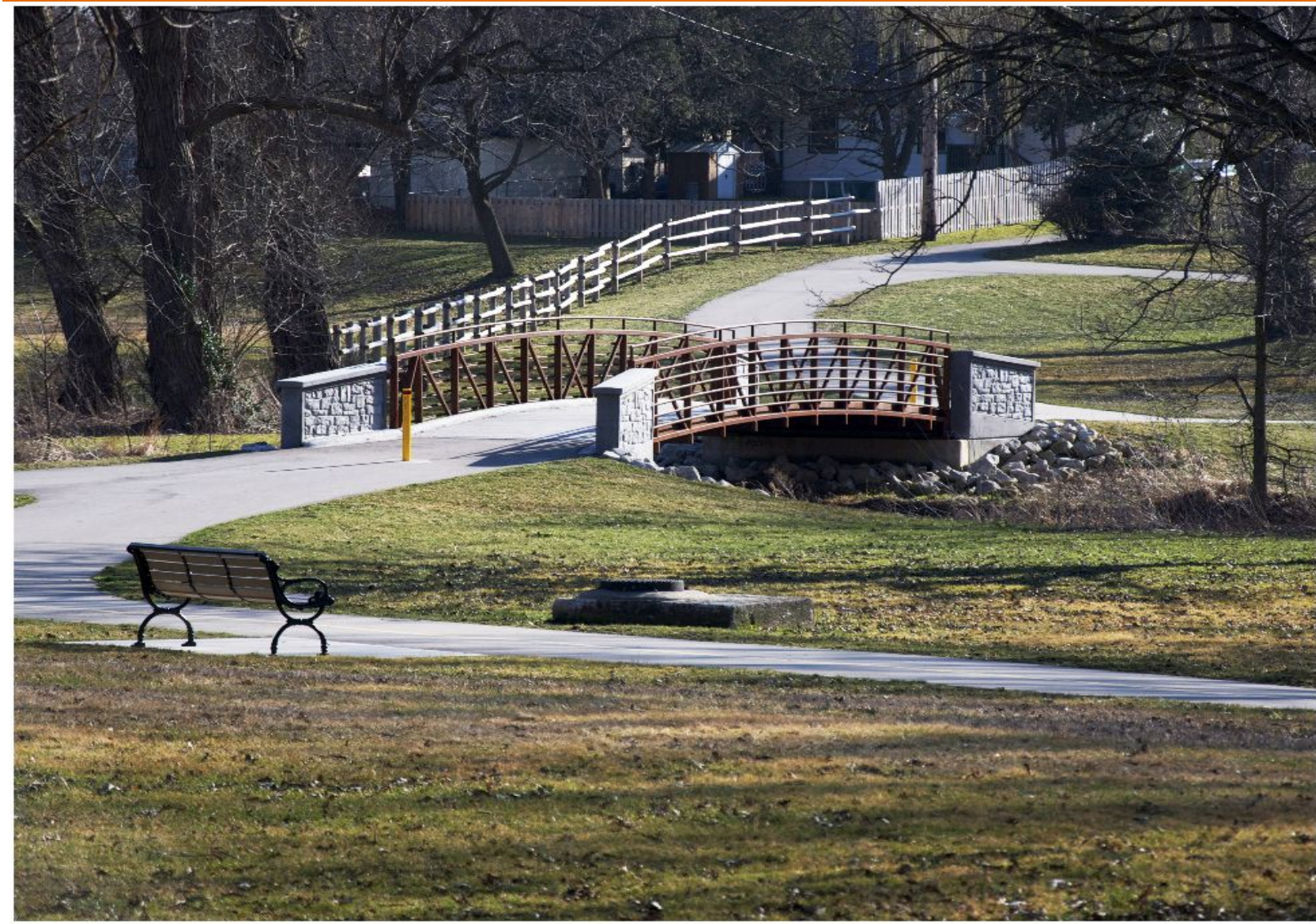




Argyle Neighbourhood Action Plan



Mission of the Argyle Community Association

The Argyle Community Association (A.C.A.) represents the common interests of the residents of the Argyle area. We promote the well-being of the community and the City of London, and protect and improve the quality of life in the Community and the City. We encourage citizens and members of the Association to be informed and participate in the community.

Argyle Neighbourhood Vision

We are a proud collective voice of a diverse Argyle community, promoting, coordinating and implementing all aspects of community planning through resident participation. We will maintain a welcoming, vibrant, thriving community successfully building close knit and safe Argyle neighbourhoods.

