



Love
where
YOU
Live

Community Freshview

Community capacity building to improve local
environmental quality

March 2015

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Glossary of terms

This evaluation report refers to three types of participants in the Community Freshview events:

- **Project staff:** the two Lambeth Council project staff who manage and deliver the Community Freshview scheme
- **Event organisers:** local residents who organised and participated in the Community Freshview events. Their activities included liaising with the project staff to plan the events, recruiting other volunteers to participate in the events and undertaking the improvement activities at the events.
- **Event volunteers:** all other residents who participated in the Community Freshview events by undertaking improvement activities.

1. Executive Summary

1.1. Background

Community Freshview is a community-led local environment rejuvenation scheme delivered by Lambeth Council's Environmental Services and Highways team. The scheme uses community capacity building (CCB) principals to support residents in improving their local environment. Residents and community groups develop plans for improving a space, recruit volunteers through door knocking and leafleting and conduct activities to improve the space over a weekend with the support of Council. Activities include litter picking, painting, weeding, tidying up overgrowth, building planter boxes and brightening up the area improve visibility and safety.

The objectives for each Community Freshview project are to support residents in:

- improving local environmental quality and community safety
- empowering their community to take ownership of their local environment and be personally involved in shaping it
- strengthening communities so that new community groups formed through Community Freshview can continue to work and grow long after a Freshview event has taken place.

Despite a range of anecdotal evidence that Community Freshview works, an evaluation of the scheme had not been undertaken prior to this evaluation. Lambeth Council believes that Community Freshview has an impact on littering behaviour because it demonstrates to local residents that people in their community care about their local environment and put time and effort into improving it. In doing so, it may influence perceptions that taking care for the local environment is a social norm, and through this 'nudge' people towards more responsible behaviours. Keep Britain Tidy sought to test this theory to build evidence around the impacts of such schemes and identify principles for best practice.

1.2. Objectives

The objectives of the evaluation are to identify the impacts of Community Freshview on:

1. litter and environmental quality
2. awareness, attitudes and claimed behaviour
3. community capacity building
4. wellbeing and crime.

In addition, we identified some of the successes and challenges of Community Freshview.

1.3. Methodology

The evaluation assessed Community Freshview events at two locations new to the scheme (Russell's Footpath, Streatham and Lansdowne Hill, Norwood) and analysed the results against two control locations. Additional research was conducted at a fifth location (Stockwell Green, Brixton) whose residents had conducted six Community Freshview events since 2012. The purpose of this was to identify the longer-term impacts of the scheme.

The evaluation is informed by the following:

- Site cleanliness gradings (using the NI195¹ grading system) at the three Community Freshview event sites and two control sites, conducted by Lambeth Council before and after the events (including longer term monitoring). These assessed the sites' cleanliness in terms of litter, detritus, recent leaf and blossom fall, weed growth, staining, graffiti and fly posting;
- Doorstep and on-street resident perceptions surveying on and around the three Community Freshview event sites and two control sites by a research agency commissioned by Keep Britain Tidy, conducted before and after the events (including longer term monitoring), with a total of 745 respondents over four phases;
- Event observations at two Community Freshview events (Russell's Footpath and Lansdowne Hill) conducted by Keep Britain Tidy in November 2013;
- Group interviews with 18 participants of the three Community Freshview events conducted by Keep Britain Tidy;
- An interview with the two project staff at Lambeth Council, conducted by Keep Britain Tidy;
- A document review, conducted by Keep Britain Tidy; and
- A crime rates analysis conducted by Keep Britain Tidy using data available online (www.police.uk).

1.4. Results

Objective 1: To identify the impacts of Community Freshview on litter and environmental quality

There is evidence that Community Freshview has a positive impact on cleanliness at the sites. There was an improvement in cleanliness at both Russell's Footpath and Lansdowne Hill immediately following the events and this was maintained in the final survey at the sites two

¹ The NI195 surveys grade a site according to its cleanliness, in terms of litter, detritus, recent leaf and blossom fall, weed growth, staining, graffiti and fly posting. The NI195 grading system is based on the Department for Environment, Food & Rural Affairs' (Defra) *Code of practice on litter and refuse*. For further information, see: http://www2.keepbritaintidy.org/ImgLibrary/NI195%20manual_3715.pdf.

months later. While similar improvements were observed at the control sites for each location under the Council's regular cleansing service, these were to a lesser extent. The Stockwell Green Community Freshview participants have observed an overall reduction in litter, including fly tipping, at their site, indicating that the scheme may be effective in reducing litter in the long term.

Objective 2: To identify the impacts of Community Freshview to awareness, attitudes and behaviour

The greatest influence on awareness from the scheme has been an increased understanding that local residents can, and do, take action to improve their local environment. This was observed in both the event participants themselves and the broader community. A large number of participants (at least 6-8 at any given time) is needed to increase the salience² of the activity, however. Awareness of the name 'Community Freshview' was relatively low amongst survey respondents (17% of all respondents), however there was a higher level of awareness that local area improvements had taken place and that these had been conducted by local residents (28% of all respondents surveyed).

The Community Freshview events appear to have contributed towards an increase in socially desirable attitudes around litter amongst survey respondents. For example, there was an increase in the proportion of survey respondents who deemed littering as unacceptable under any circumstances following the events. There was also a significant increase in the proportion of survey respondents who reported that they dispose of their litter responsibly. However, this finding should be treated with caution, as almost all respondents said that they had generally disposed of their litter in the same way for more than a year (since before the events), meaning that the increase in the proportion of people who said that they binned their litter cannot be attributed to the events.

Objective 3: To identify the impacts of Community Freshview to community capacity building

The scheme has contributed to the building of community capacity at the event locations, with key indicators for participants being increased skills and knowledge, increased motivation and empowerment to get involved in further community activities, strengthened community ties and an improved relationship with Lambeth Council. The public perceptions surveys found an increased willingness to participate in activities to improve the local area following

² Salience refers to the prominence of something (e.g. a feature, activity or message) in relation to its surroundings, i.e. something that is highly salient stands out. Behavioural science has identified that salience plays a key role in how people respond to prompts. Salience refers to any aspect of a stimulus that works to attract people's attention. For example, practitioners might use environmental cues, incentives or messaging to attract people's attention by engaging with their cognitive, motivational and/or emotional functions.

the events and there was a strong correlation between this and awareness of the Community Freshview activities.

There has been a significant improvement in people's feelings of ownership towards the local area. Both the hands-on approach to the works by participants and the planter boxes have played key roles in this. At Russell's Footpath and Stockwell Green, some non-participant members of the broader community have taken on the role of maintaining a number of planter boxes.

The public perceptions surveys found a significant improvement in people's sense of pride towards their local area following the Community Freshview events and in perceptions that Lambeth Council is doing enough to keep the streets clean and free from litter. However, the research was unable to verify a direct causal link between these changes and the Community Freshview events. The improvement activities have also generated a strong positive response from members of the broader community, who provided positive feedback to participants during and after the events.

Most importantly there are a significant number of groups who have repeated Community Freshview, many of which now maintain and run events almost independently of the Council. This demonstrates the scheme in some areas is now largely self-sustaining. The evaluation did not explore whether the likelihood of a group to become self-sustaining can be predicted (for example, based on the origins of the group, e.g. one that is set up by a Residents Association, or demographic factors), however future research around this would be useful as it would allow practitioners to target their similar scheme appropriately.

Objective 4: To identify the impacts of Community Freshview to wellbeing and crime

The Community Freshview events appear to have had a significant influence on participants' sense of health and wellbeing. For example, participant interviewees highlighted the social aspect of the events, their strong sense of achievement towards the improvements, their enjoyment of participation, the physical activity, being outdoors and feeling useful as key personal benefits of their involvement.

The crime rates analysis was inconclusive and it is unlikely that one-off Community Freshview events will have an impact without additional measures to address underlying causes of antisocial behaviour, such as street drinking and drug use. Community Freshview does have an influence on participants' perceptions of safety, however, with the Stockwell Green residents identifying that the new relationships developed through the scheme increased the number of people they could call on in their area in cases of emergency. The Russell's Footpath improvements have also played a role in increasing safety by improving visibility along the footpath. Changes to perceptions of safety amongst the broader community will

take time to emerge and the impacts of the events in this respect could not be verified through the evaluation.

Evaluation objective 5: To identify the successes and challenges of Community Freshview

Overall, the key success factors in Community Freshview are:

- that it is led by the community where the action is taking place, allowing it to respond to local needs and interests, and facilitating stronger relationships between neighbours
- the planter boxes, which have a highly visual impact and promote ownership of local place in participants and the broader community
- the provision of tools and materials for making improvements, particularly for participants who otherwise would not have access to these
- the opportunity for residents to participate in hands-on, direct action which contributed to participants' enjoyment of the events and sense of achievement;
- the low barrier to entry in terms of skills, physical ability and time commitment required of volunteers
- the flexible structure of the scheme, with little process and paperwork making it easy for residents to arrange events. The flexible structure of the scheme has also allowed it to evolve over the years in response to community needs
- the project staff, with all participants interviewed commenting on their enthusiasm and professionalism
- the events advertising to existing participants, for example by posting updates on the scheme's Facebook page and reminding groups to book their next event.

The main challenges in delivering Community Freshview identified by the project staff were:

- limited funding, which impacts the number and types of improvement activities that can be conducted through Community Freshview
- low awareness of the scheme amongst the broader community and a heavy reliance on raising awareness through word-of-mouth
- involving people from culturally diverse backgrounds. Though not always the case, the project staff identified that participants predominantly come from white, middle-class backgrounds. The project staff would like to see a better representation of Lambeth's diverse population, particularly those from social housing
- stock control - ensuring that there is always enough of the tools and materials required for each event in the Community Freshview van can be a challenge, particularly during busy periods
- getting over barriers to participation by other residents including a lack of time and perceived ability to commit, a lack of awareness of and information about the events and an unwillingness to organise an event (though these respondents said they would participate if asked by others)

1.5. Recommendations

This evaluation found many positive outcomes to support the continued delivery and development of Community Freshview both within Lambeth and beyond to other local authorities across the UK. These included improvements in cleanliness, awareness and attitudes towards the local environment alongside community capacity building outcomes such as strengthening community, ownership, legacy and wellbeing.

The project has also helped improve trust and understanding between residents and the Council towards common issues and goals. This is important for Lambeth as a 'co-operative council' but also for any council looking to do more for less by working in partnership with rather than purely delivering services for its residents.

The following recommendations are based on the suggestions of the project staff, participant interviewees and Keep Britain Tidy:

1. Keep delivering and developing Community Freshview
2. Continue to undertake NI195 site cleanliness surveys before and after a sample of Community Freshview events each year
3. Explore how Keep Britain Tidy can scale Community Freshview by taking the approach to other local authorities
4. Invest in greater promotion and advertising of Community Freshview
5. Increase efforts to engage more diverse communities
6. Trust in the abilities of potential community champions and be flexible in support provided to them
7. Keep Community Freshview webpages up to date and expand the online guide to Community Freshview
8. Facilitate group-to-group learning and encourage word of mouth to spread the scheme
9. Test new types of visible on-street community owned infrastructure
10. Explore developing and testing a Community Freshview for local businesses.

2. Introduction

2.1. Background

Community Freshview is an award winning community-led local environment rejuvenation scheme delivered by Lambeth Council in partnership with local residents.

Community Freshview uses community capacity building (CCB) principals to work with residents to improve their local environment. Residents and community groups develop plans for improving a space, recruit volunteers through door knocking and leafleting and conduct activities to improve the space over a weekend with the support of Council. Activities include painting, weeding, tidying up overgrowth, litter picking, building planter boxes and brightening up the area to make it visible and safe.

Community Freshview has been running since June 2007 and up to the end of 2013, 312 events had taken place (an average of one per week) involving approximately 1,440 participants.

The aims of Community Freshview

Community Freshview contributes towards Lambeth Council's corporate plan³. The objectives for each Community Freshview project are to support residents to:

- improve local environmental quality and community safety
- empower their community to take ownership of their local environment and be personally involved in shaping it
- strengthen communities so that new community groups formed through Community Freshview can continue to work and grow long after a Freshview event has taken place

Design and delivery

Community Freshview is managed and delivered by two project staff at Lambeth Council. Events take place on Saturdays and Sundays throughout the year, however few events tend to take place in November, December and January. In spring and summer there can be up to six events over a weekend.

Activities delivered by Community Freshview staff include:

- Advertising and promoting the scheme to residents through the Council's Snow Wardens scheme, the Council website, social media, leafleting, road shows and an advertisement in a local newspaper.

³ *Community Freshview Review 2012-13*, Lambeth Council

- Responding to enquiries.
- Attending pre-event meetings with residents and community groups wishing to organise a Community Freshview event. This allows the staff to view the site and discuss what the event organisers hope to get out of Community Freshview, the process, tools and materials available and ideas for improving that specific site. These meetings usually take 20-30 minutes.
- Stock control (managing the materials and tools stored at the Council depot and in the van).
- Liaising with suppliers of donated materials.
- Liaising with the event organisers in the lead-up to the event. This usually involves a telephone call or email to clarify details of the event and materials required.
- Delivering the Community Freshview events on the day. This includes providing support and instruction around the various improvement activities and operating the power tools, which only Lambeth staff are allowed to use for safety reasons.
- Recruiting volunteers through leafleting and/or door knocking. This is only required if the event organisers are too busy or don't feel confident doing it themselves.

Tools and materials

The Community Freshview scheme has a designated Council-owned van which is stocked with the materials and tools used for events. Gardening tools, wheelbarrows and some power tools were donated by the Council's contractor, Veolia. Veolia also provides a skip free of charge for each Community Freshview event. This is used to collect overgrowth cuttings and rubbish from the sites and allows residents to clear out their own gardens and hard waste, thereby improving the overall appearance of the street. Wood planks for the planter boxes are donated by a local scaffolding company.

Table 1: Community Freshview equipment and quantity

Equipment and quantity			
Petrol Strimmer	1	Sledge Hammer	2
Petrol Hedge Cutter	1	Pick Axe	1
Hoe	20	Gloves	10
Secateurs	40	Paint Brushes	As required
Various Shears	35	Rollers	As required
Wheelbarrow	7	Paint Trays	As required
High-reach lopper	5	Nails	As required
Broom	14	Hand wipes	As required
Shovel	6	Paint	As required
Spade	12	Disposable Gloves	As required
Fork	15	Petrol Can	1
Saw	3	Step Ladder	1
Axe	2	Bow saws	2
Rake	18	Hand Trowels	6
Hammer	3	Hand Forks	6
Club Hammer	1	Screwdriver	3
Sledge Hammer	2	Scrapers	10
Pick Axe	1	Wire Brushes	15
Gloves	10	Skip	1 per event

Lambeth Council’s parks department donates surplus plants and compost to the scheme. Event participants also often purchase plants for Freshview events and it is believed that this will be increasingly relied upon as Council budget cuts reduce the availability of surplus materials.

