



ST. HILDA'S
WORKING FOR THE
COMMUNITY SINCE
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WHY REPORT

ST HILDA'S EAST COMMUNITY



WHYTM

PURPOSE FRAMEWORK

With thanks

We thank everyone across the St. Hilda's East community for participating in the WHY (social purpose) programme.

**CITY
BRIDGE
TRUST**

Our thanks go to The City Bridge Trust for supporting the WHY project by providing a grant from The Stepping Stones Fund, a program and fund that enables charities to become investment-ready.

Special thanks to St. Hilda's East's Director, Mathew Band, for his stellar enthusiasm, support, passion and commitment to achieving the programme's goals throughout the project. Our gratitude to Chairman Dennis Twomey and the Trustees at St Hilda's East for their generous input and active participation in the research and workshops series.

To everyone, we were privileged enough to meet and work with during the programme. Inspiring employees, loyal volunteers, supportive community partners, funders, supporters, Guild Members and friends of St Hilda's East, thank you for your enthusiasm and commitment to exploring belief systems, finding common values and uniting a community in a shared purpose. Last but not least, we thank everyone across the broader community who directly or indirectly contributed to the WHY Programme's success in developing policies and sharing the word. Thank you, this report is for you.

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ABOUT ST HILDAS EAST



INTRODUCTORY SUMMARY



The WHY programme is about uniting people, communities and organisations on the key issues that matter most to lead and deliver a meaningful social impact and benefit their communities.

This report shares detailed results and key findings from St. Hilda's East's participation in the WHY programme. It follows the organisation's journey that began with a Community-Wide Survey and Workshop Series working with different stakeholders over six months in 2021 facilitated by WHY practitioners, Ingenious Group.

The WHY framework enables St. Hilda's East and other leading charities to develop a robust, compelling and effective overarching WHY purpose statement, rooted and driven from the community up, to form a shared voice and purpose and benefit from a greater level of invested community commitment. Taking part provides greater assurance to supporters, investors and stakeholders that St. Hilda's overarching purpose and goals are deep-rooted in a unique set of shared common values and committed culture.

For more than 130 years, St. Hilda's East has evolved from an early Settlement Charity to a highly respected Community Charity, constantly reshaping its projects and services, serving different communities and cultures, responding to ever-changing local needs, adding value and creating social impact.

This report follows St. Hilda's community as it invests in listening, taking stock, and collaborating with its stakeholders to target its resources on social issues that matter most to it and where its people and resources can have the greatest impact.

INTRODUCTORY SUMMARY



The WHY programme is about uniting people, communities and organisations on the key issues that matter most to lead and deliver a meaningful social impact and benefit their communities.

The report shares the results and critical findings from St. Hilda's East's participation in the WHY programme. It follows the organisation and its journey. It began with a Community-Wide Survey and Workshop Series working with different stakeholders over six months in 2021 and was facilitated by experienced WHY practitioners, the Ingenious Group.

The WHY framework aims to increase charitable impact by gaining greater clarity and unity to guide its purpose. The programme enabled St. Hilda's East to develop a strong, compelling overarching purpose statement, rooted and driven from the community up, and benefit from more significant community commitment.

Participation in a WHY programme provides greater assurance to supporters, investors and stakeholders that an organisation's overarching purpose and goals are deep-rooted in a unique set of shared common values and a more committed culture.

For more than 133 years, St. Hilda's East evolved from an early Settlement to a highly respected Community Charity. During this time, it constantly reshaped its projects and services and, over the years, adapted to serving very different communities and cultures, responding to ever-changing local needs to deliver social impact.

The report follows St. Hilda's on its journey to articulate why it exists and does what it does—investing time across all its operations to take stock of what matters most. Time to work with its stakeholders to actively listen, focus and target its resources on its most vital work and where its people and resources can achieve the most significant impact.

ABOUT ST. HILDA'S EAST

St Hilda's East is a vibrant multi-purpose community organisation, providing a wide range of life-changing services and opportunities for local people of all ages experiencing social isolation and economic disadvantage – from preschool activities and youth projects, support for older people, to free Legal Advice, volunteering and training placements.

St Hilda's works across two sites within the Borough of Tower Hamlets, our community centre in Bethnal Green and a second site, Sonali Gardens, just under two miles away in Shadwell. The organisation provides a resource for the local community in the Weavers Ward in northwest Tower Hamlets while delivering borough-wide social care and outreach services.

St Hilda's has served the community for 132 years, having been set up as a 'settlement' in the East End of London in 1889. Nowadays, as a locally-managed charity, we continue to provide support and opportunities for those facing disadvantage and social exclusion.

How we do it

At St Hilda's East, we believe that our strength lies in our diversity, helping to meet the needs of local people and supporting their aspirations. We also aim to promote understanding between all sections of the local community, offering a setting for multicultural, interfaith and intergenerational exchange.

Our Aims and Values

St Hilda's East aims to combat the challenges arising from deprivation and social exclusion in the local community through a range of high-quality social, healthy living, educational, and recreational programmes.

In all we do, we aim to break down barriers and reduce isolation, enabling access to learning, training and opportunities, empowering people to reach their goals.

St Hilda's East is guided by its commitment to:

Provide the highest standards of service and continually improve performance.
Actively involve people using our services in agreeing on priorities and setting standards.

Achieve equality of opportunity and learn from diversity.

Develop staff to achieve their full potential.

Work in partnership with others to pursue common objectives.



WHY:BACKGROUND

WHY and Purpose Statements are primarily accredited to the work of Simon Sinek's Golden Circle observations. This established that people don't buy what we do but WHY we do it. This started a global revolution in people and organisations searching for a greater purpose and meaning to WHY they exist.

WHY: AIMS

Developing a bottom-up and authentic WHY (Purpose Statement) is fundamental to fulfilling three primary goals:

- To provide greater unity, clarity and commitment to achieving shared Impact and goals.
- To use the Purpose statement to develop better and shape Vision, Mission, values and Goals in business planning, ensuring they closely align and are likely to deliver on purpPurpose deliver high levels of meaningful Impact.
- To enable supporters, partners, investors and strangers to cut through the jargon, easily understand, get on board, and join in the crusade to deliver the stated PurpPurpose goals.

WHY RESEARCH

WHY Survey and Workshops

WHY Survey

Sixty-three Participants from the Community took part in the WHY online Survey over 11 weeks, from April 27th to July 8th 2021.

- Approximately half of the Survey respondents who participated the Survey were Employees, Trustees and Volunteers.
- This was equally balanced with external participants comprising Service Users, Community Partners, Funders and Supporters.

WHY Workshops

Seventeen Participants, primarily Employees & Trustees, attended the 'WHY Past and Present' workshop via Zoom on July 26th at St Hilda's East.

Fourteen Participants took part in the Final WHY workshop at St Hilda's East Community Centre at 18 Club Row, London, on Tuesday, September 28th 2021.

Research Methodology

Researchers used Reflexive Thematic Analysis methods to identify, analyse, interpret and report on patterns and themes across qualitative datasets for each response to the WHY Survey. Designs and themes were identified through rigorous data familiarisation, data coding, and theme development and revision. The reflexive version of Thematic Analysis was adopted because it is theoretically flexible and can be used within different frameworks, including the WHY Framework. The intuitive method is also commonly used across the social, behavioural and more applied (clinical, health, education, etc.) sciences.

Prominent themes that emerged in the findings were coded and analysed in their own right and applied to each of the WHY Framework lenses, i.e. Reason, Purpose, Impact, etc.

Narrative analysis interpreted those responses contained in story form, for example, in Question 8. People use stories to help organise, frame and make sense of their experiences and events. Their stories convey a specific perspective of an event or experience: the purpose of using narrative analysis in the WHY Report is to reveal the meanings of the individual respondent's experiences rather than objective, decontextualised facts and truths. Narrative analysis is essential in understanding what shapes people's values, beliefs, aspirations, and world views.

NAVIGATING THE FINDINGS & REPORT

This section supports newcomers to the WHY programme with a quick introductory guide to navigating the unique tools, frameworks, and lenses that appear throughout the report.

WHY Lenses & themes explained

Each section of the Survey's findings is presented through; a why lens (focus) or a Theme (focus).

Themes Lenses

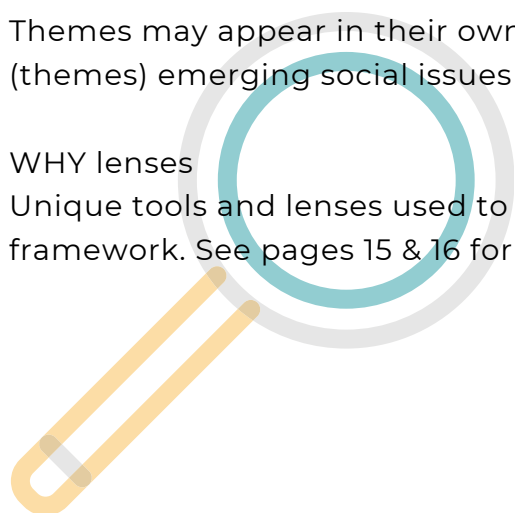
The report highlights re-occurring and dominant themes as essential topics, likely to play crucial roles in uniting stakeholders in shared common purpose.

Sections displaying themes (thematic content) may also feature direct quotes from participants together with their roles.

Themes may appear in their own right or are interrelated with other important (themes) emerging social issues and conclusions.

