

## Inspired by the Olympics

views and opinions of  
Newham residents on the  
London Olympics 2012

**Community Links Evidence Paper No. 13**

Aaron Barbour  
September 2008

## linksUK

Our purpose is to champion social change. We pioneer new ideas and new ways of working locally and share the learning nationally with practitioners and policy makers. As a result, we are recognised as national leaders in regeneration and social policy.

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## The purpose of this report

Community Links was commissioned by the London Borough of Newham's Community Participation Unit to run a series of local events in 2007/08 about the London Olympics 2012.

The purpose of the events were two-fold: firstly, to host a series of fun events across the borough with a theme of celebrating the local community forum area and the coming Olympics in 2012; and secondly, to consult with local Newham residents to understand how they could use the Olympics 2012 to inspire them to become more active in their local community.

This report focuses on the consultation with local residents. It is a compilation of the views, opinions and feedback received at the eight Olympics 2012 events which Community Links ran in 2007/08.

This report is presents the views of Newham residents, in their own words, about the Olympics. We hope that the responsible bodies and agencies across the five Olympic boroughs of east London, and other parts of the UK, can listen, and take action in response.

### About Community Links

Community Links is an innovative charity running community-based projects in east London which aim to tackle poverty and deprivation. Founded in 1977, we now help over 53,000 vulnerable children, young people and adults every year, with most of our work delivered in Newham, one of the poorest boroughs in Europe. Community Links shares the learning from our local work through linksUK, which provides practitioner-led consultancy and training, research and policy development and a programme of publications.

(See Appendix 1 for more information).

### Acknowledgements

We would like to thank the London borough of Newham Community Participation Unit for commissioning us and supporting this publication; the linksUK team led by Emma Neale and supported by Zoraida Colorado; and all the local people who came along to the events and gave us their views and opinions.

## Background / Context to the London Olympics in 2012

The 2012 Summer Olympic Games, officially known as the Games of the XXX Olympiad, will be celebrated in London from 27<sup>th</sup> July to 24<sup>th</sup> August 2012. London was selected ahead of Paris to host the 2012 Olympics in Singapore on 6<sup>th</sup> July 2005, following a closely contested bidding process.

The coming Olympics present a tremendous opportunity for east London. There is considerable money being spent (£9.3bn) on developing a deprived, and at times neglected, part of east London. One of the main themes of the winning bid was the promise of a 'once in a lifetime' opportunity to help regenerate one of the UK's most economically disadvantaged areas, London's east end. The social, economic and environmental legacy was one of the bid's greatest strengths, pledging new sports facilities, parks and outside spaces, housing, increased employment and a more skilled population, business opportunities, and improved transport infrastructure.

There is genuine excitement and expectancy amongst many local people about the coming Games; in part driven by sporting success in Beijing Now that the Olympic Flag has been handed over by the Chinese to the new host city London, it is important that London's Olympic bodies and agencies capitalise on these high expectations to ensure that the coming three phases truly involve and benefit the development of east London residents:

Pre- Games	Preparation, planning and building	Until – 2012
The Games	Celebration	July – August 2012
Post-Games	Living the Legacy	2013 onwards

This report aims to share the views and opinions of Newham's residents, so that the responsible bodies and agencies can more fully meet their needs.

## The Olympics 2012 LBN / CPU events

Community Links was commissioned by the London Borough of Newham's Community Participation Unit (LBN / CPU) to run a series of local events in 2007/08 about the forthcoming London Olympics 2012.

Links Events Solutions (one of Community Links' social enterprises – see appendix 2) managed and organised the events; and linksUK, the national team of Community Links, ran the consultation with local residents at these events.

The events were designed to be fun and engaging. They were held in different locations (Newham's community forum areas) across the borough so that many local families could attend.

Most were held outdoors (weather permitting), there was a consistent structure for the events. A main stage was the primary focus of each event, where local people, groups and organisations could showcase their talents. Running alongside this were sporting and other fun events including football, dance classes, bouncy castles, face painters, and t-shirt design. Free bottles of water and fruit were distributed widely as an incentive to local people to attend and to promote awareness of living a healthy lifestyle.



Over five thousands local people turned out to the following events:

	2007
Manor Park	24 <sup>th</sup> Mar
Royal Docks	19 <sup>th</sup> May
Forest Gate	26 <sup>th</sup> May
Plaistow	2 <sup>nd</sup> Jun
East Ham	27 <sup>th</sup> Oct
	2008
Green Street	26 <sup>th</sup> Jan
Stratford	29 <sup>th</sup> Mar

The events were held on the weekends again to attract as many people as possible, and mainly during the warmer months of spring and summer.

