



# Divis & Black Mountain, Belfast

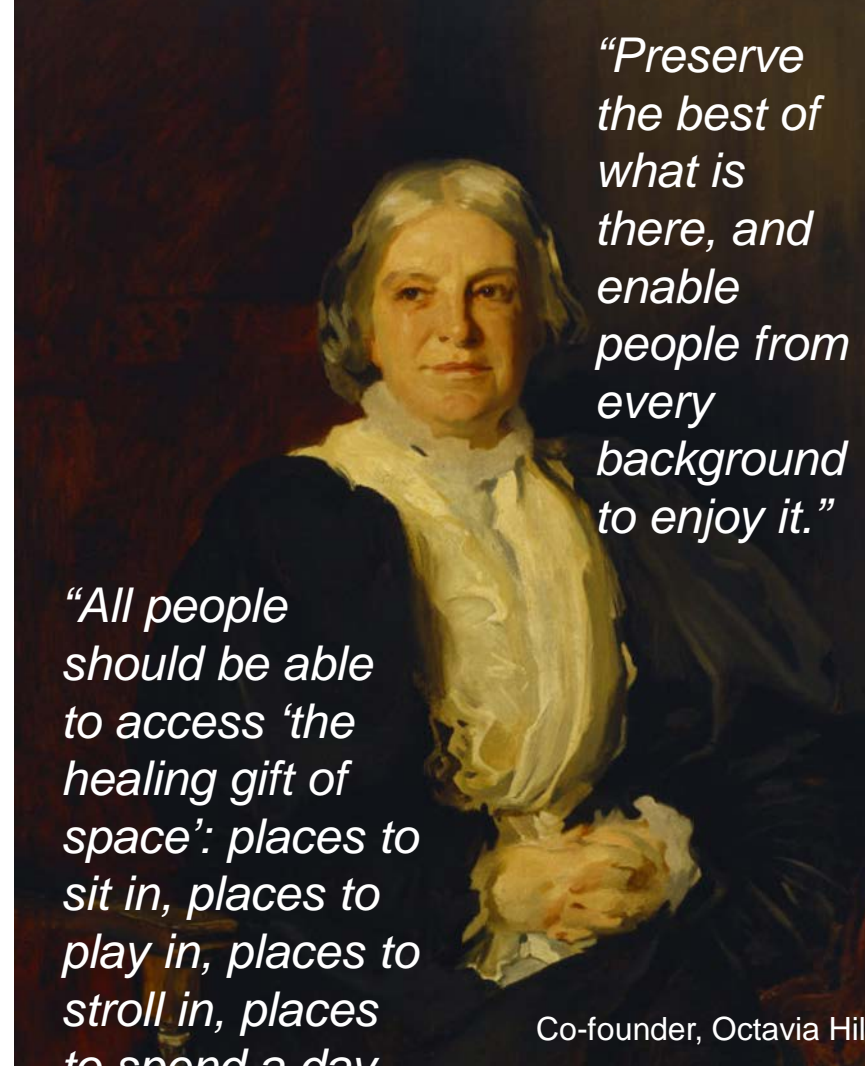




National  
Trust

# The National Trust

- **Conservation and Access**  
charity est. 1895 – open spaces and built heritage
- England, Wales & Northern Ireland
- Our core purpose: to look after special places ***For ever for everyone***



*“Preserve the best of what is there, and enable people from every background to enjoy it.”*

*“All people should be able to access ‘the healing gift of space’: places to sit in, places to play in, places to stroll in, places to spend a day*

Co-founder, Octavia Hill

# Perceptions & Context

- “A crumbling old pile in the country” (BBC)
- *For ever, for everyone* (if you have money!)
- Relevance and accessibility - diverse communities





