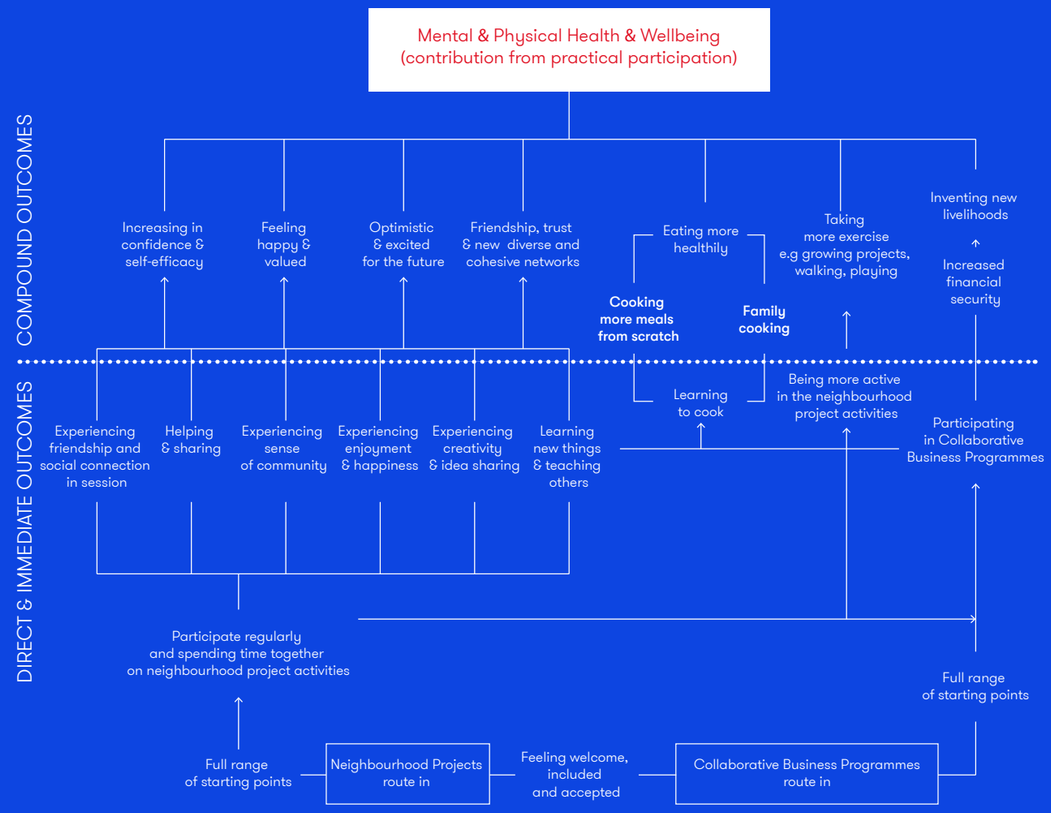
I think the physical side is good, the walks are good because you're getting fresh air, you're communicating with people and you see more what is around the borough, so your outlook might be different than what it was maybe not coming to Every One Every Day. (AP2)

It does [help my mental health]. Because when I walk in here, you're meeting people, it's getting you out of the flat plus you're doing something. I think it improves your health because if I never had Every One Every Day I'd be lying in bed. I wouldn't be doing nothing, really I would. (BG5)

[Every One Every Day has] brought me out of my shell and I'm physically active all the time, so it has. It really has. It's just fun to do things with everyone around and not being alone. I'm always active, I like it, I enjoy it. I wish they'd have this for everywhere. The facility that we had growing up was a youth club, which was a different facility, not really bringing out your skills to help you forward in the future, in life. That was just for children, but this is for everyone, to help them come out and build something for themselves. Do things and meet one another and have people to actually help you and guide you. Some people are afraid to ask for help, but then if they see everyone getting that help in one space they don't mind. (JA9)

So if you told me then that I would be running sessions...I would have said, no that is someone else's life, definitely not mine. I was just too sad and too depressed about the trauma that went on with my relationships then. I feel like how my life is on a real up, it is more than a fantasy in a way, doing things that I love is really amazing. I think that has surprised me the most that I can do what I love, rather than doing what someone else tells me. (AP55)

COLLECTIVE AND COMPOUND OUTCOME PATHWAYS FOR MENTAL AND PHYSICAL HEALTH AND WELLBEING THROUGH PRACTICAL PARTICIPATION



COLLECTIVE IMPACT INDICATOR

2 FAMILIES AND YOUNG PEOPLE

Yes a whole generation. Those kids down there right now they all know each other and if it continues this is where they will grow up. They will impact the community because of those values that they have. It is a form of mentorship, they are being mentored by other parents...It is amazing to not just have mum and dad tell you that, you need people in the community to say "well done" "you are doing amazing". I think that's made an impact, I have seen a change in my son personally, just coming here. He loves coming here. (JA19)

98%

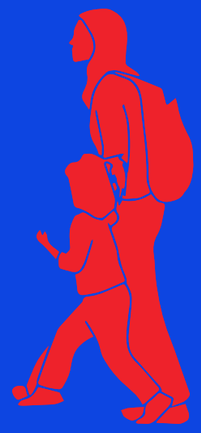
Sessions that children can participate or accompany

1,060

Individual participation sessions

358

Sessions with children-focused activities



950+

Children participating

9

Play Streets

13

Play Street sessions

42

Story Box sessions

16

Kid's Trade School hosts

24

Family Cook sessions

26

Summer Camp Sessions

9

Imagination Space sessions

5

Launch Lab interns

COLLECTIVE IMPACT 2 INDICATOR

FAMILIES AND YOUNG PEOPLE

INTERVIEWS

In a context where many parents find themselves socially isolated and struggling to provide quality experiences for their children due to lack of personal resources and local amenities, Every One Every Day is facilitating solutions. There are several key characteristics in the way Every One Every Day works that contribute to this.

Outside Every One Every Day most available activities are for children or for adults but not both. Every One Every Day's 'Children welcome' policy removes a major barrier to parents' participation and allows them to connect to other people in the neighbourhood thus overcoming isolation and building social networks that help them.

Many Every One Every Day activities involve children and parents doing things together and this is good for their relationships. Some parents noted the benefits of spending time together playing, creating, having fun rather than their interactions being dominated by issues of household management and trying to get their children off computers.

Children and parents generally benefit from getting out of the house, away from screens and, accessing interesting activities with materials and support available at no cost.

The combination of the above makes parents feel that they are doing a better job with their children because they can access activities and experiences for their children which they would nor be able to provide or afford. Better parenting also likely results from parents enjoying all of the personal emotional benefits of engaging with Every One Every Day and a developing their own skills to do activities with their children and confidence in their ability to do this sort of thing in the shops and beyond.

Many children like the opportunity to host their own sessions, sharing their interests and skills with other children.

The overall experience of being at Every One Every Day is seen to have positive effects on children.

> Before I came [to Every One Every Day], I did not know any of my neighbours, so I was quite isolated as I did not know anyone who lives close to me or I did not actually say hello to people on the street. But I met so many people [at Every One Every Day] that I found myself saying hi to people. I would be in the town centre walking with my son to the car, or I have had children come to say hello to me or children saying hello to my son. Yes, it has been such a positive experience I would say, we always have something to do. When you do not have a lot of money, it is good to have something to do with a lively seven year old (he was seven when we first came here), it was good to have something to keep him busy. (JA19)

> We've been to all the shops, seen the chickens, being in different environments, and it's still within where you live... We've gone for Pantry meetings, she's been there... when I've done the [food product]. I've done some cooking sessions, she's been there with me.... She's always excited when I say we should go to any of the shops. It's a good environment... You can go into any of the shops and feel welcome. She will find other kids playing as well. (JA30)

> My daughter's recently done a trade school thing here... It's so good because it's not just for adults, my daughter came in, teaching how to make loom bands and she loves it... She's a right bossy boots anyway, so the fact that she could be the teacher and teach people how to do something, that gave her a bit of an extra boost of confidence as well... So if you've got things like that for children, it's getting them out into the world from young. It's giving them little boosts of confidence that they might not have had in other times. (MD4)

> The way they used to talk to my son. They way they come down to him, it's amazing, the way they talk to him sometimes I don't have the patience ... I was so surprised, these people, they are very lovely! So they are best friends of my son, and I love them for that! (AP49)

> When we've had the knitting before now we've had ladies come with their kids, their babies and they say 'ohh they're making a noise' and you say 'just leave them in the corner'. It's nice to know you can come with family because a lot of places won't let you bring your children. Some places say 'it's adults only, no noise, sit down,' whereas this you can bring them. Even at yoga we had a toddler with the mum who kept climbing under my husband, which was hilarious. (BG2)

> [My children] always love it. They ask me if it is open. So when we go past, we always check to see if it is open. 'Do you think the chickens have grown up now?' 'Look at our flowers!' Even when we don't drop in, we look at the flowers, and they're blooming in Spring, and we check back. We think it is a part of something that we are proud to be part of. (AP47)

COLLECTIVE IMPACT 3 INDICATOR

LEARNING AND NEIGHBOURHOOD

I love having the conversations with residents, learning a lot more about their interests is something that has always really fascinated me. I like learning about people, meeting my neighbours, because they're from the borough. So people I never would have met before, because I spent a lot of my time in central London. Meeting people that have crazy skills...Like painting on glass, and leather working, and canvas making, and really talented painters... it's people that know how to cook the most delicious food and all sorts of passions, for creative writing, and poetry, it's amazing. (JA27)

131

Neighbourhood projects

1,060

Individual sessions

19,000hrs

Of peer-to-peer learning

11,000

Attendances

DIRECT AND IMMEDIATE IMPACT DATA
EXPERIENCED IN THE SESSIONS

8

Average score for experiencing learning in sessions.

8

Average score for experiencing creativity and idea sharing in sessions.

8

Average score for experiencing an increased sense of confidence.

COLLECTIVE IMPACT 3 INDICATOR

LEARNING AND NEIGHBOURHOOD

INTERVIEWS

Peer-to peer learning rather than school learning provides opportunities for many types of learning. Informal learning activities fill a gap between being stuck at home and formal learning.

These activities can be seen as stepping stones to employment and meeting other needs and it enriches people's lives.

Hosting sessions is seen by some as an opportunity for professional development, to develop ideas and practice things in a low-risk, supportive environment.

Many Every One Every Day activities involve making, often bringing to bear everyone's creativity. Many residents spoke about the pleasure they take in the process of making, and their satisfaction with their products. There is recognition among residents of a process of de-skilling at a societal level, and therefore a need for re-skilling. Participants find their involvement in this process as enabling, empowering.

Making and learning together creates an ideal context for people to get to know one another in a non-threatening environment and discover common interests that they may go on to develop a project around. Making things together is an important way to connect with people and make friends, especially for people who find chat challenging and for people who wouldn't normally find things in common to chat about. Some people feel more comfortable interacting with others while they're engaged in an activity (no pressure to make conversation) .

People are excited about learning practical skills; skills that save money and conserve resources. Skills that equip people to be self-sufficient, and to lay the groundwork for a local sustainable economy, with outcomes related to wellbeing on the way.

There is also some recognition that the way the world works is changing, familiar jobs are being phased out, a lot of things will be automated. New skills will be required and a capacity for continual learning, the sort of learning that Every One Every Day supports i.e. peer-to-peer, adaptive, experimental.

COMPOUND OUTCOME LEVEL 1

The interviews have revealed that participants experienced a bundle of outcomes which are the gateway to all the other potential impacts. This bundle of outcomes relate directly to cultivating people's sense of individual agency and wellbeing - on which repeat participation is dependant.

The term 'individual agency' describes the combined effects of the first bundle of compound outcomes that residents have described:

1. Feeling welcome
2. Feeling included and accepted
3. Making friends
4. Building trust
5. Being active
6. Learning and feeling excited
7. Being creative
8. Growing in confidence and capability
9. Feeling happy and optimistic

These results show that participants are experiencing an essential compound outcome that relates directly to Learning and Neighbourhood Collective Impact Indicator No 3.

> People here are very friendly. Not just friendly, they encourage you to learn new things and there was one time when I was trying to make something, immediately this one person with very green eyes here. Now I don't remember his name, he and another person came and they tried to knit, so you won't feel like you are doing it on your own. You are showed that you have someone encouraging or at least pushing you towards what you are learning. You wouldn't expect this kind of behaviour if you went elsewhere to other classes. You wouldn't get this type of experience. (AP31)

> You learn a lot of things from people that actually have certain skills in the area. Everyone has skills, everyone. It's just for you to bring it out, you need confidence, sometimes you need a boost from others. (JA9)

"You think, 'if I leave nothing else, you're going to be able to sew a button on and so is your daughter.'" (BG2)

> Just coming out back into a community, what as I remember as a community thing, a memory of times past. This is how I grew up with a community base, that was nice to bring back that old way of teaching. The old way of having parents, grandparents teach and pass information on. I think that's been lost and I think that's nice when you get younger people coming. It's quite funny thinking of myself as the older person now because I'm a grandma myself, I can remember what my nan was like with me, sitting me down and saying, 'you need to learn to do this and that.' Not in a nasty way but I need to pass this on to you because I'm not always going to be here to show you and now you can do it. I think it's a nice warm feeling to come and know you're passing something on that they will pass on, especially if they've babies in prams and you think you're going to teach your little one that and I'm going to have left that. You think, 'if I leave nothing else, you're going to be able to sew a button on and so is your daughter.' (BG2)

> Instead of sitting at home on my own or just working without gaining anything, by coming here I share the knowledge from those people who know something and want to teach it, and in future I can invest on that, I can teach others, I can go to any other community and tell them what I know and they will be very happy to listen to me share my knowledge with them as well. (AP49)

> It's really practical. So you get the chance to learn real life skills that are actually not really taught in schools necessarily, you can learn to make things, woodwork, metalwork, how to grow, how to make clothes, all sorts of things. Upholstery and furniture... but yeah it's really practical skills. It's almost like survivalist skills in a way. It's like equipping a society to be self-sufficient, to be self-sustaining, which seems very different from most other things which are usually around entertainment or just selling a product of some kind basically. (AP56)

> Now I feel like I'm leading some of the programmes so what I love about that is we get asked, "What do you guys want to do here?" And then we can let our imagination run wild and we're like, "How about we do this for the kids?" "How about we do that?" You know, we design it. It's almost like we are part of the design team and we're designing what we're going to do for the summer holidays, and what we're going to do for the future so we have a say in it, and I've learnt how to articulate myself quite a lot better. And also to be confident, not just to attend and be quiet. I've learnt how to -"Ok what can I do? I'm ready now." It takes a little while to get to that stage I'm at, where I can say, "We could do it this way, we could do it that way." You know, and also show that ok maybe we did it this way, didn't really work, how can we change it to make it better for the new people coming in.(JA29)

COLLECTIVE IMPACT INDICATOR 4

LEARNING AND WORK

I like the creativity, I like the fact that I could come up with something. I like the fact that I was learning. I've learnt so much. I didn't have any skills, I never knew how to use a silhouette or a heat press before. And it pushed me to do more, so I had a website within that time, and of course there was the pop up shop which is great, and a lot of learning skills, understanding what sells, understanding what people like. (JA28)

323

People signed up for Collaborative Business Programmes and business related workshops

11

Collaborative Business Programmes

7

Number of Collaborative Brands

3,600m²

Square metres of public collaborative business development space

80

People test trading

64

Days test trading

1,862

Products sold

£11,000

Sales revenue

3

Individual businesses started

339hrs

Hours of specialist workshops

225

People attending specialist workshops

27

Businesses visited on site visits

51

People attending business site visits

700m²

Square metres of co-working space

COLLECTIVE IMPACT 4 INDICATOR

LEARNING AND WORK

INTERVIEWS

A number of residents said that Every One Every Day's Collaborative Business Programme had allowed them to realise their dreams and pursue new economic opportunities. Unlocking potential for everyone is a key focus of Every One Every Day and many residents confirmed in interviews that they wouldn't have done what they did without Every One Every Day.

Making and learning together often results in people discovering or rediscovering passions and realising that things they had put aside might be possible.

Every One Every Day combines Community Development with Enterprise Develpment. Participants can move from popping in for a cup of tea to taking a product or service to market via all sorts of activities where people develop their creativity and find potential collaborators who share their interests.

In addition to facilitating development of successful products, the business development process supports participants to develop new skills and make new friends. These friendships play an important role in development of the emergent collaborative businesses.

One resident pointed out that combining the social and emotional space with the economic development space is unique. It's a holistic approach that deals with whole people and let's them work through their personal issues at the same time that they're developing exciting businesses. This lets these elements feed one another rather than being obstacles to each other through treating them as completely separate aspects of life (as seems to be the case in other programmes).

The collaborative business opportunities seem to be particularly attractive to women taking early retirement or reducing work hours in jobs where they felt dissatisfied in order to finally explore what they really like and potentially develop businesses. But there are also young people who want to go beyond just getting a job for life and explore their interests and talents, which is in some ways skipping the stage above.

COMPOUND OUTCOME LEVEL 1

The interviews have revealed that participants experienced a bundle of outcomes which are the gateway to all the other potential impacts. This bundle of outcomes relate directly to cultivating people's sense of individual agency and wellbeing - on which repeat participation is dependant.

The term 'individual agency' describes the combined effects of the first bundle of compound outcomes that residents have described:

1. Feeling welcome
2. Feeling included and accepted
3. Making friends
4. Building trust
5. Being active
6. Learning and feeling excited
7. Being creative
8. Growing in confidence and capability
9. Feeling happy and optimistic

These results show that participants are experiencing an essential compound outcome that relates directly to Learning and Work Collective Impact Indicator No 4.

Has your involvement with Every One Every Day opened up any new opportunities for you?
Yes, because the business making programme, I got told that I was old enough to do it, so I did start a business and once I already started that business, I got told I was too young, but I still run that business because of Every One Every Day. If I didn't have this foundation, I wouldn't have thought of starting a business. (MG3)

Everything that has happened has been amazing. I think the best thing is the pop-up shop. That was amazing, it was just so much fun. If I had my way, I would have been there every day. I nearly was there every day, because my product was there, so I wanted to be there while my product was in the shop. I loved the experience, because it's a dream--it's one of my dreams to have my own shop, whether it be virtual or real. It was like a dream, it really was. One of the things I'd like to do is to have an artisans' shop, where different crafts are displayed and you can sell them, so for me I felt like I was living the dream. It doesn't matter that it was only temporary, I was living the dream. So this is kind of how it's going to be if I had a place like this. I learnt a lot, I took in a lot. (JA10)

First session we did with the Tastehead food developing. How to do the costing, papers, storytelling, and how to design your product, and a final recipe and everything, this takes a few months I think. And we did that one and after we hosted the opening warehouse evening and we made the food in here, starting from scratch, and this was a really really good experience, how to feed 300 people. They told us it's 100 people! And more than 300 people came. But it was a good experience because not only myself to cook, everybody cooked lots of things and people they got very big portions and this was a really good experience. And now every time if there's something going on we start to get involved. To have the experience when you have the business, how to do the business connections. Finding new things, how to do it. If anything is happening that's an open evening we come and join and see what's going on and new people coming and just welcoming the new people and give them confidence, just come and try it, take a few months, you'll settle down and then you'll know everything. When we came in there, we were scared as well, and now, can't be! (AP42)

Initially I was thinking oh it's not going to take me anywhere, but now I think I may be able to climb the ladder a bit. Now we're going to go to the market, I haven't done marketing, I haven't done anything to do with do with selling at the markets before, but now next Saturday or Sunday, we're going to go to the market. And I'm looking forward to that. It's going to be great. It's going to be awesome. I can't wait! (AP39)

People all around the community that wouldn't usually talk to each other can come here. You start off with just having a friendly chat and cup of tea, and then you go onto bigger and better things. So like every day you're welcome to try a bit of... If you want to do beekeeping? Welcome! Beekeeping is here for you. You want to do sewing, it's here for you. You want to design something and make it, it's here for you--the equipment is free. You know it's teaching you how to not only come together but also how to make something, and then you know, start your own business if you want to. A lot of the ladies have started their own businesses or continue.. They had a business, they had an idea, and now it's just going from strength to strength.. So you know like that class that we had from the Business School, a couple of the ladies already had their business but they didn't know 'what tax do I need to pay' and stuff like that. That's taught here, so you're learning the physical stuff, all the academic stuff as well and then the organisation will pay for products for you and then they'll take that out of your profit so you're not having to fork out for everything. You're being lead gently and then you make your decisions by yourself ; 'ok I can learn how to do this ..I can make this'. If not, you can just come for fun, you don't have to make a business if you don't want to. You can just come and make a product, take it home, show your kids 'I made a frame today' - put your family picture in it. (JA2)

COMPREHENSIVE TRAINING FOR SAFE ACCESS

39	20	44	24
Key holders of shops	Key holders of Warehouse	Health & Safety	Safeguarding

59	42	46	17
Food Hygiene	First Aid 1	Fire 1	Fire 2

COLLECTIVE IMPACT 5 INDICATOR

COHESION AND NEIGHBOURLINESS

I had maybe four friends in Barking that I knew had the same interests as me, and now it's in the hundreds. I've met people with all different interests, all different careers, and hobbies and pasts and people that have lived all over the world, and speak different languages and experienced different cultures, and know so many different things, and I would have never have met those people if it wasn't for the Barking shop. (JA27)

1,060

Individual sessions

35

Neighbourhood pot luck suppers

34%

Sessions that included food sharing

28,000hrs

Neighbours spending time together

6

Average number of people spoken to during an individual session from different cultures and backgrounds

COLLECTIVE EFFECTS OF MANY PROJECTS AND OPPORTUNITIES
Overview perception

8 Average score of perception of increased ability for people of different background to get on together.

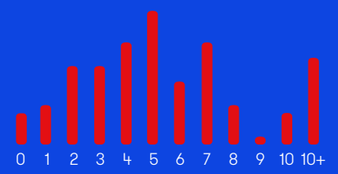
8 Average score of perception of increased people's trust in neighbours.

7 Average score of perception of increased people's sense of safety in Barking and Dagenham.

DIRECT AND IMMEDIATE IMPACT DATA
Experiences in the sessions

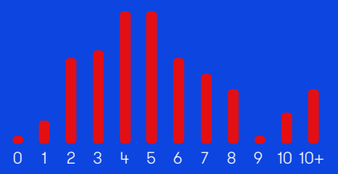
9 Average score for experiencing friendship and social connection during sessions.

9 Average score for experiencing a sense of community during sessions.



Number of people talked to in a session

53% of participants spoke to 5 or more new people during the sessions.



Average number of new people talked to in session from different cultures and backgrounds

56% of participants spoke to 5 or more new people from different cultures, ages and backgrounds during the sessions.

COLLECTIVE IMPACT 5 INDICATOR

COHESION AND NEIGHBOURLINESS

INTERVIEWS

Relationships are at the core of Every One Every Day. Residents find great pleasure in meeting new people and making friends. This makes them happy and opens the door to all sorts of other possibilities for helping one another, for sharing ideas and resources, for collaborating on community projects big and small. Lots of connections among lots of people bring the whole neighbourhood together, creating community cohesion. LBBD residents say that they have begun to experience this cohesion as a result of Every One Every Day.

Big community events such as the warehouse launch allow people to see the community cohesion (and the possibilities of Every One Every Day) made manifest. Many residents talked about how much they enjoyed themselves and how happy they were to feel part of the community that was there.

Participants also spoke of accepting help and trusting other residents to look after their children. Knowing and trusting more and more people makes residents feel safer. Getting help with a child can allow a parent to contribute to important community activities.

COMPOUND OUTCOME LEVEL 1

The interviews have revealed that participants experienced a bundle of outcomes which are the gateway to all the other potential impacts. This bundle of outcomes relate directly to cultivating people's sense of individual agency and wellbeing - on which repeat participation is dependant.

The term 'individual agency' describes the combined effects of the first bundle of compound outcomes that residents have described:

1. Feeling welcome
2. Feeling included and accepted
3. Making friends
4. Building trust
5. Being active
6. Learning and feeling excited
7. Being creative
8. Growing in confidence and capability
9. Feeling happy and optimistic

These results show that participants are experiencing an essential compound outcome that relates directly to Cohesion and Neighbourliness Collective Impact Indicator No 5.

> Could you imagine, everyone talking to each other! It's amazing… you can knock on someone's door and have a chat, have a cup of tea. Which wasn't happening before… it's good that [Every One Every Day] has come I know that it's not only my experience but other people's experience too… they live in the neighbourhood but have not been engaged with their neighbours before in the way that they are now. They're both here doing projects together, and talking about life outside of here, family lives, kids, schooling. It's making an impact on happy living in the neighbourhood. (AP57)

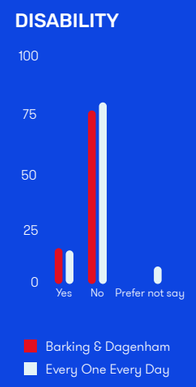
> It makes it more comfortable for me. Like to even go out and all that, because before that, you're not really sure with all the things going on around here. Especially in the beginning when this was not done yet there were a lot of druggies… and you got a bit scared to go out in the evening, but now you feel more comfortable because you know people are on the lookout for you. They know you, and basically they're keeping their eye on you, so that is a good thing. (AP38)

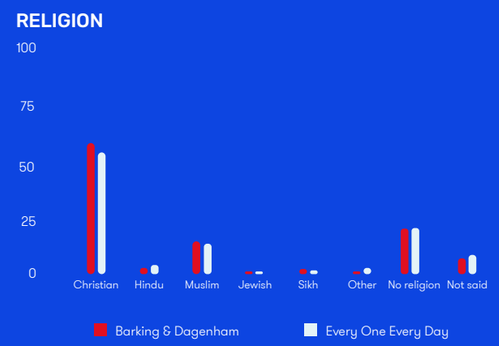
> I think everybody being accepting and not judging is how the changes [in the neighbourhood] have come about and everybody gets stuck in. The whole bartering, I love that.
>
> Like, you can come and take some eggs but give some of your knowledge. The open fridge too. You know even the exchange of a smile is still an exchange. Some of the workshops, the barter items, you can either be that you can bring stuff, help at the workshop or you can give a joke, make people laugh, make people happy.
>
> I think that's what it should be about, not everything is an exchange of goods, sometimes it's an exchange of a personality. Because there could be some of your friends there that you can spend hours talking to and it can really make your day. With [another resident] I didn't mind giving her my sewing machine, I knew that it would benefit her, and I knew that I enjoy her company as well and who she is as a person. (BG1)

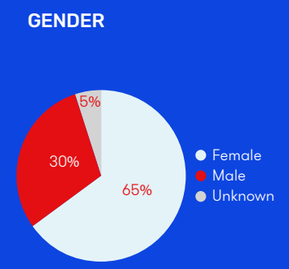
> It sounds weird but before getting involved, I thought I was one of the only people in Barking that was creative, or liked art, or liked fashion. I had maybe four friends in Barking that I knew had the same interests as me, and now it's in the hundreds. I've met people with all different interests, all different careers, and hobbies and pasts and people that have lived all over the world, and speak different languages and experienced different cultures, and know so many different things, and I would have never have met those people if it wasn't for the Barking shop. (JA27)

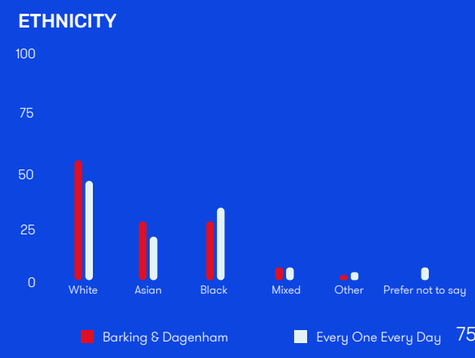
> It was so nice because people brought food, we all shared our food, the kids brought their teddy bears. It was such a nice experience and the nicest thing was, there were people that were not with us but joined us. So you have people that were just in the park and looked at us wondering why we were having such an amazing time, wondering why we had teddy bears. Other children came up to us, eating food with us. Kids and older kids were asking what we were doing. It just felt nice, it was just such a positive vibe. By then, I knew everyone there, I was comfortable, I was having a good time with my friends and my neighbours, [my son] was having a fantastic time with his friends. We were giving out leaflets and people were asking what is this? (JA19)

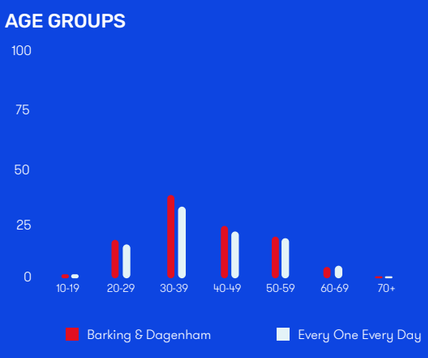
> Me talking to that homeless man when I was having a cup of tea. I wouldn't normally have done that, you know, cause my husband's very aware that you've got to be safe and you know like and I told him, he said 'I hope you didn't invite him'. I said I didn't but that's not saying that I wouldn't speak to him again because I would and I've seen him when he was near the bus stop and I went into the café and gave him a cup of tea because, you know… whereas another time… because I didn't know him, and when you don't know them, you'd be passing by, but who am I to judge and pass by? So that made me a bit kinder. (AP54)











COLLECTIVE IMPACT INDICATOR 6

COLLECTIVE ACTION AND CO-PRODUCTION

I know a lot more people in our street. Before everybody kept to themselves a little bit, and now everybody is coming together. So that is a good thing, and everybody is starting to help as well now, doing little bits, even if it's just a little tiny bit.When we started the garden the first feeling was oh my god! How are we ever going to do this? But we did it... basically Every One Every Day helped us to achieve the things that we wanted to do. (AP38)

1,060

Individual sessions

11,000

Attendances

131

Neighbourhood projects

COLLECTIVE EFFECTS OF MANY PROJECTS AND OPPORTUNITIES
Overview perception

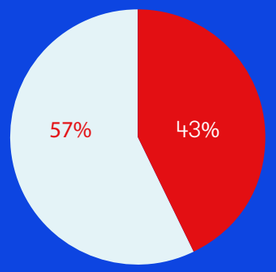
7 Average score of perception of increased community capacity to respond collectively to social, economic or environmental problems.

8 Average score of perception of increased capacity to make collective decisions as a community.

8 Average score of perception of increased attractiveness and vibrancy of Barking and Dagenham as a place to live.

8 Average score of perception of making it easier for the community to start new projects using existing local opportunities and resources.

DIRECT AND IMMEDIATE IMPACT DATA
Made/produced something in the session



COLLECTIVE IMPACT 6 INDICATOR

COLLECTIVE ACTION AND CO-PRODUCTION

INTERVIEWS

Every One Every Day empowers participants. It supports the emergence of new community initiators and helps existing initiators to add value to their work. It supports everyone (including children) in taking leadership by immediately offering opportunities and support to host their own sessions or undertake their own projects.

One of the most commonly stated outcomes reported by residents was increased confidence. This includes confidence to try new things, confidence to speak or perform in front of others (after hosting sessions) and confidence to state their views and engage in decision-making.

One resident reported that even though she was already organising activities and developing networks with other mothers and children Every One Every Day still represented a significant boost for her in offering the space, the support (in the form of social and physical infrastructure) to expand and improve her range of activities and bring lots more people in.

Another resident who works closely with members of a particular ethnic community in Barking and Dagenham, felt that Every One Every Day helped her to extend her impact to people who might not have come on their own and therefore that Every One Every Day complemented the objectives she sought through her own community work.

In this respect practical participation infrastructure is not viewed as a replacement fr other forms of community activity, but instead as an augmentation to it.

PARTICIPATION CULTURE

The core of Every One Every Day is co-production of participatory culture.

The co-production of a culture is a complex phenomenon and a difficult thing to explain. (Some participants describe it as 'magical'.) It is a combination of enabling the potential of the people who participate and co-creating new cultures of participation.

The culture is primarily manifested in the nature of relationships between and among people. It is identifiable by the characteristics of these relationships (which are expressions of values) e.g. welcoming, receptive, respectful, non-judgemental/ non-stigmatising, caring, helping, supportive, incorporating mutual dependence.

This culture is encoded in Every One Every Day practices, such as how new participants are welcomed into a shop, how collaboration among residents is facilitated in the business programme, etc. The Every One Every Day culture and its corresponding practices are at the core of what makes Every One Every Day work and what should be maintained.

> When you're cleaning and doing stuff, especially with the new attendees that haven't been to other sessions, it encourages them to do that. I've noticed that with playgroups, if you're helping tidy up, if you're doing stuff, then the other mums are joining in as well, whereas if everyone just sits there then you think ok well the teachers will just do it. Plus they ask you as well where things are and you use your initiative and think ok they might need a spoon let me go get a spoon for them. (AP53)

> The first time the Play Street was conducted, there were posters. So we got to know from that, and the leaflet. At first, we had no idea, for the first time they had this Play Street, it was really good. The result was that the people were really happy. All of us enjoyed it, especially kids… In the early morning on Saturdays, the kids are really lazy, but with Play Street, they are really active, they get involved, and they love eating together. They love playing together, they share their toys. It was really good. It was a good experience for all of us. (AP45)

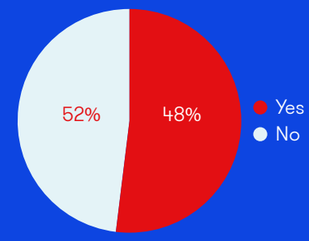
> Yes, it's much different now. A lot more people in our street… before everybody kept to themselves a little bit, and now everybody is coming together. So that is a good thing, and everybody is starting to help as well now, doing little bits, even if it's just a little tiny bit. They're still helping so that's good. (AP38)

> As I am doing it more, I'm understanding the importance of it. Because I haven't done this kind of thing before, so I thought maybe it wasn't that important. But when I do it, it's helping the community and I live in that community, so it will be good for me and good for others. (JA32__teenager)

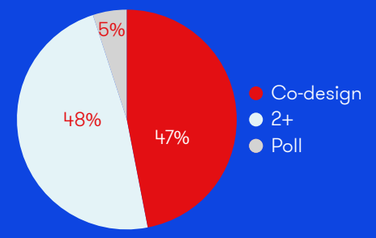
> [Before Every One Every Day] I was just working in the school and talking to as many neighbours as I could. And then we were starting to get a plan together to do something together… It's much different now. A lot more people in our street… before everybody kept to themselves a little bit, and now everybody is coming together. So that is a good thing, and everybody is starting to help as well now, doing little bits, even if it's just a little tiny bit. They're still helping so that's good… [When we started the garden] the first feeling was oh my god! How are we ever going to do this? But we did it, so… after lots of moaning… basically Every One Every Day helped us to achieve the things that we wanted to do. They were brilliant. They got the Council involved as well to get the diggers in and all that. And then they gave us the equipment and they still do. (AP38)

DECISION MAKING

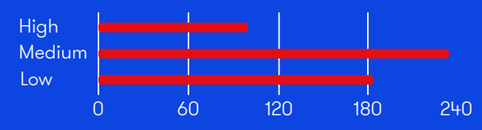
For a period of 6 months the Every One Every Day project recorded all the decisions made within the project. The aim was to encourage and monitor the amount and types of decisions made together with residents.



Decisions and co-design with residents



Process of decision



Impact of decisions

COLLECTIVE IMPACT INDICATOR 7

ENVIRONMENT

I can see greener 120% and they need to be in more areas these small gardens built in the borough. That will help and it will help bring people together because especially when you do activities like gardening you don't need to be an expert or a technician to do this kind of activity; you just need to be willing to go outside and make friends. It's not just about gardening, it's more about communication and who is your friend. (BG26)

40

Environment focused projects

80

Sessions involving growing or environment

650,000

New bee residents

43

Fruit trees planted

12

Sites of resident public green space cultivation

6,300m²

Square metres of public green space in cultivation

990hrs

Hours learning and developing bee colonies

14

Bee colonies established through bee school

103hrs

Hours learning through Chicken School

3,850m²

Indoor space for sharing recycling and repairing

3

Public fridges to reduce food waste

2,000

Meals batch cooked in the shared kitchen

41

Composting bins set up

6

Parks where sessions held

COLLECTIVE IMPACT INDICATOR 7

ENVIRONMENT

INTERVIEWS

Every One Every Day is involved in greening and improving neighbourhood spaces. It also supports sustainable practices, such as local food growing and waste reduction. Residents are excited about what they are learning and about the changes they are making in their own practices and in the appearance of the neighbourhood.

Many residents would like the borough to be a nicer place to live. Much of this aspiration focuses on shared spaces in the neighbourhood, a number of which were unattractive due to lack of care. Every One Every Day has offered support for residents to reappropriate neighbourhood spaces and make them greener and more inviting. The results have generally been very positive with residents saying that they enjoy these improved spaces and are spending time in them, appreciating the greenery and flowers and interacting with neighbours children are playing together. These green spaces also play an important role in sending a message to the wider community that tangible change is possible. Seeing fellow residents engaged in transforming their neighbourhoods lets everyone know that they too can play a part in making their city.

Some of these outdoor spaces incorporate food growing and this has attracted tremendous enthusiasm among residents. Participants enjoy both the act of gardening and the products of their labours. Many are excited about becoming more self-sufficient and about involving their children in the process---and the children themselves are very excited.

The possibility and presence of food production in the city excites people's imaginations. The range of opportunities from feeding chickens to becoming a skilled beekeeper means that there are ways for everyone to engage to greater and lesser degrees. Many interviewees mentioned how surprised they were to encounter chickens at Every One Every Day shops and how much they and their children enjoyed interacting with them—and sometimes taking home eggs.

Every One Every Day emphasises reduce, reuse and recycling in all activities. Residents learn skills such as mending and altering clothes and creating new ones out of available materials rather than buying them. Many sessions involve bulk food preparation where waste from food preparation is composted and what is not eaten on site is taken home. Food waste is also reduced through the Open Fridge where residents can put surplus food in a communal fridge for others to take. Materials from art and making activities that can't be reused are sorted for recycling. Residents report that what they have learned and done at Every One Every Day influences their practices at home. Most residents interviewed made mention of environmental concerns and commented favourably on Every One Every Day's efforts to address them.

> Reducing waste, they're very on it here, reducing waste and composting and stuff like that… [At home] now I am more conscious--'guys make sure we keep that, we do this, we do that'. They're very on it here and every time someone asks, they have the right answer. It's because we are trying to reduce a) the amount of plastic being mixed with everything, just to give back, recycle. So I've definitely learnt that here. And being in the kitchen near enough every day, it does help. So now when I go back to the allotment and I have a whole heap of fresh produce that could waste, they appreciate it. You're giving back. (AP40)

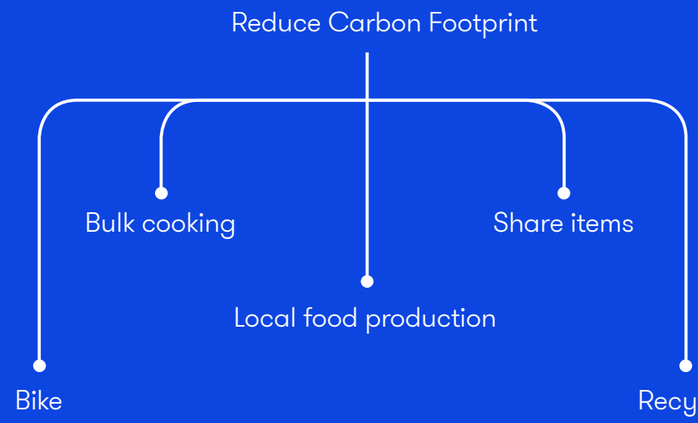
> It's changing the neighbourhood, in terms of adding all the greening projects, and changing the landscape of it all with the trees and the vegetable patches and everything that's happening… I get comments about it all the time, with the noticing of the trees, with People's Corner especially with all the vegetables and stuff. It's really nice to hear. (JA14)

> I've now got 20 000 bees to look after. And they're growing everyday. It's very frightening, exciting, AP8)

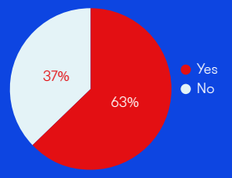
> It's safer, it's friendlier, greener because we're working on green stuff and we're recycling stuff, composting, trying to grow food, so it's greener as well. (BG11)

> The learning to grow your own veg… that one I left feeling really excited. Just because I thought I found out about the organisation as well, I was like ok that's great, there's going to be so many other things and again yeah, just to know that there's something… someone there who you can turn to like if you're having issues, like with your veg not growing or something, they can like advise you and… you know, like the best thing about it is… this is all like just free for you to take part in which is really really nice. (AP52)

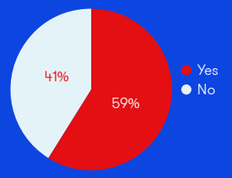
> Like how we're doing with the farming where people have an allotment and they bring their greens to the warehouse and there's a little bit of a shop where people can buy at a lower price. That looks like it can sustain a future. If people get involved we might be able to sustain ourselves even with food, poultry… they're doing poultry, beekeeping, Pantry… there's a lot of connection with how we can sustain ourselves as a community… with the little we have, we're making something out of it… and keeping people busy… because some people are not working, and they're indoors… that can depress you, you know… and maybe some of them have problems with their health, so this is keeping them away from thinking about their wellbeing and just looking forward for something productive. (JA21)



DIRECT AND IMMEDIATE IMPACT DATA
Experienced in the sessions



Made neighbourhood greener or cleaner during sessions.



Reduced waste during sessions.

COLLECTIVE EFFECTS OF MANY PROJECTS AND OPPORTUNITIES
Overview perception

8

Average score of perception of increased sense of pride and ownership over shared public spaces?

8

Average score of perception of increased attractiveness and vibrancy of Barking and Dagenham as a place to live.

KEY CHALLENGES

While the results from Year 2 contained in this report are hugely encouraging, delivering something as ambitious and complex as Every One Every Day has brought considerable and inevitable challenges.

These are as important in terms of delivering the project outcomes as the key findings outlined in the previous pages.

These challenges are also vital information for the codification and specification of the participatory model, and it's readiness for adoption and adaptation elsewhere.

CHALLENGE 1
MANAGING EXPONENTIAL GROWTH

As outlined in Made to Measure, the growth plan for Every One Every Day aims to see strong growth through the first five years in order to make a significant impact on measurable outcomes to the people and the borough.

These calculations assume that the Participatory Ecosystem will grow much larger and quicker in relation to the Support System. This faster growth will be achieved through growing the capacity of both systems through a number of strategic methods.

It is yet to be established what the precise ratios, thresholds and relationships are between the Support Platform, the Participatory Ecosystem, and the Outcomes produced, but it is clear that the Participatory Ecosystem has to grow exponentially in relation to the Support Platform in order for the economics of this model to be understood and established.

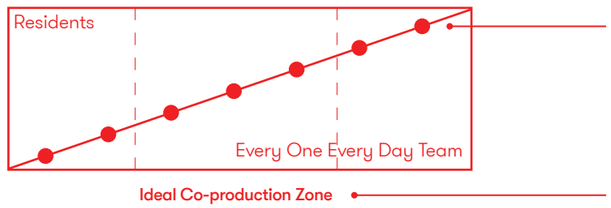
In Year 2 the number of projects, sessions and participants grew by between 100% - 200%. During that same period the Support Platform team grew by 30%. Thus the growth of the Participatory Ecosystem is growing much faster and larger than the Support Platform.

This clearly demonstrates that the combinations of methods being executed to grow the Participatory Ecosystem and the Support Platform is working and has already created significant outcomes for local residents and the borough.

Four main strategies are being executed.

Strategy 1 - Support Platform gets better at what it does

The Support Platform gets better at what it does, including becoming more knowledgeable and skilled, organised and co-ordinated as it works through multiple teams and projects. In other words, makes best use of resources and becomes a highly specialised team of practitioners.



Projects can start anywhere along the co-production scale from high team co-production to lower team co-production.

Early indications are that there will be an ideal zone of co-production, where residents and team members share the creation of the Participatory Ecosystem together most effectively and safely.

Strategy 2 - Growth of the team and support platform infrastructure

New staff have joined the team, there are two new shops and the 3,300 m2 Warehouse which opened in Year 2.

Strategy 3 - Growing learning and co-production with residents

Growing the proportion of co-production with residents as they become more confident and independent. As expected with a person-centred approach this is uneven and residents require varying degrees of support from the platform to develop projects.

Through the neighbourhood team's encouragement 131 projects have been started in the first twenty months - originally projected at 80 projects - thus 65% more than projected. Many people have started new neighbourhood projects who may not have done so in other places where there is no support of this kind. The team have time and again offered gentle reassurances, letting residents know that they are not on their own and that the 'Every One Every Day team would be with them every step of the way'. Whether it is confidence that needs to be nurtured, logistics that need to be thought through together, or new friendships cultivated around an idea, this support is essential for residents to benefit from having the opportunity to try new things or test new ideas.

Strategy 4 - Growing mini-hubs

Growing the number of mini-hubs that surround the shops, helping local groups and organisations to replicate tried and tested project models and involving residents living very close by.

Over the last six months of Year 2 there has been a marked change in the ease of establishing these collaborations, with schools and local organisations. This suggests that being established and present for a longer period of time is important for developing these trusting and supportive relationships.

There is also a growing recognition that inclusive practical participation is valuable, and that the Every One Every Day initiative can support other organisations to support their own sets of such projects.

Challenges that come with exponential growth

The challenge of recruiting, training and growing an expert team, while growing a Participatory Ecosystem at this speed has been compared to changing a plane's engine while it's in flight. Every member of the team has been pushing the boundaries of what the Support Platform can efficiently do, while not being certain of what that boundary is, or what the team can manage, at any stage of growth. The variables are many and individual, including:

- Scheduling (or over scheduling)
- Organisation (or lack of)
- Expertise (or still early stages of learning)
- Managing stress (or not managing stress)

These are of course all factors in any job role, but these factors become especially impactful working at this scale and speed.

High number of working relationships need to be nurtured

As an average across the team, each team member would have nurtured relationships with 80 people in Year 1. In Year 2 this average nearly doubled jumping to 150. The neighbourhood teams have many more of those relationships so for the neighbourhood teams and collaborative business team the number of people they have relationships with is likely closer to 350 - 400 people each currently. This will continue to grow in years three and onward and be a big challenge for the project as the network expands.

At any one time there are a handful of relationships across the whole system where there are stressors and strains between residents and team members. This is sometimes connected to the project working to a different model, which can cause communication or expectation difficulties. At other times more time needs to be spent with residents to talk through things. More often than not however, it is connected to the practicalities of a high number of sessions and projects and working at speed. Getting the right materials and equipment to the right space at the right time is challenging and is as described in more detail below.

The volume of work and logistics grows too

With the growing ecosystem comes an increase in the volume of the work. For each of the 270 sessions over 8 weeks in the Summer 2019 programme, rotas needed to be scheduled, words written for the newspaper, events posted on facebook, images found, risk assessments written, materials bought together and so on.

Digital platforms are now being used in year 2 as a means to support this volume of detail. The organising platform called Monday is now being used across the team and with residents to collaborate and co-produce. Asset Panda is further platform being explored to keep track of equipment and space bookings. More detail on the digital strategy is on page 151.

CHALLENGE 2
EXPANDING THE MODEL

Every One Every Day is working to a very specific participation model and approach, and aiming to scale this within Barking and Dagenham. This participation model is different from ones that residents and team members have experienced before, and there is a tendency for people to pull the model towards what they know already.

As the project has grown rapidly this has seen a growth in the number of people joining the team with different experiences and expectations.

This process is inevitable as this new culture and model is understood. Embedding the 14 (and now 15) design principles for inclusive participation is vital to ensure the opportunities created are genuinely for everyone.

In Year 1 the early stages of co-designing and growing the participatory ecosystem focused on the neighbourhood projects drawing on well developed models from other Participatory City projects elsewhere. Whilst Year 1 was undeniably complex for a range of reasons, the relationship of these projects to this participatory approach was comparatively straightforward for residents, team members and others to understand.

In Year 2 the complexity of the model increased with the introduction and prototyping of the collaborative business model and organisational membership. These two new layers of the emerging model have proved challenging to design and shape, but also to communicate.

Organisational membership

Organisational membership was introduced in April 2019, and invited local groups and organisations to become members of the platform. While the Participatory Ecosystem is protected as a highly inclusive, non targeted space, organisations that provide services to people who may be experiencing distinct difficulties are now invited to use the Every One Every Day spaces outside of the regular programmes and times. The reasons have been twofold:

1. To enable organisations to connect more closely with the project and to benefit from the sharing of resources such as spaces, equipment, training etc.
2. To create the bridges for residents benefiting from these services to become familiar, and closer to, the peer-to-peer Participatory Ecosystem, in order that when they are ready to, that they can participate more easily and comfortably with their neighbours on an equal footing.

This membership has proved time intensive, as each organisation or group requires an individual co-design process to establish the best means of connecting, in the same way that the projects are co-designed with individual residents.

Collaborative Business Programmes

An important part of this model is that neighbourhood projects and collaborative businesses are two separate, but connected, layers to the participatory ecosystem. Neighbourhood projects are the drivers of outcomes for the vast majority or participants and are protected from turning into businesses. In other models projects are often turned into businesses, on the basis of viewing financial sustainability from the view point of a single entity, rather than viewing sustainability from a whole system perspective. In Every One Every Day additional layers of individual and collaborative businesses are stimulated, encouraged and supported through the intensive programmes, and for many individuals they are an important further step in their personal development and learning for new livelihoods.

The Collaborative Business Programmes have been devising their own model of ensuring inclusive participation, designing the programmes around the residents. This has resulted in a range of different 'collaborative brands' through which participants design and test trade new products.

In this instance developing this part of the model in a live context, making changes and designing the principles as it develops, has been challenging for the team and participants to develop a clear understanding quickly enough, and as the principles have become more established. The communication challenges continue to be an important focus.

Additionally the neighbourhood shops have proved an ideal setting for residents to grow a collaborative and supportive culture between each other over time and through many participations. Residents sometimes join the business programmes without experience in the shop, and this has highlighted the need to build in more collaborative and team building activity early in the programmes, as collaboration and knowledge sharing is key to making this type of collaborative business development to work.

Recommendations

- Continue to develop the design and communication materials to enable clear communication of different aspects of the participatory ecosystem which may work to different principles and guidelines.

CHALLENGE 3
LEARNING CONTINUOUSLY

As described in Made to Measure, the Year 1 Report, building the Participatory Ecosystem has created an experiential learning environment for the whole team in the development and execution of a coherent strategy for practical participation. In Year 2, it remains strongly the case that experiential learning, as opposed to a classroom based model, is vital.

The descriptions of other challenges has highlighted the growing complexity of the Participatory Ecosystem, particularly as it expands to incorporate the Business Programme and Organisation Membership elements.

Although desired there is currently little time for consolidation of the practice expertise as it is developing and refining. The learning curve continues to be steep for all members of the team.

A renewed focus on Developmental Evaluation

At the end of Year 2 the commitment to the Developmental Evaluation approach remains appropriate for the project evaluation strategy, emphasising as it does, the importance of the data emerging from the practical and immersive experience of developing a new approach and methodology.

Some Formative aspects

There are however, some aspects of the project approach which are sufficiently understood to transition to formative evaluation and development.

An example is the project designer role, which has been well elaborated through four waves of recruitment, and is ready for codification and incorporation into the core curriculum for adoption and adaptation.

Recommendations

- Pursue all opportunities for consolidating learning early.
- Revisiting frameworks regularly and systematically.
- Ensure implementation strategies include dedicated time for team learning.
- Build the evaluation strategy around Developmental Evaluation approaches.

CHALLENGE 4
LEARNING TO DISTRIBUTE DECISION MAKING

The greater complexity of the model in Year 2 coupled with the additional layers which have been integrated during this period have increased the complexity of the research approach.

Developments during the year have created additional demands and requirements for research on top of those which formed part of the core and anticipated research strategy such as understanding value creation through participant testimonies during Year 2,

Developing distributed decision making

During Year 2 a new model has been further developed to distribute decision making more effectively through out the team and the residents. The pace of working means that decision making happens everyday, in different spaces and with different people. The Community Advisory Group based on a representative participation model was originally identified as the mechanism for connecting the project to resident priorities but despite frequent attempts to make this work in Year 1, has been assessed as unsuccessful due to meetings being poorly attended and ineffective.

During Year 2, the project sought an alternative approach to enabling and maximising resident influence and involvement in project decisions. This involved a deliberate strategy of including residents wherever possible in decision making, and a corresponding research effort designed to generate data to reveal the dynamics of this model. The results of this evaluation exercise are outlined in detail on page 116.

It's still early to determine how this practice is spreading through the team and the participatory ecosystem, but the signs are that the team much prefer distributed decision making to hierarchical decision making, which would slow the growth of projects down too much.

While it would have been possible to effect this change without evaluating its impact, it is incumbent upon this project to do so, since it aims to understand all aspects of the experience of implementing this participation approach.

Recommendations

- Explore all opportunities for research. Understanding iteration and change is hugely valuable and provides opportunities for strengthening, iterating or discontinuing project approaches and methods.

CHALLENGE 5
AVOIDING TEAM BURN OUT

Year 1 and two have presented a gruelling schedule of work for the team. Strongly motivated by a desire to work collectively to show what is possible, and aware that a unique opportunity has been created with the partnership with the council and support from the funders, the team has been working a full speed for more than 20 months.

The Development Camps, at which time the shops are closed for two weeks (3 times per year) have been times used for concentrating on much needed important pieces of development work, rather than periods to draw breath or slow down.

Thus the pace of work has continued to be fast and pressured through Year 2, and the team is conscious that some slowing down for periods will be essential if team members are not to burn out, and potentially leave the team prematurely as a result.

The approach already requires a high degree of mood management, particularly where the role requires a great deal of personal interaction. Maintaining a friendly, welcoming and cheerful atmosphere in the shops and Warehouse is essential for fostering the positive cultures so beneficial for peer-to-peer relationships.

Recommendations

- Consider how team members might take some breaks from intense periods of personal interactions.
- Build as much capacity into the team you create as possible in order to ensure that team members take leave, and are not consistently feeling under too much pressure on the production side.

CHALLENGE 6
MAINTAINING RELEVANCE ACROSS POLITICAL SPECTRUM

During the course of both Years 1 and 2 Participatory City has attracted attention from people and organisations across the political spectrum. It is clear that the Every One Every Day intiative is potentially appealing across traditional socio-political divides.

This is very positive, and a sign of success for the project, which aims in all instances to create a solid and practical common ground between differences of all kinds, be that political, religious, cultural or demographic.

At the same time Participatory City has been careful not to align specifically with any particular political or social perspective in order to maintain its autonomy and independence for research purposes and to be as open and inclusive as possible.

That said, it has also become clear that moderate and inclusive politics at city and borough levels, rather than far left or right leaning, may be more likely to create the conditions for this participatory approach to be supported and take root.

Recommendations

- Continue to maintain independence and neutrality and be open to partnerships that support the key values of cohesion, inclusivity and equality.
- Avoid co-option by specific political agendas, particularly where they deviate from the key values and desire outcomes to people, places and planet.

CHALLENGE 7
LOOKING AHEAD AT LONG TERM SUSTAINABILITY

The Every One Every Day initiative is building a large prototype of a new system of how neighbourhoods might organise themselves. People working together more closely and more sociably through participating regularly in every day activities is believed to be a key to creating connected, cohesive places that generate many positive outcomes for the people that live there including health, learning and environmental benefits.

As described on page 46 in Key finding 3 - value creation, there are two different investment logics, the first is what value this type of participation **creates,** and the second is what value this type of participation **saves**. Both of these investment logics will appeal to different types of funders.

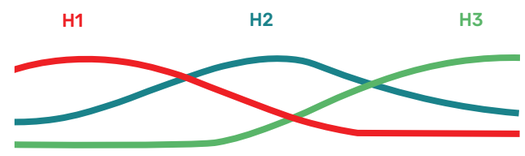
The co-creation of this sustainable neighbourhood is intended to save people from isolation, distress, illness and other hardships. This in turn saves the public purse money through the prevention of costly problems.

Building the participatory ecosystem and measuring the different values takes time. The timing of the measurement of what this participation systems creates, precedes the measurement of what money this will save.

Additionally the finance budgets for years four and five include revenue anticipated from people coming from other cities to train through the Cities Programme.

The timing of both the longer term measurement and the revenue from the Here&Now school is unknown at the current time, and further investment decisions may be needed in advance of the full measurements of value.

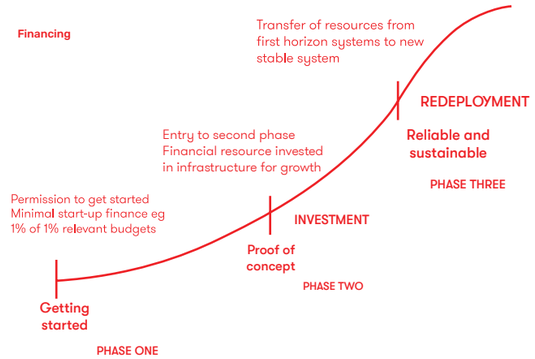
Through the lens of the three horizons theory developed through the International Futures Forum, Every One Every Day is a transition horizon two initiative. By year 5 the initiative will look to have built and evidenced a new system as horizon three. The second horizon - H2 - transition - is a pattern of transition activities and innovations, people trying things out in response to the ways in which the landscape is changing. Some of these innovations will be absorbed into the H1 systems to prolong their life (called H2 minus) while some will pave the way for the subsequent emergence of the radically different H3 systems (called H2 plus).



The first horizon - H1 - now - describes the dominant systems in place now. It represents the 'business as usual'. We rely on these systems being stable and reliable. Eventually 'business as usual' will always be superseded by new ways of doing things.

The third horizon - H3 - the future - emerges as the long-term successor to 'business as usual'. It grows from fringe activity in the present that introduces completely new ways of doing things which turn out to be a much better fit to the world that is emerging that the dominant H1 systems.

The financing challenges associated with this work are described by Graham Leicester as falling into three overarching phases within the three horizon framework.



Leicester describes: "At some point promising initiatives require the funding that will allow them to draw clear of the gravitational pull of improving 'business as usual'. That funding is usually very difficult to find from sources unfamiliar with transformative innovation and its special characteristics. The fact is that no social innovation can be invented in the laboratory – it has to be developed in the real world. That takes time. Yet this period when the intervention is effectively being invented is judged by the standards of a fully functional product. Funding is generally difficult to find at that point [phase 2]. Innovation funds are no longer interested since the idea is not new. Regular mainstream funding is not available since the innovation has yet to make a significant impact on H1 targets so the transfer of resources from existing to emergent systems is not yet justified."

Every One Every Day has secured financing for phase two, described here as 'infrastructure for growth'. The long term sustainability strategy requires the redeployment of resources from horizon one activity to horizon two and three activities. In order for this to happen the outcomes achieved and value created by the Every One Every Day initiative has to become reliable and stable. At the same time the exact timings are not currently clear, and existing investors may need to make decisions regarding further support in advance of revenue streams being secured, based on the compelling evidence emerging.

YEAR 2 MILESTONES

The initial quarter of Year 2 saw the project teams expand in readiness for opening a third shop space in the centre of the borough.

Four additional Project Designers were recruited and trained and a shop space identified in the Becontree area.

The Winter Programme was developed comprising of approximately 260 events borough-wide.

The Business Programme initiated its first cycle of collaborative business development in the form of Pantry - selling shelved food products - and Rock Paper Scissors - a collection of residents homeware and jewellery products.

Other key activities included:

- Completing and publishing the Year 1 report - Made to Measure.
- Finalising applications for the remaining funding for Years 3 to 5.
- Revising the Warehouse strategy in the light of delays to the planned project in Dagenham East.

During Quarter 6, the Council identified a vacant former print works at 47 Thames Road, Barking as available to be occupied as the Every One Every Day Warehouse.

The team moved to the property in November 2018 and began to plan a revised design, on the basis of the new opportunities created through the location in Thames.

These included building links with Barking Riverside and other organisations based in Thames and re-profiling the capital grant from the GLA, to allow for a distributed Warehouse strategy across the borough.

Other key activities included:

- Delivery of the Autumn Programme, comprising of 280 events across the borough.
- Developing the Pop-Up Micro-Factory, a prototype of the functionality designed to be developed in The Warehouse.
- Submitting grant applications to the National Lottery Community Fund, City Bridge Trust and Bloomberg Philanthropies.

During Quarter 7 the Warehouse was launched to local residents during the We Make Our City festival as part of the Spring Programme.

This event saw over 450 people attend The Warehouse over two days on 17th and 18th March to take part in a celebration pot-luck supper, and a programme of 70 events.

During this quarter the design of The Warehouse was finalised (drawing on many of the insights generated from discussions with residents at the festival.)

The Transition Research Project was launched as part of the Co-production Lab, seeking to understand and enable access to the Participation Platform for those with complex and challenging lives.

The project initiated the Participatory Narratives and Frameworks Research Project, seeking to understand how outcomes are achieved for residents through qualitative interviews and grounded theory approaches. This has involved 160 in-depth interviews with participants.

The project established a Neighbourhood Shop within The Warehouse in Thames Road (occupying the entrance space within the Warehouse), and appointed a team of Project Designers to host the space.

Other key activities included:

- Extension to the Business Programme to new collaborative business concepts.
- Further development of potential adoption and adaptation projects in Canada and Scotland with preparation for a design camp in Canada.
- Confirmation of extension funding from the National Lottery Community Fund.

During Quarter 8 The Warehouse construction project commenced in earnest with installation of much of the core functionality across the various spaces.

The Business Programme expanded to include 11 collaborative businesses including new food concepts, ceramics, childcare and homeware.

The Summer Programme was developed comprising a of 290 events borough wide including for the first time a full programme of activities in Thames.

The project recruited a further six Project Designers to enable the project to open a new shop in Mark's Gate in Autumn 2019 and to facilitate the curriculum development on the Cities Programme.

Other key activities included:

- Participation in the Wasan Participatory City Camp in Canada, as part of developing initiates in cities there.
- Confirmation of extension funding from Bloomberg Philanthropies and City Bridge Trust.

YEAR 2

Participatory Ecosystem

Resident participation
Person-centred Ecosystem
Entry points
Ecosystem of projects and opportunities
Resident distribution
Weekly visitors

Support Platform

Organising the platform
Mirroring the Participatory Ecosystem
Developmental evaluation process
The role of knowledge & learning
Development cycles
Big teaming in practice
Decision making
Collaborative Business and inclusive growth
- How Collaborative Business Programmes work
- Observations and challenges
- Evolution of Business Programmes
- Collaborative brands for Year 3

Mini Makers
Co-production Lab
- Launch Lab
- Transition Research Project

Partnership building
Here&Now School
- Transdisciplinary Research Project
- Discovery Days
- Cities Programme

Sustainability
Digital strategy
Communication strategy
Press and awards
Governance
Finance overview
Shops and The Warehouse

PARTICIPATION ECOSYSTEM

'An ecosystem involves the interactions between a community of living organisms in a particular area and its non-living environment' - Collins dictionary

Conceptually the Participatory Ecosystem is a living, breathing ecology, in which project ideas and activities are continuously being designed, tested, grown, paused, discarded or replicated.

Similar to ecosystems in the natural world, the Participatory System develops organically, is unpredictable in form, and is rooted in the shifting interrelationships of many diverse and distinct parts (multiple residents joining and leaving, and projects emerging, thriving, replicating and stopping on a constant basis).

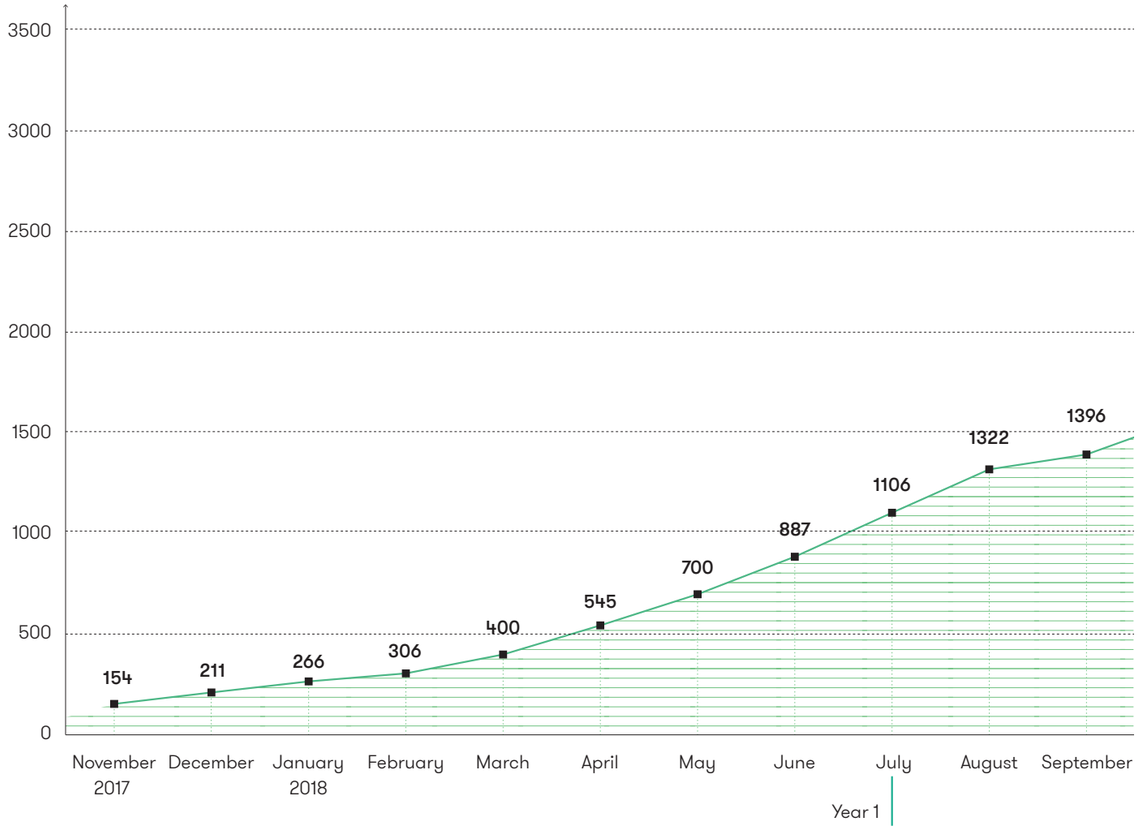
The Participatory Ecosystem shares the following characteristics with other organic models:

- Interdependence and diversity of parts.
- The ability to adapt, learn and evolve.
- Emergent behaviours or properties.
- Organic or natural growth and renewal patterns.

This is one of the key differences between the Participatory City Foundation approach to participation and other approaches in which the key structural relationship is between funder and individual projects.

The function of the relationship between the Participatory Ecosystem and the Support Platform is to build and maintain stable systems that co-produce predictable and high levels of positive outcomes with and for residents and neighbourhoods long term.

The organic structure of this Participatory Ecosystem allows for the development of small, hyperlocal or temporary ideas to succeed within a whole system of activity, where they might not be possible or successful on their own. The more prevalent organising model is for projects to become mini-organisations in order to attract or hold funding. This more traditional model relies on scale, and can result in networks of mini-organisations becoming ossified and unsustainable long term without direct individual funding.



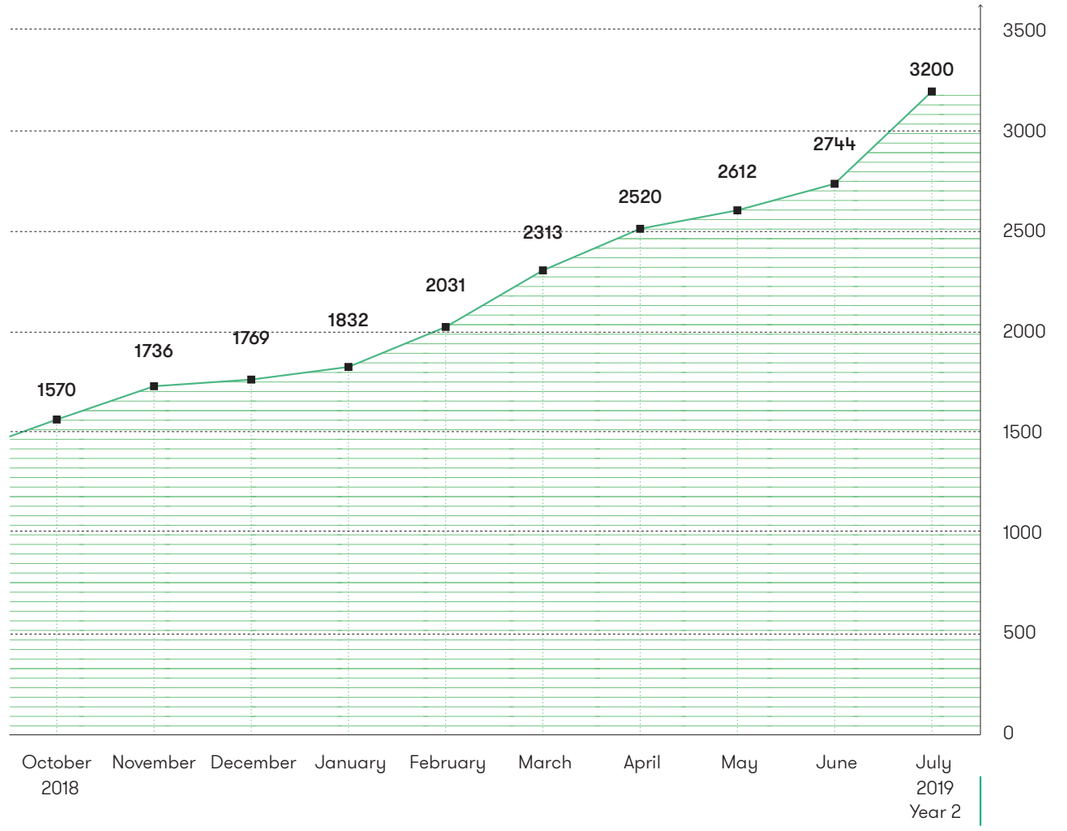
RESIDENT PARTICIPATION

The graph shows how many residents have signed up in the Every One Every Day project within the first twenty months of operation (end of November '17 - end of July '19), along with the gender split.

These numbers do not include children involved in the project, nor all the people who participated without signing up.

3,200
residents have signed up
to be part of Every One Every Day
within year 1 and 2

Overall growth of residents involved with Every One Every Day by participating and signing up
(this figure doesn't include: children or participants who chose not to sign up)



PERSON-CENTRED ECOSYSTEM

The Participatory Ecosystem from the resident perspective.

The design of the Every One Every Day Participatory Ecosystem puts residents at the epicentre of the system. The system is thus organised around residents, rather than asking residents to organise themselves around top-down systems. Organising in this way allows residents to participate and interact on their own terms - and to meet their own needs. It allows them to make choices about what activity they or their family or the neighbourhood might benefit from.

As described in the Executive Summary this model creates participation on an equal footing in a way which is mutually beneficial to all participants. This means that the Support Platform is strategically working to encourage frequent participation for as many people as possible in order to achieve long term outcomes.

Self-directed involvement

A diverse range of project ideas and participation opportunities allows residents to decide which activities suit them at any one time:

- Activities that fit within the demands of their lives e.g. around jobs, child raising, caring for elderly relatives.
- Activities that match their levels of confidence.
- Activities they are most attracted to.
- Activities with the most potential benefits e.g. learning, health, friendship etc.
- Activities where their abilities or talents are best activated to support each other and neighbourhoods.

It also allows for people to self-direct their interactions based on their situation, their feelings and their available time, which are always changing, often more so for people living in deprived circumstances.

With a flexible, person-centred Participation Ecosystem of this kind on their doorstep, residents are more likely to get involved in projects and activities than if only high threshold opportunities were available, thus enabling people to benefit more by participating more frequently at a less committed level.

The Participation Ecosystem grows and sustains by inviting and involving a constantly changing and renewing network of people to be part of the ecology - with new people regularly joining the network, while others might withdraw for periods due to ill health, work or family demands, or even a natural need for periods of solitude.

People are also constantly moving in and out of the borough - with the coming years likely to bring with them significant growth and population churn, the network will be welcoming many new people on an ongoing basis, as well as wishing people well as they move out to other places.

This describes how well matched this model of a Participation Ecosystem is to the realities of people's lives and the changing context. It provides a welcoming, flexible, attractive means to spend time with neighbours, getting to know and understand them, learning with them and co-creating places that are good to live in.

This is very different from participation models which rely on high levels of dedication from a fewer number of people, a static population or high levels of social confidence straight away.

Ecosystem of people, projects and participation opportunities designed to fit around the daily life of residents.

Network constantly being renewed, with new people joining, and others leaving the network continuously. This works in synch with the rhythms and flows through the borough.

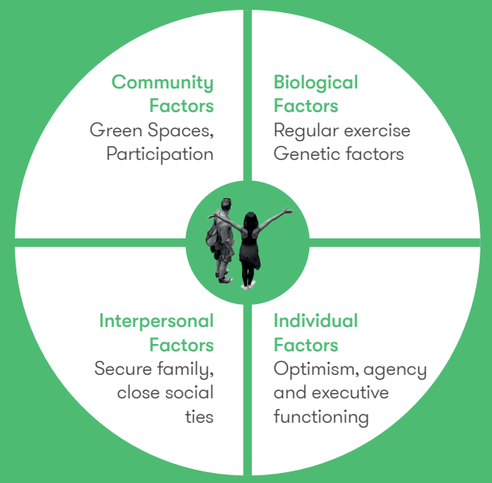
Outcomes are co-produced through peer-to-peer interactions with neighbours working together.

Protective factors

People and families need to find ways to manage the ongoing ups and downs of life, and this is done through a combination of resources which are collectively referred to as 'protective factors'.

The Participation Ecosystem creates a network of opportunities that help people experience and build more 'protective factors', including:

- Building friendships and support.
- Accessing networks and resources.
- Developing a sense of purpose and future.
- Practical opportunities to act e.g. environment or cohesion.
- Experiencing new safe and inclusive environments.



Stepping stones of participation opportunities

The network of projects and opportunities are designed to create opportunities across the whole continuum of types of participation. These opportunities start at the smallest entry point and grow from there. This small simple entry point is how the Participation Ecosystem ensures that everyone can join in and has access to the benefits of participation. People can self-navigate, participating where they want to, often across multiple projects, in multiple roles, but always guided by their own judgement of their readiness to develop further.

Less time & confidence

01 **Social Media** Interacting through Facebook, Twitter, Instagram etc.

02 **Popping into shops** Passing by and popping into the shops to have a cup of tea and to find out more.

03 **Signing up** Registering with the project for communication and research.

04 **Participating in activities** Attending sessions.

05 **Hosting a session** Hosting a session of an existing project such as Trade School or Great Cook.

06 **Hosting and collaborating** Working with others to organise and host existing projects.

07 **Replicating** Replicating a project that is tried and tested already, making it quicker and easier to start.

08 **Start a Project** Explore ideas for new projects starting from scratch.

09 **Start a Business** Develop new collaborative businesses with other residents.

More time and confidence

Version 1 2015 - 2019

ENTRY POINTS

Version 2 2019

Participatory Ecosystem

Residents entry points through the participatory ecosystem

Less time & commitment

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15

Social Media
Interacting through Facebook, Twitter, Instagram etc.

Professional Accompanying
Helping to introduce residents to activity and gaining confidence to navigate independently.

Popping into shops and The Warehouse
Passing by and popping into the shops to have a cup of tea and to find out more.

Signing up
Registering with the project for communication and research.

Participating in activities
Attending sessions, programmes and festivals.

Hosting a session
Hosting a session of an existing project such as Trade School or Great Cook.

Hosting and Collaborating
Working with others to organise and host existing projects.

Replicating
Replicating a project that is tried and tested already, making it quicker and easier to start.

Start a Project
Explore ideas for new projects starting from scratch.

Specialist business workshops
Regular workshop on topics from business set up to specialist food making, designed to stimulate interest in different ways of creating new businesses.

Co-op School
2 day programmes to stimulate interest in developing co-ops in Barking and Dagenham.

Collaborative Brands programmes
11 collaborative brands programmes across food, childcare, clothing, ceramics, growing, media for designing, prototyping, making and test trading.

Participatory Co-operatives
Developing models of 'participatory co-ops' around food, energy, ceramics, media and clothing - extending out from the 'collaborative brands'.

3 Year programme
Exploring the potential of a 'team academy' model degree course based in The Warehouse.

Independent co-ops and businesses
Spin out businesses and co-operatives form the business development programmes and collaborative brands.

Residents, services and organisation entry points through the support platform

Less time & commitment

1 2 3 4 5 6 7 8 9 10 11 12 13

Contact and relationship building

Referring
To and from services and Every One Every Day.

Mutual promoting
Using media to promote each others activity in support of residents.

Sharing, or renting resources
Sharing spaces and equipment with other local organisations, services and businesses.

Professional attending and understanding
Professionals coming along to Every One Every Day activity to better understand the potential for they service users.

Organisational membership
Organisation and groups are invited to become organisational members and make use of the spaces and equipment in the same way the residents are

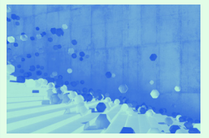
Professional accompanying a resident
Helping to introduce residents to activity and gaining confidence to navigate independently.

Using Every One Every Day spaces
With professional support groups outside of inclusive participation programmes and public opening times.

Partnerships for new initiatives and funding
Working with new partners to create new projects and platforms.

Strategic partnerships
Longer term partnerships that will work across a number of initiatives and spaces.

Here&Now
School of participatory systems and design. Research and dissemination workshops, camps, co-design and research partnerships.



Participatory City Foundation Trustee
Member of the Board of Trustees to support and steer the development of the approach in Barking and Dagenham.

Cities Programme
Adaption of the Participatory City approach elsewhere, working with development partners.

ECOSYSTEM OF PROJECTS AND OPPORTUNITIES

Where ideas come from

Ideas can come from anywhere. From the people who live locally, from other neighbourhoods across the world, from the many partners and collaborators.

Some existing open source projects are particularly good at surfacing people and ideas, and these have been used in the Every One Every Day project to kickstart activity and are referred to as stimulation projects.

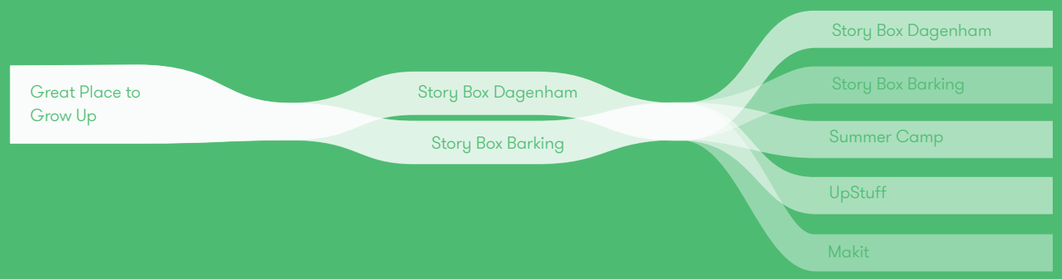
As a general rule only ideas that local people love and want to develop themselves get designed and tested in the neighbourhood.

These projects get co-designed through putting together combinations of several open source ideas, utilising local resources and people's creativity and energy from the neighbourhoods. This always makes every project, regardless of the idea's origins, different and unique because it can only be made in that particular way by the people that live there.

Ideas are plentiful and their success and survival should depend principally on people's participation in a particular location - this only happens if residents continue to experience the benefits directly and see it benefiting others.

Project family trees

Many of the project ideas in this open source environment tend to combine and change over time. Ideas spark other ideas. Creating frameworks for hosting and collaborating are designed to make it easy to create new individual projects under an overall concept, .e.g. Open Corners. Family trees also recognise the origins of ideas, giving recognition to projects that have been openly shared for the benefit of the community. This recognition is a very important aspect of open source culture, where intellectual property is not commercialised but openly shared. It's a vital part of co-creating an open source network of ideas in Barking and Dagenham and one that needs time and care to foster.



Layers

Community businesses will emerge from the large system of neighbourhood projects as a second, additional layer of activity, rather than see projects converted into businesses. This protects the network of activity which is highly accessible and built into the fabric of everyday life. It is the everyday layer of activity where the majority of outcomes such as cohesion, health and learning will be co-produced between residents.

V.2.

Types of project

Projects differ based on how they invite people and the types of opportunities they offer to residents.

Stimulation
Projects & spaces that create opportunities for project creation.

Collaborative Framework
Projects that create opportunities for people to come together and start a project easily.

Hosting Framework
Projects that create opportunities for people to host single sessions, skill sharing, cooking, walks etc.

Collaborative Business
Incubators, projects or events that stimulate business development through our Theory of Change model.

Development phases of projects

Projects are co-designed and developed with residents, from the initial idea to actually testing the idea with other residents to replicating in different catchment areas or from another group of residents.

Emergent
Resident discussions about a project have started.

Designed
The project is designed and ready to be put in the programme.

Tested
The project has been tested during a programme of events.

Ongoing
The project has been tested and is continuing regularly.

Replicated
The project has been replicated in other shop catchment areas.

Development status of projects

In this ecosystem model projects are not expected to be continuously offering participation opportunities. Collaborators may decide to take a break for a variety of reasons, including health, family or work pressures and holidays. Some project ideas won't be successful in a catchment area and may become dormant.

Active
The project has started and is active.

Paused
The project has paused.

Dormant
The project has stopped or been replaced.

RESIDENT DISTRIBUTION

The distribution maps reproduced here demonstrate how resident participation has intensified around the four neighbourhood shops over the course of the 20 months or so in which these have been open to local people.

As the Platform has become more distributed across the borough, there is considerable evidence of residents travelling fairly long distances in order to take up participation opportunities happening elsewhere.

The maps also demonstrate the extent to which local knowledge of the project is spreading and therefore the success of the communications strategy (and particularly the newspapers.