About the Logo

The colours and motifs used are intentional, to signify some of the key elements that were gathered through neighbourhood conversations, research and with input that resulted from the community at the April 17, 2013 Building Bridges Open House event. The green represents the growth/green space/parks. Orange represents warmth/inviting nature that is inherent in the comments provided by the public participants at the Argyle Open House event.

Comments included:

- Argyle is a vibrant, family friendly, caring and lovely community.
- Warm, friendly, welcoming, home.
- Great place to live and raise a family.

The sun represents Argyle as an eastern London neighbourhood (ie. the sun rises over Argyle!) and references the original A.C.A logo, the people represent the community/pride/close knit nature of the community while the houses and businesses represent the vast appeal of the broader community.

A message from the Strengthening Neighbourhoods Argyle Committee

The residents of Argyle are proud of their community and care deeply about its future development. This sense of mission has motivated a dedicated group of residents to participate in an extensive series of workshops and meetings during the past 18 months.

Strengthening Argyle speaks for the residents of Argyle as well as many community stakeholders representing a great diversity of cultures, backgrounds and services.

Strengthening Argyle applauds Council for encouraging and supporting them to participate in a broad process of consultation. Extensive consultation with the people who live here is indeed the best foundation for building the future of Argyle, to create an even healthier and more vibrant community than we are already very proud of.

Under the proficient and skillful facilitation of City of London staff, Strengthening Argyle has met formally for many hours over the past 18 months as well as countless hours of study, conversation, surveys, events and volunteerism around the issues and challenges of fostering a stronger community in Argyle. As a result many new community partnerships have been created and more residents are coming forward offering to be a part of this great initiative.

The result has been the creation of many recommendations for action in five distinct themes of enrichment of life and community experience in Argyle. This document will provide a road map to the future along with a toolkit of strategies and actions to transform plans to reality.

We are proud of our work. We do not see this report as the end of our task, but rather the beginning of the steps needed to succeed. Many of the recommendations are no-cost or low-cost and many involve the development of community partnerships. All are designed to enhance the quality of life in Argyle.

Sincerely,

The Strengthening Argyle Neighbourhood Committee

Significant contributions by: Patti Blackburn, Elisabeth Cooper, Leonor DaCosta, Judy Finch-Hooper, Brian Gibson, Don Kaikonen, Nancy McSloy, Sandra Ulmer, Barry Vickery

Other member include: Sue Barnes, Laura Fess, Michele Girash, Jen Teloka, Robyn

History of the Journey

- In 2011 city council endorsed a **Strengthening Strategy Report** detailing a community development approach to developing a neighbourhood action plan in the Argyle neighbourhood
- City staff located in the Argyle Neighbourhood engaged neighbourhood residents, organizations, businesses, and students
- In conversations, surveys, and focus groups, information was gathered about the aspirations of the community – see chart below
- In the fall of 2012, the Strengthening Neighbourhoods Argyle Committee was formed to develop a vision and neighbourhood action plan to meet neighbourhood goals and priorities and to address local issues in the Argyle neighbourhood.
- Many members of the Strengthening Neighbourhoods Argyle Committee were also involved with the Argyle Community Association. As the neighbourhood action planning process began to emerge it was clear there were common interest between the two organizations. With this understanding the Argyle Community Association adopted the Neighbourhood Action Plan taking on a significant leadership role in its implementation.
- The Argyle Community Association's intent with the Neighbourhood Action Plan is to engage many stakeholders and residents in the community to carry out the five areas of action included in the plan. The Argyle Community Association's aspiration is to have all members of the community be ambassadors of Argyle contributing to and promoting a positive, vibrant neighbourhood to live, work, and play.

How information was collected

Long Survey Completed - 176	Shorter Survey (door to door) at least one per street in Argyle - 231
Feedback Oriented Special Events 90	Students 200
One on one Conversations with Resident Leaders - 48	Conversations with Community Group - 60
Conversation with Businesses - 35	Faith Based Organizations - 15
City of London Staff 20 staff and 40 residents	CYN Argyle Family Centre Work - 2400
GRAND TOTAL: OVER 3200 PIECES OF INFORMATION	

Neighbourhood Priorities



Communication



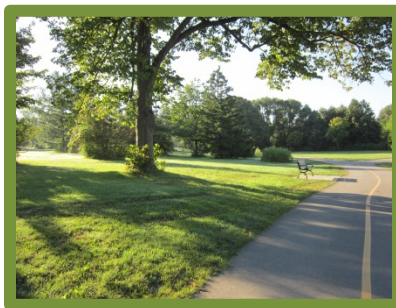
Community Engagement



Community & City Collaboration



Fund Development



Safe, Clean, Connected

Year 1



Communication

Creating an engaged, unified, empowered and informed community through effective communication.

