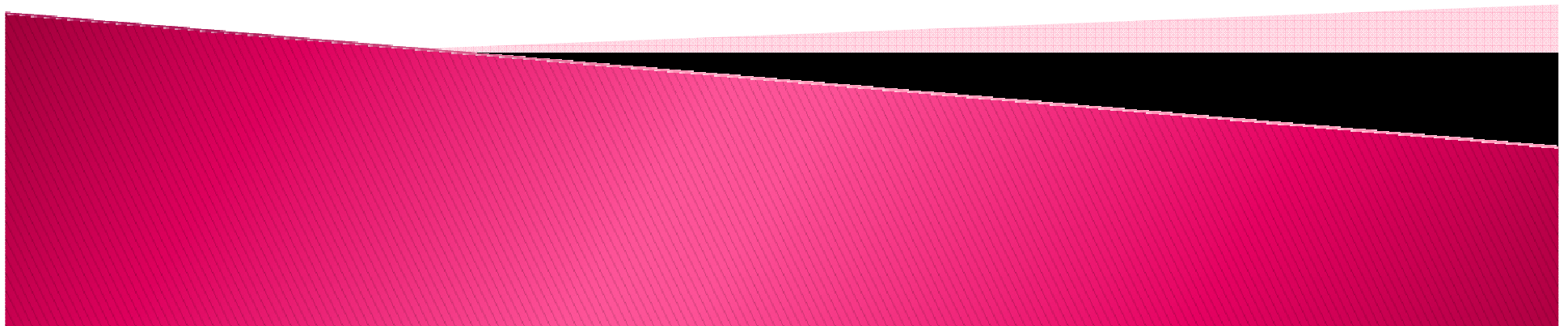


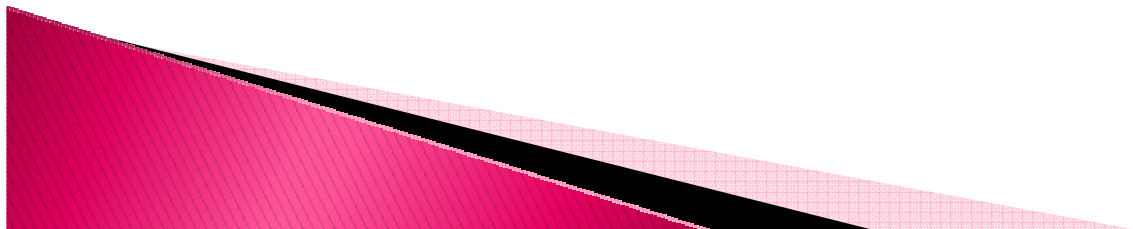
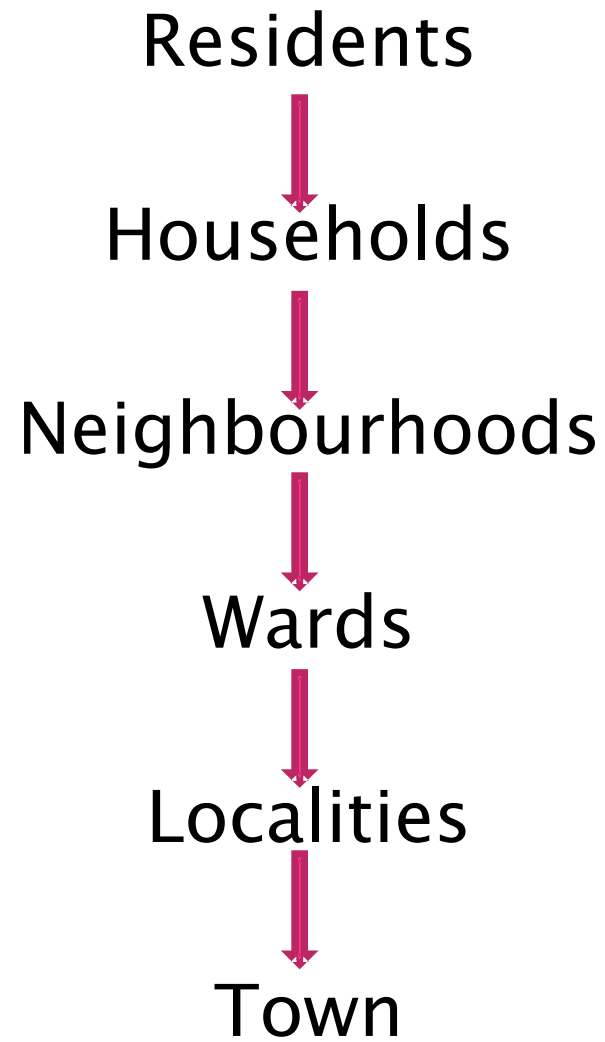


