



ONE NORBITON'S COMMUNITY ENGAGEMENT PLAN 2014 to 2017

“AMPLIFYING OUR COMMUNITY’S VOICE”

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EXECUTIVE SUMMARY

Community engagement is the centrepiece of One Norbiton's activity. This engagement must be with all members of the Norbiton Community; the residents, the businesses, the students and the public services. We need to involve more **activists** to drive forward our agenda, recruit more consultant **panellists** to more easily ascertain the will of our ward and finally we must involve our **general public** to endorse and participate in our Company and Community Working Group activities.

To do this we will build on our existing three areas of successful engagement namely e-Democracy; Neighbourhood Watch plus and our Random Consultant panel recruitment. In addition we will continue to search for more

effective ways of advertising our existence to the general public of Norbiton using door-to-door approaches, email, texting, social media and blogging as well the conventional paper approaches of Posters, leaflets and Calendars. Our key approach will be based on making personal contacts. We will try to prioritise and amplify the expression of local needs and encourage the development of participative local democracy to solve problems and enrich lives.

We have already leafleted 100% of our addresses over three times and have got replies from 44 of our randomly selected panel and our e-Democracy scheme has so far attracted 108 adherents and over 300 have signed up for neighbourhood watch. All in all this represents an engagement with 7.5% of our population. We now are using our newly acquired named electoral roll in a more personal approach to try to double our contact level to 15% while nurturing the involvement of our existing activists with newsflashes and seeking the advice and re-engagement of our former LIS partners. We are starting to recruit a local participatory Democracy with a target population as big as that which elected a local councillor (about 850). We want this local democracy to be involved in our Community 's decision-making, to aid our public service with co-design and co-production and generally improving the health and quality of life in Norbiton.

Our “Mission” Statement is

“To improve the democratic involvement, health and quality of life of those who live, work and study in Norbiton Ward and the surrounding area.

Background/Context

For a general view of our present position, recent achievements, deficiencies and working environment see our **Main Business plan**.

Why is this Project needed?

Cities all over the world have been developing at the expense of personal social support systems. The welfare systems that have replaced former feudal and religious patronage are proving increasingly expensive and impersonal. Attempting to set up urban villages based on friendships and neighbourliness seems a difficult but truly worthwhile endeavour. We know that people with weak social relationships are 50% more likely to die in any given period than those with strong social ties. Social isolation is as bad for you as smoking or drinking ... and worse than inactivity or obesity. Furthermore friendships contribute to happiness. (New Scientist p37 24 May 2014)

Balsall Heath has already shown that building up communities can reduce public costs and increase health and wellbeing and create urban regeneration. (Dick Atkinson “Nourishing Social Renewal” 2012.) Community engagement is the key to One Norbiton’s attempt to replicate this.

The Project Details

Norbiton's Needs- Assessed by random sampling

Establishing effective community engagement is a crucial to the purpose of One Norbiton and establishing its needs. However doing this in our present suburban environment with high population turnover and loneliness is very challenging. It is not for nothing that commercial concerns spend huge sums on their advertising budgets.

We first tried doing this task by participating in 2011 in a study organised by RBK/ECET. This involved stopping people in the street and asking them to prioritise previous RBK surveys. The results of this exercise, so called Hexagon studies, were presented to DCLG as part of RBK's NCB bid.

These studies had clear deficiencies as they were not open ended, had limited response rates and were unrepresentative of important sectors of the community such as the elderly. Therefore in 2012 we managed to acquire as a proper sampling frame a list of all dwellings and businesses in the Norbiton. We then selected and approached a random sample of these. We acquired a panel of 44 responders who reported the following picture of local concerns and current Quality of Life scores. See **Appendix A**. We would have liked to enlarge this sample in 2013 but were not able to acquire the necessary DCLG resources from RBK to do so.

In addition to our open-ended approach to our panel we have set up our own independent Website and included on it a [confidential enquiry](#) for our panellists to get an on-going measure of quality of life and needs.

