

Social Investment Update

Housing and Communities Select Committee

26th April 2021



THE ROYAL BOROUGH OF
KENSINGTON
AND CHELSEA

HCSC Update

- Social Investment report being prepared for Leadership Team in May 2021
- Recommendations are:
 - Approve the approach to Community Engagement
 - Approve the direction of travel
- This presentation provides HSCS with an update on progress



What is Social Investment?

We have initially defined social investment as how we use our assets and other resources to improve the prosperity and wellbeing of residents.

While the long-term vision is for Social Investment to be an ethos and way of working which extends across most or all of the Council, we are not proposing to get to that point in a single step.

To ensure we develop this approach in a methodical way we have initially identified four key strands that will start our social investment work off. These are:

1. Property
2. Procurement
3. Libraries
4. Housing

This scope was agreed by the Joint Leadership Team in July 2020

What is not Social Investment?

Through our work over the past nine months it has become clear that we need to also note what the Council's approach to Social Investment does NOT cover.

1. It is not focussed on grant funding – but this will be linked where appropriate
2. It is not about freeing up Council property but about its best use
3. It is not about investing capital in social enterprises



Key points on the report for Leadership Team

1. This is an update report on work delivered to date and the approach to the formal strategy incorporating recent activities and events including the Kroll report and Covid Recovery
2. Defining what social investment is and is not.
3. Initial focus on four strands – property, procurement, libraries and housing – with an ambition to extend this approach to other areas of council activity in future years.
4. We are not just developing the overarching Strategy, but also implementing pilot projects in parallel.



Key challenges to consider

1. It is not a one size fits all approach.
2. The balance between the needs of residents and opportunities for social investment. If social investment is seen as an 'enabler' should it be driven solely by outcomes, the opportunities which arise or perhaps a combination of the two?
3. To enable us to track our progress, while being transparent and consistent in our approach, we will need to have both quantitative and qualitative measurement of outcomes which are aligned with the revised Council Plan and Covid Recovery framework.



Community engagement and co-design

Working alongside the Communities team, we will engage with the community in two stages to support the Strategy development.

The first phase will be a rapid appraisal approach where we will work with Dr Green of Goldsmiths University who will meet with residents of the borough.

This will enable us to gather an in-depth understanding of residents' opinions, experiences, ideas, views and aspirations concerning how they and the council may begin to further develop together a more collaborative way of working that encompasses an authentic co-design approach to service delivery.

It will also help to identify any existing and potential community assets and social investment opportunities that could enhance this process.

This will be followed by a second phase that will build on and deliver the co-design approach with a partner, so that we work with the community on the development of the strategy.



Case study – Amplify Studios

EXISTING SITE

GROUND & FIRST FLOORS



- Run by the Rugby Portobello Trust to help young people get the skills, information and knowledge to gain employment and training opportunities in creative industries
- Social investment lease being developed for premises at 226 Walmer Road
- Creative hub for the community including DJ practice rooms and media lab



FACADE & COURTYARD

PLAYFUL, NATURE, VIBRANT



AMPLIFY

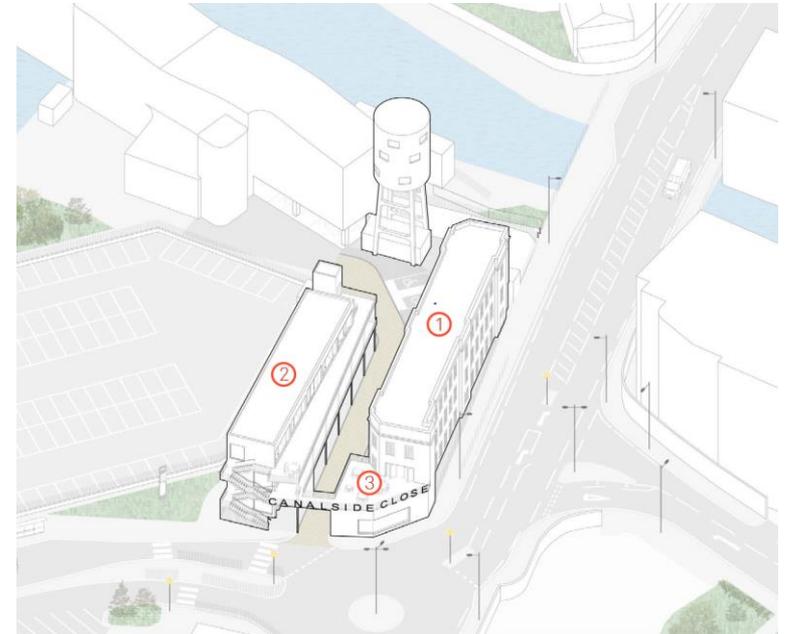
STUDIOS



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Case study – Kensal Canalside Opportunity Area

- GLA funding for meanwhile space adjacent to Canalside House
- Providing workspace for creative and voluntary community sector organisations
- 5-7 years lifespan, long-term aim to secure permanent location for these sectors in the wider Ballymore development



1. Existing Canalside House Building
2. New creative and civil society workspace
3. New community space/public living room

Canalside House
Courtyard view



1. Creative workspace:
Studios & workshops



2. Creative workspace:
Social space on the gantry



3. Shared communal space:
Public room



Case study – Kensal Library



- Reimagining the future of libraries - we want Kensal Library to benefit the local community, contribute to the Council's priorities, increase footfall and help towards the financial viability of the library.
- Consultation with local community and library users
- Exploring the idea of a community-led organisation operating in the space



Case study - Grounds Maintenance, Sports and Bereavement Services contract

- Idverde awarded a 10 year Grounds Maintenance, Sports and Bereavement Services contract that will achieve carbon neutrality in one year.
- They will provide employment, skills and volunteering through the contract.