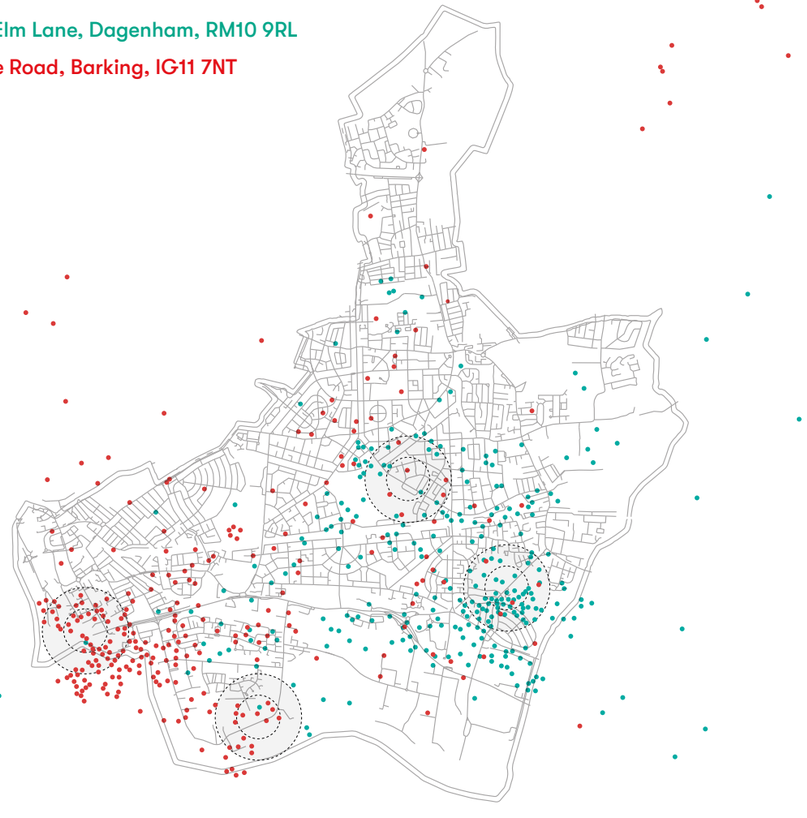
Experience has also shown that:

- Residents will travel to the Every One Every Day shop across the borough, and beyond the 15-minute walking radius around the shops for larger events.
- There is cross-pollination across the Platform evidenced by residents travelling across the borough to access participation opportunities which attract their interest and grow the networks around their projects.

The following diagram shows a distribution of where residents registered with Every One Every Day live, and are categorized by the shop they had their first interaction with as follows:

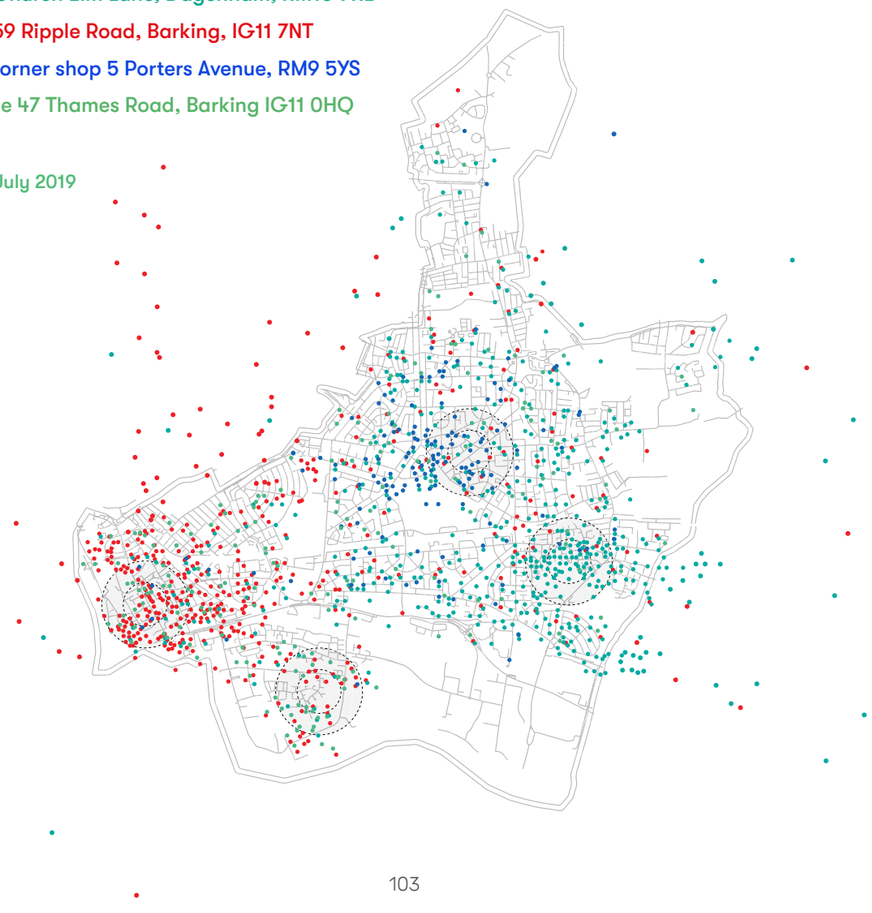
● Shop 116 Church Elm Lane, Dagenham, RM10 9RL
● Shop 55-59 Ripple Road, Barking, IG11 7NT

As of 31st of July 2018

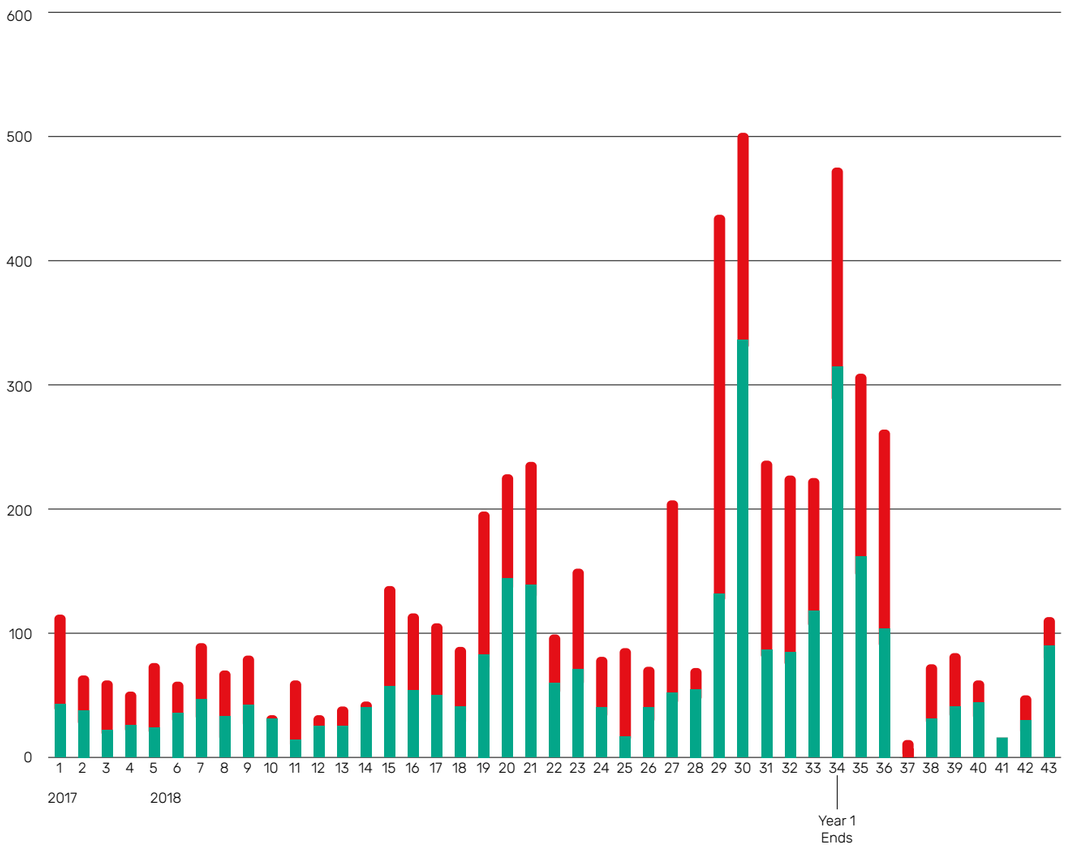


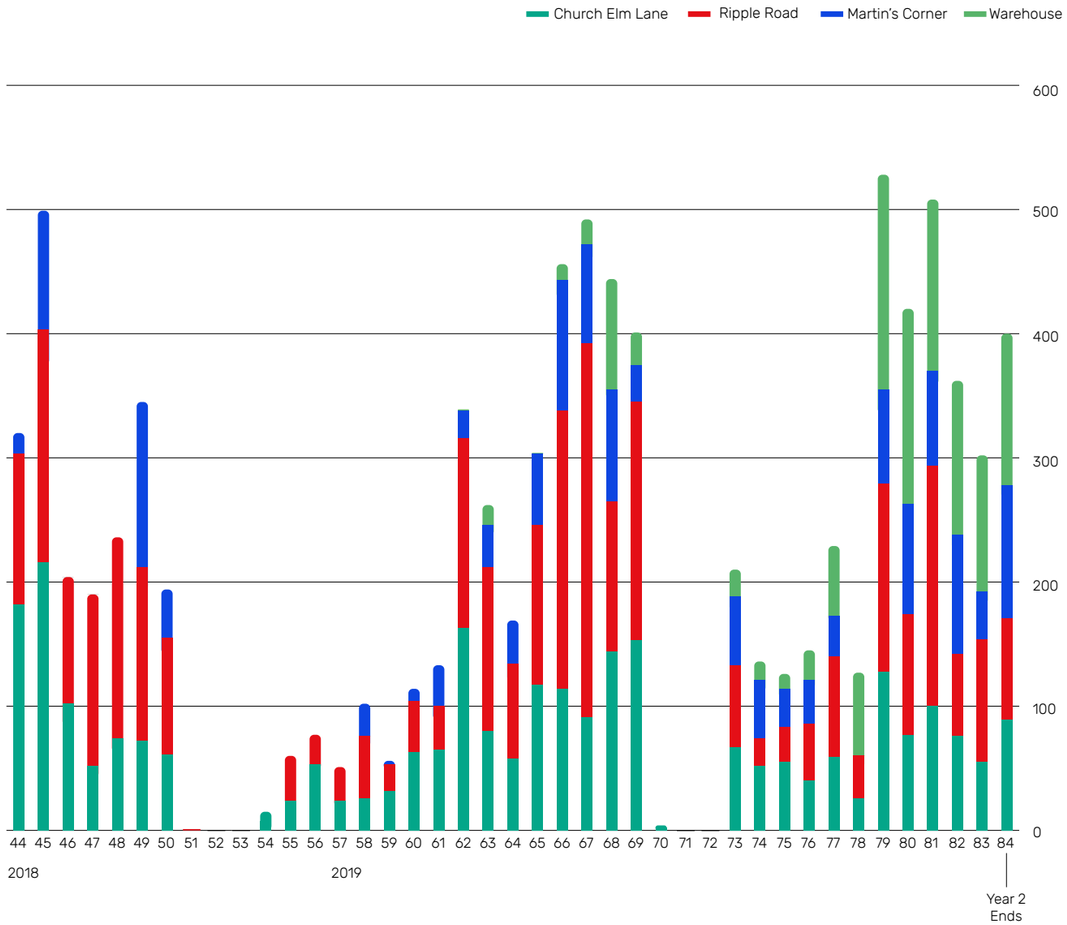
● Shop 116 Church Elm Lane, Dagenham, RM10 9RL
● Shop 55-59 Ripple Road, Barking, IG11 7NT
● Martins Corner shop 5 Porters Avenue, RM9 5YS
● Warehouse 47 Thames Road, Barking IG11 0HQ

As of 31st of July 2019



WEEKLY VISITORS





Church Elm Lane, Dagenham

Q5

24% New
76% Recurring

Q6

19% New
81% Recurring

Q7

23% New
77% Recurring

Q8

17% New
83% Recurring

Ripple Road, Barking

Q5

34% New
66% Recurring

Q6

33% New
67% Recurring

Q7

44% New
56% Recurring

Q8

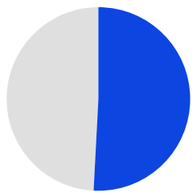
34% New
66% Recurring

Martins Corner, Dagenham

Q5

41% New
59% Recurring

Q6

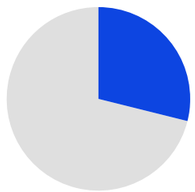


51% New
49% Recurring

Q7

33% New
67% Recurring

Q8



29% New
71% Recurring

Warehouse, Barking

Q7

21% New
79% Recurring

Q8

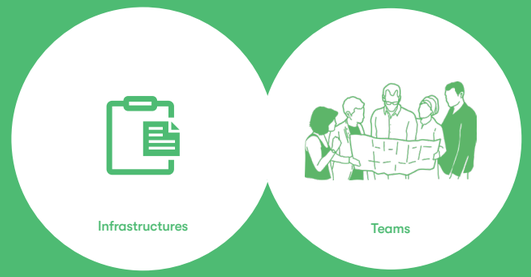
20% New
80% Recurring

ORGANISING THE SUPPORT PLATFORM
BIG TEAMING

Support Platform

The Support Platform consists of a collection of co-ordinated shared infrastructure that makes it easier to support, maintain and grow collections of projects.

The composition of the Support Platform is divided into Infrastructures and Teams.



An organisation must choose a structure that is appropriate for its individual needs and allows for the organisation to react and adapt to uncertainties and changes in the internal and external environments. Having a suitable organisational structure will allow an organisation to implement proper operating procedures and decision-making processes that will aid the organisation in accomplishing its goals.

Sherry Hartzell of Western Governors University cites Burns and Stalker (1961)] describes the two basic forms of organisational structure: mechanistic and organic structures.

A mechanistic structure describes an organisational structure that is based on a formal, centralised network. The mechanistic structure is best suited for organisations that operate in a stable and certain environment.

Organic structures are used in organisations that face unstable and dynamic environments and need to quickly adapt to change. Fast distribution of knowledge results in an increased ability to respond to changes in the internal and external environments.

Initially a more traditional mechanistic structure was adopted throughout, with low levels of vertical reporting at the neighbourhood team level. Within eight weeks of launching in the neighbourhoods the organisation started leaning to a more organic structure and at the end of Year 1 the organisation is part mechanistic (Operations Team) and part organic (Ecosystem Building Team) with some important additions.

Many of these organising principles have a lot in common with what Amy Edmondson and Susan Salter Reynolds describe as Big Teaming in their book Building the Future.

This page and the page opposite outline the structures and infrastructures currently making up the Support Platform. The pages that follow describe in more detail why this structure has evolved, in particular how this structure mirrors the structure of the Participatory Ecosystem, making it easier for residents and team members to work seamlessly across both systems .

Developing an effective structure for Every One Every Day

Infrastructures

The infrastructures necessary to support, maintain and grow collections of participation projects and collaborative businesses are detailed here.

Through a series of earlier prototypes each of these elements has been proved to be essential for being able to perform the necessary support to build the Participatory Ecosystem with residents.

(For more detail see history of the approach in the Research Section on page 92)

- Shops
- Warehouse
- Process
- Health & Safety
- Insurances
- Budgets
- Training
- Communications

Teams

Ecosystem Building Team

All team members except the Operations Team are now considered part of the Ecosystem Building Team.

The structure of this combined team is organic (as defined by Burns and Stalker), but with some important additions. These additional characteristics have been added to allow for the Ecosystem Building Team to work in multiple modes, requiring different ways of thinking, frameworks and behaviours. The modes that have been identified to date are development, delivery, research and communication. More detail on this on the following pages.

Combined these two sets of structural characteristics have been given the working title of Organic + within the team.

The Ecosystem Building team includes members from:

- Neighbourhood Shops and The Warehouse
- Neighbourhood School (incorporating Programmes and Research)
- Co-production Lab
- Development
- Design

Characteristics of organic structure

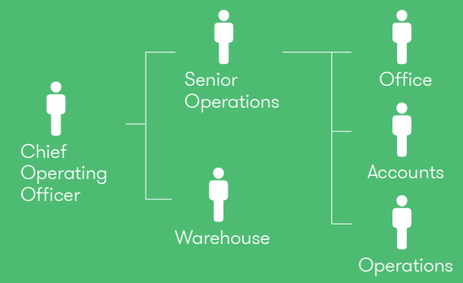
- Work in multiple teams simultaneously
- Generating/responding to emergence
- Lateral communication
- Decision-making distributed

Characteristics of organic +

- Skills and knowledge for working in multiple modes
- Disciplined work patterns
- Processes for high levels of organisation and delivery
- Big teaming capabilities
- Mutual accountability

Operations Team

The Operations Team is organised in a mechanistic structure, with a clear hierarchy and responsibilities. This structure has been adopted to ensure that health and safety processes are very tightly managed and allows for smooth running of essential operations for the shops, warehouse and offices.



Characteristics of mechanistic structure

- Well defined specialist roles and tasks
- Organisation and planning
- Vertical communication
- Decision-making hierarchy

MIRRORING THE PARTICIPATORY ECOSYSTEM

1. Support Platform structure needs to mirror the Participatory Ecosystem

The Participatory Ecosystem is organic in nature, with residents participating across a wide number of different projects and in different roles. For many residents this way of organising is ideal, but for others who might be more used to working in hierarchical organisations it can be challenging initially. The Support Platform team needs to mirror these organising principles, with team members learning how to do this well in order to incorporate this working culture through both systems

2. Support Platform works in multiple modes

The Ecosystem Building Team members work in four different modes within multiple teams, in multiple roles on a daily basis.

Development mode

The development mode is the most dominant for developing and growing the Participatory Ecosystem, requiring flexible responses to emergent opportunities and ideas, with a creative and generative way of working, and thus the organic structure supports this primary mode of working.

Delivery mode

The second most dominant mode of working is delivery, requiring highly organised and disciplined project management skills. While the structure is organic, with accompanying characteristics common with this type of structure, the Support Platform has adopted a second layer of essential characteristics in order to deliver well.

Research and communications modes

The research and communications are secondary modes but are consistently required. The whole team are involved in data gathering and analysis through the Development Evaluation process. They are also continuously communicating with residents verbally and through the newspapers and films which are also fully co-produced. Ecosystem building requires high levels of communication skills, with different types of organisation skills and expertise.

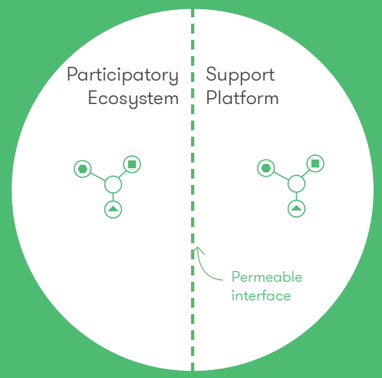
3. Expertise is distributed

The team has been recruited on the basis of different knowledge and skills. These need to be assembled into teams when a combination of skills or aptitudes is required.

4. Co-design on an equal footing

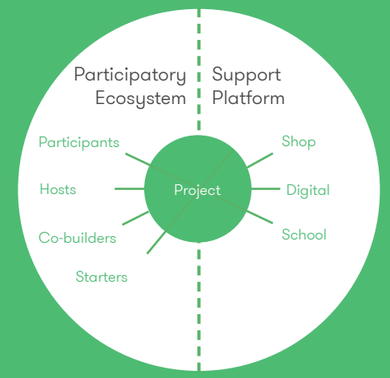
Co-design is central to all the work of Every One Every Day, as the main way that different knowledge sets are incorporated. Experience has shown that the most effective way of co-designing is for people to work on an equal footing, with minimal power dynamics.

	Development	Delivery	Research	Communication
Dynamic	Emergent (ideas opportunities, people)	Controlled (programmes, Schedules)	Emergent, strategic	Emergent, planned, multi-format, persistent
Planning Method	Theory of change	Project management	Development evaluation, action research, etc.	Project management
Planning	Unpredictable/Reactive	Predictable/Pro-active	Methodical/Pro-active + Reactive	Unpredictable Predictable
Skills	Design	Organisation	Documenting, gathering, analysing, learning	Verbal, written and visual communication skills
Key modes of working	Flexible, responsive, creative, experimental, problem solving	Reliability, team work, discipline, problem solving	Openness, discipline, discussion, rigour	Flexible, responsible + programmatic
Dependencies	Participatory culture knowledge, design skills	Organising systems, project management	Practices and process, understanding of purpose	Multiple skills
Identity	**Inventor**	**Organiser**	**Knowledge builder**	**Communicator**



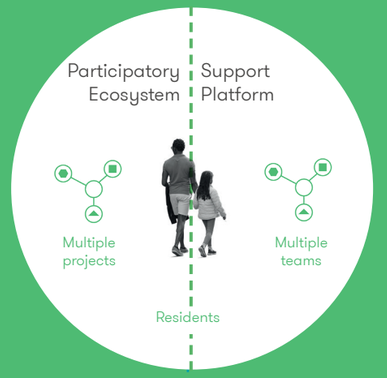
A Mirroring an organic structure across both systems

The two platforms structure is now designed to mirror each system with a high degree of fluidity across the boundary between the two. This flexible mirroring is fundamental to the ability of the ecology as a whole to operate on the basis of genuine co-design and co-production at the neighbourhood level.



B Projects involve many different roles and teams

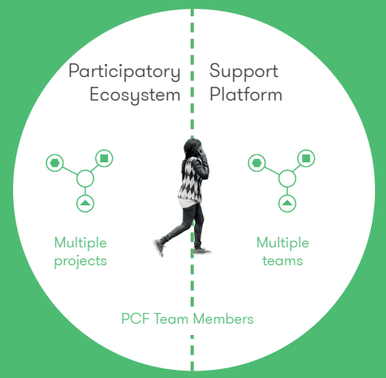
Each co-produced neighbourhood project features expertise drawn from the Participatory Ecosystem and the Support Platform. The boundary between the two is permeable, residents and team members will adopt multiple roles in supporting and delivering each project.



C Residents work across both systems

Individual residents at the epicentre of the ecosystem are able to co-produce their neighbourhood projects drawing on the support of the ecosystem and the platform seamlessly.

The ecology is experienced as a supportive and creative environment at the neighbourhood level.



D Platform team members work across both systems

For team members, working in this flexible and mirroring approach means constantly adapting to the specifics of neighbourhood projects and individual residents. This highly skilled practice requires an excellent theoretical and practical understanding of co-design principles and methods and the ability to move seamlessly between different modes of practice.

THE DEVELOPMENTAL EVALUATION PROCESS

Developmental Evaluation supports innovation development to guide adaptation in complex environments. A complex system is characterised by a large number of interacting and interdependent elements. Developmental Evaluation is particularly suited to innovation, programme re-design, adaptation, and complex issues where quick iterative testing is needed.

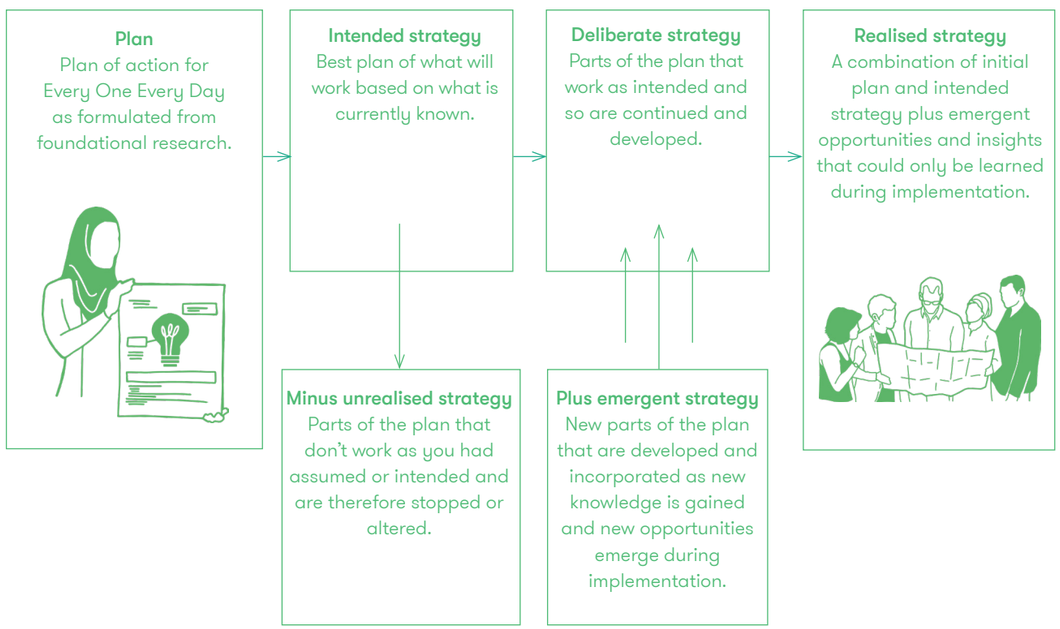
The aim is for Developmental Evaluation to reduce risk on the Every One Every Day initiative in the following ways:

- Promote rapid, adaptive learning at a deep level so that the project has greatest potential to achieve social impact.
- Focus on understanding the innovation in context, and exploring how both the innovation and its context evolve and interact over time.
- Allows evaluators/implementers to adapt to changing contexts and respond to real events that can and should impact the direction of the work.
- Provide a systematic way to scan and understand the critical systems and contextual elements that influence this innovation's road to outcomes.
- Allow flexibility in decision-making as the issue being addressed continues to evolve.
- Encourage frequent stakeholder engagement in accessing data and using it to inform decision-making, therefore maximising both individual and organisational learning and capacity-building. This leads to better outcomes.

"Evaluation is about critical thinking; development is about creative thinking. Often these two types of thinking are seen to be mutually exclusive, but developmental evaluation is about holding them in balance. What developmental evaluation does is combine the rigour of evaluation, being evidence-based and objective, with the role of organisational development, which is change-oriented, and relational."
A Developmental Evaluation Primer

"Development evaluation supports innovation development to guide adaption to emergent and dynamic realities in complex environments. Development evaluation tracks and attempts to make sense of what emerges under conditions of complexity, documenting and interpreting the dynamics, interactions, and interdependencies that occur as innovations unfold."

Michael Quinn Patton, Developmental Evaluation



Whole team Development Evaluation

Development Evaluation is central to how the Every One Every Day initiative is being developed.

Unlike other evaluations processes that involve external experts to make interpretations, it is vital with Development Evaluation that the initiative is evaluated by team members who are immersed in the project. In the case of Every One Every Day this has been extended to the whole team who are analysing and drawing conclusions together in order to develop next steps of the strategy.

Understanding how this framework for evaluation is being applied to the project is very important because in practice this has resulted in some fundamental challenges to the team around growing knowledge with processes being adapted accordingly.

Team in the field

Every One Every Day is a research and development project, and in this environment the entire team are researchers working in the field, in this case the neighbourhoods of Barking and Dagenham.

Gathering data

Everyone in the team is gathering data (quantitative and qualitative) and making first hand observations on a daily basis. This information is distributed and dispersed as the team work in different places around the borough.

Processes to map data

A regular team process is needed to draw together this dispersed knowledge in order that a fuller, more accurate picture can be created of what is occurring in the neighbourhoods.

Co-analyse to codify

Through this process the team working with residents can analyse this aggregated data in order that these insights can assist in codifying new frameworks for working, and inform the next stage of the strategy.

THE ROLE OF KNOWLEDGE AND LEARNING

Learning is important work for team members and residents alike. As well as the hands-on learning that everyone is involved in, there is also a considerable amount of knowledge about the Participatory City Foundation approach and models that everyone needs to learn on joining the organisation or starting new projects.

Kickstarting the development of the Participatory Ecosystem has taken priority over consolidating learning and revisiting frameworks. Steep learning curves have meant that the team is growing their understanding and capabilities continuously, and while the first nine months have placed a lot of stress on the team during delivery periods and deadlines, it has also created an intense learning and bonding environment.

Consolidation of learning

Having a strong and more uniform approach and knowledge base is essential for this type of evaluation process to be rigorous. The project continues to grow and consolidate learning during Year 3 and onwards.

Factors which make consolidation essential:

- Unlike other evaluation processes that involve external experts to make interpretations, it is vital with Development Evaluation that the initiative is evaluated by team members and residents who are immersed in the project. In the case of Every One Every Day, this has been extended to the whole team who are analysing and drawing conclusions together in order to develop next steps of the strategy.

- Team members are being exposed to different contexts and are having different learning experiences through learning on the job.

- Year 1 experiences show that it takes a minimum of six months working on the project to have a functional understanding of the project, and up to a year to have a fuller understanding.

- In addition to learning foundational knowledge, the team has also been inventing and refining many organisational processes associated with both the smooth running of the Support Platform and the growth of the Participation Ecosystem.

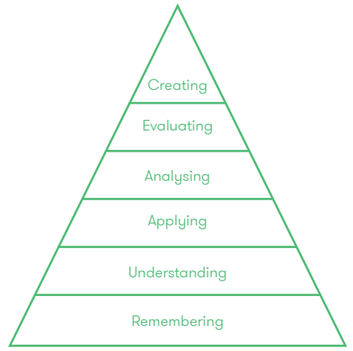
The role of metacognition

Metacognition has been mentioned earlier in relation to how the team understands and manages the different modes of working. This mental monitoring of thought processes is vital for the whole team to be involved in the Developmental Evaluation process as this is fundamentally thinking together, to harness collective intelligence.

The mapping, sorting, analysing processes, require different ways of thinking and with more than 20 people involved having a shared understanding and language around these thinking processes is important.

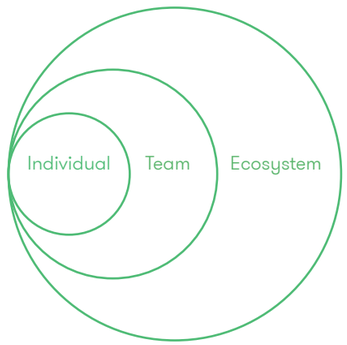
Monitoring mental processes is often new to team members and learning how to do this can take some time. It also involves practicing and the team is still learning as individuals how to express ideas, add perspectives and share knowledge as the practice of collective knowledge building develops within the whole team.

Bloom's Taxonomy is used as an overarching framework to assist the team in understanding different ways of learning and thinking.



Diffusion of learning in the neighbourhoods

As more resident hub teams emerge the need to spread learning about participatory culture models and the PCF approach becomes more important to support residents as they become more confident and independent.



DEVELOPMENT CYCLES

As a concept, Every One Every Day envisages a future state in which the Ecosystem of participation opportunities is a constant presence in the borough and in people's lives, with activities available and accessible every day.

To achieve this will require highly sophisticated and flexible project design, production and delivery approaches and comprehensive and far reaching communications capable of ensuring that all residents know of and are enticed by these opportunities.

In practice, this is clearly highly challenging and impractical in the initial phases of implementation when the project is unknown to residents.

Therefore, to date, the project has based its communications strategy around 'programmes' of participatory opportunities (8-week bursts of activities, events and sessions) communicated through a neighbourhood newspaper advertising these opportunities to residents.

The effect of this has been to structure the project into clearly defined cycles of neighbourhood projects and programme development with residents, followed by a newspaper production sprint, programme delivery and subsequent evaluation and analysis. This is depicted below.

As the project has developed in Year 2 the team have begun experimenting with ways of shortening the production phase in order to create more space for programme phases. This has proved challenging due to the high level of projects and sessions and the accompanying production required to support this. At present, it appears that based on the current model the shortest possible production phase would be six, rather than eight weeks.

During Year 3 therefore, one neighbourhood team will be experimenting with a different approach which will split the team in two, with one half of develop whilst the other delivers a programme of project sessions. In this way Every One Every Day aims to research the effects of having a more continuous programme of participation opportunities. It is still to be determined if a smaller, but continuous, participation programme will have the effect of increasing or reducing participation, as the current cycles and programmes generate a great deal of excitement and anticipation. It is possible that a smaller programme may not generate a comparable degree of diversity of opportunity, and accompanying interest and excitement.

Additionally, this alternative programming process will have resourcing implications that need to be calculated alongside any uplift on participation.

For the 6 month test planned for February to July 2020, a two week Development Camp will still be included.

Year 1

Years 2 / 3

Year 3+

BIG TEAMING IN PRACTICE

The practices and competencies that enable big teaming are complex and are still being developed through the team. What is documented here are early thoughts and insights.

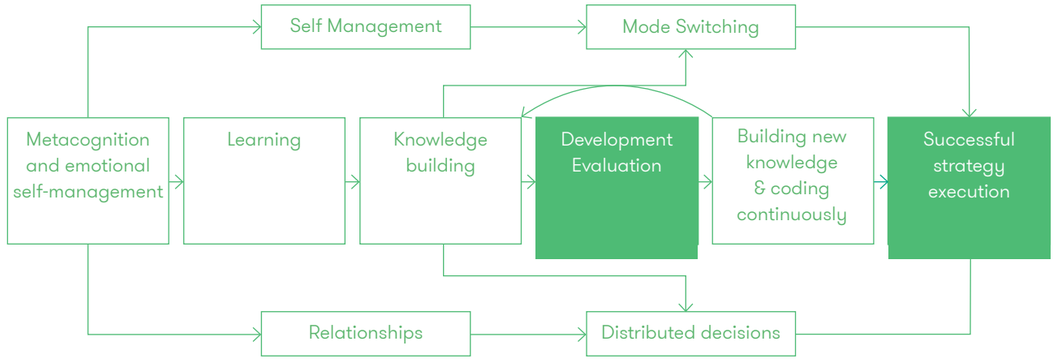
The big teaming concept has team members working across multiple teams in multiple roles. Opposite is a chart which shows how the Every One Every Day team members work across different teams, combining knowledge and skills when needed, some on long term basis, others short term to work on individual projects.

As described on the previous pages, working across teams in this way within the Support Platform is essential if team members and residents are to work together well across both systems.

Working in this way can be very challenging, and all team members continue to work hard to develop new knowledge and competencies in order to make working in this way possible.

Insights from experiences to date:

- Not relying on top-down management and hierarchy to guide the work means that team members have to become more self-directing and self-managing, and this requires cultivating high levels of metacognition and emotional intelligence.
- The successful execution of the strategy relies on the whole team's ability to learn new knowledge and engage fully in the Development Evaluation processes, which should be developed in step with the team's knowledge.
- Distributed decision making is essential to building the Participatory Ecosystem, but this also needs to be developed alongside team members learning. Without all the required knowledge decisions can be insufficiently informed.



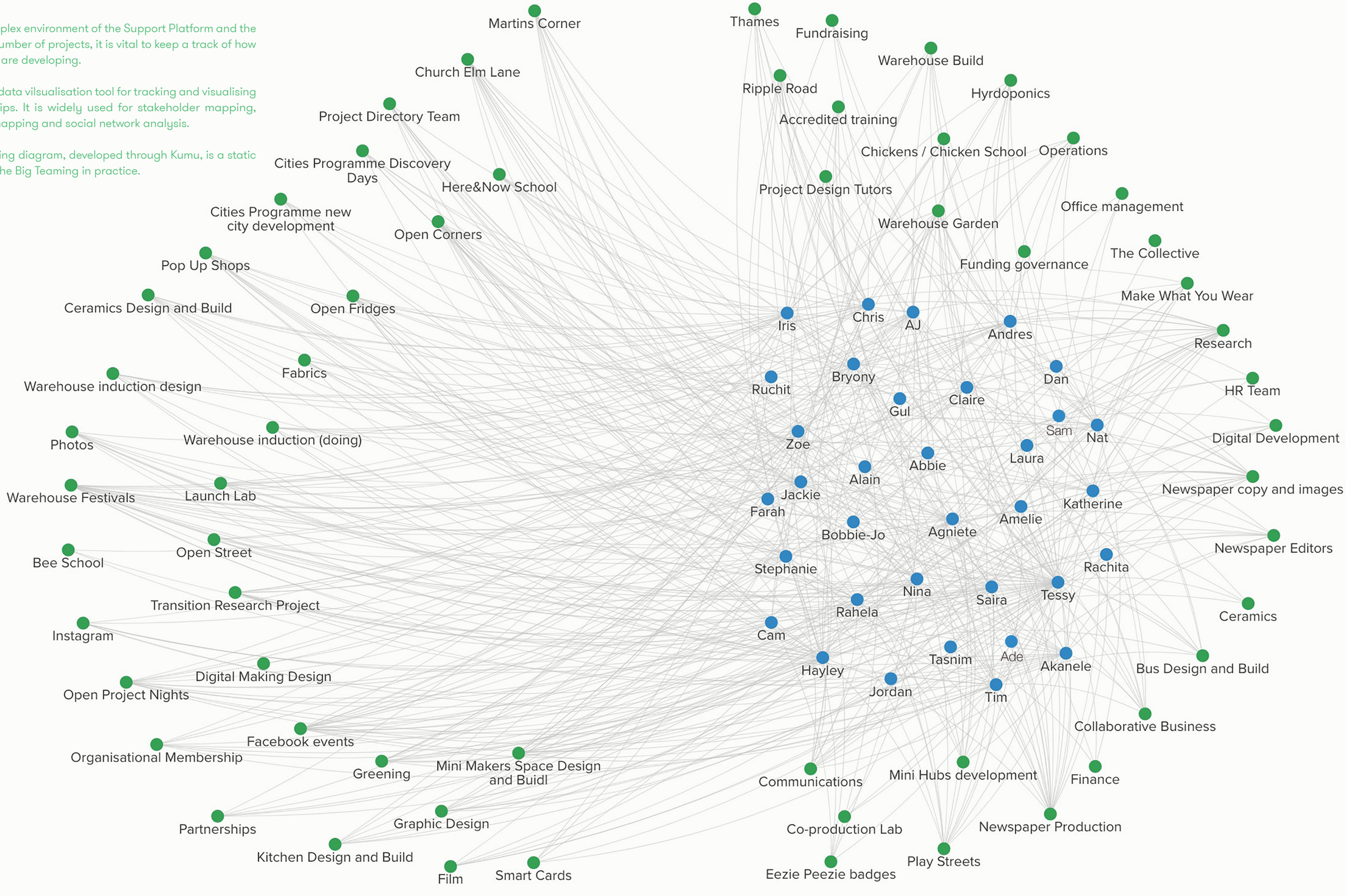
Developing competencies for Big Teaming
Version 1

BIG TEAMING

In the complex environment of the Support Platform and the growing number of projects, it is vital to keep a track of how the teams are developing.

Kumu is a data vilsualisation tool for tracking and visualising relationships. It is widely used for stakeholder mapping, systems mapping and social network analysis.

The following diagram, developed through Kumu, is a static image of the Big Teaming in practice.



DECISION MAKING

Working principles within the Ecosystem - Building Team:

1. **Informed**
   Decisions need to be as informed as possible.
   Co-design whenever possible as this process is the best way to incorporate different types of knowledge (specialist, context specific, approach and models) from residents and other team members.

2. **Accountable**
   Person with most accountability for the decision has most influence.

3. **Proportional**
   Match the process to the impact of decision.
   Decisions with big or long term impact need more people, more time and more care.

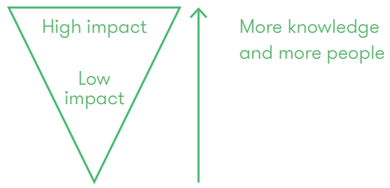
4. **Inclusive**
   Always sense check decisions with at least one other person. Invite others into the process whenever time allows.

5. **Fast**
   Make decisions as quickly as possible.

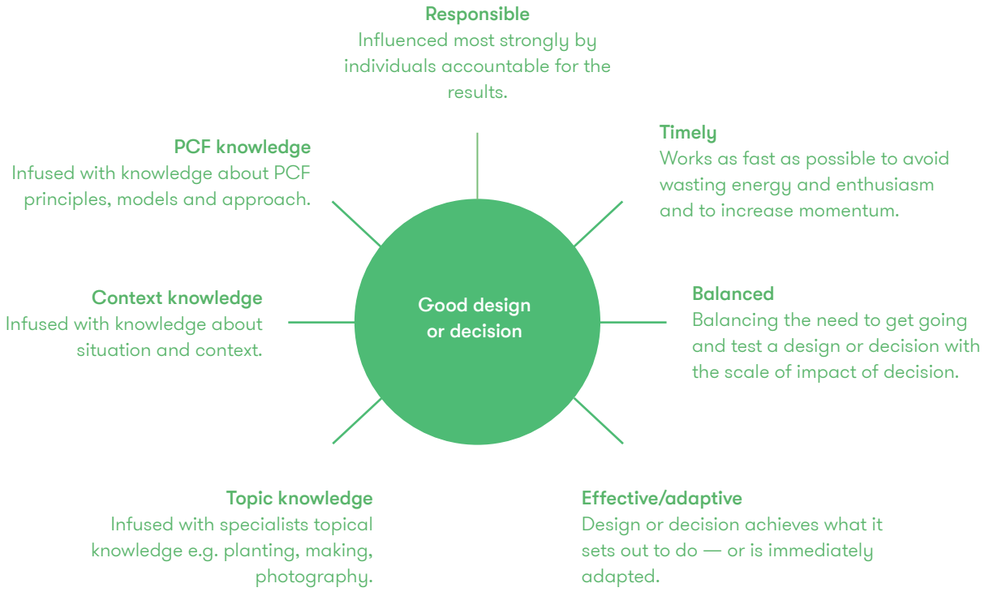
Quick triage

The team are developing and testing a new process to aid with decision making. This process is based on a quick triage process.

- What has to be co-designed or decided?
- What is the impact of the decision? (high/low)
- What process is needed? (Co-design, decision 2+, democratic poll)
- Who needs to be involved? (Accountable person, expertise needed)
- When does it need to be decided?



More knowledge and more people



Responsible
Influenced most strongly by individuals accountable for the results.

Timely
Works as fast as possible to avoid wasting energy and enthusiasm and to increase momentum.

Balanced
Balancing the need to get going and test a design or decision with the scale of impact of decision.

Effective/adaptive
Design or decision achieves what it sets out to do — or is immediately adapted.

Topic knowledge
Infused with specialists topical knowledge e.g. planting, making, photography.

Context knowledge
Infused with knowledge about situation and context.

PCF knowledge
Infused with knowledge about PCF principles, models and approach.

Researching decision making

During Year 3 the team undertook internal analysis aimed at embedding and understanding the distributed decision-making processes within Every One Every Day.

Specifically the analysis sought to understand the extent to which project decision-making is shared with residents, the type of decision-making in which they are engaged, and the significance of the decisions taken.

Through the research process, which required team members to complete forms for each and every decision made over a seven month period, the team was encouraged to be more self conscious about decision making in general and to encourage as many decisions as possible to be made with residents.

This analysis was based on 500+ surveys completed by team members following decisions made as part of the project.

These surveys were completed between January and July 2019.

This analysis will be revisited annually and the findings will be used to maximise the opportunities and impact of resident decision-making within the project.

Findings

As can be seen in the charts below, residents are involved in approximately half of all decisions taken in the project.

Overall the form of project decisions is overwhelmingly either co-design, or two or more people taking decisions together.

In terms of decisions which specifically involve residents (about half the total sample) the picture changes only slightly.

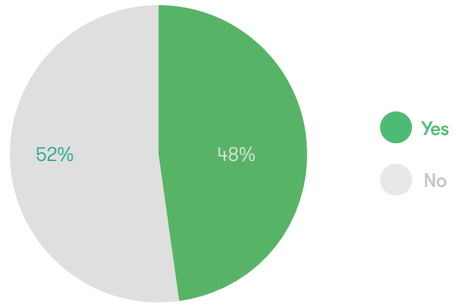
Two thirds of these decisions are of either medium or high impact, although a slightly smaller proportion are of high impact than the full sample.

Unsurprisingly, decisions made with residents are much more likely to take the form of co-design rather than another form, with over 70% of these decisions being of this type.

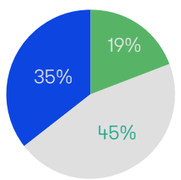
Taken overall, this indicates that the project is successfully engaging residents in significant decisions and that the co-design process is the preferred vehicle for doing so. However, there is clearly more scope for residents to be involved in higher impact decisions.

Achieving this is fundamental to the project's future ability to build capacity across the ecosystem and will be a focus of development in Year 3 and beyond.

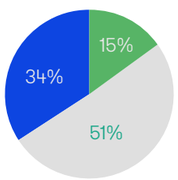
Are residents part of this decision?



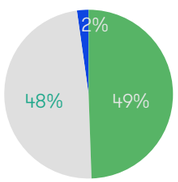
Impact of decisions - overall



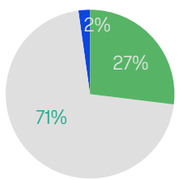
Impact of decisions - with residents



Decision type - overall



Decision type - with residents



COLLABORATIVE BUSINESS AND INCLUSIVE GROWTH

The collaborative business programmes are one more vehicle for participation within the Participatory City framework, wherein residents work in groups over three to six months to design, make, and test trade products or services.

These programmes offer participants an opportunity to learn new skills and test trade their business ideas rapidly to learn if their products or services sell. They are grouped in sectors: food, retail, childcare and growing, and are anchored by a collaborative brand or structure that is as inclusive as possible to capture the widest range of product ideas people might put forward.

These programmes help participants solicit rapid insights about their product, find potential collaborators, learn multiple new making and business skills, get experience in marketing and sales, and develop the confidence they need to start a business.

A platform approach to developing new businesses

Traditional business programmes are designed to select and support people with highly developed business ideas that have the potential to grow. They support people who can dedicate significant time and resources to building and testing their new business, largely on their own. This approach creates opportunities in which very few people succeed.

The Every One Every Day collaborative business programmes take a platform-based approach to new business development. This means providing a broad base of critical supporting infrastructure, like access to: work spaces, equipment, technical expertise, training, supplies, start-up loans, and group facilitation, to enable as many people as possible to test business ideas, no matter what sector.

By working in teams, these programmes also significantly reduce the amount of personal risk people take when starting new businesses. Specifically, when people work together, not everyone has to be an expert at everything. For instance, when going to market, those with interest and skill in selling can take the till; or when coordinating logistics, those with operations interest and experience can develop the market rota.

Each programme is designed to help build trust among groups of people so they can work together effectively to make their business ideas real. They also aim to be creative, fun, and exciting.

Providing opportunities for inclusive economic growth

In the broader context of the economic development of the borough, the business programmes test new approaches to inclusive economic development. The programmes offer residents a low-risk means of test trading in a range of sectors that are likely to grow in Barking and Dagenham, including food services, childcare, and retail. The Council estimates billions in inward investment into the borough and there are several large development projects that have already been initiated, including building Europe's largest film studio in Dagenham East; the creation of London Sustainable Industries Park, which will be the UK's largest concentration of environmental industries and technologies; plans for 50,000 new homes and 20,000 new jobs in the next 20 years. The City of London has also purchased a site in Dagenham that is slated for the relocation of its three major food markets: Billingsgate Fish Market, Smithfield Meat Market, and Spitalfields produce market. These economic development initiatives will bring many new jobs and further investment to the borough. The collaborative business programmes offer opportunities for any resident in the borough of Barking and Dagenham become better prepared to potentially participate in the new livelihoods and employment opportunities that these investments may bring.

Working and Living in an Ecosystem

The Every One Every Day ecosystem allows people to be part of multiple projects and collaborative business programmes at the same time. Many of the participants that enter the collaborative business programmes met through neighbourhood projects in the Shops and many of the concepts for the programmes have evolved or spun out from neighbourhood projects. Being part of a collaborative business programme means people experience repeated engagement over a short period of time, form intensive relationships with each other, often creating bridging social capital, and build confidence, capacity and capabilities together. They are also involved in the co-production of spaces and programmes itself which has increased the feeling of ownership amongst participants.

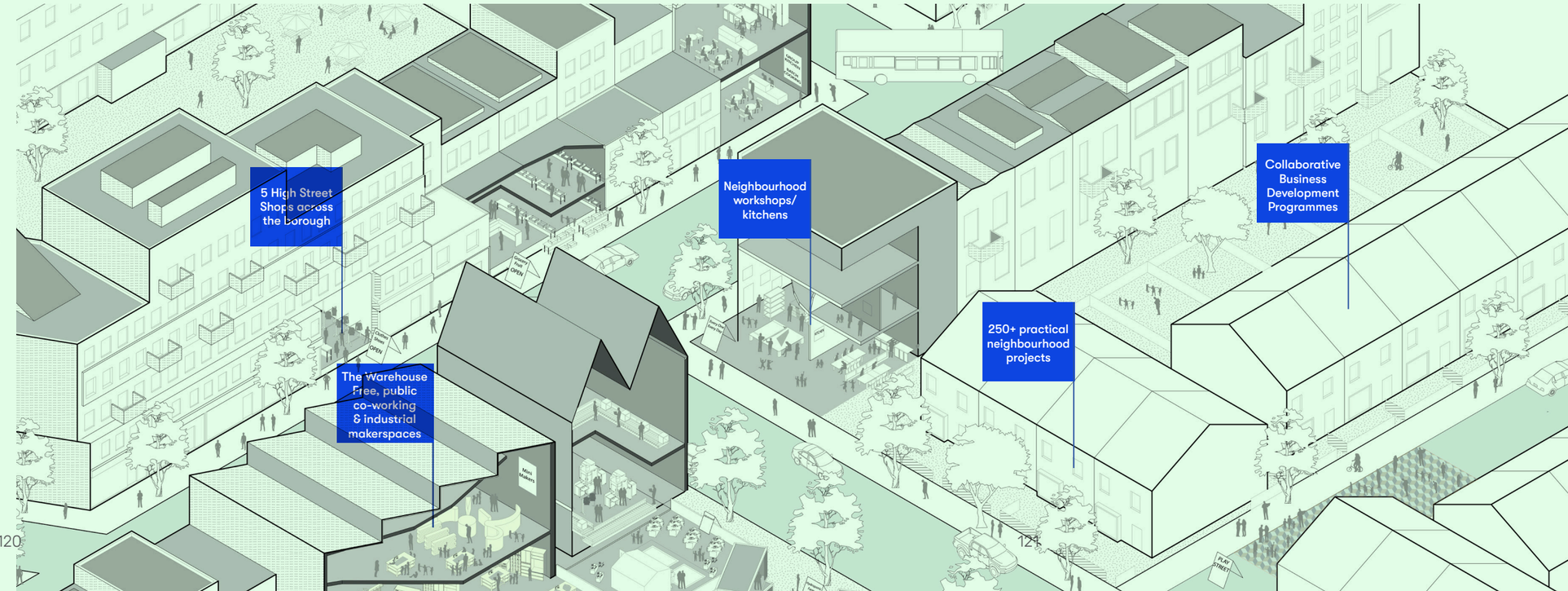
A person-centred approach to learning and development - growing confidence, skills and aspirations.

Coming in to chat in one of the local shops.

Participating in 250+ practical neighbourhood projects.

Initiating new neighbourhood projects.

Developing new livelihoods and creating new collaborative business.



HOW COLLABORATIVE BUSINESS PROGRAMMES WORK

Each programme follows four distinct phases of participation. During the “Discovery” phase, participants discover new ideas and get inspired about what they might want to make.

In the “Design” phase, participants work with expert tutors to design and rapidly prototype products or service ideas. In the “Make” stage, participants learn new making skills and start to batch-produce products. They also are trained on machines and inducted into spaces of The Warehouse so they can freely book in without supervision or assistance.

And last, during the “Test Trade” phase, participants go to market or set up a shop so they can test whether their products or services sell.

1 DISCOVER

See the programmes in the newspaper, online or through the shops.

Join a short taster workshop making, cooking or learning.

Come to a Open Information Session, an Open Project Night or Show and Tell.

Meet the team to talk about your ideas and get more details.

Sign up to join a programme!

2 DESIGN & PROTOTYPE

Bring your ideas to life with a designer.

Learn how the machines work.

Make and refine a prototype of your product or service.

Feel totally amazed at what you have created!

3 MAKE

Start becoming a collaborative and supportive team together sharing expertise, ideas and time.

Start producing a stock of your products ready to go to market.

Get ready to start test trading, set pricing, fit out the spaces, organise promotions, set schedules and rotas etc.

4 TEST TRADE

Opportunities in different spaces to test trade part of all the programmes.

Evaluate and plan next steps

Each Collaborative Business Programme is Designed with the Following Principles

Designed to be inclusive

No selection process
Any resident of Barking and Dagenham can join a programme to develop and test business ideas that fit within the programme’s concept or collaborative brand. There is no selection process or upfront skills requirement. It recognises that everyone has a talent to contribute. If the programme is designed and executed well, then everyone has a chance to leverage their skills and talent to participate.

Starts where participants are
Participants might have ideas for a product or service they want to develop and test, or that they are enthusiastic about exploring using their creativity and learning new skills to bring an idea to life. The programmes are designed to support everyone’s individual journey, within a collaborative framework, regardless of the participant’s starting point.

Part-time and flexible
Barking and Dagenham is full of young families, with parents who want to develop new business ideas but who need to balance their family and work life. Many people have jobs that they need or want to keep doing alongside developing their new ideas. The programmes are designed to be as flexible as possible to enable participants to work around other commitments, such as full time work and childcare responsibilities. For the Every One Every Day team, this often means offering programme meetings at multiple times: during the day, in the evenings, and on weekends.

Low to no-cost
It can be expensive to design and develop a product or service idea and make enough inventory to go to market. By working in a team and in stages, by providing small start-up loans, buying in bulk, and by using collaborative branding, the go-to market costs are significantly lower than with traditional business programmes.

Designed to reduce personal risk

Based on collaborative teams
Solo business start ups are estimated to have a 50 percent failure rate after three years, while co-operative businesses are estimated to have an 80 percent success rate after five years. By sharing tasks as a team, the programmes reduce individual workload and help people can work on the elements that they enjoy, rather than tasks they dislike or where they are not as skilled.

Support from technical experts
From early design and prototyping, to branding and promotions, through to test trading, the business programmes provide access to a range of specialist tutors that work with participants to develop their ideas and train them. Moreover, every participant brings their own expertise to the team and peer to peer learning among members of a group is a key part of each business programme.

Testing ideas in the real world
Each programme helps participants quickly prototype and test their ideas in the real world as fast as possible. Participants often spend no more than one month designing and prototyping before they take their product to market to test trade.

Access to sufficient spaces, equipment, and materials
The Every One Every Day Warehouse is full of equipment that supports the collaborative business programmes for no costs. There is a fully equipped industrial kitchen, sewing machines, ceramics equipment and kiln, digital manufacturing machines such as 3D printers, laser cutters and a CNC cutter, a Mini-Maker’s space for child activities, and much more. Participants in business programmes get immediate access to the induction and training they need to start using these spaces to prototype their business ideas.

OBSERVATIONS AND CHALLENGES

1 Getting to market quickly helps people learn a wide range of skills

Each programme's emphasis on rapid prototyping allows participants to receive immediate product feedback that allows them to improve and evolve their products. In the process of going to market, they not only learn new technical skills in making, they also learn about design, marketing, costing, working as a group, digital skills, how to sell as a collective, and more. Participants have also said this process has built their confidence, given them skills, and helped them make new friendships.

2 The importance of platforms in generating participation opportunities

Delays on the Warehouse building works meant that the Collaborative Business Programmes mostly operated without a permanent location until Summer 2019. The lack of fully-functioning spaces, and established processes around how participants access those spaces, created dependencies on the business programme team to provide extensive support to participants. It is anticipated that the completion of The Warehouse in Autumn 2019 and creation of systems and processes for participants to access machines and work spaces will make it easier for participants to operate considerably more independently.

3 Collaboration requires constant practice and support

Practicing collaboration needs to built into the programmes and supported throughout. A culture of working together, listening to each other, and trusting each other needs to be cultivated so people speak up about challenges that reduce effective team work during stressful situations. Strategies that helped include: building in fun ways for people to get to know each other from the beginning of each programme, emphasising doing fun and practical activities over simply gathering for meetings, constantly revisiting and reviewing common goals, and outlining as a group what good teamwork looks like so it can be referenced and referred to throughout the programme. design, growing, and more.

4 Changing established mindsets of competition and distrust

Often participants enter the business programmes reluctant to share ideas and inspiration with one another for fear of idea theft. Sharing inspiration from case studies and through field trips to businesses that share the making process or recipes publicly play a vital role in opening people's minds about sharing and working together. The world has changed significantly with regard to intellectual property and idea sharing, particularly with regards to building a sustainable local economy collaboratively.

Adding to this, conversations about money can amplify distrust even if in a team that has been working well together for a while.

5 Digital literacy and smartphone access is a major barrier to full participation

Effective collaboration requires regular communication. While face-to-face collaboration is imperative, the business programmes also rely on a range of tools to foster communication: like email for important information and deadlines, google documents for collaborative writing, and group messaging via WhatsApp to coordinate logistics. Many participants enter the programmes without sufficient digital access or experience to be confident using these tools. Helping people set up and respond to emails, learn how to use a computer to book a workspace, using a spreadsheet to calculate sums, or even how to take pictures on a phone are all important support mechanisms provided by the Every One Every Day team. In addition, insufficient phone credit and access to wifi and computers remains a barrier to full participation. More access has been installed in the shops and more training for new people starting the programmes has been built in.

6 More ways of support are needed in getting from early stage prototyping to launching a business

The current programmes are an excellent way for people to test out early stage business ideas but not sufficient for launching a brick-and-mortar business. Participants need a lot more incubation and collaboration time before they have the experience needed to start a business. Access to spaces for no or low fees would help teams that are ready to test their business ideas collaborate more regularly and build confidence, skills, and test profitability. This would enable second stage testing to be done over a minimum of a year to continue testing and developing while the economic viability is being established.

7 The role of the Programme Designer in building an open and collaborative culture

Building a platform for Collaborative Business Programmes requires a mindset of facilitating collaboration rather than providing a service. The role of the Every One Every Day Programme Designer is largely to encourage, inspire, and facilitate peer-to-peer learning. It requires openness, flexibility, and ability to work in a way that builds on the talents and motivations of the participant. Having a generalist, rather than expert, mindset, often helps keep participant's ideas open and emergent. When technical expertise is required – particularly during the "make" phase, then programme designers bring in a range of specialist tutors, including in food product development, digital design, growing, and more.

THE EVOLUTION OF BUSINESS PROGRAMMES

The concepts for each Collaborative Business Programme have emerged over time by talking and co-designing with local people to suit their aspirations, situations and ideas.

In Summer 2018, the first two business programmes were designed: Design-Make-Sell for retail products and Pantry for food products. Since Summer 2018, six Collaborative Business Programmes have been designed and implemented, including two rounds of Design-Make-Sell and Pantry in Autumn 2018 and Spring 2019 and one round each of Bowled and the Imagination Space in Summer 2019. Starting in Autumn 2019, 10 Collaborative Business Programmes will be implemented, all stemming from the first two programmes. Each iteration of each programme generates new programme ideas. For example, the idea for Bowled came from the interest of residents in Pantry in cooking fresh food together, or Sustainable Fashion from Design-Make-Sell.

Food programmes

The idea for the first food programme came out of an event called "Food Day" in April 2018. Food Day was an open call for everyone in the borough who loved food to come share their food with others and learn about ways to develop their ideas into a business. Residents interested in test trading their food ideas were invited to identify the types of support they would need to do so, which included: product development, branding, packaging, food safety, accounting, and above all mentorship and emotional support. The Pantry programme was designed to meet these needs and was launched in Autumn 2018 from an open call in the newspaper inviting anyone with a food product idea - such as jams, sauces, spice mixes, biscuits, etc. - to participate. Over three months, a group of twelve residents designed, made, and sold their food products at a market stall in West London.

Pantry participants expressed an interest in testing fresh food concepts as well, with the goal to open a pop up restaurant or develop a catering business. In Spring 2019, a call was put out in the newspaper inviting residents with an interest in fresh food businesses to join a catering programme. There were also many experienced bakers keen to try baking concepts and so a separate open call was put in the Spring 2019 newspaper to invite experienced bakers to co-design a baking programme to test baked goods concepts. With the start of Autumn 2019 there are five programmes in food: Pantry for shelf-stable food products sold at a market stall; Bowled for fresh food catering; Baked for baked goods wholesale and delivery; SuperCake for cake mixes; and Sauced, for shelf-stable sauces sold at market.

Retail programmes

The idea for a retail programme came from conversations with talented makers participating in neighbourhood projects focused on making and mending clothes, jewellery, and crafting. This culminated in a "Maker Day" in Autumn 2018 as well as two field trips to vibrant retail corridors to learn about retail from shopkeepers: to Hastings-by-the-Sea in southeast England and Columbia Road Flower Market in Hackney in East London.

A Collaborative Business Programme called Design-Make-Sell was launched in Autumn 2018 via a call-out in the newspaper, inviting anyone with a product idea to come to a "Design-A-Thon", to work with a skilled designer to design their product, and then learn how to make it and sell it as part of a modern homewares pop up shop at Christmas time. Over three months, a group of 26 makers learned new making skills and created products to sell at their very own pop up shop. This programme ran again in Spring 2019 and is running again in Autumn 2019.

Building on their experience in Design-Make-Sell, a group of residents expressed interest in developing a programme focused on sustainable clothing. From this the idea for a sustainable fashion line was generated and a call was put out in the Spring 2019 newspaper inviting interest from residents with experience in making clothing to join a Capsule Clothing business programme. There are also many residents interested in learning ceramics and so a new business programme called Slab was launched in Autumn 2019 to create a line of ceramic products to design and test trade together in 2020.

We anticipate many more programmes to come out of the ideas and collaborations of residents, particularly from the connections and skills learned in Design-Make-Sell.

Childcare programmes

The Imagination Space evolved from the first round of Design-Make-Sell, where a pair of residents expressed interest in working to develop a space where kids and parents could come together to make and create. In parallel, a group of residents who had come together around the neighbourhood project "StoryBox". A collaborative brand called the "Imagination Space" was created and tested in Summer 2019 with a group of 8 participants. They developed a summer programme of 16 sessions over 5 weeks and generated interest from nearly 200 registrants in joining their sessions.

PANTRY

Pantry is a collective of local food makers from Barking and Dagenham selling a range of shelf-stable food products. The Collaborative Business Programme was co-designed with residents in summer 2018 and has run twice over two three-month long programmes that helped participants design, make and test trade a range of food products at market stalls around London.

DESIGN

During the design phase, participants develop their individual food product ideas by getting peer and expert feedback on taste, refining recipes, testing shelf life, and doing a costing analysis to understand profitability. Product ideas range from chutneys and sauces to jams and sweets. Every One Every Day also co-designed inspiration trips with residents, including trips to food markets around London and inviting speakers to come share their experience of running food stalls and launching their own products.

MAKE

To get ready for test trading, participants learn how to cook in a large-scale kitchen, how to make their product in batches, how to securely seal their product in jars or biodegradable packaging, and how to create individual labels under the collaborative brand. Participants also complete accredited training in Food Hygiene and Safety Level 2, First Aid Level 2 and Fire Safety Level 2, and learn how to set up and run a market stall on their own.

TEST TRADE

Participants test trade their products at market stalls around London. Pantry has had a stall at The Spread's markets in Primrose Hill and Broadway Market, and at Victoria Park Market in Hackney. To help trade products as a collective, participants learn about one another's products and go to market in teams of 3-4 people once a week over a period of one or two months. Participants also help in accounting, inventorying, and marketing. Participants most often go to market on Saturdays, with one team packing up products and loading the car on Friday afternoon, another team going to market on Saturday, and a third team unloading the car and recording inventory.

DESIGN MAKE SELL

Design Make Sell is a Collaborative Business Programme for residents who want to learn to design, make, and sell retail products together as part of a modern homewares pop up shop, called Rock Paper Scissors. It was run once in Autumn 2018 and again in Spring 2019, and is running for a third time in Autumn 2019.

DESIGN

During the first stage, residents are invited to work with a designer to design their product idea. This could be ideas like: a concept for a kids clothing line, a range of spoons, or a set of graphic prints. Residents work in small groups with specialist designers over the course of a half day design session and hopefully leave the session with initial sketches or cardboard prototypes of their product idea or ideas. They also attend a retail workshop where they learn about the trends for the upcoming year, product development and pricing strategy, as well as packaging and display considerations.

MAKE

Once people have decided on a product idea, they learn how to use machines or techniques to make the product, using machines and spaces in the Every One Every Day Warehouse. This could be working one-on-one or in small groups with specialist tutors to learn how to use design tools like InkScape to create digital designs for products, or learning how to use the vinyl cutter and heat press to adhere art designs to tote bags or tshirts, or participating in a tutorial on the sewing machines or pattern cutting to learn how to create clothing. Once residents have learned these new skills, they start batch-producing the items.

TEST TRADE

During the last month of the programme, residents set up and launch a pop up shop where they sell their products. The shop is called the Rock Paper Scissors shop and the concept is modern homewares. Residents are trained to open and close the shop, use the till, and about inventorying. The shop is open for 2-3 weeks generally 5-6 days a week, entirely staffed by residents. The pop up shop is located in Barking and Dagenham.

BOWLED

Bowled is a programme for people interested in developing fresh food ideas. It emerged from the interest of Pantry participants in cooking together and was tested for the first time at the We Make Our City Festival in March 2019. A first call-out in the newspaper was made in Spring 2019 and over summer interested participants worked as a team to design, make and test fresh food "bowls." Since September 2019 they have been test-trading as a catering collective.

DESIGN

During the design phase, everyone interested was invited to a co-design meeting to share their ideas for fresh and healthy food, from curries and pasta to stews and rice dishes. To bring together this diverse range of food dishes, the concept of a healthy food "bowl" with many different components was developed. This inclusive concept allows many and different types of food ideas to be tested and also creates something modern based on traditional recipes. Participants worked together to improve original recipes by adding fresh salads, vegetables, fruits and toppings in new and unique "bowls" during a design and photoshoot meeting in Summer 2019.

MAKE

Participants tested the bowls during two Open Project Night events at The Warehouse in Summer 2019, on 17 July and 7 August. Participants signed up to work at those events as part of the team. Each team spent 8-12 hours together shopping, preparing ingredients, and teaching each other recipes before serving nearly 100 mini-bowls at the first event and about 70 mini-bowls at the second event.

TEST TRADE

Participants received very positive feedback from Open Project Night "customers" on the bowls and provided the confidence participants needed to take their menu to market. Since then, Bowled has been booked twice for catering orders. In the Autumn 2019 programme, participants will be able to test trade the bowls at more catering opportunities and at a pop up restaurant in the borough.

IMAGINATION SPACE

The Imagination Space is a collective of residents interested in providing fun, educational, and creative activities for kids. The first round was launched in Summer 2019 with a programme co-designed by a group of 8 participants, who developed 16 individual sessions over a 5-week period that was advertised together as a collective brand. The second round will run in Autumn 2019.

DESIGN

In the design phase, residents came together to design a programme of activities for kids, from growing and making, to reading and sports. The activities were advertised in the Every One Every Day newspaper and also in flyers and posters that the residents distributed around the borough. Some residents also posted on social media and shared with their WhatsApp groups to encourage customers to register.

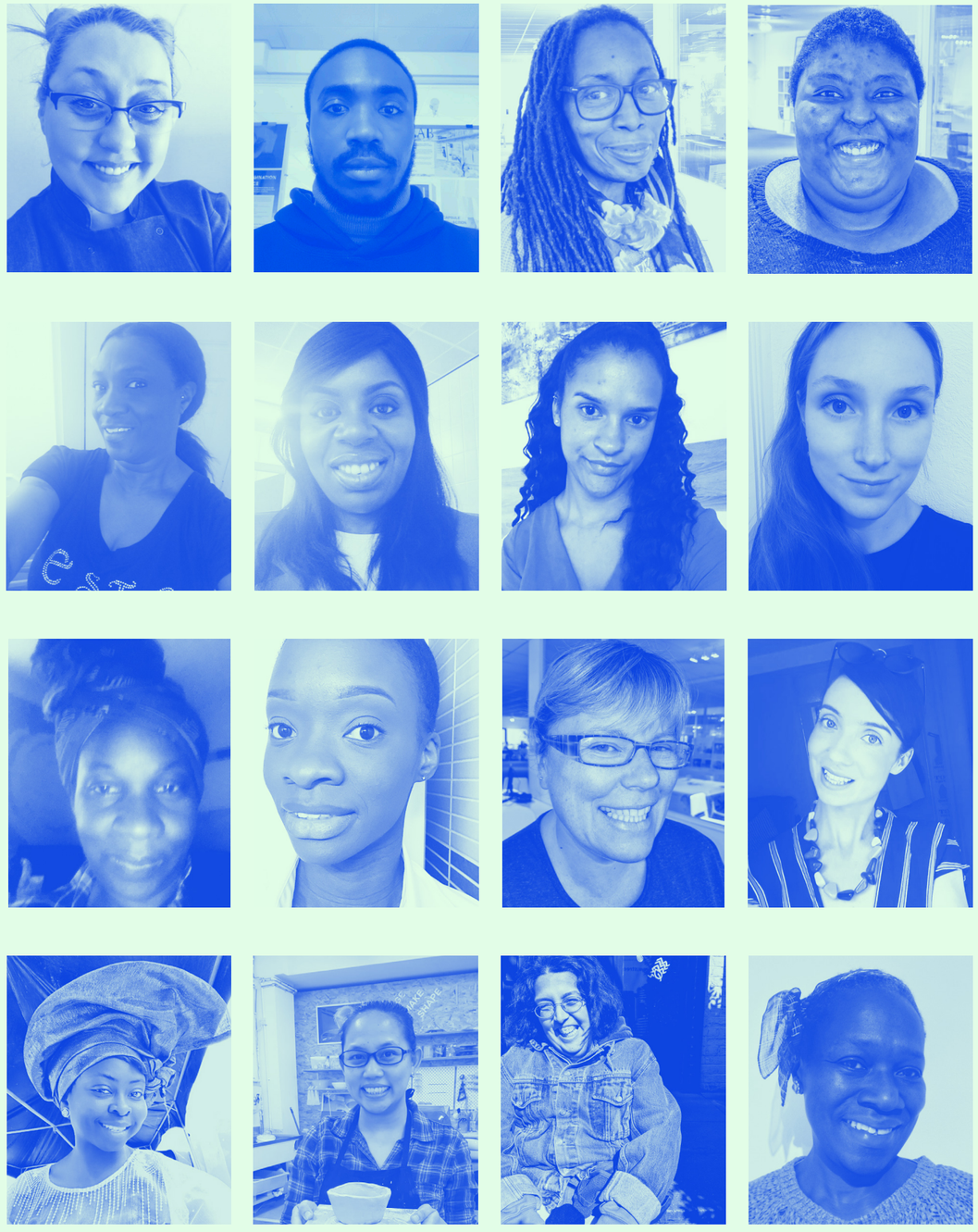
MAKE

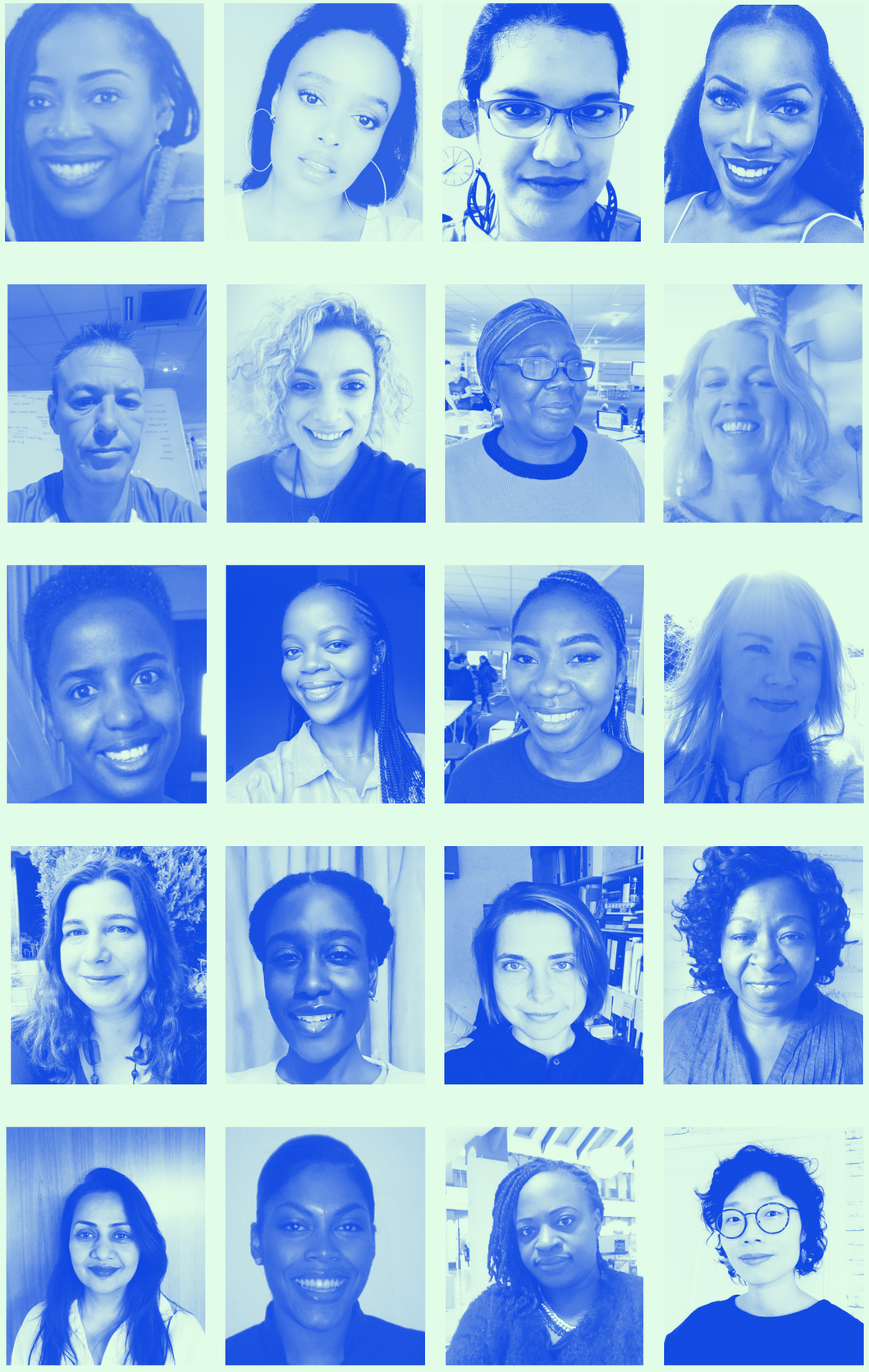
The "making" phase of the Imagination Space Programme included purchasing materials for individual sessions and designing and setting up a temporary kids space in the Warehouse. Residents met for a one-hour design session to lay out the space and identify equipment and materials that would need to be purchased. Then a few residents built furniture and set up the space. Residents also completed background checks and training in first aid and food hygiene as needed to prepare for their sessions.

TEST TRADE

During the "selling" phase, residents delivered children's activities that customers paid for on the day. In the first round, prices per session ranged from pay-what-you-will to £3 per child. In the second round, residents are experimenting with a half-day rate of £12 per child and seeing if they can work together to design and deliver a programme as a group.

COLLABORATIVE BUSINESS PARTICIPANTS





COLLABORATIVE BRANDS FOR YEAR 3

BAKED

Baked is a collective of bakers making a simple range of high quality breads, tarts, biscuits, and cakes, that are delivered to homes around Barking and Dagenham.

The concept was generated from participants in the first round of Pantry, many of whom were talented bakers, particularly cake-makers. As more and more experienced cake-makers came forward in the second round of Pantry, the Every One Every Day team hosted two co-design sessions to work with them to design what a baking programme could look like. Two baking workshops were also held in summer 2019 and attracted dozens more residents interested in learning more about how to prepare healthy and delicious cakes and breads.

SAUCED

Sauced is a collective of people making a diverse range of homemade and healthy sauces. The idea for Sauced came from the first and second rounds of Pantry, where it was learned that the sauces sold very well at markets and could potentially spin out into its own collection.

The concept was launched in Autumn 2019 with a call-out in the Autumn newspaper inviting anyone who makes a delicious sauce to participate in the collective. The goal is to go to market in Winter 2020 under the collective brand, Sauced, with a group of people making a range of delicious sauces.

SUPER CAKE

SuperCake is a group of local residents making easy cake mixes. The concept stemmed from meeting a large number of experienced cake makers, many of whom were already earning a living from made-to-order cakes.

A call-out was placed in the Autumn 2019 newspaper inviting experienced bakers to participate in Super Cake. Depending on the number of residents that join, the collective aims to launch in Winter 2019. While the initial focus will be cake mixes, the brand offers flexibility in expanding to cake toppers and custom cakes should there be interest in evolving the product line.

CAPSULE CLOTHING

The capsule collection is a collective of clothing-makers who design, make, and sell a range of staple clothing items as a single collection. The collection will emphasize upcycled textiles and sustainable fabrics and will have a full range of core wardrobe staples, like trousers, shirts, dresses, a jacket, and accessories. The idea for the Capsule Collection programme came from participants in the first round of Design-Make-Sell who were interested in pursuing a fashion-specific business programme. The concept allows many participants to take part, from those skilled in design and fashion to those who are expert pattern cutters and sewers. It also allows the opportunity to build trust and expertise by working in a peer group.

SLAB

Slab is a ceramics collective started by Every One Every Day to create simple, beautiful ceramics, made locally. The idea was generated from speaking to many local residents interested in pottery but without a place in Barking and Dagenham to learn and train in making ceramics.

The collective will launch in Autumn 2019 with a call out in the newspaper inviting anyone with an interest to learn how to slip cast. There will be a two month training programme to help residents learn the techniques needed to make a pottery line. In Winter 2019 the group will start production on a set line of ceramics that they will aim to sell in Spring.

FUTURE FOOD

Future Food is a project to develop the largest hydroponics cooperative in London, starting in the Thames area of Barking and Dagenham.

Every One Every Day is working with the local developer to start a School of Hydroponics that will run in Autumn 2019. The School will offer a hydroponics growing course to interested residents and train them in the technical skills they would need to run a hydroponics farm. The hydroponics farm will present a new chance to rethink what urban farming on scale looks like whilst developing new skills that will place participants at the epicentre of a burgeoning industry whilst increasing the sustainability of the area and its community.

GRAPHIC

Graphic is a cooperative of digital designers that can be hired for branding, marketing, web design and other design projects.

A call out was put in the Autumn 2019 newspaper, inviting those with design skills and interest to join the collective agency. The idea for the concept stemmed from a gap in the market for talented local designers to help early stage start-ups develop their brand. Many residents participating in the business programmes have tested their product ideas and developed customer bases to expand but lack the time, money, and expertise to find a creative studio to work with to develop their brand. By launching and training local creatives to fill this market gap.

KNIT

Knit is a collective of skilled knitters making a range of high quality and beautiful knitwear.

The programme was launched in autumn 2019 with a call-out in the newspaper inviting knitters who have always wanted to sell their knits but never had the opportunity to come together and test their products. The aim is to start small with a range of smaller items and build the collection over time. The idea for the programme came from meeting many skilled knitters in the neighbourhood shops, many of whom met often to knit together over tea but most of whom had not tried to commercialise their products.

MINI MAKERS

The role of children in Every One Every Day

Since the start of the initiative children have become an increasingly important part of Participatory Ecosystem. Barking and Dagenham has the highest proportion of children (0–17) in the UK. Almost three in ten residents (29.8%) are under 18. This compares with 22.7% across London and 21.3% across England.

Over one thousand children are estimated to be currently actively involved in the activities with their parent

Children have become a large feature of Every One Every Day. Their involvement has influenced inclusivity on two main fronts:

- Welcoming children into nearly all activities and spaces (98%) has enabled parents to attend sessions, which would have been impossible for many if this hadn't been the case. This has been described as one of the extraordinary features of Every One Every Day, with families benefitting greatly from the interactions between parents and children in a sociable and creative environment. This is particularly important for single parent families or families with limited financial means. Thus we have added 'welcoming children' to the list of Inclusivity Principles.

- Children have become significant participants and co-creators in their own right. Children have been hosting Kids Trade School sessions, teenagers have been hosting Teen Trade Schools. Additionally the design of both the shops and Warehouse now has a strong emphasis on children-led activities through the Mini Maker programmes, maker equipment and spaces designed for specific ages groups. Children are now also encouraged to be co-producers of the spaces, taking care of the spaces, alongside adults.

Mini Maker Space in The Warehouse

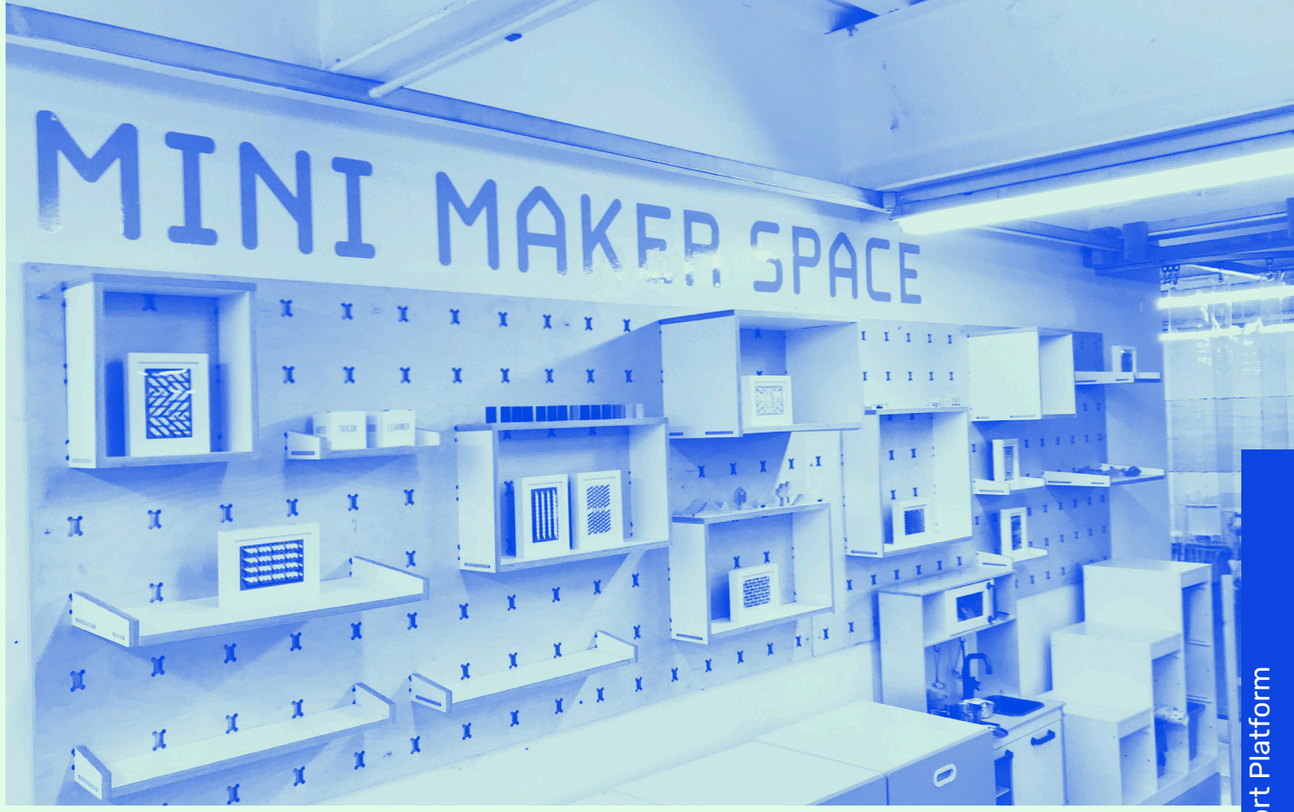
In recognition of the importance of children's participation in the project and their role as makers and producers an area in the Warehouse has been created called the Mini Maker Space.

