

Stratford on Avon District Social Inclusion Partnership

Community Builder Proposal

'The future of every community lies in capturing the passion, imagination, and resources of its people.'

Ernesto Sirolli

1 Introduction

Harnessing and developing skills, assets and resilience at an individual and community level is an important social inclusion imperative. The ability of individuals and communities to 'bounce back' and even flourish when faced with adversity enabling people to live healthier and more fulfilled lives is even more important due to impact of Covid 19.

This proposal outlines how two of the most deprived communities as identified in the Index of Multiple Deprivation (IMD) 2019 in Stratford on Avon District can be supported to 'bounce back' and thrive in the future.

2 Definitions

The Community Builder would work closely with those most in need in the catchments for both the Bishopton Community Centre and Ken Kennett Community Centre. Through the proposal these are described as Clopton and Bishopton communities, terms which are well understood and used locally to mean these areas.

It should be noted that there is not one or two wards or standard geographical definitions that neatly cover these areas and that Electoral Wards and Lower Super Output Areas (LSOA) can provide misleading official information. i.e. Clopton & Welcombe Hills LSOA includes the affluent Ward of Welcombe.

LSOA	Relevant Wards	Community of
Clopton & Welcombe Hills	Clopton ward Welcombe ward	Clopton
The Avenue	Avenue ward	Bishopton
Maybird	Avenue ward Clopton ward	Clopton
Bishopton	Bishopton ward	Bishopton
Stratford Mount Pleasant East	Hathaway ward	Bishopton

3 The Challenge

The communities of Clopton and Bishopton fall within two of the most deprived LSOA within the District, Maybird and Stratford Mount Pleasant East within the Index of Multiple Deprivation (IMD) 2019.

There is significant evidence that the very characteristics of social exclusion including, unemployment, education attainment, financial hardship, social isolation, health and wellbeing etc. are most pronounced in the most deprived areas of the District. The impact of the pandemic is only going to accentuate these issues worse.

Two key assets within the communities are Bishopton Community Centre and Ken Kennett Community Centre which are both run by a limited number of dedicated volunteers, very committed to their communities.

However, both groups have and are going through significant change, not least in responding to Covid 19, which puts these important community assets at greater risk in the future than before due to reduced revenue streams as community group usage has declined.

4 Evidence of Need

4.1 Stratford-on-Avon District overview

The Centre for Progressive Policy think tank noted in April 2019 that Stratford-on-Avon District would be the fourth biggest economic hit of all local authorities in the UK from coronavirus.

Stratford-on-Avon District Council Snapshot Business Survey May 2021, surveyed 221 businesses across the district. The survey found that the majority of businesses had been affected by the pandemic negatively, with just over half having to implement a temporary business closure. Under half had furloughed staff, while a third taken active cash flow measures, taken on debt/equity and increased working flexibility for staff.

This is reflected in the latest claimant count for the District as a whole.

4.1.1 Local Authority Claimant Count Levels (unadjusted) by West Midlands Local Authorities Comparing March 2020 against April 2021 (16 and over)

The geographical variations at local authority level across the West Midlands is large, where increases since March 2020 range from 65.4% in Dudley, to a rise of 184% in Stratford-on-Avon district, the largest increase of any authority.

local authority: district / unitary	March 2020	April 2021	change	% change
Stratford-on-Avon	1,050	2,990	1,940	184.8
Wychavon	1,320	3,240	1,920	145.8
North Warwickshire	845	1,980	1,135	134.6
Warwick	1,570	3,615	2,045	130.3
Herefordshire, County of	2,110	4,705	2,595	122.8
Bromsgrove	1,165	2,590	1,425	122.7
Malvern Hills	925	2,020	1,095	118.3
Coventry	8,000	17,120	9,120	114.0
Wyre Forest	1,580	3,345	1,765	111.5
Shropshire	4,010	8,385	4,375	109.2
Worcester	1,780	3,710	1,925	108.1
Redditch	1,535	3,175	1,640	106.6
Solihull	3,650	7,400	3,750	102.7
Rugby	1,535	3,090	1,555	101.0
Telford and Wrekin	3,430	6,550	3,120	91.0
Sandwell	10,780	19,755	8,980	83.3
Nuneaton and Bedworth	2,830	5,025	2,195	77.6
Walsall	8,605	15,150	6,545	76.1
Birmingham	49,370	83,490	34,120	69.1
Wolverhampton	10,380	17,250	6,870	66.2
Dudley	8,515	14,085	5,570	65.4

Stratford on Avon district has also seen the highest increase in youth claimants in the West Midlands, increasing by 319% from October 2019 to October 2020.