WHY lenses

Unique tools and lenses used to focus on the critical components of the WHY framework. See pages 15 & 16 for For more on WHY lenses.



02

VALUES



Using a Value lens to; explore, identify and hone in on the key values of different Stakeholders across the SHE community. Getting to the heart of and sharing key values that unite and underpin Purpose formulation.

03

BELIEFS



Behind every Purpose Statement lies deeply rooted beliefs that prefix and shape our unique take on the world, what we stand for. The belief lens examines the reasons for what propels us to act a certain way, our moral anchors. The WHY programme explores conscious and subconscious bias, cues and themes across key stakeholder groups and looks at how best to unite people in the shared social impact goals they value and believe in.

06

APPROACH



Organisational purpose alone is unlikely to succeed without the right strategic fit and a focused approach to delivering social impact. The approach lens aligns core business planning functions focusing and leads the development of corresponding vision, mission and goals to maximise social impact and deliver their objectives.

07

COMMITMENT

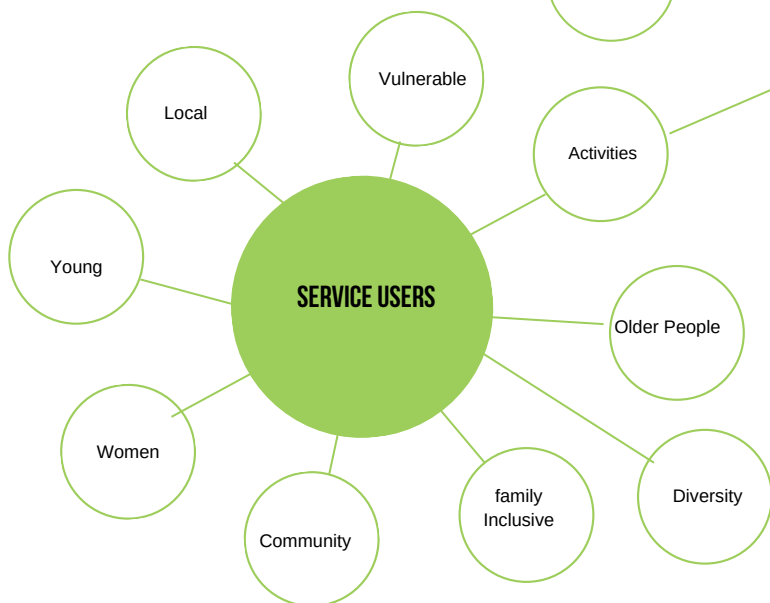
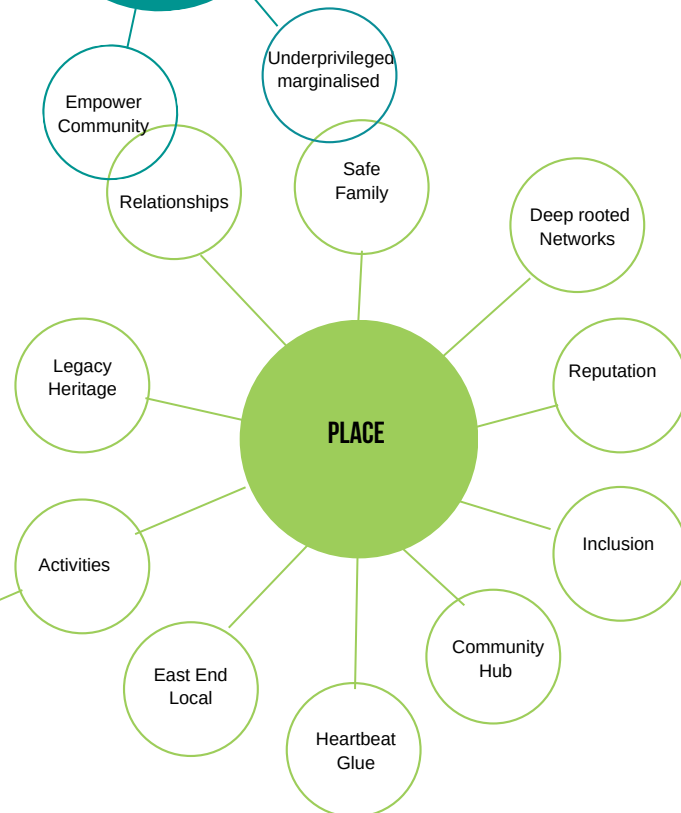
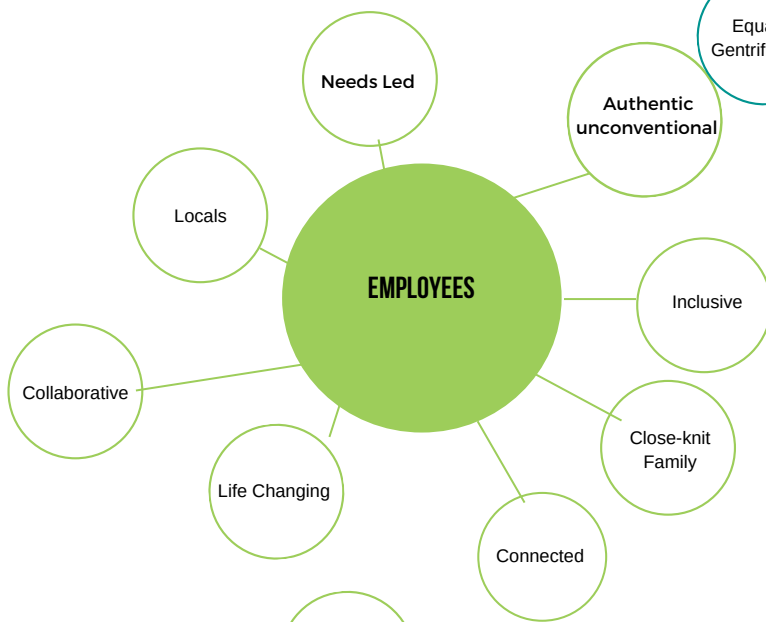


The Commitment lens focuses on stakeholders and people power and looks for tangible evidence and clues of support, propensity and commitment towards the critical aims of shared Purpose. Is everyone on board? On the same page? Or to different degrees? It identifies any key areas of work required with recommendations to engage

VISUAL SUMMARY

WHAT MATTERS MOST: PEOPLE, PLACE, PURPOSE

A MIND MAP OF KEYWORDS MOST ASSOCIATED AND LINKED TO CENTRAL WHY THEMES. A VISUAL REPRESENTATION AND MEANS TO SUMMARISE AND REFERENCE STAKEHOLDERS' RESEARCH. DESIGNED AS A CONVERSATION TOOL AND GUIDE SHOWING WHAT MATTERS MOST TO THE COMMUNITY WHEN FOCUSING ON; PEOPLE, PLACE & PURPOSE.



WHY EXECUTIVE SUMMARY INTRODUCTION

The WHY programme is about uniting people, communities and organisations on the key issues that matter most to lead and deliver a meaningful social impact and benefit their communities.

Findings highlighted below feature summary results from St. Hilda's East's unique journey in the WHY programme from conclusions from the WHY Survey and Workshop series and shared through recognised WHY framework lenses.

WHY summaries, shown below, are designed to supplement more detailed findings in other sections of the WHY report.



People

Employees, Volunteers

It's clear from the Report findings (including question three) that people, employees, volunteers, and service users are St. Hilda's East most valued primary assets. People are the core reason that makes the Community most proud to be part of St. Hilda's East. People are much more important, prominent, associated and valued than activities or St Hilda's place in this context.

Employees and volunteers are highly regarded and seen as warm and inclusive. High regard has intensified as employees and volunteers were brought closer by the recent pandemic and reached a new and broader audience. St. Hilda's "people" are united in a natural sense of shared purpose, primarily focused on addressing inequality and levelling up. "Making a difference" is the glue that connects its needs-led and people-centric Community and work. Staff teams are highly valued and widely considered open, honest, welcoming, genuine, collaborative, and dedicated staff with no hidden agenda. Innovative, collaborative, unconventional and non-corporate, they put people first; before profits or box-ticking.

Service Users

St Hilda's Service Users are highly valued and drawn from mainly local people supporting each other. They describe their feelings of belonging to St. Hilda's East as close or extended "family" members. Service Users display strong bonds of trust and friendship and an overall commitment to non-judgemental inclusion and equality. Everyone is equal. Diversity and difference are embraced and valued as contributing to community vibrance. Service users treat each other as equal members of St. Hilda's East family. They love, share and support each other regardless of circumstance. Moreover, several generations of service users and their families use various services throughout their lifetime. They see St Hilda's as an essential hub and part of their social heritage and networks, a heartbeat of community life.

WHY EXECUTIVE SUMMARY FINDINGS

Values

St. Hilda's East values are long-standing, deeply rooted and consistent across its Community. The fundamental values most associated with stakeholder groups are: inclusive, authentic, community-led, welcoming, and grass-rooted. Keywords and values were further considered and developed by participants in the last WHY Workshop in the series. The group leader presented them: as unifying, genuine, embracing, grass rooted and since 1889.

Beliefs

St. Hilda's community belief system is deeply rooted in Settlement beliefs of first responding to needs before rationalising. While the organisation has transformed and evolved structurally into a traditional Community charity, the Community is mainly humanitarian in its approach to life. Giving back is an essential belief; the Community see work as circular and multi-generational. The analysis also suggests that their Community is deeply spiritual rather than narrowly religious. While many people follow their faiths, they are deeply respectful and embrace the religious differences of others. This is reflected in the thematic findings in defining stories, charitable giving choices, and supporting rationale.