In this area making materials and equipment is being assembled for different age bands. If a parent is working in the Warehouse they can get similar equipment for their child to work alongside them. For example if a parent is working in the Fabric Workshop they can get a child's size sewing machine, or weaving kit from the Mini Maker Space. This also includes sets of materials and equipment for modelling, building, woodworking, design, craft, drawing etc.

The Mini Maker Space will also be an active space that parents can go to work alongside their children, with a large seating area where parents can meet one another, read to their children, breastfeed, change nappies, look after each others children and play.

The Warehouse has already become an active place for families and the intention is that the Mini Maker Space will give parents further tools to encourage making and creativity in their children and create the time and space for them to be creative themselves.

'A lot of [residents coming to Every One Every Day for the first time] also ask the question 'but I've got my child, I don't know if I'll be able to come there?' I'm like 'but it's for everyone, you can come.' That's when it becomes shocking, 'what with my child, I can come!?' And I'm like 'Yeah, as long as you're occupying your own child you can be on the premises.' It's for everyone, that's the whole point, it's not just for you to come, there are people that have no childcare or family to help them and they do need to come out and do something.' (JA9)



CO-PRODUCTION LAB

Integration of an emerging and an existing system

System Integration is key to Every One Every Day's success and is essential if it is to be a viable approach that can be adopted elsewhere. The initiative is constructing a whole new system of practical participation in the borough, growing this system from the ground up, blending ideas, skills, spaces and other resources. This does not happen in isolation, but in a complex existing context, with local government, businesses, schools, colleges, local organisations, shops and programmes.

For the Participation System to be inclusive, it is important to redesign services that were traditionally not designed for a participatory ecosystem and to make sure participation is accessible for people using those services. As Every One Every Day develops more opportunities are created to work together with other actors in the existing system to make sure positive outcomes for people living in Barking and Dagenham are achieved through a combination of activities that are aligned and amplify each other. In recognition of the importance of developing and testing new approaches together to make integration successful, the Co-Production Lab has been created.

Together with the council, the initial aims for the Co-Production Lab have been articulated as follows:

- **Integration** - Integrating the Participation System with the existing professional ecosystem;

- **Introduction** - Introducing (either existing or new) participation & co-production approaches to borough wide questions and opportunities.

Year 1 has focused on scoping the lab, building networks and testing ways of working with professional services and other partners. Two projects that are worth mentioning for their continuation in other forms are:

- **Wonderful place to grow up:** exploring collaborative models of childcare. This project will be explored further as part of the collaborative business programmes and the Mini Maker space in the Warehouse;

- **Social Prescribing:** integrating Every One Every Day as a social prescription option in both the council (face to face) and the Care City (online) pilot. In phase one of the digital pilot (Summer 2018 - Summer 2019) Care City reported that residents clicked Every One Every Day Barking 45 times (the second highest by individual card) and they clicked Every One Every Day Dagenham 33 times (third highest for individual card) - which highlights the potential of Every One Every Day for Social Prescribing. This project continues as part of the borough-wide rollout by both Care City and the council.

In Year 2 the focus has shifted from scoping and networking to working together on test projects, with the main focus on "The Transition project" - a continuation of the "Joint approach project" that was kicked off in Year 1.

The Transition Project
Connecting with services supporting people who are (at risk of) experiencing difficulties

Since the launch of Every One Every Day, systemic integration has happened in a multitude of ways. For example: shop teams connect with local activities on a daily basis, programmes like Launch Lab Sprint connect students to the platform and organisational membership invites local organisations to make use of the support platform and ecosystem. As participation creates positive outcomes, an important aim of integration is to ensure inclusivity of the Participation System - especially for people who are (at risk of) experiencing difficult situations when participation can contribute to positive outcomes and make a difference.

Research from Lankelly Chase amongst others (Lankelly Chase Foundation. (2015a). demonstrates that the lack of available alternatives when people no longer meet increasingly strict criteria governing access to specialist provision, leaves many facing a cliff edge. As a consequence more than 27% reoffend in the first year after conviction and up to 60% relapse into substance misuse. Equally, a lack of available options for people who are currently staying afloat, but are seeking ways to build networks, skills, and opportunities can leave some with no options for preventing difficulties from tipping them into crisis. Barking and Dagenham has a great many levels of people experiencing difficulty. Participation Culture creates an opportunity to support those exiting difficult situations from relapsing and preventing those facing moderate difficulties in otherwise secure lives from tumbling rapidly into crisis.

These insights have led to the following research question as the leading focus for the Co-Production Lab in Year 2:

How can Every One Every Day & professional services work together to support people who are (at risk of) experiencing difficulties to access and benefit from regular and repeated peer-to-peer participation?

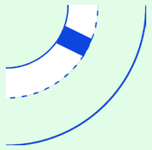
Together with professional services working with people who are (at risk of) experiencing difficulties and Every One Every Day project designers, the following three aims were agreed for the Transition Project:

1. To find out what it takes to support people who are (at risk of) experiencing crisis to access and benefit from regular and repeated peer-to-peer participation;

2. To capture and reflect on outcomes and pathways - and what that means for people, for Every One Every Day and for professional services;

3. To learn to work together with professional services, through designing and testing new approaches and ways to work together.

Connecting Ecosystems
Understanding the many different types of pathways between the Participatory Ecosystem and the Specialist Services Ecosystem is vitally important. Investing the time and effort to co-design the necessary relationships, methods and working arrangements through the Support Platform will unlock huge benefits to people who may currently not have the confidence nor information to move between involvement with inclusive peer-to-peer participation and being a service user.



Youth Spot Bar
Youth Spot Bar is working through the support platform by running activities for teenagers in the Ripple Road shop and in the Warehouse out of programme.

Health Councillors
Mental health councillors are working through the support platform by running sessions in the Church Elm Lane shop out of programme, and creating space in their schedules for people who need assistance coming through the Every One Every Day programme.

Transition Research Project
The Every One Every Day team has been working with hostels to encourage residents to participate and benefit from activities in the wider community. The teams are working through the Participation Ecosystem, Support Platform and existing Professional Ecosystem - working on both Every One Every Day and Service locations.

Red Cross
The Red Cross are referring and accompanying 49% of the people they are currently working with through their befriending service to Every One Every Day activities - meeting people in the shops and connecting them to the Ecosystem of people and projects.

LAUNCH LAB

Connecting young people who are leaving care to the Participation System

System integration is crucial to the success of Every One Every Day and an important route to ensuring inclusivity of the Participation System. In order to enable young people who are leaving care to connect to the Participation System and gain practical work experience, Launch Lab was created: an intensive twelve week internship for care leavers of Barking & Dagenham.

The goals of Launch Lab were as follows:

- Increase the confidence and skills of young people (leaving care) through direct work experience.
- Help young people (leaving care) to develop an individual learning pathway to achieve their employment and educational goals and take the next step in pursuing them.
- To share participatory approaches and collaborative ways of working and connect young people (leaving care) to the Participation System.

Launch Lab was designed in collaboration with the Learn 2 Live team (the LBBD council Leaving Care team). Every One Every Day recruited a mentor specifically tasked with designing the programme and supporting the interns. As part of the preparation, the mentor worked alongside the Learn 2 Live team for three days and together they organised the recruitment process. The Learn 2 Live team communicated the opportunity to the borough's care leavers and promoted an open information session. This resulted in twenty care leavers attending, the majority of who were unaccompanied minors in the UK with limited English language, both spoken and written. Out of these twenty young people, ten showed interest and with six of them meetings were secured. Five out of the six were invited to join the internship, based on interest, commitment and who were thought to benefit from the programme the most.

The Launch Lab programme was developed as three phases:

1. Discover

The first four weeks allowed the interns to discover everything about Every One Every Day: how the project designers, neighbourhood shops and warehouse work; what happens during and in between programmes; what big teaming looks like; how the model has been developed over the past years; and how they can participate themselves and positively impact their community. As part of their introduction they were asked to complete in-house health and safety trainings and develop a Personal Learning Plan with the Launch Lab Mentor. On Tuesdays the interns participated in workshops and visits, aimed at enabling them to gain knowledge of themselves and potential work activities. This was continued throughout the entire internship. Examples are a visit to Parliament, a visit to Google / YouTube, a Lego Serious Play Workshop and a Courageous Conversations training day.

2. Learn

During the second four weeks, the interns spent time in the shops and in the warehouse, working alongside the project designers and the warehouse manager. Through a range of activities they gained experience with tools such as: email, calendars, Google Drive products, budget sheets, risk assessments, Mailchimp and the CRM system. They gained hands on experience of supporting residents in doing projects and sessions. Examples are: building planters together with residents during the Warehouse Launch Festival, making posters for one of the shops and contacting residents.

After two weeks the interns changed to a different shop to experience different parts of the borough, different teams and different activities.

3. Make

During the third and final period of the four weeks, the interns were partnered up with specific Every One Every Day staff members based on their individual interests.

By this time the number of interns was down from five to three. This was due to one of the interns finding employment and the other not being able to participate. The other three were all partnered up with a member of staff and spent the last weeks of their internship working on activities relevant to their interests, such as: graphic design, operational management and software installation.

Impact and Observations

Impact for the interns

Two of the interns have found employment, a third is applying for a local job and for the last two it is unknown.

Through an interactive research session at the end of Launch Lab with the three remaining interns, insights were gained about the impact of the programme as described in their own words. As a result of participating, they spoke about the following outcomes:

- Gaining confidence.
- Being able to show up.
- For some, it was a big step to keep going. Being there on time, coming in for multiple days in a row.
- Feeling welcome and a part of something new.
- Gaining aspiration and ideas for what is possible.

Aspects that interns found worked well

- The Every One Every Day team felt welcoming and helped with feeling at ease.
- Being supported (and challenged in a friendly way) to try new things, such as talking to strangers in the shop.
- Creating opportunities to learn new skills, like MailChimp & CAD
- Having a mentor to support, chase, show care, not let go - helped with showing up
- Seeing different possibilities, within Every One Every Day, but also outside of it e.g. at Google.

Aspects that interns found difficult

- It would be great to have more time.
- Getting into a job or routine takes time.
- Understanding what Every One Every Day is takes time.
- Working at Every One Every Day can feel a bit overwhelming and full on.

THE TRANSITION RESEARCH PROJECT

Learning and changing at the same time

The Transition Research Project has been set up to generate insight and create change at the same time, following principles derived from Action Research approaches. In practice this means that the project goes through multiple cycles in which the team plans, acts, observes and reflects. These cycles are roughly three months each.

Working in this action-oriented, iterative, time-bound way means that the project can work well with the ongoing Every One Every Day activities; allowing the project team to be fluid, depending on the focus of that iteration cycle and on the workload across the shops. It also means that the team can try things out and adapt to emerging insights and opportunities quicker than would be the case with more linear design processes. By starting small and growing slowly, the project aims to create a safe space to try out new ways of working and learning together, acknowledging that working with people who are (at risk of) experiencing crisis requires great care.

The main focus of the Transition project will be on working together with professional services to co-produce and test ways to support people who are (at risk of) experiencing difficulties and who are not yet participating in Every One Every Day activities to benefit from peer-to-peer participation. To maximise learning, the project will also build on the qualitative research being undertaken through interviews with residents who are already participating. The focus for this second part will be on understanding what enabled people who are (at risk of) experiencing difficulties to participate, so that these insights can inform the main part of the project.

For the first cycle of the project (May, June, July 2019), different professionals were invited to a co-design session to kick-off. In this session three focus areas were agreed:

1. People who are currently living in temporary accommodation.
2. People who are using substance misuse services.
3. People who are using mental health services.

An action-oriented, iterative, time-bound approach:

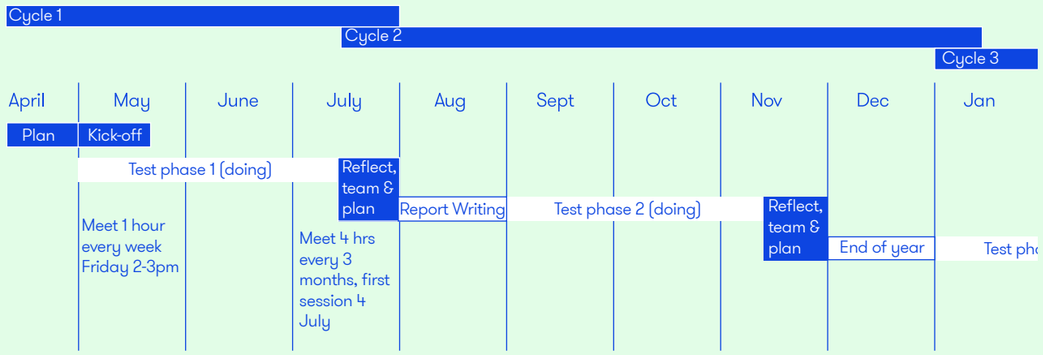
It is important to stress that these situations often don't happen in isolation. Multiple issues can happen at the same time or as a result of each other. The reason to narrow down the initial focus of the project has been twofold: to enable a starting point and to be able to invite partners into the project who have clear knowledge and responsibility for certain parts of the system. The team remains open minded at all times, working with the understanding that these difficulties can be complex and multifaceted, allowing the Project Designers to fan out to other parts of the system, depending on what insights emerge.

The reason for choosing these three areas is partly based on willingness to invest time and effort and partly on the experiences of Every One Every Day Project Designers in the shops. Working in an iterative, time-bound way also means that these focus areas can be reviewed and adjusted, if needed.

Towards the end of the first project cycle, the team identified additional focus areas that could be included going forward. Two areas will be included in cycle two (see below) and ongoing conversations with the services which involved in the project will inform which areas should be included in cycle three or later. Additionally, all areas will be discussed again towards the end of cycle two - in a review meeting with LBBD management.

Additional focus areas mentioned so far are:

- People who have contacted or are using domestic violence services. Exploration starts in cycle two, in September 2019).
- People who are part of informal groups, such as AA, Moms on a mission, others. Exploration starts in cycle two in September 2019 as part of working with substance misuse services.
- Young people who are in touch with the care leaving team. The next steps for launch lab or related activities will be decided at a later stage.
- People who are using the Homes & Money Hub services
- People who are in touch with the youth offending services.
- Additional focus areas will emerge through on going discussions.



Activities and decisions over time

A co-design session in May and conversations with those who couldn't make it, kicked off the project. In the first cycle (May, June, July), the team worked together with:

- Substance misuse services: Change Grow Live, Subwize and Build on Belief.
- Substance misuse service commissioners (LBBD).
- Temporary accommodation - hostel team (LBBD).
- Domestic violence - commissioner (LBBD).
- Vocational support services (LBBD).
- Red Cross, Connecting Communities service (tackling loneliness and social isolation).

See below for more information on these services.

Based on insights from services and an understanding of how Every One Every Day works, three different approaches were designed and tested in cycle one:

1. **Organising co-production sessions on location.**
   For example three co-production sessions we organised at the temporary accommodation hostels.

2. **Working with connectors.**
   For example the peer mentors from substance misuse services and the community connectors from Red Cross, who are able to accompany people to activities.

3. **Enabling professional services to organise sessions at Every One Every Day locations.**
   An example is occupational therapists organising sessions at one of the shop locations and Thames Thrive organising two sessions at the Warehouse.

The project team did planning and reviewing through weekly project sessions and involved services where relevant through visits to the different service locations. The section on Systemic integration (page 260) describes the findings from cycle one in more detail. Based on these findings, next steps for cycle two (Sept, Oct, Nov) are as follows:

Next steps in cycle two (Sept, Oct, Nov)

Temporary accommodation services

- Continue working with Riverside House hostel as it is close to the Warehouse and people live there for a longer time, enabling the project team to build a relationship.
- Continue working with Butler Court hostel, but through the Neighbourhood Shops (not the Transition project, due to limited time people spend in this hostel and the lack of a space close enough to the hostel).
- Exploring the opportunity to work with Boundary Road and / or Brockelbank Lodge hostels.
- Exploring the opportunity to work with people when they move out of temporary accommodation and into permanent housing in Barking & Dagenham.

Substance misuse services

- Continue working with Change Grow Live and Build On Belief.
- Start exploring informal groups.
- Start exploring a way to connect with people moving into the borough.

Domestic violence services

- Exploring the opportunity to work with Refuge, the new domestic violence service provider.
- Exploring the opportunity to connect with services we have already interacted with such as the Huggett Women's Centre, PAUSE, LBBD place-based project around Village Ward.

Red Cross - connecting communities, occupational therapy & vocational support services

- Continue working together in current set-up.

	April	May	June	July		Aug	Sept	Oct
Temporary Accomodation services		Kick-off	Sessions at hostels	Co-design & door knocking	Session at Every One Every Day	Session at Every One Every Day		
Substance misuse service		Kick Off	Visit Every One Every Day			Visit Service		
Mental health services	Meeting				Co-design		Co-design	Sessions at Every One Every Day
Domestic violence services		Kick Off					Co-design	

Colour Coding: Co-design Activities Activities at service locations Activities at Every One Every Day

PARTNERSHIP BUILDING

The Participation Platform is conceptualised as a key missing part of the jigsaw which, when complete, constitutes the civic infrastructure necessary in cities for residents and neighbourhoods to thrive. It is not an alternative to these other models, but instead is designed to integrate profoundly with them. Through creating individual and collective agency, the Support Platform strengthens the other components of the civic infrastructure, helping to build sustainable outcomes across places.

Every One Every Day is testing for the first time how the Support Platform can be built or retrofitted within this existing infrastructure, and what the implications of this are for the Platform itself as well as for the other organisations and institutions within the infrastructure.

As a consequence of this, partnership building is an essential part of the work of Every One Every Day. During its first two years, this partnership building has been focussed at three different levels;

1 - Designing Every One Every Day
A number of key partnerships have been developed which have been built around the design and implementation of the Every One Every Day project. These have primarily drawn in necessary contributions and involvement of those involved in establishing the project locally, and include the project's funders, its advisors, and most significantly the local council in Barking and Dagenham.

2 - Designing the borough
These partnerships which are built from the perspective of Participatory City Foundation as a key component of the local civic infrastructure and are aimed at developing new opportunities locally and new ideas and solutions to common local challenges. These partnerships tend to be strategic in nature, and have taken a number of forms including a series of bi-lateral relationships between Participatory City Foundation and other local organisations, as well as the creation of new structures which incorporate the Participation Platform into broader collaborative efforts to support local people and drive local outcomes.

3 - Supporting others
These partnerships take the form of organisations partnering with Every One Every Day (rather than Participatory City Foundation) and occur when local organisations or groups see value for themselves in making use of the opportunities created by the Support Platform. While such partnerships have taken a number of forms over the past two years, the process for embedding these relationships in the work of the Every One Every Day project has been formalised in the design of Organisational Membership.

1 - Designing Every One Every Day
As the project has developed, it has received input, advice and support from a range of people and organisations.

The Global Advisory Group is a loose partnership of practitioners, specialists and thought leaders in sustainability and participation across the globe. Its members have advised at various points on all aspects of the design and implementation of the Participation Platform, as well as the research, evaluation and sustainability of the model.

The Funders Board is a unique partnership between the funders of Every One Every Day underpinned by close working arrangements, a shared commitment to the evaluation approach, and joint reporting metrics and timescales. The partnership is formalised in a project agreement which sets out how the partners work together and draws together all individual arrangements into one overarching approach. This approach coalesced around the initial blueprint for Every One Every Day developed in 2017 and has overseen the iteration to this design as the project has progressed. During Year 2, the Funders Board has been expanded to invite new funders to the board (including the Greater London Authority and Bloomberg Philanthropies).

At the heart of Every One Every Day lies a unique relationship with the local council who are both funder and partner to the project. In practice this means a daily and weekly practice of working alongside council colleagues to identify and resolve challenges, respond to opportunities, and deal with practical problems. Taken as a whole, this partnership enables the detailed work on the iterative design of Every One Every Day and means all strategic discussions about the project and the organisation are rooted in a clear and shared understanding of the practicalities of delivery and implementation.

2 - Designing the borough

As Participatory City Foundation has become established within Barking and Dagenham, it has increasingly become part of the local organisational ecosystem, and is seen by many other organisations as having a role to play in developing local strategic approaches, resolving local issues, and creating local opportunities.

While parts of the local context remain challenged by the Every One Every Day project, some notable developments during Year 2 are beginning to show that the existence of the Participation Platform within Barking and Dagenham is welcomed and embraced by other organisations seeking to deliver outcomes in the borough.

A key example of this generative form of partnership (in the sense that the aim is to create something new from the combined contributions of many partners) is The Social Infrastructure Collective, a partnership of local organisations which has secured a council tender to build a new model to support the development of a robust, innovative, responsive and collaborative social sector across the whole borough.

Over three years the aim of the Collective will be to create a solution focused environment for local organisations and residents to come together to resolve common challenges and deliver the goals for the social sector set out in the Borough Manifesto.

The Collective includes the following organisations:

- Community Resources
- Studio 3 Arts (Lead org for Creative Barking and Dagenham)
- Barking Enterprise Centre
- Women's Excel Centre
- Life Line Projects
- DABD
- Participatory City Foundation

At the 31st July 2019 the collective had undertaken its first two strategic planning meetings, and developed the outline of its brand and offer.

3 - Supporting others

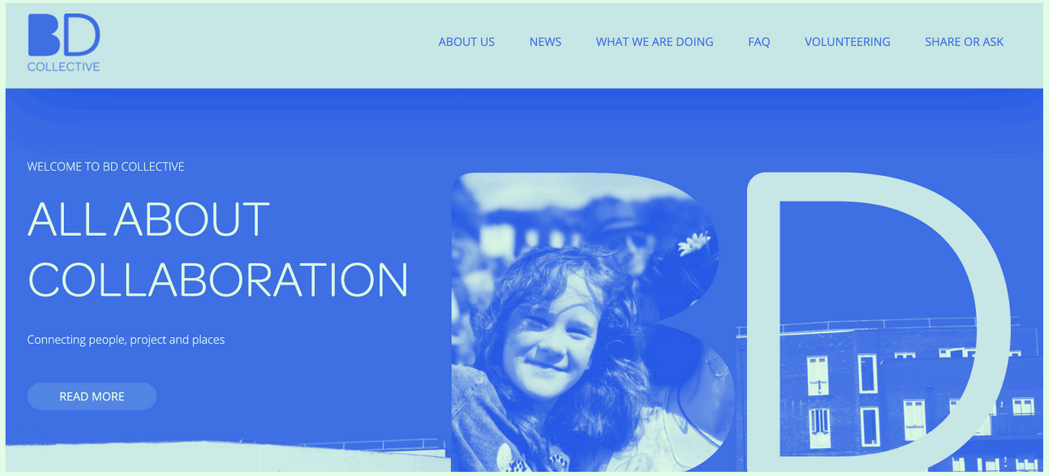
As the Every One Every Day project has become embedded in the borough local organisations have increasingly come to view the project as a platform for achieving their own objectives and outcomes.

While some of these partnerships - between local organisations and the Every One Every Day project, rather than with Participatory City itself emerged fairly organically from the projects work during Year 1, during Year 2 a framework for these arrangements has been developed in the form or Organisational Membership.

Organisational Membership provides access to the Every One Every Day platform and aims to make it make it easier and simpler for organisations to make good use of the opportunities and resources that the Every One Every Day initiative is creating in the borough. Through membership, organisations who wish to use this for the benefit or Barking & Dagenham residents, can access:

- Every One Every Day spaces & equipment for free - according to Open Access Terms.
- Co-design, toolkits and equipment to help you start new practical participation projects, or replicate tried and tested projects, with the people you work with.
- Networking opportunities with other people living and working in the borough through Open Project Evenings in The Warehouse.
- Learning opportunities through a large schedule of peer-to-peer and specialist sessions, workshops and events.
- Collaborative planning to introduce and connect people you are working with to the growing network of resident friendship and support.

The Systemic Integration section under Findings discusses who have become members, what benefits they are after and how collaboration is shaping up through conversations and sessions together.



HERE&NOW SCHOOL

Opening the School of Participatory Systems and Design

The Here&Now school was launched in April 2019. Here&Now brings together the functions of research, codification and knowledge building with and dissemination and training.

Here&Now is distinct in its function, branding and communication, but is fully integrated into both the Support Platform, the Participatory Ecosystem and Participatory City Foundation.

Barking and Dagenham and the Every One Every Day initiative is the first of many planned campuses where people can learn how to design and build practical participation systems in their own boroughs and cities through the Cities Programme.

At the start of the initiative the Collaborative Business Programme was conceived as part of the school structure, but is now more fully part of the Participatory Ecosystem.

The diagram below details how the school is intended to function.

RESEARCH

EVERY ONE EVERY DAY

Research and codification through the Developmental Evaluation processes emerging from Every One Every Day in Barking and Dagenham.

EVERY ONE EVERY DAY

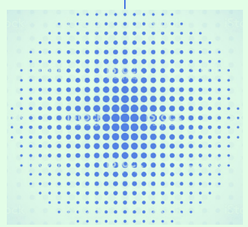
CO PRODUCTION LAB

PLACEMENTS

University and organisation placements and researchers studying through Every One Every Day in Barking and Dagenham.

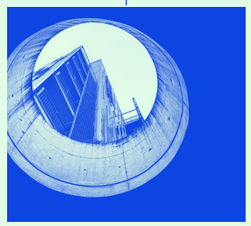
TRANSITION RESEARCH PROJECT

Connecting the Participatory Ecosystem with specialist services — creating bridges between professionals giving specialist support to those experiencing difficulties and challenges with the peer-to-peer network.



TRANSDISCIPLINARY RESEARCH PROJECT

Working with specialists across a wide range of research and disciplines to connect and develop the emerging new field of practice for building ecosystems of transformation in neighbourhoods across the world.



TRANSDISCIPLINARY LENS STUDY

Study of Every One Every Day through multiple disciple, research and practice senses to describe, compare and evaluate.

RESEARCH PARTNERS

Research institutions and other organisatiosn that will partner to review and synthesise Every One Every Day over the next 3 years.

ECOSYSTEM BUILDING INITIATIVES

Connecting with other initiatives developing complimentary ecosystem building approaches in a neighbourhoods across the world.

DISSEMINATION

DISCOVERY

Workshops and tours of Every One Every Day to have introduction to the theory and practice through Discover Days.

TOURS OF EVERY ONE EVERY DAY

TRAINING

Training for different aspects of the Participatory City systems-based approach will be introduced during 2020.

CAMPS

Regular workshops, events and camps to forward the knowledge building and dissemination of the approach.

CITIES PROGRAMME

Cities Programmes supports other boroughs and cities to develop their own large scale participation ecosystems and platforms through consultance and immersive learning experiences in Barking and Dagenham

CITIES AND BOROUGHS GLOBALLY

TRANSDISCIPLINARY RESEARCH CAMP

Connecting the Participatory Ecosystem with specialist services — creating bridges between professionals giving specialist support to those experiencing difficulties and challenges with the peer-to-peer network.

WASAN CAMP

Wasan Camp took place in July 2019 in Wasan Island, Canada. The camp brought together people from Montreal, Toronto and Halifax and elsewhere in Canada to understand how Participatory City approach could work in their cities.

PARTICIPATORY COUNCILLOR CAMP

Participatory Councillor Design Camp will share councillors new practices and successes supporting residents through practical participation and to create some useful tools.

Support Platform

TRANSDISCIPLINARY RESEARCH PROJECT

The aim of the Transdisciplinary Research Project is to create a new transdisciplinary field of practice.

Research and innovations exist across the world. But they are dispersed and seldom connected.

Many decades of research have revealed how we work as humans and how we organise our societies. Teams of people have spent years researching, understanding and re-designing elements within our societies, from economics to social neuroscience, from technology to health.

These detailed and precise elements have helped us to understand the urgent need for building new systems. Importantly these creative and intelligent insights across a diverse range of challenges show us also how to re-design these systems.

However they fall far short of their potential if they are not connected and designed to fit together.

The idea that we have developed all the pieces of a new system and simply need to bring them together is an exciting and tantalising one. This is a complex process challenging intellectually and technically.

Place is important

Places are the ultimate real world context for the fusion of these insights and innovations.

Without a real world anchor their application frequently becomes fragmented and siloed outside organisations in the same way they are siloed within them.

Many innovations are already being prototyped and tested in the real world. However the majority are being tested in different places, and are often seen as single innovations that can be simply plugged into existing systems.

The potential that exists to combine many insights and ideas to build a whole new system is not being realised successfully anywhere in the world today.

If research is to be useful and practical in supporting the re-design of the world's human and natural systems, we need to create opportunities to connect ideas, theories, principles and practices of single disciplines into new fusions of effective strategies in the real world, in the same places. In this way we can create structures and processes that enable the emergence of new transdisciplinary fields of practice.

Open invitation for academics and practitioners to collaborate in developing this new field of practice.

Over the last 9 years Participatory City Foundation has been developing a new research-based approach to building new systems for Practical Participation and societal Co-production.

The methods and infrastructures being developed in this systems approach originate in the first instance from a study of citizen innovations in neighbourhoods across the world and have been designed and redesigned through several research cycles - with citizens, their ideas and talents at the very centre of this new Participatory Ecosystem.

Following the action research cycles, Participatory City Foundation is now building a large scale prototype in Barking and Dagenham, East London, through the Every One Every Day initiative.

The project can be described in many different ways, using individual theoretical lenses and experiences and specialist terminology to interpret how this approach can be understood.

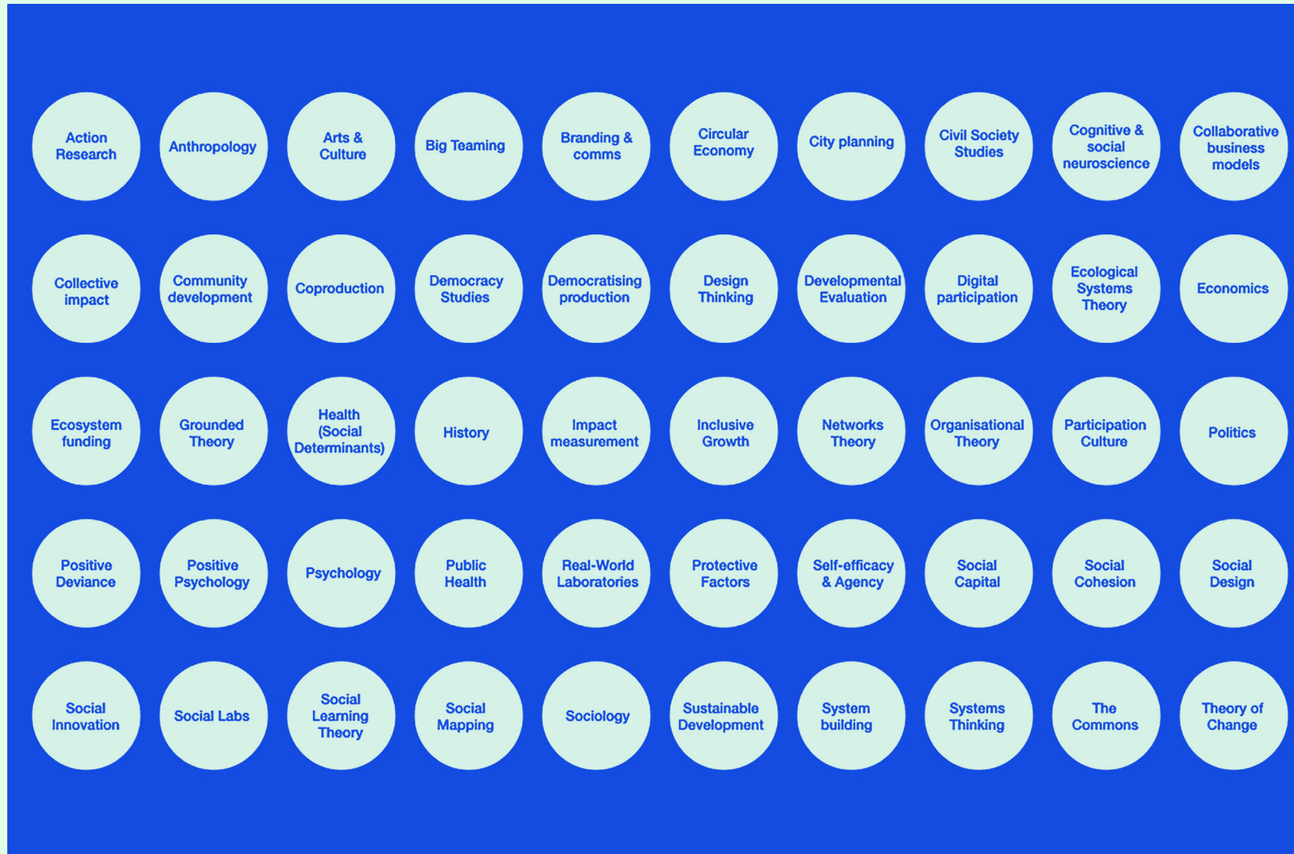
The knowledge required to fully understand what has been developed so far and its impacts is distributed amongst multiple fields and schools of thought and a process of surfacing and connecting these insights is required in order to provide the most robust evaluation possible.

Through this process the potential exists to create a network of researchers that could become the future faculty of this new and connected transdisciplinary field.

The initial study aims to draw together insights from across disciplines in order to better understand the application of these disciplines, to introduce new thinking, to question the assumptions and to make connections between bodies of work, schools of thinking and new practices.

Participatory City is inviting academics and practitioners to participate in the building of this new transdisciplinary field.

This work will start with a small transdisciplinary study of the project in Barking and Dagenham for interested researchers, with the potential to extend and grow over a number of years into a Global Faculty of Practice.



DISCOVERY DAYS

Discovery Days and levels of outside interest

Discovery Days act as a shop window for the Every One Every Day project, giving local residents and organisations and visitors from outside the borough an opportunity to understand the approach and the initiative. Discovery Days are scheduled approximately four times a year and are open to anyone interested in the Every One Every Day project.

Participants on Discovery Days get an introduction to participation culture and the Every One Every Day initiative, as well as hearing the perspective of the Council. Visitors also visit the Neighbourhood Shops, meet team members and residents and see how the systems approach works in practice.

During Year 2 interest in Discovery Days continued to grow, despite the unavoidable cancellation of two planned dates.

Participants	At end of Year 1	At end of Year 2
Discovery Day attendees	66	154
Local authorities	10	16
Central Government Departments	1	4
Academic institutions	6	9
Housing Associations	3	4
Charities and voluntary sector organisations	16	24
Countries	7	11

CITIES PROGRAMME

A key aim of the Every One Every Day initiative is to spread the adoption of participatory methods and approaches to other places. To do this, the Cities Programme aims to help other cities, organisations and institutions learn from the experience of delivering Every One Every Day in Barking and Dagenham.

As a key component of the learning curriculum within the Here and Now School for Participatory Systems and Design, the Cities Programme will be formed from the preliminary design work completed over the past two years and alongside the broader evaluation to document and codify the approach. The ultimate aim will be to turn this material into a comprehensive, initiation-to-implementation learning experience that takes city teams through each stage of establishing a local participatory platform and ecosystem.

From Year 3 onwards, this process will be supported by a grant from Bloomberg Philanthropies, the purpose of which is to enable the creation of the learning toolkit underpinning the Cities Programme, including a set of online resources. Additionally a number of project designers will take on enhanced roles as Cities Programme tutors, with the specific responsibility to codify and develop the curriculum through which Cities Teams from elsewhere will train in the participation theory, method and practice in preparation for implementing their own platforms in their own cities.

Which Cities?

As described elsewhere in this report Every One Every Day arose in unique circumstances which are unlikely to be replicated elsewhere. Nevertheless, many of the social, economic and community characteristics of Barking and Dagenham are found in cities across the UK and beyond, and the approach itself is designed to be capable of adaptation to a range of contexts.

The research underpinning participation demonstrates its potential application to a broad set of conditions, and to drive outcomes which are universally relevant. A correspondingly diverse and broad set of cities have expressed interest in the model and in many cases visited the borough to observe it in situ.

However, the approach has gained most traction with other cities where there are some or all of the following conditions in place;

- High evidence of need.
- Sufficient population density for peer-to-peer networks and networked effects.
- A determination to find new ways of co-producing outcomes.
- A willingness to take risks on the part of funders, officials and politicians.
- Possible experience of having tried other approaches without success.
- A local champion or team willing to make the local case and co-ordinate local decision-making.
- An understanding / appreciation of the possible benefits of participatory culture.

Phase	1 Pre-Feasibility	2 Feasibility	3 Development	4 Immersion	5 Implementation
Description	PCF staff provide consultancy support to local team or individual wishing to explore the potential for a participatory platform locally.	Supporting local feasibility assessment including: support and engagement strategy, opportunity and asset mapping.	Supporting the local team to design and adapt all aspects of project. Identification and development of funding opportunities.	Training the team recruited	Ongoing advice and support as part of global network of participatory cities and places.
Method	Support takes the form of 5 -10 days support to assist local knowledge building and confidence building.	Support delivered via a range of on-site and virtual engagement, plus access to tools, templates and materials.	Support delivered via a range of on-site and virtual engagement, plus access to tools, templates and materials.	Immersive training in the Every One Every Day Neighbourhood School for local ecosystem-building team.	Consultancy support from the Every One Every Day team as required. Involvement in national and international learning events.
Output	Local decision to approve feasibility study.	Political decision to approve the development of the programme including funding.	Funding bids submitted for full scale project funding.	Fully trained team ready to launch participatory spaces and initiatives in the borough.	Fully scaled participatory platform and ecosystem in the locality.
Duration	1-2 months	6 months	6 to 18 months	4-6 months	5 years

Feasibility, Adaptation and Adoption

The aim of Discovery Days is to share basic knowledge and understanding of the model with a wide group of others.
It is anticipated that of these, a small number of city groups will begin to appraise seriously the potential for local participation platforms and seek to engage more deeply in exploring possible implementation.

During Year 2, two such partnerships progressed to more detailed discussions in Canada and in Scotland.

Participatory Canada

In Canada there has been longstanding interest in the Participation Platform approach, particularly from the McConnell Foundation, for whom the methodology aligns strongly with their strategic direction to support resident-led neighbourhood transformation as the key tool for transforming urban environments.

Wasan

During the past year, this interest has crystallised into a firm partnership of Canadian cities, local government, national foundations, and organisations.

These organisations were brought together between 15th and 18th July on Wasan island in Canada for an intensive camp aimed at developing shared understanding of the approach and its potential application in Canada, and to build firm proposals for local projects in Canadian Cities.

Wasan Camp participants	
Participants	25
Representatives from Indigenous communities	2
Representatives from city governments	6
Representatives from local organisations	8
Representatives from national foundations and organisations	2
Design facilitators	5
Representatives from Participatory City	2

Participatory Scotland

Participatory Scotland will be a partnership between Participatory City Foundation and the Corra Foundation for Scotland.

Although still in feasibility phase, the likely model will see a number of feasibility studies carried out in interested Cities and a small number of these developed into full scale participation projects with the support of a consortium of funders including the Scottish government

SUSTAINABILITY

The key driver of the sustainable participation borough is the Participation Ecosystem underpinned by a Support Platform comprising the key infrastructure and operations.

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The Every One Every Day project represents the culmination of 13 years research into the nature, potential, and feasibility of this ecosystem and platform approach to participation at scale.

The five year goal

The five year goal for Every One Every Day is to deliver transformational change to the borough of Barking and Dagenham, and complete the prototyping and evaluation of this approach at the heart of an urban community. In doing so the project will simultaneously test its ability to enable and facilitate mass resident participation and also create a new and enduring role for public, philanthropic and private sector finance and institutions wishing to fund key outcomes for the borough.

Beyond five years

This means that the intended end state is not simply the output and outcomes of mass participation in Barking and Dagenham, but also for an enduring platform for participation in the borough. At current estimates the cost of maintaining the participatory systems would be approximately £1.4 - £1.6 million per year.

Having completed the full evaluation of the prototype in 2022, the investment case for this platform will be made through its proven ability to deliver a range of outcomes sought by potential funders, and costed savings to the public purse.

The overall strategy covering the remaining years of the prototyping phase of the research is therefore to move the model and concept from strong theory and design to an evidence based methodology capable of attracting investment in Barking and Dagenham and being adapted and adopted elsewhere.

Collective Ecosystem Funding

To date the project has benefited from extraordinary support from a core group of funders throughout the research and particularly during the final prototyping phase. Their primary interest in doing so has been to bring improvements to the borough and to complete the evaluation and codification of the approach.

As it moves from research and development into an evidence-based model, the initiative will be in a position to attract a broad range of additional funders and investors on a number of new levels ranging from those looking to fund specific outcomes in the borough, those looking to support various aspects of learning and innovation in Barking and Dagenham, and those looking to fund adoption and adaptation elsewhere.

These new funders, essential to the sustainability case for the platform in Barking and Dagenham as well as of participation culture projects elsewhere, will be looking for clear evidence of the value created by the model to inform their investment decisions.

Value creation has two distinct but related investment logics that guide financial investment for this approach both in the short and long term.

The first investment logic concerns what this type of participation creates. Co-creating a sustainable neighbourhood is about the value and benefits to the people, the neighbourhood and the planet.

The second investment logic concerns what this type of participation saves. The co-creation of this sustainable neighbourhood is intended to save people from isolation, distress, illness and other hardships. This in turn saves the public purse money through the prevention of costly problems.

Public and philanthropic investments have very different priorities, and with different perceptions of the value equation between value creation and cost savings.

The measurement of what this participation creates, precedes the measurement of what money this will save, which will take more time to aggregate and measure.

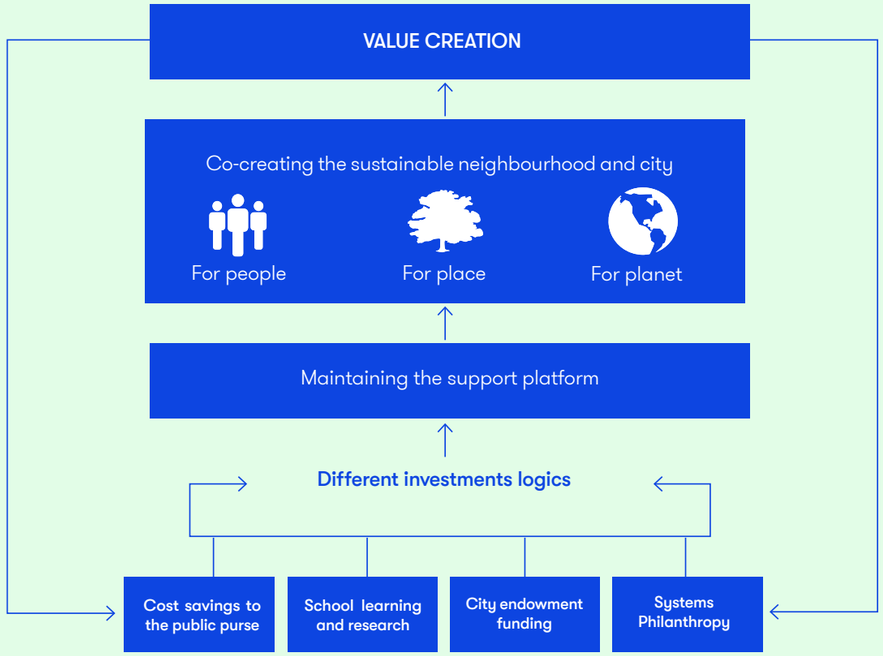
The relationship between the expansion of a participatory ecosystem generating outcomes that improves people's everyday life - and the reduction of costly problems building up, needs to be quantified and evidenced further into year 3, 4 and 5.

Where might future funding come from for Every One Every Day?

Activating potential sources of new funding on the basis of a proven model will enable current funders to reduce their funding (proportionally and in real terms) whilst maintaining or increasing the overall impact of their funding in Barking and Dagenham.

Indications to date are that there is a strong likelihood that the initiative in Barking and Dagenham will be capable of realising many of the available options for future funding.

Cost savings that could be correlated to residents participating can be calculated using the Unit Cost Database - an example shown opposite.



NATURE OF COST / BENEFIT	HOW CALCULATED	UNIT COST/ SAVING	#ACHIEVED	TOTAL COST/ SAVING	SAVINGS TO
Job Seeker's Allowance Fiscal and economic benefit from a workless claimant entering work	Per claimant per year	£14,044	20	£280,880	Work and Pensions
Alcohol misuse - estimated annual cost to the NHS of alcohol dependency, per year per dependent drinker	Per claimant per year	£2,015	10	£20,150	NHS
Average cost of service provision for adults suffering from depression and/ or anxiety disorders, per person per year - fiscal and economic costs	Per claimant per year	£4,522	30	£135,648	NHS
Child taken into care - average fiscal cost across different types of care setting, England, per year	Per year	£52,676	5	£263,380	Social care
Offender, Prison Average cost across all prisons, including central costs (costs per prisoner per annum)	Per claimant per year	£34,840	10	£348,400	Prisons
Permanent exclusion from school - fiscal and economic cost of permanent exclusion from school, per individual per effective year	Per claimant per year	£11,473	20	£229,460	Education
			TOTAL	**£1,277,918**	

DIGITAL STRATEGY

At the beginning of the initiative it was envisioned that a new platform would be designed and developed to fulfil the digital requirements.

After initial exploration and with a more detailed understanding of what is needed for the initiative, it was decided to change the digital strategy.

Instead of trying to incorporate the required functionality into a new stand alone digital platform it was decided to gain the functionality through using a suite of existing digital platforms.

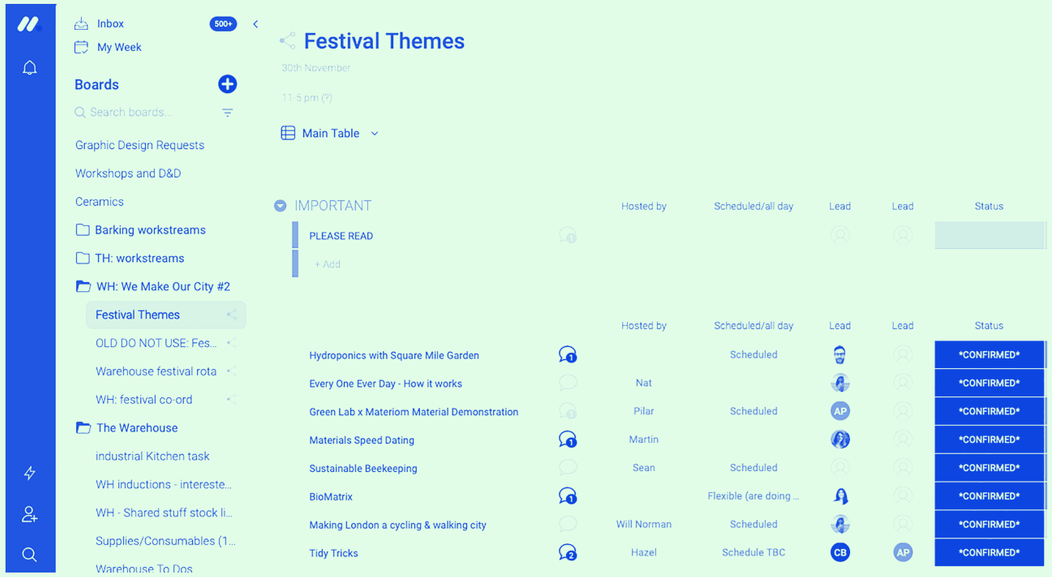
The rationale for this strategy:

A stand alone new platform could be:

- Expensive to create.
- Highly risky to develop given our financial constraints - and could result in a platform that was difficult to use.
- Would require costly updating and maintaining.

Using a suite of existing platforms would enable:

- Access to sophisticated functionality that could be linked to other digital platforms.
- Access to platforms with considerable investment in usability and which are constantly updated.
- Adding functionality as requirements emerged e.g. using Monday for co-producing more with residents.
- Merge the different digital tools for less cost and at monthly or annual renewable subscriptions that could be stopped if the functionality is no longer required.



Organising and co-production with residents though monday.com platform.

For informing and promoting

SQUARESPACE · twitter · WhatsApp · mailchimp · ISSUU

For organising and co-production

monday.com · G gl docs · Eventbrite · zapier · cobot

For designing

Adobe Creative Cloud · Inkscape

For researching

HubSpot · kumu · dedoose

COMMUNICATIONS STRATEGY

Collaborative branding

Every One Every Day, and its associated strap line 'Neighbourhoods made by everyone, for everyone" is the primary, resident-focussed identity through which all programme communications are promoted. This idea of collaborative brand is designed to ensure that all efforts are co-owned and co-produced.

Mainstreaming practical participation

The ability of the Every One Every Day platform to take root at the heart of neighbourhoods is dependent upon being able to communicate with residents in multiple, diverse and engaging ways. The participation model that is being developed is primarily about attracting talents, not targeting needs, so the Support Platform takes responsibility for making all the participation opportunities it promotes as convenient, mutually beneficial and attractive as possible. For participation to be fully inclusive barriers must be removed, or kept as low as possible, and for that to happen frequent, diverse participation opportunities, or plug-in points, are needed.

The projects are based around 'common-denominator' activities capable of appealing to any and all residents in neighbourhoods, so communications are designed on the same basis, mainstreaming neighbourhood participation and aiming to be invitational to all residents as opposed to targeted at some.

Communications are therefore shaped to and integrated with people's daily lives, and framed in an invitational, attractive and aspirational way. A range of communications methods are used, and seek to build communications into the design of many aspects of our platform.

The Every One Every Day shop fronts

Every One Every Day shops are not retail environments. They don't sell anything and are not run for the purposes of generating profit. However, the concept of a shop is helpful in terms of understanding how they operate as the primary communication vehicle for the initiative.

Firstly, just like any shop, they are openly accessible to the general public, and located in places where local people pass by during their daily lives. This means the barrier to entry into engaging with staff and other residents is kept extremely low.

Secondly, they are designed to be visually engaging with large windows which serve to intrigue and entice passers by with the highly visible activities taking place within the shop.

Thirdly, and most profoundly, the shops are located and designed to show what public infrastructure could be if it was shaped around people, rather than requiring people to shape themselves around it. The shops communicate the fundamental aims of the initiative.

Newspapers

Newspapers are an indispensable part of the communications strategy. Their primary function is to share the details of Every One Every Day activities taking place in festivals and programmes with residents within a highly localised geographical area around the shops.

Outside the programmes they have been used extensively to communicate to people within and outside Barking and Dagenham the range of activities taking place, and some of the key stories emerging from Every One Every Day's first two years.

Newspapers have been door-dropped to all households within a 20 minute walk of the location of programme activities and over the first two years approximately 210,000 copies have been distributed to residents, local businesses and organisations, and other partners. Copies are also retained for residents to pick up from the shops themselves.

The newspapers go directly to people's homes, and with 30 - 44 pages of exciting participation projects and opportunities they are helping to create a positive and optimistic narrative about residents who are working together and shaping the everyday experience of living in these neighbourhoods.

Social media

A vibrant online presence is essential, using a combination of a project website (weareeveryone.org) Twitter and Facebook to communicate with local residents and the wider world.

Up to 31 July 2019 46,000 unique visitors have visited the website (with 131,000 pages views), 2105 followers on Facebook and 1307 followers on Twitter.

Flyers, posters and other materials

Supplementing the core communications tools as described residents work with the team to produce attractive event and project posters and flyers. These are displayed in the shops as well as shared with local businesses and organisations to promote and raise the profile of Every One Every Day activities.

Films

Films are used as much as possible, with widely shared short films used to launch the initiative, introduce the Warehouse and describe Every One Every Day in its second year. Residents are also contributing to the number of films about neighbourhood projects, with the intention to facilitate and enable much more resident generated content in Year 3 and beyond.

700
Pages in report Year 1 & 2

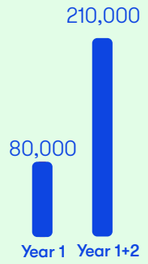
67,000
Number of words in report Year 1 & 2

8
Films

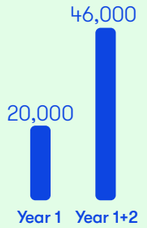
220,000
Newspaper words Year 1 & 2

9240
Images in Newspapers Year 1 & 2

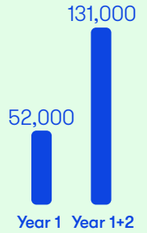
16
Newspaper Editions Year 1 & 2



Newspapers distributed



Website unique visitors



Website page views

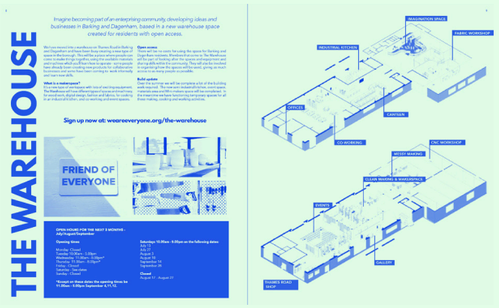
2105
Facebook Followers Year 1 & 2

WELCOME TO EVERY ONE EVERY DAY
2019 GETS BETTER AND BETTER!
How does Every One Every Day work?
What is Every One Every Day all about?
WHERE CAN YOU FIND YOUR EVERY ONE EVERY DAY SHOP?
THINGS TO DO AT EVERY ONE EVERY DAY

MEET THE NEIGHBOURHOOD TEAM
55 Ripple Road, IG11 7NT
The Warehouse - 47 Thames Road, IG11 0HQ
116 Church Elm Lane, RM10 9BL
Warehouse Manager
Co-Production Lab
Collaborative Business Programme
5 Porters Avenue, RM9 5YS
About us
Contact Us
How to get involved

BIG EVENTS THIS SUMMER
PARK WEEK
FOOD DAY
SUMMER CAMP
MAKE WHAT YOU WEAR
EVERYDAY TRAINING
OPEN PROJECT NIGHT
GARDENING WILL SAVE THE WORLD

GARDENING WILL SAVE THE WORLD
IKEA designed a beautiful garden for Chelsea Flower Show to highlight the potential of urban farming. You are invited to help reconstruct it at the Warehouse in Barking over the Summer!
Bring your ideas and skills to re-creating the garden!
THINGS TO GET INVOLVED IN
DATES
DAILY SCHEDULE
Join us for a magical outdoor Celebration Pot Luck Supper on the 16 August


THE WAREHOUSE
Imagine becoming part of an enterprising community developing ideas and businesses in Barking and Dagenham, based in a new warehouse space created for residents with open access.
Sign up now at: weareeveryone.org/the-warehouse
FRIEND OF EVERYONE
OPENS HOUSE FOR THE NEXT 3 MONTHS -
Opening times
Saturday 10.00am - 5.00pm on the following dates
Sunday 10.00am - 5.00pm
RECEPTION
PRINTSHOP
CO-WORKING
TEXTILE WORKSHOP
WOOD WORKING
METAL WORKSHOP
IKEA PAINTING & MAKERSPACE
WORKS
STORAGE
THAMES ROAD entrance

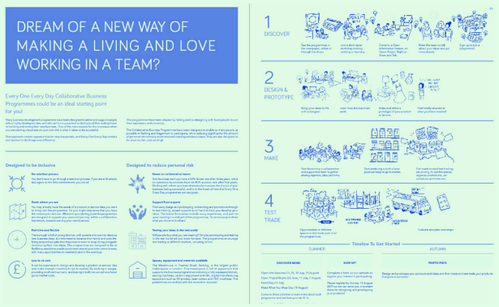
EVERY DAY TRAINING
MEET THE MACHINES
ACCREDITED TRAINING
WAREHOUSE MEMBERSHIP INDUCTION
DIGITAL
MEET THE MATERIALS
MEET THE KITCHEN

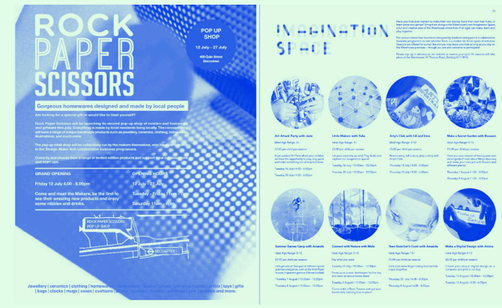
Open project night
First Aid
Fire Safety
Food Hygiene
BECOME A MEMBER
Open Project Night #1
Open Project Night #2
Open Project Night #3

10 AUG
11am - 4pm
MAKE WHAT YOU WEAR
47 THAMES ROAD

MAKE WHAT YOU WEAR
OPEN SOURCE
UPCYCLED
NATURAL
BEAUTIFUL
RECYCLED
PLANET FRIENDLY
BUSINESS
DEPRIVED

COOK, SHARE, GROW, CONNECT
CALLING ALL COOKS, BAKERS, GROWERS AND ASPIRING TRADERS!
STARTING A FOOD BUSINESS
COOKING
BEES & CHICKENS
GROWING
RECYCLING


DREAM OF A NEW WAY OF MAKING A LIVING AND LOVE WORKING IN A TEAM?
Every One Every Day Collaborative Business Programmes could be an ideal starting point for you!
Designed to be inclusive
Designed to reduce personal risk
1 DISCOVER
2 DESIGN & PROTOTYPE
3 MAKE
4 TEST & TRADE
Timeline To Get Started


ROCK PAPER SCISSORS
POP UP SHOP
Gorgeous homewares designed and made by local people
Jewellery | ceramics | clothing | homewares | accessories | prints | toys | gifts | bags | clocks | mugs | vases | cushions
INVENTION SPACE

PROGRAMME

PROGRAMME

SUMMER CAMP
Building with Cogenhoe is full of exciting flexible activities for children to get involved in. Each week will have activities for the theme, but children can also choose what they want to do from the activities on offer. Activities will be led by our Cogenhoe staff team and will be a mixture of indoor and outdoor activities, depending on the weather.

LONDON NATIONAL PARK CITY*
*London's largest free celebration of outdoor spaces aimed at people of all ages!

Bring a dish. Share together. Meet new people.
PLAY STREET

CEREAL BAR
circuits 101

LISTENING BARBER
Every Tuesday 12.00 - 3.00pm
92 Wood Lane, HA4 5SL

TRADE SCHOOL

THE WHITE HOUSE TRADE SCHOOL
TEEN TRADE SCHOOL

OTHER PROJECTS
PLANT LIBRARY
WE MAKE OUR CITY
LIGHTROOM
MINI LEARNERS
TEA & TOAST
SATURDAY HACKS
OTHER EVENTS
ROAD CLOSURE'S

PRESS AND AWARDS

NESTA New Radicals 2018

Every two years Nesta and the Observer put out a call for nominations and entries for individuals, organisations and initiatives from around the UK developing creative ways of tackling society's biggest challenges. The New Radicals Award is given to 50 radical thinking individuals and organisations changing the UK for the better.

The list is intended as an antidote to the many rankings of the rich, powerful and famous so often presented in the media. It highlights and supports the people working tirelessly to shape our world for the better, and bring them together to learn from each other.

Participatory City Foundation was named as one of Nesta's New Radicals 2018.

This prestigious award recognises radical and innovative organisations who are improving lives in the UK.

The award ceremony took place in September 2018 and was presented by actor and anti-poverty activist Michael Sheen.

Barking and Dagenham scheme Every One Every Day recognised in top 50 New Radicals List of innovative community projects

PUBLISHED: 19:00 17 September 2018 | Rhiannon Long

Projects kickstarted by Every One Every Day include community singing sessions, cookery workshops and lessons on how to care for chickens. Picture: LBBD

A skill sharing project in Barking and Dagenham has been named in a top 50 list of schemes which are tackling society's challenges.

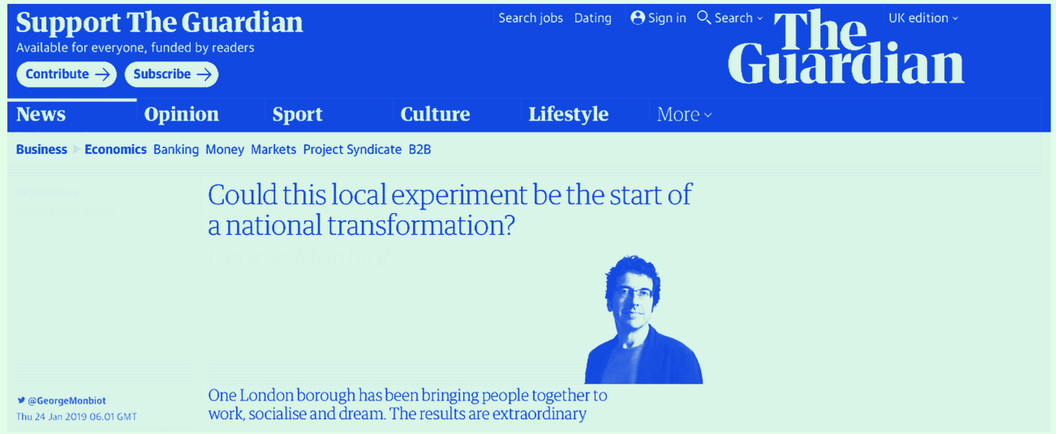
Innovation in Politics Award 2018

The Innovation in Politics Award, Community category, was awarded to Councillor Darren Rodwell and Councillor Saira Ashraf (Leader and Deputy Leader of Barking and Dagenham Council respectively) for their work with Every One Every Day. The award, given by the Innovation in Politics Institute in Vienna, recognises and supports politicians who have shown the courage to break new ground, who are creative and achieve real results – regardless of party affiliation and regional level, and based on our European values: social balance, democracy and human rights. This was the only award for a UK based project.

The decision is made by a jury of 1000 European citizens.

Cllr Ashraf and Saira Awan from the Every One Every Day team are pictured below receiving the award at a ceremony in Vienna in November 2018.

THE INNOVATION IN POLITICS INSTITUTE



If there is hope, it lies here, in the most deprived borough in London. Barking and Dagenham has shocking levels of unemployment, homelessness, teenage pregnancy, domestic violence and early death. Until 2010, it was the main stronghold of the British National party. Its population turns over at astonishing speed: every year, about 8% of residents move out. But over the past year it has started to become known for something else: as a global leader in taking back control.

Since the second world war, councils and national governments have sought to change people's lives from the top down. Their efforts, during the first 30 years of this period at least, were highly effective, creating public services, public housing and a social safety net that radically improved people's lives.

But they had the unintended consequence of reducing our sense of agency, our social skills and mutual aid. Now, in the age of austerity, state support has been withdrawn, leaving many people with the worst of both worlds: neither the top-down protection of government nor the bottom-up resilience of the community it replaced. I believe we still need strong state support and well-financed public services. But this is not enough. The best antidote to the rising tide of demagoguery and reaction is a politics of belonging based on strong and confident local communities.

Those who study community life talk about two kinds of social network: bonding and bridging. Bonding networks are those created within homogeneous groups. While they can overcome social isolation, they can also foster suspicion and prejudice, while limiting opportunities for change. Bridging networks bring people from different groups together. Research suggests that they can reduce crime and unemployment and, by enhancing community voices, improve the quality of government.

There's a programme to turn boring patches of grass into community gardens, play corners and outdoor learning centres
After routing the BNP, which had taken 12 of 51 seats in 2006, Labour councillors in Barking and Dagenham saw that it wasn't enough to target people's needs and deliver isolated services. They wanted to move from paternalism to participation. But how?

Just as the council began looking for ideas, the Participatory City Foundation, led by the inspiring Tessy Britton, approached it with a plan for an entirely different system, developed after nine years of research into how bridging networks form. Nothing like it had been attempted by a borough before. The council realised it was taking a risk. But it helped to fund a £7m, five-year experiment, called Every One, Every Day.

Researching successful community projects across the world, the foundation discovered a set of common principles. Typically, they demand little time or commitment from local people, and no financial cost. They are close to people's homes, open to everyone, and designed to attract talent rather than to meet particular needs. They set up physical and visible infrastructure. And rather than emphasising novelty – the downfall of many well-intentioned schemes – they foster simple projects that immediately improve people's lives. The foundation realised that a large part of the budget would need to be devoted to evaluation, to allow the plan to adapt almost instantly to residents' enthusiasm.

They launched Every One, Every Day in November 2017, opening two shops (the first of five) on high streets in Barking and Dagenham. The shops don't sell anything but are places where people meet, discuss ideas and launch projects. The scheme has also started opening "maker spaces", equipped with laser cutters and other tools, sewing machines and working kitchens. These kinds of spaces are usually occupied by middle-class men but, so far, 90% of the participants here are women. The reason for the difference is simple: almost immediately, some of the residents drew a line on the floor, turning part of the space into an informal creche, where women take turns looking after the children. In doing so, they overcame one of the biggest barriers to new businesses and projects: affordable childcare.

I visited the old printers' warehouse in Thames Road, Barking, that the scheme is turning into a gigantic new workshop where people can start collaborative businesses in areas as diverse as food, clothing and renewable energy (it will be launched with a festival on 16 March). Already, the experiment has catalysed a remarkable number of projects set up spontaneously by residents.
There are welcoming committees for new arrivals to the street, community potluck meals, cooking sessions and street lunches. There's a programme to turn boring patches of grass into community gardens, play corners and outdoor learning centres. There's a bee school and a chicken school (teaching urban animal husbandry), sewing and knitting sessions, places for freelance workers to meet and collaborate, computing and coding workshops, storytelling for children, singing sessions and a games cafe. A local football coach has started training people in the streets. There's a film studio and a DIY film festival too, tuition for spoken-word poets and a scheme for shutting streets to traffic so children can play after school. Local people have leapt on the opportunities the new system has created.

Talking to residents involved in these projects, I kept hearing the same theme: "I hated this place and wanted to move out. But now I want to stay." A woman in Barking told me that "getting out and socialising is very hard when you're unemployed", but the local shop has "massively improved my social life". Now her grandad and mum, who were also isolated, come in as well. Another explained that, before the community shop opened in Dagenham, all her friends were in other boroughs and she felt afraid of local people, especially "the young hoodies". Now she has local friends with origins all over the world: "I no longer feel intimidated by the young guys round here, because I know them … It's been the best year of my adult life." Another, a black woman who had lived in fear of the BNP's resurgence, told me: "This is hope at last. Hope for my generation. Hope for my grandchildren."

There's a long way to go. Four thousand of the borough's 200,000 people have participated so far. But the rate of growth suggests it is likely to be transformative. The council told me the programme had the potential to reduce demand for social services as people's mental and physical health improves. Partly as a result, other boroughs and other cities are taking an interest in this remarkable experiment.

Perhaps it's not the whole answer to our many troubles. But it looks to me like a bright light in a darkening world.

• George Monbiot is a Guardian columnist

GOVERNANCE

Participatory City Foundation is a registered charitable foundation, established for the sole purpose of creating the Every One Every Day initiative, and with charitable objectives matching its aims; Participatory City Foundation needed to become a registered charity for receiving funding and replicates traditional institutional and funding arrangements common to the charity model. This includes philanthropic finance and governance support from a dedicated and skilled Trustee Board.

Funding an ecosystem

The Every One Every Day partnership brings together five very different organisations, and with the exception of Greater London Authority who are match funding The Warehouse, each is funding the initiative in its entirety rather than a specific element of it, or specific single initiatives.

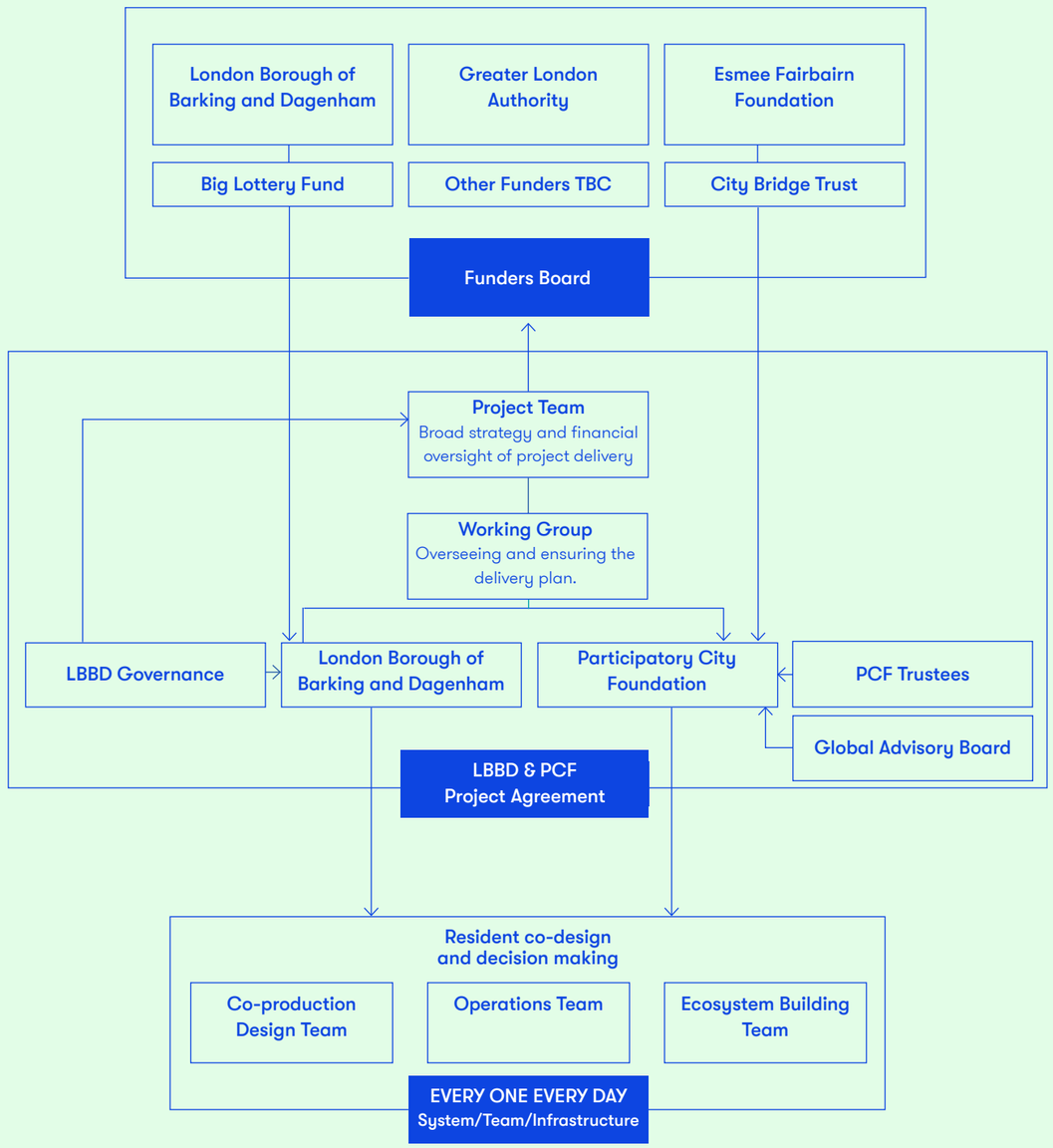
This represents an essential collaborative funding structure that is enabling the creation of an ecosystem of projects and outcomes. Furthermore, the funders have agreed to a common set of reporting metrics and timescales - in some cases departing from their core processes in order to do so.

A deep and practical partnership with LBBD Council

At the heart of Every One Every Day lies a unique relationship with the Local Council who are both funder and delivery partner to the project. In practice this means that strategic discussions which take place at the Project Team and Funders Board are rooted in a clear and shared understanding of the practicalities of delivery and implementation challenges and opportunities are addressed collaboratively in weekly, monthly and quarterly governance meetings. The relationship is grounded in a detailed Project Agreement.

What body	Who attends	When	Role
PCF Trustee Board	7 PCF Trustees and PCF staff	Quarterly	• Overall oversight of PCF as an organisation including scrutiny of finances, adherence to charitable objectives, organisational procedures and policies. • Initial approval of key programme outputs.
Every One Every Day Project Working Group	PCF staff and LBBD Participation and Engagement Team	Bi-weekly, monthly	• Review project finances and project progress. • Shape agenda items for each forthcoming governance cycle. • Identify bottlenecks that prevent practical participation from happening on the ground and possible action. • Help develop relationships and grow local networks.
Project Team	Chaired PFC CEO, LBBD Cabinet Deputy Leader, Council officials, PCF staff	Quarterly	• Ensure Council oversight and approval of project activities. • Monitor and oversee project expenditure. • Identify local strategic and practical opportunities. • Help to shape Every One Every Day implementation strategy.
Funders Board	Chaired by LBBD Deputy Chief Executive, representatives from the five funders, LBBD staff, PCF staff	Quarterly	• Monitor programme progress and outcomes. • Approve key programme outputs. • Approve forthcoming funding draw down.
Global Advisory	Practitioners, specialists and thought leaders in sustainability and participation across the globe	When required	• Advise on implementation of Every One Every Day. • Communicate Every One Every Day to a global community of practitioners, commissioners and potential partners.

Governance Structure



FINANCE OVERVIEW

The financial context at Every One Every Day

At the end of its second year the budget for Every One Every Day is forecast at £7.4 million. An increase of £200,000 compared with the projection at the end of Year 1. This reflects the revisions to the neighbourhood staffing structure estimated as necessary to achieve full scale. Of this total, £6,550,000 has been secured, including successful fund-raising during Year 2 of £2.6 million. The remaining £750,000 is to be secured through the Cities Programme during years three to five. In addition to the core Every One Every Day grant, a further £850,000 capital grant from the GLA has been secured to finance the construction of the Warehouse.

Cash flow and draw down

Every One Every Day has a strong financial basis for its operations, and is in a good position to respond flexibly to the changing requirements of the project as well as to absorb unforeseen cash-flow challenges during the remainder of the project. The funders board have agreed to continue the current system through which the project claims in advance for the forthcoming quarter's activities.

As shown in the comparison between the proportionate spend from Year 1 to Year 2, there has been a small increase in the proportion of project spending on infrastructure and operations during Year 2. This is accounted for by the additional operational complexity of the platform at larger scale, and the launch within Year 2 of the business programme and Warehouse operation.

In Year 3 and onwards, there will be a requirement for new categories within the budget to enable the Warehouse, the business programme and cross-borough projects to be managed as separate cost centres. There will also be new mechanisms introduced to enable more delegation and decentralisation of budgets where appropriate to facilitate the neighbourhood operations.

How finances are managed

For the first two years finances have been structured to enable clear management on the basis of the core distinction between infrastructure and team.

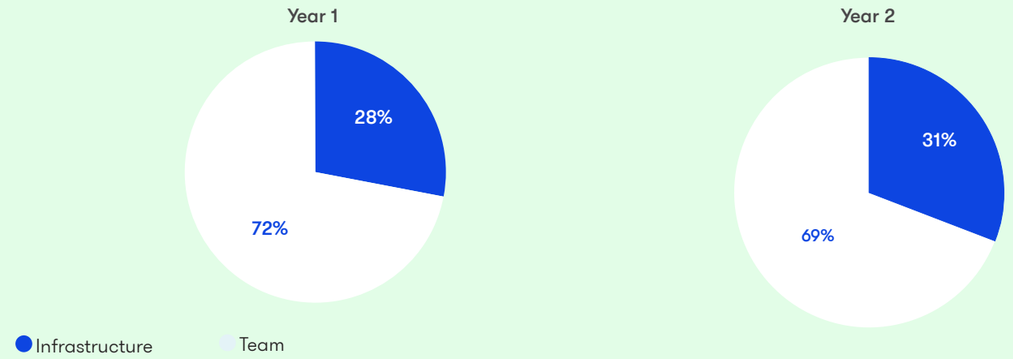
Infrastructure - Infrastructure costs encompass all structural expenditure associated with the Every One Every Day Support Platform, from shop leases, fit-out and maintenance to software subscriptions and communications.

Team - Team costs comprise all aspects of staff costs and divides into Operations Team and Ecosystem Building Team.

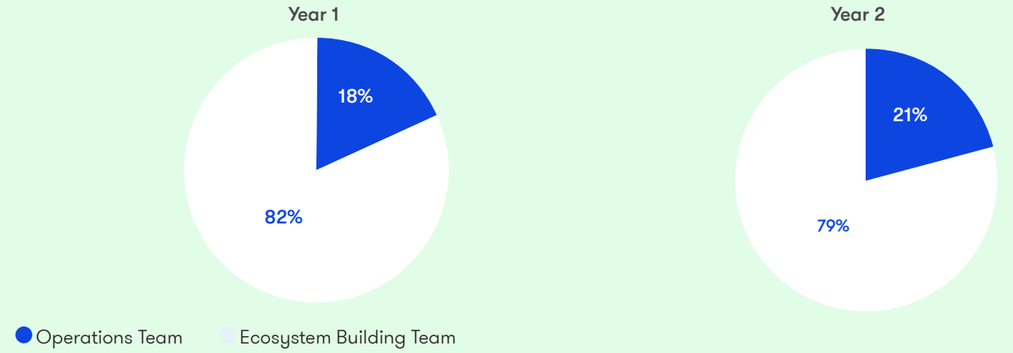
Funders	Year 1	Year 2	Year 3	Year 4	Year 5	Total
London Borough of Barking and Dagenham	£300,000	£300,000	£300,000	£300,000	£300,000	£1.500,000
Esmee Fairbairn Foundation	£400,000	£400,000	£100,000	£50,000	£50,000	£1,000,000
National Lottery Community Fund	£500,000	£500,000	£700,000	£500,000	£300,000	£2,500,000
City Bridge Trust	£225,000	£225,000	£250,000	£200,000		£900,000
Greater London Authority		£400,000	£450,000			£850,000
Other Confirmed Funding			£310,000	£175,000	£165,000	£650,000
Total Confirmed Funding	£1,425,000	£1,825,000	£2,110,000	£1,225,000	£815,000v	£7,400,000
Additional Funding/Revenue (to be secured)			£30,000	£330,000	£400,000	£760,000

BUDGET BREAKDOWNS FOR YEAR 2

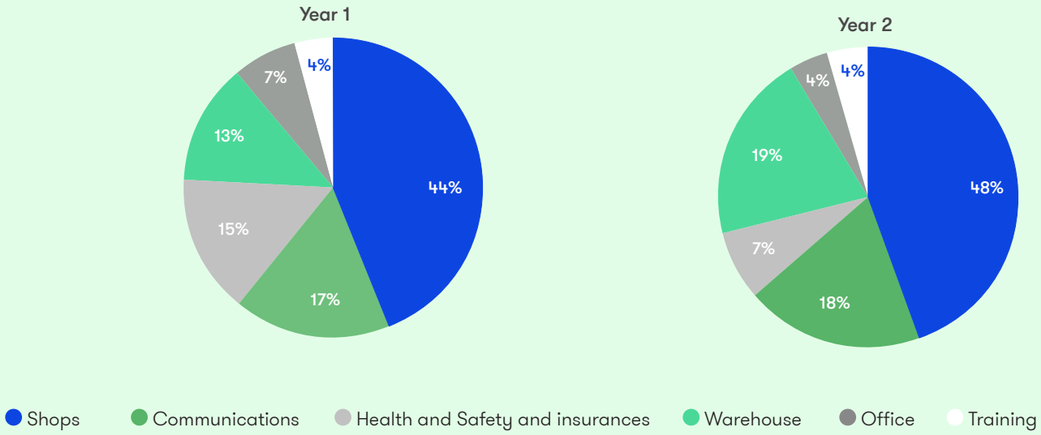
Overall breakdown



Team breakdown



Infrastructure breakdown



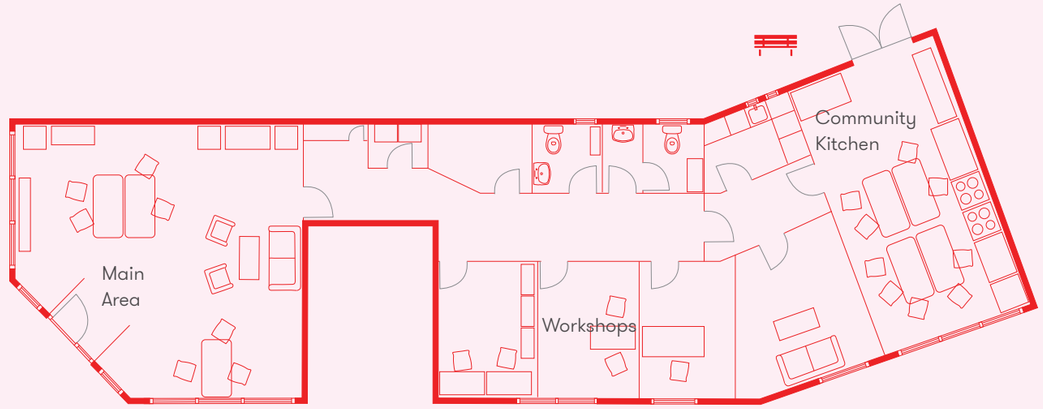
SHOP 1
RIPPLE ROAD
BARKING

The shop on Ripple Road is approximately 250 square meters, placed directly on a high street in Barking. It is located close to local businesses, such as clothes shops and grocery stores, and across the street from a Lidl and a Tesco's supermarket. It is also close to the Barking Market, which hosts a variety of traders, and takes place from 9 am to 5 pm, everyday apart from Wednesdays and Sundays.