## Consultation at the Olympics 2012 events

### Objective

The objective of the consultation was to understand how local people could use the Olympics 2012 to inspire them to become more active in their local community.

### Methods for engaging local people

A research co-ordinators from linksUK led this project, with support from a team selected from our long-established pool of resident researchers. This image shows resident researcher Celia interviewing Cllr Paul Brickell



Habebur.Rahman@newham.gov.uk

LinksUK developed a variety of participatory methods to engage local people including:

**A 'Wishing Line'** A washing line was erected, where people could hang up colour pictures of clothes with clothes pegs, and a written wish about how they would like to become more active in their local community, as a result of being inspired by the Olympics 2012. This very visual approach was useful in engaging children, who were encouraged to write and draw their own wishes. LinksUK researchers then engaged with their parents to find out their views about the Olympics.

**'Snakes and Ladders'** A large board with a 'Snakes and Ladders' game painted on it was put up and people were asked to write onto post-it notes their hopes for the future with the Olympics as a focus. This was used as a visual prompt to explore with local people what upward steps they might take to achieve their 'wishes' (the ladder); and what barriers might get in their way to achieving their wishes (the snake).

**'What if...?'** Cards Community Links has been using this method over the last ten years. It is an engaging and immediate way of gauging public opinion and priorities. We provided postcards headed with the Question 'What if...?' we ask people to say one thing they would like to achieve and to identify the help they may need. Completed cards were then posted in a 'post-box'. These cards ask for a more thoughtful response than either of the two previous activities and allow people who have something to say but do not want to participate in other activities to record their qualitative feedback on the Olympics 2012.

**The 'Olympics Goals' game** People at the event were asked to take part in the Olympics Goals game. The objective was two-fold. Firstly to find out from people what they want from the upcoming Olympics in 2012, for themselves, their communities, and their borough. Secondly, to understand what the Newham council could do to help turn their ideas into reality.

Participants were asked three questions:

- What is your own Olympic Goal? (Where do you want to be in your own life by 2012?)
- What could Newham council do to help you to achieve your Olympic Goal? (What services could Newham council provide more of or improve?)
- What do you think Newham council could do to help local communities make the most of the Olympics opportunities?

For each question they answered they could have a shot with a ball at a basketball hoop. If they got the ball through the hoop they were entered into a prize draw.

**'Balls into buckets'** Once we had completed three events we introduced the 'Balls into buckets' method. By looking at the data obtained from the previous Olympic events, we identified the top five priorities for local people:

- Sports: get more active
- Volunteering: get involved
- Work: get a job, get business
- Community: all get together
- Environment: cleaner, brighter, better

On a table, five plastic buckets were marked with these options (an explanation of each of the priorities was provided in writing and verbally if required). Each participant (adults and children) was given three coloured balls and asked to identify their top three priorities by dropping a ball in the appropriate bucket.

At the end of every hour, the buckets were emptied and counted. The running totals were then displayed.

**Short films / Vox-Pops** We filmed a number of interviews with local residents asking them for their views and opinions about the coming Olympics; and then edited them into a vox-pops / talking heads format. The result is a very visual and informative short film.

Copies can be obtained from Habs Rahman at LBN / CPU:

[Habebur.Rahman@newham.gov.uk](mailto:Habebur.Rahman@newham.gov.uk)

**Council led consultation** In addition to linksUK's own consultation, we were also asked by London Borough of Newham's Community Participation Unit (LBN / CPU) to conduct a survey at all the events, using a questionnaire designed by themselves, to find out from local people what they thought about the local Council, Community Forums and the Community Participation Unit. At least 25% of adults attending the event completed a questionnaire.

For copies of the questionnaire, the analysis and results contact Habs Rahman at LBN / CPU: [Habebur.Rahman@newham.gov.uk](mailto:Habebur.Rahman@newham.gov.uk)

The Community Participation Unit generally ran two stalls at each event. One provided information about the Olympics 2012 games; and the other provided information about the Community Forums. They also used their own 'graffiti wall' on which local residents could make comments and suggestions about the Olympics 2012.

## Findings

A wide range of local residents contributed to the consultation. They expressed a range of wishes, and highlighted a number of actions which need to be taken to achieve these wishes, a number of barriers to their aspirations were also identified.

