

# Let's Talk About The Curve

**A Community Conversation**

**18 August – 7 October**



THE ROYAL BOROUGH OF  
KENSINGTON  
AND CHELSEA

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Overview of Research and Community Engagement Results

# EXECUTIVE SUMMARY



THE ROYAL BOROUGH OF  
KENSINGTON  
AND CHELSEA

## Overview

The Council held a 7-week consultation from 18 August to 7 October 2021 to give as many North Kensington residents the opportunity to have their say and join the conversation about the future of The Curve services and the remaining £1.3M budget from 2022-24.

The community were invited to have their say and vote for their preferred option via an online survey which was heavily promoted in Council and third-party communication channels throughout the consultation period. A paper copy of the survey was also distributed to 29,000 addresses in seven North Kensington wards\*.

The community were given four options to consider and vote for:

### Option A

**Curve services\* relocated in another community centre building. (This will mean the budget is spent on building costs, staff and services).**

### Option B

**A Curve legacy fund, designed to fund projects that serve the North Kensington community. (This could mean Curve services being delivered from multiple locations across North Kensington).**

### Option C

**A combination of A & B**

### Option D

**Another idea, developed and overseen by The Curve Legacy Steering Group**

The fourth option (Option D) gave people the opportunity to put forward their own ideas and suggestions. During the consultation, the Curve Board of Governors put forward their idea of a Community Trust as an idea under this option which was subsequently promoted via an unbranded flyer and distributed to residents in North Kensington.

## Key findings

**The survey results provide a balanced view from the community across all four options. Option C (19 per cent) was the least popular survey choice, Option B (31 per cent) had the most traction, with Option D (22 per cent) in second place just ahead of Option A (21 per cent) with seven per cent not selecting an option.**

## Data gathering and insights

To ensure an unbiased and thorough approach from the outset, the Council appointed community engagement specialists – Braegen.

The community were also invited to participate in real world and virtual workshops designed and facilitated by Braegen which were incentivised (participants would receive a £20 Love2Shop gift voucher for their time).

In addition to the survey and the workshops, Braegen's attendance at community events and engagement at The Curve plus a presence at Golborne Market provided a broad range of North Kensington residents with multiple opportunities to join the conversation, have their voices heard and have their say about how they would like the future Curve budget to be spent.

Due to extensive marketing and communications activities throughout the seven-week period, awareness amongst the target audience was high. There were high levels of engagement in the Curve community conversation and the survey received 167 survey responses. This compares favourably with the Grenfell Projects Fund (99 responses) and the Community Leadership Programme (80 responses) consultation exercises also run by Kensington and Chelsea during 2021.

## Key trends: People either want to move on, or hold on

The following key trends are based on qualitative insights gathered from the survey, workshops, community events and socials as well as the market stall at Golborne Market.

Survey respondents that were drawn to **Option A** (move to a new building) had a tendency towards wanting to 'hold on' to The Curve because of what it means and what it stands for, and how it came about. Respondents tended to think about the here and now, keeping The Curve how it is, serving the same people but in a new location nearby.

Survey respondents that were drawn to **Option B** (legacy fund) showed a tendency towards being future focused and pragmatic, coming up with new ideas and suggestions for services and activities, particularly aimed at engaging school children and young people. There is a sense of optimism about what comes next, that the Curve has served its purpose and the legacy fund can benefit the community in new ways.

Survey respondents that were drawn to **Option C** (combination of both A and B) tended not to give a reason why or give a pragmatic and balanced view of why this was their preferred option.

Survey respondents that voted for **Option D** unanimously held the view that that The Curve should be run by the community, not the local council. The overwhelming majority but not all respondents who voted for Option D supported the Community Trust proposal originating from The Curve Board of Governors. The key theme around Option D is community empowerment by taking control over The Curve and its budget. Other ideas not aligned to the Community Trust proposal that were suggested include building a world class trauma centre.

Respondents who preferred either Option B or the new BoG proposal of a Community Trust under Option D had a strong sense that by choosing these options it would bring a sense of unity back to the community. Overall, existing service users prefer Option A and Option C, with some support for Option D and very little support for Option B. Most non-service users prefer Option B or the new BoG proposal of a Community Trust under Option D. There was a qualitative theme from 8 out of the 167 respondents to keep The Curve where it is and find money to extend the lease albeit this wasn't a prevalent sentiment from service user or non-service user respondents.

## Key Themes

### Theme 1: Community Empowerment

There was a sense of the need to “take ownership” of The Curve Legacy budget – either through Option B or Option D. This theme was strongly related to The Curve Board of Governor’s idea under Option D – a Community Trust – with this being the predominant reason for respondents choosing it as their preference. There was a sense that the remaining Curve budget could be used to unify the community.



### Theme 2: Future Focused

Some respondents across all the options had a strong sense of the bigger picture and investing the budget, not spending it. Others put forward new ideas for services that could be funded by it, with many of them focusing on the local youth population



### Theme 3: Love for The Curve as it is now

There was a sense amongst existing Curve service users that The Curve needed to remain open and stay as it is otherwise Option A or Option C would be their preference. These respondents feel a strong connection to The Curve through the existing Curve community, its family-focused activities and the sentimental value of the building itself.



### Theme 4: Future of The Curve should benefit the wider community

There was a strong sense across the survey responses that the current Curve offering has a specific target audience and narrow appeal, with many people feeling like it’s not for them or they simply weren’t aware of it as a community resource. Within this theme, there was a strong preference for Option B and that the Legacy Fund should not be spent on rent and overheads but instead fund new services for everyone to access.



### Theme 5: Grenfell & The Curve

Naturally, The Curve’s history is strongly linked to the Grenfell tragedy and there was mention of this throughout the community conversation exercise, however it did not dominate. This theme is equally present across the survey responses for each option. Some respondents felt The Curve is and should be for the Grenfell community only, others felt it isn’t but should be. Others felt it is but shouldn’t be. Certain people felt that if they moved out of the borough The Curve didn’t welcome them.



## Challenging Assumptions

An insight gained from the community engagement exercise is that there are some strongly held views amongst North Kensington residents against the Council, however this is not representative of the whole community.

There were diverse opinions across the board with divergent views about whether the Council should remain involved in The Curve with some being supportive while others expressing a strong opinion that The Curve should become totally independent of the Council's control.

There is distrust within the community of the community itself; for example Option D has been scrutinised by some North Kensington residents who question who will be on the Community Trust, will they represent them and can they trust the Community Trust? On the other hand, community members who have got behind Option D feel the same about Options A, B and C.

People feel divided – not necessarily by their demographics or ethnic background – but by ward and their estate. We spoke to community members of the same gender, age bracket and background, having lived in North Kensington all their lives, but lived on different estates who felt they were part of different communities, with different pots of money being offered to them and therefore felt they're not entitled to the same things.

**Too many consultations in the area. I am sure I have been approached about 5 and I live on Silchester Estate**

**Well done for doing this**

**The council is a fantastic council. The election results speak for themselves. Even when people were angry, they voted**

**Who is responsible for Grenfell? The Council is**

**When the Curve closes down, what happens to the money? Will there be less money by June 2022? Is the £1.3M going to run out?**

**People feel neglected – they need outreach**



Why we undertook this Community Conversation Exercise

# INTRODUCTION AND CONTEXT



# Context: The Curve Past, Present and Future

The Curve originally provided emergency support for those affected by the Grenfell tragedy. Over time, the services changed to provide information advice and guidance; basic skills classes; language classes; and social events and activities for the residents of North Kensington, in line with their needs.

The lease for The Curve's current premises, on Bard Road, is due to come to an end in June 2022. As a result, services will not be delivered from that site once the lease expires. A seven-week conversation exercise took place from the 18 August until 29 September 2021, which was extended until 7 October 2021.

The Curve's Board of Governors aspiration is to ensure that the remaining budget of £1.3M is used to support those most affected by the Grenfell tragedy, with a much stronger connection to new and innovative initiatives that help the community to thrive.

The Council recognises that The Curve's future needs to be shaped by the residents of North Kensington, whilst being mindful not to duplicate other community recovery initiatives, such as the Grenfell Projects Fund, Community Leadership Programme and other existing support.



# Let's Talk About The Curve: An Independent Conversation Exercise

During the pre-consultation phase, a series of 'Your Curve' workshops were held between 17-23 June 2021 with local residents who expressed their wish for The Curve conversation exercise to be run and managed independently of the Council.

The Council subsequently appointed Braegen, a team of independent community engagement specialists, to have conversations with North Kensington residents about the future of The Curve on the Council's behalf but independent of it.

Braegen engaged with 218 people through designing and facilitating workshops, insight gathering at community events and undertaking innovative community engagement exercises, taking the conversation out to people where they live, work, shop and socialise.



