

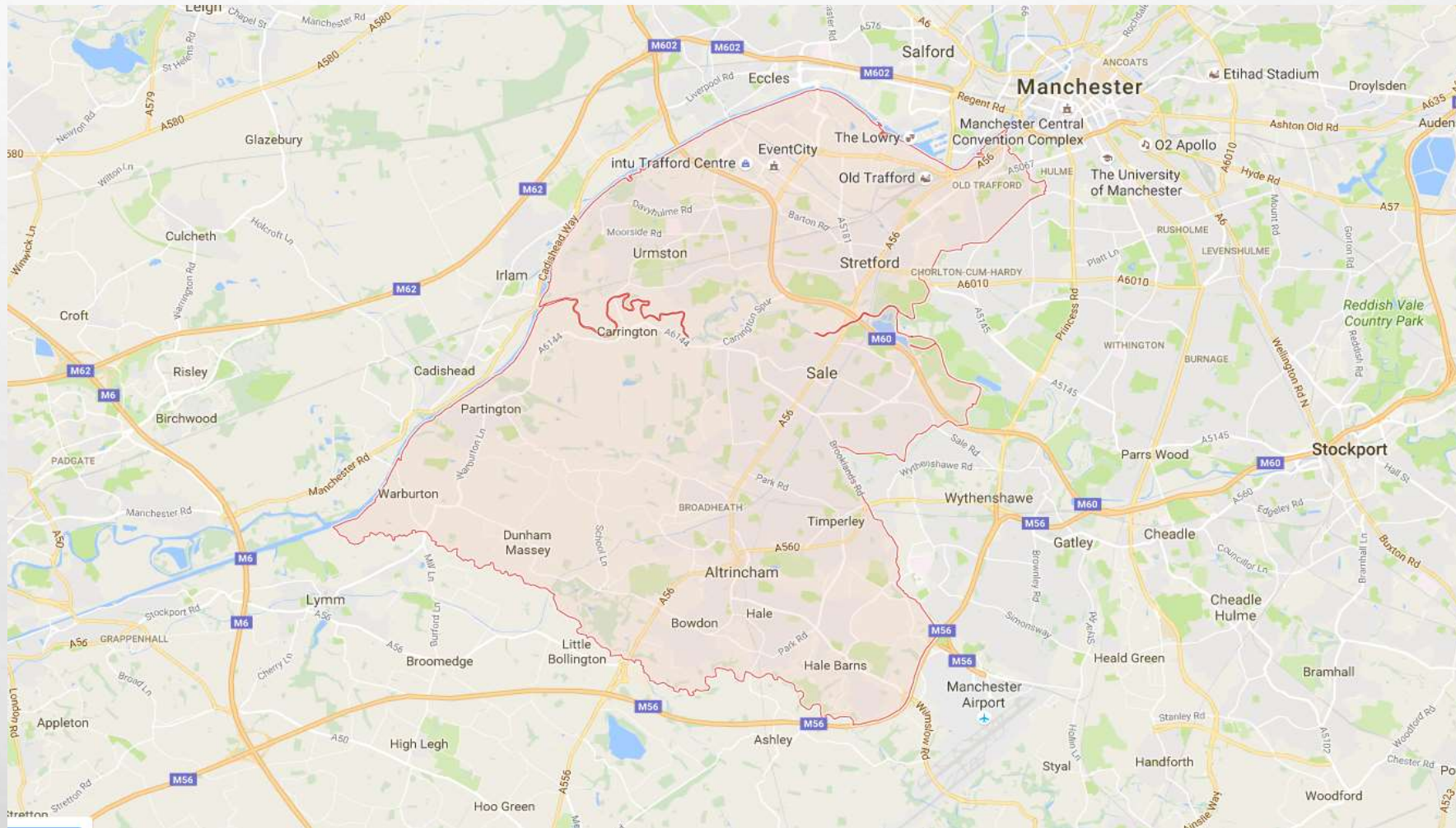
COMMUNITY PROBLEMS, COMMUNITY SOLUTIONS: HOW TO SOLVE A PROBLEM LIKE POVERTY?



EVE BLEZARD

TRAFFORD HOUSING TRUST

TRAFFORD HOUSING TRUST



POVERTY IN CONTEXT



WHY POVERTY?