Delivery costs

The costs to Lambeth Council in delivering Community Freshview vary with each event – some events simply involve staff dropping off tools to established groups to use and cost nothing, while other events may require new tools or a range of paint colour, and so cost more. Excluding staff costs, the average spend for each Community Freshview event is between £50 and £70 on equipment and refreshments.

2.2. Community capacity building

The Community Freshview scheme uses a community capacity building (CCB) approach to behaviour change and this evaluation has found evidence of some key indicators of CCB resulting from the scheme. The purpose of this section is to give a brief overview of CCB approaches and principles to provide a framework for understanding the role that it plays in generating longer term behaviour change in the Community Freshview scheme.

CCB is considered to be a key component of the wider process of community development (see, for example, Community Learning and Development Managers Scotland 2010⁴; Chaskin *et al.* 2001⁵; Francis 2012⁶). It aims to build and strengthen communities that are empowered to make positive changes and that are resilient to environmental, economic and social challenges³. A key benefit of the CCB process is that it enables communities to address the issues and needs that are important to them. CCB is described by the Northern Ireland Department for Social Development as:

“the process of supporting individuals and community organisations to help them better identify and meet the needs of their areas. It involves building on the existing skills, providing opportunities for people to learn through experience and increasing people’s awareness and confidence to enable them to participate more fully in society.”⁷

Education Scotland (2014) has identified the following principles for good practice in CCB:

Table 2: Education Scotland’s eight principles for good practice in community capacity building

Principles for good practice in community capacity building	
Empowerment	Increasing the ability of individuals and groups to influence issues that affect them and their communities
Participation	Supporting people to take part in decision making
Inclusion, equality of opportunity and anti-discrimination	Recognising that some people may need additional support to overcome the barriers they face
Self-determination	Driven by the principle that communities themselves drive capacity building activity, and people are supported to make their own choices
Partnership	Recognising that many agencies can contribute to community learning and development
Equality	Taking an inclusive approach to community capacity building activities will strengthen and enhance everyone's experience, not just those from equalities groups
Collective ability	Focusing not simply on building individual capacity, but that of the community as a whole. This means lots of activity to build and strengthen ways for people to come together in their communities
Building assets	Capacity building is not about focusing on what is wrong with a community. It is about taking existing strengths and giving these the opportunities and support they need to develop.

A useful way to envisage CCB outcomes is to consider what a healthy community looks like in contrast to an unhealthy community, for example:

⁴ *Strengthening Communities – Position Statement on Community Capacity Building*, Community Learning and Development Managers Scotland, 2010.

⁵ *Building Community Capacity*, R Chaskin, P Brown, S Venkatexh & A Vidal, 2001.

⁶ *Unlocking Local Capacity: Why active citizens need active councils*, R Francis, OPM, 2012.

⁷ *Voluntary and Community Sector Community Capacity Building*, Department for Social Development, date unknown.

Table 3: Indicators of healthy and unhealthy communities

Healthy community	Unhealthy community
optimism	cynicism
focus on unification	focus on division
diversity	exclusion
consensus building	polarization
collaboration	confrontation
tolerance and respect	mean-spiritedness
trust	questioning motives
patience	frustration
empowered citizens	apathetic citizens
problem-solvers	blockers & blamers
citizenship	selfishness
individual responsibility	me-first
broad public interests	narrow interests
sharing power	hoarding power

Selected from a longer list by Bruce Adams, 1995⁸

Measuring community capacity can be difficult, as many of the outcomes can be intangible, subjective or take time to become apparent. This evaluation therefore focuses on indicators of built capacity, which include increased skills, knowledge, confidence and willingness to participate in community activities, enhanced wellbeing, and the development and strengthening of networks and structures that support healthy and resilient communities. The implications of CCB for Community Freshview and litter prevention are that people should be more able and willing to take care of their local environment on a basis of continual improvement than they would be without the scheme. Building capacity in this way is likely to help reinforce and strengthen social norms against littering and towards care for one’s local environment and community.

2.3. Evaluation objectives

Despite a range of anecdotal evidence that Community Freshview works, the impacts of the scheme had not been systematically monitored prior to this evaluation. Lambeth Council believes that Community Freshview has an impact on littering behaviour because it demonstrates to local residents that people in their community care about their local environment and put time and effort into improving it. Keep Britain Tidy sought to test this theory to build evidence around the impacts of such schemes and identify principles for best practice.

⁸ Cited in *Measuring Community Capacity Building – A workbook-in-progress for rural communities: version 3-96*, The Aspen Institute Rural Economic Policy Program, 1996.

The objectives of the evaluation are to identify the impacts of Community Freshview on:

1. litter and environmental quality
2. awareness, attitudes and claimed behaviour
3. community capacity building
4. wellbeing and crime.

In addition, we identified the successes and challenges of Community Freshview.

2.4. Evaluation methodology

Keep Britain Tidy assessed the impacts and effectiveness of Community Freshview at three locations:

1. Russell's Footpath, Streatham, a public footpath (approx. 250m long) providing shortcut access to Streatham High Road and Streatham railway station from the surrounding residential streets. The footpath has a high footfall, particularly during peak hour commuting times. This Community Freshview event was held over consecutive weekends on 23 and 30 November 2014. It was organised by members of the Streatham Wells Labour Action Team and was the first to be held at the location. The event was therefore able to provide insight for the evaluation into first-time Community Freshview events in public spaces, organised by community groups.
2. A section (approx. 150m long) of Lansdowne Hill, West Norwood, a residential street comprising approximately 14 houses, a housing estate and small garden centre. This event (held on Sunday 24 November 2013) was organised by two residents and was the first Community Freshview at the street, providing insight for the evaluation into first-time residential street events, organised by individual residents.
3. Stockwell Green, a T-shaped residential and secondary commercial street (approx. 400m long including adjacent alleyways) located between the Stockwell and Brixton tube stations. Seven Community Freshview events have been held there since 24 March 2012. These have been organised by the Stockwell Village Association, which was well-established at the time of its first event. Its inclusion in the evaluation provides insight into the longer term impacts of Community Freshview where multiple events have taken place. The participants were also able to share their extensive experiences and learning from having been involved in the scheme for several years.

In addition to the three Community Freshview events described above, this evaluation is informed by local environmental quality surveys, a project staff interview and document review, as summarised in Figure 2: Map showing Lansdowne Hill Community Freshview site and Canterbury Grove control site

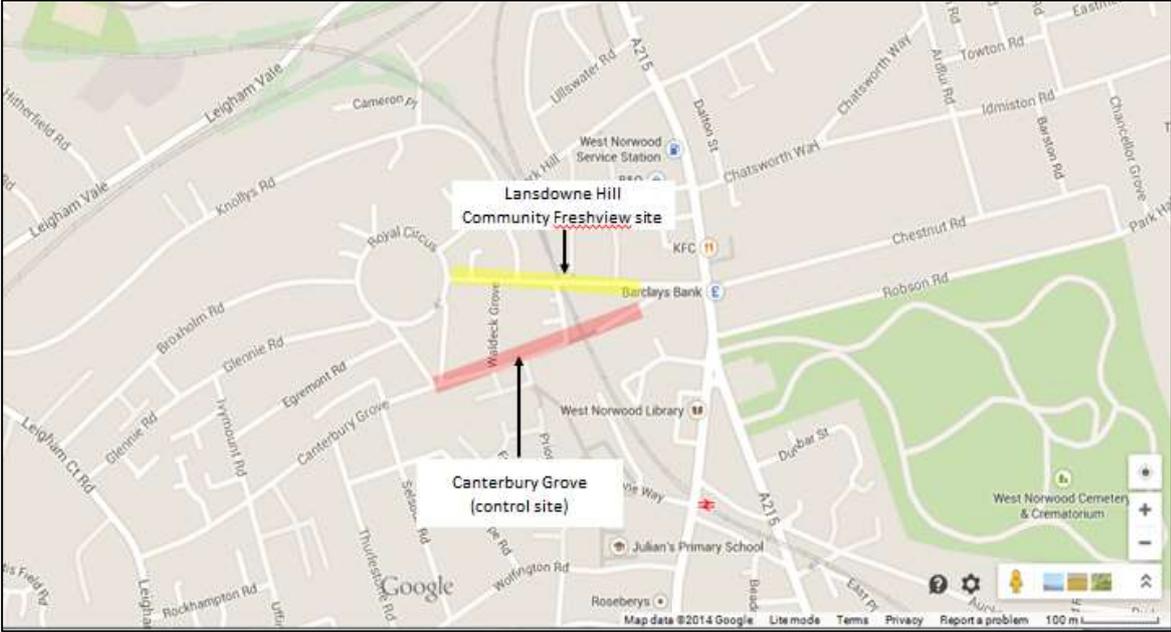


Table 4 below.

For the purposes of the evaluation, control sites were used for the Russell’s Footpath and Lansdowne Hill Community Freshview sites to compare the impacts of the scheme to those of the Council’s regular street cleansing service. This involved local environmental quality surveys (LEQ) and public perceptions surveys at each control site. The control sites were selected by Lambeth Council based on them being near to, and of similar structure and land use to, the Russell’s Footpath and Lansdowne Hill Community Freshview sites (i.e. a public footpath providing access to a railway station and a mixed private/social housing residential street, respectively). The control site for Russell’s Footpath was Potter’s Lane Footpath, Streatham, located approximately 600 metres from Russell’s Footpath and approximately 250 metres in length. The control site for Lansdowne Hill was a section (approximately 150m in length) of Canterbury Grove, West Norwood, a residential street running parallel to Lansdowne Hill. The close distance between the target and control sites presented some data limitations which are addressed in Section 2.5 below.

Figure 1: Map showing Russell’s Footpath Community Freshview site and the Potter’s Lane control site



Figure 2: Map showing Lansdowne Hill Community Freshview site and Canterbury Grove control site

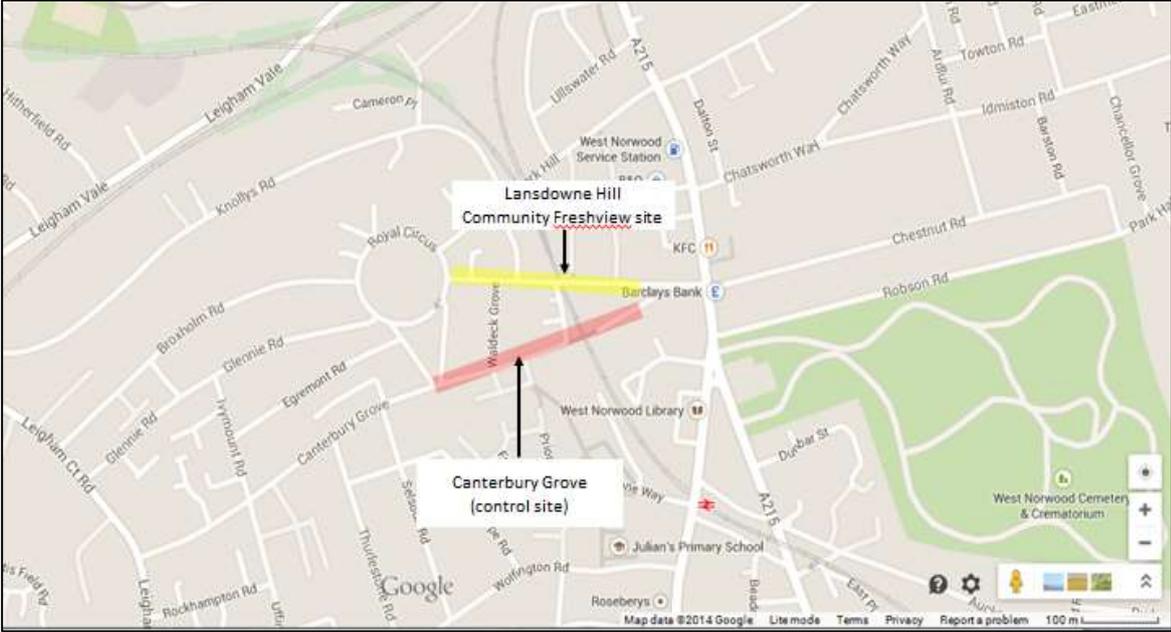


Table 4: Summary of the evaluation methodology

Site monitoring (Local Environmental Quality surveys)

Aim	To identify the impacts of Community Freshview to litter ‘on the ground’ and compare these to the impacts of the Council’s regular street cleanse services.																
Data source and collection	Local Environmental Quality (LEQ) surveying conducted by Lambeth Council at: <ul style="list-style-type: none"> the Russell’s Footpath and Lansdowne Hill Community Freshview sites and the Potter’s Lane Footpath and Canterbury Grove control sites, conducted immediately before, two weeks after and a further two months after the respective Community Freshview events by Lambeth Council. the Stockwell Green Community Freshview site conducted on 1 March 2013 (5 months after the most recent Freshview event) by Keep Britain Tidy. 																
Data population	10 surveys																
Analysis	<p>LEQ surveys are used to assess a site’s cleanliness, in terms of litter, detritus, recent leaf and blossom fall, weed growth, staining, graffiti and fly posting. The surveys undertaken for this evaluation followed the NI195 grading system⁹, which is based on the principles of the Department for Environment, Food & Rural Affairs’ (Defra) <i>Code of practice on litter and refuse</i>. This identifies four grades of cleanliness: A, B, C and D. NI195 uses these, plus an additional three intermediate grades, giving a total of seven grades, as shown below. The intermediate grades are not individually defined. Put simply, if cleansing at any given site is not at an A standard, but is performing better than a B standard, it would be identified as a B+.</p> <table border="1"> <thead> <tr> <th>Grade</th> <th>Description</th> </tr> </thead> <tbody> <tr> <td>A</td> <td>None of the issues present</td> </tr> <tr> <td>B+</td> <td>Not formally defined</td> </tr> <tr> <td>B</td> <td>Predominantly free with some minor instances of the issue</td> </tr> <tr> <td>B-</td> <td>Not formally defined</td> </tr> <tr> <td>C</td> <td>Widespread with some accumulations of the issue</td> </tr> <tr> <td>C-</td> <td>Not formally defined</td> </tr> <tr> <td>D</td> <td>Heavily affected by the issue</td> </tr> </tbody> </table> <p>The surveys are conducted at any given time of the day, as they are intended to provide a snapshot view of the site’s general cleanliness.</p>	Grade	Description	A	None of the issues present	B+	Not formally defined	B	Predominantly free with some minor instances of the issue	B-	Not formally defined	C	Widespread with some accumulations of the issue	C-	Not formally defined	D	Heavily affected by the issue
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C	Widespread with some accumulations of the issue																
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D	Heavily affected by the issue																

Resident perceptions surveys

Aim	To identify the impacts of Community Freshview events to residents’ and location users’ awareness, attitudes, perceptions and behaviour around litter and care for local place.
Data source and collection	<p>Doorstep and on-street mixed qualitative/quantitative public perceptions surveying on and around:</p> <ul style="list-style-type: none"> Russell’s Footpath, Lansdowne Hill, Potter’s Lane Footpath and Canterbury Grove, conducted before each event (Phase 1), two weeks after each event (Phase 2) and two months after the events (Phase 3) – 50 surveys per phase per location. Stockwell Green, conducted in March 2014, 5 months after the most recent Freshview event (Phase 4) – 150 surveys. <p>Respondents were randomly approached in the street to participate in the survey until the target number of completed surveys was achieved (see data population below), with approximately half coming from doorstep surveys and half from on-street surveys.</p>

⁹ Defra, *Introduction to NI195*, http://www2.keepbritaintidy.org/ImgLibrary/NI195%20manual_3715.pdf.