# Strong Active Communities through Neighbourhood Organisers

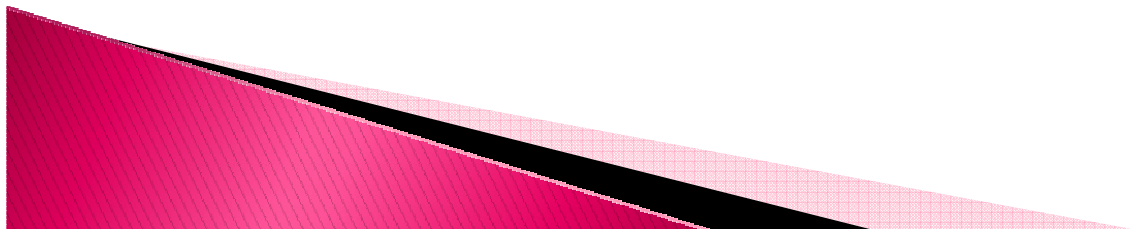
(Piloting the future)



Making the connections..



|                | <b>Neighbourhood</b> | <b>Ward</b> | <b>Localities</b> | <b>Blackpool</b> |
|----------------|----------------------|-------------|-------------------|------------------|
| People         | 1000                 | 7000        | 49000             | 147000           |
| Households     | 400                  | 2800        | 19600             | 58800            |
| Neighbourhoods | 1                    | 7           | 49                | 147              |
| Wards          | 7                    | 1           | 7                 | 21               |
| Localities     | 49                   | 7           | 1                 | 3                |
| Blackpool      | 147                  | 21          | 3                 | 1                |



# Time Line

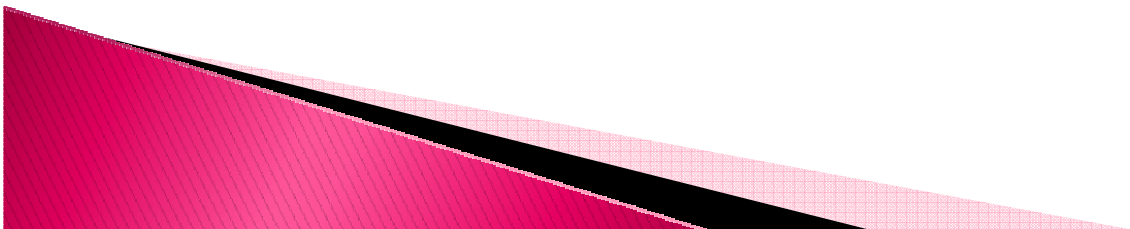
January 2011 – Launch of Neighbourhood Action Programme in three wards:

- ▶ Ingthorpe
- ▶ Brunswick
- ▶ Clifton

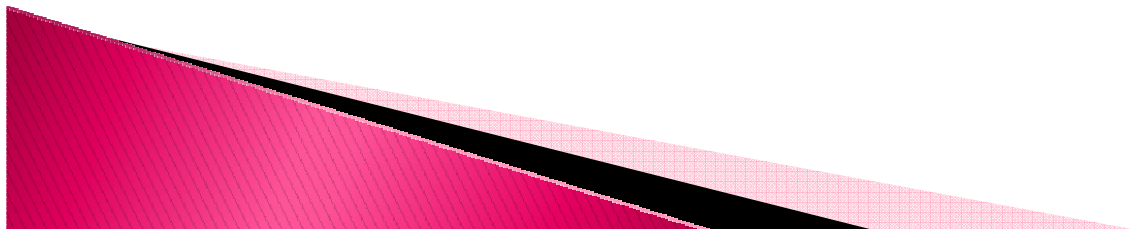
8,500 leaflets distributed through the doors of ‘every’ house in the these wards

½ Page adverts in Blackpool Gazette

3 Road shows in one day across the three wards



- ▶ March – April
- ▶ Recruit and train Neighbourhood Organisers in the three pilot wards
- ▶ 10 young people under 25
- ▶ 6 adults over 25
- ▶ Recruit mentors to support Neighbourhood Organisers



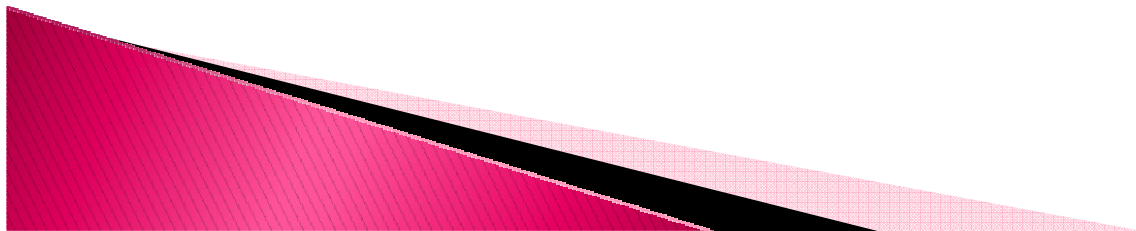
May – June 2011

Evaluate training programme

Design main programme for  
2011/12 and 2012/13 based on evaluation

July 2011 onwards

Main programme running



# Issues and obstacles

- ▶ A whole new approach for Blackpool
- ▶ Idea was politically sensitive
- ▶ Difficulty in choosing the three pilot wards
- ▶ A lot of scepticism among the established community activists
- ▶ A lot of enthusiasm from ordinary people

