



Local Trust | Big Local



# **Message from Alan Fraser, Chair**

*I am delighted to present the Heston West Community Partnership, Big Local Action Plan 2015. This Action Plan sets out what the Partnership will be doing over the next three years to ensure the Big Local funding is used on the things that really matter to us as a community.*

*We have been talking and listening to a wide diversity of people, from different backgrounds and ages across the community, over the last couple of years, at various events and activities. This has given us a very clear picture of what you love about Heston West and what you think can be improved.*

*On behalf of the HWCP, I want to thank you for being so positive and encouraging of what we are trying to do, and for all of the fantastic suggestions and ideas you have put forward for funding from Big Local. We are excited about what we can achieve in Heston West and we are looking forward to working with all members of the community help achieve it together.*

*In order to make sure this happens as quickly and effectively as possible, we have produced an Action Plan which will guide and steer our decision making. It contains lots of useful information about the Partnership, how we will operate and what we will do, and also how the rest of the community can get more involved. It also outlines the projects and activities we anticipate taking forward and how they will be managed.*

*This Action Plan has been developed through close partnership working with you as our community and stakeholders. We want this to continue and would be delighted to hear from anyone interesting in getting more involved in HWCP and the projects and activities that come out of this Action Plan.*

*This is your Action Plan so let's make it happen together!*

Best wishes

**Alan Fraser**

*Chair, HWCP*

# Contents

## **Heston West Community Partnership Big Local Plan**

**1**

*About Big Local*

*About the Big Local Plan*

*Heston West Community Partnership*

*Heston West Community Partnership Vision*

## **About Heston West**

**6**

*Heston West Big Local area*

## **Getting the Community Involved**

**10**

*Getting People Involved*

*Community ideas*

## **Targets and Priorities**

**18**

*Heston West Big Local themes*

*Opportunities*

*Challenges*

*Heston West Big Local priorities*

## **Implementing the Plan**

**24**

*Year 1 Plan*

*Year 1 Programme & Costs*

*Year 2 Indicative Plan*

*Year 3 Indicative Plan*

## **Monitoring & Managing**

**34**

*How will the HWCP deliver the plan?*

*How will we know we have been successful?*

*Key Performance Indicators*

*HWCP Governance*

# About Big Local

## Heston West Funding

Heston West has secured £1million of funding from the Big Local Programme to invest in projects in Heston West over the next 10 years. The area was chosen as it has not traditionally received its share of community regeneration funding, and is seen as an area needing investment. Heston West was one of the first areas selected for the Big Local Programme. 150 urban and rural areas have been selected in total to make up the Big Local programme nationally.

How Heston West uses the funding is up to the community to decide. It could be for community activities, investing in local people or to build things. It could be used to run clubs for young people, provide social activities for older people, support new local businesses, set up sports or arts clubs or any other club or activity that people want.

## What is Big Local?

Big Local funding comes from a £200m endowment from the Big Lottery Fund and is being run by Local Trust, which is working with the Big Lottery Fund and a range of partners providing expert advice and support for residents.

Local Trust's mission is to enable people to make their communities better places to live. It's about bringing together all the local talent, ambitions, skills and energy from individuals, groups and organisations who want to make their area an even better place to live.

Big Local has four key outcomes it is seeking to achieve via Big Local funding:

- Communities will be able to identify local needs and take action in response to them.
- People will have increased skills and confidence so that they can continue to identify and respond to local needs in the future.
- The community will make a difference to the needs it prioritises.
- People will feel that their area is an even better place to live.

*More information about Big Local and Local Trust can be found here: [www.localtrust.org.uk](http://www.localtrust.org.uk)*

## The Big Local Pathway

To support the development and success of Big Local funding, the Local Trust has devised a set of steps to help each Big Local area on its journey. This is called the Big Local pathway, and the steps are as follows:

1. Getting people involved
2. Exploring your Big Local vision
3. Forming your Big Local partnership
4. Creating a Big Local plan
5. Delivering your Big Local plan
6. Collecting the evidence
7. Reviewing your Big Local plan and partnership

## ***About The Big Local Plan***

This Action Plan sets out how Heston West Community Partnership (HWCP) will enable residents and stakeholders to use the Big Local funding that has been allocated to Heston West to bring about positive change for local residents.

This Action Plan represents stage 4 of the Big Local pathway and embodies:

- The variety of ideas and suggestions people gave us and an understanding of the gaps and needs of the local area we identified, from stage 1;
- The possibilities and transformation these ideas promise and which underpin the vision we developed, in stage 2 ;
- The commitment, energy and enthusiasm of the Heston West Community Partnership (HWCP) and its network of volunteers we formed, in stage 3

The remainder of this document sets out an Action Plan for helping to make this vision a reality.

### **It includes:**

- An overview of Heston West and its social and economic context (page 6)
- How we have communicated with local people and what they have suggested so far about the key issues in Heston West, and what they would like to see Big Local funding used for (page 10)
- How this has shaped our vision and objectives and what our plans are over the next few years (page 18)
- An indication of what the money will be spent on, when and how much these programmes will cost (page 24)
- What we expect in terms of outcomes and how these will be monitored (page 34)

# ***Heston West Community Partnership***

## **Introduction**

Following the Big Local Getting Involved process we have established a partnership of local residents and other local stakeholders which forms the Heston West Community Partnership (HWCP)

HWCP is a Board comprising local individuals that have volunteered to take a role in shaping the vision and overseeing the management of the Big local funding that has been allocated to Heston West.

## **Supporting HWCP**

### ***Team Heston West***

HWCP has been supported by Team Heston West which was a group of volunteer sixth formers from Cranford Community College.

Having young people as visible ambassadors of Heston West and Big Local is important for getting the message across that young people have a voice and value to add to their local area. HWCP will continue to engage with young people in with the same energy and enthusiasm that Team Heston West brought to the Partnership.

### ***Groundwork South***

The HWCP is also supported by Groundwork. Groundwork will hold the Big Local funds and provide a full-time Community Development Worker who will work with the HWCP on a day to day basis to deliver the vision and secure further funding to support programmes within the HWCP area.

## **The HWCP Board**

The Heston West Community Partnership is voted for by the community.

The Partnership Board is currently chaired by Alan Fraser and meets at least quarterly.

The full governance structure of the Heston West Community Partnership, its board and membership is included in this document on page 39.

# Heston West Community Partnership Vision

## Exploring our Big Local Vision

In helping residents achieve this vision, we want HWCP to touch the lives of every Heston West Big Local Area resident in a positive way.

This vision underpins all HWCP activity and decision making.

We want to make sure that we establish a good ethos throughout the Big Local programme which includes the following underlying principles:

- Citizens supporting each other
- Accessibility for all (Heston West is a VERY diverse area)
- Flexibility in delivery
- Targeted volunteer development to build local skills
- Two-Way Process; Get and Give Back
- Excellent communication, especially awareness of opportunities available
- Well organised local groups, open to all
- Building lasting local partnerships
- Getting good value from money by looking at all kinds of initiatives

The following vision has been developed by HWCP in consultation with local stakeholders and residents, to guide the delivery of outcomes and outputs from Heston West Big Local funding:

## Our Vision

"Heston West will have a strong and authentic identity which reflects its local everyday life and the characters that live and work here. It will be a place where citizens are familiar with each other, feel they belong to their local area and know their neighbours. Heston West will be a welcoming and settled community where people want to stay & put down roots. It will have an active community which thrives on its community spirit and local people who are willing and able to get involved in local activity and shaping our future. Heston West will be a place where residents have pride in their area and their community and people have good opportunities to use and develop their skills."





