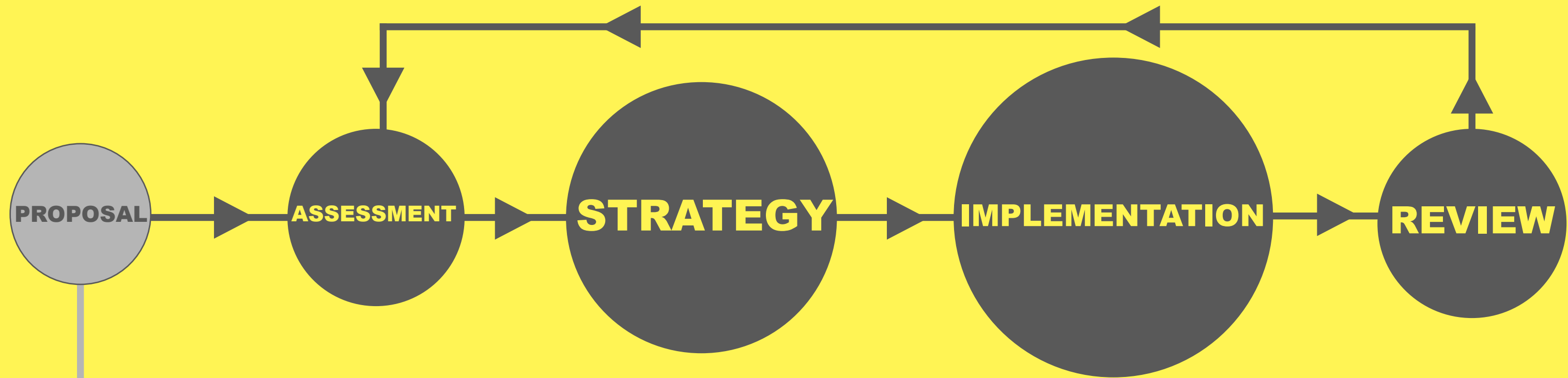# **G**entrifying **P**resence in a **l**ow **I**ncome **A**rea
Community Impact Strategy
2022/23
PROPOSAL

**Social Contributions and collaborations of a
gentrifying presence in a low income area**

PROPOSAL → **ASSESSMENT** → **STRATEGY** → **IMPLEMENTATION** → **REVIEW**

The basis for this strategy lies in understanding that large corporate gentrifying presences in low-income residential areas create negative social impact for that local community. Gentrification and *progress* have historical meant significant social and financial burdens on the most vulnerable members of our communities. Creating a Sustainable Community Impact strategy is vital in mitigating against those unwanted negative impacts.

The Strategy aims to turn *G.P.I.I.A* into a resource co-designed with the community itself. This happens with four distinct phases that feed into each other.

The Assessment phase: This is the phase where the G.P.I.I.A leads a thorough investigation into all aspects of there social impact. From deciding their commitment level, working out how and who to work with in the community to assessing their physical spaces, members, and everything in between.

The Strategy Phase: This phase represents the coming together of all the above in working through solutions to co-create achievable sustainable social impact goals and innovative implementations.

The Implementation Phase: This phase represents the actioning of those goals and innovations.

Using the collective knowledge that has come from the strategy to create engaging, rewarding, and sustainable social impact.

The review Phase: This phase is where facilitators and participants feedback their experiences and knowledge to inform next year's Community Impact Strategy. This phase is critical in
bringing together all the work and people that have taken part in the work over the year.