Engaging Activists with the right ethos

Few changes can be made to society without activists. Unfortunately not only are activists rare but those who put themselves forward to lead, often do so for reasons of self-promotion or to fight for a special cause. Competition for group leadership between activists can result in factions and energy-diverting conflict that damages recruitment. Theoretically, in a participative democracy, where everyone is equal, these problems should be obviated. But destructive personality difficulties inevitably occur and must be tackled quickly, as Dick Atkinson of Balsall Heath pointed out. (Within six months of starting up we ourselves had a major personality conflict that had to be resolved by voting to expel someone.) To plan meetings and to organise a program of action requires a central group but it is difficult to stop this centre become so strong that it reduces other people's feelings of being needed.

We have therefore although our centre has been voted into office we have tried to avoid their personal opinions being taken as representative of our whole group. So although official policy documents and proposals may be generated by them, including this one, they must be shared for constructive criticism by our Community Working Group and endorsed by them before being passed on to any third party as the views of One Norbiton.

We need to engage the participation of more volunteer activists who share this community-interested ethos. Not least because, in general, the

population seems contented and most people are very used to an electoral process which lets them “outsource” all their political powers and responsibilities every four years. It will not be easy to change the culture so that people see non-party political and non-religious local activism as an enjoyable social duty.

However Kingston has a marvellous record for running Charities and we hope that by setting up our One Norbiton office as a community hub we will be seen by them and our services in the area as valued umbrella organisation, which they will want to support for the wider community benefit not just to promote their own department or charity’s interests.

Engaging better with our Community Working Group members

We have recently been experimenting with the timing of our monthly CWG meetings. Midday meetings with lunch suiting the retired and unemployed while evening meetings suiting those at work. At present we are intending to alternate with these times

Engaging with our Random Consultant Panel

The enlargement of our random panel is about to start when we get our funds. This will be done in stages **See Appendix B**. Our objective is to get a representative group of citizens who are prepared to at least text vote on key issues. Also to keep them informed by newsflashes and hopefully some will become sufficiently interested to attend the CWG meetings.

E-Democracy.org

In the Autumn of 2013 we joined the [E-Democracy forum](#). This was launched using our One Norbiton Task force delivering information leaflets to the population. Since launch it has gradually increased in size and now numbers 108 members. We will do our best to nurture our existing members and by making it a useful practical service encourage more participation.

Neighbourhood watch Plus

From the start we have been doing door-to-door encounters to recruit Neighbourhood watch groups. There are now 300 email contacts that have been passed on to the police for this purpose. Whenever these are approached Inspector Heasman has agreed to a Postscript being added to each police email saying

PS As you may know the police are working in partnership with the new Community Group “One Norbiton.” They would like to keep you up to date via email about their future initiatives, such as Community Rangers and E-Democracy. If you are happy for them to contact you please click <http://onenorbiton.org.uk/index.php/volunteer-application/> or email admin@onenorbiton.co.uk to get included in their email group.

In addition to this our neighbourhood watch group has been visiting other areas and exploring how neighbourhood rangers might be set up to help keep law and order in Norbiton. This is the “plus”. There is already a budget for different types of warden in the district and these wardens might be

created by LIS activity. The problem is that to be economic this might have to be a Kingston wide initiative rather than a truly personal local initiative.

Engaging with our public services

We were slow to realise that this might be our most challenging task. We have experienced a lot of different attitudes from the various personalities occupying senior positions in our local services. Some do see their paid job as to provide a service to the public and recognise us as a new representative body of this. Other officials seem to take the view that they somehow personally owned the public money that they had been entrusted with and view us as just another Charitable organisation. When we attempted to discover the quantum of local budgets that were in fact spent at the discretion of local public servants but drew a blank. The LGiU report revealed that £104million p.a. of public money was spent but made no mention of what proportion of this was discretionary or by whom.

We have therefore proposed that where public servants work in Norbiton they are by definition members and if they could be persuaded to volunteer, with this hat on, they would be valuable well-informed activists. Achieving this happy outcome would greatly help if being a volunteer was seen as a step up the ladder of promotion. We also intend to do a brief survey on all LIS partners to ascertain their current attitude to Localism.

Engaging with our Students

The Schools are a key part of our community. Our Norbiteens project has just started engaging with secondary school children. Primary and infant school children must become involved as soon as we can get the manpower to do so. Of particular importance is getting more support to our young mothers of pre-school children and we look forward to helping our NHS and Social services agencies to do this more effectively.