# **About Heston West**

## **The Social & Economic Context**

## Heston West Big Local Area

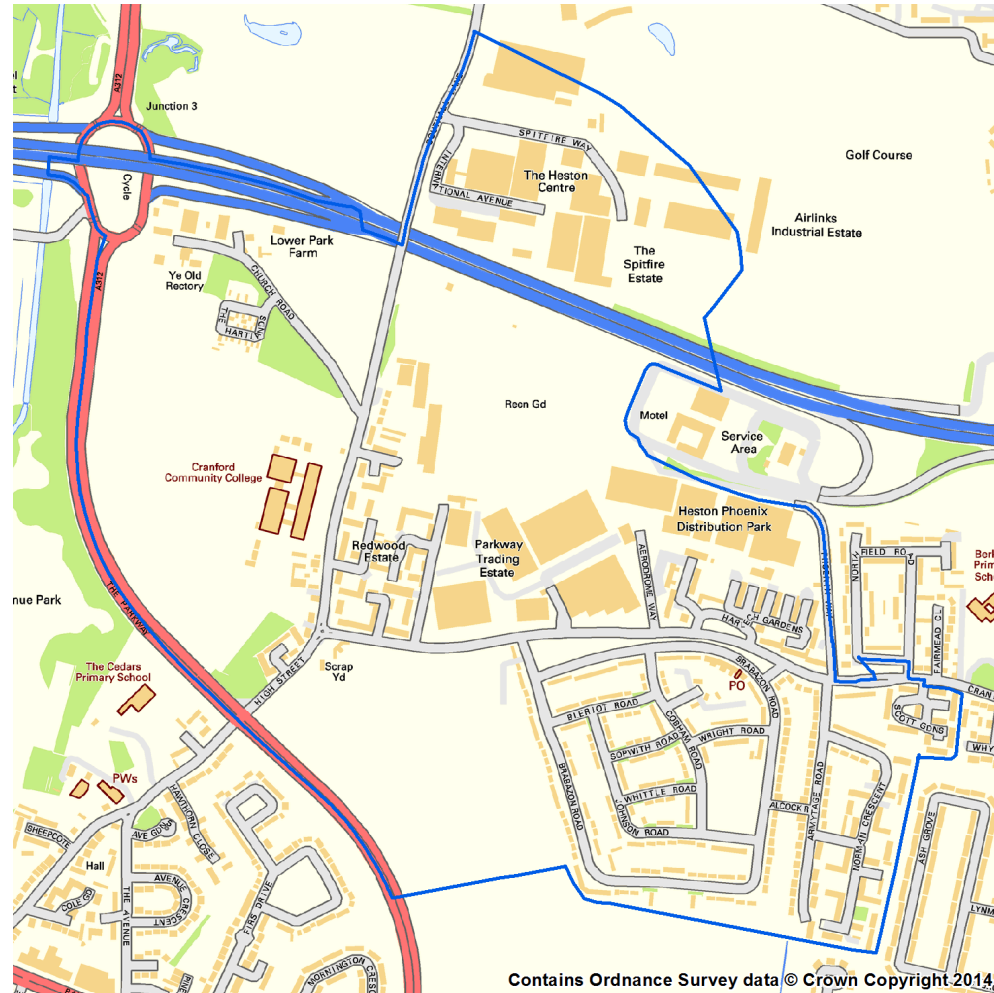
The area is culturally and ethnically diverse. Some local residents have been living in Heston West for most if not all of their lives and have seen considerable changes take place here and in Hounslow in general. There are a high proportion of families living here as well as shift workers serving nearby Heathrow Airport.

There are pockets of deprivation and despite residents having relatively high levels of skills and attainment; there are correspondingly low levels of pay. The area has a range of housing types and is generally of good quality.

There is a good provision of open space, although with new housing being built on several infill sites, there is concern this is diminishing. However the provision of some local facilities such as doctor surgeries, dentists and banks is poor. There are good schools and they are active in building local networks and supporting community activity. There is an active community centre and residents association in Brabazon Estate.

The area has a pleasant, suburban and quiet feel to it but some residents report crime and a fear of crime and anti-social behaviour in some parts of the estate.

### Heston West:



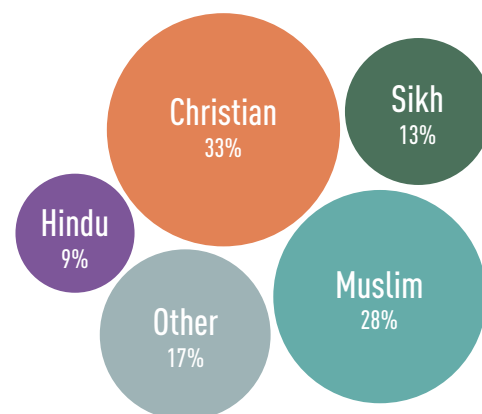
"People are really friendly..."

"There are lots of things on for old people and not much for younger people..."

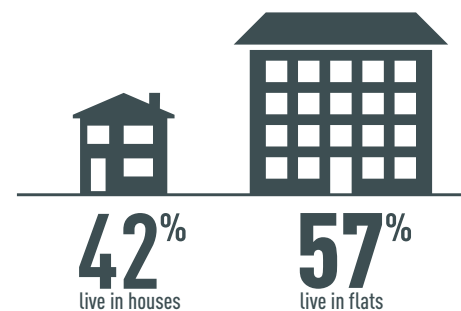
"...This is a safe place to live."

"I don't know who to call if I need to get something done..."

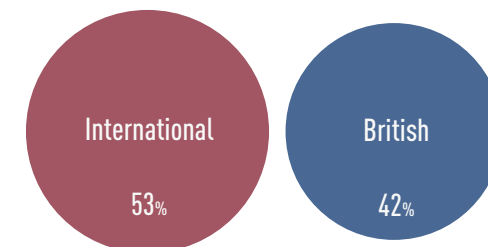
### Religion:



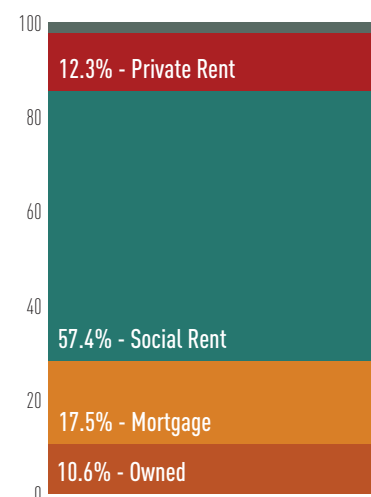
### Housing Type:



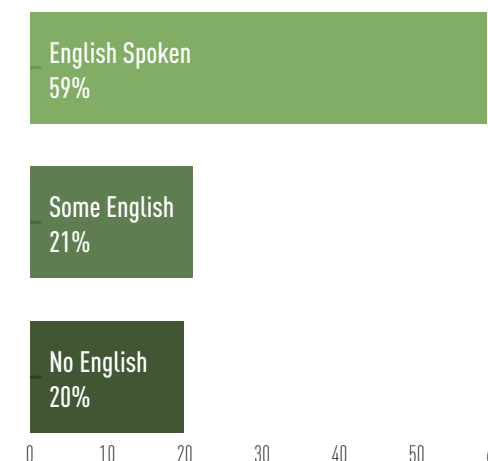
### National Identity:



### Housing Tenure:



### Main Language Spoken at Home:





# **Getting the Community Involved**

## Getting People Involved

As part of the Big Local pathway a number of events have been run over the past couple of years to get feedback from the local community and to engage the widest range of people.

### The Heston West Curiosity Shop

*Saturday 23rd June 2012*

With the help of Team Heston West, Mend set up on Brabazon Green to speak to local residents about Big Local, their ideas for neighbourhood projects and things they would like to change in the area.

The curiosity shop spoke to 20 people on the day, key messages were that the area was found to be very safe and friendly but lacked things to do for young people. People had lots of ideas for things that would make the neighbourhood better but didn't know who to contact to do it.



The Curiosity Shop

### Door-knocking Exercises

*Tuesday 24th July and  
Tuesday 31st July 2012*

Mend and Amardeep Rajah from Team Heston West conducted a door knocking exercise around Brabazon, Harlech Gardens and Redwood Estates. The exercise consisted of a leaflet drop about Big Local, the HWCP and forthcoming events planned as part of the consultation.

The activity reached 120 homes and generated a number of specific project ideas and residents who would like to become active members of HWCP.



Banner Workshop

### Neighbourhood Banner Workshop

*Wednesday 8th August 2012*

Mend, Team Heston West and Alan Fraser held outdoor workshops in each neighbourhood, producing banners to be held up as part of the parade through the neighbourhoods as part of the Beating of the Boundary event. The workshops were photographed and reported in the Hounslow Chronicle.

35-40 young people took part in the event but also engaged their parents and guardians. Taking the activity to the neighbourhoods also engaged with people who wouldn't normally attend meetings.

It was also apparent that parents were genuinely grateful for an opportunity for their children to be occupied and outside emphasising the point that there is not enough for young people to do in the neighbourhood.





*Dhol Drummers and Bag Piper Beating the Boundary*

### **Beating the Boundary & Community Day**

***Saturday 22nd September 2012***

Chair of HWCP, Alan Fraser, was keen to organise an event in Heston West around the ancient custom of Beating of the Bounds. HWCP wanted to bring this custom to Heston as a way of bringing the community together to learn about their shared history, interesting facts about the people that have lived there over time and also form a starting point for how the community can work together to shape its future.