Table 4: Summary of the evaluation methodology (continued)

Resident perceptions surveys (continued)	
Data population	Phase 1: 195 ¹⁰ (Russell’s Footpath – 46; Lansdowne Hill – 52; Potter’s Lane Footpath – 50; Canterbury Grove – 47). Phase 2: 200 (50 surveys per location) Phase 3: 200 (50 surveys per location) Phase 4: 150 TOTAL: 745
Analysis	Qualitative and quantitative data analysed using: <ul style="list-style-type: none"> • IBM Statistical Package for the Social Sciences (SPSS) software • NVivo qualitative data analysis software • Microsoft Excel. <p>The findings of the analysis were reviewed through internal workshops and sense-checked through consultation with Lambeth Council project staff.</p>
Event observation	
Aim	To identify: <ul style="list-style-type: none"> • the immediate impacts of the events to the local area, participants and non-participant location users • indicators of community capacity building through the events • the processes and logistics involved in Community Freshview events.
Data source and collection	Naturalistic observation of the Russell’s Footpath and Lansdowne Hill events by Keep Britain Tidy using a narrative recording method, in which the researcher recorded as much detail as possible during the events, including overheard quotes.
Data population	2 events
Analysis	Qualitative data analysed using NVivo software. The findings of the analysis were reviewed through internal workshops and sense-checked through consultation with Lambeth Council project staff.
Group interview with participants	
Aim	To identify: <ul style="list-style-type: none"> • the impacts of the events to participants’ awareness, attitudes, perceptions and behaviours around litter and care for local place following 1) first time participation in a Community Freshview event and 2) participation in multiple events • key success factors, challenges and opportunities for improvement.
Data source and collection	A semi-structured group interview with Russell’s Footpath and Lansdowne Hill participants immediately following the events and with the Stockwell Green participants in March 2014. All participants in the events were invited to participate in the interview and so were self-selecting. Three Russell’s Footpath participants who were unable to take part in the group interview chose to complete the questionnaire via email. Quotes and other data from these three respondents are referenced as ‘group interview with participants’ throughout the report to protect their anonymity.
Data population	18 participants (three group interviews of five participants per location and three additional email interviews with participants from Russell’s Footpath).
Analysis	Qualitative data analysed using NVivo software. The findings of the analysis were reviewed through internal workshops and sense-checked through consultation with Lambeth Council project staff.

¹⁰ Phase 1 target of 50 surveys per location not achieved (Russell’s Footpath – 46; Lansdowne Hill – 52; Potter’s Lane Footpath – 50; Canterbury Grove – 47).

Table 4: Summary of the evaluation methodology (continued)

Project staff interview	
Aim	To identify: <ul style="list-style-type: none"> • the components of and processes involved in the design and delivery of the Community Freshview scheme • key success factors, challenges and opportunities for improvement • the project staff's observations of the scheme's impacts.
Data source and collection	A semi-structured face-to-face interview with the two Community Freshview project staff at Lambeth Council, conducted 15 January 2014.
Data population	1 interview (2 participants)
Analysis	Qualitative data analysed using NVivo software. The findings of the analysis were reviewed through internal workshops and sense-checked through consultation with Lambeth Council project staff.
Document review	
Aim	To identify/verify the components of and processes involved in the design and delivery of the Community Freshview scheme.
Data source and collection	A review of project documentation provided by Lambeth Council, conducted by Keep Britain Tidy, including: <ul style="list-style-type: none"> • Local Government Chronicle (LGC) Awards 2011 submission - Community Involvement category: Lambeth Council's Community Freshview (Oct 2010) • Keep Britain Tidy Network Awards 2011 submission (Nov 2010) • Community Freshview feedback from participants 2008-2010 • Community Freshview – internal review 2012-13.
Data population	n/a
Analysis	The project document review was conducted by Keep Britain Tidy to identify and verify the processes involved in managing and delivering Community Freshview for inclusion in this report (for example, the tools and materials used). Some monitoring data included in the documentation and conducted by Lambeth Council in previous years was also used in the evaluation (such as feedback from participants and number of events delivered).
Crime rates analysis	
Aim	To identify the impact of Community Freshview events to rates of reported crime in the immediate local area.
Data source and collection	Reported crime data was collected online (www.police.uk) for the eight Community Freshview sites that have held the most Community Freshview events between April 2008 and Dec 2013 (these sites had held between 6 and 19 events each) and for five nearby streets of similar land use and/or housing stock for each of the eight Community Freshview sites.
Data population	Reported crime data from 10 Community Freshview sites and 50 control sites – number of reports per month between December 2010 and December 2012.
Analysis	<p>The police.uk website provides data on the number of reported crimes per month at a given location (e.g. a residential street), going back to December 2010. This data was collected for each of the 10 Community Freshview sites and analysed against the dates of each Community Freshview event held at the site to see if the event had any impact to reported crime in the street. The findings were compared to control data – the average rate of reported crime taken from similar streets in the surrounding area over the same period of time (December 2010 to December 2012).</p> <p>This analysis was also conducted for Lansdowne Green (Stockwell Green is included in the top eight sites referred to above). The analysis was not conducted for Russell's Footpath as there is no crime data available for the footpath.</p>

2.5. Limitations of the research

Four limitations in the evaluation research have been identified.

Keep Britain Tidy sought to gain additional insight into the impact of Community Freshview events to littering at the sites through a series of flyer trials. This involved distributing flyers to pedestrians at the Russell's Footpath and Lansdowne Hill Community Freshview sites and their control locations, and later counting the number of flyers that ended up in bins versus those that ended up on the ground as litter. Due to a very high number of flyers unaccounted for (93% of the total distributed), it was decided that the trial should be discontinued as it was unlikely to demonstrate the impact of the Community Freshview events to littering behaviour.

Secondly, the LEQ site surveys conducted in November may have been impacted by the amount of leaf litter on the ground during this period, however the Lambeth Council staff were confident that the overall survey results provide a valid indication of improvement.

Thirdly, questions asking the public survey participants about their feelings of safety specifically while using the Russell's and Potter's Lane footpaths were only added to the questionnaire for Phase 3 of the surveying, which occurred after the Community Freshview event, due to a research design oversight. This means that the impacts of Community Freshview to perceived safety at Russell's Footpath could not be accurately measured.

Finally, there are some limitations presented by the control sites used, due to their nearness to the target sites. Such control sites should ideally be used in locations far enough away from target sites to be isolated from the intervention, while remaining comparable to the target site in terms of factors such as demographics, services and land use. As such, Community Freshview events may have had some influence on behaviours and perceptions at the control sites that were not able to be captured through the research and this should be taken into account when interpreting the results.

2.6. Community Freshview events evaluated

Russell's Footpath Community Freshview – 23 and 30 November 2013

The Russell's Footpath event was organised by members of the Streatham Well Labour Action Team (SWLAT), who heard about the scheme through their involvement in another Community Freshview event at Unigate Woods, Streatham. The event organisers contacted Lambeth Council after hearing issues regarding Russell's Footpath being repeatedly raised by local residents at community meetings, such as the Safer Neighbourhoods team meetings, and through SWLAT's door knocking and other community engagement activities. These issues included anti-social behaviour, such as street drinking and littering, the general untidiness of the path, and people being afraid to use it. The event organisers met with Community

Freshview staff to discuss the project and ideas for making the footpath a safer and more pleasant route to walk down. The event itself was delivered over consecutive Saturdays due to the length of the footpath and the improvements workload.

The event organisers put a lot of effort into advertising the event to recruit volunteers, including door knocking local residents, leafleting, putting posters up along the footpath and surrounding streets and by posting details on Twitter (e.g. using the #streatham hashtag). This resulted in approximately 20 volunteers attending the first event on 23 November and eight on 30 November 2013, along with the three event organisers and two project staff from Lambeth Council. The second event was also attended by three police from the Streatham Safer Neighbourhoods team, who assisted with the improvement works and engaged with residents about their safety concerns and potential solutions for Russell's Footpath.

Works conducted by the volunteers on the footpath included cutting back overgrowth to create more light on the path, litter picking, sweeping, fence painting, fixing the safety mirrors at a bend in the footpath to increase visibility and building planter boxes, which were installed at each end of the footpath. The volunteers worked in small teams and swapped jobs as required. The volunteers represented all age groups, except for children and teenagers. Older volunteers were able to take on less physically demanding jobs, such as hand pruning. The attendees took a break approximately halfway through, with food and drinks provided by the event organisers, a volunteer and Lambeth Council. Two volunteers living nearby also made their toilet facilities available for participants.



A planter box designed, built, painted and planted by volunteers at Russell's Footpath



Volunteers and a policewoman cutting back overgrowth along the Russell's Footpath

The number of residents working together in a public space with high footfall, combined with the event advertising and substantial changes to the appearance of Russell's Footpath, meant that the activity was highly prominent for local residents and location users. This was demonstrated by the high level of interest in the works displayed by people using the footpath during the events, who interacted frequently and positively with the volunteers.

Lansdowne Hill Community Freshview – 24 November 2013

The Lansdowne Hill Community Freshview event came about after two residents of the street contacted Lambeth Council separately. The residents learnt about the scheme from leaflets distributed by Lambeth Council in Lansdowne Hill following the Council's road resurfacing works in the street. The street receives a large amount of car traffic due to people parking their cars their while shopping on the Norwood Road high street. There is also a high level of footfall from people accessing Norwood Road from the surrounding residential streets. The two residents sought to freshen up the appearance of the street to discourage anti-social behaviour and littering. These event organisers met for the first time through the project.

Lambeth Council met with the two event organisers to set a date and discuss the project, including walking around to see what types of improvements could be made to the street. It was decided that Lambeth Council would produce and distribute the flyers to advertise the event using their standard template for the scheme. Due to a miscommunication, no door knocking or other volunteer recruitment was conducted by the event organisers and a second round of reminder leaflets was only distributed by Lambeth Council five days before the event. It is likely that this contributed to the low turnout, with just the two event organisers and three volunteers from three households taking part, along with one staff member from Lambeth Council.

Works conducted on the day included sweeping, cleaning moss from the footpaths, scrubbing and painting participants' house fronts, paths and fences, and the building of three tree bed planters and two large planter boxes which were installed on a small public space that had been attracting anti-social behaviour. Passersby showed minimal interest in the works taking place compared to Russell's Footpath, apart from some curiosity in the planter boxes and tree pits being built. It is likely that this is due to the small number of event participants, which meant that the works taking place looked like a couple of households doing some Sunday spring cleaning rather than an organised community event. One person was observed independently coming out to clean their house front, perhaps in response to seeing others cleaning their houses, but did not interact with any of the Freshview participants.



A volunteer building a planter box with project staff at Lansdowne Hill



Planting a tree pit built by event participants at Lansdowne Hill

Stockwell Green Community Freshview – seven events held since 24 March 2012

The Stockwell Village Association has held seven Community Freshview events since March 2012. Members of the Association heard about the scheme through their involvement in Lambeth Council's Snow Wardens scheme. At the time of their first Freshview event, the Association was an established community group that met monthly to discuss local residential issues and had held small fundraising fetes in Stockwell Green. However, in Community Freshview they saw an opportunity to make improvements to the appearance of their local area to address anti-social behaviour, particularly street drinking and fly tipping in Stockwell Green and its alleyways. The group also hoped to address the problem of small businesses leaving their waste for collection out incorrectly on Stockwell Green, allowing it to block the footpath.

To date, activities delivered by the Stockwell Green group include the building, painting, installation and of large planters at street drinking and fly tipping hotspots, building large tree beds, clearing litter, painting walls and trimming back hedges and other overgrowth. The group has also taken the opportunity to turn each Freshview day into a larger community event by running a local history school and local produce, plants, tea and coffee, bric-a-brac and give-and-take stalls. The give-and-take stall acts as a freecycling stall and is set up next to the Freshview skip so that volunteers can prevent items from being sent to landfill that could be reused or recycled. The event organisers estimate that 20 volunteers take part in each Freshview event.



Large tree pits built by Stockwell Green Community Freshview participants



Planter boxes built by Stockwell Green Community Freshview participants

3. Results and findings

3.1. Evaluation objective 1: To identify the impacts of Community Freshview upon litter and environmental quality

This section discusses the impacts of Community Freshview upon litter and the overall cleanliness of sites following Community Freshview events. The results of the NI195 Cleanliness surveys conducted at each Community Freshview sites and corresponding control sites are provided in Table 5.

Table 5: Cleanliness at each site

Location	Before the event (Nov 2013)	Immediately after the event (Nov 2013)	2 weeks after the event (Dec 2013)	2 months after the event (Feb 2014)	5 months after the event (Mar 2014)
Russell's Footpath	C	A	B	B	-
Control: Potter's Lane	C	-	B-	B-	-
Lansdowne Hill	B-	A	B	B+	-
Control: Canterbury Grove	B-	-	B	B	-
Stockwell Green	-	-	-	-	B

Notes: The grades are based on the NI195 system of grading, which is based on Defra's 'Code of practice on litter and refuse'. The grades are: A – None of the issues present; B – Predominantly free with some minor instances of the issue; C – Widespread with some accumulation of the issue; D – Heavily affected by the issue. The intermediate grades are not individually defined but are used to indicate a standard of cleanliness between the upper and lower grades.

