

How Big is Society? The Citizen Perspective



iips

How Big is Society?





Shifting social values?

iips

Do you think the quality of life in Britain is best improved by...

- (a) Looking after the community's interests rather than your own
- (b) Looking after ourselves which ultimately raises standards..."





How involved in our community are we?

iips

Which of the following, if any, have people done in the last 12 months?





How involved in our community are we?

iips

21% Community
organisers

What they do:

- Organise local community activities
- Attend a local planning meetings

Who they are:

- Most likely to be middle aged women
- AB social grade
- Part-time workers

57% Community
participants

What they do:

- Attend community events
- Attend religious services
- Sports club member
- Active in online community
- Supported a local campaign
- Help neighbours

Who they are:

- Equal spread across gender and social grade
- More likely to be younger
- Slightly more likely to work full-time

22% Not involved

What they do:

- Maybe sign a petition
- Nothing else

Who they are:

- More likely to be male and of any age
- DE social grade
- More likely to be unemployed



Community activity can be very motivating

INVOLVEMENT

Meeting new people / socialising

I got involved with my brother and he enjoys it too – I meet all kinds of different people – it's fun.

Pre-family, Leicester

Enjoyment

Improving something

Satisfaction of 'giving something back'

It's giving something back. My relatives in hospice were well looked after - I can't give them money so I'm giving them time and helping out like that.

Empty Nester, London

We wanted the school to succeed – it was something we could do and support and create something better for a larger number of people.

Empty nester, London

Having more control over things

I want my kids to understand that life isn't all about them, life is a process. If you don't put anything in you can't have anything back.

Older family, Leicester

DRIVERS





But the Big Society is demanding more

“The big society demands mass engagement: a broad culture of responsibility, mutuality and obligation.”