This model of Community Impact Strategy making culminates in the regeneration of all the work, that feeds into the next years strategy. This circular system encourages flexibility and movement within itself, allows for the changing needs of both the community and the G.P.I.I.A
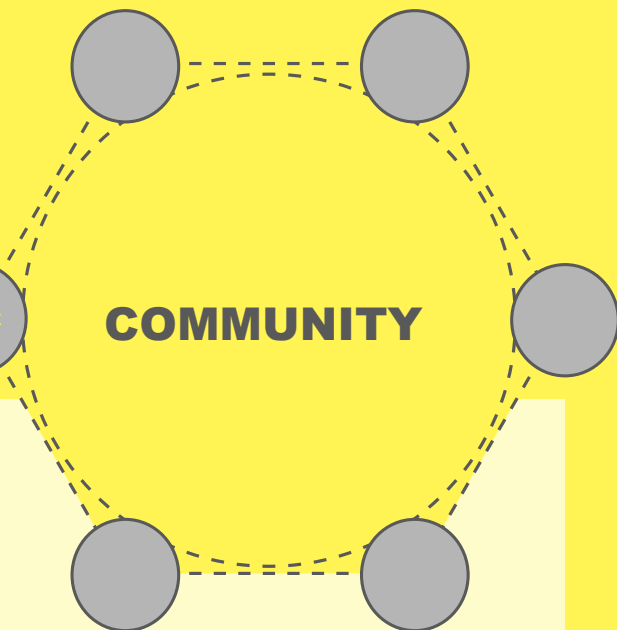
ASSESSMENT

BUSINESS

COMMUNITY

PLUSX

COMMUNITY

COMMUNITY

TIME

COMMUNITY

G.P.I.I.A

MEMBERS

SPACE
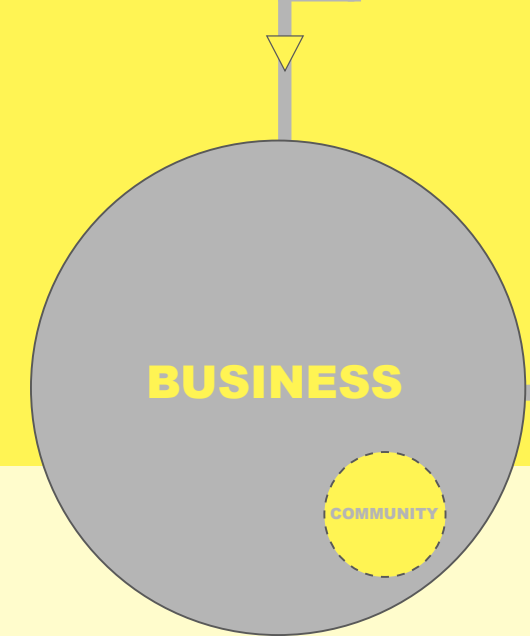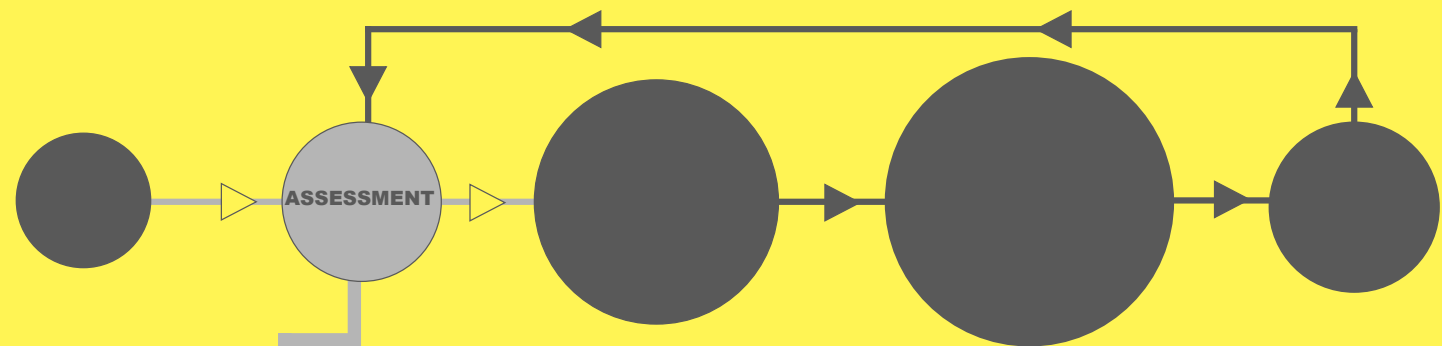
PlusX commitment level to the positive Community Impact:

Creating a solid foundation for change -

It is important to establish a sustainable level of commitment to changemaking. Over-promising leads under delivering and can create negative working relationships between the G.P.I.I.A and the local community.

