

AGENDA MANAGEMENT SHEET

Name of Committee Stratford-on-Avon Area Committee

Date of Committee 14 November 2007

Report Title Stratford on Avon Potential Well being Fund and Social Inclusion Fund Projects

Summary The Area Committee considers whether to approve the Well being Fund and Social Inclusion Fund projects set out in the report.

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Would the recommended decision be contrary to the Budget and Policy Framework? No.

Background papers None

CONSULTATION ALREADY UNDERTAKEN:-

Details to be specified

- Other Committees
- Local Member(s) George Atkinson, Jill Dill Russell, Bob Stevens as Area Committee Funding Sub Group – Comments incorporated
- Other Elected Members
- Cabinet Member
- Chief Executive
- Legal Lisa Arben – Solicitor – Comments incorporated
- Finance Nicola Cumberledge – Finance Officer
- Other Chief Officers David Carter – Strategic Director Performance & Development
- District Councils

- Health Authority
- Police
- Other Bodies/Individuals

FINAL DECISION YES

SUGGESTED NEXT STEPS:

Details to be specified

- Further consideration by this Committee
- To Council
- To Cabinet
- To an O & S Committee
- To an Area Committee
- Further Consultation

Agenda No

Stratford On Avon Area Committee – 14 November 2007.

Stratford on Avon Potential Well being Fund and Social Inclusion Fund Projects

Report of the Strategic Director of Performance and Development

Recommendation

That the Area Committee approves the Well being Fund proposals set out in Section 4 and the Social Inclusion Fund proposal set in Section 5

1. Introduction

- 1.1 This report contains funding proposals that have been considered and are supported by the members of the Area Committee's Funding Sub Group. Further details of any of these proposals can be obtained from the County Councils Stratford on Avon Area Office.
- 1.2 Potential commissions can be identified by a Theme Group of the Stratford District Partnership (the Local Strategic Partnership) in support of the actions identified in the Community Plan, by the local Area Managers and by Area Committee.
- 1.3 The current priorities for the use of the Well being Fund are projects that address one or more of the following priorities:-
 - Climate Change & Environment
 - Health & Older People
 - Stronger Communities
 - Safer Communities
 - Children, Young People & Families

2. Available Resources Well being Fund

- 2.1 A total of £65775 is available to the Area Committee in this years Well Being fund to commit in 2007/08. At the meeting on 18 July projects with a total value of £10180 were agreed. This leaves a total of £55,595 to be committed.

- 2.2 There is a further £10,000 to be committed from the Well being Fund and that is ring fenced for a project to address the issue of Arts and Health. A specific proposal, Dance for Health, is included within the report.

3 Social Inclusion Fund

- 3.1 The Social Inclusion Fund has a total of £95,573 available to commit in 2007/08. At the meeting on 18 July projects with a value of £3,000 were agreed. This leaves a total of £92,573, to commit in 2007/08.

4. Well being Fund Proposals

4.1 Welcome Pack Initiative

a) Description of Project

The initiative is managed by the Village Liaison Officer Project at Council for Voluntary Service (CVS), and has been funded initially through the Rural and Social Communities Programme (DEFRA 2006-2008).

The Village Liaison Officer (VLO) project has developed the Welcome Pack initiative working with 10 communities in Stratford District in 2007. The initiative has provided an excellent opportunity for volunteer Village Liaison Officers (VLO's) to work more closely with their Parish Councils, and to work collaboratively within their communities.

Each VLO and Parish Council receives support, guidance and funding advice from the VLO project on how to research, produce and distribute the packs, according to their individual community needs.

Project Outline

To further expand and extend this model across Stratford District to work with more Parish Councils, and to explore further communication and capacity building initiatives with Parish Councils, subject to the availability of additional resources.

The VLO project would seek to recruit dedicated volunteers in more parishes, and work with the respective Parish Councils to promote the Welcome Pack Initiative.

The Welcome Pack is designed as a tool to inform local people about local service provision, to improve accessibility to information about services. It will also encourage them to integrate into their local community and help to build the capacity of the community.

The pack includes:-

- A 'Welcome' letter from a Community Leader
- Background history of the local community

- A directory of local services, contact info on local organisations, and statutory organisations with who to contact for what problem
- Local transport information
- A local map
- Parish Council news
- Who's who in the village

The Welcome Pack is promoted via key community figures, the Village Liaison Officer/local volunteer, the Parish Council, the church and through the parish magazine distribution network.

In addition, working with local estate agents and the Council's tax staff (i.e. Council Tax) is proposed should the model be expanded, to consider other ways to reach new householders.

Project costs

The current budget for 07/08, supporting 10 parishes is £14,170

Working with an increased number of parishes, a figure of £23,480 would enable this work to be expanded extensively across the District. A more detailed breakdown of the budget is given below.

