

Community Conversations

Evaluation Report 2022













Introduction

Project background

The Community Conversations Project aims to bring local residents together. Two specific wards were selected from each of the five constituencies (Bradford South, Bradford East, Bradford West, Shipley and Keighley). The project was designed to address concerns and/or where there was minimal positive interaction with those who are considered 'not like us'. A consultation ahead of the project design found that there is a climate of mistrust and fear between certain communities. There is also a danger of a 'single story'. This creates no shared responsibility. In order to build trust, communities wanted help to:

- Build rational understanding: knowledge
- 2. Increase emotional empathy: stories and humanising people
- 3. Delink negative experiences to ethnicity

The Community Conversations project aimed to increase understanding, respect and tolerance between different ethnic and cultural groups, by providing opportunities for people to learn from and about each other. Through these conversations they would have opportunities to engage in shared actions to improve life in their area.



Aims and Outcomes

The primary objectives of the project were:

- To test the openness to change of attitudes and prejudice through the Community Readiness evaluation tool;
- To engage the residents together in a series of constructive encounters and events. Half of these events would utilise the Community Readiness Model (CRM) approach and the other half would apply the Asset Based Community Development (ABCD) approach (see definitions below).

The project aimed to achieve the following outcomes:

- Increased confidence to mix with others;
- Enhanced social and cultural awareness;
- Increased sense of belonging (local area and district);
- Increased willingness to participate more in community life;
- Diverse groups working together to resolve shared issues.

The project sought to:

- Bring people together within the local areas by providing opportunities for positive, constructive, and personal encounters and interaction between people who live near each other and have different outlooks, cultures, attitudes, and beliefs;
- Facilitate open and honest conversations about issues of concern to people in communities and about some of the challenges of living together in the district;
- Support opportunities for people to make a positive difference in their communities.



Methodological Approaches

Community Readiness Model (CRM)

The Community Readiness model was developed by the Tri-Ethnic Centre for Prevention Research at Colorado State University and has been trialled and tested by the University of Bradford. Community Readiness provides a method for determining how prepared communities are for engaging in interventions. This then provides information to inform the types of projects that are more likely to be successful in any given area. Community readiness is an evidence-based methodology that gauges the degree to which a community is ready to take action on an issue across six dimensions: community efforts, community knowledge of the efforts, leadership, community climate, community knowledge about the issue and resources relating to the issue. To achieve a rating 6-7 people are interviewed who know the communities or area well. This produces a community readiness rating from a scale of 1 (no awareness) to 9 (high level of community ownership), which then can be used to inform the design of the intervention.

Asset Based Community Development (ABCD)

ABCD is an approach to sustainable community-driven development based on strengths and potentials. It involves assessing the resources, skills, and experience available in a community, and its organisations; engaging the community around issues that move its members into action; and then determining and taking appropriate action. This method uses the community's own assets and resources as the basis for development, with support from specialists when needed, for example artists, chefs, musicians. It empowers the people of the community by encouraging them to utilise what they already possess.

Structure and approach

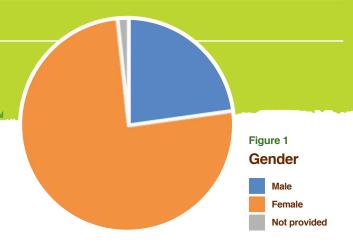
This report begins with a process evaluation of the Community Conversations project, in order to understand whether the project's activities have been implemented and have resulted in the intended outputs. This is followed by an outcomes evaluation, which looks at the project's outcomes and assesses the extent to which these were achieved.

SECTION 2

Process Evaluation

Who did the project engage?