### 1. The Games

**Pride:** A number of people expressed pride at the Olympics coming to Newham. A common sentiment was *'I am looking forward to the Olympics: I feel it is a positive and uplifting move for the borough.'* Several people felt that the community events were helpful in spreading Olympics information and that there should be more to encourage local people to become involved in the games.

**Inclusion:** For some people inclusion was a key issue for the Olympics organisers in such a diverse borough. *'Some people do feel excluded. Literature about the 2012 games could be provided in many different languages, so that people don't feel left out.'*

**Attending the Games:** People felt that local people should be supported to see the events, up close or on screens, so that everyone could feel involved. *'There should be help with the cost to see the Olympics for local people.'* *'There should be community events where people can watch the Olympics on screens.'* *'I would like to have the financial means to attend some of the events.'* *'I'm worried we won't be able to afford to go... what about reduced priced tickets for the games for residents.'* *'I'd love to go and see it.'*

**A good experience:** Adults as well as children hoped that the games would bring a good time: *'I wish for fraternity, no bullying and everyone in a sporting spirit.'* People said they felt proud to be part of the host borough.

**Contributing:** People wanted to contribute and participate in the lead up to the Games. One idea was to open up a hostel or local people's houses for people visiting from other countries. Another person wanted to be involved in the games by contributing to them. *'They could give out money boxes in the shape of Olympics medals, and people could donate to the Olympics fund if they wanted to.'*

### 2. Young People

**Engaging young people:** There were hopes that the Olympics would provide valuable opportunities to engage young people. *'I wish that everyone will get involved, especially the youngsters.'* *'I would like the Olympics to inspire young people to take an active part in sports. Any sporting activity, something they enjoy. Everyone should be encouraged to take part in sports, one or old.'*

Many of the young people themselves expressed wide ranging ambitions to compete in the Olympics. *'I want to have a chance to play in the Olympic', 'To win 9 medals'.*

There was a sense from people that to enable and engage young people sufficient funding and support from the local Council should be made available. There should be *'more funding from the Council to enable different sporting activities around the borough.'* As well

as getting support from local organisations to *'get maximum participation. Community involvement = togetherness.'*

**Inspiring young people:** *'My daughter has been inspired just by seeing so many people doing any kind of sports, and lately by this kind of event that we are attending today.'* *'I'd like the Olympics to get all young people involved, in sports and in other ways.'* Young people

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themselves wanted to take part in sports, locally. *'I want to get better at sport'; 'I think that the Olympics will be a good thing for me to take part in. I am good at netball, swimming, football, basketball and I hope I win.'*

**Education:** The Olympics is inspiring many young people to achieve in school now and for the future. *'I want to be in university, to have a good career... all these by 2012.'*

**Parents:** Parents felt that schools could be involved more in spreading information and educating children about the Olympics. Some mothers wanted

more training for employability to help reach their goals. *'There should be more support for mums to go back to work.'* One woman highlighted the issue of the support needed by people who are not able to engage in many local activities due to illnesses such as depression. She felt that more could be done to help mothers in particular to overcome these issues and therefore allow their children to flourish and participate in community events.

### 3. Community Sports & Healthy Living

**More activities:** People felt that the games brought with it a great deal of opportunity to encourage people to do more sport and exercise: for healthier individuals and communities. *'There should be more promotion, encouragement from the council. To get people involved in sporting activities. More advertising and incentives to motivate people.'*

Many people asked for more sporting facilities, health clubs, sporting activities to be established and properly funded so that they were either free or affordable at point of access for young people and other Newham residents. *'I would create more competitive sports for the youth, free of charge.'* *'Open up more activities for children and they must be free.'* And *'free health club for the elderly, to prevent chronic illnesses.'*

**Broadening horizons:** Again, people saw opportunities in introducing new lifestyles, in trying out sports they would otherwise never have ventured into. *'These events should have more Olympics activities. There should be more efforts to introduce new kinds of sports and different lifestyles to children and to adults.'*

**Community sports:** Many people wanted to be more involved in working towards getting people in their local community or school involved in sports. *'There should be more youth and sports clubs and activities.'* *'Get more kids and youths to try out different things for the Olympics.'* *'Put more sport in schools and have more sports clubs.'* As well as a realisation that these activities will need additional funding and support.

There was a particular concern about whether children with special needs were being involved with sporting initiatives around the Olympics. One mother was concerned that her child, with special needs, was not receiving PE lessons in school, and wanted to know if anything could be done to improve this situation.