The results indicate that there has been an improvement in the cleanliness at both Russell's Footpath and Lansdowne Hill following the Community Freshview events and this has been maintained for two months. While there has also been a small improvement in cleanliness at the control sites for each of these locations, the results demonstrate a positive trend following the Community Freshview events.

At other Community Freshview sites, project staff have observed reduced fly tipping and general litter, particularly where planter boxes have been built. This was confirmed by the Stockwell Green interview participants, who have seen a reduction in the overall volume of litter and fly tipping at their site. Stockwell Green participants, for example, felt that since planter boxes were installed in a small alleyway at the site, mattresses tend not to be fly tipped there anymore. These respondents, however also felt that there was an element of displacement by the planter boxes, with smaller fly tipping incidents being pushed further down the street into other areas, such as cul-de-sacs. These respondents felt that the skip provided at the Community Freshview events helps to discourage fly tipping, because it allows people to get rid of their hard waste easily and efficiently.

In addition to reduced littering at Community Freshview sites, the project staff have observed an overall improvement in the appearance of the sites, with the removal of

overgrowth and accumulated litter being sustained in the longer term. Lambeth staff felt that it was important to repeat Community Freshview events at the sites on an annual basis to maintain the improvements and continue the momentum of participant engagement.

3.2. Evaluation Objective 2: To identify the impact of Community Freshview on awareness, attitudes and claimed behaviour

This section discusses the effectiveness of Community Freshview in improving awareness, attitudes and behaviour around littering and the project.

Public awareness

Overall awareness of the Community Freshview scheme was low – just 17% of all respondents had heard of the scheme. A relatively large proportion of respondents, however, were aware of the local improvement activities that had taken place in their area; and that these had been conducted by local residents. For example, when asked whether people in their community take care for the appearance of their local area, 42 respondents who were not aware of the name ‘Community Freshview’ but cited local improvements that had been delivered under the scheme (e.g. planter boxes and cutting back overgrowth). A further 35 respondents who also hadn’t heard of the scheme cited Community Freshview activities when asked about improvements that had taken place in their local area over the past six months. Six respondents were also able to identify that the activities were delivered in partnership with Lambeth Council.

“They have cleaned up Russells footpath and fixed the lights and cut the vegetation.”

“New trees planted and planters on the pavements by local people with help from council.”

(Resident perceptions surveys; respondents had not heard of the Community Freshview scheme)

There was a significant increase in respondents’ awareness of Community Freshview activities following the event at Russell’s Footpath, where the improvements were visually obvious, but a decrease at Lansdowne Hill.

Table 6: Awareness of the Community Freshview scheme and/or local improvement activities delivered

Location	Pre-event	Post-event	Change in awareness
Russell's Footpath	28%	35%	+7%
Control: Potter's Lane	32%	14%	-18%
Lansdowne Hill	31%	28%	-3%
Control: Canterbury Grove	23%	18%	-5%
Stockwell Green	n/a	33%	n/a

Residents perceptions surveys phases 1-4; base= pre-event: Russell's Footpath - 46; Lansdowne Hill - 52; Potter's Lane Footpath - 50; Canterbury Grove - 47; post-event - 50 surveys per location

Overall, 27% of respondents surveyed across all four phases of monitoring were aware of the Community Freshview scheme and/or improvements delivered under the scheme in their area.

The greatest influence on awareness from the Community Freshview scheme has been the realisation that people can, and do, take action to improve their local environment. This increase in awareness was identified by participants from all three Community Freshview groups interviewed, and by Lambeth Council project staff. It was observed in both the event volunteers themselves, many of whom had not heard of Community Freshview prior to their participation, and to a lesser extent, members of the broader local community. The visibility of Community Freshview activities taking place and the resulting improvements (such as planter boxes and reduced overgrowth) supported greater awareness. For example:

"Everyone saw what we were doing, saw that it was positive and saw that there was action."

(Event organiser, group interview with participants)

"The most valuable impact of the work we did was... demonstrating that collectively other local people care about the content and make-up of their surroundings and are willing to participate and be involved in the regeneration of their physical, social and cultural environment."

(Event volunteer, group interview with participants)

"I remember doing the planters up on the corner of Stockwell Green... and I did get one father in particular who came up - we were weeding or something - and he said, oh I love these planters, I bring my children to school past them every day and we always look to see what's new and what's flowering. That's what it's all about."

(Event volunteer, group interview with participants)

“It’s almost humanising the path in a way – now I know two people at either ends of the path that I didn’t know before, but also that it isn’t just a path that runs along the railway line, but actually it’s a path that backs onto people’s houses, that people care about, and that there is an energy and spirit there to do something about it.”

(Event volunteer, group interview with participants)

However, participants felt that in order to have this influence on awareness, the event activity and improvements had to be substantial enough that the local community notices it. The Stockwell Green participants felt that this meant having a minimum of 6-8 people participating in the event at any one time (on average, this group has had 20 volunteers per event). These insights are supported by the event observations (and as discussed above, the public perceptions surveys). The Russell’s Footpath event attracted a lot of interest from non-participating individuals and groups of people passing through, who were observed discussing the activity amongst themselves and interacting with volunteers about the scheme. Conversely, there was little interest from passers-by during the Lansdowne Hill event, where there were just five participants spread along the street and the improvement activities were less obvious.

Public attitudes towards litter

There was an increase in the proportion of respondents who deemed littering behaviour unacceptable under any circumstances following the Community Freshview events at Russell’s Footpath and Lansdowne Hill (see Table 7). A similar increase was found at the control site for Russell’s Footpath, Potter’s Lane Footpath, while a decrease was found at Canterbury Grove, the control for Lansdowne Hill. However, the statistical significance of this finding could not be verified through the research.

Table 7: Attitudes towards littering behaviour

On which of the following occasions, if any, do you think it’s okay to drop litter?	Russell’s Footpath		Control: Potter’s Lane		Lansdowne Hill		Control: Canterbury Gv		Stockwell Green
	Before	After	Before	After	Before	After	Before	After	After
When a bin is already full	13%	5%	14%	0%	13%	3%	6%	9%	7%
When there is no bin	9%	10%	4%	9%	10%	11%	6%	10%	10%
When there’s already litter on the ground	2%	2%	0%	0%	2%	0%	0%	0%	0%
When a bin is more than 5 metres away	0%	0%	0%	1%	2%	0%	2%	0%	0%
Other	7%	1%	4%	1%	4%	0%	0%	0%	0%
None of the above	76%	87%	78%	89%	79%	86%	87%	81%	88%
Don’t know	0%	0%	2%	1%	2%	0%	0%	4%	0%

Resident perceptions surveys phases 1-4; base= pre-event: Russell’s Footpath - 46; Lansdowne Hill - 52; Potter’s Lane Footpath - 50; Canterbury Grove – 47; post-event – 50 surveys per location; the control sites are shaded grey.

Attitudes towards the community improvements

A strong positive response to the improvement activities was observed in people (non-participants) passing by the Russell's Footpath, and to a lesser extent the Lansdowne Hill, Community Freshview events. This included numerous passers-by smiling at the event participants and providing positive feedback. For example, at the Russell's Footpath event a passer-by was observed yelling out to participants "You've done a great job!", while another expressed shock at the improvements achieved. At Lansdowne Hill, volunteers were praised by some passers-by for their flower planting. Positive feedback from the public has also been experienced by the Stockwell Green participants at their Community Freshview events. This is further supported by positive comments (unprompted) from several public perceptions survey respondents at Russell's Footpath and Stockwell Green and no negative attitudes towards the improvements were identified in any of the public perceptions surveys. It is likely that the positive feedback from the local community contributes to participants' sense of achievement (see Section 3.3 below).

The Stockwell Green participants have also encountered some attitudes amongst the community that the improvements wouldn't last. However the participants felt that these attitudes have ultimately been proved wrong:

"...somebody came up to us and said... 'Oh, well that won't last long!'. I thought, well maybe not, but we're trying. And two years later it's still there."

(Event volunteer, group interview with participants)

"...someone said to me "Well [the planters are] wood, they'll rot". And I said, '...they'll take a long time to rot, but eventually, yes, they'll rot. And we'll build some more!'. It's a community effort, it's not a one-off thing that will go away."

(Event organiser, group interview with participants)

The Stockwell Green respondents felt it was important that other land managers and participants wishing to implement the scheme recognise that some of the outcomes of Community Freshview, such as strengthened community bonds and increased community capacity, can take time to become apparent. They felt that land managers in particular should not expect instant results that can be reported against annually, particularly with some benefits of the scheme being less tangible.

The Lansdowne Hill participants were concerned that others in the community wouldn't notice the improvements that they had made and were somewhat disappointed at the low attendance, but saw the event as a catalyst for future, better advertised Community Freshview events in their street.

Event participants from all three groups saw Community Freshview as an ongoing improvement project for their local areas, rather than a “cure-all”.

Attitudes towards the local place from the wider community

A related attitudinal change is likely to be improved care for local place amongst people who live, work and/or visit the areas that receive Community Freshviews. Previous research by Keep Britain Tidy¹¹ has found that people are more likely to litter where litter is present, indicating that following a Freshview event, people may be less likely to litter in that area while the improvements last. All participants interviewed felt that this was a likely outcome of the Community Freshview events. Additionally, a number of participants felt that the visibility of the events themselves had a role in influencing care for local place and local pride:

“...even if you get just one person who’s seen us out there clearing up the leaves, whereas normally they might just throw a bottle on the floor, they’ll think ‘you know what, I’ve seen those nutters who were cleaning the footpath in the freezing cold, do you know what, I’ll shove this in the bin at the end’. And even if you get one in five people who say ‘well I won’t drop my cigarette butt on the floor’, then that’s an improvement.”

(Event volunteer, group interview with participants)

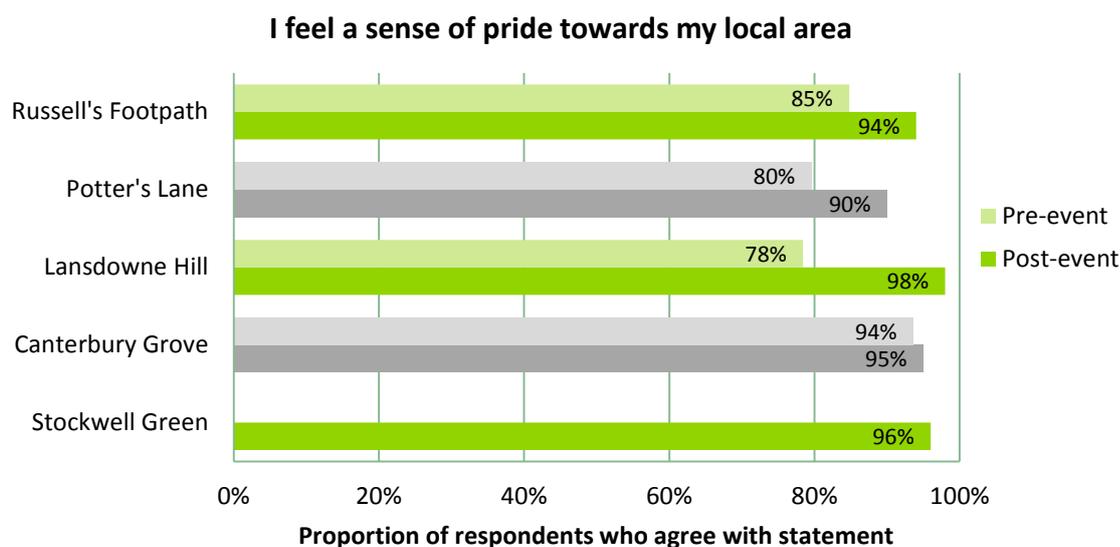
“I think [one of the benefits will be] that more people now, having seen just volunteers doing stuff, they think ‘I’m proud of my community – what can I do to show others that I’m proud of my community – if these people can do it I can do it too’.”

(Event volunteer, group interview with participants)

There was a significant increase in respondents’ sense of pride toward their local area at Russell’s Footpath and Lansdowne Hill following the Community Freshview events (see Figure 3). However, the research was not able to determine whether the scheme played a direct role in this increase and it is likely that there were other contributing factors. For example, the participant interviewees identified factors such as cultural diversity and community markets as influencing their positive attitudes towards their local area. Despite this, respondents who were aware of the Community Freshview scheme were more likely to agree that they felt a sense of pride towards their local area (96% of respondents) than those who were not aware of the scheme (90%), indicating that Community Freshview may have some influence.

¹¹ *People who litter*, Dr Fiona Campbell, 2007. See also Wilson & Kelling’s Broken Windows Theory (1982), which argues that unrepaired broken windows tend to attract further vandalism and anti-social behaviour.

Figure 3: Proportion of respondents who agree that they feel a sense of pride towards their local area

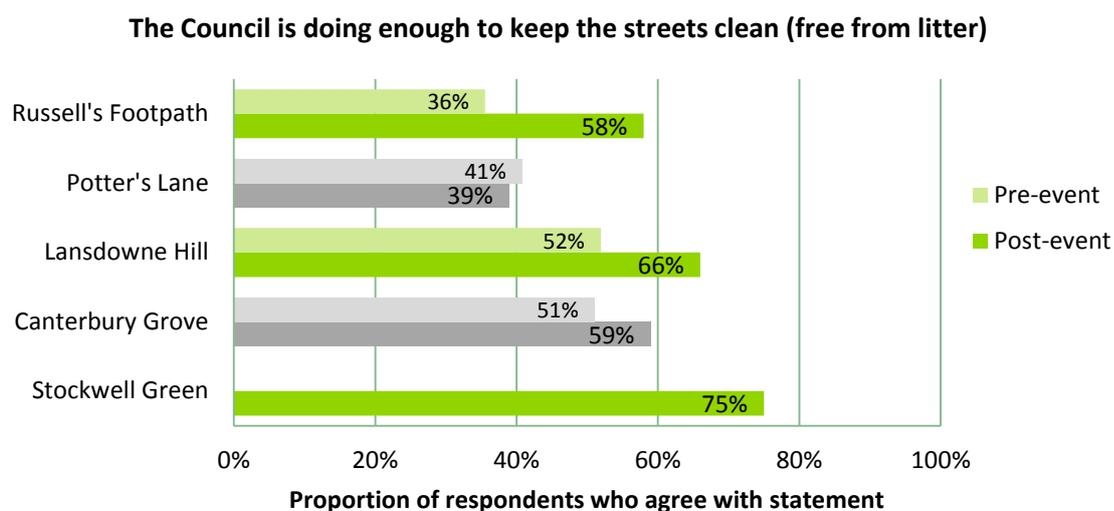


Resident perceptions surveys phases 1-4; base= pre-event: Russell's Footpath - 46; Lansdowne Hill - 52; Potter's Lane Footpath - 50; Canterbury Grove - 47; post-event - 50 surveys per location; the control sites are shown in grey

There was some frustration amongst the Russell's Footpath event participants that the Council was not doing enough to keep Russell's Footpath clean and free from anti-social behaviour, particularly by street drinkers. Several participants commented that they hoped that their improvement activities would be a catalyst for Lambeth Council to improve its management of the footpath and to address the underlying issue of street drinking. This attitude does not appear to have affected the willingness of these participants to get involved in further community-led improvement activities, with three participating in the Community Freshview follow-up event in March 2014.

