

**Swalwell is
WELL
Worth it**

Written by the Ultimate Swalwell Action Research Team

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INTRODUCTION

Ultimate Swalwell is a voluntary organisation run by local people. The group was set up in 2006 and is applying to be a registered charity. The Management Committee live in the local area and all have one main aim in mind, and that is, to bring activities to the community of Swalwell.

Activities to date include getting a number of families and young people away for a few trips during the summer holidays 2006. Alongside the summer trips, Family Learning was able to offer summer and Christmas family craft sessions in the Community Centre. Both the trips and the craft sessions were a real hit and when evaluated, lots of you wanted more!

The reason for hosting the Swalwell Celebration came about from your feedback and from other research done with the young people of Swalwell. It was clear that there was a need for more activities for young people and just as importantly, for their families.

Ultimate Swalwell felt the best way to find out more of your views, suggestions and comments was to meet with you and ask you. Having a fun day for everyone was an ideal way to bring you together as a community offering you a fun comfortable space where you could enjoy activities with a difference and at the same time for you to let us know what you want from your community.

At this point we would like to offer a very special thank you to all of you who attended/supported the event; your comments, suggestions and views are vital, without them we would not be able to ensure that the right things happen in Swalwell.

We would also like to take this opportunity to thank Awards for All for giving us the grant, which enabled us to put on this fabulous event.

Thanks must also go to everyone who helped make the Swalwell Celebration a huge success. Thank you and a pat on the back for the research team and thank you to Viv, our event and research organiser, and her team who have put a lot of time and effort to benefit Swalwell. Thank you to our special guests Bobby Pattinson, The Mayor of Gateshead David Lynn, Dave Anderson M.P and all the people who volunteered their time.

THE RESEARCH TEAM AND HOW THEY DID THE RESEARCH

Setting up the team

Ultimate Swalwell Management Committee decided that the best way to find out what local residents really think and feel was to get people from the community to design and carry out a piece of research. They believed that the questions and the way they were asked would be different to anything that had been done before. They also believed that researchers who lived in Swalwell and knew what they were doing would understand what people were talking about and know how get them to explain what they meant in more detail.

They wanted the team to have young people as well as adults of different genders and origins in it, so everyone who took part would feel comfortable and some of the barriers between generations could be broken down. Visits were made to local groups, meeting places, schools, shops etc to invite people to join the Ultimate Swalwell Community Action Research Team and take part in training that can lead to a recognised qualification. Lots of people were interested, but unfortunately, because of the timing, only five of them were able to get involved as members of the research team.

Designing the research

During their training sessions, the team worked out that they needed to ask fifteen smaller questions to get the answer to the big research question “What do people who live in Swalwell want to be able to do in their area?” They decided that they needed to get answers from people at the Swalwell Celebration event in four different ways:

1. Interviews with at least twelve people to get detailed information.
2. A “Talking Wall” where lots more people could write shorter answers on flip chart paper to questions based on the ones used for the interviews.
3. A “Where Do You Stand” activity involving as many people as possible in saying how positive the event had been for them and whether they thought it should be repeated in future.
4. Feedback sheets about the activities people took part in on the day based on some of the questions they were using for the interviews.

Carrying out the research

The researchers worked in pairs during the interviews and took turns encouraging and helping people to write on the Talking Wall. They made sure that people knew their opinion was important and there were no right or wrong answers. They explained what would be done with their answers and that nobody would be able to tell who had said what when the results were put together into a report.

Analysing the information that was collected

When all the answers from the interviews, Talking Wall and feedback sheets were word-processed the team decided what it all meant in four stages:

Stage 1: Looking at each question and each of the three parts of the research separately at first and sorting them into sets that were about the same sort of ideas and issues;

Stage 2: Looking the sets in each of the different questions one at a time and combining any that seemed to belong together, changing the sets gradually as the ideas and issues that were in them got clearer;

Stage 3: Comparing and combining the sets of answers from the interviews, Talking Wall and Feedback sheets until they had the main ideas and issues that had come out of all the different parts of the research;

Stage 4: Putting the main issues into words and turning the main ideas into recommendations for what should be done about the.

THE RESEARCH SAMPLE

Altogether 224 people took part in the research.

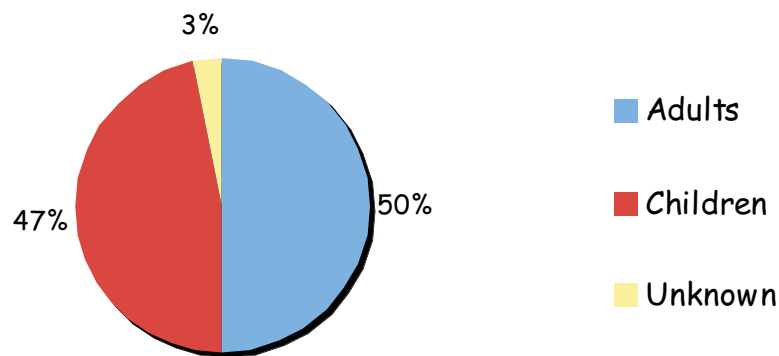
65 people wrote something on the talking wall, but because it was so public none of them was asked to give any information about themselves.

138 people filled in feedback sheets about the activities and advice stalls but they were not asked for personal information because it would have taken them longer to do it and it might have put them off.

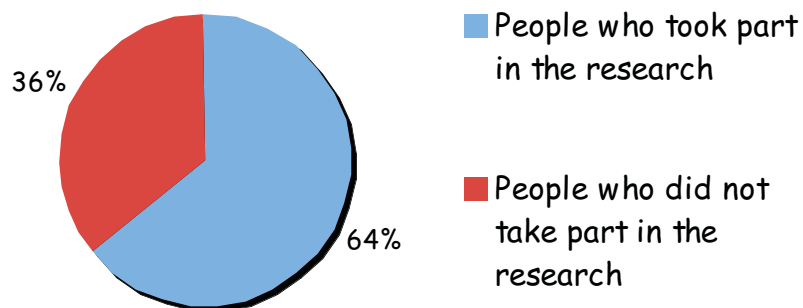
The people who came the Swalwell Celebration

348 people signed in at the event, although they were not all there at once.

Age range of the people who came to the Swalwell Celebration

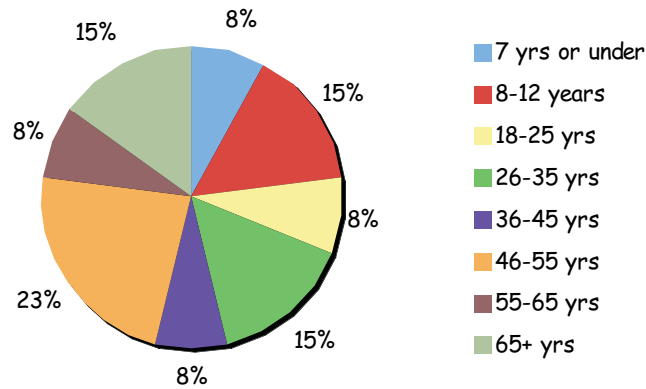


How many of the people who came to the Swalwell Celebration took part in the research

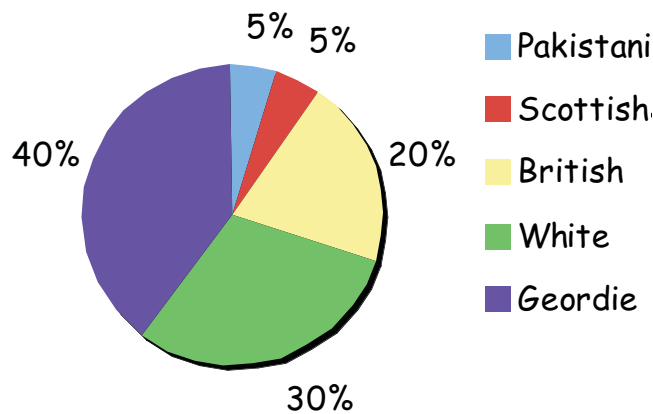


21 people from Swalwell were interviewed. This figure includes the people who took part in the pilot at Swalwell Primary School, who also came to the event. Half of the people who were interviewed were male and half were female.

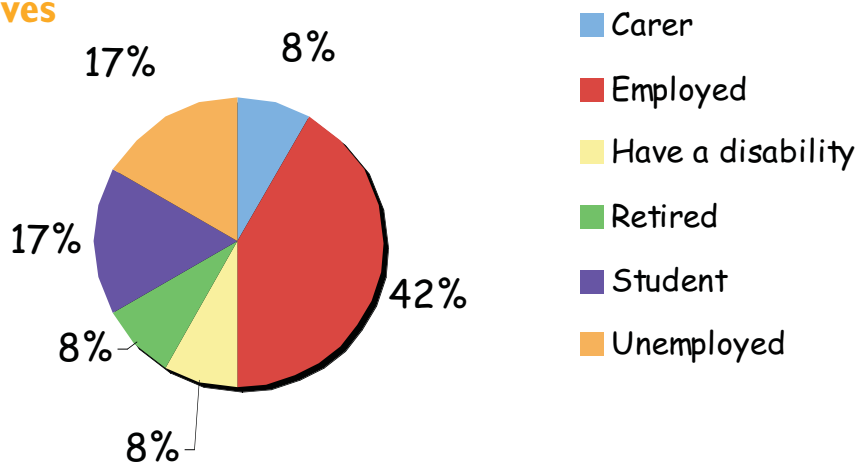
Age range of the people interviewed



How the people interviewed described their ethnic origin



Other things that the people interviewed told us about themselves



THE RESEARCH FINDINGS

When the results of the research were analysed, the key issues and the recommendations for what should

Key issues that came out of the research

People do not just want more things to do in Swalwell; they need them for the sake of:

**THEIR HEALTH, SAFETY
AND GENERAL WELLBEING**

&

**COMMUNITY
RELATIONSHIPS**

&

**SELF-CONFIDENCE
AND SENSE OF ACHIEVEMENT**

&

**THEIR INDIVIDUAL
AND SOCIAL DEVELOPMENT**

&

**THEIR LIVES AND THE LIVES OF
FUTURE GENERATIONS**

To give people what they need, there should be

- ★ A wide range of activities going on regularly in the local area
- ★ The right kind of atmosphere and environment in the place where they happen
- ★ The right kind of people leading the activities who can make the experience positive for everyone who takes part
- ★ Lots of personal contact and different types of information to encourage people to take part in the activities

RECOMMENDATIONS

What should be done about the key issues that came out of the research?