**The big question the North Kensington community answered by  
the end of the seven week consultation was:**

**What would be your preference  
for the future of The Curve?**



# The Options

**Survey respondents and workshop participants from the North Kensington Community are given four options to engage with and consider:**

- A. Curve services\* relocated in another community centre building. (This will mean the budget is spent on building costs, staff and services).
- B. A Curve legacy fund, designed to fund projects that serve the North Kensington community. (This could mean Curve services being delivered from multiple locations across North Kensington).
- C. A combination of the above suggestions
- D. Another idea, developed and overseen by The Curve Legacy Steering Group

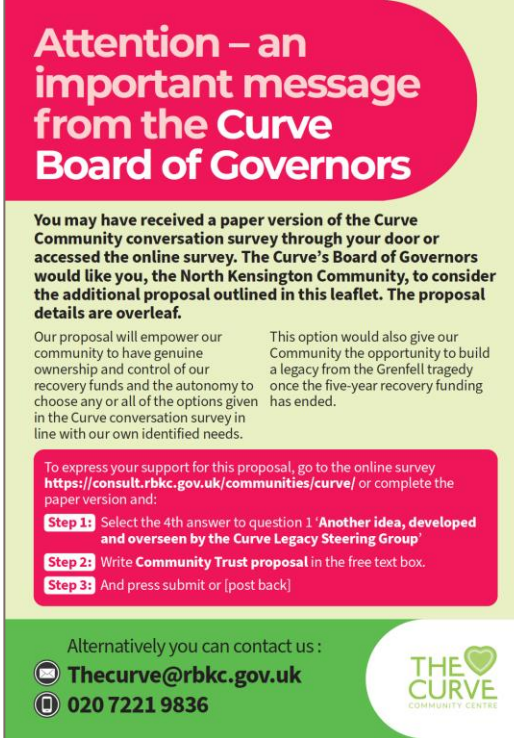


# New idea proposed by the Curve Board of Governors (BoG) under Option D

At the mid-point of the Community Conversation, The Curve's Board of Governors proposed an idea under Option D.

Leaflets outlining the idea were distributed and went out to the North Kensington community through letterboxes 22/23 September.

At this point, the consultation period was extended to keep the survey open online until 7 October, to give the community more time to consider the options and give their response.



**Attention – an important message from the Curve Board of Governors**

You may have received a paper version of the Curve Community conversation survey through your door or accessed the online survey. The Curve's Board of Governors would like you, the North Kensington Community, to consider the additional proposal outlined in this leaflet. The proposal details are overleaf.



Our proposal will empower our community to have genuine ownership and control of our recovery funds and the autonomy to choose any or all of the options given in the Curve conversation survey in line with our own identified needs.


This option would also give our Community the opportunity to build a legacy from the Grenfell tragedy once the five-year recovery funding has ended.


To express your support for this proposal, go to the online survey <https://consult.rbkc.gov.uk/communities/curve/> or complete the paper version and:

- Step 1:** Select the 4th answer to question 1 'Another idea, developed and overseen by the Curve Legacy Steering Group'
- Step 2:** Write **Community Trust proposal** in the free text box.
- Step 3:** And press submit or [post back]

Alternatively you can contact us:

-  **Thecurve@rbkc.gov.uk**
-  **020 7221 9836**





**Curve Board of Governor's proposal**

**The community are supported to create a Trust for the benefit of North Kensington residents.**

The Curve's operation from its current building should be ended by 31 December 2021 in order to maximise the community's funds for this process.

Funded by the Curve budget, and controlled by the Community Steering Group, the community should establish a community owned Trust whose membership is open to North Kensington residents, and which elects the Board of Trustees. The remaining Curve money held by the Council should be passed to the Trust, which would work with residents to identify their needs and provide them with appropriate community services.

This would open any or all of the consultation options for the community and give the community ownership and control over the curve services and delivery.

A democratically elected community owned Trust would work with residents and the Council to identify unmet community needs and provide appropriate services to improve residents' social and economic prospects and their environment.

The Trust would be funded at its outset by the remaining Curve funds.

Membership of the Trust would be open to North Kensington residents, who would elect the Board of Trustees who in turn would appoint experts to join their Board and employ professionals to administer and advise the Trust.