The public perceptions surveys revealed a significant increase in the proportion of people who agreed with the statement "The Council is doing enough to keep the streets clean (free from litter)" following the Community Freshview events. Moreover, a very high proportion (75%) of respondents agreed with this statement at Stockwell Green (see Figure 4). However, it is not known whether this change is due to location users behaving more responsibly (i.e. dropping less litter), improved street cleansing or another influencing factor.

Figure 4: Proportion of respondents who agree that Lambeth Council does enough to keep the street clean



Residents perceptions surveys phases 1-4; base= pre-event: Russell's Footpath - 46; Lansdowne Hill - 52; Potter's Lane Footpath - 50; Canterbury Grove - 47; post-event - 50 surveys per location; the control sites are shown in grey

Behaviour

A significantly larger proportion of respondents claimed to dispose of their litter responsibly at Russell's Footpath, and to a lesser extent at Lansdowne Hill, following the Community Freshview events (see Table 8). However, 99% of all respondents said that they had disposed of their litter in the same way for more than a year, before the Community Freshview events took place. The increase in the proportion of people displaying socially desirable attitudes around litter could indicate a shift in social norms following the events, however further research is required to verify this as the small sample size means that the results are not statistically significant.

Table 8: Survey respondents' self-reported littering behaviour before and after the Community Freshview events

Below are some descriptions of people. Which one of these would you say is MOST like you?	Russell's Footpath		Control: Potter's Lane		Lansdowne Hill		Control: Canterbury Gv		Stockwell Green
	Before	After	Before	After	Before	After	Before	After	After
I never drop litter	46%	93%	54%	77%	67%	76%	70%	81%	76%
I occasionally drop litter by mistake or if it's biodegradable	28%	0%	36%	8%	19%	12%	19%	5%	12%
I drop cigarette ends and/or chewing gum	17%	0%	0%	3%	6%	5%	2%	1%	8%
I sometimes drop litter when there isn't a bin	4%	6%	8%	10%	4%	7%	4%	11%	3%
I feel guilty when I drop litter, I make sure know one sees me	4%	1%	2%	0%	2%	0%	2%	0%	1%
I drop litter anywhere without thinking / it's no big deal	0%	0%	2%	0%	0%	1%	0%	0%	0%
Don't know	0%	0%	0%	1%	0%	0%	2%	2%	0%

Resident perceptions surveys phases 1-4; base= pre-event: Russell's Footpath - 46; Lansdowne Hill - 52; Potter's Lane Footpath - 50; Canterbury Grove - 47; post-event - 50 surveys per location; the control sites are shaded grey.

3.3. Evaluation Objective 3: To identify the impact of Community Freshview on community capacity building

We explored five key components of community capacity building through the Community Freshview project:

1. Building participants' skills and knowledge
2. Participants' feelings of ownership to improve where they live
3. Strengthening communities
4. Self-spreading to other communities
5. Legacy and sustainability of community action

Building participants skills and knowledge

An important element of CCB is the development of new skills and knowledge and there is evidence of both staff-to-volunteer and volunteer-to-volunteer learning through Community Freshview. New skills and knowledge mentioned by participants include:

1. Gardening skills
2. Planter box and tree bed building
3. Learning how to use gardening and building tools
4. Community event organisation and management skills.

"We took a can-do attitude to planting – I don't think many of us were experienced planters!"

(Event organiser, group interview with participants)

Community Freshview also provides those who already have specific skills the opportunity to use them in their community. For example, some participants valued having the opportunity to garden because they either did not have access to gardens at home or did not have the money for gardening materials. Russell's Footpath participants also felt that two of their volunteers valued the opportunity to use their skills to contribute to their local community:

"...there was a low entry to coming [to the event] in terms of having no skills at all required, however we did have people who went 'actually, I'm kind of a semi-builder – can I get my tools? What can I do?'... And there's obviously a latent demand in the community where two people did get involved to use the skills that they have and have an outlet to do that."

(Event organiser, group interview with participants)

Participants' feelings of ownership to improving where they live

Community Freshview has had a considerable influence on people's feelings of ownership of the improvements and their local areas, both amongst the event participants and from other local residents that have gradually got involved to support the scheme. Feelings of ownership were mentioned by almost all participants in the group interviews. Participants attributed this to the hands-on nature of the works:

"You feel much more proprietorial about it afterwards, rather than some street planters that your local group has just bought in."

(Event organiser, group interview with participants)

The Stockwell Green participants have found that non-participants have taken ownership of the planter boxes in their local area. Local residents and businesses regularly water the plants and clear litter from them. Local shop keepers have also reportedly come out of their shops to tell people off for sitting on or trying to vandalise the planter boxes.

"They never come to the Freshview days but because we've all made an effort to make that corner look amazing they are also trying to keep it that way."

(Event organiser, group interview with participants)

Keep Britain Tidy understands that local residents from the Russell's Footpath area have similarly taken on maintenance of some of the planter boxes there.

The Stockwell Green participants attached notices to their planter boxes to inform people that they were made and are looked after by local residents. The Russell's Footpath volunteers similarly planned to stencil their planter boxes: "Made in Streatham by local residents". The aim of these measures was to highlight that community action had taken place and deter vandalism, including plant theft.

Other elements of Community Freshview that contribute to feelings of ownership include that the design and delivery of the improvements are participant-directed and that these respond to issues specific to the local area. During the Russell's Footpath and Lansdowne Hill events, it was observed that project staff make efforts to foster feelings of ownership by asking volunteers to make decisions about the direction of the activities and providing guidance only as needed. For example, volunteers choose the design, paint colour and location of the planter boxes.

Strengthening local communities

All participants interviewed expected their Community Freshview activities to play a role in strengthening their local communities and the Stockwell Green participants had already seen evidence of this. Indicators of community strengthening outcomes mentioned by the interviewees include:

1. the new relationships and networks developed. Examples include:
 - a. new members to the Stockwell Green and neighbouring residents associations as a result of ‘witness recruitment’ during Community Freshview events
 - b. the joining up of the Stockwell Village Association and the neighbouring Oak Square Residents Association for Community Freshview events and fundraising activities (e.g. fetes and pub quizzes)
 - c. the establishment of the Russell’s Footpath Project by two volunteers at the Russell’s Footpath event, which has organised two follow up Community Freshview events to continue improvements along the footpath.
2. the increased sense of neighbourliness
3. getting people involved in making improvements to their local environment
4. promoting care for local place
5. increasing feelings of safety.

Furthermore a number of participants from the Russell’s Footpath and Stockwell Green groups commented that they had an improved relationship with Lambeth Council as a result of Community Freshview. These participants particularly appreciated the partnership approach to the scheme:

“I think we’ve built up quite a strong relationship with Lambeth Council... they’re very personable.”

(Event organiser, group interview with participants)

“It’s great that the Council believes that local people can work with the Council rather than it just doing things for us and then us just having to talk at the Council through ‘official’ channels, as it were. Here we are just working together as we should be.”

(Event organiser, group interview with participants)

There is also evidence that participants learnt about how the Council works and the services it provides. For example, a number of interviewees commented that they now had a better understanding of the Council’s departments and services, while other were observed asking staff about the Council’s compost and snow wardens scheme during the events.

Self-spreading to other communities

All participants interviewed said that they would recommend Community Freshview to others, indicating that awareness of Community Freshview will continue to increase by word-of-mouth from participants.

“...if I meet people in a couple of months’ time who say, you know, this bit is really grim on my road, hopefully I can put them in touch with Community Freshview.”

(Event organiser, group interview with participants)

“Yes [I would recommend it], it’s something all people in the local community should be involved in.”

(Event volunteer, group interview with participants)

Indeed, the Russell’s Footpath event organisers became aware of the scheme through another Community Freshview participant group, while the Stockwell Green group recommended the scheme to the neighbouring Oak Square Residents Association, which has since held a number of Freshview events. The role of word-of-mouth promotion and community champions is an important factor in the scheme and is discussed in more detail at Section 3.5.

Legacy and sustainability of community action

Continuation of the project and community action is vital for any project to become self-sustaining. We found evidence of legacy specifically in a variety of areas.

Firstly the maintenance of improvements to local environmental quality at the surveyed Community Freshview sites two months after the events demonstrated improvements lasted for at least two months after the Community Freshview event. There was also evidence of participants and members of the local community taking ownership of the maintenance of the planter boxes installed during Community Freshview.

Another significant indicator of sustainability through Community Freshview is that well-established groups are now able to conduct Community Freshview events themselves without the presence of project staff. The project staff simply leave the required tools and materials with the group for the weekend. Activities conducted during these events tend to be mostly maintenance work, such as painting and cutting back overgrowth as participants are not allowed to use Council-owned power tools. At the end of 2013, 56 groups (39%) had held more than one Community Freshview event and this is likely to increase significantly in 2014, as there were 51 new groups to Community Freshview in 2013.

Finally a strong motivation to get involved in future community activities appears to exist. Respondents from all three groups interviewed felt motivated and empowered to get involved in further community activities following their participation in the events. A key driver for this was the success of the events themselves, in terms of the improvements they achieved, the number of attendees and the positive responses to the improvements from their local communities. There is also a perception that it is very easy to organise a Community Freshview event

“...having seen it work today and how we’ve done it, I now have the confidence not only to repeat this on Russell’s Footpath at some stage... but also to potentially say that if there is another area nearby that needs particular attention, to actually look again and see if we can do this and see what skills are needed.”

(Event organiser, group interview with participants)

Even at Lansdowne Hill where participants felt that their event was less successful in terms of the number of volunteers present, some still felt strongly motivated to learn from and continue to keep the momentum going:

“I do think that there’s more that could be done to encourage people to actually get out and do it. So it’s that sort of follow up, really. Rather than just saying, ‘OK well I’ve done that one now, tick it off’, I think there needs to be that sort of build up with the community.”

(Event organiser, group interview with participants)

At the time of interview, the Stockwell Green group were planning their seventh Community Freshview event. Volunteers (rather than the event organisers) from the Russell’s Footpath group organised two follow up Community Freshview events at Russell’s Footpath in March 2014 and were planning future events on adjacent land in conjunction with Lambeth Council. The follow up events involved painting the Russell’s Footpath stairwell and walls to brighten the space. The project staff received positive feedback from several passersby, including that the footpath felt safer due to the brighter appearance of the walls. The events were advertised using posters only and were attended by two project staff and eight to ten volunteers per event, including three who had attended the first Community Freshview at Russell’s Footpath.



Volunteer painting the lower stairwell at the first follow-up Russell's Footpath event



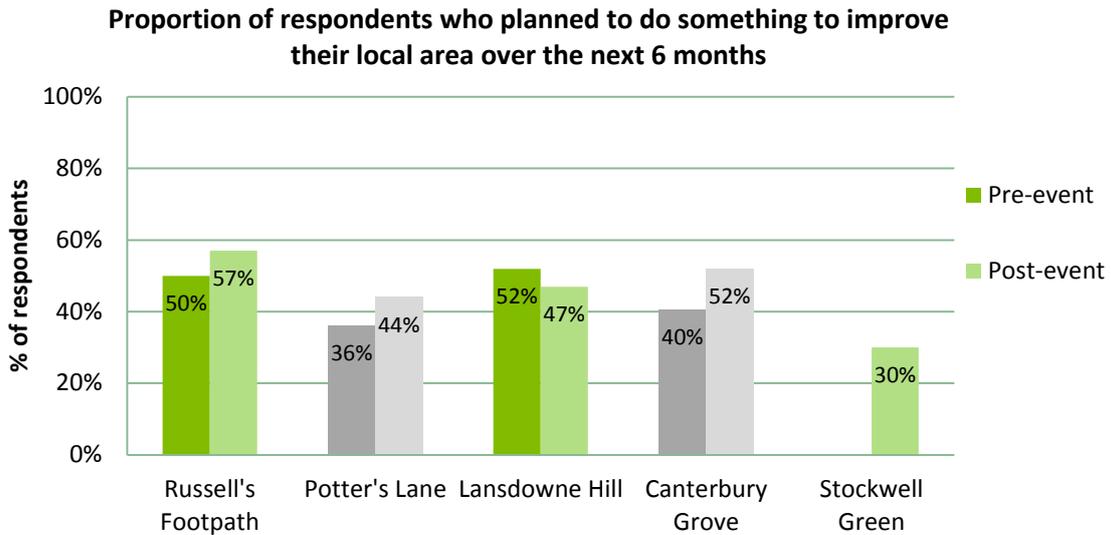
Volunteers painting a wall at the second follow-up Russell's Footpath event

One Lansdowne Hill volunteer similarly planned to organise a new Freshview event in Brixton. None of the Lansdowne Hill nor the majority of the Russell's Footpath participants had been involved in a community activity prior to Community Freshview, indicating that the scheme has built their capacity in this respect.

The public perceptions surveys revealed an increase in self-reported likelihood to participate in a local area improvement activity over the next 6 months following the Community Freshview event at Russell's Footpath, but not Lansdowne Hill (see

Figure 5). Overall, 315 respondents (45%) indicated that they were likely to do something to improve their local area over the next 6 months.

