

Sent: 29 November 2022 20:06:
Costed development plan

Hi [redacted]

I hope you're all well.

Please find below a costed development plan for our work to scope a Community Improvement District with local people in Kilburn, developed with advice from [redacted]

CID element	Cost item	Expected cost (£)	Indicative timing
Progressing initial engagement with CID concept to identify those currently 'engaged' and have lots of expertise and ideas to offer	Room bookings and refreshments for CID meetings	2,000	August 2022 - March 2023
	Walkabouts in Kilburn	1,000	August 2022 - March 2023
	Marketing for One Kilburn website	1,000	August 2022 - March 2023
	Event support – incl. illustrator, facilitator, etc.	1,000	January 2023
Connecting with citizens that are lesser heard with lots to contribute through a Community Activator project, developed with a local VCS partner in Kilburn	Recruitment / promotion	750	November - December 2022
	Community activator pay	8,640	December - March 2023
	On costs	2,160	
	Equipment for activators	900	
	SHAK support for activators	4,000	
	Training for activators	2,000	
	Expenses for participants	1,800	
	Participation team support	In kind	
	Contingency / refreshments / room bookings	1,000	
	Management	3,750	
Continue and finalise our testing and, reflecting on the	This will include: <ul style="list-style-type: none"> Project support Kilburn-specific 	10,000	January - March 2023

work to date, deliver a Kilburn-specific evaluation of the work, with input from a diverse group of local citizens. Informed by this, co-design an approach and plan for taking the work forward beyond March 2023, including a range of appraised options.	evaluation from a diversity of perspectives . CID model options appraisal . Community-led action plan		
40,000			

We're more than happy to discuss any of this further.

We can also share papers and other information that underpin this costed development plan and the approach we're taking.

Thanks & best wishes,

[Redacted]

Principal Planner

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Job description: One Kilburn Activators

Type of Contract: Fixed-term, part-time position

Pay: £15 per hour

Commitment: 14 hours per week, for 3 months. Training will take place the week commencing 17th April 2023.

Training: Activators will reflect on their current skills and training will be co-created with Activator's personal aims and skill gaps.

Background to the role

The London Boroughs of Camden and Brent and organisations including [South Hampstead & Kilburn \(SHAK\)](#) are working together with local people in the Kilburn area to focus on the things that matter to them, and how we can make Kilburn even better.

We have made some progress! We are organising regular opportunities for local residents to come together and discuss their experiences of Kilburn; what they love about the neighbourhood and how they'd like to improve it. We have also created an online platform, [One Kilburn](#), where people can connect and find out about existing local projects that they can take part in and help deliver. People can also share their own ideas for projects and improvements in the local area and access funding to make them happen.

This aims to build on the amazing work that local organisations do, and to support people and groups to develop and deliver impactful projects. This could include projects that bring new uses to vacant buildings or that deliver new activities that meet the needs of the local community and respond to important issues like the cost-of-living crisis, the climate emergency and inequality.

In the coming months, we want to continue to:

- a) Develop a strong and diverse network of residents that reflects the community in Kilburn
- b) Build an understanding of the issues and opportunities in Kilburn from the grassroots up
- c) Work collectively to enable projects and coordinate action.

This is where One Kilburn Activators can have a real impact in their local community!

The role

SHAK is leading the recruitment of three One Kilburn Activators who know, or have the enthusiasm to get to know, people in Kilburn whose voices are or have been less well-heard. This could include people with lived experience of the neighbourhood, and perhaps challenges such as the cost-of-living crisis and inequality. People who may have brilliant ideas or a desire to make a difference in Kilburn through a project, or simply want to share their views in a way that works for them.

We understand not everyone has enough time, or opportunity to influence and shape their neighbourhood. The role of the One Kilburn Activators is to ensure those voices are at the centre of current and future projects, plus play an important role in future decision making.

One Kilburn Activators will be employed for 14 hours per week for 3 months, with the potential for this to be extended. The role will be part time and flexible - we want this role to be accessible to

parents, people who have caring responsibilities, people that have existing work or those that are studying. We will be flexible on when the hours are worked but would welcome some evening and weekend working.

The aim is to recruit a small group of people who have a wide range of experience of living and/or working in Kilburn and a variety of connections to the local area. People with lived experiences of inequalities in Kilburn, who represent Kilburn's diverse communities and people with local knowledge of Kilburn, services, gaps and needs that exist for others.