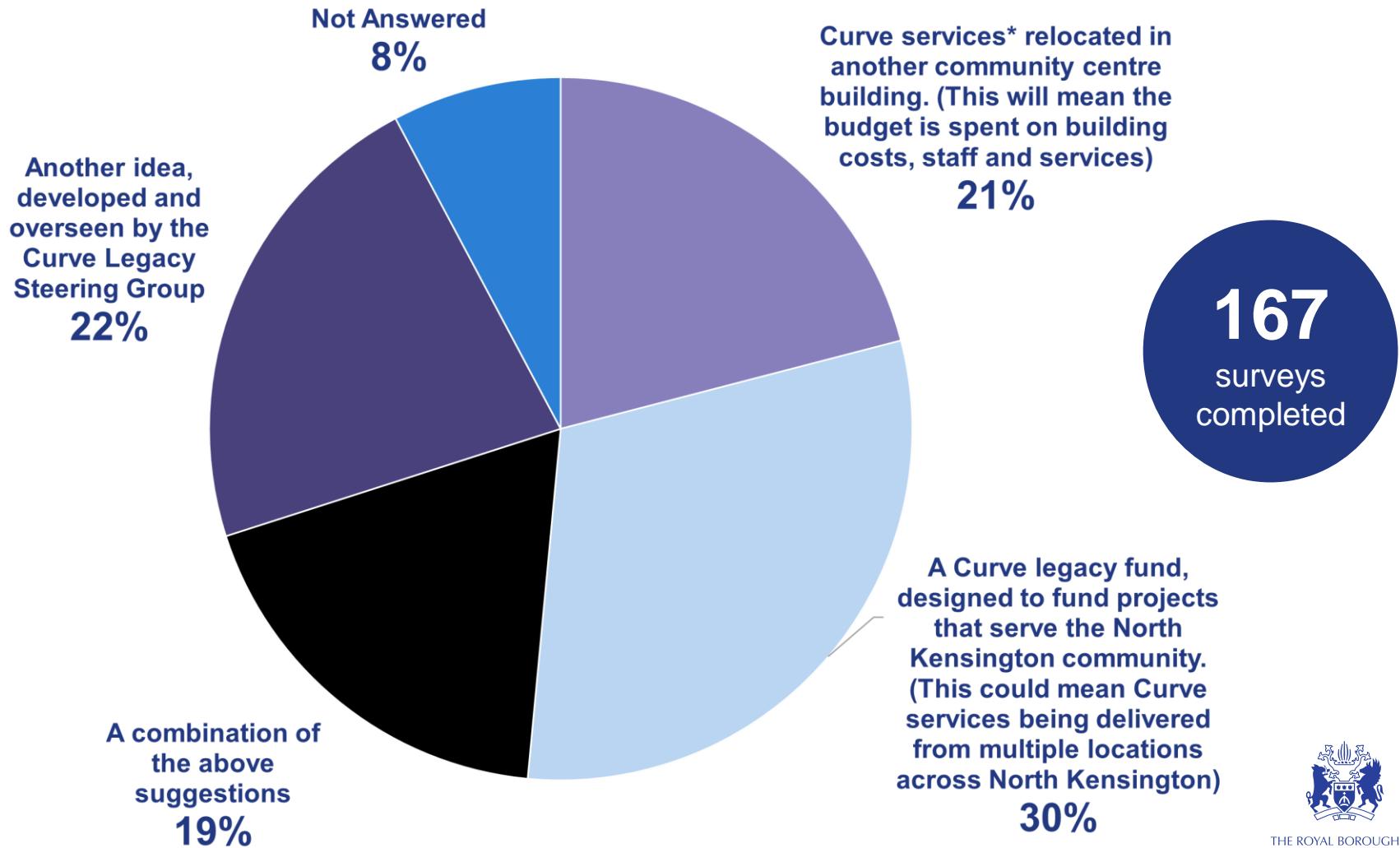


Quantitative and Qualitative data explored

# RESULTS AND INSIGHTS

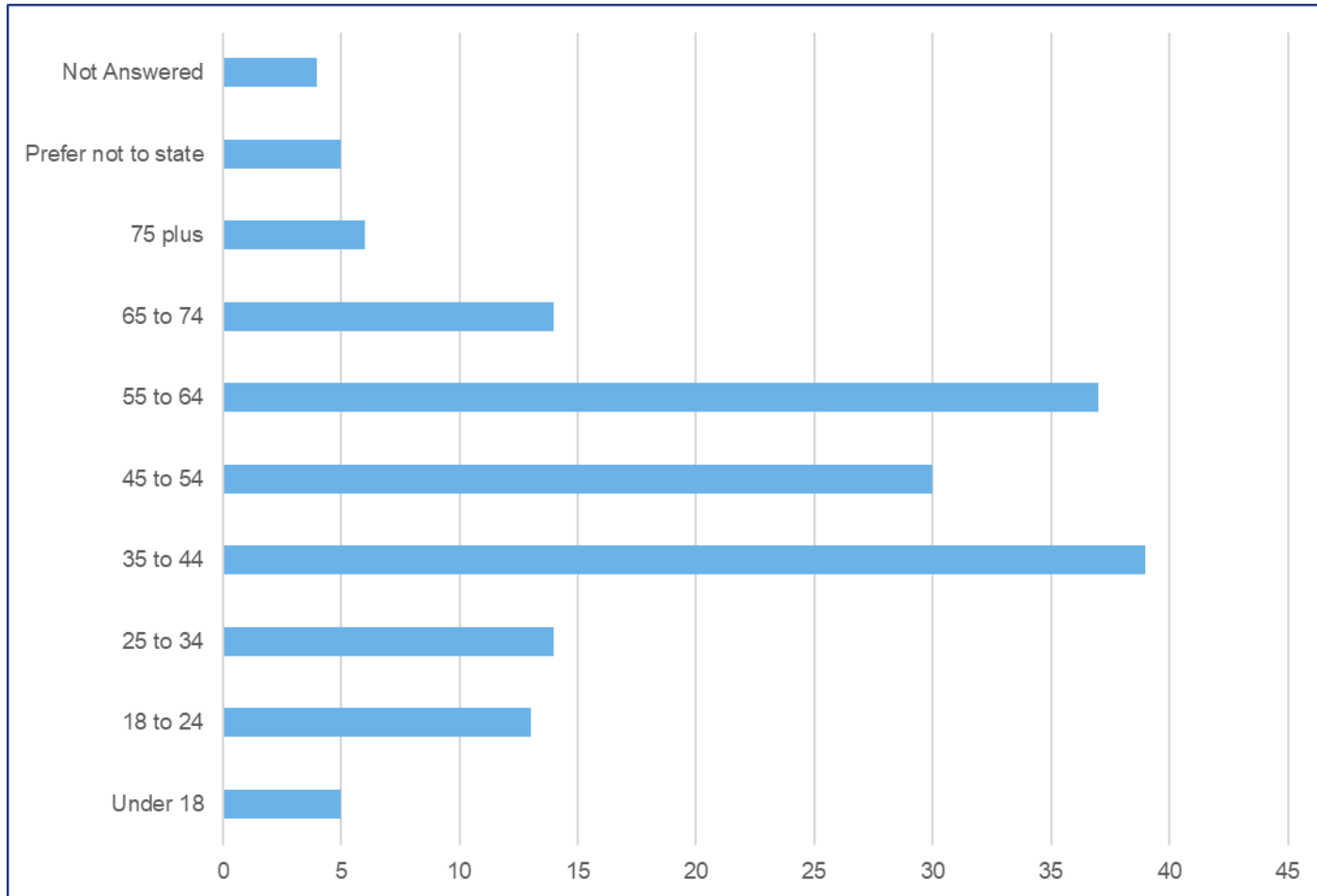


# Quantitative Results from the Survey





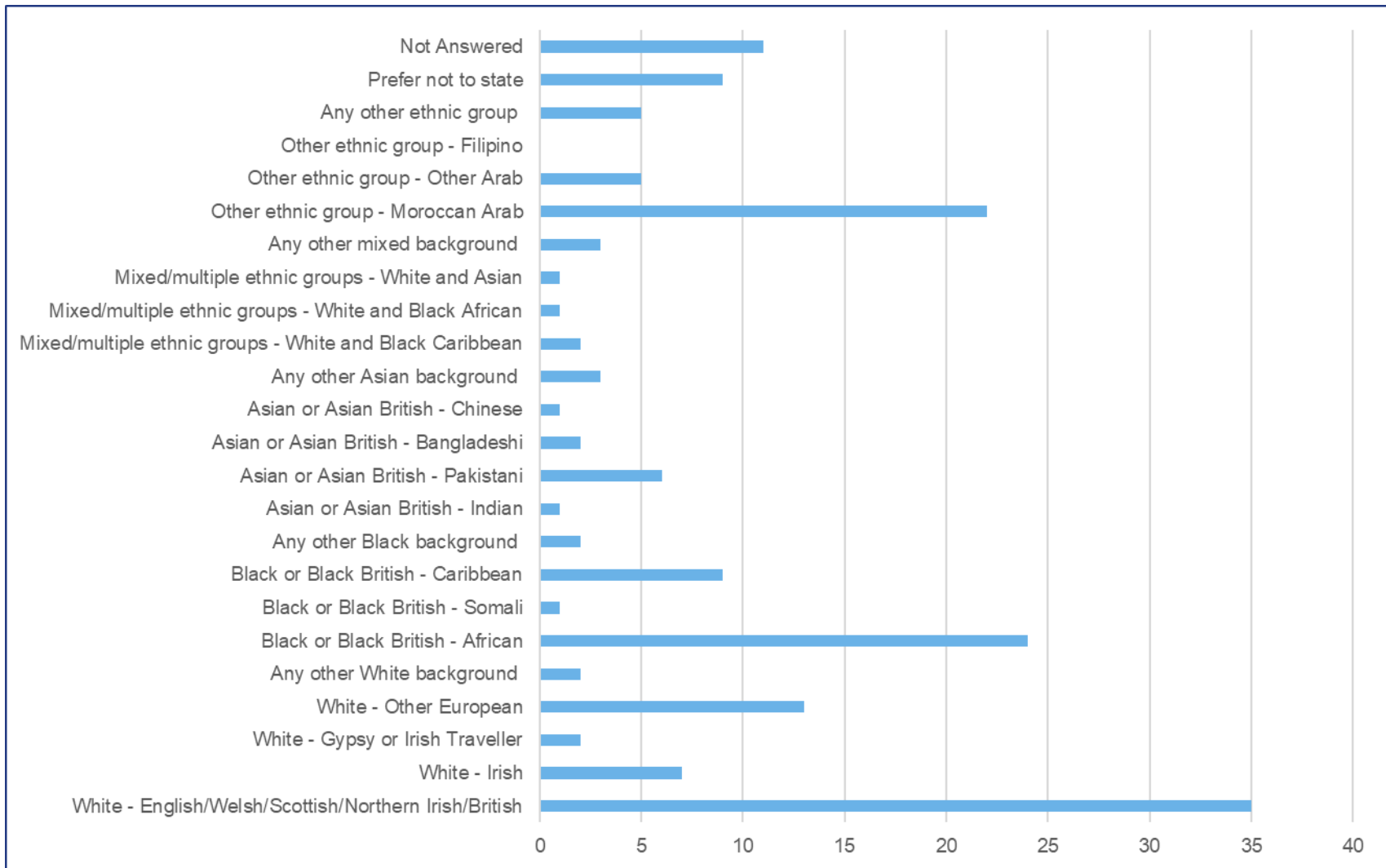
# Survey Demographics: Age



*Actual numbers not percentages*



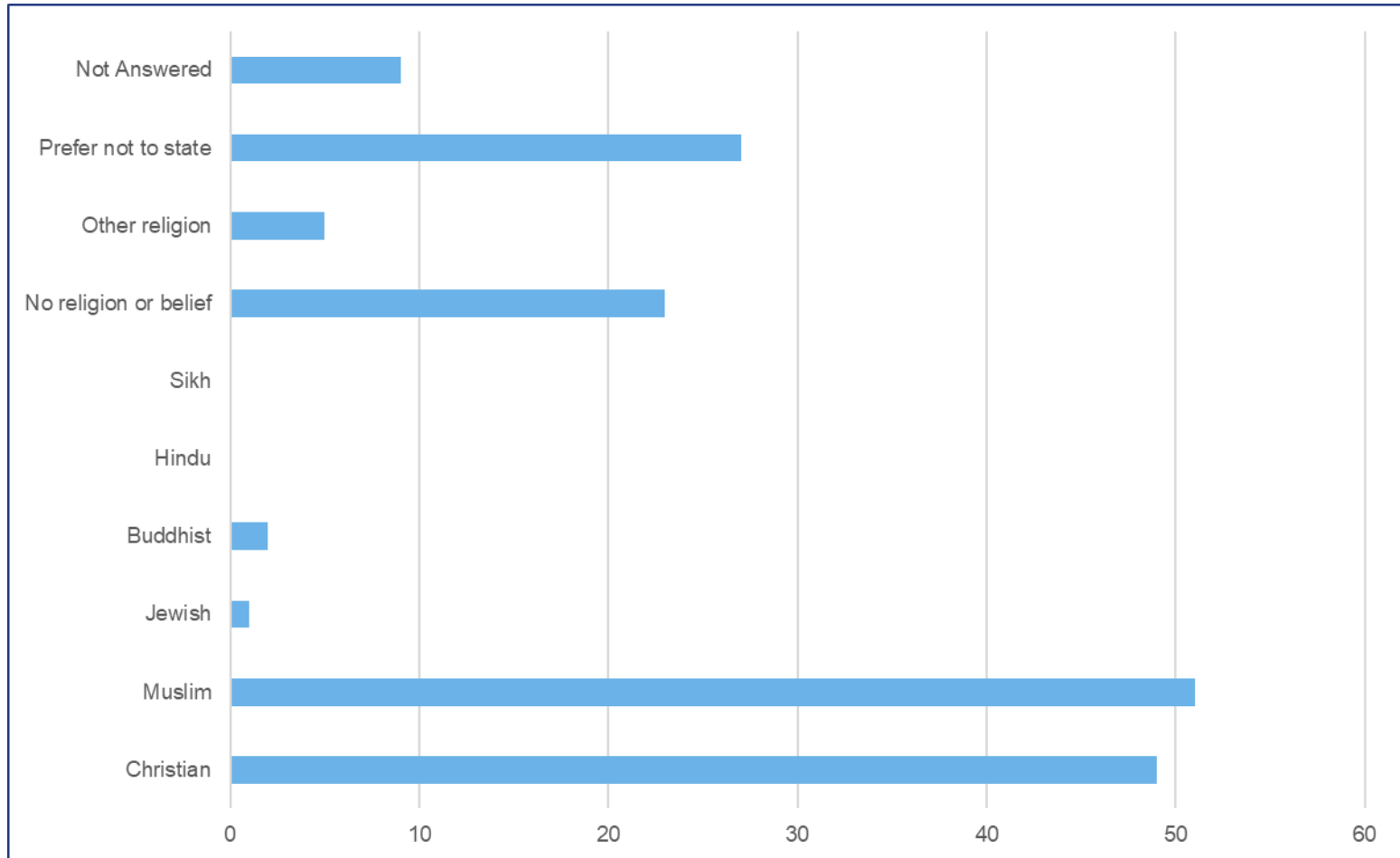
# Survey Demographics: Ethnicity



*Actual numbers not percentages*



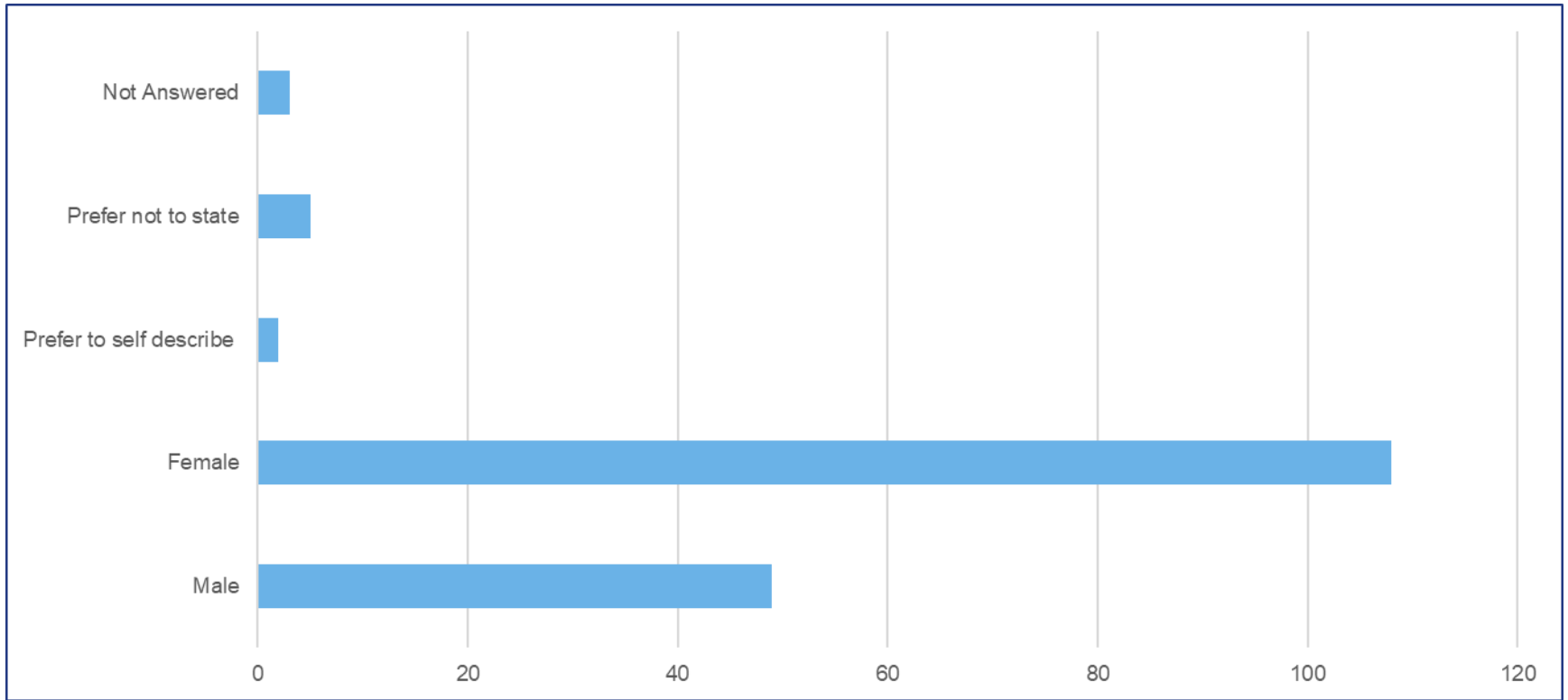
# Survey Demographics: Religion



*Actual numbers not percentages*



# Survey Demographics: Gender



*Actual numbers not percentages*



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# Postcodes

The vast majority of survey respondents are Kensington and Chelsea residents (147 of 167) – Worth noting here seven are Hammersmith and Fulham residents, who could possibly live very close to The Curve.

Wards – Of those from Kensington and Chelsea – 55 from Notting Dale, 23 Golborne, 19 Colville, 16 St Helen's and 12 Dalgarno.

The majority are responding from the seven most northern wards in Kensington and Chelsea (137 of 167 are from these seven wards). This amounts to 82 per cent of those that responded to the survey.

It is worth noting that there is no material difference in responses to the question about the future of the Curve regardless of whether the data includes or excludes those living out of the borough or outside of North Kensington. Option B remains the most popular, followed by Option D in all scenarios.

District	Count of District
<b>Kensington and Chelsea</b>	<b>147</b>
Hammersmith and Fulham	7
Unable to tell from data	6
Ealing	3
Westminster	2
Broxbourne	1
Harlow	1
<b>Grand Total</b>	<b>167</b>

Within 7 most northern wards in North Kensington	Count of within North Kensington
YES	137
NO	24
Unable to tell from data	6
<b>Grand Total</b>	<b>167</b>

RBKC Ward	Count of Ward
Notting Dale	55
Golborne	23
Colville	19
St. Helen's	16
Dalgarno	12
Norland	6
Campden	4
Pembridge	4
Holland	3
Unable to tell from data	2
Brompton & Hans Town	1
Courtfield	1
Redcliffe	1
<b>Grand Total</b>	<b>147</b>