Figure 5: Proportion of respondents who said that they were likely to do something to improve their local area

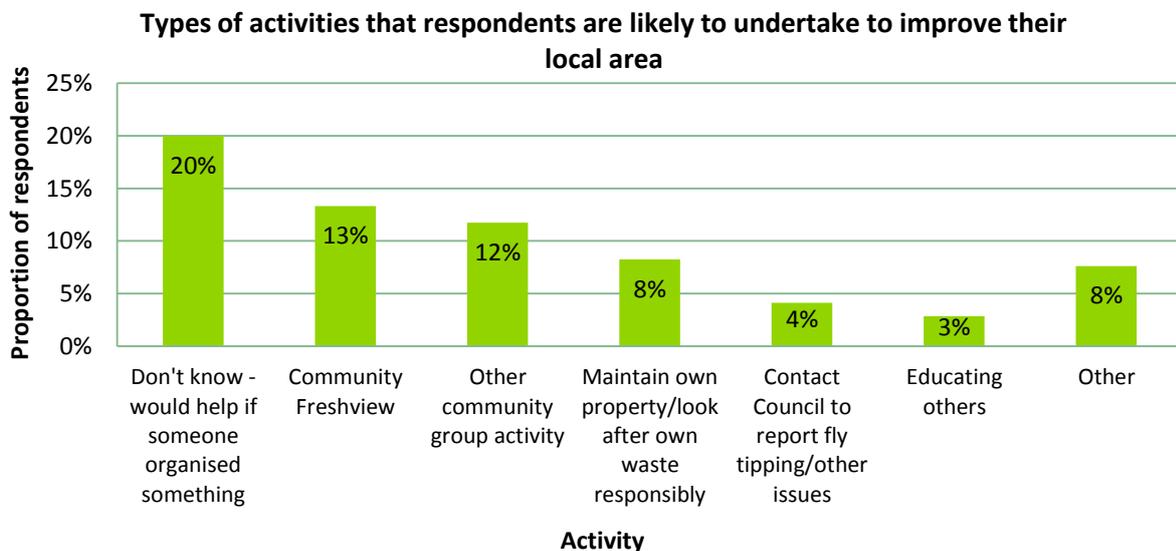


Resident perceptions surveys phases 1-4; base= pre-event: Russell's Footpath - 46; Lansdowne Hill - 52; Potter's Lane Footpath - 50; Canterbury Grove - 47; post-event - 50 surveys per location; the control sites are shown in grey

There was a strong correlation between awareness of Community Freshview and likelihood to participate in an activity to improve the local environment. Of respondents who were aware of the scheme or local improvement activities, 61% said that they were likely to participate in such activities over the next 6 months, compared to 41% of respondents who were not aware of the scheme or improvements (public perceptions surveys phases 1-4).

The types of activities that respondents felt they were likely to undertake are shown in Figure 6.

Figure 6: Types of activities that respondents are likely to undertake to improve their local area



Resident perceptions surveys phases 1-4; base=315

This revealed a high level of willingness to engage in Community Freshview activities (43 respondents). Additionally, 63 respondents (20%) said that they did not know what they would do, but were willing to participate if someone else organised the activity. For example:

“If someone asked I would be willing to help.”

“Not off my own bat – only if it was organised by someone else. It's about getting to know people in the area so you have a community in the first place.”

“If there was something organised we would definitely participate.”

(Resident perceptions survey respondents)

Previous research by Keep Britain Tidy¹² into triggers and barriers for people getting involved in local community activities found that these attitudes are held by people profiled as ‘on the edge of engagement’, representing 29% of people across England. People in this group tend to be open to participating in community activities organised by others, but require clear parameters and instructions around what this would involve. Ease of participation is key to getting people from this group involved. They also tend to be attracted to activities that are fun and are motivated by recognition for their input.

3.4. Evaluation objective 4: To identify the impacts of Community Freshview to wellbeing and crime

Health and wellbeing

There is good evidence that Community Freshview positively influences participants’ health and sense of wellbeing. The biggest driver for this, according to participants, is the social aspect of the events. The majority of participants at the Lansdowne Hill and Russell’s Footpath events met for the first time through the scheme. During these two events, participants were observed chatting about where they lived, their backgrounds, local issues and politics as they undertook various activities and shared tasks. Within the first two hours at the Russell’s Footpath event, volunteers had asked the event organisers to compile and distribute a contacts list to enable participants to keep in touch with each other. As an established Residents Association, the Stockwell Green participants knew each other prior to their first Freshview event, but felt that they had got to know each other better through the scheme due to working together for several hours during the events.

¹² *Breaking Barriers: How to get people involved in their community*, Keep Britain Tidy, 2011.

The social aspect of Community Freshview was one of the most frequently mentioned benefits of participation in the interviews and in feedback provided to Lambeth Council by past participants (identified through the document review). For example:

“I have benefited from meeting local people outside of my demographic who I otherwise would probably not have met.”

(Event volunteer, group interview with participants)

“This was the first time that a lot of our neighbours had an opportunity to all sit down to talk about our shared environment and introduce ourselves to each other. A lot of new friends were made that day, which if it wasn't for this scheme it would not have happened.”

(Past event: Event organiser, Raleigh Gardens Brixton Hill, feedback provided to Lambeth Council)

“I had loads of fun and the atmosphere is so much more pleasant outside. We actually stop and have chats in the yard now!”

(Past event: Event organiser, Coldharbour Lane, feedback provided to Lambeth Council)

The event observation and participant interviews also revealed a strong sense of achievement amongst the volunteers, who felt proud of the physical improvements they had made to the area and their contribution to the community. For example:

“You get out there and do it yourself... I did that! And I can tell you how many screws there are holding that [tree] bed together. The fact that people have got out there and done it themselves is intrinsically beneficial as well as the benefit of the outcome afterwards.”

(Event volunteer, group interview with participants)

“Personally it makes me feel good. I feel like I've had a really productive day, I feel like I'm doing something for the community – I'm not just sitting on the sofa watching the TV.”

(Event volunteer, group interview with participants)

Several participant interviewees commented on the fun they had while participating in the Community Freshview events. For example:

“I did not expect to get so excited by working with local people in my neighbourhood... nor did I expect to have so much fun with them and those from the Council.”

(Event volunteer, group interview with participants)

Other health and wellbeing benefits mentioned by participants include the physical activity of the activities, being outdoors, being able to garden when they didn't have a garden at home, feeling useful and having an outlet after being in an office all week.

“It’s good fun to get out, you sit in an office all day, it’s good to have a bit of fresh air, the day is nice – it makes you feel better doing something useful on a Saturday.”

(Event organiser, group interview with participants)

“It’s good fitness!”

(Event organiser, group interview with participants)

These elements correlate with the New Economics Foundation’s (NEF) *Five Ways to Wellbeing*, proving further evidence of Community Freshview’s contribution to participants’ wellbeing. In 2008, NEF developed a set of five actions that people can undertake to promote their wellbeing, based on evidence from the UK government’s Foresight Project on Mental Capital and Wellbeing. The five actions are listed in Table 9 below, along with a summary of factors of Community Freshview that contribute to each pathway to wellbeing.

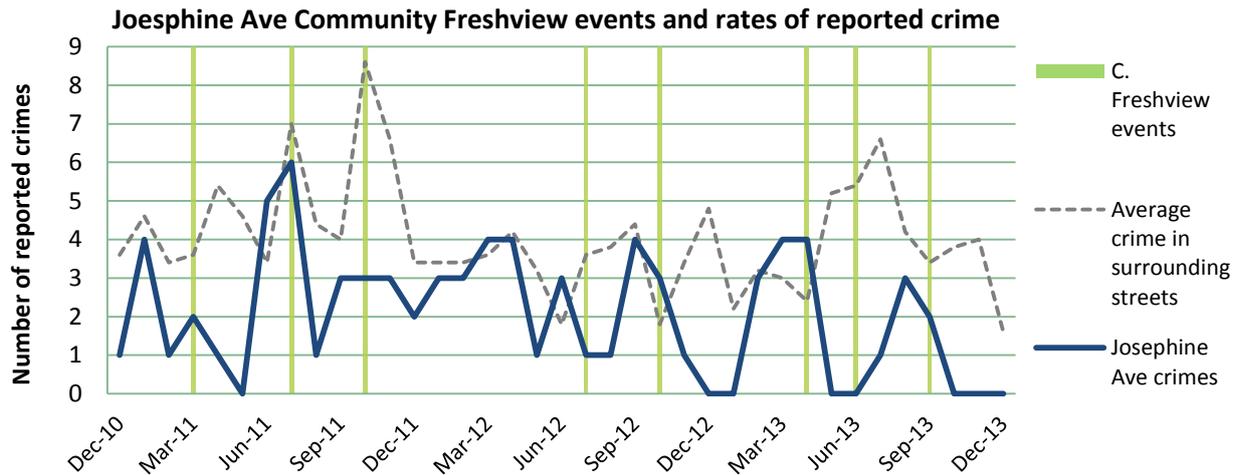
Table 9: NEF’s Five Ways to Wellbeing and contributing factors of Community Freshview

NEF’s Five Ways to Wellbeing	Factors of CF that contribute to wellbeing
Connect	The social aspect of the scheme – meeting new people, getting to know neighbours, sharing an experience.
Be active	The physical aspect of the scheme; being outdoors; being able to undertake activities to suit a range of abilities.
Take notice	Paying closer attention to a local place, its condition, changes to it and reasons for these changes; noticing and questioning people’s behaviour.
Keep learning	Learning new skills through the events; learning about the scheme, the Council, planning issues, and the local area and community.
Give	Giving something back to the community by improving a local environment; encouraging and supporting the involvement of others in community activities.

Crime and safety

An analysis of reported crime rates was conducted at nine Community Freshview sites, including Stockwell Green and Lansdowne Hill, as described in Section 4: Methodology. The purpose of this was to determine whether Community Freshview events have an impact on rates of reported crime at the sites. The results for the Josephine Avenue, Brixton site, which has received the most Community Freshview events to date (19 in total), are shown in Figure 7 below.

Figure 7: Josephine Avenue Community Freshview events and rates of reported crime



Crime rate data courtesy of UK Government Home Office (www.police.uk); includes all crime types; data includes monthly rates of reported crime between December 2010 and December 2012 at Josephine Avenue and five nearby control streets of the same land use and housing stock.

It appears from the trends illustrated in the results above (Figure 7) that the Community Freshview events have had some influence on the rate of reported crime in Josephine Avenue when compared to the control. A similar trend was observed in the crime rate analysis for Richborne Terrace (14 Community Freshview events to date) and Tulsemere Road (6 events). However, the analysis for Unigate Wood (14 events), Lorn Road (14 events), Tierney Road (6 events) and Stockwell Green (6 events) was inconclusive, with a mix of increasing and decreasing rates of reported crime following Community Freshview events at each location. Additionally, the results should be treated with caution as the analysis was unable to take into account other factors that may have influenced crime rates in the streets. Overall, the analysis found the impact of Community Freshview event to rates of reported crime to be inconclusive.

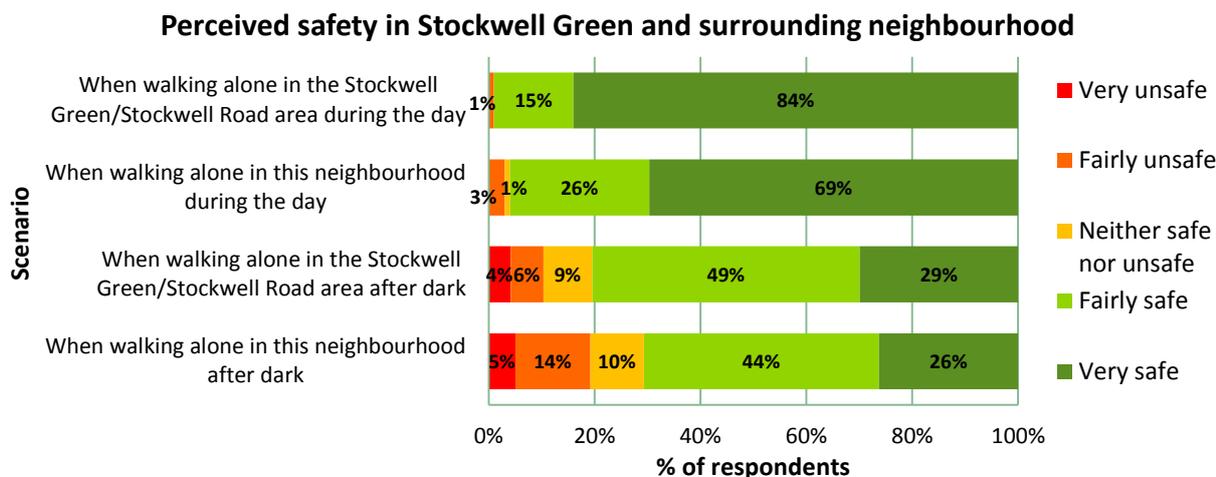
However, there is evidence from the participant interviews and the public perceptions surveys that Community Freshview has a positive influence of people’s feelings of safety at the event locations. For example, the Stockwell Green participants felt that the new relationships developed between neighbours had a role in increasing safety in their area:

“Freshview has made neighbours get to know each other, so there is going to be a feeling that if you’re in trouble, there’s a door I can knock on – I know who lives here.”

(Event organiser, group interview with participants)

The Stockwell Green public perceptions surveys found relatively high levels of perceived personal safety in the Stockwell Green/Stockwell Road area (Figure 8) compared to other streets in the area.

Figure 8: Perceived personal safety in the Stockwell Green/Stockwell Road area and surrounding neighbourhood



Public perceptions surveys phase 4 (Stockwell Green); base=100

The reasons given by respondents for feeling safe in Stockwell Green could not be directly linked to the Community Freshview improvements, however they included:

1. There are lots of people around (36%)
2. I haven't encountered or heard of anything bad happening in the street (29%)
3. It is a well lit/well designed street (13%)
4. It feels safer than it used to in Stockwell Green (7%)
5. I know lots of people around here (5%)
6. I don't know – it just feels safe (5%)
7. There are no threatening people hanging around (3%)
8. Other areas are worse than Stockwell Green (2%)
9. It's a friendly area (2%)

(Public perceptions surveys phase 4 (Stockwell Green); base=100)

Much of the Russell's Footpath Community Freshview activities focussed on improving safety along the footpath. For example, overhanging trees and other overgrowth were cut back significantly to improve lighting and visibility along the length of the footpath. Safety mirrors halfway along the footpath were also fixed into place by volunteers to improve visibility around a bend in the path. According to the volunteers, vandals would knock the mirrors out of place every time the Council realigned them, so the volunteers (who were builders) fixed them with a steel rod to make sure they stayed in place.