Strategy #1

Coordinate information so public has ease of access

- Build a website to host the links to organizations and information :
 - Holds information about current events and issues
 - Links visitors to organizations
 - Provides communication from the ACA
 - Allows residents to join to support the vision of the neighbourhood
 - Spot to express opinions of Argyle residents
- Ensure website content moves to other media sources – i.e. facebook, twitter
- Identify champions, contributors and maintainers of; Events, Blogs, Priorities, Social Media
- Expand of the “All About Argyle” newsletter to be a significant source of neighbourhood information

Strategy #2

Create the ‘Argyle Ambassador’ concept to assist in the implementation of the Action Plan and vision through volunteerism in their community

- Build a recruitment package with other priority strategies in mind

Strategy #3

Empower the community to utilize the “Discover Argyle” Brand to unite the Argyle neighbourhood

- Develop a Banner, T-shirts, swag
- Grow the website

Strategy #4

Community Awareness and Launch of Communication Plan

- Plan a launch event to celebrate and promote new branding and communication tools
- Logistics and “whats in if for me

Strategy #5

Expansion of the “All About Argyle” / “Discover Argyle” newsletter

- Meet with existing team
- Develop plan for execution

Accomplishments

- Community focused website developed
- website content is 'linkable' to other media sources – ie. Facebook, Twitter
- accessibility for multiple inputs/administrators.
- New brand and logo developed for Argyle
- Launch of expanded and approved community newsletter 'Discover Argyle'

Looking Forward

" to create meaningful connections with Argyle residents and stakeholders, through effective communication strategies, will shape a better and brighter Argylean informed community is an engaged community!"
- Barry Vickery

Communication

**For information on the Communication Plan
contact communicationsargyle@gmail.com**

Year 1



Community & City Collaboration

Strategy #1

Involvement in
neighbourhood

Strategy #2

Know your Argyle
councillors

- Identify key city staff support resources
- Engage in regular quarterly updates on projects and areas of mutual concern

Strategy #3

City staff support and
communication

- Create a mutual project priority list
- Demonstrate equitable budget allocations and priority timelines

Strategy #4

Equitable treatment of
Argyle for infrastructure
priorities

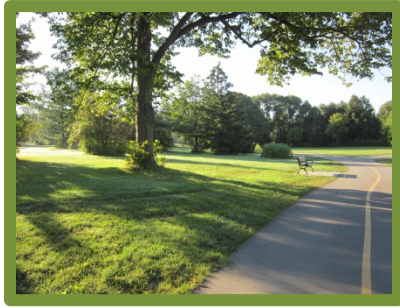
Accomplishments

- Connected with Argyle Seniors and London Optimists
- Participated in Canada Day at East lions Park and Art in the Park at Kiwanis Park
- Developed infrastructure priorities with City staff
- Supported the Veterans Memorial sound barrier project and improved pedestrian rail crossings
- Completed the merger of the ACA and SNAC and implemented a constitution for the non-profit organization

Looking Forward

- All candidates meeting for Argyle wards in the 2014 election
- Increased co-operation with Argyle organizations
- Encourage the development of a 'town hall' style of meeting with our elected councillors and Argyle residents
- Establish a residents committee to collaborate with the city staff leading the new community centre project

**For information on the Community & City
Collaboration Plan contact
collaboration@gmail.com**



Safe, Clean, Connected

To promote opportunities for residents to improve the safety and cleanliness of their Argyle neighbourhood, and increase pride in the Argyle area

“Change will not come if we wait for some other person or some other time. We’re the ones we’ve been waiting for. We are the change that we seek”
Barack Obama

Strategy #1

Identify safety issues and develop strategies to address issues “Safe”

- Identification of ‘Street Ambassadors’ who are interested in promoting safety in their direct area, and may be willing to meet with others in Argyle to help promote these goals
- Communication with Neighbourhood Watch/etc to become aware of issues

Strategy #2

Develop regular Argyle ‘Green and Clean’ opportunities for area improvement

- Identification of ‘Street Ambassadors’ who are interested in promoting cleanliness issues in their direct area, and may be willing to meet with others in Argyle to help promote these goals e.g. clean-ups, recycling, and other area maintenance

Strategy #3

Promote Argyle connections with other groups/authorities to facilitate committee goals

- Develop/continue liaison with city supporters who work on safety/cleanliness issues that may relate to Argyle activities
- Work with ReForest London re: tree-planting opportunities

Year 1

Accomplishments

- Safety audits have been done in several Argyle areas already and these experiences can be used to build up further auditing. The audit tool is easy to use and adaptable to individual neighbourhoods, which is useful in diverse Argyle community
- Green and Clean Day is already active in Argyle as driven by the city, indicating resident interest. Further opportunities for Argyle-specific cleaning may be welcome.
- An Argyle Recycling committee has been meeting to try to develop ideas to promote recycling.
- The Argyle group is being recognized by the city as being available for partnership in city-sponsored actions such as Graffiti clean-up.