Approach

St Hilda's organisational approach is holistic and inclusive. A heartbeat and melting pot and a hub connecting a local community. It focuses on those most in need, on local people who are isolated, and on the most marginalised. Its people-centred approach is seen as genuine and different. It works flexibly and collaboratively in multi partnerships to deliver needs-led social welfare and support as an organisation. It accepts people's referrals that other organisations won't or can't. "In it for the long haul," its approach often concerns navigating complex needs and turning them into positive, long-term, life-changing transformations. The people-centred can-do approach focuses on finding a skill, talent or interest that people can excel in and empowering and connecting them to learning, recreation, and leisure opportunities that enable them to help themselves and the wider community. St. Hilda's cradle-to-grave services, part Charity, part Settlement ethos, creates a more holistic and broader approach to supporting its local community. Its multigenerational and more profound interventions and sheer diversity of the "St. Hilda's family" are valued as critical strengths to stakeholders.

WHY EXECUTIVE SUMMARY FINDINGS

Purpose



purpose and beliefs are intrinsically linked within the WHY programme. St. Hilda's East community beliefs are primarily humanitarian. The sense of purpose and critical goals are grounded in an ethos of settlement principles of welfare and reform. Practical approaches to meeting real people's needs, often holistic, of going beyond the initial need and contact and acting to create equality without judgment or agenda. Community purpose is deep-rooted in a rich heritage of settlement principles that all individuals, families, and communities, regardless of the obstacles, have inherent potential, aspirations and needs that must be met. A strong belief in passing on skills, education and knowledge to unlock potential as the foundation for meaningful, lasting community-wide improvements. Of change that is stronger together. Settlements were not characterised by individual activities but by their approach to helping people to help themselves. St Hilda's maintains its long-standing settlement approach and a sense of purpose by finding out at grass root level what is needed from the community and local people and then responding through the most effective route; through partnerships and collaboration to address needs.

Impact



The impact that the Community most want to see in the future is summarised in keyword themes, as follows. More time, space, and investment for the community-led and joined up collaboration through projects that will result in greater equality and opportunities for all local people. Empowerment, transformation and gentrification are strong themes to activate and unite the Community in shared impact goals. Impact and shared purpose that reduces exclusion and equality in any form: work, learn, and play, help people level up and excel in life through community-led partnership working.

Commitment



Throughout its wide-ranging and cradle-to-grave services, there is a tangible and steadfast commitment to achieving overarching goals of delivering value, supporting social action and meeting welfare needs to help the community. St Hilda's Stakeholders are committed to achieving equality, reducing isolation and empowering local people. They are committed to creating opportunities that improve social welfare for all. While staunch supporters of equality for all, there is a more potent driving force towards helping people most disadvantaged.

NEXT STEPS



After 133 years, the WHY programme provided a way to re-engage and consult with the community. To invest, take significant time out, deep-dive, stand back, and take stock of St Hilda's East, the organisation. To focus on the goals and impact that matters most to guide its future.

The WHY report and programme were not just about looking back but also about looking forward. The WHY programme is both a line in the sand and a snapshot in time of values, beliefs, purpose, aims and goals that should be continuously reviewed and considered work in progress. The Report is a way for St Hilda's East to track its purpose, impact and improvements over time.

We highly recommend themes and lenses highlighted in the Report as important topics for further exploration and development. Encouraging people to work through lead themes of importance and incorporating themes into projects and practice will enable stakeholders to understand different perspectives and achieve a greater common purpose.



WHY PRIORITY LENSES



01

PEOPLE



St Hilda's East is a Community of invested stakeholders. Without people, organisations cannot achieve their goals, create shared purpose or deliver meaningful social impact.

02

VALUES



Using a Value lens to; explore, identify and hone in on the critical values of different Stakeholders across the SHE community. Getting to the heart of and sharing fundamental values that unite and underpin Purpose formulation.

03

BELIEFS



Behind every Purpose Statement lies deeply rooted beliefs that prefix and shape our unique take on the world, and what we stand for. The belief lens examines the reasons for what propels us to act a certain way, our moral anchors. The WHY programme explores conscious and subconscious bias, cues and themes across key stakeholder groups and looks at how best to unite people in the shared social impact goals they value and believe in.

04

PURPOSE



A Purpose statement sets out an unambiguous crusade of intent. The social impact and change we commit to achieving—an inspiring Purpose of how beneficiaries will benefit and be better as a result of our actions. A purpose people can get behind, unite in and drive everyone to do more. A Purpose we can be held to account for delivering.

WHY LENSES

05

IMPACT



The WHY programme's three-circle PAC Framework (Purpose, Approach Commitment) plays interdependent roles and acts as essential building blocks to deliver the WHY programme's key objective - meaningful Social Impact.

06

APPROACH



Organisational purpose alone is unlikely to succeed without the right strategic fit and a focused approach to delivering social impact. The approach lens aligns core business planning functions focusing on and leading the development of corresponding vision, mission and goals to maximise social impact and deliver their objectives.

07

COMMITMENT



The Commitment lens focuses on stakeholders and people power and looks for tangible evidence and clues of support, propensity and commitment towards the critical aims of shared Purpose. Is everyone on board? On the same page? Or to different degrees? It identifies any essential areas of work required with recommendations to engage, unify, or align people towards achieving a shared purpose.

08

NEXT STEPS



Key Recommendations of the following steps to further develop, create and deliver an inspiring WHY Statement and united proposition.

WHY SURVEY FINDINGS



SURVEY QUESTIONS SUMMARY & WHY LENS GUIDE



Associated Values

What three to five values or words most come to mind whenever you think of St Hilda's East?



Participants - Roles

The roles, and relationship to St. Hilda's East of participant groups in the WHY Programme.



What Makes You Most Proud

What makes you most proud to be part of the St Hilda's East Community?



Most Valued Work

The three most valued work areas in the St. Hilda's East Community.



Charities Supported And WHY

What Charity Survey participants support and WHY?



Describe St. Hilda's East

Groups describe St. Hilda's East to a stranger.



Most Important Objects

St Hilda's East most important founding Charitable Objects.



Defining stories & WHY

Stand out Moments associated with St. Hilda's East and WHY?



Choice Factors

The factors that influence choice. Why people work, support, partner, fund, volunteer, or donate to St Hilda's East.



The Future Tower Hamlets

The changes people want to see happen in Tower Hamlets in the future.

QUESTION ONE: VALUES

Q.1 (Page 20) Summary Results:

Wordmap & Summary: all groups combined most associated St Hilda's East values.

Q.1 (Page 21/22)

Associated Values displayed by participant Group

Q1. WHAT THREE TO FIVE VALUE WORDS COME TO MIND WHENEVER THE COMMUNITY THINKS OF ST HILDA'S EAST?



VALUES SUMMARY

BELOW IS A SUMMARY OF THE LEAD THEMES THAT EMERGED ACROSS ALL GROUP RESPONSES IN THE WHY SURVEY.

Inclusive Local Community- Spirited & Led - User & needs-led & focused Engaged Unity, togetherness, safe, home, family, Unity, Beneficial Open to all - No criteria (No- agenda) Life-changing (transformative).

Authentic, genuine, not patronising, real, essential, tangible quality, important, laid back, respect.

Exuberant, **Vibrant**, Fun, Learning, Collaborative, Proactive, Innovative, Creative, Social, engaged, multicultural, and diverse.

Welcoming, Embracing, Friendly, **Supportive**, Warm, Understanding, Helpful, Committed, Universal, Caring, Inclusive, Compassionate, Accessible, Responsive, Kind, Generous, Empowering, Passionate.

Legacy, Rooted established network, linking, connections, outreach history-rich, grass-rooted.

Q1. WHAT THREE TO FIVE VALUE WORDS COME TO MIND WHENEVER THE COMMUNITY THINKS OF ST HILDA'S EAST?

RESPONSES BY GROUPS

Service Users

Community centre, local, welcoming, older people's day centre, food coop
Friendly, important, authentic
Local, friendly, community, room hire and day centre
Local, supportive, community, inclusive, opportunities
Community driven Inclusive meeting real needs
Friendship, communication, well-being, an attachment, activity

Supporters

Community, Elders Support Connections outreach
welcoming, embracing, rewarding, generous, amazing
Food coop, advice, badminton, hall hire and yoga
Advice, food co-op, day centre, creche, room hire
Support of underprivileged in East London, particularly women.

Employees

Community, partnership, and family
Friendly, caring and supportive
Provide good service, work with a strong team, and everyone is helpful. A very vibrant place to work. The staff are so friendly.
Management is very understanding and helpful.
Legacy, Innovative, Need, Community, Tower Hamlets
user-led, community-based, grass root support,
Collaboration, Community, Local, Support, Universal
Commitment, Inclusion, Accessibility, Empowerment, Respect,
Care, unity, support, kindness, welcoming, warm community,
caring, support, teamwork
alleviating the effects of poverty; offering the opportunity to the most marginalised; providing a safe space for the community to join activities; a place to come for help, support and advice and finally, building capacity and skills for local people.
HOME, SECURE, PASSIONATE, COMMUNITY, BENEFICIAL
community-led, life-changing, essential, history-rich, multicultural, togetherness
Caring, Supportive, established, user-orientated and unknown
community, collaboration, inclusive, diverse, life-changing

Guild Members

social service, inclusivity, diversity
Permanent, Caring, Inclusive.
Social action
Community; support; opportunities

Q1. WHAT THREE TO FIVE VALUE WORDS COME TO MIND WHENEVER THE COMMUNITY THINKS OF ST HILDA'S EAST?