Two volunteers fixing footpath safety mirrors to increase visibility

The project staff have received positive feedback from residents regarding the improved safety of Russell's Footpath:

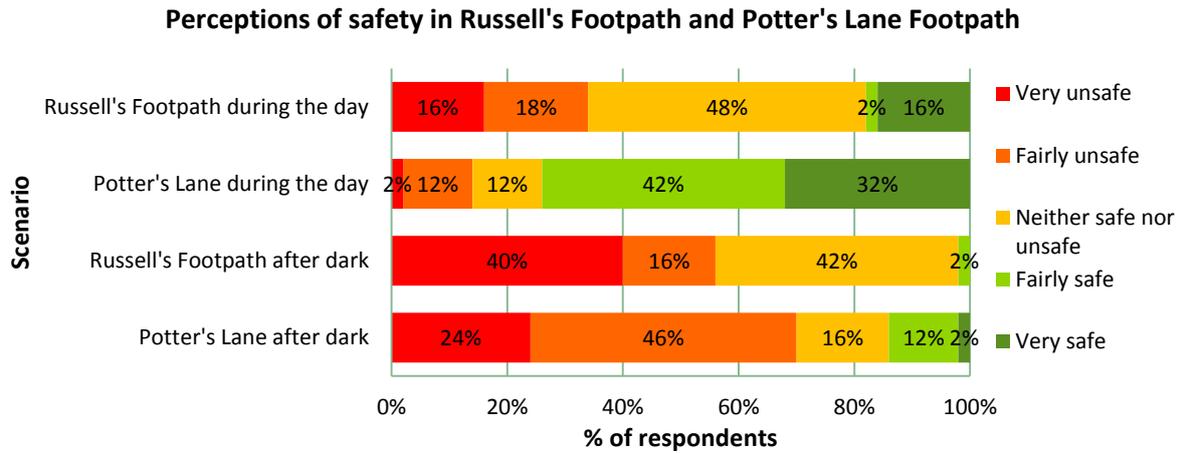
"Someone said they feel a lot safer walking down Russell's Footpath when we were doing a road show nearby. They said it was much brighter and looked nicer. It was appreciated."

(Project staff interview)

The public perception surveying was unable to determine whether there was a broader impact to people's perceptions of personal safety while using Russell's Footpath following the Community Freshview events due to a lack of baseline data (see Section 2.5 for further details on the Russell's Footpath research limitations). However, the Phase 3 public perceptions surveys found that respondents had low levels of perceived personal safety while using the Footpath compared to those at Potter's Lane footpath (see

Figure 9).

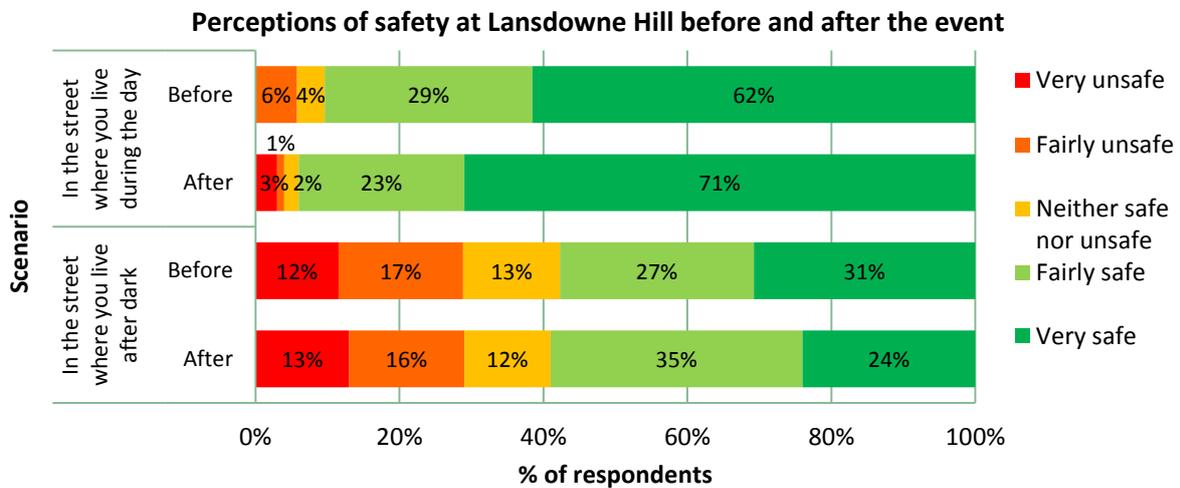
Figure 9: Perceived personal safety at Russell's Footpath and Potter's Lane Footpath (Phase 3)



Public perceptions surveys phase 3 (Russell's Footpath and Potter's Lane Footpath); base=50 per location

There was some change in perceptions of personal safety while using Lansdowne Hill during the day following the Community Freshview event, however there was no improvement to perceptions of safety at the location during the night (see Figure 10).

Figure 10: Perceived personal safety at Lansdowne Hill before and after the Community Freshview event



Public perceptions surveys phases 1-3 (Lansdowne Hill); base=50 before/100 after

Any changes to perceptions of personal safety will take time to emerge. The follow up Community Freshview events at Russell's Footpath involved painting the surrounding walls pale grey to brighten the space and it is likely that improvements such as these will have an influence on feelings of safety while using the footpath in the future. However, the extent of this will depend on the ability of Lambeth Council and Community Freshview to address the issue of street drinkers and drug users in the Footpath, whose presence has had a key impact on respondents' (participant interviews and public perception surveys) perceived safety there.

The Lansdowne Hill Community Freshview improvements were not as extensive as the Russell's Footpath improvement and are unlikely to have a significant influence on perceptions of personal safety without follow up events.

3.5. Evaluation objective 5: To identify the successes and challenges of Community Freshview

This section discusses what works well in Community Freshview, what could be improved and other learnings to improve the impacts, effectiveness, appropriateness and efficiency of the scheme.

All 18 participants interviewed were 'satisfied' to 'very satisfied' with Community Freshview and their involvement in the scheme. The Lambeth Council project staff were 'very satisfied' with the scheme. This section discusses the key success factors and challenges in the design and delivery of the scheme.

Key success factors

Community-led action

A key success factor in the scheme for both participants and project staff is that Community Freshview is led by the community where the action is taking place. The interviewees felt that the community-led recruitment process was a more effective way to get other volunteers involved than recruitment by Council staff. An important component of this is that materials used for advertising the events (leaflets, posters, social media etc.) are unbranded and clearly come from the community, rather than Council. Door knocking for recruitment also allowed volunteers to develop social ties with other residents and hear their views on the issues affecting their local area. Inversely, at Lansdowne Road where local residents did not actively recruit in advance, the event was less successful in getting other volunteers involved.

*"Not sure an invitation directly from the council would have the same effect.
It's nice that it comes from individuals from the community."*

(Event volunteer, group interview with participants)

"Stronger community bonds is the key to the success of Freshview. That it's the member on the street who organizes it and recruits. Those links will be the thing that lasts the longest and will help to sustain the other impacts of Freshview as well... it's much more effective to have residents gathering their own volunteers than the Council knocking on doors trying to get people to come out."

(Project staff interview)

“I took part because I thought if somebody’s prepared to make an effort to improve my local area, I thought a) it’s part of my own civic duty to go and help, and b) because I thought you know what, if the Council aren’t doing it let’s just go do it for ourselves.”

(Event volunteer, group interview with participants)

Moreover, having volunteers plan and deliver the improvement activities themselves meant that they were more likely to:

- address issues that are unique to their local areas more effectively
- address issues that are important to them personally
- take ownership of the project in terms of maintaining the improvements and organising follow up events
- build knowledge, skills and confidence around organising and participating in community based activities and events
- feel a sense of achievement with regards to their contribution to the events and outputs
- develop social ties with their neighbours as a result of the recruitment process.

Planter boxes

The planter boxes are highly popular amongst participants and the broader community and are again considered a key success factor in the scheme by both participants and project staff. Interviewees felt that the planters:

- have a high visual impact, both in terms of improving the appearance of the local area and in being the output from the improvement activities that non-participants in the community are most likely to notice
- promote ownership of and care for local place amongst participants and the broader community because they are built by local residents, rather than ‘bought in’
- promote team work and socialising amongst the volunteers building the planter boxes
- are effective in discouraging fly tipping.

“The planters were great as an activity for people to participate in – they got people working together, chatting, learning about one another and their history/stake in the area.”

(Event volunteer, group interview with participants)

These insights are supported by the public perceptions data, which found that the planter boxes were the most frequently mentioned activity amongst respondents who were aware of the Community Freshview events.

Tools and materials

The provision of tools and materials was a benefit of the scheme mentioned by all participants, particularly the skips, compost and wheelbarrows. Participants felt that these provided an added incentive for residents to get involved in the scheme and allowed those who normally don't have access to such tools to clear out and make improvements to their own properties.

“The skips are a huge benefit because we get an awful load of fly tipping, especially at the little street that we live in.”

(Event volunteer, group interview with participants)

“We put notices up on it saying ‘This is a community skip – please use’ and it's there just for the weekend and it will be full to the brim by the end of it.”

(Event organiser, group interview with participants)

Opportunity to take part in hands-on direct action

Participants were highly appreciative of the hands-on approach to Community Freshview and felt that this contributed to their sense of enjoyment and achievement:

“It actually more than met my expectations in terms of actually being able to do something more than just sweep a bit – the fact that we could go and paint stuff was really good.”

(Event organiser, group interview with participants)

“I think the direct action has worked well, as opposed to sitting and endlessly talking and planning around a table and behind closed doors. Getting out there in the context of where the issues are prevalent has worked fantastically – in enticing locals to participate and creating a spectacle of it.”

(Event volunteer, group interview with participants)

Low barrier to entry

There are a range of activities available to volunteers, allowing for a low barrier to entry in terms of skills and physical ability. In addition to this, volunteers can join in at any time during the events, which allows them to fit their participation in around their existing schedules. This is likely to reduce the perceived level of commitment required of volunteers.

Flexible structure

An important characteristic of Community Freshview is its flexible structure and lack of unnecessary process. This contributes to the ease of arranging an event for event organisers:

“The flexibility works well. It’s not stringent, there’s no red tape, no bureaucracy in it, people don’t have to fill in a form or application– they just call up and it gets going.”

(Project staff interview)

Lambeth Council has a detailed and ongoing risk assessment for Community Freshview, but no requirement for participants to complete health and safety forms. Instead, participants receive a health and safety briefing at the beginning of the events and only project staff are allowed to use Council-owned power tools. Allowing volunteers to undertake the activities in a ‘hands-on’ way can be crucial for building capacity.

Another characteristic of the scheme has been its ability to evolve and respond to residents’ needs, rather than adhering to a structure developed at the beginning of the project. For example, the highly successful planter boxes were first used in the scheme in 2012 following a request from residents and these have since been a feature in the majority of event.

“It wouldn’t work if it had a really strict structure. We didn’t do any project plans or anything at the start, so it’s been able to evolve and respond to real needs in a useful way.”

(Project staff interview)

Project staff

Participants at all three group interviews commented on the enthusiasm and professionalism of the Lambeth Council project staff, for example:

“I have to say it has been a pleasure organising it with Jason and his team because they have always answered their phones and emails and been willing to meet and it isn’t the same for all other departments.”

(Event organiser, group interview with participants)

“They’re really enthusiastic and I think the rest of us fed off that as well. Because they could have easily just sat in a van somewhere and said ‘you lot get on with it’ but they got involved right from the beginning – got their hands dirty and said you do this, do that and made everyone feel like they were contributing.”

(Event organiser, group interview with participants)

Event advertising to existing participants

At the beginning of each year, the project staff send emails to existing Community Freshview groups and post information on their Facebook page regarding dates available for events in the coming months. This acts as a reminder for groups to organise their next event and places often fill up extremely quickly. For example, within half an hour of emailing one group in February 2014, project staff had received five responses from participants wishing to arrange another Community Freshview event, demonstrating their enthusiasm for the scheme.

Word of mouth promotion

Word of mouth promotion plays a significant role in recruiting new residents and community groups to Community Freshview. This was evident in both the participant interviews and public perceptions surveys. Previous research by Keep Britain Tidy has found that “Storytelling, or word of mouth, is a strong source of information for residents” and is “Often particularly apparent in deprived communities where community ties are more pronounced”¹³. Word of mouth promotion has developed organically for Community Freshview, as the scheme has grown in popularity over the years.

Other factors that work well in the scheme include:

- the pre-event meeting, in which the event organisers meeting with the project staff at the Community Freshview site to discuss issues affecting the area and potential solutions.
- the provision of food and drinks at the events by participants and Lambeth Council. This provides an opportunity for volunteers to socialise while sharing food during breaks and may provide an added incentive for participation in the events, with groups often holding barbeques afterwards. Food is normally provided by the volunteers and topped up with snacks and drinks from the Council if required.

“Homemade food is a very big motivator – we mention in passing that if people want to do food at their events, it’s been very successful in the past. People usually come up with that idea themselves. There was one guy who persuaded his local butcher to donate 100 sausages for a Community Freshview event in return for showing the business’s poster at the event.”

(Project staff interview)

- additional community activities during the events, such as holding fundraising stalls, food and plant swap stalls, recycling stalls and a local history exhibition. These activities

¹³ *Whose Reality is it Anyway? Understanding the Impact of Deprivation on Perceptions of Place – A Perceptions of Place research paper*, complete edition, Keep Britain Tidy, 2011.

were identified by the Stockwell Green participants as success factors because they tend to draw people in who often go on to join in on the activity or become members of their Residents Association. The document review revealed that other Community Freshview groups also undertake these types of additional activities, e.g. one group runs a crèche during the events for participants with children.

