



# Listening Report 2013/14

Emerging themes from Selby residents

Local Trust | Big Local



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## Introduction

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Big Local Selby is part of a nationwide initiative, supported by Local Trust and Big Lottery Fund, giving residents in 150 areas around England a budget of £1million to invest in making their areas a better place to live. Big Local Selby's mission is to:

“Make a lasting and positive difference to our local community by bring together all the talent, ambitions, skills and energy from individuals, groups and organisations who want to make their area a better place to live” (Big Local Steering Group Mission Statement 2014)

In October 2013, I was employed as an Outreach Worker to recruit residents to establish the Steering Group, to support the activities of the Steering Group and to encourage new residents to get involved and share their views about the project, and how the £1million should be spent. Over the past year, I have spoken with Selby residents about their area and this report is designed to give an overview of the main themes and ideas that have emerged during these conversations. These conversations have been structured as 'listenings', a process based on the RSLM (Root Solution – Listening Matters) model developed by Action to Regenerate Community Trust.

A 'listening' is a structured conversation that aims to 'ignite the impulse to act'; encouraging residents to share their experiences of living in the area, what they like about their life there, their concerns about where they live and what ideas they have for events and projects that would make a positive difference to their lives in the area.

The report will provide:

- Summary information about the range of people whose views and ideas have contributed to this report;
- A snapshot of key themes and ideas that have emerged from these conversations;
- Recommendations for specific groups to target in future listening exercises.

## Process

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Throughout the year, these 'listenings' have taken place in a range of settings:

- One-to-one through door-knocking;
- One-to-one at various events;
- Local community groups;
- Local schools (primary and secondary).

Over 500 people have shared their views. The focus has been on talking to people living in Flaxley Road, Abbots Road and the town centre of Selby, who make up the majority of participants.

This information has been captured in a variety of ways but the same structure of questions was used to guide the conversations. This structure of these questions is illustrated on the listening data sheet on the next page. These questions are used as a springboard for conversations and are adapted to suit the situation.

I have carried out the majority of the one-to-one conversations through my door-knocking work. Members of the Steering Group have carried out their own conversations at various events over the last few months.

# Root Solution - Listening Matters



Street		Time	:	Date	/	/	Gender	M / F	Ref	
<b>Enquiry and Action</b>										
1	What do you love about where you live?									
BUILD (CREATE)	<i>Geography, Friends, Networks, Services, Opportunities</i>									
2	Do you have any concerns about the area?									
MOTIVATE (CHANGE)	<i>What makes you frustrated, angry, sad or worried?</i>									
3	What is your vision or dream for the area?									
DIRECTION / ASPIRATION (POTENTIAL)	<i>In the next 5, 10, 15 or 25 years?</i>									
4	Do you have a project idea or action that will tackle your concerns and build on your vision or dream?									
ACTION (ENGAGEMENT)										

## Who have we spoken to?

Below is information about the range of people whose views and ideas have contributed to this report:

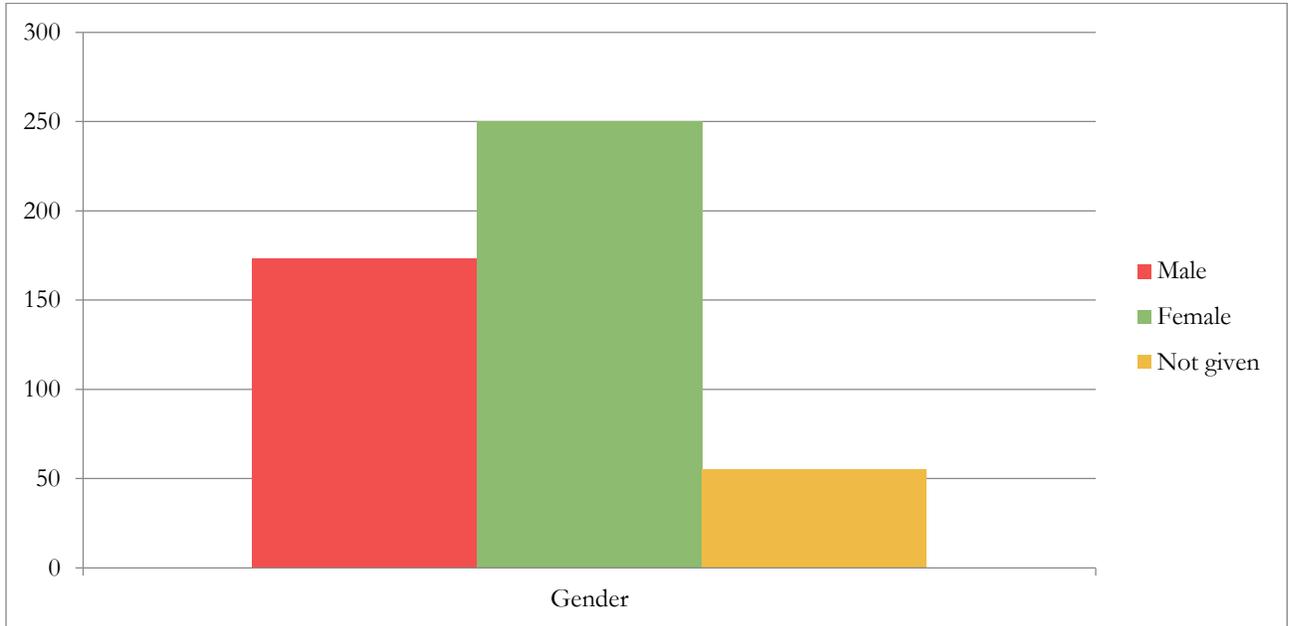


Figure 1: Gender of participants

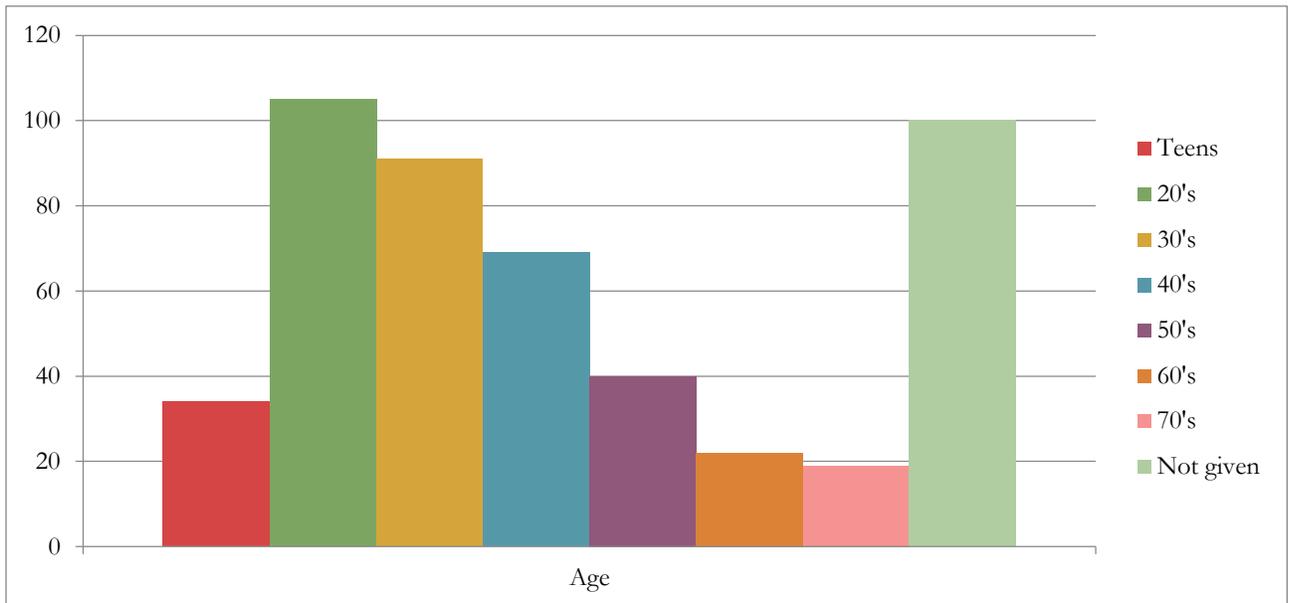


Figure 2: Age of participants

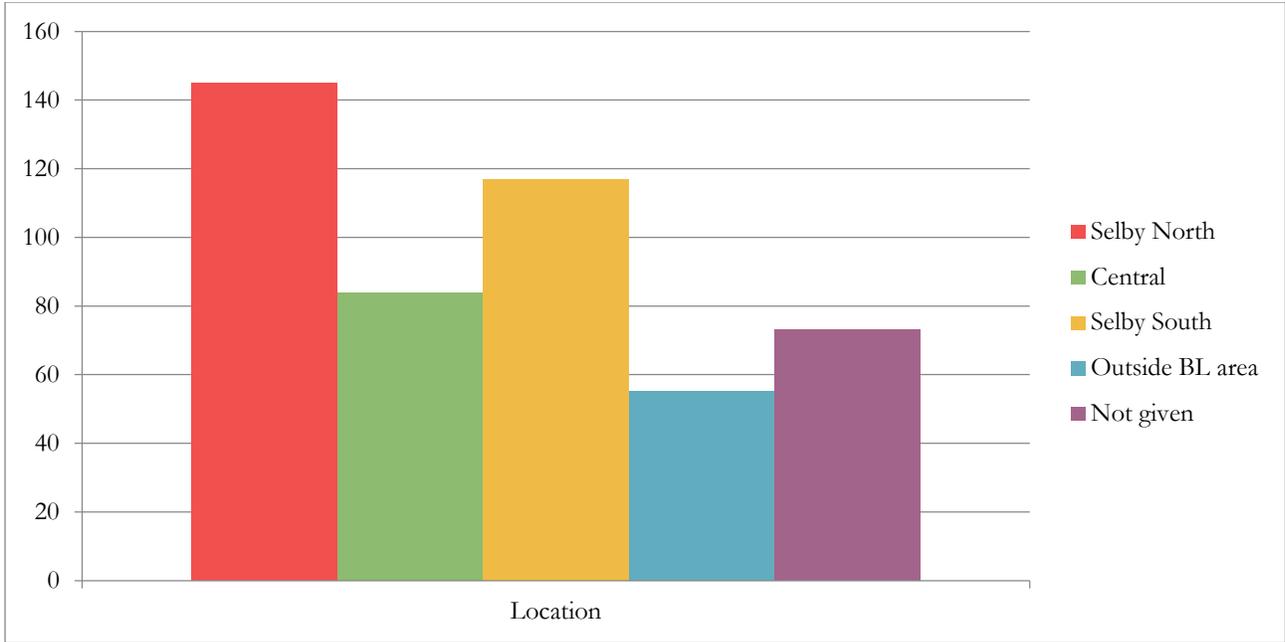


Figure 3: Area where participants live

## What did they say?

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During the conversations, people were asked to reflect on what they loved and what concerned them about their area. A number of key loves and concerns emerged during these conversations. These have been grouped as