One Kilburn Activators will be employed by SHAK, a resident-led charity which connects and empowers adults and young people in the area and ensures that they are able to access opportunities to learn new skills for life and work and participate in activities to enhance their health and wellbeing. They will also work closely with the Camden Councils Participation team, who will offer support and guidance throughout the placement. One Kilburn Activators will also be supported by the Kilburn Job Hub, a service that provides advice and support to help residents develop their skills and find good quality work.

Example objectives that this role may deliver in Kilburn:

- Build a network, relationships, and partnerships with a diverse range of people that are representative of the communities in Kilburn.
- Help to build a greater understanding of the issues and opportunities that are important to people in Kilburn.
- Form new relationships with local residents (and businesses).
- Attend community events/meetings, for example setting up a stall in the library or local theatre, or just talking to people while walking and visiting places
- Invite & support people to use the One Kilburn website and, where needed, supporting them to share their ideas
- Help people to develop their project ideas by finding others to form a community around a project and working through the project idea.
- Inform others of project updates and invite others to get involved in a way that suits them.
- Introduce people and groups running or hoping to start new community initiatives to sources of funding and support available in Camden and Brent i.e., the We Make Camden Kit or Love Where you Live Grants
- Inform people of upcoming events and other ways to connect and work together

Relationships:

- You will work closely with a friendly colleague from SHAK and have regular conversations with supportive people from Camden Council
- You will also develop new and existing connections with residents in and round Kilburn.
- Organisations and charities that have formed One Kilburn so far. Find them all listed [here](#).

Work Environment:

- You would primarily be out and about in Kilburn; attending events, running workshops, being present in the community.
- You would also have the opportunity to spend time in SHAK's offices in the Alexandra and Ainsworth Estate and other local organisations based in Kilburn.

Key skills & knowledge:

We are keen to hear from those that have experienced inequality in Kilburn and are excited to play an active role in their community.

- Lived experience of being a resident Kilburn, understanding the challenges local people face but also seeing the potential in the future by working together.
- Good listening skills and empathy for other people's experiences and opinions.
- Be able to develop new and existing relationships with a diverse range of people that live or work in Kilburn.
- Have not had the opportunity to play a leadership role in a local organisation.
- Support people to have conversations, including within groups and individually to ensure their voices are part of the conversation.
- Some experience of using technology i.e., laptops, iPads or Microsoft office.
- Those successful will also have the chance to reflect on their own skills and experience and be supported to develop a training program to broaden their skills and knowledge.

Apply

If you are excited by this opportunity and feel you have the passion and energy to drive One Kilburn forward, there are plenty of ways to apply;

- Email your CV and cover letter (maximum 2 pages) to John Litchfield at jlitchfield@shakonline.co.uk
- Or send a video of you talking through your application, no longer than 5 minutes, to John on jlitchfield@shakonline.co.uk or via message on 07462600450.

We want to make this opportunity as inclusive and open as possible. Support is available to anyone who needs access to a computer or help to apply, whether creating a CV or recording a video. If you need any support, reasonable adjustments made or would like to speak more about the role, please contact John Litchfield on jlitchfield@shakonline.co.uk or call 07462600450.

When submitting a cover letter or video, you may include some of the following:

- What interests you about being a One Kilburn Activator
- What skills and qualities you would bring to the local community?
- How might this role help you achieve your goals now and in the future?
- What is your lived experience of being a resident in Kilburn and how would you use this to support others?
- What is your vision for Kilburn?

Applications close at 23:59 on Sunday 12th March 2023 and interviews will be held the week of 13th March 2023.

Kilburn Activators Background

Camden & Brent councils have been awarded funding to pilot a Community Improvement District in Kilburn. Power to Change defines a CID by saying it should aim to: “achieve greater involvement of communities in the oversight and revitalisation of its high street. A CID is a non-political and inclusive structure, open to residents, businesses and other local stakeholders, concerned with the economic, social and environmental improvement of their neighbourhoods”. Camden sees this as an opportunity to strengthen the community voice in Kilburn – to increase citizen activism, build collaboration and connections and enable greater social action in the area.