The shop has a large corner facade with a bus stop directly in front that allows for high visibility of the shop. The space used to be a Citizens Advice Bureau that moved over a year previously to the Barking Learning Centre across the street, however people still visit the old location.

The shop opened at the end of November 2017. An initial fit out was completed in preparation for opening to make the space feel welcoming to residents, with graphics on the windows and bright furniture. In preparation for the Spring Programme in early March, a spacious back room was fitted into a freestanding community kitchen, which has been used for residents to cook together and share meals. Another room has started developing into a Pop-up Workshop with tools that were donated by a local resident. The Youth Offending Team and a small group of residents have also significantly contributed in the ongoing spatial changes of the shop over time.

During the run up to Christmas 2018 the shop was converted into a pop-up retail space for products developed as part of the initial Design Make Sell business programme.



250
Square Meters

10
Number of Rooms

Office Space

Main Area

1
Number of Floors

Workshop

Kitchen

Outside Seating Area

Support Platform

SHOP 2 CHURCH ELM LANE, DAGENHAM

The shop on Church Elm Lane is about 150 square meters that extends over three floors. It is located on a residential area, on a small parade local shops and businesses.

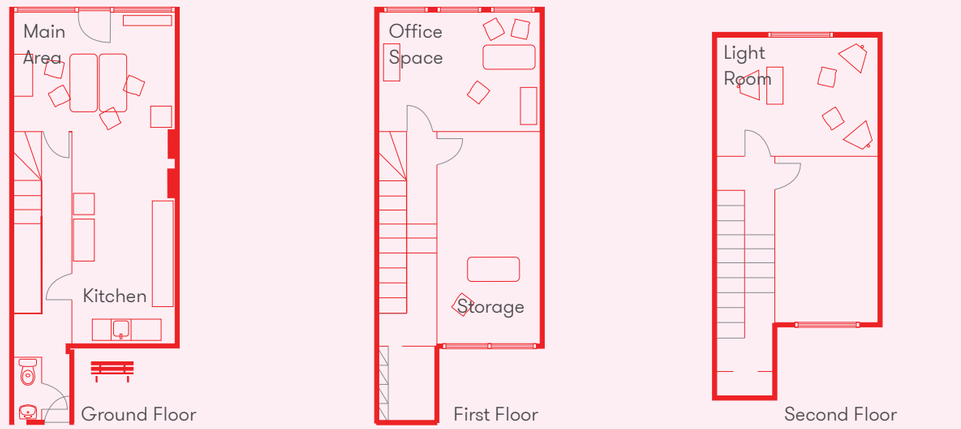
It is a 5-minute walk away from the commercial corridor of the Heathway, where the train station and the Dagenham Library are located. The shop has large windows, which allows people to see activity inside. The ground floor has an open plan layout, with a main shop area including a small kitchen.

At the back of the shop there is a small WC and the stairs going to the upper floors. The first floor has a office area and storage, and the second floor has a photography room created by residents as part of the Light Room project.

The shop opened at the end of November 2017 at the same time as the Barking shop, and a fit out was completed of the ground floor area. A freestanding kitchen was installed and it's been in use constantly since then.

The shop has a small garden at the rear of the property which has become highly valued by participating residents as the location for gardening projects.

During 2018 residents built and installed a chicken coop in the garden which is now home to 6 community chickens.



150
Square Meters

8
Number of Rooms

3
Number of Floors

Office Space

Main Area

Light Room

Garden

Support Platform

SHOP 3
MARTINS CORNER

The Martin's Corner shop is s located on the intersection of three major roads through the centre of the borough and sits within a cluster of small shops and cafes.

It is very close to a number of other key local organisations including Kingsley Hall, Community Resources and Lifeline.

It is also well situated in relation to a number of schools including secondary schools enabling a number of exciting opportunities for engaging with local young people.

The property is leased from a private landlord and was formerly a mini-supermarket.

The shop officially opened to residents in November 2018 following an initial fit out in keeping with the design of other Every One Every Day spaces.

The shop is a space of approximately 60 square metres over a single floor. It comprises an open shop front with broad glass panels enabling passers by to see clearly into the shop.

The fit out has included the installation of comfortable furniture as well as work tables chairs and notice boards.

The back of the shop has been separated from the main space by the installation of a partition wall and converted into a small kitchen with microwave and washing up facilities. A toilet was also installed.

85
Square Meters

4
Number of Rooms

Kitchen

Main Area

1
Number of Floors

Support Platform

THE WAREHOUSE

Support Platform

THE WAREHOUSE

The Every One Every Day Warehouse is a 3,300 m2 makerspace and co-working space located in Thames ward. As an integral part of the Participation Platform, the Warehouse launched to the public in March 2019.

The Warehouse contains a range of tools, spaces, machinery and learning opportunities which are openly accessible to local residents in Barking and Dagenham.

For local residents, it completes a learning and development pathway that connects the earliest interest, through participation or initiating a neighbourhood project, to business development.

The Warehouse creates further opportunities to prototype products and test ideas which can potentially become the basis of new collaborative businesses in Barking and Dagenham.

Promoting a circular economy

Match funded by the Mayor of London's Good Growth Fund, the Warehouse brings together a number of innovative models for creating inclusive and sustainable local development.

The business programme (see pages 120 - 129) is specifically adapted to the principles of the circular economy, developing hybrid business models that promote co-ownership and social benefit.

Warehouse as public infrastructure

Shared maker-spaces operating on a membership basis are a well-established model with numerous examples across London, the UK and internationally. In contrast to these models (which research demonstrates have tended to disproportionately support middle class men) the Every One Every Day Warehouse is designed to be open access for all residents of the borough on a model much more akin to that of public amenities such as libraries and parks. As a public infrastructure, the Every One Every Day Warehouse will differ from the typical membership model in a number of important respects.

Open Access

All residents in the borough are able to access the opportunities in the warehouse without having to pay to do so. Every One Every Day Warehouse members will instead be asked to contribute in other ways to the running of the Warehouse, by giving time to support the running of the space, and sharing skills, learning and resources.

Sustainability model

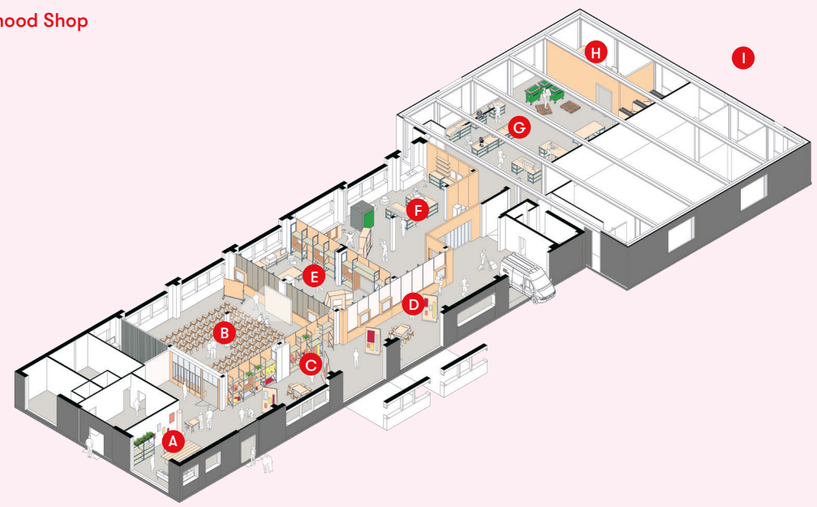
Like other public infrastructure, it is envisaged that The Warehouse will be sustained through public investment. In this instance it will be developing an outcomes-based financial model becoming a core part of the public commons, delivering a wide range of social outcomes as part of the Participatory Platform. These outcomes will primarily be improvements to people's everyday life experience, and as a knock on to that it will also generate savings to the public purse which can then be reinvested back into the platform. Such sustained, long-term investment will ensure that it remains a genuinely public infrastructure, and that local people can continue to access it openly.

Co-producing the Every One Every Day Warehouse with local residents

The Every One Every Day Warehouse belongs to the people of Barking and Dagenham, and has been co-designed and co-produced with them.

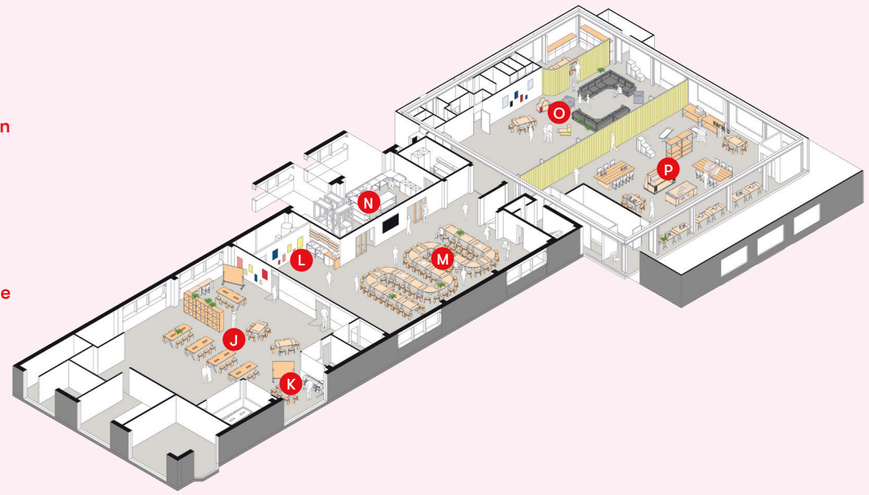
The Warehouse is scheduled for full completion by the start of the autumn programme 2019.

- A Thames Neighbourhood Shop
- B Learning Lab
- C Gallery 1
- D Gallery 2
- E Digital Making
- F Ceramics Studio
- G Wood Workshop
- H CNC Workshop
- I Urban Garden



GROUND FLOOR

- J Co-working
- K Digital Studio
- L Everyone's Kitchen
- M Canteen
- N Industrial Kitchen
- O Mini Makers Space
- P Fabric Workshop



FIRST FLOOR

THE WAREHOUSE IN OPERATION

Creating London's first open access Maker Space Warehouse has meant designing solutions to a number of seemingly intractable problems; how to ensure that the space is co-produced between residents and Every One Every Day staff, without it falling into traditional service delivery patterns; how to ensure accessibility for all, whilst ensuring that specialist and potentially dangerous machines are only operated by those who know how to do so; how to ensure fair and equitable access to machines, spaces and materials.

In co-designing the operating principles with residents Every One Every Day has developed solutions to these challenges.

Collaboration and participatory culture

Participatory culture envisages inclusive public amenities at the heart of neighbourhoods shaped through a fundamental collaboration between residents and the Participation Platform.

This entails a different relationship to these amenities on the part of residents in which they are invited to co-own, shape, co-design and co-produce them in partnership with the platform.

In practice this means that the Warehouse concept has been developed with the aim of maximising opportunities for residents to take ownership, influence, and make decisions over what happens within it. This can be seen in the design of the spaces, the materials and machinery purchased, and in the access procedures.

For warehouse members it means adopting and promoting a culture in which there is joint responsibility for the upkeep of the Warehouse, including keeping the spaces clean and tidy, washing up, and loading and unloading the dishwasher.

Materials and other Warehouse resources

The Warehouse aims to ensure that residents have the materials they need to develop their project ideas.

However, Warehouse resources are finite, and in practice a careful balance will need to be struck to ensure that resource intensive projects do not cause other projects to become impossible due to lack of required materials.

The eventual system will likely involve a notional allocation of resources to each warehouse member, which will be linked to their profile and varied according to the spaces and projects they are interested in using.

During the initial phases of the Warehouse access to resources has not caused any major challenges. The system will be developed in full during Year 3.

Accessing Warehouse resources

The Warehouse is accessible to members between the hours of 8am to 10pm. Within this, spaces and times are reserved for different types of activity and Warehouse membership. For example, organisational members have specific slots set aside during which they are able to book spaces separately from business programme slots or general participation activities.

Similarly, during typical 'out of hours' slots (generally between 6pm and 10pm) the Warehouse is only accessible by those with 'Warehouse Key Holder' status, who have been trained in all aspects of operating the building safely.

Participatory City has developed an online booking system for Warehouse resources. Currently this only includes space bookings, but during Year 3 will be expanded to include all spaces, machines and platform assets available to residents.

Induction and safety

The Warehouse contains machinery, spaces, and materials which sit on a spectrum of risk from the wholly innocuous, to specialist equipment which if misused could be potentially very harmful.

In the completed Warehouse access to all spaces and machines will be controlled via a fob system linked to the member profile on the Every One Every Day database which will unlock spaces and machines as residents complete necessary training.

As a consequence, careful design work has gone into the creation of an induction structure which builds an ongoing programme of training and learning for residents whilst ensuring that access to spaces and overall responsibilities is contingent upon the completion of necessary training.

In order to ensure that this system is developmental and enabling rather than restrictive, all members (and thus all residents) have access to a rolling programme of training and induction opportunities which allow them to shape their access and use of the Warehouse to their own learning aims and project ideas.

Access to each area has a combination of accredited training expectations for fire, first aid, health and safety and food hygiene.

LEVEL	MEMBERSHIP	INDUCTION	ACCESS	RESPONSIBILITIES
LEVEL 5	Warehouse key holder	Warehouse 2 induction + space and machine induction training + Advanced accredited training for fire and first aid.	Participate and host in all scheduled session and pop into the neighbourhood shop. Plus use Co-working, Canteen, Everyone's Kitchen, Mini-makers, Digital Studio and Shop space independently. Plus use other spaces and machines independently in line with induction and accredited training. 8am - 10pm Monday to Saturday	Participant collaboration etiquette and safe and healthy use of the individual spaces and machines + safety of Warehouse and occupants.
LEVEL 4	Space & machine fob holder	Space and machine induction training + Accredited training for fire, first aid and food hygiene.	Participate and host in all scheduled session and pop into the neighbourhood shop. Plus use Co-working, Canteen, Everyone's Kitchen, Mini-makers, Digital Studio and Shop space independently. Plus use other spaces and machines independently in line with induction and accredited training. Public Opening Hours.	Participant collaboration etiquette + healthy and safe use of the spaces and machines.
LEVEL 3	Member of The Warehouse	Warehouse 1 induction.	Participate and host in all scheduled session and pop into the neighbourhood shop. Plus use Co-working, Canteen, Everyone's Kitchen, Mini-makers, Digital Studio and Shop space independently. Public Opening Hours.	Participant collaboration etiquette + healthy and safe use of the space.
LEVEL 2	Member of Every One Every Day	Sign up.	Participate and host in all scheduled session and pop into the neighbourhood shop. Public Opening Hours.	Collaboration etiquette.
LEVEL 1	Participant	No induction necessary.	Participate and host in all scheduled session and pop into the neighbourhood shop. Public Opening Hours.	Collaboration etiquette.

WAREHOUSE - GROUND FLOOR

A SHOP 4 THAMES ROAD

The amount of space available within the Warehouse has enabled the allocation of the immediate entry space as the designated shop for Thames area.

The intention is that all visitors to the Warehouse are welcomed and invited into the space as they would be in any other Every One Every Day shop.

As a consequence the space has been developed in keeping with the design attributes of the other neighbourhood shops with a large work table and chairs alongside more comfortable furniture to encourage people to spend time in the space comfortably.

The space was opened to residents during the Warehouse launch festival in March 2019 with a neighbourhood team being based in this shops since May.

In addition to the shop space, the platform has invested in an activity bus which will enable the team to take the shop to other parts of the local neighbourhood and the borough more widely. This will be a key part of the work during Year 3.

B LEARNING LAB

The Learning Lab is a 120 person capacity workshop space and lecture theatre which will be equipped with excellent audio and projection facilities.

Due to its location on the ground floor along with much of the noisiest machinery, the partitions are insulated to provide effective sound-proofing, enabling the workshop to be used whilst other making activities re taking place on the ground floor.

The space is intended as the key site for community workshops, Warehouse inductions and learning events. It will also be used to deliver elements of the business programme

The data below refers to Learning Lab events which have taken place across this space prior to completion.

Scheduled to open September 2019.

20 Chairs
4 Tables
4 Shelves
1 Whiteboard
6 Design Installations
1 Bus
10m Festoon Lights
1 Kettle
Unlimited Tea
5 Plants

100 Chairs
6 Round Tables
4 Tables
3 Whiteboards
1 Large Screen
2 Sinks
1 Dishwasher
1 Washing Machine
1 Fridge
100 Plates

WAREHOUSE - GROUND FLOOR

C D GALLERIES 1 AND 2

The gallery running along half the length of the ground floor of the Warehouse and is what residents and visitors experience will see upon entry into the building.

The gallery is designed as a place to showcase resident products and host inspirational installations as part of Warehouse events and the business programme.

The gallery is divided into two halves. The first comprising deep display shelving for resident products and the second a flat wall space for art work, design features and signage.

The gallery is also wide enough to include table-based displays and seating.

180 Square metres of functional space

E DIGITAL MAKING

The Learning Lab is a 120 person capacity workshop space and lecture theatre which will be equipped with excellent audio and projection facilities.

Due to its location on the ground floor along with much of the noisiest machinery, the partitions are insulated to provide effective sound-proofing, enabling the workshop to be used whilst other making activities re taking place on the ground floor.

The space is intended as the key site for community workshops, Warehouse inductions and learning events. It will also be used to deliver elements of the business programme

At the 31st July 2019 the workshop remains incomplete with Learning Lab activities taking place in the co-working space. The data below refers to Learning Lab events which have taken place across the Warehouse.

70 Square metres of functional space

10+ Residents inducted into the space

25 Digital workshop events

200+ Products made

1 Laser Cutter

1 3D Printer

2 Vacuum Formers

350+ Tools

6 Workbenches

WAREHOUSE - GROUND FLOOR

F CERAMICS STUDIO

The concept of the ceramics workshop emerged from resident ideas for ceramics-related projects and businesses.

The workshop is equipped with two pottery wheels and a front loading kiln as well as ample work surfaces, and washing equipment.

The ceramics space is located in within the messy making space and access is therefore controlled via fob, and will be open to those who have accessed the training and induction necessary to operate the space safely.

At the time of publication the Ceramics space was fully complete and the space has already hosted demonstration projects as part of the Warehouse launch and summer programme. .

G H WOOD & CNC WORKSHOP

The messy making area contains all the main wood working tools including tools for large scale wood cutting.

It is the site for much of the larger scale product making, and through the CNC cutter, has the capability to support mass furniture production and other carpentry opportunities.

Given the potentially dangerous tools within it, the messy making workshop will be accessible via fob and only to those trained in (or accompanied by those trained in) the use of the machines in question and the safe operation of the space.

The messy making workshop has been used to fabricate the Warehouse partitions and therefore has been only limitedly available to residents during Year 2.

CNC is due to be ready for use in October 2019.

57 Square metres of functional space

20+ Residents inducted into the space

10+ Ceramic Workshop events

120+ Products Made

300 Square metres of functional space

40+ Residents inducted into the space

45+ Learning Lab events

80 Products made

2 Pottery Wheels

1 Kiln

5 Drying Shelves

1 Sink

6 Work Tables

120 Shaping Tools

50 Sponges

12 Jugs

12 Cheese Wires

25 Glazes

1 Mitre Saw

2 Circular Saws

3 Sanders

1 Router

4 Wood Planers

50+ Tools

6 Worktables

1 Tool Trolley

35 Safety Equipment

1 CNC Cutter

WAREHOUSE - GROUND FLOOR

I GARDEN

The urban garden is a key component of the Warehouse, and is the location for all manner of growing and greening projects.

During Year 2 the garden benefited from a unique donation from Ikea, whose Gardening will Save the World installation at Chelsea Flower show designed by Tom Dixon, was dismantled, transported across London and is in the process of being reconstructed at the back of the Warehouse along with 4000 plants, trees and shrubs.

In addition to the plants themselves the garden is equipped with a range of gardening and growing equipment.

Access to the garden is open to all Warehouse members.

1 IKEA Installation
8 Trees
30 Shrubs
4 Raised Beds
45 Planters
2 Water Timers
3 Garden Tables
4 Wheelbarrows
40m Festoon Lights
2 Wood Burners

WAREHOUSE - FIRST FLOOR

J CO-WORKING

The co-working space is a flexible, accessible workspace for residents, local organisations and Every One Every Day staff members.

The space comprises four bookable rooms, as well as a large communal working space.

Those using the space have free access to wifi, as well as to a number of computer terminals, presentation and projection facilities

Access to the co-working space is open for all Warehouse members.

1 Plotter Printer
1 Vinyl Cutter
3 Printers
1 Large Screen
Wifi
12 Work Tables
60 Chairs
6 Whiteboards
1 Kitchenette
3 Meeting Rooms

Support Platform

WAREHOUSE - FIRST FLOOR

K DIGITAL LAB

The Digital Lab will open in October 2019 and is intended to enable a range of resident project ideas which involve various aspects of digital production as well as provide learning opportunities on aspects of computer engineering and software development.

The space will be equipped with a variety of computer equipment and software, as well as visual and audio equipment and computer prototyping and building tools.

The space is openly accessible to all residents as part of the co-working space but access to the equipment will depend upon the level of induction and training in their use which residents have undertaken.

The equipment has been in use since March 2019, with the space being set up in September 2019.

25 Square metres of functional space

35 Residents inducted into the space

6 Laptops

6 Work Tables

2 Printers

2 Microphones

Wifi

2 Speakers

1 Digital Camera

Software

4 Raspberry Pis

4 Prototyping Boards

L EVERYONE'S KITCHEN

Located outside the semi-industrial kitchen and within the canteen space is Everyone's Kitchen - a lower-specification community kitchen space due to be opened in October 2019.

The kitchen is possible because of the design of the mobile kitchen units located within the industrial kitchen. These can be wheeled out into the communal space thereby enabling community cookery projects and food demonstrations to take place without requiring participants to have completed Food Hygiene level 3 (a requirement for accessing the Industrial Kitchen).

Everyone's Kitchen will be equipped with a full set of cookery equipment as well as a range of ingredients and inspiration resources for cookery ideas.

Access to the kitchen will be available to everyone, although use of the kitchen equipment will need to be overseen by resident who have completed food hygiene levels 1 and 2 .

Scheduled to open October 2019.

30 Square metres of functional space

1 Sink

1 Dishwasher

4 Counters

3 Mobile Stations

1 Fridge & Freezer

100 Cutlery

100 Plates

15 Pots

30 Serving Bowls

20 Cake Tins

WAREHOUSE - FIRST FLOOR

M CANTEEN

The canteen is intended as an open access community space for communal eating and food sharing events.

It will also be the location for food demonstration projects and events using the mobile kitchen units.

The canteen can seat 120 people.

Accessible from the canteen is a community kitchen accessible by those trained to food hygiene level 1 and envisaged as the main facility for neighbourhood and community cooking.

The Canteen has been closed from March 2019 until October while building works were in progress.

N INDUSTRIAL KITCHEN

The kitchen has been conceived as a facility at the mid-point between industrial and commercial catering capacity as well as supporting a range of community cooking activities.

The aim is to ensure that the kitchen can be used for fairly large scale catering, whilst maintaining its ability to support food prototyping, and communal cooking.

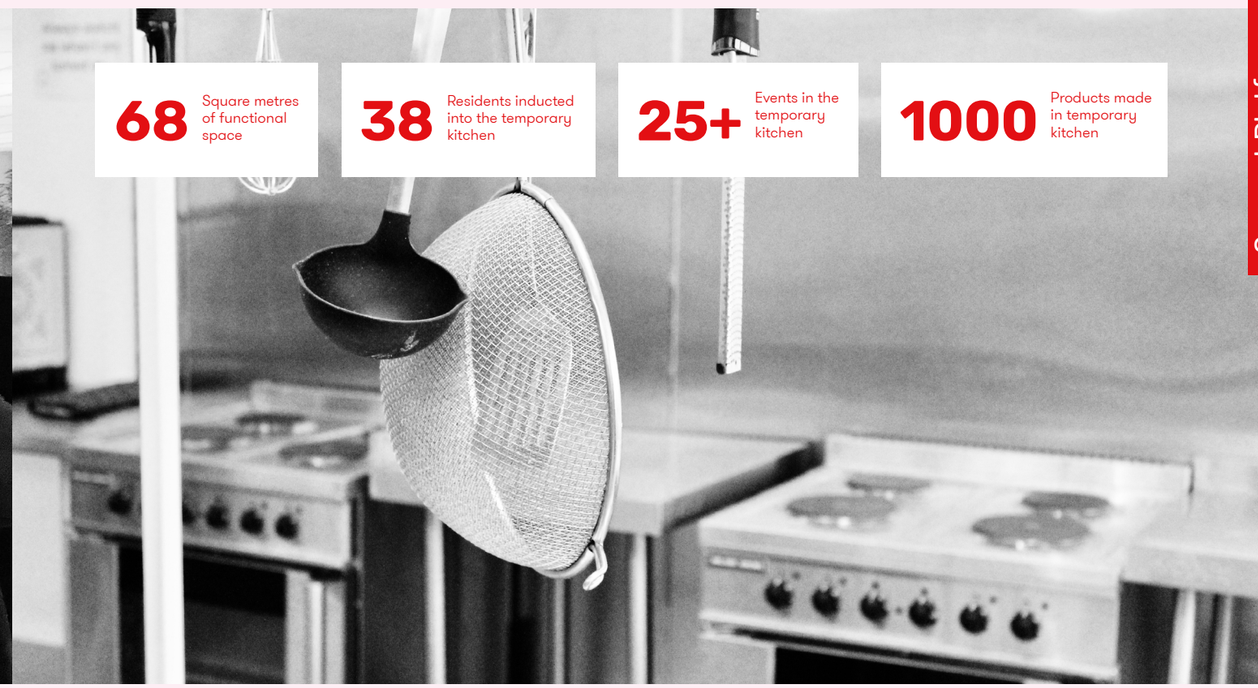
As a consequence a fob-accessed and food hygiene level 2 kitchen contains two high end industrial ovens as well as three mid-range cookers which are mounted on mobile units and therefore capable of being reconfigured for a variety of purposes. related to the business programme in particular.

The Industrial Kitchen will be open in October 2019.

265 Square metres of functional space

350+ Residents inducted into the space

2 Potluck Supper events



68 Square metres of functional space

38 Residents inducted into the temporary kitchen

25+ Events in the temporary kitchen

1000 Products made in temporary kitchen

10 Tables

120 Chairs

40m Festoom Lights

2 Industrial Cookers

3 Mobile Stations

2 Fridges

2 Freezers

6 Shelving Units

20 m² Pantry

4 Sinks

1 Dishwasher

1 Industrial Mixer

150+ Equipment

WAREHOUSE - FIRST FLOOR

O MINI MAKER SPACE

The mini-makers workshop aims to ensure that the Warehouse meets the inclusivity principles set out for the participation platform with a range of making opportunities for children and young people mirroring those available across the Warehouse in general.

The space will be equipped with a range of age-appropriate machines and tools which are specially adapted for children, and enable them to gain familiarity with a number of making techniques and processes.

The space will be the location for joint making projects and learning opportunities for children and their families.

The space surrounding the mini-makers space will be made into a comfortable environment for people to spend time in, with sofas and soft furnishings, enabling families to meet, and collaborate whilst supervising their children.

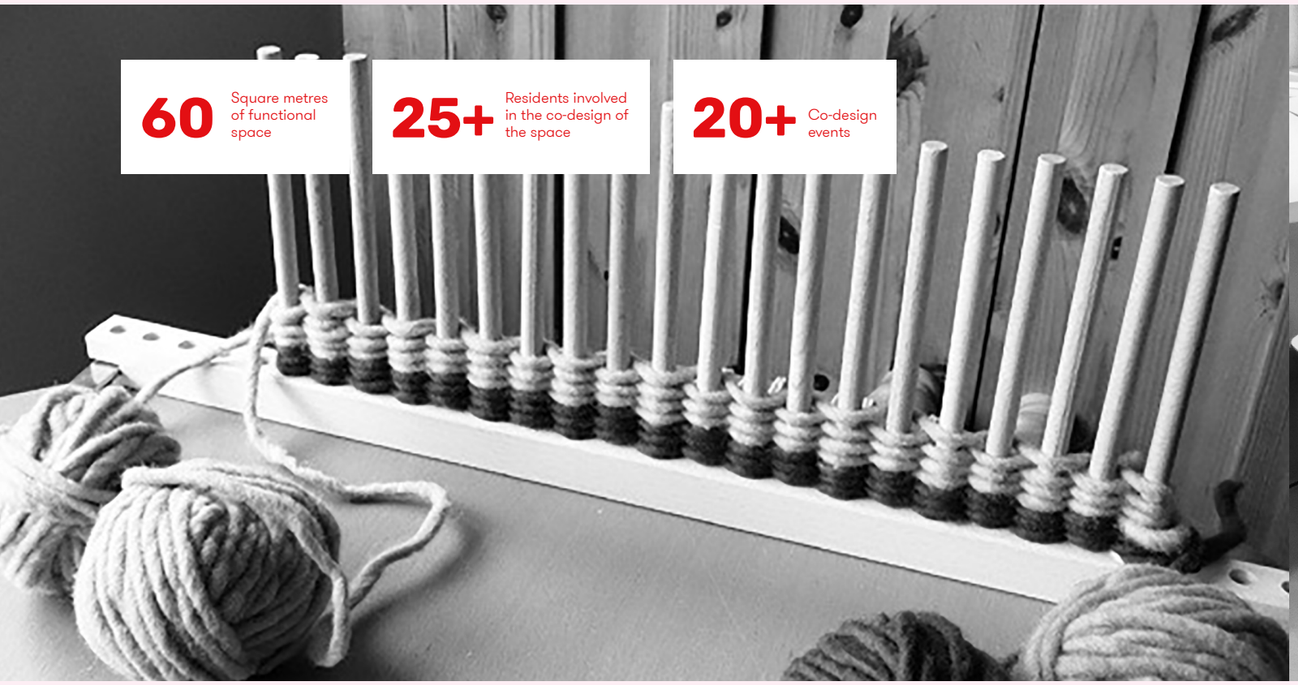
The Mini Maker Space will be open in October 2019.

P FABRIC WORKSHOP

The fabric workshop is the location for a range of clothes and fabric making tools, equipment and materials catering for an array of projects centred on clothes making and mending and other fashion-related activities including the business programme.

The workshop contains two bespoke pieces of mobile furniture which enable collaborative and individual project activities, and which ensure that the space is flexible to a variety of project requirements.

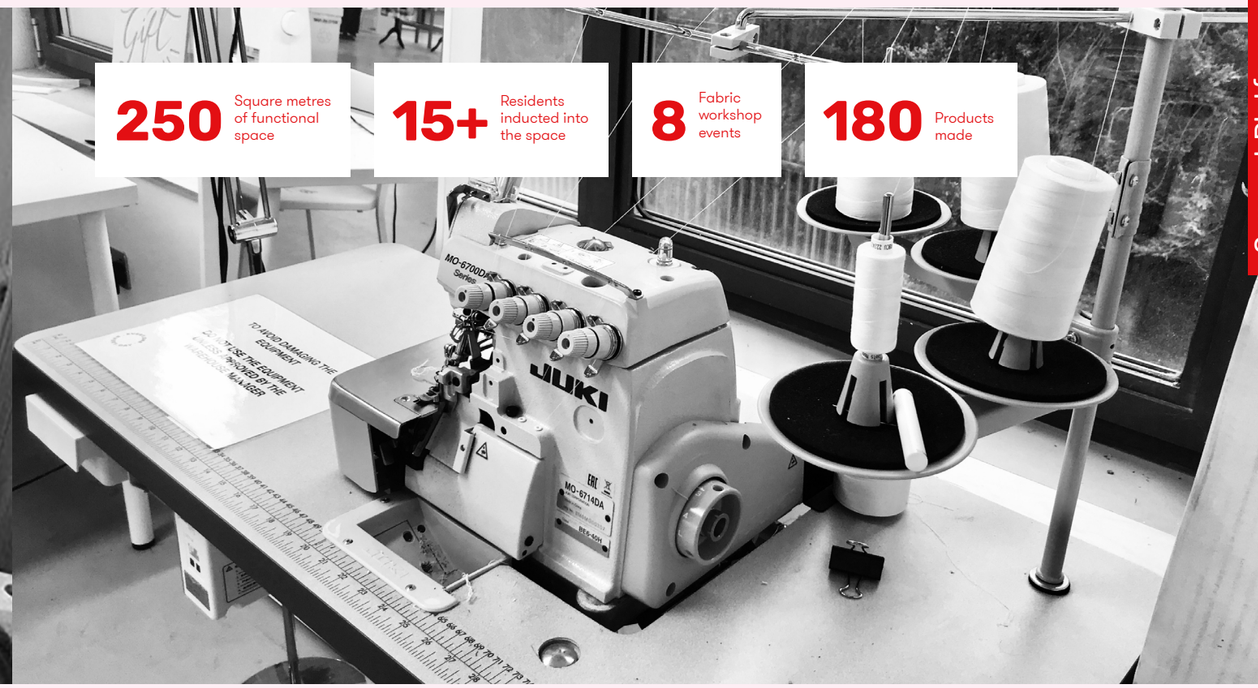
The space is amongst the most heavily used in the Warehouse, with a well-established network of residents collaborating on joint projects and learning opportunities daily.



60 Square metres of functional space

25+ Residents involved in the co-design of the space

20+ Co-design events



250 Square metres of functional space

15+ Residents inducted into the space

8 Fabric workshop events

180 Products made

8 Work Tables

16 Chairs

4 Sofas

4 Rugs

12 Cupboards

60 Making Boxes

2 Mobile Units

25+ Equipment

1 Breastfeeding Area

1 Baby Changing

2 Industrial Sewing

6 Domestic

1 Heat Press

1 Embroidery

2 Cutting Tables

1 Large Fabric Dispenser

2 Wardrobes

4 Work Tables

16 Chairs

1 Sofa

RESEARCH AND EVALUATION

Research history

Evaluating Every One Every Day

- Outcomes framework
- Evaluation criteria
- Evaluation principles
- Research methodology
- Evaluation map
- Theory of change
- Data sources
- Evaluators
- Research questions

Year 2 Findings

- Feasibility
- Inclusivity
- Value Creation
  - Resident outcome evaluations
- Systemic Integration
- Adaptability Elsewhere

RESEARCH HISTORY

Developing the Participatory City Foundation systems approach

The research on which the design of Every One Every Day is based is grounded in Participatory City Foundation's close to nine years of deep engagement with those at the forefront of developing 'participation culture' around the world.

The genesis of the idea has been built on research aimed at developing an understanding and an approach to fostering these new types of projects, seeing this approach as key to building sustainable urban neighbourhoods.

Research Phase 1

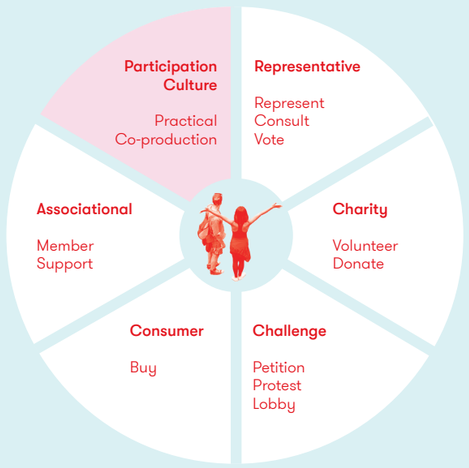
Foundation research for developing a systems approach

The background to the development of Every One Every Day in Barking and Dagenham is summarised in the Executive Summary section of the report on page 14.

This isn't the first time society has invented a new way to take part in improving in society. Each of the different ways we can participate is shown on the chart below. Each of these models has a set of structures, practices, methods and behaviours depending on what they are trying to achieve, all with a corresponding professional practice designed to stimulate and support activity. Different ways to participate tend to appeal of different people, attracting people depending on what energises them or where they can best use their skills.

Hand Made becomes Community Lover's Guide

A collection of 28 case studies were sourced directly from project teams from around the world and Hand Made was published as a book in September 2010.
A collection of similar projects, the Community Lover's Guide, created links with many more people involved in participation culture projects and has published 12 City Collection books, describing case studies for over 150 projects, all of which have since also been codified and brought into the design process.



The Travelling Pantry

An analysis of these case studies revealed a new project design process based on drawing on existing assets and resources rather than starting with needs. A set of workshop activities and materials were designed for this new project design process. The workshops took 'participation culture' ideas on the road to 63 communities around the UK from October 2010 to April 2011 to find out how local people would respond to these new ideas and models and to determine if 'participation culture' would be appealing to very different people in different contexts. The workshops also aimed to test a new set of workshop methodologies and to see if they could be used to stimulate and grow more projects of this kind.

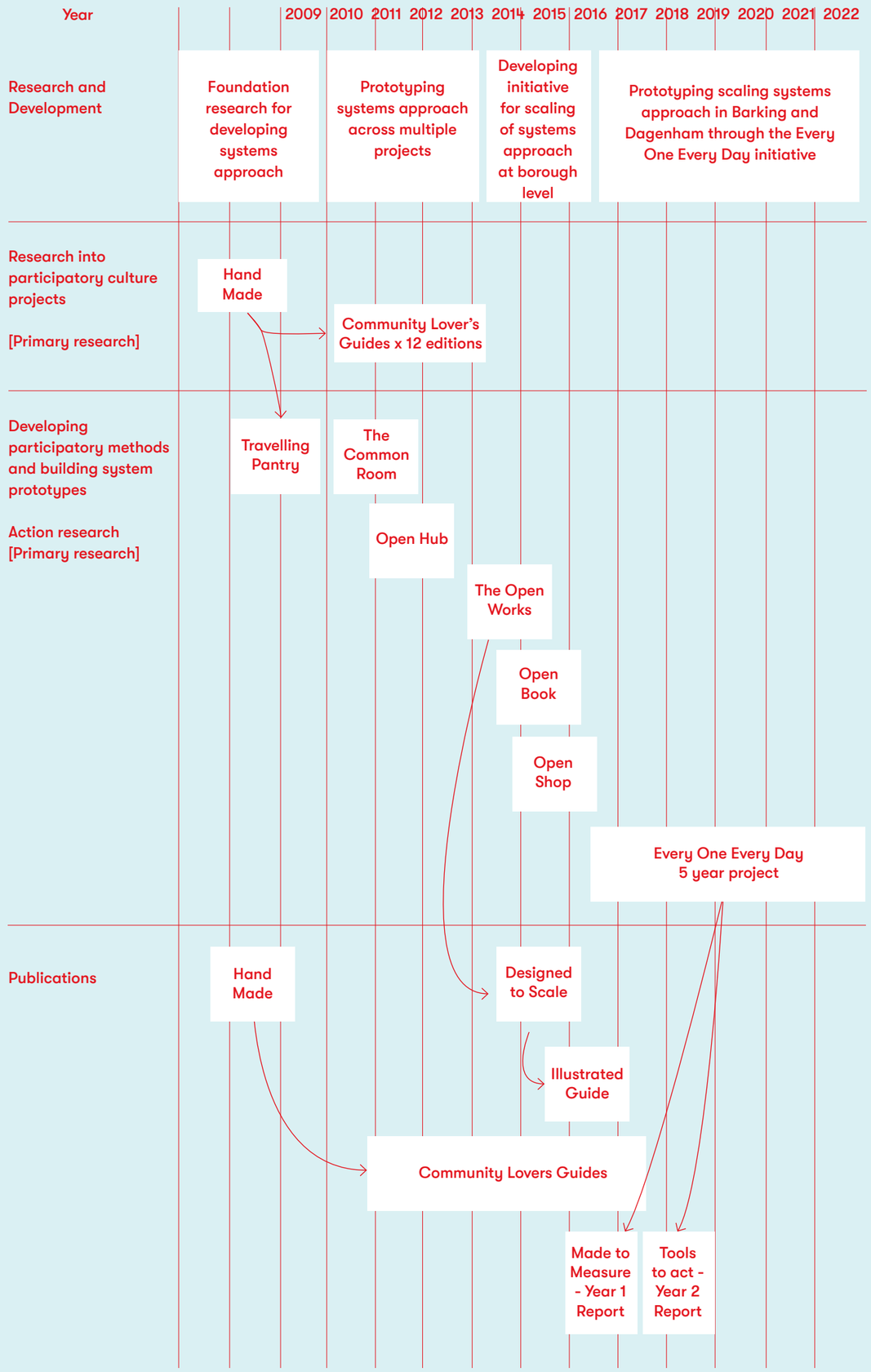
An emerging design for a new systems approach

Although the participation culture projects proved to be universally appealing across the country these workshops also revealed a list of barriers to both participating regularly in projects and to starting these types of local projects. A list of 'essential ingredients' for starting participatory projects was co-created with workshop participants over 6 months. It was through the insights shared by local people across the country during this research process that the idea of developing a shared support structure to grow a network of 'participation culture' projects emerged.

Barriers to starting projects include the sense of risk and exposure, lack of support and valuable ideas feeling 'small' or not useful on their own. The insights led to the development of the approach which involves providing support, sharing risks, encouraging learning, and supporting collections of small ideas.

Other barriers to starting projects include ineffective meetings stalling enthusiasm, waiting for funding after an idea is generated, not having enough people involved, relying on one or two people with too much responsibility, and missing practical resources or skills - hence our approach deliberately aims to fast-track projects from ideas to implementation, with a team available to provide support to identify resources, recruit participants etc.

Please refer to the Illustrated Guide to Participatory City for more details on barriers to participation.



RESEARCH HISTORY

Research Phase 2

Prototyping systems approach across multiple projects

Designing a support system approach

As a result of the first research cycle, it was determined that in order to scale up and mainstream this type of participation, two separate systems needed to be built. Each of these two systems operate with different components and design principles and these are outlined below, separating what is required to start and grow projects and what is required to participate regularly in projects with neighbours.

	SYSTEM 1 Support Platform for growing projects	SYSTEM 2 Participatory Ecosystem for growing participation
What each system consists of	A collection of many support elements shared across all the projects: design team, functional spaces, project ideas, organising, insurance, promotions, digital, metrics etc.	A collection of many and varied 'participation culture' projects, connected and not formed into mini-organisations
What each system does	Makes it easier to support, maintain or grow collections of projects.	Makes it easier for many people to participate in practical projects that fit with their everyday life.
What each system achieves	Builds and sustains Participation Systems together with local people.	People participating generates many benefits to themselves, their families and the neighbourhood.

These system designs have been incorporated into a number of important experimental projects that have been undertaken with different partners, in different places and contexts. The prototypes included The Common Room (Norwich), Open Hub (Dudley), Open Book (Essex) and Open Shop (York). Each of these prototypes had different ingredients and contexts, and it has been through this process of trying and testing, working within the constraints and opportunities of particular places that Participatory City Foundation has over these years established which ingredients are vital to the support structures.

The Open Works

The Open Works was a 12 month prototype project that took place in 2014-15. in West Norwood, London Borough of Lambeth.

This project, undertaken in partnership with the Lankelly Chase Foundation and Lambeth Council was the first where the team was able to conduct in-depth research into the impact of participation culture projects.

The Open Works team co-created a network of twenty practical projects. These included cooking, skills sharing, making, play and childcare, and gardening projects as well as project incubators and programmes of participatory opportunities.

Just over 1,000 people took part in the projects. The projects shared resources and helped one another, participants in one project became instrumental to instigating others.

The Open Works team recorded detailed activity data on all of the projects, recording the number of project activities, participants and attendances. Rich detail on the nature of the activities was also collected, for example, the dishes cooked in The Great Cook project sessions and the skills taught in the Trade School project. This is described in detail in the report Designed to Scale.

Conclusions from Open Works research

Through the analysis of the interviews an outcomes framework was developed. Time and again participants emphasised the need for increasing the scale. Participants emphasised the need for a greater diversity of opportunities (types of activity, skills needed), and the need for very frequent participation opportunities and for many people to take part.

At the root of these recommendations was the observation that important outcomes can be achieved through small scale participation, but only when multiple actions, by many people, add up over time. Micro outcomes need to accumulate and combine, building over time to achieve long term change, for individuals and for neighbourhoods.

Multiplier effects at scale

The research pointed to micro-participation needing to reach a threshold to create long-term impact for individuals and neighbourhoods. Residents need to be participating regularly for multiplier effects to be achieved, which greatly exceeds levels of participation reached through current models.

The broad evidence base on social capital

The evidence underpinning Participatory City Foundation's focus on connecting and engaging people also includes the academic evidence base on social capital and its benefits.

Research Phase 3

Developing the Every One Every Day initiative

The conclusions from the Open Works research were both exciting and challenging.

The research indicated that scaling practical participation using this systems-based approach was possible, and offers huge potential for neighbourhood transformation through creativity and co-production. However it also strongly suggested that micro-participation through this model needed to reach a certain threshold in order to create accumulated outcomes for individuals, families and neighbourhoods.

Build it to measure it

An ambitious project was shaped with these findings which involved scaling this model to borough size over five years, with the intention to build a large prototype of this participation model and to measure the impact.

At a time in the UK of austerity and government cuts it was unknown if a project of this scale, budgeted to cost £7.2m, was viable.

With an initial development grant from Lankelly Chase Foundation, a process of feasibility exploration was initiated. This involved discussions with a number of funders and councils in the UK, but also included research visits to the US, Canada, South America and several cities in Europe to establish potential viability in different countries.

Eight months into this process discussions began with the London Borough of Barking and Dagenham and a partnership was formed to conduct a feasibility study in the borough and discussions began with a number of funders.

Over a period of eighteen months the Every One Every Day initiative was developed and the first £3.95m was raised, allowing for the project to commence.
The Participatory City Foundation, a Barking and Dagenham based charity, was formed specifically for the purpose and began recruiting for the team on the 31 July 2017.

London Borough of Barking and Dagenham	£1.5m
Esmée Fairbairn Foundation	£1m
Big Lottery Fund	£1m
City Bridge Trust	£450,000
Total raised	**£3.950,000**

A further £850,000 has since been raised through the LGA's Good Growth fund for the Warehouse facility, a co-working and makerspace for residents.

Research Phase 4

The Every One Every Day initiative

The Every One Every Day initiative aims to scale practical participation on a borough level through the systems approach developed. It aims to build the first large scale, fully inclusive, practical participation system in Barking and Dagenham.

This system creates dense networks of residents working together to re-imagine and create neighbourhoods made by everyone, for everyone.

Through the Every One Every Day programme, Participatory City Foundation encourages and supports residents across Barking and Dagenham to co-create and participate in projects within their communities.

Every One Every Day adopts a person-centred approach as its starting point. Every resident has ideas and talents that they are invited to bring to this collective effort. But more importantly, the model takes into consideration that people also have constraints as they have busy and demanding lives; holding down jobs, growing businesses, caring for young children or older relatives mean that most residents are very busy. This new participation system takes account of both: people's talents and energies, but also their demanding, often difficult, lives.

Every One Every Day co-creates a large number of diverse, small-scale opportunities. These practical, universally appealing 'common denominator' activities are accessible entry points in an inclusive participation network – attracting people from different cultures, backgrounds and ages, and with different types and levels of confidence, skills, health, available time and interests. The model removes every barrier we encounter to participation, be it low confidence, ill health, low time or previous experiences of stigmatisation. Any logistical, structural, or cultural barrier is being systematically identified and removed in order to develop the first fully inclusive, fully integrated system of participation.

EVALUATING EVERY ONE EVERY DAY

This section details what the project plans to achieve over the first 5 years and how this will be done. The ambition of the project is to build a new system of participation that includes a dense ecology of people, spaces, projects and activities.

Outcomes

As defined and mutually agreed by the funders, three sets of outcomes have been created to reflect the connected goals for the project.

Outcome A

Residents of Barking and Dagenham have opportunities to learn and develop, improving their own lives and those around them.

Indicators – Project participants going on to take part in formal education/training; Increased numbers initiating local projects; Improvements in reported well-being; New friendships and support networks created.

Outcome B

The borough becomes a place where everyone feels safe, welcome and optimistic about the future.

Indicators – Increased pride and ownership of open spaces; Reduction in hate crime; Increased capacity within the community to respond to problems; Building diverse social networks.

Outcome C

The benefits of participation at scale are evidenced, proven and documented for further adoption and adaptation elsewhere.

Indicators – Network of 250 projects reaching 22,000 regular participants established; positive outcomes are tracked and evidenced; cost savings evidenced; all systems required for adoption and adaptation created.

Measuring outcomes

There were a number of early prototypes designing the systems-based approach that is being been further developed through the Every One Every Day initiative. The largest of these was The Open Works, an initiative in West Norwood, Lambeth, where 20 projects were started with 1200 residents over 12 months.

The Open Works was followed by 6 months of research and analysis. One of the important aims of this research was to understand better how outcomes were achieved through small-scale, but wide-spread practical participation. It aimed to discover if a high density of this type of micro participation activity, built into the fabric of everyday life, has the potential to aggregate and combine to achieve lasting long term change, both for individuals and for neighbourhoods.

The research was synthesised into an outcomes framework which incorporated the insights that benefits are experienced through:

- Direct and immediate effects (while activity is taking place)
- Collective effects (many people doing many small things and these actions adding up e.g. environment)
- Networked effects (emerging activity and impacts form many people knowing and trusting each other).

Additionally the potential for outcomes to aggregate and combine to more significant and long term outcomes was also incorporated into the framework and described as 'compound outcomes'.

Direct and immediate effects include;
- Enjoyment and happiness
- Physical activity
- Learning
- Teaching
- Confidence
- Creativity and idea sharing
- Social connection and friendship
- Sense of community
- Meeting new people and access to new networks
- Making neighbourhoods greener or cleaner
- Co-producing something e.g. food, clothing, toys
- Reducing waste e.g. recycling, reusing, composting

The research during Year 2 has demonstrated convincingly that these effects are being experienced by residents as a result of their participation.

From this previous research however it was unclear exactly how participation makes these possible and what the specific relationship was between individual, collective and networked outcomes.

Year 2 research on impact of Every One Every Day on participants

The end of Year 2 for Every One Every Day represents the largest amount of practical participation, over the longest period (20 months) with the largest group of people (4,750 approximately), that has been enabled through the Participatory City systems-based approach. Through the accompanying research a large finding has emerged that has significance for measuring the benefits to the residents of Barking and Dagenham and for understanding further how outcomes are achieved through practical participation.

A discreet team of researchers and transcribers were commissioned to conduct The Participatory Narratives and Frameworks Research Project. Over four months 160 participating residents have taken part in semi-structured in-depth interviews. These interviews have been transcribed, coded and analysed using Grounded Theory methodology by a lead researcher Janice Astbury.

Residents described powerfully how participation created for them a set of key experiences, namely;

- Feeling welcomed
- Feeling included and accepted
- Making friends
- Building trust
- Being active
- Learning and feeling excited
- Being creative
- Growing in confidence and capability
- Feeling happy and optimistic

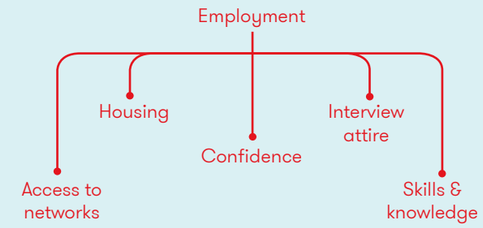
In the new conceptual framework (depicted below) these experiences coalesce into individual agency - people's belief in their capacity to attain a given end - which is now understood as a necessary pre-condition to collective and networked effects applying to individuals, families, and neighbourhoods

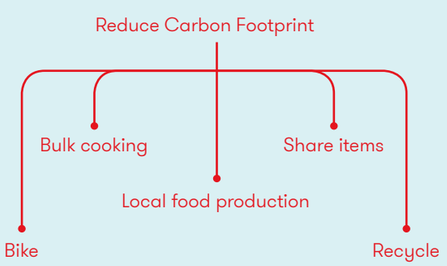
Individual Agency and Collective Effects

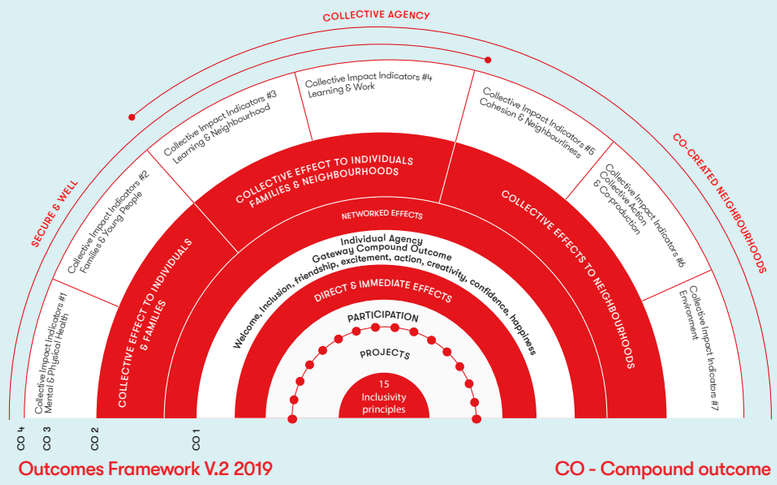
In Made to Measure, a distinction was made between 'single outcomes' and 'compound outcomes', and examples provided of how the former produce the latter.

In this new conceptual framework, these are now understood as the effects of individual agency upon residents' ability to generate collective outcomes.

A variation on the examples outlined in Made to Measure is outlined below.







Outcomes Framework V.2 2019

CO - Compound outcome

EVALUATION CRITERIA

Every One Every Day is based on nine years of research. The basic methodology to build new support and participatory systems has been designed, built and evaluated through the Open Works project which produced compelling evidence that these systems have the potential to be built at scale.

Every One Every Day is the next step on the Research and Development process towards growing a new system of participation in Barking and Dagenham. Researching, evaluating and monitoring our activities and impacts will therefore be an integral part of all our activity.

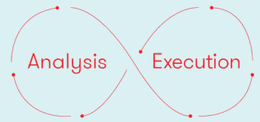
The research, evaluation and monitoring activity has the following key criteria that reflect our framework:

Feasibility	Can a large collaborative participatory ecosystem be built through this approach?
Inclusivity	Can a Participatory Ecosystem be built that creates large bridging networks which can benefit everyone?
Value Creation	Is this systems approach to building participation capable of creating value for individual residents, neighbourhoods and the borough as a whole? Is this value quantifiable and capable of informing long-term public and philanthropic investment decisions?
Systemic Integration	Can the new Participatory Ecosystem be fully integrated into the local context of services, business and other activities?
Adaptation Elsewhere	Can a learning framework be developed and tested in order that another borough or city can successfully adapt and adopt the systems approach?

EVALUATION PRINCIPLES

Over the last several years, the public and philanthropic sectors have been developing and experimenting with new and creative approaches to solving social problems in response to the increasing recognition that complex problems require complex solutions. Some of these efforts are making serious attempts to affect systems change and using innovative technologies to improve the social well-being of many.

The complexity of this initiative demands that a set of principles be used to guide the evaluation work. A research publication "Next Generation Evaluation: Embracing Complexity, Connectivity and Change" has been instrumental in embedding the following eight key working principles into how the evaluation strategy is designed and implemented.

1 Open	Transparent, honest and clear, learn and share what works and what doesn't. Publish publicly to add to communal knowledge.
2 Collaborative	Shared responsibility for data collection, group analysis, co-design evaluation frameworks.
3 Rapid feedback	Shared responsibility for data collection, group analysis, co-design evaluation frameworks.  Pic: Helsinki Design Lab - Recipes for Systemic Change
4 Adaptive, grounded in data	Learning from emerging data, adapting initial hypothesis as the work develops.
5 Innovative	Newer, innovative, often digital, data collection and new processes to surface and collect tactic, distributed knowledge.
6 Measuring value	Finding new ways to measure what matters, that reflects the complexity of interconnected nature of root cause and outcomes.
7 Focus on systems	Taking a whole system, long term view of social change.
8 Understandable	Using data visualisation, infographics, images and icons to convey complex ideas.

RESEARCH METHODOLOGY

Methods suited to complexity

Systems change innovation is dynamic and complex - involving a fast pace, many people, emerging strategies and collective learning. Traditional planning and evaluation methods are more suited to projects where there is a high degree of predictability - often creating a sequence of inputs, outputs, outcomes and dated milestones. This project is innovating systems change and needs to take advantage of emergent opportunities, respond to new insights in real time as the project develops, and consider key learning that takes place informally during conversations. A mixed-methods approach was considered for planning and evaluation of this project. The team used both Theory of Change (ToC) and Developmental Evaluation (DE) as tools for planning and strategy design.

Theory of Change

Theory of Change is used as a planning methodology and project design tool. It was originally developed by the Aspen Institute in response to difficulties in designing and evaluating change programmes operating in dynamic social contexts.

Theory of Change is a planning method, working backwards from an end point or desired outcomes, breaking down a larger change process into mini-steps, and describing the pre-conditions required for each stage to be successful. The team does not move on to the next stage until the preconditions are met, and we were able to progress with a higher confidence of success. The model is further based on the eight assumptions as presented on page 204.

Developmental Evaluation

Developmental Evaluation was incorporated to move the primary focus of evaluation away from programme impact to systems impact. Systems are generally complex, dynamic and non-linear. Evaluations are traditionally based on a logic model, with a fixed plan, and a clear, linear chain of cause and effect. They often use an external evaluator to make a judgment on success against those pre-determined outcomes. This is a summative approach which causes a mismatch between the evaluation methodology and the project development methodology.

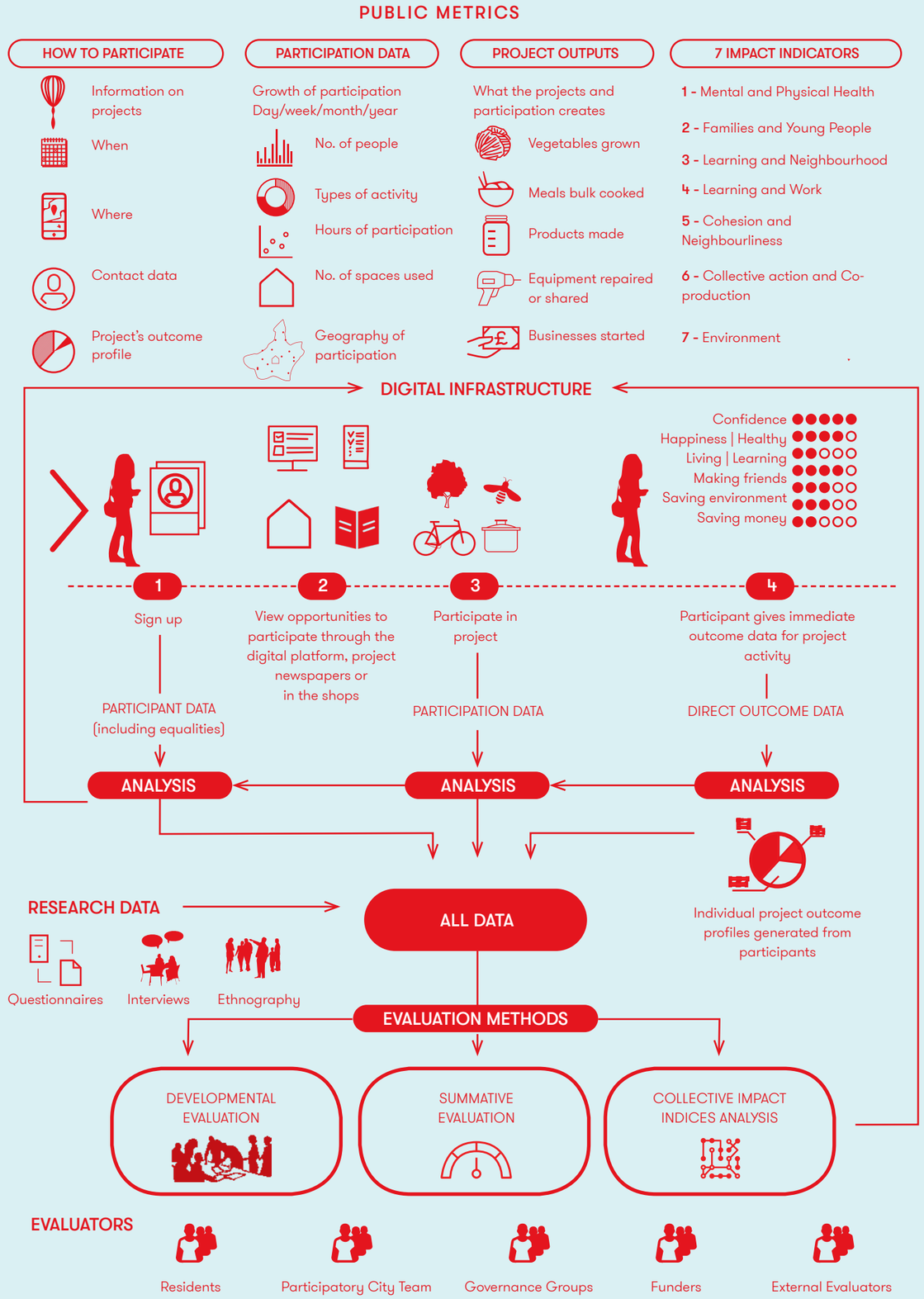
Formative development

At the conclusion of Year 2 of Every One Every Day, elements of the research have transitioned into a formative stage. Specifically the understanding of the Project Designer being codified in readiness for supporting others to adopt the methodology.

The life-cycle of an initiative, and its context, determine which of the 3 major evaluation approaches to use:

DEVELOPMENTAL Initiative is innovating and in development	FORMATIVE Initiative is forming and under refinement	SUMMATIVE Initiative is stabilizing and well- established
Exploring - Creating - Emerging	Improving - Enhancing - Standardising	Established - Mature - Predictable
• Implementers are experimenting with different approaches and activities. • There is a degree of uncertainty about what will work and how. • New questions, challenges, opportunities, successes and activities continue to emerge.	• Core elements of the initiative are taking shape; implementers continue to make improvements. • Outcomes are becoming more predictable. • The context is increasingly well-known and understood.	• The initiative's activities are well-established and are not changing. • Implementers have significant experience and an increasing amount of certainty about "what works". • The initiative is ready for a determination of merit, value or significance.
WHAT IS IT? →	HOW IS IT WORKING? →	DID IT WORK?

EVALUATION MAP V2.0



BUILD SUPPORT PLATFORM

CO-CREATE PARTICIPATORY ECOSYSTEM

PARTICIPATION

OUTCOMES LEVEL 1

OUTCOMES LEVEL 2

OUTCOMES LEVEL 3

OVERARCHING PROJECT OUTCOMES

OUTCOMES LEVEL 4

Build structures for developing network of diverse projects.

Co-create a large number of diverse, practical projects and collaborative businesses.

Projects co-create a large number of practical participation opportunities.

Opportunities create a large amount of participation.

Direct & Immediate Outcomes
To people and families participating e.g. health, learning, confidence, friendship, saving money.

Compound Outcomes Level 1

Individual Agency

Networked outcomes

Compound Outcomes

Outcomes adding up from repeated participation over time.

Teams

Ecosystem Building Team
Operations Team

Infrastructures:

- Shops
- Warehouse
- Processes
- Health & Safety
- Insurances
- Budgets
- Training
- Communications

SCALE & CONSOLIDATE SUPPORT PLATFORM

Build more Support Platform structures for developing network of diverse projects. As above expanded +

- Digital tools
- Public metrics
- Learning programmes

SCALE AND CONSOLIDATE PARTICIPATORY ECOSYSTEM

Co-create an expanding network of practical projects, participation opportunities and relationships.

Evaluation processes to establish the economic model and sustainability of approach through multiple outcomes for residents.

Create opportunity for project starters to gain experience and confidence

Collective Effects

The combination of individual agency and strengthened networks produced by participation accumulates into collective effects upon

Individuals
Complex outcomes for individuals generated by a range of smaller changes

Families
Outcomes produced by the effect of participation on multiple members of the same family

To neighbourhoods
The compound effect upon places of people trusting one another, collaborating together, and changing their local environment

A

Residents of Barking and Dagenham have opportunities to learn and develop, improving their own lives and those around them.

B

Barking and Dagenham is a place where everyone feels safe, welcome and optimistic about the future.

C

The benefits of participation at scale are evidenced, proven and documented for further adoption and adaptation.

Collect Impact Indicator 1
Mental and physical wellbeing.

Collect Impact Indicator 2
Families and young people.

Collect Impact Indicator 3
Learning and neighbourhood.

Collect Impact Indicator 4
Learning and work.

Collect Impact Indicator 5
Cohesion and neighbourliness

Collect Impact Indicator 6
Collective action and co-production

Collect Impact Indicator 7
Environment

Feasibility of approach
Can a large collaborative Participatory Ecosystem be built through this approach?

Inclusivity of approach
Can a Participatory Ecosystem be built that creates a large bridging network that can benefit everyone?

Value Creation
Is participation capable of creating value for individual residents, neighbourhoods and the borough as a whole?

Systemic Integration
Can the new Participatory Ecosystem be fully integrated into the local context of services, business and other activities?

Adaptability of approach
Can a learning framework be developed and tested in order that another place can successfully adapt and adopt the systems approach?

THEORY OF CHANGE V2.0

THEORY OF CHANGE ASSUMPTIONS V2.0

The Every One Every Day Theory of Change model is based on the following assumptions

Assumption 1:

Participation itself creates direct and immediate benefits to people taking part.

Assumption 2:

To create outcomes for individuals and families, a person needs to participate multiple times.

Assumption 3

To create outcomes for the neighbourhood, many participation actions are needed by many people.

Assumption 4

Inclusivity principles enable the co-design of participation opportunities capable of appealing to all residents of a neighbourhood irrespective of their differences.

Assumption 5

The effect of multiple experiences of the direct and immediate effects of participation is to create Individual Agency for participants - a person's belief in their ability to attain a given end.

Assumption 6

Participation culture is a new experience, and people will need encouragement to participate for the first time.

Assumption 7

Regular, repeat participation requires that a number of structures are in place, working together.

Assumption 8

To create a large network of diverse opportunities, projects need to be co-designed, tested and developed between the residents and the Neighbourhood Teams. A set of structures needs to be in place, working together.

DATA SOURCES

Residents Sign Ups & Surveys

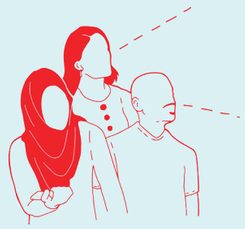
One of the principal ways of monitoring the growing network of residents participating is through resident sign-ups and surveys. There is a hard copy sign-up card, or a digital tablet, available to residents who walk-in or attend events and an online sign-up on the Every One Every Day website. By signing up, residents give permission to be contacted regarding events and project development.

Residents have the option to opt in to be a part of the evaluation process, thus giving the permission to send them surveys regarding demographic, project evaluation, individual and collective benefits from participation and tracking resident data.

Development Evaluation

In order to incorporate the different perspectives from the people involved in Every One Every Day, the team holds ongoing Development Evaluations. Project development meetings, along with resident co-design sessions, and working groups between the team and the Council take place bi-weekly.

These allow for continuous evaluation, recalibration, and development of the project.



Team Observations

In addition to collecting data through surveys and interviews, the Every One Every Day team logs observations about daily events that take place in and around the project. The team records observations both during the sessions (through sessions documentation forms) and during day to day activities (through the project diaries).

The aggregated observations allow for piecing together different perspectives of a very complex programme.

Smartcards

In addition to the above registration system, residents have the opportunity to sign-up through the newly introduced smart card system. This includes the design of a new Every One Every Day Android app. Residents are given an Every One Every Day card which has NFC (Near Field Communications) capability. Once registered with their cards, a resident can enter and use any of the spaces in the Shops and the Warehouse. On tapping in and out, the app captures data of each resident. This allows residents to input their own data such as the date,time and the activity they are attending. Residents also have the option to tap out and complete an impact survey on their way out.

Informal & Semi-structured Interviews

Surveys are an important instrument for testing specific research questions, but they can be limiting in opening up the discussion. To overcome this barrier, the team undertook informal and semi-structured interviews with residents who are participating in the project. These interviews, along with qualitative data analysis, can surface a wider variety of themes and topics that are interesting to participants and need to be further explored.

Reporting Structure

The reports are an important part of the evaluation process of Every One Every Day. These act as an ongoing development tool. Each report will document and evaluate the progress of Every One Every Day, as well as record reflections, strategies and ideas that the team plans to develop and test in the following reporting period.

This report is second annual report, which covers the period between August 2018 and July 2019, detailing how the project has developed and progressed since the publication of the year 1 report.

EVALUATORS

The initiative has several groups of people who are involved in evaluating the project. The type of evaluation they will be part of is described below.

Residents

Residents are at the heart of this participatory approach. They are co-designing every project, co-producing every outcome, and are at the epicentre of the evaluation process too.

Residents evaluating ideas

Participation culture states that all ideas emerging from residents are equally valid and must be given an equal chance of success through the co-design process. (It should be noted that this is not the same as stating that all ideas will ultimately materialise as projects. Some do not because their originators wish them to remain targeted at a particular social group, or do not wish to share the idea itself in an open source environment).

For ideas which are participatory and inclusive, in principle, all will be developed and tested. Evaluation of them will take the form of feedback from residents and ultimately in their decisions to participate in the opportunities created by the idea in question. In this way it is residents who determine which ideas and projects are right for their neighbourhood.

Residents evaluating impact

The impact of participation (irrespective of the project in which individuals are participating at any one time) is understood against a common set of impact measurements designed to pick up the direct and immediate benefits residents experience from participation. This data is derived from impact surveys completed by residents at the conclusion of each participation event (see previous page for more details). Residents also evaluate the longer term impacts they attribute to participation that add up and are described in this report as 'compound outcomes'.

Beyond this, individual projects differ in the aims they seek and in their success in achieving these aims. It is the aim of the platform to enable individual projects to design for these outcomes and to provide a mechanism for understanding, as close to real time as possible, how much of these intended outcomes are being achieved through the projects in question.

Residents evaluating collective impact

A key aim of the project is to construct a set of public indices which summarise the impact data generated by residents about their projects into a collective understanding of the effect of every day participation upon the borough as a whole.

These indices will be developed iteratively on the basis of resident assessment of which outcomes are produced and how. During Year 2 the project extended its understanding of these outcomes from five to seven.

These will form the basis of development work during Year 3 with the aim of producing an as-close-to-real-time-as-possible public presentation of this data to help residents make informed choices about neighbourhood participation.

Participatory City Foundation Team

The team are responsible for the growth of the projects and the ecology of projects, spaces, partnerships and participation.

This requires a disciplined approach to executing the development strategy underpinned by close monitoring and evaluation of the project.

The chosen methodology - Developmental Evaluation - brings together all the teams from the neighbourhoods every Friday and three times per year for a Development Camp to systematically review selected data on projects and participation as they emerge, looking to connect new opportunities (partnerships, project ideas, spaces) surfaced through the activities.

Project Team

The Project Team is responsible for: overseeing the broad strategy and financial oversight of the delivery of the initiative as well as discussion with external funders. The Project Team meets Quarterly.

Working Group

The Working Group is responsible for: overseeing delivery plan, as well as small-scale strategy and financial oversight. The Working Group also responds to issues and problems faced in delivery of the project.

Funders Board

Funders meet quarterly to monitor progress. Funders also have an open invitation to attend any evaluation meetings that are held including governance assessment meetings or development evaluation sessions.

Transdisciplinary Research Project

The aim of the Transdisciplinary Research Project is to create a new transdisciplinary field of practice. The knowledge required to fully understand what has been developed so far and its impacts is distributed amongst multiple fields and schools of thought and a process of surfacing and connecting these insights is required in order to provide the most robust evaluation possible.

Through this process the potential exists to create a network of researchers that could become the future faculty of this new and connected transdisciplinary field. The initial study aims to draw together insights from across disciplines in order to better understand the application of these disciplines, to introduce new thinking, to question the assumptions and to make connections between bodies of work, schools of thinking and new practices.

Participatory City is inviting academics and practitioners to participate in the building of this new transdisciplinary field. This work will start with a small transdisciplinary study of the project in Barking and Dagenham for interested researchers, with the potential to extend and grow over a number of years into a Global Faculty of Practice.

Evaluator		Evaluation reporting generated	First hand experiences	Growth data	Participant generated impact profiles for each project	Collective Impact Indices	Quantitative data from interviews & ethnography	Type of evaluation	Frequency
3.1 Local Residents	Evaluating Ideas	Continued Participation	●					Summative	Ongoing
	Improving Ideas	Improved Projects & Activities	●					Developmental	Ongoing
	Assessing Impact		●	●	●	●		Summative	Ongoing
3.2 Participatory City team	Growing Participatory Ecosystem	Evaluation Reports	●	●		●	●	Developmental	Ongoing 3 monthly cycle + Annual report
	Assessing Impact	Evaluation Reports		●	●	●	●	Summative	Ongoing 3 monthly cycle + Annual report
3.3 Project Team and Working Group	Growing Participatory Ecosystem	Evaluation Reports		●	●	●	●	Developmental Summative	Ongoing 3 monthly cycle + Annual report
	Assessing Impact	Evaluation Reports		●	●	●	●	Summative	Ongoing 3 monthly cycle + Annual report
3.4 Funders	Growing Participatory Ecosystem	Formal Reports		●	●	●	●	Developmental	Annual report
	Assessing Impact	Formal Reports		●	●	●	●	Summative	Annual report
3.5 Trans-disciplinary Research Project				●	●	●	●	Developmental Summative	Ongoing through Trans-discplinary Research Project

RESEARCH QUESTIONS

Outcomes	Research Criteria	Research Questions	Research Sub-Questions		Research Methods	Type	Data
C	Feasibility	RQ 01 Can a large collaborative participatory ecosystem be built through this approach?	01.01 What is the evidence in Year 1 that it is possible to build the Support Platform and to co-create the Participatory Ecosystem of projects, businesses and mini-hubs with residents?		Documentation	Quant Qual	# of team and infrastructures # of projects / businesses / mini hubs # of projects project / business / mini hub development
			01.02. What is the evidence that the Participatory Ecosystem built is enabling resident participation?		Outcomes Evaluation	Quant	# of registered residents # of people participating per session / activity # of hours of participatory events # of hours spent in the company of neighbours # of daily drop-ins / interactions per shop # of attendances # of people hosting sessions # of people starting new projects # of people starting new businesses # of people involved in research
			01.03. What is the evidence that the communications strategy is effective in achieving the aims of the Participatory Ecosystem?		Outcomes Evaluation	Quant	# of new vs recurring residents daily interactions. Social media impact (Facebook / Twitter / Mailchimp).
			01.04. What is the evidence that the Participatory Ecosystem is spreading across the borough through activities taking place in multiple locations?		Spatial Documentation, Observations	Qual Quant	Plans of physical infrastructure developed. List and map of other locations unlocked within the borough. Area of community space created / used.
C	Inclusivity	RQ 02 Can a participatory ecosystem be built that creates large bridging network that can benefit everyone?	02.01. Is the Participatory Ecosystem encouraging people from many different backgrounds to meet, interact and spend time together?		Equality Survey, Demographic Profile comparison to whole Borough demographics	Quant	Equality data for all participants on: age, gender, ethnicity, religion, disability, education, employment, child carer.
			02.02. Is the Participatory Ecosystem enabling residents to participate in their immediate locality and further afield?		Social Network Analysis	Qual	Analysis of relationships between residents, organisations, businesses, and services.
A+B+C	Value Creation	RQ 03 Is this systems approach to building participation capable of creating value for individual residents, neighbourhoods and the borough as a whole? Is this value quantifiable and capable of informing long-term public and philanthropic investment decisions?	03.01. Does the Support Platform create multiple participation opportunities for residents which are the necessary building blocks to repeated participation and aggregated outcomes?		Interviews, Quantitative & Qualitative Data Analysis	Qual	Individual resident interviews / stories/ surveys.
			03.02 Does participation create direct and immediate outcomes for residents and neighbourhoods?		7 Composite Indices generated through surveys, interviews, diaries & comparisons to general borough population Digital outcomes surveys immediately after participation.	Quant Qual Quant Qaul	Data to develop a large selection of indicators for each index (included in Value Creation section). Outcome profiles for projects and individuals.
			03.03 Does repeated participation create compound outcomes for residents and neighbourhoods?		Resident evaluations, case studies, borough comparisons, combined approach research	Quant Qaul	Resident evaluations and research documentations.
			03.04 Is this approach creating value for funders and the state?		Outcomes tracking	Quant	Tracking outcomes for individuals. Tracking reductions in public service use by participants.
C	Systemic Integration	RQ. 04 Can the new Participatory Ecosystem be fully integrated into the local context of services, business and other activities?	04.01. Can the Participation System be integrated and work with the existing ecosystem in Barking & Dagenham?		Service Design, Model Testing, Interviews, Qualitative Data Analysis	Qual	Resident Interviews. Council Members Interviews. Interviews with other local services. Integration projects and partnerships.
			04.02. Can the Participation System be integrated with professional services to ensure inclusivity?		Outcomes Evaluation	Quant Qual	Resident Interviews. Council Members Interviews. Interviews with other local services.
C	Adaptation	RQ.05 Can a learning framework be developed and tested in order that another borough or city can successfully adapt the systems approach?	05.01. What are the lessons learned and is it possible to codify them in a play-book of how to build a Participatory Ecosystem?		Case Study, Observations, Qualitative Data Analysis Developmental evaluation and codification	Qual	Reports Developmental Evaluation workshops Learning programmes
			05.02. Is this approach adapted else-where?		School Programme Development Evidence of other places wishing to adapt	Quant Qual	# of external institutions interested in adapting the project. Documentation of adaptation journey of other institutions

YEAR 2 FINDINGS - FEASIBILITY

Research Question 01.
Can a large collaborative participatory ecosystem be built through this approach?

Research Finding 01.

The data from Year 2 demonstrates that the project has successfully grown the Participation Platform with a corresponding effect upon the scale of the participation ecosystem.

Research Sub-Question 01.01.

What is the evidence in Year 2 that it is possible to build the Support Platform and to co-create the Participatory Ecosystem of projects, businesses and mini-hubs with residents?

This will be answered by collecting the following data:

A Documenting the building of the Support Platform.
B Documenting the building of the Participatory Ecosystem.

A. Building the Support Platform
A.1 Building the Team
Year 2 has seen the expansion of the Support Platform to encompass a larger team based on a developed understanding of the resourcing required for co-design of projects and ideas to be done excellently and safely.

The effect has been to extend the potential ability of the platform to grow the ecosystem but with a corresponding challenge of ensuring the model is being correctly applied across the Platform.

The Every One Every Day team has grown from 20 at the beginning of Year 2 to 32 at end of Year 2. Of these, 17 are project designers who will be located across five shops once the last of these opens in Autumn 2019.

A.2 Building the Infrastructures
A set of infrastructures needed to be put in place for the Support Platform to function effectively to grow the Participatory Ecosystem.

A.2.1 Shops
The shops are the primary location for neighbourhood co-production activities, as well as acting as a key, visible community space for locating and hosting sessions and events.

As originally planned, there are four Neighbourhood Shops open at the end of Year 2, with a final space due to open in the north of the borough in Autumn 2019

A.2.2 Warehouse makerspace
The Central Warehouse was intended to be opened in Quarter 2 of the first year in the original bid with accompanying targets for participating and business development.

In Year 1 a new build warehouse was anticipated, but an occupation of a significantly larger warehouse (3,300m2) in Thames Road was agreed with London Borough of Barking and Dagenham.

A Pop-Up Micro Factory was opened in advance in a high street shop in Gale street between October and December 2018.

From March 2019 a 3,300m2 makerspace has been open in Thames Road, with limited functionality while building works are completed.

At the time of publication, the build project for The Warehouse is 80% complete, and will be fully complete by the autumn programme 2019.

A.2.3 Processes
Processes have been developed throughout the Year 2 for the organisation of the Support Platform.

A.2.4 Health & safety
Health and Safety procedures are in place across the platform. Operational support is well established through the neighbourhood teams and Warehouse inductions and safety procedures have been designed and are being implemented.

A.2.5 Insurances
All insurances are in place across the platform and have been updated to take account of the greater complexity of project activities.

A.2.6 Budgets
Participatory City lodged audited accounts for its first year and has continued to develop its financial and budgetary approaches during Year 2.

A.2.7 Training
Training procedures and processes are in place for the team and residents.

A.2.8 Space and equipment booking
Systems for booking spaces and equipment have been trialed and permanent systems put in place in Year 3.

A.2.9 Organisational membership
Organisational membership has been designed and implemated with 23 members joining to July 2019.

B. Building the Participatory Ecosystem
B.1 Project Development
The development of collaborative resident-led projects within the borough is a crucial aspect of the Participatory Ecosystem.

B.2 Participation Opportunity Development
Projects need to create participation opportunities for people to work together to be an effective generator of outcomes.

Since the launch of Every OneEvery Day in November 2017 (Year 1 and 2 combined), residents and team members have co-designed and co-delivered 1,065 individual sessions.

B.3 Mini-Hubs Development
In addition to developing projects, Every One Every Day planned to create Mini-hubs across the borough. These Mini-hubs involve resident groups or local organisations replicating a combination of projects and ideas and developing them in their localities with the support of the shops. These enable successful project ideas to spread across the borough in new spaces and localities.

The proposed target by the end of Year 2 to develop mini hubs was 8. This target was exceeded with 15 mini hubs currently emerging across Barking and Dagenham.

B.4 Business Development
The Business Programme operates as an extra layer to the Neighbourhood Participatory Ecosystem, ensuring there is a development pathway for residents who wish to develop their ideas for products and businesses within the participatory environment. It is envisaged that the resulting collaborative and co-operative business models will support new forms of inclusion within the local economy.

During Year 2 323 residents have registered their interest in joining the Business Programme which at the time of publication comprises 11 collaborative business programmes and 7 collaborative brands.

