



Courtesy: Catherine Greig, Founder & Director, Make:Good

Working with Local Communities

05/11/2020

- **Working with the local community is fundamental to embedding successful change in a local area.** We need to build and ‘bake in’ community co-design throughout the process to shift the power structure, with the community as a decision maker - shaping the design brief and resulting development at each stage.
- **Start with the children as they connect other groups and across the generations.** They have great skillsets, creative energy and understand the physicality of spaces. If design works for them it will usually work for everyone else.
- **Engagement and co-design does not operate in a vacuum, it is helped or hindered by the wider relationships, partners and culture across a local area.** Start with this wider conversation and learn the story of a community so far, working with people to shape the next chapter and retaining local identity – retaining what is special and important.
- **Ensure communications and working are joined up with other parts of the local authority or partners and ensure they help build trust.** The resulting change will then benefit communities, local authorities and other partners with better long term place keeping, health and cohesion.
- **Engagement and co-working are an iterative process, with continued conversation, feedback and adjustment of design** – keep the conversation and contact going all the way through and be open with resources and information which the community can freely access.
- **Digital engagement and co-working can provide great opportunities to connect with communities – draw from familiar platforms** (think Minecraft, Roblox, Streetview, Pinterest and Instagram). However NOTHING is a substitute for in person methods, and these should work alongside digital. In person and digital are not the only two ways to connect with the community. There is value in telephone calls to build relationships and have a natter, and postal methods can also work well.
- **Whatever methods you use, think carefully about what you are trying to achieve and ensure it will work in practice** – try it with your child...and your Mum!



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Links from the session

Hackney Child Friendly Place SPD <https://growingupinhackney.commonplace.is/>

Youth engagement toolkit <https://voiceopportunitypower.com/>

Virtual Exhibition – Hadley Property Group <https://explore.blackwallyard.co.uk/locations/blackwallyard>

Speakers:

Attendees: 53

Catherine Greig, Founder & Director, Make:Good

Andrea Jung, Development and Design Manager & Public Practice Associate, LB Newham

Arman Nouri, Regeneration Engagement Manager & Public Practice Associate, LB Enfield

Sophia de Sousa, Chief Executive, The Glass-House Community Led Design

Dinah Bornat, Director, ZCD Architects & Engagement during the pandemic

Matt Griffiths-Rimmer, Director of Communications and Partnerships, Hadley Property Group