RESPONSE BY GROUPS

Funders

community, inclusive, welcoming
Inclusive, local, community, friendly, welcoming

Volunteers

Community-focus, compassionate, essential
Service Users
Community, Friendship and intergenerationally
Community, Proactive, Welfare Support/open/ friendly
Community, supportive, volunteering, helping, network

Trustees

welcoming local social
....cultural safe welcoming space for people who are socially isolated, vulnerable and in need of support where there are no criteria
Community spirit, caring, learning, fun
Community, welfare, unity, creative, exuberant
helping, education, diversity, social, community
Community, empowerment, support, advice, opportunities
Friendly, caring, inclusive

Community Partner
Laid back, genuine
Accessible

not patronising to the community that use the space
Friendly
Responsive, community-led, inclusive, accessible, quality
community, groups, social, linking in, vibrant
caring, local, community, inclusive
community, support, friendship
Community, Support, Advice, Yoga and Activities
Older people, diversity, women

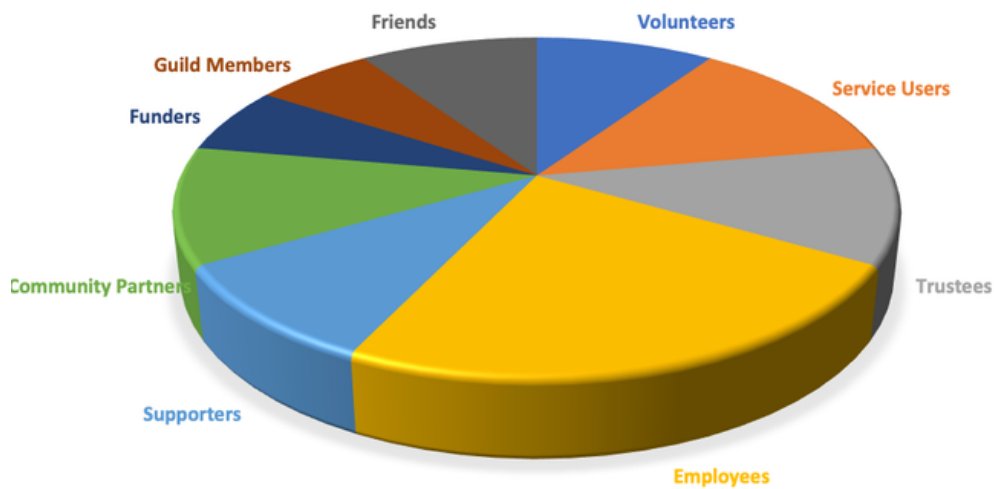
QUESTION TWO: PARTICIPANTS

Q.2 (Page 24) Shows a breakdown by group of 63 Survey Participants.

31 Workshop participants are detailed on Page 8.

WHY Q2. WHO TOOK PART IN THE WHY SURVEY

WHY SURVEY PARTICIPANTS (63)



Participant Summary

63 people from a comprehensive Cross Section of the St. Hilda's East Community took part in the WHY Survey from the following participant subgroups:

- Service Users, Funders, Supporters, Community Partners and Friends.
- Employees, Guild Members, Volunteers and Trustees.

Balanced Audience

Survey participants were broadly balanced in terms of audience, comprising of essentially equal in size, internal and external stakeholder subgroups as follows:

(29 Employees, Trustees, Volunteers and Guild Members represented internally focused roles.)

(34 participants comprised of Service Users, Funders, Supporters and Friends external stakeholders.)

QUESTION THREE: PROUD

Q.3 (Page 26) A Community Wide Word-map and summary of key words accross all groups, that make the community proud to be part of St Hilda's East.

Q3. (Page 27-31) Results of What makes different stakeholder groups proud to be part of St Hilda's East shown individually.

Q3. WHAT MAKES YOU MOST PROUD TO BE PART OF THE THE ST HILDA'S EAST COMMUNITY?

SERVICE USERS RESPONSES

TO BE PART OF A SUPPORTIVE COMMUNITY



IT FEELS REAL AND FOR EVERYONE

GOOD BROAD MIX OF LOCAL USERS.

IT'S LONG HISTORY WORKING WITH AND FOR THE LOCAL COMMUNITY

COMMUNITY WITH OTHERS

Q3. WHAT MAKES YOU MOST PROUD TO BE PART OF THE THE ST HILDA'S EAST COMMUNITY?

EMPLOYEES RESPONSE

"Being able to help and support local residents build stronger communities which improve life chances, health & well-being"

I have an opportunity to help and support vulnerable and disadvantaged people here

It's history and engagement with the local community

"Puts its service users before anything else.."

"The legacy of helping people that Dorothea Beale started 130 years ago!"

Being able to give back to the community and contribute to a series of high impact, life-changing activities that empowers, supports and nurtures individuals to help them reach their full potential in life and share experiences with others

Local Social Action

"Employees are proud of doing meaningful, necessary and impactful people-centred work. Of nurturing and supporting people and families (with sometimes critical needs) to gain skills and confidence to turn their lives around. Being part of tangible transformations and a supportive team that's highly engaged in supporting disadvantaged and vulnerable people.

Legacy Needs led

Employees are proud of a long standing track record responding to the needs of times and ever changing to meet ALL user led needs over many generations.

Combating Inequality

Employees are committed to serving all in the community, humanists most proud of supporting empowering the most marginalised and vulnerable with life-changing opportunities.

Q3. WHAT MAKES YOU MOST PROUD TO BE PART OF THE THE ST HILDA'S EAST COMMUNITY?

COMMUNITY PARTNERS RESPONSE

THEY HAVE BEEN VERY ENABLING AND KEEN TO WORK IN PARTNERSHIP FOR THE COLLECTIVE GOOD OF THE LOCAL COMMUNITY



THE DIVERSITY OF THE PEOPLE THAT ARE INVITED TO USE THE CENTRE

PROVIDING REAL TANGIBLE BENEFITS TO THE COMMUNITY - SPACE, FOOD, PLACE, ACTIVITIES AND NOT GETTING CAUGHT UP IN THE 'CHARITY SPEAK' WAFFLE OR SELF-AGGRANDISING THAT OTHER COMMUNITY CENTRES HAVE FALLEN PREY TO.



IT'S A COMMUNITY CHARITY THAT BENEFITS ALL DIFFERENT GROUPS IN THE AREA AND SUPPORTS PEOPLE WHO WORK WITH OUR OLDER AND MORE VULNERABLE RESIDENTS

Q3. WHAT MAKES YOU MOST PROUD TO BE PART OF THE THE ST HILDA'S EAST COMMUNITY?

MIXED GROUPS RESPONSES



COMMUNITY EFFORT WHICH SUPPORTS THE LOCAL COMMUNITY

SUPPORTING A LOCAL GRASSROOT ORGANISATION THAT SERVES THE WHOLE COMMUNITY

FUNDERS

THE CENTRE CONTINUES TO EVOLVE WITH THE GOOD OF THE COMMUNITY AT THE HEART OF EVERYTHING IT DOES.

GUILD MEMBERS

CONNECTION WITH GUILD
USING OUR PRIVILEGE TO EMPOWER OTHERS
OPPORTUNITIES OFFERED TO ALL INVOLVED


VOLUNTEERS

THE AUTHENTIC DRIVE FOR SOCIAL IMPROVEMENT.

THE INCREDIBLE WORK THEY DO TO SUPPORT THE LOCAL COMMUNITY.

THE WORK THEY DO FOR WOMEN

SUPPORTERS



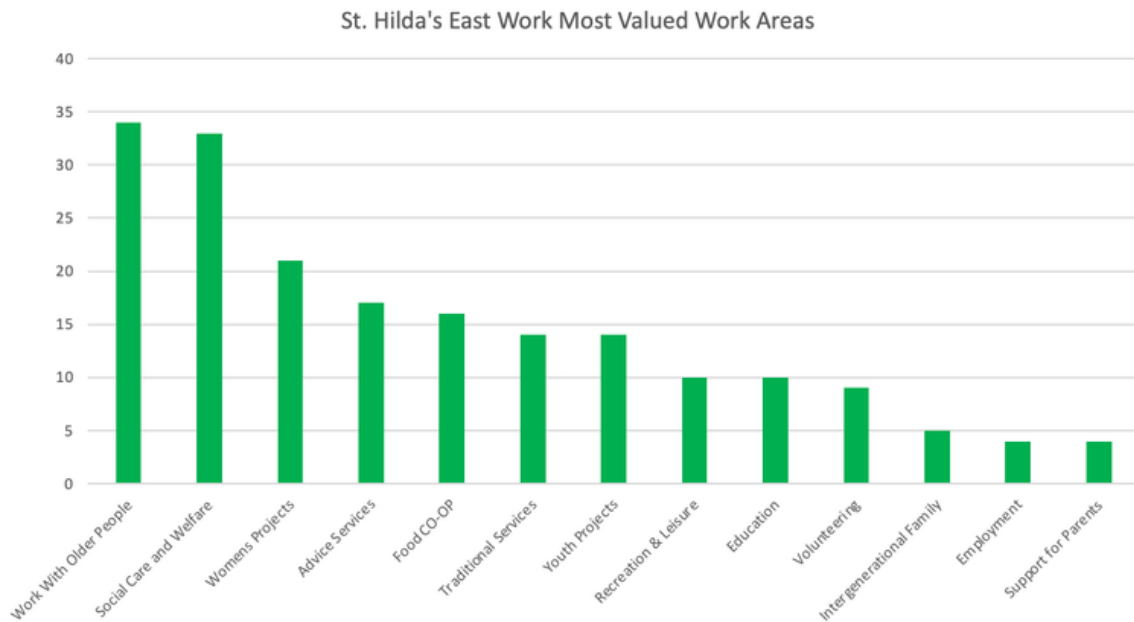
work nature of Link
need brings revenue
area East End history
others provide long
support people value
local Caring services
help women
value