David Cameron



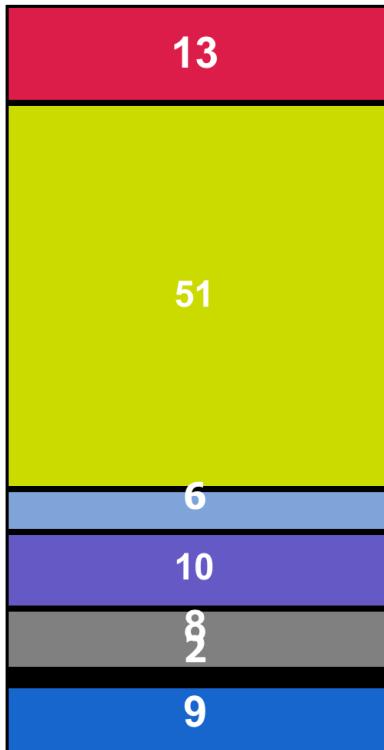
Elements of the Big Society



Barriers to Stepping up

BARRIERS TO INVOLVEMENT

%



■ Already involved

■ Lack of time

■ Don't know how to get involved

■ Never really thought about it

■ Not interested in getting involved

■ Helping in the community wouldn't change things

■ Others



16% Could be interested, but will need guidance

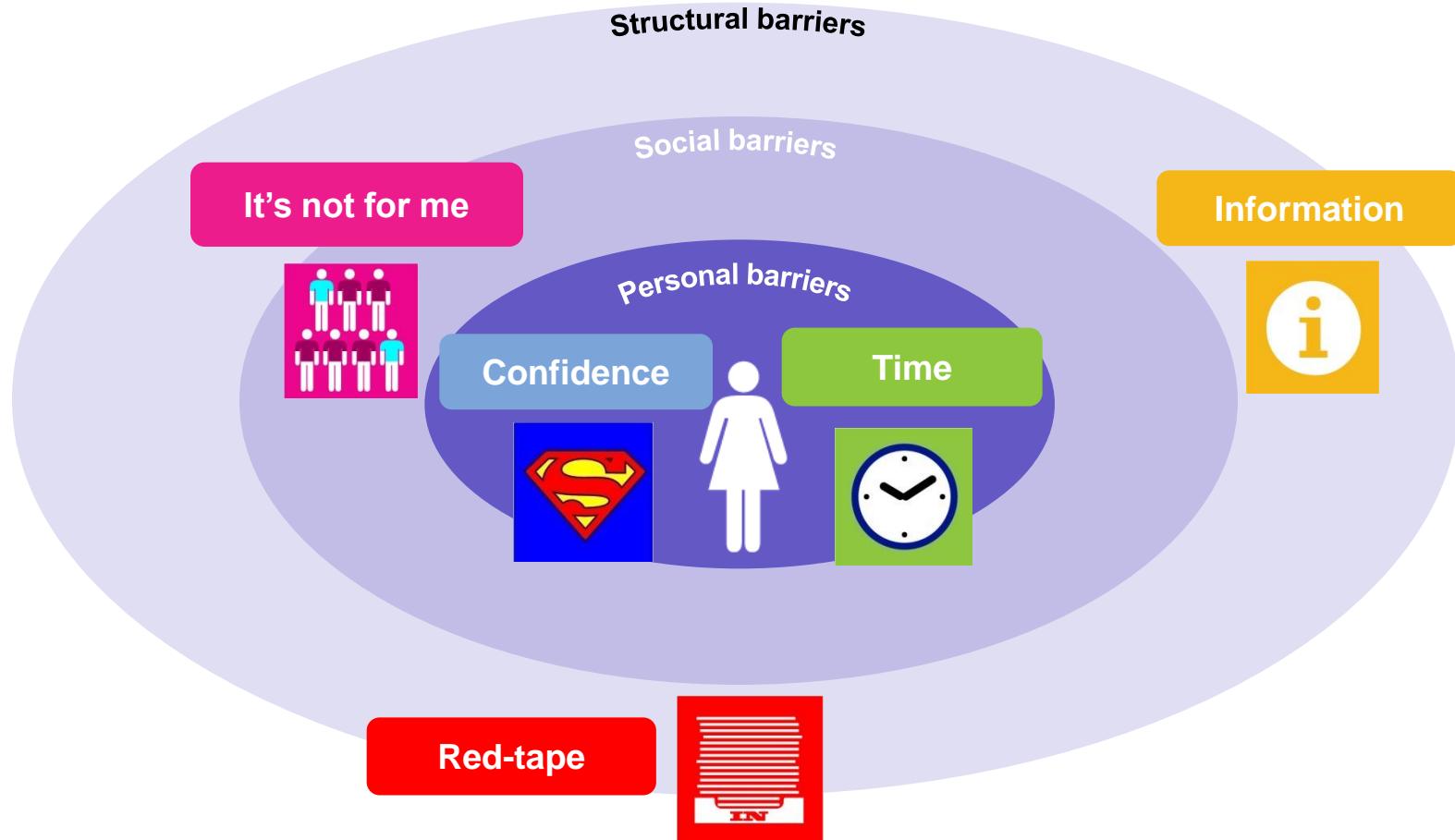
10% are simply not interested

What, if anything, is the main reason stopping you from getting more involved in their local community?



A behaviour change ecology helps to identify and understand barriers

BARRIERS TO INVOLVEMENT



Barriers can exist at a personal, social and structural level



PERSONAL BARRIERS

Time pressures can get in

Possibly present the following 5 slides in the same way as for the film

BARRIERS TO INVOLVEMENT

Lack of time

Fear of over-committing

Fear of being taken advantage of

"If you're looking after your family, then your free time is very much reduced."

Empty nester, London

"If you can't go every week you think it's best not to sign up at all otherwise you feel like you're letting them down before you've started."

Pre-family, Leicester

"I had to give up taking an elderly women shopping because it started to demand more than I could give."

Empty nester, London

These barriers are centred around perceptions of what kind of commitment people would be expected to make



PERSONAL BARRIERS

Lack of confidence can hold people back

BARRIERS TO INVOLVEMENT

Lack of skills / expertise

Fear of taking responsibility

Fear of repercussions

"I've got no skills to run the police – that's why people go to uni and train for specific jobs because that's what they want to do."

Young family, London

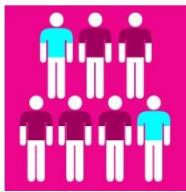
"The professionals need to do it – it's like someone coming to my farm and saying 'spend this much on cows, and that much on the sheep'.

Older family, Leicester

"It's sometimes difficult, and I can appreciate that someone might feel intimidated and feel reluctant to improve something that needs attention."

Empty nester, London

People may not know where to start, or feel that they lack the necessary skills to help. There are also concerns around liability and responsibility.



SOCIAL BARRIERS

People worry that they will not be welcomed

BARRIERS TO INVOLVEMENT

Lack of people like me doing it

"A lot of the people that tend to do things like this actually think it is their life. If you try and go and help them, they've got nothing else to do."

Young family, London

The people who do it are unwelcoming

"The church community are very cliquey – in the nicest possible way. They'll help everyone out ... but if you're not in that group ... "

Young family, London

"It's always the same people who do the all the same stuff. It's always been like that."

Older family, Leicester

Concerns exist around what kinds of people get involved in certain activities, and whether newcomers are welcome



STRUCTURAL BARRIERS

In some cases, support systems are lacking

BARRIERS TO INVOLVEMENT

Don't know what I can do

Lack of information

"How do you go about being part of something?

You can't just phone someone and go and help them, its not that simple.

Pre-family, Leicester

"A lot of these things you wouldn't know they exist in the first place."

Older family, London



Some are limited by lack of direction, or desire a 'rubber stamp' for their ideas



Red tape gets in the way

BARRIERS TO INVOLVEMENT

Red-tape

Liability

"Red-tape stifles the life out of everything you're trying to do."

Older family, Leicester

"You hear horror stories, you can't get insurance, people won't lend you lorries because there's so much litigation – you can't do this and that, you'll get sued."

