



**EDEN** City Outreach

# Community Support Network [CSN]

Bringing local people together  
to build stronger communities

# Our Vision:

‘Change’ is a community affair; we are all responsible for social and economic stability and security; and ‘**in it together**’ means all of us—connecting and collaborating as we learn and grow.

**Community Support Network [CSN]** is more than a social enterprise, it is a vision. CSN has the potential to enhance quality of life and transform the way we do community across the UK. And it is powered through the united efforts of ordinary people.

CSN supports local people to work in harmony, as community collectives, in responding to shared needs, concerns and aspirations. Whole communities can grow stronger and more united as together they collaborate to overcome deprivation, inequality, discrimination and injustice.



## CSN Formula for Success:

$$Mi = \frac{+P}{-O} \quad \frac{\text{Mass Participation} + \text{Minimum Obligation}}{\text{Maximum Impact}} =$$



# Change is a community affair

CSN invites, encourages and supports local communities to pull together to respond to common aims and challenges.

As Britain recovers from the impact of the Corona Virus, we have an opportunity to redefine how societies and communities function—to examine what we value most, and to explore how we can better protect the vulnerable and the vulnerabilities within our local communities.

Through pooling otherwise limited time, finances, knowledge and resources, local people can be supported to achieve the extraordinary—improving their resilience to everyday challenges and the unimaginable and unforeseeable.

[1] Office for National Statistics: Suicides in England and Wales: 2020 registrations

[2] Joseph Rowntree Foundation: UK Poverty 2020/21

[3] LSE: Social Policies and Distributional Outcomes in a Changing Britain - 2021





# Socioeconomic recovery, stability and security

“The poor are not poor because they make bad decisions; the poor make bad decision because they are poor.”

Professor Sendhil Mullainathan

## Behavioural Insights

Behavioural and social science provide invaluable insight on the challenges of overcoming protracted socioeconomic hardship. Already, ‘Nudge’ architecture is widely employed in both the private and public sector to gently nudge the way everyday decisions are considered—without eroding freedom of choice.

Making healthy choices is just one feature of the multifaceted CSN approach to nurturing long-term social transformation. Responding to the trauma of scarcity—the psychological impact of poverty, and the catalysts that can themselves become barriers to change—are equally vital to enabling communities to successfully navigate and sustain socioeconomic recovery.

## Digital Technology & Innovation

CSN maximises the advantages of digital innovation to enhance local cohesion. Its support networks will enable individuals to effortlessly identify and connect with like-minded others, creating a safe and secure space for civil and social engagement.

CSN digital solutions create the means to enhance the application of behavioural insights, facilitating widespread communal social support that can counteract isolation and exclusion.



# Community Support Network —in it together

CSN will provide real-time, representational and accurate **Big Data Analytics** and reporting, based on real-lived experiences—enabling communities to better predict and plan for future needs.

Community Collectives, with CSN and Partner support, are assisted in developing a response to both the **practical** and **psychological** impact of socioeconomic barriers and challenges.

Through contracted and voluntary **Partnerships** with local providers, CSN can coordinate professional, specialist and technical expertise into holistic **Communal Social Support** offerings.

**CSN** combines a digital platform (community network) with professional support, and extensive engagement, to facilitate community-led social transformation.

**CSN Communal Solutions** encourage whole communities to pull together to respond to common needs, concerns and aspirations that have the potential to provide widespread local benefits.

Supported by their local CSN, **Community Collectives** are enabled to pool their efforts and resources to identify and implement joint solutions to what are often shared objectives.

CSN tailored **in-house services** ensure each community collective has access to the right tools, skills, resources and support that are essential for success.

What if we change the  
way we think about  
**social support**

?



# Getting to the root of the matter

With the right tools, support and resources, ordinary people can achieve the unimaginable...

CSN will help the atomised to explore beyond the individualised manifestations of everyday challenges **[the point of impact]**. Instead, their personal experiences will help to identify commonality and understand the underlying root cause or catalysts **[the point of origin]**.