Ultimate Swalwell could set itself seven aims

1. To hold an event like the Swalwell Celebration every year
2. To set up a programme of activities to meet all the needs and interests that came out of the research
3. To recruit a team of local volunteers to do the outreach work that will encourage people to get involved
4. To help local adults and young people to become tutors
5. To offer free training programmes for the volunteers and peer tutors
6. To have a Coordinator to look after the programme of activities and a Training and a Support Worker to look after the volunteers and peer tutors
7. To work with the local community and the different organisations that have a part to play in making those things happen.

WHAT COMES NEXT?

The next steps must be sharing the research findings and getting something done. That means doing three things.

- ★ Making sure the research team members get their certificates and find the new opportunities they have asked for.

This will be done by offering the team members the extra training sessions and support they need.

- ★ Showing the research results to all the people who took part in the Swalwell Celebration and everyone who helped to make it a success.

This will be done by producing a newsletter with a summary of the research report in it and sending it to every household in Swalwell and all the individuals and organisations that contributed to the event.

- ★ Showing people from the community that the research will lead to action and that they can be involved in making it happen.

This will be done in two ways:

- ★ Encouraging them to become active in the community.
- ★ Get local residents together with people from different organisations. Make a presentation about the research report and find out what they think of the key issues and recommendations and how they can work with Ultimate Swalwell to make something happen.

ACKNOWLEDGEMENTS

Ultimate Swalwell and their Community Action Research Team would like to say a big "Thank You" to:

- ★ All the people who came to the Swalwell Celebration event
- ★ Everyone from the community who took part in the research for the valuable comments they made in the interviews, on the talking wall and on the feedback sheets about the activities
- ★ The facilitators for giving local people such great experiences and taking the time to get them to fill in the feedback sheets
- ★ The Synthesis Training Event Management Team for their help in planning, organising, promoting and delivering the Swalwell Celebration
- ★ Dave Anderson MP
Cllr David Lynn, Mayor of Gateshead
Bobby Pattinson
For the encouragement they gave by attending and speaking at the event
- ★ Malcolm Pegg from Gateshead Community Based Services for all the support he gave leading up to and during the event

All the organisations and people listed on the next page for helping to make the event happen and to be a success.

The Organisations and people that helped to make the Swalwell Celebration a success

- ★ Aero Print
- ★ Café 8
- ★ Club Soccer
- ★ Comusica, The Sage Gateshead
- ★ Gateshead Borough Youth Organisations Council
- ★ Gateshead Children's Centre Development
- ★ Gateshead Community Based Services
- ★ Gateshead Community Health Team
- ★ Gateshead Community Link Scheme
- ★ Gateshead Family Learning Project
- ★ Gateshead Health Trainers
- ★ Gateshead Neighbourhood Management Services
- ★ Gateshead Primary Care Trust
- ★ Diane Gills, Creative and Performing Arts Tutor
- ★ Hawthorn Arts
- ★ Music Direct
- ★ Lilian Nebulime, Creative Arts Tutor
- ★ New Life Holistic Therapies
- ★ North East Cultural Diversity in the Arts Forum
- ★ Oriental Arts & Crafts
- ★ Shaw Trust
- ★ Emma Sheridan, Creative Arts Tutor
- ★ Shipley Art Gallery
- ★ Skills For Life
- ★ Sportique
- ★ St John Ambulance
- ★ St Mary's Roman Catholic Primary School
- ★ Swalwell Community Centre Management Committee
- ★ Swalwell Community Fire Station
- ★ Swalwell Community Primary School
- ★ Swalwell Local History Group
- ★ Swalwell Primary School

EXTRACT FROM THE SCRIPT FOR THE RESEARCH INTERVIEWS

Introducing the interview

We're from Swalwell and we've been trained to do research so we can find out what you would like to have going on in the community.

We've got a short interview that we would like you to take part in if it's ok with you.

The questions are all about what you would like to do and your opinions about what is happening today and could happen in future.

We're working for USCART, the Ultimate Swalwell Community Action Research Team.

Everything you say will be recorded in our notes but it will be strictly confidential. When all the answers from different people are put together nobody will be able to tell who said what.

When we've worked out what all the research tells us, we'll write a report and have another event to show everyone the results and get new activities into Swalwell.

It's totally your choice whether you take part and you don't have to answer any questions that you don't want to answer.

How do you feel about taking part in the research?

We came up with all the questions we're going to ask you and decided on everything we need to say to you when we did our research training, but there's much too much for us to remember off by heart so we're reading it all from a script. That way we'll can make sure we don't miss anything out.

Just before we start, we want to say that there are no right or wrong answers to any of the questions - we want to know what you really think.

If any of the questions don't make sense or you are unsure what they mean, it won't be your fault. It will be because we haven't said it clearly enough, so please tell us and we will find another way to say it.

You can ask us to stop the interview or end it completely any time if you feel uncomfortable.

Is it OK if we start now?

THE RESEARCH QUESTIONS

Question 1

If there were more things to do in Swalwell, would it make a difference to you?

YES NO NOT SURE

Follow up questions:

Q 1: Can you describe the difference it would make to you?

Q 2: What makes you say that?

Question 2

If there were more things to do in Swalwell, do you think you might take part in any of them?

Follow up questions:

Q 1: If you took part in any activities, what sorts of things would you like to get from them?

Q 2: We have a list of some different things you could get from taking part in activities. Please say if any of them would be right for you.

Q 3: You can choose as many things as you like from the list.

Q 4: Would you like to look at them yourself or should I read them to you?

- | | |
|---|--|
| <input type="checkbox"/> Being creative | <input type="checkbox"/> Learning about something |
| <input type="checkbox"/> Being part of something | <input type="checkbox"/> Making new friends |
| <input type="checkbox"/> Being with people who understand your situation | <input type="checkbox"/> Making something |
| <input type="checkbox"/> Building your confidence | <input type="checkbox"/> New skills |
| <input type="checkbox"/> Doing something for yourself | <input type="checkbox"/> Raising your spirits |
| <input type="checkbox"/> Doing something for other people | <input type="checkbox"/> Reach a goal |
| <input type="checkbox"/> Finding something out | <input type="checkbox"/> Stress relief |
| <input type="checkbox"/> Getting a result | <input type="checkbox"/> Using your imagination |
| <input type="checkbox"/> Getting advice or help | <input type="checkbox"/> Working with other people for a purpose |
| <input type="checkbox"/> Getting to know more people | <input type="checkbox"/> Please add anything you think we've missed out. |
| <input type="checkbox"/> Knowing people who have been through the same sorts of things as you | |
| <input type="checkbox"/> Knowing people who are coping with similar situations | |

Question 3

If you take part in something, how do you want to feel while you are doing it?

Follow up questions:

Q 1: We have a list of some different feelings you can get from taking part in activities. Please say if any of them would be right for you.

Q 2: You can choose as many things as you like from the list.

Q 3: Would you like to look at them yourself or shall I read them to you?

- | | |
|--|---|
| <input type="checkbox"/> A sense of satisfaction (Satisfied) | <input type="checkbox"/> You are able to do things that you weren't sure you could do |
| <input type="checkbox"/> A sense of achievement | <input type="checkbox"/> You have done more than other people thought you could |
| <input type="checkbox"/> Better in yourself | <input type="checkbox"/> You have had fun |
| <input type="checkbox"/> Excitement | <input type="checkbox"/> You know more about something |
| <input type="checkbox"/> Good about yourself | <input type="checkbox"/> You understand something much better |
| <input type="checkbox"/> More positive about yourself | <input type="checkbox"/> Please add anything you think we've missed out. |
| <input type="checkbox"/> More positive about things in general | |
| <input type="checkbox"/> More relaxed | |
| <input type="checkbox"/> Proud of yourself | |
| <input type="checkbox"/> Pleasure | |
| <input type="checkbox"/> Fitter | |
| <input type="checkbox"/> Well | |
| <input type="checkbox"/> Supported | |

Question 4

If you were taking part in an activity, what would you want the person leading it to be like?

Follow up questions:

Q 1: How would it affect you if the person leading the activity was not like that?

Q 2: How would you like to be treated when you took part in the activity?

Q 3: How would it affect you if it did not turn out like that?