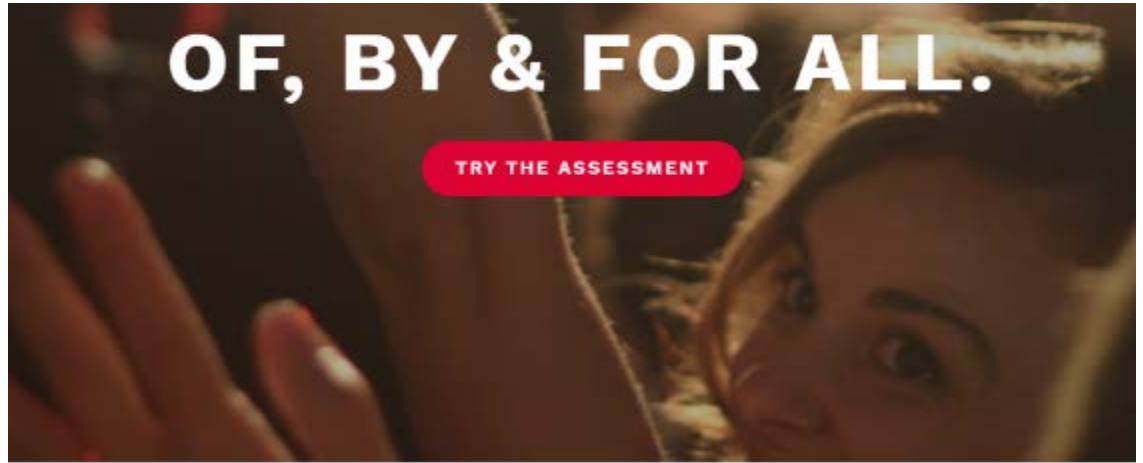
# Divis & Black Mountain, Belfast

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- Previously owned by the MOD. Taken into care of the National trust in 2004. Public access opened up. New pathways, small café etc.
- 170,000+ visitors per year - Infrastructure problems, tensions with neighbours. Limited local engagement.
- Local context – poor health and wellbeing outcomes, social and economic deprivation, segregation and legacies from NI conflict
- Aspiration to make the mountain site more **connected, supported** and **engaged** with by the local communities.
- Everyone Welcome – inclusion and diversity
- Joined first wave of OBFA in Oct 2018 to help us start building stronger relationships with the community around Divis and Black mountain



Who &  
what is  
OF/BY/FO  
R ALL?



**Do you want your organization to matter more to more people?**

**OF/BY/FOR ALL is a global movement and a set of tools to help your organization become of, by, and for your community.**

We used OF/BY/FOR ALL thinking in **Santa Cruz** to transform a struggling museum into a vibrant community center. We've seen libraries, parks, theaters, and community institutions around the world use the same principles to become more relevant, resilient, and inclusive.

Now, we want to share these principles and tools with you.

Divis & Black Mountain were chosen from 75 applications from USA, Europe, Australia and New Zealand to participate in the First Wave.

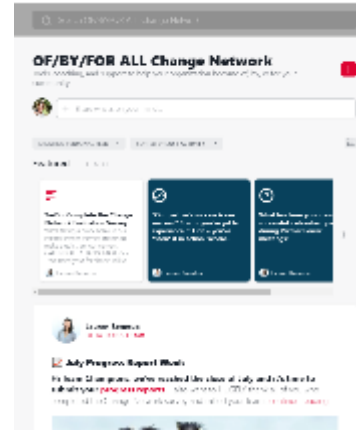
Initially for a 6-month pilot, with a retreat in Santa Cruz in January 2019, continuing until the end of 2019.

We can access advice from world-renowned diversity and inclusion experts.

We use an online platform to collaborate and learn from other organisations around the world.

We access a set of online resources.

We made a pledge.



# OF/BY/FOR ALL

- When diverse people feel like their community organisations are:
  - OF their interests
  - created BY their friends & neighbours
  - FOR their use and enjoyment
- they are more likely to get involved and vested.





**By March 30, 2019,  
National Trust: Divis and the Black  
Mountain pledges to involve 25 young  
people from the Divis Black Mountain  
area with a well-being need.**





# Our Vision of Divis of, by and for the community...

Young people from the local area with a wellbeing need would be:

- **Visible and involved**, as visitors, participants and co-creators of programmes.
- Involved in **shaping the offering at Divis** to make it more **accessible and welcoming**.
- More **aware of the National Trust** aims & relevance for the mountain and community.
- Have easier **access** to the mountain through **joint programmes** with local organisations

Our staff and volunteers would feel more **confident to engage** with this community and have more **connections** with them.

More people from this community would **know who we are** and how to contact us

We would like to see it used to help the community to improve their wellbeing and to help them to get the most out of their visit to Divis.

# Taking An Asset-based approach

## TOOLS FOR CHANGE / BY / LEVEL 1: Hold Partner Power Meetings with 2-4 Prospective Partners

Strong partnerships start with partners who understand each other's values and goals. This tool equips you to hold one-on-one meetings with prospective partners from your community of interest using a framework we call **Partner Power**. The goal is to understand what success looks like for your partner so the projects you co-create will be successful for both of you.



Partner Power is a framework centered on the idea that **our partner's success is our success**. It's a mindset shift away from transaction and extraction and towards collaboration and abundance. Using Partner Power in early meetings builds a foundation of trust right from the start.

