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 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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