Question 5

Do you think you would do something on your own?

YES NO NOT SURE

Follow up questions:

Q 1: What makes you say that?

Question 6

How do you feel about doing activities in a group?

Follow up questions:

Q 1: What kind of people would you like to work with in a group?

Question 7

If you could choose from something challenging (*hard for you to do, or a bit scary in some way - maybe because you've never done anything like that before or you're not sure if you can do it*) OR easy to do, which would it be? You can say something in between the two if you like.

Follow up questions:

Q 1: How often do you think you would choose something like that?

Most of the time Part of the time Occasionally (not very often)

Q 2: Can you give me examples of activities that might be challenging or easy for you?

Q 3: What do you think would make them challenging or easy for you?

Q 4: How confident would you be about taking part in those activities?

Q 5: What would give you the confidence?

Question 9

If you could have more to do in Swalwell, what kind of things would you like to be able to choose from?

- | | |
|---|--|
| <input type="checkbox"/> Activities that help you to improve the way you feel | <input type="checkbox"/> Manga cartoon drawing (and animation) |
| <input type="checkbox"/> Advice and information sessions | <input type="checkbox"/> Making jewellery |
| <input type="checkbox"/> Badge making | <input type="checkbox"/> Making quilts |
| <input type="checkbox"/> Beauty treatments | <input type="checkbox"/> Making things with glass |
| <input type="checkbox"/> Ceramics (decorating plates etc.) | <input type="checkbox"/> Making musical instruments |
| <input type="checkbox"/> Cooperative games (e.g. parachute games) | <input type="checkbox"/> Playing musical instruments |
| <input type="checkbox"/> Dancing | <input type="checkbox"/> Origami |
| <input type="checkbox"/> Doing research | <input type="checkbox"/> Painting |
| <input type="checkbox"/> Drama or theatre activities (that you can watch OR take part in) | <input type="checkbox"/> Photography |
| <input type="checkbox"/> Drawing skills | <input type="checkbox"/> Printing (including block printing and fabric printing) |
| <input type="checkbox"/> Football coaching | <input type="checkbox"/> Relaxation treatments |
| <input type="checkbox"/> Group exercise | <input type="checkbox"/> Silk painting |
| <input type="checkbox"/> Learning about the different sides of health | <input type="checkbox"/> Weaving |
| <input type="checkbox"/> Learning DJ skills | <input type="checkbox"/> Variety shows (that you can watch OR take part in) |
| <input type="checkbox"/> Looking into the past (history) | <input type="checkbox"/> Please add anything you think we've missed out. |
| <input type="checkbox"/> Learning MC skills | |

Follow up questions:

- Q 1: We have a list of all the different kinds of things that are going on today.
- Q 2: Please say if any of them would be right for you. You can choose as many as you like from the list.
- Q 3: Would you like to look at them yourself, or should I read them to you?
- Q 4: Do you think anyone you know would enjoy any of these activities?

Question 10

Is there anything that might stop a person taking part in the things you've talked about?

- Q 1: We have a list of some different things that might get in the way.
- Q 2: Please say if any of them might affect you or anyone you know.
- Q 3: You can choose as many things as you like from the list.
- Q 4: Would you like to look at them yourself or shall I read them to you?

- | | |
|---|--|
| <input type="checkbox"/> Access | <input type="checkbox"/> Religion |
| <input type="checkbox"/> Childcare | <input type="checkbox"/> Social situations |
| <input type="checkbox"/> Confidence | <input type="checkbox"/> Things you need to do for other people (like family or friends) |
| <input type="checkbox"/> Different attitudes | <input type="checkbox"/> Time |
| <input type="checkbox"/> Disability | <input type="checkbox"/> What happened to you at school or college or on a training course |
| <input type="checkbox"/> Feelings | <input type="checkbox"/> Work |
| <input type="checkbox"/> Feeling unsafe | <input type="checkbox"/> Please add anything you think we've missed out. |
| <input type="checkbox"/> Gender issues (being male or female) | |
| <input type="checkbox"/> Health | |
| <input type="checkbox"/> If you need to bring your own equipment or materials | |
| <input type="checkbox"/> Money | |

Follow up questions:

- Q 1: Can you explain how those things might cause a problem for you
- Q 2: Have you got any suggestions about how to solve those problems?

Question 11

Thinking back over everything you've talked about, what would you say are the main things that make you want to take part in an activity?

Follow up questions:

- Q 1: How did you find out about today?
- Q 2: When you heard about today, what made you decide to come along?

We have a short list of ways you could find out about an activity.

Q 3: Can you say which of them would help you decide to take part in activities after today?

Q 4: You can choose as many things as you like from the list.

Q 5: Would you like to look at them yourself or shall I read them to you?

- | | |
|---|---|
| <input type="checkbox"/> An advert in a newspaper or newsletter like Council News | <input type="checkbox"/> Someone who has taken part in it before telling you it is good |
| <input type="checkbox"/> An advert on the internet | <input type="checkbox"/> Meeting the person who leads the activity |
| <input type="checkbox"/> A leaflet through your door | <input type="checkbox"/> Trying it out first |
| <input type="checkbox"/> Pictures showing what it will be like | <input type="checkbox"/> It is free |
| <input type="checkbox"/> A person telling you about it | |

Question 12

Do you think it would make a difference to Swalwell if there were more things for people to do in the area?

YES NO NOT SURE

Follow up questions:

Q 1: What kind of difference do you think it would make?

Q 1: What makes you say that?

Question 13

There are different ways that you can be involved in what happens after today. We've got them listed on this sheet. (**"Today Is Just The Beginning"**)

Do you think you might like to help get some new things going on in Swalwell?

YES NO NOT SURE

Follow up questions:

Q 1: Do you think you might like to join our group and work with us to do that?

YES NO NOT SURE

If you want to help with what happens after today you will need to fill in this form and put it through the slot in the box on the table where you signed in when you got here.

We cannot take your details because we don't want anyone to know which things you have said, so your name and address must be kept well away from the notes we have made during this interview.

Please take a form.

If you're not interested in what happens after today, please put a line through the writing on this form and post in the box.

TODAY IS JUST THE BEGINNING - WOULD YOU LIKE TO BE INVOLVED IN WHAT HAPPENS NEXT?

We hope you have enjoyed the Swalwell Celebration.

You might have spoken to one or two of our researchers during the day and you will definitely have answered a few questions about the activities you have taken part in.

The answers you have given will be put into a report to show what kinds of activities people would like to have going on in Swalwell.

In few months time we invite everyone back to find out what the report says and decide what to do about it.

We will send a newsletter to every home in Swalwell, but you do not have to wait for that - you can get involved in what happens next right now in lots of different ways.

We have listed them all here.

Please tick the boxes next to the ways you would like to get involved and put your contact details at the bottom, then fold up your sheet of paper and post it in one of the sealed private **MESSAGE BOXES** that are in the hall.

- | | |
|---|--|
| <input type="checkbox"/> You can ask for a copy of the research report | <input type="checkbox"/> You can become a volunteer for Ultimate Swalwell the group that organised this event and help them to make sure something happens |
| <input type="checkbox"/> You can come to the next event when we present the research report and decide what should be done about it | <input type="checkbox"/> You can become a member of Ultimate Swalwell and help to decide what it does in the future |
| <input type="checkbox"/> You can join the research team and help to write the report | |
| <input type="checkbox"/> You can help to present the report to people from the community and different organisations | |

My Name is: _____

My address is: _____

My telephone number is: _____

You can email me at: _____

Question 14

So that we can show we have included different people in our research, we would like to ask you a few questions about yourself. Nobody will know it is you that has filled in the form.

I can read it to you or you can fill it in by yourself.

Q 1: What is your postcode?

Q 2: Please tell us which age group you are in:

8 - 12 years 13 - 17 years 18 - 25 years 26 - 35 years

36 - 45 years 46 - 55 years 56 - 65 years 65 + years

Q 3: Are you: MALE FEMALE

Q 4: How would you describe your ethnic origin (the particular group of people you feel you belong to by birth)?

We have listed some different origins for you to choose from, but if none of them are right for you, please tell us how you would describe yourself.

- | | |
|--|--|
| <input type="checkbox"/> Black | <input type="checkbox"/> Japanese |
| <input type="checkbox"/> White | <input type="checkbox"/> Korean |
| <input type="checkbox"/> British | <input type="checkbox"/> African |
| <input type="checkbox"/> Black British | <input type="checkbox"/> Asian |
| <input type="checkbox"/> British Asian | <input type="checkbox"/> African Caribbean |
| <input type="checkbox"/> Geordie | <input type="checkbox"/> Iranian |
| <input type="checkbox"/> Irish | <input type="checkbox"/> Iraqi |
| <input type="checkbox"/> Scottish | <input type="checkbox"/> Kurdish |
| <input type="checkbox"/> Welsh | <input type="checkbox"/> Palestinian |
| <input type="checkbox"/> Asian | <input type="checkbox"/> Croatian |
| <input type="checkbox"/> Indian | <input type="checkbox"/> Bosnian |
| <input type="checkbox"/> Pakistani | <input type="checkbox"/> Polish |
| <input type="checkbox"/> Sri Lankan | <input type="checkbox"/> Dual Heritage (what used to be called mixed race) |
| <input type="checkbox"/> Chinese | |
| <input type="checkbox"/> Burmese | |

Q 5: Do have a disability?

