The key to supporting key-figure residents

A qualitative research exploring the needs of residents to actively and sustainably contribute to the neighbourhood

01 PURPOSE

BACKGROUND
- Loneliness is a growing problem worldwide
- Severe loneliness has a mortality factor similar to smoking and obesity
- Interventions aimed at community building and personal contact are most successful
- AGP project in 2018 concluded that residents who actively contribute to the community (key-figures) play an essential role
- There is low emergence of key-figures, and many lose motivation

CONTEXT
- Loneliness is growing in Amsterdam
- 80,000 of inhabitants is severely lonely
- Osdorp has highest amount of lonely people

23% of people is severely lonely

RESEARCH OBJECTIVE: to provide recommendations to the city district of Amsterdam Nieuw-West on how to stimulate and facilitate the development of a sustainable community leadership programme designed to combat, by gathering information from key-figure residents about their experiences and/or perceptions on the process of initiating a neighbourhood activity

RESEARCH QUESTION: What are the needs of the key-figure residents to initiate sustainable activities aimed towards community building?

02 METHODS

STUDY DESIGN
Participants: 17 residents that have done something, or want to do something for the neighbourhood
Sampling method: Purposive sampling ➔ snowball sampling
Data collection and analysis: Semi-structured interviews with open-ended questions

CONCEPTS
- Human capital: personal skills e.g. making a plan, knowing the audience
- Social capital: social skills e.g. reaching the right people and knowing the right people
- External factors: external factors such as the municipality or involved organisations

03 RESULTS

HUMAN CAPITAL
- People usually did not lack any skills. If they did, appropriate support was sufficient

EXTERNAL FACTORS
- The municipality has people working within the neighbourhood. Most people do not know exactly what these people do. They have proven valuable with the people that know
- The neighbourhood committee is a barrier for many
- Many people do not know where to go with their plan

SOCIAL CAPITAL
- Reaching the right person was considered one of the most important factors. Almost all obstacles could be faced if the right person or organisation could be involved

04 DISCUSSION & RECOMMENDATIONS

DISCUSSING KEY RESULTS
- Central person: People rely on a single person in their social network to receive support from for their personal as well as their social endeavours.
- Personal civil servant: A position in the neighbourhood that actively tries to engage residents, facilitates key-figures
- Contextual circumstances: If the local neighbourhood board functions better, this barrier would be resolved, A personal approach is important

STRENGTHS AND LIMITATIONS
- STRENGTHS
  - Extensive rapport building allowed for rich and personal data
  - Wide variety of observational logbook entries due to continuous participation with activities
- LIMITATIONS
  - Consulting feedback about recommendations with residents caused confirmation bias
  - Roughly 75% of respondents come from 2 community centres

RECOMMENDATIONS
- Permanent intern in the area
- Create a social map
- Train the local boards

CONCLUSION
- There is no need of a resident leadership programme.
- People need personalised assistance and awareness of the possibilities. (theory of personalised approach)

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