Local residents were encouraged to join the parade and to throw their own street parties. Alan Fraser organised for local Dhol Drummers and a Bag piper to lead the procession through the neighbourhoods and residents followed holding up banners created during the banner workshop. The parade culminated in a free party that was kindly hosted at the Brabazon Community Centre.

The event proved to be a real success and the parade drew hundreds of people out of their homes, to have a look, join the parade and ask what was happening. This enabled us to talk to

people about Big Local and recruit new volunteers.

What became clear as the parade moved and more people joined, was that some residents had never been to other parts of their community, i.e., different estates and neighbourhoods. Some residents didn't know where the community centre was.

## ***Getting People Involved***

### **Christmas events**

Christmas 2013 saw a group of HWCP members and students from Cranford Community College leading carol singing around the Redwood Estate. This culminated in mulled wine and mince pies outside the Queens Head pub. Several residents chatted to us as we made our way round the estate. A few even joined in the singing!

In December 2014, Groundwork South were working with us and they helped organise two events at Berkeley Primary School on a Friday evening and at Cranford Community College on a Saturday afternoon. There was pizza, a raffle, music and the chance for families to help us review our priorities via a Survey Monkey questionnaire set up on some computers and a white board for ad hoc comments. Once again, students from Cranford Community College lent invaluable help in serving food and staffing the computers.

A summary of the questionnaire results is attached as appendix 1.



## **Community Engagement and Development - 2015**

Since the turn of the year, we have re-energised the engagement with local people, largely thanks to a new full time Community Engagement Worker employed by Groundwork South.

### **Outcomes include:**

- One to one vox pop with residents, parents and business owners.
- Consultation with our local MP, Councillors, Council officers, TRAs, Faith groups, school children, community forums, service providers, charities and voluntary organisations.
- Successfully applying for additional £18,000 pathway funding from Local Trust.
- Connected with and created a data base of over 45 local individuals, projects, clubs, institutions, schools and organisations who have now registered their interest to be members of a Heston West Big Local community network.
- Developed key local delivery partnerships with fifteen members who range from practitioners, projects, groups, associations and voluntary organisations who will organise and deliver pathway funding events and re-engagement. These organisations will be instrumental in helping to deliver the 1st year of this plan. They will also form the core of the community network.
- Secured Brabazon Community Centre as our base for a Community Hub and organised a draft The World in TW5 calendar of local festivals, diversity, preparation, participation and Hub activity from May – December 2015

## Community Ideas

As we have been interacting with local people, Team Heston West and other members of HWCP we have been keeping a “long list” of ideas that have come through for what Big Local funding could be put towards.

### Community radio station

- News, music, chat shows by and about people from Heston West

### Community Newspaper

- News, information, issues, articles, recipes, interviews – run by young people and for the whole community

### Heston West Monopoly Board

- Collecting ideas and suggestions for places in Heston West that could make a whole monopoly board. Heston West monopoly money can be used in exchange for goods sold in Heston West. Giant board can be created for people to play game outdoors.

### Heston West Young Council

- Council or committee set up and run by local young people to discuss issues affecting young people and to organise events and activities for young people in Heston West

### Community IT & Baking classes

- IT skill and baking school run by team Heston West for all ages and abilities with videos and demonstrations

### Heston West Street Theatre “Chicken Shop Chronicles”

- Sketches, plays, musicals, videos and monologues set around “Munchies” where young people hang out. Meet and talk. Work with youth Theatre Company to develop scripts and produce performances played by local young people

### Heston West Book Retreat

- Team Heston West run writing workshops, book reviews and a book club to discuss books read over the last month. Produce a selection of short stories, poems, writing from Heston West

### Heston West Sings

- Team Heston West set up a local choir of people of all ages and abilities. Get a choirmaster to help lead but local people write or choose songs and put on performances in local places, outdoors, indoors. Local musicians to play alongside

### Heston West Curiosity Shop

- Place where community can go with their ideas for activities, events, enterprises or projects and they receive support to make them a reality. Help with planning, CV’s, mentoring, funding

### Heston West Archive

- Develop a living history of Heston West which is made up of the people that live there, have lived there, their experiences, stories, ambitions, hopes for the future and changes over time. Made of photos, interviews, film, voice recordings, art work, poems, objects

### Heston West Remade

- Boxes provided for people to bring out broken, unwanted or unused objects. Artists help

local people remake them, repair them, bring new life to them, create artworks, play with them and the rest is recycled.

### Heston West Side Stories

- Interviews with local residents to document their journey to Heston West; where they came from, why they came here, why they stay. Covers all ages and backgrounds. Series of films talking about their life stories and journeys to Heston West. Depict Heston West as a chosen place/destination instead of somewhere they have just “ended up”. Show the purpose and plan behind it. There are reasons for people being here.

### Garages of Promise

- Audit garages in and around the estates to identify unused/broken ones that could be used for pop up-permanent social and community spaces. Use them for practice/cake-sales, t-shirt enterprise, workshops, beauty school, dressing up box, playroom? Could be Curiosity Shop?

**Heston West Uncovered**

- Comprehensive map of Heston West; alleyways, parks, lanes, play areas, patches of grass, through-routes etc.

**Heston West Buddies**

- Buddy system for isolated and lone neighbours comprising of volunteers who visit, check on, run errands for and call on a regular planned basis. Buddies are allocated and agreed in advance. Buddies are members of the community.

**Heston West Post**

- Community messenger service aimed at lone, isolated and members of the community who do not have access to IT or internet. Used to keep in touch, disseminate information and news on Big Local. Messenger service is run by volunteers within the community. Develop a pro-forma. Collections are regular and planned. Heston West Stamps. Local scouts help?

**Heston West Urban Farm**

- Allotments, raised beds, areas for cultivating healthy food to raise awareness of healthy eating, promote positive mental health benefits, diversion from crime & anti-social behaviour. Delivered by community and in partnership with local businesses and Groundwork?

**Heston West Blooms**

- Community-wide gardening competition. Different neighbourhoods vie to be best in show. Children's competition. Gardening classes. Seeds, equipment donated by local businesses. Visits to Kew Gardens, Chelsea Physic Garden. Lessons on biology, horticulture and flower arranging.

**Heston West community clean-up day**

- Community spaces clean up, picking up rubbish, tidying gardens and getting rid of bulky waste.

**Heston West Beauty & Fashion School**

- Local young people hold make-up, hair, fashion styling and beauty skills demonstrations and classes from all different cultures to other young people and local residents in the community. Could culminate in a Heston West Fashion Week.

**Heston West Community Gym**

- Provide gym equipment so people of all ages and fitness levels can come and get fit, meet new people and learn about leading healthier lifestyles.

**Heston West Music School**

- Giving heavily subsidised music lessons to local residents in return local residents perform at Big Local functions

**Heston West Talent Tasters**

- A range of activities both arts and sports based where local people can have a go at an activity (months duration) and find out if they like or have a particular talent for the activity. Signposting where they can go to follow up their interest.

**Heston West Exchange for exchange**

- Donating time and skills based on time bank principle

**Heston West Mayor**

- Nominated by community and appointed by committee having an adult and junior mayor

**Other ideas:**

- Toddler group, generally wants to see more for young people.
- Confidence and discipline classes, martial arts for kids,
- Homework club for children of non-english as first language speakers
- Local Group for Tamil community
- Somalian/Muslim Ladies Group
- OAP Group
- Kid's campus
- Disabled children and parents support group
- Basic accounting, book keeping and home economics classes
- Arts classes



# **Targets and Priorities**

## ***Heston West Big Local Themes***

The Heston West Big Local action plan is based what residents have been telling us during the work of 'Getting Involved Rounds 1 & 2'. Residents have come along to Big Local events and Big Local has been at other people's events, getting people's views on the local area; what works and what doesn't, and what is the best way to target the Big Local funds. We devised a series of 'conversations' and this has given us a good sense of how Big Local can add value to the area.

We have only set out the first year in detail and given an outline for years 2 and 3, like all good plans – this is just the beginning. We know how quickly our community is evolving and we know we will need to be flexible and adapt as we progress. So we see this as the start of our journey.