However low commitment levels may also yield those negative responses.

Establishing community engagement as an integral peart of the business model creates a sustainable base for the strategy to be built on.

Creating a community with the community:

Building a network for sustainable change making

This stage of the assessment process focuses on analysing who are the key community organisations that work in the community, local groups, local advocates etc.

This research phase, led by the G.P.I.I.A, should aim to encompasses a wide range of services, with a focus on underrepresented members of the local community.

Knowing the work that is happening in the community is the first step in understanding where the G.P.I.I.A might be able to fit in as a positive resource for change making.
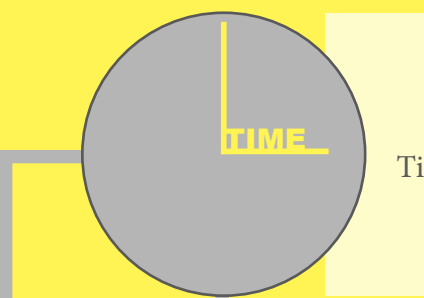
Time Comitment:
Who has the time?
How much of do they have?
Time management is crucial to ensuring the smooth running of any implementations.

Sustaining change making hinges on the careful management of resources and people. Time is an important factor to quantify and sometimes the hardest.

Negative Impacts:

What is the G.P.I.I.A taking away?

Before beginning to make positive changes, PlusX needs to assess the negative impacts that their presence has on the local community. This assessment will give the G.P.I.I.A a foundation from which to begin mitigating those impacts. One cannot exceed the needs of the community without first understanding what is being taken from them.
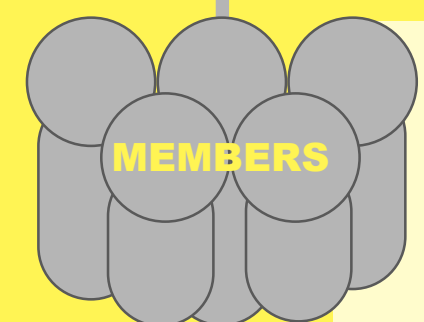
Members:

Responsibility to change making

Members area a great resource for this strategy. Members benefit from the G.P.I.I.A and therefore hold some responsibility for the negative impacts on the community. Establishing a culture of reparation within the G.P.I.I.A' s members groups could significantly increase the level of positive impact and innovation.

Space:

Pros and cons of space

Assessing the amount of physical space available is only part of the issue. Looking at the space itself and understanding the social and physical barriers that it creates is arguably the most important aspect. Understanding why people might not use the space and how to mitigate that is vital to achieve high engagement.