Engaging with our local businesses

Jerry Hall of Kingston's Chamber of Commerce has attended many of our meetings and we would like to work more with our local businesses and need to formulate a plan with them. Most recently thanks to our Director John Hall we were involved with piloting the Kingston Pound.

Our uniqueness

We are the only independent urban localism pilot to arise out of the twelve NCB /Our Place! Initiatives. District-wide organisations such as councils rely on "systems" for achieving change whereas our focus is on developing personal contacts and utilising our special knowledge of our relatively small population to be effective. See Main Business Plan

Our Skills, knowledge and the achievements of our key people

Within our Community Working Group we have a surprisingly wide range of skills and experience. See **Appendix B** for the CVs of those who are leading this project.

Recent Achievements

For details of our recent achievements, the status of our on-going projects and a review of our current position, see our Main Business Plan and our forthcoming annual report.

Rivals

Others working in our field are RBK's ECET and Communications divisions. They should see us as partners but it would be understandable if this were not always the case.

Our Strategic Aims

- We aim to achieve contact with at least 850 citizens by 2016
- And text voting from 15% of the Norbiton Electoral roll (1500 citizens) by 2017
- By the same date we want to be chosen by the majority of Norbiton's citizens as the most effective way of representing their local views.
- Although it may be possible for us to generate income *this must remain secondary to our other aims.*
- We want our new office premises in the former Community Shop to be made fit for the purpose of becoming a true Community Hub.
- Staffing: we want to continue to use disabled core workers as rewarded volunteers See **Appendix C** and expand their numbers as our activities expand. Hopefully we will have a disabled IT assistant if we get resources.
- We want to establish a routine system for reviewing the Quality of our work
- We want to expand our infrastructure: Website, IT, databases, and establish policies and procedures for dealing with on-line relationships

We want

- To increase awareness of our services amongst potential local users and referral agencies
- To increase our community based services and reduce our dependence on fixed premises

Objectives

Our Specific objectives in this project are:

1. To increase the proportion of the population who know about us and feel personally involved in helping with our locality. This will be measured by direct questioning of our panel (a random sample) We have every confidence that KVA will ensure we get the resources for this. So that we will have a result before the end of 2014.
2. To enlarge our active e-Democracy year on year and to broaden its functions This will be measured by a record of the number signed up We

have every confidence that KVA will ensure we get the resources for this. So that we will have a result before the end of this year.

3. To enlarge our random Panel This will be measured by counting the numbers of those agreeing to be on our panel. We have budgeted to approach an extra 5% of our citizens every year. We will log progress year on year. We hope to get a 15% sample by 2017 but this may not be achievable without considerable more resources. See **Appendix D** for the detailed plan for using the Electoral roll to achieve this.

4. To survey the views of our LIS partners local industry and central government over their willingness to support us in any way. This will be a done by email questionnaire and its results published. The resources needed for this are minimal and will be volunteered. We intend to have a result before the end of this year. Appendix F

5. To experiment with informal ways of engaging. E.g. Drop-in Groups; using our One Norbiton Task Force to develop relationships with NEETs, Pre-NEETs and ex-Substance abusers; setting up our community hub/office to personally engage local activists and service providers. (See separate Project Plans). This will be all measured simply by counting the attendees at these groups and surveying their enjoyment of attending them The resources needed for this will be small e.g. tea and biscuits. We will have a result as to whether this is worthwhile by 2016.

6. In addition we would like to revive the idea of Alma White, one of our Cambridge Gardens members. This is to deliver welcome cards to all known Norbiton newcomers. We might extend this, using local births and deaths data, and send congratulations to mothers of new babies and condolences to the bereaved. This will be informally evaluated.

Expected Outcomes and their Measurement

Past experience has made us well aware of the difficulties in engaging with our population and we have always recognised this might take a decade (Balsall Heath required 30 years) However will be able to measure how much more engagement we have achieved simply by counting and recording the proportion of our citizen population in contact with us. We will also measure its value and quality. See Business plan

OUR ACTION MILESTONES

Milestone 1 To design suitable approach literature and posters etc Mostly already complete See new approach letter to Panellists.