4.2 Stratford-on-Avon Lower Support Output Area (LSOA) insight

Monthly ONS Claimant Count statistics and the Index of Multiple Deprivation (IMD) 2019 provides more localised insight to LSOA level compared across Stratford-on-Avon District.

4.2.1 Analysis of Universal Credit (UC) Claimant totals by LSOA (ONS March 2021)

UC claims from those in employment and NOT in employment (across 73 LSOAs within Stratford-on-Avon district)		
Highest ranking in district	LSOA	Total UC claimants
2 nd	Maybird	349
3 rd	The Avenue	310
4 th	Stratford Mount Pleasant East	237
16 th	Bishopton	130
65 th	Clopton & Welcombe Hills	60

As previously noted Clopton & Welcombe Hills LSOA contains both the lowest levels of deprivation and the highest levels of affluence in the district, so the actual need in Clopton is disproportionately represented through the LSOA data.

LSOA areas represent approximately 1500 people, based on the figure provide here, 1/5th of households in Maybird and The Avenue are likely to be impacted through under of unemployment.

UC claims from those in employment (across 73 LSOAs within Stratford-on-Avon district)		
Highest count	LSOA	Total claimants
2 nd	The Avenue	16
3 rd	Maybird	139
6 th	Stratford Mount Pleasant East	99
22 nd	Bishopton	51
52 nd	Clopton & Welcombe Hills	30

UC claims from those NOT in employment (across 73 LSOAs within Stratford-on-Avon district)		
Highest count	LSOA	Total claimants
2 nd	Maybird	181
3 rd	The Avenue	171
4 th	Stratford Mount Pleasant East	138
16 th	Bishopton	79
65 th	Clopton & Welcombe Hills	30

Analysis of income by LSOA in Stratford-on-Avon District (IMD 2019).

Children living in relative poverty

(Relative poverty is where a household income measures below 60% of median incomes.)

Highest	LSOA	Total claimants
2 nd	The Avenue	103
5 th	Maybird	72
17 th	Bishopton	50
33 rd	Stratford Mount Pleasant East	43
69 th	Clopton & Welcombe Hills	15

Children living in absolute poverty (Absolute poverty refers to a level of poverty where people struggle to meet daily needs, such as food, shelter, sanitation and healthcare.)		
Highest	LSOA	Total claimants
2 nd	The Avenue	74
8 th	Maybird	53
14 th	Bishopton	45
38 th	Stratford Mount Pleasant East	32
70 th	Clopton & Welcombe Hills	11

Stratford Mount Pleasant also ranks in the top 20% most deprived LSOAs in the country with regard to health and wellbeing. Maybird and Mount Pleasant ranks in the top 20% most deprived LSOAs for education and training, prior to Covid-19 (IMD 2019).

4.2.2 Orbit Connected Communities Survey 2019

Orbit Community Investment commissioned a Place Making Survey early 2019, surveying 246 people within the communities of Clopton and Bishopton.

Key findings were:

- Active citizenship networks in the two communities are thin and shallow
- Anti-social behaviour is a key issue
- 18-24 years olds are not part of groups or generally feel part of the community
- 70%+ of respondents face barriers to community participation
- Only 31% of all respondents engage often in the community
- 60% of respondents felt that the most important thing that could happen would be an improved sense of community

5 Solution

5.1 Community Builder Proposal

A Community Builder will be employed in the communities of Clopton and Bishopton within Stratford-On-Avon District. The Community Builder will adopt an Asset Based Community Development approach to minimise the likelihood and impact of social and financial exclusion and increase community resilience. Improvements will be delivered which support the aims of Stratford-on-Avon District Social Inclusion Partnership. This will be achieved through:

Community presence

Working within the community, meeting and connecting residents, attending resident groups, facilitating residents to build their own community groups and initiatives and identifying places within the community which are good 'bumping spaces' – places residents could meet one another.

Establishing a presence and become recognisable within the local areas and community settings enabling people to engage with them to discuss their own needs and ideas to evolve hobbies and interests into concern-driven community action.