Looking Forward

- Promotion of safety audits and other ideas to local resident 'Ambassadors' who can then take these methods to their streets and improve safety
- Development of Neighbourhood Watch in areas that are underserved
- Safety promotion/ education events for local resident areas
- Create an Argyle-specific Annual Green and Clean plan
- All local parks to be 'adopted' by local residents
- Improve and expand area recycling initiatives
- Environmental protection education for local resident areas
- Learn what other groups are doing to promote safety and cleanliness goals in their area that may be useful to Argyle
- Maintain links with city officials so problems may be reported and addressed when needed
- Keep local residents updated on city issues affecting their areas

Safe, Clean, Connected

**For information on the Safe, Clean,
Connected Plan contact
scc.argyle@gmail.com**



Community Engagement

To foster, encourage and promote participation in the Argyle area by all its residents

Strategy #1

Advocate for needed programs and services for children, families, seniors and youth

- Continue to participate in or lead community meetings regarding programs and services in Argyle

Strategy #2

Encourage organizations to collaborate to increase opportunities for participation

- Continue to participate in or lead community special events
- Attend planning meetings
- Foster strong connections/relationships and continued networking

Strategy #3

Creation of a volunteer coordination role to help match residents (ambassadors) to volunteer opportunities

- Build a capacity inventory data base that helps track people and their gifts and talents/skills
- Advertise, recruit and train volunteers utilizing the communication tools

Accomplishments

- Built relationship with 2 local churches for Free Movie nights
- Working closely with Optimist club,
- Collaborated with service providers for a Family Day Free

Looking Forward



For information on the Community Engagement Plan contact engagementargyle@gmail.com



Fund Development

To facilitate funding support for the long term plans of Argyle community.

Fundraising: is using various methods to raise funds for a non-profit or charity. Methods that can be used include, asking people to participate in an event, purchase a product or service that supports the charity. It could include sponsorship for an event, gaming and application of funds from government programs. Usually it is seen as an annual program in that funds are received during a one year period.

Fund Development: is the process by which organizations use fundraising to build capacity and sustainability. Fund Development is part of the strategic marketing plan of a non-profit or charity organization. It is concerned not only with raising money, but doing so in a way that develops reliable sources of income that will sustain the organization through the realization of its long term mission and vision. Fund Development involves building relationships with people and organizations that will support the charity.

Strategy #1

The Board of Directors of A.C.A. will identify the funding priorities of the Association for year one (two and three).

Strategy #2

Develop a Fund Development plan based on the case(s) for support.

Strategy #3

Identify volunteers to assist with the Fund Development plan

Strategy #4

Collaborate with Communications to provide communication and marketing tools.

Strategy #5

Collaborate with Community Engagement and Safe Clean and Connected Committees.

Year 1

- Create "Case(s) for Support" for Argyle Community Association for year one, two and three

- A plan will be developed that incorporates both Fund Development and Fundraising methods.
- Create a Gift Acceptance Policy.
- Develop a Stewardship/Recognition policy.
- Evaluate the various methods and their success at the end of year one.

- Create Volunteer Terms of Reference.
- Identify Volunteer Roles and Responsibilities
- Create job Descriptions.
- Recruit volunteers for identified roles.
- Work in conjunction with the Ambassador program

- Provide information to Communications to be incorporated in their strategies.
- Marketing tools will be developed to promote the Case(s) for support.
- Marketing tools will be developed to assist in the recruitment of volunteers. (Ambassador program).

- Build a donor-data base through contact information at community programs and events.
- Ensure fundraising marketing materials are available at all programs and events.
- If a community event is being held, investigate opportunities for fundraising that will provide financial/sponsorship support for the Case(s) for support.

Accomplishments



Looking Forward



Fund Development

For information on the Fund Development Plan
contact communicationsargyle@gmail.com



**For more information or to become an Argyle
Ambassador, contact us by visiting**

www.londonaca.ca or www.discoverargyle.ca