CARING NATURE OF THE SUPPORT-VALUE IT BRINGS TO OTHERS IN NEED NOT ABOUT REVENUE OR FUNDS IT'S ABOUT THE PEOPLE IT HELPS THE SERVICES YOU PROVIDE IT'S LONG HISTORY IN THE LOCAL AREA LINK TO EAST END THE WORK THEY DO FOR WOMEN

QUESTION 4: WORK

Chart (Page 33) Shows St Hilda's East 3 most valued work areas from all groups.

Q4. PLEASE SELECT 3 AREAS OF ST HILDA'S EAST WORK IN THE COMMUNITY YOU MOST VALUE?



Summary Results



Work with Older People and Social Welfare can be seen as the two most dominant areas of work most valued across all participant groups of the St Hilda's East community.

Women's Projects also featured in the top 3 selected, securing 21% of all votes closely followed by Advice Services and St Hilda's East Food CO-OP.

QUESTION 5: CHARITY

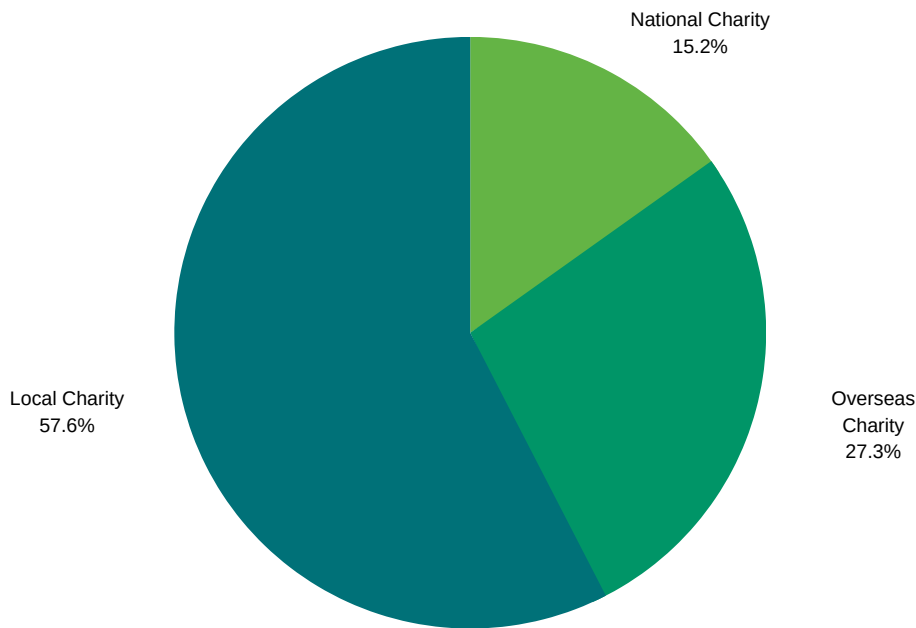
Q5. (Page 35) Chart showing breakdown of charity giving locations.

Q5. (Page 36 Summary Analysis St Hilda's East Community charity involvement.

Q5. (Page 37) Summary detailed analysis of conclusions reached for the reasons, beliefs and motivations for charitable giving choices across all stakeholders responses to question 5.

WHY Q5. PLEASE TELL US WHAT CHARITY YOU SUPPORTED AND WHY?

CHARITY LOCATION & CAUSE ANALYSIS



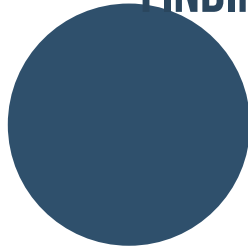
More than half of all Survey respondents supported Local Charities aimed at meeting general Social Welfare needs including; inequality, food, clothes and shelter. Support as means of self- help, empowerment and transformation played equally important factors for example; seeing literacy as a route to better jobs.

Just over a quarter of respondents supported Overseas charities; primarily Humanitarian Appeals for food, water, shelter, or to meet life-saving and life-changing social needs.



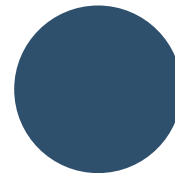
WHY Q5. PLEASE TELL US WHAT CHARITY YOU SUPPORTED AND WHY? CONTINUED

CHARITY INVOLVEMENT FINDINGS



69%

ST HILDA'S COMMUNITY ARE INVOLVED GIVERS TO GOOD CAUSES. VOLUNTEERS, RAN, WALKED, OR SPONSORED THEMSELVES OR SOMEONE CLOSE IN ADDITION TO MAKING DONATIONS AND PROMOTING THE CAUSE.



31%

JUST OVER A QUARTER GAVE MONDEY ALONE TO A CHARITY OR CAUSE.

CONCLUSION: HIGH LEVELS OF INVOLVED CHARITABLE GIVING

69% of St Hilda's East Community were more actively involved donors to charity and gave more than money in isolation to their favoured causes. Thematic analysis suggests this may linked to one or more of the following factors:

Trust - A need to see and experience the human "impact" of their giving.

Finances: Limited finances in some cases or as a means to top up their donations and gifts, to go further or to achieve more.

Community Spirit: Many givers were more generally concerned with community welfare and equality, giving back, actively supporting a whole raft of local community charities and causes.

A Sense of Belonging: belonging to and playing a role in community groups, being seen to play an active role, and needing a sense of shared purpose with others.

WHY Q5. PLEASE TELL US WHAT CHARITY YOU SUPPORTED AND WHY?

FINDINGS SUMMARY

Transparency and trust were key factors found in the narrative of all group responses across the St Hilda's East Community. Trust played a crucial role that respondents cited to explain their chosen cause and charity preferences, i.e. Shelter, Food, etc. Trust also influenced a propensity to support more local charities, where donors could see how funds were first-hand spent first-hand.

Impactful Giving Needs

Knowing that donations would make a genuine and positive impact, be used wisely, without waste, and go directly to the poor, vulnerable, marginalised, unrepresented and "underfunded" were dominant features of their charitable giving and reasoning for support.

Self-help and Sustainable Giving

Finding more sustainable ways to help families, children, women help themselves was also strongly featured throughout the narrative of giving choices. Increasing access to education, literacy leading to more significant opportunities to work, learn and thrive—practical support for most marginalised and all.

Humanists & Equality

Supporting the fundamental rights of all humans, respect for their dignity, with equal rights for all can also be seen throughout responses. Overseas support primarily focused on humanitarian aid, support for people affected by war, providing more access to basic human needs; shelter, water, food and medicine.

Local and access and opportunity For ALL

Activity and deeper levels of Involvement than money alone, supporting local people first and equally, and humanitarian levelling up are vitally important factors that drive belief, support and purpose.

KEY RECOMMENDATION

The results identified from analysis of Question 5. are important factors to be considered in leading fundraising communications, and in shaping a shared WHY and Purpose Statement.

QUESTION 6: DESCRIBE

Q.6 (Page 39) Shows us the different descriptions the community would use when describing St. Hilda;s East to strangers.

Q6. (Page 40) Show al Word Map summary accross all stakeholder analysis of key words most used in describing St. Hilda's East.

Q6. (Page 41) Show a visual summary broken down by each group of key words that groups use when describing St. Hildas' East. Centrea keywords combined from all participants.

WHY Q6. HOW WOULD YOU DESCRIBE ST HILDA'S EAST COMMUNITY TO A STRANGER WITH NO PRIOR KNOWLEDGE?

HOW RESPONDENTS DESCRIBED WHAT ST HILDA'S EAST IS.

- A Place (2)
- A Service (4)
- A Local Centre
- A Local Community Resource (1)
- An Organisation
- A Community Hub (6)
- A Community Support Hub
- A Community Support Service
- A Charity (7)
- A Community Centre (27)
- A Community
- An Establishment
- A Project

RECOMMENDATION : NEED FOR GREATER CLARITY AND CONSISTENCY ACROSS COMMUNICATIONS.



St Hilda's Purpose

WHY Q6. HOW WOULD YOU DESCRIBE ST HILDA'S EAST COMMUNITY TO A STRANGER WITH NO PRIOR KNOWLEDGE?