STRATEGY

FORUM
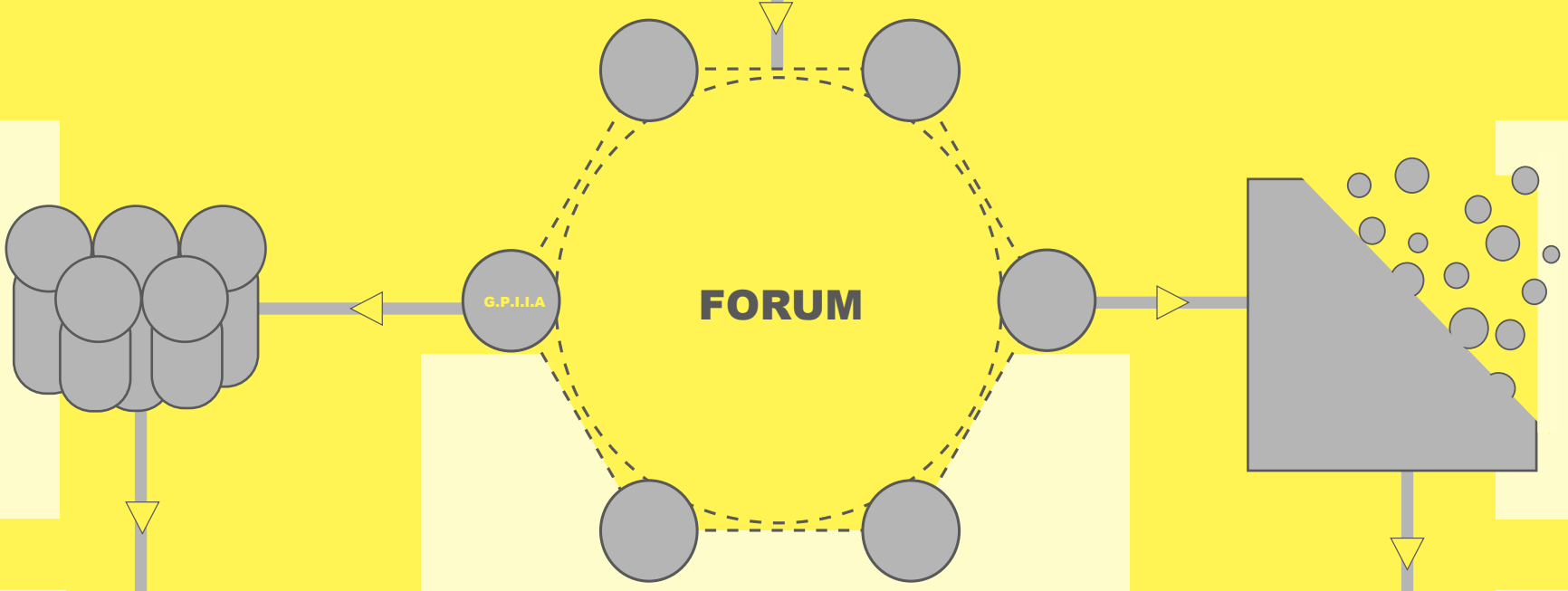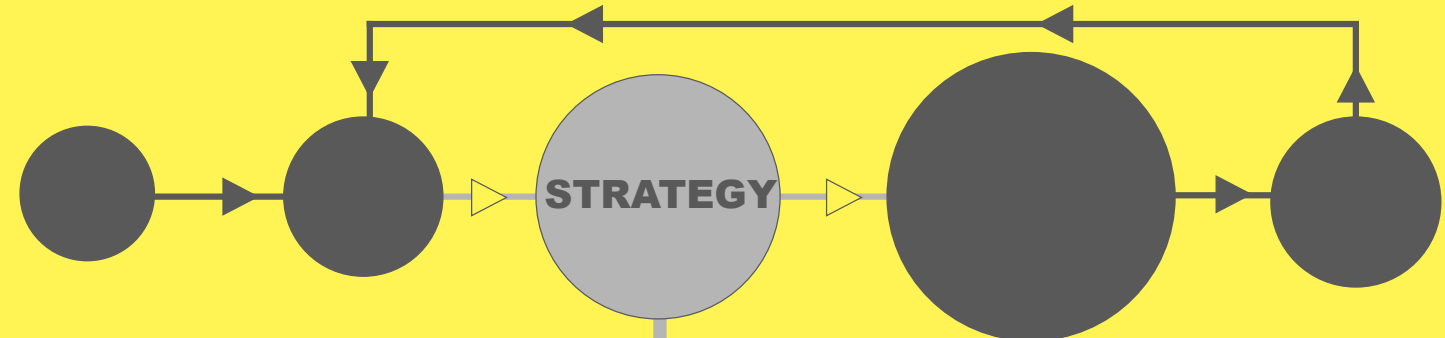
Keeping it focused:

Who would benefit most from the G.P.I.I.A Social Impact Strategy?