#### 4. Employment and Business Opportunities

**Work:** People hoped to be able to get out something as well as to contribute to the Olympics. *'As an ethnic minority person I find it hard to get involved anyway. However, I am participating actively in the community by delivering multi-sports activities and inspiring the whole community to get active in sports. So, my wish is to get something out of the Olympics; like a decent job in the organisation.'*

A local bus driver wanted to know if he could work for the Olympics and how to find out. People felt that better jobs, and better paid jobs, along with good childcare were key priorities. Married women in particular were concerned that there was a lot of help for single mums, but little support for mums to get into work. *'I want to be working full time by 2012, as my son will be in secondary school by then.'*

**Access to new employment:** People were very positive about the possibility of new employment through the Olympics. There was hope and concern that these opportunities would be accessible to the local community. *'I live in Newham, but am working for the first time in a while in Edmonton, with the games coming I am sure it's going to create jobs. I have the skills and the qualifications to work, and I would like to have a job here, I don't have the information about what jobs there will be.'*

**Support for local employees:** People spoke about support for communities, local communities and specific community groups, to access the new Olympics employment. *'There could be more support for the community around employment.'*

*'By 2012 opportunities will change a lot with respect to work/employment, all positive changes. It is a matter of time to see if we continue to see more benefits to the local communities, events like this help.'*

**Older people:** There was some concern about whether older people would be able to make the most of opportunities afforded by the Olympics activity: *'My husband wanted to work on the Olympic project as a fork lift operator/cherry picker, removing debris, but was told that he was too old at 56 years old.'*

**Ethnic Minorities:** People also felt that more should be done to ensure all people became involved in the games, whatever their background. *'I am worried that ethnic minorities who are supposed to get help will end up used only in statistics. There is still a lot to do in the*

field, rather than just flyers and magazines...I don't give up anyway.' And 'do things correctly, give more support to ethnic minorities and follow up with consistency.'

**Local business procurement and employment:** Several people wanted to know how they could offer their small business services to the Olympics activities: 'I've got a project in mind, a business in the local area. I work in theatre in costume, there are lots of local people who do trimming in studios, and they work in the West End, there will be local work with the opening of the games.'

**Small business opportunities:** 'A charity I support would be interested in being employed to offer childcare support to the Olympics service staff and competitors. Is this possible? We hear a lot about construction, catering, sports employment opportunities, what about the rest of the services?' And 'I'm an owner of my own successful business and I want to trade at the games.'

**Future adults:** Several people wanted information about Olympics employment or involvement, not for themselves, but for their children who would be reaching employment age at around the time of the Olympics. People were looking ahead and had hopes for their children: 'My son is 10, he will be 15/16 at the time of the Olympics, how can he be involved?'

## 5. Volunteering

**Volunteering:** People were enthusiastic about being volunteers at the games themselves: 'I'd love to get involved when the event takes place, i.e. volunteering.' Some thought that volunteering was a way to engage and bring people together. 'I want to volunteer before the event and maybe on the event to meeting others and bring community together.'

**Making the most of local potential:** One young man who was working part time, felt that people like himself could be offered the opportunity to work with Olympics goals around involving communities. People wanted more projects and facilities to achieve this that would attract volunteers. Several people were keen to volunteer and did not know how these were directed to the information stall at the event.

**Training:** People felt there were opportunities to combine training with Olympic volunteering opportunities. 'I have put down my name to volunteer at the Olympics, but I would like first aid training. There should be good training for volunteers. I have put down my name, but I haven't been contacted. Would like more information about what will happen.'

**Information:** Although there was information at the event about how to volunteer with the games several people had not found this at the time of being consulted. These people wanted information, and were directed towards it. 'I would like to help out and volunteer, but I don't know how to get involved.'

## 6. Local Services, Environment and Communities

**Local services:** Several people wished for improvements in council services more generally as a part of their Olympics wish. For example, one woman highlighted the need for people in temporary housing to be moved more quickly. Several people wanted the

Olympics to bring more safety to their local parks, more policing, less crime and less muggings amongst young people were themes frequently mentioned.

