

Peabody's Hackney Response

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Peabody's Approach to Community Investment

- Be place-based
- Respond to local need (co-production)
- Work in partnership
- Co-investment in local areas



Peabody's Approach to Community Investment

£6 million a year investment across London, working in partnership our goals are to:

- Boost incomes
- Build engaged and active communities
- Broaden access to services and opportunities



Peabody's Investment in Hackney

Hackney has been a priority borough for Peabody for many years, with a long-standing commitment to Employment & Training and Youth Services since we took over management of the estate in 2000.

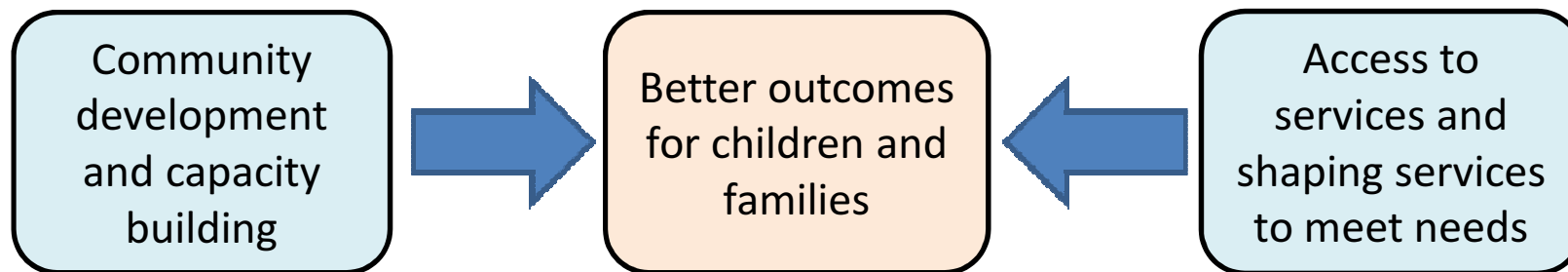
In 2013, we formed a partnership with Hackney Council to establish the Pembury Children's Community, a ten year programme launched in 2015 (more info to follow).

In 2015 we opened Peabody's largest Community Centre on the Pembury estate, hosting a wide range of services (local Children's Centre, midwifery, community psychology, adult education) and providing free meeting space for local residents. The centre receives over 500 visitors each week.

In 2018, we established the Hackney Community Investment Network with other HA partners – this has included pooling budgets to run a range of training courses for HA residents across the Borough, co-ordinated with HCVS, as well as the regular sharing of good practice.

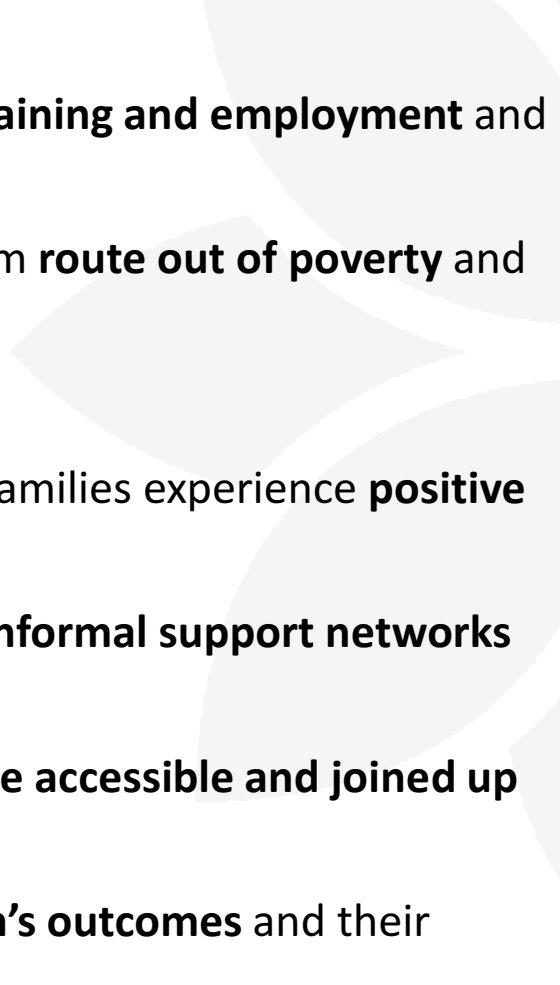
Pembury Children's Community

A partnership between local people and Peabody, Hackney Council, local schools, health and the voluntary sector, to deliver an ambitious 10 year vision to improve the lives of children and families on the Pembury estate



“Pembury Children’s Community – enabling young people to get the best out of life”

Pembury by 2025:

- Pembury children are more **ready for school**
 - Pembury children and young people are **in education, training and employment** and on the way to achieving their ambitions
 - Pembury families experiencing poverty are on a long term **route out of poverty** and are more able to manage financial difficulties
 - Pembury children and young people are **safe and secure**
 - Pembury children feel healthy and happy and Pembury families experience **positive wellbeing**
 - Both young people and parents are more connected to **informal support networks** that create opportunities and meet needs
 - Service providers can demonstrate that **services are more accessible and joined up** across children’s school/home/community lives
 - We have developed a **model that can transform children’s outcomes** and their neighbourhoods
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Current workstreams

1. Pembury children are more ready for school
2. Pembury young people transition to adulthood happy, healthy and safe
3. Routes out of poverty for Pembury families
4. Community members are empowered to develop supportive networks and drive the Children's Community forward



Workstreams

• Pembury children are more ready for school

- Ready for School project

Co-location of services e.g. Children's Centre sessions, First Steps

Children receiving monthly books and attending reading groups

Playbox – early literacy support for 2 year olds

Transition to adulthood

- 1 to 1 case work support to help young people progress into/within EET

Peer to peer support group

Weekly youth club and girls group

Improved partnership working between Peabody/Young Hackney/Mossbourne Academy

Homework clubs/Maths & English tuition

• Routes out of poverty for Pembury families

- Providing pre-employment support and help to get into work

• Increasing access to financial advice

• Supporting families in arrears

• Improving access to adult education

• Peer support networks e.g. Dad's Zone

Impact of Pembury Children's Community

- Sheffield Hallam 3 year evaluation (June 2020) has found:
“...the Pembury Children's Community has matured into a comprehensive programme which is supporting a range of services to children, families and young people and perhaps more importantly has embedded collaboration and innovation and a focus on the whole child and family into the service landscape on the estate. This model is gaining wider traction as an exemplar of successful place-based working which is influencing the work of partner organisations across the Borough and more widely”
- Cited as promising practice by the Early Intervention Foundation (2017), Social Mobility Commission Report (2017) and the Centre for Equity in Education (2017)
- Peabody is now developing more local area approaches across London, using our learning from Pembury.

Peabody's Approach to supporting Hackney residents during the Covid-19 pandemic

- Coordinated support and advice for **496** Hackney households (including food aid, medication, financial/ employment advice, support for mental health, bereavement counselling)
- Wellbeing calls and needs assessments for **486** over 70s
- On Pembury, local Peabody staff team have been made weekly calls to parents, young people and older people; delivered a series of online sessions including parents groups, dance classes, cooking classes and wellbeing sessions; and made use of existing relationships with schools to ensure food parcels, school work and IT equipment reach families
- We've developed strong relationships with mutual aid groups and have collectively provided rapid support to those most in need
- We've actively participated in HCVS' 'Neighbourhood Conversations'

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