Creating a flexible yet focused strategy depends on centring the right candidates for change. Who will benefit most from what the G.P.I.I.A has to offer? This may not align with who is most in need in the community. A tension that needs to be careful considered and planned for.

G.P.I.I.A

Innovation:

Exceeding the needs of the local community.

This strategy depends on the principle of exceeding the needs of the community, through collaborative innovative work groups and co-design spaces. This phase is where the innovation begins.

Time:

Understanding candidates time commitment?

Being mindful of people's time commitment is vital to ensure good engagement. Ensuring the time constraints of the candidates aligns with those the G.P.I.I.A is able to offer.

The Forum:

Creating and sustaining a discourse community.

The forum is the heart of this phase of the strategy. Made up of the community groups, organisations and advocates that were identified in the assessment phase.

the G.P.I.I.A leads this team to work together to co-design the entire strategy.

The importance of maintaining the social responsibility of the outcomes means that the G.P.I.I.A must have the final say on what is implemented. However, they must also bear the weight of responsibility upkeeping relationships with forum members.

Sustaining a creative and insightful space like this will enable the G.P.I.I.A to manage and maintain their Social
Impact strategy, for many years. Creating a mutually beneficial environment for listening, advocating, creating and innovating.

R&D:

Who Has done what? Where?

Research and Development area a cornerstone to this phase. Looking around at what has already been done and what went well and what were the issues will help create better sustainable resolutions.

R&D

Space:

Creating Accessible spaces.

Focusing on the work done around spaces during the assessment phase. Creating Spaces that are both physically and social accessible spaces.

Goals:

What does success look like?