Milestone 2 To Focus on developing E-democratic discussions This is is now

underway

Milestone 3 To get ONTF 's Norbiteens to help in recruiting (352 more) panelists in 2014.

Milestone 4 : To report on the Confidential Enquiy survey e.g. on whether Rangers are wanted as a LIS project. 2015

Milestone 5: Monitor QoL and satisfaction and ongoing costs of running ON from this site. On 21st December of each year

Milestone 6 : To focus on acquiring Mobile phone contacts for voting . 2014/15

Milestone 7 : To test how influential community views are on changing the use of the NCB Measure the quality of our engagement 2016/17

Milestone 8 : To develop a new system for getting balanced voting 2016/17

Costing and Resources 2014 to 2017

We will need proper three year funding if we are to achieve what we set out to do in this plan. Although Balsall Heath suggested £70k *per annum* is required to run a viable Locality with our rewarded volunteering for chronically disabled staff we have managed to budget for three years at under £34k.

	£k
ON Management Costs (3 x £4.8K p.a.)	14.4
BT Phone Landline + Broadband 160 per annum x 3	0.480
Mobile phone Giff Gaff @ £12 x 36	0.432
Home Deliveries	
Norbiton Taskforce 'rewards" for 5 deliveries per annum.	
At £5 per 100 Delivery to All residents 6000 addresses £300 x3	0.9
Delivery to 353 panel members 5 times p.a. at £10 per 100 x 3	0.525
Norbiton Taskforce management	
Costs 36 months @ £160 per month	5.76
Txt Local for mobile numbers @ £25pa x 3 + response costs	0.1
Prize Draw money @ 100 per annum	0.3
Stationary costs	
Station Posters 1000 p.a. + VAT. x 3 years	3.6
Leaflets + printing for Panel approach	1.0

Large TV monitor to announce meetings and news etc.	0.6
TV license costs 145.50 x 3 0.437	
E-Democracy subscription costs 1k p.a. X 3	3.0
One Norbiton annual calendar 3 X £1,073	3.2__
Insurance £305 x 3 0.905	
Total	32.439k

Our advertising budget could be very expandable but the following costs are based on the reality that only £42K is available and that this has to be shared with refitting our Community hub and office and funding the needs of the One Norbiton Taskforce.

Feasibility and Risk

We believe it is realistic to achieve this plan because we are building on our own previous experience of engagement. However, our projected numbers are optimistic and we know that our rate of progress will be limited by how much the people of Norbiton wish to participate.

It is worth mentioning that setting up Localism is itself not without political risk. If extremist groups are allowed to get control it could be destabilising which is why our rules for being open to all (and no) faiths and all races and people of all political persuasions are important as will be strictly excluding the intolerant;

Ownership

One Norbiton itself must belong to the people of Norbiton. This plan has multiple origins and many people have been involved in its formulation, Balsall Heath has been our principle influence. The listed authors were the main protagonists involved in creating the plan and were involved in sub-group work etc.

Appendix A

The expressed Needs of our Community

Panellists suggestions 2012

CLEANING UP THE ENVIRONMENT (7)

Clean up dog mess around Norbiton Station

More police, more rubbish bins & dog bins. More community events

Less Litter

The Fly tipping problem needs to be solved

Stop Fly tipping in Chatham Road

Cleaning up lifts/ less overcrowding/more job prospects

Dislike emails as do not understand them - Also am unhappy with rubbish

DEALING WITH YOBS, GANGS & DRUGS (6)

Less yobs around

Much less pressure on local schools More play areas. Less drug dealing

Less drug dealers

Deal with Gangs/drugs/loneliness

Less men hanging around streets - makes me feel unsafe when travelling in the dark

More police at nights. Concerns about the sale of private houses to students

MAINTAINING GARDENS, RECREATION FACILITIES (4)

More local community events. Clean up days. Play areas

Clean up neglected spaces & front gardens

Would like business rates to be nil for vacant property so owners can afford to maintain them.