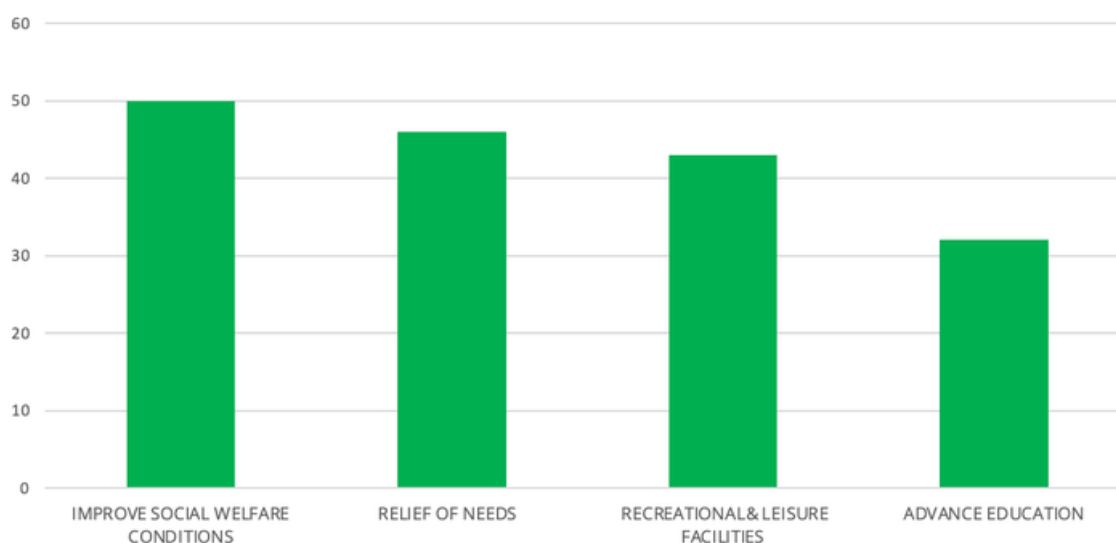


SUMMARY CONCLUSION: DIFFERENT STAKEHOLDERS DESCRIBE DIFFERENT BRAND ATTRIBUTES AND PERSONA'S .

QUESTION 7: OBJECTS

Q7. (Page 43) Show a chart of key results and Summary findings from all stakeholder Groups.

WHY Q7. PLEASE PLACE IN ORDER OF IMPORTANCE WHICH OF ST HILDA'S EAST FOUNDING CHARITABLE OBJECTS YOU MOST STRONGLY SUPPORT



SUMMARY OVERVIEW

Fifty respondents selected Improving Social Welfare as the most important supported charitable object of St Hildas East, closely followed with Relief of Needs at 46 votes.

This importance of Social Welfare and the Relief of Needs appears consistently throughout the Survey Findings.

In question four for example, Social Welfare and Work with older People were the top two areas of St Hilda's East work most valued by St. Hilda's East Community.

A deep concern for Social Welfare is also reflected in the thematic analysis of the findings of question five, which looked at which causes the community supports and why?.

QUESTION 8: STORIES



Q8. (Pages 45 to 50) Shows mixed stakeholder stories and experiences most associated with St Hilda's East, presented and grouped in similar thematic leads and lenses.

WHY Q8. SHARE A SHORT STORY OF ONE OR MORE DEFINING MOMENTS OR EXPERIENCES (EITHER POSITIVE OR NEGATIVE) THAT MOST STAND OUT TO YOU AT ST HILDA'S EAST AND WHY?

People

"For me personally it's about how open and passionate the staff are at St. Hilda's. They're keen to show and explain everything they do, and for us to be involved with them rather than a large charity where there's no direct connection to the people that work there." **Community Partner**

"Joining the Charity at the start of lockdown and seeing how dedicated the Staff were to helping people throughout the pandemic. Heart-warming!" **Employee**

"My friend cut his hand accidentally in the street and young big Muslim bearded man from reception office gave first aid and put a plaster on his hand. That shows there is still humanity in people." **Service User**

"Young bearded Asian guy in the admin office helped me book the hall for my child's birthday party at very short notice - he was a star!" **Service User**

"At the start of the pandemic last year, when everything went into lockdown, the team really pulled together in order to continue providing services at the point of need." **Employee**

"The way the team are flexible, helpful and open to doing things collaboratively." **Community Partner**

"I have been most struck by the enthusiasm of the team, who are clearly very committed to bringing about benefit to the community and enhancing the lives of those who use the facilities of St. Hilda's". **Trustee**

"We met patients to get feedback and were impressed with the support they received." **Community Partner**

WHY Q8. SHARE A SHORT STORY OF ONE OR MORE DEFINING MOMENTS OR EXPERIENCES (EITHER POSITIVE OR NEGATIVE) THAT MOST STAND OUT TO YOU AT ST HILDA'S EAST AND WHY?

Role

"PIVOTAL ROLE WITH COVID - REACTIONARY MEASURES TAKEN TO SERVE COMMUNITY"

"What stands out for me is that St. Hilda's has a holistic approach - providing services from cradle to grave and across generations. I have known every member of a family supported in different ways through St. Hilda's - a child at the youth projects, a younger child in stay and play, parents in an ESOL class or volunteering, grandparents accessing services for Older People, shopping at the Food Co-op." **Employee**

"As a trustee, having to close the bar permanently in the 1970s in order to get new arrivals who did not approve of alcohol to use the centre but which effectively alienated some users who had supported the Centre for many years and felt that their wishes did not count." **Trustee**

"The centre has always supported the local residents being able to meet together. On one occasion a meeting was held to campaign against Housing Action Trust with over 200 people in attendance. The centre gave the space for free. The residents campaigned and won preventing the whole estate being privatised." **Trustee**

"I love how open the centre is to input." **Trustee**

WHY Q8. SHARE A SHORT STORY OF ONE OR MORE DEFINING MOMENTS OR EXPERIENCES (EITHER POSITIVE OR NEGATIVE) THAT MOST STAND OUT TO YOU AT ST HILDA'S EAST AND WHY?

IMPACT

Making a Difference

"When I first looked around , a lady was crying down the phone as the local authority was no longer providing funding for her as a user at Sonali Gardens . This lady had no day to day contact with other people , so three days a week at Sonali garden was her life line . This brief sobering experience , made a huge impact on me and how important services provided were." **Trustee**

"To see one of the beneficiaries in the girls unity project, who is normally very reserved and reluctant to participate, come out of her shell and openly contribute to group discussions." **Employee**

"I joined the Zumba and Tai chi classes when I stopped working. It helped me improve my health and fitness and to make good friends." **Service user**

"When one of the ESOL class students had the confidence to say to the visiting Minister of education and the mayoral party that the classes and St. Hilda's helped her gain confidence!" **Volunteer**

"Advice service helped me get a huge backdated claim." **Service user**

"When at CLC staying at St Hilda's East and mixing with the residents. I learnt a lesson which has stayed with me for life that we can all achieve our potential if given the opportunities." **Guild Member**

"When I have taught fitness classes to Asian women although their English is not very good I taught them the names of the muscles groups that we worked and they remembered them and were able to tell me what they were using." **Community Partner**

WHY Q8. SHARE A SHORT STORY OF ONE OR MORE DEFINING MOMENTS OR EXPERIENCES (EITHER POSITIVE OR NEGATIVE) THAT MOST STAND OUT TO YOU AT ST HILDA'S EAST AND WHY?

IMPACT/ Making a Difference Continued

"In working to support their LinkAge Plus program, one of my positive story was seeing residents from the program sharing how the LinkAge Plus program impacted them. In being the lead in helping to facilitate the online activities, it made me felt that I was able to help an organization truly make a difference in someone's life. I felt that I made an impact to someone's life, even though I'm hundreds of miles away. This will forever be a moment that I take with me moving forward." Employee

"A Few years ago an African man (probably asylum seeker) entered the building in tears. he was so frustrated and puzzled and spoke extremely poor English. For some reason his 6 year old only child was not able to access any education for frequent change of address and proper documentation. I was able to help him find a way through our legal advice services. I felt like "this is something I have done very rewarding and St. Hilda's facilitated this for him and his family." Employee

"One women a few years ago joined my English class. She was incredibly shy and didn't want to speak to anyone. After engaging with the project, she started coming to other activities. He confidence grew and the was much more open to speak about her experiences of joining the ESOL class. She learned a variety of other skills including sewing, crafts etc. But most importantly she became a volunteer and started helping in the food co-op. In the space of the 2 years where she engaged with the women's project, she went from an unengaged, socially excluded, isolated women to become a confident volunteer, fully participating in wider society. Now, she's working in a primary school as a TA. It stories like this that have kept me at St Hilda's and provide meaning to what I do. No other community organisation can really provide the holistic approach to an individual's development, quite the way we can." Employee

"One service user who attended our exercise classes when asked why she comes to St Hilda's said that coming to the centre had changed her life. Befor coming she said she felt depressed and low, all that she did was sit around her flat and watch TV whilst snacking. this led to her doctor suggesting she find somewhere to get active. she started taken part in the exercise class and as result lost weight, more importantly she made some new friends in the borough, which has led to them going to do more things together outside of the centre. stories like this make all the hard work. long hours and endless paperwork worth it because we are making the difference to our service users life. We may only see it as an exercise class but to her it was the key to get her moving, which in turn helped build her confidence which led to her making new friends, which led to her being more active socially which in turn improved her mood and mental health." Employee

WHY Q8. SHARE A SHORT STORY OF ONE OR MORE DEFINING MOMENTS OR EXPERIENCES (EITHER POSITIVE OR NEGATIVE) THAT MOST STAND OUT TO YOU AT ST HILDA'S EAST AND WHY?