Focusing on the essential root of the matter can enable even polarised communities to unite in developing shared solutions that affect the widest possible social benefits.

CSN exploits digital technology to enhance social integration through communal support solutions that organically transcend common social barriers.

The pooling of even the smallest efforts and resources means all can make a valuable contribution, without fear of becoming overburdened, while allowing community collectives to achieve more for less.

With the right tools for the task, the collective wisdom, and essential support, ordinary members of the community can have an extraordinary impact on their lives and local neighbourhoods.





# Behavioural insights & social transformation

Extraordinary scientific breakthroughs have established that as wonderfully unique and varied as we all are, we are also incredibly similar—no more so than in our cognitive and psychological functions.

Behavioural and Social Science don't just seek to explain human behaviour and interactions, they can equip us with the tools to overcome challenges or barriers and successfully navigate life enriching growth and change.

Across multiple areas of research and scientific disciplines three key responses emerge as vital to facilitating sustainable socioeconomic transformation:

**1.**  
Negate the material impact of scarcity

**Science of scarcity research from Prof. Sendhil Mullainathan, evidences that without appropriate intervention unhealthy decisions (predictably irrational mistakes) are almost certainly guaranteed.**

**2.**  
Respond to psychological and cognitive barriers

Community Support Network [CSN] will make it possible for entire communities to work together to create the right conditions to sustain socioeconomic recovery and long-term transformation.

**3.**  
Counteract detrimental external factors and conditions

# Realising new hope, potential and possibilities

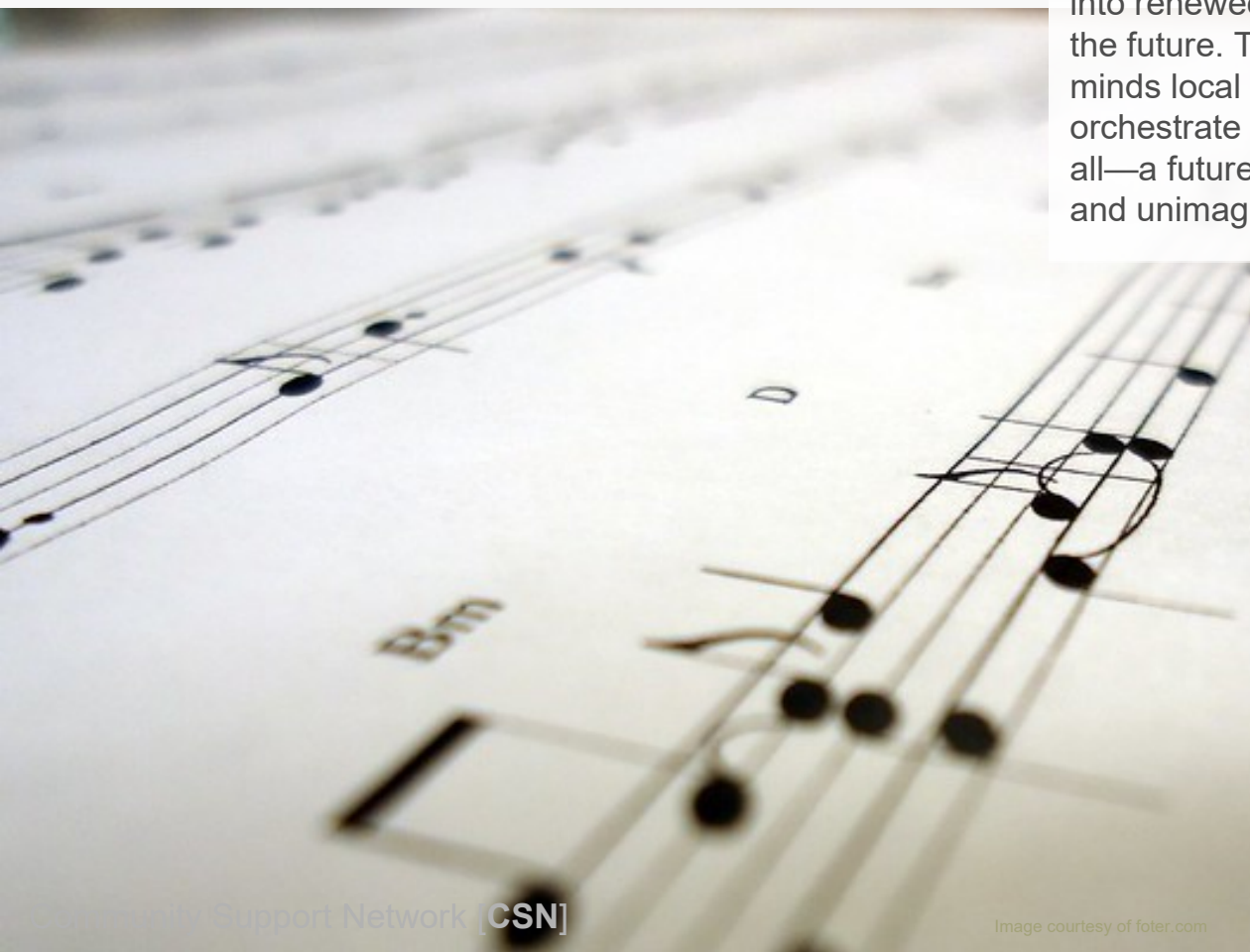
There is more that binds than divides  
us and scope to unite in establishing  
shared life values and principles.

