



# London Strengthening Neighbourhoods Strategy 2018 Annual Report

Photo by: David Rodenhiser  
Neighbourhood: Old South

# London Strengthening Neighbourhoods Strategy 2017-2020

## Introduction

The London Strengthening Neighbourhood Strategy is a resident driven strategy that invites and encourages resident participation and engagement to help make all of London's neighbourhoods stronger. The focus of London Strengthening Neighbourhoods Strategy 2017-2020 is based on Council's strategic direction to **support neighbourhood driven activities and decision making** and build upon the many other city building initiatives that have taken place over the last five years. The strategies and action steps outlined in LSNS 2017 – 2020 align with the Strategic Plan's strategy to *support neighbourhood driven activities and decision making* to strengthen all of London's neighbourhoods. LSNS is a fundamentally resident-driven strategy, and therefore the work associated with implementation will be shared by residents, neighbourhood associations, the Urban League of London, the City of London, as well as other networks, businesses, and organizations across the community.

The following **core principles** guide this work:

- The heart and essence of every city and community are its neighbourhoods. Strong neighbourhoods are about people and places, and how they work together to make neighbourhoods great places to live, work, and play;
- A strategy for stronger neighbourhoods will impact every neighbourhood and contribute to the quality of life for everyone; London is stronger when ALL its neighbourhoods are stronger;
- Residents will lead the change! They know what is best for their neighbourhoods, and will support what they create;
- The new strategy will build upon LSNS (2010-2015), and the many other city-building initiatives that have taken place over the last 5 years; and,
- Collaborative effort will include many community stakeholders, organizations, businesses, and staff from several City of London service areas.

## Vision

Our London is a City of neighbourhoods.

Our London neighbourhoods will be empowered, sustainable, safe and active communities. We will care for and celebrate each other while encouraging diversity and inclusiveness.

Our neighborhoods will be environmentally and socially responsible and will have available green space, vibrant local economies and accessible amenities of daily life.

## Overarching Strategies

 **Complete:** Initiative is complete (may include initiatives that are complete with ongoing activities)

 **On Target:** in progress - initiative has been started and is advancing well

 **Not Started:** Initiative has not been started

# Good Neighbourhoods Talk

## London Strengthening Neighbourhoods Strategy 2017-2020

Theme	Strategy	Action	Status Update
Engagement in Neighbourhoods	 Increase awareness of resident-identified neighbourhoods	 Target under or non-represented neighbourhoods (including newly built or dormant) with engagement opportunities and support, including communication, events and facilitation.	<p>Increased access to the NeighbourGood London opportunities through hard copy brochure and face to face interactions at Community Centres, Libraries, Neighbourhood Events and pop up events in targeted neighbourhoods.</p> <p>Committee initiated to implement a Monthly Extraordinary Neighbour Program.</p>
		 Use the resident-identified neighbourhood names when corresponding with residents and resident associations.	<p>Updated NeighbourGood London website with resident identified neighbourhoods.</p> <p>Working to align all City of London Service Areas to use single neighbourhood contact list.</p> <p>Work ongoing.</p>
		 Create opportunities to celebrate neighbourhood identities both at the neighbourhood level and city-wide.	<p>The Commemorative Street Process has been identified as a program that can be used to celebrate neighbourhood identity using street signs in neighbourhoods.</p> <p>Initiating a "How To" guide on ways to celebrate the identity of a neighbourhood.</p>
		 Work with the London St. Thomas Association of Realtors to get realtors using resident-identified neighbourhood names.	

Theme	Strategy	Action	Status Update
Engagement in Neighbourhoods		<ul style="list-style-type: none"> <li>● Help "create a myth" for neighbourhoods - based on the historical events in the neighbourhood.</li> </ul>	
	<ul style="list-style-type: none"> <li>● Encourage and support collaboration and information exchange between neighbourhood associations across the City</li> </ul>	<ul style="list-style-type: none"> <li>● Hold regular forum for neighbourhood associations to share information, develop strategies, support ideas, and share contact information (resident-led, independent of city involvement)</li> </ul>	
	<ul style="list-style-type: none"> <li>↑ Support the creation and sustainability of neighbourhood associations</li> </ul>	<ul style="list-style-type: none"> <li>↑ Increase outreach to new neighbourhoods - make it intentional, fun and easy through supporting events such as movie night in the park.</li> </ul>	Created informational poster for new and under-represented neighbourhoods to connect to resources to increase activities in their neighbourhoods.
		<ul style="list-style-type: none"> <li>✓ Provide a resource person to support the creation of neighbourhood associations with facilitation, Terms of Reference, etc.</li> </ul>	<p>Neighbourhood Development and Support Staff have been divided into quintiles to be the staff contact for 5 areas of the city.</p> <p>Promoted Neighbourhood Development and Support Staff contact information on the NeighbourGood London website for groups to access as a resource for creating Neighbourhood Associations.</p>
		<ul style="list-style-type: none"> <li>↑ Identify volunteers within community associations to as as expert advisors for other associations.</li> </ul>	Call out for volunteers has occurred. Population of the Directory will be ongoing. Urban League of London hosting the Directory on their website.