Through all our conversations common themes have emerged. We used these to develop the overall vision for the area as well as the priorities throughout the action plan;

**1. The community has changed and is still changing**

**2. Everyone needs to understand their role in the local area**

**3. People need supporting to be active citizens, people of all ages need opportunities and training to develop new skills**

**4. We need to reinstate pride in the area and create a solid community**

## Assets & Opportunities

The most common opportunities for the area that residents and partners raised with us are summarised below

### Lots of local facilities

Lets increase / en-able community access to them

- Brabazon Community Centre,
- 2 x schools – playing fiends/sport facilities,
- play grounds
- halls
- 1 x scout hut
- open/green spaces
- Imperial College which includes stage
- sports faculties
- links to wild spaces – Cranford Park

### Heston New Build (LB Hounslow)

- New play areas and facilities as part of this development
- New residents moving into the area – creating a new buzz

### Primary School adjacent to the area

- Good facilities and expertise (volunteers!) as well as somewhere to talk to parents and children.

### Secondary School “Ofsted Outstanding 2012”

- Extensive facilities and expertise (volunteers!) as well as somewhere to talk to parents and children.
- Signposting new volunteers into existing groups, help them be sustainable

### Rectory Farm development

- Potential new local jobs and facilities (& accessing local s106)

### Local Business

- SME’s and BIG business – corporate social responsibility
- Lots of local businesses to talk to!

- Unemployed / Local Business Link Up – nothing happening at present

### Motivation!

- Current residents – eg amazing young athletes could be used to motivate
- Ex-Residents “Who Used to Live Here” – to be used to motivate!

### Work with LB Hounslow

- Building collective pride for the estates & homes

### Empty Shop

- Pop Up facility? (Cranford Lane/Brabazon Road)

### Community Streets project

- Happening on Brabazon Road – improving street scape

### ‘Village’ feel

- plenty of green area, feels contained and cohesive area

## Challenges

The most common challenges that residents and partners raised with us are summarised below

### Low response rates

- of local citizens to Big Local engagement activities.
- Work to be done to raise the profile of community in the area.

### Housing

- Currently - quick turnover of tenants
- New challenge - introduction of 2-5 yr rather than life long tenancies will increase this turnover
- Housing allocations pressure / welfare re-forms ('bedroom tax') will lead to older residents downsizing (out of area?)
- New build – will increase housing density

### 'Split' Communities

- Older generation has been here for 30 years
- But many just for 2-3 years
- Onward mobility of residents to "Better Areas"
- Lots of new nationalities moving in

### Private Landlords

- Letting properties at over capacity which impacts on local services

### Low volunteering ethos

- Lack of significant numbers of resident involved in charities locally

### Differences in languages and cultures

- of local residents leads to communications difficulties—lack of understanding within existing community

### Working day / Shift Patterns

- H.W. is not a 9 – 5 area, many are on shifts so residents are tricky to engage
- Need a range of activities at a range of times

### Impact of the Welfare Reforms

- on the area given that the majority of the area is social housing could be significant.

### Closed Door Culture

- low footfall around the area generally, people get home and stay in.

### Capacity of local residents?

#### Cars

- Many cars in the area, low footfall

### Definition of the area

- Lack of common understanding of the actual area difficulty in branding etc.



## ***Heston West Big Local Priorities***

Heston West Community Partnership has talked to local residents a lot about what we could do to make our local community better, and lots of ideas were put forward. We could have spent £1million in a year!

However we decided we did not want to top load all the grant, in fact we wanted to spread out the benefit for as long as possible to ensure we left a lasting legacy.

We also wanted to give ourselves a challenge to match the money from Big Local by at least pound for pound throughout the life of the project.

The priorities will all be worked on at the same time so there is no order to them, they will all evolve as the project does.

### **1. Community Development**

We will employ a local worker to nurture community networks and develop links to other community initiatives, facilities and buildings.

### **2. Community Engagement**

We want to develop a clear message and branding for Heston West Big Local and spend time particularly in year 1 spreading the word and getting more people involved.

### **3. Health and well-being**

We want to improve everyone's sense of well-being in Heston West and put in place initiatives that will make people feel healthier - physically and mentally.

### **4. Skills, training and education**

We want to build on the excellent schools we have in Heston West and help them develop facilities and projects that will enable young and older people gain new skills and so become better equipped for work - paid and voluntary.

### **5. Open Spaces**

We want to protect the open spaces that exist in the area and make sure they are well used and valued by local people.

### **6. Business involvement**

We want to capitalise on the contributions that major local employers offer, such as Heathrow, retail parks north of the area, Imperial College and encourage new, smaller enterprises to serve the local population e.g. pubs that have closed or the opportunities provided by the Rectory Park development.



# **Implementing the Plan**



*HWCP and our partners have worked hard to engage with a wide diversity of people across the community, to get their ideas and suggestions for what they would like to use the Big Local Funding for over the next few years. We developed a long list of propositions from talking and listening to our communities over the last couple of years. These have ranged from young people taking the lead and volunteering their skills and time for the benefit of their community to local parents and older members of the community helping to run classes and clubs.*

*We have been really excited and impressed by the breadth of suggestions and many of them are things that local people have wanted to get started and develop for many years but have not been able to – either through lack of resource or capacity. They recognise that this Big Local funding now enables them to make these ideas a reality.*

*We understand that to achieve all of our ambitions will take time and our success will rely on how well we can encourage people to get involved and all work together. For this reason we have created a programme of activity that is all based around getting people enthused and interested in getting involved via a series of “taster” activities. They are designed to build the basic capacity within the community that is so vital for building momentum and ensuring activity and participation is sustainable in the long term. They act as a starting point for bringing the community together, get things up and running and generating initial results. From this starting point and taster programme we can start to catalyse other activities as spin-offs, link to other programmes and initiatives in the local area and mature things that clearly do work and have had tangible results.*

*To enable this we will be getting a dedicated co-ordinator on board to help us manage and grow the programme and make this action plan a reality. We know you will extend a very warm welcome and join us in making sure they become a very valued and visible member of this community as quickly as possible.*

## Year 1 Plan

### Community engagement

Clear branding developed and become an identifiable name

Utilise events to develop a welcome / information Pack / Website

- History
- Hounslow Links
- Future

Create community networks – including opportunities to “integrate” between different ages

Use ‘Taster’ sessions to engage residents – bring a buddy / try a few times for free / try something new etc etc

#### Local worker employed to;

- Utilise social media (face book, website, twitter) as well as traditional marketing tools (newsletters/ leaflets/notice boards/word of mouth banners).
- Send out press releases to local media.

### Age Specific Programmes:

#### 0-13

- Children & young people engagement project tbc
- Youth club at Brabazon (9-13)
- Accessible sports project

#### 13-19

- youth engagement project tbc
- Youth Club at Cranford School (13+)
- Girls only youth project
- Develop volunteers for other initiatives
- Accessible sports project

#### Adult

- Provide “English” Classes – Conversational level
- Adult activities – art / dance / sport
- Develop volunteers for other initiatives
- Project to support for young families
- Link residents into existing services and support mechanisms

#### Older People

- Brabazon Coffee morning
- Adult activities – art / dance / sport
- Develop volunteers for other initiatives
- Develop network of ‘buddies’
- Link residents into existing services and support mechanisms

## Community Development

### Local worker employed to:

- Nurture Community Networks
- Develop links to other Community Initiatives, facilities, & buildings

Utilise spaces such as empty shops

Deliver 'Fun' Events to build creativity and participation

Set up relevant sub groups to the board focusing on specific issues as per community lead

Develop a programme of regular community events happening over the area with local residents involved in organisation / delivery

Ensure residents are linked into LB Hounslow regeneration programme

### Age Specific Programmes:

#### 0-13

- Embed a sense of community from a young age – mini youth projects looking at creating the next generation of involved residents

#### 13-19

- Embed a sense of community from a young age – mini youth projects looking at creating the next generation of involved residents
- Projects designed as 'give something get something' to encourage volunteering

#### Adult

- Projects designed as 'give something get something' to encourage volunteering

#### Older People

- Garden share –people no longer able or willing to look after a garden allowing others access for food growing or just growing

## Skills Training & Education

### Local worker employed to:

- Link into existing health initiatives such as Princes Trust, DoE, enterprise projects in the borough

### Age Specific Programmes:

#### 0-13

- Aspiration raising
- Showcase school offer

#### 13-19

- Aspiration raising / motivational projects
- Showcase school offer

#### Adult

- Links to Further education opportunities

## Health & Wellbeing

### Local worker employed to;

- Link into existing health initiatives and pull them into the area improving local access and awareness. (For example the local community allotment)

## Open Spaces

- Use open spaces to deliver engagement activities
- Set up a theme group to consider other uses for these spaces