Research Finding 01.01.
The Year 2 data demonstrates that the Support Platform established in Year 1 has continued to grow, and aims and objectives set to measure its growth over two years have been met or exceeded.

YEAR 2 FINDINGS - FEASIBILITY

Research Sub-Question. 01.02.

What is the evidence that the Participatory Ecosystem built over the past two years is enabling resident participation?

This will be answered by collecting the following data:
- Number of registered residents.
- Number of people participating per session / activity.
- Number of people hosting sessions.
- Number of people starting new projects.
- Number of people starting new businesses.
- Number of people involved in research.
- Number of daily drop-ins / interactions per shop.
- Number of attendances.

Resident participation is defined as the number of residents starting, hosting or participating in projects, sessions and businesses. There are multiple stepping stones of participation opportunities creating plug-in points for residents according to confidence, available time and preferences.

The team tracks resident participation through sign ups to the database. However, it is important to note that the actual number of people involved is estimated to be higher, as the team does not track children under 13, or people who participate but have chosen not to sign-up yet. The data is collected through multiple methods such as daily observation diaries, sessions documentation forms and surveys. In addition to this data, resident attendance and participation hours are calculated per session for all the events hosted across the borough.

	Year 1	Year 1 + 2	% Change
Total walk-ins	4,303	15,000	249%
Total registered residents on the database	1,200	3,200	167%
Female/Male	60% / 35%	70% / 30%	n/a
Children involved	180+	950	428%
Residents registered for The Warehouse	120	544	353%

Insight - Participating
The design of this approach has reduced barriers to participation in everyday common denominator activities as envisioned, but it has also reduced barriers to initiating and co-designing projects.

This type of practical participation has proved very attractive to Barking and Dagenham residents with 11,000 session attendances, 15,000 shop visits and 28,000 hours spent in the company of other residents.

Research Finding 01.02.

The findings above demonstrate that the Participatory Ecosystem continues to enable resident participation and that it is doing so at a rate which outstrips the growth in the size of the platform.

Research Sub-Question 01.03.

What is the evidence that the communications strategy is effective in achieving the aims of the Participatory Ecosystem in Year 2?

The following data is used to answer this question:
- Tracking the reach, accessibility and inclusivity of the communications strategy.
- Tracking changes in participation following key communications efforts.

Every One Every Day has devised a communications strategy to make sure that residents are aware of all th e activities happening at all the various locations across the borough, can easily interact with the platform and ecosystem, and can communicate and develop their ideas for projects.

For this, various means have been used such as:
- Distribution of newspapers.
- 4 shops and a Warehouse for walk-ins.
- Website.
- Social media such as Facebook and Twitter.
- Door knocks and distribution of flyers.

In Year 2:

- 210,000 copies of newspapers distributed.
- 2105 followers on the Facebook page.
- 47,000 unique visitors on the website.
- 1,31,000 page views on the website.

Please see below a quarterly report on the increase in number of residents interacting with Every One Every Day.

During Year 2, the scale of communications has increased considerably as the project has scaled to new sites across the borough.

Nevertheless, this increase is matched and in some important respects outstripped by the scale of increase in resulting participation. For example, while there is an equivalent increase in the percentage increases in newspaper distribution and registered participants, the increase in shop visits is much larger, potentially indicative of greater levels of repeat participation.

Research Finding 01.03.
The above metrics, in addition to the metrics from Research Question 01.02 show that the projects have been successful in creating resident interaction and participation, thus validating the effectiveness of communications strategy.

	Quarter 5 Jul 2018 - Oct 2018		Quarter 6 Nov 2018 - Jan 2019		Quarter 7 Feb 2019 - April 2019		Quarter 8 May 2019 - July 2019	
	Average Daily Visits	Total Visits	Average Daily Visits	Total Visits	Average Daily Visits	Total Visits	Average Daily Visits	Total Visits
Dagenham	32	1271	10	434	12	1084	9	838
Barking	24	976	18	695	16	1425	11	989
Martins Corner	3	113	6	172	5	453	7	621
Warehouse	N/A	N/A	31	26	2	212	11	958
Total	59	2360	31	1327	36	3174	37	3406

YEAR 2 FINDINGS - FEASIBILITY

Research Sub-Question 01.04.

What is the evidence that the Participatory Ecosystem is spreading across the borough through activities taking place in multiple locations?

The following data is used to answer this question:

- **Mapping the various locations at which Every One Every Day events and sessions take place.**

The idea of building a Participatory Ecosystem that residents can benefit from is focused on working with existing local assets and resources instead of only building new infrastructure. This allows for the Participatory Ecosystem to be built anywhere within our existing cities and neighbourhoods. To achieve this, Every One Every Day collaborates with an expanding network of organisations, groups and businesses in Barking and Dagenham, in many different ways including the use of spaces.

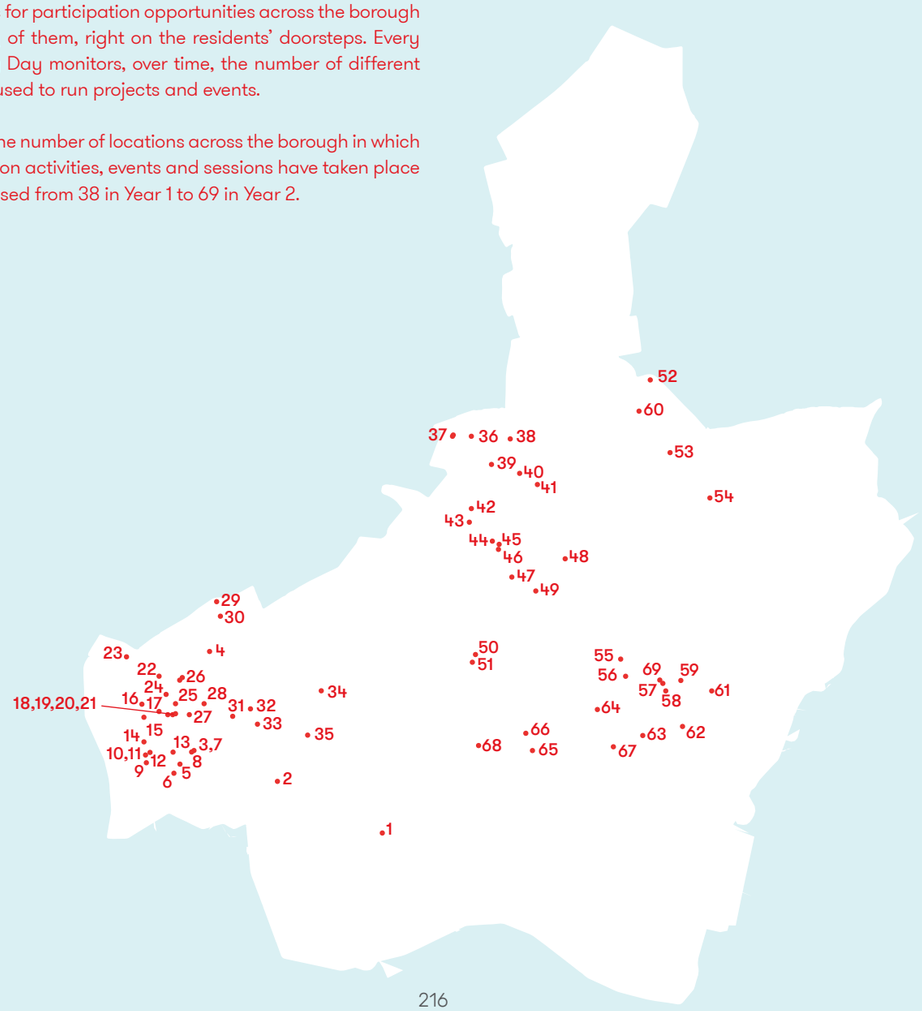
This allows for participation opportunities across the borough and many of them, right on the residents' doorsteps. Every One Every Day monitors, over time, the number of different locations used to run projects and events.

In Year 2, the number of locations across the borough in which participation activities, events and sessions have taken place has increased from 38 in Year 1 to 69 in Year 2.

	Year 1	Year 2
Parks	4	6
Libraries	2	2
Estates	3	2
Schools	2	5
Organisations	18	23
Streets	7	22
Allotments	0	3
Every One Every Day Shops/spaces	2	5

The map below shows the 39 locations used to host participation opportunities across the borough:

Research Finding 01.04
The variety in the map proves that the Participatory Ecosystem is spreading across the borough.



	Name	Postcode
1	The Warehouse, 47 Thames Road	IG11 0HQ
2	William Street Quarter	IG11 0FE
3	Gascoigne Children's Centre, 16 St Margarets	IG11 7HY
4	Company Drinks	IG11 8TA
5	Gascoigne Estate	IG11 7LN
6	Studio 3 Arts, Boundary Road, Barking	IG11 7JR
7	Gascoigne Children's Centre, 140 St Anns, Barking	IG11 7AD
8	Gascoigne Community Center	IG11 7AD
9	Boathouse Cafe	IG11 7BT
10	Boathouse Creative Studios, The Malthouse, Abbey Road, Barking	IG11 7BT
11	Bow Arts	IG11 7BT
12	Ice Quarter Studios	IG11 7DA
13	Gascoigne Primary School, Gascoigne Rd, London	IG11 7DR
14	Gascoigne Cafe	IG11 7JR
15	Abbey Ruins, Barking	IG11 8AS
16	Abbey Green, Abbey Rd, Barking	IG11 8DD
17	Barking Market, Barking	IG11 8AL
18	Town Square, Barking	IG11 7NB
19	Rope Works	IG11 7GS
20	Barking Town Hall, Town Hall Square, 1 Clockhouse Ave, Barking	IG11 7LU
21	Digilabs, Barking Learning Centre, 2, Town Square, Barking	IG11 7NB
22	Anne Mews, Barking	IG11 8HR
23	Harts Lane Estate	IG11 8JX
24	Excel Women's Center	IG11 8AA
25	Barking Learning Centre, Barking	IG11 7NB
26	Barking Station, Station Parade, Barking	IG11 8TU
27	Barking Shop, 55 Ripple Road, Barking	IG11 7NT
28	St Awdry's Road, Barking	IG11 7QE
29	Big Friendly Cafe, Longbridge Road	IG11 8UD
30	Barking Park,	IG11 8UD
31	The Wild Garden, Essex Road, Barking	IG11 7QL
32	Surrey Rd, London, Barking	IG11 7QT
33	Kip McGrath, 330 Ripple Rd, Barking	IG11 7RR
34	Upney Station, Meadow Road	IG11 9QP
35	Eastbury Manor House, Barking	IG11 9SN
36	Green Lane	IG3 9SQ

	Name	Postcode
37	The Corner Coffee House, 808 Green Lane, Dagenham	RM8 1YT
38	The White House, 884 Green Ln, Dagenham	RM8 1BX
39	Valence Avenue	RM8 3UH
40	Valence House Museum, Becontree Avenue, Dagenham	RM8 3HT
41	Valence Park 107 Grafton Rd, Dagenham	RM8 3EU
42	The Hub at Castle Point, 163 Bennett's Castle Lane, Dagenham	RM8 3YJ
43	Plantastic, 95 Groveway	RM8 3XL
44	562 Valence Avenue, Dagenham	RM8 3QH
45	94 Wood Ln, Dagenham	RM9 5SL
46	Martin's Corner, 5 Porters Avenue, Dagenham	RM9 5YS
47	Kingsley Hall Church and Community Centre	RM9 5NB
48	124 Maxey Road	RM9 5HS
49	Sydney Russell School, Parsloes Ave, Dagenham	RM9 5QT
50	Parsloes Park	RM9 5SA
51	Pop-Up Factory, 496 Gale Street, Dagenham	RM9 4NU
52	36 Seabrook Gardens, Crow Lane	RM7 0EU
53	Coventry University, Rainham Road North, Dagenham	RM10 7BN
54	Growing Communities	RM10 7EJ
55	Dagenham Heathway Station, Dagenham	RM9 5AN
56	Dagenham Library, 1 Church Elm Lane, Dagenham	RM10 9QS
57	Dagenham Shop, 116 Church Elm Lane, Dagenham	RM10 9RL
58	Park Centre, Rectory Road	RM10 9SA
59	Pietro's Cafe, 141 Church Elm Lane, Dagenham	RM10 9RR
60	Farmbridge Road Allotment, Dagenham	RM8 1NS
61	Dagenham Village, Dagenham	RM10 9UL
62	Old Dagenham Park,	RM10 9ST
63	Open Corner, corner of Heathway Road and Arnold Road, Dagenham	IG11 8UD
64	Open Orchard, corner of Downing Road with Coombes Road, Dagenham	
65	Richard Ryan Place, Dagenham	
66	Romsey Road, Dagenham	RM9 6BB
67	D'arcy Gardens, Dagenham	RM9 6BS
68	Jo Richardson School, Gale St, Castle Green, Dagenham	RM9 4UN
69	People's Corner, Corner of Church Elm Lane and Rectory Road, Dagenham	RM10 9RL

YEAR 2 FINDINGS - INCLUSIVITY

Inclusivity is at the heart of this approach. Practical activities have proved to be 'common denominators', bridging across divides of age, cultures, language, background, education and more.. (Designed to Scale Report, 2013).

As mentioned in the Year 1 report, Barking and Dagenham is one of the most diverse boroughs in the London and the 19th most deprived in the country.

To evaluate if Every One Every Day is overcoming barriers to participation, the team addresses the following research question and sub-questions.

Research Question 02.
Can a participatory Participatory Ecosystem be built that creates a large bridging network that benefits everyone?

Research Finding 02.
The answers to the two sub-questions on the next page shows that the early indications are that this approach to creating bridging networks is working in Barking and Dagenham.

Research Sub-Question 02.01.
Is the Participatory Ecosystem encouraging people from many different backgrounds to meet, interact and spend time together?

Metrics from the Research Question 01 have demonstrated that the evolving Participatory Ecosystem and Support Platform are operational and showing early signs of success.

Residents have spent 28,000 hours in each other's company, doing practical and accessible activities with their neighbours.

Each of the opportunities act as plug-in points for residents to make new friends, leading to the creation of neighbourhood networks. Participatory activities are designed to be fully open and accessible to all with no targeting of specific events and opportunities to specific areas of need or other characteristics.

Demographic data gathered during Year 2 demonstrates that Every One Every Day participants are drawn from all the ethnic, religious and social groups within Barking and Dagenham in proportions not dissimilar to those prevailing across the borough.

The project is also achieving considerable success in creating spaces in which children are welcomed, reflected in the increased numbers of children participating in Year 2.

This evidence sits in the context of impact data demonstrating that participants are reporting very high levels of interaction with fellow residents across social differences and location data (see page 221) showing that residents are increasingly travelling across the borough to access participation opportunities.

These two features - reaching across social boundaries, and exploring opportunities beyond your immediate location - are necessary preconditions for the creation of social networks and demonstrate that the project is beginning to achieve this.

Monitoring equalities

All residents registering with Every One Every Day are asked to complete an equalities monitoring form.

As described above, the resulting resident profile demonstrates broad inclusion of all ethnic, religious and social groupings within the borough.

Any disproportionality may be explained by the project's location in particular neighbourhoods and wards which themselves may contain concentrations of residents from particular groups. This will be the subject of further analysis during Year 3.

A significant area of disproportionality relates to the predominance of female participants comparative to males. These proportions reflect more general trends in volunteering and involvement in community projects, but are indications that there are considerable opportunities to scale the ecosystem by ensuring participation opportunities are attractive to and accessible by men.

Research Finding 02.01.
Equalities monitoring data gathered during Year 2 demonstrates the diversity of the groups involved in participatory projects within Every One Every Day.

Alongside this there is strong evidence of residents meeting and interacting across these differences.

Collectively this provides an increasing body of evidence about the bridging networks being created across the borough through practical participation.

YEAR 2 FINDINGS - INCLUSIVITY

15 Design Principles for Inclusive Participation

	Project Actions	Barriers to Participation																	
				Practical Factors								Human Factors							
				1	2	3	4			5	6	7	8	9	10	11	12		
	What will we do to overcome these barriers?	Encourages trialling	Encourages repeat participation	Time constraints	Location too far from home	Participation perceived as complex	Children not being welcome			Financial constraints	Not knowing what participation opportunities are available	Current range of projects not attractive to skills or interests	Lack of social confidence	Health and wellbeing constraints (physical & mental health)	Hesitation due to the novelty of practical participation	Previous negative experiences of participation (confrontational /too much responsibility/ no action)	Previous experiences of labelling and stigmatisation		
1	Design the activities to be low commitment, short duration, drop in, different times of day/week.	●	●	●			●						●	●	●	●			1
2	Ensure that the activities have no or low cost.						●			●					●				2
3	Ensure that the activity interactions be simple and straightforward. e.g. turn up with a spade.	●	●			●													3
4	Ensure that there is a wide range of opportunities (roles, activities, purpose).	●	●									●	●	●	●	●			4
5	Build out the network of spaces to ensure that activities are closer to home + wheelchair access and close to toilets.	●	●		●								●	●	●		●		5
6	Ensure that practical activities engage a range of skills - from beginner to expert.	●	●			●							●	●	●	●	●		6
7	Ensure that all activities be done as a group of equals, mutually beneficial in the same action.		●										●	●	●	●	●		7
8	Ensure that the communications are universal/accessible/effective - digital, shop, newspapers, posters, flyers.	●	●			●					●	●	●		●	●	●		8
9	Encouragement/ introduction/ accompaniment will be given where necessary.	●	●			●							●	●	●	●	●		9
10	Activities will be action orientated with immediate visible results.		●												●	●			10
11	Ensure that the invitation is very clearly open to all, rather than targeted to demographic groups or needs.	●	●										●	●	●	●	●		11
12	Foster an open, friendly, welcoming culture, for every experience + small inclusion acts, such as making space at tables, translating etc..		●										●	●		●	●		12
13	Ensure that no back story or perceived qualifier is required to participate.	●	●										●		●	●	●		13
14	Ensure co-production and full integration of projects with other organisations, businesses and services.	●	●										●	●	●	●	●		14
15	Make children welcome.						●												15

YEAR 2 FINDINGS - INCLUSIVITY

Employment	
Full-time employed	23%
Part-time employed	20%
Self employed	15%
Retired	11%
Unemployed	25%
Prefer not to say	6%
Total	100%

Ethnicity	
White-English	19%
White-Welsh	1%
White-Scottish	0%
White-Northen Irish	0%
White-Irish	1%
White-British	10%
White-Gypsy or Irish traveller	0%
White-Prefer not to say	0%
White-Other	8%
Mixed-White and Black Carribean	1%
Mixed-White and Black African	2%
Mixed-White & Asian	1%
Mixed-Prefer not to say	0%
Mixed-Other	1%
Asian/Asian British-Indian	5%
Asian/Asian British-Pakistani	4%
Asian/Asian British-Bangladeshi	5%
Asian/Asian British-Chinese	1%
Asian/Asian British-Prefer not to say	0%
Asian/Asian British-Other	4%
Black/African/Caribbean/Black British-African	18%
Black/African/Caribbean/Black British-Caribbean	7%
Black/African/Caribbean/Black British-Prefer not to say	0%
Black/African/Caribbean/Black British-Other	4%
Other-Arab	1%
Other-Prefer not to say	0%
Other-Other	2%
Prefer not to say	5%
Total	100%

Gender	
Female	70%
Male	30%
Other preferred description	0%
Prefer not to say	0%
Total	100%

Age Groups	
under 10	0%
10 - 19	2%
20 - 29	16%
30 - 39	34%
40 - 49	22%
50 - 59	19%
60 - 69	6%
70 - 79	1%
80 - 89	0%
90 and over	0%
Total	100%

Religion	
Buddhist	1%
Christian	52%
Hindu	3%
Jewish	0%
Muslim	13%
Sikh	1%
Prefer not to say	8%
No religion	19%
Any other religion	3%
Total	100%

Disability	
No	80%
Prefer not to say	7%
Yes	13%
Total	100%

Sexual Orientation	
Bisexual	3%
Homosexual	0%
Heterosexual	75%
Lesbian	0%
Other	5%
Prefer not to say	17%
Total	100%

Research Sub-Question. 02.02.

Is the Participatory Ecosystem enabling residents to participate in their immediate locality and further afield?

The location data gathered during Year 2 provides further evidence that residents are willing to travel across the borough in order to access participation opportunities.

The map below presents the distribution of residents across the borough (based on the 90% of registered residents who have shared their postal codes with Every One Every Day).

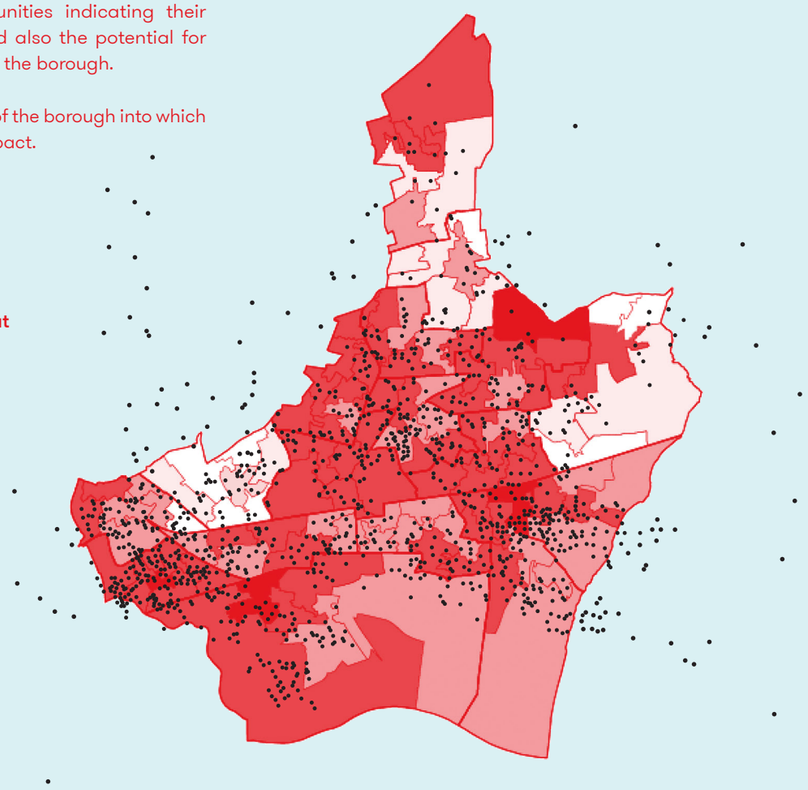
The location of registered participants supports the assumption that people often participate close to home as a first step, but that many residents participate further from home immediately.

The evidence from Year 2 demonstrate that:

- The more established the shops become in a neighbourhood, the greater the density of the local participants.
- Many participants continue to access participation opportunities from beyond a 15 minute walking radius the location of these opportunities indicating their attractiveness to residents, and also the potential for scaling activities to new parts of the borough.
- There remains significant areas of the borough into which the project has made limited impact.

Research Finding 02.02.

The location data depicted below demonstrates that as expected there has been an intensification of participation around the neighbourhood shops, and increasing evidence of residents travelling from further afield to take advantage of participation opportunities. .



YEAR 2 FINDINGS - VALUE CREATION

The Every One Every Day project has been designed to test whether participation at scale can produce outcomes for residents, neighbourhoods and boroughs.

The Theory of Change identifies two levels of participation outcomes:

Level 1
- Direct and immediate outcomes.
- Collective outcomes.
- Networked outcomes.

Level 2
- Compound outcomes.

The research underpinning the model indicates that programme outcomes are created through repeated individual participation building on a strengthening network of resident participants and a thriving ecosystem of varied and highly accessible participation opportunities.

As outlined earlier in this section, the evaluation of Year 2 has resulted in a development to the Theory of Change - version two - introducing the concept of individual agency as key to understanding how individual impacts connect to collective and compound effects.

This concept will inform the evaluation of Year 3 and beyond.

The evaluation aims to monitor and assess the value created by the project for individuals and families participating in Every One Every Day.

In order to evaluate these criteria, the team asks the following research question and sub-questions:

Research Question 03.
Is this systems approach to building participation capable of creating value for individual residents, neighbourhoods and the borough as a whole? Is this value quantifiable and capable of informing long-term public and philanthropic investment decisions?

Research Finding 03.
At the end of Year 2 there is increasingly strong data that the approach is capable of creating this value, and is doing so for individual residents.

It is not yet possible to quantify this value although there is evidence that the value already produced by the project is enabling funders to see the Participatory Systems Approach as a viable way to achieve the outcomes they seek.

Research Question 03.01.
Does the platform create multiple participation opportunities for residents which are the necessary building blocks to repeated participation and aggregated outcomes?

The following data is used to answer question 03.01:
- Projects developed.
- Participation opportunities developed.
- Attendance data.
- Participation hours.

The above data is described in Research question 01.02.

Research Finding 03.01.
At the conclusion of Year 2 it is clear that multiple participation opportunities have been created by the platform, enabling thousands of instances of participation across the borough.

Research Sub-Question 03.02.
Does participation create direct and immediate outcomes for residents?

During Year 2, residents participating in sessions, projects and events have been asked to complete an impact survey designed to pick up their assessment of whether the experience was impactful for them against a range of factors.

The survey maps if the resident experienced:
Enjoyment and happiness; Physical activity; Learning; Teaching; Confidence; Creativity; Friendship and social connection; Sense of community.
The survey also quantifies new or existing connections to aid the development of the network analysis:
- How many people have met before.
- How many people they talked to of different ages or different backgrounds .

The findings from these surveys have been presented on the following pages 224 and demonstrate conclusively that residents experience many and varied direct and immediate benefits from participation.

The survey aims to quantify co-produced outputs:
- Make neighbourhood greener or cleaner during activity.
- Produce something during activity e.g. food, clothing etc.
- Reduce waste during activity.

The findings are very encouraging and demonstrate that common denominator, practical projects are potentially successful in achieving key aims for the borough. These results have not been fully quantified .

Research Finding 03.02.
Impact data from Year 2 demonstrates that participation is delivering direct and immediate benefits to participants, and that projects themselves are producing useful outcomes in line with their design.

Research Sub-Question 03.03.
Does repeated participation create compound outcomes for residents and neighbourhoods?

The in-depth interviews conducted with participants has revealed that a vital level 1 compound outcome related to individual agency is being achieved through repeat participation. This is an important finding, as all other outcomes depend on a heightened sense of confidence and capability. The Outcomes Framework has been amended accordingly, and this is described in detail in the Evaluation Section on page 197.

Seven sets of Collective Impact Indicators have been assembled in the Evaluation Section on page 54 - 81 and focus on the following areas:

- Mental and Physical Health
- Families and Young People
- Learning and Neighbourhoods
- Learning and Work
- Cohesion and Neighbourliness
- Collective Action and Co-Production
- Environment

Resident evaluation
During Year 2 in-depth semi-structured interviews have been conducted with 160 residents.

These interviews asked participants to describe in their own words, their motivations for participating, as well as the impact of their participation on their lives and those of their families.

A detailed analysis of the findings from these interviews is included later in this section. They constitute a unique body of evidence on the effects on residents of multiple and repeated participation over time. See pages 226.

Collective Impact Indices
The team is in the process of developing a collective impact index with indicators for both direct and compound impact. The indices will be constructed using both quantitative and qualitative data and the purpose is to distil complex data streams into a set of clear public measures of impact resulting directly from practical participation. These indices will continue to be developed during Year 3.

Research Finding 03.03.
The results of the qualitative interviews demonstrate that meaningful compound outcomes have been created for residents on the basis of the individual agency they have developed through participation.

Collective Impact Indices are still in development and thus no findings can be described for compound outcomes across neighbourhood or borough levels.

Research Sub-Question 03.04.
Is this approach creating value for funders and the state?

The following data is used to answer question 03.04:
- Outcomes tracking.
- Unit cost database.

Estimating the value for potential funders and the state is of vital importance for the development of the economic model to sustain this systems approach over time.

Value creation is viewed through two lenses:

- Benefits to residents as described in the Theory of Change, to include people experiencing an improved quality of life. These outcomes will be measured through the Collective Impact Indices described in 03.03 and it is intended that the value of these outcomes will not be monetised e.g. cost benefit calculations.

- Cost savings to the public purse will be made through improvements of resident's lives and a reduction in the use of services. These cost savings will be experienced across the entire public balance sheet, not just the cost covered by LBBD. The Unit Cost Database v 1.4 will be used for these calculations.

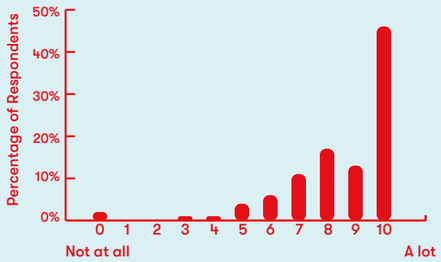
Research Finding 03.04.
Evidence of compound outcomes for residents has been evidenced in Research Finding 03.03.

It is too early in the initiative to report on cost savings to the state which will be measured over the next three years as the initiative expands and more outcomes measured.

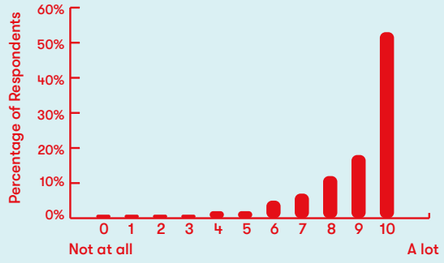
RESULTS OF IMPACT SURVEY

Data recorded from 350 respondents

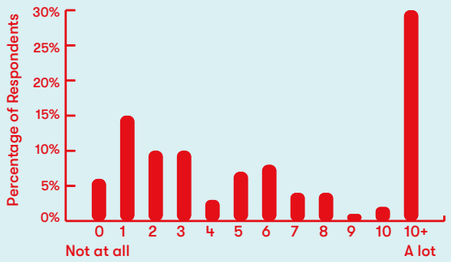
Have you experienced creativity and idea sharing during today's activity?



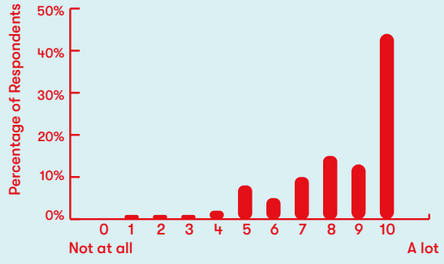
Have you experienced friendship and social connection during this activity?



Approximately, how many times have you taken part in an every one every day activity?



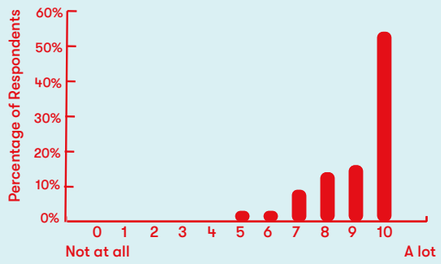
Have you experienced learning during today's activity?



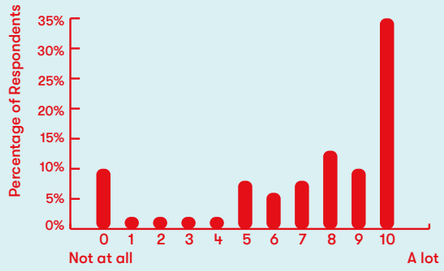
Have you experienced a sense of community during today's activity?

Have you experienced physical activity during today's activity?

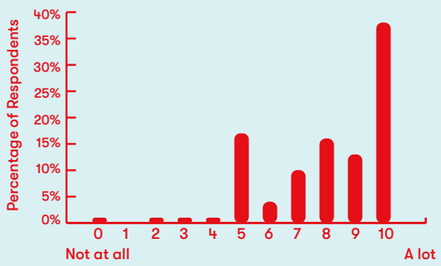
Have you experienced a sense of enjoyment and happiness during today's activity?



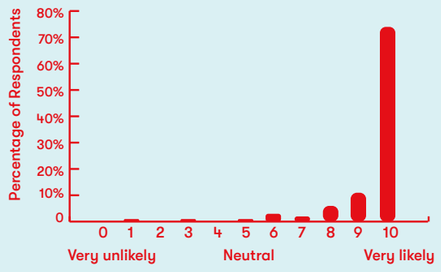
Have you experienced teaching during today's activity?



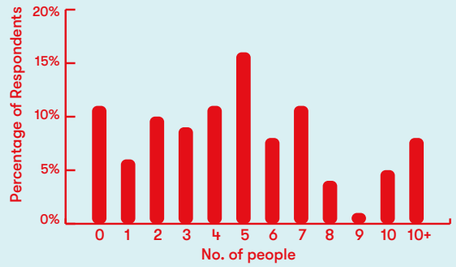
Have you experienced a sense of confidence during today's activity?



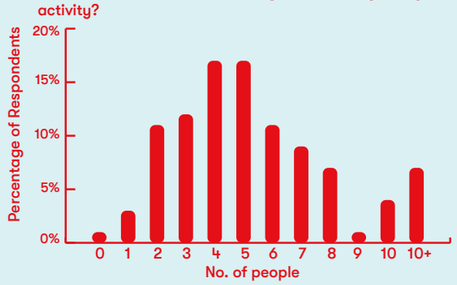
How likely are you to come back?



How many new people did you talk to at today's activity?

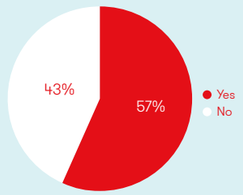


How many people did you talk to of different ages or from different cultures and backgrounds during today's activity?

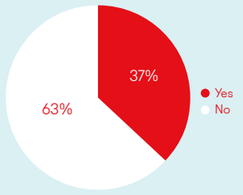


How many people have you met before today's activity?

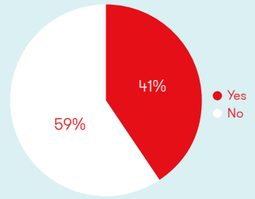
Did you make or produce something during today's activity e.g. food, poetry, clothing



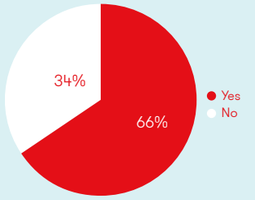
Did you make your neighborhood greener or cleaner during today's activity



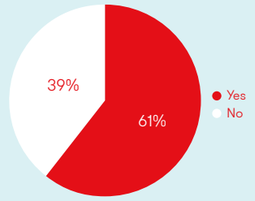
Did you reduce waste during today's activity e.g. repairing, recycling, composting



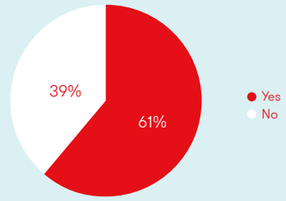
Did you share food with people during today's activity?



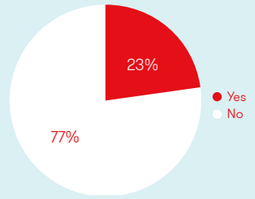
Would you like us to contact you for further research (optional)



Would you like to share your details with us and contact you for further events? (optional)



Is this your first time at an every one every day session



YEAR 2 VALUE CREATION PARTICIPATORY FRAMEWORKS & NARRATIVES

Introduction

The Participation Frameworks and Narratives qualitative research project was undertaken in Year 2 to capture the experiences of a large number of residents through in-depth interviews. The goal was to ratify previous findings and to achieve a fuller understanding of how outcomes are produced and experienced.

Participatory City Foundation uses five research criteria to evaluate Every One Every Day: feasibility, inclusivity, value creation, systemic integration and adaptation elsewhere. The Participation Frameworks and Narratives research project focused primarily on assessing value creation (although some of the data collected is relevant to the other criteria).

Evaluation prior to Every One Every Day demonstrated that there were direct and immediate, collective and networked effects. It showed that repeat participation was required for outcomes to add up. It did not however offer a clear idea about how these outcomes sequence. The Participation Frameworks and Narratives project sought to document how residents experience these outcomes in greater detail and to understand the relationships among them.

Research Objectives

- Ratify the Open Works interviews, which showed direct and immediate, collective, networked and compound outcomes.
- Start to get some tangible stories of actual outcomes
- Uncover patterns in how outcomes are being created (or not) over a period of time – note relationships among outcomes.
- Document the entire journey; what residents did, what they learned; plot schematically what this looks like for individual people.
- Develop case studies based on the above.
- Think about the residents' experience in terms of the Every One Every Day Theory of Change; the resources they bring to it, and what they get immediately and in the longer term.
- Layer qualitative analysis onto quantitative research, and also extract new elements.
- Test feasibility and whether this approach can be a reliable lever for government and other actors to improve people's lives.

Research Methodology

1. Preparation
The above research objectives and questions were used to guide development of interview questions, which were tested and refined through pilot interviews. These questions were used for one third of the interviews and then the interview questions were revised based on further discussion within staff team and the second version was applied for most of the remaining two-thirds. Interviewers occasionally reverted to the first set of questions (or a mix) when interviewees found the second version too complicated or did not have enough Every One Every Day experience to respond to some questions. In all cases interview questions were adapted, substituted or added in response to what interviewees were saying (to different degrees among the four interviewers). The content of the interviews remained similar and the slightly different approaches added richness.

2. Conducting interviews
Over four months 160 semi-structured interviews were conducted with Barking and Dagenham residents who had participated in Every One Every Day. They were carried out by the Lead Researcher and three Interviewers for the Participatory Frameworks and Narratives project, and the Participatory City Foundation Researcher.
The duration of the interviews was approximately one hour (ranging between 30 and 75 minutes). Most of the interviews were carried out at Every One Every Day shops or warehouse.

Interviewees were recruited through mass email and by direct invitations to residents by shop staff and interview team members (by phone, email or face-to-face when residents were in the shop). £5 vouchers were offered to interview participants.

3. Data Collection and Management
Interviewers were provided with digital voice recorders and the recordings uploaded to a shared drive as soon as possible after the interviews were completed. File names were anonymised. The recordings were then erased from the recorders. Recordings were assigned to a team of transcribers for transcription. The resulting transcripts were uploaded to Dedoose,an online data management and analysis software for subsequent coding and analysis.

4. Ethical considerations
Interviewers and transcribers were required to sign a contract that includes a section about their commitment to confidentiality.

Interviewers were required to undergo DBS checks.
Interviews took place in a private room where they could not be overheard.

Residents participating in interviews were provided with an information sheet and asked to sign a consent form. The information sheet contained the following:

- A statement that the project involves research.
- An explanation of the purposes of the research.
- The expected duration of the individual's participation.
- A description of the procedures to be followed.
- A statement describing the extent to which confidentiality of records identifying the participant will be maintained.
- An explanation of whom to contact for answers to pertinent questions about the research and participant's rights.
- A statement that participation is voluntary and the individual may discontinue participation at any time.

The participant was asked to initial and sign the consent form indicating that they have read and understood the information provided and that they agree to participate in the research under the conditions listed.
Data (recordings and transcripts) were not used for purposes other than those for which the interviewees have given consent. Recordings and transcripts were stored in a secure online space.

Names and other personal details about interviewees are kept separate from interview recordings and transcripts, which are identified by interview number and date as described above.

5. Analysis
As with the interviews undertaken within Open Works, grounded theory was the basis for the analysis of data collected through the current project. The research questions and the interview questions derived from these, guided what sort of data was collected and then the data itself guided the analysis. Recurrent elements, ideas, themes and patterns are extracted from the data and these were coded. As more data is analysed, the codes (and their corresponding excerpts—or data 'patches') accumulate and are arranged and rearranged in different groupings and at different levels (e.g. root, child and grandchild codes) with the relationships between them depicted, until explanations or narratives emerge. This process is facilitated by the use of Dedoose data management and analysis software. The emerging explanations and narratives were reviewed to see if they adequately addressed the original research questions and additional questions arising. Gaps were filled (where possible) by going back to the data for further analysis.

Summary of Year 2 Findings

The research from Open Works and Year 1 of Every One Every Day showed that there were direct and immediate, collective and networked effects and that these impacts needed to add up through repeat participation.

It did not result in a clear idea of how these impacts sequence.

The in-depth interviews in Year 2 have shown that there is a bundle of outcomes which are the gateway to all the others. The bundle relates to people's sense of agency and wellbeing-- on which repeat participation is completely dependant. All other outcomes are dependant on repeat participation for things to add up. When outcomes accumulate and combine over time, these are described as compound outcomes. For example, finding employment and reducing the carbon footprint need multiple things to happen together.

The interviews asked people what benefits and outcomes they had experienced through participating, which have been incorporated into the indicators for different types of outcomes, i.e. learning, cohesion, etc.

The single biggest finding of the interviews was how participation had changed how people feel, think and act.

Many described their lives before participating as "stuck, bored, lonely and isolated, going nowhere" -- with a full range of really difficult problems such as loss of jobs, loss of health, loss of partners, financial concerns, depression, etc.

Version 2 of the outcomes framework, described in detail in the executive summary section (see pages 28), was created to match the emerging evidence. It newly incorporates individual agency as the first bundle of compound outcomes--feeling welcome, included, accepted, excited, confident, making friends, being creative and active and happy--and understands this to be a 'gateway compound outcome'.

The framework was also reorganised to better reflect the sequencing we can now see. After this gateway compound outcome, we have networked effects (people connected), and then collective effects (the result of many smaller actions and participation) and then layering as they accumulate and combine.

The following 16 selected case studies (of the 160 interviews) represent different journeys of residents with Every One Every Day and the various outcomes they achieve through participation, but mainly the compound outcome 'individual agency' mentioned above.

YEAR 2 VALUE CREATION

Resident Outcome Evaluation 1
Yasmin

Yasmin's story demonstrates how, for a confident and creative person, the existence of the Participation Ecosystem on her doorstep can amplify a resident's own efforts and support her inclinations to make an impact in her neighbourhood. It also describes what the Ecosystem means for those newly arriving into a neighbourhood; creating opportunities for activity and connection.

Background and situation

Yasmin moved to the Riverside area of Barking from Manchester in summer 2018. While she was optimistic about her move, she was also surprised at the way her new neighbourhood seemed cut off from other parts of the borough, and at the lack of local amenities in the immediate vicinity.

As an active and energetic person, Yasmin is highly capable of seeking out and creating opportunities to do the things she likes in her community, but she was particularly looking for places and ways to connect with others.

This was particularly important for her once she had successfully settled her children in their new schools and sorted out her house. She works part-time remotely and therefore has limited opportunities to make connections and develop networks through work. Yasmin is someone who does not like having lots of time with nothing to do!

Yasmin feels strongly that she needs more in her life than simply focussing on herself by going to the gym or to a spa. She wants to find ways of making an impact in her community and is optimistic about people's potential to make a difference if they collaborate and share their ideas and skills.

First interaction with Every One Every Day

Yasmin was walking through Barking and passed the Ripple Road Shop. She was intrigued and, deciding to pop in, was surprised and delighted with the welcome she received. She was offered tea and taken on a tour and was excited to find out more about all the opportunities on offer.

> "So they were like "you can do this, you can do this, but you can also just come and use our work space"

Yasmin initially used the space as a co-working location, but quickly began to feel that this was not the main point of the project and sought out different ways of participating.

Yasmin's participation through Every One Every Day

In a period of six months, Yasmin has participated in four projects, 12 sessions and the Warehouse Launch Festival. She is also active in two different Business Programmes - one of which she is co-building.

6 **Months Participating**

Participating
Great Cook, Trade School, Make What You Wear, We Make Our City Launch Festival

Hosting
Trade School

Co-building
Imagination space

Training
Warehouse Induction

B **Collaborative Business**
Design Make Sell 2
Imagination Space

Yasmin enjoyed using the co-working space and asked:

> "Is there anything I can get involved in?" They said, "We've got sewing coming up." I said "hallelujah!" - I love sewing. So I joined the sewing and [two residents] gave up their time to do it, so they were really nice. That first day I couldn't even sew straight, so they were showing me how to guide the machine and things like that."

Yasmin appreciates learning new skills and likes that it does not cost anything – from usage of co-working spaces to attending sessions. If she were to attend learning sessions at other places it would be at least £3 a session.

Yasmin heard that Every One Every Day planned to open a big warehouse and the Launch Festival was in a month's time. She was excited when she realised that it was at a walking distance from where she was living. She started visiting the Warehouse on all of the days that it is open to the public and attends all relevant sessions.

> "So that's why they don't see me at the Ripple Road shop anymore, because I'm always in here. And what I love is the same thing - open-door policy, smile, offer you a cup of tea, it's a place where you can leave your outside world kind of thing and engage with other new people."

Outcomes of participation

Yasmin describes several outcomes from participation.

1. Yasmin mentions that she loves making friends and within a few weeks of participating in Every One Every Day activities, she made friends with a group of women. They meet outside of the shop and have built strong bonds. As a result of their friendship, they have begun supporting one another in a variety of ways.

> "We'd just decided to go the the cinema together. Another lady that was at the sewing place said "Oh please, you know what, I'd love to come" so she went as well, and we saw a film that we were all interested in, but we didn't have anyone to go with, so we all decided to go together -so that was amazing - we just had a girly day, and from then we decided "ok if one of us is working, we can just babysit for each other - so that's what we decided to do."

> "The offer's on the table for all the girls - we have our WhatsApp group"

2. Yasmin describes her experience of volunteering for other organisations and committees, such as her local residents' association and the difference between those activities and participating in Every One Every Day. Her activities in those organisations focus on getting things done for other residents, such as writing to the Council about parking. Whereas with Every One Every Day she feels that it is more about helping you meet people and contribute, such as the skills that you have learnt. It is a way to learn with and from others, to collaborate in more sustainable ways and to do work in the community.

3. Yasmin participated in the Design-Make-Sell Collaborative Business Programme twice and in the process designed and sold hair bows for kids. She learnt a lot about planning the entire journey of a new designer / merchant - from idea to first sold product. Additionally she formed strong bonds with other designers along the way.

> "So I joined the business programme, and I'm making hair bows for kids. I get to engage with different people who are experts in the field. Aggie will show us how to price something, James will show us how to design the product, how to market it and then everybody else will be involved in guiding you through it; how to make it, how to order the product. And then we're going to market and we'll each take a day in a shop to sell our product. But it's not just about the selling, it's about the community making something together, it's never been heard of that amount of people making something together enjoying their time"

4. Yasmin mentions that the Warehouse and Shop spaces offer flexible spaces for people to come and work and relax. She describes coming there when she wants to work, but also when she is feeling anxious and just wants to let go. She feels that the atmosphere promoted in the spaces helps people beat stress.

> "It (Every One Every Day) helps you in all walks of life, it's not just ok we'll do one thing, it helps you in every aspect of your life - the project - that's what I like about it "

5. Yasmin mentions how her kids love going to the Warehouse. They have participated in computing sessions and activities related to cooking. She feels that it is something that takes them away from social media.

> "It's good to get them to come and do fun activities like we used to do when we were little, and make things. My son now loves the Lego set, and adds wheels onto it and he's making cars, and he would never do that at home, he'd be on his Minecraft!"

6. Yasmin mentions multiple connected outcomes such as meeting like-minded people, being articulate in sharing her thoughts and ideas and an increase in confidence due to hosting activities.

7. One of the biggest changes she mentions is the shift in her thought process. Yasmin recollects how she entered the shop for the first time and asked "what can you do for me?". The Project Designer asked back "what can you do for the community?". This made her think about how she always wanted to do something for her community but did not know how to.

8. Yasmin mentions that she has learnt how to work on her own in a co-working environment, how to collaborate with people on common projects and schedules and how to host sessions. In this process, she has had to unlearn certain things and habits that she was used to.

> "If anyone now asks "Yasmin, what would you like to do here?" I can now give them a list. I've unlearnt the behaviour of being by myself - now it's a community thing!"

Challenges

Yasmin mentions no challenges with participating.

Future with Every One Every Day

Yasmin is already in the newspaper for hosting sessions in the coming programme. She plans to continue attending different sessions and learning from others as well as making new friends. She has also been actively co-building the Imagination Space; a network of parents who are keen to explore collaborative childcare options and more creative learning activities.

> "And then the amount of things that we do out of The Warehouse - it's a lot, wow. We did everything from cinema to having a meal together. We drove to Grow Wild together and we had a meeting there. We just took notes about things that we learnt from them and they said - anytime you want funding or you want a business plan made, they said, come, we'll help you do it. So now, we just applied for funding for £40,000 for our project"!

YEAR 2 VALUE CREATION

Resident Outcome Evaluation 2
Lisa

Lisa's journey is an inspirational story of a driven entrepreneur with a passion for chocolate who has been looking for opportunities to start her own business. She has participated in many different aspects of Every One Every Day, as well as being an active participant with other organisations, including the Council. She is a regular in the Warehouse and can often be found in the kitchen working on her chocolate recipes.

Background and situation

Lisa is a female resident who is in her late thirties. She was born in London, went to secondary school in Nigeria and has lived in Barking and Dagenham for more than 14 years. She has a background in Combined Business Studies at University of East London and went to pursue her Masters in International Marketing at HULT, Boston, America. She came back to Barking in 2018 and was working from home part-time.

Lisa has always been creative and keen to explore new things. She participated in a Hackathon led by the Barking and Dagenham Council - which her team won. The application they designed is currently being used by the Council to help residents.

First interaction with Every One Every Day

Lisa came across Every One Every Day when staff were talking to residents about the gardening project in the Barking Learning Centre in April 2018. Lisa popped into the Ripple Road Shop the next week. She was fascinated by what the project had to offer. Her first session was garden design and the following one was the Warehouse networking event.

Lisa's participation through Every One Every Day

In the 14 months of interaction, Lisa has participated in more than 35 sessions of approximately 19 different projects. She has participated in 4 Business Programmes, attended two Launch Festivals and hosted three projects. She has visited all four shops and is a regular visitor to the Warehouse and the Ripple Road Shop. She has also collaborated in a couple of sessions for Bowled - the collaborative business programme for fresh food.

Within two weeks of learning about Every One Every Day, Lisa had already participated in five events and was excited with what was being created in her borough. She helped to set up the circular economy event as part of the Warehouse series in the Summer Programme 2018 at the Barking Learning Centre. She was keen to join the first pilot collaborative business programme: Pantry - for people who were interested in making and selling (shelved) food products together. She shared her ideas for starting a chocolate business.

14

Months Participating

Participating
Warehouse meeting, Pantry, Work in Progress, Trade School, Tea and Toast, Open Table, Great Cook, Food Day, Open Saturday, Cook and Eat, Barking Library Garden Design, Circular Economy, Retail Tour, Film Screening, Makers Day

Hosting
Trade School, Great Cook, Barking Library Garden

Co-building

Training
Key-holder training, POS training, First Aid Training, Fire Safety Training, Uploading stock, Meeting other sellers

B

Collaborative Business
Design Make Sell 1, Design Make Sell 2
Pantry 1, Pantry 2
Bowled

> "I saw in the newspaper: if you have an idea for food or anything: come up. And I thought, well, if you have an idea for anything, just go for it! Because I like taking opportunities when they come. So I went for the meeting."

Outcomes of participation

Lisa describes different outcomes through the various projects and business programmes she has participated in.

1. She mentions how she had a lot of fun through the Cook & Eat project and the Great Cook project, because it brings people together.

2. Lisa says that in the beginning, it seemed strange for her to go to other people's homes to cook together as she was not raised in an environment where that was normal. She slowly got used to it and enjoys coming together to meet and cook.

3. Participation has given Lisa the opportunity to meet more than 70-80 people since May 2018, some of whom are now friends.

> "I enjoyed the experience, because I like to give. I bring an ingredient, and then I meet other people, then we talk about how their day has been, and things like that, and that was how I made these three friends in the start. I also visited one of their houses over Christmas."

4. Lisa mentions that she has encountered different cultures and stories through the projects.

> "It was fun because you get to hear other peoples' stories and other peoples' cultures. People brought in their entire family, like this lady she brought in her mum, her children. It was really nice."

5. Lisa has learnt and nurtured a lot of skills through regular and repeated participation in sessions. The interactions with different people helped her own product development for the food business programme.

> "The experience taught me about other people's food cultures. Because sometimes I will be thinking: how can you mix this and this? In my head, not out loud! So it was really nice. You get to taste the food and then learn about new combinations; you learn something new every day."

6. The gardening project did not continue as long as planned due to weather conditions and other complications.
However, Lisa describes how with the limited garden meetings, it enabled her to learn a lot, but also helped her realise that her skills are valuable, even when she does not consider herself an expert.

> "I learnt that even if it's only a little, everybody has something to share or to give. I don't have much skill in gardening, but to somebody else with no gardening skills at all, it is a lot. So, from that experience I learnt that there is no such thing as a little skill."

7. Lisa always wanted to sell chocolates. She had done that before, but it was more like trading where she would import from Italy and sell them online in London. Through Every One Every Day, she got the opportunity to make her own chocolates, and infuse her own creativity.

8. Lisa describes how her journey through her first business programme Pantry was filled with ideas and enthusiasm. She came in with different chocolate ideas at the first session where experts gave her quite critical feedback. She improved and made her chocolates and went on to sell them in the market on Primrose Hill London for five Saturdays. She was happy to receive some great feedback through the market process. She learnt about what sells and what people like and was excited when customers came back to buy again or give some constructive feedback. Lisa says she has come a long way and learnt a lot in the process.

> "So I went every week! I enjoyed it, because you meet people, and the person you met last week would come in again and you're like 'oh you came again!' then they would tell us their stories about this or that, and you get to chat to them. It was fun, I enjoyed it."

9. Lisa mentions that she appreciates the collaborative functioning of Pantry. They learnt how to do packaging, labelling, taking products to the market and selling each other's products if that person could not make it. This process of building relationships and supporting each other is something she values seeing.

10. Lisa has found solutions to a range of challenges. For example, she could not find the ideal packaging she needed for selling her chocolates. This led to her participating in the collaborative business programme Design Make Sell where she designed her own packaging.

Challenges

Lisa is keenly invested in Every One Every Day and wants to see it grow. She said there are no challenges as such, but one piece of feedback would be to send more newspapers out.

Future with Every One Every Day

Lisa has been one of the most familiar faces of Every One Every Day. Her journey has been inspirational and she wants to continue participating in as many sessions as she can.

She believes in giving back to the community and subscribes to the vision of Every One Every Day. She has run classes on chocolate making at every shop. She would like other residents to do it as well and thinks Every One Every Day contributes to enabling people to give back.

> "I know that the aim is to empower people, and I know the project is for five years. By the end of the five years, people will be able to stand on their own and be able to give back to the community."

YEAR 2 VALUE CREATION

Resident Outcome Evaluation 3
Laura

Laura's story demonstrates the potential for the Participation Ecosystem to open new opportunities for people. In her story, Laura describes how the Business Programme has acted as an additional layer within the Ecosystem and enabled her to develop her ideas for fashion and clothing.

Background and situation

Laura is a young woman in her thirties. She was born in Barking and Dagenham, but moved out, only returning to the borough about 11 years ago.

She started her career as a member of an airline cabin crew and found this highly enjoyable for a number of years. She particularly relished the travel, and being able to see the world.

However over time, she began to feel that this was an unfulfilling lifestyle, which made it difficult to establish strong roots in her home.

This became a frustration for her, and she started thinking about taking a leap of faith into something new that she herself had created.

> "I was asking family and friends, giving them different ideas and scenarios and asking them to help select something that would be good for me to do, and start myself outside of the airline."

At the point of becoming involved with Every One Every Day Laura was on the look out for something which would enable her to develop her own business and creative ideas close to home, with roots into her local community.

First interaction with Every One Every Day

Laura first heard about Every One Every Day through her cousin G who used to visit regularly and was also a participant in the food business programme called Pantry.

Laura was looking for creative opportunities in the borough and decided to join Design Make Sell.

Having signed up online she joined the Design-a-thon, where she learnt about the programme and had the chance to discuss her ideas with product design specialists.

She found it encouraging to be able to receive practical feedback on her ideas and to sense the potential in them.

Laura's experience of Design Make Sell encouraged her to feel that the project would support her to pursue her ambitions.

11 **Months Participating**

Participating
Design Make Sell, Design-a-thon, Make What You Wear, Sustainable Fashion Programme, We Make Our City Festival Supper, Rock Paper Scissors, High Street Retail Tour

Hosting
Family Cook

Co-building
Family Cook, Mini-learners

Training
Laser Cutter, Silhouette Cutter, Keyholder training, POS training, First Aid Training, Uploading stock, Meeting other sellers

B **Collaborative Business**
Design Make Sell 1
Design Make Sell 2

Laura's participation through Every One Every Day

As well as practical support, Laura was surprised with the warmth she experienced at Every One Every Day.

> "…everyone is really really friendly and open, they're made to feel comfortable, and you're made to feel as if it's your home. I think that's something that everybody that works there at Every One Every Day has, which is really special, it's really nice. So that's stuck with me as well."

In her 11 months of participation, Laura has joined practically every session relating to fashion and clothing totalling 16 sessions across seven different projects.

Outcomes of participation

Laura reports multiple outcomes for her from participation.

1. Laura describes a greater sense of happiness and fulfilment arising from the activities she has been able to pursue through participation. She feels the platform has supported her at every step to develop her ideas and has enabled her to move them from ambitions to practical reality.

> "I like the creativity, I like the fact that I could come up with something, I like the fact that I was learning, I've learnt so much."

2. The group and communal learning environment has been really important for Laura, fitting well with her learning preferences. She drew comfort from being in a group of like-minded residents whose work was facilitated, but not directed by experts. This has increased her sense of agency, and the fact that she has innovative and interesting ideas to develop.

> "One great thing is that you learn so much off everyone there. I'm just really excited. What's happened now, I feel a lot more fulfilled."

3. The Business Programme has enabled Laura to develop a set of practical and useful skills she previously did not have, in a very short space of time. She ascribes this to the fact that the project acts as a supportive network around participants.

> "I think it is showing me that when you apply something and you've got the right support and you're focussed, a lot can happen in six months. So these are things that probably could have taken me maybe two years if I'm being very honest, that's because you might not have the support network, you might not know exactly what to do. I've seen the importance of having a support network, the right people around you. The ability and the facility to be able to carry something out. And how quickly and life-changing some things can be. I've done so much in the six months, it's unbelievable."

4. Participation has become something Laura can enjoy with her family who are involved with Every One Every Day in a number of different ways. This is important to her and provides an additional motivating factor sustaining her participation.

5. In Laura's view, the difference with Every One Every Day is the emphasis on providing tools and opportunities for people to build the things they want. In doing so, she feels it unlocks the potential within people.

> "They are building on knowledge, equipping residents within the things that they like doing, and applying it. It's allowing people to tap into themselves that bit more and to do things within that which they like."

She feels this is a significant development in how communities could and should operate.

> "I almost feel like it's bringing a sort of paradigm shift to the way things are done now…I think in years to come that's what it'll be, I think it will change the way things will be done, it's almost revolutionary"

Challenges

Laura does not note any specific challenges, but mentions that participation culture requires flexibility and adaptability for participants which for some is a learning process and for others an un-learning process, letting go of other mindsets and ways of working.

Future with Every One Every Day

Laura intends to continue selling her products and growing her business. She also aims to participate and host a few sessions in the next programme. She is in talks to host a games night as she believes games bring people together through skills, fun and laughter.

> "I feel like it has given me legs to start my own thing, and I think it has actually pushed me, it's been something that has solidified everything for me."

YEAR 2 VALUE CREATION

Resident Outcome Evaluation 4
Oshun

Oshun is a passionate and vocal crafter. Her story with Every One Every Day is one of how the platform enabled her to help codesign the Warehouse (shape the Fabrics area), help her connect with different networks in the borough and pursue her dream of starting her own business.

Background and situation

Oshun is a 55 year old Dagenham local who lives within walking distance to the Church Elm Lane Shop. She has lived in the borough for most of her life and seen it transform from what was once very racist to now more diverse and accepting.

She is full of ideas for herself, her family and her community, but feels that historically, the way things work in the borough has tended to discourage people from taking the initiative.

Oshun had planned to set up a business working from home but found that it was too distracting and that she was not actually getting anything done.

First interaction with Every One Every Day

Oshun was attending a crafting class when a lady came in and handed out Every One Every Day newspapers. That was the first time she heard about the project. She was keen immediately and wanted to attend as many sessions as possible.

> "There were loads of things. I am a crafter and everything attracted me. Everything they were doing I wanted to be a part of it."

She signed up and attended the first session of the Collaborative Business Programme 'Design-Make-Sell', which paired residents with designers and creatives to work on modern home and gift ware. Residents made prototypes of their chosen item and sold these in a pop-up shop that was set up for this purpose. Oshun was amazed with what she experienced and says she felt that this was really needed in the borough.

Oshun's participation through Every One Every Day

Over 11 months Oshun has participated in about 12 projects and more than 30 sessions. She has been trained in 5 inductions, joined 3 business programmes and participated in 2 festivals. She is a key-holder and can be found in The Warehouse almost every day the space is open to the public.

She has always been interested in gardening, up-cycling, crafting, sewing, making jewellery—basically all things creative. After Design-Make-Sell, Oshun participated in, hosted and co-designed a range of activities, such as a clothes swap, a share and mending session and setting up the Fabrics Area in The Warehouse.

11 **Months Participating**

Participating
WasteWorks, Trade School., Pins and Needles, Kids Trade School, Rock Paper Scissors, Family Fun Day, Summer BBQ, Open Table, People's Corner, Warehouse Festival, Makerversity tour, Sharing Cafe

Hosting
Sharing Café, Sowing, Screen workshop, Room Dividers,

Co-building
Sharing Cafe

Project Initiating
Keyholder training, POS training, Uploading stock, Meeting other sellers

B **Collaborative Business**
Design Make Sell

The values of Every One Every Day align with Oshun's and it's the first time she has observed infrastructure for these type of activities being built at this scale - with all the different shops and the Warehouse.

> "If there is nothing going on here I can go to another shop. If the sewing room is full I can go to another shop or The Warehouse. The biggest machines are there, I can explore."

Outcomes of participation

Oshun describes impacts from participation with Every One Every Day on a number of levels.

1. Oshun stresses that experiencing no barriers to experimentation and instead feeling supported and stimulated by people who believe in you, has led her to be more confident and explore her creativity and crafts.

> "For years I've said to people, 'you know what, I really want to do this, I want to do that, or I want to give this a try' and I have had people around me say 'you can't do that'. So it's very frustrating, but coming here every idea I've had they are like 'try it out'. I haven't heard anybody say 'you can't do that'! It helps me believe I can try anything!"

2. When Oshun was trying to set up her business and work from home, it was too distracting. She describes how the way that the different spaces are designed in the shops and warehouse enable people to do what they are interested in and create ownership of the spaces. As a resident she helps in the cleaning and upkeep of the spaces.

"When I bring my work here and come upstairs, I actually get a great deal of work done, and it's nice because even though you hear other activities going on, nobody is actually interrupting you and I am able to get on."

3. Every One Every Day has opened up a huge opportunity for Oshun in terms of networking. She discovered and connected with a lot of crafters in the area who she was not aware of earlier.

"..and then someone put me in touch with somebody else, so it was a gradual thing. And I thought LBBD has a massive creative community! I am flabbergasted at how many creative people are in here. I really am!"

4. Being one of the most regular participants and having attended big Open Table sessions at The Warehouse Launch festival, Oshun claims that she must have easily met 200 new people.

5. Oshun sees cohesion between different set of groups pursuing different activities and mentions she has found ways to connect with residents participating in other activities herself. For example people working in the kitchen on the Pantry project and people working on sewing project all coming together when needed – at times like the big festival.

> "We all pitch in to help. People are concerned. It's not pretence, people really care. Feels nice to know I am supported. […] I'm supported in the fact that if I can't get something done, there is somebody who will do it for me. Or there is somebody who will know what to do or there is somebody who can help me do it. I am never alone, that's what I've realised. I just have to be more vocal. […] I like going into the Pantry when they are around, because if I go to the pantry and make myself useful, and if they're washing-up and I just run around for them, they will feed me—and I figured that out! It's a case of 'come and try this for me' and I'm like 'yes, of course!' I've learnt to help the Pantry, and I'll get fed! So yeah, it's just nice to help everybody, because we are all in this together."

6. Oshun believes that participation in Every One Every Day helps with depression and other aspects of mental health. She gives an example of how she has seen a resident who was suffering in isolation come to sessions and find friends and people who can relate to what she has been through. She noted that her own frustration and unhappiness has been eliminated with the help provided by the platform to establish her own business.

> "I know how I felt frustrated for years, my fear of not being able to start my business, my hatred of doing 9-5, just everything about a job that made me unhappy stopped me from going back to it…It's changed everything."

7. Because of the fact that the activities and spaces are open to all and family friendly, Oshun has invited many of her friends and family members to come and join in sessions. She can have her grandkids play in the play area whilst she continues sewing.

> "It's good to know that I can go and work, the kids are over there, they've got activities, there are things going on, then I'm alright, I'm good. And there are not many places like that at all."

8. Oshun observes that the project is changing peoples lives and this is through empowerment rather than giving.

> "Once you're empowered, you can tackle anything. The issue here doesn't have to be 'oh I'm behind with my rent and I don't know how to approach these people', that's your issue. But if you came to a class and it empowered you, and you started believing in yourself, and you became engaged with other people, maybe that will give you the confidence to then go there and deal with this, and know how to deal with it, without being afraid. Yeah, so it kind of does arm you."

Challenges

Oshun doesn't see any challenges and mentions that she does not believe in that term: she knows things can get hard and it is all about learning.

Future with Every One Every Day

Oshun is going to continue being the regular participant that she is – participating, hosting, and taking her business forward. She has found a community she wants to work with, celebrate with and spend time with.

> "All I know is that I am having the time of my life, this has completely changed my life. I am not going to go back to the place I was a year ago. And it continues to change my life, and I continue to evolve, so yeah, it's all good. Thank you!"

YEAR 2 VALUE CREATION

Resident Outcome Evaluation 5
Aalia

Aalia's story of participation with Every One Every Day relates to the adaptability of the approach for families with children, and describes the impact of the whole family's involvement on its members.

It also demonstrates how the Participation Ecosystem can enable families new to the borough to connect with their neighbourhood and neighbours, relieving isolation and broadening opportunities.

Background and situation

Aalia is a 30 year old local mother. She moved to the borough relatively recently with her child, and now has two children.

She says that prior to her involvement with Every One Every Day she felt quite isolated in Barking and Dagenham. She had few local connections and she didn't have many friends. Aalia says she suffers with anxiety and is nervous about taking the initiative. During her first year in the borough she had not made a single connection with other residents voluntarily.

First interaction with Every One Every Day

Aalia first became aware of Every One Every Day when she was walking down Church Elm Lane and noticed the shop. She was immediately drawn to the fact that there were lots of people including children in the space and assumed from the fact that there was a kitchen that it was some sort of a café.

She learned that it wasn't a cafe when the residents and staff offered her free tea and sandwiches. She was pregnant at the time and was experiencing morning sickness so this was very welcome. She was also given mint from the garden to take home to ease her symptoms. She took home one of the Every One Every Day newspapers with her.

Aalia says that the warmth and friendliness she experienced made her keen to return.

Aalia's participation through Every One Every Day

Following her first interaction Aalia started coming to the shop regularly, often two or three times a week.

> "It did not feel like a clinical space. You know when you go to places like centres or playschool and stuff, it is very official – there is a front desk and all these other things, but here there is a sofa, a kitchen, pictures on the wall… It just felt very relaxed, a nice relaxing space, just very simple I think"

The homely feeling of the shop enabled her and her son to socialise and make friends. Despite moving homes to a location further away from the shop, she kept in touch.

> "I may have moved (I am still in Barking and Dagenham) but I am willing to travel to come here because it is such an amazing space…I feel like the benefit of having something like this in the community is just amazing. There were sunflowers planted all over the neighbourhood. How amazing is that? That was done through a programme where it was an activity where kids got to plant pots around. Just to see the neighbourhood with all that. I feel the community will grow. Before you know it, it will change the environment. The little children that are here now, will be teenagers and the things that they have learned about being a community, being a part of a community, taking ownership, looking out for each other, knowing your neighbours and doing things together."

In 13 months Aalia has come to 12 projects and 21 sessions. Although she hasn't hosted any sessions, her son has been very proactive and hosted sessions as part of the Kids Trade School and Mini-Makers projects.

Aalia had to pause her participation due to the birth of her second child and a further house move.

Outcomes of participation

Aalia describes a range of outcomes for herself, her son, and them both.

1. Aalia is quite shy and says she wouldn't go out of the way to knock on her neighbour's door and suggest something. Participation with Every One Every Day has encouraged her to become more open and community oriented. She feels she wants to do more things.

2. Aalia has made a handful of friends with whom she is in touch outside the shop. They encourage each other to attend sessions together. This has expanded her social network.

3. Aalia described feeling welcomed into spaces as a result of their design which managed to be both homely and practical. She particularly noted the absence of an official reception or other distinguishing feature in the space which she felt had the effect of making residents more relaxed and comfortable.

4. Aalia described health benefits through participation. She has experienced depression, and has previously felt lonely in the borough. The Every One Every Day shops helped her to get out and move on.

5. Aalia appreciates the feeling of safety in the space for her son and herself. This has changed her perception of the borough itself, increasing her sense of community and of knowing her neighbours.

> "the safe space… where you know people and it is nice to know that I can just help myself. I can make myself a cup of tea, they make you feel at home. I don't know if it is other shops, but this one makes you feel welcome and at home. You feel a part of something."

6. The participatory approach has given Aalia a sense of ownership and responsibility for the spaces and she therefore tidies up and cleans. She noted how nobody is told to do anything but all parents and kids all clean up after the sessions proactively.

7. Participation has provided Aalia and her son with practical and enjoyable things to do in their community for free. This has been of practical importance to her as family finances are tight. She says that the way sessions are designed to include adults and children has been critical to her and have enabled her to spend more time with her son than she would otherwise have been able to. This makes her feel more confident as a parent.

> "I see him happy and that affects my well-being because I feel I am a good mum, I have taken my son somewhere, I have done something with him. He is going home happy and I can go home and I do not have that guilt that I have not done things with him, I feel a lot of mums feel that way."

8. Aalia has observed that participation has helped her son to become more sociable, and he has gained the confidence to host sessions and develop his own ideas. His interests have also broadened and he now wants to get involved in gardening and growing his own vegetables. He particularly likes feeding the chickens at the back of the shop.

9. Aalia foresees long-term and wide-ranging benefits for the community of this approach.

> "I feel like we are reaching parents and children at a good age. For me now, it is making me proactive as a parent but it is impacting my son, he is going to grow up and he is going to be a part of the community and he will learn to be part of the community. His peers, all the kids he knows, they will know each other and grow up in this environment. Also it caters for the older generation because I feel there is an issue of loneliness. I see people being around other people's children or being around other adults and stuff. People of older age coming here. I would like to see more of that, getting them more involved. I feel like they are not lonely. Me and my son felt lonely, we did not know no-one. I feel it solves a lot of problems and if it could reach more people it would be awesome"

Challenges

Aalia did not identify any specific challenges, but she feels there should be more targeted sessions for teenagers as she noted that this group are less regular visitors in the shop.

Future with Every One Every Day

Aalia is currently focusing on her new baby, but is looking forward to resuming participation once she is able to do so.

She feels she may now be confident enough to host something and would like to get involved in cooking activities, particularly baking during the Autumn Programme.

13 **Months Participating**

Participating
Open Table, Gardening, Chickens, Glass Painting, Story Box, Kids Trade School, Mini-makers, Painting the Garden, Picnic in the Park

Hosting
Mini-makers, Kids Trade School

Co-building

Project Initiating

B **Collaborative Business**

YEAR 2 VALUE CREATION

Resident Outcome Evaluation 6
Salma

Salma's story describes the journey of a young parent who sees Every One Every Day as a space to develop interesting activities with other parents and children, healthy cooking practices, and as a launchpad for new career and life possibilities.

Background and situation

Salma is a young woman in her mid thirties. She has been working as a marketing consultant in the healthcare industry for almost ten years and over that time has developed connections and friendships through her work across London. However, following her marriage she and her partner moved to East London where she had few connections.

Soon after settling in East London, she became a mother for the first time and felt strongly that she needed to find ways of connecting to her new community. For someone newly arrived in a new place, this was a challenging prospect.

> "It was a completely new area, completely new home, completely new place, then I had my little one so it was a completely new role as well."

As she was a mum later in life compared to her friends, Salma wanted to make friends with new mums. She sought out local opportunities for her daughter and herself to meet other families. Salma describes herself as selective of the opportunities she sought, wanting high quality learning and play options and a sense that she was connecting to likeminded people.

Salma is proactive and happy to work out how to create opportunities and make things happen if they don't already exist. She was mindful however of the limitations for her in being able to do so, not possessing space or resources to create things on her own. She wanted to host things in her house but had limited space and knew that she couldn't cater for everybody.

First interaction with Every One Every Day

Salma began to share her ideas for new play and learning opportunities for young families with a group of mums she met at a local phonics group. These ideas included cooking classes and nature trails for children. One of the mums, J, mentioned to Salma that a project in her local area was set up to support these sorts of collaborative ideas and introduced her to the opportunities already on offer at Every One Every Day for young families.

Following J's recommendation, Salma decided to pop-in to the Ripple Road shop.

Salma's participation through Every One Every Day

Salma was appreciative of how open and welcoming Every One Every Day spaces were both in terms of the physical space and as a concept. She felt these were well designed, welcoming spaces with the potential to host a lot of people.

She also found the approach and spaces helpful in overcoming challenges to getting her ideas for projects started.

> "They facilitate it…because there is that kind of whole conversation of whether everyone's going to be safe, whether anyone has allergies or we'll have to limit the numbers [for family cooking sessions]."

Salma found Every One Every Day to be a supportive environment for healthy food preparation and for batch cooking which helps families with limited financial means, and those with limited time.

> "You'll find cooking class everywhere for kids, but they make cupcakes, or something fun or seasonal like Christmas cookies or Easter chocolate bunnies…but those are not sustainable. So I think a lot of parents struggle with what to make for their children and how they store it, how much can they make in a batch and how they can adjust it so it suits an adult taste."

Salma's participation has been centred around her family, particularly the Family Cook and Story Box sessions. She has hosted 12 Great Cook sessions in collaboration with her friend J.

Outcomes of participation

Salma describes multiple outcomes for herself and her family from participation.

1. The structure of the project has provided many more opportunities for involvement in local events than would otherwise have been possible for Salma and her family. She particularly noted the fact that Every One Every Day lets people take ownership of their ideas and channel their creativity. Her experience elsewhere is that there is limited opportunity for this.

> "At some places they say 'sorry that session is only available for this small half-hour slot on a Monday morning - if you can't make it, sorry - you lose out'. Over here it is different – giving that ownership to people is important!"

2. It was important for Salma to feel treated as an active and involved participant with something to offer rather than as a passive recipient of something designed by others. For her, this has encouraged her to feel confident about sharing her skills and learning new ones.

> "My interest right now is cooking. I've always loved cooking .. and teaching kids in a fun way at an early stage. But I also am interested in numeracy and literacy. I'm also quite creative.. I do a lot of painting and DIY stuff, so I have a lot of interests in that sense. I don't want to be pigeonholed into doing one thing. So I'm going to use this as a platform to kind of see what I can do. So that's a learning platform for me as well."

3. Participation has encouraged Salma to feel optimistic about new possibilities and opportunities. She describes the platform as a launchpad, which she could use to start her own business.

> "I do see these guys, as like a good platform for that, where they would allow me to start-up, trial different things and give me the advice that I need."

4. Salma particularly values the inclusive nature of the platform, specifically the fact that they are free to access and child-friendly.

> "It's not like in a cafe or restaurant where people have to order something. A child can have a tantrum, and you can end up spending hours there and you'll be pressured to vacate table or chairs. Having this as a place where you can just meet up is really nice."

5. Salma appreciates the shared learning environment and has drawn encouragement from the sense of working things out with her friends and neighbours.

> "I started off slow thinking whether I really wanted to do this. But then when you come to it, you can see actually everybody doesn't know what they're doing, so you are in the same position. So now slowly, slowly we are starting to come together more, and do lots of things together."

Challenges

Salma sees a particular challenge in the fact that participatory culture is different and new, and not always easily understood by all residents. She noted that it takes a while for residents to get used to a new way of working, and she finds difficulty in explaining the project to others.

She recommends that the project look to create resources and materials to support this.

> "I think a lot of people just don't grasp it. There could be a way to convey that."

Salma also feels cautious about the balance needed between inclusivity and safety, particularly of children in the spaces.

Future with Every One Every Day

Salma is involved in planning and hosting sessions as part of the Autumn Programme. She is keen to explore new opportunities and develop the things she is already good at. She would like to see development of specialist training and learning opportunities (related to cooking, for example) and thinks this would be a way of helping the project reach full sustainability.

> "I definitely think it's sustainable, and I think we've also discovered that we can branch off it as well, make it more specialised, people who have certain dietary requirements or people who are just buying food for young kids, so get as much nutritional value in there but that's more fun to eat and make. So we can see it branching off into more niche, rather than just family cooking, more like cooking for under fives or cooking for special dietary needs, can see it getting a bit more specialist. I hope so anyway."

> "There is something for everyone to do here [at Every One Every Day], to use it in the way that suits them or fits them."

YEAR 2 VALUE CREATION

Resident Outcome Evaluation 7
Anja

Anja's story demonstrates the way participation can fill a gap for residents for whom a rich and connected neighbourhood life is something which is either missing, or has been lost from today's communities. For Anja, the range of participation options available in her local neighbourhood, from hosting cooking sessions to participating in the business programme, has expanded her own horizons as well as those of her family.

Background and situation

Anja is 35 years old and has a young daughter. She is originally from Cameroon and has lived in Barking and Dagenham for most of her life. She had been working as a physical education teacher for a local secondary school and has a keen interest in working with children. She always wanted to start her own food business.

Anja retains a strong connection with her place of birth and is convinced that there is much that urban communities in the UK can learn from community life in Cameroon.

She particularly identifies the centrality of the local markets in Cameroon towns as a place for people to connect, share and trade. She also feels that being outside one's home, interacting with others is key to people's happiness and laments the fact that the opportunities to do so are limited in UK cities.

First interaction with Every One Every Day

Anja was introduced to the project by a good friend who herself was a regular participant at the Ripple Road Shop.

When Anja walked into the shop, she met one of the project designers who took her on a tour of the spaces and the kitchen. Anja was thrilled to hear about the ongoing sessions, especially those that involved cooking. She signed up to host a Great Cook session, where she wanted to share her Jollof Rice recipe.

Based on her interests she was linked to the information sessions and conversations about Pantry: the first pilot Collaborative Business Programme for local food makers.

Anja's participation through Every One Every Day

Anja has been a regular participant for 18 months and has participated in 9 projects and over 22 sessions and trainings. Through hosting Great Cooks, she has shared her Jollof Rice recipe a number of times.

Anja has been positively surprised about the support she is getting with realising her dreams. She liked working for the community and wanted to start her own business. Through Every One Every Day she found support to do both things.

18 **Months Participating**

Participating
Great Cook, Family Cook, Wonderful Place to Grow Up, StreetBall, Cook and Eat, Pantry planning

Hosting
Great Cook

Co-building

Training
Food Hygiene, Keyholder induction

B **Collaborative Business**
Pantry 1
Pantry 2

She has been a part of the first pilot Collaborative Business Programme Pantry where she tested two of her products – Jollof Sauce and a spicy pepper sauce. She sold these products at markets as a member of the collective. She is now a part of Pantry and looks forward to doing more.

She also appreciated the fact that she could bring her daughter - who made friends and enjoyed being in the space after school.

> "You've got to feel welcome to leave your children as well, because there's places where I've been like 'you sit right beside me, right here, don't move', but I'm happy for her to play around."

She also describes how the design of the different spaces, as well as the way the staff interact with residents creates an atmosphere of warmth and comfort, whilst enabling people to take ownership; she thinks that if a new resident were to walk in to the space it would be hard to tell who 'works in the shop and who is a resident of the borough'.

Outcomes of participation

Anja describes multiple impacts from her 18 months of participation.

1. Anja mentions that the approach being followed through Every One Every Day has enabled her to do things by herself, feeling supported by staff and other participants.

> "Also it teaches people to do stuff, a lot of the things that happen here is about 'you want to do it, we're not going to spoon feed it for you, we're not going to walk you down the aisle and pick everything for you, but we'll start you off and help you along the road', which is really good and it's not just the staff because you can meet people from the outside [who say] 'Oh yeah, I know how to do this, let me teach somebody how to do this'."

2. Anja appreciates that her dreams to start her own business came true. Her sauce is now known throughout the borough and, in the process of networking and working on different projects, she also applied for a catering tender and eventually opened her own café. She thanks Every One Every Day staff for pushing her to apply for that tender - even though it was outside of the Every One Every Day programme.

> "I've been walking through Barking and people are like 'my gosh you're the Jollof lady.' I'm like, yeah that's me!"

3. Through the Collaborative Food Business Programme, Anja has been able to test, improve and sell her Jollof Sauce at markets across London in the span of a couple of months. Getting support from other participants and food experts, and sharing the risk and the responsibilities for having to buy supplies, design branding and prepare for market day has enabled her to take her product to market quickly.

> "So they've helped us to get to market. From that we've got everyone trying to push their product further, because now they know what to do. It's really good, that stepping stone to get us to where we have got to!"

4. Working as a collective has meant that Anja has been part of a diverse group of people who have helped each other, dealt with issues and learnt to work together.

5. Anja notes how Every One Every Day is increasing community cohesion by creating opportunities to do things that people wouldn't be able to do otherwise. Projects like Tea and Toast or Open Table give people a chance to socialise and get to know each other.

> "As I say, in this country people keep themselves to themselves and do whatever in their house, 24/7 365 days a year. From just the little workshops that you've got going on to Open Tables bring people together – I wouldn't have spoken to or seen these people because we are from different lifestyles and different parts."

6. Through her own participation, Anja has encouraged her family to explore activities as well. Her mother is now involved in Pantry 2 and her cousin is participating in the Collaborative Business Programme Design-Make-Sell - focused on modern homeware and giftware.

7. Anja describes how her daughter participated in a Children's Trade School which led to an increase in her confidence. Additionally her daughter has made friends from outside of her school.