Of the 237 participants who provided data, 179 were female, 54 were male and 4 did not provide an answer (see Figure 1). Of the participants who supplied data on their ethnic background, 63% (85 participants) identified as White British (see Figure 2). Most participants originated from the UK but participants also came from eighteen other countries, highlighting Bradford's diversity (see Figure 3). Participants were recruited from a



variety of religious backgrounds (see Figure 4). 42% of participants who responded to the question identified as Christian, 14% as Muslim, 1% as Hindu, 40% as having no religion and 3% as identifying as another religion.

Figure 2 Ethnicity

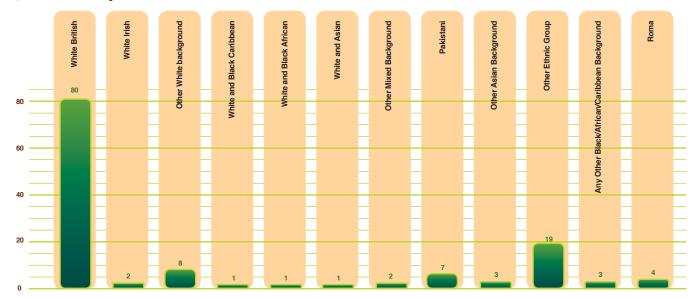
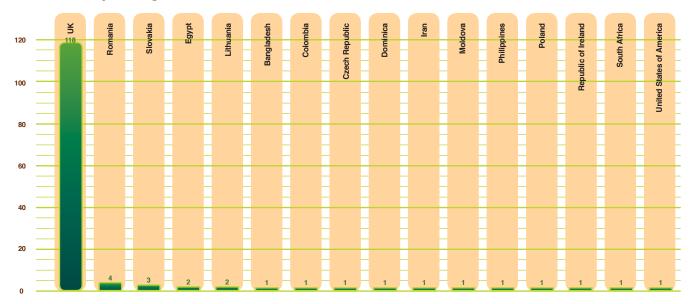
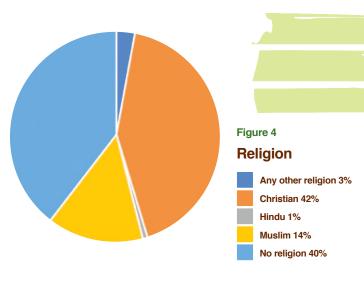


Figure 3 Country of Origin







Did the project achieve its intended outputs?

Indic	Achieved	
15	trained Community Readiness facilitators from across the district	14
30	key respondents interviewed using CRM to assess community readiness (6 per constituency)	31
10	co-designed workshops in wards where CRM will be conducted; Minimum of 1 shared community engagement event per ward (5 CRM and 5 ABCD)	10
150	approx. residents engaged in activities	262

Some of the data categories included high numbers of participants who preferred not to answer or had not entered an answer for a specific question. The charts demonstrate the diversity of participants, drawn from the information available (approximately half of the participants did not provide fully completed forms - see the outcomes evaluation for reasons for this low completion rate).

What did the projects achieve?

Area	Model: ABCD or CRM (+score)	Outcomes	Which outcomes were met?	Legacy
Great Horton (Bfd South)	ABCD	The Youth Association who were running the food bank saw an increase in the number of people feeling proud to live in Great Horton and also felt safer. Residents said they had mixed more with people from different backgrounds and their relationship with people from different backgrounds had improved. Similarly, the parent and toddler group started by the Community Conversations lead, in response to feedback from residents, saw an increase in how comfortable people felt talking to people from different backgrounds, in feelings of belonging to the area. Residents also felt that people respected differences. The various agencies that came together during lockdown have formed a steering group which is committed to continue after the project has finished.	 Increased confidence to mix with others Increased sense of belonging Increased willingness to participate in community life Diverse groups working together to resolve shared issues 	Yes. By working with other partners such as the Yorkshire Wildlife Trust, The Youth Association and also the Red Letter project, the Thursday morning group has been sustained and will be sustainable into the future. The Red Letter Project had also kindly agreed to take over the administration of the steering group until it becomes more self-sufficient.



Model: ABCD or CRM (+score)

Outcomes

Which outcomes were met?