## Business Involvement

### Local worker employed to:

- Develop local corporate social responsibility programme

# Year 1 Programme

		Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Total Activities	Delivery hours (per activity)	Total hours
Community engagement	Volunteers development training		1	1	1	1	1			1	1	1	1	9	4	32
	Spring event BL Launch			1										1	4	4
	Summer event -estate street parties							1						1	4	4
	Winter event - performances												1	1	4	4
	Website															
	Social media															
	Quarterly newsletter															
Community Development	Community Worker															
	Senior Youth Club		4	3	4	4	4	2	2	4	4	4	2	37	2.5	92.5
	Junior Youth Club		4	3	4	4	4	2	2	4	4	4	2	37	2	74
	Holiday play scheme		5			5					5			15	6	90
	Summer school								10					10	6	60
	Community chest															
	Communal meal / entertainment eve		1	1	1	1	1	1	1	1	1	1	1	11	2	22
	Intergenerational day trips						1						1	2	10	20
Health & Wellbeing	Saturday afternoon junior sports			3	4	4	4	4	2	4	4	4	2	35	2	70
	Football atp (9-12, 13-15)			6	8	8	8	4		8	8	8	8	66	1	66
	girls fitness class			6	8	8	8	4		8	8	8	8	66	1	66
	Womans fitness class			6	8	8	8	4		8	8	8	8	66	1	66
	Yoga over 60s		4	3	4	4	4	2	2	4	4	4	2	37	2	74
Skills Training & Education	Cycling project					4	4	4	2	4				18	5	90
	Children's drama club 5-10			3	4	4	4	2		4	4	4	4	33	2	66
	Children's dance club 11-16			3	4	4	4	2		4	4	4	4	33	2	66
	Children' drama club 11-16			3	4	4	4	2		4	4	4	4	33	2	66
	14-19 Life skills class									4	4	4		16	2	32
	Dance club 17-24					4	4			4	4	4	4	24	2	48
	Adult ESOL			3	4	4	4	4	2	4	4	4	2	35	2	70
	Adult art class					4	4	2		4	4	4	2	24	2	48
	Fashion design					4	4	2		4	4	4	2	24	2	48
outreach activity																
TOTALS														614		1278.5



# Year 1 Budget

		Venue	Number of Sessions	Session Room Costs	Session Staffing Costs	Equipment Costs (Annual)	Overall Delivery Cost
Community engagement	Volunteers development training	Cranford Community College	9	£ 100	£ 150	£ 800	£ 3,050
	Spring event BL Launch		1				£ 4,000
	Summer event -estate street parties		1				£ 4,000
	Winter event - performances		1				£ 5,000
	Website						£ 1,500
	Social media						
	Quarterly newsletter						£ 6,000
Community Development	Community Worker						£ 47,360
	Senior Youth Club	Cranford Community College	37	£ 60	£ 60	£ 1,500	£ 5,940
	Junior Youth Club	Brabazon Community Centre	37	£ 30	£ 60	£ 1,000	£ 4,330
	Holiday play scheme	BPS	3	£ 300	£ 1,000	£ 2,500	£ 6,400
	Summer school	Cranford Community College	2	£ 300	£ 3,000	£ 1,000	£ 7,600
	Community chest						£ 5,000
	Communal meal / entertainment eve		11	£ 90	0	£ 500	£ 6,490
	Intergenerational day trips		2				£ 4,000
	Saturday afternoon junior sports	Cranford Community College	35	£ 70	£ 60	£ 1,000	£ 4,550
Health & Wellbeing	Football atp (9-12, 13-15)	Cranford Community College	66	£ 45	£ 30	£ 250	£ 4,950
	girls fitness class	Cranford Community College	66	£ 20	£ 30		£ 3,300
	Womans fitness class	Cranford Community College	66	£ 20	£ 30		£ 3,300
	Yoga over 60s	Brabazon Community Centre	37	£ 30	£ 40	£ 200	£ 2,590
	Cycling project	Cranford Community College	18		£ 150		£ 2,700
Skills Training & Education	Children's drama club 5-10	BPS	33	£ 30	£ 60	£ 500	£ 3,470
	Children's dance club 11-16	Cranford Community College	33	£ 40	£ 60	£ 500	£ 3,800
	Children' drama club 11-16	Cranford Community College	33	£ 30	£ 60	£ 500	£ 3,470
	14-19 Life skills class	Cranford Community College	16	£ 30	£ 60	£ 500	£ 1,940
	Dance club 17-24	Cranford Community College	24	£ 40	£ 60	£ 500	£ 2,900
	Adult ESOL	Brabazon Community Centre	35	£ 20	£ 60	£ 500	£ 3,300
	Adult art class	Cranford Community College	24	£ 30	£ 60	£ 1,000	£ 3,160
	Fashion design	Cranford Community College	24	£ 45	£ 60	£ 1,000	£ 3,520
	outreach activity						£ 2,500
Additional costs	Storage containers					£ 2,800	
	Office facilities					£ 2,600	
	Administration costs					£ 1,200	
	HWCP costs					£ 800	
TOTALS						£ 21,150	£ 160,120

## Year 2 Indicative Plan

In year 2 we will be focussing on strengthening and consolidating our projects and activities that we started in year 1 by getting more people involved and engaged in the various activities and bringing in additional funding elsewhere to pay for some of this. There will be opportunities to grow these activities and develop new ones. A key area to develop will be activities and projects under the Business Involvement theme, so local employers can develop a greater stake in the area, meet community impact targets and encourage enterprise and entrepreneurship amongst local residents.

It is really important that the things we do reflect what our community wants and needs. Therefore the Plan will be reviewed annually and we will set new targets for the year ahead, using Local Trust's guidance for reviewing progress at the end of each year.

We are looking forward to looking back on our achievements and highlights in Year 1 and thinking ahead to what we will be delivering in Year 2.

### Community engagement

Continue to distribute the welcome / information Pack / Website

Grow community networks

With volunteers utilise social media (facebook, website, twitter) as well as traditional marketing tools (newsletters/ leaflets/notice boards/word of mouth banners). Send out press releases to local media.

Track participants through a Big Local / Heston West Passport (or similar)

### Health & Wellbeing

Volunteers – Support for vulnerable people

Develop local food projects – healthy eating / growing

### Business Involvement

Continue local corporate social responsibility programme

### Skills Training & Education

Showcasing local talent/skills to local businesses

Develop opportunities for the less able.

Develop a Pop-up shop programme for 13-19 and adult ages.

### Community Development

Continue to link / explore links to other Community Initiatives, facilities, & buildings

“Acclimatisation” Projects for newly arriving communities

Support development of ‘mini projects’ or groups (e.g. gardening / neighbourhood watch / mums group)

Maintain relevant sub groups to the board focusing on specific issues as per community lead

## Year 3 Indicative Plan

### Community engagement

Update welcome pack

Maintain community networks – including opportunities to “integrate” between different ages

Continue to track participants through a BL / HW Passport (or similar)

### Skills Training & Education

Continue to showcase local talent/ skills to local businesses nurture links with further education opportunities.

Continue to support the creation of opportunities for the less able.

### Health & Wellbeing

Develop projects that tackle mental Health Issues

Develop projects to support youth (13-19) and adult carers.

### Business Involvement

Continue local corporate social responsibility programme

### Community Development

Lead on maintaining links to other community Initiatives, facilities, & buildings

Develop ‘LETS’ style projects of volunteering / community giving

Set up relevant sub groups to the board focusing on specific issues as per community lead

In year 3 we will continue to develop and consolidate work from the previous years. We plan in year 3 to update some of the work from year one to reflect the needs of the community and to continue to nurture community engagement.

The Plan as a whole will be reviewed again as in Year 2 and we will set new targets using Local Trust’s guidance for reviewing progress.

We are looking forward to having made some real achievements in the first two years and growing these achievements even more in Year 3.



# **Monitoring & Managing**

## How will the HWCP deliver the plan?

### Project Management

On a day to day basis Groundwork will oversee the implementation of the Big Local Plan through the Community Development Worker.

The Community Development Worker will report to the HWCP who will agree the strategic priorities for successfully delivering the plan.

### When will the HWCP meet?

The HWCP will meet at least quarterly in order to review progress from the previous meeting and to discuss priorities for the subsequent period.

It is important that the community as a whole are a part of HWCP and additional public community meetings will also be held on a quarterly basis. One of these public meetings will form the AGM with the community able to vote on the appointment of board members for the following year.

Full details of HWCP governance can be found on page 39.