£1 in every **£5** spent on
public services is linked to poverty

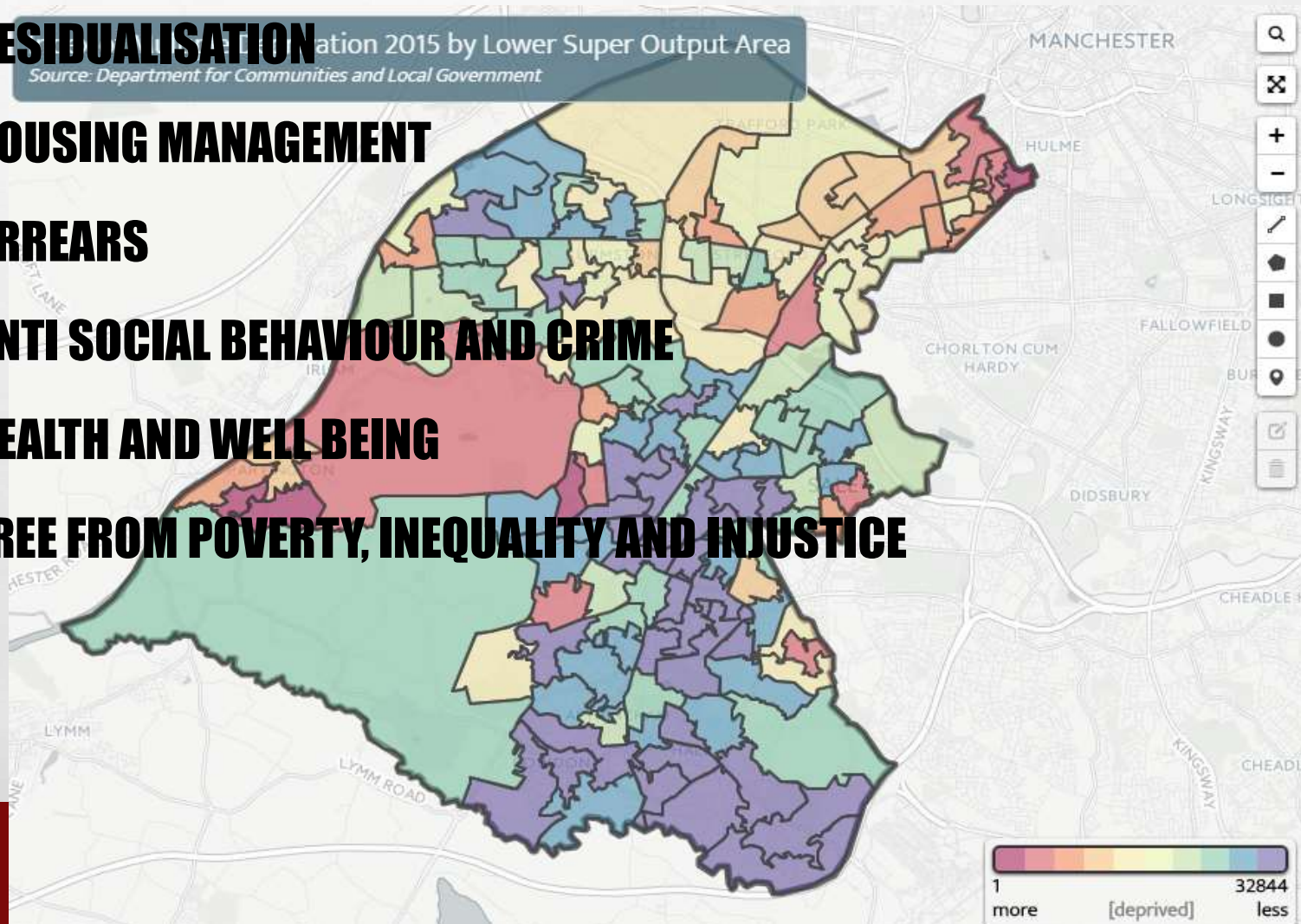


A total of **£69 billion** every year



POVERTY IN TRAFFORD

- **RESIDUALISATION**
- **HOUSING MANAGEMENT**
- **ARREARS**
- **ANTI SOCIAL BEHAVIOUR AND CRIME**
- **HEALTH AND WELL BEING**
- **FREE FROM POVERTY, INEQUALITY AND INJUSTICE**