Agreeing on clearly defined goals are essential to creating meaningful change. These benchmarks will enable evaluation and act as a space of agreement to work towards as a group.
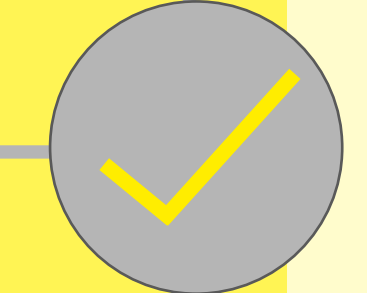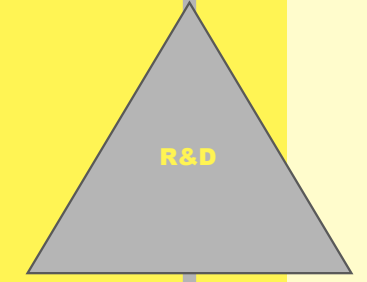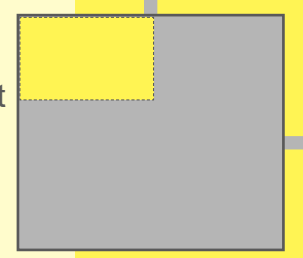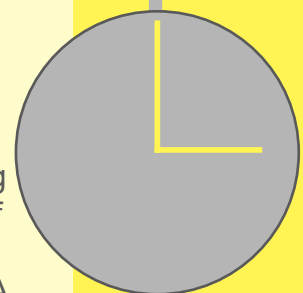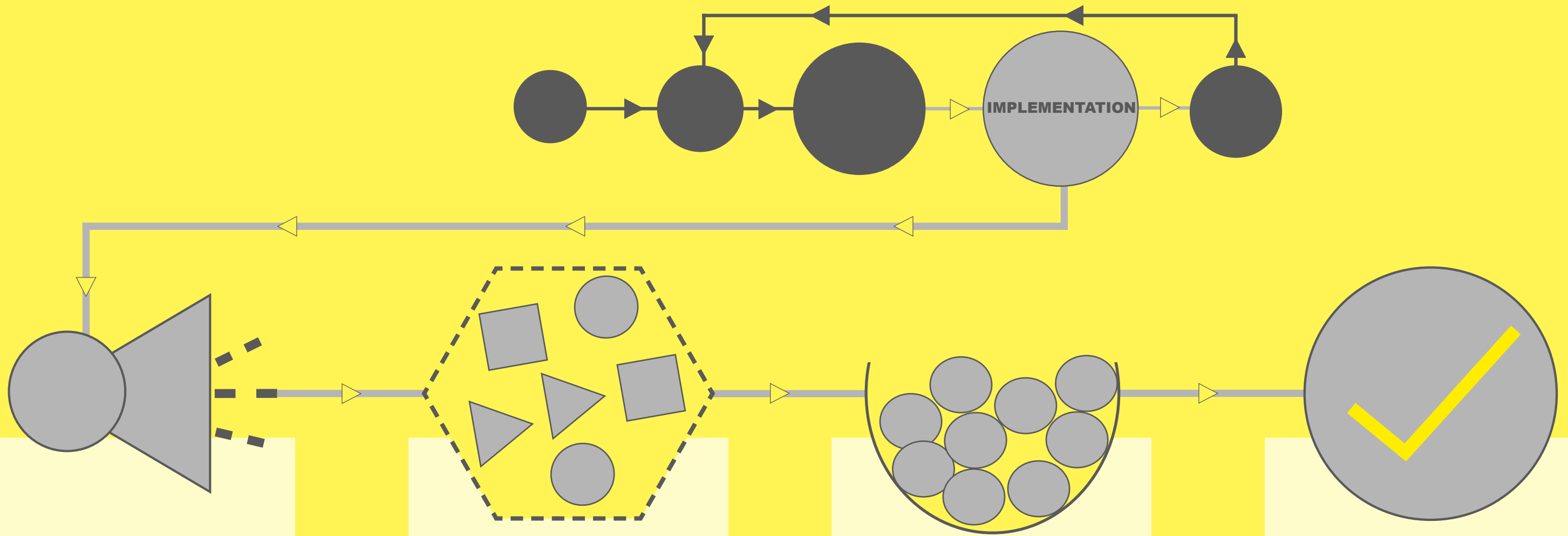
Targeted advertising:

Let people know this is for them

This stage of the implementation will require an targeted marketing plan to be developed.

How can we market this social impact innovation in a way that will engage and embolden the local community to take part.

Who are we inviting to take part?

How can we best engage with the candidates?

Mix it up:

Creating diverse spaces

Creating spaces that engage a diverse group of people will improve engagement and social impact.

Embedding diversity into the implementation is vital to creating high social impact activities.

Noticing the links that exist in between different groups in need can mean being able to target multiple candidate groups for the same activity.

E.g: intergenerational groups, LGBTQ+ & allies' groups etc.

Incentivise:

What are people going to get form this activity?

Making it clear what the benefits are from participating in the group activity is essential to engagement.

People must be motivated to attend. A comprehensive look at exceeding the needs of the community during the strategy phase will feed into this category.

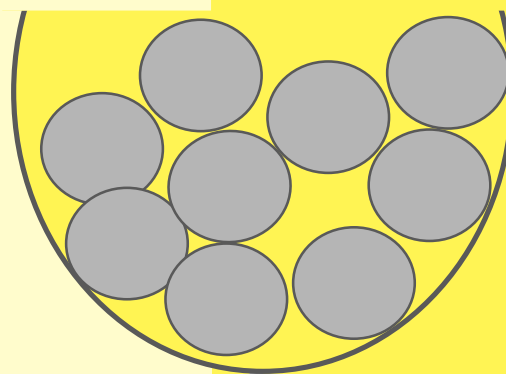## Feedback:

Responding to feedback and making changes

This phase of the process will be the first opportunity for candidates to have their say on the implementations. Therefore, it is vital that we have built in flexibility to the implementations to enable changes to be made ad hoc.