Q 6: Do you care for (look after) any other people (children or adults)?

Q 7: Are you: EMPLOYED UNEMPLOYED A STUDENT RETIRED

Is there anything else you would like to tell us about your situation that could have made a difference to the way you answered the questions? (Or made a difference to the opinions you have given during the interview?)

Question 15

Just before you go, we want to ask you a few things about today:

Q 1: What has it been like (how have you felt) being here today?

Q 2: What has it been like taking part in this interview?

Q 3: Did you feel comfortable taking part in the interview?

Q 4: What do you think we were like as researchers?

CLOSING THE INTERVIEW

Thank you for taking part in the interview.

You've been a great help to us.

We will be sending out a newsletter to every home in Swalwell to let you know when our research report is ready.

We will tell you the date when you can come along to find out what the results are and help to get some action.

We hope you enjoy the rest of the day.

TALKING WALL HEADINGS

Adapted from questions in the script for the research interviews

TALKING WALL FLIP CHART 1

Would it make a difference to you if there were more things to do in Swalwell?

YES

Please put a tick on this side of the sheet
if your answer is YES

Would you mind writing a few words to
explain what makes you say YES?

NO

Please put a tick on this side of the sheet
if your answer is NO

Would you mind writing a few words to
explain what makes you say NO?

TALKING WALL FLIP CHART 2

If there were more things to do in Swalwell, do you think you might take part in any of them?

YES

Please put a tick on this side of the sheet
if your answer is YES

Would you mind writing a few words to
explain what makes you say YES?

NO

Please put a tick on this side of the sheet
if your answer is NO

Would you mind writing a few words to
explain what makes you say NO?

TALKING WALL FLIP CHART 3

What kind of activities would you like to be able to do in Swalwell?

TALKING WALL FLIP CHART 4

What sorts of things would you like to get from taking part in activities?

TALKING WALL FLIP CHART 5

How do you want to feel when you are doing an activity?

TALKING WALL FLIP CHART 6

Do you think it would make a difference to Swalwell if there were more things
for people to do in the area?

YES

Please put a tick on this side of the sheet
if your answer is YES

Would you mind writing a few words to
explain what makes you say YES?

NO

Please put a tick on this side of the sheet
if your answer is NO

Would you mind writing a few words to
explain what makes you say NO?

TALKING WALL FLIP CHART 7

Is there anything that might stop people taking part in activities they wanted to do?

TALKING WALL FLIP CHART 8

What are the best ways to tell you about things that are going on - ways that will get your attention and make you interested?

TALKING WALL FLIP CHART 9

Have you been to this Community Centre before?

YES

Please put a tick on this side of the sheet if your answer is YES

Would you mind telling us roughly how long it is since you came here last time?

NO

Please put a tick on this side of the sheet if your answer is NO

Would you mind writing a few words to say what has stopped you coming here before?

TALKING WALL FLIP CHART 10

Did you miss out on something you really wanted to do today?

YES

Please put a tick on this side of the sheet if your answer is YES

Please tell us what it was.

NO

Please put a tick on this side of the sheet if your answer is NO

Please tell us if you would like the chance to take part in an activity you were not able to do today, some time in the future.

TALKING WALL FLIP CHART 11

Is there anything else you want to tell us?

FEEDBACK SHEETS ABOUT ACTIVITIES AND ADVICE/INFORMATION STALLS

(Based on questions in the script for the research interviews)

A few questions about the activity or workshop you have just taken part in

Please spend a few minutes answering the questions on this sheet. It will help us to find out if it would be worth putting any of the things you have done today on again in the future.

You don't have to write long answers - one or two words will do.

Question 1

What was it like taking part in this activity?

What did you get from taking part in it?

Was it what you expected?

Question 2

What was the person or people leading this activity like?

Question 3

Would it have made a difference if they had not been like that?

Question 4

When you chose this activity (or workshop), did you think it would be challenging or easy?

(Challenging could mean something that is hard for you to do, or a bit scary in some way - maybe because you've never done anything like that before or you're not sure if you can do it.)

Question 5

Do you think you might like to do this sort of activity again?

A few questions about the advice and information stall you have just visited

Please spend a few minutes answering the questions on this sheet. It will help us to find out if it would be worth putting any of the things you have done today on again in the future.

You don't have to write long answers - one or two words will do.

Question 1

What was the advice and information about?

Was it what you expected?

Question 2

What was the person or people giving it like?

Question 3

Would it have made a difference if they had not been like that?

Question 4

Did the advice and information give you any ideas about things you could do or help you could get?

If so, please tell us what they were.

Question 5

Do you think you might come to advice and information sessions if they were available in Swalwell more often?

THE "WHERE DO YOU STAND" ACTIVITY

Two strips of masking tape were laid on the floor to make two long lines across the hall.

Four statements about the event were printed in large letters on pieces of A4 paper. Two of them were very positive and two of them were very negative.

The two statements written below were taken to either end of the first line of masking tape:

Everything about today has been positive

Nothing about today has been positive

People were asked to go to the place the line that best showed their opinion - showed how close their thoughts and feelings were to the positive or negative statement.

Everyone was then given on a "post it" shaped like a speech bubble and asked to write a single word or a few words on it, explaining what made them go to that part of the line. They were then asked to stick their "post-it" on the masking tape to show "where they stood".

When people had finished showing where they stood on the first line, they were asked to do the same thing on the second line, where two new opposite statements were held up at either end:

Swalwell should have an event like this every year

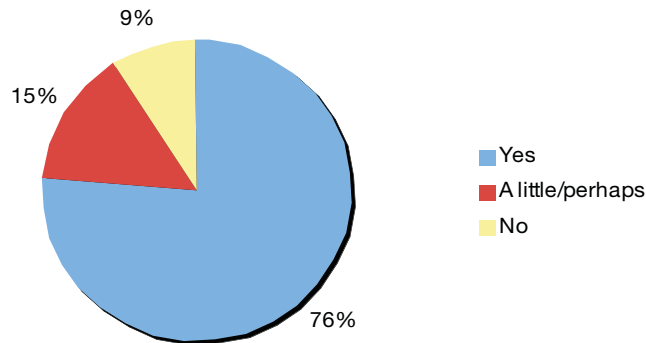
Swalwell should never have an event like this again

The post-its were fixed securely to the lines before the two strips of masking tape were carefully pulled up from the floor.

DETAILED RESEARCH RESULTS

Whether it would make a difference to individuals if there was more to do in Swalwell?

Would it make a difference to individuals if there were more things to do in Swalwell?



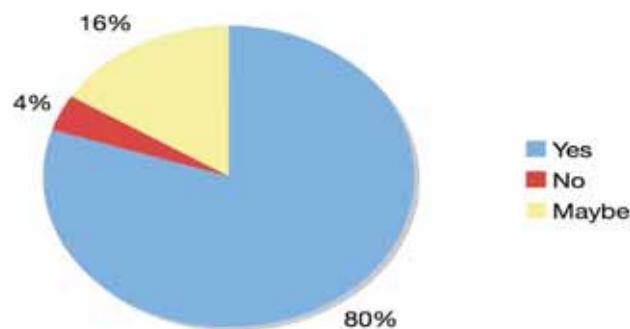
Most of those people who said it might make a difference to them personally, or make a little difference did not know how to explain what they meant, but one person said it depended on time.

Those who said it would make no difference to them personally gave one or more of the following three reasons:

1. They were satisfied with what they were already doing.
2. Their age group did not need any activities.
3. They were disappointed with what had happened in the past.

“We keep pretty active with our garden”

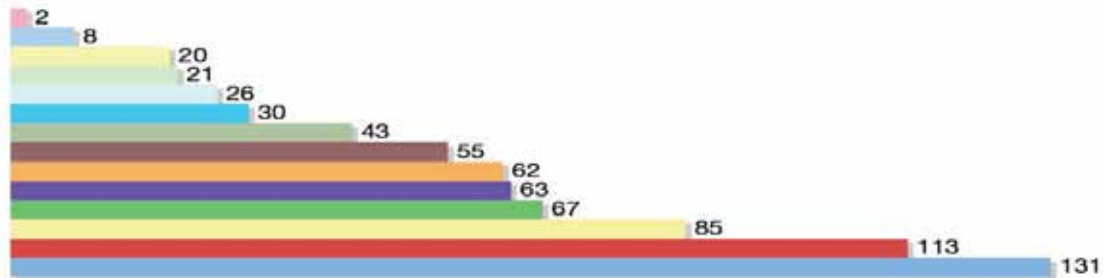
If there were more things to do in Swalwell, would people take part in them?



“Children need to be doing activities... they need to be busy”

WHAT PEOPLE WANT TO GET FROM ACTIVITIES AND HOW THEY WANT TO FEEL WHEN THEY TAKE PART IN THEM

What people want to get from activities and how they feel when they partake in them.