> "It's great that you have got things like that for children. It's getting them out into the world from young, it's giving them little boosts of confidence that they might not have had in other times."

8. Anja's perception of the borough is changing. she describes how Every One Every Day is surfacing the existing talent, but also enabling anyone living here to play a role and improve the area.

> "It has showcased so much. There's so many talented people in Barking and Dagenham. That as well is a positive thing for the borough. Nowadays if you tell people you live in the borough, they're negative, but actually it's quite nice! It's not the worst place in the world, there's worse, but just like every single area you go to, you will have the not so desirable, and the desirable. It's only the people in the area that can make it desirable, and Every One Every Day is doing things like Open Spaces and they're encouraging people to recycle and garden They've got an open space they're working on now, where you can do a bit of planting and allotments."

Challenges

Anja mentions that she would like the shops to be open longer, because she can't always come after work. (In-between programmes the shops close at 5:30 p.m.)

She also mentions that there is a big group of teenagers outside of the Ripple Road shop who need to be lured in.

Future with Every One Every Day

Anja will continue to participate as much as she can as she is in love with what it is doing to her family and her neighbourhood. Her daughter is continuing to host Children's Trade Schools and has a session planned for the Autumn Programme.

> "It's definitely the staff, the welcome. It really is a welcome, I can't… Even my mum, she's come in, not to do anything, even for a cup of tea, and the staff have been so nice, so welcoming. It's a blessing, it's definitely a blessing for the borough, and I hope a lot of people use it positively, and can see the positivity that can come from it."

YEAR 2 VALUE CREATION

Resident Outcome Evaluation 8
Henna

Henna's journey with Every One Every Day is an inspirational story of a resident who was recovering from an illness and turned that recovery into an opportunity.

Amongst many projects that she has engaged with, Henna developed her products through the collaborative business programme Design-Make-Sell and found her passion.

Her story highlights how Every One Every Day can offer opportunities for people to find their creativity, even in tough times.

Background and situation

Henna is a female resident in her 40s, who has lived in Barking for nearly 30 years.

Henna is a trained holistic therapist. She used to work full time in the city with communities, businesses and civic authorities to create projects for city workers and others to improve their mental and physical well-being.

She enjoyed this as it gave her a sense of creating community where one didn't always exist. She loves working with people and is frustrated that opportunities to do so in her own community are limited.

Henna has suffered from health problems in the recent past. Prior to discovering Every One Every Day, she was recovering from an operation. For someone used to being active and connected, this left her feeling a bit lost.

She has ambitions to use her skills, knowledge and commitment to her community to work with people again and maybe even start her own business.

First interaction with Every One Every Day

> "The best thing about Every One Every Day is that it's in your neighbourhood and it is whatever you want to do."

Henna first heard about the project through her daughter. Her daughter has been a regular participant at the shops and had participated in the Beekeeping course. Together they took part in the pilot business programme Design-Make-Sell. Henna's first interaction with Every One Every Day was through the sessions with designers, where she shared her idea for an educational Arabic language board-game. Eventually, Henna went to sell her innovative board game together with other residents and her daughter - who sold candles - at the Pop-up Rock Paper Scissors Shop at Ripple Road.

Henna's participation through Every One Every Day

In the course of 11 months, Henna has participated in more than 18 sessions across 10 projects. After her initial participation in Design-Make-Sell, she participated again in programme. She has been an active participant in projects such as composting with the Bokashi Bin, Waste Works and a range of gardening projects.

11 **Months Participating**

Participating
Open Table, Tea and Toast, Trade School, Waste Works, Food Day, Yoga, Bokashi Bin, Mural Making, Valence Exhibition, IKEA garden

Hosting
Great Cook

Co-building

Training
Keyholder training, POS training, First Aid Training, Uploading stock, Meeting other sellers

B **Collaborative Business**
Design Make Sell 1
Design Make Sell 2

As previously mentioned, Henna's journey started with participating in the collaborative business programme Design-Make-Sell. She says that this all happened at the perfect time. Henna was recovering from an operation and as a very active person she felt restricted by all the things she couldn't do. With Design-Make-Sell, she felt that she could at least use her brain to develop her educational board-game through the programme.

> "The best thing about this was the timing […] I had just undergone a major operation, and I designed it all when I was recovering. […] for me to do this and have the opportunity to not be bored recovering in bed, because I was like I can't move, I'm not supposed to do ABC, but my brain's still working. And I'm a very active person, a very active member of the gym, I'm doing all these things, so to be stuck at home, it was the perfect timing."

Since then, Henna has participated in several activities and shared her knowledge as a holistic therapist through, for example, Trade Schools on breathing.

Henna mentions that she thinks the best thing about Every One Every Day is that it is located in her neighbourhood and that it's possible to do whatever you want to do. She became a keyholder early on and it has created a sense of ownership.

> "They said, 'It's yours, you guys can have the keys, you guys do whatever you want to' and it was amazing because sometimes we live in a house where we can't invite everyone we want to."

Henna sees herself as a sociable person and likes being around people. She feels very welcomed in the space and mentions that she comes in sometimes even when there are no activities happening:

> "Even when I don't want anything I can just enter one of the shops, have a cup of tea, sit down, and observe things happening."

One of the things she loves about the Every One Every Day spaces is that every day is different; the setting might have changed, there are different rooms, with different functionalities and the activities are different every time. She also feels that the wide range of activities caters to a range of different people and this is what draws them all in.

> "The best thing about Every One Every Day is that there are lots of projects and activities, but more importantly, they listen to resident ideas, thoughts, and they have got people's involvement and their passion – that's the best thing about it."

Outcomes of participation

Participation has created a range of outcomes for Henna.

1. Participation has supported Henna's recovery from a major operation, by enabling her to focus on something positive and use her brain in a period in which she had to take it easy and wasn't able to do all the things she would normally do as a very active person.

2. Henna says that one of the biggest outcomes for her personally is designing a board game, selling it and stepping forward to have it displayed in Valence House Museum - a great achievement, which makes her feel very proud.

> "The [Design-Make-Sell] that I was involved in, I feel really honoured to be part of it because it led to me to create the game. I actually sold it in the first week and another advantage is that it's going to be displayed in Valence House museum, and that's one of the top 50 visiting attractions! I think that's one of the biggest achievements I feel."

3. In the process of designing, making and selling the board game, Henna has learned a lot. She worked together with designers and other residents and learned how to use machines - for example for the woodwork in her game. She is feeling excited about the machines and the warehouse, and has already had an induction to the laser cutter and the messy making area.

4. Henna describes how her confidence has increased following the success of selling her board game and it being displayed in Valence House. She hasn't run her own business before, but has been able to test this out and now feels like she could do it.

"I'd say that because undergoing the operation I was left a bit lost, like I don't want to go into what job role I'm going to take, and I feel like I can run my own business now, someday."

5. Participation has enabled Henna to interact with a range of different people. She estimates she has met about 30 new people and considers some of them as friends with whom she keeps in touch outside of Every One Every Day. She also mentions meeting a lot of amazing people, who are her neighbours, which she didn't realise before.

> "We keep in contact […] and there are certain people, for example there is a lady who does pesto. And in December I had loads of herbs in my garden and I didn't want to go into the winter and then get the herbs to be grown, so I called over - because I know that she makes pesto now - I called her and said I've got loads of herbs in my garden if you're interested, so she took the herbs and then she gave me a pot - it was nice."

6. Henna enjoyed swapping good quality clothes - as a sustainable activity and potentially saving money.

Challenges

The only challenge Henna describes is the fact that the collaborative business programme Design-Make-Sell was 3 weeks long, which she thought was a short period to get everything done. But she is equally surprised that the team got the designers in and they all managed to do it. The short time pushed her to finish her product in time for the pop-up shop.

Future with Every One Every Day

Henna mentions that she wants to continue attending the sessions as well as participate in the business programmes. It is exciting that Every One Every Day is on her doorstep and there are a multitude of opportunities.
She is very keen on the upcoming Beekeeping sessions and wants to have her own bees as well as honey.

> "Some people, they reach an age and they have passions and they don't even think about it anymore. And then they come here and they think 'this is what I always wanted to do!' and it comes back and they can express themselves."

YEAR 2 VALUE CREATION

Resident Outcome Evaluation 9
Hannah

Hannah's story demonstrates how Every One Every Day enhances the ability of those already taking the initiative in their communities to make an impact

Hannah was already organising activities and developing networks with local mothers and children. Every One Every Day added significant value for her by enabling her to access space and the social and physical infrastructure to expand and improve her range of activities and bring them to many more local people.

Background and situation

Hannah is a female resident of Barking in her thirties. She has lived in the borough since 2010 and has a background in social work.

She has a particular interest in child development and creating opportunities for children, and since becoming a mum has been active in trying to develop such opportunities in the borough.

Prior to Every One Every Day she set up a series of parent toddler groups, but was struggling to find the right spaces and resources to run these successfully.

Hannah describes herself as a natural connector, someone who really enjoys bringing people together and making links.

First interaction with Every One Every Day

Hannah's first visit was to the Barking shop on the recommendation of Barking Library staff. She had been running parent and toddler groups teaching phonics in the cafe in Barking Park and was looking for another space for these activities.

During her tour of the Ripple Road Shop, she was excited by the kitchen in particular and quickly began designing a project for families to cook together.

Hannah was surprised how simple, easy and efficient it was to design a project and host it.

> "Normally to start a group there will be a lot of things involved like risk assessments and insurance…and I wouldn't have even known where to start. But when I came here, and they said there is a kitchen that could be used for the community group, I was pleasantly surprised. I'd never seen anything like it before. It's a really nice kitchen, and it's really well equipped, and most places don't allow you to have your children with you like they had - very welcoming."

Hannah's participation through Every One Every Day

Hannah really liked the fact that her children were welcomed at all activities that took place at Every One Every Day. She has missed out on many local activities due to feeling that she could not bring her children.

Hannah has participated in over 26 projects and hosted 10 of these, across 9 months. Most of the activities she has been involved in are child related as this is what interests her. She is now part of the new business programme, Imagination Space, which is exploring new forms of collaborative childcare in the borough.

9 — **Months Participating**

Participating
Family Cook, Summer Camp, Trade School, Great Cook, Story Box, Open Table, Mini Learners, Coffee Table, Nature Camp, We Make Our City Festival Jam Session, Celebratory Supper, Family Saturday, BBQ, Sewing

Hosting
Family Cook, Summer Camp, Trade School, Great Cook, Story Box, Open Table, We Make Our City Festival Jam Session, Paint pouring

Co-building
Sharing Cafe

Training
The clean making area.
Industrial Sewing machine
Chop/mitre Saw

B — **Collaborative Business**
Imagination Space

Outcomes of participation

Hannah's account emphasises a number of key aspects of the design of Every One Every Day which have been impactful for her and her family.

1. Hannah stresses the importance of the design of participatory spaces as enabling a sense of ownership and possibility for residents according to their own priorities.

> "What I find appealing is that it is open, and it's open to the public, so you can literally just come in and have a coffee and chat with whoever, and they're child friendly, they've got toilet facilities.. I like how it can be used for several different purposes."

2. For Hannah, Every One Every day has also provided a cost effective way of socialising with her neighbours and other residents, saving her from spending money in other spaces in the borough.

3. Hannah mentions she must have met at least 100 people through Every One Every Day sessions. Of these, at least 15 people have become real connections for her, people she would stop and chat with if she met them on the street

> "There are people that I have made connections with and I'm continuing to grow a relationship and a friendship with them. I met another mum who homeschools last week…so we are in communication. And then last night I met a lady who offered to come to the cinema with me on Friday, I'm going with a group of women, and I said yeah why not!"

4. Every One Every Day has helped Hannah in realising her personal vision for her community, removing obstacles in the way of her developing her ideas. The structure of Every One Every Day has enabled and empowered her to do more of this work.

> "I am a little bit of that kind of person who develops things… since I've been here [in the borough] I haven't really had as many opportunities, and there's been more challenges because I've had two young children, and things are quite costly. I think I've had more opportunities since getting involved in Every One Every Day."

5. Hannah explains that her experience of Every One Every Day has helped her to understand the benefits of collaborative working, which would have been difficult elsewhere. To be part of a team and to be helpful to one another, including sharing the care for each other's children, freeing parents to participate in other ways has been transformative for her.

6. Hannah has also seen a transformation in her daughter's confidence which has been a source of surprise and pride for Hannah. Previously very shy and quiet, Hannah's daughter has become confident in Every One Every Day spaces.

> "Since coming here she's quite happy to just go off, building stuff and making stuff and being in different rooms from me, and that's been really nice."

Challenges

For Hannah, the 'fear of the unknown' was a challenge. On her first visit when the staff told her that she and other parents could all come and appropriate the space, she didn't quite believe it.

> "When I first came here, the project designer was like 'we are open all the time, you're welcome to stop in for a coffee' and then I was like 'hmm does she realise how disruptive toddlers can be?' Because when I came, I came with my friends and there were 7 of us with 7 buggies, 7 two year olds, and I was like 'Let's see if she really does mean that it's open to the public!' and literally I came—me and my friends, we just sat in one of the other rooms, and she made us so comfortable. She's like 'You can set this room up with toys and we're so happy to see you' and all my friends were like 'this is amazing'. We kept coming back and we kept coming back."

She appreciates that participatory culture is important but feels it is not a straightforward thing for many to understand and will take a while to embed across the borough.

> "You're always used to doing what you did in the past, so I'm always used to being either a host or someone who does everything. I feel like participation is something new, and not many people are aware of how it works so even when you explain to them that this is a group that we're all taking part in, that we all have responsibility, most people just take part as a participant, not as in getting involved."

Future with Every One Every Day

Hannah is planning a project around family exercise. She is in talks with other mothers and hopes to get it ready for the Autumn programme. She is also helping her friends initiate new projects.

> "Since starting my project I've had people come up to me, or send me messages, or give me a hug to say 'thank you, I'm so grateful, I've had an amazing time, my children are really enjoying the session.' It has been very rewarding and a satisfactory moment for me."

YEAR 2 VALUE CREATION

Resident Outcome Evaluation 10
Julia

Julia's story is an illustration of how everyday participation can support recovery from a serious illness. Julia has used it to put structure back into her life, build up her courage to go out, try new things and meet new people, and even build friendships.

She describes in detail how flexibility, variety, openness, feeling welcomed and treated like a fellow human have all had a huge impact on being able to gradually build up activity and participation over time, and recover from her illness which forced her to spend almost two years indoors.

Background and situation

Julia is a female resident of the borough who has lived in Barking and Dagenham for more than 25 years. She is in her 50s. She lives with her husband and has children and grandchildren.

She describes having found ways to connect to her community through her children's schools, helping to organise fetes and events, but that after they left school she found less opportunities to do so.

In recent years Julia has been battling cancer, culminating in a course of chemotherapy a couple of years ago.

Amongst many other effects on her life, this caused her to lose her connections to her community. She describes being first unable to mix with others due to her vulnerability to infection and then losing confidence to do so.

As she recovers from cancer, Julia has begun to look for opportunities to get out again, and to rebuild her strength and health.

First interaction with Every One Every Day

Julia's husband M, who works in the parks picked up one of the Every One Every Day newspapers and brought it home. Through the newspaper they realised that the Dagenham shop was just 5 minutes walking distance from where they lived. Additionally, someone on Facebook flagged the Yoga activity which they had been wanting to do for sometime.

Julia and M attended the Yoga class together. It was something both were looking forward to as they felt the need to stretch their muscles. Julia thinks she wouldn't have come without her husband that first time, as it was hard to make the step to being out with people again and meeting strangers. She felt reassured that he was with her and that she could leave if she felt she needed to. This flexibility made her first outside activity in many years memorable and led her to feel confident enough to come back, even after her husband had to go back to work.

> "I probably wouldn't have come on my own at first but because I knew he was next to me all the time it was nice because if I needed to leave, I could just say to him 'we need to go.' It was nice having him there but obviously after the yoga and him being back at work […] I'm trying to be out with people which was quite hard, this has been nice getting me back to normal, it's helped in that way as a recovery really. It came along at the right time, it was one of those things that I needed probably more than they needed me, I needed them!"

12 Months Participating

Participating
Trade School, Pins and Needles, Great Cook, Paint Pouring, Paint your path, Harvest, Coleslaw session, Leather craft a keyring session, Tea and Toast, Denim Bag making, Digital Cafe, Tea and Tech, Seasonal Soup, Brighten your Pots, Bokashi Bin, Pancake making

Hosting

Co-building

Training

B Collaborative Business

Julia's participation through Every One Every Day

Julia has participated in a range of projects from Sewing to Crafts, Digital Café to Chocolate making, Knitting to Pancakes. All of this in one year of participation. Julia and Mark are both gardeners and have attended seed swap sessions and other gardening activities.

Julia's journey of participation started with coming in with her husband. She gradually built up the confidence to come in by herself. She describes a number of things that have enabled her to do this:

- The space is 5 minutes walk from her home. As she doesn't drive this is crucial;
- Feeling welcomed in the space, with staff always being empathetic, but not dwelling on the negative;
- Not experiencing any pressure or feeling judged: if you're late, you can still join; if you feel like you have to leave, that's fine;
- Being able to choose a range of activities and gradually build up.

> "I'm not quite there yet, but in the future… With the arts and crafts it's something simple to get me going, the gardening again, it's relaxing, something simple. Once I get myself back, I'd like to go into something more technical, something I've got to learn. At the moment I can't remember a lot of stuff, so I don't want to do that until I'm ready. Run before I walk sort of thing, but I'd like to go into learning some of that and using smart phones. It gives you a reason to look on to a future, to gradually build up which is nice. It's my next stage and catch up with the younger generation."

Most of the activities at Every One Every Day are peer-to-peer, even when they are led by a resident or a group of people; there are no hierarchy or student-teacher relationships. Julia enjoys that people can share skills in any given situation, not just when they are hosting a session.

> "I was here with a young lady hosting the gardening session. As she was trying to name some plant, I just named it and she said, 'Oh, you should be doing this' and I said, 'No, you continue, because there's things you're going to know that I'm not.' It's nice to come along to say I know what that plant is. That's the whole point of Every One Every Day, I think. It's not who knows the most, it's about who's willing to share."

Outcomes of participation

Julia describes how participation has supported her recovery from serious illness and created a number of outcomes.

1. Through the programmes, Julia has been able to build structure in her life. She describes how the activities give her something to look forward to and get up for in the morning.

> "I've stopped working now, I stopped a few weeks ago. I did go back to work but I couldn't do it, so I've stopped. So now for the first time in years I've got my whole week to myself and it's nice to think 'on Thursday I've got this, on Wednesday I've got that.' You're not sitting there thinking 'I'm doing nothing, I've got nothing to do.' You think 'no Thursday I'm up bright and early, I need to set the alarm or Tuesday I'm here.' It gives you that reason to get up and go out."

2. Participation has enabled Julia to build up the courage and confidence to go out, do things, be amongst people and make new friends again.

> "When you've been inside that long it's quite scary being with people, especially people you don't know. I'm all right with family but when it comes to people I didn't know I didn't like being out or in crowds. So coming to this and having a group of girls, and we just chat and laugh and 'put the world to rights' as we say."

3. The fact that everything is open to everyone has meant that she has met different people than she normally would and she sees different people mixing in the shops. This has given her hope for a renewed sense of community in the area.

> "It's the community thing, you get to know the people that you wouldn't normally get to know. With something like this you make friends outside of your friends' group, you're not stuck with the little groups that you stick to. I think it's nice to have that where you reach out to other people, other groups […] that you wouldn't usually mix with normally. That's nice, it opens the door into the next group of people."

3. There has also been an impact on Julia's and her husband's wellbeing through participation. She describes how they weren't in the best place, but got a sense of normality back into their lives through various activities.

> "I wasn't in a good place for want of a better word. […] It was nice to have some normality come back, like I say we started the yoga, my husband and I together and it was nice to see him smile for the first time in a few years, even though it was when he fell over —it was very funny. It was nice to know there is some good still going on. I think coming to this gets you away from all of the pain that had been going on a few years before and thinking that we're going back to some sort of fun, some normality. I'd say yes, it has, it's bought us both out a little bit more, given us a bit more of a life back."

Challenges

Julia hasn't experienced any major challenges apart from the fact that there were no cookers for a pancake making session in the shop!

She mentions that being in an environment that is open to everyone could mean that you come across people who have different views and with whom you might clash. But this also teaches the art of letting go and moving on.

Future with Every One Every Day

Julia has participated in a range of activities and really enjoys the flexibility that comes with Every One Every Day. She feels like there is still plenty of room to gradually build up what she gets involved in and how: sometimes she'll come in to participate and sometimes she just wants to sit and chat, whilst others are in the space. At the moment she is doing things she feels she can handle: re-learning skills she already had. She mentions looking forward to "the next phase" and is keen to explore new skills whenever she feels ready.

> "I'm re-learning what I already know and building up. I'm waiting for the next stage. Probably from the next lot up when I start learning photography or the electric machines, I'd like to learn more but that's the next step."

YEAR 2 VALUE CREATION

Resident Outcome Evaluation 11
Phillipa

Phillippa's journey with Every One Every Day describes how participation helps her to sustain recovery from a nervous breakdown she suffered, and subsequently leaving employment, 10 years ago. She participates in ways that are helpful to other residents as well as to herself, always looking for ways to support others where possible. In between the planned programmes and when the shop is closed, she uses the local ecosystem of organisations and activities to complement Every One Every Day activities.

Background and situation

Phillippa is a 56 year old female resident of Barking, who has lived in the neighbourhood for the past 30 years. She was working as a solicitor when she had a nervous breakdown 10 years ago. It took time, but she has recovered quite a lot since. She describes how she needs to be proactive and has been looking for things that inspire her and opportunities to meet people and participate. She used to be part of a walking support group, but stopped going due to loss of interest. She has been active in a range of ways and with different organisations: attending a women's group in Ilford, helping with the provision of community meals through the Jubilee Church, learning how to repair a bicycle at the Salvation Army. She also loves children and has worked as a nursery assistant twice, as well as having looked after her nieces and nephews.

> "I was isolated. I had originally been involved with another organisation, which was a support group where I did walking, but I'd stopped doing it. So I really wanted to do things that would inspire me. And I'd already had an idea where I wanted to have a soup restaurant or venue, to give food out to the homeless. So, when I saw what was in the window and what the projects were, that's why I got involved, because I've had ideas for a long time but I didn't really know how to get them off the ground."

First interaction with Every One Every Day

In November 2017, Phillippa noticed the change in the Ripple Road shop front of what used to be a Citizen's Advice Bureau. When the shop opened, she popped in and had a good introductory chat with the Project Designers who she found "extremely friendly, helpful and knowledgeable". Together they worked out which activities she wanted to participate in and she signed up to do Public Office - giving talks about her work and life experience.

> "Because I haven't been working, before I came here I was roaming around a lot on buses, just driving out really, I'd be in Barking market, walking for miles, going all over the place, popping into the library, I had no order. I didn't have order to my day, I didn't have order to my week, but once I got involved here, I diarised it. I got myself a [activities calendar] and I diarised the things that I wanted to get involved in, after discussing it with [the Project Designers], and so that kind of gave me something to do and to look forward to and enabled me as I say to become proactive."

21 **Months Participating**

Participating
Public Office, Tea & Toast, Great Cook, Open Table, Story Box, Pantry Open Info, Gascoigne Open Lunch, Flower Arrangement Baking Library Garden, Community Sings

Hosting
Public Office

Co-building

Training

B **Collaborative Business**
Pantry (part)
Design Make Sell (part)

Phillippa's participation through Every One Every Day

Phillippa has been with Every One Every Day since its initial days and has participated in over 10 different projects and attended more than 25 sessions. She hosted two Public Office sessions, sharing her experience of becoming a solicitor and talking about family planning budgets. Some of the other projects she has been involved in are: Gascoigne Fun Day, Great Cook (more than six sessions), sewing classes, batik dyeing class and setting up the garden at Barking Library.

She attended the first few sessions of the Collaborative Business Programmes Pantry and Design-Make-Sell, but decided to come back at a later stage when she is more ready.

> "I realised it was far more sophisticated than I originally thought so I didn't continue with that."

In between programmes, Phillippa looked for other activities in the community. One of the many things she did is a course in beauty and hairdressing. One of the things she values about Every One Every Day is the independence to shape what you do within projects or outside of it.

Outcomes of participation
Phillippa has experienced a range of outcomes from participation.

1. She describes how being able to choose and shape activities has allowed her to explore a lot of the things she always wanted to try out, but did not have time or energy for, such as sewing, singing, baking, knitting, crochet.

2. Phillippa mentions that Every One Every Day has enabled her to become proactive by planning the activities she wants to participate in, and giving her something to do and look forward to, thus bringing order to her week.

3. Phillippa describes how she was able to reconnect with something she enjoyed doing previously through her talks at Public Office. She took the time to sit down and draw a skeleton of her talk and received positive feedback afterwards. She describes how, having been a person who used to do talks at the college of law, her appetite to get involved in similar things has grown again. She has since been asked to share her experience elsewhere as well.

> "It had a lot to do with my recovery. I had a nervous breakdown about ten or more years ago. And because I've recovered quite a lot, I needed to be proactive, so being a part of this project has enabled me to use skills that I had before, like public speaking, which is why I did Public Office. I like drafting, I like presentations, that's my forte. […] It has I would say been a springboard for using my skills again, which is why I think I ended up doing the course because [the shop] closed"

4. Through Every One Every Day Phillippa has found ways to experience being professional and realise she might be able to work again.

> "It has given me the opportunity to be professional again. Because I haven't worked since 2009, and so I kind of started to miss the working environment, simply because of putting on a suit. Like whenever I came to do Public Office, I'd put on a wig, put a bit of makeup on, I'd dress a bit more corporately. And it gave me the chance to not only use my knowledge and skills, but recognise that I still am able to practice."

> "…coming here and doing Public Office, and even sitting in our committee meeting, I was sitting in team meetings and things, it sort of made me realise that there is light at the end of the tunnel and that I could go out there and work again."

5. Phillippa mentions that she loves the network she has created for herself. She met at least 10 people she has an ongoing relationship with; they talk when they run into each other on the street and she also made a good friend. It creates a sense of belonging to the neighbourhood and opportunities to learn from each other.

> "It has made me realise that I've gone on to ask questions because I've met people here that I've talked to about me providing food for the homeless on a Sunday, because that's the day when there's nowhere to get food, and then discover from a person that I met here during networking that I would have to approach the council for permission to do it. […] So it means that I've gone on to get the information I need through networking."

6. Phillippa mentions that as a result of the cooking sessions at Every One Every Day, she has started cooking for herself again, which means she is eating more healthily. Interacting with lots of different people also encouraged her to try out different types of food than she might normally do and she mentions she has developed a liking for vegetarian food.

> "Yeah, as a result of that I've started cooking again, because that's a skill that I was losing after the breakdown. I couldn't cook properly, because I was lying around a lot on medication…I was living on sandwiches and biscuits before."

7. Phillippa describes how she started looking for places to advance her knowledge and things to do in between programmes. She joined Redbridge music society and even sang with them for Christmas in the town hall. After learning basic sewing from Every One Every Day sessions, she signed up for free courses in Newham college and she enrolled on a hair & beauty course last September. She also started attending art workshops after being exposed to projects in the shops.

8. She also describes how different events bring different people together: "We are all British, of different cultures, bringing a dish, it's one big party."

Challenges

Phillippa stresses that she has not experienced any challenges apart from some of the early committee meetings she took part in. The meetings revolved around planning and co-designing a warehouse. She used to be a planning lawyer for a while, but it was not her favourite subject and she did not do commercial properties. As such it was new to her.

Future with Every One Every Day

Phillippa mentions she will continue hosting and participating in the sessions and the projects that interest her, as well as push herself to learn new things. She is keen to get involved in Story Box, because she loves children and it is an area she has not covered yet at Every One Every Day.

Phillippa cares about homelessness and having recovered from a mental breakdown she wants to give back to the community. She has learnt the importance of health and wellbeing and would like to transfer the skills she has built in this area to different people – unwaged, homeless and everyone who is going through a mental health issue.

YEAR 2 VALUE CREATION

Resident Outcome Evaluation 12
Rukkiya

Rukkiya has been a regular participant since the Every One Every Day Launch Festival in November 2017. The story of her increased involvement in the past year powerfully describes how the accessibility of the participation environment and the focus on talents allowed her to build on her interests and contributed to not only overcoming post-natal depression, but also starting her own business.

Background and situation

Rukkiya is a 35 year old female resident and has a young daughter. She grew up in Finsbury Park and lived in Hackney, Camden and Bow, before moving to Barking & Dagenham in 2009. She describes it as a culture shock at the time, because there were not many ethnic minorities and she experienced racism. She previously worked full-time in hostels and was always involved in the community through her work; including taking clients to community centres and activities. However her friends and family all live outside of the borough and because her work was in another part of London, she did not spend a lot of time in the borough.

Rukkiya stopped working when she was expecting her baby. After giving birth, she suffered from post-natal depression and felt quite lost not working anymore. Her family worried about her, especially as they all lived elsewhere across London. When her daughter was three months old Rukkiya started going to toddler groups and meeting other mothers.

> "Since I stopped work, which is over two years ago I hadn't really been involved in community stuff; just going to the library for baby groups."

First interaction with Every One Every Day

> "It was a small space, but it was so warm and friendly, you know there was a buzz and there were people everywhere, different ages, different people from different backgrounds."

Rukkiya's first interaction was through the Launch Festival in November 2017. She was walking past the shop and was intrigued by the people and the decorations at what used to be a quiet opticians shop. When she saw there were other children and prams inside, she felt encouraged to go in with her daughter, who was around seven months at that time.

> "I saw kids in there, I think I saw another pram in there as well. When I go somewhere, I always look to see if there's kids, if there's a pram; you feel you don't want to go somewhere where it's not child friendly or your pram is going to be in the way."

She was surprised to learn that a community shop was opening in her area and was introduced to the activities happening on the day. When she heard there was cupcake decorating happening, she was delighted, because it was something she had been fascinated by for years and really wanted to learn.

> "Since then I did cupcakes for [my daughter's] second birthday and I iced it myself and I bought all the tips online […], I didn't pay anyone for cupcakes, I did it myself."

Rukkiya's participation through Every One Every Day

Rukkiya has been one of the most regular participants, right from the launch of Every One Every Day. She has participated in over 60 sessions of 23 different projects in a period of 21 months. She has hosted three projects: Great Cook, Trade School and a Story Box session.

She mentions that she has really enjoyed the warmth and the "open door" of the place. She always passes the shop on her way to or from shopping and feels like she can always come in and say hi or have a cup of tea. Staff are always welcoming, even if she has not been in for a while. The fact that it is a family friendly space and her daughter can come, or they can both get something out of participating, has played a big role in her participating regularly.

> "Like here, I put my daughter first and if I can go somewhere in the daytime and do something and she can enjoy herself as well, I like that."

21 **Months Participating**

Participating
Great Cook, Tea and Toast, Open Table, Story Box, Pins and Needles, Play Street, People's Corner, Trade School, Lightroom, Open Corner, Sunflower Seeds, Dagfest, Wild Walks, Chickens, Celebration Playstreet, Food Day, Sharing Café, UpStuff, Teen Cook, Yoga

Hosting
Great Cook, Trade School, Story Box

Co-building

Training

B Collaborative Business

She describes coming in and feeling like she wants to participate - whether it is going through the programme and circling activities she plans on joining or walking into the shop when an activity is already happening.

> "Even if I come in at the end of a session they say 'Do you want to get involved?' They do not say, 'We've started you can't get involved.' They always let you know that you can get involved at any point and if you miss it and you get in at the end, they let you take something home. They always let you know that you're able to participate in any way at any time."

Because there was so little else to do with her daughter, she used to come around three times a week. Rukkiya has recently started a business in natural soap making, table decorating and pompom making. These are all skills and ideas that she has taken from different sessions. Now that her business is taking off, she comes to the shop about once a week.

Rukkiya has visited other shops as well as The Warehouse. Her participation has taken all forms: from attending to hosting sessions, from doing the dishes to feeding the chickens, from donating baby food for other parents to take to donating her unused coffee machine to the Warehouse Kitchen.

Outcomes of participation

1. When she first started coming, Rukkiya was dealing with post-natal depression and not working anymore made her feel quite lost. She describes how coming to Every One Every Day has changed her life and mental wellbeing.

> "To come here, speaking to people, making friends, having a distraction, getting support and just learning new things, it's changed my life. It's more positive, less stressed, less anxious and having a focus."

2. Rukkiya describes that she has met a lot of the people living in her area and how her thinking has changed. She is more open to doing things in collaboration.

> "I would just go to work and then come home. Then after I had [my baby] I didn't know anyone; I didn't even know my neighbours. But now people are telling me 'she lives here etc.' and they introduce me to people and I'm realising that these people have always been here on my doorstep, but I just didn't know it. […] I really am getting to know my area after all of these years, it's funny."

3. Rukkiya mentions that participating has generated positive outcomes for her daughter who is now able to mix and socialise with other children frequently which has prepared her for nursery and left Rukkiya feeling less nervous about her first day.

4. Rukkiya mentions that becoming a parent and stopping working made her feel like she was losing contact with the world and decreased her confidence. She describes the impact of the staff encouraging her to try out things she had no prior experience in and supporting her to prepare for the sessions.

> "…it made me realise I can do so much and it made me realise I can have more ideas, more ambition and be driven and have focus and to look towards the future and think about other things I can do."

5. The combination of learning new skills, hosting and increased confidence, getting enthusiastic responses to her natural soap making Trade School, networking opportunities and business related sessions has supported Rukkiya in setting up her own business.

> "They helped me get confidence and they helped me with researching things that I'm interested in and things that I want to learn myself. From doing the soap session I then turned it into a business, and I make natural soap now and I sell it on Etsy."

6. Rukkiya always had a garden, but never did anything until she met another resident who taught her how to grow vegetables. She is now growing tomatoes and peppers, and thinks it might save her money on groceries.

7. Rukkiya feels like the community has changed through Every One Every Day. People from different backgrounds, ages and cultures are coming together in the shop and they are learning about each other.

> "It was nice to see older people, younger people and they're just mixing with the community and then they feel comfortable to come here. That was nice."

Challenges

For Rukkiya it is difficult to get to the Warehouse. She finds it a long and awkward walk and it would take two buses, but she does not want to spend money all the time. She was really glad that for the Warehouse Launch Festival she could use the organised mini buses to get to the Warehouse. If she would want to visit the Warehouse more often or get involved in one of the Collaborative Business Programmes, it would be helpful for her to get support with transport again.

Future with Every One Every Day

Rukkiya has been asked several times since last year to teach the soap making and would like to do that again. She intends to share her banana loaf recipe with people and show them how to make it and she would love to host a candle making session, even though she does not know how to make candles (yet).

Rukkiya would also like to explore the Warehouse machines. She is interested in the sewing machines, as she used to sew many years ago. She would also like to use the screen printer and the kitchen, for pesto making or baking her banana loaf.

> "To have this place was good because I don't feel like I'm missing out on what's happening in the working world. Then there are transferable skills, things that I've learnt in all the jobs that I've had and my last job. I feel like I'm still using it, I feel like I'm still using my brain, I'm still learning things and I can be helpful, I can learn stuff and also teach people stuff. I can relate work skills, transferable skills and relate them here, so you don't feel like you're not in sync with the world."

YEAR 2 VALUE CREATION

Resident Outcome Evaluation 13
Joy

Joy's story is one of several in which local artists describe how they thought they were alone in Barking & Dagenham with respect to their artistic interests. Through Every One Every Day they have been able to connect with other artists and develop their creativity in various ways.

Background and situation

Joy is a 32 year old resident who moved to the borough in 2000. She moved to Dagenham two years ago. She works part time in Human Resources in the health sector. She had been involved with her community through church activities in Ilford three or four years ago - helping with children's activities and singing. In her spare time she likes to paint and explore other art activities. She has been an artist at heart from birth and had been looking for opportunities to explore this further and fully become the artist that she wanted to be.

First interaction with Every One Every Day

Joy used to frequent the Dagenham library for art sessions. She met someone there who mentioned Every One Every Day and told her about the different activities, including art related ones, that were happening. She got a newspaper and was keen to join a photography session. There were local photographers taking portraits of residents and asking them to narrate their stories. This was followed by an exhibition in the shop where the portraits were displayed.

> "My picture was chosen and they had a portrait of me on the wall. So that was nice. I liked that."

Joy's participation through Every One Every Day

In the 17 months of interacting with Every One Every Day, Joy has participated in 20 sessions of 8 projects and hosted 5 different sessions. She has also participated in 2 business programmes.

> "Yes, it is like a very big open door, it attracts so many people. You do not have to be a certain person to come, you just have to really want to be involved."

Over a period of several months Joy has gone from participating in sessions, to building an understanding of what Every One Every Day is all about and what she could do, to discussing her ideas and thinking about what she wanted to offer to others. She started hosting Art sessions and has done that multiple times now. She also joined the collaborative business programme Design-Make-Sell and developed her art as well as making jewellery. She describes exploring a wide variety of choices – from attending a photography session, to going on a tour to Hastings to meet creative sellers, and then attending sessions of Design-Make-Sell and finding space to do her painting in the shops.

17 **Months Participating**

Participating
Open Corners, Wild Walks, Trip to Hastings, Trade School. Rock Paper Scissors, Great Cook

Hosting
Trade School, Wild Walks

Co-building

Training
Keyholder training, POS training, First Aid Training, Uploading stock, Meeting other sellers

B **Collaborative Business**
Design Make Sell 1
Design Make Sell 2

> "I was offered quite a lot of different avenues so I could develop in my art work!"

One of the things that she finds interesting about Every One Every Day is its scale and geographical connectedness and the way that this puts Barking & Dagenham on the map.

Describing the hydroponic plants, which come from the IKEA Garden at Chelsea Flower Show, that are being installed in the warehouse:

> "Those are the sort of things that make everything amazing. I just think the fact that Barking and Dagenham can link with Chelsea is huge. I think it is awesome. It is not just an isolated borough, it is actually linked to other places."

Outcomes of participation

Joy describes outcomes related to her art, as well as a number of other outcomes.

1. Through participation, Joy has met a lot of people. She mentions that this has increased her confidence to be around people and talk to them. She feels she is more sociable than she was before.

2. She also mentions that the exposure to different people and ideas has inspired and encouraged her. In addition to exploring new ideas and projects, it has helped her connect with like-minded creative and artistic people.

> "I think it is really great being around people who are young, artistic and creative. I really love all the different projects. It has made me able to do a lot of activities around things that I like."

3. One of the biggest outcomes for Joy is the increase in her confidence; the fact that she has been able to host sessions - over 5 times now - was unimaginable to her, because 6 years ago she suffered from psychosis.

> "Then, I was just too sad and too depressed about the trauma that went on. Now, I feel like how my life is, is a real up. It is more than a fantasy in a way, doing things that I love is really amazing. I think it has surprised me the most that I can do what I love, rather than doing what someone else tells me - and then doing it to the best of my standard, which is what I am so used to doing."

Joy was once a French teacher and she mentions that the increase in confidence has made her feel like she could teach again.

> "It gave me a boost and confidence that I can teach again in something that I really love. I really loved French, but I had to stop after a while. Just being able to do something along the lines of giving information and encouraging people to be artistic. It really has helped me feel sort of empowered to not shy away from my talent and to encourage others to be even better at what I think is really good."

4. Joy was used to working in isolation and doing her own thing. Through Every One Every Day, she mentions that she has become more collaborative with other people and more open to different ideas. This has helped her in expressing her thoughts and ideas more clearly, something she was not used to earlier.

> "Discussing ideas with other people and being flexible is something that I have had to learn. I have enjoyed it a lot."

> "[I am] working with people a bit better and discussing what I want to do. I am learning how to come across, how to be clearer with my ideas. Sometimes I have an image in my head and I do not know how to explain it to the other person so that they can see it the same way. Yes, it is interesting."

5. Joy calls herself a "hyper-realist artist". Working with others has helped her develop her talents, and also go further in exploring her work. She mentions it has given her "the motivation to think outside the box, and to be more abstract and play around", something that she didn't do earlier.

6. Previously, Joy had been to various art activities across London where she met people from the UK and abroad. She mentions how Every One Every Day has helped her to connect with local artists.

> "I think [it is important] that local residents are involved with everything. I think with a lot of groups that I have been in, people have travelled from one end of London to another end of London. […] I think it is quite nice that somebody I am talking to just lives round the corner. I feel it is quite personal in a way."

7. Joy initially thought that there were not many creative people living in the borough who would participate in Every One Every Day. She was happily surprised to see she was wrong and this has changed her perception of the borough: she feels that Barking and Dagenham is more creative than she thought.

> "I was really shocked, there are so many artists and so many people that are amazing at what they do. So yes I was very shocked that Barking and Dagenham has so many creative people hiding and just doing their own creative work."

8. In her journey with Every One Every Day, Joy has met more than 70 different people. Some people she considers friends and they go to art studios or exhibitions together.

9. Every One Every Day has brought her in touch with another resident who is writing a book and has approached Joy to collaborate with her by making illustrations. She is excited that such collaborative opportunities have come through the process of networking.

Challenges

Joy would like to participate more, but since she works part time she cannot go to all the sessions.

> "Sometimes I feel I want to go to a session every single hour, every single day. Sometimes I think to myself, you have to pace yourself a bit because I get so excited that there is so much to offer."

Future with Every One Every Day

She plans to continue participating, hosting, and selling her artwork through Every One Every Day. She would like to explore more in the next collaborative business programme, for example selling her paintings on mugs, cushions, or other objects.

> "I think it centres more on my passion because I have been an artist at heart from birth, but I have always done different avenues at school. So I think what is really different is that with this organisation it is completely creative and completely - for me - art based. So that I can actually really explore my artistic side."

YEAR 2 VALUE CREATION

Resident Outcome Evaluation 14
Callum

Callum's story describes the journey of a teenager preparing for adult life finding that conventional supports such as schools are not working for him.

Every One Every Day, particularly the enabling and practical environment of the Warehouse, has helped him to find support and to learn and grow.

Background and situation

Callum is 16 years old and has lived in Barking and Dagenham all his life. He is in the last years of school and describes himself as someone who struggles in 'normal' society and with every day interactions.

First interaction with Every One Every Day

Callum first found out about Every One Every Day through the Dagenham Post, which ran an article describing the launch of the Warehouse.

Callum was excited about the fact that a new makerspace was being created in his neighbourhood and surprised to learn that it was free for residents. He visited the Warehouse the following day.

> "Makerspaces in London, you have to pay for them and they are expensive!!"

His visit coincided with a Food Day as part of the business programme where participants share their food creations and hold taster sessions to gather feedback. Callum really enjoyed meeting other residents and found the staff were warm and friendly.

Callum's participation through Every One Every Day

Callum lives down the road from one of the shops, which is on his route between home and school. As a result he finds it easy to pop in and has been a regular participant in the shops and Warehouse since February 2019, when he first read about Every One Every Day.

> "Every week, every day actually when it's open, I do try to come here for an hour or less to say hi and have a cup of tea."

He appreciates having a safe space to go to after school, as well as a space where he can explore his ideas and creativity.

> "I think the most important thing for me is having a place to go at the weekend instead of having to constantly go to the library. Because there's now stabbings and it's getting dangerous… I think it's easier [to come to the Warehouse] and it's also a workspace for me to go to."

5 **Months Participating**

Participating
Warehouse meeting, General presentations/ Talks, Trade School, We Make Our City Launch Festival

Hosting
Trade School

Co-building

Training
Clean making, Warehouse membership LV3

B **Collaborative Business**
Launch Lab Sprint

Callum has hosted trade schools on circuitry and basics of electronics and components.

He participated in the Launch Lab sprint, a business programme for teens, where he designed and made a community bookshelf.

Callum has a natural tendency for making. Through his various interactions with the Warehouse manager, and the visiting residents, he learnt to sew and has made a bag.

He will be hosting trade school sessions in autumn 2019 to share these skills. He also made a coffee table, which now sits in the lounge area of Martin's Corner Shop.

Callum wants to give back to the community. He has been working on innovative solutions for Every One Every Day, including ideas for using eco-friendly electric bikes to replace the vehicles transporting items between the shops and the warehouse.

He is happy that through Every One Every Day he has got the opportunity to explore and test out these ideas, which he otherwise wouldn't have able to.

Outcomes of participation

Callum has experienced multiple outcomes from participation.

1. Within his first few visits, Callum felt at home and comfortable, and immediately took ownership of Every One Every Day spaces. This has not always been the case for him in other community spaces across the borough.

2. Callum has learnt a number of new skills, and experienced considerable pride in making and producing items on Warehouse machinery. This has given him confidence to start thinking about developing a livelihood.

> "I have thought about making the coffee tables on order."

3. Callum has embraced participation culture and has enjoyed carrying out repairs and maintenance of machines in the Warehouse, as well as having the opportunity to share and teach his skills.

> "In the summer programme, I will be teaching more because I'll be doing bike maintenance and the electronics and also CAD/CAM [Computer Aided Design/ Computer Aided Manufacture], the 3D printer and laser. I'll also be teaching the software, how to use the tools for it."

4. His own experience has introduced him to a supportive network of local people and helped him to overcome social difficulties. He has met over twenty people and some of them he would now call friends. While he terms himself as anti-social, through Every One Every Day he has fostered working relationships with other residents and they teach and learn from one another, as well as share community meals together.

> "I recently helped somebody make pesto, I've helped somebody do CAD rendering, I've helped somebody who was making a box using wood.."

Callum wants more people to be a part of Every One Every Day. He observes that many school students similar to him, walk past the shop but don't enter. He has ideas on how they could be drawn in.

5. Callum mentions that his experience has helped him to become more trusting of others, a process involving many small steps.

6. Callum recognises the impact for himself and has introduced friends from outside to the Warehouse who have now become regular visitors.

> "Everybody can try out something, either something they've never done before or didn't think they could do."

Challenges

Callum faces challenges similar to any other 16 year old. As much as he likes spending time at the Warehouse and shops, his mother would like him home early.

> "My mum don't like it, so we have more arguments than usual. She doesn't like me being out too late; but it's not that bad."

Callum thinks that the number of shops (and the Warehouse) planned for the population of Barking and Dagenham is not enough. He suggests more shops to be opened and another Makerspace opened in Dagenham east where the council is building new creative studios.

Future with Every One Every Day

Callum aims to continue participating in sessions and visiting the Warehouse as often as possible.

He has ideas to make an "outrageous motorbike, or van, or something flashy", which is also eco-friendly, to spread the word about Every One Every Day and help more people to participate. He wants to keep learning and making, and to help other residents and the neighbourhood.

> "I like helping people do what they want to do and helping them design or design for them what they want."

YEAR 2 VALUE CREATION

Resident Outcome Evaluation 14
Olivia

This story outlines how participation strengthened the ability of someone already keen to be active in the community to achieve the impact she sought—and to co-produce an outdoor space that benefits the whole neighbourhood.

Background and situation

Olivia is a parent in her late thirties. She has lived in the borough for three years and works at a local school. She had become increasingly concerned at the impact of street drug use on her local street and was looking for ways to tackle this through the community.

> "I was just working in the school and talking to as many neighbours as I could."

First interaction with Every One Every Day

Olivia was introduced to Every One Every Day through T, a neighbour who she had met through their shared concern at the fact that their street had become a dumping site for drug equipment and other rubbish due to fly tipping. She and T had been working together to work out some sort of community initiative to transform their neighbourhood.

> "We were starting to get a plan together to do something together."

Olivia had popped into the Ripple Road shop a couple of times but her first time attending any session was the St Awdry's Play Street led by T.

Olivia's participation through Every One Every Day

Olivia was impressed with all the support that Every One Every Day was giving to residents. Following from her experience at the St Awdry's Play Street, she and T went on to lead the Westbury Community Garden project.

> "[When we started the garden] the first feeling was oh my god! How are we ever going to do this? But we did it, so… after lots of moaning…"

> "Basically Every One Every Day helped us to achieve the things that we wanted to do. They were brilliant. They got the Council involved as well to get the diggers in and all that. And then they gave us the equipment and they still do."

> "And getting the kids involved as well which is a good thing. And doing all these little birdhouses. And the bug hotels as well."

At the time of publication Olivia has been involved with Every One Every Day for 14 months. Apart from a couple of sewing and cooking sessions, she has mainly led the co-design sessions for Westbury Community Garden and participated in the Play Streets on her street.

Olivia has been involved in the Westbury Community Garden project since it was first discussed as an idea by St Awdry's residents and the shop team. She has been active in all aspects of planning and co-designing the project.

Olivia has embraced the use of shared online tools for project planning, and also helped in putting up posters on the street to communicate the project to others in the local neighbourhood.

5 **Months Participating**

Participating
Warehouse meeting, General presentations/ Talks, Trade School, We Make Our City Launch Festival

Hosting
Trade School

Co-building

Training
Clean making, Warehouse membership LV3

B **Collaborative Business**
Launch Lab Sprint

Outcomes of participation

Olivia reports multiple outcomes from her participation.

1. Olivia has been involved in outdoor activities and has particularly enjoyed how the sessions organised through Every One Every Day bring the community out and together. She emphasised the potential for this to be impactful on isolation and loneliness within the community.

> "They are bringing the community together. And that is what I like, because some people they just keep to themselves and Every One Every Day actually they are helping a lot of people, like somebody that is lonely all the time to get them together with somebody else and that is good."

> "There are multitude of events and of different variety so everyone can get something they want."

2. Participation has deepened Olivia's connection with her local community. She recognises many more people on the street now, and they know each other. The parents and children organise and attend activities outside Every One Every Day.

> "Earlier, everybody kept to themselves, and now everybody is coming together. So that is a good thing. Everybody is starting to help, doing little bits, even if it's a tiny little bit. They are helping so that's good!"

3. Participation has also broadened Olivia's local connections. Through her involvement with the project, Olivia estimates that she has met at least 30 new residents in the neighbourhood including many from different backgrounds, cultures and religions. She particularly finds it interesting to learn other people's views and faith. Every One Every Day gives her that opportunity.

4. These deeper and broader connections have increased her trust and understanding of her neighbours. Including her sense of belonging.

> "It was basically through another neighbour, he said you really have to come to this meeting, we're going to try and do something at the end of our road. And that was the start. And then when I met everyone there, everyone is just amazing and friendly, they don't care about your background, they just take you in and then you're part of a family. And that is really nice."

5. Every One Every Day has created more options and opportunities for Olivia locally. Previously her experience was that there was very limited support for community activities.

6. Olivia has strengthened her skills and learnt new ones. In particular she has learnt how to lead a project and co-design inclusive community sessions. But she has also learn many other practical skills such as gardening, DIY and sewing. She is proud to have built a cupboard from scratch at home!

> "Basically I sucked at gardening and now I've learnt a lot more. So little bit by little bit my garden is decent now. I learnt a lot because I knew nothing about gardening. I never enjoyed it either, but once I started it here and doing it with others I just started to enjoy it. So I do my best to do it at home too."

7. Olivia has derived confidence and a sense of achievement through the success of Westbury Community Garden and particularly enjoys the fact that it has become a new community space for local children.

> "The kids go there every day after school and play…they prefer it over their own gardens."

8. Olivia has welcomed being within a learning environment adapted to be flexible for different paces and styles of learning.

> "I started off slow thinking whether I really wanted to do this. But then when you come to it you can see actually everybody doesn't know what they're doing, so you are in the same position. So now slowly, slowly we are starting to come together more, and do lots of things together."

Challenges

Olivia found it difficult when some sessions were less well attended not to see this as a failure and take it personally. This was particularly the case when she felt that equal effort had gone into the production of events which were both successful and unsuccessful.

The experience led her to question the sustainability of neighbourhood participation. She feels that for this to be possible residents have to experience real, tangible changes and benefits over the longer term.

Future with Every One Every Day

Olivia aims to continue participating actively in both the Play Street and Community Garden projects, and get more residents involved.

She is also keen to get involved in broader activities in the neighbourhood programme and the develop more of her own ideas.

YEAR 2 VALUE CREATION

Resident Outcome Evaluation 15
Melissa

This case study captures a young leader's story of learning about Participation Culture, trying to involve other young people in the community and working with her school; as well as developing her own business with Every One Every Day support.

Background and situation

Melissa is a 13 year old resident of Barking & Dagenham. She has lived in the borough since she was born. Through Every One Every Day she has found the courage to do some of the things she always wanted to do and try out new things such as setting up her business and stimulating her school to be more active in her community.

First interaction with Every One Every Day

Melissa heard about the project through her mother, who is part of the Every One Every Day team. Her first interaction was at the launch festival of Every One Every Day in November 2017 when she was just 11 years old. The festival took place at various spaces and Melissa visited both the Church Elm Lane Shop and the activities in the Dagenham Library.

She participated in two food sessions: one about Kale and another about cupcake decorating in the shop. She then went on to the library to attend various talks.

> "It was exciting because everyone was there, and you got the chance to meet new people and you got a chance to do activities with new people."

Melissa's participation through Every One Every Day

In the 21 months since Melissa first came, she participated in more than 10 projects and approximately 16 sessions.

The Church Elm Lane shop is walking distance to where Melissa lives and she likes the vibe there. She had been to the opticians at Church Elm Lane, which occupied the space before it was shut down and Every One Every Day took over. She was surprised to see what had been done with the shop space, how welcoming it was and how much bigger it now was - on the ground floor, as well as through the use of three floors. She also appreciates the friendly environment in the shop spaces where residents can be themselves.

> "People don't feel intimidated. I think the people that come in are really nice, so you do get used to that environment and it is a good environment to work in."

Melissa was one of the first people to host the Teen Cook and Teen Trade School; Making Rainbow Pizza and Bath Bombs respectively. Following that, she hosted the hot chocolate in a bottle and slime making sessions.

21 **Months Participating**

Participating
Trade School, Great Cook, Teen Trade School, Teen Great Cook, Street Ball, Rock Paper Scissors shop

Hosting
Teen Cook, Teen Trade School

Co-building

Training
Food Hygiene

B **Collaborative Business**

She feels like there are a lot of opportunities to participate and this was the first time she was doing anything community related.

Outcomes of participation

Melissa describes a range of outcomes through her involvement in Every One Every Day.

1. She perceives herself to be a shy person and didn't feel ready to host sessions. She thinks she performed well at some sessions but was helped by staff at others. Overall she has seen an increase in confidence through the process.

> "I'm now more confident to do different things that I wouldn't have done before like asking people to help in the community, or ask other organisations to help in the community, run my own business, or to help communities."

2. Melissa describes how participating in various activities opened up a range of opportunities - such as exposure to new ideas and the ability to explore new things. She likes the hosting process in the shops because of the support she got – from buying materials, to organising space and sorting timings - and the opportunity to improve her skills to be a better host.

> "I think it did help because I was sharing skills earlier but when I started doing a couple of sessions here, I started to share skills a lot easier and to a lot more people."

3. Melissa has learned to experiment through Every One Every Day. She now feels that it is ok to 'mess up' because that's part of the trial and error process.

The most prominent phase [in moving through Every One Every Day] for me was definitely messing everything up because I need to go through tests and go through whatever to see what does work for different sessions and different things that I want to make. That was very messy, but it did help me help with the participation within Every One Every Day and my own company. Having that opportunity to trial things, but it's just messy so that's why I'm calling it messing it up because everything went everywhere…sometimes with my bath bomb it was all over the floor because we had different powders and they went everywhere. It was a mess.

4. Melissa has introduced her friends to the shop and to the project. She has met at least ten new acquaintances during her interactions and many more people at the festivals and different sessions. She also made friends with the staff - some of whom are residents of Barking & Dagenham.

5. Melissa mentions that she feels ownership towards Every One Every Day spaces and would like more people to join in. She actively helps people share their ideas.

> "The most important thing is helping other people do what they want to do or getting their voices heard or telling their opinions to the staff. Sometimes they don't know how to approach the staff or they're too shy to approach the staff. So they tell me questions and I tell the staff, or they tell me an idea for a project, and I'll tell it to the staff and then somebody will run the project."

6. Melissa was inspired by the many items that people designed and made in the shops. By seeing the process from so close up and visiting the Rock Paper Scissors pop-up shop, she learnt what people could produce and sell. This inspired her to develop her own products.

> "I think it was seeing what people needed and then I thought that I can do it."

7. Melissa was excited when she heard about Every One Every Day launching a business incubator programme for teenagers, and quickly started her business. She was disappointed to learn that at the age of 12, she was too young to participate in the programme. Still, she kept on going and now she makes and sells a shimmer spray, 3 lip glosses, lip balms, lip scrubs and whole-body scrubs.

She credits Every One Every Day with starting her business as it pushed her in the right direction.

> "I still run that business because of Every One Every Day. If I didn't have this foundation, I wouldn't have thought of starting a business."

8. Melissa mentions that she is a parliamentary club member and has visited the parliament twice. The exposure and different experiences at Every One Every Day contributed to her increased confidence, an interest in the environment and active participation in politics.

> "I think that seeing different people's opinions on different things has definitely pushed me more to the parliamentarian ambassador group which was made a couple of weeks ago. Throughout those weeks I've been to parliament twice and we're debating different things: how communities can help with Brexit, how they can help this country run better or how to vote better as one big vote instead of little individual votes."

9. At this young age, Melissa proudly mentions that she can explain the concepts of community participation and cohesion to anybody quite happily. Participation has cultivated a new way of thinking in her where she always has the wider community in mind.

> "…a new way of thinking, I might see something now and think, 'that might be useful to use in the community in some way, or for someone else, or my business."

10. Melissa is trying to encourage people from her school to get more engaged with the community and believes they might be able to learn from experience with Every One Every Day.

> "I'm trying to get them to come to Every One Every Day to come and see how they can help and what they should do to help."

Challenges

One of the biggest challenges for Melissa was finding out that she was too young to enrol for the business programme. She hopes another opportunity for younger participants is launched soon.

Future with Every One Every Day

Melissa will continue participating and hosting sessions at Every One Every Day. She is keen on continuing the community work she is part of and expanding her business.

YEAR 2 FINDINGS - SYSTEMIC INTEGRATION

Building relationships and joint approaches with existing organisations, services and activities is as fundamental to making Every One Every Day work as building trust with residents. It is anticipated that effective systemic integration will be an important element of making the Participation System sustainable in the future.

The Participation System consists of the Participatory Ecosystem; all the projects, activities, people and connections between them - and the Participatory Support Platform; the infrastructure to support this Ecosystem to develop and grow (see pages 21 for more information). Systemic integration aims to connect existing organisations, services and activities to both the Support Platform and the Ecosystem. For example, effective integration might mean that people who access healthy lifestyle services and want to eat healthy can easily connect with people and projects about growing your own food and eating and cooking (integration of the Participatory Ecosystem). Or it could be that local organisations, such as occupational therapists, use the shop spaces to deliver some of their sensory workshops or work with Every One Every Day staff and use their knowledge to make their sessions more participatory (integration of the Support Platform).

To evaluate if systemic integration is possible, the team attempts to answer the following research question and subquestions.

Research Question Q4: Can the new Participation System be fully integrated into the local context of services, businesses and other activities?

Research Sub-Question Q04.01: Can the Participation System be integrated and work with the existing ecosystem in Barking & Dagenham?

Research Sub-Question Q04.02: Can the Participation System be integrated with professional services to ensure inclusivity?

Research Question Q4 will be answered by collecting the following data:

Quantitative data:
- Number of collaborating organisations.
- % of local vs. city-wide, national and global organisations.
- % breakdown of (local) organisational typologies.
- List of all the collaborating organisations.
- List of all the organisational members.
- % breakdown of desired membership benefits.

Qualitative data:
- Insights from different approaches to integration.
- Insights from residents, council members, local organisations and other services.
- Insights from lab activities.

To gather this data, the following methods will be used:

Data analysis and mapping
- Conducting in-depth interviews
- Action research (in Co-Production Lab projects and programmes such as Launch Lab)
- Developmental evaluation methods for sharing and coding insights

Research Sub-Question Q04.01

Can the Participation System be integrated and work with the existing ecosystem in Barking & Dagenham?

Q04.01 - 1. Who have we interacted with, how often and via which media?

Systemic integration can only be achieved through a variety of activities aimed at connecting parts of the emerging Participation System and the existing ecosystem. Different approaches fit different parts of the system, always keeping in mind the context and requirements specific to those parts. In Year 2 a number of approaches have contributed to systemic integration:

Integration on a strategic level

Through the Social Infrastructure Collective, a partnership of local organisations aimed at supporting the development of the social sector across the whole borough, Every One Every Day is working on a strategic level with six other local organisations. By the 31st July 2019 the collective had undertaken its first two strategic planning meetings, and developed the outline of its brand and offer. The partnership will be in place for the coming three years.

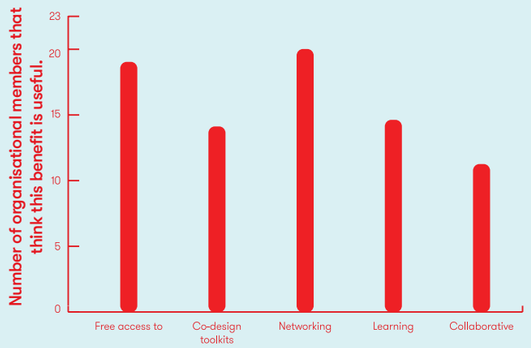
Integration through an open invitation

Since launching Every One Every Day organisational membership in April 2019, 23 local organisations have applied to become Organisational Members of Every One Every Day, by the end of July 2019. At the time of going to press there where 42 members signed up.

These organisations are:

1. Piece of Cake
2. Shpresa Programme
3. Make A Difference At Sandies Counselling Services (MADAS) - founder
4. 2 Counsellors (currently Make A Difference At Sandies)
5. Green Shoes Arts CIC
6. Maidie Create Ltd
7. Youth League International
8. Dagenham Parish Church
9. East London Business Alliance
10. Care City
11. Make Your Mark B&D
12. Bluebird Pictures
13. Amplify Barking and Dagenham
14. Project Embrace
15. Youth Spot Bar
16. Peer2Peer Education CIC
17. East End Women's Museum
18. One Room
19. Barking Community Recovery Team, North East London NHS Foundation Trust
20. Street Space
21. Toxic Free Living
22. Abbey Ward Association
23. Nekh Welfare Foundation

All of these organisations have confirmed that they wish to use Organisational Membership for the benefit of Barking and Dagenham residents. The membership benefits that they are interested in are:



Integration through business programmes

For the collaborative business programmes, the Council has provided data and expertise in certain technical areas, such as childcare, and has also facilitated information sharing through various forums. For example, the Council provided insights about the market gaps and opportunities in childcare in the borough through its sufficiency strategy. The Council's inclusive growth team has also provided regular opportunities to connect with other businesses in the borough and learn about economic development plans, specifically through the newly developed Business Forum. Every One Every Day often refers business programme participants to the Barking Enterprise Centre (BEC) when they are ready to develop a business plan and incorporate their businesses; and BEC has referred residents to Every One Every Day when they are still in the early stages of developing their business ideas and need opportunities to experiment.

Integration through hubs

The Project Designers integrated activities on a local level with different organisations around the shops. The number of local mini-hubs has gone up from 8 to 15 in total in Year 2.

Integration with services

One of the ways in which integration with services happened in Year 2 is through the Transition Research Project. Findings from this project will be discussed in more detail under research sub-question two.

Another way in which Every One Every Day integrated with professional services in Year 2 is co-production with the Learn 2 Live team (care leavers team LBBD), which resulted in Launch Lab: an internship for care leavers living in Barking & Dagenham (see page 134). Working on a concrete 3 month programme worked with this group of care leavers to transition into the wider world.

Integration worked around specific activities, such as:
- Recruitment of the interns for Launch Lab.
- Learning and connecting with Neighbourhood Shops and projects (where possible).
- Progression into work through apprenticeships and local jobs.

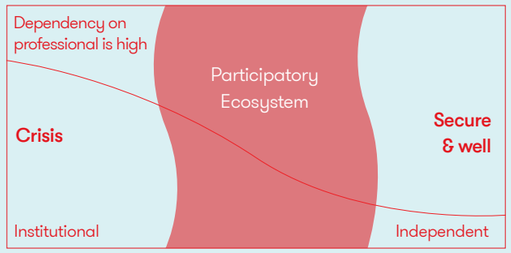
One of the emerging challenges of integration with some of the existing professional services is the difference in approach, such as:
- Asset-based versus needs-based.
- Self-directed versus conditional access.
- Inclusive versus targeted.

It is possible that one of the requirements for successful systemic integration is to bridge these differences by making adaptations in the different systems, where appropriate. Examples could be for professional services to create more self-directed pathways and work in more inclusive ways or for Every One Every Day to explore in what ways activities can be adapted, without the inclusivity of Participation Model to be compromised. Launch Lab is an example of a more targeted approach to enabling access to participation. In Year 3 work will be done with the Council and other professional services to explore what this could look like.

Integration aimed at inclusion

This will be discussed under research sub-question Q04.02.

Systems require adaptation in both directions to bridge differences and integrate properly.



YEAR 2 FINDINGS - SYSTEMIC INTEGRATION

Research Sub-Question Q04.02
Can the Participation System be integrated with professional services to ensure inclusivity?

The Participation System aims to significantly grow the number of people participating in beneficial everyday activity. This means that it is important to ensure the system is as inclusive as possible. Barking & Dagenham has a great number of people experiencing levels of disadvantage. The Open Works Pilot created the learning environment to better understand how investing in practical participation could benefit people facing difficult circumstances or even severe and multiple disadvantages. In Year 2 the Co-Production Lab has launched The Transition Research Project, to explore how professional services and Every One Every Day can work together to enable people (at risk of) experiencing difficulties to access and benefit from participation. The project started in May 2019 and is in the early stages and identified a number of insights that will be further explored in Year 3, such as:

- What integration might mean in practice.
- What has enabled people who are facing difficulties to access participation.
- Emerging requirements for successful integration.

Q04.02 - 1. What might integration mean in practice?

Working with professional services, such as temporary accommodation managers, substance misuse services (commissioned) and mental health services has shown that there are different levels at which integration takes place:

There are more responsive ways to integrate: responding to each other, but not fundamentally changing any systems, services or activities. See the levels one to five in visual opposite.

And there are more generative ways to integrate: co-designing or redesigning parts of the system to enable integration through changing elements in the system to fit better together. See level six and up in visual opposite.

Full integration takes intention, time and effort from all actors involved in the systems that seek integration.

Year 3 focus on "higher levels" of integration
In Year 3 the Co-Production Lab will continue to work together with professional services on exploring more impactful and sustainable levels of integration. Through conversations and collaboration in Year 2, it has become clear that both Every One Every Day as well as professional services share the intention to find ways to integrate activities. However, more time and effort is needed to make this happen in practice, whilst keeping in mind the Participation model, the outcomes that services are after and the capacity that different organisations have for change.

Q04.02 - 2. Experiencing difficulties: what has enabled participation and what were positive outcomes from participation?

In order to work better together with professional services to support people (at risk of) experiencing difficulties to benefit from participation, it is valuable to understand how people experiencing these situations are currently accessing participation and what they describe as positive outcomes

Experiencing difficulties: what has enabled participation?

In the first cycle (May, June, July 2019) of the Transition project, the team has looked at three different strategies for integration:

1. Participatory activities and co-design sessions in service locations;
2. Services organising sessions in Every One Every Day locations;
3. Working with connectors – people who accompany residents to participatory activities.

The participatory activities in service locations reached 53 residents over 2 sessions in one temporary accommodation hostel (with 77 rooms) and 8 residents in the second temporary accommodation hostel (with 27 rooms). Through service activities in Every One Every Day locations about 15 - 20 residents were introduced to the programme. Not everyone who has used a service prior to participating has been identified as such and the exact numbers of strategy 3 are therefore unknown. There are indications from services who counted referrals, one of which will be discussed below.

Out of these three strategies, working with connectors has been the most successful so far in generating sustainable connections - introducing people to Every One Every Day who get involved and participate over a longer period of time. Especially through the collaboration with the Red Cross Connecting Communities service: from October 2018 to December 2018, the Connecting Communities service referred 11 out of 47 people (23%) to Every One Every Day. This increased to 58 out of 119 people (49%) in the period from January to July 2019. Conversations with Every One Every Day and Red Cross staff as well as people who have used the Connecting Communities service indicated that this might be caused by similarities in approach: both organisations focus on skills, talents and assets and both work with self-directed pathways. Additionally, the service has the time and capacity to accompany people to participatory activities for as long as needed. Service staff have indicated that it takes on average 3 to 4 accompanied visits for people to feel confident enough to go on their own.

What we do	For example		What we achieve
1. Referring How do we send people to your services / what is the referral pathway?	• The Job Centre+ tells people about Every One Every Day and sends someone to the shop for a summer programme activity. • Every One Every Day sends someone to the Barking Enterprise Centre to get support with setting up a commercial business.	Responsive integration	**Knowing each other** E.g. • We know the people working in that Every One Every Day shop and we can contact them. • We know where to go or who to call when we have a resident with mental health issues. **Understanding each other** E.g. • We understand that Every One Every Day does not provide information, advice & guidance, signposting or case work. • We can see how your service works and how we can refer residents to it. **Trusting each other** E.g. • They are welcoming our service users and accommodating them if they need some extra support. They are following up on our request for road closure quick enough for the programm. **Seeing the value in each other's activities** E.g. • Residents can achieve stable income through either these services or participatory activities. **Sharing the intention to integrate** E.g. • We want to make the most of using this community space. • We want to work with professional services to enable more people to access participation.
2. Sharing How can we use your resources / you use our resources (for a fee)?	• Every One Every Day hires a conference room at the library for lunchtime learning sessions. • Community Solutions staff use the Dagenham shop to hold a team meeting.		
3. Promoting How can we help you promote your activities or services / you help us promote our activities / services?	• Temporary accommodation putting up posters and distributing flyers to promote Tea & Toast in their communal room. • Every One Every Day putting up flyers for Build on Belief - substance misuse services.		
4. Attending How can you come to our session and interact / we come to your session and interact?	• Temporary accommodation staff being present at Tea & Toast in the communal room. Some are playing with children, some talking to residents, some participating in Every One Every Day activities, such as fruit salad making or bunting making, others observing what happens. • Every One Every Day attending a team meeting and helping to facilitate the group.		
5. Accompanying How can we accompany people to your activities or services / you accompany people to our activities or services?	• Red Cross Connecting Communities workers accompany people to the Every One Every Day shop, who are not yet confident enough to go on their own. • Every One Every Day shop staff spending time with a distressed resident, calling the NELFT adult access and assessment team and a voluntary counselling service to get them the support they need.		
6. Co-designing / redesigning What would be the next level of integration?	• Opportunities for further integration that can be tested in Year 3 of Every One Every Day. • Co-producing something new, such as more participatory services or an adapted first experience in the Every One Every Day shops for people with anxiety.	Generative integration	**Making the time and putting in the effort** E.g. • We can free up three of my front line staff for two hours a week to work with you on this. • One person of each Every One Every Day shop will be in the workshop at your service location.

YEAR 2 FINDINGS - SYSTEMIC INTEGRATION

Interviews with residents as well as conversations with professional service providers have helped to build a more detailed picture of what enabled people experiencing difficulties to participate. The insights below break down the steps between hearing about Every One Every Day and repeatedly participating.

Before going - what enables people to go to an Every One Every Day location?

Fitting what is available around individual interests, instead of the other way around
- Professionals describe the importance of being able to ask service users what they are interested to explore instead of telling them what is available

Open for drop-in, even for just a cup of tea

Support workers who know and use the space
- Some professionals are homebased or working in the community and describe it's good to be able to pop in.

"To be able to do that [meet in the shops] with a new service user, so you don't need to do a home visit, you can meet in the community" - Red Cross Connecting Communities

Accessible spaces and inclusive activities
- Professionals describe the importance of having a variety of shops, so it is close to people's homes
- Both professionals and residents describe the advantage of being able to bring children

Going with people, before you go on your own
“Within 3 - 4 visits they can go on their own” - Red Cross Connecting Communities

Reliability
- Professionals describe how important it is to know when the shops are open, especially when they bring a resident who needed a lot of support to take the step to come out.

Before participating - what enables people to get ready to participate?

Gentle and gradual introduction to the space
"If there is someone who feels anxious, they can get comfortable with the space and then later on the can pick a group or an activity and we find that works best with a lot of our service users." - Red Cross Connecting Communities

Lowering the pressure
"It's knowing that I can just leave if it's getting too much" - Resident

Lowering the barrier
- No need to book in advance
- No financial barrier

Friendly and responsive, without dwelling on the negative
- Project designers balance being professional and welcoming
- There is space for personal stories, but without dwelling on the negative through a focus on doing and creating

"If you’re late they will say, you must have had a hard day, can I get you a cup of tea, instead of sending you away, but they don't pamper you" - Resident

Increasing participation - what enables people to increase frequency and intensity of participation?

Matching different types of activities with specific difficulties
- Specific activities create positive outcomes for specific situations. For example arts & crafts can help people deal with anxiety, because it helps to focus (Red Cross Connecting Communities), sharing knowledge can help people regain a sense of their professional identity and meeting people can help make moving into a new area less lonely (see the next page for more exaples)

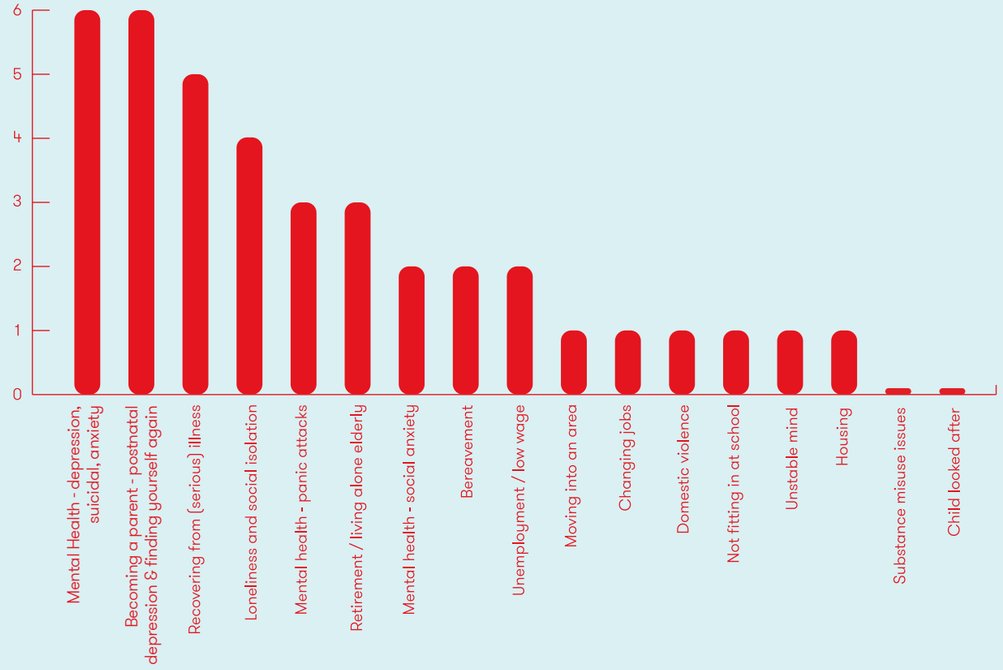
Gradual increase in the participation journey through the large variety of activities
"With the arts and crafts it’s something simple to get me going, the gardening again, it’s relaxing, something simple. Once I get myself back, I’d like to go into something more technical, something I’ve got to learn. At the moment I can’t remember a lot of stuff, so I don’t want to do that until I’m ready." - Resident

Regular opportunities to participate
- Some residents want to participate at least once a week, including outside of programme. This shows the importance of a continuous activity like Tea & Toast.

Experiencing difficulties: what were positive outcomes from participation?

Out of the 160 interviews conducted (see page 226), 27 interviewees (17%) have described difficulties and ways in which participatory activities have supported them in those situations. It is important to stress that these are preliminary insights, that will need to be further explored in Year 3.

The table below shows an overview of the types of situations where people described they benefited from participation as well as the number of interviewees who have mentioned this particular situation. Mental health issues, such as depression, anxiety, mental breakdowns and panic attacks are mentioned most frequently (mentioned in 11 interviews in total), followed by becoming a parent (mentioned in 6 interviews), recovering from serious illness (mentioned in 5 interviews) and loneliness and isolation (mentioned in 4 interviews). Ten interviewees mentioned 2 or more difficulties, which illustrates the complex and connected nature of most of these situations.



Mental health - depression, suicidal, anxiety

- Distraction (from low mood)
- Having something to look forward to
- Giving people a focus
- Focus on parent and child, not just child
- Meeting others and feeling like you are not alone
- Being encouraged by others who might be in worse situations, but remain positive
- Enabling small steps to feeling better
- Physical activities, fresh air

Becoming a parent - post-natal depression & finding yourself again

- Speaking to people, making friends
- Having a distraction, that is not just about your child
- Learning new things
- Having a focus
- Build confidence
- Support with uncovering interests
- Support turning your interest into a business
- Using and sharing your skills
- Contributing and participating when you’re not working
- Support to uncover ambition and drive to do things
- Finding yourself again (after becoming a parent)
- A step up / bridge between not working and working

Recovering from (serious) illness

- Building your confidence to get back into the community
- Providing a new routine, order to your week
- Finding a reason to get up and out of the house
- Experiencing fun and a sense of normality again
- Finding direction and a place to start taking steps forward
- Finding opportunities to be professional and realising you might be able to work again
- Using your knowledge and skills
- Finding ways to give back
- Picking up activities again, like cooking, making art
- Finding ways to be occupied with something positive, even when you can’t physically do everything

Loneliness and social isolation

- Having something to look forward to / something to do
- Building confidence
- Feeling comfortable and safe (enough to meet new people)
- Making friendships
- Knowing people in the community well enough to stop and speak (e.g. in the market)
- Creating a sense of community
- Support getting ideas off the ground
- Having people believe in you

Mental health - panic attacks

- Having something positive to look forward to
- Breaking down the anxiety
- Coming out of your house and walking
- Becoming fitter
- Being around people
- Knowing people in the community well enough to stop and speak (e.g. at schools)

Retirement / living alone elderly

- Having a place where you can go, do something and/or talk to people (not feeling stuck in your house)
- Finding ways to use your brain and be active, working with your hands
- Sharing your skills and knowledge, giving people advice
- Finding inspiration by seeing others take care of public spaces or goods

Mental health - social anxiety

- Being around people and socialising; doing things that you are not comfortable with, but not too uncomfortable either
- Building your confidence
- Having something to get involved in

Bereavement

- Building connections
- Finding support

Unemployment / low wage

- Seeing a future / ways to improve your financial situation
- Finding ways to manage on a low wage, such as food swap, low-cost recipes, bulk cooking
- Building confidence
- Feeling part of the community
- Talking to and meeting new people
- Breaking your routine
- Having something to look forward to
- Steping up to more formal courses or ways into work

Moving into an area

- Getting to know people, making friends
- Not feeling alone or isolated in a new area

Changing jobs

- Building confidence (to talk in front of people) and step into different environments
- Finding ways to deal with fears

Domestic violence

- Getting out of the routine of your life
- Becoming more creative
- Finding ways to deal with your issues
- Find ways to help other young women who might not know what to do, to encourage them
- Building your confidence
- Connecting with people who are different from you
- Connecting with people with similar experiences
- Finding something to do, that fits with being a mom
- Finding opportunities for things to do and connections to make when you come out of an abusive relationship
- Finding ways to solve the problems you see in the community

Not fitting in at school

- Having a place to go

Unstable mind

- Generating and finding ideas
- Getting motivated
- A form of self-help
- Making things and helping out
- Becoming more self-aware; how to be with other people, such as children
- Feeling listened to

Housing

From professional experts:
- Supporting people towards independence when they move from temporary accommodation into a permanent home

Substance misuse issues

From professional experts:
- Preparing, taking action and maintaining a new lifestyle or behaviour (based on the cycle of change - stages 3, 4 and 5)

Child looked after

YEAR 2 FINDINGS - SYSTEMIC INTEGRATION

Q04.02 - 3. What might it take to make systemic integration work?

Through the Transition Research Project a number of conditions have surfaced that impact the success of systemic integration. It might be the case that there are some conditions that need to be met at all times and other conditions that can be balanced between them. For example, if people do not have any experience of Participation Culture, but the invitation and setting is right, it might work. Whereas if people are not in the right headspace and do not have any roots in an area, it might be difficult for them to participate in a meaningful way. This will need to be explored and tested further in Year 3:

Spaces

- Basics: is the space light, comfortable (not too hot/cold), big enough?
- Functionalities: are there functionalities, such as kitchens, outdoor space, chairs, tables?
- Ambiance: is it welcoming, inviting, does it look nice, is it a place you want to be in?

Example from the project:

Together with temporary accommodation staff the team organised two co-design sessions in a hostel for people who currently do not have a home. The sessions took place in the communal room of the hostel. The room had no windows / natural light, no way to regulate the temperature (which meant it was really hot) and not much space, because there were bed frames, mattresses and other deliveries stored in the room. The hallway through which you reach the communal room is dark and often smells of food or damp.

Location & timing / logistics

- Accessibility: how easy is it to get there, can people with mobility issues access the space, how long does it take and how expensive is it to get there?
- Connections to other locations: is it close to Every One Every Day locations or to other spaces that could be used for activities, such as hubs?
- Timings: is the session during or after school run, are we visiting during a religious day or moment, are people at work or free?

Example from the project:

The co-design sessions in the temporary accommodation hostels had a high turnout (between 14 and 22% of hostel residents joined the session), even though some of them had bad timings, such as during Eid or school runs. Before each session, the team went door knocking with hostel staff. Residents could walk down their hallway to get to the session.

Timing in people's life / stability

- Length of time: how long are people using a service, how long does the team have to build a relationship with them?
- Headspace: do people have the headspace to get involved in their community, are they in the right frame of mind to think creatively and connect with others?
- Roots: how long will people stay in one place, do they have a place that they feel connected to?