Anticipated Outcomes and Indicators

The project is currently working in Barford, Bidford, Ilmington, Lighthorne Heath, Oxhill, Tanworth, Tysoe, Ufton, Welford and Wellesbourne. The expansion proposal would focus around working with 8/10 "cluster/locality groups", working with a local volunteer and a representative from the Parish Council to work with, and enable, them to develop a Welcome Pack.

Time Scale

The project could start in January 2008 and be rolled out to Parish Councils from February/March 2008.

Monitoring and reporting

The Village Liaison Officer Project would continue to manage the project, from the Stratford Council for Voluntary Service office. A dedicated and experienced Project Officer would be responsible for delivery of the project, with support in kind being offered by Stratford CVS Projects Manager.

Expansion of the project would be focused around working with 8/10 "cluster/locality groups", working with a local volunteer and a rep from the parish council to work with them and enable them to develop a local Welcome pack. In addition there is the scope to work with the Parish Council, to look at developing Communication Strategies, and providing further training e.g.: newsletter writing. A communication sub group of the parish council, or a small group within the community would be established to take responsibility for the 'Welcome Pack' in the longer-term.

- b) Proposer of Project**
Stratford on Avon CVS
- c) Amount of Funding sought**
- | | |
|------------------------|----------------|
| Staff costs | £10,506 |
| On costs | £1,316 |
| Travel costs | £500 |
| Office costs | £6,680 |
| Management costs | £1,978 |
| Project activity costs | £2,500 |
| Total | £23,480 |
- d) Total Cost of the Project**
£37,650
- e) Contribution to Area Committee Priorities**
The project will contribute towards the Area Committee priority of Stronger Communities.

4.2 DANCE 4 HEALTH

Note: This project has been developed under the Arts for Health ring fenced allocation of £10,000.

- a) Description of Project**
The aim of the project is to use dance to promote individual feelings of health and wellbeing, increasing opportunities for greater health and social engagement.

Project Proposal: A six month project, developing regular dance workshops with young people aged 11 – 16

“Dance has a great deal to offer people young and old, irrespective of ability and background. Dance can take many forms and embody elements of fun creativity and performance that makes it an attractive route to a fitter and healthier lifestyle”
(Caroline Flint, Minister for Public Health, animated publication: summer 2007)

The workshops will be developed and led by a ‘lead’ professional dance artist, supported by a second dance artist working in partnership with the County Arts Service and local health, youth and community professionals.

Running alongside the workshops will be a countywide evaluation, monitoring and evaluating the evidence that emerges from the five area workshop programmes. This evidence will be used to assess the physical and social well being effects of dance activity on individuals potentially ‘at risk’ of health issues or inequality.

The research will contribute to a final published evaluation report, providing evidence that will support the long-term sustainability of arts and health projects in the County.

The project will develop in three phases:

1. Group forming & project scoping. An experienced lead dance artist will work with local health and community professionals to bring together young people aged 11 – 16 to create a new group that will meet regularly and undertake creative dance activity. Individuals will be identified through a series of taster sessions that will run at the following existing Young Peoples Groups :

Cyber Club – Run at Alcester Opportunities – 2 Sessions
Alcester Youth Project (WCC) – 2 Sessions
Youth Group – Grieg Centre – 2 Sessions

Holding the taster sessions at the individual group venues will help to overcome potential barriers to participation such as a change in environment. It is anticipated that by offering sessions within the individuals' own environment participants are more likely to engage with the activity and be motivated to continue.

2. Workshops/Classes. Develop and sustain a dance group within Alcester. Individuals who had taken part in taster sessions and wanted to develop their skills would form this new group.

The project managers (the County Arts Service) will monitor and evaluate the project as it progresses, and to make the necessary changes needed to ensure the projects stay on track and are delivered on time and to budget and report progress to ACT.COM

Taster sessions: estimated over 80 young people will take part in the taster sessions and 15 to 20 Young People will commit to the formation of the regular workshop group in Alcester as part of the sustainability of this project

3. Exit strategy. A period of partial subsidy/support for each group will allow partners to assess the long-term sustainability and development for the group. CAS is working with partners (named below) who have shown initial commitment to the project, both in terms of financial support and in kind contributions, and would be key to the long term sustainability of the group. The project is to be viewed as a pilot/action learning process in order to assess the potential long term impact of dance & health and the demand for such activity from the young people/participants.

As part of a strategic county wide project, as well as delivering projects at local level and delivering against local LAA and local plan outcomes, the added value of the wider project would be:

- to provide the evidence and motivation for Health partners to understand the benefits that dance can bring to their sector and, in doing so, provide increased opportunities for future commissioning of dance or arts projects. This will be achieved by building a strong network of partners for the project both locally and at county level to ensure ongoing ownership and confidence in this area of work.

- to provide evidence of the impact that the arts can have on health agendas to a broad range of partners as part of the project, the aim is to increase the funding and support for arts and health work in the future – providing increased opportunities for people to take part in the arts.

b) Proposer of Project

County Arts Service

c) Amount of Funding sought

£10,000

d) Total Cost of the Project

£15,652

e) Contribution to Area Committee Priorities

The project will contribute to the Area Committee priorities of Children, Young People & Families and Stronger Communities.