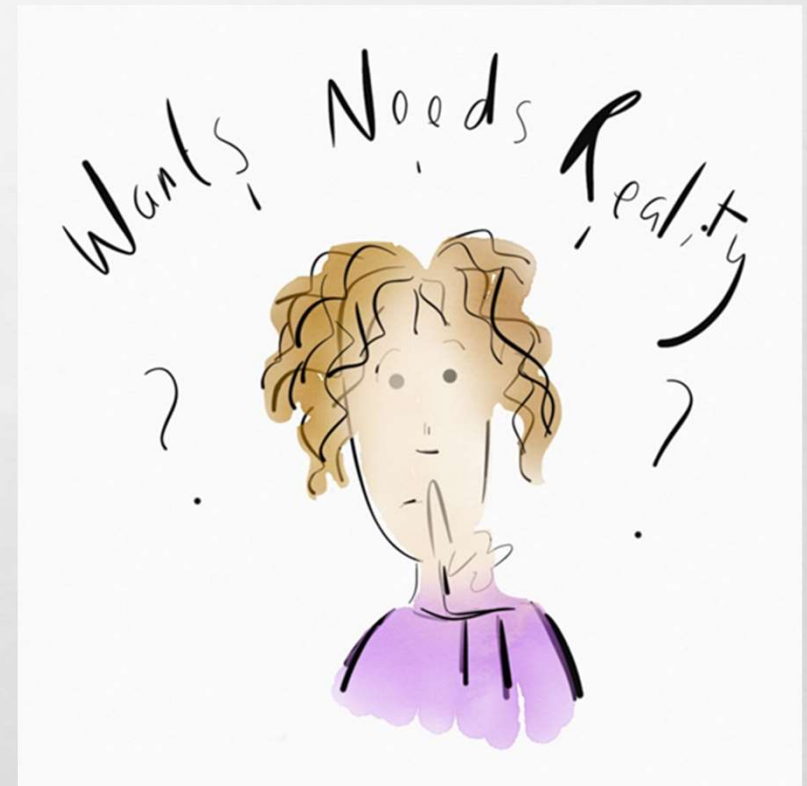
COMMUNITY INVESTMENT

- **COMMUNITY INVESTMENT OF £120K ANNUALLY TO BE DISTRIBUTED THROUGH 5 LOCAL AREA PANELS**
- **£6M OF FUNDING TO TRAFFORD COMMUNITIES**
- **TEN YEARS ON ITS TIME FOR CHANGE**



COMMUNITY PROBLEMS, COMMUNITY SOLUTIONS

- **INDEPENDENT MARKING REVIEW**
- **IMPACT MEASUREMENT**
- **UNDERSTANDING AND RESPONDING TO NEED**
- **PROVISION MAPPING**
- **DIRECTED AND EFFECTIVE INVESTMENT**
- **£2 MILLION ANNUALLY**
- **FOCUS ON POVERTY**



TELLING STORIES WITH DATA

- **A MIXED METHODOLOGY**
- **WIDE RANGE OF STAKEHOLDERS**
- **20 INTERVIEWS**
- **SIX CONSULTATION EVENTS WITH FOCUS GROUPS**
- **SURVEY WITH 600 RESPONDENTS**



KETSO AND THE CUSTOMER VOICE

- **INTERACTIVE ENGAGEMENT TOOL**
- **KETSO MEANS 'ACTION' IN LESOTHO**
- **CAPTURES AND PRESERVES THE COMMUNITY VOICE**
- **COMMUNITY WORDS, COMMUNITY STORIES**



KETSO ANALYSIS

Ketso_Results_Spreadsheet_Day1 [Compatibility Mode] - Excel

FILE HOME INSERT PAGE LAYOUT FORMULAS DATA REVIEW VIEW

Clipboard Font Alignment Number Styles Cells Editing

U217

Details Legend Felts Branches Leaf + Community Funding Stakeholders 1 Charts & Tables: Opens new workbook