## ***How will we know we have been successful?***

### **Defining Outcomes**

We need to establish real/solid outcomes under each of our priorities and set out how we will measure them.

The measurement of Performance Indicators will determine the success of various elements of the plan and will be used to guide decisions of the HWCP in deciding on where to focus efforts as the plan develops.

Monitoring will be an ongoing process collecting simple data about activities and programmes as they are delivered will enable the HWCP board to respond quickly to issues and to support successes effectively.

We will also review our Plan annually and set new targets for the year ahead, using Local Trust's guidance for reviewing progress at the end of each year.

### **Measuring against the priorities**

Success will be measured against the priorities of the HWCP. These priorities evolved from community consultation and are noted in more detail on page 22 of this document.

They are:

- Community Development
- Community Engagement
- Health and well-being
- Skills, training and education
- Open spaces
- Business involvement

In accordance with these three priorities of HWCP a number of initial KPIs have been identified. These indicators along with the rationale behind their inclusion and the proposed methods of monitoring them are set out in the table on the following page.





## Key Performance Indicators

Outcome	Comments	How will we measure progress?
<b>Better use of our community facilities and spaces</b>	<p>We are lucky that there are a number of community spaces in the area, ranging from a scout hut to a community centre to two schools (with playing fields, play-grounds and buildings). However there is great potential for the facilities to be used better and by a greater range of people. Many of the facilities are very underused and could then be in danger of shutting down – we think they are essential to ensuring local people can be active in their area, providing bases from which activities and volunteering can thrive, and sup-ported community pride.</p>	<ul style="list-style-type: none"> <li>• Creation of a community spaces sub group to bringing together all relevant stakeholders</li> <li>• Development of a mini action plan to secure the future of the facilities by cross promotion / volunteer recruitment and development and where necessary securing additional funding.</li> <li>• Usage statistics – a successful community hubs should be well used by a wide range of people on the estate</li> <li>• Community activity – the number of community based organisations accessing the facilities to run activities</li> </ul>
<b>Better use for the outside space across the whole area</b>	<p>Residents have told us how much they enjoy the pockets of green space in Heston West, and in particular are keen to see the central village green and significant sports facilities at the schools used more by the community.</p> <p>LB Hounslow are currently undertaking a significant estates programme which will develop some of the open spaces and provide new facilities and play areas. HWCP are keen to see the future of the open spaces is prioritised and co-ordinated in line with residents priorities</p>	<ul style="list-style-type: none"> <li>• Involvement of local residents and HWCP in planning future use of open spaces with LB Hounslow</li> <li>• The land and amenities are “looked after” and the community is working to ensure it is a place of which we can all be proud</li> <li>• Creation of a MUGA and community activities run upon it open to a wide range of residents</li> <li>• Creation of new play areas across the estates</li> <li>• Care for the new facilities indicating the community are caring for them</li> <li>• Utilisation of organisation (such as West Play) to develop play leaders and play champions</li> </ul>



Outcome	Comments	How will we measure progress?
<b>A clear sense of pride in the community and the estate</b>	Many of the residents have talked with nostalgia about the sense of community that used to be evident on the estates and we are determined that this will improve over the life time of Big Local. We are in agreement to do this we need to grow community leaders and get more people involved locally. Citizens in the area are key to making this work.	<ul style="list-style-type: none"> <li>• Greater volunteer numbers and more community based activity</li> <li>• Residents taking greater care of their local area, tidy front gardens etc</li> <li>• Slow down of 'churn' on the estates as more people want to stay</li> <li>• LB Hounslow reports and surveys on residents feelings about the area and their estates.</li> </ul>
<b>To improve the well-being of people on the estate</b>	One of the indicators we looked at when choosing Heston West as an area for Big Local was 'health' and the statistics show some alarming trends. Many residents suffer from long term health problems and as a result become isolated and depressed. This is something we want to combat and break the cycle of locally.	<ul style="list-style-type: none"> <li>• A range of activities that help build better well-being in individuals</li> <li>• Look at health measures from the formal measures available</li> <li>• Survey residents to see if they feel their well-being has improved</li> </ul>
<b>For people on the estate to live safely without fear of crime</b>	<p>Our crime rate is not significantly high, however there are significant pockets of ASB and public disorder on the estates and residents are fearful of some areas.</p> <p>The new housing developments and resulting physical improvements will aim to change some of this however we must engage the young adults in particular to ensure drug related crime and ASB is kept at a minimum.</p>	<ul style="list-style-type: none"> <li>• Look at crime rates from the formal measures available</li> <li>• Survey residents about fear of crime – has this improved?</li> <li>• Work with the school on a joint action plan to tackle issues</li> </ul>
<b>Residents having better life choices</b>	Low income and skill levels are apparent on the estate and HWCP are keen to support residents of all ages and backgrounds to succeed at whatever they choose. We want to provide a range of appropriate, accessible development opportunities	

## Governance

### Introduction

The Heston West Community Partnership (HWCP) exists to improve the quality of life of local residents through its role as the Big Local Partnership organisation for Heston West.

HWCP whilst it is resident led, it is a partnership and whether a HWCP Member is a community representative, local business representative or a public service partner, each has equal responsibilities and powers as a HWCP Member.

HWCP have developed a Terms of Reference to provide guidance to members and stakeholders on the governance arrangements in place for the day-to-day running of the Partnership and also the expectations on the part of HWCP Members in terms of behaviours and code of conduct.

This section summarises key aspect of the HWCP Terms of Reference.

### The Heston West Partnership

The Big Local Partnership will have the following responsibilities:

- Agree the vision, strategy and priorities of the Heston West Big Local project
- Establish, manage and review an operational structure
- Arrange for the democratic selection of the community representatives to the HWCP
- Draw up and regularly review the Big Local plan
- Within the agreed strategies and priorities of the Big Local Plan: prepare, implement and review a budgeted programme as part of the community plan
- Implement, manage and review a communications plan
- To appoint the Locally Trusted Organisation and approve any sub-contractors
- To liaise and report to the Local Trust, other funders and the community as required
- Evaluate the programme on an on-going basis

### HWCP Members

Every Big Local Partnership Member is expected to encourage greater involvement of the community and other partners in the Heston West Community Partnership process.

The fundamental roles of the Big Local Partnership Members are:

- To oversee and agree the development of a Community Plan for the Heston West area
- To approve the procedures by which the Big Local Partnership will operate; to ensure that the right support is in place to enable on-going community engagement
- To successfully complete and implement the Plan in order to achieve the most sustainable outcomes.

It is anticipated that the Partnership will have a strategic, decision making role as well as an operational or administrative one.

### HWCP Board

The HWCP Board will have the following ways of working:

- Conduct its business in an open and accountable manner
- Maximise its community consultation
- Promote equal opportunities in all the work of the Partnership
- Promote and develop complementary and supportive ways of working on programmes, projects and partnerships with other local and outside organisations on behalf of the Partnership

## Governance

### Membership and voting

The HWCP is intended to be resident led and so will have a resident majority and comprise a minimum of 8 and maximum of 12 voting representatives and will seek representatives drawn from;

- i) A maximum of 7 Residents (Majority group)
- ii) 3 Local area stakeholders
- iii) 2 Co-opted members

Board members will be elected for a 2 year term and can re-stand up to twice, allowing for a total membership of 6 years before having to stand down.

- The aim will be to make decisions at HWCP meetings by consensus. If a vote is required, all votes will be decided by a simple majority of votes cast in favour by those present. If a motion does not receive a majority in support, it will fall. The Chair will not have a casting vote.

- Each HWCP Board Member will have one vote; voting substitutes need to be agreed in advance by the Chair. Proxy votes will not normally be accepted and only by prior agreement of the Chair.
- Big Local Partnership meetings will be open to residents of the Heston West Community Partnership area to attend as observers as well as to any nominated representative from Big Lottery/Big Local/Local Trust.
- The Big Local Partnership may also request advisors, staff and consultants to attend meetings to present reports or give advice on the work of the Partnership.

### Co-optees

Co-optees may be invited to join the HWCP and will be appointed at the discretion of the HWCP Board.

In co-opting a member, the HWCP will ensure that the majority of Board Members are residents from the Heston West community.

### Chair and Vice Chairs

- At the first meeting of the Big Local Partnership, members will elect a Chair and Vice Chair(s) for the Big Local Partnership from the existing membership.
- Chair and Vice Chair(s) term of office shall be for one year and thereafter shall be renewed annually by a simple majority vote of eligible Partnership members.

### Frequency of meetings

Initially, unless otherwise agreed, meetings of the HWCP Board will take place as a minimum quarterly.