Legacy

Clayton (Bfd West) ABCD

Slight improvements in all criteria for Parent and Toddler group. A stronger improvement in the criteria amongst the young people's group, particularly 'how important it is to have the opportunity to mix with people from different backgrounds', and 'respect differences between people'.

- People are respectful of the differences between other people
- This is a place where people get on
- People feel comfortable talking to people from different backgrounds
- People do pull together to improve the neighbourhood

Yes. The toddler group is successfully up and running and its continuation over the summer period ensures that it can be bedded in. Two local Councillors are invested in this as well as the residents.

The raised beds outside the hub are installed, filled with compost and partially planted. These are easily accessible for local volunteers to help to maintain now and keep the front area looking tidier.

Canterbury (Bfd East)

ABCD

There was a positive shift in attitudes amongst all participants of the sixweek gardening project. Particular improvements were in strongly agreeing that 'the area is one where people get on', that 'it is important to mix with people from different backgrounds', and that 'people do pull together to improve the neighbourhood'

- Increase in number of people who think their area is a place where people get on with each other
- People are respectful of differences
- Increased number of people felt comfortable talking to people from different backgrounds
- Increased sense of belonging to local area

Yes. The participants have started a garden club so that they could continue to look after the garden. The school have reported that carried on with the gardening and even managed to provide some of the families with the vegetables that were grown.

Bingley (Shipley)

ABCD

Due to very small numbers and no attendees returning to the arts based workshops with young people beyond two weeks due to COVID outbreaks, the data is not significant. There was also some dispute as to the validity of the issue.

Data was not significant as the youth workers struggled to recruit participants No

Model:
ABCD or CRM
(+score)

Outcomes

Which outcomes were met?

Legacy

Braithwaite (Keighley)

ABCD

The four-week gardening project was well received and people seemed to get on. The data from baseline and end line questionnaires was inconsistent with the generally really positive feedback from participants, including quotes and involvement and enthusiasm from all the families. However, there were some slight positive changes to importance of the key criteria.

- People tended to agree that people in their neighbourhood got on with each other
- People felt comfortable talking to people from a different background, though this lessened slightly between the baseline and endline questionnaire
- People felt it was important to mix with those from different backgrounds

Yes. The local councillors visited the project and were very impressed with the work that was happening. They were eager for this project to be expanded to other parts of the Braithwaite district to encourage cross-cultural mixing.

Buttershaw (Bfd South)

consensus score was 3 out of 9. which suggests that the community have a vague awareness of the issues. Most feel that there is a local concern, but there is no immediate motivation to do anything about it.

CRM. The

Delays – mainly due to permissions to use the land for the community orchard and raised beds, poor weather, and holidays resulted in a late start to this project.

Door knocking resulted in 44 completed questionnaires, 6 of whom agreed to part of the gardening group. A possible issue around new CEE residents feeling fearful was raised.

Following a group planting activity day with teenagers from the estate in autumn 2021, participants met people they hadn't met previously:

- Participants generally felt people respected differences between residents
- They are more likely to talk to the people they met today, in the future.
- They would like to do something similar again.

An orchard was planted and the possibility of members of the group volunteering at Sandale.

Manningham (Bfd West)

CRM. It was established that the area had an overall score of 3 out of 9, which indicates that the community have a vague awareness of the issues. Most feel that there is a local concern. but there is no immediate motivation to do anything about it.

Due to COVID outbreaks and the weather, several attempts at bringing together the identified groups of residents to events had to be revised, rescheduled and, at the end due to heavy rain, could not run.

As the events could not run, the intended outcomes were not achieved.

No.

Model: ABCD or CRM (+score)

Outcomes

Which outcomes were met?

Legacy

Ravenscliffe (Bfd East)

CRM. the consensus score was 3 out of 9. which broadly represents the community have a vague awareness of the issues. Most feel that there is a local concern, but there is no immediate motivation to do anything about it.