Example from the project:

People living in one specific temporary accommodation hostel focused on emergency accommodation, stay on average three months. This isn't long enough to build a relationship. Additionally they often did not feel rooted to a specific place, because they did not know where they would move to permanently. This also meant they did not have the headspace to think about anything other than finding a home, sorting things out.

Awareness

- Experience: do people have experience with participation and co-production, can they experience it first hand in the activity?
- Interest: are people interested in working together, doing projects, meeting others, thinking creatively, connecting with their community?
- Exposure: can we expose people to participation culture, can we create an environment that sets the tone; e.g. can they see others around them participating (e.g. washing up dishes, feeding the chickens) or people hosting, can we make the activities as open, non-stigmatising, productive as possible? How much can we bend the model, without compromising it?

Example from the project:

Two women who joined a fruit salad making session in temporary accommodation started cleaning up by themselves, without asking for permission or waiting to be told.

Intention

- Agency: do people come because they want to or do they feel like they have to?
- Expectation: how are people invited to the activity, who invited them, what language was used to describe it, do they expect a service to be delivered or do they expect to actively participate, what are they used to doing in this space or setting?

Example from the project:

Most people who attended one of the sessions in temporary accommodation hostels were expecting a service to be delivered, which was reinforced by the fact that the team hosted these sessions.

Professional services team

- Awareness and intention: are professional services staff aware of what participation means and how it is different from service delivery or charity work, do they see the value?
- Level of integration: where are professional services staff on the different levels of integration, do they want referral pathways, can they attend or even accompany people or are they interested in the co-design or redesign of activities?
- Organisational coherence: are intentions aligned and available, time and effort agreed across all layers of the organisation, is collaboration seen as an opportunity to learn and develop?

Example from the project:

Senior management of a partner organisation has a "participation and engagement" lead in the corporate change team. This transition is led by directors and senior management, but not always felt by front line staff and people working with us and residents in the Transition Research Project.

Every One Every Day team

- Balancing: can the team balance design thinking, delivery and research?
- Positioning: are the activities positioned in the right way, does the description help the team focus on the right actions?
- Preparation: does the team have time and space to brief and debrief before activities to ensure delivery, design and research to happen?

Example from the project:

The team decided to call the sessions on location "Tea & Toast" - which did not help, because it made it feel like it should be the same as Tea & Toast in the shops. Whereas these sessions needed more design and research elements and tools to support successful co-design with people.

YEAR 2 FINDINGS - ADAPTABILITY ELSEWHERE

One of the key aims for Every One Every Day, is to complete the research, development and codification of the systems approach to Participation in readiness for its adoption and adaptation elsewhere.

To test whether the initiative has been successful at this the following question and sub-questions will be addressed.

Research Question 05:
Can a learning framework for Participation at scale be developed and tested so that another borough or city can successfully adapt the systems approach?

Research sub-questions:

05.01. What are the lessons learnt and is it possible to codify them in a set of resources for how to build a Participatory Ecosystem?

05.02. Has the Every One Every Day approach been adapted elsewhere?

Research Question 05:
Can a learning framework for Participation at scale be developed and tested so that another borough or city can successfully adapt the systems approach?

Research Finding 05:
There are considerable challenges relating to codifying a model which is itself being developed iteratively. Nevertheless, there is increasing understanding of the core and contextual elements of the participation approach. Consequently, while much development and codification work remains to be completed, the project can report with confidence that it is possible to develop a learning framework for testing in other cities, and that there are other places keen to partner with Every One Every Day to build their own local Platforms.

The evidence for this answer is in the form of;

- Learning tools, resources and methods developed through the project
- Resources and funding secured for the Hear & Now School and Cities Programme.
- Cities developing local participation platform projects with the support of Participatory City Foundation.

At the conclusion of Year 2 considerable progress has been achieved in developing concrete tools, resources and methods to support others to adopt the methodology. Specifically, a firm methodology and tool set exists to support those at the earliest stages of interest, in the form of Discovery Days and study trips.

Additionally a detailed set of workshop materials has been developed to support feasibility and strategy planning. These were trialled successfully at the Wasan Development Camp with a group of Canadian cities, funders and organisations.

The project has successfully generated additional funding for the Cities Programme in the form of support from Bloomberg Philanthropies.

Significant work remains to be concluded on the codification of the Project Designer training curriculum. At the time of publication, four experienced Project Designers within the team have been appointed as City Programme tutors with the objective of developing and producing this training curriculum.

Research Sub-Question 05.01. What are the lessons learnt and is it possible to codify them in a set of resources for how to build a Participatory Ecosystem?

Research Finding 05.01.
The lessons learned from implementation in Barking and Dagenham have been comprehensively outlined in this report and the previous report - Made to Measure.

The evidence outlined in the previous answer demonstrates that at the time of publication, and while much development work still remains to complete, the essential components of the approach are well understood and work is well under way (and in some cases complete) to turn these into practical learning resources.

The design principles for the Cities Programme draw on experience which demonstrates that for cities to understand and implement the approach requires an immersive, experiential training programme of local teams.

This programme will offer:

- Support in developing the feasibility case, including knowledge building and local strategy development.
- Support in the development and implementation of the approach including training on strategy, design and platform development. This also includes immersive training for local teams alongside the Every One Every Day team in Barking and Dagenham.

Research Sub-Question 05.02. Has the Every One Every Day approach been adapted elsewhere?

Research Finding 05.02.
At the conclusion of Year 2 the approach has not yet adapted elsewhere. However developments during the year provide strong evidence that it is likely to do so before the end of the project.

Firstly, as stated earlier, the project has been supported by Bloomberg Philanthropies who are keen to use their involvement as a lever to ensure that Participation becomes a core component of their curriculum of learning for cities in the US and elsewhere.

Secondly, adaptation projects are firmly in development in Canada and Scotland (described further in the Cities Programme section on pages 146). While it is impossible to say with certainty when these will materialise on the ground, current assumptions are that they would do so during 2020/21.

PROJECTS DIRECTORY

Introduction
Design process
Project taxonomy
Projects Register

Cooking, Eating and Welcoming
Growing, Composting, Bees and Chickens
Making, Learning and Working
Playing and Walking
Photo, Film
Collaborative Business Programmes
Other Programme Events

INTRODUCTION TO PROJECT DIRECTORY

In the first nine months 70 practical participation projects have been started in Barking and Dagenham. These projects, and the participation opportunities they create through the programmes form the Participation Ecosystem.

The structure of the Participatory Ecosystem is outlined on pages 40 to 45 of this report. The Participatory Ecosystem is structured to co-create as many diverse opportunities as possible for people to participate in order for outcomes for residents, their families and the neighbourhood to develop.

The project model is best understood by comparing to other participation models, most of which are very well established and widely understood by people.

Each of the different ways people participate is shown on the chart - although there are many projects which cross over this generalised segmentation. Each of these models has a set of practices, methods and behaviours depending on what they are trying to achieve.

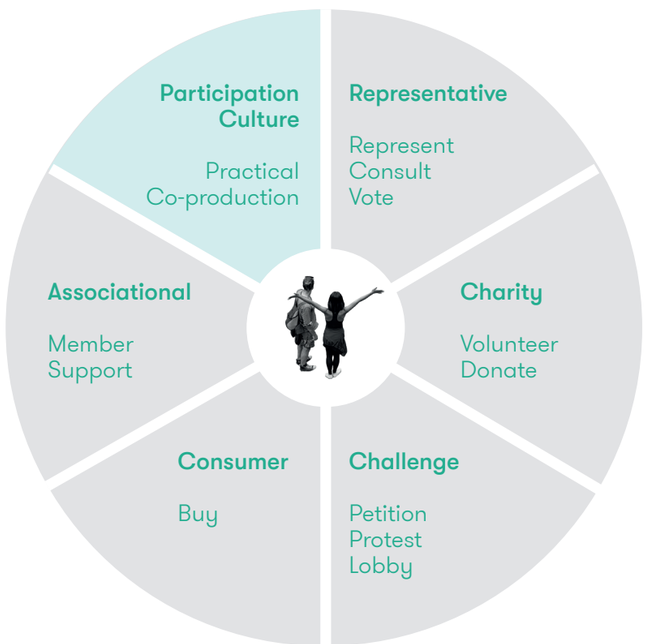
The Representative model aims to elect individual people to represent a larger group of people's interests and direct resources where they are needed most. A group or panel of representatives assist in the decision making that directs resources. Representative models include elected members on the local council, members of Tenants and Residents Committees and school Parent Associations.

The Charity model aims to connect and direct resources to people in need, through fundraising, organising professionals and volunteers to help people with high levels of need.

The Challenge model aims to bring pressure and lobby government and institutions to change how they work or to change decisions they make. Challenge model practices often try to bring a lot of people into that conversation through signing petitions or taking part in protest marches.

The Association model is the term that mainly refers to local groups and clubs. People join clubs as members and take part in specialist activities such as sports, reading, rambling etc. Associations often involve paying a membership fee to the local or national organisation that organises the activity.

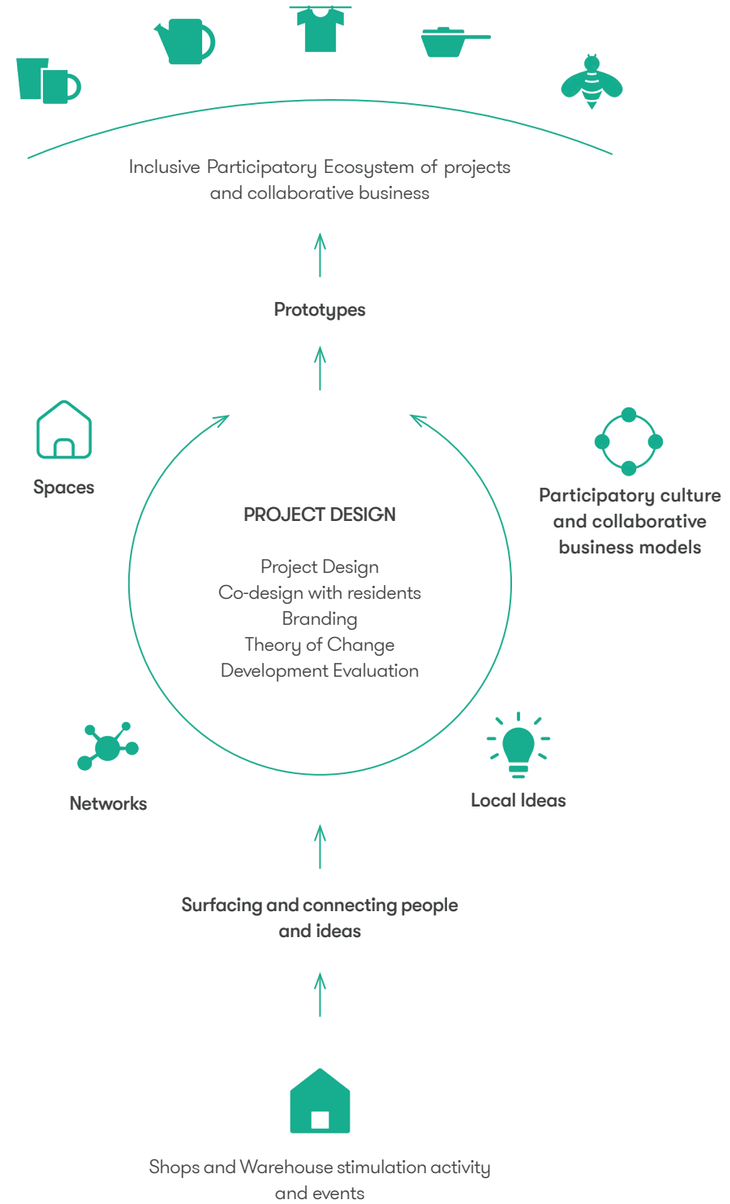
The Participatory Culture model is a new type of participation that people living in communities have been inventing over recent years. These types of projects involve activities which were intrinsically appealing to many people. The projects are often based on practical 'common denominator' activities such as cooking, learning, making, repairing - co- producing something tangible as a group of equal peers.



DESIGN PROCESS

The design process originates from the study of 'participatory culture' projects that local people have been developing in recent years. The common characteristics of this new model, have been turned into design principles, which the team's project designs draw into every project that gets designed with residents.

The 14 design principles for an inclusive participatory ecosystem ensure that people can self-direct their involvement based on they situation, their health, their available time, all of which are always changing.



PATHWAY FOR FIRST OPPORTUNITY TO PARTICIPATE

This section details the steps taken by residents when they enter a neighbourhood shop right up to the first moment they feel comfortable and confident enough to participate or host a session themselves.

Feeling Welcome

- Project designers meet them with a warm greeting, finding out about the resident using open questions and having a genuine interest.
- Informing residents about immediate opportunities to participate - upcoming sessions and bigger events based on the interests they provided.
- Introducing residents to the shops by giving them a tour of the space and introduce them to other residents.

Understand the Essentials

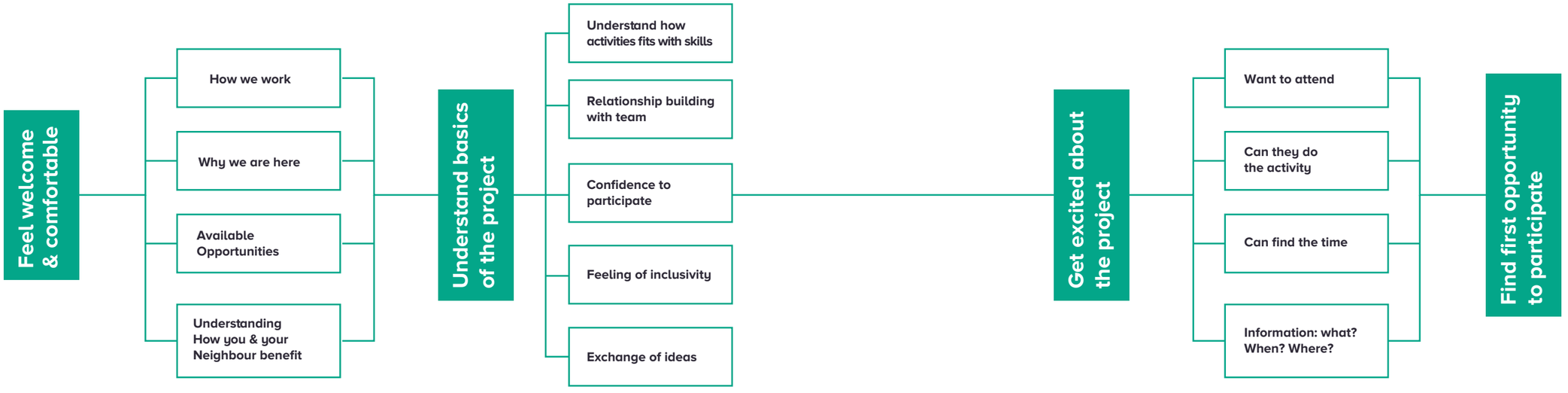
- Explaining how to participate and the difference between models such as volunteering, how to use the space and if they want to host an activity, explaining the newspaper and programme cycles.
- Use examples of Participation Projects to inspire.
- People attend a session and understand the low threshold to participation and want to give it a try.
- Everyone looks after the space together.

Getting Excited

- Allowing residents to play and explore the potential to learn new things in the shop, both inside and outside of sessions.
- Residents meet other residents that are also interested in things they enjoy makes them feel connected.
- Explaining the different things that other residents have learnt in the past, and the different facilities and workshops.

First Participation

- Use the information that the resident share to tell them about sessions that may be of interest to them.
- The shops are open till 8 so if people work there are session for them too , children of all ages are also welcome, reducing the barrier to attendance even further.



DESIGN PROCESS

14 design principles for building an inclusive Participatory Ecosystem.
Please see inclusivity chart page 128.

- Low time and commitment
- No or low cost
- Simple and straightforward
- Many opportunities - wide variety
- Nearby and accessible
- From beginner to expert
- Everyone equal
- Promote directly and effectively
- Introduce or accompany
- Tangible benefits to people
- Attracting talents not targeting
- Fostering inclusive culture
- 100% open - no stigma
- Build projects with everyone

Every One Every Day does not support activities that segment, cluster or divide groups of people:

- Campaigning (for or against)
- Charity models
- Religion
- Politics
- Single culture
- Therapy-based formats
- Exclusive groups

Stepping stones of participation opportunities

The network of projects and opportunities are designed to create opportunities across the whole continuum of types of participation. These the Participation Ecosystem ensures that everyone can join in and has access to the benefits of participation. People can self-navigate, participating where they want to, often across multiple projects, in multiple roles, but always guided by their own judgement of their readiness to develop further.

Less time & confidence

01 **Social Media** Interacting through Facebook, twitter, instagram etc.

02 **Popping into shops** Passing by and popping into the shops to have a cup of tea and to find out more.

03 **Signing up** Registering with the project for communication and research.

04 **Participating in activities** Attending sessions

05 **Hosting a session** Hosting a session of an existing project such as Trade School or Great Cook.

06 **Hosting and collaborating** Working with others to organise and host existing projects.

07 **Replicating** Replicating a project that is tried and tested already, making it quicker and easier to start.

08 **Start a Project** Explore ideas for new projects to start them from scratch

09 **Start a Business** Develop new collaborative businesses with other residents

More time and confidence

Version 1 2015-2019

PROJECT TAXONOMY

Types of project

Projects differ based on how they invite people and the types of opportunities they offer to residents.

Stimulation
Projects & spaces that create opportunities for project creation.

Collaborative Framework
Projects that create opportunities for people to come together and start a project easily.

Hosting Framework
Projects that create opportunities for people to host single sessions, skill sharing, cooking, walks etc..

Collaborative Business
Incubators, projects or events that stimulate business development through our Theory of Change model.

Development phases of projects

Projects are co-designed and developed with residents, from the initial idea to actually testing the idea with other residents to replicating in different catchment areas or from another group of residents.

Emergent
Residents' discussions about a project have started.

Designed
The project is designed and ready to be put in the programme.

Tested
The project has been tested during a programme of events.

Ongoing
The project has been tested and is continuing regularly.

Replicated
The project has been replicated in other shop catchment areas.

Development status of projects

In this ecosystem model projects are not expected to be continuously offering participation opportunities. Collaborators may decide to take a break for a variety of reasons, including health, family or work pressures and seasonality. Some project ideas won't be successful in a catchment area and may become dormant.

Active
The project has started and is active.

Paused
The project has paused.

Dormant
The project has stopped or been replaced.

PROJECTS REGISTER

Project name	Type	Catchment Area	Start Date	Phase	Status
				Emergent Designed Tested Ongoing Replicated	
Cooking, Eating and Welcoming					
Great Cook	Hosting Framework	Various	11/17	■■■■■	▶
Family Cook	Hosting Framework	Various	07/18	■■■■■	▶
Baby Cook	Hosting Framework	Various	02/18	■■■□□	⏸
Tea and Toast	Stimulation	Various	11/17	■■■■■	▶
Starter Kitchen	Hosting Framework	Church Elm Lane	06/18	■■■■■	▶
Afternoon Tea	Hosting Framework	Ripple Road	11/18	■■■■■	⏸
Good Company	Stimulation	Ripple Road	02/19	■■■■□	⏸
Open Fridge	Collaborative Framework	Various	01/19	■■■■■	▶
Cereal Bar	Stimulation	Martins Corner	10/18	■■■□□	⏸
Sharing Cafe	Collaborative Framework	Church Elm Lane	11/18	■■■□□	⏸
Open Table	Hosting Framework	Various	11/17	■■■■■	▶
Celebration Supper	Collaborative Framework	Various	04/18	■■■■■	▶
Welcoming Committee/ Team	Collaborative Framework	Various	12/17	■■■■■	⏸
Gascoigne Living Room	Hosting Framework	Ripple Road	04/18	■■■□□	■
Gascoigne Open Lunch	Hosting Framework	Ripple Road	04/18	■■■□□	■
Hart's Lane Street Lunch	Hosting Framework	Ripple Road	06/18	■■■□□	■
Rope Works Open Lunch	Hosting Framework	Ripple Road	04/18	■■■■■	■
Surrey Road Big Lunch	Hosting Framework	Ripple Road	05/18	■■■■■	■
Loaf	Hosting Framework	Various	03/18	■■■□□	⏸
Cook & Eat	Hosting Framework	Ripple Road	07/18	■■■□□	⏸
Noodle Night	Hosting Framework	Ripple Road	05/18	■■■□□	■
Summer BBQ	Stimulation	Ripple Road	04/18	■■■■■	■
Community Kitchen	Collaborative Framework	Various	03/18	■■■■■	▶
Everyone's Kitchen	Business Collaboration	Thames Road	02/19	■■■□□	▶
Food Day	Collaborative Framework	Various	01/18	■■■■■	⏸
Growing, Composting Bees and Chickens					
Open Corners	Collaborative Framework	Various	11/17	■■■■■	▶
Open Corners - Park Centre	Hosting Framework	Church Elm Lane	02/18	■■■□□	⏸
Open Corners - Dagenham Library	Hosting Framework	Church Elm Lane	03/18	■■■□□	⏸
Open Corners - People's Corner	Stimulation	Church Elm Lane	12/17	■■■■□	▶
Open Corners - Arnold Road	Hosting Framework	Church Elm Lane	02/19	■■■■□	▶
Open Corners - Barking Learning Centre	Hosting Framework	Ripple Road	04/18	■■■□□	⏸
Love Where We Live	Hosting Framework	Ripple Road	04/18	■■■■□	▶
Sunflower Street	Hosting Framework	Various	06/18	■■■■■	⏸
Secret Garden	Hosting Framework	Ripple Road	11/17	■■■□□	⏸

Project Types: Stimulation · Collaborative Framework · Hosting Framework · Business Collaboration

Project name	Type	Catchment Area	Start Date	Phase	Status
				Emergent Designed Tested Ongoing Replicated	
Growing, Composting Bees and Chickens					
Open Street	Collaborative Framework	Various	07/18	■■■■■	▶
Growing Communities Build	Stimulation	Church Elm Lane	11/17	■■■□□	⏸
The Allotment Project	Hosting Framework	Martins Corner	06/19	■■■■□	▶
Westbury Community Space	Hosting Framework	Ripple Road	02/19	■■■■■	▶
Tomato Town	Hosting Framework	Martins Corner	03/19	■■■□□	⏸
Plant and Seed Exchange	Hosting Framework	Various	03/18	■■■■■	▶
Leaf Bank	Hosting Framework	Various	07/18	■■■■■	⏸
Plant Library	Hosting Framework	Various	06/19	■■■■□	▶
Seed Exchange	Collaborative Framework	Various	03/18	■■■■■	▶
Waste Works	Hosting Framework	Various	12/17	■■■■■	▶
Open Orchard	Hosting Framework	Various	10/18	■■■■■	▶
Chicken School	Collaborative Framework	Church Elm Lane	06/18	■■■■□	▶
Coop	Hosting Framework	Church Elm Lane	06/19	■■■□□	⏸
Bee School	Hosting Framework	Church Elm Lane	12/17	■■■■□	▶
Hive	Hosting Framework	Church Elm Lane	06/18	■■■□□	▶
Sleeping Bees	Hosting Framework	Church Elm Lane	09/19	■□□□□	■
Gardening Will Save The World	Collaborative Framework	Thames Road	03/19	■■■■□	▶
Making, Learning and Working					
Trade School	Hosting Framework	Various	11/17	■■■■■	▶
Kids Trade School	Hosting Framework	Various	08/19	■■■□□	⏸
Teen Trade School	Hosting Framework	Various	06/19	■■■□□	⏸
Trade School (White House)	Hosting Framework	Martins Corner	03/19	■■■■■	▶
Makit	Hosting Framework	Martins Corner	07/18	■■■□□	⏸
Baby Makit	Hosting Framework	Ripple Road	10/17	■■■□□	⏸
Maker Day	Hosting Framework	Ripple Road	07/18	■■■■■	⏸
Pop-up Workshop	Collaborative Framework	Popup Shop	01/18	■■■■■	⏸
Neighbourhood Supermarket	Collaborative Framework	Martins Corner	08/18	■■□□□	⏸
Handmade Workshop	Collaborative Framework	Church Elm Lane	05/18	■■■■□	⏸
Pins and Needles	Hosting Framework	Various	01/18	■■■■■	⏸
Upstuff	Hosting Framework	Various	10/18	■■■■■	▶
Share and Mend	Collaborative Framework	Ripple Road	04/18	■■■■■	⏸
Make What You Wear Day	Collaborative Framework	Thames Road	05/19	■■■■□	▶
Sustainable Fashion	Business Collaboration	Thames Road	05/19	■■■□□	⏸
Mini-Learners	Hosting Framework	Various	03/19	■□□□□	▶
Mini-Makers	Hosting Framework	Various	03/19	■■■■□	▶

Status Key: Active · Paused · Dormant

Project name	Type	Catchment Area	Start Date	Phase	Status
				Emergent Designed Tested Ongoing Replicated	
Making, Learning and Working					
Little Learners		Church Elm Lane	03/19		
Book Boxes		Ripple Road	07/18		
Rock Paper Scissors	B	Various	11/18		
Open Project Night		Thames Road	05/19		
Open Saturday		Thames Road	05/19		
Pop-up Warehouse	B	PUMF	10/18		
Valence Exhibition		Martins Corner	03/18		
Warehouse		Thames Road	03/19		
Warehouse Induction		Thames Road	03/19		
Projects Toolkit Training		Thames Road	02/19		
Listening Barber		Church Elm Lane	07/18		
Barber School		Ripple Road	07/17		
School of Coffee		Ripple Road	04/18		
Culture Exchange		Various	12/18		
Talking Business		Various	06/18		
Public Office		Various	11/17		
Work-In-Progress		Various	11/17		
Saturday Hacks		Church Elm Lane	02/19		
Digital Basics		Ripple Road	04/18		
Bar Code		Ripple Road	04/18		
Circuits 101		Martins Corner	06/19		
Word!		Church Elm Lane	01/18		
Home Basics		Martins Corner	03/19		
Valence Park		Martins Corner	06/18		
Playing and Walking					
Play Street		Various	11/17		
Play Street: Eastbury Manor		Ripple Road	04/18		
Play Street: Hart's Lane		Ripple Road	06/18		
Play Street: St Awdry's Road		Ripple Road	03/18		
Play Street: Old Dagenham Park		Church Elm Lane	04/18		
Play Streey: Maxey Road		Martins Corner	06/19		
Play Street: White House		Martins Corner	06/19		
Play Street: D'arcy Road		Church Elm Lane	06/19		
Pop-Up Heathway		Church Elm Lane	02/18		
Cosmic Yoga		Ripple Road	07/18		
Street Ball		Various	01/18		

Project Types: Stimulation · Collaborative Framework · Hosting Framework · Business Collaboration

Project name	Type	Catchment Area	Start Date	Phase	Status
				Emergent Designed Tested Ongoing Replicated	
Playing and Walking					
Story Box		Various	12/17		
Wonderful Place to Grow Up		Various	05/18		
Summer Camp		Various	05/18		
Family Saturday		Thames Road	03/19		
Nature Camp		Various	03/19		
Wild Walks		Various	11/17		
Games Cafe		Various	02/18		
Community Sings		Various	11/17		
Creative Sound		Various	01/18		
London National Park City Week		Various	07/19		
Photo, Film and Spoken Word					
Families of Dagenham		Church Elm Lane	04/18		
Light Room		Church Elm Lane	02/18		
Open Studio		Church Elm Lane	07/18		
Neighbourhood Film Studio		Ripple Road	01/18		
Spoken Fest		Ripple Road	01/18		
Spoken Word School		Ripple Road	01/18		
This is Our Story		Church Elm Lane	11/17		
DIY Film Festival		Ripple Road	01/18		
Collaborative Business					
Pantry	B	Various	09/18		
Design-Make-Sell	B	Various	09/18		
Bowled	B	Thames Road	05/19		
Imagination Space	B	Thames Road	06/19		
Other Programme Events					
One Borough Festival		Church Elm Lane	05/18		
Dagfest		Church Elm Lane	05/18		
Launch Lab Sprint		Thames Road	03/19		
National Citizens Service		Various	04/18		
Back Street Makeovers		Church Elm Lane	06/18		
We Make Our City		Thames Road	01/19		
Banjo		Martins Corner	06/18		
Laundry Project		Various	06/18		

Status Key: Active · Paused · Dormant

COOKING, EATING & WELCOMING

Great Cook
Family Cook
Baby Cook
Tea and Toast
Afternoon Tea
Good Company
Open Fridge
Cereal Bar
Sharing Cafe
Open Table
Celebration Supper
Cook & Eat
Food Day

GREAT COOK

Batch cooking in shared kitchens

Hosting Framework | 11/17 Start date | Active | Replicated

About
Great Cook is a project where local residents come together to batch cook meals. Everyone brings ingredients and takes home enough portions for the week.

Project Story
Great Cook was originally designed and tested during the Open Works project in West Norwood. It's a project where people come together to batch cook meals and take home portions for the week. Anyone can offer to share a recipe they enjoy making at home. People join in by bringing one of the ingredients needed for the dish. The range of lead cooks brings a variety of cultural recipes and knowledge of ingredients. Hosting a session offers residents the opportunity to complete a level 1 food hygiene certification.

Due to a lack of full kitchen, Church Elm Lane adapted their Great Cook sessions with recipes that did not require cooking on a hob or in an oven. These sessions were focused on how to make fruit salad, coleslaw and cake in a mug. The purchase of an induction hob later in the programme meant residents were still able to participate in easy food preparation and making without the use of a kitchen. This also lead to another project called Starter Kitchen, set up to share simple recipes and basic culinary skills.

Great Cook variations
Baby Cook
Baby Cook sessions are batch cooking fresh local food for baby and toddler meals. It's a great way to meet other parents, over the 2 hours parents take it in turns to both cook and look after the babies that come along.

Teen Cook
Teen Cook sessions are batch cooking after school for young people who would like to prepare a weekly meal for their families. Teen Cook sessions are led by teenagers where everyone can cook at least one thing!

Ripple Road Catchment Area

Recipe	Host
Vegetable Biryani	Jitendra and Usha
Italian Pasta with Broccoli	Nurun
Traditional Nigerian Porridge	Joan
Turkish Stuffed Aubergine	Elif
Red Lentil Pakora	Runa
Bombshell Brownies	Claire
Spanish Tortilla	Isabel
Authentic Jollof Rice	Joan
Pumpkin Soup	Kathy
Takeaway Trail Mix	Roseann
Creamy Vegan Mac and Cheese	Ore
Nigerian Bean Casserole	Joan

Ripple Road Catchment Area

Recipe	Host
Handmade Dumplings	Tina
Jazzed up Jollof	Gemmia
Healthy Tasty Tapas	Neusa
Fried Rice	Joan

Church Elm Lane Catchment Area

Recipe	Host
Jamaican Pumpkin Soup	Teresa
Summer Salads: Red Coleslaw	Jackie
Blueberry and Banana Loaf	Tahira
Summer Salads: Fruit Salad	Khadeem
Mug Cakes	Zoe
Pancake Making	June
Neighbour's Favourite Soup	Gale
Mixed Medley Soup	Zenab
Seasonal Soup	Jim

Martins CornerCatchment Area

Recipe	Host
DIY Pesto	Kathy
Bread Pudding	Betty
Jollof Rice	Deborah
Jollof Rice	Gemmia
Mutoke	Zenab
Pitta Bread	Mide
DIY Pesto	Kathy

Thames Road Catchment Area

Recipe	Host
Jollof Rice	Fola
Creamy Coconut Curry	Ore
Pasta from Scratch	Rubina

DISCOVER | CO-DESIGN | PROTOTYPE | GENERATE | CO-DESIGN | RESEARCH | DEVELOP | CO-DESIGN | PROTOTYPE

Great Cook launched as stimulation project

Host cooks for Spring Programme — Continues

Residents indicate they want to start food businesses

Design Food Day 7 April 'Show & Tell'

Put invitation in newspaper and online — Open call

Organise two professional workshops for the day

Personal invitations to food folks to be more involved - allotments etc.

Food Day 7 April Food sharing and getting to know one another

Friendship and trust building around shared interests

Group of residents who want to cook and eat together

Group of residents wanting to create food businesses together

Showing food products that residents have been making at home

Feedback session on what business programmes work for different people

Researched ideas on how to develop first programme

Co-design first food incubator programme: Pantry

Host cooks for Summer Programme — Continues

Host cook from Harts Lane tests some Great Cook sessions — Continues

Residents invited to information sessions in the Summer newspaper — Open call

Three open information sessions during the Summer Programme

Residents who have products suitable for Pantry concept

Residents who have fresh food ideas that want to cook and work together

Residents who have fresh food ideas that want to cook and work together — Diversify

Application process for the Pantry incubator programme

Incubator process to develop the product range for Pantry

Source kitchens to create product stock for test trading

Research London markets and other test trading opportunities

Host cooks for Autumn Programme — Continues

Create a series of test events and promote in the Autumn newspaper — Open call

Co-design opportunities to cook together e.g. pop up restaurants

Cook & Eat test sessions in Autumn Programme — Diversify

Residents take part in new opportunities to make and eat food together

Make stock of Pantry products for test trading

Test trade Pantry in London markets in the run up to the holidays

DEC 2017 | JAN 2018 | FEB 2018 | APR 2018 | MAY 2018 | JUN 2018 | JUL 2018 | AUG 2018 | SEPT 2018 | OCT / NOV / DEC 2018

THEORY OF CHANGE

COOKING

FAMILY COOK

Families sharing recipes and batch cooking in shared kitchens

Hosting Framework | 07/18 Start date | Active | Replicated

About

Family Cook is a variation of the Great Cook project. It offers simple recipe ideas for the whole family to make and enjoy together.

This project offers a great chance to socialise with other parents and children, cook together in a community kitchen, cook in batches and take home equal portions of the delicious food they have prepared together.

Project Story

Family Cook was created by a group of parents living near the Ripple Road shop. It began in the Spring Programme with Jade, Mo, Faiza and other parents who had already hosted 8 sessions between themselves each week at lunchtime.

The session have been running in the Barking shop's community kitchen designed for parents and children to be able to cook together. Due to the high number of children in attendance, the small room next to the kitchen has been adapted and redesigned with the team and parents, so it would be suitable for children to play and stay safe whilst he parent cook, each taking turns to monitor the children in the room.

The project was so popular amongst local parents and children that it was replicated in the Summer Programme with 8 new recipes and each week a different parent/child hosting a session.

The sessions were brimming with people with some sessions having up to 30 resident cooks! This led to the creation of a ticket system on Eventbrite for managing the capacity and list of ingredients required for the recipe.

The project is still evolving and further developments will be discussed with the residents for the upcoming Autumn Programme.

Ripple Road Catchment Area

Recipe	Host
Cheesey Pasta with Dough Balls	Faiza
Pasta with a Twist	Mo
Malwina Apple and Carrot Muffins	Jade
Vegetable Lasange	Muryam
Mixed Mash Veg	Jacinter
Deniz's Cupcake	Deniz
Mini Quiches	Faiza
Sneeky Spaghetti	Faiza

Martins Corner Catchment Area

Pitta Pizza	Amanda

Thames Catchment Area

Rainbow Pizza	Jade

BABY COOK

Batch cooking healthy meals for babies using fresh and local produce

Hosting Framework | 02/18 Start date | Paused | Tested

About

Baby Cook is a project similar to Great Cook where residents come together, each bringing one ingredient to batch cook food that they can take home for the week.

Project Story

Great Cook sessions are heavily attended by families with young children who often remark about isolation faced when you have a baby or toddler. Baby Cook sessions offer parents and guardians the opportunity to make connections as well as healthy meals. Over the 2 hour session, resident hosts are encouraged to share a recipe with other families, take part in cooking together while collaboratively taking care of the children.

Church Elm Lane Shop

Recipe	Host
Apple and Pear treat	Teresa
Mixed Vegetable	Zenab

Porters Avenue Shop

Recipe	Host
Plan a Baby Brunch	Flossy
Bring & Blend Fresh Veg	Flossy
Bring & Blend Fresh Fruit	Flossy
Bring & Blend Fresh Veg	Flossy

TEA AND TOAST

Weekly tea and chat

Stimulation | 11/17 Start date | Active | Replicated

About
Tea & Toast is a weekly open session where anyone can come in for a cup of tea or coffee, some toast and a conversation.

Project Story
Tea & Toast was developed as an accessible way for residents to come into the shops and meet other residents and the team in a relaxed environment. The regularity of the sessions allows for people to join at their own pac, building relationship and familiarising themselves with the space which in turn prepares for more participation. During some Tea & Toast sessions, residents have hosted a topic of conversation around a specific theme; such as health & wellbeing.

Catchment Area	Number of Sessions	Number of Hosts	Number of attendances	Hours of Events	Hours spent with neighbours	Average number of hours (rounded)
Various	69	5	46	166	863	1.7

Project Variation 1: Afternoon Tea
Ripple Road shop: Due to the fact that many residents local to the Barking shop did not attend early sessions, a variation on the time of the day was tested along with a change of name to be more suitable for that time of day. Afternoon Tea still maintained a relaxed environment whilst chatting with others and becoming familiar with the space.

Project Variation 2: Good company
Ripple Road shop: Good company was also trialled after a co-design with residents with families. Good company gave residents the perfect opportunity to come and explore the shop , relax in the space, chat to other people that live locally and play a board game together or make delicious sandwiches to enjoy with fillings that they have brought in themselves.

Project Variation 3: Cereal Bar
Porters Avenue shop: Due to the fact that many teenagers were visiting the shop from a nearby school, Cereal Bar was created which gave the opportunity for them to have cereals from the bar with various toppings whilst being able to do various activities run by other young residents. These ranged from smoothie making to how to build a computer.

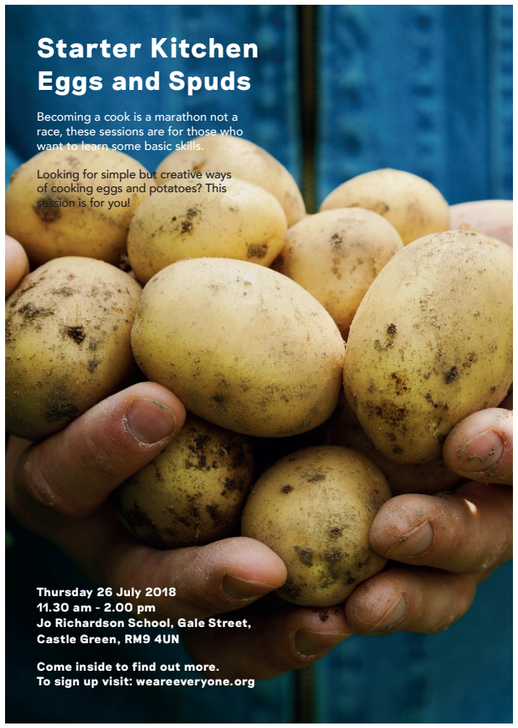
STARTER KITCHEN

Learning basic cooking skills

Hosting Framework | 06/18 Start date | Active | Replicated

About
Starter Kitchen brings people together to share basic cooking skills from the essentials of kitchen utensils to how to cook potatoes, eggs or make the perfect batter in a relaxed and fun environment.

Project Story
Starter Kitchen was created as a result of the Great Cook events held during the 2018 Spring programme in the Church Elm Lane shop. Some residents were very inexperienced and unconfident in the kitchen and suggested the idea of a basic skills session as a first step towards confidently cooking together.



AFTERNOON TEA

Weekly tea and chat with brunch vibe

Hosting Framework | 11/18 Start date | Paused | Replicated

About
Afternoon Tea is a low entry project that has been adapted from the Tea and Toast project. Taking place later in the day to offer local residents a midday opportunity for sharing ideas and meeting others while having a cup of tea and biscuits.

Project Story
Afternoon Tea has been designed as a trial project in the Ripple Road shop, as local residents tend to drop in the shop in the afternoon rather than in the morning. The sessions take place in a welcoming and friendly shop environment, which helps to stimulate new project ideas and meet new and existing residents.

Afternoon Tea project was trialed in autumn programme and since then, it was transformed in the Spring and Summer programmes to become a Good Company project.

GOOD COMPANY

Weekly tea and chat

Stimulation | 02/19 Start date | Paused | Ongoing

About
Good Company is an invitation to come together as neighbours over a cup of tea and a slice of cake.

Project Story
Good Company hosts an array of activities for residents to take part in whilst getting to know each other. It's also a great opportunity for residents to find out more about the Every One Every Day project with the possibility of being inspired to start a project of their own.

The first Good company session saw residents collaborate in a bunting making session for a future Open Table. In this session residents also planned the next Good Company to include an activity that had previously taken place in a Kids Trade School, the time quickly became on opportunity to delve deeper into other projects with residents connected over arts and crafts, board games, conversation and good company.

OPEN FRIDGE

Reducing food waste by sharing unwanted food

Collaborative Framework | 01/19 Start date | Active | Replicated

About
The Open Fridge is a public fridge which allows local residents to share their surplus food. The fridge helps reduce food waste, saves money and creates a real sense of community. Simply place fruit, vegetables and bread in the fridge for others to enjoy, or drop by to see what's up for grabs.

Project Story
Open Fridges are a great resource for communities to reduce food waste and share unwanted items. There were lots of residents already doing their bit to deal with the large amounts of produce wasted in the borough. Kathy, a local resident, is a keen composter who picks up food waste from the Barking shop to take to her allotment in Dagenham. In Dagenham, Siddika has exchanged her food waste for eggs and she was interested in taking this idea further.

There are now four active Open Fridges situated in each shop which residents can easily access, self organise and enjoy.

CEREAL BAR

Afterschool cereal and practical activities for teens

Stimulation | 10/18 Start date | Paused | Tested

About
The Martin's Corner shop resides on a street that is in the middle of a number of secondary schools. The school children often congregate outside the shop and across the road at the local fast food takeaway. Cereal Bar is a stimulation project to create a space in the shop to engage with young people as well as offering them a healthy afterschool snack alternative. A cereal dispenser board was made at the Warehouse, with lots of varieties of cereals, milk and healthy toppings.

Project Story
In the Autumn Programme each session was designed to stimulate creativity for young people of varying ages and interests.

The sessions were well attended and built a network of local school children who regularly attend the Martin's Corner shop after school. This meant for the Summer Programme it was designed with their suggestions and they took part in facilitating the sessions alongside the shop team. The regularity of the sessions meant that it became a time for others to sit together enjoy cereal and a conversation.

Autumn Programme

Create Your Own Snapchat Filter
Thursday 21 March
3.30 - 5.00pm

Slime Lab
Thursday 28 March
3.30 - 5.00pm

Design A Project
Thursday 4 April
3.30 - 5.00pm

D-I-Y Smoothies And Snack Bars
Thursday 11 April
3.30 - 5.00 pm

Retro Games
Thursday 18 April
3.30 - 5.00pm

Summer Programme

Make your own Smoothies
Thursday 27 June | 3.30 - 5.00pm

Plant Propagation: Turn 1 plant into 2
Thursday 25 July | 3.30 - 5.00pm

Summer Juice with Summer Fruits
Thursday 11 July | 3.30 - 5.00pm

Learn to build a computer
Wednesday 7 August | 6.30 - 7.30pm

SHARING CAFE

A barter run community cafe with healthy food and practical activities

Collaborative Framework | 11/18 Start date | Paused | Tested

About
Local residents turned the Church Elm lane shop into a Sharing Cafe for two weeks to test the appetite for a wellness based space including, food, languages and skill exchange.

Project Story
Local residents Claire and Yulia were exploring a wellness based collaborative business together. They had met at the Church Elm Lane shop through various sessions and became good friends.

An open co-design then took place, with the invite promoted online and personal invitations sent to people that had shown an interest in it previously. From this co-design developed an idea of the shop being turned into a Sharing cafe for a 2 week period whilst the Neighbourhood team were in development camp - normally the shop is closed over this period.

The concept was for there to be no exchange of money and instead residents would give feedback on food and activities.

It was a great way for people to be exposed to healthier alternatives than what is available on the high street and in the borough generally. There was a healthy menu with different residents hosting the space at different times and trialling different food alternatives. The kids did trade schools and there were wellness sessions around yoga and dance, the first Share and Mend session and the first Culture Exchange where people shared food, stories and languages from different parts of the world.

OPEN TABLE

Community potluck meals

Hosting Framework | 11/17 Start date | Active | Replicated

About
Open Table is a “potluck” event where people bring food to share and eat together.

Project Story
Open Tables bring neighbours, friends and family together over food, anyone can come along on their own, or with friends or family. Residents are encouraged to bring a main/side dish, desserts, drinks and/or to help set up and tidy up.

The opportunity to either bring food or help set up/tidy up means there is no financial barrier to participating. The informal atmosphere and conversation creates new social connections as well as creating an opportunity for people to find out about the project and sessions coming up.

Once residents have been to an Open Table, they often return with friends to introduce them to the space and project.

Project Variation 1: Culture Exchange Open Table
A Culture Exchange Open Table took place at the Church Elm Lane shop where residents were encouraged to bring food from their cultural heritage or any dish that they liked from around the world. It encouraged people to talk about where they were from and for others to learn about different places and cultures. This was an extension of the Culture Exchange project where residents were sharing and learning about other languages.

Project Variation 2: Celebration Supper
The celebration supper took place the evening before the warehouse launch. Residents, organisations, the local council and the team all got to celebrate and enjoy the opening of the new maker space together-for the many the 1st time to see the warehouse. The collaborative food business catered for the event to trial some of their recipes and get feedback along with everyone else bringing food/desserts/drinks to enjoy together whilst having a sneak preview of what was going on the day after.

CELEBRATION SUPPER

A celebration potluck supper for all

Collaborative Framework | 04/18 Start date | Active | Replicated

About
The Celebration Supper invites residents to share food and celebrate together to mark an occasion or successful completion of a project. It creates a space to acknowledge the combined effort it takes to make something big happen, and to celebrate what can be achieved when we work together.

Project Story
Ahead of the We Make Our City Festival, residents were invited to bring food and drink for a formal sit down dinner to celebrate the opening of the warehouse. They explored the space, shared the stories of how they have been involved in developing ideas for the Warehouse and their plans for the future.

Catchment Area	Number of Sessions	Number of Hosts	Number of attendances	Hours of Events	Hours spent with neighbours	Average number of hours (rounded)
Various	4	6	65	18	581	60.5

COOK AND EAT

Cook and share a lunchtime meal with neighbours

Hosting Framework | 07/18 Start date | Paused | Tested

About
Cook and Eat invites people to meet in the community kitchen, where one resident shares a simple recipe that can be cooked in an hour. Everyone who signs up brings an accompanying dish, and then everyone eats together.

Project Story
Cook and Eat was designed by a group of residents - Swani, Ayesha and Rubina - who met through cooking events sessions in the Spring and Summer programmes in year 1. They share a love of cooking and sharing recipes and were keen to set up a project where they could cook together and find other people interested in cooking.

Cook and Eat project did not continue in its original form in year 2 as two of the lead residents Swani and Rubina focused on developing their passion for food in the Business Incubator programme, Everyone's Kitchen.

FOOD DAY

Celebration of cooks, bakers, makers and growers in the borough

Collaborative Framework | 01/18 Start date | Paused | Replicated

About
Food Day is an event that invites growers and cooks from across the borough to share their creations with others, learn from each other and specialists to shape the various Food Business Incubator Programme.

Project Story
The main attraction on the day is a Show & Tell which allows residents to showcase their produce and/or products. During this activity residents naturally explain their interests and business ideas and then connect with the team to discuss the potential of starting a food cooperative.

Ten people participated in the Product Development Brainstorming Workshop. The group discussed the support needed and how they might be able to work together with plans to be invited to join Pantry - Every One Every Day's first business programme which will be launched during the Summer Programme.

Residents were able to experience specialist sessions held by Ooze, a drinks company set up by local students, Tim Greenhill from Lords of Poké and Ollie Hunter from Kerb.

Catchment Area	Number of Sessions	Number of Hosts	Number of attendances	Hours of Events	Hours spent with neighbours	Average number of hours (rounded)
Various	15	8	65	14	328	6.5

Project Variation 1
The second Food Day held in the Martin's Corner shop opened the doors for residents to hear from the participants of the collaborative business programme Pantry which launched in the previous Summer programme. Participants shared their experience along with sharing some of the food products produced in the programme.

Kerb also returned with a crew of talented food stall traders to give a presentation on setting up a food stall.

Project Variation 2
The theme for this year's Food Day, held in the Summer programme, titled 'Grow, Cook, Share' was based around lifecycle of food.There were resident led sessions from seasonal smoothie making to 'tiny veg patch' a session based on learning how to grow vegetables in small spaces. Other sessions included The World of Wormeries, a harvest exchange hosted Better Food Shed, The Beauty of Bokashi, and pickling session, making chutney using fresh fruit. The chickens from the Church Elm Lane neighbourhood shop were also on site to greet all attendees on the day.

GROWING, COMPOSTING, BEES AND CHICKENS

Open Corners
- People's Corner
- Arnold Road
- Love Where We Live

Open Street
Allotment Project
Westbury Community Space
Tomato Town
Leaf Bank
Plant and Seed Exchange
Plant Library
Waste Works
Open Orchard
Chicken School
Coop
Bee School
Hive
Gardening Will Save The World

OPEN CORNERS

Neighbours transforming local green spaces

Collaborative Framework | 11/17 Start date | Active | Replicated

About

Open Corners invites residents who would love to see some of the green spaces in the borough brought to life with new ideas, to come together and transform them into useful spaces for growing, learning and playing.

Project Story

Barking and Dagenham has more green spaces than any other borough in London. Along with beautiful parks, the borough has thousands of smaller pockets of green spaces. Some ideas were shared to convert some spaces into vegetable patches, play corners, community gardens or even dog parks.

During the co-production process, residents come together and can participate in different ways. For example:

- Designing how the space will look and feel, adding ideas
- Planning and preparing for the build
- Growing plants from seeds at home and planting them in the shared garden
- Lending a hand with digging , building, sawing or painting.
- Looking after the team by making tea coffee and sandwiches.

Catchment Area	Number of Sessions	Number of Hosts	Number of attendances	Hours of Events	Hours spent with neighbours	Average number of hours (rounded)
Various	36	5	507	97.5	1727	49.3

OPEN CORNERS - PEOPLE'S CORNER

A community space on Church Elm Lane

Stimulation | 12/17 Start date | Active | Ongoing

About

People's Corner was one of the first Open Corners to launch, inviting residents to co-design and build on an under-used green space on Church Elm Lane.

Catchment Area	Number of Sessions	Number of Hosts	Number of attendances	Hours of Events	Hours spent with neighbours	Average number of hours (rounded)
Church Elm Lane	18	6	123	60.5	581	3

Project Story

Inspired to transform the space at the end of his road into a vibrant and useful space for the community, AJ, a local resident had several co-design sessions with the team. This led to a number of sessions taking place during the summer programme of 2018.

In the project's second year, People's Corner continued to have appeal for residents as a place for learning, experimenting and chatting. Ahead of the Autumn programme, a new resident called Kieran with lots of gardening experience, offered to host several sessions, from planting bulbs, planting wildflowers and building bug hotels. These biodiverse sessions were particularly popular with aspiring young gardeners. A change in Kieran's personal circumstances meant some sessions were hosted by the team, however this absence led to a new diverse group of residents taking care of the garden. In between programmes, People's Corner continued to play a role in shop life- as an additional place for people to contribute to, check on and explore.

In Spring, residents built new raised beds to be filled with hardy herbs, enriched the soil with compost from the Waste Works project and sectioned off areas to grow their own vegetables. These communal beds were a perfect place for people to share tips and knowledge about both gardening and life!

During the Summer programme, residents continued to cultivate the space. They planted tomato seedlings and hydrangeas from their personal gardens and happily used the mint for tea and to cook their potatoes. The staff and children from the nursery next door were particularly enthused by the space that had opened up on their doorstep- peering at plants and playing around bright sunflowers. The green space is still growing with more sessions planned this Autumn.

"This is my most favourite thing to do- be close to the earth"
Siddika

OPEN CORNER - ARNOLD ROAD

A community space on Arnold

Hosting Framework | 02/19 Start date | Active | Ongoing

About
Arnold Road, Open Corner started when resident Siddika approached the project in late autumn 2018 and spoke about being able to grow her own fruit and vegetables with her neighbours.

Project Story
Resident Siddika came to the Church Elm Lane shop with all these insightful skills on saving waste and growing that she was already doing in her everyday life. She started off growing on People's corner and sharing the produce with the shop and residents, she would work on the corner on fridays' and invite residents to join her. When spring 2019 came around Siddika wanted to start growing a little closer to home and that is where Arnold Road Open Corner started. The team got permission from the council and helped with signage however the first usage of the Arnold Road Open Corner was solely organised by Siddika and the residents that lived close to it. In the Spring programme Siddika hosted a 'Design your green corner' session and also a 'let's green together' session which was well attended.

Project Variation 1
Siddika carried on attending the Arnold Road Open Corner throughout the spring programme and invited more people to join her. She often talks to passers by and invites them to join her.

Project Variation 2
In the Summer programme Siddika hosted 'Gardening on the green' sessions that attracted some new people and has since got a composter and a rain water catcher, which is connected to a neighbours gutter. The team also met a resident called Sonja that has been watering the green regularly. Siddika also holds regular picnics on the Arnold Road Open Corner and invites the residents that attend the sessions in the shop that she meets. The corner, although small, has created a lovely little culture of regular sharing and meeting with neighbours.

LOVE WHERE WE LIVE

A community garden on Green Lane Corner in Valence

Hosting Framework | 04/18 Start date | Active | Ongoing

About
Open Corners Love - Where We Live invites residents to design and transform the new Green Space on Green Lane Corner in Valence.

Project Story
Love Where We Live is an Open Corner project that began from a smaller project called Sunflower Street. Since the success of creating the community garden there has been an Open Table potluck supper. Furthermore, on behalf of this community group we put forward an application to Wayward Plants a charity organisation that rehouses plants from the Chelsea Flower shower - we received 50 plants that were incrementally added to the corner. Residents are now maintaining the garden independently from us for the most part but Every One Every Day are still providing support.

Project Variation 1
Mireille, a local resident who attended a sunflower street in the Spring Programme got so enthusiastic, that she wanted to host a sunflower street herself. From the Spring Programme she gained the skills and confidence to host sunflower streets independently and she found two venues on her own: community groups and a community church. She engaged the community in a lovely way, by posting sunflowers everywhere, from the local cafe to the window of a local funeral service.

She identified a green space opposite the corner of the Coffee House, that she goes to regularly and suggested to have a green space there. Local shop owners around that area shared a large list of what they might want on that green space. As part of the Summer Programme, Mireille is leading on three sessions to co-design, grow and celebrate that space.

Project Variation 1
This year there has not been any planned session but a group of local residents have organised times to paint new tyre planters, build a storage box full of tools and equipment to enable people to maintain the garden without visiting the shop for tools. Outside of programme but there has been weekly impromptu sessions and participation from local residents to water the garden and maintain the lawn. We then arranged with the local council to cut the overgrown lawn to get the garden to a manageable state, thereafter local resident Heni has been key in passing by on a weekly basis to water the plants and maintain the garden.

OPEN STREET

A street where residents take part in many projects

Collaborative Framework | 07/18 Start date | Active | Replicated

About
Open Street is about creating places where people can create different sessions, share food and skills and create relationships with their neighbours.

Project Story
Open Street is a project that encourages residents to connect with their neighbours by creating projects in the areas they live in or close to.

Open Street is a project that encourages residents to connect with their neighbours by creating projects in the areas they live in or close to.

With the help of Every One Every Day team to get permissions and plan and promote the sessions, residents can start to discover what range of skills and interests people living around them have that are capable of meeting collective needs.

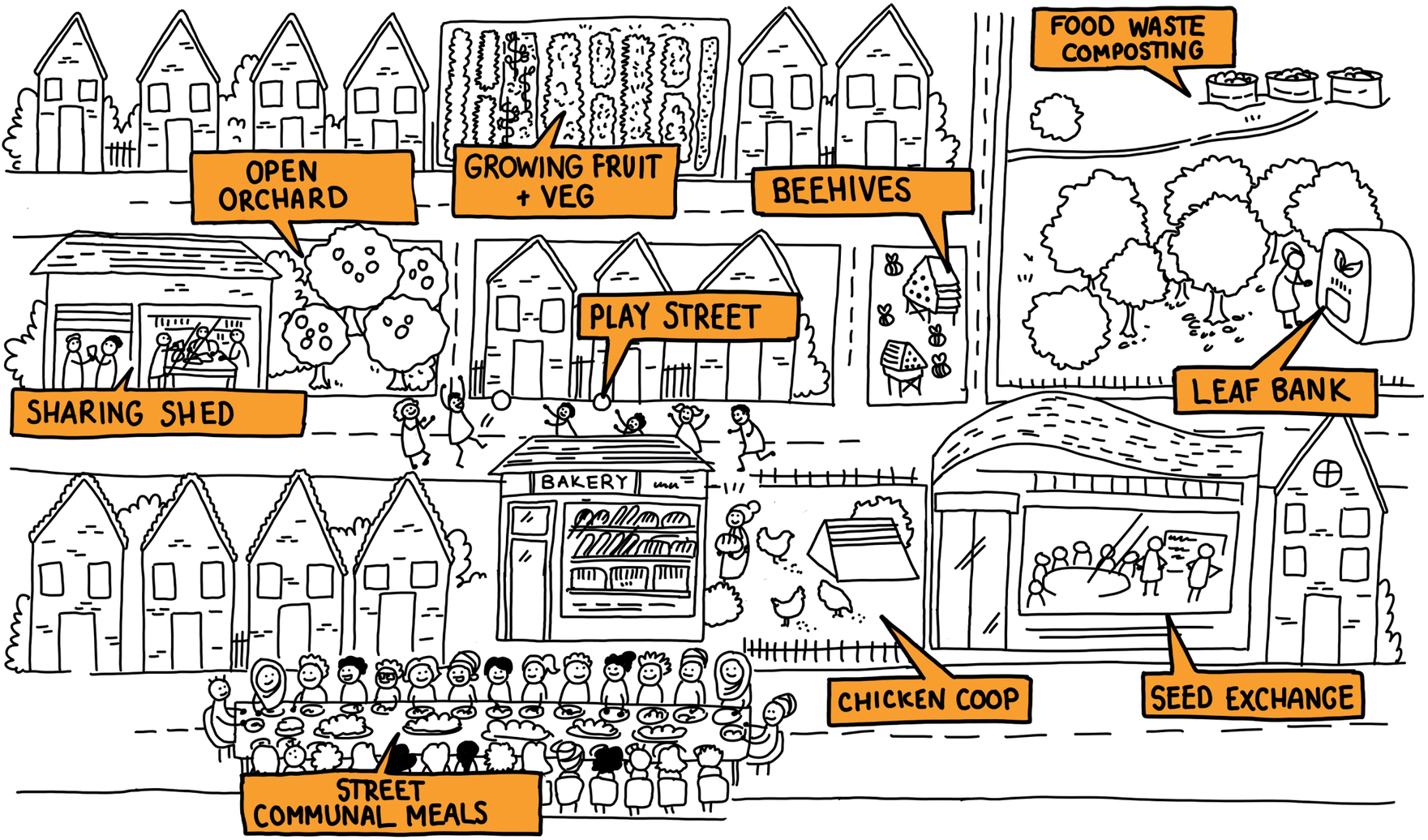
Resident Siddika in Dagenham has started an Open Street by taking over an Open Corner on Arnold road to grow fruits and vegetables and got her neighbours involved in the process, has taken up an Open Orchard to grow and cultivate fruit trees and has also has taken on the coop project where she will have a coop in her garden and will be sharing the chicken eggs with their neighbours.
The project has been really successful for her and is now producing projects outside of the programme where she has picnics with her neighbours. Siddika has enjoyed this so much that she has also approached other residents close to the shop to do more with People's corner.

- Play Street
- Leaf Banks
- Tool sharing
- Starting a Coop: Keep hens in your garden
- Finding a neighbour with green space to grown fruit or veg.

Progress on Siddika's Open Street
Siddika planned sessions in the spring and summer programmes where people could come along and help design the open corner and also help with the upkeep of the trees on the Open Orchard.

The Arnold Road Open Corner is so successful that Siddika has been planning friday evening picnics (without the help of Neighbourhood team) and other residents have brought food along to it also. She has also been talking to residents around People's Corner that she has met in the shop to plan to do the same sessions on there.

Project Variation 2 :
In the Autumn programme, Siddika is planning more sessions around Open Street which will also involve getting an accessible box on the Arnold Road corner with tools and outside play equipment for residents to use.



THE ALLOTMENT PROJECT

Shared allotment plots where residents learn and grow together

Hosting Framework | 06/19 Start date | Active | Ongoing

About

The Allotment Project is a community plot in an existing Allotment that is maintained by a group of residents. The project allows them to share responsibility and work around their personal obligations whilst still having a thriving garden where produce is distributed fairly.

Project Story

Husna is a local resident who has previously participated in greening projects, sharing her passion for gardening and her own plot at the local community allotment, Plantastic. Kathy is a local resident who has been involved in a number of projects and manages Plantastic. Previous to this, Every One Every Day had already taken a plot at Plantastic to plant a young orchard with a variety of dwarf fruit trees. Husna expressed an interest in turning her plot into a garden retreat, she didn't have the time to do it alone and would need some extra help. As we had held sessions there before and knew residents Saddika (a resident from the Dagenham Shop) was happy to join and begin the Allotment Project. The idea was to create an allotment plot where a number of people could get involved to share the work and the produce, creating a lovely garden.

Catchment Area	Number of Sessions	Number of Hosts	Number of attendances	Hours of Events	Hours spent with neighbours	Average number of hours (rounded)
Martins Corner	3	2	13	6	26	2

Project Variation 1

The first variation took place at Platastic Community Allotment, this developed as a hub once a variety of projects were incorporated into this project. In a short space of time it developed into a project framework that allows local residents to get involved in the following; Orchards, Composting, Planting and Beekeeping! Residents from Bee School are using another to rear Queen Bee's to supply for future beekeepers and they also built a Leaf Bank.

Project Variation 2

Breda is a local resident who first attended an Open Project Night, she runs a local cooperative Becontree Organics and has degrees in Botany and Soil Science. She visited thel Martin's Corner shop and expressed a declining number in visitors to the allotment, we spoke about the Allotment Project and she would like to begin her own variation sharing her knowledge on organic growing.

WESTBURY COMMUNITY SPACE

Reclaimed overgrown green space by residents of St Awdry's Road

Hosting Framework | 02/19 Start date | Active | Replicated

About
The Westbury Community Space was created by residents of St Awdrys Road; Tim, Billy, Carole, Vanessa and Maddie. They reclaimed an overgrown green space that some people were using for drug taking.

Project Story
The residents of St Awdry's Road had been thinking for a while about how to tackle some of the problems on their street and shared a four page plan to rejuvenate the underpass on Ripple Road with the team who suggested Play Street and Open Corner projects as steps towards transforming the area.

Tim had been part of a similar neighbourhood project in Manchester, so was equipped to undertake a large project. The Westbury Community Space redesign was only possible after several Play Streets were planned, led by residents, to surface people on the street who could get involved in rebuilding and transforming the community green.

Project Variation 1
There were several greening sessions planned on the space to coincide with the Play Streets. Both activities attracted a variety of people and allowed parents and guardians to take part whilst their children were enjoying the activities. The planting and redecorating sessions also allowed passing residents to join in even if they did not come with their families or have children. The sessions acted as demonstrations of how to take over a local green corner with the support of the council, so others who wanted to transform greens near their home came along to take note of what is required and provided by Every One Every Day.

Project Variation 2
The evidence of the green being used for anti-social activities was clear throughout the space. It was necessary to team up with the Parks Team in the council to ask for assistance in clearing and making the area safe. They dug up the ground and the overgrown ivy and covered the entire patch in woodchip. This meant the residents could not dig into the ground to plant, and needed to build planters to grow flowers and vegetables.

The team and residents got in touch with local Drugs Misuse Team to get advice on how to work with and support the people who would feel like they could not return to the corner. Everyone felt it was very important that they were not just moved on and also benefited from the transformation.

Catchment Area	Number of Sessions	Number of Hosts	Number of attendances	Hours of Events	Hours spent with neighbours	Average number of hours (rounded)
Ripple Road	3	2	101	10	381	33.6

TOMATO TOWN

Inspiring residents to nurture a tomato plant over the summer

Stimulation | 03/19 Start date | Active | Tested

About
Tomato Town is a stimulation project designed to inspire residents to grow their own by understanding and practicing how to sow seeds and the number of ways to preserve and propagate tomato seeds and plants.

Project Story
After working with Valence House Museum for a local exhibition the Martin's Corner shop team discussed how to encourage local residents to take part in the Tomato Festival planned for 2020. A co-design session was held to surface ideas and it was agreed a good idea to distribute tomato seed kits and plan a session held by the Heritage Ranger at Valence Museum.

Project Variation 1
During the Spring programme the Martin's Corner team and Valence House staff collaborated on hosting Tomato Town to encourage local residents to grow their own tomatoes to begin preparation for the upcoming Tomato Festival at Valence. 200 Seed Kits were distributed from various locations and a session was held at Valence House which was very well intended. 36 people went home tomato seeds they preserved, learnt how to save seeds from any tomato, sow seeds and take home a starter pot.

PLANT AND SEED EXCHANGE

A time to swap spare seeds or plants

Hosting Framework | 03/18 Start date | Active | Replicated

About

Seed exchange offers a chance for local residents to get their hands on a variety of seeds left my their neighbours in exchange for ones they have at home.

Project Story

This project began in collaboration with the Barking and Dagenham Youth Offenders Team, having cultivated an allotment space on Fambridge Road, they were seeking new ideas from local residents and groups.

The idea of sharing seeds spread throughout the shops. In Autumn, the idea was simulated alongside Tea and Toast sessions in the Dagenham shop, where residents enjoyed the chance to learn about different seeds, whilst catching up on usual topics. The Seed Exchange project had particular appeal for Fran, who had recently discovered a new confidence in growing at home, she used the familiar format of Tea and Toast to host a session for the first time.

Seed Exchange is now a popular addition to stimulation greening events, using the laser cutter at The Warehouse there is now a Seed Exchange sharing board which has been used at Nature Camp and the Warehouse Festival launch.

Project Variation 1

In Barking, Fran developed her idea to expand the Seed Exchange concept into Plant Exchange. This idea had strong appeal for another resident, Gisele,who planned with Fran to co-host the plant exchange. Their conflicting schedules led to the development of two similar sessions at different times, these sessions led to rewarding conversations about greening.

LEAF BANK

Building local leaf banks to create mulch

Hosting Framework | 07/18 Start date | Paused | Replicated

About

Leaf bank is a community compost heap for organic matter. It is a simple structure using large wooden stakes and chicken wire that is set up in a public space and accessible for all.

Project Story

The first Leaf Bank was established by Kathy, Kireille, Simon and Keran as they were all involved in greening projects (see Open Corners). It has since been used for The Allotment Project and is part of an essential building block to facilitate participation for outdoor gardening based projects.

Project Variation 1

Local residents Kathy, Mireille, Simon and Keiran were all involved in greening projects in the Spring and Summer programmes. They were keen to invite others to come and build local leaf banks. Keiran hosted a leaf bank building session on People's Corner, Simon at the the Fambridge Road Allotment and Kathy at Plantastic Community Garden.

Project Variation 2

Originally designed as a place for local residents to dispose of garden leaves, the Leaf Bank has since developed to include waste used from our Waste Work's sessions (see Waste Works). During a session at the Allotment Project to build planters residents also built an impromptu leaf bank as it was very complementary to the site and realised it was a quick task for 2-3 people.

PLANT LIBRARY

A seedling and cutting library in the Barking shop

Hosting Framework

06/19 Start date

Active

Ongoing

About

The Plant Library aims to make house plants accessible to everyone by taking cuttings and planting seeds, residents build a library of house plants available for others to take and grow at home. When someone wants to take a rooted cutting, they contribute by replacing it with a fresh cutting or planting a seed, meaning there's always more plants ready in the library for others to take and enjoy.

Project Story

A group of residents who met at a Plant Sharing session realised that with a small amount of work, house plants can create an almost endless supply of clones for others to enjoy.

They developed a 'library' of plants that were really easy to take cuttings from and set up a simple system for allowing people to take baby plants whilst replacing them for the next person. They hosted a session to take mass cuttings from plants available in the Barking shop and stocked up the library, they also shared tips and bought their own plants along - helping each other to take cuttings from a range of plants and sharing with others.

WASTE WORKS

Neighbourhood waste project

Hosting Framework

12/17 Start date

Active

Replicated

About

Waste Works is a project to explore ways for residents to work together on very local composting and other waste projects.

Project Story

Anish has been in Barking for two years, he is passionate about contributing to effective waste management, composing, terrace gardening and finding alternatives to plastic in the borough. Since the project's inception in the Spring of last year there has been session held across the three of the neighbourhood shops. Anish also hosted a follow up session at Grow, Cook, Share event in the warehouse, which stimulated further interest in the Bokashi bin experiment.

24 people have expressed interest in taking part in the Waste Works programme and 14 bokashi bins have been distributed to residents. A data sheet was created for participants to record their learning journey with the composters, the volume of food waste diverted from landfill and their evaluation of the process.

Residents have experienced satisfaction using Bokashi bins at home, highlighting the Bokashi tea as a particularly effective plant feed and toilet cleaner! Residents have also fed back that the Bokashi composting process can be confusing and has too many steps, in the Warehouse the method is being trailed to see if it is more effective in a larger location.

OPEN ORCHARD

Planting trees across the borough for community

Hosting Framework

10/18 Start date

Active

Replicated

About
Open Orchard is a project to get residents planting five or more fruit trees in the borough, it's an opportunity to learn about planting and growing fruit which leads to communal, free and accessible fruit.

Project Story
This is a stimulation project, meaning it requires the platform to rise up and order trees and apply to the council for permission to plant the fruit trees across the borough. In Open Corners that have been taken over and transformed by residents, they were consulted on the types of fruit trees they wanted to plant. They were then able to learn how to plant trees in planned sessions across the borough.

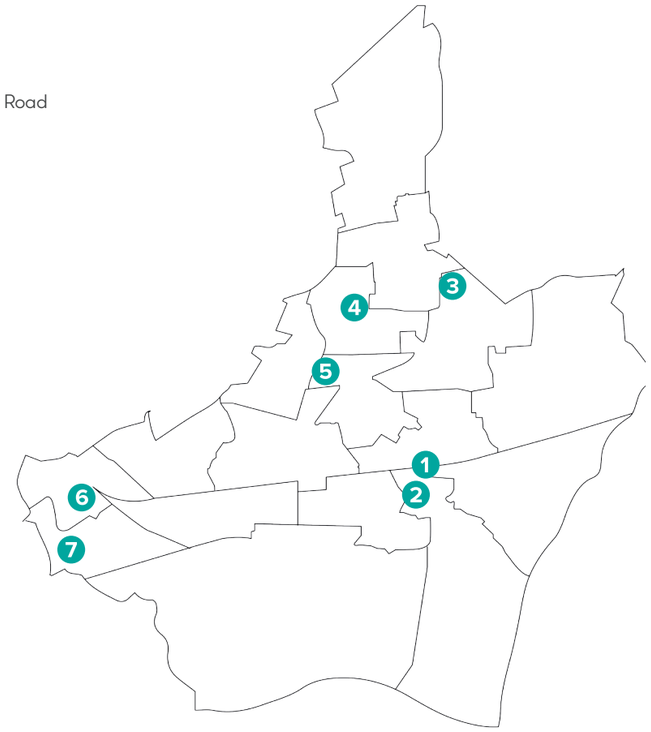
Project Variation 1
An Open Orchard was planted opposite Gascoigne Primary School school, who had previously collaborated on The Secret Garden project. The parents group who regularly meet the family liaison officers for a coffee morning were invited to the tree planting. Passing residents of the Gascoigne Estate were also included.

Project Variation 2
Another set of fruit trees was planted opposite the shop on Church Elm Lane, where locals came along and got fully immersed in digging the holes, planting the trees and keeping up the after care of the trees. When people asked about why we were planting trees, we realised the importance of signage to explain the project.

Project Variation 3
Another set of fruit trees were planted at Plantastic, a community allotment run by local resident Kathy. We supported with local vocational services lead Simon to plant a further 10 tree's at another allotment, Fambridge Road. The remaining five trees were given to Jeremy, the lead of a young offenders group in the area.

Locations:

1. 116 Church Elm lane
2. Junction of Downing Road with Coombes Road
3. Allotment Fambridge Rd
4. The White House
5. Plantastic
6. Westbury Community Space,
7. 58 The Shaftesburys



CHICKEN SCHOOL

Residents learning to care for the Church Elm Lane chickens

Collaborative Framework | 06/18 Start date | Active | Ongoing

About
Chicken School offers residents the opportunity to learn how to look after chickens in preparation for having their own as part of Open Street and/or to join the care rota for the chickens in the Church Elm Lane shop back garden.

Project Story
This project promotes circular economy on a neighbourhood level, with the local chip shop offering their extra vegetables in exchange for eggs and the local allotments picking up chicken waste to use as compost. The chickens are very popular and always a topic of conversation amongst residents. For many it is a return to their childhood, many grew up chickens and this was a connecting factor between those who have moved to the borough from overseas where it is still common. This led to many conversations around cross cultural chicken care.

A year on from the first Chicken School residents have attempted to come together to build coops for each other, meeting up in their own time to make the to support each other in keeping the new chickens.

There were no planned sessions in the Summer Programme but a Chicken Tuesday was introduced to allow the chickens free range of the garden and give residents a dedicated day to find out the ins and outs of chicken care.

A rota was established to clean the shop coop and look after the hens.

Catchment Area	Number of Sessions	Number of Hosts	Number of attendances	Hours of Events	Hours spent with neighbours	Average number of hours (rounded)
Church Elm Lane	7	2	63	13.5	103	1.9

Project Variation 1:
Chicken School Martins Corner

Martins Corner used Chicken School as a stimulation project by transporting the chickens from the Church Elm Lane shop to Martins Corner to find other residents that would be interested in looking after hens in their Autumn 2018 Programme

Project Variation 2:
Chicken School at We Make Our City Festival

The chickens also made a plucky appearance at the We Make our City Festival where residents could meet the chickens and sign up for the rota in Church Elm Lane.

COOP

Keep chickens in your street

Hosting Framework | 06/19 Start date | Paused | Tested

About
The Coop project was established as part of Chicken School to allow the peer to peer learning from the coop building sessions to spread from neighbour to neighbour.

Project Story
It offered residents the option to build together or purchase a coop to look after in their home or community space. This replicates the process in the neighbourhood shop, swapping fresh vegetables for eggs or offering to check on the chickens when needed.

BEE SCHOOL

Public bees for Barking and Dagenham

Hosting Framework | 12/17 Start date | Active | Ongoing

About
Bee School offers a taster session in beekeeping for residents to learn how to care for bees, their environment and how to manage an apiary.

Project Story
Maria, a local resident, has spent some years working outdoors on a children's garden project and growing her own vegetables and has developed her interest in discovering the important role of the bees in a sustainable environment. She became fascinated and quite interested to not only explore their lives, but also understand the importance of what is happening within the colony; she dreamt about becoming a beekeeper for many years - and so the Bee Project began.

This Spring, a taster session was held at the apiary on Dagenham Farm with 48 residents of all ages in attendance. The day began with a theoretical explanation of beekeeping and examination of tools and then each resident had the opportunity to put on a bee suit, inspect a hive, learn to identify the different types of honeybee and taste some local honey!

The day was a great success with many showing an interest in taking part of the next phase of the Bee Project - Freebees.

Catchment Area	Number of Sessions	Number of Hosts	Number of attendances	Hours of Events	Hours spent with neighbours	Average number of hours (rounded)
Church Elm Lane	3	2	62	18	16	5.3

HIVE

Public bees for Barking and Dagenham

Hosting Framework | 06/18 Start date | Active | Tested

About
This Spring 13 residents completed the Bee School programme setting up hives across the borough, checking hives weekly and harvesting honey at the end of the summer period.

Project Story
During the Spring programme the 13 colonies were kept together at the apiary on Dagenham Farm where the group met each Sunday to check their hives. This time allowed the beekeepers to continue their learning in a shared environment, build relationships and support each other in managing their hives. Their aim as well as raising healthy honeybees and harvesting honey is to become proficient beekeepers and eventually share their knowledge. Beekeeper Mide has already begun sharing her experience with younger children during Imagination Space session and Maria has started a project rearing colonies at Plantastic Allotment to supply to other local beekeepers.

There are 12,000 bees per 6 frame hive, times by 13 which means there are now 156,000 new bees pollinating plants across the borough!

GARDENING WILL SAVE THE WORLD

Bringing the IKEA & Tom Dixon garden to The Warehouse

Collaborative Framework | 03/19 Start date | Active | Ongoing

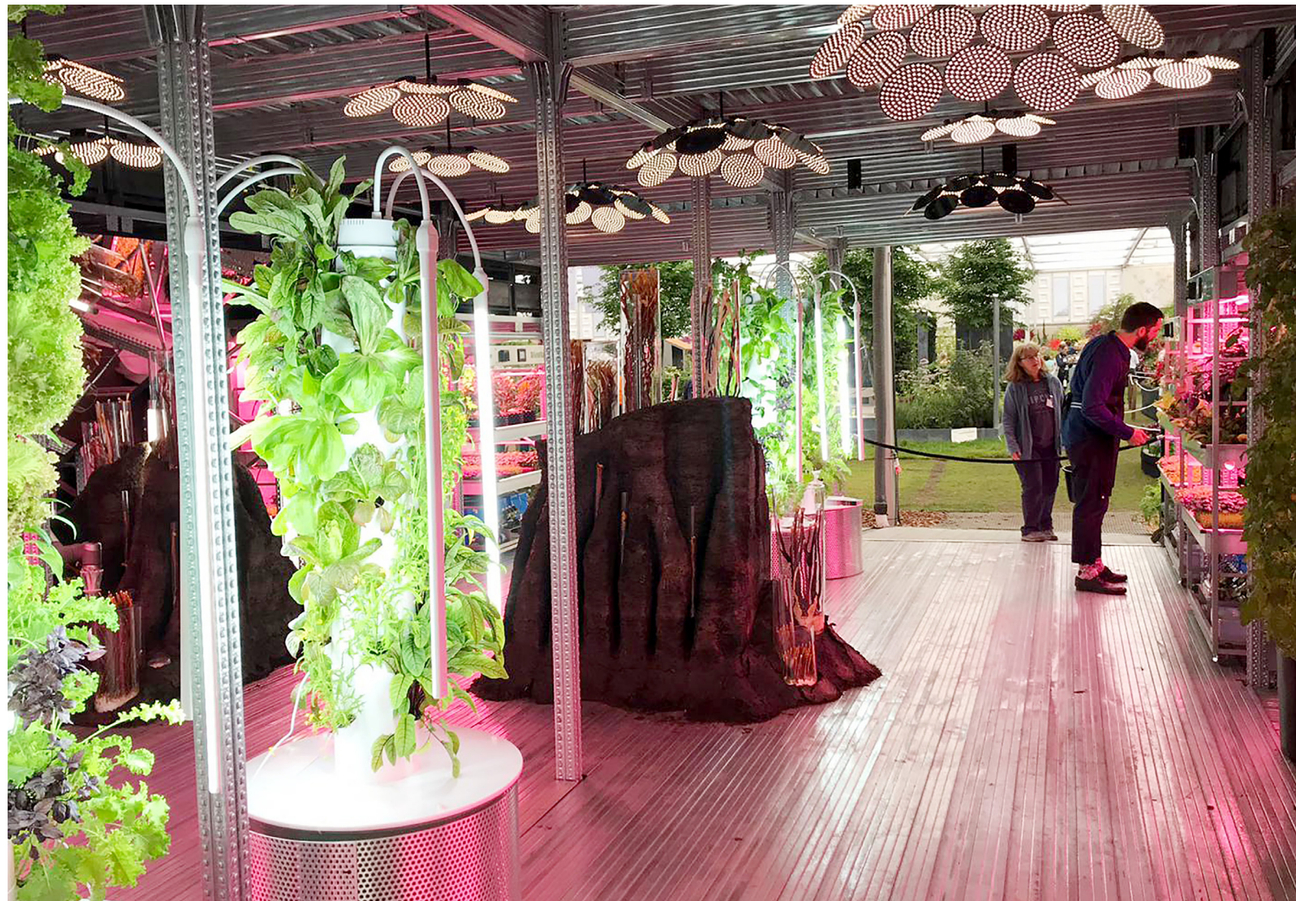
About

IKEA teamed up with British designer Tom Dixon to launch an urban growing installation showcased at RHS Chelsea Flower Show that residents of Barking and Dagenham could host in May 2019. This structure would then be relocated to The Warehouse after the show.

Project Story

Local residents were given training and the opportunity to host the installation at the show throughout 5 days! The IKEA team together with Tom Dixon's team held a training day at the Warehouse where residents learned about the garden's features including the natural edible plants, medicinal trees and sustainable cork material with which the structure was built. 40 residents attended the training sessions and in groups of 4 travelled together from Barking to Royal Hospital Chelsea to host the exhibition together for 6 hours. They welcomed guests, introduced the installation and helped visitors navigate around the structure. Over summer 2019 residents helped rebuild and replant the structure to give it an afterlife at the Warehouse in Barking.

Catchment Area	Number of Sessions	Number of Hosts	Number of attendances	Hours of Events	Hours spent with neighbours	Average number of hours (rounded)
Thames Road	8	1	12	52	84.5	6.5



MAKING, LEARNING AND WORKING

Trade School
Kids Trade School
Teen Trade School
Trade School White House
Makit
Maker Day
Handmade Workshop
Pins & Needles
Upstuff
Share & Mend
Make What You Wear
Mini Learners
Mini Makers
Book Boxes
Open Project Night
Open Saturday
Valence Exhibition
Project Toolkit
Listening Barber
Culture Exchange
Work in Progress
Saturday Hacks
Barcode
Digital Basics
Circuits 101
Starter Kitchen
Homebasics

TRADE SCHOOL

Sharing skills for barter

Hosting Framework | 11/17 Start date | Active | Replicated

About
Trade School is an alternative learning space that runs on barter. Anyone can teach anything they are interested in or skilled at - experiences, practical skills and big ideas are valued equally.