Within that context we have already engaged with a lot of community leaders in the Kilburn neighbourhood. We want to bring less heard voices into the discussion and to participate in and lead on social action projects. The role of the “We Make Camden activators” in Kilburn will be to:

- Support local people to turn their ideas into action and connect to the We Make Camden Kit. The role will provide additional support in confidence building, sign posting and ideas sharing and will increase We Make Camden KIT citizen and community applications.
- Enable citizens to connect with each other and with organisations and community groups – enabling communities to organise and increase collaboration.
- Collect and gather insight about the challenges and opportunities local people experience in Kilburn.
- Increase participation in wider networking and feed in to thinking about the future of Kilburn and Kilburn High Street in particular, using Kilburn Community Space.

The Participation Team will work alongside SHAK and the community activators to increase (and connect) participation and social action in the Kilburn area. In doing so, we will strengthen the voice and representation in community improvement district (CID) discussions in Kilburn and ensure that any discussion/development is community-led (funding is directly linked to CID development although we will focus on building long-term collaboration first, with CID as a way of exploring how we cement some of that collaboration). The participation team could provide learning recognition/accreditation and development opportunities for the We Make Camden Activators - building on the experience of participatory work elsewhere in Camden including the community researcher programme, the Euston citizen science project and programmes outside of Camden.

The proposal

SHAK be commissioned to recruit and employ 3 local people as “Activators” who have:

- An interest in or commitment to the local area
- A connection to and a knowledge of networks in the local area

- Lived experience of inequality and barriers to prosperity

Kilburn Activators will be employed for two days (flexible working patterns) a week for 3 months, including training.

SHAK to draft a job description and run selection process in collaboration with the Participation Team. This would involve participation team involvement in shortlisting, interviewing and selection.

SHAK will provide management of activators, office space and supplies needed.

Activators will be asked to regularly collect and share insights from conversations, enable citizens to share their ideas for action via a local common place site which is being set up to enable community organising and collaborations and support applications to the We Make Camden Kit.

The Participation Team will provide ongoing support to SHAK and the activators and help them to connect with other groups and change makers in the local area.

The Participation Team will work with SHAK in the development of training opportunities for the activators.

Training will include:

- Initial mandatory training which will cover health & safety, safeguarding, engagement and communication skills- arranged by SHAK
- Introduction to We Make Camden Kit from Camden Giving, and advice on how to support people to apply- We Make Camden, Participation Team
- Introduction to Commonplace and training on the website, from Commonplace and Camden Council- Participation team
- Understand Kilburn work – future high streets, CID, small actions vs big picture, from Camden Council and Brent council –Council team

SHAK will provide office space for all training, as well as refreshments (tea/coffee) and lunch for community activators where training is all day. SHAK will bring in trainers and use its own staff for the first item above. Other training will be provided by partners as provisionally indicated above. SHAK will work closely with Council teams and other outside trainers to ensure that other training is relevant and suited to the new recruits, ensuring that any special needs or reasonable adjustments are made.

Budget

SHAK has calculated costs shown in the budget below with detail included:

Budget for Kilburn Community Activators	Cost	Detail
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Recruitment/Promotion	750	For costs involved in promotion of vacancy and staff hrs in recruitment process
Community activator pay	8,640	3 people, 2 days a week at £15ph (£240 per week), 3 months
Oncosts	2,160	to cover all payroll associated costs including adminitrative and accountancy costs, employees national insurance, pension, etc.
Equipment	900	SHAK will procure three tablets for use by the Community Activators. SHAK will retain ownership of the tablets so that they can be used by community champions and other projects that SHAK is involved in in the local Kilburn area.
SHAK support	4000	Costs of project lead from existing team based on 1 day per week and contribution to running costs such as utilities, rent, insurance etc
Training	2000	Community Engagement training including Health & Safety & Safeguarding. Other training to be provided by other agencies as stated above.
Expenses	1800	The expenses fee is also intended to cover any additional requirements that the new recruits may have such as childcare or travel. The new recruits will be encouraged to come up with opportunities to hold events at different sites, or to host their own discussions, in which case the expenses could cover room hire and refreshments.
Participation team support		In-kind
Job hub support		In-kind
Contingency	0	To act as contingency if more funds are needed in items above such as extra expenses, room hire, equipment etc.
Management	3750	Costs of overall management of project.
TOTAL	24,000	

Timeline:

The project will run for 4 months allowing for planning and evaluation

- Project start, Planning & Recruitment- January
- Activators employed; Initial Training completed & delivery begun- February
- Project end & Celebration Event- end of April