Working with local agencies and stakeholders from public, private and third sector to increase stakeholder involvement in the community.

Securing funding for new projects.

Connecting residents

Connecting residents or enabling them to get started with their community initiatives utilising Orbit Grassroots fund.

Evidencing sustainability, enabling the residents within the community to successfully establish and maintain spaces where ideas can be discussed, opinions are shared, and plans to action can be made.

Running events within the community to provide residents with the chance to meet people in a relaxed way through informal and accessible events.

Community based physical and mental wellbeing awareness raising

Pop-up stalls / walks / activities in the local areas facilitated by the Community Builder/and or residents to support mental wellbeing

Support anchor organisations

To increase local presence in and use of Bishopton Community Centre (BCC) and Ken Kennett Community Centre (KKC), to assist long term sustainability without disempowering local action. Supporting Bishopton Community Centre Committee and Clopton Community Action Group (KKC) to engage with the community through local initiatives bringing people together and increasing volunteering in the centres. Supporting increased revenue generation within centres to aid sustainability.

6 Community Ownership and empowerment

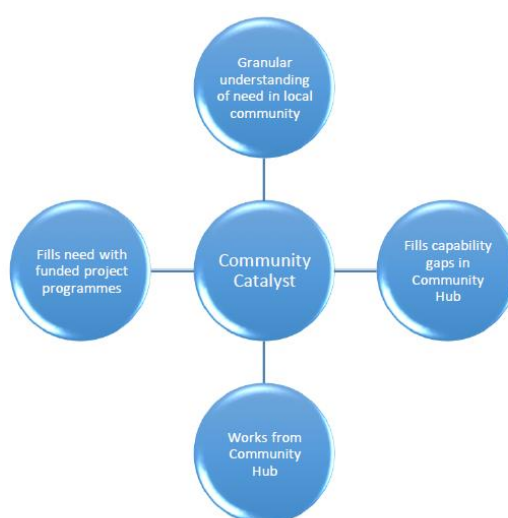
This project will enable a sustainable solution to be provided to leave a legacy of a more robust community aligned with the aims of Stratford-on-Avon district Social Inclusion Partnership.

The aim would be to secure funding to pilot the project for 18 months in order to:

- Pilot the proposal and evaluate the idea
- Demonstrate the value of a collaborative approach through partnership funding working with community representatives on the project board.
- Formulate a National Lottery application within a 6 month timeframe

The work provides a pilot for similar ways of working in the other targeted geographical areas of the District. Demonstrating impact through qualitative and quantitative evaluation would be central to the project.

The post and associated work can also be represented as the diagram below:



A vital consideration would be how to ensure sustainability of the Community Builders work after 18 month pilot. Most funders would expect details on how the post or functions of the post would be expected to carry on and look more favourable on an application if it had a credible sustainability plan.

6.1 Best Practice model

Cambridge, Peterborough and South Lincolnshire (CPSL) Mind 'Resilient Together'

A model approach was taken by CPSL Mind, the Resilient Together project focused on Wisbech and the Southern Fringe of Cambridge with the aim of improving wellbeing and resilience within these two communities. This was achieved by using an Asset Based Community Development (ABCD) approach to:

- Build social connection
- Raise awareness about wellbeing and mental health
- Empower residents to get involved in their community

Resilient Communities - Cambridgeshire, Peterborough and South Lincolnshire Mind (cpslmind.org.uk)

7 Monitoring and evaluating the project

Activities	Outputs	Outcome	Measures
Community presence Engaging with residents	Number of residents engaged (engagement = people participating in one community activities)	Increase in number residents attending community activities	Base line assessment of existing numbers attending community activities 6/12/18m review
	Number of stakeholders engaged (engagement = involved in the local community) Public, private and third sector	Increase in stakeholders involved in community activities	Base line assessment of existing numbers attending community activities 6/12/18m review
	Number of groups attended by Community Builder	Increase profile of CB in Community	Measure number of community groups attended over 6m/12m/18m
	Number of engagements events delivered		Measure number of engagements events
Support establishment of new groups / Identifying gaps to support residents to establish new groups	Number of new community groups established	Increase in number of community groups. Increase in applications to Orbit Grassroots Fund.	Number of community groups. Number of applications
	Number of volunteers recruited	Increase in resident	Number of additional volunteers.