Mend broken fencing

YOUTH ACTIVITIES (2)

Things for young people & job opportunities

More things for kids to do

OTHER ISSUES (2)

Less noisy neighbours

More consultation. More choice of local shops

Baseline Quality of Life as shown by Happiness with living in Norbiton- Faces Scores for 2012

Recorded by households in a 0.6% Random Sample of Norbiton properties

90		2.7%
80		25%
70		25%
60		30.6% (11/36)
50		8.3%
40		8.3%

i.e. Over 80% of our panel reported a Happiness score of 60 or more

Appendix B

Our methodology for constructing our Random Panel

1 To USE OUR NEW ELECTORAL ROLE AS SAMPLING FRAME* RATHER THAN



OUR ORIGINAL ADDRESS LIST i.e. now a person based sampling frame
2 To MERGE THEIR THREE LISTS H1 to H2310 AND HA1 TO HA2671 AND HB1 TO HB1969 INTO A SINGLE LIST NORB1 To NORB6950
(BUT EXCLUDING INCOMPLETE H2311 & H2312 AND HA 2672 TO HA26
3 To SELECT** OUR PANEL USING WWW.RANDOM.ORG
4 To deliver this “official notification” letter below using an addressed letter to each of these 300 electors at the beginning of April. Either by mail or home delivery using our Norbiteens
5 We want all replies to go to our Txtlocal post box “Norb” so we can farm their mobile numbers.
6 To follow -up all non-responders twice with same letter.
7 To treat non-response by April 30th as refusal and substitute all non-responders with new panellists and deliver to these and so on.
8 We now have a single confidential Master database built on the Electoral roll and its updates. To this we will be adding Mobile phone numbers; Landline numbers; e-mail addresses; all the data from our Confidential enquiries; Serial annual QoL faces scores; identifiers for panellists; identifiers for Rainbow Sectors; One Norbiton Taskforce Membership; Partners and committee members not on the Electoral roll

** N.B. This means we are now targeting **named electors** rather than addresses but are inviting parents to recruit the competent children in their household to participate. These will be added to a separate database and given their own Norbiton numbers based on their parents.*

*** I am writing up how I did this for the benefit of the next wave of Localities.*

See below for the letter for our selected panellists

CONGRATULATIONS YOU ARE NOW A MEMBER OF THE ONE NORBITON CONSULTANT PANEL

Dear John

The fickle finger of fate has selected you, at random, to be a Consultant to our new **One Norbiton Urban Village**. For this your **UNIQUE IDENTITY CODE** is **norb4629/**

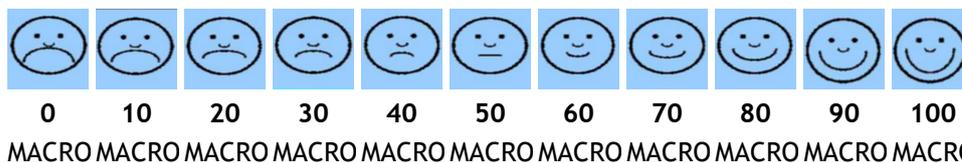
We’ll now be asking for you to text your vote every so often, and tell us what you think would work best to make Norbiton an even more friendly and cleaner place etc.

So if you already see yourself as someone with good community spirit, spare a few moments and help your neighbourhood in this way. Start by **TEXTING to 07786200690** to let us know

“How happy or unhappy are you generally about living in Norbiton”

YOU MUST BEGIN EVERY TEXT WITH YOUR UNIQUE IDENTITY CODE OF **norb4649/** see below

Then add a **face score** (see below) from 0 up to 100% recording your **Quality of Life** now



We’ll let you know how others scored and send you monthly local newsflashes. You’ll also get our One Norbiton Calendar for 2015. To nudge you even further into participating all those who are texting us are getting free entry into our Christmas draw for a prize of **£100**. Best of luck in the draw!

If you have any younger members of your household aged between 13 and 17yrs they too can become one of our junior consultant panellist (and enter our £100 draw) If they text us **your home code as above**; adding their **first name age, sex and Quality of Life** score.

As an example for 14yr old Gary whose Face score was 60% the text should look like this:

Norb9999/ Gary 14 M 60

Looking forward to hearing from you and your household

Yours truly,

Dr. Mike D’Souza (Chair), Harry Hall (Vice-Chair), Jill Preston (Secretary) & John Hall (Director)





SOME OF OUR ONE NORBITON TEAM

Left to Right

Clive, Doreen, Sheila, Peter, Ed, Chris, John, Jill, Davinder and Mike

Please keep this card safe as we may ask you to use our faces scale again. For example we'd like a record of your quality of life othe Dec 21st of each year. (We'll remind you!) If you're up to helping more now please visit

<http://onenorbiton.org.uk/index.php/confidentialenquiry/>

And fill in our Confidential Enquiry questionnaire on-line and join our e-democracy forum on

<http://forums.e-democracy.org/groups/kingston-norbiton>.