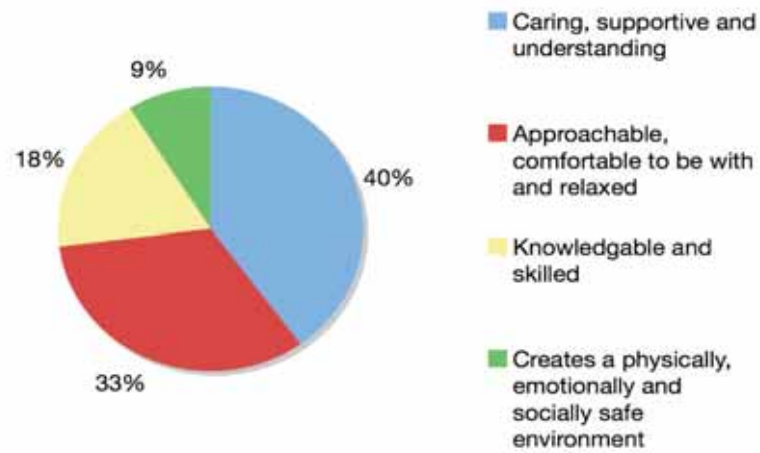


- Enjoying sport
- Working against negative attitudes and behaviour
- Getting advice and help
- Having access, choice and opportunity
- Being less stressed
- Being creative
- Getting physical benefit
- Being with people who understand your situation
- Being part of something/working with other people for a purpose
- Improving social wellbeing/social support
- Learning something
- Achieving / making something
- Building self confidence
- Improving emotional, mental and social wellbeing

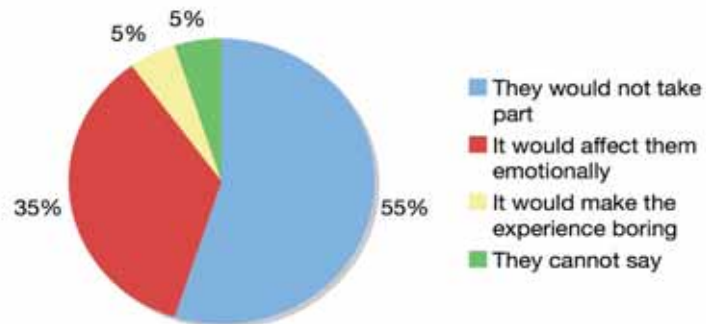
“I love to do things for other people. It makes me happy!”
“To really get involved with who you’re here with”

THE TYPE OF ACTIVITY LEADERS AND TUTORS PEOPLE WANT.

What people want activity leaders and tutors to be like.



The difference it would make to individuals if the activity leader or tutor was not like that.

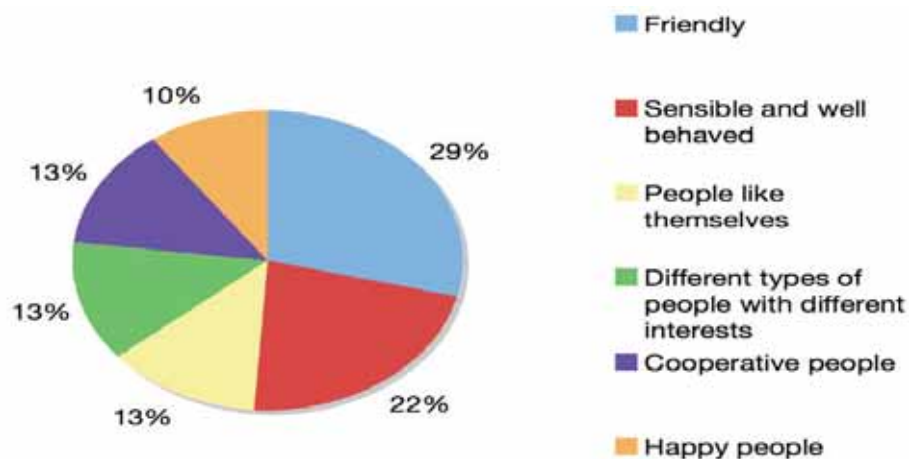


WORKING IN GROUPS

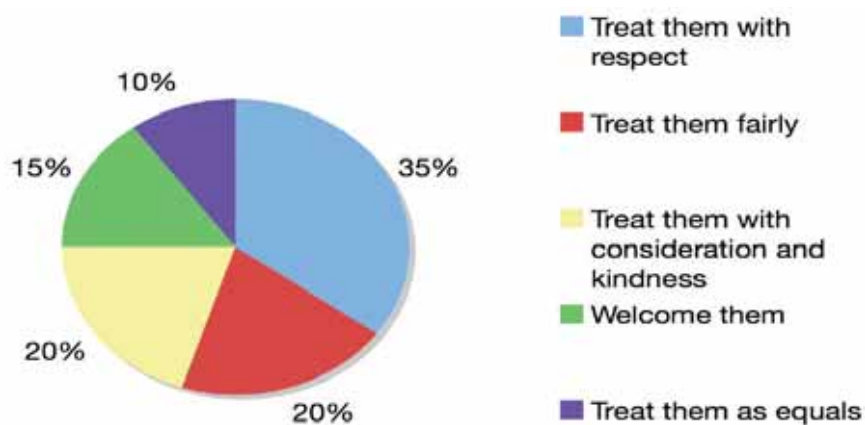
Most people said they felt fine about doing activities in groups or that it was better than doing things on their own, because

- ★ It was more enjoyable
- ★ They get to know people and make new friends
- ★ They would actually do more.

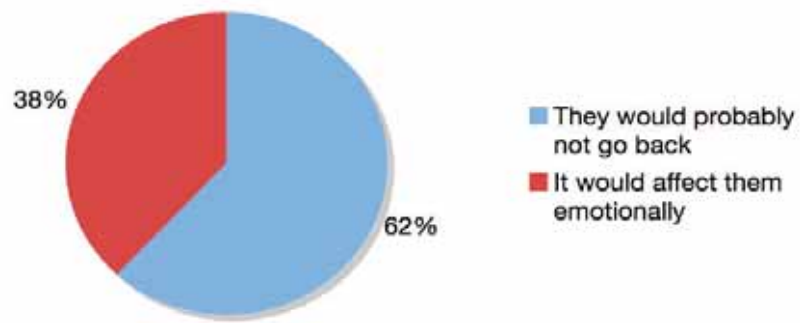
The kind of group members' people want to work with



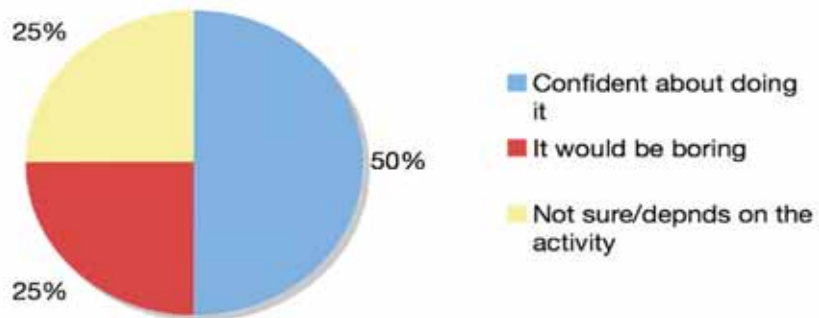
How people want other group members to treat them.



The difference it would make if other group members were like that.



How people felt about or going to an activity on their own.

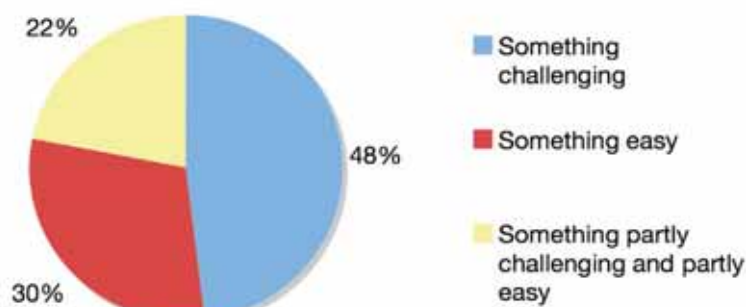


**“I think it would be fun really to do group activities.
Better than what I would feel alone”**

WHETHER PEOPLE WANT TO DO EASY OR CHALLENGING ACTIVITIES

There are different opinions about what makes people interested doing activities and classes. Some people think if they sound as if they will be at all difficult, people will not join them. Most of the people from Swalwell who took part in the research said they would choose an activity that is challenging.

Whether people would choose an activity that was challenging or easy.

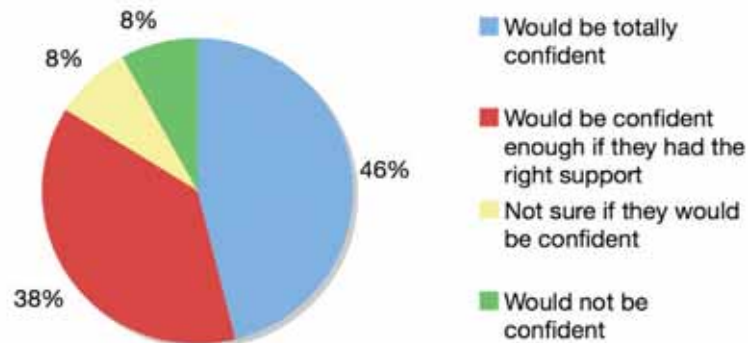


People gave examples of activities that would be challenging or easy for them.