		involvement in volunteering	
Promote physical and mental wellbeing	Number of events to promote wellbeing	Increased awareness of tools to support mental and physical wellbeing	Case studies
Support anchor organisations (CCAG / BCC committee) to be more sustainable	Number of additional volunteers on CCAG/BCC	Increase in resident involvement in CCAG/BCC committee	Base line assessment of volunteers on CCAG/BCC 6/12/18 m review
	Number of new community groups established using community centres	Increase in number of community groups using community centres	Base line assessment of existing community groups 6/12/18m review
	Number of local people attending the centres	Increase profile of community venues	

7.1 Measuring social value

Social Value refers to the wider financial and non-financial impacts of programmes, organisations and interventions, including the wellbeing of individuals and communities, social capital and the environment. Tools to measure social value will be applied to this project.

8 Timelines

The following table outlines the timeline utilising funding from SIP Partners

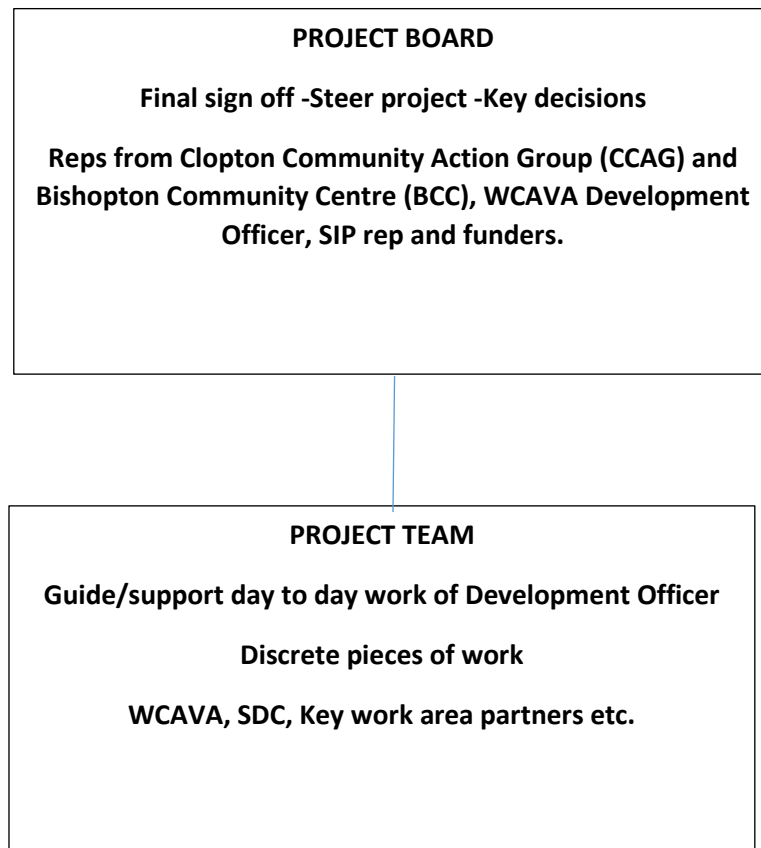
Action	Date	Comment
Finalise proposal	Fri 2 July	Project board
Confirm funders financial commitment		See project plan – STC meeting 26 Jul STT decision – Aug (date TBC) WCC councillors grant
Identify minimum three potential hosts	Complete	Identified as WCAVA, Spring Housing, Springfield Mind
Invite tenders from potential hosts	16 Aug	
Tender deadline	17 Sept	
Tenders sent to Project Board	Wc 20 Sep	MD
Project Board moderation date	Wed 29 Sep/ Wed 6 Oct	Invite – Project Board CR / CF 2 dates to hold
Notify successful host	11 Oct	
Grant agreement signed	18 Oct	Invoice date
Produce Job description	25 Oct	Agreed by Project Board?
Advertise role	8 Nov / 15 Nov	2 weeks
Interview & selection	29 Nov/ 6 Dec/ 13 Dec	
Appoint	13 Dec / 20 Dec	
Commence	13 Jan 2022	

NB: This timeline includes key headlines/deadlines and not all the actions that will be required.

9 Budget

Total budget for 18 months = £66,180.

10 Project Set Up Phase:



11 Conclusion

Thank you for reading this proposal which has the chance to make a real difference to people's lives in some of our most deprived communities in the District.

This document has been developed through a collaborative approach, agreed by the Community Builder Project Board.