This was a successful project run in partnership with the Gateway Centre, where women from different cultures met to take part in wellness walking, a gardening and a cooking project. There was a significant positive change in all outcomes. For example, when asked if they thought if people in the local area got on well together, the number of people who agreed increased from 3 to 7.

- Increased confidence to mix with others
- Increased levels of social and cultural awareness
- Increased sense of belonging
- Increased willingness to participate in community life
- Increased positive feelings about other people who are different from themselves

Yes. This is a project which the project leads are passionate about continuing. It is really easy to see its immediate impact and could be expanded to a larger group.

"I feel there is scope for the work to continue thereafter. There are some strong leaders in the group and I think they could support the continuation in the future with some support and training provided by us as an organisation. We hope we will be able to access some funding to allow this to happen."

West Royd (Shipley)

CRM. The score for the area was 3. out of a possible 9, which is described as a vague awareness of the issues. Most feel that there is a local concern, but there is no immediate motivation to do anything about it.

The door knocking resulted in 48 completed questionnaires and 6 potential volunteers. Activities planned in partnership with Windhill Community Centre included afternoon teas and information events. There were very small numbers attending these events. The Family Fun Day was well attended.

- People are respectful of the differences between other people
- This is a place where people get on
- People feel comfortable talking to people from different backgrounds

No.

Highfield (Keighley)

CRM. The consensus score was 2 out of 4, described as denial and/ or resistance to the issues. At least some community members recognise that there is a concern, but there is little recognition that it might be occurring locally.

The 5 attendees on the wellness walk all enjoyed the event and 3 said they hadn't met any of the other people before. All said they were more likely to talk to each other again. Unfortunately, the other events, including the family day, were not able to go ahead, due to COVID-19 restrictions and the anxiety of the attendees.

- People felt that they had met new people from different backgrounds
- People felt more able to speak to those who were different to

Yes. If there was further funding it would be a positive step to still hold a Family event in Cliffe Castle Park, and encourage the Men's Shed to run more workshops, possibly being mindful of promoting to all the communities.

Outcomes evaluation

Baseline and endline data

Area

Differences between baseline and endline data on social cohesion measures

Canterbury Bradford East

More people 'definitely agreed' that their areas is a place where people get on well together. And more people answered this question in the end line questionnaire.

At the end of the programme, more people agreed that people are respectful of others differences.

There was an increase in the number of people who felt comfortable talking to people from different backgrounds.

More people said it was 'very' important to mix with people from different backgrounds. Many of which moved from 'fairly' important to 'very' important.

There is a slight rise in feeling 'very' strongly' belong to the local area. But also a rise in 'not strongly' at all.

The majority of people who answered at the end of the project now strongly agree that people in the do pull together to improve the neighbourhood, compared to none at the beginning.

Ravenscliffe Bradford East

There has been a significant change in how the participants view the area in terms of people getting on. Before the engagement activity 3 people tended to disagree that people get on well together, and 3 people agreed. Following the activity 7 people agreed that people get on well.

Similarly, the group felt significantly more comfortable talking to people from different backgrounds. Before the activity 3 people felt very comfortable, compared with 6 people after the activity.

There was a significant increase in the number of people who felt it was very important to mix with people from different backgrounds. From 3 to 6 people.

There was also an increase in how strongly people felt they belong to the local area. Before the activity 3 people felt fairly strongly and 3 people felt not very strongly, however after the activity 1 person felt very strongly and 4 people felt fairly strongly.

There has been a significant improvement in participants agreeing that people in their neighbourhood pull together to improve the neighbourhood.

Before the activity 5 people disagreed and 2 people neither agreed nor disagreed, compared with after the activity when 2 people definitely agreeing, and 2 people agreeing. Just 1 person disagreed.

There has been a slight shift in how people agree and disagree on residents respecting differences between people in the area. 3 people now agree compared to 2 previously.