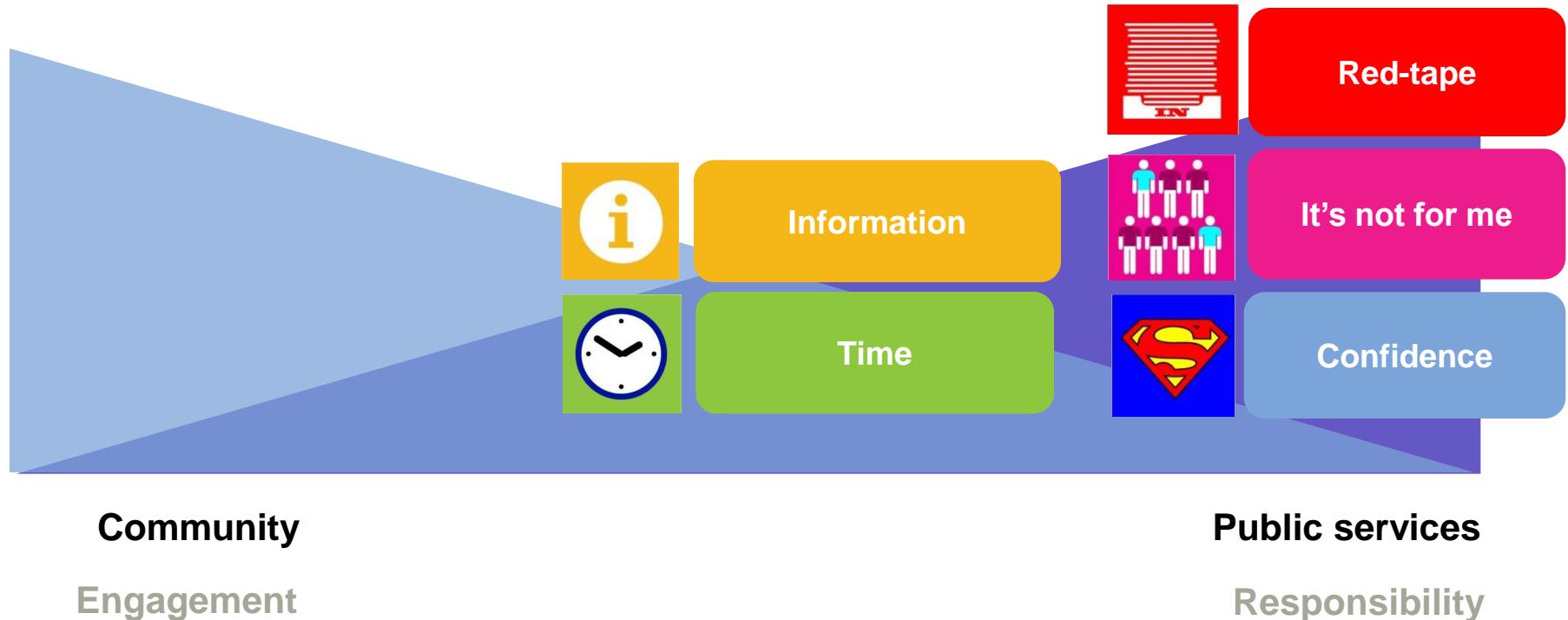
Older family, Leicester

Red tape and bureaucracy can be frustrating and take the fun out of getting involved. For some it can put them off all together.



The barriers to involvement with public services also mirror those for community involvement

BARRIERS TO INVOLVEMENT



As fewer triggers exist, people lack of roadmap for involvement.
This increases the effect of other barriers – particularly those around feelings
of lack of expertise and fear of responsibility

4 ideas to address the barriers

1

INCREASE FLEXIBILITY

Give people options to get involved on different levels and build in flexibility so they can get involved on their own terms

Increased flexibility allows people to fit their involvement around busy lives

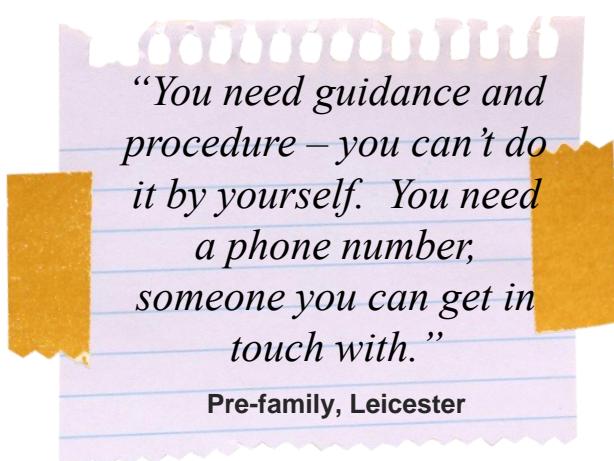
2

PROVIDE ESSENTIAL SUPPORT

Give people clear structures of responsibility

Provide training and guidance where needed

Avoiding the language of 'responsibility' for some will be key



"You need guidance and procedure – you can't do it by yourself. You need a phone number, someone you can get in touch with."

Pre-family, Leicester

4 ideas to address the barriers cont.

3

PROMOTE INCLUSIVITY

Enable involvement through a 'neutral' organisation and context

Allow people to engage in activities with friends and hold open activities allowing people to get to know those involved

4

PROVIDE INFORMATION HUBS

Provide easily accessible information in 'neutral' and familiar locations

Be as clear as possible about what is involved

Making community involvement feel 'normal' and for 'people like me' is key to breaking down barriers

Thank you

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