Felt	Branch	Leaf Type	Participants' Idea (written on leaf)	Disagreement	Blank Icon	Cluster ID	Cross cutting themes 1	Cross cutting t
Felt One Balz	Area	1 What we already kno	Same amount per area				Equal across areas	
Felt One Balz	Area	1 What we already kno	Five areas				Drawing Boundaries	
Felt One Balz	Area	2 Enablers	Leaf - Press [Enter] to add this leaf				Drawing Boundaries	
Felt One Balz	Area	3 Challenges					Funding levels	
Felt One Balz	Area	4 Future Goals					Drawing Boundaries	
Felt One Balz	Area	4 Future Goals					Drawing Boundaries	
Felt One Balz	Area	4 Future Goals					Drawing Boundaries	
Felt One Balz	Need	1 What we already kno					Strategic Data	
Felt One Balz	Need	1 What we already kno					Current Model	
Felt One Balz	Need	1 What we already kno					Current Model	
Felt One Balz	Need	2 Enablers					Evaluating Impact	
Felt One Balz	Need	2 Enablers					Community Engagement	
Felt One Balz	Need	2 Enablers					Focused Investment	
Felt One Balz	Need	3 Challenges					Understanding Need	
Felt One Balz	Need	3 Challenges					Community Engagement	
Felt One Balz	Need	3 Challenges					The community Voice	
Felt One Balz	Need	3 Challenges					Community Engagement	
Felt One Balz	Need	3 Challenges					Exclusion	
Felt One Balz	Need	3 Challenges					Hidden Need	

Leaf - Press [Enter] to add this leaf

Borough

Felt Two Geography

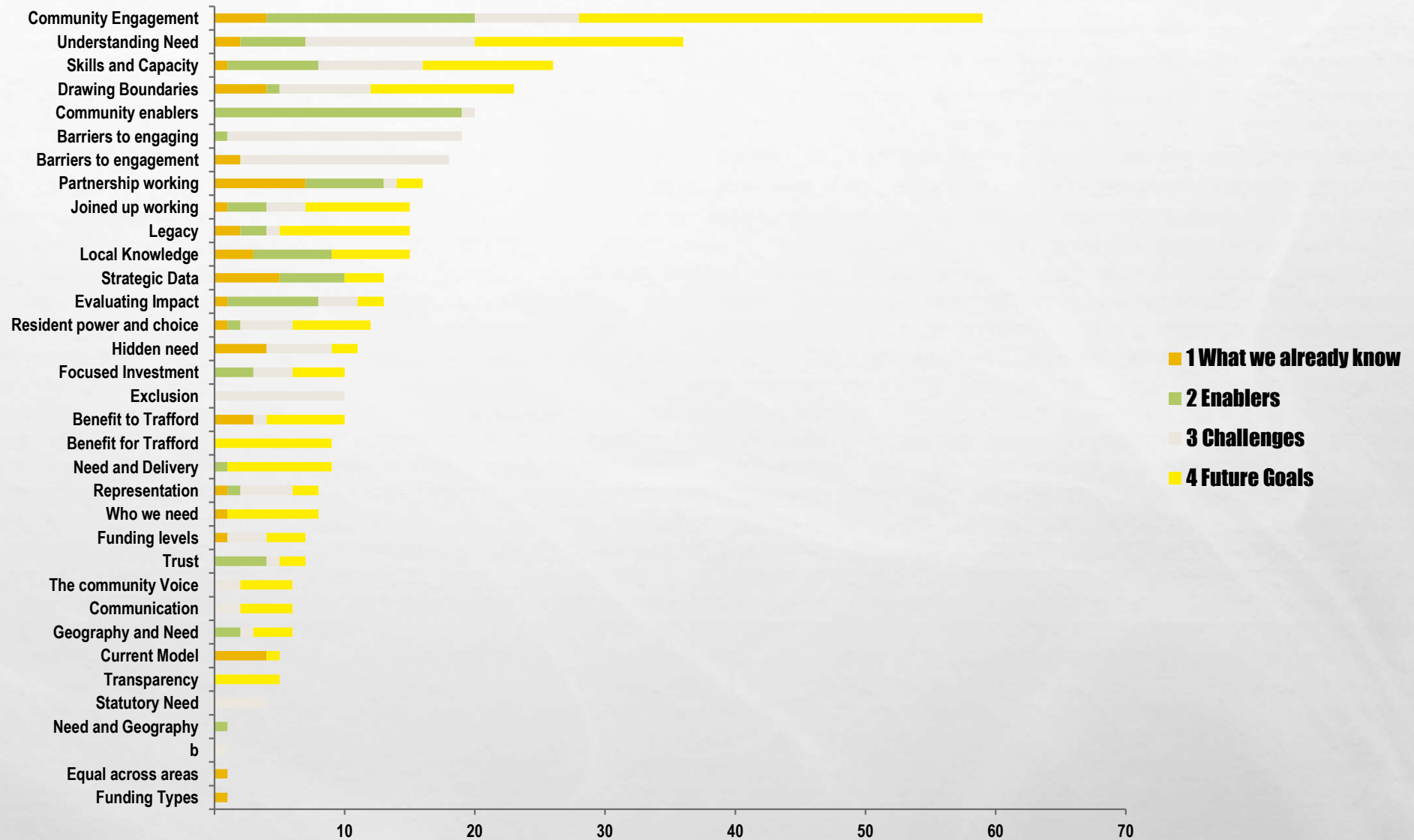
(Green) 2 Enablers

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Press ENTER when finished
Use tab to move between fields

