

# United Way Hubs Convening Project

## Learning Report: April 7<sup>th</sup>, 2016

Prepared by: Laurie Cook

### Overview

During this session, as usual participants review #5's from last month / sprint, and then moved into a world café that was designed to address some suggestions from last meeting and help prepare the ground for the final meeting on May 5<sup>th</sup>. Results are in reverse order of questions.

### 3. What needs to happen next?

- More strategic collaboration with Art Hives; Ryan Veltmayer the contact
- More storytelling to inform at all levels & to attract partners; ie. video – they need to be designed for each audience
- Incentivize community liaison work; neutral liaison people can very effective in bringing divided communities together
- House the template, connections to people with knowledge on how to develop hubs – but understanding the philosophy is key – lens is capacity building and strength-based
- Visit existing hubs that are doing something similar to what you are trying to do
- Conversation in the media about hubs
- Support from all levels of government; normalize hubs
- Language of “hubs” could be a barrier; ie. hub & spoke model by municipality re: creation facilities
- Communicate to government departments that hubs are ready to support / enhance their work, not duplicate
- Integrate this process into the centre plan process; write hubs into policy, remove regulatory barriers
  
- Stage mapping; where are people at to determine needs? Where do the resource people fit in?
- Mentoring
- Resource + partnership mapping
- Education & communications; what is a hub? How do people get involved?
- Form a core team to build the hub network
- Facebook group or forum where hubs can communicate where they are at and how they're moving forward, pose questions
- Figure out how to proliferate into rural Nova Scotia
- Community dialogue around the hard questions; what exists, where do we put the resources, who does the hub? Where is the hub? What does the hub provide?

- Be innovative in business model

## 2. How to prioritize support for different hubs?

- NEED – recognized by community
- READINESS – community + people + partners leads to OPPORTUNITY + WILLINGNESS to bring skills and services together to collaborate on having greater impact. Have the PARTNERSHIPS in place
- Q / how to evaluate readiness
- Map where the need is and where it's already being met
- Plan for evaluation of the hub; lots of complexity
- Innovation; hubs can meet needs while gov't policy catches up
- Support can kickstart a hub where there is readiness
- Education about what a hub is; elevator pitch BUT power is in the experience of a hub, video that tells the story
- 'Social Purpose Real Estate'; community is not being leverage for community benefit; ie. St. Pat's Alexandra – requires expertise and capacity
- need a plan for sustainability
- issues related to aging populations
- spatial / statistics for demographics / geographic; literacy, employment
- community asset mapping; what's there, what can we tap into?
- Health-related issues; surges in phenomenon such as mental health issues, obesity
- Sustainable action plan; provide support to develop good ideas
- Community support; community partners + relationships
- Shift in economic climate; loss of major employers, people who went west now coming home
- Partnerships with social enterprise
- Share resources
- Support for communities lacking services
- Funding for staff to nurture collaboration
- Social return on investment (SROI)
- Very clear outcomes, what's different for the people? Sustainable business model
- Keep strong personal relationships with developers

## 1. What makes a great hub – practically speaking?

- Open door policy
- Accessible – location, physical access, parking, transit, walkable; all accessibility barriers are minimized, regardless of income; welcoming
- Variety of different spaces for different uses; including quiet spaces

- Human resources; staff or core volunteers to help with regular hours
  - In-house services & visiting / rotating 'interant' services and co-location
  - Information hub; portal / community calendar, census / demographic data
  - Comfortable space; informal gathering & coffee
  - Gathering space
  - Regular consultation with community partners; avoid duplication of services
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- Doors are open; limited hours can be a barrier
  - Food; space to prepare or food available, commercial kitchen? Cooking classes, knowledge sharing around food
  - Location is key
  - Space has to have a 'wow' factor; good feeling, bright, high quality, incorporate art to make it visually pleasing
  - Space must be versatile; make it a place that can be rented out (kitchen, chairs, tech)
  - Accessibility; all ages and abilities
  - Sustainable; in all ways, business model
  - Needs to be welcoming
  - Bike racks
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- INVITING, WELCOMING, INCLUSIVE ATMOSPHERE; the built environment – is it bright? Can you see yourself in it? Your people? Your tribe? Safe? Cultural – interpreters removing language barriers.
  - SIGNAGE; visual image instead of words, literacy, symbol language
  - ACCESS; how do I get there (bus, feet/walk, drive, bike), can I get in the space, hours of operation posted
  - PROXIMITY; to community traffic, where people are, near food – Coffee! Other complimentary services – learn from Permaculture; nesting things together based on how often they are needed, used and complement each other
  - ZONES; what needs tending to more strategically, clustering (90% planning, 10% work)
  - LINGERING SPACE; hang out, stay awhile, in between spaces, social
  - PURPOSE; what's the reason you go? It needs to meet practical needs first and then where can we go?