themes. These themes were not pre-designated and have been developed in response to what loves and concerns were mentioned frequently during conversations.

## What do you love about your area?

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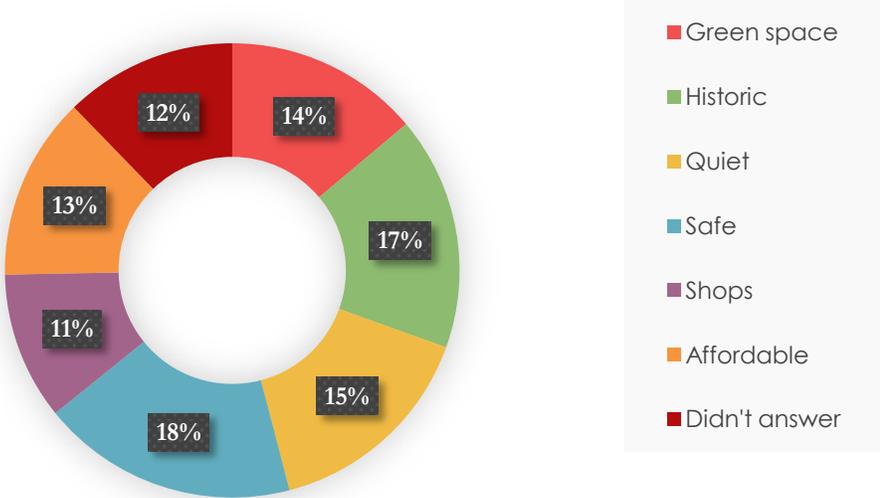
Participants are asked to reflect on what they love about where they live. The first diagram shows, according to size order, which themes were mentioned most. The pie-chart provides more detailed statistical information about responses.