Examples of activities that people find challenging	Examples of activities that people find easy
<ul style="list-style-type: none"> ● Come up with a new idea ● Crafts ● Dancing ● Exercise ● First Aid ● Football ● Mountain climbing ● PHYSICAL ACTIVITY ● Reading ● Rock climbing ● Show jumping ● Something at a level you haven't reached yet ● Something difficult for a person of your own age ● Something new / you're not used to ● Something you don't think you're good at 	<ul style="list-style-type: none"> ● Basketball ● Card making ● Clay modelling ● Doing things in teams ● Everyday task ● Exercise ● Football ● Gym ● Helping people ● Keep fit ● Painting ● Quizzes ● Reading ● Rugby ● Something that's easy for you to do ● Something you do at that time ● Something you're very good at

WHETHER PEOPLE WOULD BE CONFIDENT ABOUT TAKING PART IN CHALLENGING ACTIVITIES

How confident people would feel about doing challenging activities.



There were two kinds of support that some people would need to make them confident enough to take part in challenging activities:

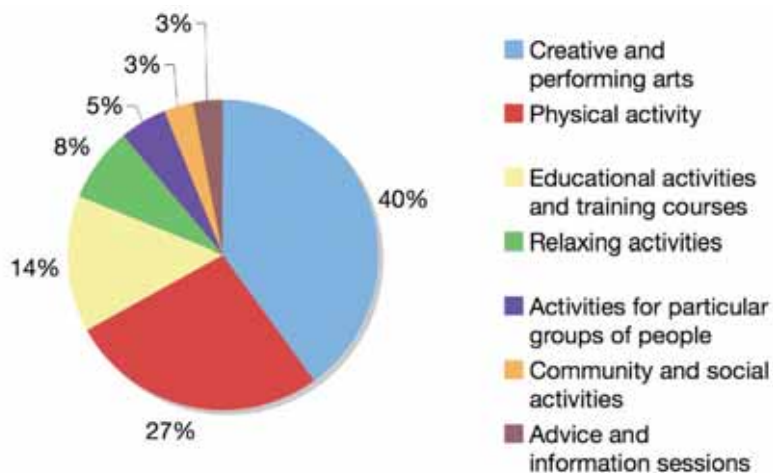
- ★ Encouragement and motivation from other people
- ★ To recognise successful past experience of taking on challenges

The people who said they were not at all confident about doing anything challenging gave five different reasons:

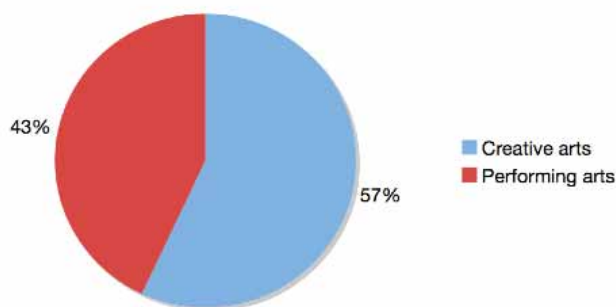
- ★ Limited past experience
- ★ Negative past experience
- ★ Nervousness
- ★ Safety issues
- ★ Ideas about their own ability

THE KINDS OF COMMUNITY BASED ACTIVITIES THAT LOCAL PEOPLE WOULD LIKE TO BE ABLE TO DO.

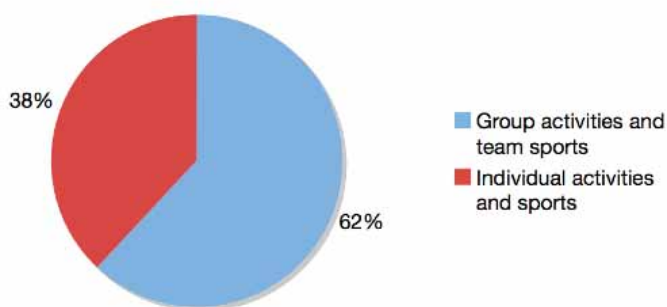
The type of activities that people would like to choose from.



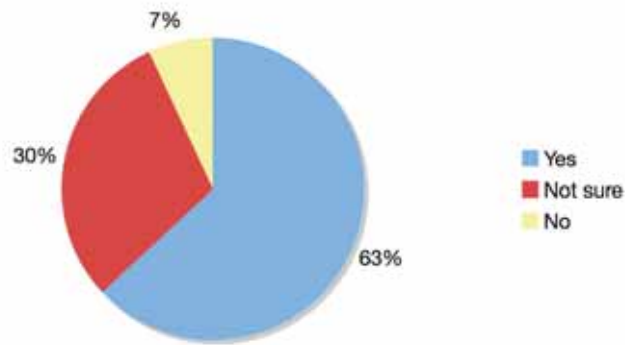
How many people want to do creative or performing arts.



The type of activities people want to do.



Whether people knew anyone else from Swalwell who would take part in the activities they had mentioned.



Those who said "Yes", they knew other people who would like to do similar activities added words like:

- ★ Loads
- ★ Lots
- ★ My friends

The people who were not sure added words like "maybe some".

The people who said they did not know anyone who would want to do the same activities as them said that was because they did not have any friends so they could not say if anyone else would be interested.

Barriers to taking part in activities

Restricted access, choice, inclusion and opportunities came out as by far the biggest barrier and could be caused by either:

- ⊘ Ability, age, origin or gender
- ⊘ Attitudes of other people
- ⊘ Environment where the activity takes place
- ⊘ Physical, emotional and mental health issues
- ⊘ How other people treat them
- ⊘ Low self-confidence or self-esteem
- ⊘ Not having enough money
- ⊘ Not having a lot of time or the time when things are put on
- ⊘ Personal commitments and caring for other people
- ⊘ Social relationships

Concerns about personal safety were also mentioned and included in the barriers

- ⊘ Abusive, difficult, forceful behaviour
- ⊘ Negative past experience
- ⊘ Strangers
- ⊘ Selfish people
- ⊘ Racism
- ⊘ Unwanted physical contact

Unfortunately, very few people could suggest barriers and some even thought it was impossible to overcome them.

“Everyone’s entitled to an opinion”
“Single parents can’t afford it”
“Disabled people you need supervised things to do”
“The tutor can’t keep an eye on each person”

THE MAIN THINGS THAT MAKE PEOPLE WANT TO TAKE PART IN AN ACTIVITY

Towards the end of the interviews, people were asked to think back over everything they had talked about and say what would make them decide to do an activity.

They gave a lot of reasons, which are listed in descending order below.

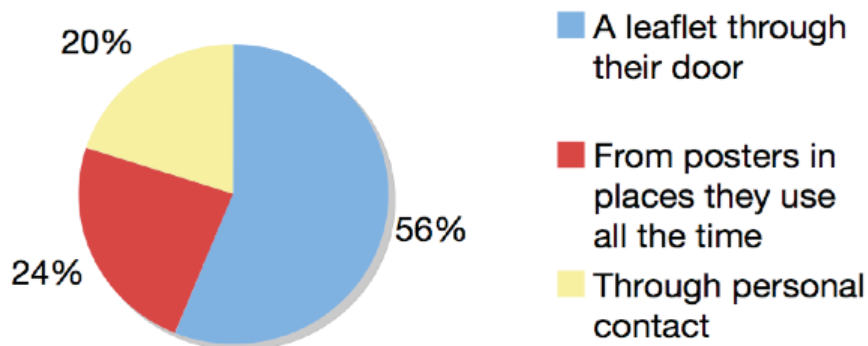
People would want to take part in an activity because

- It was based in the community - on the doorstep - and took place in the community centre.
- It would help them to deal with loneliness, got them out of their home, helped them to socialise and work with other people and to make new friends
- It involved doing things for other people, including people of different generations or helping people who are going through things they have been through.
- It feels good to do things.
- It would be fun.
- It would make them feel happy.
- It sounded good.
- It was something they liked.
- They would get exercise and keep fit.
- They would get exercise for people with disabilities.
- It involved group exercise.

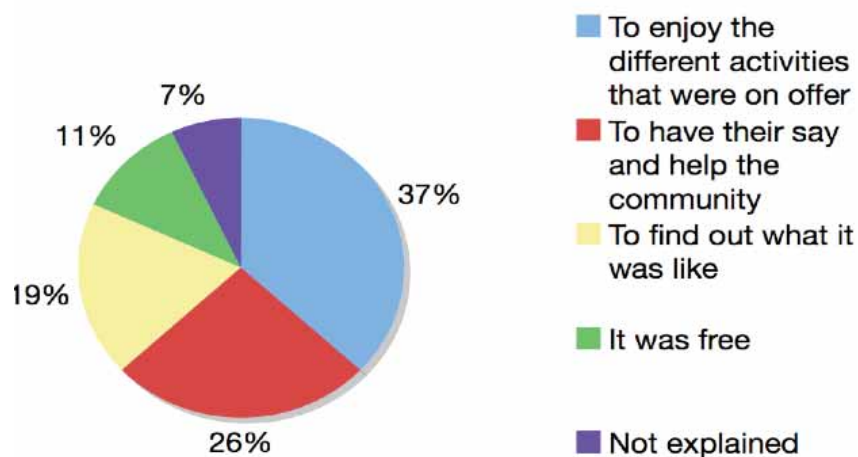
**“Do things for people - elder people – make them happy
Being in the situation that kids are in now”**

HOW SHOULD WE TELL PEOPLE ABOUT THINGS THAT ARE GOING ON AND PERSUADE THEM TO TAKE PART?