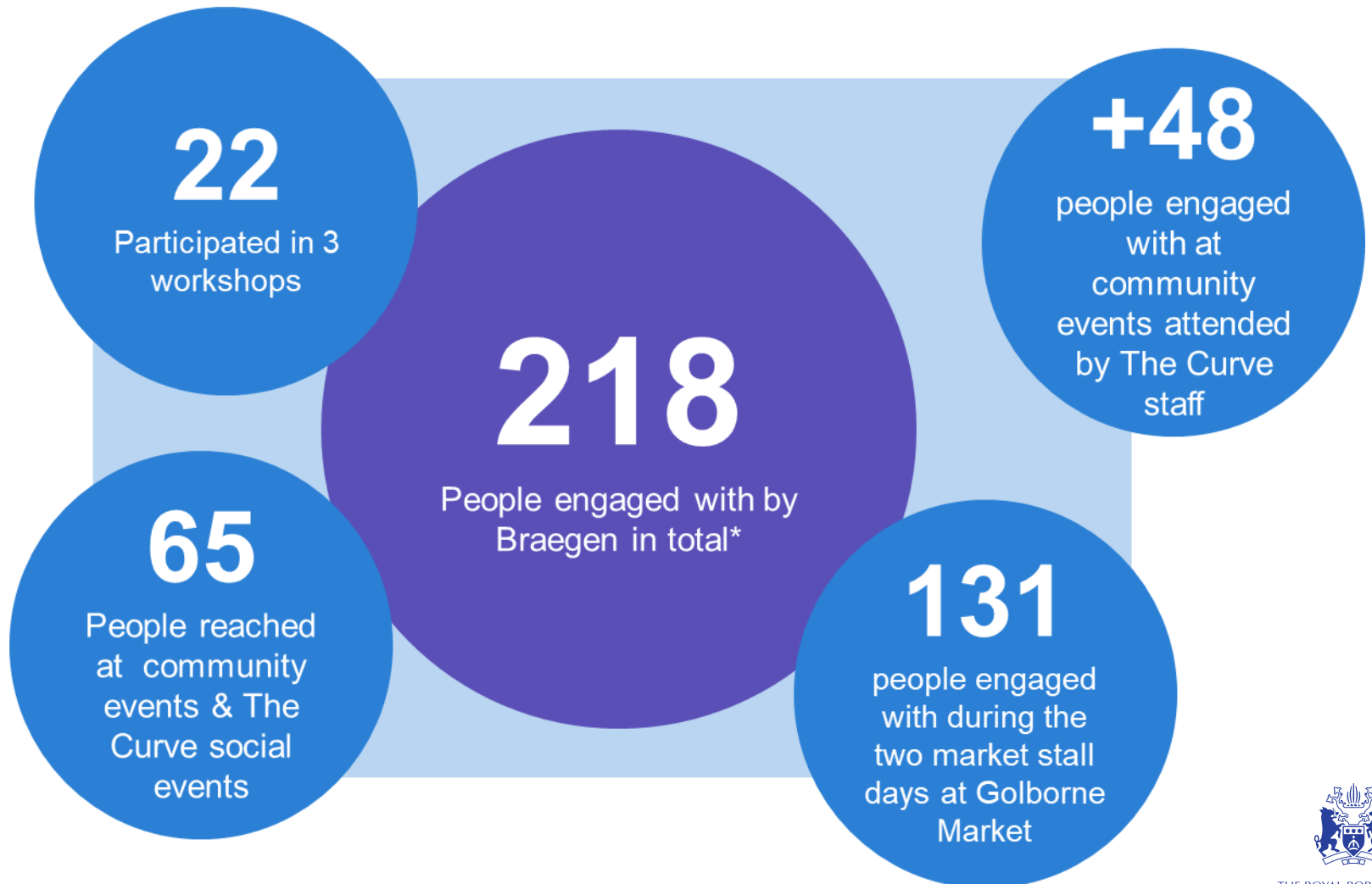


Data and themes from the surveys, workshops and community events

# QUALITATIVE INSIGHTS



# Qualitative data capture through active community engagement



\* workshops, community and social events and market stall days at Golborne Market



# Key themes explored

The following key themes have been developed from insights following conversations that took place virtually or face-to-face at workshops, community events and the market stall as well as qualitative data provided by respondents in the survey.

Each comment from the qualitative data captured across the four options in the survey and the community engagement exercises have been analysed, categorised into a theme.

Each theme is made up of sub-themes which were identified during the qualitative data analysis.







**Community Empowerment**



**Love for The Curve**



**Grenfell and The Curve**

**Key Themes**



**Future Focused**



**The Future of The Curve should benefit the wider community**



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### Option A

Curve services\* relocated in another community centre building. (This will mean the budget is spent on building costs, staff and services).

### Option B

A Curve legacy fund, designed to fund projects that serve the North Kensington community. (This could mean Curve services being delivered from multiple locations across North Kensington).

### Option C

A combination of the above suggestions

### Option D

Another idea, developed and overseen by the Curve Legacy Steering Group: Board of Governors proposal of a Community Trust

Other comment

### Colour coding key

Each comment is colour-coded to identify which response in the survey it relates to.

# Community Empowerment

Take ownership  
(Community Trust – Option D)

Take ownership  
(Legacy Fund and Steering Group – Option B)

Unify the community with the £1.3M budget

Too much talk, not enough action from the Council



Distrust of Council

Community Control



The Curve, should continue to be a hub for the community, a centre that provides meaningful services for all. The steering group will enable the voice of the community to be heard, review services and work with other groups, orgs, individuals to deliver services/activities that can enrich the lives of the people in this community.

(Option C)

As residents we must decide what we do with our resources. The other three options are not in our best interests. Too much of our money had already been spent on a building that we did not choose in a location that we did not choose.

(Option D)

More democratic

(Option B)

The Curve needs to be kept as a community space with free activities for everyone

(Virtual workshop participant)

I believe that the community should have a say on the space, and you should allow the community to develop and lead what happens next, generational change and community ownership is very important as we move forward

(Option C)

Community Trust. There should be a steering group from the community to decide which projects are most relevant for the community, because the community would have the total decision power over the fund

(Option D)

# Love for The Curve

Find more money, extend the lease, keep The Curve where it is

Community Connection and Unity

Family, Parents and Children

It has useful services and activities

Ideal as it is now

Sentimental value



Because these services are needed and the current building is the perfect space. It has a crèche and large rooms on multiple floors. There is no other community centre like it in the borough

(Option A)

It is good to have a place like The Curve. Very beneficial for the local community come together for the future our kids and for our wellbeing and health

(Option B)

Ideally keep everything in one place like now, is there any chance of extending the lease?!

(Option C)

The Curve is a nice place, me and my friends did a lot of activities in the past (before covid) we learnt a lot and our children love this place so we would love to keep coming here

(Option C)

Providing service that the community are benefit from. The curve have a sentimental value.

(Option A)

The community had a strong relationship with The Curve. Yes we have other organisations but unfortunately it was the first place women from Moroccan community were able to get together, find support, would be a shame to close the Curve.

(Option D)

# Future Focused

Services aimed at Youth and Kids

New ideas for new services and activities

Bigger picture

Invest the £1.3M not spend it



Provide activities for 12-16 years old, i.e. sports basket and net ball ,craft projects music classes

(Option A)

More centres are needed to cover children, teenagers and women's groups. Also to any group that would need space to share ideas and projects

(Option B)

Provide driving lessons to unemployed 18-25 year olds

(Option B)

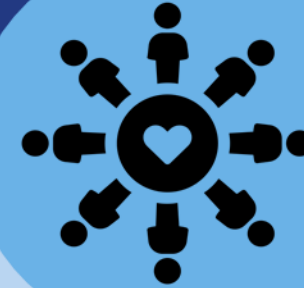
I believe that we need to move away from old practices and use the space to develop new ideas and create ideas that benefit the community i.e. job fairs, parenting groups, mother and baby group, life essentials (life skills) for teens, help with paying rent, helping people off universal credit into decent jobs, employment training, a continuation of counselling for the community, as let's not forget The curve came out of the Grenfell tragedy.

(Option C)

The aim of the Curve should be that it becomes redundant - because people have got better. This is clearly a long-term aspiration, BUT needs change, and how services are provided also change. More widely, the lease coming to an end should be seen as a catalyst for the local community to decide how to spend the money, and it might mean more goes to front-line needs

(Not answered)





# The Future of the Curve should benefit the wider community

Health and Wellbeing Services for all

Inconvenient to get to

Something for everyone

Residents feel divided by wards and estates

Didn't know it was open again

Lack of awareness

Unaware of The Curve until this consultation

Better use of the money elsewhere

“Stop wasting money on rent”



To engage with everyone in North Kensington

(Tabernacle workshop participant, Option B)

I think there are many good physical spaces around Kensington already. I think funds would be better spent on projects and people rather than rent and upkeep

(Option B)

It would get better value for money for the community rather than wasting money on rent and overheads

(Option B)

It will help a lot more people in the community this way

(Tabernacle workshop participant, Option C)

A central hub provides the majority of services and enables better management, whilst satellite centres can be flexible in what they deliver depending on local needs, and could alter their offer as demand dictates

(Option C)

I don't think there should be a future curve unless it can reach all who want to access it

(Not answered)

I know nothing about "The Curve" I don't know what it is or where it is. I live in Trellick Tower and if it is not local I'm not interested in it.

(Not answered)

# Grenfell and The Curve



Perception that  
The Curve is only  
for those directly  
affected by  
Grenfell

Should be  
just for the  
Grenfell  
community

Wellbeing,  
trauma and  
grief support

“It’s not for  
me”

Shouldn’t be  
just for the  
Grenfell  
community

The Curve  
preserved as  
a Grenfell  
‘memorial’



After Grenfell The Curve has been a blessing for many people in the area

(Option A)

Because it would help people move on from the trauma of the Grenfell fire and provide benefits potentially to the wider community. It would allow a different range of services to be delivered and potentially reach new individuals and groups of local residents

(Option B)

I opt for the board of governors community proposal ownership. Because it's a good option for the community and community can build a Grenfell Legacy

(Option D)

Because The Curve provides excellent service and support to local communities and me as a local mother have benefited greatly from its services and would like to see that its funds are optimised as much as possible without compromising on what they currently offer - more of the budget to use in services, provided they get a good quality building would potentially lead to even more support. A legacy fund would help keep Grenfell alive in memory of locals and in a way honour those who lost their lives and their family. If a legacy fund is established it would be linked to that memory and that help that it may provide would be a great way to pay homage to those who passed and those who still suffer... Given The Curve's motto I am certain that any legacy service would have the benefit of the local community at its centre

(Option C)