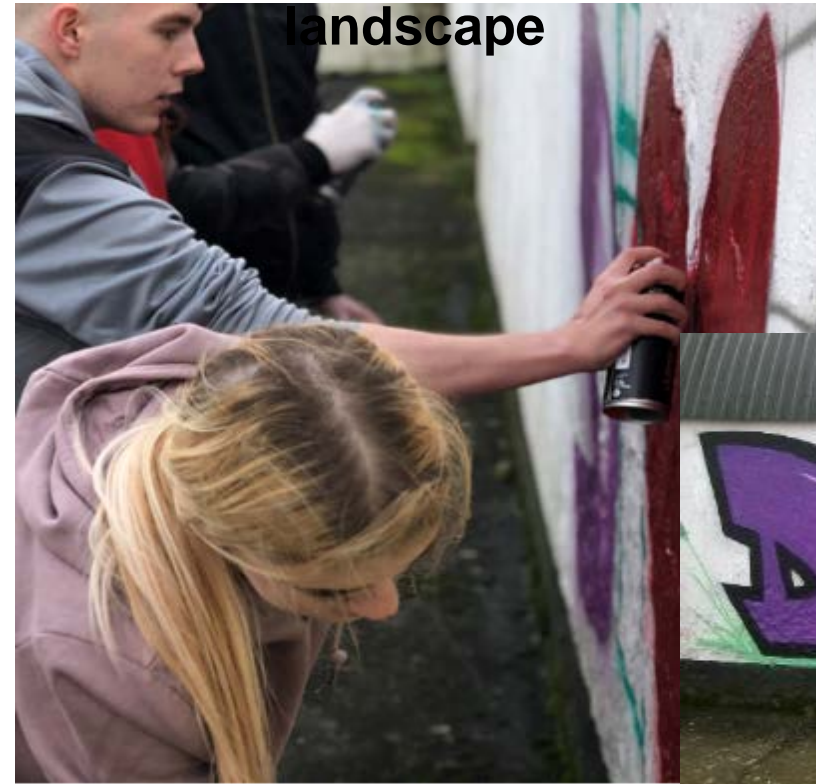
### Use this Tool to...

- What challenges do they face?
- What values do they hold?
- What goals are they pursuing?
- What commitments can they make?
- What does success look like?

# Collaborating with local youth and community organisations on initiatives developed by them



**Working with volunteers from  
a youth employability  
programme to co-design  
street art inspired by the  
landscape**





# Working with a local school to develop a nature-based programme for pupils with Autism



# Measuring our Progress in becoming OF, BY & FOR the Community

Overall, Divis and the Black Mountain grew from a score of 1 to 11 on the Community Involvement scale.

During this period, Divis and the Black Mountain showed...

significant growth in COMMUNITY KNOWLEDGE.

## MEASURE

We've spent time immersing ourselves in this community.  
 We have a good understanding of the assets, needs, and interests of our community of interest.  
 We know many individuals who are part of this community.  
 We are aware of many of the leaders and key organizations focused on this community.  
 We are connected to many of the leaders and key organizations focused on this community.

10/23/2018

Disagree

Disagree

Strongly disagree

Agree

Neutral

3/25/2019

Agree

Agree

Disagree

Strongly agree

Strongly agree

modest growth in becoming OF THE COMMUNITY.



## MEASURE

This community is represented on our staff.  
 This community is represented on our board.  
 This community is represented amongst our volunteers and collaborators.  
 This community is represented in the content and programs we offer.

10/23/2018

Disagree

Strongly disagree

Strongly disagree

Neutral

3/25/2019

Neutral

Strongly disagree

Disagree

Agree

modest growth in becoming BY THE COMMUNITY.



## MEASURE

Our organization makes it easy for this community to get involved as collaborators, volunteers, and partners.  
 Some of our programs are co-created by this community.

10/23/2018

Strongly disagree

Strongly disagree

3/25/2019

Neutral

Disagree

significant growth in becoming FOR THE COMMUNITY.



## MEASURE

We have a good understanding of some of the potential barriers that might prevent this community from getting involved with our organization.  
 We prioritize this community in our current work.  
 This community is represented amongst our participants/audience/patrons.  
 We have the ability to track how many people in this community are participating.

10/23/2018

Neutral

Disagree

Strongly disagree

Neutral

3/25/2019

Agree

Strongly agree

Neutral

Agree

243 local young people, and the organisations who support them, involved by November 2019

# Transforming our Approach to future planning...



- ***“Our core vision for Divis and Black Mountain - to open up access and co-create great spaces for both people and the environment to thrive in...by fully understanding the local community and the visitors who use and love the site.”***

- **OF + BY = FOR ALL**

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