“I love the community and the people. The people are really friendly and they are always there to help”

Charles Street Resident



### Loves



### What concerns you about where you live?

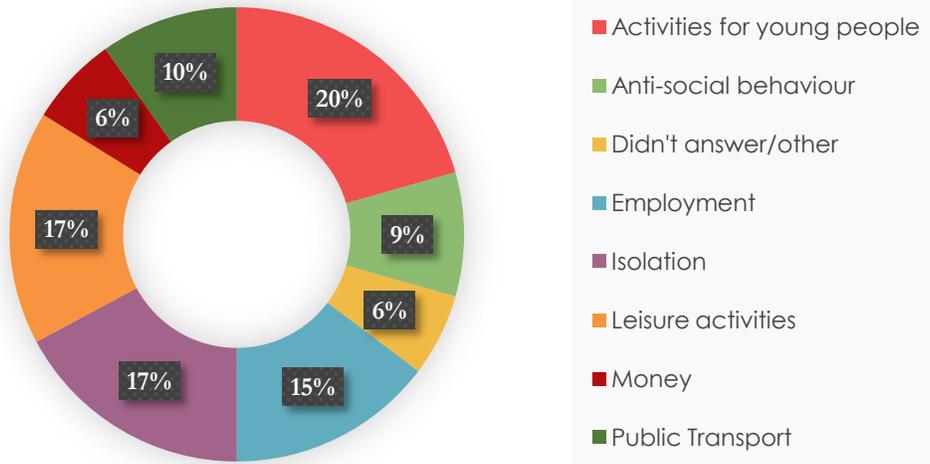
Participants were asked to reflect on what issues concern them about where they live. The first diagram shows, according to size order, which themes were mentioned most.

“I worry about my daughter sat in her room on her computer all night. She wants to be out doing things but there's just nothing for her to do.”

Petre Avenue Resident



# Concerns



## What project ideas did people have?

Here are some examples of the range of innovative project ideas that have been mentioning during conversations about how Big Local might tackle some of these concerns in the coming years:



## Areas for development

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There is scope for broadening the range of people who have taken part in conversations so far. Based on our experiences, these recommendations will help us to speak to as broad a range of people as possible during the Community Research process.

- **Older people (60+)** are less likely to come to the door to take part in a conversation because they are more cautious about opening the door to people they do not know. We have found this group to be more accessible in group settings at public events so suggest attending more of these, or putting on our own, in order to access this group of people.
- **Teenagers** have taken part in the project by making a video about what facilities they think Selby could benefit from. This was initiated by the school who were keen to engage their students in Big Local. The Steering Group should look to have more contact with teenagers from local schools and engage them in focused conversations based on the listening questions. Contact has also been made with the Youth Council who mentioned that there is a regular Youth Club on Flaxley Road and Abbots Road estates. This would be a good setting at which to make contact with this group also.
- **Non-native English speakers** make up a significant proportion of the Selby population. It has been a challenge to make contact with this group. This is partly because of the language barrier but also because this group do not attend many community events. From our conversations with non-native English speakers it would seem that one of the reasons that they do not attend such events is because of a perception that they are not for them. Although the majority of people we have spoken to mentioned 'friendly' as one of the things they love about Selby, this sentiment was not always shared with this section of the community who can feel ostracised from the wider community in Selby.

Recognising that this is part of a larger issue, we can still try to address some of these issues. A translator could alleviate some of the practical language difficulties. We are aware that there is an English Language Class in the Children's Centre that are attended by this group. This would be a good place to start having conversations with this group about Big Local.

## Summary

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This report has given an overview of the main themes and ideas that have emerged during conversations that have taken place over the past year. Many local residents have been open to discussing their ideas for making the area a better place to live and this is reflected in the diversity of suggestions captured in this report. Based on the demographic data relating to who we have already spoken to, this report has identified some key areas for development. It is important that over the coming months, the Big Local Steering Group coordinate their activity to ensure that these target groups are given the opportunity to participate in the Big Local process.

Big Local is a long term project and it will be important to remember that the needs, concerns and ideas of local people will change over time. We need to continue to have conversations with residents throughout the life of the project and ensure that projects and initiatives that are developed by Big Local Selby in the future are reflective of the ideas of people living within the Big Local area.