LEGACY

Every time I have visited the centre there is a real buzz and energy. It's a great place where people can come and go. **Funder**

Day centre service users Sonali Garden their second home
Service User

Seeing and hearing the choir performing at St Hilda's AGM and seeing them again at the 130th Anniversary event at Mercers' Hall. **Funder**

Jenny's excellent Thursday market **Service User**

Legacy

Local residents have long personal histories of using St. Hilda's for example one elderly person we are supporting with their shopping at the moment learnt to box at St Hilda's as a teenager. Another came for an advice appointment about his disabled badge for his car, he also visited the Food Co-op and had a cup of tea and told us all about when St Hilda's Community Centre had a bar, it was quite a colourful story. I think these connections are special, precious and increasingly rare. " **Employee**

I remember as a school girl over 40 years ago, collections and donation s and being kept up-to-date with reports of how these things were being used and the difference that they made. This made a great impact on me and helped me to understand the human condition and that community is everyone. **Guild Member**

I haven't volunteered with St Hilda's for very long but interacting with the people at LinkAge Plus has been amazing to learn more about the history of the place here I grew up and the people who have been here to see it. **Volunteer**

PLACE

WHY Q8. SHARE A SHORT STORY OF ONE OR MORE DEFINING MOMENTS OR EXPERIENCES (EITHER POSITIVE OR NEGATIVE) THAT MOST STAND OUT TO YOU AT ST HILDA'S EAST AND WHY?

DIVERSITY

"Such a diverse offering in which youth group, Elders local community groups including Bangla dancers, Cockney pearly king and queens all came together to celebrate each other and the role that St. Hilda's play in caring and connecting different groups, abilities, ages, interests and cultures with no judgement or agenda just to help and care for those in need."

Supporter

"The Bishop of Stepney praying with the East London Mosque imam on 7.7.07." **Supporter**

"Supporting the Older Bangladeshi community through provision of day care when no other organisations were doing this. Always working in an inclusive ways and providing opportunities to bring different communities together in a respectful yet fun way." **Community Partner**

VULNERABLE

"During the pandemic where vulnerable people were at need of help the most, we went and visited them at their house (following governments guidelines). During this time it was good for the elder people to see a familiar face as they were not able to leave their house due to lockdown." **Employee**

"Being able to support a vulnerable person in the neighbourhood over a year of lockdown." **Volunteer**

"At Sonali gardens including assisting service user with feeding and toileting needs, which are now staples in my nursing profession".
Trustee

QUESTION 9: CHOICE



Q9. Pages 52- 56 Show thematic lenses; individual responses from mixed stakeholder groups of the key choice factors in choosing a role with St. Hilda's East.

Q9. PUTTING ASIDE ANY BENEFITS ASSOCIATED FROM YOUR ROLE/RELATIONSHIP WITH ST HILDA'S EAST, PLEASE SHARE WHAT KEY FACTORS MADE YOU CHOOSE ST HILDA'S EAST AGAINST OTHER CHOICES?



"It's Long established and very well respected." **Community Partner**

"History, Legacy, Location, Direct impact on beneficiaries, Good Trustees & Staff Team." **Employee**

" Rich history emphasised its importance in the community for me." **Supporter**

"St. Hilda's is purely and voluntarily working for the community for over a century and this what attracts me towards it." **Employee**

"I consider my heritage and demographic and that of my family to be the same as a lot of the people who make up the SHE community." **Trustee**

"Being 130 years old and so well established with key links." **Employee**

"Known for a number of years that St Hilda's is a strong local grassroots community centre and it is local to us." **Funder**

"Connection with the founders." **Trustee**

**FINDINGS
THEME
ROOTS
LEGACY**

Q9. PUTTING ASIDE ANY BENEFITS ASSOCIATED FROM YOUR ROLE/RELATIONSHIP WITH ST HILDA'S EAST, PLEASE SHARE WHAT KEY FACTORS MADE YOU CHOOSE ST HILDA'S EAST AGAINST OTHER CHOICES?

MAKING A DIFFERENCE

"Being located in the heart of London, tackling key issues I feel strongly about, with the potential to transform lives and contribute to real change." **Employee**

"A great deal of potential if funding allows." **Trustee**

"I wanted to intern for a place that valued community. St. Hilda's was one of the options offered and from reading their mission and goal, I knew this was the place that shared similar values." **Intern**

"It's actively connected to and engaged with the community it serves" **Employee**

"The opportunity to make a difference to older people's lives." **Employee**

"I enjoy the role it plays in the community and the benefits it has and successful impact on the lives of its users."
Service user

Q9. PUTTING ASIDE ANY BENEFITS ASSOCIATED FROM YOUR ROLE/RELATIONSHIP WITH ST HILDA'S EAST, PLEASE SHARE WHAT KEY FACTORS MADE YOU CHOOSE ST HILDA'S EAST AGAINST OTHER CHOICES?



"It's Open to a diverse group of people." Community Partner

"Open to all and gave back to the community." Community partner

"St Hilda's provides social benefits to so many different groups of people, its inclusivity and proactivity is very important." Volunteer

"They care so much for the welfare of all groups of people." Community Partner

"The diversity of the people that are invited to use the centre." Community Partner

"A multicultural environment." Employee

"The array of services they provide and their cultural reach." Community partner

Q9. PUTTING ASIDE ANY BENEFITS ASSOCIATED FROM YOUR ROLE/RELATIONSHIP WITH ST HILDA'S EAST, PLEASE SHARE WHAT KEY FACTORS MADE YOU CHOOSE ST HILDA'S EAST AGAINST OTHER CHOICES?

NEEDS- LED

"It's a centre that constantly seeks to put people at the centre of what they do." **Funder.**

"SHE attracted me as at its heart was addressing and catering for the needs of the community. it is an organisation that listens to its members. Having worked for other charities, SHE shows that it can deliver services without becoming overtly corporate, which I found to be the case with other organisations." **Employee**

"The key factor that made me chose St Hilda's was easily the service users that attend. They are the reason most of the people go above and beyond it's to support them and I believe that is what makes St Hilda's so special. There are other community centre that do similar things to us but St Hilda's has a very special feel to it because they put the service users at the heart of whatever they do and that is not only why I choose to work there but also constantly why I continue to work there." **Employee**

"SERVING THE NEEDS OF THE COMMUNITY." **Employee**

"I chose to work at St Hilda's because of the focus on community-led projects and the holistic approach to community work at the centre." **Employee**

"It felt 'owned' by the local community. I feel the centre is making a difference both in terms of providing community services that help people keep well, healthy and 'thrive' - in addition to those with a more acute need to 'survive'." **Employee**

"Responsiveness and practicality of being able to support remotely." **Volunteer**

"Once again, it was the opportunity to be part of a user led community project that listened to its members and reflected the needs of the local community." **Volunteer**

"The key factor that made me chose St Hilda's was easily the service users that attend. They are the reason most of the people go above and beyond it's to support them and I believe that is what makes St Hilda's so special. there are other community centre that do similar things to us but St Hilda's has a very special feel to it because they put the service users at the heart of whatever they do and that is not only why i choose to work there but also constantly why I continue to work there". **Employee**

Q9. PUTTING ASIDE ANY BENEFITS ASSOCIATED FROM YOUR ROLE/RELATIONSHIP WITH ST HILDA'S EAST, PLEASE SHARE WHAT KEY FACTORS MADE YOU CHOOSE ST HILDA'S EAST AGAINST OTHER CHOICES?

PEOPLE PLACE

"Friendly staff, staff representative of the local community, cheap fruit and veg" Service User

"Local, value for money and caring staff." Supporter

"The enthusiasm I see there." Supporter

"I liked the close knit "feel" of the team at St Hilda's." Trustee

"Staff members have close contact with each other". Community Partner

"The key factor that made me chose St Hilda's was easily the service users that attend." Employee

Place

"The environment is supportive and kind" Employee

"The Food Coop - makes the place seems alive and thriving." Community Partner

"A welcoming space for people who are socially isolated, vulnerable and in need of support where there are no criteria."

Trustee

"I support organisations which work with women and deprived communities." Funder

VULNERABLE

QUESTION 10: FUTURE CHANGE

Q10. Page 58 A visual 6 point summary and detailed guide of the key impact themes and change that St Hilda's East community most want to see happen in the Tower Hamlets area, in the Future.

Q.10 (Pages 59 to 62) Show mixed stakeholders detailed responses to Q10. Shown in grouped lead themes and lenses.

WHY Q10. WHAT CHANGES WOULD YOU MOST LIKE TO SEE HAPPEN IN TOWER HAMLETS IN THE FUTURE?

Q10. Summary: Emerging Themes



01



Equality

More levelling up to deal with gentrification. More prioritising and tackling local inequality support for people who are isolated, vulnerable and in poverty. More support and opportunities are created to reduce disparity.



02

Joint up collaboration

More collaborative and joined-up working and communications. Less doubling up on services. More face to face services to tackle IT exclusion. More open access and service provision. More opportunities for encouraging diversity and mixing with others for deeper engagement.



03

Less Saviourism More Community

More opportunities for families to learn and earn with dignity sustainable ways to support local families. More for young people men with mental health more community pulling together for the welfare of ALL people.



04

More Making Space

More grass-root community-led projects and dedicated spaces for activities. More creating a sense of ownership shared community improving lives and futures for ALL people. More Opportunities to make a difference to an engaged community.