No money changes hands, instead teachers say what they'd like in exchange for sharing, and people sign up by agreeing to bring a barter item from the list.

Project Story
Trade School started in New York by the creative barter network Our Goods. They started in a converted storefront.

Trade School continues to be a great way to surface and share skills in the borough. It is a very simple peer-to-peer model and has created opportunities for people confident enough to host a session, and acted as a next step for participants who might need some encouragement.

It provides an opportunity for people with a business or project concept to test early ideas with their neighbours. Residents can be very nervous, they might have skills to share but not necessarily the experience of sharing or teaching others. It's a good chance for the team to support and advise during the session, they pay attention and pick up the language and behavior used to communicate what they need: knowing when to lead and when to let go.

Catchment Area	Number of Sessions	Number of Hosts	Number of attendances	Hours of Events	Hours spent with neighbours	Average number of hours (rounded)
Various	121	42	938	176	1394	1.4

Project Variation 1
The popularity of Trade Schools has seen it's growth; first to Kids Trade School where children teach residents of all ages about their interests and their skills. These Trade schools are usually only 15 - 30 min sessions to give children the opportunity to get to know people and also gain confidence in talking about what they are good at.

Similarly to Kids Trade schools came Teen Trade schools, where teenagers hosted sessions to people of all ages and shared a skill. These sessions are 1hour - 1hour 30mins.

A few Trade school sessions lead to projects in the shops and even some opportunities to host outside of the shops and Every One Every Day.

One of these examples is resident Oyin, she hosted a chocolate making session in the autumn programme 2018, this was while she was involved in making chocolate for Pantry, one of the collaborative business programmes. She is now still part of that and inventing new chocolates to sell, but also hosts other sessions in community hubs around the borough.

Project Variation 2
Local resident Fran, hosted a plant and seed exchange Trade School in the 2019 Spring programme, showing residents how to take cuttings and swapping seeds, which has now led to projects that have been replicated in all shops - Seed Exchange and also Plant Library.

KIDS TRADE SCHOOL

Kids sharing skills with kids for barter

Hosting Framework | 08/19 Start date | Paused | Tested

About
Kids Trade School is an alternative learning space that runs on barter, where children can teach anything they are interested in or skilled at - experiences, practical skills and big ideas are valued equally.

No money changes hands, instead hosts say what they'd like in exchange for giving their class, and people sign up by agreeing to bring a barter item from the list.

Project Story
Created by parents noticed their children were participating in sessions and wanted to host too. The children are really confident and have good social skills however this gave them a new challenge in planning and hosting an activity.

Kids Trade Schools are usually 15 - 30 mins so to give children the minimum attention span requirement to host confidently, although most Kids Trade Schools go on for longer as they hold the attention of residents really well.

Project Variation 1
Resident Zenab who attends the Church Elm Lane shop frequently with her son Faiz had often given him things to do in the shop while she would get involved in sessions, this usually involves cars or trains. When the arose for him to host a Kids Trade School in the Spring programme he was excited to talk about the things he enjoys most about trains.

In his session he had created a presentation to show people with a few youtube videos and gave fun facts about trains.

From this session another child that attended called Zain said he wanted to host a session, which he did in the Summer programme which was about Worms, Butterflies and Bees, he showed residents how to build a wormery and also spoke about what worms do to benefit the plants.

TEEN TRADE SCHOOL

Teen sharing skills with teen for barter

Hosting Framework | 06/19 Start date | Paused | Tested

About
Teen Trade School is an alternative learning space that runs on barter, residents are encouraged to bring with them an item that contributes to the session. Anyone can teach anything, something they have skills in or are keen to explore - experience, practical skills and big ideas are valued equally.

The original Trade School began in New York by the creative barter network Our Goods.

Project Story
Created by parents noticed their children were participating in sessions and wanted to host too. The children are really confident and have good social skills however this gave them a new challenge in planning and hosting an activity.

Kids Trade Schools are usually 15 - 30 mins so to give children the minimum attention span requirement to host confidently, although most Kids Trade Schools go on for longer as they hold the attention of residents really well.

Project Variation 1
In the Spring programme the shop team at Martin's Corner met local resident and young person's mentor, Jasmine who runs a weekly after school club with a group of under 14-16 year olds. They usually meet in the library and were looking for another location. The girls were already making beauty products and sharing skills amongst themselves and were excited by the idea of hosting sessions in the programme for their neighbours.

They planned the following "hashtag" weekly sessions to encourage social media participation.

#CoconutCare #ForYourHair
#NaturalSkincare
#JollofRice&Sides
#WigLife (How to make a wig)
#Cupcakes&Smoothies

TRADE SCHOOL (WHITE HOUSE)

Warm welcome for new neighbours

Hosting Framework | 03/19 Start date | Active | Replicated

About
Trade School is an alternative learning space that runs on barter, residents are encouraged to bring with them an item that contributes to the session. Anyone can teach anything, something they have skills in or are keen to explore - experience, practical skills and big ideas are valued equally.

The original Trade School began in New York by the creative barter network Our Goods.

Project Story
The White House is a local organisation and a part of Create London that commissions art projects around East London. It is a new public space for art and social activity on the Becontree Estate in Dagenham. The Martin's Corner shop is situated only 10 minutes away and the team meet with them regularly to identify opportunities to work together. Trade Schools were a natural fit due to the White House's existing involvement in community art sessions.

Art based Trade Schools were then scheduled in at the White House to develop a hub and connect our networks to enable a larger platform for residents to host and take part in activities.

Catchment Area	Number of Sessions	Number of Hosts	Number of attendances	Hours of Events	Hours spent with neighbours	Average number of hours (rounded)
Martins Corner	2	2	12	4	22	2

Project Variation 1
The first variation happened in Spring 2019, three residents hosted an arts and crafts based Trade School.

These included;

Intro to Illustration with local artist Jake
Canvas Making with Chris
Instagram Introduction with Annalie

Project Variation 2
The second variation of the White House Trade Schools, two residents hosted the following sessions take place;

Intro to Illustration with local artist Jake
Leathercraft your own card holder with local maker, Frank Horn

In addition we had a collaborative event, a Play Street to compliment their Summer Garden Party, celebrating their new garden design. Residents were introduced to a new local space and met new residents - it was a huge success!

MAKEIT

Practical project to make parenthood a little easier

Hosting Framework

07/18 Start date

Paused

Tested

About

MAKIT is all about making parenthood a little easier, by sharing recipes, exchanging and fixing prams and giving other necessary items a new lease of life.

Project Story

Sarina, who has lived in Barking her entire life, is a multi-disciplined artist, mother, vocalist and designer who founded Wildsuga in 2008.

She was keen to share her skills of making, using thrifty and creative techniques. The sessions are open to anyone who wants to learn how to repair, sew and print to personalise handmade objects or anyone who wants to share ideas themselves. Sarina designed two sessions, one on decorative bibs and then other on who to make baby boots.

MAKER DAY

A day packed with different making activities

Hosting Framework

07/18 Start date

Paused

Replicated

About

Maker Day was an Open Saturday in the Barking Shop of back-to-back making sessions in August 2018. It consisted of a multitude of different workshops, which covered lots of different mediums, thereby connecting local residents with local makers whilst getting a taster of the sorts of workshops and equipment that would be available in the Warehouse.

Project Variation 1

Number of sessions = 1
Hosts = 4
Maker Day attendees = 54
Hours event for = 6

Project Story

On the day, local crafter Frank hosted a workshop on making leather keyrings, Esther shared batiq and hand-dying skills for tote bags, Sarina showed her block printing methods for home-printed clothes and Seun brought his 3D printer from DigiLabz and printed rings for people to take home.

We used the Mayku form box for residents to make tiles from items they found in the shop, curated an exhibition-style area to share the architecture plans of the Warehouse and talk more about its much anticipated opening.

Show + Tell was also incorporated into the day, so that residents had the chance to share their skills and the things they had been working on too. Many people brought along their work and personal projects and were able to connect with others to develop those ideas.

HANDMADE WORKSHOP

A regular workshop for makers, repairers and sewers

Collaborative Framework | 05/18 Start date | Paused | Ongoing

About
Handmade Workshops are open sessions for residents to share sewing and mending skills and work on project ideas together.

Project Story
Handmade Workshop is where people can learn the basics of making and improve their creative skills whilst sharing with others. In the first year local fashion designer Kemi held two sessions, where local people had a chance to practise a variety of sewing techniques.

In the second year of the project, another local resident Coby, who is also part of Business Incubator Programme "Design, Make, Sell" shared her sewing and making skills during sessions in Ripple Road and Church Elm Lane shops.

Handmade Workshop is open to all, whether they want to learn something specific or come for general sewing tips. It creates an opportunity to learn hand stitching, use a sewing machine or a hot glue gun while exchanging different ways of sewing and making in a relaxed atmosphere. It's a space to get excited about fixing existing things and creating new ones and of course, meeting people who have the same passion.

PINS AND NEEDLES

A sewing and knitting meetup

Hosting Framework | 01/18 Start date | Paused | Replicated

About
Pins and Needles is a project where people come together to share their skills in knitting, crochet, or stitching with their neighbours.

Project Story
There are hundreds of people making and knitting in the community - this project is an opportunity to meet up and knit or make together. Lorraine was interested in sharing her passion for knitting, which she had been doing for over 30 years in the borough. She has also been volunteering in the borough for many years and was eager to bring people together from different backgrounds.

Project Variation 1
In the Spring and Summer programmes Pins & Needles has been refreshed with resident June who is a keen knitter and crocetter in Dagenham. In her sessions she has encouraged residents new to knitting with confidence and patience to knit a square and in the Spring programme she brought together residents from very different walks of life to make things like crochet bracelets.

Project Variation 2
In the Summer programme June plans to carry on the project and break down the sessions to smaller bitesize sessions which will encourage the most novice residents.

UPSTUFF

Recycle materials and transform waste in a fun environment

Hosting Framework | 10/18 Start date | Active | Replicated

About
Upstuff invites residents to get creative and repurpose household waste.

Project Story
Upstuff encourages people of any skill level to think more about their environmental impact by inviting them to take part in workshops to learn how to repurpose household waste items and create something new and striking for their homes.

Started by local resident Natalia, who has been actively involved in Story Box and Wonderful Place to Grow Up during previous programmes. She has a strong interest in upcycling and has been exploring homeschooling and alternative models of childcare and education with other parents.

Upstuff invites families who want to tune into their own creative potential by recycling materials and transforming waste and old items like plastic bottles, lids, string, boxes, buttons and leaves in a fun environment. The items made are useful and can be used as gifts also.

Project Variation 1
In the spring programme, Selasi, a local architect hosted a pallet transformation session and showed residents how to use wasted wooden pallets to create furniture for homes, in turn residents learn how to use tools to dismantle and put together the piece of furniture safely.

Also in the spring programme, resident Kelly hosted a session on upcycling old celebration cards to swap and create new ones to send to friends and relatives.

Project Variation 2
In the summer programme, Selasi continued with her pallet transformation sessions where they created a coffee table and some planters and Dianne another local resident has hosted a session called Coaster Creations where she showed other residents how to create new coasters by using paint and other useful methods.

Another resident, Mide, is now also running a session under this project creating art work from nature's waste leaves.

Catchment Area	Number of Sessions	Number of Hosts	Number of attendances	Hours of Events	Hours spent with neighbours	Average number of hours (rounded)
Various	8	4	93	13.5	168	1.7

SHARE AND MEND

Practical project to mend and exchange clothes

Collaborative Framework | 04/18 Start date | Paused | Replicated

About
Share & Mend brings people together to swap unwanted clothes and learn essential mending skills to extend the lives of their favourite items.

Project Story
Share & Mend was a project developed through co-design with local resident Coby. She has decades of experience making her own clothes and as many years experience browsing in second shops for pre-loved items, she was passionate about reducing textile waste and sharing her knowledge on how clothes can be made, cared for and repaired.

The first Share & Mend session took place in the Church Elm Lane shop in the Autumn programme as part of Sharing Cafe. Residents were invited to bring up to 10 items to swap with others, to learn basic repair skills through mini tutorials and to modify or repair items with the available sewing machines. At the end of a cheerful afternoon of browsing, chatting and coffee drinking; 71 items of clothing were re-homed, extending their lifecycle and saving residents money.

In the Summer programme, Coby went on to test this idea in different locations, including the launch of the Warehouse 'We Make our City' festival. Residents co-produced this event, distributing pieces to be swapped and logging items taken.

For the repair element of this project, hosts require an in-depth demonstration of sewing machine operation, therefore this project was paused while lead residents prioritised other programmes. A lighter version of Share & Mend was successfully trialled at Make What You Wear alongside a session on decluttering.

Project Variation 1
In Barking, Share & Mend sessions were hosted by Natalija & Michelle. Natalija has a strong interest in sewing and making, she was excited to show people different techniques to take up hems and make simple items. This generated conversations about developing a sewing collective to exchange sewing skills.

MAKE WHAT YOU WEAR DAY

An exploration of sustainable fashion, upcycling and biomaterials

Collaborative Framework | 05/19 Start date | Active | Ongoing

About

Make What You Wear Day project is all about discovering different ways of making and crafting clothing items as well as learning how to make conscious purchasing decisions that are less harmful to our environment.

It focuses on demonstrating alternative methods, techniques and inspirations from innovative companies and designers that are made from environmentally friendly materials and processes. It stimulates thinking and introduces sustainable ways of reusing, repairing, and making your clothes.

Project Story

They Make What You Wear project was a full day mini-festival taking place at the Warehouse. It consisted of an exhibition space for stimulation of how to rethink what we wear and how things are made as well as a range of workshops exploring sustainable ways.

This project is inspired by old methods and materials that have been used for centuries as well as new innovative technologies that help with some of the challenges that the fashion industry is facing today.

A combination of these techniques such as natural fabric dyeing and growing bacteria to create alternative textiles were designed to stimulate circular economy model and design ethos that can be experimented in the makerspace with all the Warehouse's resources.

One of the reasons for this emerging project was to surface responsibly made materials within the clothing industry and learn about interesting techniques and brands that can inspire Design-Make-Sell Business Programme. The aim was to introduce new methods that can help the makers produce products that have a positive contribution to the environment.

Another reason for this project was to stimulate material use in everyday life for local residents and introduce everyone to healthier ways of consumption and material waste.

The list of workshops, talks and exhibitions that were planned for Make What You Wear Day:

Make What You Wear Inspiration - an introduction talk about the impact of the clothing industry and alternative sustainable methods

Organise Your Wardrobe - a talk on how to declutter, organise and style a wardrobe (Host: Hazel)

DIY Bag For Life - a workshop on how to upcycle plastic bags into a new plastic tote bag (Host: Josie)

Screenings - selected short films on how to become more conscious of our wardrobe choices

Sustainable Materials Lab - an exhibition on sustainable materials and products showing the journey from raw materials to the design and redevelopment of fabric.

Plant to Print - a workshop on fabric dyeing using natural plant-based dyes (Host: Olyinka)

Fashion Your Furniture - a workshop on how to furnish a chair with old clothes and waste textiles (Host: John Prince) - this workshop was cancelled

Laser Cut Designs - a demonstration of how to laser cut polyester clothing (Host: Leaticia)

Green Lab Library and Materiom Materials Demo - a demonstration of biomaterials (Host: Green Lab and Materiom)

Grow Your Own Fabric - a workshop on growing bacteria for textiles (Host: Leaticia)

Meet the Machines -an introduction to sewing machinery at the warehouse

Mini Makers - a workshop on upcycling cut offs from vinyl into a new pattern (Host: Esther)

Denim Patchwork - a workshop on denim upcycling (Host: Kim, the Autonomous Collection) - this workshop was cancelled

Mending Matters - a workshop on mending and stitching techniques (Joyce, Alpha Female Academy)

Open Source Pattern Cutting - a workshop on pattern cutting from designs available online (Host: Lara)

Plastic Revolution - a workshop on turning plastic bottles into accessories

MAKE WHAT YOU WEAR

Girlfriend Collective

Pinatex

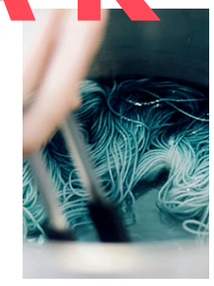
Patagonia

Pretencaga

"The more you know the less you need" - Yvon Chouinard, Patagonia

Wyatt & Jack

Ecoalf



Do you know who made your clothes, or where they came from? Ever thought of making them yourself?

Now's your chance! Come for a full day of workshops exploring sustainable ways of reusing, repairing, and making your clothes. Learn amazing new techniques for making and mending your clothes - from ancient techniques such as natural fabric dyeing to innovative ways of growing bacteria to create alternative textiles.

Even if you've never thought about making your own clothes, this is a great opportunity to try out loads of things in the maker space and learn something new with all the Warehouse's resources

It will be a fun and relaxed day exploring the clothing industry and focusing on ethical, organic, fair trade and innovative materials. Learn about interesting techniques and brands that are pioneering in sustainable fashion clothing!

47 THAMES ROAD

MAKE WHAT YOU WEAR PLANET FRIENDLY

Smart Fiber AG

MAKE WHAT YOU WEAR INSPIRATION
11.00 -11.30am
Learn about slow fashion, the social impact of the fashion industry and how you can learn new conscious ways of creating a sustainable wardrobe.

GREEN LAB MATERIALS DEMONSTRATION
2.00 - 3.00pm
Explore all of Green Lab's materials. Unique and inspiring materials you can use to make new textiles, clothes, and products.

SCREENINGS
11.00am - 4.00pm
Watch a few short films on why we need to think differently about what we wear and how we can become more conscious of our wardrobe choices.

MAKE WHAT YOU WEAR NATURAL

Green Lab (c) 2018

PLANT TO PRINT
12.00 - 1.00pm
Fabric dyeing and printing using natural plant-based dyes.

GROW YOUR OWN FABRIC
2.00 - 3.00pm
Learn how to make fabric from bacteria that you can grow yourself.

Insane In The Rain

MAKE WHAT YOU WEAR BEAUTFUL

SUSTAINABLE MATERIALS LAB
11.00 - 4.00pm
Walk through an introduction to sustainable materials and products, with a variety of examples showing the journey from raw materials to the redesign and redevelopment of fabric giving it new purpose.

People for Urban Progress

LASER CUT DESIGNS
12.00 - 1.00pm
A demonstration of how to laser cut polyester clothing.

MAKE WHAT YOU WEAR YOURSELF

MEET THE MACHINES
2.00 - 3.30pm
Explore the machines at the warehouse, such as embroidery machine, industrial sewing machine, overlocker, silhouette cutter and heat press.

MAKE WHAT YOU WEAR INTO A PLANET FRIENDLY BUSINESS

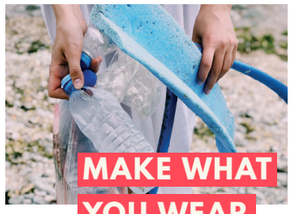
WHAT IS A CAPSULE COLLECTION?
1.00 - 2.00pm

Get ready to make and sell! Learn all about how you can participate in our business programmes.

MAKE WHAT YOU WEAR OPEN SOURCE

OPEN SOURCE PATTERN CUTTING
3.00 - 4.00pm
Learn how to download and print thousands of free open source patterns that you can print out, adapt and make into your own clothing designs.

PLASTIC REVOLUTION
3.00 - 4.00pm
Learn how to shred and melt old plastic bottles into fashion accessories and pieces such as buttons.



MAKE WHAT YOU WEAR RECYCLED

ORGANISE YOUR WARDROBE
11.30am - 12.00pm
Learn tips and tricks of how to declutter, organise and style your wardrobe. Less is definitely more!

MAKE WHAT YOU WEAR UPCYCLED

DENIM PATCHWORK
2.00 - 4.00pm
Work with some top fashion designers to upcycle materials to make a cool patch for your clothing.

MINI MAKERS!
2.00 - 3.00pm
Bring along an old t-shirt to re-design using the off cuts from vinyl by creating cool new patterns.

MAKE WHAT YOU WEAR REPAIRED

MENDING MATTERS
3.00 - 4.00pm
Mending Matters! Make your clothes look brand new by mending them with four practical techniques that you'll learn.

FASHION YOUR FURNITURE
12.00 -1.00pm
Pimp up your used and loved furniture items with old clothes, textiles and industrial waste. Give it a new lease of life!

MINI LEARNERS

Fun learning activities for parents to learn alongside their small children

Hosting Framework | 03/19 Start date | Active | Designed

About
The Mini Learners sessions are designed as a way for local families to share fun ways of educating the little ones as well as learning alongside them. The sessions involve interesting ways of learning through play.

Project Story
The project came to life from resident Faiza's interest in shared learning with children and their parents. Faiza works as a teacher at a local education centre in Barking called Kip McGraph.

In Spring, two sessions were planned where parents were involved in their children's learning, using wonderful tools to gain a positive collective experience and having fun whilst meeting other families.

In the Summer Programme two more sessions were designed in collaboration with resident Faiza and Kip McGraph. One of the sessions was called Mini Scientists, focusing on basic science through fun activities like making snake bubbles and painting with food colouring. The second session took place at Kip McGraph, although not well attended the intention was to stimulate parents' understanding of their children's learning and offer tools to engage with their children through learning.

MINI MAKERS

Practical and safe making activities designed for kids

Hosting Framework | 03/19 Start date | Active | Ongoing

About
Mini makers creates a space where children can learn from each other and adults around them. Kids will explore their creativity through making, playing and collaborating with one another.

Project Story
The Mini-makers project grew from conversations between a few families who spend lots of time in the Dagenham participating in sessions and providing ad hoc childcare for one another's children. Two co-design sessions uncovered a shared aim amongst the parents to inspire their children with the world around them.

A collective of parents brainstormed skills they had to share with the children. A few of these became mini versions of existing projects, such as mini Great Cook and mini Culture Exchange. Alongside these were sessions creating cloth dolls, mini volcanoes and playing games outdoors. Given the varied responsibilities on parents of young children, it became clear in co-design that many of the residents were more interested in co-hosting than leading their own particular session.

This created a strong sense of collaboration within the group. Due to the demands on parents, a few sessions were cancelled at late notice. This provided lots of learning about the optimum shop environment and support for parents to host when their children are present.

The children and their parents also shared ideas about how they could contribute towards developing participatory culture in the shops. In lots of ways, the children are already experts at this, they invite kids they've just met to play, make projects together and share their knowledge in Kids Trade Schools.

This culminated in the creation of Eezi Peezi badges. Embroidered badges which celebrate the things the children have done in the shops and new skills they've learnt. These badges will be fully rolled out across all shops in Autumn.

BOOK BOXES

Public sharing bookshelves built by residents

Hosting Framework

07/18 Start date

Paused

Tested

About
Book Boxes invites residents to build public bookshelves to exchange books.

Project Story
Local residents Tim and Melissa are keen to get together with their neighbours to start projects in the area to make it a nicer place for their kids and others.

It started with Play Street and a Story Box, and they now are building book boxes. This project invites anyone to transform old wooden pallets into an outdoor bookshelf, that residents can use to share books with friends and neighbours. Their idea is that each time you take a book, you put one in that you've finished reading, creating a book exchange.

OPEN PROJECT NIGHT

An evening of skill sharing, networking and practical activities inspired by ImpactHub Birmingham.

Hosting Framework

05/19 Start date

Active

Ongoing

About
Open Project Night is a night where people organisations and informal groups share a space to run activities that they have been organising across the neighbourhood shops and warehouse.

Project Story
Open Project Night, inspired by it's name sake at Impact hub Birmingham, creates space for residents and organizations to share a space to network and share what they are doing under one roof.

Using the Warehouse as a neutral ground residents, informal groups and organisations can host sessions under the participation model or host the sessions they do outside of Every One Every Day. From screen printing by two residents that met through the project to food cooperatives running taster sessions for market testing making it i an opportunity for networking and learning.

Open project night

Open Project Nights is the chance for you to really feel the buzz of makers and movers in the borough. Get these dates in your diary for fun-packed evenings of collaboration where everyone is welcome.

Local people, organisations and the team will be getting together for a night of sharing, networking and learning. Whether you've had an idea you've been thinking about for a while or if you're itching to get going but not sure how, come along to Open Projects Night and meet local people to collaborative with.

Hear about other projects, taste food from the business programme and get designing things to make, there's something for everyone.

What can you expect from an Open Project Night?

- A relaxed environment
- Fun workshops and activities that are open to everyone
- Access to resources available to support your business or neighbourhood project idea
- Connect with people and organisations from across the borough and beyond
- Lots of different activities to get stuck into, with lots of chances to learn and share.
- A chance to connect with people who want to grow your big idea with you
- Hear how to start your own project from a range of tried & tested examples
- Taste delicious food samples made by local residents
- A space where children are always welcome
- Refreshments & snacks and a kitchen space for warming up your own food

During Open Project Nights, the Barking, Dagenham and Martin's Corner shop will be closed. Feel free to join the team at your local shop from 5pm to head down together by public transport.

BECOME A MEMBER

If Open Projects Nights takes your fancy, but you've not been to the Warehouse before then come along at 5.00pm for a Warehouse Membership Induction. Can't make it here then? Not to worry, let one of the team know when you arrive and

To hear more about the inductions, see more on page 10 - 11

Open Project Night #1

Wednesday 26 June | 6.00 - 9.00pm

Here's the line up for the first ever Open Project Night at the Warehouse - get inspired and see what excites you. Hear about community projects and businesses with collaboration at their core, enjoy a taster session on coding or just taste the food from the business programme.

Speed Networking | 6.00 - 6.45pm
The first step towards finding a friend in business is to say hello! Share an idea and see what happens.

The Taste Test | 6.45 - 7.00pm
Use your taste buds to help participants in Everyone's Kitchen perfect their delicious food products.

Join a Collaborative Business | 7.00 - 7.30pm
An introduction to the Every One Every Day Business Programmes - find out what they are and meet the Collaborative Business Team.

Trade School - Coding 101 with Danyil | 7.30 - 8.30pm
My name is Danyil and I love to code. Join me to learn about coding through programming a lightboard.

Work in Progress - Open Room with AJ & Edem 7.30 - 8.30pm
Join a practical workshop with AJ and Edem from One Room, a platform that allows artists from different backgrounds to collaborate.

Start a Project - Open Table & Great Cook | 7.30 - 8.30pm
Learn how to start an Every One Every Day project using one of our project toolkits.

Open Project Night #2

Wednesday 17 July | 6.00 - 9.00pm

This evening will be a chance to get to grips with designing, screenprinting and learning basic digital design skills. This is a great evening to attend if you have children as we all co-design how to make the Warehouse super fun, safe and accessible for children.

Speed Networking | 6.00 - 6.45pm
The first step towards finding a friend in business is to say hello! Share an idea and see what happens.

The Taste Test | 6.45 - 7.00pm
Use your taste buds to help participants in Everyone's Kitchen to perfect their delicious food products.

Join a Collaborative Business | 7.00 - 7.30pm
An introduction to the Every One Every Day Business Programmes , find out what they are and meet the Collaborative Business Team.

Mini-Makers at the Warehouse | 7.00 - 8.30pm
Learn about how young people can get involved in making, and becoming mini-makers.

Trade School - Intro to Screen Printing | 7.30 - 8.30pm
Tim and Muhammedin are both avid screenprinters. Join them to learn about the process and make professional prints.

Basics of Digital Design with Inkscape | 7.30 - 8.30pm
Join Asha in a practical, fun session learning the basics of digital design on the free software Inkscape. You will finish with a design that is ready to be laser cut!

Start a Project - Trade School & Story Box | 7.30 - 8.30pm
Learn how to start an Every One Every Day project anywhere using one of our project toolkits.

Open Project Night #3

Wednesday 7 August | 6.00 - 9.00pm

Come along and hear about lots of different and unusual materials while meeting other people in the borough. After, join Paul and Gary to release your inner artist and learn about sketching, hear from Leika about an amazing local campaign that has become an international success or bring along your children to get a discounted haircut from the listening barber!

Meet The Materials | 6.00 - 7.00pm
Materials make up the world around us, and as makers of the borough it's important to know how they behave and how to use them.

Join a Collaborative Business | 7.00 - 7.30pm
An introduction to the Every One Every Day Business Programmes, find out what they are and meet the Collaborative Business Team.

The Listening Barber | 7.00 - 8.30pm
Come to Chika's pop-up barber shop for a discounted haircut. Hear about his Listening Barber Project to get kids to read aloud.

Work-In-Progress - Project Embrace with Lekia | 7.30 - 8.30pm
Learn about how Leika turned her idea for social change and reimagining beauty into a successful global campaign.

Everyone's an Artist - Sketching Workshop | 7.30 - 8.30pm
Join Paul and Gary as they show us some of their best tips to sketching. They believe that everyone can be an artist, and will show you how to unlock your talents.

Start a Project - Play Street & Welcoming Committee
7.30 - 8.30pm
Learn how to start an Every One Every Day project anywhere using one of our project toolkits.

OPEN SATURDAY

Weekend sessions for residents to explore the shops

Collaborative Framework | 05/19 Start date | Active | Ongoing

About
An opportunity for residents to explore the shops further during the weekend, this is especially necessary for those with weekday work and family commitments.

Project Story
Open Saturdays were envisioned to be lightly programmed day including the staples projects such as trade schools, greening activities and cooking but with enough space for people to interact with the shops in a relaxed manner and maybe create things out of their own choosing with the materials readily available.

Project Variation 1
Open Saturday Ripple Road

The busy high street is even more busy on Saturdays in Barking, so residents took the opportunities to create relaxed vibes with a share and mend day in the Barking shop. Creating a relaxed atmosphere whilst talking and mending together. Another Open Saturday was dedicated to baking, residents made cakes and cupcakes and got real creative as they decorated their creations together.

Project Variation 2
Open Saturday Church Elm Lane

At the Open Saturday in Church Elm Lane in autumn residents took to getting active with a dance workshop by Roselyn as transformed the ground floor into a dance floor for young and old. This was followed by a kitchen garden session by Mide. As she talked through how to turn your garden into a mini farm. The outside pavement was turned into a small ping pong area with residents showing off their ball skills and reminiscing over old memories of playing.

VALENCE EXHIBITION

Valence Museum takeover showcasing residents collaborative business products

Collaborative Framework | 03/18 Start date | Active | Replicated

About
Valence House Museum is situated 15mins walk from the Martin's Corner Shop. It's a medieval manor house open to the public for mostly free sessions, surrounded by a moat and beautiful heritage gardens.

The exhibition was presented to the team as a lovely opportunity for residents to work together to design an exhibition and showcase their work at a place recognised as one of the top 50 free things to do in London.

The exhibition was co-designed with residents, who chose the name Made By You.

Project Story
Made By You consisted of an open call in the newspaper to anyone who would like to learn how to curate and develop an exhibition to be set up at the museum for 3 months.

The exhibition became a showcase of the products created on the Pantry and Rock, Paper, Scissors business programmes.

Initial Co-design
22 Jan - 12.00 - 2.00pm

Newspaper
Open Call Exhibition Co-design
12 March - 1.00 - 3.00pm
13 March - 1.00 - 3.00pm

Exhibition Design and Setup
19 March - 1.00 - 4.00pm
20 March - 1.00 - 4.00pm

PROJECTS TOOLKIT TRAINING

A resource to help residents and local organisations execute their participatory projects

Hosting Framework | 02/19 Start date | Paused | Tested

About
Anyone can run a participatory project anywhere with a Project Toolkit. The Toolkits include everything you need to know about setting up, communicating and keeping people safe during your fun and engaging session.

Project Story
Toolkits are available for a range of sessions, from cooking to storytelling and with lots of options for getting people together whilst sharing skills or undertaking a practical activity. Toolkit Training enables residents to learn how to use the toolkit to run an Every One Every Day session. It goes through each element, from finding a space to managing risks, making sure that residents have everything they need to make great things happen where they are in the borough.

LISTENING BARBER

Improving literacy for under 15's

Hosting Framework | 07/18 Start date | Active | Ongoing

About
The Listening Barber takes place at a local barber shop and aims to improve young people's literacy by offering a discounted haircut for young children if they read to their barber for the duration of their haircut.

Project Story
Inspired by the Listening Barber Project the team spoke with a barber based at Dagenham Heathway who wanted to make a positive change to the community and offer something different. The project began in the Church Elm Lane shop in Spring 2018 and lasted until Summer 2018.

Project Variation 1
A second iteration of this project happened at Martin's Corner in Autumn 2018, when the local barber shop only a few doors down, wanted to get involved and make his shop more beneficial to the community. A co-design session was help in his shop and together decided the amount of discount, time and age range he would like to reach.

In turn we set a weekly time, that remains consistent even outside of programme time. Shelves and a variety of books were set up in the shop and large vinyls for the wall and an outside shop display to make the Listening Barber more visible. We heard many stories throughout the Summer and residents popped into the shop with their children to show of their new hair cuts and what books they'd read!

The next step is for a pop-up Listening Barber that we can expect to see in the near future!

CULTURE EXCHANGE

Activities designed to explore and share different cultures within the borough

Stimulation | 12/18 Start date | Active | Replicated

About
Culture Exchange is a project that takes different forms but is always a place where residents come together to learn about different cultures in fun and interesting ways.

Project Story
The Culture Exchange project was created to bring people together to share food, languages and different aspects of their cultures.

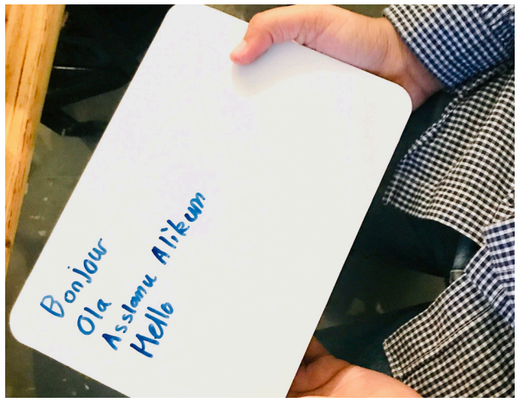
Barking and Dagenham has many residents of different cultures living in the borough and residents felt they never had the opportunity to be in spaces together and share their cultures with each other. Residents that spend time in the shops together regularly had already started to share areas of their culture, this project gives them a safe space to talk and learn about each other.

In the Spring project all three shops held a Culture Exchange Open Table, where residents brought a variety of dishes from different cultures to share. There were also games planned where residents shared words from their languages.

Project Variation 1
In the Church Elm Lane shop residents had a story box session where a resident read a book to other residents and then they all had a go at writing their names down in different languages. Church Elm lane also had another culture exchange session, which was a speed networking session, where residents connected with other residents about traditions in their cultures and shared their locations on a map.

Project Variation 2
In the Porters Avenue shop residents held a speed culture session, similar to speed dating they had an allocated period of time to answer a number of questions about their culture and then feedback to the entire group what they had learnt. The session ended with food and sing-a-long.

Languages being learnt
Nigerian, Bulgarian, German, French, Italian, Yoruba, Urdu, Swahili, Russian, Twee, Arabic, Hindi, and English.



WORK - IN- PROGRESS

Co-working and business related skill sharing

Hosting Framework | 11/17 Start date | Active | Replicated

About
Work-in-Progress is a platform for freelancers, creatives and makers in the borough to meet and work together.

Project Story
This project aims to build a network of freelancers and those working from home. In its first year, the focus was on surfacing similar interests and potential co-working opportunities through networking events.

In the second year this evolved into offering regular co-working opportunities in each shop, inviting people to utilise the space for meetings and take advantage of the connections which arise in shared spaces.

Networking events continued to play a role for people to share their business aspirations. One session combined with an Open Table to appeal to those who may not yet see themselves as freelancers. Residents began to share their knowledge on modern business skills through Work-in-Progress style Trade Schools. These sessions ranged from social media influencing and business development skills to graphic design.

The objectives behind Work-in-Progress were subsequently adopted and adapted into a project called Saturday Hacks by two residents, Edem and AJ. They were interested in combining elements of co-working, knowledge sharing and networking to further their personal business projects and create opportunities for residents.

SATURDAY HACKS

A weekly coworking breakfast meetup

Hosting Framework | 02/19 Start date | Active | Ongoing

About
Saturday Hacks brings people together in a relaxed and social co-working environment, to grow their networks, work on projects, or just get on top of their to-do lists.

Project Story
Saturday Hacks hosts, AJ and Edem first became involved in the Church Elm Lane shop by utilising the co-working space. Having benefited from the tea, coffee, wi-fi and space to think, they wanted to widen the network.

Following a few conversations with project designers, AJ and Edem decided to test a series of co-working sessions, which kicked off co-working with a communal breakfast. They wanted to test whether building rapport through cooking and eating together would create the right environment for successful co-working.

At the beginning of each session, AJ and Edem shared knowledge on a number of topics from business planning, branding, and scaling alongside a practical session on playing music by ear, to prompt people's thinking. The sessions were well-attended and the brunch created a buzz also attracting a number of families.

Project Variations
AJ and Edem also hosted a Saturday Hacks session at the first Open Project nights at the Warehouse. Saturday Hacks was particularly well-suited to the format of the Open Project Night, benefiting from the free-flow of people and the diversity of attendees. Given the success of this session, AJ and Edem were keen to develop the next phase of Saturday Hacks.

Project Variation 1: Tea and Tech

Project Variation 2 : Digital Cafe

DIGITAL BASICS

A digital surgery where residents share their IT skills

Hosting Framework | 04/18 Start date | Active | Replicated

About
Digital Basics is a project where residents can share their digital knowledge with their neighbours who may not be as confident with technology.

Project Story
After noticing that some participants of Public Office sessions were not as tech savvy as others, as well as having a lot of residents wanting to register for projects online such as Great Cook but not having the digital skills to do so, Digital Basics was created.

Each participant brought different technology tools such as phones, tablets or laptops; each were at varying skill levels as well as wanting to learn specific things;

How to create a Facebook account
How to take photos and share
How to to online shopping,
How to create an email address

Due to this it was deemed best to keep the ratio to 1:1 or 1:2. Initially trialled in Dagenham Library alongside their computer sessions and later replicated at different locations including a local cafe (Pietro's) and an elderly day care centre (Park Centre). Some participants attended all sessions, building on their confidence as they attended and even sharing this new found skills with others.

BAR CODE

An introduction to coding suitable for all

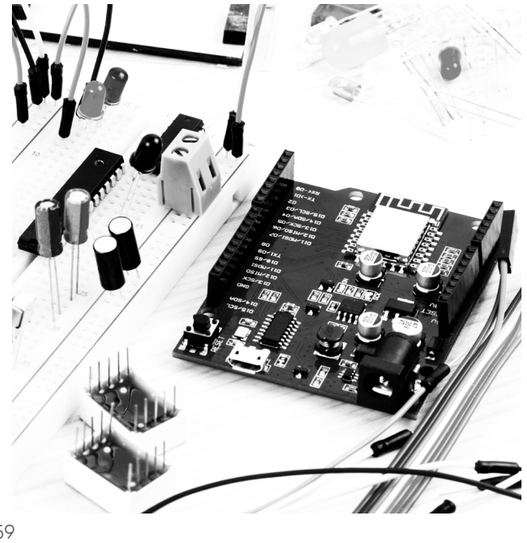
Hosting Framework | 04/18 Start date | Paused | Tested

About
Bar/Code is an introduction to coding run by local residents who are excited about sharing and developing their skills. Sessions range from learning the basics of different coding languages through fun activities, to trying out Scratch and Raspberry Pi.

Project Story
Originally started by Rosemary, a local parent who codes with her kids and Michael, a teacher who runs code clubs and coderdojos; This project brings out a love of coding in people from all walks of life.

Danyil is a local resident who wants to bring coding to life by making it accessible and visual. By developing a lightboard programming activity he is able to show how you can easily create a code that can physically come to life - by turning an LED on or off with the movement of a hand!

Hosting a session as part of an Open Project Night at the Warehouse, he got lots of people together to share the joy and frustrations of coding and build lightboards which reacted to the wave of a hand.



CIRCUITS 101

An introduction to circuits and soldering

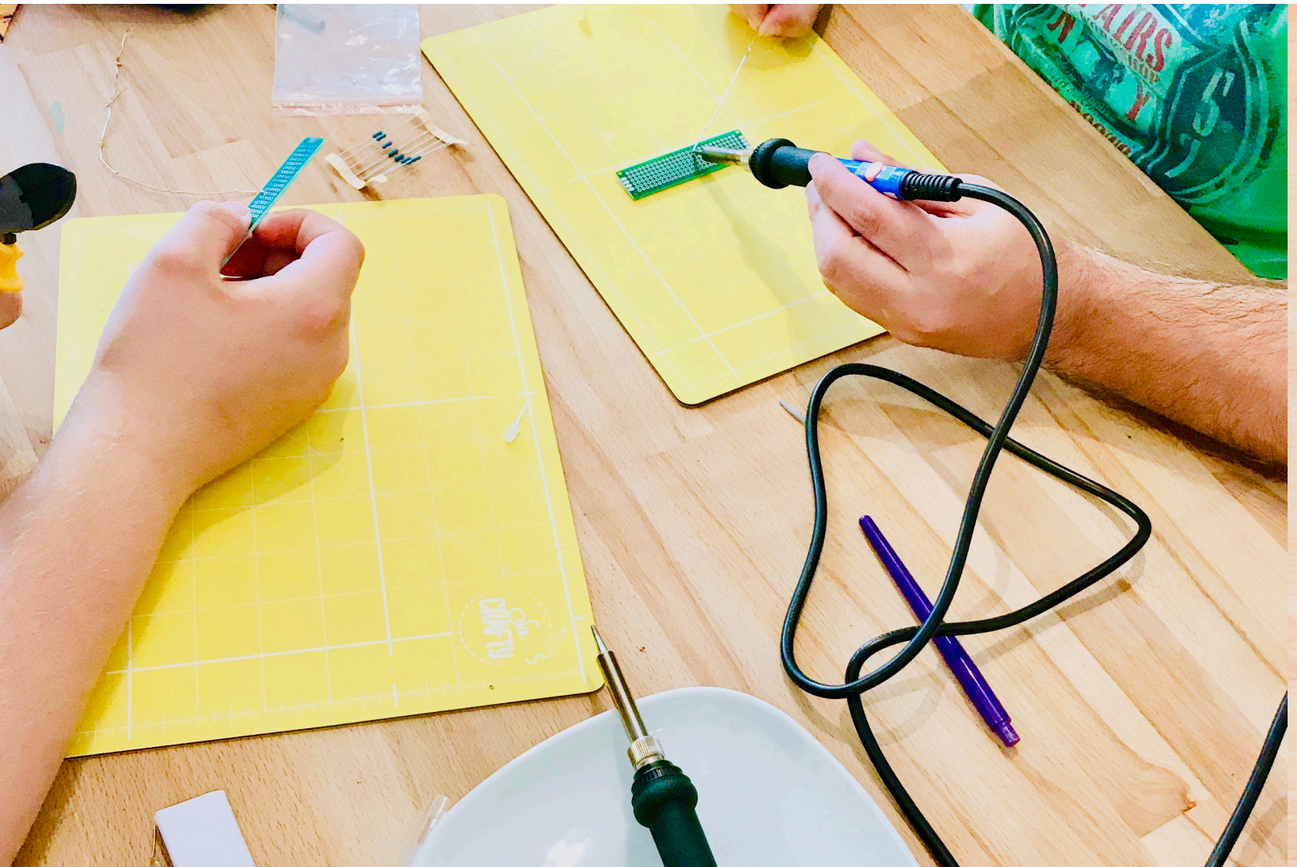
Hosting Framework | 06/19 Start date | Active | Tested

About
Circuits 101 is a project that aims to introduce people to the basics of circuits board with an introduction to basic components and electricity.

Project Story
This project was designed by teenager Connor, who would frequently visit the Martin's Corner. He is a very active participant in the space and in the warehouse. He wanted to explore circuits and show people just how simple it can be to create every day electrical items.

Project Variation 1:
There were three sessions in this first iteration of Circuits 101, which aimed at upskilling residents to be able to design their own circuit.

The first was an introduction to soldering to practice attaching the components to the board and getting comfortable using the soldering iron. The second was assembling a small alarm clock to see how everyday appliances can be created. Finally, there was a session to encourage people to design and build their own circuits using blank circuit boards and choosing any components they wish to create a unique item.



HOME BASICS

Learning basic DIY for around the home

Hosting Framework | 03/19 Start date | Active | Tested

About
Home Basics is a project designed to support residents in improving their DIY knowledge, from choosing the best tools and materials for home decorations and making.

Project Story
Home Basics creates an opportunity for residents to get handy whilst sharing skills and knowledge of the best tools and materials for home decorations and general DIY. Local resident Steve learned from his step-dad who was a painter for over 27 years. During sessions hosted in the Martins Corner shop, residents exchanged knowledge of essential tools needed for doing things such as putting up photos and wood work such as cutting and sandpapering.

Resident Coby who is a designer and an active participant of the Every One Every Day collaborative business programme 'Design Make Sell' proposed to host a session for the next programme in the Church Elm Lane shop and share her skills of cutting and binding a rug.

Project Variation 1:
The Summer programme saw Home Basics replicated in the Dagenham Church Elm Lane neighbourhood shop by local resident Jackie. She replicated the previous session hosted by Steve 'How to hang a shelf' with a twist, showing how to put up shelves in awkward corners.

PLAYING AND WALKING

Play Street
- Play Street: Eastbury Manor
- Play Street: Hart's Lane
- Play Street: St Awdry's Road
- Play Street: White House
- Play Street: D'arcy Road
- Play Street: Maxey Road

Pop-up Heathway
Cosmic Yoga
Street Ball
Story Box
Wonderful Place To Grow Up
Summer Camp
Nature Camp
Wild Walks
Games Cafe
London National Park City

PLAY STREET
Streets for playing

Hosting Framework | 11/17 Start date | Active | Replicated

About

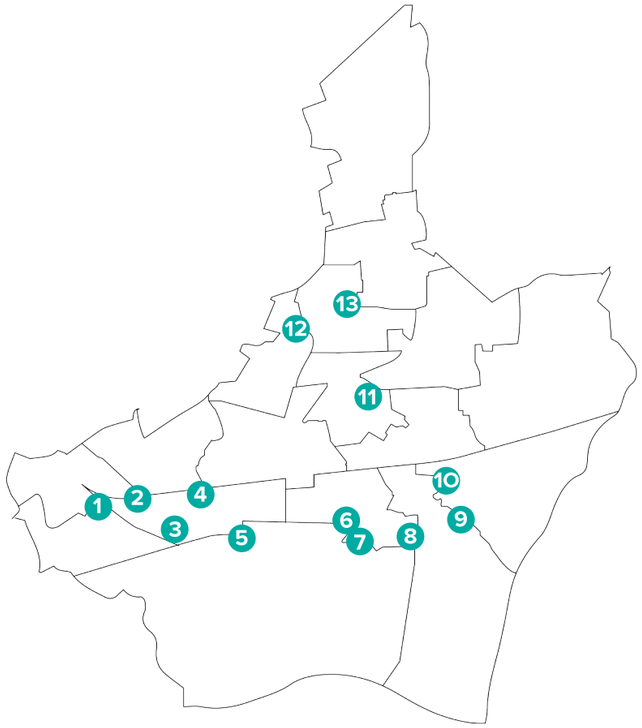
Play Streets temporarily stop traffic in a residential street, cul-de-sac or square, creating an opportunity for children to play safely outside. Parents and neighbours close the street, bring out toys and host the session.

Project Story

Government and health professional guidelines state that children aged 5-18 need an hour each day of what they call “moderate to vigorous physical activity” to be healthy and well. Evidence shows a staggering 80% of UK children are not getting this. Play Street started as a way for children in their local neighbourhood, estate or street to come together and safely play outdoors. The process of opening street for play increases connections, friendship and trust between neighbours of all ages and backgrounds.

Locations:

1. St Awdry's
2. Surrey Road
3. Eastbury Manor House
4. Upney Meadow
5. Ripple Road
6. Romsey Road
7. Richard Ryan Place
8. D'arcy Road
9. Old Dagenham Park
10. Church Elm Lane
11. Maxey Road
12. Haydon/Baron Road
13. White House Play Street



PLAY STREET EASTBURY MANOR

Hosting Framework | 04/18 Start date | Paused | Tested

About
A Playstreet on the grounds of Eastbury Manor as part of their We Love Eastbury weekend celebration.

Project Story
As a first step to meeting and growing some new projects with local residents a Play Street was arranged for the weekend as We Love Eastbury, a traditional heritage skills weekend. This was also a way of building our relationship with Eastbury Manor as a space and place to collaborate with and hold session with in the future.

PLAY STREET HART’S LANE

Hosting Framework | 06/18 Start date | Paused | Tested

About
The Play Streets in Hart’s Lane estate invited residents to come together in the small playground in between Cape Close & Cowbridge Lane.

Project Story
Dionne and Mandi, local residents living in the Hart’s Lane estate hosted a range of Play Street sessions. Together with the Every One Every Day team, they assembled a storage box where toys for Play Street are to be kept on the estate.

As the Hart’s Lane community is a hub - functioning more independently than the projects hosted in the shops - the Every One Every Day team supported the community leads to get the first event up and running, but were able to allow residents to takeover and host the future sessions themselves.

The community had a range of donations from others living on the estate, such as play equipment and food and drinks.

PLAY STREEY: MAXEY ROAD

Hosting Framework | 06/19 Start date | Active | Ongoing

About
Play Street at Maxey Road, the road opposite to local secondary school, Sydney Russel, closes the street to traffic and invites residents to come out and play, bring some food or enjoy music together.

Project Story
Genevieve is a local resident who regularly visited the Martin's Corner Shop, after participating and many event's she decided it would be a great idea to have a Play Street on her road. The team organised and accompanied Genevieve door knocking. During the Play Street neighbours connected for the first time and made plans to host another next Summer.

There was a range of food and toy donations provided by local residents for all to enjoy on the day.

PLAY STREET: WHITE HOUSE

Hosting Framework | 06/19 Start date | Active | Ongoing

About
The White House Play Street was unusual as it was a small road closure acting as an extension of the White House Garden and site, in collaboration with a celebration party for the development of their new garden.

Project Story
The White House is a local hub that we have grown a strong collaborative partnership with. After hearing that the White House were having a celebratory summer party and we discussed possible ideas that we could facilitate with and a Play Street became the most obvious. It was also the end point for the Banjo on a Banjo project with artist Verity Keefe. We quickly identified there was an opportunity to host activities catered for children. It became an immediate success as many families arrived. We met new residents and introduce local creatives to the facilities at the warehouse as well as the space available to the shops. We also introduced a range of local residents to the White House for the first time, and explained they too host a range of workshops and activities that are open for all to participate.

PLAY STREET: D'ARCY GARDENS

Hosting Framework | 06/19 Start date | Active | Tested

About
D'arcy gardens is a cul de sac near a developing Open Street on Heathway. A Play Street encourages residents of all ages to come out and play, bring some food or enjoy music together.

Project Story
In the Autumn programme 2019, local residents responded to the call out to create an Open Street which enabled neighbours to grow veg, raise chickens, tend fruit trees, keep bees and share the surplus in the community. Previously Siddika had attended Play Streets in other locations and was enthusiastic about their potential to bring people together, so she was keen to test the idea closer to where she lived.

In the 2019 Spring programme Siddika hosted the first Play Street on D'arcy gardens. The team supported Siddika with two door knocking afternoons to promote the Open Street and invite people to the Play Street. The session was very successful with 74 residents attending. A large proportion of the participants were new to the project and interested to hear about other projects. Siddika had prepared food and on the day others followed this lead to contribute refreshments. The children enjoyed playing with chalk, football, ping pong and with each others' scooters.

The Neighbourhood team facilitated communal play with a parachute and Siddika led the group skipping. Many of the neighbours without young children chose to gather around the edges and enjoyed the opportunity to talk over refreshments.

Project Variation 1
Given the success of the first D'arcy gardens Play Street, Siddika opted to host another to promote the progress which had been made with the Open Streets project since Spring. The turnout for this second session was lower than the first but this created a more intimate setting for people to get to know each other and enjoy a more relaxed afternoon of playing giant cards and swing ball.

POP-UP HEATHWAY

Learning basic DIY for around the home

Collaborative Framework | 02/18 Start date | Paused | Tested

About
Pop-Up Heathway enabled residents to start projects outside the local train station to encourage a reimagining of the space and the kind of activities that could take place.

Project Story
The project started when a resident came into the shop and spoke about an unpleasant interaction she'd had in the past on the Heathway that left her feeling vulnerable.

As the conversation developed she revealed that whilst visiting the Church Elm Lane shop she had gotten to know some of the young people and realised that having different ways of engaging would make people feel safer. The idea for pop-Up projects that would be similar to activities in the shop but less fixed and more fluid to respond to the more transient nature of the space was designed!

It kicked off with an pop-up story reading session and expanded to include table tennis. The activities were varied but residents hosted sessions that made people interact with the space in a different way. Pop up heathway in nature is the step before the heathway could become a hub as the projects become more regular and self initiating as residents pick up these ideas.

Sessions
Pop Up Heathway Table Tennis
Pop Up Heathway Story Reading

COSMIC YOGA

Yoga with families

Hosting Framework | 07/18 Start date | Paused | Tested

About
Cosmic yoga invites parents to come and do yoga with their kids.

Project Story
Tim, a local parent, is keen to share basic stretching techniques for families to try out, as a fun activity for parents to do with their kids, using the popular online cosmic kids yoga videos. The idea is to get families together in a fun and accessible way using their imagination and keeping the whole family active.

STREET BALL

All types of ball games in public spaces

Hosting Framework | 01/18 Start date | Active | Replicated

About
Street Ball is all about Bringing Public spaces to life through fun, inclusive games. They are fun ball sessions where anyone can get involved and enjoy being active out in public.

Project Story
Originally started by Ola, a local resident who loves playing football with friends in the street, park or any place they could find. This project has grown to include rounders and ping pong, and a roving table tennis table is a common fixture in Barking - popping up outside the town hall or on the streets for anyone to play.

Project Variation 1
Street Ball - Rooftop football: Hosted on the rooftop court of Gascoigne Primary, this session creates an inclusive football session where everyone is welcome.

Project Variation 2
Street Ball - It's Pingpong Time: Moving around Barking and popping up in different locations, the roving ping pong table lets people play together in public and meet new people.

Project Variation 2
Street Ball - Rounders: Playing rounders in the park is a timeless way to get moving and enjoy being active. Taking place as part of picnic sessions, rounders brings people together to play.

STORY BOX

Stories, books, children and activities

Hosting Framework

12/17 Start date

Active

Replicated

About
Story Box is a place for all ages to share stories and do fun activities that are linked to them in a relaxed community cafe environment.

Project Story - Dagenham
Zoe is a local mum who started the idea of Story Box as she wanted to be involved in creating more things to do for all ages in her area. She originally wanted to set up a community cafe. The team used a method called, theory of change to break down the elements needed to achieve that and found that some of them weren't in place, such as the confidence to host, or experience to run a cafe. Together they designed StoryBox to allow Zoe to build and test some of those elements.

The project has allowed the team to learn a lot about what different hosting roles are and which ones are really needed to make sessions successful. Zoe originally wanted to host, but actually turned out to be great at promoting and getting people to attend.

Storybox was a great success across both locations and will be continued in the Summer Programme as part of Summer Camp, with several parents hosting different sessions.
Story Box has not continued in the Church Elm Lane shop as the parents involved have moved onto other projects and started a co-operative business programme, Imagination Space, which operates at The Warehouse and offers childcare activities for parents who use the space to attend sessions.

Project Story - Barking
Roseann and Catia are both local homeschooling parents, who were keen to meet other homeschooling parents. They heard about Story Box in Dagenham, got enthusiastic and decided to host sessions in the Barking shop as well.

Roseann has lived in Barking and Dagenham for over 20 years, moving here from California. She is a home educating parent who loves telling and reading stories and poetry.

Catia has studied and worked with children in educational settings. She homeschools her three children, and has found fun ways of teaching through play. Catia will share some of the activities she and her children found along the way.

Catchment Area	Number of Sessions	Number of Hosts	Number of attendances	Hours of Events	Hours spent with neighbours	Average number of hours (rounded)
Various	41	13	575	57.5	852.5	1.5

Barking Catchment Area	
Event Name	**Host**
Charlie and the Chocolate Factory	Melissa
Railway Children	Roseanne
Wizard of Oz	Postponed
Oliver Twist "Food Glorious Food" Party	Melissa
100 years of women receiving the vote	Catia
Food Self Portraits	Catia & Danny

Dagenham Catchment Area	
Event Name	**Host**
Theory of Change	Zoe
Planting Seeds	Zoe
Painting Pots	Diane
Tree Collage	Postponed
Biscuit Decorating	Zoe
Playdough Creations	Zoe
Piñata Making & Celebration Lunch	Zoe

DISCOVER | CO-DESIGN | PROTOTYPE | GENERATE | CO-DESIGN | DISCOVER | CO-DESIGN | PROTOTYPE

DAGENHAM

Resident idea to start a community cafe in Old Dagenham Park

Story Box concept co-designed to develop and test ideas

Resident helps hosting of Tea & Toast to create interest in the project

Develop 6 session ideas with the new project hosts

Invitation to sessions in Spring Programme paper for testing

Open call

Story Box continues with ~~new sessions~~ for Summer Programme

Continues

Story Box continues with new hosts sessions Autumn Programme

Continues

Discovery discussion to look for building blocks and good starting point.

Test interest in the local community for a parent and child initiative

Further activity hosts for the prototype sessions help to co-design sessions.

Enormous Turnip + Planting seeds

Enormous Turnip + Painting Pots

Enormous Turnip + Tree Collage

Charlie + Biscuit Decorating

Charlie + Playdough Creations

Charlie + Piñata & Lunch

Emerging developments for Barking

Bloom project forms - network of homeschooling families

Continues

Summer Camp combines sessions from Story Box and Bloom network

Open call

Up Stuff project (upcycling toys) is co-designed in Dagenham

Diversifies

To build a group of co-hosts and collaborators

Developmental evaluation

Shared emerging ideas

Wonderful Place to Grow up event explores educational family initiatives

Open call

Emerging additional or developing projects from the new network team

Dagenham Shop residents co-design 2 weeks of projects in December

Expands

Invitation to sessions in project sessions in Autumn Programme paper for testing

Open call

Autumn Programme sessions test interest of projects

Create opportunity for project starters to gain experience and confidence

Emerging developments for Dagenham

Makit project (making baby clothes and toys) is co-designed in Barking

Diversifies

Cosmic Yoga (kids yoga) project is co-designed in Barking

Diversifies

BARKING

Resident homeschooling looking to make new friends for family

Team describes the Story Box project being designed in Dagenham

Resident loves idea and develops a parallel project

Develops 4 session ideas with new project hosts

Replicates

Invitation to sessions in Spring Programme paper for testing

Story Box continues with new sessions for Summer Programme

Continues

Story Box continues with new sessions for Autumn Programme

Continues

Charlie + Crafty cake

Railway Children + Make model train track

Wizard of Oz + Mask Making

Oliver Twist "Food Glorious Food'

DEC 2017 | JAN 2018 | FEB 2018 | APR 2018 | MAY 2018 | JUN 2018 | JUL 2018 | AUG 2018 | SEPT 2018 | OCT / NOV / DEC 2018

THEORY OF CHANGE

Story Box

WONDERFUL PLACE TO GROW UP

A day of inspiration and sharing ideas for new projects

Hosting Framework | 05/18 Start date | Active | Replicated

About
Wonderful Place to Grow Up is an inspirational event for anyone interested in exploring ideas to create great places to grow up, including different types of alternative child care and the potential for these types of models to be developed in the borough.

Project Story
Throughout the project families have been meeting through various projects (including story box, playstreets and family cooks).

The appetite for meeting more formally by some parents has been strong from the start of the project with ideas around new initiatives and support frameworks in relation to homeschooling and alternative models of childcare.

A Wonderful Place To Grow Up was organised with the aim to inspire local families and better understand the enthusiasm for these type of activities in the borough.

This initial day of inspiration has now turned into a framework that enables residents to initiate these activities on a smaller scale and in a more dispersed way.

SUMMER CAMP

A host resident-led activity over the summer

Hosting Framework | 05/18 Start date | Active | Replicated

About
Summer Camp is a space for anyone who wants to have fun and learn together with children and local residents. To create the camp itself, residents of all ages hosted two weeks full of fun activities fit for families.

Project Story
Many local families have got to know each other in Every One Every Day shops- through participating in projects from Play Streets, Story Box and Family Cook sessions.

Following on from the success of the Summer Camp last year, a number of residents were looking for ways to inspire, entertain and educate their children over the Summer holiday, so they opted to host sessions as part of Summer Camp.

This year's Summer Camp featured 26 sessions hosted by people of all ages across all four of our shop spaces. Summer Camp built on networks created through a number of other projects, including Mini Makers, Kids Trade School and Cereal Bar.

It was also an important testing ground for a number of new hosts to explore their interests and gain confidence. Sessions ranged from learning about Aloe Vera, creating sock puppets, cooking pizzas, creating cardboard cities and building alarm clocks and computers. This varied programme extended 26 opportunities for families to leave the house, put down devices, get their hands dirty and let their imaginations loose.

NATURE CAMP

Growing and learning activities for children during the summer holidays

Hosting Framework | 03/19 Start date | Paused | Tested

About
Nature Camp is a way for everyone to connect with nature and start living a more sustainable life by learning to grow, be creative and recycle.

Project Story
Residents have been growing in the shops and on Open Corners since the project began and have expressed that they wanted to reconnect to nature and create something that will explore options of becoming fully sustainable in everyday life.

They believe if children grow up with these tools they are more likely to live a life that's better for their health and the environment.

Project Variation 1
Before the Spring programme residents got together with the Neighbourhood team and co-designed sessions that explores nature in different creative ways.

Residents came up with a two day camp, that residents could come to with two sessions each day that explored these creative sessions.

- Seed Bomb Making
- Play with Clay
- Nature Painting
- Seed Bombing on a Wild Walk

WILD WALKS

Neighbours walking and talking around the borough

Hosting Framework | 11/17 Start date | Active | Replicated

About
Wild Walks gets residents together to explore the areas around them from wildlife to local history. Any resident can map out a trail and guide others along the walk, often combining it with other activities such as photography or painting.

Project Story
The borough has vast amounts of green parks, wild land and riverside canals and a fascinating history. Wild Walks has formed to provide local residents a chance to explore their surroundings and stay fit together.

Catchment Area	Number of Sessions	Number of Hosts	Number of attendances	Hours of Events	Hours spent with neighbours	Average number of hours (rounded)
Various	26	8	164	40	284	1.5

GAMES CAFE

Playing games together regularly

Hosting Framework | 02/18 Start date | Active | Replicated

About
The Games Cafe provides an opportunity to try out a range of games - from board games, to party games, to inventing your own game - in a lovely and relaxed setting.

Project Story
Games Cafe was designed and tested during the first year. Janet who has lived in Dagenham for over 40 years has brought her passion and extensive knowledge of games to a community setting. She led a number of sessions in Spring and Summer Programmes. The Summer sessions took place in a local cafe called EzO Bistro where Janet met new residents and shared her love for board games. This led to local people arranging to meet up regularly to socialise and play table games.

In Year 2, Games Cafe sessions took place in Every One Every Day shops. Another type of session was designed with residents called Kids Games Cafe, focusing on children showing their favourite games to other local residents.

In the Church Elm Lane shop, resident Dana hosted a range of games that were more active than traditional board games, such as mini bowling.

The sessions are for anyone - from enthusiastic board gamers to novices - a range of games for all abilities make it possible for anyone to join in with the fun and friendly competition.

LONDON NATIONAL PARK CITY WEEK

Activities celebrating the great parks in the borough

Stimulation | 07/19 Start date | Active | Ongoing

About
London is the first official National Park City, Barking & Dagenham took part to make London greener, healthier and wilder.

Project Story
This Summer saw the Mayor of London, Sadiq Khan, officially declare London as the first National Park City which encourages residents to have more interactions with and benefit from outdoor spaces.

Barking and Dagenham is the greenest borough in London with many parks, nature reserves, open green spaces and waterways running through it. In conjunction with the National Park City Festival events for the week were hosted outside in these green space.

Sessions varied from Tea and Toast in Old Dagenham Park to Rounders and Story Box in Barking Park to Wild Walks across Beam Park to Pins and Needles - crochet and knitting sessions.

It was a great way for people to participate in sessions in new settings, some of which they had never been to before, as well as introducing the session to people that were already using the green spaces.

LONDON NATIONAL PARK CITY*

'London's largest free celebration of outdoor spaces aimed at people of all ages'

PHOTO AND FILM

Light Room
Open Studio

LIGHT ROOM

A photography space for resident's use

Hosting Framework | 02/18 Start date | Active | Ongoing

About
Light Room is a free public photography space, open to everyone, where residents can share skills and learn about photography, lighting create an open network for freelancers and aspiring photographers.

Project Story
Jackie, a local resident interested in photography, building a network of photographers in Barking & Dagenham and creating a space where people can meet and share skills, started using the room on the second floor in the Church Elm Lane shop when she first interacted with the project. She had a co-design the team and came up with the idea to design a studio and name it Light Room. As most other photography facilities are far away/too costly, they figured this could be a great local place for people to practice, improve their skills and teach others.

With some more co-design session and bringing another resident into designing the space, the Light Room was launched as part of the Spring Programme, with a smartphone photography session being hosted by Jackie.

The Light Room lowers the risks to trying things out, there's equipment for varying skill levels and even with a smartphone cameras residents can still learn about topics like lighting and composition.

Project Variation
In the 2019 Summer programme, local resident Chris popped into the Church Elm Lane shop with an idea to create a group of photographers that meet up regularly, inside and outside of the space.

He created an open session to connect photographers from around the borough and co-design space and the way the sessions could run ready for planning for the Autumn programme.

OPEN STUDIO

Sharing film making skills

Hosting Framework | 07/18 Start date | Active | Replicated

About
Open Studio / Light Room is a space for anyone interested in (learning more about) photography, with a drop-in session and exhibition of local talent.

Project Story
Jackie is one of the designers of Light Room. She is a local resident who photographs dogs and who has two beautiful whippets of her own who frequently visit the shop. Jackie ran both sessions in the Spring Programme.

She is very passionate about building a network of photographers in Barking & Dagenham as well as capturing the people of the borough and her pets. She wants to share her skills and knowledge with others interested in photography.

During the Summer Programme, Jackie will be hosting 3 sessions. Two sessions are drop-ins - where (aspiring) photographers can meet and share skills, learn from others and create a network of photographers in their area. The last session is an evening showcase of the images created by local photographers followed by a celebratory Open Table.

COLLABORATIVE BUSINESS

Pantry
Design Make Sell
Bowled
Imagination Space

PANTRY

A food cooperative making and selling shelf-stable food products

Collaborative Business | 09/18 Start date | Active | Ongoing

About

Pantry is a collective of local food makers from Barking and Dagenham selling a range of shelf-stable food products. The collaborative business programme was co-designed with residents in summer 2018 and has run twice over two three-month long programmes that helped participants design, make and test trade a range of food products at market stalls around London.

No. of sign ups: 99
No. of participants in test trading: 40
No. of types of products: 295
No. of products: 979
No. of days spent trading: 29
No. products sold: 512

DESIGN MAKE SELL

A fashion cooperative of residents designing, making, and selling retail products together

Collaborative Business | 09/18 Start date | Active | Ongoing

About

Design-Make-Sell is a collaborative business programme for residents who want to learn to design, make, and sell retail products together as part of a modern homewares pop up shop, called Rock Paper Scissors. It was run once in autumn 2018 and again in spring 2019, and is running for a third time in autumn 2019.

No. products developed: 38 Products
No. days at market: 8
Types of products: 49
No. products sold: 1,271
No. of markets attended: 3

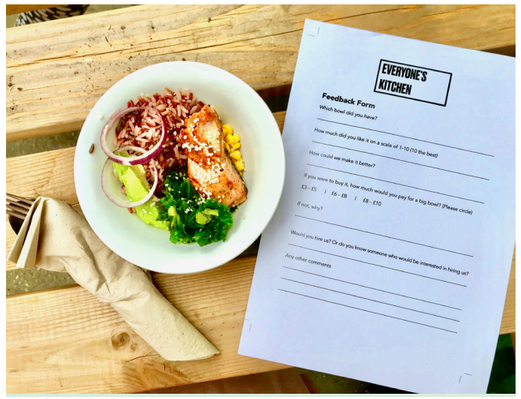
BOWLED

A fresh food catering collective

Collaborative Business | 05/19 Start date | Active | Ongoing

About
Bowled is a programme for people interested in developing fresh food ideas. It emerged from the interest of Pantry participants in cooking together and was tested for the first time at the We Make Our City Festival in March 2019. A first call-out in the newspaper was made in spring 2019 and over summer interested participants worked as a team to design, make and test fresh food "bowls." Since September 2019 they have been test-trading as a catering collective.

No. of participants signed up: 33
No. of participants: 12
No. of paid catering orders: 2



IMAGINATION SPACE

Fun, educational, and creative activities for kids run as a creche in The Warehouse

Collaborative Business | 06/19 Start date | Active | Ongoing

About
The Imagination Space is a collective of residents interested in providing fun, educational, and creative activities for kids. The first round was launched in summer 2019 with a programme co-designed by a group of 8 participants, who developed 16 individual sessions over a 5-week period that was advertised together as a collective brand. The second round will run in autumn 2019.

No. of participants: 8
No. of session: 16
No. of themes: 7
No. of weeks: 5
No. of attendees: 79

Catchment Area	Number of Sessions	Number of Hosts	Number of attendances	Hours of Events	Hours spent with neighbours	Average number of hours (rounded)
Thames Road	8	2	33	24.5	312	2

OTHER PROGRAMME EVENTS

One Borough Festival
Dagfest
National Citizens Service
Backstreet Makeover
We Make Our City

ONE BOROUGH FESTIVAL

A chance to participate, get involved and share ideas

Stimulation | 05/18 Start date | Active | Replicated

About
A chance to participate, get involved and share ideas.

Project Story
At the 2018 One Borough Festival there was an exhibition of the Warehouse designs to highlight the opportunities this community makerspace would bring to the area. Since then, the Warehouse has become a place where people can visit and develop through participating in projects. Excited to share these new developments at this years festival Neighbourhood team members attended to raise awareness of some of the opportunities in the warehouse and shops.

Residents were invited to take part in a block printing Trade School and enjoy refreshments while they discussed their passions and consider the possibilities presented by projects.

Catchment Area	Number of Sessions	Number of Hosts	Number of attendances	Hours of Events	Hours spent with neighbours	Average number of hours (rounded)
Church Elm Lane	1	2	45	4	180	4

DAGFEST

A chance to participate, get involved and share ideas

Stimulation | 05/18 Start date | Active | Replicated

About
At Dagfest people were invited to a range of tasters of the Every One Every Day programme.

Project Story
The Every One Every Day team hosted a range of activities for attendees of the festival, to raise awareness of Every One Every Day, the Dagenham shop and the Summer Programme activities. Over 250 residents interacted with the team, with over 60 signing up.

Although there are alot of food traders at Dagfest, there are very few opportunities to sit and eat together the team hosted an Open Table.
Using a gazebo, grass mats, a tree of ideas and more, the team created an inviting Pop-Up People's Corner. There were many queries about the sunflowers and vegetables on display along with requests to buy them. Creating a great opportunity to offer it to residents in exchange for a few minutes to be introduced to the project and sign up.

There was also a Play Street, with an impromptu dance off happening with music being played.

A range of mini Trade Schools by local residents was held, with the tree jangles session continuing long after Dianne (the host) left.

Project Variation 1
The Every One Every Day team hosted a stall for the 2nd year running of Dagfest's 5th annual festival. Residents hosted activities such as bunting making, along with upcycling plastic bottles donated by residents and making them into self watering plants before decorating them.

Those who visited the stall also took part in mapping out their homes and places they recognised in the borough. It was a great opportunity for local residents to hear about the newly planned and approaching Summer Programme and to receive one of the freshly printed newspapers. The day was also a great opportunity for new residents who were interested in being involved in the project to sign up.

NATIONAL CITIZENS SERVICE

Joining with the NCS to discovering the hidden knowledge of the borough

Hosting Framework | 04/18 Start date | Active | Replicated

About
The National Citizens Advice Service presents a group of 15 - 18 year olds with the chance to live independently whilst also learning to work as a team in the communities that they are from. National Citizen Service Trust is a not-for-profit organisation incorporated by Royal Charter and established to shape, support, champion and lead a thriving National Citizen Service.

Project Story
In the first year Every One Every Day was present at UEL campus and held a talk and co-design workshop which invited young people to map out their area and discover the hidden knowledge they had of the borough. In the second workshop the participants split up into 5 groups of 6-8 people and create a presentation around a project that would encourage people to collaborate around things like healthy eating sports and making.

Project Variation
In the 2019 Summer programme, Every One Every Day was a community partner, the young people spent 3 days at the Warehouse. 12 participants took part across the 3 days, where they took part in a Big Family Day on their first visit.

On day two they used this research and planned their own project with the resources available that would help find other residents with skills who were willing to share but at the same time raise awareness around activities happening in the shops. They made organically dyed t shirts and learned how to embroider and heat press logos onto fabric.

Day three included a t-shirt exchange with the public for their skills. The programme has ended but a number of young people that took part are now involved in hosting sessions in our Autumn programme 2019.

BACK STREET MAKEOVER

Transforming backstreets into colourful pathways

Collaborative Framework | 06/18 Start date | Paused | Tested

About
In a twist on the Open Corner project, Backstreet Makeover shows that it's not only the green spaces of the borough that can become a place for growing, playing and getting to know your neighbours.

Project Story
This project was envisioned with the team in Church Elm and the neighbouring shopkeepers. Faced with a less than beautiful backstreet, residents were invited to share ideas for ways to transform their plain backstreet into a pleasant place. Prompted by a collaborative effort to clear the street, the team co-designed a session with neighbour Azeez for the Autumn programme.

On a cloudy day, residents painted bright murals and patterns in the backstreet as an invitation for children to play. As they cut back plants (clearing a path to an elderflower tree!) and painted, they discussed ideas for how an unusual space like this could become a meeting place, from playing boules, street sport in unconventional spaces and pallet furniture for parents overseeing children, to name a few.

Project Variation
In the 2019 Summer programme, Every One Every Day was a community partner, the young people spent 3 days at the Warehouse. 12 participants took part across the 3 days, where they took part in a Big Family Day on their first visit.

On day two they used this research and planned their own project with the resources available that would help find other residents with skills who were willing to share but at the same time raise awareness around activities happening in the shops. They made organically dyed t shirts and learned how to embroider and heat press logos onto fabric.

Day three included a t-shirt exchange with the public for their skills. The programme has ended but a number of young people that took part are now involved in hosting sessions in our Autumn programme 2019.

WE MAKE OUR CITY

A day of practical sessions & inspiring talks celebrating the opening of The Warehouse

Stimulation | 01/19 Start date | Active | Replicated

About
A chance to participate, get involved and share ideas in the Borough's new makerspace.

Project Story
The Warehouse is London's biggest makerspace and the We Make Our City Festival utilises the areas, equipment and opportunities available. Curated by residents as an opportunity to explore new ideas and concepts such as circular economy, hydroponics and slow fashion whilst learning to use the different tools available in the Warehouse.

There were over 70 scheduled activities ranging from growing, planting, cooking, making, fabric, wellness and more. There are some sessions which are help by experts as stimulation for future project ideas, the festival had a strong emphasis on sustainability with residents eager to explore themes such as upcycling, repairing, biomaterials, slow fashion and other topics of interest that arose throughout the summer.

The festival is also a great opportunity for those outside of the borough to explore The Warehouse and experience the amazing hands on activities the residents of Barking and Dagenham have to offer.

Catchment Area	Number of Sessions	Number of Hosts	Number of attendances	Hours of Events	Hours spent with neighbours	Average number of hours (rounded)
Thames Road	64	51	450	8	187	8.5

WE MAKE OUR CITY FESTIVAL

FRIDAY 15 & SATURDAY 16 MARCH 2019

Join us for a special launch supper on Friday and A full day of amazing activities on Saturday at the new Warehouse!

The We Make Our City Festival is an exciting Saturday full of creativity and energy. We will be making lots of things and sharing the stories of people doing amazing neighbourhood projects in Barking and Dagenham and from further afield!

You'll get the chance to see what The Warehouse is all about throughout the day. You will be able to visit the different spaces and meet other local people involved. You will also get to hear inspiring talks and best of all get the chance to try some hands-on making activities, meeting the different machines and talking about ideas that you have.

There will be a cafe running between 12 - 3pm where you will get the chance to taste food from local residents interested in working together (perhaps with you!) to start a new catering collective. There will be several food demos and collective food making. If you are thinking about signing up for one of the food collaborative business programmes — you will be able to talk to residents who came together to start test trading under the new Pantry brand.

The vast majority of sessions are hosted by local residents of Barking and Dagenham, a borough full of the most amazing talents!

CELEBRATION POTLUCK SUPPER 15 MARCH 6PM - 8PM

Come along to this potluck supper to celebrate the opening of The Warehouse. Meet some new people, swap ideas and experiences with other people living and working in Barking and Dagenham.

This is an open invitation and everyone is welcome. Please bring some food e.g your favourite dish, a salad or vegetables, some bread or drinks or a pudding.

Please sign up to let us know you will be attending: www.weareeveryone.org

MAKING TOMORROW TODAY

Fantastic short talks about making tomorrow today.

Talks include inspiration from Judy Ling Wong about the London National Park City, Tom Tobia about Makerversity and the role of citizens, And much more!

You'll also be able to find out more about the Every One Every Day initiative with the team

Come and listen and be inspired!

MAKING FOOD & FRIENDS

Making, tasting and sharing food all day long!

There will be a resident-run cafe running where you will get the chance to taste food from local residents interested in working together (perhaps with you!) to start a new catering collective. There will be several food demos and collective food making of jam and cakes.

Learn how to make your own mix of pesto, bread, tomato sauce, how to use curry paste and design your own chocolate bar!

MOVERS & MAKERS

Hands-on making activities with different materials & equipment.

Hands-on making activities with different materials & equipment:

Try out block printing, fabric dying, mould making, knitting, 3D printing, paper pulping … making with clay, fabrics, wood, resins and paints. Join the 'meet the machines' sessions.

Bring clothes along that you want to exchange or repair for the Share & Mend, bring along anything that needs fixing for the Repair Cafe. Find out new ways to recycle plastic in the Plastic Kitchen session.

MAKING PROJECTS IN NEIGHBOURHOODS

Come and find out easy ways to get started on a new project.

There are several workshops including: How to start a tool sharing project with Library of Things, How to create a food box scheme with Growing Communities and how to create a bike project with Trailnet.

You will also be able to find out how to start an Every One Every Day project.

MAKING COLLABORATIVE BUSINESSES

Find out about collaborative business programmes.

If you are person with tonnes of ideas for creating a new business and need the support and collaboration of others, then come along and find out about how you can join a programme. This spring these include food, baked goods, collective catering, shared shop and clothing.

There will be a short talk with participants, on learning so far, working with this approach.

MINI MAKERS

Calling all children and young people who love to make!

There is an awesome list of mini makers who will be sharing their skills including, dancing, all things cars and trains and making bath bombs.

There are several tinkering sessions including create wriggling robots out of recycled materials with a special vibrating 'Fizzbit' and how to build your own Saw and Screw Superheros cardboard carving. There is a Play Street running all day outside too!

MAKING OUTDOORS

Kickstarting The Warehouse urban garden!

The car park behind the Warehouse will become an area for growing and planting.

During the festival there will be opportunities to plant seeds and fruit trees, get better acquainted with real live chickens at Chicken School and have an introduction to beekeeping at Bee School.

Bring along some of your own seeds for the Seed Exchange!

MAKING WELLNESS

Fantastic short talks about making tomorrow today.

There are so many people wanting to get active. Join the fun on the Saturday with some Street Tag around The Warehouse, a Good Gym run and activity, some Street Ball and walk the potential new Nature Trail in Thames.

There will be sessions too on Reiki, Fitness Dance and Yoga.

We will be joined throughout the day by young people from the Youth Zone and Tri&Goals.

It is no exaggeration to say it is work like this which can save the world. If we are going to learn how to live in the face of climate change, tackle the vast inequalities that divide us, come together across differences of race, history and religion, it will be through experiences like this. It won't be through protests and it won't be through textbooks – vital though both those can be – it will be through lived experiences of doing the everyday differently.

It is not best seen as an alternative to conventional ways of changing the world. It should, instead, be understood as the beginning of a new strategy to do just that. When we see it that way, we should realise it is one of the biggest sources of hope in a profoundly dark time.

Marc Stears, Sydney Policy Lab

The Council is a staunch advocate of the Participatory City Foundation and of the Every One Every Day programme. This is because people are at the heart of our mission: people's relationship with themselves – their sense of identity, worth, power and agency; their relationship with one another; with wider civil society; with the economy; and with the state. Central to our approach has been a belief, or rather an instinct, that presumes there is a personal and public good in fellowship, that relationships can be established and nourished in every day practical participation and that through those interactions great things are catalysed.

Chris Naylor, Chief Executive, London Borough of Barking and Dagenham

Every One Every Day is well on its way to showing that a systems-level approach to participation not only helps the residents of Barking and Dagenham plant gardens and build play spaces, but also forges new friendships and fosters trust among neighbours. Perhaps most excitingly, the initiative will show how this work scales across a community and, we hope, can transfer to other cities across the globe.

Andrea Coleman, Bloomberg Philanthropies

Positive systemic change at the necessary depth and speed is not something that can be imposed from elsewhere, or for that matter, that governments or the private sector can accomplish by themselves. It requires community-wide mobilisation. By connecting people and ideas where they live and work with a sense that we can and must do better, Participatory City and its partners are creating the conditions for an enduring and hopeful societal transformation.

Stephen Huddart, Chief Executive, McConnell Foundation

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