### Quorum

- The quorum for meetings of the HWCP will be 5 members, with at least 2 members being residents. These figures to be kept under review as the partnership develops.
- In the event of a meeting being inquorate, it shall be reconvened as soon as possible and shall be quorate once the prescribed number of members are present no later than 30 minutes after the stated start time.

## Governance

### Administrative Support

The Locally Trusted Organisation will provide secretarial and administrative support to the HWCP. Notes will be taken at all HWCP board meetings and agendas and papers for any HWCP Board meetings will be circulated to board members no later than three working days prior to the meeting.

### Code of Conduct

- It is a condition of membership of the HWCP Board that members will at all times conduct themselves in a reasonable manner at meetings and in accordance with these terms of reference and as set out in the 'Setting the tone for good partnership working' report (Appendix 3).
- All Heston West Community Partners should be able to satisfy themselves that the affairs of the Board are conducted fairly, in accordance with these terms and to a high standard of performance and propriety
- HWCP Board Members will not act in such a way that they, their relatives or friends or businesses with which they have a connection, receive better, more favourable or different treatment than others do.
- Each member of the HWCP Board will declare if there are any personal factors that might be seen as influencing their decisions when discussing any item. If the conflict is clear and substantial, the members should offer to withdraw, and if invited to remain, must refrain from voting on the matter.
- It is the intention that every member of the HWCP Board be actively involved in the work of the board. Where any member fails to attend two consecutive meetings without offering a reasonable explanation, the board may decide to end their membership and co-opt a replacement member to join the HWCP Board from the appropriate constituency, this may or may not be from the same organisation or local area.
- Any member may be excluded for breaching these terms of reference or for any conduct contravening the role of the HWCP by a majority of those present and voting. Any member so excluded will have the right of appeal to the next meeting of the HWCP or a sub group convened to deal with these matters.

### Collective Responsibility of Big Local Partnership Members

- The democratic decisions of the HWCP Board are collectively owned by all the Members of the HWCP and no individual Member should wilfully disown those decisions outside the HWCP meetings in a manner which will discredit or adversely affect the progress of the HWCP
- All offers accepted by Members, including for example lunch or other forms of hospitality, should be reported to the Partnership or the Locally Trusted Organisation on its behalf who shall make a record in a book specially kept for that purpose. (See also 13 above)

## Governance

### Community Meetings

- Wider community (meetings will be an essential part of the process to ensure that the HWCP is accountable and consults with the Heston West community. These will be held quarterly.
- At the community meetings, members and officers of the HWCP will report on the work they have undertaken, take questions, seek and incorporate the views of the community in their work.
- The HWCP will also develop new ways to report back, consult and involve the community. This may include surgeries, open days, focus groups and other methods to be agreed.
- Each year one community meeting shall act as the Annual General meeting (AGM). At this meeting HWCP board members will be elected through a simple ballot with the majority votes being declared the winner. Each year 50% of board members must stand for re-election

### Annual General Meeting Actions:

- Present and approve minutes from last AGM
- Present a report on last year's big local activities
- Present audited accounts for the year
- Board members whose term of office are up for election will stand down
- The officers and committee for the next year will be elected

### Equal Opportunities

- The principal aim of the Partnership is to operate an inclusive process that combats social exclusion and benefits all members of the community.
- To achieve this, members of the HWCP recognise the importance of equal opportunities and will actively work to combat all forms of discrimination to ensure that all residents of the Heston West Community Partnership area benefit fully from the work of the partnership.
- The multi ethnicity and diversity of the cultural backgrounds and faiths of the Heston West Community Partnership area is to be celebrated and will provide many opportunities for the Partnership to achieve its aims.
- The Partnership recognises that discrimination of individuals or groups does not allow them to achieve their full potential or for them to fully contribute to a vibrant and strong community.

Sub Groups (Working Parties, thematic Groups, etc)

- The HWCP has the power to establish working parties, thematic groups, etc and approve their terms of reference to work on specific areas of work.
- While these sub groups must include a member of the HWCP, other representatives from the community (including the local authority) or partnership can be invited to join. The HWCP member will have the responsibility to ensure that the work of the sub groups are undertaken according to the terms of reference of the sub groups and matters are reported to the HWCP Board.



# **Appendices**

# Appendix 1 *Results of the questionnaire completed at the December 2014 events. 57 people completed the questionnaire.*

## 1. Can you name a place in this community where an adult could take a learning course?

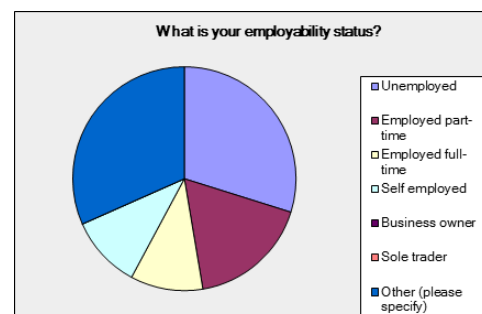
There were only four main locations identified by respondents which suggests that there is a lack of learning resources or that awareness of resources is poor and needs improving.

## 2. Employment Status

What is your employment status?

Answer Options	Response Percent	Response Count
Unemployed	29.8%	17
Employed part-time	17.5%	10
Employed full-time	10.5%	6
Self employed	10.5%	6
Business owner	0.0%	0
Sole trader	0.0%	0
Other (please specify)	31.6%	18
Answered question		57
Skipped question		0

The majority of those that selected 'other' were young people which suggests that unemployment amongst adults is quite high in Heston and this needs to be addressed.

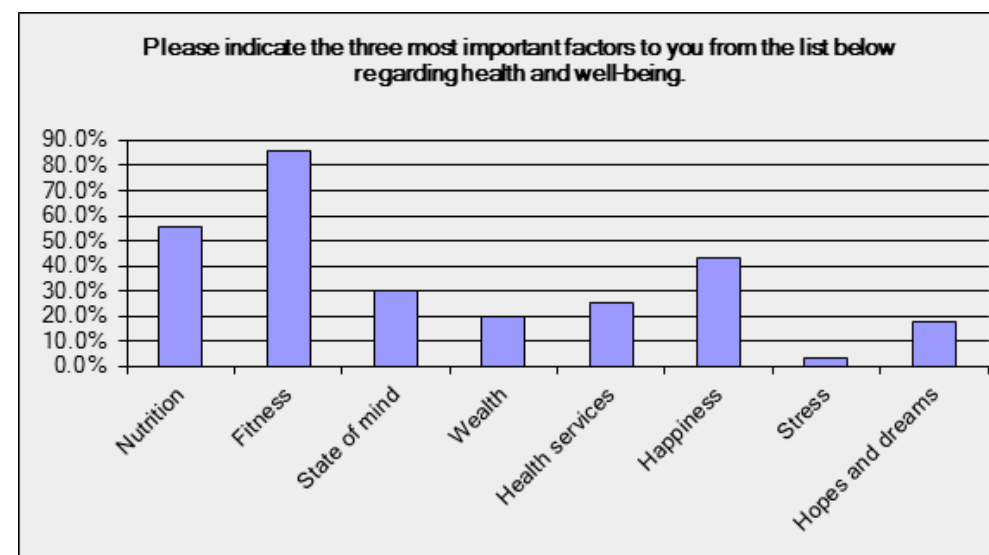


## 3. Health & Wellbeing

Please indicate the three most important factors to you from the list below regarding health and well-being.

Answer Options	Response Percent	Response Count
Nutrition	55.4%	31
Fitness	85.7%	48
State of mind	30.4%	17
Wealth	19.6%	11
Health services	25.0%	14
Happiness	42.9%	24
Stress	3.6%	2
Hopes and dreams	17.9%	10
Answered question		56
Skipped question		1

The three majority of respondents selected fitness, nutrition, and happiness as being the three most important factors when it comes to health and wellbeing in their community. This suggests community development activities should be focussed towards supporting services and information on these subject areas.