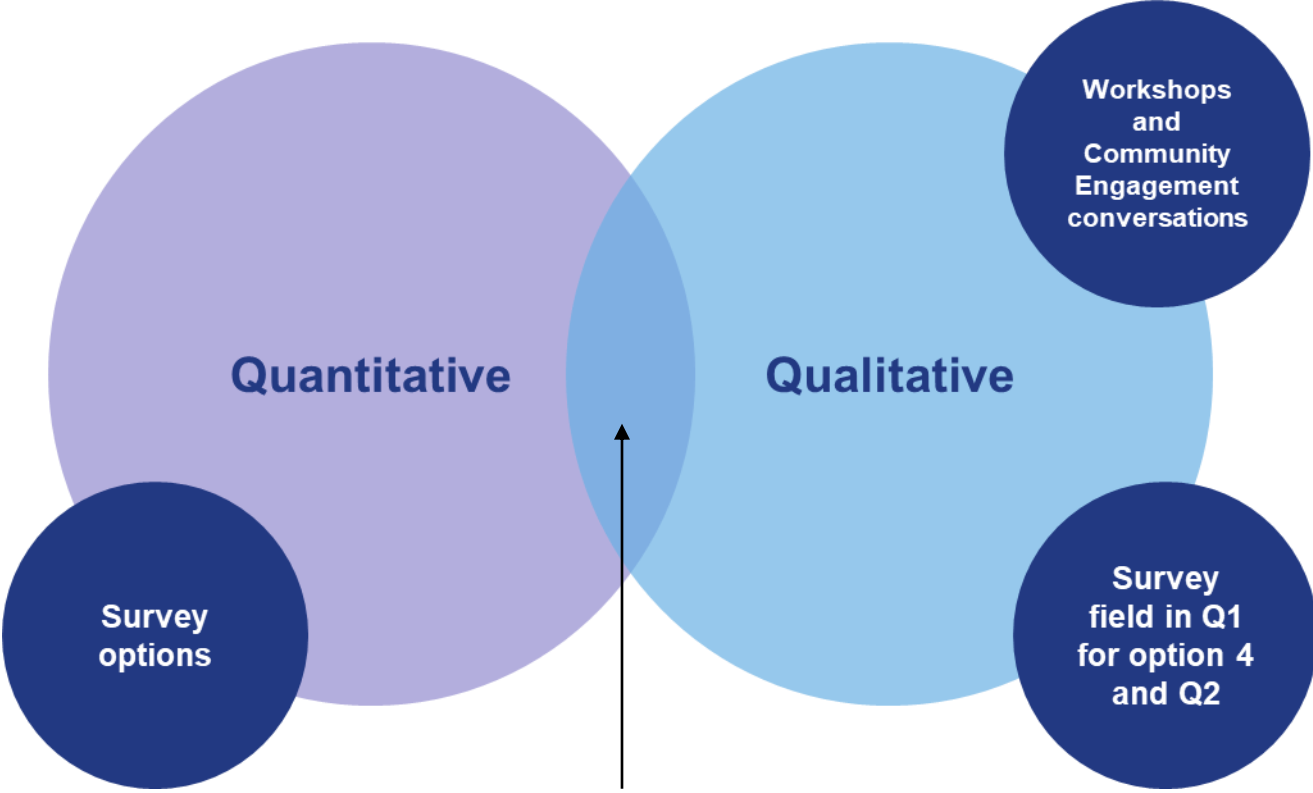


Approaches taken to capturing quantitative and qualitative data

# RESEARCH METHODS AND COMMUNITY OUTREACH



# Data was collected through a combination of surveys, focus groups and attendance at events



Survey promoted through conversations at workshops, community events, at The Curve and at Golborne Market stalls

1. What would be your preference for the future of The Curve?  
*Please select only one item*

- Curve services\* relocated in another community centre building. (This will mean the budget is spent on building costs, staff and services)
- A Curve legacy fund, designed to fund projects that serve the North Kensington community. (This could mean Curve services being delivered from multiple locations across North Kensington)
- A combination of the above suggestions
- Another idea, developed and overseen by the Curve Legacy Steering Group.

Please specify your idea and include contact details if you wish to discuss it:

\*Current Curve Services include information advice and guidance; basic skills classes; stay and play; Arabic classes; and social events and activities. Future services will be whatever the Curve Legacy Steering Group decide in collaboration with the community.

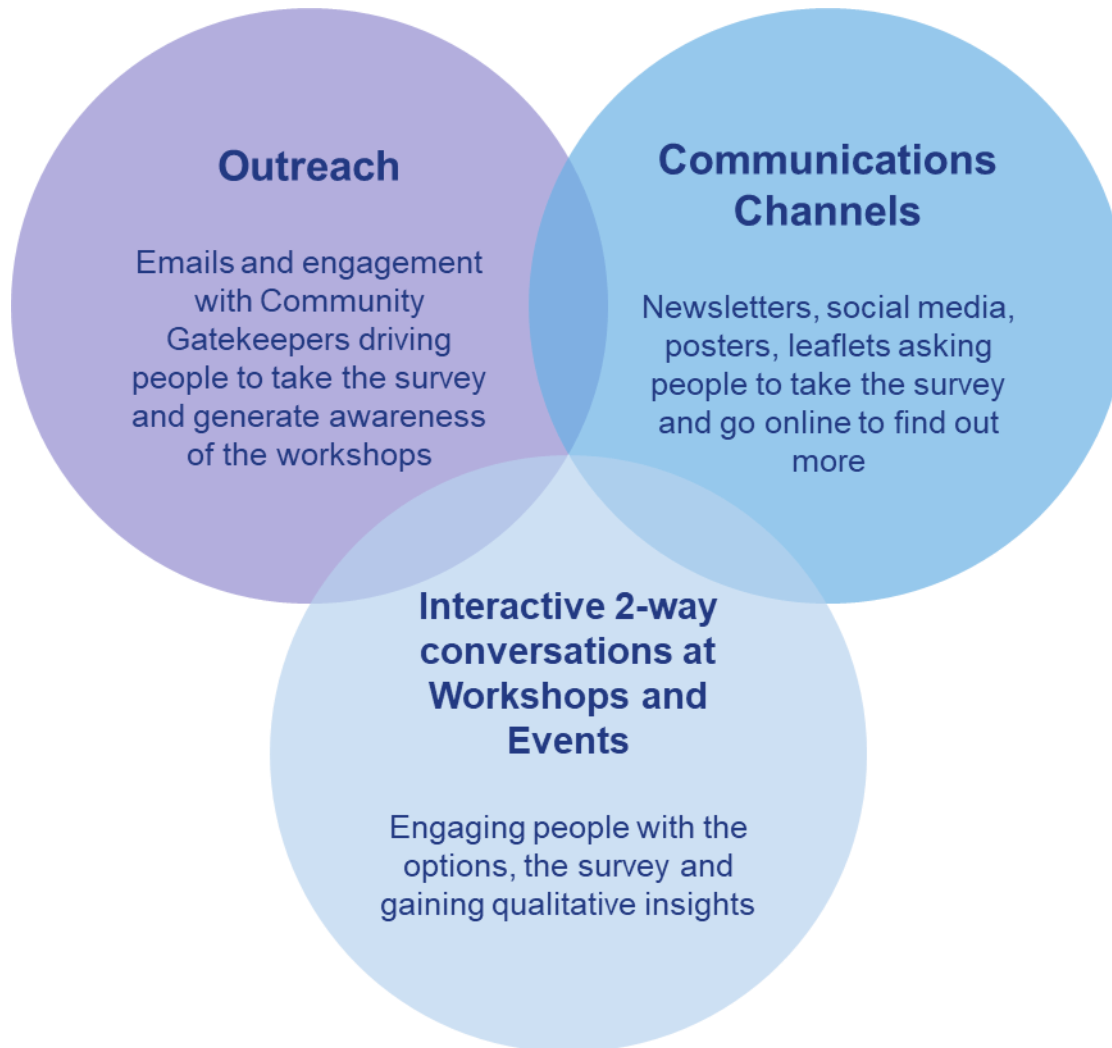
2. Thinking about your preference, why do you feel this would be a good option for the future of The Curve?