Buttershaw Bradford South

44 residents filled in a baseline questionnaire. The most mentioned issue was anti-social behaviour by young people, which had 11 responses, the second being litter and fly tipping which had 6 responses. Drug and alcohol misuse, and drug dealing combined had 7 responses. Issues mentioned in 'other' included quad bikes, electric bikes, smashed bottles, abandoned houses. When asked if there were enough services in the community, 9 respondents said too few and 3 said the right amount. All but one respondent suggested more services for young people were needed. Asked if they were willing to volunteer to help with the orchard and garden, 6 people said yes and 2 said maybe.

No endline data.

Great Horton Bradford South

There has been little change in the participants views on how well people in the neighbourhood get on.

There has been a positive shift in how comfortable people feel talking to people from different backgrounds in that 4 people rather than 2 said they were very or fairly comfortable.

Slightly fewer people said it was important to have opportunities to mix with other people.

Slightly more people felt strongly that they belonged to the local area.

There was an improvement in the number of people who agreed that people respect differences, from 1 person to 3.

Differences between baseline and endline data on social cohesion measures

Clayton Bradford West

There was a slight improvement in the scores above with one respondent going from neither to tending to agree that the local area is a place where people get on well together.

There was no change in how comfortable participants felt talking to others from different backgrounds.

There was a slight increase in the number of participants who felt it was important to mix with people from different backgrounds.

There was a slight improvement in how strongly participants felt they belonged to their local area.

2 more people agreed than at the beginning of the project that people in the area pull together to improve the neighbourhood.

Manningham Bradford West

Due to changes to the project's delivery, baseline and endline data was not captured. However, the four participants did answer positively on the extent to which they felt their local area is a place where people get along; on how comfortable they felt talking to and mixing with people from different backgrounds; on whether people in their area pulled together; and on whether people in their area were respectful of differences.

Braithwaite Keighley

The 6 people all concurred at the beginning of the project that they tended to agree that their neighbourhoods was one were people got on. 3 people felt more strongly at the end of the project, 1 less so, and 1 person definitely disagreed.

Similarly, the people who said they were very comfortable and fairly comfortable talking to people from different backgrounds have changed slightly in terms of 2 people changing to fairly comfortable from very comfortable.

There was a small rise in the number of people who said it was very important for them to mix with other people, as opposed to fairly comfortable.

One person changed their view from not feeling very strongly that they belonged to their local area to fairly strongly after the project.

The results from the question are at odds with the comments left. 4 people felt that people pull together at the beginning, compared with 3 at the end. 2 people definitely disagreed at the end.

Highfield Keighley

Due to changes to the project's delivery, baseline and endline data was not captured. However, the participants did answer positively on whether they had enjoyed meeting new people, had spoken to people they would not normally have spoken to, and were more likely to speak to new people in the future.

Bingley Shipley

In the baseline questionnaire, the 6 participants all agreed that people in their area get along together. 2 definitely agree and 4 tend to agree.

3 of the participants said they had a strong feeling of belonging to their area.

5 out of the 6 participants felt confident talking to people from different backgrounds to themselves.

Only 1 person definitely agreed that people in Bingley respect differences between other people. 3 people tended to agree, and 1 said neither agreed nor disagreed.

2 people said it was very important to mix with people from different backgrounds, and 3 said it was ok. 1 person wasn't bothered either way.

There is no endline data.

Westroyd Shipley

The baseline assessment was conducted with 9 individuals, and only 3 of those were present at the first and final afternoon tea. Therefore, looking at the behaviours and attitudes of those 3 participants, we have found that 2 of the 3 are more comfortable talking to people from different backgrounds.

1 person has changed their opinion on how well people get on together quite significantly.

2 people have said they feel more strongly that they belong to the local area.

2 of the 3 people think it is less important for people to mix from different backgrounds and 1 person thought it was more important.