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Communication	<p>↑ Improve and coordinate communication within and amongst neighbourhoods</p>	<p>● Install standardized way-finding maps with neighbourhood-relevant information in high traffic locations in neighbourhoods.</p>	
		<p>● Install resident-managed bulletin boards in neighbourhood "bumping places" which are identified on a publicly accessible online map.</p>	
		<p>● Include neighbourhood specific information on waste collection calendar including community association contacts, where available.</p>	Discussions with Solid Waste Division have taken place.
		<p>✓ Improve neighbourhood maps - interactive with community association contacts where available.</p>	Maps of resident identified neighbourhoods are available on the NeighbourGood London website which allows residents to link with information in their neighbourhoods.
		<p>✓ Continue to improve and promote the NeighbourGood website.</p>	The NGL website allows residents to suggest updates and changes to information they are aware of and associations, BIA's and other assets in neighbourhoods are all available.
Communication	<p>↑ Increase and improve communication between the City of London and residents</p>	<p>↑ Adopt plain language for all City documents and communications.</p>	
		<p>↑ Create opportunities for residents to regularly share information with City Staff and Councillors, at the neighbourhood level with town hall meetings, monthly exchanges of information, etc.</p>	Action group has developed a plan for quintile-based neighbourhood councils. These groups will meet with City Councillors on a quarterly basis to share relevant information concerning their community.

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Communication		 Create opportunities for City Staff and Councillors to share timely information with neighbourhoods & wards in a variety of ways including email, newsletters, community bulletin boards, web apps, mail.	The City is working to increase the accessibility of its data. As the data becomes more accessible, new opportunities for communication will be possible.
		 Explore the development of a web application that residents can subscribe to receive "city" information - zoning application, minor variances, road construction, environment assessments, emergency alerts, waste collection days, etc. that impact their local neighbourhood.	
		 Develop a tool to enhance community feedback and input related to City issues, opportunities, etc.	<p>Service London Portal has been developed where residents can submit information directly to the City.</p> <p>GetInvolved website has been developed so residents can provide feedback and input on City issues and opportunities.</p>
	 Increase and improve communication between the City of London and neighbourhood associations	 Increase the availability of City of London contacts for general and specific issues.	
		 Provide training/support to City Staff and Councillors on how to more effectively engage with neighbourhood associations around community issues.	

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Communication		 City of London, Urban League of London, and neighbourhood associations to hold annual Neighbourhood Conference to share tools, resources, how-to's, and expert advice through a variety of workshops and trade fair-style booths.	Neighbourhood Conference planned for September 2019 in conjunction with celebrating Urban League of London's 50th Anniversary.
		 Explore consistently including of neighbourhood associations in the notification process for items such as zoning applications/variances that impact work being done in the association's geographical area of interest.	
Tools and Resources to Support Neighbourhoods	 Grow the SPARKS! funding program to increase its reach in neighbourhoods across London	 Build the new SPARKS! funding program to increase its reach in neighbourhoods across London.	The Neighbourhood Decision Making Program was rolled out city-wide in 2017 and has completed an evaluation over 2 years for recommendations to be made March 2019. \$250K is allocated annually.
	 Provide financial support to neighbourhood associations	 Develop a funding model with a clear process and guidelines to support new neighbourhood associations, and to continue funding existing associations.	City staff currently exploring options.
		 Identify a funding source.	City staff currently exploring options.
		 Educate neighbourhood leaders about the various external (non-City) funding opportunities.	
	 Support the development of a virtual hub that stores a variety of tools/resources/ideas/etc. that is available for neighbourhoods to access	 Identify a virtual hub/website that could be used to store information that acts as a portal for all tools and resources.	Creation of and continual update to NeighbourGood London website.