Community Support Network [CSN] affords local community collectives access to experiences, opportunities and possibilities that might otherwise remain unattainable to them as individuals.

Together, communities can cultivate the space to create: to dream, explore and innovate—to turn painful past experiences into renewed hope and a healthy narrative for the future. Through united voices, hearts and minds local people, with one accord, can orchestrate a brighter future that belongs to all—a future filled with countless possibilities and unimaginable new experiences.

CSN can amplify the opportunities available to local people, such

as those within the Localism Act 2011—creating ways for communities to get more involved in realising the potential of publicly owned assets. With CSN support, Community Reclaim and other rights can be maximised to reinvigorate unused or underutilised spaces and resources, turning them into socially thriving and commercially viable, community-run enterprises: Edible gardens, cafés, artisanal outlets—cultural initiatives to inspire, create employment, future project funding and ensure financial sustainability.





# Ways whole communities can get involved

CSN is an invitation for whole communities to connect and collaborate on an unprecedented scale

## Professional Engagement

Professional insight and experience is vital to developing holistic, sustainable communal social support solutions.

## Community Engagement

The needs, concerns and aspirations of the community—their unique and personal stories—sit at the heart of the CSN model, allowing local people to shape CSN services as members or volunteers.

## Specialist Support

Specialist expertise and support are essential to long-term social transformation. Interest is invited, particularly in regard to collaborating on research and development on CSN technology and Behavioural and Social Science.

## Fundraising & Donation


CSN will be, community-led, independent and run for the benefit of the whole community. Financial sustainability is achieved through nominal membership fees, fundraising, donations and commercial social enterprises, enabling everyone to participate.

## Community Projects

Community initiatives and enterprises will focus on addressing local challenges, improving social integration, providing mental health support, and or ensuring the financial viability of the local CSN. Whatever the primary objective, community cohesion will sit at the heart of every CSN project.

## Partnerships

CSN is designed to succeed in collaboration with the local community—resident, professional and corporate. Opportunities exist for formal partnerships, volunteering, i.e. through Corporate Social Responsibility [CSR] programmes and or in an oversight capacity, such as auditing or on the CSN Board of Trustees.



When we each play a small part,  
together we can make a big difference.

**EDEN City Outreach**  
Building Stronger Communities Together

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