We would like One Norbiton to be as personal as possible so having a Passport type photo of you would be nice. Please email it to

admin@onenorbiton.org.uk quoting your CONSULTANT IDENTITY CODE [norb852/](#)

Our other contact details are

ONE NORBITON 61 Graveley, Willingham Way, KT1 3HY

Websites: www.onenorbiton.org.uk. Or Twitter @onenorbiton & Facebook

METHODOLOGY

To simplify getting the "Voice of our Public" from our Ward based Independent Locality we have decided to create a random panel. We have done this as follows. First we acquired a current ward electoral roll with the names and addresses of all electors as a non-party body in Excel format. We then proceeded as follows

1 We made a working copy of this.

2 Using this copy, we noted that the roll is subdivided into separately numbered sub-sections, These reflect relevant subdivisions like Owner occupied and Social Housing which made them a useful subdivision

3 In our case we then chose to create a single sequentially numbered file for each name and address in a new column. (We ensured that the beginning of our new sequence exactly matched the Electoral number. These numbers were our new Locality numbers.

2 We then set up a www. Txt Local service with a text letter box e.g. Ours is Norb we add this as a prefix to all our numbers e.g. Norb1.....Norb6550 or create a separate column of Norbs.

Then we copy the whole column of these locality numbers into the list

randomizer box in www. Random.org list

Then Pressed randomize.

3. We copied this new randomized list back into the first column of

our list of names and addresses. N.B It was made to align exactly. Then we

then selected all the names and addresses and re-sequenced them as per our



random list.

4 We now had a list that you can approach that was randomized throughout. The bigger the sample we contact the more accurate are the estimates of the views of our total population.

5 Approaching the first 352 or 5% of this list seems a reasonable starting point. When new cases are added to the electoral roll (recently an extra 108 have been added) these will be randomized separately and 5%, 5, of these will be added to our Panel sample and substituted as necessary from the new list. Making its total size 353

Using our Panel

We recognize that the population of any locality is experiencing continuous "churn" i.e. there are births and deaths and immigrants and emigrants. Therefore any population measurement must be viewed as only like a single frame of a continuous cinema film. However where there are decisions on how to intervene or spend money to improve Norbiton, the democratic voice should involve all current participating democrats.

Statistical Notes

When it comes to measuring the effectiveness of previous social interventions it is clear that these are best judged by focusing on any changes in QOL reported by those who have lived for a number of years in the locality. Because of its simplicity, we are using "Thymometry" smiley faces tool* to measure QoL outcomes in a Continuous way for One Norbiton,

(*The smiles and the frowns are accurate percentages of a semi-circle)

The panel database should be able to easily detect where there are repeated measures on the same individual over time. As the faces scale is essentially 11 semi-independent discrete variables it is inadmissible to use it to measure an "average" Quality of Life score so we are using Pearson's Chi-squared test with 10 degrees of freedom as below.

Calculating the test-statistic

The value of the test-statistic is

$$\chi^2 = \sum_{i=1}^n \frac{(O_i - E_i)^2}{E_i}$$

where

χ^2 = Pearson's cumulative test statistic, which asymptotically approaches a χ^2 [distribution](#).
 O_i = an observed frequency;
 E_i = an expected (theoretical) frequency, asserted by the null hypothesis;
 n = the number of cells in the table.

Appendix C

The questionnaire to LIS partners

This will be sent to the lead budget-holder of each of our original LIS partners

1 Were you personally involved in the NCB/LIS pilot of 2011

Yes/ No

If yes do you think it was a successful exercise in joint budgeting ?

Yes/ No

2 Do you want to work with the One Norbiton Community now?

Yes/ No

3 Are you interested in co-commissioning some of your budget with us?

Yes/ No

4 Are you interested in co-designing some of your services with us?

Yes/ No