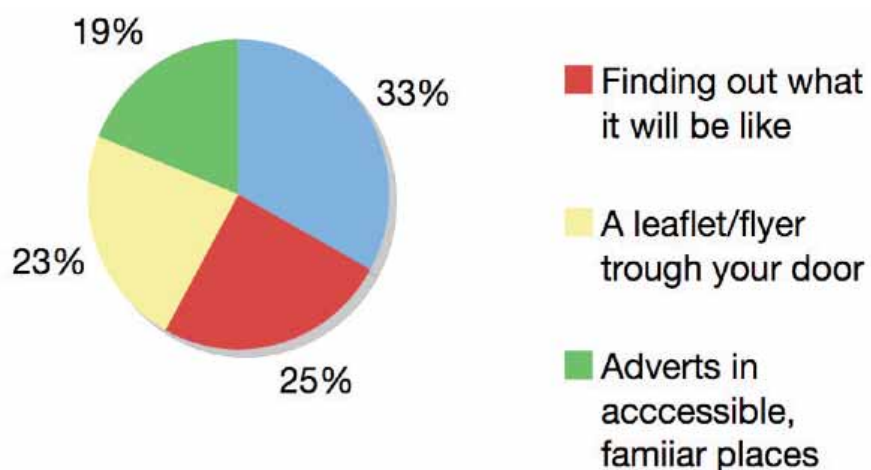
How people heard about the Swalwell celebration event.



What made people come to the event.



The best way for people to find out about activities.

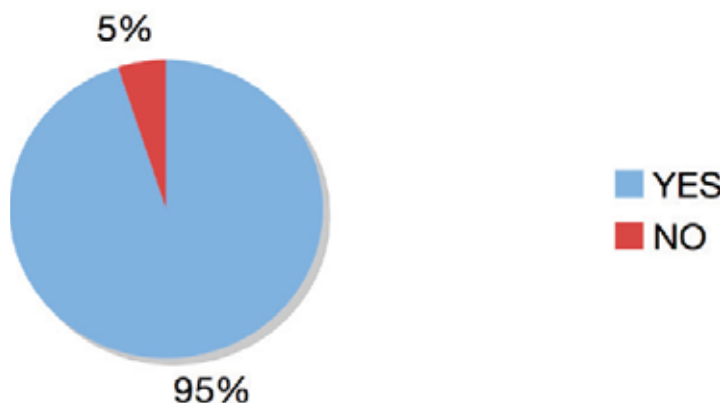


Other things people thought might encourage them to go to activities in the future

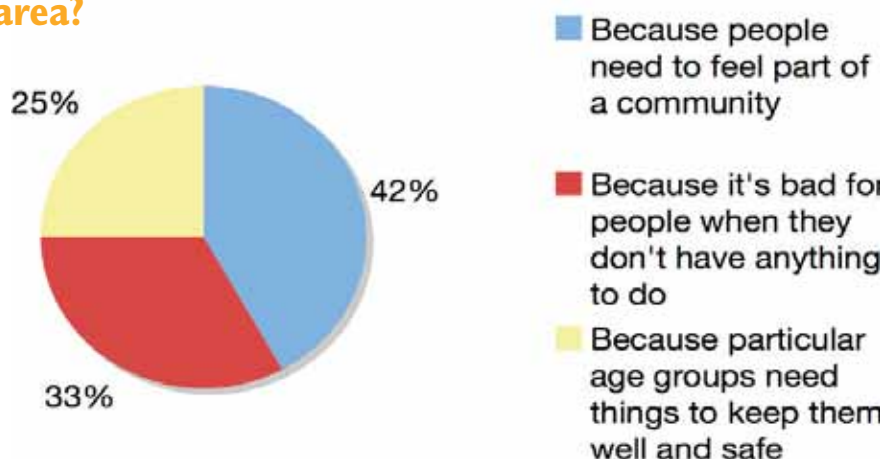
- All of them - people have different ways
- If it sounds good
- Internet access for people who have grandchildren
- No
- Summit to enjoy
- The time of them definitely
- Timing
- To do voluntary work

People had already said that having more things to do in the area would make a difference to them personally, now they told us that it would also make a difference to Swalwell.

Would it make a difference to Swalwell itself if there was more things for people to do in the area?



Why would it make a difference if there was more things to do in the area?

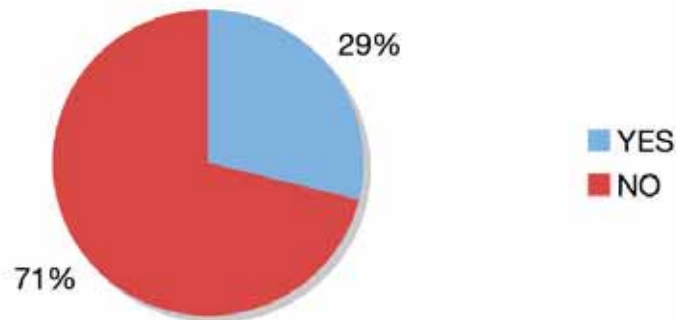


“A Vast difference”

“For the children it would make a big difference somewhere to go and something to do”

HAD PEOPLE BEEN TO THE COMMUNITY CENTRE BEFORE THEY CAME TO THE SWALWELL CELEBRATION EVENT?

Whether people had used the Community Centre before.



Those who had used the Community Centre before had been there for activities, to use the facilities or to talk about the community.

Those who had not been to the Centre before said they might use it in future if one or more of the following things happened:

- There were more things going on there for them to choose from
- There were more resources to start the things they hoped for and keep them going
- It was easier for people with disabilities, parents of small children and people on low incomes to take part in activities
- The community was more involved in decisions about the Centre

What people said it was like taking part in this interview

- Comfortable
- Pleasant
- Relaxed
- Excellent
- Good or very good
- Fine
- Lovely
- Alright
- Nice
- OK

What people said about the researchers

- Comfortable
- Pleasant
- Relaxed
- Excellent
- Good or very good
- Fine
- Lovely
- Alright
- Nice
- OK

“Put my point forward to someone who listens”

“Good but long”

“You were more likely to get what I want to say”

What people said about the Swalwell Celebration event

- Fantastic
- Interesting
- Wonderful
- Relaxing
- Quite good/good
- Really good
- Very good
- Ok
- Fine

WHAT PEOPLE THOUGHT ABOUT THE ACTIVITIES AT THE EVENT

Altogether there were thirty-eight different things going on at the Swalwell Celebration for people to enjoy.

Of those thirty-four were activities; workshops or advice and information stalls and four were presentations.

These are the types of activities, workshops and stalls that were on offer:

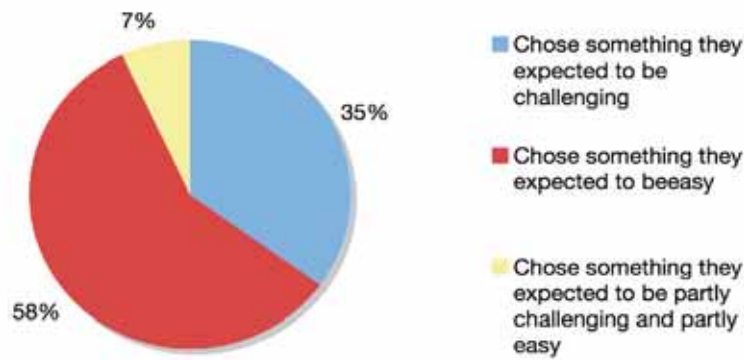
- 11 Creative Arts workshops.**
- 7 Advice and information stalls.**
- 4 Music and dance workshops.**
- 4 Physical activities.**
- 4 Well being workshops**
- 4 Activities valuing the community.**

One hundred and thirty eight feedback sheets were filled in about the activities, advice and information stalls people visited during the event.

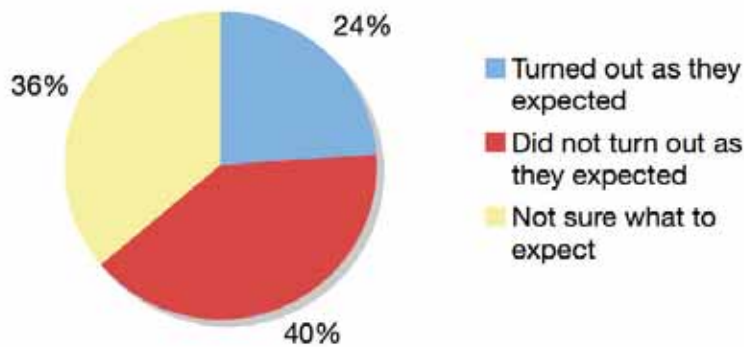
Advice, help & Information stalls	Creative Arts
<ul style="list-style-type: none"> ● 5 Basic Skills ● 3 Education/ learning/ training ● 9 Health ● 1 Community issues ● 14 Relaxation treatments 	<ul style="list-style-type: none"> ● 9 Badge making ● 14 Clay modelling ● 11 Fabric printing ● 2 Glass painting ● 10 Jewellery making ● 8 Manga Cartoon Drawing ● 6 Origami ● 9 Plate painting ● 8 Silk Painting
Performing Arts	Valuing the Community
<ul style="list-style-type: none"> ● 7 DJ and MC skills ● 8 Making and playing musical instruments ● 2 Street Dancing 	<ul style="list-style-type: none"> ● 9 Memories and wishes tree and the Treasure Map of Swalwell

Everyone thought the activities they took part in and advice and information stalls they visited were a good or very good experience and nobody made any negative comments them.

Whether people choose something that would be challenging or easy.



Whether the activities turned out the way people expected.