In Bradford East, strengths were identified as people helping each other and amenities, including the schools and the local mosque. The project set up a community garden project in Horton Park Primary School with the aim of increasing residents' confidence to mix with others, social and cultural awareness, willingness to participate in community life and positive feelings towards others who were different to themselves. The project was successful in bringing different people together. One participant stated:

I have really enjoyed this project. You don't need to talk to each other so if your English isn't great it isn't a problem, but you are working together to make the garden. I feel I have got to know new people. I would like to get involved in other projects.

Discussion

This next section discusses in detail whether the project's achieved their intended outcomes (increased confidence to mix with others; enhanced social and cultural awareness; increased sense of belonging (local area and district); increased willingness to participate more in community life; diverse groups working together to resolve shared issues). It outlines areas of success and areas where more progress could have been made as well as the reasons why.

The Community Conversations project was an excellent example of a test and learn approach. Two different models (CRM and ABCD) were applied in each of the 5 participating constituencies and the differences in outcomes evaluated.

With the ABCD approach, the first phase was to map the resources, skills, and experience available in a community and its organisations. Different assets were identified in the different areas in which the project worked, and were used as a basis for engaging the community.

With the CRM approach, the first phase was to assess the community's readiness for change. Almost all the wards, with the exception of Bingley, were in areas of deprivation. Therefore, scores of 2 or 3 on a scale of 1-9 for Community Readiness for change was not a surprise. Perhaps significantly, the issue chosen for working on in Bingley (racism) was less about improving the facilities in a neighbourhood than the issues chosen in the deprived areas (such as improving a play area). Further research

would be needed to see if there was a pattern. Also, to evidence a move up the scale would require going back to re-interview the 6 key respondents in each ward, analyse and score the transcripts. This was not possible due to the pandemic, which affected the timeframe and budget. COVID-19 caused delays/unforeseen issues that affected project delivery and monitoring. The pandemic compromised the project in many ways and so the scores do not reflect what might have been possible in different circumstances and with more time/resources.

The pandemic had a major impact on this project, as the primary aim was to build positive relationships. However, like all the other projects managed under the Bradford for Everyone programme, the project adapted to the circumstances and achieved some of the stated goals, even though often on a scaled down basis. The focus changed from directly involving significant numbers of participants in every ward to training up key community members as Community Readiness facilitators. The hope was that through a process of learning and understanding how to use the different approaches in their communities, they could embed the ways of working over a longer period of time. The full effectiveness of this element of the project will not be known for some time.

Taking the other elements of the project together, given the facilitators were dealing with similar issues relating to restrictions on meeting together, the ABCD model appears to have been better suited to the short-term nature of the time that was available to deliver the project. Many projects reported that they would have liked more time to embed their initiatives, and this short-termism



The project set up a diverse local steering group with the aim of enabling members of the community to have a voice and degree of control over decisions that affect their neighbourhood. Residents were encouraged to talk at food bank and door knock session, and some key issues were raised and addressed.



is part of wider issue with funding streams available for this type of work. Because the CRM involved a lengthy process of identifying what issues a neighbourhood wished to address, which were further exacerbated by COVID-19, the delivery partners had less time to actually plan and deliver the engagement activities. Given more time there may have been more opportunities to work on alternative plans. This said, some of the projects using the CRM model were able to deliver effectively in a short time, which perhaps suggests that those projects that saw less success with this model took a more abstract approach to its implementation that didn't work effectively in practice.

Also, CRM is often successfully utilised where there is a specific problem that needs addressing such as a health issue affecting one section of the population. With the complex interwoven issues involved in building social cohesion, the ABCD approach was more successful as it worked with already trusted community partners and existing social infrastructures, such as community buildings and parks. However, this could also indicate that some of the providers struggled to understand how to implement the CRM model and that it may have been more effective had the providers had a better understanding of the method.