It is also a crucial time to be gathering feedback that can feed into next years strategy assessment.

Incentivising:

Why bother to give feedback?

It is vital that feedback is incentivised in a way that makes participants and facilitators feel that their experiences and feelings are considered valuable to the strategy. Being innovative in encouraging people to self-advocate, anonymously or otherwise is vital to creating sustainable change. The strategy relies heavily on this element of participation.
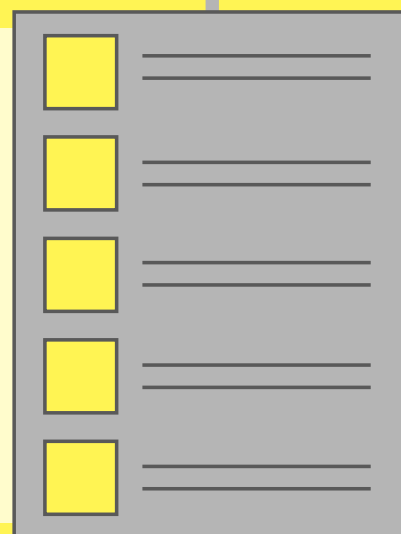
REVIEW

Timely Feedback:

Create ways of gathering feedback in a timely way.

The memory of an experience can fades very quickly with time and polarise itself in doing so. There fore collecting timely feedback that can be collect as the implementation occurs or shortly after can enable a
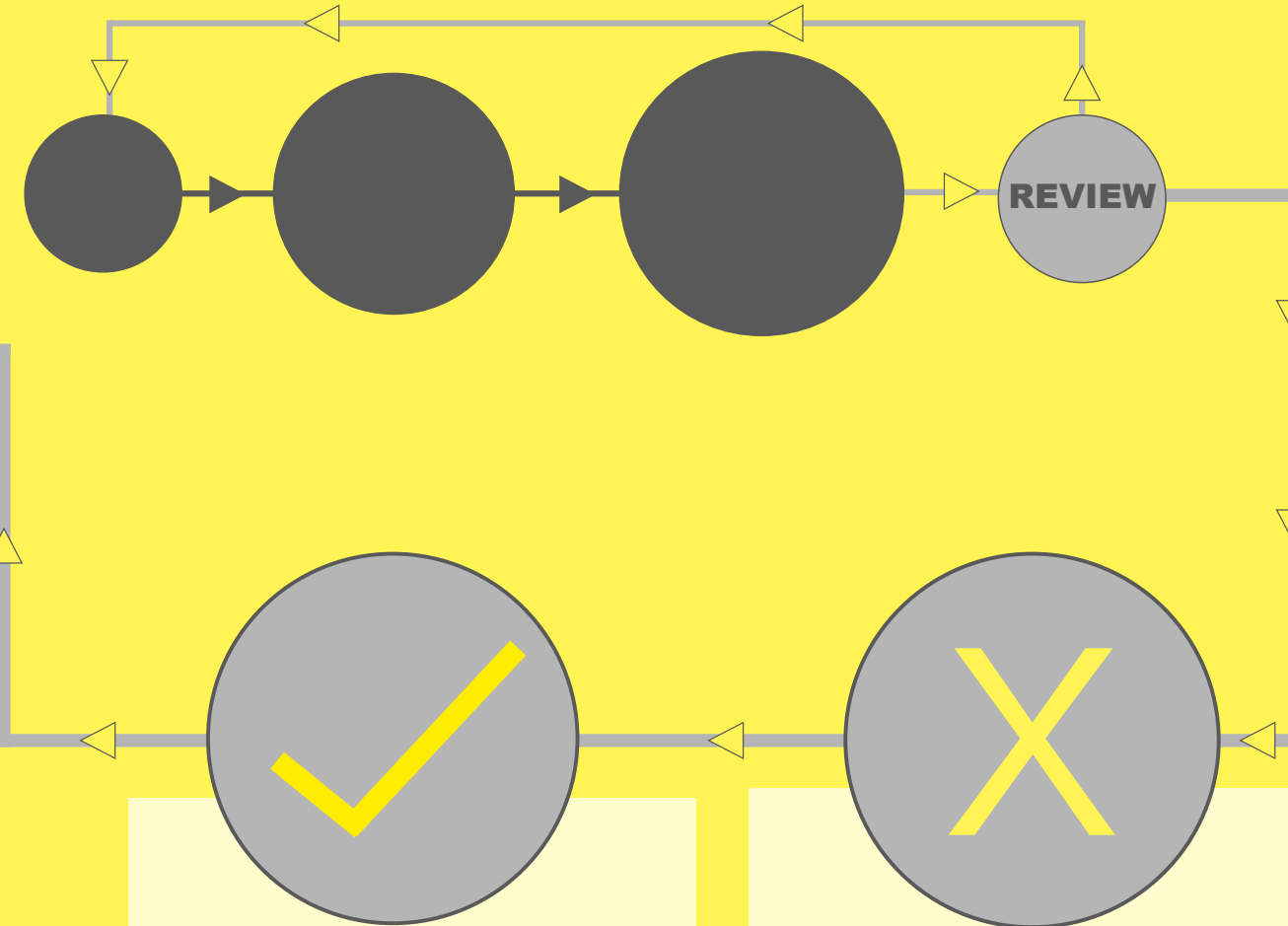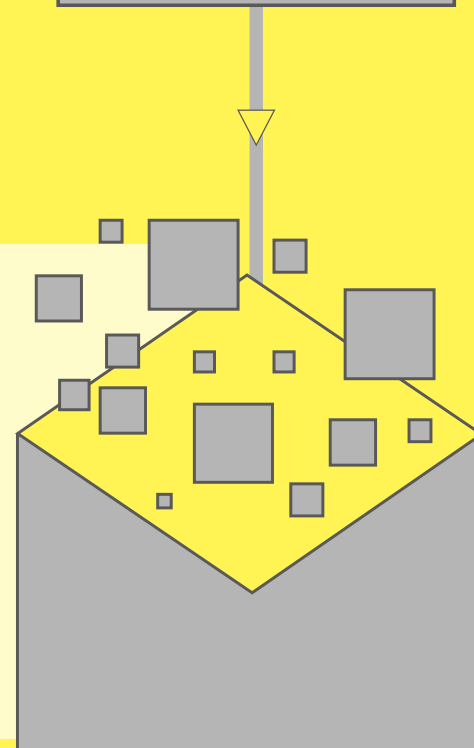
more balanced and comprehensive data set to work from for future strategies. Doing this in a creative and non-intrusive way is also a challenge, as people resent being over audited. The strategy should aim to Integrated satisfaction measures into the implementation with truly innovative ways of caring and recording that care.

Outcomes list:

Feedback from participants and facilitators.

This is a review of the Outcomes list created during the strategy phase and an opportunity to reflect on any unexpected outcomes that have come form the implementation. It is important to gather information from both participants and facilitators as they are all equally valued members of the strategy, working together for positive social impact.

Review:

Anonymous Complaints/ feedback procedure

Creating an anonymised space for the candidates to express their points of view on the successes or issues around the implementations is important so that we can be sure that we are getting the real story. People often feel intimidated to give heartfelt feedback, whether that is negative or positive, strategizing a procedure that is both accessible and anonymous will ensure we are mitigating against that.

Data:

Open access to anonymised data set.

The strategy aims to review as a way to improve the next years implementations. By sharing this anonymised data with the Forum, we can create a dialogue of change and gain new perspectives on the data at hand. Interpreting it in news ways that may lead to better implementations the next year.

ASSESSMENT → STRATEGY → IMPLEMENTATION → REVIEW