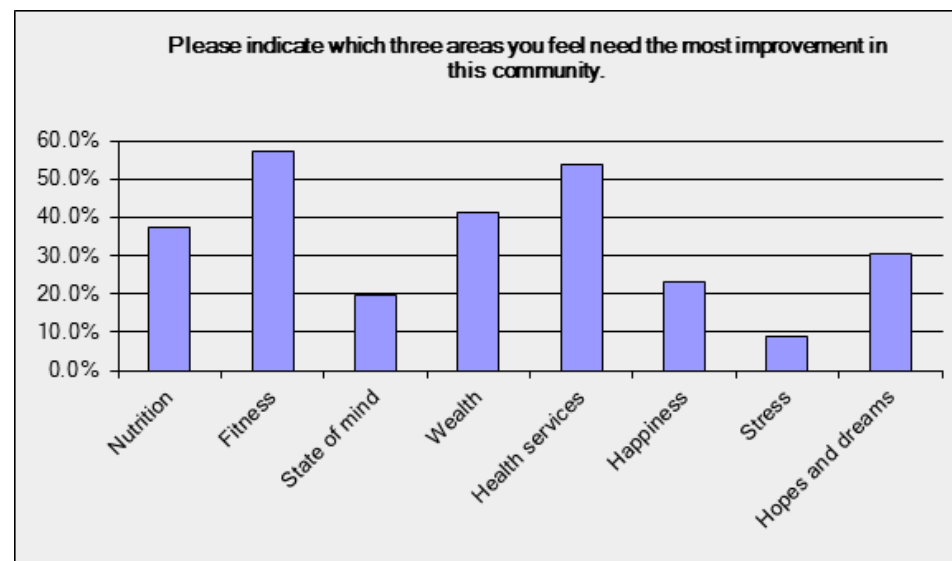
## Appendix 1

### 4. Services needing most improvement

Please indicate which three areas you feel need the most improvement in this community.

Answer Options	Response Percent	Response Count
Nutrition	37.5%	21
Fitness	57.1%	32
State of mind	19.6%	11
Wealth	41.1%	23
Health services	53.6%	30
Happiness	23.2%	13
Stress	8.9%	5
Hopes and dreams	30.4%	17
Answered question		56
Skipped question		1

Nutrition, fitness and health services feature highly in services people felt needed most improvement. Wealth was also highlighted which links back to the high levels of unemployment amongst respondents.

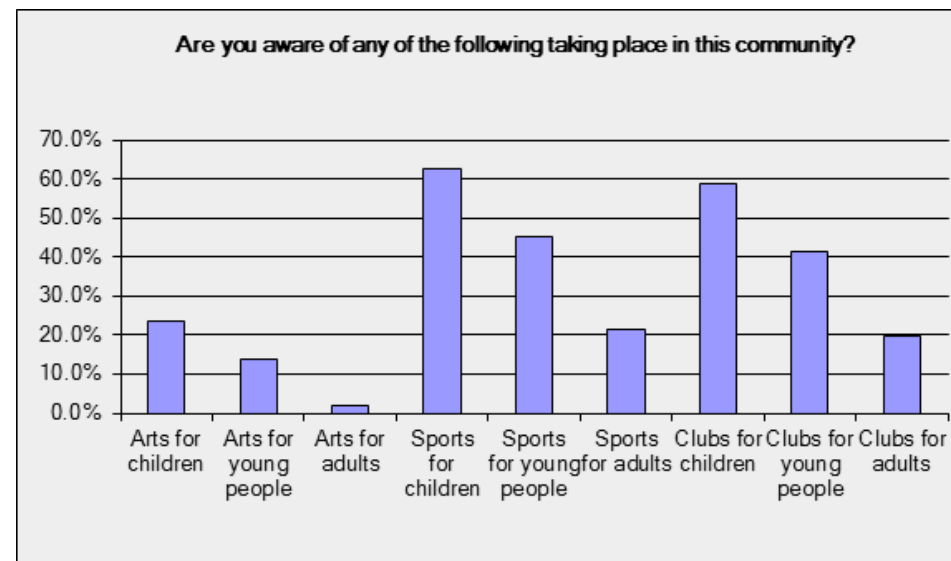


### 5 Awareness of services taking place in the community

Are you aware of any of the following taking place in this community?

Most people are aware of sports and clubs that are available for young people but there is very little awareness of Arts within the community or sports and clubs available to adults.

Answer Options	Response Percent	Response Count
Arts for children	23.5%	12
Arts for young people	13.7%	7
Arts for adults	2.0%	1
Sports for children	62.7%	32
Sports for young people	45.1%	23
Sports for adults	21.6%	11
Clubs for children	58.8%	30
Clubs for young people	41.2%	21
Clubs for adults	19.6%	10
Answered question		51
Skipped question		6



Appendix 1

6. Services needing most improvement

Indicate which areas need the most improvement in this community?

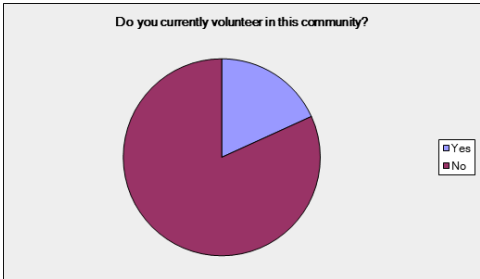
Answer Options	Response Percent	Response Count
Arts for children	42.6%	23
Arts for young people	38.9%	21
Arts for adults	33.3%	18
Sports for children	35.2%	19
Sports for young people	31.5%	17
Sports for adults	27.8%	15
Clubs for children	37.0%	20
Clubs for young people	44.4%	24
Clubs for adults	37.0%	20
answered question		54
skipped question		3

There appears to be a requirement for all of the services identified to be improved.

7. Volunteering

Do you currently volunteer in this community?

Answer Options	Response Percent	Response Count
Yes	18.2%	10
No	81.8%	45
answered question		55
skipped question		2



A large proportion of respondents have not volunteered before, several stating that they do not have time due to child care commitments or that they believed they were too young.

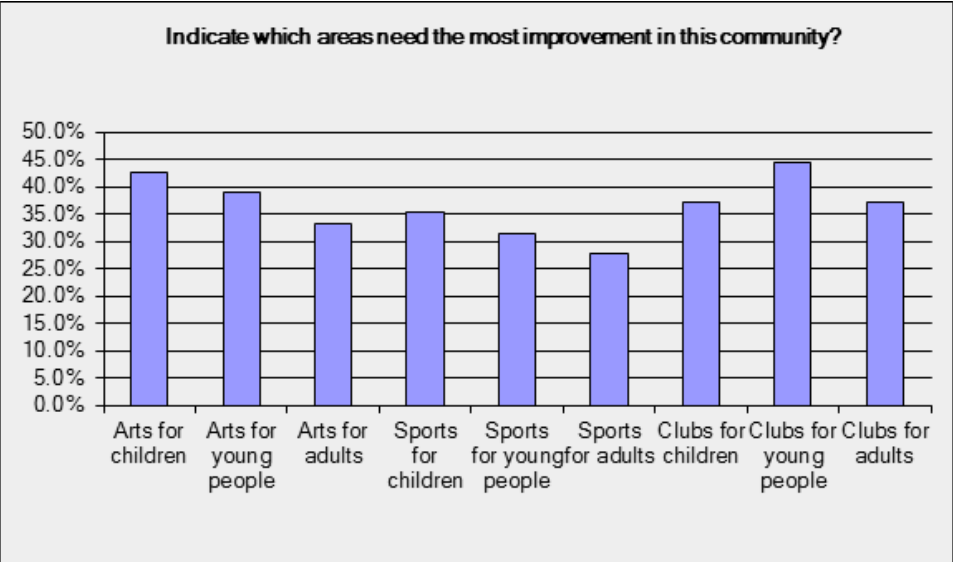
8. Local Business Support

Do you think that local businesses support community activities in this community?

Answer Options	Response Percent	Response Count
Yes	50.9%	27
No	49.1%	26
answered question		53
skipped question		4

The split of people who felt businesses supported community activities was more or less 50/50. Certainly a target would be to try and improve this so that the majority of people feel businesses support community activities.

Suggestions for how businesses could support activities include sponsorship of events, supporting local sports clubs, and providing food and resources to events.



## Appendix 2

### Breakdown of Community Worker costs from Groundwork South

<i>Salaries of Central Services Staff</i>	£	12,052
<i>Travel</i>	£	529
<i>Accommodation</i>	£	668
<i>Administration</i>	£	1,100
<i>Communications / IT</i>	£	752
<i>Recruitment / Training</i>	£	84
<i>Marketing</i>	£	218
<i>Professional Fees</i>	£	344
<i>Depreciation</i>	£	168
<i>Other</i>	£	84
<b>Total Overhead Contribution</b>		<b>£ 16,000</b>
<i>CDO Salary</i>	£	28,000
<i>National Insurance Contribution</i>	£	3,360
		<b>£ 31,360</b>
<b>Total CDO Cost</b>		<b>£ 47,360</b>