The enthusiasm for the project by those involved in making it happen was clearly evident through the quality of the conversations recorded and the number of doors knocked on to encourage interest. However, the prescribed monitoring was often difficult for participants to understand as many did not have English as a first language, or at all, and were relying on interpreters. Others had low levels of literacy and they needed clarification. Following discussions with the internal evaluator, many questions were altered and subsequently worked more successfully. Working with established local organisations was very important in delivering the engagement work, for example Horton Park Primary School, the Gateway Centre and Windhill

Community Centre. Where there was no obvious community partner, or many different ones, the project required more time to be effective.

Gender imbalances

The vast majority of the 250 people worked with were female. The facilitators specifically tried to encourage men to come to the Men's Shed in Keighley and three men who eventually agreed to come. However, all felt unable to continue. Because those who came forward to participate in the community conversations were overwhelmingly female, this skewed the types of projects that were developed. The reasons for this gender imbalance require further research. The facilitation team included both males and females.

Building relationships

Some examples of the importance of projects designed to build relationships across difference at the neighbourhood level, included:

- having people to act as bridges between the local community and the council
- recognising that many people do not feel safe to report hate crimes and there is a role for local community leaders to encourage reporting and raise concerns more widely
- supporting statutory and other services to become more diverse by encouraging local communities to consider joining them, such as the police
- communicating the work done by community wardens and others involved in addressing litter and fly-tipping issues
- building ongoing opportunities to come together through cooking, childcare, walks and other shared activities

Keeping history alive

Some of the stories shared through the conversations were important for keeping alive elements of the history of local communities. For instance, one person shared a story of the racism her family had suffered in previous generations:

My mum and dad came from Pakistan back in the early '70s and I remember my mum putting towels in the letterbox and stuff like that at night, it was just a routine every night because we'd always get stuff put through the letterbox. You never kind of clicked onto that until you've kind of grown up and you've kind of reflected on that. When you're kind of doing it and going through it it's just normal, it's just part of life until somebody tells you it's not normal.

So I think these are some of the kinds of conversations and reflections that some communities need to have.

Hope in the future

Community Conversations was particularly successful in assisting people to build visions for the future. For instance, one person talked about preparing the next generation:

I am getting old and when I'm retiring, retired, I want to prepare young people. I've recently taken on about four young ladies and about four young men, training them to become the future leaders.

Another person expressed their optimism about positive behaviour changes in the area:

I have been doing the litter picking in the playground and now I see the parents coming with bags and taking their rubbish with them.



Regarding an initiative focused on toddlers play space, one person said:

The toddler group is successfully up and running and its continuation over the summer period ensures that it can be bedded in. Two local Councillors are invested in this as well as the residents.

A school reported that following a small amount of support to start a community garden:

Our parents did carry on with the garden and have managed to provide some of our families the veg they've grown too. They're also wanting to continue next year too.

A local community centre commented that at the start of a cooking initiative:

The participants in the group were very shy. But after the second session, relationships started building, they became really good friends and opened up about their struggles (lack of meals).

Key learnings



- The project was very innovative in its application of two different methodological approaches to the participating wards. Overall, it seems that the ABCD approach worked better within the budget and timeframe and with the added complexities posed by the pandemic. The CRM model worked well in three out of the five wards it was conducted in; however, to evidence a move up the scale would require going back to re-interview, analyse and score. As the CRM involves a lengthy process this needs to be effectively planned into the project design phase within realistic timeframes. The pandemic hindered the process as well as being able to fully grasp what the methodology entailed and implement in a short time.
- Partnerships with local organisations proved to be highly valuable for ensuring the effectiveness of the community engagement methods and for supporting better outcomes.

 The areas that had no obvious lead community partner needed more time to be as effective.
- The monitoring approaches were not initially as effective as was hoped due to low levels of literacy amongst some participants and the need for translators. However, once the questions were revisited and adapted, they worked better.



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