Theme	Strategy	Action	Status Update
Tools and Resources to Support Neighbourhoods		 Create a "Welcome Wagon" toolkit which connects new residents to their neighbourhoods.	Personalized bags and process for neighbourhoods to utilize the Welcome Wagon Toolkit program accessible on the NeighbourGood London website.
		 Create user guides for communication tools such as: Mail Chimp, posters, newsletters, and social media.	
		 Develop a directory of contacts; experts or people with experience who volunteer as advisors for neighbourhood associations.	Call out for volunteers has occurred. Population of the Directory will be ongoing. Urban League of London hosting the Directory on their website.
		 Seek input and develop new tools based on neighbourhood associations/resident ideas.	Created feedback option on NeighbourGood London website. Based on input and suggestions, developed various new tools for the NeighbourGood London website. Examples: Business Association Guide.
	 City of London continues to share physical assets such as tents, movie kits, chairs, tables, etc. to support neighbourhood events and activities	 Develop an online booking system to support neighbourhood groups and residents to access the City's physical assets.	Residents currently can book online through the City's website. City Staff are working to improve this process for Summer 2019.
		 Work with neighbourhood groups and residents to identify additional physical assets that would support neighbourhood events.	Based on surveying neighbourhood groups, additional equipment for the Neighbourhood Event Equipment Lending program was identified. Will explore adding this equipment to future inventory.
	 Explore shared assets for neighbourhood associations.	 Explore neighbourhood locations to secure small office or storage space where neighbourhood associations can meet and/or store physical assets.	

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Tools and Resources to Support Neighbourhoods		 Support neighbourhood associations to secure storage space both physical and electronic.	
		 Have neighbourhood associations work together to purchase and share common assets.	Completed survey of neighbourhood groups regarding sharing their assets. Interested groups have been connected to each other to allow for sharing on a casual basis.
	 Decrease barriers (rules, regulations and cost) to holding events	 Increase knowledge and awareness of who to contact in order to hold neighbourhood events.	Addition of "Contact Us" with photos and descriptors of staff support for 5 areas of the City. City Staff continue to work on improving the event booking process.
		 Make it easier to find the person with the answers when contacting the City of London.	Addition of "Contact Us" with photos and descriptors of staff support for 5 areas of the City.
Overarching Strategies	 Develop a plan to broaden engagement with diverse communities	 Develop a fund to support small neighbourhood/community events.	Created the Neighbourhood Small Event Fund for up to \$500 per one time event.
		 Develop resources in other languages that are AODA compliant and cover all other dimensions of diversity.	NeighbourGood London website is now translated by Google Translate in 72 languages and resources have been translated into four languages.

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Overarching Strategies		<p>↑ Partner with community stakeholders to broaden engagement with diverse communities.</p>	<p>NeighbourGood London website and brochure has been translated and brochure has been more widely distributed.</p> <p>Seven cultural events were attended by the Neighbourhood Events Team.</p> <p>A workshop on how to increase diversity within neighbourhood groups has been scheduled.</p> <p>An inclusive neighbourhoods and events document for neighbourhood groups is being developed.</p> <p>Meetings, presentations and information sharing opportunities have taken place or been scheduled with community partners.</p> <p>Work ongoing.</p>
		<p>↑ Align with relevant recommendations from Community, Diversity and Inclusion Strategy.</p>	
		<p>↑ Align with relevant recommendations from the Age Friendly London Strategy.</p>	
		<p>● Develop tools to connect neighbourhood groups with communities of interest.</p>	
		<p>↑ Increase awareness of neighbourhood groups to organizations who are settling people into neighbourhoods and/or represent other communities of interest.</p>	<p>Meetings, presentations and information sharing opportunities have occurred or been scheduled with community partners, specifically organizations with settlement services.</p>

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Overarching Strategies	 Evaluate London Strengthening Neighbourhoods Strategy	 Develop an evaluation plan, including a survey to measure the impact and effectiveness of this plan and all the strategies.	
		 Develop a process for interested neighbourhood associations and residents to meet annually to assess progress, and determine the strategies and action steps for the following year.	Hold annual event in March to showcase progress and discuss upcoming year.
	 Report annually on progress made	 Develop a progress report to keep the community and City Council informed.	Use of Clear Point to track and report annual progress.