# Co-Design: an iterative approach

- In line with its commitment to codesign with residents wherever possible, independent researchers at Braegen designed a methodology that was flexible and responsive to the needs of the community, including how best to reach seldom-heard groups
- Co-design continued during the seven week community engagement campaign and provided a dynamic approach to research, outreach methods and insight gathering
- The quantitative survey was carefully co-designed with The Curve's board of Governors (BoG), and the Communities team to ensure the questions and the language reflected all perspectives and would not lead to bias
- The workshop format was co-designed with the Board of Governors and the workshop content was co-designed with The Council, Curve staff and members of the BoG to test its accessibility and data reliability
- Throughout the conversation exercise there were open discussions with community connectors and champions, community gatekeepers and local 'experts', members of the Board of Governors, The Curve staff and The Council to adapt and co-design our approach



# Community Engagement Approach





# Community Engagement Principles

## 01

### Learn from People

Speaking to individuals out in the community, analysing the qualitative and quantitative survey data, holding workshops and having a stall at Golborne Market

Face-to-face and virtual workshops were held at different locations including at The Curve and the Tabernacle, in order to reach out to different community members where they are

## 02

### Learn from 'Experts'

Speaking to community gatekeepers and champions, with experience of working with local residents in the area throughout the conversation exercise

By learning from 'experts' in the community, it was possible to reach local residents through innovative channels most relevant to this specific community – such as having a stall at Golborne Market

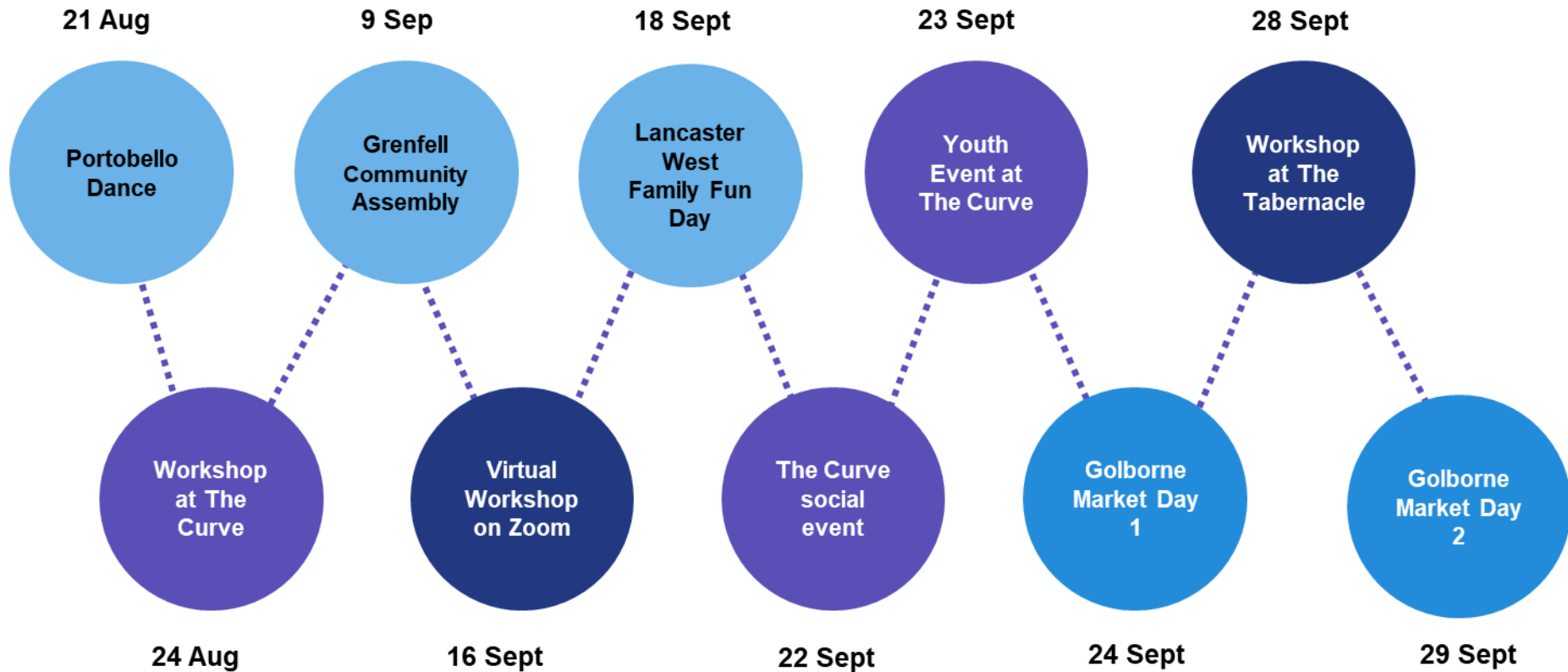
## 03

### Immerse in Context

Having a presence at / attending / visiting community events across North Kensington and at The Curve

By going out to community events it allowed the research team to identify key venues to hold workshops, meet local experts and identify opportunities to reach local residents in different environments

# Community Engagement Touchpoints: the 7 week journey



# Outreach to Voluntary and Community Organisations

**263**

VCS and faith organisations in 7 key wards\*

**543**

Citizens Panel members\*\* reached through newsletter (40% open rate, with a 4% Click Through Rate)

**360**

Community gate-keepers (individuals) and local organisations emailed by The Curve

- *Dalgarno, St Helens, Golborne, Notting Dale, Colville, Norland, Pembridge*

*\*\* All living in the five most northern wards*



# Communications Reach

**1,016**

Lancaster  
West  
eNewsletter  
subscribers

**265**

The Curve  
service users  
contacted via  
WhatsApp

**24,440**

people reached  
through Facebook  
advertising

**29,539**

paper copies of the  
survey in key  
wards\*

**29,539**

Leaflets about the  
BoG's Community  
Trust proposal  
under Option D  
sent out to  
residents\*

**4**

language  
translations  
for survey

**5,560**

K&C Life  
subscribers

**747**

Community  
Update  
eNewsletter  
subscribers

**8**

Street  
wardens

**1,000**

business card  
flyers printed

**233**

'Let's Talk About  
The Curve.  
special  
newsletter  
subscribers

**1**

Suggestions  
box at The  
Curve with  
printed survey

**50**

posters on  
estate  
noticeboards



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\*Dalgarno, St Helens, Golborne, Notting Dale, Colville, Norland, Pembridge

# Additional Touchpoint: Street Wardens

Our Community Safety Wardens provide a presence in our communities by seeking to reduce levels of crime, anti-social behaviour and fear of crime.

In mid-September eight wardens were briefed to hand out Let's talk About The Curve community conversation cards to North Kensington residents and hold conversations with them about the consultation.

The wardens have had mostly good feedback, people were happy that their opinions will be heard and could make a difference.

A few people were slightly sceptical that no one will actually take the time to read or analyse the results, Warden Karim Azizi assured them that every response is important and will be assessed carefully.

**Courtney Lewis**  
Interim Warden Supervisor,  
RBKC Warden Service

8

wardens

3

weeks

100

cards



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Observations and Recommendations

# NEXT STEPS



# More observations from the seven-week conversation exercise

1. When responding to the survey or in conversation, predominantly people are speaking on behalf of the community, not themselves
2. The five core themes that were identified during the qualitative community engagement exercises were reflected in the qualitative survey data
3. The five core themes identified are across the board and do not specifically relate to one option – someone who had a preference for e.g. quantitative option A or Option B could still hold the same values and opinions about The Curve and express them qualitatively
4. During the community engagement activities – in workshops and at Golborne Market – there was broad awareness of the Community Conversation about the Curve, with many people knowing about it already – primarily through receiving the survey through the door, hearing about it in a newsletter or a community forum
5. We heard many times that there has been a lack of awareness about The Curve itself in the past, with this being the first time they've received any communications about The Curve – what it is, what's on offer and who it's for
6. Calling it a community conversation and not holding a traditional 'consultation' worked well for engagement
7. North Kensington have their own ideas about innovative services that could benefit the community



# Beyond this consultation: recommended next steps

## **Communicating the North Kensington Community Centre Offering**

The integrated campaign for 'Let's talk About The Curve' was highly effective for mass-awareness locally, however the community need to receive this type of communications about what's on offer in North Kensington in terms of the network of community centres and aggregating what's happening in each of them under one integrated campaign. Any future campaign needs to clearly communicate what's available to challenge misconceptions and assumptions made by the community, provide an opportunity to unify the community and open up the centres to a wider audience.

## **The Curve Legacy Steering Group**

The process for selection of the new Steering Group must be accessible and open to all with a well-publicised promotional campaign to ensure all voices are represented including from seldom-heard groups. The new Steering Group needs to be a representative group of individuals from all sections of the local North Kensington community. There should be clear terms of reference co-designed with the local community, diligence taken by the recruitment policy and a training programme provided to ensure members of the Steering Group are supported to carry out their duties.