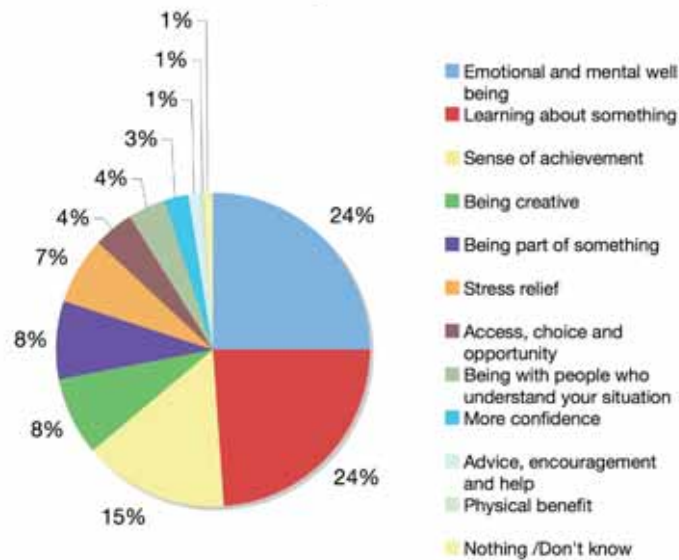


MOST PEOPLE SAID THE ACTIVITIES OR STALLS WERE EITHER BETTER, EASIER OR GAVE THEM MORE THAN THEY EXPECTED



ONLY 2% SAID THEY WERE NOT AS GOOD AS OR THEY GOT LESS THAN THEY EXPECTED

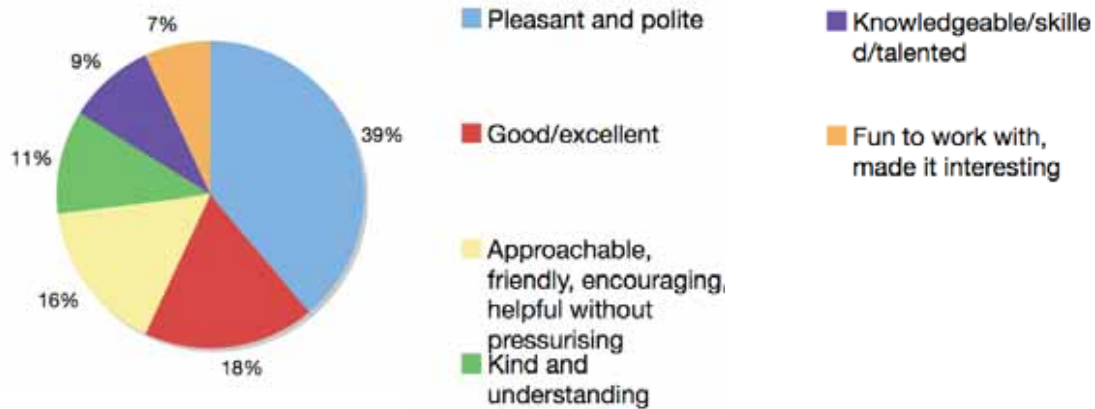
What people got from the experience of taking part in the activities and visiting the stalls.



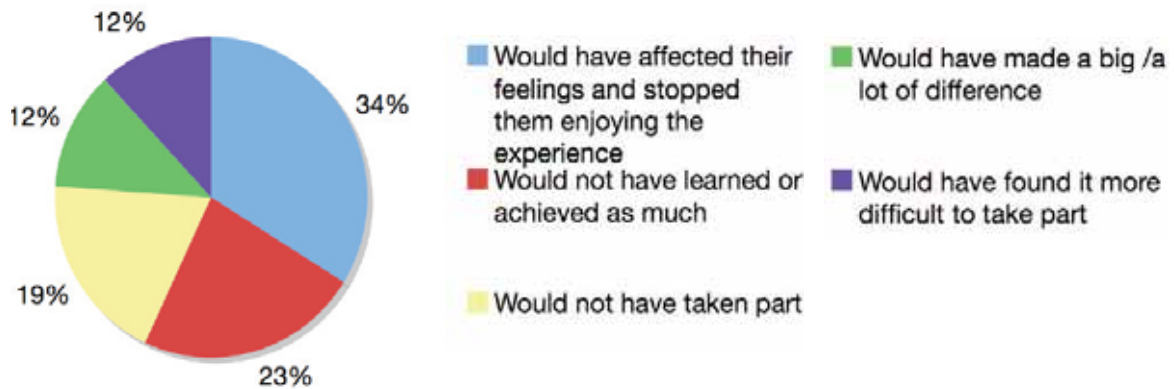
Some of the words people used to describe what the activities and stalls were like

- Happiness
- Pleasure
- Enjoyment
- Relaxing
- Uplifting
- Exciting
- Feel amazing
- Feeling better
- Feeling revived
- Brilliant
- Cool
- Excellent
- Great
- Mint
- Wicked
- Fab
- Fantastic
- Fun
- Lovely
- Gorgeous
- Wey Aye!!!
- Felt part of the community
- It eased my mind
- belta

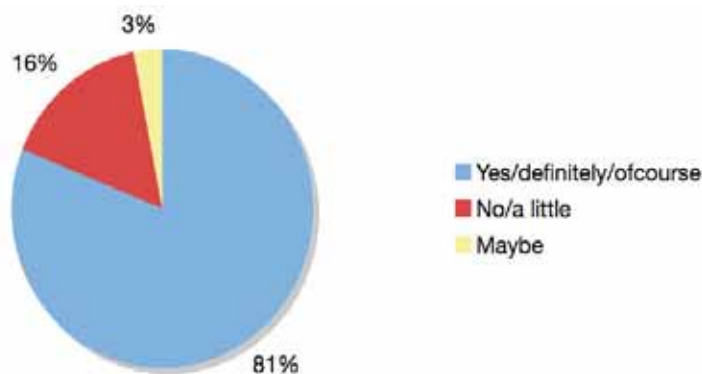
What the people leading the activities and stalls were like.



The difference it would have made if the facilitators had not been like they were.



Whether the people leading the activities and stalls made a difference.



22% of people said the experience had given them ideas about other things they would like to do.

44 people answered the questions at the bottom of the sheet that said "Today is just the beginning"

This is what they said:

- 6** Just want keep in touch
- 12** Want a copy of research report
- 15** Want to come to the Stakeholder Event
- 4** Want to join the research team
- 6** Want to help to present the report at Stakeholder Event
- 17** Want to become a volunteer for Ultimate Swalwell
- 18** Want to become a member of Ultimate Swalwell

RESULTS OF THE "WHERE DO YOU STAND?" ACTIVITY

To find out what people thought the Swalwell Celebration had been like and whether they wanted to have to have more events like it in future

Everyone wanted to choose a place on the line to show the event been a positive experience.

Nobody wanted to choose a place on the line that said there was anything negative about the event.

70% "Everything about today has been positive"	30% "Most things about today have been positive"	"Some things about today have been positive"	"Not much or very little about today has been positive"	"Nothing about today has been positive"
--	--	--	---	---

Everyone wanted to choose a place on the line to show they thought there should be an event like the Swalwell Celebration every year.

Nobody wanted to choose a place on the line that said they were not sure about, or definitely did not want to have an event like the Swalwell Celebration again.

43% "Swalwell should have an event like this every year"	57% "Swalwell should have more events like this"	"Maybe Swalwell should have an event like this again"	"Swalwell should hardly ever have an event like this"	"Swalwell should never have an event like this again"
--	--	---	---	---

What people wrote on the speech bubble 'Post-Its' they used to mark where they stood on the line between "Everything about today has been positive" and "Nothing about today has been positive"

Everything/almost everything about today has been positive

- ★ Very good day - 6
- ★ Because it was good - 3
- ★ Excellent - 2
- ★ A wonderful day for the community - it has been a long time coming!
- ★ Lots to do - very good - 2
- ★ I have enjoyed today - 2
- ★ I love it - 2
- ★ Swalwell Primary School dancers were brilliant
- ★ Loved the DJ and MCing
- ★ I've had a great day
- ★ Great
- ★ Brought everyone together
- ★ Friends together
- ★ Good event for Swalwell - joint effort
- ★ It has been a very good day, everyone getting together
- ★ Wonderful
- ★ Fantastic day, thank you
- ★ Well done - enjoyed it
- ★ I like this place because you can have fun
- ★ Nice to see Swalwell scheme becoming involved with community again
- ★ Had fun
- ★ New park

Most things about today have been positive, but

- ★ Not enough for teenagers - 2
- ★ Too many people
- ★ Not enough for older people
- ★ Need more space

What people wrote on the speech bubble Post Its they used to mark where they stood on the line between "Swalwell should have an event like this every year" and "Swalwell should never have an event like this again"

Swalwell should have an event like this every year/regularly

- ★ Yes - 10
- ★ Do again next year - 2
- ★ Events every year - more fun
- ★ Must come again
- ★ This should be done more often
- ★ Next year r u coming back
- ★ Great day - should do it more often
- ★ Great event
- ★ Lots of events for everyone to take part in
- ★ We should have it again
- ★ Please can we do this again?
- ★ More events please
- ★ More open days
- ★ Great fun
- ★ Great - again ok

Swalwell should have more events like this but...

- ★ Yes, more for teens though - 7
- ★ With more stuff for older people - 2
- ★ More stuff for teenagers, e.g. dance
- ★ Yup, more for teens