**Community Spirit:** People felt that that the Olympics could be a good opportunity to build communities. As one woman said, *'greener, less crime, community spirit like it used to be.'*

**Reducing crime and anti-social behaviour:** People expressed concerns about levels of crime and not feeling safe in their communities. People wanted more CCTV and more *'bobbies on the beat'*, as well as more (sporting) activities that would *'help the youngsters off the streets and do something constructive for the community.'*

**Projects:** People wanted to set up projects and become more involved in their communities: *'I want to do arts projects with local people about the history of the Olympics, and all the different nations and athletes involved, and show them to the visitors who come to the Olympics.'*

**Community Forum:** Some people want to get involved with their local community forums. One person was inspired to visit their community forum: *'I would like to be involved by visiting a community forum and seeing what they offer to residents in my area.'* Other people wanted to get more involved in *'sharing and discussing decision making issues.'*

People felt that the community could be encouraged to make a collective effort towards a making the borough cleaner as we are hosting the Olympics. *'The environment needs to be better, brighter and cleaner before any events.'*

**Clean streets:** *'If everyone could be encouraged to sweep their own yard, and the street at the front of the house, while they were doing it, then the whole area would be cleaner. They could do a campaign'*

**Recycling:** *'If they want us to think green, provide us with recycle bins and education. If everyone was more tidy, that would help to bring down costs for the Olympics. Everyone should do their own bit.'*

**Property Maintenance:** *'They could give out grants to improve the front of peoples' houses for repainting etc. to encourage people to maintain their properties.'*

## 7. Housing

There were some concerns about the changes in the local community that would result from Olympics developments. *'I hope there will be more owner occupiers, less private lettings and less council housing. They will be building a lot of housing: I want more information about who those houses will be going to.'*

## Children's Wishes

Children of all ages were asked to contribute to the consultation. Those who did not want to write were asked for a verbal contribution. Here are a few...

*I wish...*

*'I could run or swim in the Olympics 2012.'*

*'We, London, can bring as many gold medals as possible.'*

*'There will be more children coming to London for the Olympics'*

*'The Olympics bring fun and improvements to our community.'*

*'It would help more people come together around the environment.'*

*'There would be more help to raise lots of money to help local children watch the Olympics.'*

*'It will give London more business and more popularity.'*

*'It will help more people associate in the community and bring more ideas for other people and our whole community.'*

*'We had more exciting things in the area, like more bouncy castles, rock climbing, dressing up, making badges and more children singing and dancing.'*

*'I want to know how I can be involved in the Olympics ceremony'*

*'I wish to do the relay and become the winner, and get the medals and the money for the poor people.'*

*'I would like to run and win, and get money to give people a better life'*

*'I wish that there was a section for children at the Olympics'*

*'My wish is to attend at least one event.'*

*'There should be more sports clubs out of school, to get everyone involved.'*

*'Everyone that takes part is a winner.'*

*'I am four now and I will be nine when the Olympics starts, how can I be involved?'*



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## Conclusion and Recommendations

Community Links was commissioned by the London Borough of Newham's Community Participation Unit to run a series of local events in 2007/08 about the Olympics 2012; and at these events to consult with local Newham residents to understand how they could use the Olympics 2012 to inspire them to become more active in their local community.

The objective of this report has been to compile the views collected at the eight events and present them in one report, so that the responsible bodies and agencies can incorporate the views of local people into their plans and actions.

linksUK, the national team of Community Links, consulted with a large number of local residents at eight Olympic themed events, by using a wide range of participatory and engaging research methods.

The findings suggest that local residents are generally excited and feel inspired by the coming Games. They want to be involved in the Games themselves, by attending the sporting events, as well as volunteering before and during the Games. They also want to work in the jobs arising from the Games; as well as volunteer in their local communities to enable other people to get involved. However many felt that they needed more information about how to get involved.

Local residents wanted to enable young people inspired by the coming Games to channel their inspiration into productive and positive activities, including sports. It was felt that Newham Council should do more to increase the number and range of activities available to young people and older residents, in venues that were accessible and affordable.

Many local residents wanted to take advantage of future employment, training and business opportunities. People felt that better jobs, and better paid jobs, along with good childcare were key priorities.

Residents wished for improvements in council services more generally as a part of their Olympics wish. They wanted the Olympics to bring more safety to their local parks, cleaner streets and neighbourhoods, more policing, less crime particularly amongst young people.

There was recognition by local residents that in order for the Council to help them meet their needs and wishes that the Council would have to allocate sufficient resources (people and funding); and increase levels of advertising and dissemination for people to have the information to be able to access the coming opportunities.

### Contact details

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Blog: [www.community-links.org/linksuk](http://www.community-links.org/linksuk)

## Appendix 1: An introduction to Community Links

Community Links is an innovative charity running community-based projects in east London. Founded in 1977, we now help over 53,000 vulnerable children, young people and adults every year, with most of our work delivered in Newham, one of the poorest boroughs in Europe.