5 Social Inclusion Fund Proposals

5.1 Warwickshire Association for the Blind - Equipment

a) Description of Project

The purpose of the project is to expand the services offered by Warwickshire Association for the Blind (WAB) at their drop in centre in Stratford upon Avon.

One of the services provided at the centre is the opportunity for visually impaired people to use and try specialist equipment, often only available via mail order. The existing equipment at the drop in centre is also used to train people in the use of the equipment.

WAB are seeking to increase the number of younger visually impaired people who use their services. The development of well equipped drop in centres is key to this approach.

The funding will enable WAB to purchase a number of specialised pieces of equipment including:

Laptop Computer
Lunar Pen
Internet Connection
Clearview Desk Video magnifier
Pocket sized Electronic magnifier

- b) Proposer of Project**
Warwickshire Association for the Blind
- c) Amount of Funding sought**
£5,158
- d) Total Cost of the Project**
£15,158

5.2 Studley Grow, Cook and Eat Project

a) Description of Project

The aim of the project is to pilot a community integrated health programme based on growing, Cooking and Eating fresh fruit and vegetables. The project has been developed by Escape working with the Stratford family Support Team, Studley Infants School and Studley Intergenerational Group. It will give people basic skills in cooking and provide opportunities for participants to learn about healthy eating, food nutrition, sharing skills and cultural/social differences.

The project will also bring together people from different backgrounds

The school are committed to supporting the project making their outdoor space and community facility available to allow participants to cultivate and extend their vegetable plot, provide time within the school curriculum for cooking and recruit parent volunteers to lead the project working with Escape volunteers.

The activities will include:

A programme of core cooking activity
Cultivation and extension of the school vegetable plot
Community recipe book
Volunteering opportunities
Events & Exhibitions
Identification & Uptake of progress routes.

All of the work will be promoted at community locations and events, within the library school and through the Studley Community newsletter.

- b) Proposer of Project**
Escape
- c) Amount of Funding sought**
£4,992
- d) Total Cost of the Project**
£9,797

5.3 Community Skills

a) Description of Project

Provision of support for community & voluntary groups across the district is important. One way in which this support can be provided is through the transfer of knowledge and experience gained by other groups and organisations. One such example is the Blackwell Project. The project has developed over time and is now held up as an example of good practice. The project was recently included as part of the Digital Challenge proposal developed by Stratford on Avon District Council.

A number of people from across the District have approached the Blackwell project with a view to learning from their experience and translating that into action within their respective areas. Approaches have been received from villagers, village hall committee members, trustees, and statutory agencies across the District including Shipston, Quinton, Ettington, Ilmington, Preston on Stour and Clopton

These included:

- Promoting Adult Learning
- Building self esteem
- Reducing rural isolation
- reducing social exclusion
- enabling people to re-skill
- To build confidence and learn new skills
- To meet new friends
- To return to work
- Increase volunteering opportunism
- Promote sustainability
- Increase participation
- effective partnership working
- Improve service provision and access to all
- promote the empowerment of community

The project has developed good links with agencies and has built a positive rapport with them. The project has proved to be a success not only for the users, and for the hall, the community and the agencies. It also promotes good and effective partnership working.

It is proposed to support three groups/organisations in the District based on the lessons learnt from the Blackwell Project. Longer term, hands on support will be provided rather than simply visits to see what made the Blackwell project a success.

The areas would be agreed in conjunction with the Area Committee funding sub group. Priority would be given to organisations in those areas of greatest need as defined by the deprivation mapping undertaken by Stratford on Avon District Council.

The project would help the groups identified worked with to:

- identify need.

- To consider funding opportunities.
- Network and link up with other agencies.
- Produce Policies, Procedures and Service Agreements.
- Promote the opportunities within the community and surrounding areas.
- Hold open days.
- Undertake Promotion, Publicity and Marketing
- Develop training that can then be delivered to volunteers
- Produce a guide with all the information required
- Offer support and guidance
- Ensure sustainability of the organisation

We would look to work with 3 communities. It would enable them to apply for funding to improve the facilities within their community. To hold 3 open days in each community - 9 in total. A model for the groups to work from that can then be utilised by other community groups. To have Adult and community learning or college outreach learning in each of the communities that we work with. Working towards a timetable of courses, that the community has identified a need.

This process takes time to put in place the necessary building blocks to ensure that the work is successful and will continue after the initial work has been completed. In order to have the right impact on a community they need to feel part of it and have ownership. This can only be achieved through consultation and identify any training that may be needed. Funding applications can prove problematic to some groups and sourcing the funding. The project will help them identify them and help them to make contacts with the relevant agencies.

It is anticipated that the project would take a year to complete in order to have everything in place. To achieve sustainability and to offer the support the groups need to succeed

b) **Proposer of Project**
Hub@Blackwell

c) **Amount of Funding sought**
£20,000

d) **Total Cost of the Project**
£20,000

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17 October 2007