Ketso Sheet2 Sheet3 Sheet1

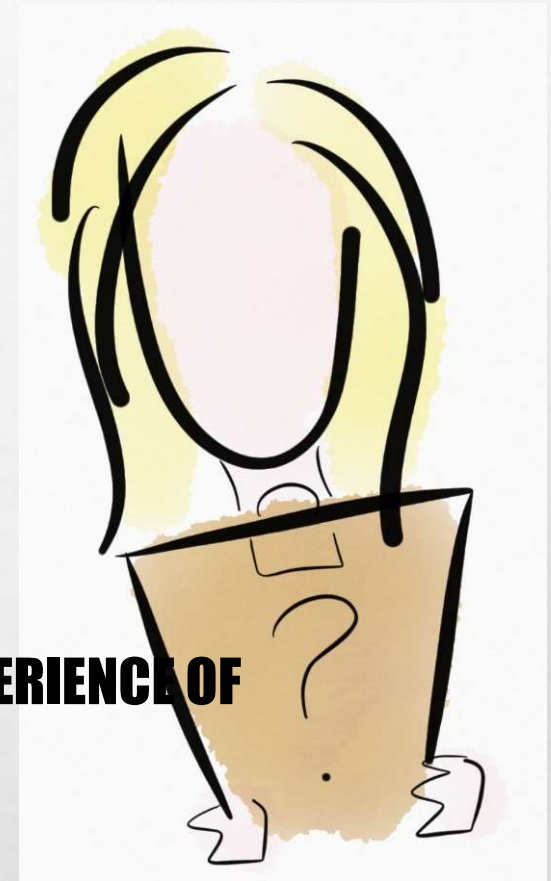
READY

Cross cutting themes



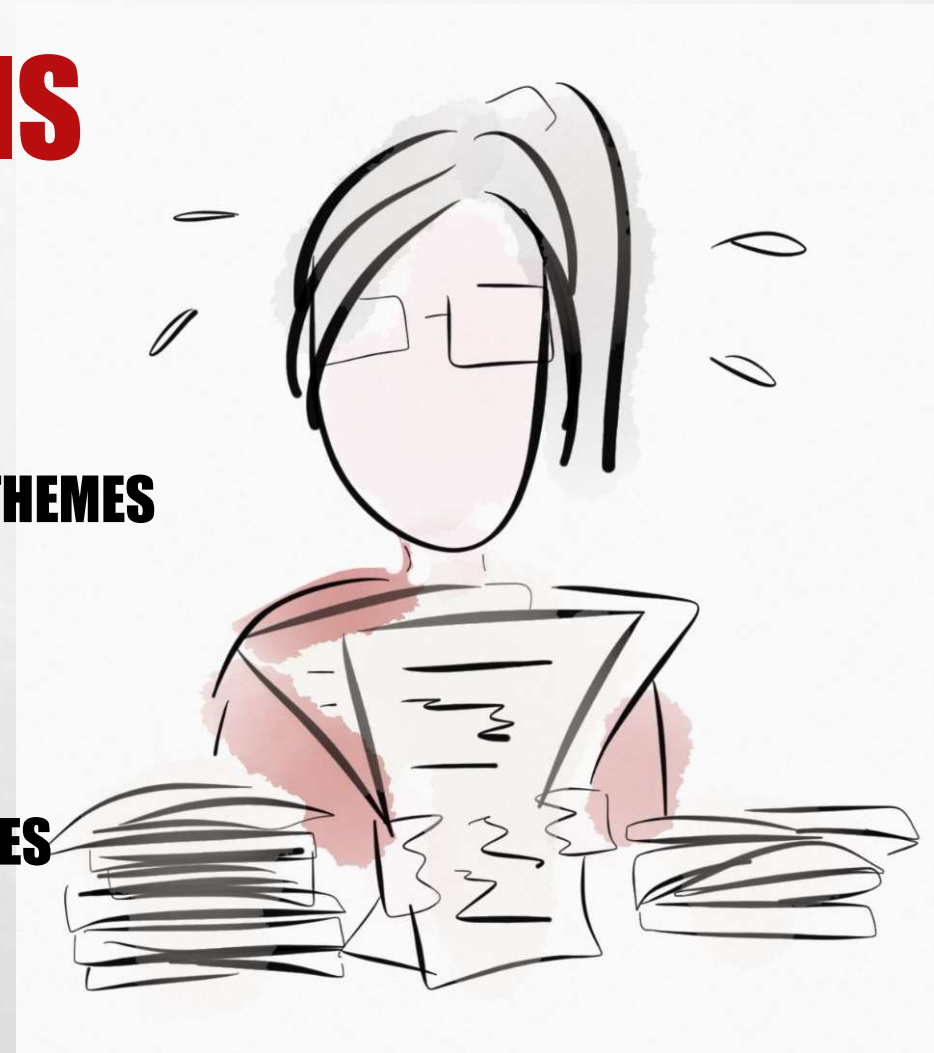
THE SURVEY

- **MIXED MODE 7 QUESTION SURVEY**
- **OVER 600 RESPONDENTS**
- **THOSE WHO LIVE, WORK OR VOLUNTEER IN TRAFFORD**
- **UNDERSTANDING THE COMMUNITY PERCEPTION AND EXPERIENCE OF POVERTY**
- **COST OF LIVING AND EMPLOYMENT OPPORTUNITIES**
- **EFFECTIVE COMMUNITY ENGAGEMENT AND REPRESENTATION**



THEMATIC ANALYSIS

- **THREE STAGE CODING TECHNIQUE**
- **NVIVO SOFTWARE**
- **PRIMARY, SECONDARY AND TERTIARY THEMES**
- **USING QUOTES AND STORIES**
- **COMMUNITY NARRATIVES**
- **TRANSLATING EXPERIENCES INTO VALUES**





SUSTAINABILITY AND IMPACT

- Using a wide range of data to ensure that investment can create long term and in depth benefits across Trafford



COLLABORATIVE WORKING

- Developing strong and positive networks and partnerships to deliver quality investment using best practice to avoid duplication



ACCESSIBILITY AND INCLUSIVITY

- Developing appropriate application processes and communication channels to ensure investment is inclusive and accessible to all sections of the community