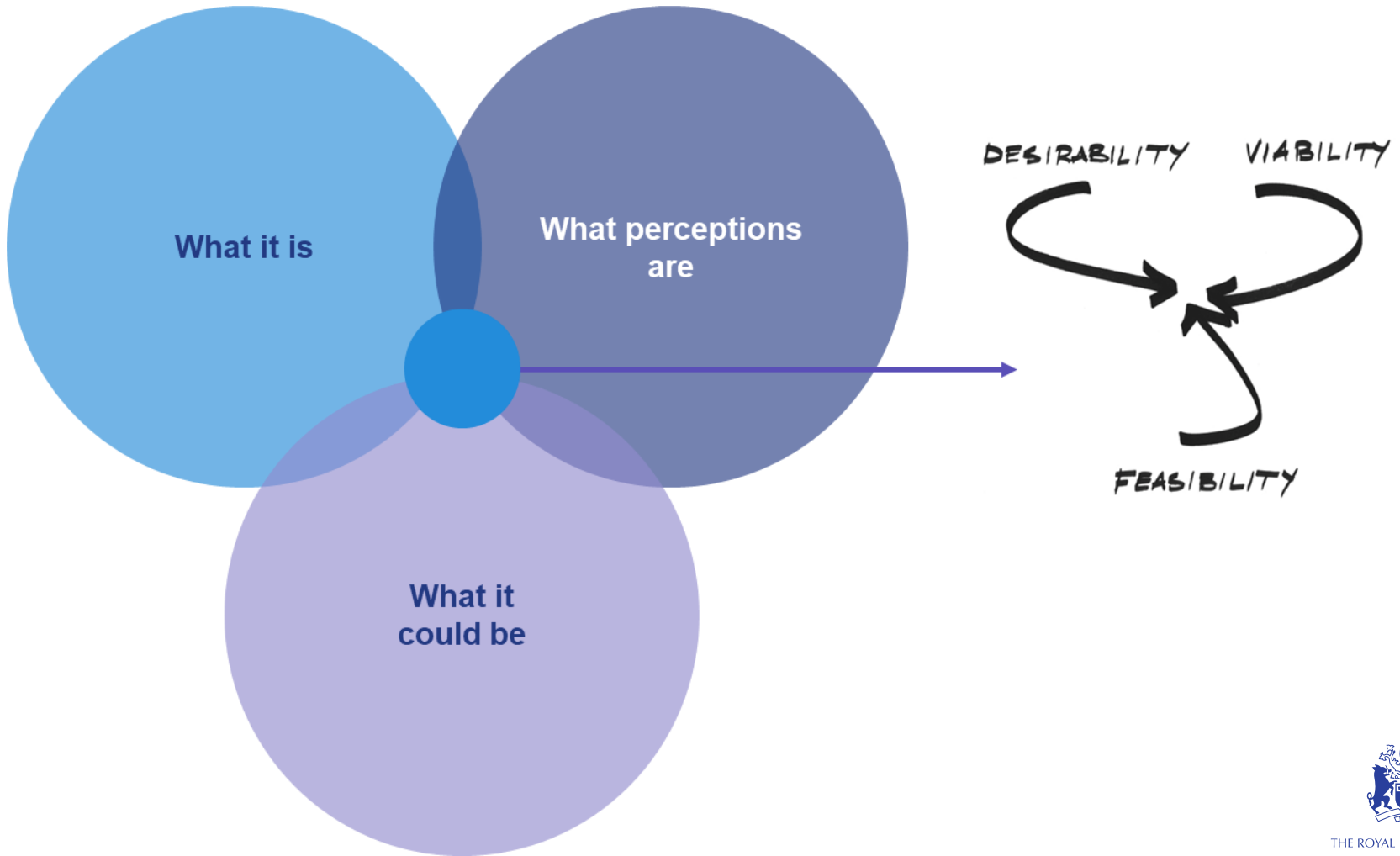
## **Co-Creating services with the Community**

More co-design to shape community centre services could benefit the community and build trust and unity in the process. Members of the community know what it needs to help build its collective future in a positive and forward thinking way.





# The Future of The Curve: what it needs to be



Further information about the community conversation

# APPENDICES



# Equality, diversity, inclusivity and accessibility

## Accessible communications

- The Council provided accessible communication and information including access to interpreters to increase participation and engagement.
- The 'Let's Talk About The Curve' survey was translated into Arabic, French and Farsi languages; copies of the survey in all languages were placed at The Curve as well as being freely available at the community events attended by Braegen and Curve staff, at workshops and market stall days.

## Accessible workshops

- An interpreter was available on request
- Read out the information on the materials on the tables and materials up on the walls
- All materials up on the walls were printed clearly, in a large format, using a large font in plain black and white text
- Facilitators answered questions raised by individuals and responded to the whole group
- Facilitators held one to one conversation where necessary if individuals need more clarification
- Facilitators went around the room during group activities to ensure everyone has what they need and are clear on what's being asked of them



# Community Workshops

## Workshop 1: The Curve, 24 August (2pm)

**Target Audience:** Service Users x10 representing a broad range of people from the community

**Overview and Format:** Interactive face to face workshop with two facilitators, group discussions and smaller breakout group work, plus individual activities culminating in an individual vote for a preferred option.

**Insights:** Strong preference for Option B (80 per cent) with one participant preferring Option C (10 per cent) and one person not staying for the vote.

**Observations:** Many people that said they couldn't stay for an hour ended up staying beyond the end of the workshop to engage and discuss the consultation further with facilitators.

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## Workshop 2: Virtual, 16 September (7pm)

**Target Audience:** Citizens' Panel and North Kensington Residents x5

**Overview and Format:** Designed specifically to work virtually and ensure accessibility for all participants. Interactive face to face workshop included whole group discussions, culminating in an individual vote for a preferred option. Three facilitators plus Member of The Curve Board of Governors present to explain idea under Option D

**Insights:** The majority voted for Option D (60 per cent) and (40 per cent) voted for Option A

**Observations:** Zoom worked well to reach people with accessibility issues i.e. difficulty leaving their home.

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## Workshop 3: Tabernacle, 28 September (5pm)

**Target Audience:** North Kensington Community

**Overview and Format:** Interactive face-to-face workshop at a key venue in the community. two facilitators, group discussions and individual activities culminating in an individual vote for a preferred option.

**Insights:** 3 votes for Option B, one vote for Option C, 3 votes for Option D

**Observations:** Broad range of participants of different demographic backgrounds including men an older person, Delgano Centre volunteer, parents with young children. All were particularly engaged in a lively discussion and debate

# Market stalls at Golborne Market

## Day 1: Friday 24 September 9am – 2pm

**Target Audience:** North Kensington residents

**Overview and Format:** Braegen (plus Curve staff member) hosted a stall at Golborne Market Friday 24 September (9am-2pm) to hold conversations with residents. BoG new idea for option D was represented by the flyer. Biz card flyers were handed out to residents. Qualitative insights noted down on Post-It notes for use in the final report

**Insights:** High levels of awareness of the Let's Talk About The Curve community conversation within target audience. High awareness of survey from residents due to receiving it through the door, many said they had already done the survey. Good awareness of The Curve, reaching some lapsed service users.

**Observations:** The market stall acted as a good touchpoint and prompt for people to complete the survey when they got home. Golborne Market is well attended with optimum resident footfall between 9 – 11am

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## Day 2: Wednesday 29 September 9am – 12:30-pm

**Overview and Format:** The stall was in a slightly different location to the first market day last Friday. We encouraged people to take the survey online and gave out cards. Some paper surveys were given out, with a handful being completed at the stall. Many conversations were had and insights were gained.

**Insights:** Engaged with 101 people at Golborne Market

**Observations:** General footfall was lower than day 1 (Friday) but more local, more receptive and more engaged



# Social Events at The Curve

**Wednesday 22 September, 5pm – 7:30pm**

**Target Audience:** The Curve Service Users x20

**Overview and Format:** Braegen spoke to all attendees, and most were aware of the survey, had already completed it and if not were given a paper copy. Braegen had a number of conversations with residents to gain qualitative insights for the final report. BoG member was present to support new idea for Option D with printouts of the flyer.

**Insights:** Seven paper surveys were completed at the events. Outreach took place through networking with community gatekeepers to access key 'seldom heard' groups such as men, with promotion of the workshop at The Tabernacle, handing out business cards and talking through the options.

**Observations:** Overall, all people we spoke to were aware of the consultation and were taking their decision about which option to choose very seriously. People from within the community were having lively debates with each other about the conversation and the four options.

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**Thursday 23 September**

**Target Audience:** The Curve Service Users – Youth (18-30)

**Overview and Format:** Informal Youth Event hosted by Curve Board of Governors and attended by Curve staff member

**Insights:** 18 attendees in total with 13 participants completing paper surveys

**Observations:** Attendees were excited and up for being part of the conversation. There were a number of Syrian youth refugees present



# 3<sup>rd</sup> Party Community Events

## **Grenfell Community Assembly, Thursday 9 September**

**Overview and Format:** Community Event at The Curve with stalls and a focus on wellbeing

**Insights:** Research team spoke to 15 people about the community conversation

**Insights:** Six people said that they had already completed the survey and the rest said that they would complete it online. A couple of people we spoke to felt there were too many consultations taking place in their area by RBKC.

**Target Audience:** North Kensington Community linked to Grenfell

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## **Lancaster West Fun Day, Saturday 18 September**

**Overview and Format:** Outdoor community event held on the Lancaster West estate, attended by Curve staff to have conversations and promote the survey using the business card sized flyers

**Insights:** Spoke to 30 people, 10 or so said that they had already completed the survey and at least 10 more said that they would complete it online. Staff engaged quite a few parents (mothers) who filled out the survey on their phones when their kids were doing activities.

**Target Audience:** North Kensington Community particularly Lancaster West estate residents



**Further information about The Curve  
Community Conversation exercise  
results is available on request.**

Please contact Gary Wilson at [consult@rbkc.gov.uk](mailto:consult@rbkc.gov.uk)



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