*Our Vision* is to be champions of social change.

*Our Purpose* is to tackle the causes and consequences of social exclusion by developing and running first rate practical activities in east London, and by sharing the local experience with practitioners and policy makers nationwide.

*Our Work* is based on the belief that we all have the potential to do great things. Community Links aims to encourage everyone to fulfil their own potential and knows that every adult can build their own ladder out of poverty or disadvantage. This is reflected by 80% of Community Links' services being provided by people who were themselves service users.

In east London we provide advice, training and practical support, including education programmes for non-school attenders, play and care schemes, family advice sessions, youth work with young people on the street, training schemes, counselling groups, emergency services and much more.

### linksUK explained

Community Links shares the learning from our local work through **linksUK**, which provides practitioner-led consultancy and training, research and policy development and a programme of publications

Over the last eight years, linksUK has:

- published over 35 books and reports based on our research
- worked with over 5,000 local people using our innovative 'Everyday Innovators' approach
- succeeded in securing 12 national policy changes
- influenced government strategy and policy on the informal economy and deprived neighbourhoods
- hosted seven government secondments
- and has successfully tested 11 ideas for improving delivery of local services.

### Further information

Website: [www.community-links.org](http://www.community-links.org)

Blog: [www.community-links.org/linksuk](http://www.community-links.org/linksuk)

Email: [uk@community-links.org](mailto:uk@community-links.org)

## Appendix 2: Links Event Solutions

Links Event Solutions, one of Community Links' social enterprises, are hire and event management specialists, who offer a full comprehensive professional service ranging from complete event management to the sourcing of one component for an event. With over 16 years experience in devising, organising and implementing events of all sizes, for both the public and private sectors, Links Event Solutions will add value to any event and aim to provide a reliable, top quality service for all of our clients.

We pride ourselves on being responsive and our ability to deliver a product that fully meets your requirements, regardless of budget; be that infrastructures (tents, stages, arenas etc) attractions, entertainers, staffing, stewarding, licences and insurances. We take the strain and anxiety out of event planning. No job is too great or too small.

All events staff are CRB checked to enhanced level and are experienced play / youth workers.

Links Event Solutions has staged thousands of events, of all sizes from 1,500 to 18,000 people, for a wide variety of customers including local authorities, businesses, housing associations, community organisations etc.

### Contact

For more details and a copy of the hire brochure.

Karl Fone	0207 473 9687
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Website	<a href="http://www.linkseventsolutions.org">www.linkseventsolutions.org</a>

## Current Publications from Community Links

Community Links website is an invaluable source of information on our activities and publications. You can see what we have, sample a few pages and even order on-line. Visit: [www.community-links.org/our-national-work/publications/](http://www.community-links.org/our-national-work/publications/)

Our most recent publications include:

**Britain's Everyday Heroes** Community Links worked with Prime Minister Gordon Brown to produce this book telling the stories of 33 individuals whose commitment to a community or cause has informed and inspired him.

**Making links: 15 visions of community** Gordon Brown, David Cameron and others share their visions for our communities. To mark our 30th anniversary we invited some friends to take a look with us at the state of our communities and, perhaps more importantly, where we are going.

**Unconditional Leadership** Now in its second edition Unconditional Leadership by David Robinson is a book about leadership... with attitude. The book describes a values driven approach to developing people, building teams and maximising results.

**Self-employed and micro-entrepreneurs: Informal trading and the journeys towards formalisation** Small cash-in-hand businesses could revitalise the economy in London's most deprived communities if they were not penalised and instead encouraged to grow.

**People in low-paid informal work: Need not Greed** This research report explores the experience of people on low incomes, doing informal paid work, including those working cash-in-hand and those undertaking undeclared work whilst claiming benefits.

**Visible Voices: young peoples Ideas Annual** By including young people, we make our communities more inclusive, more functional and more effective. The ideas in Visible Voices illustrate the creative and risk taking ideas from young people that are bringing about change in local communities.

**Ground Up: Good Ideas for Tackling Child Poverty** At a time when the elimination of Child Poverty is high on the government's agenda, we celebrate exceptional role models and inspirational projects already making a practical difference to vulnerable families in disadvantaged communities.

**Small Places, Close to Home:** Community projects led by or working with refugees and asylum seekers This Idea's Annual celebrates the contribution made to their own and the wider community by asylum seekers, refugees and those who work with them. Refugees and asylum seekers are dedicated and important providers of services.