Challenges

For project staff

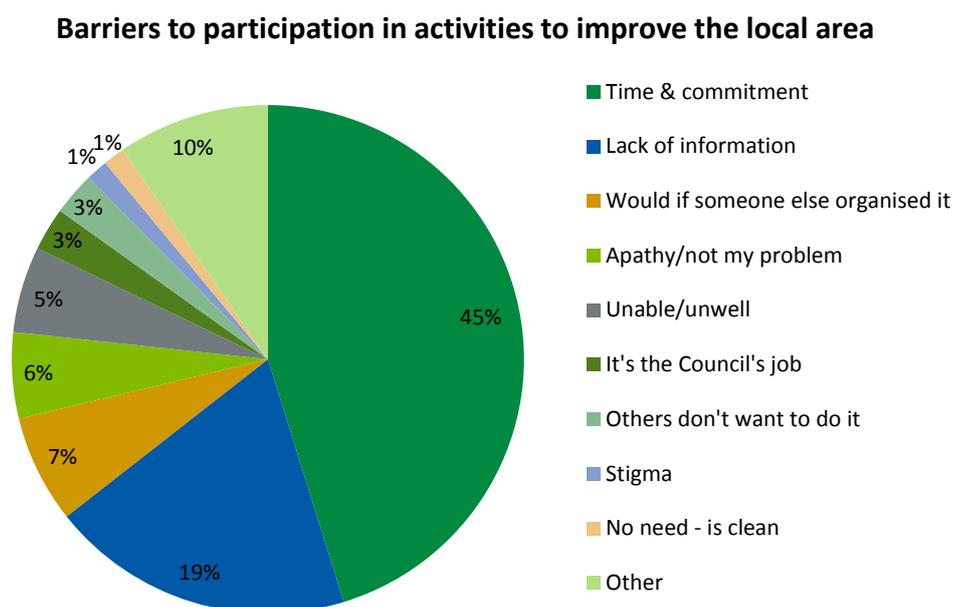
The main challenges in delivering Community Freshview identified by the project staff were:

- Limited funding, which affects the number and types of improvement activities that can be conducted through Community Freshview. The staff felt that the scheme would benefit from a set budget for each Community Freshview event to allow them more flexibility in purchasing any tools or materials specifically required for that event. Additionally, the scheme currently has no budget for advertising, which limits the capacity of the project staff to promote the scheme to the broader community.
- Low awareness of the scheme amongst the broader community and a heavy reliance on raising awareness through word-of-mouth (though this latter point is also viewed as a strength of the scheme, as it tends to be very effective in recruiting new groups and individuals).
- Involving people from culturally diverse backgrounds. Though not always the case, the project staff identified that participants predominantly come from white, middle-class backgrounds. The project staff would like to see a better representation of Lambeth's diverse population, particularly those from social housing.
- Stock control - ensuring that there is always enough of the tools and materials required for each event in the Community Freshview van can be a challenge, particularly during busy periods.

Barriers to participation. The barriers to participation identified by respondents in the public perceptions survey are shown in

- Figure 11 below.

Figure 11: Barriers to participation in local area improvement activities identified by survey respondents



Public perceptions surveys phases 1-4; base=72

As shown, perceptions around the level of time and commitment required and a lack of information are significant barriers for potential participants. Keep Britain Tidy's *Breaking Barriers* research¹⁴ (2011) suggests that being explicit about what participation in activities like Community Freshview would involve can be an effective way to overcome these barriers. The research recommends thinking about what it is that people need to know, both logistically and emotionally. For example, in addition to providing information about 'who, what, where and when', explain to these potential participants why the project needs them and what they could offer. The *Breaking Barriers* research suggests that people who are on the edge of getting involved benefit from being able to see how their contribution will really add value.

For participants

The main challenges in organising and delivering the Community Freshview events identified by the Russell's Footpath, Lansdowne Hill and Stockwell Green participants were:

- Plants theft – the Stockwell Green group experienced a series of plant thefts during the early stages of its involvement, while a single plant was stolen from a Russell's Footpath planter box shortly after the first event. The Stockwell Green group reported that they had not had a plant theft for at least a year, but were unable to determine whether this was due to notices they attached to the planters to discourage thefts or to the plants growing more robust root systems, making them difficult to pull out.

¹⁴ *Breaking Barriers: How to get people involved in their community*, Keep Britain Tidy, 2011.

- Money for plants – Community Freshview groups often purchase the plants themselves or contribute plants on top of those donated by Lambeth Council’s parks department. The Stockwell Green participants identified this as a potential challenge because the number of plants required for larger planter boxes can make it an expensive purchase, particularly for groups wanting to “make a splash” in terms of having a visual impact. The Stockwell Green participants recommended trying online plant outlets, wholesale farmers markets (such as the New Covent Garden Market in London), end-of-season hardware store sales and cultivating cuttings from participants’ gardens to minimise costs. The Stockwell Green participants fundraise for their plants through various activities, but felt that having no money for plants was unlikely to prevent them from participating:

“No [it wouldn’t prevent us], because there are other things you can do without plants. Because Freshview is about cleaning up an area as well... and repairing things.”

(Event volunteer, group interview with participants)

“And you can always get the planters done with a view that people can then contribute divisions of plants and this sort of thing, so you can build them up slowly.”

(Event organiser, group interview with participants)

- Recruitment of volunteers – this can be a challenge for new groups who encounter in residents the barriers to participation described below. The Stockwell Green interviewees have found ‘witness recruitment’ a particularly effective way to involve new participants. The project staff have found that people are more likely to get involved if the activity takes place in their own street, however this was not the experience of Russell’s Footpath, where there was a large number of volunteers who felt very strongly about the issues affecting the footpath.

4. Recommendations

The following recommendations are based on the suggestions of the project staff, participant interviewees and Keep Britain Tidy.

Recommendation 1: Keep delivering and developing Community Freshview

This evaluation found many positive outcomes to support the continued delivery and development of Community Freshview. These included improvements in cleanliness, awareness and attitudes towards the local environment alongside community capacity building outcomes such as strengthening community, ownership, legacy and wellbeing. The project has also helped improve trust and understanding between residents and the council towards common issues and goals. This is important for Lambeth as a 'co-operative council' but also for any council looking to do more for less by working in partnership with rather than purely delivering services for its residents.

Recommendation 2: Continue to undertake NI195 surveys before and after a sample of Community Freshview events each year

We recommend Lambeth Council continues to undertake monitoring of cleanliness before and after a representative sample of Community Freshview events each year. This will add more evidence to the evaluation undertaken here.

Recommendation 3: Explore how we can scale Community Freshview by taking the approach to other local authorities

The model used in Community Freshview could be run by any local authority across England and there is real potential to scale this project more widely. Lambeth Council have already had requests from other London Boroughs to learn more about the scheme and see it for themselves. We recommend that Keep Britain Tidy alongside Lambeth Council and at first other London Boroughs work together to explore how we can scale the scheme to a London wide level.

Perhaps the most important element of any replication of the scheme is that it is flexible enough in structure to respond to the real needs of local residents and it should be noted that these needs might be different to those of the Lambeth residents described herein.

Land managers wishing to replicate the scheme will also need to have the following in place:

- Access to a van that can be used as required for transporting tools and materials to the events;

- A minimum of one part-time project staff member (or a full time staff member shared across multiple local authorities). The staff will need to have knowledge of what types of tools would be needed for the various activities residents wish to undertake, knowledge of how to use them, and health and safety training. The staff must also be enthusiastic, have strong communication skills, be easily contactable by residents and enjoy working with people;
- Flexibility in terms of the structure and development of the scheme; and
- A detailed health and safety risk assessment.

It is recommended that land managers wishing to implement the scheme also take the key success factors and opportunities for improvement discussed above into account when developing their version of the scheme.

Recommendation 4: Invest in greater promotion and advertising of Community Freshview

Community Freshview is normally fully booked during spring and summer, the scheme could benefit from more advertising to promote the successes of the scheme and reach a broader range of communities (noting that increases in demand may need to be addressed, e.g. through additional resourcing or by increasing the number of established groups who are able to deliver the scheme on their own). There is also scope for improving participants' access to information about the scheme online and through group-to-group knowledge sharing.

- Celebrate this successful and award winning scheme through communications and public relations, as there is more that Lambeth Council could do to share the successes of Community Freshview. Raising awareness of Community Freshview in this way may attract new groups and participants to the scheme, and potentially new sponsors or donations from the local business community. Use stories, online videos, case studies and quotes to communicate the successes of the scheme effectively. There are likely to be skilled members of the community who could be called upon to develop such communication tools for free.
- Work with local businesses, such as supermarkets, grocery stores, take-away shops, newsagents, to promote the scheme in store/at the till. Ideally this advertising will include an example of a Community Freshview event that has taken place in that particular area.

- Use short case studies to communicate to potential participants how Community Freshview works and what can be achieved through the events. These case studies should be made available online and could be included in other advertising and promotion as appropriate. The case studies should include the following components:
 - a. What motivated the local resident(s) to organise a Community Freshview event
 - b. The local issue(s) to be addressed through the event
 - c. What happened after the resident(s) contacted the Council
 - d. How the resident(s) recruited other volunteers to the event
 - e. The activities delivered on the day by volunteers and Council staff and the tools/materials provided for these
 - f. The outputs and outcomes of the events
 - g. Details of any follow up events to demonstrate how Community Freshview events can grow into something bigger for local communities
 - h. Quotes by event participants and the broader community to demonstrate the benefits and impacts of the event
 - i. Photos of the event and/or outputs.

Recommendation 5: Increase efforts to engage more diverse communities

Both the project staff and participant interviewees felt that Community Freshview would benefit from the inclusion of a broader cross-section of communities to represent Lambeth’s diverse population more effectively. It is therefore recommended that efforts be increased to recruit volunteers from a broader range of socio-economic and cultural backgrounds. For example, Lambeth Council could use case studies to showcase Community Freshview events that have been delivered successfully in social housing areas and/or by diverse communities. These could be distributed through roadshows, leafleting and other advertising targeted to those communities. Lambeth Council could also work with community groups to promote the scheme to these target groups, such as local English conversation groups, faith groups, cultural interest groups (e.g. the Ethiopian Community in London based in Stockwell and the Somali Community Centre in Streatham) and the Stockwell Partnership, which works with a range of residents, businesses and community groups in the area.

Recommendation 6: Trust in the abilities of potential community champions and be flexible in support provided to them

The project staff felt it was important to recognise that Community Freshview does not rely on natural community champions or leaders to organise events successfully. The staff have observed seemingly shy or disorganised participants excel in their recruitment of volunteers and delivery of activities. The staff felt that to this end it was important to approach the community engagement aspect of the scheme with a positive attitude and be flexible about the amount of input project staff have in recruiting volunteers and directing activities on the

day, depending on circumstances. For example, the Stockwell Green and Russell's Footpath groups were organised by established groups who were already very active in their communities and required little input from the project staff to conduct volunteer recruitment activities. Conversely, the Lansdowne Hill group were new to organising and participating in community events and sought a high level of assistance from the project staff in recruiting volunteers.

Recommendation 7: Keep Community Freshview webpages up to date and expand the online guide to Community Freshview

Keep the 'upcoming events' information on both the Council website and Community Freshview Facebook page up-to-date, including details of who to contact to get involved. Lambeth Council could consider using a simple interactive map on the webpage to show upcoming events, e.g. for residents who wish to view or participate in a nearby event.

Lambeth Council currently has a guide to Community Freshview available on its website, but the Russell's Footpath and Lansdowne Hill participant interviewees (representing new groups to the scheme) felt that this could be expanded on to include more detailed information about the process of participation, mostly because they were unsure about their roles and the tools and materials available in the lead-up to their events. The provision of such information is also likely to benefit residents 'on the edge of participation'. It is recommended that an online package be developed for Community Freshview that includes a step-by-step guide to the process of organising an event, exhaustive lists of what is available in terms of activities, tools and materials, unbranded templates for recruitment leaflets/posters and planter box notices (used to communicate to the broader community that they were built by local residents), and case studies with photographs of other events that have taken place successfully. It is acknowledged that Lambeth Council may not wish to impinge on participants' creativity and initiative by being too prescriptive about the various components of Community Freshview, therefore the guide could be framed to encourage people to contribute their own ideas (as it currently does) and could be updated with new types of activities as they arise.

Recommendation 8: Facilitate group-to-group learning and encourage word of mouth to spread the scheme

The Stockwell Green group interview revealed that repeat participants of Community Freshview events may have a wealth of insights and learnings from their experience that could be shared across other groups to promote best practice. For example, the Stockwell Green group had ideas around fundraising for plants that could benefit other groups and also identified that screws work better than nails in the planter boxes. Lambeth Council could take measures to facilitate group-to-group sharing of improvement ideas and other learnings, e.g. by providing a space on the scheme Facebook page, website and/or e-newsletter where

participants can make contributions or by encouraging meet ups between neighbouring groups. Write-ups should ideally be written by the participants themselves.

Utilise word of mouth promotion to raise awareness of the scheme in a cost effective and strategic way. For example, practitioners could specifically ask early adopter participants to talk about their Community Freshview experience with their neighbours, family and friends. These practitioners could also attend Residents Association, Neighbourhood Watch and other community meetings to speak about the scheme in a relevant context with people who are likely to have an interest in improving their local area. Keep Britain Tidy's *Perceptions of Place*¹⁰ research offers the following advice for facilitating word of mouth promotion:

"Become an active part of the perception networks that have your services on their lips. Figure out what it is about a story that makes it worth talking about and see if you can enter the debate with stories of your own. Make sure they are stories with the 'talkability' factor."

Recommendation 9: Test new types of visible on-street community owned infrastructure

The planter boxes were only introduced into Community Freshview in 2012 and have since proved a mainstay of the scheme, very popular with participants. By trialling new activities, Lambeth Council might discover an initiative just as popular and effective.

Recommendation 10: Explore developing and testing a Community Freshview for local businesses, registered social landlords and housing associations

Finally we believe there is great potential for local retailers to run their own Community Freshview. The improvement of local shopping streets in preparation for the Olympic Games and torch procession across the UK including Lambeth was a great success. Local retailers will also benefit from less litter, more engaging and vibrant shopping environments and a 'community or independent' feel for shopping environments. A Community Freshview for businesses might be a great way to enable this.

5. Conclusion

Overall, Community Freshview is successfully meeting its objectives. The scheme promotes care of local place in both participants and the broader community and appears to reduce the presence of litter in the longer term. There is clear evidence that the scheme builds the capacity of communities to improve their local environment and contributes positively to participants' health and wellbeing. The scheme has also contributed to improved awareness and attitudes around litter and care for local place, both in participants and the broader local community. Additionally, there is evidence that the scheme improved perceptions of personal safety at the event locations.

A key success factor in the scheme is that it is community-led, enabling residents to use their local knowledge in planning the improvements and increasing their sense of ownership of the local area. The recruitment of local residents to the scheme by other residents is also highly effective. Other success factors in the scheme include the popular planter boxes, hands-on nature of the works, the provision of tools and materials to which some participants would otherwise not have access, and the low barrier to entry.

It is clear that Community Freshview is highly regarded amongst participants and the scheme is normally fully booked during spring and summer. However, there is scope for improving the advertising of and communications around the scheme to reach a broader range of audiences and Keep Britain Tidy has made a number of other recommendations to increase its overall effectiveness. Keep Britain Tidy strongly recommends that other land managers replicate the scheme in their areas to promote care of local place, taking the findings and recommendations of this evaluation into consideration.



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