05

Environment

Better urban planning. More education in the community on refuse disposal. More shelter and affordable housing for all. More protection and preservation of all forms of local heritage.



06

More Local Services

More funding and more services for the elderly, and vulnerable Carers. Better services for a better start for children, with greater youth service provision. An increase in the number of days St. Hilda's Food- Co-op and Advice Services are in operation each week. More rigorous youth support.

WHY Q10. WHAT CHANGES WOULD YOU MOST LIKE TO SEE HAPPEN IN TOWER HAMLETS IN THE FUTURE?

 01

Equality Theme

"Vulnerable and deprived communities to be supported as a first priority." Employee
"Improve the lives of local people, irrespective of class, money, social position or circumstance!" **Employee**

"The borough has seen significant commercial-led developments that I think (and employment statistics sadly confirm) have brought few benefits to local people. During the pandemic, we have already seen a disproportionate level of hardship."
Employee

"Tackling inequality." **Volunteer**

"Social and physical heritage is threatened by large corporations, I would like to see it and all the people involved with it protected and listened to." **Volunteers**

"Reduction in level of poverty and less disparity in the borough." **Funder**

"Support provisions that are accessible for all." **Funder**

"Real change for everyday people in terms of opportunity." **Funder**

"Adequate shelter for all living in the borough." **Guild Member.**

"More families and children are given self-belief that they can achieve their dream."
Trustee

"I want to combat the damaging factors of gentrification, as the borough 'develops', with wealth being poured in as a centre of history, art and culture. I want to ensure these developments are in the interest of the local historical community over newcomers. I would like to see wealth being distributed fairly, firstly to those most vulnerable and into community services. I would like to see fewer people on the streets, with affordable housing being accessible (something the council seem to be moving away from)." **Trustee**

"Better quality of life." **Trustee**

"Opportunities for young people either through assistance with education, apprenticeship schemes or mentoring." **Trustee**

WHY Q10. WHAT CHANGES WOULD YOU MOST LIKE TO SEE HAPPEN IN TOWER HAMLETS IN THE FUTURE?

02

Joint up collaboration

Theme

"Joint up collaboration (face to face)

Better communication and joint working between organisations. Sharing resources, ideas and less doubling up on the same work. Together we can achieve more." Employee

"More rigorous youth support to tackle poverty and give children the best start in life." Employee

"On the edge of the borough I feel our needs overlap with Hackney. I would like to see better communication across borough boundaries." Trustee

"Wider support and communications." Community Partner

"More collaboration between companies / offices and the local charities / communities rather than be separate." Community Partner

03

Less Saviourism More

Community Theme

"Supporting families falling on hard times and helping people who have lost jobs to keep their head above water, gain and keep new jobs - through training, volunteering, brokerage - will be critical in the local area." Employee

"Less saviourism, more (sustainable) community led initiatives, more wealth building for those that struggle and dignity for those that need to access support." Community Partner

WHY Q10. WHAT CHANGES WOULD YOU MOST LIKE TO SEE HAPPEN IN TOWER HAMLETS IN THE FUTURE?

04

Making Space Theme

"More opportunities for integrated working and bringing people together."

Community Partner

"More grass root, community led programmes for all people." Employee

"More initiatives bringing together people from different parts of the community blending the old and new." Trustee

"Opportunities for more community mixing. post covid the need to bring groups and ages together to support and connect is need more now than ever and bringing support and connection to the old and isolated is a critical role St. Hilda's and Tower Hamlets should play!" Supporter

"More programs aim towards supporting the community. Employee

Dedicated spaces for activities that welcome locals into the space and provide a sense of ownership that encourages them to look after St Hilda's the way it should be." Employee

"I would like to see more of a joint up community within Tower Hamlets. At the moment there are a lot of services that offer services for individuals part of the community and whiles it's great to have services that cater for individual cultural needs I think it's also just as important to bring people together and encourage different groups together. this also includes, cultures, ages, social economics groups. they are all here living in the same borough but never really engage together and I would love that to change." Employee

"More funding for community initiatives." Community Partner

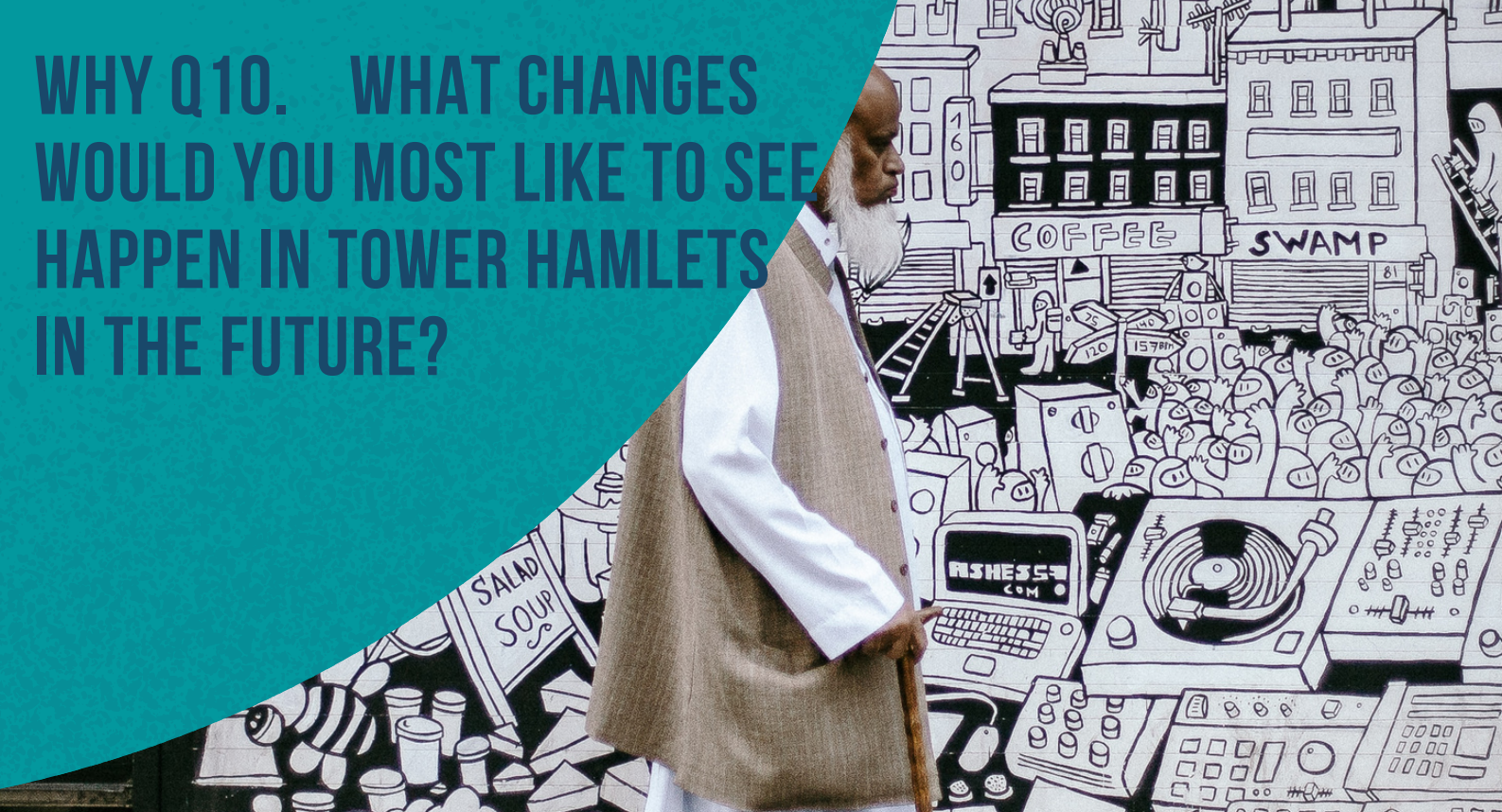
05

Environment Theme

"Education in respectful refuse disposal." Service User

"Better urban planning and less cars everywhere." Volunteer

WHY Q10. WHAT CHANGES WOULD YOU MOST LIKE TO SEE HAPPEN IN TOWER HAMLETS IN THE FUTURE?



06

More Local Services

- "I would like to see more support and services for the elderly and people with special needs." **Employee**
- "To have more public services to help the vulnerable, especially those of old age and poverty." **Employee**
- "Improved provision for mental health services/access across the borough." **Employee**
- "Mental health support for men within the community". **Employee**
- "I would like Tower Hamlets to re-open library services fully. Also to invest in more face to face and telephone services, as everything appear to be going online and our service users are being excluded, because of IT exclusion." "Invest in older person services provision." **Employee**
- "Better funding available for charity organisations such as St. Hilda's East." **Service User**
- "Better funding from the Council." **Service User**
- Food coop and advice 5 days per week. **Supporter**
- "Advice service to run 5 days per week ". **Supporter**
- "Continued support of women." **Supporter**
- "More funding for organisations such as St. Hilda's." **Volunteer**
- "Adequate shelter for all living in the borough"
- "Tower Hamlets should give more support to local services like St Hilda's as they provide grassroots services and know the local area." **Trustee**
- "Better access to reliable social care for the elderly and sick." **Trustee**
- Safety on the streets **Trustee**
- "Paid and unpaid carers to be appreciated and supported financially and ethically." **Community Partner**
- "More Funding" **Service User**