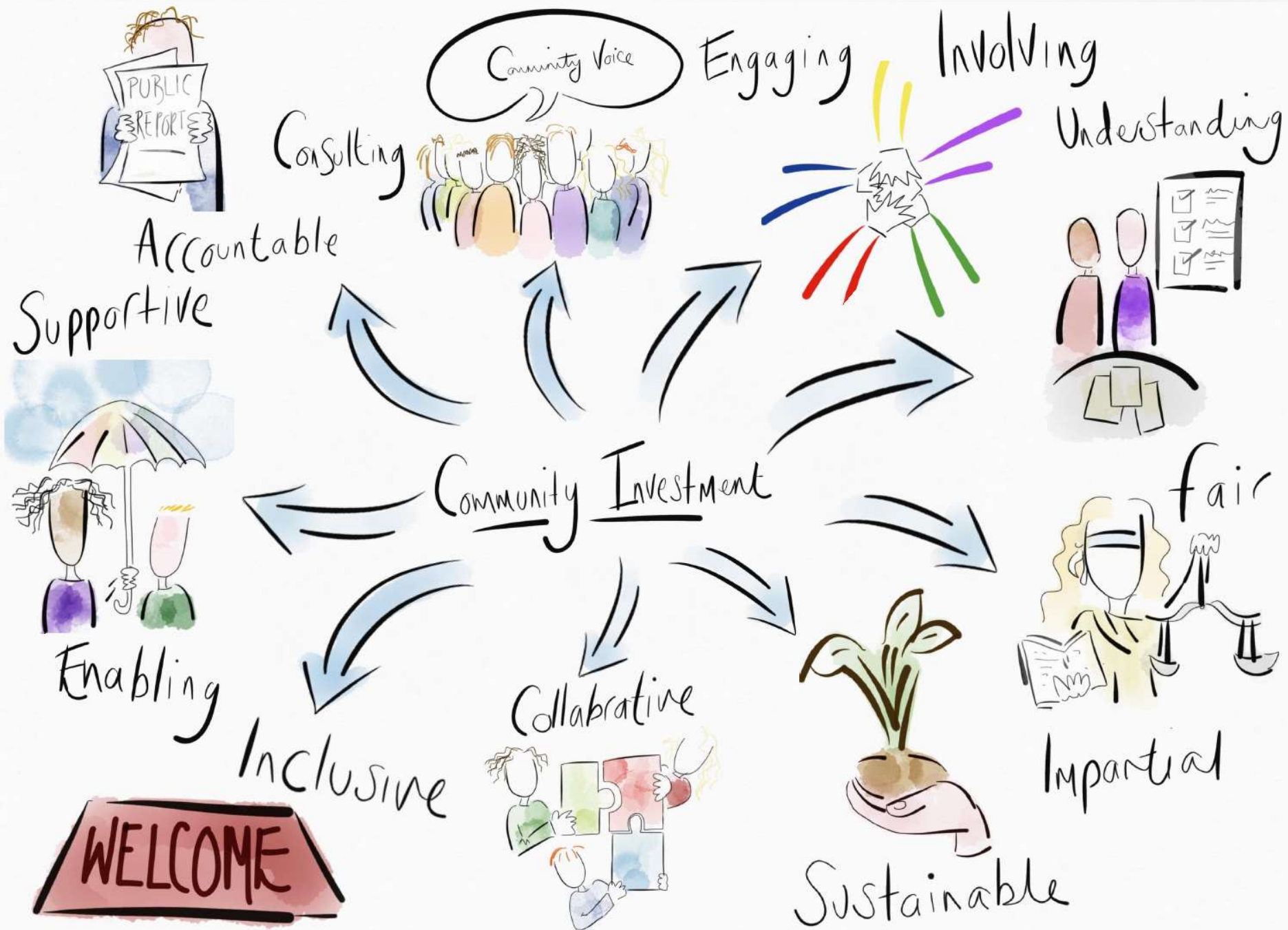
A SUPPORTIVE AND ENABLING APPROACH

- A commitment to deliver high quality capacity building that offers support, advice and guidance to enable the highest level of impact across Trafford

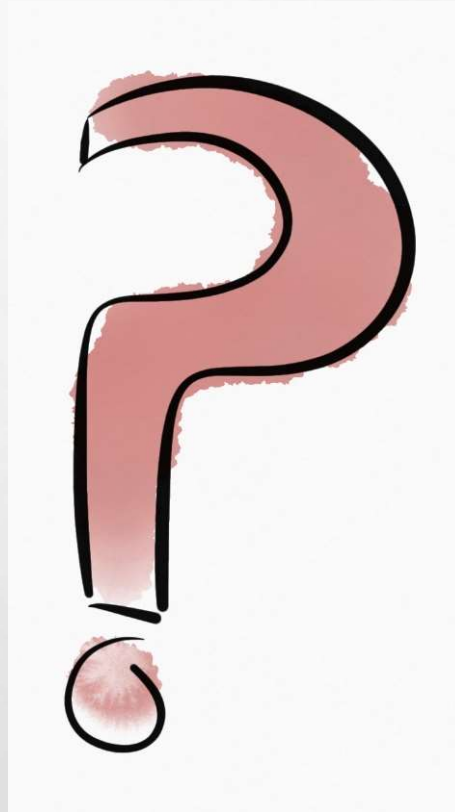


ACCOUNTABILITY

- An open and transparent approach to investment that communicates clearly its aims, priorities and results to all key stakeholders



QUESTIONS



REFERENCES

- **BELFIELD, C., CRIBB, J., HOOD, A., & JOYCE, R. (2015). LIVING STANDARDS, POVERTY AND INEQUALITY IN THE UK: 2015. INSTITUTE FOR FISCAL STUDIES, LONDON.**
- **BRAMLEY, GLEN, ET AL. "COUNTING THE COST OF UK POVERTY." (2016).**
- **BREWER, M., DICKERSON, A., GAMBIN, L., GREEN, A., JOYCE, R., & WILSON, R. (2012). POVERTY AND INEQUALITY IN 2020: IMPACT OF CHANGES IN THE STRUCTURE OF EMPLOYMENT. *LABOUR*, 9, 05.**